



# GAINESVILLE CRA WORKPLAN UPDATE

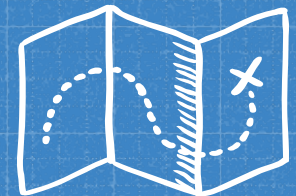
City Hall + June 15, 2015



# QUESTIONS WE ASKED OURSELVES:

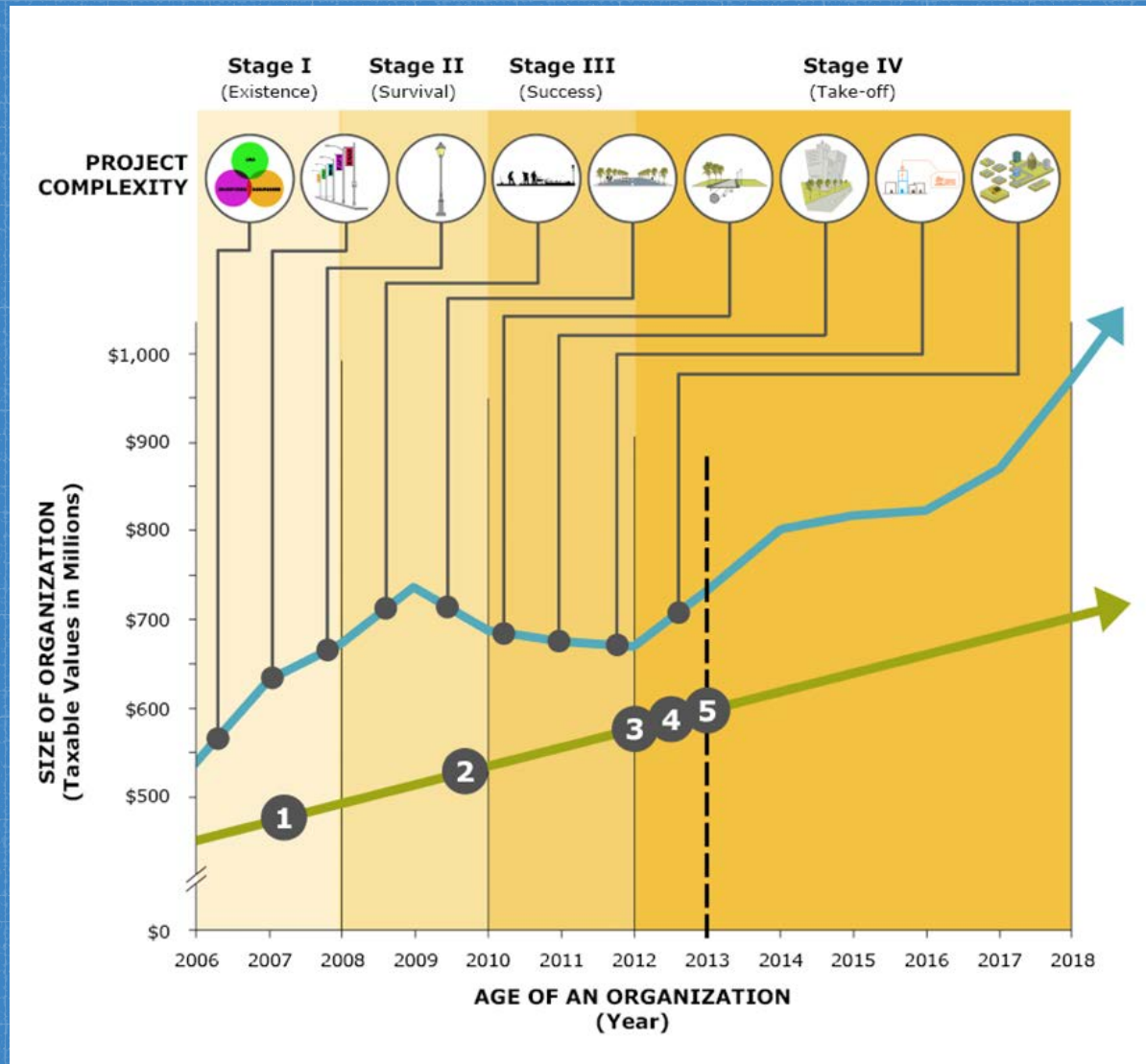
## How do we get out of this business?

