

East Gainesville

Activities

- Historic Preservation Districts**
- NE District
 - Pleasant St. District
 - SE District

Overlays

- City Limits
- Enterprise Zones
- East Gainesville Redevelopment District
- Depot Avenue Stormwater Park
- Alachua County Forever Nomination Areas

Housing Developments

- 1 Habitat for Humanity
- 2 Ironwood Village (NHDC)
- 3 Lake Forest Farms (NHDC)
- 4 Lake Forest Trails
- 5 Lewis Place
- 6 Lincoln Estates IV
- 7 Village Crossing

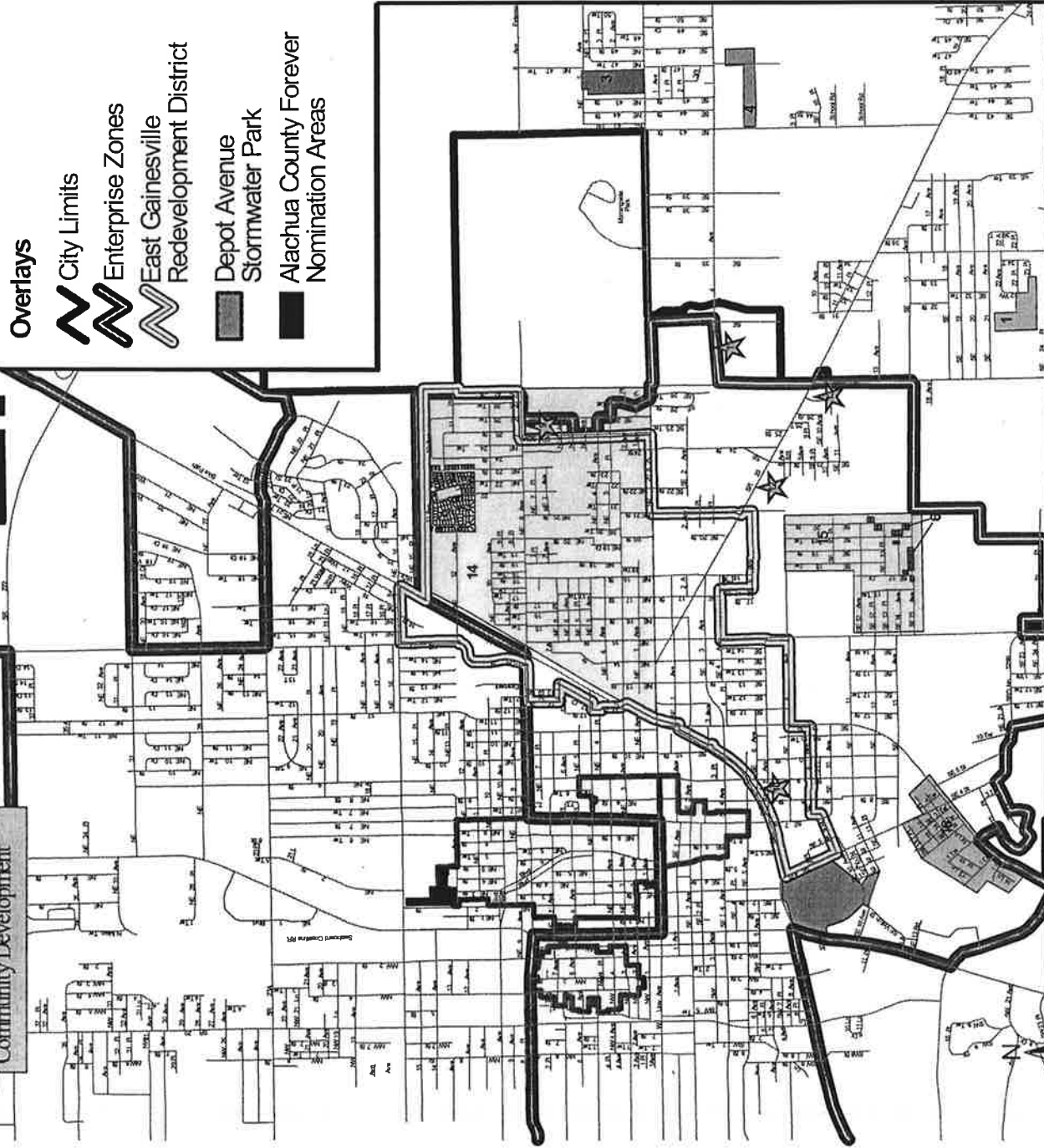
- Cedar Grove II
- City Owned
- Sold Parcels

Individual Projects

- Mt Carmel Church
- Springhill Community Hall
- Cone Park
- Gainesville Technology Enterprise Center
- Alachua County Sheriffs Office

Community Projects

- 14 Duval Neighborhood Action Plan
Florida Front Porch Program
- 15 Lincoln Estates
Neighborhood Action Plan
- 16 Sugarhill Neighborhood Association



Note: This map was created from data supplied by various groups & agencies with varying levels of accuracy. The individual group, agency or company should be contacted for exact boundaries, locations and project specifics.

East Gainesville Master Plan(s)



A Collection of East Gainesville Projects and
Studies

I. Executive Summary

In the wake of rapid westward growth, the City of Gainesville and Alachua County have begun to work feverishly to revitalize the area known as East Gainesville. This area is evenly divided between the City and County, and is understood to be all of the area east of Main Street to Newnan's Lake and from the Gainesville Raceway to Paynes Prairie. The City and County have recently begun to work together, within the Plan East Gainesville Subcommittee, to develop a comprehensive land use and infrastructure plan for the East Gainesville area. This high level of government activity coupled with the unprecedented joint effort between the City and County indicates that there is a certain amount of urgency and support for revitalizing this economically depressed area.

In addition to the geographical sharing of East Gainesville, there is also an administrative overlapping that exists. Some of the services provided by the agencies and private organizations are very similar to each other, and could possibly be duplicated or at least benefit from greater cooperation.

In response to the large scope of services and the number of entities involved in helping to revitalize East Gainesville, the Gainesville Enterprise Zone Development Agency (GEZDA) has decided to commission a report to investigate all of the projects and organizations that are taking part in this redevelopment effort. They have asked that a matrix with all of the pertinent organizations and projects be created so that there is some graphical summary of all the activity in East Gainesville. The purpose of this report is to create an assessment of the current situation and find ways to maximize the cooperative capacity that exists between agencies, organizations and the community.

