## MERRIMAC VENTURES

RFP#011322 DOWNTOWN PROPERTIES PHASE TWO – DEVELOPMENT PROPOSAL FROM PRE-QUALIFIED FIRMS

January 13th, 2021



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# SECTION A: COVER LETTER



### **COVER LETTER**



January 13, 2021
Evaluation Committee
Office of the City Clerk
City of Oakland Park
3650 NE 12th Ave, Oakland Park, FL 33334

Dear Members of the Evaluation Committee,

Thank you for taking the time to review our Request for Qualification and for inviting us to submit this proposal. As long-time Broward County residents and business owners, we are thrilled to partner with the City of Oakland Park on such a special project. Over the last few weeks, we have worked diligently with Igor Reyes and his team at Nichols Brosch Wurst Wolfe & Associates to bring the vision of the city leaders and staff to fruition.

In the following pages, we have outlined our strategy for developing the existing site into a world-class project, while preserving the character and culture of the City of Oakland Park. Our proposal combines a mix of upscale multifamily units, innovative retail spaces and a potential partnership with Broward College incorporating cutting edge educational initiatives, all of which complements our significant public amenities program. While it is critical that this project serves as a community catalyst, we understand that affordability is a priority and therefore we have incorporated a workforce housing component that will be targeted to tenants making 80 to 140% of AMI. We will bring youth and vitality to the City of Oakland Park through the potential partnership with Broward College, creating an academic hub for the community. Furthermore, we will leverage our existing relationships to bring national retailers and local retailers together to collaborate and offer experience and services to both visitors and the neighborhood.

In addition to the direct financial benefit for the City of Oakland Park, the public/private partnership presents a unique opportunity to create vibrant public spaces that enhance our community. At the heart of the project is the iconic Woonerf that invites visitors arriving from the train station and the neighbors to gather together at the City Center of Oakland Park. The community will also benefit from the public parking spaces provided, a brand-new Greenleaf Park featuring even more elements, including a community center and a significant amount of open space that blends the project with the neighborhood.

There are many opportunities to make this an iconic destination in Broward County and we are very enthusiastic to partner with the city to make this vision a reality.

Please find our proposal on the following pages. Should any questions arise, do not hesitate to reach out.

Dev Motwani:

Nitin Motwani:











# SECTION B: DEVELOPMENT PLAN





### DESIGN STATEMENT



#### General Concept:

Every new "City Center" brings excitement to a region and along with the newfound energy, the danger of overpowering the charm and scale of the existing neighborhood and muting the reason the area was designated as the future of said city in the first place. Designing and planning from this line of thought, our main ideas sprouted from existing conditions and their primary goal is to enhance and further develop what's already begun with the area's history and context. This is clearly visible along the edges of the development but more importantly between opposing edges with different contextual conditions, the planning needs to further evolve and include the narrative on how these merging conditions will blend. In essence, the design and planning need to create a bridge between all these different contextual conditions and their future.

#### Massing:



With the massing, we intentionally scaled down towards the east of the development not only in height and elevation but in plan and grouping to meet the scale of the single-family neighborhood, but we didn't defer to placing all the massing on the west. Instead, we arranged the west facing massing to undulate and allow light and air to permeate the sight and the sky. We also made and intentional gesture in separating the ground floor massing from the upper level massing their rhythm and vocabulary. Where the ground is fluid and organic, the upper levels are more orthogonal and regulated. This also helped express their uses with retail and entertainment on the ground and residential units on the upper levels. Special moments as with the northeast corner plaza, required a slight of hand massing where the office building makes its presence on the street side but then scales down to the south and its ground floor carves in under the towers to allow for a covered plaza. This makes the office building less formal and it can lend itself to becoming the neighborhood office center with co-working spaces and community event spaces.



#### Architecture:

From this moment forward the process of designing architecture and landscaping became a task of turning up the volume and ideas that have already been expressed and laid out with the massing. On the east edge, the architecture is intricate and detailed to distinguish individual residential units while the residences on the west are more continuous and work together to create one larger expression. The notion of the undulating mass along the west edge on both the north and south lots is further defined by developing to different architectural styles with different rooflines and rhythm. On the ground floor between the west edge of the lots and the future train stop, we created continuity and adhesion with using similar elements on the retail facades and the Woonerf furniture. Similar shapes and vocabularies allow the user's eye to immediately feel the entire space and establish orientation and comfort.

