

## REVISED PHASE V: PROPOSAL FOR CONSULTING SERVICES TO THE CITY OF GAINESVILLE'S FIFTH AVENUE/PLEASANT STREET CRA

**TIME FRAME:**            **October 1, 2006- March 30, 2007 (6 months)**

### **INTRODUCTION**

The City of Gainesville's CRA has completed three implementation phases of the Fifth Avenue Model Block Project and a Feasibility Study. They now want to expand consulting services to include the FAPS Model Block Project focusing on four (4) primary development tracts:

1. Develop strategies to facilitate the rehabilitation of vacant lots in the Fifth Avenue Model Block area,
2. Work with the CRA staff to assist in the development of the Pleasant Street Model houses,
3. Develop an implementation strategy for the Fifth Avenue neighborhood retail corridor

#### **Task I:            Fifth Avenue Model Block**

APD realizes the importance of developing new houses on the vacant lots of the Fifth Avenue sector of the FAPS Model Block. To facilitate the development of the vacant lots, APD will assist the CRA staff as follows:

- 1.1    Work with the CRA staff, local attorney, and prospective purchasers to prepare marketing materials and bid packages; provide assistance with the interpretation of purchase guidelines,

#### **Deliverables:**

- Provide input and documentation as requested relative to accessing construction financing and marketing materials

#### **Task II:            Pleasant Street Model Block**

The Pleasant Street Model Block area has begun the restoration of houses in the Model Block; they will soon begin constructing new houses in this same area. APD has over 25 years of experience in developing similar projects and has already begun working closely with the CRA staff on the construction and sale of these properties. APD will provide expertise to the CRA staff on an as needed basis.

- 2.1    Work closely with the CRA staff on resolving key construction documents,
- 2.2    Work closely with the CRA staff to prepare marketing materials and bid documents for the purchase of new homes,

**Deliverables:**

- Provide input and documentation as requested relative to resolving construction issues,
- Provide input and documentation as requested relative to marketing materials, and purchaser bid packages, and
- Provide input and documentation as requested relative to presentation to the FAP CRA Advisory Committee and the CRA Commission.

**Task III: Northwest Fifth Avenue Commercial Corridor**

The Fifth Avenue Neighborhood Retail Corridor is an important component of the overall Fifth Avenue Model Block neighborhood. It has a rich African-American history that should be built on as a historic context for this Model Block area. APD recently completed the preparation of a site plan for the corridor that features the creation of additional green space, off-street parking, and the introduction of new in-fill mixed-use buildings. The next steps of work in this district should involve refining the development sites and acquiring site control of key property through options to purchase including:

- 3.1 Refining the site plan as requested,
- 3.2 Researching examples of model RFPs for a mixed-use project,
- 3.3 Researching best practices and recommending an incentive package to offer perspective developers and prospective retailers willing to locate on Fifth Avenue,

**Deliverables:**

- Provide a report on examples of RFPs and recommendation documents for the Fifth Avenue Corridor,
- Refine site plan and elevations as requested
- Provide input and documentation as requested relative to presentation to the FAP CRA Advisory Committee and the CRA Commission.

**PROJECT FEE**

Task I, Fifth Avenue Model Block:	\$ 1,000
Task 11, Pleasant Street Model Block:	\$ 2,000
Task III, Northwest Fifth Avenue Commercial Corridor:	<u>\$ 5,500</u>
<b>Total</b>	<b>\$ 8,500</b>

