

Community Redevelopment Agency

*City Hall
200 East University Avenue
Gainesville, Florida 32601*



Meeting Agenda

October 15, 2007

3:00 PM

City Hall Auditorium

*Scherwin Henry (Chair)
Jeanna Mastrodicasa (Vice Chair)
Ed Braddy (Member)
Rick Bryant (Member)
Jack Donovan (Member)
Pegeen Hanrahan (Member)
Craig Lowe (Member)*

Persons with disabilities who require assistance to participate in this meeting are requested to notify the Office of Equal Opportunity at 334-5051 or call the TDD phone line at 334-2069 at least 48 hours in advance.

CALL TO ORDER - 3:02 PM**ROLL CALL****ADOPTION OF THE CONSENT AGENDA****SECRETARY CONSENT****070539.****Community Redevelopment Agency (CRA) Minutes (B)****RECOMMENDATION**

The CRA approve the minutes of September 17, 2007, as circulated.

070539_20071015.pdf

070540.**Appointments of Jay Reeves and James N. Beeler, Jr. to the Downtown Redevelopment Advisory Board (NB)**

Explanation: Jay Reeves was appointed first to the position of Liz Fetty whose term would have expired, June 17, 2009; and James Beeler was appointed to the second position of Angela Pate whose term would have expired June 17, 2008.

RECOMMENDATION

The CRA appoint Jay Reeves and James N. Beeler, Jr., to the Downtown Redevelopment Advisory Board with terms to expire June 17, 2009 and June 17, 2008, respectively.

Member Braddy: Fillie & Beeler

Member Bryant: Reeves & Fillie

Member Donovan: Reeves & Fillie

Member Hanrahan: Reeves & Beeler

Member Lowe: Reeves & Beeler

Member Mastrodicasa: Reeves & Beeler

Chair Henry: Beeler & Fillie

EXECUTIVE DIRECTOR CONSENT**070548.****Update on Redevelopment Projects and Development Agreements (NB)**

Explanation: Staff has been asked to provide an update on several redevelopment projects and development agreements under review. This update is a sampling of the many projects underway by the CRA, and is not a complete list.

Organization Updates:

Staff welcomes their new Staff Assistant, Stephanie Seawright to the Agency.

Staff has executed the contracts with Conceptual Arts. The new website will allow citizens and vendors to navigate to areas for project updates, CRA area maps, and redevelopment assistance programs.

Staff will add a Referral update to next month's agenda to be included in all successive agendas.

Development Agreements:

University House on 13th Street - Located at the northeast corner of Northwest 13th Street and Northwest 7th Avenue is not being negotiated due to the Strand decision.

University Corners - Located on the west side of Northwest 13th Street between University Avenue and Northwest 3rd Avenue is not being negotiated due to the Strand decision.

Hampton Inn/Lot 9 - Located at the intersection of SE 1st Street and SE 1st Avenue. At the July 16th meeting, the CRA approved a revised proposal for the development of a Hampton Inn in the Downtown. The net present value of incentives approved by the CRA is approximately \$802,000. These incentives are very similar to those initially requested by the developer in 2005. The development agreement is currently not being negotiated due the Strand decision.

Project Updates:

Downtown Farmers Market - At the August 20, 2007 CRA meeting, Charlie Lybrand of the downtown farmers market addressed the Board. The weekly market is currently housed in the Sun Center, however due to successful growth, they would like to expand and relocate to the Downtown Plaza. CRA Staff has been working closely with Mr. Lybrand as well as with City Staff from various departments in order to facilitate the move. We are happy to report that that the market will begin operations at the Plaza on October 17th. Staff would like to thank Sarah Wilson at GPD for her help in coordinating the move to the Plaza.

University Avenue Improvements - Agenda Item

Hippodrome Lighting - The Downtown district budgeted \$17,000 for this project in FY 2007, however management at the Hippodrome indicated that \$25,000 was needed to complete the entire project. On September 17th, the CRA approved the FY 2008 1st Amendatory Budget. Included in the Downtown budget was an additional \$8,000 to achieve the total funding needed for this project. The CRA and the Hippodrome will need to enter into an agreement for this project that is compatible with the current lease between the City and the Hippodrome. Staff has informed Rocky Draud, Hippodrome General Manager, that these funds have been budgeted. We anticipate work on this project will begin shortly.

Gainesville Responsible Hospitality Partnership - Agenda item

Cotton Club - Located at 837 Southeast 7th Avenue. The Cotton Club Museum and Cultural Center Inc. did not receive the \$350,000 grant from the Historic Preservation Board of Florida for the rehabilitation of the Cotton Club. Staff is currently working on the Cotton Club's contract and documents for release of the first part of their funding for Architectural services.

