Scope and Process for the RFQ

The proposed RFQ is intended to solicit responses from qualified development teams and gauge the development community's interest in developing the new City Hall and Police and Fire Administration building as well as redeveloping the site vacated by the current City Hall.

It is anticipated that the RFQ will be comprised of four major sections as well as appendices and required submittal forms for evaluating the responding development teams. Attachment A provides a draft outline of the RFQ.

The four major sections of the RFQ will consist of:

1. Introduction and Overview – This section is intended to provide an introduction of the City of Napa, a brief description of the purpose of the RFQ, outline the selection schedule and submission process, and most importantly outline the City's objectives.
2. Private Development Opportunity – This section is intended to provide an overview of the opportunity to develop the site vacated by the current City buildings, including overview of the Napa market, expectation of the development team, and the minimum requirements of the development team and key personnel.
3. Public Development Opportunity – This section is intended to provide an overview of the opportunity to develop the new City Hall and Police and Fire Administration building, including an overview of the current city facilities, anticipated new City Building, and the minimum requirements of the development team and key personnel.
4. RFQ Submittal Requirements, Evaluations Criteria and Disclosure – This section would specify the required format for the response, any required forms, response evaluation both in terms of process and criteria, as well as any disclosure or reservation of right the City wishes to convey to the development community .

Section One – Introduction and Overview

The City seeks to identity qualified development teams with the vision, resources and expertise to enter into a public-private partnership with the City to achieve the City's desire for:

1) A new combined City Hall and Police & Fire Administration Building ("Civic Building"); and
2) Sell for private development the 2.97-acres vacated by the current City Hall and Police and Fire Administration site ("Private Development") and use the sale proceeds and future tax revenues to help fund the development of the new Civic Building
   - Any Private Development would include a public parking component, ground floor retail, and serve as a gateway to downtown.
   - A market analysis has determined that the site is well suited for a hotel.
   - The City is open to other development opportunities which allow the City to realize its first two objectives.

The project has two significant components. The first component includes the construction of a new Civic Building of approximately 100,000 GSF which will consolidate the City's Administrative, Executive, City Council Chambers, Public Safety and Essential Services functions which are currently scattered around multiple locations in the downtown Napa area. The second component entails the disposition of the existing City Hall and Police & Fire Administration site for the Private Development. The City's preference is to have a single development team propose on both components, however, development teams may propose solely on the Civic Building, or solely on the Private Development.

The solicitation will include two phases, beginning with a Request for Qualifications ("RFQ") phase followed by a Request for Proposals ("RFP") phase issued to teams short-listed from the RFQ.

City's Objectives

The City has the following objectives for this project:

1) Develop an efficient and modern City Hall and Police & Fire Administration Building that:
    a. Co-locates City departments for functional and cost efficiencies;
    b. Achieves functional improvements and energy efficiency;

   c. Fully integrates technology in work areas;
   d. Provides customer-oriented service counters and space;
   e. Provides state of the art City Council Chamber and new public meeting space; and
   f. Avoids expensive maintenance and renewal work required to maintain current facilities.
2) Repurpose current City Hall and Police & Fire Administration site to free-up valuable downtown real estate for development in order to:
   a. Contribute to the revitalization of downtown and create jobs;
   b. Provide offsetting revenues to defer some of the cost for the new City facilities; and
   c. Enhance the commercial gateway to downtown on 1st Street

Project Background

The City's current portfolio of facilities is dispersed in a number of owned and leased buildings throughout the City. Many of these facilities are aging, non-compliant with current City code regulations, ill-suited to purpose, and in need of significant rehabilitation. The collective result is a significant compromise in functional efficiency and collaboration among departments, structural integrity, increasingly expensive capital maintenance costs and degraded citizen access to services. For almost a decade, the City has been investigating ways to consolidate City functions into a Civic Center complex and commissioned several studies to analyze consolidation[1]. Each of these studies concluded that the City should ideally find new facility solutions for both City Hall and Police & Fire Administration.

Now, with the economy strengthening, a strong tourism market and historically low interest rates, the City believes the time is right to find a long term facilities solution that cost effectively improves government efficiency and citizen access to services. To this end on May 14th, 2015 the City Council unanimously approved the initiation of a solicitation process to move forward with seeking the most practical development proposals to construct the new City of Napa Civic facility as well as the Private Development to further enhance the downtown core and assist in financing the new Civic Building.

A key consideration for this project is the ability to use the land vacated by current City Hall, Police and Fire Administration buildings, to develop a high quality hotel, or alternative uses, with supporting retail on site. In doing so the City can achieve its goals of generating revenues to offset costs associated with the construction for the new Civic Building, continue its efforts to revitalize downtown, create jobs, and further economic development in the City of Napa. The development of the Civic Building is predicated on the successful completion of the proposed Private Development.

