

Executive Summary

Section I

CRALA RFP No. 03-10 Evaluation Criteria

- The extent to which the development proposal achieves the objectives of a mixed-use Downtown destination, increasing the supply of housing with public amenities enlivening 6th Street with pedestrian activity, and defining a public open space that will benefit residents and the Downtown community.
- The project's capability in attracting additional community revitalization in the area.
- Financial feasibility of the proposal, including reasonableness of development and operating costs, the amount of Agency financial assistance proposed in relationship to the development program costs, public benefit, community or economic development enhancement to the Downtown area.

MCCORMICK LALANNE PARTNERS (MLP), A PUBLIC TRUST COMMONWEALTH DEVELOPERSM, proposes to develop a high quality mixed-use "for rent" residential (92 units), retail (18,000 NSF), office (20,000 NSF) and structured parking (500 spaces) project on the H2 site in San Pedro. "Union Square" will be a civic landmark that builds upon the traditions and everyday life of this seaport. Building entrances and storefronts will reinforce sidewalk activity. New residences will overlook downtown streets and enhance security and a new Centre Street Plaza between 6th Street and 7th Street will frame the daily activity of residents, visitors, and workers and provide a backdrop for special civic events.

MLP also proposes to develop as part of a comprehensive community building effort 400 additional units of market-rate housing on eight sites adjacent to parcel H2. In total, 500 townhouses, live/work lofts, apartments and studios - with Union Square as the anchor - will establish the critical mass of downtown stakeholders, residents, patrons and scale of townscape needed to strengthen the identity of San Pedro, connect the waterfront to the town and hills beyond, and create a unique place where people live, work, play, and visit day and night.

MLP's proposal to create a critical mass of San Pedro housing is generated by both the need to creatively solve the large public subsidy required to realize a catalytic stand-alone project on the H2 parcel and MLP's commitment to build community as a part of each of its projects. MLP has determined that the quality and scope of the project as proposed in the RFP is not financially feasible and the subsidy required in relationship to the program excessive. By increasing the scope of the development to respond to the existing market demand for housing, CRALA, in partnership with MLP, can facilitate an expanded project where the additional aggregate value will produce in today's financial markets an additional annual tax increment of approximately \$1,000,000; increment that can be utilized by CRALA to realize the full extent and quality of building, amenities, an expanded public art program, and housing desired by the community on the H2 site.

MLP partners Robert Lalanne and James Watt McCormick are highly experienced urban infill developers dedicated to improving the communities where they work. In the San Francisco Bay Area Robert Lalanne has been among the most active multi-family housing developers producing approximately one thousand urban infill units during the past ten years. James Watt McCormick has managed the development of some of the state's highest profile projects and during 30 years of practice has been deeply involved in formulating key urban planning and policy issues in Southern California. The partners residential experience is diverse and includes product ranging from affordable entry-level rentals to "luxury" for-sale condominiums, student housing, high-tech market-rate live/work lofts, as well as a wide range of apartment types.

Section I

- The strengths of the development team, including completed projects of similar scope and scale including housing for Downtown Living, commercial, office space and mixed use development.
- Commitment to public participation process.
- Ability to comply with other Agency Terms and Conditions

MCCORMICK LALANNE PARTNERS (MLP), A PUBLIC TRUST *COMMONWEALTH DEVELOPER*SM, works closely with the community at each phase of a project's programming, design, entitlement, construction, marketing and move-in phases. The partners have already initiated conversations with stakeholders, property owners, and others in the San Pedro area in the development of this RFP response and will expand these efforts with a full commitment to both public participation and transparency throughout each phase of the project.

MLP partners have completed numerous projects with redevelopment agencies in California and based upon the requirements of the RFP will comply with CRALA terms and conditions.

MLP is dedicated to the business principal that commonwealth development reinforces and reveals the essential nature of a site, neighborhood, and community. By maximizing community resources for community purposes MLP creates a positive context for financial investment, return and long-term stability. MLP's San Pedro project starts with the goals and objectives related to a single site and through deliberate financial and design analysis realizes a project that for equivalent public resources establishes the basis for creating a new sense of traditional place and civic purpose for Old Downtown San Pedro. By taking advantage of unique market conditions that favor residential development MLP, working with CRALA, other public agencies, and the community, will realize a critical mass of housing, people, activities, and townscape that will reconnect San Pedro to its historic waterfront, catalyze further development, and realize the long-standing potential of this special seaport locale.