



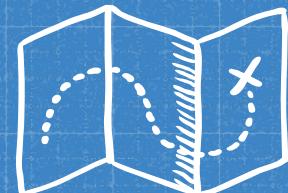
GAINESVILLE CRA WORKPLAN UPDATE

City Hall + June 15, 2015

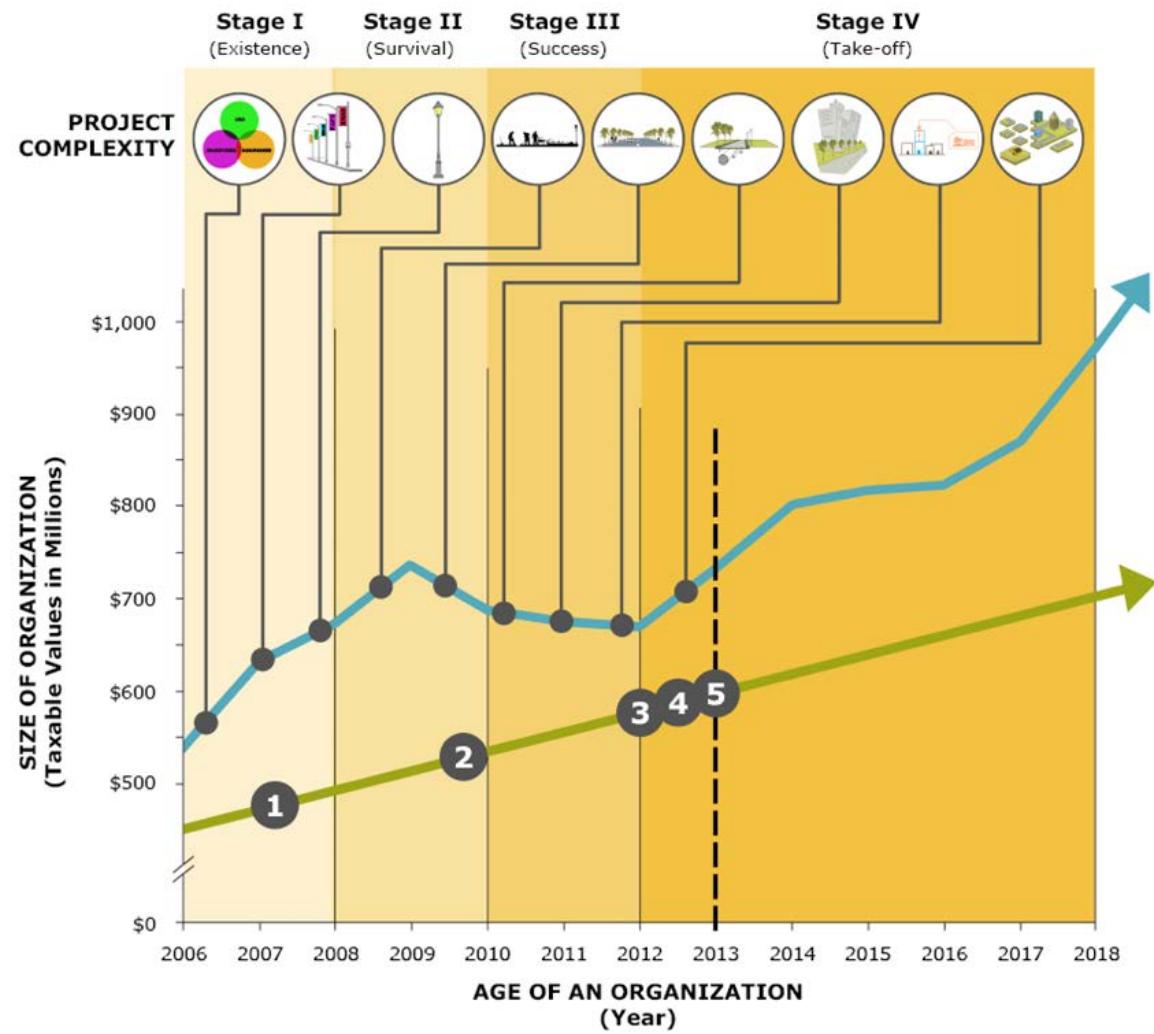
QUESTIONS WE ASKED OURSELVES:

How do we get out of this business?

- Why do our redevelopment areas exist?
- If slum and blight is a symptom, what is the problem?
- Is our work solving the problem or are we addressing the symptoms?
- What can we do better to identify and understand the problems we are trying to solve?
- What can we do better to solve the problems?
- What will success look like?

