

# Request for Qualifications

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Mixed-Use Development  
Project at:  
6400 State Farm Drive  
Rohnert Park, CA 94928

## RFQ ISSUE DATE

NOVEMBER 1, 2023

## RFQ CLOSE DATE

JANUARY 18, 2024

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**ALL INQUIRES MUST BE DIRECTED TO:**

[DowntownRP@rpcity.org](mailto:DowntownRP@rpcity.org)



# Summary

The City of Rohnert Park is inviting qualified development teams to express their interest in the development of the “Downtown Rohnert Park” Project, a 28.38-acre site in the center of the City, envisioned to be a mixed-use “community-driven” amenity for generations to enjoy. The site is owned by the City, is located directly adjacent to the Rohnert Park Sonoma Marin Area Rail Transit (SMART) station, and plans for development have been included in the approved Central Rohnert Park Priority Development Area (PDA) and the impacts thereof analyzed in an Environmental Impact Report (EIR), certified in accordance with the requirements of the California Environmental Quality Act (CEQA). The City has invested in significant early planning and land use entitlement efforts, construction of project-serving infrastructure, thereby positioning the site for development, subject to the review and approval of final plans by the Rohnert Park Planning Commission.

The ideal development team will have the resources and experience to design, construct, finance, operate and maintain the project, in cooperation with the City.

The City’s vision for the project is a walkable, mixed-use district with:

- 300-500 residential units (25% of which are deed-restricted affordable housing at or below 80% of Area Median Income);
- Unique/non-formula food, art, and beverage destinations;
- A signature boutique hospitality venue;
- A rich and interesting public realm consisting of walkable streets; and
- A central community plaza or square.

<p><b><u>Financial Requirements</u></b>          Proposers must be able to:          --Develop the site          --Make substantial infrastructure improvements          --Address/mitigate impacts of development          --Operate/maintain a high-quality development</p> <p><b><u>Selection Process</u></b>          -- Phase 1 – RFQ: statement of qualifications and a conceptual plan          --Short list selection of development entities.          -- Phase 2 -Interviews, discussion of conceptual land uses alignment with City, project site visits by City representatives          -- Phase 3 – Negotiating and executing an Exclusive Negotiations Agreement and ultimately executing a Disposition and Development Agreement with selected developers.</p>	<p><b><u>Capacity and Use</u></b>          --28.38 acres, zoned for mixed-use          --Certified Environmental Impact Report          --Form-Based Code with streamlined design review          --Exempt Surplus Land (25% affordability)          --Offsite utilities complete</p> <p><b><u>Location</u></b>          --Rohnert Park, California, 48 miles north of San Francisco in the heart of wine country          --Easy access to site from Highway 101          --Adjacent to the Rohnert Park SMART station, the North Bay’s passenger rail service          --Adjacent to high performing shopping centers (Raley’s, Safeway)          --86,000 daily vehicle travel – Central RP</p>
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***“I’ve only lived here a year. But I’d like to see the downtown community area built where people can walk, meet, and socialize safely.”***

2022 Community Survey Respondent

# 1. Introduction

The City of Rohnert Park (the City) is located in central Sonoma County, approximately 48 miles north of San Francisco on US Highway 101. The City is home to approximately 44,500 people and 17,500 households, and benefits from adjacency to Sonoma State University and the Graton Resort and Casino.

Incorporated in 1962, Rohnert Park is a master planned community with high quality neighborhoods, focused on parks and schools, and connected through a system of bike trails and paths. The City is

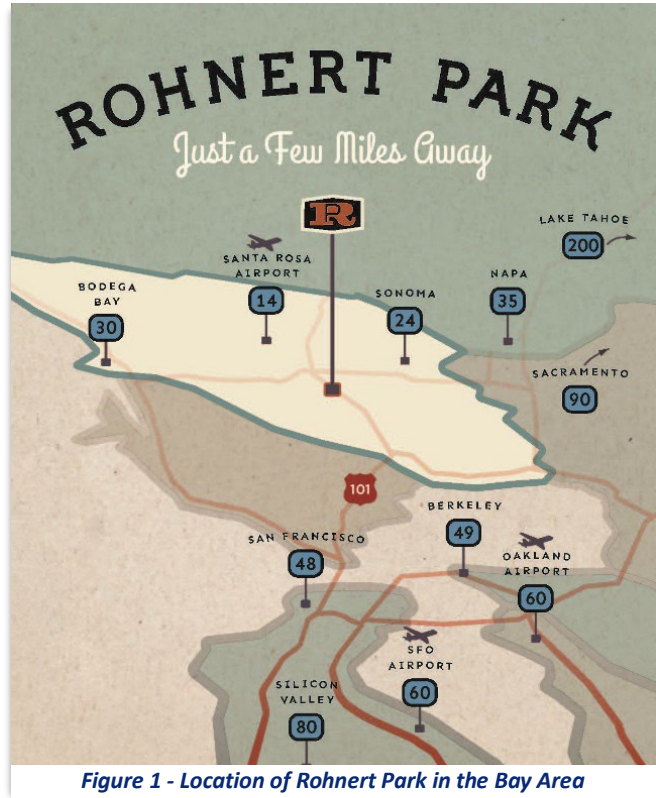


Figure 1 - Location of Rohnert Park in the Bay Area

just minutes from internationally popular Sonoma County tourism venues including hundreds of local wineries; specialty food, wellness, and spa experiences; Russian River resorts; Point Reyes National Seashore; and the Pacific Ocean.

Anchored by several big box retailers including Costco, Walmart, and Target, the strength of the City's retail economy is underscored by the nearly 2 million annual shopper visits to Rohnert Park which bring in over \$1.4 billion in revenue (2021). Regularly recognized as "business friendly," the City has a strong reputation of collaborating well with development interests.

Residents of the community have long held a vision of creating a "downtown." In 2021, the City invested in the ideal catalyst site: acquiring approximately 30 acres at 6400 State Farm Drive. Located one-half mile from US Highway 101 and adjacent to the regional commuter rail (SMART) station, the vacant project site is ready for master planning, horizontal and vertical construction.

## 2. The Project Vision

The City is excited to engage with an experienced development team to create a vibrant mixed-use downtown, anchored by a residential community with market rate and affordable housing, and highlighted by commercial uses focused on local and regional merchants and restaurateurs, a signature boutique hospitality venue, a central community space and seamless connections to regional transit and the surrounding community. Our vision is an engaging community, centered around people and experiences, not the automobile.



*Figure 2 - Scene from the 2016 Downtown Planning Charette*

Work on downtown Rohnert Park began in 2016, when the City adopted the Central Rohnert Priority Development Area (PDA) Plan and certified its accompanying Environmental Impact Report (EIR). The PDA Plan and EIR provide broad policy and legal coverage for development of the downtown area and have been further developed into a Form-Based Code (see Section 10 for further information). The City has done extensive outreach with the community and has an approved exempt surplus land declaration from the California Department of Housing and Community Development (HCD).

These efforts have paved the way for a downtown development with the following elements:

- 300 to 500 urban-style residential dwelling units that interface with the public sidewalk, using front porches, stoops, or other techniques to create an active urban environment.
- 25% of the residential units are required to be affordable to households earning up to 80% Area Median Income (AMI).
- 65,000 to 160,000 square feet of retail development with a focus on unique, non-chain merchants and restaurants (drive-through businesses are not permitted).
- A 120-160 key "Upscale Hotel", as defined by the Smith Travel Research (STR) Hotel Chain Scale.
- A downtown square or plaza that is the focal point for social and cultural life, that showcases public art and that supports programmed community events as well as passive and active recreational activities.
- An interconnected system of streets and blocks that creates a walkable and pleasant outdoor environment.
- Strong interface with a public park at the southern edge of the site.



*Figure 3 – Conceptual view of downtown residential units*

- Optional office development, which the City encourages, up to 120,000 square feet (the City understands that market conditions may not currently favor office uses but note that this land use and intensity has been covered by the EIR).

To support the downtown development effort, the City has worked with an urban designer to illustrate development concepts that incorporate these elements and that are consistent with the Form-Based Code. While not binding on the development team, these concepts are illustrated to assist in articulating the City's vision. Please visit Appendix A for the Downtown Rohnert Park development concepts.

Also, because the PDA Plan and EIR identified the need to upgrade adjacent water and sewer lines, the City constructed upgrades to utilities on State Farm and Enterprise Drive to support development of the site. The surrounding utilities are located on our Downtown Rohnert Park website and can be found here: <https://bit.ly/RohnertParkOffSiteImprovements>

As-built plans are included with the "Site Preparation in Place" documentation in Section 10 of this RFQ.

***"Amy's is proud to be part of Rohnert Park – the City has just the right 'secret sauce' that enabled us to be so successful."***

Paul Schiefer, Amy's Drive-Thru Restaurant Manager

### 3. The Surrounding Community

Nestled in Sonoma County's wine country, Rohnert Park is a relatively young and growing community with easy access to transportation corridors and surrounded by protected open space and community separators. The City's economy is highly correlated to the regional economy of Sonoma County with top industries including health care, retail, construction, education, and manufacturing. The Cotati-Rohnert Park Unified School District offers a wide variety of options for K-12 education including the nationally recognized



*Figure 4 - Bicyclist riding on one of Rohnert Park's many multi-use paths*

Technology High School. Sonoma State University, located just east of the City, draws 6,000 to 7,000 college students to the community on an annual basis and has a tradition dating back to 1961 of promoting intellectual and personal growth, leadership opportunities and technological proficiency.