# SITE PLAN

**USES** 



# SITE PLAN

**ACCESS** 



# SITE PLAN

**SUSTAINABILTY** 

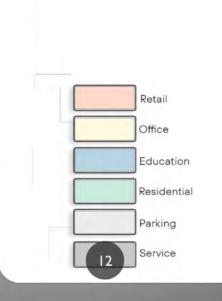




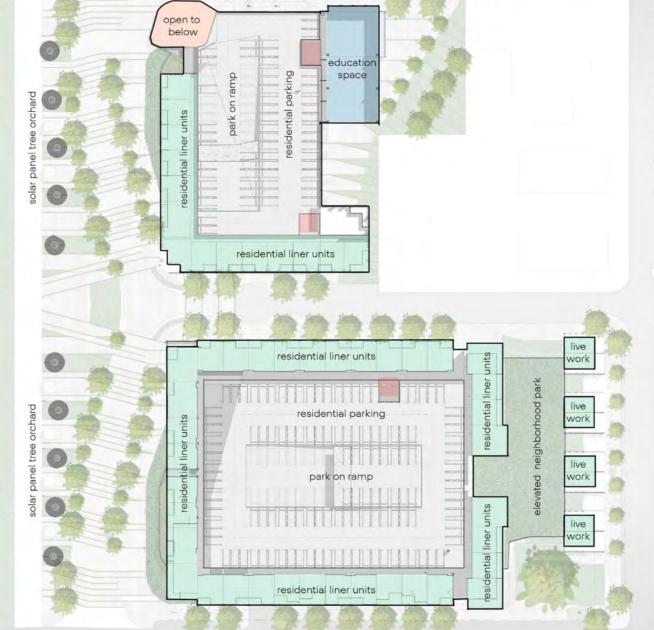
# DEVELOPMENT CONCEPT - GROUND FLOOR

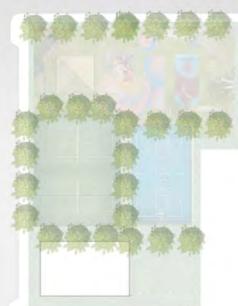






## DEVELOPMENT CONCEPT - PODIUM FLOOR





Retail

Office

Education

Residential

Parking

Service

DEVELOPMENT CONCEPT - AMENITY DECK typical office plate garden green roof residential tower bridge residential tower pool Retail Office play area club Education Residential residential tower Parking Service

DEVELOPMENT CONCEPT - TYPICAL RESIDENTIAL FLOOR cal office plate sidential tower esidential tower Retail Office Education Residential Parking Service

















## SCHEMATIC DESIGN & ILLUSTRATIVE RENDERINGS













### **DEVELOPMENT PROGRAM**



Use	Square Footage
Residential	292,297 SF
Market Rate	333 units
Workforce	20 units
Live/Work	8 units
Office/Educational	27,660 SF
Retail	35,055 SF
Public Parks	186,187 SF
Woonerf	82,542 SF
Innovation Park	22,535 SF
Tree Park	18,500 SF
Greenleaf Park	62,610 SF
Parking	274,267 SF
Private Parking	647 Spaces
Public Garage	80 Spaces
Public On Street	78 Spaces

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### **DEVELOPMENT PROGRAM - PUBLIC SPACES**

The program offers a wide range of public spaces and uses including almost 190,000 SF of parks and 158 parking spaces.

While the **Woonerf** is large in scale and will be activated with a series of pop-up events and innovative retail concepts for visitors and neighbors to gather, the **Innovation Park and Tree Park** will offer neighbors secluded, private and calm environments. The City of Oakland Park is iconic for it's quiet and peaceful corners, so in creating a new vibrant City Center, we also focused in maintaining the resident's quality of life by providing new outdoor spaces that open towards the residential neighborhood to the east.

The **Greenleaf Park** will have all recreational elements that are currently located in the City-owned lots and because we plan to acquire Parcel B there will also be enough space for the City to add a community center or other community use which we think could be a great amenity for the residents.

**Public parking** will be available on-street as well as in the garage accessed through a separate entrance than the residents to enable for an efficient traffic flow through the site.

