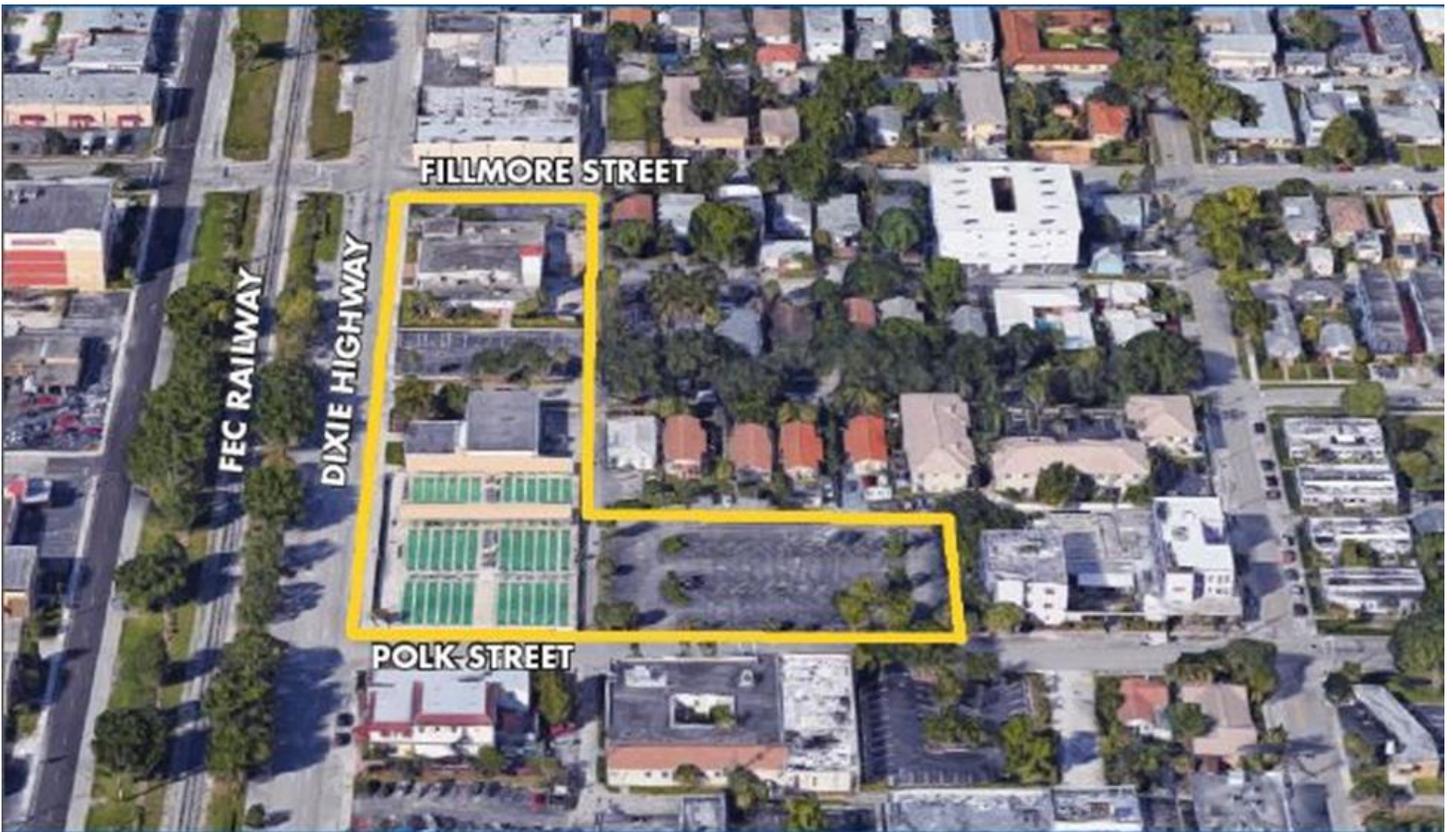


**UNIVERSITY STATION
REDEVELOPMENT OPPORTUNITY**

2.5 +/- Acres

421 North 21st Avenue

Hollywood, Florida 33020



Description of Site and Redevelopment Opportunity

Florida's Hollywood is a diverse and vibrant city - historic, yet contemporary, casual and cosmopolitan. Hollywood offers all the amenities and resources national and international companies seek when looking for a location to call home combined with the vibrancy and appeal of a year-round beachfront vacation destination.

