

Via Email: lisa\_goodman@tempe.gov

September 6, 2022

Lisa Goodman, NIGP-CPP, CPPO, CPPB  
Procurement Officer  
City of Tempe  
31 East Fifth Street  
Tempe, Arizona 5281

Request for Qualifications No. 23-049 (Danelle Plaza)

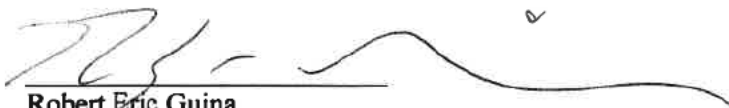
Dear Ms. Goodman:

As the representatives of Guina Affiliated Developers and Hu Commercial Properties/Desert Viking Development, we are pleased to provide you with two separate responses to the City of Tempe's RFQ No. 23-049 that reflect one common goal: To redevelop Danelle Plaza into a vibrant, mixed-use project that the Tempe City Council and the Community will be proud of. Both teams believe that it is in the City's best interest that any redevelopment of Danelle Plaza be conducted in a manner that requires cooperation and resulting synergies between the only two development teams that can achieve the City's objective—at least 75% of Danelle Plaza must be subject to this effort to create a destination mixed-use project. Individually our properties, even when combined with the City, do not provide sufficient authority and control of the Danelle Plaza properties to affect a comprehensive redevelopment. But, working in partnership with the City of Tempe, our two development teams, and only our two development teams, can create a unified vision for the successful redevelopment of Danelle Plaza.

This letter is an acknowledgment and mutual expressions of support for both development teams and the RFQ submittals themselves. We recognize, as should the City by virtue of its issuing a Request for *Qualifications*, that the selection of the successful respondents is merely a start to the process for achieving a successful redevelopment of Danelle Plaza. We hope the City's selection committee reaches the same conclusion we have reached: That the teams, Guina Affiliated Developers and the Hu Commercial Properties/Desert Viking Development, working with the City of Tempe can achieve success in this challenging redevelopment project.

We look forward to your selection and believe the City of Tempe would be well served to select both the respondents represented by the enclosed proposals.

Respectfully Submitted,



Robert Eric Guina  
211211 G, LLC  
(Guina Affiliated Developers)



Rodney Hu  
Hu Commercial Properties, II, LLC & Yucca Rental Properties, LLC



Niels Kreipke  
Desert Viking Development, LLC



# RFQ#23-049 RESPONSE

## DANELLE PLAZA

*southwest corner of Southern Avenue & Mill Avenue*

**September 8, 2022**

# Offer Form

**“Return this Section with your Response”**

It is **MANDATORY** that Offeror **COMPLETE, SIGN** and **SUBMIT** this form to the City of Tempe Procurement Office with the (your) offer. An unsigned “Offer Form” and/or late RFQ response will be considered non-responsive and rejected.

This Offer is submitted by: Guina Affiliated Developers  
Company/Organization Name

**To the City of Tempe:**

By signing this Offer, Offeror acknowledges acceptance of all conditions contained herein. Offeror certifies that the Offer was independently developed without consultation with any other offerors or potential offerors.


**For clarification of this Offer, contact:**

<u>Wendy Riddell</u>	<u>Land Use Attorney</u>	<u>480-682-3902</u>
Respondent Contact	Title	Phone

<u>Berry Riddell LLC</u>			
Name of Company			

<u>6750 E. Camelback Road, Suite 100</u>	<u>Scottsdale</u>	<u>AZ</u>	<u>85251</u>
Company Address (or PO Box)	City	State	Zip

**This Offer is offered by:**

<u>Eric Guina/Guina Affiliated Developers</u> 	<u>Developer</u>	<u>360-510-7165</u>
Authorized Respondent	Title	Phone

<u></u>	<u>9/8/2022</u>
Signature of Authorized Respondent Required	Date of Offer

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## DEVELOPMENT TEAM

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### DEVELOPER/RESPONDENT

#### **Guina Affiliated Developers**

Eric Guina  
129 W Southern Avenue  
Tempe, Arizona 85282  
[ericgunits@gmail.com](mailto:ericgunits@gmail.com)  
360-510-7165

### LAND USE ATTORNEY

#### **Berry Riddell LLC**

Wendy Riddell, Esq.  
6750 E Camelback Road, Suite 100  
Scottsdale, Arizona 85251  
[wr@berryriddell.com](mailto:wr@berryriddell.com)  
480-682-3902

### CONDOMINIUM LAW ATTORNEY

#### **Carpenter Hazlewood**

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1400 E Southern Avenue, Suite 400  
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**DESIGN TEAM****Espiritu Loci Incorporated**

Trevor Barger

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480-481-9100

**CIVIL ENGINEER****3 engineering**

Dan Mann

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Scottsdale, Arizona 85251

[dan@3engineering.com](mailto:dan@3engineering.com)

602-402-9017

**TRAFFIC ENGINEER****Lōkahi, LLC**

Jamie Blakeman

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Phoenix, Arizona 85040

[jamie@lokahigroup.com](mailto:jamie@lokahigroup.com)

480-292-0691

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## INTRODUCTION

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Eric Guina, Guina Affiliated Developers, and their development partners are pleased to present this response to the City of Tempe's Request for Qualifications #23-049 for the acquisition and development of approximately 3.14 acres of City-owned land located at the southwest corner of Mill Avenue and Southern Avenue and part of Danelle Plaza (the "Site").

This team's past development experience, the fact that Eric Guina has the second largest land-holdings within Danelle Plaza, and our collective vision for this blighted property, make Guina Affiliated Developers the ideal candidate to conduct the redevelopment. Danelle Plaza, originally constructed in the 1960's when much of the surrounding land was vacant, is now a deteriorating infill site, with its prospects for success never fully realized. Although a number of well-established local businesses have operated within Danelle Plaza, and the City's temporary City Hall was located there while the current, iconic City Hall was constructed, many of the suites remain vacant today, many of the original parcels were never built out, and the center appears abandoned.

Constrained by a complex condominium regime, redevelopment of the Site requires a development team with extensive knowledge of condominium law and a desire to convert this troubled center into an asset for the community. The City's own experience in prior efforts with failed development partners underscores this point. Further complicating development, the Site suffers from environmental constraints created by a number of factors, including the Site's previous use by a dry cleaner, necessitating that the development team be well versed in environmental issues. Most important, the eventual developer must have a thorough understanding of the process required to effectuate public/private partnerships necessary to create successful affordable and workforce housing, and a strong desire to convert this Site into meaningful, culture-oriented high-quality housing for all income and age levels.

Danelle Plaza lies at the intersection of two major arterials, just north of the Superstition Freeway, as a gateway to the downtown core. Currently zoned CSS to accommodate the

existing shopping center, the Site will need to be rezoned to accommodate a mixed-use project that incorporates affordable and/or workforce housing, and desired arts, culture, and commercial amenities. Thus, the selected development team must also have extensive experience navigating the entitlement process within the City of Tempe, and with the negotiation of development agreements.

Previous attempts to reposition Danelle Plaza for redevelopment failed to identify the needs of the owners and tenants, some of whom have owned and operated their family businesses at the Plaza since its original development nearly 60 years ago. As Danelle Plaza nears the end of its functional lifespan, many of the operators who have invested their heart and soul into their businesses have a desire to see this center redeveloped, which will give them and their families an opportunity to divest successfully to secure appropriate retirement. Danelle Plaza has been a core staple of this neighborhood, supporting local businesses such as record stores, restaurants, and unique shops, and hosting community events. Now, the Site is plagued by decay, social housing challenges, and a drug epidemic that creates security concerns and blight at this once proud property. Out of the ashes comes the opportunity for the property comprising Danelle Plaza to be reshaped, and the remaining businesses reinvented, into a community-serving, arts-oriented, mixed-use project that requires effective public/private partnerships and a knowledgeable development team.

Guina Affiliated Developers' vision for Danelle Plaza originates from the desire to create positive social impact through investment in communities in need of revitalization. This vision celebrates the emergence of a thriving art community, pays homage to the Site's rich history, reinforces the connection between the Superstition Freeway and the downtown core, and reestablishes synergy between this Site and the neighboring residences and businesses. This team recognizes the historic importance of the Plaza and intends to return Danelle Plaza to its position as a valued community asset, combining residential presence with a focus on art and live music performance.



## VISION

The redevelopment of the 14-acre Danelle Plaza Site in Tempe, including the 3.17 acres of underutilized City land, represents a unique opportunity to bring quality workforce housing and affordable assisted living senior housing to the area around Southern Avenue and Mill Avenue, and link the urban core of Mill Avenue to US 60. The Guina Team is committed and uniquely qualified to bring their skills learned over the decades to integrate this project into the area's overall goals of improved retail, a viable arts district, increased tax revenues, and an enhanced quality of life. The Guina Team is looking forward to the opportunity to bring new life and new art to retail centers such as Danelle Plaza, a property that has long challenged city leaders.

However, because Danelle Plaza consists of fractured ownership, the vision for this Site contemplates two different development scenarios – one in which all parcels in the Site are assembled and redeveloped, and one in which the remaining property owners who do not choose to sell their properties may retain their properties, which then may be incorporated into the redevelopment. The latter requires that the development creatively accommodates certain existing suites located along the east and west edges of the Site into the overall redevelopment. We note, however, that should the City prefer a full redevelopment of the entire Site, the Guina Team is uniquely positioned to achieve that result.

The Guina Team's proposed project for Danelle Plaza project consists of significant dwelling units (depending on City approvals) designed to accommodate all age and income levels, with community amenities, and abundant usable open space. To serve as a continuation of the culture that has been fostered at Danelle Plaza over the past 60 years, the proposal includes space for the historic and culturally significant food and beverage venues, live performances, community activity and gathering spaces to encourage the cultivation of arts and creativity. As important, the Guina Team already has acquired the expertise to provide a crucially important, additional feature for its attainable housing offering: senior assisted living facilities targeting low-income seniors. This project aspect offers the City the opportunity to help such seniors relocate to enhanced, assistive facilities while also making available similarly overtaxed housing assistance programs to other community members in need. This project will provide

opportunities for seniors within Tempe not currently offered by the more recently high-income and wealth targeted properties within the City.

Accordingly, to accommodate all ages and income levels, the vision for the development is composed of three main residential components: affordable senior assisted living housing, affordable/workforce housing, and market-rate housing. Examples of such a mix can include:

- **Affordable Senior Assisted Living Housing**
  - 150 dwelling units
  - Nursing internship opportunities
  - Medicaid reimbursement available
  
- **Affordable/Workforce Housing**
  - 250 dwelling units
  - Ground floor commercial/retail component
  
- **Market-Rate Housing**
  - 150 dwelling units
  - Ground floor commercial/retail component

Further, the proposal seeks to include artist and musician-targeted housing options to attract a culturally-diverse and energized residence mix. With this focus, the project team will incorporate an arts incubator and performance space into the residential and mixed-use components, thereby attracting the senior living environment with the resulting cultural energy. Such focus is also consistent with retaining the historically and culturally significant existing food and beverage venue that will include live performance space intended to return the Site to its legacy as an incubator for local talent.

To further energize the residential components, the site plan will include mixed-use, street-oriented, pedestrian-friendly retail spaces that also connect with the surrounding neighborhood through innovatively designed features. The presence of the significant residential development comprising senior and arts-focused residents, in turn, will provide the population necessary to ensure the success of the culturally-



focused businesses the team seeks to retain and attract to the project.

## A. OWNERSHIP OF DANELLE PLAZA

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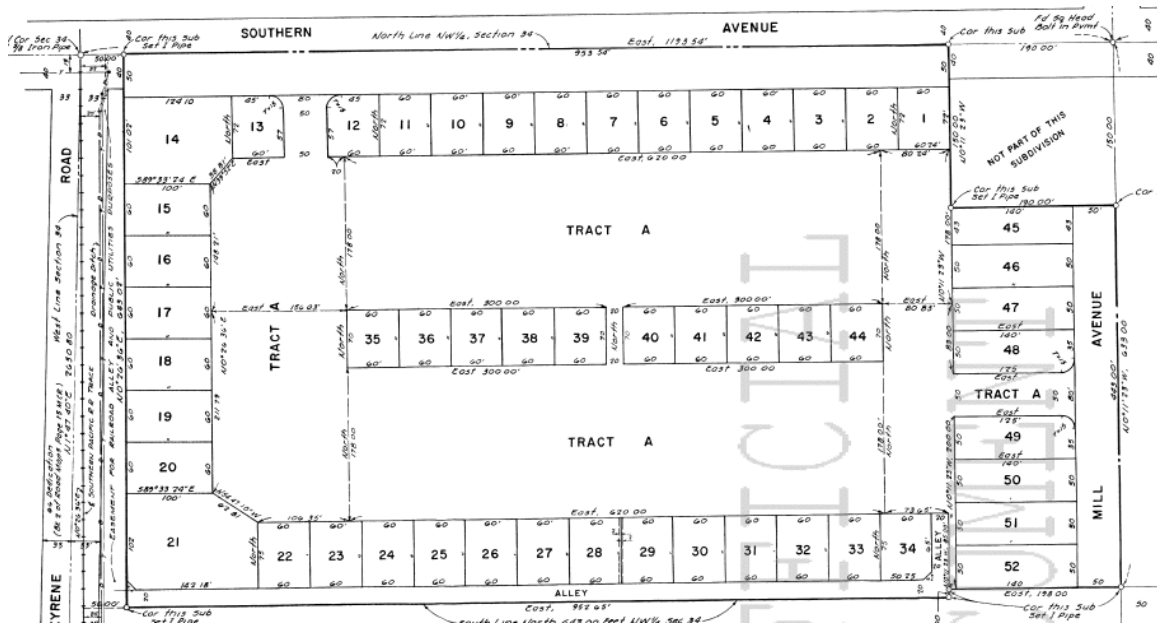
The RFQ's "Description of the Site" states that the City owns 3.14 acres of developable land (the "City Site") and the proportional undivided interest in Tract A. However, Danelle Plaza is subject to a restrictive condominium regime. Accordingly, because of the nature of an "undivided interest" in Tract A – the common elements – the City of Tempe, as a "Unit Owner" of Lot 1 of Danelle Plaza II, cannot fence in or "wall off" its portion of the common elements. As a result, absent a negotiation or vote pursuant to A.R.S. § 33-1252 (an 80% vote of the Danelle Plaza owners) to convey the common elements – Tract A cannot be part of a development or redevelopment plan. The City should select a negotiating partner under RFQ#23-049 that, with the City and any other selected strategic partner, can deliver the votes needed under an A.R.S. § 33-1252 to permit development on Tract A or, at a minimum, easements and/or use agreements on Tract A for development of Lot 1 (the City's currently owned parcel). This is reflected in the RFQ, with its acknowledgment that:

***"Special consideration will be given to the team that has demonstrated an ability to work with and obtain the support of adjacent landowners."***

Guina Affiliated Developers owns or has written support from the lots as shown on the original plat for Danelle Plaza. Accordingly, Guina Affiliated Developers currently owns 18.79% of Danelle Plaza. This makes it the second largest landowner in Danelle Plaza, second to the City of Tempe. Consider:

1. The City of Tempe owns, in fee simple, "Lot 1, Danelle Plaza II", - the City Site – according to the plat recorded at Book 1170, Page 15, records of Maricopa County Recorder.
2. The Site initially was platted in 1963. The original plat showed 52 condominium "units." This project pre-dated Arizona's original condominium statute known

then as the "Horizontal Property Regime Act" – since repealed and replaced with the Arizona Condominium Act – but that did not change the fact that this project was and is a condominium. Included in the condominium regime was one identified parcel of "common elements" identified as "Tract A". The original plat was recorded at Book 101, Page 15, records of Maricopa County Recorder. The 52 units and the common elements were established as follows:



3. At around the same time, a document titled "Agreement" was recorded at Docket 4446, Page 361, Records of Maricopa County Recorder, establishing restrictive covenants for "Danelle Plaza." In Arizona this is generally now referred to as "CC&Rs".
4. "Tract A" on the original Plat was defined as the "Common Area" in the CC&Rs. In a condominium, such and typically is referred to "common area" or "common elements" – the statutory scheme states that the nomenclature in the documents is irrelevant.

