

LOT 10

Mixed-Use Development

GAINESVILLE, FLORIDA

DECEMBER 14, 2017



Item #170710M

MEET THE TEAM

Lot 10 / Mixed-Use Development



Brian Crawford
President / CEO



Seth Lane
Chief Development Officer



Jeff Chermely
Technical Director



Gerry Dedenbach
Vice President,
Entitlement + Site Planning



PROJECT TEAM

Lot 10 / Mixed-Use Development

OWNER / DEVELOPER	ARCHITECT	SITE DESIGN + PERMITTING	ENGINEERS / SPECIALTY CONSULTANTS
<p>CONCEPT COMPANIES</p> <p>Brian Crawford President / CEO</p> <p>Matthew Cason Vice President / COO</p> <p>Seth Lane Client Point of Contact Chief Development Officer</p> <p>Jeremy Scheer Chief Financial Officer</p> <p>James Blythe Architect</p> <p>Alan Tilly Project Engineer</p> <p>Brian Block Development Counsel</p>	<p>PERKINS+WILL</p> <p>Don Reynolds Managing Principal</p> <p>Jeff Williams Senior Urban Designer</p> <p>Bruce McEvoy Design Principal</p> <p>Jeremy Chermely Project Manager</p> <p>Jared Serwer Senior Project Designer</p> <p>Valdis Zusmanis Landscape Architect</p>	<p>CHW PROFESSIONAL CONSULTANTS</p> <p>Robert Walpole President</p> <p>Gerry Dedenbach Vice President, Entitlement + Site Planning</p> <p>Josh Highlander Vice President, Engineering + Construction</p> <p>Kevin Hewett Vice President, Surveying + Mapping</p>	<p>STRUCTURAL AND MEP / FP ENGINEERS</p> <p>LIGHTING, A/V, FOOD SERVICE</p> <p>DATA VOICE DESIGN ENGINEER</p>

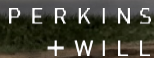
AGENDA

01 / Overall Project Summary

02 / Design Approach

03 / Response to City's Questions

04 / Open Discussion



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OVERALL PROJECT SUMMARY

Lot 10 / Mixed-Use Development

- Phased approach to ensure success
- Total of 105,000 square feet
- Total of \$28,850,000 in local investment
- Total economic impact: \$156,500,000

DESIGN APPROACH

Lot 10 / Mixed-Use Development

“As part of the Chamber’s work in economic development, especially recruitment and retention and expansion initiatives, we understand the benefits of shovel-ready sites for companies looking to set up or expand their operations.

Shovel-ready sites provide important benefits in helping reduce risk and uncertainty in the site selection process, and the time required to bring a site to market. Those characteristics are all valued by site selectors and relocating companies.”

Susan Davenport

President/CEO, Gainesville Area Chamber of Commerce

DESIGN APPROACH

DESIGN APPROACH

Lot 10 / Mixed-Use Development

Site + Context

- 1st Avenue scale
- 2nd Avenue scale



DESIGN APPROACH

Urban Scale + Massing



DESIGN APPROACH

Lot 10 / Mixed-Use Development



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DESIGN APPROACH

1st Avenue

- Continues the pedestrian experience and scale of 1st Avenue in historic downtown Gainesville.
- The block is formed into three discrete buildings that revolve around an interior courtyard.
- A mural is incorporated into the facade of the restaurant building on 1st Street.



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DESIGN APPROACH

2nd Avenue

- The taller, denser development is on 2nd Avenue.
- The building massing is consistent with other multi-story buildings on 2nd Avenue.
- Ground-level retail and a prominent corner entry engage the street level.