Public Spaces		
Woonerf	82,542 SF	
nnovation Park	22,535 SF	
ree Park	18,500 SF	
Greenleaf Park	62,610 SF	
Total Public Space	186,187 SF	
Public Garage	80 Spaces	
Public On Street	78 Spaces	
Total Public Parking	158 Spaces	

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### **DEVELOPMENT PROGRAM - RESIDENTIAL**

While adding modern multifamily units to the City's rental inventory, we have also included 8 live/work units and 20 workforce units to maintain rental rates affordable.

At the heart of the project, there is the residential buildings; two modern 6-story structures, each wrapped around its own parking garage. A bridge connects the buildings from the north terrace to the south terrace where residents will find a state-of-the art pool deck including cabanas, lounge chairs, and other amenities. What's unique about this project is that the overall plan **offers amenities available for both residents and the general public.** Amenities at the ground level are of public use, whereas those at the pool deck remain private.

Residential Breakdown		
Market Rate	333 units	
Workforce	20 units	
Live/Work	8 units	
TOTAL	361 units	

The residential program includes 333 modern class A units targeted towards a young and vibrant demographics. To preserve the City's affordability, the program includes 20 units that will be affordable for those generating 80% to 140% of the Average Mean Income (AMI). 8 live/work units are located in the 4 buildings at the SE corner of the site. Residents of these units will be able to use the 1st floor as a work environment, while the floors above are for residential use. We've located the live/work units in this private corner of the site so that residents of this units can more easily integrate into the community. A user example for the live/work units would be an artist that can use the open space at the ground level to present its artwork to the community.

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### **DEVELOPMENT PROGRAM - COMMERCIAL STRATEGY**

We have developed 3 different commercial areas within the site; each one has its own identity and therefore will attract a balanced and diverse tenant base. Activating the site at various entry points creates the urban-like feel that is iconic at every City Center. An important attribute to our commercial attraction strategy is the incorporation of Broward College's educational programs. Please see below a more detailed explanation of our commercial attraction strategy.

#### **Woonerf Activation**

The Woonerf is where most of the retail space is concentrated creating a vibrant, urban-like feel. At its core, the Woonerf welcomes incoming visitors from the train station to gather with the community and enjoy live performances at the event space, grab a bite at one the food trucks, and then a visit Funky Buddha. A well-balanced mix of national and regional tenants will activate the commercial space during both the day and night.

#### Tree Park

A more secluded commercial destination is available at the SE corner of the lots where the live/work residents will have more private workstations and the opportunity to present their work outdoors and host events at a smaller in scale. The tree park will serve as a gathering place for local residents and also include a dog park.

#### **Innovation Park**

Located at the NE corner of the site, is the office and educational space. Almost 30,000 SF of space oriented towards young professional demographic. This space is complemented by a peaceful outdoor park with the possibility of including a coffee shop to serve the students, employees and residents. In addition, we have been in conversation with Broward College directives to include different types of educational programs including an innovation hubs and/or a culinary school. The goal of this partnership is to provide educational programs that will enhance small business opportunities.

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### **DEVELOPMENT PROGRAM - OPEN SPACE PRESERVATION**

The large amount of open space in the site plan helps the new buildings blend in the landscape and minimize the visual impact from a ground level view.

The Woonerf has a street and sidewalk component for both vehicular and pedestrian traffic. Taking into consideration only the sidewalks on the Woonerf, the green space outside the office building on the NE corner and the green space surrounding the historic tree on the SE corner, the project **maximizes open space in the site** to 39%. The site plan not only preserves the historic tree but also activates the area around it to create a public amenity for the community.

In addition, the new Greenleaf Park will provide **62,000 SF** along 13<sup>th</sup> Ave, and two elevated green decks, one on the north building and another one on the south building for a total of **51,910 SF**.

Use	Square Footage
Woonerf Sidewalk	47,860 SF
Office Park Open	18,320 SF
Innovation Park Open	18,500 SF
Within Lot	84,680 SF
% of Lot Size	39%
Greenleaf Park	62,610 SF
Green Deck	51,910 SF

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#### **FINANCIAL PLAN**

Please find below a summary of the financial plan. The RFP form is included as an attachment to the proposal.

