

# Downtown Clearwater Waterfront Development Opportunities

Harborview Site (Cleveland St. and N. Osceola Ave), City Hall Site (Pierce St. and S. Osceola Ave.), and Pierce St. Site (Pierce St. and S Osceola Ave).

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## Request for Expressions of Interest

City of Clearwater

**WORKING DRAFT FOR DISCUSSION PURPOSES ONLY**



*Image Copyright Jeremiah Y. Khokhar*

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# I. Summary of Development Opportunity

The City of Clearwater (“The City”) and the Clearwater Redevelopment Agency (“CRA”) are jointly seeking expressions of interest from respondents to develop three prime waterfront sites in Downtown Clearwater. The City invites qualified applicants to submit expressions of interest and qualifications for the transformation of the three City-owned sites into vibrant mixed-use properties that will bring activity and regeneration to Downtown, in support of the City’s and the CRA’ vision for Downtown. The City and CRA will ultimately seek to select one or multiple qualified Development Team(s) to redevelop the sites through one or more future Requests for Proposals. Responses to this RFEI will inform the timing and design of upcoming RFP(s).

The three parcels represent a prime development opportunity in the heart of Downtown Clearwater. Each of these sites will offer unparalleled waterfront views, as well as adjacency to Downtown amenities, including the new [Imagine Clearwater](#) waterfront park—a \$64 million dollar transformation of the city’s Downtown waterfront into additional greenspace, marina facilities, playgrounds, gardens and entertainment venues. The sites are also conveniently located a short distance from the world-renowned Clearwater Beach.

The sites are all located along Osceola Avenue, in the heart of Downtown Clearwater. The first parcel, the former site of the **Harborview Center** (+/- 1.5 acres), is located at the intersection of Osceola and Cleveland Street, Downtown’s major commercial corridor. Today, it is a vacant site adjacent to Clearwater’s library and is planned to be the main entry point from Downtown to the new waterfront park. The Harborview site is the City’s greatest priority for redevelopment out of the three sites, given its pivotal location, including its immediate adjacency to the park entrance. The other two redevelopment sites are the **City Hall site** (+/- 2.88 acres) and the **Pierce St. site** (+/- 1.3 acres). The City Hall site is located at 112 S. Osceola Ave, at the intersection of Pierce St. and Osceola Ave. The City has relocated the functions of City Hall to a new building in Downtown and is exploring the potential of preserving and reusing the City Hall building to host a cultural attraction on-site in conjunction with redevelopment. The **Pierce St. site** is an empty lot located at the intersection of Osceola and Pierce St., across from the City Hall site.

**Figure 1: Waterfront Sites**



*Jeremiah Y. Khokhar*

Downtown Clearwater is experiencing a significant uptick in investment and is strengthened by an emerging arts scene, a variety of international cuisines, and numerous special events. The City and CRA are committed to the success of the project and envision these parcels as a major opportunity to create more residential

concentration in downtown, and to connect Imagine Clearwater's waterfront amenities with the Downtown Core.

With the recent creation of an Opportunity Zone in this area, the City continues to work closely with downtown stakeholders to promote private redevelopment in parallel with the City's significant public improvement projects.

The City and CRA are open to one developer or development team who may be interested in developing one, two, or all three of the sites, understanding that the Harborview site is of special priority to the City. The optimal development partner(s) will be an experienced team that can successfully deliver a mixed-use development program that advances the City and the CRA's vision for Downtown and its waterfront. The City's goals for the redevelopment of the sites are explained in detail in sections III and IV of this document.

The City is required by City Charter to hold a public referendum to sell or lease the Harborview and City Hall sites for non-public uses; the Pierce St. site does not require a referendum for its disposition. The City plans to schedule this referendum at the end of 2020, in order to hold sufficient time to conduct market research and gather input from potential respondents.

The selection of a development partner will occur in two phases. In this first phase, the **Request for Expressions of Interest (RFEI)**, interested parties are requested to present information on their vision for development, as well as qualifications, past project experience, and capacity to support this development based on track record. The responses and information gathered from the RFEI process will be used to shape the disposition strategy for all three sites, including details for the City-led referendum for the Harborview and the City Hall sites and the subsequent **Request for Proposals (RFP)** stage.

In the second **RFP** phase, the City and CRA intend to invite respondents to respond to one or more RFPs for redevelopment of the sites. The RFP(s) will ask respondents for greater detail, including but not limited to a specific program proposal, a detailed financial plan, and a detailed management structure for construction and property management. The City/CRA will select one or more teams to enter into negotiations to reach a development agreement by the summer of 2021.

