

4. **Fairgrounds Development**

City Point Person – **Ed Shikada**, Deputy City Manager

County Point Persons – **Pete Kutras**, County Executive, and **Patrick Love**, Asset and Economic Development Director

Est. Completion Date: RFQ phase is to be completed by October 1, 2007. The RFP phase is to be completed by March 1, 2008.

Synopsis: The County has initiated a developer RFQ/RFP process for the development of the County Fairgrounds property, based on direction from the Board on May 22, 2007. The development criteria will be the highest and best uses to achieve a long-term continuing stream of new revenues for the County through commercial development, housing, mixed-use, and continued use of part of the Fairgrounds for historical uses such as public gatherings and community festivals. The City has indicated that it has funds in parkland bonds that could be allocated toward the creation of some kind of park or recreational amenity on part of the property. The County will evaluate how this potential concept fits with its development plans for the Fairgrounds.

County View: The Fairgrounds Revitalization Project, approved by the Board in April 2000, included a community recreation facility along with the concert theater and a new County Expo Center. The recreation facility was envisioned at that time as a large gym for youth and adult recreation leagues, to be operated by a private contractor under a ground lease with the County. The proposed facility was originally included in the Revitalization Project in response to the relocation of the Spartan Little League fields from the Fairgrounds to a new City park, Tully Community Ballfields, at Tully and Galveston, for which the County contributed \$1.5 million in funding. In August 2006, the Board acted not to pursue the Revitalization Project. The County is open to discussions with the City regarding alternatives to the previously planned recreation center or new concepts for recreation at the Fairgrounds, in the context of the Board's decisions about the future development of the Fairgrounds.

On March 27, 2007, the County Executive presented to the Board some conceptual land use options for the potential future development of the Fairgrounds property. On May 22, 2007, the County Executive reported back to the Board with the elements that would be included in a subsequent developer RFQ/RFP, and the Board authorized the County Executive to initiate such a RFQ/RFP process. The process will be done in two steps – developers will be pre-qualified according to relevant experience, financial capability, and other criteria. Qualified developers will then be invited to submit proposals responding to specific elements of the RFP, including housing, commercial development, mixed use, and continued public use.

The RFQ was issued July 16, 2007, and developer qualification submittals are due August 30, 2007. The RFP selection process will be concluded in the Spring of 2008. The goals for the Fairgrounds property are to develop the property for the highest and best use and to provide the County with a continuing stream of new revenue, consistent with the criteria directed by the Board on May 22, 2007, as discussed above. The County continues to work

cooperatively with the City as this process unfolds, with the direct involvement of a Deputy City Manager.

City View: The City appreciates the County's invitation to participate in the evaluation and selection of development proposals. In order to guide City participation in this effort, staff will solicit input from Council on guiding principles.

In addition, the City is interested in working with the County to establish a community-based, collaborative land use planning process for the Fairgrounds property. In order to establish General Plan and zoning designations for the property, this process should facilitate the identification of appropriate land uses to meet the County's revenue needs through the Fairgrounds revitalization effort while ensuring compatibility with the surrounding community and consistency with the City's long range vision for the larger area.

SANTA CLARA COUNTY FAIRGROUNDS

CONCEPTUAL LAND USE OPTIONS

MARCH 27, 2007

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5142 FRANKLIN DR., SUITE B, PLEASANTON CA 94588 PH: (925) 225-0690



ALL FAIRGROUNDS PROPERTY

- FAIRGROUNDS PROPER = 136 ACRES
- TULLY PARKING LOT = 14 ACRES
- CLINIC PARCEL (4 ACRES) AND HOUSING (12 ACRES) ANNEXED TO THE CITY OF SAN JOSE
- SLIDE ALSO REPRESENTS NO DEVELOPMENT
- CONTINUED PUBLIC USE

**SANTA CLARA COUNTY
FAIRGROUNDS**

EXHIBIT 1

SANTA CLARA COUNTY, CALIFORNIA
MARCH 27, 2007

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NOT TO SCALE
PHOTO DATE: FEBRUARY 2007

