



# **Daly City Housing Development Finance Agency**

## ***Request for Developer Qualifications***

### **Carter/Martin Site Development Opportunity**

RFQ Issued – Friday, July 25, 2025  
Deadline to Submit – Monday, August 25, 2025 by 5:00 PM PST

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**DEADLINE FOR SUBMITTAL: Monday, August 25, 2025 at 5:00 PM PST**



# 1. Introduction and Background

## *Project Objective*

Through this RFQ process, the Daly City Housing Development Finance Agency (DCHDFA) intends to select a developer to develop a combined high/medium density residential development that is affordable to various income levels on an approximately 12.5 acre site in the Bayshore neighborhood of Daly City. The Site is adjacent to two parcels, one is the Cow Palace which is owned by the State of California and the other is owned by Syufy Properties. The Agency intends to market the Carter/Martin Site pursuant to exemptions under the California Surplus Land Act (Gov. Code § 54220 et seq.) and the Surplus Land Act Guidelines (25 CCR § 100 et seq.). The Site has been, or will be, designated as 'exempt surplus land' pursuant to Section 54221(f) of the Government Code, and is being marketed in accordance with exemptions available for:

- (1) residential developments of 100 or more units with a minimum of 25% restricted to lower-income households as provided in 25 CCR § 103(b)(3); or
- (2) mixed-use developments with 100% of units affordable to low or moderate income, with 75% for lower-income households, under 25 CCR § 103(c)(7)(A).

The Agency reserves the right to pursue any other applicable exemptions consistent with the statute or HCD guidelines, including those related to conveyances to housing successor agencies, public agency transfers, or project-specific affordability covenants.

The Agency invites experienced developers to submit qualifications for the development of the Carter/Martin Site further described below.

## *Overview of Site*

The development opportunity is located in the northeast corner of Daly City in the Bayshore neighborhood. It is an irregular site bounded by Carter Street to the west and Martin Street to the south. The Site is comprised of two parcels (APN: 005-050-240 and 005-380-020). It is currently zoned C-1 and is owned by DCHDFA, the Successor Agency to the former Redevelopment Agency of the City of Daly City. As such, the site is a housing asset with affordability restrictions mandating income-targeting requirements that applied under Community Redevelopment Law.

As previously mentioned, the site is adjacent to the 77.5 acre Cow Palace owned by the State of California and the 11.16 acre property owned by Syufy Enterprises. The Syufy-owned parcel was recently approved for the construction of a battery energy storage system. The site is undeveloped and has relatively steep topography in portions with dense vegetation. Potential Site constraints requiring further investigation, but are not limited to include: wetlands, habitat

areas, endangered species, soils and geotechnical, non-engineered fill, utility capacity, and hazardous materials and toxics.

Located immediately south of San Francisco in San Mateo County, Daly City is a well-educated and community of approximately 105,000 residents with accessibility to the I-280 and U.S. Route 101 freeways. The Bayshore neighborhood is part of the Bayshore Basin, a drainage basin bounded by San Bruno Mountain to the west and south, and to the north by San Francisco, and to the east by San Francisco Bay.

## ***Overview of Development Opportunities***

The Agency desires that the selected developer(s) take into account the following considerations:

1. The development should involve community outreach, involvement, input, and have community support
2. The development must exemplify attractive architecture and sustainable design and construction, as well as coordination and efficient utilization of the site in relation to the adjacent parcels. Shortlisted developers will have the opportunity to meet directly with staff to exchange priorities and details about the expected design, quality, and mix of the development as well as proposed offsite improvements that may impact this project. These priorities will ultimately need to be considered and as part of the financial pro forma, valuation estimates, financial returns, and estimates of project fiscal impacts that serve as the basis for an eventual Letter of Intent ("LOI").
3. The development should provide vehicle and pedestrian connectivity.
4. Conveyance of the property will be subject to receipt of all entitlements, permits, and construction financing is in place, which may be agreed upon in an approved DDA.

Copies of a Regional Map and Site Aerial are provided on the following pages.

