



Florida's Dynamic
Waterfront Community

AGENDA

RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY
600 W. Blue Heron Blvd., Riviera Beach, FL 33404,

WORKSHOP MEETING
April 26, 2017
5:30 PM

NOTICE

IN ACCORDANCE WITH THE AMERICANS WITH DISABILITIES ACT OF 1990,
PERSONS IN NEED OF A SPECIAL ACCOMMODATION TO PARTICIPATE IN
THE PROCEEDINGS SHALL CONTACT THE OFFICE OF THE CITY MANAGER
AT 561-845-4010 NO LATER THAN 96 HOURS PRIOR TO THE PROCEEDINGS;
IF HEARING IMPAIRED, TELEPHONE THE FLORIDA RELAY SERVICES 1-800-
955-8771 (TDD) OR 1-800-955-8770 (VOICE) FOR ASSISTANCE.

CALL TO ORDER

ROLL CALL

INVOCATION

PLEDGE OF ALLEGIANCE

ADDITIONS AND DELETIONS

DISCLOSURE BY COMMISSION AND STAFF

ADOPTION OF THE AGENDA

AGENDA ITEMS

ANY PERSON WHO WOULD LIKE TO SPEAK ON AN AGENDA ITEM; PLEASE FILL
OUT A BLUE PUBLIC COMMENT CARD LOCATED IN THE BACK OF THE
COUNCIL CHAMBERS AND GIVE IT TO THE STAFF PRIOR TO THE BEGINNING
OF THE MEETING. MEMBERS OF THE PUBLIC SHALL BE GIVEN A TOTAL OF
THREE (3) MINUTES FOR ALL ITEMS LISTED ON THE CONSENT AGENDA.
MEMBERS OF THE PUBLIC WILL BE GIVEN THREE (3) MINUTES TO SPEAK ON
EACH REGULAR AGENDA ITEM. IN NO EVENT WILL ANYONE BE ALLOWED TO
SPEAK ON AN AGENDA ITEM AFTER THE RESOLUTION IS READ OR ITEM
CONSIDERED.

1. MARINA VILLAGE PHASE II DEVELOPMENT
OPPORTUNITY: RFP FRAMEWORK, SCHEDULE &
DISCUSSION

DISCUSSION BY COMMISSION

ADJOURNMENT

PLEASE TAKE NOTICE AND BE ADVISED, that if any interested person desires to appeal any decision made by the Board of Commissioners with respect to any matter considered at this meeting, such interested person, at own expense, will need a record of the proceedings, and for such purpose may need to ensure that a verbatim record of the proceedings is made, which record includes the testimony and evidence upon which the appeal is to be based, pursuant to F.S. 286.0105.

**CITY OF RIVIERA BEACH COMMUNITY REDEVELOPMENT AGENCY
AGENDA ITEM SUMMARY**

Meeting Date: 4/26/2017

Agenda Category:

Subject:

Recommendation/Motion:

Originating Dept	INTERIM EXECUTIVE DIRECTOR	Costs
User Dept.		Funding Source
Advertised	No	Budget Account Number
Date		
Paper		
Affected Parties	Not Required	

Background/Summary:

Fiscal Years
Capital Expenditures
Operating Costs
External Revenues
Program Income (city)
In-kind Match (city)
Net Fiscal Impact
NO. Additional FTE Positions
(cumulative)

III. Review Comments

A. Finance Department Comments:

B. Purchasing/Intergovernmental Relations/Grants Comments:

C. Department Director Review:

Contract Start Date

Contract End Date

Renewal Start Date

Renewal End Date

Number of 12 month terms this renewal

Dollar Amount

Contractor Company Name

Contractor Contact

Contractor Address

Contractor Phone Number

Contractor Email

Type of Contract

Describe

ATTACHMENTS:

File Name	Description	Upload Date	Type
MarinaVillageWorkshop.4.26.17.pdf	PRESENTATION	4/24/2017	Presentation

REVIEWERS:

Department	Reviewer	Action	Date
CRA	Hatcher, Darlene	Approved	4/24/2017 - 5:14 PM
CRA Internal Review	Evans, Scott	Approved	4/24/2017 - 5:15 PM



RIVIERA BEACH CRA WORKSHOP:



Marina Village Development Opportunity





Vision Reset & Update

Board Retreat January 21, 2017

Develop RFP for the following:



Waterfront
Restaurants

Hotel

Entertainment

Public
Programming

Develop
Destination





IMPLEMENTATION “RESET”

Board Workshop Priorities (January 21, 2017)

Strategic Objectives

1. Differentiate as a mixed-use, dining and hotel destination
2. Add locally relevant, regionally appealing uses and experiences
3. Attract Developer to execute plan & deliver “preferred” anchor uses