Overview of Two Stage Solicitation Process

The solicitation will include two phases, beginning with a Request for Qualification ("RFQ") phase followed by a Request for Proposals ("RFP") phase issued to teams short-listed from the RFQ Phase.

Phase I RFQ

The primary purpose of this RFQ is to qualify and select a short list of highly qualified development teams, who will then be requested to participate in the Phase II RFP. In the RFQ, respondents are asked

[1] Reports include 2009 RACESTUDIO and A. Plessis consolidation study; 2013 RRM Napa Public Safety Joint Facility study for Police and Fire (RRM Study) and; the 2014 Jones Lang LaSalle Civic Center Alternatives Analysis Report.

to provide their basic project concept to address the City's objectives and requirements and qualify firms and their key personnel with regards to their ability to provide the experience, capacity and financial resources necessary to successfully execute each of the two project components. Only those development teams short-listed will move forward and participate in Phase II.

Although it is the City's preference to enter into a single contract with one development entity for the entire project, the RFQ contains separate qualification criteria for the Civic Building development and the proposed Private Development. At this time, development teams may either propose qualifications for both the Civic Building development and the Private Development, or can choose to submit qualifications for only one of the development components. Informed by the RFQ process and prior to releasing the RFP, the City will make a determination whether it will require short-listed teams to propose on both project components, or if teams may pursue either the City development or the Private Development independently. This decision will determine if one or two RFP's will be issued in Phase II.

Phase II RFP

Phase II will consist of an RFP process in which the short-listed development teams will be requested to submit fully developed project concepts for all components of the project, financing strategies, and pro-formas. Further detail will be provided during the RFP phase with regards to the exact submittal requirements for the RFP.

Solicitation Schedule, Instructions and Project Manager

This section of the RFQ will include specific information regarding the schedule for the RFQ process including any mandatory meeting, date responses are due back to the City and the City's review process. It will also include information on when and where to submit response as well as who the project manager is and the process for development teams to get questions answered.

The preliminary RFQ schedule is as follows

Issuance of the RFQ	Early October 2015
Pre-Submittal Conference	October2015
Submittal Due Date for RFQ	Late November 2015
Review of RFQ responses	December 2015
Interviews of teams	January 2016
Shortlisting of qualified teams to participate in RFP	February 2016

Section Two - Private Development Opportunity

Proposed Private Development

In conjunction with the development of the new Civic Building, the City of Napa seeks a qualified respondent to acquire and develop the current City Hall and Police & Fire Administration site. The City has evaluated developing this site with a hotel as its predominant use, but is open to alternative development scenarios. Any development proposals must be consistent with the uses approved in Downtown Mixed-Use land use designation and zoning district and generate sufficient sales proceeds

and future tax revenues in order to facilitate the construction of the Civic Building. It is anticipated that any development would include ground floor retail, a public parking components, and serve as a gateway to downtown.

Site Description

The City Hall site is located just 1 block southeast of the CSB site (*bordered in red on the site map, below*). The site is a 2.97 acre parcel (#003199014000) which is bordered by 1st, School, 2nd and Seminary Streets.

Located at the gateway to Napa's downtown core on 1st street, which is the base of the Napa Valley wine region, this highly visible site provides an excellent opportunity for commercial development, and would complement and benefit from the myriad of adjacent retail, hospitality and dining offerings. The site is less than a mile from Route 29, which is the main route through the Napa Valley and connects the City of Napa with the popular cities of Yountville, St. Helena and Calistoga to the northwest. It is also well served by the local Napa Vine Bus Transit System (Lines 1, 2, 3 & 8), as well as Route 11 which connects to the Vallejo Ferry and provides linkage to San Francisco.

The site currently is zoned as Downtown Public, but it is the City's intent to process a general plan amendment rezoning the site as Downtown Mixed-Use, as the site will serve as the primary gateway on 1st street to the Central Downtown Core Commercial zone.

The current uses on the site include:

- The City Hall building, which is a 1-story, 14,100 sf building at the eastern side of the parcel bordering School Street
- The Police & Fire Administration Building, which is a 2-story, 20,830 sf structure on the north side of the parcel bordering 1st Street (The Fire Station, shown adjacent to the parcel in the upper left corner will remain operational and will not be redeveloped)
- The remainder of the site contains a surface parking lot with approximately 144 employee spaces

The City will be reserving approximately 1.24 acres of the site for a future parking structure to provide parking for the City and the public. This leaves 1.73 acres for the Private Development. As long as the stated development goals are achieved for the entire 2.97-acre site, the site layout for the 1.73 acres can be flexible and configured to accommodate the optimum and most efficient project design. Under the Downtown Napa Specific Plan, the site lies in the Downtown Public Land-Use District. This Land-Use

District lies within the Downtown II Zone, which allows for up to 4.0 FAR with a 15' maximum front setback and 60' maximum height.

Regional Overview

Napa County is a renowned tourist destination with high-end hotels and restaurants that complement the area's world-class wineries to fuel the region's economy. Napa County encompasses multiple towns including Napa, Calistoga and St. Helena, each with their own unique draw.

