



300 West Plant Street  
Winter Garden, FL  
407-656-4111

RFP # 17-001

# Request for Proposals

For the purchase and redevelopment of City-owned property in the Historic Downtown District, generally located at:

270 West Plant Street



# The City of Winter Garden invites you...

## Introduction

The downtown business district of Winter Garden has experienced a renaissance in recent years. Downtown has been transforming into a vibrant, walkable, welcoming urban core that is beloved by residents and visitors alike. The success of the downtown area has created a great demand for office, retail, and residential space to accommodate the needs of local businesses and residents- a demand that cannot be met by the current building inventory. The City will be requesting proposals from qualified real estate developers (“Developers”) to create a multi-story commercial or mixed-use development utilizing a City-owned property. The address is 270 W Plant Street (see Exhibit A).

The property is located within the Historic Downtown District and is currently owned by the City, which intends to offer the property for sale and redevelopment. The site property currently contains a 5,528 square foot building that has been used as a City administration building and a film academy, but is currently vacant. The site is located directly east of City Hall and north of the Winter Garden Pavilion, which is the site of the popular Saturday morning Farmer’s Market. The property to the east is currently used as a parking lot, but future plans include the construction of a multi-story commercial building abutted by additional City park space. The site is within close proximity to both the downtown retail core to the east and the new Plant Street Market to the west. See property location maps on the following page (Exhibit A).

The City has identified several goals for the project. The final development should exemplify excellence in architectural design, utilizing superior materials and sound building practices while also being compatible with with the established architectural character of the Downtown Historic District. The development should be an asset to the City in terms of providing long-term financial and community benefits, promoting quality Winter Garden job prospects, providing diverse housing opportunities, and fostering a sense of civic engagement and community pride. Like the majority of the buildings within Winter Garden’s Downtown core, this development should be an engaging, people-scaled, and friendly place where residents and visitors alike can’t wait to play, work, and live.



