

City Council Study
Session - 3/17/2106

NWC OF COUNTRY CLUB AND MAIN RFP RESPONSE

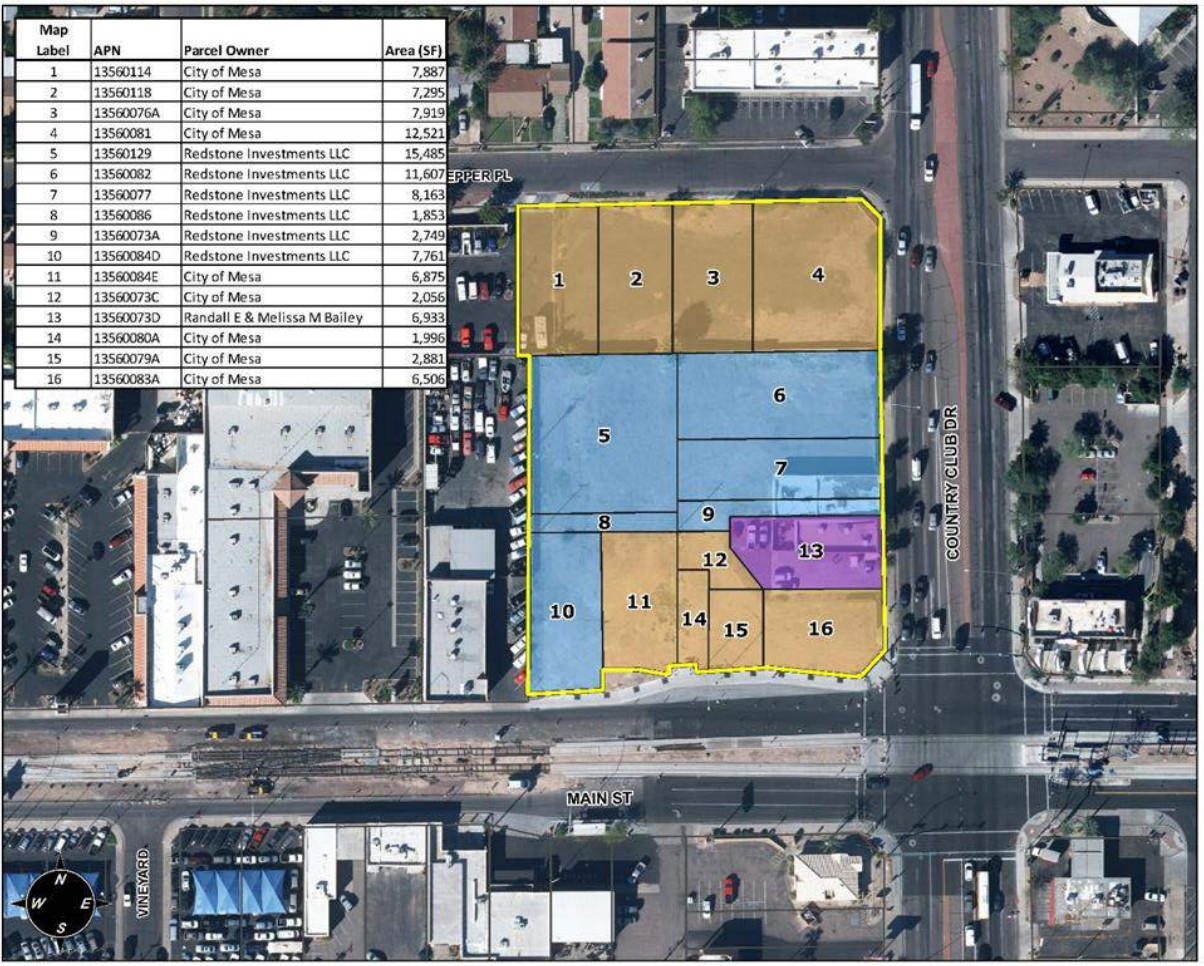
Jeffrey McVay AICP
Manager of Downtown
Transformation

