

# Tampa Riverfront Sports 'TRS' & The NRP Group



## **MIXED-USE DEVELOPMENT PROPOSAL WEST TAMPA CRA COMMUNITY REDEVELOPMENT**

Presented to: City of Tampa Purchasing Department  
306 E. Jackson St. Tampa, Florida 33602

**AERIAL OF THE PROPOSED SITE**

**EXHIBIT A**

Mixed Use Development Proposal  
West Tampa CRA  
Community Redevelopment

*This is a Proposal Form used to establish legal and financial ability to proceed, to disclose the intended use of the real estate, and to establish the overall parameters of the project. In the event you need to submit attachments to supplement your responses, please identify the section to which the attachment relates.*

This Proposal Form includes the following exhibits:

**Exhibit A – Aerial with conceptual plan**

**Exhibit B – The NRP Group Brochure**

**Exhibit C – Detailed Resumes of Principal Team Members**

Exhibit A: Aerial of the proposed site with a conceptual block plan



# 1. APPLICANT

## PROJECT PROPOSAL

### 1. Applicant

Legal name of the applicant: Tampa Riverfront Sports, LLC

Identify all parties germane to the proposal

<i>Name</i>	<i>Address</i>	<i>Phone</i>	<i>Fax</i>	<i>Email</i>
1. Tampa Riverfront Sports LLC	600 S Magnolia Ave, Ste 375 Tampa, FL 33606	(813) 226-2220		whenry@rga-design.com

List all parties authorized to represent the applicant(s), such as company officers, attorneys, real estate agents, etc.

<i>Individual</i>	<i>Agency</i>	<i>Address</i>	<i>Phone</i>	<i>Fax</i>	<i>Email</i>
1. William Henry	RGA-Group	600 S Magnolia Ave, Ste 375 Tampa, FL 33606	(813) 226-2220		whenry@rga-design.com
2. Geoffrey Weber	Bayshore/Broadway, Inc.	221 Turner Street Clearwater, FL 33756	(727) 424-9605		gweber@bayshorebroadway.com

## 2. PRIOR EXPERIENCE

## 2. Prior Experience

*Describe the Applicants experience in the acquisition and development of mixed-use development in urban areas.*

In the acquisition and development of mixed-use development in urban areas, TRS' comparable experience is demonstrated by both the mixed-use development experience of Bayshore/Broadway Inc. and the mixed-use design experience of RGA-Design LLC and its predecessors. As the Applicant the "Master Developer" plans, entitles, zones, and permits the horizontal aspects of a site and then works with specialty vertical builders to complete projects whether they be urban infill residential or a mix of uses. The initial phase of vertical development is expected to be completed by which is on of the nation's largest multi-family builders and their experience in urban infill includes projects around the country and in Florida [See Exhibit B].

Experience of the Master Developer Principals:

### William Henry

William Henry former Chairman of the Hillsborough County/City of Tampa Planning Commission and is the architect of record of over 500 projects across the Tampa Bay Area. Most notably, he was the development representative and architect of record of Tampa's first downtown housing project, One Laurel Place. He prepared the first mixed use land use plan for the Tampa Housing Authority's North Boulevard Homes Development now known as the Tampa West River Development. Most recently, is the architect of record of the recently completed mixed-use project located in NoHo, 301 North Rome just south of the subject site

### Geoffrey C. Weber

President, Bayshore Broadway, Inc. ("Bayshore") was formed in 1991 to be a master developer that plans residential and mixed use properties, primarily in Florida but also in New Jersey. The company founder and president, Geoffrey C. Weber is a seasoned professional and CPA with an extensive background in real estate development, financing, and management of unique and creative developments. There are many projects Mr. Weber has completed including Main Street at Hampton Lakes in Westchase that was nationally acclaimed as a unique TND project and Weber is presently rezoning 80 acres in New Jersey for a TND project with 600 residential units, 300,000 s.f. of mixed-use office and retail and a captive solar field. Other project details are included in Exhibit C.

Team Prior Experience

*Identify the projects that the Applicants proposed team (Applicant / Architect / Contractor) has successfully developed. Provide the name, address, and photographs of each significant project. Provide a brief description of each project.*

### RESIDENTIAL DEVELOPER

The developer of the Phase One residential component depicted in blue will be **The NRP Group**,

one of the nation's largest developers of first class residential properties. Exhibit B brochure demonstrating experience in completing large mixed-use projects near a major sports arena venue in St. Petersburg Florida.

#### ARCHITECT OF RECORD

The Architect of Record for all development components will be RGA-Design LLC. RGA expects to work with qualified multi-use recreational facility design experts, and multi-family/mixed use architects that emphasize urban infill (such as Humphrey's & Partners) to joint venture and/or subcontract the design of the mix of uses.

#### CONTRACTOR OF RECORD

Each component of this mixed-use project will require specialized contracting capabilities and may have a public component, TRS will seek proposals or bids from qualified contractors/construction managers for each component. The NPR Group is our Multi-Family team member.

The Development Team assembled for this project has over 200 years of experience in real estate development including high-density mixed-use town centers. The team includes experienced local developers, local financiers, local land use lawyers, local and New York based investment bankers, and a New York based law firm whose emphasis is on assisting developers to arrange financing for multi-family residential projects. Detailed resumes are included as Exhibit C.

Much of this Team has worked together for over 25 years and has individually or together developed numerous projects in the Tampa Bay area. This Development Team includes:

E. William Henry, PhD – Architect in Tampa for nearly 40 years  
Geoffrey C. Weber, CPA 30+ years developing in Tampa Bay  
Kurt P. Kehoe - Vice President of Development The NRP Group – Florida  
Andrew J. Lynn – 40+ years in Tampa Bay, Developer and Investor  
Mark Lagos – 30+ years as a business owner- Developer/ Investor  
Joel Tew, Esq. –30+ Land Use attorney and Investor  
Richard Haber – 40+ raised in St. Petersburg (retired Attorney),  
Developer and Investor  
Steven Weiss, Esq. – New York resident  
Managing Partner of Cannon, Heyman & Weiss, LP with emphasis on financing for multi-family housing  
Paul Raymond, Esq. – MacFarlane, Ferguson & McMullen  
Michael Kaplanis, J.D. - Revma Group

Land planning, Engineering and Building resources: Actual firm(s) we choose depends on how the professionals respond to RFP's we issue. Our team members have worked with many national firms including (please note only RGA & The NRP Group has seen our concept plan so we make no representation that the others support or oppose the plan):

#### TRC Worldwide Engineering

AECOM - <https://www.aecom.com>

Heidt- <http://www.heidtdesign.com>

DPZ –<http://www.dpz.com/>

Architects – William Henry, PhD - [www.rga-design.com](http://www.rga-design.com)



Humphreys & Partners - Greg Faulkner - (Dallas, Orlando) [www.humphreys.com](http://www.humphreys.com)  
Builder – The NRP Group for residential

Lenders – The type of financing depends on the size, scope and uses within the project and several types of financing mechanism are expected.

- Private equity from individual investors
- Private equity from New York/Wall Street firms
- Market rate HUD 221 d 4
- Bank conventional financing
- CDD Bonds placed by Bank of America
- Tax credits – Tax or Syndicated - Public company private placements

### **3. TEAM PRIOR EXPERIENCE & EXHIBIT B**

### 3. Team Prior Experience

This Team has planned and developed several local notable projects:

- **One Laurel Place** - The Project is a 10-story, 100-unit, 110,000 sf, high rise with parking below, utilizing slip form concrete construction. The project features a single-loaded corridor so that all units face the downtown skyline and waterfront. Planning of fire exit locations and elevator core placement for ease of access was critical. Efficient apartment designs along with amenity enhancement were part of the scope of services. Alternative concrete construction techniques were evaluated including slip form, tunnel form, precast flooring, filigree and post tensioned to bring the project in below budget.



- **301 North Rome** - One of the first of its kind in the Tampa area, 301 North Rome is a mixed-use site in NoHo (North Howard), Tampa on North Rome Avenue that combines residential and retail into a walkable urban living space. This project includes dwelling units, retail shops, parking areas, and outdoor leisure areas, altogether creating a comfortable and walkable environment for the patrons. As a true mixed-use facility, 301 North Rome provides a diverse living and shopping experience to match the diversity of the Tampa Bay area.



- **North Boulevard** - The Conceptual Master Plan for Redevelopment of North Boulevard Home and Mary Bethune High Rise is a comprehensive examination of the appropriate improvements that could provide affordable housing and workforce housing in a cohesive mixed-income community while including other community facilities, such as commercial space, parks, senior living units, and a civic stadium into the plan. All redevelopment designs have a common goal: to develop the site to its highest potential and best use through a thoughtful blending with the surrounding areas and land uses, while eliminating visual blight and promoting a modern urban residential environment.



