



DOWNTOWN LIBRARY MIXED USED PROJECT

Request for Proposal

Prospective Applicant Information

SECTION 1 – INTRODUCTION

The City of Santa Cruz (“City”) is pleased to issue this Request for Proposal (“RFP”) for a mixed-use development project on City owned parcels located on the north side of Cathcart Street along Cedar Street and south of Lincoln Street currently used as Public Parking Lot 4. The overall project site is approximately 58,000-67,700 square feet (see Exhibit A & B) and may incorporate a smaller privately owned parcel adjacent to the current parking lot. This RFP is part of a larger redevelopment of the downtown Santa Cruz area that will include affordable housing, a new state of the art downtown library, ancillary supporting commercial retail and affiliated public parking in a consolidated parking structure. The City seeks proposals from interested parties with affordable housing development experience to partner with the City to develop the project. Affordable Housing Developers currently in the City’s Qualified Affordable Housing Developer Pool are encouraged to respond.

Santa Cruz is a city of 65,000 residents and the historic center of Santa Cruz County. Located just 25 miles from the heart of Silicon Valley, the City’s mild climate, artistic and innovative culture, and a unique beach side setting attract more than 4 million visitors per year. Santa Cruz boasts a dynamic concentration of successful local and national brand retailers, in addition to offices, housing, restaurants, and entertainment venues many of which are concentrated in the downtown core. Santa Cruz is a vibrant regional destination and also supports a strong ‘shop local’ mentality among residents. For information and resources on Santa Cruz please visit www.choosesantacruz.com.

For the City threshold requirements, the Project Proposal must include a minimum of 50 affordable housing units above a new ground level downtown Library with a square foot area of 34,740 square feet and a clear ceiling height of 15 feet adjacent to a parking structure that can accommodate 400 cars. Specifically, the City is seeking an Affordable Housing developer to perform the following:

- Develop a site plan that satisfies, at minimum, the threshold requirements and other project scope guidance provided herein. Exhibit B provides a site plan that includes maximizing the library footprint and affordable housing while providing

some separation from the parking structure so the parking structure may have the potential to be redeveloped for another use in the future. While the City Council preferred this site layout for the reasons listed above, if the developer has a more creative solution that meets the minimum threshold requirements and City Council goals, the developer may submit an alternate site plan.

- Participate in the selection of the Project Team for City approval, which will include a Master Architect, engineers, construction contractor, environmental and other consultants, among others.
- Participate in the oversight of the City's Master Architect and provide design guidance on the integration of the affordable housing over the new downtown library to ensure State funding regulations are being met to make the project feasible for tax credits as well as optimal construction phasing for cost effectiveness (eligibility for tax credit basis).
- Contribute design input and considerations for the highest and best use of the affordable housing component, including recommended affordability levels and bedroom mix.
- Give insight to the Master Architect for the placement and composition of the utilities for the affordable housing component.
- Space permitting, consider ancillary site programming to activate the streetscape and building edges, such as ground floor commercial, public spaces and alley, and potential childcare or child/youth oriented activity centers.
- Assume control of the design and construction of the new downtown library shell and core and affordable housing component at the completion of the Design Development phase.
- Coordinate with the Master Architect as they continue the project as the new Downtown Library Tenant Improvement designer.
- With the Owner's Representative, Griffin Structures, develop and maintain an accurate pro-forma and financing strategy for the project, adhering to all applicable regulations related to the Measure S library bonds.
- Secure approval of all associated permits for the construction of the downtown library shell and core and affordable housing above.
- Construct the ground level new downtown library shell and core and the affordable housing development above.
- Coordinate and potentially manage the tenant improvement of the ground level new downtown library below the affordable housing (which may include a combination of public and privately raised funding).
- Coordinate with City's design-build parking structure entity for the adjacent parking structure, if the parking structure component is constructed separately from the overall project.
- Working with Griffin Structures, oversee financing, construction, and delivery of the final project scope.

More detail on these project parameters is provided below.

SECTION 2 – RFP SCOPE

Concept:

Downtown Santa Cruz has a diverse array of retail and entertainment businesses serving a broad and diverse customer mix. Businesses near the development site include restaurants, retail, offices, other commercial including fitness, medical/pharmacy uses and nearby theaters. Downtown attracts strong foot traffic and the Project Site is seen as a critical link in connecting the downtown core to the Riverwalk via a public paseo along Cathcart to be developed as part of the Front Street development residential project. .

