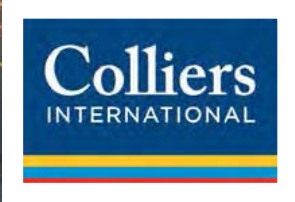
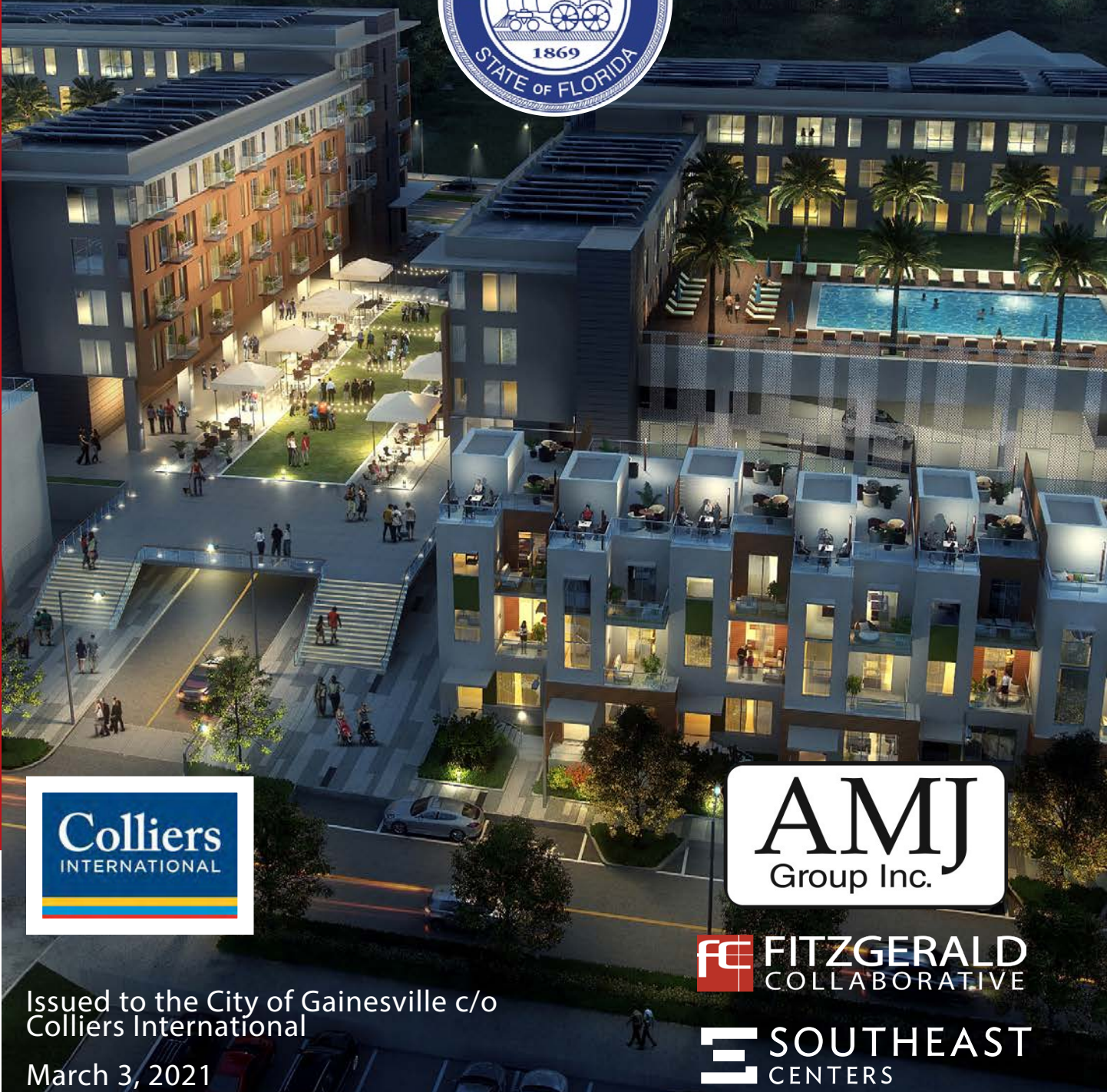


PROJECT PROPOSAL

104 SOUTHWEST
FIRST AVENUE



Issued to the City of Gainesville c/o
Colliers International
March 3, 2021





March 3, 2021

RE: Colliers RFQ 104 Southwest 1st Avenue

Dear Members of the Colliers International Team and Selection Committee:

It is with great enthusiasm that AMJ Group Inc. (AMJ) submits a proposal for the development of 104 Southwest 1st Avenue. Since the 1970's AMJ has redeveloped sites across the City of Gainesville including the downtown, and is amongst the oldest real estate firms regionally, which translates into having the experience and financial ability to quickly develop this signature site. In fact, we think the site is so important we have put together an all-star, all certified MBE and /or woman led design and pre-construction team to best focus our efforts on developing the highest quality building that fulfills the various needs of the City of Gainesville and its neighbors while addressing matters such as food security and affordable housing.

In short, our proposal will include a mix of uses including ground floor retail, office and for sale residential condominiums. In this proposal we will discuss in greater detail each of these components, and how they all fit together, however the key components are as follows:

- Total Stories: up to 10 (assumes office tenant signs LOI) - 7 floors guaranteed.
- Total Square Feet: up to 250,000 (assumes 10 stories)
- Grocery Store: Partnered with a grocery expert.
- Office Space: Four floors of lease commercial space.
- Residential for Sale: 72 condominiums
- Affordable Housing: TBD percent of the condominiums will be affordable. AMI TBD in direct consultation with the City of Gainesville.
- City of Gainesville Retail: Lease the currently vacant retail parking garage space.

Our company and its executive team have decades worth of experience working on complex urban projects and partnering with the local government and has the expertise in real estate to deliver what we are proposing. More than ever, Gainesville needs affordable housing, another grocery store east of 13th Street, for sale residential and filling long vacant retail sites. It is for these reasons, and the fact that AMJ will address each of those matters, that we are hopeful that our proposal meets your expectations and is chosen.

Thank you for your consideration. Redevelopment of 104 Southwest 1st Avenue has been a long time coming and we are happy to present our proposal today that we feel will accomplish this goal.

Kindly,

Mike Warren

Mike Warren
President

Anthony Lyons

Anthony Lyons
Vice President

Contents

FIRM & PARTNER PROFILES	5
PROJECT TEAM	8
RELEVANT PROJECT EXPERIENCE	16
PROJECT APPROACH	24
PRICING & FINANCIAL CAPABILITY	30
DIFFERENTIATORS	36





Firm Profile

FIRM AT A GLANCE

LEGAL FIRM NAME

AMJ Group Inc.

PROPOSER'S NAME AND CONTACT

Anthony Lyons
502 NW 16th Avenue, Suite 1
Gainesville, FL 32601
352.375.4600
Alyons@amjinc.com

FIRM STRUCTURE

Florida For Profit Corporation.
Filed with the State of Florida on
2-22-1977
Florida Limited Liability Company to
be formed by AMJ Group Inc.

CORPORATE APPROVAL PROCESS

AMJ Group Inc. President is the sole
authority to approve this transac-
tion.

(t) 352.375.4600

AMJINC.com



AMJ Group Inc. is a full-service boutique real estate development firm with a central focus: to enrich the community in which we live and work. Since 1977 AMJ has been deeply rooted in Gainesville and has prevailed as a leading commercial and multi-family focused firm with a portfolio extending throughout the State of Florida as well as numerous other locations. We are developers, investors, and property managers with a long-term approach to real estate, choosing to develop, build, revitalize and manage only higher quality assets for the purpose of ownership.

