

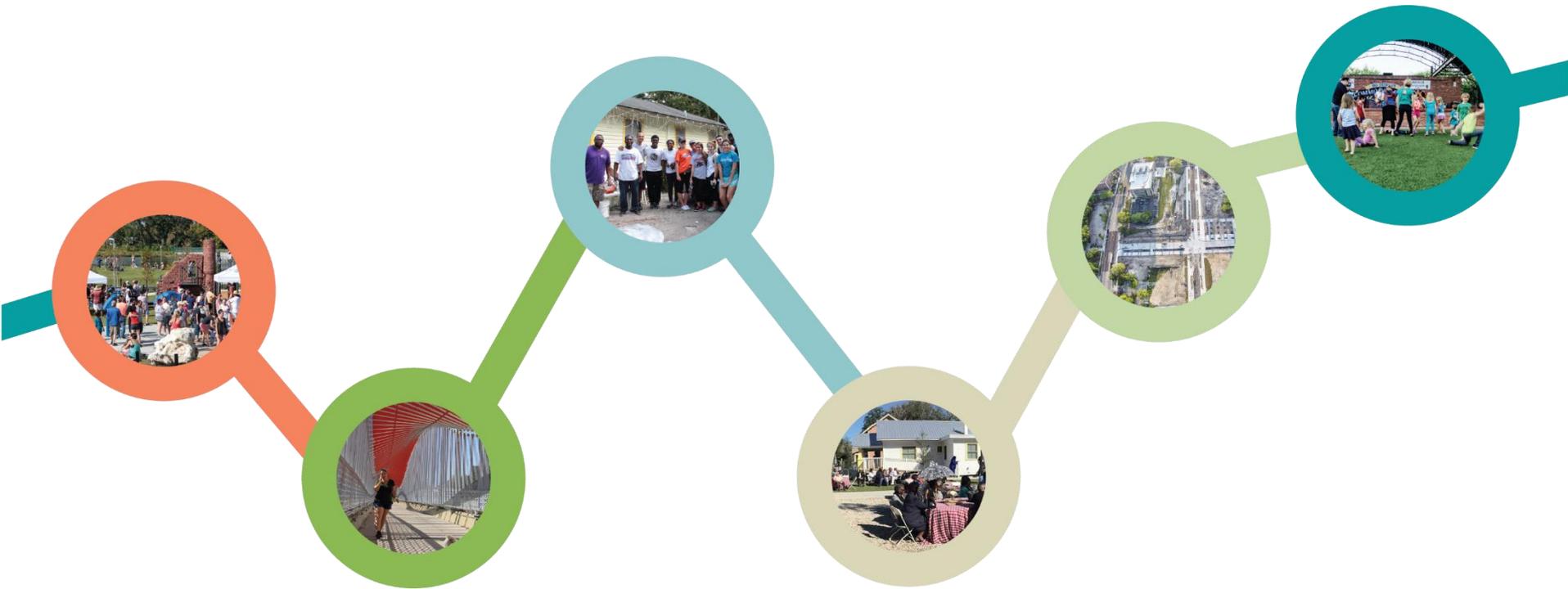
# CRA STRATEGIC PLANNING FY19-FY23

CRA Board Meeting | December 18, 2017

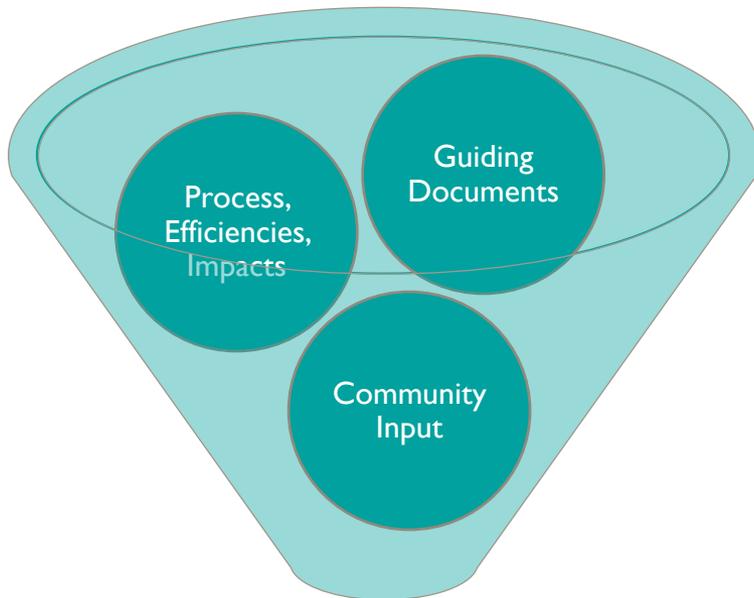


# TODAY'S INTRODUCTION

- What we've heard
- Strategic Planning Session recap
- Next steps



STRATEGIC PLANNING  
**BUILDING THE  
EVIDENCE BASE**  
TO INFORM WHAT'S NEXT



**FY19-23 CRA  
Strategic Roadmap**

**GUIDING DOCUMENTS**

- State Statutes
- Findings of Necessity
- Redevelopment Plans & Objectives

**PROCESS, EFFICIENCIES & IMPACTS**

- How do we spend our time?
- Talent & Resources
- Internal (GG/ GRU) Partnership Survey
- CRA District Analysis
  - Demographics
  - Built Environment
- Land use + Economics Analysis

**COMMUNITY INPUT**

- Community Vitality Report
- EngageGNV
- Digital + In-person Engagement

# Q: WHAT ARE YOUR PERCEPTIONS OF THE GAINESVILLE COMMUNITY REDEVELOPMENT AGENCY?

- “ I think the CRA is a great organization doing great work for our community.
- “ Could develop more team working skills with City of Gainesville departments.
- “ An organization trying to revitalize parts of Gainesville but failing to include each segment of our population in the vision.
- “ I think the CRA has been a significant driver in the redevelopment of the College Park-University Heights area. From a decade and a half, two decades ago, when it really started, envisioning what type of redevelopment could happen in order to help solve the blight conditions, incentivizing some types of development that have increased the tax base, and actually improve the neighborhoods and brought the tax base up, now generates some cash that they can go after some other important projects that might even connect with other districts.

*Select responses from 2017 Community Vitality Report, EngageGNV topics, Internal Colleague (COG/ GRU) Survey, Stakeholder Interviews, and submissions to 'ideas@gainesvillecra.com'*

Q: DO YOU THINK ANY OF THE CRA DISTRICTS  
HAVE BEEN FULLY AND SUCCESSFULLY  
REDEVELOPED? IF SO, WHY?

