

2017 WORKPLAN UPDATE

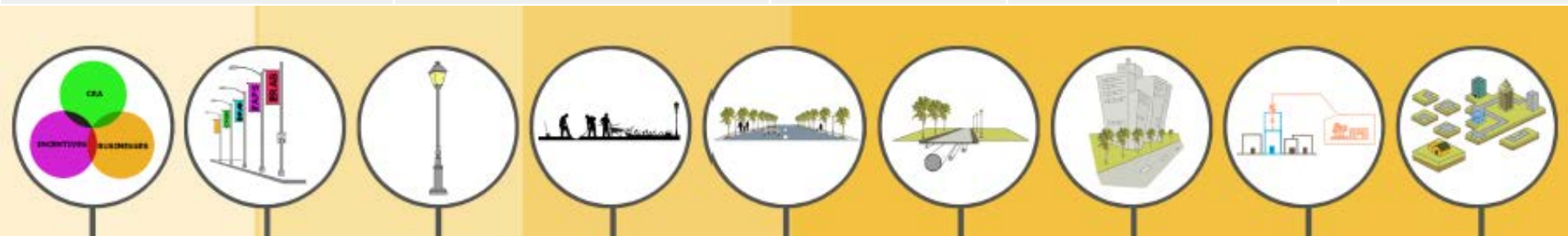


Gainesville Community Redevelopment Agency
CRA Board Presentation
May 15, 2017



HOW LONG HAVE WE BEEN IN THIS BUSINESS?

Redevelopment Areas	Year Established/Expanded	Current Age	Years Remaining	District Size
Eastside	2001/2006	38	21	2,000 Acres
College Park/ University Heights	1995/2005	22	19	537 Acres
Downtown	1981/2001	36	24	490 Acres
Fifth Avenue/ Pleasant Street	1979	38	21	160 Acres



PROJECT COMPLEXITY OVER TIME

ADVISORY BOARD'S

❑ **EASTSIDE** *(Ori Baber, Liaison)*

Meets at 5:30PM on the second Tuesday of every other month at 6PM at Santa Fe College's Technology Entrepreneurship Center

❑ **FIFTH AVENUE/PLEASANT STREET** *(Suzanne Wynn, Liaison)*

Fifth Avenue/Pleasant Street Advisory Board (FAPS) meets at 5:30PM on the first Tuesday of every other month at the CRA Office

