

REQUEST FOR PROPOSALS



Community United Church of Christ Mixed-Use Redevelopment
Fresno, California
Issued on October 23, 2025
Proposals due on or before January 16, 2026

1. INTRODUCTION

Community United Church of Christ ("Community UCC" or "the Church"), a progressive and inclusive congregation in Fresno, California, is seeking proposals from experienced real estate developers with whom to partner on the redevelopment of its 2.69-acre site located at the southeast corner of Fresno Street and Browning Avenue. This project represents a unique opportunity to transform an underutilized church campus into a vibrant, community-serving, mixed-use development that includes a multipurpose space for church and community use, multifamily housing, neighborhood-serving retail, and high-quality public and private open space.

Community UCC is deeply committed to environmental sustainability, social equity, and neighborhood revitalization. The congregation envisions a project that will strengthen its long-term mission while addressing urgent community needs, especially for housing and walkable, locally oriented commerce.

This RFP seeks a development partner to collaboratively shape and execute a shared vision for the site. The project is anticipated to require creative structuring to address the complexity of the opportunity. The congregation offers its debt-free land as the primary asset in the partnership. Community UCC seeks a ground lease with a developer or a joint venture, or other creative arrangement for the development of the project. In all cases the church shall retain ownership of the land.

2. SITE INFORMATION

The project site is located at the southeast corner of Fresno Street and Browning Avenue, in Fresno, CA. It consists of a single 2.69-acre parcel, the entirety of which is owned by Community United Church of Christ. The property is adjacent to Robinson Park, a significant neighborhood amenity. It is also very close to Robinson Elementary School, Hoover High School, California State University, Fresno, Fresno Surgical Hospital, Fashion Fair mall, and many other services and amenities.

The parcel is currently zoned RS-5 (Residential Single Family, Medium Density). To achieve a mixed-use project at the proposed density of 40 du/ac, the site would need to be rezoned to Neighborhood Mixed-Use (NMX). Initial conversations with City leadership regarding a possible rezoning have been encouraging, and no opposition has been expressed to date. The church has a tentative commitment from a funding source that would cover half of the estimated cost of the rezone.

A project is possible on the site without a rezone, utilizing Senate Bill 4 (2023). The NMX scenario is preferred due to its greater flexibility, but the congregation is willing to consider an SB 4 project if a rezone is not possible. SB 4's key requirements as they would pertain to this project include:

- The maximum allowable density is 30 units per acre, which would reduce the maximum possible housing on the site to 80 units.
- The congregation envisions a mixed income project, and projects entitled under SB 4 must be 100% affordable.
- Leaving the RS-5 zoning in place and invoking SB 4 would not allow neighborhood-serving commercial uses to be integrated into the project; the congregation feels such uses would be beneficial to the project and the broader neighborhood, which lacks walkable access to some key amenities such as fresh produce.
- SB 4 would obligate the project to pay prevailing wage.

