



**REQUEST FOR PROPOSAL
FOR THE PURCHASE OF REAL ESTATE AND
DEVELOPMENT OF 603 BREVARD AVE (FKA COCOA
CITY HALL) COCOA FLORIDA 32922 SITUATED IN
THE COCOA COMMUNITY REDEVELOPMENT AREA**



Issue Date:
Monday,
January 22, 2018

Proposers:
Q & A Vision Forum:
2:00PM, Monday,
February 5, 2018

Proposal Due Date:
4:00PM, Monday, March 5,
2018

**City of Cocoa
Real Estate Development of
603 Brevard Avenue
Former City Hall Site**

**REQUEST FOR PROPOSAL
FOR THE PURCHASE OF REAL ESTATE, AND
DEVELOPMENT OF 603 BREVARD AVE (FKA COCOA
CITY HALL) SITUATED IN
THE COCOA COMMUNITY REDEVELOPMENT AREA IN
COCOA FLORIDA 32922**

The Cocoa Community Redevelopment Agency “CRA” invites developers, end-users and interested parties (collectively “Proposer”) to submit a Proposal to purchase and develop a .87-acre site located at 603 Brevard Avenue (FKA Cocoa City Hall), Cocoa Florida.

MANDATORY Proposers Q & A Vision Forum – 2:00 PM Monday February 5, 2018

Cocoa City Hall 3rd Floor Conference Room

A site visit will immediately follow this Mandatory Pre-Bid Conference. Latecomers will not be allowed to enter the mandatory Vision Forum and consequently will not be allowed to propose.

Due date for receipt of Proposals - Proposal Due Date – 4:00 PM Monday March 5, 2018.

Response packages shall be mailed or hand-delivered to the Office of the Purchasing Manager, located at 65 Stone St., Cocoa, Florida 32922. Responses received after the specified time and date will not be accepted. The City will not be responsible for mail delays, late or incorrect deliveries. The clock located in the lobby of the Office of the Purchasing Manager will be the official authority for determining late responses.

One (1) original (MARKED “ORIGINAL”) and five (5) copies and one (1) electronic copy on CD or USB Flash Drive in PDF format, of all responses and required attachments must be executed and submitted in a sealed envelope. Respondent shall mark response envelope, RFP# P-18-12-COC. Respondent name and return address must be clearly identified on the outside of the envelope.

SECTION I. BACKGROUND

The Cocoa Community Redevelopment Agency (CRA) invites Requests for Proposals to purchase and develop real estate for the property located at 603 Brevard Avenue (the former City Hall site) in Cocoa Florida.

This development of this site is expected to serve as a catalyst for redevelopment in the southern portion of Cocoa Village. The proposed project should be attractive, stimulate additional development activity, provide opportunity for new small business growth, and substantially add to the historical and cultural charm of Cocoa Village.

The future land-use for the property is “Commercial”. The property is zoned “Commercial

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Business District – Cocoa Village Overlay (CBD-CVO)” and “Cocoa Waterfront Overlay District”. Permitted uses are intended to allow and encourage more intensive office and commercial development, hotel and motel development, and multi-family residential development. The Cocoa Waterfront Overlay District is intended to establish urban design standards to perpetuate the positive design elements and the residential and commercial development patterns found within the CRA Area.

Respondents should review and evaluate the Zoning Code to determine the development requirements for these land uses and zoning designations before submitting a proposal. The Agency does not anticipate a future land-use or zoning change in relation to this site.

SECTION 2. ABOUT COCOA VILLAGE

The site is situated within historic Cocoa Village, the downtown core of the City of Cocoa. The Village is located adjacent to State Route 520, has a vibrant riverfront and community park on the Indian River, tree-lined streets, with more than 150 quality shops and gathering places where one can enjoy the relaxing atmosphere of a nostalgic riverside community such as dining at one of several gourmet restaurants, attending a show at the historic Cocoa Village Playhouse, an event at the historic Porcher House, take an Indian River Tour on the Indian River Queen, or plan a visit to the Florida Historical Society to find out more about all of Florida times past. More than 135,500 persons annually attend over one hundred different special events in Cocoa Village, ranging from Weddings, Seminars at the Civic Center, the Space Coast Marathon, and much more.

