

#100669



CRA PROJECTS AND SUSTAINABILITY

Gainesville City Commission
February 17, 2011



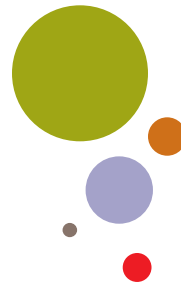
802 NW 5th Avenue - Before



802 NW 5th Avenue - After



'GREENING' OUR PROJECTS



'GREENING' OUR PUBLIC SPACES AND RIGHTS OF WAY

SW 7th Avenue - Before



SW 7th Avenue - After



FACT: First project in City to have permeable concrete within the ROW

'GREENING' OUR PUBLIC SPACES AND RIGHTS OF WAY

SW 8th Avenue - Before



SW 8th Avenue - Construction



FACT: First project in City to have underground exfiltration of stormwater beneath public roadway

'GREENING' OUR PUBLIC SPACES AND RIGHTS OF WAY

Haisley Lynch Park - Before



Haisley Lynch Park - After



FACT: First LED lighting pilot project in City, first 100% native plantings in City park.

RE-PURPOSING OUR EXISTING BUILDING STOCK



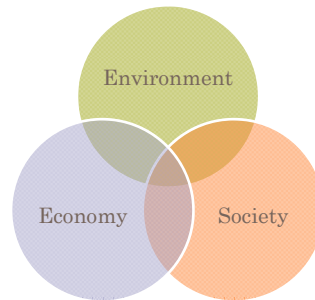
FACT: Two of our recent commercial developments have re-purposed vacant, existing buildings.

MORE THAN BEING 'GREEN'...



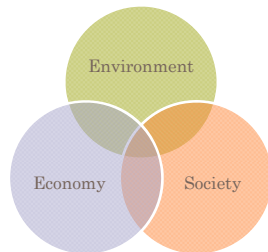
SUSTAINABILITY IS MORE THAN BEING 'GREEN'...

- Sustainability is more than being 'environmentally' sustainable



*Sustainability is the ability of **ecosystems**, **economy**, and **society** to exist in a state of dynamic equilibrium, so that potentials are maximized for all, without compromising the success of future potentials.*

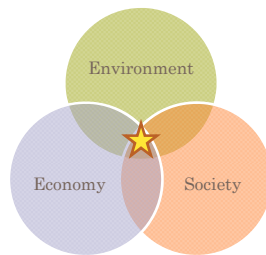
SUSTAINABILITY IS MORE THAN 'GREEN'...



Things are always changing!

Sustainability is the ability of ecosystems, economy, and society to exist in a state of dynamic equilibrium, so that potentials are maximized for all, without compromising the success of future potentials.

SUSTAINABILITY IS MORE THAN 'GREEN'...



Things are always changing!

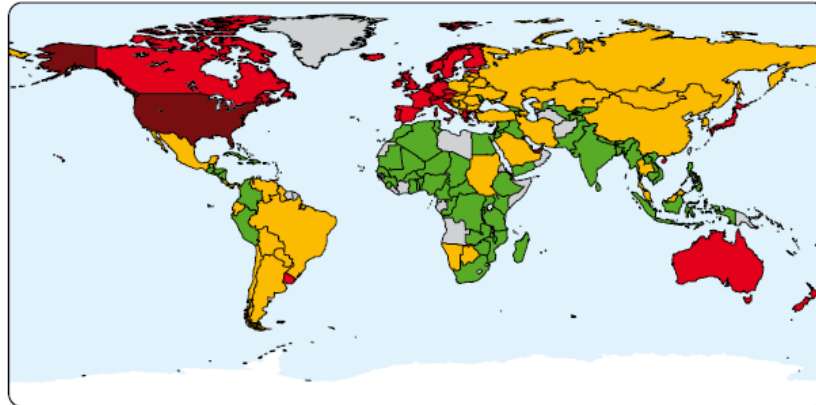
Sustainability is the ability of ecosystems, economy, and society to exist in a state of dynamic equilibrium, so that potentials are maximized for all, without compromising the success of future potentials.

To be sustainable , we can not sacrifice any one element of sustainability so that another element is more prominent. If one element changes, then we need to scrutinize the position of the other elements. The center is our goal!

WHY BE MORE SUSTAINABLE?



WHY BE MORE SUSTAINABLE?



2009 Worldwide Ecological Footprints

Figure from *The New Economics Foundation*,
'The Happy Planet Index 2.0'
www.neweconomics.org



TRIPLE BOTTOM LINE

- Easy to measure indicators often drive our decisions. However, traditional cost-benefit analysis does not capture *what really matters to us*.

Happiness, health, fulfillment, well-being

- These difficult to measure indicators are what make a City an ideal place to live and work.

Triple Bottom Line:

Where returns from investment are evaluated by their longer term **social, environmental, and economic** returns.

HOW WE PLAN TO BE MORE SUSTAINABLE...



SO HOW DO WE PLAN TO BE MORE SUSTAINABLE?

- CRA internal operations
 - Green Cleaning Policy
 - Sustainability Policy



We challenge ourselves to be more sustainable with our internal operations and will develop methods to measure our progress.

SO HOW DO WE PLAN TO BE MORE SUSTAINABLE?

o CRA Project Delivery

Innovation vs. Business as Usual

- o Just because we have done something successfully, and it can be implemented easily, does not mean it is sustainable.
- o Example: We know how to design and build roads very efficiently. BUT is the current template the most sustainable way?



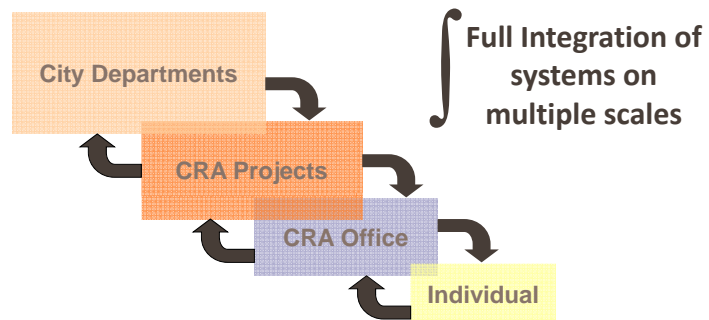
We challenge ourselves to be more innovative with our projects and to find more sustainable ways of doing things.

SO HOW DO WE PLAN TO BE MORE SUSTAINABLE?

We will look to increase the triple bottom line on our projects, and to maintain the center of sustainability as our goal.

HOW DO WE PLAN TO BE MORE SUSTAINABLE?

- We can't do it alone. We are part of a larger system. All levels of the system must be striving towards the same results to achieve sustainability.



We challenge all City Departments to continuously make positive strides in all facets of sustainability.

OUR NEXT STEPS...

- Sustainability Policy
- Economic Development Financing
- Smart code initiatives
- Green Streets and streetscapes
- Redevelopment of former Kennedy Homes Site
- Power District Redevelopment
- Legacy Project
- A. Quinn Jones House
- Fifth Avenue Arts Festival
- Public Art
- Citizen's Field Youth Triathlon
- Depot Park



QUESTIONS? COMMENTS?