## II. A Downtown Poised for Transformation

### REGIONAL CONTEXT

The City of Clearwater, located on the West Coast of Florida, is the third largest city in the Tampa Bay region, with an estimated population of 116,000 residents. The Tampa bay region is one of the most dynamic and fastest-growing metro areas in the country, with a current population of 3.14 million. Last year, the MSA earned the ninth spot on the Census list for top metro areas in numeric growth (2017-2018), after experiencing an influx of more than 50,000 new residents (1.6% growth, more than double the national rate).<sup>1</sup> Clearwater is centrally located on the Pinellas County peninsula near the cities of Tampa and St. Petersburg. Clearwater is a short drive to two international airports serving 22 million passengers annually and Port Tampa Bay, Florida's most active port, and offers rail and interstate access connecting businesses to Miami, Orlando and Jacksonville, Florida's largest economies.

World famous Clearwater Beach is at the heart of the Pinellas County tourism market, drawing 5 million visitors each year. Based on millions of reviews, the 2019 TripAdvisor Travelers' Choice Award ranked Clearwater Beach No. 1 in the United States for the second year in a row, and No. 6 in the world. The City of Clearwater is home to the Philadelphia Phillies for spring training and a minor league baseball team, the Clearwater Threshers. The city also hosts several sports tournaments throughout the year that attract visitors from across the country. Clearwater is the home of the Clearwater Marine Aquarium and Winter the Dolphin, the subject of the "Dolphin Tale" book and movies.

As the county seat, the city supports a large number of county and municipal offices and is home to a growing and diverse business climate with established businesses in finance, information technology, software, insurance, marine science, medical technology, tourism and advanced manufacturing. Clearwater's vibrant business community is drawn to its strong local workforce and a coastal lifestyle that offers variety of outdoor recreational activities, world-class entertainment and professional and collegiate sporting events.

### CITY GOVERNMENT

In the past 20 years, Clearwater has secured a reputation for the unique ability to balance major redevelopment and tourism projects while maintaining high-quality infrastructure. The City operates under a council/manager form of government. Policymaking and legislative authority are vested in the City Council, which consists of a mayor and four members elected at large on a nonpartisan basis. The City Manager is responsible for carrying out the policies and ordinances of the City Council, for overseeing the day-to-day operations of the City, and for appointing the heads of the City's departments. This structure has allowed the city to secure long-term commitments to funding major improvements in recreation facilities, stormwater infrastructure and roadways.

Clearwater is a traditional full-service municipality with additional services including water supply and distribution, public libraries, a gas utility, marina operations and an airpark. The City continues to proactively fund capital projects to support the City's five utility operations, which consist of Water and Sewer, Stormwater, Solid Waste, Recycling, and Gas Utility operations. A total of \$56.0 million is budgeted for utility capital projects for fiscal 2019 with a total of \$331.8 million budgeted over the next six years.

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<sup>1</sup> U.S. Census, American Community Survey 2017

The City has an annual budget of \$542.2 million. The City's assets and deferred outflows of resources exceeded its liabilities and deferred inflows of resources at the close of fiscal year 2018 by \$958.7 million (net position). Of this amount, \$251.6 million (unrestricted net position) may be used to meet the government's ongoing obligations to citizens and creditors.

The City's total net position increased by \$19.2 million, or 2.0%, from the prior year's net position, as restated. Net position for governmental activities increased by \$3.3 million, or 0.71%, while the business-type net position increased by \$15.9 million, or 3.3%.

## **IMAGINE CLEARWATER**

While Clearwater has historically lagged Tampa and St. Petersburg in terms of new development, Clearwater is experiencing a significant uptick of investment in its Downtown, signaling a new phase of revitalization for the city. The three sites included in the RFEI are part of the [Imagine Clearwater](#) master plan area, which includes the area west of Osceola Avenue, bordered by Drew Street to the north and Court Street to the south.

The master plan features a signature waterfront park, as well as enhancements in surrounding publicly-owned buildings, cultural spaces, and open space. The City expects that the highly-amenitized Imagine Clearwater plan will generate significant economic and community benefits for Clearwater. The new urban parks and surrounding improvements will allow residents and visitors to connect with nature and the arts, convene with family and friends, and enjoy a variety of activities through city-led programming efforts. Studies of parks across the U.S demonstrate that successful and highly-programmed parks and recreational uses can generate significant economic activity by increasing property values and driving economic development in communities, enhancing the visitor economy, supporting regional resident and business attraction, and job-creation.<sup>2</sup>

The \$64 million dollar transformation of the downtown waterfront, which voters backed on a referendum in November 2018, will include additional greenspace, marina facilities, playgrounds and an outdoor amphitheater. The park will also feature a scenic lake and gardens, family-friendly play spaces and a "bluff walk" which will extend from Drew St. all the way south to Pierce St., bordering the waterfront properties included in the RFEI. Additionally, the park will feature an outdoor concert venue, drawing regional crowds to Downtown Clearwater.