- **Baycare Medical Facility** at Main Street



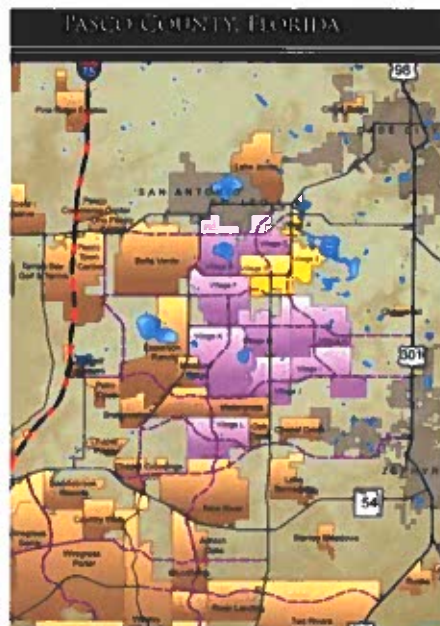
- **Main Street at Hampton Lakes Town Center** - (Race Track Road – North Westchase) Planned and developed the 40 acre site which has been recognized by the American Planning Association for its New Urban design of mixed-use commercial retail, office, residential apartments, and town homes (approximately a \$100 million project 95% built out).
  - Land planning by Andres Duany and Charlan/Brock (Orlando architects) and URS (Tampa). Originally zoned for 400 MF units, 120 bed hotel and 200,000 sf of commercial the project was built to suit market conditions, including:
    - 170 townhomes including 3 story live/work on the Main Street
    - Winn Dixie anchored retail/office center with 130,000 sf
    - Bay Care 50,000 sf medical center
    - Urban Apartments 170 units per acre on drawing board



## Long-Range Planning and Development

Bayshore/Broadway was a leader in the formation of a public-private arrangement that raised \$1 million in private funding to allow Pasco County to approve a 2050 vision plan covering approximately 17,000 acres of the County (Village of Pasadena Hills) by identifying 12 TND style villages encompassing over 40,000 residential units and 4 million square feet of non-residential uses.

<https://www.pascocountyfl.net/272/Villages-of-Pasadena-Hills>



### *Select Completed Projects Showing Master Developer Experience:*

- Country Walk – Pasco County (Wesley Chapel) Completed and sold 890 home sites to builders in a unique Community Development District with no back to back lots in a plan that preserved hundreds of acres of conservation areas. Completed to date residential value of approximately \$300,000,000.
- 322 acres of the Tri-County DRI on Race Track Road in Hillsborough County – changed Land Development Code to accommodate 600 +/- unit mixed-use residential community, which resulted in over \$100,000,000 in residential sales and the development of 32,000 s.f. of offices. Also provided land and connectivity to new middle and elementary schools.
- Completed and/or managed the development of many communities in Pinellas, Pasco and Hillsborough County over the past 30 years.  
<http://www.bayshorebroadway.com/bayshorebroadway%2Cinc./people>
- Team Member Steven Weiss has spent his career in Affordable Housing, Community Development Law, and Corporate Finance Transactions using Tax Exempt Bonds, Low-Income Housing Tax Credits, New Markets Tax Credits, Historic Tax Credits, Brownfield Tax Credits and other tax incentives.  
<https://chwattys.com/steven-j-weiss>

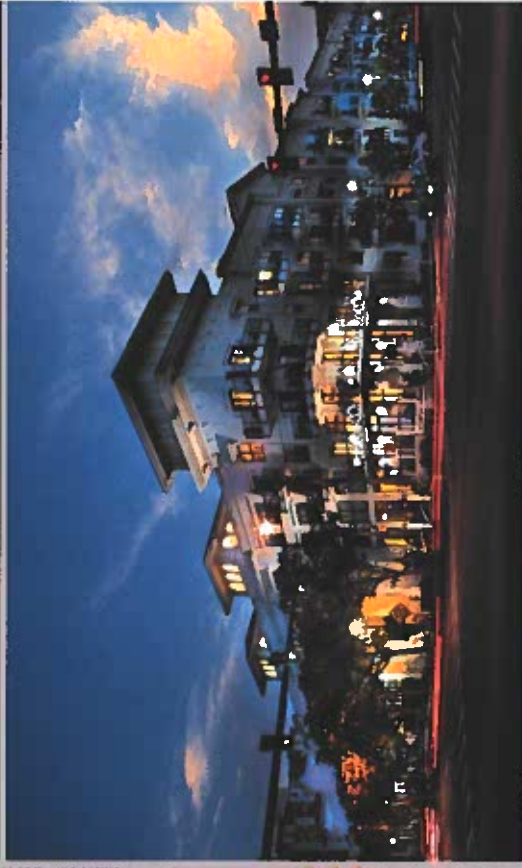
- This "Team" has worked on dozens of Tampa Bay projects (many of which are listed above). Their projects have created thousands of temporary and permanent jobs and hundreds of millions of dollars of real estate value.
- In 1974 the Lynn family purchased about 200 acres on Race Track Road for investment and in the late 1980's they obtained a DRI approval for light industry. In the 1990's, working with this Team, Lynn negotiated the sale of the southernmost acreage to Hillsborough County for the extension of Linebaugh Avenue from Westchase to Race Track Road which allowed the development of a large mixed-use ALF on Linebaugh Ave. Lynn also developed over 100 acres into a light industrial park (LynMar) and later developed high end retail uses along Race Track Road.
- This Team parlayed its successful revitalization of the Tri-County DRI and LynMar into the nationally acclaimed Town Center on the NW corner of Race Track Road and Nine Eagles Road.
  - Working closely with Hillsborough County staff and internationally renowned land planner Andres Duany, created special Design Development criteria for high density, mixed use, urban infill development that resulted in the 40-acre *Main Street at Hampton Lakes* which was developed into 130,000 square feet of mixed-use retail/office (anchored by Sweetbay, Starbucks, Bank of American and other national tenants). Baycare constructed a 50,000 square foot medical facility on the site and Beazer Homes constructed mixed use, live/work units along the projects Main Street, and 170 total townhomes, all have been sold.
  - The Team is presently planning the last phase of Main Street which is expected to be a 6-story mixed use urban infill apartment complex.
  - An important element of the successful development of the Race Track Road corridor was the effort this Team made to improve Race Track Road from a two-lane country road to the 4-lane highway it is today. This Team organized the residents of The Eagles, Westchase, and others, and convinced the County to issue \$30 million in bonds to complete the improvements.
  - The projects, both completed and planned, as developed by the Team, were instrumental in leading the County to build two schools and a library within a 5-minute walk of Main Street.



