Vision East Gainesville

Gainesville Enterprise Zone
Development Agency Projects

Purpose of the Projects

- Envision the future development of East Gainesville
- Prevent development by default
- Create strategies to improve quality of life in East Gainesville

GEZDA Projects:

- East Gainesville Cooperation/Duplication Analysis
- Resident and Business Survey
- Interactive East Gainesville Map
- University of Florida East Gainesville Study

Cooperation/duplication Analysis

- Purpose of the Report:
    1. Find current status of EG redevelopment
    2. See if there is cooperation or duplication of revitalization efforts

Methodology

- Collected information on all:
    - Government Agencies (City & County)
    - Non-Profit Agencies
    - Studies & Reports

Methodology

- Areas of interest:
    - Community Projects
    - Housing
    - Economic Development
    - Environment
    - Transportation
    - Planning

Summary of Findings

Profile:

- 15 Plans & Projects
- 6 Private Agencies
- 5 Public Agencies
- 2 Studies

Summary Conclusion

- Areas that would benefit the most from greater cooperation:

  1. Housing
  2. Community Projects
  3. Economic Development

Possible Solution

- East Gainesville Coalition

Possible Solution

- Benefits of greater cooperation:
  1. Empower participants in EG revitalization
  2. Decrease duplication
  3. Use scarce resources efficiently
  4. Share information
  5. Create a unified strategy

Possible Solution

- The Coalition would consist of:
  A. Agency executives
  B. Neighborhood representatives
  C. Citizens at large

Possible Solution

- The Coalition would:
  A. Work on issues within their area of interest
  B. Share information on current projects
  C. Communicate to other areas of interest via Board of Directors

Possible Solution

- Example of a local coalition:
  - Alachua County Affordable Housing Coalition

  Coalition includes:

  Public Agencies (City & County)

  Private Non-profit Organizations

  Private Corporations

Resident & Business Survey

Goals of the survey:

1. Provide information to guide the vision of East Gainesville's future

2. Encourage people to purchase homes in East Gainesville

Resident & Business Survey

- Whom it will survey:
  - 300 Non-East Gainesville Residents
  - 100 East Gainesville Residents
  - 1,000 Surveys will be distributed to East Gainesville employers

Resident & Business Survey

- Areas of Interest:
  - Housing needs
  - Retail stores
  - Perception of Schools
  - Perception of Community
  - Perception of Public Services

Resident & Business Survey

- Possible Uses of Survey Results:
  1. Marketing East Gainesville
  2. Develop programs to foster East Gainesville development

Interactive East Gainesville Map

- Purpose of Developing the Map:
  1. Understand the current direction of housing development in East Gainesville
  2. Find opportunities to foster greater diversity of development

Map Link

Interactive East Gainesville Map

- Map includes:
  - Program Areas
  - Historic Preservation Districts
  - Housing Developments
  - Individual Projects
  - Community Projects
  Map Link

Interactive East Gainesville Map

- Future map uses:
  1. Understand development trends
  2. Promote interest in developing East Gainesville

University of Florida East Gainesville Study

- Purpose of project:
  - Find innovative solutions to improve the quality of life in East Gainesville
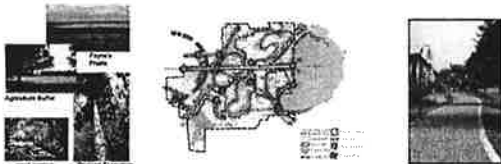
Conclusion

- **Need to do two things:**

A. Unify a vision for the future of East Gainesville

B. Empower the people and the participants to make the vision happen

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Gainesville Enterprise Zone Development Agency (GEZDA)

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