

RESOLUTION 2015-09-05

A RESOLUTION OF THE DOWNTOWN INVESTMENT AUTHORITY (“DIA”) APPROVING A SCOPE OF SERVICES, INCLUDED AS EXHIBIT ‘A’ TO THIS RESOLUTION, FOR THE PROCUREMENT OF PROFESSIONAL SERVICES RELATING TO DEVELOPING A LAVILLA NEIGHBORHOOD MASTER PLAN; AUTHORIZING THE DIA CHIEF EXECUTIVE OFFICER TO NEGOTIATE AND EXECUTE CONTRACTS IN ACCORDANCE WITH THE SCOPE OF SERVICES; PROVIDING AN EFFECTIVE DATE.

WHEREAS, the Downtown Investment Authority (“DIA”) has been designated by the City of Jacksonville as the Community Redevelopment Agency for community redevelopment areas within the boundaries of Downtown pursuant to, Chapter 55, Part 3, *Ordinance Code*; and

WHEREAS, a Business Investment and Development Plan (“BID Plan”) has been adopted pursuant to Chapter 55, Part 3, *Ordinance Code*, which includes an update of the Community Redevelopment Area (“CRA”) Plans for Downtown consisting of the Southside CRA and the Northbank CRA, as well as a Business Investment Plan; and

WHEREAS, the LaVilla neighborhood is located within Downtown Jacksonville and within the boundaries of the BID, inclusive of the CRA Plans for Downtown Jacksonville; and

WHEREAS, during its height, the LaVilla neighborhood was considered "the mecca for African American culture and heritage" in Florida, and often referred to as the “Harlem of the South”; and

WHEREAS, the LaVilla neighborhood declined to such an extent that as part of the “1993 River City Renaissance Plan” much of LaVilla was razed, creating blocks of vacant parcels; and

WHEREAS, the City owns large amounts of the vacant lands that were created by the razing of structures in 1993; and

WHEREAS, there has been a resurgence in Downtown development, particularly in areas such as the adjacent Brooklyn neighborhood; and

WHEREAS, the DIA desires to create a Master Plan for the LaVilla neighborhood in order to guide and facilitate redevelopment in a manner consistent with the BID and CRA Plans; and

WHEREAS, DIA finds it necessary to procure professional services for development of a LaVilla Neighborhood Master Plan, now, therefore,

BE IT RESOLVED, by the Downtown Investment Authority:

Section 1. The DIA finds that the recitals set forth above are true and correct and are incorporated herein by this reference.

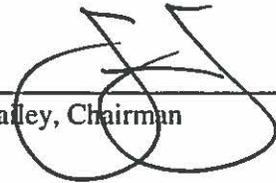
Section 2. The DIA approves the Scope of Services included as Exhibit ‘A’, and authorizes the Chief Executive Officer to negotiate and execute contracts for professional services in accordance with the Scope of Services.

Section 3. This resolution shall become effective upon its approval by the DIA this 30th day of September, 2015.

WITNESS:



