

Request for Proposals / RFP 14-21

Downtown Clearwater

Waterfront Development Opportunities

Harborview Site (Cleveland St. and N. Osceola Ave), City Hall Site (Pierce St. and S. Osceola Ave.), and Pierce St. Site (Pierce St. and S. Osceola Ave).

Request for Proposals

City of Clearwater



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I. Summary of Development Opportunity

The City of Clearwater (the “City”) and the Clearwater Redevelopment Agency (“CRA”) are jointly seeking requests for proposals from respondents to develop three prime waterfront sites in Downtown Clearwater. The City invites qualified applicants to submit proposals and qualifications for the transformation of the three City-owned sites into vibrant mixed-use properties that will bring activity and regeneration to Downtown, in support of the City’s and the CRA’s vision for Downtown. The City and CRA will ultimately seek to select one or multiple qualified Development Team(s) to redevelop the sites through Requests for Proposals.

The three parcels represent a prime development opportunity in the heart of Downtown Clearwater. These sites are each situated at an optimal elevation offering unparalleled waterfront views, and convenient adjacency to Downtown amenities. The new [Imagine Clearwater](#) waterfront park, which the sites overlook, is a \$65 million dollar transformation of the city’s Downtown waterfront into additional greenspace, marina facilities, a playground, gardens and entertainment venues. The bluff that the sites are situated along is located outside of Federal Emergency Management Agency (FEMA) flood hazard and risk areas and thus not subject to flood hazard regulation. The sites are also conveniently located a short distance from the world-renowned Clearwater Beach. Flexibility in zoning and public incentives, and the unwavering commitment by the City and CRA to redevelop City-owned land and invest in Downtown Clearwater, make this an opportunity for innovative and unparalleled development along the gulf coast of Florida.

The sites are all located on Osceola Avenue, in the heart of Downtown Clearwater. The first parcel, the former site of the **Harborview Center** (+/- 1.43 acres), is located just to the north of the intersection of Osceola and Cleveland Street, Downtown’s major commercial corridor. Today, it is a vacant site adjacent to Clearwater’s Main Library and will be the main entry point from Downtown to the new waterfront park. The Harborview site is the City’s priority for redevelopment out of the three sites, given its strategic location and adjacency to the park entrance. The other two redevelopment sites are the **City Hall site** (+/- 2.60 acres) and the **Pierce St. site** (+/- 1.23 acres). The City Hall site is located at 112 S. Osceola Ave, at the intersection of Pierce St. and Osceola Ave. The City has relocated the functions of City Hall to a nearby building and is investigating the demolition of the existing structure. The Pierce St. site is an empty lot located at the intersection of Osceola and Pierce St., across from the City Hall site.

Figure 1: Waterfront Sites



Downtown Clearwater is experiencing a significant uptick in investment and is strengthened by an emerging arts scene, a variety of international cuisines, and numerous special events. The City and CRA are committed to the success of the project and envision these parcels as a major opportunity to create more downtown residential concentration, and to connect Imagine Clearwater's waterfront amenities with the downtown core.

With the recent creation of an Opportunity Zone in this area, the City continues to work closely with downtown stakeholders to promote private redevelopment in parallel with the City's significant public improvement projects.

The City and CRA are open to a developer, or development team, which may be interested in developing one, two, or all three of the sites, understanding that the Harborview site is of special priority to the City. The optimal development partner(s) will be an experienced team that can successfully deliver a mixed-use development program that advances the City and the CRA's vision for downtown and waterfront. The City's goals for the redevelopment of the sites are explained in detail in sections III and IV.

The City is required by City Charter to hold a public referendum to sell or lease the Harborview and City Hall sites for non-City-facility uses; the Pierce St. site does not require a referendum for its disposition. The referendum process will occur following the evaluation and selection process of the prospective development partner. Referendum strategy, including specific dates and information, is further discussed in Sections VII and VIII.

After a preliminary non-binding **Request for Expressions of Interest (RFEI)** to inform the disposition strategy and development process, the City and CRA are now prepared to solicit a development partner or partners through this **Request for Proposals (RFP)**. *Parties interested in responding to this RFP are not required to have submitted responses to the RFEI.*

The RFEI process allowed the City to identify areas of focus to guide and enhance the redevelopment opportunities under the RFP process:

- **City and Community Support.** The support of the City, CRA, and the local community in continuing to advance Imagine Clearwater and the redevelopment of City-owned land, implementing the goal of transforming downtown Clearwater into a world-class destination is central to this RFP.
 - The City and CRA bring a proven track record in supporting redevelopment by partnering with private developers and businesses. This is evident in the numerous City and CRA funding grants and incentives supporting redevelopment projects throughout downtown Clearwater in the last few years.
 - Imagine Clearwater, the multi-million-dollar master plan for the revitalization of downtown Clearwater was supported unanimously by Clearwater City Council and endorsed by 75.8 percent of the votes in a public referendum.
 - The amenity-rich waterfront park, a \$65 million dollar investment funded by the City (with preliminary demolition and utility work started and full completion anticipated in 2023) will revitalize the downtown waterfront and make adjacent downtown sites prime opportunities for innovative placemaking.

- **The public referendum processes.** Two of the three sites within this RFP, the City Hall and Harborview sites, require a public referendum for disposition. The planning of the referendum will occur in tandem with the evaluation and selection of preferred development partner(s), allowing the City to gather and convey community feedback to selected respondents prior to the referendum and to shape referendum questions to reflect selected development proposals.
- **Flexibility.** The City supports potential partners' flexible adaptation of zoning, allowable use, and FAR requirements to enhance value. The City will consider the utilization of increased FAR as well as proposals including a diverse mix of uses. The City has specifically revisited the requirements for the Harborview Site and will accept a more flexible approach to height and bulk as respondents deem necessary to achieve the requirements outlined within this RFP.
- **Incentives.** The City and CRA regularly evaluate opportunities to incentivize development in Downtown Clearwater. The City has committed to fund all implementation costs for the Imagine Clearwater master plan. Various incentives will also be available to subsidize workforce housing, public amenities, and public parking across the three sites. Funding sources include the CRA Fund, and the City Parking Fund. The General Fund and Enterprise Funds support the reduction of fees, such as permit and impact fees, as well as streetscape improvements. Detailed information about these incentives and applicable uses is addressed in *Section V. Regulatory Framework, Opportunities for Tax Credits & Alternative Financing*.

In responses to this Request for Proposals (RFP), respondents are required to address specific details outlined within this document, including but not limited to a specific program proposal, a detailed financial plan, and a detailed management structure for construction and property management. The City/CRA will select one or more teams to enter negotiations to reach a development agreement, with a preferred development partner being selected in advance of the public referendum. The selection of a development partner is targeted for **fall of 2021**. The referendum is targeted to occur in **March 2022**.

