

**REQUEST FOR INFORMATION
FOR
CITY OF AVONDALE**

SOLICITATION INFORMATION AND SELECTION SCHEDULE

Solicitation Number: **ED 21-002**

Solicitation Title: **The BLVD, Park Avenue District Mixed-Use Development**

Release Date: **July 22, 2020**

Advertisement Dates: **July 22, and July 29, 2020 – SW Valley Republic
July 23, 2020 – Arizona Business Gazette**

NON-MANDATORY
Pre-Submittal Conference: **August 5, 2020
9:00 a.m.** (local time, Phoenix Arizona)
Teleconference Call-in Instructions: Please see conference Meeting Details at <https://Vendorregistry.com/>

Final Date for Inquiries: **August 13, 2020**
Correspondence must be submitted through Vendor Registry. Website address: <https://Vendorregistry.com/>

RFI Response Due Date and Time: **September 3, 2020
5:00 p.m.** (local time, Phoenix, Arizona)
Respondent Submittals must be submitted through Vendor Registry, only. Respondents must view or download all attached forms prior to submitting Submittals.
Website address: <https://Vendorregistry.com/>

RFI Administrator: **Loretta Browning lbrowning@avondale.org
623-333-2029**

TABLE OF CONTENTS

<u>Section B</u>	<u>Page</u>
I. RFI Process and Submittal Format	B-1
II. RFI Submittal Requirements	B-4
III City of Avondale Introduction and Project Overview	B-8

SECTION B

PART I. RFI PROCESS AND SUBMITTAL FORMAT

1. Purpose; Background. The City of Avondale (the “City”) is issuing this Request For Information (this “RFI”) seeking Submittals (“Submittals”) from qualified, licensed firms (“Respondents”) with demonstrated experience, business acumen, industry position, and resources for mixed-use development (the “Services”), as more particularly described in the Project Overview information included as Exhibit A, of the RFI and incorporated herein by reference. In accordance with the City’s Procurement Code, the City will accept sealed Submittals for the Services specified in the RFI document.

2. Informational Intent. This RFI is issued as a means of discovery and information gathering. It is for planning and purposes only, should not be construed as a formal procurement solicitation nor does it guarantee or imply that a contract will be awarded for the Project. The responses to this RFI are not offers and cannot be accepted to form a binding contract.

3. Preparation/Submission of Submittal. Interested organizations may submit an information packet, which should include the organizations experience, qualifications, program knowledge, recommendations, and the benefits and/or disadvantages of this type of Project (a “Submittal”). The Submittal should address, in order, the criteria listed in PART II of this RFI. Respondents shall review their Submittals to ensure the following requirements are met.

3.1. Submittal Format. Respondents are asked to submit **one PDF copy** of the Submittal as an attachment to the City’s Vendor Registry website <https://Vendorregistry.com/>. Additionally, in order to facilitate review and evaluation of the responses, Respondents are asked to provide Submittals in the following format.

A. A one-page cover letter on the Respondent’s letterhead shall be clearly labeled with the number and title, **(ED 21-002) The BLVD, Park Avenue District Mixed-Use Development**. It shall include the date of submission, (ii) Respondents administrative and technical points of contact along with the contact telephone numbers, facsimile numbers and electronic mail addresses, (iii) website address and (iv) the signature of an authorized officer.

B. The Submittal shall be a maximum of **25** pages to address the Submittal requirements and address project understanding. The minimum allowable font for the Submittal is **11 pt, Arial or Times New Roman**. Each Submittal shall be submitted with the documents necessary to meet all of the requirements of this solicitation, including the information required in PART II of this RFI document.

C. Respondent Responsibilities. All Respondents shall (1) examine the entire RFI, (2) seek clarification of any item or requirement that may not be clear, (3) check all responses for accuracy before submitting a Submittal and (4) submit the entire Submittal by the Submittal Due Date and Time.

D. Online Submittals Only. All Submittals must be submitted electronically at the following website address: <https://Vendorregistry.com/> and shall be attached to the

SECTION B

corresponding solicitation project and clearly marked with the RFI number and title, (**ED 21-002**) **The BLVD, Park Avenue District Mixed-Use Development**. The City is not responsible for the pre-opening of, post-opening of, or the failure to open, any Submittal documents not properly labeled or identified.

