

COMMUNITY REDEVELOPMENT PLAN
for the
Downtown Community Redevelopment Area



Gainesville Community Redevelopment Agency
Gainesville, Florida

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Introduction

The Downtown Redevelopment Agency, later replaced by the Gainesville Community Redevelopment Agency (CRA), was established in 1981 in order to provide redevelopment and economic development frameworks necessary to foster a vibrant and successful urban center. In 2001, the Downtown Community Redevelopment Area was expanded to include additional commercial, residential, and industrial areas located in the heart of the city. Throughout its existence, the Downtown Community Redevelopment Area has been served by Redevelopment Plans. These visioning documents, which are routinely updated, serve as a guiding framework for all CRA activities. This Plan supersedes and replaces the earlier versions of the Downtown Redevelopment Plan; it builds on previous efforts by identifying a Guiding Principle for the Redevelopment Area and a series of Objectives to help achieve this vision. Each Objective is supported by a series of Redevelopment Initiatives which provide a more focused strategic framework for implementing CRA goals.

The Downtown Redevelopment Plan is intended to serve as a framework for guiding investment, economic development, and redevelopment of the Downtown Community Redevelopment Area over the next 30 years. This Plan identifies redevelopment objectives, initiatives, and capital projects that may be undertaken to reverse blighted conditions within the Redevelopment Area. This plan addresses visioning as well as strategies for financing, implementation, management, and administration. These strategies will continue to be refined as they are implemented. While based on the most accurate data available at the time this plan was created, the various strategies and costs identified in this Plan will require additional study and action by the Gainesville CRA as specific projects are initiated, refined, and implemented.

Guiding Principle

Downtown plays a special role in the vitality of the City as a whole. As a nexus for employment, entertainment, commerce, and civic activities, in many ways Downtown represents the "face" that Gainesville offers to the local community and to the world. The CRA is committed to improving the quality of life for all citizens of the Downtown Redevelopment Area; allowing for a dynamic and diverse community where people of all ages, ethnicities, and incomes have opportunities to find quality housing, jobs, goods, services, and cultural amenities. Through creativity, innovation, hard work, and persistence the CRA will bring redevelopment and reinvestment to the community through socially, economically, and environmentally sustainable methods, in order to help create a beautiful and vibrant district which reflects the assets and the character of the City as whole.

Boundaries of the Redevelopment Area

Figure 1, depicted on the following page, presents the boundaries of the existing Downtown Community Redevelopment Area. A legal description of the area, along with additional maps of the Downtown Redevelopment Area, can be found in Appendix A of this document.

Figure 1 – Downtown Community Redevelopment Area



Redevelopment Objectives and Initiatives

Objective – Economic Development

The CRA will pursue economic development in order to grow existing businesses and attract new business opportunities, increase employment levels, raise the tax base, and improve the standard of living within the Redevelopment Area. The CRA will also encourage investment in human capital through workforce development and educational programs. Ultimately, the goal of redevelopment is for the Redevelopment Area to become self-sustaining in the long term; by encouraging private investment in industry and real estate, and eliminating impediments and institutional barriers inhibiting both public and private investment, Downtown's potential can be fully realized. The CRA will pursue a dynamic, active role in economic development; activities will include both traditional economic development and opportunities to accommodate new innovation.

Economic Development Initiatives

- Support public/public, public/private, and other partnerships. Seek opportunities to collaborate with organizations such as the Chamber of Commerce, the University of Florida, Santa Fe College, the City of Gainesville, Alachua County, the private sector, non-profit organizations, and others.
- Assess regulatory frameworks and policies (such as the City's Comprehensive Plan, Land Development Code, development review process, etc.) to identify potential inconsistencies between these policies/procedures and the goal of stimulating new investment, redevelopment, or economic development within the Redevelopment Area. The CRA should coordinate with the City and other bodies as appropriate to identify and resolve any such impediments to redevelopment.
- Pursue economic development initiatives. This may include (but is not limited to) property acquisition, land assembly, infrastructure improvements, economic development financing, job creation/retention, business retention/expansion, neighborhood development, small business development, micro-lending, real estate development, marketing, and the use of incentives to attract the desired form of development.
- Support traditional economic development. Additionally, encourage innovation and entrepreneurship and develop assistance techniques to attract new business and retain existing businesses. Strategies may include (but are not limited to) loans, grants, and other measures to support entrepreneurship and "economic gardening" (an economic development model that supports existing businesses) as driving forces in the local economy.
- Support the development of knowledge and innovative technologies as tools to produce economic benefits. Cultivate an environment that nurtures all phases of innovation and entrepreneurship, including conception, development, production/manufacturing, etc.

- Maintain inventory and knowledge of vacant lands and buildings to accommodate future development. Assemble, and, if necessary, develop lands to encourage new investment in the community.
- Encourage workforce development and the evolution of employment opportunities. Work with industry to support and encourage job retention, job creation, job training, and talent development.
- Encourage commercial, office, and mixed-use development, and residential development to support these types of uses. Support production/manufacturing uses in the Power District and other areas where appropriate.
- Support marketing across a variety of venues and media to attract talent and industry to the Redevelopment Area.
- Assist with the acquisition, demolition, and redevelopment of properties in the redevelopment area. Assist as needed with hard and soft costs, regulatory coordination, and infrastructure improvements, and other tasks as needed. Support redevelopment in order to provide mixed-use, commercial, office, residential, manufacturing/industrial, public space, and other uses.
- Continue to develop, implement, monitor, and improve development incentive programs for all types, scales, and intensities of redevelopment projects. Incentive programs can help defray the costs of development and encourage the kinds of development that will transform the Redevelopment Area into the community envisioned in this plan. Incentives may include, but are not limited to: real estate costs, TIF, and assistance with infrastructure costs.
- Support linked infrastructure. Foster increased collaboration with GRU, City of Gainesville Public Works, and other agencies; by coordinating both strategic planning and capital infrastructure improvements (extending utility lines, installing new lighting, etc.) the costs of development can be reduced for private developers, thus encouraging private sector investment within the Redevelopment Area.
- Eliminate barriers to economic development in order to support the creation, retention, and expansion of jobs and businesses and business recruitment, and both small and large business development within the Redevelopment Area.

Objective – Commercial and Business Activity

Traditionally, Downtown was the central hub for business activity within the City of Gainesville. As was the case in many cities, Downtown struggled to compete with on-going suburban expansion, as many professional, retail, and commercial uses were drawn to other areas of the city. Today, while the Redevelopment Area still faces challenges, Downtown is also on the threshold of many exciting opportunities. Downtown Gainesville is home to numerous restaurants, entertainment venues, businesses, and offices. The Power District is emerging as a hip, unique mixed-use district that offers a blend of creative class uses as well as business and industrial

centers. The development of the Innovation Hub and surrounding area, just to the west of the Downtown Redevelopment Area, offers a tremendous opportunity to cohesively link Downtown to Innovation Square and the University of Florida, and will bring a wealth of new economic opportunities to the entire Downtown community.

