

REQUEST FOR  
QUALIFICATIONS AND PROPOSALS  
Notice of Development Opportunity  
Historic Anitas Building:  
920 Macdonald Ave.



Macdonald Ave. and 11<sup>th</sup> St. - 1940's

Source: Online Archive of California

## City of Richmond, California

Issued by the City of Richmond, CA City Manager's Office, Development Services

Submission Deadline: **May 3, 2019 at 12:00 PM (PDT)**





REQUEST FOR QUALIFICATIONS AND PROPOSALS  
Notice of Development Opportunity  
920 Macdonald Ave.  
City of Richmond, California

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City Council  
Mayor Tom Butt  
Vice Mayor Melvin Willis  
Councilmember Nathaniel Bates  
Councilmember Ben Choi  
Councilmember Eduardo Martinez  
Councilmember Jael Myrick  
Councilmember Demnlus Johnson III  
City Manager  
Carlos Martinez  
  
City Manager  
Bill Lindsay

Stay updated on all Richmond Opportunity Sites:

<http://www.ci.richmond.ca.us/OpportunitySites>



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## I. EXECUTIVE SUMMARY

### Opportunity

The City of Richmond is seeking a qualified infill development team for an adaptive reuse project of a historic building on the Southwest corner of Macdonald Ave. and Harbour Way. The parcel contained in this RFQ/P allows for a variety of uses that can restore Downtown Richmond to its historic role as a social, cultural, and civic destination. Ideal projects will include commercial/retail on the ground floor with residential, or commercial uses on the second floor. Ideal projects will have thoughtful design, serve a broad spectrum of incomes, and maximize the number of units that can best serve the community and remain consistent with the neighborhood's vision and planning policies.

### Site

The development opportunity is a renovation of a building on a .21 acre (9,135 sq ft) parcel in the Macdonald Avenue Historic District (lot sizes and an aerial view are available in Section IV). Interested teams may also include parcels on the north-west corner of Macdonald and Harbour Way, currently a temporary garden, as part of this development opportunity (Attachment I).

This development opportunity is in close proximity to a variety of Richmond's strongest assets including; Richmond's Multi-Modal Transit Station (BART/Amtrak/AC Transit/Golden Gate Transit), Kaiser Permanente Richmond Medical Center, 12th and Macdonald multi-use development, and the East Bay Center for the Performing Arts.

### Development Team

Qualified development teams must have residential and commercial infill development experience. Teams must include an experienced urban architect and financial consultant.

### Property Disposition

The City desires to execute a Disposition and Development Agreement (DDA) that includes, at a minimum, a scope of development, schedule of performance, pro-forma, and development plan: Prior to any transfer of title, all establishments needed for the site development need to be in place. For reference documents, please refer to the [City of Richmond Opportunity Sites](#) web-page.

### Review/Selection Process

The review and selection process will include providing a cover letter describing interest in the site and summarizing the major points of the development proposal. Additionally, teams will provide development parameters: approximate square footage of residential, commercial, and community/open space, and a description of artistic features such as public art or landscaping, a master site phasing plan, financing plan, schedule of performance and relevant experience of the team members.



A Committee, comprised of City Staff, will evaluate all submitted proposals for compliance with Submission Requirements (Section VII). The Committee upon evaluation may request additional information from development teams. At the conclusion of the evaluation period, the Committee may recommend a development team to Richmond City Council and the Successor Agency to the Richmond Community Redevelopment Agency to enter into an Exclusive Right to Negotiate (ERN) agreement for development of the property and preparation of a term sheet.

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## Promotion Period

City staff members will host a pre-proposal meeting to address questions and provide an overview of the Development Site. RSVPs are highly encouraged - room capacity: approximately 15  
Phone: Thomas Omolo, (510) 620-5560  
Email: [Opportunitiesites@ci.richmond.ca.us](mailto:Opportunitiesites@ci.richmond.ca.us)

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## Pre-Proposal Meeting #1

Monday, April 15<sup>th</sup>, 2019 at 09:00 AM (PDT)

City Hall, City Manager's Conference Room (Third Floor)  
450 Civic Center Plaza  
Richmond, California 94804

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## Pre-Proposal Meeting #2

Wednesday April 17<sup>th</sup>, 2019 at 01:00 PM (PDT)

City Hall, City Manager's Conference Room (Third Floor)  
450 Civic Center Plaza  
Richmond, California 94804

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## Submission Deadline

Monday, May 3<sup>rd</sup>, 2019 at 12:00 PM (PDT)

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## Questions

Questions regarding this Request for Qualifications and Proposals must be submitted via email to [Opportunitiesites@ci.richmond.ca.us](mailto:Opportunitiesites@ci.richmond.ca.us), or by phone to Thomas Omolo, (510) 620-5560. Answers to questions received during the previous work week will be posted publicly at [City of Richmond Opportunity Sites](http://CityofRichmond.com/OpportunitySites) by 5:00 PM (PDT) each Tuesday.

If the City finds it necessary to issue an addendum, prospective applicants will receive e-mail notification of the addendum. It is also the proposer's responsibility to periodically check the Richmond Opportunity Sites website to view answers to questions received.

Interested parties may download copies of the above mentioned proposal and all attachments by visiting the Richmond Opportunity Sites website at [www.ci.richmond.ca.us/OpportunitySites](http://www.ci.richmond.ca.us/OpportunitySites).

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## II. NEIGHBORHOOD & COMMUNITY ASSETS

Diverse neighborhoods, inter-modal transit hubs, pristine marinas, shopping, recreational and cultural amenities, and 32 miles of shoreline and 34 miles of the Bay Trail (more than any other city in the San Francisco Bay Area) make Richmond among the most unique and desirable communities in California. This section identifies samples of the assets easily available to the Downtown neighborhood and Macdonald Avenue corridor. Richmond is ambitious and welcoming to smart growth, with an emphasis towards transit-oriented development.

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### RICHMOND MULTI-MODAL TRANSIT STATION



The Richmond Multi-Modal Transit Station is the only station in the Bay Area to serve BART, AC Transit bus service, and Amtrak/Capitol Corridor in one location.

The Richmond Multi-Modal Transit Station is the only station in the San Francisco Bay Area to provide direct connections to the region's commuter rail system, Bay Area Rapid Transit (BART), AC Transit rapid bus service, and Amtrak/Capitol Corridor, providing unparalleled access to the greater Bay Area and beyond. According to BART, approximately 8,000 commuters use the Richmond Station daily. The Station recently underwent a \$25 million renovation that brought station access to grade level. Improvements include ADA and elevator access, and sustainable features such as energy efficient LED lighting and drought resistant-landscaping. In addition, a multi-story garage with 760 parking spaces to cater to Downtown's transit-oriented character was built. The ground floor of the garage will house a Co-working space, coffee shop and pop-up restaurants space opening first quarter of 2019.



## Nevin Avenue Improvements



Nevin Avenue Improvements

The Nevin Avenue Project underwent a \$13 million renovation that features infrastructure and pedestrian/bicycle improvements from 19th St to 27th St, including building a new entrance plaza, elevator, and ramp on the east side of the station; the project also extends down Nevin Avenue to 27th St., connecting the Multi-Modal Transit Station to the Richmond Civic Center.

