



2017 COMMUNITY VITALITY REPORT

CRA Board Meeting
August 21, 2017

PRESENTATION OUTLINE



RECAP

THEMES

STRATEGIC PLANNING

NEXT STEPS

RECOMMENDATION

OVERVIEW

METHODS

OUTREACH

- Community Survey (326)
- Stakeholder Interviews (36+)
 - Residents
 - Business Owners
 - Policy Makers
- EngageGNV
- Social Media
- Advisory Board Meetings (20)

GEOGRAPHIC INFORMATION SYSTEMS

INVESTMENT ANALYSIS

GUIDING DOCUMENT REVIEW

GUIDING QUESTIONS



THEMES

LAYERS

CONNECTIVITY

SCALE

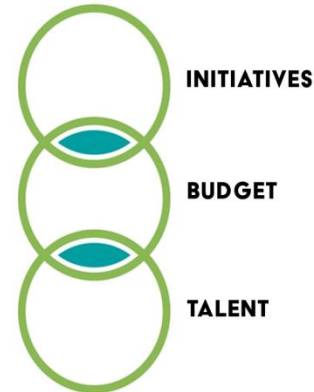
AUTHENTICITY

PARTNERSHIPS

HEALTH & SAFETY



STRATEGIC PLANNING



RETURN ON INCREMENT

EFFICIENT TAX
PRODUCTION

+

COMMUNITY
VITALITY

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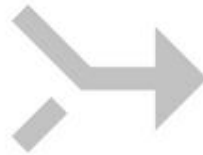
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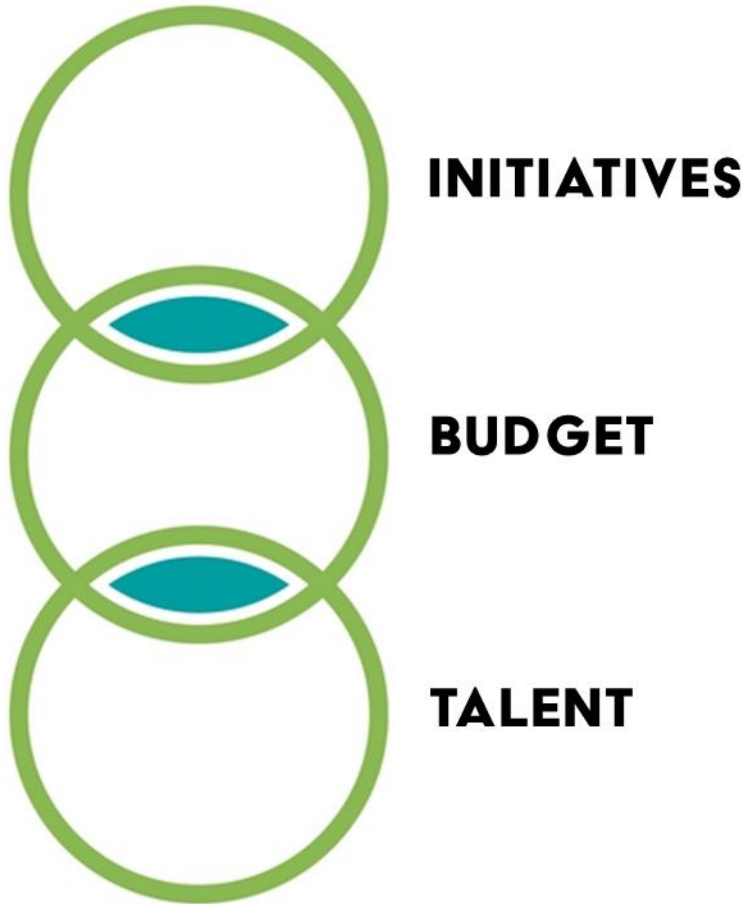