the **NRP** group



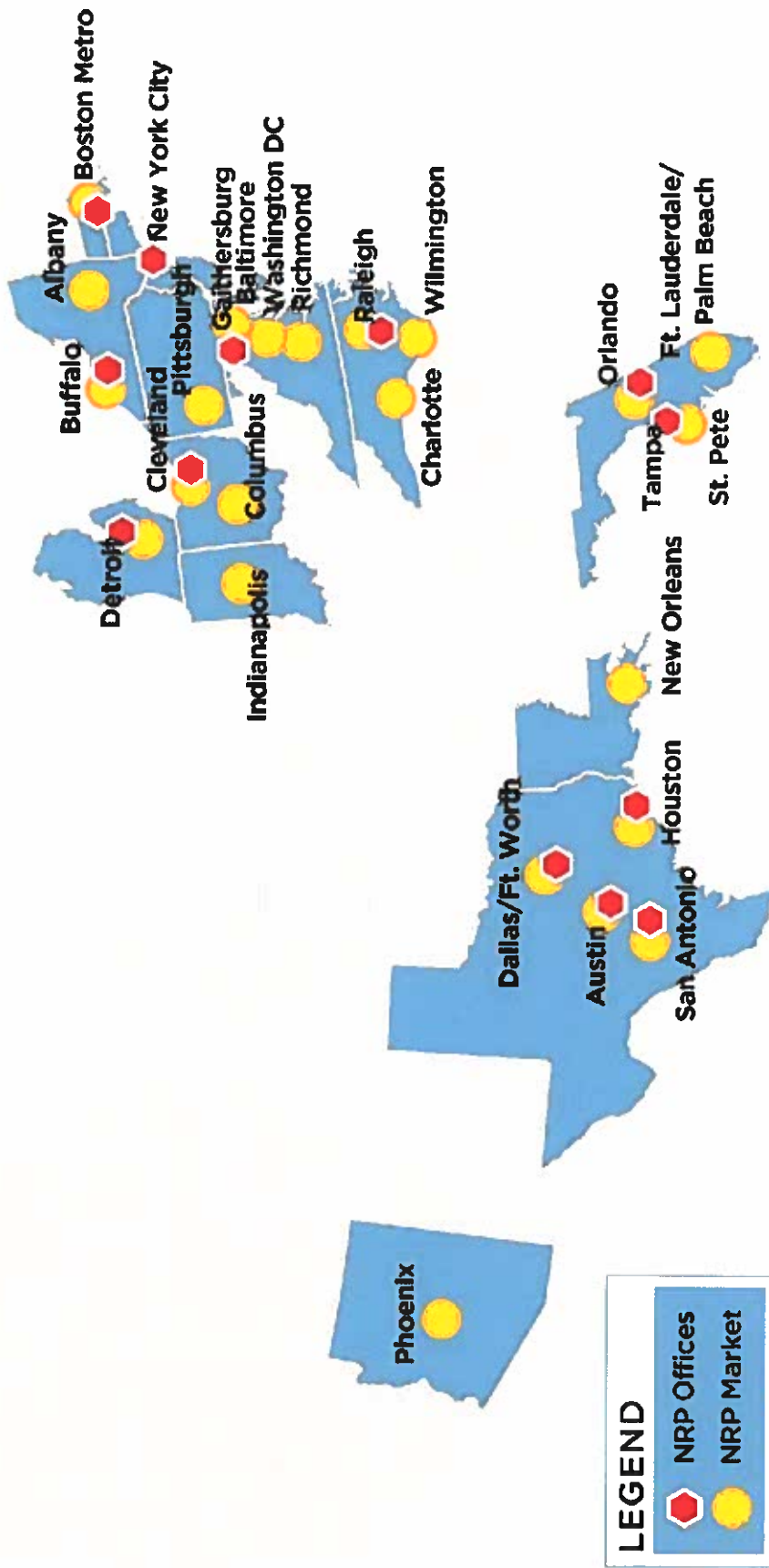
# NATIONAL MULTIFAMILY DEVELOPMENT



the **NRP** group

**AFFORDABLE HOUSING FINANCE**  
2016 RANKED #1  
TOP 50 AFFORDABLE HOUSING DEVELOPER

**NMHC**<sup>50</sup>  
CONTRACTORS #6  
DEVELOPERS #7  
2017 TOP 50



## 4. DEVELOPMENT INTENT

#### 4. Development Intent

*Describe in detail the proposed project and how the hotel/office/residential/retail will integrate with the redevelopment of the West Tampa. Attach drawings and/or plans that explain the proposed development.*

Our "Vision" for the subject property presumes that planning will create a unique space that will meet the CRA and RFP goals and also expand beyond the subject parcels and will require the development Team's experience to connect the CRA to the downtown core.

It is important to note that this proposal and this development Team's motivation goes well beyond this RFP as is evidenced by the successful Tampa Bay projects it has completed over the past 30 years. This development Team is creative, persistent, and motivated to succeed; and, while profit is a motive, pride and community service are even more important when planning and developing projects of this scope. (An example is the *Villages of Pasadena Hills* in Pasco County where the planning and rezoning started in 2005 and final approvals were completed in 2013 – construction is not expected to begin for at least another few years).

Because of our methodology, this Team always works to accommodate the needs of ALL stakeholders in and around any property it develops. While it is not always possible to please everyone, this Team makes every attempt to engage all stakeholders in the planning process and takes great care in managing the development of its projects.

For this RFP, we have prepared a specific site plan for the subject parcels but because we believe that any plan must involve other stakeholders in the planning process **the concept plan is for discussion purposes**. The stakeholders clearly include the surrounding property owners, the City as an entity, and the existing and future businesses that rely on traffic patterns, parking spaces and the like.

Further, any redevelopment must be designed to interconnect the waterfront and downtown Tampa using a variety of transportation options such as ferries, people movers, buses and bicycles. Interconnectivity is a meaningful long-range necessity.

While there are many possibilities for redevelopment, one such vision **might** include *building a 30,000 seat baseball stadium*. This land area can easily be planned to support this use and the desired housing, mix of office, retail and housing while providing a much-needed downtown amenity.

The creation of a destination within this area is consistent with the 2018 study by use of live/work units and e-Urban mixed-use products. This would make excellent conduits to attract these businesses and professionals by offering a unique waterfront destination but also offering a variety of space configurations in live/work space, retail, and offices that would undoubtedly be needed in the district.

The NRP Group would provide the Phase One vertical market rate mid- or high-rise residential use component. They are nationally known with a track record of success. See some of their statistics below:

**C**onstruction team handles the building process from start to end in order to provide a high-quality end result. Throughout the process, NRP's Construction team focuses on calculating pricing, providing outstanding quality, and on-time completion with every project. Over the years, strong relationships have been forged with subcontractors nationally to support NRP's high standards.

**CONSTRUCTION INITIATIVES**

- Creating designs
- Designing architecture
- Producing estimates for concepts
- Constructing buildings
- Carrying out civil engineering work
- Consulting on construction projects
- Managing projects
- Carrying out general construction
- Managing construction
- Developing budgets



The Edison at Gordon Square, Cleveland, OH

**STATISTICS**

**15**

States Licensed In

**33,556**

Units Constructed

**6<sup>th</sup>**

NMHC's Top Contractors

**124**

Construction Staff

## Conceptual High Rise



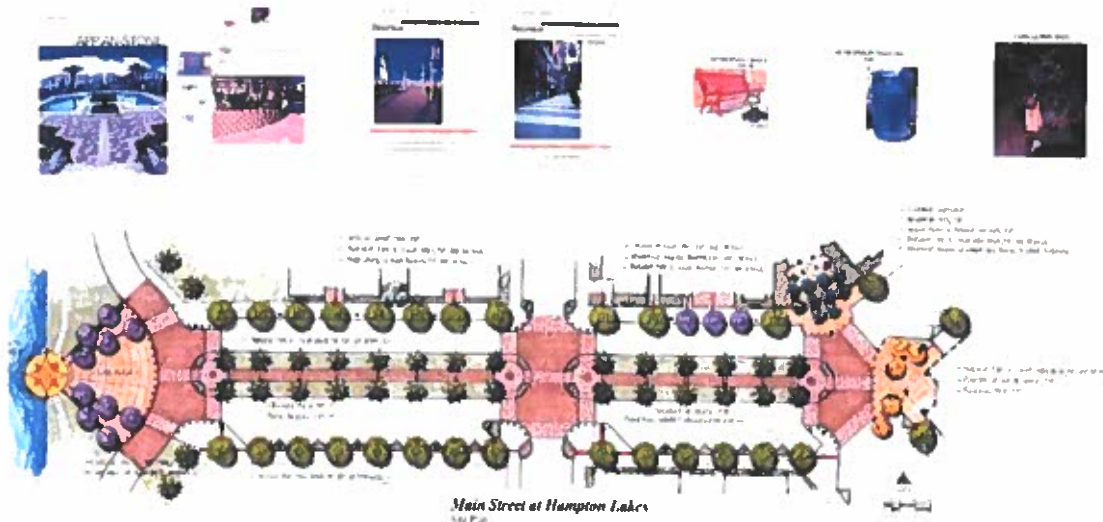
As the gateway to the Project, live/work mixed-use is essential





The live/work units are three-story, for-sale townhouses where the first floor would allow for office and retail uses, and the second and third floors are living areas. The front façades have steps and porches fronting onto newly-created streets that lead to the river and to the retail shops. Garages are accessed through rear alleys. Each unit has a one- or two-car garage.

Streetscape design (from Howard to the Project) would include on-street parking, fountains, tree-lined sidewalks with a terminus at the river, similar to the photo above which was conceived from the rendering below.



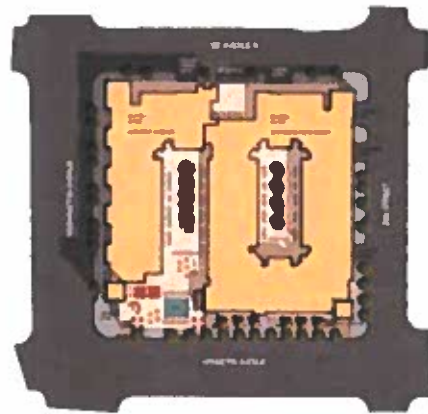
This actual product, which has been very successful, can be seen at Main Street at Hampton Lakes. Pricing for the 3 story units would be \$300,000 and up while matching 2 story homes would be available off the main street in the \$200,000 and up price range. Amenities could be shared with the second concept which is high density residential with a small retail component.

More important is to build high residential density mixed- use with an affordable component to meet current demand. A mix of 1, 2, and 3 bedroom units with structured or podium parking. Street level would be retail (grocery preferred) and/or office depending upon the full planning effort and the results of a comprehensive market study.