DOWNTOWN INVESTMENT AUTHORITY



Jim Bailey, Chairman

VOTE: In Favor: 6 Opposed: 0 Abstained: _____

SCOPE OF SERVICES

LAVILLA NEIGHBORHOOD MASTER PLAN

General Overview

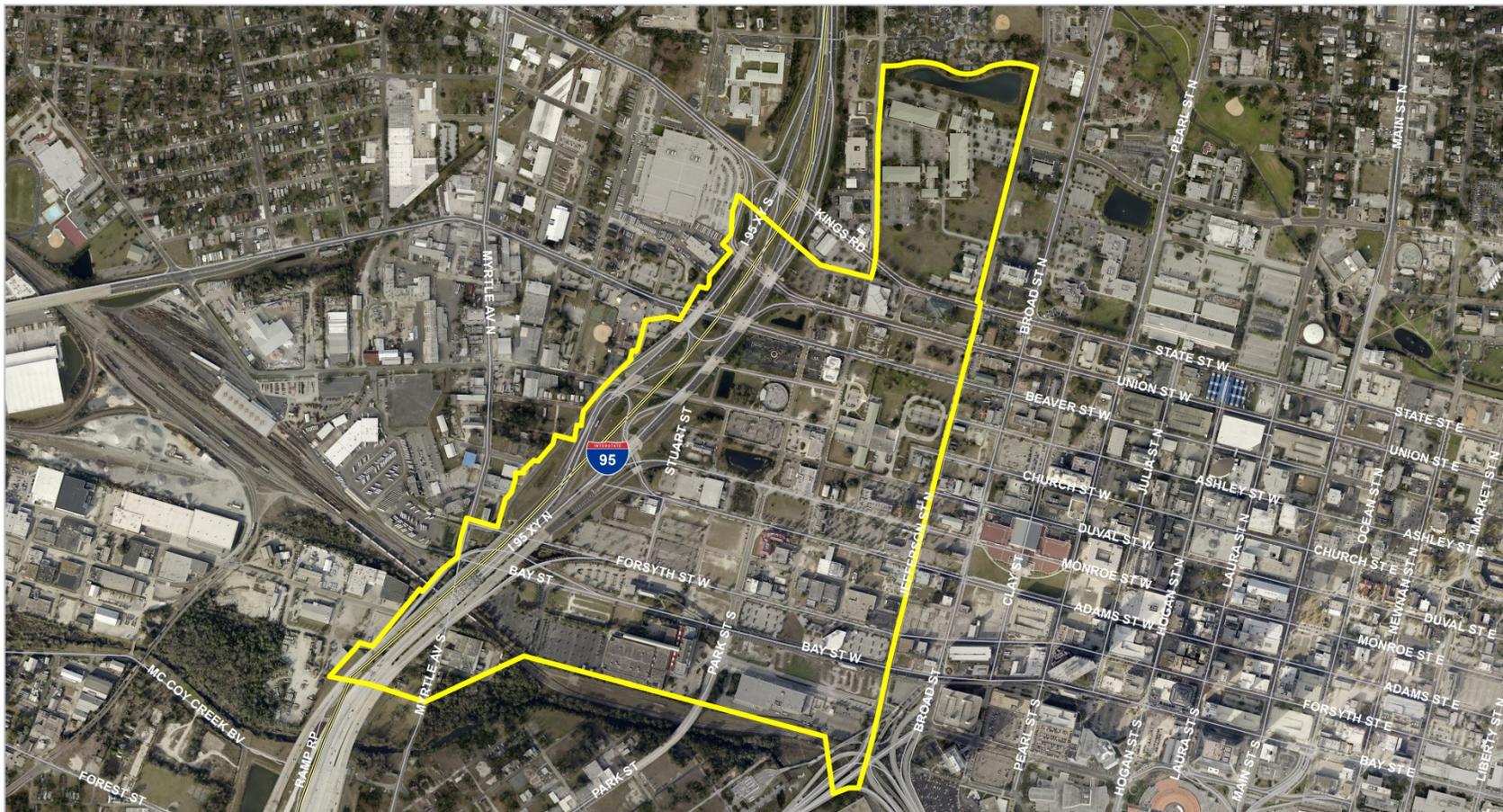
The Downtown Investment Authority (DIA) is issuing this Request for Proposals for Consulting Services for the development of a Master Plan for the LaVilla neighborhood of Downtown Jacksonville (the "Project"), the boundaries of which are described below and illustrated by a map on the following page:

Beginning at the westerly right-of-way line of Jefferson Street and the northerly right-of-way line of State Street; thence northerly along said westerly right-of-way line of Jefferson Street 1,726.25 feet to a point as defined in the legal description prepared by Sunshine State Surveyors, Inc., dated September 24, 1990 on the Blodgett Homes site proposed for the State Regional Service Center; thence easterly along said line as referenced in the above survey to the easterly right-of-way line of Davis Street; thence southerly along said easterly right-of-way line of Davis Street to the northerly right-of-way of Kings Road; thence easterly along said northerly right-of-way line of Kings Road to the northerly right-of-way line of State Street; thence westerly along said northerly right-of-way line of State Street to the northerly right-of-way line of Interstate 95; thence southerly along the westerly right-of-way line of Interstate 95 to the centerline of McCoy's Creek; thence southerly along the centerline of McCoy's Creek to the centerline of Park Street; thence northwesterly and westerly along the centerline of Park Street to the centerline of the Florida East Coast Railroad; thence southeasterly and easterly along the centerline of the Florida East Coast Rail Road to the centerline of the Acosta Bridge and the centerline of Jefferson Street; thence northerly along the centerline of Jefferson Street to the point of beginning.

The LaVilla neighborhood was annexed by the City of Jacksonville in 1887. During its height, the area was considered "the mecca for African American culture and heritage" in Florida, and often referred to as the "Harlem of the South." However, the LaVilla neighborhood began to decline beginning in the 1960s. The LaVilla neighborhood declined to such an extent that as part of the "1993 River City Renaissance Plan" much of LaVilla was razed, creating blocks of vacant parcels.