The City of Hollywood, Florida ("City") is inviting qualified Development Teams ("Respondents") to submit proposals to finance, develop, construct and manage an urban, mixed-use project on approximately 2.5 acres of City-owned real estate in Downtown Hollywood. This invitation to submit proposals is pursuant to Florida Statute 255.065 on Public Private Partnerships (P3's) which requires the City to publish notice of the receipt of an unsolicited proposal and creates the opportunity for the City to accept other proposals. An unsolicited proposal was submitted on May 29, 2019 for the redevelopment of this site and was deemed to be a qualified

proposal under State Statutes and City Ordinances. The City is interested in allowing competition to secure the best proposal relative to the City’s redevelopment goals.

The City-owned site is located along a major north/south corridor known as the Dixie Highway/Florida East Coast Railway (FEC) Corridor, between Fillmore, Taylor, and Polk Streets, and adjacent to N. 21st Avenue (“Site”). The Site currently houses the City of Hollywood’s Public Shuffleboard Center and Courts, a public parking lot and the Barry University College of Nursing & Health Sciences. The Site is also located within the Downtown District of the City’s Community Redevelopment Agency (“CRA”). Respondents are expected to put forward an innovative, mixed-use, market-driven concept that takes full advantage of the Site. The Site includes a parking lot that is currently used for Public Parking for the Fred Lippman Multi-Purpose Center. All redevelopment must include a minimum amount of replacement parking. Additionally, the City and CRA may be open to partnering with respondents or contributing towards the creation of a structured parking facility that would provide public parking above and beyond the required replacement parking and minimum required parking associated with the redevelopment.

