

FY 2014 WORKPLAN

2ND QUARTER UPDATE

GAINESVILLE COMMUNITY REDEVELOPMENT AGENCY
FEBRUARY 17, 2014

PRESENTATION BY: DIANE W. GILREATH

WORKPLAN UPDATE

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

CRA WORKPLAN 2014

ACTIVITY	YEAR START	YEAR END	PROJECT MANAGER	Fiscal Year 2014											
				Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
GTEC															
SFC Management Agreement	1	2	LYNN												
Transition OMM 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/SARIT												
City Commission Final Approval	10	1	SARIT												
Phase I construction documents	10	4	SARIT												
Phase I construction	12	4	SARIT												
Branding and Marketing	3	7	TED												
Linear Park contract	7	1	TED												
Linear Park planning & design	8	6	TED												
KENNEDY HOMES															
Khomex Master Plan contract	1	2	MALCOLM												
Community Workgroup Kick-Off Meeting	2	1	MALCOLM												
Khomex 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	TED												
Roadway Connections strategy	1	12	TED												
POWERS DISTRICT															
Flexibility Redevelopment Plan	1	2	ANDREW												
Rezoning & Landuse	3	4	TED												
GRU Property Disposition Policy & MOU	3	3	LYNN												
Infrastructure & Development Analysis	3	6	ANDREW												
Contamination assessments	3	6	ANDREW												
Building assessments	3	6	LYNN												
Project Identification & Prioritization	3	3	TED												
DEPOT PARK															
Piv/D Coordination	1	3	DIANE												
City/Cade Museum Agreement	1	3	LYNN												
Cade Museum Design Coordination	1	3	DIANE												
Phase II Construction Documents	1	3	DIANE												
Construction Management Procurement	1	3	CINDI												
Construction Management Contract - GMP Approval	3	1	DIANE												
Phase II Construction	10	12	DIANE												
DEPOT BUILDING															
Building O&M	1	31	LINDSEY												
Retail programming	10	12	LYNN												
Floorpace programming	10	12	TED												
DOWNTOWN PLAZA															
Phase I Design Contract	1	2	SARAH												
Phase I Design & Permitting	3	7	SARAH												
Phase I O&M - GMP Approval	3	1	SARAH												
Phase I Construction	10	6	SARAH												
Retail business recruitment	7	6	LYNN												
30% Construction Document Development	14	2	CINDI												
Construction Manager GMP	15	1	CINDI												
100% & Permitting	15	2	CINDI												
Program Review Workgroup Formulation	4	3	LYNN												
Transformational Incentive Program Review	4	3	LYNN												
Transformational Incentive Program Recommendations	7	1	LYNN												
Advisory Board Structure Evaluation	1	3	TED												
Options Analysis	3	2	TED												
CRA Board Recommendation	5	1	TED												
Work with respondents to identify transition timelines	1	3	TED												
Prepare FY 2015 Maintenance Budget with identified transition	10	3	TED												

COMMUNITY INITIATIVES UPDATE

CRA'S PRIMARY OBJECTIVES

SLIDE KEY

1st
quarter
goals

GREEN = Completed on time

YELLOW = Timeline slipping

RED = Project delayed

2nd
quarter
goals

Activities planned for the 2nd quarter of 2014

GTEC

1st quarter goals

- Transfer GTEC management to SFC
- Land entitlements
- Master planning and design contract
- Community kick-off meeting

2nd quarter goals

- Transition O&M to SFC
- Developer recruitment
- Master planning development
- Community engagement and workgroup meetings
- Branding & marketing development



KENNEDY HOMES

1st
quarter
goals

- Scope and proposal development
- Master planning and design contract
- Community Kick-off meeting



2nd
quarter
goals

- Master plan development
- Community engagement meetings
- Developer recruitment
- Branding and marketing strategy development