The City welcomes all proposals from qualified affordable housing developers or project teams with proven records demonstrating their capacity for designing, permitting, and constructing a viable mixed use affordable housing project on the Project Site. Proposals shall highlight the qualifications as well as the professional and design philosophy of key partners, as appropriate. Community engagement on the public library component of the project has been substantial and, as a result, once the affordable housing developer is selected, the City will separately engage in a selection process for the overall Master Architect for the project. It is the desire for the City for the selected Affordable Housing Developer for the project to participate in the selection panel for the Master Architect. The selected Master Architect will have a depth of experience in designing state of the art public libraries as the primary selection criteria. While it is desirable for the Master Architect to also design the affordable housing component, the City recognizes the possibility that there may be a separate architect for the affordable housing component of the Project. It will be the role of the selected Affordable Housing Developer to coordinate the overall final selected team and subconsultants on the Project.

Design proposals should seek to enhance the streetscape and social environment of the surrounding area. Project program must include the minimum Threshold Requirements defined below, but may propose alternate site layouts to activate the street and public realm or to diversify the Project's land use mix or program. Proposals are encouraged to consider day care and youth oriented uses that complement learning and the library; however, the library needs are paramount in the final design. Architectural inspirations suggested for the project should fit well with the surrounding urban context, especially recent and proposed development nearby. Respondents to this RFP should showcase a vision for the site, balancing the complexity of affordable housing development with the public library and the additional elements required to serve a diverse city and vibrant commercial district.

SECTION 3 – PROJECT PARAMETERS

The Project Site is in downtown Santa Cruz and is subject to development guidelines established in the [Santa Cruz Downtown Plan](#). Proposed projects should be designed to conform to the approved [zoning for the area, subject to recent legislation enabling increased density for affordable housing projects](#).

Additionally, the initial project concepts should include the following parcels and project parameters and be designed to achieve the following targets.

Minimum Threshold Requirements:

- No less than 50 affordable housing units but maximizing number of affordable units/bedrooms within the applicable zoning on site is strongly encouraged.
- Library with a minimum of 35,000 SF on the ground floor.
- Library ceiling heights to be no less than 15', or as required by Downtown Plan.
- Separated Parking Structure for no more than 400 cars.
 - Parking structure should be located behind the building along Pearl Alley and Cathcart Street.
 - Street frontage for the parking structure should be screened or architecturally interesting with ground floor activation to the extent feasible through non-parking uses on a portion of the ground floor street frontage.
 - Library and Affordable Housing should be accessible directly from the Parking Structure and may consider elevated walkways or other such connections, as needed.
- Consideration of inclusion of public art component from City's % for Art program (funding will be available by City for integrated art in project)
- All Electric Construction, per SCMC6.100.
- Conformance with the Santa Cruz Downtown Plan.

Encouraged Project Elements

- Compatible ground floor activation, which may include approaches such as, among others:
 - Retail or commercial uses
 - Public Art
 - Day Care
 - Child/youth or learning related uses that complement the library.
- Sustainable design proposals, such as may include LEED, Fitwel, WELL Building, Living Building Challenge, Passive House, Net-zero, or other such approaches.

Project Details:

APNs: 005-141-11 and 21 (Not all of the proposed site is currently owned by the City)

Addresses: 600-698 Cedar Street.

General Plan Designation: RVC – Regional Visitor Commercial

Zoning: CBD – Central Business District

Area (SF): Approximately 67,700 square feet (1.55 acres)

Height Limit: 35' to 50' and up to 75' under certain conditions (see Downtown Plan)

Building Envelope: The Proposed Project should use the attached site plan as a guide (see attached Group 4 Exhibit B concept plans). At the ground floor The Library is to have a clear ceiling height of at least 15 feet, or minimum as provided for in the Downtown Plan. Above that height, proposals may consider use of air rights over the Library to accommodate housing and other ancillary uses. The parking structure will sit adjacent to the library and housing structure but should remain largely separated as requested by the community engagement in the project parameters approved by the City Council.

Anticipated Land Use:

Housing Units: Project to be 100% affordable.

Minimum 50 Affordable Housing units – Affordability Levels TBD per funding requirements and RHNA goals. City strongly encourages creative solutions for providing more affordable housing within the overall development envelope and applicable zoning requirements.

City is anticipating utilizing AB 1763 for entitlements. Developer input on streamlining permit approvals is highly recommended.

Parking: Project may minimize parking on site for the approved uses as allowed under the City's zoning and design guidelines and applicable approved State legislation. Project proposals should, however, anticipate parking needs for access to the new downtown library, the affordable housing units, and the displacement of the current Lot 4 parking stalls and street parking. The parking structure should accommodate a maximum of 400 spaces.

Environmental Remediation: A Phase 1 study has not been conducted on yet for the site and while it is not anticipated, there is a possibility that remediation will be required prior to or concurrently with the development.

