POWER DISTRICT
RFQ SELECTION PRESENTATION
JULY 18, 2016

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POWER
DISTRICT

POWER DISTRICT RFQ

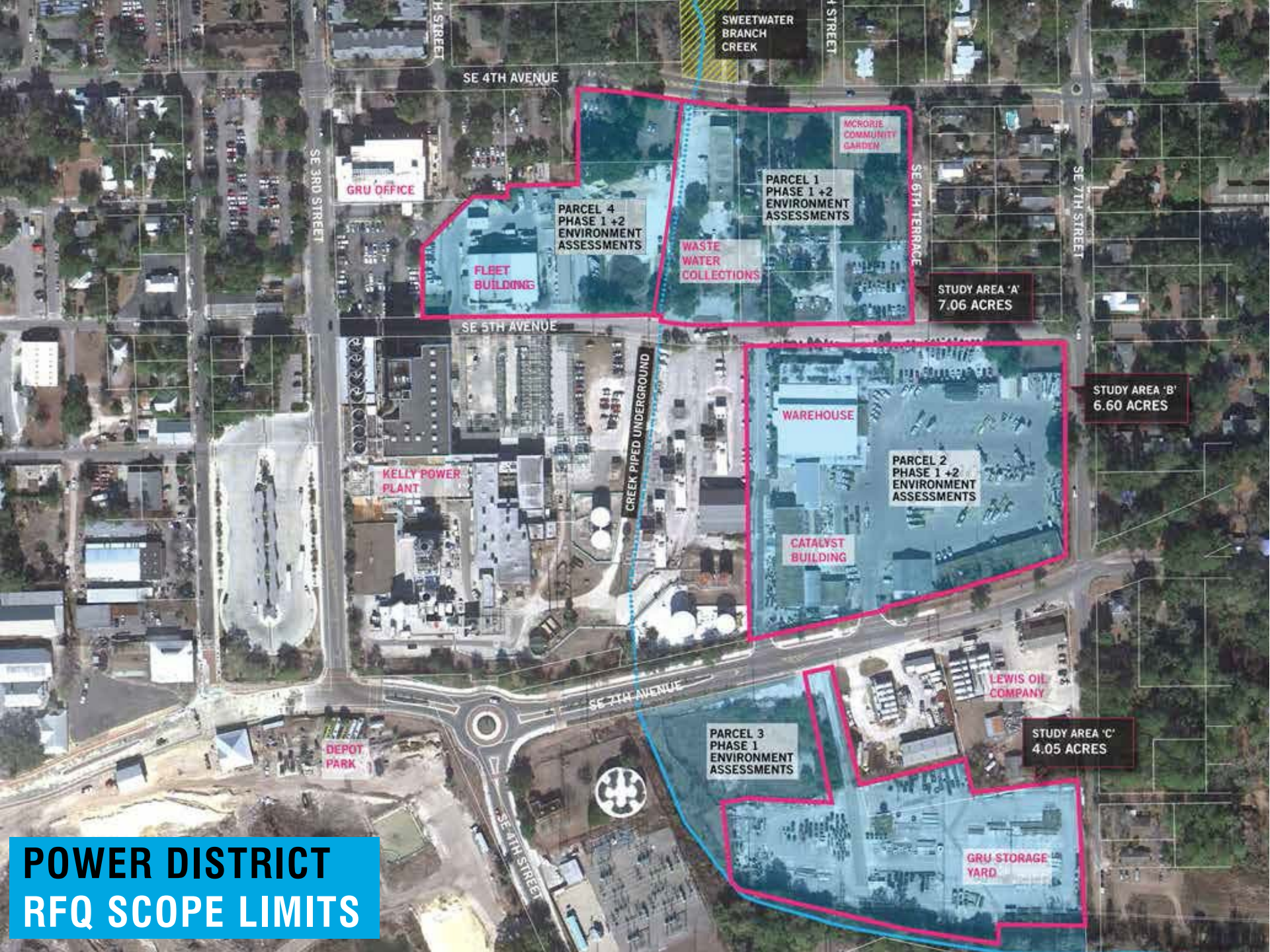
On April 18, 2016 the CRA issued an RFQ (Request For Qualifications) seeking qualified development teams interested in implementing the 2013 Power District Redevelopment Plan.

A total of (3) three proposals were received from the following development teams:

1) Concept Companies of Gainesville, FL

2) Cross Street Partners of Baltimore, MD

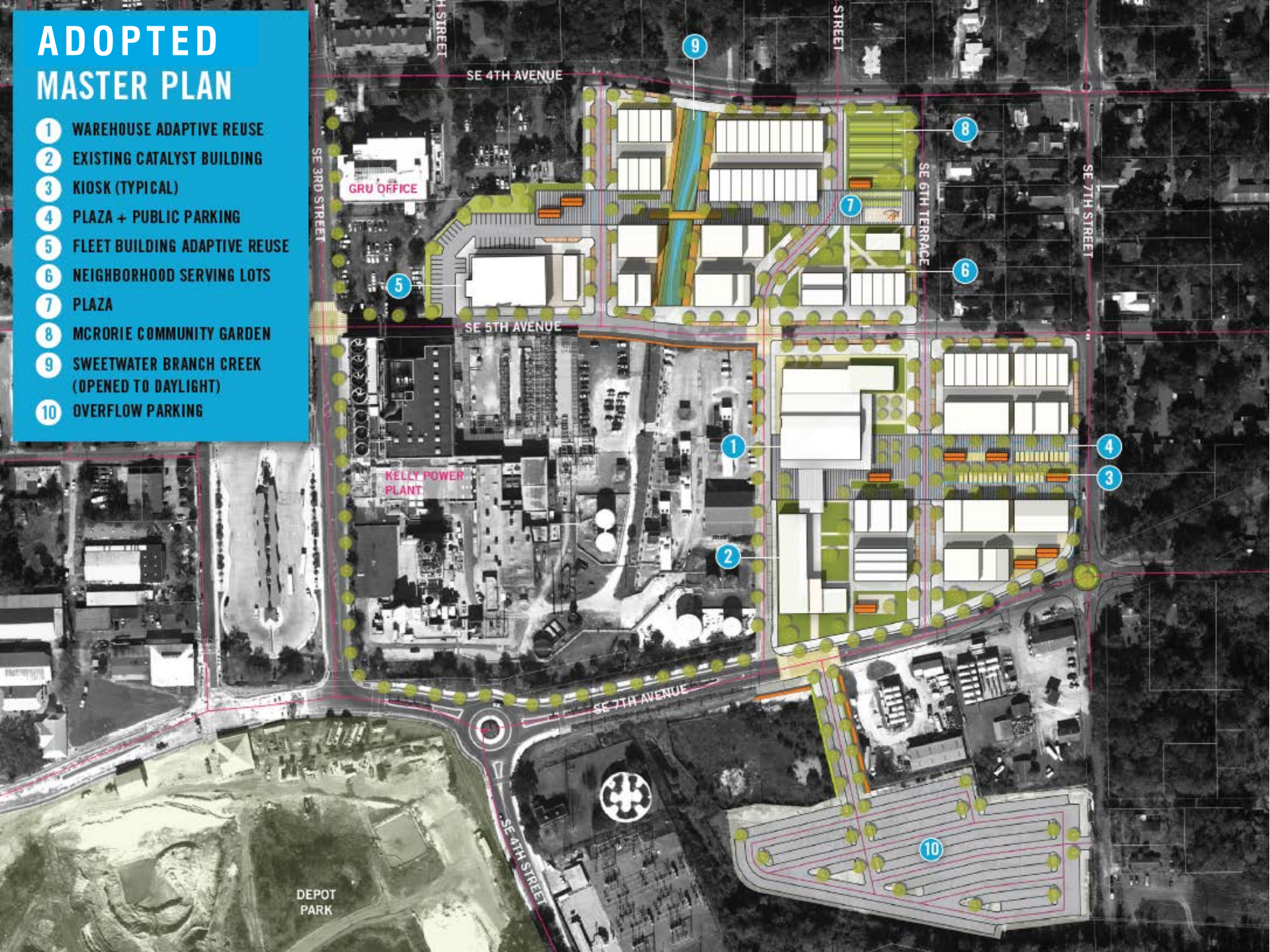
3) 1220G of Gainesville, FL



POWER DISTRICT RFQ SCOPE LIMITS

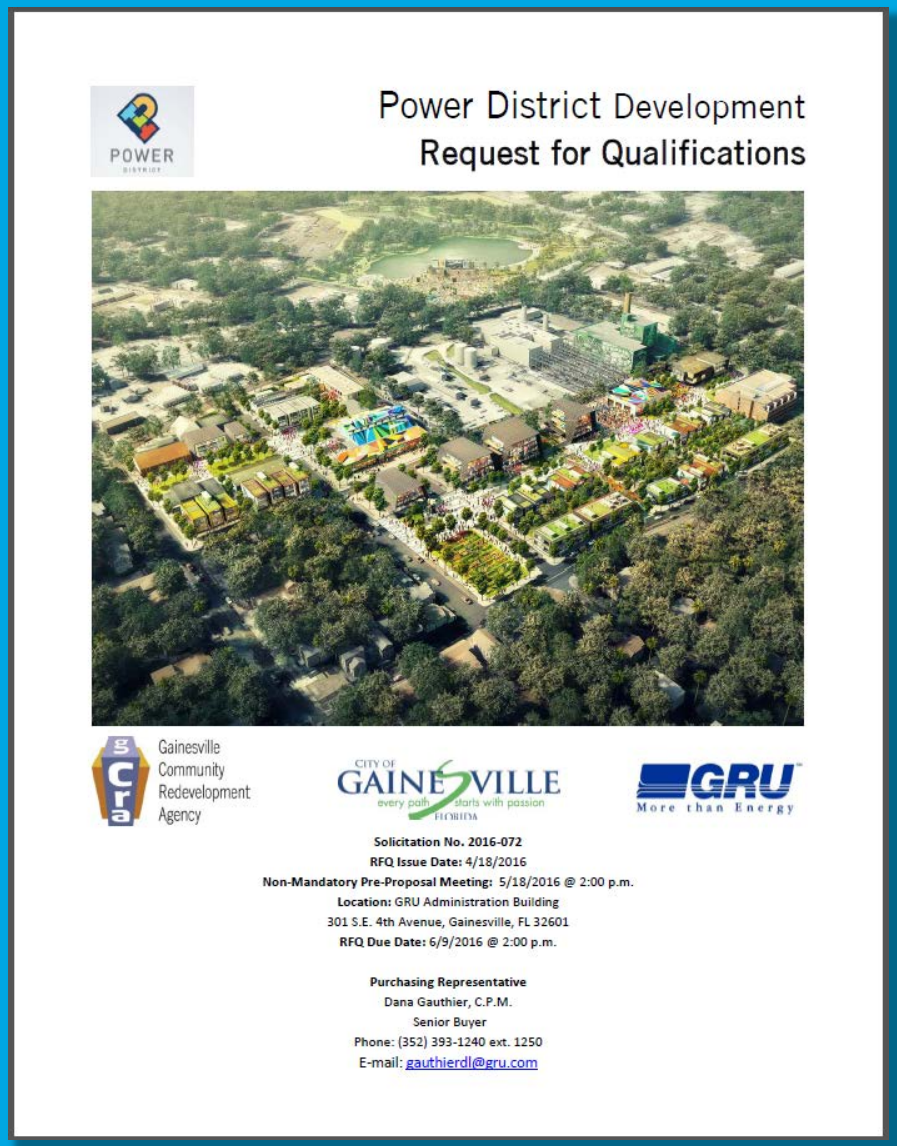
ADOPTED MASTER PLAN

1. WAREHOUSE ADAPTIVE REUSE
2. EXISTING CATALYST BUILDING
3. KIOSK (TYPICAL)
4. PLAZA + PUBLIC PARKING
5. FLEET BUILDING ADAPTIVE REUSE
6. NEIGHBORHOOD SERVING LOTS
7. PLAZA
8. MCRORIE COMMUNITY GARDEN
9. SWEETWATER BRANCH CREEK (OPENED TO DAYLIGHT)
10. OVERFLOW PARKING



RFQ PURPOSE

To solicit statements of qualifications from developers for the redevelopment of approximately (17) seventeen acres of property known as the Power District. A short list of prequalified developers from the RFQ process will then be invited to respond to a subsequent Request for Proposal for the eventual sale, lease, disposition, and development of the Site.



POWER DISTRICT

Power District Development
Request for Qualifications

Gainesville Community Redevelopment Agency

CITY OF GAINESVILLE every path starts with passion FLORIDA

GRU More than Energy

Solicitation No. 2016-072
RFQ Issue Date: 4/18/2016