E. Address. All Submittals shall be submitted electronically at the following website address: <https://Vendorregistry.com/>. Submittals must be received by the Submittal Due Date and Time indicated on the cover page of this RFI. Telegraphic (facsimile), electronic (e-mail) or mailgram Submittals will not be considered.

3.2 Cost of Submittal Preparation. The Respondent is responsible for all costs in responding to this RFI. The City does not reimburse the cost of developing, presenting or providing any response to this RFI. Submittals offered for consideration should be prepared simply and economically providing adequate information in a straightforward and concise manner. All materials and documents submitted in response to this RFI become the property of the City and will not be returned.

4. Inquiries.

4.1 Written Inquiries. Any question related to the RFI, including any part of the Scope of Work, shall be directed only to the RFI Administrator whose name appears on the cover page of this RFI. Questions shall be submitted in writing, at website address: <https://Vendorregistry.com/> by the date indicated on the cover page of this RFI. Any questions or clarification correspondence related to the RFI shall refer to the title and number, page and paragraph. Any Respondent or Consultant found to be communicating with any member of City staff about this solicitation shall be prohibited from submitting a Submittal, or if a Submittal is received, such Submittal shall be deemed non-responsive.

4.2 Inquiries Answered. All inquiries must be directed to the RFI Administrator through Vendor Registry at the website address: <https://Vendorregistry.com/>. Verbal or telephone inquiries **will not be answered** and Respondent or Consultants attempting to do so will be directed to submit written inquiries. The RFI Administrator shall provide a compilation of all questions received in writing with official answers that will be made available on the City's website at <https://www.avondaleaz.gov/procurement> and website address: <https://Vendorregistry.com/>. The RFI Administrator shall endeavor to post the compilation not later than five days after the inquiry deadline.

4.3 City Inquiries. The City may contact Respondents to clarify any portion of their Submittal(s). No presentations or in-person meetings are anticipated prior to reviewing written RFI Submittals.

5. Pre-Submittal Conference. A Pre-Submittal Conference may be held. If scheduled, the date and time of this conference will be indicated on the cover page of this RFI. If the Pre-Submittal Conference is designated as mandatory, failure to attend shall render that Respondent's Submittal non-responsive. Respondents are strongly encouraged to attend those Pre-Submittal Conferences designated as non-mandatory. The purpose of this conference will be to clarify the

SECTION B

contents of this RFI in order to prevent any misunderstanding of the City's requirements. Any doubt as to the requirements of this RFI or any apparent omission or discrepancy should be presented to the City at this conference. The City may issue a written amendment or addendum to this RFI. Oral statements or instructions are provided for informational purposes only and do not become a part of this RFI. Any change to the RFI shall be made in the form of an addendum.

6. Addenda. Any addendum issued as a result of any change in this RFI shall become part of the RFI and must be acknowledged in the Submittal. It shall be the Respondent's responsibility to check for addenda issued to this RFI. Any addendum issued by the City with respect to this RFI will be posted on the City's procurement website at <https://www.avondalez.gov/procurement> and website address: <https://Vendorregistry.com> .

7. Public Record; Confidential Information. All Submittals shall become the property of the City and shall become a matter of public record available for review, subsequent to the award notification, in accordance with the City's Procurement Code. If a Respondent believes that a Submittal or protest contains information that should be withheld from the public record, a statement advising the RFI Administrator of this fact shall accompany the submission and the information shall be clearly identified. The information identified by the Respondent as confidential shall not be disclosed until the City Manager, or authorized designee, makes a written determination. The City Manager, or authorized designee shall review the statement and information with the City Attorney and shall determine in writing whether the information shall be withheld. If the City Attorney determines that it is proper to disclose the information, the RFI Administrator shall inform the Respondent in writing of such determination.

8. Evaluation Process. The City will evaluate all timely Submittals received by the RFI Deadline. Respondents showing the ability to provide the subject Consultant Services may be invited to demonstrate or further discuss their approach(es) on-site or via teleconference at the City's discretion at City Hall (or an alternate location) and should be prepared to answer questions prior to, during, and/or after the subject Consultant demonstration.

