



Crescent City Harbor District Land Development

Request for Proposals



Crescent City Harbor District
101 Citizen's Dock Road
Crescent City, CA 95531
(707) 464-6174
www.ccharbor.com

RFP Issued: September 21, 2020

Proposals Due: November 2, 2020

Welcome Letter

Crescent City Harbor District is located on the northern California coast, approximately 350 miles north of San Francisco. The Harbor District is a critical harbor of refuge with a Coast Guard station and recent tsunami breakwater upgrades. The Marina was completely rebuilt in 2013 and is the only tsunami-resistant harbor in California. The Harbor District has facilities supporting commercial fishing, sport fishing and recreational boating, including one of the largest Dungeness Crab fisheries on the west coast. Land based improvements include retail and commercial businesses, marine supplies, repair and facilities supporting tourism activities. There are several more land-based sites with commercial development potential in the harbor area. The Harbor District is interested in partnering with development interests to strategically develop Harbor District sites and infrastructure. Site development would require private investment and the Harbor District desires to solicit proposals from private development interests.

While the Crescent City Harbor Master Plan provides general guidance on land, open water, and tidelands uses and development under the Harbor District's jurisdiction, the Crescent City Harbor District Board of Commissioners, Harbor District Staff, and stakeholders are interested in developing more specific development plans for land areas within the harbor that will guide future redevelopment. As a result, the Board is interested in selecting a developer, or developers interested in partnering with the Harbor District in generating development proposals, testing those proposals with market analysis, and in conceptual planning.

The Crescent City Harbor District has a significant market area of existing and potential visitors and facility users. State Highway 101 which directly abuts the east district boundary has several hundred thousand vehicle trips annually. Oregon's Rogue Valley is less than 100 miles inland and has a population of over 100,000, many of whom travel State Highway 199 to reach the coast. Other local tourism features include Redwood National and State Parks and the Smith River National Recreation Area. Del Norte County's outstanding natural resources have earned World Heritage Site and International Biosphere Site designations. In addition, there is direct daily air service from Del Norte County to the San Francisco Bay Area.

The Harbor District invites proposals that address expanded possibilities as well as limitations, including:

- Ability to generate revenue;
- Enhancing Harbor character;
- Carrying capacity/ use saturation (i.e., lodging and restaurants);
- Harbor access, security, use and safety;
- Support of commercial fishing and recreational uses;
- Regulatory considerations; and
- Green building, energy efficiency, and innovative design.

The following strategic goals were developed through workshop discussions with the Crescent City Harbor District Board of Commissioners, Harbor District staff, and community input. Four major goals were established to support the mission of the Harbor District and provide for future growth of the facilities and grounds.

Goal I: Financial Management Objective: To develop a financial system that is resistant to economic shocks, fulfills basic functions, manages risks, diversifies revenue streams, and allows for growth.

Goal II: Planned Development Objective: To plan for major development opportunities available to the Harbor District.

Goal III: Infrastructure Objective: To improve existing infrastructure deficiencies, accommodate desired future growth, and replace worn-out facilities.

Goal IV: Increase Tourism Objective: To increase awareness of the Harbor District as an excellent tourism destination, as well as improving the Harbor District's aesthetics and enhancing visitor experiences.

All questions and inquiries related to this RFP must be submitted in writing to: **Charlie Helms, CEO/Harbormaster**, Crescent City Harbor District, 101 Citizens Dock Road, Crescent City, CA 95531, chelms@ccharbor.com and be received by 4:30 p.m. on October 9, 2020.

We hope you will be inspired by the potential to be part of a major tourism and recreation attraction on the Wild Rivers Coast. Your creativity and innovative concepts are eagerly anticipated!

I look forward to hearing from you

Sincerely,



Charlie Helms, CEO/Harbormaster

Crescent City Harbor District

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Resources Available on District Website (<https://www.ccharbor.com/request-for-proposals-land-development>)

CC Harbor Strategic Plan, 2018-2028 - Sep-10-2018

CC Harbor Master Plan (2006) - Jan-2006

CC Harbor Economic Development Plan - 9-16-18

1.0 Introduction, Background, & Project Information

Introduction

The Crescent City Harbor District plays an important role in supporting the county’s economic health through job creation, business development, commercial activities, and tourism. One of the Harbor District’s primary roles in the development and retention of business is the availability of Harbor District property which is suitable and ready for commercial and retail businesses. The Harbor District also has undeveloped property that can be made shovel-ready or developed into additional Harbor District lease properties.