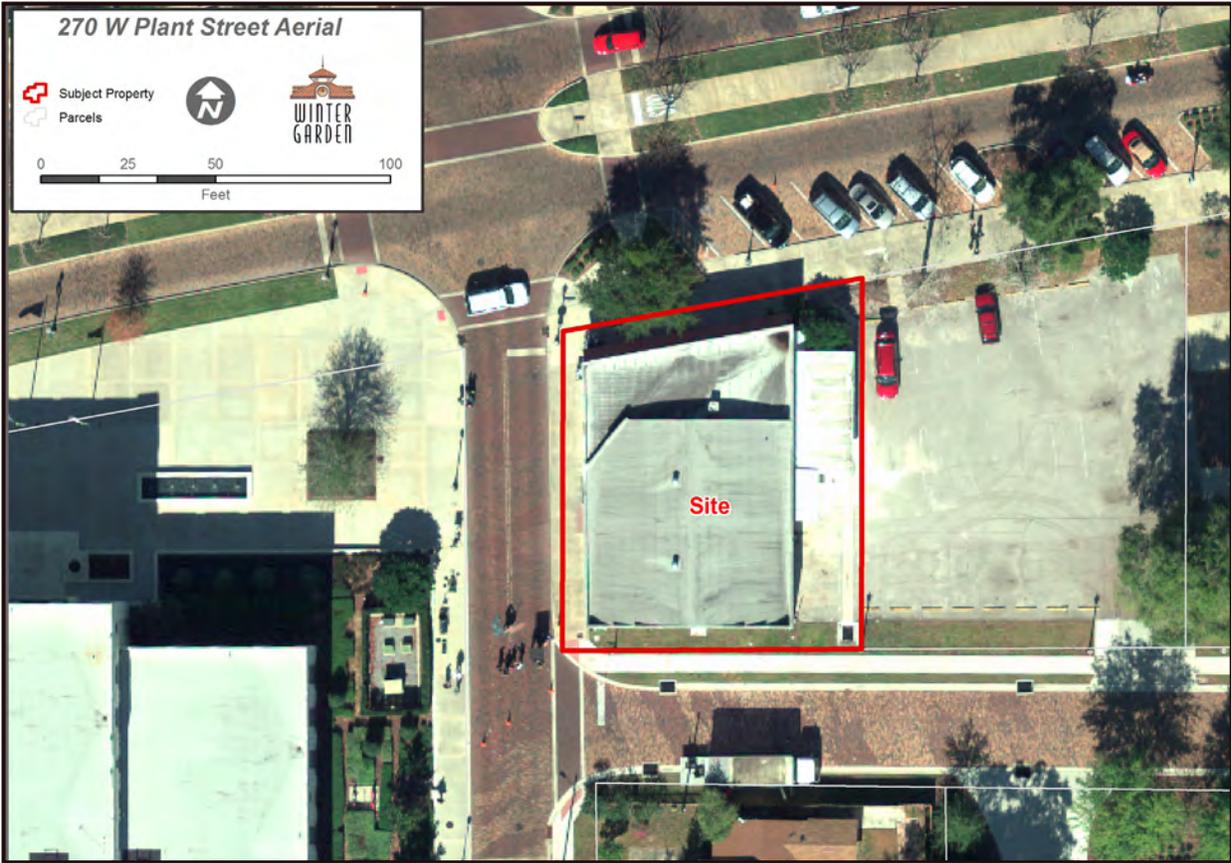
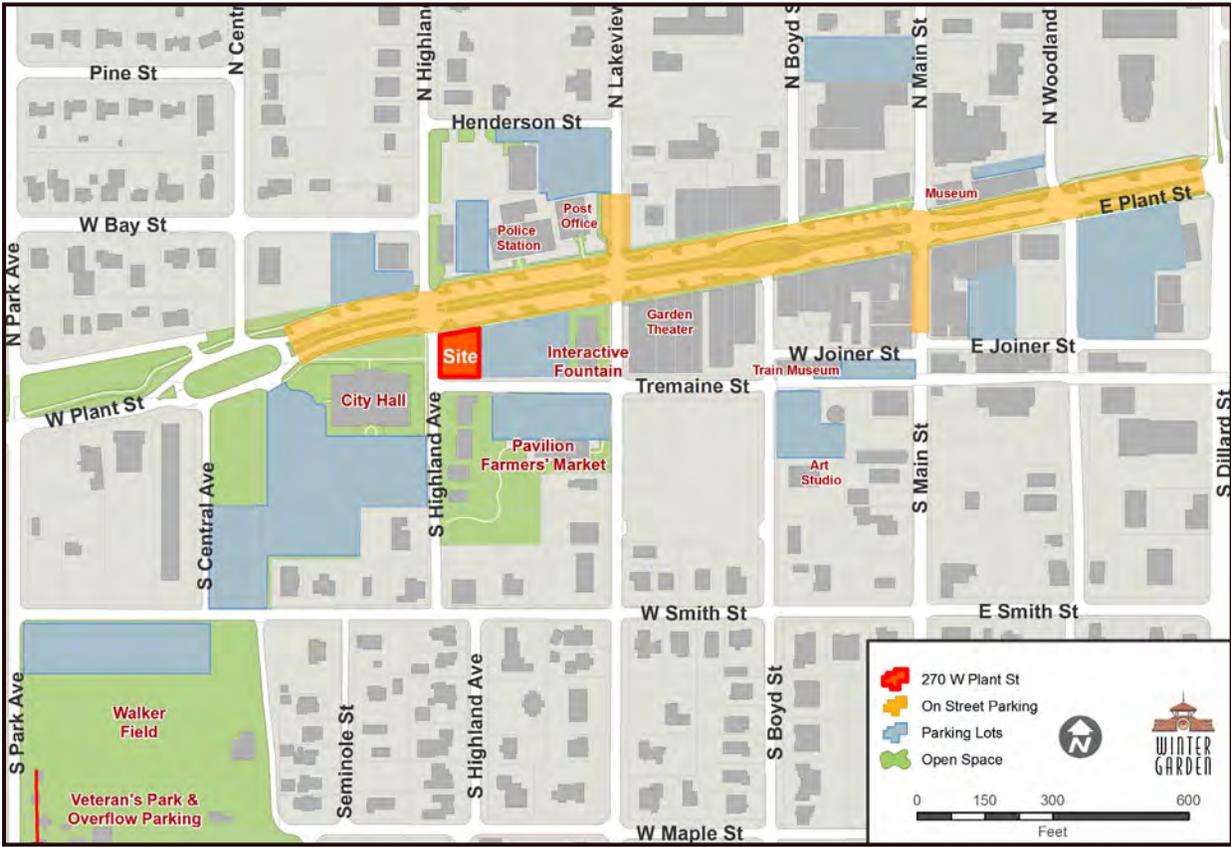


