



CITY COMMISSION MEETING

CBRE

JULY 2, 2025

AGENDA



CBRE

- ❑ Real Estate Development and the City's Strategic Focus Areas
 - Joann Hussey, Director, CMED
- ❑ Introduction of CBRE Real Estate Advisory Services
 - Lisa Liotta, Development Officer, CMED
- ❑ CBRE Site Analysis and Considerations
 - Michael McShea, Executive Vice President, CBRE
 - Lee Ann Korst, SE Regional Manager, CBRE
 - Clarissa Willis, Vice President, CBRE
- ❑ Other City Owned Properties
 - Lisa Liotta, Development Officer, CMED
- ❑ Commission Discussion and Questions

STRATEGIC PLA



Financial Management and Administration

- Maximize revenue sources through proactive exploration of new opportunities
- Maintain a sustainable City budget



Economic Vitality

- Expand the City's tax base by facilitating property redevelopment



Quality of Life and Strong Neighborhoods

- Enhance the sustainability, resilience, and improvement of natural environments, the public right-of-way and other City-owned property



Infrastructure and Facilities

- Promote investment in capital improvements
- Ensure that existing infrastructure remains functional, meets current standards, and can adapt to changing needs or technological advancements
- Develop and implement strategies to improve the sustainability and resilience of municipal and privately-owned infrastructure



CBRE REAL ESTATE ADVISORY SERVICES



TEAM OVERVIEW



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Vice President

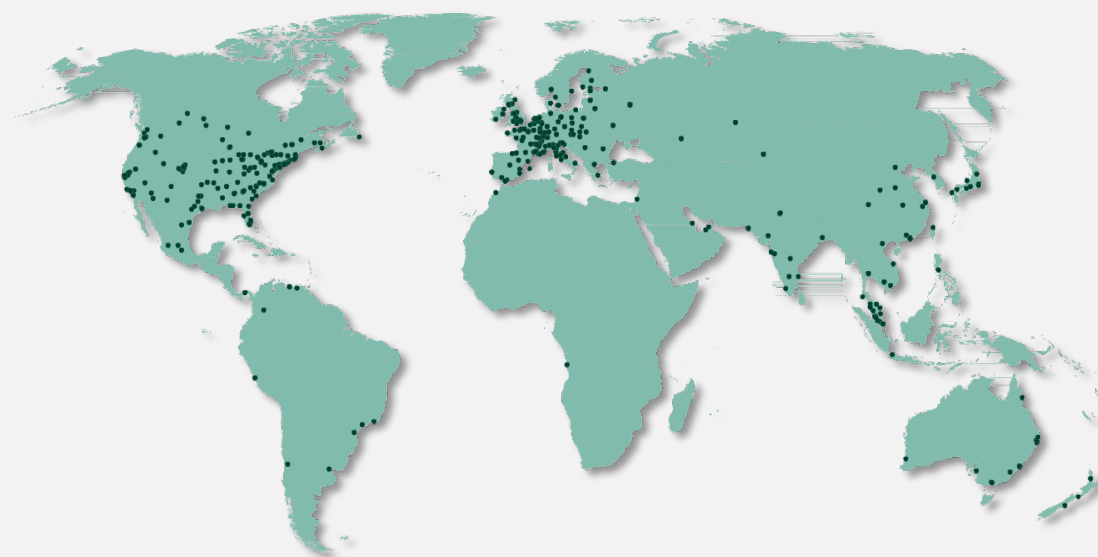
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CBRE OVERVIEW

The Global Market Leader

90% of the Fortune 100 and over 100 public sector clients trust CBRE with their real estate portfolios and projects.



\$35.8B
Company-Wide Revenue

\$8.5B
2023 Advisory Services Revenue

\$22.5B
2022 Global Outsourcing Revenue

An Unparalleled Bench of Subject Matter Experts

- Government
- Office
- Healthcare
- Banking & Financial Services
- Energy, Oil & Gas
- Nonprofit
- Industrial
- Land
- Food & Beverage
- Sports & Leisure
- Retail
- Mixed Use
- Corporate
- Infrastructure & Public Enterprise
- Technology, Media & Telecommunications
- Life Sciences
- Aerospace & Aviation
- Corporate Capital Markets
- Land, Agriculture & Natural Resources
- Data Centers
- Automotive
- Education
- Law Firm
- Consumer Goods & Manufacturing

#138

Fortune 500 Ranking

100+

Countries where CBRE Serves Clients

115,000

Employees Globally

500+

Offices Globally

With eleven offices (9 full service and 2 satellite) and over 1,700+ employees, CBRE provides a full continuum of commercial real estate services throughout Florida.

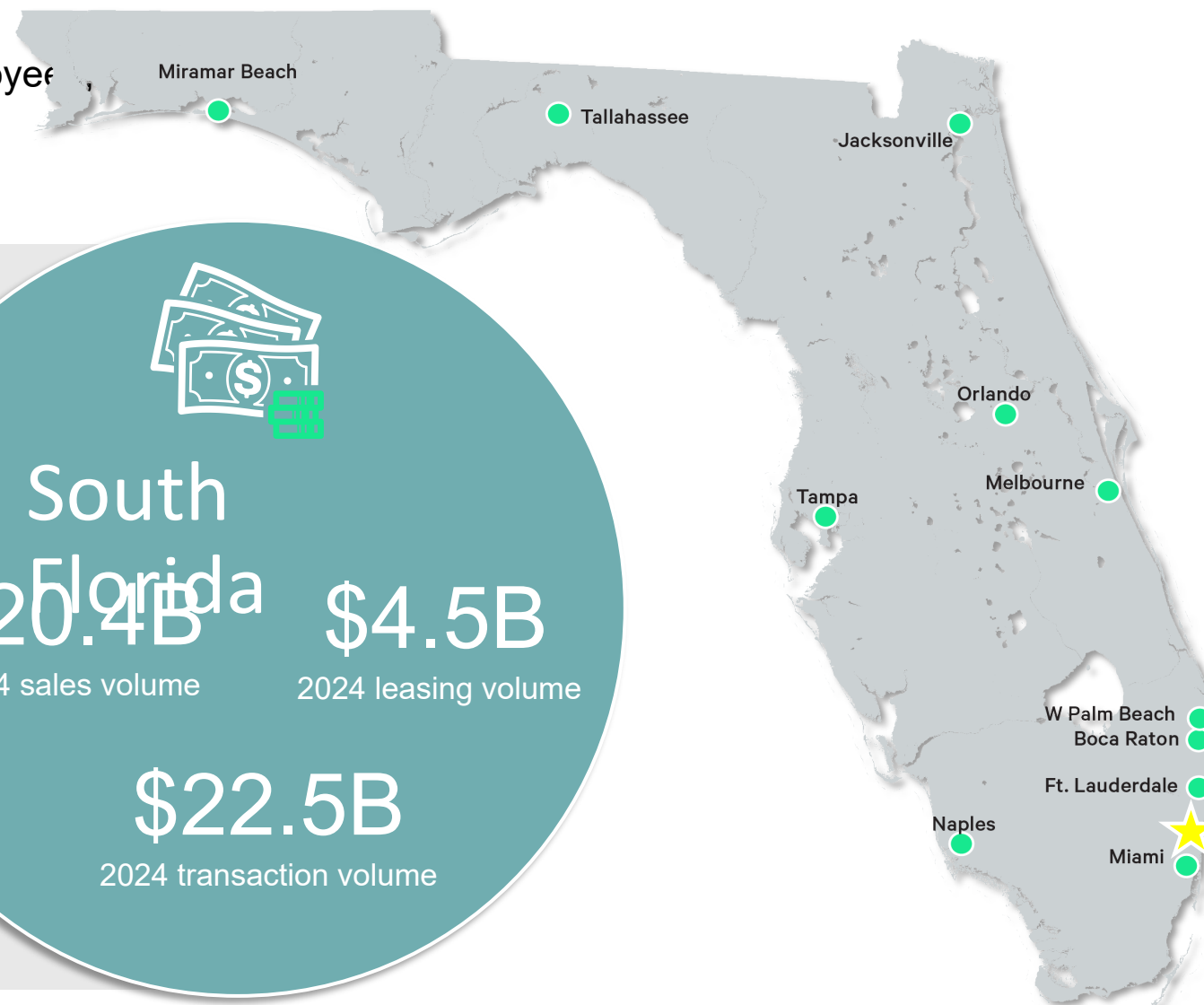
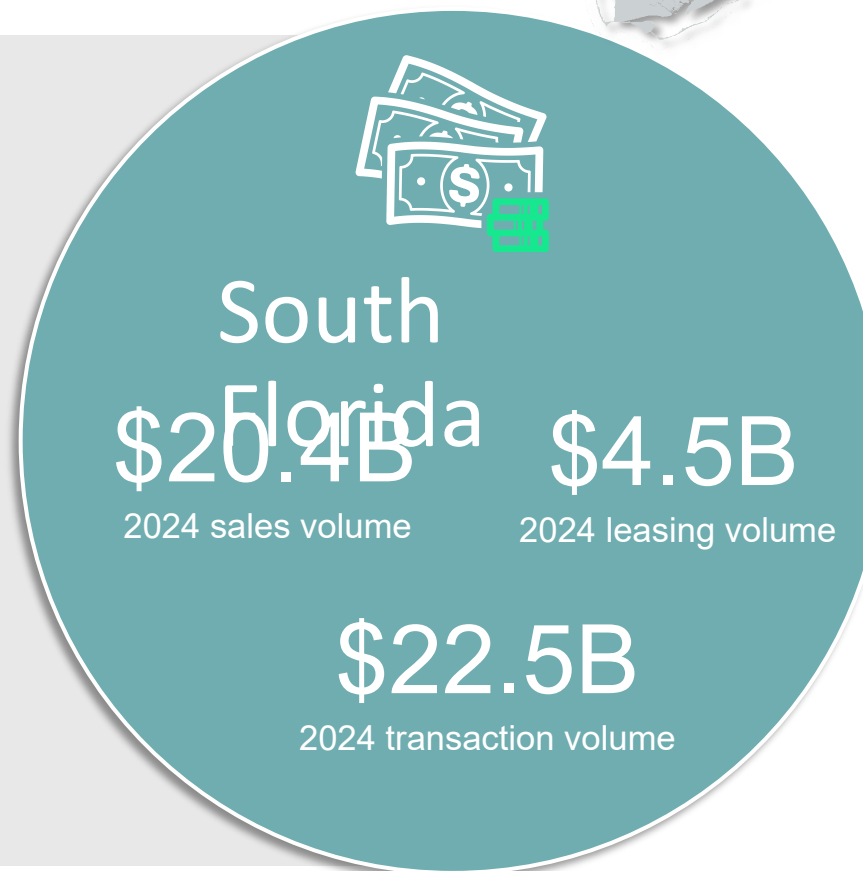
Statewide Coverage and Leadership



