



**CITY OF SAND CITY REQUEST
FOR QUALIFICATIONS (RFQ)
RFQ-26-01
Mixed-Use Market Rate and
Affordable Housing
Development**

Release Date:	February 27, 2026
Closing Date:	April 17, 2026, at 5:00 p.m. PST (extended)
RFP Number:	#26-01 Mixed-Use Affordable Housing Development
Contact Person:	Nick McIlroy Planning Manager City of Sand City 1 Pendergrass Way Sand City, CA 93955 831-394-3054 or by email at nmcilroy@sandcityca.org

To be considered, three (3) bound copies and one (1) electronic copy of a proposal must be received by 5:00 PM PST, **April 17, 2026**, in a sealed envelope plainly marked with the proposal title, RFQ number, proposer name, and time and date of the proposal opening. Please send proposals to:

Planning Manager
City of Sand City
1 Pendergrass Way
Sand City, Ca 93955

The City will not be responsible for late or lost proposals or accept proposals that fail to be delivered to the specified physical address by the specified date and time.

I. INTRODUCTION

The City of Sand City, California ('City') is soliciting Qualifications and Preliminary Proposals from experienced development teams – including firms, partnerships, corporations, non-profits and other entities – interested in partnering with the City through a public-private partnership ("P3"), to plan, finance, design, construct, operate and maintain a new mixed-use market rate and affordable housing development, with a design theme centered around an Art Park or plaza, at 525 Ortiz Avenue / APN 011-196-020-000, APN 011-196-014-000, and APN 011-196-023-000 (the "Site" or "Project") in the City of Sand City, California.

The City envisions this project as an opportunity to provide much-needed housing, specifically geared towards the City's artist community, while maintaining part of the site as an important and vibrant community Art Park or plaza. The Site is city-owned and is currently underutilized. It is identified in the City's 6th Cycle Housing Element Site Inventory to accommodate 16 affordable units (8 very-low income and 8 low-income). This project is an opportunity to reimagine this underutilized City-owned site with a mixed-use housing project that includes an outdoor community plaza, art studios, and food & beverage commercial space.

The qualified offeror would provide planning, secure financing, design, construct, operate and maintain the workforce housing development, commercial, and community space, while the City contributes the land through a long-term ground lease. The City is open to considering any viable housing option for the development of the site, but would be particularly interested in development concepts that maximize the number of affordable units that could be delivered in a diversified range of income levels and provide mixed use space.

The City has prepared initial floor plan concepts for the site (see [Appendix A, Floor Plan](#) and [Appendix B, Renderings](#)). The City understands that the floor plan for the project may ultimately be tweaked by the developer; however, the project should include the following general components:

- Multi-family housing, including some mix of affordable housing that is yet to be determined, but will at a minimum include 8 very-low income and 8 low-income units;
- Outdoor community plaza geared towards arts and entertainment;
- Art studios; and
- Ground floor commercial (food & beverage).

This Request for Qualifications ("RFQ") is the first step in a two-phase procurement process that will identify a shortlist of qualified developers to be invited to respond to a future Request for Proposals ("RFP"). The City intends to enter into a long-term ground lease with the selected developer subject to future completion of negotiations and approvals.

II. DESCRIPTION OF THE CITY

A. The City of Sand City

The City of Sand City is a relatively small city located on the Monterey Peninsula. Of its 2.9 square miles, approximately 0.5 square miles are on land and 2.4 square miles are in Monterey Bay. The City is bounded by the former site of the Fort Ord Military Base on the north, the City of Seaside on the south and east, and Monterey Bay on the west. Sand City has the distinction of being one of those select cities in the State with coastal frontage, including a coastline approximately 1.5 miles long.

Since its incorporation in May 1960, Sand City has functioned as a key employment center for the Monterey Peninsula. Historically, the City's employment base has differed from that of neighboring communities, with early economic development driven by heavy commercial, manufacturing, and resource extraction industries. Over time, Sand City's economic role has evolved: portions of the City now serve as a regional retail hub, while the West End District accommodates light industrial uses alongside a vibrant artists' community (See [Appendix C, Public Art Powerhouse News Article](#)).

The dominance of industrial and commercial land uses within the city has also created some unusual demographic characteristics, as evidenced by the limited size of its residential population. According to the United States Census data for 2022, the resident population of Sand City consisted of 319 persons. The daytime population of employees and shoppers is estimated to exceed 15,000.

Sand City's West End District has long been a focal point for the local arts community and continues to evolve as a vibrant creative hub. This transition has been reinforced through community events such as the annual West End Celebration and Mural Festival, as well as the adoption of the 2019 Vibrancy Plan, which formalized the City's commitment to arts, culture, and placemaking.

B. Planning Division Staff

The Planning Division is one of the main departments at the City of Sand City. It is managed by a Planning Manager with assistance from experienced community development consultants through external contracts.

III. CITY OBJECTIVES

Through this RFQ, the City seeks a development partner capable of delivering high quality, financially feasible housing that aligns with the City's 6th Cycle Housing Element, City policies and community values. The City envisions the Project as a public-private partnership ("P3"). The City is not offering to sell the land but to contribute the land to the development plan under a long-term ground lease, with the private developer providing the planning, design, financing, construction, maintenance and ongoing operation of the housing and commercial development.

The City's primary objectives include:

- Expanding housing options that serve a range of income levels.
- Leveraging City-owned land to address housing needs without direct expenditure of General Fund resources.
- Promoting long-term community benefit through incorporation of a community plaza, artist

studios, commercial food & beverage space, landscaping, and compatibility with the surrounding urban context.

- Supporting the City’s artist community with studio space and the potential to offer a preference or retaining certain units to be rented as artists.
- Building a unique piece of architecture in an area that is considered the center of the West End district.

The site is not considered surplus land. On January 20, 2026, the Sand City City Council adopted a resolution declaring the Site as exempt surplus land pursuant to California Government Code §54221(f)(1)(B), as it is less than one-half acre in size. On January 27, 2026, staff submitted the approved resolution to HCD to begin its thirty (30) day review period. Due to the small size of the Site, HCD did not anticipate any issues with releasing an RFQ. The review letter from HCD will be available for applicants after February 27, 2026.

IV. ROLE OF THE DEVELOPMENT PARTNER

The selected development team will be responsible for leading all aspects of Project delivery—from initial concept and entitlement through financing, design, construction, management, maintenance and operations, with the exception of the operation of the community space which is yet to be determined (TBD). Respondents should demonstrate a proven record in mixed-income, workforce, artist housing and/or affordable housing, creative deal structuring, and community engagement.

The City anticipates that the developer will, among other things:

- Conduct necessary due diligence and feasibility analyses.
- Lead entitlement and permitting efforts with support from City staff.
- Structure and secure financing from private and public sources.
- Design and construct high-quality housing, with emphasis on superior architectural design and commercial development consistent with local standards and sustainability objectives, and
- Manage, operate and maintain the completed development over the life of the ground lease.

The City seeks a partner that can combine financial strength, technical expertise, and community sensitivity to bring forward a project that demonstrates how public land can be used to advance local community needs and housing goals while maintaining fiscal responsibility.