- “ **Yes.** Both [CPUH & DRA] are developed and evolving, and both bear evidence of significant commercial interest. The location of each, proximity to the university and the cultural hub that is downtown, generate interest on a scale that suggests increment dollars are not as necessary.
- “ **No.** I think they've all made great strides. I think these things take a lot of time and I think some of the work that was started ten, 20 years ago is really just starting to get to a point where there's some synergy. You're starting to see the kind of pieces of the puzzle begin to fit together but I don't think the puzzle is at all, anywhere near complete.
- “ **No.** The Eastside District has much more potential for sustainable growth and preservation of existing natural and historic resources.

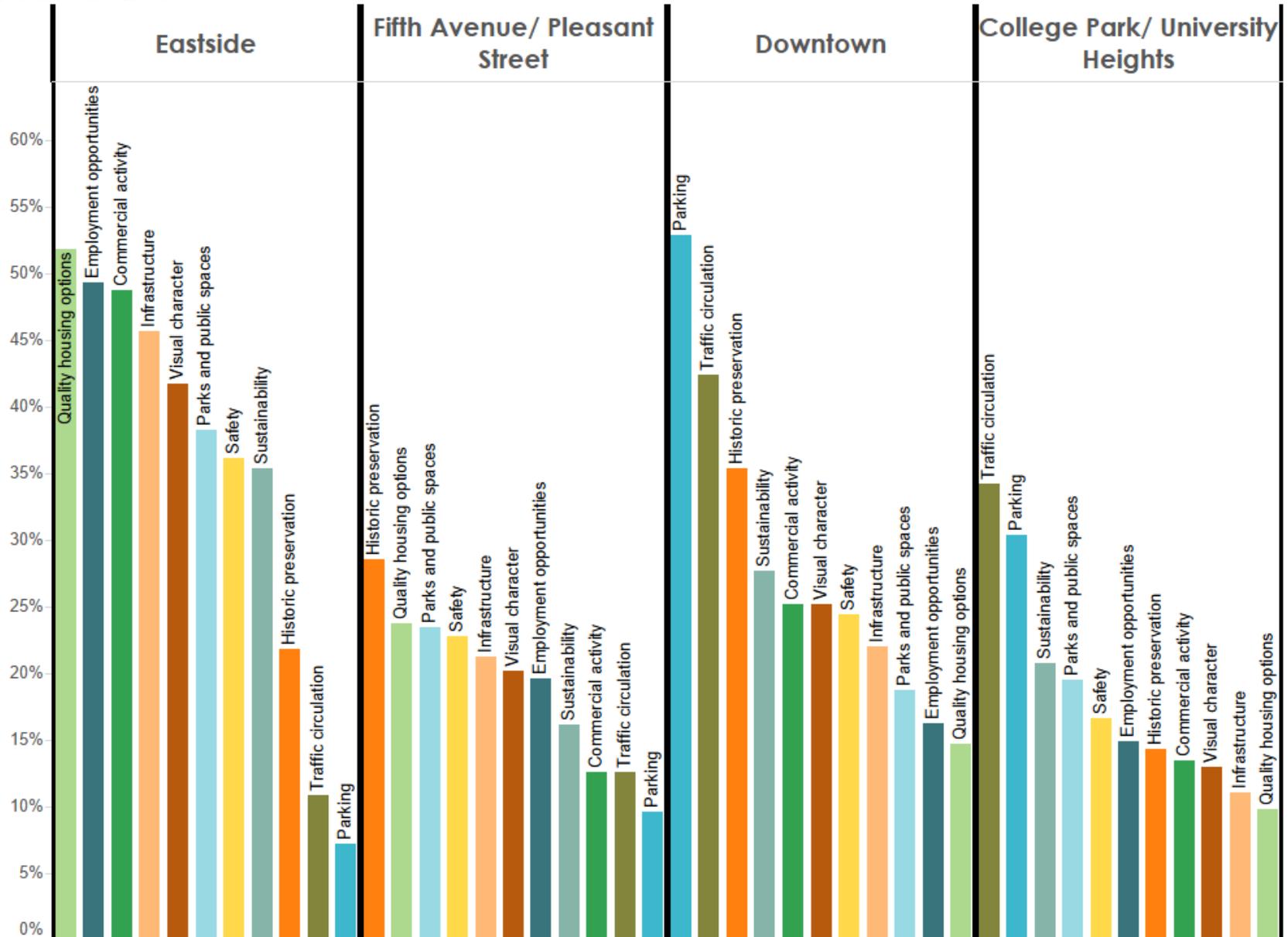
*Select responses from 2017 Community Vitality Report, EngageGNV topics, Internal Colleague (COG/ GRU) Survey, Stakeholder Interviews, and submissions to 'ideas@gainesvillecra.com'*

Q: WHAT WOULD YOU LIKE TO SEE THE  
CRA DO BETTER?

Q: HOW WELL DO YOU THINK THE CRA  
COMMUNICATES ITS PROJECTS, IMPACT AND  
MISSION?

Q: IN YOUR OPINION, HAS THE QUALITY OF  
LIFE IMPROVED, STAYED THE SAME, OR  
DECLINED OVER THE PAST FEW YEARS?

# In your opinion, what are the most critical redevelopment needs in each of the four CRAs?



Survey responses from 186 COG/ GRU employees. November 2017.



## CRA Strategic Planning Session

Thursday November 30, 2017

5:00 PM

Historic Depot Building

Dinner + Keynote + Activities

Free event, please RSVP at  
352-393-8213 or [ideas@gainesvillecra.org](mailto:ideas@gainesvillecra.org)



Keynote Address by

**Joe Minicozzi**, AICP  
Principal of Urban 3



# GROUP ACTIVITY 1: 'DEFINING VALUE'

Q: 'What are the most valuable properties in each of the four CRA districts?'

	FAPS	CPUH	DRAB	ERAB
1	vacant land	12	HIPP	D.G. Sonny's
2	AQ3 mt. pleasant church	12	Depot PK.	GTEC
3	5th Ave. neighborhood	12 standard	Depot PK.	Wood
4	SFC	standard	Depot PK.	FAIRGROUNDS
5	Blount Ctr.	standard	Depot PK.	cornerstone wood
6	AQ3	12	Depot PK.	CONE PK.
7	AQ3 school	sw 2nd	Depot PK.	GTEC
8	AQ3	Helix	GRU	airport



## Do valuable properties:

- Bring in money?
- Make other things happen?
- Hold potential?
- Provide a service to the community?



