



**Downtown Investment Authority**  
**Retail Enhancement and Property Disposition Committee**  
Hybrid In-person/Virtual Meeting  
**Thursday, November 14th, 2024, at 10:00 AM**

## **RE&PD AGENDA**

### **MEMBERS:**

Melinda B. Powers, Esq., Committee Chair  
Jill Caffey, Committee Member

Jim Citrano, Committee Member  
Sondra Fetner, Esq., Committee Member

- I. CALL TO ORDER
- II. PUBLIC COMMENTS
- III. FORM 8B: VOTING CONFLICT DISCLOSURES
- IV. OCTOBER 15<sup>TH</sup>, 2024 RETAIL ENHANCEMENT AND PROPERTY DISPOSITION COMMITTEE MEETING MINUTES APPROVAL
- V. RESOLUTION 2024-11-01: FORD ON BAY DISPOSITION CRITERIA
- VI. RESOLUTION 2024-11-03: MARKET AND OPTIMIZATION STUDY SCOPE OF SERVICES
- VII. OTHER MATTERS TO BE ADDED AT THE DISCRETION OF THE CHAIR
- VIII. ADJOURN

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### **PHYSICAL LOCATION**

Jacksonville Public Library-Main Library/Downtown  
303 North Laura Street  
Multipurpose Room (located in the Conference Center)  
Jacksonville, Florida 32202

### **VIRTUAL LOCATION**

Interested persons desiring to attend this meeting virtually can do so via Zoom (including by computer or telephone) using the following meeting access information:

#### **Join Zoom Webinar**

<https://us02web.zoom.us/j/81447313912?pwd=8CGgXeO9lJepk9r9n9J2RWttE9Ps0B.1>

**Meeting ID: 814 4731 3912**

**Passcode: 679409**



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**One tap mobile**

+1 301 715 8592 US (Washington DC)

+1 312 626 6799 US (Chicago)

International numbers available: <https://us02web.zoom.us/j/kehlYuwSql>

**TAB IV.**

**OCTOBER 15<sup>TH</sup>, 2024 RETAIL ENHANCEMENT AND PROPERTY DISPOSITION  
COMMITTEE MEETING MINUTES APPROVAL**



**Downtown Investment Authority**  
**Retail Enhancement and Property Disposition Committee Meeting**  
**Tuesday, October 15<sup>th</sup>, 2024**  
**10:30 AM**

**Retail Enhancement and Property Disposition Committee Meeting**  
***DRAFT MEETING MINUTES***

**Retail Enhancement and Property Disposition Committee Members (CM) in Attendance:**

Melinda B. Powers, Esq., Committee Chair	Jill Caffey, Committee Member
Sondra Fetner, Esq., Committee Member	Patrick Krechowski, Esq. (Ex Officio)
Jim Citrano, Committee Member	

**DIA Staff Present:** Lori Boyer, Chief Executive Officer; Steve Kelley, Director of Downtown Real Estate and Development; Guy Parola, Director of Operations; Allan DeVault, Project Manager; Ava Hill, Administrative Assistant

**Office of General Counsel:** Joelle Dillard, Esq.

**Council Members Present:** None

**I. CALL TO ORDER**

The Retail Enhancement and Property Disposition Committee Meeting was called to order at 10:30 a.m. by Melinda B. Powers, Committee Chair.

**II. PUBLIC COMMENTS**

There were no public comments.

**III. FORM 8B: VOTING CONFLICT DISCLOSURES**

There were no voting conflict disclosures.

Committee Chair Powers paused the meeting for introductions.

**IV. SEPTEMBER 12<sup>TH</sup>, 2024, RETAIL ENHANCEMENT AND PROPERTY DISPOSITION COMMITTEE MEETING MINUTES APPROVAL**

Committee Chair Powers called for a motion on the meeting minutes.

**Motion:** Committee Member Citrano moved to approve the meeting minutes.

**Second:** Committee Member Fetner seconded the motion.

Committee Chair Powers called for a vote.

