



Forward Fernandina

11.15.11

City Manager's Quarterly Update (#1)



Steps to the Forward Fernandina Strategic Plan

Pre-1990 :

Marina/Waterfront + 8th Street
various planning efforts

1999:

Vision 2000

2005:

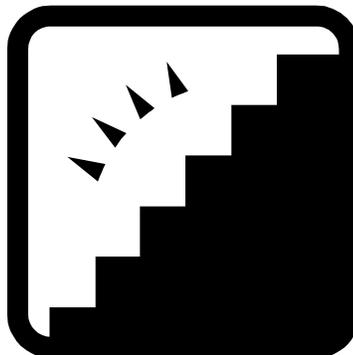
Vision 2020 +
Waterfronts Partnership
visioning charettes

2009:

CC 2-Year Goal Setting Process
Downtown Revitalization Goal Identified

July 2010:

HDC and CC Workshop



September 2010:

Ed McMahon Visit

November 2010:

Meeting of Restoration Foundation +
City Staff

January 2011:

Formed Partnership with
Restoration Foundation + City

February- May 2011:

F2 Public Outreach + Workshops

August 2011:

Resolution 2011-118 – Approving
Forward Fernandina F2: 5-year
Strategic Plan



Quarterly Update #1 **Topics + Discussion**

- F2 Project Description:
 - Resolution 2011-118
- Identify Stakeholders
- Project Cost Estimates
- Project Schedule + Completion Timeline
- External Consultant Support:
 - Design + Engineering
 - Construction Project/ Owners' Rep



Resolution 2011-118

- Approved 8.16.2011: 5-0 Commission Vote
- Supports + Adopts F2: Five Year Strategic Plan
- Directs City Manager to Proceed with Implementation
- Describes funding of Plan for up to \$6 million using non-ad valorem resources
- City Manager to make quarterly updates

4 Goals of the **F₂** Strategic Plan

- Goal 1: Waterfront Redevelopment
- Goal 2: Downtown Revitalization
- Goal 3: 8th Street Improvements
- Goal 4: Neighborhoods close to Downtown Core

MOVING FERNANDINA FORWARD



Benefits of **F₂** Strategic Plan

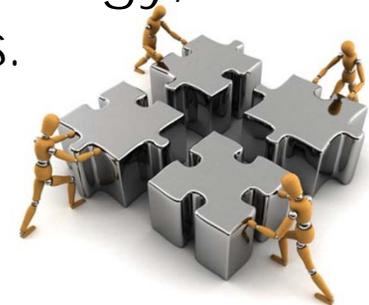
- Fulfillment of long standing community goals
- Additional tourism offerings
- Efficient traffic circulation
- Improved access to waterfront area
- Incentivizing redevelopment
- Increasing Public/ Private Partnerships
- Protecting + enhancing the economic viability of historic downtown
- City demonstrates leadership
- Generating more downtown activity
- Renewed interest in property investment
- Improved pedestrian safety + amenities
- More complete infrastructure
- Expanded recreational opportunities



Project Approach

To ensure successful project completion, all stakeholders, both internal and external, must be:

- fully engaged,
- understand their specific responsibilities, and
- dedicate the proper amount of time, energy, and priority to accomplish all assigned tasks.





Internal Stakeholders

Internal "City Team" Members

Department	Name
City Commission	All 5 Elected Officials
City Manager	Michael Czymbor
City Attorney	Tammi Bach
Finance Department	Patti Clifford + Deni Murray
CDD Director	Marshall McCrary
Planning Department	Kelly Gibson, Adrienne Dessy, + Jennifer Gooding
Grants Administration	Cheryl Nichols
City Engineer/ Project Manager	Glenn Semanisin
Maintenance Manager	Rex Lester
Parks + Recreation Department	Nan Voit + Meredith Jewell
Utilities Department	John Mandrick
Building Department	Bob Sasser + Don Kukla
Fernandina Harbor Marina	Joe Springer



