



February  
2026

# RFDP SUBMITTAL NARRATIVE

City of Clearwater  
Downtown CRA

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Prepared For:  
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Redevelopment Agency

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# EXECUTIVE SUMMARY

Velair Development Company (“Velair”), an affiliate of Weis Builders, Inc., is pleased to submit this proposal in response to the City of Clearwater Community Redevelopment Agency’s Request for Development Proposals (RFDP) for the acquisition and redevelopment of seven (7) CRA-owned parcels located within the Downtown Community Redevelopment Area:

### Development Sites Overview

Address	Parcel Number	Site Area (SF)
205 S MLK Jr. Ave	15-29-15-65196-000-0030	88,310
Washington Ave S	15-29-15-65196-000-0035	7,850
Washington Ave S	15-29-15-65196-000-0034	7,850
Pierce St	15-29-15-65196-000-0060	4,800
S MLK Jr. Ave	15-29-15-65196-000-0061	7,500
S MLK Jr. Ave	15-29-15-65196-000-0062	7,500
1100 Gould St	15-29-15-65196-000-0063	23,550

# EXECUTIVE SUMMARY (CONT.) & COMPANY BACKGROUND

Velair proposes to acquire and redevelop the subject parcels as a single, integrated, market rate multifamily development that supports downtown revitalization, strengthens the local economy, and advances the City's housing and redevelopment objectives. Through a focus on high-quality design, effective partnership with experienced team members, and an integrated construction and development team; we are confident the proposed project will best meet the City's objectives and activate this underutilized CRA-owned land.

Key elements of this proposal include a competitive purchase price exceeding the CRA's appraised value; financial viability through cost efficient site planning and construction; a realistic and executable development timeline; and a development team with extensive experience delivering public-private projects.

## Velair Background

Founded in 1999, Velair Development Company has developed or consulted on more than 3,500 multifamily units across multiple states and 50+ projects, including market-rate, workforce, and affordable housing developments. Velair maintains offices in Minneapolis, Minnesota and Tampa, Florida, and is actively developing projects in both markets.

Velair's core areas of expertise include urban infill and Community Redevelopment Area (CRA) projects, pedestrian-oriented developments, and maintaining long-term relationships with the communities in which we develop.

# DEVELOPMENT TEAM & OFFER PRICE

The proposed project team will include experienced consultants with strong familiarity with the entitlement/permitting process, design standards, and construction practices in the State:

General Contractor:

Weis Builders, Inc.; Velair's related entity GC, with experience building over 2,500 units of multifamily housing in SW Florida over the past 3 years.

Architect:

Conceptual Design completed by Group 4 Design, Inc.

Civil Engineer:

Kimley-Horn and Associates, Inc.

Environmental:

EnSafe, Inc.

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## Purchase Price Offer

Velair hereby offers a purchase price of **\$3,000,000** for the acquisition of all seven (7) CRA-owned parcels identified in RFDP Reference No. 15-26. The parcels will be acquired and developed as a single unified site, subject to customary due diligence, land use approvals, and closing conditions consistent with the RFDP requirements.

# DEVELOPMENT DESCRIPTION

## PROPOSED DEVELOPMENT OVERVIEW

Velair proposes a four-story, market-rate multifamily development designed to integrate high-quality residential uses while enhancing the pedestrian experience and strengthening the urban fabric of Downtown Clearwater.

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## RESIDENTIAL PROGRAM

- 151 residential units developed at approx. 44.67 units/acre, conforming with existing zoning and guidance
- Mix of studio-, one-, two-, and three-bedroom units
- Surface parking at 1.26 spaces per unit

The proposed unit mix is designed to meet market demand while supporting long-term neighborhood stability.

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## ARCHITECTURAL & URBAN DESIGN

The stick-frame development is designed to:

- Reinforce walkability and street-level engagement
- Strengthen connectivity within the Downtown CRA
- Utilize durable, high-quality exterior materials
- Align with the City's design standards
- Promote a cohesive, pedestrian-oriented environment

This approach supports both visual continuity and long-term economic vitality.

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## PROJECT VIABILITY & COMMUNITY BENEFIT

The proposed building configuration is designed to:

- Support long-term financial sustainability
- Deliver a high-quality residential product
- Advance downtown revitalization efforts
- Address strong demand for new market-rate rental housing

The project is intended to serve as a lasting community asset.

# ENVIRONMENTAL DUE DILIGENCE & BROWNFIELD CONSIDERATIONS

## Third Party Review

Phase I environmental due diligence was conducted in consultation with Miles Ballogg- Practice Leader, EnSafe, Inc., who previously supported site remediation, review, and assessment efforts.

Findings confirm the site's historical environmental compliance and current regulatory standing.

## Post-Selection Verification

Targeted environmental verification will be completed after selection, including limited Phase II soil and groundwater sampling in former operational areas and along the northern site boundary.

Limited PFAS screening will also be performed to address historical data gaps.

## Environmental Readiness Summary

- ✓ Prior EPA-supported remediation completed
- ✓ Regulatory closure achieved (SRCO - 2009)
- ✓ No documented offsite groundwater impacts
- ✓ Environmental risks identified and manageable

## Environmental Cost Management

Estimated due diligence costs are estimated at \$15,000 to \$20,000, depending on final scope and laboratory requirements. These costs are defined, manageable, and have been incorporated into project underwriting.