5. Although the word "condominium" is not used on either the Plat or the recorded CC&Rs, Section 5(b) and 5(c) of the CC&Rs state that the common areas – Tract A – are jointly managed, controlled and operated by the 52 owners of separate "Lots" or "units" as shown on the Plat. "Use", "Management", "Control" and "Operation" are hallmarks of ownership. Owners of real property inherently have all those rights of "Use", "Management", "Control" and "Operation".
6. The initial 1963 "Agreement" purportedly was amended in 1977 by a document titled "Amended Agreement". The Amended Agreement purported to make a number of changes to the initial restrictions by a 75% vote including:
  - a) Certain units were subdivided to be given 1/3rd of a vote in Section 3(d).
  - b) Sections 9, 10, 11, and 12 of the Amended Agreement contain similar restrictions and requirements regarding Tract A as the original restrictions from 1963.
  - c) Section 12 of the Amended Agreement states that "Any record owner of lots in Danelle Plaza at any time or from time to time, by written instrument, may delegate to ... a third party, any or all the rights, privileges or powers herein provided.
  - d) Such as the right for each Owner of a Lot or Unit in Danelle Plaza to use all of Tract A – the Common Area.
7. In 2013, a subdivision plat for "Danelle Plaza II" was recorded at Book 1170, Page 152, records of Maricopa County Recorder designating Units 35 through 44 and portions of Tract A as "Lot 1" and re-designating the remainder of the original Tract A as a new "Danelle Plaza II" Tract A.
8. The 2013 Re-Plat did not address how the Lots and common elements that disappeared were to be treated prospectively.

We provide this background information to emphasize that the City should not select a negotiating partner under RFQ# 23-049 that does not possess the legal understanding and mastery of the complexities of the condominium regime and the surrounding law, as

well as having developed significant relationships with cooperative owners to resolve challenges that exist in undertaking the redevelopment of Danelle Plaza. This includes understanding the challenges created by the 2013 replat of the Site.

## **B. FINANCIAL STRENGTH**

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Guina Affiliated Developers has access to significant financial resources timely to fund a robust, culturally infused, vibrant project that includes the proposed affordable/workforce housing. Significantly, Guina Affiliated Developers is uniquely positioned to provide senior assisted-living facilities and the additional cultural-focused workforce housing.

As an initial matter, the Guina Affiliated Developers also has significant investment within Danelle Plaza. Of the properties in Danelle Plaza, 18% are owned by Mr. Guina and his entity, making Mr. Guina the holder of the second largest assemblage of Danelle Plaza property. The significant investment already made by Mr. Guina in Danelle Plaza forms the equity base from which any project can, and only can, proceed.

In addition, Solterra Companies is a full-service developer, owner and/or operator of fourteen senior living communities in Arizona, Colorado, Texas and Georgia. Solterra's service focus is comprehensive in that the company provides short-term and long-term care to over 1200 residents. Solterra Companies is experienced in developing projects in Maricopa County, which all have a tax credit equity partner of Berkshire Hathaway/Affordable Housing. In those projects, the land and pre-development costs were funded prior to the beginning of construction. Solterra Companies' capacity is described in the Financial Statements addendum.

Finally, Capital Fund I seeks to partner in the Danelle Plaza redevelopment as a long-time capital partner with Eric Guina. See Capital Fund I commitment letter.

More important, Eric Guina's prior projects and his record of obtaining success even in the most challenging of circumstances will attract other investment and financial participants, depending on the elements of the actual project that the City and other participants create during the next phase of this effort.

## **C. DEVELOPMENT APPROACH / TEAM**

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Guina Affiliated Developers has curated a uniquely qualified development team composed of real estate professionals that have acquired a relevant understanding of redevelopment and revitalization of infill properties through decades of experience.

### **DEVELOPER – ERIC GUINA**

Eric Guina graduated from The University of Puget Sound in 1996 with a Bachelor's Degree in Business Administration. He secured the development rights for the Taco Del Mar franchise in Alaska before selling the three-store portfolio of restaurants. Eric then moved to Arizona in 2002. After learning the ropes as a young realtor, he bought his first property in 2003, a one-acre parcel in Phoenix for a multi-family residential project. Guina's career has evolved around identifying distressed and forgotten properties in critical areas, patiently assembling parcels to form a unified vision, and transforming the sites into points of pride for the communities, thereby causing meaningful regional reinvestment. Guina has a deep understanding of the ability to trigger chain reactions within communities caused by thoughtful redevelopment.

Guina reentered the real estate market in 2008 focusing on converting distressed, bank-owned, multi-family properties in Mesa into quality affordable housing. During the recession, these properties and neighborhoods were being ignored by investors. Guina saw this as an opportunity, not only to get a return on investment, but also revitalize struggling communities, which is when Eric became fully committed to social impact development.

### **LAND USE ATTORNEY**

#### **WENDY RIDDELL | BERRY RIDDELL LLC**

Wendy Riddell specializes in land use law and represents a multitude of development clients throughout the Tempe and the Phoenix metropolitan area, including national home builders, Fortune 500 retailers, affordable multi-family developers, office and industrial.



After receiving a Bachelor of Arts in English and Fine Art from Colgate University, Riddell then gained a juris doctorate as a Pedrick Scholar from the Sandra Day O'Connor College of Law at Arizona State University. She has been regularly listed as a Best Lawyer, voted on by her peers, in the US News & World Report Ranking, in Chambers & Partners, and in Superlawyers.

Riddell also specializes in development agreements, with recent experience throughout the City of Tempe. Notable projects include the Rio 2100, Tempe Market Station, Hayden Station, and Smith & Rio Residences. Well versed in Tempe's entitlement and development process, Riddell is amply prepared to help realize the Guina Team's vision for Danelle Plaza.

## **CONDOMINIUM LAW ATTORNEY**

### **SCOTT CARPENTER | CARPENTER HAZELWOOD**

Scott Carpenter focuses primarily on general counsel, corporate and transactional matters, complex litigation, business advice, transactions, employment issues and conflict resolution and avoidance for condominiums, homeowner's associations, planned community associations, cooperatives, churches, and other nonprofit clients. As the author of Community Association Law in Arizona, published by the State Bar of Arizona, Carpenter is highly regarded on community association matters. He is a frequent contributor to continuing legal education courses on the topic of mandatory-membership community associations.

Carpenter is a member of the Community Associations Institute where he has served as the President of the Central Arizona Chapter and the Co-Chair of the Arizona Legislative Action Committee. He is also a member of Community Associations Institute's National Faculty and has the distinguished honor of membership in the Community Associations Institute's College of Community Association Lawyers where he served as the President in 2013. With a specialty in condominium law, Carpenter has prepared the research and legal tools to undertake the complex process required to address the existing condominium regime and pave the way to allow the Guina Team to bring its proposal as refined with input from the City, to fruition.

## **DESIGN TEAM**

### **TREVOR BARGER | ESPIRITU LOCI INCORPORATED**

Trevor brings with him more than 25 years of experience in land use planning and design and has led Espiritu Loci for the past 18 years. The Espiritu Loci design team has worked on major master planned communities, alternative energy campuses, resort communities and historic ranches around the West. His award-winning, innovative designs allow his developments to be responsive to market conditions, attractive to major employers and create connectivity to the larger communities they serve. Trevor's designs provide a cohesive environment for new development. Having worked for both public and private sector clients, at a variety of scales and project types, he leverages his experience to add value and assists clients in transforming vision to reality. Trevor's multidisciplinary approach to design and ability to quickly integrate information makes him a trusted advisor to many clients. Building solid, long-lasting relationships is at the heart of his profession. Trevor's practice centers in the desert southwest but includes projects from across the Western region and the country.

A highly sought-after lecturer, Trevor has served as an adjunct professor for ASU and presenter for Frank Lloyd Wright's Taliesin West. He has offered his professional expertise to the City of Tempe as a board member on the Development Review (Planning) Commission and Neighborhood Advisory Commission. In the community, Trevor has served on the board of directors for Childsplay, the Newman Center, the Giving Tree and advises the Catechesis of the God Sheppard and ChildHelp City. Trevor is a member of the Urban Land Institute and the American Planning Association and earned an Arizona APA award for his work for DMB's Eastmark community in Mesa and APS creating substations to fit the character of downtown Phoenix.

## **CIVIL ENGINEER**

### **DAN MANN | 3 ENGINEERING**

Dan Mann is president of 3 engineering with over 18 years of civil engineering experience. Through numerous projects within Tempe, Mann has gained extensive knowledge of the City's entitlement timeline and established the relationships necessary to easily navigate the approval process. Mann has worked with numerous municipalities throughout Arizona and has extensive knowledge of technical requirements and design. He possesses a strong engineering expertise in mixed-use projects, retail, multi-family, municipal, hospitality, and school projects that include site grading and paving, major and minor roadways, storm drainage, water distribution, and sewer collection. Mann brings an understanding of problem solving that considers economic feasibility. Notable Tempe projects include Tempe Market Station, Smith & Rio Residences, Tempe Preparatory Academy, The Center for Rehabilitation, Camden Hayden Apartments, and Hanover Mill Avenue.

## **TRAFFIC ENGINEER**

### **JAMIE BLAKEMAN | LÖKAHI, LLC**

The value of teamwork, collaboration and cooperation, harmony, and unity, together we achieve more. Lökahi, LLC was established in 2019 based upon these founding principles. They are certified as a Disadvantaged Business Enterprise (DBE) and a Small Business Enterprise (SBE). The team of experienced traffic engineers provide transportation planning, traffic study, and traffic design services. Lökahi focuses on all modes of transportation looking for innovative ways to address increasing mobility, providing equality between all users, all while maintaining safety. They specialize in a wide range of analyses, studies, and design. The mission at Lökahi is to enhance life for all by connecting people and places with a primary focus on the experience of the journey.

Jamie Blakeman has 22 years of transportation and development experience with particular emphasis in traffic study/design, rezoning, redevelopment, infill development, mixed-use developments and transportation planning. She has led a variety of projects within the City of Tempe, including urban redevelopment, mixed-use development, and infill projects. Notable Tempe projects include Curry Road Apartments, Cornerstone, Four

Peaks Apartments, Jefferson Town Lake, Mission Palms, St. Dominic Savio Academy, Smith & Rio Residences, Southbank and Tempe Market Station.

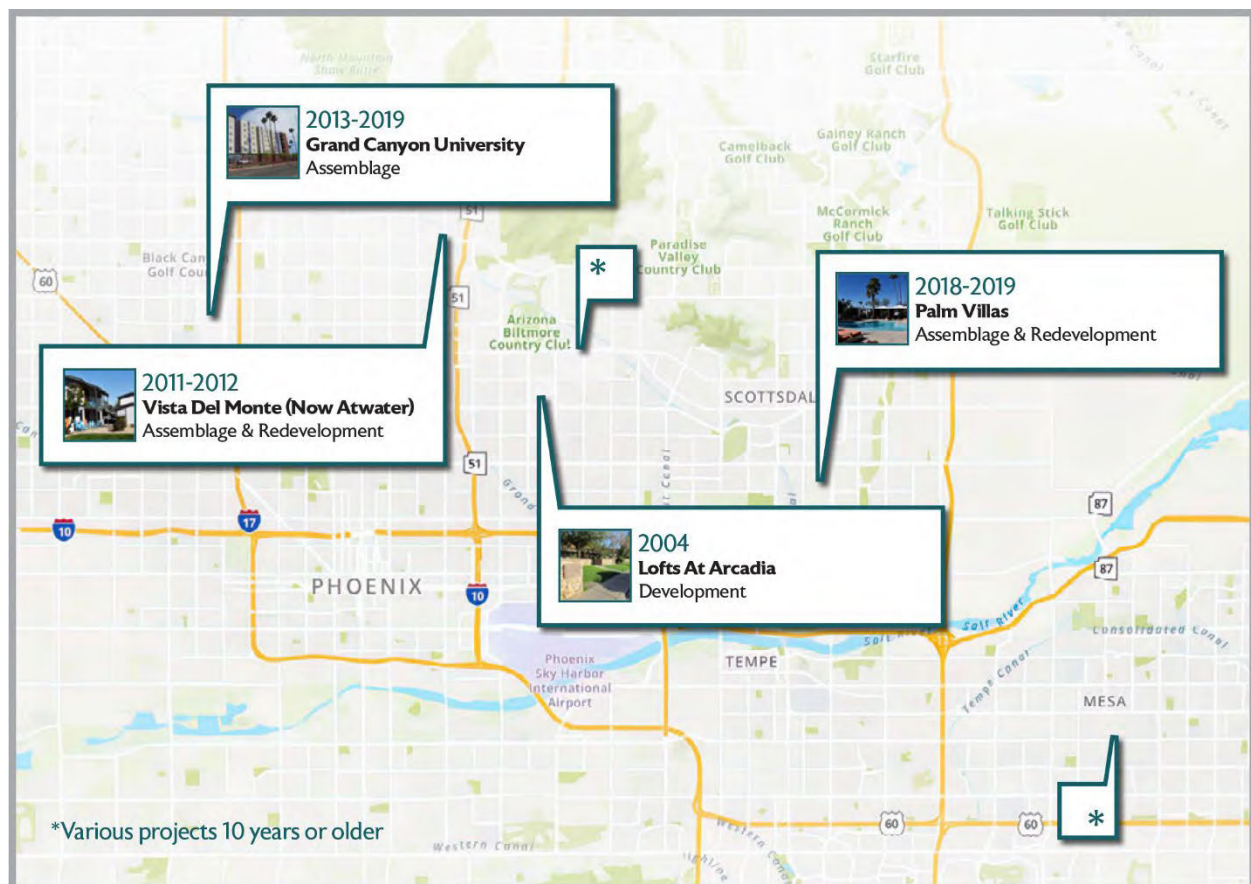
**GEOTECHNICAL ENGINEER**  
**SCOTT MORGAN | VANN ENGINEERING, INC.**

Vann Engineering, Inc. specializes in environmental site assessments, remedial investigations, soil sampling and analysis, groundwater sampling and analysis, construction testing and observation, and geotechnical engineering. The site conditions require that the development team has experience with vapor mitigation measures to ensure that the environmental concerns are addressed prior to development.