Exhibit A - Location of the Property

## Scope of Opportunity

This RFP is an invitation for qualified Developers to create a Downtown Winter Garden project consisting of a commercial or mixed-use development using property purchased from the City. The project must adhere to all applicable zoning and development laws, which must be confirmed by the Developer.

Below is a conceptual rendering of a park and mixed-use development that has been proposed on an adjacent parcel to the east of the subject property. This is not meant to be a depiction of what the developer should propose; it is included to show the types of conceptual designs that have been envisioned nearby.



## Design Program & Criteria

- 1. General**

The design should comply with all requirements of the City of Winter Garden Code of Ordinances, including those that are specific to the Historic Downtown District Overlay area. The design should also comply with the criteria outlined in the Project Design Guidelines section of this RFP. The Developer is strongly encouraged to utilize the Historic Downtown District Overlay Design Standards & Guidelines Manual, available on the City's website: <http://www.cwgd.com/files/historic/Design%20Standards%20&%20Guidelines%20Manual.pdf>
- 2. Building Development Type**

The building should be developed to support retail, office, and/or residential uses with a minimum of two stories, although three stories are preferred and encouraged.

3. **Building Design**  
The development should be architecturally harmonious with the adjacent properties, including Winter Garden City Hall and the Winter Garden Pavilion. The Developer should also take the proposed redevelopment of the parcels to the east as well as the new City park space into careful consideration when crafting the proposal. The new building should engage pedestrians at the street level, featuring defined entrances through the use of architectural details. The building architecture should be inviting, multi-dimensional, and human-scaled. Please see Project Design Guidelines section for additional criteria.
4. **Site Development**  
The site design should provide for and encourage a range of pedestrian-oriented activities, with outdoor spaces that are harmonious with the surrounding downtown architecture and create an exciting streetscape. Site design elements such as seating areas, colorful/textural paving materials, street furnishings, art, water features, landscape structures, and lighting are encouraged to provide a multi-dimensional visitor experience. Please see Project Design Guidelines section for additional criteria.
6. **Parking**  
While the majority of the development's parking needs will be accommodated by municipal parking along West Plant Street, on the pavilion site, or within the new municipal parking garage, a minimum number of spaces may be developed on site, if feasible, in the rear of the property. Any required parking located off-site (not including any street parking spaces that are added as part of this project) may be subject to parking impact fees (see Impact Fees & Utilities section below). On-street parking is highly encouraged.
7. **Landscape Design**  
The landscape should feature plants that are either indigenous to the region, or are well-suited to the Central Florida climate. The proposed plantings should complement and reinforce the building architecture in addition to enhancing the lush character of outdoor spaces with texture, color, and visual interest. Landscaping may be installed within the public right-of-way to provide site vegetation while maximizing the building envelope. Street trees are required in order to provide a sense of enclosure and shade.
8. **Impact Fees & Utilities**  
Utilities to serve the development are available per the attached GIS maps (Appendix 1). Any road, parking, sewer/water, drainage, or other impact fees typically required for new developments are negotiable.
9. **Property Purchase Conditions**  
The minimum sale price of the property is negotiable; the developer should include their proposed price in the proposal. The site and any improvements are offered "as-is" by the City without any guarantee of environmental conditions. Developers are permitted to submit plans that incorporate development on adjacent lots in addition to the property shown in Exhibit A provided that the Developer includes independent documentation evidencing legal ownership of said lots.

