



REQUEST FOR STATEMENT OF QUALIFICATIONS

Contact

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Ground Lease &
Development of
Cedar-Kettner
Site

Little Italy -
San Diego

Pre-Submittal
Meeting
Nov. 20, 2015

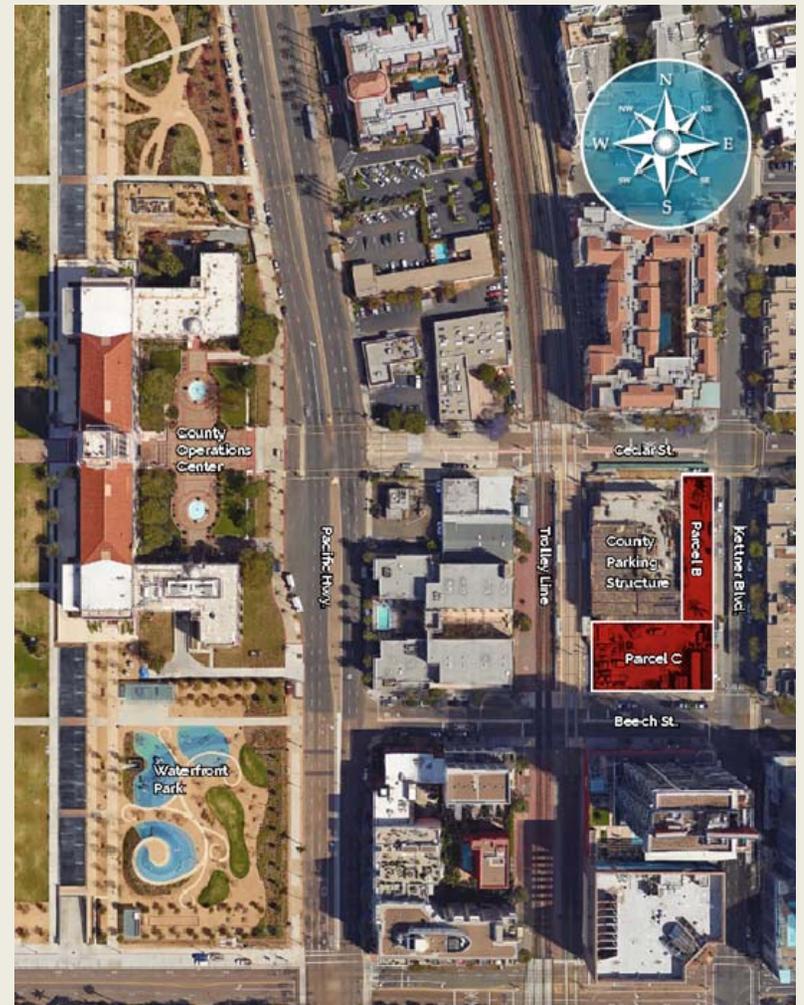
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PROJECT OVERVIEW

- **March, 1985 – County acquired Cedar-Kettner Site in Little Italy neighborhood**
- **Recent development of Waterfront Park required relocation of County employee parking to Cedar-Kettner site (NW corner of site)**
- **Remainder of Cedar-Kettner Site (Parcels B & C) available for ground lease and development**
- **County's Objectives**
 - **Maximize ground lease revenue**
 - **Develop Site consistent w/ applicable zoning & design guidelines**



