

# City of Gainesville

*City Hall  
200 East University Avenue  
Gainesville, Florida 32601*



## **Meeting Agenda**

**December 17, 2012**

**3:00 PM**

**City Hall Auditorium**

## **Community Redevelopment Agency**

*Susan Bottcher (Chair)  
Todd Chase (Vice-Chair)  
Thomas Hawkins (Member)  
Yvonne Hinson-Rawls (Member)  
Craig Lowe (Member)  
Lauren Poe (Member)  
Randy Wells (Member)*

***Persons with disabilities who require assistance to participate in this meeting are requested to notify the Office of Equal Opportunity at 334-5051 or call the TDD phone line at 334-2069 at least 48 hours in advance.***

**CALL TO ORDER****ROLL CALL****ADOPTION OF CONSENT AGENDA****SECRETARY CONSENT****EXECUTIVE DIRECTOR CONSENT****120621.** CRA Project Summary (NB)

*Explanation: As a regular informational item on CRA agendas, Staff provides a brief update on selected referrals, redevelopment projects and development agreements under review. This monthly update is typically a limited sampling of the CRA's many on-going projects, as opposed to a complete list.*

*CRA Wide*

*Economic Development Finance - Staff continues to meet with business owners to market the CRA's economic development initiatives and is currently researching options for new programs based upon local needs.*

*Eastside*

*GTEC - The City is currently negotiating the terms of a long-term management agreement with Santa Fe College to provide incubator programming and entrepreneurship training at GTEC.*

*1717 SE 8th Avenue Redevelopment - The idea of an innovative, flexible environmentally friendly community has been discussed at great length with the Eastside Advisory Board as well as the CRA Board. Staff is moving forward with a comprehensive infrastructure study on the 1717 SE 8th avenue property in order to determine what infrastructure needs of the site. Staff will begin the process of reaching out to community stakeholders and community groups in order to keep them informed and abreast of the redevelopment process.*

*ERAB Exterior Paint Program - Paint program applications are accepted on a rolling basis. Staff is meeting with business owners in the area to market the program and anticipates receiving applications in the near future.*

*Bus Depot Fencing - CRA staff met with the School Board of Alachua County Facilities Department and the scope of the project is being refined to include the Hawthorne Road portion of the property with a*

goal to address SE 18th Street next fiscal year, pending budget appropriations. CRA staff is revising the schematics in preparation for SBAC to bid the project.

*Hawthorne Road Corridor Improvements - On this agenda*

*Perryman's Grocery - The former-grocery building is associated with the Cotton Club property. The CRA is assisting with the re-use of the building and will soon initiate design for its rehabilitation. An update will be given at an upcoming meeting.*

*Downtown*

*Depot Program Update - Depot Building Phase I Rehabilitation: Rehabilitation of the building is now nearly complete. Final completion has been delayed due manufacturing issues associated with the roofing material. A grand opening event is being organized for the public to celebrate the building and Depot Park Phase I completion.*

*Depot Building Phase II Tenant Build-out: City Purchasing issued an Invitation to Negotiate on August 23, 2012 to identify potential tenants for the restaurant and café spaces at the Depot Building. The deadline for responses was November 7, 2012. Staff is currently reviewing proposals and plans to present successful responses to City Commission, CRA and DRAB in early 2013.*

*Depot Building Phase II: Museum Interpretive Planning: A museum interpretive plan is being developed for the freight depot section. Public workshops will be scheduled to gain public knowledge, stories, and artifacts regarding the building's history. The first Depot Day workshop will be December 8th from 9 - Noon in the Depot Building.*

*Depot Park Phase I Construction: Phase I of Depot Park, the north 2 acres surrounding the Depot Building is complete. A grand opening event is being organized for the public to celebrate the building and Depot Park Phase I completion.*

*Depot Park Phase II Design and Construction: At the April CRA Board meeting, a proposal for completion of Depot Park Phase I Construction Documents was approved. Completion of those documents is now underway. Construction is scheduled to commence following the construction of the Public Works Department's stormwater pond project; anticipated February 2013.*

*Additional Contamination Remediation: Additional contamination outside of the scope of the GRU project is being remediated by the City's Public Works Department. The major contaminants of concern included Arsenic and PAH's. The top two feet of soil have been removed and are being capped with imported clean fill in accordance with the remediation action plan (RAP) approved by the FDEP. Remediation commenced during January 2012 and is now substantially completed. The*

*remainder will be completed during the stormwater construction.*

*Stormwater Pond Design and Construction: Design documents for the Public Works Department's stormwater basins are finalized. Concepts developed by the CRA's stormwater peer review have been incorporated to create a constructed wetland and water recirculation loop in order to increase water treatment and aesthetic quality. The project construction bid has been awarded with construction to commence in the near future.*