BACKGROUND



- RFP response: January, 2016
- RFP respondent: Chicanos Por La Causa, Inc

OWNERSHIP



Map Label	APN	Parcel Owner	Area (SF)
1	13560114	City of Mesa	7,887
2	13560118	City of Mesa	7,295
3	13560076A	City of Mesa	7,919
4	13560081	City of Mesa	12,521
5	13560129	Redstone Investments LLC	15,485
6	13560082	Redstone Investments LLC	11,607
7	13560077	Redstone Investments LLC	8,163
8	13560086	Redstone Investments LLC	1,853
9	13560073A	Redstone Investments LLC	2,749
10	13560084D	Redstone Investments LLC	7,761
11	13560084E	City of Mesa	6,875
12	13560073C	City of Mesa	2,056
13	13560073D	Randall E & Melissa M Bailey	6,933
14	13560080A	City of Mesa	1,996
15	13560079A	City of Mesa	2,881
16	13560083A	City of Mesa	6,506



mesa·az
Exhibit D

NWC Country Club Dr & Main Ownership

Site Location

Parcels by Owner

- City of Mesa
- Randall E & Melissa M Bailey
- Redstone Investments LLC

0 100 200 Feet

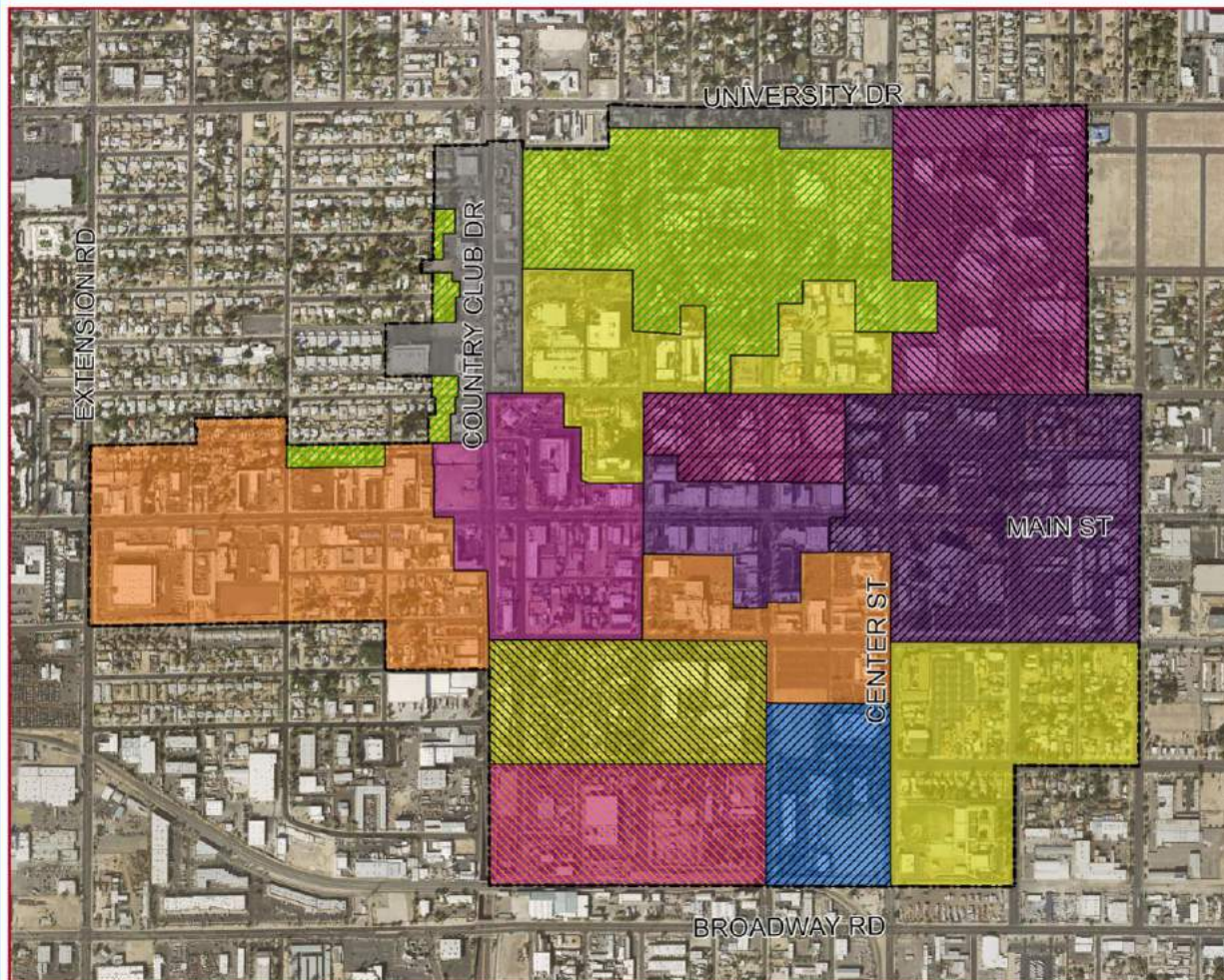
Created By: City of Mesa Planning GIS
Created Date: 9/24/2015
Source: City of Mesa