\$23.4B
2024 sales volume

\$7.5B
2024 leasing volume

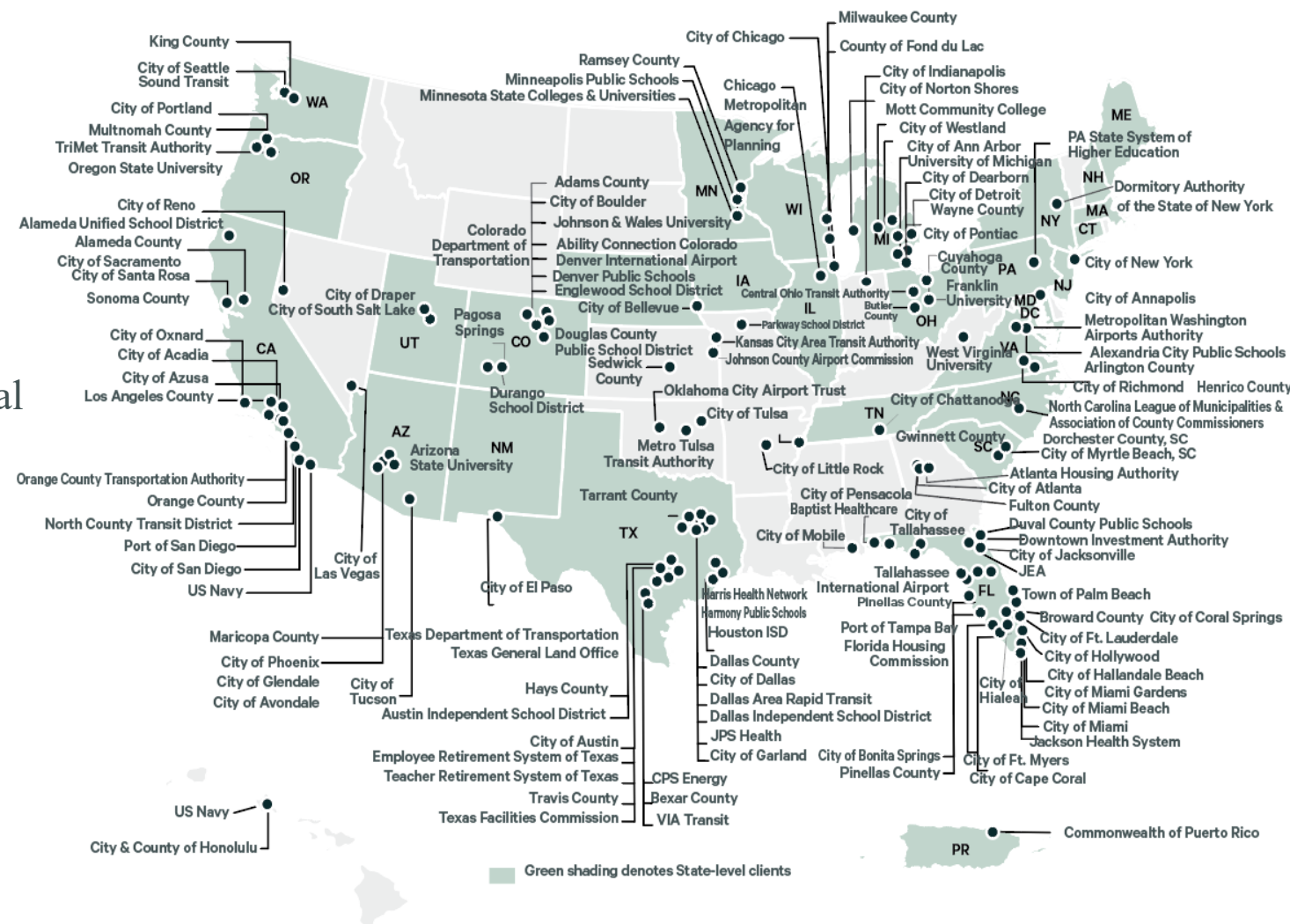
\$28.5B
2024 transaction volume



CBRE OVERVIEW

Public Institutions & Education Solutions

Exclusively focused on providing real estate solutions to state and local governments and their agencies



\$3B

Recent revenue generated for public sector clients

50+

Cities and Counties

A/A+

Performance rating from State agencies

20+

Team members

100+

Public sector clients

200+

Years of combined experience

SITE ANALYSIS AND CONSIDERATIONS





CITY HALL



CITY HALL 2600 HOLLYWOOD BLVD

Parcel No. 514201-0010



Current Situation

- Total site = 9.89 acres
- Dated City Hall facility approximately 58 years old (83,700 SF)
- City Hall Annex Building (19,300 SF) slated for demolition
- Systems approaching their End of Useful Life (EUL)
- Deferred maintenance and ADA required of \$6.2M to bring facility up to acceptable condition. Capital improvement needs of \$3.2M over the next 10 years to maintain t
- Broward County Library Building
 - First floor occupied by the library
 - Second floor is 32,000 SF, was constructed in 2024, and is the Development Services Hub, including Building, Planning, Engineering, and Community Development
 - Building foundation constructed to accommodate two additional floors
- Valuable and underutilized existing site
- Opportunity for the City to add floors to library and maximize density on site
- Massing plans demonstrate various densities and uses for existing site
- Existing deed restriction from 1927 on property requires municipal building

CITY HALL CURRENT CONDITION

Facility Condition Assessment (FCA)

- Short term deficiencies in windows, roofing systems, Mechanical, Electrical and Plumbing (MEP) systems, pavement, drainage
- Wear and tear is consistent with aging facility 58 years old
- Building systems and interiors are nearing End of Useful Life (EUL)
- Interior finishes are in fair to poor condition
- Interior spaces have been repurposed without space planning resulting in inefficiency
- If the City remains, a comprehensive capital improvement program and environmental study is needed

