



**POWER DISTRICT  
DEVELOPMENT RFP PRESENTATION  
OCTOBER 17, 2016**

ANDREW MEEKER 352.393.8200  
MEEKERAG@GAINESVILLECRA.COM



**POWER  
DISTRICT**



# POWER DISTRICT DISPOSITION

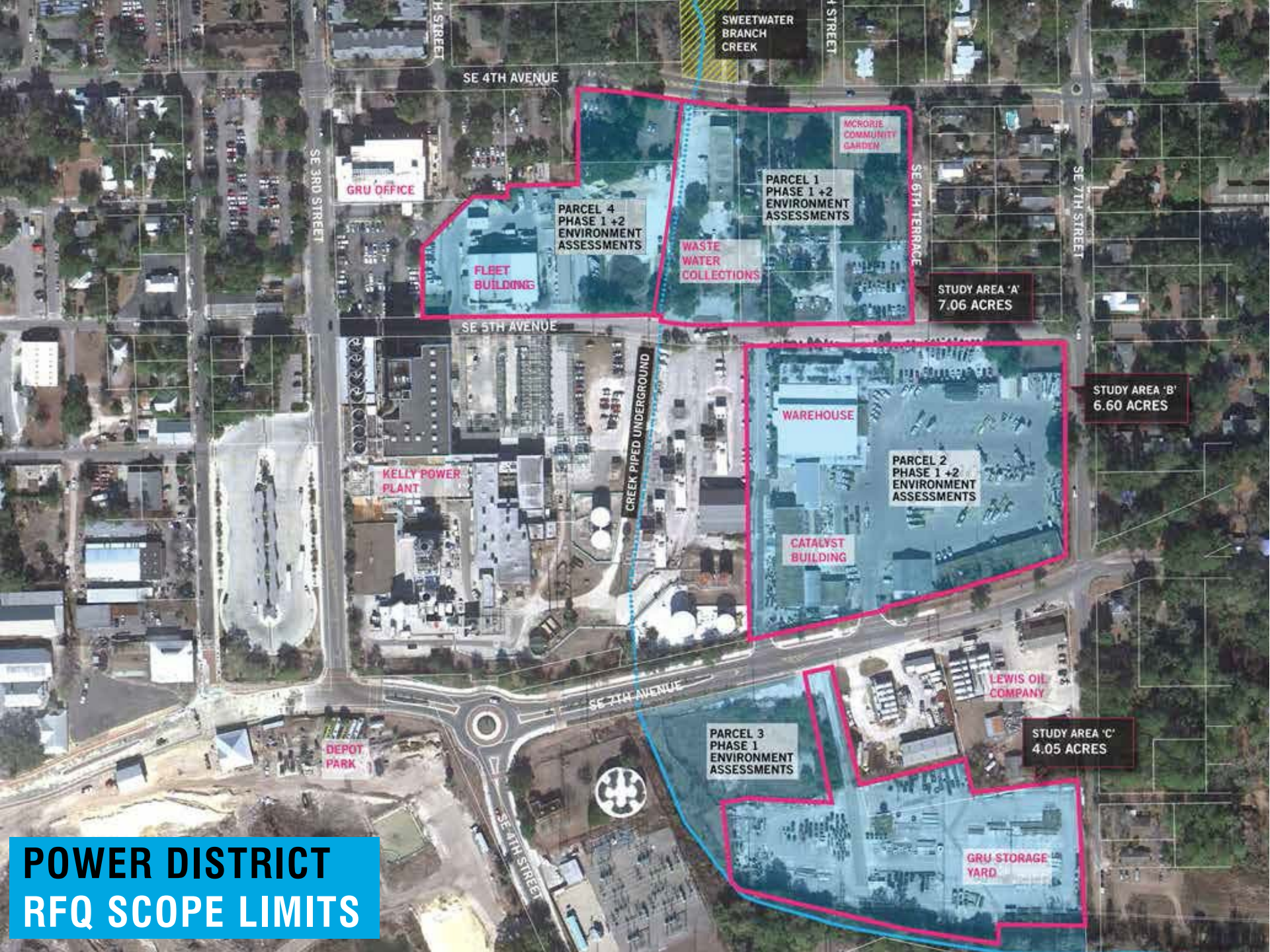
In **April 2016** the CRA issued a **RFQ (Request For Qualifications)** seeking qualified developers desiring to participate in the redevelopment of the Power District. A total of three proposals were received from the following firms :

- (1) **Cross Street Partners** of Baltimore, MD
- (2) **Concept Companies** of Gainesville, FL
- (3) **1220G** of Gainesville, FL



All three firms that submitted their qualifications have significant development experience and were considered responsive, responsible, and qualified by the **CRA Board** in **July 2016**. The motion which was passed in July 2016 was to advance all three firms to the next phase of RFP (Request for Proposals) development solicitations.





