

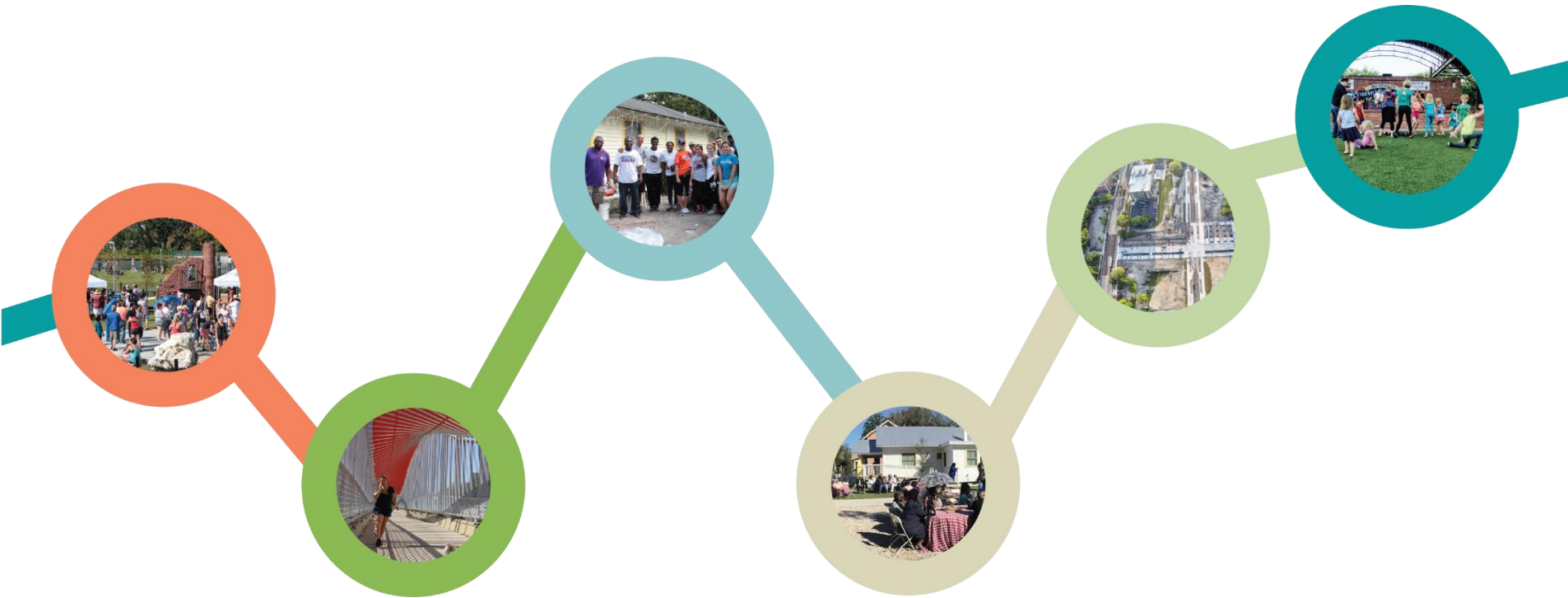
# CRA STRATEGIC PLANNING FY19-FY23

CRA Board | November 20, 2017



# TODAY'S INTRODUCTION

- Inputs of Strategic Planning
- CPUH Analysis
- Next Steps



# IT'S TIME TO CHANGE THE STORY... AGAIN.



## STRATEGIC PLANNING BUILDING THE EVIDENCE BASE TO INFORM WHAT'S NEXT

## GUIDING DOCUMENTS

- State Legislation
- Findings of Necessity
- Redevelopment Plans & Objectives

## PROCESS & EFFICIENCIES

- How do we spend our time?
- Talent & Resources
- Internal (GG/ GRU) Partnership Survey