II. A Downtown Poised for Transformation

REGIONAL CONTEXT

The City of Clearwater, located on the West Coast of Florida, is the third largest city in the Tampa Bay region, with an estimated population of nearly 120,000 residents. The Tampa Bay region is one of the most dynamic and fastest-growing metro areas in the country, with a current population of 3.14 million. Last year, the MSA earned the ninth spot on the Census list for top metro areas in numeric growth (2017-2018), after experiencing an influx of more than 50,000 new residents (1.6% growth, more than double the national rate).¹ Furthermore, many of these new residents are millennials, with the Tampa Bay region seeing 7.6% growth in new residents age 25-34.² Many new residents have been drawn to the Tampa Bay region, and Clearwater particularly, due to its natural beauty, perpetually warm weather, recreational resources, and low cost of living, all of which provide a high quality of life. Clearwater is centrally located on the Pinellas County peninsula near the cities of Tampa and St. Petersburg. Clearwater is a short drive to two international airports serving 22 million passengers annually and Port Tampa Bay, Florida's most active port, and offers rail and interstate access connecting businesses to Miami, Orlando and Jacksonville, Florida's largest economies.

Figure 2: View of central Clearwater Beach waterfront resorts adjacent to Pier 60



¹ U.S. Census, American Community Survey 2017.

² Tampa Bay Partnership, Regional Competitiveness Report, 2017.

World-famous Clearwater Beach is the heart of the Pinellas County tourism market, drawing 5 million visitors each year. Based on millions of reviews, the 2019 TripAdvisor Travelers' Choice Award ranked Clearwater Beach No. 1 in the United States for the second year in a row, and No. 6 in the world. The City of Clearwater is home to the Philadelphia Phillies' spring training and minor league baseball team, the Clearwater Threshers. The city also hosts several sports tournaments throughout the year that attract visitors from across the country. Clearwater is the home of the Clearwater Marine Aquarium and Winter the Dolphin, the subject of the "Dolphin Tale" book and movies. An \$80 million expansion of the Aquarium was recently completed, increasing aquarium size fivefold, featuring facilities for rescued animals, marine mammal rehabilitation, and expanded food court and retail offerings.

As the county seat, the city supports several county and municipal offices and is home to a growing and diverse business climate with established businesses in finance, information technology, software, insurance, marine science, medical technology, tourism, and advanced manufacturing. As of 2017, the Tampa-St. Petersburg-Clearwater MSA had an annual job growth rate of 2.4%, demonstrating a competitive edge against the national average of 1.6%.³ Clearwater's vibrant business community is drawn to its strong local workforce and a coastal lifestyle that offers a variety of outdoor recreational activities, world-class entertainment, and professional and collegiate sporting events. Additionally, workers are drawn to Clearwater's desirable waterfront neighborhoods, which offer an abundance of homes rich in the Mediterranean, southern colonial, mid-century, and modern architectural styles. Surrounding downtown, the city has several historic neighborhoods where waterfront mansions give way to quaint, suburban feeling mid-century bungalows that sit just minutes from the heart of Clearwater.

Clearwater's ease-of-access, diverse economy, celebrated tourism and leisure amenities, high quality of life, low cost of living, and impeccable climate lending itself to year-round activity position Clearwater to leverage the emerging "work from anywhere"⁴ mindset quickly gaining in practice and demand. At the essence of this movement is the sentiment that a diversified workplace offering flexibility in work location from traditional office to work-from-home to co-working space is a trend that is here to stay and has already begun to transform cities, and one that continues to create a new set of needs for cities and developers to competitively and creatively fulfill. In the wake of COVID-19, flexibility in workplace location has been compounded by the transition to a work-from-home model, offering further flexibility in geographic location. Downtown Clearwater exhibits a high quality of life that exemplifies many of the qualities sought by workforce members seeking a range of options in terms of professional and personal lifestyle and presents an attractive opportunity for the City to creatively meet and showcase this demand to "work from anywhere."

CITY GOVERNMENT

In the past 20 years, Clearwater has secured a reputation for successfully balancing major redevelopment and tourism projects while maintaining high-quality infrastructure. The city operates under a council/manager form of government. Policymaking and legislative authority are vested in the City Council, which consists of a mayor and four members elected at large on a nonpartisan basis. The City Manager is responsible for carrying out the policies of the City Council, for overseeing the day-to-day operations of the City, and for appointing the heads of the City's departments. This structure has allowed the City to secure

³ Tampa Bay Partnership, Regional Competitiveness Report, 201

⁴ HR&A Advisors, [Work from Home Will Fade. Work from Anywhere Will Thrive.](#), 2020.

long-term commitments to funding major improvements such as the Imagine Clearwater Master Plan, North Marina Master Plan, and the Cleveland Streetscape Phase III/Market Festival projects, as well as other improvements in recreation facilities, stormwater infrastructure, and roadways.

Clearwater is a traditional full-service municipality with additional services including water supply and distribution, public libraries, a natural gas utility, marina operations and an airport. The City continues to proactively fund capital projects to support the City's five utility operations, which consist of Water and Sewer, Stormwater, Solid Waste, Recycling, and Gas Utility operations. A total of \$56.4 million is budgeted for utility capital projects for fiscal 2020 with a total of \$409.5 million budgeted over the next six years.

The City has a fiscal 2020 budget of \$539.2 million, representing a decrease of \$16.3 million across all city operations compared to the fiscal 2019 budget of \$555.5 million. The General Fund budget accounts for expenditures of \$152.2 million, a decrease of 2% from the fiscal 2019 budget of \$154.7 million.

The City of Clearwater prides itself on a business-friendly attitude, working closely with the Mayor and Council in their vision for downtown as the core of the city. The CRA has been active in providing funding and partnership to its local businesses and neighborhoods offering business development and capital improvements, awarding grants for interior and streetscape improvements, and sponsoring cultural and entertainment-based programs and experiences such as completing the Downtown Clearwater Mural Program (\$100,000), partnering with The Dali Museum on a virtual reality exhibit (\$60,000), as well as many others. In recent years, the City/CRA has successfully participated in public-private partnerships supporting projects in areas such as capital improvements: Clearwater Harbor Marina (\$1.2 million in assistance) and Capitol Theater (\$8.8 million renovation project); redevelopment incentives: Country Club Townhomes (over \$1 million invested towards acquisition and development costs) and Water's Edge Condominiums (\$1 million in reimbursements for impact fees and site improvements); and business development: SPARK (a network to support developing businesses and entrepreneurs) and The Ring Workspaces (\$600,000 investment in a co-working facility). Most recently, the City acquired a vacant historic elementary school (\$1.8 million, 2019) with plans to redevelop with a private development partner as well as successfully incentivized the locating of a craft brewery in Downtown Clearwater with a façade improvement grant.