AMJ has spent years creating a legacy built on quality developments, financial stability, integrity, and service to both client and community. We acknowledge our responsibility to add value to our community and to implement sustainable initiatives wherever possible. It is for these numerous reasons, and our ability to deliver results, that we are interested in developing a high-quality urban project that meets the needs of all parties involved.



FC Firm Profile

FIRM AT A GLANCE

LEGAL FIRM NAME:

Fitzgerald Collaborative Group, LLC.

ESTABLISHED

2009

OFFICE LOCATIONS

Tallahassee

1213 Miccosukee Road
Tallahassee, FL 32308

Atlanta

1201 W. Peachtree St. Suite 630
Atlanta, GA 30309

PRIMARY NAME AND CONTACT

Donald Gray, Jr.
donald@fc-groupllc.com
(t) 404.892.8000

fitzgeraldcollaborative.com

Fitzgerald Collaborative is an award-winning firm that is well-regarded for strong design, community engagement, project management and team coordination. Established in 2009 with offices in Atlanta and Tallahassee, we deliver creative solutions for our clients in architecture, interiors and urban design.

The Fitzgerald Collaborative principals include Darrell Fitzgerald, FAIA, Atlanta office leader, Donald Gray, AIA, Tallahassee office leader, and at-large principals Roger Godwin, AIA, Pat Ballasch, AIA, and Charlie Clary, FAIA. Our leadership brings more than 120 years of combined professional experience to the firm. They have also led numerous other successful design firms throughout their careers.

We value design excellence in vision, form and function from sketchbook to construction document details, through project end. We value our clients' voice and are sensitive to project needs. Our team is trusted to advise, create and deliver the best solutions for the assignments before us, and we don't take that responsibility lightly. And beyond the work, we give back. In the communities where we work and live, we volunteer and donate professional time and talent to lead charities and committees.

At Fitzgerald Collaborative, our goal is **Enriching Lives Through Design.**

Professional Affiliations



SEC Firm Profile

FIRM AT A GLANCE

LEGAL FIRM NAME:
Southeast Centers, LLC

ESTABLISHED
1978

OFFICE LOCATIONS

Boca Raton
7284 W Palmetto Park Road
Suite 210-S
Boca Raton, FL 33433

Miami | Orlando | Sarasota

PRIMARY NAME AND CONTACT

Marc Boucher
(t) 561.347.0888
marc.boucher@seccenters.com

seccenters.com

Southeast Centers is a full-service institutional grade real estate asset management and development company focused on the expert management, leasing, construction management and development of commercial properties throughout Florida. Our committed mission is to provide our owners, partners, investors and tenants with superior service and value through superbly planned, executed and managed real estate projects and strategies.

Our executive team, with an average tenure of over 25 years experience in the commercial real estate industry, brings a depth of knowledge and diversity of talent to our company. This expertise drives a proactive hands-on approach to all phases of a real estate project from the design, development and construction to the strategic leasing and long term, accretive asset management.

Southeast Centers LLC was founded in 1978 by Gerald M. Higier with the goal to develop investment grade neighborhood shopping centers in Florida and the southeast United States, and has been recognized as one of the premier shopping center developers in the Southeast. Until recently, SEC Commercial Realty Group, Inc. had been the full service real estate brokerage subsidiary of Southeast Centers LLC whose objective was to execute the leasing, management and monetization strategies of our real estate projects. The company now operates strictly under the legacy moniker Southeast Centers. We believe that there is no substitute for experience, keen local market knowledge and diligent attention to detail. This driving philosophy has resulted in projects of extraordinary commercial success for our clients and gratifying contributions to the surrounding communities.

We anticipate, we innovate, we execute, and we create value.



PROJECT TEAM



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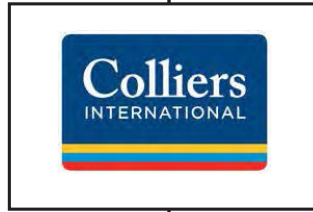
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01 MICHAEL E. WARREN

President

Under Mike's leadership, AMJ has grown into one of the premier commercial developers in the Gainesville area. In addition to serving on the board of numerous community associations, Mike has been a director of Gainesville State Bank (1972 – 1997) and Florida Citizens Bank (1998 – present). He is an active "angel investor," supporting innovative start-up companies through Gainesville's Emergent Growth Funds, and with his wife Phyllis, a long term contributor to local artistic and charitable organizations. In his spare time, Mike enjoys active pursuits, is an avid cyclist.

02 ANTHONY R. LYONS

Vice President

Anthony Lyons joined AMJ in 2019 and serves as Vice President. A native of New Hampshire, Anthony started his career in business as the founder of technology companies before a move to urban revitalization & community development. Nearly 20 years later his work has been featured in the New York Times, Fast Company, Washington Post, Forbes and The Hill among many other media outlets. He has served in numerous public sector positions including most recently as City Manager of Gainesville, FL. and has received over 80 awards from international, national, state and local organizations.



03 DONALD GRAY, JR., AIA

Managing Principal

Donald Gray, Jr. AIA specializes in mixed-use design with a particular passion for community engagement in development projects. His relaxed yet attentive nature promotes engaging collaboration between clients, partners, and stakeholders. He is a graduate of Harvard University Graduate School of Design.



04 MARC BOUCHER

President

Marc Boucher joined Southeast Centers in 1984 as a leasing representative for Broward County properties. In 1999 he was named President and oversees the company and its substantial portfolio of shopping centers.

CONSULTANTS

				
SERGIO REYES, PE	MICHAEL BEARD	SHELLY HUGHES	DARIEN SYKES, PE	JULIUS DAVIS, PE
CIVIL ENGINEERING	PRE-CONSTRUCTION SERVICES	INTERIOR DESIGN	STRUCTURAL ENGINEERING	MEP / FP ENGINEERING

05

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MICHAEL E. WARREN



PRESIDENT

Ph.D, Electrical and Electronics Engineering, Massachusetts Institute of Technology, 1974

Master of Science, Aerospace, Aeronautical and Astronautical Engineering, Massachusetts Institute of Technology, 1971

Bachelor of Science, Aerospace, Aeronautical and Astronautical Engineerings, Massachusetts Institute of Technology, 1969

45 Years of Experience

Board Member,
UF MRE Advisory Board

Gainesville Commercial Real Estate

PROJECT EXPERIENCE

Madison Park Offices
48,000 SF / Gainesville, Florida

Hyatt Place
0.75 Acres / Gainesville, Florida

Commerce Building & Regents Park
2.87 Acres / Gainesville, Florida

Numerous other projects:

THE TEAM



ANTHONY R. LYONS



VICE PRESIDENT

*Bachelor of Arts, History of Art, Indiana University
Bloomington*

23 Years of Experience

PROJECT EXPERIENCE

Hyatt Place
0.75 Acres / Gainesville, Florida

City of Gainesville, Various Roles
2006-2011, 2013-2019

City of Claremont NH, Various Roles,
Organizations
2001-2006

Numerous other projects:

Restoration of Historic Mills, Claremont, New Hampshire

Depot Park

Adaptive Reuse of former Public School



DONALD GRAY, JR. AIA



MANAGING PRINCIPAL

Masters of Architecture, Urban Design, Harvard University, 2012
Masters of Architecture, University of Michigan, 2003
Bachelor of Science in Architectural Studies, Florida A&M University, 2001