- Why do our redevelopment areas exist?
- If slum and blight is a symptom, what is the problem?
- Is our work solving the problem or are we addressing the symptoms?
- What can we do better to identify and understand the problems we are trying to solve?
- What can we do better to solve the problems?
- What will success look like?



*Rule #3: ask the last question first.*





Where Have We Been? Where Are We Going?



# WHAT DID WE LEARN?



- **What We Do Best?**

- *Create and inspire* – CRA is in the “creativity business”
- *Get things done* – CRA are “efficiency entrepreneurs”

- **What We Need More Of...?**

- **Simplify Solutions**

*Access* – Make it easier to live here, work here and do business here

*Opportunities* – Accessible to those who want us AND those who need us

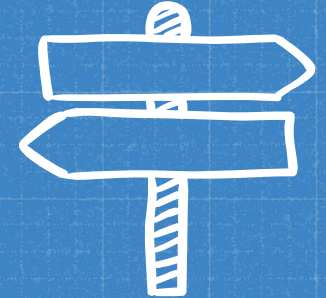
- **Make Connections**

*Community* – Facilitate change through community engagement and asking/addressing the conversations that might not happen otherwise

*Collaboration* – Empower, leverage and act as mediator between stakeholders all investing in Gainesville’s future



# WHAT DID WE LEARN?



- **What Are The Challenges?**

- Mission Creep
- Competing Priorities (Internal and External)
- Strength is our Greatest Weakness (Adaptability & Resolve)
- Economic Disparity
- No district is “one size fits all”

- **What's Next?**

- CRA as a Platform (Connecting, Providing Access, Getting Stuff Done)
- Getting the Community Back into Redevelopment
- Align Ourselves via “Systems Approach” to Organizational Change
- Priorities?
- Approach Problem Solving Through “Design Thinking” (Process Strategies, Project Approach, Advisory Board Structure/Engagement, Office Structure)
- Good things are happening (i2) but are we leveraging in other districts?





# **COMMUNITY INITIATIVES**

**ADMINISTRATION**

**MAINTENANCE &  
PROPERTY  
MANAGEMENT**

**PLANNING**

**NEW  
STORY**





## SIMPLICITY IS THE NEW CURRENCY...

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“In a world that’s complicated... simpler is really the right thing to do.” —Alan Webber



# STRATEGIC PLANNING → BUDGET → WORKPLAN

The Workplan reflects....

- The thinking and values discussed during **FY14 Strategic Planning**
- Focused efforts on an endorsed list of **Community Initiatives**
- On-going **Community Partnership** initiatives
- Augmentation of **Community Engagement**
- **Efficiency** changes including the strategic deployment of CRA staff, customer service improvements, budget streamlining, and increased transparency
- **Transitioning** non-CRA related activities