Commercial Initiatives

- Continue to support the central business district, the traditional hub of Downtown commerce and activity. Simultaneously, support emerging commercial and mixed use areas, such as the Power District and connectivity with the Innovation Square area.
- Support a mixture of uses and business types, including office, retail, entertainment, service, professional, research & design, assembly and production, etc. Encourage a wide array of commercial opportunities at a variety of scales.
- Acquire property, engage in real estate development, or otherwise assist in the redevelopment of commercial/nonresidential sites.
- Encourage new development and infill redevelopment. Where appropriate, support reuse of existing structures and better utilization of upper stories, particularly in the central business district.
- Identify vacant and underutilized properties that have the greatest potential and viability for commercial/industrial redevelopment, and work to bring these properties into active use. The CRA can establish a variety of programs and tools to encourage reinvestment at such sites. This may include support to resolve related issues (for example, infrastructure or environmental) which may impact the commercial viability of a property.
- Develop and implement financing mechanisms that may assist with providing businesses access to credit and other capital.
- Promote appropriate, contextual transitions between non-residential uses and intown neighborhoods. Support residential uses to sustain a growing Downtown business sector.
- Encourage green building techniques in all commercial development.
- Assess the City's Land Development Code and other relevant regulations to determine if regulatory or procedural changes would help better facilitate commercial or mixed-use goals. Coordinate with the City as needed to facilitate increased levels of commercial infill/redevelopment and appropriate regulatory policies and procedures.
- Assist with incentives, infrastructure costs, land assembly, disposition and/or land cost write-down, stormwater assistance, density bonuses, and other means to encourage quality commercial development
- Identify and provide proper incentives to retain existing businesses and attract new offerings in order to encourage desired mix of nonresidential uses (such as office, retail, entertainment, service, professional, research

& design, assembly and production, etc.) Incentives may include items such as: infrastructure costs, land assembly, disposition and/or land cost write-down, stormwater assistance, density bonuses, and other means to encourage quality commercial development and high quality design and construction practices.

- Market the Redevelopment Area to retain existing businesses, attract new investment, and establish a “hub” of commercial activity. Recognizing that Downtown plays a unique role in the city’s overall commercial activity, promote connectivity and collaboration with institutions of higher learning, local business incubators, and other partners.

Objective – Infrastructure

Like many urban areas, Downtown faces issues such as aging infrastructure and service upgrades that will be needed to accommodate infill, redevelopment, and new business opportunities. Infrastructure improvements can be facilitated by increased coordination and/or participation in new partnerships with the City of Gainesville Public Works Department, Gainesville Regional Utilities, and other applicable organizations. A unique opportunity also exists as many upcoming infrastructure improvements to serve the Innovation Square area will need to pass through the Downtown Redevelopment Area, providing important opportunities for coordination of improvements that can benefit Downtown. Utilization of technologies such as Geographic Information Systems and coordination of strategic planning across multiple departments and agencies will also assist in achieving and optimizing infrastructure improvements.

Infrastructure Initiatives

- Encourage and assist Area-wide infrastructure and utilities improvements. Whenever possible, such improvements should be coordinated with both the public and the private sectors. Initiatives may include upgrades to existing infrastructure or totally new facilities such as (though not limited to) water, wastewater, stormwater, gas, electricity, high-speed communications, lighting, roadways, sidewalks, curb and gutter, and drainage.
- Build stronger relationships with utility providers and pursue coordination of strategic plans and capital improvements with all public and private utilities.
- Encourage replacement of older and/or undersized utility lines where needed to facilitate new development. Coordinate with both the public and private sector to facilitate such upgrades and to provide utility service to accommodate new infill development and redevelopment. Priority should be given to those upgrades with the greatest capacity to attract additional investment and redevelopment to the Area.
- Work with both the public and private sectors to address known deficiencies and to solve existing problems. Coordinate with Public Works, GRU, and other utility providers to link strategic planning and to facilitate upgrades and capital improvements between multiple agencies in order to share costs and provide maximum impact to the Area.

- Aggressively promote the replacement of old or undersized utilities. Coordinate with the City and GRU in order to encourage the provision of basic levels of service to all properties within the Redevelopment Area. This effort should be coordinated with street upgrades and other ROW improvements, whenever possible.
- Provide or assist with all aspects of streetscape components. If public or private roadway improvements are planned, the CRA should consider funding the incremental cost associated with implementing decorative streetscapes and upgraded street furniture.
- Support co-location of public facilities and infrastructure and consider working towards co-location of public facilities in order to save costs and take advantage of limited resources for such facilities. An example of potential synergy would be dual use of green spaces as stormwater parks.
- Evaluate a variety of factors when determining which infrastructure projects to pursue. The CRA may potentially give priority to infrastructure improvements in locations that are also experiencing other public or private reinvestment. This synergy may help to reduce overall costs and generate a larger impact to the community once all projects are complete.
- Consider combining several projects into one bond issue, in order to potentially reduce administration and other costs.
- Acquire land for drainage improvements and construct master stormwater ponds to accommodate retention requirements for large areas. Eliminating the need for on-site retention at each property will increase the character, viability, aesthetics, and walkability of the community.
- Support paving, resurfacing, and reconstruction of roadways and coordinate with Public Works to facilitate such projects within the Redevelopment Area.
- Improve accessibility by reconnecting the street grid in areas where connections are terminated. Seize opportunities to eliminate "gaps" in the street system, and support new infrastructure connections and improvements.
- Increase multi-modal mobility by encouraging transit facilities, sidewalks, bike lanes, rail trails, bike racks, etc. Coordinate with the Public Works Department and other groups in order to facilitate these improvements.
- Extend and enhance bike paths to connect to public facilities and encourage installation of trails through new developments.

Objective – Housing

A residential base is important to the vitality of any downtown; it is a key support for both the business community and the character of the city center. The CRA will work to support safe, well-designed, high-quality housing throughout the Redevelopment Area. The CRA will also work to encourage a diverse housing stock that provides livable, quality options for renters and homeowners at all price points. The CRA will

support a wide spectrum of housing opportunities (including infill housing, mixed-use development, single-family homes, multi-family development, etc.) in order to encourage reinvestment in existing neighborhoods and to support residential options throughout the Downtown area.

