

City of Gainesville

City Hall
200 East University Avenue
Gainesville, Florida 32601



Meeting Agenda

July 20, 2021

5:30 PM

Hybrid Meeting

GRU Multipurpose Room

Gainesville Community Reinvestment Area Advisory Board

Jason Atkins-Tuffs

K. Richard Blount

Carrie Bush

Linda Dixon

Evelyn Foxx

Armando Grundy-Gomes

Jacob Ihde

Christopher Merritt

Jason Mitchell

Warren Nielsen

Michael Palmer

Bradley Pollitt - Chair

Stephanie Seawright – Vice Chair

Jessica Turner-Evans

Joakim Nordqvist

If you have a disability and need an accommodation in order to participate in this meeting, please contact the Office of Equal Opportunity at (352) 334-5051 at least two business days in advance. TTY (Text Telephone Telecommunication Device) users please call 711 (Florida Relay Service). For Speech to Speech (STS) relay, please call 1-877-955-5334. For STS Spanish relay, please call 1-877-955-8773. For STS French Creole relay, please call 1-877-955-8707.

CALL TO ORDER

ROLL CALL

ADOPTION OF THE AGENDA

APPROVAL OF MINUTES

COMMUNICATIONS

Chair's Report

Director's Report

Staff Report

CONSENT ITEMS

[210167.](#)

GCRA Housing Initiatives Update

Explanation: The GCRA is releasing five new housing programs in late summer/early fall of 2021. Each of these programs is a piece of a comprehensive strategy towards the objectives to implement housing initiatives to meet the GCRA's goal of maintaining the culture and population of District neighborhoods.

The Programs' offerings are as follows:

- 1. My Neighborhood Grant Program: Offers \$25,000 to former neighborhood residents to welcome them back to purchase a home or lot. Eligible neighborhoods include: Cedar Grove II, Duval, Fifth Avenue, North Lincoln Heights, Pleasant Street, Porters, Springhill and Sugarhill.*
- 2. Neighborhood Paint Program: Provides free pressure washing and painting services to the exterior of single-family residential homes. Eligible neighborhoods include: Duval, Fifth Avenue, Pleasant Street, Porters, Springhill and Sugarhill.*
- 3. Heirs Property Program: Offers free probate legal assistance to heirs' property owners to clear the title to their homes. The program is offered district-wide.*
- 4. GCRA/CWC Partnership: The GCRA and Community Weatherization Coalition are partnering to offer home energy tune-ups and more permanent home energy upgrades to homeowners, renters, and lessors. The program is offered district-wide and awards are based on needs identified through the CWC's Home Energy Tune-Up Program.*

5. *Historic Home Stabilization Program: Proposed program offers funding for structural improvements to historic homes to resolve code violations and dangerous conditions. The Program is offered for contributing structures to Gainesville's historic districts within the GCRA District boundary.*

GCRA staff is preparing a marketing plan to educate District Neighbors about these opportunities. To inform the community, GCRA staff will attend neighborhood association meetings and host community workshops to help interested applicants apply. Neighborhood members will be sent postcards through the mail, and brochures will be distributed at community centers. A press release will be sent out to news outlets, information will be posted online and through social media, and an advertisement will be broadcasted through TV and radio.

Fiscal Note: As these are all pilot programs, the GCRA has committed to reviewing the efficacy of the program and any suggested changes will be brought back prior to the first year anniversary of the program.

The My Neighborhood Grant and Heirs Property Programs have \$400,000 budgeted for FY21 from Unit W001 - Model Block and Attainable Housing Strategies. The Neighborhood Paint Program and GCRA/CWC Partnership have \$72,000 budgeted for FY21 from Unit W022 - Residential Improvement Programs. The proposed Historic Home Stabilization Grant Program will also use funds from Unit W022 unless the approved application is located in the former College Park/University Heights CRA District where TIF funds remain. Budget adjustments to these units will be made for FY22.

RECOMMENDATION

GCRA Director to GCRA Advisory Board: Receive update from Staff

BUSINESS DISCUSSION ITEMS

[201144.](#)

Historic Home Stabilization Grant Program (B)

Explanation: The proposed Historic Home Stabilization Grant Program is part of a forthcoming suite of five housing programs the GCRA will implement. The goal of these programs is to stabilize neighborhoods through maintaining the population and culture of GCRA communities, as described in the GCRA 10 Year Reinvestment Plan.

The Historic Home Stabilization Grant Program would provide grant funds to recipients to repair historic homes that have code violations or are deemed "dangerous" (Article Two, Section 13 and Section 16 respectively) per the City's Code of Ordinances. The program begins to address this issue by preserving the original character-defining architectural elements of a neighborhood and preventing the demolition of single-family homes.

Funding is provided for projects that resolve minor or major housing violations and dangerous conditions. Examples of eligible projects include roofing, structural repairs, electrical, and plumbing. Recipients are eligible for up to 50% of the total estimated project costs after the improvements have been completed, passed required inspections and proper invoicing and backup is submitted for payment and approved by the GCRA Project Manager.

Strategic Connection: This item is connected to Goal 3: A Great Place to Live and Experience in the City's Strategic Plan. An objective of this goal is to increase affordable housing opportunities for all neighbors.

Fiscal Note: \$100,000 is being budgeted for this program from GCRA Funds for FY2022. If any eligible homes are located within the University Heights Historic Districts; Staff will recommend utilizing remaining tax increment funds from the former College Park University Heights CRA district. As this is a pilot program, the GCRA has committed to reviewing the efficacy of the program and any suggested changes will be brought back prior to the first year anniversary of the program.

RECOMMENDATION

GCRA Director to GCRA Advisory Board: Hear a presentation on the proposed Historic Home Stabilization Grant Program; and approve the Historic Home Stabilization Grant Program as presented or modified, subject to the approval of the City Attorney as to form and legality.

[201144_A_Historic_home_stabilization_presentation.pdf](#)

[201144_B_Historic_Home_Stabilization_Program_Draft.pdf](#)

[210166.](#)

Heartwood Update (B)

Explanation: Since the last update given to the Advisory Board on June 15, 2021, the Heartwood team has been ramping up the marketing and also held a "Neighborhood Drive-thru and Open House" on June 16, 2021. The event was a success with over 100 people in attendance either touring the model home or simply driving through the neighborhood.

Wednesday, June 30, 2021 was Heartwood's "Sales Day." Potential Buyers were instructed to access the applications via the Heartwood website at www.heartwoodgnv.com <<http://www.heartwoodgnv.com>>. As of July 8, 2021 a total of seven applications were received for the Showcase homes and a total of 23 for the homes with Dreams2Reality financing. In today's meeting GCRA Staff will provide an update on the Heartwood Neighborhood development and what to expect in the coming months. Keller Williams Team Dynamo will also give an update to the Board as the Neighborhood's Sales Team.

Fiscal Note: None

RECOMMENDATION

*GCRA Director to GCRA Advisory Board: Hear
update from Staff*

[210166_Heartwood Update Presentation July GCRAAB.pdf](#)

PUBLIC COMMENT

MEMBER COMMENT

NEXT MEETING DATE

ADJOURNMENT