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**STRATEGIC INITIATIVE # 2.1**

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**GOAL # 2: ECONOMIC DEVELOPMENT AND REDEVELOPMENT**

*Foster economic development and encourage redevelopment*

INITIATIVE 2.1: IMPLEMENT THE SOUTHEAST GAINESVILLE RENAISSANCE INITIATIVE (SEGRI PROJECT)

**Champion:** Anthony Lyons, Community Redevelopment Manager

**Sponsoring Commissioner:** Scherwin Henry, Commissioner (District I)

**Committee:** Community Redevelopment Agency (CRA)

**Stakeholders:** Chamber of Commerce, East Gainesville Development Corporation (EGDC), Front Porch Communities, County Leaders, Community Redevelopment Board, Eastside Redevelopment Advisory Board, property owners, Neighborhood Associations

**Desired Outcome:** Redevelopment of the former Kennedy Homes site. Provide a catalyst for private investments in the SEGRI Area.

**Background:** This Strategic Initiative was first introduced by the City Commission in December, 2006 at the Strategic Planning Retreat. The Initiative was later adopted and added to the Strategic Plan on February 12, 2007, then adopted again on February 25, 2008 as an on-going initiative.

**Progress to Date:**

During FY 2007, the City acquired the Kennedy Homes site and completed the SEGRI Master Plan. Kennedy Homes was demolished and the CRA is discussing ways to move forward with redevelopment opportunities. In April of 2008, the City was given permission to develop former Kennedy Homes without the Housing and Urban Development (HUD) use restriction.

**Supporting Documentation:**

- [SEGRI Master Plan](#)
- Letter from Housing and Urban Development (HUD), April 2008

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**Action Plan for SEGRI Project for FYs 2009 – 2010**

Action Steps	Estimated Completion Date:
1. Conduct Planning Study	Complete
2. Develop Special Area Plan	May 2008
3. Work with private entities to encourage and support redevelopment of private property in the area	On-going
4. Adopt SEGRI Special Area Plan into the Land Use and Development Code	November 2008
5. Negotiate Use Term Agreement with HUD	Completed April 2008
6. Release Kennedy Homes RFP	July 2008
7. Research and determine various funding deal strategies to encourage private investments	On-going
8. Develop Communication Strategy for SEGRI	Fall 2009
9. Start construction of Kennedy Homes	2010

**Critical Success Measures:**

- Approval of Special Area Plan
- Release Kennedy Homes Request for Proposal (RFP) by Target Date
- Finalize Development Agreement
- Break ground at former Kennedy Homes site in 2010