

City of Rockledge
Community Redevelopment Agency

RFP 2019-01

Market Study- Community Redevelopment Areas

Request for Proposals (RFP)

RFP Document Release	Tuesday, June 18, 2019
Deadline for Questions	Friday, July 12, 2019 11:00 a.m.
RFP Deadline for Receipt of Proposals	Friday August 2, 2019 11:00 a.m.
Submit To:	City of Rockledge Community Redevelopment Agency Office of the City Clerk 1600 Huntington Lane Rockledge, FL 32955
The Dates Shown are Subject to Change via Addendum	

Issued By: The City of Rockledge Community Redevelopment Agency
1600 Huntington Lane Rockledge, Florida 32955
Email address: Bkellner@cityofrockledge.org

Sealed proposals must physically be delivered to the above location before the stated time. Late proposals will not be considered. Proposals shall be sealed in an envelope with the RFP number, opening date and time clearly indicated. The City reserves the right to reject any/all proposals.

This is a non-binding solicitation until the City negotiates and approves an agreement with the successful proposer(s)/respondent(s).

It is the intent and purpose of the City of Rockledge that this Request for Proposal promotes competitive bidding. It shall be the vendor's responsibility to advise Ms. Britta Kellner if any language, requirements, etc. or any combination thereof, inadvertently restricts or limits the requirements stated in this Request for Proposal to a single source. Such notification must be submitted by email and must be received the City of Rockledge not later than ten (10) days prior to the opening date.

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1.0 DESCRIPTION OF WORK

The City of Rockledge has identified the need to retain Professional Services to provide a comprehensive market study/economic analysis for the Community Redevelopment Area (CRA) sub-districts of Florida Avenue and Barton Boulevard identified in the Community Redevelopment Agency plan as Sub-Area 1 and Sub-Area 2, respectively. The study will identify and analyze the Community Redevelopment Areas' market potential for future/new businesses; infrastructure, opportunities, and activities (including public and private projects) that would draw new commerce, creation and expansion of the evening economy, residents and visitors; and recommendations for implementation of the findings of the study. A full scope of work can be found in Section 5.0.

2.0 BACKGROUND

The City of Rockledge, located in the center of Brevard County, has a population of approximately 26,882. Incorporated in 1887, one of Rockledge's most revered distinctions is its historic designation as the oldest city in Brevard County and as such, during the 20th century, moving into and beyond the advent of the space program, it has enjoyed continual growth and prosperity.

That said, once a vital bedroom community based economy, beginning in the 1990s, the city experienced a significant decline in its Class A retail presence as unincorporated Viera began exponential growth, implementing a master-planned community just before the turn of the century. It should be noted that after 30 years, the expansion and project acceleration of Viera continues today. Nonetheless, Rockledge is experiencing a resurgence of interest from younger families seeking a more traditional community setting. Older block and brick home neighborhoods are experiencing renewed resettlement. Additionally, Rockledge has attracted several new assisted living projects.

Meandering along the banks of the Indian River Lagoon, Rockledge Drive remains a well-used historical asset, populated with exquisite period architecture amid sprawling moss-covered oak trees. This natural recreational area is enjoyed by residents and pedestrians alike for the stunning views and renowned by cyclists for the unforgettable riverfront ride it offers. These waterfront neighborhoods sit adjacent to and just outside the Florida Avenue and Barton Boulevard Redevelopment sub-districts. Elsewhere in the City, a range of catalyst type projects have been undertaken with the potential for significantly more endeavors of varying magnitude and purpose that may further enhance the revitalization of the area.

Of particular focus and future interest, specifically, the focus of this RFP, are the Florida Avenue and Barton Boulevard redevelopment sub-districts.

Along with Rockledge High School, the Florida Avenue sub-district (Sub-Area 1) contains the commercial areas along Florida Avenue in the northern portion of the redevelopment district, including Rockledge Boulevard from the northern city limits to Orange Avenue.