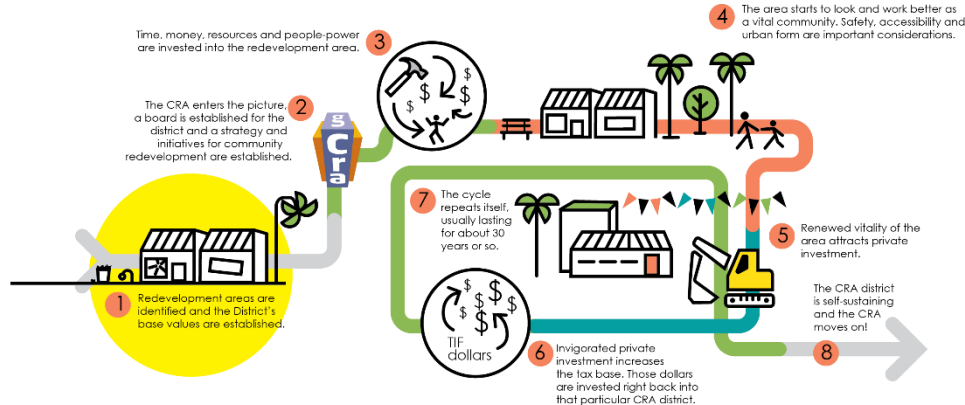
## COMMUNITY INPUT

- Community Vitality Report
- EngageGNV
- Digital + In-person Engagement

## CRA DISTRICT ANALYSIS

- Demographics
- Built Environment

## LAND USE + ECONOMICS ANALYSIS



# ENGAGE GNV: WHAT'S NEXT FOR THE CRA?

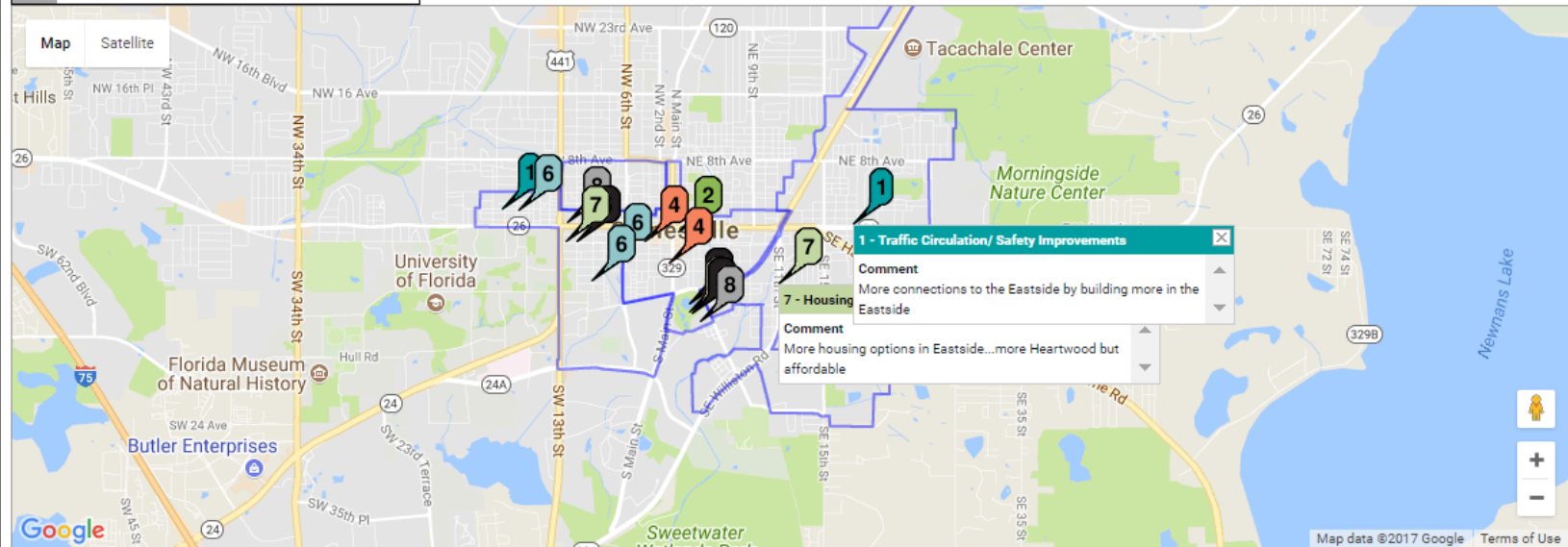
## IN PROGRESS

<https://www.peakdemocracy.com/5647>

Where are the following improvements needed in the four CRA districts (including improvements to existing amenities and/ or creation of new amenities)?

