



City of Santa Ana  
Planning & Building Agency

# Downtown Mixed Use Development Opportunity

## Request for Qualifications



Issued: September 20, 2014

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Deadline for Submittal: **October 20, 2014 at  
5:00 p.m.**

# Introduction

The City invites qualifications from experienced commercial and residential development firms for the opportunity to partner with the City to develop a 1.43 acre site in the heart of downtown Santa Ana. The property located at the corner of 3<sup>rd</sup> Street and Broadway represents the largest developable parcel in the downtown with the greatest opportunity for development.

Santa Ana enjoys a young, vibrant population, an authentic downtown, and a thriving arts and culture scene. Downtown Santa Ana was recently awarded top honors by Orange Coast magazine as being the top downtown destination in Orange County. Downtown Santa Ana is an 18-hour downtown representing an ideal mix of retail, restaurants, art galleries, cinema and concert venues. Downtown Santa Ana draws residents and patrons from all over the County and Los Angeles to its eclectic mix of award winning restaurants like The Playground, Chapter One and Lola Gaspar.



Farmer’s Markets every Thursday and Art Walks on the first Saturday of each month bring in thousands to shop, dine and recreate downtown.

The property, located at 201 West 3<sup>rd</sup> Street, is fully owned by the City of Santa Ana and is debt free. Updated and innovative zoning for all of the downtown and extending out to the Santa Ana Regional Transportation Center (SARTC) was adopted in 2010. This form-based code provides maximum flexibility to property owners and developers to focus on quality building form and design. The City also recently completed a preliminary downtown parking analysis which supports the use of customized parking standards for any proposed development.