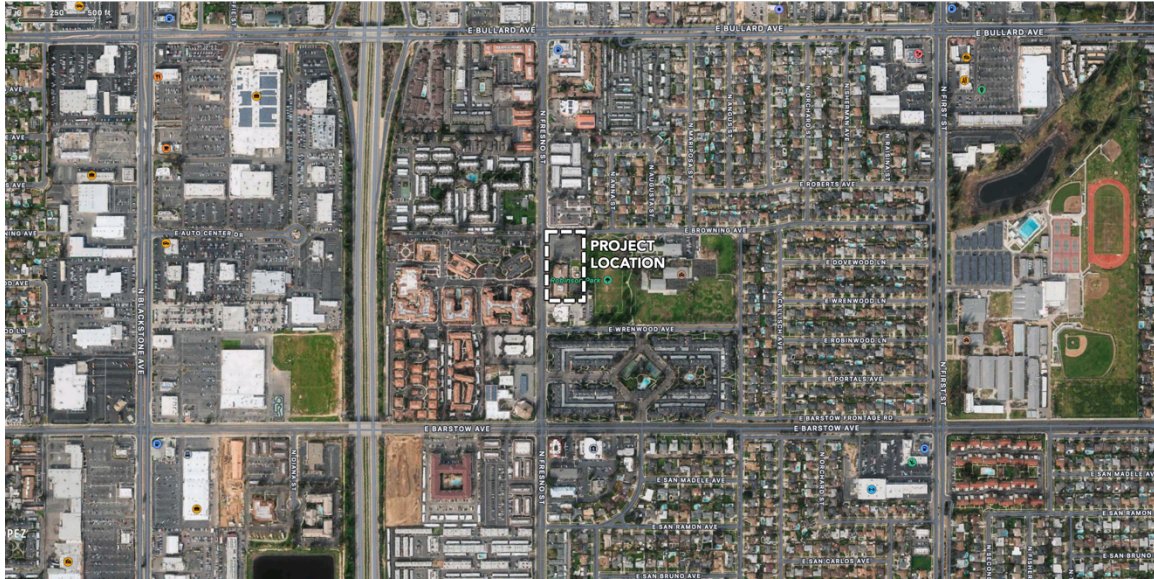


Figure 1. Project Location

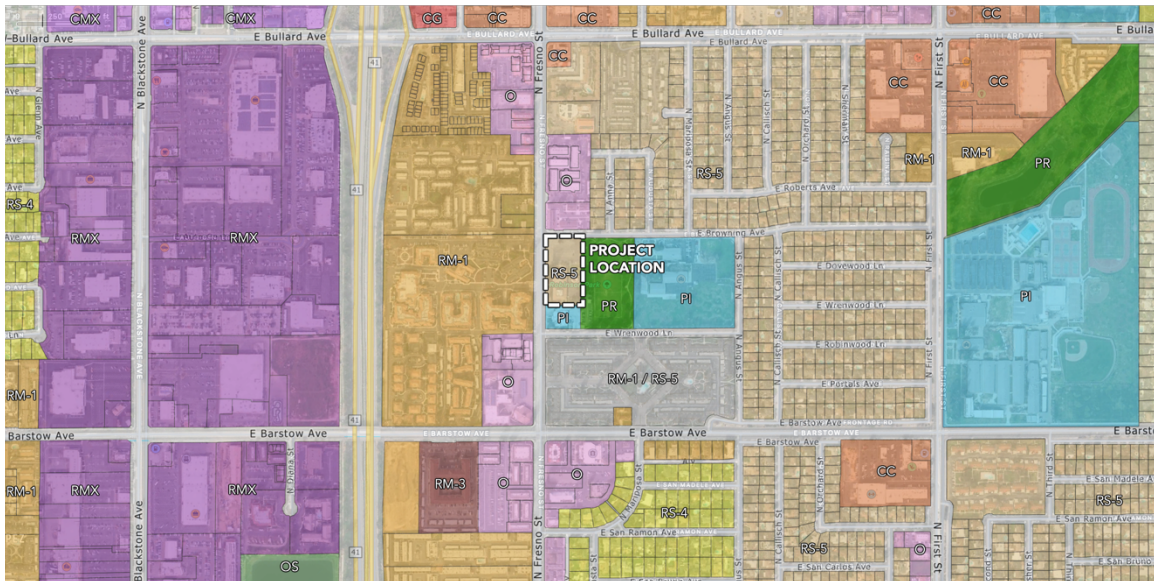


Figure 2. Current Zoning

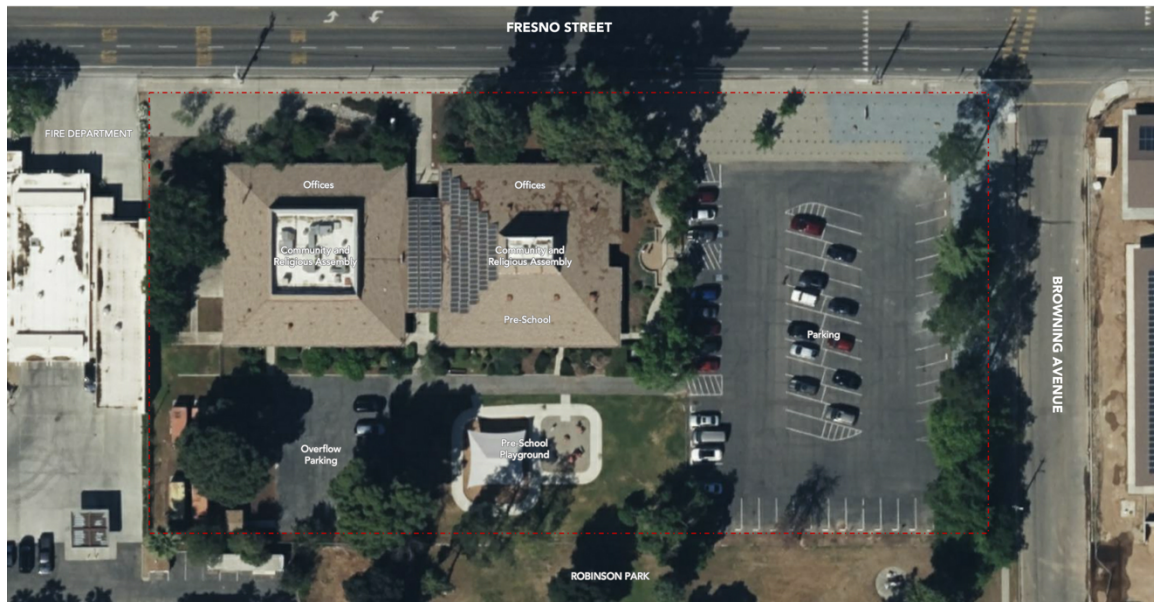


Figure 3. Existing Site Conditions

3. PROJECT VISION

Community UCC, in consultation with its planning advisor, has developed a conceptual site plan that includes:

- A multipurpose space for church and community assembly use;
- Approximately 106 residential units (including 100 multifamily apartments and 6 townhomes);
- Approximately 11,600 square feet of retail and office space;
- Approximately 4,000 square feet of office space for church administration, a Head Start preschool, and potentially other tenants.;
- An underground parking garage with approximately 273 spaces for use by the church, residential and commercial tenants, and potentially the adjacent park and school; and
- High-quality, environmentally sustainable landscaping and paseos.

To facilitate financial assessment of the development project, additional details for the conceptual suite plan are provided in Appendix 1.

The project concept emphasizes walkability, sustainability, and thoughtful urban design. It was developed to test the potential capacity of the site under the proposed Neighborhood Mixed-Use (NMU) zoning designation and to illustrate the values and priorities of Community UCC. The concept reflects the congregation's strong interest in creating a welcoming, inclusive, and community-serving environment—one that

supports housing, small businesses, civic life, and the continued presence of the church. It is intended as a best-case development scenario.

