

CP CITY OF HOLLYWOOD PRIME OCEANFRONT REDEVELOPMENT OPPORTUNITY





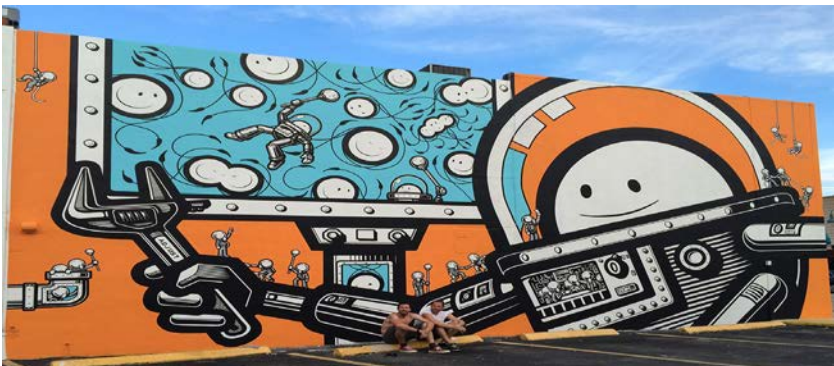
BROADWALK



SHOPPING



BEACHES



PARKS



E XECUTIVE
ADVISORS

LEE ANN KORST


SE Regional Manager
CBRE | Public Institutions & Education Solutions
T +1 850 251 9319
leeann.korst@cbre.com