Figure 1: Regional Map and Demographics

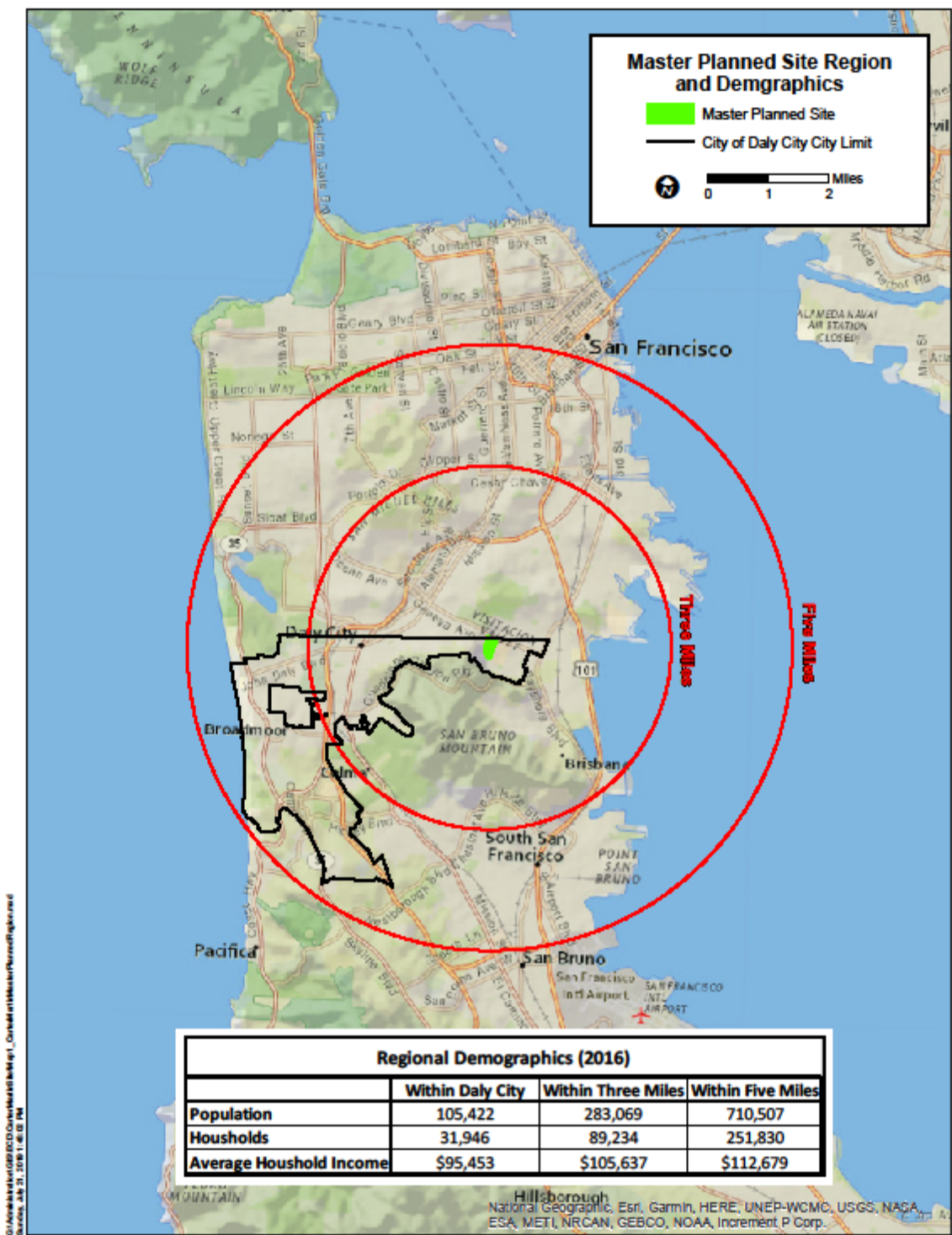
