

**REQUEST FOR PROPOSAL (RFP) AND REQUEST
FOR QUALIFICATIONS (RFQ) FOR THE CCRA
MLK MIXED USE PROJECT AND THE LOVE
APARTMENTS PROJECT**

PREPARED BY

CITY OF BRADENTON



**CENTRAL COMMUNITY REDEVELOPMENT AGENCY
302 MANATEE AVENUE E, SUITE 301
BRADENTON, FLORIDA 34208**

APRIL 13, 2015

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*(All Exhibits were produced by the City of Bradenton Planning and Community Development Department)

Solicitation for Development Partner

By: CCRA

ORGANIZATIONAL PROFILE & PROJECT DESCRIPTION

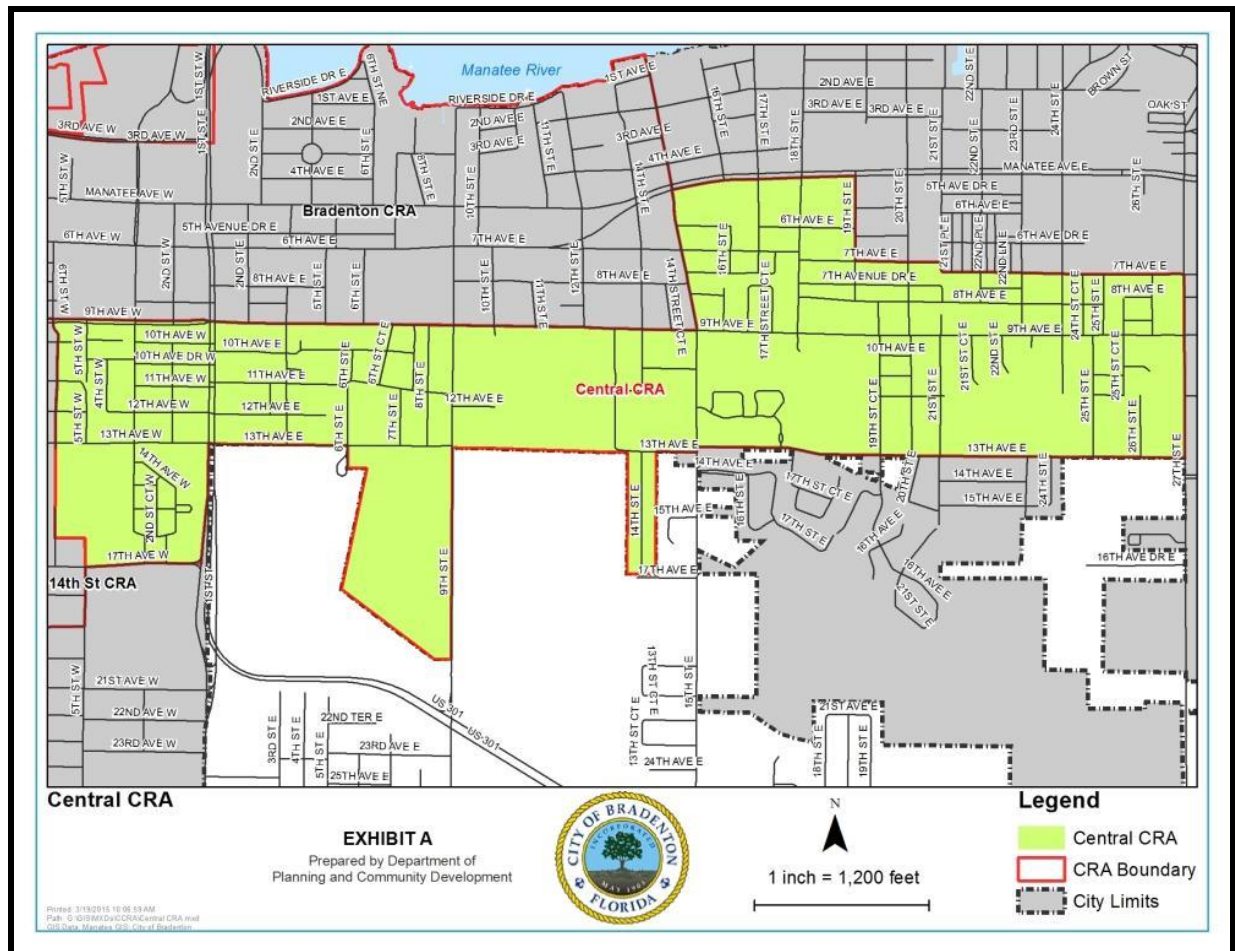
The Central Community Redevelopment Agency of the City of Bradenton (City), Florida, a public body corporate and politic of the State of Florida created pursuant to Title XI, Chapter 163.330-163.45, Part III Florida Statutes (the “CCRA”), was created in 2000 and funded by Tax Increment Financing (TIF) revenue as a special taxing district of the City. The CCRA was created to eliminate slum and blight, and to create economic growth and employment opportunities for the residents of the area of operation of the CCRA and throughout the City. This designation provides the CCRA a dedicated funding source to support targeted economic development projects and allows the CCRA to leverage outside funds to expand the reach of its TIF revenue.

