



R M A

REINVENTING YOUR CITY

NOVEMBER 29, 2017

**CITY OF FORT PIERCE, FLORIDA & FORT PIERCE REDEVELOPMENT AGENCY**  
FORMER H. D. KING PLANT SITE REDEVELOPMENT

**RFQ No. 2017-023**



RMA

**Redevelopment Management Associates**

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**Christopher J. Brown**

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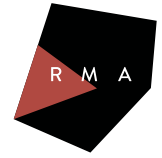
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November 29, 2017

City of Fort Pierce  
100 North U.S. 1  
Fort Pierce, FL 34950



REINVENTING YOUR CITY

RE: RFQ No. 2017-023 – Former H.D. King Plant Site Redevelopment

RMA Real Estate Services, LLC ("RMA") is pleased to team with Southcoast Partners, LLC and Partridge Equity Group ("Partnership") to provide the City of Fort Pierce & the Fort Pierce Redevelopment Agency with our RFQ response for qualifications to undertake the redevelopment of approximately 7.13 acres comprising of several City-owned parcels generally known as the former H.D. King Plant property, located at 311 North Indian River Drive. Currently, all three firms are separate organizations with principals that have previously worked together on real estate development projects. We understand that the disposition process for RFQ No. 2017-023 is organized in two stages: 1) Request for Qualifications (RFQ), and 2) Request for Proposals (RFP). The assembled team of RMA, Southcoast Partners, and Partridge Equity Group will form a separate LLC for the redevelopment of the former H.D. King Plant Site if selected for the Stage 2 – RFP Process.

Our team proposes to construct a mixed-use commercial and residential project on the assembled property. We understand that the City is seeking sustainable mixed-use development for this parcel to include any combination of the following preferred mixed-uses: residential (condominiums, townhomes, and/or luxury apartments), retail (possibly including a small grocery store as an option), restaurant, entertainment (brewery), or hotel (possibly with conference facilities). We have carefully considered how our proposed development will contribute to the recently reconstructed marine recreation and reinvigorated historic commercial and residential districts surrounding the property.

The Partnership's proposed project for this site is called "Marina Village of Fort Pierce" and it will offer a variety of restaurant, retail, entertainment and living styles. For commercial, the Partnership proposes to create a craft brewery with dining on a plaza, on the north side of Moore's Creek across from the larger parcel. The larger tract will contain a mixed-use building of five and seven stories containing a ground floor restaurant and a coffee shop, together with a lobby for the residential tower and one for the hotel element. The larger residential tower will be on top of three floors of hotel rooms, and the apartments will be positioned on floors five through seven. The second tower will be five floors with a ground floor restaurant and four floors of apartments.

The Partnership proposes other apartment rental product types in addition to the residential towers, including townhouses and small micro-units. The townhouses will be located on the western and southern edges of the property, framing the garage. The micro-units will be arranged on the second and third floors above the Moore's Creek apartments. A townhome site is proposed for the land on 2nd Street, which would contain three-story units.

Our Partnership, including principals and senior directors, have extensive experience in mixed-use projects as a developer and as P3 managers for city clients. Our goal is to not only build mixed-use commercial and residential on the former H.D. King Plant Site, but to remain in Fort Pierce and add projects of similar size/style in the downtown. We have analyzed the Fort Pierce market and feel it is in the position to make a major addition in developing its downtown with the redevelopment of this site, and we would like to be a part of that growth as we have been in Delray Beach, West Palm Beach, Boca Raton, Pompano Beach, Boynton Beach, Gainesville, and Sarasota. Our vision for the Site is to make a strong connection between the vibrant waterfront and the idyllic and historic downtown main street, one that is highly pedestrian and in a scale suitable for the surrounding neighborhoods.

We think it is particularly significant to highlight that our team have been pioneers in two of the most successful public-private development partnerships in southeast Florida: Worthing Place and Palmetto Place. Worthing Place, a \$77,000,000 residential/retail project in downtown Delray Beach was a result of winning a CRA driven RFP. Land was purchased from the CRA and; in turn, we built and deeded over to the City/CRA a much needed \$11,000,000 public parking garage. Palmetto Place is a 256-unit residential/retail project in the Boca Raton CBD. Our City/CRA requirement was to overbuild the 700 plus car garage with 224 parking spaces on the lower levels for public usage. We believe these activities demonstrate our commitment to urban core developments which have turned out to be extremely positive catalysts for the revitalization of those downtown areas.

We are excited about the opportunities in Fort Pierce and the ability to utilize our real estate and redevelopment expertise to assist the City in meeting its goals for enhancing the community for current and future residents, business owners and visitors.

Respectfully,

Christopher J. Brown & Kim J. Briesemeister, Principals, Authorized Representatives  
Chris Brown | C: 561.706.5545 | [chris@rma.us.com](mailto:chris@rma.us.com)  
Kim Briesemeister | C: 954.829.3508 | [kim@rma.us.com](mailto:kim@rma.us.com)

RMA  
2302 E. Atlantic Boulevard  
Pompano Beach, FL 33062  
P: 954.695.0754 | F: 954.222.8081

Legal Representative: Sam Cantor  
Sam Cantor PA, 426 S. Military Trail,  
Deerfield Beach, FL 33442  
954.363.7078 | [samcan@samcanopa.com](mailto:samcan@samcanopa.com)

COVER LETTER



# TAB 1

TEAM



**RMA** is a full service economic (re)development firm passionately reinventing cities to bring hidden assets and unrecognized value to the forefront. We have a proven track record assessing, developing and implementing activities/programs that are improving communities by utilizing a realistic, comprehensive and effective approach - resulting in over \$1 billion in private sector investment within our client areas.

We offer comprehensive services under five specialized divisions:



Real Estate

Urban Design & Planning

Economic Development

Government Management & Administration

Business Attraction & Marketing

RMA was formed in 2009 by Principal Members, Kim Briesemeister, a Certified Redevelopment Administrator, and Christopher J. Brown, combining their talents and 50+ years of experience providing consulting and management services to governments in the field of urban (re)development, regionally, nationally and internationally. RMA headquarters is located in Pompano Beach, Florida, with additional office locations in Delray Beach, Jacksonville and Orlando.

Our expertise includes all aspects of **real estate** development and public-private partnerships, **business attraction and marketing**, **economic development**, **urban design and planning**, **government administration** and community consensus building. RMA's active practitioners have led some of the most successful economic (re)development efforts in Florida cities during the last 30 years, transforming many areas throughout Florida into thriving business/entertainment districts, including Miami Beach, Pompano Beach, Delray Beach, West Palm Beach, Hollywood and Fort Lauderdale.

RMA's 44 highly experienced professionals are committed to helping our clients in their pursuit of economically diverse and healthy communities. Our firm has the experience, in-house expertise and financial stability to successfully complete and implement projects of all sizes. The benefits of working with us include comprehensive access to industry-leaders in specialized (re)development fields under one firm - providing years of knowledge, experience and proven success as evidenced by the client cities we have helped reinvent.



# RMA

**Redevelopment Management Associates is a small, independent and majority woman-owned Limited Liability Corporation headquartered in Broward County, licensed to do business by the State of Florida.**

#### **RMA HQ**

2302 E. Atlantic Boulevard  
Pompano Beach, FL 33062  
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info@rma.us.com | www.rma.us.com



RMA has joined forces with Gridics to bring you Zonar: the world's first site-specific zoning application. The software integrates any zoning code and converts hours, days, and even weeks of work into minutes. One can perform a city's land use studies, test new zoning scenarios, and create 3-D models with a few clicks. RMA utilized the software in beta-testing and was key in optimizing the platform. The redevelopment company and the software company are now combining forces to introduce the application to municipal leaders, urban planners and architects nationwide.

Zonar is a cloud-based application that assimilates GIS data, property records, and layers of zoning regulations to provide accurate zoning information and 3-D massing diagrams for individual land parcels, assemblages, transit corridors, and districts. The software is fully customizable, so it can be calibrated for any city's code. Users can efficiently analyze their zoning codes, visualize proposed land use scenarios, master plan districts and plan better cities.

The best part of it is that if a city wants to change their codes, this software will help "test" the code first to ensure it is right. It's a powerful tool for communicating technical information to a lay person with the 3-D visuals. The software provides many other features that can help expedite and simplify the review process for both city planners and property owners. For instance, it can detect if a development requires variances or if it's eligible for incentives. In addition, it will further enhance RMA's project feasibility analysis to ensure that zoning will encourage successful, compatible private investment.

It is difficult to change the rules without understanding what the current rules allow. For one city, RMA is utilizing Zonar to help craft the form-based regulations for a transit oriented corridor. The software has proven to be very useful for understanding the impact of the commercial development on the single-family neighborhoods based on the current and proposed regulations for height and mass.

RMA has authored many form-based codes and conducted several comprehensive plan amendments for cities looking to encourage redevelopment, while establishing clear expectations of the desired development pattern and expected public benefits. For RMA, planners and municipalities nationwide, Zonar means predictability and smart planning.

[www.rma.us.com/zonar](http://www.rma.us.com/zonar)



## SOUTHCOAST PARTNERS, LLC

### Southcoast Partners, LLC

William (Bill) Morris, Chief Executive of Southcoast Partners, LLC, has created and preserved significant value for clients and Florida communities for over 35 years through consulting and development of landmark residential and commercial real estate projects. He has been responsible for successful development of over 15 million SF of office and retail space and more than 2,000 residential units. In addition to his various roles directing growth and operations, he brings clients expert consulting for challenges including due diligence, zoning and entitlements and development.

In his ongoing role as Chief Executive of Southcoast Partners since 1991, Bill has developed successful projects including the upscale, 217-unit Worthing Place apartments in downtown Delray Beach, and spearheaded the condo development of 1350 Main in downtown Sarasota, and condo conversion of Runaway Beach Club in Lake Buena Vista, FL. His recent consulting/development projects include the eight-acre Atlantic Crossing in Downtown Delray Beach; the Midtown Delray development on Swinton Ave., including the Sundry House; and the Ocean One mixed-use development in Boynton Beach, FL.