Success Measures

1. Expand avenues to prosperity and tax base
2. Create new investment, business, and job opportunities
3. Execute public/private partnership and deal structure
4. Negotiate site control to maximize district’s untapped potential
5. Execute district-wide shared parking strategy





Florida's Dynamic
Waterfront Community



IMPLEMENTATION “RESET”

Board Workshop Priorities (January 21, 2017)

Preferred Anchor Uses

Restaurants

- Dave & Busters type operation (ie. food, family games, sports bar)
- Waterside seafood, tropical and Florida themed restaurants
- Sports bar, grill and entertainment uses
- Small cafes, coffee shop and entertainment

Hotel

- Moderately priced business and visitor hotel

Entertainment

- Locally relevant, regionally appealing, and local authenticity





Phase II

MARINA VILLAGE OPPORTUNITY

1. Expand avenues to prosperity for all citizens
2. Expand investment, business, job and tax base
3. Build on strengths, access & visibility
4. Build on setting & programs to differentiate
5. Create reasons to come, stay long, spend and return
6. Attract an experienced, skilled, credible developer



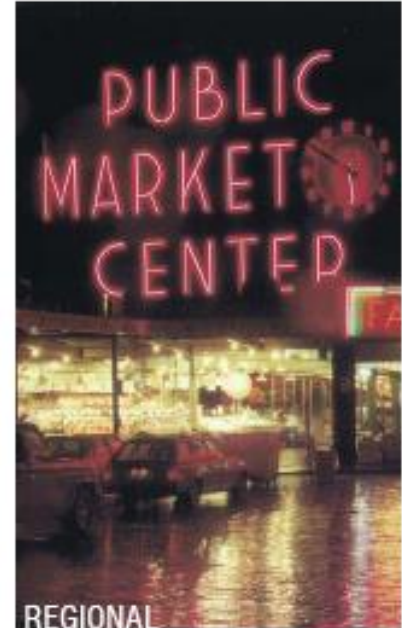


Florida's Dynamic
Waterfront Community

Marina Village Master Plan



a Vision for the Marina District



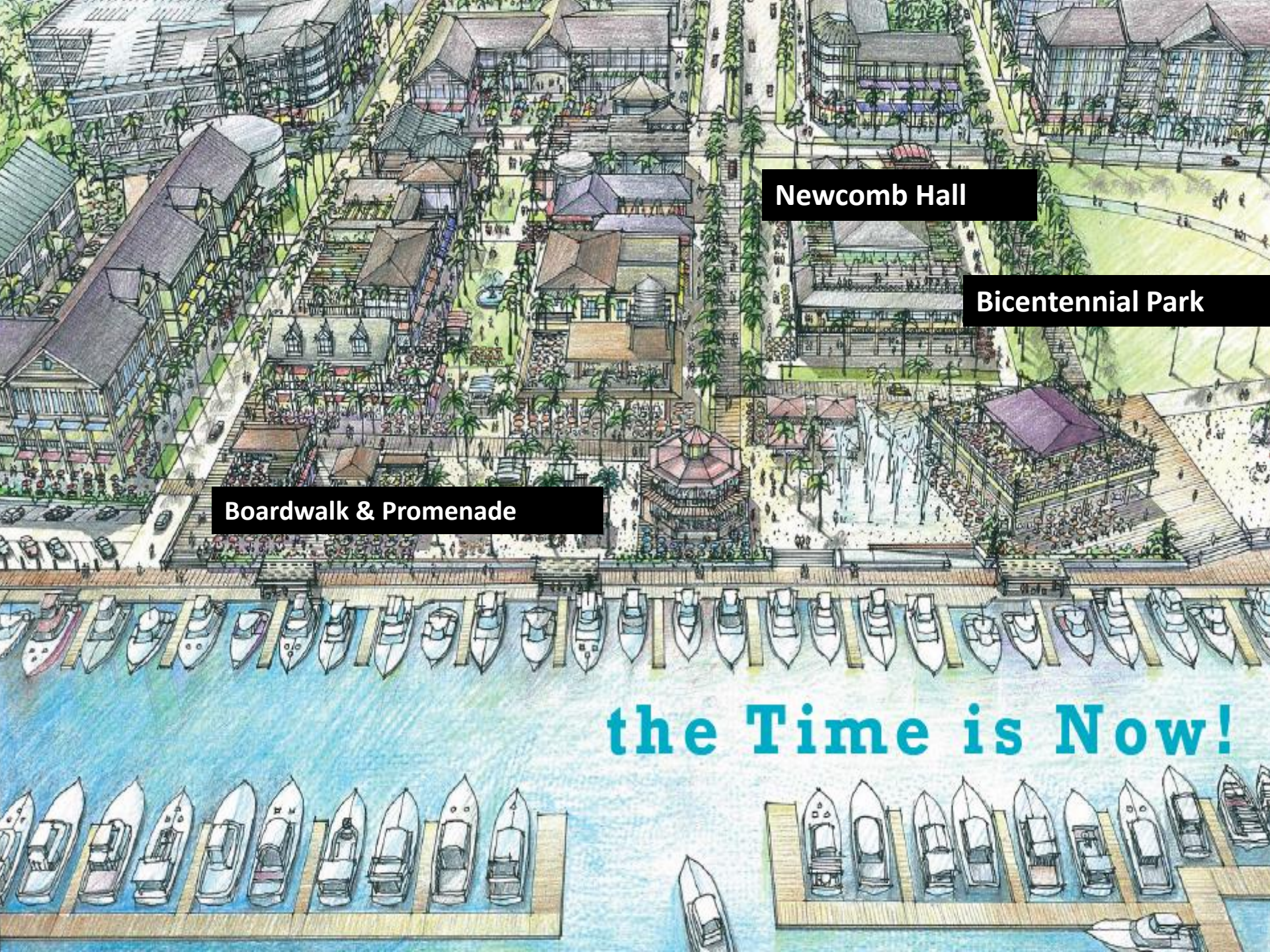
Project Goals

- Maximize connections to the Waterfront
- Create a locally authentic community gathering place
- Become a dynamic regional mixed-use destination
- Leverage public investments to catalyze private investment and development
- Become an engine of revitalization for the City
- 1st step towards revitalizing the south end of the Broadway corridor



the Marina District Master Plan:





Newcomb Hall

Bicentennial Park

Boardwalk & Promenade

the Time is Now!

Phase One Completed Public Waterfront & Promenade, Event Center, Future Development Sites