The CCRA’s targeted areas are between 6th Street West, 27th Street East, Martin Luther King Avenue, and 13th Avenue (see attached Exhibit “A” CCRA boundary map, which is attached hereto). With the creation of the CCRA, the City of Bradenton also demonstrated its commitment to the HOPE VI Bradenton Village project through the ongoing commitment of tax revenue. The CCRA maintains a strategic alliance with the Bradenton Housing Authority, the City of Bradenton, and Manatee County.

This Request for Qualifications and Request for Proposals is issued in accordance with Florida Statutes Section 163.380. Pursuant to Florida Statutes Section 163.380(3)(a), the CCRA is declaring its intent to have its properties developed (see properties depicted in Exhibits “B” and “C”, which are attached hereto) and is seeking proposals from private developers or any persons interested in undertaking the redevelopment of these two project sites for commercial, residential, and mixed purposes, as described in this document.

The first project, Love Apartments, is a multifamily residential development; the second project, Martin Luther King Avenue (MLK) Mixed Use project, is a mixed use development composed of residential, retail, commercial, and office space. The CCRA finds that the projects and the development operations will promote economic development for the general area surrounding the project sites by providing jobs and income to the residents of the CCRA, City, and Manatee County, and further implement the CCRA’s Master Plan. Further, the CCRA recognizes the proposed projects can act as a catalyst for future economic development and prosperity for the general area surrounding the project sites.

Exhibit "A" CCRA Boundary Map



CCRA MASTER PLAN

The CCRA prepared a Community Redevelopment Plan in 2001 with the purpose of defining the CCRA's role and responsibility and adopting the Redevelopment Area's Future Land Use Plan. Input from public workshops identified the following seven goals that the CCRA should address:

- Landscaping and community appearance;
- MLK, Jr. Avenue as a "community main street;"
- Business development;
- Business attraction;
- Community facilities;
- Crime and community safety;
- (Prevention of) Displacement and relocation.

In essence, affordable housing, commercial development, job creation, and business attraction have all been identified as goals for and objectives for the CCRA to pursue as Master Plan Objectives.

The CCRA and partner agencies have invested nearly \$2 million in street improvement projects in the major corridors of the redevelopment district, specifically in an upcoming grocery store anchored project called Minnie L. Rogers Plaza and Retail Center (“Rogers Plaza”). Rogers Plaza is located at the southwest corner of the intersection of 13th Avenue West and US 301. This 26,808 square foot urban format anchor grocery store (Save-A-Lot) project will also involve retail, a daycare and other dining options (see attached Exhibit “D” Minnie L. Rogers Plaza and Retail Center Site Plan).

PARKING CALCULATION

GROCERY:	76 SPACES/3 H.C.	= 79 SPACES TOTAL
COMMERCIAL:	96 SPACES/3 H.C.	= 101 SPACES TOTAL
TOTAL PARKING	174 SPACES/6 H.C.	= 180 SPACES TOTAL

DEVELOPMENT MAXIMUM SF CALCULATION
 180 SP. X 500SF/SPACE = 90,000SF MAX. PER COB FORM BASED CODE
 180 SP. X 200SF/SPACE (5 PER 1000SF) = 36,000SF MAX.

SPACE CALCULATION

BUILDING A	GROCERY	15,808 SF
BUILDING A SUBTOTAL		15,808 SF
BUILDING B	COMMERCIAL	3,800 SF
BUILDING B SUBTOTAL		3,800 SF
BUILDING C	RETAIL/ OFFICE	7,350 SF
BUILDING C SUBTOTAL		7,350 SF
TOTAL BUILD-OUT		26,958 SF

AREA ASSETS

Bradenton benefits from three non-governmental employers (Tropicana with 1,600 employees, Bealls, Inc. with 1,550 employees, and Manatee Memorial Hospital with 1,500 employees. Each of these employers is within 1.5 miles of the subject sites (see attached Exhibit “E” Major Employers Map). The main administrative buildings for the City of Bradenton and Manatee County Government are also within 2 miles of the sites. City and County government employ approximately 550 and 1,950 employees, respectively. A green-certified charter elementary school built in 2009 is also in the area. Of significant impact, is a 164 unit Hope VI housing development site that is adjacent to the Roger Plaza site. Over the past five years, the US 301 corridor has experienced an uptick in commuters and retail and commercial development. The CCRA targeted redevelopment area is primed for additional residential and commercial development. (See attached Exhibit “F” 1st Street Corridor Projects)