FAIRGROUNDS REVITALIZATION
PROJECT

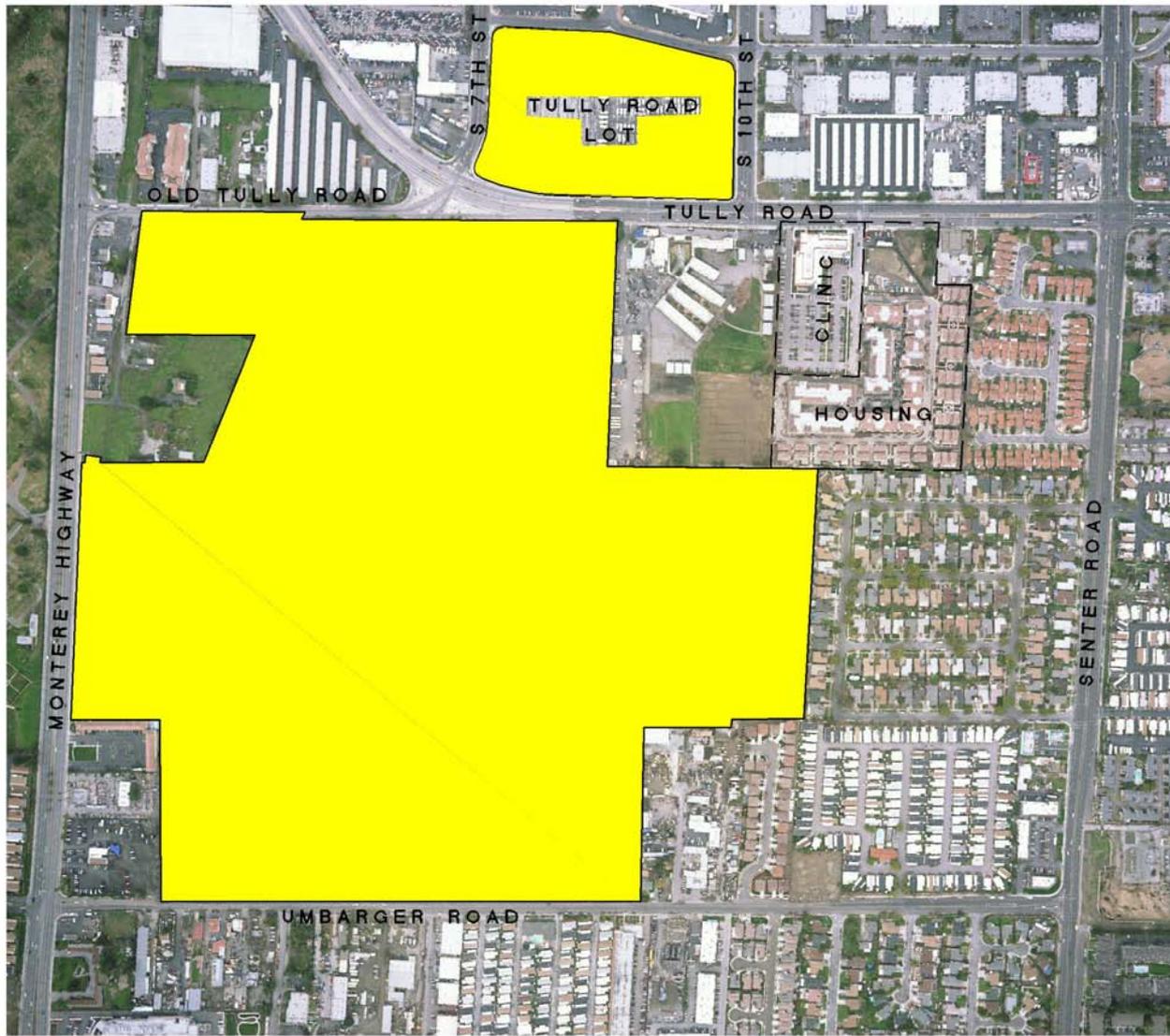
- LAST BOARD-APPROVED MASTER
PLAN

**SANTA CLARA COUNTY
FAIRGROUNDS**
EXHIBIT 1a
SANTA CLARA COUNTY, CALIFORNIA
MARCH 27, 2007

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CIVIL ENGINEERS, INC.
CIVIL ENGINEERING-LAND PLANNING-SURVEYING

5142 FRANKLIN DR. SUITE B, PLEASANTON CA 94588 PH: (925) 225-0860

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DEVELOPMENT SCENARIO A

- ALL FAIRGROUNDS LAND SOLD OR LEASED
- SINGLE DEVELOPER TAKES ENTIRE SITE
- CITY AND DEVELOPER DETERMINE HIGHEST AND BEST USE
- COUNTY NOT INVOLVED

**SANTA CLARA COUNTY
FAIRGROUNDS**
EXHIBIT 2
SANTA CLARA COUNTY, CALIFORNIA
MARCH 27, 2007

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CIVIL ENGINEERS, INC.
CIVIL ENGINEERING-LAND PLANNING-SURVEYING

5142 FRANKLIN DR. SUITE B, FLEMINGTON CA 94508 PH: (925) 225-0900

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DEVELOPMENT SCENARIO B

- TULLY LOT DEVELOPED AS STAND-ALONE PROJECT
- POTENTIAL LAND SWAP WITH CITY OF SAN JOSE FOR OLD CITY HALL PROPERTY
- REMAINDER OF FAIRGROUNDS CONTINUED PUBLIC USE