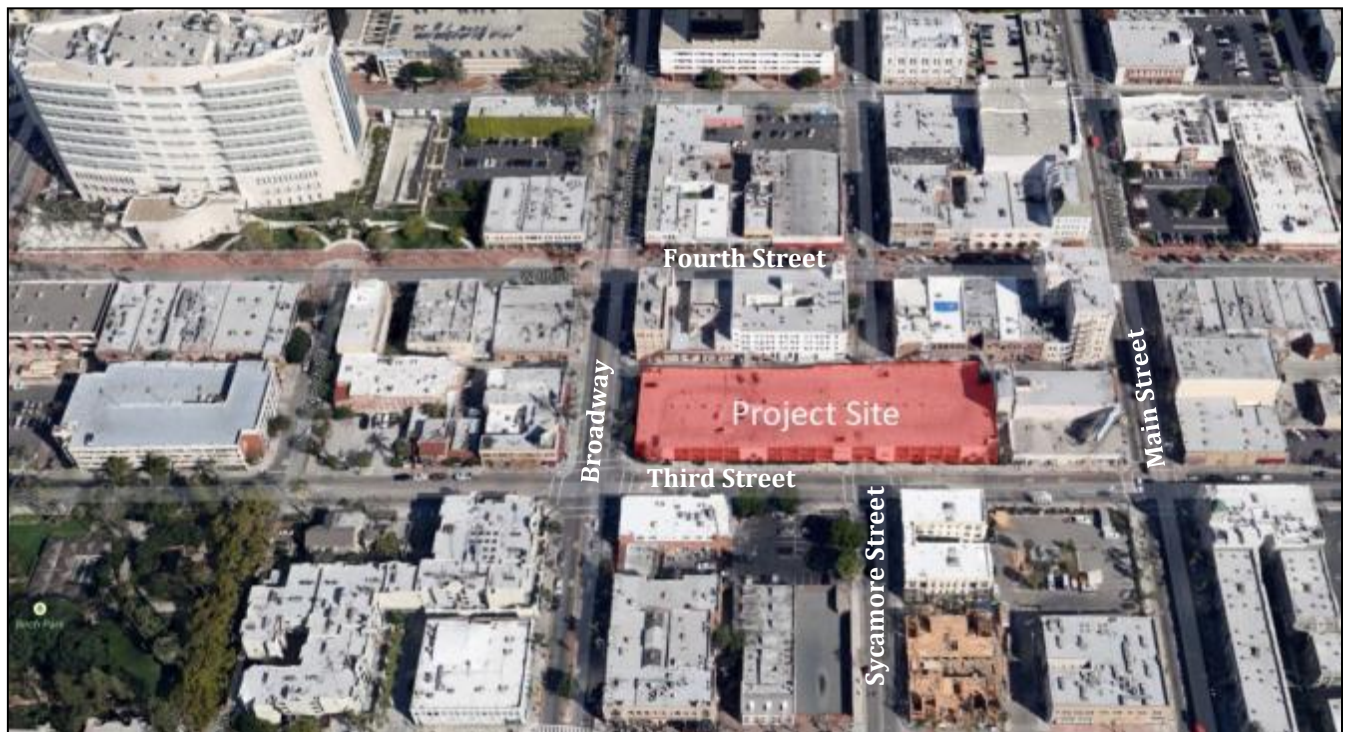
# Zoning & General Plan

The site is a 62,243 square foot (approximately 1.43 acres) rectangular parcel on the north side of 3<sup>rd</sup> Street between Broadway and Main Street near the Downtown.

The property is located within Specific Development 84, commonly known as the Transit Zoning Code, specifically within the Downtown (DT) subzone. This zone is applied to the historical shopping district of Santa Ana, a vital pedestrian oriented area that is defined by multi-story urban building types accommodating a mixture of retail, office, light service, and residential uses. The permitted uses and standards in this zone are intended to reinforce this



form and character while allowing for new context-sensitive infill development. The Transit Zoning Code is a form-based code meaning that the development standards vary based on the building type proposed. The General Plan land use designation for the property is District Center (DC).



# Project Goals / Vision

The City supports, and has performed a preliminary evaluation of a range of development scenarios at this location ranging from 5-stories to 10-stories (175 feet) in height. Irrespective of the ultimate project size, the City has developed a number of goals and expectations for the development which have been evaluated for feasibility by several outside sources including the Urban Land Institute and Kosmont Companies. Additionally, the City has worked with John Kaliski Architects to develop architectural models and renderings which represent realistic potential development scenarios including floor plans, unit sizes/count, required amenities and building infrastructure components. Ultimately, the City hopes proposed developments will be able to achieve the following design components:

1. The City will consider innovative parking strategies that provide for shared use between public parking and the parking required for the mixed-use development. One option includes the provision of City financed subterranean parking spaces and adequate bicycle parking.
2. Any proposed development must reconnect Sycamore Street between 3<sup>rd</sup> Street and 4<sup>th</sup> Street for both vehicle and pedestrian access.
3. The development must exemplify exceptional architecture and sustainable design and construction, generate street-level activity and provide visual interest.
4. Uses should complement recent commercial/retail innovations. Potential uses identified by the City Council Development and Transportation Committee include:
  - a. Retail experience centers, restaurants or other food related uses (food hall) favoring local/artisanal operators over national tenants. The development must also meet the concepts and standards identified in the Transit Zoning Code.
  - b. Residential or creative office on upper floors.
  - c. Hotel with live entertainment and opportunities for community benefits, including incorporation of an arts and cultural conference center.



5-story scenario - John Kaliski Architects



10-story scenario - John Kaliski Architects

5. The proposed development should present creative incorporation of public art/public space(s).
6. The City is open to considering a variety of conveyance structures such as a sale of the fee interest in the land, an installment sale, and a long-term ground lease. The RFQ response should identify the type of conveyance anticipated to be proposed by the respondent.

# **Submittal Requirements**

## **Format and Content -**

The City is determined to partner with a developer to complete a mixed-use project which is innovatively designed and will complement other developments and historic buildings in the downtown. As a result, the evaluation criteria will heavily weight a prospective developer's recent experience in working on projects of similar size, scope and quality.

Although the submittal format is flexible, at a minimum, 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 signed by a principal or authorized officer who may make legally binding commitments for the entity.
2. Team Members – Identify members of the development team and provide a brief description of each team member's role including the following:
  - Principles involved in the project
  - Résumés of key team members
  - Describe team member's proposed role and relevant experience with projects of similar nature and size and experience in and familiarity with development in Santa Ana
  - An organizational chart of the firm(s)
  - Identify the lead contact for the team
3. Demonstrated relevant development experience in high-quality construction of mixed-use developments consisting of a variety of uses which collectively include hotels, residential, pedestrian-oriented ground floor retail, and restaurant uses.
4. Development experience with development of public and private parking, as well as innovative parking solutions. The City envisions the inclusion of 200 publicly-financed subterranean parking spaces. Please provide a narrative as to how these spaces can be incorporated into the project including a construction cost estimate.
5. Demonstrated ability to secure funding for complex, mixed-use developments.
6. Demonstrated commitment to community participation and experience working with community groups.

