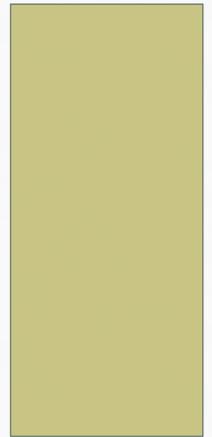


DOWNTOWN BO DIDDLEY COMMUNITY PLAZA: NORTH SIDE PROJECT

FEBRUARY 16, 2015 | CRA



TODAY'S AGENDA

- Why are we doing this...?
- How are we doing this...?
- Bethel Station Update
- Incorporation of Stakeholder Feedback
- Critical Path: North Side Project



WHY ARE WE DOING THIS...?

- Activate the Plaza
- How do we want it to function? Form will follow...
- Transcripts of meetings, compilations of stakeholder comments
- Overwhelmingly we heard the same things from everyone...
- Looked at North Side Improvements to facilitate these changes + create opportunity to rethink the way we've been doing things
- Starting Line or Finish Line?



WHY ARE WE DOING THIS...?

- Hardware + Software
- Goal = Robust, fully programmed Downtown Plaza
 - Diverse activities for people of all ages, and interests
 - All time slots, seven days a week
- Determine best way to create vibrant, full programming
- Look at ways streamline rental procedures, and create strong partnerships for programming relationships



HOW ARE WE DOING THIS...?

- Revenue potential of the entire Downtown Plaza is a critical driver of the design
- Fully activated Downtown Plaza will benefit other Downtown businesses
- Bringing Bethel Station forward now; café and robust business plan to follow
- Come back with bids and have exact cost to build + revenue potential

	Original Concept SF	Square Feet	Cost to Build (Inc. GC's & Fees)	Revenue Potential	Funding Source
Café Shell	300 sf	972 sf	\$171,242	TBD	ED
Green Room & Restrooms	920 sf	1158 sf	\$370,674	TBD	Plaza
Kiosk	134 sf	134 sf	\$61,117	TBD	ED
Bethel Station	N/A	~350 sf	-	~\$1,200	Revenue Account



BETHEL STATION: SELECTION PROCESS

- Bethel Station opportunity was widely advertised
 - Facebook, newspaper, sign on building, CRA contact lists
- CRA received a very strong response
- Top four candidates came in for interviews with committee
- Selection based on...
 - ✓ Proposed concept
 - ✓ Right fit for Downtown Plaza
 - ✓ Potential for interaction with Downtown Plaza activities
 - ✓ Past restaurant experience
 - ✓ Ability to bring new energy/excitement and clientele to the Downtown



BETHEL STATION: STEAMERS, INC.



- Art Guy with employees in front of the Bethel station

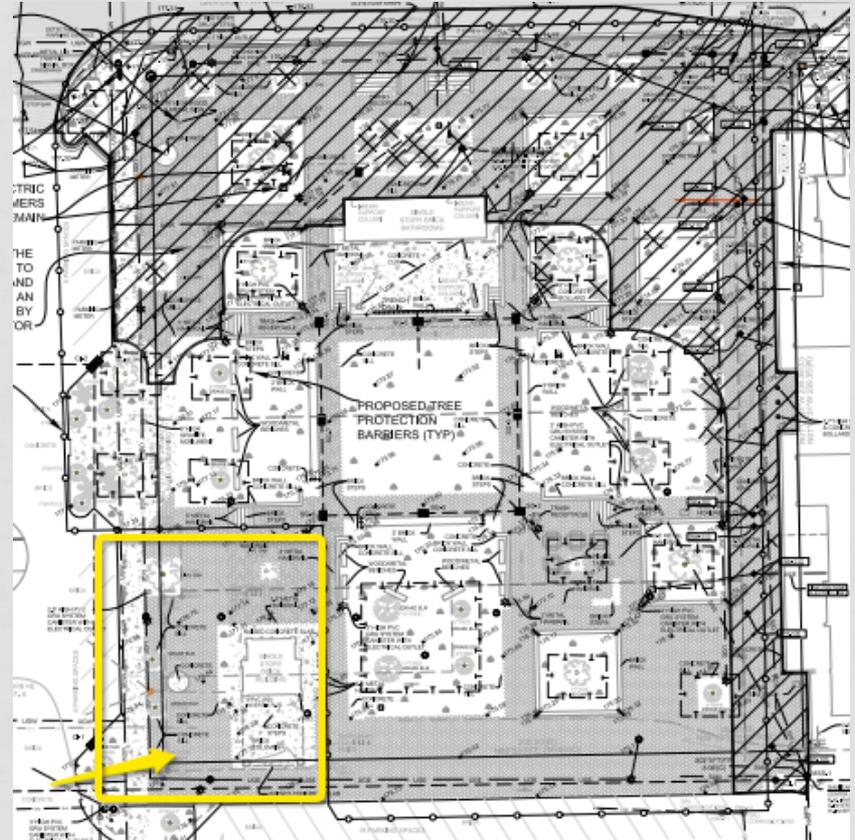
- Original Steamers was located on NW 1st Ave in College Park
- Known for affordable, generous servings and sandwiches



