



Downtown Investment Authority
Retail Enhancement and Property Disposition Committee Hybrid Meeting
Friday, February 11th, 2022 – 10:00 a.m.

RE&PD Committee Hybrid Meeting
Draft - MEETING MINUTES

Retail Enhancement and Property Disposition Committee Members in Attendance:

Oliver Barakat, Chair
Jim Citrano

David Ward, Esq.

Committee Members Excused: Todd Froats, Carol Worsham

Board Members in Attendance:

DIA Staff Present: Lori Boyer, Chief Executive Officer; Steve Kelley, Director of Downtown Real Estate and Development; Ina Mezini, Marketing and Communications Specialist; and Lori Radcliffe-Meyers, Downtown Development Coordinator (via Zoom)

Office of General Counsel: Joelle Dillard, Esq.

I. CALL TO ORDER

The Retail Enhancement and Property Disposition Committee meeting of February 11th, 2022, was called to order at 10:01 a.m. by Committee Chairman Barakat.

Chairman Barakat called for each Committee Member, Board Member, and DIA staff present to introduce themselves.

II. PUBLIC COMMENTS

Chairman Barakat opened the floor to public comment.

The following persons made in-person public comments, made public comments virtually through Zoom, or provided comments that were read into the record by DIA Staff. Note: the subject matter of the comment(s) indicated to the right of each person:

Nancy Powell Advocated for a in-depth sightline analysis

III. JANUARY 18, 2022 RETAIL ENHANCEMENT AND PROPERTY DISPOSITION COMMITTEE MEETING MINUTES APPROVAL

Having called for corrections or other edits by his fellow committee members and after receiving none, Chairman Barakat asked for a motion and second on the item.

Motion: Committee Member Ward moved to approve the minutes as presented

Seconded: Committee Member Citrano seconded the motion

Vote: Aye: 3 Nay: 0 Abstain: 0

THE MOTION PASSED UNANIMOUSLY 3-0-0.

IV. RESOLUTION 2022-02-01: 323 E BAY STREET FAB-REP

DEFERRED

V. RIVERFRONT PLAZA DEVELOPMENT PAD DISPOSITION TERMS

CEO Boyer provided an overview of the development pad and used the site model to demonstrate various aspects of the site that will help in understanding the proposed disposition terms.

Responding to a question from Committee Member Citrano regarding the interface with Independent Drive, CEO Boyer stated that it is primarily garage frontage with an entrance. The current term sheet proposes a minimum of 30 percent retail at grade.

CEO Boyer provided an overview of the proposed disposition terms with the Chair allowing for comments from the committee throughout.

Committee Member Citrano asked where the parking garage is in comparison to the bridge. CEO Boyer responded that there is an approximately 20ft buffer between the garage and the bridge.

CEO Boyer suggested that once the Request for Proposal (RFP) is issued, there should be a pre-application meeting where prospective bidders can get the same information to understand what is desired for the site.

CEO Boyer noted that ideally the disposition will go live at the end of February or beginning of March. The goal is to have a developer selected by the end of April so that they can work with Perkins & Will on the interface between the garage and the development pad.

Chairman Barakat asked how the property will be marketed. CEO Boyer responded that it has not yet been determined but that they are reviewing the current contract [with CBRE] with the potential of amending it and carrying it forward, adding that there are also several developers who have expressed interest in the site and who may present a proposal before the formal Notice of Disposition. Mr. Parola provided a timeline for the PSEC process in regard to amending the CBRE contract.

CEO Boyer clarified for Chairman Barkat that Respondents are not required to mirror the Perkins & Will design but that it does have to interface with the park. The bids will have to be architecturally relevant, but they do not have to be the precise height and shape of the Perkins & Will design. Chairman Barakat suggested that the highlighted portion of section 2 "The Site," bullet 3, be more descriptive.

CEO Boyer clarified for Chairman Barakat that the elevated restaurant, retail and open plaza are intended for public use. Chairman Barakat responded that there should be a requirement that the restaurant and retail space must be accessible from the plaza.

Chairman Barakat called for comments on Section 3.