**CRA WORKPLAN 2014**

ACTIVITY	PLAN START	PLAN END	PROJECT MANAGER	Fiscal Year 2014				
				Jan	Feb	Mar	Apr	May
<b>GTEC</b>								
SFC Management Agreement	1	2						
Transition OIM to SFC	2	3	LYNN					
Lead entitlements	1	4	LYNN					
GTEC Master Plan & Site Plan Permitting	1	2	SARIT					
Community Workgroup Kick-Off Meeting	3	7	SARIT					
City Commission Final Approval	2	1	SARIT					
Phase I construction documents	10	1	MALCOLM/SARIT					
Branding and Marketing	10	4	SARIT					
Linear Park contract	12	4	SARIT					
Linear Park planning & design	3	7	SARIT					
	7	1	TBD					
	8	6	TBD					
<b>KENNEDY HOMES</b>								
Kennedy Master Plan contract	1	2						
Community Workgroup Kick-Off Meeting	2	1	MALCOLM					
Kennedy Master Plan & Site Plan Permit	3	7	MALCOLM					
Phase I construction documents	3	4	MALCOLM					
Branding and Marketing	12	4	MALCOLM					
Readiness Connections strategy	3	7	TBD					
	1	12	TBD					
<b>POWER DISTRICT</b>								
Finalize Redevelopment Plan	1	2						
Reopening & Landlords	3	4	ANDREW					
GRU Property Disposition Policy & MOU	3	3	TBD					
Infrastructure & Development Analysis	3	6	LYNN					
Cost/benefit assessments	3	6	ANDREW					
Building assessments	3	6	ANDREW					
Project Identification & Prioritization	3	3	LYNN					
<b>DEPOT PARK</b>								
PWD Coordination	1	3	DIANE					
City/CDDs Master Agreement	1	3	LYNN					
CDDs Master Design Coordination	1	3	DIANE					
Phase II Construction Documents	1	3	DIANE					
Construction Management Procurement	1	3	DIANE					
Phase II Construction	3	3	CINDI					
Phase II Construction Contract - GMP Approval	10	12	DIANE					
<b>DEPOT BUILDING</b>								
Building OIM	1	21	LINDSEY					
Retail programming	10	12	LYNN					
Floorplate programming	10	12	TBD					
<b>DOWNTOWN PLAZA</b>								
Phase I Design Contract	1	2	SARAH					
Phase I Design & Permitting	3	7	SARAH					
Phase I CM - GMP Approval	10	1	SARAH					
Phase I Construction	7	6	SARAH					
Retail business recruitment	3	7	LYNN					



# WORKPLAN STRUCTURE

## COMMUNITY INITIATIVES

CRA's primary objectives for resource allocations

## COMMUNITY PARTNERSHIPS

Augmentation and leveraging of CRA resources by community led projects

## COMMUNITY ENGAGEMENT

New community engagement strategies to be developed during FY 2014

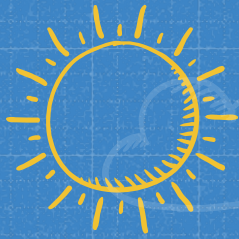
## EFFICIENCIES

Administrative and process functions to be accomplished in order to implement the Workplan