V. PROCUREMENT PROCESS AND SCHEDULE

A. Procurement Process

The City recognizes the time, resources, and investment required to prepare responses to public agency Requests for Proposals (RFPs). To streamline the process and ensure a focused evaluation, the selection process will follow a two-stage approach. The initial Statement of Qualifications (SOQ) phase is intended to identify a shortlist of qualified development teams that demonstrate the vision, experience, capacity, and financial strength to successfully execute the Art Park mixed-use

development project.

In Phase One (SOQ), interested development teams will submit qualifications in accordance with the format and Evaluation Criteria outlined in this SOQ. Submittals will be reviewed for completeness and evaluated based on qualifications, conceptual approach, team structure, and demonstrated alignment with the City’s objectives. During this phase, the City may contact references, review prior projects, and request clarification or additional information. Based on this evaluation, the City will identify and shortlist up to three (3) of the most qualified development teams.

In Phase Two (RFP), shortlisted teams will be invited to respond to a Request for Proposal with project-specific information, including detailed financial capacity implementation strategies. This stage will provide an opportunity for each team to further present its approach to development and financing. The City’s Selection Panel will evaluate the submissions and conduct interviews with the top teams before making a final recommendation.

B. Anticipated Schedule

The following is the anticipated schedule of key dates for the proposal process. The City reserves the right to modify the schedule and will make every effort to provide reasonable notice to proposers in the event of schedule changes.

RFQ Issued	February 27, 2026
Deadline to submit written questions (extended)	March 30, 2026
Responses to questions issued	April 3, 2026
Pre-bid Meeting (New)	April 8, 2026, 10:30 a.m. to Noon
Proposals due (extended)	April 17, 2026 by 5:00 p.m. PST
Interviews	Week of April 27, 2026
RFP issued to short-listed proposers	May 11, 2026

There will be a pre-bid meeting for this proposal on April 8, 2026, from 10:30 am to Noon. Any questions regarding this SOQ must be sent by 5:00 p.m. on **Monday, March 30, 2026**. Requests for clarification/questions received after this deadline will not be answered. Such requests for clarification should be kept to a minimum due to the short response time for proposals. Clarifications/questions regarding the SOQ should be directed in writing via email or letter only to the designated contact person. Only questions that have been resolved in writing will be binding. Telephone communication with City staff is not encouraged, but will be permitted. Oral and other interpretations or clarifications will be without legal or contractual effect. Questions and responses will be made available to all potential proposers. All proposals will be opened and declared publicly.

VI. OVERVIEW OF THE PROJECT

A. Site Information

The 525 Ortiz Avenue property, consisting of Assessor’s Parcel Numbers 011-196-020-000, 011-196-014-000, and 011-196-023-000 (collectively, the “Site”), is located at the core of Sand City’s West End

District. In 2019, the City adopted the West End Vibrancy Plan, which establishes a vision for transitioning the district from predominantly light industrial uses into a dynamic, arts-focused mixed-use neighborhood with new residential opportunities.

Situated along Ortiz Avenue, the primary entry corridor into the West End District from Del Monte Boulevard, the Site occupies a highly visible and strategic location. The Vibrancy Plan identifies the Site as the “heart” of the City’s Vibrancy Area and City Council has identified it as an ideal location for a community-serving plaza and a vibrant, artist-focused mixed-use housing development.

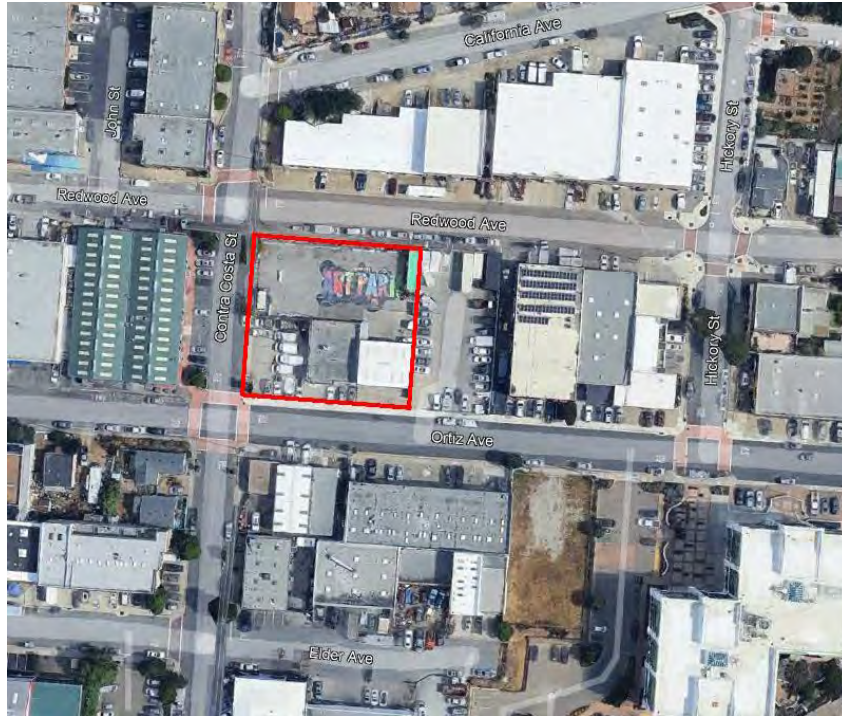
The Site is well served by public transportation and regional mobility infrastructure. It is within walking distance of multiple Monterey-Salinas Transit (MST) bus stops, including MST’s transit plaza on Playa Avenue and the SURF! Bus Rapid Transit (BRT) station currently under construction at the intersection of California Avenue and Playa Avenue. The Site is also located in close proximity to the beach and ocean and is within several blocks of a planned coastal trail that will connect the West End District to the shoreline. In addition, a planned multi-use trail located a few blocks from the Site will connect to the region’s 17-mile recreation trail, which extends from Castroville to Pacific Grove.

The Site benefits from the following attributes:

- **Proximity to employment centers:** The Naval Postgraduate School is located approximately 1.5 miles from the Site. CSUMB is located approximately 4 miles north in Seaside and Marina. The Defense Language Institute (DLI) is located approximately 5 miles south in Monterey.
- **Access to services:** A regional shopping center is located within one-half mile.
- **Transit and active transportation access:** Nearby local and regional bus service, a major transit hub, and planned regional bicycle and pedestrian trail connections within a half mile of the site.
- **Urban infrastructure:** Water, sewer and electricity are available to serve development.
- **Mixed-use Arts Community:** Located in the heart of the mural-covered West End District which is also home to the monthly 831 Night Market and annual West End Celebration.
- **Coastal location:** Less than a mile to the Pacific Ocean. A pedestrian trail from the West End District to Sand City’s coast is currently being planned.

The approximately 0.4-acre Site is owned by the City of Sand City and currently includes an undeveloped paved area, a warehouse building used for Public Works storage, a building occupied by a City tenant, and a parking area leased to a private plumbing company.

