

**CITY OF OXNARD, CALIFORNIA  
REQUEST FOR QUALIFICATIONS (RFQ #3)  
MIXED-USE DEVELOPMENT OPPORTUNITY**

**GROUP G (PLAZA PARK EAST)**



**RFQ Issued – Monday, October 23, 2017**

**Deadline to Submit – Monday, December 4, 2017**

**Notice of Multiple Downtown Opportunities**

The City currently has three (3) RFQs in downtown Oxnard out for developer responses, with the same RFQ submittal date. The RFQs represent opportunities on relatively adjacent sites in downtown Oxnard. Developers are encouraged to review each RFQ to identify the opportunity site group (e.g. Group C (Plaza Park North) and/or Group F (Plaza Park South), and/or Group G (Plaza Park East)) they want to submit on. The City will accept proposals for any of the group(s) identified in the RFQs, separately or aggregated. The Developer must clearly state on the cover and in the cover letter of the proposal which RFQ group(s) the submitted proposal is responding to.

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An electronic copy of the RFQ and supporting documentation can be accessed at the following location on OppSites: <https://oppsites.com/sites/group-g-plaza-park-east-mixed-use-development-opportunity-oxnard-ca>

# 1. Introduction

The City of Oxnard located on the “Gold Coast” of sunny California, approximately halfway between Los Angeles and Santa Barbara, is known as the gateway to the Channel Islands. Oxnard is a thriving center of commerce, tourism, and industry and is the largest city in Ventura County with a population of over 200,000 residents.

While the City maintains steady growth with new development projects such as the Collection at RiverPark, a high-end office and retail shopping center, and Wagon Wheel, a 1,500-unit mixed-use development, it also promotes the preservation and economic health of its historic downtown as a vital mixed-use center of regional significance. Downtown Oxnard is the historic center of the City, located generally to the west of the Oxnard Boulevard and is centered on Plaza Park north of Fifth Street between B and C streets, which remains the City’s primary public space for special events.

Downtown Oxnard represents an undiscovered opportunity for new development. It is located just three miles south of the 101 Freeway and three miles east of Channel Islands Marina and the Pacific Ocean. Anchored by Plaza Park, the Oxnard Transit Center, providing Amtrak and Metrolink train service, Carnegie Museum, historic Heritage Square, and a 14-screen movie theater, Downtown Oxnard is ripe for new residential and commercial development.

## A. Overview of Site

The City of Oxnard (“City”) invites developers to submit proposals for the development of a property grouping (Group “G”), which totals approximately 1.28 acres within historic Downtown Oxnard. The properties are summarized as follows:

**Group G (Plaza Park East):** Suited for Mixed-Use Development (retail/residential). ~1.28-acre development opportunity located within historic Downtown Oxnard. Group G is comprised of eleven (11) parcels (APN: 202-010-512, -517, -518, -519, -520, -521, -522, -523, -524, -526, and -527) and is bordered by West Fifth Street to the north, South “B” Street to the west, West Sixth Street to the South, and the midblock north/south alleyway between “A” and “B” streets to the east (please see Figure 1).

Of the eleven (11) parcels, Group G contains:

**Publicly Owned (Total: ~0.99 Acres):**

- Four (4) parcels owned by the **Oxnard Parking Authority** (~0.81 acres)
- Six (6) parcels owned by the **City of Oxnard** (~ 0.18 acres)

**Privately Owned (Total: ~0.29 Acres):**

- One (1) privately owned parcel (~0.29 acres)

The preferred respondent to this RFQ would ideally demonstrate the ability to acquire the publicly owned property (~0.99 acres) and assemble/acquire the adjacent privately-owned property (~0.29 acres) to consolidate ownership of Group G. However, acquisition of privately-owned property is not required as part of the selection process.

**Additional Sites**

The City controls additional sites in the downtown area – Group C (Plaza Park North) and Group F (Plaza Park South). Group C and Group F are subject to separate RFQs (RFQ #1 & RFQ #2, respectively), concurrently in distribution. Both site groups are identified on Figures 1 and 3 on the following pages.