SECTION 4 – GENERAL INFORMATION

1. **Application Deadline:** May 10, 2021 by 3:00PM (337 Locust Street, Santa Cruz City office is **open from 1-3pm Monday – Thursday for package deliveries**)

2. **RFP Schedule:**

	RFP SELECTION	DATE
1.	Issue of RFP	April 12, 2021
2.	Deadline to Submit Written Questions	April 22, 2021
3.	Submission of Proposals	May 10, 2021
4.	Conduct Interviews (if necessary)	Mid May 2021

5.	Selection of RFP & Notification to Developers	June 2021 or sooner
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- 3. Minimum Qualifications:** While not required, respondents to this RFP who are currently in the City’s Qualified Affordable Housing Developer Pool are encouraged to apply. Respondents in the City’s Qualified Pool have already demonstrated minimum qualifications for the project based upon the City’s prior RFQ for the Qualified Pool issued in 2019. Respondents may propose an architect specifically for the affordable housing development component of the Project; however, the City is committed to a separate Master Architect selection process with an emphasis on exemplary public library design experience as the primary selection criteria. Sub consultants including key project partners such as architects, engineers, environmental consultants, and construction firms should however be experienced with the following and be able to demonstrate their experience upon request.
- a. Development of mixed-use projects, which may include affordable housing, office, retail/restaurant, road improvement, public facilities, and public sidewalk space.
 - b. Dynamic architectural and site design with a track record of creating vibrant public spaces that integrate with commercial elements within their projects.
 - c. Creative parking and mode share solutions.
 - d. Cultivating community consensus on projects in challenging and diverse social environments.
 - e. Assigned Project Manager must have experience with successful applications to State HCD programs and loan closings through HCD as well as mixed use experience (ideally including use components listed in this RFP).
- 4. Existing Condition and Financing:** The Project Site is offered in an “as is” condition and while not known, some limited remediation work may need to be addressed prior to or during construction if identified through a Phase I or II environmental site assessment. To date, \$27 million in Measure S bond funding has been approved for the library component of the project. It is anticipated that additionally funding will be provided by the City and privately fundraised to close the gap on the public library component of the project. Additionally, it is anticipated that the City will either issue parking revenue bonds or finance the parking component element of the project. All other associated costs for the affordable housing development, overall site preparation, permit compliance, and building improvements will be the responsibility of the successful respondent.
- 5. Information and Questions:** Respondents are advised to review the RFP in its entirety and to rely only upon the contents of the RFP and accompanying documents and any written clarifications or addenda issued by the City. If a responder finds a discrepancy, error, or omission in this RFP, the responder is requested to promptly notify the Project Manager at the address listed in this RFP, so that written clarification may be sent to all prospective responders. All questions must be submitted in writing to the Project Manager by the due date list in the RFP schedule. All answers will be issued in the form of an addendum.

6. **RFP Modifications/Addenda:** Clarifications, modifications or amendments to this RFP will be made by the City through the issuance of an addendum. All RFP Proposal Packages must include any issued addenda signed by the respondent.
7. **City Reservations:** The City reserves, in its sole discretion, the right to exercise any or all the following rights and options with respect to this RFP:
 - a. To accept, reject or negotiate modifications to any and all Proposals as it shall, in its sole discretion, deem to be in its best interest; submission of an RFP does not bind the City to any action or to any party. Submissions do not create or assume any relationship, agency or obligation by the City, its officers, or employees.
 - b. To issue or re-issue additional solicitations for proposals or offers and/or addenda to the RFP.
 - c. To negotiate with any one or more of the respondents.
 - d. To waive any irregularities in any Proposal.
 - e. To select any Proposal as the basis for negotiations for a Development Agreement, and to negotiate with respondents for amendment or other modifications to their Proposals.
 - f. To conduct investigations with respect to the qualification of each respondent.
 - g. To obtain additional information deemed necessary to determine the ability of the respondent to carry out the obligations of the proposal. This includes information needed to evaluate the experience and financial capability of the respondent.
 - h. To award the Project development to the applicant the City has determined to be most responsive, and who has submitted a complete Proposal meeting the specifications and requirements which are deemed by the City most advantageous to and in the best interest of the City.
 - i. Utilize responses to this RFP for alternate project.
 - j. Accept incomplete or late applications that exhibit a competitive advantage over other applicants.
 - k. Cancel the Project at any time with no responsibility to reimburse the developer for costs incurred for the Project.

SECTION 5 – SUBMITTAL REQUIREMENTS

1. **Form of Submittal:** *Respondents to this RFP must submit the completed Proposal Package attached as Exhibit "C"*. Proposals submitted in other formats will be determined to be non-responsive and will not be considered. Proposals must be typed or printed in ink. No erasures are permitted. Mistakes may be crossed out and corrections must be initialed in ink by the person signing the Proposal Form.