☒ Show All

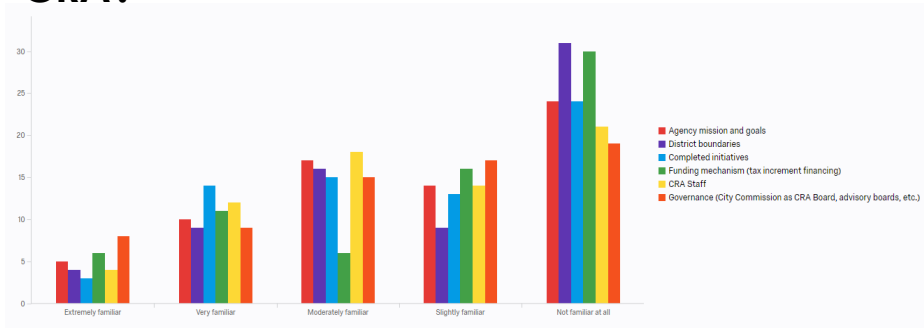
<input checked="" type="checkbox"/> 1 - Traffic Circulation/ Safety Improvements	<input checked="" type="checkbox"/> 2 - Historic Preservation & Adaptive Reuse	<input checked="" type="checkbox"/> 3 - Commercial Activity
		<input checked="" type="checkbox"/> 4 - Public Spaces
<input checked="" type="checkbox"/> 5 - Parking	<input checked="" type="checkbox"/> 6 - Infrastructure	<input checked="" type="checkbox"/> 7 - Housing Options
<input checked="" type="checkbox"/> 8 - Other (Describe)		



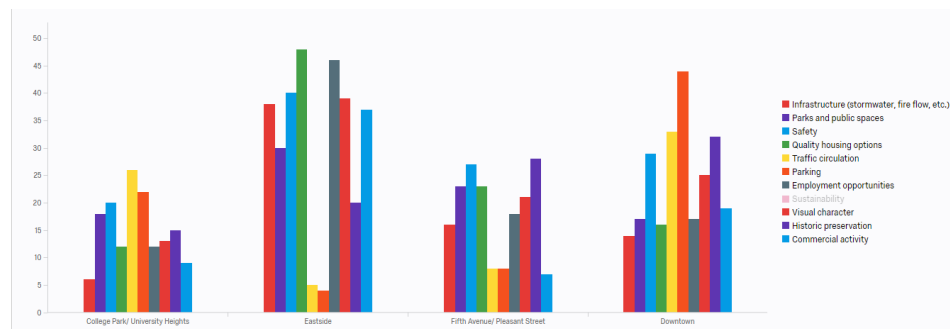
- Traffic Circulation/ Safety Improvements
- Historic Preservation & Adaptive Reuse
- Commercial Activity
- Public Spaces
- Parking
- Infrastructure
- Housing Options
- Other

# INTERNAL (GG/GRU) PARTNER SURVEY IN PROGRESS

**How familiar are you with the following aspects of the CRA?**



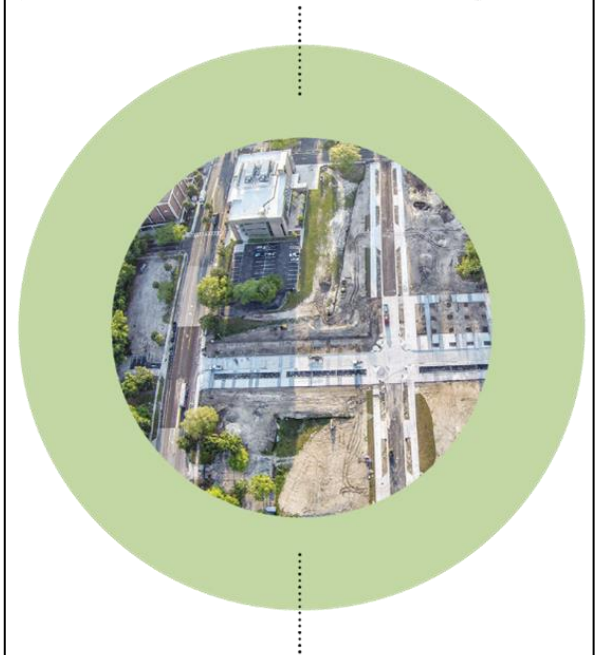
**In your opinion, what are the most critical redevelopment needs in each of the four CRA districts?**



**What would you like to see the Gainesville CRA do better?**

“It would be nice if there was more of a collaborative effort with other departments in the city. Bring everyone to the table together to discuss projects.”

We must foster, rekindle and grow partnerships with Alachua County, UF, Santa Fe, the City of Gainesville/GRU and private entities. We are better together.



