

DOWNTOWN POMPANO BEACH

PROPOSAL FOR MASTER DEVELOPER

C-18-22

MAY 3, 2023

Presented by:

ROCAPOINT

PARTNERS

THE GEORGETOWN COMPANY

CURRENT ACTIVE MASTER PLANNED PROJECTS

AS EXAMPLES



- Worked on Master Plan on a 180-acre gravel lot starting in 2013
- It was only used for parking one week a year for The Players tournament.



Design team selection:

Foster + Partners

Kimley»»Horn

WAKEFIELD
BEASLEY &
ASSOCIATES

A NELSON Company

CLARK
CONSTRUCTION

Gilbane

Gilbane Building Company

Team developed the master plan, rezoned the property, designed the campus and building concepts



PGA TOUR DEVELOPMENT PARTNER

New PGA TOUR Global Home – completed in 2021











Adding second Media and Broadcast Building – currently under construction



CAMPUS 244

Purchased obsolete and vacant building plus land in Central Perimeter in 2020



Design Team:

S9ARCHITECTURE

Kimley»Horn

Expect More. Experience Better.

**lol
h+k**

**UZUN
+CASE**

Office Representation:



Contractor





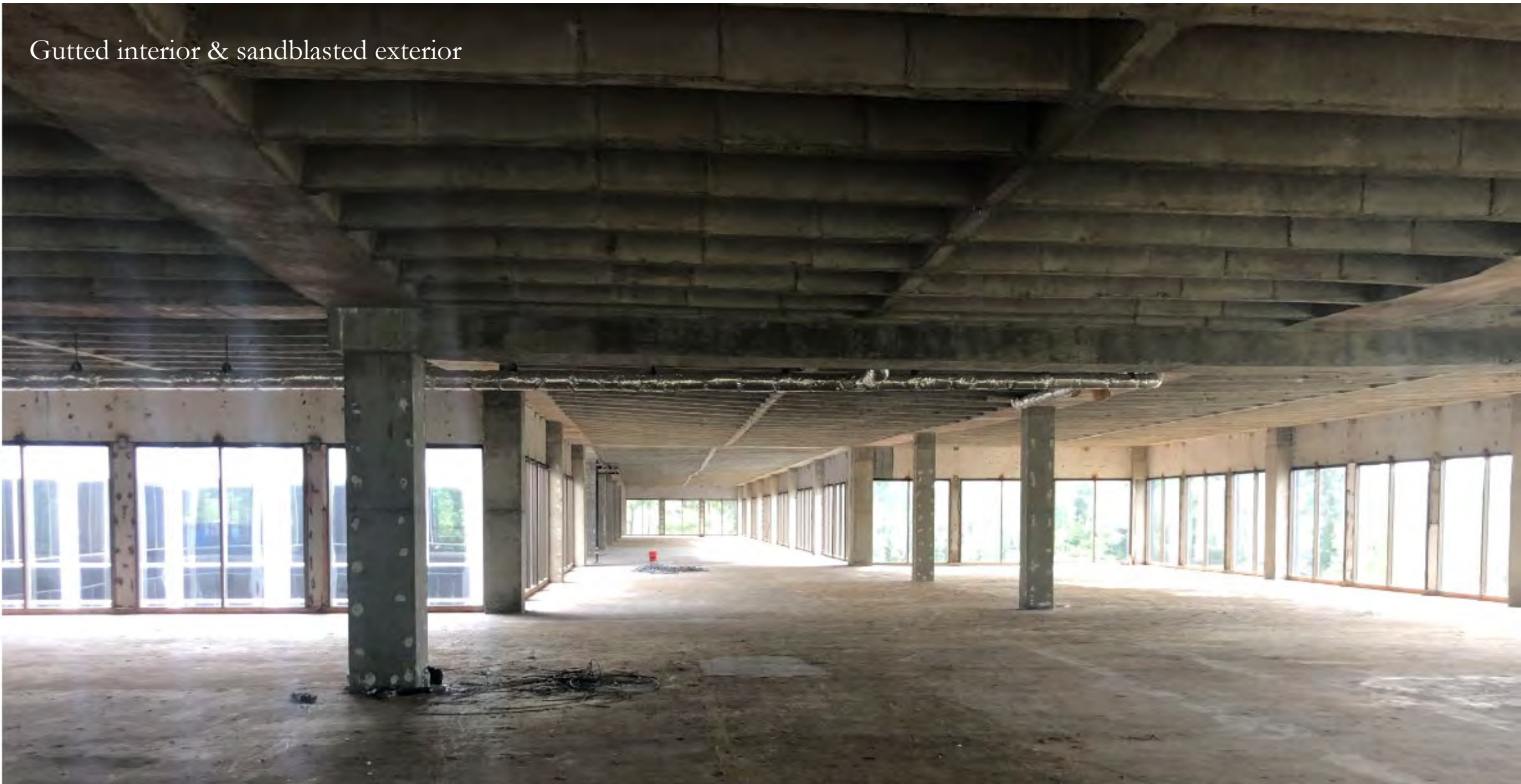
Developed Master Plan for adaptive re-use campus of **1M+ SF**



Developed concept for timber overbuild of office, adding hotel, and adding new F&B



Gutted interior & sandblasted exterior



Office and hotel under construction – will complete this year



CAMPUS 244 HIGHLIGHTS

Office under construction and will complete this year

Element Hotel under construction

Adding 3 new local restaurants plus hotel bar

Signed 2 leases for 365K SF in 2022 – 85% of building

2 of the top 3 largest office leases in Atlanta in 2022

Saved 6 million tons of carbon by re-using building





Greenville
DownTown
REDEVELOPMENT PROJECT

GREENVILLE REDEVELOPMENT

Greenville County Administrative Offices housed in old mall with no windows on 40 acres



Signed Partnership with County in 2018 with multiple components

New County Building

- 265K SF & \$85M project

Public parking deck

- 1,050 spaces & \$24M project

Infrastructure plan

- \$50M - Funded 65% County & 35% by us & paid back with taxes

Land sale partnership

- Sell parcels over time in partnership to help pay for Building

New Downtown Project

- 3.5M SF of new buildings will create a \$1.5B market value upon completion
- Will generate >\$25M in extra local taxes per year
- **Largest economic development project in SC**

