



Formal Request for Letter(s) of Interest [LOI]

City of Oldsmar

I. THE OPPORTUNITY

The City of Oldsmar (“City”) and its Community Redevelopment Agency (“CRA”) have approximately 7 acres available, exclusive of existing Rights-of-Way (“ROW”), for a mixed-use development.

The City and CRA want to identify a prospective user or developer as efficiently and cost effectively as possible using a simple Letter of Interest (“LOI”) to solicit submissions and initiate further discussion and/or negotiations.

If you share our vision for this opportunity, we would like to hear from you. Tell us about your interests in acquiring these holdings to support the residential and commercial activities that we believe are the most important to this community.

More details are described below and within the accompanying exhibits.

II. OFFERING AND CONCEPT

The City owns several parcels of land purchased directly by the City or through the CRA. These holdings are available to an interested developer. The City’s preference is to provide a fee simple transaction.

All of this land is adjacent to the existing City Hall which is itself a part of the total available acreage. The remaining portions of the acreage are largely vacant and unencumbered, assembled by the City and its CRA over period of several years with the idea that the area would be an anchor or centerpiece of the broader community. The holdings are generally bounded by State Street, Washington Street, and Tampa Road. Together the parcels total about 7 acres (“Property”). Depending on plans and interest, the potential area available for use or development could be enlarged by vacating any ROW that now bisect the property. Including ROW, the total holdings might increase to approximately 8 acres.

These holdings are identified as an important catalytic site near the center of Oldsmar. The use and deployment of these holdings would provide a substantive real estate opportunity while also offering locational advantages supporting other kinds of development activity and community goals.

Although a specific program and plan remain largely to the discretion of parties that might acquire the Property or rights to improve it, the City contracted with the Community Solutions Group (“CSG”) of GAI Consultants to convene residents to explore and discuss uses, character, and scale that might function as guiding principles. In July and August of 2022, the City updated its mission and vision for the future development of the property.

Approximately 125 people were actively engaged in articulating these principles which reconcile to the City’s adopted regulations for Property and serve as the aspirational framework for any development that might be implemented. The broadly conceived vision and mission reads:

Vision: *Oldsmar’s Town Center will be a special place that deepens the community’s identity, acknowledging its historic character while sensitively incorporating a contemporary mix of residential, commercial, civic, and public open space uses. It will be a place that connects people within an aesthetically, exciting destination for young and old alike while providing new economic opportunity for Oldsmar.*

Mission: *To develop the eight-acre, publicly owned site through exemplary planning and public support to generate an aesthetically pleasing, economically sustainable, iconic Town Center destination enjoyed by residents, customers, and visitors through a variety of experiences and places.*

- **Shared Community Asset** and gathering place relevant to all members of community.
- **Character Place** designed sensitively for both the historic neighborhoods and regional location.
- **Authentic Experience** with local businesses and features that are distinct to Oldsmar.
- **Economically Vibrant** with active living, shopping, working, civic use and diverse local events.
- **Walkable, Safe and Inviting** destination that is embraced by residents as part of community life.

From a planning and regulatory standpoint, the 8 acres could accommodate a combination of residential, hospitality, and other non-residential uses subject to satisfying open space, parking, amenities and other considerations. Precisely how the potential entitlements or opportunities will be matched to the community's expectations will be subject to negotiations and the terms of a development agreement. It is expected that the selected party will coordinate or balance both investment needs and civic goals of the broader community by working closely with key City staff.

III. SCALE OF OPPORTUNITY

Based on conversations with City consultants, and various interested parties, the City is encouraging that potential respondents consider a program consisting of a mixture of residential units, commercial space, and hotel units along with needed parking or support facilities.

However, no formal market studies have been completed for this preferred mix of uses. Having made that observation

- Multi-family inventory in Oldsmar itself is limited relative to the inventory of owner-occupied homes. In the broader area, rental housing demand is strong. Within a five-mile radius of this location, there are about 15,700 multi-family units. These have an occupancy rate of 96.4% as of 2nd quarter 2022. Rents for these units average about \$1,864 per unit per month or \$1.76 per SF per month. About 14% have been built since 2010.
- There are approximately 5,356,000 SF of office space within a five-mile radius of this location. As of 2nd quarter 2022, the occupancy rate of this space was 86.2% and 24% would be considered Class A office space.
- There are approximately 9,429,000 SF of retail space within a five-mile radius of this location. As of 2nd quarter 2022, the occupancy rate of this space was 97.2%
- In the same area, there are an estimated 845 hotel rooms. The market is comprised primarily of limited-service properties classified as upscale or upper midscale. As of June 2022, the 12-month occupancy rate was about 72.6%, with average daily rates (ADR) during the same period at \$131.45.

IV. EXPECTATIONS AND APPROACH

While any final design, placement, implementation and activation of any uses and spaces will be the responsibility of possible respondents, we do expect these parties to pursue concepts within the guidelines and principles outlined.

