

**SUCCESSOR AGENCY OF THE
CITY OF CORONA**

**REQUEST FOR PROPOSALS
FOR THE
PURCHASE AND DEVELOPMENT
OF THE CORONA MALL NORTH**

October 24, 2014

PART ONE - INTRODUCTION

The Successor Agency of the City of Corona, California (“Successor Agency”) is issuing a Request for Proposals for the selection of a developer to purchase and develop the Corona Mall North area, see Exhibit A.

The Successor Agency is looking for a strong buyer that has the experience, expertise, vision, talent, financial capability and long-term commitment to purchase all Successor Agency owned properties within the Corona Mall North area and ensure the preparation and implementation of a comprehensive development for the entire Corona Mall North area. The Successor Agency seeks a public/private partnership with those entities that are committed to prepare and implement a master plan of the Corona Mall North area in cooperation with the properties being sold in said area and serve as the developer to implement all facets, including:

- Public relations as well as interfacing with the general public and key downtown stakeholders concerning the master plan of the Corona Mall North;
- Assembling a high quality planning team to undertake a comprehensive assessment of the opportunities and constraints in the downtown area and a plan of action;
- Completing a master plan of the entire Corona Mall North area;
- Assembling all land needed to develop the master plan in conjunction with Successor Agency properties being sold;
- Implementing a development plan, including the construction of all required public and private infrastructure, improvements and facilities needed to support the proposed new development.

PART TWO – THE REQUEST FOR QUALIFICATIONS

Applicant Qualifications

The Successor Agency will evaluate the qualifications of each applicant based on their financial capacity to purchase all Successor Agency owned properties, City of Corona (“City”) owned properties and non-Successor Agency owned properties within the Corona Mall North area. Applicants shall demonstrate the abilities, financial resources and qualifications listed below. The information should be presented in the Proposal in the same order as indicated.

1. Provide a summary of the applicant’s organizational capacity for a large scale development project, and relevant credentials. Provide a synopsis of the applicant’s past experience and qualifications with the development and implementation of other master plans, as well as performance as a master developer. In order to demonstrate that it has the requisite experience and expertise to function as the buyer and developer for the Corona Mall North area, the proposed buyer shall have served as a master developer, owner-developer or primary developer in other large scale development projects during the course of the prior 10 years. Relevant development projects need not be limited only to

California, and a broad range of multi-jurisdictional experience will be considered. The proposed buyer must demonstrate this expertise and experience to the satisfaction of the Successor Agency.

2. Describe experience specifically with large-scale development projects, especially experience with assembling a large number of parcels in separate ownership. Describe experience in incentivizing the sale of property owned by unwilling sellers and list the tools that have been used successfully in a comprehensive land assembly strategy.
3. List the composition of the applicant's planning team and project development team and their experience with large-scale development or redevelopment projects. If using consultants, identify the consultant to be used and describe their qualifications to prepare and implement the purchase and development plan for the Corona Mall North area.
4. Provide a list of successful development projects in other jurisdictions in the last 10-years. Provide a description of the work performed including the date, location, scope of work, implementation schedule, financial resources involved and references for each project.
5. Describe your financial strength and depth of financial assets/resources, including liquidity of assets, to establish financial ability to: a) promptly acquire all properties necessary for the project, which at a minimum must include the Successor Agency properties, b) implement the planning process, and c) construct all improvements and development for the Corona Mall North area. Describe available financial resources through a combination of equity participation and financing commitments from institutional and other lenders to implement the master plan.

PART THREE - REQUEST FOR PROPOSAL

In addition to the applicant's qualifications, the Successor Agency is interested in understanding the vision that is contemplated by each applicant. To that end, each submittal shall also contain a conceptual land use plan of the proposed Corona Mall North area conveying the mix and intensities of land uses that maximize the development potential of the area. This exercise SHOULD NOT be constrained by existing general plan and zoning requirements, as the City's general plan and zoning ordinances may be amended, with City Council concurrence, but rather reflect the conceptual development possibilities for the area.

The proposal should also contain the following:

1. Provide a complete and thorough narrative description of the approach to be used in the development of the Corona Mall North area. Include a proposed

schedule of performance for the acquisition of properties and development of the project.

2. After the purchase of the Successor Agency owned properties, please describe how community outreach and public relations will be used to engage and inform the community about redevelopment of the Corona Mall North area. Describe your experience and successful strategies in working with historic preservation groups, downtown merchants and business owners, affordable housing advocates, chambers of commerce and various other stakeholders.
3. State how the Buyer/Developer intends to demonstrate vision and communicate the new vision for the Corona Mall North area to the community, non-profit groups, City Council and stakeholders.
4. Please describe thoroughly the applicant's development and investment strategy, especially the ability to act as a long-term investor and how that model will be implemented for this project.

PART FOUR - EVALUATION

Evaluation Process

The firm determined to be the most qualified, in the Successor Agency's sole and absolute discretion, will be based on: (1) financial capability to fund the timely purchase of Successor Agency properties and development/implementation of the master plan as well as financial capability for assembly of remaining non-Successor Agency owned properties in the Corona Mall North area; (2) prior experience with large-scale development projects or infill projects; (3) strength of project understanding and proposed methodology for final development; (4) quality of proposal; (5) qualifications of the developer and the development team; (6) strength of the submitted conceptual land use plan and renderings.