DESIGN APPROACH

Program + Massing

- Highest and best use
- Transformational project
- Activated 24/7: activation comes from mixed-use

1. Retail Area
2. Ground Floor Lobby area
3. Restaurant Area
4. Outdoor Caf /Seating Area
5. Upper Level Office Area
6. Upper Level Green Space Roof Deck

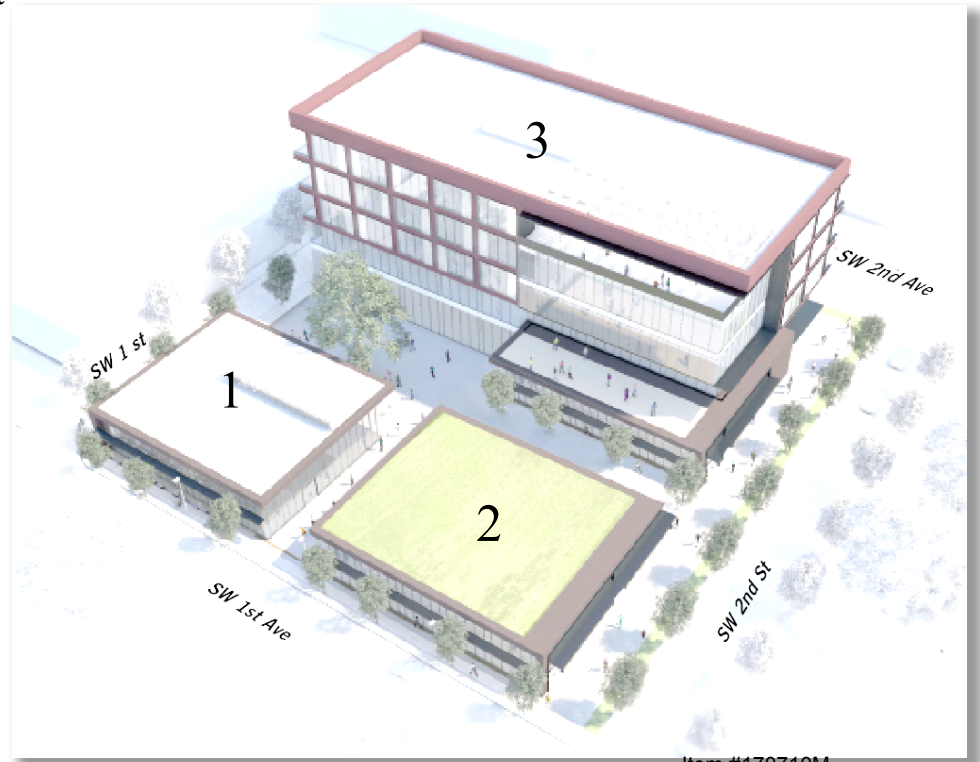


RESPONSES TO CITY OF GAINESVILLE QUESTIONS

QUESTION 1

What asks from the City/CRA/GRU have not been communicated in the technical/written proposals that the evaluation Committee should be aware of?

- *No formal ask* is being made from the City/CRA/GRU at this time.
- We anticipate needing *no assistance* from City/CRA/GRU for Phase 1 and Phase 2.
- Should a potential tenant/use for Phase 3 present economics that warrant assistance or incentives, we would apply for them at that time.



QUESTION 2

Explain how you have considered staging/logistics planning for the proposed project?