Development Element	Amount			
1. City owned land purchase price/ground lease paid to City (paid to City)	In lieu of land payment will be \$4,500,000.00 spent on acquiring Parcel A and Parcel B that will be used for the project and Greenleaf park.			
2. Requested city or other governmental financial incentives, in-kind services, or commitments (from City)	None. We intend to work with the CRA to jointly apply for the County's "Countywide Reinvestment Program (formerly Broward Redevelopment Program (BRP))" Grant of \$1,000,000 for the project if the County continues to fund that program. Funds from this grant may be used for additional public enhancements. However, our application is not contingent on receiving this grant. We will work with City staff on other local state and federal transportation grants that may be available for the project.			
3. Contribution to woonerf	Merrimac Ventures to build and deliver to the city the Woonerf which is estimated to cost \$2,000,000.00 including the two additional public spaces referenced as Tree Park and Innovation Park.			
4. Contribution to future train stop	Merrimac Ventures to make a cash contribution to the City for the development of the train stop of an amount equal to \$500,000.00			
5. Number of public parking spaces, and average total development cost per public space	Number of public parking spaces: 158 public spaces of which 80 will be located inside the garage and 78 on-street  Average total cost of development per public space \$35,000.00 per garage space			
6. Greenleaf Park	Merrimac Ventures to contribute \$500,000.00 to the cost to redevelop the park.			

#### FINANCIAL PLAN - COUNTYWIDE REINVESTMENT PROGRAM

Please find below a brief narrative on the program and how we plan to secure funding from the County's "Countywide Reinvestment Program (formerly Broward Redevelopment Program (BRP))".

<u>Program Overview:</u> April 23, 2013, the Broward County Board of County Commissioners (Board) approved the Broward Redevelopment Program (BRP) for the purpose of providing County funding for eligible projects that result in redevelopment in designated areas exhibiting blighting conditions, high unemployment, and declining property values.

<u>Funding Available</u>: Reimbursement grant of up to \$1.0 million per municipality/CRA per funding cycle for eligible nonoverlapping/distinct property acquisition or affordable housing or public improvements projects.

<u>Proposal:</u> The project is located in the heart of the CRA district in the City of Oakland Park and has a major public improvement component for which it's eligible to seek funding from this program. We intend to work with the CRA to jointly apply for a \$1,000,000.00 grant for the project if the County continues to fund that program. We have recently secured funds from this program worth \$1 mm for a project of similar characteristics so we are very knowledgeable about the application process and strongly believe on our ability to secure it. Funds from this grant may be used for additional public enhancements. However, our application is not contingent on receiving this grant.

#### Dania Beach approves 340-unit apartment project with incentive deal

May 13, 2020, 3:10pm EDT

Merrimac Ventures and the Estate Cos. obtained approval for an apartment and retail project in Dania Beach.

The City Commission unanimously approved the Trion on Tuesday. On the same day, the city's Community Redevelopment Agency finalized a \$1 million incentive deal for the project.

Located on the 2.2-acre site at the northeast corner of Federal Highway and Dania Beach Boulevard, the project will be developed by 4 N

CAYMARES MARTIN

The Trion would have apartments and retail at the nontheast corner of Federal Highway and Dania Beach Boulevard.

Federal Dania LLC, managed by Dev Motwani, president and CEO of Fort Lauderdale-based Merrimac Ventures. Miami-based Estate Cos., led by Managing Principal Robert Suris, will partner in the project.

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#### FINANCIAL PLAN - DEVELOPMENT PLAN & CRITICAL PATH

<u>Timeline</u>: Given Merrimac Ventures experience in completing development projects of similar uses, scope and size in Miami Dade & Broward County, we prepared the following detailed timeline for the City's consideration.

Event	Start	Duration	End
Development Agreement Execution			Month 0
Site Plan Approval in 3 months	Month 0	3 months	Month 3
Complete Final Construction Documents in 9 months	Month 3	9 months	Month 12
Issue Building Permits in 4 months	Month 12	4 months	Month 16
Complete Demolition in 3 months	Month 16	3 months	Month 19
Complete Construction in 27 months	Month 19	27 months	Month 46
Temporary Certificate of Occupancy in 1 month	Month 46	1 months	Month 47
Final Certificate of Occupancy in 1 month	Month 47	1 months	Month 48
Opening			Month 48

<u>Milestones:</u> In addition to the above-mentioned timeline, we took into consideration and noted below a set critical milestones to finance, lease and activate the development prior to opening.

Financing - Immediately upon being selected, Merrimac will move forward with the project planning and design to be funded using internal capital as we do with all projects. This will ensure we are moving the project forward in a timely manner and meet our stated deadline. Simultaneously, we will begin discussions with prior and existing financial partners and lenders to determine the appropriate capital partners for this project.