18 Years of Experience

Registered Architect: Florida, Georgia

American Institute of
Architects, Member

Committee Member,
Florida AIA Advocacy and Communications
Committee

Planning Commissioner,
Tallahassee/Leon County
Planning Commission

Board Member,
Leadership Tallahassee
Board of Governors

PROJECT EXPERIENCE

Cascades Mixed Use Development,
800,000 GSF / Tallahassee, Florida

Frenchtown Mixed Use Development
470,000 SF / Tallahassee, Florida

Landmark Center Mixed Use Development Master Plan
150,000 SF / Ft. Walton Beach, Florida

Gainesville Community Reinvestment Area
Model Block Housing 3 prototypes, 1100-1500 SF each
Gainesville, Florida



MARC BOUCHER



CHAIRMAN, PARTNER

University of Indiana Bloomington

42 years experience

Top Leasing Professional
Building Owners and Managers Association
(BOMA)

South Florida Idea Exchange Chairman
International Council of Shopping Centers
(ICSC)

PROJECT EXPERIENCE

Garden Shops at Boca
142,566 SF / Boca Raton, Florida

Village Shops at Bellalago
102,660 SF / Kissimmee, Florida

Rolling Oaks Commons
155,547 SF / Kissimmee, Florida

Davie Shopping Center
107,887 SF / Davie, Florida



SERGIO REYES, PE



President

*B.S., Civil Engineering, St. Thomas University, Bogotá, Colombia
Post-graduate Courses, University of Florida*

39 Years of Experience

PROJECT EXPERIENCE

Hyatt Place Gainesville, Florida

Designed, prepared and submitted a complete Development Plan package to the City of Gainesville for a 23,693 SF hotel with 143 rooms, 18,000 SF of retail space, and 24,000 SF of office space, to be located at 201 SE 1st Street in Downtown Gainesville.

Hub on Campus

Designed, prepared, and submitted a complete Development Plan submittal package for a mixed-use building with 263,861 residential sf (201 units and 661 bedrooms), and 11,000 sf of retail. Located at 1258 NW 3rd Avenue, one block from the University of Florida campus, this project's city submittal included fully engineered construction plans. eda also coordinated with the Water Management District and GRU for permitting the stormwater system and master utility plan.

Professional Engineer, Florida,
No. 47311

FDOT MOT Certification

American Society of Civil Engineers (ASCE)

American Water Works Association

Former Alachua County Planning and
Zoning Board Member



MICHAEL BEARD



PRINCIPAL-IN-CHARGE

*M.S. in Building Construction Management,
University of Florida*

23 Years of Experience

PROJECT EXPERIENCE

- » Alachua County Sugarfoote Renovation
- » North Central Florida Diagnostics Lab Renovation
- » Maple Street Biscuit Company Commercial Build-Out
- » HCAA Support Building Renovations & Pavement Repairs
- » City of Ocala Construction of Concrete Driveways and Storm Water Facilities at City Parks
- » New Saint Paul Free Methodist Church Renovation
- » Star Center Children's Theatre Remodel
- » Town of Tioga Utility Infrastructure
- » BP Gas Station Re-Roof

FL Certified General Contractor
License #CGC1524869

OSHA 10 Hour Certification

Associated Builders and Contractors
(ABC)

Builders Association of North Central Florida
(BANCF)

Commercial Builder Council
(CBC)



SHELLY HUGHES, IIDA

MANAGING PRINCIPAL

*Masters of Fine Arts in Interior Design, Brenau University
Bachelor of Arts in Interior Design, Louisiana State University*

30 Years of Experience



Registered Interior Designer

International Interior Design Association

CoreNet Global

Interior Design Educator's Council

American Society of Interior Design

Adjunct Professor of Interior Design
Brenau University
Art Institute of Atlanta

PROJECT EXPERIENCE

Kimberly-Clark

Dallas, TX - Headquarters

30,000 SF

Atlanta, GA

200,000 SF

Georgia Pacific

Atlanta, GA

1,000,000 SF

SunTrust Bank

Atlanta, GA

100,000 SF

HD Supply

Atlanta, GA - Headquarters

250,000 SF

Orlando, FL

40,000 SF

Cox Enterprises

500,000 SF

Dealertrack

115,000 SF

WarnerMedia

300,000 SF



DARIEN SYKES, PE

MANAGING PRINCIPAL

Masters of Science in Civil Engineering, Georgia Institute of Technology, 1997

Bachelor of Science in Civil Engineering, Purdue University, 1995

24 Years of Experience



Professional Engineering Licenses:
Georgia, North Carolina, South Carolina,
Tennessee, Alabama, Pennsylvania

Structural Engineering Association of
Georgia (SEAOG)

American Council of Engineering
Companies (ACEC)

American Institute of Steel Construction
(AISC)

American Concrete Institute (ACI)

Professional Engineering and Land
Surveyors (PELS) Board Member

PROJECT EXPERIENCE

Eviva Lofts at the Yards

218,000 SF / Doraville, Georgia

Albany State University Student Housing

180,000 SF / Albany, Georgia

Confidential Project

486,900 SF / Atlanta, Georgia



JULIUS DAVIS, PE

VOLT#AIR

PRINCIPAL-IN-CHARGE

*Bachelor of Science, Electrical Engineering 1993
University of South Florida
Master of Business Administration 2014
University of South Florida*

25 Years of Experience

U.S. Green Building Council

University of South Florida College of
Engineering Advisory Board, Chair

Florida Advisory Council

Greater Tampa Chamber Board

Tampa/Hillsborough Economic
Development Corporation

Florida Transportation Commissions,
Commissioner

PROJECT EXPERIENCE

The Pearl Apartments- 420,00-SF / Tampa, FL

Renaissance at West River - 200,000 - SF / Tampa, FL

Channelside Condominium Tower - 223,000-SF / Tampa, FL

The Salvador Condominiums - 200,000 - SF /
St. Petersburg, FL



Six-story, 72,000 SF building located on the Florida A&M University campus - Design by Fitzgerald Collaborative



HD Supply
Offices
Atlanta, Georgia
HLG Interior Design

OUR TRUSTED CONSULTANTS



EDA | Civil Engineering

EDA was founded in 1976 in Gainesville, Florida, and has been providing professional Urban Planning, Civil Engineering and Land Surveying services to Gainesville and the immediate surrounding areas ever since. In our over 40 years of hard work, our firm's experience includes hundreds of projects performed under both public and private service contracts, and our team is prepared to provide the City of Gainesville with the same quality and attentiveness that we always have. We have extensive local knowledge and experience, and our office location in the Innovation District places us in the middle of the action.

We have a successful record of accomplishments in executing multiple, concurrent projects and continuing services contracts, including with the City of Gainesville, GRU, and the Gainesville CRA. We sustain a high rate of repeat clientele due to our successful efforts to work as an extension of our client's staff, and our ability to collaborate in-house and across disciplines throughout project phases.

EDA is an MBE Firm.



Sykes Consulting | Structural Engineering

Founded in 2001, by Darien M. Sykes, PE, Sykes Consulting, Inc. (SYKES) provides structural and civil engineering consulting for public and private sector markets. We specialize in the design of a variety of building types including municipal, mixed-use, sports facilities, higher education, museums, k-12, aviation, parking, healthcare, office, and retail. SYKES mixed-use projects include residential/retail, student housing/student amenities (movie theater, kitchen, restaurant, dance studio, computer rooms, study rooms, and student lounge), and residential/retail/parking/entertainment. Our headquarters is located in Atlanta, Georgia and our satellite office is located in Savannah, Georgia.