Exhibit “E” Major Employers Map

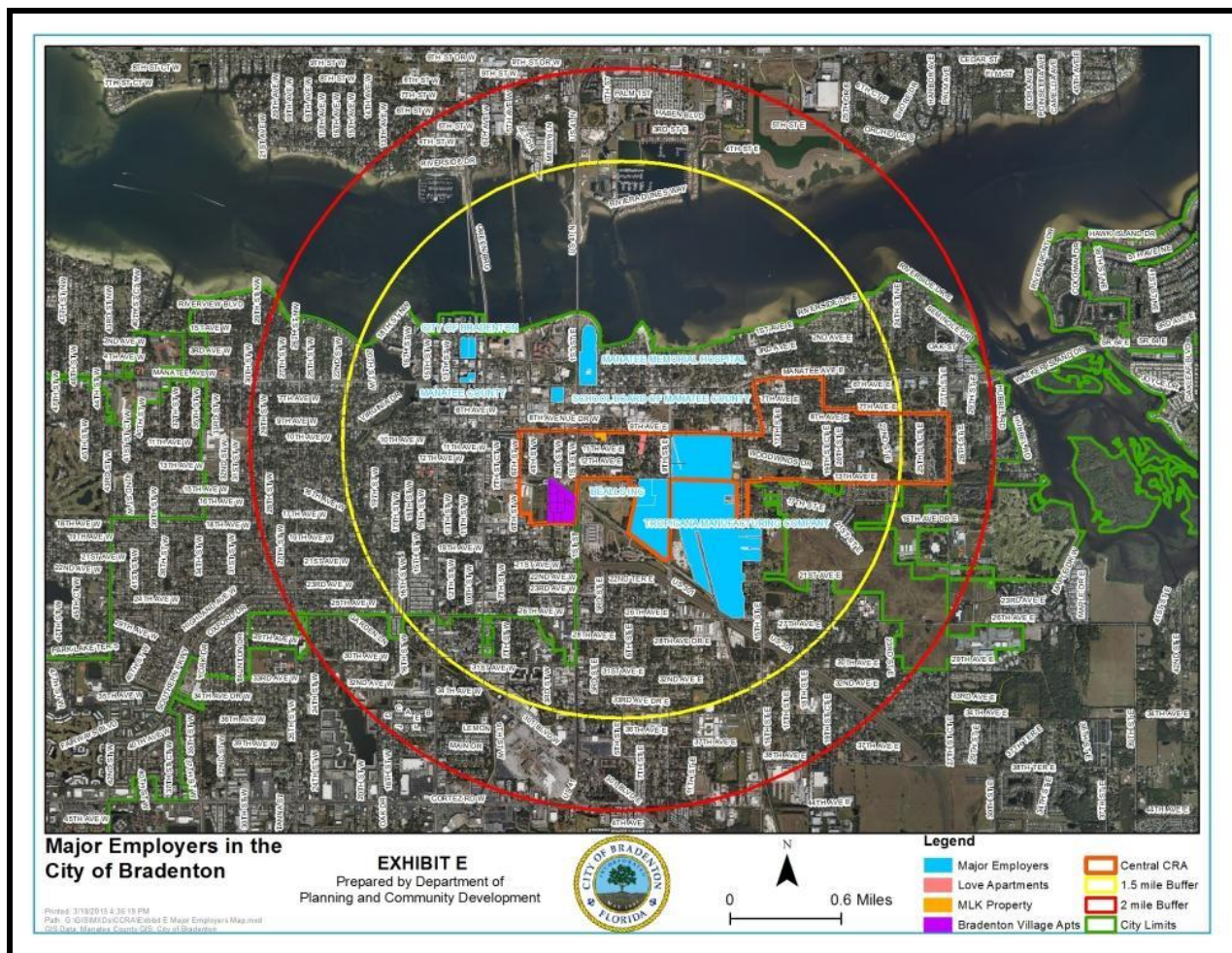