Depot Avenue 13th Street Overpass - Staff is currently writing the RFQ and design competition.

Depot Avenue Rail Trail - Design work has begun and is expected to be completed in January 2008.

The Renaissance Lights on University from Waldo to SE 15th Street - Agenda Item

Eastside Gateway (old Tacklebox) - Agenda Item

Fifth Avenue/Pleasant Street Redevelopment Plan Update - In August 2004, the Fifth Avenue Pleasant Street Redevelopment Advisory Board approved \$15,000 to fund an updated redevelopment plan. The current plan was revised in March of 1997 and has not received a major update since that time. A few years ago, Herbert Halback, Inc. (HHI) was hired to revise the FAPS Redevelopment Plan. A draft was completed in June 2005, but because of multiple staff changes and schedule setbacks, it was never presented to the CRA for approval. Staff is now bringing the updated plan back with additional changes. Staff integrated green building/energy efficiency language into the redevelopment plan drafted by HHI in 2005. In addition to green building, the draft plan outlines other objectives and initiatives to further redevelop and remove blight from the existing Community Redevelopment Area, including land acquisition and redevelopment, housing revitalization, historic preservation, public spaces, infrastructure improvements, funding, financing, management, and promotion. At the July 24, 2007 Fifth Avenue/Pleasant Street Advisory Board meeting, the Board unanimously approved the addition of Green Building language to the Redevelopment Plan. The Advisory Board will continue discussion of the Plan at their October 18, 2007 meeting.

Model Block House Site D - Located at 418 Northwest 4th Avenue. Carter Construction is in the remodeling process, which is 80% complete. There is a tentative completion date of October 2007.

Northwest 5th Avenue Tot Lot - Located at 1007 Northwest 5th Avenue. The Parks Division has taken down the chain link fence and ordered the equipment. Construction is expected this fall.

NW 14th Street Domus Lighting - The project is complete.

NW 17th Street Sidewalk Repair - A sidewalk condition survey of this street was

carried out by the CRA and Public Works staff. There are problems with tree roots uplifting the surrounding pavers and causing tripping hazards for the general public. During the site meeting it was concluded that CRA should determine the repairs on case by case basis. Staff will negotiate with outside contractor to carry out repairs.

Southwest 5th Avenue Triangle Streetscape - Agenda Item

Southwest 7th Avenue Improvements - The feasibility study carried out by Joe Montalto Jr. of JMJ Consulting Engineering is now complete and both CRA and Public Works Department staff have reviewed the study. The aim of this study was to determine the effectiveness of utilizing the SW 7th Avenue Corridor for the treatment of stormwater. The stormwater potentially would be treated through an exfiltration system placed beneath the roadway on the north side of the street next to the curb and gutter. The system will cover a large area and will provide a solution to the lack of treatment basin in the area. The Public Works Department is covering the cost of professional services, upon completion of the analysis, a decision will be made by the Public Works Department and the CRA in conjunction with the Advisory Board views concerning the design component of the proposed roadway and parking improvements to SW 7th Avenue between 10th and 12th Streets.

Southwest 8th Avenue Streetscape Improvements - The Public Works Department are clustering this project with other roadway projects for the purpose of securing consulting services in accordance with State Statutes "Consultants Competitive Negotiation Act." (CCNA). This project has been given second priority at this time as the Public Work and Purchasing Department must address another project in which the City has entered into agreement. In addition, Public Work Department have rather tight schedule to get this done since multiple FDOT reviews are required, which further delay matters. Purchasing Department will assemble the document with all the required Federal references and coordination with the City Attorney. The Public Work Works Department is obligated to go through this process and have a design build firm/team under contract before the end of this calendar year. Construction works is envisioned to begin in June 2008. The project is to allow for new sidewalks and parking spaces between 10th and 12th Street, providing curb, gutter, sidewalk and parking spaces between 9th and 10th Street, and allowing for cross walks halfway between 10th -12th and 12th-13th Street.

Fiscal Note: None at this time.

RECOMMENDATION

Executive Director to the CRA: Receive update from Staff.

REPORTS FROM ADVISORY BOARDS/COMMITTEES CONSENT

Downtown Redevelopment Advisory Board Consent

070549.**Modify the Downtown Redevelopment, Advisory Board's Guidelines & Procedures to Hold Meetings Every Other Month (B)**

Explanation: Over the past several years, the quantity and complexity of redevelopment projects for each of the CRA districts have increased tremendously. During this time, staff has discussed with the advisory board, the Legal Department and with other staff the possibility of changing the monthly advisory board meetings to every other month to allow for the increased project workload. The meeting schedule would coincide with October "annual" meeting month and required officer elections (October, December, February, April, June and August). This would allow staff as well as anyone wishing to present projects to the board (developers, grant applicants, etc.) more preparation time for agenda items, and permit staff to devote more time to ongoing projects.