- 5. Foster distinctive, attractive communities with a strong sense of place
- 6. Preserve open space, farmland, natural beauty, and critical environmental areas
- 7. Strengthen and direct development towards existing communities
- 8. Provide a variety of transportation choices
- 9. Make development decisions predictable, fair, and cost effective
- 10. Encourage community and stakeholder collaboration in development decisions



Hospitality is biggest industry

MODERN MIXED USE BLDG

Armature Works  
- TPA  
- 1920's - 1950's

- Increase cycling tourism
- + TREND - restaurant
- public mkt event space
- bar
- co-work

Without displacing ideas, how to invite more small commercial uses

EASTSIDE CRA REGIONAL DEVELOPMENT OBJECTIVES

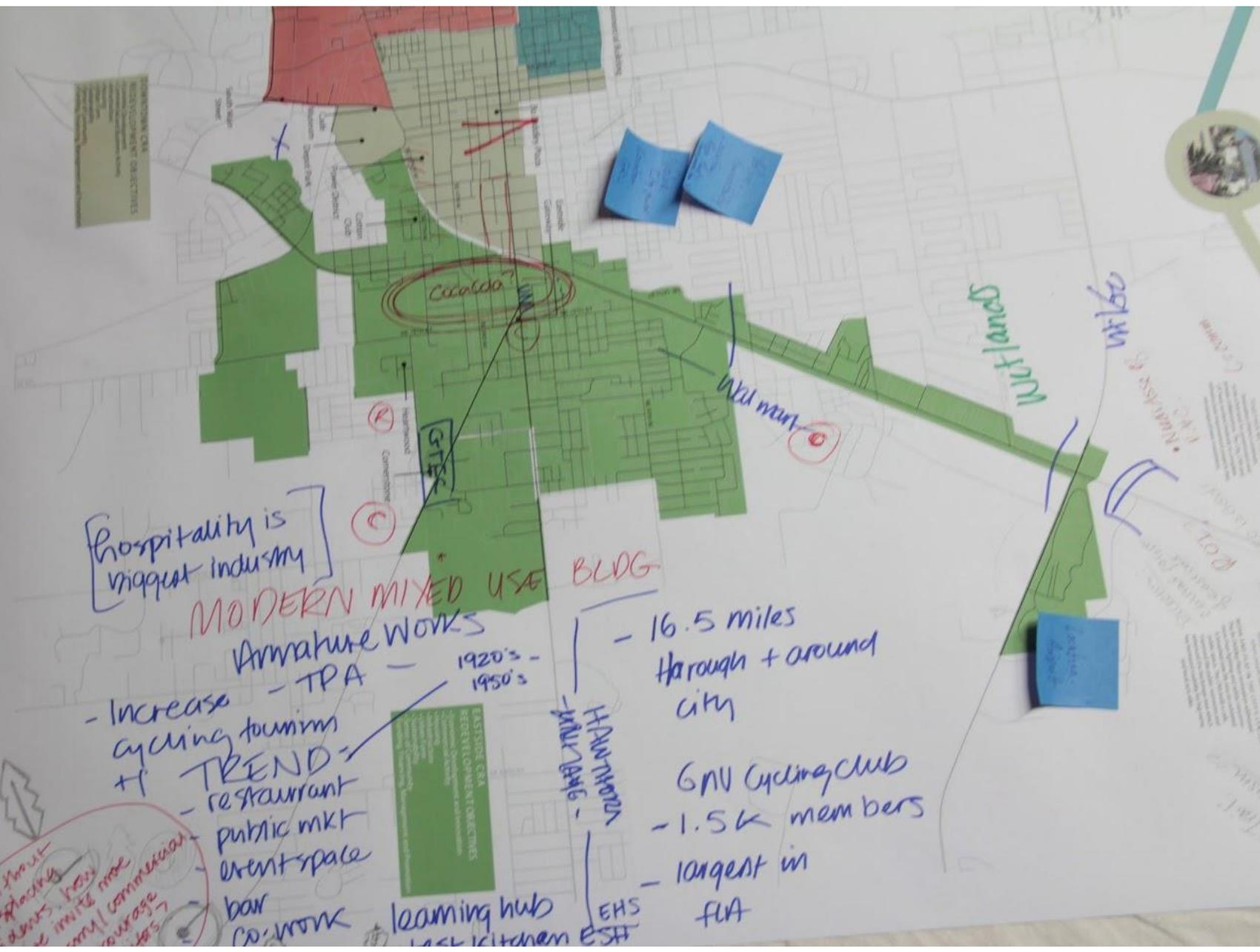
learning hub  
kitchen

- 16.5 miles through + around city

GNU Cycling Club  
- 1.5K members  
- largest in FLA

public garage

EHS



REDEVELOPMENT OBJECTIVES



COMMUNITY DEVELOPMENT OBJECTIVES

REDEVELOPMENT OBJECTIVES

REDEVELOPMENT OBJECTIVES

REDEVELOPMENT OBJECTIVES

## 10 SMART GROWTH PRINCIPLES

1. Mix land uses
2. Take advantage of compact building design
3. Create a range of housing opportunities and choices
4. Create walkable neighborhoods
5. Foster distinctive, attractive communities with a strong sense of place
6. Preserve open space, farmland, natural beauty, and critical environmental areas
7. Strengthen and direct development towards existing communities
8. Provide a variety of transportation choices
9. Make development decisions predictable, fair, and cost effective
10. Encourage community and stakeholder collaboration in development decisions





\$  
to attract  
biz's

walkability  
w/in  
district  
"centers"

ERAB  
Schools  
trioga neighborhood

Cultural  
Shift  
Cotton Club  
Farmers  
Market

power  
district

EASTSIDE CRA  
REDEVELOPMENT OBJECTIVES

- Economic Development and Innovation
- Housing
- Commercial Activity
- Infrastructure
- Urban Form
- Sustainability
- Sense of Community
- Funding, Financing, Management, and Promotion

