

Request for Interest

City of Sunrise

Village Center Redevelopment Sites

Sunset Strip

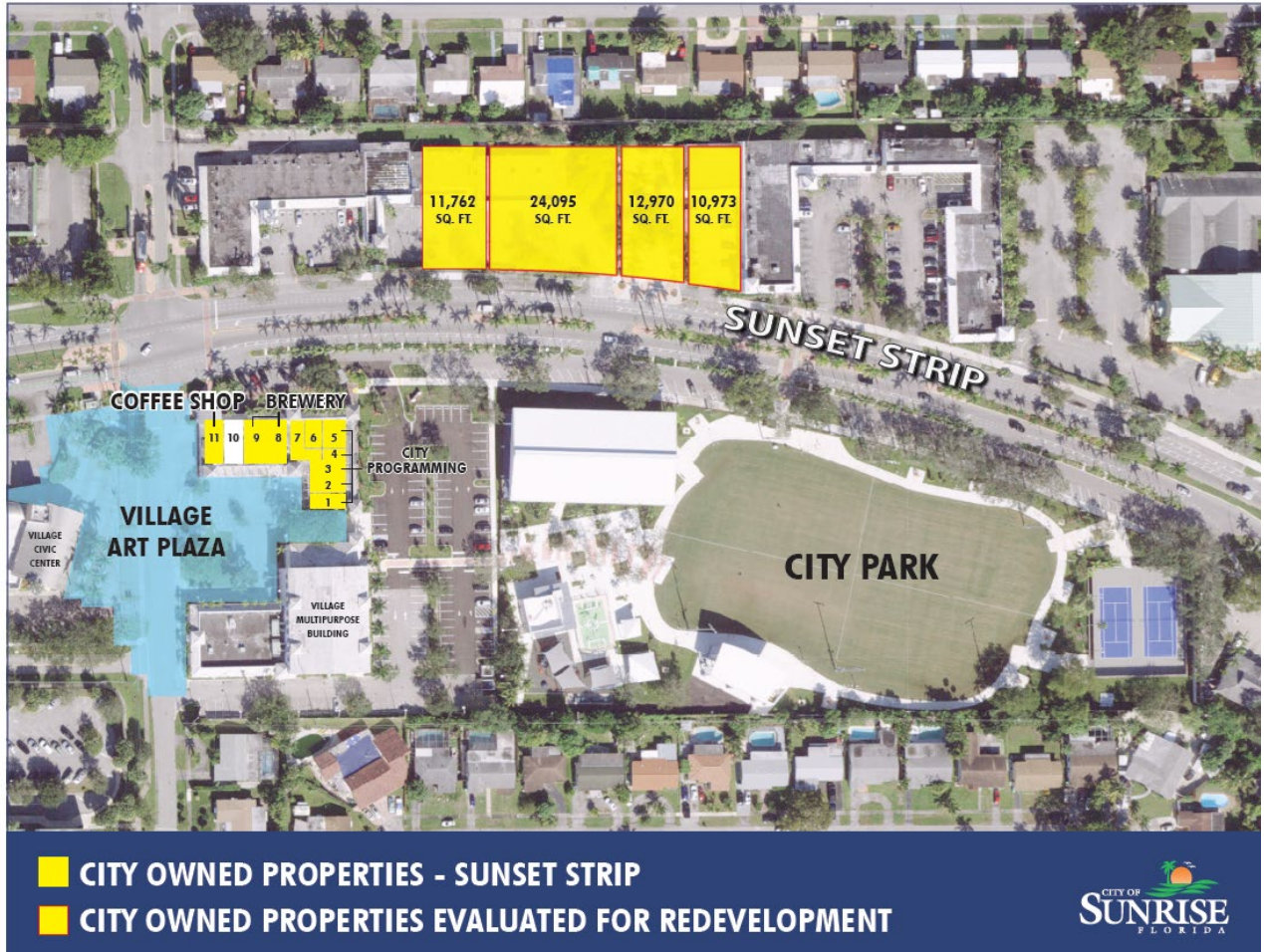


Issued by

**City of Sunrise
Economic Development Division**

July 6, 2023

PROJECT OVERVIEW



The City of Sunrise is seeking experienced developers, companies, or teams interested in purchasing, leasing, or entering into a public/private partnership to redevelop a 1.4-acre site which includes four city owned properties known as the “Village Center Redevelopment Sites”. The four properties are located within the Village Center Area on Sunset Strip between NW 68th Ave and NW 64th Ave (addresses: 6691, 6665-6671, 6601 and 6561 Sunset Strip). The City has been slowly acquiring these commercial parcels to assemble for a redevelopment project.

The purpose of the development is to promote revitalization and to serve as a catalyst for the continued evolution of eastern Sunrise. Since the adoption of the East Sunrise Improvements Master Plan (Master Plan) in March 2019 there has been a number of improvements in the area including, new lighting, complete streets projects, park renovations, and much more. All of these ongoing improvements are going to help prepare for new development in the area to include new housing, commercial, creative office space, and entertainment. The Village Center Redevelopment Site could include a mix of uses with residential, commercial, and/or shared office space that takes into consideration the surrounding neighborhood and includes an open gathering space for the community. While

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this is the general vision the City is open to reviewing all proposals that have interesting and unique development concepts. The City is also supportive of a larger assemblage if the interested developer can acquire adjacent parcels.

Across the street from the Village Center Redevelopment Site the City is building the Village Art Plaza (estimated completion February 2024) which is going to have art sculptures and murals and it will be activated regularly with events such as farmers market, live music, art shows and much more. Next to the Art Plaza, the City spent approximately \$6 million renovating City Park which also hosts a number of City events and attracts many residents and visitors. To watch a virtual tour of our renovated City Park, click [here](#). Immediately adjacent to the Village Art Plaza, the City acquired commercial units that are part of the Library Square Plaza. The Plaza has a total of 11 units which 10 are owned by the City. The City intends to utilize five units on the eastern portion of the plaza for city programming while dedicating the other 5 units within the plaza for retail use that is complementary to the Village Art Plaza. The City has already approved a lease with a brewery and a coffee shop for some of the bays in the plaza.



The City invites interest from developers to propose a redevelopment concept that will support activation and provide a unique identity to the Village Center Area, which is the heart of eastern Sunrise as identified in the East Sunrise Improvements Master Plan. The City recognizes that the right concept has the potential to not only generate additional tax revenue to the City but most importantly it could positively enhance the experience of City Park users, future Village Art Plaza users, businesses and residents surrounding the Village Center Area as well as Sunrise residents and visitors as a whole.

This Request For Interest (RFI) is encouraging and creating the competitive environment to facilitate redevelopment of these parcels consistent with the East Sunrise Improvements Master Plan. This RFI is designed to give all who may be interested an opportunity to suggest redevelopment concepts and propose deal points for a potential agreement.

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Pursuant to Section 5-173(c)(7) of the Code of Ordinances of the City of Sunrise, the City's formal bidding procedures are waived for Real property purchases and leases.

CITY PROFILE

The City of Sunrise is located in Broward County, in the heart of south Florida's tri-county area. We're ideally situated between Palm Beach (Florida's largest county) and Miami-Dade (Florida's most populous county). Our desirable and central location places us next door to the natural beauty of the Everglades – and less than an hour's drive from three major airports, three major seaports, and south Florida's beautiful beaches. All major transportation corridors – the Sawgrass Expressway, I-75, and I-595 -- intersect in Sunrise and have direct linkage to the Florida Turnpike and I-95, providing direct and rapid access to and from our City.