Phase II Redevelopment Opportunity



Phase II Development Opportunity

CITYWIDE SYNERGY

LOCALLY
RELEVANT

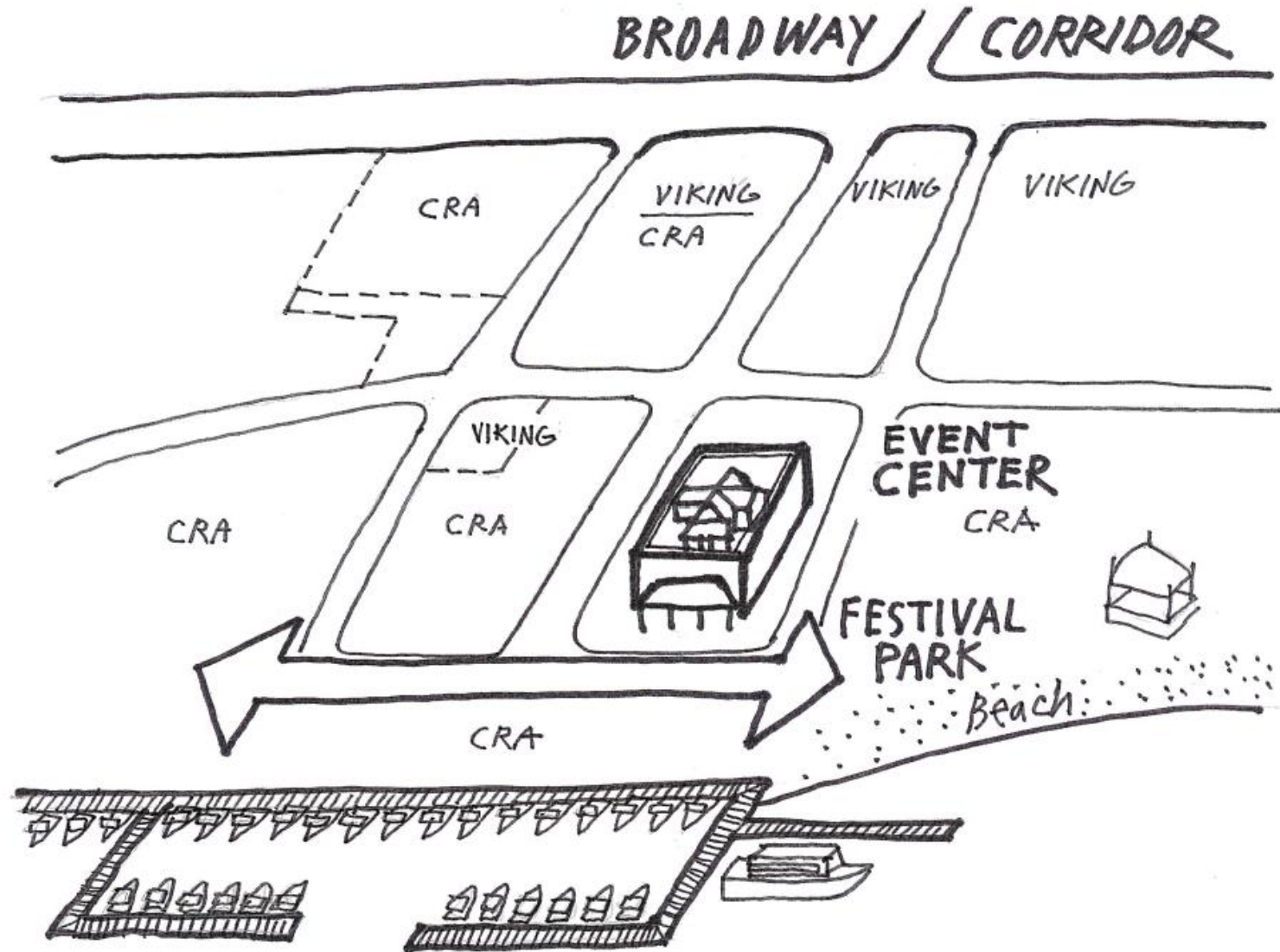
REGIONALLY
APPEALING

LOCAL
AUTHENTICITY

DISTRICT STRENGTHS



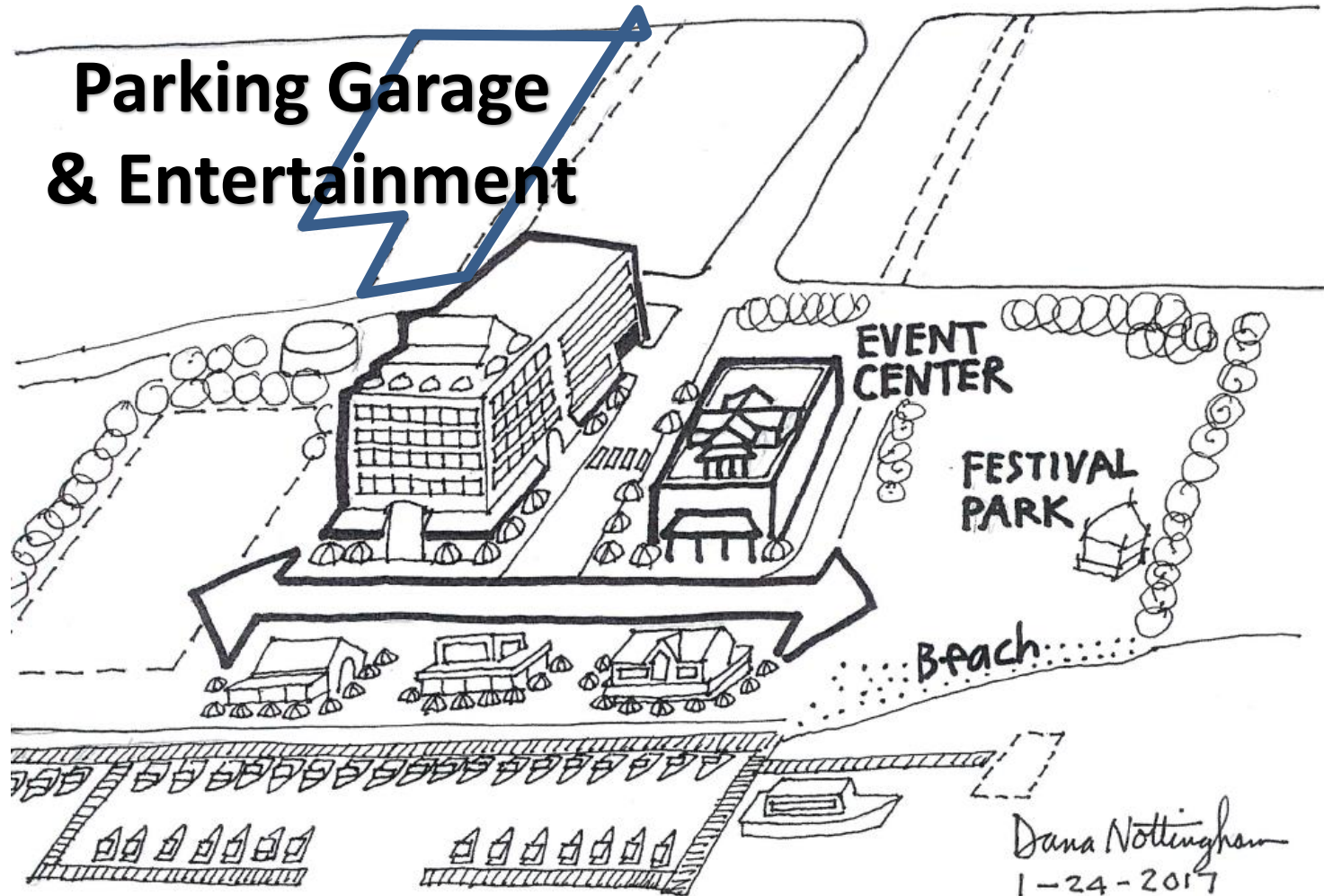
Phase II Development Opportunity



Phase II Development Opportunity Base Proposal

BROADWAY / CORRIDOR

**Parking Garage
& Entertainment**

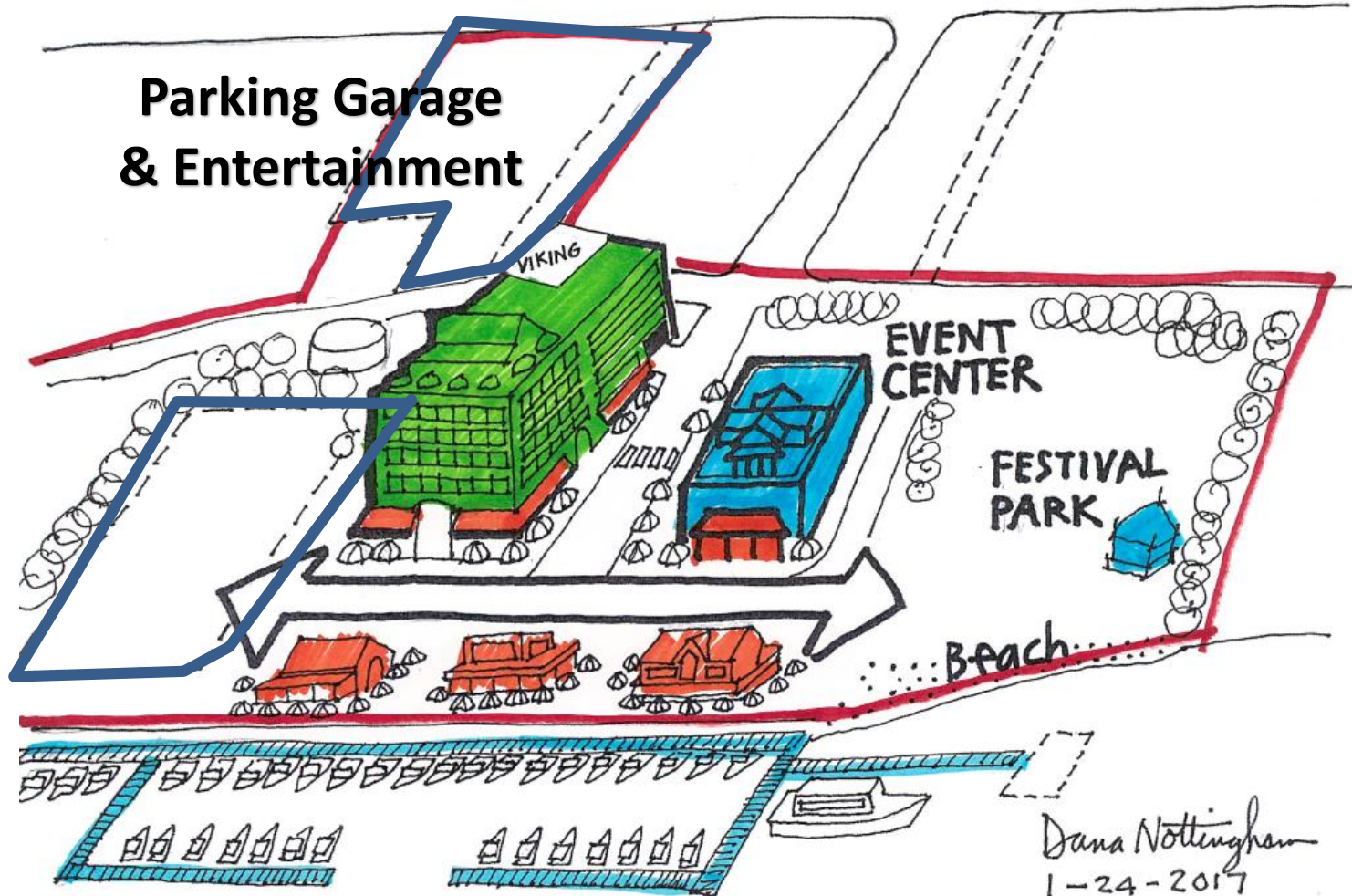


Dana Nottingham
1-24-2017

Phase II Base Proposal

BROADWAY / CORRIDOR

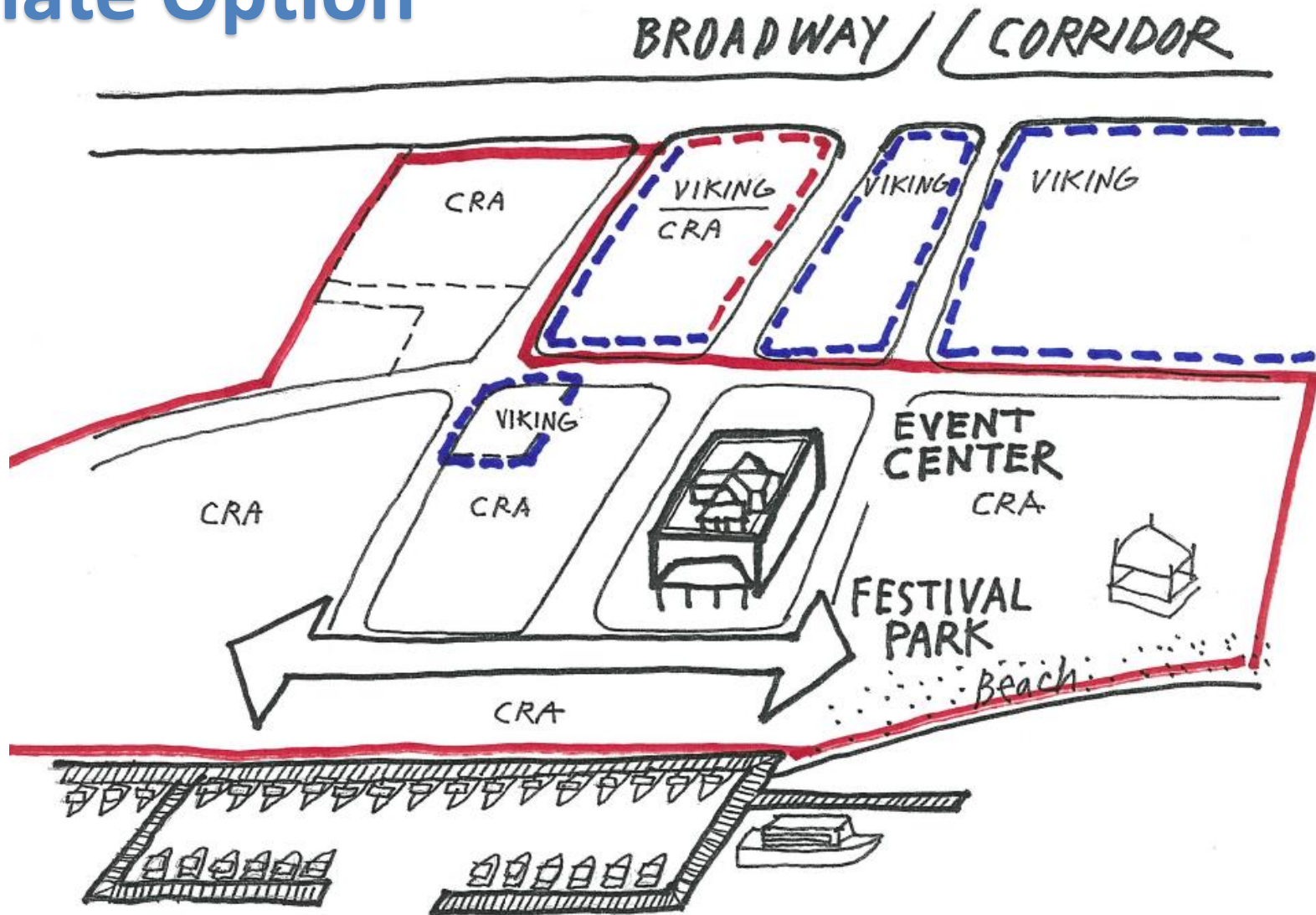
Parking Garage
& Entertainment



Dana Nottingham
1-24-2017

