



# City of Atwater

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## REQUEST FOR QUALIFICATIONS COMMERCIAL REAL ESTATE AGENT

City of Atwater  
750 Bellevue Road  
Atwater, CA 95301

**DUE DATE/TIME: Thursday, October 2, 2014 at 5 p.m.**

The City is seeking a commercial realtor/agent (“Agent”) to sell two parcels located and owned by the City of Atwater. Both are zoned Planned Development - Commercial. The two parcels are located at the corner of Bell Drive and Truckee Avenue (APN 001-134-012 at 5.66 acres and APN 001-134-015 at 4.66 acres), depicted in Exhibit A – Assessor’s Parcel Map).

The City of Atwater (“City”) is requesting qualifications (RFQ) from interested Commercial Agents experienced in selling properties which could accommodate quality retail or mixed use development projects. Interested responders are encouraged to review the property locations.

Participation in the RFQ is the process for selection as an exclusive party to represent the City. The City desires to enter into a listing agreement with an Agent for the right to list, market, and sell the properties. The length of the listing is negotiable. The asking price for the properties is negotiable based on input from the selected Agent and agreement by the City Council. **The Atwater City Council authorized a sales commission of X%.** Payment for services will be commission only. All sales are contingent upon and require City Council approval.

This solicitation will enable City to select the most qualified Agent for this opportunity. The City reserves the right to reject any or all responses not deemed acceptable. Selection will be primarily based upon the qualifications of Agents to perform the services outlined with this document.

## **BACKGROUND**

The two parcels were acquired by the City acting as the Atwater Redevelopment Agency. The parcels were purchased with the intent of developing affordable housing units. The parcels were acquired with affordable housing funds. With the dissolution of the all redevelopment agencies within the State of California the City assumed the former redevelopment affordable housing assets. The City is now seeking to sale the properties. Proceeds of the land sale will be used to fund affordable housing programs and activities elsewhere.

The subject properties are located on the north side of Bell Drive and are bisected by Truckee Avenue, an entrance into Bell Crossing – a gated single family residential development area. The properties are highly visible from south bound State Highway 99. The smaller parcel, APN 001-134-015 at 4.66 acres, is immediately adjacent to State Highway 99. The larger property has a large frontage on Bell Drive and one side abuts an existing block wall separating the residential neighborhood to the north. The subject properties are well situated in the south west portion of the city. An exhibit showing the surrounding area is attached.

Nearby the Applegate Ranch Center is home to many retailers including the following;

Super Target	Super Walmart
Marshall's	Boot Barn
Big 5 Sporting Goods	H&R Block
Famous Footware	Payless Shoes
Dress Barn	Sally's Beauty Supply
Dollar Tree	Radio Shack
Petco	Rue 21
AT&T	T Mobile

The Valley Gateway Center includes the following;

Tractor Supply Company	Starbuck's
O'Reilly Auto Parts	Carl's Jr.
ARCO AM-PM	

The Applegate Square Area includes the following;

Panda Express	McDonald's
7-Eleven	Verizon Wireless
Togo's	

Other area built projects include the State Highway Patrol Office, the Atwater – Merced Veterinary Clinic, and The America West Gated Community. There are existing residential lots and commercial – business park lots available in the immediate area.

The subject parcels are served by the City of Atwater with sewer and water stubbed to the site or within adjacent easements. Storm water for the parcels can be provided in a regional storm drain system. Other utilities are stubbed on site or within easements adjacent to the site. Telephone and data may be provided by AT&T. Cable and other high speed data are available through Comcast. Natural gas is provided by Pacific Gas and Electric (PG&E). There are two electrical providers which can service the parcels, Pacific Gas and Electric (PG&E) and the Merced Irrigation District (MID).