# POWER DISTRICT RFQ SCOPE LIMITS

SE 4TH AVENUE

GRU OFFICE

PARCEL 4  
PHASE 1 +2  
ENVIRONMENT  
ASSESSMENTS

FLEET  
BUILDINGS

PARCEL 1  
PHASE 1 +2  
ENVIRONMENT  
ASSESSMENTS

MCGRORIE  
COMMUNITY  
GARDEN

WASTE  
WATER  
COLLECTIONS

STUDY AREA 'A'  
7.06 ACRES

SE 5TH AVENUE

KELLY POWER  
PLANT

CREEK PIPED UNDERGROUND

WAREHOUSE

PARCEL 2  
PHASE 1 +2  
ENVIRONMENT  
ASSESSMENTS

CATALYST  
BUILDING

STUDY AREA 'B'  
6.60 ACRES

SE 7TH AVENUE

DEPOT  
PARK

PARCEL 3  
PHASE 1  
ENVIRONMENT  
ASSESSMENTS

LEWIS OIL  
COMPANY

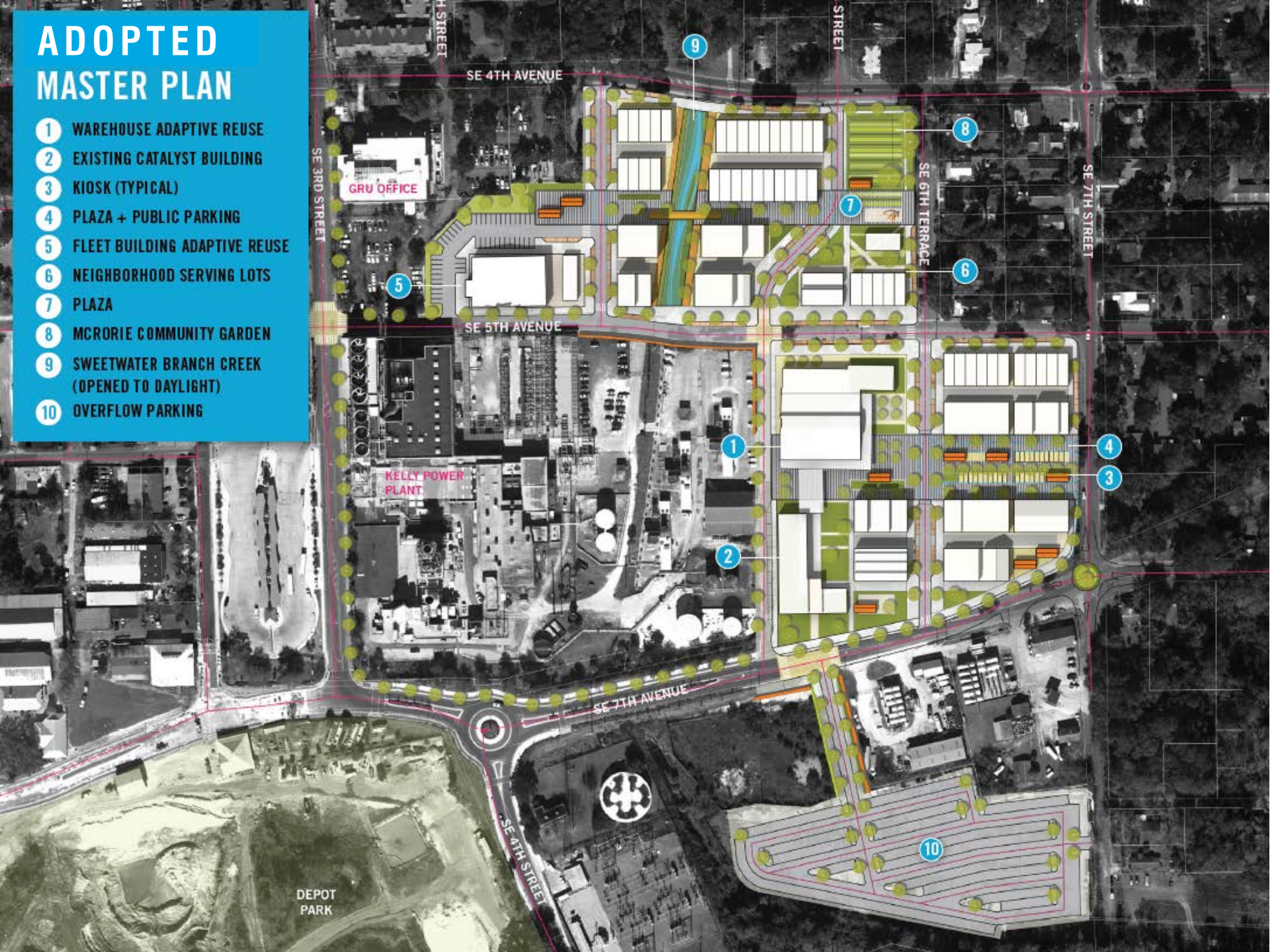
STUDY AREA 'C'  
4.05 ACRES

GRU STORAGE  
YARD



# 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 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.



activate art building energy farm food  
gardens market **parking**  
phases repurpose retail street