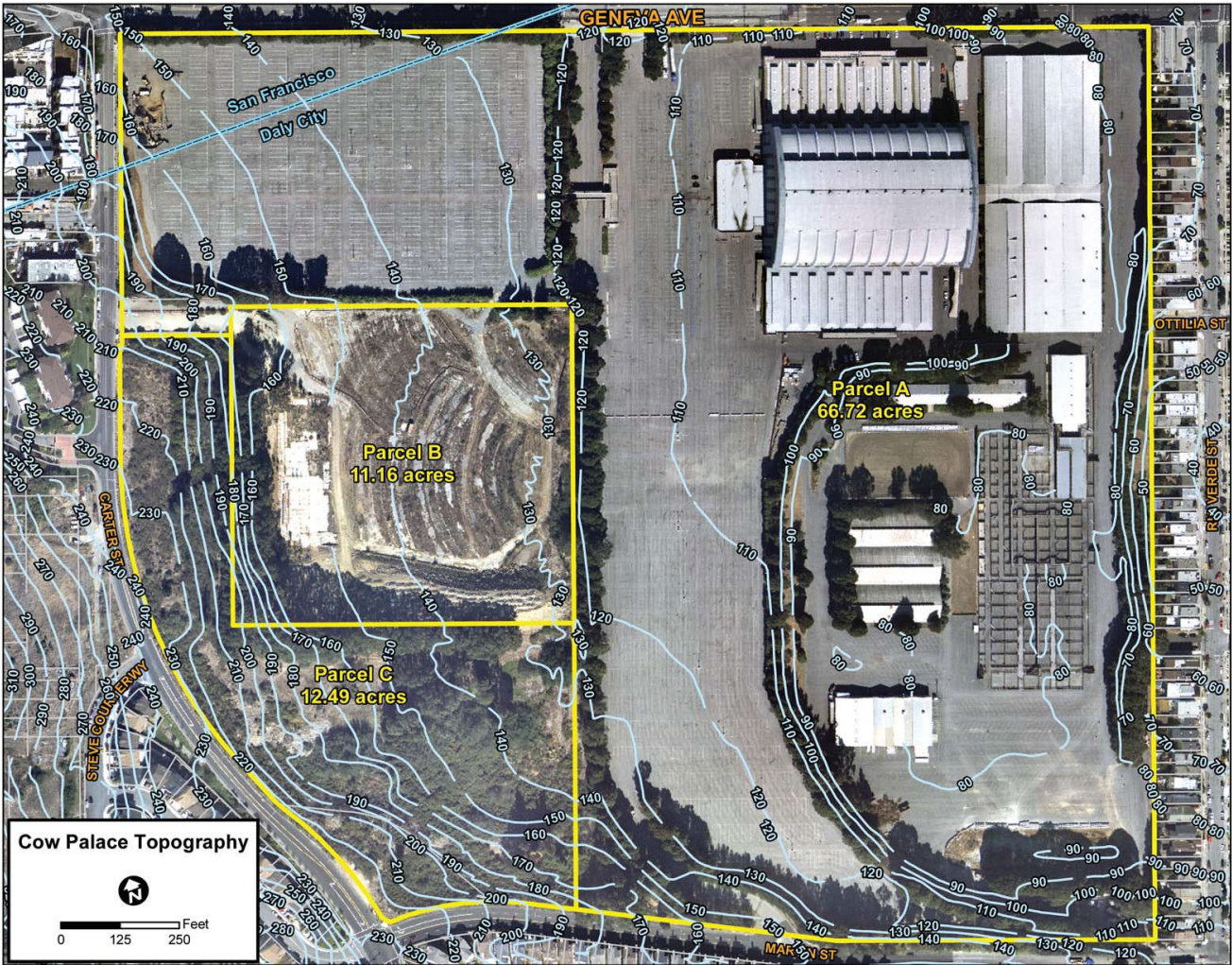