Team Member	Role	Relevant Skills & Experience	Past Projects
<b>Eric Guina</b> Guina Affiliated Developers	Developer/ Respondent	25 years of real estate development experience specializing in assemblage and redevelopment of infill parcels	Lofts at Arcadia; Atwater; GCU Expansion; Palm Villas; Danelle Plaza
<b>Wendy Riddell, Esq.</b> Berry Riddell LLC	Land Use Counsel	Preeminent zoning attorney with extensive experience within Tempe	Tempe Market Station; Smith & Rio Residences; I.D.E.A. Campus; Rio 2100
<b>Scott Carpenter, Esq.</b> Carpenter Hazlewood	Condominium Law Counsel	Attorney specializing in condominium law	Author of <i>Community Association Law in Arizona</i> , published by the State Bar of Arizona
<b>Trevor Barger</b> Espiritu Loci	Planning and Design	20 year Tempe resident, former DRC Vice Chair, ASU and Taliesin professor, Youngest Fellow of the American Institute of Certified Planners (FAICP) and the only one certified in Urban Design	Eastmark, DC Ranch, The Grid, Verrado, Silverleaf, Eastline Village, Maxwell
<b>Dan Mann</b> 3 engineering	Civil Engineering	President of 3 engineering with over 18 years of civil engineering experience	Tempe Market Station; Smith & Rio Residences; Tempe Preparatory Academy; The Center for Rehabilitation
<b>Jamie Blakeman</b> Lokahi, LLC	Traffic Engineering	Founder of Lokahi, LLC with over 22 years of transportation and development experience	Curry Road Apartments, Cornerstone; Four Peaks Apartments; Jefferson Town Lake; Mission Palms
<b>Scott Morgan</b> Vann Engineering	Geotechnical Consultant	Specializes in environmental site assessments, remedial investigations, soil sampling and analysis, and geotechnical engineering	The Muse; District at Scottsdale; Devlin Sewer Crossing

## ERIC GUINA'S EXPERIENCE

Guina's robust development experience is centered around social impact investing – simultaneously seeking to enliven struggling communities, while creating meaningful return for investors. Guina is unique among major developers in that he adopts a boots-on-the-ground approach. Not content to sit behind a desk and assume all is going well, Guina's true office is actually at the location of his current project. In this case: Danelle Plaza, where Guina spends significant time almost every day of the week. Guina's playbook changes with each project to suit the needs of the development effort and the best interests of the surrounding neighborhood. After completing each project, Guina continues to monitor the impact on the surrounding neighborhoods, recognizing the responsibility to do so, and the invaluable information gained for future projects. Guina realizes that developers who simply cash their checks and move on are missing out on important data that can refine their development approach and shape future projects.



## LOFTS AT ARCADIA | PHOENIX, ARIZONA

In 2004, Guina's first major project was converting a distressed apartment complex into quality condos at 28th Street and Indian School Road. The 48-unit project, called Lofts at Arcadia, not only improved the properties themselves, it also led to revitalization of nearby properties. It was then that Eric realized the importance and rewards for being a catalyst for positive change. Sensing an economic downturn, Guina realized that passion would need to wait, and put his business on hold just before the Great Recession. He exited the market prior to the recession and avoided the financial impact.



## ATWATER | PHOENIX, ARIZONA

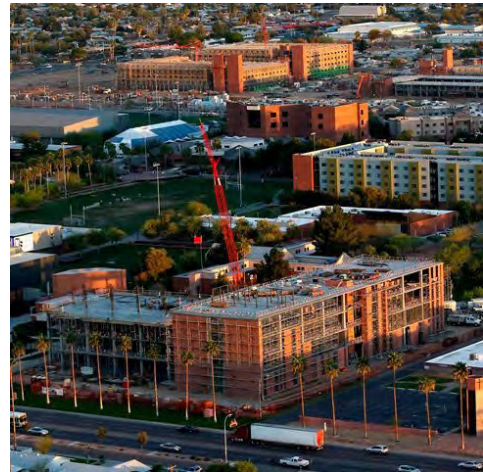


Guina credits strong partners, such as Scott Stehlmán at Reliance Residential, for providing early investment to projects that foster redevelopment. In 2010, a fractured 177-unit condo complex at 12<sup>th</sup> Street and Northern in Phoenix was in disrepair, which not only negatively impacted the property itself, but also the surrounding area. Formerly known as Vista Del Monte, the former HUD development was a failed condominium conversion in nearly uninhabitable condition when Guina chose to engage. In collaboration with Reliance Residential's Scott Stehlmán, Guina patiently assembled all 177 units under single ownership and transformed the property into high-quality, attainable, multi-family housing. The site is now known as the Atwater and is now worth \$34 million, bringing increased tax revenues as well as improving surrounding property values and stimulating the surrounding areas through its stabilization.

*Project Reference: Scott Stehlmán  
Reliance Residential  
sdstehlmán@gmail.com*

## GRAND CANYON UNIVERSITY | PHOENIX, ARIZONA

Guina's hard-earned understanding of condominium law, essential for successful redevelopment of Danelle Plaza, proved invaluable during Guina's crucial involvement in the expansion of Grand Canyon University at 30<sup>th</sup> Avenue and Camelback Road starting in 2013. Working with investors, Guina helped obtain 25% of the land needed for GCU's expansion in what would become one of the nation's largest infill projects accomplished without public assistance or eminent domain. Guina was able to purchase assets from numerous property owners by



understanding and meeting their needs, harmoniously and without chaos to transition the properties for development to further GCU's \$2 billion campus expansion. This project is a classic example of a social impact investment of scale and diversity thanks to new attainable housing and private stimulus of the area to complement the efforts of GCU.



Guina worked to attain and redevelop a number of distressed properties to foster this expansion and transform the area. One such property was the Serrano Village Apartments, which was already in foreclosure and deteriorating. Without Guina's intervention, foreclosure was a certainty and would have left many of the refugees from Africa, the Middle East, and Myanmar with no place to go.

Guina worked with the International Rescue Committee, along with Catholic and Lutheran charities, to find quality housing within the same school district for the refugee community residents. Guina personally met with the families to ensure conditions would be vastly improved at their new homes. The expansion of GCU improved the quality of life for the surrounding neighborhood and saw the student population expand significantly for both in person and online education. As reported in the Arizona Republic, Elliott D. Pollack & Co. estimated the 10-year value of GCU's expansion and operations at \$11.1 billion between 2010 and 2019. Guina personally invested and leveraged millions of dollars of his own assets as part of that effort.



## PALM VILLAS | SCOTTSDALE, ARIZONA



Guina has a unique approach to his business. Instead of spreading himself too thin and juggling multiple projects, he prefers to focus on one project at a time. This approach paid off at Palm Villas in South Scottsdale. Inspired by Scottsdale's initiative to improve the city's McDowell Corridor, from 2016 to 2018 Guina redeveloped a blighted and crime-ridden 109-unit condo complex into quality workforce housing.

Working with Reliance Residential, the newly renovated complex has served as a catalyst for positive change in the surrounding neighborhood. The project's current value is approximately \$28 million. Other investors and investments soon followed into the neighborhood, and property values in the immediate area increased as much as 20%. It is worth mentioning that the rebirth of the McDowell corridor has now spread into North Tempe and the area is starting to see more and more individual investment along Scottsdale Road.

*Project Reference: Scott Stehman  
Reliance Residential  
sdstehman@gmail.com*

## DAHL HOUSE | TELLURIDE, COLORADO



In 2018, Guina completed the restoration of Telluride, Colorado's famed Dahl House, just off Main Street. He transformed the property from an underutilized restaurant into an elegant single-family home, which was its original function when it was built. Rather than trying to maximize profit, Guina recently sold the home to the non-profit Mountainfilm organization to further the arts and its documentary film festival.

The building now serves as housing and headquarters of Mountainfilm, ensuring the preservation of this iconic structure and as a permanent home for an important documentary film festival.

*Project Reference: Brigitte de Pagter Kusuno  
Telluride Real Estate Brokers Inc.  
brigitte@telluriderealestatebrokers.com*

## **DANELLE PLAZA | TEMPE, ARIZONA**

Guina began contributing to the revitalization of Danelle Plaza early this year. In January of 2021, Guina purchased the Cunningham Family Car Wash, which had been in the Cunningham family for two generations. When the owners decided to retire, Guina bought the facility and spent \$50,000 on upgrades. He preserved the history and culture of the immediate area while providing a safer, updated facility for car enthusiasts. This experience has given Guina unique insight into the neighborhood that can only come from being a local business owner. He understands the importance and value of job-creating family businesses.



Guina also owns several vacant suites within Danelle Plaza and has made numerous improvements to enhance their visual appearance and prepare them to be utilized in the interim pending the eventual redevelopment of the overall Site.

The next great renaissance for an iconic Tempe neighborhood is just ahead.

***Any financial statements provided through the RFQ response are confidential and not subject to disclosure.***

## D. PROJECT CONCEPT

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The proposed redevelopment of Danelle Plaza is envisioned as an innovative, multi-story mixed use development. As shown in the site plan exhibit, the redevelopment plan can incorporate existing structures on-site while imagining redevelopment on the remainder of the Site.

The redevelopment plan was designed with prioritizing the pedestrian experience. The off-set street layout and generous tree plantings encourage pedestrian activity throughout the Site. The center of the Site is anchored by a parking structure to serve the overall development, including the residential units.

The existing buildings along the western edge of the site, adjacent to the railroad, if included in the redevelopment, may be preserved and transformed, or rebuilt, all into maker space, "Craftsman Court." This space is critical to meet the demands of local makers that need smaller industrial style developments to grow their business. The sidewalk in front of this building will be expanded to allow for weekend craft shows and farmer's markets.

Just north of the "Craftsman Court" is the "Community Corner" that boasts community amenities, such as a community room. In addition, there is a conceptual plan for a brewery in conjunction with a dog park.

Adjacent to the preserved Yucca Tap Room is the proposed "Fizzy Fuzzy Fields." The vision for this outdoor space is a multi-use amenity area but will be used primarily for outdoor concerts and entertainment. The location of "Fizzy Fuzzy Fields" created synergistic energy between Yucca Tap Room and the to-remain-in-place Cervantes. Both existing Tempe businesses currently host live music. This



outdoor performing area will allow for the enhancement of the musical culture that currently exists at Danelle Plaza.

The southern edge of the Site is proposed for the workforce, affordable and senior housing. As proposed, these buildings will be constructed using innovative construction approaches with efforts made towards incorporating green elements where possible. These buildings will serve host to ample amenities such as roof top terraces, bamboo courts, pools, and other amenities.

Fostering the existing art community at Danelle Plaza is a critical component to developing a successful project. In addition to the live music space at "Fizzy Fuzzy Fields," there will be plentiful opportunities provided around the Site for murals.

## REFERENCES

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Throughout Guina's real estate career, he has been honored to have gained the respect from a number of colleagues and partners. References from the following individuals are included as Exhibit C– Professional References.

**G Steven Dawson**

**Board of Directors of American Campus Communities**

**Todd Noel**

**Colliers International | Previous Development Partner**

**Scott Stehman**

**Reliance Residential | Previous Development Partner**

## WHY SELECT THE GUINA TEAM?

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- Attainable housing to include affordable senior assisted living, workforce housing, together artists and musicians, and integrated market-rate housing to create a diverse housing stock.
- Integrations of art and music venues into the housing component to provide all residents with enhanced cultural engagement.
- Proven collaboration with the Danelle Plaza and surrounding community members, as expressed in letters of support.
- Deep experience by all team members in Tempe and with the City to achieve remarkable project results in challenged circumstances.
- Financial capacity from diverse sources to assume opportunities to support a diverse, mixed-use project.
- Unique assembled ownership of existing Danelle Plaza parcels to allow maximum assembly and redevelopment of the property into a robust, reenergized asset for the City and surrounding community.

## **EXHIBIT A.**

# **FINANCIAL REFERENCES**

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Confidential Information removed  
from public record.



# **EXHIBIT B.**


## **FINANCIAL STATEMENTS**

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Confidential Information  
removed from public record.





  
**SOLTERRA™**  
SENIOR LIVING

  
**BRIDGEWATER**  
ASSISTED LIVING

## Solterra Companies – Company Overview

January 2022



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# Solterra Companies

## Overview

- Solterra Companies is a full-service developer, owner and/or operator of fourteen senior living communities in Arizona, Colorado, Texas and Georgia. Solterra's service focus is comprehensive in that the company provides short term and long term care to over 1200 residents.
  - Solterra Management Group (SMG) was established in 2011 and is led by an experienced team of healthcare and business professionals who bring well over 100 years of combined experience in senior care, technology, and hospitality. Solterra's mission is to create and operate high quality communities that provide cutting edge technologies that enable proactive care and create an environment that provides purpose and socialization. Solterra manages its properties and provides third party management and consultation services. Solterra Management Group employees over 500 compassionate, caring and talented team members in Arizona.
  - Solterra Management Group and its team of Senior Care professionals currently provide residents with the following services:
    - Independent Living
    - Assisted Living
    - Memory Care
    - Behavioral Memory Care
    - Transitional Care
    - Respite Care
-

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# Solterra Companies

## Development Services

- Acquires land, does the appropriate entitlements for the property, develops and builds high-quality senior living communities.
- Focused on identifying opportunities in desirable locations throughout the Western United States with the goal of delivering extraordinary senior housing solutions that breakthrough the clutter of existing options.
- To date, the Development team has developed 6 communities for Private Pay and Affordable Senior Living:
  - Solterra Chandler, Chandler, Arizona – 100 room private pay AL/MC building
  - Solterra White Mountains, Lakeside, Arizona - 117 room private pay IL/AL/MC building
  - Bridgewater Deer Valley, Phoenix, Arizona – 166 room affordable AL building
  - Bridgewater Midtown, Phoenix, Arizona – 140 room affordable AL/MC building
  - Bridgewater Avondale, Avondale, Arizona – 131 room market rate/affordable IL/AL/MC building.
  - Bridgewater Castle Rock, Castle Rock, Colorado – 142 room market rate/affordable IL/AL/MC building

Community	Location	Unit Mix	Payer Type
Solterra Chandler	Chandler, AZ	100 AL/MC	Private Pay
Solterra White Mountains	Lakeside, AZ	117 IL/AL/MC	Private Pay
Bridgewater Deer Valley	Phoenix, AZ	166 AL	Affordable
Bridgewater Midtown	Phoenix, AZ	140 AL/MC	Affordable
Bridgewater Avondale	Phoenix, AZ	131 IL/AI/MC	Affordable
Bridgewater Castle Rock	Castle Rock, CO	142 IL/AI/MC	Private Pay

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# Solterra Companies

## Management Services

- **Day-To-Day Operations Management:** Have operated and managed communities for eight years and understand the daily requirements, ensuring the health and safety of our residents and employees.
  - **Sales & Marketing:** Understand the value of creating unique brand recognition and developing strategies that set us apart from our competitors enabling us to grow and maintain occupancy.
  - **Health Services:** Team creates and manages individualized service plans for each resident that enhances their lives and works with medical professional to ensure each resident is living their best life.
  - **Regulatory Compliance:** Have years of experience working with regulatory agencies and are experts in the regulations with respect to operating senior living communities.
  - **Human Resources:** Provide employment to over 500 full and part-time employees with the goal of providing a safe and culturally fun environment to work.
  - **Technology:** Pride ourselves in implementing systems that provide real time data enabling our teams to be proactive in resident care and creating efficiencies that allow care staff more time with our residents.
  - **Finance:** Operating seven communities, the team excels at analyzing pricing, staffing ratio's, care priding ensuring we maximize revenues and reduce unnecessary expenses.
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# Solterra Companies

## Communities

### Owned/Managed Communities

Community	Location	Unit Mix	Payer Type	Date Opened
Solterra Chandler	Chandler, AZ	100 AL/MC	Private Pay	July 2008
Solterra White Mountains	Lakeside, AZ	117 IL/AL/MC	Private Pay	April 2010
Bridgewater La Cholla	Tucson, AZ	130 AL/MC	Affordable	November 2019
Bridgewater Deer Valley	Phoenix, AZ	166 AL	Affordable	July 2018
Bridgewater Midtown	Phoenix, AZ	140 AL/MC	Affordable	April 2019
Bridgewater Avondale	Phoenix, AZ	131 IL/AI/MC	Affordable	July 2019
Bridgewater Castle Rock	Castle Rock, Colorado	142 IL/AL/MC	Private Pay/Affordable	July 2022
The Mission at Aqua Fria	Peoria, AZ	105 AL/MC	Private Pay	January 2020

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# Solterra Companies

## Communities

Managed Communities				
Community	Location	Unit Mix	Payer Type	Date Managed
Mariposa Point of Gilbert	Gilbert, AZ	110 AL/MC	Private Pay	November 2021
Mariposa Point of Surprise	Surprise, AZ	110 AL/MC	Private Pay	November 2021
The Heritage at Twin Creeks	Allen, TX	116 AL/MC	Private Pay	November 2021
The Ivy of McKinney	McKinney, TX	120 IL/AL/MC	Private Pay	November 2021
Autumn Leaves of West Houston	Houston, TX	60 MC	Private Pay	November 2021
The Heritage of Marietta	Marietta, GA	66 AI/MC	Private Pay	November 2021

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# Solterra Companies

## Executive Team



**Steve Jorgenson**  
*CEO and President*

Mr. Jorgenson is a principal in Solterra and serves in the capacity of President and Chief Executive Officer. Currently, his primary focus is new acquisitions and development, and strategically expanding the Solterra brand.

