

**Proposed Urban Farm and Concessions at Los Olivos Park**  
**Frequently Asked Questions/Answers**

February 28, 2018

**Proposal:** The successful proposer will build and operate or cause to be built and operated an agricultural educational/environmental center and a 2-acre working farm, with an emphasis on farming, agriculture and sustainable food sourcing. A concession where prepared food, merchandise or other related materials are sold is desired. The successful proposer will be required to offer educational sessions and events to the public with the desired emphasis.

**Location:** Los Olivos Park, 2802 E. Devonshire Road

**Solicitation Process**

Request for proposals issued May 18, 2017

Proposals submitted August 1, 2017

Parks and Recreation Board authorizes to negotiate a contract with Greenbelt Development LLC at Los Olivos Park contingent upon public support for the project, September 28, 2017

**1. How is opposition to the project being tracked?**

All public input is being collected. Both the City and Greenbelt have collected public input. Greenbelt has put together summary data and has all data available for inspection upon request. The communication which has been sent directly to the City is being captured and summary data has been generated. All raw data is available for inspection upon request.

**2. Will opposition of the project be honestly and accurately reported at the March 22, 2018 Parks and Recreation Board meeting?**

Yes. All the public input gathered to that point will be presented. The Parks and Recreation Board meeting is on March 22, 2018 at 5PM in the City Council Chambers, 200 W. Jefferson Street.

**3. How many trees will be removed and will they be replanted?**

A detailed design and landscape plan has not been completed and will not be initiated until a Lease is executed. It is estimated that 10-20 trees will be removed. It is anticipated that more trees will be planted than are removed.

**4. What impact will the project have on disc golf and other programmed recreational space?**

The RFP required the successful proposer to "Relocate any recreational amenities if needed, while retaining equal or greater quality and functionality, at the proposer's expense." The 9 holes of disc golf will be relocated in another location at Los Olivos in collaboration with disc golf users. Parks and Recreation staff has determined that several flat fields can be accommodated in open space to the east of the proposed farm; north of the playground; and in the far east quadrant of the Park. Other recreational uses that require open space can be relocated to these existing spaces within the Park.

**5. How many total acres will be used to build the entire project?**

No more than 4.5 acres.

**6. Has a comprehensive traffic study been conducted on 28th Street and the surrounding areas?**

A formal traffic study has not been conducted. Parks and Recreation staff is consulting with the City's Street Transportation staff to collect traffic data from the area.

**7. Does the zoning ordinance exclude restaurants for profit as being built?**

The zoning ordinance does not preclude concessions being built in parks.

**8. What is the square footage of the proposed buildings and restaurant?**

|                                   |                      |
|-----------------------------------|----------------------|
| Fast Casual Concession and Market | +/- 4000 square feet |
| Full Service Concession           | +/- 6000 square feet |
| Administration                    | +/- 2000 square feet |
| Community Education Facility      | +/- 2500 square feet |

**9. At what point will the City begin to collect revenue from the restaurant?**

Annual payments are due for the previous year upon the anniversary of the issuance of the first concession building permit. Greenbelt has 3 years to design, construct and open the concession - a time period in which no revenue is being generated. The first payment would be due at the end of the fourth year and then every year thereafter for the term of the lease.

**10. What are the dates of past and present public and community meetings and how were they advertised?**

|                   |  |   |
|-------------------|--|---|
| November 30, 2017 | Devonshire Senior Center 10AM-5PM<br>Geared toward Senior Center users | Flyer at the Center   |
| December 11, 2017 | Devonshire Senior Center 10AM-7PM                                      | 22,000 mailers, door knocking in immediate area around the Park |
| January 11, 2018  | Devonshire Senior Center 10AM-7PM                                      |   |
| February 27, 2018 | Devonshire Senior Center 3PM-7PM                                       | Email invitations, direct US mail, signage at the Park          |

**11. What was the process for surveying the community?**

The Neighborhood Services Department within the City of Phoenix maintains lists of addresses for businesses and households. The Request for Proposal (RFP) for this project required the successful proposer to notify addresses in a 2-mile radius of the park. This resulted in 22,000 mailers. In addition, two public open houses were conducted, a website was developed, and individuals knocked on 395 doors in the area immediate to the Park.

**12. What is the RFP process?**

The Request for Proposal (RFP) process allows individuals, businesses and non-profit organizations a fair and competitive way to propose for a service or product the City may be seeking. The submittals are evaluated and scored by an independent panel and the proposal is awarded to the highest scoring proposer.

**13. In the event the restaurant is not successful, what is the City's plan for recovering funds and restoring the area?**

The lease will have a Maintenance Contingency Fund equal to two years of Los Olivos Park maintenance costs. If a new operator needs to be obtained, the Maintenance Contingency Fund will allow the City to be able to keep the park in a safe, usable condition until a new RFP process can be implemented and a new urban farm and concessions operator can be obtained.

**14. What is the term of the lease?**

If the project is approved by the Parks and Recreation Board at their public meeting on March 22, 2018, the City and Greenbelt will enter into a 40-year lease.

**15. Who makes the final decision about this project?**

The Parks and Recreation Board has authority through the Phoenix City Charter to make the decision on whether this project will proceed. If the Parks and Recreation Board votes to proceed, an agreement will be negotiated and executed with Greenbelt Development, who will then begin design development and preparation of construction documents. Greenbelt is required to follow all City permit processes.