## TOGETHER WE THRIVE

Innovation District continues to be a hot-spot for government and private collaboration. The City, CRA and UF have worked tirelessly to complete infrastructure improvement projects that encourage private investment.

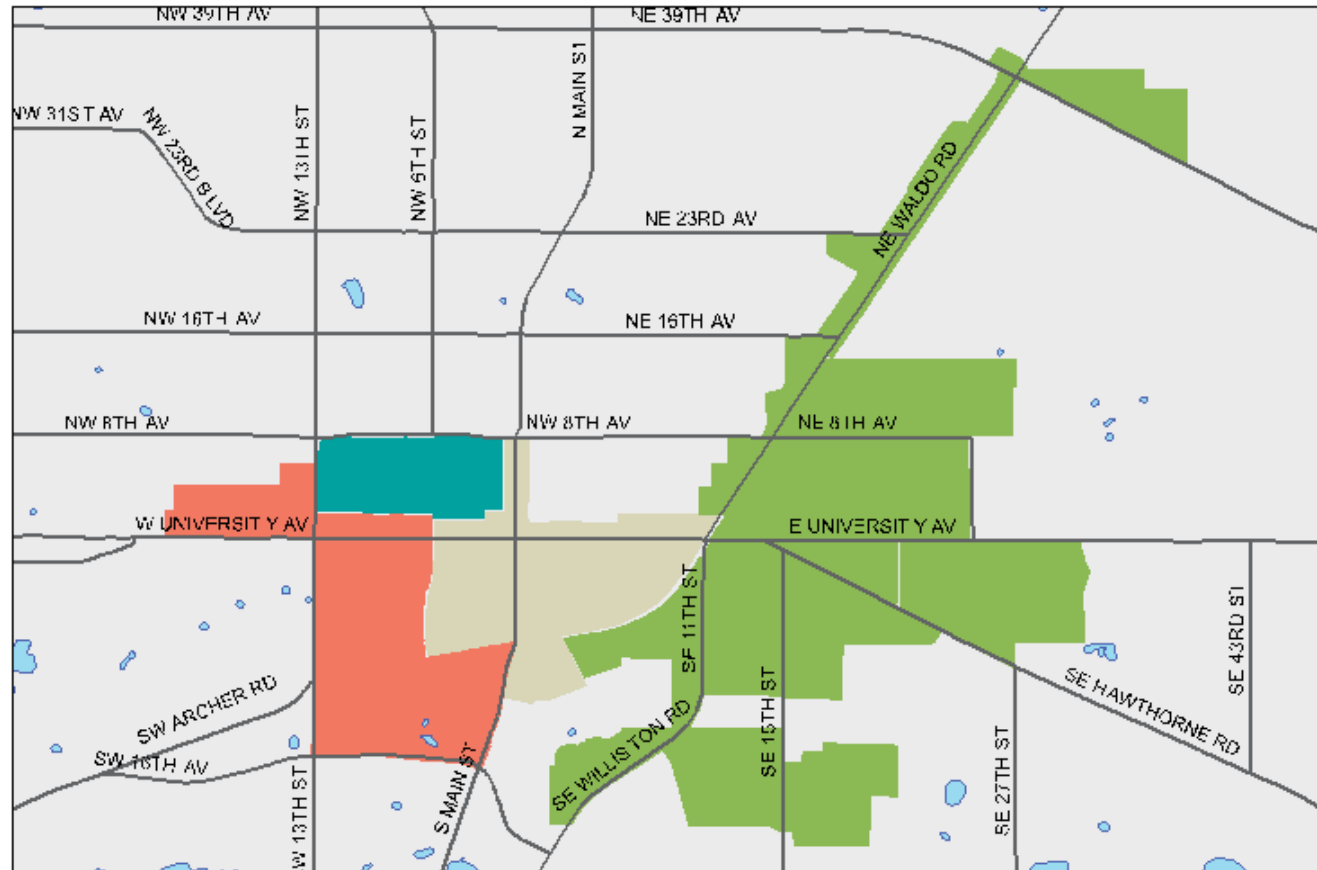
# REDEVELOPMENT AREAS

EASTSIDE

FIFTH AVENUE/  
PLEASANT STREET

