

**RESOLUTION 2024-11-03**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) ACTING AS THE COMMUNITY REDEVELOPMENT AGENCY FOR THE COMBINED NORTHBANK COMMUNITY REDEVELOPMENT AREA, INSTRUCTING ITS CHIEF EXECUTIVE OFFICER (“CEO”) TO CAUSE TO BE ISSUED A SOLICITATION FOR MARKET – LAND USE OPTIMIZATION STRATEGY (“STRATEGY”) FOR THAT AREA IDENTIFIED IN EXHIBIT A, INCORPORATING THE ATTACHED SCOPE OF SERVICES (EXHIBIT B), SCORING CRITERIA (EXHIBIT C) AND MINIMUM REQUIREMENTS (EXHIBIT D); INSTRUCTING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTION TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; AND PROVIDING AN EFFECTIVE DATE.**

**WHEREAS**, at their October 16, 2024, Board Meeting, the DIA discussed the need for a Market – Land Use Optimization Strategy / Study, focusing on that area of Downtown shown in Exhibit A; and

**WHEREAS**, via Resolution 2024-10-07, the DIA Board voted to undertake a Market – Land Use Optimization Strategy / Study, further instructing its CEO to provide at the November Board Meeting a Scope of Services, Scoring Criteria and Minimum Requirements to be incorporated into a solicitation for the development of a Market – Land Use Optimization Strategy / Study; and

**NOW THEREFORE, BE IT RESOLVED**, by the Downtown Investment Authority:

**Section 1.** The DIA finds that the recitals set forth above are true and correct and are incorporated herein by this reference.

**Section 2.** The DIA has determined that it wishes to have prepared a Market – Land Use Optimization Strategy / Study for the properties included within the boundaries of the dashed area shown on Exhibit A, and hereby approves the attached Scope of Services (Exhibit B), Scoring Criteria (Exhibit C) and Minimum Requirements (Exhibit D).

**Section 3.** The DIA authorizes its Chief Executive Officer to take all necessary action to effectuate the purposes of this Resolution, and to make changes to Exhibits B through D as may be recommended by the Office of General Counsel or the City’s Procurement Division, providing that those changes are consistent with the intent of this Resolution.

**Section 4.** The Chair of the DIA Board will appoint one Board member to serve as Board liaison for this study, to work with staff and the consultant throughout the term of the contract with the consultant.

**Section 5.** This Resolution shall become effective on the date of which it is signed by the DIA Board Chair.

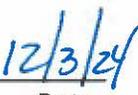
[SIGNATURES ON FOLLOWING PAGE]

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY

  
\_\_\_\_\_  
Witness

  
\_\_\_\_\_  
Patrick Krechowski, Esq., Chair

  
\_\_\_\_\_  
Date

VOTE: In Favor: 6 Opposed: 3 Abstained: 0



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EXHIBIT A



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EXHIBIT B  
SCOPE OF SERVICES

The purpose of this Market – Land Use Optimization Strategy (“Strategy”) is to identify optimal uses for each City-owned property identified by a white labeled parcel (See Exhibit XX) in light of surrounding uses; identify opportunities for and recommended optimal uses for private parcels appropriate for redevelopment; and include such height, use, and setback and similar restrictions as may be necessary to achieve optimal use. The information provided will be used for purposes such as assisting the Downtown Investment Authority (“DIA”) in focusing incentives, establishing redevelopment and development priorities and establishing property disposition criteria.

Consultant assumes that the boundaries of the strategy plan will be as illustrated by Exhibit XX.

The private parcels appropriate for redevelopment will be identified by DIA staff and Consultant will use that information in performing the scope of services.

Consultant shall generate numerous planning alternatives. Consultant shall develop a base plan utilizing aerial photographs, existing geographic information system (“GIS”) data, and other publicly available information (utility location maps, etc.) for use as base documentation.

Land Use Optimization Plan: Consultant will develop a Land Use Optimization Plan that, in part, will analyze the impacts of several development and redevelopment priorities, as to be established as part of this Strategy, together with impacts of those priorities.