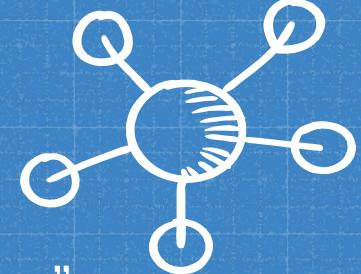


Rule #3: ask the last question first.



Where Have We Been? Where Are We Going?

WHAT DID WE LEARN?



- **What We Do Best?**

- *Create and inspire* – CRA is in the “creativity business”
 - *Get things done* – CRA are “efficiency entrepreneurs”

- **What We Need More Of...?**

- Simplify Solutions

- Access* – Make it easier to live here, work here and do business here

- Opportunities* – Accessible to those who want us AND those who need us

- Make Connections

- Community* – Facilitate change through community engagement and asking/addressing the conversations that might not happen otherwise

- Collaboration* – Empower, leverage and act as mediator between stakeholders all investing in Gainesville’s future

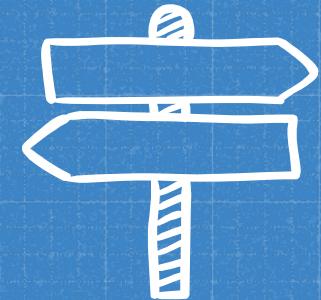
WHAT DID WE LEARN?

- **What Are The Challenges?**

- Mission Creep
- Competing Priorities (Internal and External)
- Strength is our Greatest Weakness (Adaptability & Resolve)
- Economic Disparity
- No district is “one size fits all”

- **What's Next?**

- CRA as a Platform (Connecting, Providing Access, Getting Stuff Done)
- Getting the Community Back into Redevelopment
- Align Ourselves via “Systems Approach” to Organizational Change
- Priorities?
- Approach Problem Solving Through “Design Thinking” (Process Strategies, Project Approach, Advisory Board Structure/Engagement, Office Structure)
- Good things are happening (i2) but are we leveraging in other districts?



COMMUNITY INITIATIVES

ADMINISTRATION

MAINTENANCE &
PROPERTY
MANAGEMENT

PLANNING

NEW
STORY



SIMPLICITY IS THE NEW CURRENCY...

“In a world that’s complicated... simpler is really the right thing to do.” —Alan Webber

STRATEGIC PLANNING → BUDGET → WORKPLAN

The Workplan reflects....

- The thinking and values discussed during **FY14 Strategic Planning**
- Focused efforts on an endorsed list of **Community Initiatives**
- On-going **Community Partnership** initiatives
- Augmentation of **Community Engagement**
- **Efficiency** changes including the strategic deployment of CRA staff, customer service improvements, budget streamlining, and increased transparency
- Transitioning non-CRA related activities

CRA WORKPLAN 2014				
PROJECT	ACTIVITY	PLAN	PLAN	PROJECT
		START	DURATION	
GTEC	SFC Management Agreement	1	2	LYNN
	Transition OIM to SFC	2	3	LYNN
	Land entitlements	1	4	SARIT
	GTEC Master Plan contract	1	2	SARIT
	GTEC Master Plan & Site Plan Permitting	3	7	SARIT
	Community Workgroup Kick-Off Meeting	2	1	MALCOLM
	City Commission Final Approval	10	4	SARIT
	Phase I construction documents	12	4	SARIT
	Phase I construction	3	7	SARIT
	Branding and Marketing	7	1	TBD
	Linear Park contract	8	6	TBD
	Linear Park planning & design			
KENNEY HOMES	Khomas Master Plan contract	1	2	MALCOLM
	Community Workgroup Kick-Off Meeting	2	1	MALCOLM
	Khomas Master Plan & Site Plan Permit	3	7	MALCOLM
	Phase I construction documents	9	4	MALCOLM
	Phase I construction	12	4	MALCOLM
	Branding and Marketing	3	7	TBD
	Roadway Connections strategy	1	12	TBD
POWER DISTRICT	Finalize Redevelopment Plan	1	2	ANDREW
	Rezoning & Landuse	3	4	TBD
	GRU Property Disposition Policy & MOU	3	3	LYNN
	Infrastructure & Development Analysis	3	6	ANDREW
	Contamination assessments	3	6	LYNN
	Building assessments	3	6	TBD
	Project Identification & Prioritization	3	3	
DEPOT PARK	Pln/D Coordination	1	3	DIANE
	City/Citys Museum Agreement	1	3	LYNN
	Code Museum Design Coordination	1	3	DIANE
	Phase II Construction Documents	1	3	DIANE
	Construction Management Procurement	1	3	CINDI
	Construction Management Contract - GMP Approval	10	12	DIANE
DEPOT BUILDING	Building OIM	1	3	DIANE
	Retail programming	1	21	LINDSAY
	Flex-space programming	10	12	LYNN
DOWNTOWN PLAZA	Phase I Design Contract	10	12	TBD
	Phase I Design & Permitting	3	7	SARAH
	Phase I CM - GMP Approval	3	1	SARAH
	Phase I Construction	10	6	SARAH
	Retail business recruitment	7	6	LYNN
	Conceptual design			
	30% Construction Document			
	Construction Manager GMP			
	100% & Permitting			

