



County of Santa Cruz

County Administrative Office

701 Ocean Street, Suite 520, Santa Cruz, CA 95060-4073
Phone:(831) 454-2100 Fax:(831) 454-3420 TDD/TTY: (831) 454-3420
Susan A. Mauriello, J.D., County Administrative Officer

APPROVED AND FILED
BOARD OF SUPERVISORS

DATE: 5/23/17
COUNTY OF SANTA CRUZ
SUSANA MAURIELLO
EX-OFFICIO CLERK OF THE BOARD
BY: *[Signature]* DEPUTY

Meeting Date: May 23, 2017
Date: May 15, 2017
To: The Board of Supervisors
From: Susan Mauriello, County Administrative Officer
Subject: Request for Qualifications for Capitola Road Commercial Site

The Santa Cruz County Redevelopment Agency (RDA) through various actions acquired the Capitola Road Commercial Site in 1994 and 1997 (Site). The Site was initially acquired for the purpose of construction of the Live Oak Library, however the library was later constructed on an alternative location on Portola Drive.

In June 2011, California Governor Jerry Brown signed Assembly Bill (AB) x1 26, which eliminated redevelopment agencies statewide and officially dissolved them on February 1, 2012. On January 10, 2012, the County of Santa Cruz Board of Supervisors adopted a resolution to become the Successor Agency to the RDA and assumed the responsibility for ownership and management of real property owned by the former RDA.

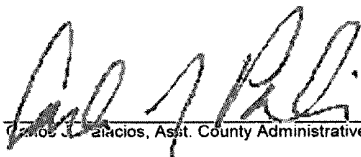
The Governor signed budget trailer bill AB 1484 in June 2012, which required all redevelopment successor agencies to prepare a Long-Range Property Management Plan. The Redevelopment Successor Agency (RSA) adopted the Long-Range Property Management Plan in September 2013 which directed the managed sale of the Site to maximize sale proceeds and long-term economic and community benefit.

To facilitate the sale and development of the Site, the Office of Economic Development prepared the attached request for qualifications (RFQ) for your approval. The RFQ was crafted to attract qualified and experienced developers to enter into an exclusive negotiation agreement and development disposition agreement for the purchase and development of the Site for a mixed-use, neighborhood-serving commercial project.

The County held a community workshop on April 20, 2017 to envision the future of the Site. Approximately 130 participants joined in a two hour meeting that included a presentation and participation in facilitated discussion groups. A report summarizing the outcome of the workshop is included as an appendix to the RFQ.

It is, therefore, RECOMMENDED that your Board approve the attached request for qualifications for the Capitola Road Commercial Site and direct the Office of Economic Development to return with an exclusive negotiation agreement with a qualified developer.

Submitted by:



Carlos J. Palacios, Asst. County Administrative Officer 5/16/2017

Attachments:

- a Request for Qualifications