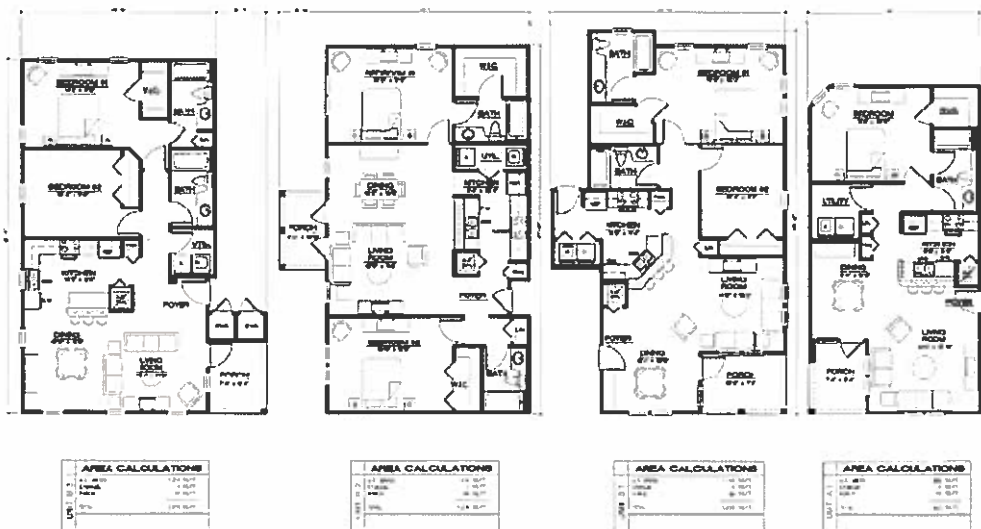
The project would likely be 6 stories (or more) over parking in an e-Urban vernacular that could look like this (Humphrey's & Partner designs).



288 apartments  
 113 units per acre / 2.54 acres  
 6-story wrap and podium w/retail  
 476 - 1,522 sq ft units  
 Efficiency, 1 and 2 bedroom units



Floor plans would be similar to other urban plans such as these:





While this Team is hopeful that it will be selected to negotiate for the development pursuant to this RFP, we are making this proposal based upon our desire *to coordinate with other stakeholders and the City to expand the scope of the project* by working in a manner, whereby we engage the City and all stakeholders to provide proper connectivity to the project and to downtown.

All members of our Team feel that it would be irresponsible and unsuccessful in the long term to attempt to plan and/or build only on the 18 acres without a comprehensive plan that includes city and private property extending outward in all directions.

We envision as part of Phase 1 the need to provide easy access from Howard Avenue and also create the necessary connectivity of this area to the water's edge and downtown. We also believe that the planning may need to be configured to allow for wider streets, more on-street parking, wider sidewalks, and most importantly, fit into the overall plans to create a new destination.

This development Team has a business philosophy that strongly believes successful results are only realized when all stakeholders are benefited by the final results. In this instance, the stakeholders must necessarily include the City, businesses, residents (current and future), visitors, neighbors, and the consumer. This given business philosophy has spawned prudent strategies and controls and ensures maximum interaction with stakeholders before a project gets off the ground.

These goals will be the cornerstone for the community should we be selected to carry this vision to fruition.

#### **HISTORY OF RGA RFP responses:**

This is the second response to a mixed-use development RFP related to a baseball complex prepared by RGA. In 2008, RGA and other partners offered to buy Tropicana Field for \$75 million. Though this was the highest bid for the property defined in the RFP issued by the City of St. Petersburg, the City opted for a development proposal that focused on retail development. The mixed-use development project named was named Williams Quarter. Triad, an economic feasibility expert, correctly forecast the pent-up demand for multi-family residential (MFR) property in and around downtown St. Petersburg. The current buildout substantiates Triads forecast. The developments intent identified MFR as the economic engine that can drive mixed-use development. The development principle often cited is that rooftops proceed the demand for commercial property.

## **Action Plan**

### **INTRODUCTION:**

The site-specific conceptual development program regarding the project height, scale, density and intensity will evolve through the overall master planning as described above. But it is reasonable to assume that the live/work units will be constructed in the highest possible DU range with heights that provide maximum views. Urban mixed-use product will be six stories or more over parking. Architectural style for live/work units will be essentially as shown in the graphics above and the high-density style will evolve from planning charrettes and be designed to be compatible with surrounding uses. A focus on attracting upscale uses for office and retail may require a more modern look.

Clearly the project should offer a "Main Street" corridor (as depicted in the graphic above) with a terminus at the river, but specific curb cuts, access points, parking and other design solutions will evolve in the charrette process and then be governed by modified design guidelines.

TRS adapts a similar mixed-use development intent for the Tampa Riverfront Sports entertainment district. The development intent in this response is that the MFR development component will proceed the commercial development and special use amenity component.

Additional uses include a full-service hotel and office building with associated structures, which provide required parking.

The last amenity includes a multi-use recreational facility for baseball at the appropriate level: college, triple A, or MLB spring training. If efforts fail to retain MLB in Tampa Bay then this venue can serve as a potential fall back.

## PHASE ONE:



*Multi-family development anchor (shown in blue)*

Our concept for the terminus of the river walk (via proposed pedestrian bridges) and water ferries is what is known in retail development as an end cap.

End caps by definition are the largest component of large retail developments. TSA visualizes the Tampa Riverwalk as tantamount to an urban pedestrian corridor anchored to the south by the dense urban Channelside Development. A critical component of this mixed-use project is Water Street Tampa, being developed by Strategic Property Partners. This anchor includes Amelia Arena, Sparkman Wharf, 815 Water St, and other properties currently in or planned for construction.

The development intent is to include end cap anchors on a pedestrian urban spine aligned along the Hillsborough River and include a residential economic development engine. TRS proposes that the first component of the Riverfront Mixed Use Sports Development be as large of a multi-family building as is technically and financially feasible. TRS recognizes the need to modify the comprehensive land use plan to accommodate this. However current land use and zoning may permit Phase One to proceed with up to 600 units. Increased density is a critical component of the proposal. The subsequent public amenity phases depend on incentives such as Brownfield credits, Opportunity Zone incentives and tax increment financing to underwrite public bond financing. Please see section 5 - Development Cost and Financing.

Though the development approach is to capture latent demand, the development intent is to remain consistent with the fabric of West Tampa and remain within the constraints of infrastructure and current property availability. However, we believe that the highest and best use of the property for the first phase development entails up to 1,500 market rate residential units contained within two high-rise structures.

These two-mirrored high-rise structures will be situated atop a 6 or 7 story podium framing a private residential amenity area. The podium will be comprised of ground level retail with auxiliary office with store-frontage along North Oregon as well as the Willow Avenue extension.

A 2,000+/- parking structure to accommodate both the public commercial space invitees and private residents will be situated atop the entire ground floor commercial development. The three-acre roof of the parking structure can serve as both an amenity deck overlooking the sports arena and riverfront and the lobbies of the two residential development towers.

## PHASE TWO:



*Hotel tower (shown in yellow)*

The second phase includes an adjoining 750 bed, 60 story hotel tower placed atop the triangular shaped portion of the southern parcel identified in the RFP. This hotel will serve the emerging hospitality demand in the area with the redevelopment of the THA North Boulevard Homes aka the West Tampa Riverfront zone. New improvements within the THA property should include an improved east-west local road network to interconnect Armenia, North Rome and Willow from points west such as Main, McDill, Himes, and Dale Mabry. Hospitality development should follow demand factors generated by redevelopment of the area and be executed concurrent with the sports amenity package.

### PHASE THREE:



#### *Stadium*

The third phase will include a stadium initially planned to accommodate college, triple A, or minor league baseball. The 28,000-seat+ stadium could be upgraded to include box seating and retractable roof in the event that MLB has exhausted other avenues to remain a tenant in one of the other planned venues. TRS has no development intent of becoming a franchise owner or competing for preference in the on-going MLB stadium site selection process although the City of Tampa may be desirous of pursuing this option.

The construction of new arenas and stadiums has a positive impact on real estate values for nearby homes, according to a report by the Real Estate Investment Network. Homes in neighborhoods close to new stadiums — or proposed stadiums — on average, have premiums ranging between 3 percent and 15 percent, depending on the different types of housing, parking options available, and the distance from the stadium. See diagram below:



**PHASE FOUR:**



*Office Building (shown in red)*

The fourth phase will include a 100,000 SF office building to accommodate local and on-going West Tampa demand for class A office space.



## ALL PHASES:

Each component of the development will generate demand for parking. It is TRS' objective to accommodate the parking demand for all private development components including residential, retail, office and hospitality uses. As in most mixed uses there is a cross parking benefit for business hour uses and off hour residential and amenity-assembly uses. We intend to more completely assess the parking demand factors that may include demand reductions attributed to cross parking, public fixed rail mass transit, bus, river water ferries, self-driving cars, bicycle, and pedestrian circulation. In addition, there are various other road sharing modes that will lessen demand.

## QUALIFYING STATEMENT:

For the plan to be successful, extensive due-diligence is required to meet all of the needs of the community and the development.