## 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.



## 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.

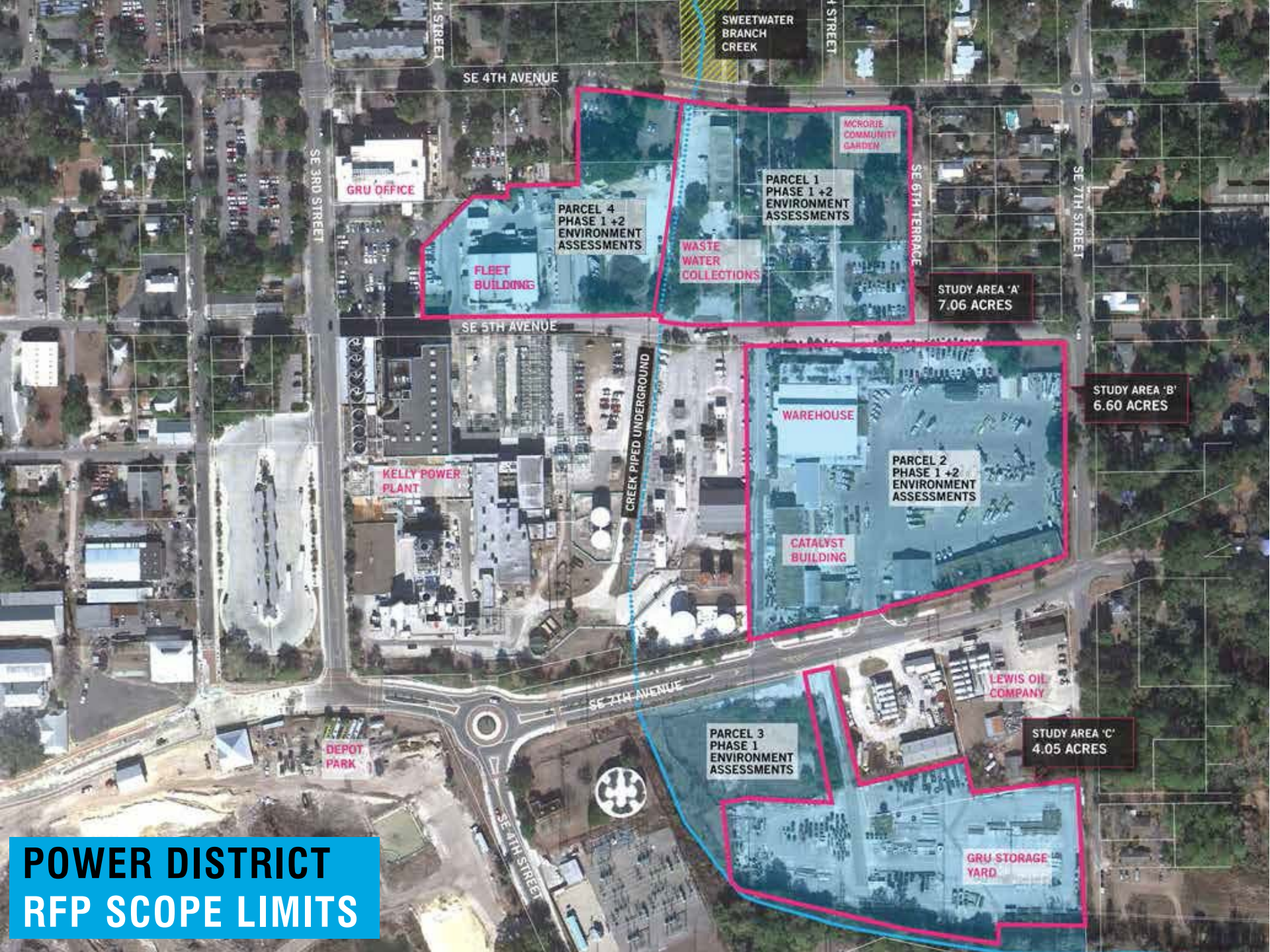
# RFP PURPOSE

To **evaluate** and **rank** detailed master developer proposals for the next phases of redevelopment in the Power District. The CRA is requesting proposals from the previously qualified development teams to **purchase** or **lease** the **properties** known as the Power District and successfully reuse/redevelop the various properties in a manner that **honors** the existing 2013 Power District **Redevelopment Plan** and **benefits** the **City** and the surrounding **neighborhood** as identified in the Evaluation Criteria.

# RFP APPROACH

1. Update The Pre-qualified Development Teams On Recent Due Diligence Work
  - a. Appraisal Completion (Funded By GRU)
  - b. Sweetwater Branch Creek Hydrology & Hydraulics Study
  - c. Environmental Testing
  - d. 3 Fuel Tank Removal (Funded By GRU)
2. Outline The CRA/GRU/City Redevelopment Priorities And Goals For Phase 1
  - a. Property Disposition
  - b. Adaptive Reuse & Tenant Recruitment
  - c. Programming & Activation
  - d. Phase 2 Vertical Construction Planning
3. Detail The Selection And Evaluation Criteria Used To Rank Proposals
  - a. Development Concept
  - b. Compatibility & Integration
  - c. Public Benefits
  - d. Project Viability
  - e. Fiscal Impact To City
  - f. Completeness & Quality Of The Proposal