The Clearwater Main Library, designed by Robert M. Stern architects, is expected to undergo \$6.1 million of improvements as part of the plan. The Main Library is a waterfront property, adjacent to the Harborview site. As part of the economic development strategy that is driving many of these investments, the City also plans to explore the possibility of development opportunities which include a museum and/or cultural institution in the now vacant City Hall building, now that City Hall functions have moved to another building in Downtown Clearwater. Construction of the park will begin in 2020 and is expected to be completed by 2022. Currently, designs have been completed at the 60% conceptual design stage by a design team led by Stantec. Figures 3 to 5 show recent renderings for the park. Visit the Imagine Clearwater [website](#) for more information on the plan and recent design progress.

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<sup>2</sup> National Recreation and Park Association, Promoting Parks and Recreation's Role in Economic Development, 2018

**Figure 2:** Imagine Clearwater Master Plan – Site Plan



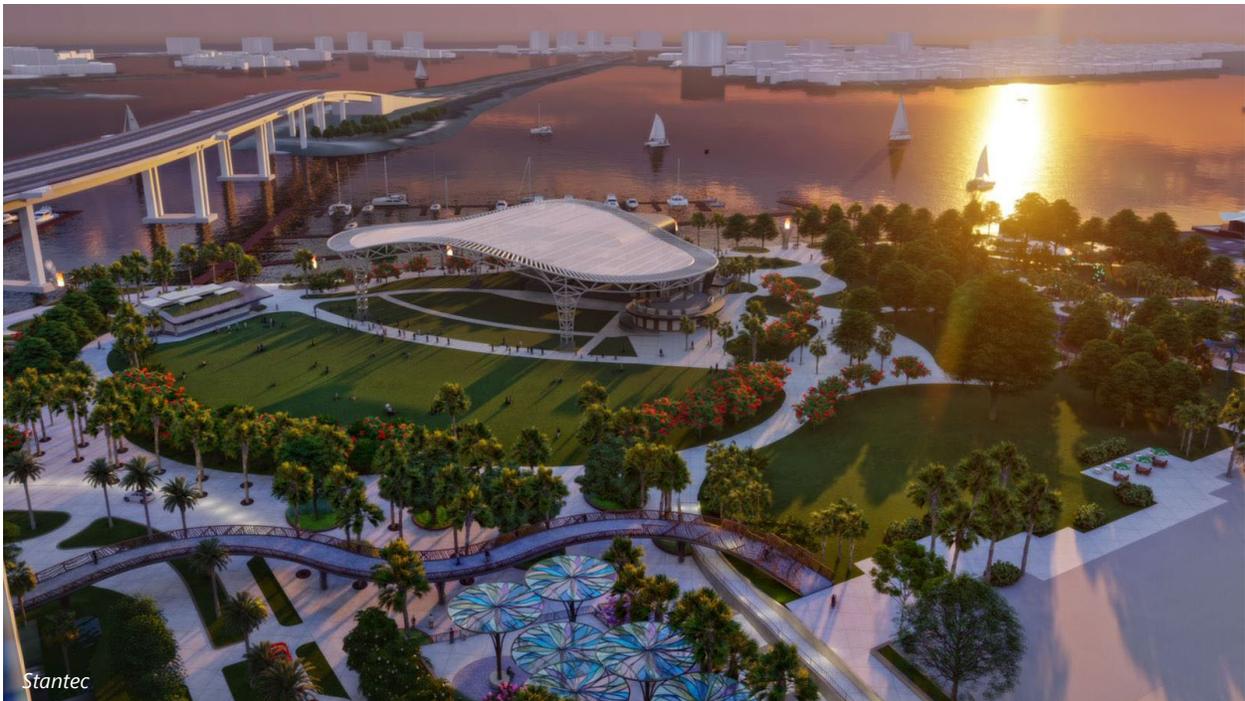
**Figure 3:** Imagine Clearwater waterfront park (30% stage renderings)



**Figure 4:** Imagine Clearwater waterfront park (30% STAGE renderings)



**Figure 5:** Imagine Clearwater waterfront park (30% stage renderings)



## DOWNTOWN CONTEXT

In the Spring of 2014, Clearwater refocused its efforts on downtown revitalization by sponsoring an Urban Land Institute (ULI) Advisory Panel to provide strategic advice on public investments to improve the downtown. The panel recommended a series of projects including the Imagine Clearwater Master Plan, North Marina Master Plan and Streetscape Phase III/Market Festival project. Each of these projects are actively in design or under construction and will create new public amenities for boating, cycling, walking and enjoying the waterfront. In 2018, the City adopted the Clearwater Downtown Redevelopment Plan and an updated zoning ordinance that set the stage to build a vibrant, mixed use community with reduced parking requirements, a wide range of allowable uses and generous density and building height allowances.