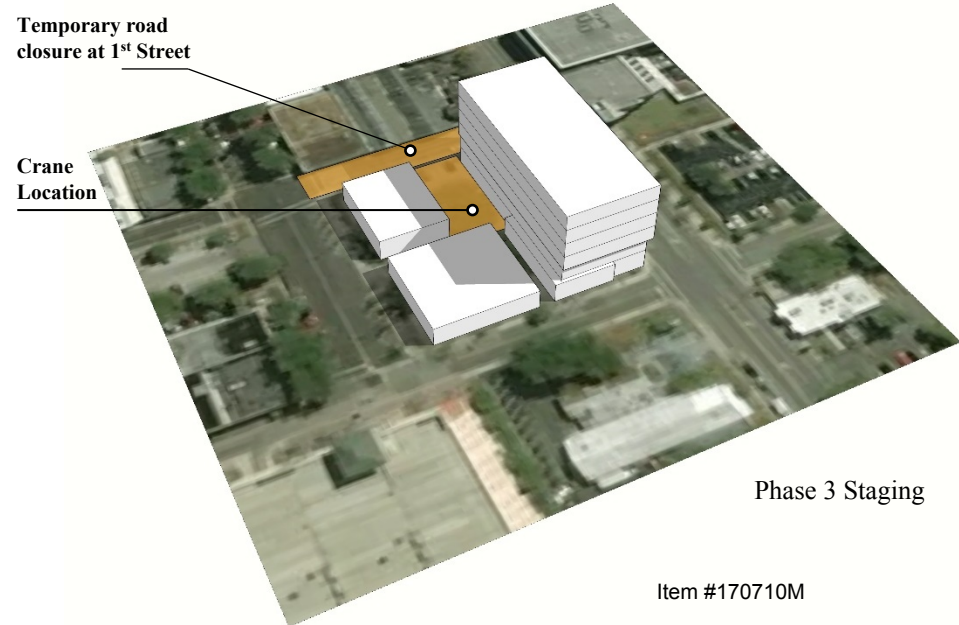
- Staging and logistics for Phase 1 can be handled on-site
- Staging and logistics for Phase 2 can be handled on-site
- Staging and logistics for Phase 3 may require approval of temporary road closures at SW 1st Street between SW 1st Avenue and SW 2nd Avenue
- Crane location for Phase 3 will be on-site in the courtyard area



Phase 1 Staging



Phase 2 Staging

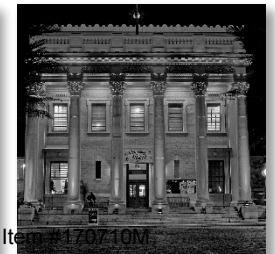
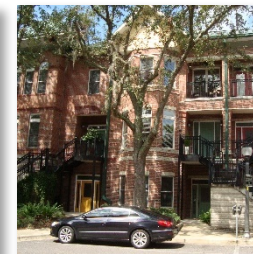
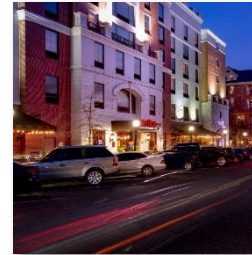


Phase 3 Staging

QUESTION 3

What are the specific markets and economic risks associated with your proposal?

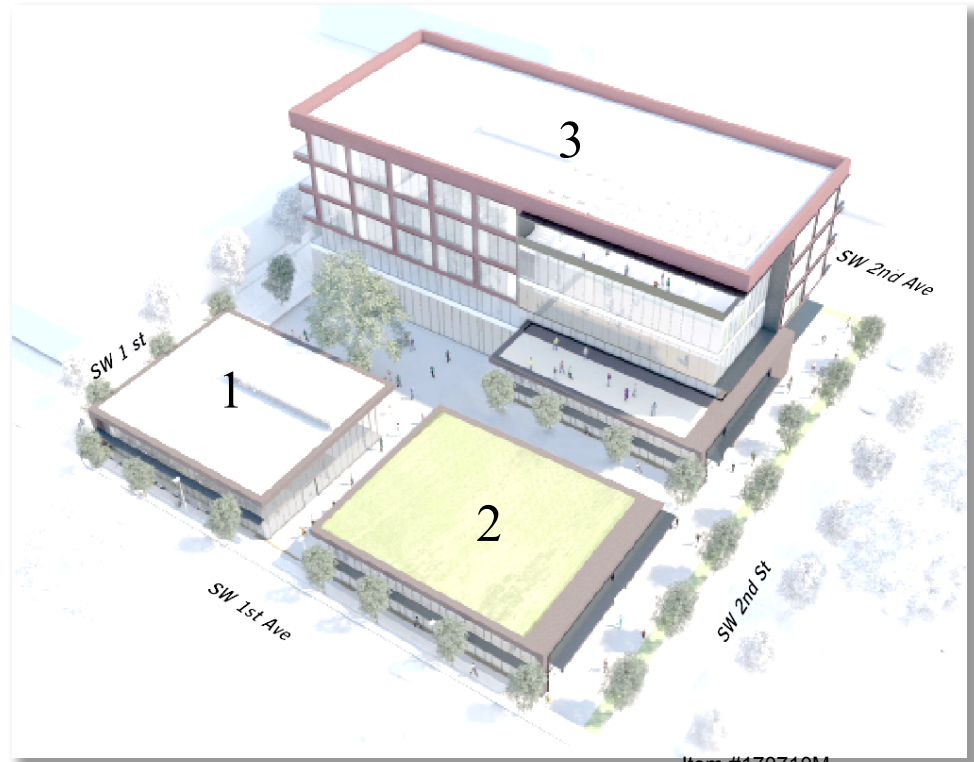
- Market risks are substantially mitigated by phasing the project and the changing face of Gainesville
- Phases reduce pre-leasing requirements, which results in a higher project success rate and earlier success
- Demand for new construction retail space exists in the downtown sub-market