The goals of this report were to:

- See where there is duplication
- Find what program/policy areas are unique to an entity
- Find opportunities for greater cooperation

II. Summary Recommendations

There are two basic recommendations:

A. Survey people in and around East Gainesville

1. Find out what they would like to see in the East Gainesville area.
2. Measure the perception that people have of East Gainesville so that programs and policies can be made to tackle these issues.
3. Find incentives for people to reinvest in East Gainesville.

B. Administrative Structural Changes

Create a hybrid organizational structure that serves as a bridge between the various government agencies and non-profit organizations. It will be a way for these entities to share information and create strategies for solving common problems.

III. Summary of Findings

A. East Gainesville Community Projects

The projects and activities in East Gainesville do not require a multitude of agencies. The creation of neighborhood associations and establishing long and short-term goals seems to be the bulk of the activities at the community level. This activity is unique to the City's Neighborhood Planning Department. Although there is mainly one agency that is in charge of this activity, the neighborhoods could greatly benefit from collaborating and sharing ideas about the similar problems that they face. A coalition of neighborhood representatives could provide a means of which to communicate and mobilize citizens to effectively deal with the challenges that they face.

B. Environment

The environmental aspect of East Gainesville is mainly dealt with by the County Environmental Protection Agency. The City also, has some projects that are environmental in nature, but in general the bulk of the work is the responsibility of the County. The collaboration on the environmental issues of East Gainesville is already underway and is a part of the scope of work for the Plan East Gainesville Subcommittee.

C. Transportation

The job of planning transportation infrastructure is the job of the Metropolitan Transportation Planning Organization (MTPO). Although the City's Regional Transit System (RTS) is also an important facet of transportation in East Gainesville, the responsibility of transportation planning is basically the responsibility of the MTPO. Cooperation between the MTPO and RTS does exist on an as needed basis.

D. Housing

The area of housing is where there is a large amount of overlap and duplication. The various housing agencies and organizations provide a wide array of services to the East Gainesville community. Even though there may be various levels of specialization, the large amount of resources and the enormity of their task would suggest that greater cooperation and collaboration would greatly benefit all agencies and organizations. Some agency administrators expressed that they are not informed of the activities of other agencies, only until they hear about it in the news. The Affordable Housing Coalition provides a good example of an organization that is actually bringing together various these agencies and organizations in order to facilitate communication and cooperation. Collaborative efforts, such as the Affordable Housing Coalition, are crucial in the area of housing so that there can be an increase in the efficient use of scarce resources, increased communication and a unified housing strategy that is much more beneficial to the residents of East Gainesville.

E. Planning

The planning efforts of the City and County have been unified under the Plan East Gainesville Subcommittee.

F. Economic Development

Due to the even distribution of land area between both the City and County and the multitude of economic development organizations, collaboration would greatly benefit this area of revitalization. Although there is some form of cooperation amongst the entities, many of the agencies and organizations duplicate in areas such as attraction, retention and expansion. A collaborative effort could help the agencies find their niche and create a unified strategy for revitalizing East Gainesville.

IV. Summary Conclusion

The report has found that there are various levels of cooperation and coordination that currently exists. The need for cooperation also varies within each of the program areas. Even though there is variation in the need to cooperate, a general conclusion can be made that an increase in the amount of cooperation, between government agencies and non-governmental organizations, could increase the efficiency and effectiveness of the revitalization efforts.

The Plan East Gainesville Subcommittee has set the president for creating a unified approach in revitalizing East Gainesville. They have taken upon themselves the task of planning the future infrastructure needs of the community. It has now become critically important to take it a step further and to establish a cooperative effort that encompasses every other aspect of East Gainesville redevelopment and that provides a long-term solution for increasing cooperation.

An organizational structure that brings together all governmental and nongovernmental agencies and organizations will help to bridge this gap. An umbrella organization such as the Affordable Housing Coalition should be applied to the rest of areas of East Gainesville redevelopment. The collaborative efforts between public and private entities will help to provide the resources for truly revitalizing East Gainesville.

In order to be effective in this endeavor, it will also be crucial to gather information on the needs of the people in and around East Gainesville, so that these entities will be better able to shape policies that help tackle the needs of the East Gainesville community. By creating a hybrid organizational structure that brings together all of the governmental and non-governmental entities, and surveying the people in and around East Gainesville, the City and County will only then be able to fully maximize the cooperative capacity that exists between the agencies, organizations and the community.

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I. East Gainesville Community Projects

- Duval Neighborhood Action Plan
- Timeline for Front Porch (Duval) Neighborhood Entry Streetscape
- Lincoln Estates Neighborhood Action Plan
- Feasibility Study for Springhill Community Hall Development
- GPD Police Analysis of “Zone U” (Duval area)

II. Environment

- East Gainesville Sprout Project
- Draft Scope of Work for the Eastern Gainesville Urban Area Land Conservation Element
- Alachua County Forever Power Point Presentation
- ACF Nomination Areas

III. Transportation

Plan East Gainesville Subcommittee

- Draft Scope of Work for the Eastern Gainesville Urban Area Special Area Land Use Plan
- Special Area, Land Conservation and Transportation Study (Scope of Services)

IV. Housing

- City of Gainesville Housing & Community Development Consolidated Plan
- Neighborhood Housing & Development Corporation
 - Home Repair Loan (pamphlet)
 - Homebuyer Education Seminar (pamphlet)
 - Loan application
 - City of Gainesville 2000-2003 Interim Housing & Community Development Consolidated Plan
- Neighborhood Housing Development Corporation (NHDC)
- Central Florida Community Action Agency (CFCAA)
- Alachua County Affordable Housing Coalition
- City of Gainesville Housing Division Comprehensive Program Program Service Chart

V. Planning

- City of Gainesville Future Land Use Element of Comprehensive Plan (Draft)
- East Gainesville Redevelopment Plan

VI. Economic Development

- Alachua County Strategic Plan for Sustainable Economic Development
- Lockwood Greene Report on Alachua County Economic Development
 - Target Industry Report for the Gainesville Region
 - Alachua County Underemployment Study
- Eastside Business Association Development Plan
- East Gainesville Development Corporation Action Plan (Economic Development Sec. 4)

Interviews

- Commissioner Nielsen, City of Gainesville
- Oscar Harris, Director of the Central Florida Community Action Agency
- David Herkalo, Director of the Neighborhood Housing Development Corporation
- Commissioner Huthchinson, Alachua County Commissioner
- Commissioner Long, Alachua County
- Kenric Pierre, Alachua County Economic Development Dept.
- Ron Cunningham, Gainesville Sun Editor
- Kathy Winburn, Director of the City of Gainesville Neighborhood Planning Dept.
- Ralph Hilliard, City of Gainesville Planning Dept.
- Patricia West, President and CEO of the East Gainesville Development Corporation
- Jim Hencin, Director of the City of Gainesville's Block Grant Department
- Bob Rohrlack, President and CEO of the Alliance for Economic Development
- Conchi Ossa, Director of the Department of Economic Development, City of Gainesville
- David Coffey, Coffey & McPherson
- Gail Moynahan, Director of the Alachua County Housing Authority
- Bob Stroh, Director of the Shindberg Center