Non-Mandatory Pre-Proposal Meeting: 5/18/2016 @ 2:00 p.m.
Location: GRU Administration Building
301 S.E. 4th Avenue, Gainesville, FL 32601
RFQ Due Date: 6/9/2016 @ 2:00 p.m.

Purchasing Representative
Dana Gauthier, C.P.M.
Senior Buyer
Phone: (352) 393-1240 ext. 1250
E-mail: gauthierdl@gru.com

THE APPROACH

1. The Solicitation process will include **two consecutive stages**. The **first stage is the advertisement of an RFQ** to determine a shortlist of Respondent(s) that have the qualifications required and are able to demonstrate a general conceptual approach and understanding of the goals and objectives for the Power District.

2. The **second stage** occurs once a shortlist selection of qualified developers has been made via this RFQ. Based on the feedback received as a result of this RFQ process; subsequent **RFP(s)** will be crafted and advertised that will trigger the initial phases of development and land transfers.

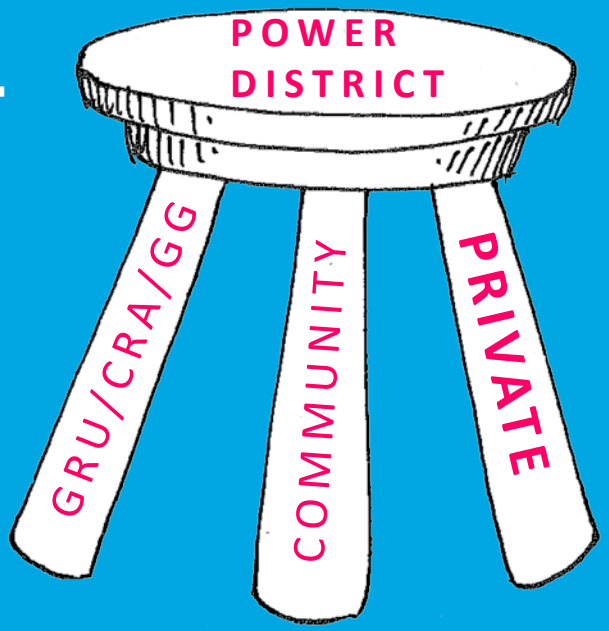
3. The **RFQ solicited statements of qualifications and conceptual approaches** from developers and/or teams of developers for the acquisition and development of the Power District.