## BART Garage Retail Space



The BART Board of Directors approved the lease of 9,000 square feet of retail space on the ground floor of the BART parking garage to Ernst Valery Investments (EVI). The tenant improvements are currently under construction for Co-Biz, a co-working space, that will serve the needs of small businesses, entrepreneurs, and the freelance creative workforce in Richmond. The surrounding areas shall have access to innovative technologies, collective marketing and a supportive, professional peer network to share ideas, expertise, challenges, and resources. Additionally, a local company Red Bay Coffee will establish a café with retail space that will serve locally-sourced foods, coffee, and drinks next to an outdoor lounge. This location will inject new vitality into the heart of Downtown at the Metro Walk transit-oriented development and will enhance existing opportunities to build capacity, fill jobs with local hires, and improve conditions for local residents. This project is scheduled to open in Fall 2018.

## 12th and Macdonald



### 12th Street and Macdonald Avenue Mixed-use Development: 256 Units

There is currently an executed Exclusive Right to Negotiate (ERN) for two blocks (between 11th St. to 13th St., and Nevin Avenue to Macdonald Avenue) at 12th Street and Macdonald Avenue, within walking distance of Metro Walk Phase II site. The ERN for 12th Street and Macdonald Avenue provides for 256 residential units and approximately 100,000 square feet of retail/commercial space on approximately 3.83 acres. The DDA was approved by the City Council and the Successor Agency to Richmond Redevelopment Agency in late July 2018.

## Kaiser Permanente



Kaiser Permanente's Richmond Medical Center is a fully integrated healthcare delivery program located near its birthplace at the Richmond Shipyards. The hospital prides itself on being a closely-knit and integral part of the community, with a dedication to providing easy access to a comprehensive set of services for Richmond inhabitants. The medical center's Community Benefits Funding helps Kaiser Richmond engage residents with medical subsidies and offers volunteer opportunities and other non-medical support.



## RICHMOND FERRY TERMINAL



The Richmond Ferry Terminal runs direct service to San Francisco since January, 2019 (Source: City Staff).

Construction of the Richmond Ferry Terminals recently completed, which will provide direct service between Richmond's Ford Point and San Francisco's Downtown/Financial District. The Water Emergency Transportation Authority (WETA) recently received a \$4 million federal grant to facilitate expanding its services, with a fully operational line scheduled to begin service January 2019. The Richmond Ferry Terminal is approximately 1.8 miles from the properties - approximately six minutes by car - and is anticipated to have passengers in San Francisco in less than 30 minutes.



Richmond Ferry Terminal (Source: City Staff).

## BUSINESS COMMUNITY



The waterfront Ford Point Building sets the benchmark for historic renovation, and is anchored by Columbia Sportswear, Esko Bionics, and SunPower (Source: Orton Development).

Columbia Sportswear, Ekso Bionics, and SunPower anchor the beautifully renovated waterfront offices of the historic Ford Point building and Craneway Pavilion (adjacent Richmond's Ferry Terminal that is currently under construction). The Ford Point building, winner of the American Institute of Architects National Honor Award, hosts 517,000 square feet on 26.5 acres featuring a saw-tooth roof design with large northern skylights and a prominent exterior facade of brick and glass with an iconic smoke stack, overlooking the San Francisco Bay.



New businesses and established companies alike are taking advantage of Richmond's business assets and supportive environment.

Richmond's central Bay Area location, easy access to transportation, mild climate, and great value continue to attract a myriad of well-known, diverse businesses looking to create or expand their Bay Area presence. Amazon, Blue Apron, Columbia Sportswear, Hello Fresh, SunPower, Restoration Hardware, Whole Foods, and Williams Sonoma are just a few of the marquee companies that now call Richmond home. Amazon and Whole Foods most recently chose Richmond when they acquired hundreds of thousands of square feet for their distribution networks. Richmond's diverse and flexible commercial, office, and industrial space present attractive options for new, growing, and established businesses of all sizes.

## Wine, Beer & Spirits



Richmond's affordable spaces and proximity to multi-modal transportation networks make it an ideal location for specialty food and beverage industries to thrive. Nestled in Point Potrero, Riggers Loft Wine Company offers tastings of award-winning wines and ciders against the backdrop of panoramic views of the San Francisco Bay. Benoit-Casper Beer Company, Richmond first micro-brew breweries, follows in Richmond's tradition of innovation by experimenting with ingredients, processes, techniques, and equipment in their brewing process. With quick connections to the Bay Area's regional bike network (San Francisco Bay Trail), East Brother Beer Company specializes in creating classic style beers with a modern twist. The newest entry into the micro-brew scene but also the most experimental, Armistice Brewing Company, has brewed 38 unique beers since its opening in August of 2017.

## Property and Business Improvement District (PBID)



Richmond Main Street continues to attract thousands of visitors to Downtown for vibrant events including concerts and farmers markets (Source: Richmond Main Street).

The Downtown neighborhood is supported by an actively managed Property and Business Improvement District (PBID), Richmond Main Street, which works to support businesses and hosts activities and events that draw activity to the district. An active farmer's market and concert series are among the myriad of events that draw people Downtown. In addition, anchor tenants, including Kaiser Permanente, the United States Social Security Offices, and the East Bay Center for the Performing Arts, bring approximately 6,600 daily visitors to the district in addition to over 10,000 residents who call Downtown home.



## Taste of Richmond



The Taste of Richmond is an annual celebration held to highlight Richmond's restaurants, caterers and beverage establishments. For the past two years the event has been held at Riggers Loft Wine Company. The Taste of Richmond draws over 600 guests, who flock to the event to taste of food and beverage from Richmond businesses as well as live music, games, and sweeping views of the San Francisco Bay and treasured Richmond shoreline. This event is a great opportunity for people throughout the Bay Area to experience the great amenities of Richmond.

## COMMUNITY & CULTURE



Richmond Promise students at Richmond High School

The City of Richmond is committed to investing in its residents to build a healthy community. Richmond recently launched the Richmond Promise to dedicate \$35 million over 10 years to provide college readiness support and scholarships for Richmond residents graduating from local schools. Please visit [www.richmondpromise.org](http://www.richmondpromise.org) to find out more about this innovative program for Richmond residents.



## COMMUNITY & CULTURE



The National Park Service's Rosie the Riveter WWII Home Front Museum "Rosie Rally."

Richmond is also known for celebrating its rich history. The Rosie the Riveter WWII Home Front National Historic Park, one of the few urban parks in the country managed by the National Park Service, highlights Richmond's prominent role in the World War II home front effort. Every year in August, the park hosts the "Rosie Rally" in the Craneway Pavilion adjacent to Richmond's Ferry Terminal. This event attracts thousands of guests to celebrate Richmond homefront history and to dress like Rosie the Riveter. This celebration currently holds a Guinness World Record for most "Rosies" in one place.



The beautifully renovated East Bay Center for the Performing Arts (Source: East Bay Center for the Performing Arts).



East Bay Center for the Performing Arts Dancers

The East Bay Center for the Performing Arts is within walking distance of all featured properties. Recently named the "Best Longstanding Performing Arts Education Venue" by the East Bay Express, the East Bay Center for the Performing Arts has been a cultural and civic hub recognized for its contribution to training over 50,000 youth and young adults in the performing arts for 50 years since its founding in 1968. Located Downtown on Macdonald Avenue in a renovated Beaux Arts building, the Center features a glowing new ground-floor performance space, two new theaters and an additional 5,000 square feet of space for practice rooms and teaching labs.