## Partridge Equity Group

### Partridge Equity Group

Partridge Equity Group (PEG) and related entities is a prominent developer; an entrepreneurial firm with national reach, but with a concerted local focus. With origins in Queens NY, dating back to 1950, PEG is led by Chris Partridge and his son Christopher Partridge, both of whom boast a breadth of crucial experience in real estate development and management.

PEG has built its strong reputation on its ability to follow a deal through, from inception to completion. The firm has demonstrated experience in assembling properties, transferring development rights, negotiating leasing and purchasing, brokering with multiple government agencies, managing properties, and overseeing all architectural and legal work associated with large and small development projects. Unlike other development companies, PEG always takes a hands-on approach that ensures accountability and ultimately a successful project.

Chris Partridge has been a leader in real estate since the early 1960's, originally overseeing home sales, apartment rentals, and building management. At that time, Mr. Partridge began undertaking deals for the family's interest in purchases and investments. Christopher Partridge has followed in his father's footsteps, further expanding the reach of the firm, and greatly expanding the firm's portfolio. Some high-profile PEG Developments:

- 30th Street corner 30th Ave Astoria NY: Developed a 26,000 square foot mixed-use residential/commercial space.
- West 31 Street Manhattan, New York: Developed a 250,000 square feet apartment building.

PEG has developed properties throughout the nation that evidence the firm's ability to successfully manage and complete complex development projects. These include:

- Vista Clara Spa & Health Retreat Galisteo, New Mexico: Developing this 80-acre hotel resort and spa.
- One Astoria Square: The firm developed a 125,000 square foot apartment building that has become Astoria's most prominent apartment building.

## TEAM SUMMARY

### ***Detailed below is the Team assembled to redevelop the former H.D. King Plant Site:***

1. **RMA PRINCIPALS:** Christopher J. Brown and Kim J. Briesemeister, will take an active management role and the primary contact is Christopher J. Brown. The principals' involvement is as follows: Mr. Brown holds a Florida real estate license and general contractor's license for the company and will oversee those two functions. Ms. Briesemeister will oversee the economic development and marketing/public relations functions.
2. **SOUTHCOAST PARTNERS, LLC:** William Morris, Chief Executive Officer, has extensive experience in both office, retail and residential, having headed the commercial division of Arvida (Boca Raton), a senior development manager for Nasher Development and Cadillac Fairview (Dallas) and most recently as the principal in Southcoast Partners, having built and in process of building several mid-rise and high-rise mixed-use developments in Boca Raton, Delray Beach, Sarasota, Deerfield Beach, and Boynton Beach. Mr. Morris is heading the team in Boynton Beach to build a 231-unit residential tower with 8,000 square feet of retail on a city block on US 1 and Boynton Beach Boulevard. The second phase of the project will contain a hotel and additional residential units.
3. **PARTRIDGE EQUITY GROUP:** Managing Partners, Christopher Partridge and Tulio Rodriguez, represent a large commercial investment company with assets in excess of \$100 million. The firm has been in business since 1958 and is currently engaged with Southcoast in the construction of a 326-unit luxury residential mixed-use project with a 400-space structured garage in Deerfield Beach.
4. **CONSTRUCTION MANAGEMENT:** Christopher J. Brown, Licensed General Contractor together with Adriane Esteban, LEED and BS Georgia Tech, Construction Management, will oversee the day to day construction management. RMA will retain the services of a local general contractor but will self-manage (acting also as a general contractor) several categories of construction including all pre-construction, floor finishes, customer upgrades, and others. Mr. Brown will serve as the construction principal, together with a senior construction manager and a local general contractor to be hired by the Partnership.
5. **ECONOMIC DEVELOPMENT:** Kevin Crowder, CEcD, RMA Director of Economic Development; and Farrell Tiller, MBA, RMA Economic Development Coordinator. The economic development department will tackle one of the most important tasks: securing a brewery for the site. Mr. Crowder will oversee this unique opportunity. RMA's success in procuring breweries includes: Funky Buddha Brewery in Oakland Park, FL; 26 Degree Brewery in Pompano Beach, FL; and Odd Breed Brewery in Pompano Beach, FL. RMA is currently working on a tap room in downtown Pompano Beach for a local brewery and RMA is under contract with the City of North Miami Beach, FL to secure a craft brewery for their downtown.  
  
Market research and feasibility, headed by Mr. Crowder and team, will provide an in-depth market study for the residential development as part of the pre-construction function for the project.
6. **MARKETING AND PUBLIC RELATIONS:** Kim Briesemeister, C.R.A., RMA Principal, together with Sharon McCormick, RMA Director of Business Attraction & Marketing, and Jessica Mulder, RMA Creative Director, will handle the sales, leasing and promotions collaterals and advertising for the project. Ms. Briesemeister will act as the Principal-in-Charge of Marketing and Public Relations. The leasing of the apartments will be handled by a professional manager selected by the Partnership. The leasing of the Brewery and the retail will be handled by the Partnership.
7. **PROPERTY MANAGEMENT:** This function will be handled by the Partnership; however, a local firm will likely be retained to perform these services for the owner-developer and residential associations.

## **CHRISTOPHER J. BROWN**

RMA Principal-in-Charge of Construction and Real Estate and Primary Contact

### **Years of Experience**

33

### **Areas of Expertise**

- Urban Design Regulations
- Public-Private Partnerships
- Real Estate Development
- Redevelopment Planning & Management
- Community Engagement/Meeting Facilitator

### **Bio**

Mr. Brown has extensive experience in planning and design, real estate development, finance and redevelopment management. Mr. Brown served for 9 years as the Executive Director of the highly successful Delray Beach CRA when it was just in its infancy. He is recognized throughout Florida for the legacy he has left in Delray Beach and is responsible for negotiating multiple public-private partnerships and creating the marketing co-op. Mr. Brown's successes in redevelopment can be attributed to his experience in real estate, working for and as, a real estate developer. Chris Brown has led some of the most successful Community Redevelopment Agencies in the state of Florida and is a past President of the Florida Redevelopment Association.

### **Education**

M.A. | University of Pennsylvania

B.A. | Yale University

### **Certifications**

- General Contractor
- Real Estate Broker

### **Professional Affiliations**

- Congress of New Urbanism
- Urban Land Institute
- International Council of Shopping Centers
- Florida Redevelopment Association, Past President
- Business Loan Fund of the Palm Beaches Inc., Board of Directors
- Palm Beach Photographic Center, Board of Directors

### **Urban Design Regulations**

- Plantation Midtown Master Plan and Design Guidelines, Plantation, FL
- City of Stuart Urban Design Guidelines and Overlay District, Stuart, FL
- Pompano Beach CRA Northwest and East District Master Plans and Design Guidelines, Pompano Beach, FL

### **Public-Private Partnerships**

- Pompano Beach Pier Redevelopment, Pompano Beach, FL
- Harbor Village Shops, Pompano Beach, FL
- Atlantic Grove Mixed Use Development, Delray Beach, FL
- Ocean City Retail/Office Center, Delray Beach, FL
- Hyatt Place Hotel, Delray Beach, FL
- Central Market Retail Center, Oakland Park, FL

### **Real Estate Development**

- 1350 Main, Mixed Use High Rise Development, Sarasota, FL
- The Lofts, Mixed Use Development, Gainesville, FL
- Crossings Condominium, Houston, TX

### **Historic Preservation**

- Spady History Museum, Delray Beach, FL
- State of Florida Historic Preservation Office, Delray Beach, FL
- Delray Beach CRA Office, Delray Beach, FL

### **Redevelopment Planning and Management**

- Pompano Beach Community Redevelopment Plan Update, Pompano Beach, FL
- Business Improvement District Plan, Naples, FL
- Parking Enterprise Fund, Pompano Beach, FL
- Public Parking and Parking Management, Delray Beach, FL
- Business Attraction and Incentives, Delray Beach, FL
- West Palm Beach Community Redevelopment Agency, West Palm Beach, FL
- Dania Beach Community Redevelopment Agency, Dania Beach, FL
- Margate Community Redevelopment Agency, Margate, FL

## **KIM BRIESEMEISTER, C.R.A.**

RMA Principal-in-Charge of Marketing and Public Relations

### **Years of Experience**

27

### **Areas of Expertise**

- Redevelopment Management
- Visioning and Planning
- Financing Redevelopment
- Community Engagement/Meeting Facilitator

### **Bio**

Ms. Briesemeister has managed redevelopment of some of the largest, most complex CRA districts and redevelopment projects in South Florida, including West Palm Beach, Pompano Beach, Fort Lauderdale, Hollywood, and Dania Beach, which led to total transformation within the cities. This included preparing urban vision plans, Transit Oriented Development strategies and financing mechanisms, drafting/implementing downtown revitalization plans, negotiating public-private partnerships, marketing, branding, business attraction/retention, and community consensus building. She oversaw the acquisition and disposition of approximately \$52 million in public property targeted for redevelopment and currently serves on the Real Estate Advisory Board for the University of Miami. Kim Briesemeister has led some of the most successful Community Redevelopment Agencies in the state of Florida and is a past President of the Florida Redevelopment Association.

### **Education**

A.A. | Specialized Business, International Correspondence School  
ICSC Marketing I & II, John T. Riordan School of Professional Development

### **Certifications**

Certified Redevelopment Administrator (C.R.A.)

