

SET ATLANTIC

CRA 2018-07

JONES NEW URBAN DELRAY, LLC



Development Team

- **Jones New Urban Delray, LLC is a partnership between Fort Lauderdale based Milton Jones Development Corporation (founded in 1988), Sean Jones Corporation (founded in 2005) and Delray Beach based New Urban Communities Corporation (founded in 1998). Jones and New Urban are both licensed, self-performing general contractors. Jones New Urban Delray, LLC is a diverse partnership whose four principals collectively have over 130 years of development industry experience.**
- **Marcela Camblor and Associates is our planner/designer. Marcela has worked with the City for many years on its downtown master plan and CBD design guidelines.**
- **We have agreements with Randolph Construction and Hatcher Construction, Delray Beach based general contractors for construction and construction management services on the project.**

Consistency with RFP Criteria & CRA Plan— Design Objectives

- ✓ Create an active, walkable community consistent with the essential character of the City and The Set -- our “Village by the Sea”.
- ✓ Superior site design, architecture and quality of public and private spaces.
- ✓ Provide a range of housing opportunities close to employment.
- ✓ Provide needed neighborhood services—grocery, health care, financial.
- ✓ Be a catalyst for further redevelopment activities in the neighborhood.
- ✓ Build wealth in The Set and give former Set residents and their families a reason to return to live and/or work.
- ✓ Create opportunities for neighborhood participation before, during and after construction.



Continuity and Value:
Stable, experienced ownership at Jones and New Urban for decades. As licensed, self-performing general contractors we can control costs and offer more value to tenants and homeowners.

New Urban Communities

***Courtyards of Delray
Delray Beach***



MJDC

Proven Track Record: We deliver quality human scaled design and a sense of community at attainable prices, with four completed developments in Delray Beach alone, two of which are west of Swinton Avenue.



Creative out of the box thinkers: Product and work force housing innovators with significant commercial and mixed use experience.



Pioneers: We have invested when and where most would not, repeatedly stabilizing transitional neighborhoods and serving as a catalyst for further redevelopment activity and fostering community resilience.



**Shoppes On Arts Avenue
Fort Lauderdale**



Pompano Beach Fishing Village Pompano Beach

Visionaries: Extensive
experience in in CRAs
throughout South Florida.



Great Reputation: We create great places that stand the test of time. See the many letters of recommendation from public officials throughout South Florida.

**Old Palm Grove
Delray Beach**



September 10, 2018

Stuart City Hall
Procurement & Contracting Services Office
21 SW Flagler Avenue
Stuart, FL 34994

RE: Letter of Recommendation—New Urban Communities

Dear Mayor Glass Leighton and Commissioners:

It is my pleasure to provide this letter of recommendation for New Urban Communities and its principals Tim Hernandez and Kevin Rickard. I have known Tim and Kevin since 2003, when I called Tim to see if they would be interested in bidding on a City owned redevelopment opportunity on the beach. That did not work out, but eleven years later the City named Pompano Pier Associates (PPA), an affiliate company controlled by Tim and Kevin, as the master developer for the private portion of City's beach redevelopment.

PPA has displayed creativity and tenacity in equal parts in coming up with an exciting design for Pompano Beach Fishing Village, one that implements the City's vision of a pedestrian friendly beachfront. Kevin and Tim have spent a lot of time in meetings with neighbors, advisory boards, civic organizations, City staff, etc. They have earned the community support for their plan. They have succeeded in turning a city resource, a hotel to an area of the community that had seen limited investment for decades. They have also navigated a complex set of entitlement issues, which has included obtaining a variety of approvals from the City of Pompano Beach, Broward County and the State of Florida.

We have worked with Tim and Kevin and PPA. They are very professional and have assembled a talented team of designers to execute the overall design.

I would highly recommend Tim Hernandez, Kevin Rickard and their company, New Urban Communities for any future development.

Sincerely,

Lamar Fisher

Lamar Fisher,
Mayor

Public Official Recommendations



TOWN OF JUPITER

May 4, 2015

Mayor Kelli Glass Leighton and City Commission
c/o Paul Nicoletti
City Manager
121 SW Flagler Avenue
Stuart, FL 34994

RE: Letter of Recommendation—New Urban Communities – Stuart Triangle Property Redevelopment

Dear Mr. Nicoletti:

As Mayor of the Town of Jupiter, I have had the opportunity to work with New Urban Communities and its principals Tim Hernandez and Kevin Rickard for over fifteen years on several developments in the Town of Jupiter, primarily in the context of mixed use and New Urbanism. I would highly recommend New Urban Communities for the Morgan City Center Redevelopment project.

Mr. Hernandez and Mr. Rickard are creative, committed to crafting quality communities, and clearly understand what does and doesn't work in the complicated design and construction of mixed-use developments. They are personally involved in all their developments and have consistently demonstrated a willingness to work with our City staff and elected officials. While we may not have always agreed, they were open to moderation, discuss and address our concerns and issues. I spent the most time with Tim Hernandez, and always found him to be thoughtful, forthright, and a problem-solver. As an urban planner myself, I appreciated his dedication to quality planning.