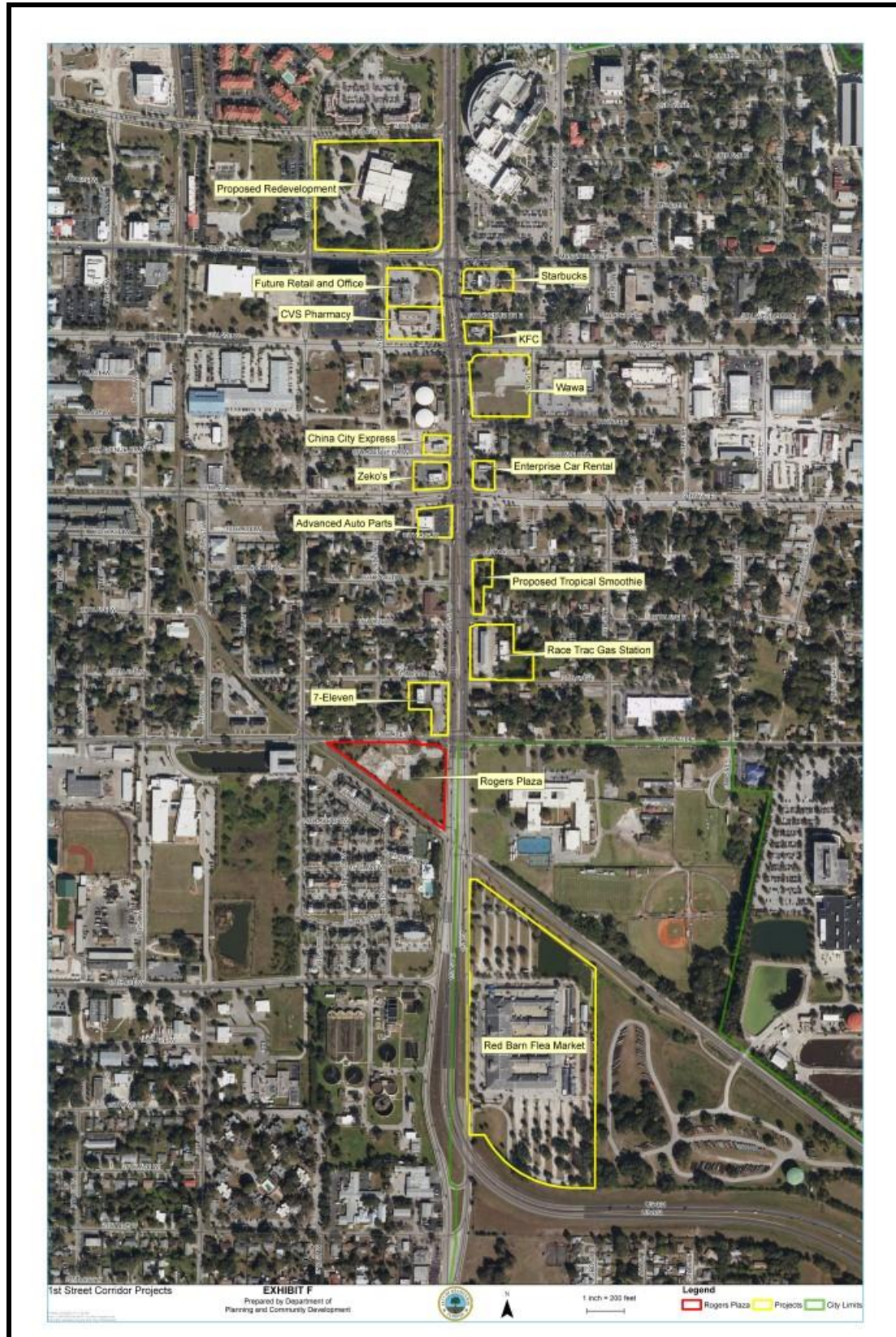


