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## LEGAL NOTICE

The purpose of the Pre-Offer Conference is to provide a casual atmosphere to discuss the City's intent and to determine whether the City's requirements are clearly stated.

Although an exchange of information may take place, the official position of the City is that which is delivered in the solicitation document or in the form of a written solicitation addendum. Therefore, nothing said here today should be construed as a change to the written requirements in the solicitation document.

Any changes will be in the form of a solicitation addendum. Vendors must acknowledge receipt and acceptance of any/all addenda through the NSD Solicitations webpage.

Please note that it is the responsibility of the Offeror to read the entire solicitation document.

Offerors must direct any/all questions to the Procurement Officer, in writing, to my email:

[kevin.jin@phoenix.gov](mailto:kevin.jin@phoenix.gov).



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## AGENDA

- RFP Process
- Desired Project
- Proposal Instructions
- Proposal Evaluation
- General Terms / Conditions
  - Solicitation Transparency Policy



Request for Proposals (RFP) for the Purchase and Development of 38 City-Owned Lots in the Isaac Redevelopment Area (RDA)  
NSD-RFP-26-004

SCHEDULE

ACTIVITY (All times are local Phoenix time)	DATE
Issue RFP	December 30, 2025
Pre-Proposal Meeting at 10:00 a.m.	January 22, 2026
Submission of Written Questions Deadline by 2:00 p.m.	February 3, 2026
Responses to Written Questions	February 10, 2026
Intent to Submit (Attachment G) Deadline by 2:00 p.m.	March 27, 2026
Proposal Deadline by 2:00 p.m.	April 3, 2026
Evaluations, Proposer Interviews, if applicable	May 2026
Posting Notice of Award Recommendation	June 2026

Requests for alternate formats to:  
Kevin Jin, Procurement Officer  
City of Phoenix Neighborhood Services Department  
200 W. Washington Street, 10th Floor  
Phoenix, Arizona 85003-1811  
Telephone: 602-534-4444 (7-1-1 Friendly)  
[kevin.jin@phoenix.gov](mailto:kevin.jin@phoenix.gov)

Solicitation Webpage  
<https://www.phoenix.gov/administration/departments/med/solicitations.html>

This RFP does not commit the City to award any contract. All dates subject to change.

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## RFP PROCESS

### Questions and Answers (Q&A)

- Responses to questions may be provided verbally today
- Written answers supersede verbal responses
- All answers published on the NSD Solicitations Development Opportunities webpage
- Email notification when Q & A available



## Submittal of Written Questions Deadline

Deadline to Submit Written Questions is February 6, 2026



- 2 pm local Phoenix time
- Email [kevin.jin@phoenix.gov](mailto:kevin.jin@phoenix.gov)
- Include the name of the RFP and number in the subject line

- Posting Responses to Written Questions by February 10, 2026

<https://www.phoenix.gov/administration/departments/nsd/solicitations.html>

## Intent to Submit Deadline

**Friday, March 27, 2026**  
**2 pm local Phoenix time**

- Email Attachment G to [kevin.jin@phoenix.gov](mailto:kevin.jin@phoenix.gov)
- Proposer will be provided unique upload link upon receipt

**CITY OF PHOENIX**  
 Neighborhood Services Department  
 38 CITY-OWNED LOTS IN ISAAC RDA (NSD-RFP-26-004)

**ATTACHMENT G**  
**INTENT TO SUBMIT**

Submitter of this form is notification to the City of Phoenix of your intention to submit a proposal for the Purchase and Development of 38 City-Owned Parcels under Substation Number NSD-RFP-26-004. The Procurement Officer will create a unique upload link for your proposal which will be used for submission of all materials. You will receive notification by email once this upload link has been created.

To participate in this solicitation, you are required to complete and submit this form to <http://tinyurl.com/20260327> by no later than March 27, 2026, 2:00 p.m. The upload link will remain active until 2:00 p.m. Phoenix local time on April 3, 2026.

Project Name		
Proposer		
Email Addresses (you may provide access to multiple email addresses to upload documents)		
Email 1		
Email 2		
Email 3		
Email 4		
Email 5		
Email 6		

Printed Name and Title of Authorized Representative \_\_\_\_\_

Authorized Representative's Signature \_\_\_\_\_ Date \_\_\_\_\_

Proposer's Legal Name (and DBA, if applicable) \_\_\_\_\_

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## Proposal Deadline

**Friday, April 3, 2026**  
**2 pm local Phoenix time**

- Submit proposal via unique upload link
- Proposals received after deadline will be deemed non-responsive



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## Proposal Requirements

- Proposer may choose to propose on any or all five packages of Lots
- If proposing on more than one package of Lots, the Proposer is required to submit separate proposals

City intends to award and execute separate contracts for each package of Lots.