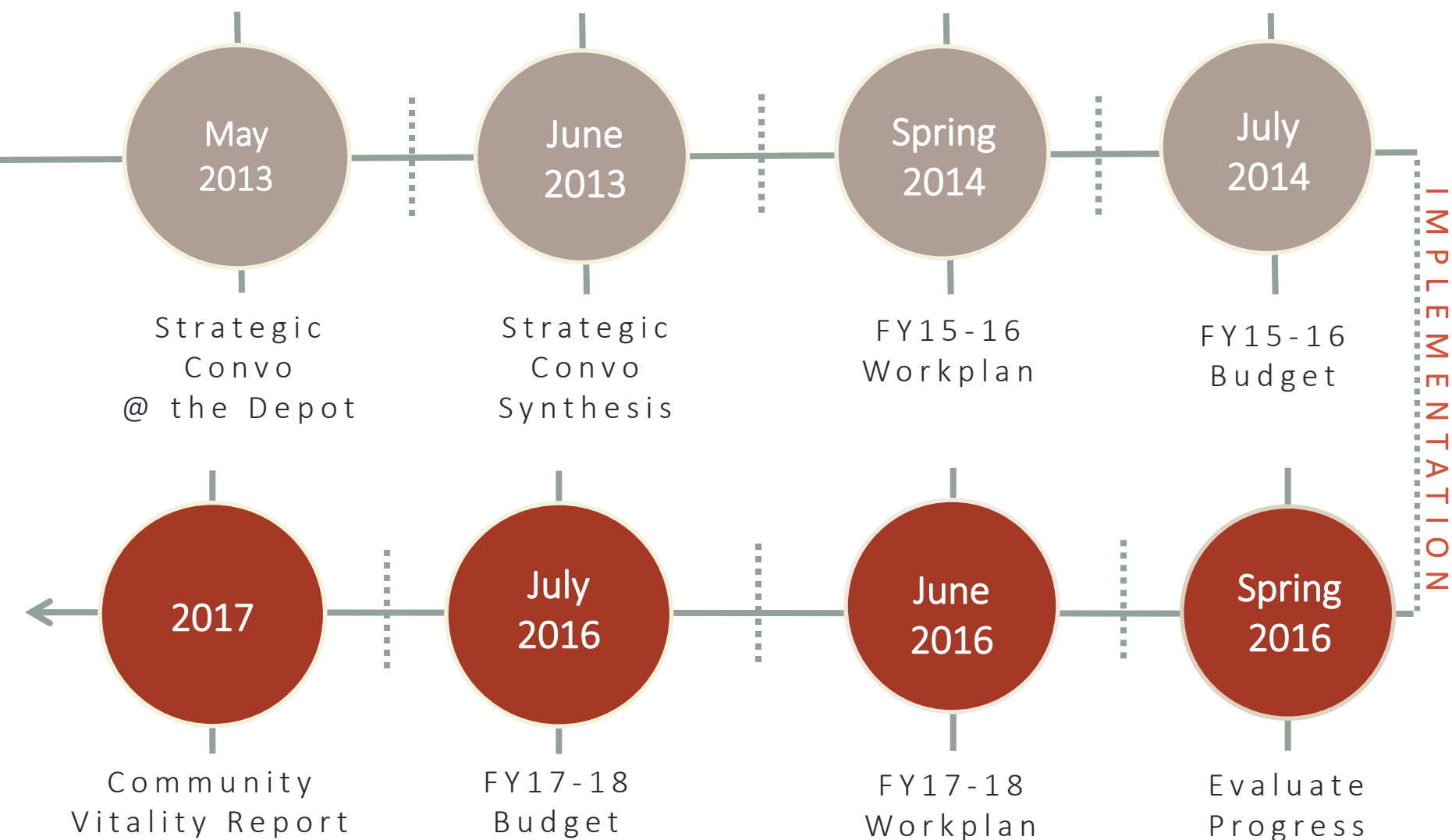
❑ **COLLEGE PARK/UNIVERSITY HEIGHTS** *(Stephanie Seawright, Liaison)*

Meets at 5:00PM on the first Wednesday of every month in the UF Wadsworth Conference Room

❑ **DOWNTON** *(Sarit Sela, Liaison)*

Meets at 8:30AM on the second Thursday of every other month in the GRU multipurpose room

WHERE HAVE WE BEEN & WHERE ARE WE NOW?

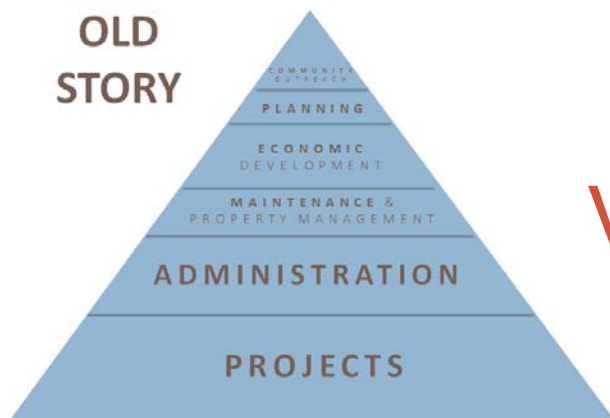




WORKPLAN STRUCTURE

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
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

**OLD
STORY**



VERSUS

**COMMUNITY
INITIATIVES**



WORKPLAN PHILOSOPHY

- ❑ Living Document
- ❑ Our Annual “Roadmap”
- ❑ One Size Doesn’t Fit All
- ❑ Redevelopment Is An Iterative & Dynamic Process
- ❑ Goal-setting Exercise For Major Milestone Accomplishments
- ❑ Project Manager’s Develop And Drive Each Step To Reach Milestone Goals
- ❑ Start With Opportunities, Not Constraints
- ❑ Manage Distractions
- ❑ Embrace “Flawesome”