4. Only pre-qualified developers or developer teams selected during this process will be allowed to participate in subsequent RFP solicitations. (this does not apply to independent sub-developers, contractors, or vendors that will be participating in the implementation process as part of a development team)

WE BELIEVE THIS APPROACH WILL…

1. DEFINE MARKET INTEREST, PHASING, & DEVELOPMENT DRIVEN INVESTMENTS

2. BALANCE "HIGHEST AND BEST USE" WITH..



3. HONORING THE 2013 REDEVELOPMENT PLAN THAT INCLUDES OPPORTUNITIES FOR LOCAL, DIVERSE, AND INDEPENDENT BUSINESSES AND ENTREPRENEURS

POWER DISTRICT GOALS

1. Attract private investment into the area while maintaining the principles and community vision of the 2013 Redevelopment Plan and current zoning allowances.

2. Leverage public resources that directly encourage economic development activities.

3. Create a distinctive "sense of place" by creatively celebrating the industrial character of the area by way of architecture, urban design, engineering, and place making.

4. Develop density differently by breaking up single large scale buildings into a series of multiple smaller scale buildings with decentralized parking.

5. Daylight Sweetwater Branch Creek and activate public spaces.

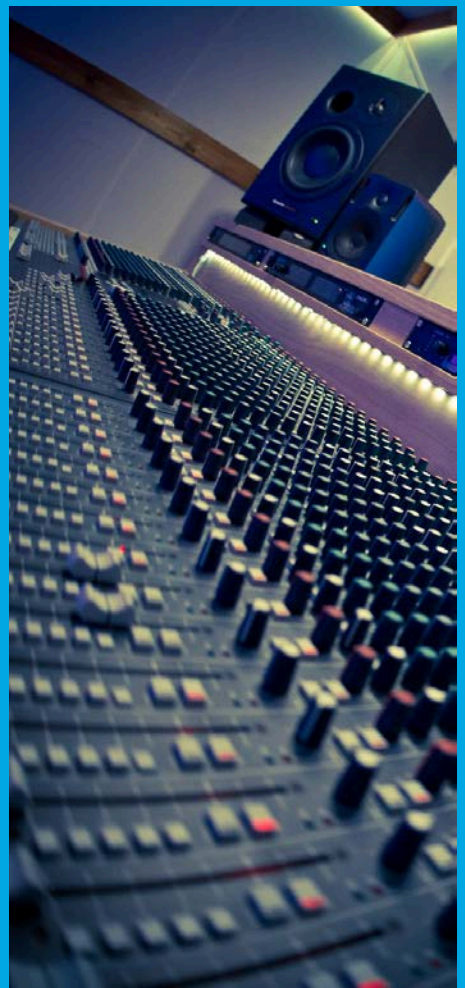
6. Re-connect the urban fabric throughout the Power District by way of integrated pedestrian and vehicular facilities.

POWER DISTRICT GOALS

7. Implement an eclectic and wide range of land uses within the Power District that provide employment, housing, entertainment, and recreation opportunities.
8. Compliment the adjacent surrounding neighborhood and land uses including the Southeast Historic District and McRorie Community Garden.
9. Adaptively re-use buildings and materials to maintain the history and character of the area.
10. Develop flexible spaces for independent, local, and diverse businesses with a wide range of rental rates and property ownership options.
11. Foster relationships between small, diverse, local developers and larger developers to ensure local participation.
12. Utilize a diversity of temporary programming events to promote and market the Power District.
13. Use innovative environmentally-friendly architecture and site design to promote sustainability.

MARKET INTEREST

Over the past several years we have received numerous inquires from local and national parties such as developers, companies, businesses, entrepreneurs, retailers, and organizations interested in the Power District



A PRIVATE PUBLIC PARTNERSHIP VIA A RFQ/RFP SOLICITATION WILL IDENTIFY DEVELOPMENT DRIVEN INVESTMENTS SUCH AS…

- planning, design, engineering
- building improvements/demo
- streetscapes & public spaces
- utility relocations/upgrades
- environmental remediation
- financing & tenant recruitment

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  - Power District
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Work With GRU > Purchasing > Power District

Power District

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Public Notice for the RFQ# 2016-072 – Power District Development – Request for Qualifications

ADVERTISEMENT APPROACH

Online

APRIL 26, 2016

Web Version

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POWER DISTRICT

GAINESVILLE COMMUNITY REDEVELOPMENT AGENCY

Project Stage: Getting Started | Assessment | Site Prep | Redevelopment

Power District Development RFQ, Gainesville, FL 32601

Created On: 04/29/2016 | **Last Modified:** 05/04/2016

PREMIUM LISTING — PROJECT ONGOING

VIEW PROJECT BOARD | REQUEST FOR PROPOSAL

CONTACT LISTER | VIEW LISTER PROFILE

Property Name: Power District

Property Number: Multiple

Latitude/Longitude: 29.647029, -82.319297

Ownership: -

Property size (acres): 17

Structures on site: Yes

Primary Property Status: Greyfield

Secondary Property Conditions:

Productive use

SPONSORED CONTENT

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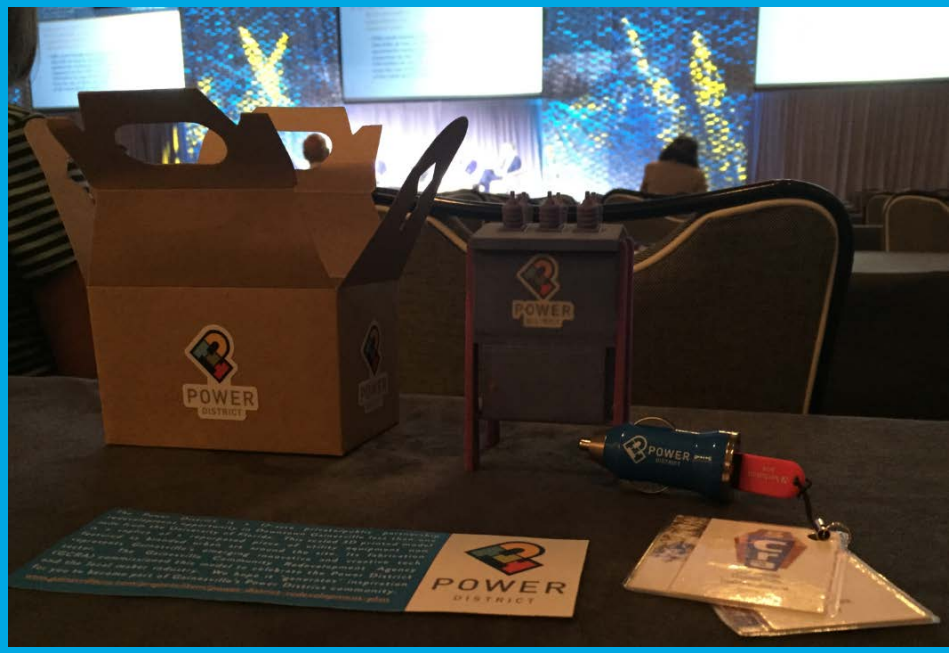
ADVERTISEMENT APPROACH

In Person



SELECTION PROCESS

Evaluation Criteria/Points

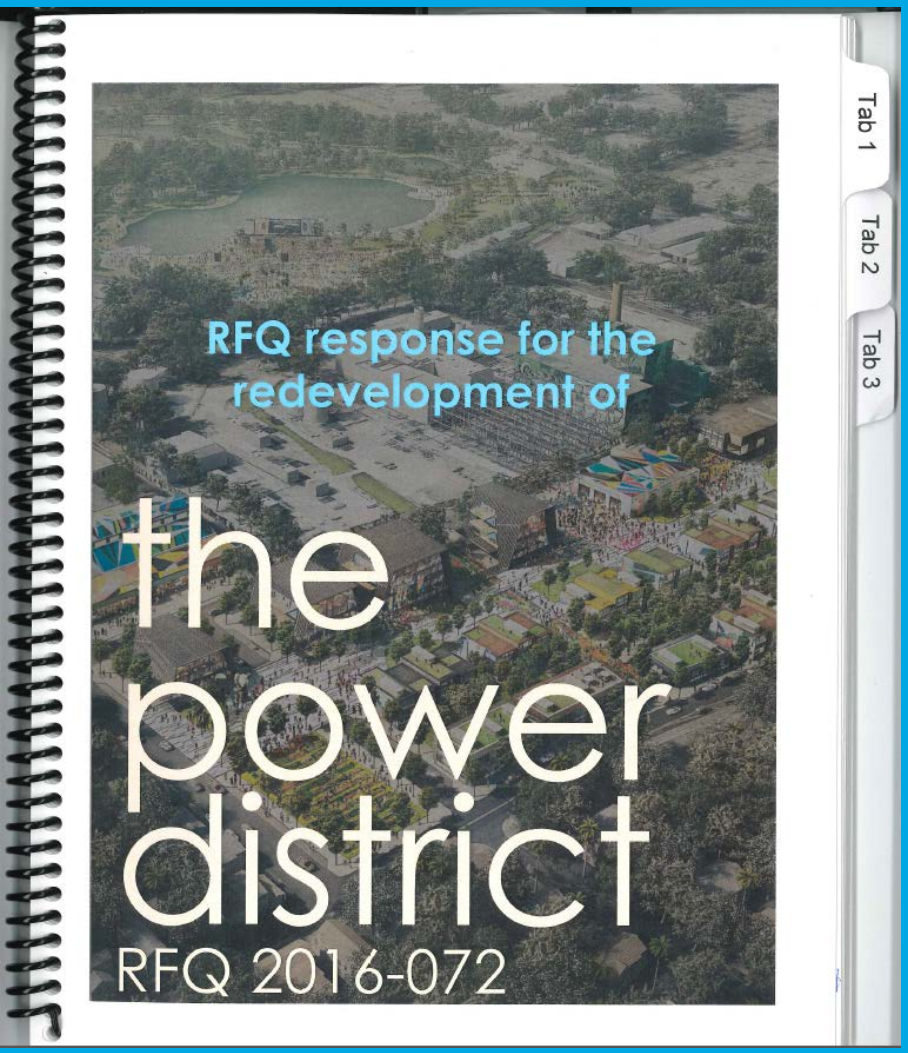
1. Relevant Experience and Personnel – 40 Points Max