This sub-district is now the home to the Space Coast Health Foundation which, in 2017, undertook the 33,000 SF redevelopment of a decrepit structure directly on Rockledge Boulevard which is a major artery for both the City and the County, also known as U.S. Highway 1 in unincorporated county areas. This LEED certified project, a model for large-scale redevelopment success, has become a hub for county-wide interagency collaboration and is an extraordinary addition to the neighboring hospital campus district anchored by Rockledge Regional Medical Center.

Cocoa Village, immediately north of Rockledge city limits, has undergone significant transformation undertaken by the City of Cocoa over more than the past decade, and is nearly redeveloped to the Rockledge city limit. As such, Florida Avenue, which connects Cocoa and Rockledge, is a natural segue for continued development in the northern portions of Rockledge including the Florida Avenue Sub-district 1.

Sub-district 2 includes Barton and Eyster Boulevards, incorporating the areas surrounding these corridors from Fiske Boulevard on the west to Rockledge Boulevard on the east. This sub-district is the most diverse in terms of land use and includes residential, commercial, vacant land, institutional, industrial, and public lands. The Barton Boulevard corridor is the oldest commercial area in the redevelopment district, connecting residential areas surrounding Fiske Boulevard to the west and the older residential communities along the riverfront.

Home to Rockledge City Hall, Barton Boulevard, subjected to the blight of big-box vacancy issues, has struggled to recover from major retail departures, and has long-endured a lack of interest on behalf of commercial land-owners to redevelop parcels to their highest and best use.

However, a large CRA project, the Rockledge Civic Hub, was completed in June of 2019. This 1.64 acre park has been years in the making and will serve as a gathering, event, and recreational facility complete with a stage area, walkways, seating, and market area.

Directly across the street from the future Civic Hub, the Redevelopment Agency has

staged for the City, a land-assembly of parcels which were purchased by the City to encourage future mixed-use or other purposes that would serve to further the sub-district plan. Barton Boulevard has numerous privately owned properties which are prime locations for redevelopment projects of various scope and type and have been the object of renewed interest. Additionally, over 1000 new residential units are currently planned within a 5-minute drive from this area of the City.

The CRA will sunset on September 30, 2026, and the City Council and the Redevelopment Agency wish to finalize a multi-phased, sunset “plan” in which these two sub-districts have a clear path forward to capitalize on existing assets and develop their highest and best potential as areas of commercial, occupational, residential and recreational use.

3.0 TERM OF CONTRACT

The term of the Contract shall begin and end on the dates as negotiated between the City and the successful Respondent and approved by the City Council unless terminated by either party, with or without cause, upon a thirty day written notice to the other.

4.0 CONTRACT

A City contract will be drafted with the successful Respondent and all general City terms and conditions apply.

5.0 SCOPE OF SERVICES

Services will include, but not be limited to the following:

- 5.1** An assessment of CRA Florida Avenue and Barton Boulevard Sub-districts’ current economic market and climate. The Study shall provide qualitative and quantitative information to assess economic trends and forecasts, business development, transportation and infrastructure, the role of private property owners and local business, and other factors affecting the economic and cultural vitality of these two CRA sub-districts.
- 5.2** The development of a business strategy plan to project future business development potential and include the optimal mix of business types for the Florida Avenue and Barton Boulevard Sub-districts’ current economic market and climate including the potential for an evening economy and how that relatively non-existent sector would be driven.
- 5.3** The development of action-oriented strategies that encourage private investment in revitalization of CRA Florida Avenue and Barton Boulevard Sub-districts while maximizing the return on public investment.