POWER DISTRICT

1st
quarter goals

Finalize redevelopment plan

2nd
quarter goals

Rezoning and landuse

Property disposition policy development

Marketing strategy development

Begin assessments: infrastructure, property, buildings

Business and developer recruitment



DEPOT PARK

1st
quarter
goals

Continue coordination with Public Works Department stormwater pond construction

Cade Museum design coordination

Phase II park construction document development

Construction Manager procurement

Finalize Cade Museum site agreement

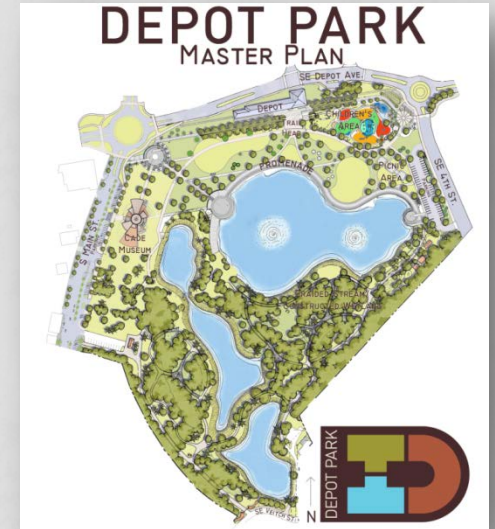
2nd
quarter
goals

Cade Museum design coordination

Develop Cade Museum site agreement

Phase II park construction document development

Construction Manager procurement



DEPOT BUILDING

1st
quarter
goals

Continue building operations & maintenance

Event Management



2nd
quarter
goals

Continue building operations & maintenance

Event Management



DOWNTOWN PLAZA

1st
quarter
goals

Phase I design contract

Schematic design development

Community engagement

Begin 30% construction documents



2nd
quarter
goals

Finalize 30% construction documents

Community engagement

Business plan development



PORTER'S CONNECTIONS: SW 5TH AVENUE

1st
quarter
goals

Survey contract

Complete survey of corridor

Begin Community Workgroup formulation

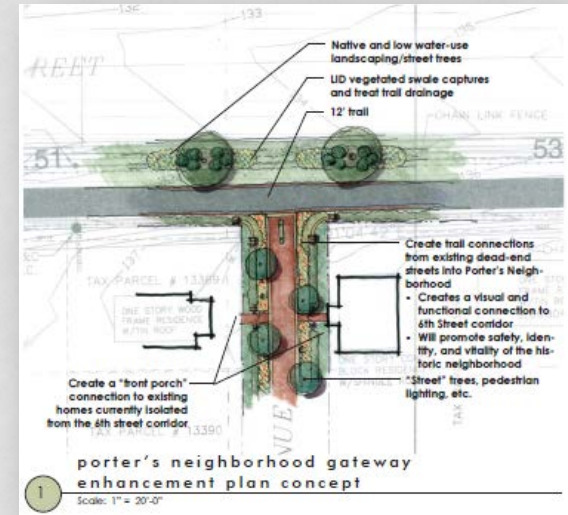
2nd
quarter
goals

Community kick-off meeting

Roadway opportunity analysis

Scope development

Design contract



SOUTH MAIN STREET

1st
quarter
goals

Roadway ownership transfer to City

Contract for 30% construction document development

Begin formulation of Community Workgroup

2nd
quarter
goals

Community Kick-off meeting

15% construction document development



INNOVATION SQUARE

1st quarter goals

SW 9th Street construction

SW 3rd Avenue construction

SW 9th Street continuation planning (north)

SW 9th Street (north) agreement with UFDC

Parking analysis and strategy



2nd quarter goals

SW 9th Street construction

SW 3rd Avenue construction

SW 9th Street continuation planning (north)