Mr. Jorgenson brings a wealth of entrepreneurial success and experience in technology, sales, strategic alliances, and real estate development that will be valuable in making Solterra Senior Living the premiere brand in comprehensive life care and wellness services for aging adults.

In 2005, Mr. Jorgenson partnered with his father, Jeff Jorgenson, to expand his passion for development into the senior housing business. To date, they have created three projects under the Solterra Senior Living Brand.

Mr. Jorgenson has a Political Science degree from the University of Arizona College of Arts and Science.

**Ryan Weissmueller**  
*Chief Financial Officer*

Mr. Weissmueller is a principal in Solterra and serves in the capacity of Chief Financial Officer. His primary focus is on capital structure, portfolio management and strategic financial oversight. He is a seasoned finance and operations executive with a career including strategic finance, executive management, leadership, company formation, high-level financial consulting, investment banking, banking and public accounting.

He has served in C-Level finance and operations roles for nearly 12 years on both an internal and external basis, with startups and privately held growth companies in multiple industries including healthcare, manufacturing, real estate and service businesses.

Mr. Weissmueller has served multiple companies from their inception, most recently opening the Arizona office for Signature Analytics.

Earlier in his career, Mr. Weissmueller developed extensive experience in both underwriting and origination of middle market commercial finance. Most notably, he served in multiple capacities for GE Capital completing transactions ranging from less than \$1 million to in excess of \$300 million.

Mr. Weissmueller received a bachelor's degree from the University of Arizona Summa Cum Laude in Finance and Accounting. He is a Certified Public Accountant and a Licensed Real Estate agent in the state of Arizona.

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# Solterra Companies

## Executive Team (cont'd)



**Greg Corns**  
*Vice President of  
Development &  
Acquisitions*

Greg joined Solterra Management Group in February 2016 serving in several capacities including Executive Director, Chief Operations Officer and Director of Development and Strategic Partnerships. In his current capacity he works hand and hand with Mr. Jorgenson on development & acquisitions, strategic partnerships, and expanding the company's third-party management division.

Corns professional experience includes senior operations positions with several Major League Baseball Teams, technology company, hospitality firms. Corns experience includes strategic planning/tactical execution, operations management, facility management, business development/sales, marketing, public relations, building design, and construction oversight.

A resident of the valley for 32 years, Corns has been engaged in the community serving in a volunteer capacity for several organizations including the City of Scottsdale and the State of Arizona. Greg attended Yuba College and the University of Northern Colorado earning a degree in Recreation Administration.



**Heidi Royter**  
*Chief Operating  
Officer*

Heidi Royter joined the Solterra team August 2018 serving as the companies Chief Operating Officer managing the company's seven assisted living communities with oversight of P&L's, policies & procedures, dining services, staffing/retention, marketing, and company culture.

Heidi has spent the last 18 years in the senior housing industry having held several titles in her previous roles with Robson Communities. She has opened several communities, overseen and supported the daily operations of communities as well as created highly effective marketing plans and lead successful marketing teams by integrating a leadership philosophy that includes promoting team participation.

Heidi Royter is a native of Las Vegas, Nevada and attended UNLV and studied Business Management. She has more than 25 years of experience in the real estate and senior housing industry. Heidi has been involved in operations, sales and marketing for multifamily, commercial real estate and traditional senior housing and health care. She has experience with a national property management company, as well as independent owners and operators, and has held a several positions, General Manager, Executive Director, Vice President of Operations, and Regional Area Manager.

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# Solterra Companies

## Executive Team (cont'd)



**Peter DeMangus**  
*Chief Marketing  
Officer*

Peter's focus at Solterra is on the creation, development, and implementation of new programs and new business development. His role backs Solterra Senior Living's expansion plans, provides marketing oversight, and ensures adherence to Solterra's core values.

Peter has over 20 years' experience in the hospitality industry and has been intimately involved in all aspects of operations, executive management, organizational leadership, marketing, and brand development. He had anticipated many opportunities would be created by changes in that environment and is now positioned to support Solterra's commitment to enhanced customer service and overall health and wellness processes and amenities for its patients, residents, and guests.

Peter earned dual BSBA degrees in marketing and general business from the University of Arizona and is a graduate of the nationally ranked Karl Eller Entrepreneurship Program. In addition, Peter holds an Assisted Living Facility Manager license. He has served on the boards of various civic organizations, volunteers for numerous nonprofits, and is active in the community.



**Pat Dolohanty**  
*Vice President of  
Accounting*

Pat is responsible for financial reporting, as well as budgeting, financial analysis, accounting controls, audit coordination, and information technology. Pat has many years of experience in the broadband communications industry, where he was corporate officer and led the accounting team. During his career in the broadband industry, he was involved in multimillion-dollar trades and acquisitions that helped grow the company from \$100M to over \$800M in annual revenue. He established a credit and collections department, including credit checks, that helped reduce the bad debt expense by 65% over four years, saving \$6M in the process. Pat coordinated the annual audit and oversaw the various SEC filings, including Forms 10, 10-K, and 10-Q.

Pat earned a BA in accounting at Michigan State University and attended the Professional Management Development Program at Harvard Business School. He is a Certified Public Accountant and a member of the Michigan Association of CPAs and the American Institute of CPAs. He's a member of Arizona Pioneer Hall of Fame.

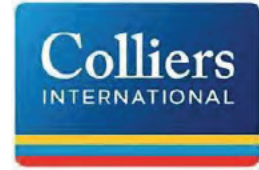


## **EXHIBIT C.**

# **PERSONAL REFERENCES**

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Ms. Lisa Goodman  
Tempe City Procurement Officer  
31 East 5th Street  
Tempe, AZ 85281  
[Lisa\\_Goodman@Tempe.gov](mailto:Lisa_Goodman@Tempe.gov)

Dear Ms. Goodman.

I worked with Mr. Guina in the acquisition of multiple strategic properties for the expansion, and on behalf of my client, Grand Canyon University.

This multi-year expansion was the largest infill real estate assemblage by a private company in the United States without eminent domain or governmental subsidy.

Mr. Guina was able to solve numerous acquisition problems while being attentive to the needs and desires of the surrounding neighborhood. His research, due diligence and immersion in the community helped facilitate the acquisition of multiple properties.

Please feel free to contact me anytime to discuss this letter of recommendation.

Respectfully,

A handwritten signature in black ink, appearing to read "Todd Noel", enclosed in a thin black rectangular border.

Todd Noel, CCIM  
Senior Executive Vice President  
Colliers

Scott Stehman  
Reliance Residential  
6613 E. First Avenue  
Scottsdale, Arizona 85251  
[sdstehman@gmail.com](mailto:sdstehman@gmail.com)

Lisa Goodman/ Procurement Officer  
Tempe City Hall  
31 East 5th Street  
Tempe, AZ 85281  
[Lisa\\_Goodman@Tempe.gov](mailto:Lisa_Goodman@Tempe.gov)

I am writing this letter on behalf of my good friend and trusted business associate Eric Guina. As the owner and principal for Reliance Residential, I have 31 years of experience in commercial and multi-family residential real estate. Reliance owns just under 3,000 multi-family units in the desert southwest with just over 2,000 of those units located in the Valley and we owe part of that success here in the Valley to my association with Eric Guina.

Over the years I have relied on Eric to assemble and position sites and projects to get them ready for substantial capital improvement. One example was a project we acquired during the Great Recession. We worked with Mr. Guina and provided funds to redevelop a 175 unit condo complex at 12th Street and Northern in Phoenix that was in significant disrepair and substantially negatively impacting the surrounding area and neighborhood. Reliance Residential and Mr. Guina Eric assembled all 175 units under a single ownership and the property was transformed into quality, attainable, workforce, multi-family housing. The site is now worth over \$36 million.

Eric's contribution to this project gave us the resources and positioning in the market to obtain institutional interest from our debt partners accelerating and maximizing the redevelopment of the asset.

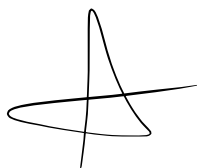
Over the years we have looked to Eric to create opportunities through his skill set of identifying investment opportunities and solving entrenched site, project, and community problems. Eric has a unique and gifted skill set to solve complex intrapersonal and economic issues amongst a variety of stakeholders.

That recipe for success also proved invaluable for the transformation and revitalization of a 109 unit distressed condo complex in the McDowell Corridor near the gateway to south Scottsdale. Once again, a variety of stakeholders were involved and now the project/site is stable and has increased two-fold in value spurring other development in the surrounding neighborhood.

Primarily because of my past relationship with Mr. Guina, Reliance Residential is following and examining the redevelopment project and proposals for the 14 acre parcel at Southern and Mill.

I believe the addition of Mr. Guina to the project will not only greatly increase its chances for success, it will also greatly benefit the surrounding neighborhood.

Sincerely

A handwritten signature in black ink, appearing to be 'Scott Stehman', written in a cursive style.

Scott Stehman  
Principal, Reliance Residential

**G STEVEN DAWSON**

**201 Aldasoro Rd**

**Telluride, CO 81435**

**970-708-9383**

[sdawson@dawsoninterests.com](mailto:sdawson@dawsoninterests.com)

To Whom It May Concern:

I have known Eric Guina for 7-8 years through the Telluride Ski & Golf Club, and through his active leadership as a member of the Alpine Chapel in Telluride, CO. Eric is actively involved in the lives of his children as well as youth organizations such as YoungLife and other student programs at his Church.

As a Platinum members of the Telluride Ski & Golf Club, Eric receives special transferrable ski passes that can be shared with others, not the typical single-user passes. These are very valuable and most members guard them for their own use. Eric has always been one of the few Club members who generously entrusts his passes to the Club Concierge to be shared with anyone who needs a ski pass when Eric and his family are out of town. He shares his passes indiscriminately with guests and friends of other Club members, locals who cannot afford to purchase passes, and often just as a gift to volunteers of charitable organizations who come to Town each ski season to host fundraising events.

Eric is one who can always be counted on for donations and active participation in ministries and civic assistance programs. He is a generous benefactor and volunteer.

I am familiar with some of Eric's real estate development projects in the Tempe, AZ area through my role on the board of directors of American Campus Communities (NYSE: ACC), a provider of student housing at Arizona State University. Eric is known for his track record of success. He is motivated as a developer by the same generosity and compassion for the community that drives his personal life.

I hope this helps in your understanding of Eric's strong personal character and commitment to bettering his community through creative, thoughtful, well-designed and effective real estate development. Please do not hesitate to contact me if you have additional questions.

Very truly yours,



G Steven Dawson

## **EXHIBIT D.**

# **ADJACENT PROPERTY OWNER SUPPORT**

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September 7, 2022

City of Tempe Purchasing Department  
20 E. 6<sup>th</sup> Street  
Tempe, AZ 85281

RE: RFQ- #23-049 Danelle Plaza

To Whom it May Concern:

I, Rodney Hu, a respondent to RFQ#23-049 and having interest in the development of Danelle Plaza, am looking forward in working with a fellow respondent, Guina Affiliated Developers. I look forward to working together in a collaborative effort to achieve the City's vision for the Arts and Entertainment Area of Danelle Plaza.

Given my ownership and the ownership held by Guina Affiliated Developers, together with the city, our combined holdings would exceed 78% of the units of Danelle Plaza. Working together, this development group could finally achieve what no other effort has: a comprehensive, inclusive redevelopment of Danelle Plaza. If both groups are selected as successful proponents, I am confident that we would be able to structure and create a project that would bring creative results for Danelle Plaza and the entire community of Tempe.

Thank you for your considerations.

Sincerely,

A handwritten signature in black ink, appearing to read "Rodney Hu", with a long horizontal flourish extending to the right.

Rodney Hu

# **EXHIBIT E.**

## **PROJECT CONCEPT**

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**RESPONSE TO**  
**RFQ# 23-049**  
**DEVELOPMENT TEAM FOR**  
**MIXED-USE REDEVELOPMENT**  
**AT DANELLE PLAZA**