*Cade Museum - on this agenda*

*Power District Redevelopment - A lease was executed between the City and Prioria Robotics, Inc. in June. Phase I construction began in July and will conclude by the end of the year. Phase II construction started in September and will conclude by end of January 2013. Per lease agreement, tenant move-in will be in early February 2013.*

*Downtown Bike Racks - The CRA has conversed with the City of Gainesville Bicycle and Pedestrian Coordinator, the cycling community and other stakeholders to determine the highest areas of need to increase the quantity of bicycle parking in the downtown. Construction is estimated to begin in early 2013.*

*CPUH*

*13th Street Overpass - The project opened to the public Thanksgiving week.*

*Depot Avenue Rail Trail (1100-1300 BLK) - The project opened to the public Thanksgiving week.*

*SW 13th Street Streetscape/Overpass Plaza - The project opened to the public Thanksgiving week.*

*SW 13th Street Medians - The contractor installed the last remaining landscape materials and substantial completion was reached during final week of November. Completion of punchlist items and project close out are expected in December. The project will be included in a ribbon cutting ceremony planned for January 2013.*

*SW 12th Street Lighting Phase II - The CRA and AEI (Affiliated Engineers, Inc.) have completed 100% construction documents. Lighting has been ordered and Gray Construction is being engaged to develop a Guaranteed Maximum Price proposal (GMP). It is estimated that construction will be underway near the end of the year.*

*NW 1st Avenue - The objective of the NW 1st Avenue project is enhancing transportation, utility and stormwater functions to support current and future redevelopment initiatives. The general project limits are from NW 16th Street to NW 20th Street. The Basis for Design is underway and Perkins + Will held two public meetings with local*

businesses, property owners, developers and City and utilities staff in October and November to review an analysis of the corridor and view initial concepts. Parking, travel lanes, solid waste, utilities, pedestrian and bike facilities and lighting were discussed. At this time, one- and two way options are being considered. Additional stakeholder meetings will take place in December. Completion of the Basis for Design is anticipated soon after.

South Main Street - On this agenda

Innovation District Projects - SW 9th Street and SW 3rd Ave designs are at 60% development. The CRA is coordinating with the Public Works Department on maintenance cost estimates for the projects. The design teams met with the SJRWMD to discuss the permitting methodology and process for the stormwater management system.

FAPS

Legacy Project - The capital campaign is underway and is currently receiving donations. The A. Quinn Jones Museum website was launched and can be viewed at [www.aqjmuseum.org](http://www.aqjmuseum.org) <<http://www.aqjmuseum.org>>. The planning phase for the Heritage Trail Project which will utilize the A.Q. Jones House Museum as its trail head will begin in early 2013.

Model Block 5th Avenue - The two remaining model block homes are now under contract and closing dates are being determined. Craig Wilburn of Bosshardt Realty is the listing agent, for additional information regarding the homes please contact Craig at 352-317-0707.

FAPS Façade Program - The Façade Grant Program is currently open and staff is accepting applications.

NW 5th Ave Commercial Building - The CRA is currently in negotiations with a local technology start-up company to lease the downstairs commercial space.

## [120622](#)

### **CRA RFQ for General Engineering and Consulting Services (B)**

*Explanation:* In September 2012 the City of Gainesville Purchasing Department posted a Request for Qualification for General Engineering and Consulting Services. Statements of Qualification were requested from qualified professional engineering/consulting firms to provide professional services associated with civil, environmental, construction administration, assessments and studies, design, permitting, implementation and structural, mechanical, systems and electrical engineering for CRA projects.

Fifteen firms responded to the RFQ and on November 5, 2012 the selection committee met to evaluate and rank the written proposals. The

top six ranked firms were invited for presentations to the selection committee on November 13, 2012. The selection committee heard the presentations and then met to rank the firms. The top three firms, in order of ranking, were Brown & Cullen, Inc. (Gainesville, FL), Chen Moore & Associates (Gainesville, FL) and Comprehensive Engineering Services, Inc. (Orlando, FL).

*Fiscal Note:* Projects in each Redevelopment Area are budgeted for on an annual basis and engineering fee proposals are negotiated on a per project basis.

**RECOMMENDATION**

CRA Executive Director to the CRA: 1) Approve the ranking of the top three (3) firms in the order listed; and 2) authorize the CRA Executive Director to negotiate and execute contracts with the top ranked firms, and if unsuccessful, to negotiate with the remaining firms in the order ranked, subject to approval by the CRA Attorney as to form and legality.