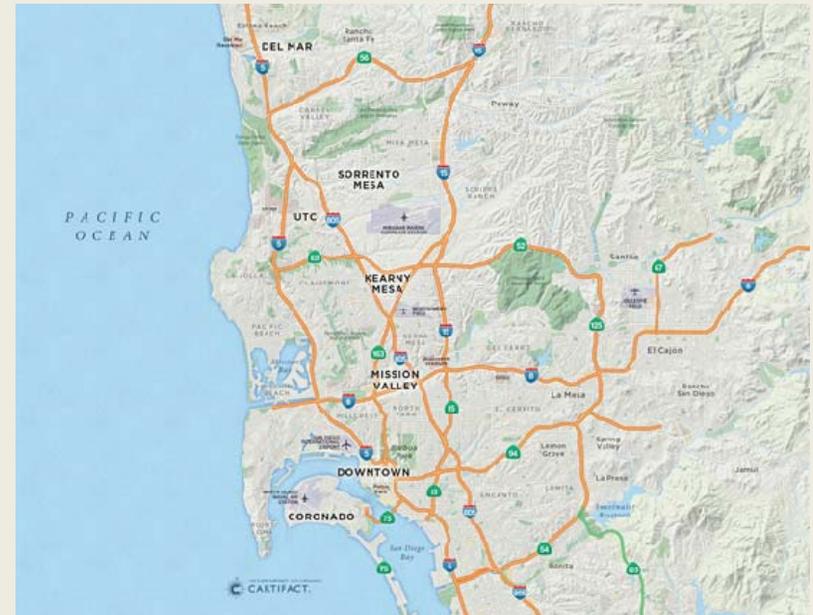
SCHEDULE

- Issuance of the RFSQ Nov. 13, 2015
- Pre-Submittal Conference Nov. 20, 2015
- RFSQ Questions Due Dec. 9, 2015
- **Submittal Due Date for RFSQ Dec. 18, 2015 (4pm)**
- Team Interviews (if needed) Feb. 2016
- Shortlisting for RFP Feb. 2016
- RFP Released to Shortlist Feb. 2016



SAN DIEGO COUNTY OVERVIEW

- **18 incorporated cities**
4,261 Square miles, 70 miles of Coastline
- **3.2 million people**
Second most populous in CA
- **800,000**
New Residents by 2030
- **4.4 Million population**
Expected population in 2050
- **202 Billion**
Annual GDP for the County
- **140,000 Tech. Jobs/6,500 Tech. Co.**
One of the foremost high-tech/life-sciences hubs in the US,
- **Highly-educated workforce**
35% of regional workforce hold bachelor or post-grad degrees (highest % per capita of any city)
- **Leader in the military defense sector**



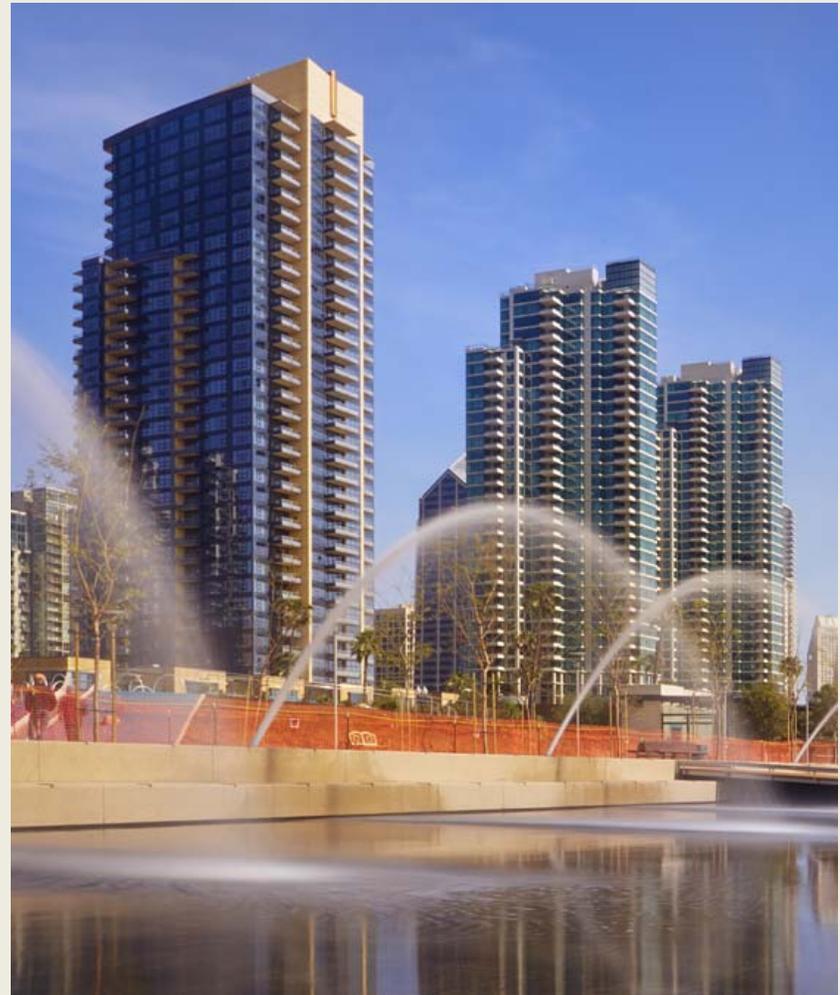
CITY OF SAN DIEGO OVERVIEW

- **1.3 Million** people
8th largest city in the US
- **300,000**
New Residents by 2030
- **1.9 Million population**
Expected population in 2050
- One of the “**Top 25 Best Large Cities** for Jobs & Business in America”
- Unemployment is at **5.1%** almost **1% less** than the **State average**.
- **Tourism & Entertainment** are huge drivers of the San Diego Economy