**SANTA CLARA COUNTY
FAIRGROUNDS**

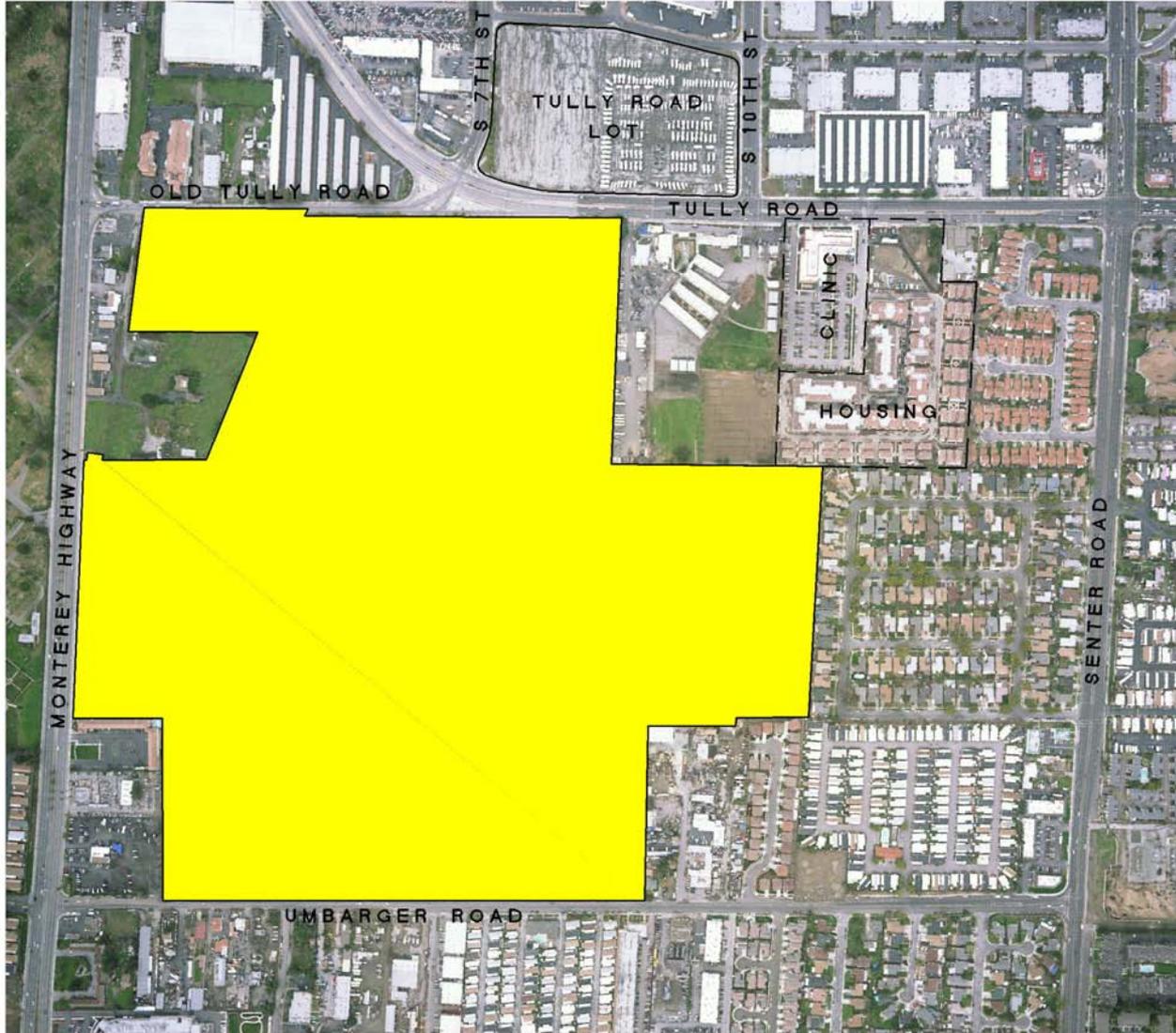
EXHIBIT 3

SANTA CLARA COUNTY, CALIFORNIA
MARCH 27, 2007

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DEVELOPMENT SCENARIO C

- DEVELOP FAIRGROUNDS PROPER WITH SINGLE DEVELOPER
- TULLY LOT NOT IN PLAY

SANTA CLARA COUNTY
 FAIRGROUNDS
 EXHIBIT 4
 SANTA CLARA COUNTY, CALIFORNIA
 MARCH 27, 2007

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DEVELOPMENT SCENARIO D

- MONTEREY CORRIDOR COMMERCIALLY DEVELOPED
- REMAINDER OF FAIRGROUNDS CONTINUED PUBLIC USE
- TULLY LOT DEVELOPMENT OPTIONAL

**SANTA CLARA COUNTY
FAIRGROUNDS**

EXHIBIT 5

SANTA CLARA COUNTY, CALIFORNIA
MARCH 27, 2007

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DEVELOPMENT SCENARIO E

- UMBARGER FRONTAGE RESIDENTIALLY DEVELOPED
- REMAINDER OF FAIRGROUNDS CONTINUED PUBLIC USE
- TULLY LOT DEVELOPMENT OPTIONAL

**SANTA CLARA COUNTY
FAIRGROUNDS**
EXHIBIT 6
SANTA CLARA COUNTY, CALIFORNIA