SW 9th Street (north) agreement with UFDC



NW 1ST AVENUE

1st
quarter
goals

Community kick-off meeting & engagement

Begin 15% construction documents

Begin feasibility study and costs for utility undergrounding

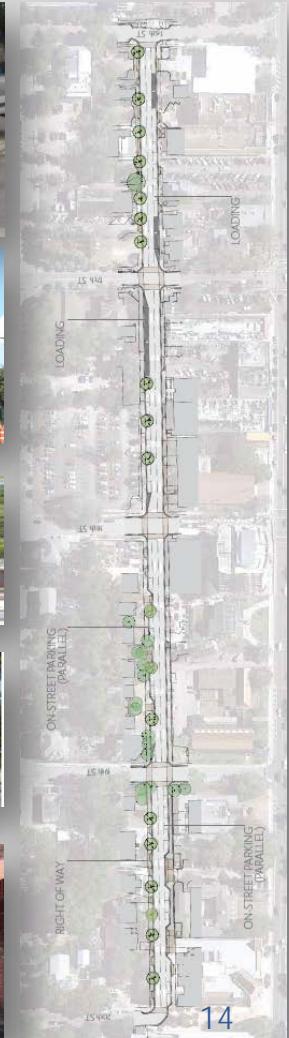
2nd
quarter
goals

Community engagement

Complete 15% construction documents

Complete undergrounding feasibility study

Develop scope and proposal for 30% construction documents



NW 5TH AVENUE

1st
quarter
goals

Assimilate design team and develop scope and proposal

Initiate survey and design contract

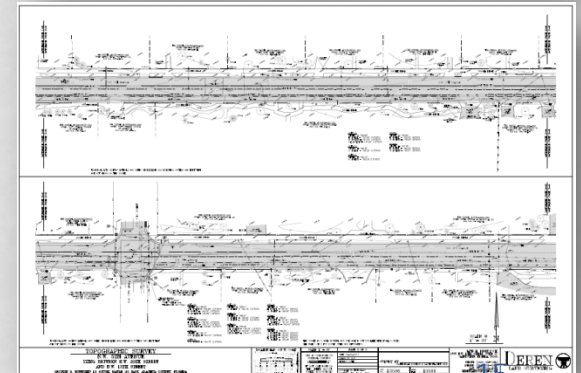
Complete survey of corridor



2nd
quarter
goals

Community kick-off meeting and engagement

Complete 15% design



SEMINARY LANE REDEVELOPMENT

1st
quarter
goals

Option Agreement

Begin site surveying, appraisals, and assessment

City/CRA owned property disposition strategy

2nd
quarter
goals

Re-strategize approach: bi-furcate City/CRA owned properties from Private properties

Option Agreement for City owned properties

Continue to negotiate agreement with private property owner

Begin site surveying, appraisals, and assessments of City owned properties

Begin scope and proposal development for City owned property design



A. QUINN JONES MUSEUM

1st
quarter
goals

Demolish existing adjacent property for site work to begin

Assimilate team and develop scopes and proposals for design

Design contracts for site plan, building design, exhibit design

2nd
quarter
goals

Finalize site design contracts and initiate

Begin design

Begin operations and maintenance planning



CONNECTING CORRIDORS: NW 3RD AVENUE AND NW 8TH STREET SIDEWALKS

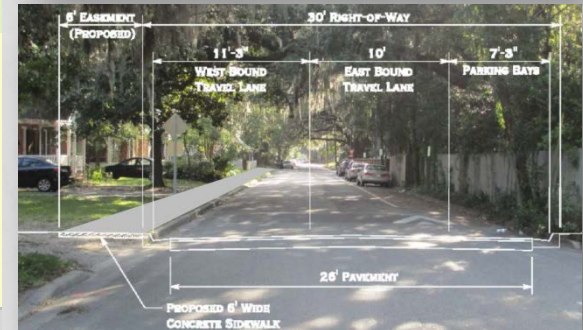
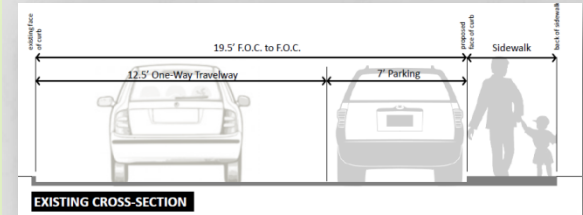
1st quarter goals