As can be seen in the downtown map (below), the City's Private Development site offers 1.73 acres of prime land to develop an iconic hotel and retail destination, or alternative uses, right in the center of the downtown core.

Currently, the City of Napa is undergoing a powerful economic revitalization spurred by recent development that includes the lively Oxbow Market, the eclectic Napa Riverfront mixed use project and a fully renovated Napa Center. Located just a few steps away from the subject site on 1st Street, the Napa Center will add an enhanced variety of shops and restaurants, and the new Archer Hotel (2017), which will further emphasize 1st Street as the heart of downtown Napa.

Downtown Napa is a place where social, entertainment, art, cultural, retail, residential and commercial uses come together to create a visually rich, vibrant and pedestrian-oriented city center. The downtown is home to more than 70 restaurants, 20+ wine tasting rooms, 22 lodging options, art galleries, and numerous retail shopping options. Whether dining at the favorite winemaker's haunt of Bistro Don Giovanni just north of the City or using the Napa as a jumping-off point for the sublime wine region surrounding it, the City of Napa is a world-class location for hospitality development and offers tremendous opportunity for investors to capitalize on the Napa Valley's allure to national and international visitors. Travel down the road from our protected historic districts, home to some of northern California's finest Victorian homes, and you will find visually stimulating contemporary

architecture.

In addition to many amenities of downtown Napa, the City is also home to the famous Napa Valley Wine Train which offers a magnificent dining experience aboard exquisitely restored early 20th-century Pullman rail cars which run on 25 miles of track through the heart of the Napa Valley.

Also supporting downtown economic revitalization is the ongoing Napa Flood Protection project, which has mitigated the risk of the Napa River flooding downtown and provided a much safer environment for development.

Recently, Destination Analysts released their 2014 Napa Valley Economic Impact Report[2] which measures the economic impact of the tourism industry and provides estimates of direct visitor spending in Napa County, as well as the tax revenues generated by tourism and the number of jobs (and payroll) supported by the tourism industry in the County. From 2012 to 2014, the total number of visitors to Napa Valley was 3.3 million, an increase of 8.2% from the 2.94 million visitors in 2012, with the vast majority (73%) visiting the area for either a weekend getaway or a vacation. The bulk of the remainder is comprised of those staying in Napa lodging, approximately 950,000 visitors or 29% of the total 3.3 million visitors in 2014. These lodging visitors spent 2.9 days in Napa Valley on average.

Destination Analysts also found the average Napa Valley visitor made 2.3 trips (primarily for leisure) to the area within the last 12 months, a testament to the strong and sustainable tourism draw of the region. The Cities of Napa (67.0%) and St. Helena (59.6%) were the Napa Valley destinations with the highest visitor traffic during 2014 and nearly half of Napa Valley visitors surveyed visited Calistoga (46.3%) and Yountville (44.1%). In 2014, the Napa visitor industry accounted for $1.6 billion in direct visitor spending within Napa County, 72% ($1.2 billion) of which was driven by local hotel guests. Each day, visitor spending accounted for by Napa hotel guests averages $389 in comparison to the average day trip visitor to Napa who spent $150 per person.

Visitors to the Napa region tend to be an affluent group with 51% reporting an annual household income of $100k+ (with an average household income of $165k). Not surprisingly, the 3 largest targets of this $1.6 billion in visitor spending are: Retail (40% / $635m), Lodging (23% / $366m) and Restaurants (22.5% / $360m) which, in turn, support 11,776 jobs in the Napa region, primarily in the hotel and restaurant industries. This represents a 12.2% jump in employment from 2012 (10,498 jobs).

Given the natural beauty and “destination” quality of the Napa region and its close proximity to the Bay Area, it is no surprise that of the approximately $194m in 2014 spending for conference and meeting activities, almost 66% ($128m) were for wedding and wedding-related events. The remainder of this, 34% ($66m), is comprised of Sponsor & Exhibitor Spending and direct spending for meetings held in Napa County. In total, this strength in the tourism industry translated into $64 million in tax revenues for governmental entities in Napa County in 2014 which includes revenues from the transient occupancy tax (TOT - hotel tax), sales taxes and property and transfer taxes paid on lodging facilities. The hotel

[2] http://www.visitnapavalley.com/research_statistics.htm

industry generates the majority of these revenues, with the combination of TOT and hotel property taxes creating over $38 million in income for governmental entities in Napa County.

Hotel Market Overview

Approximately 3.3 million people visit Napa Valley annually, spending over $4.4 million per day. With more than 500 wineries and approximately 45,000 acres dedicated to grapes, Napa Valley is an established, high-end global tourist destination, attracting world-wide visitors seeking its renowned wineries, fine dining, shopping, spas and natural beauty.