### **Professional Affiliations**

- University of Miami, Master in Real Estate Development & Urbanism
- Florida Redevelopment Association, Past President
- Urban Land Institute
- International Council of Shopping Centers, Past Co-Chair
- International Economic Development Council

## **WILLIAM MORRIS**

Chief Executive, Southcoast Partners, LLC

### **Years of Experience**

30+

### **Areas of Expertise**

- Real Estate Development, Mixed-use Commercial and Residential
- Finance
- Real Estate Management

### **Bio**

Mr. Morris has been committed to the creation and preservation of significant value through the development and consulting of successful residential and commercial real estate projects. Mr. Morris has been directly responsible for the successful development of over 15,000,000 SF of office, retail, and over 2,000 residential units. In 1985, Mr. Morris moved to South Florida where he was President of Arvida/JMB Partners headquartered in Boca Raton. In that capacity, he was responsible for all aspects of residential and commercial development, zoning, brokerage and property management.

In 1991, Mr. Morris established Southcoast Partners, LLC and was initially responsible for the development effort of numerous sites in downtown Boca Raton including buildings for Bank of America, Merrill Lynch and the upscale 256-unit Palmetto Place residential/retail complex. More recent activities include the redevelopment of the 200-unit Highland Beach Club; the highly successful Worthing Place 217-unit upscale residential/retail complex located in the heart of downtown Delray Beach; Runaway Beach Club, a 192-unit apartment project in Lake Buena Vista, FL; and 1350 Main, a 17-story upscale condominium project in downtown Sarasota, FL.

In addition to development and consulting activities, Mr. Morris has been active with civic and charitable organizations in South Florida including Board of Director roles with Florida Atlantic University, Delray Beach Center for the Arts (O.S.S.), and Founder of the Boys and Girls Club of Boca Raton. For many years, Mr. Morris has been an active member of the Urban Land Institute and the ICSC.

### **Education**

B.A. Business Administration | Wittenberg University  
J.D. | Case Western Reserve University Law School

### **Professional Affiliations**

- Urban Land Institute
- International Council of Shopping Centers

## **CHRISTOPHER PARTRIDGE**

Managing Partners, Partridge Equity Group

### **Years of Experience**

25+

### **Areas of Expertise**

- Developer - Commercial and Residential Real Estate
- New Development, Mixed-Use, Multi-family
- Property Management and Leasing

### **Bio**

Christopher Partridge is a well-known developer who has been in the business for over 25 years. He is the co-founder of the Partridge Equity Group (PEG), and numerous other real estate entities. He specializes in new development, renovations, repositioning troubled properties, property management and leasing. His keen eye for up-and-coming properties and locations as well as his distinct hands-on approach ensures quality work, accountability and ultimately a successful project. Mr. Partridge is the product of a three-generation family-owned real estate company who have focused on the New York metropolitan area as builders, managers and owners. He brings an attention to design to create a competitive edge. Creating a sense of value while maintaining an economically viable project, Mr. Partridge has completed successful multi-family projects up and down the east coast of the United States.

## **TULIO RODRIGUEZ**

Managing Partners, Partridge Equity Group

### **Years of Experience**

25+

### **Areas of Expertise**

- Commercial and Residential Real Estate Development
- Finance and Economics
- Executive Management Consulting and Project Management

### **Bio**

Tulio Rodriguez is an Economist, he is the managing partner and co-founder of KoRes Corporation, specializing Commercial and Residential Real Estate, equity raising and financing for large scale real estate development projects in Florida and throughout the United States. Tulio has more than 25 years of hands-on experience in high level management consulting, multi-million dollar project management and equity raising and strategic analysis of complex statistical trends and vital government policy initiatives that impact his clients. Tulio is a frequent and renowned guest speaker on national television and radio, drawing on his vast knowledge of economics and finance to educate and empower individuals and businesses to make the best possible personal financial and business decisions. Tulio has taught extensively at the University level and currently writes about economics and finance for various South Florida publications.

## **KEVIN S. CROWDER, CEcD**

RMA Director of Economic Development

### **Years of Experience**

23

### **Areas of Expertise**

- Economic Development
- Business Attraction & Retention
- Research & Analysis
- Joint Ventures
- Marketing & Promotion
- Redevelopment Planning
- Government Affairs
- Community Engagement/Meeting Facilitator

### **Bio**

Mr. Crowder's Experience includes 5 years as RMA's Economic Development Director, 15 years with the City of Miami Beach and the Miami Beach Redevelopment Agency as the Director of Economic Development and Government Affairs, leading the City's economic development program and multi-jurisdictional lobbying efforts. Mr. Crowder is an IEDC Certified Economic Developer (CEcD), with almost \$600 million in P3 project investment, whose primary areas of expertise are business and entrepreneurial assistance, private capital investment, market research, joint ventures, redevelopment agency programs and government affairs. He has conducted detailed economic, fiscal, and market analysis for business development, investment, and policy issues and created a broad municipal market research and business assistance program. Kevin provides the team with the market analysis data expertise needed to implement plans and strategies that ensure marketing dollars are spent effectively. Kevin was also involved in the early marketing of South Beach with the South Beach Marketing Council. Mr. Crowder recently served on the board of the Florida Redevelopment Association.

### **Education**

B.G.S | West Texas A&M University

Primary Leadership Development Course, Fort Sherman, Panama

U.S. Army Intelligence School, Goodfellow Air Force Base, Texas

### **Professional Affiliations**

- Florida Redevelopment Association, Board Member
- Int'l Economic Development Council
- Int'l Council of Shopping Centers
- Council for Community & Economic Research
- Urban Land Institute
- Florida Economic Development Council
- American Legion
- Key West Arts & Historical Society

## **LYNN D. DEHLINGER**

Licensed Real Estate Broker and RMA Sr. Economic Development Manager

### **Years of Experience**

25

### **Areas of Expertise**

- Economic Development
- Real Estate Development and Brokerage
- Retail and Mixed-Use Planning and Implementation
- Public-Private Partnerships
- Community Engagement/Meeting Facilitator

### **Bio**

Ms. Dehlinger's accomplishments include commercial development projects throughout Florida and Georgia, including award winning redevelopment projects. She has been a featured panelist and speaker for the International Council of Shopping Centers, Florida League of Cities, Florida Planning and Zoning Association, Florida Redevelopment Association, Commercial and Industrial Real Estate Brokers, and Central Florida Commercial Board of Realtors. She was recently named one of the region's Most Influential Women in Business. She has negotiated major land development projects with municipalities, including developments of regional impact, public-private partnerships and local development agreements. She has been involved in development projects for major retailers in the Southeast including Publix, The Home Depot, Epic Theaters, and Walmart. She has authored market analysis for business development and worked with national and international companies to expand their operations and employment base. She currently serves on the board of the Florida Redevelopment Association and ICSC's P3 National Alliance committee. Her experience in negotiating complex agreements, in all aspects of business development including planning, branding and recruitment, position her well for effective leadership and management in today's complex business environment.

### **Education**

Attended University of Georgia and Purdue

### **Professional Affiliations**

- Florida Redevelopment Association Board
- ICSC Alliance National Committee
- ICSC Alliance Past Public Sector Chair, State of Florida
- International Council of Shopping Centers (ICSC)
- Licensed Real Estate Broker, State of Florida
- Charter Member, Atlanta Commercial Board of Realtors
- Holly Hill Chamber of Commerce
- Former Director, Commercial Industrial Real Estate Brokers Association
- Board of Directors, Helpful Hands Seminole
- City of Winter Springs Parks and Recreation Advisory Board
- City of Winter Springs Redistricting Board

## **SHARON McCORMICK**

RMA Director of Business Attraction and Marketing

### **Years of Experience**

27

### **Areas of Expertise**

- Business Attraction & Retention
- Research & Analysis/Marketing Plans & Implementation
- Brand Identification & Development/Strategy & Campaigns
- Cultural Arts & Special Events
- Community Engagement/Meeting Facilitator

### **Bio**

Ms. McCormick has extensive experience in community and business development through retail, non-profit and event marketing, sponsorship development and public and media relations. Ms. McCormick has created award winning marketing, branding and public relations campaigns and has authored multiple Marketing Strategies for RMA clients. Her strategies and comprehensive approach have included business development programs that have attracted millions of dollars in capital investment and increased revenues, including the attraction of the highly successful Funky Buddha craft brewery which opened in 2013 in Oakland Park's Culinary Arts District.

### **Education**

B.S. | Appalachian State University,  
ICSC Marketing I & II - John T. Riordan School of Professional Development

### **Professional Affiliations**

- International Council of Shopping Centers
- Florida Redevelopment Association
- Alliance of Women Executives, Board Member/VP Digital Communications

## **JESSICA MULDER**

RMA Creative Director

### **Years of Experience**

9

### **Areas of Expertise**

- Graphic Design
- Marketing & Branding
- Project Management
- Event Planning & Coordination
- Art Direction

### **Bio**

Ms. Mulder brings a passion for design and life to all of her projects. Her diverse and multi-faceted experience includes: Graphic Design, Branding, Marketing, Advertising, Social Media Marketing and Consulting, Copywriting, Film and 3D Animation Production, Project Management, and Event Planning. Ms. Mulder finds inspiration worldwide for innovative Creative Direction from Branding and Web Development to Marketing Plan Design, Strategy and Implementation. Clientele coast-to-coast have benefited from her keen eye for detail and expertise, including clients in New York City, Pennsylvania, South Florida, Texas, and California.