ADA Compliance

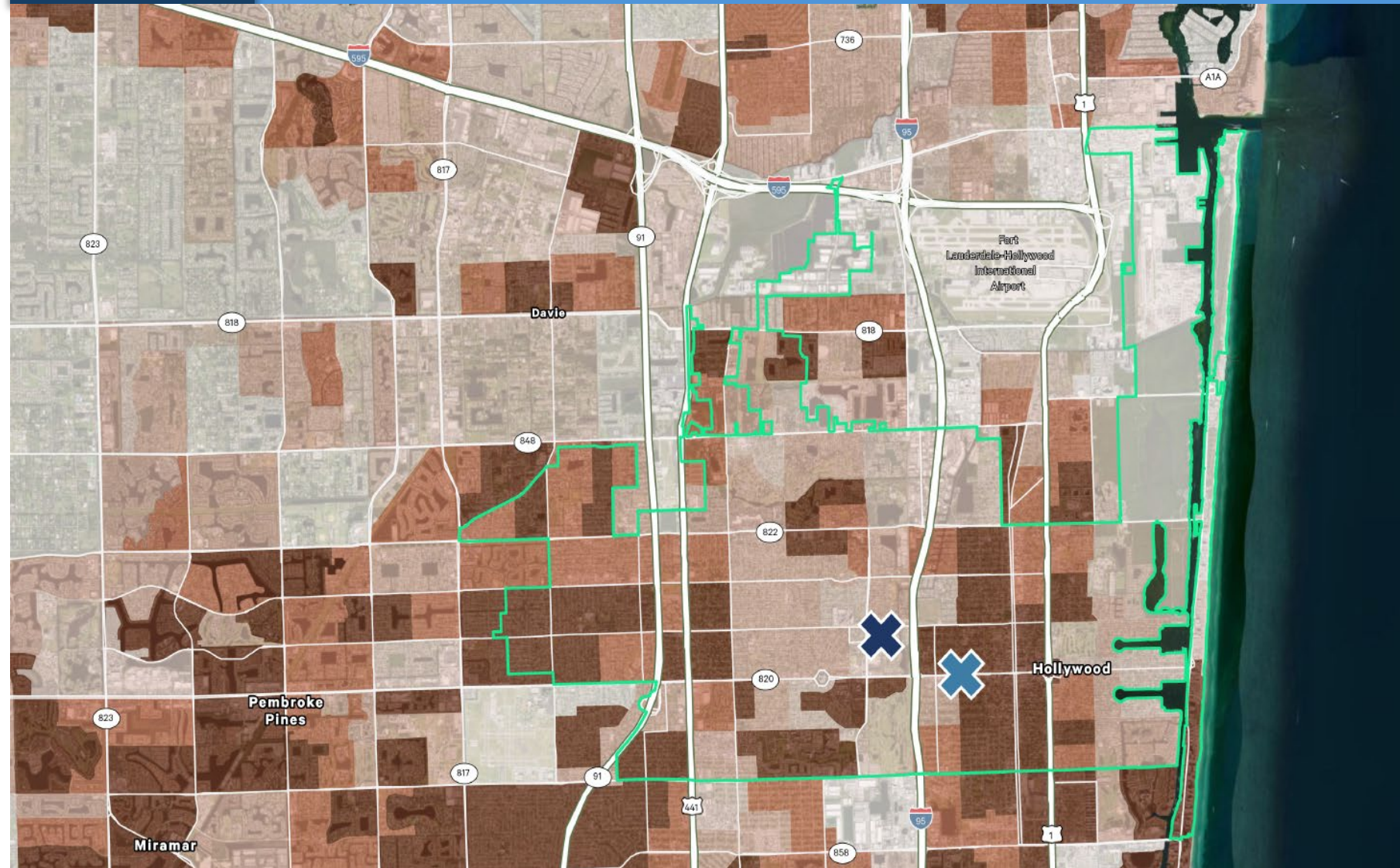
- City Hall was built before ADA requirements
- Renovations to date have not triggered significant ADA upgrades
- Accessology conducted a comprehensive review of the facility to ensure compliance with the established guidelines and subsequently reported the findings.:
 - 54 barriers to accessibility
 - Estimated cost to upgrade = \$516,200






CITY EMPLOYEE LOCATIONS AND UTILIZATION






PROPERTY OUTLINE					
BUILDING	DATE OF CONSTRUCTION	NUMBER OF STORIES	APPROXIMATE SQUARE FOOTAGE	NUMBER OF EMPLOYEES PER LOCATION	COMMENTS
City Hall	1967	4 Stories	83,700	152	Municipal Building/Offices
City Hall Annex	1960s	2 Stories	19,300	45	Slated for demolition. Employees to relocate to City Hall and Old Library
Old Library	1960s	2 Stories	21,800	65	Space needed for Records & Archives PRCA Storage and Code Compliance
Second floor of the library	Fall 2024	2 stories	32,000	132	Municipal Building/Offices
TOTAL			124,800		
Parks, Recreation & Cultural Arts (PRCA)	1990s	Single story	9,664	16	Planned relocation to City Hall
Design & Construction Management (DCM)	1990s	Single story	3,098	14.5	Could remain in existing, owned facility

WEIGHTED POPULATION CENTER

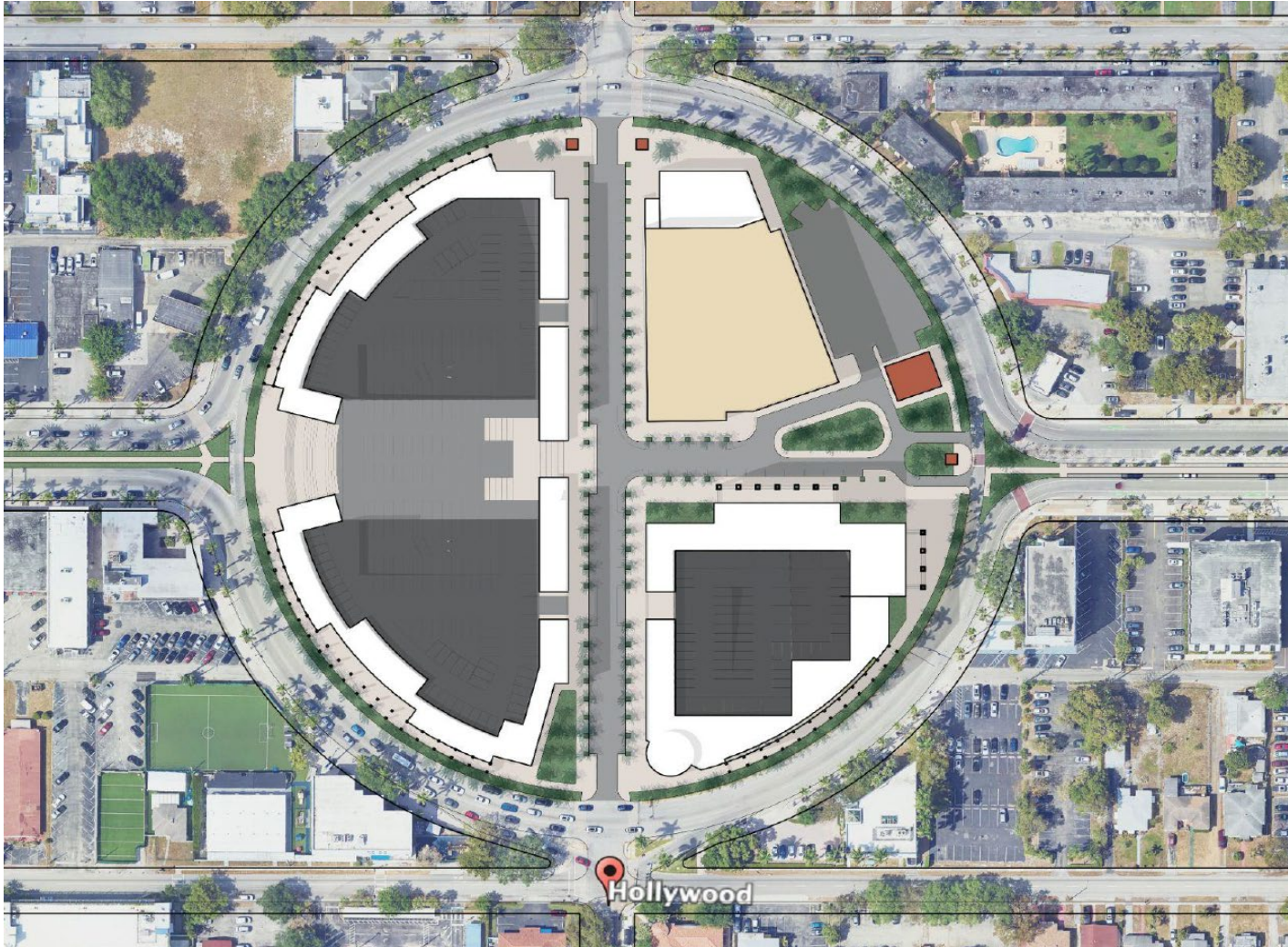


-  Weighted Population Center
714 N 32nd Ave, Hollywood, FL 33021
-  Current City Hall Site
-  City of Hollywood

Population Density
of people per sq. mi.
by block group

-  Less than 2,000
-  2,000 to 4,000
-  4,000 to 6,000
-  6,000 to 8,000
-  More than 8,000