Selected Team

Foster + Partners

Kimley»»Horn

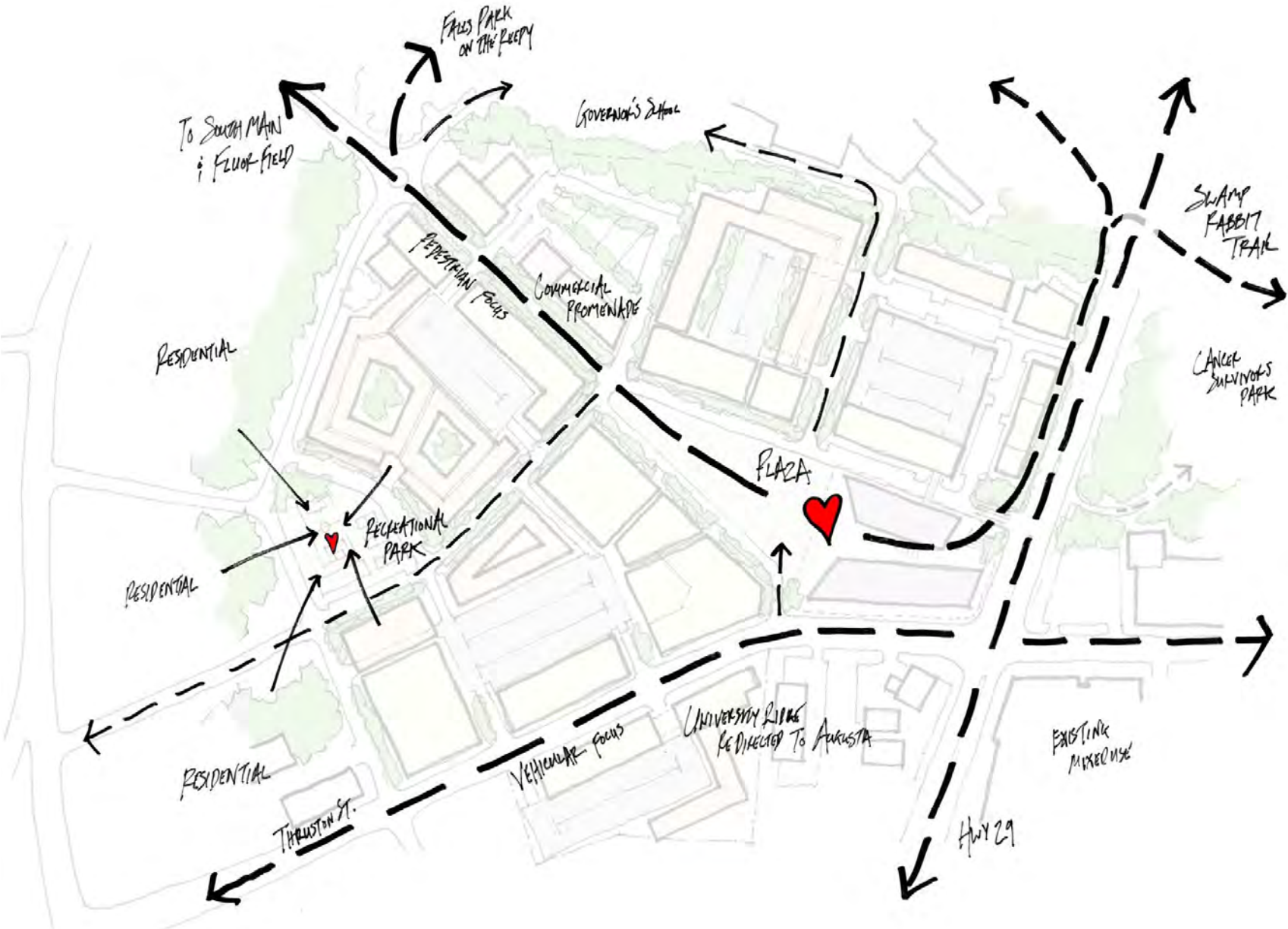


A NELSON Company



COOPER ROBERTSON

Developed Master Plan concept



Created County Administrative Building concept

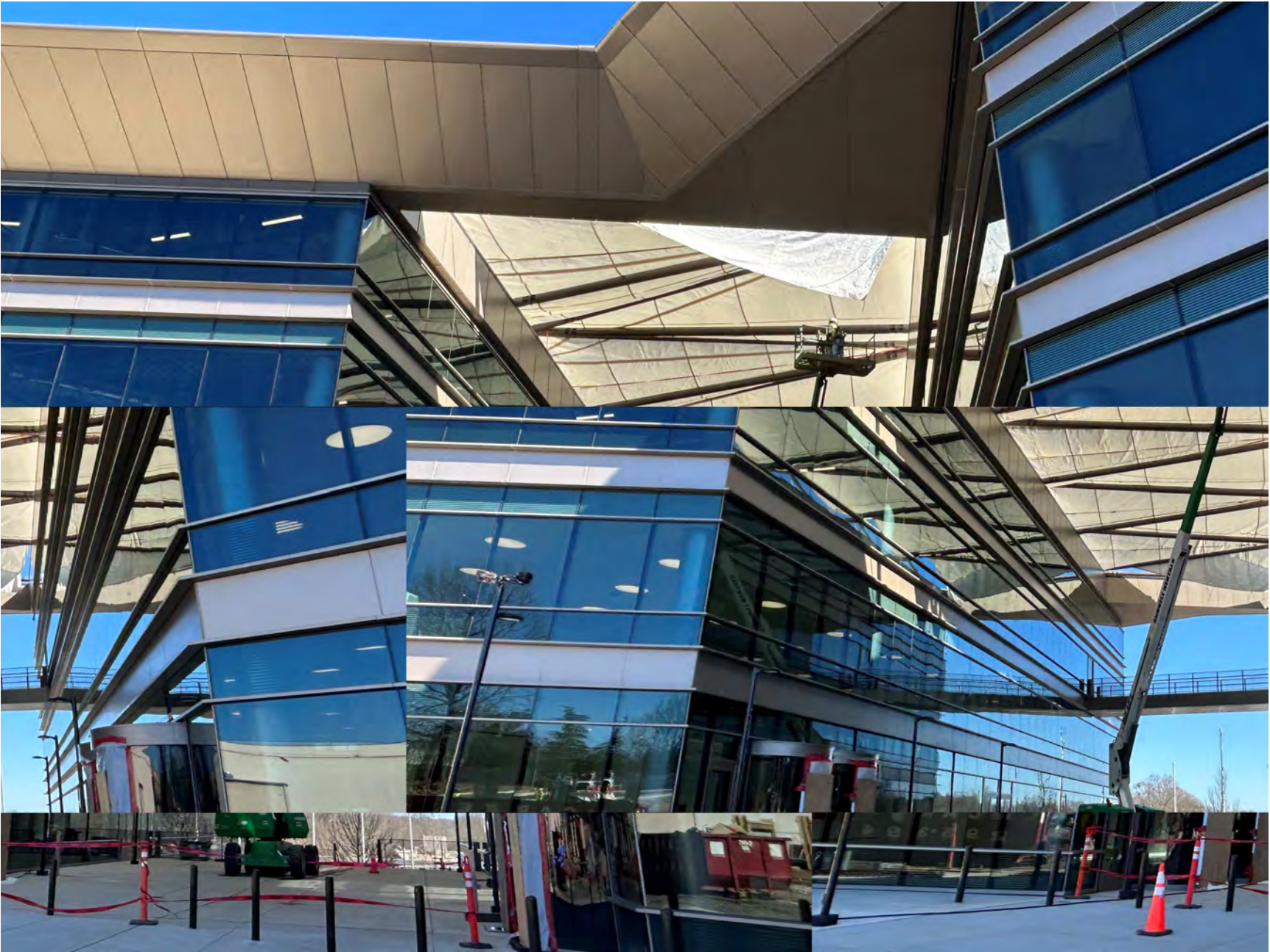


Actual County Administrative Building









GREENVILLE REDEVELOPMENT

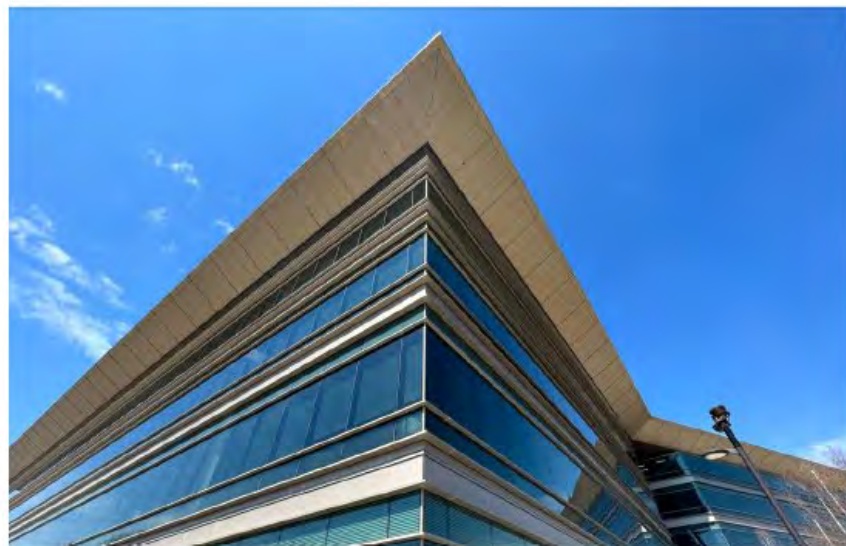
SOUTHWEST VIEW



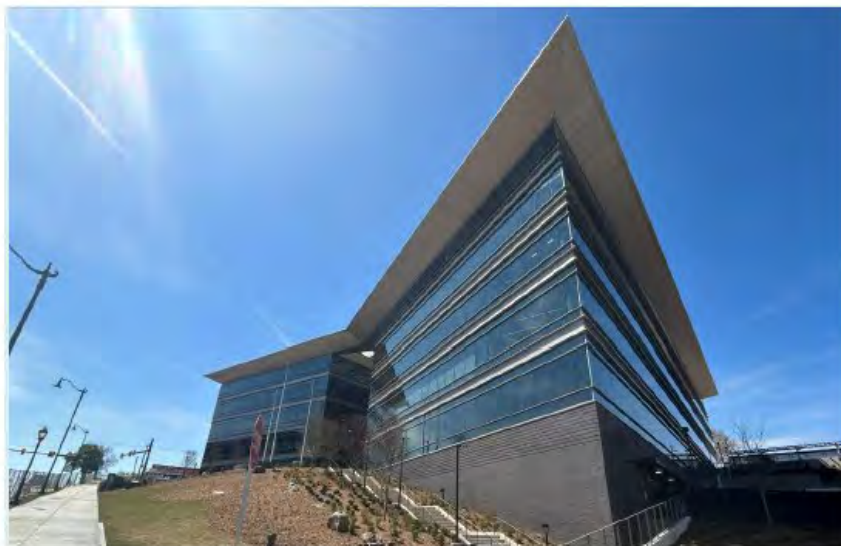
NORTHWEST VIEW



SOUTHEAST VIEW



NORTHEAST VIEW

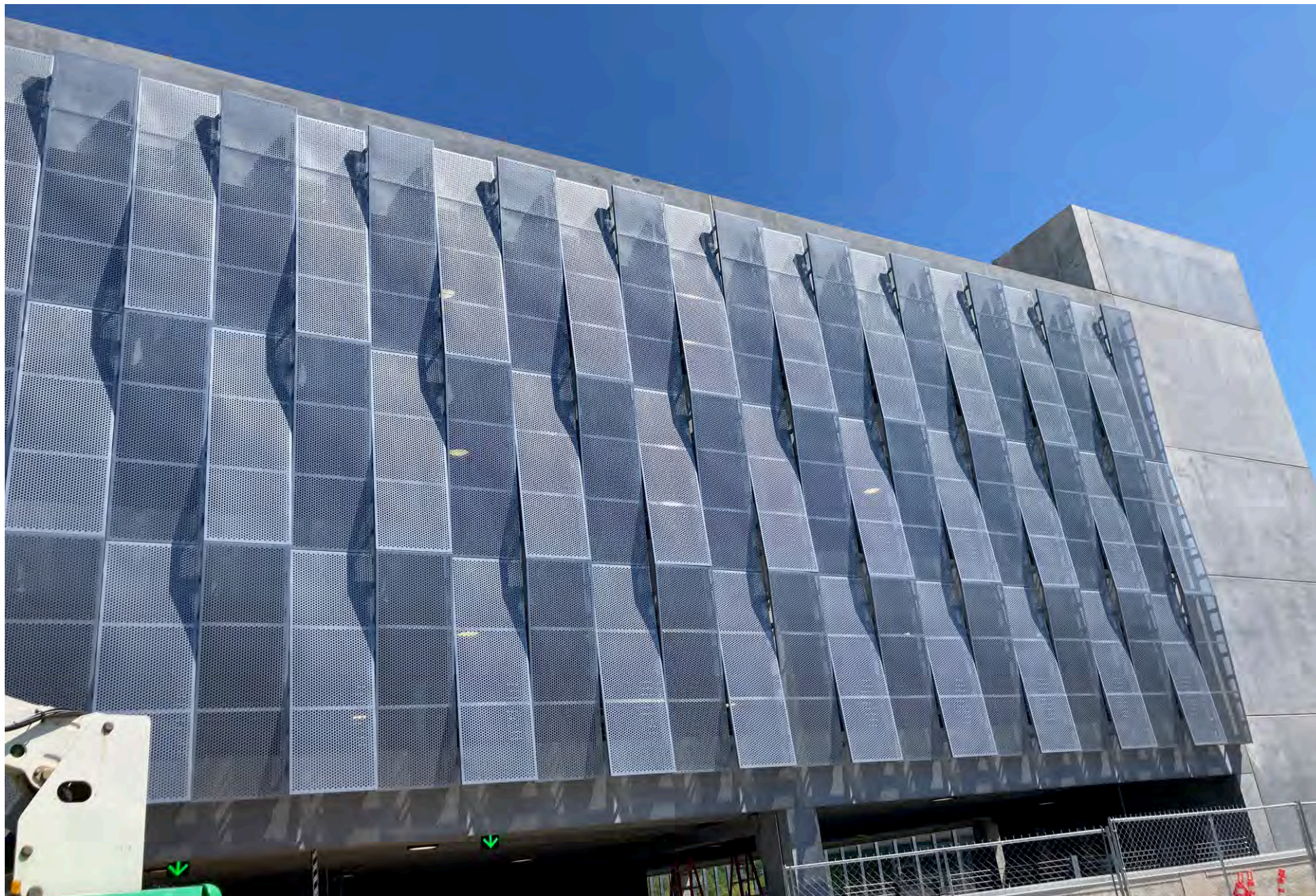




GREENVILLE REDEVELOPMENT



COUNTY PARKING DECK - CONSTRUCTION PROGRESS







Development
Summary

40 ACRES
DEVELOPMENT

3.5 MILLION SF
TOTAL GLA

250,000 SF
RETAIL, DINING
& ENTERTAINMENT SPACE

1M SF
CLASS A OFFICE

1,800+
LUXURY RENTAL HOMES

200
HOSPITALITY SUITES



Building roads and utilities in 2023

Start retail, office and multi-family buildings in 2024

Initial Phase to open in 2026

- More than 20 restaurant leases and 125K SF office leases in works
- More than 500K SF of active tenants' interest with unique users
- Whole Foods Market lease signed

Total Project

- 3.5M SF & \$1.5B market value



Main Street Retail



Major F&B



Entertainment



Pins Mechanical Co.



Fairway Social



Sports & Social



Multifamily Options



HUMMING WITH LIFE



HALCYON

Forsyth

135 acres purchased in 2016

Extended Big Creek Greenway 1.5 miles and built trailhead, bathrooms and parking for County

Project upon completion

- **2M SF of mixture of uses**
- 700 residential units
- 300K SF of office
- 300K SF of retail
- Embassy Suites

First phase opened in 2019





REAL ESTATE

The Top 10 COMEBACK Retail Center Experiences

Normally, this spot in our July-August issue presents the year's Top 10 Retail Center Experiences, an all-star lineup of retail centers that over-achieve in adding movement to the merchandise. But guest experiences have been few in this virus-plagued year, so Chain Store Age decided to shine a light on centers and retail real estate companies that are leading the way in creating safe, yet still-inviting experiences to draw crowds back to their properties. In this challenging time, our COMEBACK centers are re-engaging their visitors with society, not just retail.

By Al Urbanski



RIO – GAITHERSBURG, MD.

Look at a leasing brochure for a modern-day town center and there you will find two words that have been underlined by the COVID-19 crisis: "gathering places."

When the Peterson Companies and Circle Management spent \$30 million to remodel this 20-year-old lifestyle center with a focus on food, entertainment, and gathering space, it needed RIO for a new retail era—and an historic pandemic, as well.

Socially distanced circles were painted on the grass using sports field paint. A driving range was set up for guests to hit eco-friendly balls into the lake. A bocce ball game leading to a lounge delighted both kids and adults.

"Some of the things we've done because of COVID, we never thought we'd do. But this crazy thing happened and we did it, and now we want to continue with a lot of it," said Paul Wierschke, president of Peterson's retail division.

One of these things was pick-up windows at some of RIO's fine-dining establishments, something never imagined for \$30 entries.

"There will be new retail concepts born out of this," Wierschke said.



Like every center owner, RIO focused on complying with government regulations, but it also conducted a 1,000-person survey to learn what consumers in their market area wanted.

Easton Town Center – Columbus

That old proverb about getting lessons and a rite of passage is not just for kids.

When it was clear that the Don Vito restaurant in the Unity Pavilion was not going to open until after the crisis wound down, Easton hired artists to paint it yellow and lend it with images of flowers and messages of cheer.

"Shutting down Easton was really hard. It's been here 20 years, and never been shut down. Seeing it like a ghost town was heartbreaking," said Easton chief executive officer Peterson.

What turned out to be a negative for Peterson was working with her staff to create socially distanced events that got Easton's many fans looking back. An Easton family visit drew a line of 600 cars and its annual Movies by Moonlight event, held on.

"The drive-in concept was 11 days from concept to market. That was really fast," said



Peterson. "We partnered with some nonprofits and we had confidence it would be well-accepted. Almost all of them sold out."

Easton Mary, a fully blue talker with a face mask, appeared on signage and in person all over the property, asking folks to "Be a hero. Wear a mask."

When we spoke to Peterson in early July, she was preparing for the drive-in finale, a live broadcast of the interstate M-55 movie between the Columbus Crew and FC Cincinnati. Fitting COMEBACK content, indeed. It's known as the 8th National Derby.



Halcyon – Forsyth, Ga.

When malls of the 1950s sought Mary's and Dill's as anchors for their tenants, local bank partners and The Georgetown Company went to an entirely different direction at this mixed-use center that opened in 2019.