The Crescent City Harbor District is committed to development with consideration of its impact on the environment. It has already started a solar power project and upon completion of the project the Crescent City Harbor District will be the most eco-friendly, self-sufficient harbor on the California coast.

Tourism spending in Del Norte County has increased steadily from \$106 million dollars in 2006 to \$124 million dollars in 2016. Visitor spending is expected to continue to increase at an average of about 4% each year. The Harbor District’s intention of growing tourism through partnerships with developers and improving Harbor District property activities will ensure that the Harbor District will capture a greater share of the increased visitor spending dollars.

The Crescent City Harbor District is a hub of coastal-based activities and recreation. The Harbor District has received the Certificate of Excellence award from TripAdvisor every year for the past four years. The Certificate of Excellence started in 2010, the award honors hospitality businesses that consistently achieve outstanding reviews on TripAdvisor. This award is only given to the top 10 percent of accommodations, attractions, restaurants, and vacation rentals listed on TripAdvisor. The Harbor District was even presented with a Traveler’s Choice Award for 2020 by TripAdvisor.



The entirety of the Harbor District is contained in a New Markets Tax Credit census tract that is a federally designated Opportunity Zone.

Background

The Crescent City Harbor District was formed as a public entity in 1931 to manage the land and water areas of the Harbor, to take responsibility for the development and improvement of the Harbor District, and to maintain and manage the marina and related facilities. The Harbor District encompasses approximately 35 acres of land adjacent to the southern city limits of Crescent City, which is the only incorporated city in Del Norte County. The major sectors employing the most workers are government, healthcare, retail, and hospitality.

Crescent City Harbor Mission Statement: “The Crescent City Harbor District provides sustainable marine and shore-based commercial, economic, educational, and recreational opportunities for the benefit of the community.”

Core Values:

Economic Driver - Crescent City Harbor District serves as a driver for public/private investment and opportunities to improve the economic stability of the community.

Fiscal Responsibility - The Crescent City Harbor District will manage public assets in a transparent and fiscally responsive manner.

Leadership - The Crescent City Harbor District will be an example of strong leadership in the community.

Community Partner - The Crescent City Harbor District will build and promote partnerships for the benefit of the community.

