



**REQUEST FOR PROPOSALS  
FOR THE REDEVELOPMENT AND DISPOSAL OF REAL  
PROPERTY LOCATED IN THE  
COCOA COMMUNITY REDEVELOPMENT AREA  
At  
603 BREVARD AVE.  
COCOA, FLORIDA 32922**

Issue Date  
April 28, 2017

Due Date  
May 31, 2017



**REQUEST FOR PROPOSALS  
FOR THE REDEVELOPMENT AND DISPOSAL OF REAL  
PROPERTY LOCATED IN THE  
COCOA COMMUNITY REDEVELOPMENT AREA**

**At  
603 BREVARD AVE.  
COCOA, FLORIDA 32922**

The Cocoa Community Redevelopment Agency “Agency” invites developers, end-users and interested parties (collectively “Proposer” or “Respondent”) to submit a Proposal to develop a .87-acre site located at 603 Brevard Avenue, Cocoa Florida. *This RFP is governed by the provisions of Section 163.380, Florida Statutes.*

**Due date for receipt of Proposals is May 31, 2017 4:00 P.M.**

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

**SECTION I. BACKGROUND**

The Cocoa Community Redevelopment Agency (Agency) invites Requests for Proposals to develop property at 603 Brevard Avenue in Cocoa Florida, centrally located in Cocoa Village. It is also the former location of the Cocoa City Hall. The building was demolished in 2010. The subject property was acquired by the Agency for redevelopment purposes under the Florida Community Redevelopment Act. Therefore, the Agency’s disposal of the subject property is governed by Section 163.380, Florida Statutes. The provisions of Section 163.380, Florida Statutes are hereby incorporated herein by this reference and Proposers should familiarize themselves with that section. Notwithstanding the statements and terms and conditions set forth in this RFP, this RFP is not intended to limit or restrict the Agency’s options expressed in Section 163.380, Florida Statutes. Further, this RFP is not intended to conflict with the provisions of Section 163.380, Florida Statutes. To the extent of any conflict, the Agency reserves the right to apply the provisions of Section 163.380, Florida Statutes.

The Future Land Use designation for the property is “Commercial”. The property is zoned Commercial Business District – Cocoa Village Overlay (CBD-CVO) and Cocoa Waterfront Overlay District. Respondents are encouraged to review and evaluate the City of Cocoa Zoning Code to determine the development requirements for these land uses and zoning designations before submitting a proposal. The Agency does not anticipate a future land-use or zoning change in relation to this site. 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 Cocoa Community Redevelopment Area.

The zoning for the site, which is 0.87 acres is intended to allow and encourage mixed use development to include such uses as office, commercial retail, hotel, and multi-family

residential development. Proposers may submit projects that contain vertically mixed or horizontally mixed uses. Single use proposals are also acceptable.

The City of Cocoa may consider vacating a portion of the adjacent Factory Street or John Garren Lane, to accommodate full use of the proposed site, with additional parking that would be integrally designed with the proposed development and streetscape.

It should be noted that the property to the immediate south of the subject site is for sale. Respondents should investigate potential opportunities to combine the lots to create a larger unified development project.

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. The former elevator shaft is located underground. The Agency does not make any representations or warranties regarding hazardous materials that may be on the site. Respondents shall be required to conduct their own due diligence regarding the aforementioned issues.

## **SECTION II. INTENT**

The Agency, by this RFP, sets forth its intent to sell approximately **0.87 acres** within the CRA for the purpose of developing the site for its highest and best use. The Agency would enter into a purchase agreement with a selected Proposer and a development agreement will be required with the Agency and/or the City of Cocoa to develop the site consistent with the selected proposal deemed in the best interests of the City and the Agency. Such agreement(s) will include, but are not limited to, deed restrictions, a defined building schedule, and a “reverter” clause if building permits are not secured and construction is not commenced within an agreed upon timeline set forth in the agreement(s)

The Agency shall consider all proposals submitted, which may include plans and specifications, financial and legal ability, time schedule and purchase terms and conditions (if applicable). Upon evaluation, the Agency may negotiate with the Proposer and may accept such proposal as the Agency deems to be in the public interest and in furtherance of the purposes of the Cocoa Community Redevelopment Plan.