QUESTION 4

Clarify the phasing of the project and project schemes (pg. 16-17) with respect to the schedule of work (pg. 18-19)?

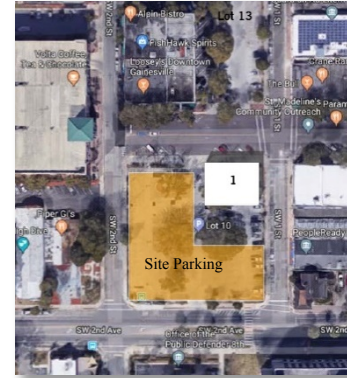
- The project has been designed in a manner that allows easy phasing.
- While we take every caution in evaluating potential economic impacts for the overall project, the best way to ensure a successful project is to build in a mechanism for phasing.
- The proposed schedule is set up to accomplish as much as possible that is required for all 3 Phases with the focus of getting Phase 1 under construction as quickly as possible.
- Team has shown experience and demonstrated exemplary success in the context area.



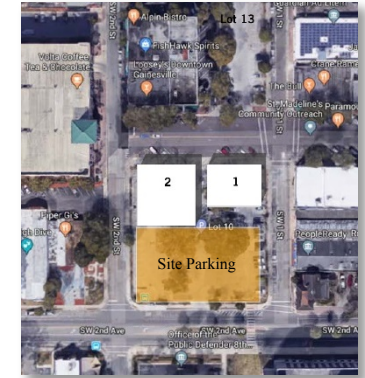
QUESTION 5

Clarify how you will attempt to handle parking.

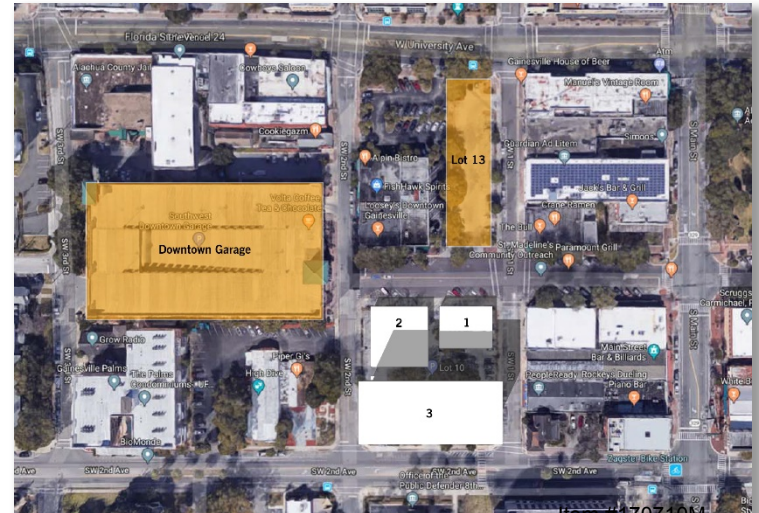
- Parking for Phase 1 can be accommodated on-site.
- Parking for Phase 2 can be accommodated on site.
- Parking for Phase 3 may require off-site parking.
- When required, Concept will work with the City of Gainesville Staff to license required parking from the Downtown Garage and Lot 13.
- Phased approach anticipates ultimate building plan and engineers the complete program to minimize future descriptions



Phase 1 Parking



Phase 2 Parking



Phase 3 Parking


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QUESTION 6

Clarify how your per square foot rental rates for office/retail compare with market in the area.