To give you a brief summary of their work in Jupiter:

New Urban has been the planner and developer for a number of neighborhoods in the New Urbanist Abacoa development. Their first project was Osceola Woods, a 146-unit townhouse development. This development located along a gateway road just across from the Abacoa Town Center and PAU, provided affordable housing in a highly visible location. New Urban worked closely with Town staff to create a site plan that emphasized walkability inside the neighborhood and pedestrian connections to the Greenway and Town Center.

Another New Urban Abacoa development was Greenwich. They worked with our staff to come up with a plan that successfully addressed multiple goals, including the Town's desire for commercial development and affordable housing on the site, and the adjacent residential community of New Haven's desire for a well landscaped and primarily residential edge along the common boundary. Greenwich's design minimized cut through traffic into New Haven by providing multiple alternative ways in or out of the community for both residents and businesses. Greenwich is one of Abacoa's more successful mixed-use communities.

New Urban's most recent project in Abacoa is Dakota. This development was originally planned as a townhome and condominium development with a neighborhood commercial component that included a gas station and convenience store. Unfortunately subsequent neighborhood opposition to a gas station caused the Town to reassess this use and ask New Urban to eliminate the gas station. New Urban and the Town worked together on a creative solution: reconfiguring the development instead as a higher density rental apartment development with a day care center replacing the townhomes and gas station.

Lastly, in addition to work in Abacoa, New Urban developed Bonita/Sea Pines, a 540 unit mixed use traditional neighborhood development. Bonita was the final development outside of Abacoa to apply the Town's MOD (Mixed Use Development) design principles. Bonita features a wide range of housing types as well as a commercial town center which includes a Publix, a Starbucks, a bank, and several small dining establishments.

Should you have any questions, please feel to call me at 561-741-2214, or email kareng@jupiter.fl.us.

Sincerely,

Karen J. Golenka
Karen J. Golenka
Mayor

TOWN OF JUPITER



September 7, 2018

Stuart City Hall
Procurement & Contracting Services Office
121 SW Flagler Avenue
Stuart, FL 34994

Subject: RFP#2018-204, "Development of Sailfish Ballfields and City Garage Property"

To All Concerned:

In my 22 years as a member of the Treasure Coast Regional Planning Council, I have had the opportunity to work with New Urban Communities and its principals Tim Hernandez and Kevin Rickard. I have known Tim and Kevin since 2003, when they first approached the City about redevelopment opportunities in the community.

While everyone else is talking about doing it or drawing pictures of it, Tim Hernandez and Kevin Rickard are actually building it. In addition to their long and successful track record, my confidence in them is born out of their knowledge of constructing authentic building types; their ability to blend the often difficult considerations of public policy, financing, and the market into good results on the ground; and their commitment and true belief in rebuilding cities and towns.

If you are interested in delivering high-quality, authentic urbanism and infill in your city, it is without reservation that I would recommend New Urban Communities.

Sincerely,

Michael J. Hubba

Michael J. Hubba, AICP
Executive Director

MJB:sh

John P. "Jack" Seller
Mayor

100 North Andrews Avenue
Fort Lauderdale, FL 33301
(954) 828-5003
(954) 828-5667 Fax
jack.seller@fortlauderdale.gov
www.fortlauderdale.gov

December 13, 2017

Mayor John Adornato, III
City of Oakland Park
3650 NE 12th Avenue
Oakland Park, FL 33334

Re: New Urban Communities - West Dixie Lot RFQ

Dear Mayor Adornato:

It is my pleasure to provide this letter of recommendation for New Urban Communities and its principals Tim Hernandez and Kevin Rickard. I have known Tim and Kevin since 2003, when they first approached the City about redevelopment opportunities in the community.

New Urban has been the planner and developer for a number of neighborhoods in the New Urbanist Abacoa development. Their first project was Osceola Woods, a 146-unit townhouse development. This development located along a gateway road just across from the Abacoa Town Center and PAU, provided affordable housing in a highly visible location. New Urban worked closely with Town staff to create a site plan that emphasized walkability inside the neighborhood and pedestrian connections to the Greenway and Town Center.

Another New Urban Abacoa development was Greenwich. They worked with our staff to come up with a plan that successfully addressed multiple goals, including the Town's desire for commercial development and affordable housing on the site, and the adjacent residential community of New Haven's desire for a well landscaped and primarily residential edge along the common boundary. Greenwich's design minimized cut through traffic into New Haven by providing multiple alternative ways in or out of the community for both residents and businesses. Greenwich is one of Abacoa's more successful mixed-use communities.

I would highly recommend Tim and Kevin along with their company New Urban Communities for your West Dixie Lot Redevelopment.

If my office can be of any assistance to you, please feel free to contact me.

John P. Seller
John P. "Jack" Seller
Mayor



May 5, 2015

Mayor Kelli Glass Leighton and City Commission
c/o Paul Nicoletti, City Manager
121 SW Flagler Avenue
Stuart, FL 34994

RE: Letter of Recommendation—New Urban Communities – Stuart Triangle Redevelopment

To all concerned:

As the former Mayor and a current City Commissioner for the City of Wilton Manors, I am pleased to write this letter of recommendation for New Urban Communities and its principals Tim Hernandez and Kevin Rickard. I have known Tim and Kevin since 2003, when they first approached the City about redevelopment opportunities in the community.