The Site is designated **Planned Mixed-Use (MU-P)** under the City’s zoning ordinance and carries a **Mixed-Use (MU-D)** land use designation in the General Plan.



The Site is shown above in red.



Street view of the Site from Contra Costra Street.

B. Development Vision and Flexibility

The City intends for the Project to provide affordable housing opportunities for the local community, with a focus on artist oriented housing. At a minimum, the Project must include eight (8) very low-income units and eight (8) low-income units. The City is open to either a 100 percent affordable housing development or a mixed-income project that includes a combination of affordable and

market-rate units, depending on financing structure and overall feasibility.

Potential development models may include, but are not limited to, the following:

- 100 percent affordable housing, financed through federal and state funding sources such as Low-Income Housing Tax Credits (LIHTC), tax-exempt bonds, and other applicable grants, loans, or subsidy programs.
- Mixed-income housing, incorporating both affordable and market-rate units.

Respondents are encouraged to propose innovative and feasible development concepts that balance long-term affordability, financial viability, and high-quality design, while meeting the City's additional project objectives and requirements.

C. City Contributions and Developer Responsibilities

The City anticipates making the Site available for development through a long-term ground lease or similar P3 structure. The selected developer will be expected to secure and manage all financing necessary to complete the Project, whether through private capital markets, public funding sources, or a combination thereof.

The City may contribute:

- Access to the Site via a long-term ground lease.
- Support with entitlements and coordination with City and State agencies.
- Potential technical assistance or grant coordination for affordable housing funding.

The P3 partner will be responsible for:

- Conceptual and final project design.
- Entitlement applications and approvals.
- All project financing and capital stack development.
- Construction management and delivery; and
- Ongoing operations, maintenance, and asset management reporting under the lease.

The City expects the developer to maintain open communication with City staff and stakeholders throughout the process and to demonstrate a commitment to collaborative problem-solving as the Project advances from concept to completion.

VII. SUBMITTAL REQUIREMENTS

Respondents are asked to submit one electronic copy and three (3) hard copies of their proposals in an 8 ½" x 11" format, in sufficient detail to allow for a thorough evaluation and comparative analysis.

The following minimum information should be provided in each proposal and will be utilized in evaluating each proposal submitted. The content and sequence of the information contained in each copy of the proposal shall be separated into sections as follows:

PROPOSAL FORMAT AND CONTENTS

- A. Cover Letter (2 pages maximum) - Provide an original cover letter signed by an officer authorized to contractually bind your firm. The cover letter should also include: the identification of the firm, including the name, address and telephone number of the firm; proposed working relationship among the firm and any subfirm(s), if applicable; name, title, address and telephone number of a contact person during the proposal evaluation period; the name and contact information for the individual who will serve as project manager; and, a statement to the effect that the proposal shall remain valid for a period of not less than one hundred eighty (180) days from the date of submittal. Include a brief understanding of the work to be done and commitment to perform the work. Describe the team's overall approach and interest in the opportunity.
- B. Firm Qualifications - Provide a brief overview of the firm(s) profile, including size and organization, function, capabilities, and philosophy, focusing on the specific needs identified in this proposal.
- C. Project Team - Designate the individual who will be the primary point person with City staff and oversee the scope of work. Describe the Project leader's qualifications, outline their primary responsibilities, and provide examples of relevant projects of similar scope and size that demonstrate the Project leader's ability to successfully oversee projects that are completed on time and within the budget. Include precise designation of responsible principals and project manager, the designation of an alternate project manager in the event of illness or other occurrence that prevents the project manager from overseeing the contract. Provide an organization chart that identifies the key members of the project team, their firm, title, and assigned role within the project team. Include resumes for all team members that highlight relevant projects and qualifications to complete the tasks assigned. The City of Sand City reserves the right to accept the proposal team in full or to restructure teams as necessary for the best possible result. List all sub-consultants proposed for this project and include their qualifications and specific responsibilities.
- D. Relevant Experience and Past Performance - Provide a listing of at least three (3) to five (5) projects completed or in progress within the past ten (10) years that demonstrate experience with:
- o Public-private or ground-lease housing developments.
 - o Affordable housing (artist-focused housing development not required but a plus).
 - o Mixed-use development;
 - o Collaboration with public agencies or community stakeholders; and
 - o Management of community and commercial space.

For each example, provide project name and location, total units, completion year, financing structure, public partner(s), role of the Respondent, total development cost, and key outcomes.

Include references with current contact information.

- E. Financial Capacity and Approach – Provide a written explanation to:
- Describe the Respondent’s financial capability to undertake a project of this scale;
 - Summarize typical deal structures used by the Respondent, including debt and equity sources;
 - Identify any anticipated funding programs applicable to this project (e.g., LIHTC, State HCD, or other subsidy tools); and
 - Outline the team’s preliminary view of how affordability, feasibility, and design quality can be balanced.
- F. Understanding of the Project and City Objectives – As a part of the response to the City’s request:
- Provide a short narrative summarizing the Respondent’s understanding of the City’s goals for the site and the surrounding community context;
 - Discuss anticipated challenges (e.g., entitlements, financing, community engagement) and potential strategies to address them; and
 - Identify any unique insights, innovations, or partnerships that could enhance the project’s success.
- G. Project Schedule and Implementation Strategy– Proposals must demonstrate the Development Team’s ability to initiate and deliver the project in a timely and coordinated manner. A comprehensive development schedule should be provided, outlining major milestones such as entitlement processing, financing, infrastructure installation, site preparation, and vertical construction. The schedule should include estimated groundbreaking dates and an anticipated completion timeline.
- H. Initial Concept Illustration (Optional) – Respondents may include up to three (3) pages of conceptual graphics, diagrams, or precedent images to communicate design sensibility or potential program ideas. These materials are for illustrative purposes only and will not be scored.

VIII. EVALUATION PROCESS

5.1 Overview

All SOQs received by the due date will be reviewed for responsiveness and completeness. Responsive submittals will be evaluated by a City Evaluation Committee in accordance with the criteria and relative weights described below. The City may verify information, request additional data, and contact references. Evaluations will be based solely on the materials submitted and any clarifications requested by the City.

5.2 Evaluation and Short-Listing Process

The City will use a two-stage process:

1. SOQ Evaluation / Short-List (RFQ Phase) – SOQs will generally be reviewed and scored

according to the criteria in 5.3 below.

2. Proposal Evaluation (RFP Phase) – Up to three (3) short-listed teams will be invited to submit detailed proposals, which will be evaluated separately under RFP-specific criteria to identify a Preferred Proposer for Council consideration.

5.3 Evaluation Criteria

The City’s SOQ evaluation will focus on the qualifications and insights that best demonstrate a team’s ability to collaborate effectively, deliver a feasible and community aligned development, and advance the City’s goals for affordable housing. This initial phase prioritizes the relative strengths, experience, and overall fit of each proposer to determine which teams are best qualified to advance to the formal review process. Submittals must meet minimum eligibility requirements (including prior experience and a clean litigation history) to be considered. The City reserves the right to qualitatively weigh these factors at its discretion to determine the overall strategic fit and responsiveness of each submittal.