### **Education**

B.A. | University of Central Florida





# TAB 2

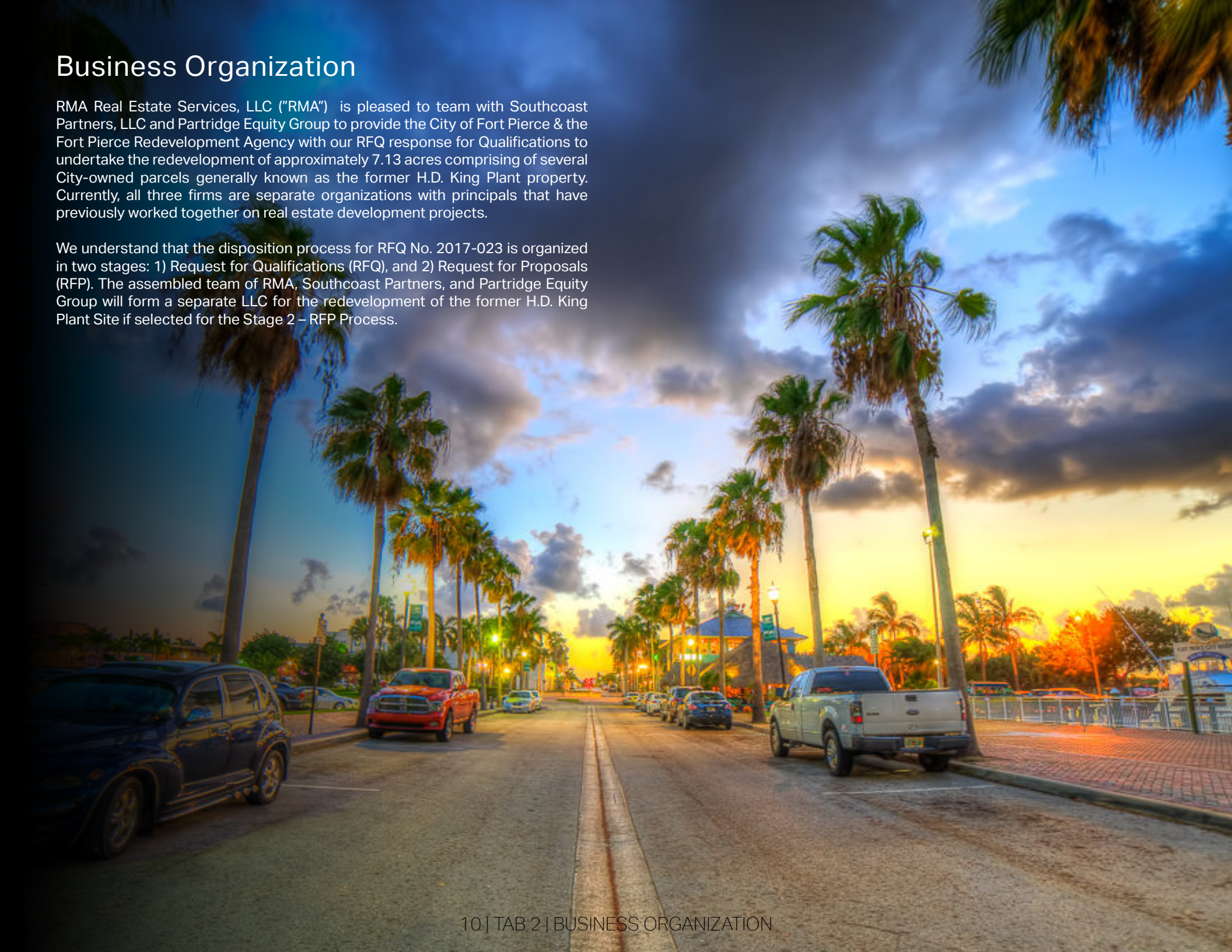
## BUSINESS ORGANIZATION



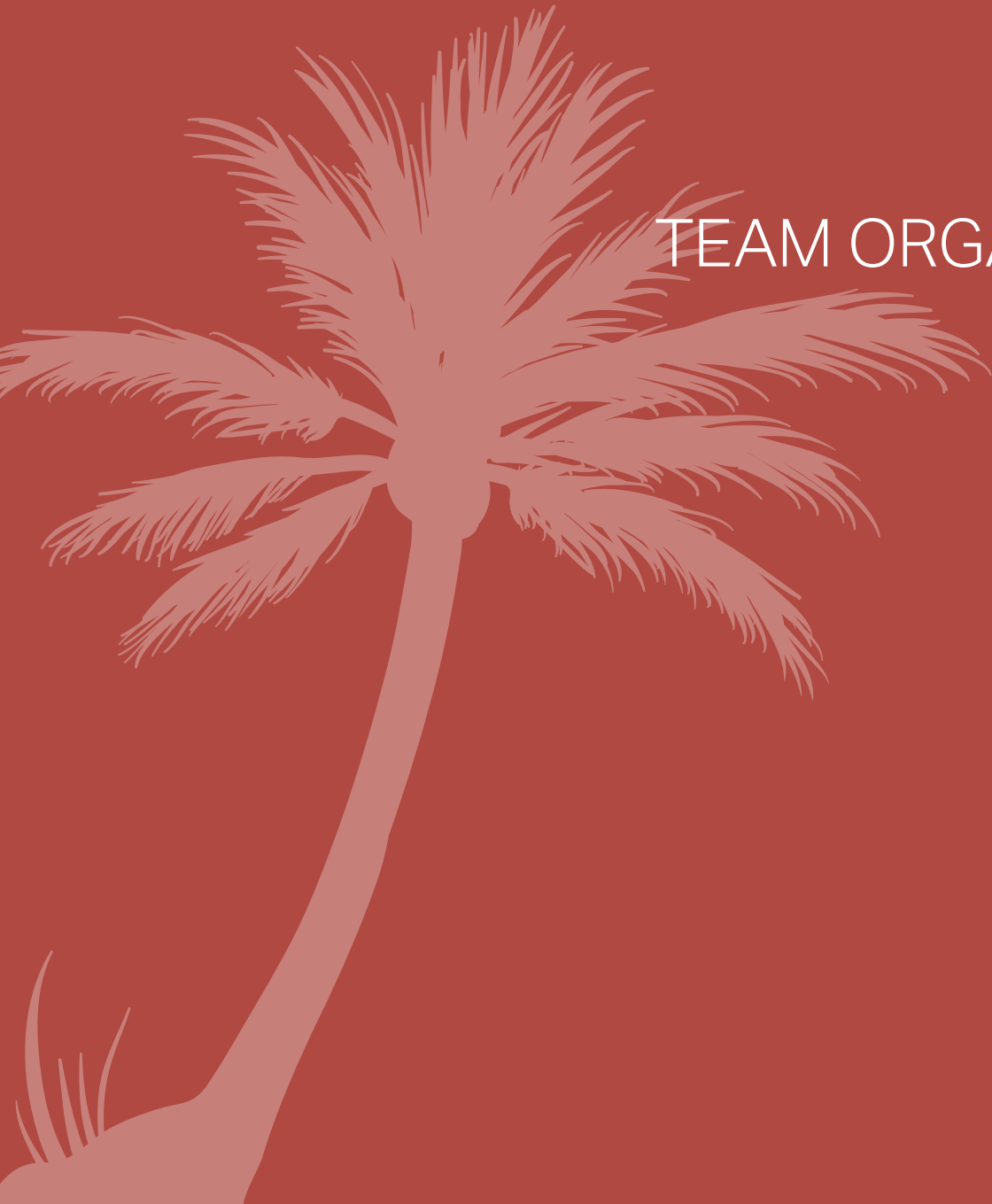
# Business Organization

RMA Real Estate Services, LLC (“RMA”) is pleased to team with Southcoast Partners, LLC and Partridge Equity Group to provide the City of Fort Pierce & the Fort Pierce Redevelopment Agency with our RFQ response for Qualifications to undertake the redevelopment of approximately 7.13 acres comprising of several City-owned parcels generally known as the former H.D. King Plant property. Currently, all three firms are separate organizations with principals that have previously worked together on real estate development projects.

We understand that the disposition process for RFQ No. 2017-023 is organized in two stages: 1) Request for Qualifications (RFQ), and 2) Request for Proposals (RFP). The assembled team of RMA, Southcoast Partners, and Partridge Equity Group will form a separate LLC for the redevelopment of the former H.D. King Plant Site if selected for the Stage 2 – RFP Process.







# TAB 3

## TEAM ORGANIZATIONAL STRUCTURE



# Team Organizational Structure







# TAB 4

## QUALIFICATIONS AND EXPERIENCE



## QUALIFICATIONS AND EXPERIENCE

RMA believes economic development starts with the vision, but the power is in its implementation. We take a business minded approach to development planning that is practical, buildable and results driven.

The RMA team's distinction from other development firms is our expertise and focus on urban area revitalization and growth of local economies. The firm, its Principals, and team are well known for their combined experience attracting investment to client communities, implementing plans and constructing projects. It is that real world experience managing capital projects, applying land development regulations to new and refurbished construction and negotiating and financing projects and incentives that set the RMA team apart. Our team can point to the successes of some of its more notable clients to illustrate its result driven approach, from drafting the strategies to building and leveraging results. Example projects are provided in this submittal.

The Partnership team is well-qualified, with hands-on successful experience, to provide professional real estate development services to accomplish the City of Fort Pierce's goals. In addition to real estate development, we offer expertise with economic development, urban design & planning, real estate and P3's, business attraction and marketing, and management and administration for municipal clients. The team's extensive experience includes services that cover redevelopment of infill parcels, neighborhood urban design and town center planning, community involvement, design, code writing, contract review and negotiation, public-private partnerships, revitalization strategies, presentations at public hearings and other services required to facilitate high quality development.

**Chris Brown** has been in the real estate development business since his first assignment after graduate school in 1971. His experience includes both residential and commercial, having worked in Houston for two public companies developing subdivisions, housing, and office buildings. He entered his own development practice in Houston, executing several projects of townhouses and apartments. In Florida, he worked with an international developer, developing high rise condominiums, followed by a national developer building townhouses in Boca Raton, followed by a firm developing rental apartments both on the east and west coast of Florida. He then ventured on his own in Florida, developing single family (golf course homes), followed by a high-rise in Sarasota, apartments in Gainesville and a mixed-use project in Delray Beach. Mr. Brown is a licensed real estate broker and a general contractor. His experience also covers extensive infrastructure development experience.

