

### **Submission Requirements**

Please provide identification of the proposed team members (the developer, architect/planner, rental manager and general contractor/construction manager if known). Include a single contact person for all correspondence and notifications.

Submissions must incorporate the following to be eligible for review:

- Narrative description of the team members
- A statement of interest including a demonstration and understanding of the local marketplace.
- Portfolio of projects to demonstrate the qualifications of the team and experience related to this opportunity including residential development, commercial development and underground parking construction. Include a short summary of the current status of any current projects or projects that highlight this work
- Narrative description describing Team's approach to working in collaboration with public stakeholders.
- A general description of the financial structure proposed for constructing and operating the Development including experience with federal tax credits.
- Organization and management approach, including the identification and role of key individuals who will be involved in the implementation of the project, including the proposed contractor and manager of the project upon completion (if known at this time) and their background and experience. Experience with organized workforces, labor disputes or challenges and other workforce issues should be included. If a joint venture is proposed carefully identify the role and responsibilities of each member
- Independently prepared financial statements for the entity financially responsible for the development. Such financial statements will be held confidential if submitted in a separate, sealed envelope marked "CONFIDENTIAL"

Teams are encouraged to provide any relevant information that will assist the City in the evaluation of their submission; however bulky promotional materials not directly related are discouraged.

Submissions should be organized to include the following categories and information:

1. Names, addresses, telephone and facsimile numbers and e-mail addresses for all team members, including a project organization chart indicating key personnel, responsibilities, and relationships and the designed lead project coordinator for the team.
2. Qualifications of all team members including firms and individuals. Provide detailed information on experience in development hotels and mixed-use developments of similar size and scope. This detail shall include a description of

the projects, dates of the projects, status and client contact information (references). The staff may contact these references.

Submissions must be in the actual possession of the City in City Hall, 100 North Garfield Avenue, Room S116, on or prior to \_\_\_\_\_. Late submissions shall not be considered. Submissions must be made in a sealed package with the statement “\_\_\_\_\_” and with the prime contact name and address. Submit twelve (12) complete (8 ½ x 11 format preferred) of the submission along with one PDF on CD.

### **Selection Process for RFQ**

Staff team review submittals and prepares recommendation. The make up of the staff team (including any required outside assistance) will be determined by the City Manager. Staff is required to hold formal interviews with each team that submits an RFP or RFQ.

The staff recommendation will be presented to the Fair Oaks PAC.\*

Staff recommendation will be presented to the NW Commission.

Recommendation(s) from staff and any other advisory bodies who have reviewed the recommendation go to Community Development Committee (CDC). The CDC may, but is not required, to interview teams in order to be better informed before making their recommendation.

All recommendation(s) are included in the report to City Council for their final decision.

Every advisory body involved is required to hold noticed public meeting to hear from the neighborhood(s) and other interested parties.

\* Council requested information on whether State Redevelopment Law required Project Area Teams to be involved in developer selection. A review of State Law revealed that PAC's are required to be consulted and to make recommendations on the creation or amending of any redevelopment plan to the extent that such a plan displaces low-income or moderate-income individuals from residential facilities within the project area. Health and Safety Code Section 33385.

Nothing in the Health and Safety code requires that PAC's be consulted on the selection of a developer for a mixed use project within a project area.

Additionally, worthy of note, is the fact that PAC's are only called upon to provide advice on the formation or amending of redevelopment plans and to advise on the displacement of low and moderate income individuals for the three year period after the adoption of the plans. These PAC's may be extended, by specific action of the City Council, for one year periods (unlimited in number) after the end of the three year period. Health and Safety Code Section 33386.

**TO: PASADENA COMMUNITY DEVELOPMENT COMMISSION**  
**FROM: CYNTHIA J. KURTZ, CHIEF EXECUTIVE OFFICER**  
**RE: HERITAGE SQUARE DEVELOPMENT PROJECT**

**RECOMMENDATION:**

It is recommended that the Pasadena Community Development Commission ("Commission") approve the terms and conditions of an Exclusive Negotiation Agreement ("ENA") with The Bakewell Company/Century Housing Corporation (the "Developer") in connection with the proposed disposition and development of Commission-owned real property located at 19-25 E. Orange Grove Blvd. and 710-790 N. Fair Oaks Ave. (the "Heritage Square Site") and that a 60 day period of negotiations take place to agree upon the terms and conditions of the Development Agreement. If an agreement cannot be reached with the Developer, then staff shall notify Council and begin exclusive negotiations with Southern California Housing/Union Station (the "Alternate Developer"), for a period of 60 days. If no agreement can be reached with the Alternate Developer, then staff shall notify Council of the non agreement and seek further direction.

