

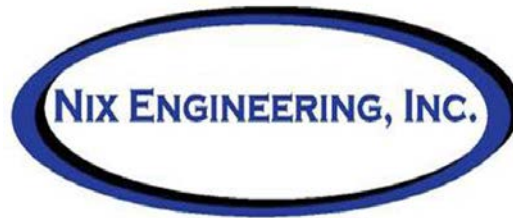


NW 1st Avenue Streetscape Project Update

Community Redevelopment Agency Board
July 18, 2016

Contact: Sarit Sela, CRA Project Manager, (352) 393-8207, selas@cityofgainesville.org

Project Design & Construction Team



Tampa, Fl

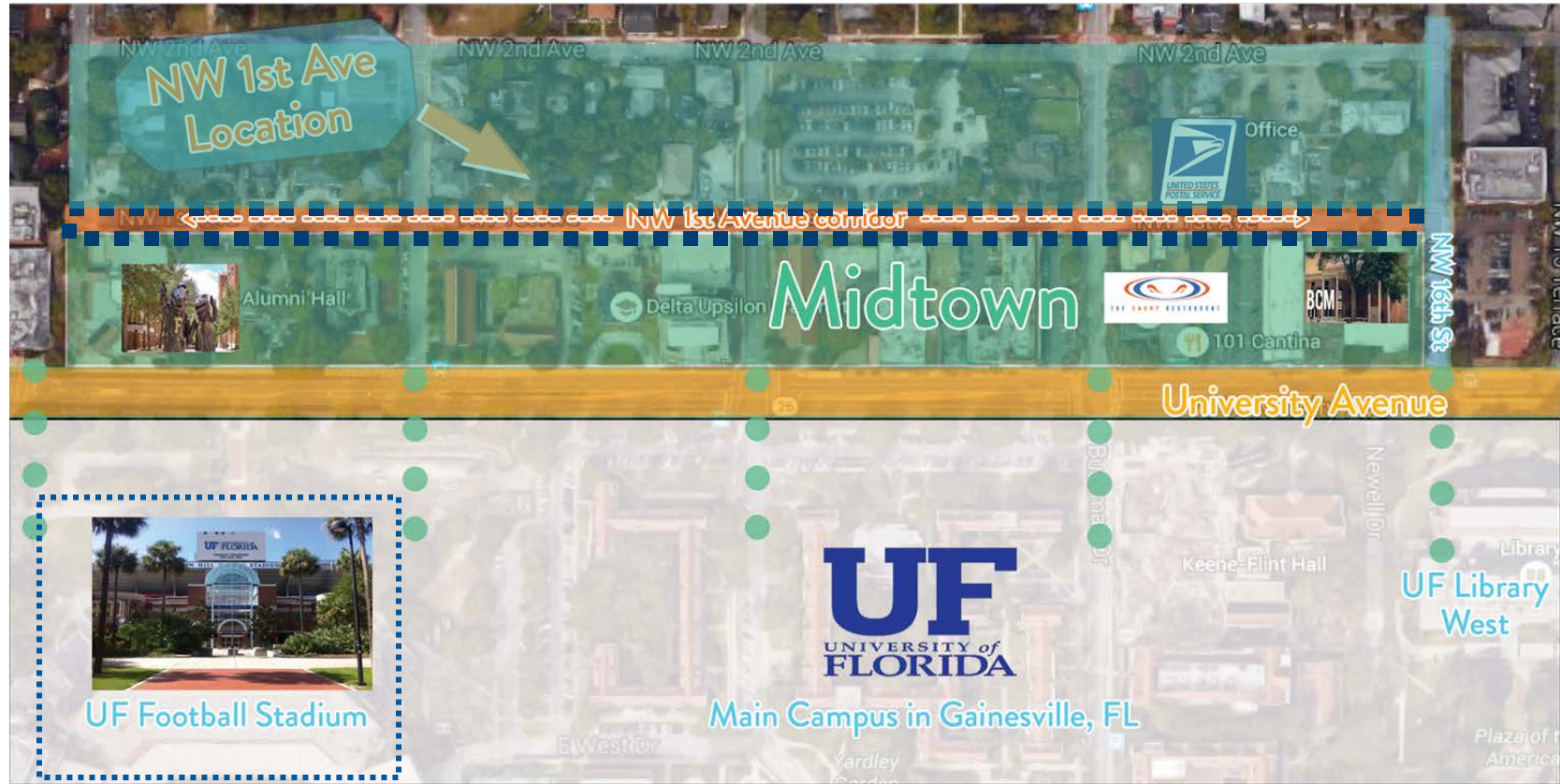




Agenda

- + Recap
- + Construction Mitigation Plan
- + Recommendations

Location, location, location



Strengths

+ **Diversed uses** (retail, office, food & bar, study, religious, residential, fraternities..)

+ **Active**, mostly during school year & gamedays



Challenges: The Current “Pedestrian Experience”



Challenges: The Current “Driver Experience”



- 1990's: Discussions about improving NW 1st Avenue begin
- 2012: Identified as a CRA strategic priority. Community engagement and Basis of Design phase

de

PROPOSED CHARACTER VIEW

PROPOSED CHARACTER VIEW

2014: Community Priorities List

- Underground utilities
- Maximize on-street parking
- Improve waste management
- Improve accessibility and safety



Proposed Layout

- Keep **2-way** traffic flow
- **Underground** overhead **utilities**
- Upgrade **water service**
- Add **continuous sidewalks**
- Increase **on-street parking**
- Plant quality **shade trees**
- Add consistent **street lighting**
- Organize **loading zones**
- Enclose all **dumpsters**



Artist view of NW 1st Avenue post streetscape project. Credit: David Conner & Associates



Agenda

- + Recap
- + **Construction Mitigation Plan**
- + Recommendations

Stakeholder Meeting:

Marketing, Communications & Incentives

- + June 29 @Baptist Collegiate Ministries
 - + More than 40 stakeholders attended
 - + Discussed proposed communications, marketing, and incentives during construction
 - + Called for action: worksheets + discussion
 - + Results presented to you today, for input & approval
-

TEAM

T TOGETHER

E EVERYONE

A ACHIEVES

M MORE

A hand holding a white marker is visible on the right side of the image, pointing towards the word 'TEAM' and its acronym breakdown. The hand is wearing a red and black plaid shirt. The background is white.



