COCOA REDEVELOPMENT AGENCY

AGENDA
COCOA REDEVELOPMENT AGENCY
REGULAR MEETING
COCOA CITY HALL COUNCIL CHAMBERS
65 STONE STREET, COCOA, FL 32922

December 12, 2017
5:00 PM

I. **CALL TO ORDER**
ROLL CALL
INVOCATION
PLEDGE OF ALLEGIANCE

II. **APPROVAL OF AGENDA AND MINUTES**

III. **DELEGATIONS**

IV. **PRESENTATIONS**

V. **ACTION ITEMS**
1. Oaks Mobile Home Site Draft Request for Proposals
2. 603 Brevard Avenue Draft Request for Proposals

VI. **ATTORNEY'S REPORT**

VII. **UPDATES AND STAFF REPORTS**
1. 5-Year Water Front Master Plan (verbal update)
2. Oaks Mobile Home Site Conveyance & Financing Options (verbal update)
3. Parking Study (verbal update)

VIII. **NEXT MEETING DATE**
The next regularly scheduled meeting of the Cocoa Redevelopment Agency will be on Tuesday, January 9, 2018 at 5:00 PM at the Cocoa City Hall, 65 Stone Street, Cocoa, Florida.

IX. **ADJOURNMENT**

NOTICE TO THE PUBLIC: This is a public meeting. All interested parties may attend. The facility wherein this meeting will be held is accessible to the physically handicapped. Please be advised that more than one member of the City Council may attend.

Pursuant to Section 286.0105, *Florida Statutes,* the City hereby advises the public that: if a person decides to appeal any decision made by this board with respect to any matter considered at its meeting or hearing, that person will need a record of the proceedings and for such purpose, affected persons may need to insure that a verbatim record of the proceedings is made, and such record shall include the testimony and evidence upon which the appeal is to be based. This notice does not constitute consent by the City for the introduction or admission into evidence of otherwise inadmissible or irrelevant evidence, nor does it authorize challenges or appeals otherwise allowed by law. This agenda is posted on the Municipal Bulletin Board and at the Central Brevard Library and Reference Center in Cocoa for public review.

MINUTES
CITY OF COCOA
COCOA COMMUNITY REDEVELOPMENT AGENCY
REGULAR MEETING
November 14, 2017

The Cocoa Community Redevelopment Agency held a regular meeting at 4:30 p.m. at Cocoa City Hall, 65 Stone Street, Cocoa, FL. as publicly noticed.

I. CALL TO ORDER /ROLL CALL:

Henry U. Parrish, III	Chairman
Don Boisvert	Vice Chairman
Jan Stewart	Agency member
Jeri Blanco	Agency member
Ed Lanni	Agency member
Clarence Whipple Jr.	Agency member
Brenda Warner	Agency member
Anthony Garganese	Agency Counsel

Vice Chairman Boisvert called the meeting to order at 4:36 pm

PRESENT:

Don Boisvert	Vice Chairman
Jeri Blanco	Agency member
Jan Stewart	Agency member
Ed Lanni	Agency member
Clarence Whipple Jr.	Agency member
Anthony Garganese	Agency Counsel
Torri Edwards	Recording Secretary

ABSENT:

Henry U. Parrish, III	Chairman (arrived 5:04 pm)
Brenda Warner	Agency member

STAFF PRESENT:

John Titkanich Jr., AICP, City Manager, **Matt Fuhrer,** Assistant City Manager, **Karen Hamilton,** Community Services Director, **Nancy Bunt**, Deputy Community Services Director, **Larry Lallo**, **CEcD**, **EDFP**, Economic Development Manager and **Samia Singleton**, Redevelopment Specialist.

Agency member Whipple, Jr. provided the invocation and **Agency member Lanni** led the assembly in the Pledge of Allegiance to the Flag of the United States of America.

II. **APPROVAL OF AGENDA /MINUTES:**

* **A MOTION was made by Agency member Lanni; SECONDED by Agency member Whipple, Jr. to approve the agenda for the regular meeting of November 14, 2017 as written.**

AYES: Boisvert, Blanco, Whipple, Stewart, Lanni

MOTION CARRIED UNANIMOUSLY (5-0)

* **A MOTION was made by Agency member Lanni; SECONDED by Agency member Whipple, Jr. to approve the minutes of the regular meeting of October 10, 2017.**

AYES: Boisvert, Blanco, Whipple, Stewart, Lanni

MOTION CARRIED UNANIMOUSLY (5-0)

III. **DELEGATIONS:**

NONE

IV. **PRESENTATIONS:**

NONE

V. **ACTION ITEMS:**

1. Commercial Façade Improvement Program Grant-300 N. Cocoa Blvd:

Mr. Lallo stated Anthony O'Flaherty is requesting a Commercial Façade Improvement Program grant, in the amount of $5,000. **Mr. Lallo** described the list of improvements planned for this location.

* **A MOTION was made by Agency member Lanni; SECONDED by Agency member Whipple, Jr. to approve the request for a Commercial Façade Improvement Program grant in the amount of $5,000 for the property located at 300 N. Cocoa Blvd.**

AYES: Boisvert, Blanco, Whipple, Stewart, Lanni

MOTION CARRIED UNANIMOUSLY (5-0)

2. Budget Transfer to Professional Services:

Ms. Singleton stated staff is requesting a budget transfer of $12,706 to cover the cost of demolition of the former Coast Guard Auxiliary Building and playground equipment at Lee Wenner Park. **Mr. Titkanich** noted the building is vacant and in a state of disrepair. He added that the playground equipment is not functioning and repairing the equipment is not cost effective.

* **A MOTION was made by Agency member Whipple, Jr.; SECONDED by Agency member Stewart to approve a budget transfer of $12,706 from the Infrastructure Account (110-3230-559.63-00) to the Professional Services Account (110-3230-559.31-00) to cover the costs of demolition of the former Coast Guard Auxiliary Building and playground equipment in Lee Wenner Park.**

AYES: Boisvert, Blanco, Whipple, Stewart, Lanni

MOTION CARRIED UNANIMOUSLY (5-0)

3. 5-Year Waterfront Master Plan:

Mr. Titkanich is requesting approval for staff to move forward with the 5-Year Waterfront Master Plan and budget transfer of $35,000 from the Contingency Account to the Professional Services Account. In 2008, the Cocoa CRA retained Glatting Jackson Kercher Anglin to develop a Waterfront Master Plan to improve activity and connectivity of the waterfront. With the waterfront destruction caused by Hurricane Irma, and economic growth since 2008, the Cocoa CRA Board felt this is an opportune time to create a new Waterfront Vision that is achievable within 5 years.

Mr. Titkanich stated there is a scheduled meeting for the Cocoa CRA board on January 10, 2018, to discuss the 5-Year Waterfront Master Plan in more detail.

* **A MOTION was made by Vice Chairman Boisvert; SECONDED by Agency member Lanni to authorize staff to retain the services of Infrastructure Solutions Services to prepare a Five-Year Cocoa Waterfront Development Plan consistent with the 2008 Cocoa Waterfront Master Plan; and approve a budget transfer of $35,000 from the Cocoa CRA Contingency Account (110-3230-559.39-00) to the Professional Services Account (110-3230-559.31-00) to cover the costs of preparing the Five-Year Plan.**

AYES: Parrish, Boisvert, Blanco, Whipple, Stewart, Lanni

MOTION CARRIED UNANIMOUSLY (6-0)

4. Oaks Mobile Home Site RFP:

Mr. Lallo stated that in 2016 there was a Memorandum of Understanding between the City and Cocoa CRA. The City agreed to convey the property to the Cocoa CRA if they were successful in negotiating an acquisition of the former Oaks Mobile Home site. **Mr. Lallo** noted the property was surveyed and conducted a study of Highest and Best Use Analysis. The observation of the analysis showed market prices are rising consistently for several years and Cocoa Village is becoming an attractive destination location and desirous place to live.