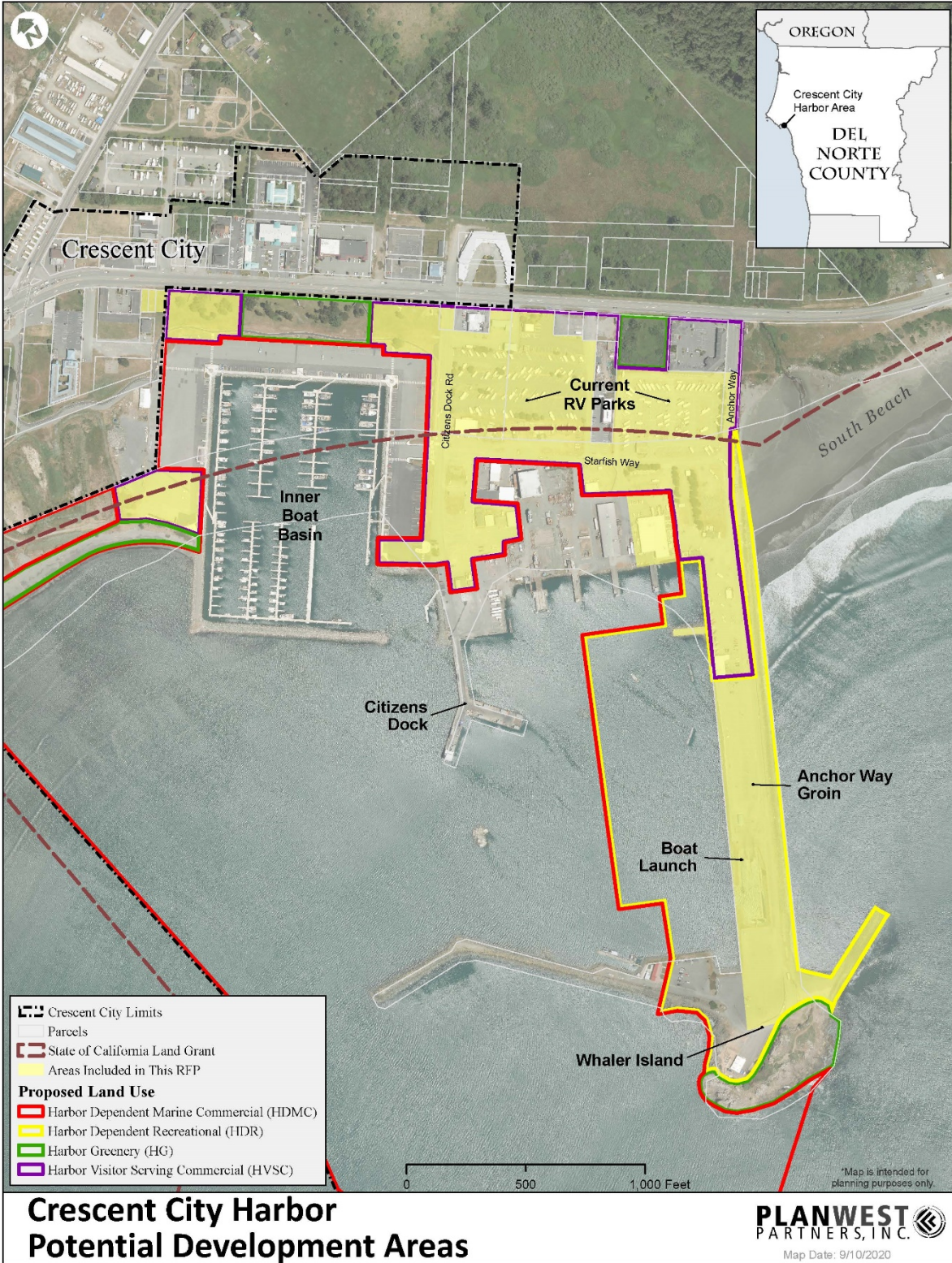
The Crescent City Harbor District prepared a Master Plan (2006), an Economic Development Plan (2018), and a Strategic Plan (2018-2028) to guide development while maintaining the Harbor District’s stewardship of land and water areas under its jurisdiction. These plans identify the potential for increased use of the Harbor District, the Harbor District’s administrative management, and regulatory responsibilities as mandated by the State Tidelands Grant and the California Coastal Act of 1976. The Harbor District is also currently pursuing County amendments to the Local Coastal Plan and Coastal Commission approval of those amendments.

Project Areas in this Request for Proposals

Crescent City Harbor District is made up of different uses and facilities in both the water and on land; this RFP focuses on the land-based areas identified in the figure below. There are several land-based sites with commercial development potential in the Harbor District area. These sites are identified in the Harbor Master Plan and allowable uses for those sites are included in the Local Coastal Plan Amendment. The Harbor Master Plan identifies the following six upland planning areas: western uplands, Highway 101 Corridor, RV Parks, Central Harbor Area, Anchor Way Groin and Whaler’s Island.



Source: Crescent City Harbor Master Plan 2006.



Existing and Planned Development

The Central Harbor Area contains a number of coastal dependent and coastal related uses, including: Citizens Dock, the Harbor District Office, the former fish processing buildings, a boat repair facility, and other commercial uses. There are two existing RV parks which offer affordable recreation opportunities to visitors to Crescent City Harbor District. The existing level of improvements for the RV parks is limited, with minimal landscaping and other amenities for visitors. This area also contains open areas that have additional development potential. The Harbor District has Highway 101 frontage which includes the site of a former car wash and lube center. This parcel is located between Citizens Dock Road and Anchor Way. A portion of additional Highway 101 frontage is currently occupied by a tree-studded green open space with some signage and entry monuments announcing the entry to the Harbor. The open character of this frontage offers good views into the harbor area by Highway 101 travelers.