9. Formal Solicitation. A formal Request for Qualifications "RFQ", is tentatively scheduled for public release in the Fall of 2020. The City reserves the right to utilize non-proprietary information, feedback and comments provided by the Respondents in any Submittal or demonstration for the development of a finalized Scope of Services or specifications related to the Consultant Services outlined in this RFI. By providing a Submittal to the City, Respondents are affirming that use of Submittal information by the City in later solicitations related to the Service will not violate any copyrights, licenses, intellectual property rights or other agreements.

SECTION B

PART II. RFI SUBMITTAL REQUIREMENTS

Submittals shall be organized and submitted in the format as outlined below.

Section 1. General Information.

- A. One-page cover letter as described in Part I, Section 3. and 3.1 (A) above.
- B. Provide a detailed description of the Respondent's experience in providing similar services to municipalities or other entities of a similar size to the City, specifically relating experience with respect to mixed use development consulting.
- C. Provide a summary of current infrastructure, staffing, partners and financial support that would be required for a mixed-use development project.

Section 2. Project Overview.

- A. Provide a summary description of the project approach the Respondent is proposing.
- B. Describe any other concepts or components to the Project not identified in the Project Overview that we may need to factor in or need to consider.
- C. Describe any alternate approach that would best suit the needs of the City. Include rationale for any alternate approaches.

Section 3. Project Development Plan.

- A. Provide a development plan ("Plan"). A concept drawing of the Park Avenue District is attached hereto as Exhibit B. Respondents should review the concept and provide a development plan ("Plan") that incorporates the elements illustrated within, such as: a water feature at the entrance of The BLVD, a central gathering area that will accommodate events and activities, a splash pad, pedestrian amenities, open-play space surrounded by retail, restaurants, a food court, and other uses.

Section 4. Project Timeline and Estimate Costs.

- A. Provide a project timeline which factors in the various elements of the project including the approval and permitting process and include an itemized breakdown of costs for the construction of the Project.
- B. A phased development approach may be acceptable. However, all solicitations for this Project must contemplate the development of the entire site.

SECTION B

Section 5. References.

A. Provide a list of at least three organizations that have successfully implemented the Respondent's recommended or similar approaches(es). The list shall include, at a minimum, the following:

- (1) Name of client/agency
- (2) Contact information of client/agency
- (3) Size of client/agency
- (4) Size of population
- (5) Year services were provided

THE REMAINDER OF THIS PAGE IS PURPOSEFULLY LEFT BLANK.

EXHIBIT A
TO
PROFESSIONAL SERVICES AGREEMENT
BETWEEN
THE CITY OF AVONDALE
AND

[City of Avondale Introduction and Project Overview]

See following page(s).

City of Avondale Introduction and Background Information

Introduction

The City of Avondale (“City”) was incorporated in 1946 and is located fifteen (15) miles west of Downtown Phoenix and nineteen (19) miles from Sky Harbor International Airport. It has direct east-west access to Interstate 10, less than 1 mile from AZ State Route Loop 101, and 6 miles to Loop 202 and Loop 303.

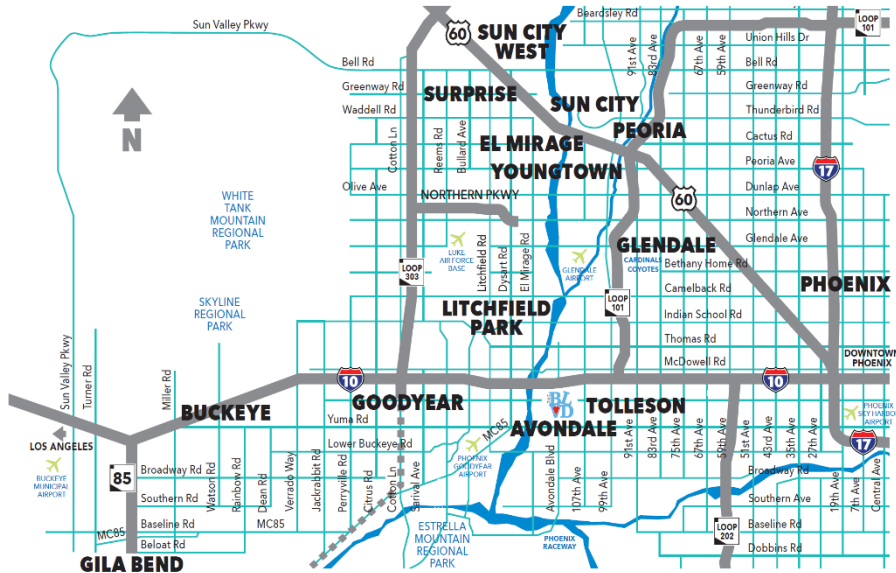
Avondale City limits encompass an area of 47.4 square miles, with a total planning area of almost 95 square miles. The area roughly includes Indian School Road to the north, 99th Avenue and 107th Avenue south of Van Buren Street to the east, the Estrella Mountains to the south, and Litchfield Road and Dysart Road to the west.