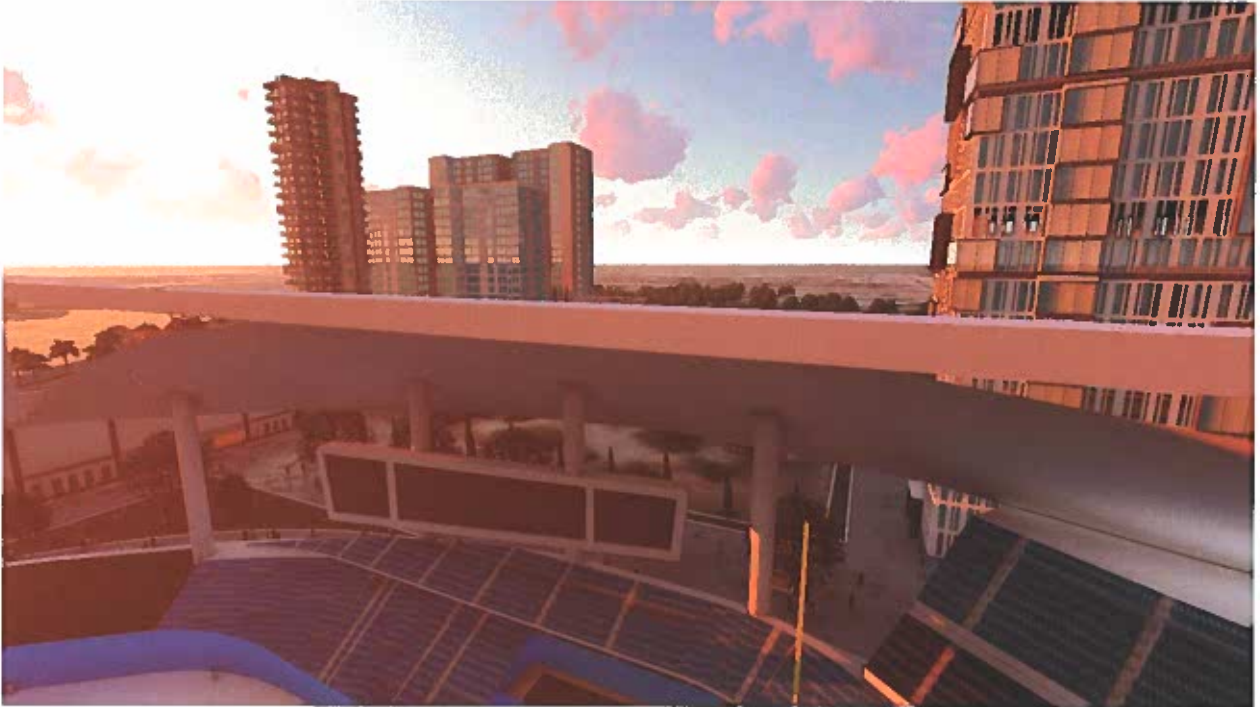
The Strategic Plan graphic below shows connectivity to River Walk, which is critical.

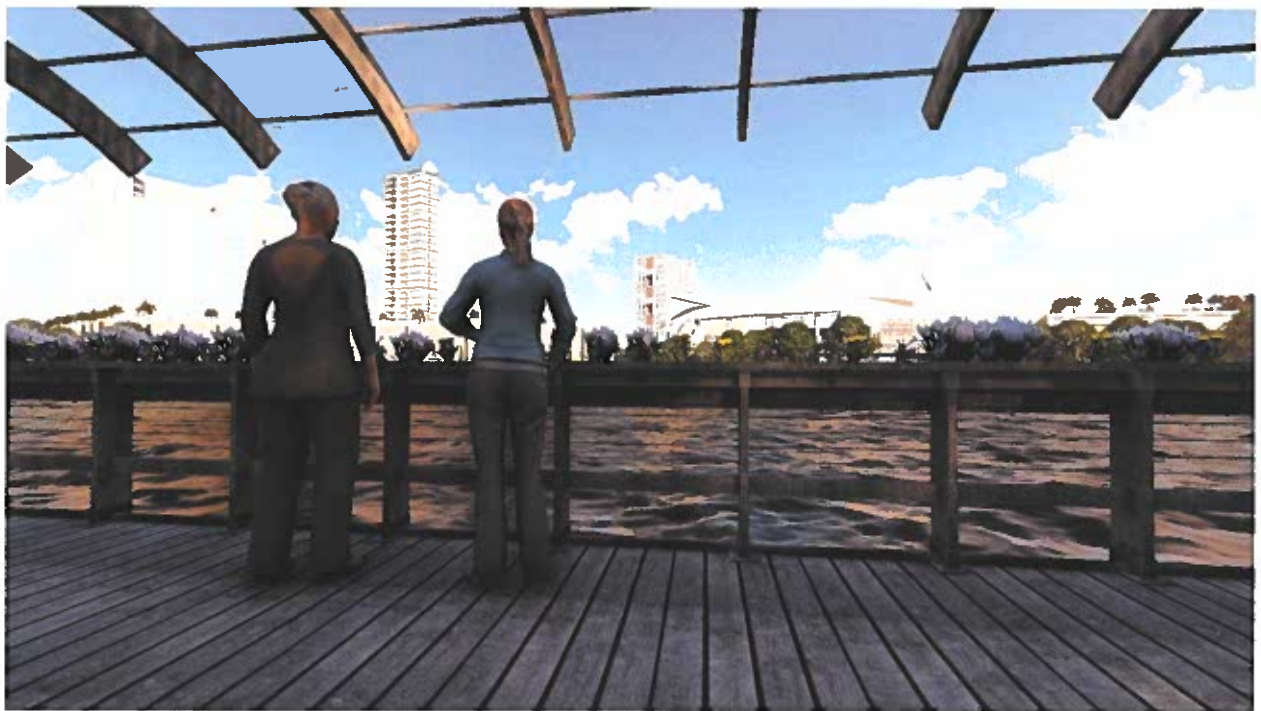
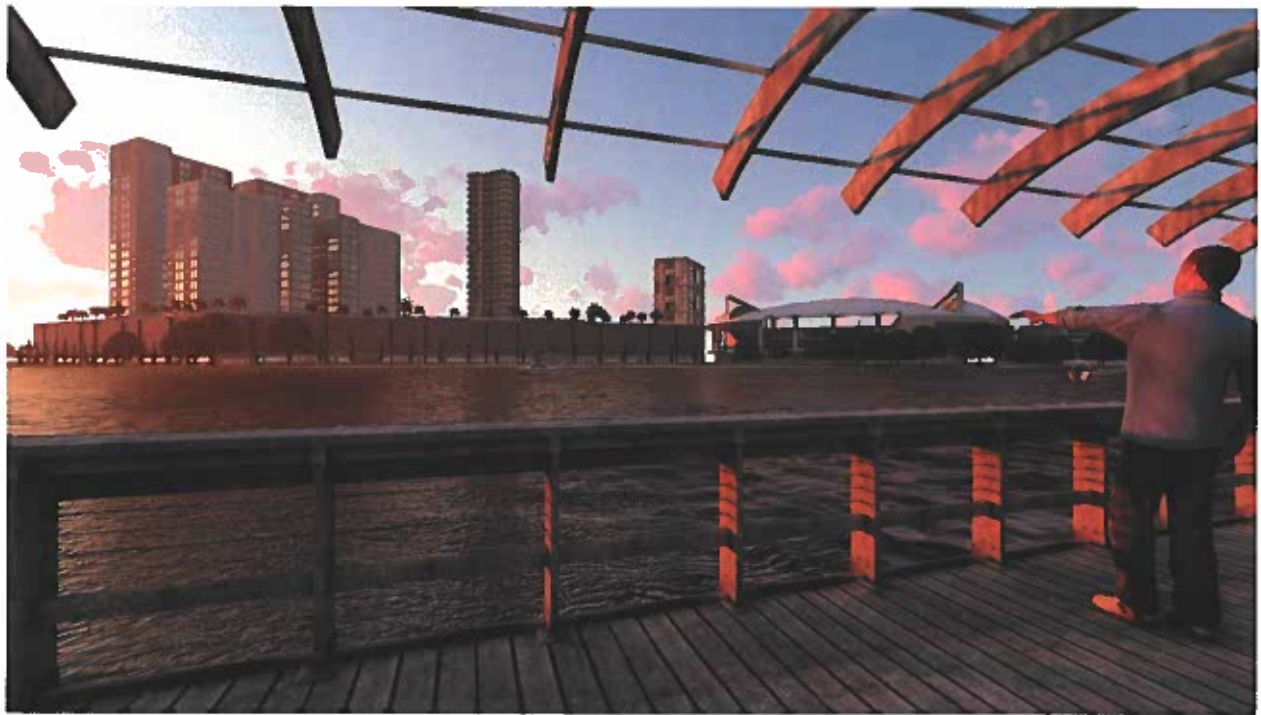
### Bike and Pedestrians:

As shown in Figure 6, the Cass Street cycle track is planned to extend from Downtown to N. Howard Avenue, ultimately connecting to 26<sup>th</sup> Avenue. In addition, the City has planned improvements for a Multi-Use Trail called the West River Greenway. This trail runs from Bayshore Boulevard to W. Kennedy Boulevard and Blake High School to Columbus Drive.