Respondents must provide four copies of their Proposal Package, as well as an electronic 'soft' copy (in .pdf or .doc/.docx format) on a portable flash drive. The Proposal Package must include at minimum the following items:

1) RFP Application

2) Statement of Representations

3) Project Team

- *Names and Contacts*
- *Experience and Qualifications*
- *Professional and Design Philosophy*

4) Proposed Development

- *Rough Massing and Site Plan*
- *Key Design Elements*
- *Architectural Inspiration Images*
- *Affordability Level Estimate*

5) Initial Development Cost Estimate

- *Rough Pro-forma / Cost Estimate*
- *Pre-development Costs*
- *Developer Fee Assumptions*
- *Anticipated Funding Sources*

6) Property Management and Operations

- *Management or Exit Strategy*

7) Additional Supporting Documents, as needed

Where the Proposal Package requires provision of external materials (financial statements, tax returns, license agreements etc.), or should the respondent wish to include other documents/information in the Proposal, all external documents/information must be inserted within the appropriate sections of the Proposal Package. Documents or information not so inserted will not be considered and may result in the Proposal being deemed non-responsive.

Proposal packages must be clearly marked on the outside with the following:

- a. RFP for Downtown Library and Affordable Housing Mixed Use
- b. Proposal Deadline – May 10, 2021 by 3pm
- c. Submitted by: Respondent's business name
- d. Contact information:
 - Contact name
 - Postal address
 - Email address

Website
Telephone number

2. **Submit To:** Proposals must be submitted by the Proposal Deadline date and time to the following address:
Economic Development
Department
Attn: Amanda Rotella
337 Locust St.
Santa Cruz, CA 95060
3. **Proposal Deadline:** No Proposals will be accepted after the Proposal Deadline. It is the responsibility of each respondent to ensure that its Proposal is received at the designated location prior to the Proposal Deadline. This responsibility rests entirely with the respondent, regardless of delays resulting from postal handling or for any other reasons. Proposals will be accepted from 1:00 P.M. to 3:00 PM, Monday through Thursday during the week of the Proposal Deadline.
4. **Proposal Responsiveness:** The Proposal Package and all copies must be prepared in the manner and detail specified in this RFP. The requested number of copies must be submitted, or the Proposal will be deemed nonresponsive. Failure to submit a complete Proposal Package will result in the Proposal being deemed nonresponsive.
5. **Presumptive Responsibility:** Submission of a Proposal Package establishes a conclusive presumption that the respondent is thoroughly familiar with the RFP and understands and agrees to abide by each and all the stipulations and requirements contained therein.
6. **Transmittals:** Proposals sent by fax, email, or other electronic means will not be considered.
7. **Costs:** All costs incurred in the preparation/presentation of the Proposal are the respondent's sole responsibility; no pre-proposal costs will be reimbursed to any respondent.
8. **Property of City:** All documentation and imagery submitted with the Proposal will become the property of the City, for use at the City's discretion.
9. **Required Forms:** The following information must be submitted, or the Proposal will be deemed nonresponsive and rejected without any further evaluation. See the Proposal Package in Exhibit C for application forms.

Proposals must include:

Project Team

- The assigned Project Manager must have experience working on a successful State HCD application and loan closing with State HCD.
- Project Teams with experience managing bond funded projects are encouraged to apply.
- Identify team and key Project Partners, including:

- Affordable Housing Architect, if applicable (Master Architect will be selected for overall project and could design all project components)
- Engineering
- Environmental or other planned consultants, as available.
- Project Partners with mixed use experience (ideally with the use components listed in this RFP) is strongly encouraged. For any Project Partners not included in the prior submitted RFQ for the Qualified Pool of developers, provide evidence or citation of projects that illustrate the necessary experience and capacity to deliver the proposed project:
 - a. Project experience can be provided as detailed descriptions or simple citations that clearly identify key project elements and location.
 - b. Summarize any previous related education and experience, of firm principals or anticipated project staff.
 - c. Include any available biographical descriptions of the proposed Project Partner firms, including Professional and Design Philosophies, or any mission, vision, and value, statements.

Proposed Development

- Provide a rough initial massing and site plan, detailing how the project fits within the City's allowable development envelope and how it accommodates the Project Parameters outlined above.
 - a. Proposals should also identify key points of ingress/egress and any proposed prominent features.
- Briefly describe the project and highlight any key design elements that the team would like to explore, which will help the project stand out from competing application packages.
- Include a sampling of architectural design imagery that clearly illustrates the style of design the team recommends for the project. Architecture will likely change through public comment; however, architectural inspiration imagery should give staff some idea of the aesthetic taste and capacity of the applicant's design team.
- Provide an estimate of the proposed number and depth of affordable housing units. Units should be priced accordingly in the Project Cost Estimate.