The northern and southern ends of this greenery area are proposed to be designated for visitor serving uses. The most significant of which is the Harbor District's conceptual plans for a multi-level Tsunami Experience Center adjacent to the Harbor District's main entrance at the Citizens Dock Road and Highway 101 intersection. Planned features include a museum with hands-on learning, a viewing platform, a helicopter pad and an evacuation refuge. Funding for this project, including emergency services grants, are being actively pursued, but have not yet been secured.

The western uplands area includes a portion of a dredge spoils site, a storage area, and an existing parking area. The existing parking area is proposed to be designated to serve the Harbor District's visitors and has been considered for visitor serving accommodations.



Tsunami Experience Concept



The Tsunami Experience Center/Vertical Evacuation Center provides a hands-on learning experience for anyone interested in the science of tsunamis and will provide refuge to anyone in the area during a tsunami event.



60 Room Inn Concept



Regulatory Process and Entitlements

Crescent City Harbor District owns and controls both land and tideland properties at Crescent Bay, bounded by city limits of Crescent City to the west, Crescent Beach to the east, the Highway 101 corridor to the north, and Whaler’s Island and the breakwater to the south. The tidelands grant to the Harbor District by the State of California mandates specific functions the Harbor District must guarantee for public use including the development of a public harbor to meet the needs of the people of the State and the provision of recreational and visitor-serving uses within the granted lands. The California Coastal Act of 1976 also mandates that the Harbor District accommodate certain priority uses in its administration of the waterfront areas under its control. Similar to the Tidelands Grant, the Coastal Act emphasizes support for coastal-dependent uses—i.e., those uses that must have a waterfront site in order to exist—and coastal-related, visitor-serving, recreation, and commercial uses.

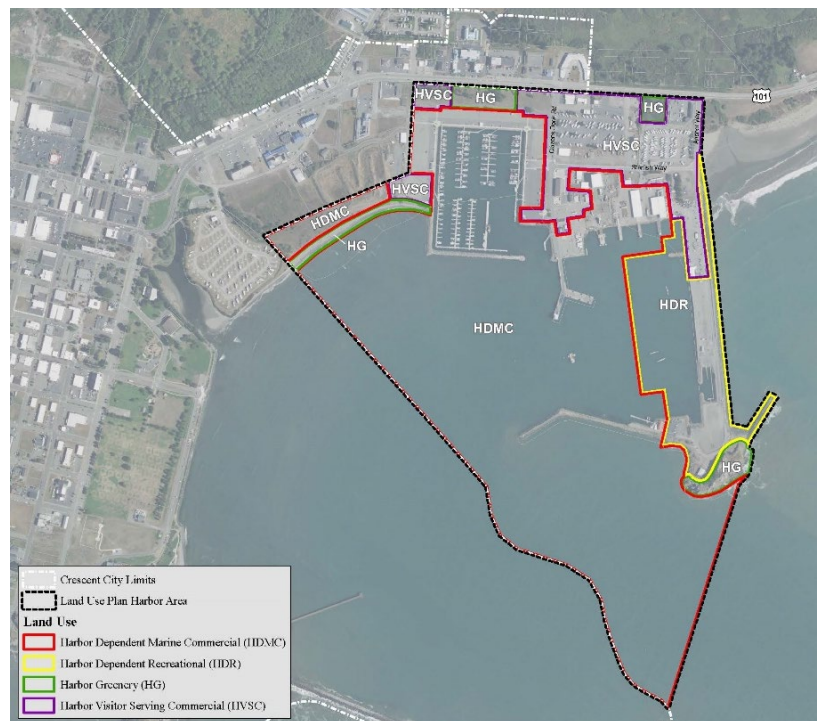
The Harbor District is located entirely within the Coastal Zone and is subject to regulation under the Coastal Act. The Coastal Act allows local governments to prepare Local Coastal Programs (LCPs) for areas within the coastal zone, which are required to be consistent with the Coastal Act and are approved by the California Coastal Commission (CCC). Portions of the Harbor Area are under the regulatory jurisdiction of Del Norte County (generally along Highway 101) and portions are under the regulatory jurisdiction of the CCC. Generally, any development activity in the Harbor District will require a Coastal Development Permit (CDP) from the CCC and/or the County.