## RECREATION AND PARKS



Point Isabel is a testament to Richmond's beautiful shoreline and bounty of parks enjoyed by people across the Bay Area (Source: Adam Lenz).

Richmond now has completed more than 34 miles of the Bay Trail, exceeding all other cities on this planned 500-mile walking and biking route encircling the San Francisco and San Pablo Bays. The Bay Trail offers access to commercial, industrial, and residential neighborhoods; points of historic, natural, and cultural interest; recreational areas including beaches, marinas, fishing piers, boat launches, and more than 130 parks and wildlife preserves totaling 57,000 acres of open space.

Richmond is home to a substantial amount of the East Bay Regional Park's acreage, which includes parks and recreation areas popular throughout the region including Pt. Pinole, Miller/Knox Regional Shoreline, Alvarado Park, Kennedy Grove, and Wildcat Marsh. A highlight among these parks is the 23-acre Point Isabel Regional Shoreline Dog Park, rated by experts as the "Number One" dog park in North America. Visitors can enjoy breathtaking views of the Bay, the San Francisco skyline, and the Golden Gate Bridge as they and their dogs frolic along an array of multi use trails.

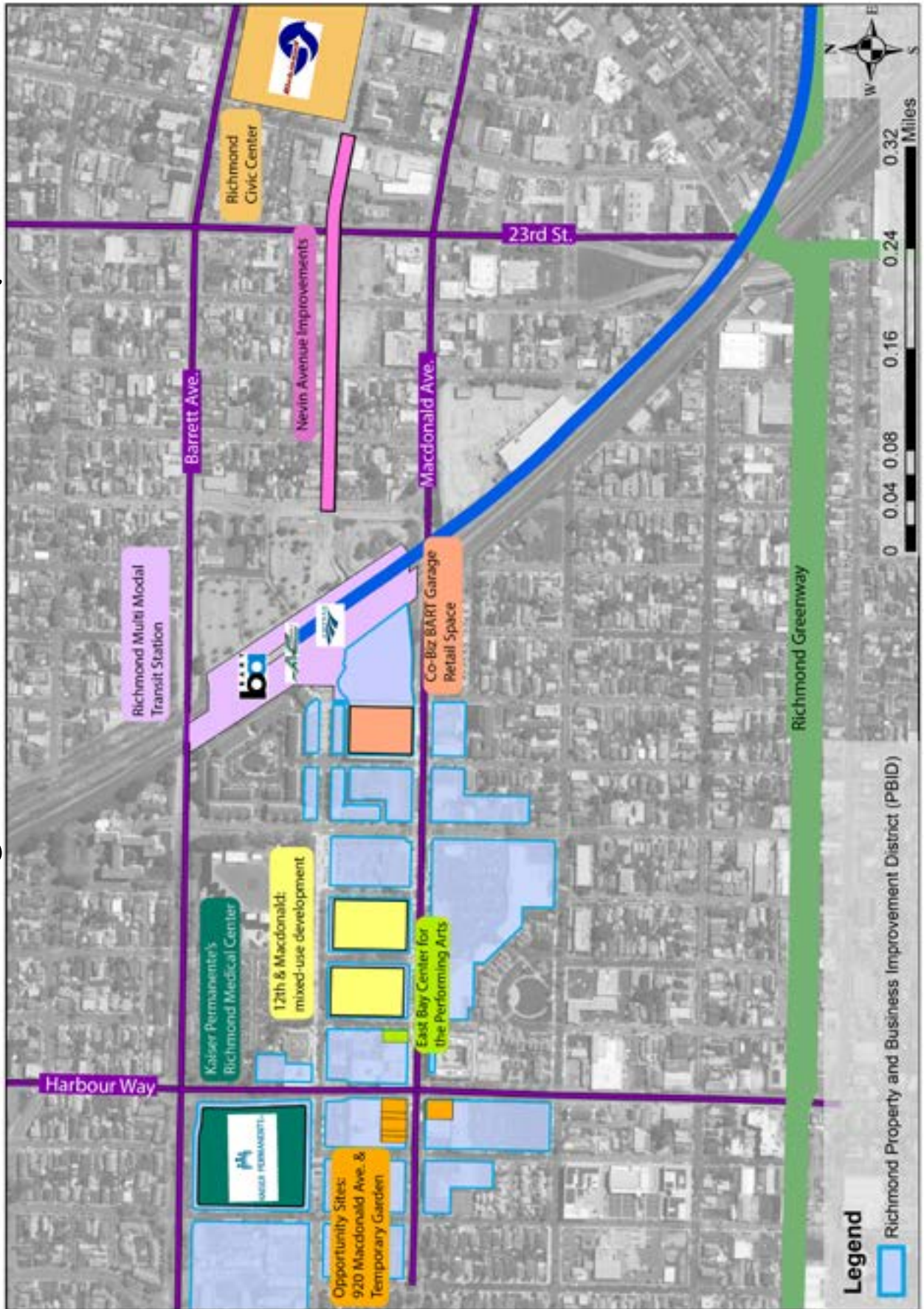
Richmond maintains pristine marinas popular amongst boat and yacht enthusiasts. Richmond Harbor, home to some of the Bay Area's finest boats and marine businesses, includes yacht brokerage, yacht repair, boat repair, and boat construction.



View of Miller-Knox Park and Ferry Point Park  
(Source: <http://www.pointrichmond.com/baytrail/trail.html>).



# Downtown Neighborhood & Community Assets



## CURRENT DEVELOPMENT PROJECTS

A number of other developers recognized Richmond's assets and are currently in the development pipeline. A partial list of the development projects that are under construction, entitled, and proposed is featured below:

- [Waterline](#): 60 Units
- [Miraflores Senior Housing](#): 80 Units
- [The Quarry](#): 193 Units
- [The Point](#): 27 Townhomes
- [Latitude](#) (Dornan Drive & Brickyard Cove Road): 316 Units
- [The Terraces at Nevin](#) (21 Nevin Avenue): 289 Units
- [Rows at NOMA](#) (Marina Way South & Wright Avenue): 193 Townhomes/Live-Work
- [Richmond Central Ave Project Apartments](#) (Central Ave & San Mateo Street): 155 Units
- Garrity Way Apartments (Garrity Way & Blume Drive): 98 Units
- 12th and Macdonald: 256 Units
- Miraflores: 270 Units
- Metro-Walk Phase II (495 Units - under negotiation)

## CURRENT DEVELOPMENT PROJECTS - Under Construction



Waterline: 60 Units



## CURRENT DEVELOPMENT PROJECTS - Under Construction



Miraflores Senior Housing: 80 Units



The Terraces at Nevin: 289 Units

## CURRENT DEVELOPMENT PROJECTS - Approved



Richmond Central Ave. Project: 155 Units



Hilltop Apartments: 180 Units



Garrity Way Apartments: 98 Units



Rows at NOMA: 193 Units



Latitude: 316 Units



## CURRENT DEVELOPMENT PROJECTS - Approved



The Quarry: 193 Units



Miraflores: 190 Units



12th and Macdonald: 256 Units

## CURRENT DEVELOPMENT PROJECTS - Under Negotiations



Metro Walk Phase II: 495 Units

## CURRENT INFRASTRUCTURE PLANS & PROJECTS

Several Active Transit Projects will be re-shaping the Downtown experience:

**Yellow Brick Road** – Yellow Brick Road will be making improvements to 8th Street through the Downtown area, transforming it into a “bicycle boulevard” promoting biking and walking from the Iron Triangle to The Richmond Greenway. The project is grant-funded by the Federal Highway Administration and the State of California Natural Resources Agency and planning and design is underway with a completion date estimated around spring of 2021.

