

The Fox Block Mixed-Use Development Opportunity

Submittal Requirements

The evaluation criteria is designed to understand the developer's experience in completing projects of similar size, scope and quality, as well as their ability to work successfully with a public agency partner and the community. Although the submittal format is flexible, at a minimum, please include the following components.

Submittal Documents:

1. Letter of introduction
2. List of proposed team members
3. Examples of completed or in process projects which demonstrate:
 - Experience with projects of similar size and scope
 - Experience working with public agencies
 - Ability to secure funding
 - Commitment to community participation

EVALUATION CRITERIA

Submittals will be evaluated based on the quality and comprehensiveness of the above documents. The City reserves the right to request additional information and/or perform follow-up interviews with any or all of the responsive developers.

SUBMITTAL DATE

Please return qualifications for review by November 5, 2015 no later than 5:00 p.m. The City may continue to solicit qualifications beyond the above date depending on the number and quality of submittals.

SUBMITTAL QUANTITY AND CONTACT

Please provide (10) copies of the submittal in either printed or digital (CD, flash drive) format to:

Karen Haluza – Director of Community Development
City of Fullerton
Community Development Department
303 W. Commonwealth Avenue
Fullerton, CA 92832



Disclaimer Regarding Successor Agency Owned Property:

Certain properties identified within this RFQ were owned by the former Fullerton Redevelopment Agency, which was succeeded by the Fullerton Successor Agency. Pursuant to State law, these certain properties have been included within the Long-Range Property Management Plan prepared by the Fullerton Successor Agency and approved by the Oversight Board for the Fullerton Successor Agency. However, as of the distribution date of this RFQ, the final review and approval of the Long-Range Property Management Plan is still pending before the California Department of Finance, as provided in State law.

Mixed-Use Development Opportunity



CITY OF FULLERTON
COMMUNITY DEVELOPMENT
DEPARTMENT

The FOX Block

Request for Qualifications



September 2015



Introduction

At the corner of Harbor Boulevard and Chapman Avenue, in the heart of historic Downtown Fullerton, sits the iconic Fox Theatre. Designed by Meyer & Holler, the architectural firm responsible for the famous Chinese and Egyptian theaters in Hollywood, the Fox Theatre first opened its doors in 1925.

For over 60 years the Fox Theatre served as a cultural and entertainment hub for north Orange County offering both films and live entertainment in its 900-seat theatre before finally closing in 1987. Driven by a shared desire to see “The Fox” again become a community treasure, the City of Fullerton partnered with the Fullerton Historic Theatre Foundation to restore the theatre and once again open it to the public. That restoration project is well under way and the first phase, the opening of the stores and corner plaza, are scheduled to be completed by the end of 2015.

Downtown Fullerton

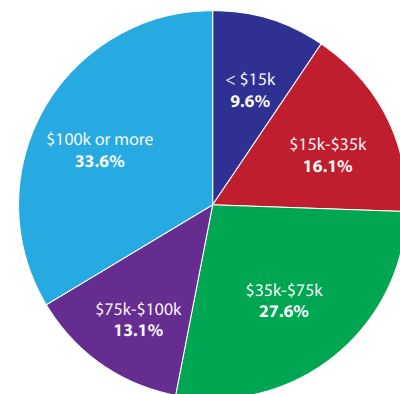
Located within one of the few historic downtowns in Orange County, Downtown Fullerton is surrounded by walkable neighborhoods, new mixed-use housing developments, multiple learning institutions, and the busiest transit center in Orange County, serving an average of 3,000 commuters daily.

Downtown is a destination dining, shopping, and entertainment location that draws visitors from throughout Southern California to enjoy its wide assortment of boutique shopping, award winning restaurants, and thriving nightlife. Home to more than 70 historic buildings and 625,000 square feet of retail and office space, Downtown’s beautiful shade trees and decorative walkways provide a comfortable setting to gather with friends, enjoy a meal, or people-watch from one of the many outdoor patios along Harbor Boulevard.

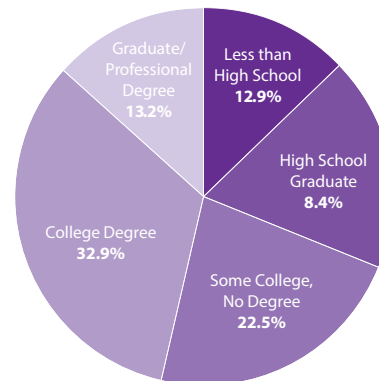
Demographics

- Population: 140,131 (11.2% growth since 2000)
- Median Age: 35.3 years old
- Median Household Income: \$68,361
- Median Home Sales Price: \$525,527
- 14.9% increase in Professional/Technical Services Jobs since 2007