## TRANSITIONAL ACTIVITIES

Activities planned to transition from the CRA office to other entities

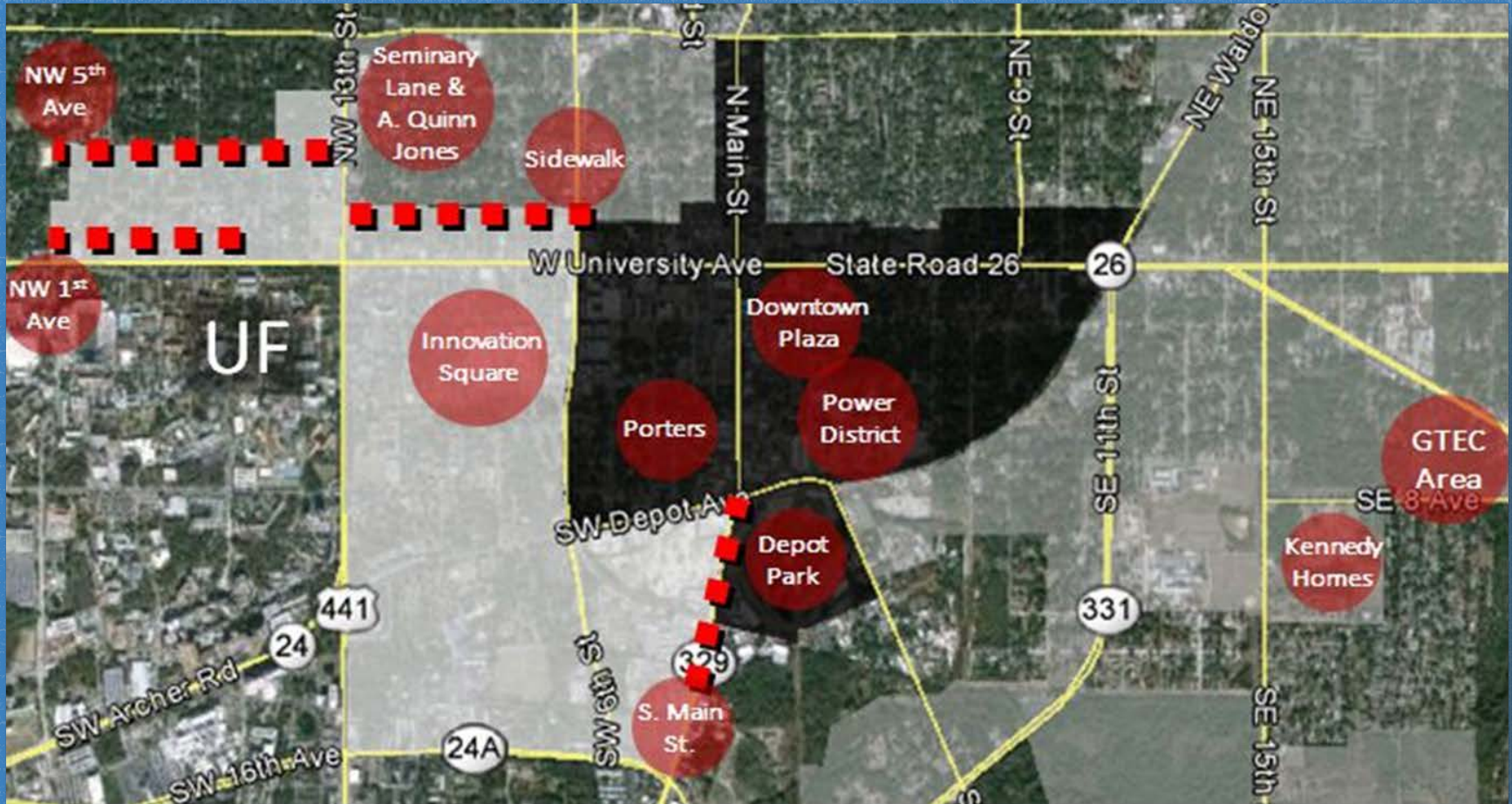




# WORKPLAN PHILOSOPHY

- Living document
- Our annual “roadmap”
- Goal-setting exercise for major milestone accomplishments
- Project Manager’s develop and drive each step to reach milestone goals
- Contingency
- Opportunities
- Distractions
- “Flawesome”
- Magic wands





# COMMUNITY INITIATIVES PROJECT MAP





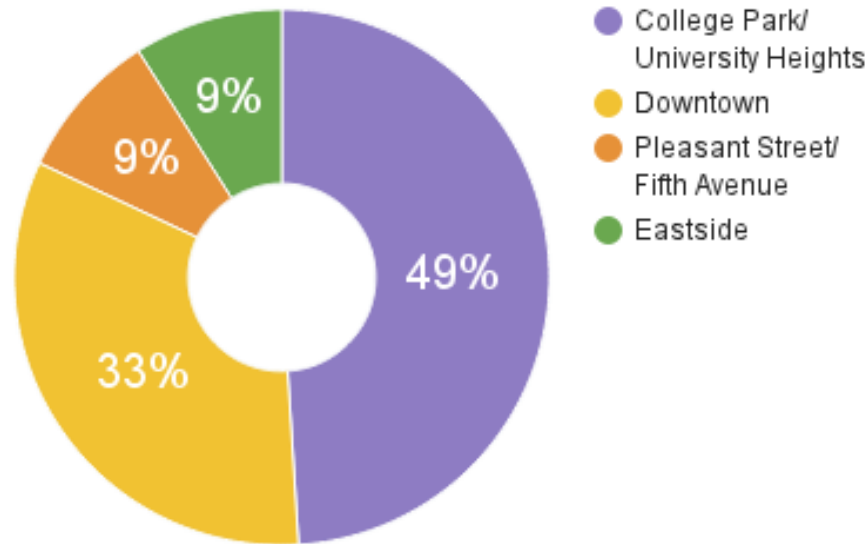
# 4 GCRA REDEVELOPMENT DISTRICTS



# REVENUE BREAKDOWN



**CRA Revenue by District**



***\* CRA funding is “geo-tagged” to the districts it came from & cannot be used in other areas.  
Ex: Eastside money can only be spent in Eastside.***



