

South Park Road Redevelopment

Presented by:

Department of Community & Economic Development

Tuesday, October 22nd, 2013

Davon Barbour, Director



Agenda

- Site Context
- Site History
- Brownfields & Redevelopment Alternatives
- Project Marketing & Development Concept
- The RFP Process
- Stage I Respondent Evaluations
- Existing Facility & Requirements

Key Economic Development Priorities



Expansion of Targeted Industries

Investment in Hollywood's Labor Force

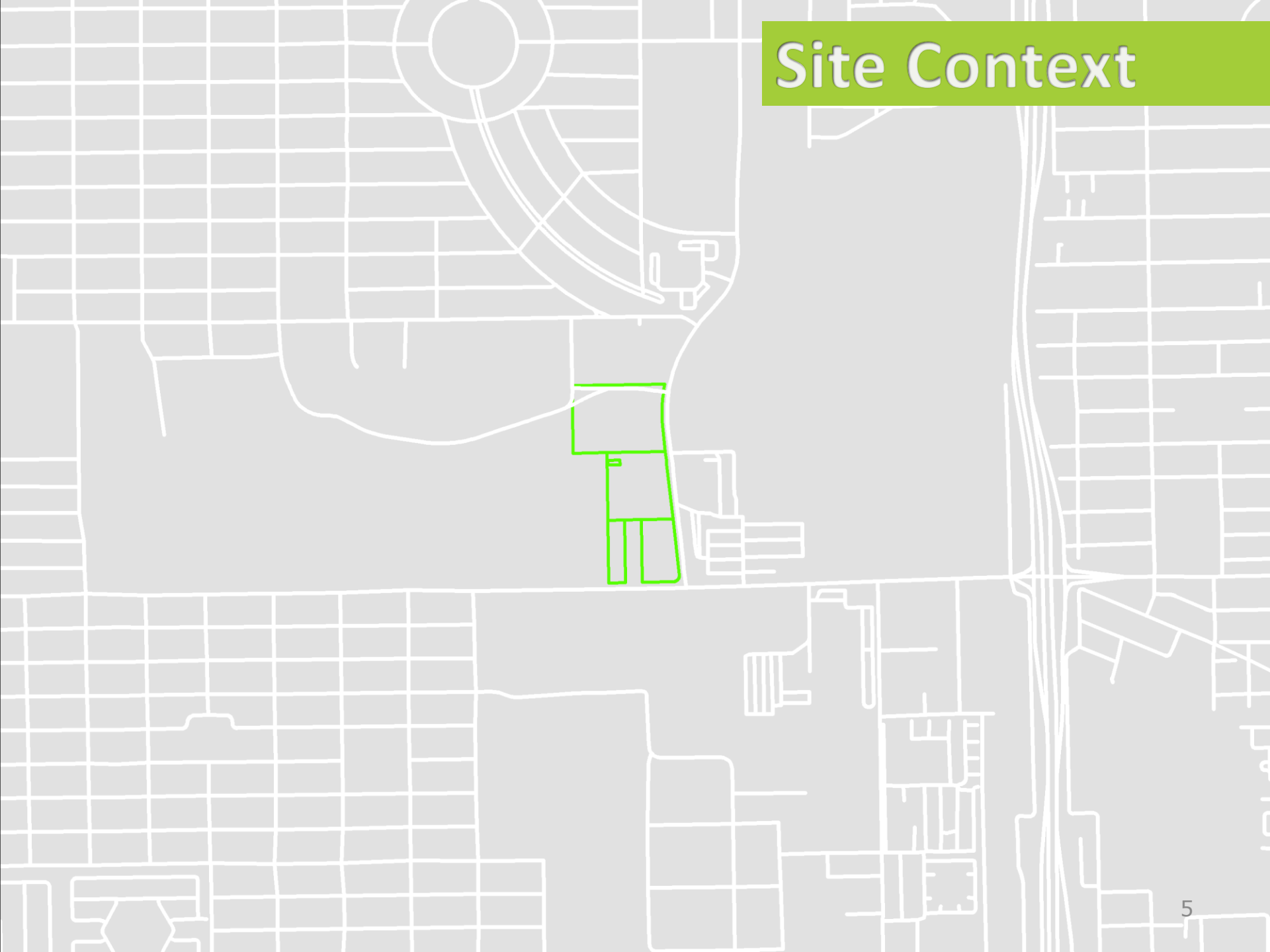
Sustained Economic Development Marketing