DOWNTOWN

COLLEGE PARK/  
UNIVERSITY HEIGHTS



# REDEVELOPMENT AREAS: SIZE & POPULATION

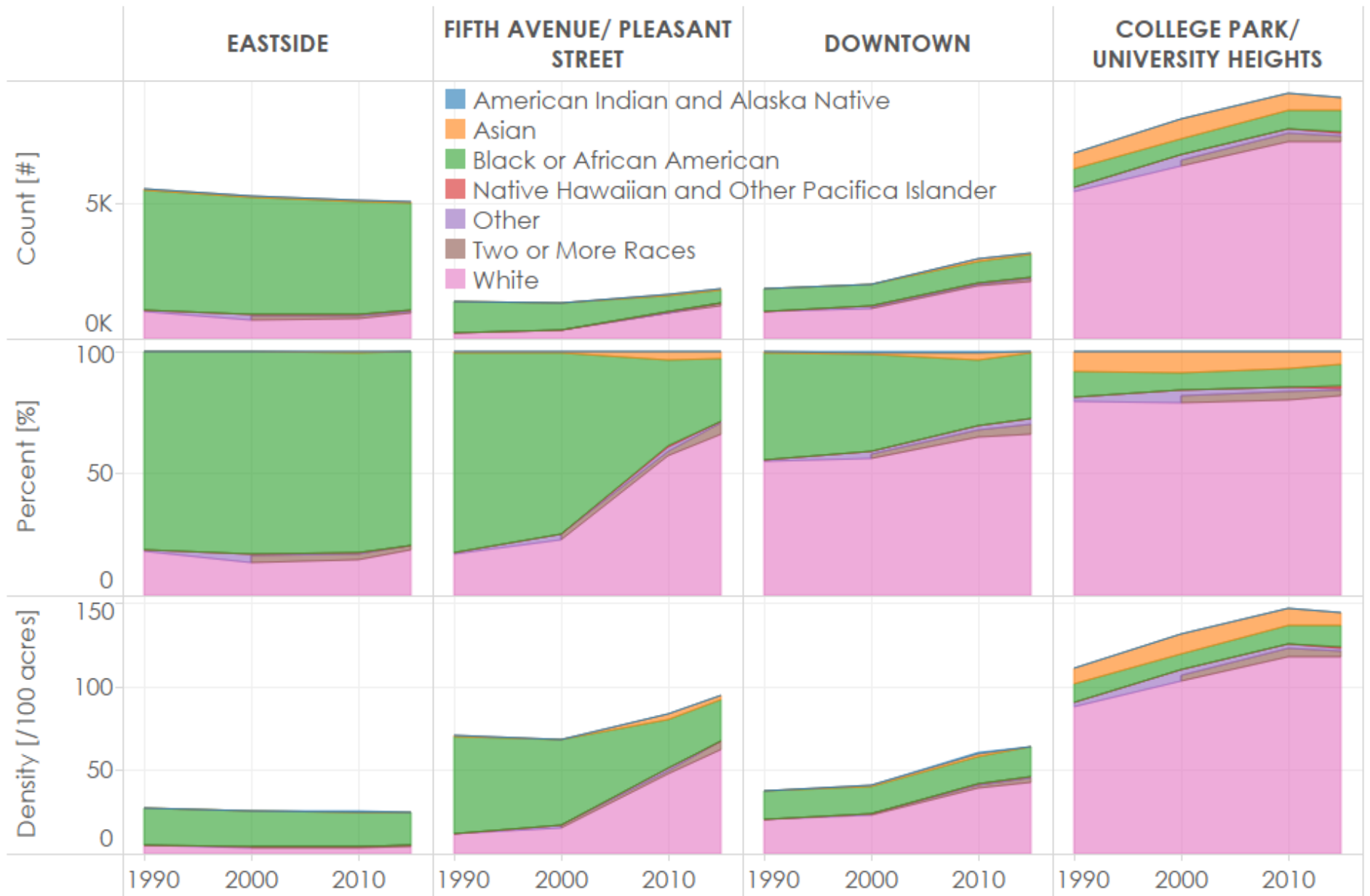
SIZE	Year Established/ Expanded	Years Remaining	Total Acres
Eastside	2001/ 2006/ 2010	23	2002
Fifth Avenue/ Pleasant Street	1979	21	160
Downtown	1981/ 2001	24	490
College Park/ University Heights	1995/ 2005	18	537

