CREATING CRITICAL MASS IN THE URBAN CORE

MICHAEL BALANKY, PRINCIPAL

CHASE
PROPERTIES
What is Critical Mass

In real estate dynamics, *critical mass* happens when the rate of development becomes self-sustaining and creates further growth.

It requires *Vision, Opportunity, Synergy & Execution*
Opportunity
Public Private Partnerships (P3’s)

Public/private partnerships are “creative alliances” formed between a government entity and private developers to achieve a common purpose.

-Urban Land Institute
Opportunity

Potential P3 Partners

- City of Jacksonville
- Downtown Investment Authority
- Jacksonville Transit Authority
- Jacksonville Port Authority
- Jacksonville Electric Authority
- Duval County Public Schools
Synergy
Successful Public Private Partnerships

LaVilla - Lofts at Jefferson Station

• The DIA approved a $400,000 loan from the Downtown Economic Development Fund along with a Recapture Enhanced Value grant for 75 percent of the ad valorem tax increment generated over 15 years.
Synergy
Successful Public Private Partnerships

Kings Avenue Station
$30 Million Dollar Twin Flag Hilton Hotel
JTA’s First Transit-Oriented Development
Synergy
High-Density Mixed-Use Developments

Kings Avenue Station
Retail
Office
Residential
Synergy
High-Density Mixed-Use Developments

Deerwood Lake
Retail - Office - Residential
The Landing Redevelopment
Synergy
High-Density Mixed-Use Developments

Laura Street Trio
Synergy
High-Density Mixed-Use Developments

The District
Residential
Retail/Commercial
Riverwalk
Office
Marina
Grocery
Movie/Entertainment
Health
Synergy
High-Density Mixed-Use Developments

The Shipyards
Commercial
Office
Hotels
Residential
Retail
Entertainment
Tourism
Synergy
High-Density Developments

Convention Center

Hotels
Jobs
Tax Base
Commercial/Retail
Transportation
Entertainment
Exposure!
Vision

Downtown Jacksonville needs a defining/unifying project that the whole city can get behind.

Introducing...
Welcome to Duval

Home of the Jacksonville Jaguars - Wire
What is the JAG-WIRE?

• Gondola Commuter
• Public Attraction and City Icon
• Public/Private Partnership
Why Jag-Wire?

• Promote and Accentuate the St. Johns River & Downtown Jacksonville

• Easily Move Commuters between North and Southbank

• Connect San Marco to a new Convention Center and Everbank Field/Daily’s Place

Chicago River
“Public transportation in Downtown Jacksonville could be up in the air -- literally.

Local developer Mike Balanky hopes to establish a committee of public officials and local business owners next month to consider the feasibility of and possible funding mechanisms for an aerial cable car system that could link the Southbank to the Northbank from the Kings Avenue parking garage to the Jacksonville Municipal Stadium…”

“... I find it intriguing, I'll tell you that," Miller said. "Michael is a very out-of-the-box kind of thinker, a very creative thinker, and if there was a developer who was going to get it done, it would probably be Michael."
Gondolas In the News

“Cities across the U.S. are enthralled with gondolas. Aerial cable-propelled transit systems are being considered in:

Brooklyn, Washington, Chicago, San Diego, Seattle, Cleveland, Cincinnati, Buffalo, Baton Rouge, Austin, Tampa Bay and Miami.

Whether the gondolas are for commuting or tourism, advocates hope they can persuade cities to approve the ropeways and people to take to the skies.”

-Wall Street Journal
June 2016
Chicago’s Proposal

Operating roughly 17 stories above the river, one line of aerial gondolas would run from Navy Pier along the south bank of the main branch while another arm would extend southward along the lakeshore, connecting the Pier to Millennium Park. The combined system could accommodate as many as 3,000 passengers per hour.
Creating Critical Mass Takes **Vision**

Vision without **Execution** is just **Hallucination**
Execution
Keys to Creating Critical Mass

- Inter-Agency Coordination (DIA)
- Identify Properties by Highest / Best Use
- Broker Network with International Outreach
- Public-Private Partnerships (P3’s)
- Effective Requests for Proposal (RFP’s)
- Incentives with Timelines
- Urgency – Prior to the next Downturn
- Media Tracking