Construction activity and sales in the City have remained

strong, despite the pandemic. In the last three years, the City has permitted 608 new single-family residences, 170 new multi-family residences, and two upscale hotels. The City is also working to support an expansion of the successful Graton Resort and Casino, located just west of the City limits, which averages about four million patrons per year.

As noted earlier, the City's economic resilience has helped maintain a positive economic outlook for most industries. This economic resilience and positive outlook are underscored by the nearly 2 million annual shopper visits to Rohnert Park bringing in over \$1.4 billion (2021) on retail shopping and dining across the estimated 2.6 million square feet of retail inventory.

**The Downtown District Amenity Zone (DDAZ).** The project site is in the City's Downtown District Amenity Zone, as illustrated in Figure 5. Figures 6 and 7 illustrate a five-minute walk and one-mile bike shed analysis respectively.

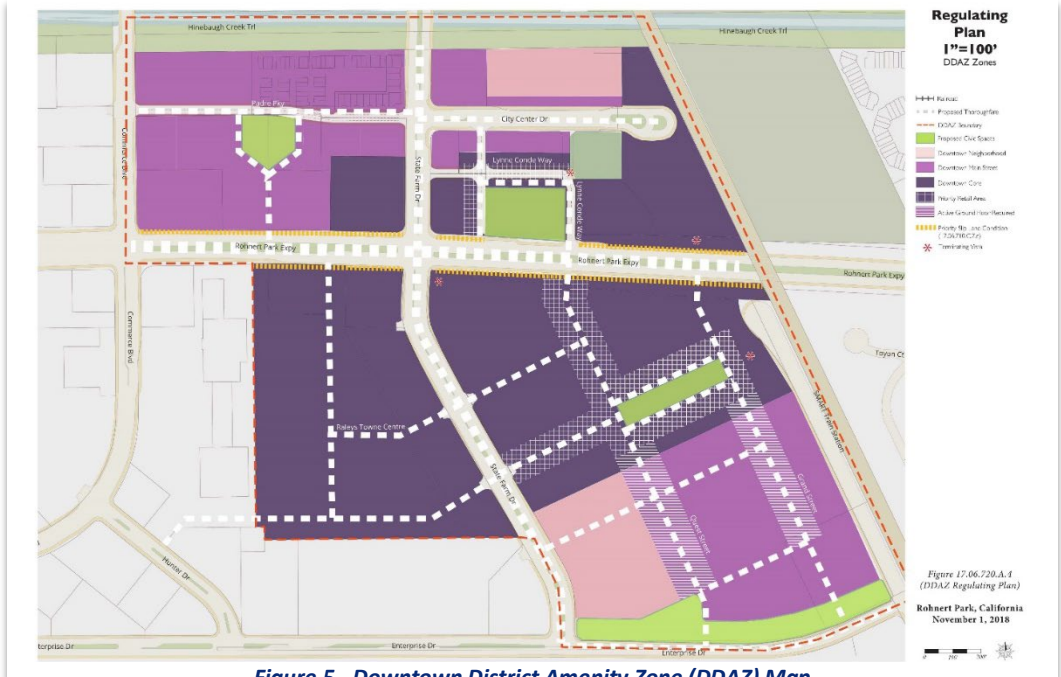


Figure 5 - Downtown District Amenity Zone (DDAZ) Map

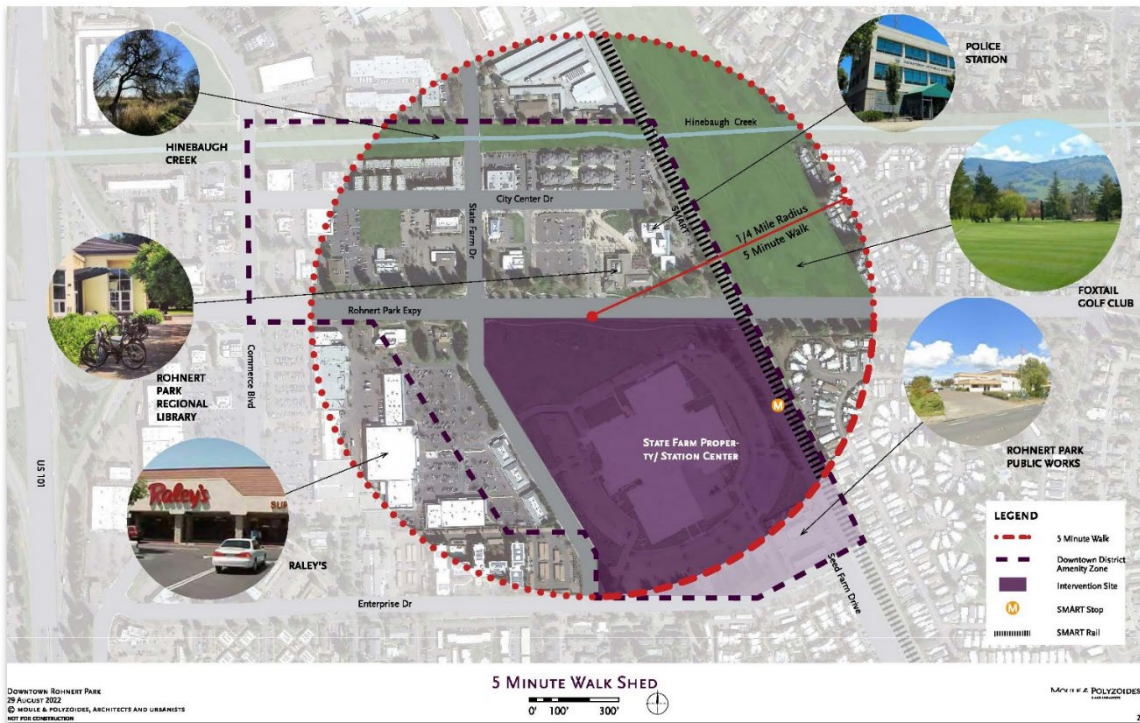


Figure 6 - 5-minute walk shed analysis from 6400 State Farm Drive

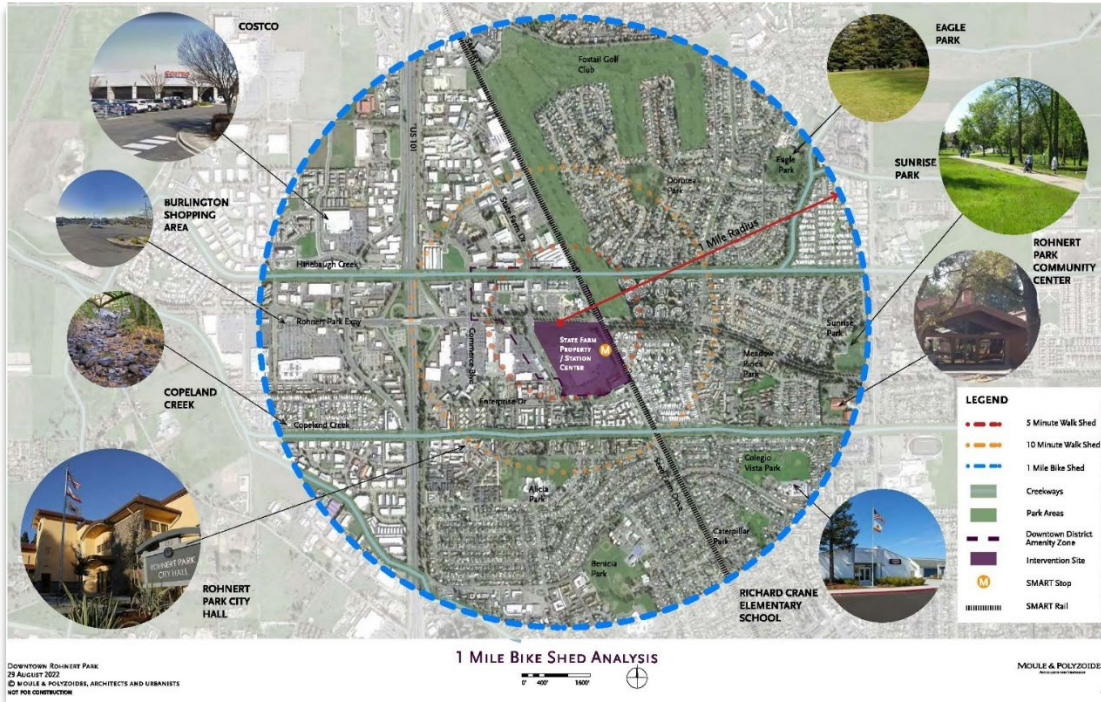


Figure 7 - 1-mile bike shed analysis from 6400 State Farm Drive

**Local Entertainment.** Rohnert Park boasts a range of existing entertainment options that will complement downtown development. The Graton Resort and Casino draws international patronage to the area. Foxtail Golf Course, with its two 18-hole championship golf courses, is just one mile north of the project site. Family entertainment venues include Cal Skate of Rohnert Park;



Figure 8 – The Green Music Center's 1,400 seat Weill Hall

Double Decker Lanes, a recently renovated 50-lane bowling alley that includes an arcade, billiards, and a sports bar with a lounge area; Scandia Family Fun Center, which includes two miniature golf courses, an arcade, and batting cages, and Rebounderz, a trampoline park that also features dodgeball,

a jump tower, and three Ninja Warrior courses, lie just west of Highway 101 and approximately one mile from the project site.