Vacate City Hall - Once building permits are issued, we will be ready to commence demolition and construction, contingent on the city having vacated the building. We will work with City staff through the permitting process to ensure their needs are accommodated before we commence the project.

Leasing & Activation - During construction, Merrimac Ventures will leverage existing direct relationships with national and regional tenants to ensure a vibrant mix to create an active retail environment as we've done at Miami World Center and the retail at Society Las Olas. Simultaneously, we will work with Broward College to determine which of their programs are a better fit for this location.

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# SECTION D: PROJECT PRIORITY ALIGNMENT



### PROJECT PRIORITY ALIGNMENT

Proposers must provide a summary statement of how their project aligns with the City's project priorities detailed below:

An active City Center requires daytime and evening activation and therefore our development offers a diverse residential mix from the ground level live/work units to the tower residents. We've included walk-up liner units wrapping the podium and garden units at the lush and ample recreational deck that rises 40 ft above the ground and includes a high-quality amenity package. The existing recreational elements have been relocated to Greenleaf Park and Parcel B and reorganized to have easier access from the neighborhood while keeping the area safe.

The Woonerf is our first and most important public space that will support entertainment retail venues that keep it active throughout the day. The Woonerf will add to the activity with specially laid out spaces that allow for leisure and formal gatherings both daily and on special events on the holidays and city celebrations. These spaces include performance spaces with lawn seating, ample sidewalk for restaurant seating, dedicated "kiosk" spaces organized for easy setup and pack up, and street closure capabilities without interrupting daily traffic. The Woonerf is further animated with solar power trees that create shadow for the pedestrian while harvesting energy from the sun. The Woonerf is also the welcoming space for all those that arrive via commuter train so it will become the face of the development for most of the visitors. Tree Park is our more intimate open space geared more towards our neighbors to the east celebrating the historic tree and creating a more secluded park for those that know about its existence considered to be the neighborhood's secret gathering space. Low key and quiet, this space supports local live workspaces and is less encumbered by retail activities. Both the Tree Park and the Woonerf are made up of large swaths of sod and vegetation that double as bioswales that retain and direct water flow from adjacent paved areas. Through the acquisition of Parcel A, the Innovation Park comes to life. With its location, the Innovation Park is the open space that has the most growth potential in our plan. Associated with the office building and the educational component of our development, this is a high-energy business environment that nurtures small innovative businesses from local residents.

Vehicular traffic and parking were planned to provide all the necessities of the mixed-use quality of the development with **public parking** in the garage that include **EV charging** stations while avoiding interruption of the existing neighborhood traffic pattern. **Bicycle parking** along the Woonerf as well as in the residential parking garages will allow both visitors and residents to use bicycles as their main mode of transportation to and from the project. Visitors riding a shared vehicle may utilize the **drop-off** area on the north side of the site to enter the project and walk over to either the office building, Woonerf, **train station** or Funky Buddha.

Of course, all these ideas are embellished with architecture that creates a sense of permanence and historical context as if the development was a natural organic growing set of uses and buildings that created the great ambiance. The attention to detail and differentiation between the components allows for the user to wander and walk the site without ever feeling overwhelmed or fatigued while keeping their interest at a peak level. The quaint neighborhood scale on the east is respected and shielded from the higher energy space on the west while being fully represented and expressed through the architectural style.

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# **FORMS & ATTACHMENTS**

#### LIST OF APPENDIX

- 1. Cover Letter
- 2.Plans
- 3. Financial Plan Form
- 4.Development Timeline & Critical Path
- 5.Forms
- RFP Acknowledgement
- Sworn Statement on Public Entity Crimes
- · Non-Collusion Affidavit
- Domestic Partnership Certification Form
- Certification Pursuant to Florida Statue 287.135
- E-Verify Form
- 6.Addendums
  - · Addendum #1
- Addendum #2
- Addendum #3