2. Financial Capacity – 20 Points Max

3. Strength of References – 10 Points Max

4. Conceptual Approach & Quality of the Written Narrative – 30 Points Max

SUBMISSIONS



Concept Companies

Gainesville, FL

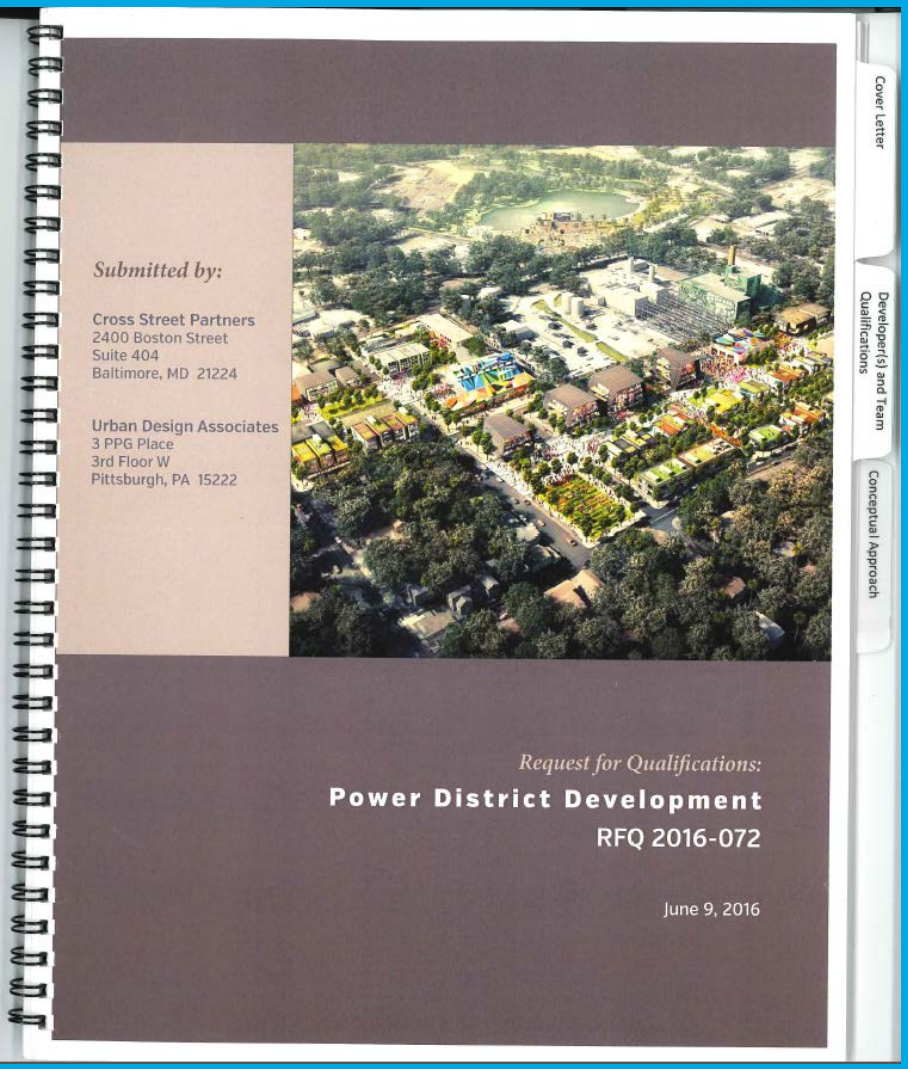
Conceptual Approach

By emphasizing a nexus between cultural experience and commerce, we can have a tangible impact on the City and create a market attractive to both investors and the inhabitants and users of this area.

The varied boundaries which currently divide this project area within itself and from the surrounding community will replaced with the bridges of physical and cultural connectivity.

Abandoned and neglected spaces will transform to yield reclaimed places teeming with activity and life.