They anchored it to the Big Creek Greenway, a 16-mile hiking trail, and Halcyon became its new trailhead. Hikers and bikers started finding off their bikes in the center's outdoor dining spaces, exercise areas, and dog-friendly paths. Management endeavored to make them to keep shopping by throughout the pandemic.

"We got in touch with Forsyth County. We figured we could be a drop-off space for all types of groups. Some blood drives were needed



and we could do that. But even before we could fully re-open, people could walk and bike into our greens and stay distanced," said Halcyon principal Phil Mays.

Halcyon's many restaurants were able to thrive because of the plentiful outdoor dining space. "Because Halcyon is so oriented to the outside, some of our restaurants pushed record numbers during the crisis," Mays said.

Westfield Galleria at Roseville – Sacramento

The Galleria at Roseville's entry for the COMEBACK list started by saying, "The safety of our guests is our primary concern." But what impressed the judges more is the Westfield mall's concern for people's time and patience. Guests could sit stores they intended to visit and get a "queue" of wait times for getting into the socially distanced stores. Might not be a bad idea to repeat that during the holidays with wait times at the registers.

Westfield's COVID signage displayed a more serious tone than other Top 10 centers, employing with black-and-white templates (plus the red Westfield logo) that are easily recognized and quick to read. Safety-themed icons were also scarier-toned, but filled with more information, providing information on how and when to wear masks.

Another digital innovation introduced to aid the shopper's pandemic-plagued experience was Live Pins, a digital queue system that lets customers get on a wait list or book an appointment at a store from their home, car, or even in the center.



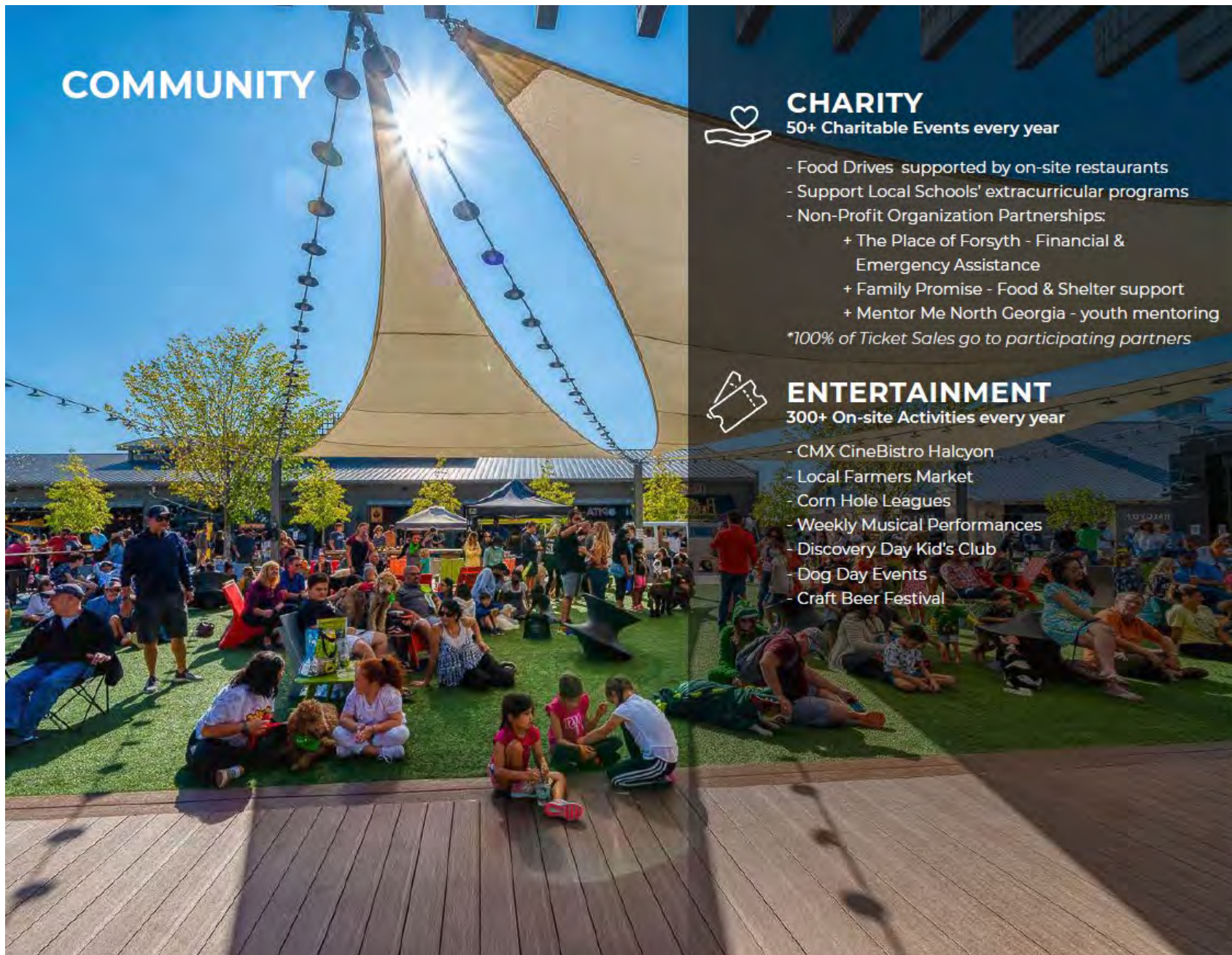
Team



A NELSON Company



COMMUNITY



CHARITY

50+ Charitable Events every year

- Food Drives supported by on-site restaurants
- Support Local Schools' extracurricular programs
- Non-Profit Organization Partnerships:
 - + The Place of Forsyth - Financial & Emergency Assistance
 - + Family Promise - Food & Shelter support
 - + Mentor Me North Georgia - youth mentoring

**100% of Ticket Sales go to participating partners*



ENTERTAINMENT

300+ On-site Activities every year

- CMX CineBistro Halcyon
- Local Farmers Market
- Corn Hole Leagues
- Weekly Musical Performances
- Discovery Day Kid's Club
- Dog Day Events
- Craft Beer Festival

ON-SITE AMENITIES

The majority of retailers are local, small businesses

65% of retail tenants are minority or women-owned businesses



DINE

21+ F&B Outlets

- All have outdoor dining areas
- Open-Container allowed across site
- Market Hall with local purveyors
- Brewery with Beer Garden
- Local coffee shop



SHOP

30 Local Boutiques and Service Providers

- Women's Boutiques
- Dog Boutiques
- Mercedes-Benz Experience Center
- Furniture & Design
- Various Service Users



STAY

Embassy Suites - Opening Late 2021

- Extended-Stay 155 room hotel
- On-site facilities include:
 - + 4,815 SF Business Center
 - + Indoor Pool
 - + Complimentary Breakfast
 - + E'Terie Market

Elan Halcyon Apartments

- 300 Units - Starting in low \$1,300's
- Developed by Greystar

Everleigh Villages

- 160 Units for 55+ Active Adults

Single Family Residential Townhomes

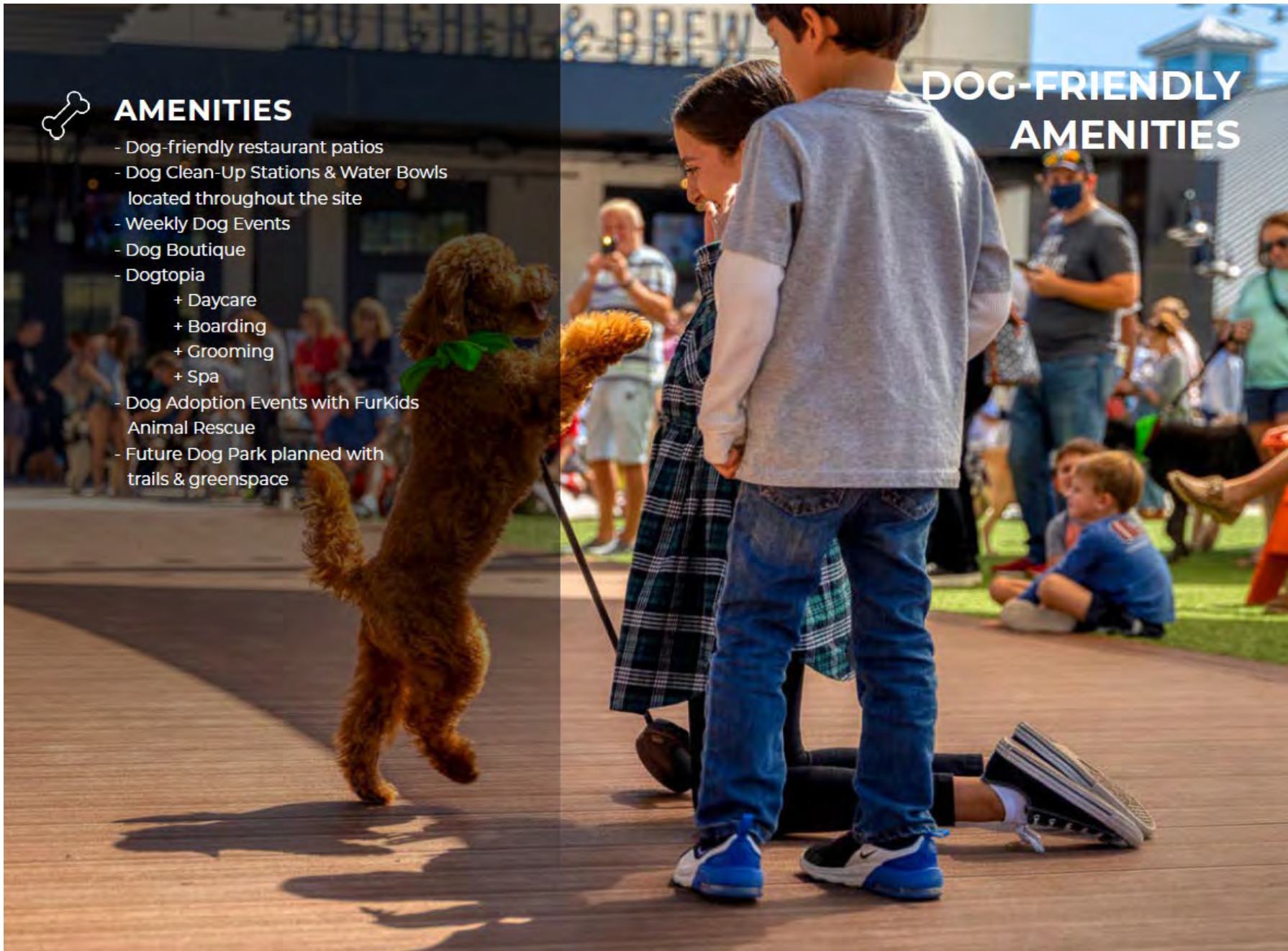
- 133 Homes - Starting in low \$600's
- 87 Townhomes - Starting in low \$400's
- Developed by Monte Hewett & Empire Communities



AMENITIES

- Dog-friendly restaurant patios
- Dog Clean-Up Stations & Water Bowls located throughout the site
- Weekly Dog Events
- Dog Boutique
- Dogtopia
 - + Daycare
 - + Boarding
 - + Grooming
 - + Spa
- Dog Adoption Events with FurKids Animal Rescue
- Future Dog Park planned with trails & greenspace

DOG-FRIENDLY AMENITIES





Only built LEED Neighborhood Development in Georgia

- Recycle more than 60 tons per year
- Preserved more than 50 acres of open space & created wetland conversation area
- Added public trails to open space
- New LEED buildings
- 160 tons of carbon absorbed by greenspace & wetlands per year

Tenants

- 21 F&B outlets
- **Almost all retail tenants are local small businesses**
- **60% of retail tenants are minority and/or female owned businesses**

Activation

- Have more than 50 local charity events per year
- Have more than 200 local events per year
- Always something to do

Successful

- Had 2M+ visitors last year
- Have 60K social media followers
- Average dwell time is >3 hours

True community-based Community Center for Live-Work-Play



Florida's Warmest Welcome

CRA and City Parcels Master Developer Solicitation



Legend

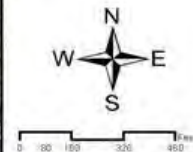
-  Downtown Plangate Overlay District
-  Innovative District
- City Owned Properties**
-  City Owned Properties
-  CRA Properties