The congregation fully acknowledges that the vision is ambitious and will require ongoing refinement and creativity to bring it to life. One particular area where the church anticipates the need for flexibility is the proposed underground parking garage. While this design feature significantly improves the site's overall functionality, walkability, and open space potential, the congregation recognizes that it also adds substantial cost. If the underground parking garage is included in the final project, it is expected to serve both the development and the public, including Robinson Park and Robinson School, and it is hoped that the City of Fresno and Fresno Unified School District may be able to contribute financing up front or may be willing to pay for the use of some of the parking when it becomes available (no discussions of such an arrangement have yet been had with either organization).

Ultimately, Community UCC seeks a development partner who is willing to work with the congregation to shape a final plan that is both mission-aligned and market-realistic.



Figure 4. Conceptual Design

4. POTENTIAL DEAL STRUCTURE

Community UCC offers:

- A prime development site, potentially valued at up to \$2 million;
- A congregation committed to remaining on the site and supporting the development process through community outreach, design input, and rezoning participation;
- A well-conceived preliminary concept and willing planning support; and
- Good working relationships with the City of Fresno.

The church fully expects to work collaboratively with the selected developer to:

- Refine the development concept and program;
- Structure a feasible and mutually beneficial deal;
- Explore public-private financing options (e.g., pursuing City and/or school district support for a shared parking garage that could relieve overflow parking needs from Robinson Park and Robinson School).