CITY HALL MASSING PLANS



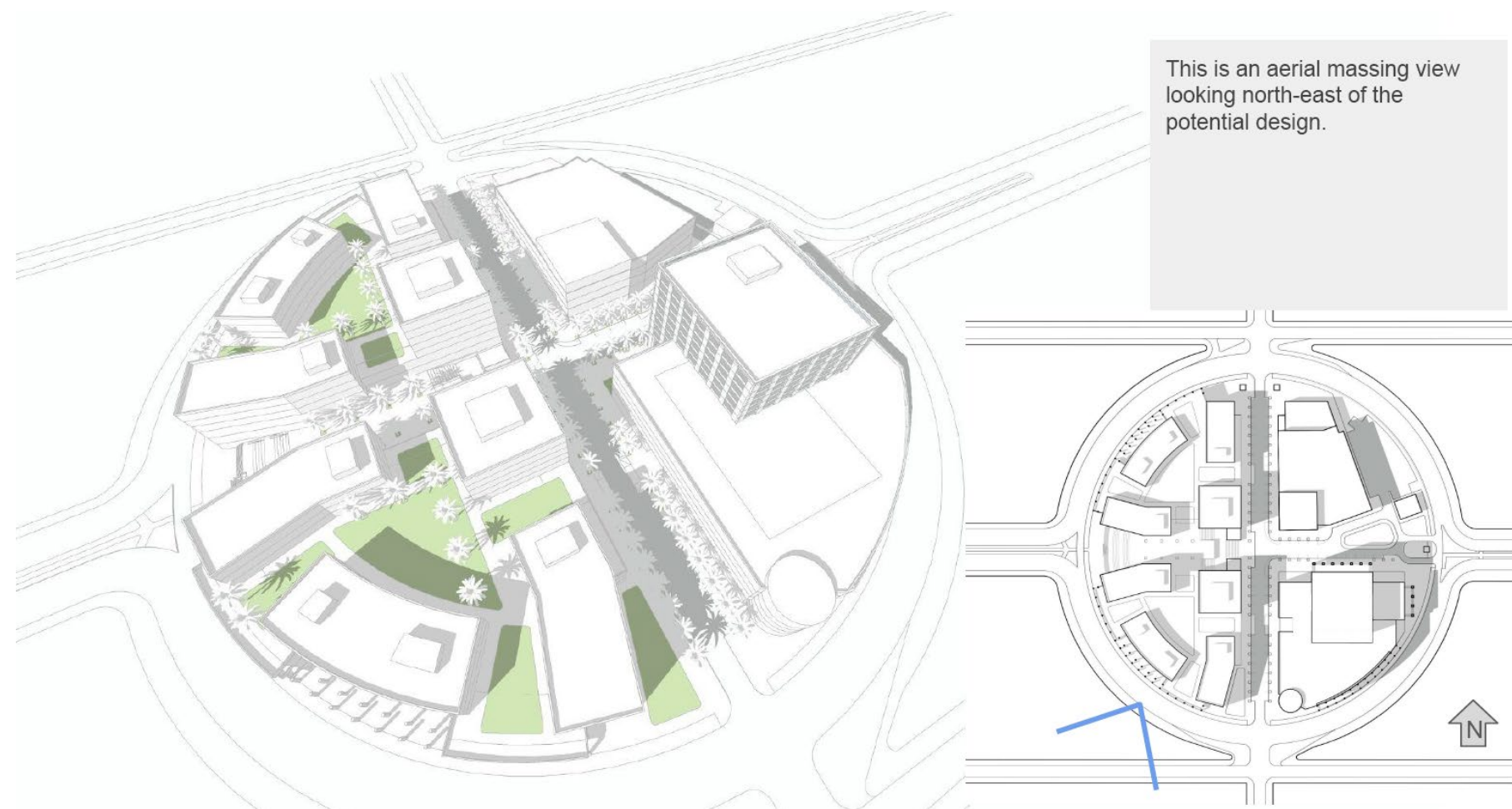
Land area = 9.89 acres

Project goal: understand the site's capacity

- Assumptions:
 - Library building remains (add two stories)
 - New City Hall is relocated on site
 - City Commission Chambers included in the civic uses, ground level with its own entrance; flexible for community room use
- Guidelines:
 - Maximize public / green space
 - Incorporate redevelopment into fabric of the community
 - Create East / West visual
 - Ensure pedestrian connectivity
 - Drop off/ pick up for existing shuttle services

CITY HALL MASSING PLANS

Design Option 1 Follow RC-1



Analysis is based on Zoning Regulations of RC-1. Requirements follow the Regional Activity Center (RAC) section. Includes shared parking allowances for Transit Oriented Community (TOC)

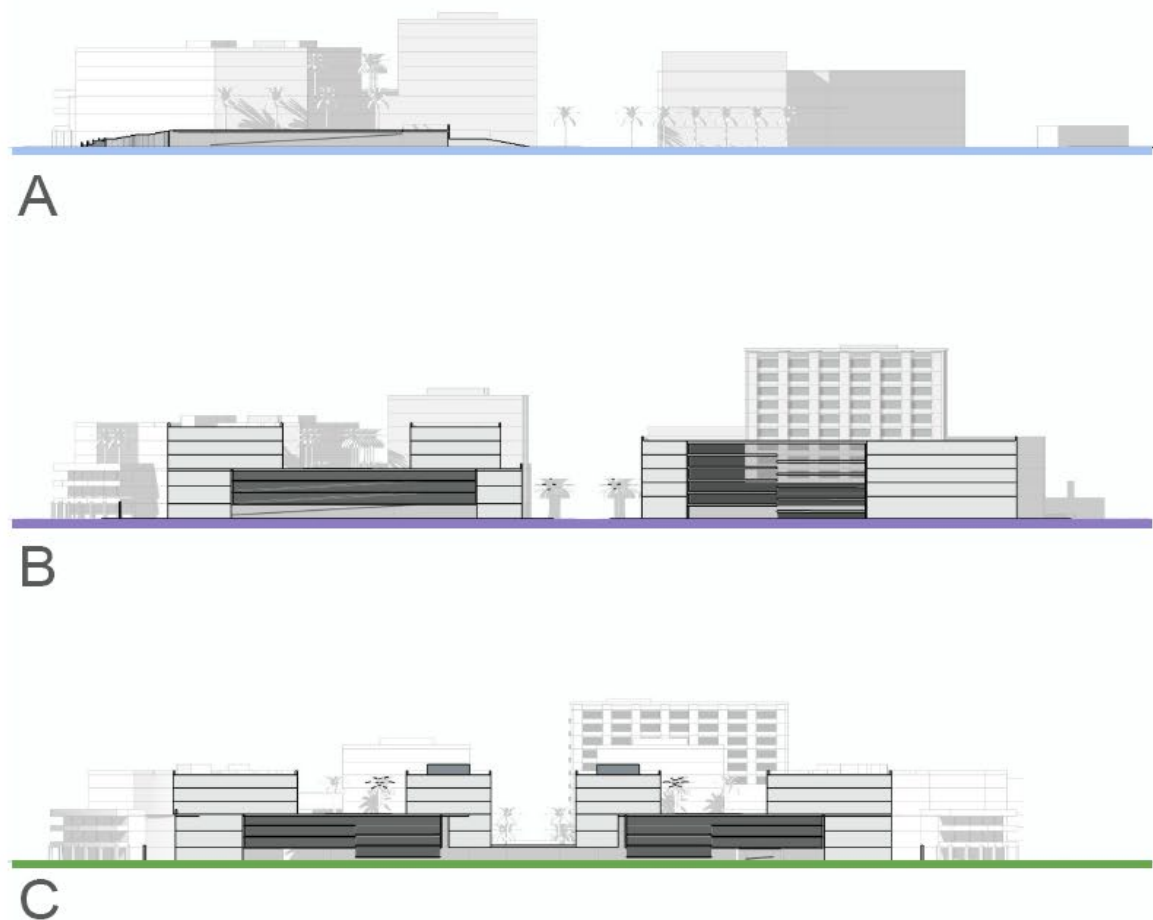
City Hall – Design Option 1

- Total Area 9.89 acres
- Total Civic Use 142,795 SF
- Total Office Use 214,706 SF
- Total Commercial Use 77,600 SF
- Total Residential Units 204 units
- Total Parking Spaces 1,373 spaces