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A lot of opportunities

Plans Master Developer Solicitation

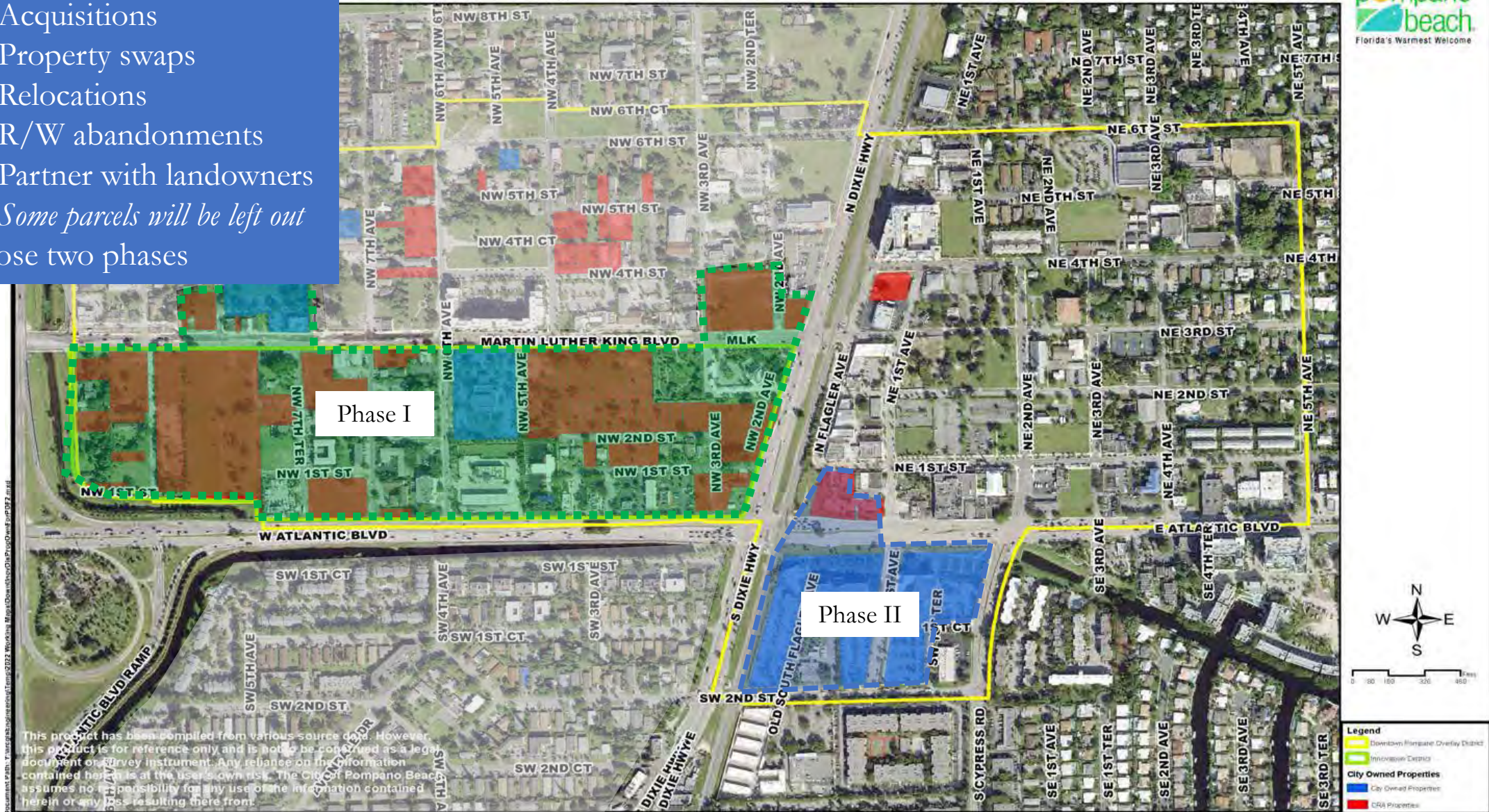


- Legend**
- Downtown Pompano Overlay District
 - Innovation District
 - City Owned Properties**
 - City Owned Properties
 - CRA Properties

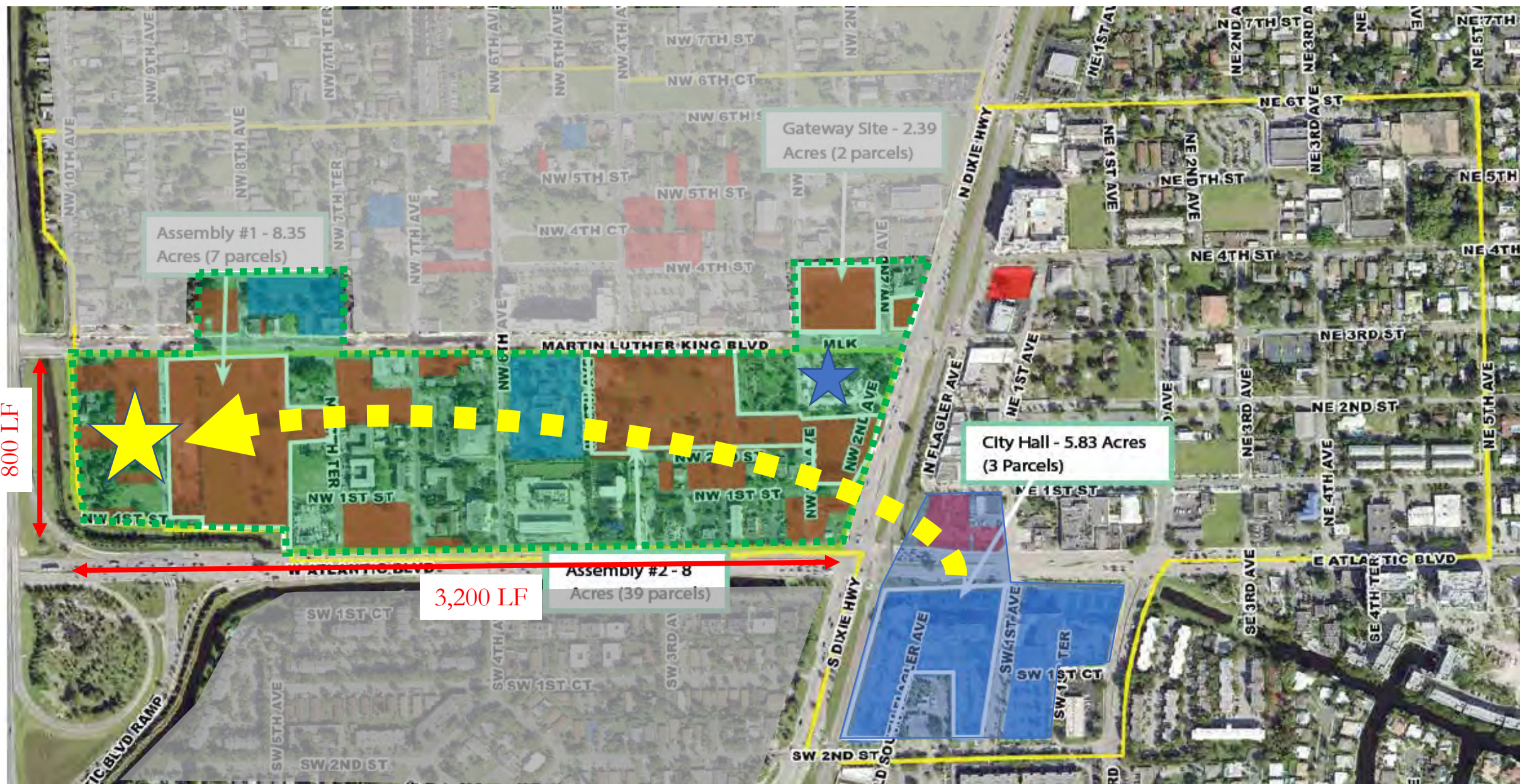
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- Land opportunities
 - Acquisitions
 - Property swaps
 - Relocations
 - R/W abandonments
 - Partner with landowners
 - *Some parcels will be left out*
- Propose two phases

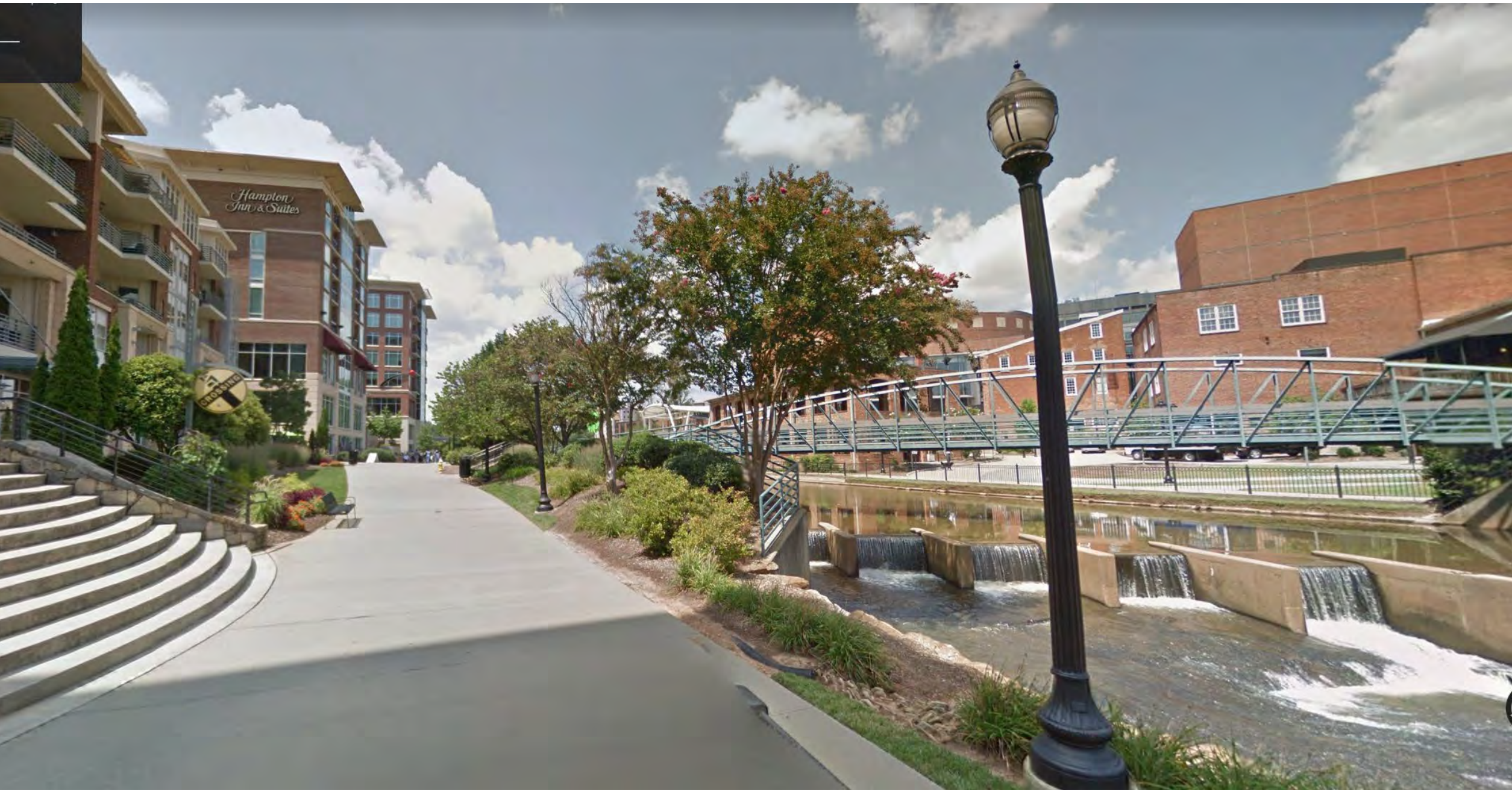
Master Developer Solicitation







GREENVILLE – FALLS PARK / SWAMP RABBIT TRAIL AS EXAMPLE



























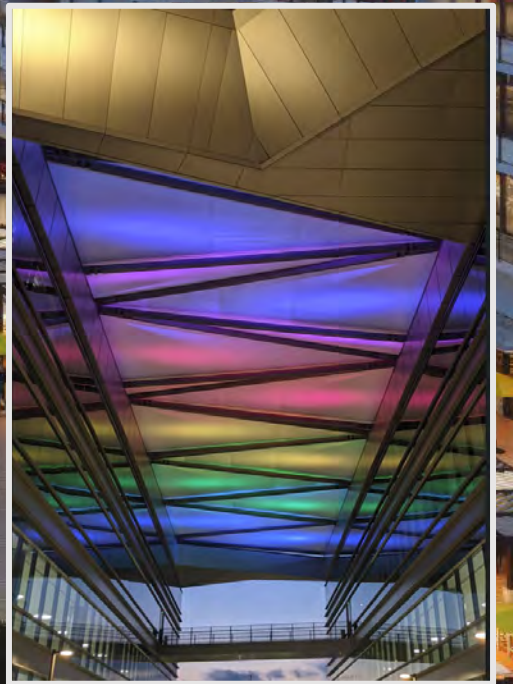












POMPANO PROGRAM

Pompano Program - Base Case

Use	Phase I		Phase II		Total	
Multi-Family	1,500	units	550	units	2,050	units
Office	210,000	SF	225,000	SF	435,000	SF
Retail	165,000	SF	85,000	SF	250,000	SF
Hotel	150	keys	125	keys	275	keys
City Building	150,000	SF	-	SF	150,000	SF
Civic	80,000	SF	-	SF	80,000	SF
	2,327,500	SF	1,048,750	SF	3,376,250	SF

