

City of Garden Grove

INTER-DEPARTMENT MEMORANDUM

To: Scott C. Stiles
Dept: City Manager
Subject: WILLOWICK GOLF COURSE STATUS REPORT AND INITIATING A REQUEST FOR QUALIFICATIONS AND PROPOSALS PROCESS

From: Lisa L. Kim
Dept: Community and Economic Development
Date: January 17, 2019

OBJECTIVE

The purpose of this report is to provide updates of the Visioning and Economic Analysis process, and the Request for Qualifications and Proposals process (RFQ/P) to solicit a Master Developer for reuse of the Willowick Golf Course.

BACKGROUND

In December 2017, the Cities of Garden Grove and Santa Ana held a Joint Study Session to discuss the potential reuse of the Willowick Golf Course ("Property"). Both City Councils directed staff to undertake further due diligence in the areas of visioning and economic analysis of the Property. Subsequently in April 2018, the City of Garden Grove approved an Agreement with the City of Santa Ana that provided for both Cities to further implement the exploration of the property redevelopment by retaining independent consultants to help create a vision of future development and to work with the community to determine both the community needs and conduct a general market assessment. In August 2018, the selection of the Visioning and Economic consultants was completed through a request for proposals process.

DISCUSSION

To date, a summary of the visioning and economic analysis is provided below.

SWA (Visioning Consultant)

SWA facilitated four (4) Envision Willowick Community Workshops in 2018 (August 30th, September 27th, October 2nd and 25th) to conduct community engagement efforts to solicit community input and feedback.

Initial feedback gathered from community workshops envisioned several desired community benefits that included, but not limited to: affordable housing, open space, community gathering space, cultural arts facilities, neighborhood retail and connectivity to transit. Further community engagement in Workshops 3 and 4 resulted in visualizing three (3) Vision Concepts including:

1. *Willowick Stadium*

This approach explored the potential of a large entertainment use such as a stadium and sports complex with a mixed-use district of residential, townhomes, a sports park with possible transit-oriented development around the OC Streetcar Stop.

2. *Willowick District*

This vision concept considered the potential of a large corporate or institutional tenant along with cultural and community gathering space, mixed-use residential core around the OC Streetcar stop, and open space along the river.

3. *Willowick Tech*

The third vision concept highlights agriculture and innovation with a central urban farm, disbursement of small open spaces, low density residential, and creative office space.

Please note that that final Visioning Document is intended to be **used as a guide and resource only**. These vision concepts are not the final development proposals for Willowick.

HATCH (Economic Analysis Consultant)

In coordination with Garden Grove and SWA, HATCH completed an economic analysis that establishes the economic framework for the valuation of the Property based on current market conditions. Hatch has prepared a report that includes an evaluation of the market conditions and evaluated market demand for several land uses that determined what current land economic development scenarios are most viable for the Property. An overview of the market conditions will be presented at the Joint Study Session on January 29, 2019.

Request for Qualifications and Proposals Process (RFQ/P)

The Garden Grove and Santa Ana staff are jointly collaborating on the preparation of an RFQ/P. Logistics associated with preparation of the RFQ/P, creation of an online bid template and process, obtaining a Phase 1 Report, and a Preliminary Title Report are currently underway. Marketing and outreach will extend into the International Convention of Shopping Centers ReCON convention in May 2019. A tentative RFQ/P schedule is described below.

RFQ/P Tasks	Date(s)
Issue RFQ/P	April 2019
ICSC Marketing	May 2019
Submittal of Developer's Written Questions Deadline	June 2019
City Responses to Developers Questions	June 2019
RFQ/P Proposal Deadline	June 2019
Developer Interviews	July/August 2019
Evaluate Top Proposers List (Potential Closed Session)	July/August 2019
Master Developer Recommendation	October 2019

SUMMARY

At the upcoming Joint Study Session, both SWA and HATCH will present highlights of the visioning and economic analysis from the community meetings. This information is also available on the City's website at <https://ggcity.org/econdev/envision-willowick>. The meeting will be held at the Garden Grove Community Meeting Center on January 29, 2019 at 5:30p.m.

Staff will also be recommending City Council consider initiation of an RFQ/P to solicit a Master Developer for reuse of the Willowick Golf Course.

Lisa L. Kim

Lisa L. Kim
Community and Economic Development Director

By: Greg Blodgett
Senior Project Manager