Future Waterfront Development Plan: The recent flurry of development interest underscores the importance of developing a revised vision for the Cocoa Waterfront that can be implemented within three to five years. The Cocoa CRA believes that improvement of the waterfront and its associated amenities is directly related to the image and viability of the City of Cocoa and its downtown. This will enhance attractiveness of the village and add value for residents, businesses, investors, developers, and visitors. The Plan is scheduled to be completed in March 2018, with implementation beginning in 2018/2019. In addition, with the upcoming redevelopment of 603 Brevard Avenue, this project will improve connectivity between South Cocoa Village and the Waterfront.

Florida Avenue Redevelopment: The recently completed \$3.4 Million Florida Avenue Complete Streets infrastructure project resulted in new sidewalks, shared bike/car lanes and lighting to improve mobility. This project has spurred interest in development along the corridor. Implementation of the Complete Streets Principals aligns with the master plan developed by the Cocoa Community Redevelopment Agency. This plan established six planning principals:

- Connect the river to the city
- Enhance and connect open space
- Livable approach to streets and traffic
- Expand Main Street district-wide
- Enhance the Village Arts image

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- Enhance the sub-districts

Since completion, the new Florida Avenue gateway to Cocoa Village, has spurred over \$1.5 million in new private sector retail, and dining establishments.

Florida Avenue Cocoa Village Gateway Entrance Feature: In Fiscal Year 2018, the Agency budgeted, \$260,000 for design and construction of a significant Cocoa Village Gateway feature, located on a currently vacant parcel of land at corner of 6 Florida Avenue and SR 520.

Shared Parking Perspective/Incentives: On May 2017 Rich and Associates Inc. were engaged to revise the Historic Cocoa Village Parking Study, originally completed in October 2007. The update sought to identify existing parking, analyze parking demands, and evaluate potential sites for feasibility of a parking facility.

The Study claims a current parking deficit of approximately 384 spaces in the downtown core and 232 spaces when the parking area is expanded further south towards the subject property and west (see Exhibit “A”). The deficit could increase if new development is built on existing parking lots without providing parking suitable to the use. The deficit may be reduced over time if 1) new businesses provide parking or pay towards parking or 2) the City enters into shared use parking agreements with private lot owners.

The CRA believes that an increase in parking could be achieved by maximizing on-street parking opportunities and incorporating parking requirements into a reissued RFP for 603 Brevard Avenue. The CRA intends to evaluate public private partnership opportunities with redevelopment that occurs in Cocoa Village, such as the future redevelopment of the Bank of America or other sites.

Proposals must include a shared public parking component within their development plan to address parking demands. A minimum of one hundred (100) parking spaces must be made available to the public in addition to the parking demand generated by the project. The parking facility aspect should include liners or other design features to mask parking use and create an attractive structure which aligns with and enhances the cultural and historical character of the Cocoa Village (include elevation drawings or other photos/illustrations).

The CRA and/or the City will consider entering into a shared parking agreement with the successful proposer under which the Proposer will provide public parking and assume the financial, technical and operational risk in the project. In return the CRA and/or City, would consider providing a financial incentive to compensate the Proposer for incorporating and providing public parking as a component of the project.

The CRA and the developer may petition the City of Cocoa, to, vacate a portion of Factory Street or John Garren Lane, to accommodate full use of the proposed site. The development of additional on street parking should be integrally designed with the proposed development, and the streetscape should also be considered.

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It should be noted that the property to the immediate south of the subject site may be available for sale. Respondents should investigate potential opportunities to combine available surrounding lots with the CRA property for purposes of proposing a larger unified development if possible.

The Agency is not aware of any soil or groundwater contamination that may adversely affect development. All asbestos was removed during the demolition process of the former Cocoa City Hall which was previously located on the site.