**AUGUST 31, 2022**



**CURATED TEAM**



**ERIC GUINA**  
GUINA AFFILIATED DEVELOPERS  
DEVELOPER + RESPONDENT



**WENDY RIDDEL**  
BERRY RIDDELL, LLC  
LAND USE ATTORNEY



**STEVE JORGENSON**  
SOLTERRA  
AFFORDABLE SENIOR AND WORKFORCE  
HOUSING PARTNER

**CUSTOM TEAM WITH ROOTS IN TEMPE THAT WAS SPECIFICALLY ASSEMBLED FOR SUCCESS.**



**TREVOR BARGER**  
ESPIRITU LOCI  
PLANNING + DESIGN



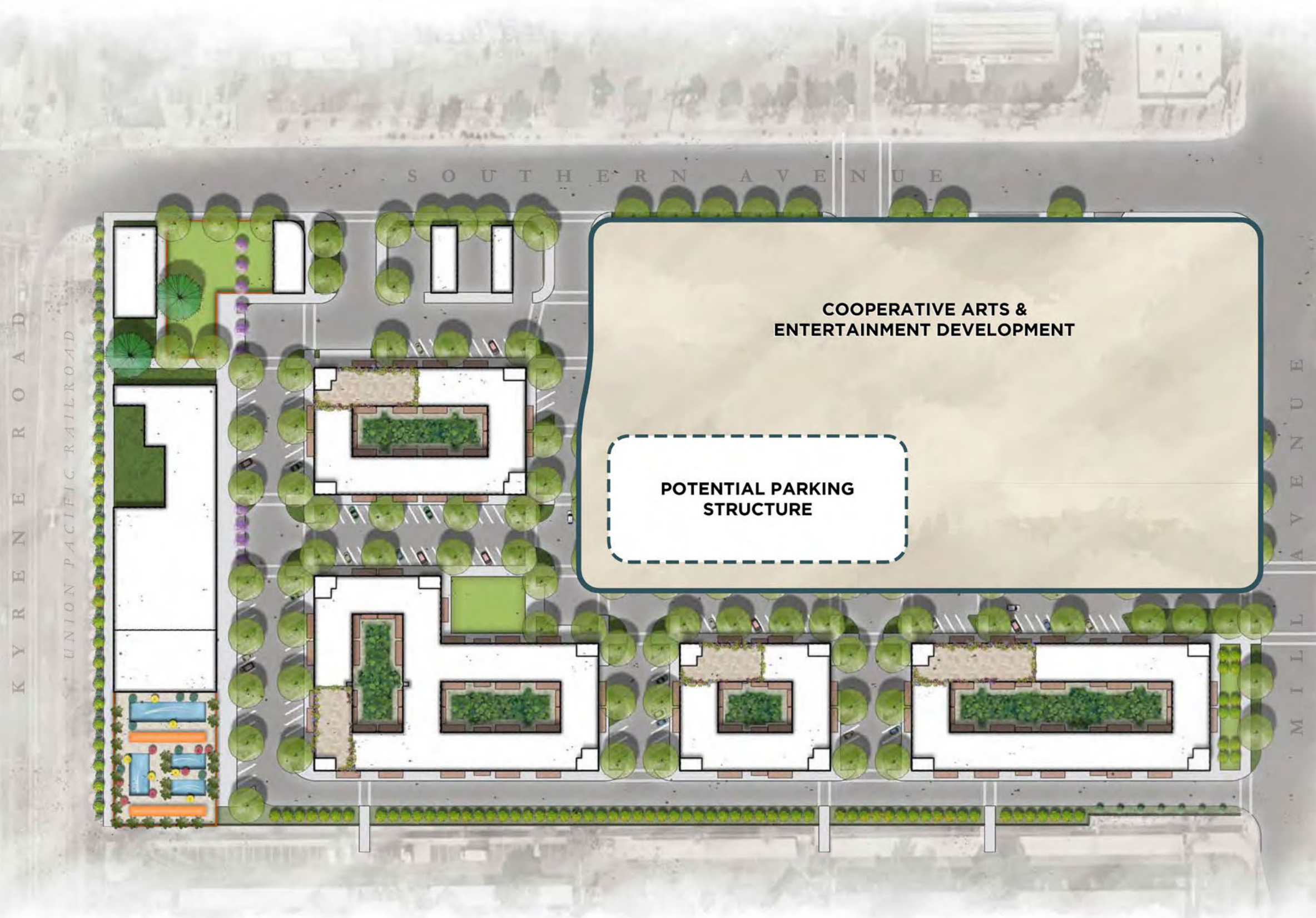
**SCOTT CARPENTER**  
CARPENTER HAZELWOOD  
CONDOMINIUM LAW ATTORNEY



**KAELEE WILSON**  
BERRY RIDDELL  
PLANNER, NEIGHBOR + CRAFTSMAN

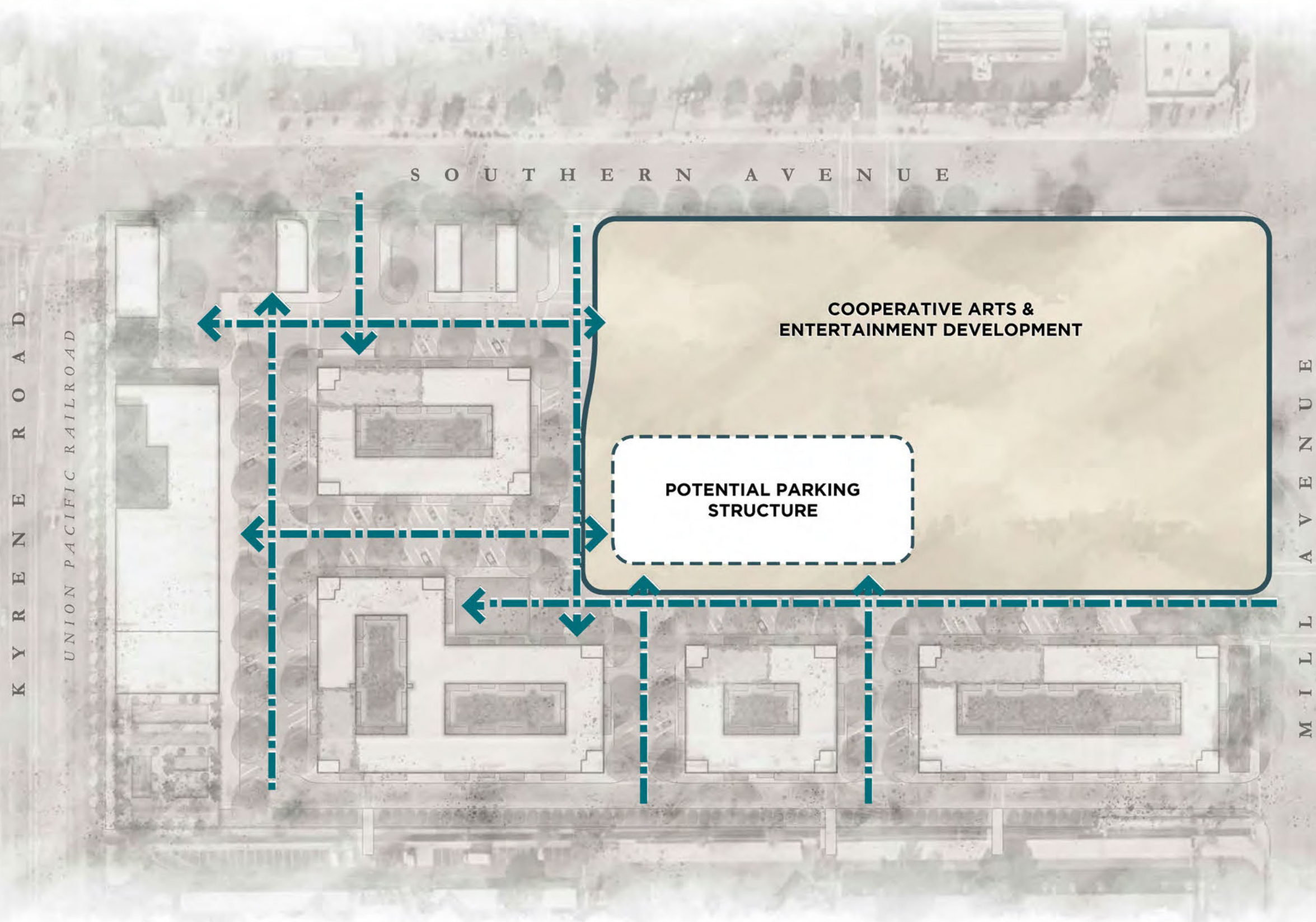
# DANELLE PLAZA

TEMPE, ARIZONA



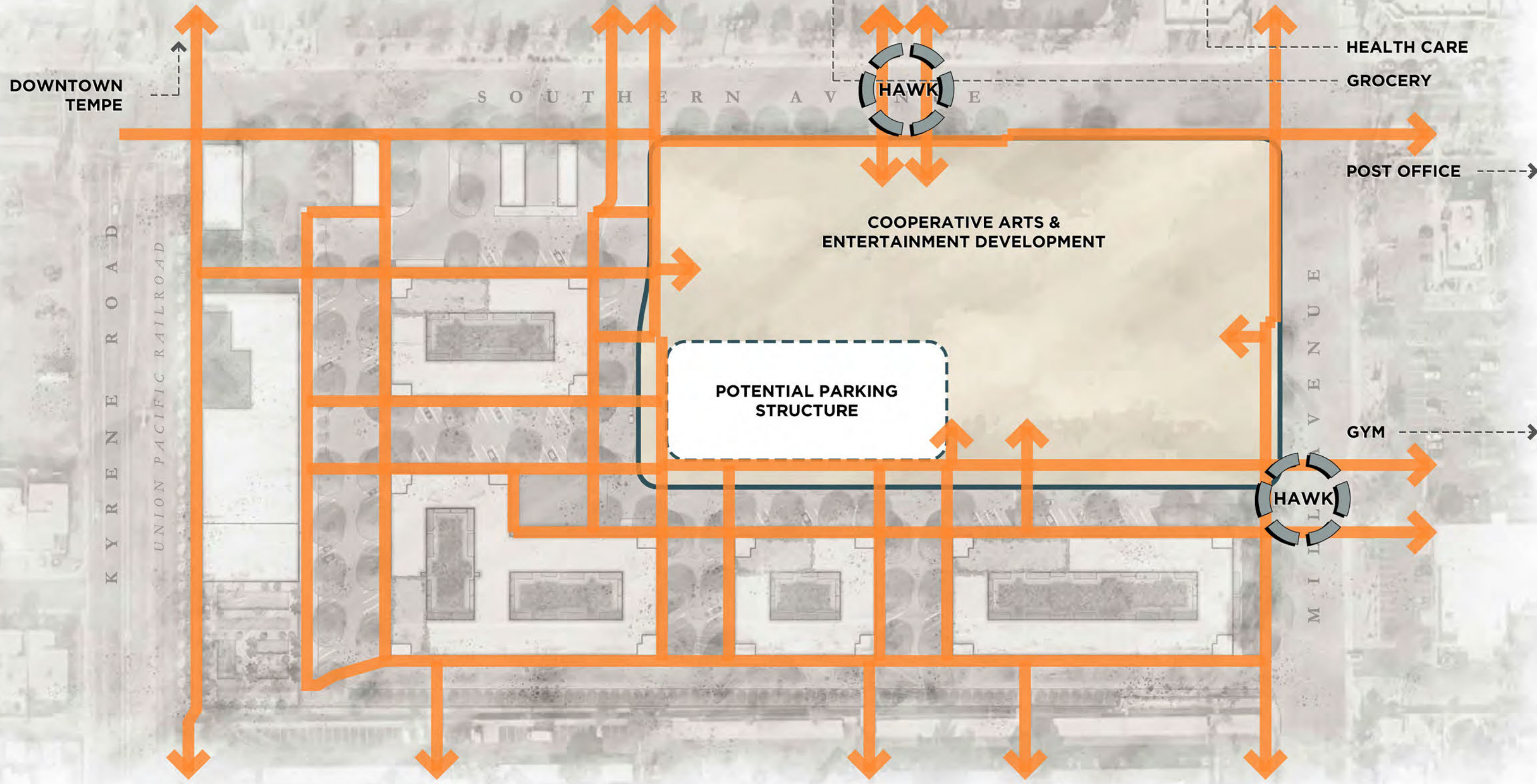
# DANELLE PLAZA

TEMPE, ARIZONA



# DANELLE PLAZA

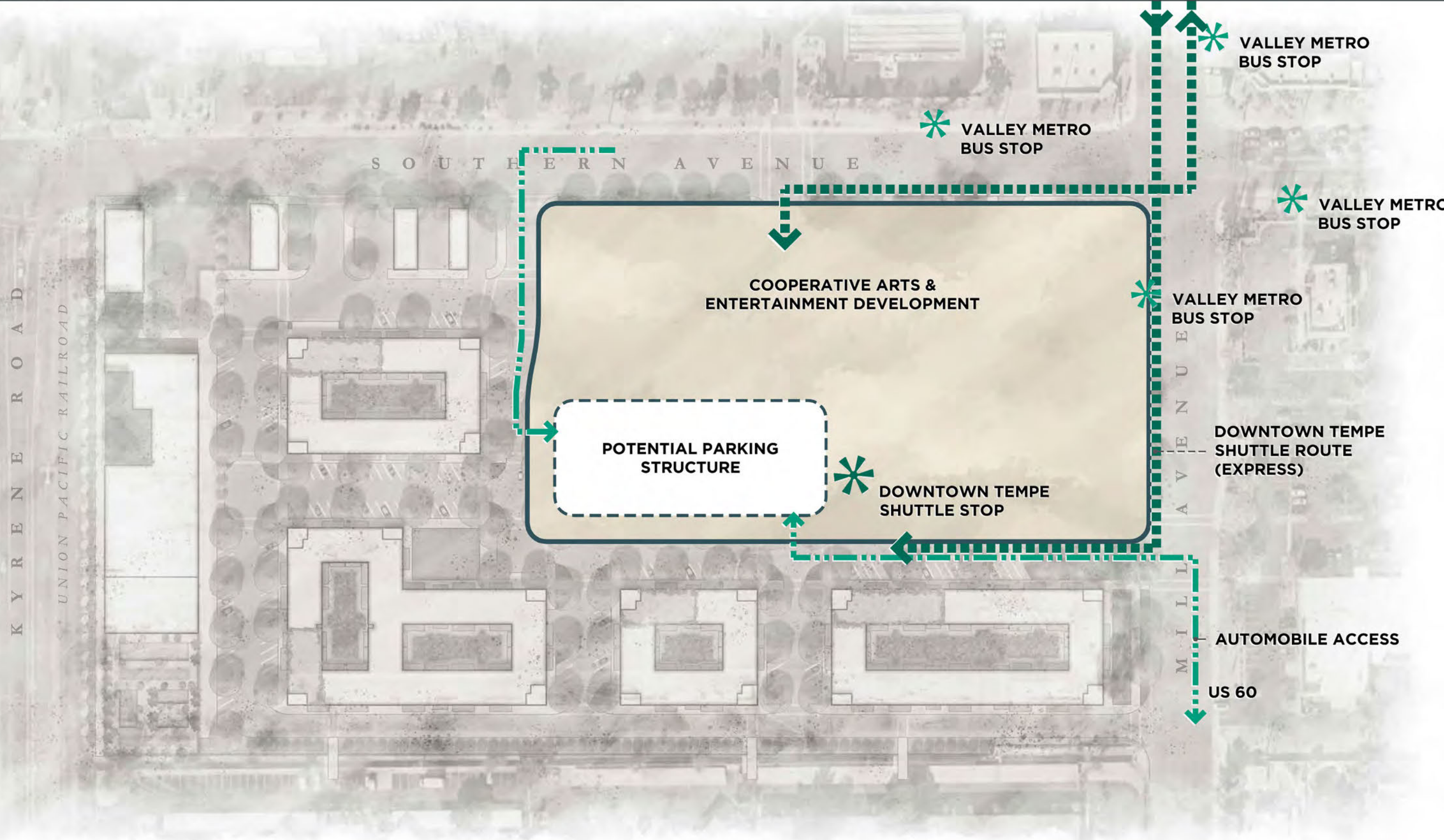
TEMPE, ARIZONA



## PEDESTRIAN CONNECTION

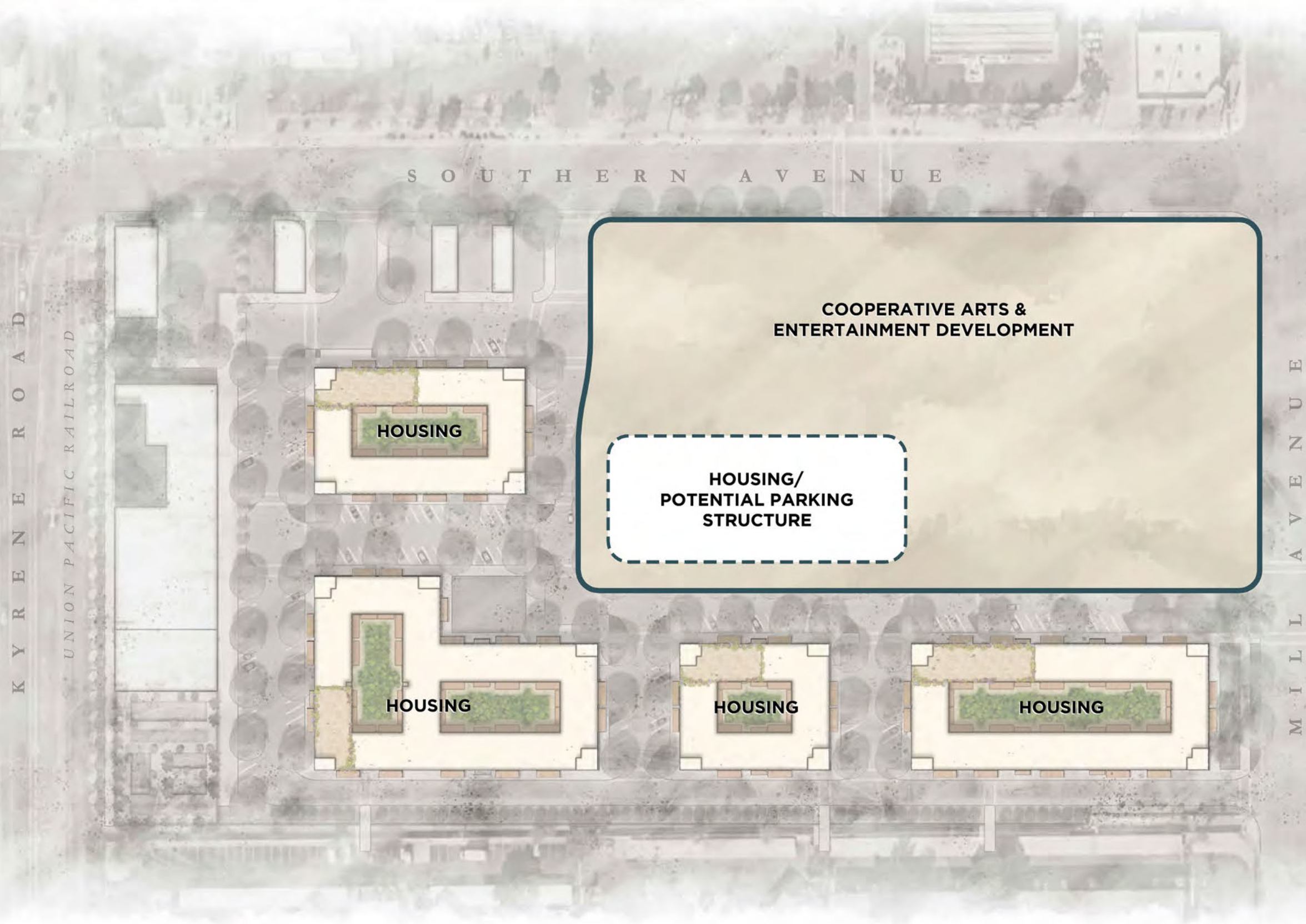
# DANELLE PLAZA

TEMPE, ARIZONA



# DANELLE PLAZA

TEMPE, ARIZONA



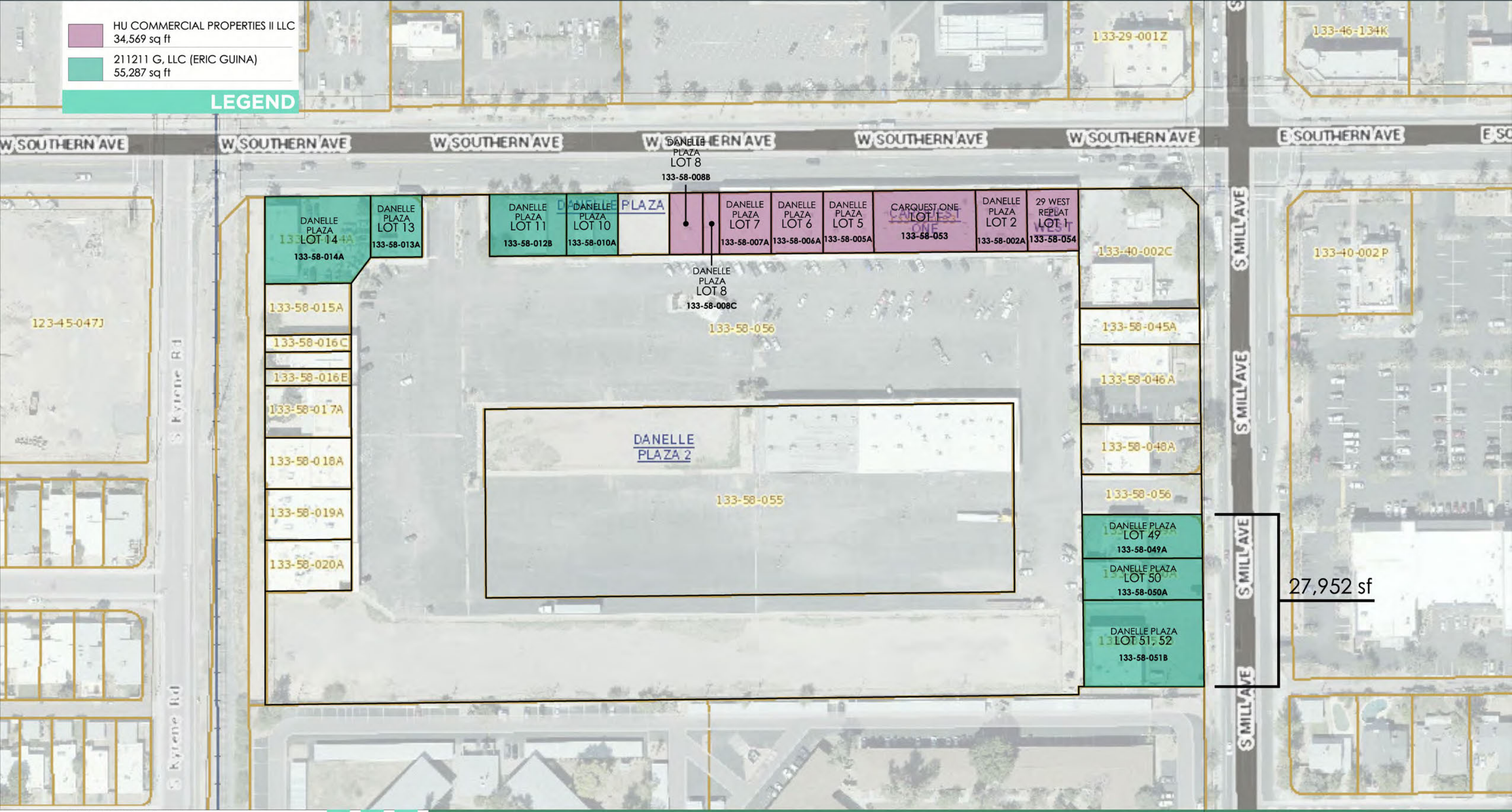
# NEEDED TEMPE HOUSING

# DANELLE PLAZA

## TEMPE, ARIZONA

- HU COMMERCIAL PROPERTIES II LLC  
34,569 sq ft
- 211211 G, LLC (ERIC GUINA)  
55,287 sq ft

### LEGEND



# PRIVATE PROPERTIES OWNERSHIP



The information contained in this graphic has been supplied in whole or in part by the Client and/or their consultants and may have been altered in whole or in part at the request of the Client. The drawings and information depicted herein are conceptual only and are not intended to represent final architecture, planning, or design concepts. We do not represent, warrant, or guarantee that such information is true or that it accurately reflects existing or future development.



City of Tempe RFQ Response #23-049:  
Development Team For Mixed-Use  
Redevelopment Project At Danelle Plaza  
Including +/-3.14 Acres of City-Owned Land At  
The SWC Of Mill And Southern Avenues

September 8, 2022





# Offer Form

**"Return this Section with your Response"**

It is **MANDATORY** that Offeror **COMPLETE, SIGN** and **SUBMIT** this form to the City of Tempe Procurement Office with the (your) offer. An unsigned "Offer Form" and/or late RFQ response will be considered non-responsive and rejected.

This Offer is submitted by: Collectively - Hu Commercial Properties II, LLC, Yucca Rental Properties, LLC  
and Desert Viking Development, LLC  
Company/Organization Name

**To the City of Tempe:**

By signing this Offer, Offeror acknowledges acceptance of all conditions contained herein. Offeror certifies that the Offer was independently developed without consultation with any other offerors or potential offerors.

**For clarification of this Offer, contact:**

Niels Kreipke Manager 480-216-1195  
Respondent Contact Title Phone

Desert Viking Development, LLC  
Name of Company

3002 E Washington Street Phoenix AZ 85034  
Company Address (or PO Box) City State Zip

**This Offer is offered by:**

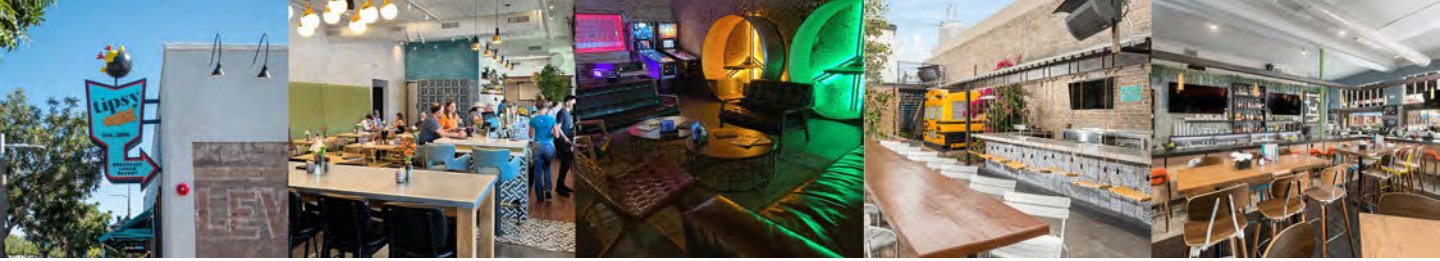
Rodney Hu Manager 480-233-9439  
Authorized Respondent Title Phone

 September 8, 2020  
Signature of Authorized Respondent Required Date of Offer

RFQ #23-049 DEVELOPMENT TEAM FOR MIXED-USE REDEVELOPMENT PROJECT AT DANELLE PLAZA INCLUDING CITY-OWNED LAND CONSISTING OF APPROXIMATELY 31.4 ACRES LOCATED AT THE SOUTHWEST CORNER OF MILL AND SOUTHERN AVENUES, TEMPE, AZ

3 | Page





# Contact Information

Collectively, Hu Commercial Properties II, LLC and Yucca Rental Properties, LLC (hereby collectively referred to as “Hu Properties”) together with Desert Viking Development, LLC are pleased to respond to the City of Tempe RFO# 23-049: Redevelopment of the site known as Danelle Plaza at the SWC of Mill and Southern Avenues in Tempe Arizona. Hu Properties and Desert Viking along with its team of highly qualified real-estate professionals are fully prepared to engage with the City of Tempe to negotiate the sale or lease of the 3.14 acres and to complete a project that benefits this vibrant community.

For questions or additional information related to this response, please contact:

## **Desert Viking Development, LLC**

Niels Kreipke, Owner