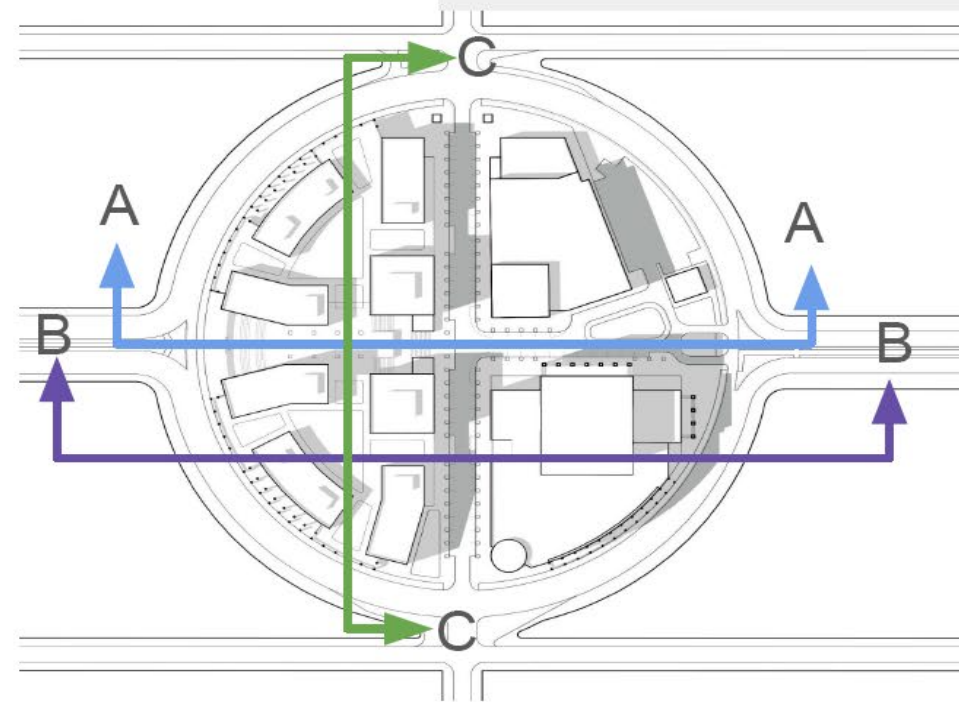
*site potential versus demand (e.g., office)

CITY HALL MASSING PLANS

Design Option—1Follow RC-1



These are cross sections to show how the height transition works and where the parking structures are located.



CITY HALL MASSING PLANS

Design Option-2GU

This is an aerial massing view looking east over Hollywood Boulevard.

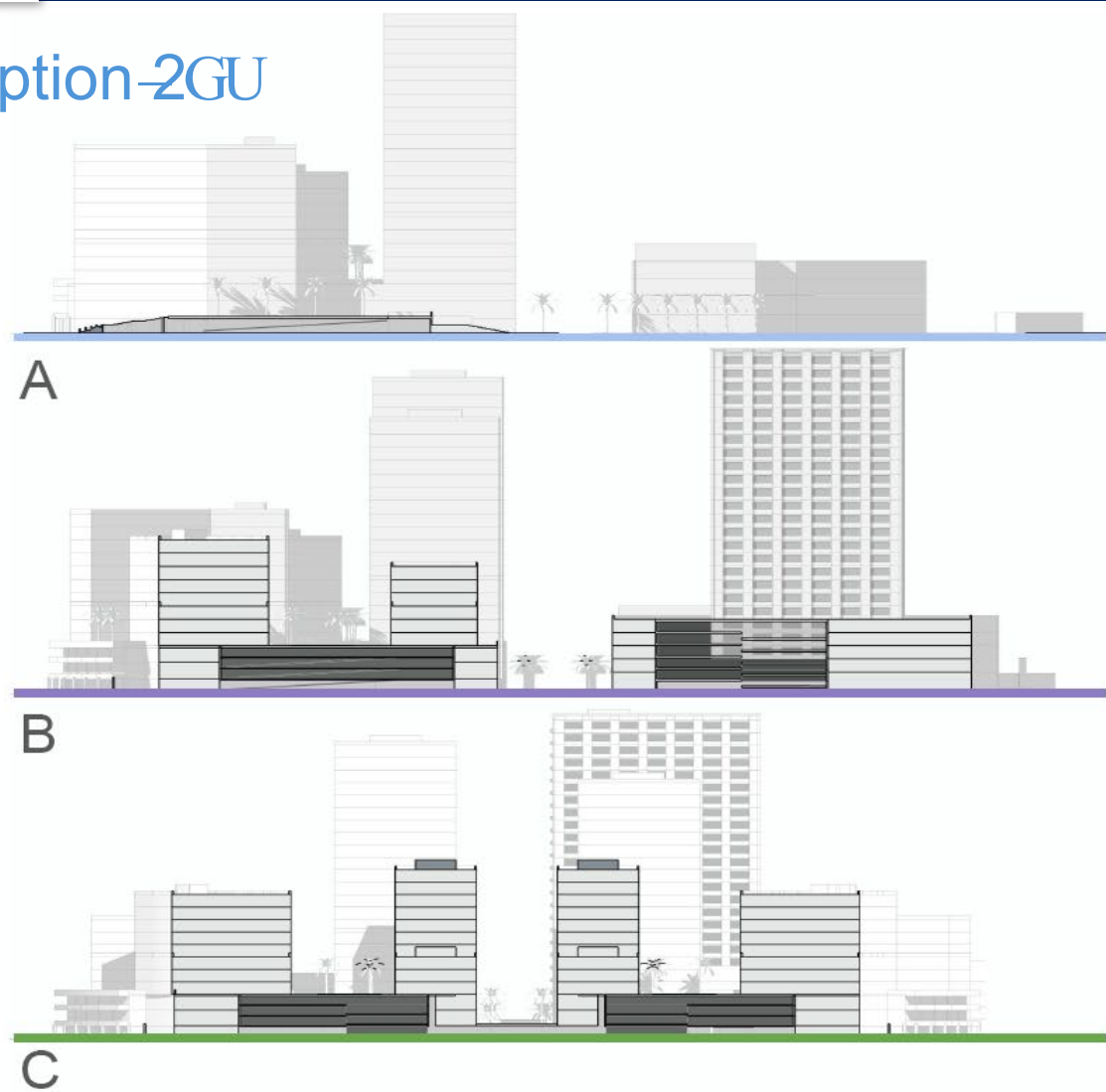
This analysis uses the parking requirements of the RAC section, and it includes shared parking allowances for TOC. This scenario also includes an 30% parking reduction from the above mentioned requirements.

City Hall–Design Option 2

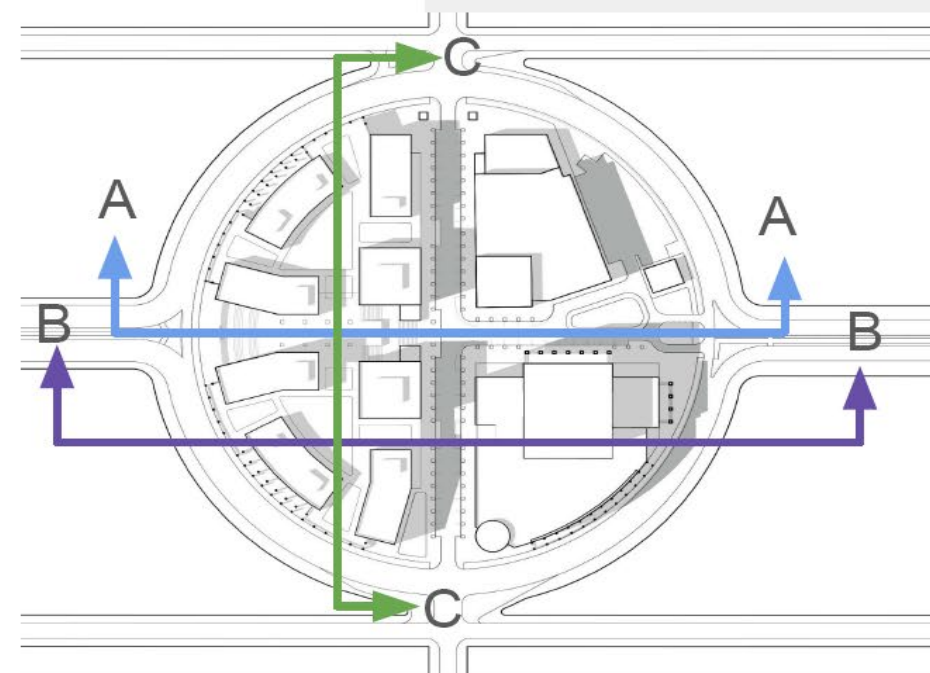
- Total Area 9.89 acres
- Total Civic Use 142,795 SF
- Total Office Use 548,029 SF
- Total Commercial Use 78,800 SF
- Total Hotel Rooms 300 rooms
- Total Residential Units 494 units
- Total Parking Spaces 1,373 spaces

CITY HALL MASSING PLANS

Design Option-2GU



These are cross sections to show how the height transition works and where the parking structures are located.