SECTION II. INTENT

The Cocoa CRA, by this RFP, sets forth its intent to sell/offer approximately **0.87 acres** within the CRA area to develop the site for its highest and best use consistent with the Cocoa CRA Redevelopment Plan and other master planning policies of the City and CRA. It is anticipated that the Proposer will be an experienced developer with a proven track record of successful projects relevant to this RFP. The Proposer will be required to enter into a binding development agreement with the City and/or the CRA which will set forth the agreed upon terms and conditions of the selected development proposal including a development schedule under which the project will be completed. The CRA and the City are seeking an experienced developer that is capable of immediately developing the Property.

SECTION III. PROPERTY DESCRIPTION

The Property is comprised of two parcels identified as parcel account numbers **24-36-33-75-00000 0-0002 00 and 24-36-33-75-00000 0-0003 00** with the Brevard County Property Appraiser Site and further described in the attached **Exhibit "B"**.

SECTION IV. UTILITIES

The property has access to all typical utilities including but not limited to water, electric, telephone, sewer, and internet.

SECTION V. CONCEPTUAL DEVELOPMENT AND VISION

- A. **Narrative and Vision Statement** – provide a clear statement for the Proposers' vision for the Site, including how the envisioned project will relate to the surrounding area and be a catalyst for economic and redevelopment within the community redevelopment area.
- B. **Conceptual Development Program** – prepare a narrative and a visual concept of the development proposal for the Site. Drawings may be "conceptual" in format, but should be detailed enough to reflect the scope of the proposed development. Drawings should be in color and drawn to scale to the extent possible.

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- C. **Green Solutions Encouraged.** Prepare a narrative explaining any creative and innovative design solutions including LEED Certified “green building” and sustainability.

SECTION VI. PROPOSAL REQUIREMENTS

Proposals must contain the following:

- (1) A detailed account of proposed terms and purchase price for the property.
- (2) An outline of alternatives/incentives requested to develop the shared parking component of the project.
- (3) The estimated number and type of permanent jobs that will be created by this development.
- (4) Resume of Proposer’s previous experience identifying not less than five (5) years of experience directly related to the proposed use/project type.
- (5) Concept or theme that does not severely duplicate or compete with any other business but would add to and or complement the current market enhancing the vitality and vibrancy of Cocoa Village, including, but not limited to, high density residential and commercial development, including mixed ancillary uses such as a grocery/general store, drug store, or financial institution in the Cocoa Community Redevelopment Area.
- (6) Time periods for commencing and completing construction, and opening for business.
- (7) Estimated development cost, and verifiable evidence of financial capability.
- (8) A design, with scaled drawings that demonstrate the project meets neighborhood design criteria as set forth in the current zoning requirements.
- (9) A colored rendering of the site and front, back and side elevations of building (s) and decorative structures such as hardscape features and entrance signs.
- (10) A primary contact name and numbers including phone, fax, and email.
- (11) A list of any previous CRA and/or City-project or project funded in whole or in part by the CRA and/or the City that the Proposer or any member of the Proposer’s team was involved with, whether directly or indirectly.
- (12) A signed Proposal Form (**Exhibit “C”**).

SECTION VII. PREFERRED PROPOSAL

The preferred proposal should provide:

- (1) Information relating to the development and management team including but not limited to:
 - A. A description of the development team.
 - B. Be prepared, at some point in the review process to provide evidence of financial capacity to fund the project, supporting the Proposer’s capability of undertaking this project.
 - C. A complete description of the Proposer’s entity (corporation, partnership, etc.)
- (2) A commitment to develop and operate a community oriented retail / residential/ office / public parking development that provides the most intensive use of the site with an emphasis on

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neighborhood uses that are complimentary to the current retail developments in Cocoa Village. The proposed development project must fit within the historical Cocoa Village and Cocoa Waterfront Master Plan in scale and design.

(3) Documentation evidencing that the Proposer has relevant and significant experience in successfully producing the proposed project or projects similar to the proposed project. The documentation should include a detailed list of such projects and background information regarding each project so the scale and quality of the project(s) can be evaluated by the City and the CRA.