External Stakeholders

External Team Members

Agency	Name
Zev Cohen and Associates	Curtis Burkett
Construction Manager/ Owners Rep. (TBD)	TBD
Financial Advisor	Ed Stull
Bond Council	George Smith
State Permitting Agencies	St. Johns Water Management District (SJRWMD) and Department of Transportation District 2
Federal Permitting Agency	US Army Corps of Engineers (USACE)
Utilities Company	Florida Public Utilities
Railroad Company	CSX + First Coast Railroad
Ocean Highway + Port Authority	Val Schewec
Private Property Owner	Rayonier (Stormwater property)
Tourism + Development Council	Gil Langley
Shrimp Festival	Sandy Price



Collaborative Stakeholders

For Purposes of Communication + Outreach

Waterfronts Florida Partnership Advisory Committee → Re- Group + Re-Activate or Sub-group formed

City Residents

CRA Property Owners

Historic District Property Owners

8th Street Property Owners

Amelia Island Restoration Foundation

Downtown Business Merchants Association

Amelia Island Museum of History

Fernandina Farmer's Market

Local Media

F 2

Guiding Communications Principles

1. Team Spirit
2. Centralized Communication
3. Proactive, Not Reactive
4. Centralized Record Keeping
5. Standard Reporting Procedures





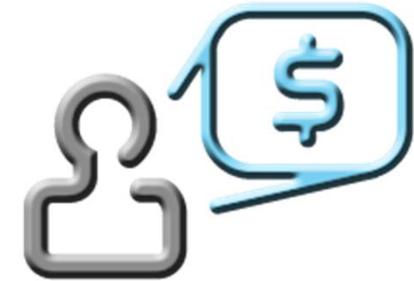
Project Cost + Financing

Initial TOTAL Project Cost Estimate
= \$6 Million

- Revised *Tentative* Project Cost Estimate = \$5.5 Million
- Annual Debt Service on \$5.5 Million is roughly \$442,000/year for 15 years

REPAYMENT OF DEBT SERVICE?

- Electrical Franchise Fees
- Natural Gas Franchise Fees
- Community Redevelopment Agency (CRA) Revenues



MEANING...

- Initially increases Electric Franchise Fees then, adjusts fees as Natural Gas + CRA Revenues increase

Adjust Electric Franchise Fee from 4.5% to 5.05% = 0.55%

\$0.55 per \$100 on FPU bills

- Borrowing of up to \$2 Million for the **1st F2 phase** @ 2.43% for 15 years



Goal 1: Waterfront Redevelopment

20 + Years of talking

...with some success!

V2000/V2020 discussed

- Including a waterfront park, boardwalks + band shell for gatherings, Entertainment!
- Develop port of call for small cruise ships
- Adequate parking for park and downtown
- Protect Amelia River waterfront
- Create a user-friendly environmentally sound recreation area
- Coordinate marine learning activities
- Promote ecotourism
- Plan for waterfront to provide economic opportunities and attract tourism
- Help existing waterfront industries with infrastructure needs
- Recognize historic waterfront industries economic contributions to City



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Goal 1: Waterfront Redevelopment Waterfront & Front Street Improvements

Why Now?

