



2023-847F

Historic Consulting Services for the Fifth Avenue/Pleasant Street Historic Heritage Trail

ITN GCRA-230050-GD | July 11, 2023



PEREZ
PLANNING +
DESIGN, LLC

Community Planning Collaborative

Ennis Davis – Project Manager

Community Planning Collaborative is an urban planning and historic preservation consulting practice whose purpose is to elevate the voices and culture of those traditionally excluded from urban planning, land use and zoning.

CPC facilitates community-led, history-based planning solutions so that equitable outcomes are possible.

Expertise includes historic preservation planning, long-range land use planning, master site planning and development, land development regulations, placekeeping strategies, historic interpretation and research, historic cemetery planning, resilience planning, GIS mapping and analysis, grant writing and administration, and community outreach and engagement facilitation.

Team: Adrienne Burke, AICP, Esq. | Carlos Perez, PLA | Carla Jones | Aaron Daye



American Beach Cultural Heritage Plan

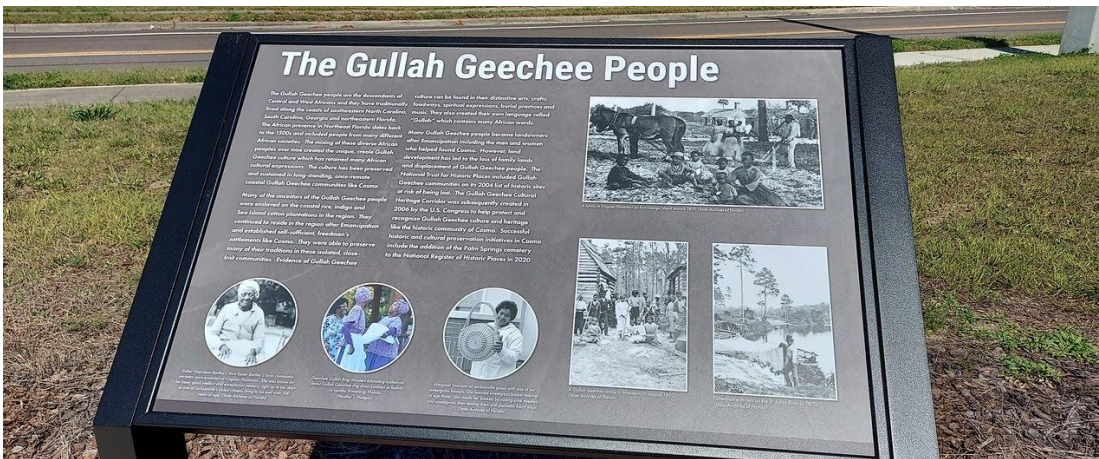
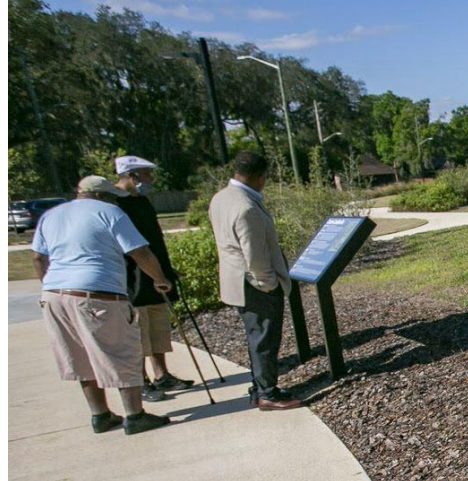
Amelia Island, Florida (2018-2022)



**COMMUNITY PLANNING
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Cosmo Freedom Park Trail

Cosmo, Florida (2020-2022)



COMMUNITY PLANNING
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LaVilla Cultural Heritage Trail

Jacksonville, Florida (2022-2024)

LEGEND

Original LaVilla Boundary

DIA LaVilla Overlay District

Emancipator Trail Model Mile

Future Bike Facility

Interior Parks

Riverfront Parks

First Priority: Sites Identified by 2018 Civil Rights Taskforce

Second Priority: Significant Sites Identified by Committee that still exist (within Downtown Boundary)

Remaining Sites: Remaining Sites Identified by Committee

LaVilla Neighborhood Development Strategy Gateway Entry Sites

Additional Gateway Entry Sites Recommended by Committee Members

1. Bibo Theatre & Museum

2. Lili Eryi House & Sing Park (Birthplace of Johnson Brothers)*

3. Bowers Hospital

4. Historic Shagan House*

5. Greenway Hall/Lounge Bar/Wynn Hotel

6. Old Warren School

7. One White Mountain/Globe Theatre

8. Broad Street/Cabot's (Marl's Railroad), Douglas Wetmore

9. Baylan Industrial Training School for Girls

10. Lorton Post Federal Home

11. Site of the Great Fire of 1902

12. Most Wonderful Union Grand Lodge (Masonic Temple)

13. Jacksonville Terminal*

14. Park United Church of the Living God

15. Canal Hotel

16. Broad and Ashley

17. Richmond Hotel

18. Whelanston (Dorcas Club)

19. Second Missionary Baptist Church

20. Old Fulton Lodge

21. St. Philip's Episcopal Church

22. Jenkins Quality Barbers

23. Young Men's Hebrew Association (Morris Ellis Lodge)

24. Puka-Morales House

25. 310-318 & 320-322 Jefferson St. Residences (early Jewish immigrant community)