Initial Development Cost Estimate

- Include a Rough Pro-forma or Cost Estimate illustrating the likely cost of the project based on similar experience of the team and the elements proposed.
- Describe any assumptions related to the applicant's Developer Fee and how the applicant plans to recoup compensation out of project (i.e. equity, operations and leasing, sale, etc.). Include an estimate of the Developer's target compensation from the project ("Developer Fee").
- Detail any anticipated funding sources the team would expect to seek to help fund the project.

Property Management and Operations

- Describe the applicant's long-term proposal for management of the Project Site.

Will the developer construct and operate the site, bring in outside management, liquidate its interest, etc. The Proposal should assume that the developer will enter into a long term, low-cost ground lease (e.g. \$1 annually) at a minimum for the affordable housing component of the overall Project, but the City is open to considering alternative financing, management and operation scenarios including air rights for the affordable housing component of the Project and long term operation and management structures for the entire project.

10. Addenda

a. Addenda (if issued) signed by the respondent.

11. Proposal Signatures: Proposals must be signed by an authorized official of the respondent. Each signature represents a binding commitment by the respondent.

12. Late Submissions: Late Proposals will not be accepted. Proposals received after the Proposal Deadline will not be opened and will be returned to the respondent.

13. Withdrawal: Proposals may only be withdrawn by written notice prior to the date and time set forth as the Proposal Deadline. No Proposal may be withdrawn after the deadline for submission.

14. Cancellation/Rejection: The City reserves the right to cancel this RFP, in whole or in part, as well as reject any or all Proposals, or to accept or reject any Proposal in part, and to waive any minor informality or irregularity in Proposals received if it is determined by the City that the best interest of the City will be served by so doing. If the RFP is cancelled or all Proposals are rejected by the City, a notice will be issued in a timely manner. No Proposal will be considered from any person, firm or corporation that is in arrears or in default to the City on any contract, debt, or other obligation, or if the responder is debarred by the City from consideration for a contract award.

SECTION 7 – RFP EVALUATION

Full Compliance With Requirements: Respondents must comply fully with all provisions of this RFP. Failure to do so will render the Proposal as non-responsive. A **responsive Proposal** is defined as one that conforms in all respects to the RFP. A **responsible Proposal** is defined as one that shows the capability, in all respects, to fully meet the RFP requirements and the integrity and reliability to assure good-faith performance.

Evaluation: All Proposals received will be evaluated by the City. All Proposals will first be evaluated for responsiveness, then responsibility. The following criteria, not listed in any particular order of importance, will be used to evaluate Proposals. The City reserve the right to weight its evaluation criteria in a fair and transparent manner that it deems appropriate.

No.	Criterion	Maximum Points
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1	Affordability and RHNA Goals	25
2	Financing Plan and Feasibility	25
3	Development Experience	25
4	Development Program	25
	Total Possible Points	100

1. Affordability and RHNA Goals: 25 points

Project Proposals must include 100% percent restricted affordable housing units, not including management units, that at a minimum comply with the California Tax Credit Allocation Committee (TCAC) and State HCD, and Federal funding program regulations. Project Proposals that show a commitment to the City’s Regional Housing Needs Allocation (RHNA) needs with units affordable to very low-income households are encouraged.

Respondents should identify:

- Quantity and bedroom type of affordable units to be built; Maximization of land resources and total number of residential units per the Downtown Plan and applicable State legislation;
- Households served at income levels consistent with TCAC and State HCD program requirements, while maintaining financial feasibility;
- Alignment with the local context and housing needs as identified in the City’s Housing Needs Assessment; and
- Maximization of social benefit by serving the greatest number of residents.

2. Financing Plan and Feasibility: 25 points

Reasonableness Points

Proposals will be evaluated for risk in completing the proposed projects, in part, by assessing the reasonableness of the proposal’s assumptions, including the complexity of the financing strategy, reasonableness of cost, revenues, amount of developer fee request, and public subsidy assumptions including requests for City subsidy. Proposals will be evaluated for their ability to cost-effectively deliver affordable housing, manage transaction risk, and maximize the quantity of affordable housing and/or level of affordability.

Implementation Points

Respondents must demonstrate implementation feasibility, including a project schedule, phasing and funding application timing constraints, as well as feasibility to

meet the goals identified in the RFP—breaking ground and completing units in an efficient and expedited manner.

Meeting Measure S Library Bond Funding Requirements:

The new downtown library construction has a tight schedule to maximize the use of the bond measure funding. Developer must demonstrate how this schedule will be met in relation to the affordable housing development and parking structure development. Developer should demonstrate how they will minimize disruption to the library if it begins operation while the rest of the construction is being completed. Developer will provide a proposed construction timing schedule for the library, affordable housing and parking structure components of the Project (i.e. Start, finish, how each overlaps).

1. Last issuance of the bond series expected in mid-2022;
2. 85% of the funds are to be spent within 3 years of the issuance date (mid-2025).