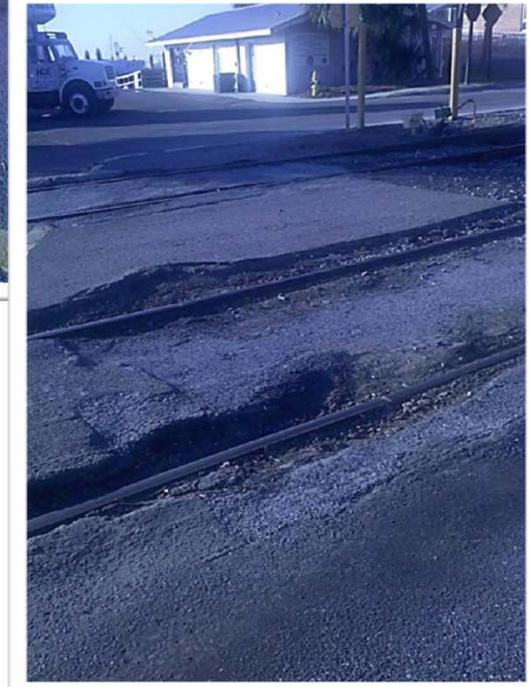
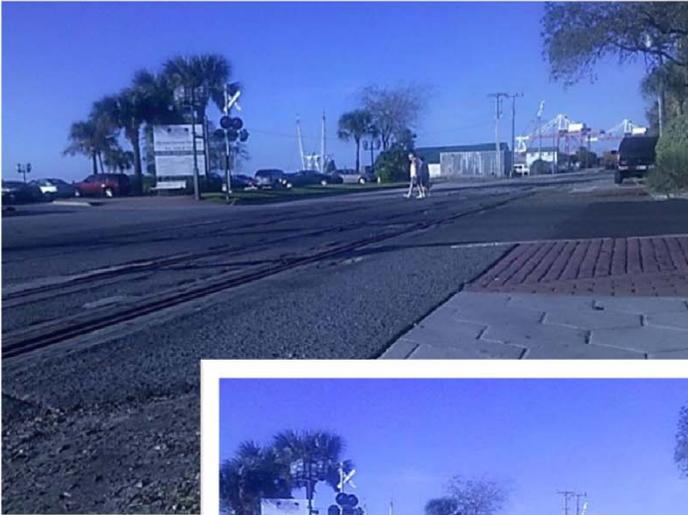
- Spark Redevelopment!
- Take a Leadership Role
- Visual Evidence
- Generate Activity
- Renewed Interest
- Improve Pedestrian Access
- Expand Recreational Opportunities



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Goal 1: Waterfront Redevelopment

Existing Conditions at Front Street RR Crossings



F
2

Goal 1: Waterfront Redevelopment

Existing Condition of Waterfront Park Lots C+ D



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Goal 1: Waterfront Redevelopment Waterfront Park Conceptual Plan