Sykes Consulting is an MBE Firm.



Elevated | Preconstruction Services

The Elevated Design & Construction team is dedicated to always going above and beyond the call of duty for our clients. A higher level of quality and service is more than just a tagline for us. From our streamlined processes to our self-performance capabilities, we are built on the foundation of providing superior service, and grounded in the philosophy of honesty and integrity. We are dedicated to taking relationships with our clients, trade partners and the community to new heights — we're dedicated to providing a higher level of quality and service.

Elevated Design + Construction is an MBE firm.



HLGstudio | Interior Design

HLGstudio was formed in 2005 on a simple premise-- to communicate great ideas through powerful design. We are passionate about design and relentless in our efforts to be a leader in creating breakthrough strategies for our clients.



Volt Air | MEP / FP Engineering

VoltAir Consulting Engineers, Inc., founded in 2006 by Julius Davis, P.E., LEED AP, provides mechanical, electrical, plumbing, fire protection, commissioning and information technology design services. VoltAir maintains offices in Tampa, Orlando, Ft. Lauderdale, among others. Our firm provides quality assurance from conceptual design through construction administration and project closeout. Our project experience includes a wide variety of market sectors including aviation, education, university, hospitality, public works, healthcare, multi-family, commercial and industrial.

Volt Air is an MBE Firm.

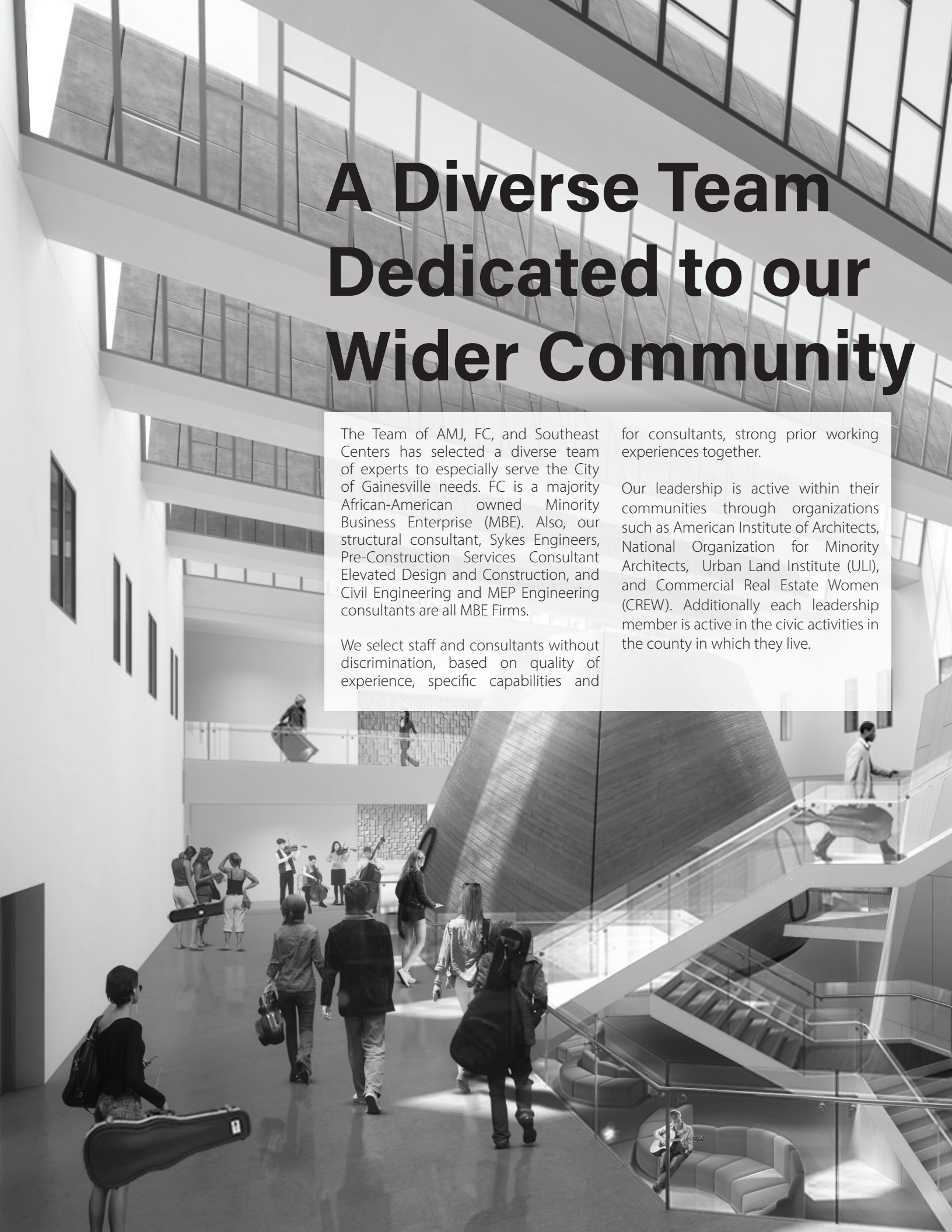
A Diverse Team Dedicated to our Wider Community

The Team of AMJ, FC, and Southeast Centers has selected a diverse team of experts to especially serve the City of Gainesville needs. FC is a majority African-American owned Minority Business Enterprise (MBE). Also, our structural consultant, Sykes Engineers, Pre-Construction Services Consultant Elevated Design and Construction, and Civil Engineering and MEP Engineering consultants are all MBE Firms.

We select staff and consultants without discrimination, based on quality of experience, specific capabilities and

for consultants, strong prior working experiences together.

Our leadership is active within their communities through organizations such as American Institute of Architects, National Organization for Minority Architects, Urban Land Institute (ULI), and Commercial Real Estate Women (CREW). Additionally each leadership member is active in the civic activities in the county in which they live.





El Salvador
MEP Design by
VoltAir

the SALVADOR

RELEVANT
PROJECT LIST



01

MADISON PARK OFFICE BUILDING



02

COMMERCE BUILDING & REGENTS PARK



03

HYATT PLACE



04

FRENCHTOWN DEVELOPMENT



05

CASCADES MIXED USE DEVELOPMENT



RELEVANT PROJECTS



REFERENCE ONE
AMJ Reference:
Connor Wielgus
Regional VP,
Development
Hyatt Hotels
404.754.9277
connor.wielgus@hyatt.com

REFERENCE TWO
AMJ Reference:
Melissa Wiebeck
Founder
Tall Cotton Capital, LLC
813.732.4891
melissa@tallcottoncapital.com

REFERENCE THREE
Fitzgerald Collaborative Reference:
Malcolm Kiner
Gainesville Housing Authority
VP of Real Estate Development
353.872.5500 x 7135
malcolmk@gnvha.org

01 MADISON PARK, GAINESVILLE, FL / 48,000 SF



Madison Park was built as a Class A office building in Gainesville on NW 43rd Street and currently houses a mix of local, regional, and national tenants including financial services, insurance and technology companies.

This premier site was developed by AMJ and is still owned and managed by the firm.



02 COMMERCE BUILDING & REGENTS PARK, GAINESVILLE, FL / 2.87 ACRES



Located next to City Hall in Gainesville, this site is 2.87-acres and consists of 46 townhouses and a Class-A Office Building totaling 162,000 square feet. The key to the success of this project is the partnership with the City of Gainesville that continues to this day.