**Design Considerations**

In 2016, the City of Oxnard in conjunction with the Congress for the New Urbanism (CNU) California Chapter solicited community input regarding transforming downtown Oxnard into a vibrant, pedestrian friendly, mixed-use area that includes parking, housing, shopping, and dining. The CNU used the public's feedback to develop the Downtown Oxnard Vision Plan, which recommends the following actions to encourage Downtown revitalization:

**1. "A" Street: The Main Street of Downtown (Section 2.2):**

- a. Add a Class II bike lane to A Street from Third Street north to Deodar;
- b. Add bike parking near mid-block crossing;
- c. Improve landscaping and allow parklets (on-street dining areas);

**2. Plaza Park (Section 2.4)**

Implement the Plaza Park improvements such as a colonnade; kiosks for vending; creation of a plaza at the north end of the park; creation of a plaza through removal of turf in favor of hardscape in the southern half of the park.

**3. Plaza Park Infill Development (Section 2.5)**

Surround the park with multi-story, mixed-use buildings; and create a "restaurant row."

**4. Downtown Arts Hub (Section 2.6)**

Create a "Downtown Arts Hub Liaison"; continue targeting film, production, and education opportunities; connect downtown restaurants with arts.

**5. Infill Development (Section 2.7)**

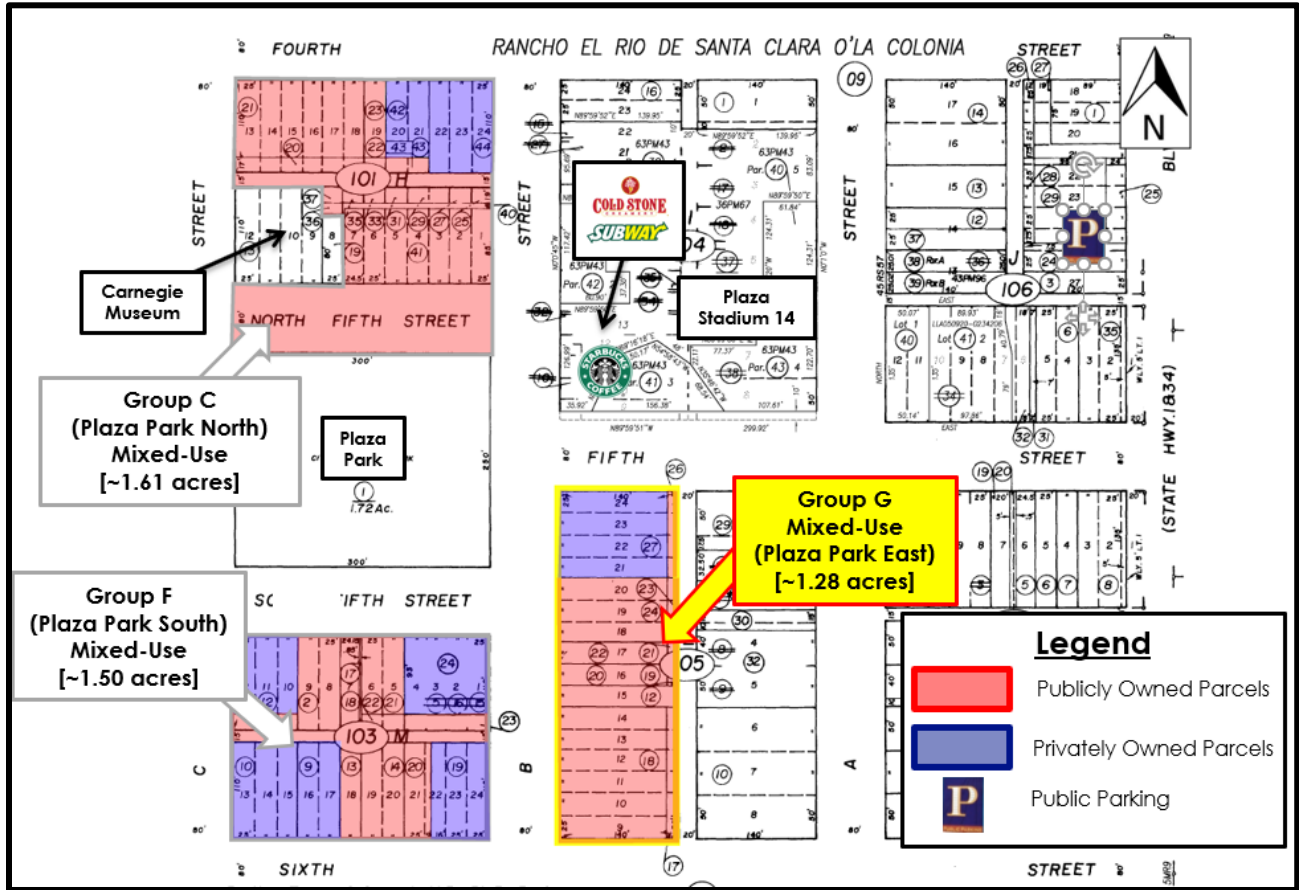
Implement the design and regulating plan from the Downtown District Master Plan to create "simple and elegant" architectural design for infill development.

