

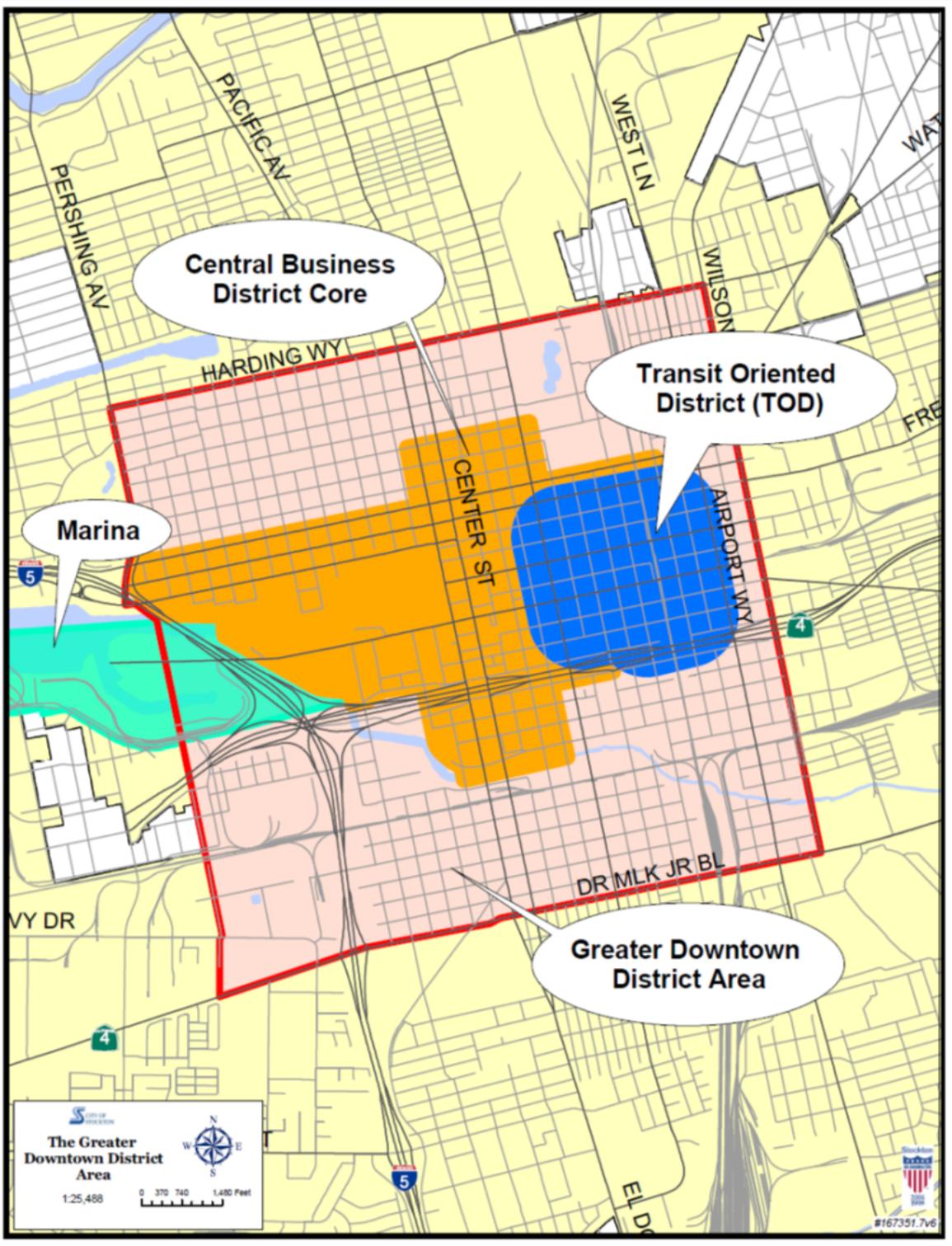
**Recommendation to Approve a
Contract for Advisory Services with
The Urban Land Institute**

**Implementation of the City Council
Strategic Initiatives for Downtown
Revitalization Plan**

Agenda Item 15.01

City Council Goals - 2011

- Economic Development
 - Facilitate Investment and Job Creation
 - Strategic Initiative
 - Implementation of the City Council's Strategic Initiatives for the Greater Downtown Stockton Area



Consultant Selection Process

- Requesting authorization as a sole source provider

Findings:

1. Immediate need for comprehensive analysis to facilitate the city's competitive position and encourage private sector investment.