**Vote:      Aye: 5              Nay: 0              Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 5-0-0**

**V.      RESOLUTION 2024-10-02 DIA PROPERTY DUE DILIGENCE**

**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 TO DEVELOP A SOLICITATION FOR DUE DILIGENCE SERVICES FOR THAT PROPERTY REFERRED TO AS THE “EAST LANDING LOT” AS MORE FULLY IDENTIFIED ON EXHIBIT A, WITH THOSE SERVICES SOUGHT MORE FULLY IDENTIFIED IN EXHIBIT B, AND FURTHER SUBJECT TO FUNDING APPROVAL BY THE DIA BOARD; INSTRUCTING ITS CHIEF EXECUTIVE OFFICER TO IDENTIFY FUNDING SOURCES INCLUDING A DRAFT BUDGET TRANSFER FOR CONSIDERATION BY THE DIA BOARD AT ITS NOVEMBER 2024 BOARD MEETING; INSTRUCTING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTION TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; AND PROVIDING AN EFFECTIVE DATE.**

CEO Boyer explained the purpose and discussions of previous workshops and mentioned that the requests resulting from the workshops were for due diligence of the East Landing lot and property optimization. She explained that there were two resolutions because of timing and how the first resolution would impact the second resolution.

Committee Chair Powers called for a motion on the resolution.

**Motion:**              Committee Member Citrano moved to approve the resolution.  
**Seconded:**        Committee Member Fetner seconded the motion.

Committee Chair Powers opened the floor for discussion.

Committee Member Citrano spoke on timing and questions that would need to be answered before optimization could be addressed. He asked if relocating the sanitary sewer line would be doable and what the cost would be. He also asked if there is not a DOT easement on each side of Main Street Bridge, that should be a factor. CEO Boyer responded that yes there is an easement, and it was considered in the resolution. She continued that DOT agreed to reduce the setback and explained the details.

Committee Member Citrano also mentioned that the sanitary sewer line had to be the most expensive endeavor and asked if it could be done incrementally but mentioned that she sees the order differently from him. She then explained how. CEO Boyer responded yes that the resolution could be modified to take them incrementally.

Mr. Doug Smith was asked to address the committee concerning the challenges to rerouting the sewer line and the feasibility of it.

Board Chair Krechowski suggested having two separate studies with recommendations and then deciding how much due diligence would be needed for those recommendations.

Committee Member Citrano discussed potential verbiage in the optimization study that would suggest low density development being right for the project and possibly not having a full-blown study. Mr. Parola responded that he did not see answering that question dependent on the design of the building and then explained his response.

Committee Member Fetner discussed what would be a good idea for the site or what could be there with constraints and how it would be laid out. She asked if the developer is expecting the City to move the pipe or is the developer expected to do that. CEO Boyer responded that the original proposal was requested that the City would incur that the cost of moving the pipe.

Board Chair Krechowski discussed possibly including a description in the RFP for the Optimization Study that included DIA's expectations relating to anything high density and then explained the details.

*[For a more detailed account of the discussion, please request the zoom recording to review the meeting in its entirety.]*

For clarity, CEO Boyer reviewed all the recommended amendments to the resolution that were cited by the committee members.

Committee Chair Powers called for a motion on the amendment to the resolution.

**Motion:** Committee Member Fetner moved to approve the amendment to the resolution.

**Seconded:** Committee Member Citrano seconded the motion.

Committee Chair Powers called for a vote on the 2<sup>nd</sup> amendment to the resolution.

**Vote: Aye: 5      Nay: 0      Abstain: 0**

**THE MOTION PASSED 5-0-0**

Committee Chair Powers called for a vote on the 1st amendment to the resolution.

**Vote: Aye: 5      Nay: 0      Abstain: 0**

**THE MOTION PASSED 5-0-0**

Committee Chair Powers called for a vote on the resolution as twice amended.

**Vote: Aye: 5      Nay: 0      Abstain: 0**

**THE MOTION PASSED 5-0-0**

**VI. RESOLUTION 2024-10-07 MARKET AND PROPERTY OPTIMIZATION STUDY**

**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 TO DEVELOP A SCOPE OF SERVICES, SCORING CRITERIA AND MINIMUM QUALIFICATIONS FOR SELECTION OF A CONSULTANT TO PREPARE A MARKET – LAND USE OPTIMIZATION STUDY FOR THE AREA IDENTIFIED ON EXHIBIT A; FURTHER INSTRUCTING ITS CHIEF EXECUTIVE OFFICER TO PROVIDE THE AFOREMENTIONED FOR CONSIDERATION BY THE DIA BOARD AT ITS NOVEMBER 2024 BOARD MEETING; INSTRUCTING ITS CHIEF EXECUTIVE OFFICER TO IDENTIFY FUNDING SOURCES INCLUDING A DRAFT BUDGET TRANSFER FOR CONSIDERATION BY THE DIA BOARD AT ITS NOVEMBER 2024 BOARD MEETING; INSTRUCTING ITS CHIEF EXECUTIVE OFFICER TO TAKE ALL NECESSARY ACTION TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; AND PROVIDING AN EFFECTIVE DATE.**