SECTION VIII. INCENTIVES

The CRA and/or the City may provide:

- (1) Assistance with the application and receipt of any City regulatory approvals as required for site plan approval.
- (2) Streetscape improvements in the right-of-way.
- (3) Modifications to existing public utilities if necessitated by the City vacation of existing streets and alleys.
- (4) A shared parking agreement to incorporate into the project the public parking component for the Cocoa Village Area.

SECTION IX. Proposers Q & A Vision Forum – 2:00PM, Monday February 5, 2018.
Cocoa City Hall 3rd Floor Conference Room

This will be an opportunity to attend a pre-proposal forum for the purposes of proposal vision casting and to address any Questions and Answers relative to the development of the proposal. Appropriate staff will be in attendance. Relevant documents such as the Parking Study will be available on the CRA webpage.

SECTION X. PROPOSAL PACKAGE

Please submit One Original marked "Original" and five (5) copies of the Proposal and one (1) electronic copy on CD or USB Flash Drive in PDF format.

SECTION XI. DELIVERY

Proposals should be marked "PROPOSAL FOR 603 BREVARD AVENUE (FKA COCOA CITY HALL) REDEVELOPMENT SITE" and delivered:

- (1) By hand, courier, FEDEX or otherwise to the Office of the Purchasing Manager, located at 65 Stone St., Cocoa, Florida 32922, City of Cocoa, Florida; or
- (2) By USPS mail to Purchasing Manager, at 65 Stone St., Cocoa, Florida 32922, City of Cocoa, Florida.

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SECTION XII. DEADLINE 4:00 P.M. LOCAL TIME – Monday March 5, 2018

Proposals received after the specified time and date **will not** be considered. The CRA will not be responsible for failure of the United States Postal Service, private courier, or any other delivery means to deliver a proposal to the appointed place at the specified time to be considered. The clock located in the lobby of the City Hall will be the official authority for determining late responses.

SECTION XIII. SELECTION

Proposals will be ranked in accordance with and must meet the RFP selection criteria in the attached Exhibit "D". Staff shall review all qualified proposals and the proposal selected, if any, that is determined to be in the public interest for uses in accordance with the CRA's Redevelopment Plan and other master planning documents of the City and CRA. Qualified proposals received by the CRA will be presented to the Cocoa CRA Board for consideration of ranking all qualified proposals. The Proposer that has submitted the top ranked proposal will be asked to negotiate and approve a binding development agreement (including a shared public parking agreement) with the City and/or CRA. The CRA reserves the right, at its sole discretion, with or without notice, to cease and/or commence negotiations with any of the Proposers that have submitted a ranked proposal at any time. Any binding development agreement shall be approved separately from the rankings by, and at the sole discretion of, the City Council of Cocoa and/or the Agency Board and shall depend on numerous factors including the Proposer's ability to accept the terms and conditions of a development project which the City and the CRA find desirable.

SECTION XIV. DEVELOPMENT AGREEMENT

Subsequent to the award, a finalized development agreement (including a shared public parking agreement) between the City and/or CRA and the Proposer must be approved by the City and/or CRA Board.

SECTION XV. INQUIRIES AND QUESTIONS.

All inquiries, questions, requests for interpretation, correction, or clarification can be made to City of Cocoa Purchasing Contract Manager, Sonja Hamilton-Suarez 321-433-8833, or email ssuarez@cocoafl.org. If it becomes necessary to revise or amend any part of this RFP, the Purchasing Manager will furnish the revision by written Addendum to all prospective Proposers who are recorded with the CRA as having received an original RFP.

