

MEETING DATE: 09/12/11

**AGENDA ITEM: JOINT CITY COUNCIL AND REDEVELOPMENT AGENCY
AGENDA ITEM: Receive and File a Report Outlining the
Process for Selecting a Developer for 9300 Culver
Boulevard.**

ATTACHMENTS

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PARCEL B RFP
EVALUATION CRITERIA

The following criteria will be used in evaluating project submittals:

1. Design Quality – Design that creates an iconic, memorable, place-making, pedestrian friendly, high quality development with tenant mix that promotes downtown as a regional destination and architecture that distinguishes the project as a landmark.
2. Entitlement Consistency -- Development consistent with the existing entitlement and development standards and uses. Other uses not included in the original entitlement that do not affect the project environmental clearance relative to parking, building height, building gross floor area or other environmental constraints will be considered. It is highly recommended that any proposed project use changes be discussed with staff prior to submittal of the response to ensure entitlement consistency. The Environmental Impact Report for the Project indicates that 2.5 parking spaces per 1,000 s.f. for 74,000 s.f. of retail and restaurant uses and 3.1 parking spaces per 1,000 s.f. for 90,000 s.f. of office use.
3. Ability to respond to site and design parameters relative to the existing entitlements and creativity in identifying new design and development opportunities.
4. Ability to achieve Agency and community goals.
5. Purchase price offer and terms for the land acquisition.
6. Project pro forma
7. Potential tenants for the Project.
8. Project timeline, including phasing (if applicable).
9. Project parking opportunities beyond entitlements.
10. Project ownership and management.