**Richmond Wellness Trail** – The Richmond Wellness Trail intends to create a pedestrian loop through the Downtown and across the Macdonald Avenue corridor, on Nevin, 9th Street, 16th Street, and the Greenway; it was recently adopted into the Bicycle and Pedestrian Master Plan. In November the Trust for Public Land received an Urban Greening grant to design and construct Phase I of this project. The Phase I of the project will make Bicycle & Pedestrian Improvements to 16th Street and will serve as an important connector from the Richmond Multi-Modal Transit Station to the Richmond Greenway in addition to the bicycling route down Marina Way South.

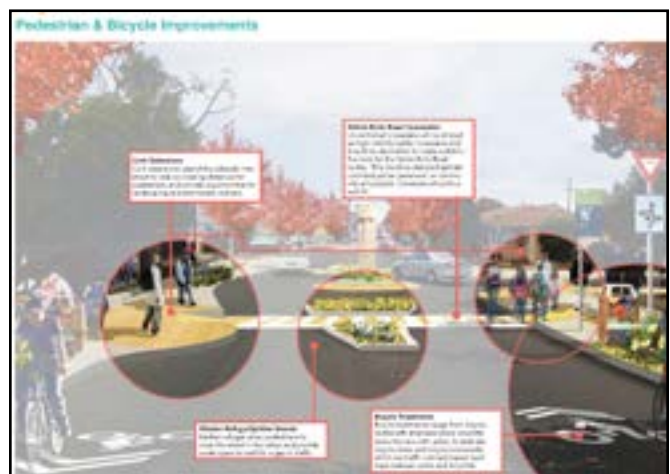
**Harbour Way Pedestrian/Bike Infrastructure** – The Harbour Way Project intends to extend pedestrian and bicycling improvements on Harbour Way, including road diets and traffic calming measures.

**Marina Way Undergrounding** – The Marina Way Undergrounding project is funded by PG&E and will remove all overhead wires and bury in underground along Marina Way between Macdonald Avenue and Cutting Boulevard.

**Carlson Crosstown Connection** - Carlson Crosstown Connection will install bicycle, pedestrian, and transit facilities along the Carlson Boulevard corridor, to connect the Richmond Multi-Modal Transit Station with San Pablo Avenue and El Cerrito Plaza. This project is under construction and expected to be completed by end of summer 2018.



Wellness Trail (Source: Richmond Health and Environment)



Yellow Brick Road (Source: Yellow Brick Road Iron Triangle Walkable Neighborhood Plan)



## III. SITE VISION

### OVERVIEW

The City of Richmond is seeking a qualified infill developer to renovate a historic building located within the Macdonald Avenue Historic District on the Southwest corner of Harbour Way and Macdonald Ave. The vision for this site is an adaptive reuse project, that provides commercial and/or residential uses in the heart of Richmond's Downtown (additional parcels available across Macdonald Avenue, for more information please refer to Attachment I). The selected teams will present a vision that complements Macdonald Avenue's historic character, concurrent developments, and the Major Activity Center designation envisioned by the [Richmond General Plan 2030](#).

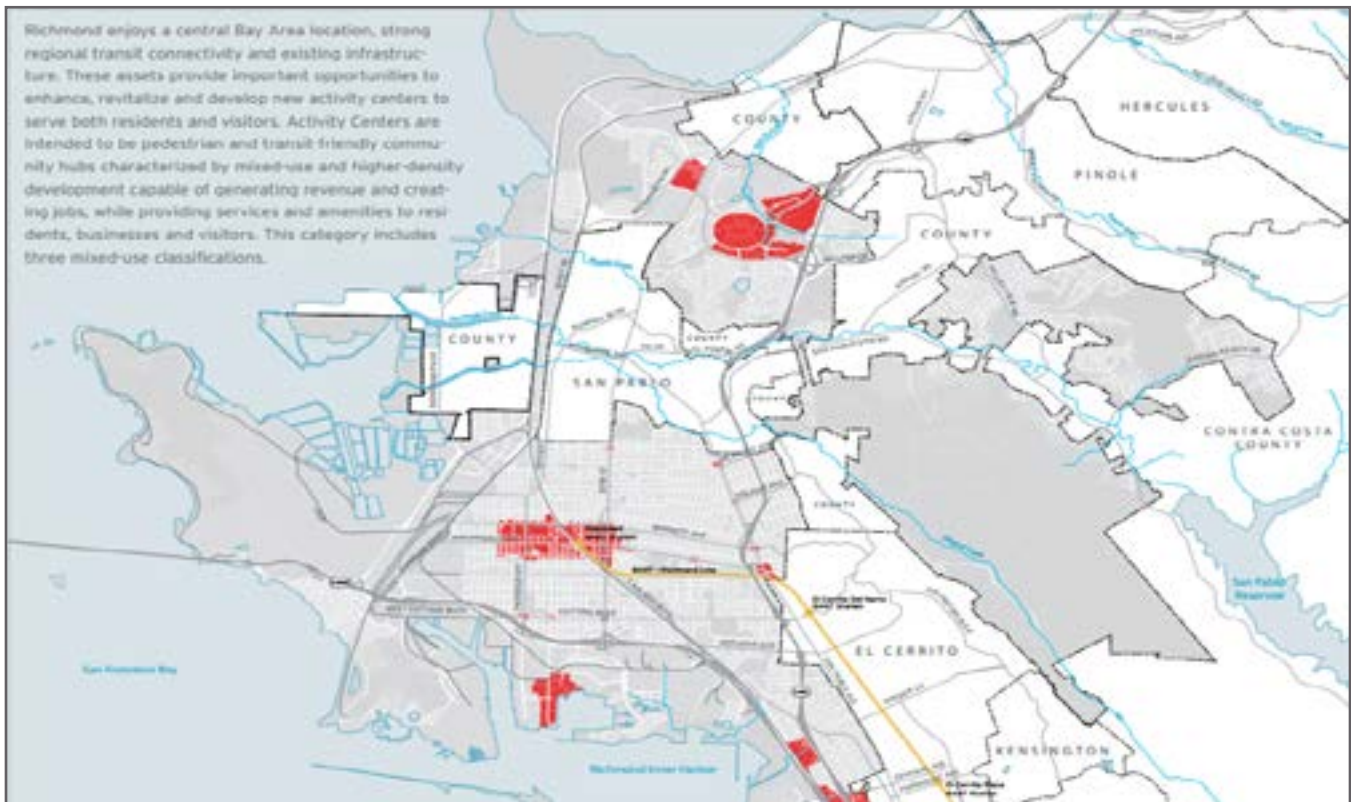
Richmond's Major Activity Centers are intended to include mid-rise mixed-use development to serve the community and region. Office, retail, entertainment, and residential uses are allowed. Areas with this designation are characterized by streets with minimal setbacks, wide sidewalks and public spaces that cater to pedestrians and transit riders. Some of these designations may not pertain to this site because this project is an adaptive reuse of an existing building where increased density may be unattainable.

This site is intended to be incorporated into a larger Major Activity Center development, or provide supportive and complementary developments to anchor activity centers. The site is in close proximity to concurrent development of a Major Activity Center at the 12th Street and Macdonald Avenue site (page 9); this development is anticipated to infuse the neighborhood with approximately 53,370 square feet of commercial retail space, 55,400 square feet of public space, and 256 residential rental units.