SUBMISSIONS



Cross Street Partners

Baltimore, MD

Conceptual Approach

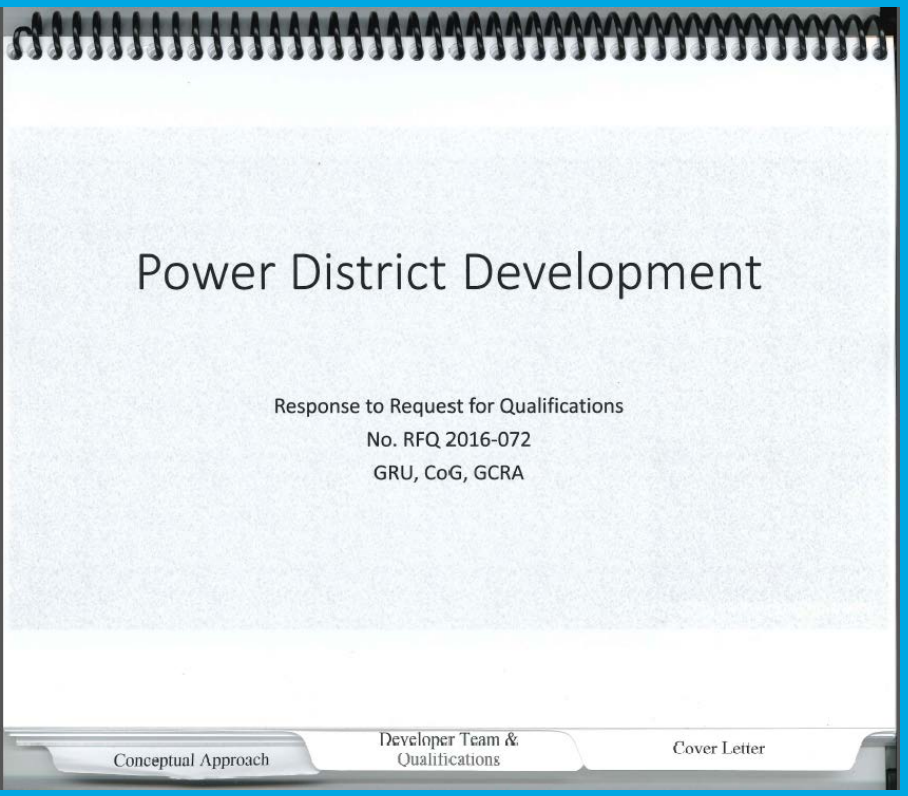
There are three main elements to our conceptual project plan that we believe maximize the existing site opportunities and create a unique urban district that meets the needs of the City of Gainesville and its residents.

1. Adaptive reuse sets the tone for the district.
2. The entire food value chain is present within the neighborhood, from the farm to the table or store shelf.
3. A focus on renewable energy broadens the concept of the Power District.

