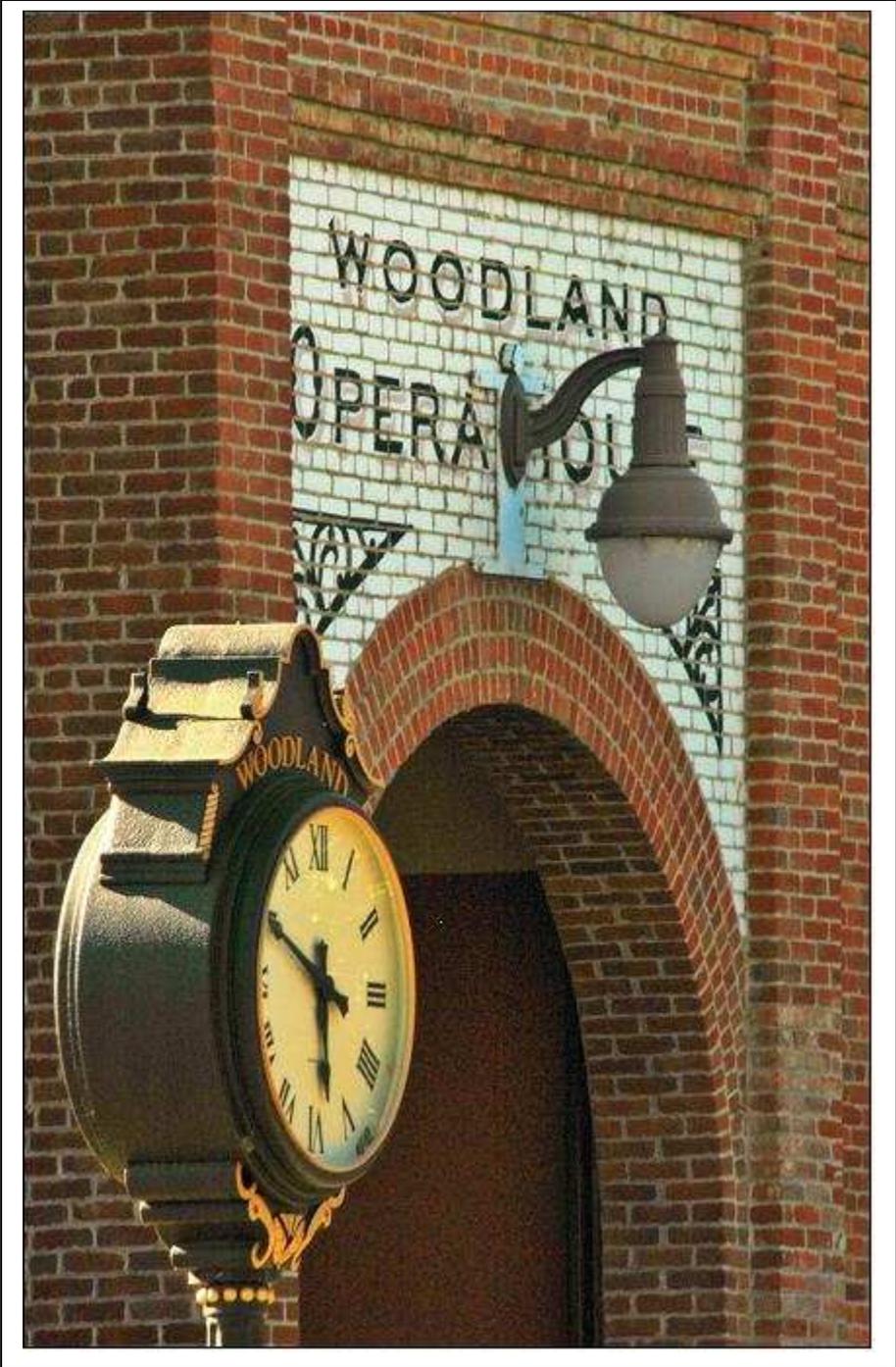


**City of Woodland Redevelopment Agency
Request for Proposals**



Infill Projects

The City of Woodland Redevelopment Agency Request for Proposals Redevelopment Infill Projects

Introduction:

The City of Woodland is issuing a Request for Proposals (RFP) for potential developers for redevelopment infill projects. Desired infill projects for the redevelopment area are market rate housing, commercial and/or mixed use projects with commercial and market rate housing. This request would allow the Agency to identify developer interest and key infill sites throughout the Redevelopment Area. Infill projects have been an untapped resource for the City. Infill was identified as a way for the City to grow, yet still maintain the principles that were set forth in the SACOG Blueprint Project and stay within the voter approved Urban Limit Line. Proposals will be judged on a myriad of criteria. The City is looking for innovative and experienced developers that can bring a project to completion on time and on budget.