**ADVISORY BODY RECOMMENDATION**

At its meeting on March 31, 2007, the Developer Selection Committee selected the development team of Bakewell Company/Century Housing Corporation for staff recommendation to enter into an Exclusive Negotiation Agreement with the Commission.

The Fair Oaks Project Area Committee, at its regular meeting on April 24, 2007, unanimously approved the following Recommendation:

- a) Designate The Bakewell Company/Century Housing Corporation as the sole developer finalist to enter into an Exclusive Negotiation Agreement with the Pasadena Community Development Commission; and
- b) Do not direct staff to conduct any further evaluation of the two proposals.

The Northwest Commission supported the Fair Oaks Project Area Committee's recommendation of selecting The Bakewell Company/Century Housing Corp as the sole finalist.

The Community Development Committee, at its regular meeting on April 26, 2007 unanimously recommended that the Bakewell Company/Century Housing Corporation move forward as the sole preferred developer.

## **EXECUTIVE SUMMARY**

Pursuant to the terms and conditions of the Exclusive Negotiation Agreement, the Developer and Commission will enter into good faith negotiations during a 60-day period on the business and financing terms of a Disposition And Development Agreement for the proposed development of a mixed-use project at the Heritage Square Site. If at the end of that 60 day period no such agreement can be reached, staff will notify Council and begin negotiations with the Alternate Developer for a 60 day period. If no agreement can be reached with the Alternate Developer, staff will notify Council and seek further instructions.

## **BACKGROUND**

The Heritage Square Site is comprised of 10 contiguous parcels totaling 2.82 acres owned by the Commission. Eight of the parcels (2.08 acres) were acquired in February, 2004 and Commission authority to negotiate the acquisition of the remaining two parcels was provided to staff in July, 2006.

Beginning in January, 2005, staff, in conjunction with the Fair Oaks Project Area Committee, initiated a detailed design/development analysis of both the 2.08 acre site and the remaining two properties on the block: 710-722 N. Fair Oaks Avenue and 19-25 E. Orange Grove Boulevard. Staff devised and presented to the Committee a range of development scenarios for consideration. A public workshop was convened by the Committee on April 26, 2005 to solicit community input. Subsequently, at its meeting on May 31, 2005, following the community workshop, the Committee stated to staff its preference for the coterminous development of the fully assembled 2.82 acre site as an integrated mixed-income, mixed-use senior housing development (ownership & rental) with commercial office/retail.

Working with city staff, local planning and design consultants, staff proceeded to prepare an RFP utilizing a building program reflective of the preferences which emerged from the community input process. Based on the preferences the proposed development concept consists of three on-site components: a) Ownership housing; b) Mixed-use rental housing with ancillary commercial and community space and c) Mixed-use commercial which incorporates the Church's Chicken franchise and retail/office space. The housing component consists of up to 148 newly constructed units which represents a mixture of affordable, workforce and market rate units. The non-residential component would include 20,000 square feet of commercial space (retail and/or office) and 2,000 square feet of community space. Preference for the occupancy of the commercial space would be provided to existing local businesses within the city. The development program also includes the relocation of the existing Historic Decker House to an alternate site within the city for renovation and adaptive reuse.

At its regular meeting on October 23, 2006, the Commission approved the release of the Heritage Square Request For Proposals (RFP) to solicit proposals for the development of the Heritage Square Site. The RFP was issued on November 8, 2007. Notices of the RFP were published in local newspapers and outreach was made to companies on a developer mailing list maintained by Housing & Community Development. Four (4) proposals were received by the RFP submission deadline of January 17, 2007 from the following development firms: a) The Bakewell Company and Century Housing Corporation; b) Heritage Housing Partners and Los Angeles Community Design Center; c) Renaissance Oak, LLC; and d) Southern California Housing Development Corporation, Union Station Foundation, and Triad Ventures. On February 23, 2007 the four candidates were

provided the opportunity by the City to amend portions of their proposals with respect to development mix and financial pro formas, as documented in letters dated February 26, 2007 from the Assistant City Manager (Exhibit "A"). All four developers submitted proposal addendum materials by the stipulated March 9, 2007 deadline. A summary of the developer proposals is shown in the following table:

	Bakewell Company & Century Housing	Heritage Housing Partners & LACDC	Renaissance Oak	So Cal Housing Devt, Union Station & Triad
Total Housing Units	134	100	145	148*
Rental Units	40 (30%)	68 (68%)	98 (68%)	99 (67%)
Ownership Units	94 (70%)	32 (32%)	47 (32%)	49 (33%)
Senior Units	61 (46%)	27 (27%)	105 (72%)	148 (100%)
Family Units	73 (54%)	73 (73%)	40 (28%)	0 (0%)
Affordable Units	52 (38%)	82 (82%)	98 (67%)	99 (67%)
Workforce Units	82 (62%)	12 (12%)	14 (10%)	0 (0%)
Market Rate Units	0 (0%)	6 (6%)	33 (23%)	49 (33%)
Commercial Space	20,000 sf	16,000 sf	20,000 sf	40,554 sf
Community Space	4,131 sf	2,200 sf	2,480 sf	4,691 sf
Devt Cost Per Unit**	\$379,800	\$404,100	\$340,500	\$381,000

\* Developer also proposes an "alternative" 22 additional family rental units, which would increase the total units to 170.

#### **DEVELOPER PROPOSAL EVALUATION AND SCORING**

The staff recommendation for the selection of the Developer was based upon the evaluation of the developer proposals (1/17/07 original submittals plus 3/9/07 addendum materials) performed by a Staff/Consultant Review Team ("Review Team")

#### **Developer Selection Committee (DSC)**

The DSC is a 15-member body comprised of representatives from City commissions and advisory bodies, and persons with specific professional expertise in the fields of development, design, financing, and planning. A member roster of the DSC is attached as Exhibit "B". As set forth in the DSC Statement Of Mission And Tasks (adopted at its meeting on March 23, 2007 and attached as Exhibit "C"), the mission of the DSC "is to select the development team that offers the most responsive program as defined in the RFP and has sufficient capacity to execute it and meets community needs to enter into exclusive negotiations with the Pasadena Community Development Commission for a Disposition And Development Agreement." Six meetings of the DSC were convened from December 2006 through April 2007.

At its meeting on March 31, 2007 the DSC, with 14 members in attendance, received scheduled in-person presentations from the four development teams. Each team was allotted 30 minutes for their presentation and 30 minutes for question-and-answer, followed with a period of closed discussion by the DSC. Each DSC member scored and ranked the proposers based on the Evaluation Criteria set forth in the RFP: 1) Administrative Capacity; 2) Financing; 3) Design; and 4) Local Business.

Among the four proposers, The Bakewell Company/Century Housing received the highest score. The Bakewell Company/Century Housing also received the most number of highest scores from DSC members with 9. Southern California Housing/Union Station/Triad received 3, Heritage Housing/LA Community Design Center received 1, and Renaissance Oak received 1. The results are summarized in the following tables:

**Developer Selection Committee -- Average Scores by Evaluation Criteria**

	Bakewell Company & Century Housing	Heritage Housing Partners & LACDC	Renaissance Oak	So Cal Housing Devt, Union Station & Triad
Capacity	24.3	19.5	22.2	21.9
Financials	24.0	17.6	19.8	20.2
Design	23.1	19.1	16.8	17.1
Local Business	8.8	6.5	4.9	4.5
Total Average Score	80.2	62.7	63.7	63.7

A letter dated April 5, 2007 from DSC communicating to the City its developer recommendation is attached as Exhibit "D".

**Review Team**

The Review Team is comprised of City staff (including staff from Housing & Community Development, Planning and Development, Northwest Programs and an Assistant City Manager), a design consultant (Futterman & Associates), and a financial consultant (Keyser Marston & Associates). The Review Team convened eight meetings from January 2007 through April 2007 to review, evaluate, and score the proposals. The Review Team also prepared and transmitted to the DSC for their review and consideration the Review Team Assessment, comprised of the design and financial analyses conducted by the consultants and staff comments (Exhibit "E").