Proposed: **MIDTOWN** Marketing Plan

- + **Unprecedented approach** to support local business during construction
 - + **More in Midtown** branding + website + communications
 - + **Wayfinding & on-going Information**
 - + **Local Media & Business Support**
-



More in Midtown! The NW 1st Ave campaign

- + Graphic Design & Marketing Consultants: Acumen Agency
- + Project website, social media, direct emails, local media
- + Promote businesses & organizations during construction
- + Construction updates
- + Parking information



Midtown is Open for Business!

- + Wayfinding signage during construction
- + Assist businesses with e-coupons or check-in incentives
- + RTS bus cards and local media advertising
- + Before/ After photography of building improvements
- + Educational workshops on online marketing



Proposed: **MIDTOWN**

Façade Improvement Incentive Programs

+ **MIDTOWN** Architectural Assistance

+ **MIDTOWN** Façade Grant

+ **MIDTOWN** Residential Paint



MIDTOWN Programs: Target Area & Goals

- + Unprecedented approach to support local businesses during construction
- + Project savings rerouted to support local businesses and properties
- + **Midtown Target Area:** More than just NW 1st Avenue
- + **Time Limited:** Programs open August 1, 2016, close by September 2017



BIG THANKS to our Partners!

Community Partners:

- ✓ **AT&T: \$120,000** value for AT&T utilities undergrounding
- ✓ **UF Foundation: \$65,000:** \$30,000 for general project support, \$20,000 for UFF specific water pipe upgrade, and estimated value of \$15,000 for in-kind construction staging area and temporary resident parking
- ✓ **Cox: \$20,000** value for Cox utilities underground conduits
- ✓ **Baptist Collegiate Ministries:** up to \$12,000 value for electrical equipment easement
- ✓ **University Lutheran Church:** up to \$12,000 value for electrical equipment easement
- ✓ **Looking Glass Apartments: \$10,000** for private communications conduit

**Total Value of
Community
Contribution**

(per project 90% cost
estimate):

\$239,000

BIG THANKS to our Partners!

City Partners:

- ✓ **Tree Mitigation Fund: \$285,000** recommended by the Tree Funds Advisory to support tree-related expenditures
- ✓ **GRU Water: \$144,000** for water pipe upsizing
- ✓ **GRUCom: ~\$40,000** for GRUCom underground conduits
- ✓ **Public Works: \$25,000:** \$15,000 for PWD communications conduits, \$6,000 for parking meters, and, \$4,000 for Big Belly trash & recycling stations

**Total Value of
City
Contribution**
(per project 90% cost
estimate):
\$496,000

MIDTOWN Conceptual Architectural Assistance Program

- + Goal: Assist conceptualizing low cost, high impact, exterior improvements to local non-residential properties
- + Subsidized architectural consultation, conceptual design, and architect's opinion of cost
- + 85% to 100% CRA funding of conceptual design fees
- + Time limited: Aug. –Nov. 2016



SUSHI CHAO:
PERSPECTIVE OF OUTDOOR GATE FROM UNIVERSITY AVE.
COPdesign&construction, inc.

MIDTOWN Façade Grant Program

- + Goal: Assist physical implementation of low cost, high impact, exterior improvements to local non-residential properties
- + 75% reimbursement for the first \$10,000 of approved improvements
- + 50% reimbursement for approved improvements beyond \$10,000, up to \$57,500 grant total
- + Time limited: Aug. 2016 – Sept. 2017; \$2,500 additional bonus grant for projects completed by June 1, 2017



Before: 241 SW 7th Terrace



After: 241 at Innovation Square

MIDTOWN Residential Paint Program

- + New to CPUH!
- + Goal: Assist residential properties refresh their curb appeal
- + Residential properties only
- + Up to 75% and \$2,500 reimbursement for building exterior power wash, pressure wash and painting, material and labor
- + Time limited: Aug. 2016 – Sept. 2017



Schedule

+ August 1, 2016

+ September 19, 2016

+ November 21, 2016

+ September, 2017

+ Midtown Façade Program applications available

+ Construction GMP approval

+ Construction Begins

+ Eligible Midtown Façade Program projects completed

+ Streetscape construction completed



Agenda

- + Recap
- + Construction Mitigation Plan
- + **Recommendations**

Recommendations



CPUH Advisory Board to CRA Board:

1. Approve the proposed *Midtown Architectural Assistance Program* as presented, subject to approval by the CRA Attorney.
2. Approve the proposed *Midtown Façade Grant Program* as presented, subject to approval by the CRA Attorney.
3. Approve the proposed *Midtown Residential Paint Program* as presented, subject to approval by the CRA Attorney.

Tree Advisory Board to CRA Board:

1. Approve of an amount of \$285,000 Tree Mitigation Fund to support tree related construction activity in the NW 1st Avenue Streetscape project.