- Will bring back original menu plus new specials for Downtown Plaza events, Soul Food Fridays etc.
- Creating permanent jobs for five team members

BETHEL STATION: NEXT STEPS

- City Commission February 19th
- Tenant would take possession March 1st
- Recommend reduced rent during construction phase
- Recommend a license agreement to license Right of Way and parking immediately adjacent to the property during the construction



STAKEHOLDER FEEDBACK

- October 15, 2014 “Move forward with the design of Scheme 3 for submission to the Site Development Plan Review process”
- Additional feedback received by Board and Stakeholders
 1. Programming + Management
 2. Design
 3. Parking



STAKEHOLDER FEEDBACK: PROGRAMMING & MANAGEMENT

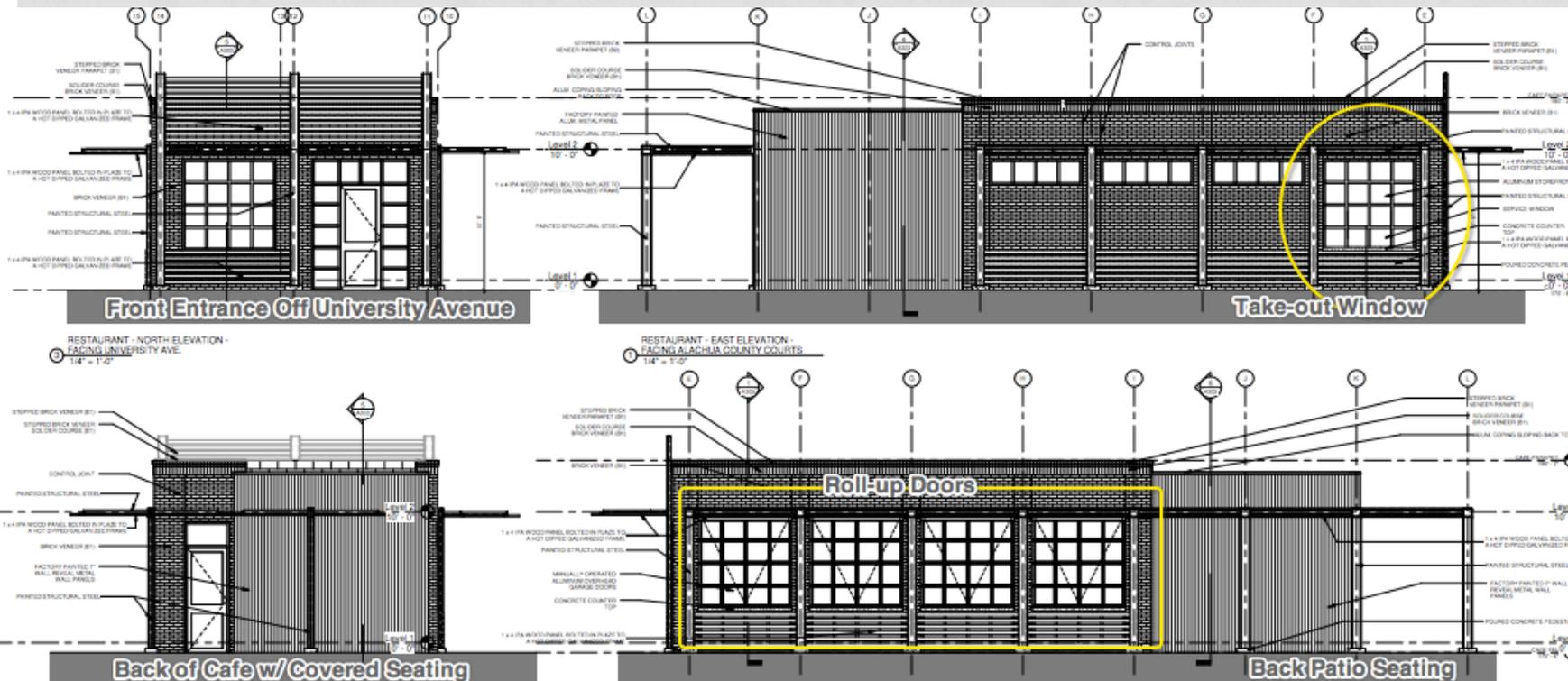
- Touched on business plan + revenue generation
- Creating alliances for robust programming + streamlined procedures
 - Opportunities for greater synthesis & consolidation
 - Met with other successful public venues + managers
 - Position that could potentially manage Plaza and Depot Park Amphitheatre
 - We heard you... yoga, movies, game days, workshops, lunchtime concerts, etc.
 - Identified locations for public art & how we incorporate that into programming
- Packaging Plaza's identity + branding
 - Working with 160/90 to create interactive construction signage
 - Next steps are branding/marketing for the future of the Bo Diddley Community Plaza (GNV rich musical history)