Housing Initiatives

- Provide opportunities for different types of housing to support a diverse residential base. Increase the supply of quality housing options and provide a diverse inventory at a variety of price ranges. Housing options should include both rental and homeownership properties at both affordable and market rate price points. Housing inventory should include single family and multifamily options, and both attached and detached building types.
- Acquire property, engage in real estate development, or otherwise assist in redevelopment of residential sites. CRA may pursue large or small scale housing initiatives and may support infill housing opportunities, including "model block" initiatives.
- Strengthen and preserve the established single-family neighborhoods within the downtown area. Support higher densities and mixed use housing options in the central business district and other areas where appropriate.
- Assist with incentives and tools including (but not limited to) infrastructure costs, land assembly, disposition, stormwater assistance, density bonuses, or other means to encourage quality housing stock, diversity in housing options, homeownership, etc.
- Support the enforcement of standards to prevent the perpetuation of substandard housing.
- Promote opportunities for vacant, run-down, or non-conforming lots in residential areas to transition into infill housing. This may be achieved through lot consolidation or other means.
- Assess factors such as the City's Land Development Code and development review process to determine if regulatory or procedural changes would help facilitate infill and/or affordable housing goals, and coordinate with the City as needed to facilitate robust redevelopment activities and appropriate growth management practices.
- Provide design or other assistance for new residential development.
- Encourage green building practices, where feasible, in order to maximize sustainability and minimize resource consumption/cost.
 - Energy efficiency is especially important in the case of affordable housing, as units should be both affordable to initially obtain and affordable to maintain over time.
 - Programs such as LEED, Energy Star, National Green Building Standard, NAHBGreen, and others may provide useful standards for achieving energy efficient design.

Objective – Urban Form

The first impression of the overall quality of life Downtown, and by extension in the entire city, is expressed through the visual characteristics of the built environment. In this manner, both the public realm and private properties contribute to viability of the community and its ability to attract new investment. The CRA will encourage a thoughtful definition of public spaces including an appropriate definition/scale of the street grid and the pattern of interconnected, walkable streets and blocks. Along public rights of way, the CRA will support improvements including (but not limited to) undergrounding utilities, street trees, sidewalks, decorative lighting fixtures, and other elements that improve both the functionality and aesthetics/character of corridors. The CRA will also support property acquisition, public spaces, and cultural amenities. For private development, the CRA will support human-scaled development, creativity, innovation, and high-quality design for both large and small scale projects. The CRA should also seek a better understanding of local regulations and procedures for altering the built environment. The CRA will coordinate with the City of Gainesville, GRU, and other applicable agencies to resolve code conflicts and institutional barriers that can contribute to an undesirable built environment.

Urban Form Initiatives

- Support and encourage redevelopment that reaffirms an interconnected street grid. Encourage a walkable, human-scale pattern of blocks and streets and discourage overly large “super blocks”, dead-ends, cul-de-sacs, or other disruptions of the grid system.
- Support public art and other beautification features throughout the district.
- Pursue innovative designs, materials, construction methods and other means for cultivating a pleasant and engaging built environment that is indicative of the City’s character.
- Support and encourage improved appearance and design of both public and private projects. Strategies may include, but are not limited to, developing design guidelines, providing design assistance, façade grant and/or paint programs, incentives, and partnerships with both the public and private sector. The goal of these activities is to ensure durable, thoughtful, and high-quality design of the built environment.
- Partner with local government or with private development undertaking right-of-way construction to help fund the incremental costs associated with implementing brick sidewalks, decorative lighting, undergrounding utilities, high quality street furniture, and other streetscape elements.
- Prioritize functional and aesthetic improvements along corridors running through the Redevelopment Area. Emphasis may be given to major corridors or corridors where aesthetic improvements can occur in conjunction with infrastructure upgrades. Amenities and improvements to can spur additional reinvestment on both small and large scales.
- Support the public realm. Encourage investment along corridors, in the right-of-way, in parks, in plazas, and in other public places. Investment in the public realm will increase a sense of community pride, will combat

negative perceptions, and will stimulate private investment in residential and commercial properties.

- Promote the use well designed, high-quality street furniture, such as street lights, benches, bicycle racks/hubs, bollards, planters, trash receptacles, and other fixtures. Coordinate with the public and private sectors to facilitate the use of such fixtures.
- Encourage the City of Gainesville to provide improvements to the existing parks and recreational facilities, including lighting, parking, bicycle parking, landscaping, and new recreational equipment.
- Create incentives to encourage better design and/or higher quality building materials, not just development. The design incentives are intended to attract quality projects that enhance the overall urban form of the community. These incentives may include CRA assistance to cover the incremental costs of aesthetic upgrades for both public and private projects.
- Analyze the development review processes to identify potential inconsistencies with the intent of this Redevelopment Plan and its objectives. The CRA should coordinate with the City and other regulatory bodies as appropriate to ensure that the vision of the Redevelopment Plan is attainable through the regulatory process.
- Foster the development of the Downtown Community Redevelopment Area as a destination place that features a walkable layout, ample housing choice along with a mixture of commercial and retail uses. This will reduce the need for multiple automobile trips outside the district and will attract new visitors to the area.

Objective – Sustainability

While redevelopment's primary focus is encouraging new economic opportunities, high quality projects will be respectful of resource consumption and environmental impacts. Sustainable development patterns and green building practices are encouraged for redevelopment projects. The use of new technologies and creativity in their application is also important in promoting sustainability and minimizing the environmental impacts of redevelopment. Additionally, attention to the social, economic, and cultural well-being of the Redevelopment Area is very important in ensuring the long term sustainability of the community.

Sustainability Initiatives

- Encourage an environment that is socially, ecologically, culturally, and economically sustainable in the long term.
- Support thoughtful and sustainable development, land subdivision, and urban design patterns that are not oriented to single, specific uses. Over time, market changes will cycle through a variety of preferred uses, and a successful urban area will be able to accommodate these changes organically. Inflexible land development patterns which accommodate only the initial needs and the market forces at the time the land is

developed are more likely to become future sites of blight and abandonment.

- Encourage green building and conservation principles in commercial, mixed-use, and residential developments in order to maximize both economic and environmental sustainability.
 - Programs such as LEED, Green Globes, Energy Star, National Green Building Standard, NAHBGreen, and others. may provide useful standards for achieving energy efficient design.
- Encourage Low Impact Development and similar principles to minimize the ill effects of development on stormwater, runoff, and groundwater quality.
- Look for ways to innovatively address energy consumption, water consumption, and stormwater management issues.
- Support the use of renewable resources such as using sunlight through solar and photovoltaic techniques, using plants and trees through green roofs, using rain gardens and for reduction of rainwater run-off, or other techniques.
- Consider the full life-cycle impacts of materials and techniques when designing, constructing, operating, and evaluating all projects.
- Assess the City's development review process, Land Development Code and other regulations to determine if regulatory or procedural changes could help better facilitate green building techniques, materials, and/or technologies and coordinate with the City as needed to support greater implementation of green and sustainable building projects.
- Encourage a greater mix of uses and amenities within the Redevelopment Area, in order to reduce the amount of out-of-district automobile travel required for residents to fulfill their daily needs.
- Support multi-modal development and infrastructure improvements which accommodate and encourage travel by means other than automobile.
- Support the timely remediation of contaminated properties and facilitate funding from private, local, state, and federal resources.
- Encourage opportunities for access to food within the Redevelopment Area. The CRA may support increasing healthy eating options by encouraging new grocery stores, sit-down restaurants, fresh food markets, gardens, etc.
- Provide grants, incentives, gap financing or other assistance in support of projects that achieve demonstrable sustainability components.
- Explore creative funding mechanisms that may be employed to promote a greater access to, and use of, "green" features in both residential and non-residential properties. Coordinate with GRU and other entities as

appropriate to support programs which encourage and assist residents and businesses in implementing energy and water conserving measures.