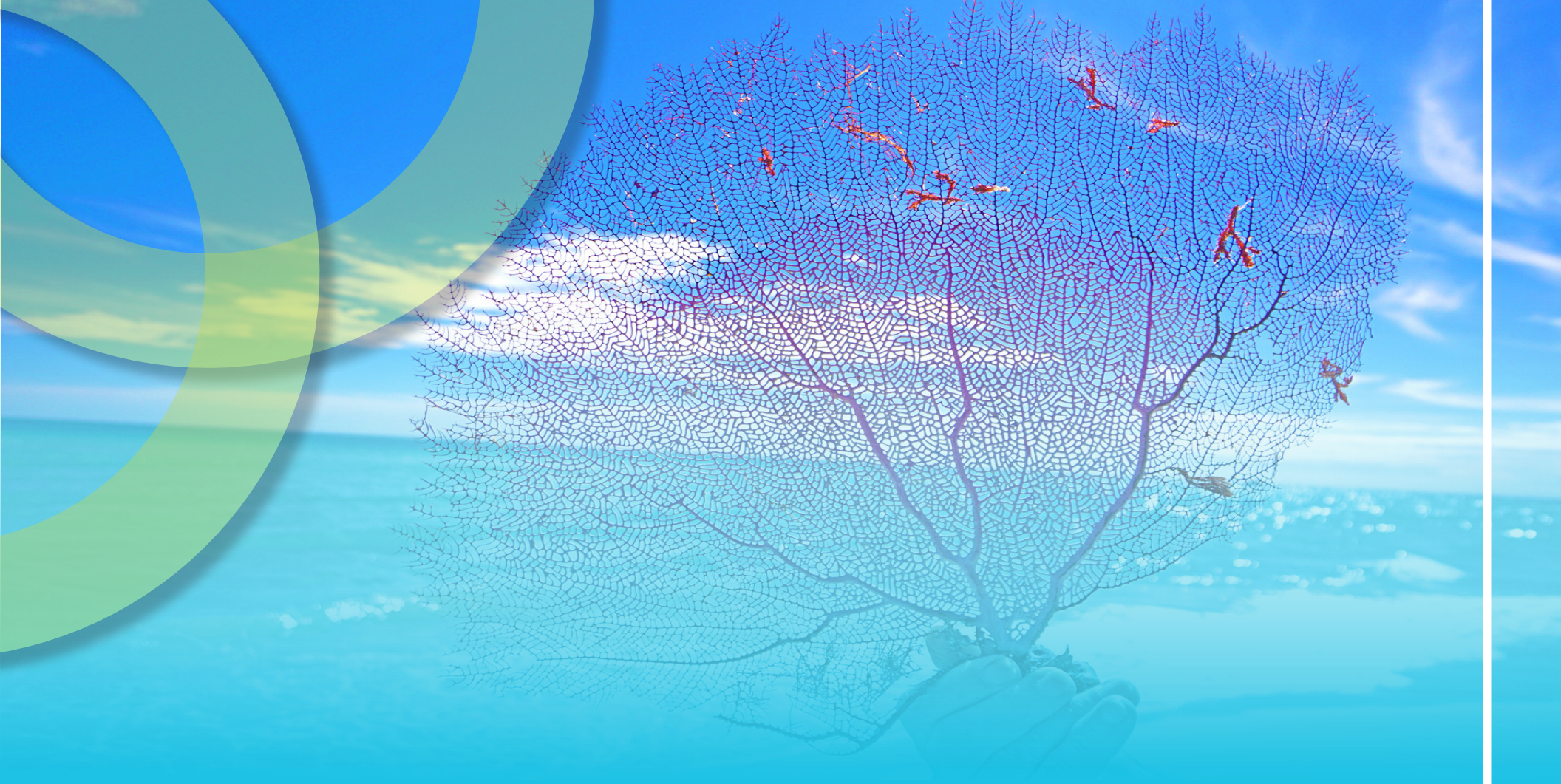
LARRY GENET

Senior Vice President
CBRE | Advisory & Transaction Services
T +1 954 331 1740
larry.genet@cbre.com



CBRE

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Executive Summary

SECTION 01



EXECUTIVE SUMMARY

CBRE is pleased to present the following opportunity on behalf of the City of Hollywood, Florida (the “City”). The City is offering a rare opportunity for a mixed-use development on ±4 acres of oceanfront land along the premier Ocean Drive in Hollywood, FL. Known as the Hollywood Beach Culture and Community Center Site, the development parcels are generally located at 1301 South Ocean Drive, Hollywood, FL, 33019, and are comprised of 4 contiguous folios (the “Site”). This is one of the most unique development opportunities on the east coast given its prime beachfront location in the heart of South Florida, in close proximity to downtown Hollywood, convenient to Miami and Fort Lauderdale and boasting expansive views to both the west and east.

The City has received an unsolicited proposal to redevelop the site. Under the Florida Public-Private Partnership (P3) statute (Florida Statute 255.065), a public notification process is now required. In addition to being advertised in the Florida Administrative Register and the South Florida Sun-Sentinel newspaper, CBRE has prepared these materials to highlight this opportunity and provide the ability for additional proposers to submit their redevelopment proposals for the site. The P3 statute requires proposals be deemed “qualified.” CBRE encourages all proposers to carefully review the P3 statute and its requirements for a “qualifying project.” The criteria include, but are not limited to the following:

- Project serves a public purpose
- Improvements will be used by the public

The City seeks to unlock the development potential of the Site by creating a synergistic mixed-use development which is accretive to the surrounding neighborhood, enhances the beachfront experience and adds to the quality of life for Hollywood residents while developing the Site to its highest and best use.

The City has engaged the services of CBRE in this notification process. CBRE is issuing the enclosed materials to solicit proposals that will provide a long-term revenue source to the City, incorporate a new, state-of-the-art Culture and Community Center, enhance beachfront amenities, extend the historic Hollywood Beach Broadwalk and provide replacement public parking, in addition to commercially viable private residential and commercial development.