CEO Boyer mentioned that the resolution had been discussed at length and her understanding is that the committee wants to proceed with the optimization study with direction that DIA wants the bridge ramps removed and the electric utility relocated to expand the site size.

Committee Member Citrano expressed that he agreed with CEO Boyer’s remarks.

Committee Member Caffey expressed that she also agreed with CEO Boyer’s remarks and that an optimization study should provide multiple options. CEO Boyer directed everyone to look at the study area boundary and make sure it reflects what was discussed.

Board Chair Krechowski asked CEO Boyer to clarify if the study was for the East Landing Lot or all four sites within the boundaries. CEO Boyer responded that the study would be for all the properties cited as well as private properties within the boundaries.

Board Chair Krechowski asked if doing that would keep the Board from pushing Ford on Bay and the City Hall Annex out on the street. CEO Boyer responded that the two could be done simultaneously but that they should wait for the recommendation before putting anything out.

Board Chair Krechowski reiterated his recommendation to put an RFP together and get them out.

**Motion:** Board Chair Krechowski moved to remove the 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> whereas clauses, to remove the bridge ramps and electrical ducts, and to amend Exhibit A to eliminate the city hall annex and the Ford on Bay parcels.

**Seconded:** Committee Member Caffey seconded the motion.

Committee Chair Powers opened the floor for discussion.

Committee Member Fetner asked if the study could use the RFPs for the City Hall Annex and Ford on Bay as anticipated uses for those particular parcels. CEO Boyer responded that they could do that, but she added that they can't assume that both residential high density and hotel would be there on those properties. They can only assume one or the other.

Committee Member Citrano expresses that his thoughts had changed about rushing an RFP for the Ford on Bay properties. He did recommend having conversations about whether the properties should be presented together or separately. He also mentioned that he agreed with Board Chair Krechowski on moving the study area boundaries. CEO Boyer suggested just eliminating the white boxes for the Ford on Bay and City Hall Annex properties instead of changing the study area boundaries.

Committee Member Citrano mentioned the Berkman site and that it should be acknowledged as a private but future development site. CEO Boyer responded that it would be a part of the study area, but it could be referenced in the study.

CEO Boyer mentioned previous conversations about redeveloping the two-story parking garage and asked the committee if they still wanted to include this in the study even though it's private property.

Board Chair Krechowski asked what could be done with it. CEO Boyer responded that the information could be used to direct private developers or to incentivize particular uses and then gave examples.

Committee Member Fetner pointed out verbiage that mentioned private properties considered appropriate for development. CEO Boyer suggested that as long as it says, within the identified boundaries on Exhibit A and that the study would include private parcels.

CEO Boyer asked Board Chair Krechowski to reconsider eliminating the City Hall Annex, stating that it would be good to hear what the consultant believes would be the optimal use of the parcel.



Board Chair Krechowski amended his original motion to keep the City Hall Annex property with the study area boundaries, the Ford on Bay property would be removed.

Committee Chair Powers called for a vote on the amendment to the amendment of the resolution.

**Vote: Aye: 5      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 5-0-0**

Committee Chair Powers called for a vote on the resolution as amended.

**Vote: Aye: 5      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 5-0-0**

**VII. RESOLUTION 2024-10-08 MARKET AND PROPERTY OPTIMIZATION STUDY**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AMENDING THE PERFORMANCE SCHEDULE CONTAINED WITHIN THE TERM SHEET BETWEEN THE DIA (“GRANTOR”) AND GATHERTAP, LLC AND VYSTAR CREDIT UNION (“GRANTEE”), APPROVED VIA RESOLUTION 2024-04-07; AUTHORIZING THE CEO OF THE DIA TO TAKE ALL NECESSARY ACTION TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION AND THE PURPOSES OF RESOLUTION 2024-04-07, INCLUDING BUT NOT LIMITED TO EXECUTION OF AGREEMENTS; PROVIDING FOR AN EFFECTIVE DATE.**

Mr. Allan DeVault explained that the resolution is just an extension for 3 months of the time allowed to execute the agreements with Gather Tap and Vistar credit union. He mentioned that resolution that was approved in April of 2024 for targeted food and beverage retail and sidewalk enhancement grant. He mentioned that their deadline is approaching and that an extension is being requested.