Avondale has benefited from its prime location in the Phoenix Metropolitan area. Avondale grew exponentially between 1990 and 2010, increasing from about 16,000 to 76,000 residents, representing a twenty-year growth rate of approximately 375%. Since 2010, Avondale has grown steadily to 88,000, a 16% growth rate.

The community has quickly become a leader within the region, offering unique destination retail, dining, and quality of life options to the Phoenix Metropolitan Area’s 4.8 million residents.

Location

Avondale offers easy access to Southern California. Los Angeles is only a 5.5-hour drive, and many more U.S. cities are within a day’s journey. Sky Harbor International Airport, just 20 minutes from The BLVD, in Avondale, provides access to markets all over the globe.



Demographic Profile

Median Age

Avondale	31
Phoenix	34
United States	38

Median Household Income

Avondale	\$60,776
Phoenix	\$55,826
United States	\$60,548

Average Home Value

Avondale	\$223,039
Phoenix	\$310,295
United States	\$326,995

Talent Pipeline

Avondale has one of the most compelling workforce stories in America. Over 100,000 people are moving to the Phoenix area annually, and Avondale is making room for them with an estimated 7,000 homes planned or under construction. The workforce within a 25-minute drive of Avondale boasts:

- 106,000 workers in Business Services
- 61,200 workers in Manufacturing and Logistics
- 40,900 workers in Healthcare
- 11,700 workers in IT and Computer Sciences

Proximity to institutions such as Arizona State University, University of Arizona, and Northern Arizona University provide access to best and brightest employees. Additionally, Avondale's strategic collaborations with educational institutions, including K-12, community colleges, trade schools, and higher education, help ensure Avondale businesses always have access to quality workforce solutions.

Quality Lifestyle

Avondale is the gateway to the Estrella Mountain Regional Park. The park has over 20,000 acres of pristine desert mountains, 33 miles of trails, and 200 additional acres designated for city parks. McDowell's Restaurant Row and Historic Avondale offer a variety of quality dining and retail options.

Manufacturing & Logistics

Avondale boasts over 2.7 million square feet of manufacturing & logistics space, with 2.2 million square feet coming online. Employers such as the Vitamin Shoppe, Cummins, Hickman's, Conn's, Port Authority, King Koil and Copper State Rubber, account for over 700 employees.

Tourism, Retail & Entertainment

New investments by Avid and My Place hotels in The BLVD have increased our local hotel room capacity to over 400 beds.

Avondale boasts unique retail offerings, including the first and only Costco in the southwest valley.

Destination dining options include, Portillo's Chicago Beef, Laura's Hamburgers, and Barrio Queen as well as franchises such as In-N-Out Burger, Raising Cane's, Chick-fil-A, and Chipotle. These assets create a proven market that draws residents and visitors alike.

Avondale's presence as an emerging sports entertainment market is supported by investments from, Phoenix Raceway, The Avondale Sports Center and Main Event. In 2019, Phoenix Raceway (home of NASCAR) had over 200,000 visitors come to Avondale. The Avondale Sports Centers, Arizona's largest indoor sports center has an average of over 500,000 visitors per year.

The Arizona Cardinals State Farm Stadium is also located within 11 miles from Avondale.

There are also nearby spring training facilities for The Cincinnati Reds, Cleveland Indians, Los Angeles Dodgers, and Chicago White Sox.

Metropolitan Phoenix

Metropolitan Phoenix is one of the fastest-growing metropolitan areas in the United States, with over 4.8 million people calling it home. The expansion of the region's impressive freeway system has spurred development in locations proximate to major transportation corridors. These investments have occurred at the periphery of the metro area, fueling a decade long expansion of housing and commercial development.