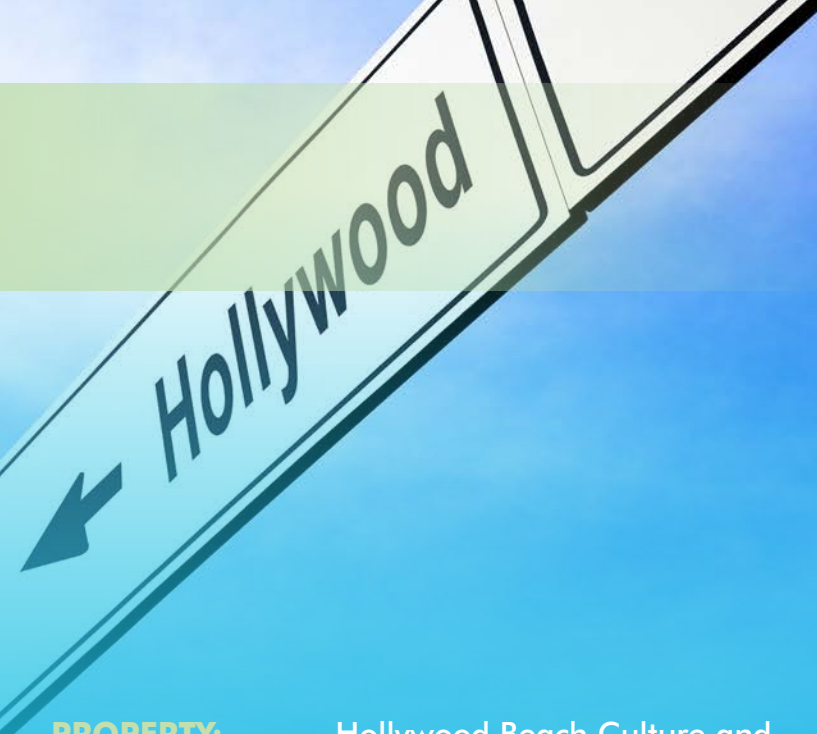
Additional information regarding the Project Goals and Requirements can be found in the Development Guidelines and throughout these materials.



SITE DETAILS

SECTION 02

SITE DETAILS



- PROPERTY:** Hollywood Beach Culture and Community Center
- ADDRESS:** 1301 South Ocean Drive
Hollywood, FL 33020
- FOLIO:** 5142-24-01-0011
5142-24-01-0013
5142-24-02-0010
5142-13-03-0020
- SITE ACREAGE:** ±4 Acres
- ZONING:** GU - Government Use District
- LAND USE:** Community Facility and Open Space
- PRICE:** Unpriced - long term ground lease



← **City of Fort Lauderdale** 10 miles ● **CITY OF Hollywood FLORIDA** ● **City of Miami** 25 miles →



DEVELOPMENT GUIDELINES

SECTION 03

DEVELOPMENT GUIDELINES

The City welcomes creative developer ideas for the Site and will consider any plan that develops the Site to its highest and best use as supported by the local and regional market and is in alignment with the development goals outlined herein. The City's goals for redevelopment and corresponding requirements are as follows:

- A replacement Culture and Community Center for public use
- Public access to the ocean and focus on waterfront interaction
- Integration of the renowned and award-winning Hollywood Beach Broadwalk
- Mixed uses that complement the surrounding neighborhood
- Accommodation of existing City amenities such as micro-transit electric Sun Shuttle services
- Reflection of City culture, aesthetic, and sustainability in all design elements

Culture and Community Center:

Redevelopment concepts must include a replacement Culture and Community Center. The current Culture and Community Center is 16,716 square feet and is comprised of an auditorium with stage and meeting rooms. It also houses a small branch of the Broward County Public Library. The facility is used for hosting classes, events, activities and meetings. From Zumba to book clubs, it is primarily an active adult center, but also offers a Science, Education and Adventure Camp for youth in the summer. The new facility should be comparably sized and include auditorium and meeting space, as well as any other creative uses of space that would be beneficial to the community such as special events including weddings, anniversaries, reunions and more.

Waterfront Access and Interaction:

Redevelopment concepts must include and allow for public access and interaction with the waterfront. This may be partially accomplished by the extension of the Hollywood Beach Broadwalk and a pedestrian corridor to allow for public access to, and interaction with, the waterfront. In addition, all development proposals should seek to provide opportunities for residents and visitors alike to enjoy the beach and water through waterfront amenities, such as public gathering areas or other beachside attractions. The Clean Beaches Council presented its first-ever "Most Innovative Beach" award to Broward County and Hollywood has earned a Blue Wave Beaches designation which places it among the nation's cleanest, safest and most user-friendly beaches. Redevelopment of the Site should continue to celebrate the natural environment.