Objective – Sense of Community

Community pride and identity are important to the health of the Redevelopment Area. Due to the importance of Downtown's role as the center of civic activity, these factors will also impact the vitality of the City as a whole. Improvements to the built environment provide an opportunity to engage citizens and renew and promote a sense of pride into the community. The Downtown Redevelopment Area should be redeveloped as a modern, inclusive community that welcomes diversity and innovation, while also being respectful of the past. Redevelopment activities may also provide an opportunity to impact instances of crime and the perception of crime within the Area.

Sense of Community Initiatives

- Improve community identity through signature projects, public artwork, marketing, enhancements to the public realm, and other activities.
- Support important historic or cultural amenities in the Redevelopment Area.
- Build relationships with citizens, neighborhood groups, and community leaders.
- Support public places such as Depot Park, the Plaza, and other centers for social, recreation, and education opportunities. Work to create and foster high quality parks and public spaces that will serve not only the needs of Downtown residents and patrons, but those of the entire community.
- Support neighborhood clean-up and demolition of dangerous structures, and evaluate the potential for "amnesty" events (or similar activities) to reduce neglected appearance of private property.
- Facilitate stakeholder involvement in Downtown redevelopment.
- Develop and market CRA redevelopment initiatives as high-profile "signature" projects that can promote Downtown, the City Gainesville as a whole, and instill civic pride.
- Pursue maintenance and upkeep activities where appropriate.
- Evaluate Crime Prevention Through Environmental Design (CPTED) concepts and how these principles may be incorporated into redevelopment initiatives where appropriate.

Objective – Funding, Financing, Management, and Promotion

The funding and financing portion of this objective calls for creative, efficient, practical and equitable funding and financing mechanisms to properly implement this Redevelopment Plan. It is perceived that these initiatives will be tied to tax increment dollars; additionally, the CRA may also explore outside funding opportunities such as tax credits, loan funds, grants, etc. The CRA will implement programs that cover both the full physical extent of a Redevelopment Area as well as

the breadth of objectives outlined in this Redevelopment Plan. The CRA will coordinate proper management of the redevelopment initiatives and promotion of the Redevelopment Area. The CRA will identify and pursue initiatives that have the potential to bring about the greatest impact in transforming the Area and catalyzing additional private investment.

Funding, Financing, Management, & Promotion Initiatives

- Develop and implement projects and programs that support the Guiding Principle, Objectives, and Initiatives described in this document.
- Conduct periodic strategic planning to identify priority initiatives and create work plans from which the CRA can fund and implement budgets.
- Identify and secure all feasible sources of funding to support the redevelopment goals described in this Plan. Such mechanisms can include, but are not limited to: tax increment revenues, other public instruments, loans, credits, gap financing, grants, and public/public or public/private partnerships.
- Offer incentive programs or other assistance for redevelopment projects within the Area. These incentives should encourage redevelopment that complies with the goals of this Plan, implements high quality design, promotes pedestrian accessibility, and enhances the residential and commercial components of the neighborhood. These programs should support all scales and intensities of development and should encourage innovative design as well as environmentally sensitive or green building concepts, such as LEED (or equivalent) criteria. Incentive programs should also promote affordable housing options and mixed-income communities. These goals may be achieved by providing tax-increment financing (TIF) or other incentives, as appropriate. In such cases, restrictive covenants, façade easements, or other conditions may be required to ensure the project is consistent with the goals of this Redevelopment Plan.

Decisions to provide incentives must support the vision, priorities and initiatives indicated in this Plan and public money allocated for incentives may be returned at resale when feasible. Because of the high cost of land acquisition and limited tax increment financing capabilities, the CRA may have a multi-faceted approach to acquiring properties for redevelopment. The CRA should encourage acquisition and subsequent redevelopment by the private market and by the CRA.

- Encourage reinvestment in the Area by conducting research/studies and maintaining a thorough, up-to-date understanding of the Area. Activities that may facilitate this goal include, but are not limited to, the following:
 - Map and index all commercial properties in the Redevelopment Area to provide detailed information on parcel boundaries, sizes and ownership.
 - Identify and inventory all relevant substandard properties.
 - Document and analyze overall parking demands and infrastructure constraints throughout the Redevelopment Area.

- Document site criteria for modern mixed-use developments by business type to facilitate the understanding of contemporary developer, site, and parking requirements.
 - Facilitate aggregation and redevelopment of constrained parcels or groups of parcels.
 - Assist in the purchase, sale, negotiation and coordination of land assembly.
 - Support the mapping and indexing of all properties in the Redevelopment Area; funding to research or otherwise obtain contemporary site development requirements; provision of City resources and staff time to negotiate acquisitions and public/private partnerships with potential developers; and funding to finance land acquisitions by the CRA (some of which will be recovered or rolled over as properties are resold).
- Branding and Promotion - Implement a logo and marketing strategy that can be used to identify the CRA on literature, banners, gateways, the internet, through redevelopment projects, and promotional other campaigns.
 - Identify opportunities for partnerships between the CRA and other entities. Establishing and maintenance of partnerships will serve not only to leverage the tax increment and other revenue sources but also stimulate community interest and support. Partnerships may take several forms from financial partnering to technical support to promotion. Each partnership opportunity should be evaluated on a case-by-case basis for its overall value and impacts.
 - Encourage and participate in maintenance of redevelopment projects in order to preserve the investments laid forth in project implementation.

Residential and Neighborhood Considerations

Housing Relocation Procedures

Section 163.362(7) F.S. requires community redevelopment plans include assurance for the provision of replacement housing for the relocation of residents temporarily or permanently displaced from housing facilities within the redevelopment area. The intent of this Redevelopment Plan is to create a dynamic and diverse community that is attractive, accessible, and economically sustainable. Pursuing and achieving this vision will require substantial capital improvements relating to infrastructure, right-of-way, transportation networks, public spaces, private property, etc. Outright displacement of permanent residents is not foreseen; however, if relocation of permanent residents is required as a result of the development or redevelopment activities, the City and the CRA shall consider assistance to minimize hardship of those being displaced.

