



**CITY OF GUADALUPE
REQUEST FOR PROPOSALS (RFP)**

Development opportunity for the
Royal Theater Building

Release Date: Monday, March 16, 2020

Deadline for Submission: Friday, May 1st at 4:00 pm

Contact person: Juana M. Escobar, City of Guadalupe

1. Request for Proposals

Introduction/Invitation

The City of Guadalupe (the City) is pleased to offer an opportunity to qualified development teams to respond to this invitation for development proposals for the reuse of the City-owned Royal Theater building located at 848 Guadalupe Ave. Guadalupe, CA 93434. The opportunity consists of the 5,084 sq. ft. Royal Theater and an additional 19,134 sq. ft. vacant land. The total site is approximately 0.61 acres. The project’s objective is to create a high quality, commercial or mixed-use project consistent with the City’s General Plan and market conditions. The City’s Long-Range Property Management Plan calls for the inclusion of a community arts facility as part of any future disposition of the property. The site is currently zoned as General Commercial (GC).

The City is seeking a development team to undertake the planning, financing, marketing and development of this highly visible property. The development team is expected to include members that have expertise to design, develop and market the project and should include a firm with experience in designing adaptive reuse and mixed-use projects.



Figure 2: Royal Theater Front Facade

Royal Theater Location Map



Figure 1: A Map of the Royal Theater and Related Activities

Based upon the selection process as described in this Request for Proposals (RFP), the City anticipates selecting preferred Developer/Development Team and entering into an Exclusive Negotiating Rights Agreement (ENRA) leading to development of a project.

Property Description

The property that is being offered consists of three parcels. The Royal Theater building is located on APN 115- 101- 001. The vacant lot southeast of the theater is APN 115-101-011 and the vacant parcel south of the theater is APN 115-113-001. The theater building is 5,084 square feet and was constructed in 1939.

Additional details about the property and its features including as-built drawings and property evaluations are available online at: <http://www.ci.guadalupe.ca.us>

About Guadalupe

The City of Guadalupe is located in Northwest Santa Barbara County, approximately eight miles west of Santa Maria. California Highway 1 (the Pacific Coast Highway) runs through the city and it is also served by Amtrak’s Surfliner service making it a highly accessible location within the region and for visitors to California’s Central Coast. The community is the gateway to the Guadalupe-Nipomo Dunes. The city has a population of 7,350 and is part of the greater Santa Maria regional market with a population of over 108,000

Long-Term Leasehold

The City wishes to maintain ownership of APN 115-101-001 but will enter into a long-term lease with the successful developer/development team for a nominal sum. The City is willing to consider a similar long-term lease for the other two parcels, or is willing to consider a sale to the developer/development team of one or both parcels as part of the proposal.

Information for respondents

Optional Site Visit & Tour with Staff: Monday April 6th at 1:30 PM.
Please RSVP to juana@ci.guadalupe.ca.us

Regional Map

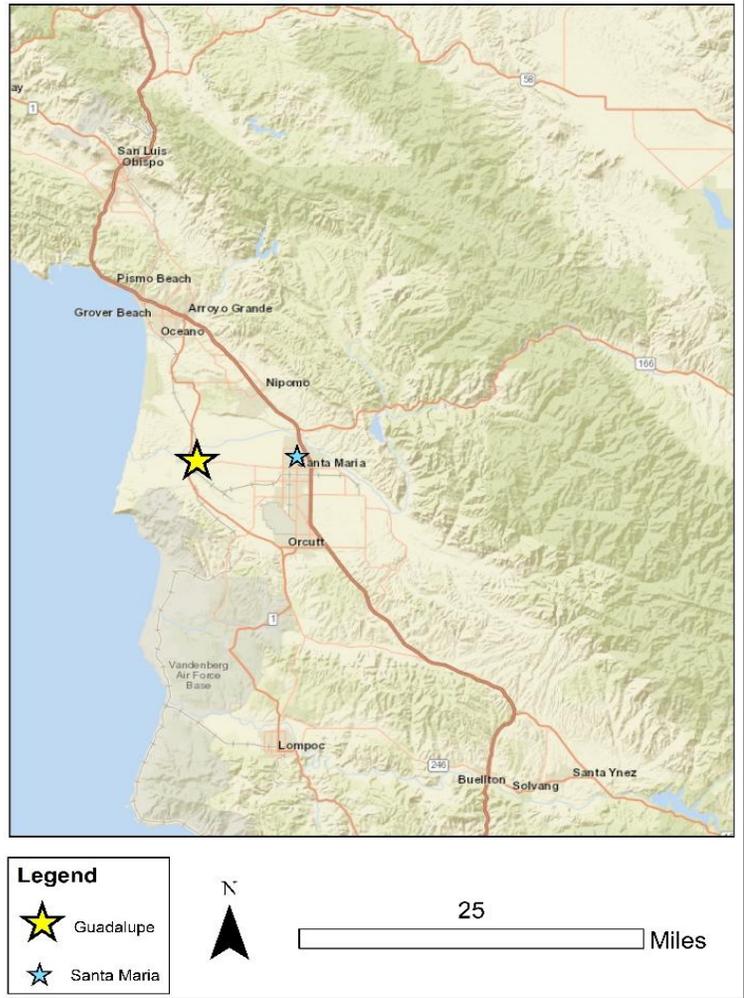


Figure 3: Guadalupe and Santa Maria Regional Map

Proposals Due: Friday May 1st, 2020 at 4:00PM to:

City of Guadalupe
Attn: Juana M. Escobar
918 Obispo Street
Guadalupe, California 93434
juana@ci.guadalupe.ca.us

Tentative Selection Date for ENRA: May 12, 2020

Contact for Information:
Juana M. Escobar
City of Guadalupe
918 Obispo Street
Guadalupe, California 93434
juana@ci.guadalupe.ca.us

2. City of Guadalupe Objectives

A successful proposal will accomplish the following objectives:

- Renovates the Royal Theater building in a manner that brings vitality to Downtown Guadalupe.
- Develops the entire property to become a catalyst project that will appeal to residents, as well as attracting regional customers and visitors to Guadalupe.
- Meets the requirement to use a portion of the site as a community arts facility as required by the City’s Long-Range Property Management Plan. This can include the ability for community groups to use a portion of the property for performance or presentation and exhibition in addition to community-based events, meetings and gatherings.
- Proposes a design that recognizes the historic character of the property and is to be developed in a manner that is beneficial to the built environment of Downtown Guadalupe.

3. Request for Proposal (RFP) Content

The following table provides a summary of applicable sections to include in the RFP. Relevant information pertaining to each section can be found below. Proponents are expected to provide a narrative description of their planned use for the property along with conceptual imagery. In addition to a description of the proposed project, proposers should also provide the following information:

1. Development Team Summary
2. Description of Relevant Experience
3. Demonstration of Financial Capacity
4. Preliminary Development Concept & Pro Forma
5. References

Requested information for each section is as follows:

1. Development Team Summary

Please describe the roles of key team members that will be involved with this project. Identify, if known, outside consultants/advisors that will assist in the planning, design, negotiations, or other aspects of the project

2. Description of Relevant Experience

Please describe previous relevant projects by the development team. For each project, please include the following:

- Project name, location & square footage of commercial space (please include descriptions and photos)
- Current status of the projects (i.e., construction status or number of years since completion)
- Describe your role in the development projects

3. Demonstration of Financial Capacity

This information will be used solely for purposes of evaluation and kept confidential to the fullest extent allowed by law. City staff and its outside economic consultant will review and return the material. Please provide the following financial information:

- Financial statements for the prior three years for the developer or development entity
- Other financial information demonstrating your ability to deliver a project

4. Preliminary Development Concept & Pro Forma

Please include the following information:

- Architectural renderings showing your proposed development concept (no need for detailed architectural drawings)
- Explanation and approach for community arts programming
- Estimated development schedule, including predevelopment activities
- Preliminary development pro forma

5. References

Please provide three references with company/organization names & titles, phone numbers, and e-mail addresses for individuals who can provide information about your development and business experience. These might include lenders and investors, civic or non-profit organizations and public sector entities.

Both electronic and hard copies are due no later than **Friday May 1, 2020 at 4:00PM**

Please submit a one (1) electronic copy and six (6) hard copies and one (1) reproducible unbound hard copy of your response to:

City of Guadalupe
Attn: Juana M. Escobar
918 Obispo Street
Guadalupe, California 93434
(805) 356-3891
juana@ci.guadalupe.ca.us

4. Developer Selection Criteria

The City will evaluate responses using the following selection criteria:

- Development Team qualifications and financial capacity
- Meets the community's desire for activation of the Downtown
- Quality of the proposed community benefits
- Proposer's record in completing development projects
- Project Timing – including milestones such as construction commencement and project completion

5. Additional information

The City expects to select a developer to enter into a Memorandum of Understanding or an Exclusive Right to Negotiate Agreement, which, if successfully completed, would result in a Disposition and Development Agreement for consideration by the Guadalupe City Council.

The City will be the final decision-maker regarding selection of the development team, and it reserves the absolute right to reject any or all proposals. Individual submittals will not be returned, and the City will bear no cost associated with responses

The City retains the right to reject all proposals and resolicit if deemed to be in its best interests. Selection is also dependent upon the negotiation of a mutually acceptable contract with the successful proponent and readiness to enter into a binding contract by July 2020.

Proposals must be signed by a duly authorized official of the bidding firm. Consortiums, joint ventures, or teams submitting proposals, although permitted and encouraged, will not be considered responsive unless established that all contracts responsibly rest with one contractor or one legal entity.