Parking Structure Financing Plan:

It is anticipated that the parking structure construction will be financed with either parking revenue bonds or a construction loan and conventional mortgage or some variation of these two mechanisms. The City is currently anticipating that this will be a design-build contract but the City is open to cost-effective and creative solutions provided by the developer.

Leveraging of Public Funds Bonus Points

The Project may utilize up to \$27 million in Measure S Bond funds for the Library and \$2 million in parking funds for the Parking Structure project. Projects that propose innovative methods or strategies to leverage these funds for maximum cost effectiveness may receive up to 10 bonus points.

Design

1) Sustainability

- a. The City strongly encourages providing as many green building sustainability features as possible.
- b. Required - Residential/Mixed Use building must be powered entirely through electricity with no connections to natural gas infrastructure per recently passed City regulation. There are some exceptions to this rule (i.e. restaurants). Please see Section [6.100.030](#) in City Code.

Community Outreach – selected developer may be asked to work with City hired consultant(s) to perform community outreach for the project.

NOTE: In addition to State HCD programs, the City does not preclude the use of

other financing sources. However, the developer must keep in mind the use of multiple HCD funding sources on the same assisted units (subsidy stacking) is prohibited.

3. *Development Experience: 25 points*

Respondents must demonstrate, to the satisfaction of the City, experience and capacity relevant to owning, developing, and managing high quality affordable rental housing and the delivery of public facilities, ideally to include libraries or other educational facilities. If Respondents to this RFP are not currently included in the City's Qualified Pool of Affordable Housing Developers,, Respondents should include evidence of Affordable Housing and mixed-use development experience in addition to evidence of experience specifically related to projects with similar scopes, whether singular or jointly, as has been proposed in this RFP. Development Experience should also be demonstrated in brief for each proposed Project Partner or supporting consultant.

This RFP requires that the assigned lead Project Manager has been on the project team for at least one successful award of program funding and a loan closing through State HCD. In the Proposal Package, please list the team members with number of successful HCD awards and current project status for each corresponding award.

Parking structure experience is helpful but can be sub-contracted to a design-build firm if needed.

More points will be awarded to developers that can demonstrate experience managing vertically integrated mixed use projects with multiple funding deadlines, regulations and construction schedules.

4. *Development Program: 25 points*

Respondents must clearly articulate the project vision, plan and factors for project delivery including site layout, regulation compliance, and use requirements and restrictions. Respondents should describe any innovative construction models, extraordinary sustainability features and additional measures they're implementing to be competitive with their specified funding sources.

Proposals will be evaluated for:

- The desirability and quality of the concept and design;
- Innovative financing strategy and fiscal sustainability;
- Alignment with the City's Interim Recovery Plan and Health-in-all-Policies (HIAP) goals;
- Most efficient process for streamlining planning & building permit approvals;
- Maximizing number of affordable units/bedrooms
- Ability to help the City close the library's financing gap to meet their programming needs through creative cost solutions for all project components;
- How well the Respondent delivers on the City's sustainability goals

and Downtown Plan including applicable development principles and parameters; and

Compliance with local, state, and federal codes, regulations, and guidelines. Proposals should be consistent with the City's Downtown Plan and describe how the project will integrate with nearby development projects currently underway and the City's rail trail efforts that will connect to the City's Riverwalk bike/ped path along the San Lorenzo River.

3. **Award:** City staff will negotiate a development agreement and probable ground lease with the successful respondent. The City Council will award the agreement at one of its regularly scheduled meetings.

EXHIBIT A

LOCATION OF SITE

(generally located at 600-698 Cedar Street (City Parking Lot #4))