# 1. FIFTH AVENUE + PLEASANT STREET



Established in 1979

Size: 160 acres

Actual FY15 funding:\$459,408



# A. QUINN JONES MUSEUM

**Location:** 1013 NW 7<sup>th</sup> Avenue

**Type:** Historic Repurpose

**Completion Date:** 2016

**Available Funding:** \$153,346

## Key Milestones:

- Exterior of building stabilized
- Home listed on National Register of Historic Places
- Completed zoning & land use change
- 100% construction documents completed for interior renovations & parking lot





# FORMER SEMINARY LANE SITE

**Location:** NW 5<sup>th</sup> Avenue

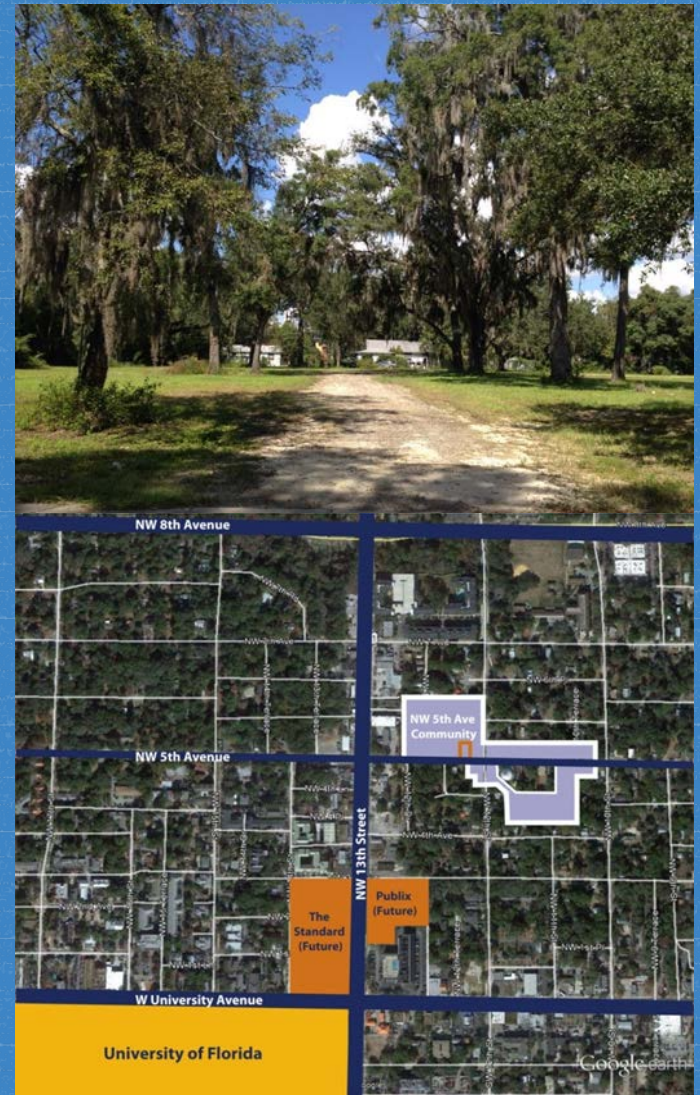
**Size:** 6.25 acres

**Completion Date:** 2018

**Available funding:** \$240,000

## Key Milestones:

- Executed option agreement with Gainesville FL Housing Corp
- Master plan concepts approved in Feb. 2015





## 2. COLLEGE PARK + UNIVERSITY HEIGHTS



**Established in 1995**  
**Size: 537 acres**  
**Actual FY15 funding: \$3.2M**



# NW 1<sup>ST</sup> AVENUE STREETSCAPE



**Location:** Midtown

**Size:** 2,000 linear feet

**Completion Date:** 2016

**Available funding:** \$2.5M

## Key Milestones:

- 50% construction docs approved in Sept 2014
- Three community workshops and dozens of one-on-one stakeholder meetings