## CONCEPTUAL RENDERINGS PROPOSED





## 5. DEVELOPEMNT COST AND FINANCING

## 5. Development Cost and Financing

*Provide a line-item budget detailing the anticipated project cost and identify all known and anticipated funding sources and amounts per source for this project. Known sources should be identified as such.*

### DEVELOPMENT COSTS AND FINANCING

It is not realistic to present a meaningful detailed budget at this time as development and vertical cost inflation has been dramatic over the past few years and this is expected to continue. Based upon today's costs to build, with a 5% per year inflation factor, the following estimates are not unreasonable (the budget amounts assume completion over 3 to 10 years using today's per square foot costs multiplied by recently published construction cost inflation factors):

The Development Costs are projected to be the following:

**PHASE ONE** - \$500 Million - Multi-Family Residential 1500 Dwelling Units and associated parking structure plus Ground Floor Retail Plain Vanilla Shell plus 120,000 SF plus Retail Tenant Fit Out

**PHASE TWO** - \$225 Million - 750 Guest Room Hotel and associated parking structure

**PHASE THREE** - \$900 Million - 30,000 seat multi-use recreational facility with additional 100 executive corporate boxes and dome TBD with associated parking in a structure just north of the multi-use recreational facility.

**PHASE FOUR** - \$90 Million - 300,000 SF Corporate Office Structure with associated parking north of Multi-use recreational facility

**CONTINGENCY** - \$285 Million - Local Road Improvements, Transit interfaces, and utility improvements.

**TOTAL DEVELOPMENT COST - \$2 BILLION**

Financing:

Phase One - Private

Phase Two - Private

Phase Three - Public Tax Increment Bond Issue

Phase Four - Private

Contingency - Public from recent one cent sales tax initiative

<b>USES OF FUNDS IF HUD 221 d 4 financed</b>			
<b>USES OF FUNDS</b> (doesn't include land)			
Construction Costs			93,909,175
General Requirements	5.00%		4,695,459
Builder's Overhead	2.00%		1,878,183
Bond Premium	0.60%		563,455
Contractor Other Fees (impact fees)			3,075,430
Architect & Engineer			697,000
Interim Interest (see column T)			2,879,094
Taxes			264,000
Insurance			50,000
FHA Mortgage Insurance Premium	1.14%		1,070,565
FHA Exam Fee / HUD Application Fee	0.30%		281,728
FHA / HUD Inspection Fee	0.50%		469,546
Financing Fee	2.00%		1,878,183
FNMA/GNMA - Placement Fee	1.50%		1,408,638
Title & Recording			400,000
Legal			150,000
Cost Certification Audit - Owner			20,000
Appraisal / Market Study			32,000
Survey			10,000
Organizational Costs			10,000
A&E Review			40,000
Cost Reviewer			40,000
Environmental			7,000
Builder/Sponsor Profit & Risk Allowance (BSPRA)			4,733,537
<b>Total Estimated Development Cost (before land)</b>			<b>118,562,992</b>

## 6. LAND DISPOSITION AGREEMENT

## **6. Land Disposition Agreement**

*Describe the Applicants offer to the City and proposed terms of financing. Also, include a timetable for the transaction(s) and any special conditions.*

### **PHASE ONE PROPERTY**

TRS will contract to purchase this property at today's fair market value in "as-is" condition contingent upon proper due diligence and subject to the time needed to obtain the entitlements consistent with the plan.

It is expected that the City of Tampa would obtain an independent appraisal and that City and Applicant attorneys would work together to create a mutually acceptable purchase agreement which could include post closing requirements for the City and the Applicant such that both parties have assurances that such requirements are timely met.



## 7. FINANCIAL PROFILE

## 7. Financial Profile

*Provide a summary of the Applicants most recent personal and/or corporate financial statement, and provide evidence demonstrating that the Applicant either has, or can secure within a reasonable amount of time, the necessary financial resources to complete the proposed project in a timely fashion and provide long term financial support to the project after it is built.*

As this RFP response will become a Public Document and the Applicant is a private entity it is not reasonable to provide financial statements. RGA, Bayshore-Broadway and NRP have provided herein extensive details of their track records showing that they have the financial resources available to complete the residential, hotel, retail and office. The ability to build the stadium will involve hiring an expert in CRA, Brownfield and Opportunity Zone financing mechanisms however this Team has experience in hiring such experts, analyzing the results and implementing the plans whether it's bonds, tax increment financing or similar financial instruments.

Further, the financial backing for each segment of the project depends use as each requires specialized backing. For instance, a HUD 221 d 4 project offers a unique opportunity to develop market rate mixed use multi- family but the HUD approval depends upon what HUD has in the pipeline. Presently most residential multi- family projects are using tax credit techniques and use private equity and traditional bank loans. If interest rates continue to rise then alternative sources would be considered.

While this Team works on many projects at a time, some can be completed in 1 to 2 years while others may take 20 years or more. This Team is careful to undertake projects that it strongly believes will succeed based upon criteria it has developed over the years.

This Team has created hundreds of millions of dollars in real estate projects, most of them in Tampa Bay. To evaluate the Team's performance the reviewers of the RFP can visit local projects or contact officials who interacted with the team during design, permitting and construction of these projects.

Since this RFP focuses on urban infill it makes sense for the Applicant to be judged on its ability to assemble the correct team of vertical builders and The NRP Group offers an excellent example of successful projects.

Projects completed along the Race Track Road corridor in north Westchase such as Main Street at Hampton Lakes Town Center, LynMar and West Hampton demonstrate the tenacity and creativity required to bring a mix of uses together.

For proof of the Team's long term Vision the Pasco County projects of Country Walk and Saddlewood Estates show high quality products and review the approved ordinances and planning documents of the *Villages of Pasadena Hills* are indicative of the Teams success.

The Team takes pride in the success of all of its projects, many of which are listed in Exhibit C.

For references we include below the names of local references only. For HUD projects and large-scale projects, this Team will demonstrate its ability to obtain financing through a mix of capitalization which would likely include sources<sup>5</sup> such as:

- Private equity (contact person depends upon project location and scope)
- HUD
- Bank of America (contact person depends upon project location and scope)
- Bank of Tampa (contact person depends upon project location and scope)

- Valley Bank (previously Amerifirst)
- CentreState Bank (Previously Platinum Bank and Jefferson Bank)
- Republic Bank (Kentucky based)
- Capital One (contact person depends upon project location and scope)
- First Tennessee Bank (contact person depends upon project location and scope)
- BB&T (Wealth Management Department Winston Salem)
- Finitive, LLC Investment Bankers in New York
- Synovus Bank
- FMS Bonds or Raymond James (contact person depends upon project location and scope)
- Syndicated deals (contact person depends upon project location and scope)
- Public company private placements (contact person depends upon project location and scope)

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<sup>5</sup> Financing sources are considered confidential and project specific. The local lenders listed above have a long history of working with members of this Development Team and will provide references.

## 8. DEVELOPMENT SCHEDULE

## 8. Development Schedule

*Provide a proposed project timetable from property closing to completion. Applicant must successfully demonstrate that mixed use construction will commence within one (1) year of closing. Specific terms and conditions related to the start of construction shall be fully described in the subsequent Land Disposition Agreement.*

Because this proposal contains a unique mix of uses the ability to "commence within one (1) year of closing will be highly dependent upon the City's ability to do the following:

- Approved the Land Use Changes required (12-18 months)
- Approve the permits which would be done in phases with multi-family first

The most responsible plan is a phased plan and this Team has the proven track record of securing financing one permits are obtained. A targeted timetable is as follows:

Phase One – Multi-Family = 12 months for permits, 24 months to complete construction of building one which may contain up to 500 units. Subsequent build-out of multi-family is market driven and to speculative to predict today  
Phase Two – Hotel = 12 months for permits, 24 months to complete  
Phase Three – Multi-use recreational = 24 months to permit, 30-36 months  
Phase Four – Office = 12 months for permits, 24 months to complete  
Contingency - Public from recent one cent sales tax initiative

Please note that these projects will likely not be constructed concurrently although depending upon the City's ability to improve infrastructure, provide the necessary access as described herein and that CRA support for the recreational facility then overlapping of the Phases could be expedited. The conclusion for timing is that commencing construction within one year of closing not considered unreasonable however demonstrating this on paper is difficult except by referring to the Team's track record.

