



**Hallandale Beach**  
COMMUNITY REDEVELOPMENT AGENCY

## Hallandale Beach Community Redevelopment Agency Agenda Cover Memo

<b>Meeting Date:</b>	September 25, 2024		<b>File No.</b>	24-413		<b>Item Type:</b>	(Enter X in box)		<b>Resolution</b>	x		<b>Other</b>		
<b>Fiscal Impact:</b> <i>(Enter X in box)</i>	<b>Yes</b>	<b>No</b>	<b>Ordinance Reading:</b> <i>(Enter X in box)</i>			<b>1<sup>st</sup> Reading</b>		N/A		<b>2<sup>nd</sup> Reading</b>		N/A		
		x	<b>Public Hearing:</b> <i>(Enter X in box)</i>			<b>Yes</b>	<b>No</b>	<b>Yes</b>	<b>No</b>					
							X							
<b>Funding Source:</b>	n/a		<b>Advertising Requirement:</b> <i>(Enter X in box)</i>			Yes		No				X		
<b>Account Balance:</b>			<b>RFP/RFQ/Bid Number:</b>			RFP FY#2023-2024-CRA03								
<b>Contract/P.O. Required:</b> <i>(Enter X in box)</i>	<b>Yes</b>	<b>No</b>	<b>Project Number:</b>											
<b>Redevelopment Goals:</b> <i>(Enter X in box)</i>														
<p><b>Compact &amp; Urban Development Projects</b></p> <p>Goal 1 - Catalytic projects that support the growth of local economy <input checked="" type="checkbox"/></p> <p>Goal 2 - Transit supportive Development <input type="checkbox"/></p> <p>Goal 3 - Neighborhood-level enhancements <input type="checkbox"/></p> <p><b>Improve Connectivity within community.</b></p> <p>Goal 1 - Development of complete streets <input type="checkbox"/></p> <p>Goal 2 - Facilitate &amp; identify safe access to multiple modes of transportation <input type="checkbox"/></p> <p>Goal 3- Provide Strategic parking solutions <input type="checkbox"/></p> <p><b>Create CRA Resiliency</b></p> <p>Goal 1- Utilize innovative means to create sense of place to attract residents &amp; visitors <input type="checkbox"/></p> <p>Goal 2- Use diverse architectural styles &amp; messaging to create iconic buildings &amp; destinations <input type="checkbox"/></p> <p>Goal 3- Prepare for sustainable future through smart technology, social &amp; economic development. Programs and environmental measures <input type="checkbox"/></p>														
<b>Sponsor Name:</b>	Dr. Jeremy Earle, Executive Director			<b>Department:</b>				HBCRA						

**SHORT TITLE:**

**A RESOLUTION OF THE CHAIR AND BOARD OF DIRECTORS OF THE HALLANDALE BEACH COMMUNITY REDEVELOPMENT AGENCY AWARDDING RFP # FY 2023-2024 CRA03 DISPOSAL OF REAL PROPERTY IN A COMMUNITY REDEVELOPMENT AREA AND DEVELOPMENT OF A MIXED USED DEVELOPMENT IN HARLEM VILLAGE TO DRAGONFLY INVESTMENTS, LLC; AUTHORIZING THE EXECUTIVE DIRECTOR AND HBCRA ATTORNEY TO NEGOTIATE AND FINALIZE A REDEVELOPMENT AGREEMENT WITH DRAGONFLY INVESTMENTS, LLC TO BE BROUGHT BACK TO THE HBCRA BOARD OF DIRECTORS FOR REVIEW AND APPROVAL; AND PROVIDING AN EFFECTIVE DATE.**

**STAFF SUMMARY:**

**Background:**

For the past several years, 411 N Dixie Highway, a site located on the N.W. corner of Foster Road and West Dixie Highway has been an on-going redevelopment priority site for the HBCRA Board. On April 6, 2016, the Hallandale Beach Community Redevelopment Agency (HBCRA) entered into an agreement to relocate the proposed medical facility to 411 N. Dixie Hwy. The proposed development was a 3-story medical building with approx. 24,000 Sqft. of leasable space for medical services providers. The main general medical practice was to be leased and operated by Doctors Plus Hallandale, LLC. The rest of the medical facility space was to be leased by a variety of ancillary medical services, including an after-hours quick care center and diagnostic center, pharmacy, specialist suites (cardiovascular, orthopedic, etc.), dental office, pediatrics center, and a physical rehab/gym center. The proposed building would have a 2-story parking structure that was intended to provide adequate parking for the facility. To that end, this proposed medical facility never materialized and the redevelopment agreement was terminated in 2018.