IMAGINE CLEARWATER

Clearwater is experiencing a significant investment uptick in its Downtown, signaling a new phase of revitalization for the city. The three sites included in the RFP are part of the [Imagine Clearwater](#) master plan area, which includes the area west of Osceola Avenue, bordered by Drew Street to the north and Court Street to the south. The Clearwater City Council is one of the strongest proponents of the Imagine Clearwater project and believes that this significant investment in open space and activation will catalyze increased development of the downtown area, furthering Clearwater's reputation as a world-class recreational destination and place to live and improving the attractiveness of the three development sites.

The master plan features a signature waterfront park, as well as enhancements in surrounding publicly owned buildings, cultural spaces, and open space. The City expects that the Imagine Clearwater plan's amenities will generate significant economic and community benefits for Clearwater. The new urban park and surrounding improvements will allow residents and visitors to connect with nature and the arts, gather with family and friends, and enjoy a variety of activities through City-led programming efforts. Studies of parks across the U.S demonstrate that successful and highly-programmed parks and recreational uses can generate significant economic activity by increasing property values and driving economic development in

communities, enhancing the visitor economy, and supporting regional resident and business attraction and job-creation.⁵

The \$65 million dollar transformation of the Downtown waterfront, which voters endorsed in a November 2018 referendum, will include additional greenspace, marina facilities, a playground and an outdoor amphitheater. The park will also feature a scenic lake and gardens, family-friendly play spaces and a “Bluff walk” which will extend from Drew St to Cleveland St bordering the Harborview site. Additionally, the park will feature an outdoor amphitheater concert venue, drawing regional crowds to Downtown Clearwater. Aside from concerts, the covered 4,000-seat complex will also be a venue for farmers markets, graduations, art festivals and other events.⁶

The City has prioritized the project – core park construction will begin in 2021 and is expected to be completed in full by 2023. Current designs are nearing 60% completion, and once approved will allow for core construction to commence, though preliminary demolition and utility relocation work have begun in preparation for this phase. The design is being led by Stantec, a top-tier global engineering firm. Figures 3 to 7 show recent renderings for the park. The City has concluded a final design of the park and concurrent plans for funding the approximately \$65 million dollars in improvements. So far, funding is anticipated to come mostly from Penny for Pinellas one-cent sales tax revenue, City tax revenue, and up to \$30 million of bond proceeds. The bonds were validated by a Pinellas County judge in September 2020.

VISIT THE IMAGINE CLEARWATER [WEBSITE](#) FOR MORE INFORMATION ON THE PLAN AND RECENT DESIGN PROGRESS.

Figures 3-7: *Imagine Clearwater – images depict plan approved for construction.*



⁵ National Recreation and Park Association, Promoting Parks and Recreation’s Role in Economic Development, 2018.

⁶ At a meeting on June 16th, 2020 the Clearwater City Council voted 4-1 to move the covered amphitheater from the western edge of the park to the north side, in order for the greenspace of the 22-acre park to no longer be bifurcated by the venue and so the sound from the concerts projects eastward, as shown in Figure 2.





DOWNTOWN CONTEXT

In the Spring of 2014, Clearwater refocused its efforts on downtown revitalization by sponsoring an Urban Land Institute (ULI) Advisory Panel to provide strategic advice on public investments to improve the downtown. The panel recommended a series of projects including the Imagine Clearwater Master Plan, North Marina Master Plan, and the Cleveland Streetscape Phase III/Market Festival project.

Implementation of the Phase I North Marina Master Plan has been completed. Improvements to the North Marina Master Plan area include new landscaping, new lighting, new permanent restrooms, new trail

extension through the marina to the waterfront park, new floating docks, new kayak launch area, two new parking areas, upgrades to the existing parking lot that include stormwater improvements, enhanced public walkways, additional public benches, additional green space, and improved park area at the end of Seminole Street.⁷

The Cleveland Streetscape Phase III/Market Festival project is also underway, with aims to enhance Cleveland Street, a major downtown thoroughfare that ends at the Imagine Clearwater park, into a pedestrian and bicycle friendly street. The goal of the Cleveland Streetscape Phase III project is to improve the roadway and make it safer in the downtown gateway, which stretches along Cleveland Street from Missouri Avenue to Gulf-to-Bay Boulevard and Cleveland Street to San Remo Avenue, by adding landscaping, enhancing street parking, improving sidewalks and adding bike lanes along the corridor. The festival market aspect of the project comes into play at the intersection of Cleveland Street and Gulf-to-Bay Boulevard, which will be known as the festival core. The Clearwater Redevelopment Authority has indicated that the convergence of these two major downtown thoroughfares has potential for a future *Mercado* or market, which would hold events and offer a location for local artists, artisans and vendors to sell their items.⁸

Each of these projects will create new public amenities for enjoying the waterfront and experiencing the downtown renaissance. In 2018, The City adopted the Clearwater Downtown Redevelopment Plan and an updated zoning ordinance that set the stage to build a vibrant, mixed-use community with reduced parking requirements, a wide range of allowable uses and generous density and building height allowances.

As identified in the ULI study, the City and the CRA are emphasizing the creation of a significant residential concentration in and around the downtown core that will strengthen the vibrancy of downtown's retail, office, recreational, and entertainment uses. The three available city-owned sites are in the heart of downtown Clearwater, offering unparalleled waterfront views of the Intracoastal Waterway, as well as direct access to downtown. The sites are also conveniently located a short distance from world-renowned Clearwater Beach. The CRA envisions these parcels as a major opportunity to facilitate its strategy to increase residents and activity in downtown.

Downtown Clearwater offers an emerging arts scene, a variety of international cuisines, and numerous special events and concerts along Cleveland Street and the existing Coachman Park. It is home to the Capito I Theater, a live music venue that is the second highest-grossing theater of its size in the United States. Downtown is also home to several high-grossing start-ups such as KnowBe4, Connectwise and Tech Data.

Below is a list of achievements and projects that have occurred or are underway in Downtown:

- The completion of The Nolen (2017), a mixed-use development with 257 apartment units, 24,000 square feet of commercial space and 300 parking spaces. The Nolen was acquired by NM Residential in July 2018 for \$44.5 million.
- The completion of 1100 APEX (2019), a mixed-use 15-story development with 134 apartment units, 4,348 square feet of commercial space and 202 parking spaces.
- The completion of Madison Point, an 80-unit age- and income-restricted development, at 400 S. Martin Luther King, Jr. Avenue.

⁷ My Clearwater, North Marina Area and Seminole Boat Launch Improvements Announced, 2020.

⁸ Downtown Clearwater, Second Century Clearwater: Our Plan for Revitalization, 2020.

- A recently CRA-acquired 60+ space surface parking lot at the intersection of Cleveland Street and S. Martin Luther King, Jr. Avenue that will provide public parking for retail customers visiting nearby businesses.
- The completion of The Ring (2018) a co-working space that meets the WELL standards for human health and wellness.
- The "Best of Bay – People's Choice" award for the Dreams of Dali virtual reality exhibit.
- Over \$2 million in CRA grant funds to support 13 new restaurants and bars.
- North Marina Master Plan Improvements.
- Complete street studies for Drew St and Fort Harrison St.
- Renewal of the Pinellas County TIF funding for the Clearwater CRA (\$1.5 million annually)
- A proposed 20,000 square foot assisted living facility at the intersection of Martin Luther King, Jr. Avenue and Druid Road

Community Redevelopment Agency

The CRA is dedicated to the revitalization of Downtown. The agency will work closely with respondents to ensure the successful redevelopment of these properties and to connect developers with other private redevelopment opportunities.

