

A group of approximately 15 people, including men and women in business attire and white hard hats, are gathered around a large pile of light-colored soil. They are all holding wooden-handled shovels and are in the process of shoveling dirt. The scene is outdoors under a bright blue sky with scattered white clouds. In the background, there are green trees and a white car parked on a paved area.

COMMUNITY VITALITY REPORT WHAT'S LEFT TO DO?

CRA Board Meeting
June 19, 2017

PRESENTATION OUTLINE



RECAP

INTRODUCTION, WHAT'S BEEN DONE?

COMMUNITY ENGAGEMENT

WHAT'S LEFT TO DO?

NEXT STEPS

SUCCESSFUL REDEVELOPMENT

- 2013 Strategic Plan Asked: “*How do we get out of this business?*”
- Follow up: “*How do we know when to get out of this business?*”
- Increase in property values often used as an indicator of success
- CRA proposes ‘**community vitality**’ as a more robust indicator of successful redevelopment

**Q1: COMMUNITY
VITALITY?**

COMMUNITY VITALITY

CRA engaged in a series of community outreach activities to identify:

- What **elements** contribute to 'Community Vitality'?
- What **impact** have CRA projects had on community vitality?
- What are opportunities to **promote** community vitality through redevelopment?





COMMUNITY VITALITY

ACROSS ALL FOUR REDEVELOPMENT AREAS:

Elements of vitality identified by community

- Health & Safety
- Sense of community, identity, and pride
- Open spaces and active recreation areas
- Easy access to goods and services
- Transit options

What would enhance vitality?

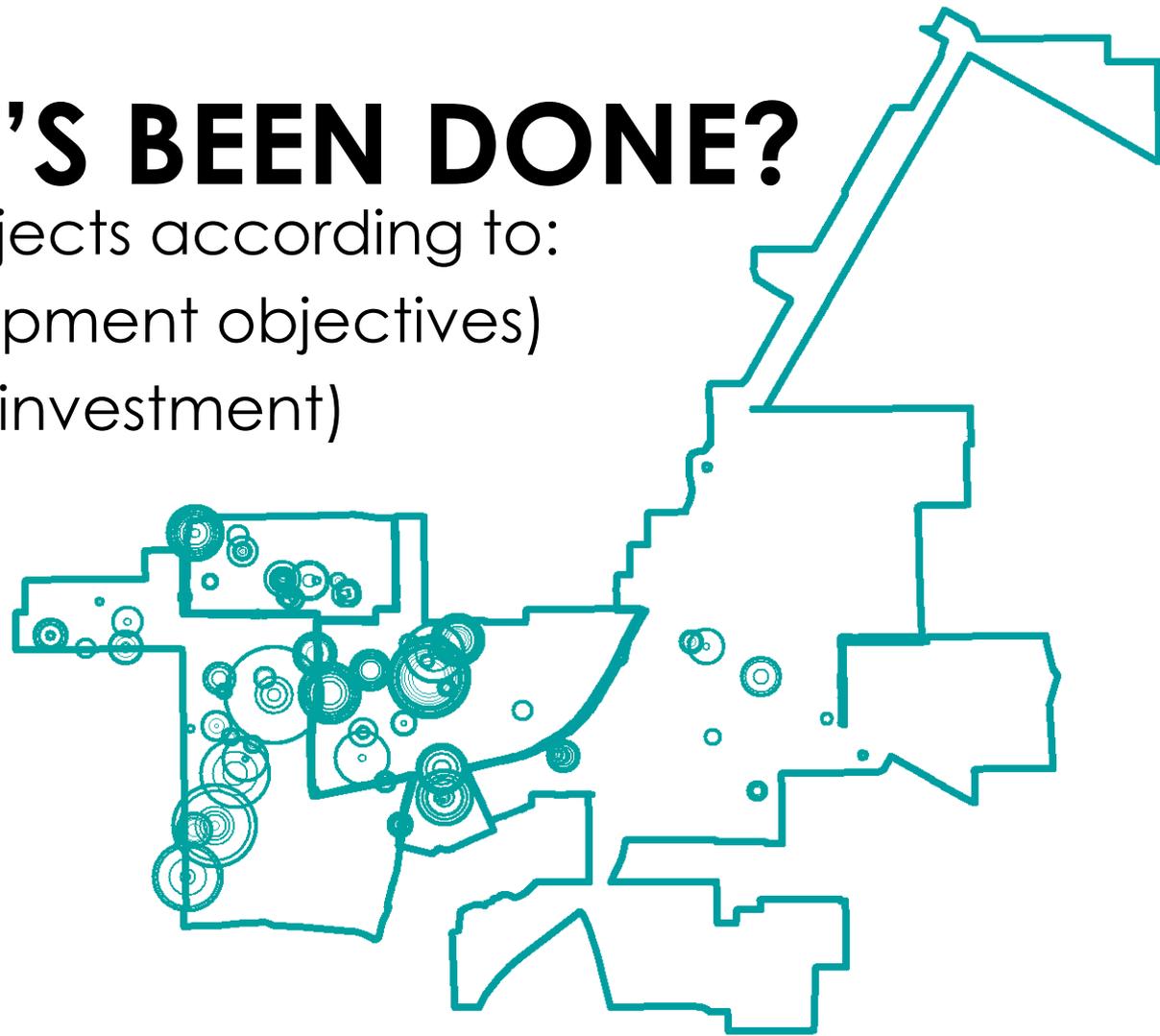
- Range of quality housing options
- Quality employment opportunities
- Low crime

**Q2: WHAT'S BEEN
DONE?**

WHAT'S BEEN DONE?