As currently defined in Article 5, Section 3 of the Guidelines & Procedures, special meetings could be held to address any urgent matters that may come up and need to be addressed before the regularly scheduled meetings. If approved by the CRA, this agenda item will go forward to the City Commission for approval and integration into the existing Guidelines & Procedures.

The Downtown Redevelopment Advisory Board approved the amendment at its September 26, 2007 meeting. Pursuant to the CRA Rules of Procedure, any amendment to the Advisory Board Guidelines and Procedures must be approved by the CRA Board prior to becoming effective.

Fiscal Note: None

RECOMMENDATION

Downtown Redevelopment Advisory Board to the CRA: Approve the amendment to Article V, Section 1 of the Guidelines & Procedures for the Downtown Redevelopment Advisory Board to hold redevelopment advisory board meetings every other month (October, December, February, April, June and August) to coincide with the "annual" October meeting and officer elections.

070549 - DRAB Modification of Guidelines.pdf

Eastside Redevelopment Advisory Board Consent**070550.****Modify the Eastside Redevelopment Advisory Board's Guidelines & Procedures to Hold Meetings Every Other Month (B)**

Explanation: Over the past several years, the quantity and complexity of redevelopment projects for each of the CRA districts have increased tremendously. During this time, staff has discussed with the advisory board, the Legal Department, and other staff the possibility of changing the monthly advisory board meetings to every other month to allow for the increased project workload. The meeting schedule would coincide with October "annual" meeting month and required officer elections (October, December, February, April, June and August). This

would allow staff as well as anyone wishing to present projects to the board (developers, grant applicants, etc.) more preparation time for agenda items and permit staff to devote more time to ongoing projects.

As currently defined in Article 5, Section 3 of the Guidelines & Procedures, special meetings could be held to address any urgent matters that may come up and need to be addressed before the regularly scheduled meetings. If approved by the CRA, this agenda item will go forward to the City Commission for approval and integration into the existing Guidelines & Procedures.

The Eastside Redevelopment Advisory Board approved the amendment at its September 20, 2007 meeting. Pursuant to the CRA Rules of Procedure, any amendment to the Advisory Board Guidelines and Procedures must be approved by the CRA Board prior to becoming effective.

Fiscal Note: None

RECOMMENDATION

Eastside Redevelopment Advisory Board to the CRA: Approve the amendment to Article V, Section 1 of the Guidelines & Procedures for the Eastside Redevelopment Advisory Board to hold redevelopment advisory board meetings every other month (October, December, February, April, June and August) to coincide with the "annual" October meeting and officer elections.

070550 - ERAB Modification of Guidelines.pdf

Fifth Avenue/Pleasant Street Redevelopment Advisory Board Consent

070551.

Modify the Fifth Avenue Pleasant Street Redevelopment Advisory Board's Guidelines & Procedures to Hold Meetings Every Other Month (B)

Explanation: Over the past several years, the quantity and complexity of redevelopment projects for each of the CRA districts have increased tremendously. During this time, staff has discussed with the Advisory Board, the Legal Department, and with other staff the possibility of changing the monthly advisory board meetings to every other month to allow for the increased project workload. The meeting schedule would coincide with October "annual" meeting month and required officer elections (October, December, February, April, June and August). This would allow Staff as well as anyone wishing to present projects to the board (developers, grant applicants, etc.) more preparation time for agenda items and permit Staff to devote more time to ongoing projects.

As currently defined in Article 5, Section 3 of the Guidelines & Procedures, special meetings could be held to address any urgent matters that may come up and need to be addressed before the regularly scheduled meetings.

The FAPS Redevelopment Advisory Board approved the amendment at its August 28, 2007 meeting. Pursuant to the CRA Rules of Procedure, any amendment to the Advisory Board Guidelines and Procedures must be approved

by the CRA Board prior to becoming effective.

Fiscal Note: None

RECOMMENDATION

Fifth Avenue Pleasant Street Redevelopment Advisory Board to the CRA: Approve the amendment to Article V, Section 1 of the Guidelines & Procedures for the Fifth Avenue Pleasant Street Redevelopment Advisory Board to hold redevelopment advisory board meetings every other month (October, December, February, April, June and August) to coincide with the "annual" October meeting and officer elections.