ADOPTED WORKPLAN COMMUNITY INITIATIVES

COMMUNITY INITIATIVES

PROJECT	DISTRICT
Cornerstone (Former GTEC)	Eastside
Heartwood (Former Kennedy Homes)	Eastside
College Park Neighborhood Improvements	College Park/University Heights
Innovation District	College Park/University Heights
NW 1st Avenue Streetscape	College Park/University Heights
NW 5th Avenue Streetscape	College Park/University Heights
South Main Street Streetscape	College Park/University Heights
Bo Diddley Plaza	Downtown
Depot Park	Downtown
Porters Neighborhood Improvements	Downtown
Power District	Downtown
University Ave Police Sub-Station	Downtown
A. Quinn Jones Museum & Cultural Center	Fifth Avenue/Pleasant Street
Heritage Trail/Neighborhood Connections	Fifth Avenue/Pleasant Street
Seminary Lane	Fifth Avenue/Pleasant Street

WORKPLAN WORKSHEETS

[COMMUNITY INITIATIVE]

Eastside District

Cornerstone (GTEC)

Location: 2153 SE Hawthorne Road
Type: Redevelopment Plan
Start Date: 2014
Completion Date: TBD
Available Funding: \$1,475,000
Project Cost Estimate: TBD

Milestones Accomplished:

- + Community & Stakeholder Engagement
- + Topographic Survey
- + Adopted Master Plan
- + Pre-Development Due Diligence
- + Developer Solicitation & Selection
- + Implementation Strategy & Phasing Plan
- + Branding, Marketing, & Business Recruitment
- + Phase 1 Construction Documentation
- + Construction Manager Selection
- + Site Clean-Up

FY17/18 Next Steps:

- + Release RFP for Phase 1 Development (Building(s) & Associated Infrastructure Improvements)
- + Negotiate Development Agreement with Developer for Phase 1 Development (Building(s) & Associated Infrastructure Improvements)
- + Commence Construction for Phase 1 Projects
- + Implement Branding & Marketing Strategies

Scope:

The Gainesville Technology Entrepreneurship Center (GTEC) is a 30,000 sq. ft. business incubator, owned by the City and managed by Santa Fe College. The building is located on a 13.6 acre site, owned by the City of Gainesville. The site's adopted master plan proposes a commercial focused mixed-use development, with up to ten new buildings, aiming to retain GTEC graduates in east Gainesville and attract new businesses to the area. The CRA is currently completing



(top image) Adopted Master Plan (middle & bottom image) Illustrative Cross-Sections @ Pond Area

Construction Documents for Phase 1 improvements that include a pad ready site for an 18,000 sf building, associated parking, landscaping, and enhanced entry feature with signage. Based on the results of on-going negotiations with potential development partners and new business tenants, construction for Phase 1 is expected to begin in the Fall of 2016. Future phases will be development driven based on demand from private sector businesses.

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Primary Point of Contact

CRA Project Manager: Michael Beard
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 Last updated on June 20, 2016



[COMMUNITY INITIATIVE]

College Park/University Heights District

Innovation District

Location: Former Alachua General Hospital Campus and Surrounding Area
Type: Redevelopment Area
Start Date: 2010
Completion Date: On-going
Available Funding: \$695,000
Project Cost Estimate: TBD

Milestones Accomplished:

- + UF Acquisition & Razing of Former Alachua General Hospital Campus
- + Completion of Master Planning
- + Adoption of UMU-2 Rezoning
- + Completion of SW 3rd Avenue and SW 9th Street design, construction, utility infrastructure, and storm water management facilities
- + Innovation District Infrastructure Improvement Area (IIA) Ordinance
- + Construction of iHub & Infinity Hall Buildings

FY17/18 Next Steps:

- + Continue Managing Parking Strategy
- + Evaluate Parking Facility Funding Alternatives
- + Participate in SW 9th Street Extension Projects
- + Coordinate with Key Stakeholders (UFDC & Development Proposals)

Scope:

The Innovation District is a public private redevelopment partnership between the University of Florida, private development, and multiple Gainesville local governments. The Innovation District is the foundation for the collaboration between research and high-tech businesses, supporting the University of Florida and the greater Gainesville area. The vision is for a sustainable live, work, and play research community. The Innovation District has all the elements to empower companies and entrepreneurs to create, develop, and commercialize discoveries. It