## Project Design Guidelines

### EXISTING CONDITIONS

STRONG VIEWS FROM CITY HALL AND PLANT STREET.  
POSSIBLE CATALYST FOR THE NEXT MERCANTILE  
BLOCK DOWNTOWN.

The property under consideration, has one of the most prominent locations in the Downtown Historic District. It shares the same side of Plant Street as City Hall on the opposite corner of South Highland and Plant. Given City Hall's plaza and the significant relief from the street edge offers this proposed building as the initial primary facade from the west. This long view, along with the civic plaza that is to the west creates potential high visibility for the site. The amount of pedestrian traffic has had a significant increase due to development west of City Hall. The proximity to City Hall provides a strong opportunity to offer a retail / restaurant presence on the ground floor and office and or residential on the 2nd and 3rd floors.

### OUTDOOR CONSIDERATION

ANGLED PARKING . 5.0' WALKWAY . 10.0' OUTDOOR  
DINING

A successful building begins with a successful site. Site constraints include property size and available parking. Adjacent on-street parking is a critical component for successful businesses. Having the "ability" to park adjacent to a merchant is imperative to the daily operation. When parking is available yet filled, indicating activity, it also drives the success of the operation. Secondary parking is available along Plant Street as well as the parking garage one block east.

The City has determined that an increase in adjacent angled parking and a usable outdoor dining to this site requires some of the property to be allocated to on street angled parking to achieve a sustainable long term building and an active vibrant streetscape.





## IDENTIFYING OPPORTUNITIES

BUILDING FOOTPRINT APPROXIMATELY 5200 - 5500  
 NORTH AND WEST OUTDOOR COVERED DINING  
 BACK OF HOUSE ACCESS FROM SOUTHEAST CORNER

The resulting concept plan adjusts the property boundary to engage and activate South Highland, the City Hall Plaza, and address long western views of the West Orange Trail.

A 15.0' minimum width sidewalk to include 5.0' of walkway width and 10.0' of private sidewalk/dining. This private 10.0' provides the opportunity of a structurally supported balcony with columns at the 10.0' line. This acts as both shade structure for ground level dining as well as second level outdoor access to downtown with unique views onto City Hall Plaza.

The building itself becomes a visual terminus of eastbound Plant Street and trail traffic, further announcing the arrival into downtown.