DEVELOPMENT GUIDELINES



Broadwalk Extension:

An important component of any development proposal will be consideration for the extension and the appropriate southern terminus of the renowned and award-winning Hollywood Beach Broadwalk designated in 2013 as one of the Great Public Spaces in America by the American Planning Association. Proposals should incorporate public access and gathering areas along with an iconic southern end to this 2.5 mile long pedestrian promenade.

Mix of Uses:

The City encourages thoughtful design and a mix of uses that will enhance and complement the surrounding neighborhood while expanding the tax base. Proposals should reflect market driven concepts that may include both residential and commercial uses. Florida's P3 Statute ([Chapter 255.065 Click Here](#)) requires, and City leaders stress the need and desire for, civic and community components that in addition to the Community Center could include outdoor dining, courtyards, open areas and green space. Redevelopment proposals should give consideration to the uses and scale of development located at the edges of the Site, as well as complement the surrounding neighborhoods.

Integration of existing City amenities:

Successful proposals will include thoughtful integration of existing City amenities into future development. For example, the City's Sun Shuttle micro-transit electric shuttles provide convenient connections between Hollywood Beach and the City's historic downtown and should be considered in the site plan. The Beach Broadwalk is another example of an existing amenity that should be incorporated, as previously stated.

Reflection of City culture and aesthetic appeal:

Hollywood offers residents an unparalleled quality of life due to its beautiful beaches and waterways, culture and arts, casual lifestyle, sense of community and environmentally conscious, progressive leadership. Respondents are encouraged to consider the City's history and village-like charm in development design and mix of uses.

Finally,

- Proposals should envision a development that is environmentally responsible and reflects consideration for the Department of Environmental Protection's Coastal Construction Control Line (CCCL) and provide progressive conservation plans that take into account sea level rise.



WHY HOLLYWOOD \\ LOCAL MARKET INFORMATION

SECTION 04

WHY HOLLYWOOD / LOCAL MARKET



Hollywood is the third largest city in Broward County and is strategically located on the South Florida coast between Fort Lauderdale and Miami. Hollywood is adjacent to the Fort Lauderdale-Hollywood International Airport and is the primary home of Port Everglades. In addition to its proximity to I-95 and the Florida Turnpike, Hollywood is home to two Commerce and Industrial Parks and has a growing niche in Professional Services and Healthcare. There is more than \$1.65 billion in real estate development planned or under construction throughout the city with key commercial corridors offering additional redevelopment opportunities. Downtown Hollywood is easily accessible to South Florida's major cities and is the ideal environment for mixed-use, transit-oriented projects that provide the urban lifestyle many are seeking.

ABOUT HOLLYWOOD

The one-of-a-kind Hollywood Beach Broadwalk is an oceanfront promenade that stretches nearly two and half miles along the Atlantic Ocean. The Broadwalk is a haven for joggers, bicyclists, roller-bladers and offers a village-like feel along with access to numerous highly-rated restaurants, inns and hotels. The City's vision is to be "South Florida's top city to live, learn, work, invest and play." This development opportunity reflects that vision and provides a unique opportunity for Proposers to contribute to the City's future.

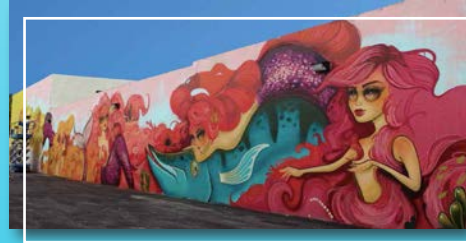
Trip Advisor: Traveler's Choice Winner

**Travel and Leisure:
America's Best Beach Boardwalks**

**Clean Beaches Council:
Most Innovative Beach award**

While Hollywood, Florida is known for its world-class beaches, one of the City's hidden gems is its historic downtown. The downtown is lined with quaint shops, art galleries and dozens of restaurants along Hollywood Boulevard and Harrison Street. The Downtown District is on the National Register of Historic Places characterized by sidewalk cafés and brick-lined walks.

