



REQUEST FOR QUALIFICATIONS DUE MAR 1, 2024

# ATASCADERO DOWNTOWN DEVELOPMENT OPPORTUNITY







*Issued Jan 22 , 2024*

***Due: Mar 1, 2024***

# REQUEST FOR QUALIFICATIONS

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## **Transfer and Development of Surplus City Land known as the Centennial Plaza Lots**

CITY RFQ NUMBER CD-2024-01

Qualifications Requested by:

City of Atascadero

Community Development Department

6500 Palma Avenue

Atascadero, CA 93422

Phone: (805) 461-5000

(805) 470-3488

**Proposals due:**

**March 1, 2024 by 5:00 p.m.**

# I. INTRODUCTION

The City of Atascadero is requesting developer/owner qualifications as a preliminary invitation to purchase and develop City-owned parcels at 5901 East Mall in Atascadero, CA, adjacent to the Centennial Plaza near City Hall.

Following a review of qualifications, selected developers/owners will be invited to submit a complete proposal to the City of Atascadero to purchase, plan, design, entitle, permit, and construct, a commercial mixed-use project that will increase vibrancy in our downtown core and comply with the requirements of the Zoning District as described in Attachment 1. The City will assist in the cost of preparing conceptual plans for applicants who are selected to submit complete proposals to the City. Following a review of proposals, the City will select one developer/owner to enter into a purchase contract and development agreement with the City of Atascadero. Don't miss this rare opportunity to partner with the City to own and operate a significant parcel in the heart of downtown adjacent to the historic Administration Building!

# II. GENERAL INFORMATION

The City of Atascadero is seeking to incentivize the development of vacant lots adjacent to Sunken Gardens Park with restaurant and retail spaces. The vacant sites are within the Downtown Commercial Zone and are on East Mall, directly adjacent to City Hall, and Centennial Plaza, a short distance from Atascadero Creek. The vacant lots span the area between a City owned public parking lot, East Mall Avenue, and a pathway that parallels Atascadero Creek. One lot measures 75 feet in width and 100 feet deep, northeast of the Centennial Plaza. The second lot is separated from the first lot by a 25 foot wide plaza and measures 25 feet in width and 100 feet deep on the southwest side of Centennial Plaza. Several oak trees exist on this site and may need to be pruned, and in some cases removed to accommodate development. The proposal should include the purchase of both sites to be included in a single project, however project scope is negotiable.