3002 E. Washington Street, Phoenix, Arizona 85034

(O) 480.999.4935 | (M) 480.216.1195

[nkreipke@desertvikingaz.com](mailto:nkreipke@desertvikingaz.com)

Hu Properties and Desert Viking Development acknowledges receipt of the Notice of Request for Qualifications #23-049, Redevelopment of Danelle Plaza and 3.14 acres of City owned land posted on 8.24.22 as well as the Appendix B Property Information Sheet posted 8.24.22.





# Executive Summary

Hu Commercial Properties II, LLC and Yucca Rental Properties, LLC (hereby collectively referred to as "Hu Properties") together with Desert Viking Development, LLC ("Desert Viking") are extremely pleased to submit this response to the City of Tempe RFQ #23-049.

Hu Properties, principal Rodney Hu and his family have owned at Danelle Plaza for over 40 years the largest land parcel/building that is contiguous along the Southern Avenue frontage. That property is over 27,000 sf in size to meet the RFQ requirement. The Hu's have also owned and operated the vibrant live music venue Yucca Tap Room since 1974. The Hu family and Yucca Tap Room are important part of the community, and the Yucca Tap Room has had a tremendous impact on the local live music scene. Yucca Tap Room is now recognized as an iconic venue as well as a hotspot in the arts and culture community of Greater Phoenix. The Tap Room is heavily involved in the music scene by booking local and national bands every night of the week growing local unknown artists and performers by giving them a platform and hosting exhibits and performances. Well-known artists have been drawn to Yucca as an authentic venue that supported culture and arts. Garnering a reputation for mural artists and spotting new talent, Yucca also supported art shows outside in the exhibits of the city plaza.

In 2019, the Tempe Arts & Culture Commission was very passionate about starting a program to honor individuals and organizations that have made significant contributions to arts & culture in Tempe. Rodney was selected as one of the first recipients of the Tempe Arts & Culture Award that celebrates those who have made significant contributions to arts and culture in Tempe. Rodney has also been recognized as one of 100 Most Influential "Taste Makers" awarded to Tastemakers in the state by New Times Magazine 2016 and by Sun Devil 100 as a leader in entrepreneurship and innovation who exemplify the spirit of Arizona State University.

With nearly 26-years experience developing neighborhood and downtown type of properties throughout the Valley, Desert Viking is uniquely poised to help provide the City of Tempe a project that is reflective of the City's vibrant history and culture. Desert Viking was the integral in assembling and developing the retail in downtown Chandler and has developed several properties in Roosevelt Arts District in Downtown Phoenix.

A leader in the metro Phoenix real estate market, Desert Viking brings together a team of prominent designers and consultants along with restaurateurs, retail and entertainment operators

necessary to provide the highest quality of projects. The team recognizes all the efforts made to-date by stakeholders, patrons, City Council and City staff alike to redevelop Danelle Plaza. Desert Viking is pleased to provide its proven track record of experience in helping create a quality mixed-use project that includes restaurant, retail, entertainment and other ancillary uses.

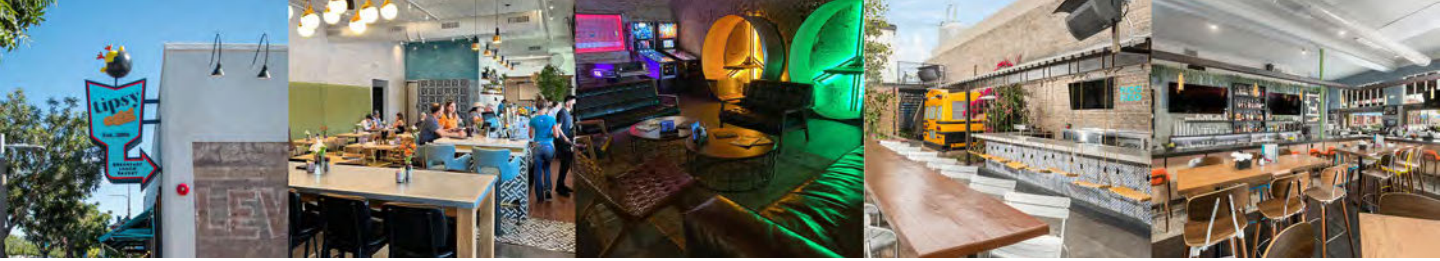
Hu Properties and Desert Viking have executed an agreement to partner on the redevelopment of Mr. Hu's properties as well as any portion of land that the City of Tempe would award us through a Development Agreement (including the Tract A land). Desert Viking will lead the redevelopment efforts through all facets of project, including but not limited to, negotiation and execution of the City Development Agreement, entitlements, concept design, tenant programming, community outreach, utility coordination, environmental concerns, consultant direction, financing, construction, leasing, and any other necessary steps to complete a high-quality development.