Strategic Redevelopment Opportunities

Site Context



Site Context



HOLLYWOOD BLVD

SOUTH PARK RD

Site Context



Hillcrest

PEMBROKE RD

West Park/Pembroke Park/Hallandale Beach

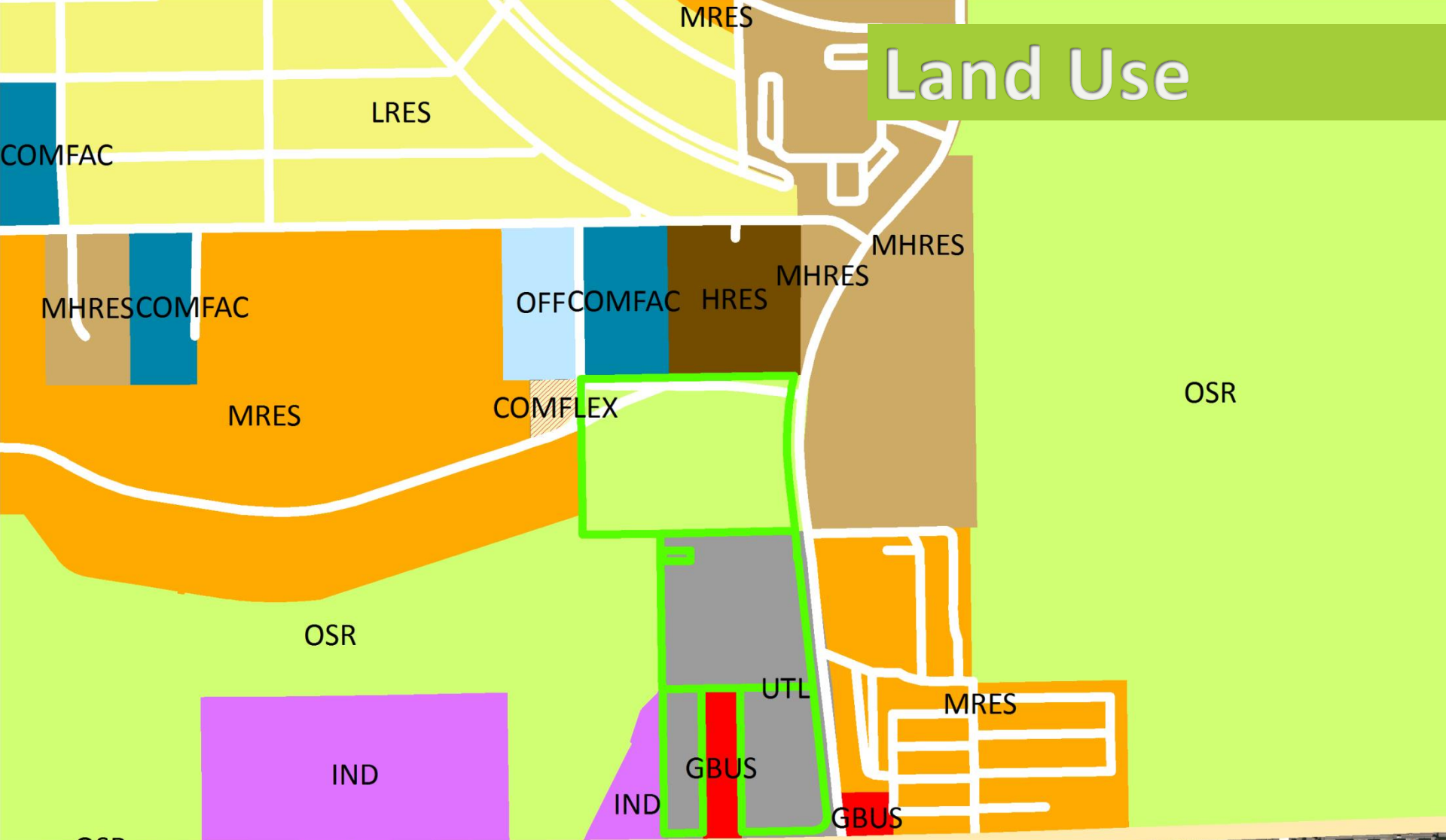
281,600 SF
CLASS A OFFICE

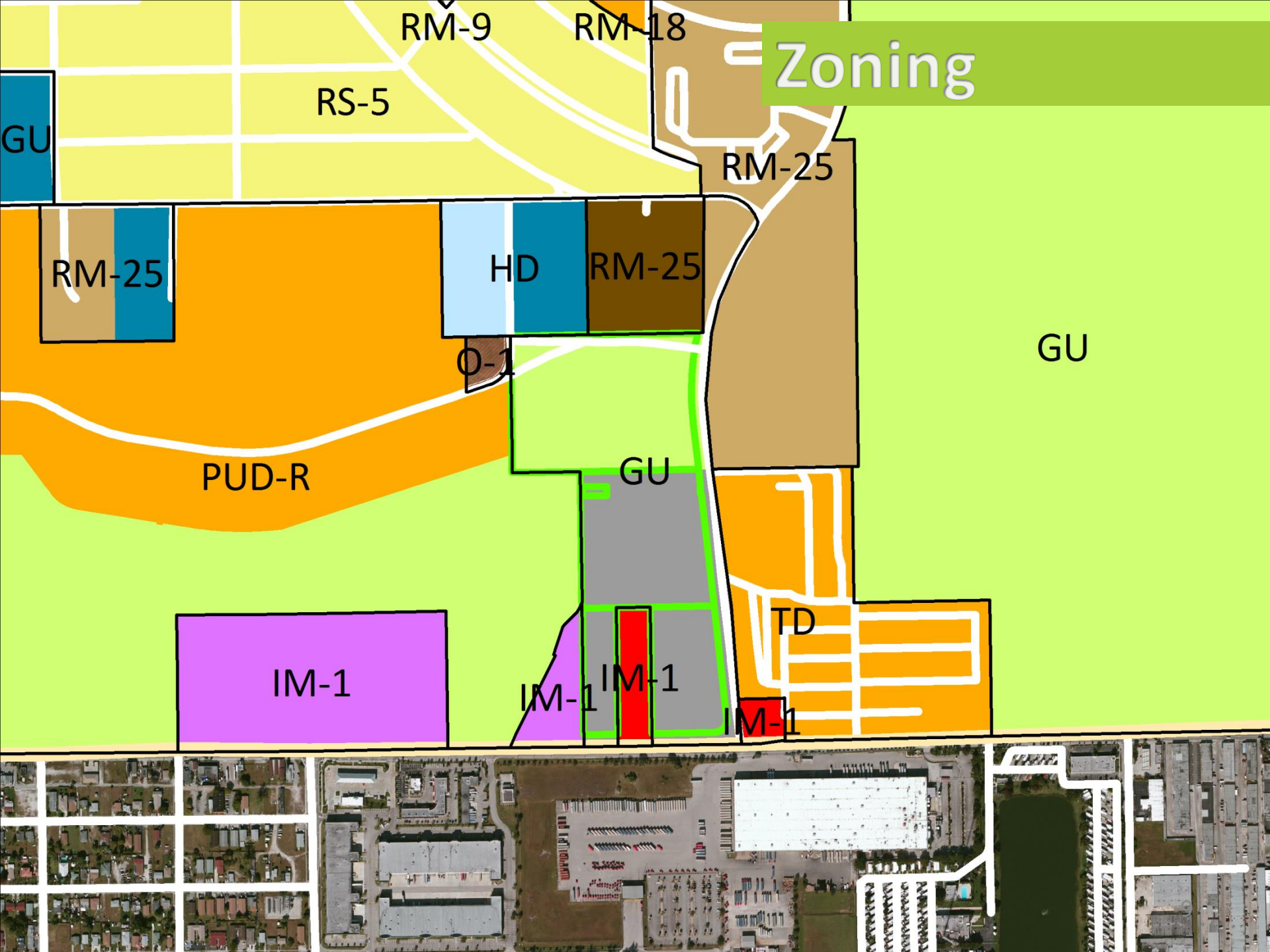


Memorial Regional
Hospital South



Coca-Cola





Site Context

North Parcel

- Closed landfill

Middle Parcel

- Existing Public Works Facility
- Debris from old facility still present
- Minor surface contamination issues

West Parcel

- Part of Middle Parcel

Southwest Parcel

- Currently used by Public Works

Southeast Parcel

- Currently houses Central Fueling Facility
- Minor petroleum contamination

Site History



Site History

Incinerator
Operated
on Property

Incinerator Closes,
Stack Area Demolished

1945

Land Undeveloped

1958

1961

Incinerator Building

1963

City Purchases Property

1973

1974

1980

1985

First Environmental Site Investigation

1988

Environmental Assessment (USGS)

1992

Environmental Assessment (City)

1994

Environmental Assessment (City)