Master Plan Adopted in April 2009

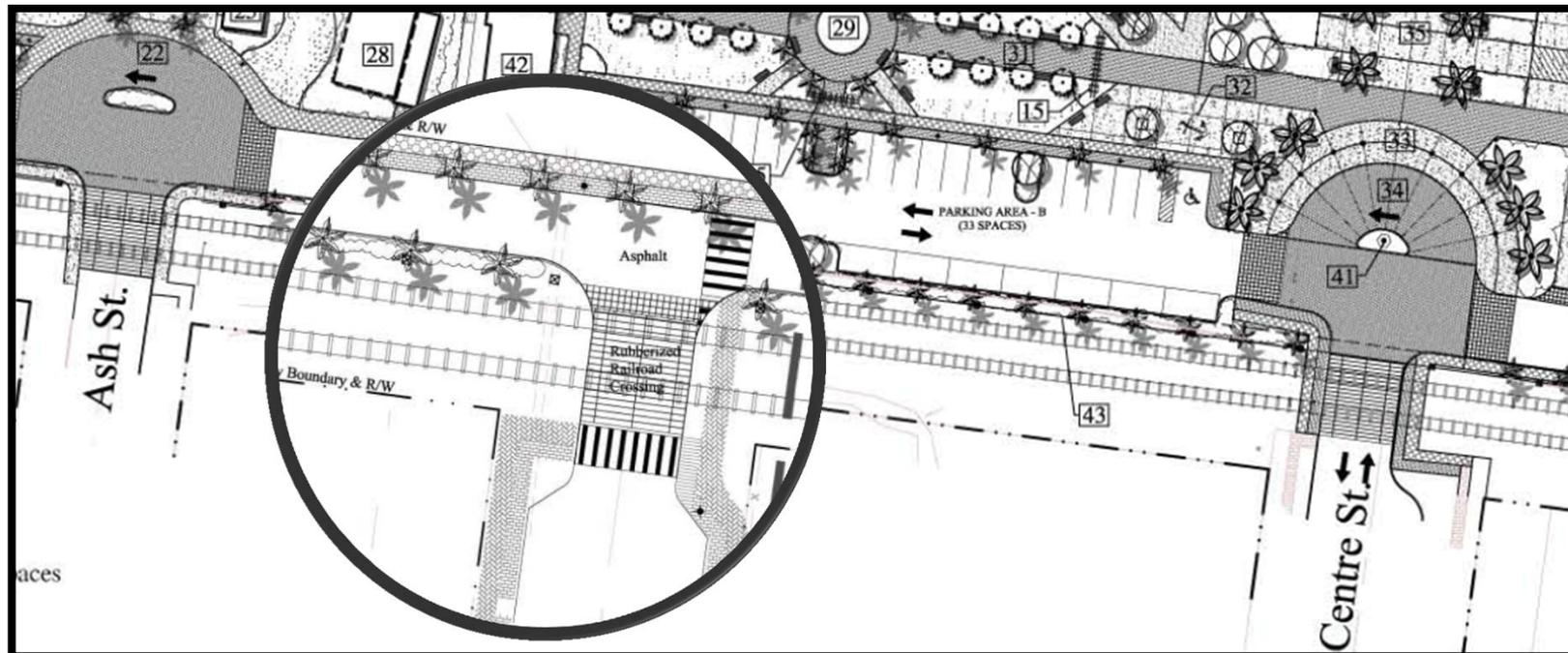


F 2

Goal 1: Waterfront Redevelopment

Enhanced Railroad Crossings + Alachua Street Vehicular Crossing

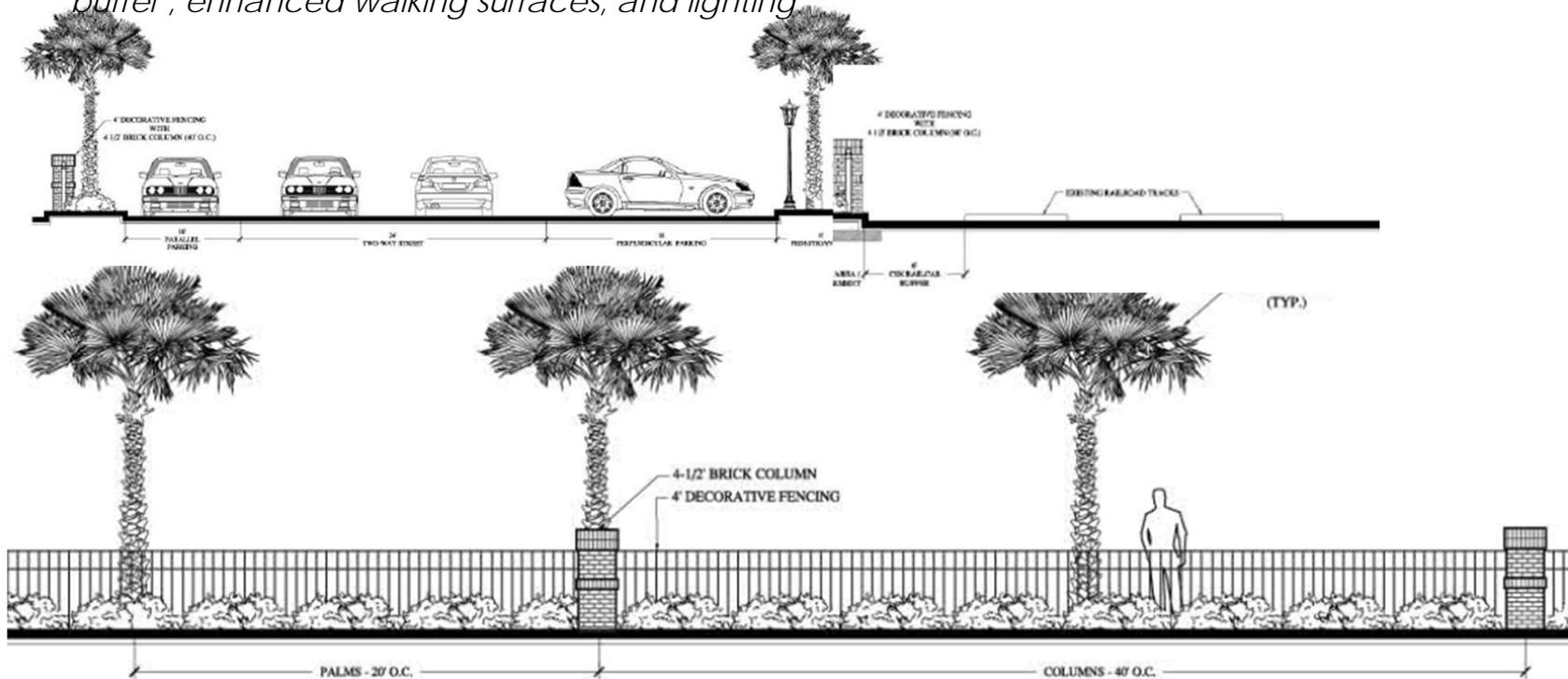
- *CRA Finding of Necessity* recommended: Connecting Front + Alachua Streets to improve overall traffic circulation and increasing pedestrian safety with sidewalk connections
- *Resolution 2007-164*: CC supports need for additional railroad crossing at Front + Alachua to bridge connection between waterfront CRA and historic district neighborhoods