The Review Team evaluated and scored the four proposals based on the Evaluation Criteria set forth in the RFP: 1) Administrative capacity, experience and background of the development team (30 points); 2) Project financials (30 points); 3) Project design and conformance with RFP guidelines, City development standards and neighborhood character (30 points); and 4) Local business preference (10 points). The average score by evaluation criteria for each developer, as well as the overall score results, are shown in the following tables:

**Staff/Consultant Review Team -- Average Scores by Evaluation Criteria**

	Bakewell Company & Century Housing	Heritage Housing Partners & LACDC	Renaissance Oak	So Cal Housing Devt, Union Station & Triad
Capacity	20.7	16.0	18.8	24.0
Financials	20.5	16.7	21.5	23.2
Design	19.8	18.3	19.5	13.5
Local Business	10.0	10.0	10.0	10.0
Total Average Score	71.0	61.0	69.8	70.7

Based upon the results of the Review Teams evaluation and the fact that the scores between the two top proposers were only 3/10<sup>th</sup>'s of a point apart, staff initially recommended that the top two proposers -- The Bakewell Company/Century Housing Corporation and Southern California Housing/Union Station/Triad Ventures -- be designated as developer finalists in the Heritage Square Request For Proposals competition and undergo further evaluation. However, after considering the

evaluations of the Northwest Commission, Community Development Committee and Fair Oaks PAC, staff has reassessed its evaluation and now recommends a 60 day exclusive negotiation period with the highest ranked proposer, Bakewell/ Century Housing Corporation.

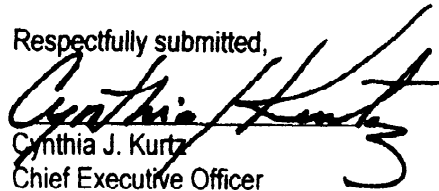
The terms to be negotiated will include defining the exact number of senior and non-senior units; the number of for sale versus rental housing; the amount of family housing; the location of the family housing; better defined proforma's; reemphasizing the total City contribution (the land or purchase price of the land only); and other areas of clarification as instructed by City Council.

If an acceptable agreement is not able to be reached with the Bakewell/Century Housing team, staff will notify Council and begin exclusive negotiations with the Alternate Developer, Southern California Housing/ Union Station for a period of 60 days. If no agreement can be reached with the Alternate Developer, staff will notify Council and seek further instructions.

**FISCAL IMPACT**

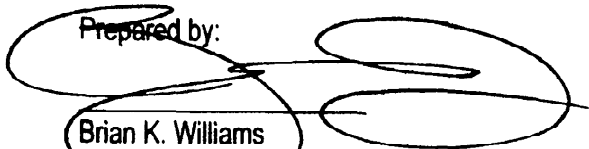
Council has approved a City Commission contribution to the project equal to the value of the purchase price of the land which was approximately \$9.0 million. The land is currently valued at approximately \$ 11 million. A new valuation of the land is currently being conducted and that information will be available during the week of April 30, 2007.

Respectfully submitted,



Cynthia J. Kurtz  
Chief Executive Officer

Prepared by:



Brian K. Williams  
Assistant City Manager

HeritageSqAgendaRpt-PCDCApril30



## ATTACHMENT E

### MEMORANDUM -- CITY OF PASADENA

**DATE:** MAY 21, 2007  
**TO:** CITY COUNCIL  
**FROM:** CYNTHIA J. KURTZ, CITY MANAGER  
**RE:** HERITAGE SQUARE DEVELOPER EVALUATION

This memorandum is to provide additional background and clarity on the separate developer evaluation processes undertaken by the Developer Selection Committee and the Staff/Consultant Review Team with respect to the Heritage Square Request For Proposals (RFP) competition, as well as to respond to other related items as requested by the City Council.

The staff recommendation contained in the Heritage Square agenda report for the Commission meeting of April 30, 2007 indicated a 60 day exclusive negotiation period to reach a draft term sheet. At that meeting, staff modified this element of its recommendation to include a 120 day exclusive negotiation period with the following parameters; Staff would return to council on the 60<sup>th</sup> day with a progress report. On the 90<sup>th</sup> day, a term sheet would be negotiated with the developer and by the 120<sup>th</sup> day, a Disposition and Development Agreement would be reached. This timeline is consistent with the timeline prescribed within the RFP.

