



## Legislation Details (With Text)

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<b>Type:</b>	Informational Item	<b>Status:</b>		City Business	
<b>File created:</b>	4/8/2021	<b>In control:</b>		City Council	
<b>On agenda:</b>		<b>Final action:</b>		9/10/2021	
<b>Title:</b>	Approval of RFP# P21-19-COC, a Request for Proposals for the purchase of real estate and development of 915 Florida Avenue scheduled to be published on Vendor Link on May 18, 2021.				
<b>Sponsors:</b>					
<b>Indexes:</b>					
<b>Code sections:</b>					
<b>Attachments:</b>	1. Exhibit A - RFQ 21-19-COC Purchase of Real Estate Development_915 Florida Ave, 2. Exhibit B - 21-110 Cocoa Highest Best Use Draft Report Update 915 Florida Avenue (3-2021)AMENDED.pdf, 3. Exhibit C - AC21-2218 2nd Revised Appraisal 915 Florida Ave.pdf				

Date	Ver.	Action By	Action	Result
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## CITY COUNCIL AGENDA ITEM

Memo Date: April 8, 2021  
Agenda Date: May 11, 2021  
Prepared By: Nancy A. Bunt, Community Services Director  
Through: Stockton Whitten, City Manager  
Requested Action:

Approval of RFP# P21-19-COC, a Request for Proposals for the purchase of real estate and development of 915 Florida Avenue scheduled to be published on Vendor Link on May 18, 2021.

### BACKGROUND:

At the March 23, 2021 City Council meeting, Council voted to terminate negotiations with The Villas of Cocoa Village and directed Staff to issue another Request for Proposals (RFP) based on the Highest & Best Use Analysis issued March 15, 2021. An updated Highest & Best Use Report, received on March 22, 2021, determined the highest & best use for the property is multi-family development. An Appraisal of 915 Florida Avenue, received April 8, 2021, determined the market value of the vacant property is \$ 1,755,000.

The RFP (Exhibit A) invites developers and interested parties to submit a proposal to purchase and develop the 4.38-acre parcel situated at the Southwest corner of Rosa L. Jones Blvd. and Florida Ave., having an address of 915 Florida Avenue. A companion parcel (.55-acres) lies contiguous to the subject site and is owned by the City. The companion parcel, located within the City of Rockledge limits, will also be available to the selected developer for ancillary uses through an agreement with the City. There are 5 billboards on the parcel that must be retained and ownership of the parcel will be retained by the City.

This RFP sets forth the intent by the City to sell/offer approximately 4.38-acres within the Cocoa Community Redevelopment Area for the purposes of developing the site for its highest and best use consistent with the findings set forth in the report issued by Bass Fletcher Associates, Inc. The selected developer will be required to enter into a binding development agreement with the City which will set forth the agreed upon terms and conditions of the selected development proposal including a development schedule under which the project will be completed.

The requirements of the proposals are as follows:

- A detailed account of proposed terms and purchase price for the property
- Proposer's detailed development experience identifying not less than five (5) years of experience related to the proposed use/project type
- Concept theme that does not severely duplicate or compete with any other business but rather complement the current market
- Comprehensive Development Schedule
- Estimated development costs and verifiable evidence of financial capability
- Design, with scaled drawings that demonstrates the project will meet design criteria required by current zoning requirements
- A colored rendering of the site, elevations and decorative structures (hardscape and entrance features)
- Primary contact names for the project proposal
- A list of any previous CRA and or City-project or project funded in whole/part by the CRA and/or the City that the Proposer or any member of the team was involved with directly/indirectly
- A signed Proposal Form

An opportunity for incentives may be available to the awarded project team. Those incentives may include:

- Assistance with the application and receipt of any City regulatory approvals as required for site plan approval
- Streetscape improvements within the right of way
- Modifications to existing public utilities if necessitated by the City vacation of existing streets and alleys
- The companion site for ancillary uses such as storm water management. Approved uses will be outlined in the binding development agreement required by this RFP.

The schedule for release of the RFP is as follows:

Action	Date
RFP Advertised:	May 18, 2021
Pre-Bid Meeting (Non-Mandatory)	June 1, 2021 10am (Virtual Meeting)
Deadline for Respondent Questions:	June 4, 2021
<b>Proposal Submission Deadline:</b>	<b>June 18, 2021 at 3:00 p.m.</b>
Evaluation and Selection:	June/July 2021
Presentations, if required:	June/July 2021
City Council or City Manager Approval of Contract:	June/July 2021

The selection criteria is stated in the RFP.

Staff is requesting approval of the RFP # P21-19-COC, for the purchase of real estate and development of 915 Florida Avenue scheduled to be published on Vendor Link on May 18, 2021.

**STRATEGIC PLAN CONNECTION:**

Redevelopment - Redevelop downtown Cocoa as an economic, social and civic center of the community through the development of vacant parcels to increase the taxable values of certain properties.

**BUDGETARY IMPACT:**

Budgeted N/A

**PREVIOUS ACTION:**

March 23, 2021 (Agenda #21-250): Council terminated the negotiations between the Villas at Cocoa Village and directed Staff to issue another RFP for development of the site.

**RECOMMENDED MOTION:**

Approval of RFP# P21-19-COC, a Request for Proposals for the purchase of real estate and development of 915 Florida Avenue scheduled to be published on Vendor Link on May 18, 2021.