

TO: JAMES L. APP, CITY MANAGER

FROM: BOB LATA, COMMUNITY DEVELOPMENT DIRECTOR

SUBJECT: REQUEST FOR PROPOSAL REGARDING CITY PARKING LOT

DATE: SEPTEMBER 6, 2005

Needs: For the City Council to consider authorizing staff to solicit proposals to redevelop a Downtown City parking lot, based on the premise of preserving public parking spaces.

Facts:

1. The City's General Plan and Economic Development Strategy encourage mixed-used development and fostering a compact, pedestrian-oriented Downtown area. Accommodating projects that incorporate combinations of commercial, office and residential land uses would be consistent with this policy direction.
2. The City has received unsolicited proposals for the use of City-owned property located on the north side of 12th Street between Spring and Park Streets. The subject property is a city-owned public parking lot on two parcels (APN No. 009-042-014, 015) that currently accommodate twenty (20) less-than-code-standard off-street parking spaces, including two spaces for the physically disabled.
3. In order to explore the potential uses of the existing parking lot, it is proposed that the City provide an opportunity for all interested parties to submit proposals for the development of the property in a manner that would preserve off-street public parking spaces.
4. Based on the nature and quality of proposals received, the City / Redevelopment Agency may consider authorizing an Agreement for an exclusive right to negotiate the potential sale or ground lease of the City's parking lot.

Analysis
and

Conclusion: The purpose and intent of requesting proposals is to explore options which may lead to a more effective use of city-owned property while still maintaining public parking. By requesting proposals for the possible redevelopment of the City owned parking lot the City / Redevelopment Agency is not committed to entering into a sales agreement.

Attached is a Draft copy of the Request for Proposals (RFP). The City would publish a notice regarding the availability of the RFP and also provide copies to Main Street, the Chamber of Commerce, and nearby property owners.

Proposals received would be reviewed by the Council's ad hoc committee for Downtown Parking and Circulation and the committee's recommendation would be scheduled for consideration by the City Council / Redevelopment Agency.

Policy

Reference: General Plan; Economic Development Strategy

Fiscal

Impact: Successful redevelopment of the subject property would continue the revitalization of the Downtown Area, resulting in positive fiscal impacts.

Options:

- a. That the City Council authorize staff to distribute copies of a Request for Proposals, based on the attached Draft, soliciting ideas for possible redevelopment of the City parking lot on 12th Street while at the same time preserving public parking resources.
- b. Amend, modify or reject the foregoing option.

REQUEST FOR PROPOSALS
DEVELOPMENT OF CITY-OWNED PARKING FACILITY
DOWNTOWN PASO ROBLES
ASSESSOR PARCEL NO. 009-042-014, 015

A. Introduction:

The City's General Plan and Economic Development Strategy encourage mixed-used development and fostering a compact, pedestrian-oriented Downtown area. Accommodating projects that incorporate combinations of commercial, office and residential land uses would be consistent with this policy direction.

The City has received unsolicited proposals for the use of City-owned property located on the north side of 12th Street between Spring and Park Streets. The subject property is a city-owned public parking lot that currently accommodates twenty (20) off-street parking spaces, including two spaces for the physically disabled.

The purpose of this Request for Proposals (RFP) is to provide an opportunity for all interested parties to submit proposals for the development of the City's parking lot in a manner that would preserve the existing number of off-street public parking spaces.

Based on the nature and quality of proposals received, the City / Redevelopment Agency may consider authorizing an Agreement for an exclusive right to negotiate the potential sale or ground lease of the City's parking lot.

The purpose and intent of requesting proposals is to explore options which may lead to a more effective use of city-owned property. By requesting proposals for the possible redevelopment of the City owned parking lot the City / Redevelopment Agency is not committed to entering into a sales agreement.

B. Submittal Deadline:

Three (3) copies of any proposals must be received by the Director of Community Development no later than October 14, 2005. Proposals must be delivered or mailed to:

City of Paso Robles
Community Development Director
1000 Spring Street
Paso Robles, CA 93446

C. Existing / Available Information That May be of Assistance:

1. The 2002 Downtown Parking and Circulation Action Plan.
2. The City's 2003 General Plan.

3. The Environmental Impact Report that was prepared in conjunction with adoption of the 2003 General Plan.
4. Zoning Map and Zoning Code
5. City digitized base maps for parcels, General Plan, and Zoning.
6. Economic Development Strategy, 1998

D. Contents of the Proposal:

1. Format and requirements: Although there is no maximum proposal length, proposals should be kept to the minimum length necessary to address the requirements of the RFP. Proposals shall be 8.5 inch by 11 inch in size, with pages numbered sequentially.
2. Padding the proposal with “boiler plate” material is strongly discouraged. Please focus on the specific proposal for the use of the City’s property and examples of directly related experience.
3. Proposal contents:
 - a. Firm or personal identification, including firm / person name, address, telephone and e-mail address; name and telephone number of contact person; a list of the firm’s principals with experience, background, academic training and registrations.
 - b. Describe how your proposal for the use of the City parking lot would both preserve the number of existing off-street parking spaces and at the same time address the mixed-use development goals and objectives of the City’s General Plan and Economic Development Strategy.
 - c. Present the professional qualifications of your project team.
 - d. Provide graphic illustrations of the architectural character of proposed structures and their relationship to nearby properties.
 - e. Detail any specific parameters applicable to your proposal, including but not limited to how you would propose to address the incremental increase in demand for off-street parking that is anticipated to result from project implementation.
 - f. Provide evidence of your financial ability to carry out the project if your proposal is selected for consideration and exclusive negotiation with the City’s Redevelopment Agency.

- g. Signature: Proposal shall be signed by an authorized corporate officer whose signature is binding upon the firm / partnership and a statement regarding for how long the proposal will remain valid.
- h. Conflict of interest: Proposal shall include a statement that no conflicts of interest exist in terms of presenting the proposal.
- i. Appendix: Include supplemental information, if any, such as firm brochure, fees for additional services, etc., at the end of the proposal.

E. The Selection Process:

The City will establish a screening committee to review all proposals received and to rank the proposals. The City may decide to interview project proponents with the most competitive proposals. Criteria used by the City / Redevelopment Agency in selecting a person or firm that will be considered for an exclusive right to negotiate an Agreement with the Redevelopment Agency includes the following:

1. Demonstrated experience in preparing and implementing similar types of development projects.
2. Project proponent's understanding of the City of Paso Robles' desires and general approach to the project.
3. How proposal requirements established in this RFP are included in the Proposal.

The top ranked firms may be invited for an interview / presentation. The most qualified firm will be invited to refine its proposal and negotiate a consultant services agreement.

The City reserves the right to reject any or all proposals, and to negotiate modifications or acceptance of parts of a proposal. Other terms and conditions of contract will be negotiated if and when the City Council / Redevelopment Agency authorizes an Exclusive right to Negotiate, in a manner subject to approval of the City Attorney.

F. For More Information...

Contact Bob Lata (Community Development Director) or Susan DeCarli (City Planner) at (805) 237-3970, or bob@prcity.com / sdecarli@prcity.com

<p style="text-align: center;">Granting of this contract may require disclosure of personal financial interests under the Political Reform Act</p>