The ideal project will promote an active street edge at all times of the day and enhance connections to Macdonald Avenue, the Richmond Multi-Modal Transit Station, and surrounding neighborhoods. Commercial ground floor for mixed-use projects, and stand-alone commercial projects are encouraged. Commercial projects are especially encouraged in the CM-5 zoned area to accommodate restaurants and food businesses that would facilitate a Major Activity Hub, and serve the over 6,000 workers and residents that use the Downtown neighborhood each day. A successful project will integrate artistic and historic features into the design that complement Downtown's historic preservation efforts, public art projects, and communicate Richmond's unique history, diversity, and culture. The selected development project must be consistent with the [Richmond General Plan 2030 - Zoning Ordinance and Livable Corridors Form-Based Code](#), to provide medium density, vibrant, urban downtown, and/or a medium intensity commercial emphasized mixed use where appropriate. These guidelines present a vision to design more livable, walkable neighborhoods and transportation nodes.

Any development type that is proposed should be of high-quality, cater to the mixed-use nature of the neighborhood, and comply with development parameters contained within this RFQ/P. The developer selected through this RFQ/P process will be expected to cooperate with the City, including the City Manager's Office, Planning, Building, Engineering, Fire, and other relevant departments throughout all planning, design, and construction phases of the project.

## OBJECTIVES - Richmond Activity Centers



Identified objectives for this site include:

- Develop infill development sites to fit the urban character of a transit-oriented, Downtown core that actualizes the land use vision established in the [Richmond General Plan 2030](#).
- Incorporate quality design elements throughout the project to ensure that new development is consistent with green building practices and standards included in the City's updated [Zoning Ordinance](#).
- Develop a plan for the site that increases the supply of the City's high-quality housing stock for a wide cross-section of incomes.
- Encourage the incorporation of design elements that are amenable to future shifts in transportation technologies (e.g. electric vehicle charging stations, bike share programs, and ride services such as Lyft, Uber, etc).



## IV. SITE AND PARCEL SUMMARY

The following is intended to provide a general overview of the available site. Interested development teams may attend a pre-proposal meeting in order to ask questions and receive additional information.

Questions can also be emailed by following the instructions in Section I.

Owner	City of Richmond/Successor Agency to the Richmond Community Redevelopment Agency																				
Terms of Agreement	<p>Qualified developers are welcome to submit a proposal for the project site. Instruments will be a Term Sheet and DDA. Properties will be transferred in a mutually acceptable condition.</p> <p><b>PLEASE NOTE:</b> The developer shall pay all requisite fees for land entitlements, permits, plan checks, in lieu fees, impact fees, etc.</p>																				
Soil and Environmental Conditions	The City is not aware of the record of environmental history at these sites. The developer shall be responsible for the costs associated with any required environmental review and documentation deemed necessary.																				
Existing Project Approvals	There are no existing project approvals for these sites.																				
Presence of Historic Structures	This parcel is within the Macdonald Avenue Historic District. A Certificate of Appropriateness from the Historic Preservation Commission is required prior to the development, exterior alteration, restoration, rehabilitation of the historic structure.																				
Utilities	<p>Developers are encouraged to verify the suitability of the available utilities for their proposed development. City staff members can assist developers with connecting to local utilities. An initial list is provided below:</p> <table><tr><td>PG&amp;E -</td><td>(510) 287-1388</td></tr><tr><td></td><td><a href="http://www.pge.com">www.pge.com</a></td></tr><tr><td>Republic Services -</td><td>(510) 262-7547</td></tr><tr><td>    Bielle Moore,</td><td><a href="mailto:bmoore2@republicservices.com">bmoore2@republicservices.com</a></td></tr><tr><td>EBMUD -</td><td>(510) 287-1008</td></tr><tr><td>    New Business Office,</td><td><a href="mailto:nbo@ebmud.com">nbo@ebmud.com</a></td></tr><tr><td>MCE Clean Energy -</td><td>(888) 632-3674</td></tr><tr><td></td><td><a href="mailto:info@mceCleanEnergy.org">info@mceCleanEnergy.org</a></td></tr><tr><td>Waste Water/Storm Utilities -</td><td>(510) 620-5486</td></tr><tr><td>    Ryan Smith,</td><td><a href="mailto:Ryan_Smith@ci.richmond.ca.us">Ryan_Smith@ci.richmond.ca.us</a></td></tr></table>	PG&E -	(510) 287-1388		<a href="http://www.pge.com">www.pge.com</a>	Republic Services -	(510) 262-7547	Bielle Moore,	<a href="mailto:bmoore2@republicservices.com">bmoore2@republicservices.com</a>	EBMUD -	(510) 287-1008	New Business Office,	<a href="mailto:nbo@ebmud.com">nbo@ebmud.com</a>	MCE Clean Energy -	(888) 632-3674		<a href="mailto:info@mceCleanEnergy.org">info@mceCleanEnergy.org</a>	Waste Water/Storm Utilities -	(510) 620-5486	Ryan Smith,	<a href="mailto:Ryan_Smith@ci.richmond.ca.us">Ryan_Smith@ci.richmond.ca.us</a>
PG&E -	(510) 287-1388																				
	<a href="http://www.pge.com">www.pge.com</a>																				
Republic Services -	(510) 262-7547																				
Bielle Moore,	<a href="mailto:bmoore2@republicservices.com">bmoore2@republicservices.com</a>																				
EBMUD -	(510) 287-1008																				
New Business Office,	<a href="mailto:nbo@ebmud.com">nbo@ebmud.com</a>																				
MCE Clean Energy -	(888) 632-3674																				
	<a href="mailto:info@mceCleanEnergy.org">info@mceCleanEnergy.org</a>																				
Waste Water/Storm Utilities -	(510) 620-5486																				
Ryan Smith,	<a href="mailto:Ryan_Smith@ci.richmond.ca.us">Ryan_Smith@ci.richmond.ca.us</a>																				

