

**PHASE IV: PROPOSAL FOR CONSULTING SERVICES
TO THE CITY OF GAINESVILLE'S
FIFTH AVENUE/PLEASANT STREET CRA**

TIME-FRAME: June thru November 2005 (6 months)

INTRODUCTION

The City of Gainesville CRA has completed a Feasibility Study and two implementation phases of the Fifth Avenue Model Block Project. The CRA would like to expand consulting services to the FAPS Model Block Project to focus on three (3) 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; and
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 vacant lots located in the Fifth Ave. 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 Freddie Mac and a local lender to develop creative mortgage products that will allow the CRA to access interim construction financing rather than wait on construction financing available through the National Trust for Historic Preservation.
- 1.2 Work with the City of Gainesville's Housing Division to identify qualified homebuyer to acquire new homes in the Fifth Ave. Model Block area.
- 1.3 Work with the CRA staff to develop architecturally sensitive designs for the single-family homes to be built on the Fifth Ave. Model Block vacant lots.
- 1.4 Assist the CRA staff in the selection of contractors to build the new Fifth Ave. Model Block homes.

Deliverable:

- Secure three (3) homebuyers to purchase Fifth Ave. Model Block project, and secure commitment for construction and permanent mortgage financing,
- Finalize the house designs to be built on the vacant lots
- Select contractors to build homes.

Task II: Pleasant Street Model Block

The Pleasant Street Model Block area is ready to begin construction of rehab properties and at least two new homes within the next 30-60 days. APD has over 25 years of experience in developing similar projects and will provide this expertise to the CRA staff on an as needed basis.

- 2.1 Review key construction documents with the construction manager
- 2.2 Conduct a minimum of 3 site visits to the new homes after construction begins
- 2.3 Assist in the process of submitting the documentation for construction draws to the National Trust for Historic Preservation.

Deliverable

- Preliminary reports for each site visit conducted.

Task III: Northwest Fifth Ave. Commercial Corridor

The Fifth Ave. Neighborhood Retail corridor is an important component of the overall Fifth Ave. Model Block neighborhood. The corridor has a rich African American history that should be built on as a historic context for this Model Block area. APD will work closely with the CRA to determine the best approach to redeveloping this important landmark district.

- 3.1 Assist in the development of a model RFP for a mixed use project at NW 8th Street.
- 3.2 Develop a strategy to option property to be developed as part of the RFP.
- 3.3 Provide preliminary analysis as basis for a parking strategy to support the first phase of development along the 5th Ave. corridor.
- 3.4 Research the application and use of Historic and New Market Tax credits as part of the financing package for development along the 5th Ave. corridor.
- 3.5 Research best practices and recommend an incentive package to offer perspective developers and prospective retailer willing to locate on Fifth Ave.
- 3.6 As part of the Fifth Ave. Corridor development, develop a strategic plan to support new and local small business development.

Deliverable:

- Project Book consisting of rendering(s) of proposed development at NW 8th Street, project area site plan, parking strategy, mapping of property under site control of the CRA, application and use of historic and new marketing tax credits as financing resources for the project, summary of similar projects to illustrate vision for the Fifth Ave. retail/commercial district, request for Proposal to solicit prospective developers, and preparation of a development time-line.

PROJECT FEE

Retainer:	\$3,500
Task I, Fifth Ave. Model Block:	\$7,500
Task 11, Pleasant Street Model Block:	\$3,500
Task III, Northwest Fifth Ave. Commercial Corridor:	<u>\$20,500</u>
Total	\$35,000