**6. Downtown Parking Strategy (Section 2.8)**

Implement the 2009 Downtown Oxnard Mobility and Parking Management Plan to ensure good access; maintain pedestrian friendly street, and maintain sufficient parking.

The City is currently reviewing architectural guidelines and development standards for the Central Business District zone, which will also incorporate a permit streamlining program. The City is also reviewing its parking requirements and intends to establish an in-lieu fee. Respondents will be invited to participate as collaborative stakeholders and provide feedback on these initiatives.

Figure 1: Assessor Map with Ownership/Zoning Information – Group G:



| Group | Ownership    | APN  | Acreage            | Zoning                            |
|-------|--------------|--|--------------------|-----------------------------------|
| G     | Public       | 202-010-512, 202-010-517, <i>202-010-518</i> , 202-010-519, <i>202-010-520</i> , 202-010-521, <i>202-010-522</i> , 202-010-523, <i>202-010-524</i> , 202-010-526 | ~0.99 acres        | Central Business District ("CBD") |
|       | Private      | 202-010-527  | ~0.29 acres        |                                   |
|       | <b>Total</b> |  | <b>~1.28 acres</b> |                                   |

*Italic* = owned by Oxnard Parking Authority

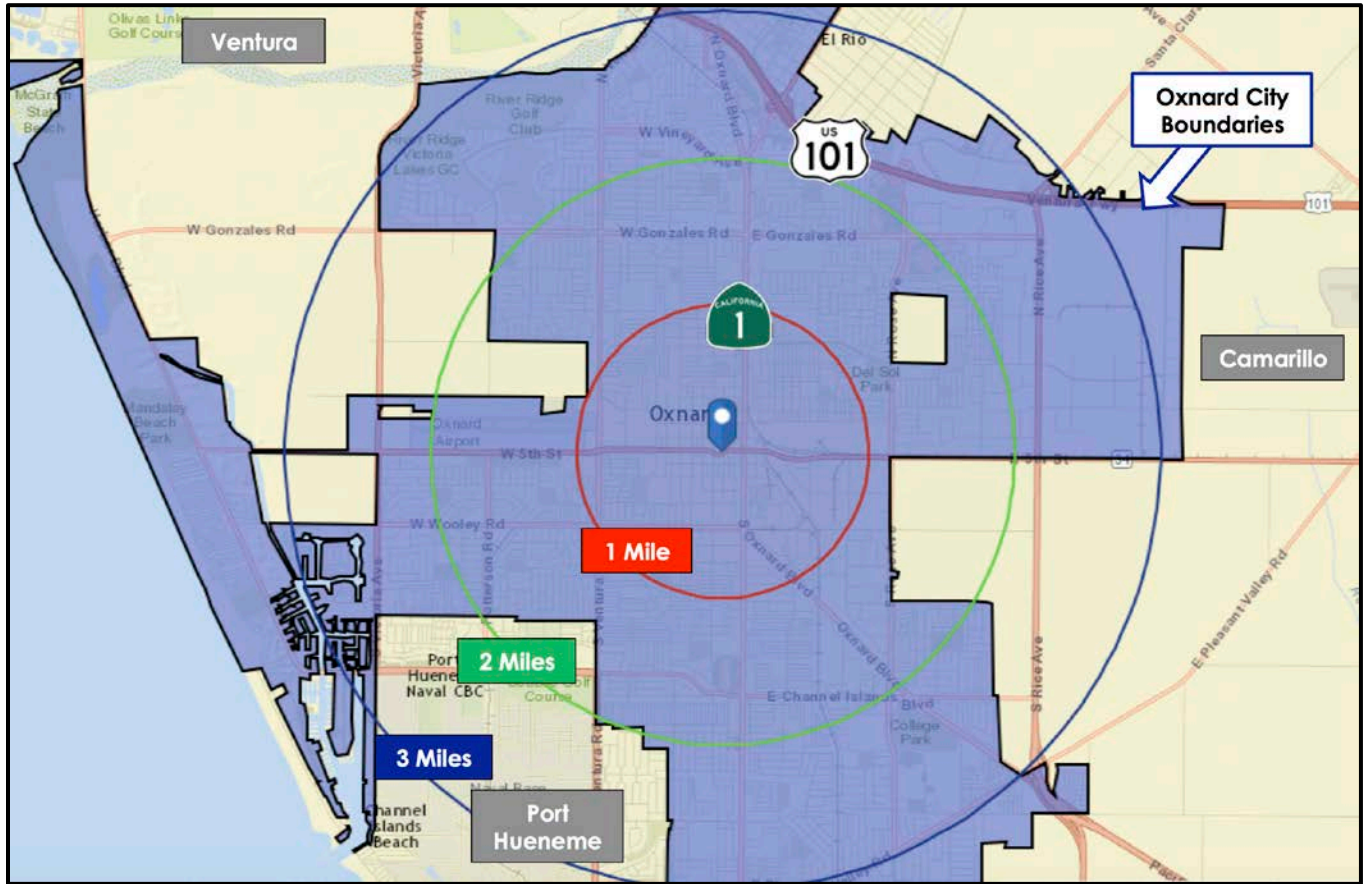
## ***B. Development Considerations***

The City desires that the selected developer will be able to include the following design and development components:

1. Potential uses identified by the City Council and City staff include:
  - a. Restaurant anchor, retail, and/or commercial uses primarily on street level.
  - b. Residential uses primarily above and/or adjacent to street level uses.
2. Proposed development(s) must meet the concepts, standards, and guidelines identified in the Oxnard Downtown Vision Implementation Plan (<https://tinyurl.com/ybtgw35v>), General Plan (<https://tinyurl.com/yavsxmbp>), and Zoning Ordinance (<https://tinyurl.com/ycvtwf8w>). Proposed development standards are currently under review and are subject to change.
3. Proposed development(s) must exemplify sustainable design and construction, as well as generate street-level activity.
4. These priorities will ultimately need to be considered and as part of the financial pro forma, valuation estimates, financial returns/feasibility that will serve as the basis for a proposed Conveyance Instrument to be negotiated.
5. The subject properties are all located within the downtown Oxnard Property Based Improvement District (“PBID”), which was formed in 2014 to help provide clean streets and public areas, enhance safety for professional employees and customers, and increase community awareness of downtown commercial and recreational activities. Each property owner will be assessed a small annual fee based on lot area, building area, and street frontage.

A Regional Map and Downtown Aerial is provided on the following pages.