Mr. Lallo stated the Highest and Best Use Analysis determined the highest market demand for the property is residential uses. **Mr. Lallo** recited the list of recommended development scenarios provided by the consultant firm.

* **A MOTION was made by Agency member Lanni; SECONDED by Agency member Blanco to authorize staff to prepare, issue, and market a Request for Proposals (RFP) for development, subject to the conveyance of the property from the City to the CRA, to redevelop the 4.32 acre former Oak Mobile Home Park site at 915 Florida Avenue consistent with the Highest and Best Use Analysis. Additionally, authorize the agency attorney to prepare the necessary real estate document for conveyance of the property as well as direct staff to evaluate, prepare, and present financing options and alternatives to the CRA board to acquire the property from the City.**

AYES: Boisvert, Blanco, Whipple, Stewart, Lanni

MOTION CARRIED UNANIMOUSLY (5-0)

5. Parking Study/Former City Hall Site RFP:

Ms. Hamilton is requesting the board provide staff direction to either continue the original April 28, 2017 RFP or withdraw the RFP and direct staff to reissue a revised RFP to include the public parking component as part of the redevelopment project. **Ms. Hamilton** provided background information on the current RFP.

Ms. Hamilton explained the parking study process, criteria that was addressed, and parking study results. **Ms. Hamilton** stated that staff agrees that on street parking could be a viable option and should be incorporated into the RFP if reissued. **Ms. Hamilton** recommends the CRA look into public-private partnership opportunities.

Mr. Bill Baer of 4105 Old Settlement Rd, Merritt Island, FL, stated a RFP was issued with three (3) responses. Mr. Baer stated a lot of time, energy, and money was spent on his proposal. His goal is to provide more parking for Cocoa Village not for financial gain. Mr. Baer stated his RFP did included parking and should be discussed before withdrawing current RFP.

Aleck Greenwood, of 640 Brevard Ave., Cocoa, FL, inquired if Chase Bank and Bank of America are potential partnership opportunities for the City of Cocoa. **Mr. Titkanich** stated the parking consultants did not evaluate partnership acquisition. Mr. Greenwood stated his support for developing on vacant sites with additional parking available.

* **A MOTION was made by Agency member Whipple, Jr.; SECONDED by Vice Chairman Boisvert to provide Agency staff direction to either continue the original April 28, 2017 RFP for 603 Brevard Avenue or withdraw the RFP and direct staff to reissue a revised RFP which includes a public parking component of the redevelopment project.**

AYES: Parrish, Boisvert, Blanco, Whipple, Stewart, Lanni

MOTION CARRIED UNANIMOUSLY (6-0)

VI. ATTORNEY'S REPORT:

NONE

VII. UPDATED AND STAFF REPORTS:

1. **FIND Grant-Riverfront Park Boat Slips and Pedestrian Connector (verbal report):**

Mr. Lallo reported the FIND Grant application was approved to replace the day slips and T docks for the cost of $450,000. The FIND Grant will pay $250,000. The project must be completed in two (2) years.

* **A MOTION was made by Vice Chairman Boisvert.; SECONDED by Agency member Stewart to accept the Staff report on the FIND Grant update.**

AYES: Parrish, Boisvert, Blanco, Whipple, Stewart, Lanni

MOTION CARRIED UNANIMOUSLY (6-0)

VIII. NEXT MEETING DATE:

The next scheduled meeting of the Cocoa Community Redevelopment Agency will be held on Tuesday, December 12, 2017 at 5:00 PM in the Council Chambers located at Cocoa City Hall, 65 Stone Street, Cocoa, Florida.

X. ADJOURNMENT:

* **MOTION made by Vice Chairman Boisvert; SECONDED by Agency member Lanni to adjourn the regular meeting of November 14, 2017.**

AYES: Parrish, Boisvert, Blanco, Whipple, Stewart, Lanni

MOTION CARRIED UNANIMOUSLY (6-0)

MEETING WAS ADJOURNED AT 5:54 pm

_____

Henry U. Parrish III, Chairman

Respectfully Submitted By:

_____

Torri Edwards, Recording Secretary

AGENDA ITEM V – 1
Oaks Mobile Home Site RFP

MEMO DATE: December 4, 2017
AGENDA DATE: December 12, 2017
PREPARED BY: Samia Singleton, Redevelopment Specialist
REQUESTED ACTION: Approve and provide Agency staff with direction on the Draft Request for Proposals (RFP) to redevelop the 4.32 site at 915 Florida Avenue (FKA the Oaks Mobile Home Park) consistent with the Highest and Best Use Analysis.

BACKGROUND

In August 2017, the Cocoa Community Redevelopment Agency (CRA) authorized staff to engage Bass Fletcher Associates, Inc. to conduct a Highest and Best Use Analysis of 915 Florida Avenue (FKA the former Oaks Mobile Home Park site). The Analysis determined that development of the property with a residential townhome project with complete sellout of units, would be the highest and best use of the property.

Subsequently, staff engaged the Appraisal firm Tuttle-Armfield-Wagner Appraisals and Research Inc. to appraise the property. The Current, As Is Market Value of Entire Subject Property as of September 17, 2017, is $780,000

- The value of the portion of the subject property located within the City of Cocoa (parcel #24-36-33-80-23) measuring 4.32 acres - $750,000
- The value of the portion of the subject property located within the City of Rockledge (parcel #24-36-33-00-755) measuring 0.55 acres - $30,000.

The appraisal recommended residential use with the inclusion of neighborhood commercial.

The CRA authorized staff to prepare, issue, and market a Request for Proposals (RFP) to redevelop 915 Florida Avenue (FKA Oaks Mobile Home Park) consistent with the Highest and Best Use Analysis at the Regular Meeting on November 14, 2017.

The subject property is a 4.32 acres site located at the Southwest corner of Rosa L. Jones Blvd. and Florida Avenue. The property is owned by the City of Cocoa and comprised of two adjacent parcels of land. One site is situated at the intersection of Florida Avenue and Rosa L. Jones Blvd, in the City of Cocoa, containing 4.32 acres (24-36-33-80-00023). The other site is a .55-acre parcel (24-36-33-00-00755) located in the City of Rockledge.

Under Florida's Community Redevelopment Act (F.S. 163.380), prior to disposition of any real property or interest therein in a community redevelopment area, any county,

municipality, or community redevelopment agency shall give public notice of such disposition by publication in a newspaper having a general circulation in the community, at least 30 days prior to the execution of any contract to sell, lease, or otherwise transfer real property and, prior to the delivery of any instrument of conveyance with respect thereto under the provisions of this section, invite proposals from, and make all pertinent information available to, private redevelopers or any persons interested in undertaking to redevelop or rehabilitate a community redevelopment area or any part thereof.

SUMMARY

A Draft RFP for the purchase and redevelopment of the subject property is provided for the Board's consideration. The RFP provides proposal requirements, the future land-use and zoning designations for the site, results of the property appraisal, and outlines details of Highest and Best Use Study.

During the Highest and Best Use Analysis four different high intensity development scenarios were analyzed as follows:

- Small 1200 square foot Townhomes
- Medium 1600 Square foot Townhomes
- Large 2,000 square foot Townhomes
- Rental Units comprised of 1,000 square feet

The Highest and Best Use Analysis concluded the development of the property with residential medium sized townhomes is the highest and best use of the property.