With an ideal location in between Fort Lauderdale and Miami, Hollywood offers convenient access to all South Florida has to offer as a thriving metropolitan area while still retaining a laid-back beachtown vibe.



**DOWNTOWN
HOLLYWOOD
MURAL PROJECT**



**SEMINOLE
HARD ROCK
HOTEL**



**HOLLYWOOD
BEACH
BROADWALK**



**ANNE KOLB
NATURE
CENTER**



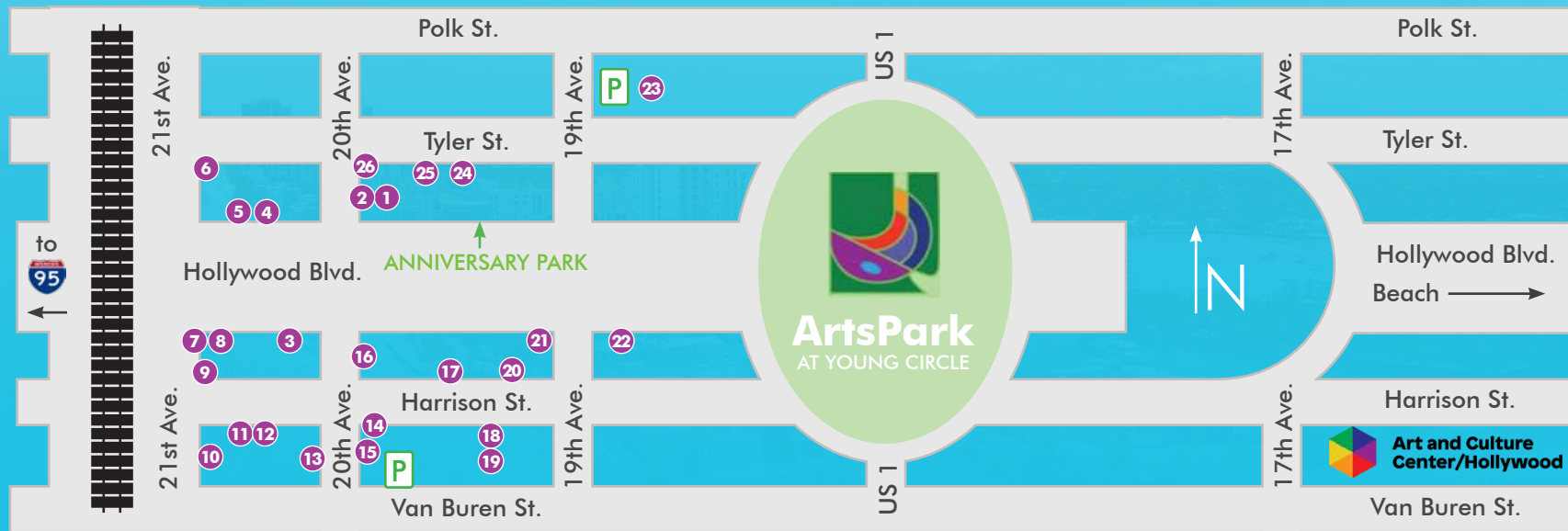
**ARTSPARK
AT YOUNG
CIRCLE**

CITY OF HOLLYWOOD

ABOUT HOLLYWOOD

Hollywood also offers significant opportunities to enjoy the arts. ArtsPark at Young Circle features an outdoor amphitheater and striking fountain. The nearby Art and Culture Center presents contemporary gallery exhibitions, live stage performances, and award-winning education programs.

Hollywood is also the home of the largest walkable mural project in Broward County. The Downtown Hollywood Mural Project (DHMP) features renowned local, national and international artists. The initiative enhances the diversity, culture and vibrancy of downtown Hollywood, FL and has been a valued part of the landscape since 2012.