Background:

Location:

The City of Woodland (the "City") is located in the Central Valley of California, which continues to be one of the most prosperous and fastest growing areas of the State. The City is 85 miles northeast of San Francisco, and, according to the State Department of Finance, the City population as of January 1, 2006 was approximately 53,000. Woodland lies on I-5 north of the State capital, Sacramento, and just a 15 minute drive from Sacramento Metropolitan Airport.

Attractions:

Woodland is known for its historic downtown. Restaurants, watering holes, small professional service businesses and offices keep Main Street as the center of town and anchor the Woodland community to its historic district. In the heart of downtown sits the City Hall, a 19th century valley classic that was rebuilt during the Depression. The residential neighborhoods between East and West streets are filled with tall trees and well-maintained houses of Victorian, Tudor and Craftsman design. During the 1980's several local property owners renovated key historical buildings. A jewel in the center of town is the Woodland Opera House, a national historic landmark and, since the 1970s, a state park. The brick opera house was closed for 76 years before it reopened in 1989 and today provides a gorgeous setting for live theater. The productions attract visitors both before and after the show, strolling in Downtown. Besides the Opera House, the Hotel Woodland, a Spanish Colonial Revival building, was restored to its former glory as well as a major renovation and expansion of the Woodland Public Library---a beautiful building constructed in the Mission Revival architectural style in 1862. In addition, the Downtown is starting to see new interest as there are currently proposals to build a new 165,000 square foot court house and a brand new multiplex.

Economic Conditions:

Throughout Yolo County, farming and ranching activities grossed nearly \$323 million in 1997. Since its incorporation in 1871, Woodland has owed its existence and growth to the nearby farms and ranches; many of the businesses in Woodland serve the farmers and farmer's families and employees and have done so for generations. Woodland's citizens continue to value the City's agricultural roots and its small town life. This history is reflected in its well-preserved, historic buildings lining Main Street-the heart of the community.

Both the county's and the City of Woodland's income levels and employment levels are among the lowest in the state. The area median income in Yolo County according to the 2000 U.S. Census was \$40,769. As of December of 2010, the State unemployment rate was 12.5%. During that same month, Yolo County had a 14.3% unemployment rate. Its median household income was a little higher than in the county at \$44,449.

Though dominated by agriculture, Woodland's economy has also relied on the warehouse and distribution activities that have developed here as result of the City's proximity to major state freeways. This sector generates relatively few jobs per square foot and creates primarily low-paying and/or seasonal jobs. Also, warehouse/distribution takes up large tracks of land that could be used for more dense development.

In addition, Woodland is the County Seat for Yolo County. This supports the City's economy by adding County offices as well as Court facilities that employ hundreds of local workers.

The City has a diverse mix of housing. The downtown is dominated by homes built in the late 19th and early part of the 20th century. The west side of town was built out in the mid 20th century and the southeast part of town built out in the 80's, 90's and early 2000's. The City has growth continuing in the Spring Lake Specific Plan Area located further southeast along County Road 102 which leads to the City of Davis. Expected completion of the specific plan is in the next fifteen years. This plan will add an additional 4,400 housing units. According to the 2000 Census, the City was approximately 59% home ownership units and 41% rental.

Reasons for RFP:

An important strength of infill projects is that they can be more cost efficient than building in new areas that have no infrastructure in place. Expanding into these areas requires a large amount of capital expenditures for infrastructure. It also increases traffic congestion and vehicle trips, as the further new housing is from existing facility, the more requirements for travel to access these services. Infill areas generally have

most of the expensive infrastructure already in place (i.e. curb, gutter, sidewalk, roads, and sewer). The Sacramento Area Council of Governments (SACOG) encourages infill housing under the blueprint for many reasons. Infill projects are generally closer to existing services such as schools, grocery stores, and public transportation. In addition, infill projects allow for the reuse of underutilized sites in the existing City.

One of the most important reasons for doing infill is to preserve land that is currently used for agricultural and other non-residential uses. Many developers tend to avoid infill development because of unknown factors such as condition of the infrastructure, capacity of utilities and possible contamination. Expanding into new areas, even though more expensive, may actually take less time because the developers know what they can expect. This attitude is a pervading reason why the Agency should try to encourage infill development.

The Developer:

The City of Woodland is looking for innovative developers. Developers are encouraged to look at infill site opportunities. The RFP process will allow staff to identify qualified developers who have experience in building and understand the process, and have found suitable sites on which to build their proposed projects.