The RFP seeks developers interested in developing a residential project with neighborhood commercial uses in Cocoa Village. The RFP would be issued at the beginning of January. A Question & Answer Vision Forum would be scheduled for approximately two weeks after issuance of the RFP. Proposals would be due within 30 days after the RFP is issued.

REVIEWED BY:

The City Manager, Community Services Director and Economic Development Manager have reviewed this agenda item.

City Manager

John A. Titkanich, Jr., AICP, ICMA-CM

Community Services Director

Karen D. Hamilton

Economic Development Manager

Larry J. Lallo, CEcD, EDFP

REQUESTED MOTION

Approve and provide Agency staff with direction on the Draft Request for Proposals (RFP) to purchase and redevelop the 4.32-acre site at 915 Florida Avenue (FKA Oaks Mobile Home Park), consistent with the Highest and Best Use Analysis.

COCOA REDEVELOPMENT AGENCY

REQUEST FOR PROPOSAL

FOR THE PURCHASE OF REAL ESTATE AND DEVELOPMENT OF 915 FLORIDA AVE (FKA OAKS MOBILE HOME PARK) COCOA FLORIDA 32922 SITUATED IN THE COCOA COMMUNITY REDEVELOPMENT AREA



Issue Date:
TBD

Proposers
Q & A Vision Forum
TBD – 2 Weeks after
issuance

Proposal Due Date:
TBD – 30 days after
issuance

REQUEST FOR PROPOSAL
FOR THE PURCHASE OF REAL ESTATE, AND DEVELOPMENT OF 915 FLORIDA AVE (FKA OAKS MOBILE HOME PARK) 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 P**roposal** to purchase and develop a **4.32-acre site** (parcel number 24-36-33-80-00023 0-0000.00)) situated at the Southwest corner of Rosa L. Jones Blvd and Florida Avenue, having an address of **915 Florida Ave (FKA Oaks Mobile Home Park),** Cocoa Florida (See Survey Attached). A companion .55-acre parcel (parcel number 24-36-33-00-00755) lies contiguous to the subject site, and is owned by the City of Cocoa. The companion parcel will be available to the selected Proposer for ancillary uses through an agreement.

Proposers Q & A Vision Forum - TBD
Cocoa City Hall 3rd Floor Conference Room

Due date for receipt of Proposals is – TBD

Response packages shall be mailed or hand-delivered to the Office of the Purchasing Manager, located at 65 Stone St., Cocoa, Florida 32922.

SECTION I. BACKGROUND

The Cocoa Community Redevelopment Agency (CRA) invites Requests for Proposals to purchase and develop real estate for the property located at 915 Florida Avenue in Cocoa Florida. The property is currently owned by the City of Cocoa. The CRA and the City entered into a MOU (Memorandum of Understanding) regarding the property in January 2016 subject to City acquisition. The CRA Board reaffirmed its intent to purchase the property from the City at the regularly scheduled November 2017 meeting. Conveyance of the site to the CRA is currently underway.

This development of this site is expected to serve as a catalyst for redevelopment in the western 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 charm of Cocoa Village. Proposers are encouraged to consider incorporating compatible neighborhood commercial uses on the NE portion of the site fronting Florida Avenue and Rosa L. Jones.

The property is zoned for Core Commercial (CC) use, primarily for high intensity urban development. The future land-use for the property is Mixed Use. This designation is intended for a wide range of urban style development. The main part of the property is

within the Cocoa Waterfront Overlay District. The district is intended to establish urban design standards to perpetuate the positive design elements and the residential and commercial development patterns found within the Cocoa Community Redevelopment Area.

Respondents are encouraged to review and evaluate the applicable Zoning Code (Exhibit A) 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. Cocoa was first settled in the mid-1800s and has evolved into one of Brevard County's premier shopping and entertainment districts.

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 750,000 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: Recent flurry of development interest underscores the importance of developing revised vision for the Cocoa that can be implemented within 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 February 2018, with implementation in 2018/2019. The development of 915 Florida Avenue 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 for pedestrians, bicyclist, motorists, and transit riders of all ages and abilities. The project is also highly significant as part of the City of Cocoa's vision for Historic Cocoa Village and the Cocoa Waterfront. Implementation of the Complete Streets Principals aligns with the master plan developed by the Cocoa CRA.

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
- Enhance the sub-districts

The new Florida Avenue Gateway to Cocoa Village spurred over $1.5 million in new private sector retail, and dining establishments.

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

Appraisal Report: An Appraisal report prepared by Tuttle Armfield Wagner Appraisal and Research, Inc., completed on October 16, 2017, appraised the subject site at $750,000, and the companion site at $30,000. The Maximally Productive Recommendation for the site was for a mixed-use commercial/residential development, featuring a commercial corner that would support office, or restaurant use, with the remainder of the site being developed for townhome use.

Highest & Best Use Analysis: In August 2017, the Cocoa CRA retained Bass Fletcher Associates, Inc. to conduct a Highest and Best Use Analysis to determine the highest and best and most market feasible use of the property. A report was issued on November 1, 2017.

Market research regarding this property focused on activity and prices within the immediate subject market, with consideration also of the larger market area. Attention was paid to development properties with the same zoning districts and market potential as this property. The analysis included the examination of sales of similar urban sites in other urban areas which are not directly competitive with this property. Emphasis was placed on properties with similar market appeal and those directly competitive with this property.

The Highest and Best Use Analysis makes the following observations:

- Prices within the market area of the property have been steadily increasing for several years.
- The Cocoa Village Area is increasingly becoming an attractive destination location and a highly desirous place to live.
- The site has 420 feet of frontage on Rosa L. Jones Blvd, and 460 feet of frontage on the newly redeveloped Florida Avenue, and is adequately served with public utilities.
- Several legally permissible uses were analyzed those being residential use; office use; cultural institution uses; hotels; services and retail/commercial use; and mixed-use projects.

- The highest market demand is clear only for residential uses.*

Four different high intensity development scenarios were analyzed as follows:

- Small 1200 square foot Townhomes
- Medium 1600 Square foot Townhomes
- Large 2,000 square foot Townhomes
- Rental Units comprised of 1,000 square feet

The analysis concluded the development of the property with residential medium sized townhomes is the highest and best use of the property.

The entire property is usable upland areas. Phase I and Phase II Environmental Site Assessments have been conducted and report there are no recognized environmental conditions.

The companion .55-acre parcel located in the City of Rockledge (parcel number 24-36-33-80-00023 0-0000.00) which lies contiguous to the subject site, and is owned by the City of Cocoa. The companion site has limited development potential because it is physically narrow (approx. 80 feet wide). The City will retain ownership of the site. Approved ancillary uses and maintenance for the companion site will be outlined in a Development Agreement with the City.

SECTION II. INTENT

The Cocoa CRA, by this RFP, sets forth its intent to sell/offer approximately **4.32 acres** within the Cocoa CRA to developing the site for its highest and best use.

SECTION III. PROPERTY DESCRIPTION

The Property is comprised of two parcels a **4.32-acre site** (parcel number 24-36-33-80-00023 0-0000.00) situated at the Southwest corner of Rosa L. Jones Blvd and Florida Avenue, having an address of **915 Florida Ave (FKA Oaks Mobile Home Park)** Cocoa Florida (See Survey attached as Exhibit B). A companion .55-acre parcel (parcel number 24-36-33-00-00755) lies contiguous to the subject site, and is owned by the City of Cocoa. The companion parcel will be available to the selected Proposer via a Development Agreement, for uses ancillary to the proposed development (See Survey the attached as Exhibit C).

SECTION IV. UTILITIES

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

SECTION V. CONCEPTUAL DEVELOPMENT AND VISION

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* Property Appraisal recommended residential with inclusion of corner commercial.

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.