- 5.4 Identify what makes the City of Rockledge/Community Redevelopment Areas unique and steps the City can take to preserve, nurture, and promote these features.
- 5.5 Meetings with stakeholders to include CRA Board members, City Council, Staff, local businesses, property owners, business associations, including but not limited to the Cocoa Beach Regional Chamber of Commerce, residents and business customers. This should include a minimum of two (2) public meetings.
- 5.6 Presentations to Staff, CRA Board of Commissioners, and City Council to include a minimum of two (2) public meetings.
- 5.7 Monthly Progress Reports
- 5.8 Preliminary draft study (20 copies)
- 5.9 Final draft study (30 copies and 1 digital)
- 5.10 The final study shall:
 - 1. Convey an understanding of the dynamics of the area including its demographics and unique features.
 - 2. Address specific relevant issues such as vacancies; private projects and investment, transportation and infrastructure, and the impact of existing and future development outside of the Community Redevelopment Area.
 - 3. Demonstrate and respond to the economic and cultural potential for the Community Redevelopment Florida Avenue and Barton Boulevard Sub-districts to thrive as two distinct yet fully purposed and productive areas of the City.
 - 4. Support and provide strategies for business expansion and recruitment efforts specific to the Rockledge CRA Florida Avenue and Barton Boulevard Sub-districts.
 - 5. Identify specialty markets that would serve as local and regional attractions which may be developed in the Rockledge CRA Florida Avenue and Barton Boulevard sub-districts.
 - 6. Identify potential design improvements/enhancements in the Redevelopment Mixed Use (RMU) Zoning District Site and Architectural Guidelines.
 - 7. Include specific methods on how to implement the recommendations of the study, including estimated costs/budget associated with the implementation process.

6.0 AWARD PROCESS

Award Process Schedule – The following tentative schedule is to be considered when submitting a proposal:

<i>Tentative Project Schedule (subject to change)</i>	
Request for Proposals Issued	Tuesday, June 18, 2019 9:00 a.m.
Deadline for Questions (electronic submission)	Friday, July 12, 2019 11:00 a.m.
RFP Deadline for Receipt of Proposals	Friday, August 2, 2019 11:00 a.m.
Proposal Opening	Friday, August 2, 2019 11:00 a.m.
Award Notification	Following Board/Council Approval
Milestones, Substantial and Final Completion Dates to Be Finalized by the City and the Successful Proposer	

The City of Rockledge reserves the right to alter scheduled dates.

6.1 Proposal Submission Process

The deadline for electronic submission of questions is Friday, July 12, 2019 11:00 a.m. Questions should be submitted to bkellner@cityofrockledge.org. Responses to questions will be sent to all entities which have submitted a proposal which have been deemed to meet the content parameters established in this RFP and which have been received by the deadline.

Proposals must be received no later than Friday, August 2, 2019 11:00 a.m. Responses received at any other location including electronic submission via email will not be considered.

A total of four (4) proposal copies should be submitted and should not exceed twenty (20) pages, excluding conceptual designs, attachment materials, appendices, and cover letter. Proposals which exceed the recommended length may not be considered in their entirety. All submittals will be evaluated on the extent to which they are complete and succinct and reflect quality content. The extent to which attention to the detail conveyed in City’s submittal guidelines is reflected in the proposal will be included in the evaluation criteria. The City of Rockledge is not liable for any cost incurred by a proposer associated with the preparation and submission of any RFP.

6.2 Proposal Presentation/Content

Proposals must include all information requested in this solicitation and conform to the guidelines provided in section 6 of this RFP. The City reserves the right to reject any proposal in part or in its entirety which is deemed insufficient or fails to align with the required formatting. Therefore, proposals shall include the following components/documents:

Executive Summary (not included in page total) to include individual(s) authorized to represent the proposing entity and individuals authorized to execute a contract on behalf of the entity along with corresponding title, mailing address, phone and fax numbers, and email address.

Project Team All individuals or entities that will be involved in product development and delivery listing the contact information, role, qualifications/credentials, and experience for each along with the extent to which each will contribute to the final product.

Competencies Respondent should demonstrate experience with economic development/redevelopment, planning, zoning and land use along with a significant understanding of community redevelopment agencies through providing a description of, at a minimum, three projects of similar size and scope successfully completed in the last eight years.

References Proposal shall include five (5) references submitted in the following format.

Client/ Name		
Contact		
Address	City	State/Zip
Telephone Number	Fax Number	
Email		
Contract Period	Year Completed	Total Cost
Project Description		

Cost Proposer shall submit a detailed project cost estimate which includes a breakdown of

tasks with associated hours and corresponding costs.