2007

Site Assessment Report (SAR) to FDEP

2008

FDEP Approves SAR

2010

FDEP Approves Inactive Status

2011

Brownfield Designation Obtained

About Contamination

North Parcel

- Groundwater tested for lead, chromium and pesticides
 - *Did not exceed federal maximum contaminant levels*
- Soil samples contain elevated concentrations of:
 - *arsenic, lead, nickel, cadmium, calcium, copper, chromium, and magnesium*

Middle & West Parcels

- No pesticides found in groundwater samples
- Soil samples contain elevated concentrations of:
 - Pesticides, dioxin/furan compounds, aluminum, chromium, cobalt, copper and lead
 - Lead contamination localized at former waste processing and disposal area
 - Parcel with highest level of dioxin contaminant

The background of the slide is a light gray map of a city grid. A green horizontal bar at the top contains the title. The map shows various streets and building footprints in white lines.

About Contamination

Southeast Parcel

- Petroleum storage tank records dated to 1950s
- Minor petroleum product contamination in soil

Southwest Parcel

- No contamination record

About Brownfields

Brownfield:

a site that is generally abandoned, idled, or underused industrial and commercial properties where expansion or redevelopment is complicated by actual or perceived environmental contamination.

Federal Brownfield Incentives

- Area-Wide Planning Pilot Program
- Assessment Grants
- Revolving Loan Fund Grants
- Cleanup Grants

State Brownfield Incentives

- Voluntary Cleanup Tax Credits (VCTC)
- Brownfield Redevelopment Bonus Tax Refund
- Sales Tax Credit on Building Materials
- Loan Guarantee Program
- Cleanup Liability Protection

Redevelopment Alternatives

1. No Redevelopment

2. Active/Passive Recreational

Athletic Fields, Play Areas, etc.

4. Commercial Development

Office, Industrial, Retail, etc.

5. Residential Redevelopment

*Senior Housing, Retirement Community,
Workforce, Affordable Housing, Mixed Use*

Project Marketing

2012 ICSC Florida Show



2013 ICSC ReCon, Las Vegas



Elements of the Development Concept



The RFP Process

Stage I

- Emphasis on Development Expertise
 - Team Composition
 - Prior Projects
 - Proposed Development Concept

Stage II

- Emphasis on Execution of Development Concept
 - Site Plan/Urban Design/Elevations
 - Market Analysis/Financing Plan
 - Community Participation Plan
 - Implementation Schedule

Stage I RFP Timeline

April 19 ● Stage I RFP Issued

May 17 ● Stage I RFP Addendum #1 Issued

June 3 ● Stage I RFP Addendum #2 Issued

June 12 ● Stage I RFP Addendum #3 Issued

June 21 ● Stage I RFP Submission Deadline

August 14 ● Advisory Committee Convenes

October 22 ● City Commission Workshop

Stage I RFP Advisory Committee

- **Davon Barbour**

Department of Community & Economic Development

- **Fred Hopkins**

Office of Real Estate

- **Jaye Epstein**

Planning & Development Services

- **Sylvia Glazer**

Public Works

Guiding Development Principles

- **Catalytic and Appropriate**

Stimulates additional area redevelopment and maximizes symbiotic relationship with surrounding neighborhood and uses

- **Viable, Buildable, Achievable**

Market driven and financially feasible

- **New Revenues and Community Benefits**

Generates new municipal revenues

- **Job Creation**

Creates social and economic opportunities through employment opportunities for residents and businesses

Guiding Development Principles

- **Environmental Sustainability**

Embraces green building practices including but not limited to water re-use, recycled materials/recycling, solar energy and others consistent with City's Green Building Code

- **Quality Architecture**

Demonstrates high quality design.

- **Open Process**

Achieves through an inclusive process with various community stakeholders.

- **Smart Traffic Planning**

Directed to enter and exit major arterials of Pembroke Road and/or South Park Road wherever possible.

Stage I RFP Evaluation Criteria

Qualifications (30 pts.)

- Developer, team composition, etc.
- Team qualifications
- References
- Experience with green building, neighborhood collaboration and federal programs

Financial Strengths (20 pts.)

- Preliminary description of proposed funding sources
- Substantiated evidence of financial capacity

Development Capacity (30 pts.)

- Track record of completed urban, mixed-use, public/private partnerships
- Design expertise
- Environmental sustainability

Project Description (20 pts.)

- Description of preliminary development program

Stage I RFP Respondents

- **GBG Hollywood JV, LLC**
- **CNL Commercial Real Estate**
- **Tobin Properties**

GBG Hollywood JV, LLC

Qualifications

- Project principals have worked together since 2004
- Michael Goldstein - leading expert in Brownfield remediation and has authored several works.
- Majority of projects represented by Brookstone are affordable housing projects.
- Over 100 years in real estate finance, development, management, and construction experience in residential projects.