Figure 2: Site Aerial with Topography and Zoning Information – Carter/Martin Site



Parcel A: owned by the Cow Palace  
Parcel B: owned by Syufy Enterprises  
Parcel C: owned by Daly City Housing Development Finance Agency

Size	APN	Zoning
About 12.5 acres	005-050-240, 005-380-020 (Parcel C)	C-1



## 2. Submittal Requirements

### *Submittal Overview*

The Agency reserves all rights to amend or modify this RFQ, reject all proposals, extend any dates, or extend that deadline until responses are received.

All materials submitted during any part of the selection process become the property of the Agency. The respondent may designate portions of its submittals, which contain proprietary data as “confidential”, but the Agency cannot guarantee that it will be able to legally enforce such confidentiality.

The Agency shall not be responsible for any costs and/or obligations incurred by and/or on behalf of a potential developer in preparing, submitting or otherwise participating in any part this RFQ, the selection, documentation, or the development process in its entirety. The Agency reserves the right to request clarification or additional information from respondents. Information included in this RFQ is believed to be accurate but should be independently verified by potential respondents prior to reliance upon.

### *Statement of Qualifications (SOQ) Content*

The Agency’s top priority is to select (a) development partner(s) for the Carter/Martin Site to design and build a residential development that has an affordable housing component consistent with Community Redevelopment Law and the exemptions permitted under the California Surplus Land Act (Gov. Code § 54220 et seq.).

Respondents shall provide all of the information that follows in this Section. Once the Evaluation Committee has the opportunity to evaluate each response, some or all respondents may be invited to make specific project presentations and/or be invited for personal interviews.

Respondents selected to advance to interviews will be notified via email. Based on interview results, next steps may include, but not be limited to, additional submittals, financial references, and a preliminary LOI which would include a description of the proposed development, purchase price and terms, project delivery and performance benchmarks.

For the Submittal, at a minimum, please include the following information:

1. **Letter of Introduction** – Include a summary of the respondent’s basic qualifications, experience, past and current project experience of similar nature and size, and reasons for interest in this opportunity. The letter must be signed by a principal or authorized officer including a statement that the officer may make legally binding commitments for the entity.
2. **Description of potential conceptual project** – Include sufficient detail and definition as to proposed development concept to give the Review Committee enough information to

have an idea of what the final development could contain. Include information on proposed populations (including special needs populations) and Area Median Income (AMI) range to be served; community-serving uses; residential amenities; and development phasing. Supporting market data, concept plan, and collateral materials are encouraged to provide support for the proposed concept.

3. **Team Members** – Identify members of the development team and provide a brief description of each team member's role including the following:
  - Principals involved in the project.
  - Resumes of key team members.
  - A description of team member's proposed role and relevant experience with projects of similar nature and size and experience in and familiarity with development in Daly City or surrounding areas.
  - An organizational chart.
  - Designation of lead contact for the team.
4. **Relevant Project Experience** - A summary of current and previous experience of the team with regards to affordable housing development. As appropriate, this information should include a project description, photos or site plans if available, land uses, dates completed, developer role, cost/value, financing sources, duration of development processes, role of current employees in the project, and existing status as to ownership and leasing of current developments, % owned since project completion, and volume sold/leased. Additionally, please identify similar completed projects in the area that the can be visited, and provide a name and contact information as well.
5. **Project Approach** - A high level summary of the team's approach and anticipated timing related to planning, design, approvals, financing, phasing, development, construction, and operation. Provide examples of processes employed in other similar projects. The Agency's preference for conveyance structure is a fee simple sale. The RFQ response should identify the type of conveyance structure(s) typically preferred by and/or acceptable to the respondent.
6. **Financial Data** - A summary of the potential developer/development entity's capability to source the capital necessary to successfully fund and/or finance the proposed concept. Eventually, a description of the anticipated financing structure to be employed to finance the anticipated project and specific evidence will need to be provided to support proof of the ability to fund a project of this size.
7. **References** - An accurate list of no less than three references (name, title, entity, telephone number and contractual relationship to respondent) that may be contacted with respect to current and past project experience. Additionally, a reference list of and contact information for five to ten public sector elected officials and executive staff involved in the previous projects identified as examples of Relevant Project Experience.



8. **Litigation History with Public Agencies** – Provide information as to any litigation that any developer/development entity that comprises the overall team has had with public agencies over the last ten years.
9. **Community Engagement Process** – Provide a community outreach plan that describes the developer's overall philosophy and strategy for income and engaging the community during the development process.