CITY HALL OPTIONS



Policy Considerations:

Policy Considerations for the Redevelopment of City Hall Circle:

- Establish redevelopment guidelines, including, but not limited to:
- Public uses, green space and public art
- Pedestrian connectivity to and throughout the project
- Configuration and Requirements for Structured Parking

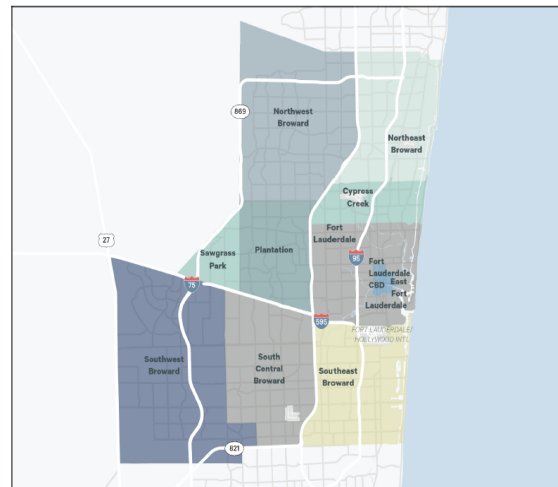
Next Steps:

- Complete a space program to understand current and future square footage and adjacency requirements for City Hall
- Community Outreach to gain public input on redevelopment goals
- Prepare an RFP to solicit development partners for **Public Partnership**

BROWARD COUNTY AND HOLLYWOOD VACANCY

Market View Report Snapshots 2024/2025

SOUTHEAST BROWARD OVERVIEW | Office | Q1 2025



2,531,400
Inventory (sf)

0
Under Construction (sf)

0
SF Delivered YTD (sf)

\$24.33
Average Asking Rate (NNN)

21.5%
Direct Vacancy Rate

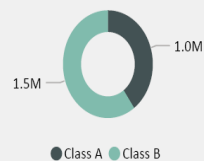
23.8%
Total Vacancy Rate

-2,400
Quarterly Absorption (sf)

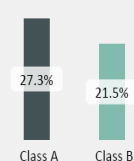
-2,400
YTD Absorption (sf)

14,100
YTD Leasing Volume (sf)

Total Inventory



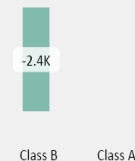
Total Vacancy



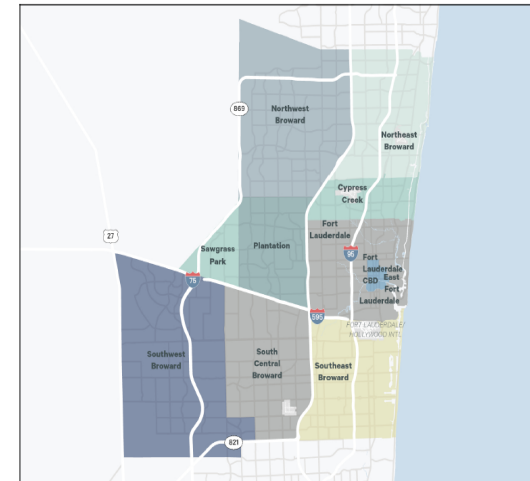
Avg. Asking Rate (NNN)



YTD Absorption (sf)



SOUTHEAST BROWARD OVERVIEW | Office | Q4 2024



2,531,400
Inventory (sf)

0
Under Construction (sf)

0
SF Delivered YTD (sf)

\$22.99
Average Asking Rate (NNN)

22.5%
Direct Vacancy Rate

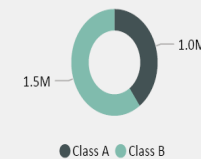
23.7%
Total Vacancy Rate

60,800
Quarterly Absorption (sf)

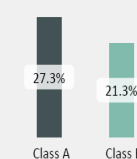
56,200
YTD Absorption (sf)

166,700
YTD Leasing Volume (sf)

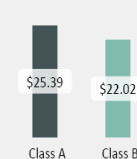
Total Inventory



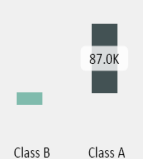
Total Vacancy



Avg. Asking Rate (NNN)



YTD Absorption (sf)



GOVERNMENT CENTER CASE STUDIES

PINELLAS COUNTY



- Pinellas County is consolidating administrative functions to improve service delivery, work environment, and efficiency
- The County operates from over 14 inadequately designed locations, necessitating a new consolidated site
- CBRE identified 20 potential sites meeting the County's criteria through market analysis and surveys
- The analysis considered population density, commuting times, and environmental impacts for resident convenience
- CBRE provided cost estimates for new construction, including indirect costs and funding from property sales and tax proceeds
- Collaboration involves creating a phasing plan for private development on vacated sites and proposing scenarios for future municipal facilities

CITY OF BOCA RATON



- The City of Boca Raton sought professional services to assess an unsolicited downtown redevelopment proposal and attract additional competitive proposals for a 30-acre mixed-use project
- An Offering Memorandum was released and CBRE assisted the City in negotiations to identify a qualified developer for the project
- Five development teams submitted proposals, which were evaluated by the City Council, resulting in the selection of a unanimous winning developer
- The selected developer will create a 2.5 million square foot mixed-use project, including 912 residential units, a hotel, office space, and retail, with negotiations for an interim agreement underway

CITY OF POMPANO BEACH



- The City of Pompano Beach and its CRA are developing a plan to enhance downtown through a land assemblage of over 121 parcels and infrastructure improvements for economic growth and community identity
- CBRE supported the City and CRA by gathering citizen input, creating a comprehensive developer solicitation, and launching a global marketing campaign for the 35-acre area
- The initiative attracted significant market interest, resulting in multiple competitive offers for the City to consider
- In October 2023, CBRE facilitated a proposal evaluation, leading to a City Commission vote to negotiate with the top-ranked developer for a \$1.9 billion project to transform downtown

CITY OF MIAMI



- CBRE supported the City of Miami in finding a new administrative headquarters due to issues with the current facility's size, age, and accessibility
- A comprehensive RFP process attracted developers, with CBRE marketing to over 5,000 stakeholders and evaluating financial proposals for the best offer
- The project broke ground in 2025, relocating the City to an 8-story facility within the former Melreese Golf Course area and near the future Inter Miami CF's soccer Stadium at Miami Freedom Park
- The new headquarters is scheduled to be completed in 2027

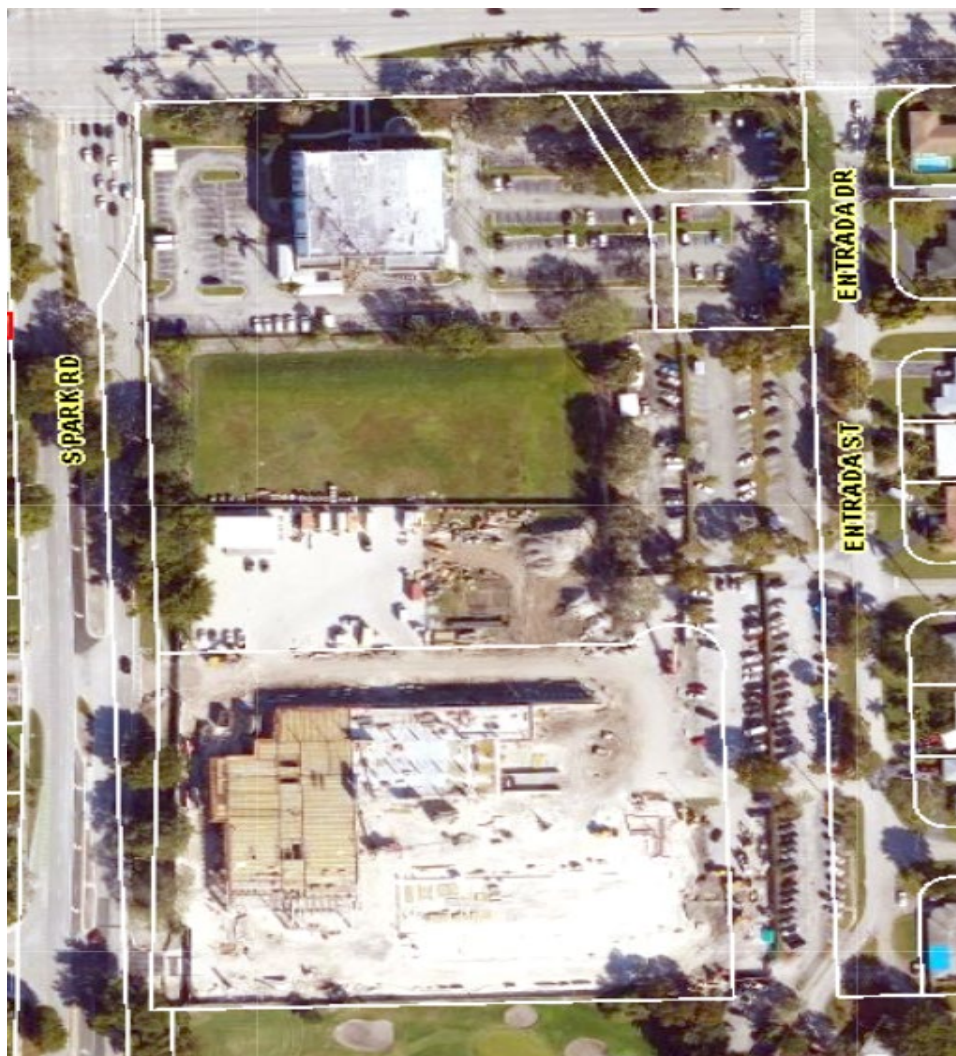


3250 HOLLYWOOD BLVD



3250 HOLLYWOOD BLVD CURRENT CONDITIONS

Parcel No. 51-08-01-0030



Current Conditions

- New Police Department Headquarters constructed on Southern portion of site
- Potential linear park located on the West side of PD facility, drainage at North side
- Balance of site ~~1.8~~ acres available for redevelopment