The City owns large amounts of the vacant lands that were created by the razing of structures in 1993. Due to a resurgence in Downtown development, particularly in areas such as the Brooklyn neighborhood, and the adoption of the *Downtown North Bank Downtown & Southside Community Redevelopment Area Plans* ("CRA Plan"), the DIA desires to create a Master Plan for LaVilla to guide and facilitate redevelopment of this neighborhood in a manner consistent with the CRA Plan and *Business Investment & Development Plan* for Downtown Jacksonville.

RESOLUTION 2015-09-05
EXHIBIT A



Legend



LA VILLA NEIGHBORHOOD BOUNDARY



Scope of Services

Timeline.

The Project will kick off in _____(month) of 2015 and be completed by (month)___ 2016.

The DIA is seeking an established Firm, individual Consultant, or combination thereof (herein after referred to as "Consultant") that possess in-depth knowledge and expertise in real estate development, downtown urban planning, real estate market analysis/valuations, land acquisition, and property disposition. The DIA adopted a *Business Investment & Development Plan*, which includes the CRA Plan and *Downtown Market Feasibility Study*. Additionally, the DIA sponsored an analysis of the historic structures in the downtown area. Utilizing these as resources and guides, the specific services sought include:

Task 1. Site Analysis, Community Amenities and Features.

The consultant will conduct an analysis of the LaVilla neighborhood in terms of geographic context, access, and availability of needed facilities and services including:

- Documenting the nature of current and proposed land uses;
- Examining the existing and planned transportation infrastructure, including the possibility of transforming one way streets to two way streets, applicability of Transit Oriented Development and ways to promote walkability and bikeability;
- Examining existing public infrastructure (i.e. utilities), including stormwater, potable water, sanitary sewer, electrical facilities, high-speed internet, etc.;
- Identifying and mapping of assets, both within the LaVilla neighborhood and Downtown Jacksonville, and identifying strategies to capitalize on these assets. Assets include, but may not be limited to, City and other publicly owned properties, the existing convention center, the Ritz Theatre, and the LaVilla School of the Arts; and
- Investigating the location and types of public and private support facilities and services serving the population (schools, shopping, medical, public transportation and recreation/leisure activities).

Task 2. Economic Context.

The consultant will review the economic forces that are shaping the market, including:

- Analyze the real estate market and identify market trends;
- Identify and assess the location, type, price points (e.g. rent levels), occupancy rates, absorption rates, characteristics, etc. of development opportunities, focusing on housing, retail, office, entertainment, and cultural venues;
- Make specific recommendations based on market analysis for suitable housing, retail, office, entertainment, and other cultural products (e.g., number of bedrooms, rent rates, residential amenities, retail types, etc.);
- Make specific recommendations for potential anchor uses;

- Develop a timeline and acquisition/disposition strategy for publically controlled properties/assets; and
- Identify potential gaps in development financing that may require public incentives, including the potential use of tax credits.

Task 3. Neighborhood Identification.

The Consultant will ensure that the recommendations and strategies contained in the deliverables are sensitive to, and respectful of, the LaVilla neighborhood's historical and cultural contributions, including the inventory of contributing historic structures and recommendations for their reuse.

Consultant Deliverables

(A) Progress reports

The Consultant will be required to submit written progress reports at specific intervals to be determined during contract negotiations, which include project status, percent complete, percent budget expended, any problems encountered, etc. Additionally, the Consultant's project manager will be available [in person or by phone?]for weekly or bi-weekly verbal progress updates.

(B) Raw data

For any computer work performed, a hard copy of the raw data as well as accessible electronic files shall be provided to DIA. Raw data files should be provided in Excel. Any GIS files shall be provided in an ESRI compatible format. [Will the data become the property of DIA?]

(C) Preliminary Written Reports

Prior to submittal of a Final Report, the consultant shall provide DIA with a complete, written preliminary (i.e., draft) reports in color (as opposed to black and white only), including one original and five color copies of the preliminary report and an electronic copy in .doc or .pdf format, and all graphs with corresponding data points will be provided in .xls format. The Consultant will be responsible for incorporating changes, edits, etc. as provided by DIA's Executive Director into a final report.

(D) Final Report

The consultant shall provide DIA with a complete, written final report in color (as opposed to black and white only), free of spelling, grammar, formatting, and factual errors, to include one original and five color copies of the final report and an electronic copy in .doc and .pdf formats, and all graphs with corresponding data points will be provided in .xls format. All GIS maps to be provided in an ESRI compatible format.