Parking	Ratio	Spaces
Multi-Family	1.25	2,563
Office	3.00	1,305
Retail	4.00	1,000
Hotel	1.10	303
City Building	3.00	450
Civic	3.00	240
Commerial Factor	0.60	1,979
Total Spaces		4,541

Land Density	
Acres	24.00
Added Land	21.00
Abandon R/W	1.25
New R/W & storm	(1.86)
Open Space	(8.82)
Parking	(4.50)
Net Area	31.07
FAR	2.49

Halcyon = 2.2M SF on 78 acres (buildable)

Greenville = 3.5M SF on 40 acres (gross)

Proposal = 3.4M SF on 45 acres (gross)



FUTURE OF REAL ESTATE INVESTMENT

Vibrant Mixed-use Place



ENVIRONMENTAL



SOCIAL



GOVERNANCE

All RP projects have sustainable design & construction

All RP projects have sustainable programming

All RP projects have complex stormwater management

All RP projects have health & wellness options

Halcyon, Greenville and Campus 244 added trail connections

Halcyon and Greenville are walkable projects



**FORUM ATHLETIC CLUB**

- Opening Late 2021
- 23,000 SF State of the Art Fitness Center
- Owned by former NFL players Roman Fortin and Dan Owens
- Facilities will include:
 - + Outdoor Fitness Area
 - + Signature "Fast Twitch" classes
 - + Personal Training

**JOEY PILATES**

- Locally-Owned by seasoned fitness expert, Kate McGill
- Classes include Reformer, Dance Cardio, and Mat

**BIKE RENTALS**

- For tenant use to explore surrounding bike paths connected to the Greenway
- Bike clubs meet on-site weekly

**GREENSPACE & TRAILS**

- Activated greenspace centrally located on the property
- Trailhead to Big Creek Greenway, a 12-mile trail through Forsyth County
- 50 acres of preserved greenspace
- Nature trails and paths throughout site

HEALTH & WELLNESS

Halcyon offers numerous opportunities to maintain an active healthy lifestyle





SOCIAL (S) - LOCAL, SMALL BUSINESSES & COMMUNITY EVENTS

Halcyon has 50+ charitable events per year

Halcyon has 200+ community events per year

Halcyon and Greenville have diversity of housing products and food offerings

All projects designed to be safe, fun and family friendly environments



Greenville had > 20% minority business participation in the construction

Greenville's Veterans Memorial Wall built by VBE

Halcyon has high women and minority participation for retail tenants > 60%

All RP projects have long term covenants for management of project

All RP projects are fully ADA accessible and compliant





LAND USE, ZONING & OVERLAY

LAND USE, ZONING & OVERLAY

- Downtown Pompano Transit Oriented Corridor land use classification in place
- Framework for a transit-oriented development with an appropriate balance of uses and densities.
- Downtown Pompano Beach Overlay will require adjustments densities and building heights
- City and CRA's goal of increased activation, higher density, and mixture of complementary uses to draw new residents, workers and visitors



LEGEND	
USE REGULATING PLAN	
MM1	MIXED-USE MAIN STREET-1.
MM2	MIXED-USE MAIN STREET-2.
MOR	MIXED-USE RESIDENTIAL.
MO	MIXED-USE OPTIONAL.
RM	MULTI FAMILY RESIDENTIAL.
RS	SINGLE FAMILY RESIDENTIAL.
MUCP	MIXED-USE COMMERCE PARK.
CC1	CIVIC CAMPUS-1.
CC2	CIVIC CAMPUS-2.
RO	RECREATION / OPEN SPACE.
CF	COMMUNITY FACILITIES.
PU	PUBLIC UTILITIES.
TR	TRANSIT FACILITIES.
	HISTORIC CORE
	HISTORIC TRANSITION



TRAFFIC & TRANSIT ORIENTED DEVELOPMENT

Current Annual Average Daily Trips

- MLK: 11,800
- Atlantic Blvd: 53,000
- N Dixie Hwy: 27,000

Traffic calming

- Focusing car entrances on MLK
- Limited access to Atlantic
- Continuing 6th St
- Ride share stops
- Pedestrian friendly
- Longer dwell times
- 24/7 community
- Live - work - play
- Access to transit



Transit

- Proximity of Northeast Transit Center Bus Station
- Potential Broward Commuter Rail segment of Coastal Link Commuter Rail
- Potential Brightline stop

TOD Project

- Proposed project is walkable to both
- Goal of 24/7 community
- Live, work and play close to transit
- Government and civic services within project
- Parking could be utilized for transit
- Design safe sidewalks and bike access
- Plan for long range connectivity

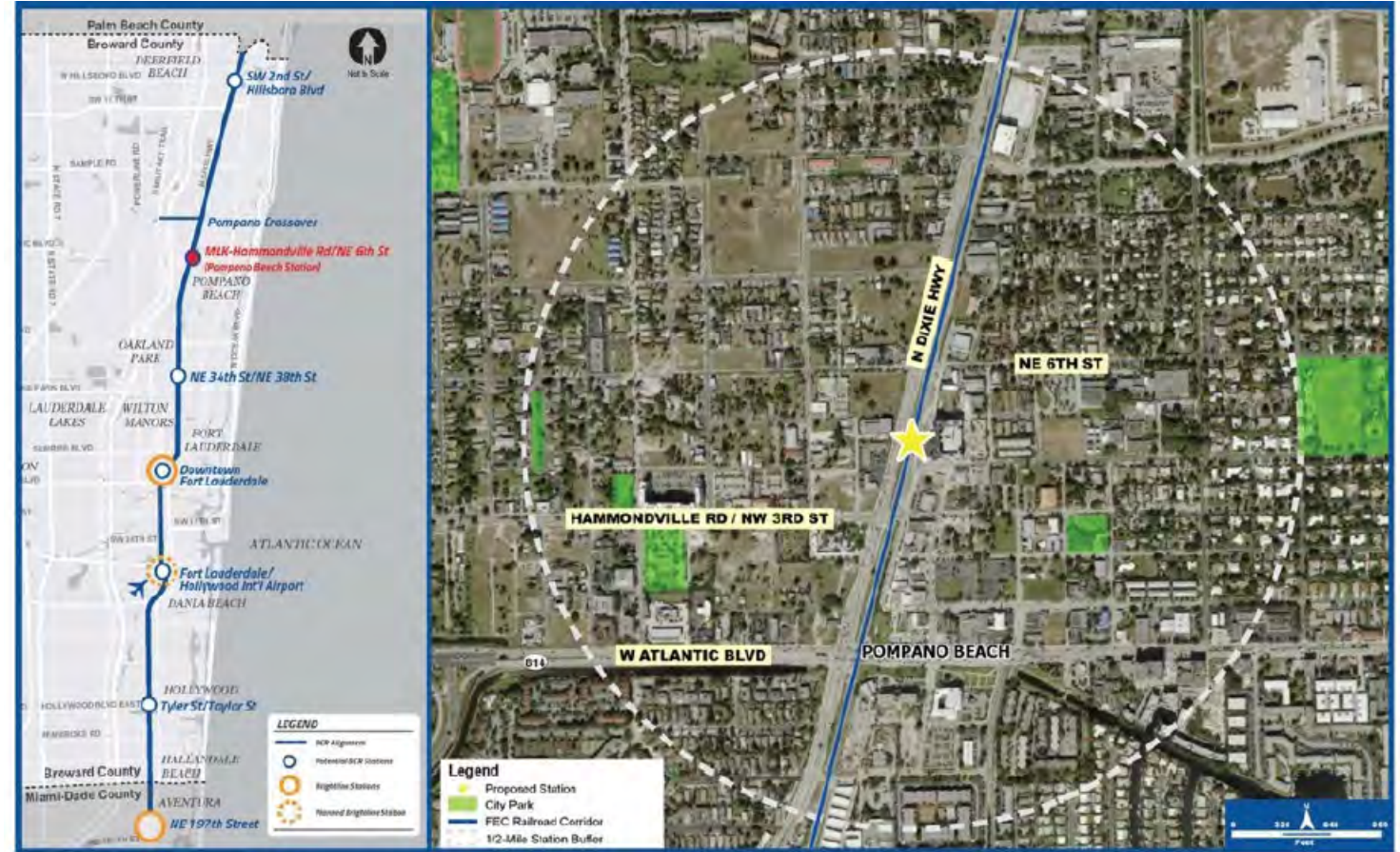


Figure 5: Hammondville Road and NE 6th Street (Pompano Beach) Station Area

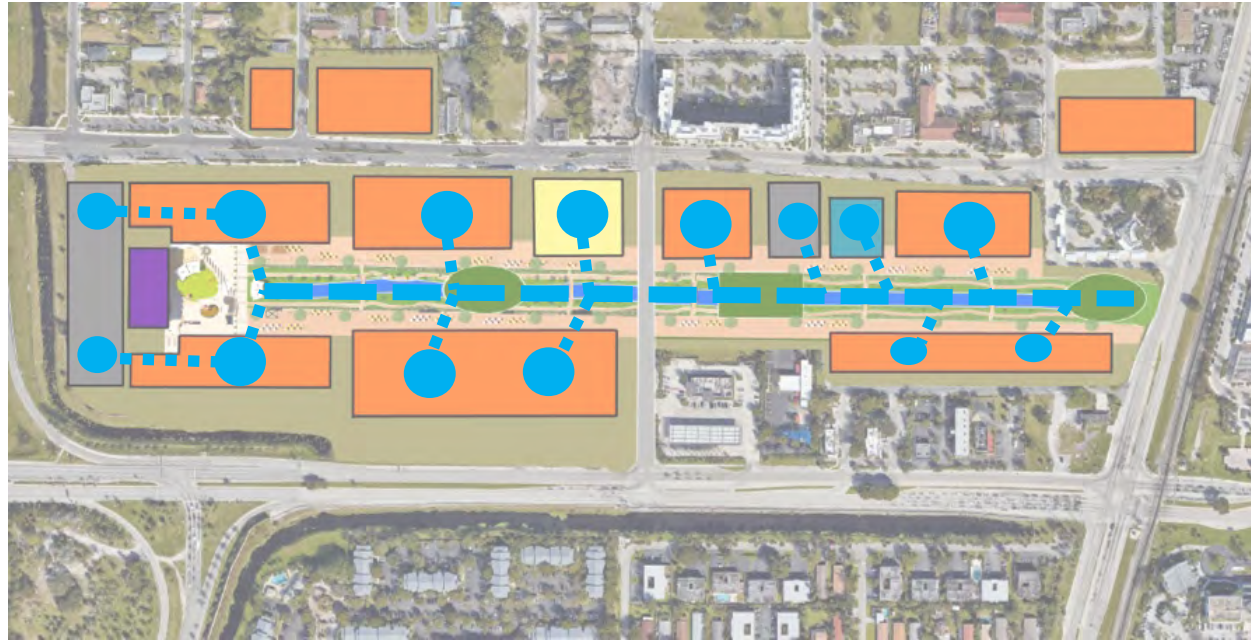




STORMWATER MANAGEMENT

Water feature

- Proposed water feature mainly an amenity
- Can assist with stormwater management
- Project may need 1M CF of stormwater storage
- Central water feature helps with water quality
- Central water features could provide about 1/3 of the storage
- Remainder of treatment & storage in a series of underground vaults