HEAL

SHIPS

NE 17th St

NE 18th St

NE 19th St

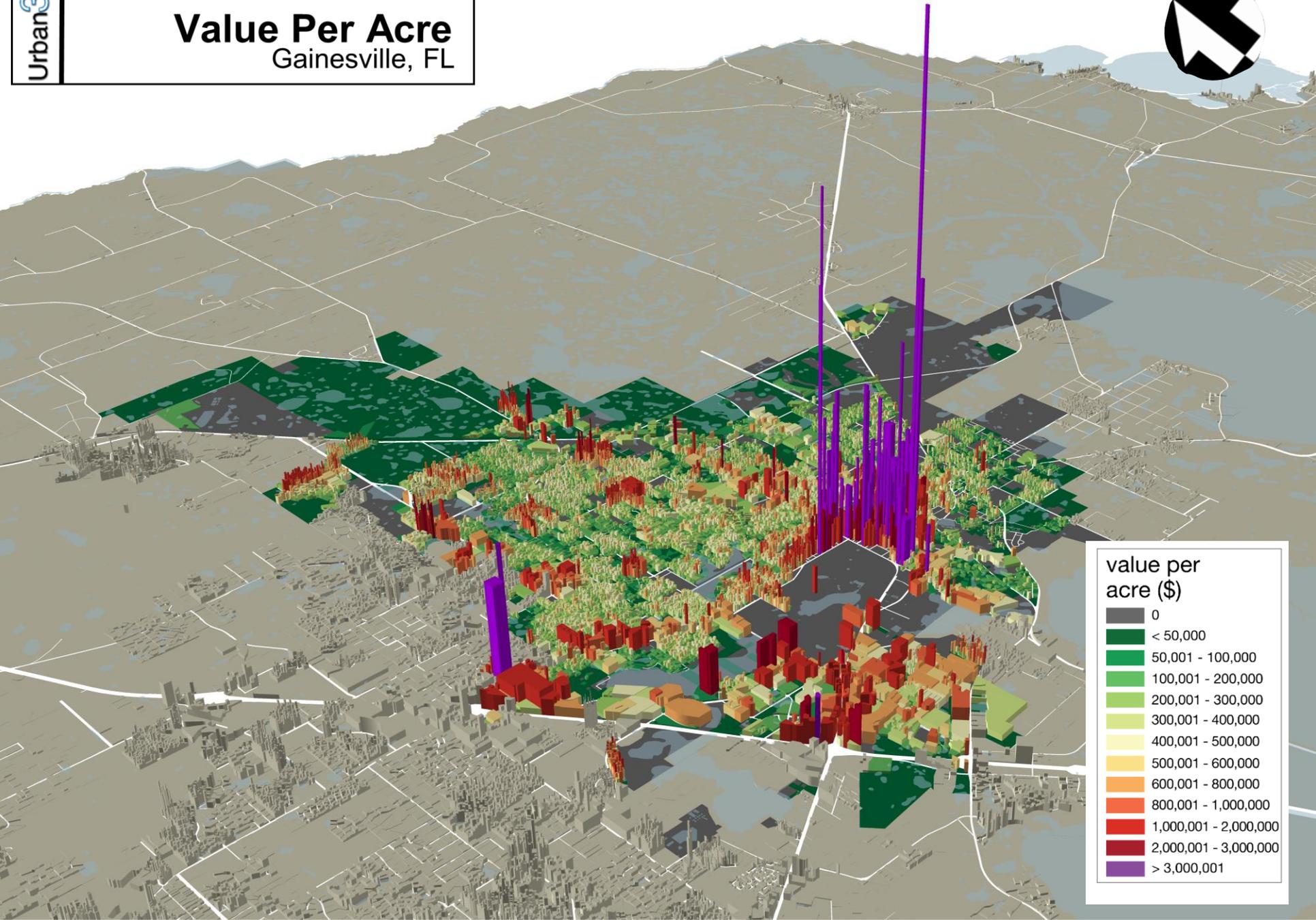
180th Av

Heartwood

Cornerstone

# Value Per Acre

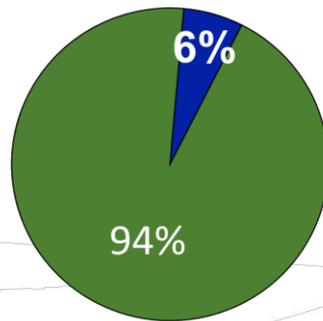
Gainesville, FL



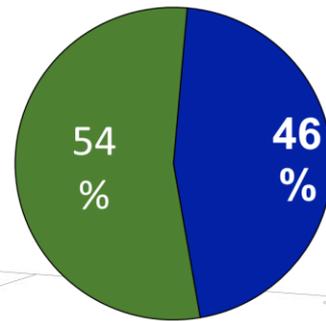
# Value Productivity

Alachua County, FL

■ City ■ County



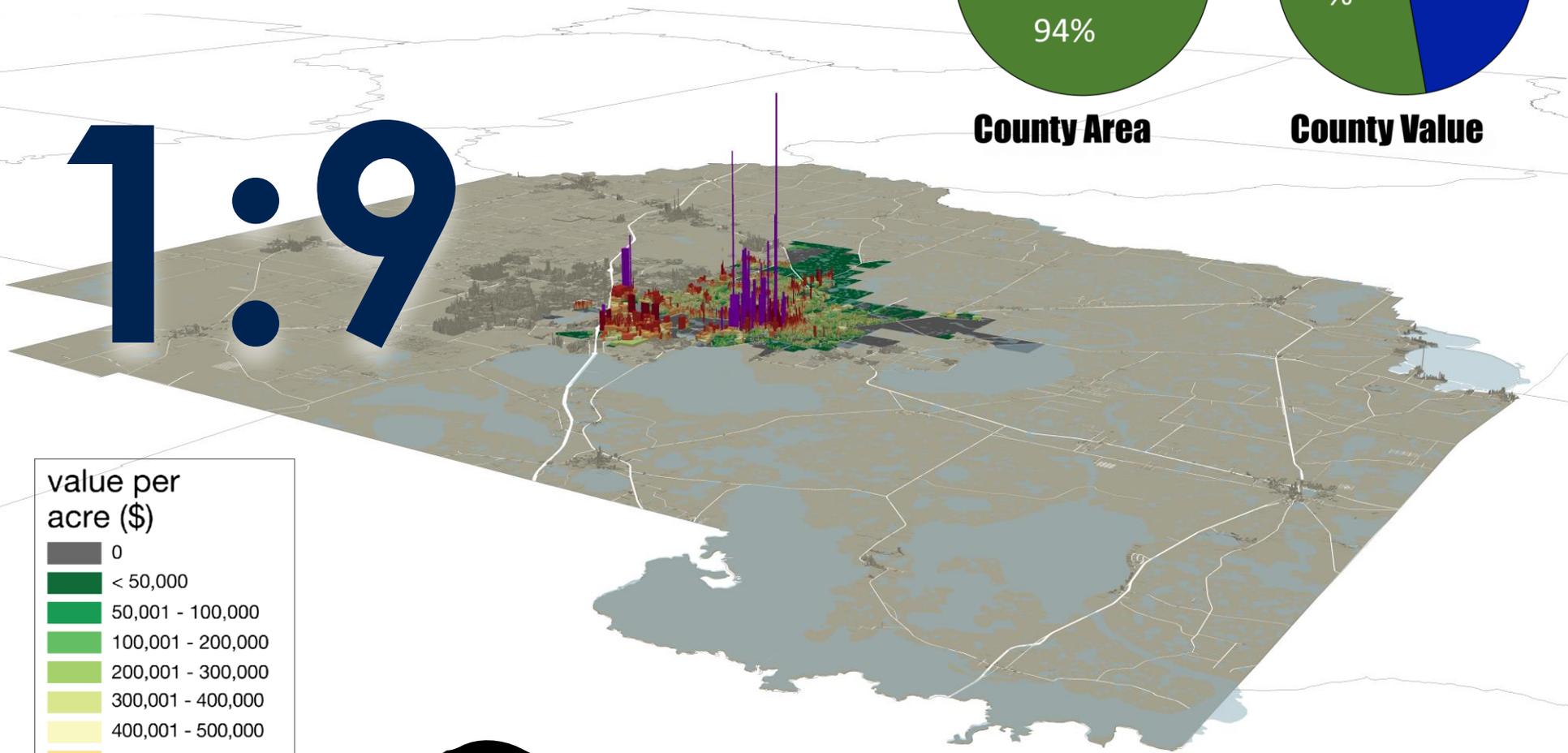
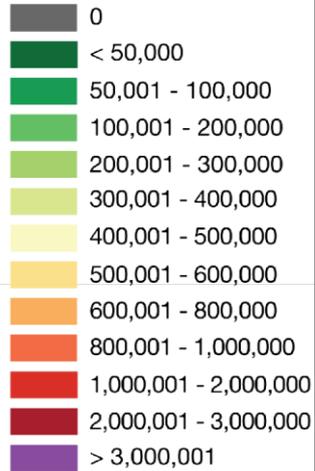
County Area