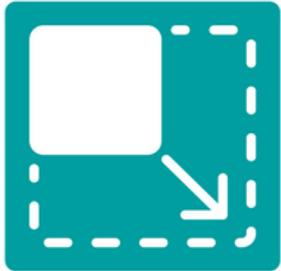
CRA Examined projects according to:

- **Scope** (redevelopment objectives)
- **Scale** (size, total investment)
- **Distribution**



Q: What combination of scope, scale and distribution have produced the greatest return on increment (i.e. contributed to community vitality)?

INITIATIVES THAT CONTRIBUTE TO COMMUNITY VITALITY



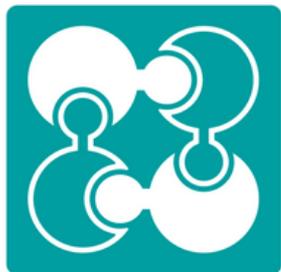
Happen at
ALL SCALES

- Encourage a diverse portfolio of initiatives- from 'Back to Basics' to District-wide



With
BROAD SCOPES

- Support initiatives that address the full breadth of the redevelopment objectives



That Make
CONNECTIONS

- Prioritize initiatives that create Physical, Social, Organizational, & Community connections
- Ensure that projects cover the geographic extent of the CRA boundaries

**Q3: WHAT'S LEFT TO
DO?**

STAKEHOLDER ENGAGEMENT

ACROSS ALL FOUR REDEVELOPMENT AREAS:

COMMUNITY VITALITY & REDEVELOPMENT GENERAL THEMES

- Importance of connections and partnerships
- Character of existing neighborhoods
 - Thoughtful, unique initiatives
 - Student vs. single family housing options
- Depot Park = Vitality
 - Connections
 - Offers something for everyone
- Impact of redevelopment on health and quality of life
- Infrastructure is very important

STAKEHOLDER ENGAGEMENT

ACROSS ALL FOUR REDEVELOPMENT AREAS:

WHAT'S LEFT TO DO?

- Infrastructure
- Parking
- Quality housing options
- Arts, Recreation, and Culture
- Commercial and retail
 - Vacancy
- Safety and Health
 - Bike and Pedestrian
- Transportation and traffic circulation

WHAT'S LEFT TO DO?

- Many diverse opportunities still exist for redevelopment to contribute to community vitality
- Now it's time to consider the CRA's role in addressing 'what's left to do'?
- Q: In what role has the CRA been able to contribute most successfully to community vitality- public/ private partnership, etc.



WHAT'S LEFT TO DO?

2017-2018 WORK PLAN INITIATIVES

	CRA COMMUNITY INITIATIVES	DISTRICT
	Cornerstone (Former GTEC)	Eastside
	Heartwood (Former Kennedy Homes)	Eastside
	College Park Neighborhood Improvements	College Park/University Heights
	Innovation District	College Park/University Heights
	NW 1st Avenue Streetscape	College Park/University Heights
	NW 5th Avenue Streetscape	College Park/University Heights
	South Main Street Streetscape	College Park/University Heights
	Bo Diddley Plaza	Downtown
	Depot Park	Downtown
	Porters Neighborhood Improvements	Downtown
	Power District	Downtown
	University Ave Police Sub-Station	Downtown
	A. Quinn Jones Museum & Cultural Center	Fifth Avenue/Pleasant Street
	Heritage Trail/Neighborhood Connections	Fifth Avenue/Pleasant Street
	Seminary Lane	Fifth Avenue/Pleasant Street

NEXT STEPS

NEXT STEPS

AUGUST 2017

Vitality Report Q4: What's the CRA's role?

- City of Gainesville & University of Florida's Strategic Plans
- Completion of Vitality Report

FALL 2017

FY2019-2023 Strategic Planning

- Identification and prioritization of initiatives
- Roadmap: Budget, timeline, talent

JUNE/ JULY 2018:

FY19-20 Two-year budget



VITALITY

GAINESVILLE

← 2017 →



Timeline

- What's Been Done? : April
- What's Left to Do? : June
- What's the CRA's Role? : August

Community Events

- #1 Define : February
- #2 Collect : May
- #3 Interpret : July

Contact:

Ori Baber
(352) 393-8213
baberor@cityofgainesville.org