All segments of the residential and commercial property markets are demonstrating signs of further expansion. In the future, the area's high quality of life will attract new employers and residents, along with millions of visitors each year. The area has experienced overall employment and population growth over several decades, and projections support its continued future growth.

Technology

Arizona ranked second nationally for net new tech business establishments, and Metro Phoenix ranked 15th nationwide in 2019 tech employment, driven by operational affordability and competitive rents. Companies like Microsoft rely on the region's redundant fiber and power networks and over 11,700 STEM-related professionals that live within 25 minutes of Avondale.

THE REMAINDER OF THIS PAGE IS PURPOSEFULLY LEFT BLANK.

The BLVD, Park Avenue District Project Overview

Project Description

The City of Avondale is seeking firms that demonstrate the necessary qualifications, experience, business acumen, industry position, and resources to best develop 34.4 acres of city-owned property (“Property”) located in the Park Avenue District at The BLVD, in Avondale Arizona. A concept drawing of the Park Avenue District is attached hereto as Exhibit B. Respondents should review the concept and provide a development plan (“Plan”) that incorporates the elements illustrated within, such as: a water feature at the entrance of The BLVD, a central gathering area that will accommodate events and activities, a splash pad, pedestrian amenities, open-play space surrounded by retail, restaurants, a food court, and other uses.

The Park Avenue District

Respondents should follow the guidelines of the Park Avenue District, as outlined in The BLVD Specific Plan <https://www.avondaleaz.gov/home/showdocument?id=13084>.

The Park Avenue District area is planned to be centered around a large gathering area that will accommodate events and activities as well as open-play space surrounded by retail, restaurant, food court, and other uses. The central gathering area will include a splash pad as well as additional pedestrian amenities.

Land uses within the Park Avenue District are to include a mix of hotel, retail, restaurants, sports, entertainment, theater, cultural, multi-family residential, studios, office, and education that is all designed to interface with adjacent streets in an urban manner and featuring modern, contemporary design.

Retail users should offer goods and services that create a destination. Curated shopping along with food and beverage, for example, a brewery or gastropub, should be protected from competition to aid in their business survival.

Residential uses should target a minimum of 22 dwelling units per acre. Drive-through restaurants are minimized to only one stand-alone building on Avondale Boulevard and Van Buren Street, or be part of a multi-tenant building. NASCAR-themed uses such as restaurants, gift shops, or museums could also be an integral part of the synergy planned for this district.

As part of a shopping and entertainment destination, events are intended to occur that will bring local and regional residents to the area. Also, this district offers the opportunity for bicycle and pedestrian direct access to the adjacent single-family residential subdivision Waterford Square and the Van Buren multi-use path. A live, work, shop concept is envisioned for this district.

Zoning

The Property is zoned BLVDD and is intended to complete the vision expressed in The BLVD Specific Plan. The zoning establishes what uses are permitted and site development standards. Permitted uses within the Park Avenue District include a mix of hotel, retail, restaurants, sports, entertainment, theater, cultural, multi-family residential (minimum 22 dwelling units per acre), studios, offices, and post-secondary education, all of which must be designed to interface with adjacent streets in an urban manner and feature modern, contemporary design. Uses must also be designed immediately adjacent to usable open spaces, such as plazas, outdoor dining areas, and

the like, with the intent of creating an active outdoor environment. Convenience uses that cater to automobiles, for example, drive-through restaurants are restricted in quantity and feature design requirements intended to ensure they do not hinder walkability.

Building heights shall not exceed ten (10) stories. However, a building may be built up to sixteen (16) stories as part of the Development Plan process. Each development in the BLVDD District zoning will need to submit a Development Plan for the site and building design, which goes before the City’s Planning Commission and City Council for review and approval.

Visit <https://www.avondaleaz.gov/home/showdocument?id=6284> to see the zoning ordinance, for a detailed list of the permitted uses within the Park Avenue District.

Utility Map

The map below illustrates the existing water and wastewater connections in the Park Avenue District.

Lake & Water Features

Per the conceptual site plan created by Norris Designs, water will be a primary feature for the development. Specifically, the development will feature a Lake as the central amenity. The lake will enhance environmental aesthetics and serve as a destination for the general public as well as customers in the BLVD. Per the Norris Design conceptual site plan, the development will also include water features strategically located throughout the site, specifically entryways and high visibility areas from Avondale Boulevard.