WORKPLAN STRUCTURE

COMMUNITY INITIATIVES

CRA's primary objectives for resource allocations

COMMUNITY PARTNERSHIPS

Augmentation and leveraging of CRA resources by community led projects

COMMUNITY ENGAGEMENT

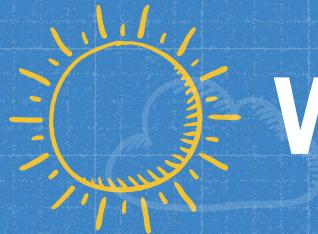
New community engagement strategies to be developed during FY 2014

EFFICIENCIES

Administrative and process functions to be accomplished in order to implement the Workplan

TRANSITIONAL ACTIVITIES

Activities planned to transition from the CRA office to other entities



WORKPLAN PHILOSOPHY

- Living document
- Our annual “roadmap”
- Goal-setting exercise for major milestone accomplishments
- Project Manager’s develop and drive each step to reach milestone goals
- Contingency
- Opportunities
- Distractions
- “Flawesome”
- Magic wands



COMMUNITY INITIATIVES PROJECT MAP

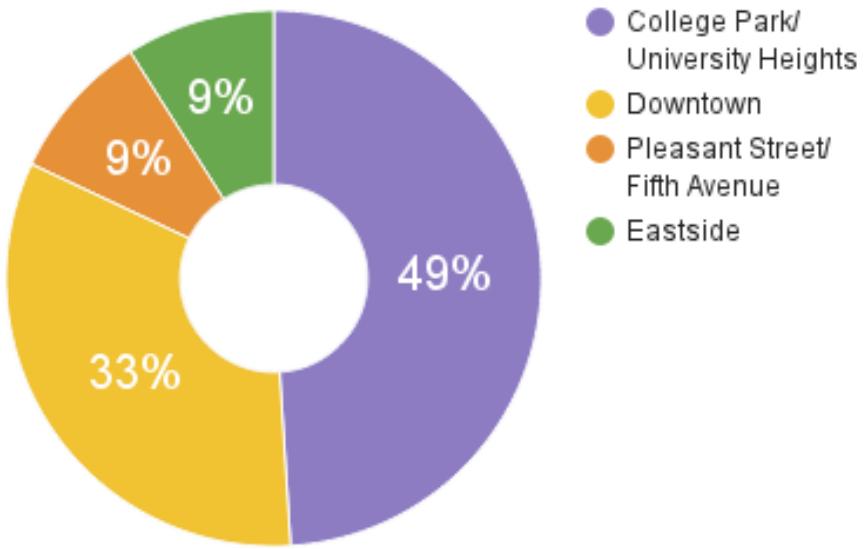


4 GCRA REDEVELOPMENT DISTRICTS

REVENUE BREAKDOWN



CRA Revenue by District



** CRA funding is “geo-tagged” to the districts it came from & cannot be used in other areas.
Ex: Eastside money can only be spent in Eastside.*

1. FIFTH AVENUE + PLEASANT STREET



Established in 1979

Size: 160 acres

Actual FY15 funding: \$459,408

A. QUINN JONES MUSEUM

Location: 1013 NW 7th Avenue

Type: Historic Repurpose

Completion Date: 2016

Available Funding: \$153,346

Key Milestones:

- Exterior of building stabilized
- Home listed on National Register of Historic Places
- Completed zoning & land use change
- 100% construction documents completed for interior renovations & parking lot



FORMER SEMINARY LANE SITE

Location: NW 5th Avenue

Size: 6.25 acres

Completion Date: 2018

Available funding: \$240,000

Key Milestones:

- Executed option agreement with Gainesville FL Housing Corp
- Master plan concepts approved in Feb. 2015



2. COLLEGE PARK + UNIVERSITY HEIGHTS



Established in 1995
Size: 537 acres
Actual FY15 funding: \$3.2M

NW 1ST AVENUE STREETSCAPE



Location: Midtown

Size: 2,000 linear feet

Completion Date: 2016

Available funding: \$2.5M

Key Milestones:

- 50% construction docs approved in Sept 2014
- Three community workshops and dozens of one-on-one stakeholder meetings

NW 5th AVENUE STREETSCAPE & Powerline Undergrounding (U/G)

Location: Midtown

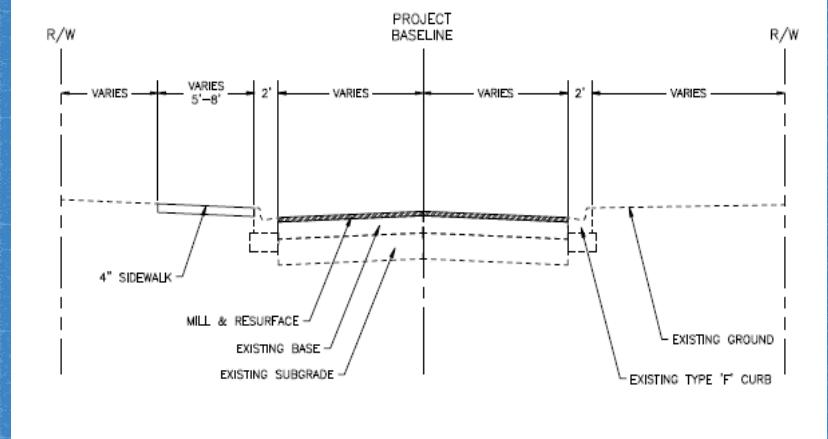
Size: 3,200 linear feet

Completion Date: 2016

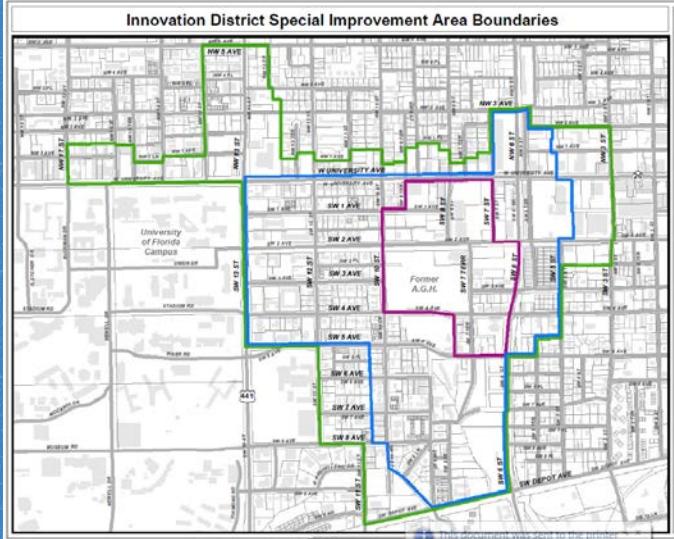
Available funding: \$2.03M
(U/G Electric Utility = \$1.21M)

Key Milestones:

- 30% CIVIL construction docs reviewed by CoG Departments
- Community workshops



INNOVATION DISTRICT & INNOVATION SQUARE (iS2)



Location: Midtown

Size: Varies, Multiple Projects

Completion Date: Varies

(iS2 → 6/2014)

Available funding: \$695,938

Key Milestones:

- Creation of Innovation District Zoning
- Ongoing Coordination and strategic planning with CoG Departments (GRU, PW, Parks & Rec., et.al.)
- Completion of SW 3rd Ave and SW 9th Street and Infrastructure

SOUTH MAIN STREET

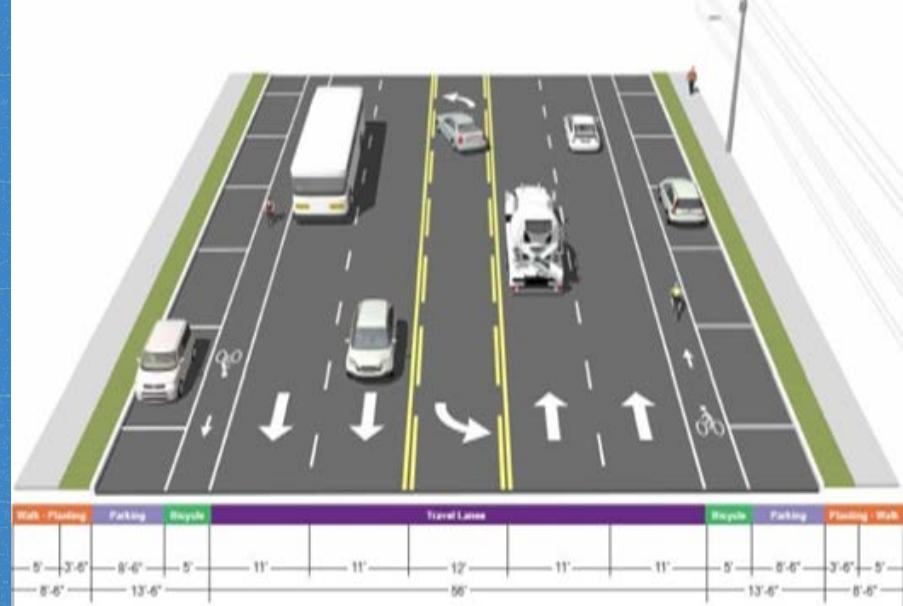
Location: Between Depot Ave. & South 16th Ave.