I. East Gainesville Community Projects	Infrastructure	Traffic	Safety	Crime	Beautification	Codes Compliance	Housing	Historic Restoration	Historic Preservation	Recreation	Human Services	Neighborhood Assoc.	Final Draft Completion Date
Duval Neighborhood Action Plan	X	X	X	X	X	X			X	X	P		25-Jun-01
Lincoln Estates Neighborhood Action Plan	X	X	X	X	X	X			X	X	P		Mar-01
Sugarhill Neighborhood Action Plan	X			X	X				P		P		
Feasibility Study for Springhill Community Hall Development							P	P					*

- P Primary Objective
- X Secondary Objective
- * Indicates Further Data Needed

I. East Gainesville Community Projects	Areas of Focus	Main Objectives
Duval Neighborhood Action Plan	Infrastructure/Traffic Crime/Policing Code Enforcement Housing Beautification Human Services Neighborhood Org.	Improve Impoverished Condition Improve Infrastructure Rehabilitate Delapidated Homes Decrease Crime
Lincoln Estates Neighborhood Action Plan	Infrastructure Traffic Neighborhood Security Beautification Human Services Recreation	Improve Safety Improve Community Appearance
Sugar Hill	Recreation Traffic Infrastructure Beautification Crime	Improve Safety Provide Recreation for Community Improve Infrastructure
Feasibility Study for Springhill Community Hall Development	Restoration Historic Preservation Community Development	Provide Community Center Preserve Community History

II. Environment	Environmental Conservation	Stormwater Cleanup	Historic Renovation	Wetland Protection	Groundwater Protection	Surface Water Protection	Land Acquisition	Air Quality	Historic Preservation	Wildlife Protection	Habitat Protection	Scenic Resources	Final Draft Completion Date
East Gainesville Sprout Project	P	P	X	X	X						P		14-Feb-01
Plan East Gainesville Subcommittee	P		X	X	X	X	X	X	X	X	X	*	
Urban Area Land Conservation Element													
Alachua County Forever Nominated Areas	P					P	P						*

- P Primary Organizational Objective
- X Secondary Organizational Objective
- * Further Data Needed

II. Environment	Areas of Focus	Main Objectives
East Gainesville Sprout Project	Stormwater Treatment Brownfield Cleanup Business Development Downtown Redevelopment	Stormwater Treatment Recreation
Plan East Gainesville Subcommittee Urban Area Land Conservation Element	Water Conservation Air Quality Habitat Protection Historic Preservation	Create an overall environmental protection plan for the redevelopment of EG
Alachua County Forever Nominated Areas	Land Acquisition Environmental Conservation	Protect environmentally sensitive areas through voluntary land purchasing

III. Transportation	Public Involvement	Transportation	Infrastructure	Landuse & Zoning	Recreation	Housing	Economic Development	Envir. Protection	Final Draft Completion Date
Plan East Gainesville Subcommittee	X	P	P	P	X	X	X	X	Spring 2002

- P Primary Organizational Objective
- X Secondary Organizational Objective

III. Transportation	Areas of Focus	Main Objectives
Plan East Gainesville Subcommittee	Transportation Landuse & Zoning Housing Environmental Issues Recreation Infrastructure Urban Design	Use public involvement to develop a master plan for the East Gainesville community

IV. Housing Agency/Organization	Single Family Home	Ownership	Sec. 8 Rent Assistance	Affordable Housing	Rental	Housing repair/renov. Assistance	Loan Application	Housing Loans	Education, Counseling	Foreclosed HUD Home Acquisition	Forclosure Assistance	Utilities Assistance	Emergency Assistance
Neighborhood Housing and Development Corporation	P		X		X		X	X	X				
City of Gainesville Housing Division	X			X		X				X			
Alachua County Housing Authority		P					X						
Habitat for Humanity	P						X	X					
Central Florida Community Action Agency Inc.	X			X		X	X	P		X	X		
Gainesville Housing Authority		P	P					X					
Shinberg Center for Affordable Housing													

P Indicates Primary Organizational Objective

X Indicates Secondary Organizational Objective

IV. Housing Agency/Organization	Type of Organization	Primary Objective	Tasks
Neighborhood Housing and Development Corporation	NPO	Single Family Home Ownership	Affordable Home Construction Low Interest Mortgage Home Repair Loan Homebuyer Education and Counseling
City of Gainesville Housing Division	Govt.	Manage City Housing Initiatives	Single Family Home Ownership Mortgage Loan Home Repair Loan Foreclosure Assistance
Alachua County Housing Authority	Govt.	Implement Section 8 Rent Subsidy	Section 8 Rent Subsidy Greentree Village Management
Habitat for Humanity	NPO	Single Family Home Ownership	Affordable Home Construction Rental Rehabilitation Homebuyer Education and Counseling Zero Interest Loans
Central Florida Community Action Agency	NPO	Self Sufficiency	Family Self-Sufficiency Nutrition Emergency Assistance Energy Assistance Housing Assistance Education and Training
Gainesville Housing Authority	Govt.	Implement Section 8 Rent Subsidy and Manage Housing Low Income Housing	Low Income Housing Management Public Housing Management Section 8 Rental Assistance
Shinberg Center for Affordable Housing	NPO	Education and Self Sufficiency	Community Organizing Elderly Education Youth Counseling After School Programming Business Development Study Housing Issues

PO Private Organization
 Govt. Government Entity
 NPO Non-profit Organization

V. Planning	Land Use	Neighborhood Improvements	Economic Development	Transportation	Housing	Utilities & Services	Environmental Issues	Final Draft Completion Date
City of Gainesville Future Land Use Element of Comprehensive Plan	P		X	X			*	
East Gainesville Redevelopment Plan (Fourth Redevelopment District)	X	P	X	X	X	X		May-01
Alachua County Comprehensive Plan	P	X	X	X	X	X	*	

- P Primary Organizational Objective
- X Secondary Organizational Objective
- * Indicates Further Data Needed