The developers showing the ability to work with City staff and the neighborhood to build a consensus will be rated highly. The developer should have experience in building homes or commercial projects. In addition, the developer should be able to show the ability to secure funding for the proposed project. This could include letters of credit, proof of equity or personal guarantees. Preferably, the developer should have some previous experience with infill projects and understands the potential obstacles in regards to environmental, historical, and traffic issues in existing neighborhoods.

An important characteristic of any selected developer is that they can show that they can be successful in working with the residents of the surrounding neighborhood and gain support for their project. By nature, infill projects are surrounded by urbanized, developed areas, and must be considerate of the existing nearby property owners. The developer should be able to act as a liaison to gain support for their potential projects with the residents of the neighborhoods they intend to build in.

Neighborhood Outreach Plan:

The City will require each developer to submit a Neighborhood Outreach Plan. In this plan, the developer will identify what steps they intend to take to discuss their potential project with the neighborhood. They will also need to identify how they intend to overcome any community objections. It should also explain what steps they will take to get community “buy-off”. The plan should include items such as how they will contact

the neighbors, what kind of materials they will provide to the neighbors, and how they expect meetings to be conducted.

Agency Assistance:

Developers can ask the Redevelopment Agency for assistance as part of their project. The RDA can provide assistance in various ways. These include financial incentives, site assembly, and environmental clearances. Any financial assistance will need to be evaluated on a case by case basis. The developer will need to show that the Agency's assistance will be used to produce the greatest "bang for the buck" and will provide the greatest return for the neighborhood.

Point System:

Proposals will be judged by the Selection Committee on the following basis. Committee Members will give their judgment of what the score should be in each category. All scores will be averaged and this will determine the proposals final score.

Proposals will be evaluated on the following criteria:

Experience: (10 Points)

- 1) Development of similar projects (5 Points)
- 2) Number of infill homes built and/or commercial space (5 Points)

Outreach Plan: (20 Points)

- 1) Feasibility (5 Points)
- 2) Thoroughness (5 Points)
- 3) Details (10 Points)

Financial Capability: (20 Points)

- 1) Letter from Financial Institution or Letter of Credit (10 Points)
- 2) Proforma with sources and uses (5 Points)
- 3) Amount of Agency assistance being requested (5 Points)

Project Readiness: (50 Points)

- 1) Site Control (Not necessarily purchase of the land. A letter of intent or some form of participation by the owner is acceptable) (10 Points)
- 2) Preliminary Site Plan and Designs – Projects that have done some "due diligence" will be judged more highly and have shown some feasibility analysis (15 Points)
- 3) Environmental and Zoning Analysis –(10 Points)
- 4) Identification of possible development obstacles and constraints (15 Points)

Schedule:

March 16	Release RFP
April 5	Board consideration of purchase of one or more sites
May 13	Proposals Due
June 15	Board selection of one or more proposals
July 1	Approve Developer Disposition Agreement

Selection Committee:

The Redevelopment Agency Board has appointed a Selection Committee for review of the responses to the RFQ. The Selection Committee will be comprised of:

- two members of the Redevelopment Board, or their designees,
- a community member at large or person with special expertise,
- the Deputy Director of Community Development, or his designee,
- the Redevelopment Manager or her designee

Submittal Deadline:

A written response to the RFP is being solicited. Submittals should be clearly marked "Woodland Infill RFP". Proposals must be received no later than 4:00 PM on May 13th, 2011 at the following address:

City of Woodland
300 First Street
Woodland, CA 95695
Attn: Jamie McLeod, Redevelopment/Housing Analyst II

Late and faxed proposals will be returned. Postmarks and electronic submissions will not be accepted.

NOTE: The Redevelopment Agency reserves the right to reject any and all submissions for any reason. Responding to this RFP does not obligate the Agency to fund any application.

Exhibit

Potential Infill Sites



**“The Barn Site”
613-615 East Street**

- Located on the corner of East and East Oak Street
- Consists of four parcels that equal approximately 144,000 square feet or 3.3 acres
- Has General Commercial Zoning under the East Street Specific Plan which will allow for high density, multi-story single family homes. This action requires a Conditional Use Permit.
- Located within the Redevelopment Area.



“City Center Lofts” 333 Main Street

- Located on the corners of Elm and Main and Walnut and Main
- Land Size equals approximately 2.1 acres
- Has been rezoned to Mixed-Use for 171 units and 35,000 sq ft of Retail
- EIR was completed for the proposed project
- Located within the Redevelopment Area.



**“Oak Court Live/Work Site”
145 East Street**

- Located on the corner of East and Lemen Street
- Land Size equals approximately 2.25 acres
- Zoned General Commercial in the East Street Specific Plan
- Located within the Redevelopment Area so.