Figure 2: Regional Map and Demographics



| OXNARD BY THE NUMBERS  |          |          |          |          |
|------------------------|----------|----------|----------|----------|
| 2017                   | City     | 1 Mile   | 2 Miles  | 3 Miles  |
| <b>Population</b>      | 208,362  | 33,872   | 118,127  | 197,254  |
| <b>Pop. Aged 18-34</b> | 27.7%    | 28.5%    | 27.8%    | 27.8%    |
| <b>Households</b>      | 51,967   | 7,930    | 28,140   | 48,670   |
| <b>Avg. HH Size</b>    | 3.98     | 4.22     | 4.16     | 4.01     |
| <b>Avg. HH Income</b>  | \$81,657 | \$62,030 | \$74,588 | \$79,457 |

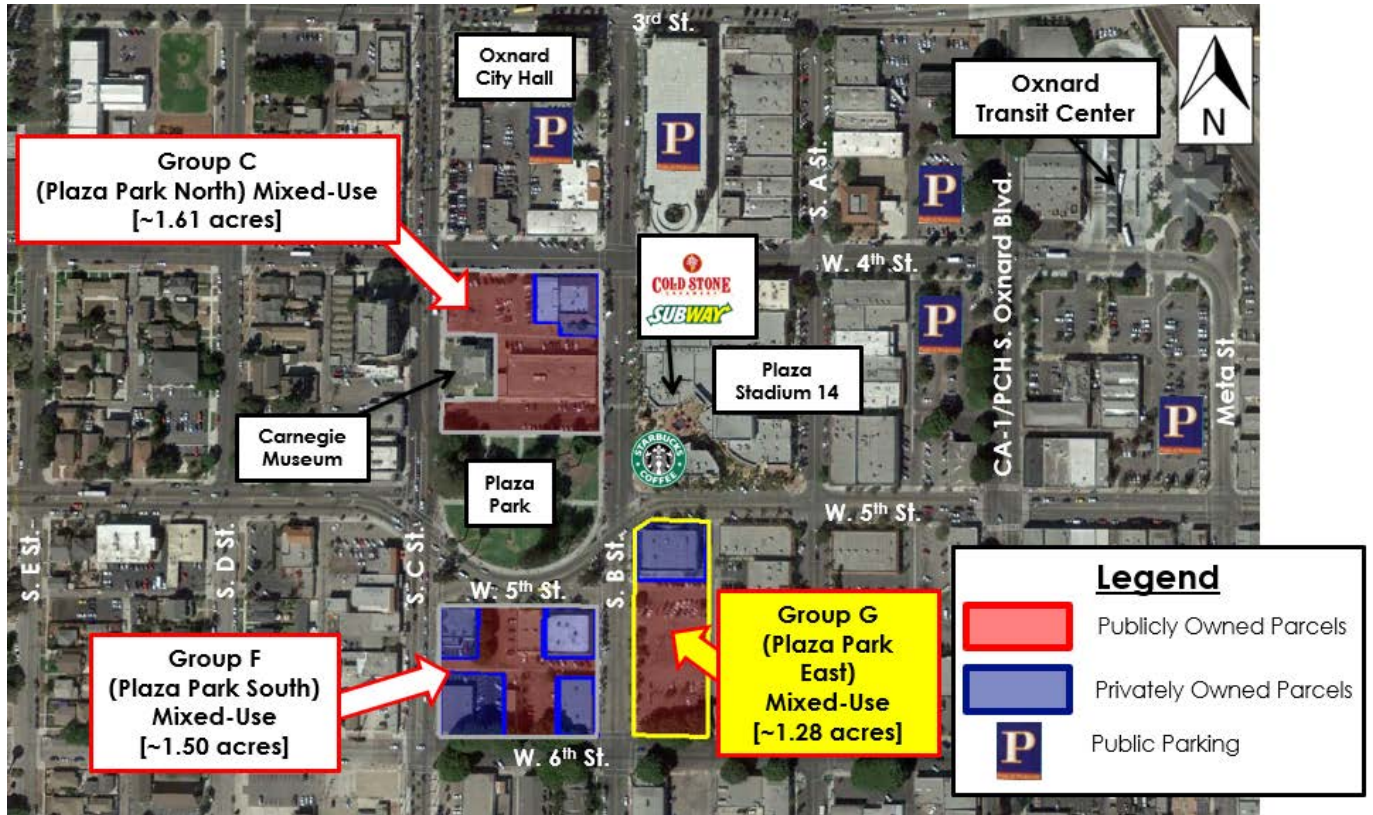
| MAJOR EMPLOYERS                    |
|------------------------------------|
| Boskovich Farms Inc.               |
| City of Oxnard                     |
| Dole Berry Co.                     |
| Haas Automation Inc.               |
| Oxnard College                     |
| Oxnard Harbor District             |
| Proctor & Gamble                   |
| St. John's Regional Medical Center |