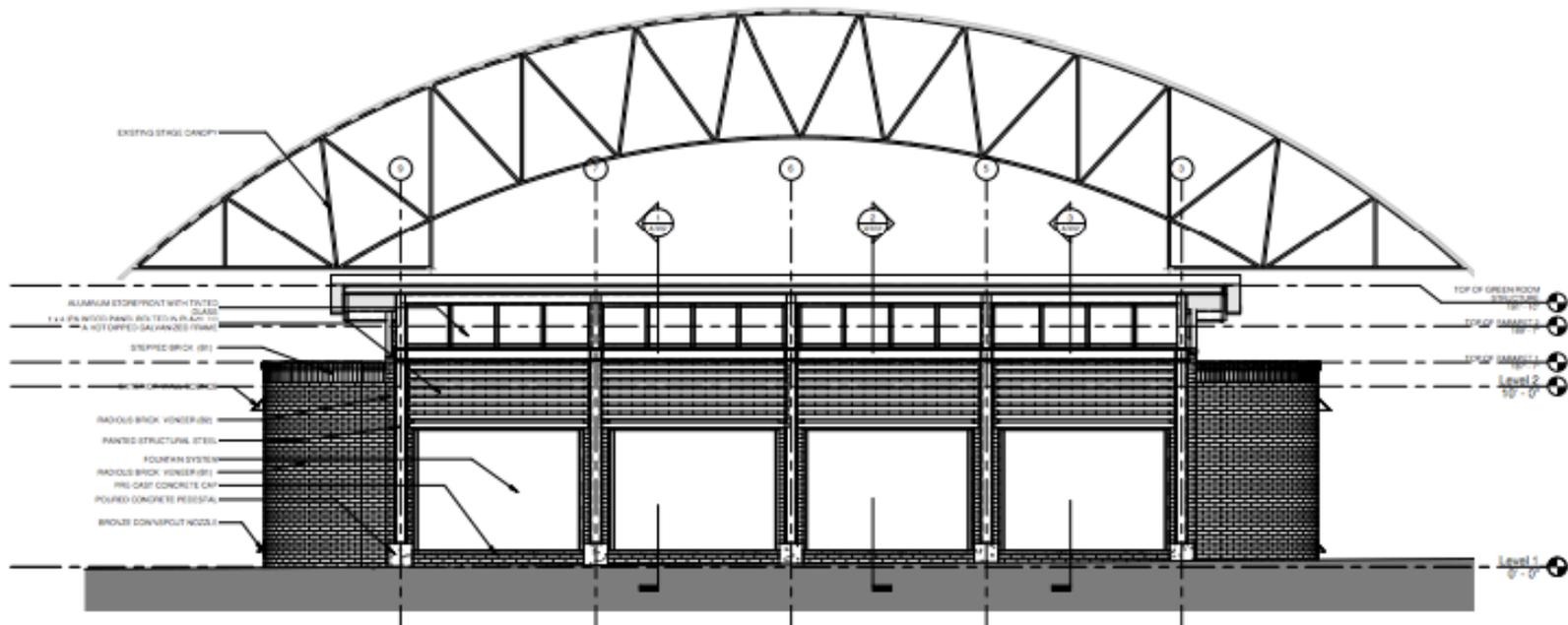
STAKEHOLDER FEEDBACK: DESIGN

- Café (972sf heated/cooled, 894sf overhangs/porches)
 - Incorporated roll up garage doors to the west wall to encourage openness
 - Take-out window to activate east wall
 - Originally 300sf



