



Community Redevelopment Agency

City of Tarpon Springs
324 East Pine Street
Tarpon Spring, Florida 34689
(727) 938-3711

<http://www.ctsfl.us/agenda.htm>

**COMMUNITY REDEVELOPMENT AGENCY
MEETING AGENDA
FOR THE DOWNTOWN TARPON SPRINGS REDEVELOPMENT AREA
TUESDAY, APRIL 22, 2025
Immediately Following the BOC Regular Session**

CALL TO ORDER

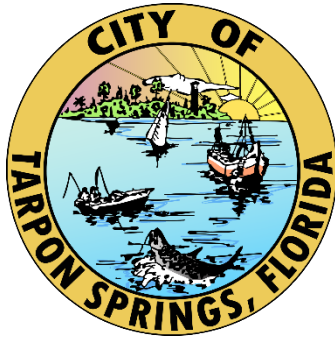
ROLL CALL

AGENDA ITEMS

1. Approval to Issue Invitation to Negotiate for 144 East Tarpon Avenue (Forbes Lot) **(Charles Rudd
City Manager)**

BOARD AND STAFF COMMENTS

ADJOURNMENT



CITY OF TARPON SPRINGS, FL

Procurement Services

324 East Pine Street
P.O. Box 5004
Tarpon Springs, Florida 34688-5004
(727) 942-5615

MEMORANDUM

TO: Honorable Mayor and Board of Commissioners/ Community Redevelopment Agency (CRA)
FROM: Janina Lewis, CPPO, NIGP-CPP, Procurement Services Director
DATE: 04/22/2025
SUBJECT: Market Research Report Findings from Industry Day for Redevelopment of 144 East Tarpon Ave Property

BACKGROUND:

The City recently conducted a Request for Information (RFI), Industry Day, and Sources Sought Synopsis to identify potential qualified sources and gather ideas for the redevelopment of the property at 144 E. Tarpon Avenue. The feedback from this event has helped guide the City in making informed acquisition decisions.

The City has two primary objectives. First, the Board of Commissioners, acting as the Community Redevelopment Agency, seeks a creative and qualified firm to acquire the CRA-owned property and develop it with a mix of uses, including retail, restaurant, residential, office, and hotel spaces.

Second, the City gathered input on the use of an Invitation to Negotiate (ITN) solicitation, the structure of the agreement, and the incentives that potential firms would find valuable. The goal is to encourage collaboration in both the development and execution of the solicitation process.

Several attendees expressed interest in the property. Below is a summary of key items brought to the staff's attention.

1. A current survey of the property lines would be helpful. Does the City have one, and if not, would they pay for having one done/provide one? *The City has obtained a survey and will include it with the proposal. The City has also contracted for an appraisal that has not yet been received.*
2. What were some of the projects presented in past RFPs? Original proposals that were presented in the past were businesses such as, café, ice cream shop, gym, co-workspace plus apartments, offices, large apartments and retail space.

3. Would the City allow 4 floors? Would a rooftop bar be considered a floor? *Current regulations regarding height, in combination with allowable floor area, would likely limit the building to 3 stories, or less. The City is willing to consider narrowly-focused code amendments in coordination with a Development Agreement to accommodate desirable proposals. An under-roof roof-top bar would be considered a floor.*
4. Would the City consider outdoor space, not putting a building on it but an entertainment area including a courtyard, grassy areas, brick walkway, bandshell space, eateries, etc., in small spaces, like Kratoch at the Grove in Wesley Chapel? *This type of use is not considered in the SmartCode. In the past, we have run similar situations through a conditional use process. This would require the site plan to be submitted and reviewed concurrently with the conditional use. The City prefers a brick and mortar development. If there are no successful projects through this process, the City would consider an outdoor redevelopment through a separate process.*
5. What kind of incentives can the CRA offer in developing the property. *The CRA can pay impact fees, building permit fees, and offer the land at below market price or at no cost. City is also paying for a survey and appraisal.*
6. Cost of preparing the bid package:
 - What level of detail would be required in a proposal
 - Incentive on proposal preparation fee reimbursement
 - Expenses of preparing the bid package – can there be a phased approach where full engineered drawings are not initially required, and if chosen as one of the top three, then provided the full package? Prior bid packages cost upwards of \$30,000 for the submission requirements. *The City will not require engineered drawings for the initial proposal package nor a detailed site plan. The emphasis will be on vision for the property, uses, and the building appearance. Colored renderings are strongly encouraged. The balance of the proposal will focus on details of the firm, sub-consultants and contractors, ability to perform, and financial capability.*
7. Impact fees – how much will they be and will the City pay them? *The City has a worksheet from 2013 that can provide a foundation, but the final fee numbers won't be known until the project is defined. Building Development will determine the final impact fees.*
8. Consideration of Density changes - a boutique hotel would require a certain number of rooms to make economic sense. Staff has indicated with the current density only 9 rooms would be allowable. Would the City consider changing the density to accommodate a reasonable number of rooms? *The City is willing to consider narrowly focused code amendments, including changes to density, in coordination with a Development Agreement, to accommodate desirable proposals.*
9. Parking – If the City vision includes residential, would they look favorably/unfavorably of providing on-site parking? Can the City make allowances and provide on-street parking on Court St. to provide one spot per unit? Believe it may be difficult to lease higher end units with no assigned parking. *Parking is not required as per the SmartCode and on-site parking is not desirable. The City may consider on-street parking, area public parking, and contribution to a parking fund as part of the negotiation process.*
10. Can the City provide commercial lease estimates in the Downtown? Rents have typically been lower than what would need to be charged for new construction. This issue has made past projects unworkable economically. *Commercial leases range from about \$15-\$25 per sq. ft. This estimate is based on informal discussions with business owners.*
11. Will the City give preference to local, Tarpon Springs residents or require that only Tarpon Springs residents/business owners be allowed to submit? *No.*
12. Both the east adjacent butcher shop and the west antique store have wooden picket fences that encroach approximately 4-feet into the property. The west side also has