- I. The Land Use Optimization Plan will, at a minimum, consist of the following together with any additional tasks or efforts as may be provided by a Consultant’s response to this solicitation:
  - General planning diagrams (overarching planning strategies)
  - Area connectivity plan, connection to the waterfront and significant amenities, public transportation connectivity, etc.
  - Street level plan for existing and proposed buildings (identifying proposed use: retail, residential, etc.)
  - Conceptual typical upper level uses for existing and proposed buildings (identifying proposed use: residential, office, hotel, etc.)
  - Preliminary three-dimensional (“3D”) massing models
  - Phasing priority plan for DIA redevelopment parcels
  - Design narratives
  - General area calculations and parking supply/demand
  - Individual Parcel Test Fits
  - A recommendation as to which City-owned sites should be redeveloped for a commercial or private use.
  - As to each site recommended for commercial or private redevelopment, a recommendation as to low, medium or high density use.

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EXHIBIT B  
SCOPE OF SERVICES

*Consultant shall identify individual parcels and develop test fits of various programs and densities on each parcel. Consultant represents that certain parcels may have numerous alternatives tested to identify the highest and best use of each site in conjunction with the primary planning principles identified during the development of the framework plan. Consultant shall explore and overlay different scenarios within the overall framework plan (maker, grocer, home/furniture, restaurant, music entertainment) and overlay the prototypical footprints of different retail/restaurant use groups on the plan.*

*Downtown Jacksonville is governed by a Business Investment Development Plan ("BID Plan"), which contains the Combined Northbank Community Redevelopment Plan ("CRA Plan") together with various capital projects (e.g. Forsyth and Adams two-way street conversion, Riverfront Plaza) and incentive programs (e.g. "Food and Beverage Retail Enhancement Program"). The Consultant must factor the goals and objectives of these plans as well as identified capital and redevelopment projects into the Land Use Optimization Plan.*

*The consultant shall also assume the DIA's stated desire to establish a connected and activated publicly accessible riverfront that will be an attraction drawing residents of the region to Downtown, support office occupancy and residential demand in Downtown as well as warranting higher rental rates and provide a visitor experience that would boost demand for Downtown hotel occupancy, development of new hotels, and support convention marketing.*

*The Consultant must factor in the "Elbow District", the "Food and Beverage Retail Enhancement Program" areas, the boundaries of which are included in Exhibit XX and XX, respectively.*

*The Consultant shall assume that a convention center and/or exhibition hall will be constructed within a 10-year horizon within or in proximity to the study area. The current plans identify the current jail and police headquarters parcels as the site of the future convention center but earlier supplemental exhibition hall space within the study could be considered.*

*The Consultant shall factor in the City's Resilience Jacksonville Vulnerability Assessment" into the Land Use Optimization Plan, particularly for those parcels contiguous or adjacent to the St. Johns River.*

- II. Consultant shall participate in collaborative work sessions, prepare alternative plan diagrams, work with alternative conceptual programs, coordinate parking requirements, and study the footprints for office, residential, hotel, education, and research above the ground-level uses.

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EXHIBIT B  
SCOPE OF SERVICES

III. Stakeholder, public and DIA Board participation plan: in response to this solicitation, Consultants shall provide a stakeholder, public and DIA Board participation plan to include, at a minimum, number and type of meetings, stakeholder identification, purpose of each meeting, etc.

IV. Deliverables: at a minimum, the Consultant shall provide the following deliverables in digital and hard copy, the format and number of each to be determined during contract negotiations.

- Site plans showing immediate context of the parcels
- Recommended optimal ground level uses, and upper level uses, if any, for each City-owned parcel within the study area
- Recommended optimal ground level uses, and upper level uses for privately owned parcels appropriate for redevelopment within the study area
- Recommended optimal building massing, setbacks and heights for parcels within the study area.
- Test fitting of program, parking, and construction type options
- Precedent imagery
- Overall phasing and development strategy: including DIA parcel disposition prioritization and sequencing, taking into account market conditions and incentive requirements as well as impact on acceleration of overall redevelopment success.
- Recommended open spaces, streetscapes, and pedestrian circulation within the study area
- Development of marketing materials and/or graphics as requested by DIA, to be negotiated as additional services
- Preparation of optimal use studies for other geographic areas within Downtown as requested by DIA, to be negotiated as additional services.
- Economic return analysis for various Land Use Optimization Plan alternatives, including secondary economic impacts for adjacent parcels outside of the Land Use Optimization Plan area.
- Recommendations regarding expected incentives needed, if any, to achieve optimal redevelopment recommendations for City parcels