26. 324 N. Broad (Built by Edward D. Mason - Gullah developer)

27. 51 Mullica Cigar Factory (early Cuban immigrant community)

28. Jacksonville Bus Railroad

29. USNR Warehouses

30. Pittsburgh Plate Glass Company

31. A.L. Lewis Elementary School Site

32. Florida C. Doyle Memorial Playground (LaVilla Park)

33. Shiloh Metropolitan Baptist Church

34. Brick Church Cemetery

35. Anneton Church of God

36. Donald Mathis & Association

37. Railway Express Agency

38. LaVilla Grammar Public School

39. Patrick Chappell's Residence

40. The Line (Red Light District)

41. Railroad Row Business District (early Greek immigrant community)

42. Davis Street Neighborhood Business District

43. West Beach (1902 Civil War History)

44. West Adams Street (early Chinese immigrant community)

45. Atlantic & East Coast Terminal Company Freight Depot

46. Budget House Public Housing Complex

47. Site of Grand Theater

48. Hotel de France

49. James "Charlie Ed" Craddock/Charlie Ed Hotel

50. Haynes Lumberworks

51. Cabot's Railroad/Midway Music Store

52. Manuel's Tap Room

53. E.L. Wetmore Residence and Studio

54. Ray Charles Residence

55. Executive Hall (first Black-owned theater)

*Sites linked to Groundwork Jacksonville and Jessie Ball Pauther Fund projects

COMMUNITY PLANNING
COLLABORATIVE

Scope

- **Task 1: Review and Recommendations | Expanded**

- Additional stakeholders
- Community concerns
- Field visits
- Neighborhood histories
- Gainesville policy history
- Detailed Task 2 proposal

- **Task 2: Community Engagement and Project Planning/Design Completion | Expanded**

- Meaningful engagement plan
- Best practices
- Mission statement and project goals
- Historic research and graphics
- **Technical coordination**
- Finalized trail program

- **Task 3: Provide Project Administration and Recommendations | Expanded**

- Vendor identification
- Vendor coordination
- Maintenance and operations strategies



Community Engagement

Our team recognizes the value of listening and engaging with community members at all stages of the Heritage Trail project process.

Goals of a successful community engagement process include:

- understanding the community's desires and wished-for outcomes of the heritage trail project,
- identifying priorities for heritage marker locations and stories,
- determining opportunities and challenges for the heritage trail project, and
- ensuring the community feels involved in planning, design, and implementation of the Fifth Avenue/Pleasant Street Heritage Trail project.

The Engagement and Outreach budget anticipates stipends for identified local Subject Matter Experts in addition to our project team local SME Aaron Daye. It is important to the CPC team to financially compensate community members for their time, knowledge, and expertise.



Schedule

Task	Description	Hours	2023			2024											
			Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
1.0	Review and Recommendations - 4 Months	280															
1.1	Review Heritage Trail Mission and Vision Statements	5															
1.2	Review potential story lines, points of view, calls to action	18															
1.3	Review Interpretive Approach	18															
1.4	Review of physical layout and recommendations made to date	18															
1.5	Review Gainesville history/land use/zoning	8															
1.6	Conduct Stakeholder interviews (10 meetings)	88	*	*													
1.7	Field Review	28															
1.8	Review and Recommendations Analysis (includes narrative report)	60															
	Provide detailed proposal and timeline	7															
	Presentation and Meeting	30				*											
2.0	Community Engagement and Project Planning - 12 Months	636															
2.1	Identify community Subject Matter Experts (SMEs)	20															
2.2	Provide Community Engagement Plan	36															
2.3	Community Workshops (2 Total) & Engagement Strategies	72								*					*		
2.4	GCRA Advisory Board & City Commission Meetings (4 Total)	84							*	*				*	*		
2.5	Project Planning & Design Completion																
	<i>Best Practices</i>	28															
	<i>Technical Coordination</i>	48															
	<i>Historic Research</i>	44															
	<i>Narrative Outlines</i>	44															
	<i>Identify and Obtain Historic Photographs & Graphics</i>	20															
	<i>Design Schematics & Renderings</i>	216															
	<i>Cost Estimates</i>	24															
3.0	Project Administration and Recommendations - 12 Months	124															
3.1	Project Review & Consultation	40															
3.2	Attend Regular Meetings (12 Total)	32															
3.3	Fabrication & Installation Coordination	44															
3.4	Post completion transition plan	8															
4.0	Project Management/Miscellaneous	82															
4.1	Quality Control	40															
4.2	Progress Reports	26															
4.3	Records Management	8															
4.4	Project Wrap-Up	8															
	Total Estimated Hours	1122															

* = In Person Event



Thank you!
Questions and Discussion



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