Recent Projects supported by the CRA include:

- 306 S Washington Ave, *Under Review* – \$38 million development proposing a public-private partnership with CRA to provide 171 mixed-income apartment units on 3+ acres of City-owned land.
- 708 Chestnut St, *Approved 2020* – CRA awarded a \$500,000 maximum grant in construction cost reimbursements to a private developer for a \$3.3 million mixed-use project in downtown Clearwater offering 14 rental apartment units and 5,000 square feet of ground floor retail. The project adds workforce housing to a formerly blighted area.
- Downtown Clearwater Mural Program, 2020 (*Ongoing*) – CRA announced Phase 2 of its Mural Program, following the completion of four murals in 2019. Stipends of \$5,000-\$20,000 will be awarded, the completed products being part of the Downtown Arts & Culture Map which includes 2 dozen murals, sculptures, and other cultural arts projects.

Figure 8: Capitol Theatre, Downtown Clearwater



Figure 9: *Downtown Clearwater*



III. Project Goals

As part of the Imagine Clearwater master plan vision, the three parcels on the Bluff were identified as a major opportunity to strengthen the vibrancy of Downtown Clearwater alongside the new iconic waterfront park. These sites all have direct access to the waterfront park and its amenities, offer unparalleled waterfront views, and are an important point of connection between the waterfront and the rest of the Downtown Core and its major commercial corridor along Cleveland Street.

The City and CRA have five major project goals for the redevelopment of the three waterfront properties included in this RFP, listed below in order of relevance.

- 1. Increasing vibrancy and economic activity in Downtown Clearwater.** The City/CRA expect that these development projects will increase Downtown's residential population and as a result will increase the level of downtown activity.
- 2. Supporting activation of the new waterfront park.** The Imagine Clearwater vision is anchored by a signature waterfront park, which would benefit from a complementary mix of active uses on adjacent properties to ensure that the park is lively across a range of times and seasons.
- 3. Improving connection between the waterfront and the rest of Downtown.** Projects developed on the sites should enhance the pedestrian experience for residents and visitors, knitting the new activity at the waterfront back to the core of Downtown.
- 4. Setting a precedent for future Downtown development.** Imagine Clearwater is a transformational project, and the City expects that redevelopment of neighboring properties will follow and be instrumental in the creation of a cohesive vision for a more vibrant Downtown.
- 5. Generating a financial return for the City.** The City/CRA expects to generate revenues from the disposition and redevelopment of the site, including both revenues from sale or leasing of the parcels and new tax revenues.

Using the responses and information gathered from the RFEI process, the City and the CRA have developed a disposition strategy for all three sites, including details for the City-led referendum for the Harborview and the City Hall sites.

IV. Site Details

The City's three available development parcels are all located along Osceola Avenue in the heart of Downtown Clearwater and offer unparalleled views of the Intracoastal Waterway and key connection to the new waterfront parks. The points discussed in the section below outline the City's and the CRA's preferences for the redevelopment of the three sites and potential developer partnership structures. The City and the CRA will prioritize respondents that successfully integrate the City's/CRA's preferences within their visions for the sites. Any proposed divergence from the stated policy preferences is permissible but should be stated with explanation.

The City and CRA will accept development proposals for any single site or combination of sites. It should be noted that the Harborview site is the City's priority for redevelopment given its prominent place at the entrance of the park. The City and the CRA encourage RFP responses that include, as part of their development proposal, a proposal for the Harborview site.

OVERALL CONSIDERATIONS

- All three sites are in an Opportunity Zone.
- The City/CRA are in support of proposals utilizing the allowance for increased FAR and note an openness to flexibility for the sites to meet market demands and enhance value.
- The City/CRA will consider a mix of rentals and condos on the sites with a minimum target of 150 rental units across the three sites. The City and CRA will take this objective into account in the evaluation of proposals.
- The City/CRA have identified ground-floor retail as a requirement for the Harborview site.
- Active ground floor uses that support a vibrant public realm are encouraged for all sites, including active retail uses if possible. One example of a desired active use is a restaurant overlooking the waterfront park.
- Public access from the site to the waterfront park is a requirement for the Harborview site and a strong preference for the City Hall site. This refers to accessibility from public or active uses on these sites that allow for pedestrian activity at some level. The Pierce Street site has no such public access requirements although public access is welcomed if appropriate.
- Any proposed project must comply with the Downtown Design Guidelines, which require quality architectural and site design, an urban development pattern that enhances the attractiveness of downtown Clearwater's built environment.
- The City/CRA are open to two types of transactions—sale or ground lease for any of the three properties. The City believes that a long-term lease for the Harborview and City Hall sites is likely to be viewed as the most favorable option by the general public, with positive implications for referendum approval. Nonetheless the City remains open to alternative transaction structures as deemed necessary by respondents.

Figure 10: Development Sites



HARBORVIEW SITE

Key Information

The Harborview site (+/- 1.43 acres*) formerly housed the City's Harborview Center, which was demolished in February of 2019 to make way for other development uses. It is located near the intersection of Osceola and Cleveland Street, downtown's major commercial corridor, and is envisioned as the main entrance to the park and a key component of the City's vision for downtown Clearwater. Located directly across from the heart of the planned waterfront park and adjacent to Clearwater's main public library building, the Harborview site will truly be the park's "front door". The site's topographical location above the bluff may allow for the construction of parking below the building, tucked into the natural hillside.

The Harborview site is available for a fee simple disposition or a ground lease.

Core Considerations

- There is a strong preference for rental housing product and a requirement for active retail uses, such as one or more restaurants on the ground floor on this site. The City/CRA would also be open to a potential hotel use on this site should respondents deem that use desirable.
- The proposed project should also improve public access to the park from Osceola, both along the entry plaza and Library side of the building, including an active edge on the park side of the building along the Bluff walk. Public connectivity to the waterfront park is required on this site.
- The Harborview site currently contains approximately 112 parking spaces used by Library patrons. Any future uses will be expected to at least partially replace these parking spaces, potentially with the support of the City's parking funds. For planning purposes, the City and CRA currently assume that the redevelopment will accommodate approximately 50 parking spaces, though the parties are open to proposals that replace a greater proportion of the displaced parking. City parking funds can be used to offset some or all of the cost of replacement parking. Detailed Information on subsidies available for parking uses can be found in *Section V. Regulatory Framework, Opportunities for Tax Credits & Alternative Financing*.
- Open space improvements (civic gateway, or welcome center) will be funded by the City as part of the park project.