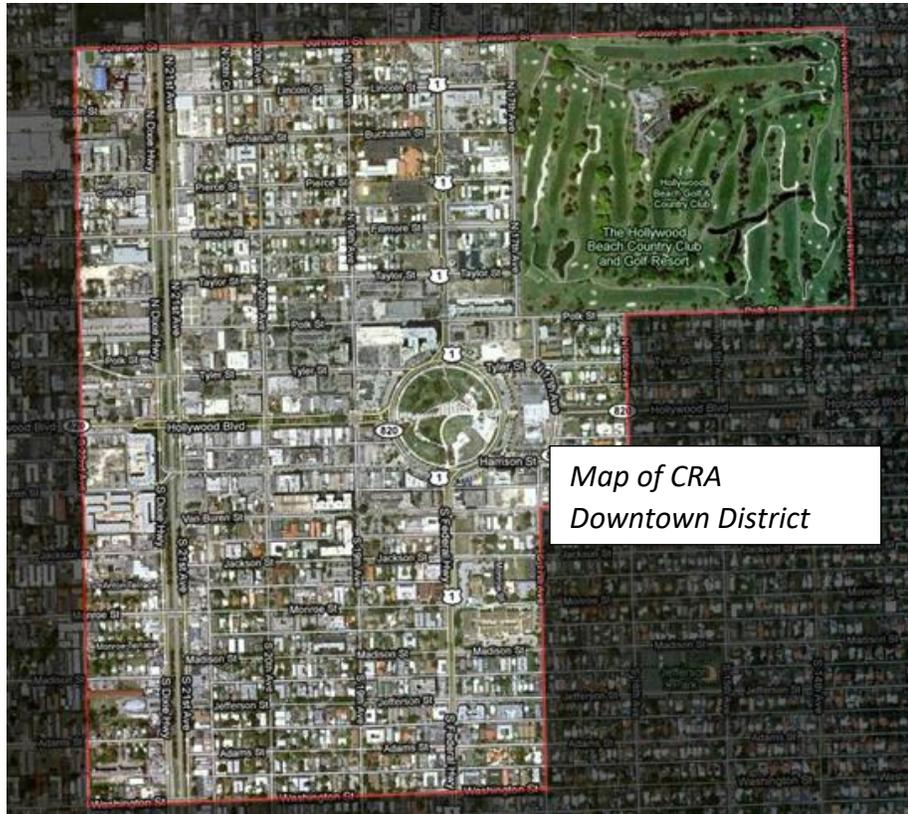
Site Specifics

The Site is generally bounded by Fillmore Street to the north, North 21st Avenue to the west and Polk Street to the south.

Addresses	309 N 21st Avenue, 2031 Polk Street, 421 N 21st Avenue
Folios	514215011950 514215030010 514215030080 514215000010
Legal Descriptions	RESUB OF BLKS 11 & 12 HOLLYWOOD 3-1 B LOTS 1 THRU 7 BLK 11; HOLLYWOOD 1-21 B LOTS 8
Total Square Footage	Approximately 113,000 sq. ft.
Owner	City of Hollywood
Current Status	421 N. 21 st Avenue - leased to Barry University 309 N. 21 st Avenue - Community Center and Shuffleboard Courts - managed by City of Hollywood 2031 Polk St - Parking lot for Fred Lippman Community Center
Zoning	Government Use (GU)

The Dixie Highway Corridor is one of the busiest corridors connecting cities throughout South Florida, the Site is situated both within the Downtown District of the City’s CRA and within the City’s Regional Activity Center (RAC), an area with zoning and land use designed to support increased density to allow for growth.

The Downtown District of the CRA, was created in 1979, is approximately 580 acres and extends from 22nd Avenue on the west to generally 17th Avenue on the east, Johnson Street on the north and Washington Street on the south (*see map below*). Under Florida law (Chapter 163, Part III), when certain conditions exist, local governments can designate areas as Community Redevelopment Areas to provide the tools needed to foster and support positive redevelopment. The incremental increases in taxes from new development within the designated area are then available to fund improvements and encourage desired development as outlined in



the redevelopment plan. The CRA works in partnership with the City to support economic development in this area.

More information about the CRA can be found here:

<http://www.hollywoodcra.org/>

The Regional Activity Center (RAC) land use and zoning are intended to designate an area as appropriate for growth by the local government or jurisdiction. RACs are intended to encourage attractive and functional mixed living, working, shopping, education, and recreational activities, in areas of regional importance.

Many Florida communities are experiencing positive growth and Hollywood is one of them. Several trends are driving interest in urban areas. Millennial and empty nesters continue to seek urban centers. There is a desire to avoid traffic; increased emphasis on public transportation; greater awareness of environmental impacts; and a growing demand for amenities that allow balance between work and life. To take advantage of these trends and sustain the momentum of redevelopment, the City completed zoning changes to accommodate future growth, while preserving existing neighborhoods in and around its Regional Activity Center (RAC). This regulatory framework is already resulting in increased redevelopment activity.

While the current zoning of the Site is Government Use (GU), it is located within the Dixie Highway Zoning District and directly adjacent to the North Downtown District. Anticipating the potential of commuter rail trains to complement the new Virgin Trains USA regional express service, the City-wide Master Plan envisions the FEC Corridor as a mixed-use Transit Oriented Development. Redevelopment proposals should place the greatest intensity towards Dixie Highway, emphasizing the corridor experience. Ground floor commercial uses which serve the Downtown, as well as adjacent residential neighborhoods, are encouraged. Within this area residential uses should be geared towards providing a variety of housing types, accommodating a wide range of income levels. Properties facing Dixie Highway should be enhanced to create a more urban environment with buildings on the street edge and continuous sidewalks and active uses which promote pedestrian connectivity. The adjacent North Downtown district is viewed as the natural extension of growth for the area, as development fills in around Young Circle. Currently characterized by large areas of surface parking,

outmoded industrial uses, and underutilized land, this Dixie Highway district has the second highest allowable heights to the Young Circle District. Zoning encourages mixed used residential and office development. Additionally, proposed uses include: General Commercial, Office, Hotel, Live/Work, and Residential (walk up gardens required for ground floor residential uses).