PROPOSERS AND PERSONS DESIRING TO RESPOND TO THIS RFQ ARE HEREBY NOTIFIED THAT ALL COMMUNICATIONS REGARDING THIS RFQ, WHETHER IN WRITING, ELECTRONIC, VERBAL, OR BY SOME OTHER MEANS, AND WHETHER MADE INDIRECTLY BY THIRD PARTIES OR DIRECTLY BY THE PROPOSER OR PERSON DESIRING TO RESPOND TO THIS RFP SHALL BE SUBMITTED TO THE CITY'S PURCHASING MANAGER, EXCEPT LEGAL MATTERS MAY BE DIRECTED TO THE CITY

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ATTORNEY/AGENCY ATTORNEY DIRECTLY OR THROUGH THE PURCHASING MANAGER. EXCEPT AS EXPRESSLY REQUIRED BY THIS RFQ FOR FORMAL PRESENTATIONS (IF ANY), ANY INDIRECT OR DIRECT COMMUNICATIONS AND LOBBYING REGARDING THIS RFQ MADE TO MEMBERS OF THE CITY COUNCIL, MEMBERS OR AGENCY MEMBERS, OR ANY SELECTION ADVISORY COMMITTEE, OR ANY OTHER CITY OFFICIAL ARE STRICTLY PROHIBITED AND SHALL CONSTITUTE GROUNDS FOR IMMEDIATE DISQUALIFICATION.

SECTION XVI. CITY AND AGENCY RESERVATIONS

A. The CRA reserves the right to:

- (1) Modify, waive, or otherwise vary the terms and conditions of this RFP at any time, including but not limited to, deadlines for submission and proposal requirements.
- (2) Hear presentations from the top-rated firm(s).
- (3) Select one or more proposals to develop the entire site or a portion thereof; or award the developments rights for the site to more than one developer.
- (4) Waive irregularities in the proposals.
- (5) Reject or refuse any or all proposals.
- (6) Cancel and withdraw this RFP at any time.
- (7) Negotiate with any or all Proposers to obtain terms most beneficial to the CRA.
- (8) Accept the proposal which, in its sole and absolute discretion, best serves the interest of the CRA.

B. By submitting a proposal under this RFP, the Proposer understand and agrees that some aspects of the proposed Project will require the approval of the City, which is a separate legal entity. As such, any approval items required by the City are outside the control of the CRA and shall require separate consideration by the City. The City reserves the right to approve such items at the City's sole and absolute discretion.

SECTION XVII. DISCLOSURE

- (1) Information contained in this RFP is believed to be reliable; however, interested parties should rely on their own experts for counsel.
- (2) All proposals submitted to the CRA are subject to public disclosure pursuant to Chapter 119, Florida Statutes. However, proposals will be exempt from public records disclosure for a period of time in accordance with Section 119.071, Florida Statutes. Furthermore certain exemptions to the public records law are also statutorily provided for under section 119.07, Florida Statutes and other applicable laws, for certain information such as "trade secrets". If the Proposer believes any of the information contained in his or her response is exempt from the Public Records Law, then the respondent must in his or her response, specifically identify the material which is deemed to be exempt and cite the legal authority for the exemption, otherwise, the City and CRA will treat all materials received as public records.