The Agency may reserve such powers and controls through disposition and development documents with Proposers as may be necessary to prevent transfer, retention, or use of the property for purposes which are inconsistent with the objectives of the Redevelopment Plan and to ensure that development begins within a period of time the Agency determines to be reasonable.

## **SECTION III. PROPERTY DESCRIPTION**

The Property is comprised of two parcels identified as parcel tax account numbers 2426228 and 2426229 with the Brevard County Property Appraiser Site and further described in the attached Exhibit "A".

## **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 “green building” and sustainability.

## **SECTION VI. PROPOSAL REQUIREMENTS**

Proposal must contain the following:

- (1) A detailed account of proposed terms and purchase price (if applicable).
- (2) The estimated number and type of permanent jobs that will be created by this development.
- (3) Resume’ of Proposer’s previous experience identifying not less than five (5) years of experience directly related to the proposed use/project type.
- (4) Concept or theme that does not severely duplicate or compete with any other business but would add to and or complement the current market enhancing the vitality and vibrancy of Cocoa Village, including, but not limited to, high density residential and commercial development, including mixed ancillary uses such as a grocery store, drug store, or financial institution in the Cocoa Community Redevelopment Area.
- (5) Time periods for commencing and completing construction, and opening for business.
- (6) Estimated development cost, and verifiable evidence of financial capability.
- (7) A design that meets neighborhood design criteria as set forth in the current zoning requirements.
- (8) A rendering of the site and building (s).

- (9) A primary contact name and numbers including phone, fax, and email.
- (10) A list of any previous City-project or project funded in whole or in part by the City that the Proposer or any member of the Proposer's team was involved with, whether directly or indirectly.
- (11) A signed Proposal Form (Exhibit "B")
- (12) Proposers are solely responsible for educating itself about the terms and conditions of this RFP. Further, Proposers are solely responsible for educating itself regarding the Agency's Redevelopment Plans and Master Waterfront Plan, the characteristics of the community redevelopment area, and applicable provisions of the Agency of Cocoa's comprehensive plan and zoning codes. Copies of any of the aforementioned documents may be obtained by contacting the Agency of Cocoa's Community Development Department. In some case, some of the documents can be located on the Agency of Cocoa's Official Web Site and municode.com.

**SECTION VII. PREFERRED PROPOSAL**

The preferred proposal should provide:

- (1) Information relating to the development and management team including but not limited to:
  - A. Identification of the individuals and consulting firms that will be part of the Proposer's development team including a brief professional biography.
  - B. Be prepared, at some point in the review process to submit a preliminary financing plan, including: construction budget and pro forma detailing total project cost and proposed sources of funding; demonstration of Proposer's financial capability to develop the Site including financial statements; projected revenue of the project, a brief description of price points of for-sale residential units (if applicable); and suggested purchase price and terms to be paid for the property and any incentives requested.
  - C. A complete description of the Proposer's entity (corporation, partnership, etc.) and whether they are currently licensed to conduct business in the state of the Florida.
- (2) A commitment to develop and operate a community oriented development that provides the most compatible and economically feasible use of the site with an emphasis on neighborhood uses that are complimentary to the current retail developments in Cocoa Community Redevelopment Area.
- (3) Evidence of the Proposer's direct experience in producing the proposed project including the quality and quantity of similar projects by the Proposer. Relevant references related to other projects constructed by the Proposer will be accepted and considered by the Agency.
- (4) The Agency may, however, initiate communication with any Proposer in order to obtain additional information or clarification necessary for fair evaluation of their submittal.