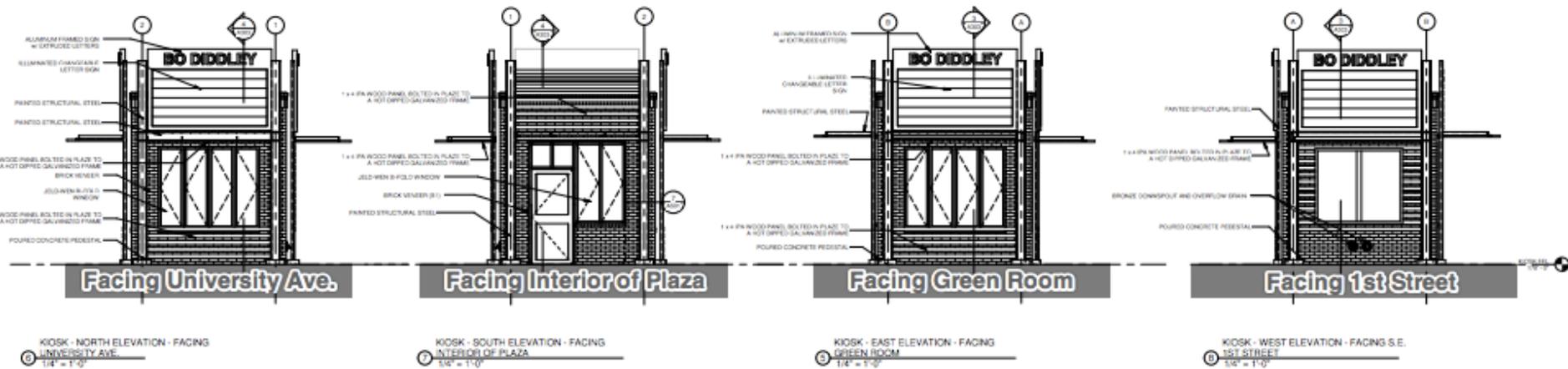
STAKEHOLDER FEEDBACK: DESIGN

- Green Room (1,158sf heated/cooled, 209sf overhangs/porches)
 - Kept four “bays” of the water wall, clerestory windows and a flat roof (elements of old commercial storefronts with transom windows)
 - Originally 920sf



STAKEHOLDER FEEDBACK: DESIGN

- Kiosk (134sf heated/cooled, 156sf overhangs/porches)
 - Relocated flush with the green room and café improvements
 - Added square footage for greater flexibility
 - Incorporated air conditioning
 - Signage



STAKEHOLDER FEEDBACK: PARKING

- Parking Along 1st Avenue & 1st Street
 - 6 spaces designated for County Managers & Department Heads
 - 19 decals total – allows parking in all 2-hour spots
 - Asked to look into single meter parking for all spots adjacent to Plaza (\$8-9K each)
 - Half hour rates up to 2 hours maximum
 - Loading zone use for the first three spaces during special events



CRITICAL PATH: NORTH SIDE PROJECT

- **February 16th** – CRA Board Presentation
- **February 18th** – FDOT General Use Permit Issued
- **February 26th** – Final Development Order Issued & Last Event for the Year (Preservation Hall Jazz Band + Flat Land @ 7p)
- **March 1st** – Plaza Closing for Construction
- **TBD:** Building Permit Application Submitted
- **TBD:** Notice to Proceed Issued

FREE CONCERT OPEN TO PUBLIC
7PM THURSDAY, FEBRUARY 26, 2015

WHO? Preservation Hall Jazz Band & Flat Land
WHERE? Bo Diddley Community Plaza, downtown
WHAT ELSE? Food trucks & Brews
YOU'LL BE THERE? We can't wait.

frank 2015, a gathering that connects people who speak for the greater good, brings you a free concert where there will be food trucks... Could it get any better? We think not.

frank²
GATHERING

RECOMMENDATIONS

Downtown Redevelopment Advisory Board to the CRA Board: 1) Approve 90% construction documents as presented and 2) Approved the Guaranteed Maximum Price proposal; not to exceed \$1,900,000.

CRA Executive Director to the CRA Board: 1) Approve the Guaranteed Maximum Price proposal from Oelrich Construction in the amount of \$1,863,323.00 and 2) Authorize the CRA Director to execute "Exhibit E", the official Notice to Proceed accepting the GMP for the Construction Management and 3) Authorize the CRA Executive Director to execute all necessary documents, as subject to review and approval by the CRA Attorney as to form and content.

