
Update to the Eastside Redevelopment Plan

4.19.2010



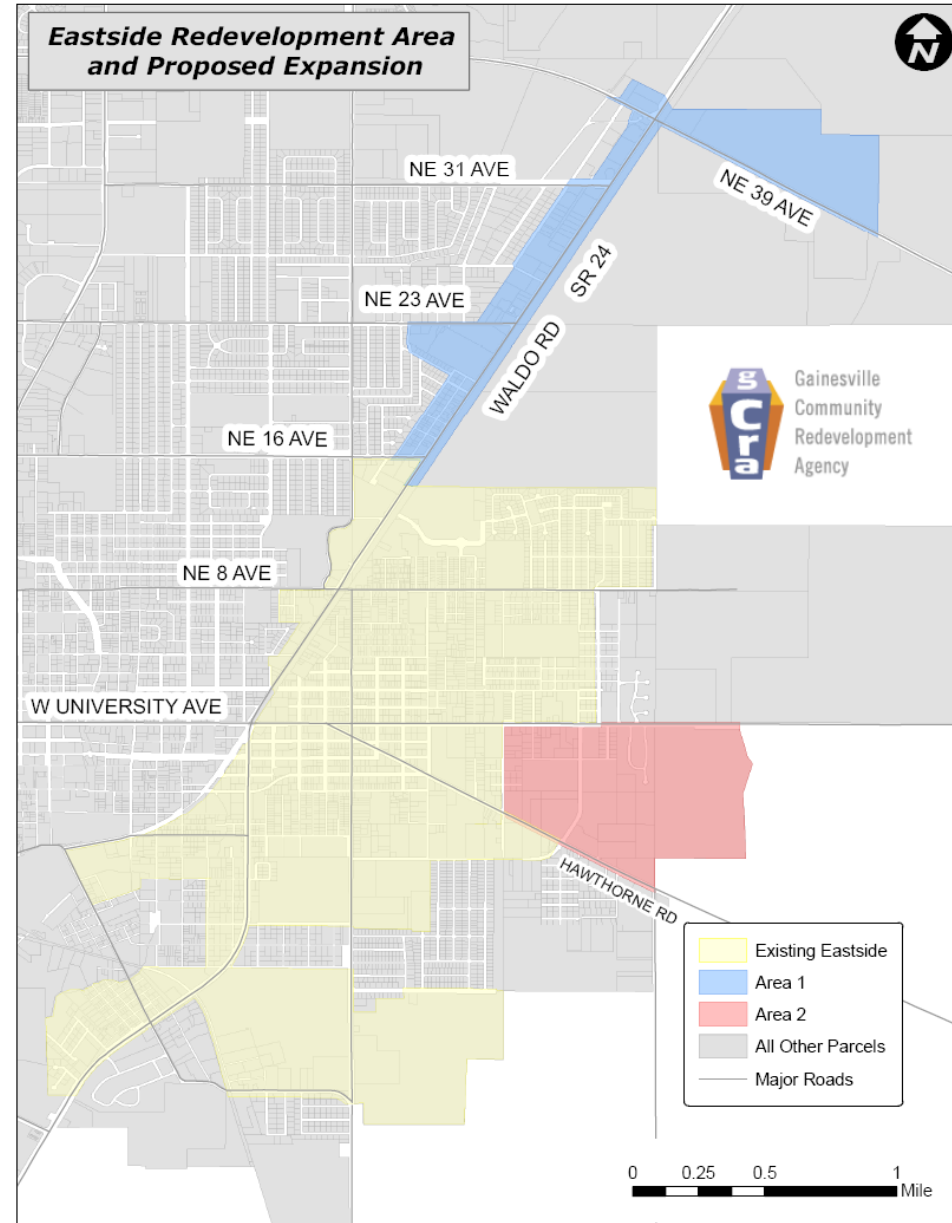
Redevelopment Plan – Background

- What is a Redevelopment Plan?
 - Describes Redevelopment Area boundaries and CRA policies to support and aid redevelopment
 - Guides all CRA activities within a Community Redevelopment Area
 - Describes the issues and opportunities within an Area
 - Serves as the blueprint for redevelopment
 - Addresses Area needs, overall goals, objectives, types of initiatives to pursue
 - Contains a list of strategies to achieve these goals
- All CRA initiatives in a Redevelopment Area must be supported by the Plan



Background – Eastside Boundary Expansion & Plan Update

- In 2009, City Commission considered blight studies and adopted resolutions finding blight in two areas adjacent to the existing Eastside Redevelopment Area
- CRA requested staff craft both boundary and text amendments to the Eastside Redevelopment Plan and work with ERAB to update the Plan
- Throughout 2009 and early 2010, CRA staff worked on a full text revision to the Eastside Redevelopment Plan
 - 2/4/2010: ERAB approved the draft Redevelopment Plan