The lodging market in Napa Valley is comprised of 70 hotel properties and nearly 4,700 guest rooms. Supporting the area's status as a leading destination for world-class leisure and dining, the region has a variety of lodging facilities ranging from small boutique inns to luxurious resorts. The area boasts predominantly upscale properties, with more than 85% of room inventory in the upscale to luxury hotel category.

As such, the lodging market in Napa has performed exceptionally well in recent years. Over the last four years, the Napa County region has achieved an average occupancy in the low-70% range. Occupancy reached 74% occupancy in 2014, well above the national average of 64%. Average Daily Rates (ADR) in the market reached $250, surpassing pre-recessionary peak rates. Revenue per Available Room (RevPAR) was $185, up nearly 4%, and above inflationary rates. Year-to-date through March 2015, Napa County RevPAR was up 7% driven by 5% occupancy growth and a 3% increase in ADR over the same period in 2014. The region's popularity as a leading tourist destination will continue to provide topline growth for the lodging market in the future.

Napa County, CA Lodging Market Performance

Year	Occupancy	ADR	RevPAR	Occ % Change	ADR % Change	RevPAR % Change
2005	74.7%	$170.04	$127.02	-	-	-
2006	69.1%	$188.86	$130.50	-7.5%	11.1%	2.7%
2007	75.5%	$172.21	$130.02	9.3%	-8.8%	-0.4%
2008	72.4%	$177.74	$128.68	-4.1%	3.2%	-1.0%
2009	63.3%	$209.32	$132.50	-12.6%	17.8%	3.0%
2010	65.6%	$215.38	$141.29	3.6%	2.9%	6.6%
2011	71.4%	$223.71	$159.73	8.8%	3.9%	13.1%
2012	70.6%	$235.99	$166.61	-1.1%	5.5%	4.3%
2013	72.6%	$245.32	$178.10	2.8%	4.0%	6.9%
2014	74.1%	$249.27	$184.71	2.1%	1.6%	3.7%

The region's strong tourism-based economy and its enviable proximity to San Francisco, with its booming economy and high concentration of wealth, have captured significant investor interest in recent years. Key trends that have shaped the market in recent years include the following:

1. Significant luxury hotel development

While some developments have stalled in the past, there is a significant pipeline of new luxury product, both in the form of new ground-up developments and the conversion and repositioning of existing properties. Notable conversions include the reopening of a hotel in St. Helena as Las Alcobas, a Luxury Collection Hotel by Starwood, and the redevelopment of Calistoga's Silver Rose Inn as a luxury resort. The VieVage, an Auberge resort located in Stanly Ranch, and the boutique Archer Hotel, situated in downtown Napa, are both new builds that are expected to enter the market over the next few years. Substantial entitled land also exists for new resort communities, which are likely to feature ample amenities and luxury positioning, such as the planned Calistoga Hills Resort in Napa Valley.

2. Seven years of ADR growth

The Napa County lodging market has experienced seven consecutive years of ADR growth due to a strong tourism base and the delivery of luxury product. While the market lost considerable occupancy in the midst of the economic downturn in 2009, ADR growth did not waver. Since then, market-wide occupancy has recovered to 74% and average rates in the market have reached nearly $250 as of 2014. Given continued delivery of luxury product, strength in regional tourism, and healthy occupancy levels, RevPAR for Napa County is expected to increase in the range of 3% to 5% in 2015.

3. Premium pricing for key assets

Recent hotel transactions reveal that investors are willing to pay a strong premium for high-quality assets in key locations within Napa County. The high-profile Calistoga Ranch resort traded in 2013 at a record price of over $1 million per room. In 2015, the recently announced Bardessono Hotel & Spa transaction is expected to set a new record at nearly $1.4 million per key.

Recent Napa County hotel transactions

Hotel	Date	Rooms	Price	Price per key
Bardessono Hotel & Spa	pending	62	$85,000,000	$1,370,000
The Carneros Inn	Jun-14	86	$62,500,000	$727,000
Harvest Inn	Jan-14	74	$55,000,000	$743,000
Calistoga Ranch*	Nov-13	50	$55,000,000	$1,100,000
Andaz Napa	Sep-13	141	$72,000,000	$511,000
Fairmont Sonoma Mission Inn & Spa (75% Stake)	Jul-13	226	$73,300,000	$432,000

**JLL acted as advisor to seller*
Source: JLL

Review of Planning Documents

Development teams planning to submit RFQ responses should review the City of Napa's General Plan, Downtown Napa Specific Plan and all other relevant planning documents in order to understand all of

the development standards for the site prior to preparing design concept narratives, and basic concept drawings if selected for Phase II.