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## Minimum Qualifications

- Purchase Price (minimum)
  - Package #1 Lots is \$745,000
  - Package #2 Lots is \$380,000
  - Package #3 Lots is \$670,000
  - Package #4 Lots is \$920,000
  - Package #5 Lots is \$450,000\*

Any proposal offering a cash payment less than the minimum purchase price must include the quantifiable value for each additional tangible public benefit to demonstrate the total proposed purchase price meets or exceeds the minimum purchase price.



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## Minimum Qualifications - continued

- At minimum, 50% of the residential and/or multifamily units will be made available to households with income levels not to exceed 80% Area Median Income (AMI), as defined annually by HUD
- Affordability requirements will be secured through a Declaration of Affirmative Land Use Restrictive Covenant for a minimum of 20 years



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## Minimum Qualifications - continued

- A member of the proposing team to have completed and managed at least one residential and/or multifamily and/or mixed-use development project in the last five years

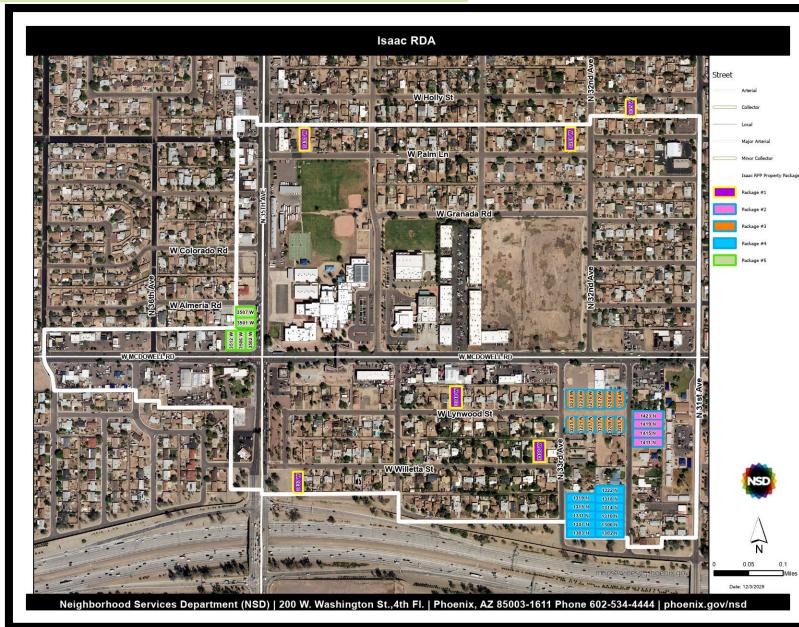
Any proposal that does not include the minimum qualifications may be deemed non-responsive and disqualified.



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## SUBJECT LOTS



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## SUBJECT LOTS – Package #1 Lots

**Size:** Approx. 1.12 acres

**Current zoning:**

- Walkable Urban (WU) Code, Transect 3:2 District

**Policy Plans:**

- Isaac Redevelopment Area
- I-10 West Extension Transit-Oriented Communities (TOC) Policy Plan



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## SUBJECT LOTS – Package #1 Lots (cont.)

**Size:** Approx. 1.12 acres

**Current zoning:**

- Walkable Urban (WU) Code, Transect 3:2 District

**Policy Plans:**

- Isaac Redevelopment Area
- I-10 West Extension Transit-Oriented Communities (TOC) Policy Plan



## SUBJECT LOTS – Package #2 Lots

**Size:** Approx. 0.92 acres

**Current zoning:**

- Walkable Urban (WU) Code, Transect 4:3 District

**Policy Plans:**

- Isaac Redevelopment Area
- I-10 West Extension Transit-Oriented Communities (TOC) Policy Plan



## SUBJECT LOTS – Package #3 Lots

**Size:** Approx. 1.71 acres

**Current zoning:**

- Walkable Urban (WU) Code, Transect 4:3 District

**Policy Plans:**

- Isaac Redevelopment Area
- I-10 West Extension Transit-Oriented Communities (TOC) Policy Plan



