

# Castro Valley MAC



Presentation on Draft Request for Interest/Development Concept for 3295 Castro Valley Boulevard

February 22, 2017

# Tonight

- Present the Draft Request for Interest/Development Concept
- Solicit community feedback and MAC guidance on Draft Request For Interest/Development Concept



# Background



- In 2011, the former Redevelopment Agency purchased the Daughtrey's property as a catalyst site for commercial development
- Dissolution of all redevelopment agencies became official in February 2012.
- Requirements for the disposition of former Redevelopment properties changed over time.
- Greensfelder Development was selected as the preferred developer for the site in 2012 and the County approved a DDA in 2014.
- Actual transfer of the property from the Successor Agency to the County was finalized in February 2016.
- Greensfelder withdrew in November 2016 after proposed tenant was rejected by MAC
- ECD has received several unsolicited inquiries from interested developers - several have toured the building



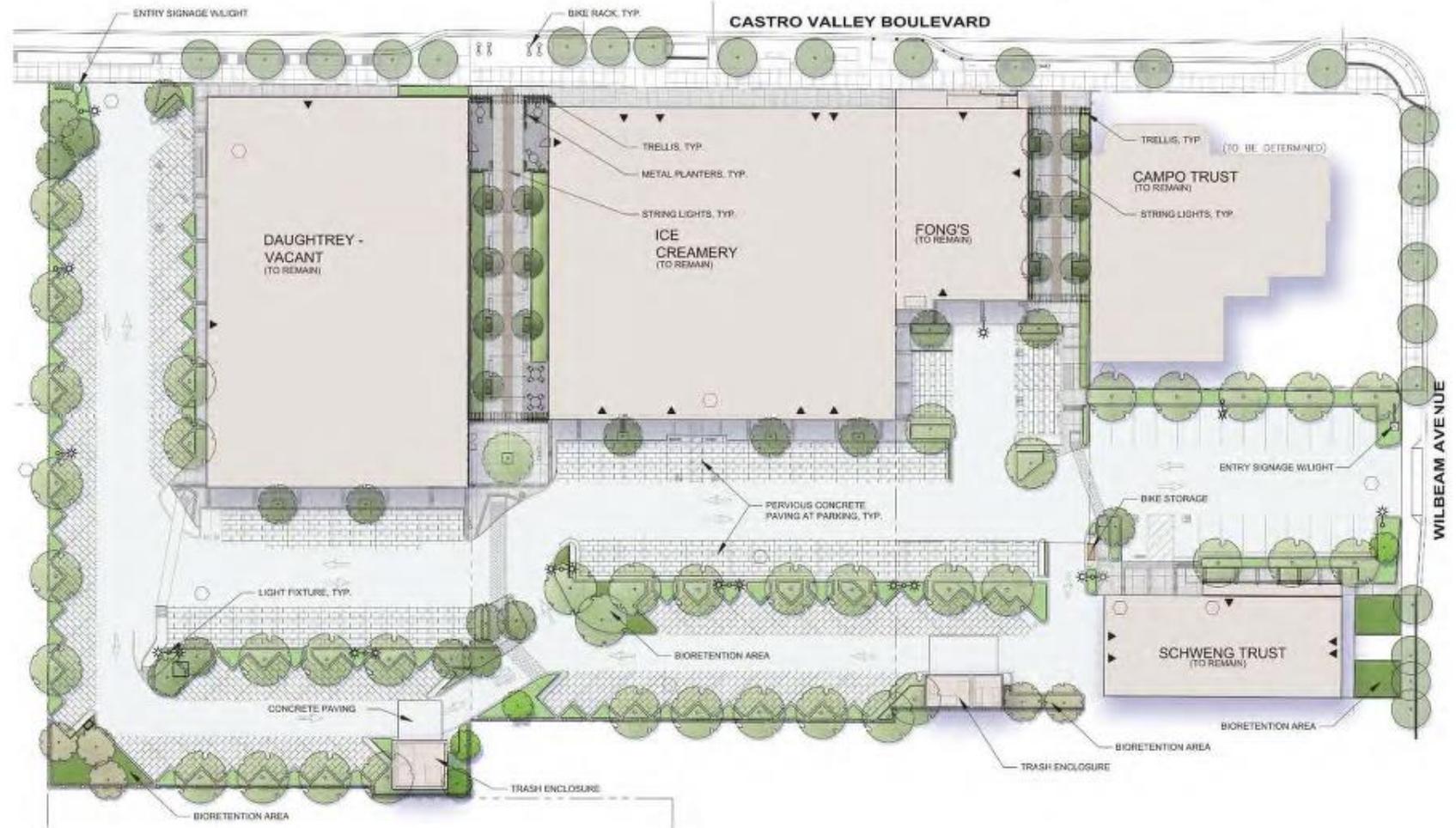
**3295 Castro Valley Bl.**

# Summary of Draft RFI/Dev. Concept



- Departure from prior approach
- More proactive - prescribes desired uses and sets goals for site
- Seeking a public/private partnership
- The County is more interested in achieving these goals than in maximizing the land value.

# Shared Parking





**3295 Castro Valley Bl.**

# Draft RFI Expectations



- **County's expectations for this catalyst site**

- an upscale restaurant, food-related and retail project offering new, unique choices
- a catalyst project that will bring new customers, shoppers and diners to downtown Castro Valley
- a project that incorporates the new paseo with opportunities for outdoor dining and active uses
- a project that delivers a transformative design and outstanding architecture
- a project that will generate new sales and property tax revenues

# DRAFT RFI Criteria



- **Criteria for selection of preferred development concept**
  - Development Team qualifications and financial capacity
  - Meets the community's desire for high-quality retail, dining and food-related experiences
  - Transformative design and outstanding architecture
  - Proven track record in completing development projects
  - Project Timing - including milestones such as construction commencement and project completion
  - Revenue generation - new property and sales tax revenues

# Draft RFI Schedule and Selection Process



## Schedule:

- RFI/Dev. Concept issued on Wednesday, March 1
- Site Tour and Staff Q & A on Wednesday, March 8, 2 to 4 PM
- Responses due by Friday, March 24th by 5 PM
- Staff and Consultant Evaluations of Proposals, April
- Interviews with Selection Panel -May 10 & 12
- Follow-Up Interviews (if needed) - Tentative, week if May 15-19
- Selection date for outstanding proposal: June 1, 2017
- Selection Committee: ECD, Planning, SPA, MAC, ECD Consultant
- Summary, Proposal Evaluations and Selection Committee Recommendation will be presented to MAC

# Draft RFI - Opportunities for Public Input



- This evening's MAC meeting
- ECD report out on Selection Committee's recommended preferred developer/development team to MAC meeting
- Presentation to Unincorp. Services Committee - draft Exclusive Right to Negotiate (ERNA) with preferred developer/development team
- Board of Supervisors consideration of ERNA
- ECD presents draft Disposition & Development Agreement (DDA) to MAC
- Presentation to unincorporated community-Draft DDA
- Board of Supervisors Public Hearing on DDA
- Site Development Review Process

# Why Move Forward Now



- ECD recommends moving forward now
  - Take advantage of strong, unsolicited developer interest
  - Capitalize on County's \$4.8 million investment in Shared Parking Lot/Paseo
  - Fulfills the County's goal to catalyze this prime opportunity site

Questions?