Survey NW 8th Street and NW 3rd Avenue

Assess feasibility of sidewalk additions

Determine engineering project scope

Engineering contract

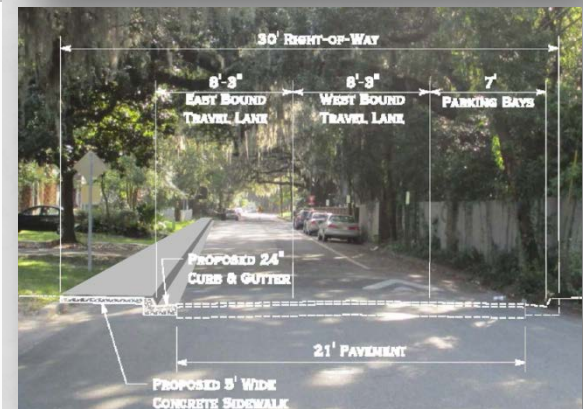


2nd quarter goals

Finalize engineering contract

Construction document development

Begin GMP development



COMMUNITY PARTNERSHIPS UPDATE

LEVERAGING OF RESOURCES BY COMMUNITY LED
PROJECTS

COMMUNITY PARTNERSHIPS

OVERVIEW OF EXISTING

Programs

- Transformational Incentives Program
- Redevelopment Incentives Program
- Economic Development Finance Programs
- Enterprise Zone
- Façade Grants Program
- Paint Programs

Activities

- Citizen's Field Youth Triathlon
- Fifth Avenue/Pleasant Street Arts Festival
- Porter's Neighborhood Block Party
- Habitat for Humanity Neighborhood Revitalization Initiative

COMMUNITY PARTNERSHIPS: PROGRAMS UPDATE

- **Transformational Incentives Program**
 - Under Review: University Corners Application
- **Façade Grants Program**
 - 6 open façade grant applications
 - 1 completed construction during 1st quarter 2014
- **Paint Programs**
 - Fifth Avenue/Pleasant Street
 - First Quarter: 6 homes completed
 - 2nd Quarter: ~ 6 current applicants
 - Eastside Paint Program
 - Paint program drafted and under review
 - Goal to launch program by end of 2nd quarter
- **New Program Under Development**
 - Habitat for Humanity Neighborhood Revitalization Program “Brush with Kindness” partnership with Paint Program in Duval Neighborhood



COMMUNITY ENGAGEMENT UPDATE

NEW STRATEGIES BEING DEVELOPED DURING FY 2014

COMMUNITY WORKING GROUPS

First Quarter Goal:

- Begin assimilating working groups for community initiatives in need of additional stakeholder input and assistance

6 community meetings held during first quarter*

*Does not include small group meetings, City/GRU stakeholder meetings, one-on-one meetings, or advisory board meetings

Second Quarter Goals:

- Continue engagement for projects
- Continue using and developing outreach strategies (i.e., mailings, newspapers, website)
- Continue to research and develop ways for better facilitation and information gathering during meetings (i.e., polleverywhere.com, questionnaires, etc.)

$$\text{GOOD MEETING} = \frac{\text{TIME SAVED}}{\text{TIME WASTED}} + \text{SNACKS}$$

SUGGESTION BOXES

"GOVERNMENT 1.0"

First Quarter Goal:

Begin development of suggestion box prototype and install.

PLEASE MAKE THE SIDE WALKS WHEELCHAIR ACCESSIBLE. FOR EXAMPLE, THE SIDEWALK ON THE EAST SIDE OF THE INNOVATION HUB IS HARD FOR A WHEELCHAIR TO NAVIGATE AROUND THE TREES, LIGHT POLES AND

POSTS - SORT OF LIKE A SLOTTED SKI RACE. PLEASE MAKE THE NEW SIDEWALKS ADA FRIENDLY. THANKS!

Water fountain
Drinking fountain
Play area for kids

Please develop the ^{as a park} park space between SW 4th Ave and SW 5th Ave that has been shown in the project plans online

It means change. It means opportunity. It means a general shift in mindset from the common, to the entrepreneurial. It means buildup. It means big risk. It means progression. It means development. It means that every single day we wake up, we have the opportunity to get better faster, wiser, at anything we do. Because innovation is solving problems.