| SITE FEATURES   |
|---|
| Major employment Center in City                                       |
| Short walk (0.25 miles) to Oxnard Transit Center                      |
| 1 mile from Oxnard Airport  |
| 3 miles from Channel Islands Marina                                   |
| Growing cultural arts district  |
| Daytime population within 1 Mile: 33,815                              |
| Traffic Count (W. 5 <sup>th</sup> St. & S. Oxnard Blvd.): ~44,400 ADT |

| MAJOR AREA ATTRACTIONS                       |
|--|
| Carnegie Art Museum                          |
| Channel Islands Harbor                       |
| Channel Islands Maritime Museum              |
| The Collection at RiverPark                  |
| Mullin Automotive Museum                     |
| Heritage Square                              |
| Oxnard Performing Arts and Convention Center |
| Silver Strand Beach                          |

Sources: ESRI (2017);  
 2017 Oxnard Chamber of Commerce Business Directory

Figure 3: Downtown Aerial Map



Link to OppSites Economic Development Marketplace page with additional info:  
Group G: <https://oppsites.com/sites/group-g-plaza-park-east-mixed-use-development-opportunity-oxnard-ca>



## 2. Disclosures

- a. The City reserves all rights to modify or terminate the selection process, go outside of the selection process to select a developer, or not select a developer at all. This RFQ selection process does not constitute any type of offer and creates no contractual or other liability to the City. There is no guarantee that a sale will be consummated, or that a project will be reviewed or accepted pursuant to this RFQ.
- b. Approvals of future conveyance instrument may be subject to approval by City Council.
- c. The development standards provided in the RFQ are subject to change.
- d. Additional due diligence information and materials can be found here: [\(https://www.oxnard.org/city-department/development-services-4/planning/\)](https://www.oxnard.org/city-department/development-services-4/planning/)

### 3. Submittal Requirements

#### *A. Submittal Overview*

The City reserves all rights with regard to this solicitation, including but not limited to the right to amend or modify this RFQ, reject all proposals, extend any dates, or, subject to an approved conveyance instrument, to initiate negotiations with the next most preferred respondent if negotiations with the preferred respondent do not result in an agreement. Should the City not receive qualified proposals of interest by a submittal deadline, it reserves the right to extend that deadline until qualified proposals of interest are received.

Respondents are responsible for ensuring submittals are actually received. All materials submitted during any part of the selection process become the property of the City. The respondent may designate portions of its submittals, which contain proprietary data as “confidential”, but the City cannot guarantee that it will be able to enforce such confidentiality.

The City shall not be responsible for any costs and/or obligations incurred by and/or on behalf of a potential developer in preparing, submitting, or otherwise participating in any part of this RFQ, the selection, documentation, or the development process in its entirety. The City reserves the right to request clarification or additional information from respondents. Information included in this RFQ is believed to be accurate, but should be independently verified by potential respondents prior to reliance upon.

#### *B. Qualifications and Proposal Content*

The City’s top priority is to select a development partner to design and build a high quality commercial or mixed-use development within Historic Downtown Oxnard. The evaluation criteria will consider prospective developer’s recent experience in working on projects of similar size, scope, and quality.

The evaluation and selection process will be as follows:

- Respondents shall provide all the information that follows in this Section.
- Once the Review Committee has had the opportunity to evaluate each response, the most responsive submittal may be invited to participate in exclusive negotiations with the City for a conveyance instrument to be determined.