AMJ owns and manages the office building.

03 HYATT PLACE, GAINESVILLE, FL / 0.75 ACRES



The site is approximately .75 acre and 6 different parcels. Construction is set to begin in March 2021. The project consists of a 145 room Hyatt Place Hotel, 39 loft style apartments and 16,500 square feet of retail. The project has site work permits, signed Hyatt agreements for the franchise and operations, and a partnership agreement with the City of Gainesville to provide right of way improvements surrounding the site.

Total Cost: \$35M

Currently securing building permit, Construction to begin March/April 2021.

04 FRENCHTOWN DEVELOPMENT / 470,000 SF



This redevelopment aims to develop vacant and under-utilized parcels within existing urban area that has already largely been developed which, for various reasons, has been passed over in the normal course of urbanization. The focus of the initiative is to craft a complete, well-functioning neighborhood with a synergistic partnership between the developers, the community, and the local government. Architectural sensibilities are also being taken so that the “new” Frenchtown will be shaped and inspired by the historical natural beauty of the area, transforming it into an active, imaginative and inspiring place.

The site plan studies represent multiple scenarios over the course of several rounds of design charrettes with individual landowners and neighboring community input. Target principles focused on: landowner preference, neighboring community’s desired development types and services, market opportunities for housing, state and local planning and urban design requirements, and creating a cohesive whole from disparate parts. The resultant program included mixed income housing, a grocery store and food hall, and a medical facility that includes urgent care and a community health clinic.

05 CASCADES MIXED USE DEVELOPMENT / 800,000 GSF



Led by prominent developer North American Properties, this project will include mid-rise residential, retail, office, restaurant and hotel space built to maximize views of Tallahassee’s Cascades Park and the State Capitol Building, along with pedestrian-friendly paths to connect the development to downtown, a range of public amenities, and more than 1,000 parking spaces. At the heart of the proposed development is “Festival Street,” a main corridor that can be closed off to support pedestrian-only events, food trucks, pop-up retail and outdoor entertainment. The master plan also features a wellness center fronting the park and a designated community arts and cultural space. Two vacant, historic buildings on the site will be preserved and incorporated into the development. Designed in collaboration with DAG Architects.



Currently under construction



the PROJECT

SUMMARY OF DESIGN INTENT / INSPIRATION

The City of Gainesville's site location offers numerous advantages to designing and building a first-class project that can meet the various needs of the community. In short, we are proposing the following mix of uses and tenants:

10 Floors >

Floor 1 Grocery

Floor 2 Parking

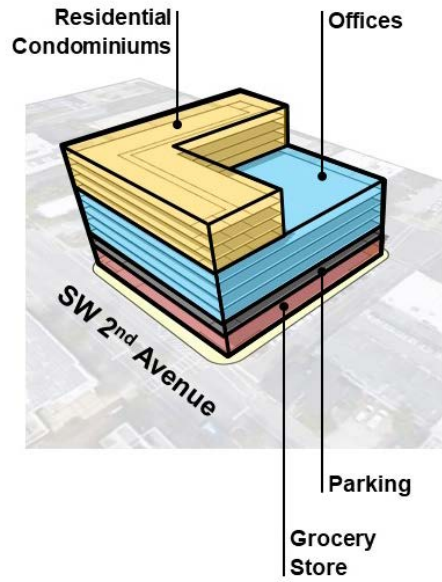
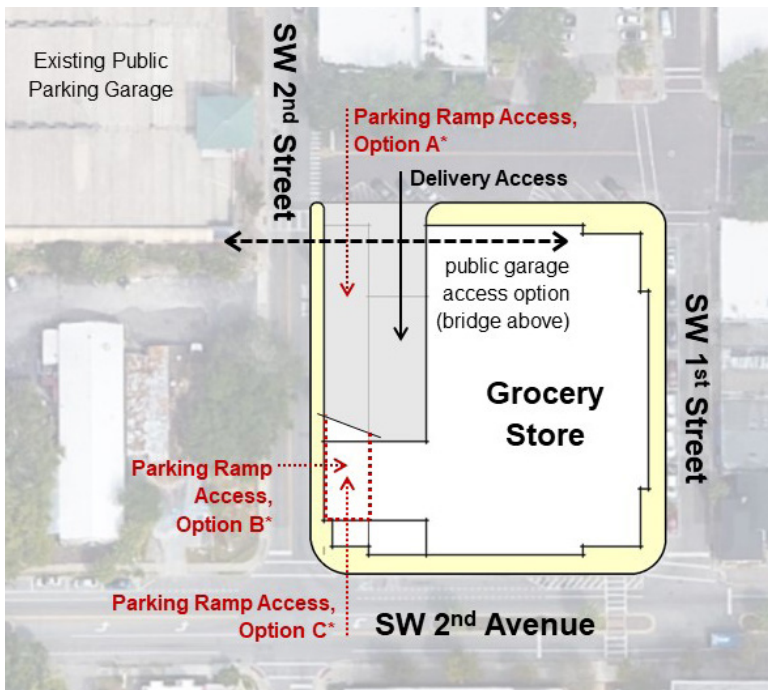
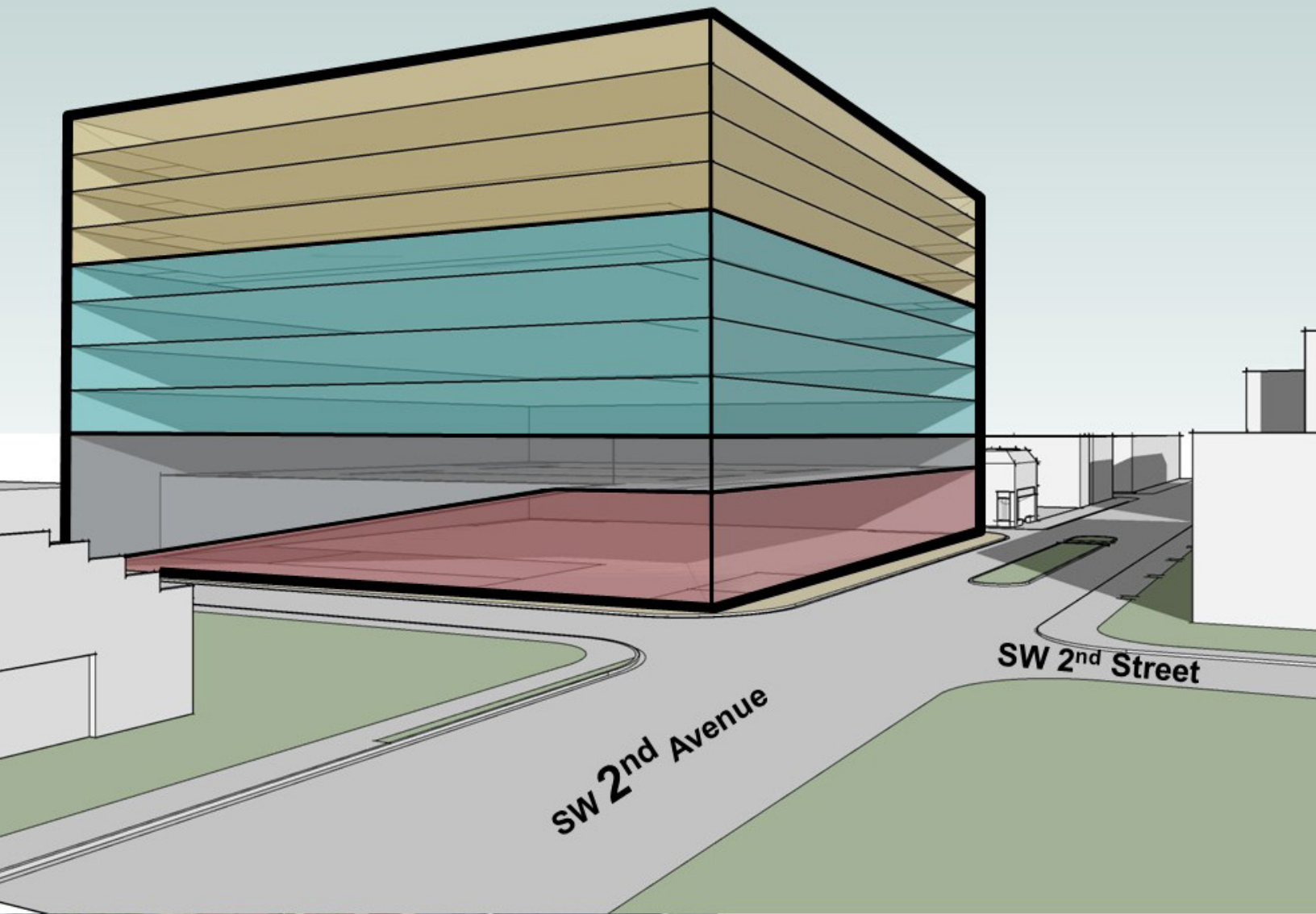
Floors 3-6 Office