V. Planning	Areas of Focus	Main Objective(s)
City of Gainesville Future Land Use Element of Comprehensive Plan	Land Use Zoning	Promote land use policies that help to improve the "quality of life"
East Gainesville Redevelopment Plan (Fourth Redevelopment District)	Neighborhoods Housing Economic Development Transportation Community Cohesiveness Land Use	Provide a redevelopment plan for East Gainesville
Alachua County Comprehensive Plan	Land Use Transportation Housing Conservation Recreation Economic Development Historic Preservation Sanitation Stormwater Management	Provide a comprehensive plan for the future growth of Alachua County

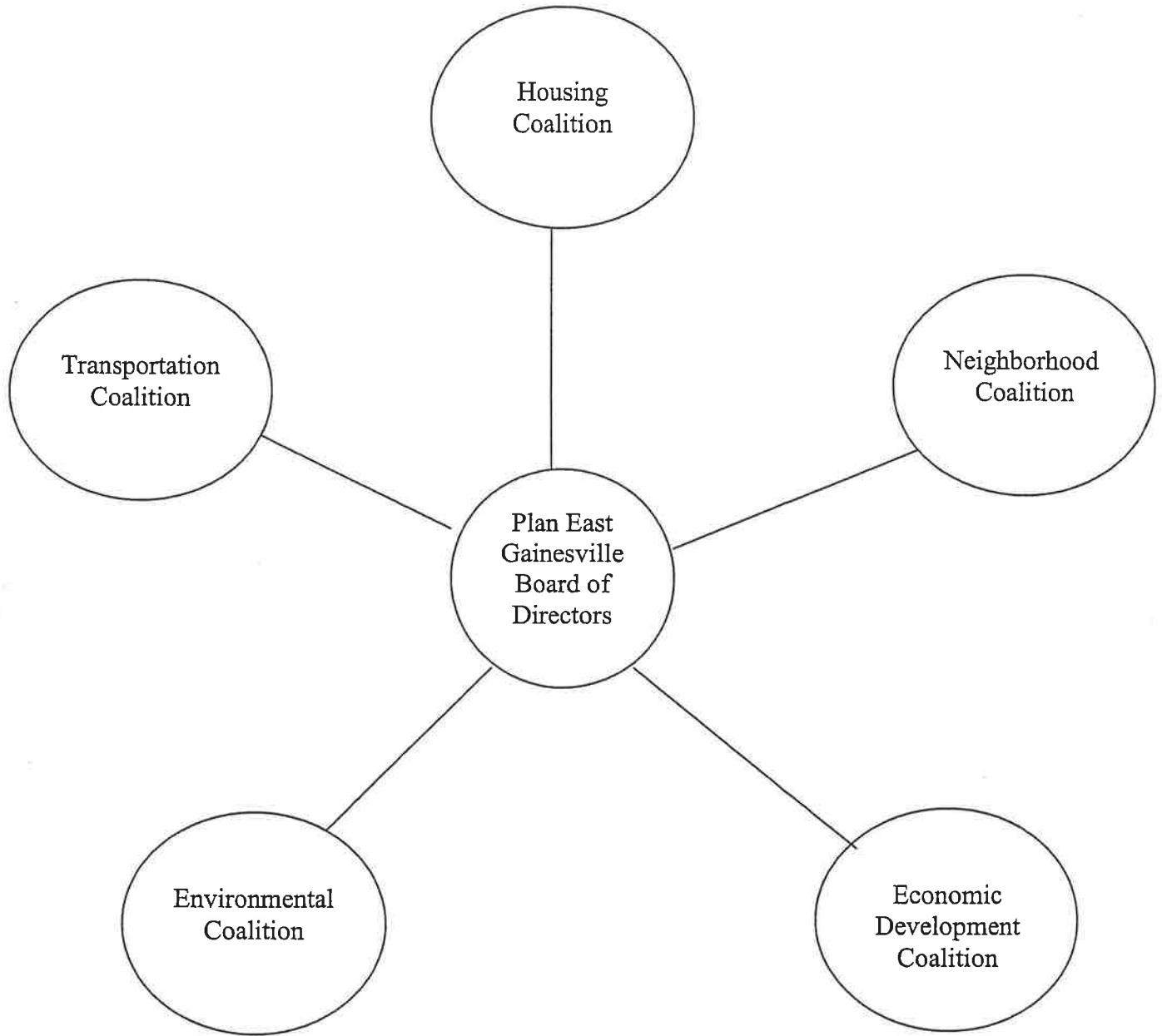
- P Primary Organizational Objective
- X Secondary Organizational Objective

VI. Economic Development	Education	Employment	Livable Communities	Attraction	Expansion	Retention	Transportation	Communication	Social Resources	Financial Capital	Targeted Industry
Alachua County Strategic Plan for Sustainable Economic Development	X	X		X	X	X	X	X	X		
Lockwood Greene Report on Alachua County Economic Development											
A. Target Industry Report for the Gainesville Region										P	
B. Alachua County Underemployment Study				X	X						
Eastside Business Association Development Plan	X			X	X						
East Gainesville Redevelopment Plan (4th Redevelopment District)		P	X	X	X						
East Gainesville Development Corporation Action Plan (Economic Development Sec. 4)			X	X	X	X	X	X	X	X	X

P Primary Organizational Objective
X Secondary Organizational Objective

VI. Economic Development	Areas of Focus	Main Objectives
Alachua County Strategic Plan for Sustainable Economic Development	Education Employment Livable Communities Social Resources Government Interaction w/ Business Environmental Quality Resource Conservation	Attract and retain capital Create new jobs Increase wages Broaden tax base Improve quality of life
Lockwood Greene Report on Alachua County Economic Development		
A. Target Industry Report for the Gainesville Region	Attraction Industry Selection	Recruit and attract select industries Identify workforce trends
B. Alachua County Underemployment Study	Employment Workforce Trends	Create a full assessment of the status of employment in Alachua County
Eastside Business Association Development Plan	Expansion Retention Attraction Education Communication	Provide services to help grow businesses in East Gainesville
East Gainesville Redevelopment Plan (4th Redevelopment District)	Land Use Infrastructure Sanitation Small Business Expansion, Attraction & Retention	Community Redevelopment
East Gainesville Development Corporation Action Plan (Economic Development Sec. 4)	Expansion Retention Attraction Education Neighborhood Improvement Marketing	Expand and diversify job market Improve the neighborhoods Provide education to increase employee skill level

East Gainesville Cooperation Strategy



East Gainesville Cooperation Strategy

It is comprised of five areas of importance and a board of directors:

- Housing
- Neighborhoods
- Economic Development
- Environment
- Transportation

The agencies/organizations that will be able to participate:

- City and County agencies/departments/divisions
- Nonprofit organizations and corporations
- Corporations that have an integral role in the specific area

Each organization will send their respective executive directors or representative to monthly or quarterly meetings. Each committee will work to share information and create strategies for solving various issues that may arise. This organizational structure is **not** intended to add additional layers of beauracracy. It is intended to provide a means from which to improve communication. Participation in the coalitions is strictly voluntary.