Committee Chair Powers called for a motion on the resolution.

**Motion:** Committee Member Fetner moved to approve the resolution with the amendment to Section 2.

**Seconded:** Committee Member Caffey seconded the motion.

Committee Chair Powers called for a vote on the resolution as amended.

**Vote: Aye: 5      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 5-0-0**

**VIII. RESOLUTION 2024-10-10 MARKET AND PROPERTY OPTIMIZATION STUDY**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) AMENDING THE PERFORMANCE SCHEDULE CONTAINED WITHIN THE TERM SHEET BETWEEN THE DIA (“GRANTOR”) AND URBAN DOUGH, LLC AND VYSTAR CREDIT UNION (“GRANTEE”), APPROVED VIA RESOLUTION 2024-04-08; AUTHORIZING THE CEO OF THE DIA TO TAKE ALL NECESSARY ACTION TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION AND THE PURPOSES OF RESOLUTION 2024-04-08, INCLUDING BUT NOT LIMITED TO EXECUTION OF AGREEMENTS; PROVIDING FOR AN EFFECTIVE DATE.**

Mr. Allan DeVault explained that the resolution is the same as resolution 2024-10-08 for their companion restaurant Urban Doe that an extension is requested to execute the agreements.

Committee Chair Powers called for a motion on the resolution.

**Motion:** Committee Member Fetner moved to approve the resolution with the same amendment to Section 2.

**Seconded:** Committee Member Citrano seconded the motion.

Committee Chair Powers called for a vote on the resolution as amended.

**Vote: Aye: 5      Nay: 0      Abstain: 0**

**THE MOTION PASSED UNANIMOUSLY 5-0-0**

**IX. ADJOURNMENT**

Seeing no further discussion, Committee Chair Powers adjourned the meeting at 11:56 am.

*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 Ava Hill at [avah@coj.net](mailto:avah@coj.net) to acquire a recording of the meeting.*

**TAB V.**

**RESOLUTION 2024-11-01: FORD ON BAY DISPOSITION CRITERIA**

**RESOLUTION 2024-11-01**

**A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) APPROVING THE FRAMEWORK FOR THE MARKETING, TERMS AND CONDITIONS, SCORING CRITERIA AND TIMELINE TO BE INCLUDED IN A NOTICE OF DISPOSITION OF THAT CERTAIN CITY-OWNED PROPERTY COMMONLY REFERRED TO AS THE FORMER COURTHOUSE PROPERTY; AUTHORIZING THE ISSUANCE OF A NOTICE OF DISPOSITION IN ACCORDANCE WITH THE TERMS ESTABLISHED HEREIN; INSTRUCTING ITS CHIEF EXECUTIVE OFFICER (“CEO”) TO TAKE ALL NECESSARY ACTION TO EFFECTUATE THE PURPOSES OF THIS RESOLUTION; FINDING THAT THIS RESOLUTION FURTHERS THE BUSINESS INVESTMENT AND DEVELOPMENT (“BID”) PLAN, INCLUDING THE COMMUNITY REDEVELOPMENT AREA PLAN; AND PROVIDING FOR AN EFFECTIVE DATE.**

**WHEREAS**, DIA is the designated Community Redevelopment Agency for the North Bank CRA, for which a BID Plan, inclusive of a Community Redevelopment Plan, was adopted by Ordinance 2014-560-E; and

**WHEREAS**, the City owns an approximately 2.75 acres of upland riverfront property, exclusive of Courthouse Drive right of way, comprising a portion of Duval County Tax Parcel Number 073358 0000, hereto referred to as the “Property”; and

**WHEREAS**, DIA desires to seek proposals for the redevelopment of the Property; and

**WHEREAS**, the DIA wishes to engage the services of a commercial broker to assist in the marketing of the disposition; and

**WHEREAS**, the DIA has established the timeline attached hereto as Exhibit 1 and framework for the terms and conditions and scoring criteria to be included in a Notice of Disposition, attached hereto as Exhibit 2 and Exhibit 3, respectively; and

**WHEREAS**, DIA envisions that the Notice of Disposition will be issued no later than \_\_\_\_\_, 2025; and

**WHEREAS**, the terms of the disposition and scoring criteria are hereby adopted in final form; and

**WHEREAS**, the DIA finds that this resolution furthers the following Redevelopment Goal and Strategic Objectives found in the BID Plan:

**Redevelopment Goal No. 3**

Simplify the approval process for downtown development and improve departmental and agency coordination,

**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 directs its CEO to take all necessary action to secure the services of a commercial broker to assist in the marketing of the subject parcel.