The Green Music Center and Spreckels Performing Arts Center are cultural landmarks in Rohnert Park. The Green Music Center is the performing arts center at Sonoma State University and is home to the Sonoma State University Music Department, the Santa Rosa Symphony, and Sonoma Bach. The center includes the 1,400-seat Weill Hall, with a rear wall that opens to lawn seating for a unique summertime experience, and the intimate 240-seat Schroeder Hall. The Spreckels Performing Arts Center is a city-owned and operated facility providing performing arts programming from around the world for the residents of Rohnert Park, Sonoma County and the surrounding regions while ensuring access to Center facilities for presentations by local arts and civic organizations. The facility totals 41,000 square feet and houses two theatres designed and built exclusively for dance, music, and theatrical performances.

**Transit.** Downtown Rohnert Park is intended to be a transit-oriented community and with its designation as a Priority Development Area, can compete well for regional infrastructure grants because of proximity to transportation options.

The Rohnert Park Station of the Sonoma Marin Area Rail Transit (SMART) is adjacent to the eastern side of the development site and will be connected via pedestrian-bicycle walkway and collector road to the station parking lot. SMART is a commuter rail line service, with an



*Figure 9 - Rohnert Park SMART Station*

adjoining bicycle-pedestrian pathway, that serves Sonoma and Marin counties. As of 2023, there are 12 SMART stations, linking Rohnert Park to

Larkspur in the south, with connection to the Golden Gate Ferry and San Francisco, and to the regional Sonoma County Airport in the north. Additional stations are planned for Windsor, Healdsburg, and Cloverdale. As of July 2023, the California Transportation Commission awarded SMART \$30 million in Senate Bill 1 Solutions for Congested Corridors Program (SCCP) funds toward completing the Windsor extension.

Sonoma County Transit provides public bus services for Sonoma County. Three bus routes (10, 12, 14) have stops within 1/10 of a mile from the center of the project site. Two other bus routes (44 and 48) have stops within 1/2 of a mile from the center of the project site while route 26 has stops within 3/4 of a mile from the center of the project site. These six bus routes link Rohnert Park with Santa Rosa, Petaluma, Sebastopol, and as far west as Forestville and West Sonoma County.

***"It takes time to distill award-winning whiskeys, and they are best enjoyed at a slow pace, yet no City makes it easier to get started than Rohnert Park."***

Adam Spiegel, Sonoma County Distilling

## 4. Scope of the Project

Given the unique setting and the significance of this project for the Rohnert Park community, the City seeks a development team with the following characteristics.

1. Public/Private Development Experience with Downtown Projects – The City seeks a developer that has experience with executing projects in collaboration with local government agencies. Experience with mixed use projects of similar scale is a plus.
2. Capability to Finance Project Construction and Operation – The selected developer must bring significant financing capacity to leverage public investment and ensure successful construction of the project. The City anticipates working closely with the selected developer to establish a workable budget and finance package. The City will look to the selected developer to provide a sufficient capital stack from available private sources.



*Figure 6 - Conceptual rendering of a vibrant streetscape scene in downtown Rohnert Park*

3. Operation and Management Capabilities – The City requires a developer who has operation and management experience to operate all aspects of the project for the long-term.
4. Programming and Operational Flexibility – The selected developer must be agreeable to publicly-controlled programming of the public event spaces and performance space. The City envisions a management system for the event and performance space where the City's Community Services Department shares programming of the public space with the developer.

### **Anticipated Terms of Agreement(s) between the City and Development**

**Team.** The City anticipates negotiating and executing an Exclusive Negotiation Agreement (ENA) that sets forth the terms and conditions under which the successful development team shall undertake due diligence matters related to the project site, secure necessary land use entitlements, including any necessary CEQA review, and negotiate the terms and form of transfer of the site for development of the project. The City anticipates the ENA will provide for a 12-16 month term, during which the City and the development team will negotiate a Disposition and Development Agreement (DDA) governing the terms and conditions for the purchase and sale and/or lease of the site and development of the project.

The DDA is the vehicle to ensure the site is developed in accordance with the envisioned project as more particularly set forth in the land use entitlements. The DDA will include requirements to be met prior to and after the close of escrow, such as evidence of necessary equity and debt financing for construction of the project, proof of an executed construction contract for the project, evidence of insurance, time frames for commencement and completion of the project and ongoing obligations for the operation and maintenance of the project. At this time, the City anticipates that the DDA could also provide for:

1. Transfer of the site in its "as is with all faults" basis, condition, and state of repair, inclusive of any and all faults and defects, legal, physical or economic, whether known or unknown, coupled with a waiver and release of all claims against the City.

2. The City will not pay commissions to brokers in any anticipated transaction.
3. Purchase of the land for market rate housing from the City at market rates and terms (estimated 6.75 acres). Transfer of the land for affordable housing potentially at potentially no cost to development team (estimated 1.55 acres).
4. Commitment to develop between 300-500 housing units with at least 25% of these as deed-restricted affordable housing consistent with City's approved declaration of exempt surplus land. Affordable housing must be built before or concurrently with market rate housing.
5. Purchase and sale of the commercial/retail area from the City on terms and conditions that support a high-quality retail space for the long term (estimated 8.5 acres).
6. City retention of property rights (e.g., fee title, easement, etc.) to the plaza/square area (estimated 1.45 acres) that ensures the community's ability to access this space in perpetuity.
7. Negotiated timing and schedule for project implementation with appropriate assurances that the central plaza will be constructed in the first phase of vertical construction.
8. City to consider providing financial assistance with cost of public facilities and infrastructure (e.g. parks, utilities, streets, curb/gutter/sidewalk, streetlights, street trees, traffic improvements, etc.) required for the Project.
9. City to consider public financing tools to further support the construction of public infrastructure.
10. City to lead and support effort to secure federal, state, and regional grant funding to the Project.
11. City retention of 1.5 acres of the site for expansion of Rohnert Park Public Works Corporation Yard.
12. City to evaluate on-site and on-street parking requirements.

13. Provision of adequate parking for residential and commercial uses, including visitors and events. Note: The City requires compliance with the Metropolitan Transportation Commission's (MTC) Transit Oriented Communities (TOC) Parking Management Policies, a draft of which is available in Section Three of the document available via this link: <https://bit.ly/MTCParking>. The below table illustrates the draft requirements. MTC has indicated that there may be some flexibility with the requirements.

<u>Level of Transit Service</u>	<u>New Residential Development</u>	<u>New Commercial Development</u>
Tier 4: Commuter rail (SMART, ACE, Capitol Corridor, Valley Link) stations, Caltrain stations south	Parking maximum of 1.5 spaces per unit or lower.	Parking maximum of 4.0 spaces per 1,000 square feet or lower.
All Tiers	Minimum of 1 secure bicycle parking space per dwelling unit.	Minimum of 1 secure bicycle parking space per 5,000 square feet for commercial office

- a. The MTC TOC policy allows for unbundled parking and shared parking between different land uses.
- b. The City anticipates the following nearby maximum parking capacity on public property:
  - i. State Farm Drive, adjacent to the site: 46 spaces
  - ii. Enterprise Drive, adjacent to the site: 66 spaces
  - iii. Library/Public Safety/6250 State Farm Drive: 160 spaces (nine for disabled drivers)
  - iv. City Center Drive (North of Library): 34 spaces

14. Requirement to work with City to develop procedures to maximize City's receipt of sales and use taxes resulting from project (Taxable Purchasing Procedures). Taxable Purchasing Procedures may include requirement for those that perform a significant portion of project work

to use an address within the City for purchases and leases of project-related tangible personal property (goods, materials, equipment, tools, supplies, etc.) to the greatest reasonably feasible extent and that, to the greatest reasonably feasible extent, sellers and lessors of such personal property either have a physical presence within California; or if located out of state, collect California use tax.

15. Provisions granting the City the option to repossess or repurchase the site, or portions thereof, if the project is not developed in accordance with timelines set forth in the DDA.
16. City preference on type and location of commercial tenants including:
  - a. local or regional shops and restaurants in key locations in the project;
  - b. prohibit drive-through businesses in the project; and
  - c. limit ground floor use in the commercial area to retail or office uses.
17. Marketing, leasing, sale of the affordable housing project component consistent with the City's Inclusionary Housing Ordinance <https://bit.ly/RohnertParkHousingOrdinance>.

### **Local Workforce Protections:**

As a part of the City's ongoing commitment to protect its regional workforce population, the DDA may include some or all of the following local workforce protections.

1. If any project components are funded by public monies, construction of those components will be subject to the payment of prevailing wages and applicable apprenticeship requirements, as well as applicable skilled and trained workforce requirements. Further, project components funded by public monies may also be required to establish local hire goals in the range of 20-25% and establish standardized work rules, hours, and holidays to ensure the needs of construction workers are respected and protected. The workforce population would include Sonoma, Marin, Mendocino, Napa, and Lake counties.

2. Commitment to develop the hospitality venue at a minimum as an “Upscale Hotel”, as defined by the Smith Travel Research (STR) Hotel Chain Scale (“Upscale”). Depending on whether the City maintains a proprietary interest in the site of the Upscale Hotel, it is possible the Hotel and on-site restaurant may be subject to a Labor Peace Agreement that may require the Developer to reach agreement with unions that organize or represent its workforce.
3. A workforce compliance program ensuring management and documentation of compliance with applicable federal, state, or local laws and regulations including specific mandates for data security, privacy, and workplace security.
4. The City may require that the Developer agree to ensure that any general contractor performing work on those portions of the project in which the City maintains a proprietary interest comply with agreed-upon labor standards including wage, health care and apprenticeship standards.