In development of its recommendations and preparation of the above deliverables, Consultant shall consider

- Parking strategies / shared parking strategies where opportunities exist and identify the same in the deliverable
- Area calculations
- Integrated understanding of plans for transit, bike, and vehicular circulation and recommendations if any that impact use and massing deliverables
- Building adaptive re-use studies
- Miscellaneous master planning studies as requested by Owner

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EXHIBIT B  
SCOPE OF SERVICES

- Current market conditions including demand for and supply of residential units, hotel rooms, office space, and retail; current interest rates, construction costs, and expected rents and asset values, existing incentive programs, and Downtown property values in order to recommend required incentives necessary to achieve optimal use recommendations.

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EXHIBIT C  
EVALUATION CRITERIA

**EVALUATION CRITERIA**

The Evaluation Committee shall determine qualifications, interest and availability by reviewing the written responses received, and, when deemed necessary, by conducting formal interviews of selected proposers that are determined to be best qualified based upon the evaluation of written responses. It is the sole responsibility of each proposer to address in its proposal each of the selection criteria described herein. Provide with your proposal any other information which would be relevant to the application of the selection criteria to your proposal.

The proposal evaluation criteria, and applicable scoring maximums, are set forth below. In the event interviews are conducted, up to 10 additional points may be added to the overall averaged score.

a. **Qualification/Experience related to this proposal (30 Maximum Points):**

To include technical education, training, and experience in similar efforts, of both the firm responding to the solicitation, and of the specific individual(s) assigned to this project, particularly with respect to experience with those efforts and tasks identified in the Scope of Services. Failure to include specific individual(s) assigned to this project together with their respective education, training and experience in similar efforts will result in a score of zero for this criterion.

b. **Statement Defining Understanding of Need; (15 Maximum Points):**

Set forth a clear statement of the respondent's understanding of the needs of the Downtown Investment Authority ("DIA") for the services sought. This criterion will be scored on the demonstration that the Consultant has a clear understanding of the scope of work sought.

c. **Methodology, Approach and Schedule for Completion (25 Maximum Points):**

This criterion will be scored on Consultant's conversion of the Scope of Services into a work plan and schedule for completion; the detail and clarity as to the respondent's approach to undertaking the project and how that approach will best achieve the desired outcome; Consultant's ability to identify any special problems or concerns associated with the project and ideas how these obstacles should be addressed, including any approach which are designed to save time and money.

d. **Fees and Expenses (10 Maximum Points):**

Provide a flat fee on Price Sheet Form 1. State with particularity the basis of fees, any caps or floors, and any additional costs or expenses (including out-of-pocket expenses) for which reimbursement will be expected.

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EXHIBIT C  
EVALUATION CRITERIA

e. **References (20 Maximum Points)**

The Consultant shall provide 4-5 examples of completed projects similar in scope to those services sought by this solicitation. Each reference example shall include the name of and role played on such project by the person(s) identified as providing services in response to this solicitation. Sample projects that are specific to the Consultant but that do not include the name and role of the person(s) identified as providing services in response to this solicitation shall be deemed unresponsive. As to each reference or sample project, Consultant shall provide contact information for the entity for whom the service was provided and a specific individual in such entity who can be contacted as a reference.

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EXHIBIT D  
MINIMUM REQUIREMENTS

**MINIMUM REQUIREMENTS**

The Consultant must satisfy the following mandatory minimum requirements in order to have their Responses evaluated. By submitting, the Consultant warrants and represents that it satisfies these requirements. Failure to meet these requirements may result in the Response not being evaluated and being rejected as non-responsive:

Proposer must:

- a. Provide evidence demonstrating they have experience in providing services similar to those described in the Scope of Services.
- b. The Consultant shall provide 4-5 examples of completed projects similar in scope to those services sought by this solicitation. Each reference example shall include the name of and role played on such project of the person(s) identified as providing services in response to this solicitation. Sample projects that are specific to the Consultant but that do not include the name and role of the person(s) identified as providing services in response to this solicitation shall be deemed unresponsive. As to each reference or sample project, Consultant shall provide contact information for the entity for whom the service was provided and a specific individual in such entity who can be contacted as a reference.
- c. The Consultant shall provide current proof of all business licenses required by local, state, and federal law as applicable.