DOWNTOWN HOUSING OVERVIEW

- **40,000** residents downtown
- **12% growth in population** 2010 to 2015, highest of any submarket
- **3.6% average rent** growth past three years
- **3.1% rent growth** expected **2016**
- **Occupancy** expected at **94%** next four years



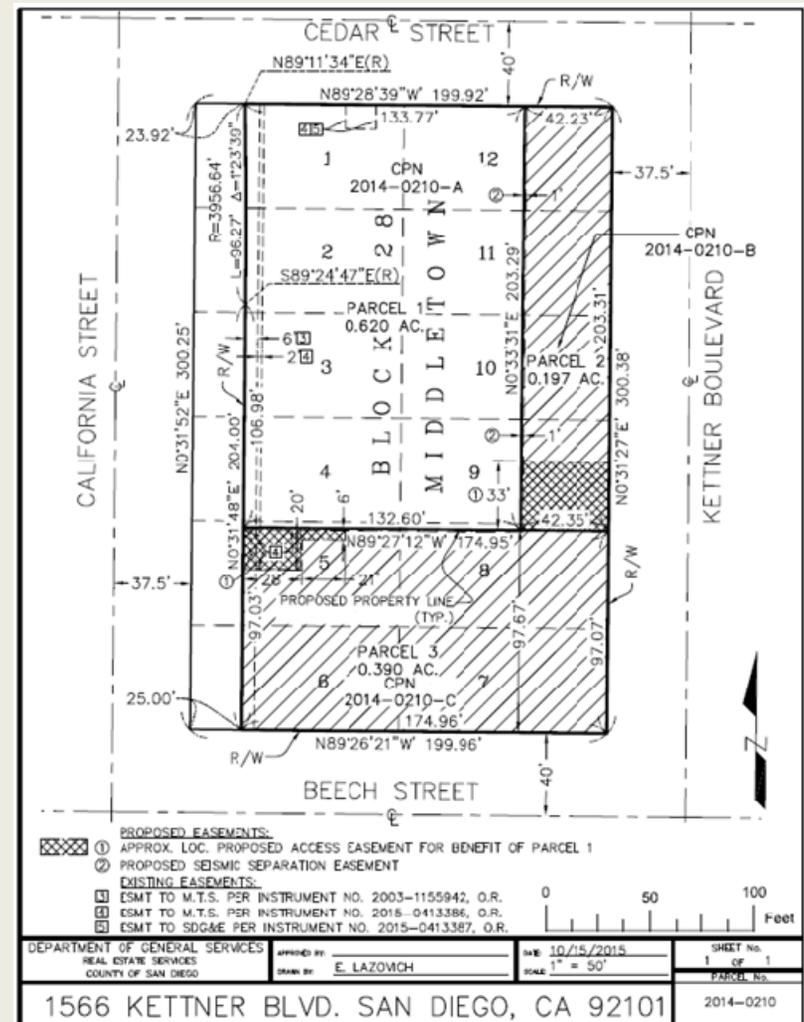
LITTLE ITALY OVERVIEW

- Originally home to San Diego's tuna fishing industry
- Now a vibrant and popular neighborhood filled with shops, cafes, and restaurants
- Neighborhood is defined by:
 - Laurel and Ash Streets to the North and South
 - I-5 and the Pacific Highway to the East and West
 - India St. is the main corridor through neighborhood (1 block E of Kettner Blvd.)
- Mix of residential developments (single-family homes, condos, row homes and live/work spaces)
- Hotbed of multi-family development