# Submittal Requirements

## Submittal Date -

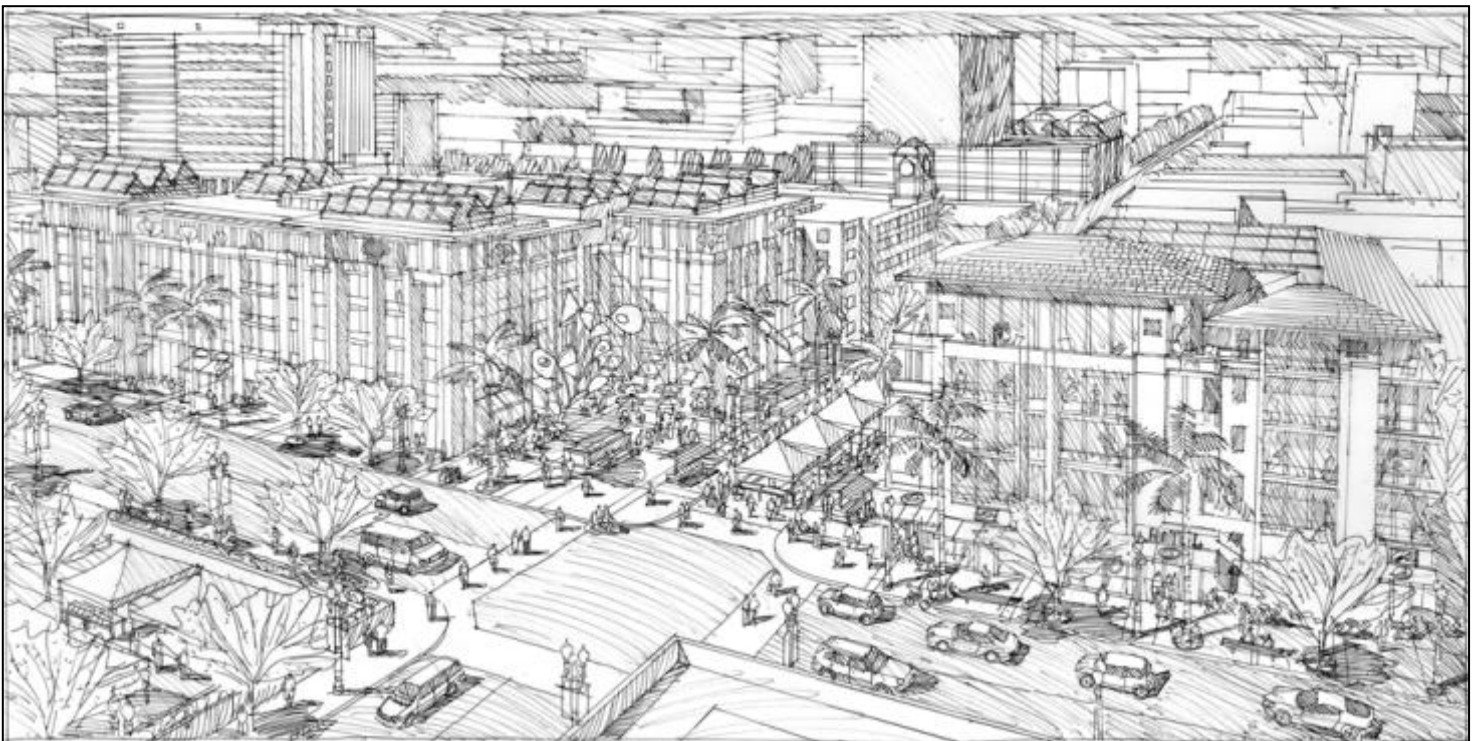
Please return qualifications for first review by **October 20, 2014 at 5:00 p.m.** The City may continue to solicit qualifications beyond the above date depending on the number and quality of submittals.

## Submittal Quantity and Contact -

Please provide (10) copies of the submittal in either printed or digital format to:

Karen Haluza  
City of Santa Ana – Planning and Building Agency  
20 Civic Center Plaza – M20  
Santa Ana, CA 92702

Submittals may also be sent via email to [KHaluza@santa-ana.org](mailto:KHaluza@santa-ana.org). If you have any questions, please call (714) 667-2728.



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