Interviews

Those firms ranked highest in this developer qualifications process may be asked to make oral presentations to supplement the qualifications package. These presentations would be held subsequent to the receipt of the qualifications package and may be part of the process for determining the top qualified teams, not to exceed three (3). This presentation will provide development teams the opportunity to detail their experience and approach to ensure thorough and mutual understanding between the development team and the City. Interview results may be used to adjust final scores or rankings. Failure to participate in an interview, if requested, may result in disqualification. All expenses incurred by the development teams for participating in the presentations will be the responsibility of the proposer.

Selection and Notification

Following completion of evaluations, the City will rank Respondents and select the most qualified teams to receive the RFP. All Respondents will be notified in writing of the results. Final selection of the Preferred Proposer after the RFP phase will be subject to approval by the City of Sand City City Council.

IX. AVAILABLE RESOURCES

Document/Source	Location
City of Sand City 2002 General Plan	https://www.sandcity.org/home/showpublisheddocument/3866/638185571722736790
City of Sand City 6 th Cycle Housing Element (2023- 2031)	https://www.sandcity.org/home/showpublisheddocument/4074/638573085815730000

City of Sand City Zoning Map	https://www.sandcity.org/home/showpublisheddocument/56/637190883636130000
City of Sand City’s Vibrancy Plan	https://www.sandcity.org/home/showpublisheddocument/3703/638013369670300000
City of Sand City Zoning Code with recent amendments	https://ecode360.com/SA5005
City of Sand City Parking Plan	https://www.sandcity.org/home/showpublisheddocument/3934/638333339489630000

X. RFQ TERMS

1. General Information

1. Expenses

There is no expressed or implied obligation for the City to reimburse the responding firms for any expenses incurred in preparing responses to this request.

2. Federal Non-Debarment, Non-Discrimination, Conflict of Interest

- a. The selected firm must not be on the federal debarred list.
- b. The selected firm must comply with all local, state, and federal laws relating to non-discrimination.
- c. The selected firm must not have any real or apparent conflicts of interest either with the City, City staff or City Councilmembers or with any of its own vendors relating to this proposal.

3. Qualifications Package Submitted

- a. Materials submitted by respondents are subject to public inspection under the California Public Records Act (Government Code Sec. 6250 et seq.), unless an exemption applies.
- b. The City reserves the right to retain all qualification packages and to use any ideas in a qualification packages, regardless of whether that development team is selected.
- c. Submission of a qualifications package indicates acceptance by the firm of the conditions contained in this Request for Qualifications, unless clearly and specifically noted in the submitted qualifications package and confirmed in the contract between the City and the firm selected. The Consultant by submitting a response to this RFQ waives all right to protest or seek any legal remedies whatsoever regarding any

aspect of this RFQ. The City may choose to interview one or more of the firms regarding this RFQ.

- d. No individual or business entity of any kind shall be allowed to make or file, or to be interested in more than one qualifications package, except an alternative qualifications package when specifically requested; however, an individual or business entity that has submitted a sub-proposal to a proposer submitting a qualifications package, or who has quoted prices on materials to such proposer, is not thereby disqualified from submitting a sub-proposal or from quoting prices to other proposers submitting qualifications packages.

4. Rights of City

This RFQ does not commit the City to enter into a contract, nor does it obligate the City to pay for any costs incurred in the presentation and submission of qualification packages or in anticipation of a contract.

The City reserves the right to amend the RFQ prior to the final submittal date. Any amendments will be issued to all prospective firms who have registered their intent to respond with the City and will also be posted on the City's website.

The City may, but need not, request additional information or clarifications from a prospective firm. Such request will establish a date by which the firm may submit a supplement to its qualifications package. Any supplement received by the date established will be deemed an integral part of the firm's qualifications package.

The City reserves the right to:

- a. Make a selection based on its sole discretion / evaluation of proposals;
- b. Reject any or all proposals prior to the execution of the contract(s), with no penalty to the City of Sand City;
- c. Waive non-material irregularities or information in the RFQ;
- d. Accept or reject any item or combination of items;
- e. Modify or cancel the RFQ;
- f. Remedy technical errors in the RFQ process;
- g. Accept other than the lowest offer;
- h. Waive minor irregularities or technical deficiencies in submitted qualifications packages.
- i. Postpone qualifications package openings for its own convenience.
- j. Change the RFQ schedule or issue addenda to the RFQ at any time.
- k. Cancel or reissue the RFQ.
- l. Retain all qualifications packages for a period of 60 days for examination and comparison.
- m. Determine the competence and responsibility, professionally and/or financially, of submitters.
- n. Negotiate with more than one firm should negotiations with the selected firm be terminated or to negotiate with more than one firm simultaneously.
- o. Void the qualifications package and eliminate the firm(s) from further consideration

for any material misrepresentations made by the firm(s).

5. Indemnification

Development team shall indemnify, and hold harmless City, its officers, employees and agents, from and against loss, injury, liability, or damages to the extent caused by any negligent act or omission to act by Consultant or Consultant's officers, employees, or agents. Consultant's duty to indemnify does not extend to the damages or liability caused by City's negligence or willful misconduct.

6. Copies of Reports and Information

If the City requests additional copies of reports, drawings, specifications, or any other material in addition to what the Firm is required to furnish in limited quantities as part of the work or services under these specifications, the Firm shall provide such additional copies as requested.

7. Ownership of City-Related Documents - All statements of qualifications, inquiries, responses, or correspondence related to or in reference to this request for qualifications, and all reports, charts, displays, schedules, exhibits, and other documentation submitted by the development team will become the property of the City when received. The City of Sand City is subject to California law regarding the disclosure of public records. Consultants must clearly identify any information they regard as proprietary in the qualifications package. Any such information should be marked "Proprietary" or "Confidential." Information that is proprietary within the meaning of California law will be withheld from any public records requests. All other information is subject to disclosure. All property rights, including publication rights of all reports produced by proposer in connection with services performed under this agreement shall be vested in the City of Sand City.

8. City's Obligation to Award a Contract - Issuance of this SOQ and receipt of qualifications packages does not commit the City of Sand City to award a contract.

ATTACHMENTS:

- A. References

APPENDICES:

- A. Floor Plan
- B. Renderings
- C. Public Art Powerhouse News Article

**ATTACHMENT A:
REFERENCES**

If available, please provide any samples of context work that has been completed by your firm.

Describe fully the last three contracts performed by your firm that demonstrate your ability to provide the services included with the scope of specifications. Attach additional pages if required. The City reserves the right to contact each of the references listed for additional information regarding your firm's qualifications.