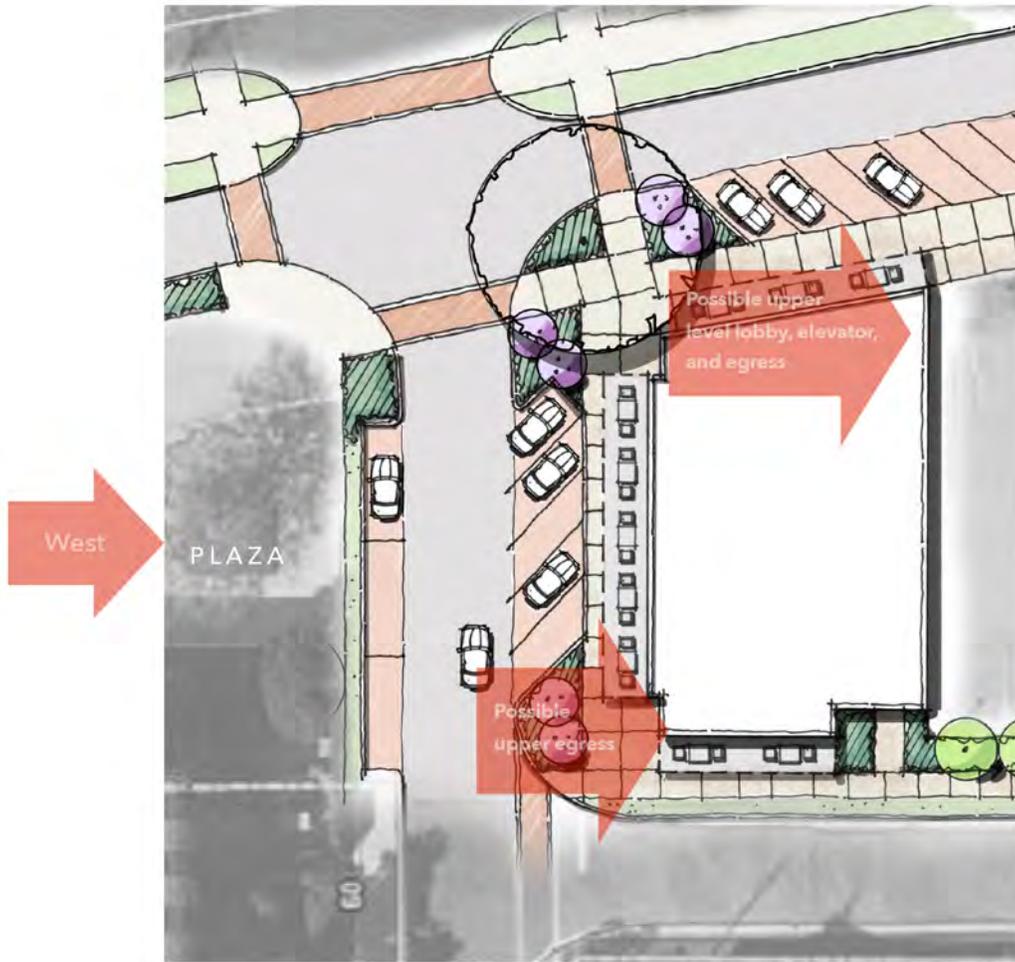
Additional parking to be considered on west side of South Highland.

## WEST ELEVATION

EXAMPLE BUILDING TYPOLOGY WITH EMPHASIS ON ENGAGING CIVIC PLAZA WITH OUTDOOR COVERED DINING AS WELL AS UPPER LEVEL OUTDOOR COVERED EXPERIENCE

### BUILDING CONSIDERATIONS

1. Prominent west facade with open and long views to civic plaza and West Orange Trail. Opportunities for the Farmers Market to grow to the west and engage Highland and the City Hall Plaza. Possible street closure for events, connecting the building directly with plaza activity.
2. Historic materials are to be utilized given the buildings location within the Historic District and it's proximity to City Hall. Example: Upper level windows to be double hung with historic back band casing and proper inset from face of brick (Minimum 3")
  - 2.1. True brick veneer will provide the correct aesthetic as well as the appropriate punctuation for fenestration, insets, and corbel details.
  - 2.2. Windows, doors and storefront are to be consistent with historic proportions, materials and operation.
  - 2.3. Balcony elements are to be wrought iron, structural steel, etc. Not anodized aluminum wrapping.
  - 2.4. Floor to floor heights:
    - 2.4.1. Level one: 16'-0"
    - 2.4.2. Level two: 14'-0"



WEST ELEVATION

## Submittal Requirements

All Developers shall submit six (6) bound copies of their Proposal and one (1) digital copy (CD or jump drive) for duplicating purposes. The proposal shall be printed on either 8 ½ x 11 letter-sized or 11” x 17” tabloid-sized paper. The Developer may also submit board-mounted graphics in a size not to exceed 24” x 36”, as well as six (6) copies of the graphics reduced to 11”x 17” size. Models (not to exceed 4 sq. ft. in plan-view area) and photographs of models may also be submitted at the Developer’s discretion, but are not required.