Completion: TBD

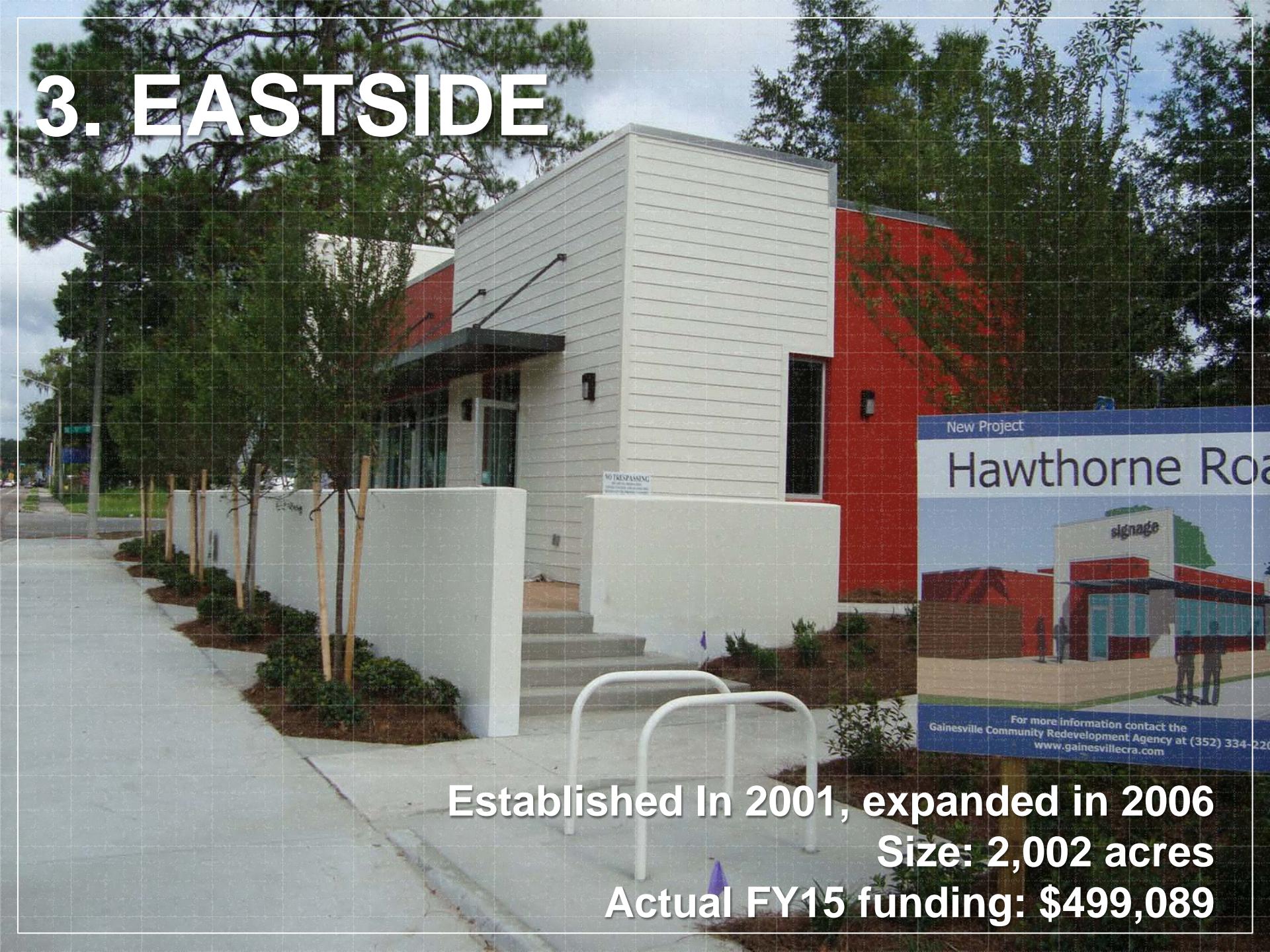
Available funding: \$1.5M

Key Milestones:

- Survey & site analysis
- Stakeholder outreach
- Façade facelift program launched
- Walking audits & existing pedestrian/bicycle counts



3. EASTSIDE



Established In 2001, expanded in 2006
Size: 2,002 acres
Actual FY15 funding: \$499,089

GTEC COMMERCIAL CAMPUS

Location: 2153 SE Hawthorne Rd

Size: 13.6 acres

Completion Date: 2017

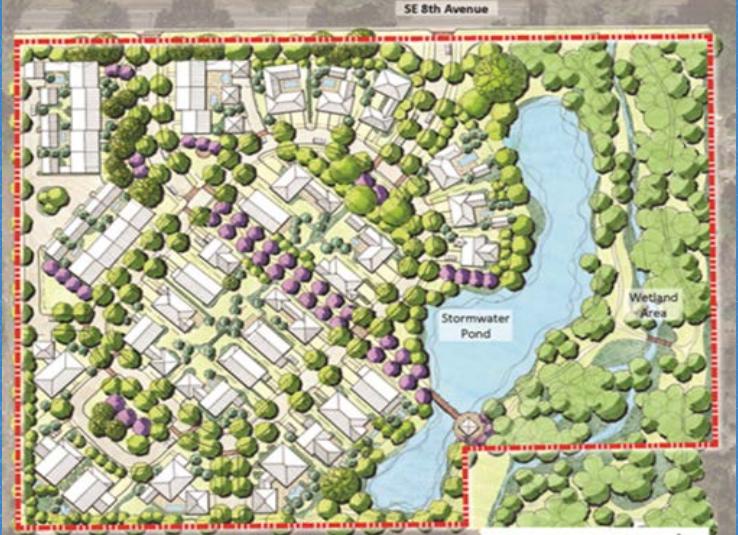
Available funding: \$1.5M

Key Milestones:

- Master plan completed & adopted in March 2015
- Developer solicitation & selection completed in April 2014
- Physical improvements, branding, marketing & business recruitment underway