3550 HOLLYWOOD BL. POTENTIAL LAND EXCHANGE



Purpose of land swap:

- To build a new South Regional Courthouse Complex

Land swap sites under consideration:

- City's current Police Headquarters (8.65 acres)
- County's South Regional Courthouse (4.45 acres)

County Land Swap Status:

- Desire to reach decision with County regarding exchange by October 2025

County Assessment:

- Need entire site (8.65 acres) to fit all County desired uses within a Courthouse/Human Services Complex
- Per County's Pre-Design Concept:
 - Court Mediation/Teen Court
 - BSO Probation
 - Human Services Department – Family Success Administration
 - Facility Maintenance Department (within Parking Garage)
- Need to utilize Entrada Drive for secondary Courthouse Entrance
- Requirement for city to fund and complete all environmental remediation

Alternate to land exchange is commercial redevelopment

3250 HOLLYWOOD BLVD. SIDE COMPARISON

Police HQ – 3250 Hollywood Blvd. (Zoned GU)

Findings	Considerations
<ul style="list-style-type: none"> • Prime location Intersection of Hollywood Blvd. and South Park Road • Less than .5 miles west of 195, walkable to train station • Air-rights can be leased by private developers • GU zoning provides most flexibility • Market value of the land • Opportunity to be cohesive/seamless with surrounding development if the City retains the site • Requires Land Use Amendment for Commercial/Residential Development • Expand the tax base with a P3 development • Job creation 	<ul style="list-style-type: none"> • Complementary uses with the new Police Department Headquarters • Demolition cost and remediation • Proposed tariffs • Increased construction costs

Broward County South Regional Courthouse (Zoned O-2 Medium Intensity Office District)

Findings	Considerations
<ul style="list-style-type: none"> • Prime location on Hollywood Blvd. between Circle Drive and S. 35th Ave.; • Less than 1 mile west of 195 • Zoning also allows for single family use • May require Land Use Amendment or Allocation of Flex Units for Residential Development • Market Value of the land • There is only 1M SF of Class A office space in Southeast Broward County • Expand the tax base with P3 development • Job Creation 	<ul style="list-style-type: none"> • Demolition cost • Adjacent to multi-family residential • Current zoning limits redevelopment potential • Site not available until new courthouse complex completed • Proposed tariffs • Increased construction costs

	City Parcel (Police HQ Site)	Broward County Parcel (Courthouse Site)
Acreage	8.65 acres	4.45 acres
Zoning	GU zoning no specific default regulations	O-2- Medium Intensity Office
Net buildable area	378,045 SF	174,000 SF
Height limitation	As Approved by Commission	4 stories or 50 feet

3250 HOLLYWOOD BL MASSING PLAN

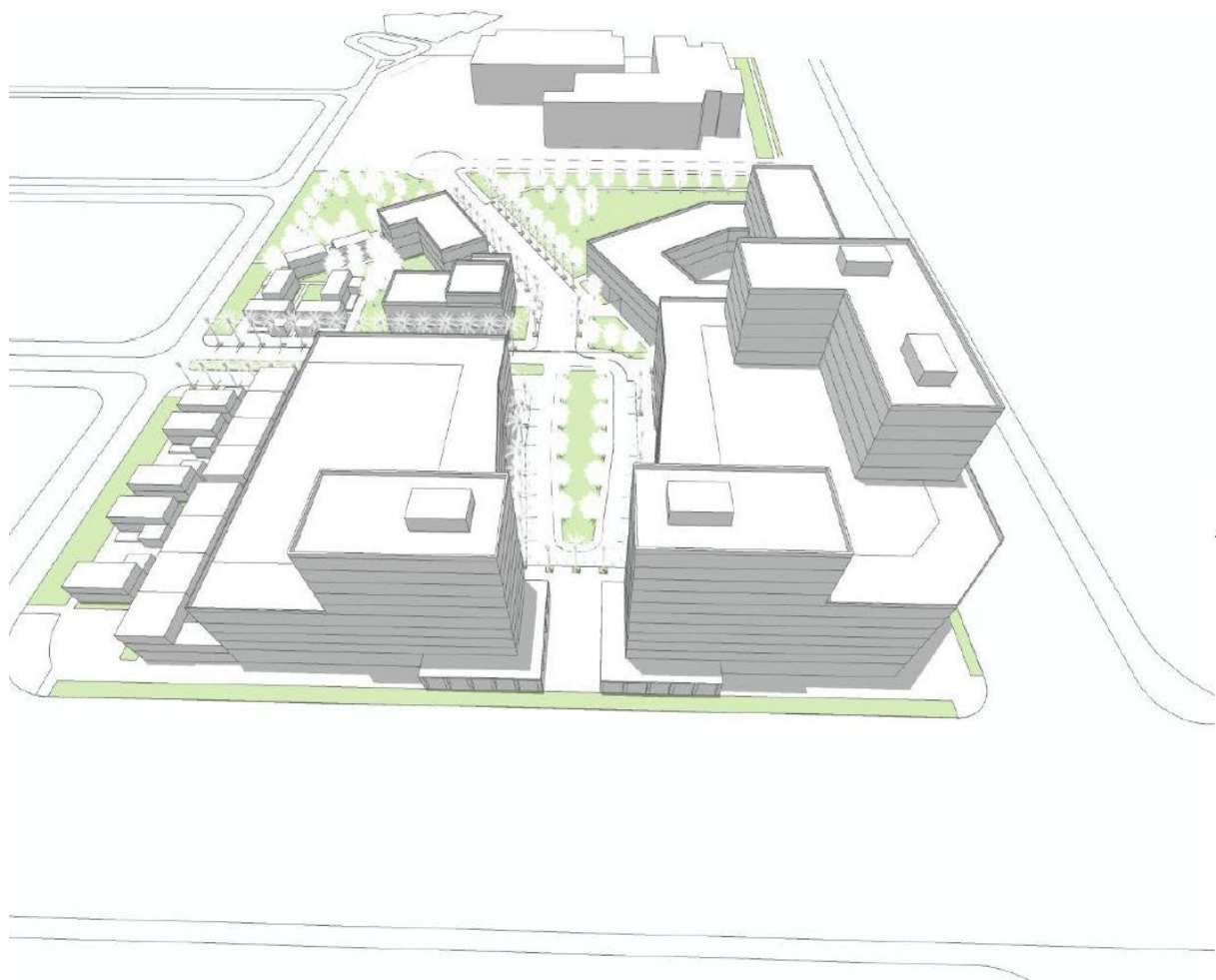


Planning Guidelines:

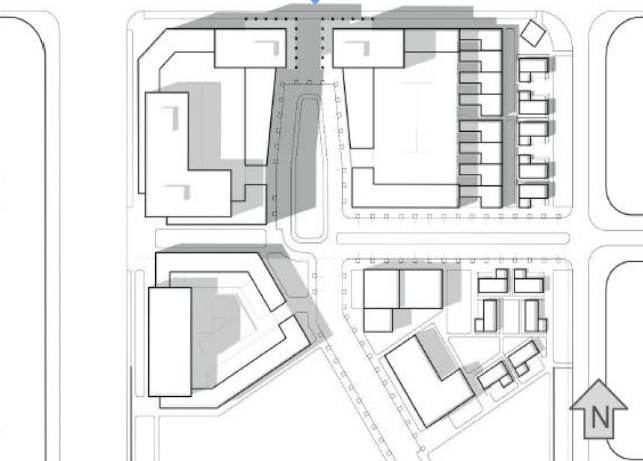
- Follows a stepped pattern of height reduction around surrounding neighborhoods
- Reduction in development intensity closer to Police Headquarters
- Centers a retail plaza
- Buildings designed to shield
- East of parking is row of live-work units and row of cottages
- Six three-story walk-up cottage courts

3250 HOLLYWOOD BLVD MASSING PLAN

Design Option GU



This is an aerial massing view looking South, towards the new Police HQ.