[120622\\_BID TAB\\_20121217.pdf](#)

[120623.](#)

**Lease with SharpSpring, LLC for Suite 100 of the 802 NW 5th Avenue Commercial Building (B)**

*Explanation:* The CRA building was developed as a catalyst for increased commercial development along the 5th Avenue corridor. While the second floor houses the CRA office, the first floor was constructed as a shell for a future business.

In late 2008, the CRA approved 802 NW 5th Avenue as the site of the new CRA mixed-use office building, bringing Class A office space to the Fifth Avenue Pleasant Street Redevelopment Area. In consultation with neighborhood residents and community leaders, the CRA decided that a new office building should be a driver for new jobs, business and economic activity along 5th Avenue.

Construction was completed in the summer of 2010 and the CRA moved into Suite 200 in August 2010. The first floor, Suite 100, was left as an unfinished shell to allow for maximum flexibility for future uses.

Staff has marketed Suite 100 using various channels, including the use of a commercial real estate broker. However, not having the space in move-in ready condition has been a barrier to securing a tenant.

Feedback received from several companies and commercial real estate brokers indicated that a build out was necessary to make the space leasable. Accordingly, the CRA has begun work on a basic "vanilla shell" build-out of the space, including pouring the floor, adding plumbing fixtures, furring out the walls and completing the electrical and HVAC work etc. This work will prepare the space for tenant use, while maintaining the flexibility of the space. Additional build-out and furnishings will be provided by tenants, as needed.

Last month a local technology company, SharpSpring LLC., expressed interest in leasing the space. Accordingly, staff began negotiating terms and preparing a lease document with the CRA Attorney.

*SharpSpring is a local technology company that provides a comprehensive sales and marketing management solution for businesses, allowing them to track and optimize every aspect of the sales cycle from "lead to close." The company plans to initially locate 8-10 employees in the space with plans to expand to fifteen employees within the next few years.*

*Bringing SharpSpring into the 802 NW 5th Avenue commercial building will contribute to the City's innovation economy as well as create high-wage, high-growth jobs within the Fifth Avenue Pleasant Street Redevelopment Area.*

*CRA approval is needed before a lease can be executed by the CRA Executive Director.*

*Fiscal Note: Upon execution the CRA and SharpSpring, LLC. will enter into a 3-year lease at \$9.50/SF with a 3% annual increase. This rental rate is in line with current Gainesville commercial market rates. As part of the lease terms, SharpSpring is providing an upfront good faith payment of the first year's rent in lieu of personal guarantee.*

**RECOMMENDATION**

*CRA Executive Director to CRA Board: Authorize the CRA Executive Director to execute a lease with SharpSpring LLC., subject to review as to form and legality by the CRA Attorney.*

[120623 LEASE 20121217.pdf](#)

## **END OF THE CONSENT AGENDA**

## **ADOPTION OF REGULAR AGENDA**

## **SECRETARY**

## **EXECUTIVE DIRECTOR**

[120624.](#)

### **South Main Street (B)**

*Explanation: A "Basis of Design" project for South Main Street between Depot Avenue and South 10th Avenue was kicked-off in August 2012. Perkins + Will are the urban designers for the project. Two rounds of stakeholder meetings were held in September through November to discuss the design potential, constraints and proposed layouts. Stakeholders from the private and public sector were invited to provide their feedback on the proposed layouts. The final "Basis of Design" is the outcome of these consultations and feedback received from the various Stakeholders. CRA Staff will present highlights of the completed Basis of Design. Next steps will be detailed engineering design in 2013.*

*The Downtown and College Park/University Heights Redevelopment Advisory boards both recommended approval of the "Basis of Design".*

*Fiscal Note: The contract for the Basis of Design is fully funded through the CPUH Primary Corridors, South Main Street account.*

**RECOMMENDATION** CRA Executive Director to CRA Board: Hear presentation from Staff

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[120624\\_BASIS OF DESIGN\\_20121217.pdf](#)

## [120626.](#)

### **Cade Museum Agreement (B)**

*Explanation: On October 2, 2012, the City of Gainesville and the Cade Museum Foundation entered into a Memorandum of Understanding (MOU) regarding the proposed Cade Museum and future plans to locate the Museum at Depot Park. Within the MOU, the City agreed to provide a draft form of ground lease for the project to the Cade Museum for review prior within 90 days of MOU execution. Since that time, the CRA Attorney has been working with CRA staff to draft a document for these purposes. Legal counsel has indicated that their office currently recommends structuring this document as a Development and Disposition Agreement, which will allow for the parties to negotiate a more comprehensive and flexible legal instrument. However, as the language within the MOU specifically describes a "ground lease", the MOU will require amendment to reflect this proposed change. Should this amendment to the MOU be passed, Legal staff is prepared to provide the draft Development and Disposition Agreement to the Cade Museum pursuant to the timeline described in the MOU.*

*Fiscal Note: None at this time.*

**RECOMMENDATION** CRA Attorney to the CRA Board: Recommend the City Commission request the City Attorney amend the Cade Museum MOU.