For this Submittal, please include the following information:

1. **Letter of Introduction** – Include a summary of the respondent’s basic qualifications, experience, past projects of similar nature and size, and reasons for interest in this opportunity. The letter must be signed by a principal or authorized officer including a statement that the officer may make legally binding commitments for the entity.

2. **Description of proposed conceptual project** – Include sufficient detail and definition as to proposed uses, tenants, and/or concept to give the Review Committee enough information to have an idea of what the final development could contain and look like from an architectural standpoint. Supporting market data and collateral materials may be submitted to support the proposed concept.
3. **Team Members** – Identify members of the development team and provide a brief description of each team member’s role including the following:
  - Principals involved in the project.
  - Resumes of key team members.
  - A description of team member’s proposed role and relevant experience with projects of similar nature and size and experience in and familiarity with development in Oxnard or surrounding areas.
  - An organizational chart.
  - Designation of lead contact for the team.
4. **Relevant Project Experience** - A summary of current and previous experience of the team with regard to projects comparable both in size and uses within the state/city/region. As appropriate, this information should include a project description, photos, or site plans if available, land uses, dates completed, developer role, local representation, cost/value, financing sources, duration of development processes (including milestones), role of current employees in the project, existing status as to ownership and leasing of current developments, % owned since project completion, and volume sold/leased. Additionally, please identify similar completed projects in the area that the can be visited, and provide a name and contact information as well.
5. **Project Approach** - A high level summary of the team’s approach and anticipated timing related to planning, design, approvals, financing, phasing, development, construction, and operation. A discussion of your intent to acquire and develop adjacent privately-owned property. The City’s preference for the conveyance of the publicly owned property is a fee simple sale. The RFQ response should identify the type of conveyance structure(s) preferred by and/or acceptable to the respondent.
6. **Financial Data** - A summary of the potential developer/development entity’s capability to source the capital necessary to successfully finance the proposed concept.
7. **References** - An accurate list of no less than three to five public officials and other references (name, title, entity, telephone number and contractual relationship to

respondent) that may be contacted with respect to current and past relevant mixed-use project experience.

8. **Litigation History with Public Agencies** – Provide information as to any litigation that any developer/development entity that comprises the overall team has had with public agencies over the last ten years.

### ***C. Submittal Date***

Please return proposals for review by **Monday, December 4, 2017 at 5:00 p.m. Pacific Standard Time** to the contacts listed below. The City may continue to solicit qualifications beyond the above date if the City, in its respective sole determination, is not satisfied with the number and/or quality of submittals received.

### ***D. Submittal Quantity and Contact***

Please provide five (5) printed copies of the submittal and one (1) electronic version on a thumb drive, CD, or DVD to:

Brian Moncrief, Senior Vice President  
Kosmont Companies  
1601 N. Sepulveda Boulevard, #382  
Manhattan Beach, CA 90266

**If you have any questions about the submittal process, please contact:**

Brian Moncrief, Senior Vice President, Kosmont Companies  
Phone: 805-469-7364  
Email: [bmoncrief@kosmont.com](mailto:bmoncrief@kosmont.com)

Thomas Jirovsky, Senior Consultant, Kosmont Companies  
Phone: 213-422-4097  
Email: [tjirovsky@kosmont.com](mailto:tjirovsky@kosmont.com)

## 4. Evaluation Criteria, Procedures, and Tentative Timeline

### A. Evaluation Criteria

The following criteria will be used as the primary basis for evaluating developer responses:

- The respondent's applicable experience and expertise as well as alignment with the City's goals regarding revitalization and redevelopment of Historic Downtown Oxnard as contemplated in the Downtown Oxnard Vision Plan and related regulatory documents.
- The respondent's experience in formulating and implementing successful in-fill residential and mixed-use projects of similar scope and character.
- The respondent's track record, experience, and financial capacity to start and complete projects and uses similar to those requested.
- The respondent's demonstrated ability to access capital for the proposed scope of development.
- Experience of key project team members with similar projects.