Floors 7-10 Residential Condominiums

The site borders several important corridors in the downtown area including SW 2nd Avenue, which is on a bus route, has street parking, a City owned Parking Garage, a bike boulevard and is walkable from many of the wonderful residential neighborhoods close by including Porters, SE Historic District and the Duckpond.

PROJECT PROGRAM ELEMENTS:

- Grocery Store: The site is considered a food desert by the USDA.
- Office Space: One floor to four floors of lease commercial space.
- Residential for Sale: 72 condominiums
- Affordable Housing: Number of units & AMI to be determined with City of Gainesville.
- City of Gainesville Retail: We propose leasing the vacant retail location in the City parking garage.
- Total Stories: up to 10 (assumes office tenant signs LOI) 7 floors guaranteed.
- Total Square Feet: up to 250,000 (assumes 10 stories)



*Note: Options for curb cut locations for parking ramp access to parking deck are conceptual and subject to traffic study City Planning review



PROGRAM ELEMENTS

GROCERY STORE:

Due to the nature of the location many uses would work, could work and have been proven, such as bars, nightclubs and restaurants. We are NOT proposing those uses. For all the great qualities the site possesses, there are also some that are quite negative for those same neighbors of the site and perhaps none more harmful than its "status" as a food desert, per the USDA website.

To assist in alleviating this public health matter, we are proposing to place a grocery store on the ground floor. In order to assist us in tenant selection we are partnering with Southeast Centers (additional company information is contained in this document and on southeastcenters.com) which was founded in 1978 with the goal to develop grocery-oriented neighborhood centers in Florida, including Gainesville, for such names, in no particular order, as Publix, Whole Foods, Fresh Market, Trader Joe's, Winn Dixie, Aldi and Sprouts. The expertise they possess in working with several stores will ensure our success. Thus far, the response from some has been quite positive, and acknowledge that there are few options for residents east of 13th Street currently-- an issue we wish to solve through the development of this project.



PARKING:

We are proposing a few solutions. First, there exists, and we will maintain and enhance, the public street parking surrounding the site, and further, will seek to add additional street parking wherever possible. Second, the 2nd floor of this building will have as its main use a level of parking devoted almost exclusively to the grocery store. This is done for a few reasons, but mainly to ensure the ease of access for the customers of the store. The other two ways this parking level will help is to provide for a place where a foot bridge can connect to the City Owned parking garage and this building. As the garage is available for public use, overflow parking for the grocery can be accommodated as well as the other proposed uses in the proceeding.



OFFICE:

The second use of the proposed project will be office space. Currently there exists a tenant we believe could occupy up to four floors. Also, no new office space to this degree has been built since our own project, the Commerce Building next to City Hall, was constructed. At this point of the process, we cannot sign a letter of intent with a potential tenant (we do not have the site controlled) or divulge who they are publicly. That said, if we are chosen as the winning proposal, we will seek to move that relationship forward. The development team is committing in that scenario four (4) floors of office space and if the tenant does not wish to occupy, at least 1 floor of office will be spec built, and pending demand we would increase that amount.



FOR SALE RESIDENTIAL: The downtown area has seen some residential growth over the previous decade however it is mostly apartments and very little for sale and home ownership opportunities. We know this firsthand because we built Regent’s Park, located next to Gainesville City Hall, one of those few projects, nearly 15 years ago. The time is right for a variety of reasons to add units that can be owned. It will help stabilize the downtown as a livable place, can provide density in an area built for that without additional strain on transportation and infrastructure, and to be discussed, can add desperately needed affordable housing.

AFFORDABLE HOUSING:

A key component of our project is ensuring that a portion of the units will be maintained as affordable for decades to come. Few, if any, options exist in Gainesville to purchase for sale condominiums that are affordable and will be maintained as such. The City and its urban areas are developing quickly and prices for all types of housing either are already out of reach or quickly becoming so, and the number of units needed to address affordability is climbing, and rapidly so. Until and unless developments place some portion of its units aside to help address this crisis, very little can or will be done to reverse this course.

So, we intend to work with the City of Gainesville to do just that! There are several ways in which we can partner with the City on this. Please note, that we will engage deeply and quickly with the City should we be chosen in order to select the best method as the City and neighbors view it, for achieving affordable for sale units in this



development. We understand that there is scant funding for affordable units, and what is available statewide is extremely limited and hard to access in the City of Gainesville. In our price proposal a funding mechanism will be offered.

A few options to consider and each has its own particular needs:

- Community land trust model
- Share Equity Ownership
- Purchase and donation of units

In addition, our design partner, Fitzgerald Collaborative, has a current contract with the Gainesville Housing Authority specifically for affordable housing. Their experience in creating a design that is sensitive and responsive to the community needs will serve the entire project well.



Hotel ELEO
MEP Design by
VoltAir



**PROPOSED
SCHEDULE**

WORK PLAN	DURATION	
Sign contract with City of Gainesville	START	
PRE-DESIGN / SITE VERIFICATION / DUE DILIGENCE	2 MONTHS	
PROGRAMMING PHASE	1 MONTH	
Meeting - Programmatic Elements		
Program Review Meeting		
Program Presentation		
Cost Model Meeting		
CONCEPTUAL DESIGN PHASE	1 MONTH	
Design Charrette		
Conceptual Design Review Meeting		
Conceptual Design Review Presentation		
SCHEMATIC DESIGN PHASE	45 DAYS	
Meeting with Client		
SD Review Meeting		
SD Presentation		
Cost Estimate Review		
DESIGN DEVELOPMENT PHASE	45 DAYS	
DD Review Meeting		
DD Presentation		
CONSTRUCTION DOCUMENTS PHASE	5 MONTHS	
50% CD Review		
GMP Documents Review Meeting		
Cost Estimate Review Meeting		
100% CD Presentation		
BREAKING GROUND	YEAR FROM START	

PROJECT PRICE

Price Proposal:

Price: AMJ Group Inc.'s total offering price is \$2,045,000. We further acknowledge that a 4% commission is to be paid to Colliers International on the final, negotiated purchase price, at the time of closing.