### I. Overall Plan & Design of the Proposed Development

#### A. Project Plan

##### 1. Narrative

Description of the overall development project, including any special design considerations, details, and/or innovative/sustainable elements proposed. The narrative should also include the proposed purchase price of the property.

##### 2. Site Program Analysis

- Total square footage of commercial and/or residential spaces proposed
- Number, size, and configuration of commercial spaces
- Number, size, and bedroom count of residential spaces (if applicable)
- Total number of parking spaces proposed, including vehicular and bicycle
- Height of building

##### 3. Site Context Plan

Plan that shows the connectivity and relationship of the proposed development to the surrounding properties.

##### 4. Site Plan Diagram

- Building location
- View corridors
- Circulation patterns including vehicle ingress/egress, pedestrian & bike
- Relationship to City Hall and the Pavilion
- Parking area(s)

##### 5. Illustrative Site Plan Rendering, including:

- Building footprint
- Parking/ingress/egress areas (if applicable)
- Plazas, pathways, and other formal outdoor spaces
- Landscape areas & open spaces
- Any other significant site improvements

##### 6. Building Elevations

Showing the relationship between the proposed development and the concept redesign of the parcels to the east is encouraged.

##### 7. Concept Materials Photo Sheets

- Proposed building materials & façade examples
  - Materials for outdoor spaces
  - Proposed signage
8. Graphic/illustrative renderings of proposed development. Showing the relationship between the proposed development and the surrounding properties is encouraged.
  9. Optional: Model of Site & Building  
Not encouraged unless the proposed design cannot be properly expressed two-dimensionally. Please limit the models to no more than 4 square feet in area (plan view).

## II. Anticipated Benefits of the Development

- A. Financial Return  
Financial benefit of the development to the City of Winter Garden, including anticipated tax revenues.
- B. Job & Population Creation Potential  
Number and types of new jobs and renters/homeowners (if applicable) that this proposal will create, with income ranges.
- C. Civic Enhancements  
Potential community and other non-monetary benefits of this development for visitors and residents of the City. How will you provide quality infill development that promotes a live, work, and play environment downtown?

## III. Development Team Experience and Capability

- A. Financial Plan & Development Timing  
Note: Prior to closing on the sale of the property, the City shall require written evidence that the Developer has procured a firm and irrevocable commitment that all the necessary funds to develop the property as proposed herein have been secured. If development does not begin within an agreed-upon time frame, the City will have the option to repurchase the property at the original sale price.
  1. Description and estimation of funding sources to develop the property.
  2. Development cost estimate  
Including hard & soft costs, development fees, and financing costs.
  3. Development timing  
Developer must include a written narrative and a graphic timeline showing all major milestones of project development until final completion. This includes the due diligence period, planning, design, permitting, and construction.

B. Development Team

The Developer must form a Development Team consisting of individuals who, combined, have the necessary technical expertise and management capability to develop a multi-story commercial and/or residential property. The City may investigate any member of the Development Team including principals, consultants, sub-consultants, or any other involved parties prior to final selection of a Developer. The City reserves the right to reject Proposals based on previous contractual or legal issues with members of the Development Team.

1. Table of Organization for Development Team  
Developer must submit a graphic representation of Development Team's organizational structure.
2. Bios of key Development Team Members, their qualifications, and their role in providing the services to be performed.
3. Key Development Team Members' certifications and registration with regulatory agencies, professional organizations, etc.

## Selection Process

Complete submittal packages will be reviewed and evaluated by a Selection Committee on the criteria described below. A short list of up to three (3) qualified firms will then be invited to City Hall to make a formal presentation to the Selection Committee and answer questions about the specifics of their proposal. The City reserves the right, before awarding the contract, to require a respondent to submit evidence of qualifications, as it may deem necessary. The City shall be the sole judge of the competency of respondents.

The City reserves the right to accept or reject any or all submittals that it may, in its sole discretion, deem unresponsive or undesirable that best serve the overall interests of the City.