**SECTION VIII. EVALUATION CRITERIA.**

Firm(s) shall be evaluated and points will be assigned based on the following criteria:

- 1. Professional Abilities/Experience – 35 points**
  - A. Relevant development and redevelopment Experience with RDA’s 0-10 points
  - II. Relevant Public/Private Partnership Experience 0-10 points
  - III. Relevant experience with projects of this size and scope 0-15 points

**2. Financial Feasibility – 25 points**

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

**3. Conceptual Development/Overall Vision for the Project – 30 points**

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

**4. Development Schedule – 10 points**

It is the desire of the Agency that this project commence construction within twelve (12) months of Agency approval of the Development Agreement.

**EACH RESPONDENT SHALL BE REQUIRED TO ADDRESS EACH OF THE EVALUATION FACTORS AND SUBMITTAL QUESTIONS IN THE ORDER LISTED ABOVE IN WRITING AS PART OF THE RFP SUBMITTAL PACKAGE. IF ANY OF THE FACTORS OR CRITERIA IS NOT APPLICABLE, THE RESPONDENT IS INSTRUCTED TO WRITE “NOT APPLICABLE” AS AN ANSWER.**

**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 FORMER COCOA CITY HALL REDEVELOPMENT SITE" and delivered:

- (1) By USPS, hand, courier, FEDEX or otherwise to the Office of Economic Development,

located at 65 Stone St., Cocoa, Florida 32922, City of Cocoa, Florida.

**SECTION XI. DEADLINE 4:00 P.M. LOCAL TIME MAY 31, 2017**

Proposals received after the specified time and date **will not** be considered. The Agency 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 in order to be considered.

## **SECTION XII. SELECTION**

All qualifying proposals shall be submitted to the Agency Board for consideration at an advertised public hearing. The Agency may, at its discretion, require oral presentations with one or more of the Proposers. The Agency may select the most qualified Proposer and direct staff to negotiate agreement(s) with the Proposer. The Agency Board shall later consider the negotiated agreement and either approve or deny the Agreement. A separate development agreement may be necessary with the City of Cocoa regarding permitting issues under the City of Cocoa's jurisdiction.

## **SECTION XIII. INQUIRIES AND QUESTIONS.**

All inquiries, questions, requests for interpretation, correction, or clarification can be made to City of Cocoa Economic Development Manager, Larry Lallo, 321-433-8525, or email [llallo@cocoaf1.org](mailto:llallo@cocoaf1.org), or by FAX 321-433-8543.

## **SECTION XIV. AGENCY RESERVATIONS**

The Agency reserves the right, in its sole and absolute discretion, 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) 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.
- (3) Waive irregularities in the proposals.
- (4) Reject or refuse any or all proposals.
- (5) Cancel and withdraw this RFP at any time.
- (6) Negotiate with any or all Proposers in order to obtain terms most beneficial to the Cocoa Community Redevelopment Area.
- (7) Accept the proposal which best serves the interest of the City of Cocoa and the Cocoa Community Redevelopment Area.
- (8) The Agency is not responsible for any expenses that respondent may incur in preparing and submitting responses called for in this request. The Agency will not pay for any out-of-pocket expenses, such as word processing; photocopying; postage; per diem; travel expenses; and the like, incurred by the respondent. The Agency will not be liable for any costs incurred by the respondent in connection with any interviews/presentations (i.e., travel, accommodations, etc.).

## **SECTION XV. DISCLOSURE**

- (1) Information contained in this RFP is believed to be accurate and reliable; however, interested parties should rely on their own fact finding and analysis including, but not limited to, opinions from their own experts and legal 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.

EXHIBIT "A"

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 B”**  
PROPOSAL FORM

REQUEST FOR  
PROPOSALS FOR  
COCOA COMMUNITY REDEVELOPMENT AGENCY  
603 REVARD AVENUE  
Issue Date: April 28, 2017

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 Community Redevelopment Agency on April 28, 2017.

\_\_\_\_\_  
Name of Company/Organization

\_\_\_\_\_  
Signature of individual  
submitting proposal for above  
Company/Organization

\_\_\_\_\_  
Printed name of individual

\_\_\_\_\_  
E-mail address

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Fax

\_\_\_\_\_  
Date