(top image) Innovation District Master Plan (middle image) Context Map (bottom image) SW 9th St. & SW 3rd Ave. Streetscape Construction

integrates business, science, and academia with residential amenities for a holistic lifestyle. At the Innovation District, amenities such as housing, retail, schools, and recreation all center around research facilities. As an urban infill project, researchers and other community members easily walk, bike, and bus to work and other destinations. The CRA is actively working with various partners on strategic investments in order to attract capital and redevelopment to this CRA District.

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Primary Point of Contact

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 Last updated on June 20, 2016



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 Last updated on June 20, 2016

Downtown District



development Plan (bottom image) after Daylighting Concept

Scope:

The plan focused on development strategy and will serve as a platform for and investment in the improving the quality of life in the district and surrounding area. This redevelopment plan community vision by outlining a sensitive strategy that will district to be implemented in demand, market investments. The CRA has pre-development due and is now seeking partnerships to determine phasing, uses, and public investments.

Primary Point of Contact

seawrightsr@gainesvillecra.com 352-393-8201
 Last updated on June 20, 2016



CRA Project Manager: Stephanie Seawright
seawrightsr@gainesvillecra.com 352-393-8201
 Last updated on June 20, 2016

Pleasant Street District



John Jones House (middle Floor Plan)

Scope:

The Museum & culture selected artifacts life as well as content and interactive to learn about the venue Pleasant Street stories, triumphs and events related to our national history. The Museum is planned to open in Black History Month.

Primary Point of Contact

CRA Project Manager: Stephanie Seawright
seawrightsr@gainesvillecra.com 352-393-8201
 Last updated on June 20, 2016



info@gainesvillecra.com 352-393-8200
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CRA PROJECT SUMMARIES

Community Redevelopment Agency	Meeting Agenda	April 17, 2017
CALL TO ORDER		
ROLL CALL		
ADOPTION OF THE CONSENT AGENDA		
SECRETARY CONSENT		
160922	March 20, 2017 CRA Meeting Minutes (B)	
	<i>Fiscal Note: None</i>	
	RECOMMENDATION	CRA Secretary to the CRA Board: Approve the minutes of the March 20, 2017 meeting.
	160922 MINUTES 20170417.pdf	
EXECUTIVE DIRECTOR CONSENT		
160927	CRA Project Summary April (NB)	
	<i>Explanation: As a regular informational item on CRA agendas, Staff provides a brief update on selected referrals, redevelopment projects and development agreements under review. This monthly update is typically a limited sampling of the CRA's many on-going projects, as opposed to a complete list.</i>	
	CRA Wide	
	<p><i>Façade Grant, Project Manager, Jessica Leonard - The Façade Grant program is a competitive matching grant program that is designed to encourage reinvestment in building facades, specifically those located on highly visible target corridors within each district. Staff is enthusiastically expecting the approval of multiple façade grants in each district as a continued effort is placed in concentrated outreach and community engagements to help aid in awareness of the program. Newly approved, seven (7) façade grant projects are underway with the breakdown as follows; two (2) in Eastside Redevelopment Area and five (5) in Downtown Redevelopment Area. Additionally, we are delighted to have again eleven (11) more pending façade grants waiting with this new approach. Started last month, the façade grant program has been enhanced by teaming up with the Turf SWAP program provided by Alachua County Environmental Protection Department. In combining the Turf SWAP program and façade grant, applicants could be eligible for up to \$2,000 in additional funds per property to be used for the removal of high volume irrigation and replacing it with Florida Friendly</i></p>	
City of Gainesville	Page 2	Printed on 4/13/17 at 4:37 pm

WORKPLAN COMMUNITY PARTNERSHIPS

ECONOMIC DEVELOPMENT

PROGRAMS

- ☐ Façade Grants
(CRA Contact : Jessica Leonard)

- ☐ Company Relocation Incentive
(CRA Contact : Michael Beard)

- ☐ Job Creation Incentive
(CRA Contact : Michael Beard)