# NW 5th AVENUE STREETSCAPE & Powerline Undergrounding (U/G)

**Location:** Midtown

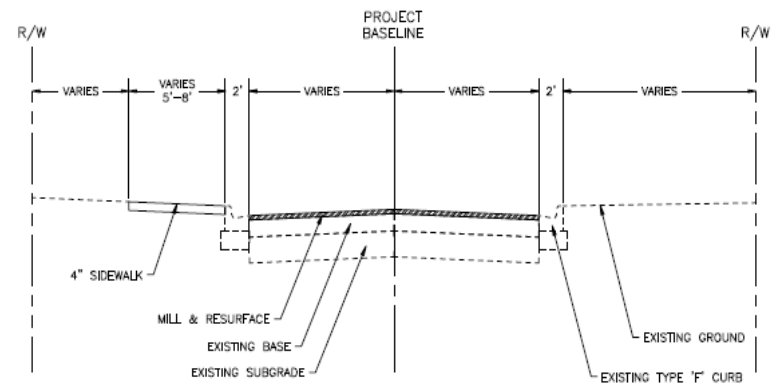
**Size:** 3,200 linear feet

**Completion Date:** 2016

**Available funding:** \$2.03M  
(U/G Electric Utility = \$1.21M)

## Key Milestones:

- 30% CIVIL construction docs reviewed by CoG Departments
- Community workshops





## Size: Varies, Multiple Projects

(iS2→6/2014)

**Available funding: \$695,938**

- Creation of Innovation District Zoning
- Ongoing Coordination and strategic planning with CoG Departments (GRU, PW, Parks & Rec., et.al.)
- Completion of SW 3<sup>rd</sup> Ave and SW 9<sup>th</sup> Street and Infrastructure



# SOUTH MAIN STREET

**Location:** Between Depot Ave. & South 16<sup>th</sup> Ave.

**Completion:** TBD

**Available funding:** \$1.5M

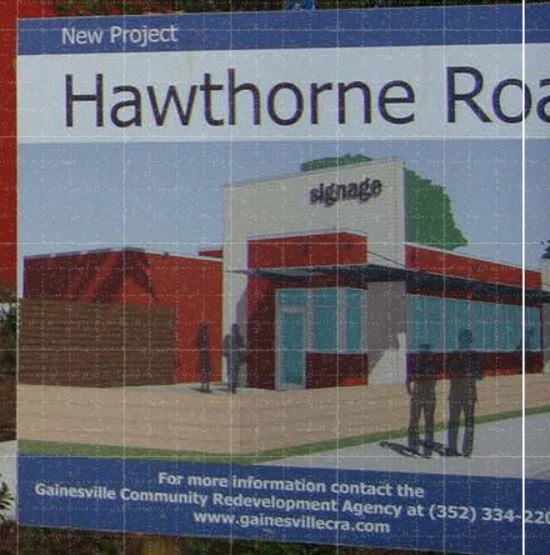
## Key Milestones:

- Survey & site analysis
- Stakeholder outreach
- Façade facelift program launched
- Walking audits & existing pedestrian/bicycle counts





# 3. EASTSIDE



**Established In 2001, expanded in 2006**

**Size: 2,002 acres**

**Actual FY15 funding: \$499,089**



# GTEC COMMERCIAL CAMPUS

**Location:** 2153 SE Hawthorne Rd

**Size:** 13.6 acres

**Completion Date:** 2017

**Available funding:** \$1.5M

## Key Milestones:

- Master plan completed & adopted in March 2015
- Developer solicitation & selection completed in April 2014
- Physical improvements, branding, marketing & business recruitment underway





# 1717 SE 8<sup>TH</sup> AVENUE NEIGHBORHOOD



**Location:** former Kennedy Homes

**Size:** 15 acres

**Completion Date:** 2017

**Available funding:** \$1.2M

## Key Milestones:

- Community-based master plan process
- 100% master plan approval
- Phase 1 construction design underway
- Priority on City's capital plan & CRA strategic plan





# 4. DOWNTOWN

An aerial photograph of a park area. In the center is a large, irregularly shaped pond with a fountain in the middle. To the left of the pond is a large, open grassy field. In the foreground, there is a paved road with a roundabout and a parking lot with several palm trees. To the right of the road is a long, low building with a white roof and a dark facade. The background shows more trees and some distant buildings under a clear blue sky.