On May 18, 2020, the HBCRA Board of Directors approved the modification of the redevelopment plan. The CRA redevelopment plan is the primary governing document for the CRA and there is no project, plan, or program that the CRA undertakes which shall not be addressed in the community redevelopment plan. As a part of the modification process community meetings were held. To that end, the Northwest (NW) community was deemed a priority area for development to be known as Harlem Village. Harlem Village is intended to reignite creativity and culture, not just to the NW area but the entire CRA as whole, acting as a vibrant destination and focal point within the in-land community. Harlem Village is envisioned to be a catalyst to spur redevelopment throughout the area and have a significant impact on the land use developments. The entrance to the newly named area as Harlem Village would be 411 N Dixie Hwy.

On December 7, 2020, the HBCRA released Request for Proposal (RFP) # FY 2020-2021-CRA001 Disposal of real property in a community redevelopment area and development of a mixed-use hotel/and or mixed used development in the newly named Harlem Village. The purpose of this RFP was for prospective developers to submit a conceptual design and project that would accommodate approximately sixty rooms and a mix of commercial uses such as office, grocery, and restaurant. It is also important to note that the HBCRA did a hotel study in 2018, that determined Hallandale Beach is underserved in the hotel market. This RFP was intended to serve as a catalytic project for the area. Unfortunately, the RFP received no proposals, and this was during the height of the pandemic and uncertainty.

Since the passing of the pandemic, HBCRA staff had inquiries from developers about the vacant site, and its plans for development. These developers were given the information regarding the unsolicited proposal process and were told to submit a proposal for review. The unsolicited proposal process is as follows:

- Unsolicited proposals received by the HBCRA are to be reviewed by the Executive Director or his designee to determine if it meets the basic tenets of a project for consideration on the proposed site. The HBCRA proposes to closely follow the procedures outlined in F.S. 255.065, it should be noted that under this statute, qualifying projects are those whose facility serves a public purpose.
- A \$25,000 application fee is required to move forward with this process. The application fee will be used toward legal fees, whatever funds remaining will be returned to the applicant. Typically, the purpose and intent of redevelopment projects on HBCRA owned properties is not for a public purpose.

### **Current Situation:**

During FY24, The HBCRA had several meetings with developers who were determined to submit an unsolicited proposal for consideration. Attorney Zelkowitz notified HBCRA staff that laws had changed and CRA`s had to follow F.S.255.065 for the disposal of real property. To that end, it was determined that an RFP needed to be released, as many developers were going to submit an unsolicited proposal.

On July 25,2024, a release of notice for RFP # FY 2023-2024 CRA03 Disposal of Real Property in a Community Redevelopment Area and Development of a Mixed Used Development in Harlem Village. This RFP was sent to over one thousand nine hundred (1900) vendors, including vendors from the City`s vendor list and pertinent vendors that have a City Business Tax License to operate in the City. There was a total of four (4) Proposals received in response to this RFP.

The RFP was also advertised on:

- Hallandale Beach Chamber of Commerce website
- City's website
- DEMANDSTAR.com
- City Social Media pages
- Miami Minority Business Development Agency Business Center
- U.S. Small Business Administration
- Broward County Community Relations and Outreach Section Office of Economic and Small Business Development.