Furthermore, the team is fully prepared and is already engaged in working with other property owners within the Plaza to enhance the overall project. Desert Viking in its efforts in Downtown Chandler over the years has worked with over 20 property owners to create a singular vision and objective to create a true entertainment destination. Danelle Plaza has many similarities in its ownership structure to that of Downtown Chandler and therefore Desert Viking is well versed in how to create a cohesive plan that will benefit those within the Plaza as well as the neighboring communities.

Leveraging industry leaders, Desert Viking will be able to quickly and successfully work with the City of Tempe to complete a Development Agreement timely and to bring this project to market. These relationships include the highest levels of architects, engineers, consultants, leasing agents, attorneys and other professionals that together with Desert Vikings proven track record and the teams collective experience in these types of unique projects give the necessary credence for both local and national lenders to be a financial partner.

The team looks forward to working with the City of Tempe, stakeholders and the community to create the optimal direction for the mixed-use project. Hu Properties and Desert Viking are 100% committed to making this project a success and to enhance the reputation of Danelle Plaza as a destination that everyone will be proud of and that will stand the test of time.





# Project Description

The highly qualified team members assembled for this project will work together through a transparent public process to get input and collaboration toward the creation of a final plan for Danelle Plaza. There are many key components and resources to making a true mixed-use development. Below are some placemaking for the concept design and efforts that will help maximize the development for the overall success of the project for the City of Tempe:

- Open public process outreach with the City of Tempe officials, stakeholders, and the community and neighborhood leaders
- HOA and property owner coordination, input and collaboration
- Relocation and/or under-grounding utilities
- Environmental remediation and/or installation of a vapor barrier system
- Pedestrian connectivity and shade structures
- Open spaces for gathering and performance-based live events and cultural festivals
- Vibrant yet water conscious landscaping
- Inclusion of art into the open spaces
- Curated mix of artist maker space within the project
- Shared ingress and egress
- Shared parking options
- Focus on local and diverse blend of businesses – retail, restaurants, collaboration space/office and other ancillary uses
- Urban and energy efficient project with some multi-story components
- Place making for enhanced experiences in various types of settings including adaptive re-use
- High density mixed-income housing incorporating affordable and workforce to serve the community

The intent is a hands-on approach to involve and solicit as many ideas as possible through an open process. The team will work to implement the ideas into a vibrant and exciting overall plan for Danelle Plaza. Desert Viking and its skilled team members will then present the design with its various components that help create the dynamic destination and neighborhood compatible mixed-use project for review and feedback.





# Proposer's Experience

## **Hu Properties** – Rodney Hu, Owner

Rodney Hu, an Arizona native, graduated from Marcos de Niza High School in Tempe before going on to earn a Bachelor of Science degree in finance from Arizona State University. After graduation, Hu spent eight years on Wall Street at firms such as Bear Wagner Specialist/Bear Sterns, Goldman Sachs, and Cantor Fitzgerald.

In 2004, when Hu's father became ill, he returned to Arizona to help run the family business, a well-loved bar and live-music venue, the Yucca Tap Room. Under Rodney's management, the local watering hole has grown from annual revenue of \$350K to \$2M.

Rodney has also been involved with Asian Corporate & Entrepreneurial Leaders (ACEL) for the past 4 years where he has been a multiple Mentor of the Year recipient. This past year, Rodney has increased his involvement by joining the governing Board of Directors to help lead and steward the organization as it continued to grow in membership, events, and awareness. With Rodney on the board, ACEL has expanded its presence to California as well. Other philanthropic interest over the years have been involvement with St. Mary's Food Bank, Andre House, and AZ IDA Arizona International Dyslexia Association (AZIDA).

## **Yucca Tap Room** – Sean Downing, Co-Owner

Sean Downing was born in Tempe Arizona but spent some of his childhood in San Francisco California. Sean returned to the Grand Canyon State to graduate high school at Casa Grande Union High. In 1999 Sean decided to pursue a potential future in the armed forces in Rhode Island spending 2 years training, but unfortunately Downing could not continue after an accident. He returned to the city life after leaving the armed forces, moving back to Tempe to try his hand in a multitude of different professional pathways including a night security job at award winning Yucca Tap Room. Sean quickly climbed through the management ranks becoming the General Manager within a short period of time. During this progression at Yucca Downing developed a friendship with Yucca Tap Room Owner Rodney Hu which led them to becoming business partners in 2016. Sean has spearheaded the growth of Yucca Tap Room into a multi-location bar, opening the second location in Flagstaff Arizona in 2019. Additionally, Sean assisted Rodney with the property management of the commercial property located at Danelle Plaza. Through the success of these businesses Sean has been able to give back to our communities through programs he is passionate about like AZIDA Arizona International Dyslexia Association.

## **Desert Viking Development** – Niels Kreipke, Owner

Founded in 1997 by Niels Kreipke, Desert Viking is a leading real estate development and construction firm based in Arizona and is recognized for investment in the restoration of historic properties, adaptive reuse projects and ground up construction developments.

Renowned for their ability to revitalize time-honored neighborhood structures while maintaining the characteristics that make each neighborhood unique and sought-after, Desert Viking is passionate about weaving community, culture, commerce and consciousness into real estate innovation and place making. Their portfolio includes more than a dozen projects in Historic Downtown Chandler, over 20 National Register Historic properties, as well as thoughtfully selected, synergistic boutiques and restaurants that attract the local community and visiting transients from around the globe. Beyond the properties, Desert Viking has worked to both support and promote local businesses throughout the Valley during their 26-year tenure including The Painters Lounge, SanTan Brewery, PHX Beer Co., Craft 64, Pita Jungle, Lola's Coffee, Pubblico Italian Eatery, Wildflower Bread Company, Rito's Mexican, Taco Chelo, BBQ Trap House, Tap That Downtown, Village Eyewear, Local Barber, Improv Mania, Root Salon, Pie Snob, The Uncommon, Topsy Egg and Recreo, to name a few.

Criteria for Desert Viking projects include individuality of purpose (no formulaic solutions), historic preservation, environmental sensitivity, and establishment of a permanent base within each locale for a mutually beneficial long-term investment. To that end, Desert Viking places its own team on-site for the purpose of community relations and development, day-to-day property management and local business and tenant development.

Niels Kreipke currently oversees the acquisition, development, construction, and management of commercial and residential real estate properties in the greater Phoenix metro. Kreipke also owns and a boutique hotel in Sedona AZ as well as numerous restaurants and a brewery that are located in the Valley.

Kreipke has served as Chairman of Chandler's Architectural Review committee, been President of the Downtown Chandler Community Partnership, and a board member of the Arizona Preservation Foundation. Niels was instrumental in getting new Boys & Girls Club and ICAN facilities built to benefit the Chandler youth. He holds a commercial and residential general contractor license.



# Proposer's Experience



Photos Courtesy: Tempe History Museum

Building Owned by Hu Properties At Danelle Plaza For Over 40 Years



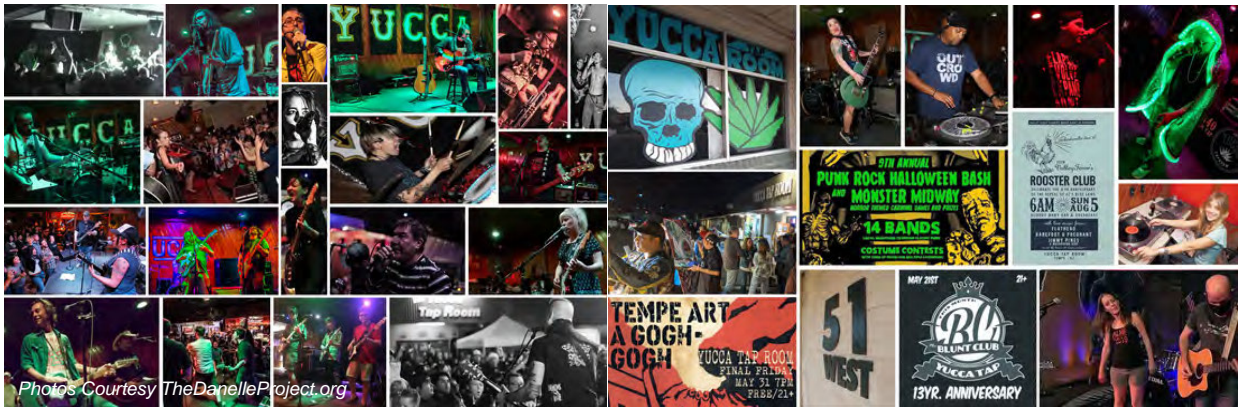
Photo Courtesy Google Maps

Yucca Tap Room At Danelle Plaza Owned By Rodney Hu & Sean Downing

"Tempe's Original Live Music Venue Since 1974"



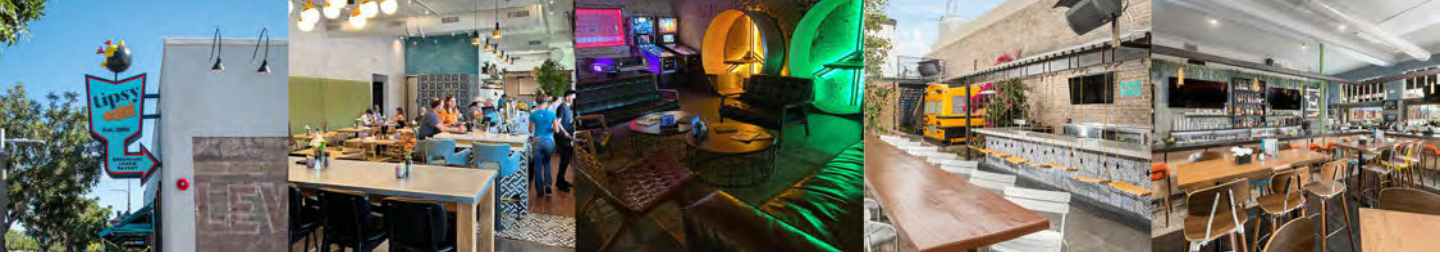
Photo Courtesy Tempe History Museum



Photos Courtesy TheDanelleProject.org



Desert Viking Development  
3002 E. Washington Street, Phoenix, Arizona 85034  
480.216.1195 | www.desert-viking.com



# Proposer's Experience

With a vast array of experience in all facets of real estate including commercial, retail and residential properties, Desert Viking has solidified its place as an industry leader in the Phoenix real estate market. The following selected projects offer the City further explanation of the Proposer's experience relevant to this project beyond those familiar in Downtown Chandler and photographed throughout this proposal:



## The Womack

Location: 5749 N 7th Street, Phoenix, AZ 85014

Completion: October 2016

Project Size: 2,170 SF

Tenants: The Womack

Financing: Equity, Conventional Loan

Project Scope: The Womack occupies the former Apollo's Lounge at Seventh Street and Bethany Home Road, blending old-school class with modern flair in a dark, intimate atmosphere. This live music entertainment and nightlife destination saw a complete interior remodel and exterior addition to bring the concept to life.



## The Blocks of Roosevelt Row

Location: SEC 5th Street and Roosevelt, Phoenix, AZ 85004

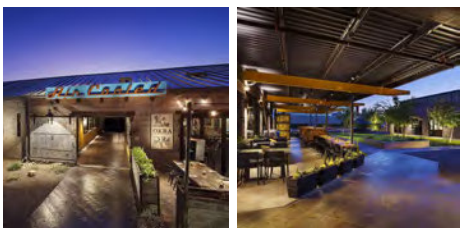
Completion: 2020

Project Size: ± 26,000 SF

Tenants: Taco Chelo, BBQ Trap House, North Barber, Tap That Downtown, Sabertooth Astro Bar, Ruby Mint General, with additional tenants to come.

Financing: Equity, Conventional Loan

Project Scope: The Blocks of Roosevelt Row will see the adaptive reuse of three bungalow-style homes, the prominent Flowers building and construction of a new, three-story commercial building. Featuring local restaurants, lush communal patios, an entertainment venue, as well as market-style retail spaces, the project looks to become an entertainment destination for all ages to enjoy.



## The Crown on 7th

Location: 5813 N. 7th Street, Phoenix, AZ 85014

Completion: 2016

Project Size: 18,627 SF

Tenants: Pubblico Italian Eatery, Central Kitchen, Local Barber, Root Salon, Village Eye Works, Wildflower Bread Company, Rito's Mexican.

Financing: Equity, Conventional Loan

Project Scope: The Crown transformed a former retail complex into a new dining and retail destination in the heart of North Central Phoenix. The building was restored and renovated to highlight the massive timber trusses and period architectural details. A garden courtyard serves as an outdoor gathering space and features regularly programmed events including live music, movie nights and food festivals.





**Historic Gold Spot**

Location: 1001 N 3<sup>rd</sup> Ave, Phoenix, AZ 85003

Completion: 2002

Project Size: 12,250 SF

Tenants: Lola's Coffee, Pita Jungle, Painters Lounge and others.

Financing: Equity, Conventional Loan

Project Scope: A casualty of inner-city decline, the Gold Spot had been vacant since 1983 until Desert Viking purchased the buildings and fully restored it in 2009 to return this early shopping center (located in the heart of the Roosevelt Historic District) to community use. A new steel structure was added to support new trusses and roof, as well as re-pointed and repaired brickwork, and a reconstructed facade. All new building services and a restoration of the original courtyard readied this historic building for business. This project was nominated for the 2004 Governor's Heritage Preservation Award by the City of Phoenix Historic Preservation Office. The building is currently listed in the National Register of Historic Places.



**Valley National Bank**

Location: 8 S. San Marcos Place, Chandler, AZ 85225

Completion: 2006

Project Size: 7,600 SF

Tenants: SanTan Brewery and Image Salon

Financing: Equity, Conventional Loan

Project Scope: In 1954 Valley National Bank demolished and rebuilt the building, which later became a Bank One branch until 2005. In 2007, San Tan Brewing Company opened (and now operates) as Arizona's largest individually-owned brewery, distributing throughout the Southwest United States.



**Thomas Building and the Meat Locker Building**

Location: 250 & 260 S. Arizona Avenue, Chandler AZ 85225

Completion: October 2016

Project Size: 21,000 SF

Tenants: The Motivated Mind Group, Pie Snob, Improv Mania, Lifeline Barber, 30 Min Fitness

Project Scope: Located one block south of Downtown Chandler, the Thomas Building and the Meat Locker Building first operated as a slaughterhouse (hence its name). These buildings were the only two constructed in Chandler under the material restriction of World War II. The extensive rehabilitation included a steel support frame, a new roof, and new building services as well as numerous tenant improvements





**Historic Suhwaro Hotel and Old Post Office**

Location: 58 & 68 W. Buffalo St, Chandler AZ 85225

Completion: 1998

Project Size: 16,500 SF

Tenants: Craft 64 Wood Fired Pizza, Eastwind Sushi, Burns Law and Commit Agency.

Financing: Equity, Conventional Loan

Project Scope: In 1997 Desert Viking purchased the historic buildings and fully restored it in 1998 after having been boarded up for over 30 years. A new steel structure was added to support old trusses and roof, as well as re-pointed and repaired brickwork, and a reconstructed facade. All new building services and a restoration of the original courtyard readied this historic building for business. The building is currently listed in the National Register of Historic Places.