Community UCC fully acknowledges the unique and complex nature of this project; to assist potential proposers in their analysis of the opportunity, a potential deal structure has been provided. The church is willing to be flexible and creative in order to find a deal structure that is beneficial to both parties, and fully anticipates that this will be refined after the selection of the preferred developer but before the execution of a development agreement. Considering that, a potential deal structure might work as follows:

- Community UCC retains ownership of the land under the entire site;
- The developer leases the entire property from Community UCC through a long-term ground lease with favorable terms;
- The developer leads the entitlement, financing, and construction of the full project, including the multipurpose building, housing units, retail spaces, office spaces, and the parking;
- The developer is responsible for all leasing and property management and receives all revenues;
- Head Start is allowed to lease part of the office space and open space as a continuation of their current operation on the site if they so choose;
- Community UCC gets free and exclusive use of a reasonable amount of office space for administrative functions; and
- Community UCC gets free and exclusive use of the multipurpose room on every Sunday as well as a reasonable number of additional days, and the selected developer will be free to rent and operate the room as a banquet hall/event center during other times for the developer's sole benefit.

5. PROPOSAL REQUIREMENTS

This RFP is intended to keep the barrier to entry low. Community UCC understands that there are still many project uncertainties and that no developer should be expected to invest heavily in design, legal review, or financial modeling at this early stage. Instead, we are seeking a qualified, mission-aligned partner who can share relevant experience, demonstrate a collaborative spirit, and offer high-level ideas for how the project might be structured. Proposals should include the following:

Letter of Interest

Describe your interest in the project and why your team is a good fit.

Team Overview

Identify the lead developer and any key partners. Provide resumes or short bios of principal team members.

Relevant Experience

Summarize 3 relevant past projects such as infill/mixed-use housing or community-centered developments. If any, please include your experience with faith-based development projects.

Approach to Partnership

Based on the illustrative deal structure in Section 4, share any initial thoughts, preferences, or questions about how the partnership might be structured. Feel free to identify any potential challenges or creative opportunities you foresee. We are not expecting detailed proposals at this stage — just a willingness to engage collaboratively.

Schedule and Capacity

Provide a general timeline for engagement, entitlement, financing, and construction. Confirm your team's current capacity to take on a project of this scale and complexity.

References

Please provide contact information for 3 past clients or public partners.

Again, no renderings, pricing, or design work are required or expected at this stage.

6. SELECTION CRITERIA

Community UCC will evaluate proposals based on the following criteria:

- Alignment with the church’s mission, values, and vision for the site;
- Experience with similar projects, especially with complex or mission-driven developments;
- Capacity and qualifications of the development team;
- Creativity and feasibility of the proposed partnership approach; and
- Willingness to collaborate and work through challenges together.

Shortlisted teams will be invited to interviews before a selection is made.

7. EXCLUSIVE NEGOTIATING AGREEMENT

Community UCC understands that this project presents unique complexities and requires early collaboration between the selected developer and the experienced Community UCC Mixed-Use Project Team. To reduce initial risk and demonstrate a good-faith commitment to move forward, Community UCC intends to enter into an Exclusive Negotiating Agreement (ENA) with the selected development team prior to developing and executing a formal development agreement.

The ENA will provide a defined period (anticipated to be 90 to 180 days) during which:

- The developer and Community UCC will negotiate project terms in detail;
- No other developers will be engaged or considered;
- Early steps may be taken on rezoning and design refinement; and
- Both parties may terminate the agreement if a final deal cannot be reached.

8. TIMELINE

MILESTONE	TENTATIVE DATE
RFP Issued	October 23, 2025
Deadline for Questions	December 8, 2025
Proposals Due	January 16, 2026
Shortlist Interviews	February 16, 2026
Developer Selected	March 9, 2026
ENA Executed	March 27, 2026
Development Agreement Executed	July 15, 2026

Timeline is approximate and subject to change based on project conditions, funding, City approvals, and internal scheduling.