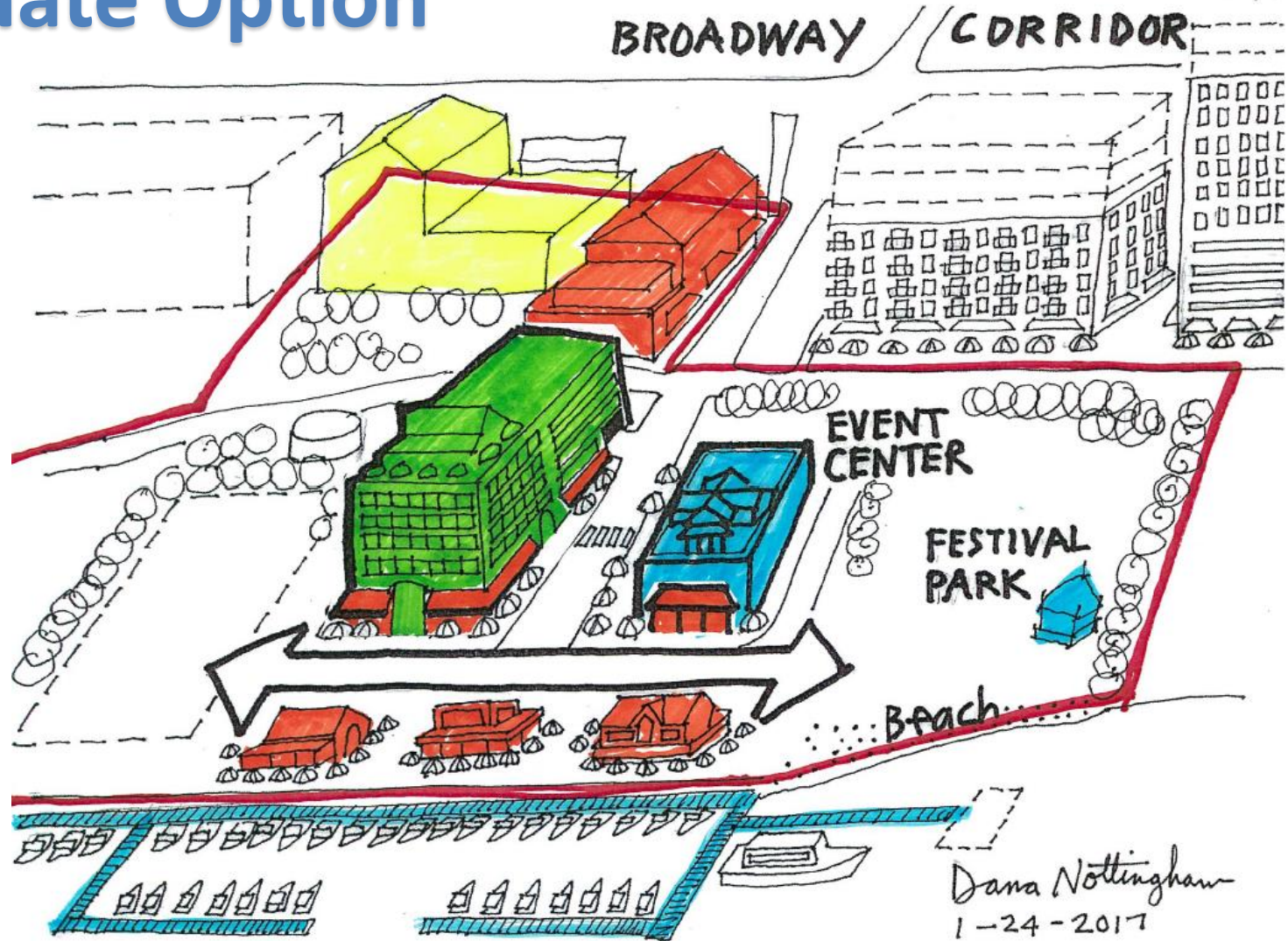
Phase II Development Opportunity

Alternate Option



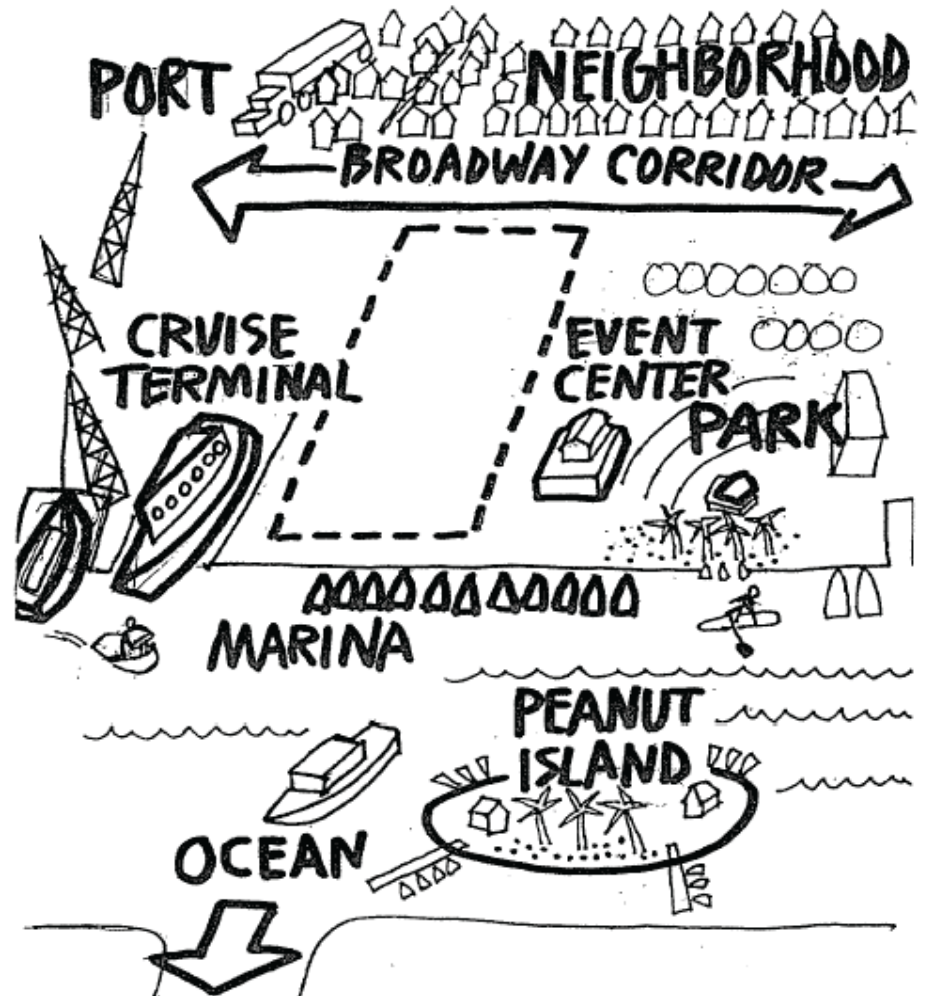
Phase II Development Opportunity

Alternate Option



RFQ/RFP EXECUTION MODEL

1. Positioning
2. Packaging
3. Procurement
4. Phasing
5. Partnership



RFQ/RFP OUTLINE

I. Purpose

II. Background

III. Project Scope

- a. Land Ownership
- b. Project Scope
- c. Program Assumptions
- d. Parking Assumptions
- e. Phasing Assumptions

IV. Developer Qualifications

- a. Leadership & project executive
- b. Team experience
- c. Public/private partnership experience
- d. Similar project experience