Respondents should follow the guidelines of the Park Avenue District, outlined in The BLVD Specific Plan <https://www.avondaleaz.gov/home/showdocument?id=13084> and The BLVDD zoning <https://www.avondaleaz.gov/home/showdocument?id=6284>.

A phased development approach may be acceptable. However, all solicitations for this project must contemplate the development of the entire site.

Project Location

The Property is located south of Interstate 10 on Avondale Boulevard, only 15 miles west of downtown Phoenix with access to two major freeways (Interstate 10 and State Highway Loop 101).



The Avondale Civic Center exists to the south of the project area. The municipal complex includes City buildings, Council Chambers, a library, and an outdoor amphitheater. Also, the campus consists of City buildings for public and private office space.

Land uses adjacent to the eastern boundary include vacant land, agricultural land, multi-family, and single-family residential development.

Land uses adjacent to the western boundary include vacant land, agricultural land, multi-family, and single-family residential development.

THE REMAINDER OF THIS PAGE IS PURPOSEFULLY LEFT BLANK.

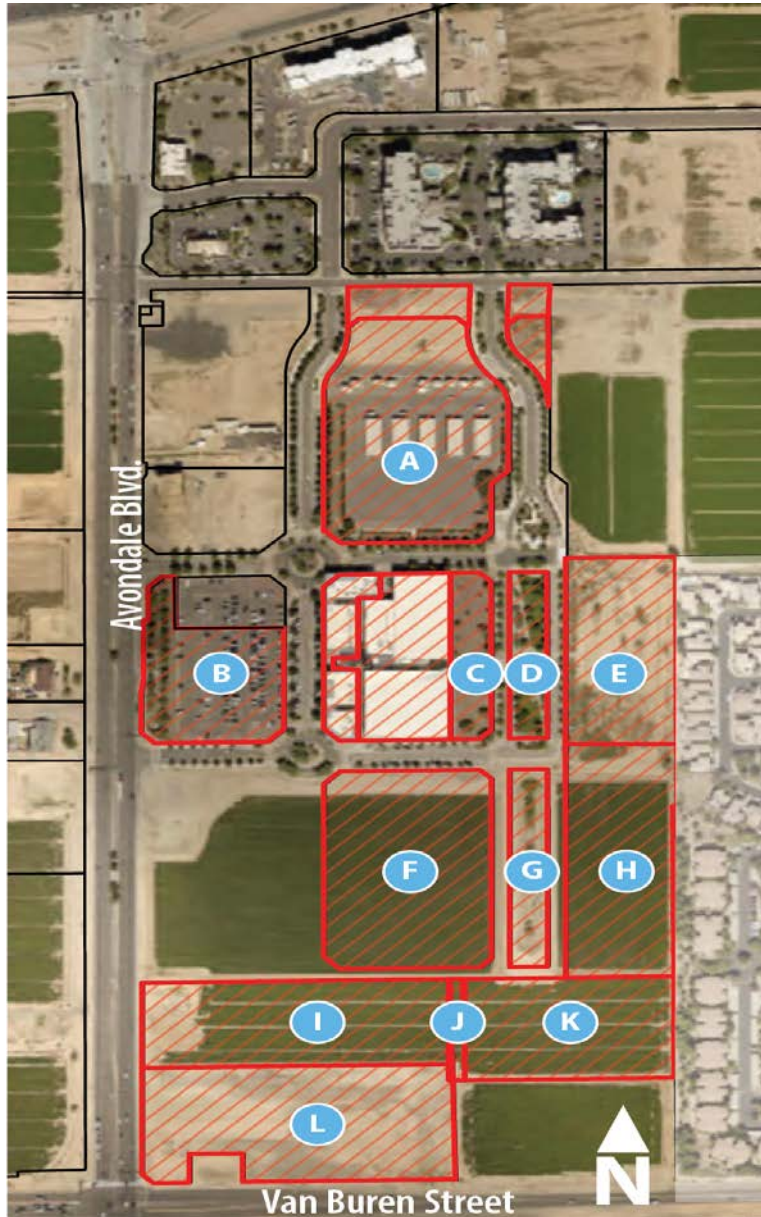
Property Overview

The Property is comprised of the following parcel numbers consisting of approximately 34.4 acres located in the Park Avenue District at The BLVD.

