

assignment | challenge

Department of the Navy - Former MCAS El Toro

The Department of the Navy delegated the authority to dispose of property identified for closure under the Base Realignment and Closure Act (BRAC) and in accordance with federal real property disposal laws. The Navy requested that the U.S. General Services Administration ("GSA") conduct the auction on behalf of the Navy based on its experience in executing public sales of government property.

GSA engaged IRES to provide real estate marketing and disposition services for the sale of former Marine Corps Air Station (MCAS) El Toro, which is located in the City of Irvine, in Orange County, California. The MCAS El Toro, which IRES branded as "Heritage Fields" for marketing purposes, was comprised of approximately 3,700 acres with over 10.5 million square feet of building improvements. On January 5, 2005, Heritage Fields was made available for sale to the public via an online auction process. The Heritage Fields project was a multifaceted assignment with a very unique set of challenges and opportunities which IRES was able to overcome and capitalize upon during the almost two year timeframe.

The project included, but was not limited to the following challenges and solutions:

- Being that the property's public sale was extremely high profile as a result of nearly a decade of community debate over its future reuse, Colliers was required to execute all phases of the marketing process with a pre-approved public marketing message. The high level of political visibility also required sensitivities and sensibilities when interacting with the public and the media. Colliers created and implemented a comprehensive print media, trade show and web advertising campaign
- The property was entitled as public open space, with an "opportunity for enhanced entitlements" subject to a complex development agreement with the LRA (City of Irvine). The proposed Development Agreement was studied by Colliers and the potential economic impact on the property's value was reported to the client
- The responsibility to provide global exposure for the Heritage Fields acquisition opportunity necessitated the development of a comprehensive buyer tracking database, an integral and robust web site and the development and publication of the Invitations for Bids ("IFB") for distribution to over 2,500 interested parties

outcome | results

The sale of Heritage Fields, via on-line auction, closed in February, 2005. In realizing nearly \$650 million, the sale of Heritage Fields has been hailed as the most successful BRAC sale to date. The gross proceeds averaged over \$1.03 million per developable acre.



QUICK FACTS

INVESTMENT SALES
Public Online Auction

3,700 acres
 Mixed-Use Redevelopment
 \$649,500,000
 Irvine, CA

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CLIENT REFERENCE

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