POPULATION	1990	2000	2010	2015
Eastside	5,494	5,224	5,081	5,009
% GNV	5.4%	4.5%	4.1%	4.0%
Fifth Avenue/ Pleasant Street	1,360	1,317	1,612	1,825
% GNV	1.3%	1.1%	1.3%	1.5%
Downtown	1,840	2,002	2,956	3,135
% GNV	1.8%	1.7%	2.4%	2.5%
College Park/ University Heights	6,822	8,073	9,041	8,887
% GNV	6.6%	6.9%	7.4%	7.1%
<b>Total</b>	<b>15,516</b>	<b>16,616</b>	<b>18,690</b>	<b>18,856</b>
% GNV	15.1%	14.2%	15.3%	15.0%

Source: U.S. Census Bureau; 1990, 2000, 2010 Census & American Community Survey 2015 5-Yr Estimates

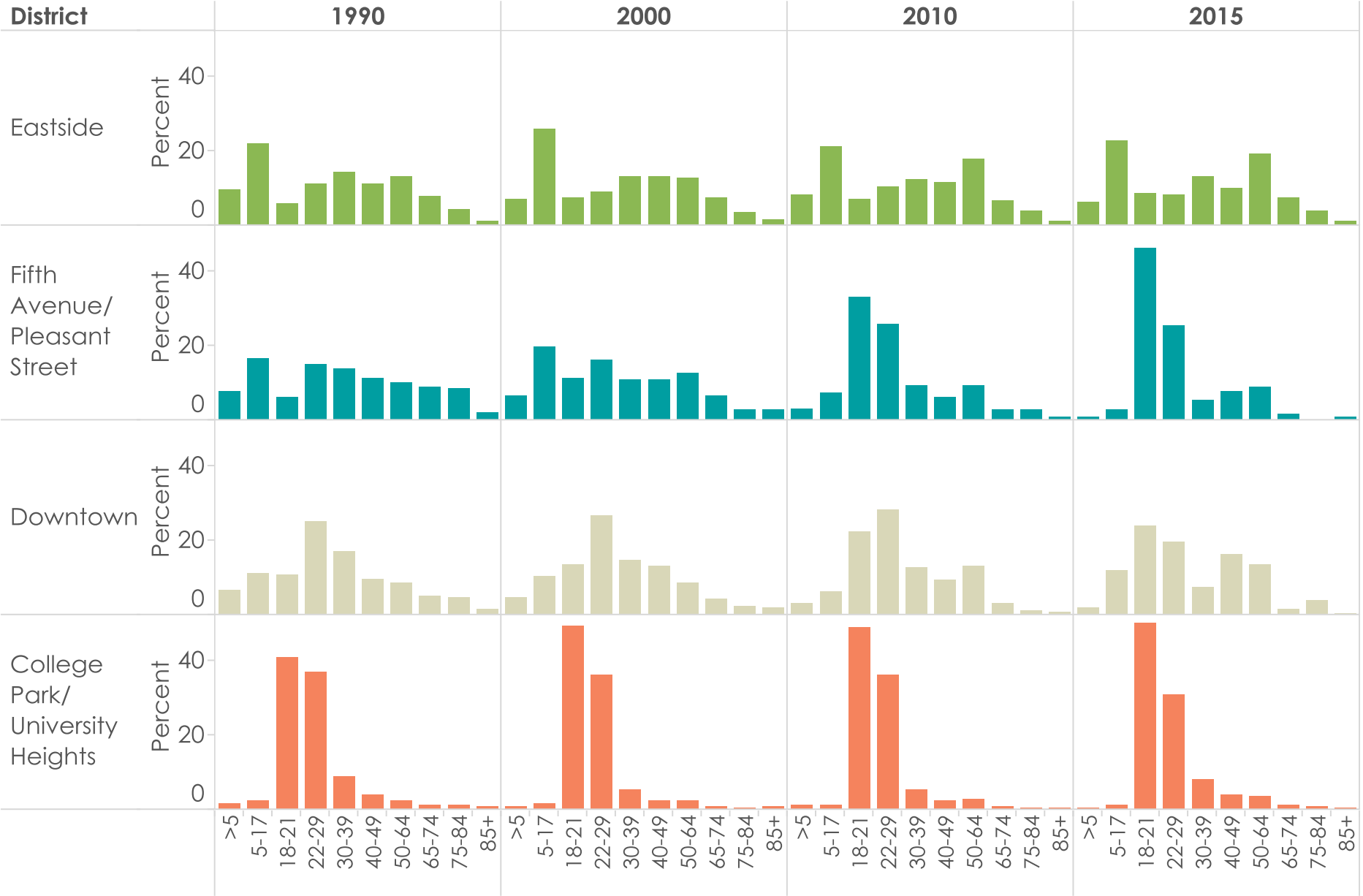


# REDEVELOPMENT AREAS: DEMOGRAPHICS



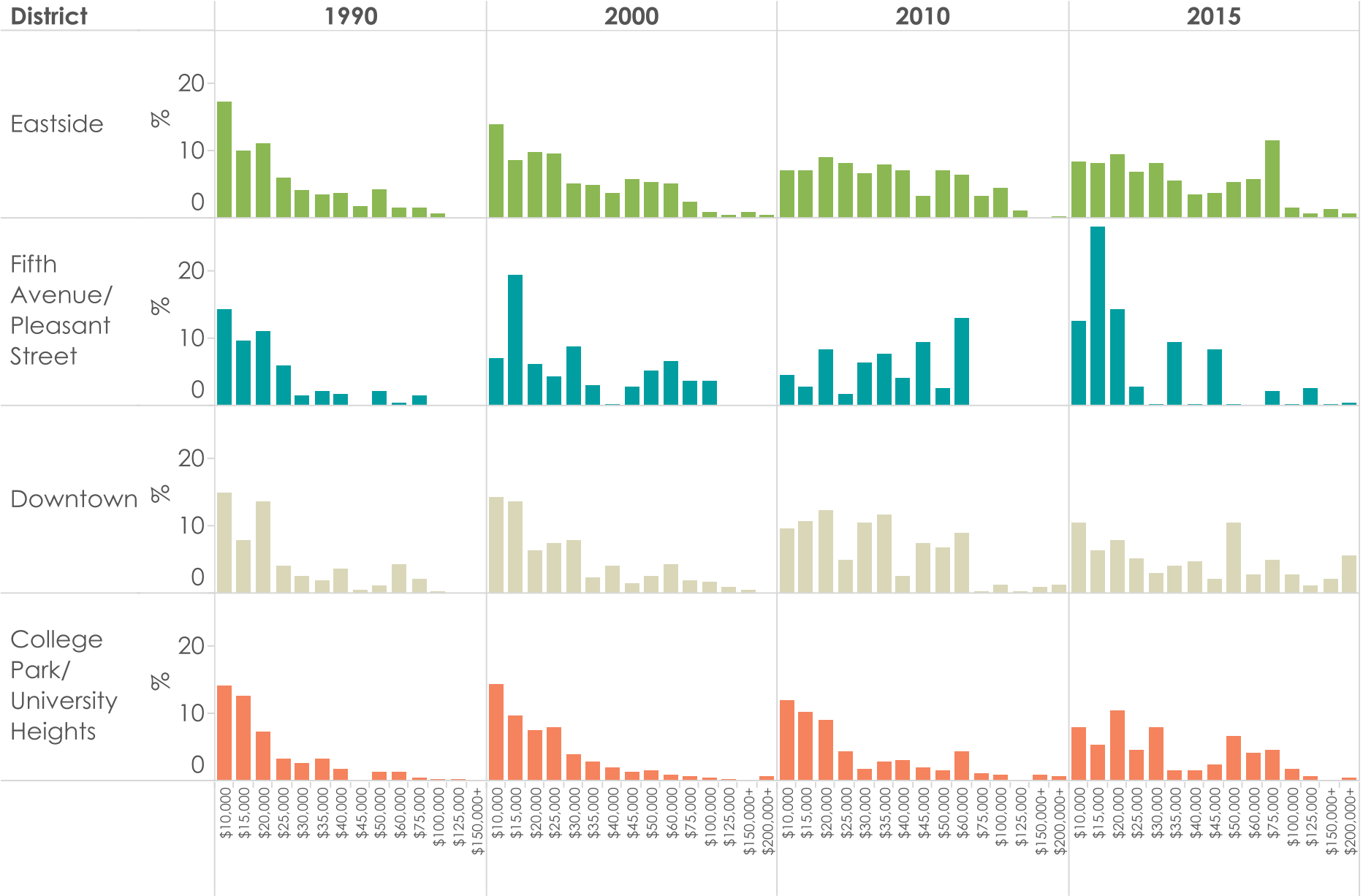
Source: U.S. Census Bureau; 1990, 2000, 2010 Census & American Community Survey 2015 5-Yr Estimates