070551 - FAPS Modification of Guidelines.pdf

END OF THE CONSENT AGENDA

ADOPTION OF THE REGULAR AGENDA

SECRETARY

EXECUTIVE DIRECTOR

070552.

Bid Award - NW 5th Avenue, 300 to 600 Block, Streetscape Project Construction (B)

Explanation: On September 13, 2007, the City Purchasing Division solicited bids for the NW 5th Avenue, 300 to 600 Block, Streetscape Project construction. Four (4) firms responded with bids. Anglin Construction Co. was the lowest responsive, responsible bidder in the amount of \$387,370.00.

Fiscal Note: Funding in the amount of \$387,370.00 is available through the approved Community Redevelopment Agency Capital Improvement Plan in the following accounts: 330-790-W508-5540 and 613-790-W508-5520.

RECOMMENDATION

Executive Director to the CRA: Hear a presentation from staff.

070552 - NW 5th Avenue.pdf

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070553.

SW 5th Avenue Triangle Project (B)

Explanation: The SW 5th Avenue triangle is located at the corner of SW 13th Street and SW 5th Avenue. The project was a partnership with the University of Florida and the City of Gainesville, each of which owns approximately half of the property. The University approved an easement on the property it owns as requested by the City in order to build the project. In an effort to improve the aesthetics and function of the triangle, the College Park/University Heights (CPUH) advisory Board sought to develop a design that converted the triangle into an urban pocket park and gateway to the University Heights Neighborhood. Two

University of Florida committees have reviewed the final landscaping plans and the public art prior to granting their final approval. The CRA has also budgeted \$20,000 for public art as an enhancement to the project. The Art in Public Places Trust in September 2006 issued an invitational call for artists. The Art in Public places Trust recommended Mr. Bradley Smith's proposal be ranked first. The College Park University Heights Advisory Board and the Community Redevelopment Agency approved Mr. Smith's proposal. The installation area for the sculpture has been constructed and staff anticipates that the artwork will be installed in the summer of 2008. Mr. Buford Davis was the Landscape Architect for the project and Anglin Construction was awarded the construction contract. The SW 5th Avenue triangle is substantially completed, with final completion anticipated in early November when the benches and trash receptacles are delivered from the vendor.

Fiscal Note: The CRA has budgeted \$265,000.00 in the approved Community Redevelopment Agency Capital Improvement Plan and Budget for 2007-2011, account number 618-790-W727-5520. The total construction cost to date at substantial completion is \$174,450 according to documentation submitted by the contractor, Anglin Construction.

RECOMMENDATION

Executive Director to the CRA: 1) Hear presentation from Staff on the project.

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070554.

SEGRI Implementation (B)

Explanation: At the March 27, 2006 City Commission meeting, the City Commission approved funding up to \$200,000 for a master planning and financial consultant for the SEGRI area. Staff was also authorized to issue a Request for Proposals for a master planning and financial consultant for the SEGRI project, rank the proposals, and return to the City Commission with a recommendation of a top-ranked consultant or consultants.

On August 22, 2006, the Purchasing Division issued a Request for Statement of Qualifications for a planning/financial consultant to prepare a master plan for the SEGRI area. Four firms attended the pre-bid meeting and four firms responded. After reviewing the four bids submitted, and meeting with two of the bidders on November 3, 2006 and the remaining two bidders on November 7, 2006, the evaluation team ranked the highest firm to be: Wilson-Miller, Inc. A contract was then executed with Wilson-Miller by the City.

In March 2007, the project had a kickoff meeting and began working with neighbors and stakeholders in the SEGRI plan area. Community participation meetings were held on April 18, 2007, June 23, 2007, July 11, 2007, and August 30, 2007.

After receiving excellent feedback from the community, six redevelopment sites were selected to undergo a full financial and planning analysis. The City Commission heard a presentation documenting the site and findings on September 10, 2007. The next phase for this project is implementation of the SEGRI findings. Because the SEGRI study area is large, and comprised of

multiple smaller communities, Staff recommends organizing a council of neighborhood leaders who will be the City's primary points of contact. These leaders will be the conduit through which the larger community stays abreast of SEGRI Master Plan implementation. The neighborhood leaders will meet with the consulting team and with CRA and City officials, as needed, and will serve as a liaison between the City and the larger communities from the neighborhoods in the SEGRI study area. Staff recommends organizing this group immediately, with the first meeting occurring within a month. Simultaneously, Wilson-Miller will be bringing in a number of local and national developers to tour the SEGRI study area, paying special focus to the six redevelopment sites and the findings and recommendations supported in the SEGRI Master Plan. The time line for these visits extends throughout the month.