- ☐ Public Private Partnerships
Public Infrastructure Development Agreements
(CRA Contact : District Liaison)



RESIDENTIAL PAINT PROGRAMS

MILESTONES ACCOMPLISHED

- ❑ DRAB = 7 Homes Painted
- ❑ ERAB = 16 Houses Painted
- ❑ FAPS = 15 House Painted
- ❑ “A Brush with Kindness” Partnership Established With Alachua Habitat For Humanity To Leverage Resources



COMMUNITY PARTNERSHIPS

MILESTONES ACCOMPLISHED

- ❑ 5th Avenue Arts Festival
- ❑ Porters Neighborhood Block Party
- ❑ GLAM (Gainesville Local Artists Mart)
- ❑ Active Streets/ Menagerie in Motion
- ❑ Community Design Center
- ❑ 352Walls



WORKPLAN COMMUNITY ENGAGEMENT

COMMUNITY ENGAGEMENT

MILESTONES ACCOMPLISHED

- ❑ Social Media (Facebook **1,800+ Followers**, Twitter **550 Tweets**, Instagram **370+ Followers**, YouTube **3,000+ Views**)
- ❑ Single Point-of-Contact For Media Requests
- ❑ In-house Press Releases
- ❑ Branding & Marketing Campaigns (Look East, Bo Diddley Plaza, Depot Park)
- ❑ Suggestion Boxes
- ❑ Custom Project A-Frame Signage
- ❑ Ground Breaking And Ribbon Cutting Celebrations

The screenshot displays the Facebook profile of the Gainesville Community Redevelopment Agency. The profile picture is a logo with the letters 'GCR' in a stylized font. The cover photo shows a group of people in hard hats and suits participating in a ground-breaking ceremony, using shovels to turn soil. The page has a blue header with the Facebook logo and a 'Sign Up' button. Below the header, there are fields for 'Email or Phone' and 'Password' with a 'Log In' button. The main content area shows a post from the agency dated April 25, 2017, titled 'Gainesville Community Redevelopment Agency added 19 new photos to the album: Cornerstone Groundbreaking — at Gainesville Technology Enterprise Center.' The post includes a photo of a commemorative coin and a sign that reads 'Thank you for coming out today! Please take a program and commemorative gift.' The right sidebar shows the agency's location in Gainesville, Florida, with a map, address (802 NW 5th Ave, Ste 200), phone number (352) 393-8200, website (www.gainesvillecra.com), and hours of operation (7:00AM - 6:00PM). The page also shows 1,814 likes and 29 visits.

COMMUNITY ENGAGEMENT

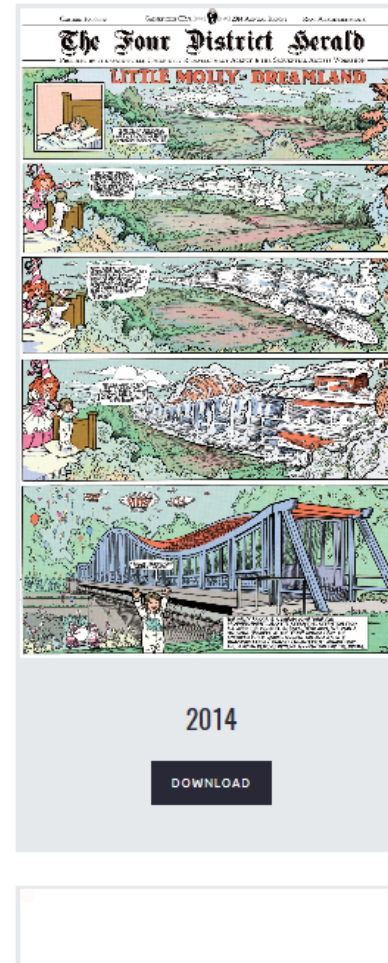
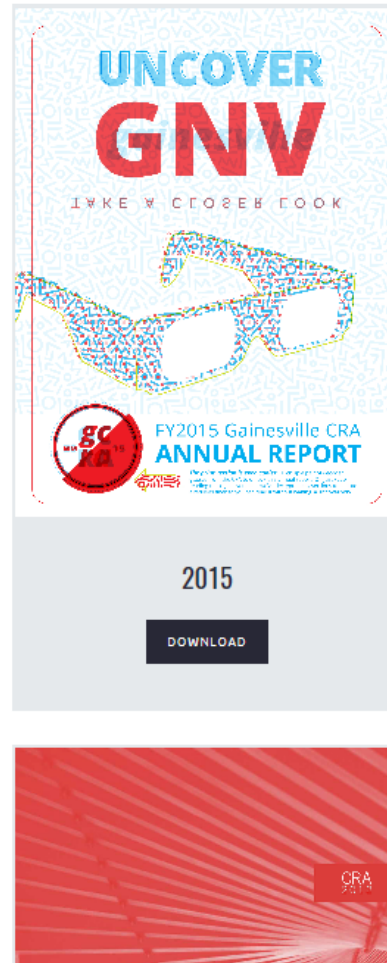