Justification: The City of Gainesville recently conducted an appraisal with the firm Emerson Appraisal Company, dated December 17, 2020. The noted value was \$2,975,000 utilizing a highest and best use case scenario that includes a mix of retail, office, hotel and/or multifamily and 12 stories, 14 with a special use permit.

AMJ's development proposal has a similar mix of uses, ground floor retail, office and residential yet the proposed project diverges in several important ways; it will have fewer stories, up to 10, (minimum of 7), and less density for the residential than is permitted by right. Our proposed project will have only +/-72 units versus the more than 160 permitted by right, (likely these units would be rented and not for sale) which is less than half of the allowable amount, but providing the stability of homeownership. Therefore, we have proposed a price for the land that is less than the highest and best use appraisal value from the City of Gainesville, but consistent with the proposal's intended mix of uses, stories and densities. Further, we are offering to set aside several units to be affordable which may also influence the total purchase price.

Finally, our downtown Hyatt Place hotel project is located close to this site and will be under construction while this proposal is being vetted. It has also recently had an appraisal done and we feel that the purchase price proposed is consistent with that, the only project currently being built in the downtown.

In addition to the purchase price the proposer intends to lease, to be negotiated with the City of Gainesville, the currently vacant retail space in the City owned parking garage. Said space will be used as a sales center for the residential condominiums, and if possible, the construction administration office during that period of the project.

SUMMARY PRICE

Summary of price proposal:

Total offer price: \$2,045,000

Partnership with the City of Gainesville: We respectfully submit that in order to ensure the total success of the proposed development, a partnership with the City is required and would include the following elements:

Requested funds are shared solely from our purchase price, no other incentives are being requested.

- \$350,000 for site improvements surrounding the parcel. To include enhanced public street parking, road work, public sidewalks and other pedestrian amenities.
- \$150,000 towards a publicly accessible footbridge, connecting the City owned parking garage and the second-floor parking of the proposed project.
- \$1,000,000 towards affordable housing units. As stated previously, this can take several forms, each with its own nuances, but rather than predetermine the exact number of units and/or the AMI, or the best form for this, we are suggesting that a portion of the land purchase price gets allocated to address affordable housing thus having the funds needed to accomplish this goal, regardless of specific direction, which again, we will engage directly and quickly with the City during the proposal process once selected.
- Leasing of the City owned parking garage vacant retail site: we request that we begin negotiations with the City of Gainesville on a lease for this location. The project will need a presence near the site in order to quickly establish this location as a desirable place to work and live, and to show what the units may look like, a model. Also, this site has long been vacant, thereby ridding the downtown of another unused space. Additionally, it may serve as an office for the site project manager and staff.

DETAILED PRO FORMA

PROPOSED BUDGET	
CATEGORY	COST
LAND: See Proposal regarding uses	\$ 2,045,000.00
OTHER LAND COSTS - Commission 4%	\$ 81,800.00
SUBTOTAL SOFT COSTS	\$ 2,126,800.00
SOFT CONSTRUCTION COSTS	
DESIGN & ENGINEERING	\$ 300,000.00
DEVELOPMENT & FEES (Include Project Management)	\$ 500,000.00
PERMITS & LICENSES	\$ 300,000.00
MISCELLANEOUS	\$ 125,000.00
TI/PUBLIC SPACES	\$ -
OFFICE	\$ 500,000.00
PUBLIC SPACES	\$ 250,000.00
FITNESS CENTER	\$ 46,000.00
TECHNOLOGY, SIGNAGE, & PRE-OPENING EXPENSES	\$ -
TECHNOLOGY (Security, IT, Computer, etc)	\$ 100,000.00
SIGNAGE	\$ 25,000.00
PRE-OPENING EXPENSES	\$ 25,000.00
INTEREST RESERVE	\$ 850,000.00
SUBTOTAL SOFT COSTS	\$ 3,021,000.00
HARD CONSTRUCTION COSTS	
CONSTRUCTION CONTRACT	\$ 41,250,000.00
SUBTOTAL HARD CONSTRUCTION COSTS	\$ 41,250,000.00
CLOSING COSTS	
DOCUMENT STAMPS	\$ 150,000.00
APPRAISAL	\$ 6,800.00
PHASE 1 ENVIRONMENTAL	\$ 1,800.00
CONSTRUCTION MONITORING	\$ 12,000.00
PLAN & COST REVIEW	\$ 1,800.00
INSPECTION FEES	\$ 12,000.00
ATTORNEY FEES	\$ 10,000.00
TITLE FEES	\$ 45,000.00
MISC. CLOSING FEES	\$ 1,000.00
LOAN FEE	\$ 125,000.00
SUBTOTAL CLOSING COSTS	\$ 365,400.00
TOTALS	\$ 46,736,200.00

FINANCIAL CAPABILITY

Financial Capability

AMJ has provided two banking references on the following pages in which our capability in performing similar services has been outlined as successful, and that we have the necessary funds and resources available to produce this project for the City of Gainesville.



The Salvador Condominiums - 200,000 - SF / St. Petersburg, FL - MEP Design by VoltAir

BANK REFERENCE ONE



THE PRIVATE BANK

February 24, 2021

Colliers International and the City of Gainesville
200 East University Ave
Gainesville FL 32601

RE: Proposed Development at 104 SW 1st Avenue, Gainesville, FL 32601.

To Whom It May Concern,

I understand AMJ is responding to a Request for Proposal (RFP) from the City of Gainesville for a mixed-use development project on the existing parking Lot 10 in downtown Gainesville.

It is my pleasure to speak on behalf of Michael E. Warren, founder and President of AMJ Group, Inc. My name is John Moore. I am a Senior Vice President for The Private Bank. Mr. Warren has been our client since 1974.

- AMJ Group, Inc., and its associated companies, has developed, invested and managed similar projects in Gainesville, and throughout Florida, including Tampa/St. Petersburg, Southeast/Southwest Florida and Jacksonville.
- AMJ Group management team has the financial capability and resources to fund as well as gain access to the required equity.
- On behalf of The Private Bank and/or Wells Fargo Bank, N.A., we would have an interest in assisting with the project should AMJ be selected.

Should you have any questions, please feel free to contact me. Thank you.

Sincerely,

A handwritten signature in blue ink, appearing to read "John P. Moore".

John P. Moore
Senior Vice President
Private Wealth Advisor

Wells Fargo Private Bank | One Independent Drive, 20th Floor | Jacksonville, FL 32202
MAC Z3094-200 | NMLSR ID 519471

Tel 904-351-7501 | Cell 904-635-1294 | Fax 904-351-7557

john.p.moore@wellsfargo.com

BANK REFERENCE TWO



February 24, 2021

City of Gainesville
200 E. University Avenue
Gainesville, FL 32601

Colliers International
107 SW 7th Street
Gainesville, FL 32601

RE: Michael E. Warren & AMJ Group, Inc.

I have had the opportunity to know and work with Mike Warren and his entities for over thirty years. My lending institutions have also had the opportunity to finance many of his projects in Gainesville over the years. Mr. Warren has informed me of his interest in the proposed development and RFP for 104 SW 1st Avenue, Gainesville.

In my opinion, AMJ Group Inc and its associated companies have developed similar projects and have the sophistication to do another one successfully. The AMJ management team also has the expertise and financial capacity to fund and gain access to capital to complete the project.