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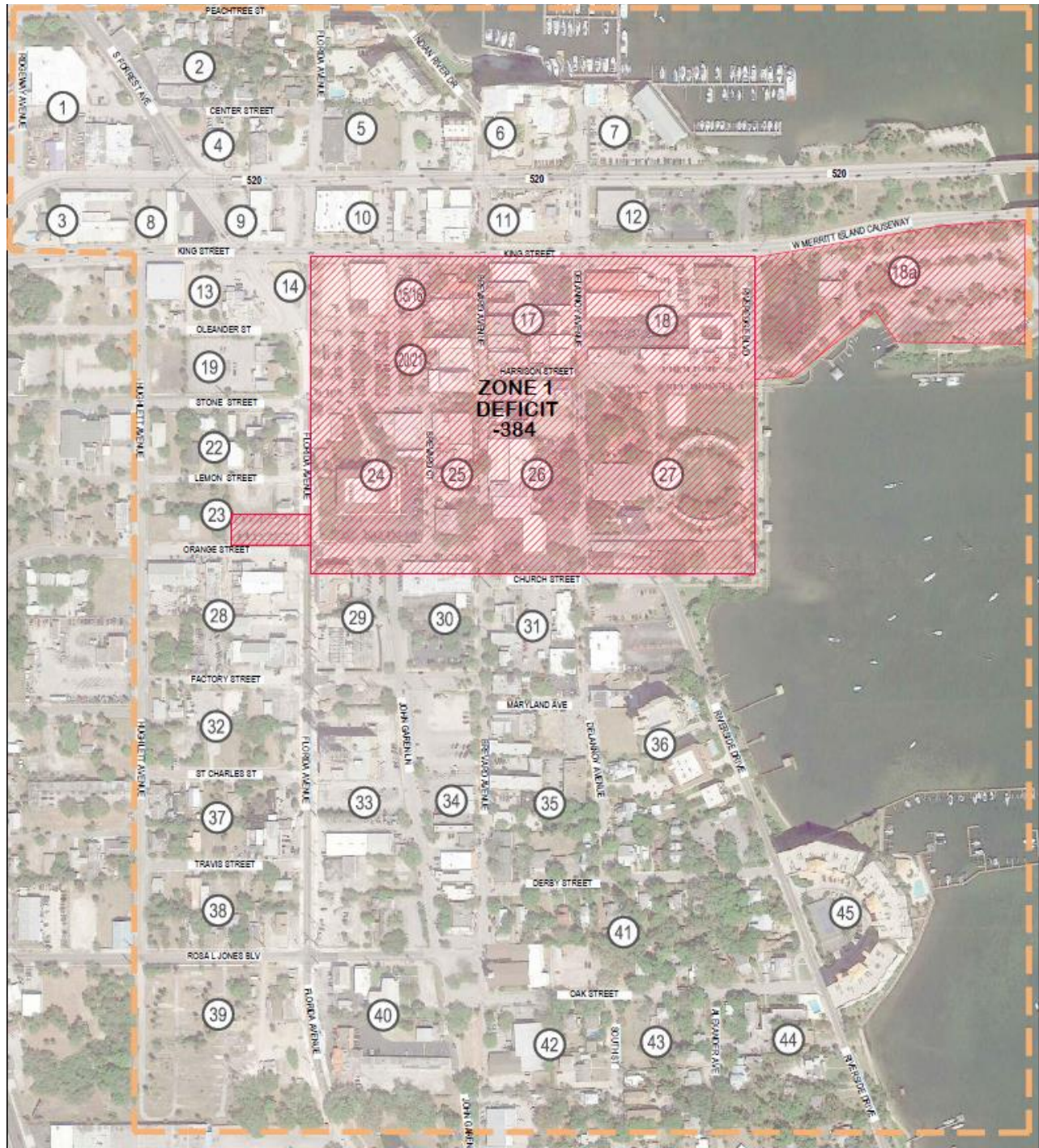
(3) PUBLIC ENTITY CRIMES - A person or affiliate who has been placed on the Convicted Vendor List following a conviction for a public entity crime may not submit a response on a contract to provide any goods or services to a public entity, may not submit a response on a contract with a public entity for the construction or repair of a public building or perform any public work, may not submit a response for leases of real property to a public entity, may not be awarded or perform work as a contractor, supplier, subcontractor, or consultant under a contract with any public entity, and may not transact business with any public entity in excess of the threshold amount provided in Section 287.017 Florida Statutes, for CATEGORY TWO for a period of 36 months from the date of being placed on the Convicted Vendor List. A person or affiliate on the Convicted Vendor List will not be considered under this RFP by the City and CRA.

(4) The City and CRA are not responsible for any expenses that Proposers or prospective Proposers may incur in preparing and submitting responses called for in this request. The City and CRA will not pay for any out-of-pocket expenses, such as word processing; photocopying; postage; per diem; travel expenses; and the like, incurred by the respondent. The City and CRA will not be liable for any costs incurred by the respondent in connection with any interviews/presentations (i.e., travel, accommodations, etc.). Proposers are hereby advised that Proposers submit or consider submitting proposals under this RFP at their sole risk and that the City and CRA will not be liable or responsible for any claims for damages or equitable relief resulting from the City's and CRA's exercise of its discretion to approve or reject any proposal submitted in furtherance of this RFP. Nothing contained in this paragraph or elsewhere in this contract is in any way intended either to be a waiver of the limitation placed upon the City's and CRA's liability as set forth in Section 768.28 Florida Statutes, or to extend the City's and CRA's liability beyond the limits established in said Section 768.28 Florida Statutes.