CEO Boyer responding to Committee Member Citrano stated that the maximum estimated parking for the parking structure is 975 spaces. The estimate varies based on the type of mixed-use development and how it is positioned.

Committee Member Ward suggested making a requirement for a minimum percentage of parking that will be designated public parking. He then clarified that it should be considered during the evaluation, but not required.

Responding to a question from Chairman Barakat, CEO Boyer spoke to the requirements for the orientation of the building and the expectation that it will not impede the view from the Wells Fargo tower. The building must be perpendicular to the river and parallel to the Main Street bridge.

Using the Perkins & Will One Park Jax model, CEO Boyer demonstrated all the remaining retail space outside of the 30 percent requirement on the north side adjacent to E. Independent Drive.

Chairman Barakat advocated for making the retail experience as seamless as possible.

Chairman Barakat called for comments on Section 4.

CEO Boyer clarified that there is no conversation of economics [incentives] at this point.

Regarding the Independent Drive Activation section, Chairman Barakat suggested using language that clearly communicates that the ground floor retail must be open and accessible from the street.

Chairman Barakat called for comments on Section 5.

Committee Member Citrano urged that the selected developer be prepared to coordinate the project construction with the park and ramp intended to be completed in early to mid-2024.

Committee Member Ward reiterated the significant profile and value of the property and suggested ensuring that the respondents whose proposal reflect the site's significance are proportionately rewarded in some capacity. CEO Boyer spoke to the various ways respondents could be scored to reflect the quality of their proposal and their ability to execute (e.g., past completed projects)

Chairman Barakat called for comments on Section 6.

Committee Member Ward suggested adding the previously mentioned building orientation requirements to Section 6.

Chairman Barakat called for comments on Section 7.

Responding to Committee Member Citrano, CEO Boyer clarified that proposals will be evaluated on how potential flooding is addressed, referencing issues with flooding in the past.

Chairman Barakat called for comments on Section 8.

CEO Boyer commented that Mr. Parola will work with an architect to provide language that more clearly expresses higher quality materials and designs will receive additional points.

Responding to a question from Chairman Barakat, CEO Boyer clarified that designs that enhance the Perkins & Will conceptual design through unique architectural details and high-quality materials can receive bonus points.

Chairman Barakat called for comments on Section 9.

Discussion occurred regarding the various ways the developer can contribute to the ongoing maintenance or programming of the park. There was unanimous agreement that the park maintenance and programming is of significant importance, and it is anticipated there will be some agreement between the City and developer.

Chairman Barakat called for comments on Section 10.

The committee contemplated increasing the requirement that respondents must have experience of a singular project with aggregate value in excess of \$50M. Chairman Barakat cautioned against setting the amount too high and excluding local developers who may be able to partner with outside entities to bring forth high quality proposals.

Committee Member Ward suggested that respondents must have experience with a similar product type and scale.

Chairman Barakat called for comments on the scoring sheet.

CEO Boyer clarified that the ROI does take into consideration the Fee Simple acquisition price.

Committee Member Ward suggested increasing the Financial return to the City to 15 points, noting that the Park & Programming contribution currently rewards the highest number of points for Economic Benefit.

Committee Member Citrano suggested increasing the points for Experience and Qualifications [Experience developing mixed use projects of comparable size in an urban setting and Financial Strength of Development Team]. There was unanimous agreement to increase both to 12 points.

There was unanimous agreement to increasing Financial return to the City to 15 points.

There was unanimous agreement to decrease Park and Programming contribution to 5 points.

There was unanimous agreement to increase Financial feasibility and cash flow analysis to 7 points.

There was unanimous agreement to reduce Fee Simple acquisition price to 7 points.

CEO Boyer agreed to send to the committee an elaboration on what each category means.

The committee agreed to hold another meeting before the full board meeting on February 23, 2022.

VI. OLD BUSINESS

None.

VII. NEW BUSINESS

None.

VIII. ADJOURNMENT

Seeing no further matters for discussion, Chairman Barakat adjourned the meeting at 11:59 p.m.

The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, a recording is available upon request. Please contact Xzavier Chisholm at xchisholm@coj.net to acquire a recording of the meeting.