2015 Household Income (projected)



Educational Attainment



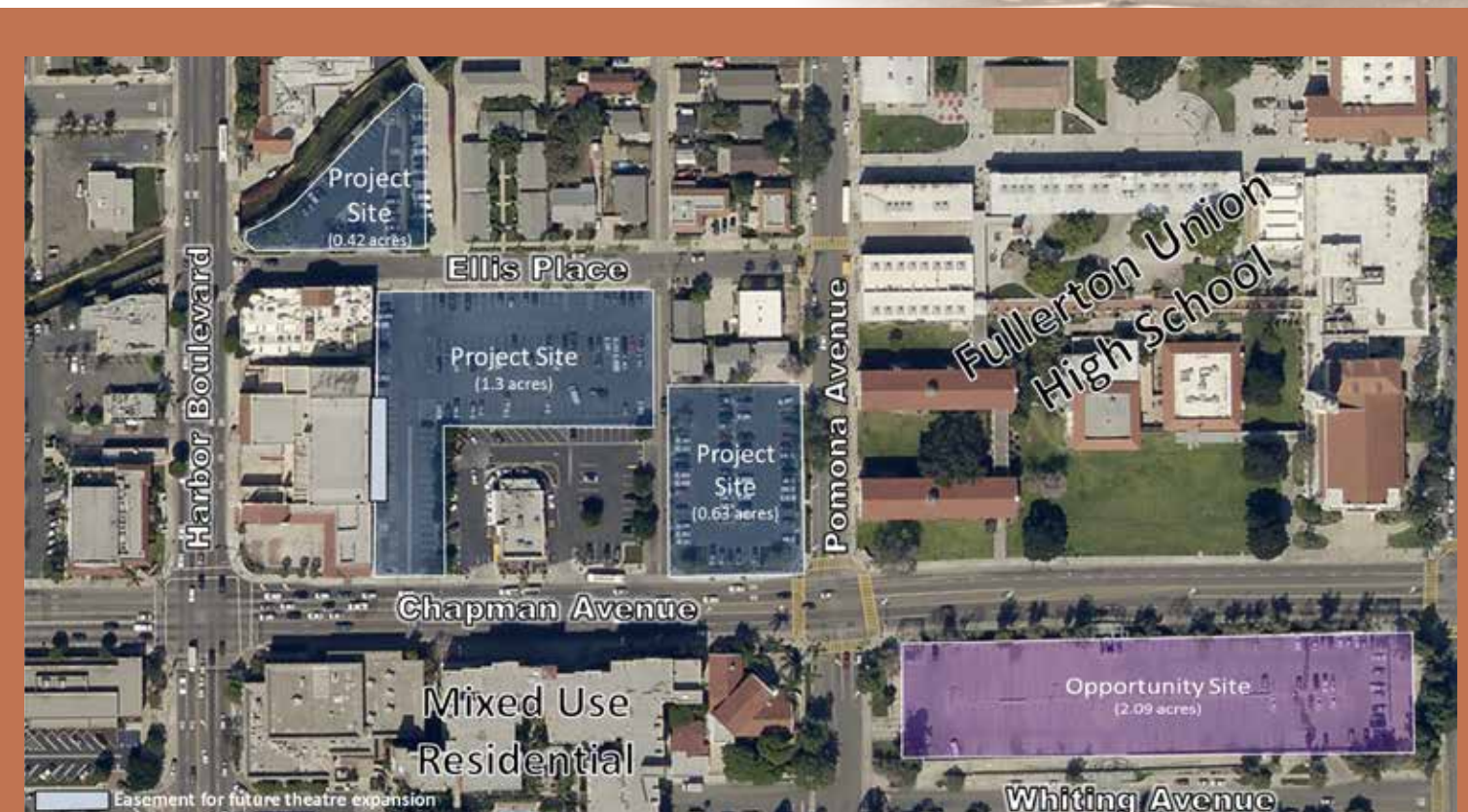
The Project

To expand on the renovation of the Fox Theatre, the City is seeking to partner with an experienced firm to develop a vibrant mixed-use development on city-owned properties to the north and west of the Fox Theatre property (see map below). The City envisions that this unique development opportunity will achieve the following goals:

Mixed-Use Development – While no specific uses are required, the development should contain a mix of uses which reinforces a strong commercial presence at the ground level with residential, office, or other uses on upper floors.

Complement Historic Character – The Fox Theatre restoration has strived to maintain the historic character of the original structures. Architectural design, scale and massing of the proposed development should complement the historic nature of the Fox Theatre and greater Downtown Fullerton.

Incorporate Public Parking – The project must incorporate the City’s obligation to provide 200 publicly accessible parking spaces through an Owner Participation Agreement with Angelo and Vinci’s Ristorante. The City will fund the public parking portion of the project and is open to working with the selected developer on options for integrating the public parking into the proposed development’s required parking.



For Additional Information
Please Visit
www.cityoffullerton.com/FoxBlock
Or Contact
Matt Foulkes at 714.738.6878
Or Email
mattf@ci.fullerton.ca.us