Precisely how planning or development will be finalized or achieved remains to be determined based largely on the replies or comments received. While the City is open to options including a full fee

transaction or a ground lease, a full fee transaction is preferable. Either would be the subject to further discussion and negotiations.

To emphasize, whatever vision we have, we also understand that our internal and very generalized analysis may not be in perfect sync with the nature of all uses or development potentially attractive for the private sector. While committed to the vision described, we welcome additional ideas about feasible or supportable programs or uses, especially their scale and siting requirements.

The City has not decided how much, if any, additional capital or commitments it will make to support any initiatives although further investment does not seem needed based upon the concepts envisioned. Under the terms of Florida Statutes 163.380, the property must sell for *fair value*. Among other things, *fair value* could include or consider the value of the City itself occupying approximately 10,000 SF of space in a commercial office structure at a rate well below that available on the open market. Such a strategy would include vacating the existing City Hall, allowing a different plan to be implemented on the subject holdings.

We are flexible and encourage dialogue without prospective respondents incurring substantive cost to do so. Consequently, our approach is designed to be as efficient as possible beginning with fairly short submissions as outlined further below. All respondents will be acknowledged, and respondents should assume there will be additional follow-up to amplify or clarify any basic ideas.

We believe the process is purposefully transparent, efficient, and without ambiguity but we will host a pre-submission meeting before the actual letters are due to clarify outstanding issues.

Responding with a Letter of Interest and opening further exchanges with the City about varied development opportunities of the Property will itself be considered a means to affirmatively indicate participation in any further solicitations or processes for this property in the future if these are continued.

V. ELIGIBILITY

Any individual, for-profit entity, or not for profit entity may reply with a Letter of Interest including the brief information below. The only obligation at this stage is to agree to engage in further discussion in the event you are asked to amplify and explain that submission. Such discussion could then result in a more detailed submission for those deemed by the City, in its total discretion, to be qualified and capable of performing.

VI. LETTER OF INTEREST

The City and CRA are requesting Letters of Interest from entities that want to be considered as possible parties in the development of holdings described. Only those entities who submit an LOI in response to this solicitation will be eligible to receive a more detailed Request for Proposal (RFP), should one be issued.

1. All interested parties are invited to a pre submission meeting at **9:00 a.m. EST on September 21, 2022. Potential respondents are encouraged to notify the City of their intention to submit a Letter of Interest to downtown@myoldsmar.com to receive any correspondence.**
2. Additional questions can be submitted to downtown@myoldsmar.com until **5:00 pm EST on September 30, 2022.** Answers will be provided for parties that submitted their intention by email no later than 5:00 pm EST on October 7, 2022.
3. All interested entities must submit the Letter of Interest *electronically via email to downtown@myoldsmar.com no later than 5:00 p.m. EST on October 14, 2022.* Submissions received after this time on this date may or may not be assured of further discussion regarding this specific opportunity.

4. We urge responders to be focused and economical in terms of addressing the information outlined. For *each of the requested items*, a page or word count is provided for *guidance*. Do not exceed the total *page* count as described in 5(e) below.
5. Each entity's Letter of Interest **must address or include** the following:
 - a. A brief discussion or statement affirming the respondent's interest in the development project outlined and commenting specifically on the general scale, activity, or focus of the desired program (Maximum estimated response: 500-1,000 words, ½ -1 page) that may pose a challenge to the desired program's implementation or the community's expectations about its plans for the property. Please comment specifically on your interest in a leasehold vs a full fee transaction.
 - b. Up to three resumes of the persons most likely to be involved in any planning or development effort, *including at least one who will remain involved as a principal* in the event subsequent information, contracts, or other agreements or disclosures are required (Maximum estimated response: 3 pages).
 - c. A brief discussion, statement or description of any prior venture or relationship of some kind with a public agency regardless of scale or the nature of interaction that you deem informative or relevant to the current situation. *If there has been no such relationship, please affirm that is the case.* If there has, then provide a description of that relationship (Maximum estimated response: 500-1,000 words, ½ -1 page)
 - d. Descriptions of no more than three projects in substantial stages of construction or that are already operational involving at least one of the principals identified above [1] describing the explicit role of that party in implementing the concept, [2] how funded or financed, identifying the approximate amount of debt/equity, and [3] reasons why that project's content, scope, public significance, financing, or contextual considerations are relevant to the respondent's understanding about this site, the community's shared vision or objectives and any other related issues (Maximum estimated response: 5,000 words, 5 pages).
 - e. **Toward assuring efficiency and lowered cost of production, please submit no more than twelve (12) pages total, excluding any dividers or transmittal letters should they be used.**

All Letters of Interest received by the prescribed due date and time will receive a response through mail/email by the City or CRA no later than **November 15, 2022**. Those responses will indicate if the respondent will be invited to [1] submit additional qualifications, plans or information or [2] be requested to participate in further discussions.