Exhibit “F” 1st Street Corridor Projects



The proposed properties slated for redevelopment are accessible by public transportation, nestled in a major transportation corridor within the City and provides access to US 301 and Interstate 75, Sarasota and the Tampa Bay area.

PROPOSED SITE DESCRIPTIONS

The CCRA seeks a “development partner” to develop the two projects, described below, in a phased and/or simultaneous approach located in the MLK Corridor within the CCRA footprint. The two project sites are not contiguous; however, can present development and operating efficiencies by embracing a simultaneous development approach.

LOVE APARTMENTS

The subject properties are located at 6th Street Court East and 9th Avenue East (Martin Luther King Avenue East) in the Washington Park Neighborhood in Bradenton. The footprint of the Love Apartments is 1.5937 acres, with the possibility of further expansion onto adjacent CCRA-owned properties. This site is owned by CCRA and third party property managed by Real Affordable Real-Estate, Inc. It is currently zoned T4-0 and T4-R under the City’s Form Based Code.

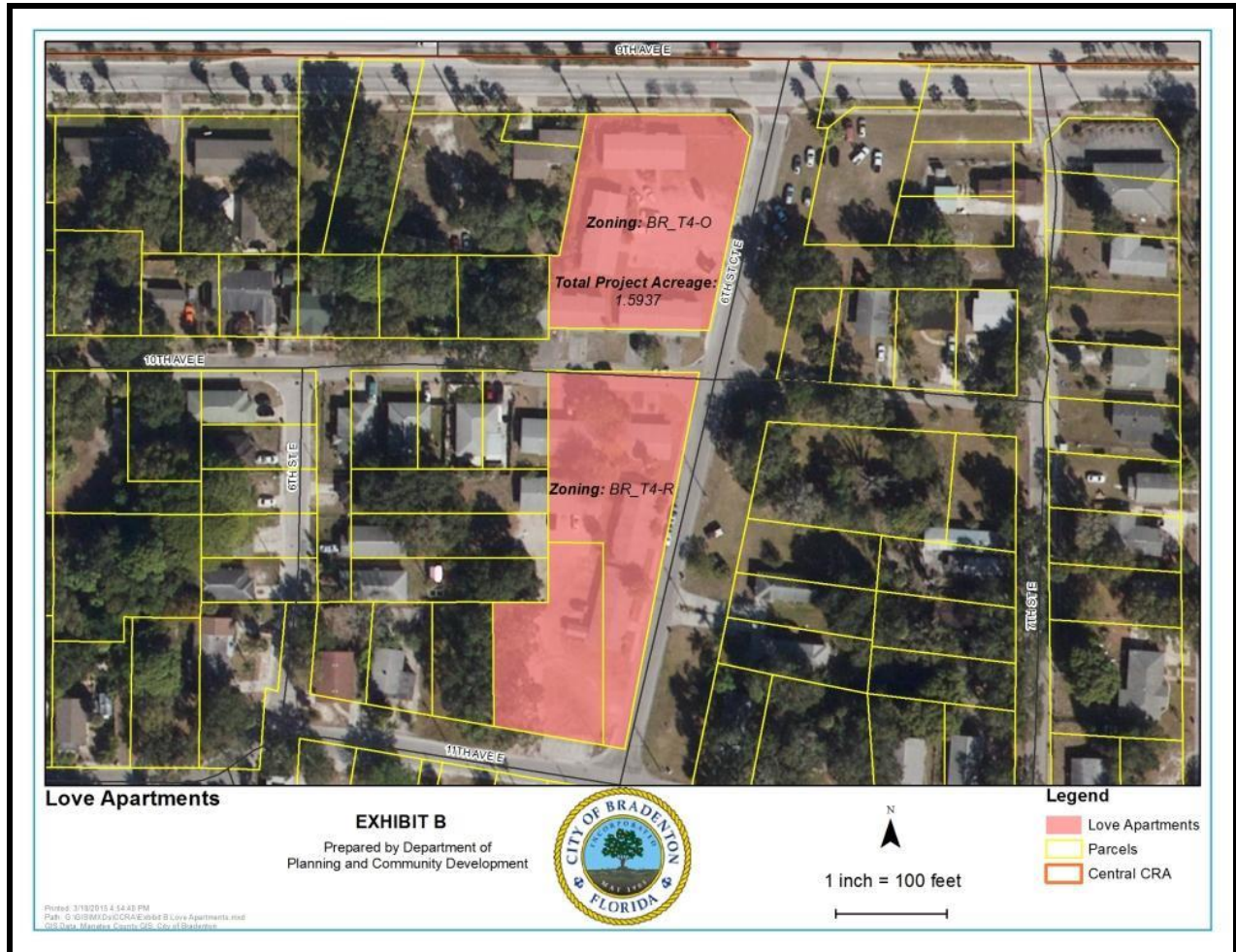
As the public agency responsible for the elimination of slum and blight, the CCRA has recognized the need to take the lead in bringing affordable housing and commercial office space to the district. In response to this, the CCRA purchased 38 apartment units in 2006. The existing units were built in the 1950s and need significant rehabilitation. The CCRA has decided, however, that the most responsible decision is replacement of the units rather than rehabilitation.

Market conditions will dictate the final design of this neighborhood housing strategy. The Love Apartment site is designated as affordable housing / live work housing / mixed use development in the Washington Park Neighborhood Plan.

Washington Park is a thirty-six square block residential neighborhood with a rich heritage of education, religious institutions, business development, and community cohesion. With proximity to business centers and job opportunities, this is one of the most walkable live work neighborhoods in the City. The development of affordable rental and purchase units will reduce the deficit of quality residential properties for existing residents, and improve the quality of life for residents of the Central CRA district.

Community workshops and community feedback has shown that restoring the thriving commercial and residential past of the district is a high priority for residents of the CCRA. The landscaping and business development services along this historically relevant Martin Luther King Avenue corridor, as well as workforce and economic development in the district as a whole, have provided necessary a framework for infrastructure and human capital development. The end goal is the development of a sustainable neighborhood.

Exhibit “B” Love Apartments Property Map



MLK MIXED USE DEVELOPMENT PROJECT

The MLK Mixed Use Project site is located at the southwest corner of 9th Avenue East (MLK Avenue) and 3rd Street East. This site is owned by the CCRA and is currently zoned T4-O and T4-R under the City’s Formed Based Code. (See attached Exhibit “C” MLK Mixed Use Property Map)

Below are the addresses and parcel ID numbers for the properties that make up the project site: 916 3rd Street E (4613200221), 918 3rd Street E (4613200320), 214 9th Ave E (4619500004), 228 9th Ave E (4612100000), 224 9th Ave E (4612300006), 220 9th Ave E (4612700007), 218 9th Ave E (4619400007).