**Kim Briesemeister** is a Certified Redevelopment Administrator (C.R.A.) and she oversaw the acquisition and disposition of approximately \$52 million in public property targeted for redevelopment and currently serves on the Real Estate Advisory Board for the University of Miami. Ms. Briesemeister was in charge for

the City of West Palm Beach interest in the large mixed-use development in West Palm Beach called City Place. She also spearheaded the first award winning multi-family projects in downtown Fort Lauderdale, which started a major development trend in which the city approved over 10,000 residential units.

**William (Bill) Morris**, Chief Executive of Southcoast Partners, LLC, has created and preserved significant value for clients and Florida communities for over 35 years through consulting and development of landmark residential and commercial real estate projects. He has been responsible for successful development of over 15 million SF of office and retail space and more than 2,000 residential units. In his ongoing role as Chief Executive of Southcoast Partners since 1991, Bill has developed successful projects including the upscale, 217-unit Worthing Place apartments in downtown Delray Beach, and spearheaded the condo development of 1350 Main in downtown Sarasota, and condo conversion of Runaway Beach Club in Lake Buena Vista, FL. His recent consulting/development projects include the eight-acre Atlantic Crossing in Downtown Delray Beach; the Midtown Delray development on Swinton Ave., including the Sundy House; and the Ocean One mixed-use development in Boynton Beach, FL.

**Christopher Partridge** and **Tulio Rodriguez**, Managing Partners: Partridge Equity Group (PEG). PEG and related entities is a prominent developer with origins in Queens NY, dating back to 1950; an entrepreneurial firm with national reach, but with a concerted local focus. PEG is led by Chris Partridge and his son Christopher Partridge, both of whom boast a breadth of crucial experience in real estate development and management. PEG has built its strong reputation on its ability to follow a deal through, from inception to completion. The firm has demonstrated experience in assembling properties, transferring development rights, negotiating leasing and purchasing, brokering with multiple government agencies, managing properties, and overseeing all architectural and legal work associated with large and small development projects. Unlike other development companies, PEG always takes a hands-on approach that ensures accountability and ultimately a successful project. Some high-profile PEG Developments include: 30th Street corner 30th Ave Astoria NY: a 26,000 square foot mixed-use residential/commercial space; West 31 Street Manhattan, New York: a 250,000 square feet apartment building. In addition, PEG has developed properties throughout the nation that evidence the firm's ability to successfully manage and complete complex development projects. These include: Vista Clara Spa & Health Retreat Galisteo, New Mexico: Developing this 80-acre hotel resort and spa; One Astoria Square, New York: The firm developed a 125,000 square foot apartment building that has become Astoria's most prominent apartment building.

Additional members of the RMA team have also had experience in development, including **Kevin Crowder**, **Lynn Dehlinger** and others having worked extensively for cities and spearheading their public-private partnerships.

**Mr. Crowder's** extensive experience includes 15 years with the City of Miami Beach and the Miami Beach Redevelopment Agency as the Director of Economic Development and Government Affairs, leading the City's economic development program and multi-jurisdictional lobbying efforts. He represented the city on many P3 projects including parking garages, public infrastructure, and real estate development, hotels, retail, and office. Mr. Crowder is an IEDC Certified Economic Developer (CEcD), with almost \$600 million in P3 project investment; primary areas of expertise include business and entrepreneurial assistance, private capital investment, market research, joint ventures, redevelopment agency programs and government affairs. He has conducted detailed economic, fiscal, and market analysis for business development, investment, and policy issues and created a broad municipal market research and business assistance program.

**Ms. Dehlinger's** development accomplishments include commercial, mixed-use and residential projects throughout Florida and Georgia. She has negotiated major land development projects with municipalities, including developments of regional impact, public-private partnerships and local development agreements. Her involvement with development projects for major retailers in the Southeast includes Publix, The Home Depot, Epic Theaters, and Walmart. She currently serves on the board of the Florida Redevelopment Association and ICSC's P3 National Alliance committee. Ms. Dehlinger has been a featured panelist for International Council of Shopping Centers, Florida League of Cities, Florida Planning and Zoning Association, Florida Redevelopment Association, Commercial and Industrial Real Estate Brokers, and Central Florida Commercial Board of Realtors and she was also named one of Volusia County's Most Influential Women in Business.

## RMA TEAM PRIOR SUCCESSFUL EXPERIENCE IN PUBLIC-PRIVATE PROPOSER AGREEMENTS.

The RMA team has utilized many complex P3 financial and real estate structures in the most successful CRA's in Florida, including Miami Beach, Delray Beach, Fort Lauderdale, Hollywood, and West Palm Beach; and we are currently providing P3 and other consulting services to the Dania Beach, Margate, North Miami, and North Miami Beach CRA's. RMA's understanding of Florida CRA's and how they operate is unmatched. The firms' principals have managed four of the largest CRA's in the State of Florida, including the Delray Beach, Fort Lauderdale, West Palm Beach, and Hollywood CRA's. Additionally, RMA currently manages three Florida CRA's (West Palm Beach, Pompano Beach, Margate) and also recently managed the Dania Beach, Florida CRA. The RMA team includes two past presidents of the Florida Redevelopment Association and two current members of the FRA Board of Directors, including the chair of the FRA's Legislative Committee.

Kim Briesemeister and Chris Brown have over \$1 billion in project experience. Ms. Briesemeister and Mr. Crowder, having been on the public side for many years, have numerous P3 experience including analysis and oversight of the P3 development agreements. Kim Briesemeister has been engaged for the last 20+ years providing consulting services to governmental entities and the real estate development industry. She has extensive knowledge in financing of public-private partnerships, public-private partnership developer agreements, financial analysis and market research. Ms. Briesemeister is currently managing, for the City of Pompano Beach, an eight-acre ocean front development P3 and, as previously stated, oversaw the agreements and management of the City Place P3 in West Palm Beach.

RMA Economic Development Director, Kevin Crowder, is a member of the workshops committee for the Florida Council for Public-Private Partnerships (FCP3) which provides free workshops to cities on P3s; he was asked by the Florida League of Cities to testify on its behalf to the State of Florida's Public-Private Partnerships Task Force; and he also taught the 2015 economic development course for the Florida League of Cities University including developing the curriculum which addressed public-private partnerships, real estate development and financing economic development. Kevin Crowder has experience of approximately \$600 million in P3 project investment.

## RMA EXPERTISE

### CRA Management & Administration

#### CRA Consulting

- CRA Plans
- Findings of Necessity
- Public Finance
- Public-Private Partnerships
- Branding & Marketing
- Incentives
- Real Estate

#### Municipal/County Government Processes

- Current and past CRA Management
- Extensive municipal/county prior work experience of RMA Team

#### Florida Use Planning

- Master Plans
- Visioning
- Land Use Amendments & Zoning

#### Regulations

- Transit Oriented Corridor (TOC)
- Streetscape

#### Public Participation Processes

- Community Events

#### Charrettes

- Public Workshops
- Stakeholder Meetings
- Surveys

#### Economic Analysis

- Feasibility Analysis
- Market Assessment
- Economic Development

#### Implementation Strategy

- Incentive Development & Analysis
- Legislative Analysis
- Business Attraction & Marketing

## PROJECTS

**Worthing Place**  
*Delray Beach, FL*



Worthing Place was a public/private partnership with the City and CRA of Delray Beach in which municipal properties consisting of approximately 4 acres were exchanged for a 224-space, \$11 million, public parking garage, the city's first downtown multi-story garage. The development consists of 20,000 square feet of retail and 219 luxury rental units in the heart of downtown Delray Beach. Worthing Place is considered a prime site in the City and now fills a critical need for rental urban housing. The developer, Southcoast Properties, completed the project in 2013 and has a large consumer base of the professional class millennials.

**Palmetto Place**  
*Boca Raton, FL*



Southcoast, in partnership with Deutsche Bank successfully built and sold a 256 unit condominium project in downtown Boca Raton in the early 2000s. The project was in partnership with the City and CRA of Boca Raton. The Project overbuilt its five story parking garage by 224 public parking spaces and the balance of the parking, 513 spaces, served the condominium, the adjacent Bank of America office building and the 20,000 square feet of retail space. The eight story mid-rise was financed with a \$64 million loan from Ohio Savings and Loan. Built in the early days of redevelopment in the downtown, the Project's success encouraged close to a billion dollars of residential mixed-use development in the downtown in the following fifteen years.

**1350 Main**  
*Sarasota, FL*



William Morris (Southcoast Partners) and Chris Brown (RMA/LB Jax) developed a 17-story mixed use, high rise in downtown Sarasota in 2007, including 6,000 square feet of retail and 134 condominiums. The project set a sales record in the market when it sold out in one day. The project's architect included Cohen, Freedman, and Encinosa as well as Andres Duany (DPZ) who served as the consulting urban designer to the City and to the developer. The project was a P3 with the City in which the City transferred part of the right of way of two main streets, allowing the development to build four floors of loft urban housing on top of an arcaded public sidewalk. DPZ provided the City of Sarasota with a downtown masterplan and the development followed the plan before it was adopted. 1350 Main is an example of new urbanism at its best.

## PROJECTS

### **Ocean One Boynton Beach, FL**



Ocean One is a mixed-use development including residential and retail to be constructed in two phases, both being urban, mixed-use developments. Phase 1 consists of 231 residential apartment homes and 8,575 square feet of retail. Phase 2 will consist of approximately 118 residential apartment homes, approximately 6,000 square feet of commercial space, and a 100 plus room boutique hotel.

### **Pompano Beach Pier Street Parking Garage Pompano Beach, FL**



Design and construction of a 500-space parking garage in close proximity to the beach. The new garage is the corner piece of the Pompano Beach Pier Park master development which is planned as a new City destination with new restaurants, retail shops, and a potential hotel establishment. The design developed by the team reflects the needs of the master development plan and is planned and designed to accept exterior liner structures. The exterior of the garage features undulating screens of abstract sails, evocative of the ocean and maritime location and is in harmony with the Pompano Beach Bridge soon to be constructed.