Displacement and property acquisition programs, if any, shall be in accordance with any programs adopted by the City of Gainesville Housing Division, as well with the City's Comprehensive Plan Housing Element and the Goals, Objectives and Policies found therein. The City or the CRA may assist any person who is required to move from any real property as a direct result of the City's or CRA's acquisition of such real property for public purposes, by locating other sites and housing facilities available to them as replacement dwellings. When planning the location of land acquisition for public purposes the City or the CRA may assess the degree of displacement that may occur. The City of Gainesville or the CRA shall not be responsible for relocating City residents who are displaced as the result of county, state, or federal programs or actions. The CRA may follow the relocation policies and procedures established by the Federal Department of Housing and Urban Development when federal dollars are involved.

Neighborhood Impact Assessment

Section 163.362(3) F.S. requires community redevelopment plans include a neighborhood impact assessment describing the impact of redevelopment upon the residents of the redevelopment area and the surrounding areas in terms of relocation, traffic circulation, environmental quality, availability of community facilities and services, effect on school population, and other matters affecting the physical and social quality of the neighborhood.

The Downtown Redevelopment Area contains approximately 490 acres. Downtown is comprised of a mixture of land uses such as commercial, industrial, government, and residential. As of August 2011, there are approximately 2,634 residential units in the Redevelopment Area. Residential uses are present throughout both mixed-use urban areas and in traditional urban neighborhoods such as the Porters Community, SE Historic District, and others.

In addition to the aforementioned residential uses, non-residential uses are prevalent throughout the Redevelopment Area. The central business district represents a major hub of office, retail, hospitality, and other commercial uses, and the Power District provides additional opportunities for manufacturing and industrial uses. However, Downtown is truly a mixed-use district, and non-residential uses are not limited solely to these two areas. Likewise, Downtown's residential component is also well interspersed throughout the Redevelopment Area. Residential patterns vary from low density single family dwellings to medium and high density multifamily developments. For both residential and non-residential uses, the condition of the building inventory is quite varied, with many examples of both aging structures and new construction, encompassing a wide spectrum in the quality and upkeep of the building stock.

Redevelopment planning efforts are focused on supporting and strengthening the existing community through an improved built environment and the creation of new economic opportunities. CRA planning efforts will not be directed towards the large scale demolition and removal of existing neighborhoods. Rather, plans call for a systematic improvement through concerted efforts aimed at enhancing commercial opportunities, housing options, infrastructure, urban form, economic development sustainability, and sense of community within the Redevelopment Area. Potential negative consequences of such initiatives may include an increase of traffic, noise and general congestion. With proper planning, however, many of these worrisome side-effects can be mitigated and the full benefits of increased activity can be

realized. Solutions to negative consequences should be sought through thoughtful project design and implementation. (For example, issues such as increased traffic congestion can be addressed through creative remedies such as re-reestablishment of the gridded street system, bike lanes, traffic calming, increased transit connectivity, and/or pedestrian-friendly streetscapes.) In short, long-term adverse impacts to residential neighborhoods are not expected as a result of redevelopment activities.

Some severe building deterioration exists in the Redevelopment Area. The CRA may choose to pursue property acquisition and/or consolidation in order to further enhance the quality of both residential and non-residential areas and for the realization of the Downtown redevelopment objectives listed in this Plan. Property acquisition programs may be in the best interest of the CRA and the City in the promotion of a high-quality, affordable housing stock. In such instances redevelopment funds may be used.

In order to improve the community's building stock and to provide safe, well-designed, high-quality housing at a variety of price points, the CRA will work to support a diverse housing stock that provides livable, quality options for renters and homeowners at a variety of price points. Additionally, it is a CRA goal that all housing, whether affordable or market rate, shall adhere to the very high level of quality and of design that is expected of all redevelopment projects within the Redevelopment Area. The CRA may pursue affordable housing initiatives through a variety of measures, including (but not limited to) acting as developer, coordinating with the private sector, partnering with governmental agencies, etc.

Existing properties may be temporarily impacted during the construction of any improvements. Impacts may include construction detours, noise and dust. Impacts are expected to be minimal while the benefits of redevelopment activities will be of long duration, adding to the quality of life by providing a safe and attractive district that has adequate business opportunities, lighting, sidewalks, open space, infrastructure, and other needed improvements. The CRA does not foresee any effect on the school population or the need for additional community services or facilities, not already mentioned elsewhere in this Plan, to support the residential element within the Redevelopment Area.

The purpose of redevelopment activities is to create an economically sustainable, accessible and attractive community. Redevelopment activities will offer a high quality local destination with a safe transportation network, pedestrian/bike/transit connections, commercial and employment opportunities, residential options, retail, entertainment, and public space/recreation facilities. Redevelopment activities will include programs and initiatives that are intended to be beneficial to area residents, property owners, businesses and visitors within the Redevelopment Area as well as within the region.

Financial Considerations

While tax increment financing is the single source of CRA revenue enabled through state legislation, it is anticipated in most cases that a variety of funding sources will be strategically assembled to meet the overall redevelopment objectives and initiatives identified in this Plan. When used in conjunction with these other means

of funding or financing, tax increment, in effect, is capable of leveraging dollars which might not otherwise be available.

Capital Improvement Plan and Preliminary Costs

This section presents an initial work plan based on redevelopment objectives, initiatives and capital projects described within this Redevelopment Plan. The identified projects represent capital improvement necessary to realize the objectives contained in this Plan and are meant to be examples of the types of projects to be undertaken within the Redevelopment Area. As new opportunities arise, and budgets, funding, and strategic planning gets refined, the projects to be implemented and the sequence for implementation may change. The projects listed are those given a priority that reflects practical and logistical efforts required to achieve the desired results at this point in time. Specific activities will be planned and detailed through annual strategic planning initiatives coordinated by the CRA.

On-going programs that support the redevelopment objectives and initiatives identified in this Plan are not referenced in this section, since they are not capital projects. Additional projects that serve to implement the objectives of this Redevelopment Plan are anticipated. This preliminary work plan may be reviewed and formalized annually as part of CRA strategic planning and/or in conjunction with the City of Gainesville’s capital improvements process.

The costs included in this section are primarily based on past experiences and knowledge of similar projects. The cost estimates are considered to be conservative and the information should be used for general purposes only. Additionally, it should be noted that this information represents educated assumptions regarding both project scopes and cost estimations *at the time of this Plan’s writing*. As individual projects move from conceptual activities to definite initiatives, each must undergo refining and contemporary and project-specific cost estimations and budgeting, because both project scopes and costs will likely vary from the information shown in the table below.