Through the donation of surplus land by the City and the purchase of two foreclosed homes, the CCRA acquired 1.2 acres at the corner of 3rd Street East and Martin Luther King Avenue East. This has been designated the MLK Gateway Project.

Depending on the conditions of the market, the MLK Mixed Use Project will consist of either residential units perched atop commercial space, or a flexible commercial space. This project, which has been dubbed the “signature project” for the CCRA, has been designed with great care because it will set the standard for all projects in the district henceforth. The development of mixed use projects is necessary due to the limited amount of land mass available for redevelopment within the CCRA district. This type of development allows the CCRA to maximize its redevelopment opportunities. It also creates vibrant live-work options for the residents of the district.

The northern portion of the site has been improved along Martin Luther King Avenue East by streetscape improvement projects. Utilities are readily available to serve the site. The zoning for this site is Urban Central Business District. City of Bradenton specifications for building in this transect can be found at: http://www.cityofbradenton.com/vertical/Sites/%7B2D1C3C91-86C5-4ACC-86B6-6CFA76381D46%7D/uploads/Bradenton_FBC_13_04_24.pdf under the Form Based Code Requirements.

The CCRA is seeking redevelopment proposals for a multi-story, mixed use space (office, retail, and residential). This space will serve as a hub for economic development activity in the CCRA redevelopment area by filling an absence in office space for CCRA and for SCC. This project is contemplated to be a mixed use site that will provide ground level offices for the CCRA, SCC, and area nonprofits (and/or retail) as well as housing on the upper floors.

The redevelopment of the Martin Luther King Avenue corridor into a community main street is a priority of the CCRA Master Plan. Historically, this corridor served as a center of business and community life for the district, and restoring its past vitality is a high priority for the CCRA Board and today’s district residents.

MLK Properties

EXHIBIT C
Prepared by Department of
Planning and Community Development

Legend

- MLK Property
- Parcels
- Central CRA

1 inch = 50 feet

City of Bradenton, Florida

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GIS Data Manager, Census 2010, City of Bradenton

Formed exclusively to combat community deterioration, to enhance and incentivize economic development and promote affordable and mixed income housing, the CCRA seeks a seasoned development partner to assist in the following:

- The CCRA seeks a development partner to address the needs of its local community through the redevelopment activities stated above.

The CCRA has strategic relationships with local non-profit agencies, SunCoast Community Capital (SCC) and CareerEdge, which are vitally involved in improving the quality of life and capacity building within the redevelopment corridor. Both SCC and CareerEdge will be close partners with the two projects described in this RFP/RFQ.

Below are entities that may be partners with the development of the two projects:

- SCC (<http://www.suncoastcc.com/>);
- CareerEdge (<http://www.careeredgefund.org/>);
- The National Development Council (www.nationaldevelopmentcouncil.org);
- The City of Bradenton (<http://www.cityofbradenton.com/>);
- The Bradenton Housing Authority (<http://www.bradentonhousing.org/>);
- The CDC of Tampa (<http://www.cdcoftampa.org/>);
- Other partners as deemed appropriate by the CCRA.

Additional resources will be available to support economic development, multifamily housing and redevelopment activity. Based on the identified needs of the physical property and units (Love Apartments), these projects have the opportunity to redevelop housing units, galvanize commercial activity through mixed use development, and simultaneously construct new housing units in an efficient, sustainable manner to improve the living conditions of its existing residents and attract new residents who recognize Bradenton's assets and quality of life elements.

In an effort to increase the supply of affordable and mixed income housing, better serve the residents, and create economic development opportunities, the CCRA has identified the following desired development outcomes:

- Redevelop existing units without displacing existing residents and/or provide temporary housing options (during the rehabilitation and/or new construction period);
- Secure funding (debt and equity) to support project redevelopment;
- Incorporate and use innovative and environmentally sustainable site design and construction materials where economically feasible;
- Create a distinctive and positive sense of place for the residents of Bradenton;
- Cultivate a safe and sustainable project that receives support from the City of Bradenton, Manatee County, the State of Florida and the Department of Housing and Urban Development with a strong community support;
- Meets the CCRA and community needs as well as complement the housing and economic development goals of the City of Bradenton.

Potential Financial Incentives include, but are not limited to, the following (Incentives are not guaranteed):

- Florida Housing Finance Corporation
(http://apps.floridahousing.org/StandAlone/FHFC_ECM/AppPage_HomePage.aspx);
- Low Income Housing Tax Credits;
- New Market Tax Credits;

- Community Development Block Grant;
- Florida Enterprise Zone Incentives;
- Brownfields Redevelopment Incentives;
- Job Tax Credits;
- Favorable lease terms;
- CCRA or City Contributions;
- Other Tax Credits, Grants, Regulatory Approvals, or Economic Development Incentives.