Proposed Land Use & Zoning

The following designations and allowable uses are currently being processed through a County Local Coastal Plan Amendment.

Harbor Dependent Marine Commercial (HDMC) is intended to prioritize the needs of the commercial fishing industry while also accommodating other coastal-dependent commercial and industrial development and coastal-related support facilities within, or immediately adjacent to, the waters of the harbor in a manner that will encourage the continuation of commercial fishing and other coastal-dependent marine commercial and industrial activities, maintain the marine theme and character of the Harbor District, and encourage physical and visual access to the harbor where appropriate.

Harbor Dependent Recreational (HDR) uses are intended to provide for public and commercial recreational development within or immediately adjacent to the waters of the harbor in a manner that will encourage the



continuation of recreational boating and other water-oriented visitor-serving and recreational uses and mutually supportive businesses that enhance public opportunities for coastal recreation, maintain the marine theme and character of the Harbor District, and encourage physical and visual access to harbor on waterfront commercial and recreational sites along or in proximity to the water of the harbor.

Harbor Visitor Serving Commercial (HVSC) is intended to provide for accommodations, conveniences, goods, and services intended to primarily serve Harbor Area visitors where specific use does not necessarily require location immediately adjacent to Harbor District waters.

Harbor Greenery (HG) areas are set aside as open space areas to be utilized for habitat protection/restoration, passive recreation, wind or weather screens and for visual effect. These areas may also include day use public recreational facilities and be utilized as utility corridors.

2.0 Submission Process, Schedule, & Evaluation

All submittals must be in conformance with this RFP. An electronic copy of the proposal must be emailed to Crescent District Harbor District CEO/Harbormaster Charlie Helms email: chelms@ccharbor.com with email subject: "Harbor Development Proposal" **by 4:30p.m. Monday, November 2, 2020**. Proposal may also be mailed to Crescent City Harbor District, 101 Citizens Dock Road, Crescent City, CA 95531.

All questions must be submitted in writing to Charlie Helms, CEO/Harbormaster, chelms@ccharbor.com, by 4:30p.m. October 9, 2020. All pertinent questions will be responded to and answered in writing and posted on the District's website no later than 4:30 p.m. on October 16, 2020.

Proposals must include all of the elements outlined below (under "Submittal Requirements & Selection Criteria") and should be limited only to those elements. Elaborately packaged or lengthy proposals are neither required nor desired. Proposals should be concise and contain relevant information by which the Harbor District can judge developer qualifications and proposal quality.

RFP Delivery

It is the Developer's responsibility to ensure that an electronic copy of the RFP is received by the Harbor District prior to the hour and date for submittal of the proposal specified in the RFP.

Any proposals received by Harbor District after the hour and date will be rejected and returned. Proposals may be mailed or hand-delivered to the District, 101 Citizen's Dock Road, Crescent City, CA. Postmarks will not be accepted. All proposals received by the deadline will become property of the Harbor District.

The proposal must be signed by an authorized representative of the Developer. The District is not responsible for any costs incurred in the preparation of proposals and/or any work rendered by a firm prior to the contract award.

District Reservation of Rights

The Harbor District reserves the right, at its sole discretion, to use without limitation, concepts, and data submitted in response to this RFP, or derived by further investigation thereof. The Harbor District further reserves the right at any time and for any reason to cancel this solicitation, to reject any or all proposals, to supplement, add to, delete from, or otherwise alter this RFP if the conditions so dictate. The Harbor District may seek clarification from a potential Developer at any time and failure to respond promptly may be cause for rejection. The Harbor District also reserves the right to interview only those firms that the Harbor District finds, in its determination, provide the most advantageous project and to negotiate with the firm to establish contract terms acceptable to the Harbor District.

Exclusive Right to Negotiate

The selected Developer will enter into an Exclusive Right to Negotiate (ERTN) to finalize the terms of the Disposition and Development Agreement (DDA) that identifies Developer and Harbor District responsibilities.