9. SUBMITTAL

Please submit your proposal by January 16, 2026 at 4:00pm as a single PDF via email to:

Dan Zack, President, Zack Urban Solutions, Inc.
Planning Consultant to Community UCC
dan@zackurban.com

We look forward to receiving your proposal and collaborating on a precedent-breaking project that will benefit the church, its neighbors, the developer, and the broader Fresno community for decades to come.

10. RESERVATION OF RIGHTS

All concept designs, illustrations, and summaries included in this RFP are intended for illustrative purposes only. No architectural, engineering, or entitlement work has been completed, and the final project may differ substantially from the materials shown. Respondents should base their proposals on the project goals and vision described, not on specific design layouts. Community UCC has made reasonable efforts to ensure the accuracy of the information provided in this RFP, but makes no representations or warranties regarding existing site conditions, zoning status, or development feasibility. Respondents are responsible for conducting their own due diligence.

This RFP does not constitute a contract, offer of employment, or commitment of any kind by Community UCC. No contractual relationship shall exist unless and until a final written agreement is executed by both parties. All responses will be considered non-binding expressions of interest. Any and all terms outlined in proposals will be subject to negotiation and final agreement during the ENA process or subsequent development agreement. All materials submitted in response to this RFP become the property of Community UCC and may be used to inform project development. If proprietary or confidential material is included, it must be clearly labeled as such.

Community UCC reserves the right to reject any and all proposals, to waive minor irregularities in any proposal, and to modify or terminate the RFP process at any time for any reason. Submission of a proposal does not guarantee selection or award, nor does it obligate Community UCC to proceed with the proposed project or any development at all. Any costs incurred by proposers in preparing a response are solely the responsibility of the proposer.

APPENDIX 1: CONCEPTUAL SITE PLAN DETAILS

BUILDING 1			
Use	# of Units	SF/Unit	Total SF
Studio Apartments	9	500	4,500
1-Bedroom Apartments	9	750	6,800
2-Bedroom Apartments	9	1,000	9,000
3-Bedroom Apartments	9	1,500	13,500
Circulation (hallways, etc)	-	-	8,500
Retail	-	-	3,300
BUILDING 1 TOTAL	-	-	45,600

BUILDING 2			
Use	# of Units	SF/Unit	Total SF
Studio Apartments	16	500	8,000
1-Bedroom Apartments	16	750	12,000
2-Bedroom Apartments	16	1,000	16,000
3-Bedroom Apartments	16	1,500	24,000
Circulation (hallways, etc)	-	-	15,000
Retail	-	-	6,600
BUILDING 2 TOTAL	-	-	81,600

BUILDING 3			
Use	# of Units	SF/Unit	Total SF
4-Bedroom Townhouse	6	2,200	13,200
BUILDING 3 TOTAL	-	-	13,200

BUILDING 4			
Use	# of Units	SF/Unit	Total SF
Office	-	-	2,000
Head Start	-	-	2,000
Retail	-	-	1,700
Multipurpose Room	-	-	4,000
BUILDING 4 TOTAL	-	-	9,700

UNDERGROUND GARAGE			
Use	# of Spaces	SF/Space	Total SF
Parking Spaces	273	~162	44,000
Circulation, etc.			46,000
GARAGE TOTAL			90,000