County Value

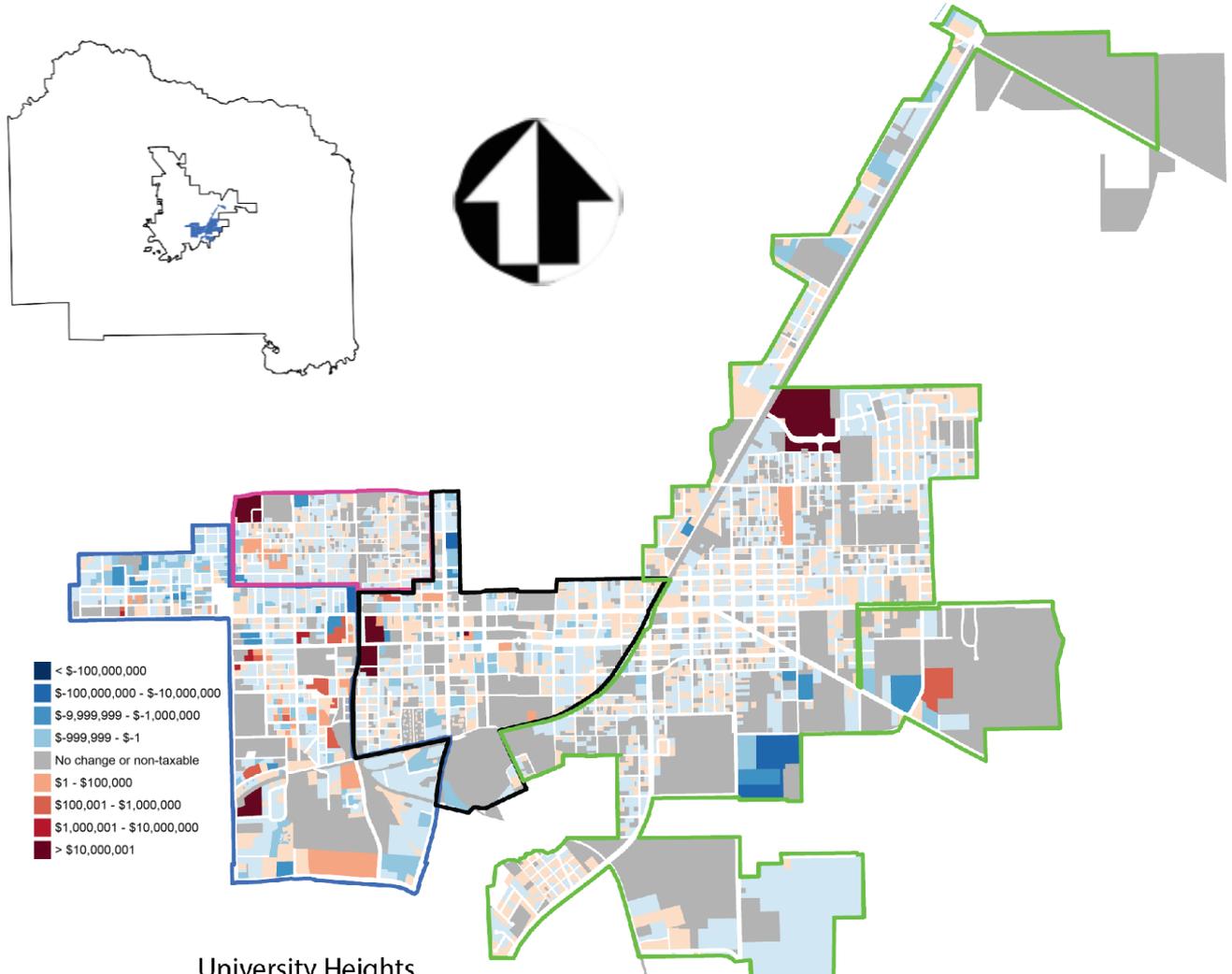
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value per acre (\$)



# CRA Value Change

Gainesville, FL



- < \$-100,000,000
- \$-100,000,000 - \$-10,000,000
- \$-9,999,999 - \$-1,000,000
- \$-999,999 - \$-1
- No change or non-taxable
- \$1 - \$100,000
- \$100,001 - \$1,000,000
- \$1,000,001 - \$10,000,000
- > \$10,000,001

City	
Taxable Value:	\$5,104,213,060
Size (Acres):	24,290
Percent Taxable:	67%
Peak VPA:	\$31,481,542
Avg. Value Per Acre:	\$210,133
Growth (2007-2016):	<b>-3%</b>

County	
Taxable Value:	\$11,124,375,848
Size (Acres):	594,934
Percent Taxable:	77%
Peak VPA:	\$31,481,542
Avg. Value Per Acre:	\$24,139
Growth (2007-2016):	<b>-5%</b>