Reference No. 1

Customer Name	
Contact Individual	
Telephone & Email	
Street Address	
City, State, Zip Code	
Description of services provided including contract amount, when provided and project outcome	

Reference No. 2

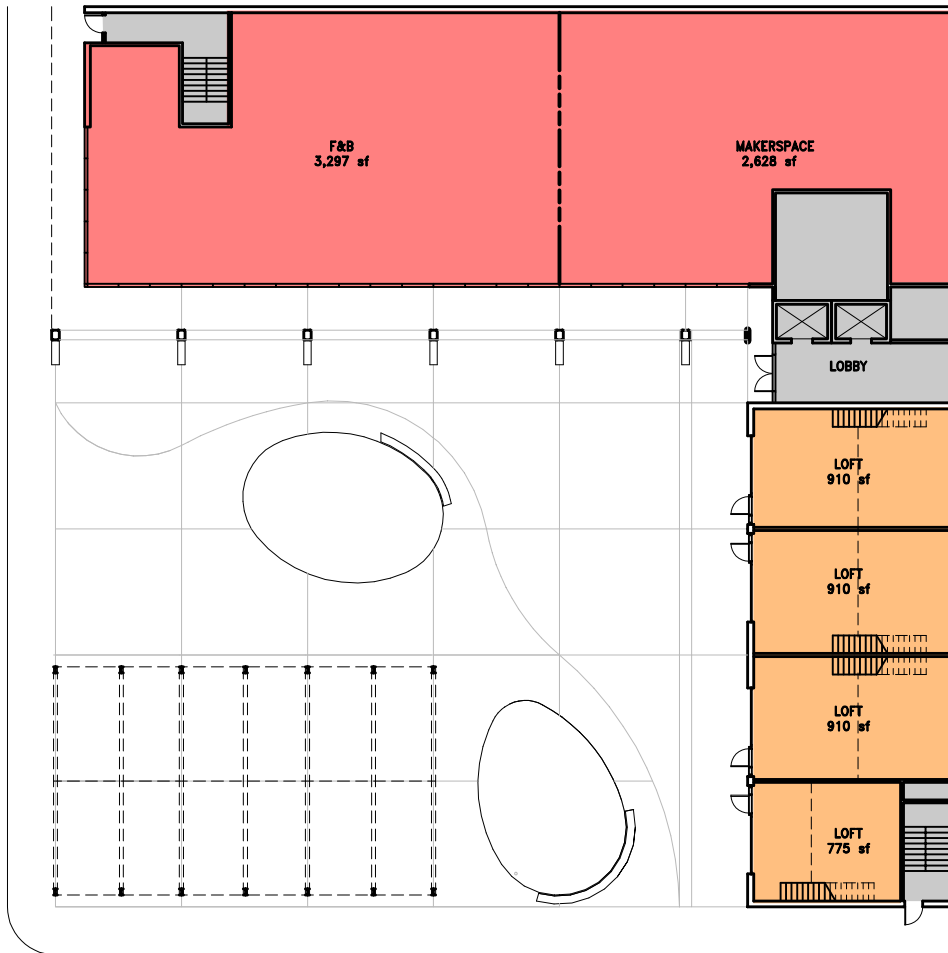
Customer Name	
Contact Individual	
Telephone & Email	
Street Address	
City, State, Zip Code	
Description of services provided including contract amount, when provided and project outcome	

Reference No. 3

Customer Name	
Contact Individual	
Telephone & Email	
Street Address	
City, State, Zip Code	
Description of services provided including contract amount, when provided and project outcome	

Floor Plan

A
APPENDIX



FOOD AND BEVERAGE	3,297 SF
MAKERSPACE	2,628 SF
RESIDENTIAL	4 LOFTS
LEVEL 1 FLOOR AREA	10,273 SF

RESIDENTIAL UNIT COUNT
49 TOTAL

SAND CITY PLHA REAP ART PARK

LEVEL 1 PLAN

1/32" = 1'-0"
els 5/15/2025

LEVEL 2,3
11,955 sf



RESIDENTIAL:

STUDIO	2
1 BEDROOM	10
2 BEDROOM	3

LEVEL 2, 3 FLOOR AREA 11,955 SF

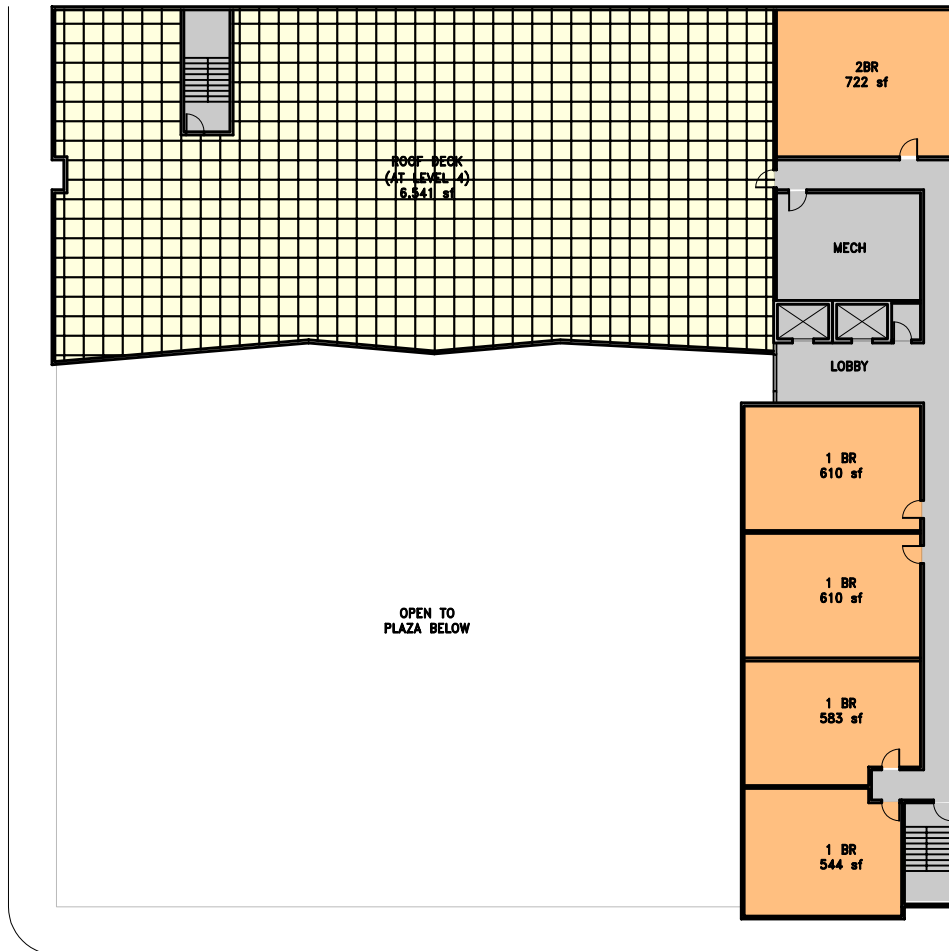
SAND CITY PLHA REAP ART PARK

LEVEL 2 AND 3 PLAN

1/32" = 1'-0"
els 5/15/2025

LEVEL 4
5,082 sf
(plus roof deck)

LEVEL 5,6
5,082 sf



RESIDENTIAL:

1 BEDROOM 4
2 BEDROOM 1

LEVEL 4, 5, 6 FLOOR AREA 5,082 SF

LEVEL 4 ROOF DECK 6,541 SF

SAND CITY PLHA REAP ART PARK

LEVEL 4, 5, AND 6 PLAN

1/32" = 1'-0"
els 5/15/2025

Renderings

B
APPENDIX



La Boucherie

MAKERSPACE



La Boucherie

MAKERSPACE

ZYBX



La B...nerie

MAKERSPACE

Public Art Powerhouse News Article

C
APPENDIX

PLAY



For Sand City's first we.Mural Festival in 2020, Hiero Veiga and Thomas "Detour" Evans created a mural of Jimi Hendrix based on photographs of his performance at the 1967 Monterey Pop Festival.