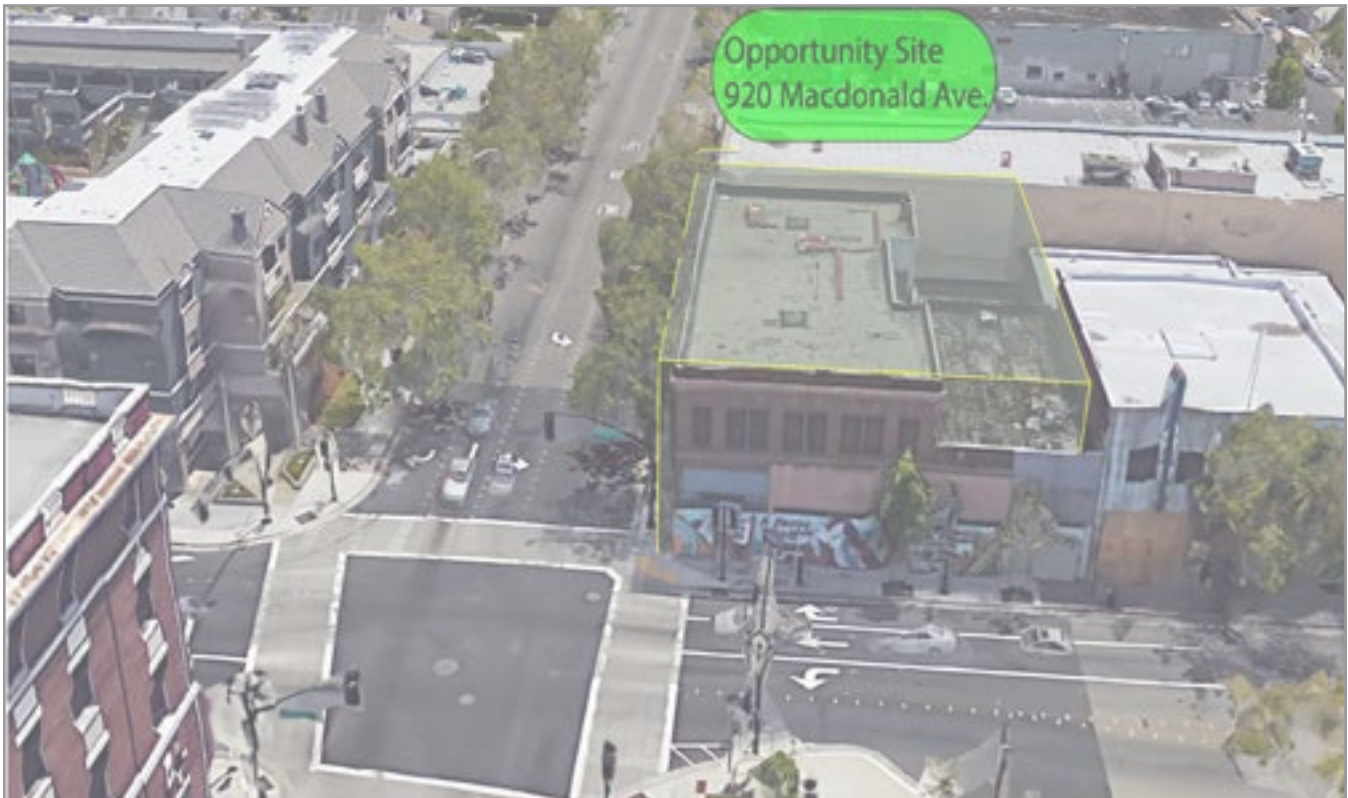
## Opportunity Site





## Site and Parcel Summary

Site Address	920 Macdonald Ave
Assessor Parcel Number (APN)	538-260-009-5
Area	.209 acres
Zoning	CM-5 (IS-1 Overlay, Livable Corridors FBC, T6C) This site is within Macdonald Avenue Historic District. As this project is a renovation of an existing building, some of the zoning requirements may be inapplicable.
Site Description	<p>This site consists of a parcel containing a historic building on the Southwest corner of Macdonald Avenue and Harbour Way. The parcel is surrounded by offices and residential uses. Close neighbors include Kaiser Permanente Richmond's Medical Center, the East Bay Center for the Performing Arts, and only a ten minute walk from the newly upgraded Richmond's Multi-Modal Transit Station. Community-based plan calls for mixed use development, with commercial on the ground floor and commercial/residential uses on the second floor.</p> <p>Additional parcel for development available across the street on the Northwest corner of Macdonald Avenue and Harbour Way; for more information refer to attachment 1.</p>



## General Plan 2030 Land Use Designation

### The Site:

#### Major Activity Centers

Major Activity Centers are the primary urban centers that provide a wide mix of retail, office, housing and entertainment-related uses serving the City and region overall. Richmond's major activity centers are envisioned as concentrated, high-intensity community hubs that generate revenue and jobs, and serve as the focal point of cultural, commercial, and social activities. Major activity centers should define Richmond's distinct identity and reflect the character of surrounding neighborhoods.

Activity Centers are intended to be pedestrian and transit-friendly community hubs characterized by mixed-use and higher-density development capable of generating revenue and creating jobs, while providing services and amenities to residents, businesses, and visitors.

#### Desired Urban Form

Development should provide ground floor retail and commercial uses oriented to the street. Restaurants and food/beverage services are preferred use of retail. Roadways, as applicable, should have wide tree-lined sidewalks and planters that will support economic development and create an attractive environment for pedestrians, bicyclists, and transit riders, while providing convenient connections to surrounding well-established neighborhoods. Other desired improvements in public areas include transit shelters, public art, and mini-plazas.

Improvements to private areas will re-establish a mix of uses that build on existing assets and will transform the historic district into a pedestrian friendly and active urban environment. This will support a level of activity that is unique to the area by attracting a wide variety of new uses. High-density infill development will be accompanied by economic development and bring new energy to the area and maximize transit potential. Commercial, residential, and civic uses should be integrated in a variety of building types along street frontages.

**The Site:****High-Intensity Mixed-Use  
(Major Activity Center)**

Includes mid- and high-rise mixed-use development at Major Activity Centers to serve the community and region. Office, retail, entertainment, and residential uses are allowed. Areas with this designation are characterized by streets with minimal setbacks, wide sidewalks, and public spaces that cater to pedestrians, bicyclists, and transit riders. Medium-Intensity Mixed-Use (Commercial Emphasis) is allowed within this land use designation.

Density:	Up to 125 du/ac
Intensity:	1.0 to 5.0 FAR
Height:	15 to 135 feet

**Zoning****The Site****CM-5 Commercial Mixed-  
Use, Activity Center.**

This district is intended for mid- and high-rise mixed-use development at major activity centers to serve the community and residents and businesses in the San Francisco Bay Area. Office, retail, entertainment, and residential uses are allowed. Standards for physical form will create an urban character as envisioned in the Richmond General Plan 2030 with streets with minimal setbacks, wide sidewalks, and public spaces that cater to pedestrians and transit riders.

**Form Based Code**

This Form-Based Code is a reflection of the community vision for implementing the intent of the General Plan to create walkable mixed-use neighborhoods. These Form-Based Code standards are intended to ensure that the proposed development is compatible with existing and future development on neighboring properties, and produces an environment of desirable character, consistent with the General Plan.

**The Site****Sub-zone: T6C**

To provide a high-density, vibrant, urban downtown that provides locally- and regionally-serving commercial, entertainment, and civic and public uses, as well as a variety of urban housing choices in main street mixed-use, mid-rise, and high-rise building types.

**General Use**

Vertical Mixed Use: Commercial on the ground floor with residential or commercial uses on upper floors



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**Sub-zone: T6C****Desired Form**

- Attached
- Simple Wall Plane along Street
- Medium-to-Large Footprint
- Buildings at or close to ROW
- No Side Setback
- Up to 135' (unlimited with bonuses)
- Flush Ground Floor
- Primarily with Shopfronts

**Parking**

- 15.04.607.040(D) Parking Credit for Reuse of Historically Significant Structures. Projects that convert a historically significant structure that has a legal nonconforming parking deficiency to a different use shall receive a credit equal to the number of required automobile parking spaces unmet by the previous use.
- No min. with a max of 1 parking spot/unit.
- Individual or shared off-street lots or on-street
- Commercial parking: part of a shared parking district

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**Historic Structure Code**

Any project proposed at this site that plans on making “major alterations,” “minor alterations,” “preservations,” “rehabilitations,” or “restorations” to the exterior of the building shall be reviewed by Richmond’s Historic Preservation Commission, seven appointed residents with expertise on Richmond’s historic resources and historic preservation public policies. Following review, the Commission may approve, reject or approve with conditions the project and may recommend approval (in whole or in part) or disapproval to the City Council. Upon receipt of the Historic Preservation Commission recommendation, Council, within 60 days, shall by resolution approve recommendation in whole or in part or shall by motion disapprove the project in its entirety. (Ordinance No. 20-13 N.S.)