## **Property Development**

The City's current zoning reflects the highest and best use for the properties - Planned Development Commercial. The location is well suited for restaurants, hotel – motel, vehicle sales, potentially a small neighborhood shopping center, fuel and convenience store, household or professional services, and flexible shop space. The City is willing to consider mixed uses or other uses which demonstrate a benefit to the community. These may include assisted living centers, nursing – convalescent homes, back offices, medical offices, professional offices, call centers, and similar uses.

The proposed development of the properties should complement the surrounding land uses. Future development projects will require review under the California Environmental Quality Act (CEQA). Project development may require some traffic analysis and potential mitigation measures. Currently there are no stop signs or signals at the intersection of Bell Dr. and Truckee Avenue. There is a raised median providing some traffic control.

## **AGENT QUALIFICATIONS**

Agent(s) must:

- A. Have a minimum of five (5) years experience working in commercial real estate transactions or development
- B. Demonstrate relevant experience in marketing commercial and mixed use properties
- C. Have an active – valid real estate agent or brokerage license within the State of California
- D. Have or obtain any and all necessary insurance including liability insurance

## **PREFERRED QUALIFICATIONS:**

**National firm or affiliated with a national Commercial Real Estate firm**

## **SCOPE OF SERVICES**

Responsibilities, though not inclusive, are as follows:

- A. Advertise and market the properties through various media and approaches to garner significant interest in the properties
- B. Present offers to the City and relay counter offers to the interest parties
- C. Provide City with monthly- including a list of contacts made, either in response to inquiries or Agent initiated
- D. Assist in the Title - Escrow process

## **REQUIRED PROPOSAL CONTENT**

All proposals must consist of the items referenced below:

- A. Company History, Staff Experience & Resumes – all proposals shall provide a brief history of the company including experience and resumes and accomplishments that are relevant to the scope of work stated in this proposal.
- B. Work Plan – All proposals shall provide a **detailed** work plan explaining how services outlined in the **SCOPE OF SERVICES** section of this proposal will be accomplished and delivered to the City.
- C. References – All proposals shall include the name, address, and telephone number of three clients for whom real estate services have been performed in the past two years.
- D. Conflict of Interest Statement & Supporting Documentation – Proposals shall disclose any professional or personal financial interests which could be a possible or perceived conflict of interest in representing the City.

## **SUBMITTAL REQUIREMENTS**

The City of Atwater (“City”) will receive submissions at City Hall located at 750 Bellevue Road, Atwater, CA 95301 for **REQUEST FOR QUALIFICATIONS – COMMERCIAL AGENT. Proposals will be accepted until 5 p.m. on Thursday, October 2, 2014.** Proposals submitted after that time will not be accepted. For more information, please contact Scott McBride at (209) 357-6369 or by email at [smcbride@atwater.org](mailto:smcbride@atwater.org).

The City reserves the right to reject any or all proposals and to waive irregularities or informalities as may be deemed in the City’s interest. It is the City’s intent to offer the listing contract to the Agent that has the best overall qualifications which will assist the City in disposing of the properties at their highest value.

## **EVALUATION CRITERIA**

It is the intent of the City to conduct a fair and comprehensive evaluation of all proposals received. The contract for listing will be awarded to the proposal that is most advantageous to the City. All proposals will be evaluated based on the following criteria listed in order of importance:

- A. Demonstrated ability to satisfy SCOPE OF SERVICES.
- B. Professional qualifications of individuals assigned to the project.
- C. References

## **SELECTION PROCESS**

Proposals will be reviewed by the City per the evaluation criteria stated above. Interviews may or may not be scheduled. All proposers shall be notified of the status of their proposal via letter or phone call no later than October 20, 2014.

## **ADDITIONAL INFORMATION**

City will not be responsible for any costs associated with the preparation of responses to this RFQ. **Please submit your proposals by 5 p.m. on Thursday, October 2, 2014.** If you have any questions, please contact Scott McBride at (209) 357-6369 or by email [smcbride@atwater.org](mailto:smcbride@atwater.org)