The order of presentation of the above criteria does not necessarily denote the importance of the criteria.

### B. Award Procedures

1. A committee, comprised of City Staff and City consultants (the "Review Committee"), will evaluate responses to this RFQ.
2. The Review Committee will rank project concepts based on their judgment as to which proposals best satisfy the objectives expressed by the City, as well as provide a desired potential development project and financial return for the City.
3. The City will pursue negotiations with the top-ranked respondent with the goal of entering into a purchase and sale agreement or development agreement or a disposition and development agreement or equivalent agreement(s) effecting the conveyance of ownership and/or occupancy rights for the publicly owned sites.
4. The conveyance instrument shall include, among other relevant terms, the agreements between City and preferred respondent regarding the purchase price, deposit, due diligence/escrow period, design of the Project, and other business terms determined necessary or desirable for inclusion in the conveyance instrument to provide a scope of development acceptable to the City.

5. If the City and top-ranked respondent cannot successfully negotiate and execute a conveyance instrument, then the City shall be free to pursue negotiations with the respondent that next best satisfies the objectives and goals expressed by this RFQ, as determined by the City, or in its sole and absolute discretion proceed on alternative basis, or terminate process.
6. The conveyance instrument will be presented to the City Council, as deemed appropriate, for a final decision regarding its approval.
7. As appropriate, the selected development team must comply with statutory and administrative requirements pertaining but not limited to zoning ordinances, subdivision requirements, fee schedules, and other applicable City, County, State and Federal codes and ordinances.
8. The City reserves all rights to modify or terminate the selection process, go outside of the selection process to select a developer, or not select a developer at all. This RFQ and selection process does not constitute any type of offer or creates no contractual or other liability to the City. There is no guarantee that a sale will be consummated, or that any project will be reviewed pursuant to this RFQ.

### ***C. Tentative Timeline***

- Responses to RFQ/P due on Monday, December 4, 2017 at 5:00 p.m. PST
- City review and evaluation of responses and selection of preferred developer in December 2017/January 2018
- City Council to consider proposed conveyance instrument with preferred developer by May/June 2018

## 5. Additional Documentation and Contact Information

An online directory on OppSites (<https://oppsites.com/sites/group-g-plaza-park-east-mixed-use-development-opportunity-oxnard-ca>) has been established containing additionally relevant information outlined below:

- This RFQ/P
- Zoning Ordinance (Central Business District and Parking) - [http://www.amlegal.com/codes/client/oxnard\\_ca/](http://www.amlegal.com/codes/client/oxnard_ca/)
- Downtown Oxnard Three-Year Implementation Plan, Published December 2016
- Downtown Oxnard Vision Plan Charrette, Published May 2016
- Oxnard Downtown Management District Renewal Property & Business Improvement District – Management District Plan, Published December 2013
- City of Oxnard 2030 General Plan Goals and Policies, Published October 2011
- Downtown Mobility and Parking Management Plan, Published November 2009
- Downtown Oxnard Historic Resources Survey, Published July 2005
- Oxnard Downtown Strategic Plan, Project Report, Published April 2005
- Affordable Housing Ordinance (2721)
- July 2016 – Revised In-Lieu Fees and Rental In-Lieu Fees

Prospective respondents should feel free to reach out to the City and Consultant contacts included below for questions regarding this submittal. Thank you for your consideration

### **City of Oxnard**

300 W. Third St.  
Oxnard, CA 93030

Kymerly Horner  
Economic Development Director  
Phone: (805) 385-7407  
Email: [kymberly.horner@oxnard.org](mailto:kymberly.horner@oxnard.org)

Todd C. Mooney  
Kane, Ballmer, & Berkman  
Phone: (213) 617-0480  
Email: [tmooney@kbblaw.com](mailto:tmooney@kbblaw.com)

### **Kosmont Companies (Consultant to City)**

1601 N. Sepulveda Blvd. #382  
Manhattan Beach, CA 90266

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