

City of Gainesville

City Hall
200 East University Avenue
Gainesville, Florida 32601



Meeting Agenda

November 16, 2021

5:30 PM

GRU Multipurpose Room

Gainesville Community Reinvestment Area Advisory Board

Evelyn Foxx

Jacob Ihde

Jason Mitchell

Michael Palmer

Stephanie Seawright – Vice Chair

Joakim Nordqvist

Kali Blount

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 AGENDA

[210582.](#)

Heartwood Update (NB)

Explanation: As of November 2, 2021, two Showcase and ten Dreams2Reality Purchase and Sales Agreements (PSA's) have been fully executed and are pending execution of construction contracts. Construction contracts must be fully executed within 30 days of the execution of the PSA and the deadline for construction completion is within nine months of the executed construction contract.

On October 21, 2021, the City Commission approved for the GCRA to repay the General Fund for the 23 market rate lots, referred to as "Showcase" lots, in the Heartwood neighborhood. The two remaining Showcase PSA's are being amended to reflect the conveyance of the lots.

[210606.](#)

GCRA Housing Programs Update (NB)

Explanation: The GCRA will release a suite of five housing-related programs in FY22. Each program is a piece of a comprehensive strategy addressing the Area's objectives to implement initiatives that directly benefit community members by maintaining the culture and population of an area. The 10 Year Reinvestment Plan outlines the housing objectives of the area to add new infill housing, improve existing homes in the district, and provide quality housing at different price points for renters and homeowners.

The suites of program offerings are as follows:

- 1. The My Neighborhood Grant Program offers a \$25,000 incentive forgivable loan to recipients who purchase a home or lot in a*

neighborhood which they grew up. Eligible neighborhoods include: Cedar Grove II, Duval, Fifth Avenue, North Lincoln Heights, Pleasant Street, Porters, Springhill and Sugarhill. This program was approved by the City Commission on August 5, 2021.

a. Update: The application window for this program will begin January 1.

2. The Neighborhood Paint Program provides free pressure washing and paint services to the exterior of single-family residential homes. Eligible neighborhoods include: Duval, Fifth Avenue, Pleasant Street, Porters, Springhill and Sugarhill.

a. Update: RFP for program has been posted. There will be three application periods open for specific neighborhoods in 2022. They will be as follows:

i. January 1-March 3: Greater Duval Neighborhoods

ii. April 30-June 30: Porters, Springhill, and Sugarhill Neighborhoods

iii. September 30-November 30: Fifth Avenue, and Pleasant Street Neighborhoods

3. The Heirs' Property Program offers free probate legal assistance to individuals with an heirs' property. The program is offered district-wide.

a. Update: Applications will be accepted on a rolling basis, and marketing for the program will begin by the end of November. Two contracts are pending for the awarded probate attorneys from the RFP.

4. The GCRA-CWC Partnership is an agreement between the GCRA and Community Weatherization Coalition (CWC) 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.

a. Update: GRU Attorney has asked that GRU and GCRA program be combined into a single contract. Staff is working to create a combined contract to execute with CWC.

5. The Historic Home Stabilization Program: Staff received feedback from the Board at the October Advisory Board meeting that requires further research. This program will be brought before the Board at a near future meeting.

GCRA staff is preparing a community outreach campaign to inform neighbors and local nonprofits about these housing programs, and encourage a "word-of-mouth" approach to spreading knowledge about the programs. The second objective of the campaign will be to have an in-person staff presence in the community to make it easy for residents to navigate the application process. Each program will be marketed through different avenues, depending on their reach and purpose. GCRA staff will attend neighborhood association meetings and host community workshops to help interested applicants apply.

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

[200908.](#)

The Infinity Line (NB)

Explanation: At the February 16, 2021 Gainesville Community Reinvestment Area Advisory Board meeting, Staff gave an update and presentation on the Infinity Line concept and proposed next steps.

Since then, Staff met with internal departments and state agencies to discuss the feasibility of the conceptual design. The Department of Transportation and Mobility did not support the concept due to it not being a transportation priority or addressing any current transportation goals. The Public Works Department (PWD) offered that the biggest hurdle is the Waldo Road corridor being part of a State system of truck traffic routes and a bypass to State Road 301. PWD also stated that there are policies and procedures around intersection control and that a City funded study could be performed to determine if the concept could meet FDOT requirements.

Lastly, the group discussed that this concept needs to have internal support to move forward. Transportation and Mobility does not see this being able to be included in the Transportation Improvement Plan (T.I.P.) currently, but is supportive to include in the updated M.T.P.O. Regional Bike and Pedestrian Master Plan. Staff has scheduled a meeting to discuss this with Transportation and Mobility and will return to the Board with an update once clear direction is received.

BUSINESS DISCUSSION ITEMS

[210605.](#)

GCRA Advisory Board Proposed Changes (NB)

Explanation: At the October 28, 2021 General Policy Committee meeting, the City Commission approved a motion to reduce the size of the GCRA Advisory Board from 15 to nine members, to reopen the application window for an additional two weeks, and to appoint the new and returning board members at the November 18, 2021 City Commission meeting.

The Clerk's office has reopened the application window through 11:59 p.m. on November 12, 2021. The 15 applications received thus far will also be considered.

[210448.](#)

GTEC Repositioning Update (B)

Explanation: The largest undertaking on the SE portion of the Reinvestment District is the redevelopment of the Gainesville Technology Enterprise Center (GTEC) area and the former Kennedy Homes site (Heartwood). The sites are located within a quarter mile of each other, about one mile from downtown Gainesville and two miles from the University of Florida. The 13.5-acre GTEC Area Master Plan site, now called "Cornerstone," is located between SE Hawthorne Road and SE 8th Avenue, and SE 20th

Street and SE 24th Street.

GTEC is located at 2153 SE Hawthorne Road on the Cornerstone site and now has a 20-year history in the Eastside Community. The GTEC Program has graduated a myriad of companies, yet many neighbors are unclear on who owns and operates the facility, what kind of companies “incubate” there and how it adds value to SE Gainesville.

As part of the former CRA’s transition to the Gainesville Community Reinvestment Area, GTEC remained a priority throughout community engagement and became one of the major GCRA projects in the 10-year Plan’s Economic Development Initiative. With a renewed focus, a single district reinvestment plan and a community focus on investing in the eastern portion of the District, the GCRA sold its facility on NW 5th Avenue and relocated to the GTEC building during 2020. GCRA was tasked with management of the facility and negotiating a contract extension with Santa Fe College for the programming and daily operations.

In today’s meeting GCRA Staff will share a brief history of the facility and Greenwood Consulting, Inc. will give an overview of their “GTEC Analysis and Recommendations” completed this fiscal year. Finally, GCRA Staff will make recommendations for moving this effort forward.

Fiscal Note: None

RECOMMENDATION

The GCRA Advisory Board hear a presentation from staff and consultant, and affirm the recommendations for next steps.

[210448_A_GTEC_Repositioning.pdf](#)

[210448_B_2011_GA_Tech_Gainesville_Technology_Enterprise_Center_Final.pdf](#)

[210448_C_2019_Walker_Building_Needs_Assessment_\(11-01-2019\)_1\).pdf](#)

[210448_D_2021_Greenwood_GTEC_Gainesville_Report_Final_0921_\(002\).pdf](#)

PUBLIC COMMENT

MEMBER COMMENT

NEXT MEETING DATE

Tuesday, December 14, 2021

ADJOURNMENT