### **The Lofts on West University Gainesville, FL**



The three-story, 31 residential units, for sale, and 1,500 square feet of retail project are situated halfway between downtown Gainesville (Main Street) and the University of Florida (13th Street). The condominium flats were marketed successfully to football alumni, to Shands Hospital professional employees, and to parents of children attending UF. Mr. Brown was 50% partner in the project and he co-supervised the pre-construction, sales and marketing, construction, closings, and warranty work. SunTrust Bank financed the project with a \$3.6 million loan.

## PROJECTS

### City of Pompano Beach, BaCA (Bailey Contemporary Arts) Cultural Center Pompano Beach, FL



The two-story, 12,000 square foot cultural center includes a public art gallery and coffee shop on the ground floor and 13 artists' studios on the second floor. The project was a full historical building renovation, managed by RMA, and is extremely successful. RMA's role, on behalf of the City of Pompano Beach CRA, included the concept, the pre-construction, the construction and the management of the art center.

### City of Pompano Beach, Ali Cultural Arts Center Pompano Beach, FL



Consists of a two-story, 6,000 square feet indoor and 10,000 square feet outdoor, historic structure located on MLK Jr. Boulevard, specializing in theatre, dance and music. Included is an outdoor patio and a stage for music, theatre and dance performances. RMA's role, on behalf of the City of Pompano Beach CRA, included the concept, the pre-construction, the construction and the management of the art center.

### Rodeo Grounds P3 Project Davie, FL

**OUTSTANDING SPECIALTY DEVELOPMENT OPPORTUNITY**  
DAVIE, BROWARD COUNTY, FL

The Town of Davie and Davie CRA seek a Development Partner for Unique Western Themed Downtown Center with mixed use components that provide daytime and nighttime uses including restaurants, retail shops, and public spaces with programmed activities.

**DOWNTOWN DAVIE INCLUDES:**

- 72,000-square foot Bergeron Rodeo grounds
- Over \$23 Million dollars in Capital Improvements for roadway and drainage projects
- Over 600 new units under development in residential and mixed use projects

**PROPERTY FEATURES:**

- 24 acres Davie and Orange
- Close proximity to Turnpike, I-595, I-75, Ft. Lauderdale/Hollywood International Airport, and Port Everglades
- 7 higher education institutions in the immediate area

Demographics	2016 Population	Median Household Income
2016 Population	3 miles 106,960	\$52,292.00
	5 miles 331,110	\$44,698.00

The deadline to submit responses is 2:00 PM EST on July 14, 2017.  
Questions regarding this solicitation shall be submitted in writing to: [bids@davie-fl.gov](mailto:bids@davie-fl.gov) no later than 5:00 PM on June 23, 2017.

The 24-acre site, in close proximity to the Interstate 595 and the Florida Turnpike, was determined by the Town to be a valid P3 project in which it would partner with a developer on its redevelopment; it contains a world class, 72,000 square foot rodeo arena that hosts 175 events annually. The Arena holds an audience of 5,000 people. The Town has a strong commitment to retain and enhance its western cowboy architecture and heritage and wishes to redevelop the site as mixed-use. RMA was retained to analyze the site, including preparing a market analysis and land use alternatives, issue a RFP and manage the entire P3 process. Currently, a developer is in the process of being selected and the project proposed is mixed-use including entertainment center, retail, and a hotel.

## PROJECTS

### 2300 East Atlantic Boulevard Office and Retail Center Pompano Beach, FL



The two-story building, 10,000 square feet in size, houses the headquarters of RMA and is currently under redevelopment. RMA purchased the building in 2015 to build its company's headquarters on the second floor and wanted to also develop new downtown retail on a major roadway along the first floor, street-level. RMA's role includes the acquisition, the pre-construction, the budget and financial proforma analysis, the construction, leasing, tenant improvement construction, and the management of the building. Centennial Bank financed the \$1.5 million project.

### 114-122 North Flagler Avenue Office and Retail Center Pompano Beach, FL



The one and two-story, 11,000 square feet suite of three buildings is currently under redevelopment. Approximately 50% of the office space is leased by Holy Cross Hospital. RMA recently leased, in 2017, 1,700 square feet to a cross-fit training gym and further plans include the renovation and expansion for Holy Cross on the second floor of the building. RMA's role includes the concept, acquisition, the pre-construction, the budget and financial proforma analysis, the construction, leasing, tenant improvement construction, and the management of the building. Centennial Bank financed the \$1.5 million project.



# TAB 5

## FINANCIAL CAPACITY



## FINANCIAL CAPACITY

### EXPERIENCE

The former H.D. King Plant Site ("Site") will be developed by a team of urban-oriented professionals that possess a vast amount of development experience in the South Florida market. The Development and Construction Management of the site will be spear headed by a Partnership of RMA, Southcoast Partners, and a large real estate investment firm, Partridge Equity Group. Chris Brown and Kim Briesemeister (RMA Principals) have completed a high-rise in Sarasota, a mid-rise in Gainesville and are completing two urban office buildings in downtown Pompano Beach. Bill Morris (Southcoast), who has recently completed several premier projects in southern Palm Beach County, including Worthing Place, (Delray Beach), Highland Beach Club (Highland Beach) and Palmetto Place (Boca Raton), all of which are world-class residential/retail mixed –use projects; and Partridge Equity Group (Chris Partridge) owners and operators of numerous shopping centers in Florida, offer depth to the team to add new life into the magnificent historic downtown Fort Pierce.

The development team is committed to bringing a major residential –retail project into the heart of downtown Fort Pierce. This project will be a significant catalyst to further enhance the vibrancy of the downtown adding to the rebuilt Fort Pierce City Marina, the newly redesigned Veterans Memorial Park and the improvements to Moore’s Creek/Indian River Lagoon.

The team partners have, over their combined fifty years of real estate development experience, borrowed in excess of \$500 million. Recent examples of financing include Worthing Place (\$77,000,000), Palmetto Place (\$70,000,000), 1350 Main (\$50,000,000), the proposed Ocean One, Phase One, (\$65,500,000), and Boynton Trails Shopping Center (\$50,000,000).

### FINANCIAL STATEMENT

The Net Worth of the Principals of RMA together with other personal assets is in excess of \$5,000,000.

The Net Worth of William E. Morris, Chief Executive of Southcoast Partners, LLC together with other personal assets is in excess of \$20,000,000.

The Net Worth of the Managing Partners of Partridge Equity Group together with other personal assets is in excess of \$50,000,000.

### CAPACITY

The assembled Team has the capacity to fund \$2,500,000 in pre-development costs from own resources, and experience with at least two projects raising \$50,000,000 in equity and debt structure.

### FINANCIAL STRUCTURE AND EXPERIENCE

The assembled team will structure the project in phases including a master plan phase that will identify new infrastructure, such as water, sewer, storm water, parking, electrical, natural gas, and other equipment and systems, required for the project. Any individual phases, such as the brewery, townhouses, Moore's Creek retail and residential, and mixed-use residential, retail and structured parking, may each have their own distinct financing structure. Each phase will be financed through traditional methodology of both debt and equity, the former being provided by institutional lenders as described below. Equity will be provided by the Partnership.

### INVESTORS/LENDERS

The team will finance the Project with both debt and equity. The equity in the project will be provided by the Partnership and the debt will be provided by institutional lenders like Regions Bank, Bank of the Ozarks, and Prudential Real Estate Advisors. It is anticipated that the debt may be provided in partnership between banks. The partners will be the investors.

#### Partial List of Institutional Partners and Lenders include:

- GMAC
- Prudential Real Estate Advisors
- BlackRock Real Estate
- GE Capital
- Bankers Trust Company
- Deutsche Bank
- ING / Clarion Partners
- Clarion Partners
- KeyBank
- PNC Bank
- Regions Bank
- Bank of America
- CNL
- Fifth Third Bank