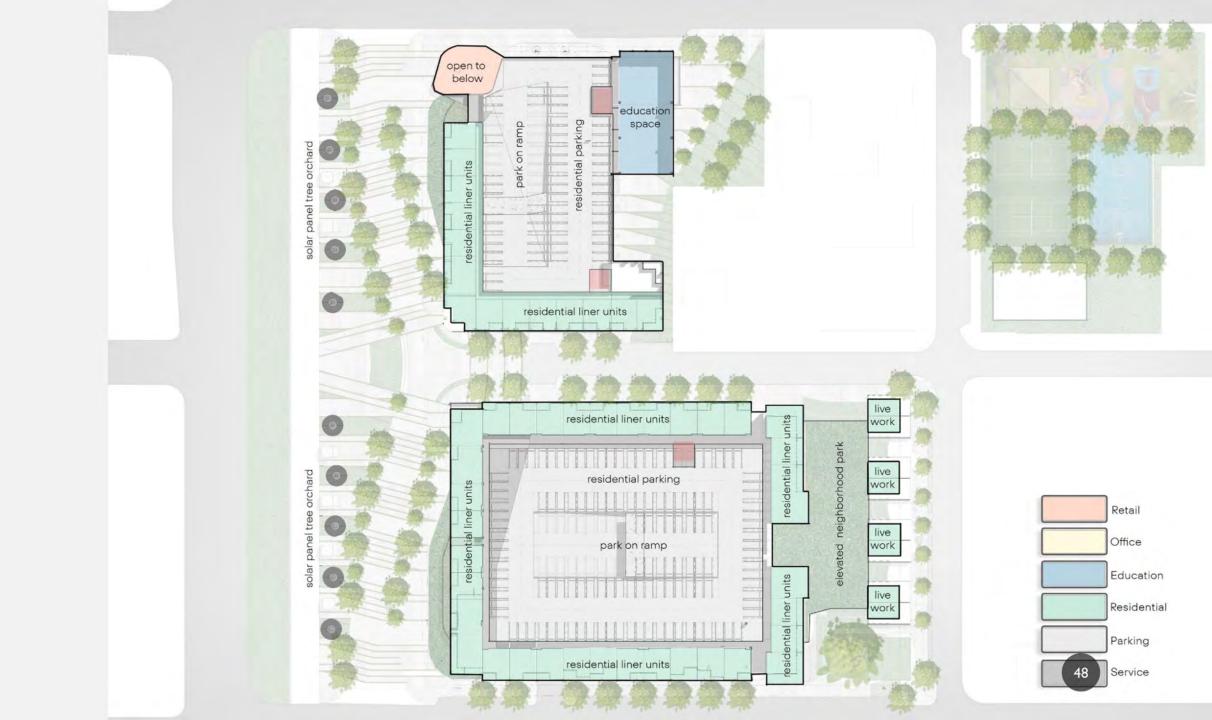
# 1. COVER LETTER

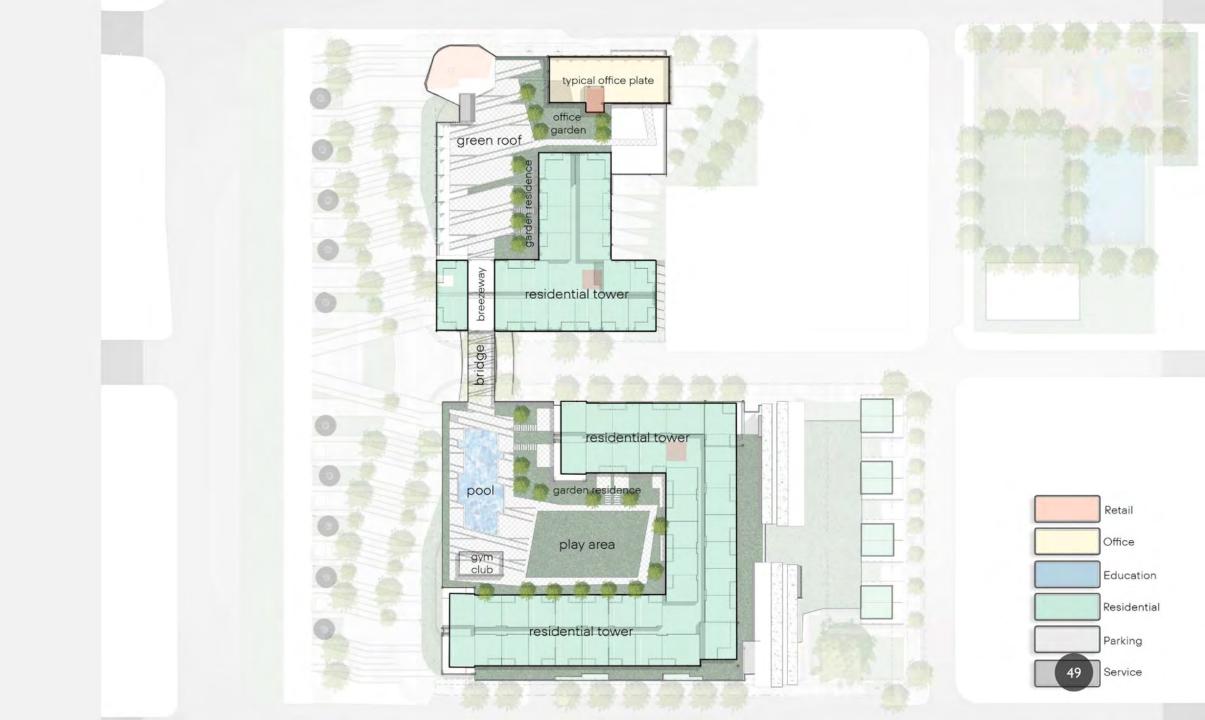
Insert cover letter in letter format. Make sure to include original on the 1st package.