**9. ADDITIONAL NEEDS  
& EXHIBIT C**

## 9. Additional Needs

Identify any requests or needs from the City and provide additional information that the Applicant believes is pertinent to this project, e.g. public utilities, parking, etc.

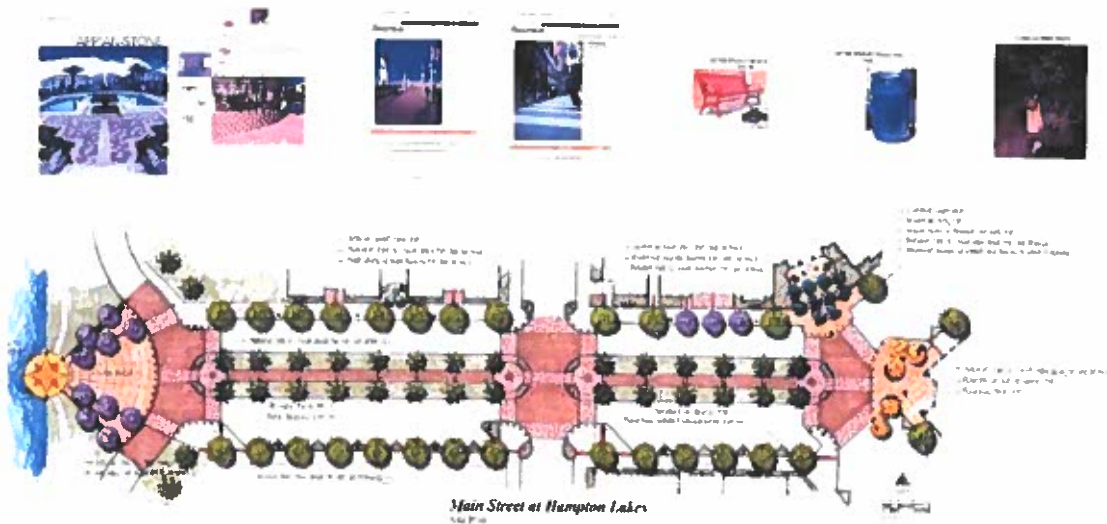
The Applicant believes the location is prime to be a "destination". The West Tampa Strategy Plans show connectivity by walking and bike trails.

We believe the City should commit to complete these trails as well as provide water ferry to and from downtown and well as possibly a people mover when the recreational center is completed.

This will ensure pedestrian friendly access to the project.

In addition, the City will need to commit to expanding vehicular traffic directly to the site from Howard Avenue such that a decorative boulevard with a terminus at the River can be seen when driving east into the project.

**This is the desired look and feel for access to the project.**



Additional upgrading of all streets and infrastructure in the area will be required. The obvious benefit of these upgrades will be a substantial increase in the value of all properties within ½ mile of the project.

## **EXHIBIT C**

### DETAILED RÉSUMÉS OF TEAM

#### **Geoffrey C. Weber**

President, Bayshore Broadway, Inc. Bayshore Broadway was formed in 1991 to plan residential and commercial properties, primarily in Florida. The company founder and president, Geoffrey C. Weber is a seasoned professional and CPA with an extensive background in real estate development, financing, management, financial, and administrative.

Mr. Weber is also a sole CPA practitioner providing management advisory services. Mr. Weber has an emphasis on real estate development and construction and he has been involved in the creation of over \$500 million real estate value. Mr. Weber has been the CEO and CFO for several multi-million dollar companies where he managed multiple enterprises including professional and other staff.

From July 1983 to November 1992 Mr. Weber was a partner in a CPA firm, Baldwin & Weber, CPA's, that provided management advisory services to small and medium sized business clients. Mr. Weber provided services to a variety of clients in Florida, Connecticut, and New Jersey

From July 1981 to June 1983 Mr. Weber was the Audit Supervisor for the \$1 billion privately held Lykes Bros., Inc. where he performed audits of most subsidiaries, including juice processing, distribution, trucking, and more.

From July 1978 to June 1981 Mr. Weber was a staff accountant for the international accounting firm of Deloitte Haskins + Sells (now Deloitte + Touche). While with Deloitte Mr. Weber was in-charge or first assistant on a wide variety of clients, including banks, mortgage companies, manufacturing and distribution companies.

Mr. Weber has a Bachelors of Business Administration from James Madison University and became a Florida Certified Public Accountant in 1982. He is a Member of American Institute of CPA's and is an Associate Member of the Association of Certified Fraud Examiners.

Mr. Weber either personally owned interests in or provided services on the following projects:

- Acquired a 1 acre urban in-fill property in inner city Atlanta and performed due diligence services to ensure that up to 900,000 s.f. of mixed-use development could incur including ground floor retail, parking garage, hotel, offices, apartments and luxury condominiums. The property was sold to a third party.
- Leadership role in arranging a public/private approved land use plan in Pasco County that created a Town Center village concept known as the *Villages of Pasadena Hills*. This plan created a special taxing district that includes land use rights with a 50 year time horizon for over 17,000 acres and includes over 40,000 residential units and 4 million square feet of non-residential uses
  - o This project involved Mr. Weber and his Team forming a "Property Owners Group" of large landowners (several thousand acres) who raised over \$1million to develop this comprehensive plan.



- Pasco County staff, Commissioners and State planners have commended this Team for its efforts which took over 5 years to obtain final approvals which included the creation of comprehensive land use rules, a financing plan, and a special taxing district with a special advisory board that advises to the Board of County Commissioners
- Lead Partner in planning and executing the 40 acre Main Street Town Center at Hampton Lakes – Mixed Use commercial retail (Sweetbay) and office (Baycare) and residential apartments and townhomes (up to 400 units) including live/work units.
- 490 acre, 890 lot community in Pasco, sold 100% of lots, CDD funded and successful
- Original Contract Vendee for West Hampton – Race Track Road (322 acre, 600 +/- unit mixed use residential community. Instrumental in changing County's DRI/RCP land development code to permit residential uses in the Tri-County DRI
- Berkford Place (68 lot community under construction in Citrus Park – closed February 2001)
- Harbor Oaks (160 lot community sold out in Tarpon Springs)
- Native Woods (40 lot community sold-out on Bellamy Road in Tampa)

#### **Past Residential Communities with involvement of Geoffrey Weber**

- 200 (mol) acre Big Basin DRI, now LynMar retail and industrial park (consultant)
- Trails of Countryside (about 100 lots) (consultant and builder)
- Cobbs Landing (models, presales, inventory homes) (consultant and builder)
- Pinnacle at Cobbs Landing (104 lots) (consultant and builder)
- Reserve at Lake Tarpon (50 lots) (consultant and builder)
- Oak Trail (102 lots) (consultant and builder)
- Eagle Cove (70 lots) (consultant and builder)
- Van Dyke Farms (42 lots) (consultant and builder)
- The Eagles (Prestwyck and Byrnwyck) (built first model center at The Eagles)
- The Eagles (Royal Troon Village – built first phase of multi-family (builder)

#### **Past Commercial Projects**

- Countryside Bank Building (20,000 s.f. bank building) (consultant and builder)
- The Crossings (30,000 s.f. office park) (consultant and builder)
- Office Center of Holiday (30,000 s.f. office park from raw land purchase to sales) (consultant and builder)
- Opened 3 double drive-thru pizza restaurants in Tampa (principal)

#### **Other Consulting by Geoffrey Weber**

- 1500 acre golf course community in Hendersonville, NC (due diligence consulting services)
- 1,414 unit mixed use project in San Juan, Puerto Rico (due diligence consulting services)
- 200 unit project in Wesley Chapel (accounting and consulting services)
- 850 unit golf course community in Wesley Chapel (accounting and consulting services)
- 1000 unit golf course community in Naples, FL. (due diligence consulting services)
- 400 (mol) acre mixed use project in Costa Rica (consulting services)
- Remodeled several circa 1920 residential homes converted to professional uses

## **William Henry, PhD**

### **Education:**

William Henry, Ph.D received a Bachelor of Architecture in 1970 and a Masters of Architecture in 1971 from the University of Florida. An additional Master's Degree in Architecture was earned in 1979, followed by a Master's Degree in City Planning in 1984 from the University of Pennsylvania. In 1986, he was awarded the highest degree in Architecture, a Doctorate of Architecture, from the University of Pennsylvania.

### **Work History:**

1971 – 1975: John Portman & Associates, Atlanta, Georgia – Job Captain for the following projects:

- Peachtree Plaza Westin Hotel, Atlanta, Georgia
- New York Times Square Marriot Marquis, New York, New York
- Renaissance Center (currently General Motors Headquarters), Detroit, Michigan

1977 – 1980: Turner Construction Company, New York, New York – Contract Manager for the following representative projects:

- State of Florida Shands Teaching Hospital. Negotiated first construction management contract for the State of Florida and state university system for \$40m teaching hospital addition.
- James L. Knight/City of Miami. Convention Center and Hyatt Hotel. Negotiated development and construction agreement with City of Miami and Worsham Brothers Development.