**Development Team’s Anticipated Scope of Work:** The City anticipates that the scope of the development team’s assignment pursuant to the ENA will include the following:

1. Engaging all development team disciplines and team members at no cost to the City.



*Figure 7 - SOMO Village, a mixed-use redevelopment, has a 1-acre courtyard easily accommodating 3000 guests during SOMO concerts and festivals*

2. Supporting community outreach and engagement through a dedicated website.
3. Cooperating with the City to market the project within and outside of Rohnert Park.
4. Analysis of the existing documents and development of the application packages necessary to support any developer-requested changes to the City's General Plan, Central Rohnert Park PDA Plan or Form-Based Code.
5. Development and processing of complete applications for the Downtown Rohnert Park Design Review Board/Planning Commission including site plans, elevations, architectural details, landscape and planting plans (including evaluation of the health of existing trees on the site), parking plans, project phasing proposals, and appropriate CEQA review, and payment of all applicable costs.

6. Development and processing of all permits if and as required, and payment of all applicable fees.
7. Development and processing of complete applications and site civil plans, with phasing as appropriate, including all demolition, tree removal, grading, wet and dry utilities, surface improvements and landscaping.
8. Payment of City's legal and other consultant costs incurred in the negotiation and preparation of the DDA.
9. Requirement of the development team to defend and indemnify the City from all claims and causes of action arising from the ENA.

**Sustainability Elements in the Project:** The City's Draft General Plan 2040 includes a Climate Change Element that commits the City to a range of actions necessary to mitigate and adapt to climate change. The City's preference is for the downtown project to include some or all the following elements:

1. An "electrified project" (i.e., limited or no natural gas on site).
2. Electric car stations exceeding the EV Capable rate (10%); EV Ready rate (25%); and EV Chargers rate (5%) per California Green Building Standards Code CG 4.106.4.2.1.2.
3. Commitment to purchase Evergreen power from Sonoma Clean Power.
4. Commitment by all commercial tenants to enroll and remain in good standing with the Sonoma County Green Business Certification Program.
5. A Vehicle Miles Traveled (VMT) reduction plan or commitment to participate in the regional VMT bank.
6. Commitment by the construction contractors to have some percentage of their fleet powered by electricity or hydrogen rather than fossil fuels.
7. Inclusion of battery storage and/or a microgrid in the project.

Additionally, the developer must agree to cooperate with the City in considering, in good faith, shared access near the City's Corporation Yard (existing or expanded) to the following electric vehicle station charging types:

- o Single/dual-port level 2 electric vehicle charging stations
- o Single/dual-port level 3 electric vehicle charging stations

**Historical Items of Interest.** The City is interested in displaying some historical items, with specifics to be determined, in visible locations in the public areas of the project. Examples of items include photographs and maps from the City's early years, and perhaps before the City was incorporated. Responders should discuss how they might respond to this interest.

**Public Art.** The City is interested in displays of public art. Responders should discuss how they might respond to this interest.



*Figure 8 - VFW Post 1006 and American Legion Post 103 raising the flags at the July 12, 1962 flagpole dedication in Rohnert Park*



*Figure 9- Cub Scout Pack 68 meets with Rohnert Park Public Safety personnel in 1969.*

## 5. Statement of Qualifications

The Submittal of Qualifications is limited to 40 pages (8½"x11" or 11" x 17"), excluding a cover and/or back and appendices. The City requires a digital submission. Narrative responses must contain the following information in the order indicated below.

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 include the "Response Declaration Form" (see Section 11) as an attachment.
2. Detailed description of proposed conceptual project using the City's proposed plan as a starting point. Include sufficient detail and definition as to proposed site plan, architectural styles, uses, tenants, and other concepts to give the selection committee enough information to clearly envision what the proposed final development could contain and look like.
3. Team Members – Identify members of the development team and provide a brief description of each team member's role including the following:
  - a. Corporate and non-profit entities included on the development team.
  - b. An organizational chart.
  - c. Designation of lead contact for the team.
  - d. Summary qualifications for key team members including proposed role and relevant experience with projects of similar nature and size and experience in and familiarity with development in Sonoma County or surrounding areas (resumes may be included in an appendix).
  - e. Property management company.
4. Relevant Project Experience - A summary of current and previous experience of the team regarding projects comparable both in size and

uses, with particular emphasis on projects in the region and in California.

- a. Please provide for at least three to five similar projects.
  - b. As appropriate, this information should include a project description, photos, site plans if available, land uses, dates completed, developer role, local representation, cost/value, financing sources, community benefits provided include number and percentage of affordable housing units, 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.
  - c. Provide third-party contact information for each project that will allow the City to coordinate site visits.
5. Project Approach - A summary of the team's approach and anticipated timing related to planning, design, approvals, financing, phasing, development, construction, and operation. A description of the method



*Figure 10 - The Fourth of July Jubilee is one of the preeminent community events in Rohnert Park*

and strategy the team would use to develop the site if the project is anticipated to occur in phases. Provide examples of processes

employed in other projects as it relates to mixed-use projects on urban infill sites. The RFQ response should identify the type of conveyance structure(s) preferred by and/or acceptable to the respondent.

6. Financial Capacity and Funding Sources - A summary of the development entity's financial capability to complete a project of this size and evidence of its capability to source the capital necessary to successfully fund and/or finance the proposed concept. Additionally, a description of the anticipated financing structure to be employed to finance the anticipated project.
7. Retail Leasing Strategy – The success of Downtown Rohnert Park will depend on retail leasing. The RFQ response should include details on prior tenants and respective leasing strategies to previous developments and whether the team handles leasing internally or uses a commercial broker. The City is interested in how the team would approach leasing to best meet the City's strong preference for a high percentage of non-formula and/or local tenants.
8. References - An accurate and current contact list of three to five references (name, title, entity, telephone number, e-mail address, and contractual relationship to respondent) that may be contacted with respect to relevant project experience.
9. Prior Litigation / Claims -- Provide a description of any litigation or claims threatened or filed, or filed then settled, against your firm and each team member in the past five years. Provide a description of any litigation or claims threatened or filed by your firm, or filed then settled, in the past five years. If the litigation or claim has been resolved, describe the resolution. If the litigation or claim is pending, describe the status.
10. Public Contracting History – If your firm has ever been ineligible to bid on or be awarded any local, state, or federal public works contracts, pursuant to either Labor Code section 1777.1 or Labor Code section 1777.7 or any other local, state, or federal law or regulation, provide a description of the circumstances and date(s) of such ineligibility.

11. Development Challenges – The City recognizes the scope of this project and invites development teams to identify challenges in developing the project site.

***Innovation & Creativity – Communication  
Collaboration - Fiscal Responsibility - Integrity***  
City of Rohnert Park Core Values

## 6. Scoring

The City has identified six criteria any Developer must meet to be responsive to this RFQ. The criteria are as follows:

1. Development Team Experience. Identify members of the development team and provide a brief description of each team member's role. Please also provide a summary of current and previous team experience regarding comparable projects. Additionally, please identify three to five similarly completed projects in the area or state of California and provide a name and contact information. As appropriate, project experience information should include a project description, photos, and site plans, if available, land uses, dates completed, developer role, cost/value, financing sources, community benefits including amount and percentage of affordable housing, duration of development processes, role of current employees in the project, and existing status as to ownership and leasing of current developments, percentage owned since project completion, and volume sold/leased.
2. Financial Capacity. Provide a summary and evidence of the development entity's financial capacity<sup>1</sup> to undertake a project of this size, and evidence of the development entity's capability to source the capital necessary to successfully fund and/or finance the proposed concept.
  - a. Experience in developing unique mixed used projects within the state of California.
  - b. Experience with securing entitlements
  - c. Experience with securing debt and equity financing
  - d. Affordable housing experience

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<sup>1</sup> The City recognizes the sensitive nature of the financial information requested in this RFQ. Therefore, such information should be submitted under separate cover, labeled "Confidential", and submitted directly to the City's consultant RSG, Inc. This information will be used solely for purposes of evaluation and will be kept confidential to the fullest extent allowed by law. Confidential records may be returned to those not selected, if requested.

3. Project Understanding and Approach. A summary of the team's approach and anticipated timing related to planning, design, approvals, financing, phasing, development, construction, and operation. Provide examples of processes employed in other projects as it relates to mixed-use projects on urban infill sites. A description of the anticipated financing structure employed to finance the project. At a minimum this section should include discussion of the following:
  - a. Similar project designs
  - b. Development phasing plan and schedule
  - c. Role and expectations of the City team (what will you need City staff to do)
  - d. Expected sources of capital to fund pre-development expenses.
  - e. Expected sources of capital to fund development expenses.
  - f. Preliminary pro forma with the following details:
    - i. Current assumptions for residential and commercial sales values and leasing rates, estimated range of horizontal and vertical development costs, and preliminary estimate of residual land value or funding gaps. (The City is seeking the development entity's preliminary assessment and understanding of the project's economics.)
    - ii. Project elements anticipated to be funded privately, and project elements to be funded with public contributions (and subject to prevailing wage).
    - iii. Extent of direct City financial or other contributions.
    - iv. The extent that public financing districts may contribute to the construction costs.
4. Local Workforce Protections: Commitment to meet Local Workforce Protection Requirements as described under "Anticipated Terms of Agreement(s) between the City and Development Team" as stated previously in this document.