Gainesville
Community
Redevelopment
Agency

[home](#) [about](#) [community initiatives](#) [news / events](#) [contact](#)

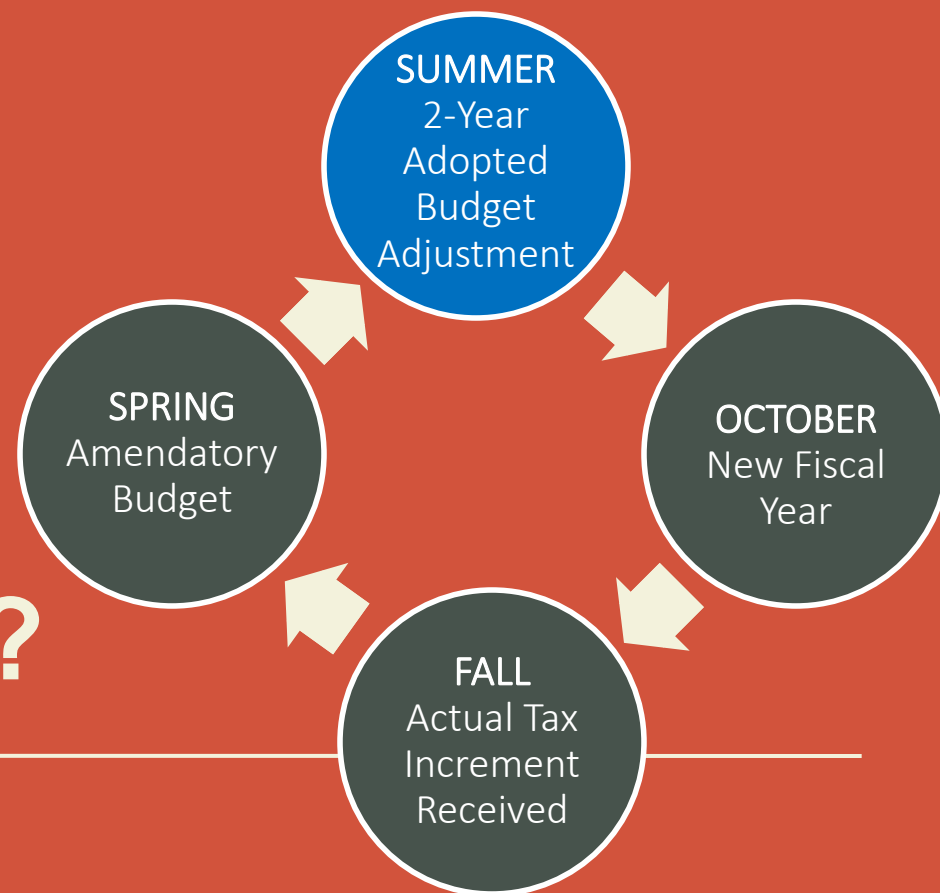


Annual Reports



GAINESVILLE CRA ANNUAL REPORT 2013

WORKPLAN WHAT'S NEXT?