C. Creative and innovative design solutions are encouraged, including LEED Certified "green building" and sustainability.

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SECTION V. PROPOSAL REQUIREMENTS

Proposals must contain the following:

(1) A detailed account of proposed terms and purchase price.

(2) Resume′ of Proposer's previous experience identifying not less than five (5) years of experience directly related to the proposed use/project type.

(3) 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, if neighborhood commercial is proposed.
Time periods for commencing and completing construction, and opening for business.

(4) Estimated development cost, and verifiable evidence of financial capability.

(5) A design, with scaled drawings that demonstrates the project will meet design criteria as set forth in the current zoning requirements represented in Exhibit "A", attached.

(6) A rendering of the site and building (s).

(7) A primary contact name and numbers including phone, fax, and email.

(8) 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.

(9) A signed Proposal Form (Exhibit D).

SECTION VI. 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 residential townhome development that would be connected to the community and is complimentary to the Cocoa Village aesthetic, and incorporate compatible commercial uses in that portion of the site fronting on Florida Avenue.

(3) Evidence of the Proposer's direct experience in producing the proposed project including the quality and quantity of similar projects by the Proposer.

SECTION VII. INCENTIVES

The Cocoa CRA and/or 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) The companion site for ancillary uses such as stormwater water management. Approved uses will be outlined in a Developers Agreement with the City.

SECTION VIII. **Proposers Q & A Vision Forum – TBD**
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. Applicable City Staff will be in attendance. Relevant documents will be available on the CRA webpage.

SECTION IX. **PROPOSAL PACKAGE**

Please submit five (5) copies of the Proposal and one (1) electronic copy on CD in PDF format.

SECTION X. **DELIVERY**

Proposals should be marked "PROPOSAL FOR 915 FLORIDA AVE (FKA OAKS MOBILE HOME PARK) 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.

SECTION XI. **DEADLINE – TBD**

Proposals received after the specified time and date **will not** be considered. The Cocoa 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.

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SECTION XII. SELECTION

Proposals must meet the RFP selection criteria (Exhibit E). 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 Plan, will be presented to the Cocoa CRA for its consideration of rankings and for approval of projects.

SECTION XIII. DEVELOPMENT AGREEMENT

Subsequent to the award, the Proposer and Cocoa CRA will enter into a development agreement.

SECTION XIV. INQUIRIES AND QUESTIONS.

All inquiries, questions, requests for interpretation, correction, or clarification can be made to City of Cocoa Purchasing Manager, Sonja Hamilton, 321-433-8833, or email shamilton@cocoafl.org, or by FAX 321-433-8860.

SECTION XV. CRA RESERVATIONS

The Cocoa 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) Reserves the right to hear presentations from the top ranked 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 Cocoa CRA.

(8) Accept the proposal which, in its sole and absolute discretion, best serves the interest of the Cocoa CRA.

SECTION XVI. 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 Cocoa CRA are subject to public disclosure pursuant to Chapter 119, Florida Statutes. An exception may be made for "trade secrets". Additional information regarding trade secrets' requirement are available upon written request.

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Legal Description:

That portion of S.F. Travis Addition to Cocoa, according to the plat thereof as recorded in plat book 1, page 71, public records of Brevard County, Florida, bounded as follows – East of Hughlett Avenue (A 50 Foot wide right of way); South of Rosa L. Jones Drive (A 50 Foot wide right of way); West of Florida Avenue; and North of the South lines of the Northwest ¼ of the Southeast ¼ of Section 33, Township 24 South, Range 36 East;

And

That portion of the North 80 Feet of the Southwest ¼ of the Southeast ¼ of Section 33, Township 24 South, Range 36 East, lying East of the southerly extension of the West right of way line of Hughlett Avenue (A 50 Foot wide right of way); and West of the West right of way line of Florida Avenue (A 66 Foot wide right of way as currently occupied).



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EXHIBIT A

Sec. 18. - District and Intent—C-C, Core Commercial District.

The provisions of this district are intended to apply to the core area as described in the city's adopted redevelopment plan, an area generally bounded on the north by Mitchell Street, on the east by Forest Avenue and Brunson Boulevard, on the south by the city limits and on the west by U.S. 1. Uses are based on the redevelopment plan and are intended to be low to medium intensity commercial, office and professional uses, in areas located adjacent to and between major transportation corridors. The permitted uses and design and development standards are intended to promote major developments of high quality, including medium density multi-family housing, office parks, village commercial, institutional uses and significant open space areas. It is intended that "performance standards" control the permissible type, density or intensity, mix of development and design and development standards. All development in the Core Commercial District shall be required to submit a site plan and obtain approval pursuant to article XIII, section 1 of this zoning ordinance.

(A) PRINCIPAL USES AND STRUCTURES. The following uses and structures are permitted for any use or group of uses that are developed, either separately, or as a unit with certain site improvements shared in common:

(1) Professional offices.

(2) Dental clinics, medical offices laboratories.

(3) Financial institutions.

(4) Business services.

(5) Restaurants (bars and lounges allowed only as an accessory use to restaurant).

(6) Personal service establishments.

(7) Retail commercial.

(8) Public and private automobile parking.

(9) Recreational and cultural facilities.

(10) Hotel/motel uses.

(11) Public benefit uses.

(12) Private clubs in conjunction with a mixed-use, commercial or hotel use.

(13)

That specific use of land and structures existing as of the date of the adoption of this ordinance provided such use was a permitted use in the CW District. The city's local business tax receipt records shall constitute primae facie evidence of the specific use in operation at the time of adoption of this ordinance.

Two (2) other classifications of use would be permitted under this subsection as follows:

a. Warehousing and wholesaling in a completely enclosed structure(s).

b. Service and repair establishments limited to dry-cleaning and laundry plants, business services, printing plants, welding shops, and light assembly/manufacturing. Such use(s) of land/structures would terminate upon conversion to any other permitted use in this section.

(B) ACCESSORY USES AND STRUCTURES.

(1) Customary accessory uses clearly incidental and subordinate to the principal uses and in keeping with the commercial character of the area, including warehousing but only as an accessory to a retail commercial use.

(C) SPECIAL EXCEPTIONS.

(1) Multiple-family dwellings as regulated in article XI, section 6, RV-2-25 Multiple-Family Dwelling District, provided, however, that, multiple-family uses may be developed in conjunction with nonresidential uses.

(2) Churches and schools.

(3) Parks and green areas.

(4) Sewer lift stations.

(5) Child care centers.

(6) Service stations as regulated in section 12, C-G (C)(2), except that all repair services shall be within an enclosed structure.

(7) Utilities.

(8) Bed and breakfast establishments as regulated by article XIII, section 24, Bed and breakfast establishments.

(9) Telecommunication towers and antennas, pursuant to article XIII, section 26.

(10) Craft breweries, with a bar and/or lounge area as an accessory use, subject to the following:

a. Onsite production shall be limited to beer only; and

b. Bar and lounge areas associated with the brewery shall be permitted but shall not exceed 50 percent of the total square footage of the operation; and

c. Bar and lounge areas associated with the brewery may serve beer and wine, only; and

d. No alcohol consumption, other than that associated with the bar and lounge area, shall be permitted on-site; and

e. All materials and supplies related to the brewery operation shall be stored in an enclosed structure.

(D) PROHIBITED USES AND STRUCTURES.

(1) Manufacturing and industrial uses, freight transportation terminals, storage warehousing, and other activities of a similar nature.

(2) Any use requiring outside storage of materials.

(3) Warehousing.

(4) Single-family homes and duplexes.

(5) Automotive repair establishments and automotive sales.

(6) Heavy commercial uses such as welding shops, paint and body shops, etc., and other uses not specifically or provisionally permitted herein, and any use not in keeping with the character of the district.