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## Brownfields Program Eligibility & Implementation Commitment

Based on consultation with EnSafe, the site may qualify for participation in Florida's Brownfields Program, providing access to voluntary cleanup tax credits, statutory liability protection through a Brownfield Site Rehabilitation Agreement (BSRA), and additional economic incentives.

Velair is committed to proactively addressing environmental conditions, maintaining regulatory compliance, and advancing redevelopment in coordination with applicable agencies to support long-term project success.

# FINANCIAL CAPACITY & FUNDING SOURCES

## Investment Readiness

This project is supported by disciplined underwriting and a fully vetted financial structure.

The proposed capital stack and product type position the development for efficient execution following selection.

Financing will be finalized post-award, with confidence in advancing the project to construction by leveraging our strong funding relationships.

Total Development Cost: \$46,095,769.54

Construction Budget: \$34,548,800

Soft Costs & Reserves: \$8,546,969.54

Public Subsidy: **None Proposed**

## Private sector funding sources:

- Developer Equity
- Limited Partner Equity
- Construction Financing
- Permanent Financing

## Sponsor Strength:

Velair brings a proven track record of successfully capitalizing, constructing, and stabilizing multifamily developments of similar and greater scale. To date, the firm has closed on 3,561 units utilizing a diverse mix of public and private financing sources, including HUD, Fannie Mae, State Housing Agency, federal environmental remediation programs, and local municipal funding.

Velair currently manages approximately \$700 million in assets under management across 52 developed projects.

Further documentation of financial capacity and lender support is available upon request.

# TIMELINE

## Phase

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RFDP Selection &  
Award

Q2 2026

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Purchase & Sale  
Agreement Execution

Q3 2026

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Entitlements, design  
development, and permitting

Q3 2026-Q2 2027

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Financing & Land  
Closing

Q3 2027

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Construction  
Commencement

Q3 2027

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Substantial  
Completion

Q3-Q4 2028

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# PUBLIC BENEFIT & CRA OBJECTIVES

## Public Benefit and CRA Objectives

The proposed redevelopment delivers substantial and measurable public benefit consistent with Florida Statutes §163.380(2) and the stated objectives of the Downtown Community Redevelopment Area. The project directly advances the CRA's mission to eliminate under utilized spaces, stimulate private investment, expand housing opportunities, and promote sustainable economic growth within the downtown core.

Through the strategic redevelopment of underutilized CRA-owned parcels, the project will catalyze reinvestment, increase taxable value, and reinforce long-term economic vitality. The development introduces high-quality, new construction multifamily housing that responds to demonstrated market demand while supporting downtown residency.

### Public benefits generated by the project include:

- Economic Revitalization through activation of underutilized CRA-owned parcels and stimulation of adjacent private investment
- Expansion of Housing Opportunities by delivering modern, professionally managed multifamily residences within the downtown redevelopment area
- Enhanced Urban Design and Walkability through pedestrian-oriented site planning, active street frontages, and streetscape improvements
- Job Creation and Fiscal Impact during both construction and long-term operations, generating ongoing economic activity and public revenue
- Long-Term Community Stewardship through Velair's commitment to responsible ownership, proactive asset management, and collaborative partnerships with local stakeholders
- Alignment with CRA Redevelopment Goals by supporting compact, development patterns that reinforce downtown vitality and beautification

Velair's development experience ensures that the project will remain a well-maintained, economically productive, and community-oriented asset that continues to advance CRA objectives throughout its lifecycle.

# RELEVANT DEVELOPMENT EXPERIENCE

Velair has successfully completed numerous projects comparable in scope, scale, and complexity. Below are just two examples of Velair’s prior development experience.

Concorde Flats – Burnsville, MN  
Units: 162 | Total Cost: \$32.3M

Infill market-rate project in the ‘Heart of the City’ master planned development area.



Amundson Flats – Edina, MN  
Units: 62 | Total Cost: \$16M

Awarded through an Edina Housing Foundation RFP.

Public partnerships included the City of Edina, the Edina Housing Foundation, Hennepin County, Metropolitan Council, and Minnesota Housing.

## Recent Properties Developed - Similar Scope

Property	Total Units	Year Opened	Location	Project Cost	Unit Type
Concorde Flats	162	2023	Burnsville, MN	\$32,327,057	Market Rate
Villas of Mounds View	120	2023	Mounds View, MN	\$29,227,500	Affordable Senior
Villas at Pleasant Ave	150	2023	Burnsville, MN	\$40,644,013	Affordable Senior
Garland Commons	160	2024	Maple Grove, MN	\$44,738,895	Affordable Senior
Oxboro Heights	125	2024	Bloomington, MN	\$35,011,949	Affordable Senior
Oakdale Commons	168	2024	Oakdale, MN	\$48,140,163	Affordable Senior
Villas of Pleasant Ave II	110	2024	Burnsville, MN	\$31,781,930	Affordable Senior
<b>TOTAL</b>					

Additional references and project details are available upon request.

# CONCLUSION

Velair Development Company appreciates the opportunity to submit this proposal and partner with the City of Clearwater Community Redevelopment Agency on a transformative downtown redevelopment project.

We believe this proposal delivers a strong combination of financial value, public benefit, and execution certainty, and we look forward to further discussion with CRA staff and leadership.



## Contact Us



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