City of Napa's General Plan

The City of Napa's General Plan[3] provides a number of policy objectives aimed at enhancing Downtown and strengthening its presence as the heart of the city. The General Plan describes Downtown as the civic and cultural center of Napa, containing most City and County government offices as well as the city's traditional retail and hotel uses along 1st and Main Streets. The General Plan emphasizes the need to foster a vital Downtown through:

- Characterizing Downtown as a place of social, entertainment, art, cultural, retail, residential, administrative and government uses;
- Emphasizing pedestrian orientation with active streets and open spaces;
- Promoting mixed-use projects as a means to reduce the need for automobile use and to support Downtown businesses;
- Encouraging rehabilitation and re-use of historic structures;
- Promoting the historic urban form of Downtown with new buildings compatible with the heights, street faces and building massing of older buildings;
- Designating the Napa River as the central defining feature of Downtown and the city;
- Enhancing public access to Downtown, including strong linkages to adjacent residential neighborhoods;
- Enhancing Downtown gateways;
- Increasing access and circulation to and within the Downtown area;
- Supporting creative parking solutions;
- Creating incentive programs and regulatory ordinances that stimulate public and private investment;
- Encouraging specialty retail businesses catering to visitors and residents, and discouraging discount stores with high square footage and parking requirements; and
- Promoting hotel and conference facilities, 24-hour activity, art and cultural activities.

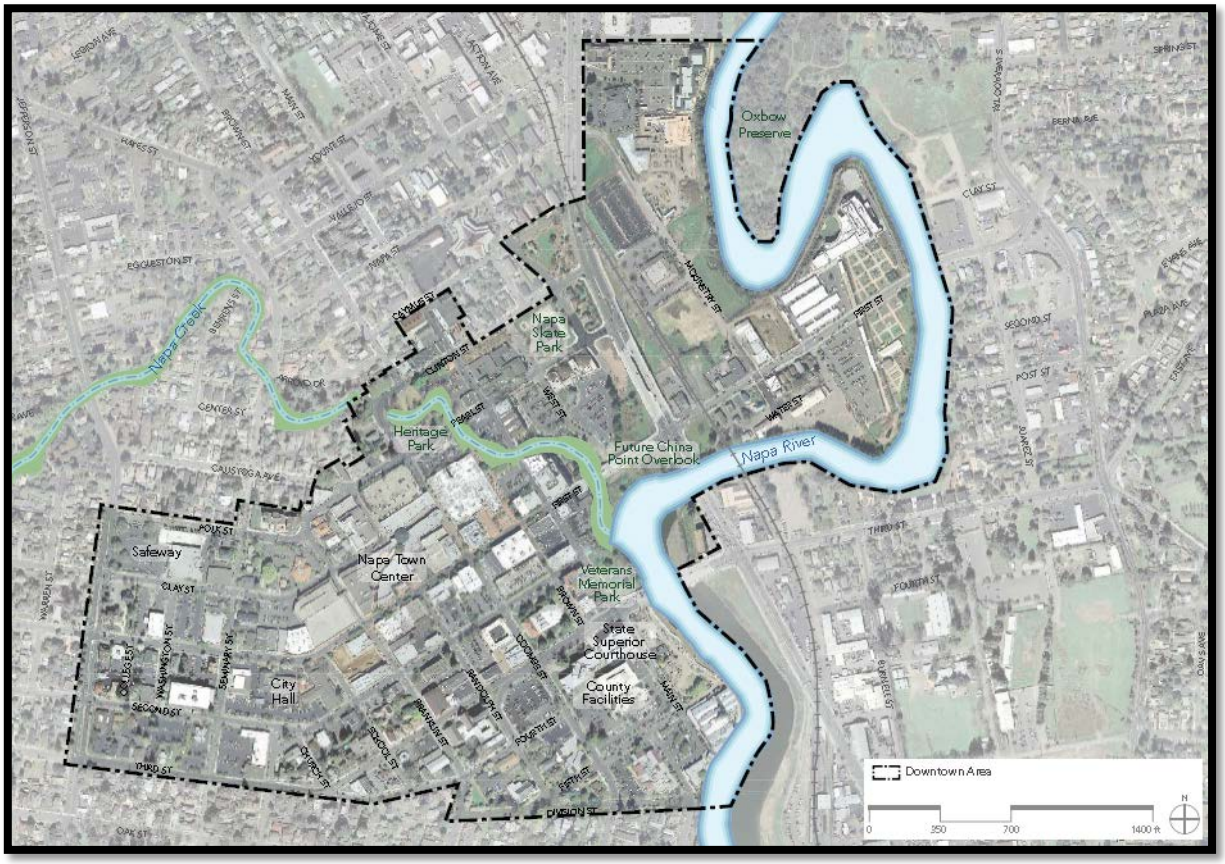
Downtown Napa Specific Plan

The Downtown Napa Specific Plan[4] ("Specific Plan") provides the guiding framework for realizing the vision of a vibrant, healthy and balanced pedestrian-oriented city center. The purpose of the Specific

[3] The City of Napa's General Plan can be found at http://www.cityofnapa.org/index.php?option=com_content&view=article&id=1967

[4] The Downtown Napa Specific Plan can be found at http://www.cityofnapa.org/index.php?option=com_content&view=article&id=1968

Plan is to illustrate the community-based vision, outline guidelines and development standards that support the vision, and create an implementation action plan to systematically achieve its key objectives.