Additionally, it should be noted that the CRA may not bear the full cost burden for capital projects, particularly those projects which occur on public property and/or in the public right-of-way. The CRA may choose to partner with other public agencies such as Gainesville Regional Utilities, the City of Gainesville, and other groups (both public and private) pursuing capital improvements projects within the Redevelopment Area. In such instances, it is envisioned that the CRA would fund the incremental cost for portions of the capital improvements related to redevelopment and to CRA goals. For example, if roadway improvements are planned, the CRA may choose to provide funding to allow for CRA lighting fixtures/streetscapes as opposed to the standard lighting fixtures, or when utilities/infrastructure improvements are initiated, the CRA may pay the incremental cost to install oversize facilities that will have the capacity to accommodate future redevelopment. In these instances, costs will be evaluated on a project-by-project basis.

Table 1 – Examples of Candidate Projects and Order of Magnitude Costs

Downtown Redevelopment Area Candidate Projects List		
NAME OF IMPROVEMENT	DESCRIPTION	ESTIMATED COSTS
Infrastructure and Utilities		
Stormwater	Pipes, ponds, and structures	Project specific

Innovative Stormwater techniques	Master parks, linear basins, rain gardens, modular wetlands, etc.	\$60,000 per acre
Water/Wastewater	Pipes and structures	\$20/linear ft
Utilities	Electric communications, other utilities	\$20/linear ft
Parks	Active and passive parks/recreational facilities	\$140,000/acre
Roadways & Transportation		
Streetscaping	Upgraded brick sidewalks, underground utilities, decorative lighting fixtures, etc	\$600/linear ft
Bike lanes	4' lane at edge of driving lane	\$5/linear ft
Sidewalks	Concrete sidewalks of various widths	\$30/linear ft
Off-road bike paths and Rail Trails	Basic 6-ft path, cost does not include street furniture	\$10/linear ft
Street trees	Street trees - various species	\$350/tree
Landscaping	Misc. landscaping and plantings as needed	\$600 per 100 sq. ft
Decorative lighting fixtures	Upgrade to high-quality lighting fixtures for both aesthetic and functional purposes	\$5500/fixture
Street furniture	Benches, trash bins, bicycle racks, transit shelters, other street furnishings as needed	Fixture specific; \$200 - \$6000 per fixture; up to \$20,000 per transit shelter
Signage	Introductory, directional, identification, location, and wayfinding and other signage as needed	\$2200 - \$4400 per sign
Land Assembly & Development		
Land Acquisition	Property acquisition for redevelopment purposes	Up to approx. \$750,000 per acre
Real Estate Development	Partnerships with the public and/or private sectors, or the CRA acting as developer	Project specific

Implementation of the Redevelopment Plan

Redevelopment Trust Fund

The annual funding of the Downtown Redevelopment trust Fund will result from additional incremental taxes collected in the Redevelopment Area by Alachua County and the City of Gainesville. Such increment will be determined annually in an amount equal to 95 percent of the difference between:

- (1) The amount of ad valorem taxes levied each year by the County, exclusive of any amount from any debt service millage, on taxable real property contained within the geographic boundaries of the Redevelopment Area; and
- (2) The ad valorem taxes which would have been produced by the rates upon which the tax is levied each year by or for the City and the County, exclusive of any debt service millage, upon the total assessed value of the taxable real property in the Redevelopment Area as shown upon the most recent assessment roll used in connection with the taxation of such property by the City and the County prior to the effective date of the ordinance providing for the funding of the trust fund.

To clarify, when a redevelopment area is established, the then current assessed values of the property within the redevelopment area are designated as the base year value. In each subsequent year, the CRA receives 95% of the taxes generated by any increase in assessed values (this is commonly referred to as "tax increment.") In this way, the CRA is funded by increases in the value of property in the redevelopment area, not from an increase in taxes.

Duration of the Redevelopment Plan

The redevelopment initiatives and work described in this Redevelopment Plan funded through tax increment revenues must occur within 30 years after the fiscal year in which this plan, which supersedes and replaces previous plans, is approved or adopted, which is the time certain for completing all redevelopment financed by increment revenues.

Redevelopment Plan Modification

This Redevelopment Plan may be modified in a manner consistent with Florida Statutes 163.361. If the Gainesville Community Redevelopment Agency deems that the Downtown Redevelopment Plan be amended, it shall make a recommendation to the City of Gainesville.

Severability

If any provision of the Downtown Community Redevelopment Plan is held to be unconstitutional or otherwise legally infirm, such provisions shall not affect the remaining portions of this Plan.

Safeguards, Controls, Restrictions or Covenants

All CRA sponsored redevelopment activities undertaken in the Downtown Redevelopment Area must be consistent with this Plan, the City's Comprehensive Plan, and applicable land development regulations; all such redevelopment plans will undergo review by the CRA and other appropriate agencies.

Issues concerning restrictions on any property acquired for redevelopment purposes and then returned to use by the private sector will be addressed on a case-by-case basis to ensure that all activities necessary to perpetuate the redevelopment initiative are advanced in a manner consistent with this Plan and any amendment thereto. Such restrictions or controls may be in the form of covenants running with any land sold or leased for private use or other mechanism as appropriate.

Consistency with Other Plans

The Downtown Redevelopment Plan conforms to the City of Gainesville's Comprehensive Plan, which has been prepared by the local planning agency.

Every effort has been made to prepare the Downtown Community Redevelopment Plan consistently with the City of Gainesville's Comprehensive Plan; other plans, past studies, and reports done by or for the City of Gainesville have also been extensively reviewed for consistency.