INITIATIVES

BUDGET

TALENT

STRATEGIC PLANNING



RETURN ON INCREMENT



DEPOT PARK

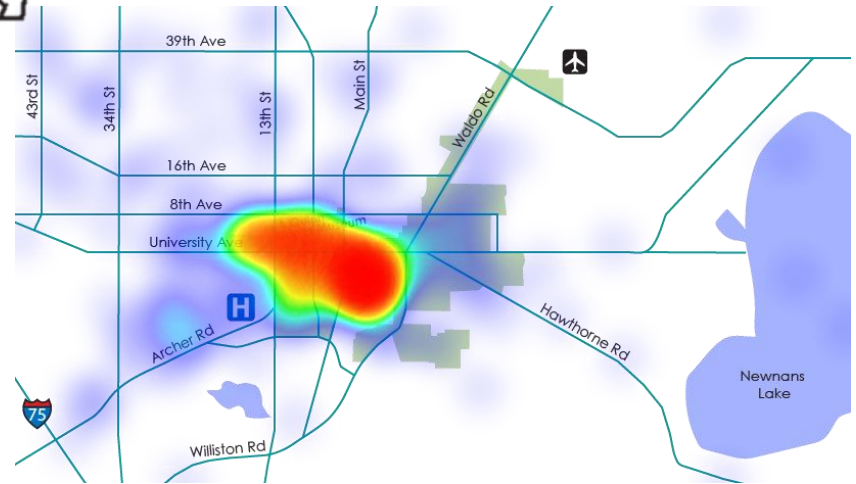
Layers | Connectivity | Scale | Authenticity | Partnerships | Health & Safety

DEPOT PARK HITS ALL THE MARKS

Nearly everyone we talked to cited Depot Park as being the place where our city is thriving. What was once a contaminated industrial site is now the “crown jewel”. People love that it “connects east to west,” “offers something for everyone,” and is the “new heartbeat of our city.”



WHERE IS OUR COMMUNITY THRIVING?



I can't emphasize that [the quality of life is improving in downtown] enough especially with the project that is Depot Park. [It's] not just a neighborhood-changing project.. This has a whole other dimension, and it's almost like there's a little theme park right there that we can go to



LAYERS



Projects that combine and address multiple redevelopment objectives make the most of time, talent, and resources.

DEPOT PARK: LAYERS

Downtown Redevelopment Objectives:



Economic Development

- Assist with the acquisition, demolition, and redevelopment of properties
- Support linked infrastructure
- Foster increased collaboration with GRU, City of Gainesville Public Works, and other agencies



Commercial Activity

- Encourage new development and infill redevelopment
- Encourage green building techniques in all commercial development



Infrastructure

- Support co-location of public facilities and infrastructure
- Acquire land for drainage improvements and construct master stormwater ponds
- Eliminate the need for on-site retention at each property



Urban Form

- Encourage a thoughtful definition of public spaces
- Support property acquisition, public spaces, and cultural amenities
- Support human-scaled development, creativity, innovation, and high-quality design



Sustainability

- Encourage an environment that is socially, ecologically, culturally, and economically sustainable in the long term
- Encourage Low Impact Development