As identified in the ULI study, the City and the CRA are emphasizing the creation of a significant residential concentration in and around the Downtown Core that will strengthen the vibrancy of downtown's retail, office, recreational, and entertainment uses. The three available City-owned sites are in the heart of Downtown Clearwater, offering unparalleled waterfront views of the Intracoastal Waterway, as well as direct access to Downtown. The sites are also conveniently located a short distance from world-renowned Clearwater Beach. The CRA envisions these parcels as a major opportunity to facilitate its strategy to increase residents and activity in downtown.

Downtown Clearwater offers an emerging arts scene, a variety of international cuisines, and numerous special events and concerts along Cleveland Street and the existing Coachman Park. It is home to Tampa Bay's only unicorn company, KnowBE4, and the Capital Theater, a live music venue that is the highest grossing theater of its size in the United States.

*Below is a list of projects that have occurred or are underway in Downtown:*

- The completion of The Nolen (2017), a mixed-use development with 257 apartment units, 24,000 square feet of commercial space and 300 parking spaces. The Nolen was acquired by NM Residential in July 2018 for \$44.5 million.
- The completion of 1100 APEX (2019), a mixed-use 15-story development with 134 apartment units, 4,348 square feet of commercial space and 202 parking spaces.
- The completion of Madison Point, an 80-unit age and income restricted development, at 400 S Martin Luther King, Jr Avenue.
- A recently CRA-acquired 60+ space surface parking lot at the intersection of Cleveland Street and S Martin Luther King, Jr Avenue that will provide public parking for retail customers visiting nearby businesses.
- The completion of The Ring (2018) a co-working space that meets the WELL standards for human health and wellness.
- The "Best of Bay – People's Choice" award for the Dreams of Dali virtual reality exhibit
- Over \$2 million in CRA grant funds to support 13 new restaurants and bars.
- North Marina Master Plan Improvements.
- Complete street studies for Drew St and Fort Harrison St.
- Renewal of the Pinellas County TIF funding for the Clearwater CRA (\$1.5 million annually)

### *Community Redevelopment Agency*

The CRA is dedicated to the revitalization of downtown. The agency will work closely with respondents to ensure the successful redevelopment of these properties and to connect developers with other private redevelopment opportunities. The CRA is currently soliciting letters of interest for the following properties in the CRA:

- 1250 Cleveland Street (1+ acres) - multistory apartments and market garden

- 306 S Washington Ave (2+ acres) - multistory apartments and structured parking
- 115 South MLK Jr Ave (.5 acre) - retail/restaurant/brewpub

**Figure :** Capitol Theatre, Downtown Clearwater



Ruth Eckerd Hall

**Figure 6:** Downtown Clearwater



### III. Project Goals

As part of the Imagine Clearwater master plan vision, the three parcels on the bluff were identified as a major opportunity to strengthen the vibrancy of Downtown Clearwater alongside the new iconic waterfront park. These sites all have direct access to the waterfront park and its amenities, offer unparalleled waterfront views, and are an important point of connection between the waterfront and the rest of the Downtown Core and its major commercial corridor along Cleveland Street.

The City and CRA have five major project goals for the redevelopment of the three waterfront properties included in this RFEI, listed below in order of relevance.

- 1. Increasing vibrancy and economic activity in Downtown Clearwater.** The City/CRA expect that these development projects will increase Downtown’s residential population and as a result will increase the level of downtown activity.
- 2. Supporting activation of the new waterfront park.** The Imagine Clearwater vision is anchored by a signature waterfront park, which would benefit from a complementary mix of active uses on adjacent properties to ensure that the park is lively across a range of times and seasons.
- 3. Improving connection between the waterfront and the rest of Downtown.** Projects developed on the sites should enhance the pedestrian experience for residents and visitors, knitting the new activity at the waterfront back to the core of Downtown.
- 4. Setting a precedent for future Downtown development.** Imagine Clearwater is a transformational project, and the City expects that redevelopment of neighboring properties will follow and be instrumental in the creation of a cohesive vision for a more vibrant Downtown.
- 5. Generating a financial return for the City.** The City/CRA expects to generate revenues from the disposition and redevelopment of the site, including both revenues from sale or leasing of the parcels and new tax revenues.

The City and the CRA will utilize the responses and information gathered from the RFEI process to inform the disposition strategy for all three sites, including details for the City-led referendum for the Harborview and the City Hall sites and the subsequent RFP stage.