5. Sustainability Plan. Describe what commitments will be made for the project to mitigate and adapt to climate change (see Section 4 of the RFQ).
6. References. An accurate contact list for three to five references (name, title, entity, telephone number, e-mail, and contractual relationship) with respect to current and past project experience.

A Selection Committee, assembled by the City, will evaluate and score all Statement of Qualifications and identify the highest ranked firms. The City's scoring matrix is presented below.



*Figure 11 - Foxtail Public Golf Club, featuring two 18-hole golf courses, was recently designated as a "Certified Audubon Cooperative Sanctuary" in 2021*

<u>CATEGORY</u>	<u>SUB-CATEGORY</u>	<u>POSSIBLE POINTS</u>
<u>DEVELOPMENT TEAM EXPERIENCE</u>	Mixed Use Experience	10
	Public/Private Experience	10
	Affordable Housing Experience	10
<u>FINANCIAL CAPACITY</u>	Ability to secure capital	10
	Conceptual pro forma	5
<u>PROJECT UNDERSTANDING AND APPROACH</u>	Similar project designs	10
	Development phasing and schedule	10
	Collaborate with City to create a vibrant downtown project	10
<u>LOCAL WORKFORCE PROTECTIONS</u>	Consistent with protections previously described	15
<u>SUSTAINABILITY</u>	Alignment with City's plan to mitigate and adapt to climate change	5
<u>REFERENCES</u>	At least 3 references	5
<b>TOTAL</b>		<b>100</b>

## 7. General Conditions

The City reserves the following specific rights, without limitation, with respect to submittals and proposals:

1. The City reserves the right, in its sole discretion, to reject or accept any proposal that is submitted late, deemed incomplete or unresponsive to the RFQ requirements. The City also reserves the right, in its sole discretion, to reject any and all proposals for any reason or for no reason, and to proceed or not proceed with the development of the site without completing this RFQ process. Further, the City reserves the right, in its sole discretion, to award any or all components of the project to one or multiple development teams.
2. The City reserves the right to modify the scope of the project at any time.
3. The City reserves the right to modify the schedule for this RFQ at any time.
4. Each development team is hereby informed that all proposals (regardless of format) shall become the property of the City. Unless compelled by a court order, the City will endeavor not to disclose any proposal while the City conducts its deliberative process in accordance with the procedures outlined in this RFQ.
  - a. However, after the City enters into an ENA with the successful development team, or the City rejects all proposals, the City shall consider each proposal subject to the public disclosure requirements of the California Public Records Act, unless there is a legal exception to public disclosure.
  - b. Accordingly, if a development team believes that any portion of its proposal is subject to a legal exception to public disclosure, the development team shall:
    - i. clearly mark the relevant portions of its proposal as "Confidential", and

- ii. upon request from City, identify the legal basis for exception from disclosure under the California Public Records Act.
    - c. By submitting its proposal, a development team agrees to defend, indemnify, and hold the City harmless from any claim by any third party for the public disclosure of the "Confidential" portion of its proposal.
5. In evaluating the capabilities of each development team, the City may utilize all information available, including information not provided by the development team. The City reserves the right to reject all submittals, request additional information from any and all development teams, and/or request any or all development teams to clarify or supplement information submitted or omitted. The City retains the right to determine timing, arrangement, and method of presentations throughout the selection process, and/or modify the selection process schedule.
6. The City reserves the right to amend this RFQ by addendum.
7. The City reserves the right to withdraw this RFQ at any time without prior notice and makes no representation that any agreement will be awarded to any development team or that any agreement will contain terms and conditions consistent with the provisions of this RFQ. Further, the City expressly reserves the right to postpone opening responses to this RFQ for its own convenience, and/or to waive any informality, error or irregularity in the responses received.
8. By submitting a response to this RFQ, each development team acknowledges and agrees that the information provided in this RFQ is intended to assist them in preparing a submittal. To the best of the City's knowledge, the information is accurate and complete. However, the City does not represent or warrant the accuracy or completeness of the information, and any errors or omissions subsequently identified will not invalidate this RFQ or give rise to any claim by a development team.

9. City staff will make a recommendation to the City Council, who will select the City's development partner.
10. The City anticipates that an initial agreement between the successful development team and the City will take the form of an Exclusive Negotiation Agreement (ENA) governing the process for securing necessary land use entitlements and negotiating the terms and conditions for the purchase and sale of the site for development of the project pursuant to the terms of a Disposition and Development Agreement (DDA). During the ENA period, the City also anticipates the negotiation of a statutory Development Agreement to vest the land use entitlements for the project for a reasonable period concurrent with the anticipated project development and construction schedule.
11. The successful development team will be expected to defend and indemnify the City with respect to its work.

This RFQ does not commit or bind the City to enter into an agreement, or lease or sell any of the property. The City has no obligation or responsibility to reimburse all, or part of the costs incurred or alleged to have been incurred by parties considering a response to or responding to this RFQ. All such costs shall be borne solely by each Respondent. The City reserves the right to select firms as finalists who may be asked to respond to a subsequent Request for Proposal.

Respondents shall not contact any Councilmember or employee of the City regarding this proposal other than e-mail to [DowntownRP@rpcity.org](mailto:DowntownRP@rpcity.org). Any other communication may result in rejection of submittals.

## 8. Solicitation Schedule

The schedule for the Request of Qualifications is as follows and is subject to change:

1. Rohnert Park development RFQ issued: **November 1, 2023.**
2. Mandatory Project introduction meeting: **November 30, 2023**
  - a. The City will conduct an onsite meeting with interested proposers. Please RSVP here:  
<https://www.research.net/r/ProjectIntroMeeting>
3. Deadline for RFQ questions: **December 21, 2023.**
4. RFQ questions addendum released: **December January 8, 2024.**
5. RFQ close: **January 22, 2024.**
6. City review of developer qualifications: **January/February 2024**
7. Interviews with select developers: **March/April 2024.**
8. Site visits to developer project sites: **April/May 2024**
9. Potential notification of selection: **May/June 2024.**



*Figure 12 - Rohnert Park's retail economy is underscored by the nearly 2 million annual shopper visits to Rohnert Park's Raley's and Safeway Shopping Centers, which bring in over \$1.4 billion in revenue (2021)*

## 9. Means and Deadline of Submission

A total of 12 hard copy and 1 electronic submission packages, no more than 40 pages maximum in length, excluding appendices, 8 ½" x 11" or 11" x 17", and no less than 12pt font.

Submittals in response to this RFQ are due by 4:00 p.m. Pacific Time per the schedule above.

- Submittal hard copies shall be sent to the following address:
  - *City of Rohnert Park*
  - *Attn: Paul Carey, Senior Analyst*
  - *130 Avram Ave*
  - *Rohnert Park, CA 94928*
- Submittal electronic submissions shall be sent to [DowntownRP@rpcity.org](mailto:DowntownRP@rpcity.org) or, if larger than 20MB, shall be sent via Dropbox with e-mail notification to [DowntownRP@rpcity.org](mailto:DowntownRP@rpcity.org)
- Submittal of confidential financial information regarding developer capacity (i.e. balance sheet, income statements, bank statements) and preliminary pro forma, shall be sent directly to the City's consultant, Mark Sawicki at RSG, Inc. via email to [msawicki@webrsg.com](mailto:msawicki@webrsg.com)

Submissions received after the deadline will be considered nonresponsive.

Questions regarding this RFQ must be submitted by e-mail to [DowntownRP@rpcity.org](mailto:DowntownRP@rpcity.org) no later than **4:00 p.m.** Pacific Time, **December 21, 2023**. Questions by phone, in person, or means other than e-mail will not be accepted.

Responses to questions will be posted on the Downtown Rohnert Park website as an addendum to this RFQ, on or before **January 8, 2024**.

***"I've got good news for you: Rohnert Park is getting rave reviews about your Development Service Department staff and the overall business-friendly attitude at City Hall. Keep up the good work!"***

Keith Woods, North Coast Builders Exchange

## 10. Site Preparation Already in Place

The City began work on downtown Rohnert Park in 2016 through the adoption of the Central Rohnert Priority Development Area (PDA) Plan and certifying its accompanying Environmental Impact Report (EIR). The PDA Plan and EIR provide broad policy and legal coverage for the development of the downtown area and have been further developed into a Form-Based Code. In 2018, the City improved the offsite water and sewer infrastructure in preparation for a developer-led downtown project. Since the City's purchase of the property in April 2022, the City has conducted a retail study to assess the feasibility of developing retail on the site; cleared the California Surplus Land Act (SLA) by having the property certified as "Exempt Surplus Land"; formally rescinded the previous development agreements and entitlements between the City and the previous developer; and received the prohousing designation from the State of California.