More Bacon



Second Quarter Goal: Test, reevaluate

COMMUNITY ENGAGEMENT

ADDITIONAL 2ND QUARTER GOALS

2nd Quarter

Public kick-off meeting planning

Initiative evaluation

Social media

Community Vitality Report

EFFICIENCIES

PROCESS REALIGNMENTS TO SUPPORT WORKPLAN

CRA TALENT

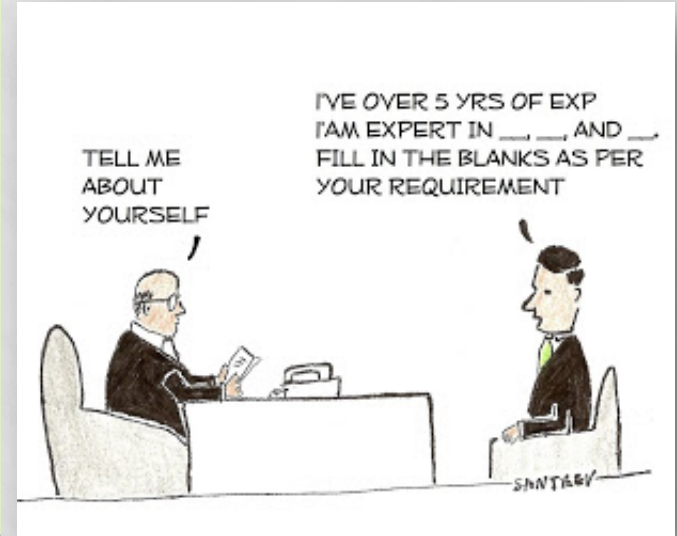
1st quarter goals

Develop position descriptions

Advertise/hire for (2) CRA Manager Positions

Advertise for (2) Project Manager Positions

Audit existing staff into Project Manager positions



2nd quarter goals

Continue search for (2) Project Manager Positions

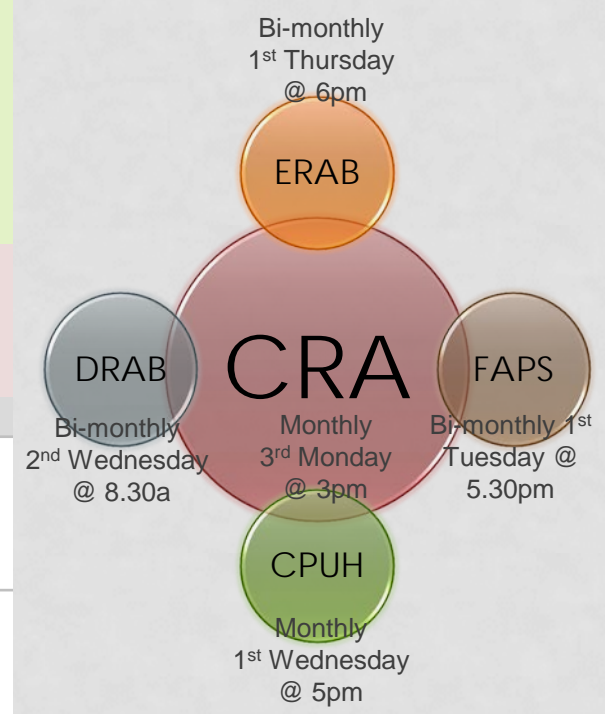
Train and develop new staff and new Project Managers

Cross-train and share administrative duties among Project Management staff



CRA ADVISORY BOARD STRUCTURE

1 st quarter goals	Advisory board structure evaluation
	Transition Clerk duties to CRA staff (new)
	Options Analysis
2 nd quarter goals	Fill Advisory Board vacancies
	Options Analysis
	CRA Board Recommendation on Advisory Board structure



CRA PURCHASING

1st quarter goals

Signature authority streamline

Vendor outreach

Local Impact Report Development

E-Procurement purchasing trials

Vendor registration kiosk

CRA Purchasing Procedures development



WE'RE OPEN FOR BUSINESS.