1717 SE 8TH AVENUE NEIGHBORHOOD



Location: former Kennedy Homes

Size: 15 acres

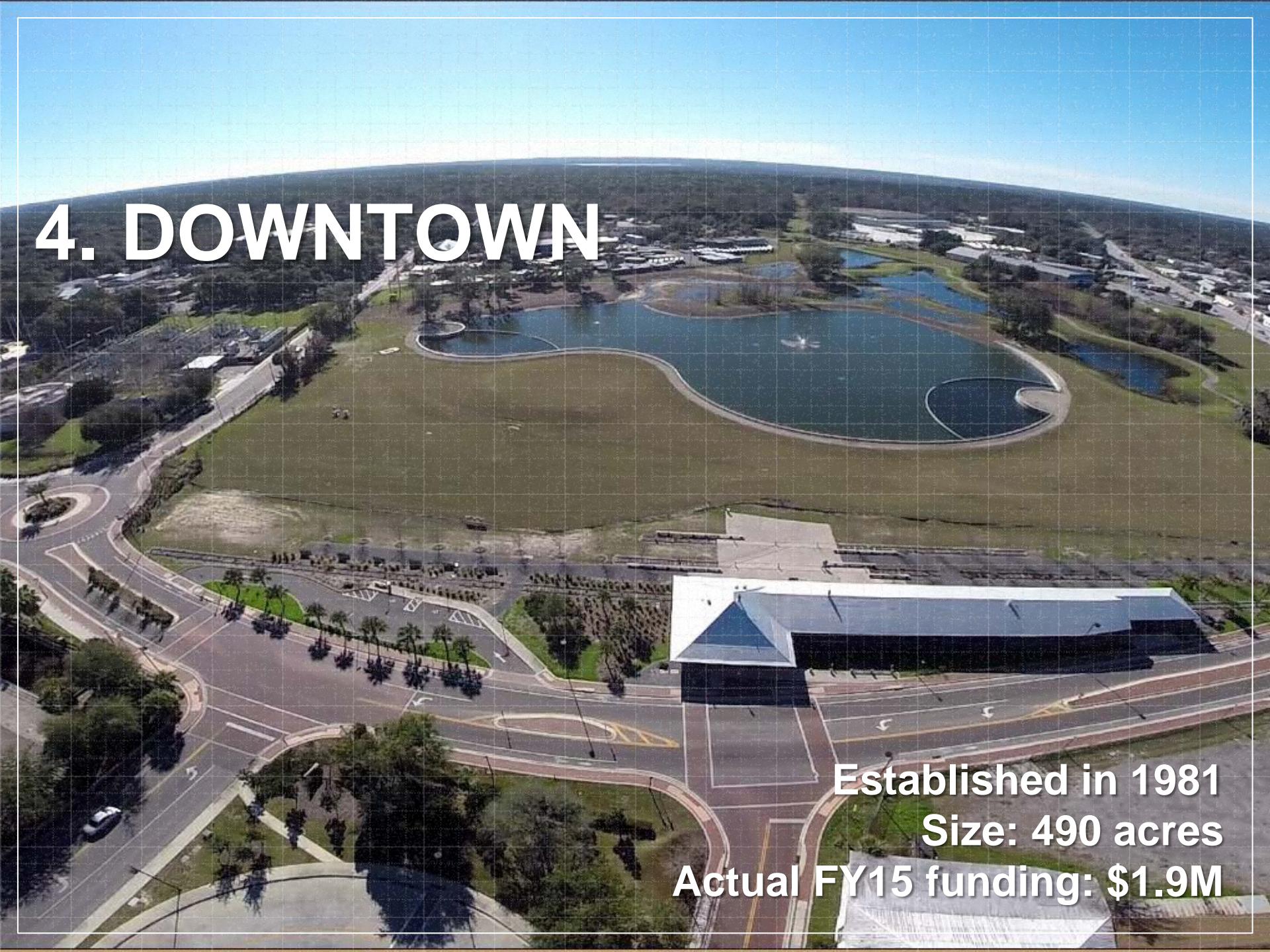
Completion Date: 2017

Available funding: \$1.2M

Key Milestones:

- Community-based master plan process
- 100% master plan approval
- Phase 1 construction design underway
- Priority on City's capital plan & CRA strategic plan

4. DOWNTOWN

An aerial photograph of a city's downtown area. The image shows a large, winding river or canal system with several artificial islands. In the foreground, there is a modern building with a white, angular roof and a parking lot. The surrounding area includes roads with traffic, green spaces with trees, and other urban infrastructure. A light blue grid is overlaid on the entire image, covering the entire area.

Established in 1981
Size: 490 acres
Actual FY15 funding: \$1.9M

BO DIDDLEY PLAZA



Location: Heart of Downtown

Type: North side renovation

Completion Date: March 2016

Available funding: \$1.8M

Key Milestones:

- Plaza closed for construction
- Marketing and programming efforts underway
- New tenant (Steamers) renting Bethel Station

SW 5TH AVENUE STREETSCAPE

Location: Porters Community

Size: 0.4 mile

Completion Date: July 2015

Budget: \$210,665.98

Key Milestones:

- Three community meetings, door-to-door engagement
- 100% construction docs
- Completed construction permitting





DEPOT PARK

Location: 2153 SE Hawthorne Rd

Size: 32 acres

Completion Date: Summer 2016

Available funding: \$6M

Key Milestones:

- Depot Building historic rehabilitation
- Phase II 100% construction docs + construction permitting completed
- “Shovel-ready” pending public works DEP close-out

POWER DISTRICT

Location: Former GRU Operations

Facilities

Size: 17 acres

Completion Date: TBD

Available funding: \$1.2M

Key Milestones:

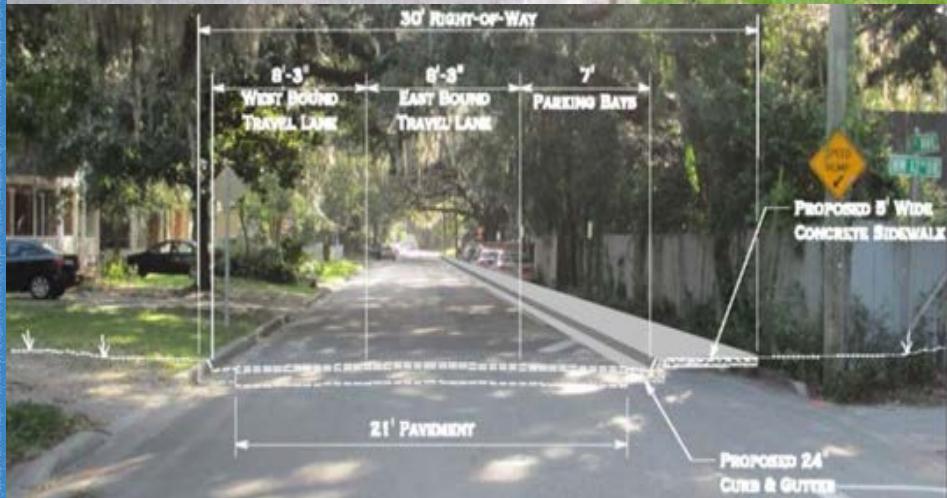
- Rehabilitation of Catalyst Building and retention of Prioria Robotics
- GRU Relocation to E.O.C.
- Redevelopment Plan approval
- Implementation Strategies Underway
- Rezoning approval