Subject Site Information

Letter	Assessor Parcel Number	Acres
A	102-57-256	5.35
B	102-57-262	2.52
C	102-57-249	.97
D	102-57-245	.92
E	102-57-250	3.01
F	102-57-252	4.77
G	102-57-254	1.09
H	102-57-251	3.69
I	102-57-005V	3.82
J	102-57-005U	.07
K	102-57-005T	3.22
L	102-57-005X	4.99

Available City Properties



The BLVD Water/Wastewater Map



Existing Development within The BLVD Project Area



Randall McDaniel Sports Complex (aka Avondale Sports Center)

American Sports Centers is the current tenant of the city-owned facility on the east side of Avondale Boulevard. This complex is the largest indoor multi-sport facility in Arizona. It hosts a variety of tournaments, leagues, classes, and clinics for athletes of all ages. The facility includes six volleyball courts, four basketball courts, two indoor soccer fields, and a 4,000 square foot multi-purpose room for special events. Also, there are two proposed outdoor sand volleyball courts on the east side of the sports center.

Avondale Transit Center

The City of Avondale completed the Avondale Transit Center, located north of the American Sports Centers, which includes 380 parking stalls, bus stops, and pedestrian-oriented amenities. Transit services available from the transit center include fixed-route bus service, park and ride, Phoenix Dial-A-Ride, and ADA Service.

Retail

Additionally, approximately 25,000 square feet of retail space is positioned directly in front of the sports center. Space can accommodate a variety of retail uses as well as restaurant/bar uses.

Coldwater Springs Promenade

This retail shopping center is in the southwest corner of the planning area. It is approximately 50% developed with retail and restaurant tenants, including a retail pharmacy and a fitness center.

Residential Development

- Waterford Square- 217 residential units
- Versante Apartments- 336 residential units
- Avari Apartments- 350 units planned
- Empire Village (coming soon)- 187 units planned

Area Traffic Counts

- Interstate 10
 - 213,000/per day
- Avondale Boulevard
 - 31,000/per day
- Van Buren Street
 - 19,050/per day

EXHIBIT B
TO
PROFESSIONAL SERVICES AGREEMENT
BETWEEN
THE CITY OF AVONDALE
AND

[Illustrative Site Plan and Conceptual Plan]

See following page(s).



EXISTING USES

- 1 AMERICAN SPORTS CENTER
- 2 MY PLACE HOTELS
- 3 TRANSIT HUB
- 4 EXISTING RETAIL

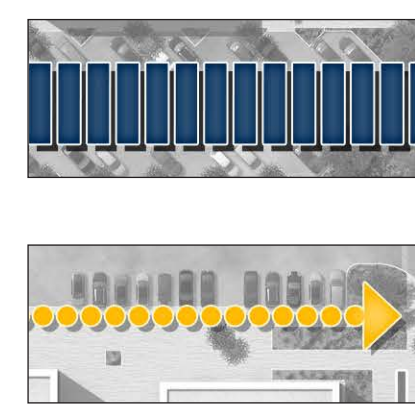
PROPOSED USES

- 5 DUTCH BROS. COFFEE
- 6 AVID HOTEL
- 7 VOLLEYBALL COURTS

FUTURE USES

- 8 PARK AVENUE DISTRICT SCULPTURE
- 9 SPLASH PAD
- 10 LAKE
- 11 ENTRY FOUNTAINS/MONUMENT
- 12 PEDESTRIAN ENTRY/PLAZA





PRIMARY PEDESTRIAN CIRCULATION

SECONDARY PEDESTRIAN CIRCULATION



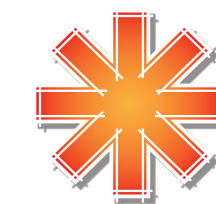
PEDESTRIAN AMENITY AREA



PRIMARY DISTRICT ACCESS POINT



PRIMARY CROSSWALKS



TRANSIT HUB



PARK AVENUE DISTRICT SCULPTURE



NORTH

DISCLAIMER: THIS PLAN IS CONCEPTUAL AND IS SUBJECT TO CHANGE AS SITE DEVELOPMENT PLANS ARE SUBMITTED AND APPROVED.