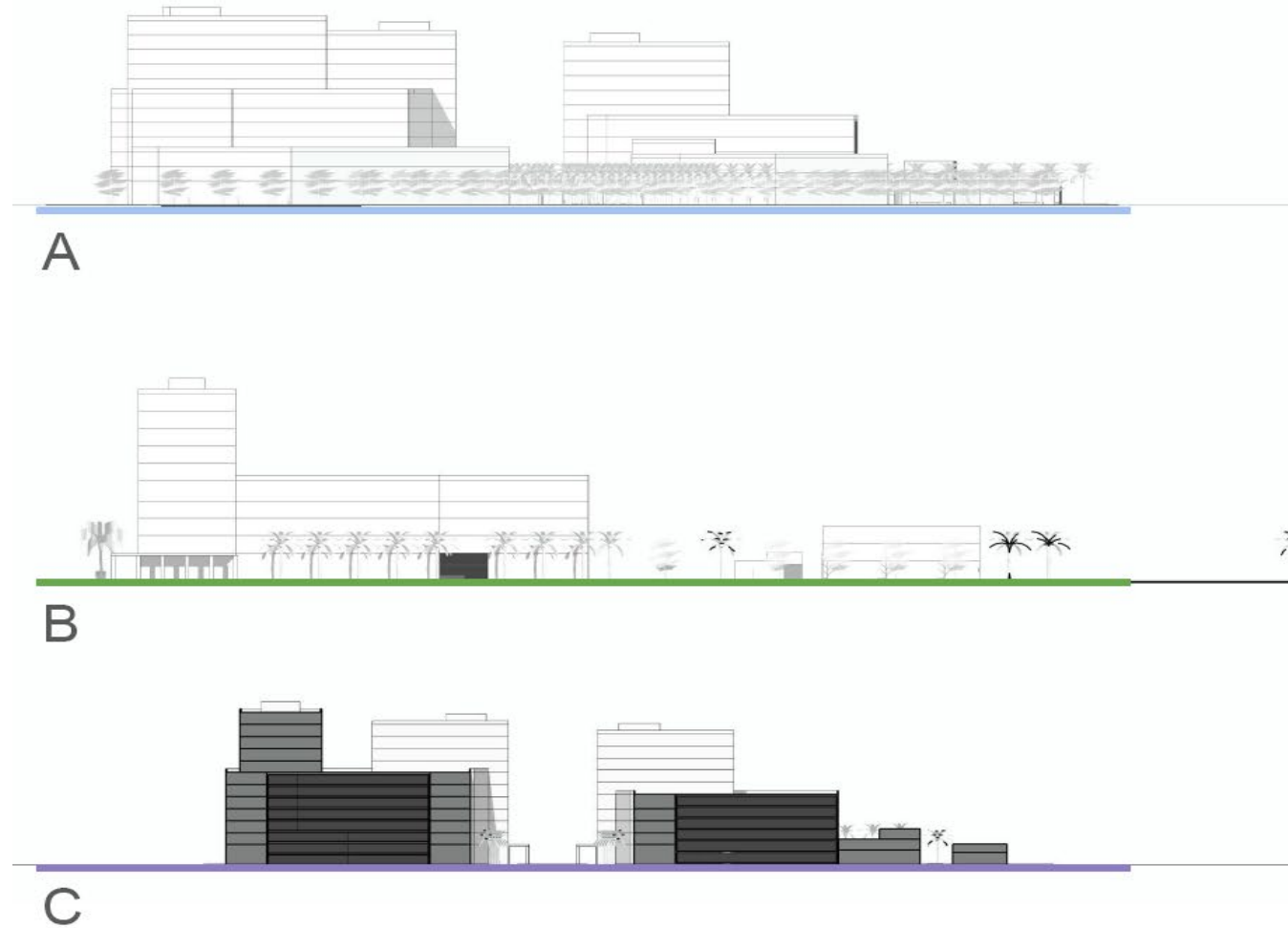


3250 Hollywood Blvd. (PD)

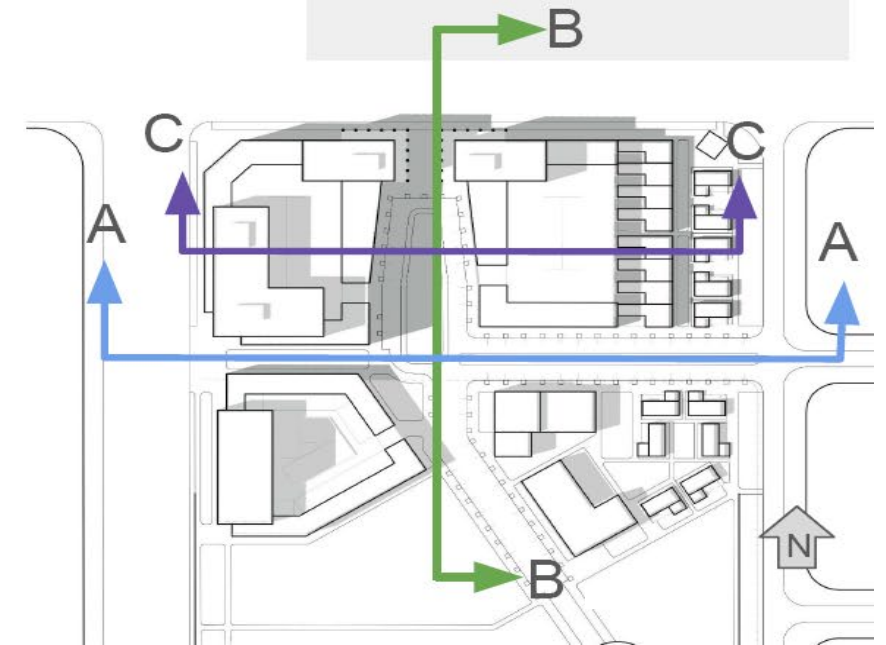
- Total Built Area 6 acres
- Total Open/Retention 1.4 acres
- Total Office Use 164,408 SF
- Total Commercial Use 42,515 SF
- Total Residential Units 226 units
- Total Parking Spaces 967 spaces

3250 HOLLYWOOD BLVD - MASSING PLANS

Design Option GU



These are cross sections to show how the height transition works and where the parking structures are located.



3250 HOLLYWOOD BL NEXT STEP

Policy Considerations:

To move forward on land exchange:

- Public outreach to gain community input
- Negotiate business terms including desired uses

If move forward with commercial development:

- Public outreach to gain community input
- Buffer surrounding residential
- Public uses and green space
- Pedestrian connectivity to and throughout the project
- Screen structured parking
- Establish Commission direction for development goals
- Prepare an RFP to solicit development partners for Public Private Partnership





OTHER CITY-OWNED PROPERTIES



OTHER CITY-OWNED PROPERTIES

2030 POLK STREET

Parcel No. 5142-15-01-1900



FRED LIPPMAN MULTI-PURPOSE CENTER

Recommended Next Steps

- Determine needs for future Multipurpose Center building
 - Consider required future public parking
- Redevelop the site to its highest and best use
 - 16,877 SF (building)
 - 20,240 SF / .5 acre (site)
- Take advantage of potential market interest and cycle to achieve new community amenities and increase the tax base

OTHER CITYOWNED PROPERTIES

1800 BLOCK OF TAYLOR STREET

@ N. FEDERAL HWY

Parcel No(s): 514201-8100 & 5142501-8090



POST OFFICE PARKING LOT / CHAMBER Recommended Next Steps:

- 1.75 acres
 - 1.5 acres Post Office Parking
 - 0.25 acres Chamber of Commerce
- Broward County Transit Transfer Station proposed location
- Take advantage of market interest to achieve new community amenities and increase tax base
- Notice to Post Office terminating month to month lease to provide additional downtown public parking

REQUEST FOR PROPOSALS

ISSUED FOR FIVE CITY OWNED PROPERTIES

- On June 11, 2025, ~~RFP~~ RFP 25-SA was issued by the Community Development Division
 - RFP stipulates that the Respondent purchase of property to develop Affordable Housing
- The five properties for sale are:
 - A. Folio #514204013860; Farragut Street, Hollywood, FL 33020 (located on the 2300 block)
 - B. Folio #514216011640; S 24 Avenue, Hollywood, FL 33020 (located on the 600 block of S. 24th Avenue)
 - C. Folio #514216025910; Lincoln Street, Hollywood, FL 33020 (located on the 2800 block of Lincoln Street)
 - D. Folio #514221060011; 917 S 29 Avenue, Hollywood, FL 33020
 - E. Folio #514222100511 and 514222100510 (double lot); 2030-2034 Dewey Street, Hollywood, FL 33020

- Requirements for Sites A-D include:
 - A. Single-family homes or townhomes for sale
 - B. Homeownership that will be affordable to households earning 80%to 120%of the area median income ("AMI").
- Requirement for Site E include:
 - A. Multi-family units for sale or rent
 - B. Homeownership that will be affordable to households earning 80%and below the AMI.
- July 21, 2025, is the deadline to respond



Commission

Discussion / Questions