# 2. PLANS

Merrimac Ventures 01/13/2022







# 3. FINANCIAL PLAN FORM

#### RFP # 011322 - Financial Plan Form

Development Element	Amount	Notes- Narrative		
City owned land purchase price/ground lease paid to City (paid to City)	In lieu of land payment will be \$4,500,000.00 spent on acquiring Parcel A and Parcel B that will be used for the project and Greenleaf park.	Include the amount you are willing to pay the City for the purchase or lease of City owned land taking into account any investment in public projects below but inclusive of the expected benefits from City or other government incentives listed under 2 below. A brief narrative should be provided that details any terms of payments.		
Requested city or other governmental financial incentives, in-kind services, or commitments (from City)	CRA to jointly apply for the County's "Countywide Reinvestment Program" Grant of \$1,000,000.00. We will work with City staff on other local state and federal transportation grants that may be available for the project.  Merrimac Ventures to build and deliver to the city the Woonerf which is estimated to cost \$2,000,000.00 including the two additional public spaces referenced as Tree Park and Innovation Park.  CRA to jointly apply for the County's "Countywide Reinvestment Program" Grant of \$1,000,000.00 We will work governmental entities you are requesting. If none, write "None". Briefly describe these incentives in a narrative section of the proposal.  Estimated value of contribution to woornef. If none, write "None" in the space provided. Provide brief narrative as to the scope of the investment, form of investment (i.e. developer delivery, cash contribution), and what portion of the public project the investment is expected to cover (i.e. all, ½, ¼, etc.).			
3. Contribution to woonerf				
Contribution to future train stop				
5. Number of Public parking spaces, and average total development cost per public space	Number of Public Parking spaces:  158 public spaces of which 80 will be located in the garage and 78 on-street  Average total cost of development per public space:  \$35,000.00 per garage space	The number of public parking spaces to be delivered excluding any parking required to meet zoning and/or otherwise reserved at any time of day for development components included as part of the project proposal. Additionally, respondents should indicate the estimated cost of developing each additional public space. Proposers are encouraged to indicate if they are including EV Stations as a part of their parking component.		
6. Greenleaf Park	Merrimac Ventures to contribute \$500,000.00 to the cost to redevelop the park.	Estimated value of contribution to relocation of Greenleaf Park. If none, write "None" in the space provided. Provide brief narrative as to the scope of the investment, form of investment (i.e. developer delivery, cash contribution), and what portion of the public project the investment is expected to cover (i.e. all, ½, ¼, etc.).		

# 4. DEVELOPMENT TIMELINE & CRITICAL PATH

Event	Start	Duration	End
Development Agreement Execution			Month 0
Site Plan Approval in 3 months	Month 0	3 months	Month 3
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Complete Construction in 27 months	Month 19	27 months	Month 46
Temporary Certificate of Occupancy in 1 month	Month 46	1 months	Month 47
Final Certificate of Occupancy in 1 month	Month 47	1 months	Month 48
Opening			Month 48

## 5. FORMS

Insert forms. Total of 8 pages. Make sure to include the originals on the  $1^{\rm st}$  package.

# 6. ADDENDUMS

Insert all 3 addendums. Make sure to include originals on the 1st package.

Addendum I has 6 pages

Addendum 2 is just 1 page

Addendum 3 is 4 pages