Moving forward, there remain significant challenges in realizing the SEGRI vision. Of the six redevelopment study sites identified in the study, only one property, the former Kennedy Homes site, is currently owned by the City. There is a degree of uncertainty regarding how the remaining privately owned study sites might be developed. The SEGRI Master Plan is not a binding regulatory document, and therefore the five privately owned study sites (along with any other privately owned lands in the SEGRI study area) may currently be developed in a manner that is permissible under the City of Gainesville Land Development Code, but which is inconsistent with the SEGRI vision. Recognizing this issue, the City Commission requested that staff review the potential of adopting an overlay or special area plan that could facilitate the type of development and unit mix as discussed in the SEGRI Master Plan Study. Staff has discussed this option with Wilson-Miller, and believes that the most timely and cost effective option is to create a special area plan for the study zone modeled upon an existing template currently found in the Gainesville Land Development Code. The proposed SEGRI special area plan would be structured similarly to existing special plan overlays in effect throughout the City, with particular attention paid to special plan overlay for the Five Points area. According to Wilson-Miller, it should take their firm roughly 60 days to craft this document.

Staff envisions that the strategy listed above will aid in implementing the vision of the SEGRI Master Plan throughout the broad study area. However, as previously mentioned, one of the SEGRI study sites (SEGRI Focus Site 3 is the former Kennedy Homes and is owned by the City. Therefore, it is easier to guide the redevelopment of this site according to the Master Plan, which calls for nearly 100 new homeownership units available at a variety of price levels. Staff has conducted some preliminary research and has accumulated numerous examples of RFP's from other municipalities who have developed similar mixed-income communities. This information will help staff formulate an approach to redevelopment at the site.

Overall, staff envisions two simultaneous timelines involved with the implementation of the SEGRI Master Plan. The first timeline relates to Kennedy Homes. Staff will ask the CRA Board to request that the City Commission obtain an appraisal on this property. Staff hopes to accomplish

this item by December. In addition to Kennedy Homes, staff also has a timeline for moving forward with a special area overlay that will aid in implementation through the remainder of the SEGRI study area. CRA staff will provide this plan to City Planning staff, in order to facilitate a unified approach to the project. CRA Staff has received a proposal from Wilson-Miller for the drafting of a special area plan overlay district. Wilson-Miller has advised that it will take approximately 60 days to craft this document. From that point, staff would then need to take the plan to the City Plan Board and then to the City Commission for approval. If this approval is granted, staff, along with the City Attorney, would draft an Ordinance to adopt the plan. This ordinance would then require a first and second hearing before the City Commission. Staff estimates that this approval process will take four to six months. In order to keep the community informed of SEGRI progress, staff will also immediately organize a council of community leaders. The first meeting of this group should occur within the next month.

Fiscal Note: Wilson-Miller has provided a preliminary proposal not to exceed \$24,500 for services related to the crafting of a SEGRI special area overlay. The cost is not to exceed \$20,000, which is budgeted in account 621-790-W920-5520.

RECOMMENDATION

Executive Director to the CRA: 1) Hear a presentation from staff; 2) recommend that the CRA request the City Commission to direct the City Manager to obtain an appraisal for SEGRI Focus Site #3; 3) authorize the Executive Director use the \$20,000 budgeted in account 631-790-W920-5520 for the Special Area Plan; and 4) authorize the Executive Director to execute any and all required documents

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070555.

Porters Neighborhood Improvements (B)

Explanation: The CRA is approaching Porters neighborhood improvements with dual strategies embracing both long-term and short-term goals. Staff is happy to report progress on both fronts. Long-term goals for Porters involve large-scale infrastructure upgrades, potentially including such items as street repair/resurfacing, lighting, installation of curb/gutter, sidewalks, drainage upgrades, and utility improvements. The first step towards implementing these large-scale goals is the creation of detailed surveys in the area. This survey work is currently underway; during the past month, survey crews have been onsite working along SW 3rd Street, SW 5th Street, SW 4th Avenue, and SW 5th Avenue. This work should be complete within the coming weeks. At that time, engineering feasibility studies may begin. CRA and Public Works staffs are currently collaborating on a project scope for such studies along SW 5th Street and SW 3rd Street. The feasibility studies are estimated to cost roughly \$30,000 in total and will analyze the potential for the large-scale improvements listed above. The end result will produce a catalog of information regarding potential Porters improvements. Once the engineering study is completed, staff will be able to begin the design and implementation phase in the neighborhood. The

engineering study will provide details regarding cost, timeline, and technical issues, associated with each of the proposed neighborhood improvements. This data will allow staff to prioritize, phase, coordinate, and budget for large-scale, long term projects in the most effective manner possible. Particularly of note, GRU has future plans to underground some major utility corridors running through the area. Due to tactical issues, these improvements must be coordinated around the timelines for the Depot Park excavation/environmental remediation and the proposed FDOT Main Street rebuilding project. However, the feasibility studies will help staff plan these activities in conjunction with current improvements to ensure that resources are allocated as efficiently as possible.