- Proposed retail rental rates are competitive for new construction in the market
- Proposed office rental rates are competitive for new construction in the market
- Phasing will reduce the up-front costs for the overall project, allowing more competitive rental rates
- Comparison based on iDistrict and survey take in Fall 2017

downtown free standing retail



BUILDING SIZE
1,931 SF


LOT SIZE
0.17 AC

TAX ID
1284000000

FRONTSTREET
COMMERCIAL REAL ESTATE GROUP

223 S Main Street

sun center - downtown retail and restaurant



MIN AVAILABLE
2,000 SF


MAX CONTIGUOUS
20,000 SF

USE ID
12833-000-000

FRONTSTREET
COMMERCIAL REAL ESTATE GROUP

101 SE 2ND Place

downtown hotel - upscale restaurant opportunity



217 S Main St
Gainesville, FL 32601

PRICE AVAILABLE
23,000 SF

MIN AVAILABLE
4,000 SF

MAX CONTIGUOUS
23,000 SF

FRONTSTREET
COMMERCIAL REAL ESTATE GROUP

PROJECT	COST / SF
Downtown Free Standing Retail	\$25/sf
Sun Center – Downtown Retail and Restaurant	\$25/sf
Downtown Hotel – Upscale Restaurant Opportunity *new construction	\$40/sf

INNOVATION SQUARE / 800 SECOND
Office leases for new construction
average a net of \$22-\$25 per
square foot per year



PERKINS
+ WILL

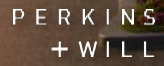


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INGENUITY

\$22-\$25/sf NNN

<http://www.trimarkproperties.com/gainesville/commercial-real-estate/ingenuity/>



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QUESTION 7

What will economic/fiscal impacts be (in terms of jobs/public revenue)?

- Total economic impact of retail, office, and residential condo is estimated at \$156,500,000 (\$1,490/sf)
- Having shovel-ready buildings (Phase 2 and Phase 3) can help attract out-of-market companies
- Overall project budget of \$28,850,000 will be invested into the community through primarily local firms
- Urban enhancement will continue growth of downtown market

TABLE 1 - Economic Impact at Completion

Construction Phase	Step 1: Choose	Step 2: Estimate	Step 3: Apply	Total Final Demand (Rounded)
	Multipliers	Final Demand	Multipliers	
Total output	1.6678	\$ 28,100,000.00	46,865,180	\$47 Million
Total earnings	0.602	\$ 28,100,000.00	16,916,200	\$17 Million
Total employment	13.9	\$ 28,100,000.00	390.59	391 Jobs
Business Operations Phase (Retail)	Step 1: Choose	Step 2: Estimate	Step 3: Apply	Total Final Demand (Rounded)
	Multipliers	Final Demand	Multipliers	
Total output	1.5219	\$ 2,963,912.20	4,510,778	\$4.5 Million
Total earnings	0.4427	\$ 2,963,912.20	1,312,124	\$1.313 Million
Total employment	17.4357	\$ 2,963,912.20	51.6778839	51 Jobs
Business Operations Phase (Restaurant)	Step 1: Choose	Step 2: Estimate	Step 3: Apply	Total Final Demand (Rounded)
	Multipliers	Final Demand	Multipliers	
Total output	1.566	\$ 6,702,238.35	10,495,705	\$10.5 Million
Total earnings	0.5022	\$ 6,702,238.35	3,365,864	\$3.37 Million
Total employment	19.5099	\$ 6,702,238.35	130.76	131 Jobs
Business Operations Phase (Office)	Step 1: Choose	Step 2: Estimate	Step 3: Apply	Total Final Demand (Rounded)
	Multipliers	Final Demand	Multipliers	
Total output	1.5481	\$ 37,207,971.38	57,601,661	\$57.6 Million
Total earnings	0.3912	\$ 37,207,971.38	14,555,758	\$14.5 Million
Total employment	7.828	\$ 37,207,971.38	291.264	291 Jobs
Business Operations Phase (Real Estate Management)	Step 1: Choose	Step 2: Estimate	Step 3: Apply	Total Final Demand (Rounded)
	Multipliers	Final Demand	Multipliers	
Total output	1.4015	\$ 507,942.43	711,881	\$712,000
Total earnings	0.2489	\$ 507,942.43	126,427	\$126,000
Total employment	13.1383	\$ 507,942.43	6.6735	7 Jobs