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## SUBJECT LOTS – Package #4 Lots

**Size:** Approx. 2.35 acres

**Current zoning:**

- Walkable Urban (WU) Code, Transect 5:3 District

**Policy Plans:**

- Isaac Redevelopment Area
- I-10 West Extension Transit-Oriented Communities (TOC) Policy Plan



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## SUBJECT LOTS – Package #5 Lots

**Size:** Approx. 0.81 acres

**Current zoning\*:**

- C-2 (Intermediate Commercial)
- C-3 (General Commercial)

**Proposed zoning\*:**

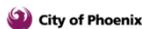
- Walkable Urban (WU) Code, Transect 5:5 District

**Policy Plans:**

- Isaac Redevelopment Area
- I-10 West Extension Transit-Oriented Communities (TOC) Policy Plan



\* Rezoning application initiated.



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## DESIRED PROJECT

- Desired Project should:
  - Create single-family and/or multifamily and/or mixed-use infill properties
  - Minimum 50% of units for each proposal available to households with income levels not to exceed 80% AMI
  - Create a development that is compatible with the Isaac Redevelopment Area and consistent with a walkable, bikeable, and transit-supportive environment



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## DESIRED PROJECT - continued

- Be initiated and completed within a reasonable time acceptable to the City
- Be consistent with all applicable regulations, guidelines, adopted plans, such as the HPP, Isaac RDA and Transit-Oriented Community Plans, etc.
- Incorporate elements of sustainability into the design
- Require minimal, if any, City assistance

Details in Section II. C. (page 10)



## PROPOSAL INSTRUCTIONS

- All timely proposals will be reviewed to determine whether the minimum qualification requirements have been met
- If only one proposal is received for any Package, the City may proceed without convening an Evaluation Committee for that particular package

Conform to format as described in Section III. A (page 11)



## Tab 1 – General Information

- Executed Affidavit (Attachment A)
- Signed Conflict of Interest & Solicitation Transparency Disclosure (Attachment B)
- Executive Summary (maximum 2 pages)
  - Concise summary and narrative of the overall proposal
  - Lead Developer
  - Primary Contact



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## Tab 2 – Concept to Activate Site

- Development Details (Attachment E)
- Narrative description of proposed project
- Proposed development's feasibility
  - Research/market demand data
  - Method of property control
  - Project budget
  - Project pro forma, if applicable
- Conceptual building elevations and/or site plans

**CITY OF PHOENIX  
Neighborhood Services Department  
38 CITY-OWNED LOTS IN ISAAC RDA (NSD-RFP-26-004)**

**ATTACHMENT E  
DEVELOPMENT DETAILS FORM**

Each proposer must complete and submit this form with its proposal.

Name of proposer: \_\_\_\_\_

Development details for Package # \_\_\_\_\_

Gross Square Footage (SF): \_\_\_\_\_  
 Residential SF \_\_\_\_\_  
 Commercial SF \_\_\_\_\_  
 Other SF (detail): \_\_\_\_\_

Number of Residential Units: \_\_\_\_\_  
 Number of Units by Residential Type:  
 Rental Units: \_\_\_\_\_  
 For Sale Units: \_\_\_\_\_

Number of Units by Market Type:  
 Affordable/Income-Restricted: \_\_\_\_\_  
 Market Rate: \_\_\_\_\_  
 Mixed-Income: \_\_\_\_\_

Number of Buildings: \_\_\_\_\_  
 Building Height(s) (feet and stories): \_\_\_\_\_  
 Number of Parking Spaces: \_\_\_\_\_  
 Estimated Number of Construction Jobs: \_\_\_\_\_  
 Estimated Number of Permanent Jobs: \_\_\_\_\_  
 Estimated Value of Project: \$ \_\_\_\_\_

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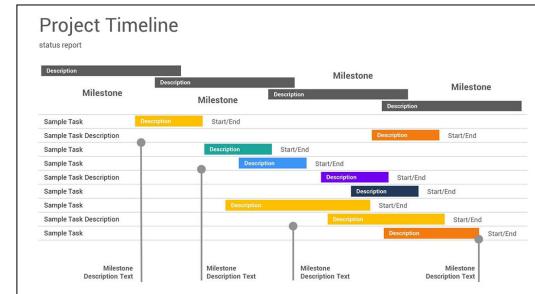
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## Tab 2 – Concept to Activate Site - continued