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More information on Richmond Zoning, the Livable Corridors Form Based Code, Historic Structure Code:

Zoning Ordinance: <http://www.ci.richmond.ca.us/3379/Zoning-Ordinance>

Form Based Code: <http://www.ci.richmond.ca.us/2965/RLC-FBC>

Historic Structure Code: <http://www.ci.richmond.ca.us/Historic-Structures-Code>

## V. DEVELOPMENT TEAM SELECTION

The process to select a developer to be offered an Exclusive Right to Negotiate (ERN) agreement concerning acquisition and development of the property will occur as follows:

The first optional step is for prospective developers to attend an informational meeting, during which City staff members will provide an overview of the site and answer questions concerning the property, the RFQ/P, and negotiation process. There will be two meetings held on Monday, April 15<sup>th</sup>, 2019 at 09:00AM (PDT) and Wednesday, April 17<sup>th</sup>, 2019 at 01:00PM (PDT). Each meeting will be held at Richmond City Hall (450 Civic Center Plaza, Richmond, CA 94804).

Interested parties shall submit proposals containing qualifications for the development team, development parameters, conceptual master site/phasing plans, ownership plans, preliminary financial terms, and conditions such as purchase price, deposit, and other materials as outlined in Section VI, Submittal Requirements, in accordance with the schedule contained in Section VII, Selection Criteria, Process and Schedule.

Developer proposals that are in compliance with the Submission Requirements will be evaluated by the Review Committee and may be requested to provide additional information. Following completion of the review process, the Staff Review Committee may recommend a developer(s) to the City Council for an Exclusive Right to Negotiate (ERN) for a 180-day period. During this period, the developer must also demonstrate the financial feasibility of the proposed project including providing a minimum non-refundable \$50,000 deposit via cashier's check, complete a detailed master plan including conceptual renderings, and provide a schedule for implementation.

During the ERN period, City staff members and the developer shall finalize a term sheet and draft Disposition and Development Agreement (DDA) for the City Council to consider. Developers are referred to Section VIII, Selection Criteria, Process and Schedule, for additional details.

## VI. SUBMITTAL REQUIREMENTS

Proposals are to be consistent with the vision and goals set forth in the previous sections of this document and the [Richmond General Plan 2030](#). The development proposal should contain the qualifications of the proposed development team, a conceptual project site plan and design concept, and a financing plan. To address these issues, the proposal shall contain the following items, in the order listed below:

<b>A. Cover Letter</b>	Provide a cover letter describing interest in the site and summarizing the major points contained in the development proposal.
<b>B. Development Parameters</b>	<p>Provide a statement of the objectives and proposed character of the development, including the following information:</p> <ol style="list-style-type: none"><li>1. Approximate square footage of residential space being proposed, as well as a description of housing typology(ies) and target market(s).</li><li>2. Approximate square footage of commercial space being proposed and a breakdown of the area proposed for each building, as well as the use being proposed (i.e. office, retail, restaurant, etc.).</li><li>3. Approximate square footage of community/open space.</li><li>4. Artistic features such as public art, special features, or landscaping. Please note that if artistic features are not included in the proposal, a public art fee (calculated as a percentage of project costs) shall be assessed.</li></ol>
<b>C. Master Plan</b>	Provide a master site/phasing plan which illustrates the location and configuration of the various buildings/uses proposed, as well as construction timing. This master plan should remain simple in design.
<b>D. Ownership Plans</b>	Summarize the development firm's short and long term ownership plans for the proposed development.
<b>E. Financing</b>	Provide three financial references with whom the lead development firm has recently obtained acquisition and/or construction financing. Provide the following information for each reference: institution, contact name and title, e-mail address, phone number, and address.





F. Business Offer	Submit the terms and conditions of the offer. Please note that a non-refundable \$50,000 deposit is required (See Section V). The deposit will be used to fund the City's predevelopment expenses. The non-refundable deposit can be appended to the final purchase price.
G. Schedule of Performance	Provide preliminary schedules for predevelopment, entitlement, schematic design, design development, and construction.
H. Contingencies	Explain any conditions or contingencies that limit the submitted proposal and which modify the stated terms and conditions of this Request for Qualifications and Proposals.
I. Local Business, Local Resident Hire & Public Arts Requirements	<p>To the extent permitted by law, the project will be subject to the Richmond Municipal Code (RMC) including but not limited to local business and hire requirements, including the City's <a href="#">Business Opportunity Ordinance</a> (RMC Chapter 2.50), the City's <a href="#">Local Employment Program Ordinance</a> (RMC Chapter 2.56), and the City's <a href="#">Living Wage Ordinance</a> (RMC Chapter 2.60). The selected developer will be also be required to execute a First Source Agreement for hiring residents in accordance with the Local Employment Program Ordinance.</p> <p>The project shall meet the requirements of Richmond Municipal Code (RMC) <a href="#">One-Percent for Public Art on Private Projects Program</a> (Chapter 12.62) by either including on-site publicly accessible art valued at one percent of the Building Development Cost or pay an in-lieu contribution of one percent of the Building Development Cost to the City's Public Art Project account as set forth in Section 12.62.050. Building Development Cost shall be as defined in the RMC Chapter 12.62.</p>
J. Team Members	Identify the type of legal entity with whom the City of Richmond would negotiate and contract. Include the contact person, firm name, website, address, email, and telephone number of each of the members on the team. Indicate the lead development firm, architectural firm, management firm, marketing firm, and other key consultants.



**K. Relevant Experience  
of Team Members  
Lead Developer**

List the major commercial and mixed-use projects developed as lead developer within the past five years. Include the following information for each project: total square feet of space, square feet of commercial space, tenants, site size, location, and current status of project. Include a brief description and at least three photographs (not architectural renderings) of three separate comparable projects developed, which are representative of the type and quality of the development proposed.

**Architectural Firm**

List relevant residential, commercial, and mixed-use projects designed within the past five years. Provide, for each project, details concerning the total square feet of commercial and office space, as well as representative clients. Include at least three photographs of representative projects and success of prior plans.

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**L. References**

Provide at least two references for all parties involved.

## VII. SELECTION CRITERIA, PROCESS, & SCHEDULE

### A. SELECTION CRITERIA

The following criteria will be used by the City in its selection of the best proposal:

#### 1. Developer Experience

- a. Extent of experience developing comparable projects.
- b. Success of comparable projects concerning:
  1. Economic success - including leasing and maintaining ground floor commercial tenants
  2. Overall architectural and landscape design
  3. Marketing of residential units
  4. Incentives and/or support to commercial tenants (please provide examples of specific tenants)
- c. Timeliness of previous performance.
- d. Experience with joint public/private real estate ventures and/or comparable large commercial/residential projects.

#### 2. Architect Experience

- a. Extent of experience with residential, commercial and office projects.
- b. Overall architectural and landscape design.

#### 3. Project Concept

- a. The overall quality and innovation of the proposed project, including green building materials, methods and operations.
- b. Incorporation of specific design parameters specified in the [Richmond Livable Corridors Form-Based Code](#) (see also the [Architectural Standards](#) and [Sustainability Guidelines](#)).
- c. Incorporation of quality design elements and materials throughout the project to ensure the proposed development maximizes the livability of the site and caters to a walkable neighborhood in close proximity to community amenities.
- d. The extent to which the proposal presents an innovative and realistic project concept, based on the following parameters:
  1. Ability to respond to unique development opportunities and constraints.
  2. Demonstrated understanding of current market conditions.