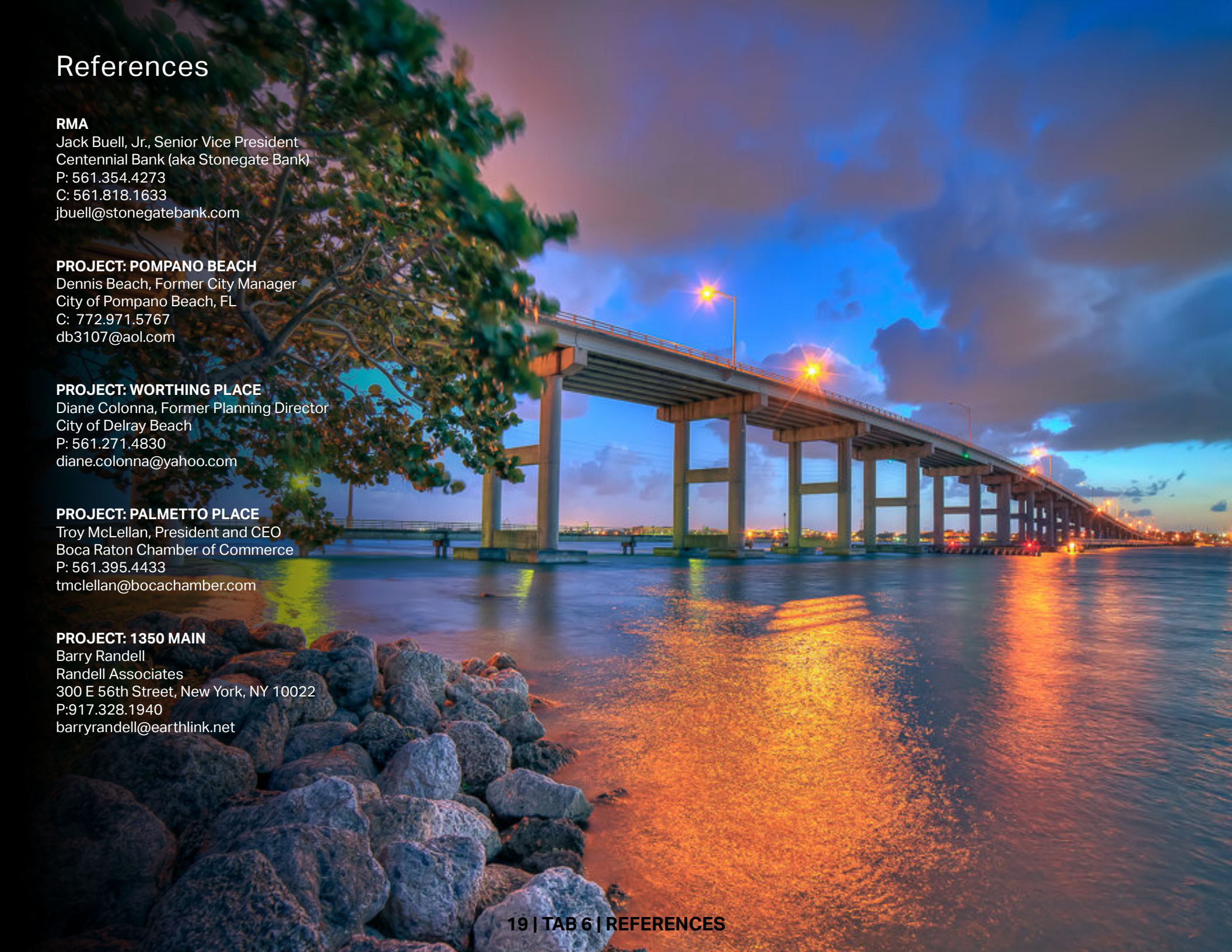


# TAB 6

REFERENCES



# References



## **RMA**

Jack Buell, Jr., Senior Vice President  
Centennial Bank (aka Stonegate Bank)  
P: 561.354.4273  
C: 561.818.1633  
jbuell@stonegatebank.com

## **PROJECT: POMPANO BEACH**

Dennis Beach, Former City Manager  
City of Pompano Beach, FL  
C: 772.971.5767  
db3107@aol.com

## **PROJECT: WORTHING PLACE**

Diane Colonna, Former Planning Director  
City of Delray Beach  
P: 561.271.4830  
diane.colonna@yahoo.com

## **PROJECT: PALMETTO PLACE**

Troy McLellan, President and CEO  
Boca Raton Chamber of Commerce  
P: 561.395.4433  
tmclellan@bocachamber.com

## **PROJECT: 1350 MAIN**

Barry Randell  
Randell Associates  
300 E 56th Street, New York, NY 10022  
P: 917.328.1940  
barryrandell@earthlink.net





# TAB 7

## PRELIMINARY DEVELOPMENT PROJECT PROGRAM



## PRELIMINARY DEVELOPMENT PROJECT PROGRAM

### 1. Description of preliminary development program including proposed uses, intensity of uses, and general character of development.

USE	DESCRIPTION
Retail:	Restaurant and coffee shop as well as sundry shop in residential and hotel tower, 10,000 sf dining outdoors facing the marina (see site plan Buildings 1 and 4);
Retail:	Specialty retail on Moore's Creek, 5,000 sf, ground floor with apartments above (see site plan Building 3);
Brewery:	10,000 to 13,000 sf, two-stories in height, stand-alone building on north side of Moore's Creek with small food vendors and dining plaza along Moore's Creek (see Site Plan Building 6);
Hotel:	Boutique units, 84 rooms+, studios, kitchenettes, floors 2-4 (see site plan Building 1);
Residential:	Rental apartments, four buildings/towers, studios (450 sf), 1 bedrooms (750 sf) & 2 bedrooms (900 sf), 200+ units (see site plan Buildings 1, 2, 3, and 4);
Townhomes:	Townhome rentals wrapping garage, 25 units, 1,200-1,450 sf, street level (see site plan buildings 2 and 5);
Townhomes:	Townhomes on 2nd Street tract, 18 units with 2 parking spaces, rentals or for sale, 3 floors, 1,450 sf (see site plan building 7);
Garage:	Structured garage, 250 spaces, 2 floors, provides parking for brewery/restaurants, apartments, and retail;
Amenities:	Amenity deck with pool, patios for units facing deck, exercise room, lobby, conference meeting rooms, co-working space, gym, and other services;

### 2. Description of types and numbers of structures, including anticipated dimensions and character of buildings.

USE	DESCRIPTION
Site Plan:	The site plan describes the number of buildings and characteristics of each building.
Architecture:	Variety including traditional warehouse red brick on Brewery with modern doors and windows; modern/traditional on mid-rise, modern on Moore's Creek retail and apartments, traditional with modern touches for western townhouses. <i>Collage of example styles provided</i>
Character:	Marina Village needs to blend into the vernacular of historic Fort Pierce yet represent modern design for some elements to represent new urbanism, new times. Collage of example styles provided.

## PRELIMINARY DEVELOPMENT PROJECT PROGRAM

### **3. Description of anticipated pricing of real estate products and other indicators of character and quality of the proposed development program.**

<b>USE</b>	<b>DESCRIPTION</b>
Restaurants:	Ground floor restaurants rental rates will range between \$12.50 and \$15.00 nnn, depending upon the level of tenant improvements contributed by the developer.
Retail:	Ground floor retail rental rates will range between \$11.50 and \$13.00 nnn, depending upon the level of tenant improvements contributed by the developer.
Brewery:	The rental rate for a brewery, which requires extraordinary infrastructure, will run \$15.00 per square foot per year, nnn.
Apartments:	Apartment rental rates will range between \$1.40-\$1.80 per square foot of living area, or translated, rates will run approximately \$800 per month for studios, \$960 per month for 1 bedrooms, and \$1,260 per month for 2 bedrooms.
Townhomes:	Rental rates for townhomes with 1,200 square feet living area will rent for \$1,700 per month. For a larger townhome, 1,450 square feet in size, the rent will be approximately \$2,000 per month.
Hotel:	Room rates for the hotel will average on an annual basis between \$100 to \$150 per night.

### **4. Description of special amenities or design features anticipated to be included in the development program.**

<b>USE</b>	<b>DESCRIPTION</b>
Amenities:	Amenities include a large ground floor in Building 1, including meeting rooms, hotel, lobby, coffee shop, exercise room, co-working space, and other services.
Pool and Deck:	A parking garage roof will contain a pool and deck area for hotel and apartment guests. A pool area for the 2nd Street townhouses is provided.
Walkways:	The entire site is designed to give the residents and guests a walking experience, particularly along the marina, Moore's Creek, and along secondary streets.

# FORMER H.D. KING PLANT SITE REDEVELOPMENT CONCEPT DESIGN



## SITE PLAN INFORMATION

<b>01</b>	USE:	HOTEL/CONFERENCE ROOM/ RETAIL/APARTMENTS
	HEIGHT:	7 STORIES
		LOBBY/CONFERENCE/RETAIL (GROUND FLOOR) 84 HOTEL ROOMS- 28 PER LEVEL (2-4 LEVELS) 42 APARTMENTS- 14 PER LEVEL (5-7 LEVELS)
	<b>TOTAL UNITS:</b>	<b>126</b>
<b>02</b>	USE:	TOWNHOUSE/APARTMENTS/ LIVE WORK
	HEIGHT:	5 STORIES (3 LEVELS STRUCTURED PARKING ON REAR)
		8 TOWNHOUSES (1-2 LEVELS FACING NEW STREET) 8 LIVE WORK (3RD LEVEL ABOVE TOWNHOUSES) 40 APARTMENTS (4-5 LEVELS ABOVE STRUCTURED PARKING)
	<b>TOTAL UNITS:</b>	<b>64</b>
<b>03</b>	USE:	RETAIL/ OFFICE/ APARTMENTS/ LIVE WORK/ COFFEE SHOP/OUTDOOR DINING
	HEIGHT:	4 STORIES
		RETAIL/COFFEE SHOP/OFFICE (GROUND FLOOR) 40 APARTMENTS/ LIVE WORK (2-4 LEVELS ABOVE RETAIL)
	<b>TOTAL UNITS:</b>	<b>40</b>
<b>04</b>	USE:	RESTAURANT/APARTMENTS
	HEIGHT:	5 STORIES
		RESTAURANT (7,133 SQFT GROUND FLOOR) 24 APARTMENTS
	<b>TOTAL UNITS:</b>	<b>18</b>
<b>05</b>	USE:	TOWNHOUSES
	HEIGHT:	2 OR 3 STORIES
		14 TOWNHOUSES
	<b>TOTAL UNITS:</b>	<b>14</b>
<b>06</b>	USE:	BREWERY/LOCAL MARKET
	HEIGHT:	2 STORIES/ OR 24 FT
		13,600 SQFT GROUND FLOOR
<b>07</b>	USE:	TOWNHOUSES
	HEIGHT:	3 STORIES
		29 TOWNHOUSES
	<b>TOTAL UNITS:</b>	<b>29</b>
<b>P</b>	PARKING	STRUCTURED: 260 SPACES (3 LEVELS) ON-SITE: 54 SPACES ON-STREET: 107 SPACES TOWNHOUSES: 55 SPACES
	<b>TOTAL PROVIDED:</b>	<b>476 SPACES</b>