6.3 Evaluation Criteria

Each proposal shall be evaluated on the following non-weighted evaluation criteria:

- a) Prior economic development/redevelopment experience.
- b) Considerable knowledge of public sector planning, zoning and land development regulations, infrastructure and transportation.
- c) Expertise in working with Community Redevelopment Agencies specifically developing/attracting new and expanded business/retail as well as advancing conditions under which evening economies thrive.
- d) Demonstrated success with community collaboration and engagement.
- e) Marketing/Promotion of public sector programs/initiatives.
- f) Delivery schedule/timeline

6.4 Proposal Review Process

The proposal review process will be undertaken as follows:

An evaluation team will be appointed to evaluate submitted proposals.

The team members will convene and independently rank each RFP received in accordance with the evaluation criteria. A short list of proposers may be selected for oral interviews if it is determined that additional clarification/information is needed.

If oral interviews are held, the respondents' initial ranking will be deemed preliminary and final rankings will be based on the same evaluation criteria utilized in the first round of reviews.

Negotiations, up to a Best-and-Final offering, will commence with the highest ranked proposer.

If the City cannot reach a mutually beneficial agreement with the first selected proposer, the City reserves the right to enter into negotiations with the next highest ranked proposer and continue this process until an agreement is reached, or the City decides to terminate this RFP.

6.5 Legal/Liability

Judgements and Claims

Are there any judgements, claims or suits pending or outstanding against you or your organization?

Yes ___ No ___ If yes, please explain:

Disputes Regarding Liens Has any owner or higher-tier contractor with whom your business has had a contract ever disputed a claim of lien filed by you or your organization?

Yes ___ No ___ If yes, please explain:

Receivership Have you or your organization filed for bankruptcy, receivership, or reorganization within the last five years?

Yes ___ No ___ If yes, please explain:

Legal Infractions Have you or your organization been cited and/or fined for failure to comply with federal or state regulations and/or statutes in the past two years?

Yes ___ No ___ If yes, please explain:

6.6 Indemnification

To the fullest extent allowable by law, Consultant hereby indemnifies and shall defend and hold harmless the City of Rockledge, its elected and appointed officials, officers, employees, or authorized representatives or volunteers and each of them from and against any and all suits, actions, legal or administrative proceedings, claims, demands, damages, liabilities, interest, attorneys' fees, costs, and expenses of whatsoever kind or nature whether arising before, during, or after completion of the work hereunder and in any manner directly or indirectly caused, occasioned, or contributed to in whole or in part or claimed to be caused, occasioned, or contributed to in whole or in part, by reason of any act, omission, fault, or negligence, whether active or passive, of Consultant or of anyone acting under its direction or control or on its behalf in connection with or incident to the performance of this Agreement regardless if liability without fault is sought to be imposed on the City of Rockledge.

Consultant's aforesaid indemnity and hold harmless agreement shall not be applicable to any liability caused by the sole fault, sole negligence, or willful misconduct of the City of Rockledge, or the City of Rockledge's representatives. This indemnity provision shall survive the termination or expiration of this Agreement. In any and all claims against the City of Rockledge, or any of its directors, officers, employees, or authorized representatives or volunteers by an employee of the Consultant, any subcontractor, or anyone for whose acts any of them may be liable, the indemnification obligation under this paragraph shall not be limited in any way by any limitation on the amount or type of damages, compensation, or benefits payable by or for the Consultant or any subcontractor under Worker's Compensation Acts, Disability Benefit Acts, or other employee benefit acts.

No provision of this Indemnification clause shall give rise to any duties not otherwise provided for by this Agreement or by operation of law. No provision of this Indemnity clause shall be construed to negate, abridge, or otherwise reduce and other right or obligation of indemnity that would otherwise exist as to the City of Rockledge under this or any other contract. This clause is to be read in conjunction with all other indemnity provisions contained in this Agreement.

Any conflict or ambiguity arising between any indemnity provisions in this Agreement shall be construed in favor of indemnified parties except when such interpretation would violate the laws of the state in which the job site is located. Consultant shall reimburse the City of Rockledge, or any of its directors, officers, employees, or authorized representatives or volunteers, for any and all legal expenses and costs incurred by each of them in connection therewith or in enforcing the indemnity herein provided. Consultant's obligation to indemnify shall not be restricted to insurance proceeds, if any, received by the City of Rockledge, or any of its directors, officers, employees, or authorized representatives or volunteers.