

RESOLUTION 2016-10-04

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) APPROVING THE SCOPE OF SERVICES INCLUDED AS EXHIBIT “A” TO THIS RESOLUTION FOR THE PROCUREMENT OF PROFESSIONAL SERVICES FOR THE DEVELOPMENT OF A DOWNTOWN NORTHBANK AND SOUTHBANK RIVERFRONT DESIGN AND INVESTMENT STRATEGY; AUTHORIZING THE DIA CHIEF EXECUTIVE OFFICER TO NEGOTIATE AND EXECUTE CONTRACTS IN ACCORDANCE WITH THE SCOPE OF SERVICES INCLUDED AS EXHIBIT “A” TO THIS RESOLUTION; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Downtown Investment Authority (“DIA”) has been designated by the City of Jacksonville as the Community Redevelopment Agency for community redevelopment areas within the boundaries of Downtown pursuant to Chapter 55, Part 3, *Ordinance Code*; and

WHEREAS, a Business Investment and Development Plan (“BID Plan”) has been adopted pursuant to Chapter 55, Part 3, *Ordinance Code*, which includes an update of the North Bank and Southside Community Redevelopment Area (“CRA”) Plans; and

WHEREAS, Redevelopment Goal 5 of the North Bank and Southside CRA Plan reads: *Establish a waterfront design framework to ensure a unique experience and sense of place*; and

WHEREAS, section 656.361.21 of the Jacksonville Code of Ordinance identifies the following purpose and intent of waterfront design regulations within Downtown:

- 1) protect and promote the City's downtown waterfront as a community resource;
- 2) provide for an orderly development or redevelopment of the waterfront;
- 3) foster high quality design of the riverfront development;
- 4) ensure increased public access to and along the water's edge;
- 5) create a pedestrian-oriented environment along the waterfront; and

WHEREAS, encouraging riverfront activation, promoting redevelopment of Downtown's riverfronts, and fostering continued private investment in Downtown are responsibilities of DIA as the public economic development agency as defined in Chapter 288.075, Florida Statutes; and

WHEREAS, in order to effectuate the Scope of Services included as Exhibit “A” to this Resolution 2016-10-04, DIA finds it necessary to procure professional consulting services; 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.

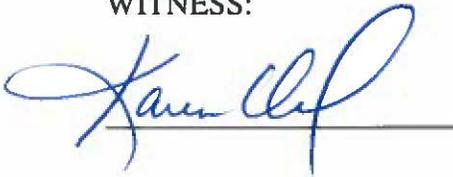
Section 2. The DIA approves the Scope of Services included as Exhibit “A” to this Resolution and hereby directs the Chief Executive Officer (“CEO”) to effectuate a solicitation for consulting services, Request for Proposal, or functional equivalents relating to the Scope of Services

included as Exhibit "A" to this Resolution, and authorizes the CEO to negotiate and execute contracts for professional services in accordance with the Scope of Services attached hereto.

Section 3. This Resolution 2016-10-04 shall become effective on the date it is signed by the Chair of the DIA Board.

WITNESS:

DOWNTOWN INVESTMENT AUTHORITY





Jack Meeks, Vice Chairman

VOTE: In Favor: 7 Opposed: 0 Abstained: 0

FORM APPROVAL:

Office of General Counsel

**RESOLUTION 2016-10-04: EXHIBIT A
DOWNTOWN NORTH BANK AND SOUTH BANK
RIVERFRONT DESIGN AND INVESTMENT STRATEGY
SCOPE OF SERVICES
OCTOBER 19, 2016**

I. PROJECT DESCRIPTION

Purposes

The Downtown Investment Authority (“DIA”) desires to contract with a consultant or consultant team with expertise and experience in riverfront design, waterfront planning, and riverfront redevelopment. The current Downtown riverfront design standards incorporated into the North Bank and Southside Community Redevelopment Area Plans (the “CRA Plans”) have not been updated since the Downtown Master Plan. Additionally, since adoption of the Downtown Master Plan, which has subsequently been replaced by the CRA Plans, there has been substantial redevelopment along both the north and south banks of the St. Johns River in Downtown (e.g. Broadstone River House) as well as redevelopment within proximity of the river (e.g. 200 Riverside).

The purposes of the Downtown North Bank and South Bank Riverfront Design and Investment Strategy (the “Strategy”) are to:

- Update riverfront design standards that build upon recent redevelopment, further the following Northbank and Southside CRA Plan Redevelopment Goals and ULI of North Florida’s “Building Healthy Places” initiative ten principles:

Relevant Northbank and Southside CRA Plan Redevelopment Goals and Strategic Objectives

Redevelopment Goal No. 1

Reinforce Downtown as the City’s unique epicenter for business, history, culture, education, and entertainment.

Redevelopment Goal No. 4

Improve walkability/bikeability and connectivity to adjacent neighborhoods and the St. Johns River while creating highly walkable nodes.

Redevelopment Goal No. 5

Establish a waterfront design framework to ensure a unique experience and sense of place.