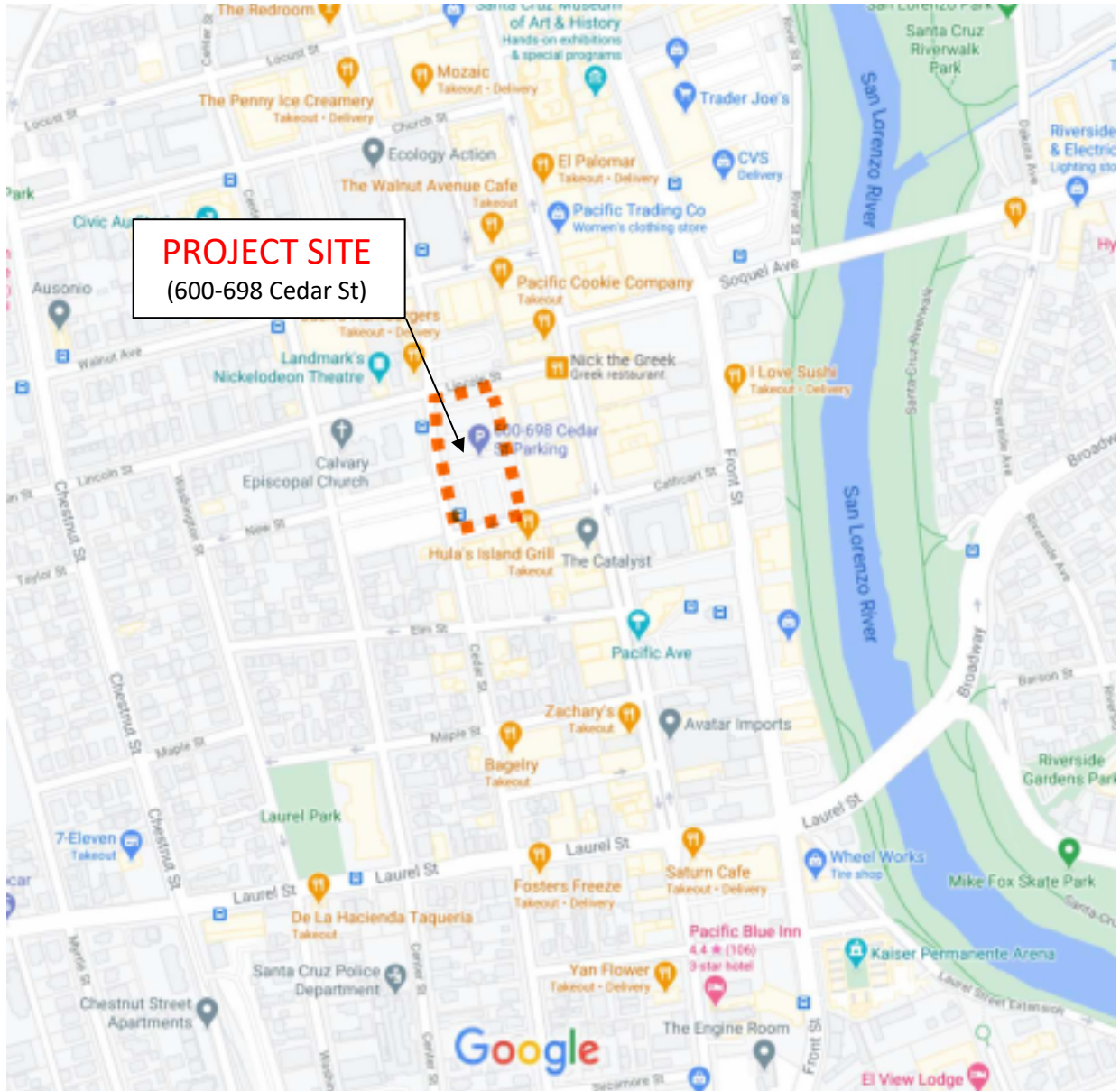
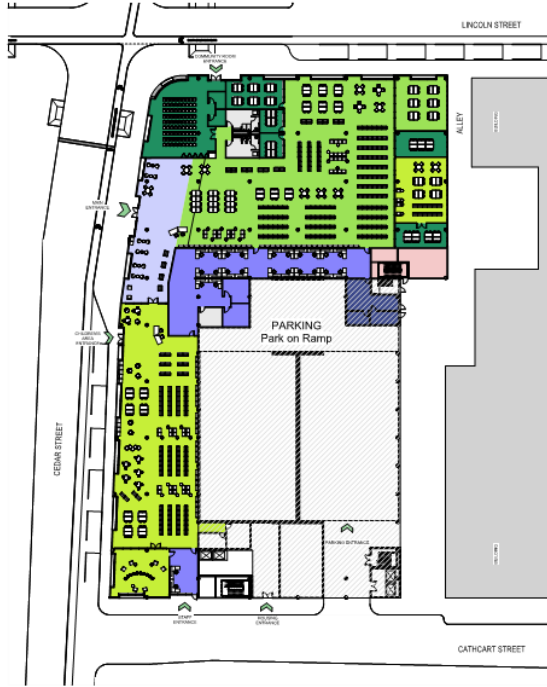
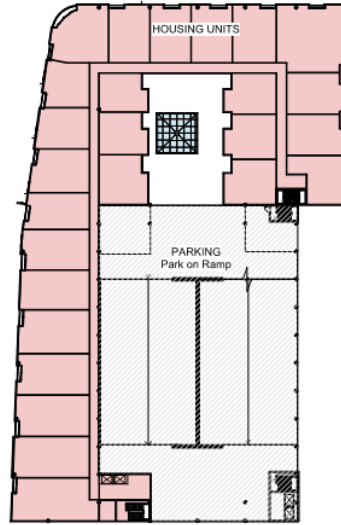


EXHIBIT B

SITE PLAN



GROUND FLOOR PLAN



TYPICAL UPPER LEVEL PLAN



EXHIBIT C
PROPOSAL PACKAGE

(begins next page)