1980 – Present: Principal in charge for RGA-Design, LLC, Architects and predecessors. List of projects available upon request.

### **Professional Profile:**

As the President of RGA, William Henry, Ph.D. serves as Principal in Charge. Dr. Henry's 30+ years of management and administrative experience makes him particularly well-suited to oversee the execution of RGA's contractual responsibilities. His professional experience encompasses all phases of architectural project management, design, contract documents, production oversight, construction administration and consulting work for a variety of project styles that include both public and private facilities.

### **Awards:**

Hillsborough County/City of Tampa Planning Commission Awards

- Best Multi-family Housing Project, Gardens of South Bay (2008)
- Best Multi-family Housing Project, CentroPlace (2006)
- Design of Sabal Atrium/ Sabal Retail Center (1990)
- Outstanding dedication and commitment to quality comprehensive planning in Hillsborough County and for leadership as Chairman of the Planning Commission (1985 - 1989)

Hillsborough County Board of County Commissioners

- Industrial Development Authority – Recognition of outstanding contributions and service to the people of Hillsborough County (Jan 1991 – Dec 2002)

The James T. Hargrett, Jr. Community Development Award for Innovation (July 18, 2003)

National Association of Industrial and Office Parks

- Outstanding Special Use Building, Comcenter (2005)

- Outstanding Rehab Project, CentroPlace 2005
- Outstanding Office Showroom Service Center Building, Portal Crossing West at Lakewood Ranch (2004)
- Best Architect (1989 & 1990)
- President's Plaza and Rubin ICOT – Best Office Parks (1983)

Holiday Inn Corporation

- Award for Best Hotel Design Internationally – Sabal Park Crowne Plaza (1988)

Dr. Henry is Architect Practitioner of multiple building types across the State of Florida in the past 30 years and is listed as the architect of record of multiple building types, including but not limited to, office industrial, hospitality, retail facilities, medical offices, as well as multi-family housing projects. He is the architect of record on over 250 major building commissions.

**Positions Held:**

- Member International Council of Shopping Centers (ICSC)
- Member of the National Council of Architectural Accreditation Boards (NCARB)
- Member of Hillsborough County Bar Association
- Former Member of Hillsborough County Housing Finance Authority (HFA), 2008-2010
- Former Member American Institute of Architecture, 1982-2010
- Former Member and Chairman of Hillsborough County Industrial Development Authority (IDA), 1990-2002
- Former Trustee at Academy of the Holy Names High School, Tampa, Florida, 1994-2000
- Former Member and Chairman Hillsborough County/City of Tampa Planning Commission, 1982-1990
- Former Member of the National Association of Industrial and Office Properties (NAIOP)

## Andrew J. Lynn

Mr. Lynn is an experienced real estate developer with a gift for selecting quality real estate locations for development or redevelopment. He has been involved in property management and real estate development since 1974. Mr. Lynn has developed over 1,000 acres in the Tampa Bay area. Mr. Lynn also is the majority owner of Metro Burger, LLC, a Checkers Franchisee since 1994 that owns and operates 8 Checkers Restaurants in New Jersey – 6 in the inner-city. Mr.

Lynn received a Bachelors Degree from Williams College and a Masters Degree from the University of Michigan. Mr. Lynn won the President's Award for 1999 which is awarded to the top Checkers Franchisee.

Tampa Bay projects include:

- 490 (mol) acre, 890 lot community in Pasco, sold 100% of lots, CDD funded and successful
- 800 (mol) acre, 200 ½ acre lot community in Pasco
- 200 (mol) acre industrial park (Big Basin DRI) in Hillsborough County. Race Track Road frontage was converted to retail use and the project is built out and successful
- Partner in the purchase and rezoning of 40 acres at the NW corner of Race Track and Nine Eagles for the development of approximately 130,000 square feet of retail space, 500 multi-family units, 90,000 sf of office space, 120 unit hotel and 43,000 sf of vertical mixed use space
- Partner in the purchase, rezoning and development of the final acreage of the Tri- County DRI.
- Developed 152 lots in West Hampton and sold all lots
- Sold 10 acres to the Hillsborough County School Board
- Sold 20 acres to Park View Homes for town home development
- Majority Owner of Metro Burger, LLC, a NJ Checkers Franchise operating 8 locations and producing about \$8 million in annual revenue
- Previously owned and operated several hundred apartments which were sold in the early 1990's
- Owner of Saddlewood Realty, Inc. Inc. – Real Estate Brokerage firm

## Richard Haber



**Cramer & Haber, P.A.**

**Attorney at Law**

Mr. Haber develops real estate and is also a practicing attorney in Tampa since 1981. Mr. Haber is a founder and principal in Metro Burger, LLC, a \$8 million per year restaurant chain operating in New Jersey. Mr. Haber was a principal in or advisor for many of the projects developed by Mr. Weber and Mr. Lynn including Main Street. Prior to forming his law partnership (Cramer, Haber & McDonald) he was a staff attorney for United States Congressman William Cramer.

Admitted to the bar, District of Columbia, 1968.

Admitted to The Florida Bar, 1981.

Admitted to practice before the United States District Court, District of Columbia, and United States Court of Appeals, District of Columbia, 1968.

Admitted to practice before the United States Supreme Court, 1971.

Admitted to practice before the United States Court of Appeals, Fifth Circuit, 1981.

### Education:

University of Florida (B.S., 1959)

American University (J.D., 1967). Phi Alpha Delta. Member, Law Review.

Administrative Assistant to U.S. Representative William C. Cramer, 1961-1971.

Assistant General Counsel Republican National Committee, 1975-1976.

Member of The Florida Bar Real Property Section.

## **Mark Lagos**

Mr. Lagos is the President of Pinellas Auto Body and Service, Inc which has two Clearwater locations, including one on Cleveland Street. He also serves as President of M.L. Financial, Inc. Mr. Lagos approaches each investment with his instinct and measured risk taking allowing him to have established a long track record of success. Mr. Lagos began his career as an intern at Packard Electric, a division of General Motors. Upon graduating with a Bachelor of Arts degree from Youngstown State University, Mr. Lagos became a manager for Packard Electric. In 1981, he took over Pinellas Auto Body in Clearwater and built the company to be the largest independent collision, service and towing facility on the West Coast of Florida. His investments include financing commercial real-estate (including Main Street), commercial land, equity investing, development, financing and acquisitions. Mr. Lagos, working with this team, was qualified for a \$30 million HUD 221 d 4 loan guarantee.

## **Steven Weiss**

Managing Partner Cannon, Heyman & Weiss, LP

### Areas of Practice:

- Multi-family housing financing
- Affordable housing
- Community development law
- Corporate finance transactions using Low-Income Housing Tax Credits (LIHTCs), New Markets Tax Credits, Historic Tax Credits, Brownfield Tax Credits and other tax incentives

### Education:

Law School: State University of New York at Buffalo School of Law (J.D. 1991)

Graduate: State University of New York at Buffalo School of Management (MBA 1988)

Undergraduate: State University of New York at Buffalo School of Management (B.S. 1987)

### Awards and Recognitions:

Leadership Buffalo's class of 1997, Business First of Buffalo's "40 Under 40"

### Memberships:

American Bar Association Forum on Affordable Housing and Community Development Law, the New York State Bar Association's Real Estate committee, City of Buffalo Neighborhood Revitalization Corporation, several other community organizations.

Co-Chair of the Low Income & Affordable Housing Committee, which is a subcommittee of the New York State Bar Association's Real Estate Committee.

Member of the Board of Trustees of the Preservation League of New York State.

## Michael Kaplanis



Revma Group was founded by Michael Kaplanis who serves as the firm's managing director. Mr. Kaplanis has an extensive network of experienced professionals with whom he partners if and when necessary to enhance the service provided to Revma Group clients. A select group of these professionals function as an advisory board to Revma Group and include experienced developers, successful entrepreneurs, CPAs, and attorneys.

Prior to founding Revma Group in 2010, he spent two and a half years at Citadel Investment Group in Chicago. He joined Citadel in 2007 and was a Senior Associate in Citadel Global Equities Energy Group. He provided his Team with proprietary fundamental research and analysis as well as investment ideas for companies in the utility, independent power, clean technology and electric service sectors.

He began his career in the Investment Banking Division of Morgan Stanley in New York where he focused on companies in the Utility sector and the Clean Technology sector.

He graduated from Duke University summa cum laude with a bachelor's degree in Biological Anthropology and Anatomy and a Minor in History. He was a member of the varsity football Team and graduated with Distinction for his thesis on the evolution of race and skin color in modern humans. Mr. Kaplanis is presently attending law school at Stetson.