Figure 11: Harborview Center Demolition



Figure 12: Harborview Site Boundary



* The total buildable site area is approximate. The Harborview site contains a boundary, designated by the Charter, which outlines the buildable area on the site.

CITY HALL SITE

Key Information

The City Hall site (+/- 2.60 acres) is located at the intersection of Osceola Ave. and Pierce St., a half block south of the Harborview site. This site also has direct access to the future waterfront park and is an important connection between the waterfront and the rest of Downtown. The City has relocated its administrative functions from the site and is investigating the cost to demolish the current City Hall structure. No final decision has been made on demolition at time of issuance of this RFP. As a part of the overarching goal to encourage activity in downtown Clearwater, the City is open to respondents considering the potential for a cultural use aligned with the context of the overall site program proposed, if respondents deem this an attractive concept.

Core Considerations:

- The City welcomes respondents' ideas regarding a variety of uses on the site, potentially including, but not limited to, rental housing, condominiums, hotel, ground-floor retail, and cultural and civic uses (e.g., art or exhibition space).
- The City is open to a partnership to provide the parking needed to meet demand from the cultural/civic use.
- Public access to the waterfront park as described above is a strong preference on this site.
- The project proposal should improve pedestrian access from Osceola to the future park and encourage an active edge on the park side of the property.
- The City is open to proposals that consider the joint development of the City Hall and the Pierce St. sites, including the realignment of Pierce St. if pedestrian and vehicular access to the waterfront is preserved.

Figure 13: City Hall Site Boundary



Figure 14: City Hall Site Aerial View



PIERCE ST. SITE

Key Information

The third site available for disposition is the Pierce St. site (+/- 1.23 acres), located across from City Hall, at the intersection of Osceola Ave. and Pierce St. The site is currently an empty lot and has direct access to the waterfront park. The Pierce St. site is the only one of the three sites that does not require referendum approval prior to its disposition.

The City prefers to dispose of the Pierce St. site through a fee simple disposition, as the property is not subject to the same charter limitation as the other two sites.

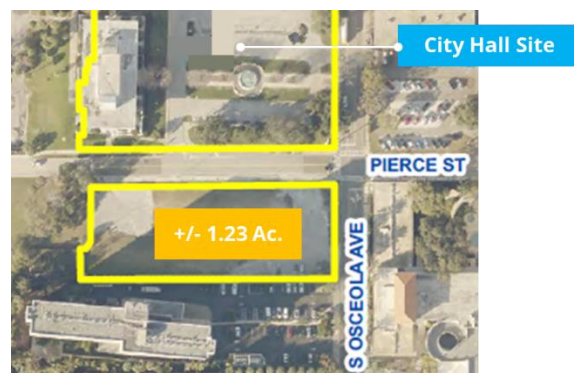
Core Considerations:

- The City welcomes respondents' ideas on a variety of uses on the site including, but not limited to, rental housing, condominiums, hotel, and ground-floor retail.
- Given its adjacency, respondents may consider ideas on this site that are complementary and relate to proposals on the City Hall site.
- The project proposal should consider improved pedestrian conditions and/or active ground-floor uses on Osceola and/or facing the future park.
- The City is open to proposals that consider the joint development of the City Hall and the Pierce St. sites, including the realignment of Pierce St. if pedestrian and vehicular access to the waterfront is preserved.

Figure 15: Pierce Street Site Aerial View



Figure 16: Pierce Street Site Boundary



V. Regulatory Framework

ZONING CONTEXT

All three properties have a future land use plan designation of Central Business District and are within the Downtown Commercial District as well as the Downtown Core Character District. High-quality urban design is preferred for all sites. The allowable FAR is 4.0 and the allowable density is 75 units per acre or 95 hotel units per acre. The Downtown Core has no maximum height limit or ISR restrictions; however, building design criteria, such as step-backs, do apply above a 75' height threshold. Attached dwellings require one space per unit and overnight accommodations require 0.75 spaces per unit. Most other uses have no minimum parking requirements. Refer to the [Clearwater Community Development Code](#) for additional details. More specifically, see Table 1 of the [Downtown Zoning District](#) for the full list of permitted uses and parking standards.

Respondents should propose development concepts that harmonize with existing and proposed adjacencies, encourage activation and public connections to the park, and create proper context with the business district and its buildings.

If the current zoning framework does not provide enough FAR or density, additional development potential exists through the Public Amenities Incentive Pool.

OPPORTUNITIES FOR TAX CREDITS & ALTERNATIVE FINANCING

In addition to potential additional density and FAR granted by City Council, the City and CRA will consider certain development incentives to support the achievement of the goals and requirements stated in this RFP. These incentives could include, but not be limited to, offsetting impact and development fees and funding to support parking and rental housing. The pool of incentives will be applied across the three sites on a competitive basis, as utilized. Respondents are asked to state whether they intend to seek incentives and outline anticipated needs, which will be evaluated as part of the Financial Feasibility and Financial Offer sections of the evaluation process (see *Section VII, Evaluation Criteria*); all incentive types will be weighted evenly, regardless of source.

Additionally, the three sites are in an Opportunity Zone, a designation provided as part of The Opportunity Zone program which was created as part of the 2017 Federal Tax Cuts and Jobs Act.

Please see the below descriptions outlining the specific incentives identified by the City/CRA applicable to the sites in this RFP. More information is available on the City's [website](#).

Opportunity Zones and Tax Credits

Opportunity Zones

The three sites are in an Opportunity Zone, a designation provided as part of The Opportunity Zone program which was created as part of the 2017 Federal Tax Cuts and Jobs Act. Opportunity Zones are economically distressed census tracts designated by the U.S. Treasury Department. By investing in an Opportunity Zone, through a qualifying Opportunity Fund, investors can defer and/or reduce their federal capital gains tax liability. These tax benefits increase the longer investments are held. There is no cap on the amount of capital that can be invested, and the Opportunity Zone incentives can be applied to a wide range of investments in real estate and operating companies.

New Markets Tax Credits (NMTC)

New Markets Tax Credits (NMTC) provide an incentive for investment in low-income communities. The US Department of the Treasury competitively allocates tax credit authority to intermediaries that select investment projects. Investors receive a tax credit against their federal income tax. NMTC investors provide capital to community development entities (CDEs), and in exchange are awarded credits against their federal tax obligations. Investors are primarily corporate entities—often large international banks or other regulated financial institutions—but any entity or person is eligible to claim NMTCs. More information can be found at the U.S. Department of The Treasury’s Community Development Financial Institutions Fund website.

Low Income Housing Tax Credits (LIHTC)

LIHTC is a State-administered program providing tax credits for the development/rehabilitation of affordable multi-family housing. Applications from interested developers are necessary for the City to consider providing additional support for qualified multi-family housing developments which meet the goals of the City and comply with applicable federal and state law. More information can be found on the City’s website.