DEVELOPMENT PARTNER QUALIFICATIONS

The CCRA is seeking a seasoned development partner well versed in Low Income Housing Tax Credits, New Market Tax Credits, and a variety of housing and economic development programs to assist with defraying project costs. In this context, partner alignment is defined as an organization that brings creativity, expertise, resources, and respect for the vision and history of the community and project sponsor. The CCRA seeks to partner with a development partner highly experienced in affordable housing development and housing preservation with a penchant in forming partnerships that are sensitive to community needs. Additionally, development partners who are well versed in County and State housing and economic development resources is preferred. Demonstrated financial capacity and viability, success developing in the region, State of Florida and/or in the South is vital. Experience working with public agencies, CRA's and not-for-profit and/or mission-oriented organizations is also vital. Responsibilities of the development partner may include, but are not limited to:

- Preparation of conceptual site and building designs;
- Preparation of development and operating proformas and financing plans;
- Preparation of application for tax credit funding;
- Negotiation of one or more development agreements;
- Completion of working drawings and building permit approvals;
- Hiring of general contractor;
- Securing financial commitments for predevelopment, construction and permanent financing;
- Coordination of all construction activities;

The development partner of the projects will not be responsible for property management. The day-to-day responsibility of leasing, maintenance and repair will be performed by an independent third party.

GOVERNMENTAL APPROVALS

The selected development partner understands the projects described in this RFP/RFQ will be developed in conformance with the City's Form-Based Code zoning and design regulations, as may be amended from time to time.

As part of the evaluation process, shortlisted prospective development partner(s) may be required to make oral presentations to the evaluation committee. The presentations, among other things, should reflect examples of previous developments, types of residential, commercial, mixed use, and infill developments. Attention should be given to how the proposal meets the CCRA's goals and objectives for the projects. Presentations should address the proposed mix of uses, massing, scale, public/private partnerships, and engagement with the public realm and overall quality of design. Presentations should also address the proposer's financial offer in detail and any incentives requested from the CCRA.

The development partner selected for the projects agrees to enter into a Development Agreement with the CCRA to finalize all the development, acquisition, and workforce needs, and other necessary details of the project. The development agreement will serve as the basis for discussions with the CCRA in working towards terms acceptable to all parties. The CCRA reserves the right to draft the initial development agreement for discussion by the parties but is not obligated to do so.

The selected development partner will obtain or cause to be obtained all approvals, permits, exceptions, variances or waivers (including but not limited to development plan approvals) required under applicable municipal laws or agreements for the development, construction and occupancy of the projects.

The development partner will submit a final site plan to the City and the CCRA for approval consistent with the City's Form-Based Codes, the comments of the City's Design Review Committee, any applicable development agreements, and applicable comments of other federal, state, county or district agencies. The final site plan must be approved by the City and the CCRA and receive any and all required concurrency approvals in compliance with all applicable Federal, State, County, or City code requirements.

LOCAL BUSINESS AND LABOR

The chosen development partner agrees that one of the purposes of these projects is for the removal of slum and blight plus an opportunity for economic growth and employment opportunities of residents of the area of operation of the CCRA and throughout the City. In keeping with that goal, the CCRA requires, to the fullest extent possible, that laborers and contractors and sub-contractors working these projects be local labor and local contractors and local sub-contractors. Priority will first be given to the residents within the boundary of the CCRA, then within the City of Bradenton and then within Manatee County. The development partner will identify such local contractors and sub-contractors and local suppliers, local laborers and submit such results to the CCRA as they occur. In keeping with the intent, the goals shall be as follows (These goals may be amended at the sole discretion of the parties upon the execution of a development agreement):

- Thirty (30%) of the total hours worked on the project will be completed by the residents of the City of Bradenton;

- Seventy (70%) of the total hours worked on the project will be completed by local labor as defined as residents of Manatee County;
- The chosen development partner will work in partnership with SCC, CareerEdge, and any other entity deemed appropriate by the CCRA.

SUBMISSION REQUIREMENTS/CRITERIA

Please provide the following information regarding the potential development partner as a response to this solicitation. Responses that do not include all of the applicable requirements will not be evaluated and will be deemed nonresponsive. Your response must include the following information:

- Respondent Information – Legal name, address, telephone number, WBE/MBE status, concise description of the organizational structure;
- Relevant Experience – A summary of relevant development experience, including two examples of preservation and redevelopment housing projects, providing the financing sources and development team members (i.e. A/E Design Firm, Contractor) for each development example. Provide a description of experience with federal, state, and local funding sources and experience with green building principles and environmentally sustainable development;
- Team Members – Identify the lead assigned to this project and include the experience and qualifications of the staff to be assigned to the project;
- Proposed Partnership and Project Structure. – A brief narrative describing general terms of ownership roles and responsibilities and proposed developer fee/equity split when partnering with local nonprofit organization;
- Financial Capacity – A concise description of the organizations financial capacity to deliver the prospective development;
- References – Submit contact information, including phone number and email address, for at least three (3) references from former development partners of projects completed in the last five (5) years;
- Proposed development structure and terms;
- Estimated number and type of full-time and part-time jobs to be created;
- Project budget and financial analysis;
- Prior track record and experience;
- Demonstration of project understanding;
- Experience working with historically distressed communities;
- Experience with community participation in the development process;
- Proposed approach to project elements;
- Commitment to project schedule;
- Experience and success in working with public/private partnerships;
- Participation with or commitment to use local / minority vendors;
- The CCRA is also looking for each respondent to suggest creative development concepts for each project (MLK mixed use and Love Apartments).