some historic block foundation and drainage pipe likely remnants of the demolition of the former building. These encroachments will need to be addressed by the adjacent property owners. *Any identified encroachments, including fences, will be brought to the attention of the adjacent property owners for removal*

Procurement Services staff recommends using an Invitation to Negotiate (ITN) to structure the agreement and determine desirable incentives for potential developers. This approach fosters collaboration throughout both the development and implementation of the project.

A sealed Invitation for Bid (IFB) or Request for Proposal (RFP) would not be suitable for this type of solicitation. While an IFB is similar to an RFP, it primarily focuses on pricing and is awarded to the lowest responsive and responsible bidder, making it less appropriate for a complex redevelopment project. An RFP, though it considers factors beyond price—such as service quality, market experience, and expertise—does not allow for full negotiation of a mutually acceptable agreement.

An ITN, on the other hand, provides greater flexibility by allowing responsive vendors to propose different combinations or variations of contractual elements. This approach encourages a more collaborative development process, ensuring the project aligns with the vision for the downtown area.

Through the ITN process, a competitive range of 3-5 vendors will be evaluated and selected for recommendation by city staff evaluation committee for negotiations. A final recommendation will then be presented to the Board for approval to initiate negotiations with the selected competitive vendors. The City will attempt to negotiate an Agreement with the top ranked vendor, which will be in the best interest of the City. If no Agreement is reached with the top ranked prospective firm, negotiations will be terminated with that vendor and initiated with the successive ranked prospective vendor, and so on until an Agreement is reached. Negotiable items will include, property purchase price, proposal preparation reimbursement, incentives, impact fees, and other factors that the vendor may include in their proposal.

EVALUATION FACTORS

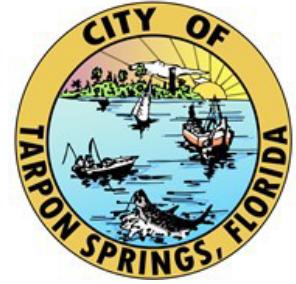
The evaluation factors for this ITN are as follows *(and are in no particular order):

	Maximum Points
1 Project Team Qualifications and Experience	55 Points
2 Project Team Technical Approach/Design Concept	35 Points
3 Schedule Proposal	5 Points
4 Price	5 Points
5 Financial Capability	Pass/Fail
TOTAL POINTS AVAILABLE	100 Points

Upon approval of the ITN approach to development of the property, Procurement will prepare the ITN package for publication.

COMMUNITY REDEVELOPMENT AGENCY (CRA)

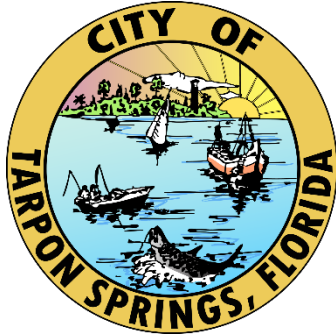
CRA-OWNED PROPERTY LOCATED AT 144 E. TARPON AVENUE



Property Summary Detail

The Community Redevelopment Agency owns a vacant, undeveloped lot located at 144 E. Tarpon Ave. The CRA is seeking a mixed-use development of the property. Relevant details include:

1. The lot size is approximately 50x162, with a land area of 8,100 SF or 0.1859 acres. It has full access and frontage on Tarpon Avenue and Court Street.
2. The site was appraised at \$85,000 in 2012. The Pinellas County Property Appraiser lists the 2022 Just/Market Value at \$330,480.
3. The site is currently served with adequate water and sewer with no storm sewer detention and retention requirements.
4. The property is zoned T5b for mixed use within the Sponge Docks and CRA Special Area Plan (SAP). The SmartCode allows up to two-stories by right and three stories with conditional use approval. The T5b transect requires a zero-foot build-to line along Tarpon Ave and allows for a zero foot setback along Court Street. (Reference Table 5B(vi) of the SmartCode for additional information).
5. Building FAR is 2.0; non-residential is 1.0. Density by right is 15 du/acre, equating to up to 3 units for this property. Transferable development rights allow up to 4 units. 2nd/3rd Floor balconies may encroach over the public sidewalk on Tarpon Ave (see Two Frogs brewery for example at 144 E. Tarpon Ave.).
6. Flood zone location is X, which is not a special flood hazard area.
7. Parking Exemption: Additional parking is not required pursuant to Table 4E(ii) of the SmartCode.
8. The property has front-to-back access from Tarpon Avenue to Court Street. The primary frontage is Tarpon Avenue. Court Street can also be considered for front access and/or additional storefront.
9. Onsite Parking is not required or encouraged. However, the City acknowledges that certain uses require dedicated parking for viability.
10. Potential projects that exceed the current height, density and floor area ratio regulations may be considered through the Development Agreement Process (Link below)
https://library.municode.com/fl/tarpon_springs/codes/code_of_ordinances?nodeId=COOR_APCOZOLADECO_ARTVIDEAG
11. Incentives: The CRA can offer the land at below market value and up to no cost and pay all or a portion of impact and building permit fees based on strength of the proposal.
12. The exterior design requires approval by the Heritage Preservation Board. The site plan requires review by the Planning & Zoning Board and approval of the Board of Commissioners. Relevant documents include:
Smart Code: <https://www.ctsfl.us/wp-content/uploads/2023/01/SmartCode-Adopted-September-2022.pdf>
Historic District Design Guidelines: <https://www.ctsfl.us/wp-content/uploads/2021/03/Historic-District-Design-Review-Guidelines-Manual.pdf>.



CITY OF TARPON SPRINGS, FL

Procurement Services

324 East Pine Street
P.O. Box 5004
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(727) 942-5615

Date: January 23, 2025

**ANNOUNCEMENT
ANNOUNCEMENT No. 250076-A-JL
INDUSTRY DAY
REDEVELOPMENT OF PROPERTY
LOCATED AT 144 E. TARPON AVENUE**

I. This is not a solicitation announcement. This is an Industry Day/ sources sought synopsis only. The purpose of this is to identify potential qualified sources and potential ideas for Redevelopment of the property located at 144 E. Tarpon Avenue. Responses to this source sought will assist the City in making appropriate acquisition decisions.

The City of Tarpon Springs desires to conduct an Industry Day to gain further insight into the potential of the property located at 144 E. Tarpon Ave.

The City's goals are twofold. First, the Board of Commissioners, sitting as the Community Redevelopment Agency, is seeking a creative, qualified firm to acquire the CRA-owned property and develop the site with mixed uses including retail/restaurant/residential/office/hotel uses.

Second the City is seeking input into an Invitation to Negotiate (ITN) solicitation/ agreement, structure for the agreement and what incentives potential firms desire to see in the agreement. The City wishes to foster collaboration in the development and implementation of the solicitation.

II. EVENT DETAILS:

Dates: February 20, 2025

Start Time: 1000 EST

Duration: ~2 Hours

Location: 123 E Tarpon Ave, Tarpon Springs, FL 34689
(CoHatch Building)

Target Audience: Developers/ General Construction Firms

Industry Day Agenda

10:00 am – Meet at 123 E Tarpon Ave, Tarpon Springs, FL 34689
(CoHatch Building)

10:15 am - City Staff Briefing

10:30 am – Proceed across the street to Site at 144 E. Tarpon Ave. Tarpon Springs, FL 34689

10:45 am – Breakout Question and Answer Session with Staff

12:00 pm – End

Staff Members & Topics

Staff	Department
Renea Vincent	Planning and Zoning
Karen Lemmons	Economic Development
Dave Gilson	Building Development (Permitting)
NickMakris	Project Administration
Janina Lewis	Procurement Services
Tom Funcheon	Public Works

III. DISCLAIMER AND USE OF INFORMATION:

This RFI does not guarantee that the City will issue a solicitation or award a contract for supplies or services. No specific solicitation is planned to follow this RFI; however, the responses could impact the City's decision to release a solicitation in the future. Please be advised that The City of Tarpon Springs Florida does not guarantee confidentiality of any proprietary information that is submitted.

Please email your questions or comments regarding the RFI to, Janina Lewis, Procurement Services Director, via email to jlewis@ctsfl.us. Vendors are advised that questions, comments, and the City's responses may be posted publicly, although the identity of the requesting organization will be withheld.