**Historic Monroe Building**

Location: 12-28 S. San Marcos Place, Chandler, AZ 85225

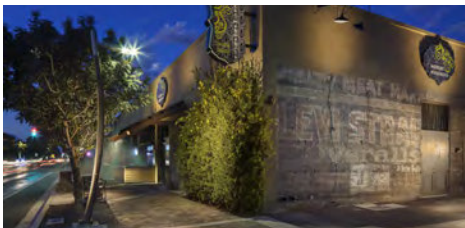
Completion: 1999

Project Size: 6,500 SF

Tenants: El Zocalos Mexican Grille and 28 Gorilla Engineering

Financing: Equity, Conventional Loan

Project Scope: One of Chandler’s oldest buildings circa 1912, the property sat vacant for nearly 25 years before Desert Viking restored the property in 1999. At the beginning of World War II, the Monroe building was remodeled into the Parkway Theatre - Chandler’s second theater, and very first to have sound. This portion of the building collapsed prior to Desert Viking purchasing the property in 1998. As part of Desert Viking’s restoration plan, the old theater was converted into an award-winning outdoor garden patio. The original structure was renovated to house a 3,500 sf restaurant space and 4,000 sf landscaped patio on the first floor and restored offices on the second floor. Desert Viking received the Arizona Heritage Preservation Honor Award in 2002 for its incredible preservation and restoration work on the Monroe Building.



**Sprouse-Reitz Building**

Location: 1 E. Boston St, Chandler AZ 85225

Completion: 2011

Project Size: 6,000 SF

Tenants: Modern Margarita

Project Scope: The 1924 Historic Sprouse-Reitz was what you might call the dollar store of its day -- boasting that nothing in the store cost more than 49 cents. Since then, the space has been home to a lingerie store and the famous Coach & Willies. The building is included as a contributing structure of Chandler’s Commercial Historic District as listed in the National Register of Historic Places.



Desert Viking has constructed from ground up and/or renovated over 150 homes throughout the valley. When creating new subdivisions, the team aims to build a neighborhood where families can live and grow while creating their own memories for generations to come. Careful attention was made during renovation of the homes to retain the properties historic beauty and charm while adding amenities and finishes for today's modern lifestyle.





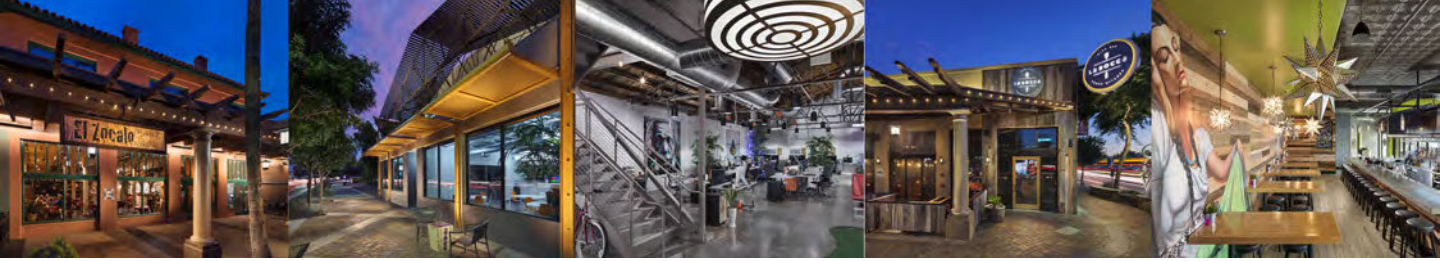
## DESERT VIKING HOSPITALITY

The restaurant arm of the company was formed with the goal of creating unique neighborhood concepts with that often included a variety of entertainment components such as open space games, arcades and live music. Through thoughtful and creative design along with quality food and drinks, DVRG brings friends, family and neighbors together to mingle, relax, and to have fun while escaping the everyday routines. In addition to crafting cool concepts, the team manages and operates all facets of the restaurants and bars. Current restaurants include PHX Beer Co. (3 locations), Recreo, The Uncommon and Topsy Egg.



The hotel division of the company was formed to focus on hotel opportunities that were well situated in destination locations and that would create ancillary benefits within a mixed-use project. Desert Viking owns and operates hotel in Sedona and is currently working to bring a limited service hotel to Chandler.





# Project Team

A highly qualified team has been assembled for the development of Danelle Plaza:



Desert Viking Construction, Inc. was formed in 1997 as the in-house commercial and residential contracting arm of the sister development company. This allowed projects to be streamlined and to be more cost effective. Having all the necessary tools at one's fingertips from early the budgeting stage all the way thru completion of projects is a key component to the success of the projects. The in-house approach also provides direct communication between the subcontractors and the development team which often streamlines solutions to issues as they may arise in redevelopment.



Manjula M. Vaz is a member in the Zoning and Land Use planning and Real Estate areas of the firm. She is also the Practice Group Chair of the Zoning and Land Use Department. Her practice focuses on zoning and land use, including master planned zoning approvals (specific plans, planned area developments, planned community developments), rezoning approvals, general plan amendments, variances, conditional and special use permits, zoning interpretations and violations, and zoning due diligence. In addition, Manjula assists clients with the negotiation and implementation of development agreements, GPLETs and other development-related agreements. She frequently appears before planning commissions and city councils on behalf of clients regarding zoning and development projects. In addition, she serves as outside counsel to the Maricopa County Stadium District. Manjula teaches land use law in the Master of Real Estate Program at Arizona State University. She is an active member of the Urban Land Institute. She was the co-chair of AZ ULI Trends Day and served as the Chair of AZ ULI Trends Day 2021.



Established in 1999, Brier, Irish & Hubbard is a real estate and business "boutique" law firm committed to providing high quality, prompt and cost-efficient legal services primarily to institutional developers, owners and managers of office, industrial, retail and mixed-use properties, as well as production home builders and land developers. Craig Irish's primary practice is the acquisition, disposition and leasing of commercial real estate, with litigation experience in disputes related to those areas. His practice further encompasses general business counseling and business transactional services, including the purchase and sale of businesses and the formation of business entities, including corporations, partnerships and limited liability companies.



Brick & West Design is a boutique architecture firm with a passion for creating great experiences and purpose. The firm was founded on the premise that design is a highly collaborative endeavor that must span numerous disciplines to engage all aspects of an experience to be successful. Their mission is to work with visionary individuals and companies who share our passion for design to create great gathering places and meaningful human experiences. Value is where service, efficiency and collaborative design intersect. The team is a nimble and innovative comprehensive design services firm spanning every facet of the experience spectrum that brings an extensive network of creative professionals offering 'best of breed' talent that they tailor to each and every project. Award-winning designer Michael Rumpeltn founded Brick & West Design in November of 2013. The firm focuses on restaurant and hospitality, urban infill mixed-use, and adaptive re-use projects. Rumpeltn has been responsible for some of the most high-profile and acclaimed restaurant concepts to hit Arizona in the recent past including Mora Italian, Culinary Dropout, Butterfly Burger, Joyride, Taco Guild, CHoP Chandler, and Postino Annex, Highland, and South Tempe, the Porch Gilbert and Tempe, and the new Jalapeno Inferno at Park West. Rumpeltn's other notable design work includes Overstreet in Chandler as well as Studios 5c and Playa del Norte in Tempe along with the master planning design for the downtown Scottsdale Entertainment District. Brick & West has a passion for adaptive re-use having worked on some of the Valley's most notable renovation projects including Taco Guild, The Annex Tempe, The Colony, Scottsdale Highland, Crown on 7th, and CB-20. For project photos please refer to BrickandWest.com



3 engineering is a result-driven, full-service civil engineering, planning, and surveying company that will take your project from conceptual design through the final stages of construction. With licensed civil engineers and surveyors in Arizona, California, Colorado, Nevada, New Mexico, Texas, Utah, and Montana, 3 engineering is equipped for projects of any size and complexity throughout the Southwest. Dan Mann (Owner) and his team have worked with Desert Viking on numerous projects.





# Financial Capacity

Confidential Information removed from public record.

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]



# Timeframe

Desert Viking anticipates the following project timeframe including the targeted completion dates as provided below.





# References

**Daniel "Buzz" Gosnell**

**Principal; DWG Phoenix**

6501 E Greenway Pkwy, Suite 103, Scottsdale, Arizona 85254

602.524.1870 | [buzz@dwgphx.com](mailto:buzz@dwgphx.com)

**Chapin Bell**

**CEO; PB Bell**

8438 N. 90th St., Scottsdale, Arizona 85258

480.951.2222 | [cbell@pbbell.com](mailto:cbell@pbbell.com)

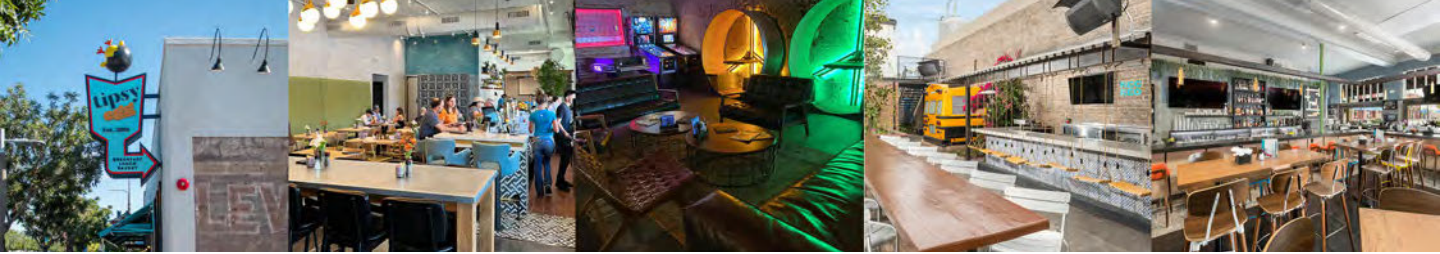
**Troy Norris**

**SVP, Commercial Relationship Manager; Arizona Bank & Trust**

2036 E Camelback Road, Phoenix, Arizona 85016

480.844.4558 | [tnorris@arizbank.com](mailto:tnorris@arizbank.com)





# Support Letters

September 6, 2022

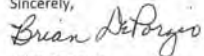
**City of Tempe**  
Mayor, Councilmembers and City Staff

Re: Redevelopment of Danelle Plaza and the City of Tempe RFQ

To whom it may concern:

I am Brian DePorzio and I own a commercial property within Danelle Plaza at 3332 S. Mill Ave, Tempe Arizona. I have met with Rodney Hu a Danelle Plaza property owner and Niels Kreipke owner of Desert Viking Development to discuss the current City RFQ and their goals. I am in full support their effort in working with the City of Tempe in hopes of securing the RFQ and quickly entering into a Development Agreement to redevelop a portion of the Plaza. As property owner, we are excited to see the true potential of this center come to life in the very near future. I look forward to working with them and hope they are selected by the City Council to help lead the redevelopment effort.

Sincerely,

  
Brian DePorzio

---

September 8, 2022

Rosa Inchausti  
Deputy City Manager  
City of Tempe  
31 E 5<sup>th</sup> Street  
Tempe, AZ 85281

RE: Danelle Plaza  
Support of City – proposed RFQ

Dear Ms. Inchausti,

As property owners and members of the Board of the Danelle Plaza Association, we want to tender our support of the City's recent effort to bring the property owners together to forge a new plan for the Plaza.

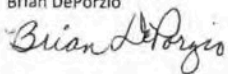
We are grateful for your leadership in the quest and stand ready to assist and encourage all involved to participate.

Many thanks!

Brad Wilde



Brian DePorzio









\*The email below was modified for size to just bullet points, but the full email can be provided upon request.

From: **Robert Moore** <[rmoores@accessgeographic.com](mailto:rmoores@accessgeographic.com)>  
Date: Wed, Aug 17, 2022 at 4:45 PM  
Subject: Danelle Plaza ReVit | Community Feedback  
To: Sean Downing <[gm@yuccatap.com](mailto:gm@yuccatap.com)>, Rodney Hu <[yuccatap@gmail.com](mailto:yuccatap@gmail.com)>, [rodney@yuccatap.com](mailto:rodney@yuccatap.com) <[rodney@yuccatap.com](mailto:rodney@yuccatap.com)>

Hello Rodney & Sean,

Sorry for the delay, here are some themes that keep coming up within the community. It's very exciting and satisfying that you guys have taken a lead roll in this process and discussions with the city - it has to come from the ground up - otherwise, this will be a mess (as you know). The community loves what you've created, and held onto - trust in the things that you've started and nurtured via Yucca Tap and small business scene, and build with these themes - the community appreciates your efforts and contributions. Honestly think this project's long-term integrity will come from honoring the past and using it as a foundation for the future. Thanks for the opportunity to submit this feedback - in the end though, it's just another perspective - you've gotten things this far, stay the course :)

- SAVE YUCCA TAP ROOM:

- >Preserve Original Yucca<
- >Build on Yucca Music Legacy<
- >A Place Safe for Music<
- >Outdoor Events/Festivals<
- >Neighborhood Scale<
- >Inclusive, Accessible & Alternative Vibe<

- NURTURE LOCAL CULTURAL ECONOMY & INDUSTRY:

- >Yucca Nucleus<
- >Local Arts District<
- >Maker Space<
- >Recording Studio/Radio Station<
- >Creative Industry Anchors<
- >Culinary Arts/Farmers Market<
- >Protect Double Nickel Records<

- INCUBATE LOCAL SMALL BUSINESS:

- >Small Business Incubator<

- DON'T BULLDOZE THE PLAZA!!

- >Community Wants Familiar Places<
- >A Place That Is "Tempe"<
- >Lean Into Building 'with' the Existing Plaza<

- DESIGN WITH/FOR ARTISTS:

- > Include artists within the design process from the beginning<
- >Diverse Art Spaces<
- >Offer diverse and unexpected mediums and spaces for artist to showcase work<
- >Arts Finance Mechanism<
- >Artist in Residence<
- >Diversity<

- OPEN AIR / OPEN SPACE:

- >Open Space<
- >Shade<

- SUSTAINABILITY:

- >Desert Habitat<
- >Solar<
- >Alternative Transportation<

- HOUSING / RESIDENTIAL OPTION:

- >Affordable Artist Live/Work<

Feel free to share the project website too:

<https://thedanelleproject.org>

THANK YOU guys for all your work on this!!!

Rob

Access Geographic, LLC  
Direct: (480) 709-2710  
[www.accessgeographic.com](http://www.accessgeographic.com)





City of Tempe Purchasing Department  
20 E. 6<sup>th</sup> Street  
Tempe, AZ 85281

RE: RFQ- #23-049 Danelle Plaza

To Whom it May Concern:

I, Eric Guina, a respondent to RFQ#23-049 and having interest in the development of Danelle Plaza, am looking forward in working with a fellow respondent, Hu Commercial/Desert Viking. Working together in a collaborative effort, we can achieve the City's vision for the Arts and Entertainment Area of Danelle Plaza and work with cooperation to achieve our housing plans.

Given my ownership and the ownership held by Hu Commercial, together with the City, our combined holdings would exceed 78% of the units of Danelle Plaza. Working together, this development group could finally achieve what no other effort has: a comprehensive, inclusive redevelopment of Danelle Plaza. If both groups are selected as successful proponents, I am confident that we would be able to structure and create a project that would bring creative results for Danelle Plaza and the entire community of Tempe.

Thank you for your considerations.

Sincerely,

Eric Guina





**Collectively, Hu Commercial Properties II, LLC, Yucca Rental Properties, LLC and Desert Viking Development, LLC**

3002 E. Washington Street | Phoenix, Arizona 85034  
480.999.4935 | [www.desert-viking.com](http://www.desert-viking.com)

City of Tempe RFQ# 23-049:

Mixed-Use Redevelopment of the Danelle Plaza  
Including 3.14 acres of City owned land at the SWC of  
Mill & Southern Avenues in Tempe, Arizona  
Due : September 8, 2022, 3:00 p.m. Local Arizona Time