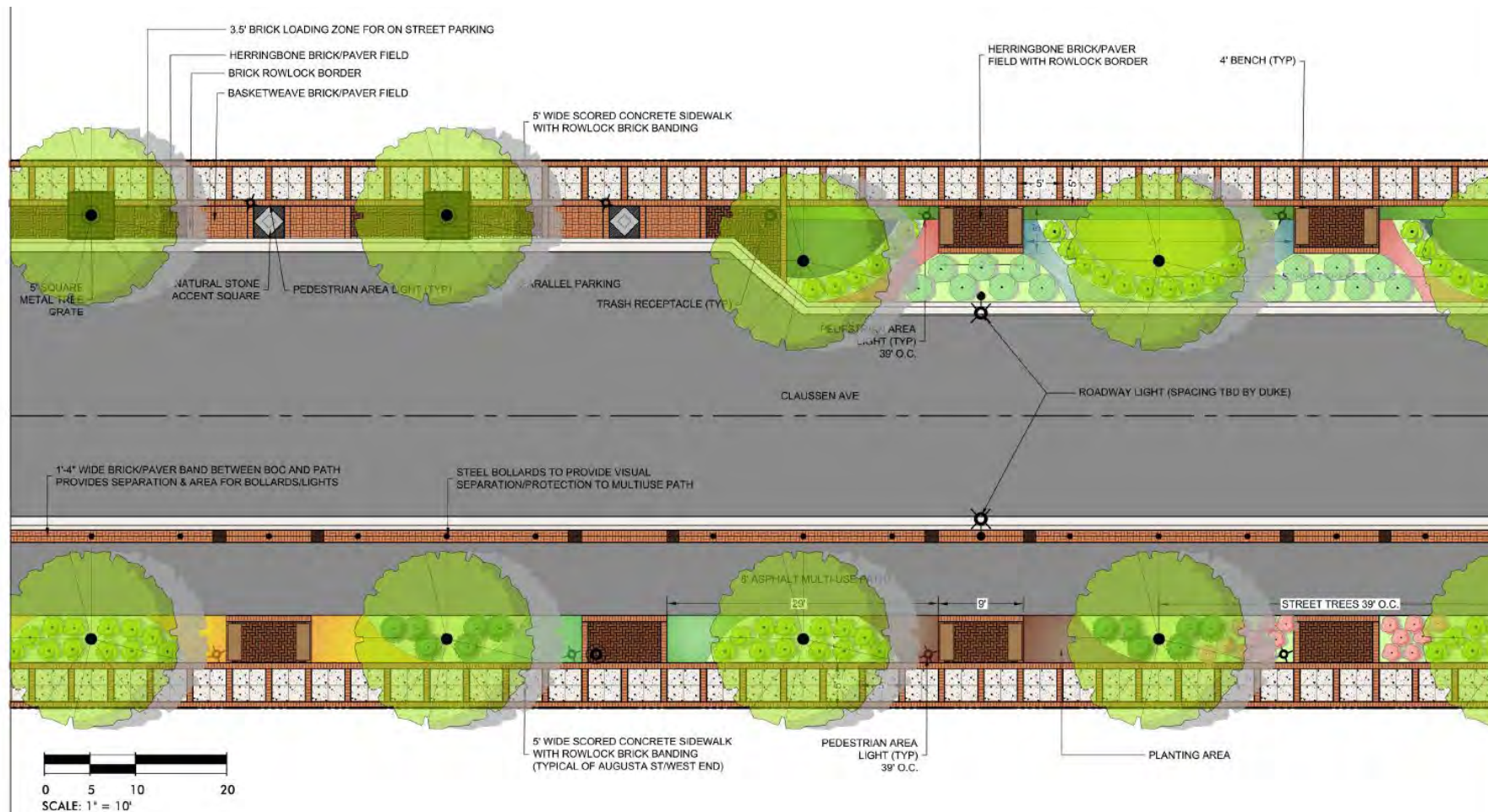




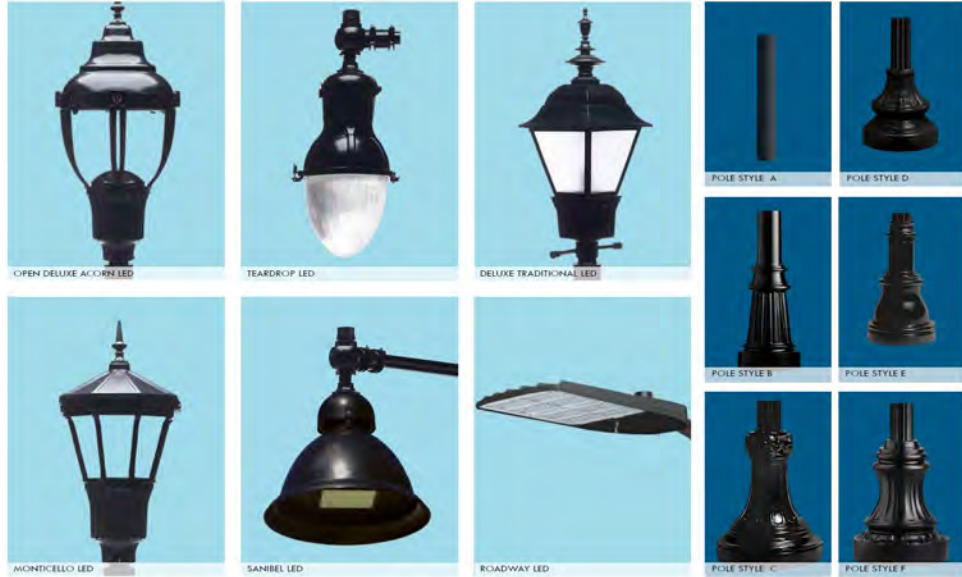
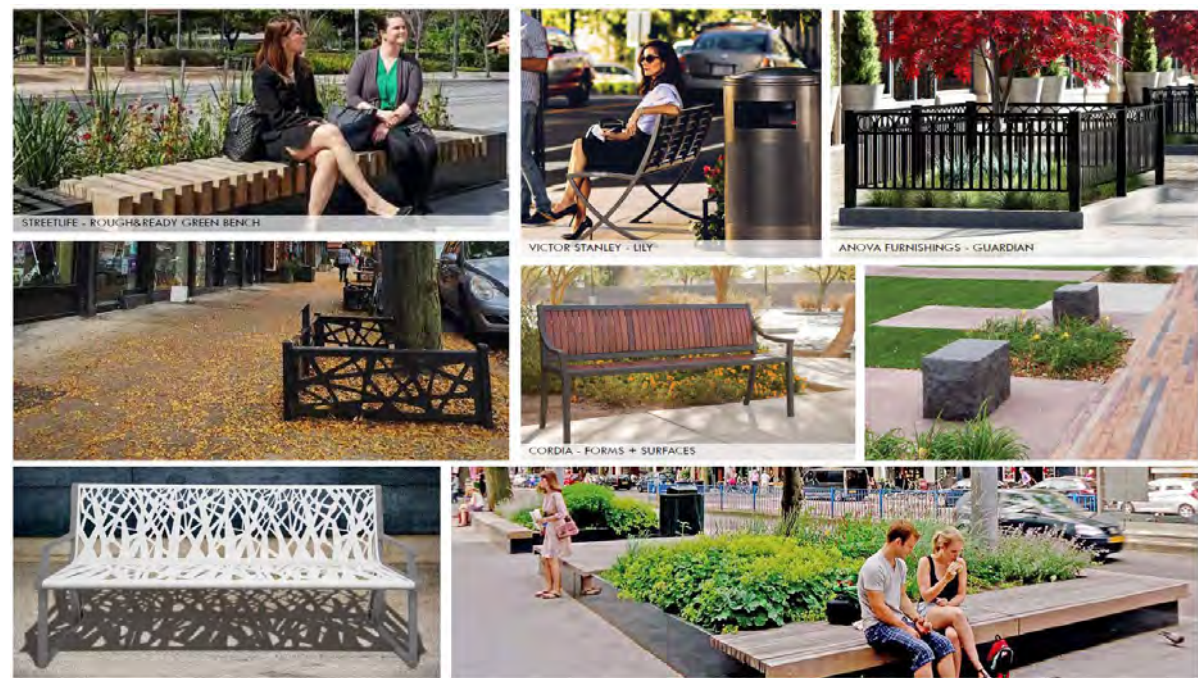
STREETSCAPES

Greenville as example

- City had developed standards over time
- Several month-long charrettes with City and stakeholders
- City discussed standards that worked, did not work or one they most preferred
- Implemented best of the standards



STREETSCAPE SELECTIONS - EXAMPLE



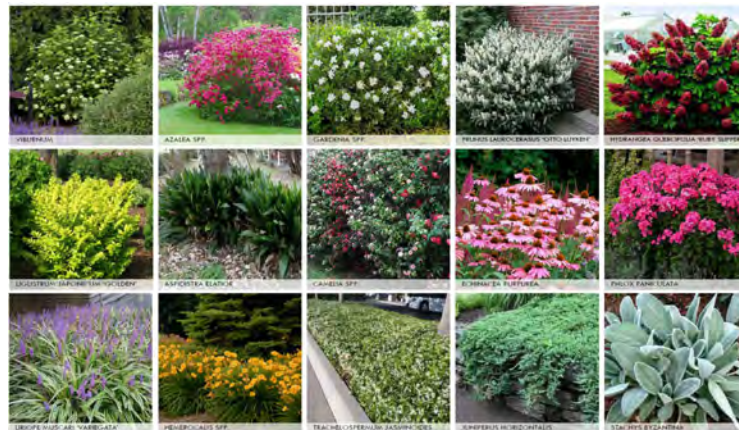
STREETSCAPE SELECTIONS - EXAMPLE



CANOPY TREES



UNDERSTORY TREES

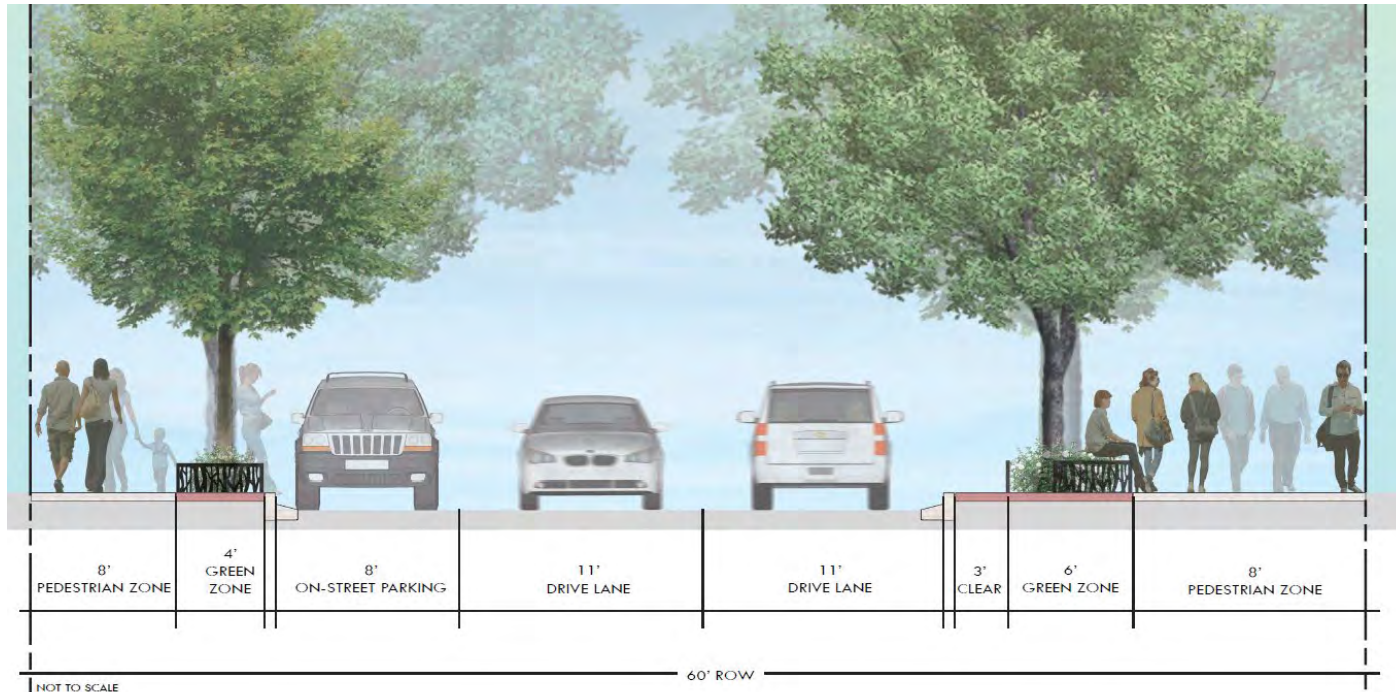


- ① CITY OF GREENVILLE SIGNAGE
- ② STORE FRONT SIGNS
- ③ LOCAL ARTISTIC SIGNAGE
- ④ MONUMENT/ WELCOME SIGNS



Streetscape to enhance area

- Functionality
- Welcoming, safe and vibrant environment
- Wide sidewalks for cafes
- Establish a warm and distinct public realm.
- Canopy trees, overstory trees, and other groundcover for shade and aesthetics
- Lighting and street furniture
- Variation in materiality, color and design of crosswalks, pavers
- Create thoughtful sense of place











UTILITY COORDINATION

Design Team

- Pair a national civil engineering firm with a local civil team.
- Local resources for survey, landscaping, streetscape, etc.