SUBMISSIONS

1220G

Gainesville, FL



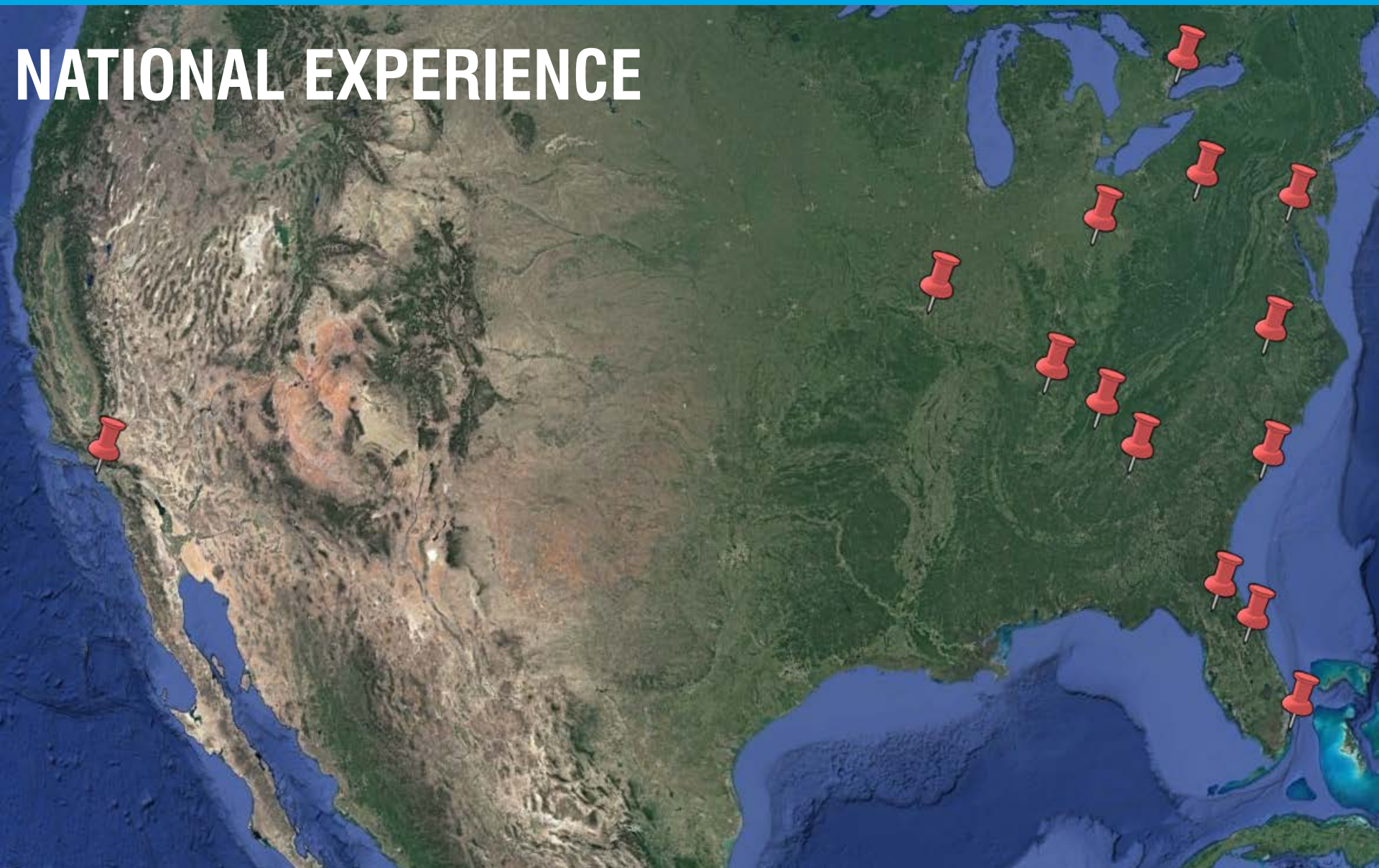
Conceptual Approach

Creating a Regenerative, Sustainable Neighborhood simply states the goal of the conceptual design for the area. Unique place for social engagement will give it the identity and uniqueness for a place of destination.

The Power District should provide discovery, education, innovation, and entrepreneurial enterprise. Using what already exists in the homegrown sense that can be enhanced to create new opportunities. Key themes are Reuse, Recycle, Reconnect, Reconfigure, Reinvent, and Resurgence.

SUMMARY

NATIONAL EXPERIENCE



SUMMARY THEMES

SUMMARY

conceptual approach

phase 1– here's how ...

- Activation of the former Fleet Garage, Fleet Building, and Operations Center & Warehouse - Phase 1 focuses on the reactivation of these spaces through adaptive reuse, examples of which are shown below. The former Fleet Garage will be converted to a permanent food market.

  The Fleet Building will be converted to an art gallery.

  The Operations Center & Warehouse will be converted to a center for commerce and creativity including uses such as Artist Studios, Co-Work Space, Bicycle Repair, Community Commissary and Kitchens, Community Classroom space for utilization by the community and UF and SFCC's Adult Education and Leisure Course programs, and a Fitness Facility.

  Both the Fleet Garage and Operations Center & Warehouse shall have regular community events such as Family Movie Night, Food Truck Rally, Farmers Market, Yoga, Live Entertainment, and other events to promote the area and community.

Top left: St. Roch Market - New Orleans; Top right: Community movies projected on an industrial building; Bottom left - A warehouse repurposed as an art gallery; Bottom right - A permanent foodtruck eatery and urban civic space.

SUMMARY

6. Conceptual Approach

UNIQUE RESOURCES, CAPABILITIES, OR ASSETS

6. Identify any additional or unique resources, capabilities, or assets which the respondent would bring to this project.

Cross Street Partners focuses on building urban mixed-use place based communities centered around innovation and entrepreneurship. We have a number of resources and partnerships that support our approach including:

American Communities Trust: ACT is our affiliated non-profit that would work alongside our development team to fully develop, communicate and execute a strategy for engagement and benefit to the surrounding community.

Urban Action Community Development: UACD is our affiliated CDE that has been successful in receiving and allocating New Markets Tax Credits across the country. While UACD cannot invest in a project where we are the developer, the association does give us access to an unparalleled set of relationships that ultimately do provide a path to allocation for our projects. The UACD team is also exposed to bleeding edge ideas around the country that benefit our planning and thinking on core development projects.

Finance Advisory Practice: Our Advisory group works with non-profits and for profit developers around the country on place-making strategies and public-private finance. The experience has been instrumental in creating and negotiating the best models for public incentives like Tax Increment Financing and giving us a window into some of the best activation strategies like Tactical Urbanism.

7. Conceptual Approach

SCHEDULE FOR INITIAL DEVELOPMENT PHASES

7. Provide a general schedule for the initial phases of development activities.

The Development Team and its capital partners are prepared to move to the next stage in the selection process and better analyze the current market trends. We believe it is premature to set forth a schedule, but do see an opportunity to being initial phases of construction and development in early 2017 based on the developer selection process. We should note, that it is our intent to identify and work with a locally based partner during this process and in so doing we will be able to best articulate a strategy and schedule for execution.

SUMMARY

Elements Retail

A new open air retail pavilion would be built in front of the Operations Warehouse and a permanent area for food trucks would be constructed for people to wander through and spend time together. Within this element is small cafes, cart vendors with RMU's where local entrepreneurs can at a low cost can try out different products.

PROPOSED NEXT STEPS & TENTATIVE SCHEDULE

RFQ Shortlist Award_____July 18, 2016

Phase 1 Development RFP Draft Framework To CRA Board__September 2016

Phase 1 Development RFP Advertisement_____October 2016

Phase 1 Development RFP Deadline/Selection_____December 2016

Phase 1 Development Agreement_____February 2017

RECOMMENDATION

All three firms that submitted their qualifications have significant development experience and were considered responsive, responsible, and qualified by the selection committee. The recommendation is to advance all three to the next phase of RFP (Request for Proposals) development solicitations.

Recommendation:

CRA Executive Director to CRA Board: Approve ranking of respondents to the Power District RFQ.