#### 4. Financial Capacity of Lead Developer

- a. Adequate level of existing assets, income and net worth.
  - 1. Provide the two most recent audited financial statements.
- b. Ability to raise equity/debt funds.
- c. Strong relationship with lenders or demonstrated ability to internally finance the project.
  - 1. Provide three financial references with whom the lead development firm has recently obtained acquisition and/or construction financing.
- d. Ability to provide and track record of providing high quality operation and maintenance.

#### 5. Financial Terms Proposed

- a. Strength of purchase price and terms.
- b. Revenues to the City.
- c. Schedule of development.
- d. Overall value of proposed project.

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### B. SELECTION PROCESS

The selection of the developers will occur through a four-step process as follows:

#### 1. Selection of developers

- a. The Staff Review Committee, comprised of City staff, shall carefully review all responses submitted for compliance with the Submission Requirements set forth above.
- b. Following staff review, the Staff Review Committee shall evaluate proposals and may request additional information from development teams.
- c. Upon completion of the review process, the Staff Review Committee may make recommendations to Richmond City Council and the Successor Agency to the Richmond Community Redevelopment Agency.
- d. The Richmond City Council and the Successor Agency to the Richmond Community Redevelopment Agency shall evaluate responses. The most qualified team will be awarded Exclusive Rights to Negotiate (ERN).

#### 2. Subsequent actions

- a. Selection of one firm to negotiate exclusively.
  - 1. The developer selected by the City Council shall promptly execute an ERN.
  - 2. The City Council will have the discretion to not select a developer to execute the ERN or take any other action it deems appropriate.

- b. Enter into an Exclusive Right to Negotiate (ERN) agreement. This 90-day period (with two 45-day extension options up to 180-days) is expected to result in a detailed Term Sheet for presentation to the City Council for approval. City staff members reserve the right to recommend against going forward with a Term Sheet and to make other recommendations as staff deems appropriate.

### 3. Term Sheet/DDA

The City and the selected firm will negotiate terms and conditions of the development transaction in the form of a Term Sheet. These terms shall include such business points as performance milestones, financial obligations, schedules, and purchase terms.

### 4. Disposition and Development Agreement

Once the Term Sheet is approved by the City Council, the developer and City staff will negotiate a Disposition and Development Agreement (DDA) containing all terms and conditions of the land sales transaction and development of the site. The DDA is subject to approval of the City Council and the City Council reserves the right to reject the recommended DDA. Likewise, City staff also retains the right to recommend against approval of a DDA.

## C. TIME SCHEDULE

The City anticipates the time schedule as listed below. The schedule is tentative in nature and is provided to outline the target dates set by the City. The City reserves the right to change the timeline at any point in the disposition process. Each proposer under consideration by the City will be informed directly of any changes made to the dates stated below:

Pre-Proposal Meeting #1	April 15, 2019
Pre-Proposal Meeting #2	April 17 , 2019
Proposal Submission Deadline 12:00 PM (PDT)	May 3, 2019

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## VIII. CITY NON-LIABILITY & RELATED MATTERS

### 1. No Representations or Warranties

All facts and opinions stated herein including but not limited to statistical data, economic data, and projections, are based on available information and no representations or warranties are made with respect to their accuracy or completeness.

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### 2. City Rights to Reject Any and All Proposals

This RFQ/P and the selection process shall in no way be deemed to create a binding contract, agreement, or offer of any kind between the City and any developer. If the City selects a developer pursuant to this RFQ/P, any legal rights and obligations between the successful team, if any, and the City will come into existence only when the DDA is fully executed by the parties, and the legal rights and obligations of each party shall at that time be only those rights and obligations which are set forth in the DDA and any other documents specifically referred to in that agreement and executed by the parties.

Each developer submitting qualifications in response to this RFQ/P agrees that the preparation of all materials for submittal to the City and all presentations are at the developer's sole cost and expense, and the City shall not, under any circumstances, be responsible for any costs or expenses incurred by any candidate developer. In addition, each developer agrees that all documentation and materials submitted with a proposal shall remain the property of the City. Subject to California law and City ordinances relating to access to public records, the City may be required to publicly disclose all submitted information and materials to third parties requesting such information.

The City reserves the right to accept or reject any or all developer proposals, to alter the selection process in any way, to postpone the selection process for its own convenience at any time, to waive any defects in any proposal, to issue a new RFQ/P at any time, or to hire any developer they deem appropriate in their sole and absolute discretion within or outside an RFQ/P evaluation process.

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### 3. A real estate commission or finder fee will NOT be paid on this transaction.

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### 4. City funds are NOT available for this project and City fees will NOT be waived.





## IX. PROCESS FOR SUBMITTING PROPOSALS

To participate in the RFQ/P process, developers must submit a proposal by May 3<sup>rd</sup>, 2019 at 12:00 PM (PDT) deadline. The proposal shall be limited to 40 pages (8.5 inches x 11 inches), inclusive of attachments, graphics, forms, pictures, photographs, dividers, and etc. The required font size is 12 points, with minimum left and right margins of one-inch, and top and bottom margins of 0.7 inches.

Please submit fifteen (15) original color hard copies of the proposal along with one (1) copy on a flash drive. Proposals submitted by facsimile or e-mail are subject to immediate dismissal.

The proposal and any required certifications shall be signed by an individual or individuals authorized to execute legal documents on behalf of the proposer. Proposer is responsible for submitting its entire proposal package with all required submittal documents and any modifications or revisions, so as to reach the City of Richmond's office as designated in the RFQ/P by the time specified below. Any proposal, modification, or revision received by the City of Richmond after the exact time specified below may be rejected for review. The proposal must be received no later than 12:00 PM (PDT) on May 3<sup>rd</sup>, 2019, and addressed to the office of:

City Manager's Office:  
City of Richmond  
Attn: Thomas Omolo Management Analyst  
450 Civic Center Plaza, Ste. 300  
Richmond, CA 94804

Postmarks will not be accepted in lieu of this requirement. Proposals are to be submitted in sealed packages with the following information clearly marked on the outside of each package:

1. Name of proposer
2. Project Title

## X. ATTACHMENT

1. Attachment 1 - Additional site information

## Attachment I: Additional Site

Site Address	907, 909, 921 Macdonald Ave & 315 Harbour Way
Assessor Parcel Number (APN)	538-132-009, 538-132-010, 538-132-006, 538-132-014, 538-132-005
Area	.44 Acres
Zoning	CM-5 (IS-1 Overlay, Livable Corridors FBC, T6C) This site is within the Macdonald Avenue Historic District
Site Description	This site consists of parcels within the Macdonald Avenue Historic District on the Northwest corner of Macdonald Avenue and Harbour Way. The parcel is surrounded by office and residential buildings. Close neighbors include Kaiser Permanente's Richmond Medical Center, the East Bay Center for the Performing Arts and is only a ten minute walk from the newly upgraded Richmond's Multi-Modal Transit Station. Community based plan calls for mixed-use development.



## ADDITIONAL SITE DESIRED TYPOLOGIES

### Main Street Traditional





# City of Richmond, California

<http://www.ci.richmond.ca.us/OpportunitySites>