Sunrise offers a variety of attractive, well-maintained neighborhoods - from golf-course communities to quality rental properties. Sunrise also continues to provide its growing population with first-rate services and quality-of-life amenities. The City offers a wide variety of recreational opportunities, including a soccer club, golf course, tennis club, parks, playgrounds and pools - as well as an active-living center for residents 55+ and a Civic Center complex featuring a 300-seat theater, an art gallery, an amphitheater and banquet facilities.

Sunrise has a Business and Entertainment District anchored by three major assets: Sawgrass Mills, the largest outlet and value retail mall in the U.S.; the FLA Live Arena, a 20,000-seat arena that hosts world class entertainment events and is home ice for the National Hockey League's Florida Panthers; and the Sawgrass International Corporate Park, south Florida's largest corporate headquarters and home to a diversified group of businesses including financial services, healthcare, and research and development companies. Thanks in large part to this four-square-mile District, the City attracts more than 28 million visitors each year.

The population of Sunrise is 97,335 people with a median age of 40.9 and median household income of \$54,701, according to the U.S. Census Bureau, Census 2020. Within three miles of the proposed coffee shop location, the current population is 199,030, and incomes are \$62,557, according to ESRI 2021 summary reports. There are 5,620 total businesses with 48,550 employees in the City. The Tapestry Profile indicates a high percentage of bright, young, professionals and urban-edge families.

EAST SUNRISE IMPROVEMENT MASTER PLAN AREA

The Village Center Redevelopment Site is located in the Village Center Area which is referred to as the heart and soul of eastern Sunrise in the East Sunrise Improvements Master Plan which was adopted by the City Commission in March 2019. The goal of the master

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plan is to stimulate investment and redevelopment of non-residential areas and to revitalize existing neighborhoods in eastern Sunrise. The review the Master Plan click [here](#).

East Sunrise is a two square mile area that extends east of University Drive (SR 817), including the University Drive corridor, to the municipal boundaries and south from West Oakland Park Boulevard (SR 816) to Sunrise Boulevard (SR 838). All parcels adjacent to the University Drive corridor are included in the boundaries of the study area. Sunset Strip, which is where the Plaza is located is a city collector street, is a central spine and focal point for business and community services. At its core the basic urban design of the east Sunrise area consists mostly of single family residential, multifamily complexes, suburban strip mall commercial corridors at the edges, and small neighborhood commercial centers (along Sunset Strip) within the Village Center area.

The City of Sunrise continues to experience strong economic growth and gains in the quality of life realm, with a diverse array of new development projects and businesses being added to the tax base each year. City leadership and staff have carefully guided new development and public projects to achieve this progress, including efforts in recent years aimed at helping east Sunrise attract its share of both public and private investments. City leadership has also made a strong commitment to east Sunrise, with a focus on action and market-responsive strategies and plans. The City of Sunrise has already committed more than \$30 million in improvements to the east Sunrise area to include, infrastructure improvements, park renovations, zoning updates and so much more.

As a response to the significant investment already made by the City, the development community has also started investing in eastern Sunrise. Some examples of current redevelopment projects include:

- Planning and/or Approval Phase: Solterra (900 units), Pearl Sunrise, Sunset Strip Square (29 homes)
- Construction Phase: Sunrise Gardens (construction in progress - 235 units) and Vista Verde (almost completed - 288 units)



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Pine Plaza



Vista Verde



PROPERTY DESCRIPTION

The site consists of an interior 1.4-acre parcel of property on Sunset Strip, a major collector street and a focal point for business and community services. Sunset Strip is also a primary gateway of the City, offering a warm and inviting environment that embraces a diverse and culturally rich population. By encouraging mixed-use development with smart urban design and pleasing aesthetics, the City will advance the vision that was identified in the Master Plan to increase housing options and business opportunities in this area and make the area more vibrant.

The property is located in the B-3A Business Overlay District and has a Future Land Use designation of Commercial on the Broward County Land Use Plan and City's Future Land Use Map. A mixed-use project will likely require code amendments to authorize residential uses within a mixed-use parcel. The residential nature of the surrounding area and the proximity to the park are compelling attributes for the incorporation of mixed-use redevelopment in this part of Sunrise. Therefore, the existing density and code limitations should not be considered a constraint to redevelopment. City staff is supportive of changes to reflect the project proposed by the successful bidder and is committed to fast tracking the review process for this site.