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Core Parking Deficit Zone 1



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EXHIBIT "B"

Legal Description:

Lots 2 and 3, SINGLETON'S FIRST ADDITION TO COCOA,
according to the plat thereof, as recorded in Plat Book 1, Page 28, of
the Public Records of Brevard County, Florida

Parcel No 24-36-33-75-00000 0-0002 00
24-36-33-75-00000 0-0003 00



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**EXHIBIT "C"
PROPOSAL FORM**

REQUEST FOR
PROPOSAL FOR
COCOA CRA 603 BREVARD AVENUE (FKA Cocoa City Hall)
Monday January 22, 2018

By submitting an RFP proposal and executing below, the undersigned individual hereby represents and warrants that they have the full authority on behalf of Proposer to submit this RFP package to the Cocoa Community Redevelopment Agency, and bind the Proposer to the terms and conditions of this RFP. The Proposer represents and warrants to the Cocoa Redevelopment Agency that they have read, understand, and agree to abide by all the terms and conditions set forth in the RFP Package and all subsequently issued addendums. Further, Proposer certifies, represents, and warrants that all information contained in Proposer's RFP submittal is accurate and truthful and that the Cocoa Community Redevelopment Agency will rely on said information during the RFP process. Proposer further understands and agrees that misleading, fraudulent, untruthful, and deceitful information, whether presented to the CRA in writing or verbally, shall be grounds for immediate disqualification. Additionally, Proposer agrees that the Cocoa Community Redevelopment Agency shall have the sole discretion to rank respondents to this RFP. The final ranking of the qualifications of all Proposers by the CRA do not guarantee that any of the highest ranked Proposers will be selected to develop the property required by this RFP.

The undersigned certifies that the enclosed proposal is being submitted and is subject to the terms and conditions as outlined in the Request for Proposal as issued by the CRA on Monday January 22, 2018.

Name of Company/Organization

Signature of individual
submitting proposal for above
Company/Organization

Date _____

Printed name of individual

Phone _____

E-mail address

Fax _____

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**Exhibit “D”
Selection Criteria**

Proposer Name: _____

Evaluator: _____

| Scale | Weight | | |
|--------------|---------------|--|---------------|
| | | 1. Professional Abilities/Experience - 35 points | (0-35) |
| | | a. Relevant development/redevelopment experience | (0-10) |
| | | b. Relevant Private/Public Partnership experience | (0-5) |
| | | c. Relevant Experience of this project size and scope | (0-10) |
| | | d. Ability/Capacity to Produce Services in a timely manner | (0-10) |
| | | 2. Financial Feasibility - 25 points | (0-25) |
| | | Sufficient evidence of financial ability | (0-15) |
| | | Demonstration of project financial feasibility | (0-10) |
| | | 3. Concept Development/Overall Vision – 30 points | (0-30) |
| | | Meets Zoning and Cocoa Overlay District Requirements | (0-10) |
| | | Creative/Innovative Design and sustainability solutions Meeting Cocoa CRA goals and objectives | (0-10) |
| | | Vision is well thought out, will add value to Cocoa Village, and is likely to attract additional investment | (0-10) |
| | | 4. Development Schedule – 10 Points | (0-10) |
| | | Project commencement (hard start) within 12 months | (0-5) |
| | | Project Schedule Clearly Delineated | (0-5) |

TOTAL SCORE: _____ **RANK:** _____

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Comments/Justification:

Professional Abilities of Personnel

Approach to and Understanding of Scope of Service

Location/Familiarity with City of Cocoa
