

City Council Study
Session - 7/5/2016

NWC OF COUNTRY CLUB AND MAIN DEVELOPMENT OUTREACH

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Manager of Downtown
Transformation

BACKGROUND



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

OWNERSHIP



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 s.f. (±1.3 acres)
- Redstone Investment, LLC:
47,618 s.f. (±1.1 acres)
- Randall Bailey:
6,933 s.f. (±0.16 acres)
- Total Area:
110,487 s.f. (±2.5 acres)

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

CHICANOS POR LA CAUSA, INC



Project Information:

Total Building Area: 218,030 s.f.

Residential: 201,475 s.f.

Commercial/Retail: 16,555 s.f.

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

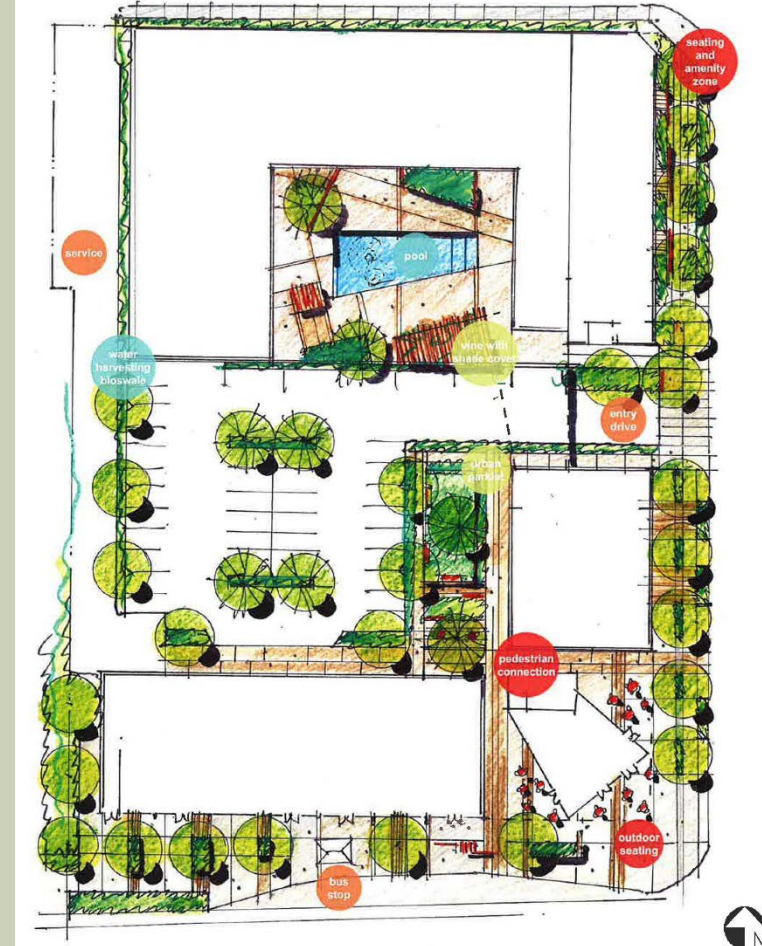
Phase 2: 120 Units-4,000 sf retail/commercial

CHICANOS POR LA CAUSA, INC

Architectural Site Plan



Landscape Site Plan



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

COMMUNITY OUTREACH SUMMARY:

COMMUNITY OUTREACH

Outreach Efforts (to date):

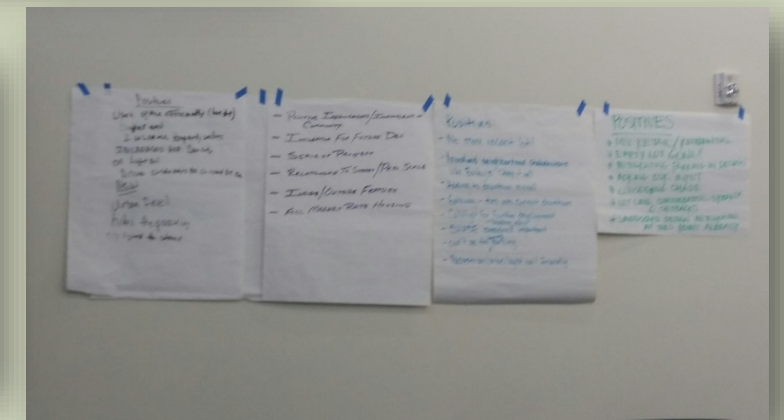
- March 25, 2016: Mesa Grande Community Alliance Steering Committee (approx. 20 attendees)
- June 9, 2016: Community Meeting @ Benedictine University (approx. 50 attendees)
- June 16, 2016 Community Meeting @ Benedictine University (approx. 60 attendees)
- City's Downtown Transformation Webpage – Online Comment Form (approx. 20 responses)



COMMUNITY OUTREACH

Sampling of Comments Received:

- What do you like about the proposal?
 - Market-rate
 - Mixed-use/retail space
 - Building design
 - Improvement of unproductive property
- What concerns do you have with the proposal?
 - Market-rate = affordable
 - Rental vs. owner-occupied
 - Building too tall/too short
 - Too many studio and one-bedroom
 - Building/site design
 - Impacts to surrounding neighborhood/Pepper traffic
- What type of retail opportunities would you like to see?
 - Nice restaurants
 - Unique retail
 - Bicycle shop
 - Community meeting space
 - No check cashing/title loans/pawn shops



COUNCIL DISCUSSION AND DIRECTION

COUNCIL DIRECTION REQUESTED
MEMORANDUM OF UNDERSTANDING
KEY NEGOTIATION POINTS