PROPOSAL PACKAGE
DOWNTOWN LIBRARY MIXED USE AFFORDABLE
HOUSING PROJECT
Request for Proposal



Submittal Deadline: May 7, 2021 by 3:00pm

Submitted by:

Lead Respondent's business name (Qualified Pool)

Contact name

Postal address

Email address

Website

Telephone number



SANTA CRUZ
ECONOMIC
DEVELOPMENT

Downtown Library Mixed Use Project RFP Application

Project Name: _____

Affordable Units (# / Level)_____

Development Cost Summary: _____

Project Description: (brief overview of the development concept and distinguishing features)

Completed Applications must include (see descriptions in Section 5 of RFP, forms to follow):

- Signed Statement of Representations
- Project Team
 - Names and Contacts
 - Experience and Qualifications (if not already included in prior RFQ submittal)
 - Professional and Design Philosophy
- Proposed Development
 - Rough Massing and Site Plan
 - Description with Key Design Elements
 - Architectural Inspiration Images
 - Affordability Level and Estimate
- Initial Development Cost Estimate
 - Rough Pro-forma / Development Cost Estimate
 - Developer Fee Assumptions
 - Anticipated Funding Sources
- Property Management and Operations Plan
 - Anticipated Funding Sources

This Form should be completed and returned to the City of Santa Cruz Economic Development Department: 337 Locust Street, Santa Cruz CA 95060. For additional information please call (831) 420-5150 or email arotella@cityofsantacruz.com

STATEMENT OF REPRESENTATIONS

The Undersigned hereby offers a Proposal for the redevelopment of the Project Site at approximately 600-698 Cedar Street, Santa Cruz, CA in compliance with the terms, scope, conditions, and addenda (if any) in the Request for RFP ("RFP").

The undersigned has read and understands the RFP together with any written addenda issued in connection with the RFP. The undersigned hereby acknowledges receipt of the following addendum(s): *(write "none" if none)*

In addition, the undersigned has completely and accurately filled out and submitted all required forms and information listed on the Submittal Checklist.

The undersigned, by submission of this Proposal, hereby agrees, if selected as the tenant/lessee, to enter a development and ground lease agreement with the City under mutually negotiated and accepted terms.

The undersigned, by submission of this Proposal, hereby declares that this Proposal is made without collusion with any other business making any other Proposal, or which otherwise would make a Proposal.

The undersigned consents to the City's use of all materials submitted hereto, subject to reasonable privacy of sensitive information and citation.

The undersigned certifies under penalty of perjury in the State of California that the foregoing declarations are true and correct.

Company Name

Signature of Person Authorized to Sign

Printed Name and Title of Signer

PROJECT TEAM

Names and Contact Information

Provide contact information for your anticipated project team, including any lead consultants, such as architects, engineers, economists, environmental consultants, etc. Attach additional pages as necessary to detail your core team.

INFORMATION	PROFESSIONAL / INDUSTRY REFERENCE
Business Name:	1.
Contact Name:	
Title:	
Address:	
Address:	
Telephone/Email:	
Project Role:	
Website:	
Business Name:	2.
Contact Name:	
Title:	
Address:	
Address:	
Telephone/Email:	
Project Role:	
Website:	
Business Name:	3.
Contact Name:	
Title:	
Address:	
Address:	
Telephone/Email:	
Project Role:	
Website:	

EXPERIENCE AND QUALIFICATIONS

Provide verifiable evidence of the necessary experience and capacity of each team member firm to operate and fulfill the scope of your Proposal. The Qualified Pool applicant is considered to have met the minimum qualifications in the prior Qualifying Pool RFQ and need not submit proof of experience. Attach additional pages as needed.

Company Name:

Experience with the following project types: (check all that apply)

Mixed-use with Retail/Office
Public space
Library / Education Facilities

Affordable Housing Financing / Construction
Public Facilities
Local Experience (Santa Cruz County)

Please provide project names and addresses that reflect the firm's experience above:

Project Name _____ Address _____

Project Name _____ Address _____

Project Name _____ Address _____

Project Name _____ Address _____

Project Name _____ Address _____

Company Name:

Experience with the following project types: (check all that apply)

Mixed-use with Retail/Office
Public space
Library / Education Facilities

Affordable Housing Financing / Construction
Public Facilities
Local Experience (Santa Cruz County)

Please provide project names and addresses that reflect the firm's experience above:

Project Name _____ Address _____

Project Name _____ Address _____

Project Name _____ Address _____

Project Name _____ Address _____

Project Name _____ Address _____

EXHIBIT D
SITE PHOTOS



176 Lincoln St Santa Cruz, California



176 Lincoln St Santa Cruz, California