(7) Package stores.

(E) PERFORMANCE STANDARDS REQUIREMENT. No building, structure or land shall be used or occupied except in conformance with the performance standards as set forth herein. All minimum performance standards applicable to a use must be met, unless a variance or special exception is granted pursuant to article XVII, sections 2 and 3 of this ordinance. The performance standards set forth herein shall be implemented through the site plan approval process set forth in article XIII, section 1 of the zoning ordinance which shall apply to all uses in this zoning district.

(F) TABLE OF PERFORMANCE STANDARDS.

	Performance Standard	Minimum Requirement

(1)	Minimum Lot Area	10,000 square feet
(2)	Minimum Lot Width	100 feet
(3)	Minimum Lot Depth	100 feet
(4)	Maximum Building Height	Unlimited
(5)	Minimum Yards:	
	Front	20 feet
		30 feet for lots fronting on Forest Avenue and Florida Avenue
	Side (Interior)	5 feet
	Side (Corner)	15 feet
	Rear	10 feet
(6)	Maximum Floor Area Ratio	2.0
(7)	Minimum Parking Requirement	Pursuant to article XII, Off-street Parking and Loading Regulations, provided, however, that mixed-use developments may be allowed a reduction in parking upon a request by the applicant and subject to the approval of the city council through the site plan approval process.

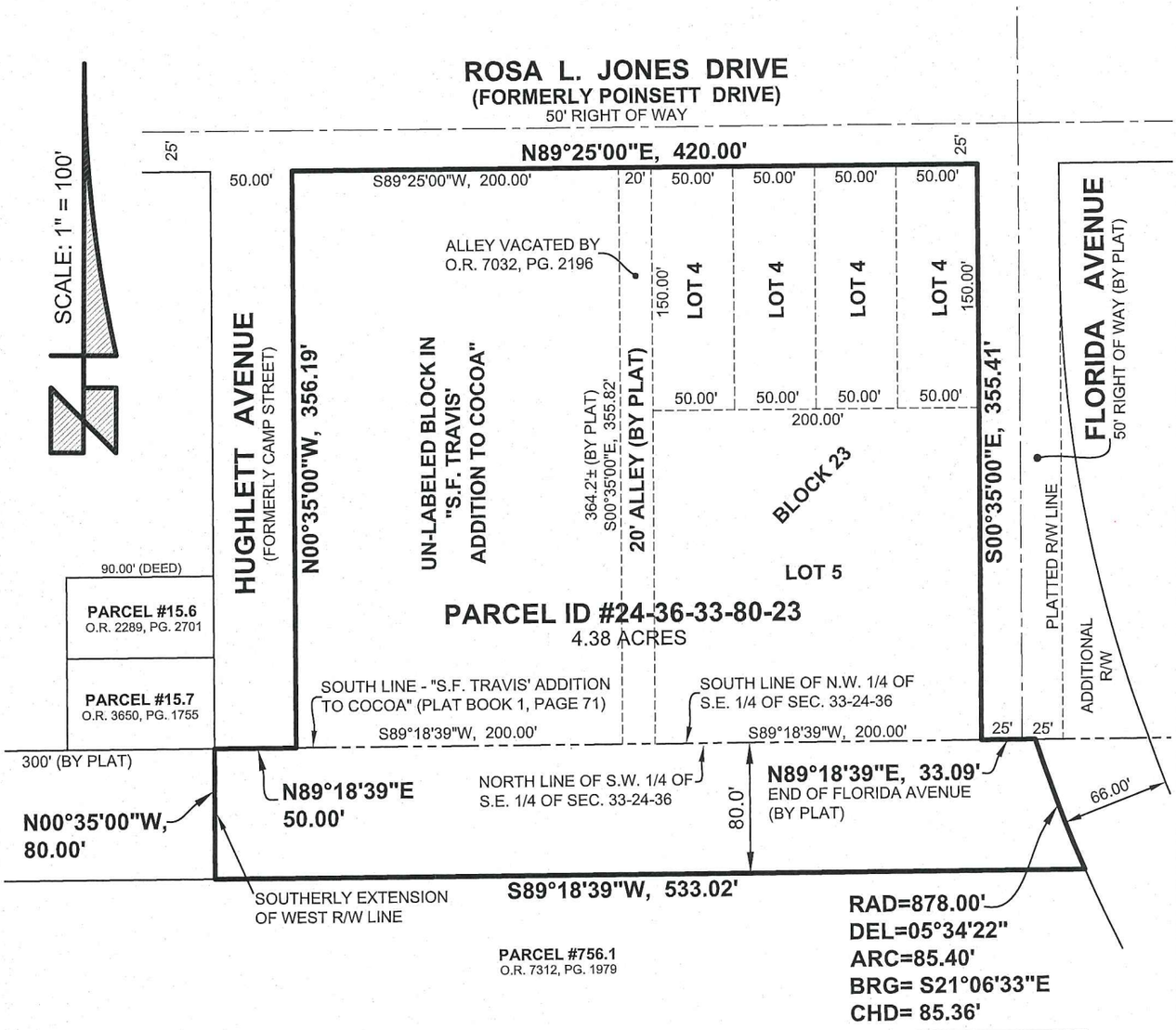
(8)	Fencing	Pursuant to article XIII, section 5 and article XIII, section 3(C); provided, however, that no fencing shall be allowed on the front fifty (50) feet of the property, or within a side corner setback, or in the case of double frontage lots, within twenty-five (25) feet of the designated rear side of the property.
(9)	Landscaping	Pursuant to article XIV, Landscape Requirements and other applicable sections of the zoning ordinance.
(10)	Pedestrian Access	All developments must provide pedestrian access to the front of the building by sidewalk.
(11)	Vehicular Access	Pursuant to article XIII, section 4.
(12)	Residential Development in C-C Zoning District	Pursuant to article XI, section 6.
(13)	Minimum Floor Area Per Sleeping Unit for hotel/motel development	400 square feet.
(14)	Buffer to Adjacent Residential District	Pursuant to article XIII, section 3(C).

(Ord. No. 25-85, § 1, 10-22-85; Ord. No. 7-88, § 8, 3-8-88; Ord. No. 17-89, § 6, 12-22-89; Ord. No. 16-90, § 6, 6-12-90; Ord. No. 22-90, § 4, 9-24-90; Ord. No. 4-98, § 2, 1-27-98; Ord. No. 16-2008, § 8, 7-22-08; Ord. No. 03-2016 , § 2, 3-22-2016)

EXHIBIT B

SKETCH TO ACCOMPANY DESCRIPTION

THIS SKETCH IS NOT A "BOUNDARY SURVEY"



DESCRIPTION(S):

THAT PORTION OF **S. F. TRAVIS' ADDITION TO COCOA**, ACCORDING TO THE PLAT THEREOF AS RECORDED IN PLAT BOOK 1, PAGE 71, PUBLIC RECORDS OF BREVARD COUNTY, FLORIDA BOUNDED AS FOLLOWS - EAST OF HUGHLETT AVENUE (A 50 FOOT WIDE RIGHT OF WAY); SOUTH OF ROSA L. JONES DRIVE (A 50 FOOT WIDE RIGHT OF WAY); WEST OF FLORIDA AVENUE; AND NORTH OF THE SOUTH LINE OF THE NORTHWEST 1/4 OF THE SOUTHEAST 1/4 OF SECTION 33, TOWNSHIP 24 SOUTH, RANGE 36 EAST;

AND

THAT PORTION OF THE NORTH 80 FEET OF THE SOUTHWEST 1/4 OF THE SOUTHEAST 1/4 OF SECTION 33, TOWNSHIP 24 SOUTH, RANGE 36 EAST, LYING EAST OF THE SOUTHERLY EXTENSION OF THE WEST RIGHT OF WAY LINE OF HUGHLETT AVENUE (A 50 FOOT WIDE RIGHT OF WAY); AND WEST OF THE WEST RIGHT OF WAY LINE OF FLORIDA AVENUE (A 66 FOOT WIDE RIGHT OF WAY AS CURRENTLY OCCUPIED).