Housing

Much like the Affordable Housing Coalition, the East Gainesville Housing Coalition would have a similar composition of participants. It would comprised of those agencies/organizations, public and private, that have a stake in housing issues of East Gainesville. They will help to devise and implement a housing strategy for East Gainesville.

Neighborhoods

The Neighborhood Coalition would be much more different than the Housing Coalition. This organization would bring together various East Gainesville neighborhood association presidents or representatives, and the governmental personnel that work with the communities. This organization will provide a means in which to disseminate information, share ideas how community problems were solved, create plans for the future of the Community and provide a point in which to organize the East Gainesville Community.

Economic Development

The Economic Development Coalition will bring together the various economic development organization executive directors in order to provide a means to share ideas, clients and collectively create a strategy to revitalize the economy in East Gainesville.

Environment

The Environmental Coalition will work to solve various environmental issues in East Gainesville. The various organizations will send their executive directors to Coalition in order to share their concerns, information, and resources and to help implement the environmental aspect of the Plan East Gainesville Special Area and Land Conservation Plan.

Transportation

The Transportation Coalition's executives from the respective agencies and organizations will help to provide input and help implement the Plan East Gainesville Transportation Plan.

Board of Directors

The various Coalitions will elect a representative that will attend the East Gainesville Board of Directors meetings. Here, the various coalitions will be able to share information about their current activities, ask assistance and cooperation from other Coalitions, and work to implement the Plan East Gainesville Master Plan. They will work to create plans and strategies in order to further maximize their cooperative capacity so that they will be able to revitalize East Gainesville more efficiently and effectively.

Due to the fact that none of the specific areas of interest exist in a vacuum, the objective of this organizational structure is to provide a means of direct communication between agency executives from the different areas of interest. It is the intent of the East Gainesville Coalition to allow executives from i.e. the housing agencies to speak to economic development executives and so forth, so that each agency can coordinate their efforts so that they coincide with the needs of other agencies within and outside their area of interest. The intended outcome of improved communication is to have; more efficient use of scarce resources, greater coordination of revitalization efforts, and redevelopment based on a common vision of East Gainesville.



East Gainesville Survey Goal and Objectives

Our goal is to gather information that will help identify and move toward a unified vision for development in East Gainesville that will lead to a higher quality of life for current residents and will ultimately attract new residents and businesses to the area.

We assume that there are three primary elements that maintain the East Gainesville at a lower level of development than the rest of Gainesville. These elements are **geographical, economic**, and perhaps most importantly, they are a result of **perception**.

The survey should identify opinions about benefits and drawbacks of the East Gainesville geography and the economic landscape and these elements should be evaluated in a way that identifies what people's perceptions are of the area.

The areas of interest are:

Housing:	What sort of housing do people want in EG? What is lacking?
Schools:	If they use the schools, what are the good points, what are bad?
Jobs:	If they work in EG, in what field, how could market be improved?
Restaurants:	Do you dine in EG, where, why not?
Service industry:	Do you use service industry in EG, what is missing?
Parks:	Do you use parks in EG, what would you like to see in EG?
Recreation facilities:	Do you use facilities in EG? what more could be added?

Goal 1: Improve and diversify the housing stock in East Gainesville by attracting new residents to the area while continuing to meet the needs of current residents.

- Objective 1: Gather market data on housing preferences for East Gainesville residents.
- Objective 2: Find out the various housing needs of non-East Gainesville residents.
- Objective 3: Find out what kind of retail store and restaurants are of interest to East Gainesville residents and non-East Gainesville residents.
- Objective 4: Measure the perception that non-East Gainesville residents have about East Gainesville and see what areas they have false notions about.
- Objective 5: Find out what kind of public service improvements would help better serve the residents of East Gainesville while helping to make East Gainesville more attractive for new residents.

East Gainesville Survey Update

General Strategy for Telephone Survey

- One quarter of the survey will be of people within East Gainesville
- The responses of the East Gainesville residents will be separated so that there can be a comparison
- The rest of the survey will be of the surrounding census track
- The survey will be approximately 12 minutes long
- It'll have approximately 40 questions
- There will be 400 surveys completed

General Strategy of Business Survey

- 1,000 surveys will be dropped off at local businesses
- There will be 300 to 400 surveys that are returned
- 40% of the survey could be of City and County employees
- 20% could be reserved for a large employer in or near East Gainesville area
- 40% could be divided amongst small businesses in or near to East Gainesville

East Gainesville Survey Draft

Hello, my name is _____ and I am calling you from the Florida Survey Research Center at the University of Florida. In cooperation with the City of Gainesville we are conducting a survey about citizen opinions of the quality of life in East Gainesville. We welcome opinions from people in all parts of Alachua County. This is not a sales call and your answers are confidential. You may stop this interview at any time. The survey should take less than 10 minutes to complete. May I please speak to the person in your household who is 18 or older and has the next birthday?

1. What area of Alachua County do you live in? [READ: Gainesville, Alachua, Archer, Hawthorne, Newberry, Waldo]

IF GAINESVILLE:

2. What area of Gainesville do you live in? [READ: Southeast, Northeast, Northwest, Southwest]
3. Do you own your home or do you rent? [Own, Rent, Live with family/friends]
4. Which of the following best describes the type of housing you currently live in? [House, Mobile/Manufactured Home, Apartment, Other]

IF EAST GAINESVILLE:

5. How satisfied are you with the availability of desirable housing in East Gainesville? [Very satisfied, somewhat satisfied, or not at all satisfied]

IF SOMEWHAT OR NOT AT ALL:

5A. Do you think that East Gainesville needs more new homes available to buy? [Yes, No]

5B. Do you think that East Gainesville needs more new rental housing, like new apartment complexes? [Yes, No]

6. Do you think that the services provided by _____ to residents of East Gainesville are excellent, good, fair, or poor?
 - A. Gainesville Police Department
 - B. Alachua County Sheriff's Office
 - C. Gainesville Fire Department
 - D. Alachua County Fire Department
 - E. GRU
7. What do you think are the major advantages of living in East Gainesville? [central location, accessible, historic, nightlife, culture, close to work, none, DK, other]

[ALL RESPONDENTS]

8. Have you thought about purchasing a new home in Gainesville in the near future?
[Yes, No]

IF YES:

8A. Would you say that you are interested in a house that has:
[READ: two bedrooms/one bath; two bedrooms/two baths; three bedroom/two
baths; three bedroom/three bath; four bedrooms/two to three bath; other]

8B. Would you say that you are interested in a house that sells for:
[READ: Less than \$65,000; \$65,000 to \$90,000; \$90,001 to \$125,000; or more
than \$125,000]

8C. What type of amenities would you like in any new home that you might
purchase? [Mark all that apply: READ]
[garage, front/back porch, appliances included, vaulted ceilings, energy efficient,
Internet wiring, other]

8D. Would you consider purchasing a home in East Gainesville? [INT: "East"
Gainesville is Main Street east to Newnan's Lake, Gainesville Raceway / Airport
south to Paynes Prairie] [Yes, No, DK]

IF YES:

8D1. What area(s) of East Gainesville are you interested in? [Mark all that apply,
DO NOT READ: Cedar Grove, Downtown, Duck Pond, Duval, Ironwood, Lake
Forest Trails, Lincoln Estates, Pine Grove, Porters, Spring Hill, Other]

9. Do you have any children who attend schools in East Gainesville?

IF YES:

9A. Do you have children in _____? (Check all that apply) [Pre-school,
Elementary School, Middle School, High School]

9B. What do you think are the best qualities of East Gainesville schools? (Do not
read list, mark all that apply) [Teachers/principals, students, diversity, curriculum,
sports, extra-curricular programs, other (specify)]

9C. What do you think are the worst qualities of East Gainesville schools? (Do
not read list, mark all that apply) [Teachers/principals, students, lack of diversity,
curriculum, sports, extra-curricular programs, crime/safety, other (specify)]

9D. How would you rate East Gainesville schools compared to schools in other
areas of Gainesville? Would you say that East Gainesville Schools are better than
schools in other areas, about the same as schools in other areas, or worse than
schools in other areas?

[ALL RESPONDENTS]

10. Do you work in Gainesville? [Yes, No]

IF YES:

10A. What area of Gainesville do you work in? [Southeast, Northeast, Northwest, Southwest]

IF WORK IN SOUTHEAST OR NORTHEAST:

10B. Which of the following best describes the type of work you do? [Retail, food, professional, manufacturing, construction, clerical, service, law enforcement, education, other (specify)]

10C. How satisfied are you with the availability of good-paying jobs in East Gainesville? [Very satisfied, somewhat satisfied, not at all satisfied]

10D. How much opportunity do you think there is for existing businesses in East Gainesville to expand? Would you say that there is [a lot of opportunity, some opportunity, or not much opportunity at all] for businesses in East Gainesville to expand?

10E. How much opportunity do you think there is for new businesses to open in East Gainesville? Would you say that there is [a lot of opportunity, some opportunity, or not much opportunity at all] for new businesses to open in East Gainesville?

10F. What types of new businesses, if any, would you like to see in East Gainesville? (Do not read list, mark all that apply) [None, retail, manufacturing, construction, service, food, other (specify)]

[ALL RESPONDENTS]:

11. Do you ever eat at restaurants in East Gainesville? [Yes, No, DK]

IF NO:

11A. Why don't you eat at restaurants in East Gainesville? (Do not read list, mark all that apply) [crime, too far away, poor selection, poor condition/quality, other]

IF YES:

11B. Where in East Gainesville are the restaurants that you eat at? (Mark all that apply) ["Downtown," Duval Neighborhood/Eagle Eyes, Fifth Avenue, Magnolia Plantation, "Northeast," Northeast Neighbors, North Lincoln Heights, Pleasant Street, Porter's Community, "Southeast," Other _____, DK]

11C. How many times a month do you eat at restaurants in East Gainesville? [#]

11D. Would you say that most of the restaurants that you eat at in East Gainesville are: [inexpensive, moderately priced, or expensive]?

11E. How satisfied are you with the restaurants in East Gainesville? [Very satisfied, somewhat satisfied, not at all satisfied]

IF SOMEWHAT OR NOT AT ALL

11F. What could be done to improve the restaurants in East Gainesville? (Do not read list, Mark all that apply) [add new restaurants, have a better variety of restaurants, improve the quality of existing restaurants, other _____, DK]

12. Do you ever visit parks or use recreation facilities in East Gainesville for general recreation, fishing, sports, or other activities? [Yes, No, DK]

IF NO:

12A. Why don't you ever visit parks or use recreational facilities in East Gainesville? (Do not read list, mark all that apply) [crime, too far away, poor selection, poor condition/quality, other]

IF YES:

12B. Which parks or recreational facilities in East Gainesville do you use most frequently? [Citizens Park (NE 14th), MLK Gym (NE 14th), Fred Cone Park (SE 27th), Lincoln Park (SE 15th), TB McPherson (SE 15th), NE Community Center (NE 8th), NE 31 Ave Park, Possum Creek Park (NW 53rd), Roper Park (NE 2nd), Rosa Williams Center (NW 1st), Sharmie Ffar Center (NW 10th), Boulware Trail (SE 15th), Thelma Bolton Center (NE 2nd), Woodlawn Park (SE 4th), Tot Lot 1 (NE 4th & 15th), Tot Lot 2 (SE 9th & 8th) Tot Lot 8 (NE 8th & 15th), Boulware Springs Historic Water Works (SE 15th), Morningstar Nature Center (E Univ), Ironwood Golf Course (NE 39th), Archery Range Airport Industrial Park]

12C. In general, would you say that the parks and recreational facilities in East Gainesville are excellent, good, fair, or poor? [excellent, good, fair, poor]

IF FAIR OR POOR:

12D. What could be done to improve the parks and recreational facilities in East Gainesville? [new equipment, landscaping, cleaner, more security, other]

12E. Do you think that there are enough good-quality parks and recreational areas in East Gainesville? [Yes, No, DK]

13. Do you ever use public transportation in East Gainesville? [Yes, No, DK]

IF YES:

13C. In general, would you say that public transportation in East Gainesville is excellent, good, fair, or poor? [excellent, good, fair, poor]

IF FAIR OR POOR:

13D. What could be done to improve the public transportation in East Gainesville? [new buses, more routes, more stops, cleaner, lower rates, more security, other]

13E. Do you think that there is enough good-quality public transportation in East Gainesville? [Yes, No, DK]

14. Do you think that city and county services (PROMPT IF NEEDED such as police and fire department protection, utilities, public transportation) are better, worse, or about the same in East Gainesville as in other parts of Gainesville? [better, same, worse, DK]
15. Do you ever use basic retail stores and services like **grocery stores** (INT: emphasize grocery stores), clothing stores, dry cleaning or auto care in East Gainesville? [Yes, No, DK]