1. Central Rohnert Park Priority Development Area (PDA) Plan. The City adopted the Central Rohnert Park, Priority Development Area Plan in 2016. The plan covers an approximately 330-acre developed area of the city, roughly centered along Rohnert Park Expressway and State Farm Drive. The plan features the creation of a new Downtown District. The priority Development Area designation supports access to funding from the Metropolitan Transportation Commission (MTC) and the Association of Bay Area Governments (ABAG). The Rohnert Park PDA can be found at <https://bit.ly/RohnertParkPDA>
2. Central Rohnert Park PDA Environmental Impact Report (EIR). In support of the Central Rohnert Park PDA Plan, the City has certified an EIR and adopted a mitigation monitoring program (MMRP). The EIR anticipates the development of a downtown on the Project site. The City does not anticipate the need for additional CEQA work beyond compliance with the MMRP. The Rohnert Park EIR can be found at <https://bit.ly/RohnertParEIR>
3. Form-Based Code. A Downtown Form-based Code (FBC) was adopted by the City, which covers the Project site. The FBC provides comprehensive zoning regulations for the downtown site. A benefit of

the FBC is that it provides detailed development and design standards, and a streamlined review process for projects within the downtown area. Rohnert Park's Form-Based Code can be found at

<https://bit.ly/RohnertParkFBC>

4. Retail market analysis. The City, in coordination with Gibbs Planning Group, completed a retail market analysis for the future downtown Rohnert Park development to determine how much retail the new development could support and the overall retail health in Rohnert Park. The analysis found the Project site could reasonably support 65,000 to 140,000 square feet of new retail, provided the commercial center is designed and built as a compact, walkable, integrated mixed-use center, implementing best-in-class architecture, in both the public and private realms and retail management best practices. Rohnert Park's primary trade area enjoys a significant competitive advantage due to accessibility, design, traffic and commute patterns, and lack of quality competition. The future downtown Rohnert Park commercial development is expected to benefit from the 2 million shoppers who visit the Safeway, Raley's, and Grocery Outlet shopping centers annually, spending over \$1.4 billion in 2021 alone. The full retail market analysis can be found at <https://bit.ly/RohnertParkRetail>
5. Surplus Land Act Compliance. On March 14, 2023, the City formally adopted a resolution declaring the property "exempt surplus land" pursuant to Government Code Section 54221(f)(1)(F)(ii) for projects over one acre with at least 300 residential units and 25 percent of units affordable to lower income households.
  - a. On April 17, 2023, the California Department of Housing and Community Development (HCD) determined that the Property qualifies as "exempt surplus land" under Government Code section 54221, subdivision (f)(1)(F)(ii). The City is permitted to proceed with the disposition of the Property. A copy of the HCD letter can be found at <https://bit.ly/ExemptSLA>
6. ALTA Survey. The prior owner of the site completed an ALTA survey illustrating general features on the site. A copy of the ALTA survey can be found at <https://bit.ly/RohnertParkALTA>

7. Off-site Infrastructure Plans. The Project site is served by utilities with sufficient capacity to support the proposed uses. These improvements can be found here: <https://bit.ly/RohnertParkOffSiteImprovements>
8. Additionally, a copy of the as-built infrastructure plans of the State Farm Insurance building from 1976 and the parking expansion from 2000 can be found at <https://bit.ly/RohnertParkDeveloperInfo>
9. Concept site layouts. The City has developed a series of site layouts for the site, which illustrate arrangements of land uses, that are also consistent with the Downtown FBC. These layouts, which are conceptual in nature and are not intended to limit the creativity of development teams, can be found in **Appendix A**.
10. Prohousing Designation. On Aug. 4, 2023, the City of Rohnert Park earned the State Prohousing Designation. This special distinction is awarded to jurisdictions who have enacted prohousing local policies that go beyond state law. Being a "prohousing jurisdiction" provides the city with a competitive advantage on some large state affordable housing and infrastructure grant programs. Rohnert Park is now one of 30 jurisdictions throughout California that have achieved the State's prohousing designation status. The City's press release can be found here: <https://bit.ly/ProhousingRP>

# 11. Responder Declaration Form

[Respondent's Letterhead]

To: [Insert delivery location]

Attention [Insert contact person]

In consideration of the City's agreement to consider submission in accordance with terms of the RFQ, the respondent hereby agrees and acknowledges that:

1. This response declaration form has been duly authorized and is validly executed.
2. The respondent is bound by all statements and representation in its submission.
3. The submission strictly conforms with the RFQ and any failure to strictly conform with the RFQ may, in the sole and absolute discretion of the City, be cause for rejection of the submission.
4. The submission is made without collusion or fraud.
5. The City reserves the right to verify information in the submission and conduct any background investigation including criminal record investigations, credit inquiries, litigation searches, bankruptcy registrations and taxpayer information investigation, or other investigation on all or any of the respondent team members, and by submitting a submission, the respondent and team members consent to the conduct of all or any such investigations of the City.

Acknowledgements with respect to the RFQ:

1. The respondent has received, read, examined, and understood the entire RFQ including all the terms and conditions, all documents listed on the RFQ and all addenda.
2. The respondent agrees to be bound by the entire RFQ including all the terms and conditions, all documents listed in the RFQ, and all addenda.
3. The respondent's representative identified below is fully authorized to represent the respondent in all matters related to its submission, including but limited to providing clarifications and additional information that may be requested in association with the RFQ.

- The respondent has had sufficient time to consider and has satisfied itself as to the applicability of the material in the RFQ and all conditions that may in any way affect its submission.

Evaluation of Submissions

- This RFQ is not an offer, a tender or a request for proposal. This RFQ is a request for qualifications and the responsibility of the City is therefore limited to consider submission in accordance with the RFQ.
- The City will determine respondents that move to the next phase of the selection process.
- The City reserves the right to extend the timeline of the RFQ as needed.

Respondent Team Consists of

Name	Address	Respondent Team Member or Key Individual	Role in Project

Respondent  
Name of Firm:

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Address:

-----

Telephone:

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Print Name of Authorized Signatory:

-----

Signature:

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# Request for Qualifications

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## Appendix A

## Downtown Rohnert Park Design Concepts

### RFQ ISSUE DATE

NOVEMBER 1, 2023

### RFQ CLOSE DATE

JANUARY 18, 2024

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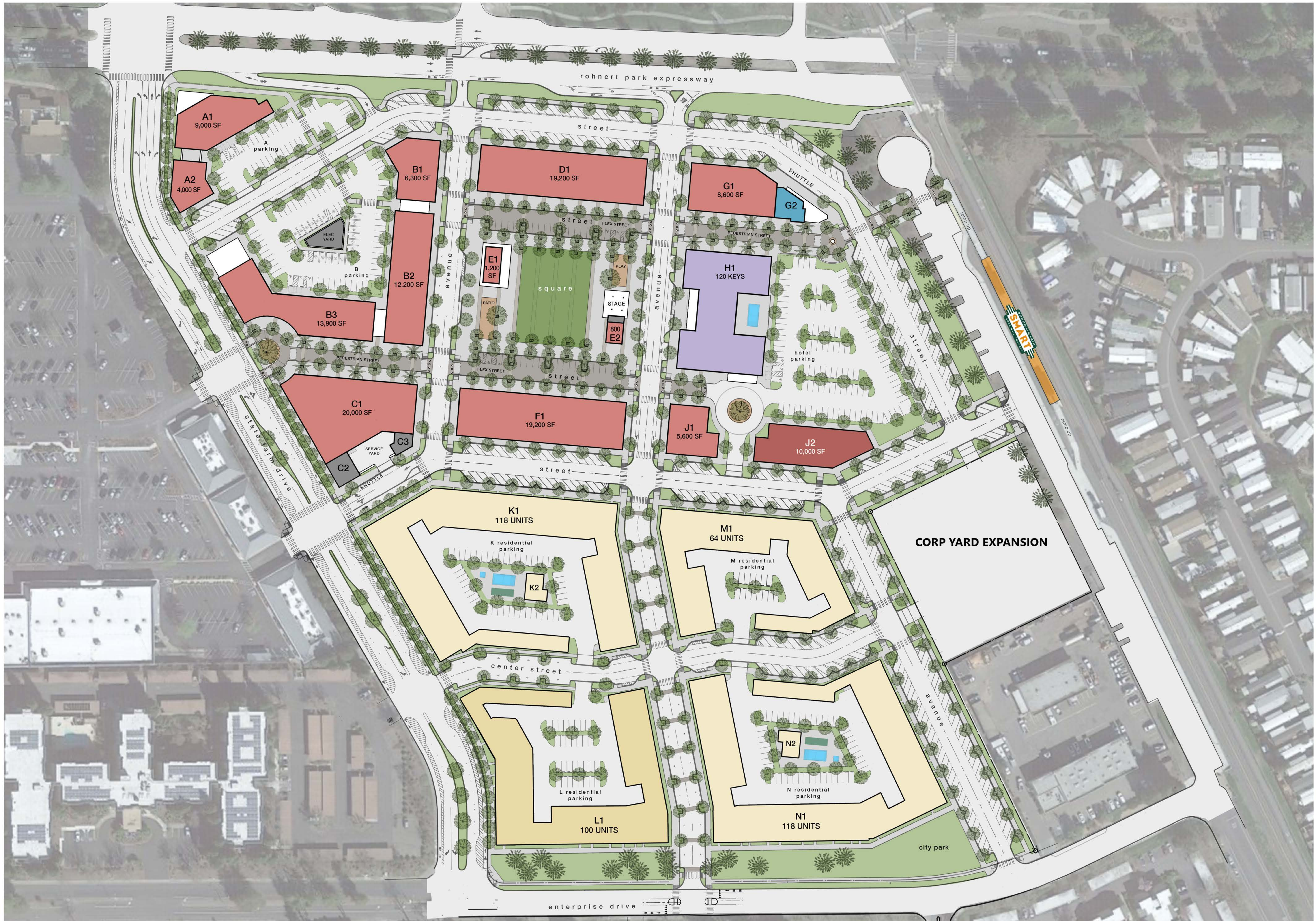
### ALL INQUIRES MUST BE DIRECTED TO:

[DowntownRP@rpcity.org](mailto:DowntownRP@rpcity.org)