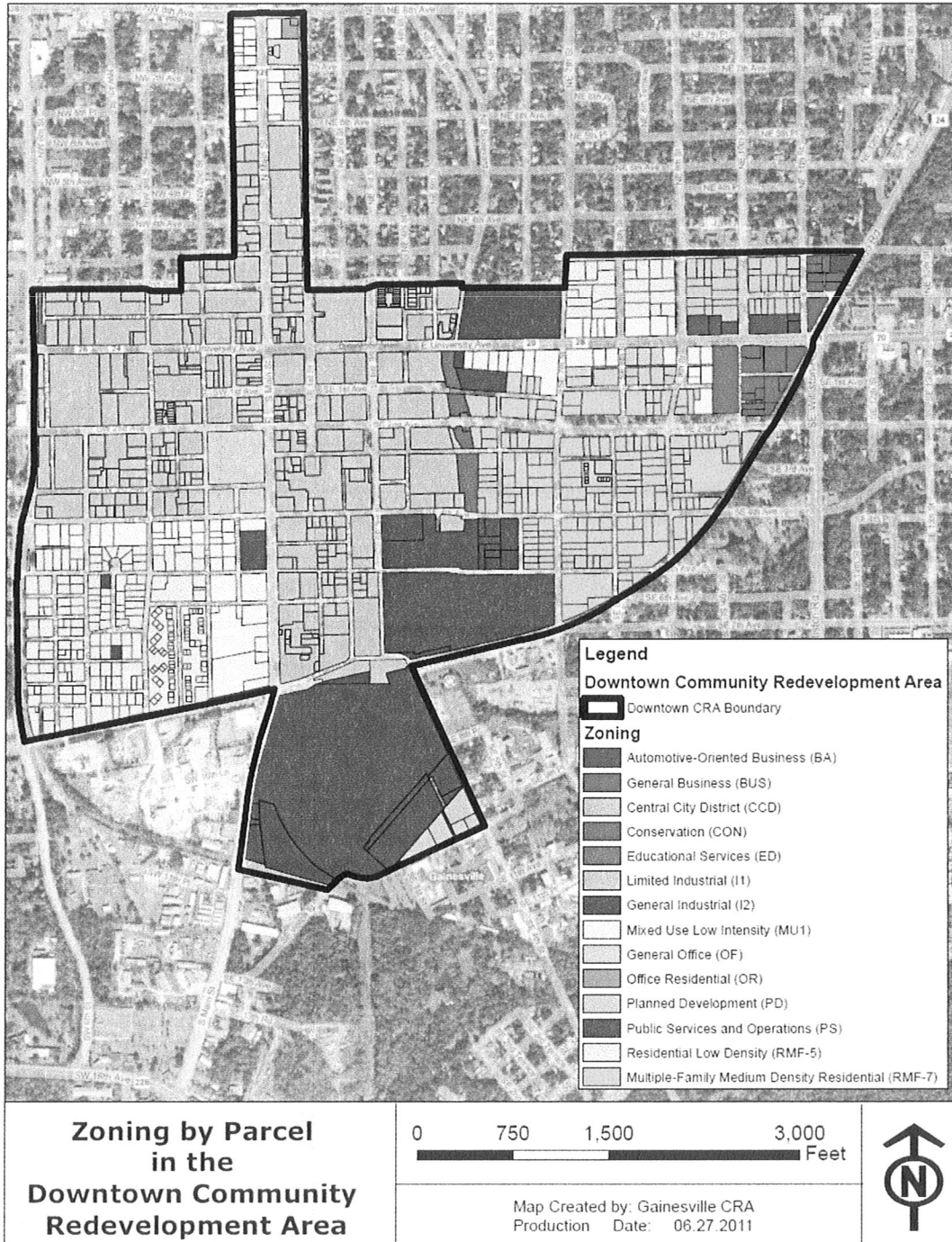
Conclusion

The Downtown Redevelopment Plan provides a framework for an economically, socially, and environmentally sustainable community. To realize effective redevelopment, community leaders, businesspersons, and residents alike must support the redevelopment objectives outlined in this Plan and continue to do so over time and changing administrations. Realization of the Plan is a 30-year, time certain effort and it is anticipated that the CRA will update/amend this policy document on a regular basis in order to keep the Redevelopment Plan focused and timely. The CRA may undertake an annual strategic planning program to focus and prioritize any activities and improvements within the Redevelopment Area.

**Appendix A: Maps and Legal Description of the Downtown Community
Redevelopment Area**

Maps

Figure 2 – Zoning Map: Downtown Redevelopment Area



*Note: Zoning regulations, encompass limitations such as the type, size, height, number, and propose use of buildings. These regulations are fully enumerated in the City of Gainesville Land Development Code.