**Section 4.** The DIA approves the Timeline attached hereto as Exhibit 1

**Section 5.** The DIA approves the Notice of Disposition framework contained in the Terms attached hereto as Exhibit 2 and Scoring Criteria attached hereto as Exhibit 3 for incorporation into the formal Notice of Disposition.

**Section 6.** The DIA authorizes the issuance of a formal open Notice of Disposition no later than \_\_\_\_\_.

**Section 7.** The DIA instructs the Chief Executive Officer of the Downtown Investment Authority to take all necessary action necessary to effectuate the purposes of this Resolution.

**Section 8.** This Resolution shall become effective on the date it is signed by the Chair of the DIA Board.

WITNESS:

**DOWNTOWN INVESTMENT AUTHORITY**

\_\_\_\_\_

Patrick Krechowski, Esq., Chair

\_\_\_\_\_ Date

VOTE: In Favor: \_\_\_\_\_ Opposed: \_\_\_\_\_ Abstained: \_\_\_\_\_

## RESOLUTION 2024-11-01

### EXHIBIT 1

Timeline with conceptual terms and scoring approved September; final terms and scoring approved December 2024 :

#### Marketing period pre-NOD: January-Feb 2025 (30 days minimum)

NOTICE TIMELINE	DATE*
Issue Notice	February ____, 2025
Pre-proposal Conference	February __, 2025
Written Questions Due	February __, 2025
Written Answers Due	March __, 2025
Bids Due	March __, 2025 (min 30 days after issuance)
Oral Presentations for short listed Respondents	Week of March ____, 2025
Evaluation Committee recommendation to REPD Committee	April ____, 2025
DIA Board Meeting for Selection of Proposal or rejection of bids	April __, 2025
Award Posted	April 2025

\*Date to be interpreted as “on or by” with a fourteen (14) calendar day extension at the sole discretion of the DIA CEO. Should the DIA Board not be able to meet within 14 calendar days of its April 2025 Board Meeting, it will select a proposal at the earlier of a special meeting or its May2025 regularly scheduled Board Meeting, and the Award Posted date will correspond accordingly.

## RESOLUTION 2024-11-01

### EXHIBIT 2

By its adoption of Resolution 2024-11-01, the Downtown Investment Authority approves the following Conceptual Terms for inclusion into a Notice of Disposition and for use in pre-marketing.

#### A. The Site

**This NOD shall be issued only for the former County Courthouse site – comprising the City block between Liberty and Market streets east to west and Bay Street and Courthouse Drive on the north and south and shall exclude the existing Courthouse Drive ROW.**

Courthouse Drive will remain public but is envisioned to be a pedestrian plaza closed to vehicular traffic)

#### B. Phasing

The primary-use structures per bid accepted must commence within 120 days of closing. Closing to occur upon receipt of DDRB approvals and proof of financial capacity to complete construction- which shall be completed within nine months of City Council approval of disposition.

#### C. Mixed Use Development

Proposals shall include a mix of uses such as, but not limited to, multifamily, retail, office, open space and/or hospitality. Unless a stand-alone entertainment venue or restaurant and open /public space is proposed for the site, buildings directly fronting Bay Street shall have a vertical mix of uses. Ground floor retail/restaurant (open to Bay is strongly encouraged and will be rewarded in scoring. No responses will be accepted that do not activate Bay Street with entrances, and elements such as common areas, leasing offices, etc. If residential units are proposed, only market rate units should be proposed for this location and a preference for higher density will be communicated to prospective developers.

Retail density, whether located on Bay Street, or on the riverfront in excess of the minimum required, will be scored. Bay Street retail provided at the time of project opening is eligible for bonus points.