# CONCEPTUAL

## Downtown Site Plan (Concept)



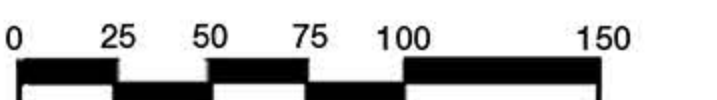
**PROGRAM**

RETAIL GLA:	120,000 SF
OFFICE:	10,000 SF
<b>HOTEL: 4 LEVEL 120 KEYS</b>	
5 LEVEL 160 KEYS	
<b>RESIDENTIAL: 300 UNITS</b>	
<b>AFFORDABLE: 100 UNITS</b>	
<b>TOTAL: 400 UNITS</b>	

**PARKING**

RETAIL - 480 STALLS - 4.0/1K SF
STREET - 360 STALLS
SURFACE - 120 STALLS - 1.0/1K SF
OFFICE - 0 STALLS - SHARED
STREET - 0 STALLS
HOTEL - 120 STALLS - 1.0/KEY
SURFACE - 120 STALLS
RESIDENTIAL - 300 STALLS - 1.0/UNIT
GARAGE - 194 STALLS
SURFACE - 106 STALLS
AFFORDABLE - 90 STALLS - 0.9/UNIT
GARAGE - 64 STALLS
SURFACE - 26 STALLS
RESID. STREET - 130 STALLS - 0.3/UNIT

- RETAIL/RESTAURANTS
- OFFICE
- HOTEL
- MARKET RATE HOUSING
- AFFORDABLE HOUSING
- RETAIL SUPPORT
- TRANSPORTATION HUB



Downtown  
Rohnert Park



CITY OF ROHNERT PARK

# CONCEPTUAL

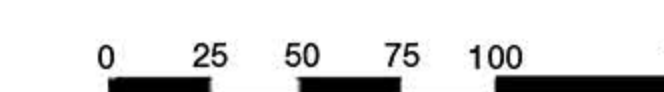
## Downtown Parking Study

**PROGRAM**  
**RETAIL GLA:** 120,000 SF  
**OFFICE:** 10,000 SF  
**HOTEL:** 4 LEVEL 120 KEYS  
 5 LEVEL 160 KEYS  
**RESIDENTIAL:** 300 UNITS  
**AFFORDABLE:** 100 UNITS  
**TOTAL:** 400 UNITS

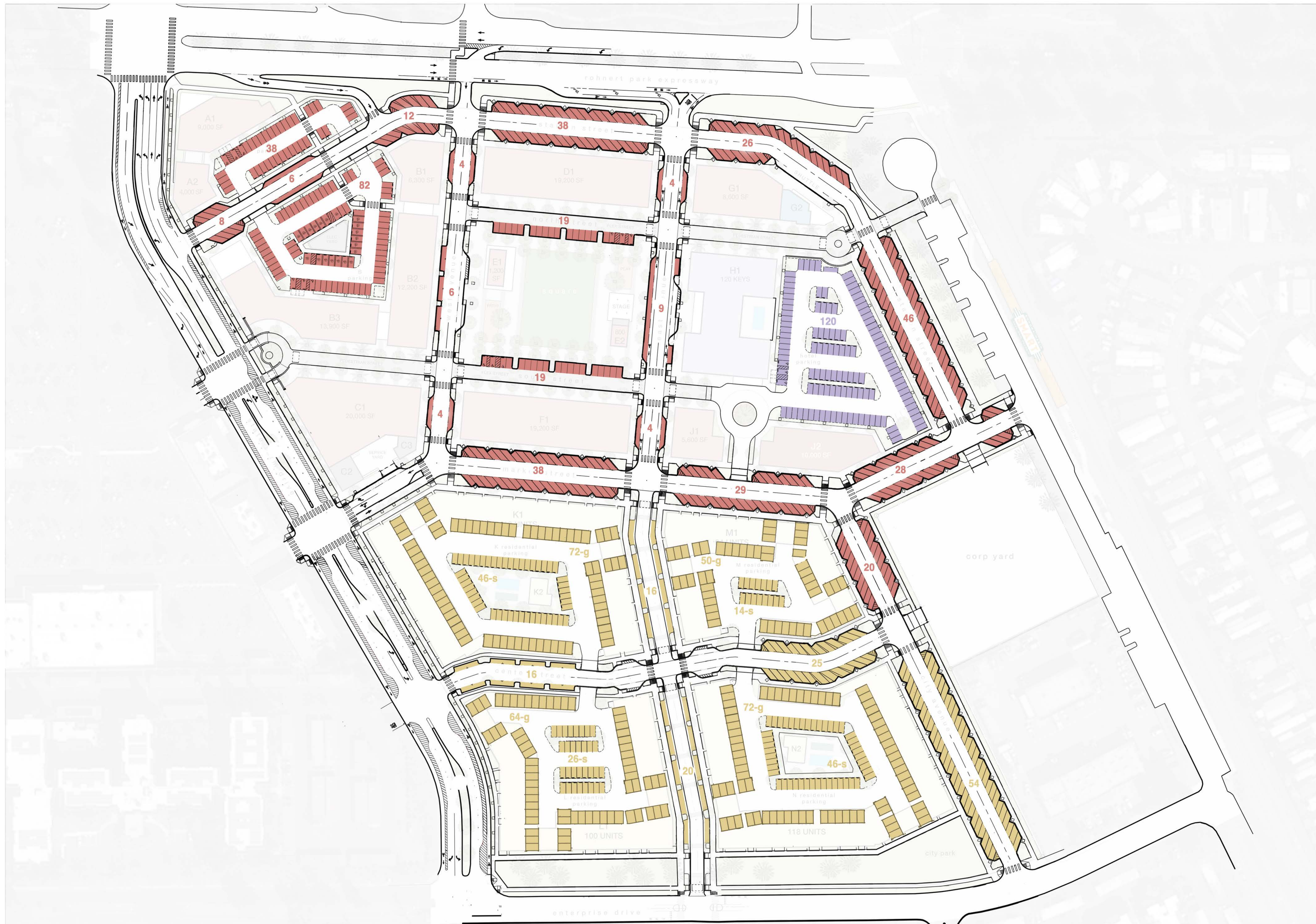
**PARKING**

- **RETAIL** - 480 STALLS - 4.0/1K SF  
 STREET - 360 STALLS  
 SURFACE - 120 STALLS - 1.0/1K SF
- **OFFICE** - 0 STALLS - SHARED  
 STREET - 0 STALLS
- **HOTEL** - 120 STALLS - 1.0/KEY  
 SURFACE - 120 STALLS
- **RESIDENTIAL** - 300 STALLS - 1.0/UNIT  
 GARAGE - 194 STALLS  
 SURFACE - 106 STALLS
- **AFFORDABLE** - 90 STALLS - 0.9/UNIT  
 GARAGE - 64 STALLS  
 SURFACE - 26 STALLS
- **RESID. STREET** - 130 STALLS - 0.3/UNIT