Previous/Existing Eastside Redevelopment Plan

- Eastside Redevelopment Area established in 2001
 - A Redevelopment Plan was adopted that time, and amended in 2006 during the first expansion to the Area
- The document is lengthy, but it is not structured in a manner that maximizes its efficiency or utility in supporting robust redevelopment activity
- For these reasons, CRA staff worked with ERAB to restructure and rewrite the Redevelopment Plan in its entirety
 - Accommodates the propose boundary additions to the Eastside Redevelopment Area
 - Updated to address current issues
 - Positions the CRA to take a more proactive, results-oriented role in revitalizing the Eastside
 - Authorizes a more comprehensive, proactive approach to redevelopment



Proposed Changes

- Revised Plan provides a framework for redevelopment that is structured similarly to the award-winning FAPS Redevelopment Plan
 - Includes new concepts/tools, and restructures of many of the concepts from the previous Plan, and presenting them in a manner more conducive to redevelopment and project implementation
 - Increased focus on redevelopment, and the CRA's role pursuing redevelopment and economic development activities
 - Defines the CRA's role as proactive, action-oriented, and geared towards achieving meaningful results
 - Provides much greater detail, breadth than previous Plan
 - Comprehensively addresses redevelopment throughout the Area
 - Flexible enough to allow meaningful work on unforeseen challenges and opportunities
- Plan identifies a guiding principle for the Eastside Redevelopment Area
 - 8 Redevelopment Objectives to achieve this principle
 - Each Objective is supported by a series of Initiatives, which include strategies and types of projects to implement the Objective



Proposed Changes – Guiding Principle and Redevelopment Objectives

Guiding Principle:

The CRA is committed to improving the quality of life for all citizens of the Eastside 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 in which people are proud to invest and call home.

• Redevelopment Objectives:

- Economic Development and Innovation
- Commercial Activity
- Housing
- Infrastructure
- Urban Form
- Sustainability
- Sense of Community
- Funding, Financing, Management, and Promotion



Objective 1 – Economic Development

- CRA will support economic development in order to increase employment levels, raise the tax base, and improve the standards of living within the Redevelopment Area
- Goal is for Redevelopment Area to be economically self-sustaining in the long term
- Encourage investment in human capital through workforce development and educational programs
- Encourage private investment in industry and real estate; eliminate impediments and barriers to both public and private investment
- Examples of Economic Development initiatives:
 - Support development of knowledge and innovative technologies as tools to produce economic benefits
 - Work with industry to support job retention, job creation, job training, and talent development
 - Develop, implement, monitor and improve incentive programs
 - Assess public and private frameworks and bureaucracies which impact economic development and coordinate with other bodies as appropriate to identify/resolve impediments and barriers to economic development
 - Pursue initiatives such as property acquisition, land assembly, infrastructure improvements, job creation/retention, business retention/expansion, neighborhood development, small biz development, micro-lending, real estate development, marketing, etc.



Objective 2 – Commercial Activity

- Residents often have to leave Eastside to fulfill needs for goods, services, employment, etc.
- Identify opportunities and programs (public and private) to improve the commercial building stock, to support existing/new businesses, to bring a diverse grouping of business (retail, professional, service, and other commercial) opportunities to the community
- Examples of Commercial Activity initiatives:
 - 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
 - Support large and small scale commercial centers; support appropriate commercial/residential transitions and encourage a mixture of uses; support infill
 - Identify vacant/underutilized properties with the greatest potential for commercial redevelopment, and establish programs/tools to encourage redevelopment and to resolve issues (infrastructure, environmental, etc.) impacting commercial viability
 - Assess LDC and other relevant regulations/procedures to determine if regulatory changes could facilitate infill commercial or mixed-use goals; coordinate with the City as needed to facilitate increased levels of redevelopment and proper development review regulations



Objective 3 - Housing

- Explore public and private options to improve the residential building stock and to provide safe, well designed, high quality housing at a both market-rate and workforce price points
- Support infill housing; encourage reinvestment in existing neighborhoods
- Support diverse housing stock that provides livable, quality options for renters and homeowners at all price points

- Examples of Housing initiatives
 - Provide design and/or other assistance for new residential development
 - Develop and utilize tools such as loans, down payment assistance, and work-equity assistance in order to assist with homeownership
 - Promote opportunities for vacant, run-down, or nonconforming lots in residential areas to transition into infill housing.
 - Acquire property, engage in real estate development, or otherwise assist in redevelopment of residential sites. CRA may pursue large and small scale initiatives, including “model block” initiatives
 - Assist with incentives, infrastructure costs, land assembly, disposition and/or land cost write-down, stormwater assistance, density bonuses, and other means to encourage quality residential development and mixed-income communities