*Map Courtesy of The City of Hollywood Community Redevelopment Agency

- | | | | | | |
|---|--|---|--|--|---|
| 1 Hoxh
119 North 20th Ave. | 6 Yuhmi Collective
115 North 21st Ave. | 11 Tati Suarez
2020 Harrison St. | 16 Logan Hicks
113 South 20th Ave. | 21 2Alas
1900 Hollywood Blvd. | 26 Stephanie Melissa
1948 Tyler St. |
| 2 Luis Pinto
119 North 20th Ave. | 7 Fabio Onrack
2050 Hollywood Blvd. | 12 Emo + Remote
2014 Harrison St. | 17 Ruben Ubiera
1925 Harrison St. | 22 Michelle Weinberg
1832 South Young Circle | |
| 3 Diana Conteras
2010 Hollywood Blvd. | 8 Alice Mizrachi
2032 Hollywood Blvd. | 13 Georgeta Fondos
2001 Van Buren St. | 18 Ernesto Maranje
1926 Harrison St. | 23 TM Sisters
215 N. 19th Ave
(Radius Garage) | |
| 4 Kenny Scharf
2019 Hollywood Blvd. | 9 Nicole Salcedo
2039 Harrison St. | 14 Rob Robi
1946 Harrison St. | 19 Rone
1918 Harrison St. | 24 Nice'n Easy
1920 Tyler St. | |
| 5 Ivo
2023 Hollywood Blvd. | 10 Daniel Fila aka Krave
203 South 21st Ave. | 15 Key Detail
1946-1948 Harrison St. | 20 The London Police
1909 Harrison St. | 25 Vickie Pierra
1922 Tyler St. | |
- mural locations
P garage parking

WHY HOLLYWOOD / REGIONAL AND INTERNATIONAL ACCESS

Fort Lauderdale - Hollywood International Airport



Miami International Airport



The City of Hollywood is located near two major International airports. The Fort Lauderdale - Hollywood International Airport is located 7 miles north of the subject property, and the Miami International Airport which is located just 23 miles south of the subject property.

FORT LAUDERDALE-HOLLYWOOD INTERNATIONAL AIRPORT (FLL)

Fort Lauderdale-Hollywood International Airport (FLL), located approximately four miles south of Fort Lauderdale's central business district, generates business revenue of \$13.2 billion annually. FLL is recognized as one of the nation's busiest airports responsible for 36.7 million passengers in 2019.

FLL is ranked 19th in the U.S. in total passenger traffic and 14th in domestic origin and destination passengers, according to Airports Council International-North America (ACI-NA) 2017 data, the latest official rankings available. With more than 350 departures a day, the airport offers nonstop service to over 75 U.S. cities and global connectivity to more than 60 international destinations in 33 countries.

AIRPORT
AIRPORT

MIAMI INTERNATIONAL AIRPORT (MIA)

Miami International Airport (MIA) generates business revenue of \$33.7 billion annually and welcomes 70% of all international visitors to Florida. MIA is recognized as one of the nation's busiest airports responsible for 45.9 million passengers in 2019.

MIA also ranks as the #3 airport in the nation in terms of cargo traffic, and #1 in international freight, responsible for over 2 million tons of cargo annually; it handles 83% of all air imports and 79% of all air exports between the US and Latin America and the Caribbean. MIA and related aviation industries contribute 282,724 jobs directly and indirectly to the local economy. The Miami-Dade Aviation Department is in the midst of completing one of the nation's largest construction programs to meet the passenger and cargo traffic growth at MIA. MIA's \$6.2 billion Capital Improvement Program (CIP) completed in 2013, encompasses all aspects of airport operations, from 4.9 million SF of new terminal space, to roadways, cargo facilities and the airfield.

WHY HOLLYWOOD / TRANSPORTATION

COMMUTER TRAINS

TRI-RAIL

The City of Hollywood benefits from the South Florida Regional Transport Authority also known as Tri-Rail. Tri-Rail is a commuter rail line that links several major South Florida cities including Hollywood, Miami, Fort Lauderdale, and West Palm Beach to name a few. The system is 70.9 miles long and has 18 stations that run along the South Florida coast. Over 13,000 people commute using the rail line daily.