DRAWN BY: RMP

CHK'D BY:

DATE: 10/9/17

JOB #: 17-125-3

SHEET 1 OF 1

PREPARED FOR & CERTIFIED TO THE EXCLUSIVE USE OF THE PARTIES LISTED BELOW AND FOR THOSE SERVICES EXPRESSED HEREON. USE OF THIS DOCUMENT BY ANY PARTY OTHER THAN THOSE LISTED OR FOR PURPOSES OTHER THAN THOSE EXPRESSED WILL BE AT THE SOLE RISK OF THAT PARTY WITHOUT LIABILITY OF ANY KIND TO THIS SURVEYOR.

SKETCH & DESCRIPTION FOR

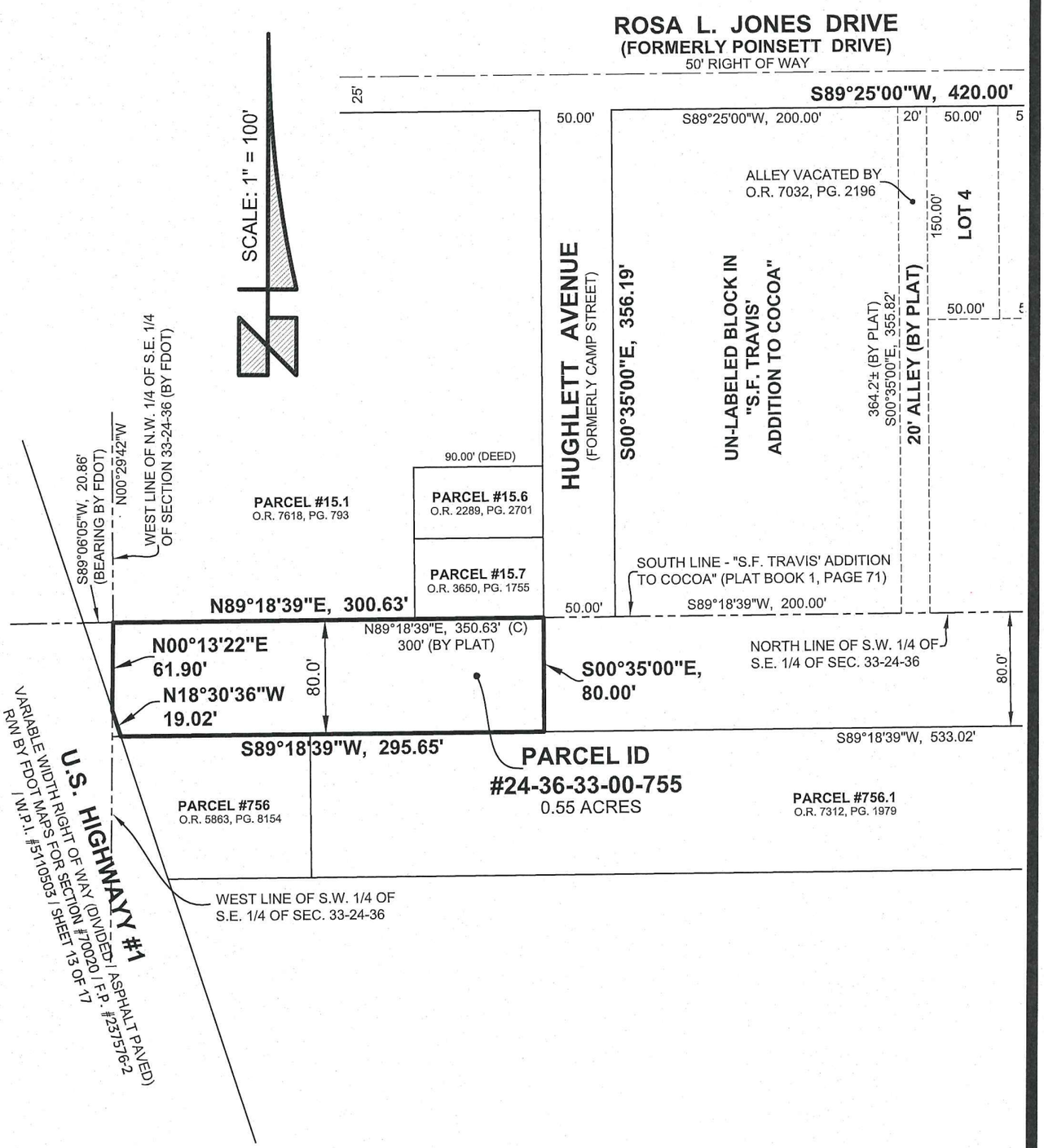
CITY OF COCOA

r.m. packard & assoc., inc.
surveying & mapping
197 BOUGAINVILLEA DRIVE
ROCKLEDGE, FLORIDA 32955
TEL.: (321) 632-6335

EXHIBIT C

SKETCH TO ACCOMPANY DESCRIPTION

THIS SKETCH IS NOT A "BOUNDARY SURVEY"



DESCRIPTION:

THAT PORTION OF THE NORTH 80 FEET OF THE SOUTHWEST 1/4 OF THE SOUTHEAST 1/4 OF SECTION 33, TOWNSHIP 24 SOUTH, RANGE 36 EAST, LYING EAST OF THE WEST LINE OF SAID SOUTHWEST 1/4 OF THE SOUTHEAST 1/4; AND WEST OF SOUTHERLY EXTENSION OF THE WEST RIGHT OF WAY LINE OF HUGHLETT AVENUE (A 50 FOOT WIDE RIGHT OF WAY) AS SHOWN ON THE PLAT OF **S. F. TRAVIS' ADDITION TO COCOA**, ACCORDING TO THE PLAT THEREOF RECORDED IN PLAT BOOK 1, PAGE 71, PUBLIC RECORDS OF BREVARD COUNTY, FLORIDA;
LESS AND EXCEPT ANY PORTION LYING WITHIN THE RIGHT OF WAY OF U.S. HIGHWAY NO. 1.

DRAWN BY: RMP

CHK'D BY:

DATE: 10/9/17

JOB #: 17-125-3

SHEET 1 OF 1

PREPARED FOR & CERTIFIED TO THE EXCLUSIVE USE OF THE PARTIES LISTED BELOW AND FOR THOSE SERVICES EXPRESSED HEREON. USE OF THIS DOCUMENT BY ANY PARTY OTHER THAN THOSE LISTED OR FOR PURPOSES OTHER THAN THOSE EXPRESSED WILL BE AT THE SOLE RISK OF THAT PARTY WITHOUT LIABILITY OF ANY KIND TO THIS SURVEYOR.

SKETCH & DESCRIPTION FOR

CITY OF COCOA

r.m. packard & assoc., inc.
surveying & mapping
197 BOUGAINVILLEA DRIVE
ROCKLEDGE, FLORIDA 32955
TEL.: (321) 632-6335

EXHIBIT D
PROPOSAL FORM

REQUEST FOR
PROPOSAL FOR
915 FLORIDA AVE (FKA OAKS MOBILE HOME PARK) REDEVELOPMENT SITE
Issue Date TBD

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 Cocoa CRA on TBD.