In Sand City, artists work together with property owners and the city to produce murals during the fall we.Mural Festival. Thanks to the annual event, the small city now has numerous public artworks.

PUBLIC ART POWERHOUSE

Sand City became California's most concentrated outdoor gallery, and now you can finally spend the night

By Audrey T. Williams
CORRESPONDENT

Sand City sits just two miles from the Monterey Bay Aquarium, yet until this month, visitors couldn't spend the night in town. For decades, this half-square-mile town wedged between Costco and Highway 1 has been hiding in plain sight — a warehouse district turned open-air art gallery, where murals climb concrete walls and sculptors work in spaces that once stored industrial equipment. Now Sand City has its first hotel, and the timing feels less like coincidence than coronation.

FROM WAREHOUSE TO GALLERY

The West End arts district emerged in the late 1960s and '70s along Ortiz Avenue and Hickory Street, when artists seeking affordable space and the freedom to work at odd hours without complaint began convert-

ing warehouses into live-work studios. What started as informal block parties and jam sessions evolved into the West End Celebration, now entering its third decade.

Each August, six blocks close to traffic and transform into a pedestrian gallery. Live music fills multiple stages. Over 170 artists and vendors line the streets. Studios that usually operate by appointment throw open their doors.

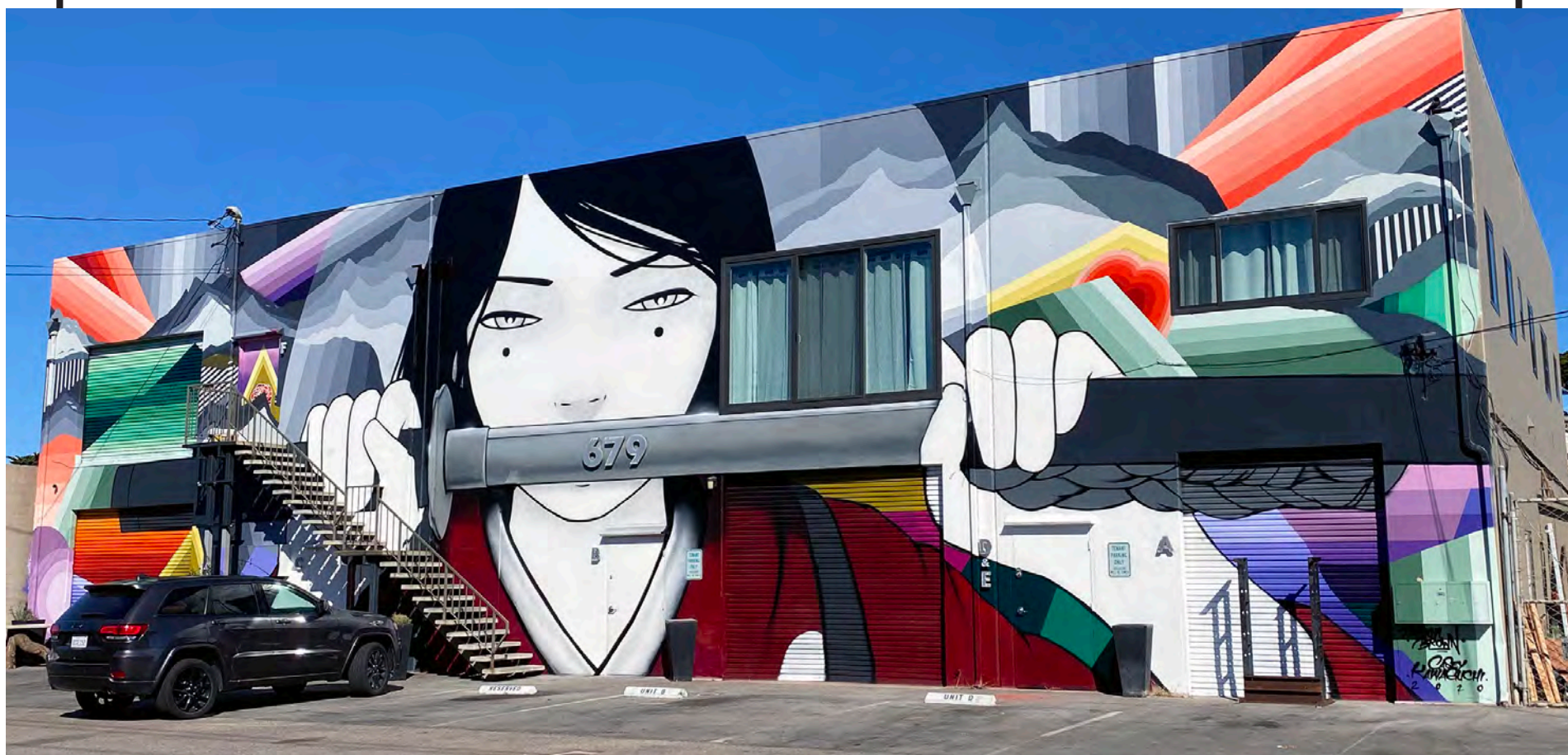
The story begins with economics and ends with intention. When commercial businesses fled for cheaper rents in the 1990s, they left behind empty warehouses with high ceilings and loading docks — spaces that artists priced out of Carmel, Pacific Grove and Big Sur found irresistible. The city responded with flexible zoning encouraging what officials called "creative rehabilitation."

THE WALLS SPEAK

Since 2020, the annual we.Mural Festival has added over 50 large-scale murals throughout the city. International artists from Amsterdam, Nepal and Australia paint alongside locals, transforming concrete facades into an open-air gallery visible from the freeway. A Jimi Hendrix portrait, painted from photographs of his 1967 Monterey Pop Festival performance, watches over Ortiz Avenue. The concentration of public art is remarkable for a town of just over 300 residents.

Walking Sand City on a quiet afternoon reveals its layered identity:

See **ARTS** on Page F8



According to the officials in Sand City, 13 artists — six local and seven national — participated in the we.Mural Festival that produced seven murals as a growing public art effort throughout the city, which offers flexible zoning for "creative rehabilitation." **PHOTOS BY JAMES HERRERA — MONTEREY HERALD**

The List: Check out the cheapest flights (and cheapest days) to book trips this year



In eclectic Old San Juan, the wandering streets are lined with historic monuments and pastel-colored buildings dating to the time when the Puerto Rican island was ruled by the Spanish. **GETTY IMAGES**

Everybody loves a cheap flight. Whether it lands in Kahului, Hawaii, or in San Salvador, El Salvador — hey, that's up to your preference. Travel site Skyscanner has crunched the numbers and estimated the 10 cheapest destinations to book in 2026. The company also determined the cheapest day to fly — Wednesday, even though it says more people believe Tuesday to be the least expensive. Skyscanner put out this data to highlight a new service it's offering this year called the "Cheapest Destination Planner," which allows people to search month by month for bargain flights. Here are the

10 cheapo air trips for 2026, on average, for round-trip economy fares.