Nondiscrimination

Developer must comply with all laws and regulations governing nondiscrimination in employment, including the Americans with Disabilities Act of 1990, the Fair Employment and Housing Act (California

Government Code §§ 12900, et seq.), and the applicable regulations promulgated thereunder (2 California Code of Regulations §§ 7285, et seq.).

Proposal Schedule

The tentative schedule is as follows:

Request for Proposals Issued	September 21, 2020
Deadline for Questions	October 9, 2020 by 4:30 p.m.
Question Responses Posted on District Website	October 16, 2020 by 4:30 p.m.
Proposals Due	November 2, 2020 by 4:30 p.m.
Interview/Presentation, if Applicable	November 2020
Harbor Commission Selection of Finalist	November/December 2020

Submittal Requirements and Selection Criteria

The Harbor District may select a separate developer for each area with whom to enter into exclusive negotiations. The same Developer may be chosen for more than one area. The selection will be based on analysis of the information submitted by the Developer, investigation into the Developer’s prior projects, performance in previous undertakings, and other pertinent factors including financial capacity for the satisfactory development of the “Project”. The following rating criteria will be used to evaluate the proposals:

- 1. Cover Letter** (5/100 points): A cover letter (2 pages maximum) outlining Developer’s proposal and interest in the Project. The cover letter must be signed by an officer authorized to bind the proposer contractually and may include other information.
- 2. Developer’s Qualifications and Capacity** (25/100 points):
 - a. *Developer’s Name and Address.*
-This includes the name and address of any proposed partner or joint venture.
 - b. *Nature of Developer’s Development Entity.*
-Whether a corporation, partnership, joint venture, etc.
 - c. *Name of Authorized Representative(s).*
-The person (or persons) authorized to represent Developer in Harbor District negotiations.
 - d. *Firm Profile.*
-An overview of proposing firm/entity and description.
 - e. *Evidence of Developer’s Financial Capability.*
-Evidence of the Developer’s (including any joint venture, or other partner’s) financial capability to carry out the proposed commitment. Information presented must include the Developer's

most recent certified financial statements (current within six months) which must be submitted CONFIDENTIALLY under separate cover, labeled "Confidential: Financial Capability for Projects on District-owned Sites."

Must Also Include:

- Developer's ability (including joint venture partners) to raise equity/debt dollars, including relationship with major lenders.
- Developer's commitment and ability to fund planning and pre-development costs during negotiation period and the resources to carry the project forward.
- Developer's anticipated sources of financing, including documentation providing commitment for construction and/or permanent financing for the project. The commitment should identify rates, fees, and terms of financing, if known.

f. Previous Project Description.

Must Include:

- A description of successful projects in comparable undertakings in terms of economic success and overall architectural design quality. Each project must include the name, contact person, address, phone number of each party for the jurisdiction in which the project was developed, general financial information about the project, and the dates of involvement.
- A description of the Developer's previous relevant experience. Include a brief description of projects, date completed, location, concept, land uses, size, pre-development, and development costs, role of development entity, estimated development value, and management and operating experience.

g. Developer's Principals.

-Firm officers, principal stockholders, general or limited, etc.

h. Team Member Biographies.

-Brief professional biographies of the team members that are proposed to execute the project. Biographies must include: a summary of the qualifications, licenses, and experience of each individual, and the type of work to be performed by each individual. Include identification, qualifications and role of key individuals including all technical, planning, and architectural consultants on the development team who would be involved in the planning or implementation of the development.

i. Developer's references.

-List of at least three business references for all organizations that will be principally involved in the project. Include names, addresses, and contact information.

-Must include the names and addresses of Developer's bank(s).

3. Land Area and Intended Use(s) (20/100 points)

The proposal must include:

- a. If the proposal is for entire RFP area or only a portion of it.
- b. If the proposal is only for a portion of the area, the proposer must specify with maps and/or aerial photos what portion of the area the proposer is proposing to use.

4. Concept Plan, Development Proposal Summary and Contingencies (25/100 points):

a. *Proposed Development Summary.*

-Developer's understanding of how the proposal would fit into overall Harbor District area and benefit Harbor District stakeholders, Del Norte County, and the City of Crescent City.

b. *Concept Plan.*

-Developer's proposed concept, ideally an illustrative site plan with building footprints, and major amenities.