#### D. Bay Street Activation

Proposals for developments other than a free-standing restaurant or entertainment venue shall include ground floor retail uses (e.g., restaurants, retail, etc.) directly fronting on and accessible from Bay Street at a minimum ratio of 30% percent of its ground floor Bay Street building frontage. Both the quantity and quality of retail on Bay will be rewarded in scoring as well as known tenants, if any. At a minimum, the proposal shall include at least one semi-public use such as a sidewalk cafe or patio seating along Bay Street. No more than 10% of the Bay Street frontage may be a directly visible parking garage. Ground floor uses other than retail or restaurant shall meet all transparency requirements. Activated tenant spaces such as gyms and community rooms or work/live units or office could comprise the remainder of the frontage but

## RESOLUTION 2024-11-01

### EXHIBIT 2

bonus points will be awarded for additional retail or restaurants on Bay Street and additional incentive consideration will be available.

**Alternative:** Ground floor retail/restaurant (open to Bay is strongly encouraged and will be rewarded in scoring. No responses will be accepted that do not activate Bay Street with entrances, and elements such as common areas, leasing offices, etc. No more than 10% of the Bay Street frontage may be a directly visible parking garage. Ground floor uses other than retail or restaurant shall meet all transparency requirements. Activated tenant spaces such as gyms and community rooms must comprise at least 35% of the Bay Street frontage. Work/live units or office could comprise the remainder of the frontage, but bonus points will be awarded for true retail or restaurants on Bay Street and additional incentive consideration will be available. No less than 35% of the Bay Street frontage shall be designed so as to facilitate future conversion to street level retail if such space is contemplated for office or activated tenant private spaces at the time of project completion.

#### E. St. Johns River

- i) Setback. Proposals shall conform to a minimum building setback of fifty (50) feet from the St. Johns River as measured from the landward side of a bulkhead and the Courthouse Drive right of way is not intended to be included in the disposition but will not remain open to vehicular traffic. Any proposal that is set back only to the property line between the subject parcel and Courthouse Drive right of way will be required to comply with height step-backs as well as include the required view corridor between Bay Street and the River. Notwithstanding the foregoing, a free-standing waterfront restaurant directly on the riverfront could be considered for a deviation if alternate pedestrian plaza and Riverwalk circulation was provided in the design.

An optional alternative design would be considered if vertical construction is set back an average of 100 feet or more from the bulkhead to create an activated public plaza. If this design alternative is pursued, DIA staff will support a waiver of the view corridor requirement based on existing block widths and provided adequate façade differentiation is incorporated along Bay Street. Some publicly accessible outdoor seating, etc. could be incorporated in the 50 feet closest to the private development and perhaps a restaurant could extend into this zone but development not generally open to the public would be set back beyond this line. Additional bonus points may be available for activated additional public space as described above.

- ii) Riverfront Activation. Proposals shall include riverfront activation and shall include a riverfront Activity Node consistent with the Great Fire of 1901 node described in the “Riverfront Design Guidelines and Activity Nodes Plans” dated August 25, 2018.

Furthermore, a minimum of 10,000 square feet of restaurant/bar space shall be provided on the riverfront, of which at least 7500 square feet must be ground floor. Retail waterfront space must have a minimum frontage on the Riverwalk of 75 linear



## RESOLUTION 2024-11-01

### EXHIBIT 2

feet. The DIA desires a full-service restaurant providing a dining opportunity for boaters on the waterfront. The restaurant shall have the ability to serve at meals to at least 100 patrons at one time. Bonus points are available to rooftop/upper story dining/bar accessible to the public.

- iii) Marina Parking. The adjacent basin between Market and Liberty will be developed as a public marina (no boat launch). Parking for visitors to the marina should be contemplated in the project design, whether on-street or in a proposed garage.
  
- F. Resiliency. The use of resilient construction materials and how the proposal addresses potential flooding and site elevation will be considered. If the site is to be filled, how the development remains pedestrian friendly from the sidewalk will be important. Wave attenuation and on site-storage capability in storm events will be evaluated.
  
- G. Design and Materials. As a prominent waterfront and Bay Street location, the design and choice of construction materials will be taken into consideration, and we encourage high quality product with architectural details and exterior finish worthy of the site. Bonus points will also be available for unique architectural features that elevate the design.
  