CenterState Bank has an extensive presence and prior involvement in financing projects / customers in the Gainesville market and would like to be of assistance in this development opportunity.

If I can be of any further assistance, please feel free to contact me on my cell at (352) 316-4835.

Best Regards,

Bob Page

Bob Page, Community President
Senior Vice President

DIFFERENTIATORS

A Diverse Team with Many Perspectives

The Team of AMJ, Fitzgerald Collaborative (FC), and Southeast Centers has selected a diverse team of experts to especially serve the City of Gainesville needs. FC is a majority African-American owned Minority Business Enterprise (MBE). Also, the team's structural consultant, Sykes Engineers, Pre-Construction Services Consultant Elevated Design and Construction, and Civil Engineering and MEP Engineering consultants are all MBE Firms.

By bringing in many different perspectives we aim to create a project with lasting impact for all of the future residents, guests, clients, business owners, and visitors that will frequent the area.

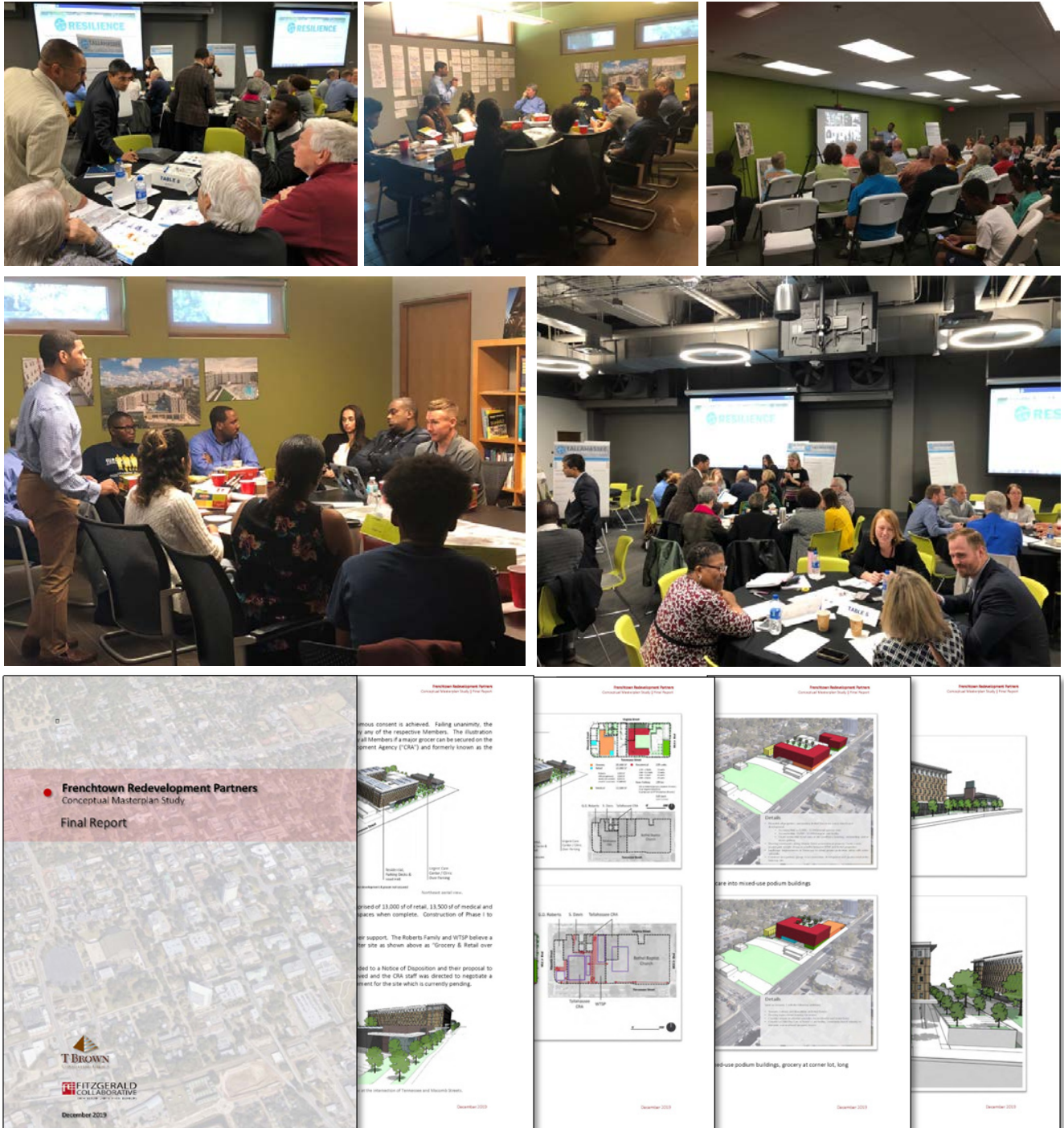
Our team's leadership is active within their communities through organizations such as Urban Land Institute (ULI), American Institute of Architects, National Organization for Minority Architects, and Commercial Real Estate Women (CREW). Additionally each leadership member is active in the civic activities in the municipality in which they live.



Principal Donald Gray mentoring students interested in STEM / Architecture and Design

Community Engagement

Fitzgerald Collaborative, and in particular Managing Principal Donald Gray, has contributed to community engagement committees and historical user group committees for speculative mixed-use developments in the city of Tallahassee. He serves on local boards, design outreach programs, and advocacy committees for the Florida chapter of the American Institute of Architects. By integrating his approach in with the team's mission to provide a sensitive and responsive approach, we aim to seamlessly integrate this project within the existing neighborhood fabric.



Community Engagement workshops/seminars and resulting reports

An Active, Engaged Team within the City of Gainesville

The Team of AMJ, Fitzgerald Collaborative (FC), and Southeast Centers is currently active and engaged within the City of Gainesville and are seeking this opportunity to provide a lasting and meaningful impact within the community.

AMJ has many projects located near the site, three being Regents Park, the Commerce Building as well as Hyatt Place. From this experience we bring our knowledge of timing/scheduling, relative expected budget, and a good handle on how long a project might take given certain circumstances.

Fitzgerald Collaborative principal Donald Gray has worked with the City of Gainesville Housing Authority as well as the Gainesville Community Reinvestment Area on projects as a part of their plan to encourage long-term homeownership and spur development and reinvestment in the 5th Avenue/Pleasant Street area.

Southeast Centers has ample experience in many different types of markets within North Florida, including Gainesville, and will assist in fine-tuning the selection of a proper grocery anchor tenant for the project to assist us in reaching our goals of creating a walkable, livable community open to all.



Gainesville FL Model Block Housing Study - Fitzgerald Collaborative

A Commitment to Sustainability and Health

AMJ, Fitzgerald Collaborative, and Southeast Centers are committed to a responsible design process that implements sustainable aspects in terms of spatial recognition, orientation of structures and spaces, material selection, and the health of the people who inhabit our spaces. We recognize the importance of creating safe and sustainable environments and the value that provides to the citizens of Gainesville. Throughout the design process, coordination of these thoughts with the City of Gainesville and our Team is emphasized as well as the importance of any other stakeholders in the process. Approximately 70% of Fitzgerald Collaborative projects are LEED certified or qualified. Sustainability is a part of the fabric of our design. We often will bring in sustainability specialists to work with us to achieve a level of design. Your sustainability goals will be established at the beginning of the project, and we will coordinate with you until we meet them



Edmonton Federal Building - BOMA International Green Wall Study