Upon the successful negotiation of an agreement, a formal contract will be prepared and submitted to the City Commission for approval, and executed by both parties.

## Scoring Criteria

### Scoring Criteria 1 (15%)

The overall qualifications and experience of the Project Team, including past performance. This includes the Project Team's experience with the design and development of similar projects, particularly projects within the City of Winter Garden.

### Scoring Criteria 2 (35%)

The quality, comprehensiveness, and innovation of the proposed development, including:

1. Integration of all aforementioned Design Criteria & consistency with the Project Design Guidelines.
2. Aesthetic quality of the building architecture as experienced at the street level and beyond; be a superior infill project.
3. The building design's maximization of the retail/office and/or residential space potential of the property.
4. Appropriateness of the design within its context, taking into consideration the character of the adjacent properties and the Historic Downtown District.
5. Ability to engage the streetscape with a variety of creative and inviting outdoor spaces.
6. Safe and attractive integration of parking areas, as well as pedestrian, bicycle, and other vehicular circulation patterns.

### Scoring Criteria 3 (25%)

The anticipated value of the proposed development for Winter Garden. For example: financial benefits for the City, job creation potential, anticipated quality of potential jobs, adding new residents, ground floor retail, other civic/community benefits, etc.

### Scoring Criteria 4 (25%)

Developer and Project Team's ability to fulfill the commitments stated in this Proposal. This includes the company's capacity to meet financial and logistical development obligations.

## Scoring Criteria Table

Scoring Criteria 1 - Qualifications of Development Team	15%
Scoring Criteria 2 - Quality of Design Proposal	35%
Scoring Criteria 3 - Value to the City	25%
Scoring Criteria 4 - Financial Viability	25%

## Submittal Instructions

Submittal Packages must be received no later than Monday, August 7, 2017, 2:00 p.m. Any submittal packages received after the above-noted time will not be accepted under any circumstances. Any uncertainty regarding the time a submittal package is received will be resolved against the respondent. Submittal packages submitted after this designated time will be returned unopened. Please note that no faxed or electronic submissions will be accepted. Packages shall be submitted to the City of Winter Garden Planning & Zoning Department by the submission deadline to the attention of:

Kelly Carson  
City of Winter Garden  
Planning & Zoning Department  
300 West Plant Street  
Winter Garden, FL 34787  
407-656-4111 x-2312  
kcarson@wintergarden-fl.gov  
RFP # 17-001

Inquiries shall be directed to Kelly Carson. The deadline for any and all inquiries will be August 2, 2017. No questions or inquiries will be entertained after this date. Interested developers may secure a copy of the RFP documents at City Hall, 300 West Plant Street, Winter Garden, FL 34787. RFP documents are also available online at [www.wintergarden-fl.gov](http://www.wintergarden-fl.gov) (select "Business" at the top of the home page, then "Bids and Contracts" on the left-hand side).

Prospective Developers will be eliminated from consideration if they contact any city staff persons or elected officials, other than those listed above, from the City of Winter Garden prior to final selection of a Developer.