FY19-23 STRATEGIC PLANNING



Timeline

- ➔ What's Been Done? : April
- What's Left to Do? : June
- What's the CRA's Role? : August

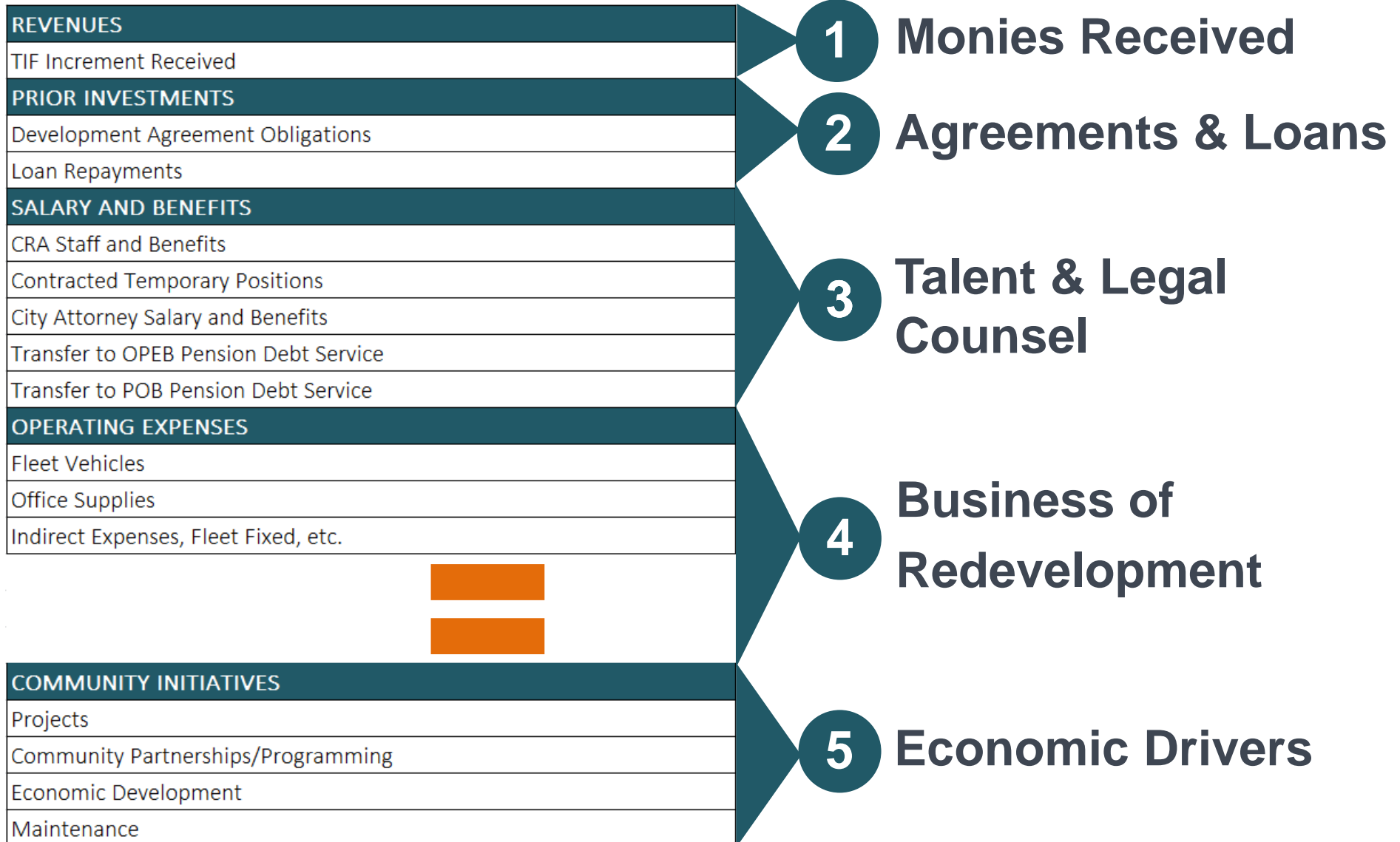
Community Events

- ✓ #1 Define : February
- #2 Collect : May
- #3 Interpret : July

Contact:

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BUDGET STRUCTURE



RECOMMENDATION

CRA Executive Director to the CRA Board :
Hear Workplan Update as Presented



PROJECT	DISTRICT
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