5. MULTI-DISTRICT CRA INITIATIVES

Commercial Façade Grants - Residential Paint
Vouchers – Partnership For Paint – Economic
Development – Community Events

NW 3RD AVE SIDEWALKS



Location: bridging College Park & Pleasant Street/Fifth Avenue

Available funding: \$200,000

Completion: August 2015

Key Milestones:

- Topographic survey & sidewalk feasibility study completed
- 100% construction docs completed
- Permitting completed
- Construction contract executed

ECONOMIC DEVELOPMENT

Location: all 4 districts

Type: High-wage job creation incentives, company relocation incentives, business development assistance, site selection, etc.

Available funding: ERAB- \$180,485, FAPS- \$40,445; DRAB- \$232,958; CPUH- \$113,545

Key Milestones:

- Cade Museum coordination
- Bo Diddley Plaza new café tenant recruitment underway
- Review of CRA Incentives underway
- Sunset of two loan programs
- TIF reimbursement programs on hold
- Public infrastructure assistance: the Standard & Innovation Square
- Business retention of Prioria Robotics/Catalyst Building



“THE STANDARD” PUBLIC INFRASTRUCTURE

Location: NW corner of 13th St & University Ave

Completion: November 2017

Budget: up to \$3.1M

Type: reimbursement for ten public infrastructure projects

Key Milestones:

- Development agreement finalized May 2015
- Under design, off-site wastewater project is being reviewed by GRU



RESIDENTIAL PAINT PROGRAM

Before



After



Location: Eastside, Downtown & Fifth Avenue/ Pleasant Street district

Available funding: \$5,000 per district

Type: on-going voucher program that provides homeowners with up to \$500 in paint and painting supplies.

PARTNERSHIP FOR PAINT

Location: Eastside –
Greater Duval neighborhood
Available funding: \$5,000

Type: on-going partnership
with Habitat for Humanity to
help homeowners improve
the curb appeal of their
homes and make home
repairs

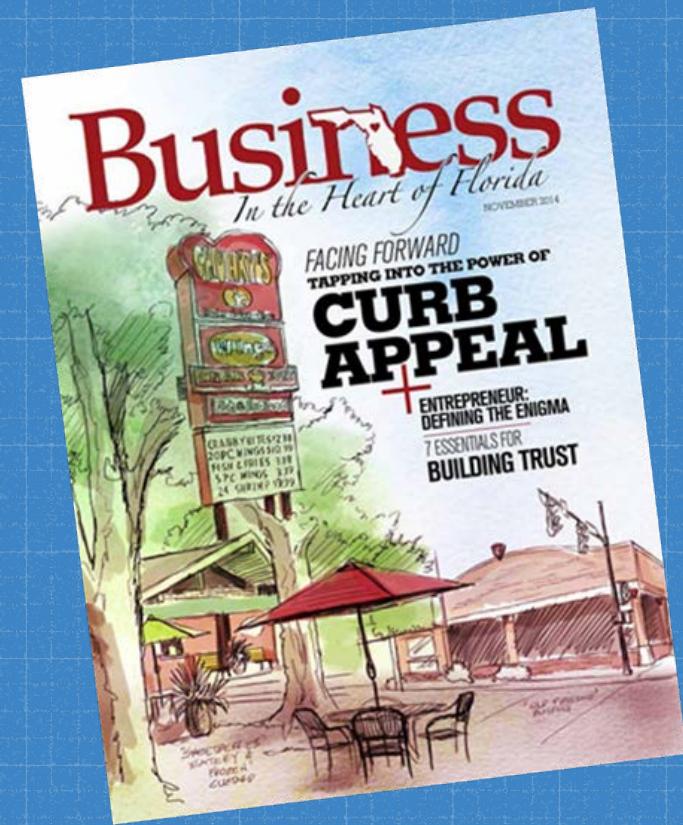


FAÇADE GRANTS

Location: all 4 CRA districts

Available Funding: Eastside- \$120,084; FAPS- \$46,004; DRAB- \$21,009; CPUH- \$120,601

Type: on-going program that provides matching grants that reimburse up to 50% of costs associated with improving the exteriors of existing commercial buildings





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Thanks! ANY QUESTIONS?

CREDITS

Special thanks to all the people who made and released these awesome resources for free:

- *Presentation template by [SlidesCarnival](#)*
- *Photographs by [Unsplash](#)*