2nd quarter goals

Vendor outreach

Local Impact Report Finalization

Determine E-Procurement within CRA → Finalize CRA Purchasing Policy

CRA WEBSITE

1st quarter goals

Interim updates

Web design procurement

2nd quarter goals

Web design procurement

Begin website redesign process



Gainesville Community Redevelopment Agency

a mix of **vision, creativity & hard work**

- About the CRA
- Redevelopment Areas
- CRA Projects
- Living in Our Community
- Doing Business with the CRA
- Investing in Our Community
- Project Opportunities
- Meetings Agendas & Minutes
- News & Events



Revitalizing
the Urban
Core



**Helyx Overpass Wins Florida
Redevelopment Association
Award for
Transportation/Transit
Enhancement**

[Read Press Release](#)

[See Video](#)

**[Economic Development and
Loan Programs](#)**

Learn more about CRA programs
available to assist business
development.



**Innovation Square Road
Construction Underway**

SW 9th Street and SW 3rd Avenue
are currently under construction
and anticipated completion is May
2014.

[See Poster](#)



CRA 2012 Annual Report

Learn more about the CRA's impact
in our community.

[Click to download](#)

**[CRA IS CURRENTLY SEEKING
NEW ADVISORY BOARD
MEMBERS](#)**

Are you interested in serving on a
dynamic board that will set the
direction of your community for
years to come? If your answer is
"yes", then see how you can
participate.

CRA ANNUAL REPORT

1st quarter goals

Annual report kick-off meeting

Design contract

Design options submittal

Layout and design

2nd quarter goals

Design options submittal

Layout and design

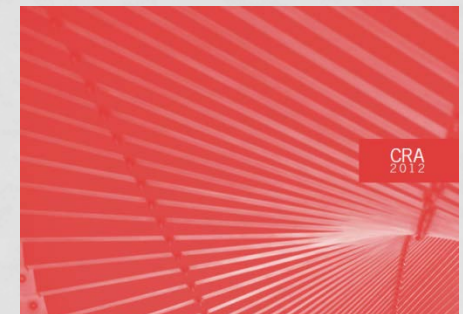
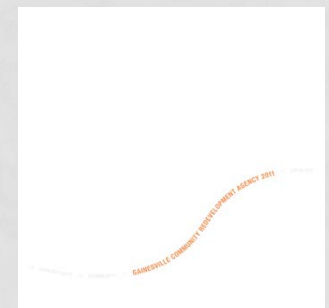
Photography and graphic development

Text development

Reviews and Final draft

Printing quotes and contract

Send to reporting agencies



AMENDATORY BUDGET

1st quarter goals

Receive actual property tax information from county

2nd quarter goals

Budget allocation adjustments

Agenda Item (on this agenda)

ON TODAY'S AGENDA

TRANSITIONAL ACTIVITIES

ACTIVITIES TO BE TRANSITIONED OUT OF CRA

TRANSITIONAL ACTIVITIES

- **University Avenue Banner Program**
 - Transitioning to the Public Works Department
- **Technical Review Committee (STDS)**
 - No longer a CRA Activity; stay involved on an as-needed basis
- **Maintenance**
 - Continue management of maintenance
 - Identify recipients of maintenance
 - Identify and spearhead potential partnerships
 - Work with recipients to identify transition timelines
 - Develop list of transitioned activities for preparation of FY 2015 budget
- **Property Management**
 - “Lunchbox” fully transitioned
 - “GTEC” fully transitioned
 - “Catalyst Building” in process of transitioning
 - Continue management of CRA owned properties
 - Ex. Southern Charm, lots on NW 5th Avenue
 - Continue management of on-going projects
 - Ex. Depot Building

AWARDS UPDATE & RECOMMENDATION

AWARDS UPDATE

- 2014 FICE Grand Award Winner “Depot Rail-Trail Pedestrian Overpass”
- 2013 Florida Redevelopment Association Award for Transportation / Transit Enhancement “Depot Rail-Trail and Pedestrian Overpass”
- 2013 Aurora Award “Catalyst Building”
- 2013 Florida Trust for Historic Preservation “Depot Building”
 - Outstanding Recognition in the Green Category
 - Outstanding Recognition in the Restoration/Rehabilitation Category

RECOMMENDATION

- Hear presentation from staff