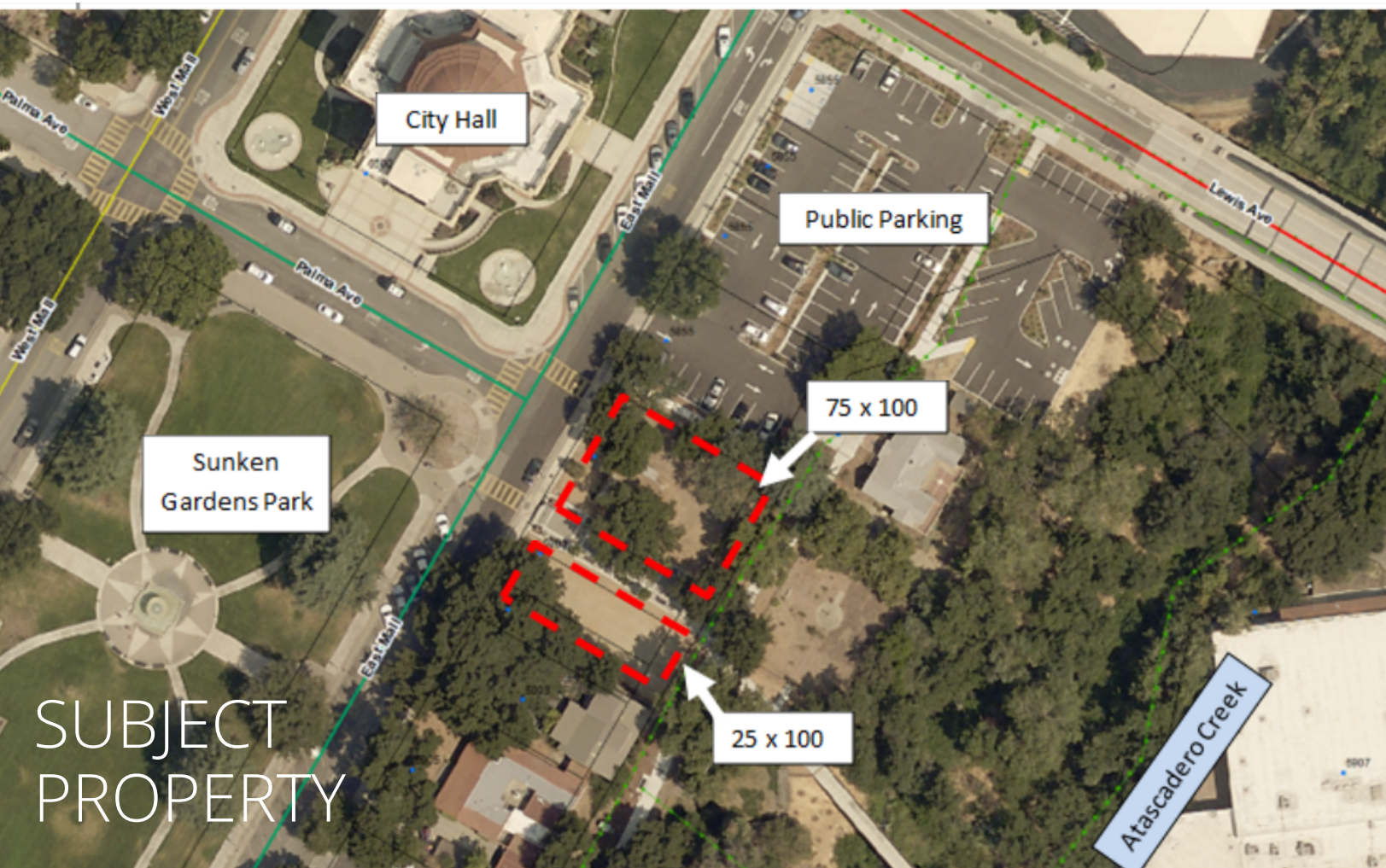




With the appropriate design, the City may wish to allow a development proposal to bridge or encroach onto a portion of Centennial Plaza so long as a public access easement is maintained on the Plaza. Such a design should maintain natural light, pedestrian access, and good visibility to the plaza. Options include outdoor dining space, or an active storefront location for restaurant and retail uses. Up to 3 stories are allowed, therefore land uses on upper floors could include residential or office uses.

The approved Planned Development zone for the property provides direction and design standards (see following page). These design considerations must be incorporated into any project proposal. One adjacent vacant parcel to the southwest, adjacent to the existing orthodontist office building is privately owned and is not a part of this proposal, however may be available by private purchase. The City encourages this separate property to be included in a development proposal.

SUBJECT PROPERTY: 5901 EAST MALL, ATASCADERO





### III. BACKGROUND

On September 14, 2021, the City Council held a study session to consider the future use and disposition of the vacant lots on each side of Centennial Plaza. The City Council guided the establishment of a Planned Development Overlay Zone for the parcels to help guide future development with an emphasis on enriching the downtown and providing for quality aesthetics and economic development. At the same time, the City Council determined that the lots should be privately owned and developed.

The following process was completed to prepare for the release of this RFQ.

1. Removal of the abandoned structure from the site (completed December 2021)
2. Adoption of a Planned Development (PD) Overlay Zone for the sites (Completed 2022) see Attachment A
3. Declaration of surplus land, consistent with the Surplus Land Act (SLA) (completed 2022)
4. Lot merger for lots 15-17 (completed 2023)
5. Release of an RFQ to invite development proposals for the sites, consistent with the PD Overlay Zone (January 2024)
6. Release of an RFP to selected, qualified applicants to invite development proposals for the sites, consistent with the PD Overlay Zone (February-March 2024)





## VI. SUBMITTAL REQUIREMENTS

The City of Atascadero is seeking qualifications from interested parties who would like to submit a future proposal for the subject property. Developers should submit a Letter of Interest and a development proposal statement which includes the following components:

1. Lead Firm Name, address, and contact information
2. Project Representative/contact information
3. Firm specialization and qualifications and project manager
4. The demonstrated capacity of the developer to finance, market, manage and complete similar previous projects, including the ability to secure successful tenants and assist with completion of necessary tenant improvements
5. The developer's demonstrated readiness and ability to proceed on the project including reasonable time schedules and attainable benchmarks
6. List of up to 10 similar development projects and contact for City staff involved, and (3) client references from recent related projects including contact for referral
7. Paragraph of intent for project design and development strategy



CONCEPTS



## V. SELECTION PROCESS AND CRITERIA

A Selection Committee will review the proposals, and one or more of the most qualified developers will be invited to submit a complete proposal for conceptual development to the City. The City will assist with the cost of preparing a complete proposal and conceptual plans for selected applicants.

The City reserves the right to act as the sole judge of the contents of all proposals. In soliciting these proposals, it is the intent of the City to have the best possible development proposal. Therefore, the selection of the developer will be based upon the following considerations and criteria:

- Developer's demonstrated experience with similar projects
- Developer's demonstrated ability to manage and coordinate the project in a timely manner
- The quality of similar recent development projects
- Completeness in response
- Developer's project vision described in statement of intent
- Any other considerations deemed pertinent by the City

All submittals received in response to this RFQ shall become property of the City and become a matter of public record, except for those parts of each proposal that are defined by the developer as business or trade secrets, if the said parts are submitted in a sealed envelope and clearly marked as "confidential" or "proprietary".