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- City of Mesa: 55,936 sq. ft. (±1.3 acres)
- Redstone Investment, LLC: 47,618 sq. ft. (±1.1 acres)
- Randall Bailey: 6,933 sq. ft. (±0.16 acres)
- Total Area: 110,487 sq. ft. (±2.5 acres)

THE PLAN

Building Form and Development Character



Plan Designation - Urban Gateway -

- Develop in a manner that announces entrance into Downtown.
- Creation of an active, urban environment with increased intensities.
- Primary focus on commercial/retail and residential development in both mixed-use buildings and stand-alone developments.

Zoning - T5 Main Street

- The intent of T5MS Transect is to integrate intensive, vertical mixed-use that can appropriately transition into the adjacent neighborhoods.
- Developments are permitted 100% lot coverage and are at least three stories with 85 foot height allowed by right.
- Developments include an active street front with ground floor retail, commercial, or entertainment uses.
- Upper floors can be commercial or residential.

DOWNTOWN VISION AD-HOC COMMITTEE

Key Priorities that Support Transit-Oriented Development on the NWC of Country Club Drive and Main Street

- **Light Rail**: Ensure light rail is a catalyst to create sustainable, transit-oriented development and economies.
- **Partnerships**: Keep stakeholders well involved, informed and partners in Downtown Mesa's future. Seek ways to work together and avoid duplication.
- **Market-Rate Housing**: Promote creative, unique, diverse housing products (large, medium & small scale) and opportunities in and around the Downtown core that attract residents regionally to consider Mesa as their resident city of choice.
- **Public Infrastructure**: Make strategic investments in public infrastructure in and around the downtown core to create a safe and aesthetically pleasing transit/pedestrian-oriented connections to and from surrounding neighborhoods, e.g. linear pedestrian paseos and parks and new/refreshed streetscaping and shade along Main Street, and creative use of alleys such as pedestrian thoroughfares, opening storefronts onto alleys, alley cafes, etc.
- **Promote Downtown** – Be proactive and intentional in promoting Downtown Mesa as the hot area for entrepreneurs, artists, students and businesses.

**THE RESPONSE:
CHICANOS POR LA CAUSA, INC**

CHICANOS POR LA CAUSA, INC



Project Information:

Total Building Area: 218,030 sq. ft.

Residential: **201,475 sq. ft.**

Commercial/Retail: **16,555 sq. ft.**

Building Height: 5-story (60 feet)

Residential Units: 200 Market Rate

Studio: **39 units**

1-bedroom: **92 units**

2-bedroom: **62 units**

3-bedroom: **4 units**

Live/Work: **3 units**

Parking: 201 spaces

Phase Development Plan:

Phase 1: **80 Units-12,550 sf retail/commercial**

Phase 2: **120 Units-4,000 sf retail/commercial**

CHICANOS POR LA CAUSA, INC



CHICANOS POR LA CAUSA, INC



RFP Review Criteria:

Consistency with adopted plans and policies

Return and benefit to the City

Construction tax: **\$525,000 (est.)**

Annual sales tax: **\$112,000 (est.)**

Rental tax: **\$59,900 (est.)**

Permanent jobs: **116**

Construction jobs: **250**

Qualifications and experience of team

Business plan/pro forma:

Land acquisition: **\$2.5 million**

Infrastructure: **\$1 million**

Hard costs: **\$29 million**

Soft costs: **\$9.5 million**

Total costs: **\$42 million**

Financial capacity:

3 financing letters of interest

COUNCIL DISCUSSION AND DIRECTION

COUNCIL DIRECTION REQUESTED

SELECTION OF PROPOSAL

NEXT STEPS

MEMORANDUM OF UNDERSTANDING

KEY NEGOTIATION POINTS