## University Heights

University Heights /College Park	
Taxable Value:	\$170,411,114
Size (Acres):	472
Percent Taxable:	70%
Peak VPA:	\$23,214,773
Avg. Value Per Acre:	\$1,240,292
Growth (2007-2016):	<b>19%</b>

5th Ave / Pleasant St	
Taxable Value:	\$52,108,863
Size (Acres):	159
Percent Taxable:	76%
Peak VPA:	\$3,903,965
Avg. Value Per Acre:	\$431,647
Growth (2007-2016):	<b>25%</b>

Downtown	
Taxable Value:	\$219,006,513
Size (Acres):	376
Percent Taxable:	61%
Peak VPA:	\$31,481,542
Avg. Value Per Acre:	\$958,581
Growth (2007-2016):	<b>43%</b>

Eastside	
Taxable Value:	\$109,360,813
Size (Acres):	1808
Percent Taxable:	56%
Peak VPA:	\$1,660,515
Avg. Value Per Acre:	\$108,494
Growth (2007-2016):	<b>-3%</b>

## GROUP ACTIVITY 2: CLOSING THE GAP

Prompt: Have a conversation with your table around 'closing the gap'. Each table will need to present a minimum of one idea per redevelopment area that would contribute to driving economic potency East.

### Table No. CLOSING THE GAP

2  
williston road "scar"  
soften streetscape  
giant roundabout @ 5 pt's  
bus depot = MOVE IT!  
4th st. redesign.

1  
do not scatter - focus  
increase demand of <sup>home</sup> ownership  
schools in E. GN  
more people  
recreation for kids

3  
use existing infrastructure  
develop E. UNIV + HAWTHORNE  
ROADS

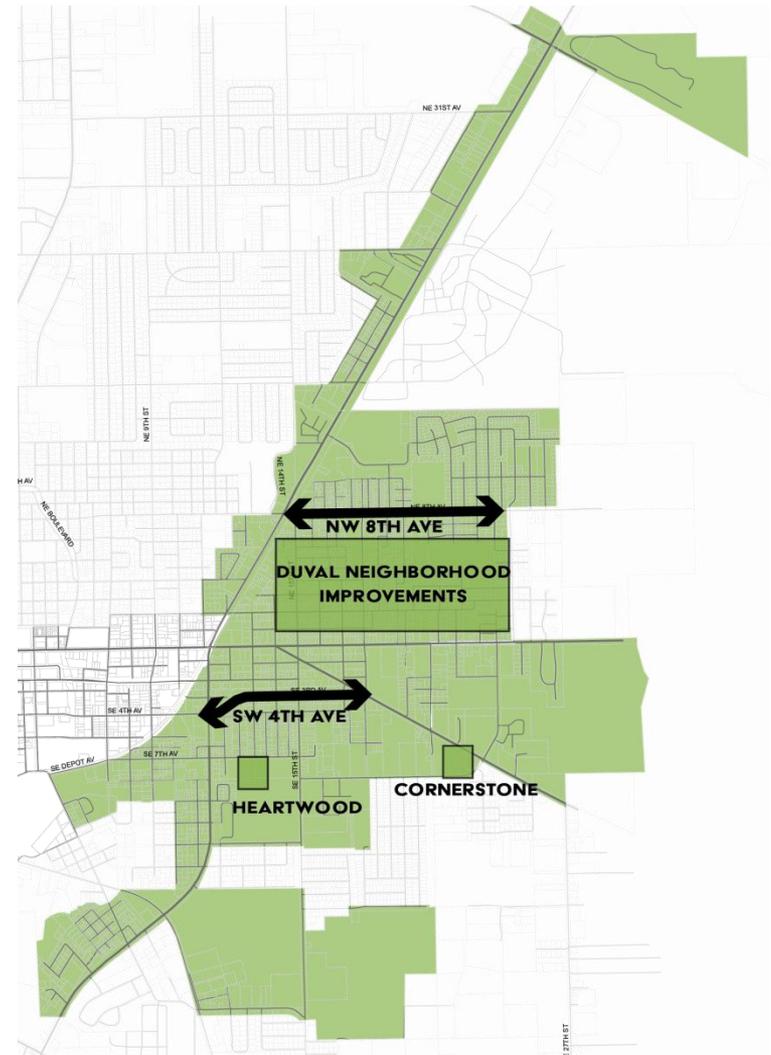
7 - 1<sup>2</sup> / P.D. employment HUBS  
- re-invest in homes  
\* univ. ave - west of Waldo Rd.  
revitalize (move Downtown East)

EPAB small, inexp. "SATCHELS"  
lots of 1,000 sf buildings  
create "COOL" Ex. Hyde  
Park.

8 - w/o displacing residents  
Z - cycling community  
- CREATE something residents enjoy  
& visitors.  
- test Kitchens → HOSPITALITY  
- core industries?  
coca-cola

# INITIATIVE IDEA SUBMISSIONS: EASTSIDE

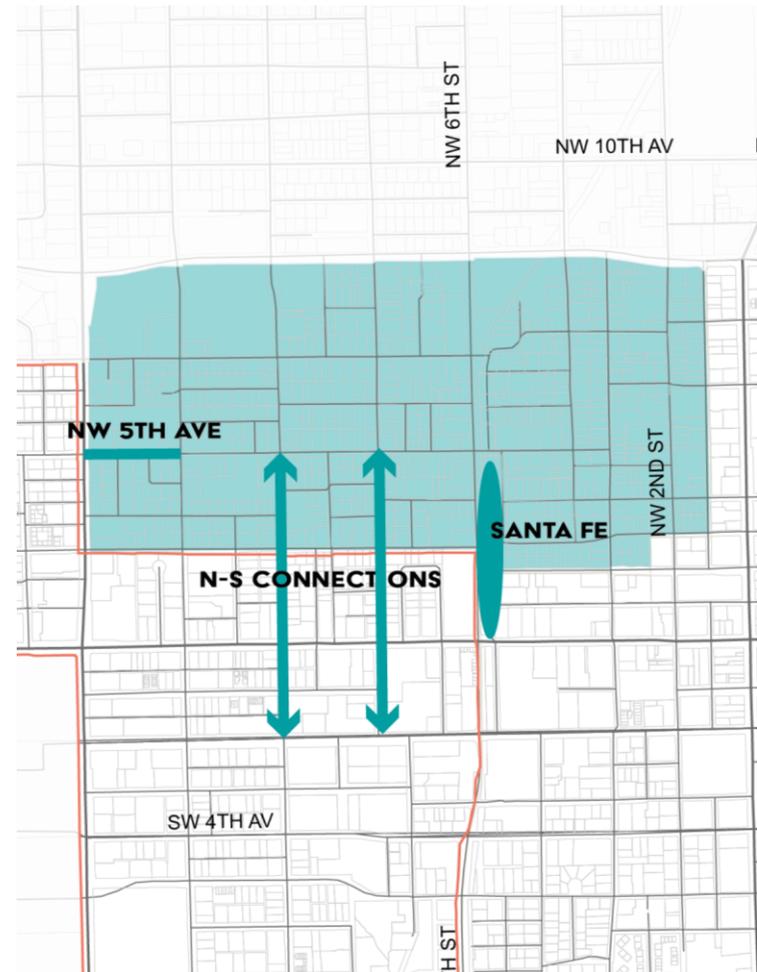
- Cornerstone
- Heartwood
- Gainesville East
- SW/ SE 4th Ave Streetscape (Rail Trail- SE Hawthorne Rd)
- Duval Master Planning/ Streetscape/ Entry Features
- NW 8th Avenue Streetscape (Waldo- NE 25th St) + Facade
- East University Avenue Master Plan
- SE 2nd Avenue Linear Park (Rail Trail - SE 15th St)
- Grocery store recruitment
- Additional quality housing options/ Heartwood expansion
- Fair grounds large event venue
- TB McPherson Improvements/ Lincoln Yard Park/ Duval Park + WSPP
- Relocation of School Board Bus Depot
- SE 7th Avenue Infill + Streetscape
- Hospitality industry opportunities
- Street design guidelines