CRA Fund***CRA Fund for Capital Improvements and Infrastructure***

CRA has agreed to allocate up to \$5 million total paid over four years to the sites listed in this RFP, starting in 2023. This funding is applicable to workforce housing and public or cultural amenities, such as performance venues, galleries and museums, theaters, etc.

City Parking Fund***City of Clearwater Parking Fund***

The City of Clearwater’s parking fund can be utilized to pay for the construction of public or publicly accessible parking within the city. For the sites specifically outlined in this RFP, use of the parking fund is dependent on the type of parking use proposed (i.e., public or private, and use of area requiring parking support, such as a hotel convention center). Based on use, the City will provide \$25,000 for each public parking space provided, up to 100 spaces, or \$2.5 million for public use. Respondents must propose an operations plan for managing parking.

The City has budgeted \$10.5 million for the fiscal year 2023-2024 towards a Downtown Garage, which may be used to support this project. The garage, intended to be 5-7 stories in height, is intended to be located no further than two blocks from the sites.

Reduction of Admin Fees/Impact Fees***City of Clearwater General Fund and Enterprise Funds***

The City of Clearwater will provide support for streetscape improvements, permit fees, and impact fees via the General Fund and Enterprise Funds.

Direct City and CRA incentives would not apply to the following uses:

- Parking not required by zoning or which does not serve the general public;
- Office space; and
- Market-rate condominiums.

PROGRAMS & INCENTIVES – ADDITIONAL RESOURCES

For more information and a full list of the available programs please visit the City's [website](#).

VI. Submission Requirements

PROCUREMENT PROCESS

Respondents to this RFP shall prepare submissions and seek clarification pursuant to the following requirements.

Inquiries, Questions, and Clarifications

All inquiries, questions and requests for clarifications/interpretations shall be submitted in writing to both Michael.Delk@myclearwater.com and Lori.vogel@myclearwater.com by **March 17, 2021**.

Answers to questions will be provided by means of an RFP addendum. Questions after this date may be answered at the City's discretion. During the period for which this RFP is being advertised and considered, the City's primary contact for information shall be:

Lori Vogel, CPPB, Procurement Manager
City of Clearwater
100 South Myrtle Ave. 3rd Floor
Clearwater, Florida 33756
Lori.vogel@myclearwater.com
727-562-4632

Delivery

Proposals shall be marked "**RFP #14-21, Downtown Clearwater Waterfront Development Opportunities**" and submitted electronically through the City bids website at:
<https://www.myclearwater.com/business/rfp>

Deadline

Proposals shall be received no later **than April 12, 2021 at 12:00PM EDT**. Proposals received after the specified time will NOT be considered.

The responses and information gathered from respondents to this RFP will be used to select appropriate development partners. Eligible responses will demonstrate development proposal elements including, but not limited to, a specific program proposal, a detailed financial plan and financial offer, and a detailed management structure for construction and property management.

Respondents should note that the development partner(s) will be selected, first, based on adherence to non-financial criteria, and second, based on the feasibility and value of the financial offer. The overarching goal for selection is to identify a respondent whose proposal successfully meets the goals and requirements of the RFP, as envisioned by the City and CRA.

SOLICITATION REQUIREMENTS

The City and the CRA invite development teams of one or more firms with a track record of successfully delivering mixed-use residential and/or hotel projects to submit responses to this RFP. Complete teams should include firms with necessary development and management expertise as well as firms with necessary design expertise.

Respondent teams must clearly and completely address each of the following areas in response to this RFP in order to be eligible for selection:

- 1. Cover Letter.** Responding teams should prepare a cover letter stating their interest in the opportunity, summarizing the suitability of the assembled team and the materials presented to support the RFP response. This letter should also identify the primary contact person for the respondent organization.
- 2. Team Introduction and Experience.** Respondents should include a description of the development team, the firms' experience and qualifications, and relevant personnel experience and qualifications. The following aspects should be included:
 - a. *Development Team.* Description of the key firm(s) comprising the team, including architects, engineers, and other relevant consultant teams, and the role of each in the project. In this section, respondent teams should include: a description of each key organization, its mission, a chart summarizing the overall team structure, and key firm management. For teams led by a joint venture, include the structure, percentage of ownership held by each lead, and the intended role (e.g., co-developer, limited partner, general partner).
 - b. *Operators.* For all uses proposed, respondents should provide detailed information on prospective operating partners, including letters of intent or interest to demonstrate feasibility. Information on operators proposed for cultural uses and hotel uses are especially of interest.
 - c. *Firm Experience and Qualifications.* Respondents should include examples of projects that demonstrate the team's experience with the proposed development program (mixed-use, residential condo or rental, retail, and/or hotel) and, if applicable, experience in development partnerships with public and non-profit sector partners. For all projects submitted as examples of relevant previous experience, respondents should provide:
 - i. Project location.
 - ii. Project size and program description.
 - iii. The respondent member's role in the project.
 - iv. Project completion date or expected completion date.
 - v. Public sector involvement, if any.
 - vi. Total project cost and financing structure, if available.
 - vii. A representative image or images of the project.
 - d. *Personnel Experience and Qualifications.* Respondents should demonstrate that their teams include personnel with the experience and expertise necessary to deliver a high-quality mixed-use development. Teams should include resumes for identified key personnel within the proposed team, including qualifications (within the current firm or in previous roles).
- 3. Development Plan.** Teams should include a description of their vision for redeveloping the site or sites. The City and CRA will accept development proposals for any single site or combination of sites. It should be noted that the Harborview site is a priority for redevelopment given its prominent place at the entrance of the park. The City and the CRA encourage RFP responses that include the Harborview site as part of their development proposal. Respondents should include a development

narrative, a vertical development concept, and their approach to a successful public/private partnership if appropriate.

- a. *Development Narrative.* Respondents should provide a narrative accompanied by renderings, illustrations, or simple diagrams to articulate the development approach. The inclusion of these visual representations is required. This section should cover at least the following aspects:
 - i. An overall vision for the sites that articulates the vision and preliminary concept, proposed program, design and massing approach, ground floor uses and site integration with the surrounding urban fabric including Cleveland Street and the adjacent waterfront park.
 - ii. An approach incorporating good urban design that enhances the attractiveness of Downtown Clearwater's built environment; and
 - iii. Proposed development timeline and phasing, as well as preferred timing for the disposition of the sites within the context of a referendum vote for the Harborview and City Hall Sites. The City/CRA will work with the selected development partner(s) to reach a mutually agreed upon schedule. The overall timeline should include, but not be limited to, the following key project milestones:
 1. Project start;
 2. Due diligence and pre-development activities;
 3. Construction start and duration; and
 4. Initial occupancy.
- b. *Vertical Development Program.* Teams should include a detailed proposed vertical development program for each site. This section should include:
 - i. A description of how the proposed program fits into the adjacent context and overall development vision.
 - ii. For residential uses, the number of units and total gross square footage.
 - iii. For any affordable and workforce units proposed, a description of how these units will be integrated into the development, the number of affordable units proposed, the total gross square footage, and proposed level of AMI at which the units will be affordable.
 - iv. For retail and office uses, a narrative description of the character of the space including how ground floor uses accomplish the Downtown Design Guidelines and desire for active retail uses, and total square footage. If prospective tenants or operators have been identified, letters of intent or interest may be included to demonstrate feasibility.
 - v. For hotel uses, a narrative description of the type and target market of the hotel product proposed, the number of keys, and total square footage. As previously noted, if prospective operating partners have been identified, letters of intent or interest should be included to demonstrate feasibility.
 - vi. For cultural uses, a narrative description of the type and integration/location of the use in relation to the remainder of the site, and total square footage. As previously

noted, if prospective operating partners have been identified, letters of intent or interest should be included to demonstrate feasibility.