# POWER DISTRICT RFP SCOPE LIMITS





**FLEET  
GARAGE**

**OPERATIONS  
CENTER  
WAREHOUSE**

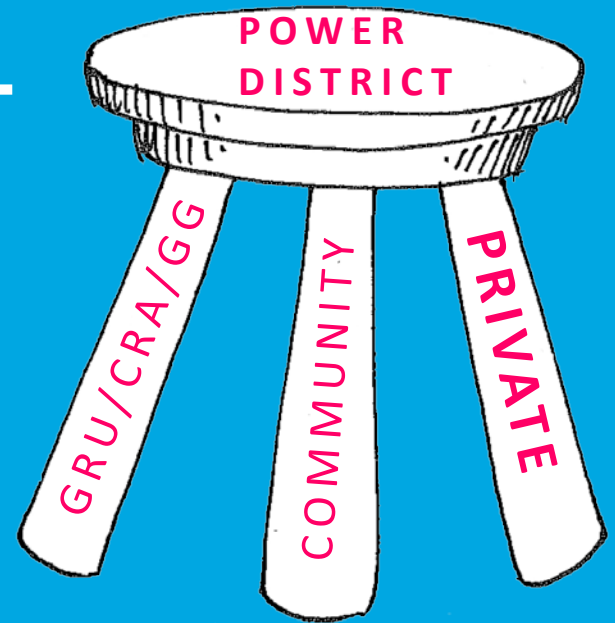
**POWER DISTRICT  
RFP PRIORITIES**





# WE BELIEVE THIS APPROACH WILL...

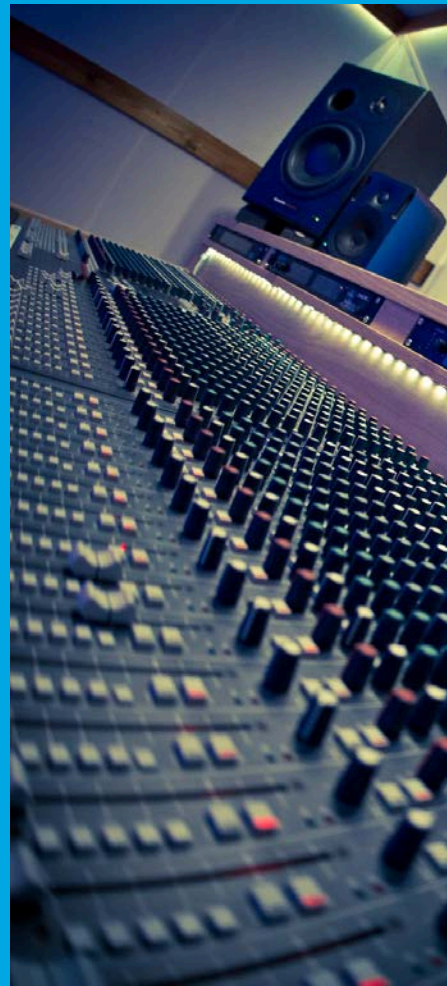
1. DEFINE MARKET INTEREST, PHASING, & DEVELOPMENT DRIVEN INVESTMENTS
2. BALANCE “HIGHEST AND BEST USE” WITH..
3. HONORING THE 2013 REDEVELOPMENT PLAN THAT INCLUDES OPPORTUNITIES FOR LOCAL, DIVERSE, AND INDEPENDENT BUSINESSES AND ENTREPRENEURS





# MARKET INTEREST

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





# 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



# **A PRIVATE PUBLIC PARTNERSHIP WILL IDENTIFY DEVELOPMENT DRIVEN INVESTMENTS SUCH AS...**

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



# SELECTION PROCESS

## Evaluation Criteria/Points

### 1. Development Concept (20%)

- a. Development **Narrative**
- b. Development **Program**
- c. Development **Phasing Schedule**

### 2. Compatibility & Integration (20%)

- a. 2013 Redevelopment Plan
- b. Existing Zoning/Land-Use
- c. Neighborhood

### 3. Public Benefits (20%)

- a. Incorporates Or Facilitates **Amenities** Identified Within The 2013 Power District **Redevelopment Plan**
- b. Provides **Access** Such As But Not Limited To **Public Space, Programming/Community Events**
