



# CITY OF ORLANDO

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## SOLICITATION FOR PROPOSALS CITY-OWNED DOWNTOWN REDEVELOPMENT OPPORTUNITY

### CREATIVE VILLAGE

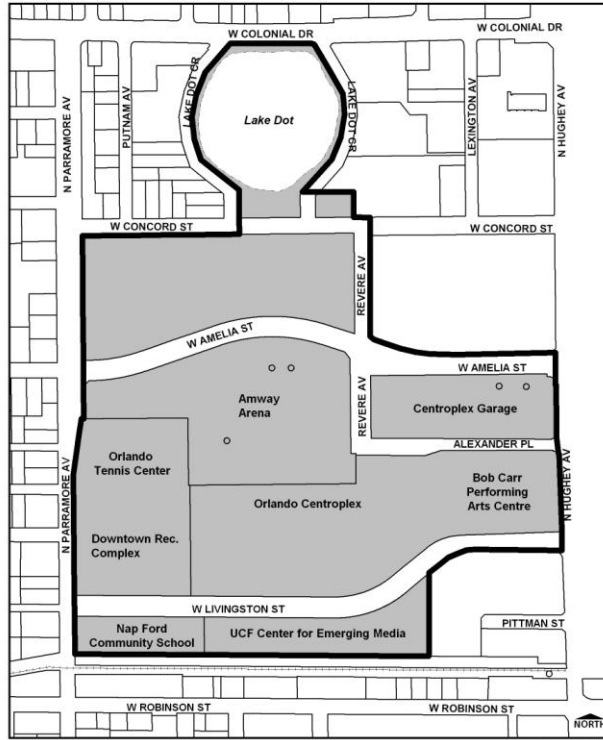
#### **OVERVIEW**

Pursuant to Section 163.380, Florida Statutes, the City of Orlando is soliciting proposals from qualified private real estate developers for the redevelopment of the Creative Village area, an approximately 68 acre tract of land in downtown Orlando, more fully described/depicted below. It is the City's objective to identify a development partner who can propose and implement a mixed use, mixed income redevelopment plan, inclusive of design, entitlement process, financing and implementation strategy.

As development of the new Amway Center nears completion, the City has an opportunity to begin to look at ways to redevelop the site where the current Amway Arena is located. Orlando is home to the job creators of tomorrow, and is a hub for the digital media and simulation industries. The Creative Village is envisioned to be a place where creative companies locate, and workers can live, work and play. The Creative Village will complement the Parramore Neighborhood, have a strong focus on educational uses and build on existing components, including the Nap Ford Charter School, the University of Central Florida (UCF) Center for Emerging Media, the Florida Interactive Entertainment Academy and the House of Moves motion capture facility.

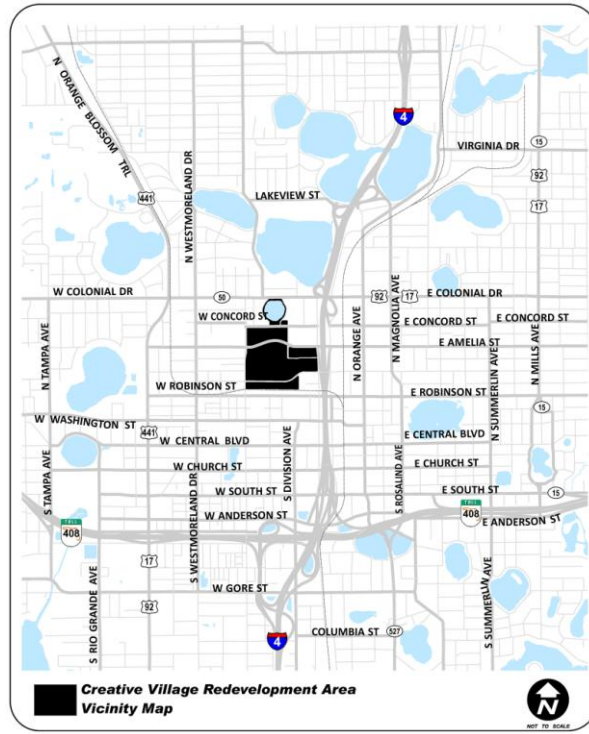
#### **GENERAL PROPERTY INFORMATION**

The Creative Village redevelopment area is generally bounded by Hughey Avenue to the east, Florida Central Railroad (FCRR) rail spur to the south, Parramore Avenue to the west, and Concord Street to the north. The subject site is approximately 68 acres zoned Public/Traditional City. The future land use designation is in the process of being changed from Public/Recreational/Institution to Urban Activity Center. The site is located in the northwest portion of Orlando's downtown core. The Creative Village redevelopment area is located within a Brownfield and Enterprise Zone. The Creative Village redevelopment area is located within a Transportation Concurrency Exemption Area (TCEA).