#### **What type of project was requested in the RFP and Subsequent Amendment?**

The RFP, as approved by the Pasadena Community Development Commission ("Commission") at its regular meeting on October 23, 2006, was issued on November 8, 2006 to solicit proposals for the construction of a mixed-use development on the Commission-owned 2.82 acre Heritage Square site. As set forth in the RFP and in a correspondence dated February 26, 2007 from Assistant City Manager Brian Williams, the development parameters include the following:

- a) rental/ownership housing mix of 67% / 33%;
- b) housing for a varied mix of income groups (affordable, workforce, market rate), with affordable units making up the majority of the housing component;
- c) senior housing shall be majority of the housing component, but a sizeable portion should be for non-seniors; the project should not be all senior.
- d) density not to exceed 148 units (which includes a maximum 35% density bonus);
- e) commercial space – 20,000 sq. ft.; and
- f) community space – 2,000 sq. ft.

05/21/2007  
Item 4.A.

**Generally, what is proposed by the two proposers?**

The Bakewell/Century Housing proposal includes a total of 134 senior rental, condominium, and family units, 40 of which are proposed in a senior apartment, and 94 of which are included in a condominium project consisting of 21 senior units and 73 family units. 100% of the units are income-restricted (very-low, low-income, and workforce). The unit mix is 30% rental and 70% ownership. The proposal includes 20,000 s.f. of ground level commercial space.

The Southern California Housing/Triad/Union Station Foundation proposal includes a total of 148 senior units, 99 of which are proposed in a senior apartment building, and 49 of which are proposed in a condominium component of the project. 100% of the units are income-restricted (very-low and moderate). The unit mix is 67% rental and 33% ownership. This proposal further includes a 22 unit (20 units are proposed to be very low income and 1 unit to be reserved for a resident manager), family rental add-option. 40,554 s.f. of commercial space is included in this proposal.

**Who was on the Developer Selection Committee and how did it operate?**

The Developer Selection Committee (DSC) was a 15-member body comprised of representatives from City commissions and advisory bodies, community members and persons with specific professional expertise in the fields of development, design, financing, and planning. A DSC member roster is attached to this memorandum as Exhibit "A".

Six meetings of the DSC were convened from December 2006 through April 2007, as shown in Exhibit "B". Housing staff was present at each of these meetings as a resource and administrative support. Generally, the support provided by Housing staff included preparation of the meeting agenda, taking action minutes of the meetings, preparation of documents as directed by the DSC (e.g., mission statement, member roster, evaluation instrument, Review Team Assessment, correspondence), and performing public outreach for the DSC 3/31/07 and City Council 4/2/07 meetings).

Presentations were made by the City's financial and design consultants at the Developer Selection Committee (DSC) meeting of January 24, 2007. The purpose of the presentations was to provide the DSC and staff with the general framework to be employed by the respective consultants in their analysis of the developer proposals. Design consultant Marc Futterman (Futterman & Associates), who assisted staff in the development of the RFP, discussed the various design and planning criteria specified in the RFP including site planning, building design, property configuration, residential and non-residential component, vehicular features, and massing and height features. Financial consultant Julie Romey (Keyser Marston Associates) summarized the four Heritage Square proposals, provided an overview on the basics of housing pro forma analysis, and described the various financial elements that KMA would be evaluating in the Heritage Square proposals (e.g., reasonableness of construction costs and market rents/sales prices; use of correct affordable and workforce rents/sales prices;

reasonableness of developer profit/return on investment; other funding sources proposed; amount and terms of land write-down and financial assistance requested from the City). Complete sets of developer proposals (original response to RFP plus subsequent response to City's February 23, 2007 request for modifications) were distributed to the Developer Selection Committee (DSC) at their meeting of March 23, 2007. At this meeting the DSC also approved the Evaluation Instrument used to evaluate and score each proposal. A form of the DSC Evaluation Instrument is attached as Exhibit "C". The evaluation criteria employed in the DSC Evaluation Instrument are consistent with those set forth in the Heritage Square Request For Proposals.