## IX. SUBMISSION DEADLINE AND INQUIRIES

- All RFQ responses must be received by the Community Development Department by 5:00 p.m. on March 1, 2024. Responses received after the specified time and date will not be considered.
- Hand or mail delivery of proposals (sealed) may be submitted to: City of Atascadero, ATTN: Loreli Cappel, City of Atascadero, 6500 Palma Ave, CA 93422.

For further information or inquiries about this request for qualifications, please contact:

Loreli Cappel  
Deputy Director of Economic and  
Community Development  
City of Atascadero  
6500 Palma Ave  
Atascadero, CA 93422  
805-470-3480  
[lcappel@atascadero.org](mailto:lcappel@atascadero.org)

Thank you for your interest in our community!



CONCEPTS



**ATTACHMENT 1****CITY COUNCIL ORDINANCE PD 36****9-3.681 Establishment of Planned Development Overlay No. 36**

Planned Development Overlay Zone No. 36 is established as shown on the official zoning maps (Section 9-1.102 of this title). A Planned Development Overlay Zone No. 36 is established on parcels APN's 049-063-003, 004, 049-071-029, 030 (Parcels 1-4 of AT02-278).

(A) All site development or significant modifications, beyond ADA or code required changes, to the site or exterior changes of any building shall require Design Review Committee review.

(B) The following uses are allowed within the PD-36 overlay zone on the ground floor:

1. Artisan Foods and Products
2. Bar/Tavern
3. Eating and Drinking Places
4. General Retail\* (with additional parameters- see below)
5. Microbrewery – Brewpub
6. Tasting Room
7. Winery – Boutique

\*Additional Parameters for General Retail:

1. Minimum operating hours (open to the public) shall be 4 days per week, 6 hours per day, and open until at least 7PM.
2. The following retail uses shall not be allowed: Building materials and hardware, medical supplies, office supplies, or other items that do not contribute to the synergy, pedestrian orientation and general plan consistency for the downtown.

(C) The following uses are allowed within the PD-36 overlay zone above the ground floor:

1. All uses as allowed on ground floor list
2. Business Support Services
3. Live/Work Unit
4. Lodging/hotel/motel/vacation rental
5. Multifamily Dwelling
6. Personal Services
7. Offices



(D) Property Development Standards

1. Front yard setback:

10-foot building setback shall be required for ground floor portions of the building, setback may be utilized for outdoor dining, awnings, second or third story building projections such as decks, patios or other floor area, signs, and other features designed to enhance the public space.

2. Parking:

No on-site parking shall be allowed. Parking required for residential uses shall be required at the rate of one space per two bedrooms (minimum one space per unit), to be located off-site within 1,000 feet of the property boundary and provided in perpetuity through an off-site parking agreement.

3. Height:

45 Feet, maximum of three stories. Use of roof area permitted for outdoor uses/occupancy. Non-habitable roof projections such as elevator enclosures, parapet walls, roof forms, and other architectural features may extend above the maximum height up to 8 feet.

(E) Site and Building Design

1. A single development project shall be completed on the north east side of the plaza, or as one cohesive project on all of the lots.
2. Building designs may bridge the plaza space when a minimum vertical clearance of 16 feet is maintained and a minimum plaza width of 20 feet is maintained. When portions of buildings cover the plaza, provisions for natural light, ample visibility, and unrestricted public/pedestrian access, shall be maintained.
3. Building architecture shall complement, but not duplicate, City Hall. Designs that incorporate brick, extensive glazing, tile roofs, balconies, and opportunities to utilize outdoor spaces shall be strongly encouraged.
4. Recessed building entries with a depth of at least six feet, transom windows, and glazing along East Mall that allows 60% visibility into the ground floor space shall be required. Glazing shall not be blocked by interior walls or panels.
5. Encroachments that provide for outdoor dining shall be encouraged at Centennial Plaza and the public sidewalk while maintaining a minimum path of travel of 8 feet on the plaza and 6 feet on public sidewalks.
6. Fire Backflow Devices. Fire backflow devices are required to be integrated into the site or building design, are prohibited in any public right-of-way, and must be accessible to Fire Department and Water Company personnel at all times.
7. Building coverage: No limit. Each successive floor shall reduce interior floor space by 10%.
8. Stormwater: No above ground stormwater retention may be allowed on-site in excess of 400 square feet over the entire Planned Development.



9. Native Trees: No Heritage trees shall be impacted or removed by proposed development. Native trees that contribute to the tree canopy of Centennial plaza, the parking lot, and the creek pathway should be preserved in place and protected during construction as feasible. Some native trees may need to be pruned or removed to accommodate appropriate site development. Any tree removals shall be subject to the City's Native Tree ordinance.
10. Public Restrooms: Public restrooms shall be provided to customers during open business hours in a location that is accessible from the ground floor.