Progress continues with short-term initiatives as well. Staff continues to collaborate with Public Works to address routine roadway maintenance such as the repair/replacement of damaged traffic signs, and the painting of speed bumps, stop lines, crosswalks, and center lines along neighborhood streets. A work order has been issued regarding signage repair and maintenance, and that work should accelerate after the beginning of the new fiscal year. City crews have also been working to paint neighborhood speed bumps. However, the majority of the street painting and striping is also scheduled to proceed after October 1st.

Another issue on staff's short-term list of initiatives is the Porters Oaks fence. The fence is in poor condition and is both an eyesore and a potential security hazard (as it blocks the view of "eyes on the street"). Additionally, the fence is situated along Depot Avenue and visually functions as a gateway to the area. In its current condition, this feature presents a negative image of the neighborhood to the surrounding community. Staff aims to replace this fence with a more attractive and safe fencing structure. At staff's request, the City's surveyor has examined the fence and determined how much of the structure is located on private property, public property, or on right-of-way or utility easements. The results of this survey indicate that the fence is partially on a City-owned lot, partially on the right-of-ways for Depot and SW 2nd Street, and partially on Porter's Oaks common space, which presents some challenges. Working with other City staff, as well as Porters Oaks residents, staff will develop a strategy for fence removal and replacement. Replacing this fence would provide a more appealing and welcoming "face" to the neighborhood and will complement the new homes that the Housing Division is building at the intersection of SW 3rd Street and Depot Avenue. According to the surveyor, the existing fence stretches for 1,065 linear feet. Staff anticipates replacing the fence with an aluminum structure similar to those found at City parks. The cost would be \$31 per foot, or \$33,015 to replace the entire length of the structure as it exists today. Staff will be meeting with the neighborhood at the Porters Oaks Homeowners Association meeting on October 9th and at the Porters Community Crime Watch on October 16th to discuss plans for the neighborhood, and to receive comments and input from residents.

In addition to CRA-initiated activities in the area, the City's Housing Division is also planning a major project in the neighborhood. Housing will build five single family homes on a City-owned lot situated at the intersection of Depot

and SW 3rd Street. One additional home will also be built directly across from these five houses, on SW 8th Avenue. All of these homes will be sold for homeownership. CRA staff intends to build off the synergy of this project and our own initiatives. With the removal/replacement of the Porters Oaks fence and the construction of new, high quality homes by the Housing Division, the "face" that Porters presents to Depot Avenue will drastically change. Staff would like to focus on this area in order to ensure that the final transformation has maximum impact. Staff's goals include sidewalks, decorative lighting and streetscaping along the entrance to the neighborhood at Depot and SW 3rd Street. The goal is to create an inviting, high-quality entrance to the neighborhood. Staff anticipates moving forward on this project using the technical information provided by the survey and feasibility assessment of SW 3rd Street. The engineering feasibility study will be underway while Housing gears up for groundbreaking.

Fiscal Note: Porters Neighborhood improvements were approved in the 2007 budget in the amount of \$80,000 in account # 610-790-W231-5520. An additional \$131,502.29 has been approved in the 2008 budget. Staff estimates that the cost for the engineering feasibility study will not exceed \$30,000. Additionally, it is anticipated that the cost to replace the Porters Oaks fence will be approximately \$33,000.

RECOMMENDATION

Executive Director to the CRA: Hear presentation from staff.

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070556.

Gainesville Responsible Hospitality Partnership (B)

Explanation: Hospitality is a valued and important aspect of the social and cultural activities for visitors and residents in many communities. In Gainesville, the local hospitality industry of restaurants, hotels, bars, and nightclubs is a major contributor to the economy. There are over 30 bars located in the Downtown CRA district and more than a dozen bars located along University Avenue in CPUH. These businesses have a strong impact on the community. They contribute to the vitality and liveliness of the Downtown and College Park/University Heights districts, and are credited with keeping "feet on the street" during evenings and weekends. However, due to the nature of products and services provided by the hospitality industry, both hosts and guests share a responsibility in protecting the health, safety, and well-being of patrons as well as the surrounding community. The CRA aims to foster healthy and vibrant urban neighborhoods, and therefore also has a vested interest in supporting responsible hospitality. Successful redevelopment occurs not only through enhancing a district's physical environment, but also in improving the general perception conveyed by that place. Promoting responsible hospitality helps the CRA achieve both these goals and helps encourage increased investment and redevelopment in hospitality zones and the surrounding community.