Sense of Community

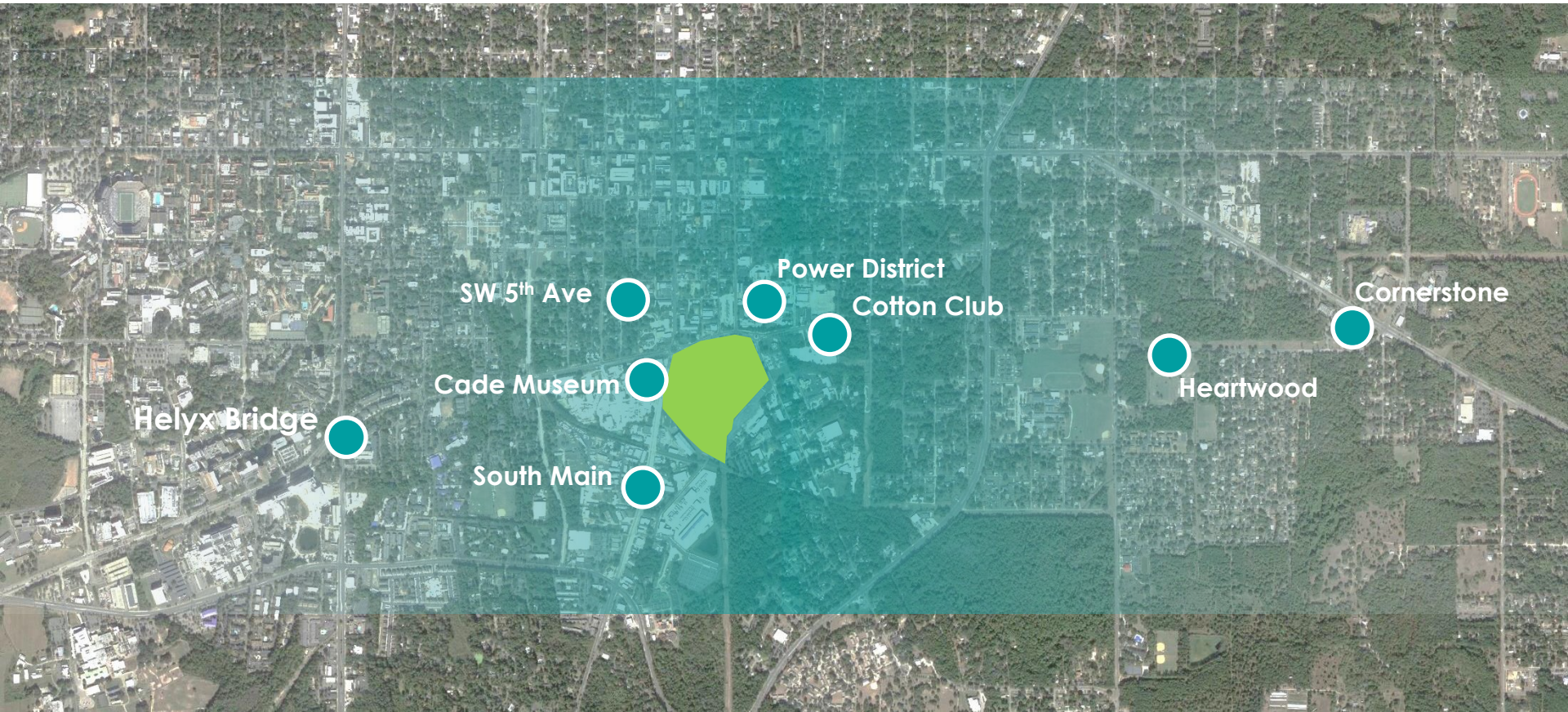
- Improve community identity through signature projects, public artwork, marketing, enhancements to the public realm
- Support important historic or cultural amenities

CONNECTIVITY



Focus on projects that connect one successful CRA initiative to another and one district to another. Find areas of overlap to capitalize on momentum and resources.

DEPOT PARK: CONNECTIONS



I love the fact that the bike trail ... that runs along Sixth, you can go right down that, make a left on Depot Road, go right into Depot Park, and you can go out the southeast corner of Depot Park onto the bike trail that goes to Boulware Springs and then connects to the Hawthorne Trail

--DOWNTOWN STAKEHOLDER

SCALE



Maximize reach and impact in the community by engaging in initiatives of all sizes- from small, incremental projects to large, transformative ones.

DEPOT PARK: SCALE



AUTHENTICITY

Projects should be Gainesville-specific, not Anytown USA. Historical, cultural and artistic celebrations of our special vibe has been mandated by our citizens.

DEPOT PARK: AUTHENTICITY



PARTNERSHIPS

We must foster, rekindle and grow partnerships with UF, Santa Fe, GRU, Public Works and private entities. We are all better together.

DEPOT PARK: PARTNERSHIPS



Parks, Recreation and Cultural Affairs
A CAPRA Accredited Agency



HEALTH & SAFETY



Streetscapes, facades, public art and signage all contribute to more activity-friendly communities.

Our focus is on safe, walkable places where people like to gather.

DEPOT PARK: HEALTH & SAFETY



“ I was very impressed with just the activity that you're able to do without anything, and ... they offer classes and yoga and kids activities. That's just, that's wonderful.
--EASTSIDE STAKEHOLDER



When asked to rank a series of community characteristics, survey respondents ranked 'health' and 'safety' as **very important** to vitality.



Redevelopment has a responsibility to honor history, the land, economics, and most importantly the vitality of the people that live, work, study, and play in the places we call home.



RECOMMENDATION:
Hear Presentation



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