Established in 1981  
Size: 490 acres  
Actual FY15 funding: \$1.9M



# BO DIDDLEY PLAZA



**Location:** Heart of Downtown  
**Type:** North side renovation  
**Completion Date:** March 2016  
**Available funding:** \$1.8M

## Key Milestones:

- Plaza closed for construction
- Marketing and programming efforts underway
- New tenant (Steamers) renting Bethel Station





# SW 5<sup>TH</sup> AVENUE STREETScape

**Location:** Porters Community

**Size:** 0.4 mile

**Completion Date:** July 2015

**Budget:** \$210,665.98

## Key Milestones:

- Three community meetings, door-to-door engagement
- 100% construction docs
- Completed construction permitting







# DEPOT PARK

**Location:** 2153 SE Hawthorne Rd

**Size:** 32 acres

**Completion Date:** Summer 2016

**Available funding:** \$6M

## Key Milestones:

- Depot Building historic rehabilitation
- Phase II 100% construction docs + construction permitting completed
- “Shovel-ready” pending public works DEP close-out



# POWER DISTRICT

**Location:** Former GRU Operations Facilities

**Size:** 17 acres

**Completion Date:** TBD

**Available funding:** \$1.2M

## Key Milestones:

- Rehabilitation of Catalyst Building and retention of Prioria Robotics
- GRU Relocation to E.O.C.
- Redevelopment Plan approval
- Implementation Strategies Underway
- Rezoning approval



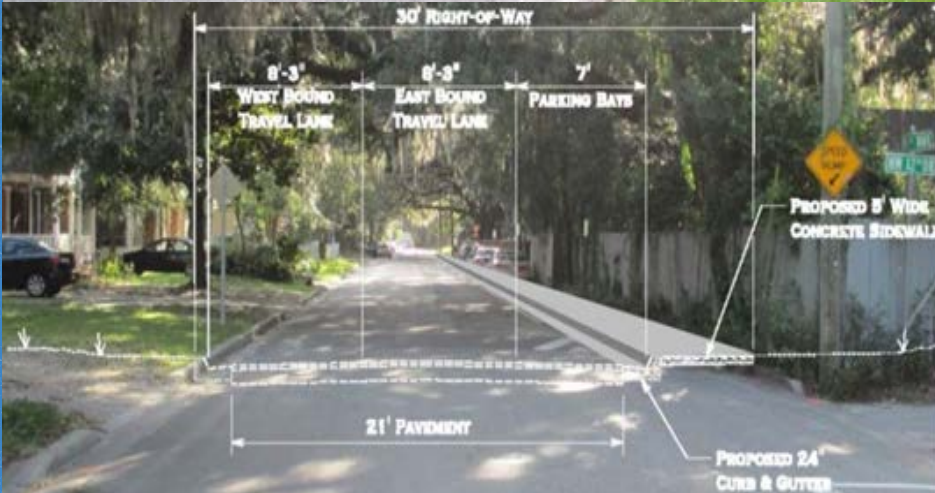


# **5. MULTI-DISTRICT CRA INITIATIVES**

**Commercial Façade Grants - Residential Paint  
Vouchers – Partnership For Paint – Economic  
Development – Community Events**



# NW 3<sup>RD</sup> AVE SIDEWALKS



**Location:** bridging College Park & Pleasant Street/Fifth Avenue

**Available funding:** \$200,000

**Completion:** August 2015

## Key Milestones:

- Topographic survey & sidewalk feasibility study completed
- 100% construction docs completed
- Permitting completed
- Construction contract executed



# ECONOMIC DEVELOPMENT

**Location:** all 4 districts

**Type:** High-wage job creation incentives, company relocation incentives, business development assistance, site selection, etc.