- vii. For any privately-owned or funded public spaces, a narrative description of how these spaces enhance and connect to the surrounding context, the size, and location.
- viii. For proposed parking uses, a narrative description of type of structure (surface, separate structure, below ground, etc.), users, size, and location.
- c. *Approach to Public Partners.* Teams should include their approach to working with public stakeholders, including:
 - i. Approach to working with the City and CRA, including strategy to secure any necessary incentives.
 - ii. If applicable, approach to drafting a Pre-Development Agreement with the City and CRA to be used as a preliminary basis for the future operating agreement and eventual lease document.

4. Financial Plan. Teams should provide detailed information on their financial plan. This section should include evaluation of financial feasibility, all assumptions, a description of how they have effectively secured and leveraged significant funding streams from public and private sources, and their experience in assembling financing packages for mixed-use developments. The following aspects should be included:

- a. *Pro Forma.* Teams must provide a detailed pro forma cash flow for proposed projects for a period lasting through the first ground rent reset or the first 10 years, whichever term is longer, including at a minimum:
 - i. *Program and Income Assumptions* such as operating revenues and expenses, development costs, and exit assumptions.
 - ii. *Source Assumptions* such as sources of equity, debt, and subsidies.
 - iii. *Use Assumptions* including all hard and soft costs.
 - iv. *Preliminary Construction and Permanent Financing Assumptions.*
 - v. *Project Schedule and Timing Assumptions* including expected start date, stabilization, and key intermediate milestones.
 - vi. *Project Yield Metrics* including the assumed discount rate, the internal rate of return, return on cost, and weight average cost of capital.

All cash flows should be submitted in PDF and Excel formats with active formulas clearly linking to an assumptions section on which all calculations were based. Respondents may submit proprietary cash flow models to meet this submission requirement.

- b. *Equity and Debt Sources.* Teams should include detailed descriptions of equity and debt sources for financing this project. This should include each investor's equity commitment to the project (including letters of commitment), and satisfactory evidence of respondent's ability to secure project debt (including tentative letters of commitment from prospective lenders).

- c. *Financing Approach for Affordable Housing.* If including affordable housing, teams should include any intended use of tax credits, sources of state, local or philanthropic sources. Teams should include their experience in utilizing such sources and anticipated capacity to secure such funding sources.
 - d. *Conditional Public Funding Sources & Use of Incentives.* Teams should include whether they intend to use funding via available incentives listed in *Section V. Regulatory Framework*. This description should include which specific incentives will be used and the extent of funding desired. Teams should include detailed descriptions of other types of conditional public funding sources for financing this project. Teams should include their experience in utilizing such sources and anticipated capacity to secure such funding sources. If teams are utilizing both affordable housing funding sources and public funding sources, a total of two financial plans should be submitted: one that assumes receipt of all funding sources and one that assumes the receipt of none of these sources.
 - e. *Construction Costs.* To the extent available, teams should include a general description of all estimated construction costs, including hard and soft costs, related to residential, retail, office, cultural, public, parking, and other uses. The description should also include general estimated infrastructure costs for the property such as site grading and earthwork, water and sewer, other utilities, paving, curbs, and gutters.
 - f. *Tenant and Leasing Approach.* Teams should include their approach to tenancing and leasing the building.
- 5. Financial Offer.** Teams should include a description of their financial offer, including intent to propose a land acquisition or a ground lease. This section should include the respondent's proposal for ownership strategy in either a fee simple disposition or ground lease, and where applicable, fair market valuation, land valuation, conversion rate, and desired schedule. Teams should also state their intention to retain a long-term ownership position in the project or sell the developed project to a third party.
- a. *Property Valuation.* City/CRA Staff will provide property appraisals for each of the three sites in order to establish a baseline value in the RFP, assuming the sale of each property. In their proposal, respondents are expected to factor in the fair market value provided by the City/CRA. If this is omitted, respondents must provide an explanation and alternative proposal describing what value they intend to pay for the site. Respondents should note that while City Council can decide to accept offers that are below the appraised fair market value, this action is required to be approved through a referendum. In the event a ground lease is proposed, the fair market valuation and Charter processes do not apply. Once a proposal is selected for negotiation, the City/CRA will revise the previous appraisal based on proposal specifics such as the mix of uses and financial offer for a ground lease or fee simple disposition.
 - b. *Ownership & Fees.* The City/CRA will support a flexible payment schedule for lease or purchase, and a 0% interest loan for land purchase. The City is responsible for funding all streetscape improvements and will consider reimbursement of impact fees.
- 6. Exhibit A – Forms.** The following forms should be completed and signed:
- a. Exceptions/Additional Materials/Addenda form
 - b. Vendor Information form
 - c. Vendor Certification of Proposal form

- d. Scrutinized Companies form(s) as required
- e. E-Verify Eligibility form
- f. W-9 form. Include a current W-9 form (<http://www.irs.gov/pub/irs-pdf/fw9.pdf>)

EXPENSES

All Proposers responding to this RFP do so at their sole expense and risk. The CRA and City assume no financial or other obligation to Proposers who respond to this RFP. The CRA and City will not be liable to any broker, consultant or other entity acting on behalf of any Proposer for any fee or payment relating directly or indirectly to the Proposer or its proposal.

NON-CONFIDENTIALITY

All proposals, qualifications, correspondence, and records made thereof, are public record and handled in compliance with applicable state and local laws.

VII. Evaluation Criteria

SELECTION PROCESS

The City and The CRA will evaluate respondents' submissions in accordance with the requirements of this RFP as well as any interviews, references, or other supplemental information provided. The Selection Process will include:

1. **Submission Review.** Submissions will be reviewed by the City and CRA to determine whether the proposal fulfills all submission requirements and meets the minimum threshold requirements listed below.
 - a. **Non-Financial Aspects Review.** If the proposal is approved, the non-financial aspects will be reviewed with a maximum score of 125 points. Only proposals scoring a minimum of 75 points within the non-financial aspects category will be approved for further consideration.
 - b. **Financial Aspects Review.** Proposals will be evaluated based on the price offer as well as the feasibility of the financial plan supporting the offer, with a maximum of 100 points.
 - c. **Final Consideration.** The City and CRA will evaluate the Non-Financial Aspects and Financial Aspects categories together to select the best proposal(s).
2. **Invitation to Interview.** Respondents selected by the City and CRA as a result of the Submission Review may be invited to interview, which will provide respondents with the opportunity to present their concept, approach to partnerships, timeline, development team, and financial plan to the City and CRA.
3. **Final Decision.** The City and CRA will evaluate all comprehensive information to make a final recommendation to City Council for a preferred developer. All respondents will be notified in writing of the final decision.

