



**DOWNTOWN INVESTMENT AUTHORITY  
STRATEGIC IMPLEMENTATION COMMITTEE  
AGENDA**

**City Hall at St. James Building  
117 W. Duval Street, Jacksonville, FL. 32202  
3<sup>RD</sup> Floor, Conference Room C  
Friday, October 6, 2017 – 10:00 A.M.**

Ron Moody, Chair  
Braxton Gillam, Esq., Committee Member  
Brenna Durden, Esq., Committee Member

## **STRATEGIC IMPLEMENTATION COMMITTEE**

<b>I.</b>	<b>CALL TO ORDER – Chairman Bailey</b>
<b>II.</b>	<b>ACTION ITEMS</b>
	A. 905 West Forsyth Street – Notice of Disposition
	B. Brooklyn “Jughandle” Proposal
<b>III.</b>	<b>OLD BUSINESS</b>
<b>IV.</b>	<b>NEW BUSINESS</b>
<b>V.</b>	<b>PUBLIC COMMENTS</b>
<b>VI.</b>	<b>ADJOURN</b>



**Downtown Investment Authority**  
**Committee Meeting**

**City Hall at St. James**  
**117 West Duval St., 3rd Floor, Conf Room C.**  
**October 6, 2017 – 10:00 a.m.**

**DIA**  
***Strategic Implementation Committee Meeting Minutes***

**Committee Members Present:** Ron Moody, Committee Chair, Brenna Durden, Esq., and Braxton Gillam, Esq.

**Board Members Present:** Jim Bailey, Chairman

**DIA Staff:** Aundra Wallace, Guy Parola, Tom Daly, Jim Klement and Karen Underwood-Eiland

**I. CALL TO ORDER**

Committee Chairman Moody called the meeting to order at 10:00 a.m.

**II. ACTION ITEMS**

**A. 905 West Forsyth Street – Notice of Disposition**

Guy Parola provided an overview of 905 West Forsyth Street. Mr. Parola and Mr. Klement have visited the building several times and the building is deteriorated. Staff would like to solicit offers on a feasible acquisition by another entity. A memo was included in the handout that described the scope and selection criteria. Staff will look at past history, what is proposed, and who has been contacted.

Included:

- Financial Resources: 30 points
- Past Development Experience and Ability to Complete Building Rehabilitation or New Construction: 30 points
- Consistency with North Bank and Southside Community Redevelopment Are Plan: 25 points
- Financial Offer: 15 points.

The committee was asked to review and make a recommendation to the full board at the October 31<sup>st</sup> meeting.

Committee Chairman Moody inquired about the highest and best use for the property. Guy Parola responded the building is historical in an industrial area.

Chairman Jim Bailey stated that he met with Tommy Lee many years ago when he had the building and indicated it may be worth a discussion with him as he was going to create a new business there at one time.

Committee Chairman Moody noted that this location is a transitional area and could mirror what happened at the Lofts at Lavilla.

Board Member Durden stated that this disposition seems too soon. DIA is in the middle of accomplishing the LaVilla Master Plan, and asked if we are being asked to consider the disposition now because of an expressed interest.

Mr. Parola commented that the contract was signed a couple of weeks ago. A JEA Memorandum of Understanding (MOU) needs to be brought forth at the next Board meeting to close out the contract piece of the LaVilla Plan.

Braxton Gillam noted that the two vacant lots on Houston behind the parcel were undeveloped. Mr. Parola responded that the process would be to issue a notice of disposition through the City's Procurement to make sure that everyone has an opportunity to submit a proposal.

Chair Jim Bailey stated that this was a prime area. The historic value of that area on Houston Street was a popular many years ago. He emphasized that it was never too early to look at how to shape and mold buildings going forward.

#### **Public Comments**

None

Committee Chairman Moody stated this building has 11,000 square feet. The entire block may be 44,000 square feet and large enough for a small office or retail store.

Board Member Durden said 30 calendar days for responding to an RFP is too short period of time. She addressed concerns about where it will be advertised. She recommended to be as broad as possible and to consider placing the ad through the American Planning Association (APA) and Florida Redevelopment Agency (FRA) website.

CEO Wallace imagined what has to take place to go through procurement and get advertised where ever it will be advertised. Someone specific can be pointed in the right direction. Board Member Durden indicated staff should send the proposal for disposition to other current interested landowners in the area. Mr. Parola stated that they will go through the property appraiser's latest data information and send out a letter.

Board Member Durden referenced the Past Development Experience and Ability to Complete Building Rehabilitation or New Construction within thirty-six (36) months. She asked the Board to be more specific about what their proposed actual use would be in their plan for getting there and having it opened with within 36 months.