Respondents must submit proposals that address the submission in this RFP/RFQ and a plan to assemble incentives addressed in this RFQ/RFP.

All available information on the subject properties may be obtained from the CCRA office located at 302 Manatee Avenue E, Suite 301, Bradenton, FL 34208.

2 hard copies and 2 electronic copies on Flash Drive in PDF of all proposals must be submitted in person or by mail on or before June 1st, 2015 to:

Contact Person:

Jesus Niño, AICP, CFM

CCRA Manager

City of Bradenton

Central Community Redevelopment Agency (CCRA)

302 Manatee Avenue East, Suite 301

Bradenton, FL 34208

941.744.2362, Ext. 105 Office

941.744.9534 Fax

Email: jesus@bradentonccra.com

The responsibility for submitting the proposal on or before the above stated time and date is solely that of the proposer. The CCRA will in no way be responsible for delays in mail delivery or delays caused by any other occurrence. **LATE PROPOSALS WILL NOT BE ACCEPTED.**

The proposals deemed “best” based on these categories shall be submitted by the Executive Director to the Board for consideration at a CCRA Board Meeting. The Board shall make its decision and the CCRA reserves the right to accept any responsive proposal deemed to be in the public interest and in furtherance of the purposes of the Community Redevelopment Act of 1969. The CCRA in its sole and absolute discretion reserves the right to reject any and all proposals that it deems are not in the best interest of the City and the CCRA redevelopment district.

SUBMISSION PROCESS/SELECTION PROCESS

The CCRA intends to select a multi-disciplinary and experienced development partner with a strong focus on the long-term success of the projects. It is the intent of the CCRA to determine three to six qualified development partners based upon the received qualifications, and from that short list, to conduct interviews to be scheduled 30 days after receiving the responses. The selection of a preferred development partner with which to negotiate a Memorandum of Understanding will be made after receiving approval from the CCRA Board of Directors and CCRA Executive Director

Please direct all questions and inquiries during all stages of the submission and selection process to (All questions about the proposal must be submitted in writing.):

Contact Person:**Kwaku C. George (KC)**

Director

National Development Council

400 Galleria Parkway, Suite 1500

Atlanta, Georgia 30339

678.385.5999 Office

678.385.6501 Fax

Email: kcgeorge@nationaldevelopmentcouncil.org

Or;

Jesus Niño, AICP, CFM

CCRA Manager

City of Bradenton

Central Community Redevelopment Agency (CCRA)

302 Manatee Avenue East, Suite 301

Bradenton, FL 34208

941.744.2362, Ext. 105 Office

941.744.9534 Fax

Email: jesus@bradentonccra.com

All telephone conversations are to be considered unofficial responses and will not be binding. Questions, verifying the RFP/RFQ content, if appropriate, will be responded to in writing. The written response will be the CCRA's official response and will be sent via e-mail to all respondents that requested the RFP/RFQ.

The CCRA will not be liable for any costs incurred by a respondent prior to entering into a contract.

OTHER CCRA RESERVATIONS

The CCRA reserves the right to:

- Modify, waive, or otherwise vary the terms and conditions of this RFP/RFQ at any time, including but not limited to, deadlines for submission and proposal requirements;
- Waive irregularities in the proposals;
- Reject or refuse any or all proposals;
- Cancel and withdraw this RFP/RFQ at any time;
- Negotiate, through a development agreement or other means, with any or all chosen development partners in order to obtain terms most beneficial to the CCRA.

DISCLOSURE

Information regarding the project properties is believed to be reliable; however, interested parties should rely on their own experts for counsel.

In accordance with Chapter 119 of the Florida Statutes, and, except as may be provided by other applicable State and Federal Laws, all applicants should be aware that the RFP/RFQ and the responses thereto are in the public domain and are available for public inspection. Applicants are requested, however, to identify specifically any information contained in their proposals which they consider confidential and/or proprietary and which they believe to be exempt from disclosure, citing specifically the applicable exempting law. All proposals received in response to this RFP/RFQ will become the property of the CCRA and will not be returned. In the event of an award, all documentation produced as part of the contract will become the exclusive property of the CCRA.