Objective 4 - Infrastructure

- Infrastructure and utilities are deficient or non-existent in portions of the Redevelopment Area
- Improvements will require increased coordination and/or new partnerships with GRU, PWD, and other applicable organizations
- Utilization of GIS and other technologies, and increased coordination of strategic planning across multiple organizations is needed to achieve and optimize meaningful improvements
- Examples of Infrastructure initiatives:
 - Encourage Area-wide infrastructure and utilities improvements; coordinate with both public and private sectors. Initiatives may include upgrades to existing infrastructure or totally new facilities such as water, wastewater, stormwater, gas, electricity, high-speed communications, lighting, roadways, sidewalks, curb /gutter, drainage
 - Coordinate with the City, GRU, and other agencies in order to encourage the provision of basic levels of service to all properties within the Redevelopment Area. Coordinate with street upgrades and other ROW improvements whenever possible
 - Improve accessibility by reconnecting the street grid
 - Improve relationships with utility providers with the goal of spreading equity of services within the Eastside at levels comparable to other parts of the City. Pursue coordination of strategic plans and capital improvements
 - 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



Objective 5 – Urban Form

- Quality of life is expressed through visual characteristics
- Public realm and private property contribute to Eastside's viability and its ability to attract new investment
- CRA will support public and private improvements
- CRA should better understand regulations and procedures impacting the built environment
 - Coordinate with City, GRU, other agencies to resolve code conflicts and institutional barriers that can contribute to an undesirable built environment
- Examples of Urban Form initiatives
 - Encourage an interconnected street grid, 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 beautification features throughout the district, particularly at key entry points , major corridors, and other highly prominent locations that have heightened visibility/ability to change perceptions about eastern Gainesville and spur additional reinvestment
 - Create incentives to encourage better design and/or higher quality construction materials
 - Support the public realm. Encourage investment along corridors, in the right-of-way, in parks, in plazas, and in other public places.



Objective 6 – Sustainability

- While redevelopment's primary focus is encouraging new economic opportunities, high quality projects will be respectful of environmental resources.
- Green building practices and the use of new technology are encouraged
- Attention to the environmental, social, economic, and cultural well-being of the Redevelopment Area is very important in ensuring the long term sustainability of the community.

- Examples of Sustainability initiatives:
 - Encourage thoughtful development of wetlands, headwaters, or other sensitive environmental lands. Tools such as incentives, conservation easements, cluster development, density bonuses, etc. may help in accommodating new development while protecting environmental resources
 - Consider the full life-cycle impacts of materials and techniques when evaluating environmental technologies
 - 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, agriculture, etc.
 - 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, etc. may provide useful standards for achieving energy efficient design



Objective 7 – Sense of Community

- Community pride and identity are important to the health of the Redevelopment Area
- Improvements to the built environment provide opportunity to engage citizens and renew and promote a sense of pride into the community.
- Eastside should be redeveloped as a modern, inclusive community that welcomes diversity and innovation, while also being respectful of the past.
- Examples of Sense of Community initiatives:
 - Improve community identity through public artwork, marketing, and other activities
 - Pursue maintenance and upkeep activities
 - Support important historic or cultural amenities in the Redevelopment Area
 - Develop and market CRA redevelopment initiatives as high-profile “signature” projects that can promote eastern Gainesville and instill civic pride



Objective 8 – Funding, Financing, Mgt, & Promotion

- Creative, efficient, practical and equitable funding and financing mechanisms to properly implement this Plan
- It is perceived that these initiatives will be tied to the tax increment dollars, additionally, CRA may also explore outside funding opportunities such as tax credits, loan funds, grants, etc.
- 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
- Examples of initiatives:
 - Conduct periodic strategic planning to identify priority initiatives and create work plans from which the CRA can fund and implement budgets
 - Offer incentive programs for redevelopment projects within the Area. Develop programs and identify opportunities for public-private partnerships within the Redevelopment Area.
 - Identify and secure all feasible sources of funding to support the redevelopment initiatives described in this Plan.
 - Encourage reinvestment in the Area by conducting research/studies and maintaining a thorough, up-to-date understanding of the Area.



Fiscal Note & Staff Recommendation

- Fiscal Note:
 - None at this time
 - Revised Plan completed by CRA staff
 - Special thanks to GIS Section of the City of Gainesville PWD for assistance processing/analyzing spatial data and mapping
- Recommendation:
 - Approve the updated Eastside Redevelopment Plan, which has been amended in its entirety ,subject to approval as to form and legality
 - Recommend the City Commission hold a public hearing to adopt the amended Eastside Redevelopment Plan



Next Steps

Should the CRA recommend City Commission adopts the amended Plan:

- CRA will provide notification to taxing authorities that the CRA Board has approved Redevelopment Plan amendments which include modifying the boundaries of a Redevelopment Area, and that the CRA is recommending the City Commission also approve these changes.
- Alachua County will then have a 30-day window in which to notify CRA and City if the County has competing policy goals and plans for the public funds the County would be required to deposit to the community redevelopment trust fund under the proposed modification to the Redevelopment Plan.
 - If such notice is provided, a joint City/County Commission will be held to discuss the proposed modifications.
- City Commission will hold a meeting to adopt the amended Redevelopment Plan, and to request the City Attorney prepare ordinances redefining the legal description of the Redevelopment Area and defining the base value for tax increment calculations.
- The City Commission will then hold meetings to adopt ordinances related to CRA boundaries and ordinances related to the tax increment base value for newly established CRA areas.