Financial Strengths

- Represented projects demonstrate knowledge of state and federal affordable housing programs

Development Capacity

- Extensive residential development portfolio

Project Description

- “Specific project elements will emphasize affordable and workforce housing, retail and a mixture of industrial and/or medical offices. Project will also feature passive and open space elements.”

GBG Hollywood JV, LLC

Heron Pointe Apartments | Miramar, FL



Sanctuary Cove | Broward, FL



Doral Terrace | Miami-Dade, FL



Crossings at University | Miami-Dade, FL



CNL Commercial Real Estate

Qualifications	<ul style="list-style-type: none">• CNL Commercial Real Estate (development), Clarion Partners Industrial Group (equity financing), RLC Architects, Flynn Engineering, EnviroDesign, Cushman & Wakefield
Financial Strengths	<ul style="list-style-type: none">• CNL Financial Group formed or acquired companies with more than \$26 billion. Clarion Partners has formed or acquired companies with more than \$27.9 billion in assets.• CNL has raised more than \$2 billion in capital over the last two years on behalf of 4 public non-trade REITs.
Development Capacity	<ul style="list-style-type: none">• Extensive mixed-use development expertise.• Extensive experience with community outreach and economic gardening.• Green building expertise
Project Description	<ul style="list-style-type: none">• 400,000 square feet of warehouse space

CNL Commercial Real Estate

Port 95 Distribution Ctr | Hollywood, FL



Parcel 24 | Boston, MA



Crosstown Center | Boston, MA



CNL Center | Orlando, FL



Tobin Properties

Qualifications

- “Tobin Properties and Samoset Real Estate, (collectively “Developer”), their affiliates, principal investments and special purpose entities have successfully acquired, developed, owned and operated millions of square feet of real estate in the following asset classes: condominium and multi-family housing, retail, office, industrial, hospitality, land development, marinas, charter schools and special purpose properties.”

Financial Strengths

- Did not disclose project financing or financials.

Development Capacity

- Developer has developed, owned and/or operated numerous properties in the City of Hollywood.
- Hillcrest Charter School, Hollywood Beach Hotel and Golf Course, Hillcrest Community and Golf Course, Young Circle Shopping Center, Venture Corporate Center

Project Description

- No project description provided.

Tobin Properties

Venture Corporate Center | Hollywood, FL



Hollywood Beach Hotel & Golf Course



Hillcrest Community & Golf Course



Hillcrest Community & Golf Course



Stage I RFP Evaluation Criteria

Qualifications

(30 pts.)

- Developer, team composition, etc.
- Team qualifications
- References
- Prior experience with green building, neighborhood collaboration and federal programs

Financial Strengths

(20 pts.)

- Preliminary description of proposed funding sources
- Substantiated evidence of financial capacity

Development Capacity

(30 pts.)

- Track record of completed urban, mixed-use, public/private partnerships
- Design expertise
- Environmental sustainability

Project Description

(20 pts.)

- Brief description of preliminary development program

Stage I RFP Evaluation Summary

	CNL Commercial Real Estate	GBG Hollywood JV, LLC	Tobin Properties
Score	381	183	142
Rank	1	2	3

Ideal Public Works Campus

Staffing

- Administration
- Fleet Maintenance
- Environmental Services
- Beautification & Grounds Maintenance
- Facilities Maintenance
- Street Maintenance

Site Amenities

- 45, 388 SF Building
- 217 Parking Spaces
- Fueling Station
- Trash Transfer Station
- Fenced Storage Yard
(4 acres)
- Drive Thru Car Wash
- Wash Rack Area

Ideal Public Utilities Campus

Staffing

- Water Distribution System
- Sewer Collection System
- Stormwater Management

Site Amenities

- Min. 16,250 SF Building
- Min. 2-acre parking area
 - 38 service vehicles
 - 32 rolling stock
 - 20 heavy equipment
 - 60 employee spaces

Redevelopment Options

1. Status Quo

Do nothing, no development

2. Complete Redevelopment of Site

Relocate existing City facilities and operations

3. Partial Redevelopment of Site

Incorporate existing City facilities and operations

4. Redevelopment Not Associated with RFP

- **Secure property appraisals**
- **Identify potential relocation sites for City operations**
- **Quantify financial impact of relocating City operations**
- **Provide update to Hillcrest community**
- **Present Stage I RFP recommendation at future City Commission meeting**
- **Draft Stage II RFP**

City Commission Discussion