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Goal 1: Waterfront Redevelopment Front Street Improvements

- **1999 Downtown Parking Study:** recommends changes to Front Street to improve existing unsafe conditions for vehicles and pedestrians
- **2008 Traffic Circulation Study** recommends: Front Street corridor improvements with landscaped buffer, enhanced walking surfaces, and lighting





Goal 1: Waterfront Redevelopment Stormwater Management



Front Street + Waterfront Park Improvements will add additional impervious surface which requires stormwater run-off mitigation.



Goal 1: Waterfront Redevelopment Milestones + Deliverables

Milestone	Deliverable
Construction Documents + Project Specifications	<ul style="list-style-type: none">• 60% Construction Docs• SJRWMD Permit• USACOE Permit• 90% Construction Docs• 100% Construction Docs
Funding Strategy	<ul style="list-style-type: none">• Develop Comprehensive Financing Strategy• Partnerships• Grants
City Conceptual and Final Development Approval	<ul style="list-style-type: none">• HDC Conceptual + Final Approval• TRC Pre-Application + Final Development Order Issued
Groundbreaking	<ul style="list-style-type: none">• Construction Contract Initiated• Ceremony
Construction	<ul style="list-style-type: none">• 200 days (February 2013- December 2013)
Completion	<ul style="list-style-type: none">• Re- Opening Event December 2013

PROJECT AUTHORIZATION/ PROJECT PROGRAMMING	6d	Mon 11/21/11	Wed 11/30/11
Commission Approved Contract	1d	Mon 11/21/11	Mon 11/21/11
Staff Meeting	1d	Wed 11/30/11	Wed 11/30/11
WATERFRONT PARK PLAN DEVELOPMENT (By Others)	104d	Thu 12/1/11	Tue 5/1/12
Park Element Development (By Others)	60d	Thu 12/1/11	Wed 2/29/12
Architectural Concept Development (By Others)	60d	Thu 12/1/11	Wed 2/29/12
HDC Submittal Deadline	1d	Tue 3/6/12	Tue 3/6/12
HDC Meeting	1d	Thu 4/19/12	Thu 4/19/12
City Commission Meeting (final action)	0d	Tue 5/1/12	Tue 5/1/12
FRONT STREET PLAN DEVELOPMENT	15d	Thu 12/1/11	Wed 12/21/11
Base Plan Update (Front Street Elements Only)	15d	Thu 12/1/11	Wed 12/21/11
DESIGN (Front Street Only)	89d	Thu 12/22/11	Tue 5/1/12
Begin Construction Documents	1d	Thu 12/22/11	Thu 12/22/11
St. Johns Pre-application meeting	15d	Tue 1/10/12	Mon 1/30/12
60% Construction Documents to City	45d	Fri 12/23/11	Thu 3/1/12
60% Engineers Estimate of Probable Cost	10d	Fri 2/17/12	Thu 3/1/12
City Review of 60% plans	15d	Wed 4/11/12	Tue 5/1/12
ALACHUA RR/ROADWAY IMPROVEMENTS	196d	Tue 11/22/11	Fri 8/31/12
Coordinate with First Coast Railway	15d	Tue 11/22/11	Wed 12/14/11
Railway Agreement Executed	45d	Thu 12/15/11	Wed 2/22/12
Alachua Street Design/Permitting	90d	Thu 12/15/11	Wed 4/25/12
Railroad Construction	60d	Thu 2/23/12	Wed 5/16/12