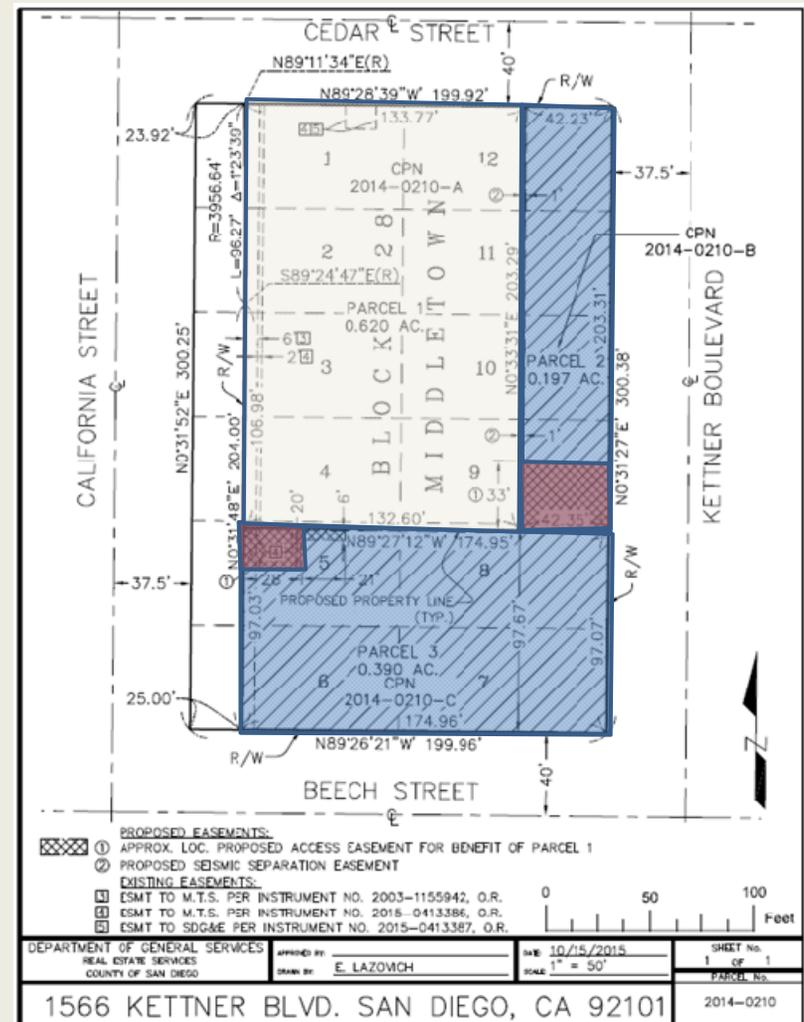
SITE CONTEXT

- Full city block bounded by Cedar Street, Kettner Boulevard, Beech Street and a Railroad/Metropolitan Transit District
- Parcel 2 (CPN: 2014-0210-B)
 - Approximately 42 feet x 203 feet
 - 8,581 total square feet
 - .197 acres
- Parcel 3 (CPN: 2014-0210-C)
 - Approximately 98 feet x 175 feet
 - 16,989 total square feet
 - .39 acres
- County is reserving 2 easements
 1. Approx. 33-foot wide access easement at the southern edge of Parcel 2 for vehicular ingress/egress
 2. Pedestrian access easement at the western edge of Parcel 3