VIRGIN TRAINS

The City of Hollywood is one of just a few cities capitalizing on the future expansion of Virgin Train's (formerly Brightline) planned additional stops with an ideal site for a station adjacent to the downtown core. The high speed train is expanding and offers corporate commuters and visitors a great, affordable options to travel from Miami to West Palm and eventually to Orlando International airport. Port Miami is another planned expansion stop to serve the cruise industry.

PORT EVERGLADES

Located between Fort Lauderdale and the City of Hollywood, Port Everglades is one of the largest and busiest cruise ports in the world. Considered to be a powerhouse global gateway, Port Everglades employs over 231,000 employees, and is said to have an average economic activity of \$34 billion.

The Port is one of South Florida's foremost economic centers and a gateway for international trade and cruise vacations. It is the #1 seaport in Florida by revenue and #1 container port in Florida. More than 75% of the port is located within the City of Hollywood's boundaries.

Tri-Rail



Port Everglades



Source: Port Everglades.net

TRANSPORTATION
TRANSPORTATION

ECONOMY MAJOR DRIVERS

The region's strong ties to Latin America, supported by access to major airports and a thriving seaport, is the reason why many of these companies call Hollywood or Broward County home:

- HEICO Corporation
- DHL Solutions Americas
- Embraer U.S. Holdings
- SEACOR Holdings Inc.
- Sintavia, Inc.
- Total Quality Logistics



LOGISTICS & DISTRIBUTION
LOGISTICS & DISTRIBUTION

Source: Greater Fort Lauderdale Alliance

WHY HOLLYWOOD / MAJOR DRIVERS

Home to Memorial Healthcare System, one of the largest public healthcare systems in the country



Memorial Regional Hospital

Memorial Hospital South

Joe DiMaggio Children's

HEALTH CARE



MAJOR DRIVERS

MAJOR DRIVERS

43 institutions offering Associate's Degrees or higher within 30 miles of Hollywood, eleven of which offer MBA degrees

Home to Barry University's College of Health Sciences and Sheridan Technical College