Consultant Selection Process cont.

Findings

2. The City of Stockton's current economic position reinforces the need for a more competitive environment. Given the current 19.3 % (August 2011) unemployment rate, declining property values and the need for job development necessitate immediate action.

Consultant Selection Process cont.

Findings

3. The Urban Land Institute is the only organization with the diversity, applied knowledge and experience that can do this type of comprehensive study.

The Urban Land Institute

- Over 60 years has assembled advisory panels comprised of individuals with the expertise in real estate, finance, planning and various disciplines in the development fields.
- Panel members are not consultants but experienced practitioners not otherwise available for hire.

The Urban Land Institute

- Only organization in the United States that has a proven track record of bringing together experienced real estate and land use professionals to develop innovative solutions for development challenges that include, but are not limited to:
 - Transit Oriented Development
 - Downtown Revitalization

The Urban Land Institute Cont.

- Economic Development
- Sustainable Development
- Retail and Entertainment Development
- Neighborhood Revitalization
- Transportation
- Workforce and Market Rate Affordable Housing

The Urban Land Institute

- It is this independent nature that allows for the “candid advice” that is a signature of the Urban land Institute.

Scope of Work

- The Urban Land Institute agrees to:
 1. To perform an analysis to identify strategies for revitalizing downtown with a specific emphasis on private sector investment requiring public-private partnership.
 2. To assist in the San Joaquin Regional Rail Commission and the San Joaquin Council of Governments in the development of a planning document that focus's on how best to plan and position the neighborhood around the Cabral Rail Station for Transit Oriented Development as well as related improvements in anticipation of expanded passenger rail services and High Speed Rail and their linkage to Downtown Stockton.

Scope of Work Cont.

3. To analyze the adaptive re-use potential of existing properties, identify key economic and management issues relating to land use projects, and assess overall development strategies and policies.
4. To provide a panel composed of members of the Urban Land Institute who collectively have a varied and broad experience and knowledge applicable to the particular problems to be considered.

Scope of Work Cont.

5. To arrange for the panel members to visit the location upon which its recommendations are sought for a period of not less than five days, starting on February 5, 2012 and ending on February 10, 2012. During that time the panel, directly and through its staff, perform the following tasks:
 - Study the designated area;
 - Consult with public and private officials, representatives of other relevant organizations, and other individuals familiar with the problems involved;
 - And prepare its conclusions and recommendations which will be presented to the City and its invited guests in oral form at the close of the on-site assignment.

Scope of Work Cont.

6. To arrange, insofar as possible, to have appropriate persons, including public and private officials, representatives of the relevant organizations, and others, available for the purpose of consulting with and furnishing information to the panel on specific matters relevant to the assignment as may be necessary and advisable during the period of the panel's visit.
7. To provide the City with a full-color written summary of its conclusions and recommendations and "actionable" steps, illustrated with photographs and drawings, as appropriate. The City will be provided 200 copies of the report.

Public/Private Financial Support

- The proposal for consultant services is funded through public/private partners that would include:
 - The San Joaquin Rail Commission
 - Grupe Company
 - A.G. Spanos Company
 - The Stockton Downtown Alliance
 - The San Joaquin Council of Governments

Implementation

- The City Management Team will be headed by Deputy City Manager Michael Locke.
- Scope of work also includes a five day schedule detailing specific activities the Urban Land Institute will perform to develop an “actionable” strategic plan for revitalizing downtown Stockton.

Implementation Cont.

- The scope of work also includes community forums and both formal and informal stakeholders meetings to include, but are not limited to:
 - Mayor and City Council
 - San Joaquin Regional Rail Commission
 - San Joaquin Council of Governments
 - Development Oversight Commission
 - Climate Action Plan Advisory Committee

Implementation Cont.

- Building Industry Association
- Builders Exchange
- Downtown Stockton Alliance
- Property Owners and Business Owners
- Financial Institutions
- City Administration and County Administration
- Investor Developers
- Port of Stockton

Council Action Request

- Approve findings and authorize a contract with The Urban Land Institute to develop an “actionable” strategic plan for revitalizing downtown Stockton.

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