## IV. Site Details

The City's three available development parcels are all located along Osceola Avenue in the heart of Downtown Clearwater and offer unparalleled views of the Intercoastal Waterway and key connection to the new waterfront parks. The points discussed in the section below outline the City's and the CRA's preferences for the redevelopment of the three sites and potential developer partnership structures. The City and the CRA seek to validate and refine their approach and preferences through this RFEI and will prioritize respondents that successfully integrate the City's/CRA's preferences within their visions for the sites. Any proposed divergences from the stated policy preferences should be flagged and explained.

It should be noted that Harborview site is the City's and the CRA's priority for disposition, and that the City and the CRA wish to see RFEI responses that include, as part of their development proposal, a vision for the Harborview site, in addition to City Hall and Pierce St. sites, should respondents choose to pursue either of those two development opportunities.

### OVERALL CONSIDERATIONS

- All three sites are located in an Opportunity Zone.
- The City/CRA are open to a mix of rentals and condos in the sites with a minimum target of 150 rental units across the three sites.
- The City/CRA have identified ground-floor retail as a requirement to the Harborview site. Although ground floor retail is not a specific requirement for the City Hall and the Pierce St. sites, active ground floors are a priority.
- Any proposed project must comply with the Downtown Design Guidelines, which require quality architectural and site design, an urban development pattern and the use of materials that enhance the attractiveness of Downtown Clearwater's built environment.
- The City/CRA are open to two types of transactions—sale or ground lease for any of the three properties. The City believes that a long-term lease for those two sites can be a viable structure to secure public support for redevelopment but is open to other alternatives. Public support is especially critical given the need for referendum approval prior to the redevelopment of the Harborview and the City Hall sites.

**Figure 8:** Development Sites



## HARBORVIEW SITE

### Key Information

The Harborview site (+/- 1.5 acres\*), formerly housed the City's Harborview Center, which was demolished in February of 2019 to give way for other development uses. It is located at near the intersection of Osceola and Cleveland Street, Downtown's major commercial corridor, and is envisioned as the main entrance to the new waterfront park and a key component of the City's vision for Downtown Clearwater. Located directly across from the heart of the planned waterfront park, the Harborview site will truly be the park's "front door." The site is also adjacent to Clearwater's main public library building, designed by Robert A.M. Stern Architects, which is undergoing a renovation as part of the Imagine Clearwater master plan. Moreover, the site's topographical condition, sitting above the bluff, may allow for the construction of parking below the building, tucked into the natural hillside.

GIS shapefiles for each of the sites are available on the City's RFEI portal.

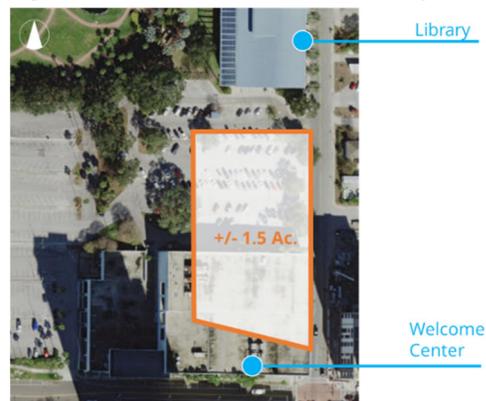
### Core Considerations

- There is a strong preference for rental housing product and a requirement for active retail uses, such as a café or restaurant, on the ground floor on this site. The City/CRA would also be open to a potential hotel use on this site, should respondents deem that use desirable.
- The proposed project should also improve public access to the park from Osceola, both along the entry plaza and Library side of the building, including an active edge on the park side of the building along the bluff walk.
- The City and CRA prefer that future development on sites adjacent to the library be respectful of the Library's height, by remaining at or below the building's height. The City/CRA are open to the possibility of exceeding the height of the Clearwater Main Library building if required to make the rental product financially feasible. We seek input from respondents on this matter.
- The Harborview site currently contains approximately 112 parking spaces used by Library patrons. Any future uses will be expected to at least partially replace these parking spaces, potentially with the support of the City's parking funds. For planning purposes, the City and CRA currently assume that the redevelopment will accommodate approximately 50 parking spaces, though the parties are open to proposals that replace a greater proportion of the displaced parking. City parking funds can be used to offset some or all of the cost of replacement parking.
- Open space improvements (civic gateway, or welcome center) will be funded by the City as part of the park project.

**Figure 9: Harborview Center Demolition**



**Figure 10: Harborview Site Boundary**



\* The total buildable site area should be confirmed on the technical drawings provided on the City's RFEI portal. The Harborview site contains a boundary, designated by the charter, which outlines the buildable area on the site.