[120626\\_MOU\\_20121217.pdf](#)

## [120627.](#)

### **Hawthorne Road Corridor Assessment (B)**

*Explanation: In September 2012, Chen Moore and Associates was engaged to complete an Infrastructure Assessment and Visioning for the Hawthorne Road Corridor. The project began with intensive due diligence and mapping to evaluate and identify existing conditions (and future planned improvements) including roadway access, utilities and existing land uses. The goal of this work is to determine the existing conditions' impact on future development along the corridor.*

*Task One of the agreement included a preliminary evaluation of the corridor (from SE 14th Street to SE 24th Street). Intensive data collection from FDOT, GRU, City Public Works, Alachua County, FDEP and various utility companies is included and the final deliverable was an*



existing conditions map.

*Task Two of the agreement included a utility analysis, utility mapping, environmental, land use and zoning analyses and the final deliverables are current utility, environmental and land use and zoning maps.*

*Task Three included visual resource analyses and regulatory due diligence to determine physical elements that will be impacted by any proposed designs for the corridor. Regulatory procedures that will be necessary to implement any improvements to the corridor were also considered and identified. Preliminary concept plans for the corridor have also been created and are the final deliverables under this contract.*

*CRA staff and representatives from Chen Moore and Associates will be presenting a summary of all final deliverables to the Board.*

*Fiscal Note: The corridor assessment is funded from the Eastside Primary Corridors account.*

**RECOMMENDATION**

*CRA Executive Director to the CRA Board: Hear presentation from staff and provide feedback*

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[120628.](#)

**Downtown Community Plaza Concepts (B)**

*Explanation: In the fall of 2011, CRA staff presented an update on the Downtown Plaza including efforts to date to create a more place-driven approach instead of a project-driven approach to increase accessibility, activity, comfort and sociability. Staff detailed their findings, and summarized the challenges and opportunities of the Plaza, including the significance of the role that a public plaza plays in a downtown and how it both influences and is influenced by the surrounding context. The presentation also analyzed the challenges and opportunities associated with reconfiguring the Plaza, identified specific issues that would impact the future design, and provided imagery to help explain those issues.*

*The major concept identified for improvement was the importance of site utilization. Essential to fostering activity on the Plaza, great public spaces have regular/daily utilization across the entire site. Since Free Friday concerts, the Farmer's Market and the Lunchbox Café are all very successful elements; there is strong evidence that the space can be successful as a whole if properly utilized.*

*Recommendations for better site utilization of the Plaza included an emphasis on the significance of the corners, clearly defining the edges of the Plaza, improving the central gathering space and increasing the visibility into the interior of the Plaza. The ultimate goal is to capture the market of users on a regular basis through better site utilization. The ultimate goal is to continue to support and encourage its successful*

uses, expand upon programmed events and create places for enhanced activities where connections can be made and successes are shared.

With this in mind and at the direction of the CRA Board, staff began to look at ways to accomplish these goals in a more cost effective way. Staff held meetings with Gainesville Police Department, Regional Transit System and the Parks, Recreational and Cultural Affairs staff to learn more about the internal stakeholders' challenges with their respective programs and duties on the Plaza. When compiling the comments and wish lists of external and internal stakeholders engaged over the years, it became clear that the priority focus should be on activating the north side of the Plaza. Staff engaged a consultant to contemplate a new "face" for the Plaza that clearly defines the space, activates the corners, improves upon the gathering spaces and increases visibility into the interior of the Plaza. Concepts will be presented for consideration in an effort to gain support for addressing the north side of the Plaza.

*Fiscal Note: None at this time*

**RECOMMENDATION**

CRA Executive Director to the CRA Board: 1) Hear presentation from staff 2) provide feedback and 3) recommend approval to move forward into designing of construction documents for the north side of the Downtown Plaza

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**CRA ATTORNEY**

**REPORTS FROM ADVISORY BOARDS/COMMITTEES**

**COLLEGE PARK/UNIVERSITY HEIGHTS REDEVELOPMENT ADVISORY BOARD  
COLLEGE PARK/UNIVERSITY HEIGHTS REDEVELOPMENT ADVISORY BOARD**

**DOWNTOWN REDEVELOPMENT ADVISORY BOARD**

**EASTSIDE REDEVELOPMENT ADVISORY BOARD**

**FIFTH AVENUE/PLEASANT STREET REDEVELOPMENT ADVISORY BOARD**

**MEMBER COMMENT**

**CITIZEN COMMENT**

**NEXT MEETING DATE**

**ADJOURNMENT**