SKYSCANNER'S CHEAPEST DESTINATIONS FOR 2026

- 1 Las Vegas (\$232)
- 2 San Salvador, El Salvador (\$282)
- 3 Miami (\$284)
- 4 Kahului, Hawaii (\$329)
- 5 Orlando, Fla. (\$353)
- 6 San Juan, Puerto Rico (\$365)
- 7 Punta Cana, Dominican Republic (\$375)
- 8 Mexico City (\$402)
- 9 Cancun, Mexico (\$411)
- 10 Milan, Italy (\$559)

Source: skyscanner.com/travel-trends/cheap



Plunging Maui tourism means that the legendary 64-mile road from Kahului to Hana is less crowded than usual, making this a perfect time to explore the tropical landscape while taking a thrill ride. **GETTY IMAGES**

GUIDE TO THE 2028 GAMES

L.A. Olympics offer travel opportunities

By Christopher Reynolds
LOS ANGELES TIMES

When it comes to making travel plans for the 2028 Los Angeles Summer Olympics, you may still be crouched at the starting blocks. But the race for flights, hotel reservations and event tickets will begin in 2026, long before the Games commence.

If you're planning to visit Southern California for LA28, preparation will be crucial. And a little positive thinking wouldn't hurt. As Winnipeg-based sports tour operator Dave Guenther of Roadtrips says, the Olympic cycle often feels like "two or three years of cynicism followed by two weeks of unbridled joy."

As the days tick down to the L.A. Olympics (July 14-30, 2028) and Paralympics (Aug. 15-27, 2028), we'll be answering the most important travel questions.

WHEN WILL TICKETS FOR THE OLYMPIC GAMES GO ON SALE?

Beginning in January, fans can register to enter the lottery for Olympic tickets at the organizing committee's website, la28.org. If selected in the random draw, organizers say, fans will receive a purchase time and date for when ticket drops begin in spring 2026. Organizers say those in communities near Games venues will get early access. Also in early 2026, LA28 will start offering hospitality packages that combine event tickets with overnight accommodations, transportation and/or special events. Tickets for the Paralympic Games will go on sale in 2027.

More details are expected later this year. Anyone interested can sign up to receive announcements through the LA28 newsletter.

WHAT WILL TICKETS COST?

Organizers say Olympic and Paralympic competition tickets will start at \$28, about \$2 more than they did in Paris in 2024. We don't know the high end yet. If Paris is a fair guide, most-coveted seats for the most popular events could be as high as \$800 or more. The official vendors are also expected to manage a channel for resales of tickets, as they did in Paris.

The two most costly events are likely to be the opening and closing ceremonies. In Paris, per-ticket prices reached more than \$2,900 for the opening, and more than \$1,700 for the closing. In Los Angeles — for the first time — the opening ceremonies will be split between two venues, the L.A. Coliseum and SoFi Stadium in Inglewood.

Some of the toughest tickets, Guenther said, are gymnastics, swimming, track and field, and beach volleyball. "If you are super keen on seeing the women's gymnastics



The Los Angeles Memorial Coliseum is framed by a plexiglass sign after the city was officially awarded the rights to host the 2028 Olympic Games on Sept. 13, 2017. Preparation will be critical for people planning to attend the event. **LUIS SINCO — LOS ANGELES TIMES**

finals, you might be on a path to disappointment," Guenther said. "But if you're flexible, there are a lot of things that are going to be options."

CAN I VOLUNTEER AT THE GAMES?

You can try. Recent Summer Olympics have relied upon tens of thousands of volunteers, who must meet language and training requirements. (Not every aspiring volunteer in Paris got assigned.) To stay in touch with volunteer opportunities, sign up for the LA28 newsletter at la28.org/en/signup.html.

WHERE WILL THE GAMES HAPPEN?

The 2028 festivities will include 36 Olympic sports and 23 Paralympic sports, spread over about 40 venues. The lion's share of Olympic events will take place in downtown L.A. and Exposition Park (which together have 10 venues); Long Beach (seven venues); Carson; Inglewood; the San Fernando and San Gabriel valleys.

But events are also scheduled in San Clemente, Venice, Anaheim, Pacific Palisades, Pomona and the City of Industry. The Paralympics will use many of the same venues. Indeed, this could be a learning experience for out-of-towners who don't realize just how broadly Greater Los Angeles sprawls.

The softball and canoe slalom events will be held in Oklahoma City.

HOW FAR AHEAD CAN I BOOK FLIGHTS?

Most airlines usually start accepting bookings 330 days (or 11 months) before the flight date. At Southwest Airlines, lead time can be eight to 10 months.

HOW FAR AHEAD CAN I BOOK A HOTEL?

Ordinarily, hotels start accepting bookings 365 days ahead, so if you're just looking for a room (and not a ticket-and-hotel package), set a reminder for around July 2027. Many hotels in Greater Los Angeles — especially those unaffiliated with global brands — are likely to follow their usual timetables. If you're interested in a hotel-ticket combo deal, those will be offered in early 2026, as previously mentioned.

Industry veterans say most major hotels around Los Angeles have probably already made deals allotting blocks of 2028 rooms to organizers of the Games or independent tour operators like Roadtrips. For example, the Queen Mary in Long Beach already has 300 rooms and suites under contract with LA28, according to managing director Steve Caloca.

Another opportunity may arise even later: Typically, organizers and tour operators often return unsold room-nights to hotel control 60 or 90 days ahead of the event, which may give consumers a chance to book those "leftovers" directly, perhaps at a lower cost.

WHAT WILL HOTEL ROOMS COST?

Nothing boosts hotel prices like the Olympics, and experts say the most luxurious hotels tend to hike their prices the most. Analyzing figures from Paris, hotel industry consultants CoStar found that average hotel rates — \$342-\$393 in the summer of 2023 — more than doubled to \$731-\$939 for the 2024 Games.

L.A.'s starting hotel rates are lower than those in Paris were. CoStar found that average daily hotel rates for greater L.A. from

July 14-30, 2024, were \$193-\$231.

WHAT ABOUT SHORT-TERM RENTALS?

Again, expect prices to soar. Airbnb reported a 40% jump in accommodations inventory and a 400% jump in Paris-area bookings during the 2024 Games. On the eve of the Games, property management website Hostify.com reported that asking prices for short-term rentals in Paris had quintupled from \$154 nightly to \$772.

Do note that at every Games, it seems, there are reports of astronomical prices, followed by later reports of 11th-hour discounts because some people got too greedy earlier on.