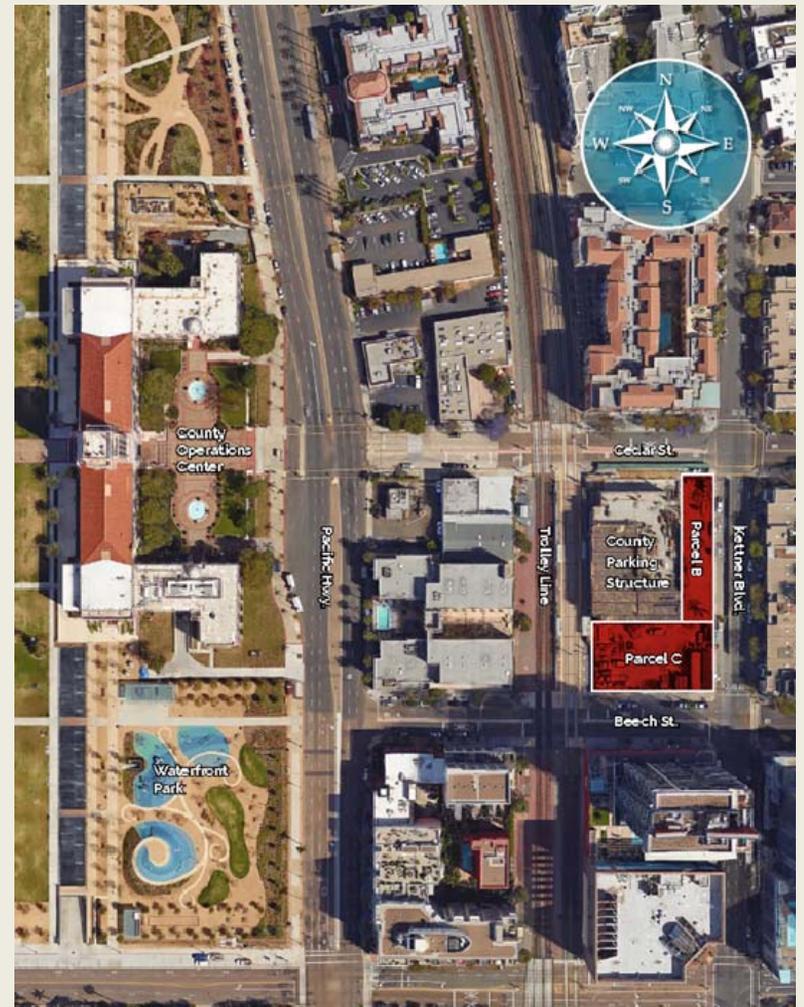
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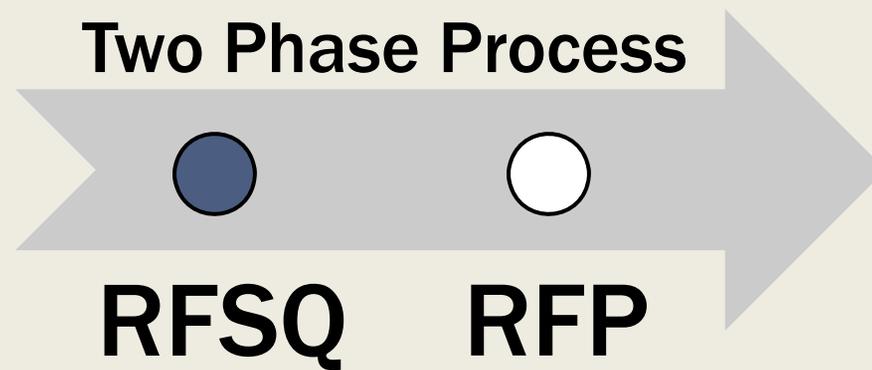


SITE CONTEXT

- **Site zoned as Residential Emphasis (RE)**
 - Zoning allows for variety of uses (office, hotel, and retail) but at least 80% of the gross floor area required to be residential
 - Allows for minimum floor area ratio (“FAR”) of 3.5 and a maximum FAR of 6.0.
 - FAR bonus may be earned and/or purchased allowing for a maximum FAR of 8.0.
 - Lies within the Little Italy Sun Access (LISA) overlay zone of the Centre City Planned District Ordinance (PDO)
- **Outstanding access to I-5 (.6 mile) and a few short blocks to the County’s Waterfront Park & North San Diego Bay**
- **Light rail station (County Center / Little Italy Station) directly on Site’s western border**



SOLICITATION PROCESS



REQUEST FOR STATEMENT OF QUALIFICATIONS (RFSQ)

Create a Pool

- Cast a wide net

Qualify Teams

- Evaluate personnel
- Evaluate experience

Shortlist

- Highly likely to succeed
- Participate in RFP



REQUEST FOR PROPOSALS (RFP)

Evaluate Project Concept

- Preliminary Design Drawings
- Financing Strategies & Proformas

Evaluate Economics

- Ground Lease Proposal
- Construction Cost

Select

- Select a Development Team
- Begin Negotiations



RFSQ PACKAGE OVERVIEW

SECTION 1 – Introduction & Overview

SECTION 2 – Solicitation Schedule, Instructions & County Contact

SECTION 3 – Proposed Development Opportunity

SECTION 4 – RFSQ Requirements

SECTION 5 – Evaluation Criteria



RFSQ – SECTION 1

Introduction & Overview

- Purpose of Solicitation
- Project Background
- Overview of Two-Stage Solicitation Process



RFSQ – SECTION 2

Solicitation Schedule, Instructions & County Contact

- Solicitation Schedule
- Submission Instructions
- County Contact



RFSQ – SECTION 3

Proposed Development Opportunity

- Market Overview
- Site Description
- Review of Planning Documents



RFSQ – SECTION 4

RFSQ Requirements

- **Required RFSQ Package Documents**
 - Transmittal Letter, Executive Summary, etc...
- **Proposed Development Team**
- **Project-Related Experience**
- **Project Personnel & Organization Chart**
- **References**
- **Financial Information**
 - Litigation & Bankruptcy History



RFSQ – SECTION 5

Evaluation Criteria

- **Pass-Fail Criteria**
 - **Administrative**
 - **Financial**
 - **Technical**
 - **Key Personnel**



QUESTIONS?