- Circulation plans, if applicable
- Project timeline
  - Include major milestones
  - All phases of the project
  - Reasonable assumptions to propose a realistic timeline
- Construction mitigation plan
  - Identify potential impacts
  - Outline viable mitigation strategies



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## Tab 3 – Return to the City

- Offered Purchase Price (Attachment F)
- Description of tangible public benefits
  - Must be quantified if part of the offered purchase price
- Requested City assistance
  - **No identified or guaranteed City assistance**

**CITY OF PHOENIX  
Neighborhood Services Department  
38 CITY-OWNED LOTS IN ISAAC RDA (NSD-RFP-26-004)**

**ATTACHMENT F  
OFFERED PURCHASE PRICE**

Each proposer must complete and submit this form with its proposal for each Package proposer wishes to bid on.

Name of proposer: \_\_\_\_\_

Offered purchase price for Package # \_\_\_\_\_

Offered Purchase Price: \$ \_\_\_\_\_

The City will not be responsible for any proposer errors or omissions.

\* - Any proposal offering a payment less than the minimum purchase price listed in Attachment C must include the quantifiable value for each additional tangible public benefit Under Tab 3 – Return to the City, to demonstrate the total proposed purchase price meets or exceeds the minimum purchase price.

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## Tab 4 – Qualifications & Experience (Q & E)

- Proposed development team's Q & E
  - Key individuals, companies, and organization structure of the proposer
  - Roles and responsibilities
  - Track record of similar scale and complexity
  - Similar projects successfully completed



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## Tab 5 – Financial Capacity

- Provide documentation to demonstrate financial capacity to execute and complete proposal successfully
  - Clear funding strategy
  - Identify all funding sources
  - Documentation from potential lenders of interest
  - Cite other successful projects completed with proposed financing entities, if applicable
  - Evidence of financing for prior projects



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## Exceptions Not Allowed

- **Proposer must not take any exceptions to any terms, conditions, or material requirements of this solicitation**
- **Proposals submitted with exceptions may be deemed non-responsive and disqualified from further consideration, in the City's sole discretion**
- **Proposers must conform to all requirements specified in this RFP**

## PROPOSAL EVALUATION

### Evaluation Panel

- Review and evaluate written proposals
- Determine a consensus score for each criterion
- Recommend proposer to be awarded the contract
- Panel may interview all the proposers or a short list of proposers

Details in Section IV. A. (page 14)



## Evaluation Criteria

- Proposals evaluated based on the following criteria:
  - Concept to Activate the Site (0 - 400 points)
  - Return to the City (0 - 150 points)
  - Qualifications & Experience of Proposer (0 - 225 points)
  - Financial Capacity of Proposer (0 - 225 points)



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## GENERAL TERMS & CONDITIONS

### Solicitation Transparency Policy

- All proposers and their representatives, under penalty of disqualification, will **only** discuss this business opportunity and their proposals with the procurement officer identified on page 1
- **Proposers that violate this policy will be disqualified**

[Full policy in Section V. A. \(page 15\)](#)



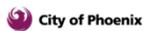
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- ✓ Submit Written Questions Deadline  
February 6, 2026, by 2 pm
- ✓ Intent to Submit Deadline  
March 27, 2026, by 2 pm
- ✓ Proposal Deadline  
April 3, 2026, by 2 pm

# Thank you for your participation!



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Request for Proposals for the Purchase and Development of 38 City-Owned Lots in the Isaac  
RDA (NSD-RFP-26-004)  
Pre-Proposal Meeting / Interest List  
January 26, 2026

Company Name	First Name	Last Name
Devco Preservation, LLC	David	Wallace
Dust Development LLC	Dusty	Dallas
GHK Properties, LLC	Kristopher	Ortega
Halff	Pete	Hemingway
Individual	Terri	Meyer
Landline LLC	Ryan	Aweida
McCormack Baron Salazar	Louis	Bernardy
Palindrome	Rebecca	Velarde
Pennrose	Brad	Weinig
Pennrose, LLC	Shannon	Cox Baker
SAHM	Destini	Osborn
SN Group LLC	Omar	Abdallah
Sun Engineering	Kenneth	Pratt
Triadvocates	Roxanna	Pitones
TWG Development, LLC	Dominic	Kej