**Available funding:** ERAB- \$180,485, FAPS- \$40,445; DRAB- \$232,958; CPUH- \$113,545

## Key Milestones:

- Cade Museum coordination
- Bo Diddley Plaza new café tenant recruitment underway
- Review of CRA Incentives underway
- Sunset of two loan programs
- TIF reimbursement programs on hold
- Public infrastructure assistance: the Standard & Innovation Square
- Business retention of Prioria Robotics/Catalyst Building





# “THE STANDARD” PUBLIC INFRASTRUCTURE

**Location:** NW corner of 13<sup>th</sup> St & University Ave

**Completion:** November 2017

**Budget:** up to \$3.1M

**Type:** reimbursement for ten public infrastructure projects

## Key Milestones:

- Development agreement finalized May 2015
- Under design, off-site wastewater project is being reviewed by GRU





# RESIDENTIAL PAINT PROGRAM

**Before**



**Location:** Eastside,  
Downtown & Fifth Avenue/  
Pleasant Street district  
**Available funding:** \$5,000  
per district

**Type:** on-going voucher  
program that provides  
homeowners with up to  
\$500 in paint and painting  
supplies.

**After**





# PARTNERSHIP FOR PAINT

**Location:** Eastside –  
Greater Duval neighborhood  
**Available funding:** \$5,000

**Type:** on-going partnership  
with Habitat for Humanity to  
help homeowners improve  
the curb appeal of their  
homes and make home  
repairs



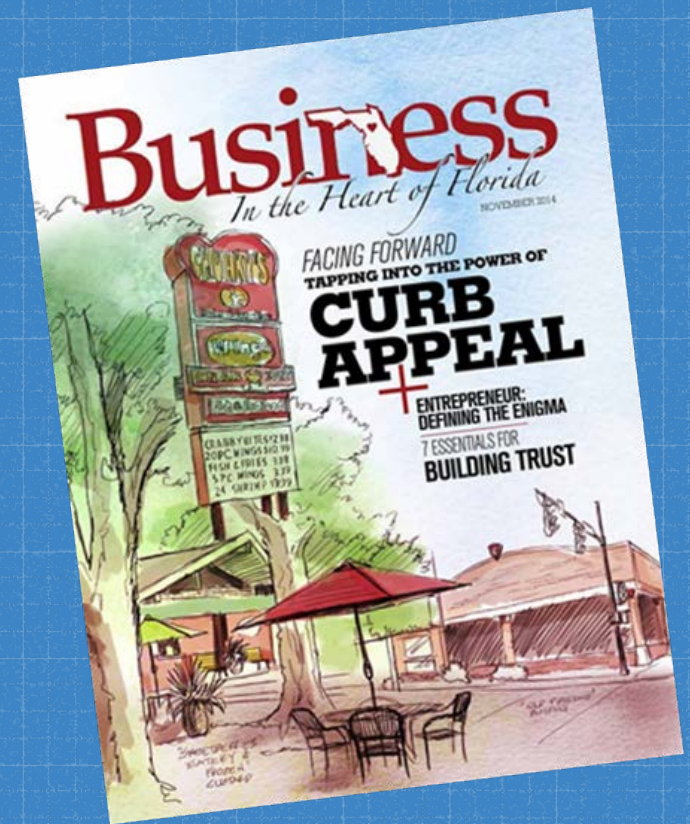


# FAÇADE GRANTS

**Location:** all 4 CRA districts

**Available Funding:** Eastside-  
\$120,084; FAPS- \$46,004; DRAB-  
\$21,009; CPUH- \$120,601

**Type:** on-going program that provides matching grants that reimburse up to 50% of costs associated with improving the exteriors of existing commercial buildings







# Thanks!

## ANY QUESTIONS?

### CREDITS

Special thanks to all the people who made and released these awesome resources for free.

Presentation template by [SlidesCarnival](#)

Photographs by [Unsplash](#)