Alachua Street Construction	90d	Thu 4/26/12	Thu 8/30/12
Improvements Complete	1d	Fri 8/31/12	Fri 8/31/12
SUBMIT PERMIT APPLICATIONS (SJRWMD,ACOE, TRC)	149d	Fri 3/2/12	Thu 9/27/12
SJRWMD Stormwater Permitting	120d	Fri 3/2/12	Fri 8/17/12
ACOE Environmental Permitting	140d	Fri 3/2/12	Fri 9/14/12
City Technical Review Committee Permitting	60d	Wed 5/2/12	Wed 7/25/12
90% Construction Documents to City	90d	Wed 5/2/12	Wed 9/5/12
90% Engineers Estimate of Probable Cost	10d	Thu 8/23/12	Wed 9/5/12
Receive Agency Permits	0d	Fri 9/14/12	Fri 9/14/12
City Review of 90% Plans	16d	Thu 9/6/12	Thu 9/27/12
100% CONSTRUCTION DOCUMENTS AND SPECIFICATIONS	40d	Fri 9/28/12	Thu 11/22/12
100% Construction Documents to City	20d	Fri 9/28/12	Thu 10/25/12
100% Engineers Estimate of Probable Cost	10d	Fri 10/12/12	Thu 10/25/12
City Review of 100% Plans and Final Approval for Bid	20d	Fri 10/26/12	Thu 11/22/12
BIDDING AND CONSTRUCTION	286d	Fri 11/23/12	Fri 12/27/13
Invitation to Bid	20d	Fri 11/23/12	Thu 12/20/12
Bid Openings	2d	Fri 12/21/12	Mon 12/24/12
Commission approval of GC contract	40d	Tue 12/25/12	Mon 2/18/13
Groundbreaking Ceremony	0d	Fri 2/22/13	Fri 2/22/13
Construction	200d	Mon 2/25/13	Fri 11/29/13
Construction Completion/Close-out	20d	Mon 12/2/13	Fri 12/27/13
PARK OPENING	1d	Mon 12/30/13	Mon 12/30/13
Park Opening (City Commission Meeting)	1d	Mon 12/30/13	Mon 12/30/13



Goal 1: Waterfront Redevelopment Design + Engineering

- Design + Engineering (*Continuing Contract*)
 - 2008 RFQ for CRA + Southside Projects (Resolution 2008-67)
 - Awarded to Zev Cohen
 - Task Orders 1-4 Completed
 - Preliminary Design + Engineering of Waterfront Park, Front Street, Stormwater Needs Analysis, + Railroad Crossing
 - Task Orders 5-6 = \$176, 318.00
 - Design, Permitting + Bidding