IF NO:

15A. Why don't you ever use basic retail stores and services like grocery stores in East Gainesville? (Do not read list, mark all that apply) [crime, too far away, poor selection, poor condition/quality, other]

IF YES:

15B. Where in East Gainesville are most of basic retail stores and services that you use? (Mark all that apply) ["Downtown," Duval Neighborhood/Eagle Eyes, Fifth Avenue, Magnolia Plantation, "Northeast," Northeast Neighbors, North Lincoln Heights, Pleasant Street, Porter's Community, "Southeast," Other _____, DK]

15C. How satisfied are you with the basic retail stores and services in East Gainesville? [Very satisfied, somewhat satisfied, not at all satisfied]

IF SOMEWHAT OR NOT AT ALL

15D. What could be done to improve the basic retail stores and services in East Gainesville? (Do not read list, Mark all that apply) [add new stores, have a better variety of stores, improve the quality of existing stores, other _____, DK]

16. Do you ever go to East Gainesville specifically to shop at a particular store? [Yes, No, DK]

IF YES:

16A. What store is that? [INT: Prompt for exact name, if the respondent will not give name of store, ask for type of store (i.e. fishing supplies, stationary store, dry cleaning, etc.) – any others?]

[ALL RESPONDENTS]

17. What do you think are the best qualities of East Gainesville? (Do not read list, mark all that apply) [Central location, accessible, history/architecture, nightlife, culture, restaurants, etc.]

Next, I will read you a list of issues, please tell me whether or not you think that each is a major problem, a minor problem, or not a problem at all in East Gainesville?

18. Do you think that _____ is a major problem, a minor problem, or not a problem at all in East Gainesville?
 - A. Traffic
 - B. Lack of housing options
 - C. Crime
 - D. Lack of shopping and services
 - E. Lack of good schools
19. Gender (DON'T ASK, JUST RECORD) [Male, Female]
20. In what year were you born? [year]
21. What is your 5-digit zip code? [zip]
22. How long have you lived in Gainesville? [# years]
23. What is your employment status? [full-time, part-time, student, unemployed/disabled]
24. Just for statistical purposes, can you tell me if your family's total yearly income before taxes is less than \$35,000 or over \$35,000? And, is that [Below \$35,000; Over \$35,000; Under \$20,000; \$20,000 to \$34,999; \$35,000 to \$49,999; \$50,000 to \$69,999; \$70,000 or more; Don't Know]
25. What is the highest level of education you have completed? [8th grade or less; Some high school; High school graduate; Technical / Vocational; Some college; College graduate; Graduate / Professional School; Refused]
26. And, just to make sure that we have a representative sample, would you tell me your race? [Black/African American; White; Hispanic/Latino; Asian; other]
27. Including yourself, what is the total number of people in your household? [#]
And, how many of these people are under age 18? [#]

That completes our survey. Thank you for your time and participation. Please look for the results of this survey in the Gainesville Sun. Have a nice evening (day).

Business Survey Strategy

Organization	Number of Employees	% of survey
City of Gainesville/GRU	2,000	20
Alachua County BOCC	705	20
Large Business (Shands at AGH)		20
Small Business		40

TOTAL 1,000 100%



EVERETT

ID #	Name	Program Type	Description	Start Date	End Date	Parcel #
1	Duval Neighborhood Action Plan	Community Development	State of Florida's Front Porch Program along with the City of Gainesville's Neighborhood Planning Program grant the community is being assisted in developing goals and renovating various parts of the community			
2	Lincoln Estates Neighborhood Action Plan	Community Development	City of Gainesville Neighborhood Planning Program granted money to help facilitate residents to create a long and short term plan for improving their neighborhood			
3	Spring Hill Community Hall	Community Development	Turn a historic warehouse into a multiuse community center			12095
4	Spring Hill	Community Development	Recently received the City's Neighborhood Planning Program grant and is currently working with the Neighborhood Planning Dept. to develop long and short term goals to revitalize their community			
5	Cone Park	Community Development	The Greater Gainesville Park Development Group and Dr. Hawkins along with the assistant of the City, State and Federal funding are working to develop a community park (address 201 SE 27th St. Univ. Ave.)			
6	East Gainesville Development Corp.	Economic Development	Incorporated, non-profit, grass-roots organization that works to spark new growth, interest and investment in East Gainesville	Oct-97	none	
8	Enterprise Zone	Economic Development	State of Florida Enprise Zone program creates incentives for economic revitalization through various tax savings	1-Jul-95	1-Jul-05	
9	East Gainesville Redevelopment Plan (4th District)	Economic Development	Works to redevelop the community by reinvesting ad valorem taxes to the area by means of Tax Increment Financing (TIF)	N/A	N/A	
10	Plan East Gainesville Subcommittee	Transportation	The Committee will hire a consultant to prepare a Special Area Plan that will cover land conservation, growth management and transportation issues in order to cope with the future growth in the East Gainesville area	Nov-01	Nov-02	
11	East Gainesville Sprout Project	Environment	City of Gainesville will develop a stormwater park and create a Rail Trail Hub at the Historic Train Depot	N/A	N/A	
12	Alachua County Forever Nomination Areas	Environment	A tax funded land acquisition program that purchases and manages environmentally valuable land from willing sellers	Nov-00	none	

ID #	Name	Dev. Type	Description	Location	Parcel #
1D	Lincoln Estates IV (NHDC)	NPO	19 Scattered Units of affordable, single family, detached housing is being planned to be constructed in the near future	on map	refer to sheet 3
2D	Ironwood Village (NHDC)	NPO	16 Scattered units of affordable, single family, detached housing has been constructed	look up	08160-005-003
3D	Lake Forest Farms (NHDC)	NPO	43 Units of affordable, single family, detached housing is being planned for possible future construction	on map	10882-000 10882-001
4D	Habitat for Humanity	NPO	Planning to build 60 units of single family, detached homes for very low to low income families on 15 acres are planned to be started in April 2003 and finished in May-03	off of Kinkade Rd. and SE 21st Ave.	
5D	Mt. Carmel Church	NPO	Built a Family Life Center	2505 NE 8th Ave.	10903
6D	Church of God by Faith	NPO	A retirement community	corner of NE 8th Ave. and 25th St.	
7D	City of Gainesville Housing Division (Cedar Grove II)	Govt.	131 Units of very low, low and moderate income housing developed by the City and funded by a million dollar HUD grant	on map	refer to sheet 3
8D	Lake Forest Trails	PO	An Orlando based developer & Edwin Dix is building a 50 unit, detached, affordable housing community, of which only 7 have been constructed	on map	
9D	Lewis Place	PO	An affordable multifamily rental community of 112 units next to the Iron Wood Golf Course	4121 NE 15th St.	08160-002-001
10D	Village Crossing	PO	A rental, elderly community of 91 units is currently under construction	501 SE 18th St.	11301-000

NPO Private Non-profit Organization
 PO Private Corporation
 Govt. Government Agency



Thursday
Feb 14, 2002
11:49AM

Gator Country's oldest dealer **Jim Douglas** CHEVROLET

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Thursday, January 31, 2002

Student planners present projects that could help shape east Gainesville

By **JANINE YOUNG SIKES**
Sun staff writer

The city and county are poised to map out a master plan for east Gainesville.