The District is seeking to secure development that supports, enhances, or diversifies current operations and is compatible with existing uses. The proposal must state the proposed primary uses as well as any secondary uses proposed. The statement of proposed primary and secondary uses must also describe:

- i. The proposed operations of each use;
- ii. Key customers and market conditions to support activities proposed;
- iii. Type and amount of development and structures for proposed uses; and
- iv. A map or site plan showing anticipated uses.

c. *Summary Table.*

-Proposed square footage and other relevant improvements data.

d. *Preliminary development pro-forma.*

-Must include development cost assumptions and public improvements required from the Harbor District and other service providers.

e. *Contingencies.*

- Any contingencies for proceeding with the project.

f. *Expected environmental effects.*

-Any effect on traffic, greenhouse gas emissions sources, effects on visual resources, water /energy consumption and any proposed mitigations.

g. *Lease terms.*

-Length of the lease, any contemplated renewals, payment frequency.

h. *Proposed Harbor District responsibilities.*

5. Schedule, Budget, and Management Plan (20/100 points):

a. *Schedule.*

-Development work plan or schedule. Specify major tasks, expected time of completion, and:

- Preliminary designs and design meetings with District and other agencies;
- Lease negotiations;
- Final designs and approvals;
- Construction; and
- Phasing (if proposed).

b. *Budget.*

-A proposed project financial breakdown, including documentation demonstrating the financial capability of Developer to accomplish proposed project.

c. *Management Plan.*

-A brief description of the Developer’s “budget and schedule management plan” that describes the Developer’s approach and commitment to completing the project. The plan must demonstrate Developer’s overall management approach to accomplishing the project within the established schedule and budget.

6. Other Requirements (5/100 points):

Statements of:

- Willingness to comply with Harbor District policy;
- Disclosure of any past, ongoing, or potential conflicts of interest which the Developer may have as a result of performing work for the District;
- Confirmation Developer is operating, or will operate under a legitimate business license; and
- Confirmation that Developer, if selected, can provide required insurance and indemnification.

Proposal Evaluation Process

The Harbor District is using the competitive proposal process, wherein Developer experience, competence and professional qualifications for the satisfactory “PROJECT” development is evaluated as it relates to the elements outlined in this RFP. Proposals will be reviewed and rated by the Harbor District according to the following criteria:

1. Cover Letter Outlining Developer’s Interest in project	5 points
2. Developer’s Qualification and Capacity	25 points
3. Land Area and Intended Use(s)	20 points
4. Concept Plan, Development Proposal Summary and Contingencies	25 points
5. Schedule, Budget, and Management Plan	20 points
6. Other Requirements	<u>5 points</u>
Total	100 Points

Proposal Evaluation

All proposals received by the deadline which meet the RFP's requirements will be evaluated. The Harbor District reserves the right to exercise broad discretion in the review and evaluation of all proposals received based on the evaluation criteria listed above. Based on the responses to this RFP, the Harbor District will determine the top ranked respondents. The selection process may include interviews (at the discretion of the Harbor District) for the top ranked respondents. If interviews are to take place, the Harbor District will notify the top ranked respondents. The Harbor District currently expects that it will designate up to three top ranked respondents ("Shortlisted Proposers").

After identifying the Shortlisted Proposers, one or more Shortlisted Proposers will then sign a confidentiality agreement with the Harbor District and be invited to one-on-one meetings with the Harbor District to negotiate terms and conditions of the lease.

The Harbor District reserves the right to modify or terminate this solicitation at any stage if the Harbor District determines such action to be in its best interest. The receipt of proposals or other documents at any stage of the RFP process will in no way obligate the Harbor District to enter into any contract of any kind with any party.

The Harbor District and its advisors are not responsible for costs or damages incurred by Proposers, Shortlisted Proposers, teams, team members, subcontractors or other interested persons in connection with this solicitation process, including all costs associated with preparing responses to this RFP, and of undertaking due diligence and participating in any conferences, meetings, presentations, negotiations or other activities.