## CITY HALL SITE

### Key Information

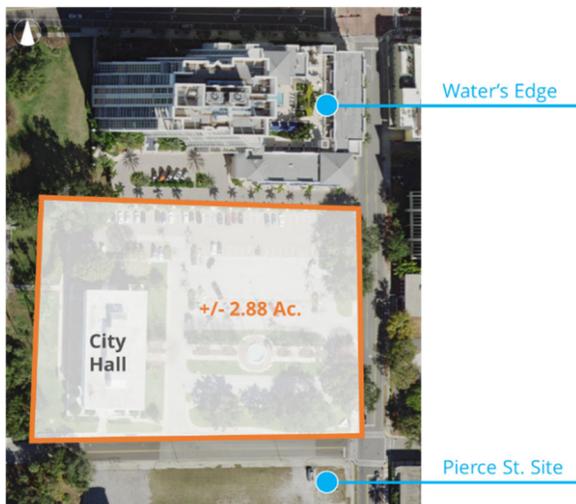
The City Hall site (+/- 2.88 acres) is located at the intersection of Osceola Ave. and Pierce St., a half block south of the Harborview site. This site also has direct access to the future waterfront park and is an important connection between the waterfront and the rest of Downtown. The City has relocated its administrative functions from the site. The City is exploring the potential of preserving the City Hall building for reuse as a museum and cultural center. Should the City choose to preserve the building, the City would still dispose of the remaining developable area on the site. The respondent would not be expected to incur any costs related to the redevelopment of City Hall. The respondent should also consider how the proposed program may complement the proposed use and as well as the implications for the remaining developable area of the site should the City choose to preserve the building.

GIS shapefiles for each of the sites are available on the City's RFEI portal.

### Core Considerations:

- The City welcomes respondents' ideas regarding a variety of uses on the site, potentially including, but not limited to, rental housing, condominiums, hotel, and ground-floor retail.
- The preservation of the old City Hall building is not a requirement for RFEI respondents (i.e., the museum can be accommodated in a new/different building within the site), and we seek respondents' thoughts on the merits of redeveloping the site with and without the City Hall building;
- To the extent a cultural use is accommodated on the site, the City is open to a partnership to provide the parking needed to meet demand from the museum.
- The project proposal should improve pedestrian access from Osceola to the future park, and to the extent the City Hall building is not preserved, encourage an active edge on the park side of the property.

**Figure 11: City Hall Site Boundary**



**Figure 12: City Hall Site Aerial View**



## PIERCE ST. SITE

### Key Information

The third site available for disposition is the Pierce St. site (+/- 1.3 acres), located across from City Hall, at the intersection of Osceola Ave. and Pierce St. The site is currently an empty lot and has direct access to the waterfront parks. The Pierce St. site is the only of the three sites that does not require referendum approval prior to its disposition.

GIS shapefiles for each of the sites are available on the City's RFEI portal.

### Core Considerations:

- The City welcomes respondents' ideas on a variety of uses on the site including, but not limited to, rental housing, condominiums, hotel, and ground-floor retail.
- Given its adjacency, respondents are encouraged to proposed ideas on this site that are complementary and relate to proposals on the City Hall site.
- The project proposal should consider improved pedestrian conditions and/or active ground-floor uses on Osceola and/or facing the future park.

**Figure 13:** Pierce Street Site Aerial View



**Figure 14:** Pierce Street Site Boundary



## V. Regulatory Framework

### ZONING CONTEXT

All three properties have a future land use plan designation of Central Business District and are within the Downtown Commercial District as well as the Downtown Core Character District. The allowable FAR is 4.0 and the allowable density is 75 units per acre or 95 hotel units per acre. The Downtown Core has no maximum height limit or ISR restrictions; however, buildings greater than 75' in height must provide a 15' minimum façade step back from the lower floor façade between the 3rd and 6th floors along frontages abutting public streets. Buildings greater than 150' in height must provide an additional 15' minimum façade step back between the 12th and 15th floors along frontages abutting public streets. With regard to parking standards, attached dwellings require one space per unit and overnight accommodations require 0.75 spaces per unit. Most other uses have no minimum parking requirements. See Table 1 of the [Downtown Zoning District](#) for the full list of permitted uses and parking standards. Refer to the [Community Development Code](#) for additional details.

The Harborview site is located on a Street Type A and is considered a key corner. The City Hall and Pierce St. sites are designated a Street Type B and along Pierce the properties are a Street Type C. The Harborview site (Street Type A) must comply with the Storefront 1 Frontage standards. The other two sites along Osceola must also comply with Storefront 1 Frontage standards and along Pierce have the option of complying with Storefront 1 or 2 standards.

Respondents should ultimately seek to propose development concepts that harmonize with existing and proposed adjacencies, including activation and public access for the park, and that complement the context of the surrounding district and its buildings.

If the current zoning framework does not provide sufficient FAR or density, it is possible to obtain additional development potential through the Public Amenities Incentive Pool which is allocated by the City's Community Development Board (CDB).