- H. Construction and Maintenance Contribution. Proposals should include Developer's proposed monetary or in-kind contribution to the construction and ongoing maintenance of the Riverwalk and adjacent plaza/park space at this location, if any.
  
- I. Development Team  
The following criteria will be used to pre-qualify proposals:
  - i) Bid Bond  
*A bid bond of \$25,000.00 shall be included with all proposals in a form to be determined by the DIA Chief Executive Officer.*
  
  - ii) Proposals shall be from developers with experience of a singular project with aggregate value in excess of \$50 million and minimum square footage of 300,000. The principal individual or company submitting the proposal shall meet this criterion and the financial capacity of lenders and partners will not replace the experience and financial capacity of the Developer who is leading the project.
  
  - iii) Proposals shall include descriptions and visual materials related to the qualifying projects detailed above.
  
  - iv) No proposal shall be accepted for evaluation if the developer has judgement liens (related to development performance) in excess of \$10 million, unpaid taxes in excess of \$1 million or active judgement liens not related to development performance in excess of \$10 million.

## RESOLUTION 2024-11-01

### EXHIBIT 2

J. Financial Offer and Incentives. Depending upon cash offer price, a multi-family market rate REV grant (Property tax rebate) may be considered for projects meeting the program criteria and goals of this notice of disposition. **The Respondent should not assume the availability of “Completion Grants”, Loans, or other City funded incentives.**

DRAFT

EXHIBIT 3  
SEPTEMBER 9, 2021

	CBRE/DIA RECOMMENDATION	2021 REPD RECOMMENDATION	2021 FINAL
<b>Experience and Qualifications</b>	<b>20</b>	<b>20</b>	<b>20</b>
Experience developing mixed use projects of comparable size in an urban setting	10	10	10
Financial Strength of Development Team	10	10	10
Active litigation, judgement liens and outstanding tax payments	0 to minus 5	0 to minus 5	0 to minus 5
<b>Economic Benefit</b>	<b>25</b>	<b>25</b>	<b>25</b>
Fee Simple acquisition price	8	8	8
Financial return to the City (ROI), Economic impact (e.g. job creation, tax revenues)	9	9	9
Equal opportunity / local participation	3	3	3
Park & Programming contribution	5	5	5
<b>Project Development and Design</b>	<b>55</b>	<b>65</b>	<b>75</b>
Project's ability to activate Downtown	10	10	10
Thoughtful Mix of Uses	5	5	5
Residential Density	0	0	0
Retail Density, type, location	10	15	25
Development timeline (e.g. construction commencement and delivery timing)	6	6	6
Civic and community benefits (e.g. open and green space, access to the river)		5	5
Activation of the riverfront	5	5	5
Incorporation of Designated City Storyline for Site and Activity Node	4	4	4
Quality of Construction Material and Design	10	10	10
Design for Resiliency	5	5	5
<b>Financial Proposal</b>	<b>10</b>	<b>12</b>	<b>12</b>
Defined source and percentage of debt and equity	5	5	5
Financial feasibility and cash flow analysis	3	5	5
Post-Completion Management Plan	2	2	2
<b>Oral Presentation</b>	<b>10</b>	<b>5</b>	<b>5</b>
<b>Bonus Points for Retail and Restaurant above minimum</b>	<b>15</b>	<b>45</b>	<b>30</b>
Roof top/upper story dining/bar	5	15	5
Activated setback from river beyond 50'	10	10	10
Bay Street Retail Bonus		20	15

**TAB VI.**

**RESOLUTION 2024-11-03: MARKET AND OPTIMIZATION STUDY SCOPE OF SERVICES**

**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.** 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: \_\_\_\_\_ Opposed: \_\_\_\_\_ Abstained: \_\_\_\_\_

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RESOLUTION 2024-11-03  
EXHIBIT A



RESOLUTION 2024-11-03  
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.

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.

Locus Plan: Consultant will develop a Locus 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 Locus 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

*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.*



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EXHIBIT B

SCOPE OF SERVICES

*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 Locus 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 Locus 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.
- 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

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EXHIBIT B

SCOPE OF SERVICES

- Recommended optimal ground level uses, and upper level uses 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 Owner, to be negotiated as additional services
- Economic return analysis for various Locus Plan alternatives, including secondary economic impacts for adjacent parcels outside of the Locus 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
- 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.

## 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. Search 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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RESOLUTION 2024-11-03  
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.