## APPENDIX 1

# Available Sewer & Water Utilities

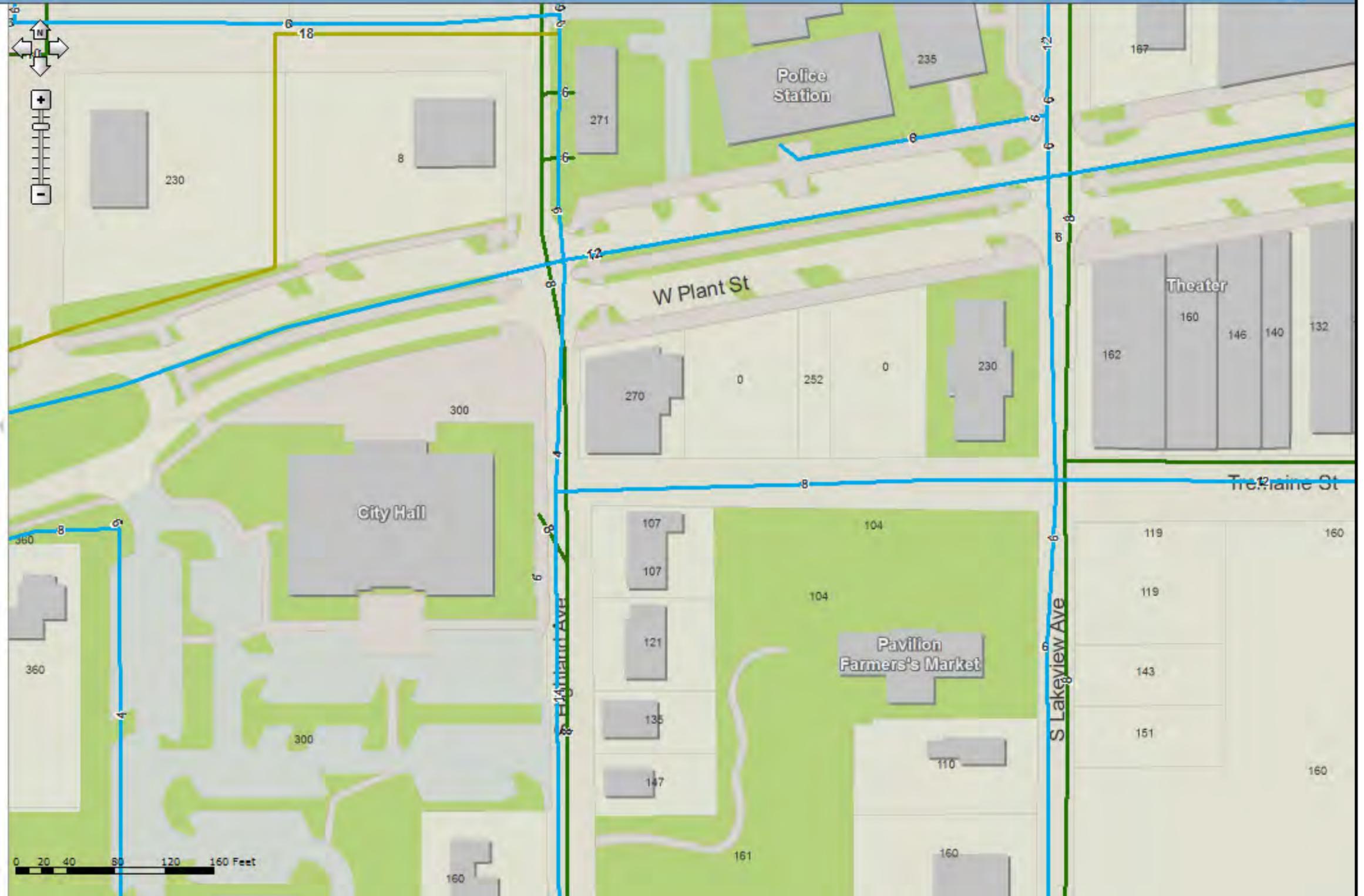
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GIS maps of the water and sanitary service lines available to serve the 270 W Plant Street development.

Results

Map Contents

- Layers
  - Electrical Vehicle Charging
  - Facilities
  - Reclaim Valves
  - Reclaim Main
  - Fire Hydrants
  - Water Valves
  - Water Main
    - Main Line
    - Raw Line
  - Lift Stations
  - Sanitary Manhole
  - Sanitary Valves
  - Sanitary Force Main
  - Sanitary Gravity Main
  - Storm Structures
  - Storm Manholes
  - MES
  - Storm Pipes
  - Parks & Recreation
  - Floodplains
  - Winter Garden Ponds
  - Subdivisions
  - Future Land Use
  - Zoning
  - Commissioner Districts





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