The Successor Agency reserves the right to request additional information and materials to clarify any submission received and to accept or reject any or all proposals submitted. For its own convenience, the Successor Agency reserves the right to waive any defects in the proposals if necessary.

This Request for Proposals and the Successor Agency Board's evaluation process shall not in any way be deemed to create a binding contract of any kind between the Successor Agency and any applicant. The applicant acknowledges and agrees that in submitting a proposal pursuant to this Request for Proposals, the preparation of all materials for submittal and all presentations are at their sole cost and expense and the Successor Agency shall not under any circumstances be responsible for any cost or expenses incurred by the applicant in this regard. In addition, the applicant acknowledges and agrees that all submitted proposals shall remain the property of the Successor Agency. Statements and other materials submitted will not be returned

unless portions of the submittals are designated as proprietary at the time of submittal and are requested to be returned.

Selection Schedule

Request Proposal issued	Friday, October 24, 2014
Proposals Due	Wednesday, November 12, 2014 at 5:00 pm
Study Session Presentation	Wednesday, November 19, 2014 at 3:30 pm
Selection	TBD (as discussed below)

Proposal Submission

The Proposal shall include all the elements discussed to produce a complete submittal package for the referenced project. **Ten (10) copies of the Proposals shall be delivered no later than 5:00 pm on Wednesday, November 12, 2014 to:**

Darrell Talbert
Administrative Services Director
Successor Agency of the City of Corona
400 S. Vicentia Avenue
Corona, CA 92878

No postmarks or facsimiles will be accepted. All proposals shall be signed by the individual or official with the authority to bind the applicant in its proposal. The Successor Agency may request modifications to any or all proposals and/or reject any or all proposals. All proposals shall be valid for a 90 day period from the submittal date.

Proposal Inquiries

If you have any questions regarding this Request for Proposals, direct your inquiries to:

Cynthia Lara, Administrative Services Manager, at (951) 739-4963
Cynthia.Lara@ci.corona.ca.us

Rules for Proposal

The signer of the proposal must declare, in writing, that the only person, persons, company or parties interested in the proposal as principals are named herein; that the proposal is made without collusion with any other person, persons, company or parties submitting a proposal; that it is in all respects fair and in good faith without collusion or fraud, and the signer of the proposal has full authority to bind the Developer.

Rules for Presentation

Each applicant shall be allotted 30 minutes to present and answer questions from the Successor Agency Board at the Study Session. Materials for the presentation may include, but are not limited to, story boards, power point, videos, handouts, etc. The Study Session is a public meeting conducted per the Brown Act.

Selection & Regulations

The Successor Agency and City may not make its selection at the close of the study session. Its consideration may be made at future open or closed session meetings of the legislative bodies, depending upon the nature and qualifications of proposals and applicable law. The selected master developer will be expected to negotiate in good faith and enter into a disposition and development agreement to the satisfaction of the Successor Agency and City, and comply with all applicable federal and state regulations, local codes and contract provisions.

**EXHIBIT A
CORONA MALL NORTH Area**



1	480 CORONA MALL	117143015	2.74
2	599 CORONA MALL	117151022	3.41
3		117151014	0.25
4	405 CORONA MALL	117151002	0.23
5	402 CORONA MALL	117143033	0.14
6	400 S RAMONA AV	117151023	0.50
7		117143035	0.02
8		117143034	0.02
9		117143030	0.01
10	422 CORONA MALL	117143031	0.06
11	425 CORONA MALL	117151019	0.06
12	442 CORONA MALL	117143032	0.06
13	415 CORONA MALL	117151021	0.13
14	462 CORONA MALL	117143017	0.11
15	474 CORONA MALL	117151020	0.06
16	482 CORONA MALL	117143018	0.09
17	487 CORONA MALL	117151003	0.03
18	131 CORONA MALL	117151018	0.03
19	141 CORONA MALL	117143009	0.01
20		117151013	0.09
21	496 CORONA MALL	117143036	0.06
22	505 CORONA MALL	117151004	0.20
23	500 CORONA MALL	117143037	0.20
24	525 CORONA MALL	117151005	0.14
25	508 S MAIN ST	117143038	0.26
26		117151012	0.10
27	514 S MAIN ST	117143039	0.09
28	555 CORONA MALL	117151006	0.06
29	518 S MAIN ST	117143040	0.11
30	577 CORONA MALL	117151015	0.08
31	579 CORONA MALL	117151016	0.12
32	113 E SIXTH ST	117143002	0.05
33	580 CORONA MALL	117143024	0.05
34		117143026	0.05
35	588 CORONA MALL	117143025	0.05
36	591 CORONA MALL	117151007	0.07

	Successor Agency Properties
	City of Corona Properties
	Private Properties

Acreege Breakdown

North

Successor Agency - 1.55 Acres

City - 6.69 Acres

Private - 1.5 Acres

North - Lots 1 - 36 10.28 Acres