Los Angeles seems to be starting out with higher short-term rental rates than those in Paris. The vacation rental website Airroi.com estimates the average Airbnb rate in greater Los Angeles for the year ended August 2025 was \$283.

But of course, you can spend plenty more. One broker told The Times he has already rented out an L.A. mansion for \$300,000 a month in 2028.

HOW FAR AHEAD CAN I BOOK A SHORT-TERM RENTAL?

Airbnb allows bookings up to two years in advance, which is also VRBO's default setting.

COULD PRESIDENT TRUMP'S IMMIGRATION POLICIES ADVERSELY AFFECT THE GAMES?

That's anybody's guess. Heads of state in host countries usually play a ceremonial role, standing mostly in the background. Trump may have other ideas. In early August, he announced that he would chair a task force in charge of Olympic safety, border security and transportation.

Some foreign sports fans might stay away to signal opposition to the Trump Administration, as many Canadian travelers have been doing this year. But domestic travelers, not foreign visitors, fill most seats at the Olympics. Paris tourism statistics show U.S. visitors to that city during the 2024 "Olympic fortnight" were up a relatively modest 13% over the previous year.

WHY DO PEOPLE GO THROUGH SO MUCH TROUBLE TO SEE THE GAMES?

"There is a tremendous magic," Guenther said. "It really is quite something how people enjoy the time together with people from all over the world. ... You find yourself welling up for an athlete in a sport you've never thought about."

Times staff writer Thuc Nhi Nguyen contributed to this report.

IF YOU GO: SAND CITY & MONTEREY PENINSULA

EVENTS

West End Celebration: Third weekend of August, free admission. 600 Ortiz Ave., Sand City; westendcelebration.com
Mural Festival: Typically late September/early October; murals viewable year-round; sandcity.org
Lido Stage at the Marriott: Free community art market and music series, noon-3 p.m. today, Jan. 25; Sunday, Feb. 22; and Sunday, March 29. 800 Morgans Way, Sand City

STAY

Courtyard by Marriott & Residence Inn Sand City Monterey: Sand City's first and only hotel. 800 Morgans Way, (831) 233-3025; marriott.com

LOCAL ARTISANS & VENDORS

Nautilus and Sway: Handmade sea glass and shell jewelry, nautilusandsway.com
ShuggaBee Kre8tions: Novelty trinkets, @shuggabeekre8tions
Tiffany's Specialties: Plant-based vegan desserts, cottage bakery
Teressa L. Jackson: Local landscape art, teressalackson.com
The Yolk Marketplace: Seaside location, theyolkmarketplace.com
Asli Chai: Authentic spiced tea, aslichai.co
Half Moon Bay Distillery: Infused lavender vodka, halfmoonbaydistillery.com

NEARBY ATTRACTIONS

Monterey Bay Aquarium: 886 Cannery Row, Monterey; montereybayaquarium.org
Cannery Row: canneryrow.com
Old Fisherman's Grotto: Serving since 1950. 39 Fisherman's Wharf, Monterey; oldfishermansgrotto.com
Carmel-by-the-Sea: carmelifornia.com
Pacific Grove: pacificgrove.org

MORE INFORMATION

City of Sand City: sandcity.org
See Monterey: seemonterey.



The West End Celebration in Sand City fills the streets with artists, vendors and festivalgoers every August. **VERNON MCKNIGHT — HERALD CORRESPONDENT**

ARTS

From Page 7

quirky flower-covered cottages wedged between warehouses, the Art Park where muralists gather during festival week, the entrance adorned with a triple image of the Sand City Kitty — the community's unofficial mascot, wearing an artist's beret. Cross Del Monte Boulevard, and dune trails lead to Monterey State Beach where a look to the left rewards you with Pacific views sweeping toward the aquarium.

A STAGE FOR THE CITY

The newly opened Courtyard by Marriott and Residence Inn Sand City Monterey isn't just filling a lodging gap — it's adding another venue to the ecosystem.

The Lido Stage, an open-air performance space in the hotel's Italian piazza-inspired courtyard, has launched a monthly series of free, family-friendly community art markets with live music. One is taking place noon-3 p.m. today, Jan. 25, and the next two are Sunday, Feb. 22, and Sunday, March 29.

At December's holiday market, the music-stage lineup featured Schuyler Horn, Shannon & the Night Divers and Eyes Like

Lanterns playing from noon to 4 p.m. while families browsed vendors offering handmade sea glass and shell jewelry from Nautilus and Sway, novelty trinkets from ShuggaBee Kre8tions, plant-based vegan desserts from Tiffany's Specialties cottage bakery and local landscape paintings by artist Teressa L. Jackson.

The Yolk Marketplace brought goods from its Seaside location, Asli Chai poured authentic spiced tea and Half Moon Bay Distillery offered samples of its lavender-infused vodka.

The stage sits within the courtyard just feet from what locals claim is allegedly the largest outdoor hot tub in Monterey County, a detail that feels appropriately Sand City, where the unexpected is standard and the industrial mingles with the whimsical without apology.

During the holiday market festivities, I spotted Mayor Mary Ann Carbone moving through the crowd, stopping to chat with vendors and families alike. She's Chumash, has worked in Sand City her entire life and carries a detail that stopped me mid-conversation: Her family inspired characters in the John Steinbeck novel "Tortilla Flat." In Sand City, even the mayor is infused with artistic provenance.

BEYOND THE MURALS

Sand City's location makes it a strategic base for exploring the greater Monterey Peninsula. The Monterey Bay Aquarium is just two miles away. Cannery Row's restaurants and shops sit along the same stretch of coastline.

Carmel-by-the-Sea and its gallery scene are a short drive south, while Pacific Grove offers Victorian architecture and monarch butterfly groves.

For seafood, Old Fisherman's Grotto on Monterey's Fisherman's Wharf has been serving clam chowder since 1950.

Back in Sand City, the Tioga boardwalk connects the retail district to the emerging arts corridor, and car shows periodically fill the hotel's courtyard — the property features garage-style doors that allow vehicles to drive directly onto the pool deck for curated automotive events.

HOW TO DO THIS TRIP RIGHT

From San Jose, Sand City is roughly 70 minutes south via Highway 101 to Highway 1. The West End Celebration happens the third weekend of August; savvy visitors book early and make a weekend of it.

The we.Mural Festival runs in early fall, adding fresh walls to the perma-



Sand City has a mix of cute houses and industrial artists' warehouses, highlighting the town's quirky nature. **JAMES HERRERA — MONTEREY HERALD**



The Lido Stage is an event space located at the Courtyard and Residence Inn by Marriott Sand City Monterey. **JAMES HERRERA — MONTEREY HERALD**

ment collection. And now the Lido Stage offers year-round programming that keeps the creative current flowing between the big festivals.

Sand City isn't selling novelty here, it's modeling what happens when a community decides artists deserve to be put on display.

While other nearby art

destinations polish their galleries and count their tourists, this scrappy half-mile corridor keeps doing what it's done for decades: making space for people who create things.

This isn't tourism. It's a block party with staying power, and now there's finally a place to sleep it off.

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