- RETAIL/RESTAURANTS
- OFFICE
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- RETAIL SUPPORT
- TRANSPORTATION HUB



CITY OF ROHNERT PARK

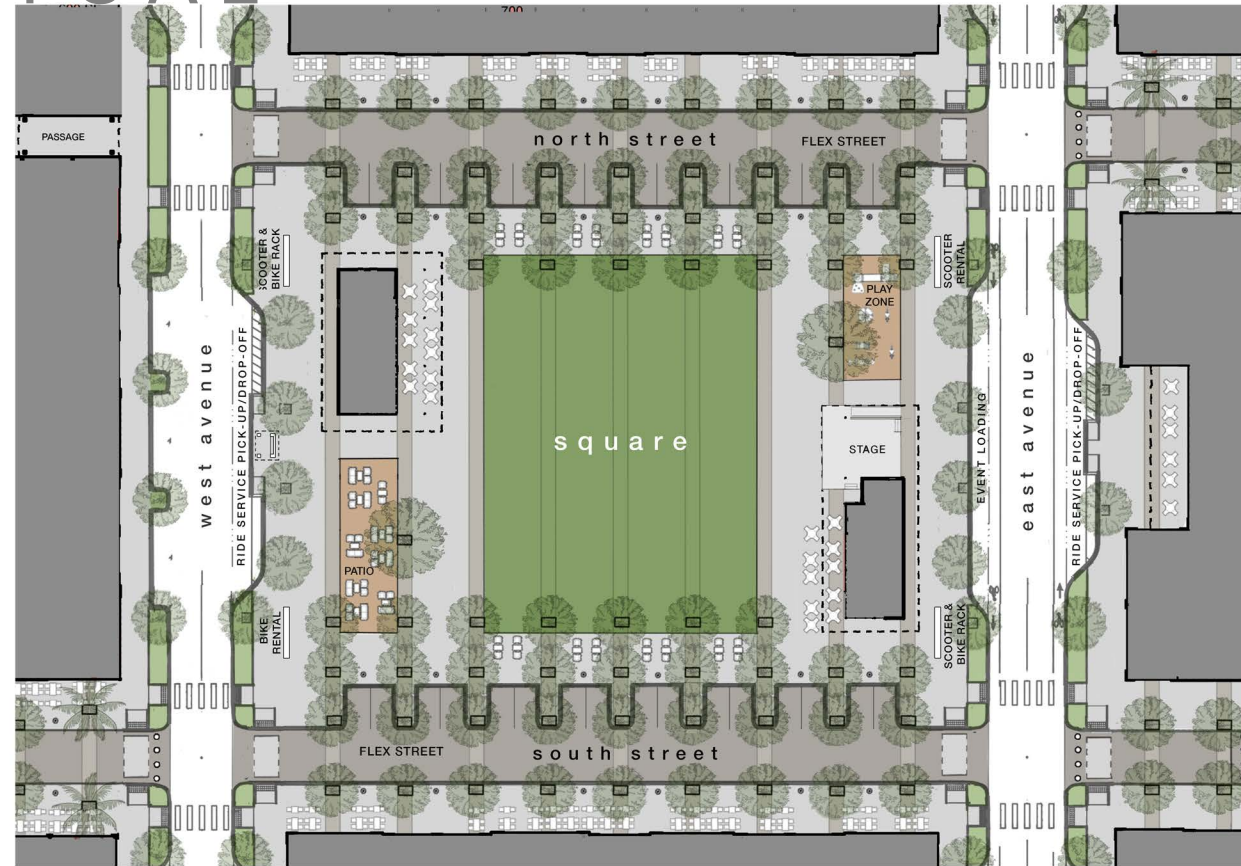


# CONCEPTUAL



FIVE STALLS PER BAY – PERPENDICULAR PARKING 47 stalls on the square

OPTION 1



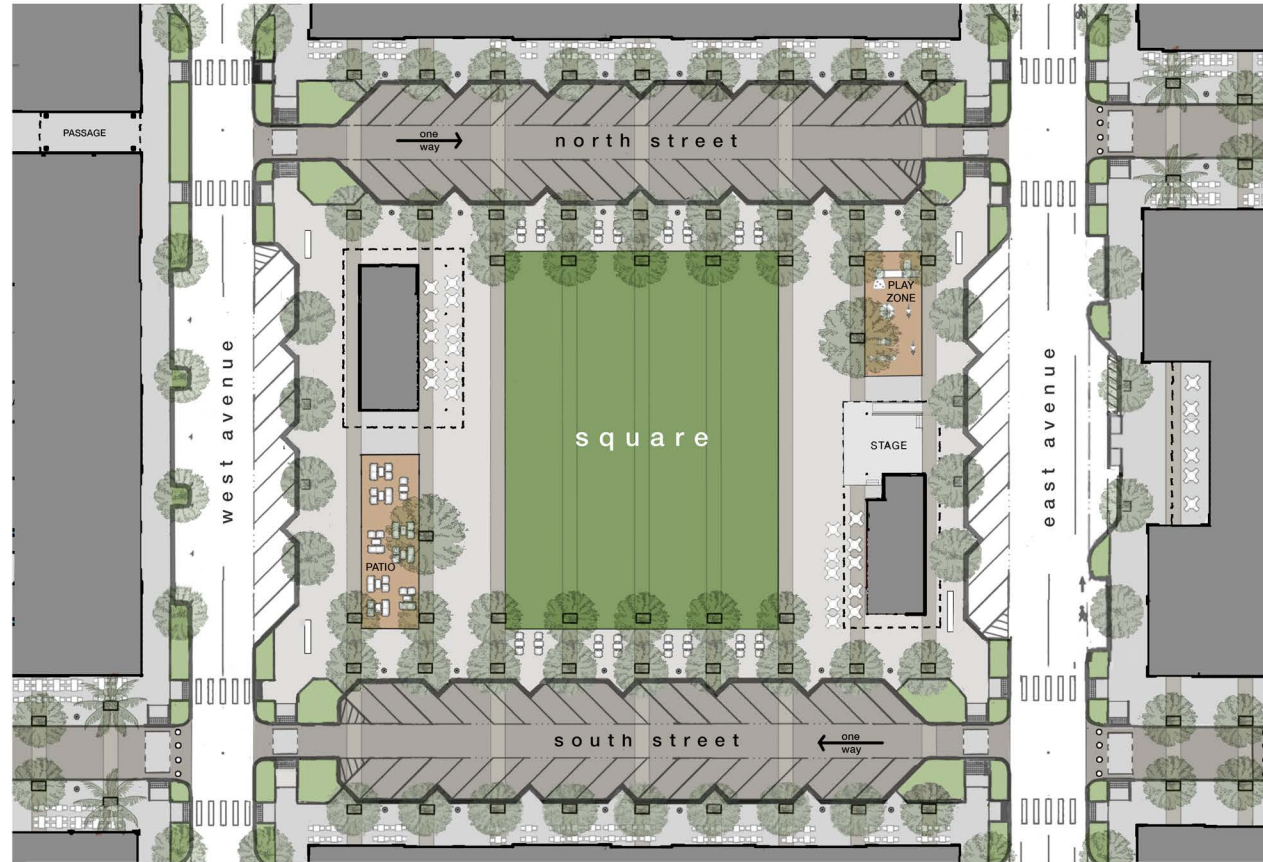
TWO STALLS PER BAY – PERPENDICULAR PARKING 39 stalls on the square

OPTION 2



DOUBLE SIDED – ANGLED & PARALLEL PARKING 75 stalls on the square

OPTION 3



DOUBLE SIDED - ONE WAY – ANGLED PARKING 104 stalls on the square

OPTION 4

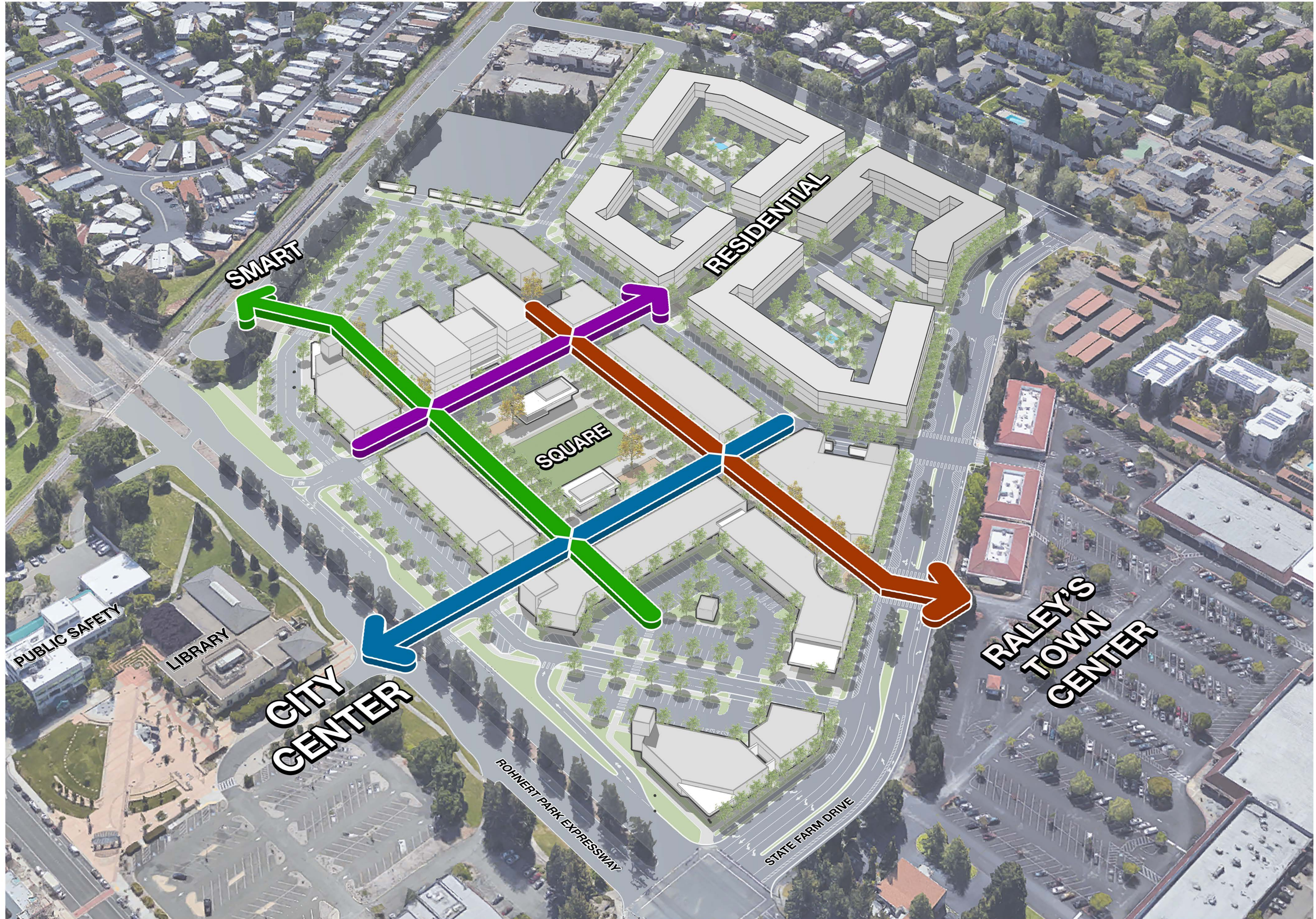
Square

FLEX STREET  
PARKING  
OPTIONS



# CONCEPTUAL

Downtown  
Connections



# CONCEPTUAL

Square

MUSIC  
ON THE  
SQUARE

PARAPET  
ROOF  
OPTION



# CONCEPTUAL

Square

MOVIE  
NIGHT AND  
MARKET



# CONCEPTUAL

Apartments

ROW HOUSE  
STYLE



# CONCEPTUAL

Square

SIDEWALK  
SEATING