Single-family homes abut the site to the back and the sides have other commercial buildings. The developer shall ensure that the redevelopment proposal respects the existing residences by providing adequate buffering, building separation, lighting, and noise mitigation. Building height should not have a significantly negative impact on adjacent residences and the design should provide adequate buffer.

Design concepts that include public art and integrated open space are encouraged. Shared parking is permitted for mixed use projects that can clearly demonstrate uses will require off-street parking at different times. The use of energy efficient design and green building techniques is encouraged. Gated development is discouraged, as this will not create the sense of place that the City desires to create.

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The City has hired consultants to evaluate the redevelopment options for the Village Center Redevelopment Site based on a market analysis and supporting redevelopment concepts. The study was presented to the City Commission and the Commission directed staff to take the necessary steps to move forward with a redevelopment option. While the report provides redevelopment concepts for consideration the developers interested in submitting an RFI do not need to follow any of the concepts in the study. To read the full report click [here](#).

While no specific uses are mandated, the City supports primarily a multi-family residential development with commercial space for restaurants and possibly a space for co-working /incubator or similar concept that is innovative and complementary to all the other projects close to the redevelopment site. This site provides a unique opportunity to be a catalyst that will stimulate community revitalization. While not required, the City would encourage the selected Developer to try to acquire additional adjacent sites to include as part of the redevelopment project. The City is willing to consider redevelopment incentives associated with the proposal.

SITE CONDITION:

The site comprises of 4 parcels and all have vacant commercial buildings that would need to be demolished prior to the redevelopment. Together the sites form a rectangular-shape with approximately 362 feet of frontage along Sunset Strip. Sunset Strip is a City collector street that connects University Drive (SR 817) and Sunrise Blvd. (SR 838). The posted speed limit is 30 MPH. On weekdays more than 14,000 vehicles drive by the site. The site is located on Broward County Transit (BCT) Route 81, which provides frequent bus service between West Regional Terminal (near Broward Mall, Plantation), Tri-Rail, and Broward Central Terminal (in downtown Fort Lauderdale). The 4-site assemblage includes:

- Former Food Store: 11,762 SF / City purchased in December 2019 (Parcel ID: 4941 27 25 0020 / 6691 Sunset Strip)
- Former Daycare: 24,095 SF / City purchased in December 2020 (Parcel ID: 4941 27 21 0010 / 6665 Sunset Strip)
- Small Fountain Park: 12,970 SF / City purchased in June 1998 (Parcel ID: 4941 27 21 0011 / 6601 Sunset Strip)
- Former Office User: 10,973 SF / City purchased in December 2021 (Parcel ID: 4941 27 21 0021 / 6561 Sunset Strip)

A Phase I Environmental Site Assessment was conducted in each of the sites prior City closing, with the exception of 6665 Sunset Strip, and found that there is no known contamination on the sites. However, the prospective developer is advised to evaluate the site. There are no known wetlands on site.

The developer would be responsible for all land development approvals, including all required plan and permit approvals, complying with the City's Land Development Code;

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Engineering plans and permits for drainage and infrastructure; impact fees, Broward County permits; and all permits required by Florida Building Code.

The site offers excellent connectivity to existing utilities, including municipal gas service:

- **Water:** The site is served by an existing 6” water main located along the north side of the property for domestic water, fire protection and fire hydrants.
- **Sanitary Sewer:** The site is served by an existing 8” gravity sewer main located within the north side of the Sunset Strip right-of-way, south of the site.
- **Drainage:** There is an existing 24” storm drainage line located within the north side of the Sunset Strip right-of-way, south of the site.
- **Gas:** Service to the site can be provided from an existing 1” gas main running along north side of the property.