Initiative ideas submitted through 2017 Community Vitality Report, Advisory Boards, EngageGNV, Internal Colleague (COG/ GRU) Survey, Stakeholder Interviews, and submissions to 'ideas@gainesvillecra.com'

# INITIATIVE IDEA SUBMISSIONS: FIFTH AVENUE/ PLEASANT STREET

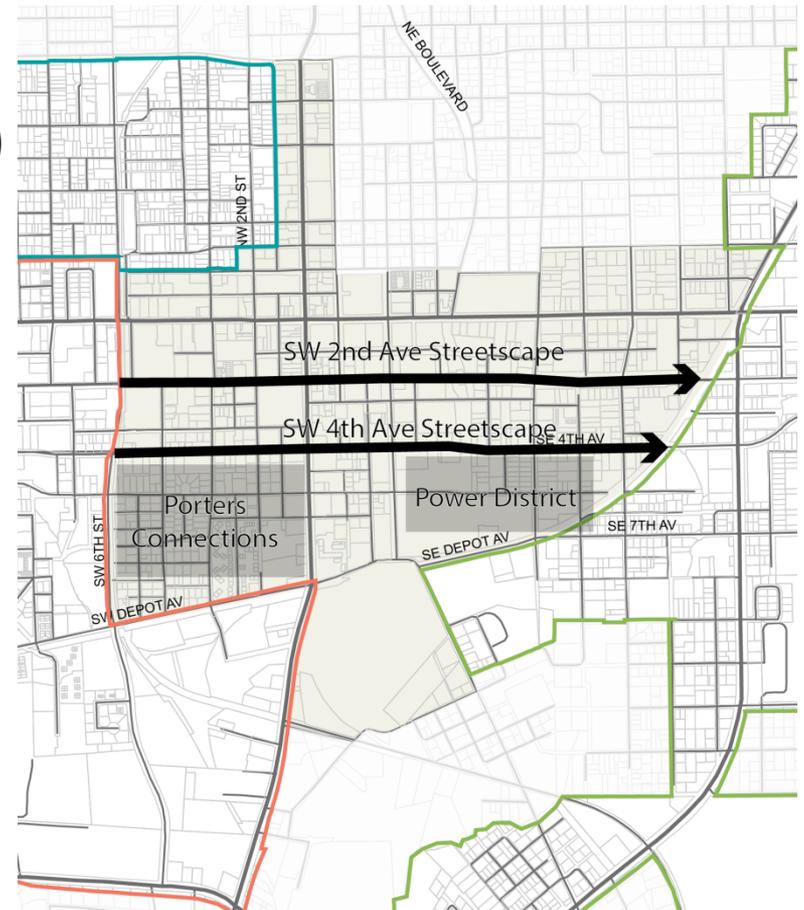
- Heritage Trail
  - Connections, signage, programming
- Seminary Lane
- NW 5th Avenue Streetscape (NW 10<sup>th</sup> St- NW 13<sup>th</sup> St)
- Neighborhood Connections
- Pleasant Street Model Block
- Santa Fe Downtown Campus Redevelopment Efforts
- Redevelopment Opportunity Sites (e.g. Glover Gill Building)
- North-South Connections to Innovation District
- NW 13<sup>th</sup> St Streetscape
- NW 5<sup>th</sup> Ave Water Tower
- Pleasant Park + WSPP
- Street design guidelines



Initiative ideas submitted through 2017 Community Vitality Report, Advisory Boards, EngageGNV, Internal Colleague (COG/ GRU) Survey, Stakeholder Interviews, and submissions to 'ideas@gainesvillecra.com'

# INITIATIVE IDEA SUBMISSIONS: **DOWNTOWN**

- Porters Neighborhood Connections
- Porters Model Block
- Power District
- SE 2nd Avenue Linear Park (SW 6th St - Rail Trail)
- SW/ SE 4th Ave Streetscape (SW 13th St - Rail Trail)
- Fire Station 1 + Lynch Park Redevelopment
- University Avenue Master Plan
- Downtown Amphitheater
- Old RTS Lot Redevelopment
- Downtown Business Improvement District
- Art Line/ Art Hub/ Art Hive
- Infinity Loop
- Cultural Center
- Community Weatherization Coalition Partnership
- Downtown Master Plan
- Street design guidelines



Initiative ideas submitted through 2017 Community Vitality Report, Advisory Boards, EngageGNV, Internal Colleague (COG/ GRU) Survey, Stakeholder Interviews, and submissions to 'ideas@gainesvillecra.com'