### OPPORTUNITIES FOR TAX CREDITS & ALTERNATIVE FINANCING

Due to the importance of these particular downtown infill development sites, it is the intention of the CRA to consider certain development incentives to assist in making the project feasible, which could potentially include, but not be limited to, reductions in certain impact fees, workforce housing incentives, and others. Additionally, the three sites are located in an Opportunity Zone, a designation provided as part of The Opportunity Zone program which was created as part of the 2017 Federal Tax Cuts and Jobs Act. If the Developer wishes to request incentives, it should outline the anticipated needs as part of its response.

Refer to Section II for a comprehensive list of available incentives.

## VI. Submission Requirements

### PROCUREMENT PROCESS

The selection of a development partner will occur in two phases. In this first RFEI phase, interested parties are invited to present information on their vision for development, qualifications, past project experience, and capacity to secure financing to support this development.

On **April 24, 2020 at 10:00AM**, The City and CRA will host a round table and site visit in order to enable prospective teams to tour the sites and ask questions. The City/CRA will also accept written questions submitted by May 8, 2020. Answers will be posted on a rolling basis, but no later than May 15, 2020.

Responses should be submitted electronically by May 25, 2020 **at noon**.

The responses and information gathered from the RFEI process will be used to inform the disposition strategy for all three sites, including details for the City-led referendum for the Harborview and the City Hall sites and the subsequent RFP stage. The RFP or RFPs will ask respondents for development proposal elements including, but not limited to, a specific program proposal, a detailed financial plan and bid, and a detailed management structure for construction and property management. The target date for RFP issuance is Q1 2021. The City/CRA will select one or more teams to enter into negotiations to reach a development agreement, with agreement finalization targeted for the summer of 2021.

### SOLICITATION REQUIREMENTS

The City and the CRA invite development teams of one or more firms with a track record of successfully delivering mixed-use residential and/or hotel projects to submit responses to this RFEI. Complete teams should include firms with necessary development and management expertise as well as firms with necessary design expertise.

Respondent teams must clearly and completely address each of the following areas in response to this RFEI:

- 1. Cover Letter.** Responding teams should prepare a cover letter stating their interest in the opportunity, summarizing the suitability of the assembled team and the materials presented to support the RFEI response. This letter should also identify the primary contact person for the respondent organization.
- 2. Description of Development Team.** Respondents should include a description of all firms comprising the team, including development team, and the role of each in the project. In this section, respondent teams should include a description of each organization, their mission, a chart summarizing the overall team structure, and identify key firm management.
- 3. Firm Experience and Qualifications.** Respondents should include examples of projects that demonstrate the team's experience with the proposed development program (mixed-use, residential condo or rental, retail, hotel) and, if applicable, experience in development partnerships with public and non-profit sector partners.

For all projects submitted as examples of relevant previous experience, respondents should provide:

- a. Project location.
  - b. Project size and program description.
  - c. The respondent member's role in the project.
  - d. Project completion date or expected completion date.
  - e. Public sector involvement, if any.
  - f. Total project cost and financing structure, if available; and
  - g. A representative image or images of the project.
- 4. Personnel Experience and Qualifications:** Respondents should demonstrate that their teams include personnel with the experience and expertise necessary to deliver a high-quality mixed-use development. Teams should include resumes for identified key personnel within the proposed team, including qualifications (within the current firm or in previous roles).
- 5. Development Approach.** Teams should include a description of their vision for redeveloping the site or sites – responses can include any of the three sites, however, it should be noted that the Harborview site is the City's priority for redevelopment. This section should take the form of a narrative accompanied by optional illustrations or simple diagrams, when necessary, to articulate the development approach. This section should cover at least the following aspects:
- a. An overall vision for the sites that articulates the vision and preliminary concept, proposed program, design and massing approach, ground floor uses and site integration with the surrounding urban fabric, including Cleveland Street and the adjacent waterfront park.
  - b. An approach compliant with the Downtown Design Guidelines, which require quality architectural and sites design, an urban development pattern and the use of materials that enhance the attractiveness of Downtown Clearwater's built environment; and
  - c. Proposed development timeline and phasing, as well as preferred timing for the disposition of the sites within the context of a referendum vote for the Harborview and City Hall Sites.

## EXPENSES

All proposers responding to this RFEI do so at their sole expense and risk. The CRA and City assume no financial or other obligation to Proposers who respond to this RFEI. The CRA and City will not be liable to any broker, consultant or other entity acting on behalf of any Proposer for any fee or payment relating directly or indirectly to the Proposer or its proposal.

## NON-CONFIDENTIALITY

All proposals, qualifications, correspondence and records made thereof, are public record and handled in compliance with applicable state and local laws.