**TOTAL # OF UNITS**  
**297**

SCALE  
NORTH



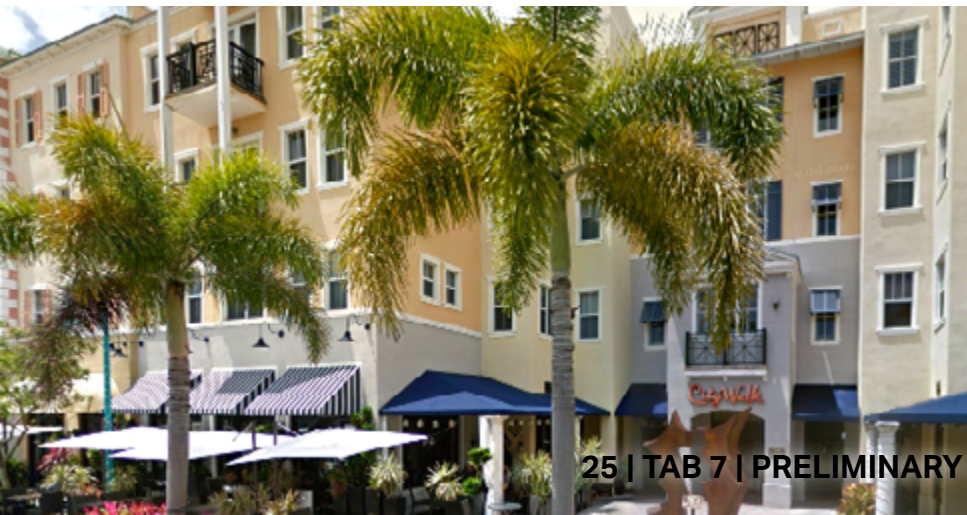
CONCEPTUAL STYLE EXAMPLES



CONCEPTUAL STYLE EXAMPLES



CONCEPTUAL STYLE EXAMPLES






# TAB 8

FORMS AND ADDENDA



<b>DELIVER TO:</b> City of Fort Pierce 100 North U.S. 1 Fort Pierce, FL 34950  <b>MAIL TO:</b> City of Fort Pierce Purchasing Division P.O. Box 1480 Fort Pierce, FL 34954-1480	<b>REQUEST FOR QUALIFICATIONS and QUALIFICATIONS ACKNOWLEDGMENT</b>
<b>Contact:</b> Purchasing Division, 772-467-3749  <b>Pre-Qualification Conference Date:</b> September 13, 2017 at 3:00 PM  <b>Pre-Qualification Location:</b> City Hall, 2nd Floor Conference Room 100 North U.S. 1 Fort Pierce, FL 34950	<b>RFQ No:</b> 2017-023  <b>RFQ Title:</b> <b>KING PLANT PROPERTY REDEVELOPMENT</b>  <b>RFQ Opening Location:</b> City of Fort Pierce Purchasing Division 100 North U.S. 1, 1st Floor Ft. Pierce, Florida 34950
<b>RFQ Due Date &amp; Time:</b> November 8, 2017 at 3:00 PM November 29, 2017 per Addendum #3	If you need any reasonable accommodation for any type of disability in order to participate in this procurement, please contact this department as soon as possible.
<b>Proposer Name:</b> RMA Real Estate Services, LLC  <b>Mailing Address:</b> 2302 E. Atlantic Boulevard _____ _____	I hereby certify that this proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a bid for the same materials, supplies or equipment, and is in all respects fair and without collusion or fraud. I agree to abide by all conditions of this bid and certify that I am authorized to sign this proposal for the proposer.  Authorized Signature (Manual)
<b>City, State, Zip Code:</b> Pompano Beach, FL 33062  <b>Type of Entity (Check One):</b> <input type="checkbox"/> Corporation <input checked="" type="checkbox"/> Partnership <input type="checkbox"/> Proprietorship  <b>Incorporated in the State of:</b> Florida <b>Year:</b> 2009	<b>Typed or Printed Name:</b> Christopher J. Brown  <b>Title:</b> Principal
<b>Phone Number:</b> 954 695 0754  <b>Fax Number:</b> 754.222.8091  <b>E-Mail Address:</b> info@ma.us.com	<b>Delivery in</b> <u>N/A</u> <b>days.</b> <b>ARO</b>  <b>Payment Terms:</b> Net 30 Days  <b>FEIN or SS Number:</b> 26-4367102  <b>Local Business:</b> <input type="checkbox"/> Y <input type="checkbox"/> N <input type="checkbox"/> N <b>MWBE:</b> <input type="checkbox"/> Y <input type="checkbox"/> N
<b>Bid Security Is attached, when required, in the amount of \$</b> <u>N/A</u>  <b>F.O.B. DESTINATION</b>	If returning as a "No Bid" state reason: N/A
<b>THIS PAGE MUST BE COMPLETED AND RETURNED WITH YOUR BID</b>	

**DECLARATION OF INTEREST**

Each respondent shall execute a Declaration of Interest in substantially the following form:

The undersigned, as Respondent, declares that the only persons interested in this Statement of Qualifications submitted in response to this Request for Qualifications are named herein, that no other person or entity has any interest in this Statement of Qualifications or any Proposal which may arise out of the Statement, that this Statement of Qualifications is submitted without connection or arrangement with any other person and that this Statement of Qualifications is true and correct and is in every respect fair, in good faith, and without collusion or fraud.

The Respondent further declares that he/she/it has complied in every respect with all of the instructions to respondents, that he/she/it has read the Request for Qualifications and any addenda [which addenda shall be listed in the declaration] which may be issued and that he/she/it has satisfied himself/herself fully with regard to all matters and conditions with respect to the Proposal.

RMA Real Estate Services, LLC

\_\_\_\_\_  
Name of Firm, Individual or Corporation



Signature

Signature

Principal

(Title)

(Title)

Signature

Signature

(Title)

(Title)

**DRUG-FREE WORK PLACE FORM**

The undersigned vendor in accordance with Florida Statute 287.087 hereby certified that RMA RealEstate Services, LLC \_\_\_\_\_ does:

*(Name of Business)*

1. Publish a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the workplace and specifying the actions that will be taken against employees for violations of such prohibition.
2. Inform employees about the dangers of drug abuse in the workplace, the business policy of maintaining a drug-free workplace, any available drug counseling, rehabilitation, and employee assistance programs, and the penalties that may be imposed upon employees for drug abuse violations.
3. Give each employee engaged in providing the commodities or contractual services that are proposed a copy of the statement specified in subsection (1).
4. In the statement specified in subsection (1), notify the employees that, as a condition of working on the commodities or contractual services that are under bid, the employee will abide by the terms of the statement and will notify the employer of any conviction of, or plea of guilty or nolo contendere to, any violation of Chapter 893 or of any controlled substance law of the United States or any state, for a violation occurring in the workplace no later than five (5) days after such conviction.
5. Impose a sanction on, or require the satisfactory participation in a drug abuse assistance or rehabilitation program if such is available in the employees community, by any employee who is so convicted.
6. Make a good faith effort to continue to maintain a drug-free workplace through implementation of this section.

As the person authorized to sign the statement, I certify that this firm complies fully with the above requirements.



\_\_\_\_\_  
Proposer's Signature

11.20.17

\_\_\_\_\_  
Date

**CITY OF FORT PIERCE PROPOSER'S CHECKLIST**

This checklist is provided to assist each Proposer in the preparation of their proposal response. Included in this checklist are important requirements, which is the responsibility of each Proposer to submit with their response in order to make their response fully compliant. This checklist is only a guideline - it is the responsibility of each Proposer to read and comply with the Request for Qualifications in its entirety.

Check "Yes" or "No" to each of the following:	YES	NO
Is Request for Qualifications cover page (page 35) completed, signed and attached?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Include proof of proper licensing as stated in qualification documents.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Qualifications envelope is marked accordingly.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Is Drug-Free Workplace form signed and enclosed (if applicable)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Is Declaration of Interest form signed and enclosed?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Are eleven (11) complete qualifications packages included (one original and ten copies and 1 digital copy)?	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Is each Addendum (when issued) signed and included?	<input checked="" type="checkbox"/>	<input type="checkbox"/>

**PLEASE SIGN AND RETURN WITH QUALIFICATION**



Proposer's Signature

11/20/17

Date

September 13, 2017

CITY OF FORT PIERCE

REQ NO. 2017-023



FORMER H.D. KING PLANT SITE REDEVELOPMENT

ADDENDUM NO. 1

The purpose of this addendum is to reschedule the Pre-Proposal Meeting from 3:00PM, Wednesday, September 13, 2017 to:

3:00 PM, WEDNESDAY, OCTOBER 4, 2017

Please acknowledge receipt of this addendum and include it with your submittal.

Signature: *Christopher J. Brown* Manual

Signature: Christopher J. Brown

Typed or Printed

Company Name: RMA Real Estate Services, LLC

Address: 2302 E. Atlantic Boulevard

Pompano Beach, FL 33062

Date: 11.20.17

/gm

**Addendum No. 1**

**RFQ: NO. 2017-023**

September 13, 2017

CITY OF FORT PIERCE

RFQ NO. 2017-023



FORMER H.D. KING PLANT SITE REDEVELOPMENT

ADDENDUM NO. 2

The purpose of this addendum is to extend the last day of questions pertaining to this bid from Wednesday, November 1, 2017 at 5:00 pm to:

5:00 PM, WEDNESDAY, NOVEMBER 22, 2017

Please acknowledge receipt of this addendum and include it with your submittal.

Signature: \_\_\_\_\_ Manual

Signature: Christopher J. Brown

Company Name: RMA Real Estate Services, LLC Typed or Printed

Address: 2302 E. Atlantic Boulevard

Pompano Beach, FL 33062

Date: 11.20.17

/gm

**Addendum No. 2** **RFQ: NO. 2017-023**

September 13, 2017

CITY OF FORT PIERCE

RFQ NO. 2017-023




FORMER H.D. KING PLANT SITE REDEVELOPMENT

ADDENDUM NO. 3

The purpose of this addendum is to extend the Due Date from Wednesday, November 8, 2017 at 3:00 pm to:

3:00 PM, WEDNESDAY, NOVEMBER 29, 2017

Please acknowledge receipt of this addendum and include it with your submittal.

Signature:  \_\_\_\_\_  
 Signature: Christopher J. Brown Manual  
 Company Name: RMA Real Estate Services, LLC Typed or Printed  
 Address: 2302 E. Atlantic Boulevard  
Pompano Beach, FL 33062  
 Date: 11.20.17

/gin

Addendum No. 3

RFQ-: NO. 2017-023