It's been a fall semester of interviews, road trips and nail-biting nights for a group of landscape architects in training at the University of Florida.

Their professor, Tina Gurucharri, charged them with the task of creating a growth plan for east Gainesville - an area that has seen little substantial development since road workers carved Interstate 75 through Alachua County in the 1960s.

Undaunted, the 17 students plodded forward using the concepts of smart growth and new urbanism, which call for compact development, redevelopment, pedestrian-friendly streets, transportation options and the preservation of green areas.

On Friday, the class - divided into two- or three-member groups - presented its plans to a gathering of local leaders and residents at the

FROM INTERSECTION TO COMMUNITY

There are three proposals on how to transform the fork of E. University Avenue and Hawthorne Road into a walkable town center:

- A pedestrian walk down E. University Avenue, with an arch leading to a park.

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**Gainesville
 Technology
 Enterprise
 Center.**

- A town square with shopping, sidewalks and a park.
- A regional transit hub with a tree-lined boulevard, shopping and a traffic circle.

**Plans revealed
 extensive**

networks of on- and off-road trails, neighborhood parks, eco-tourism centers, transit centers and even some inventive ways of dealing with the awkward intersection of E. University Avenue and Hawthorne Road, including median parks, transit hubs, pedestrian arches and roundabouts.

The presentation inspired deep thought by the 20 or so in attendance, particularly because Alachua County and the city of Gainesville are poised to embark on a similar study to map out an economic development, land conservation and transportation master plan for east Gainesville beginning in January.

"It's nice to see some blue-sky ideas to start the process," County Commission Chairman Hutch Hutchinson said. "They will provide us with a real basis for creativity."

No place to spend

Last month, the Metropolitan Transportation Planning Organization, city and county commissioners sitting together, hired Renaissance Planning Group of Orlando to conduct a yearlong series of planning workshops and neighborhood meetings for \$194,000.

The plan is expected to expand on the goals and objectives developed in 1997 when city officials joined with community leaders to address problems of poverty, dilapidated housing, lack of services and business development, and an overall negative image that clouded east Gainesville.

Community activists, including Scherwin Henry, chairman of the East Gainesville Development Corp., lament that entrepreneurs have been slow to open dry cleaners, banks, offices, shops and restaurants on the east side of town. There are no family sit-down restaurants, he said, or any movie theaters.

"We have to travel across town to spend our dollars," Henry said. "If we could have those services in east Gainesville, it would make for a stronger economic climate."

And Henry said he has been disappointed at the pace of

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**Subscript
 Services
 The Gaine**

development at the Airport Industrial Park - a center that could provide needed jobs to those living in east Gainesville.

"Airports typically serve as a catalyst for growth," Henry said.

Major strides

Even so, east Gainesville has made some major strides in recent years. A half-dozen or more homeowner associations were organized to help clean up the neighborhoods.

Alachua County built its new health department behind the Food Lion on Hawthorne Road. The Alachua County Sheriff's Office revamped the abandoned Winn-Dixie Store on Hawthorne Road into an emergency services center. And the city of Gainesville constructed a business incubator that is expected to grow small businesses born from technology developed at UF.

The Duval neighborhood near Waldo Road and NE 8th Avenue got a boost in April when it was selected to be part of a state program, called Front Porch Florida. It gives a handful of low-income and inner-city communities, selected through a competitive process, greater access to state grants to pay for community projects.

And on Monday, the city is expected to designate the area along Hawthorne Road as a tax increment district. That means a portion of the property taxes collected in the area after the first year can be reinvested into improvements, such as sidewalks, landscaping or streetlights.

In 2003, the area is expected to have around \$20,000, which is about the increase in property taxes over the previous year. And that number will grow each year by the same amount that property taxes increase, said Tom Saunders, the city's director of community development.

Eco-tourism questions

One way to encourage more people and businesses into the area, the landscape architecture students believe, is to capitalize on those things created by Mother Nature.

"We should celebrate what is so unique about east Gainesville - its incredible natural resources," Gurucharri said.

With treasured resources like Newnan's Lake, Boulware Springs and Morningside Nature Center, the students

created plans that focused on large conservation zones, networks of walking trails and parks.

"Not only are we trying to accommodate houses, but also wildlife," said Jennifer Larsen, a fifth-year UF senior in landscape architecture.

The students said they believe that if amenities are added to the nature sites, then the people will follow. Some called for eco-tourism centers on Newnan's Lake complete with a tower and canopy walk for bird-watching. Others proposed a "green" bus that would travel a route between some of the nature-based activity centers and community gardens.

The heavy focus on conservation may be a difficult sell in east Gainesville, where so many other problems affect the population.

"One advantage is that east Gainesville has not been spoiled yet," Henry said. "But eco-tourism is not going to provide the economic development opportunities we need."

Commissioner Hutchinson disagrees. He said he thinks that complementary businesses, like restaurants and shops, will fall into place if people begin to come to the area to enjoy the nature activities.

Comments invited

During the next year, residents and community leaders will be invited to comment about problems, offer solutions and debate the issues relating to new roads, the preservation of land and how to encourage the establishment of businesses.

"It's a community visioning process for the stakeholders," County Commissioner Rodney Long said. "It's going to be a complete renaissance."

By the end of next year, there should be a plan in place to direct those issues. As a starting point, planners intend to take advantage of the charts and maps created by the UF students.

More information about the Plan East Gainesville project can be found at www.planeastgainesville.org.

Janine Young Sikes can be reached at 337-0327 or janine.sikes@gainesvillesun.com.

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Gainesville Enterprise Zone Development
Agency (GEZDA)

Prepared by: Dan Rudez
GEZDA Intern

#00 24/10 2/28/02



Vision East Gainesville

Gainesville Enterprise Zone
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