The goal of the Specific Plan is to revitalize Downtown Napa as a vibrant place where residents and visitors alike come together to work, live, play, and actively engage in the community. People should be able to pursue a range of activities, such as shopping at local boutiques, eating in restaurants that open onto the sidewalks or public gathering places, attending markets and festivals and listening to live music and other entertainment. The following land use designations and zone districts have been established to regulate allowable uses in Downtown:

- Downtown Core Commercial
- Downtown Mixed-Use
- Downtown Neighborhood
- Downtown Public
- Oxbow Commercial
- Downtown Parks / Open Space

As mentioned earlier, the subject site currently is zoned as Downtown Public, but it is the City's intent to process a general plan amendment and rezone the site as Downtown Mixed Use as the site will serve as the primary gateway on 1st Street to the Downtown Core Commercial zone.

The Downtown Core Commercial land use designation and zoning district generally include properties on 1st Street from School Street to the Napa River and on Main Street from 5th Street and the Napa Mill to Caymus Street. The primary intent of this land use designation and zoning district is to promote the continued development and revitalization of the pedestrian-oriented Downtown area that serves as Napa's unique shopping district, as a neighborhood hub for the residences surrounding it and as the center of the Napa community. It reinforces Downtown's identity as a compelling place for shoppers and visitors, requiring development that is in line with Downtown's traditions and preserving its historic heritage. The goal is to provide a mix of land uses (i.e., shops, restaurants, hotels and entertainment in designated areas) that will draw people Downtown during the day, evening and on weekends; develop an improved streetscape to offer visitors a pleasant pedestrian experience and create a series of outdoor spaces to encourage public gatherings in the city center.

The Downtown Mixed-Use land use district generally includes properties on the blocks surrounding the Downtown Core Commercial area from Clay and Pearl streets to the northern boundary of Downtown, and from Seminary and Church streets east to the Napa River and south to Third Street. The Downtown Mixed-Use district provides for retail uses, administrative and other offices; institutional, recreational, entertainment, arts and cultural uses; hotels and conference facilities; transportation facilities, residential primarily as part of mix-use developments and public and quasi-public uses that strengthen Downtown's role as the community's center.

Within the Specific Plan various development standards have been created. The site is located within the Downtown Zone II which allows for up to 4.0 FAR with a 15' maximum front setback, a 5' stepback at the third story when adjacent to residential uses, and 60' maximum height.

The Site is located one block west of the Town Center Focus Area. The Town Center Focus Area is located near the center of Downtown on First Street between Main and Franklin Streets. It is the commercial "heart" of the city, bounded to the east by Main Street, to the south by First Street, to the west by Franklin Street and to the north by Clay and Pearl Streets (see Figure 4.5: Town Center Focus Area in the Specific Plan). The majority of the area is composed of the Napa Center and Kohl's development, a shopping mall located on several consolidated blocks. The Town Center Focus Area is approximately 14 acres, including all surrounding streets and a portion of Napa Creek. Potential site development and land use relationships are reflected by the underlying Downtown Core Commercial district and currently include commercial uses, surface and structured parking, two public plazas and a transit center that has been relocated outside the Planning Area to 4th and Burnell Streets. The proposed Private Development represents an opportunity to create a western gateway project to the Town Center Focus Area.

Other Regulatory Documents

The Development team is responsible for reviewing any other relevant regulatory documents and understanding the impact on the future development of the site.

Minimum Requirements of the Private Development Team

This section of the RFQ will be used to detail the specific minimum requirement each firm that make up the development team, including at a minimum the lead developer, architect, general contractor or any other key member of the team.

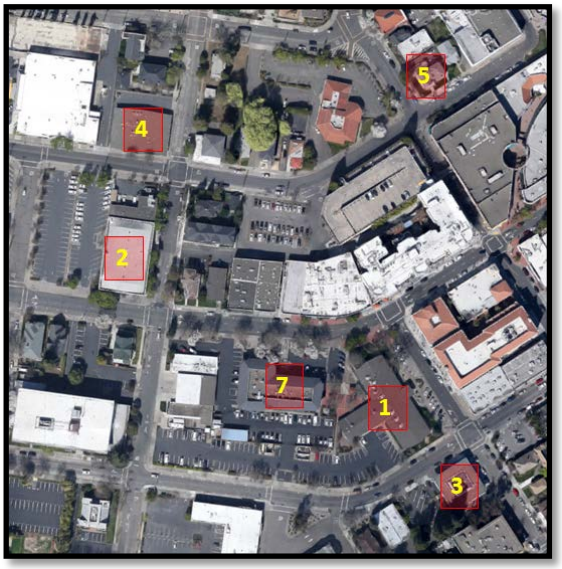
Project Personnel Minimum Requirements

This section of the RFQ will be used to detail the specific minimum requirements of the individual project personnel that make up the development team, including at a minimum the project executive, project manager, architect, general contractor or any other key personnel of the team.