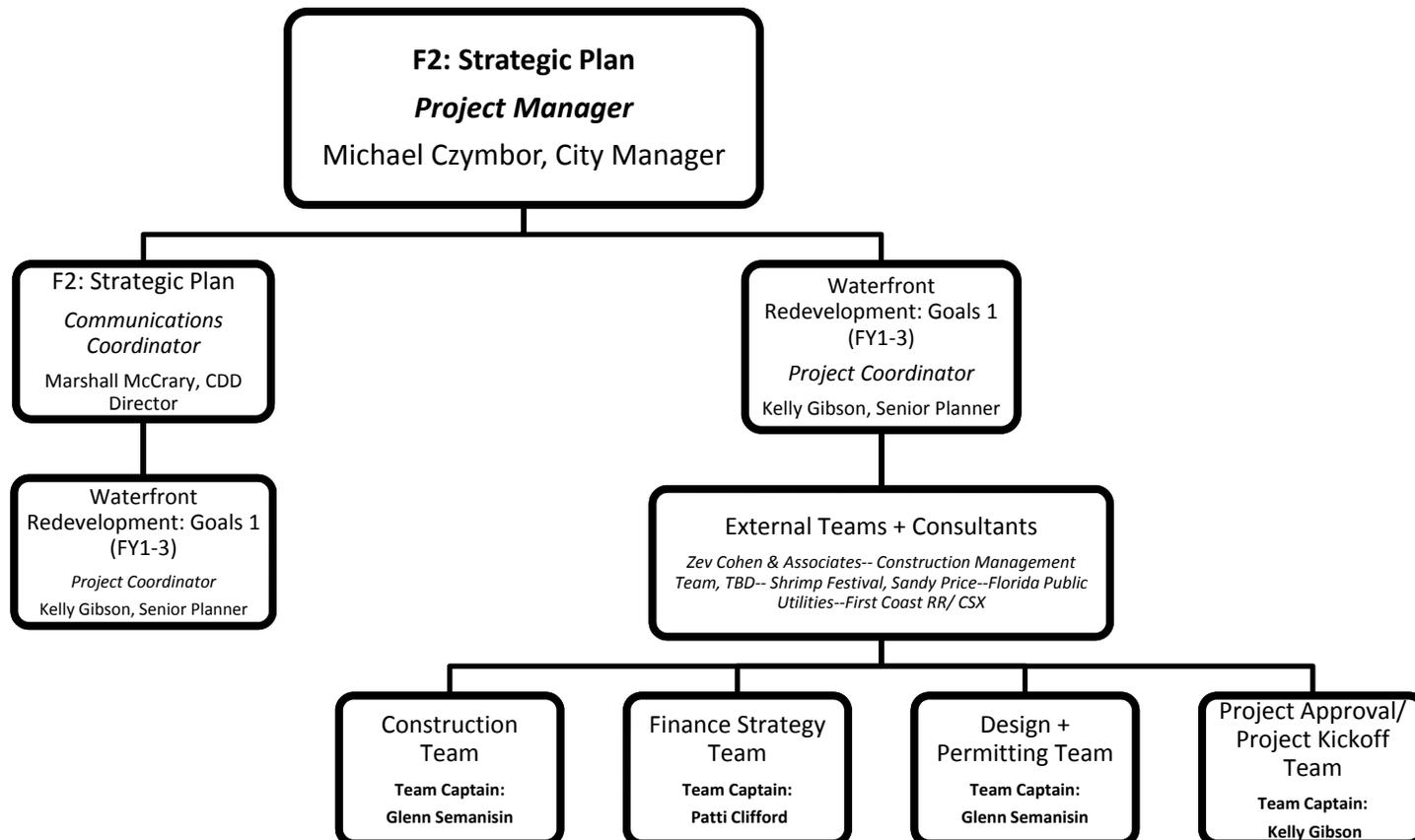


Goal 1: Waterfront Redevelopment Construction Management

- Construction Project Management/ Owners' Rep
 - RFP #11-108 issued August 2011
 - City Received 8 Responses
 - Evaluation Committee Ranked and Endorsed top 2 firms
 - Only the top 2 ranked firms will present to the Commission on December 6 @ 5:00PM



Goal 1: Waterfront Redevelopment Project Reporting Structure





Goal 1: Waterfront Redevelopment Immediate Next Steps

1. Authorize Capital Revenue Note for \$2 Million
11.15.11 CC Agenda Item 7.1
2. Approval of Task Orders 5-6 to Zev Cohen and Associates
11.15.11 CC Agenda Item 7.2
3. Award Construction Management/ Owner's Representative Contract
Top 2 ranked firms CC presentation on 12.6.11