## VIII. Selection Schedule & Contact

The City and CRA’s anticipated timeline for the selection process is outlined below. Dates referring to the referendum and future stages of the procurement process (RFP and selection of development partners) are tentative and subject to change.

Milestone	Date
RFEI Released	March 30, 2020
Pre-Submittal Round Table & Site Tour	April 24, 2020
RFEI Questions Due	May 8, 2020
Responses posted	On a rolling basis up until May 15, 2020
<b>RFEI Response Due</b>	<b>May 25, 2020</b>
Referendum Preparation Period	June-October 2020
Referendum Date*	November 3, 2020
RFP Release**	Q1 2021
RFP Response Due**	Q2 2021
Partner Selected**	Q3 2021

*\*Date is subject to change*

*\*\*Anticipated target date*

# Appendix I

## LIST OF AVAILABLE INCENTIVES

For more information and a full list of the available programs please visit the City's [website](#).

### CRA Fund for Capital Improvements and Infrastructure

The CRA can allocate funding on a one-time or recurring basis for capital improvements and infrastructure within the CRA district. Grant amounts can range from \$500,000 – \$2 million. The annual budget of the fund is \$3 million. Eligible uses for CRA funds may include: a reduction of housing costs, or investments in public amenities such as streetscape improvements.

### CRA Tax Increment Financing (TIF)

TIF is a tool used to finance local redevelopment through a revenue mechanism that pledges future CRA revenues to pay the debt service on revenue bonds. Revenue bonds are used to pay for improvements within the CRA districts as outlined in the redevelopment plans. The Community Redevelopment Act calls for private sector involvement to the maximum extent possible, to coordinate public and private sector initiatives and successfully revitalize communities which would otherwise further decline.

### City of Clearwater Parking Fund

The City of Clearwater's parking fund can be utilized to pay for construction of public or publicly accessible parking within the City. The fund has a current budget of \$9 million.

### Community Development Board Public Amenities Incentive Pool

If the current zoning framework does not provide sufficient FAR or density, it is possible to request additional development potential through the Public Amenities Incentive Pool which is allocated by the City's Community Development Board (CDB). The Pool is an incentive available for projects that provide one or more improvements and/or fees in-lieu of certain improvements that provide a direct benefit to Downtown revitalization. The types of amenities eligible for bonuses are outlined in the Downtown Redevelopment Plan and include, but are not limited to: residential uses, ground floor retail, uses in particular locations and/or mixed use projects that further the Plan's major redevelopment goals, district vision, etc.

### Transfer of Development Rights

Program Goal/Brief Description: Property owners having extra density units or floor area ratio (FAR) available from a project within the Downtown Plan area may be permitted to convey the development rights of that non-used development potential by deed, easement, or other legal instrument authorized by the City of Clearwater to another project within the Downtown Plan area that requests an increase above the maximum permitted development potential.

### Opportunity Zone

The three sites are located in an Opportunity Zone, a designation provided as part of The Opportunity Zone program which was created as part of the 2017 Federal Tax Cuts and Jobs Act. Opportunity Zones are economically distressed census tracts designated by the U.S. Treasury Department. By investing in an Opportunity Zone, through a qualifying Opportunity Fund, investors can defer and/or reduce their federal

capital gains tax liability. These tax benefits increase the longer investments are held. There is no cap on the amount of capital that can be invested, and the Opportunity Zone incentives can be applied to a wide range of investments in real estate and operating companies.

#### Traffic Impact Fee Reduction

To assist in the promotion of revitalization, the program designates all residential and non-residential development that locates within the boundaries of the CRA as eligible for a Transportation Impact Fee reduction. The 1990 Pinellas County Transportation Impact Fee Study indicated that projects developed within the CRA would generate significantly fewer new vehicle trips per each unit of development, making them eligible for a reduced Traffic Impact Fee.

*Contact: Public Works Administration, Traffic Operations - (727) 562-4750.*

#### Stormwater Retention Buy-in District

In cooperation with the Southwest Florida Water Management District (SWFWMD), this Site falls within the boundary of the Prospect Lake District contributing area and is eligible to develop by permitting into the buy-in district to obtain storm water facilities on-site. The property does not have to have storm water facilities on-site as long as the developer pays into the Prospect Lake District. Any upgrades needed on existing city utilities; potable, sanitary sewer, etc. will be the responsibility of the developer. Traffic concerns will be dependent on what a developer wants to place on the site.

#### Clearwater Gas System Incentive

Natural gas is available at this site and certain incentives may apply administered by the Clearwater Gas System.

#### Low Income Tax Credit (LIHTC)

State program providing tax credits for the development/rehabilitation of affordable multi-family housing. Applications from interested developers are necessary for the consideration of providing City support for qualified multi-family housing development which meet the goals of the City and comply with applicable federal and state law. More information can be found on the City's [website](#).