Also, on March 28, 2007, staff/consultant Review Team Assessment documents (Exhibit "E" of "Heritage Square" agenda report dated April 30, 2007 to Commission) were transmitted to DSC members to assist their evaluation of the proposals. At their March 31, 2007 meeting, the DSC received scheduled in-person presentations from the four development teams. Each team was allotted 30 minutes for their presentation and 30 minutes for question-and-answer, followed with a period of closed discussion by the DSC. During the question-and-answer and closed discussion periods, a range of items were reviewed, including project economics and financing, design for seniors, unit density, and project management policies. At the end of the day-long meeting, DSC members individually completed and scored an Evaluation Instrument for each of the four proposers. Members of the Staff/Consultant Review team were present at this meeting as a resource, but did not evaluate or rank the developer proposals. Audio tapes of the March 31<sup>st</sup> proceedings were previously forwarded to members of the Council. A letter was transmitted by the Chair of the Developer Selection Committee, John Kennedy, indicating the results of the Developer Selection Committee evaluation.

**How did the Staff / Consultant Review Team conduct its review?**

Subsequent to the DSC making its developer selection, the Staff/Consultant Review Team ("Review Team") finalized its evaluation of the development proposals during the week of April 16, 2007. The Review Team employed the evaluation criteria and scoring system as set forth in the Heritage Square Request For Proposals:

- Administrative Capacity (30 points total)
- Project Financing: Feasibility/Reasonableness (30 points total)
- Project Design and Neighborhood Impact/Sensitivity (30 points total)
- Local Business Preference (10 points total)

The Review Team's evaluation of the proposals in the Project Financing category included: a) extent to which proposer provides commitment of other funding sources; b) development costs per unit; c) amount of financing gap after the Commission land (or land value) contribution; and d) ability to repay Commission land contribution. These items were reviewed by Keyser Marston Associates and reported in their financial analyses of the four proposals. As KMA noted at the Commission's April 30, 2007 meeting, however, the comparability between proposals of these sub-criteria is difficult because they are based on variables and assumptions specific to the individual projects

(e.g., affordable-workforce-market mix, specific level of affordable units, rental-ownership mix, etc.). In this regard, the proposals encompass a wide range of housing mixes.

The Review Team's evaluation of the proposals in the Project Design category included an assessment of each proposed project's conformance with stated development mix parameters: a) total units not exceeding 148; b) senior units comprising a majority of the residential component (i.e., at least 51% but not 100%); c) 67% / 33% rental/ownership mix; d) commercial space – 20,000 s.f.; and e) community space – 2,000 s.f. Also part of the Project Design evaluation was the extent to which a project conforms to development standards set forth in the Zoning Code and the Fair Oaks/Orange Grove Specific Plan. Each proposed project was evaluated against a set of 48 City development standards (e.g., landscaping as integral part of design; density at 40 units per acre; compliance with setback, parking and open space standards; 20% ground floor frontage devoted to nonresidential uses).

**What is the membership of the Advisory Committees that reviewed the Staff recommendation?**

As requested, the current membership rosters of the Fair Oaks Project Area Committee, the Northwest Commission, and the Community Development Committee are attached as Exhibit "D".

**What is the current status of the property acquisition?**

In July 2006 the Commission granted authority to staff to negotiate the acquisition of the two southernmost parcels at the Heritage Square site. The escrow for the Commission's acquisition of the Brown AME Church parcel closed on May 8, 2007 and the structure has been boarded. It is anticipated that the purchase agreement for the Church's Chicken site will be finalized and transmitted to the property owner during the week of May 21, 2007.

**What is the current value of the land?**

Based on the recent appraisal performed by Valentine Appraisal & Associates, the concluded fair market value of the Heritage Square development site is \$13,440,000.

**What additional information would be gained by conducting a further review of the proposals?**

Should Council direct further review of more than one proposal, the additional information requested would be;

- a. Clarification of the role of each partner within each of the development teams

The clarification would also include the extent to which the various corporate entities have previously worked together as a development team.

- b. The extent of which the current proposals could be adjusted to meet the city's preferences in housing type and affordability.

The city preferred option is a mix of workforce, senior ownership and senior rental housing. While the majority of the senior housing should be affordable, the City is open to market rate units to assist with closing the gap. The preferred workforce housing would be two and three bedroom townhouses on the north portion of the site.

- c. The capacity of each proposer to build the proposed city project including the ability of the proposer to obtain necessary "gap" funding through the use of New Market Tax Credits and other non-Commission sources.
- d. The extent to which the proposer has previously met local hiring goals.