Redevelopment Vision

While the City has prioritized the redevelopment of its commercial corridors and taken a number of steps to implement strategies for vibrant mixed-use development districts, few areas in the City have the ability for such meteoric transformation as the FEC Corridor. The City envisions a project that is woven thoughtfully into the fabric of a targeted redevelopment area in which significant public investment and planning has taken place. As a soon to be multi-modal, transit-ready area, concerted efforts thus far have included: the designation of the Dixie Highway/21st Avenue Corridor as a high priority corridor included in the Broward Metropolitan Planning Organization's 5 year funding plan to implement "Complete Streets" roadway improvements; a Station Area Master Plan; a Downtown Master Plan update; zoning changes to incentivize corridor redevelopment; installation of new sewer lines; and investments in neighborhood and downtown streetscape improvements. Additionally, funding has been allocated through the County transportation surtax and the City General Obligation Bond to fund bike lanes and landscaping improvements along the Dixie Highway/FEC Corridor. Located within a Regional Activity Center ("RAC") and walking distance from the City's Historic Downtown, the Site possesses all of the right elements for a notable project of scope and scale.

Given the Site's location along the FEC Corridor and across from a planned, future commuter rail stop, Transit-Oriented Development ("TOD") elements are a natural fit. TOD projects typically provide a mix of compatible and complementary uses that facilitate urban living and use of public transit options. The number and range of uses that can co-locate in a TOD include: office, commercial/retail, restaurant, residential, structured parking facilities, civic space and other compatible urban uses. Additionally, redevelopment concepts could further explore the appeal of Downtown Hollywood as a location for higher education institutions; simulation labs or offices; art galleries; and live-work residences for artists. While the TOD concept and inclusion of an educational component are aspirations grounded in the attributes of the current site, they are also part of the larger vision for the redevelopment of Downtown Hollywood. The City is seeking redevelopment proposals that are:

1. *Catalytic and Appropriate* –The redevelopment of the site should help to stimulate additional area redevelopment and that helps to continue the revitalization of Downtown Hollywood and the surrounding neighborhood.
2. *Viability, Buildability, and Achievability* – Redevelopment should be responsive to the market, financially feasible, and able to be initiated and completed within a reasonable time period.
3. *Community and Economic Benefit* - The redevelopment of the sites should have a positive benefit to the overall community and create economic benefit through employment opportunities for Hollywood residents and businesses.
4. *Environmental Sustainability* – The redevelopment of the project site should embrace green building practices including but not limited to, water re-use, recycled materials/recycling, solar energy, electric vehicle charging or other approaches consistent with the City's Green Building Code.
5. *Quality Architecture* – Proposals should provide an innovative, high quality design that is aesthetically and functionally compatible with the City's future vision. The form and

design should create functional and vibrant spaces which promote activity through an urban and pedestrian scale and character.

6. *Transit-Oriented and Urban Design* – The project should enhance street-level amenities promoting walkability and offering convenient access to adjacent bus, micro-transit, pedestrian and bicycle paths, as well as a potential future commuter rail stop.
7. *Parking* – The site includes a parking lot that is currently used for Public Parking for the Fred Lippman Multi-Purpose Center. Proposals must include a minimum amount of replacement parking. Additionally, the City and CRA may be open to partnering with respondents or contributing towards the creation of a structured parking facility that would provide excess public parking above and beyond the required replacement parking and minimum required parking associated with the redevelopment.