Utility Coordination

- Water
- Sewer
- Stormwater
- Fiber (multiple providers)
- Power
- Gas
- New tech – WiFi, small cell, 5G

Re-development

- Very large effort required to relocate or remove infrastructure
- Must coordinate implementation to maintain services during construction

Coordination

- Manage multiple private utilities and multiple jurisdictional authorities

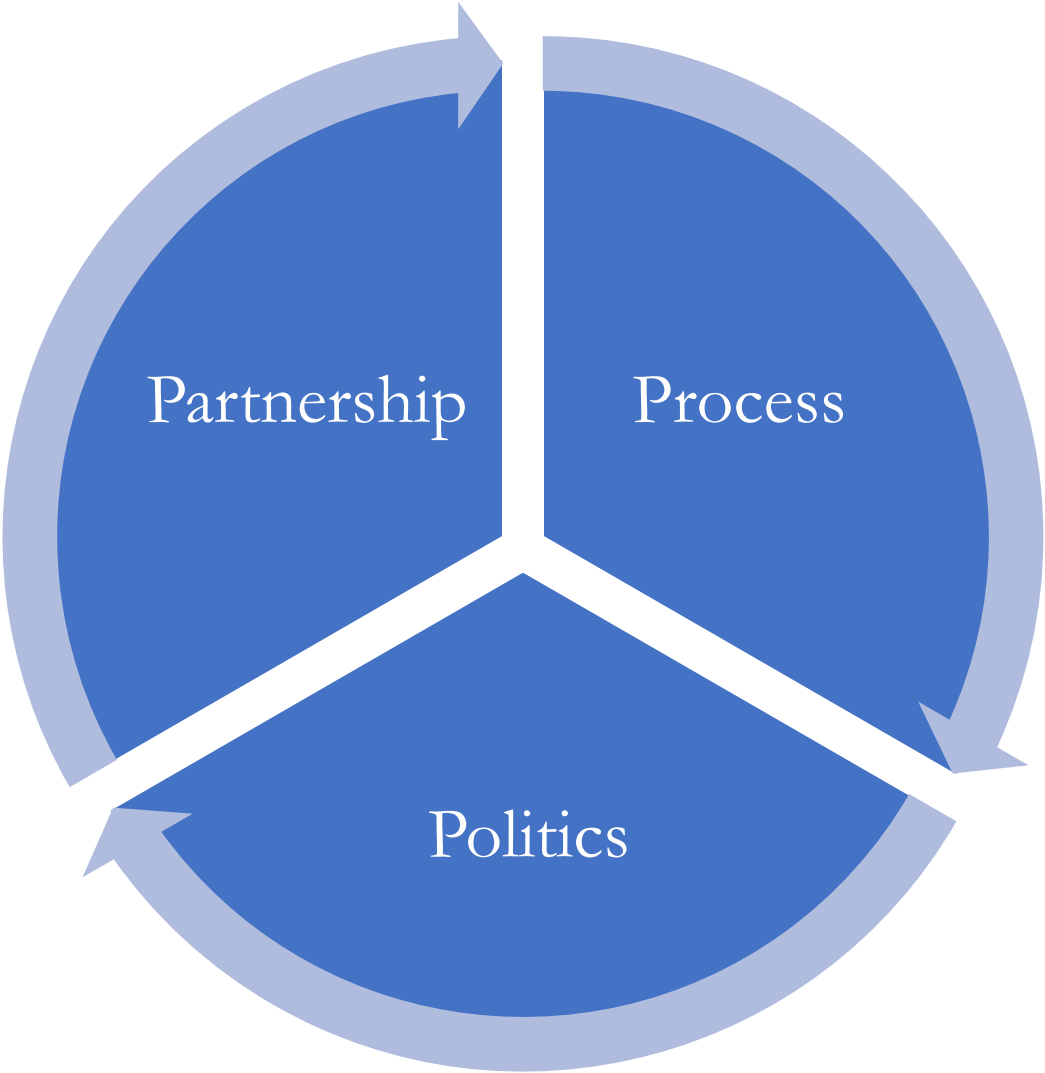


Buried utilities at Martin Luther King Boulevard & NW 3rd Street





PPP





SOUTH FORSYTH
Community Improvement District



PERIMETER COMMUNITY
IMPROVEMENT DISTRICTS

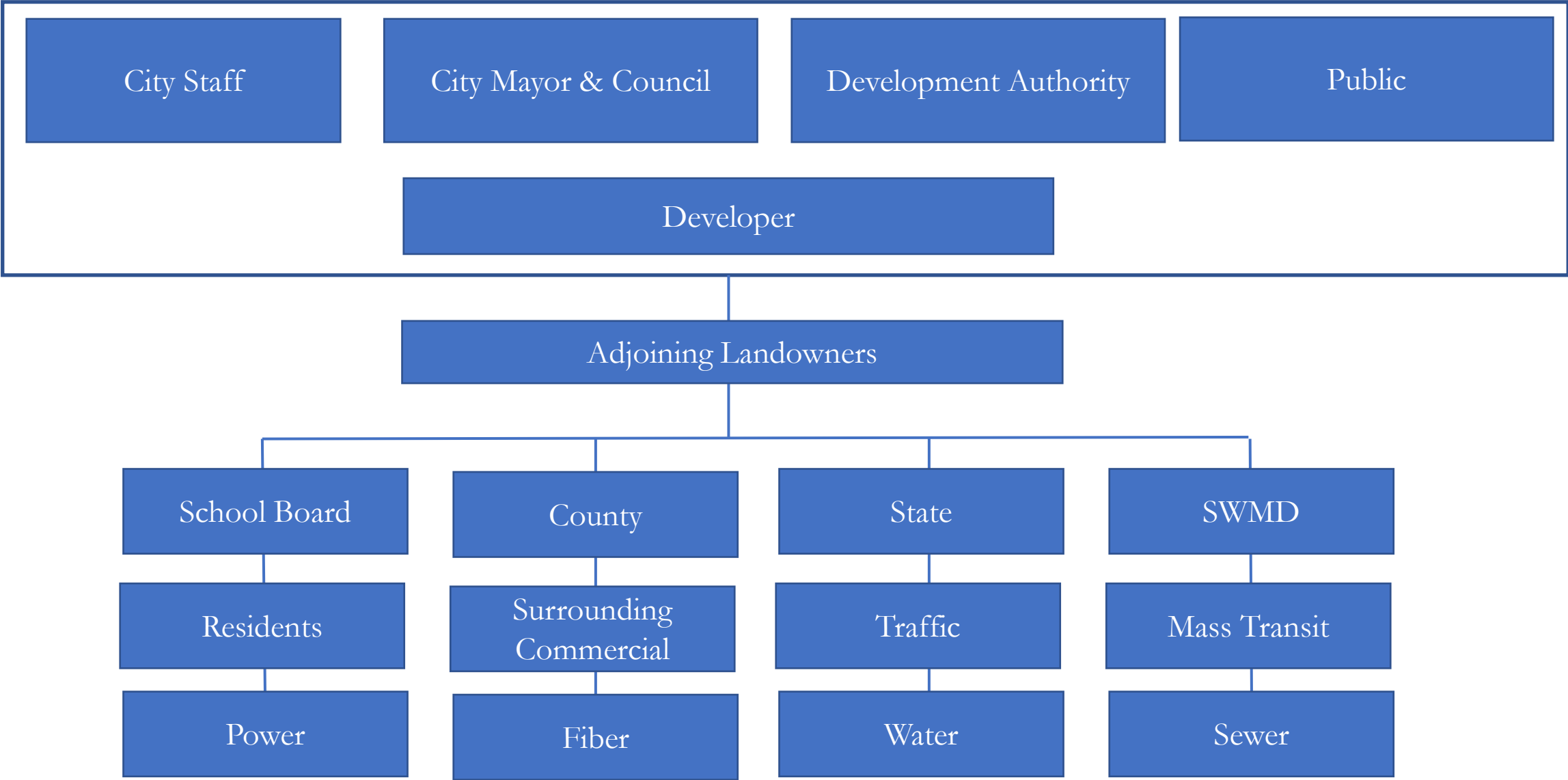
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city of
greenville



Primary Stakeholders



Start with Scope of Land

- Broker
- Landowners
- Site plan accordingly

Stakeholder Requirements

- Neighborhoods
- City master plan
- Local market needs

Program City requirements

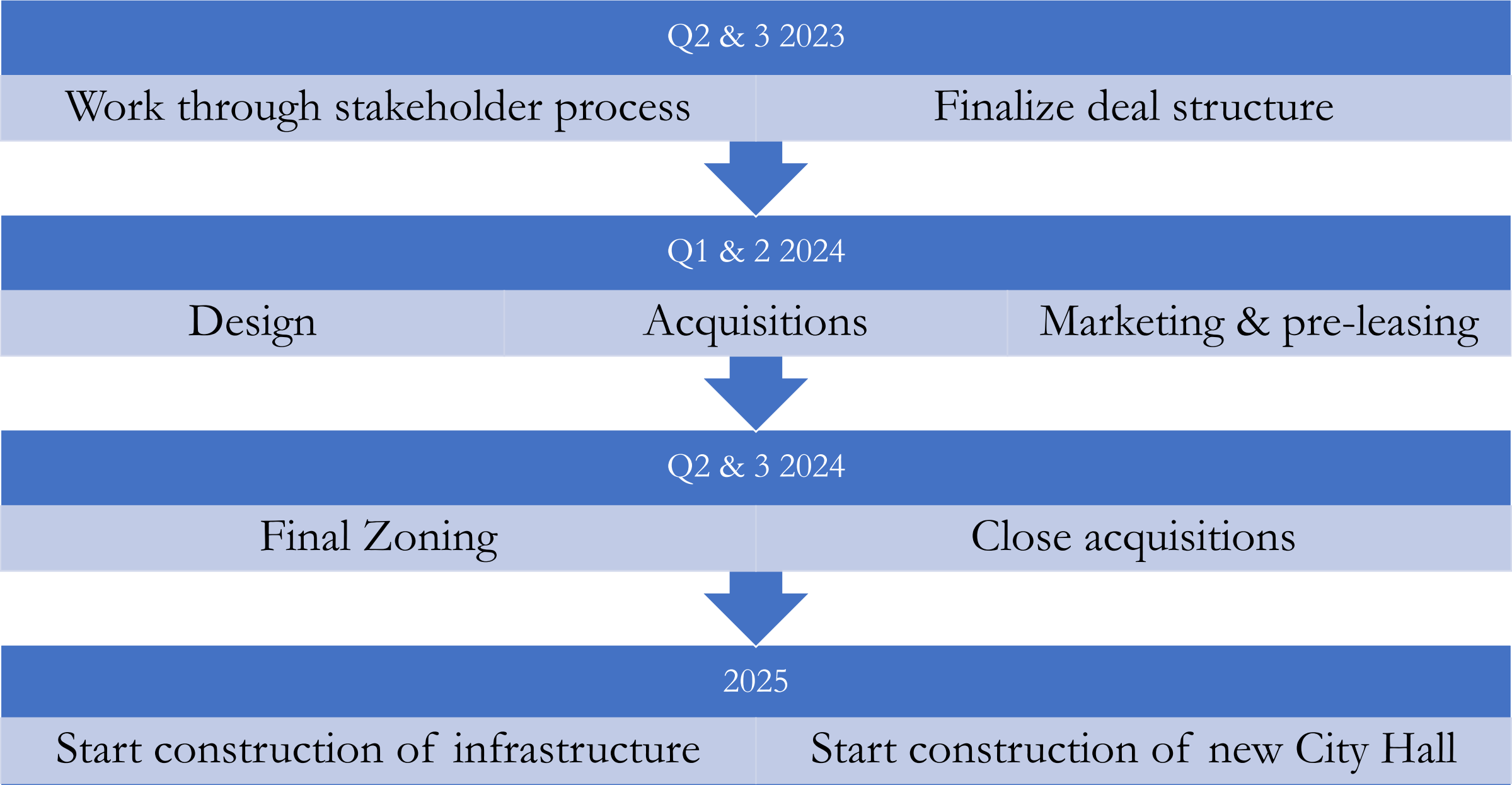
- City Hall
- Civic Functions
- Parking

Master Land Planning

- Site plan
- Scope and massing

Implementation

- Branding
- Transit coordination
- Utilities
- Traffic





POTENTIAL STRUCTURES

POMPANO RELOCATE CITY HALL AS ANCHOR



Process with stakeholders:

- Design – could be any aesthetic
- Programs for uses and size
- Budget
- Tech & security
- Future growth needs
- Flexible design for potential future uses

Opportunities:

- Land value increases with project and time
- Re-purpose old buildings and densify site

Options for Building and Parking:

- Can build-to-suit and lease
- Less capital for City



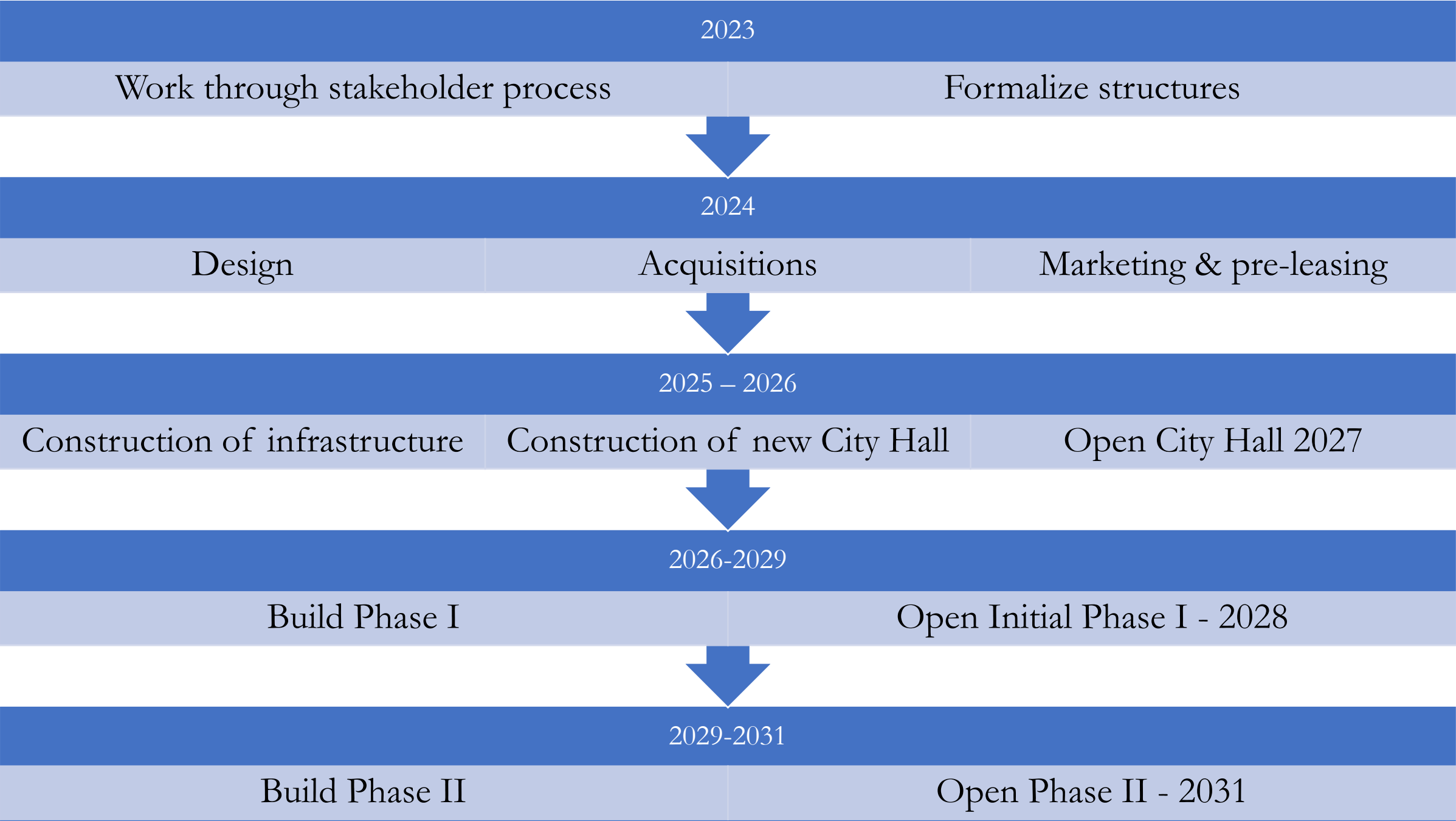
Civic Commons & E. Pat Larkins Center

- Want in the heart of project
- Can be ground floor in mixed-use building
- Or new build to suit state of the art buildings

Adaptive re-use or re-purpose

- Re-use and re-purpose City Hall and Library buildings
- Creates new value and unique buildings
- Density sites with new uses as Phase II







ACTIVATED VIBRANT PROJECTS

COMMUNITY BASED ACTIVATION



COMMUNITY BASED ACTIVATION



COMMUNITY BASED ACTIVATION



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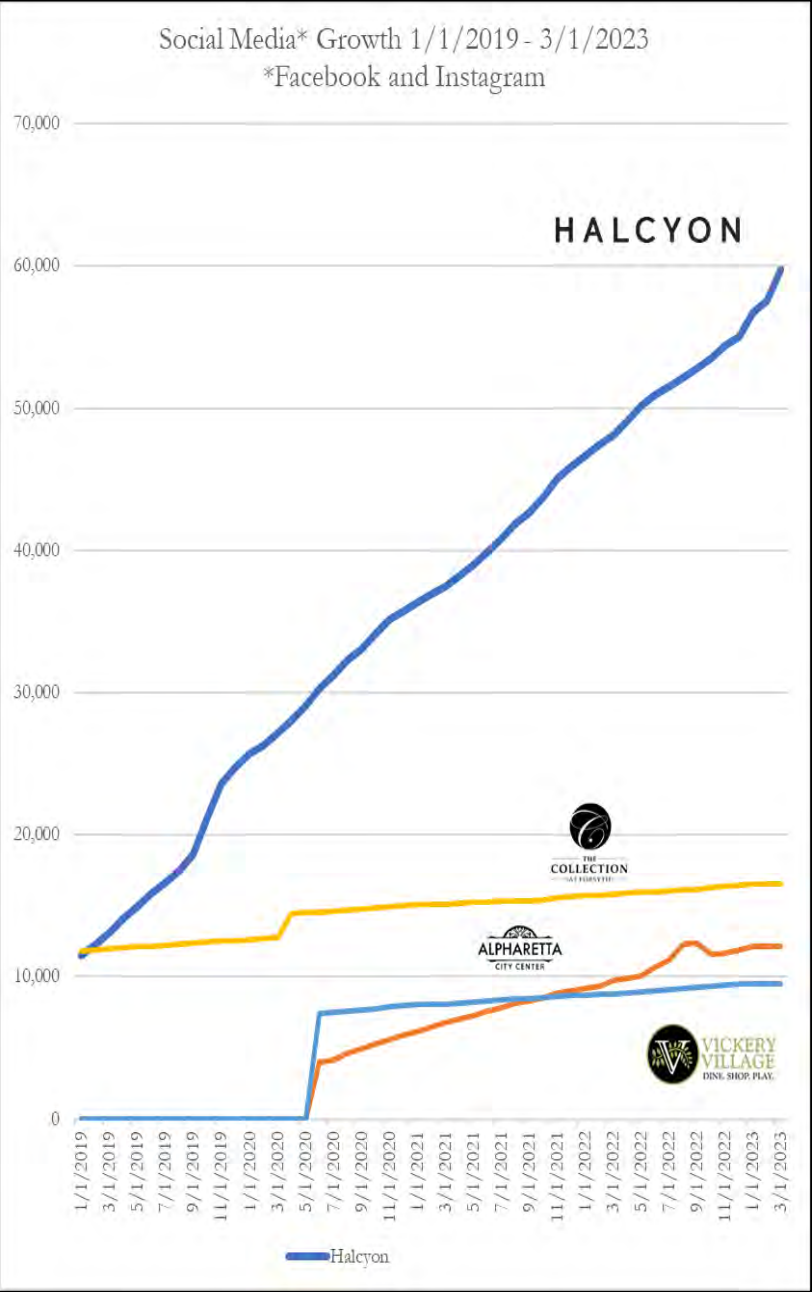


COMMUNITY BASED ACTIVATION

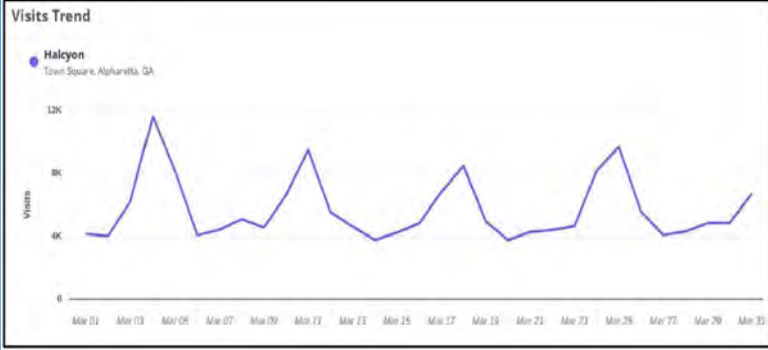




COMMUNITY BASED ACTIVATION DRIVEN BY SOCIAL MEDIA

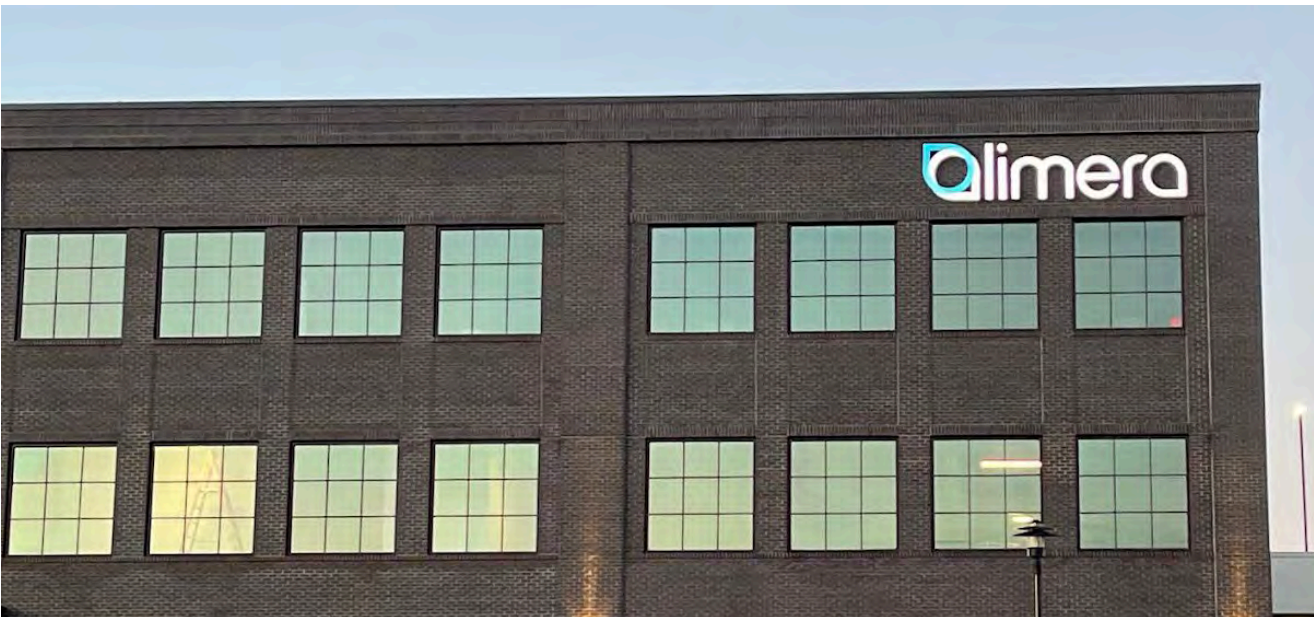


COMMUNITY BASED ACTIVATION DRIVEN BY LOCAL COMMUNITY



- Avg dwell time > 2.5 hours
- 12K visitors on typical Saturday

ACTIVATED VIBRANT PROJECTS GET OFFICE TENANTS



ACTIVATED VIBRANT PROJECTS CREATE COMMUNITY



COMMENTS & DISCUSSION



THANK YOU