Redevelopment Goal No. 7

Use planning and economic development policies to promote design for healthy living.

“Building Healthy Places” Ten Principles:

- (1) **Put People First:** Individuals are more likely to be active in a community designed around their needs.
- (2) **Recognize the Economic Value:** Healthy places can create enhanced economic value for both the private and public sectors.
- (3) **Empower Champions for Health:** Every movement needs its champions.
- (4) **Energize Shared Spaces:** Public gathering places have a direct, positive impact on human health.
- (5) **Make Healthy Choices Easy:** Communities should make the healthy choice the one that is **S.A.F.E.** - safe, accessible, fun, and easy.
- (6) **Ensuring Equitable Access:** Many segments of the population would benefit from better access to services, amenities, and opportunities.
- (7) **Mix it Up:** A variety of land uses, building types, and public spaces can be used to improve physical and social activity.
- (8) **Embrace Unique Character:** Places that are different, unusual, or unique can be helpful in promoting physical activity.
- (9) **Promote Access to Healthy Food:** Access to healthy food should be considered a part of any development proposal.
- (10) **Make it Active:** Urban design can be employed to create an active community
 - Develop a redevelopment strategy for underutilized or undeveloped riverfront properties, with a focus on public properties;
 - Develop strategies to engage the shoreline and attract people to the riverfront;
 - Identify opportunities for riverfront attractions, public places, recreational opportunities, and points of interest.

- Identify potential updates to the CRA Plans necessary to further promote riverfront redevelopment, buttress ongoing efforts for riverfront/riverwalk beautification and activation; and
- Develop a way-finding plan for promoting interconnectivity between riverfront development and amenities; the Riverwalk; interstates and other major Downtown arteries; and the other areas of Downtown.

II. SCOPE OF SERVICES

TASK 1. IDENTIFY GEOGRAPHIC AREAS

At a minimum, the six (6) purposes identified in Section I *Project Description* will be created for both the north and south banks of the St. Johns River, the boundaries of which are collinear with the CRA boundaries for Downtown. However, there may be aspects to each bank (e.g. existing development, existing open space) that justifies further refinement into subsets (e.g. north bank east, south bank west) that have different or specific design standards, strategies for redevelopment, etc.

TASK 2. OTHER EFFORTS AND STAKEHOLDER IDENTIFICATION

With the assistance of DIA staff, the consultant shall identify other riverfront efforts (e.g. riverfront activation, beautification) and stakeholders (e.g. current/future riverfront property owners, the Jacksonville Transportation Authority, the City of Jacksonville Waterways Commission, beautification groups, City of Jacksonville Department of Parks, Recreation and Community Service, ULI, etc.).

The intent of Task 2 is to garner input from stakeholders and ensure the tasks within this Scope of Services are consistent with other St. Johns River efforts.

TASK 3. UPDATE RIVERFRONT DESIGN STANDARDS

The consultant shall develop standards and criteria that focus on the uniqueness of the south and north banks and any other subareas, such as Hogan's or McCoy's Creek frontage areas, identified by the consultant, further ULI North Florida's "Building Healthy Places" initiative, and reflect the CRA Plans' Redevelopment Goals and Strategic Objectives. Further, design standards shall promote access and view/vista corridors, and complementary design for interconnectivity between the North and South banks, subareas, existing riverfront development and uses, as well as adjacent non-riverfront development.

It is anticipated that deliverables shall include incorporation of standards into the CRA Plan as well as the Jacksonville Code of Ordinances. Consultant team is

expected to provide services necessary to assist with incorporation into CRA Plan and Jacksonville Code of Ordinances.

TASK 4. REDEVELOPMENT STRATEGY FOR UNDERUTILIZED OR UNDEVELOPED RIVERFRONT PROPERTIES

The consultant shall identify strategies for promoting riverfront redevelopment that is consistent with the CRA Plan, furthers the CRA Plan's Redevelopment Goals and Strategic Objectives, promotes riverfront activities and engagement of the waterfront, and is consistent with their proposed riverfront design standards, strategies for interconnectivity and way-finding.

TASK 5 RIVERFRONT ACTIVATION

It is anticipated that, based on the uniqueness of the north and south banks of the river, that each side may have specific or unique strategies for redevelopment and activation. The consultant shall develop strategies to engage the shoreline and attract people to the riverfront, and identify opportunities for riverfront attractions, public places, recreational opportunities, and points of interest.

TASK 6. CRA PLAN UPDATES

The consultant shall identify potential updates to the CRA Plan (e.g., new or revised catalyst projects, new or revised Redevelopment Goals) necessary to further the efforts pursuant to this Scope of Services.

TASK 7. DEVELOP A WAY-FINDING PLAN FOR PROMOTING INTERCONNECTIVITY

The consultant shall develop a way-finding plan for promoting convenient and easy to use signage for promoting interconnectivity between riverfront development and amenities; the Riverwalk; interstates and other major Downtown arteries; and the other areas of Downtown.

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