Section Three - City Hall and Police & Fire Administration Building Opportunity

Existing City Facilities

Currently, the City operates out of several facilities dispersed throughout Downtown Napa. Generally, these facilities were not built for the purposes for which they are currently used. As a result, they are inefficiently designed, poorly configured, have too few meeting spaces and inconsistently allocate offices and workstations. Furthermore, over the next several years, these facilities will require expensive renovations to maintain their operability. These conditions compromise workplace functionality, teamwork and cross- departmental collaboration. They also hinder easy citizen access to services and do not represent the City's desired image. The following table lists the facilities currently occupied by the City.



	Building	Departments	Current S/F Occupied	Constructed/ Renovated
1	City Hall	City Council, City Manager, City Clerk, City Attorney, Finance	14,100	1951/1983
2	Community Services Building	Community Development, Fire Prevention, Public Works	16,808	1963/1976/1999
3	Human Resources/ Personnel	Human Resources Department, Training Rooms	3,915	n/a - Leased
4	Housing Authority Building	Housing Division, Materials Diversion Division	8,305	1955/2002
5	Water Division Building	Water Division Administration	2,750	n/a - leased
6	Parks & Recreation*	Parks & Recreation	5,000	n/a - leased
7	Police & Fire Administration	Police & Fire Admin EOC	20,830	1958/1974/1990's

*Parks & Recreation Building not shown on map (located north of downtown on Soscol Ave.)

Proposed New City Hall and Police & Fire Administration Building

The City wishes to develop a new combined City Hall and Police & Fire Administration building, which will accomplish the following goals:

- Provide a City Hall that better reflects the City's image;
- Creates spaces that are welcoming, service oriented and convenient for customers;
- Provide spaces designed for collaboration and engagement with the public;
- Better adjacencies to support collaboration and efficiency;
- Leverages technology for efficiency;
- Provides standardized workstations;
- Is efficient and allows flexible design layouts; and
- Reduces costs through energy savings and operational and space efficiencies

The new Civic Building will be constructed on the Community Services Building (CSB) site located at 1600 1st Street in downtown Napa (*bordered in yellow on the site map to the right*). This site is a 1.29-acre parcel which currently contains a 16,808 sf, 1-story building as well as a parking lot for approximately 81 vehicles. The site is bordered by 1st, Washington, Clay and Seminary Streets. Under the Downtown Napa Specific Plan, the CSB parcel lies in the Downtown Mixed-Use Land-Use District. This Land-Use District lies within the Downtown II Transitional Zone, which allows for up to 4.0 FAR with a 15' maximum transition front setback and 60' maximum height.

The new Civic Building will incorporate both Administration and Public Safety functions. The Public Safety portion of the building must also contain certain Essential Services functions, including an Emergency Operations Center (EOC) and Dispatch. These Essential Services personnel include the staff

that will provide services in a major emergency (earthquake, fire, etc.). The facilities housing these functions are held to a higher construction standard, as they must remain operational, and secure, after a disaster. The office space for the administrative functions is to be developed with cost efficiencies and a moderate degree of finishes in mind while the areas serving the public (Council Chambers, Public Counters, etc…) are expected to have a higher quality degree of design and finish elements. Importantly, the exterior architecture and design of the building should convey the "civic" character of the building that most effectively reflects and promotes the City of Napa's image.

The following are the projected space requirements for each City use:

CITY ADMINISTRATION – 47,300 total sf

- City Manager, City Clerk, City Attorney, HR, Finance, Community Development, Public Works, Fire Prevention & Parks – 42,300sf
- City Council Chambers & Community Meeting Space– 5,000sf
- Expected number of FTE Employees (Administration): 160 FTE's

PUBLIC SAFETY – 49,600 total sf

- Public Safety Command & Police Control, Traffic Investigations, Crime Lab, Property, Records, Homeless Youth & Diversion – 43,200sf
- EOC & Dispatch – 6,400sf
- Expected number of FTE Employees (Public Safety): 110 FTE's

Minimum Requirements for the City Hall Development Team

This section of the RFQ will be used to detail the specific minimum requirement for each firm that makes up the development team, including at a minimum the lead developer, architect, general contractor or any other key member of the team.

Project Personnel Minimum Requirements

This section of the RFQ will be used to detail the specific minimum requirements of the individual project personnel that make up the development team, including at a minimum the project executive, project manager, architect, general contractor or any other key personnel of the team.

Section Four - RFQ Requirements, Evaluation Criteria, & Disclosures

RFQ Requirements

A complete, concise and professional response to the RFQ will enable the City to identify the most qualified development teams and will be indicative of the level of the respondent's experience and commitment to the proposed project.