### ***Submittal Date***

Please return RFQs for review by **Monday, August 25, 2025 at 5:00 p.m. Pacific Standard Time** to the contacts listed below. The Agency may continue to solicit qualifications beyond the above date if the Agency, in its respective sole determination, is not satisfied with the number and quality of submittals received.

### ***Submittal Quantities and Contact***

Please provide five (5) printed copies of the submittal and one (1) electronic version on a thumb drive, CD, or DVD to:

**Lenelle Suliguin, HCD Manager**  
**City of Daly City**  
**Economic and Community Development Department**  
**333 - 90th Street**  
**Daly City, CA 94015**

### 3. Evaluation Criteria, Procedures, and Tentative Timeline

#### *Evaluation Criteria*

The following criteria will be used as the primary basis for evaluating developer responses:

- **Experience:** Does this team possess the experience to deliver targeted development projects? (e.g. similar projects, nearby/similar markets, team member experience, litigation)
- **Concept:** Do the developer qualifications demonstrate the ability to meet the Agency's vision and purpose to provide for affordable housing?
- **Access to financial capital:** Does the team demonstrate knowledge of affordable housing financing, experience with affordable housing transactions, and access to capital? (e.g. evidence of financing, references)
- **SOQ Responsiveness:** Completeness, organization, timeliness, etc.

The order of presentation of the above criteria does not necessarily denote the specific importance of the same. Following in-person interviews, eventual selection of a preferred developer will be based on additional factors, such as LOI terms (e.g. financial structure, project valuation, initial financial pro forma), supportive market data, quality of design and development, fiscal impact to the Agency and other taxing entities, and as applicable, project/site components to be provided by the Agency. In its consideration of the response to this RFQ, the Agency may request additional information.

#### *Award Procedures*

1. Agency Staff will evaluate and rank responses to this RFQ based on which proposals best satisfy the objectives expressed by the Agency in this RFQ for recommendation to the Agency Board.
2. All respondents will be notified of evaluation results, particularly those firms that have been selected for in-person interviews. Agency Staff shall present the recommendations to the Agency Board which will conduct in-person interviews with developers before the final selection decision.
3. The Agency will pursue negotiations with the top-ranked respondent with the goal of entering into an Exclusive Negotiation Agreement ("ENA") within 30 days of selection. If a satisfactory ENA cannot be negotiated with that respondent, then the Agency will formally end negotiations with that respondent and may pursue negotiations with the respondent that next best satisfies the objectives and goals expressed by this RFQ, as determined by the Agency, or in its sole and absolute discretion proceed on alternative basis, or terminate process.

4. The purpose of the ENA will be to set out a time frame for the selected development team to provide a development proposal consisting of a scope of development acceptable to the Agency. Through the ENA process, the Agency will agree not to negotiate with any other developer regarding the Site.
5. The Agency reserves all rights to modify or terminate the selection process, go outside of the selection process to select a developer, or not select a developer at all. This RFQ and selection process does not constitute any type of offer or creates no contractual or other liability to the Agency. There is no guarantee that a sale will be consummated, or that any project will be reviewed pursuant to this RFQ.

### ***Tentative Timeline***

- |                     |  |
|---------------------|--|
| • July 25           | Release of RFQ                                       |
| • August 25         | Developer State of Qualifications (SOQ) due          |
| • August 26- Sept 4 | Review and analysis of SOQs                          |
| • September 8       | Special Agency Board Meeting to interview developers |
| • September 22      | Selection of Developer                               |
| • October 14        | Consideration of ENA with selected Developer         |

## 4. Additional Documentation and Contact Information

A link to the 2004 Cow Palace Master Plan is available here:

<https://www.dalycity.org/DocumentCenter/View/11679/2004-cow-palace-Master-Plan>

Prospective respondents should feel free to reach out to the City contacts included below for questions regarding this submittal. Thank you for your consideration.

### **City of Daly City**

333 90<sup>th</sup> Street  
Daly City CA, 94015

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