John Sawyer, OGC stated that staff can request details of what their development plan is and describe in a solicitation.

Committee Chairman Moody did not want to slow the market place down.

Guy Parola stated it would be appropriate to bring the will of the committee to the full board as stated below:

- Amend 30 day period to 45 or 60 days to respond.
- Have a broader advertisement notification including APA, AIA, ULI, FRA and some newspapers as well as adjacent landowners within the blocks adjacent to this property.
- Staff will author a memo on behalf of the Chair, so the full board will have an understanding of the deliberations of what has come out of committee.

**A MOTION WAS MADE BY BOARD MEMBER BRAXTON AND SECONDED BY BOARD MEMBER DURDEN APPROVING THE FRIENDLY AMENDMENTS AND PRESENT 905 WEST FORSYTH STREET – NOTICE OF DISPOSITION TO THE FULL DIA BOARD ON OCTOBER 31, 2017.**

**THE MOTION PASSED UNANIMOUSLY 4-0.**

#### **B. Brooklyn “Jughandle” Proposal**

Guy Parola provided an overview of the Brooklyn “Jughandle” Proposal. Brooklyn “Jughandle” Proposal and Terms. He noted that the DIA is not being asked to kick in stormwater credits.

The DIA Board adopted Resolution 2017-06-04 on July 19, 2017, Instructing its CEO to issue, through the City’s procurement Office a Notice of Disposition for Duval County Tax Parcels 089042 000, 089043 000 and 089041 000, which collectively are referred to as the “Jughandle” combined with section of May Street extending southwest from its intersection with Leila Street for a distance of approximately 208 feet.

Committee Chairman Moody stated that he reviewed the appraisals and the land values are all right and the City would receive a good deal in this regard.

Wyman Duggan, Attorney for the applicant and Tom Mundy, Ferber Company were present to answer any questions.

Mr. Duggan stated that the Ferber Company is fairly confident that the jughandle parcel The Street right-of-way are going to have some environmental remediation needs.

Mr. Mundy, VP – Retail Development Services, The Ferber Company stated from a thirty thousand foot view, they will have a consistent building with Regency Centers. They have hired Wakefield Beasley as an architect, England Thims and Miller as their civil engineer. An agreement was worked out with Regency Centers to buy their small strip in the rear on the piano key piece, which would be included in the exchange to the City. There will be interconnectivity on the Northside of the building.

Board Member Durden inquired if the \$341,000 would be going into the DIA coffers? Guy Parola responded that the DIA will be receiving that amount as land value, if the public parking area was sold. He pointed out that everything reviewed by staff would always be beneficial to the tax payer.

Tom Mundy noted that they were buying the piano key pieces. They have proposed to put in two (2) handicap concrete spaces for ADA compliancy and have also proposed to put in perimeter landscaping to look nicer.

Chairman Bailey commented that this project has improved from what it was in July.

Board Member Gillam stated that was an asset. The area needs additional parking and the developer proposed more than what was required.

Board Member Durden asked if the funding would come from the Northside Trust Fund. CEO Wallace responded that the funding may be tapped from the capital improvement program that was reprogrammed in the FY '14/15.

Board Member Durden addressed concerns regarding wayfinding signage.

Guy Parola briefly discussed wayfinding signage on Riverside Avenue. Chairman Bailey stated that it would be incumbent for the DIA to put the signage out to lead people to the parking lot.

**A MOTION WAS MADE BY BOARD MEMBER GILLAM AND SECONDED BY BOARD MEMBER DURDEN APPROVING THE BROOKLYN “JUGHANDLE” PROPOSAL AT THIS LEVEL AND PRESENTED TO THE DIA BOARD ON OCTOBER 31, 2017 FOR MORE DISCUSSION REGARDING BOARD MEMBER DURDEN’S CONCERNS OF WAYFINDING SIGNAGE.**

**THE MOTION PASSED UNANIMOUSLY 4-0-0.**

**III. OLD BUSINESS  
NONE**

**IV. NEW BUSINESS  
NONE**

**V. PUBLIC COMMENTS  
NONE**

**VI. ADJOURNMENT**

There being no further business, Committee Chairman Moody adjourned the meeting at approximately 11:00 a.m.

The next Strategic Implementation Committee meeting will be held on Thursday, November 9, 2017 at 10:00 a.m. in the City Hall at St. James Building, 2<sup>nd</sup> Floor, in Conference Room C.

*The written minutes for this meeting are only an overview of what was discussed. For verbatim comments of this meeting, an audio CD is available upon request. Please contact Karen Underwood, at (904) 630-3492, or by email at [karenu@coj.net](mailto:karenu@coj.net).*

DRAFT FOR CIRCULATION: NOT APPROVED BY COMMITTEE