In recognition of the issues and challenges inherent with hospitality districts, local business owners, with support from the CRA, the City, the University of

Florida, and citizen leaders, have formed the Gainesville Responsible Hospitality Partnership (GRHP). CRA staff provides coordination and support to this voluntary coalition of local hospitality businesses. The group also includes representatives from other affected groups such as GPD, the UF student body, UF faculty and staff, and City and CRA representatives. GRHP business members include 17 bars and restaurants: The Swamp Restaurant, Calico Jacks, Gator City, XS, Grog House, The Copper Monkey, Fat Tuesday, Market Street Pub, Bar One, That Bar, Jewells, JP Gators, The Bank, Rue Bar, Mojitos, 8 Seconds, and Speakeasy. These members constitute a little less than half of the Midtown bars and 1/3 of the Downtown bars. In addition to these businesses, membership also includes INsite Magazine, Burkhardt Sales & Services (a local Budweiser distributor), and Scan Technology (manufacturer of ID verification devices.) GRHP members aim to foster an atmosphere within Gainesville's hospitality districts that is safe and inviting. The group strives to provide support to the hospitality industry as well as the surrounding community so that everyone can enjoy and benefit from the activity that these businesses contribute to Downtown and Midtown. Additionally, an important tie-in to this mission relates to public health and safety. GRHP members have pledged to be proactive in efforts to create a safe, respectful environment in Gainesville's hospitality zones. GRHP is a self-regulating body, and if any member establishment accumulates more than 12 arrests for underage drinking within a 3-month period, GRHP membership will be terminated. A business may regain membership eligibility after a 3-month period in which no more than 12 arrests for possession under 21 are accrued.

The Partnership is comprised of a diverse group of businesses, and as such, membership duties are structured to be flexible and convenient in order to accommodate the often unconventional schedules of workers in the hospitality industry. Membership is free of charge and the group holds monthly meetings where attendance is strongly encouraged, though not mandatory. The only requirement for GRHP members is adherence to responsible hospitality practices and compliance with the Gainesville Responsible Vendor Covenant. In order to join GRHP, a bar, restaurant, nightclub, hotel or other hospitality-related business would simply need to sign the Responsible Vendor Covenant (attached as backup). The covenant is very straightforward; the policies described in the document are likely already practiced by responsible members of the hospitality community. Businesses who sign the covenant agree to follow all laws related to the sale and consumption of alcohol: members will not serve alcohol to anyone who is under the age of 21 or who is already visibly intoxicated. Members will create an atmosphere that is enjoyable for their patrons, and that facilitates positive and respectful social interaction. Businesses will promote or provide responsible beverage service training to their employees and will maintain control of the environment within their establishment (GRHP and GPD provide such training every fall.) Whenever possible, members will also offer low-alcohol content drink options, provide food, and encourage the consumption of food along with alcoholic beverages. Members will also offer low/no-cost non-alcoholic drinks for designated drivers.

Members receive a window decal affirming GRHP affiliation, so that patrons

and community members can recognize which businesses support responsible hospitality goals. Members will also benefit from special notice in INsite Magazine, which has promised to identify all GRHP members, as well as free advertising in the form of GRHP publicity campaigns. However, probably the biggest incentive to join is related to GRHP's partnership with UF student groups. The UF Greek community has pledged support for GRHP, promising to host official events only at GRHP establishments. Included in the agenda backup is a letter of support from last year's Panhellenic Council and Interfraternity Council presidents. GRHP is currently in the process of receiving feedback from these student partners in order to update the Greek support letter with signatures from the new officers. GRHP is also working with other Greek groups on campus, and soon hopes to have the support of non-PH/IFC Greek organizations as well. Additionally, UF Student Government has also expressed support for GRHP.

The Responsible Hospitality Partnership has made substantial progress in recent months. Recently, along with GPD, GRHP hosted a nationally broadcasted webinar highlighting the innovative, nontraditional techniques used to fight crime and promote safety within the Downtown and College Park/University Heights hospitality zones. The webinar was a big success and was well attended by a diverse group of participants from around the world. In addition to such efforts, GRHP has also been working to increase local awareness of GRHP and to sign new members. Thanks to hardworking intern Ashley Arthur, a UF graduate student studying public health and high-risk drinking, GRHP membership is increasing at an unprecedented rate. Ashley has done a lot of footwork at all hours of the day and night visiting bars and restaurants many times over in an attempt to sign new members. Her main obstacle has been reaching the correct owner or manager at each establishment. Often these businesses keep unconventional hours and it has been very difficult to make contact and get GRHP information to upper-level management. Thanks to GPD assistance, Ashley has been able to make her rounds with GPD officers as they patrol during the late-night bar hours. This strategy has increased her opportunities to make contact with owners and managers, and also helps her avoid paying cover charges as she visits different establishments on GRHP business. In the coming weeks, Ashley may also be joined by UF fraternity brothers as she visits businesses to solicit new GRHP members. These students want to show local businesses that they support the goals of GRHP.