Figure 3 – Land Use Map: Downtown Redevelopment Area

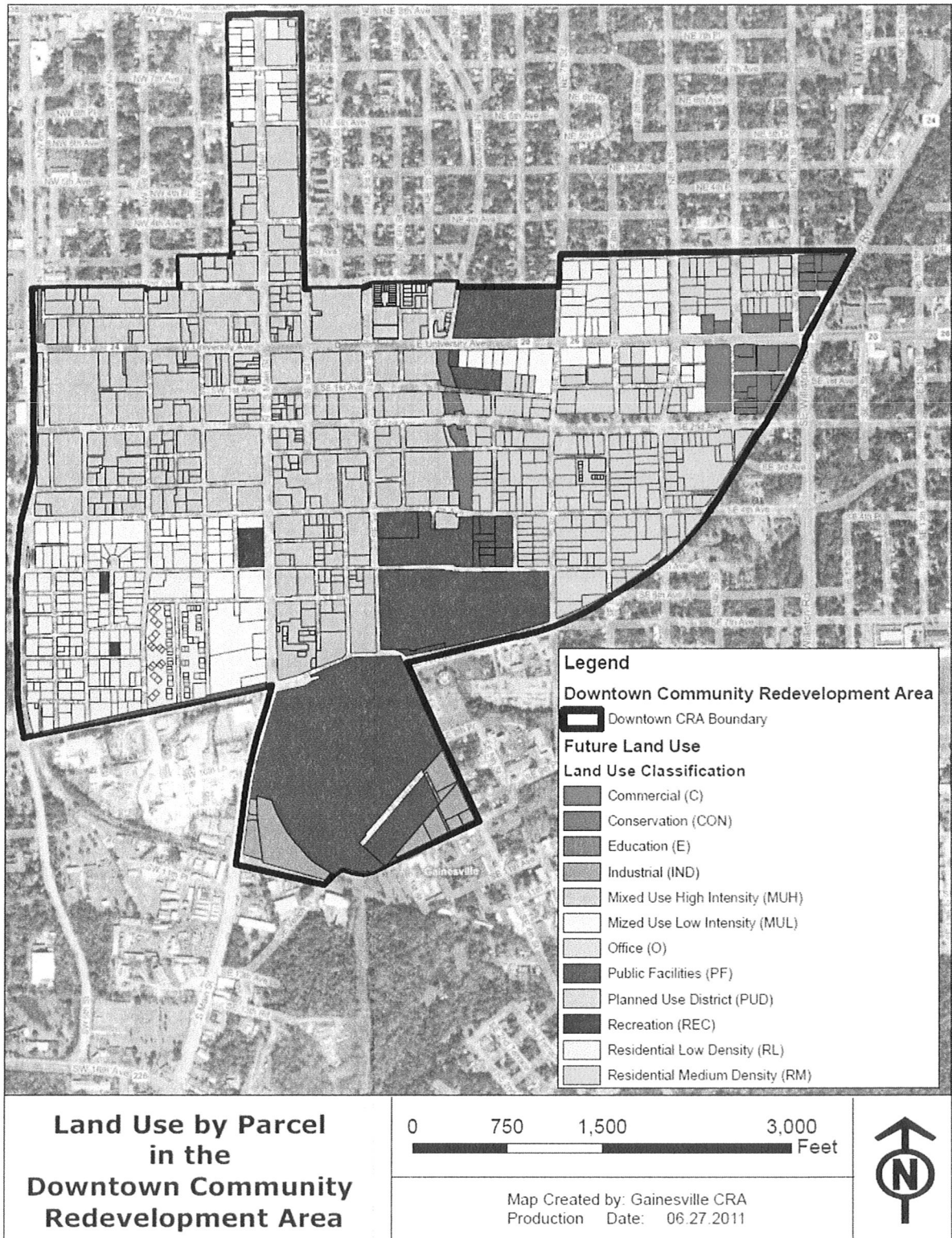
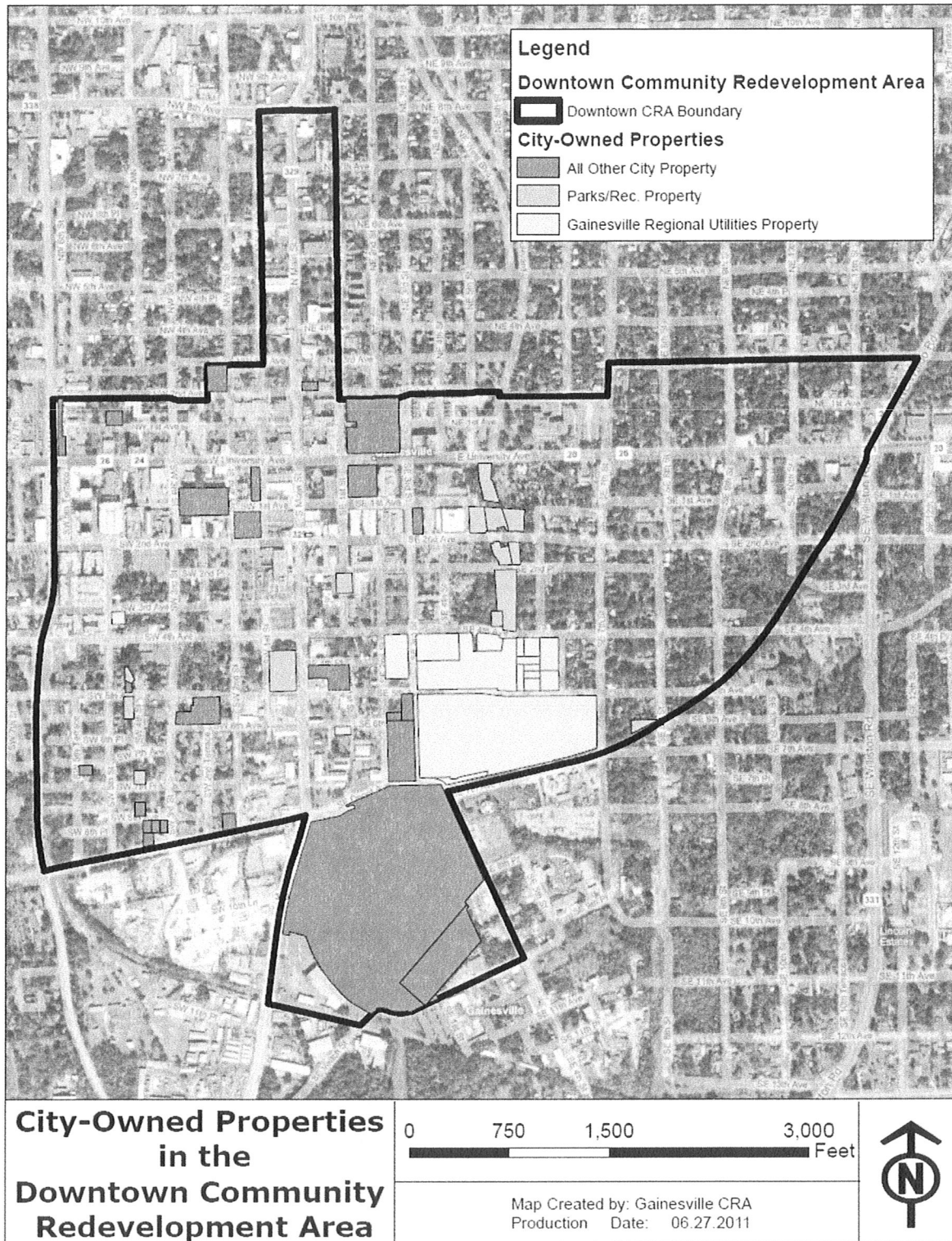


Figure 4 – Publicly Owned Property within the Downtown Redevelopment Area



*Note: It is envisioned that future public improvements within the Downtown Area will be located on publically-owned properties. In addition to the properties shown in Figure 4, public utility facilities and other improvements may also be located within public rights-of-way and/or utility easements throughout the Redevelopment Area.

Legal Description

Downtown Redevelopment Area:

The following is a legal description of a tract of land known as the Downtown Community Redevelopment Area, located within the City of Gainesville, Sections 4, 5, 8 and 9 of Township 10 south, Range 20 east, Alachua County, Florida being more particularly described as follows:

Beginning at the intersection of NW 1st Street and NW 8th Avenue proceed east on NW 8th Avenue to the centerline of NE 1st Street; thence south on NE 1st Street to the centerline of NE 2nd Avenue; thence east on NE 2nd Avenue to the centerline of NE 7th Street; thence north on NE 7th Street to the centerline of NE 3rd Avenue; thence east on NE 3rd Avenue to the centerline of Waldo Road; thence south on Waldo Road to the centerline of the Seaboard Coast Railroad right-of-way; thence southwest on the Seaboard Coast Railroad right-of-way to the centerline of SE 4th Street; thence southeast on SE 4th Street to the centerline of SE 10th Avenue; thence southwest on centerline of SE 10th Avenue to the centerline of SE 1st Street; thence southwest on SE Veitch Street to the western boundary of parcel 15706-001-000 according to the Alachua County Property Appraiser's records; thence south along the western boundary of 15706-001-000 to the centerline of SE 10th Avenue; thence west on SE 10th Avenue to the centerline of S Main Street; thence north on Main Street to the centerline of SW Depot Avenue; thence west on SW Depot Avenue to the centerline of SW 6th Street; thence north on SW 6th Street to the intersection of W University Avenue; thence north on NW 6th Street to the centerline of NW 2nd Avenue; thence east on NW 2nd Avenue to the west property line of parcel 14252-000-000 according to the Alachua County Property Appraiser's records; thence north on the west property line of parcel 14252-000-000 to the centerline of NW 3rd Avenue; thence east on NW 3rd Avenue to the centerline of NW 1st Street; thence north on NW 1st Street to the Point of Beginning; containing 490 acres more or less.