_____
Name of Company/Organization

_____
Signature of individual submitting proposal for above Company/Organization

_____
Printed name of individual

_____
E-mail address

_____
Phone

_____
Fax

_____
Date

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Exhibit "E"
City of Cocoa
RFP Scoring Sheet
Real Estate Development of
915 Florida Avenue
Former Oaks Mobile Home Park Site

Proposer Name: _____

Evaluator: _____

1. **Professional Abilities/Experience (35%)** _____ **(0-35)**

   Demonstrate relevant experience with development/ redevelopment projects, Private/Public Partnerships, projects of this size and scope and the capacity and ability to complete development in a timely manner

---

2. **Financial Feasibility - (30%)** _____ **(0-30)**

   Submissions will be evaluated based on the Firm(s) understanding and approach to the Agency's Scope of Service and demonstrated fiscal capacity to meet the overall goals of the Cocoa Community Redevelopment Agency.

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3. **Concept Development/Overall Vision (25%)** _____ **(0-25)**

   Creative and innovation design solutions, including "green building" and sustainability, are encouraged by the Agency.

4. **Development Schedule – (10%)** _____ **(0-10)**

It is the desire of the Agency that this project commence within eighteen (18) months of the Agency approval of the Development Agreement.

TOTAL SCORE: _____

RANK: _____

COCOA REDEVELOPMENT AGENCY

AGENDA ITEM V – 2
603 Brevard Ave Request for Proposals

MEMO DATE: December 5, 2017
AGENDA DATE: December 12, 2017
PREPARED BY: Karen D. Hamilton, Community Services Director
REQUESTED ACTION: Approve and provide Agency staff direction with the issuance of Request for Proposals for the Purchase and Development of Real Property for 603 Brevard Avenue (FKA Cocoa City Hall), Cocoa, Florida.

BACKGROUND

The former City Hall site at 603 Brevard Avenue was considered for redevelopment several times in the past. An Acquisition and Redevelopment Agreement between the Cocoa Community Redevelopment Agency and White Challis Redevelopment Co., LLC to develop "Brownstones" was terminated on August 23, 2016. A previous Request for Proposals (RFP) was issued on April 28, 2017 to solicit proposals for highest and best use. Three proposals were received, ranked, and evaluated by staff.

An update to Historic Cocoa Village Parking Study was conducted concurrently to identify existing parking opportunities, analyze parking demand, and evaluate potential sites for feasibility of a parking facility. The CRA board voted to place the RFP process on hold pending the study results, since 603 Brevard Avenue was one of the sites contemplated for parking.

The results of the parking study update were presented at the November 14, 2017 meeting. The report ranked the former City Hall as a critical site for parking. The CRA Board voted to withdraw the RFP issued in April and reissue a new RFP that includes public parking as a redevelopment component.

Preferred proposals will include a commitment to develop and operate a community oriented retail/residential/office development with public parking that provides the most intensive use of the site. Proposed neighborhood uses should be complimentary to the current retail developments in the Cocoa CRA.

Under Florida's Community Redevelopment Act (F.S. 163.380), prior to disposition of any real property or interest therein in a community redevelopment area, any county, municipality, or community redevelopment agency shall give public notice of such disposition by publication in a newspaper having a general circulation in the community, at least 30 days prior to the execution of any contract to sell, lease, or otherwise transfer real property and, prior to the delivery of any instrument of

conveyance with respect thereto under the provisions of this section, invite proposals from, and make all pertinent information available to, private redevelopers or any persons interested in undertaking to redevelop or rehabilitate a community redevelopment area or any part thereof.

Attached for your consideration is a draft RFP for the purchase and development of the subject property. The RFP would be issued at the beginning of January. A Question & Answer Vision Forum would be scheduled for approximately two weeks after issuance of the RFP. Proposals would be due within 30 days after the RFP is issued.

REVIEWED BY:

The City Manager, Community Services Director and Economic Development Manager have reviewed this agenda item.

City Manager

John A. Titkanich, Jr., AICP, ICMA-CM

Community Services Director

Karen D. Hamilton

Economic Development Manager

Larry J. Lallo, CECD EDFP

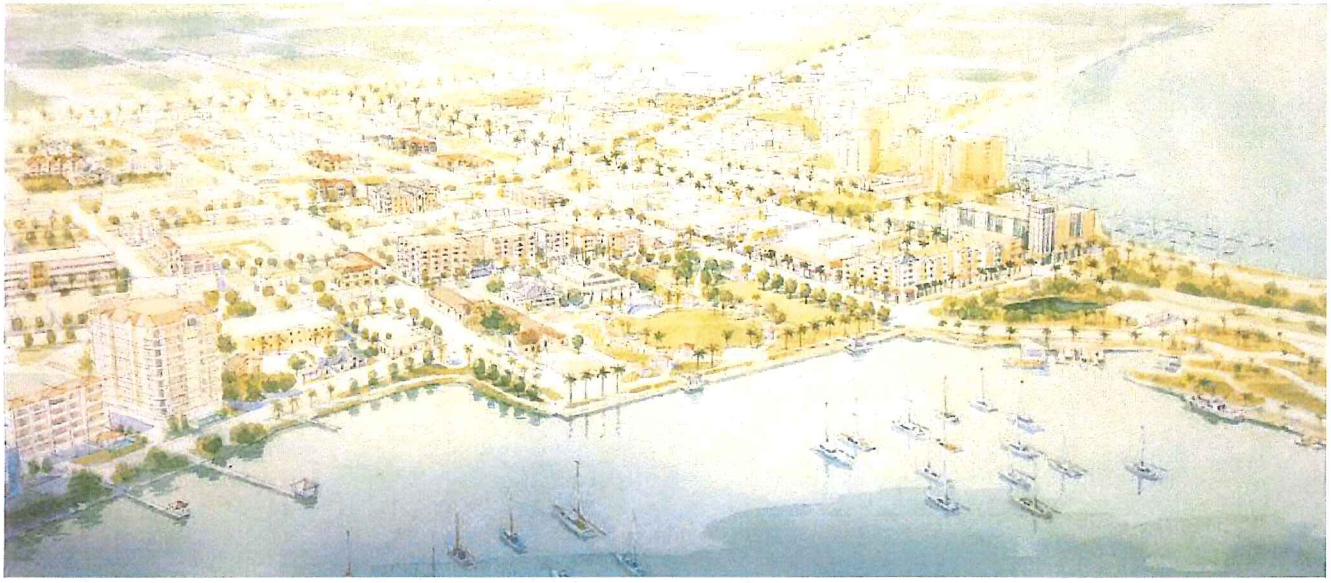
REQUESTED MOTION

Approve and provide Agency staff direction with the issuance of Request for Proposals for the Purchase and Development of Real Property for 603 Brevard Avenue (FKA Cocoa City Hall), Cocoa, Florida.

COCOA REDEVELOPMENT AGENCY

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:
To Be Determined

1

Proposers
Q & A Vision Forum
TBD – 2 weeks after
issuance of RFP

Proposal Due Date:
TBD - 30 days after
issuance of RFP

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.

Proposers Q & A Vision Forum - TBD
Cocoa City Hall 3rd Floor Conference Room

Due date for receipt of Proposals -TBD

Response packages shall be mailed or hand-delivered to the Office of the Purchasing Manager, located at 65 Stone St., Cocoa, Florida 32922.

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 charm of Cocoa Village.

The future land-use for the property is "Commercial". The property is zoned "Commercial 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 are encouraged to review and evaluate the Zoning Code (Exhibit A) 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.

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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 750,000 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 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 February 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
- 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.

Forrest 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 Forrest 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 attachment). 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 developed project's parking demand. The parking facility aspect may include liners or other design features to mask parking use and create an attractive structure which aligns with and enhances the Village aesthetic (include photos/illustrations).