Any development team selected must demonstrate the experience, resources and expertise needed to successfully design and develop the proposed project. Past design and development experience with

similar projects will be critical in evaluating the RFQ respondents. Additionally, financial capacity and/or access to funding sources will also be critical in evaluating the successful respondents. Finally, the successful team must demonstrate the ability to deliver projects in a timely manner and within budget.

This section will be used to detail the specific requirements and instructions to submit the team's qualifications, including, but not limited to, a description of the proposed project concept, experience on similar past projects, identification of key personnel, financial capabilities, and reference checks.

Evaluation Criteria

This section of the RFQ will be used to detail the specific criteria each development team will be evaluated against. The evaluation criteria generally will be comprised of the qualifications of each development team, each team's conceptual project descriptions, each team's financial resources and capabilities, and the respondent's efforts to include local participation as part of the development team. The evaluation criteria will be broken down into two sections: 1) a "Pass/Fail" evaluation based on the minimum requirements specified in the RFQ, and 2) a qualitative evaluation based on pre-established criteria.

Private Development Proposal, Team and Experience

Evaluation Criteria	
A	Evaluation of the quality and completeness of information submitted in the SOQ.
B	Evaluation of the project concept and its ability to create a high quality and prominent gateway to downtown.
C	Evaluation of the assembled development team
D	Evaluation of the team's past projects and performance.
E	Evaluation of the team's past experience in conceiving and implementing projects within a downtown environment.
F	Evaluation of the team's past experience in working with governmental entities or public-private partnerships.
G	Evaluation of team's experience in developing high quality projects of the nature proposed in the SOQ;s.
H	Evaluation of the team's experience in developing sustainable projects.
I	Evaluation of the team's experience in operating high-end hotel products or evaluation of experience in operating the proposed project if the Private Development is not a hotel.
J	Evaluation of the team's experience in constructing parking facilities
K	Evaluation of the team's commitment to include local firms, sub-contacting opportunities, or participation on the development team

Civic Building Proposal, Team and Experience

Evaluation Criteria	
A	Evaluation of the quality and completeness of information submitted in the SOQ.
B	Evaluation of the project concept
C	Evaluation of the assembled development team
D	Evaluation of the team's past projects and performance.

E	Evaluation of the team's past experience in conceiving and implementing projects within a downtown environment.
F	Evaluation of the team's past experience in working with governmental entities or public-private partnerships.
G	Evaluation of the team's experience in constructing public projects such as civic buildings, city administration buildings, public safety buildings, or other public facilities.
H	Evaluation of the team's experience in designing and implementing civic buildings which create a civic character, both internally and externally, with particular importance being placed on the design and implementation of the spaces in and around the civic building which will be accessed by the public.
I	Evaluation of the team's experience in developing sustainable projects.
J	Evaluation of the team's commitment to include local firms, sub-contacting opportunities, or participation on the development team

Financial Capabilities

Evaluation Criteria	
A	Evaluation of the development team's financial information submitted
B	Evaluation of the development team's ability to commit sufficient equity to the project to satisfy conventional lending requirements
C	Evaluation of the development team's ability to secure financing for similar projects, including relationships with current lenders.

Project Personnel Experience and Project References

Evaluation Criteria	
A	Evaluation of the expertise of the proposed project personnel's ability to plan, design, finance, construct, manage, and operate the proposed project
B	Evaluation of the reference checks supporting the assertions made in the development team's SOQ.

Disclosures and Additional Information

This section of the RFQ will be used to disclose additional information such as the City's rights pertinent to the solicitation, any reservation of rights the City wishes to assert, City's right to amend the solicitation or right to end the solicitation, indemnification and insurance requirements, as well as equal opportunity and local hiring goals.

Attachment A: RFQ Outline

1.0 Introduction & Overview

- 1.1 Purpose of Solicitation
- 1.2 City's Objectives
- 1.3 Project Background
- 1.4 Overview of Two Stage Solicitation Process
- 1.5 Solicitation Schedule
- 1.6 Submission Instructions
- 1.7 Project Manager

2.0 Private Development Opportunity

- 2.1 Proposed Private Development
- 2.2 Site Description
- 2.3 Regional Overview
- 2.4 Hotel Market Overview
- 2.5 Review of Planning Documents
- 2.6 Minimum Requirements of the Private Development Team
- 2.7 Minimum Requirements for Project Personnel

3.0 City Hall and Police & Fire Administration Building Opportunity

- 3.1 Existing City Facilities
- 3.2 Proposed New City Hall and Police & Fire Administration Building
- 3.3 Minimum Requirements for the City Hall Development Team
- 3.5 Minimum Requirements for Project Personnel

4.0 RFQ Requirements, Evaluation Criteria, & Disclosures

- 4.1 RFQ Requirements
- 4.2 Evaluation Criteria
- 4.3 Disclosures and Additional Information

5.0 Appendices

- 5.1 Site Specific Appendices
- 5.2 Required Forms for Statement of Qualification