New Urban has been the planner and developer for a number of neighborhoods in the New Urbanist Abacoa development. Their first project was Osceola Woods, a 146-unit townhouse development. This development located along a gateway road just across from the Abacoa Town Center and PAU, provided affordable housing in a highly visible location. New Urban worked closely with Town staff to create a site plan that emphasized walkability inside the neighborhood and pedestrian connections to the Greenway and Town Center.

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I would highly recommend New Urban Communities for your redevelopment of the Stuart Triangle Development.

Sincerely,

Scott Korman

Scott Korman
City Commissioner

DC

Development Concept

- **30** humanly scaled 1, 2 and 3 story **buildings** with traditional architecture and varied setbacks that engage the neighborhood in a way that large buildings and unlined parking decks or giant parking lots simply cannot.
- A mile long internal pedestrian network connecting buildings within the development to one another, internal greens and open spaces and the surrounding community.
- 37,400 sf of Grocery, office, retail and restaurant space to serve community needs.
- 30 for sale and 194 rental residences on site, with 27 workforce housing units.

Missing Middle

- **Our plan incorporates forward thinking planning principles aimed specifically at resolving the issue of scale and character that Delray Beach has struggled with since redevelopment started in earnest about 20 years ago.**
- **The Missing Middle concept provides a range of multi-unit housing types compatible in scale with single-family homes and affordable to rent and own.**
- **Our plan provides a balanced amount of development while helping maintain scale and character of this unique neighborhood that has both a growing demand for walkable urban living and a strong desire to maintain character, scale and a sense of community.**
- **Our plan provides diverse and properly scaled housing options to support walkable communities, locally-serving retail, and public transportation options.**

Community Inclusion

- Establishment of the Set Foundation, contributing \$500,000 over ten years (\$50,000 annually) toward community youth programs.
- Executed Agreement with Randolph Construction to GC not less than three buildings.
- Executed Agreement with Hatcher Construction to perform concrete/shell work and identify additional local suppliers and subcontractors.
- Local suppliers and subcontractors will receive a 3% price advantage in bidding over outside suppliers and subcontractors during construction and property management.



Master Plan

Mix of building heights and types and avoidance of large structures extends the "Village by the Sea" character and is more compatible with the surrounding neighborhood.



Land Use Plan

Fine grain mix of land uses with parking hidden to the rear, varied setbacks and extensive network of greens and plazas.

Circulation Plan

*Small buildings allow creation of a network of **pathways** making the community more **walkable** and **connected** to the neighborhood*



SW 7th Avenue: Public Green, Café and residential buildings with varied setbacks and elevations create an identifiable place, quality spaces and a seamless transition to the neighborhood.



700 Block of West Atlantic: Coastal and Florida Vernacular style mixed use buildings with ground floor retail and office space and residential above activates the street and provide eyes on it.



800 Block of West Atlantic: Grocery Store, Medical Office/Urgent Care and Financial institution address important longstanding unmet community needs.



Key Comparisons

Group/Rank	Jones New Urban #1	Prime #2	Kayne Anderson #3	BH3 #4	Uptown #5
Score	326	312	303	270	253
Rental Residential (units)	Yes (194)	Yes (94)	Yes (142)	Yes (165)	Yes (112)
For Sale Residential (units)	Yes (30)	No	No	No	No
# of Buildings	30	8	6	12	9
Public Subsidy	\$250,000	\$250,000	0	+/- \$17,574,000	\$250,000
Set Foundation	Yes, \$500,000	No	No	No	No
Walkability/Pedestrian Network	Extensive	Minimal	Minimal	Extensive	Minimal
Parking Decks	No	2	1	3	No
Annual Spending	\$3,765,288	\$2,508,178	\$3,618,654	\$3,607,605	\$2,604.044
Local Contractors Identified and Contracted	Yes	No	No	No	No
Building Height (stories)	1, 2, 3	1,3	1,2,3	3	2,3,4

Jones New Urban—Important Distinctions

- **Ranked #1 overall and #1 in Experience, Project Concept, and Community Inclusion.**
- **By far the most relevant experience (West Atlantic and Sistrunk)**
- **Plan has smaller buildings with varied heights (1-3 story) and setbacks, more in scale with the Village by the Sea**
- **Smaller buildings provide more opportunities for small local contractor involvement; agreements already in place to include local contractors.**
- **Design allows creation of an extensive network of greens and walkways.**
- **Establishment of the Set Foundation with a \$500,000 commitment to youth programs in the Set over ten years.**
- **Racially diverse ownership group.**

Set Atlantic

- **We were here 6 years ago ranked #1 by the CRA/City Selection Committee**
- **We listened carefully to the community and got their input before we designed our new plan and devised our community engagement program.**
- **The result? This plan is better in all respects—from design to community inclusion.**
- **We have the added perspective of having been building and having our headquarters located here in Delray for over 20 years. We love the City and will get the job done, as we always have.**

SET ATLANTIC

Jones New Urban Delray, LLC