- e. Community benefits track record
- f. Local W/MBE contracting track record
- g. Project references



Sample Hotel



RFQ/RFP OUTLINE cont'd

V. Procurement Requirements

- a. Submission process & deadlines
- b. Proposal format & content
- c. Evaluation criteria
- g. Other requirements

VI. Proposal Criteria

- a. Base Case Proposal
 - 1. Mix of uses
 - 2. Use locations
 - 3. Parking & transportation
 - 4. Architectural features
 - 5. Height, massing & density
 - 6. Illustration specifications
- b. Alternate Case Proposal
 - 1. Same as above



Sample Hotel



RFQ/RFP OUTLINE cont'd

VII. Community Benefits Agreement

- a. Ownership interest goal
- b. Local project team participation
- c. Business contacting
- d. Job creation and training
- e. Process and reporting
- f. Success measures

VIII. Attachments



Concept Restaurant



RFP REVIEW SCHEDULE



Workshop: April 26, 2017

Summary of the Opportunity



Workshop: May 24, 2017

Review of Draft Elements & Submittal Requirements



Board Meeting: June 28, 2017

Board Review & Issuance of Complete RFP

Proposed RFP Timeline

July

- Issue RFP Development Opportunity (75 days)

Sept

- RFP submittals due – Begin Review and Analysis

Nov.

- Completion of Written & Oral Presentations

Dec.

- Final Rankings and Committee Evaluation Results submitted to the CRA Board for review and approval.

Proposed Evaluation Process

Step 1

- Review of Submittals for Completeness
- Submittal Review & Analysis

Step 2

- Evaluation Committee Written Evaluation
- Evaluation Committee Presentation Evaluation

Step 3

- Final Rankings and Committee Evaluation Results submitted to the CRA Board for review and approval to begin negotiation with the highest ranked bidder.

Key Partners



Next Steps

May 24th Workshop



Local
Participation

Evaluation
Criteria

Submittal
Expectations



Delivering Community Benefits through Economic Development



Next Steps

May 24th Workshop



KEY DEVELOPER DEAL POINTS

1. **Land ownership**, appraisal and deal structure clarity
2. **Parking investment**, financing, development and operations clarity
3. **Public financing** availability to close potential developer financing gaps
4. **Community benefits** agreement expectations, goals and joint participation
5. **Public commitment** to sustained district services (i.e. clean, safe, mktg)
6. **Public commitment** to local and regional public programming





Marina Village Development Opportunity

BELIEVE
IN RIVIERA BEACH

Phase II