Fiscal Note: None at this time

RECOMMENDATION

Executive Director to the CRA: Hear presentation from Staff.

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070557.

Update on University Avenue Improvements and Eastside Gateway Projects (B)

Explanation: This update focuses on the CRA's work to improve the University Avenue corridor with a range of small and large scale projects consisting of pedestrian

enhancements and the construction of the Eastside Gateway.

The construction plans are progressing for removing old waste receptacles, bike racks and benches and replacing them with new, upgraded designs from Gale Lemerand Drive to Waldo Road. Staff is coordinating with RTS and Solid Waste on the placement of these items at bus stops and other locations. Public Works is securing easements for certain locations along the right-of-way. CRA staff is coordinating construction scheduling with Public Works and Solid Waste. Staff anticipates that construction will commence in November and continue through January 2008. CRA staff has obtained two quotes totaling \$57,776.03 for equipment from approved specified source vendors, REP Services and Wabash Valley. It is anticipated that the Public Works general construction services contractor will perform the final installation tasks. The cost for these services will be determined after the final scope of work is completed.

The CRA is currently planning landscape improvements to three roadway medians in the Eastside Redevelopment District (between Waldo Road and East 15th Street) and five roadway medians in the CPUH District (between West 1100 and 1900 blocks). The CRA contracted with Zamia Design Landscape Architecture to develop construction plans and specifications, which are nearing completion. Meetings were held with the Florida Department of Transportation (FDOT) to address state mandated design criteria. Bidding and construction are contingent on FDOT approval and it is anticipated construction will be initiated in early 2008. The preliminary cost for constructing the medians is approximately \$75,000 and maintenance costs will be known after installation is completed.

Permitting the University Avenue Improvements through the Florida Department of Transportation (FDOT) is underway, and the maintenance agreement is under review by the Public Works Department and Department of Parks, Recreation and Cultural Affairs. It is anticipated that permitting will be completed by November.

The CRA is making progress on the new lighting project in the Eastside district between Waldo Road and East 15th Street. The eastern limits of this project will impact the Gateway project. The project consists of removing old fixtures and installing Lumec Renaissance fixtures on both sides of University Avenue. GRU is planning to submit the revised lighting plan to the FDOT for approval and complete ordering equipment soon.

The design for this project on the former-Tacklebox site consists of a series of concrete planters and landscaping to create an aesthetically pleasing roadway feature. The Eastside Redevelopment Advisory Board reviewed the preliminary construction documents on September 20th developed by Zamia Design Landscape Architecture. The advisory board gave feedback concerning the colors of the concrete planters as well as the proposed plant materials. The construction and bid documents are anticipated to be completed by early October. Staff anticipates that the project will be bid in early 2008 so that construction can begin around February or March 2008. The cost estimate to construct the project is approximately \$214,533.

Fiscal Note: For the replacement of streetscape items, \$100,000 is currently budgeted for the College Park University Heights district in account 618-790-W724-5520 (Primary Corridors-University Avenue Improvements) and \$71,376 budgeted for the Downtown district in account 610-790-W200-5520 (University Avenue Improvements).

RECOMMENDATION

Executive Director to the CRA: 1) hear a brief presentation from CRA staff; and 2) authorize the CRA Executive Director to execute a contract with the specified source vendor for streetscape equipment subject to CRA attorney approval and not to exceed \$60,000.

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CRA ATTORNEY**070473.****Update Re: Strand vs. Escambia County (B)****RECOMMENDATION**

The CRA hear an update from CRA Attorney Charles Hauck.

Legislative History

9/17/07 Community Approved as shown above (See Motion) (7 - 0)
 Redevelopment
 Agency

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REPORTS FROM ADVISORY BOARDS/COMMITTEES**College Park/University Heights Redevelopment Advisory Board****Downtown Redevelopment Advisory Board****Eastside Redevelopment Advisory Board****Fifth Avenue/Pleasant Street Redevelopment Advisory Board****MEMBER COMMENT****CITIZEN COMMENT****NEW BUSINESS****NEXT MEETING DATE**

ADJOURNMENT - 5:57 PM