MARCH 27, 2007

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DEVELOPMENT SCENARIO F

- MONTEREY CORRIDOR COMMERCIALY DEVELOPED
- REMAINDER OF SITE RESIDENTIALLY DEVELOPED
- TULLY LOT DEVELOPMENT OPTIONAL

**SANTA CLARA COUNTY
FAIRGROUNDS**

EXHIBIT 7

SANTA CLARA COUNTY, CALIFORNIA
MARCH 27, 2007

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DEVELOPMENT SCENARIO G

- MONTEREY CORRIDOR COMMERCIAL
- UMBARGER FRONTAGE HOUSING
- REMAINDER STAYS AS PUBLIC USE
- TULLY LOT DEVELOPMENT OPTIONAL

SANTA CLARA COUNTY
 FAIRGROUNDS
 EXHIBIT 8
 SANTA CLARA COUNTY, CALIFORNIA
 MARCH 27, 2007

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DEVELOPMENT SCENARIO H

- MONTEREY CORRIDOR COMMERCIAL
- REMAINDER DIVIDED BETWEEN HOUSING AND PUBLIC USE
- TULLY LOT DEVELOPMENT OPTIONAL

**SANTA CLARA COUNTY
FAIRGROUNDS**

EXHIBIT 9

SANTA CLARA COUNTY, CALIFORNIA
MARCH 27, 2007

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