Figure 5. Conceptual Roof Plan

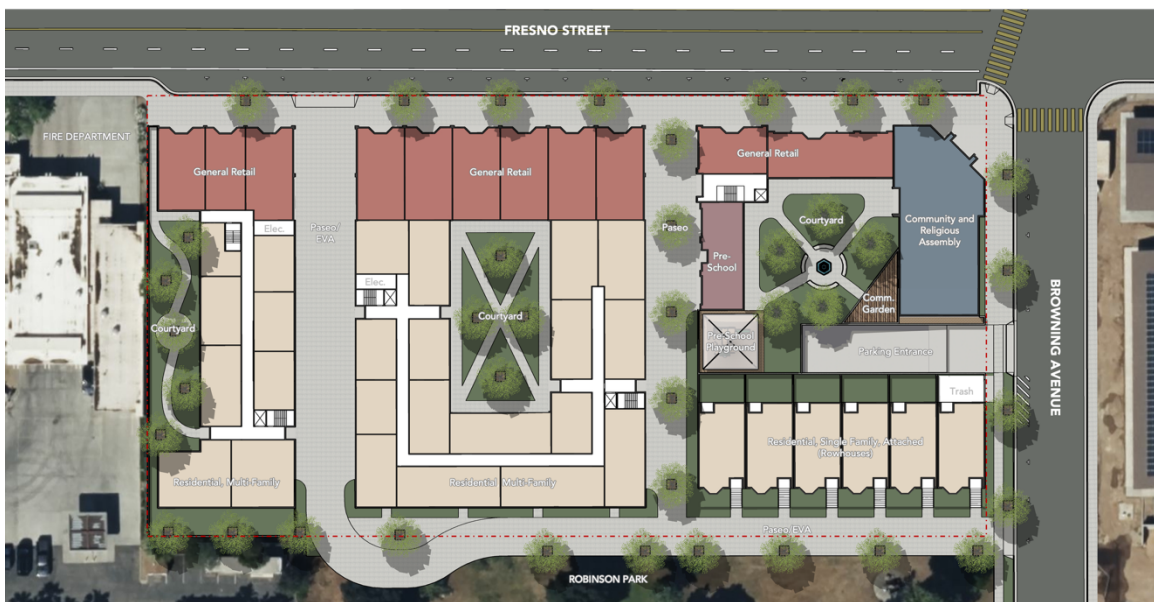


Figure 6. Conceptual First Floor Plan

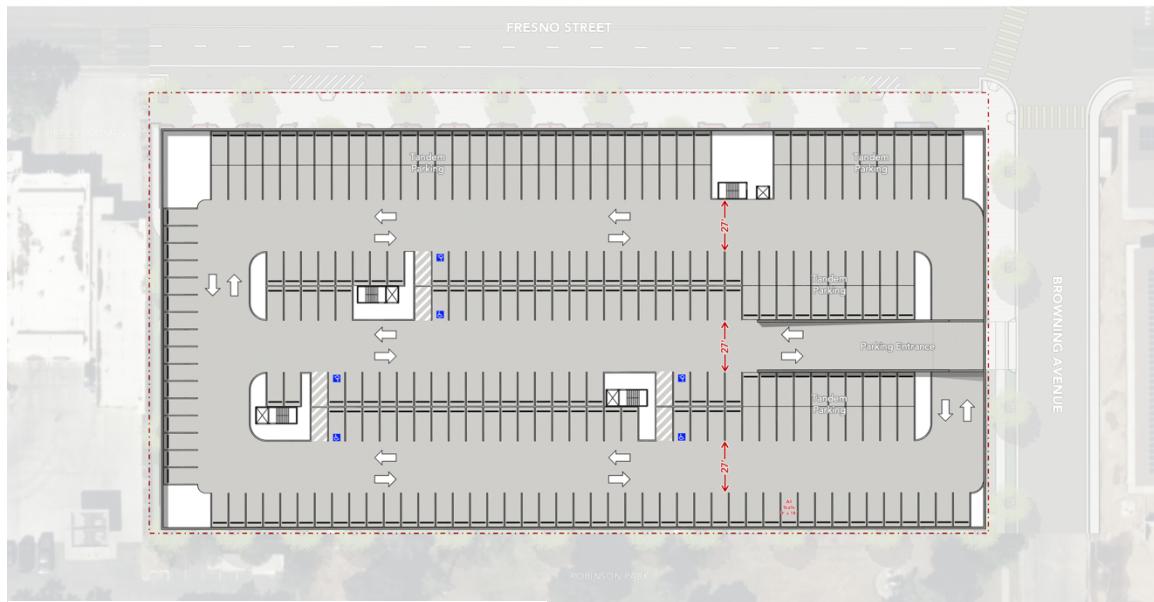


Figure 7. Conceptual Underground Garage Plan



Figure 8. Conceptual rendering, facing southeast



Figure 9. Conceptual rendering, facing southwest



Figure 10. Conceptual rendering, facing west