- c. Small/Local/Independent/Diverse **Business Inclusion Strategy**
- d. Environmentally-friendly Architecture And Site Design To Promote **Sustainability**



# SELECTION PROCESS

## Evaluation Criteria/Points

### 4. Project Viability (20%)

- a. **Feasibility** Of Proposal
- b. Business Plan
- c. **Market** Support
- d. Financial Capacity/Commitments/Leverage
- e. **Financial** Structure
- f. Team Qualifications

### 5. Fiscal Impact To City (20%)

- a. **Buy** Or **Lease** Property From City
- b. Approach To Leverage Dedicated **CRA TIF Resources**
- c. Annual **Revenue** To **City/GRU** From Proposed Uses
- d. Upfront Or Deferred **Costs** To The **City** From The Proposed Development Concept?
- e. City/GRU/CRA Funding, Incentives, Cost-sharing, Approach
- f. Overall Fiscal Impact

# PROPOSED NEXT STEPS & TENTATIVE SCHEDULE

RFP Release \_\_\_\_\_ November 1, 2016

RFP Deadline \_\_\_\_\_ January 2017

RFP Interviews \_\_\_\_\_ January 2017

RFP Evaluation & Ranking \_\_\_\_\_ January 2017

RFP Presentation/Award To CRA Board \_\_\_\_\_ February 2017

Development Agreement Negotiations \_\_\_\_\_ March 2017

CCOM & UAB Agreement Approvals (as necessary) \_\_\_\_\_ April 2017



# RECOMMENDATION

# CRA EXECUTIVE DIRECTOR TO CRA BOARD: APPROVE THE DRAFT RFP APPROACH, SCOPE, AND EVALUATION CRITERIA