MINIMUM THRESHOLD REQUIREMENTS

The City and CRA will review all submissions based on quality, completeness, and compliance with the submission requirements and project goals outlined within this RFP. In addition, The City and CRA will only advance proposals that meet the minimum criteria listed below:

- **Housing.** The inclusion of rental and/or condo housing product in the sites, considering the City and CRA's target to deliver a minimum target of 150 rental units across the three sites.
- **Active ground floors.** Active ground floors that support a vibrant public realm, such as retail, civic, and cultural uses, in order to increase vibrancy and economic activity in Downtown Clearwater.
- **Downtown Design Guidelines.** Any proposed project must comply with the Downtown Design Guidelines, which require quality architectural and site design, an urban development pattern and the use of materials that enhance the attractiveness of Downtown Clearwater's built environment.
- **Financial offer.** The proposal provides a financial offer in the form of a fee simple disposition and/or ground lease for each of the sites considered in the proposal.
- **LEED Silver Certification.** All proposed buildings and structures shall be designed to LEED Silver certification standards, or a recognized and documented equivalent standard.

EVALUATION CRITERIA

The City and CRA will only evaluate respondent proposals deemed to be complete and deemed to fulfill the minimum threshold requirements using the scoring described below.

The evaluation will be a two-step process in which a minimum threshold of points for non-financial aspects (Step 1) must be achieved to move on to the financial evaluation. Eligible bonus points will also be applied in Step 1 as part of the non-financial evaluation. Proposals that meet the minimum threshold in Step 1 will advance to the evaluation of financial criteria proposed (Step 2) with the scores in both steps being cumulative. City Council will only review proposals that meet the criteria to move into Step 2, with City/CRA staff managing the process as outlined below.

The Evaluation Process will include:

1. Step 1: Non-Financial Criteria & Bonus Points – 125 Points

Non-Financial Criteria includes the following categories: Project Understanding and Concept, Organization Expertise and Experience, and Bonuses, each of which has associated point thresholds.

- Maximum Points – 125 Points.
 - Minimum points to advance to *Step 2: Financial Evaluation* – 75 Points.
- a. Category Breakdown:
- i. Project Understanding and Concept – 50 Points
 - ii. Organization Expertise and Experience – 50 Points
 - iii. Bonus Points – 25 Point Maximum
 - 1. Inclusion of Cultural Amenities – 5 Points
 - a. Application: Providing cultural amenities that are open to the public, including performance spaces, galleries, movie theaters, museums, art centers, etc.
 - 2. Total Rental Units Above 200 – 5 Points
 - a. Application: Inclusion of residential rental units that exceed the threshold of 200 units within a single development proposal, which may occur within one or more sites.
 - 3. Contributions to Build Out and/or Management of Park / Open Space – 5 Points
 - a. Application: Committing to completing additional park amenities that are not currently funded, such as the South Bluff Walk.
 - 4. Commitment to Green and Wellness Standards – 5 Points
 - a. Application: Meeting WELL Silver
 - b. Implementation of other sustainability initiatives as defined by the developer or development team
 - 5. Achievement of additional Sustainability Initiatives – 5 Points
 - a. Application: Achieving LEED Gold or greater or equivalent documented standard.

2. Step 2: Financial Criteria – 100 Points

Financial Feasibility. Includes the feasibility of the financial plan and assumptions, and the ability to secure financing.

- Financial Feasibility Maximum Points – 60 Points

Financial Offer. The financial offer will be evaluated based on the present value of payments to the City/CRA, utilization of incentives, and fiscal impact. The proposal with the most accretive price defined as the present value of proposed payments will receive a maximum score of 40 points for the price criterion and all other proposals will receive scores that are lower in proportion to the difference in the present value of proposed payments.

- Financial Offer Maximum Points – 40 Points

- 3. Selection & Finalization:** Staff will interview and recommend applicants to present to City Council and advise Council on applicants to authorize negotiations with. Staff will then negotiate with approved applicants and prepare a term sheet and development agreement for consideration. Council will adopt a development agreement contingent upon referendum results.

EVALUATION CRITERIA – POINTS BREAKDOWN

NON-FINANCIAL CRITERIA

Project Understanding and Concept

- Development Program & Integration between sites and within Imagine Clearwater context
 - Delivery of Large Scale, Urban, Mixed-Use Project
 - Public Partnership Approach
 - Zoning and Legal Compliance Approach
- 50 Points

Organization Expertise & Experience

- Team Completeness and Structure
 - Individual Expertise
- 50 Points

Bonus Points (5 Points Max Ea.)

- Cultural Amenities
 - Total Rental Units Above 200
 - Contributions to Build Out of Park / Open Space
 - Green and Wellness Standards
 - Sustainability Initiatives
- 25 Points

Non-Financial Maximum Points

125 Points

FINANCIAL CRITERIA

Financial Feasibility

- Feasibility of Financial Plan and Assumptions
 - Ability to Secure Debt and Equity Financing
- 60 Points

Financial Offer

40 Points

Financial Maximum Points

100 Points

Total Points

225 Points

VIII. Selection Schedule & Contact

The City and CRA's anticipated timeline for the selection process is outlined below. Dates referring to the referendum and future stages of the procurement process (selection of development partners) are tentative and subject to change.

Milestone	Target Date*	Timeframe
RFP Issued	January 11, 2021	
Advertise Tampa Bay Times	January 13, 2021	
Pre-Bid Conference: Virtual	February 12, 2021	
Deadline for Submitting Questions	March 17, 2021	
RFP Responses Due	April 12, 2021	90 days after RFP issuance
Evaluation of Proposals	April 12, 2021 – April 23, 2021	2-Week Period
Interviews (Invitation Only)	April 26, 2021 – April 30, 2021	2 Weeks Post Due Date
City Council Presentation (Invitation Only)	May 3, 2021	3 Weeks Post Due Date
Staff Award Recommendations	May 2021	
Staff Recommendation of Preferred Partner(s) to City Council & Request for Authorization to Negotiate	June 3, 2021	7 Weeks Post Due Date
Negotiate Deal(s)	June – July 2021	8 Week Period
Staff Recommend Development Deal(s) to Council	August 19, 2021	
Referendum Question(s) Development Starts	October 2021	4 Week Period
Referendum Information Campaign	December 2021 – March 2022	12 – 16 Week Period
Referendum Date	March 15, 2022	

**Anticipated date subject to change*

Appendix 1: Imagine Clearwater Schematic Concept Plan