**HERITAGE SQUARE**  
**DEVELOPER SELECTION COMMITTEE**  
**(as of March 31, 2007)**

<b>Committee Member</b>	<b>Community or Business Affiliation</b>
1. Mike Balian	Balian Construction
2. Raphael Bostic	University of Southern California
3. Joel Bryant	Trademark Development
4. Harden Carter	Urban Planner
5. Abe Chorbajian	DMJM Design
6. Hortense Cooper	Community Development Committee
7. Maria Isenberg	Northwest Commission
8. Dora Leong-Gallo	A Community Of Friends
9. John Kennedy, Chair	Community Development Committee
10. Chris Peck	Peck, Inc.
11. Ralph Poole	Fair Oaks Project Area Committee
12. Tarik Ross	Northwest Commission
13. Sean Spear	City of Los Angeles – Housing Dept.
14. Hugo Suarez	Suarez Architects
15. Ishamel Trone, Vice Chair	Fair Oaks Project Area Committee

**MEETINGS OF THE HERITAGE SQUARE DEVELOPER SELECTION COMMITTEE**

	<b>General Purpose of Meeting; Key Actions Taken</b>	<b>Meeting Date</b>
1.	Introductory meeting; overview of project history and status; no action taken.	December 14, 2006
2.	Receive consultant presentations; no action taken.	January 24, 2007
3.	Organizational matters; election of DSC officers.	March 9, 2007
4.	Approval of DSC mission statement; approval of form of evaluation instrument; receive developer proposals.	March 23, 2007
5.	Receive public comment, receive developer presentations; score developer proposals and make developer selection.	March 31, 2007
6.	Finalize DSC letter to City on developer selection.	April 5, 2007

City of Pasadena  
**HERITAGE SQUARE**  
**DEVELOPER PROPOSAL EVALUATION INSTRUMENT**

PROPOSER: \_\_\_\_\_ PROJECT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

REVIEWER: \_\_\_\_\_ TOTAL POINTS: [    ]

EVALUATION CRITERIA - 1. CAPACITY QUALIFICATIONS, EXPERIENCE (30 Points)	MAXIMUM POINTS	ALLOTTED POINTS	COMMENTS:
<b>Administrative capacity of Developer.</b> Qualifications, previous experience, and background to effectively undertake, design, develop, manage, and market the proposed mixed-use Project.	20		Strengths:



City of Pasadena  
**HERITAGE SQUARE**  
**DEVELOPER PROPOSAL EVALUATION INSTRUMENT**

PROPOSER: \_\_\_\_\_ PROJECT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

REVIEWER: \_\_\_\_\_ TOTAL POINTS: [ ]

Administrative capacity of Architect. Qualifications, previous experience, and background to effectively undertake, design, develop, manage, and market the proposed mixed-use Project.	10	Weaknesses:
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City of Pasadena  
**HERITAGE SQUARE**  
**DEVELOPER PROPOSAL EVALUATION INSTRUMENT**

PROPOSER: \_\_\_\_\_ PROJECT NAME: \_\_\_\_\_ DATE: \_\_\_\_\_

REVIEWER: \_\_\_\_\_ TOTAL POINTS: [ ]

\_\_\_\_\_

EVALUATION CRITERIA -- 4. LOCAL BUSINESS PREFERENCE (10 Points)	MAXIMUM POINTS	ALLOTTED POINTS	COMMENTS:
This criterion measures the extent to which Developer is a local Pasadena business.	10		<p>Strengths:</p>     <p>Weaknesses:</p>

## **Advisory Bodies Roster**

### **Community Development Committee**

Hortense Cooper (Tenant Commissioner)  
Matthew Devoll  
Daniel Estrada  
Lynne Hess  
John J. Kennedy  
Cranston Komuro  
Lainie Rose Miller  
Daniel Yen

### **Fair Oaks Project Area Committee**

Dr. Nicholas Benson  
Ronald Crockett  
Mary Freeman  
Georgia Holloway  
Pearline Johnson  
Nejuan Jones  
Bryant B. Lyles  
Ralph Poole  
Terry Reed  
Ishamel Trone  
Sonja L. Yates

### **Northwest Commission**

Robert Barber  
Raul Borbon  
Waleed Delawari  
Tahra Goraya  
Dante Hall  
Maria Isenberg  
Tanik Ross