Award winning public, private and charter high schools

EDUCATION



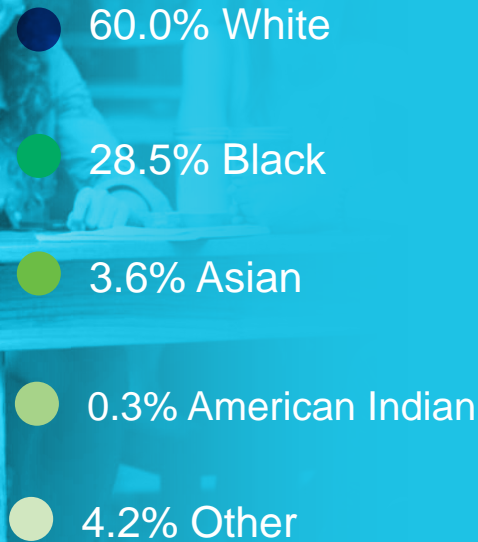
Home to Top-Rated Schools in Florida



WHY HOLLYWOOD \ DEMOGRAPHICS

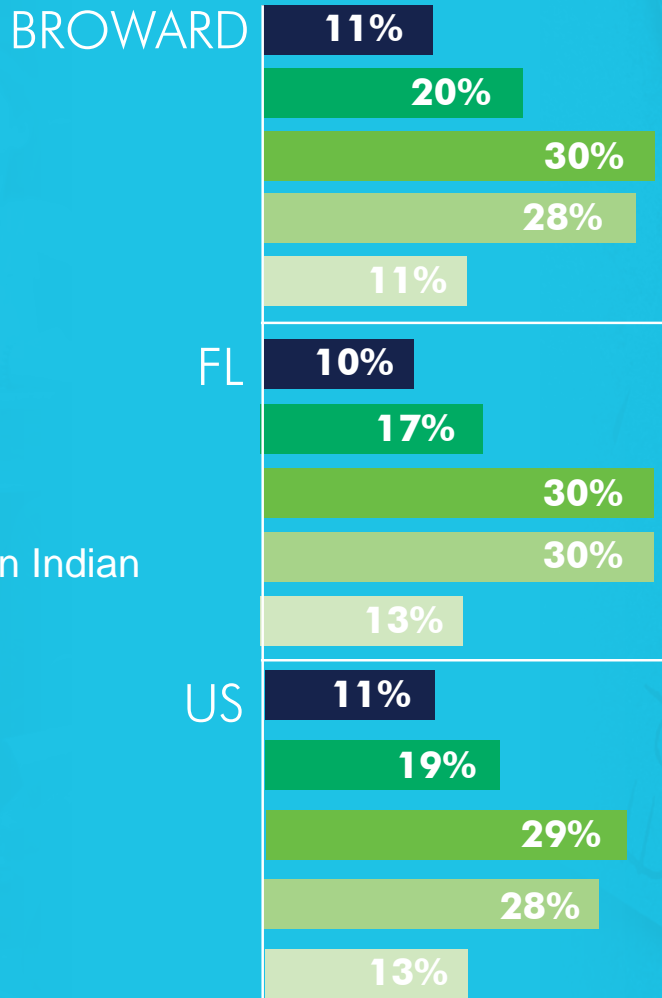
DIVERSITY

TOTAL POPULATION:
1,853,849



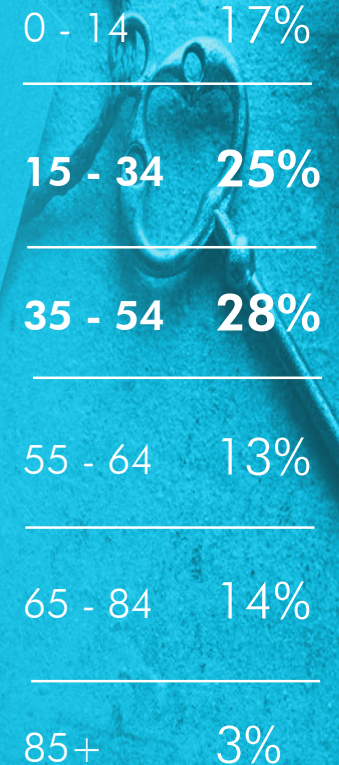
EDUCATION

BROWARD COUNTY



AGE

MEDIAN AGE:
41 YEARS OLD



Source: U.S. Census Bureau

WHY HOLLYWOOD / QUALITY OF LIFE

Parks & Recreation



Hollywood boasts more than 65 parks, including expansive state and regional parks, that feature mangrove preserves, kayaking and paddle boarding areas, and beautiful oak hammocks. The City's parks and community centers offers something for everyone: dog parks, skate parks, checkerboard tables, playgrounds, paddleball courts, glass blowing classes, bicycle paths, nature trails, boats ramps and the list goes on. Pet lovers should pay particular attention to "Dog Beach" which is a 100 yard stretch of sand and surf for Fido to play.

**AN OUTDOOR ENTHUSIAST'S
PLAYGROUND**

 **247** DAYS
OF SUNSHINE



Source: <http://www.hollywoodfl.org/316/Parks>

A Strong Housing Market

34 BROWARD vs. **37** U.S.

MEDIAN AGE OF
BROWARD COUNTY REAL ESTATE

\$325,000 BROWARD vs. **\$305,400** U.S.

MEDIAN HOME PRICE
IN BROWARD COUNTY

BROWARD **29%**
U.S. **31%**
OF THE
POPULATION RENTS

AVERAGE COST TO RENT
A 3 BEDROOM HOME OR
APARTMENT IS

\$1,790/Mo



Source: Greater Fort Lauderdale Alliance

CP CITY OF HOLLYWOOD PRIME OCEANFRONT REDEVELOPMENT OPPORTUNITY

For More Information:

LEE ANN KORST

SE Regional Manager
CBRE | Public Institutions & Education Solutions
T +1 850 251 9319
leeann.korst@cbre.com

LARRY GENET

Senior Vice President
CBRE | Advisory & Transaction Services
T +1 954 331 1740
larry.genet@cbre.com

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