The CRA could enter into a Private Public Partnership with the Proposer, through a partnership agreement between the Cocoa CRA, the City, and the Proposer, in which the Proposer would provide the shared parking facility, and assume the financial, technical and operational risk in the project. In return the CRA and or the City, would provide a financial incentive to compensate the need for a shared public parking component, and its continuing management.

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.

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 the lots to create a larger unified development.

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.

SECTION III. PROPERTY DESCRIPTION

The Property is comprised of two parcels identified as parcel account numbers 2426228 and 2426229 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, internet, and natural gas.

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.

C. Creative and innovative design solutions are encouraged, including LEED Certified "green building" and sustainability.

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SECTION V. PROPOSAL REQUIREMENTS

Proposals must contain the following:

(1) A detailed account of proposed terms and purchase price.
(2) An outline of alternatives/incentives requested to develop the shared parking aspect.
(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) A mixed-use concept or theme with shared public parking 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.
(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 demonstrates the project will meet design criteria as set forth in the current zoning requirements represented in Exhibit "A", attached.
(9) A rendering of the site and building (s).
(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 VI. 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 neighborhood uses that are complimentary to the current retail developments in Cocoa Village.

(3) Evidence of the Proposer's direct experience in producing the proposed project including the quality and quantity of similar projects by the Proposer.

SECTION VII. 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 Private Public Partnership Agreement for Proposals that impact the fulfillment of public parking demand in the Cocoa Village area.

SECTION VIII. **Proposers Q & A Vision Forum - TBD.**
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. Weblink will be provided in the final version of RFP.

SECTION IX. **PROPOSAL PACKAGE**

Please submit five (5) copies of the Proposal and one (1) electronic copy on CD in PDF format.

SECTION X. **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.

SECTION XI. **DEADLINE 4:00 P.M. LOCAL TIME - TBD**

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.

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SECTION XII. SELECTION

Proposals must meet the RFP Selection Criteria (Attachment 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 Plan. Selection recommendations will be presented to the CRA Board for consideration and approval.

SECTION XIII. DEVELOPMENT AGREEMENT

Subsequent to the award, a finalized development agreement between the CRA and the Proposer must be approved by the CRA Board.

SECTION XIV. 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.

SECTION XV. AGENCY RESERVATIONS

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.

SECTION XVI. 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. An exception may be made for "trade secrets". Additional information regarding trade secrets' requirement are available upon written request.

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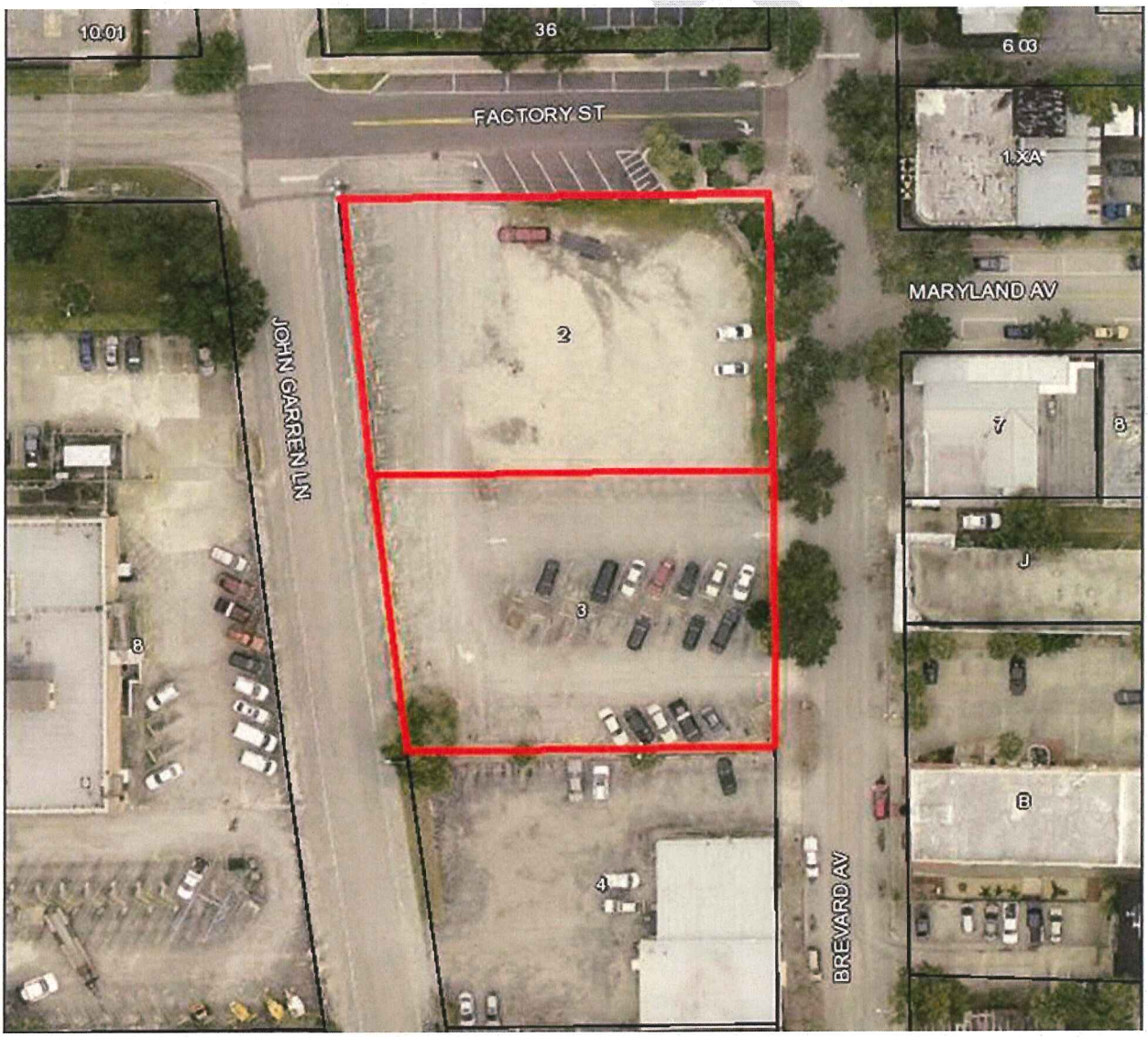
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EXHIBIT "B"

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)
Issue Date January TBD, 2018

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 January TBD, 2018.

_____
Name of Company/Organization

_____
Signature of individual
submitting proposal for above
Company/Organization

_____
Printed name of individual

_____
E-mail address

_____
Phone

_____
Fax

_____
Date

DRAFT

Exhibit "D"
City of Cocoa
RFP Scoring Sheet
Real Estate Development of
603 Brevard Avenue
Former City Hall Site

Proposer Name: _____

Evaluator: _____

1. **Professional Abilities/Experience (35%)** _____ **(0-35)**

   Demonstrate relevant experience with development/ redevelopment projects, Private/Public Partnerships, projects of this size and scope and the capacity and ability to complete development in a timely manner

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2. **Financial Feasibility - (30%)** _____ **(0-30)**

   Submissions will be evaluated based on the Firm(s) understanding and approach to the Agency's Scope of Service and demonstrated fiscal capacity to meet the overall goals of the Cocoa Community Redevelopment Agency.

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3. **Concept Development/Overall Vision (25%)** _____ **(0-25)**

   Creative and innovation design solutions, including "green building" and sustainability, are encouraged by the Agency.

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4. **Development Schedule – (10%)** _____ **(0-10)**

It is the desire of the Agency that this project commence within eighteen (18) months of the Agency approval of the Development Agreement.

TOTAL SCORE: _____

RANK: _____

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