The Developer will be responsible for design and construction of all on-site infrastructure for water, sewer and drainage, and will be required to comply with City of Sunrise minimum standards. Additionally, the project must comply with City of Sunrise, Broward County, South Florida Water Management District criteria for water quality and quantity.

RFI SUBMISSION REQUIREMENTS AND SCHEDULE

The RFI is expected to focus on the Respondent’s qualifications and experience; it should also illustrate the character of development proposed. Respondents must describe their experience with similarly situated properties or projects to demonstrate their ability to understand and successfully navigate the physical and market environment influencing the project concepts. Respondents are encouraged to use available materials including graphic images (photographs and/or drawings) which reflect concepts or ideas that the Respondent proposes for the Sunset Strip Square site.

City staff will hold a non-mandatory meeting which will include a presentation and site tour on August 11th at 10 am about this redevelopment opportunity. Please email Danielle Lima at dalima@sunrisefl.gov for more details.

Each Statement of Interest should be organized in the following order:

1. **Cover Letter:** RFI title, Name(s) of person(s) authorized to represent the Proposer in any agreement negotiations and execution, contact information (street address, phone and email addresses) and statement of whether the respondent is an individual, partnership, corporation, joint venture, special-purpose entity, or other entity.
2. **Development Team Qualifications:** In a brief and concise manner, the developer’s qualifications and interest in the development opportunity. Respondent’s professional qualifications and experience in development, financing and management of comparable programs/projects. Provide company’s background and history, including but not limited to number of years in business, credentials, licenses, number of employees, an organizational chart identifying key

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- staff members, their level of responsibility, their job titles and how long they have been with the firm.
3. **Relevant Project Experience:** Submit specific examples of successful completed projects related in scope and complexity developed in the past ten (10) years (highlight 3 most relevant previous projects). For all projects submitted as examples of relevant previous experience, Respondents should provide: project location; project size and program description, including phasing; completion date or expected completion date; public sector involvement, if any; total project costs and financing structure; and a representative image (or images) of the project.
 4. **Financial Capacity:** Provide a narrative of firm's past history of raising capital, and resources available to complete this project. Submit documentation demonstrating the Respondent's financial capability to acquire (to be later determined) and develop the property, and ability to secure financing for development projects.
 5. **Preliminary Development:** Submit a description of preliminary development program including proposed mix of uses and general character of the development. Include description of types and number of structures, anticipated dimensions and character of buildings. Include description of special amenities or design features anticipated to be included in the development program. Include a plan on how co-working/incubator and /or other creative uses will be incorporated into the project. Provide a description of anticipated pricing of the real estate products and other indicators of character and quality of the proposed development program. The City of Sunrise does not require nor expect Respondents to submit a specific development plan or design concept based on detailed architectural and engineering work as a part of their RFI. Each Respondent must submit a conceptual development program indicating the proposed uses and intensity of uses that the Respondent would intend to pursue.
 6. **Agreement Deal Points:** Proposed acquisition and/or private/public partnership general terms, to include offer price. If respondent intends to request any form of City incentive such and land purchase discount or any other form of incentive include the incentive request and the justification.

Please provide one (1) electronic copy, as outlined above and submit to:

Danielle Lima
Economic Development Director
dalima@sunrisefl.gov

The submittal package must be received at the above listed email address by 4:00 PM on September 1, 2023.

The evaluation of submittals in response to this RFI does not constitute any form of commitment from the City. It is anticipated that each submittal will be evaluated based on the information submitted plus any other independent information developed by the City. The City reserves the right to request clarification or additional information from a respondent if necessary.

LIMITATIONS

The City of Sunrise reserves the right to reject any and all responses to this RFI, to advertise for new RFI responses, or to accept any RFI response deemed to be in the best interest of the City. A response to this RFI should not be construed as a contract nor indicate a commitment of any kind. The RFI does not commit the City to pay for the costs incurred in the submission of a response to this RFI or for any costs incurred.