“Often the difference between a company relocating to one particular area over another is the presence of a ‘shovel-ready’ site for construction. In today’s marketplace, companies cannot afford a long-term disruption in their growth, so having sites ‘ready to build on’ is an essential factor for progress economic development.”

Mark Long

Director of UF Incubation Services

TABLE 1

Economic Impact of Phases 1 & 2

Construction Phase	Step 1: Choose	Step 2: Estimate	Step 3: Apply	Total Final Demand (Rounded)
	Multipliers	Final Demand	Multipliers	
Total output	1.6678	\$ 3,575,000.00	5,962,385	\$6 Million
Total earnings	0.602	\$ 3,575,000.00	2,152,150	\$2.15 Million
Total employment	13.9	\$ 3,575,000.00	49.6925	50 Jobs
Business Operations Phase (Retail)	Step 1: Choose	Step 2: Estimate	Step 3: Apply	Total Final Demand (Rounded)
	Multipliers	Final Demand	Multipliers	
Total output	1.5219	\$ 1,100,881.67	1,675,432	\$1.67 Million
Total earnings	0.4427	\$ 1,100,881.67	487,360	\$487,000
Total employment	17.4357	\$ 1,100,881.67	19.19464259	19 Jobs
Business Operations Phase (Restaurant)	Step 1: Choose	Step 2: Estimate	Step 3: Apply	Total Final Demand (Rounded)
	Multipliers	Final Demand	Multipliers	
Total output	1.566	\$ 3,552,186.33	5,562,724	\$5.5 Million
Total earnings	0.5022	\$ 3,552,186.33	1,783,908	\$1.78 Million
Total employment	19.5099	\$ 3,552,186.33	69.3028	69 Jobs
Business Operations Phase (Office)	Step 1: Choose	Step 2: Estimate	Step 3: Apply	Total Final Demand (Rounded)
	Multipliers	Final Demand	Multipliers	
Total output	0	\$ -	0	
Total earnings	0	\$ -	0	
Total employment	0	\$ -	0	
Business Operations Phase (Real Estate Management)	Step 1: Choose	Step 2: Estimate	Step 3: Apply	Total Final Demand (Rounded)
	Multipliers	Final Demand	Multipliers	
Total output	0	\$ -	0	
Total earnings	0	\$ -	0	
Total employment	0	\$ -	0	

TABLE 2

Economic Impact at Completion

Construction Phase	Step 1: Choose	Step 2: Estimate	Step 3: Apply	Total Final Demand (Rounded)
	Multipliers	Final Demand	Multipliers	
Total output	1.6678	\$ 28,100,000.00	46,865,180	\$47 Million
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Total output	1.4015	\$ 507,942.43	711,881	\$712,000
Total earnings	0.2489	\$ 507,942.43	126,427	\$126,000
Total employment	13.1383	\$ 507,942.43	6.6735	7 Jobs

The highest and best use of Lot 10 is one that energizes the property, stimulates surrounding reinvestment, and is transformational to the City.

Our project will proceed quickly by introducing a program that brings diversity to the retail market, residents and guests to Gainesville's core, and creates professional employment opportunities.

QUESTIONS?



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