NEXT STEPS

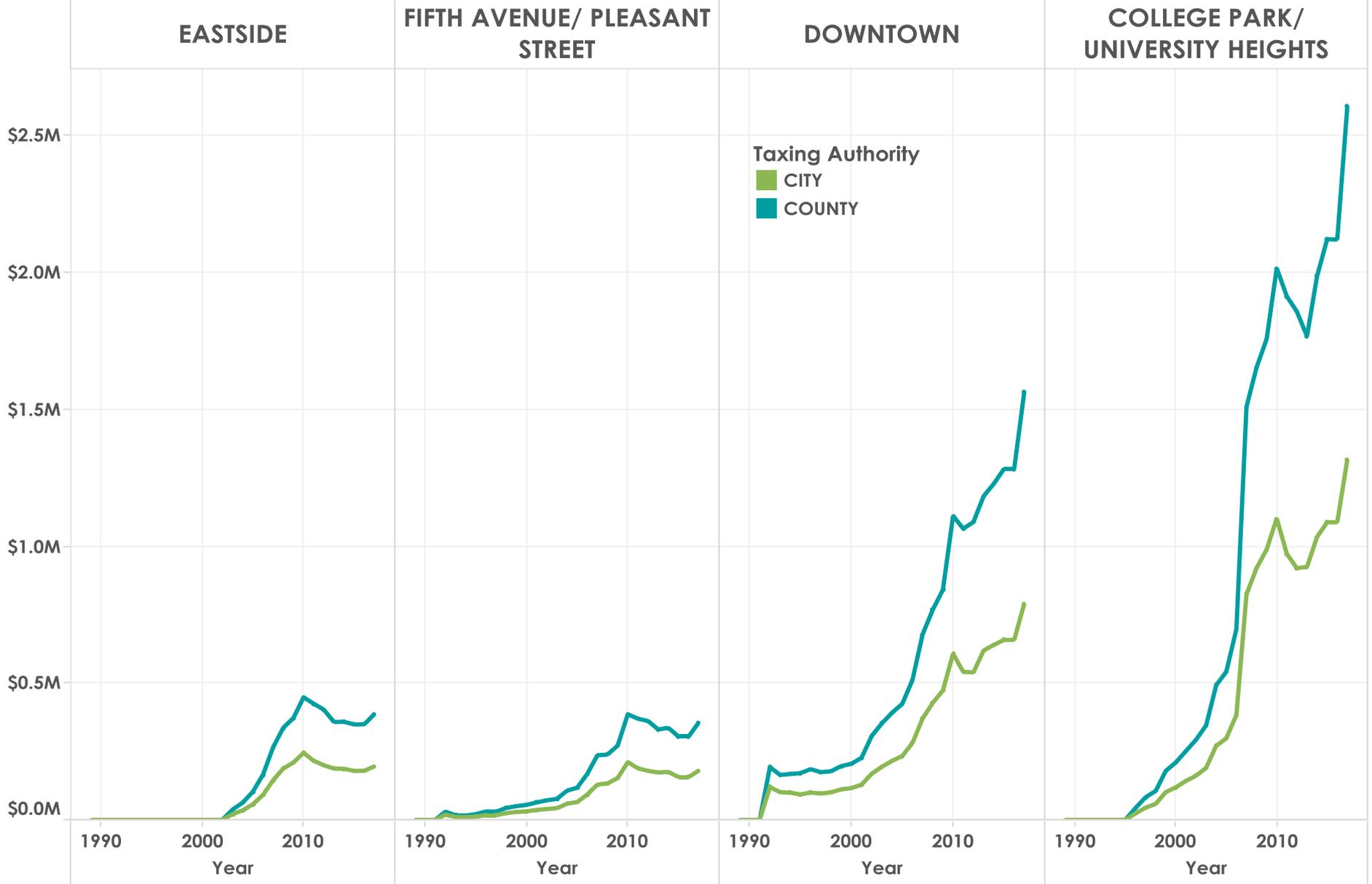
# TAX INCREMENT

EASTSIDE

FIFTH AVENUE/  
PLEASANT  
STREET

DOWNTOWN

COLLEGE PARK/  
UNIVERSITY HEIGHTS



# TIF PROJECTIONS / CPUH SCENARIOS

## CPUH Scenarios

### Scenario I: Existing Millage Rates

	2018	2019	2020	2021	2022	2023	Total (FY19-23)
<b>FAPS</b>	\$592,143.42	\$592,770.68	\$593,500.28	\$594,128.71	\$594,757.68	\$595,387.19	\$2,967,300.77
<b>ERAB</b>	\$582,077.10	\$582,383.44	\$582,894.17	\$583,200.75	\$583,814.11	\$584,427.84	\$2,914,369.58
<b>DRAB</b>	\$2,468,613.91	\$2,470,519.80	\$2,473,197.04	\$2,475,105.78	\$2,477,015.72	\$2,478,926.84	\$12,364,452.26
<b>CPUH</b>	\$4,264,461.47	\$4,270,216.01	\$4,277,097.81	\$4,282,865.14	\$4,288,638.32	\$4,294,417.34	\$21,383,278.74
<b>Total</b>	\$7,907,295.90	\$7,915,889.94	\$7,926,689.29	\$7,935,300.39	\$7,944,225.83	\$7,953,159.21	<b>\$39,675,264.66</b>

### Scenario II: Matching Millage Rates

	2018	2019	2020	2021	2022	2023	Total (FY19-23)
<b>FAPS</b>	\$592,143.42	\$592,770.68	\$593,500.28	\$594,128.71	\$594,757.68	\$595,387.19	\$2,967,300.77
<b>ERAB</b>	\$582,077.10	\$582,383.44	\$582,894.17	\$583,200.75	\$583,814.11	\$584,427.84	\$2,914,369.58
<b>DRAB</b>	\$2,468,613.91	\$2,470,519.80	\$2,473,197.04	\$2,475,105.78	\$2,477,015.72	\$2,478,926.84	\$12,364,452.26
<b>CPUH</b>	\$3,064,607.62	\$3,068,743.05	\$3,073,688.58	\$3,077,833.21	\$3,081,982.04	\$3,086,135.07	\$15,366,854.50
<b>Total</b>	\$6,707,442.05	\$6,714,416.98	\$6,723,280.06	\$6,730,268.46	\$6,737,569.55	\$6,744,876.94	<b>\$33,650,411.99</b>

### Difference

	2018	2019	2020	2021	2022	2023	
		-\$1,201,472.96	-\$1,203,409.23	-\$1,205,031.93	-\$1,206,656.28	-\$1,208,282.27	-\$6,024,852.66

Conclusion: 28% decrease in CPUH Budget. 15% decrease in total CRA annual budget.

# NEXT STEPS: 2019-2023 ROAD MAP

## **Does the proposed initiative...**

- directly address redevelopment objectives
- align with 2017 Community Vitality Report + what we've heard from internal & external partners
- leverage existing or form new partnerships

## **Can the proposed initiative be...**

- addressed within the next 5 years
- implemented with the CRA budget
- managed by CRA staff

**February 2018:** FY19-23 CRA Strategic Roadmap to be presented to advisory boards + CRA Board for consideration and approval

# RECOMMENDATION

CRA BOARD MEETING  
DECEMBER 18, 2017

Hear Presentation.