On August 5, 2024, an in-person non-mandatory preproposal conference was held where sixteen (16) firms attended. The last day for questions about this project was due on August 8, 2024, by 11:00am. The deadline to submit all responses was August 26, 2024, by 11:00 AM. The Evaluation Committee appointed by the Executive Director and consisted of the following members:

- Steven Williams, Assistant Director of Department of Sustainable Development
- Faith Phinn, Deputy Executive Director
- Elijah Gross, Construction Manager
- Kenneth Bowe, Project Manager

All responsive firms must meet the Minimum Qualifications Requirement (MQR's) set forth in the RFP document. The evaluation committee members, upon review and direction of the Procurement department, determined that three of the four firms met MQR's. One firm did not meet the MQR #1 (a), proposer must be incorporated through Sunbiz with a status of active. The following three firms met the MQR`s B2J Development Group, Integral Florida, and Dragonfly Investments, LLC.

### **Criteria**

The recommendation(s) for award shall be made to the HBCRA Board of Directors, by the CRA Executive Director, to the responsible responsive Proposer(s) whose proposal is highest rated by the Evaluation Committee.

**EVALUATION PROCESS AND CRITERIA:**

<b>NUMBER</b>	<b>Evaluation Criteria</b>	<b>MAXIMUM Potential Points</b>
1.	MINIMUM QUALIFICATION REQUIREMENTS (MQRs) – This criterion has no points. If your Firm does not provide all the required MQRs information, your Firm's proposal will not be reviewed/evaluated, and your Firm's submission will be disqualified.	Ensure your Firm provides all the MQRs within your Firm's submittal
2.	Firm's Qualifications and Experience	25
3.	Contract Lead and Project Manager(s) and Teams Experience/Qualifications	15
4.	Approach to the Project	30
5.	Green Building Certification	10
6.	Past Performance – References	10
7.	City of Hallandale Beach Local Vendor Preference.	2.5-10
	TOTAL POINTS	100

Awarding this RFP to the highest responsive firm, Dragonfly Investments LLC, is a strategic move that will significantly impact the landscape of the NW quadrant and bring about a catalytic change to the cra in-land development. The proposal received by Dragonfly Investments LLC, is uniquely positioned to be a shining example of public-private partnership solving the affordable housing crisis South Florida is facing. Due to an influx of growth rarely before seen in the state, there is a lack of affordable housing units to support the growing economy. Workers are forced to live far away from employment centers, creating a never-ending cycle of time lost in commuting, reduced time with their families, as well as economic strain on households due to increased prices. The proposed project proposes a mixed use, 12-story building comprised of 171 units in a mix of studios, 1-, 2- and 3-bedroom units. A minimum of 50% of the units will be designated affordable to place workers at the center of the urban core. The building will deliver 15,000 square feet of retail including a dedicated 1,000 square-foot space subsidized for a local business. The retail will be located at street level to activate the neighborhood and make it a destination. A restaurant or a brewery concept could be ideal for the neighborhood and the residents of the building. Small, local retail shops could be activated to support local business and attract residents to the building.

**Recommendation:**

Based on the RFP process, and the evaluation committee's review and scoring, staff recommend that the Executive Director enter into negotiations with Dragonfly Investments, LLC. Upon approval by the HBCRA Board of Directors, the Executive Director and the HBCRA Attorney will negotiate and finalize agreements, to be brought back to the Board for review and approval.

**Fiscal Impact:**

N/A

**Why Action is Necessary:**

Pursuant to Chapter 23, Section 23-4, Competitive Bidding Required, all purchases of and contracts for equipment, supplies, and contractual services, when the estimated cost shall exceed \$50,000.00 shall be based on competitive bids. Furthermore, pursuant to Chapter 23, Section 23-6, Award of Contract, the City Manager shall have the authority to recommend to the City Commission award of contracts. The HBCRA follows the city's procurement process.

**PROPOSED ACTION:**

The HBCRA Board of Directors approves the attached Resolution.

**ATTACHMENT(S):**

Exhibit 1 - Resolution

Exhibit 2 - RFP # FY 2020-2021-CRA001 Disposal of Real Property in a CRA Area and Development of a Mixed-use Hotel.

Exhibit 3 - RFP # FY 2023-2024-CRA03 Disposal of Real Property and Development of a Mixed-use Development.

Exhibit 4 - Award Information Memorandum RFP# 2023-2024-CRA03.