

SEMINARY LANE: PROJECT UPDATE



CRA Board

May 18th, 2015

OVERVIEW

October 2014:

Gainesville Florida Housing Corporation, Inc. (GFHC) and Gainesville Housing Authority (GHA) boards **approved two alternative conceptual master plans** for the Seminary Lane properties.

February 2015:

FAPS and CRA Boards authorized CRA Executive Director to **execute an Option Agreement** with the GFHC.

April 2015:

Option Agreement was executed.

GHA and CRA staff **visit the Tampa Housing Authority** facilities.

THE TAMPA HOUSING AUTHORITY

An example of affordable housing redevelopment



MOSES WHITE ESTATES



- Affordable Housing
- 69 Residential Units
- Well Maintained
- High Quality





Self-sufficiency village

5 YEAR MAXIMUM LEASE

ASSIGNED COUNSELOR

WORKING TOWARD GOALS

REWARDED WITH QUALITY AND BEAUTY

QUALITY CONSTRUCTION AND AMENITIES



ENCORE!®

DOWNTOWN'S **TEMPO** DISTRICT





Key Factors To Success per THA

FUNDING

- Available for high-quality projects:
 - Grants
 - private-public partnerships
- Assess potential funding before/during early design stages to estimate project budget
- Use professional grant writers if needed

HIGH QUALITY PRODUCT

- Essential for mixed income developments
- Contribute to community sense of pride and ownership

Key Factors To Success per THA

SHARED AMENITIES, EVENTS AND ACTIVITIES

- The Place to meet
- Sustain and increase sense of community

CHARACTER AND BRANDING

- Connect to the site roots
- Holistic branding

EXCELLENT PROPERTY MANAGEMENT

- Monitor leasing and resident programs
- On-going maintenance

What else?

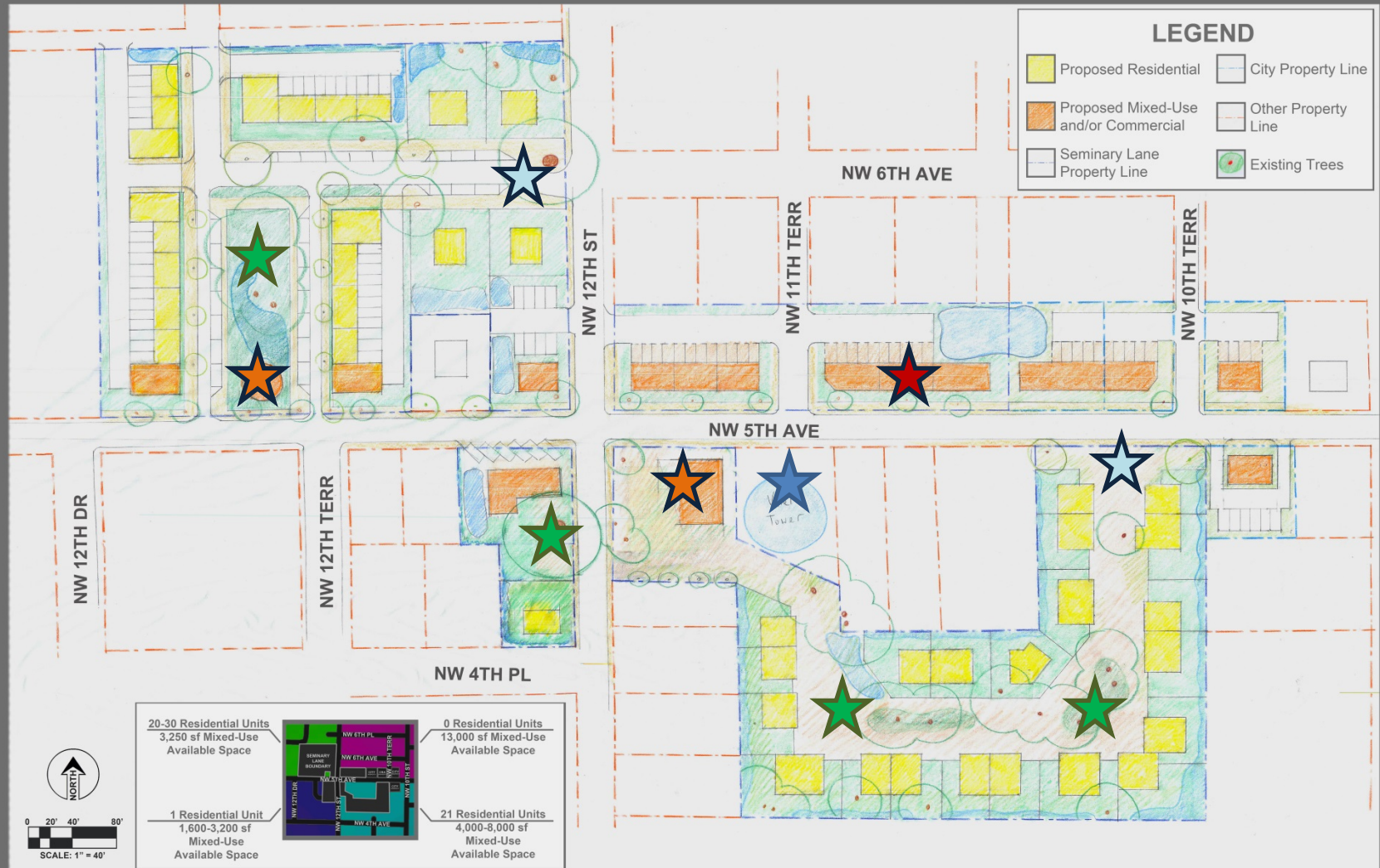
Think Big!

SET AN EXAMPLE.

Implications to Seminary Lane

MASTER PLAN A

SEMINARY LANE



What's now, and what's next

- ✓ Option Agreement – Executed
- ✓ Two Conceptual Master Plan Layouts - Approved
- ✓ Great Team and Work Relations
- ☐ Funding Assessment and Seeking Partnerships
- ☐ Mixed Income Strategy
- ☐ Property Management Strategy
- ☐ Design Team Hiring
- ☐ Community Involvement
- ☐ Branding Team Hiring

RECOMMENDATION

CRA Executive Director to CRA Board:

Receive presentation and provide feedback.