6. By submitting a response, all respondents acknowledge, understand and agree to the following:
 - a. The City and CRA have sole and exclusive discretion as to the review and evaluation of submitted Letters of Interest and which entities, if any, are chosen to participate in [1] any further solicitations, RFP or otherwise, issued for all or a portion of the site or [2] further discussions concerning various alternatives or options.
 - b. The City and CRA will communicate with all respondents concerning this LOI but retain flexibility in any future scheduling and final discretion as to the funding, structure and any subsequent efforts that may follow this LOI.
 - c. Submissions in response to this LOI may be subject to public disclosure, in whole or in part, pursuant to Florida Law.

EXHIBIT A: Subject Parcels

- A. 24-28-16-89514-001-0010 (2.29 ac)
- B. 24-28-16-89514-003-0010 (1.22 ac)
- C. 23-28-16-63936-080-0010 (0.32 ac)
- D. 23-28-16-63936-080-0080 (1.22 ac)
- E. 23-28-16-63936-081-0140 (0.23 ac)
- F. 23-28-16-63936-081-0010 (1.52 ac)



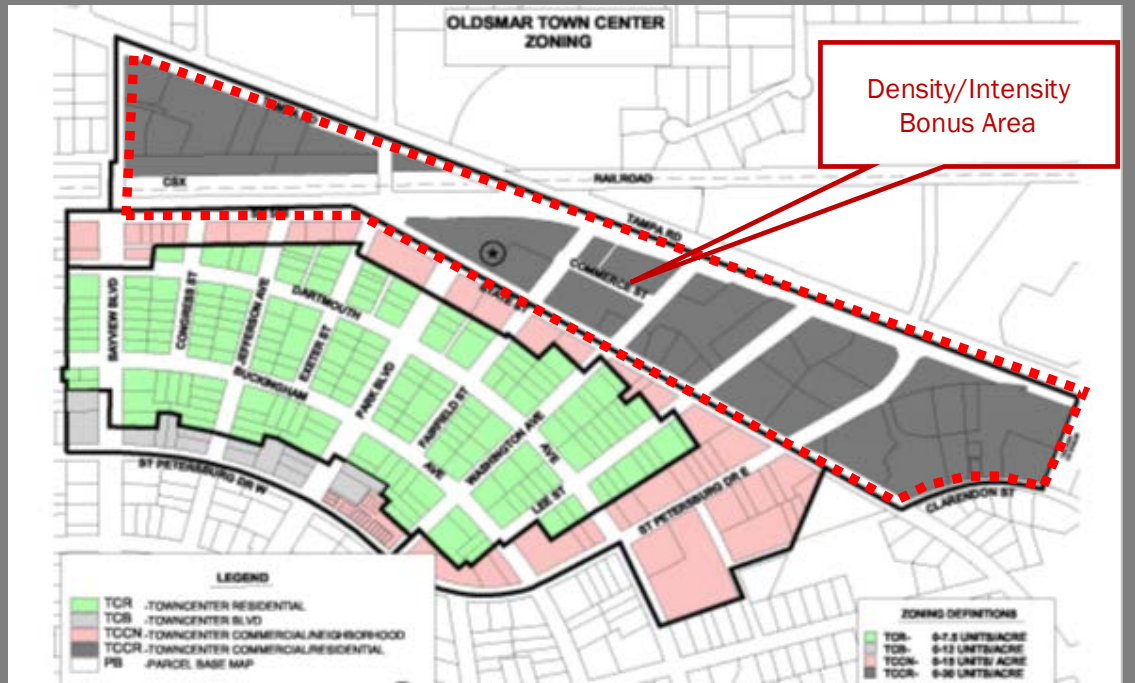
EXHIBIT B: Regulatory Context

TCCR – Zoning Ordinance

Oldsmar Community Redevelopment District (CRD)/Town Center

- TCCR is established to provide suitable areas for retailing and service facilities
- Residential development at 30 U/Ac
- Hotel devel at 80 U/Ac
- 75' / 6 stories overall bldg height with required 10' minimum setback at 55 foot level (4th story)
- Current Zoning allows 75' / 6 story Commercial

- **New Mixed Used Density bonus adds residential:**
 - 65 Residential Units / Acre
 - 150 Hotel Units / Acre
 - Mixed Use bonus requires ground floor retail / commercial and other performancestds



Current zoning regulations can be found at:

https://library.municode.com/fl/oldsmar/codes/code_of_ordinances?nodeId=PTIVTOCEDECO_ARTIIIILAU_SZO_3.7TOCECREDITC

Updated ordinance can be found at:

https://library.municode.com/fl/oldsmar/ordinances/code_of_ordinances?nodeId=1158557t

Architectural and design pattern book can be found at:

https://library.municode.com/fl/oldsmar/codes/code_of_ordinances?nodeId=APXAARDEPABO

For additional site information, visit <https://myoldsmar.com/> or email downtown@myoldsmar.com