February 2010

- Creative Village Redevelopment Area  
51.7 +/- Acres
- 67.6 +/- Acres Including Right of Way & Lake Dot



**Creative Village Redevelopment Area**  
Vicinity Map

## **PROPOSALS FOR REDEVELOPMENT**

Proposals will be evaluated on the following criteria:

- Proposals should include a proposed redevelopment plan for a high-quality urban, mixed use, mixed income development including educational, commercial and residential uses with an emphasis on expanding educational and creative industries in Orlando. Proposal must describe the mix of affordable/attainable/market rate residential uses proposed to be included in the redevelopment plan.
- Design practices must reflect green energy efficiency standards and transit oriented design.
- Proposals must include a financially feasible plan to construct infrastructure to support the proposed uses with timeline, focusing on applying for and achieving state and federal financial support that requires minimal to no investment by the City of Orlando.
- Proposals must complement the surrounding Parramore Neighborhood.
- Proposals must adhere to Orlando's Blueprint Program.
- Proposers must be able to demonstrate a proven track record in completing similar redevelopment projects.
- Proposers must be able to demonstrate capacity to effectively market the proposed project, and have a track record of high-quality design, experience in public/private partnerships, and an understanding of the challenges and opportunities inherent in developing in an urban environment.
- Proposers must have a track record of leasing relationships with technology, creative industry tenants and related companies.
- Proposals must address parking needs and detail inclusion or replacement of existing structured parking. The City's Centroplex Garage has federal grant restrictions that may limit redevelopment.
- Proposals must address existing recreational uses within the redevelopment area, and include a plan to replace or upgrade existing recreational components.
- Proposals must include a plan to upgrade or rebuild Nap Ford Charter School within the redevelopment area.

In addition to the above, Proposals should include the following:

- Name of entity or corporate name submitting proposal with name, addresses, and phone number of officers and directors, if any.
- Nature and type of business or organization with brief history.
- Specific proposal including general conceptual or schematic plan.
- Detailed strategy on the City's ability to achieve maximum value through the development and disposition of the property.
- Any other pertinent information.

## **DEADLINE**

Proposals should be delivered to Clayton Green, City of Orlando - Real Estate Division, City Hall, 400 South Orange Avenue, 4<sup>th</sup> Floor, Orlando, FL 32801 (phone number 407-246-3817) by **no later than April 26, 2010 by 3:00 pm**. Please provide twelve copies. For additional information, please refer to [www.cityoforlando.net/creativevillage](http://www.cityoforlando.net/creativevillage).

## **ANTICIPATED TIMELINE FOR CONSIDERATION OF PROPOSALS**

March 25, 2010	Proposal period begins
April 1, 2010	Proposer Information Session
April 26, 2010	Responses from interested parties due to the Real Estate Division
April 27-	
April 29, 2010	Selection Committee reviews proposals
April 30, 2010	Selection Committee shortlists proposals
May 7, 2010	Presentations to Selection Committee by shortlisted parties/Selection Committee's ranking of proposals
May 24, 2010	Selection Committee's recommendation presented to City Council for consideration

## **FINAL AGREEMENT**

Any development and disposition of the subject property shall be subject to such restrictions, covenants, conditions and obligations, including covenants running with the land, necessary and appropriate to prevent slum or blighted areas and to carry out the purposes of the Community Redevelopment Act, Chapter 163, Part III, Florida Statutes (the "Act"), and the Downtown Orlando Community Redevelopment Plan, as amended (the "Plan").

The City may accept such proposal as it deems to be in the public interest in furtherance of the purposes of the Act and Plan, and reserves the right to reject any and all proposals and waive any minor irregularities. Terms and conditions will be negotiated and are ultimately subject to City Council approval.

For further information, please contact:  
Clayton Green  
City of Orlando - Real Estate Management  
407-246-3817 - Phone  
407-246-2707 - Fax  
[clayton.green@cityoforlando.net](mailto:clayton.green@cityoforlando.net)

*The information above has been obtained from sources believed reliable. While we do not doubt its accuracy we have not verified it and make no guarantee, warranty or representation about it. It is your responsibility to independently confirm its accuracy and completeness.*