# REDEVELOPMENT AREAS: AGE DISTRIBUTION



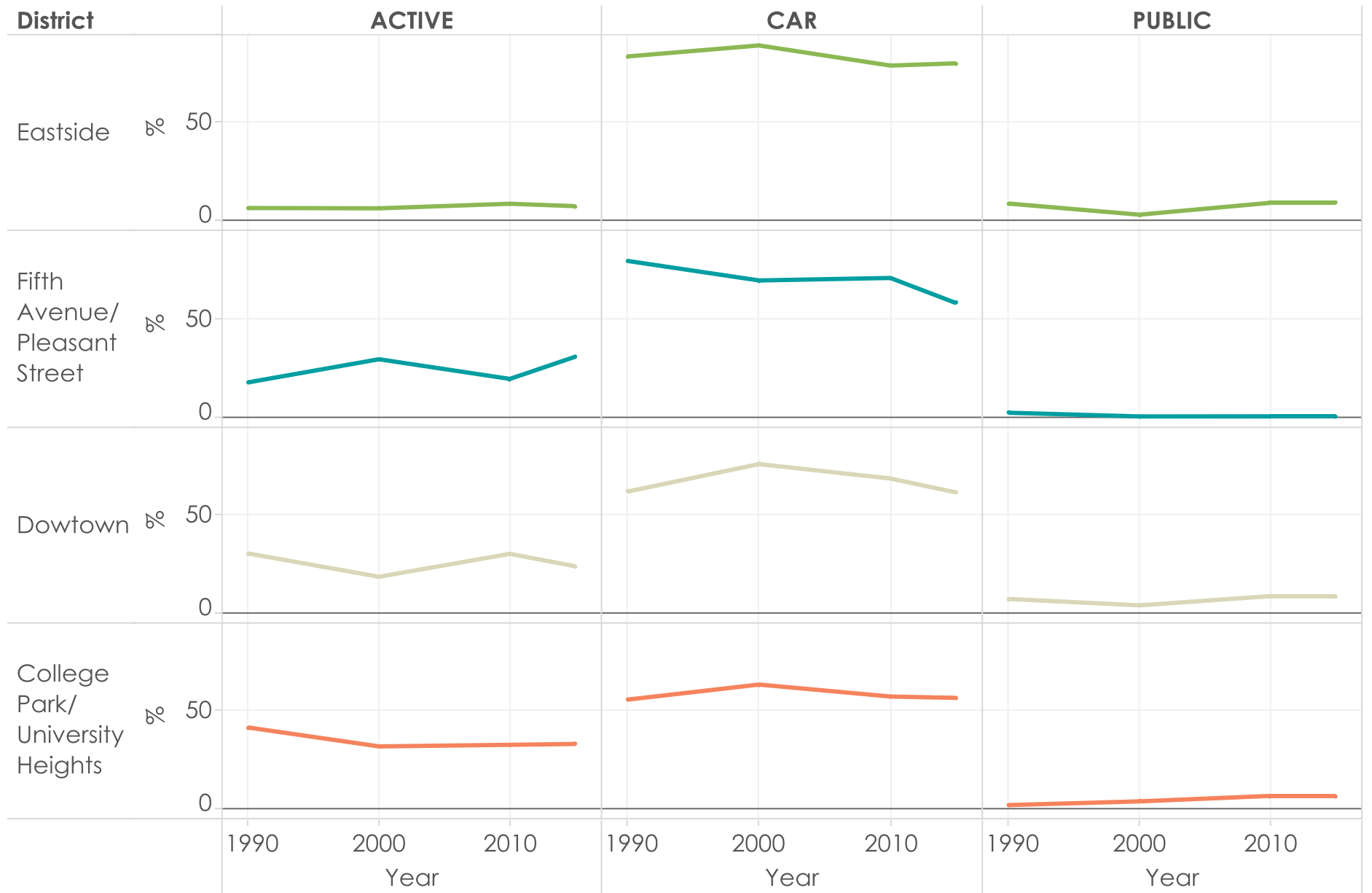
Source: U.S. Census Bureau; 1990, 2000, 2010 Census & American Community Survey 2015 5-Yr Estimates

# REDEVELOPMENT AREAS: INCOME



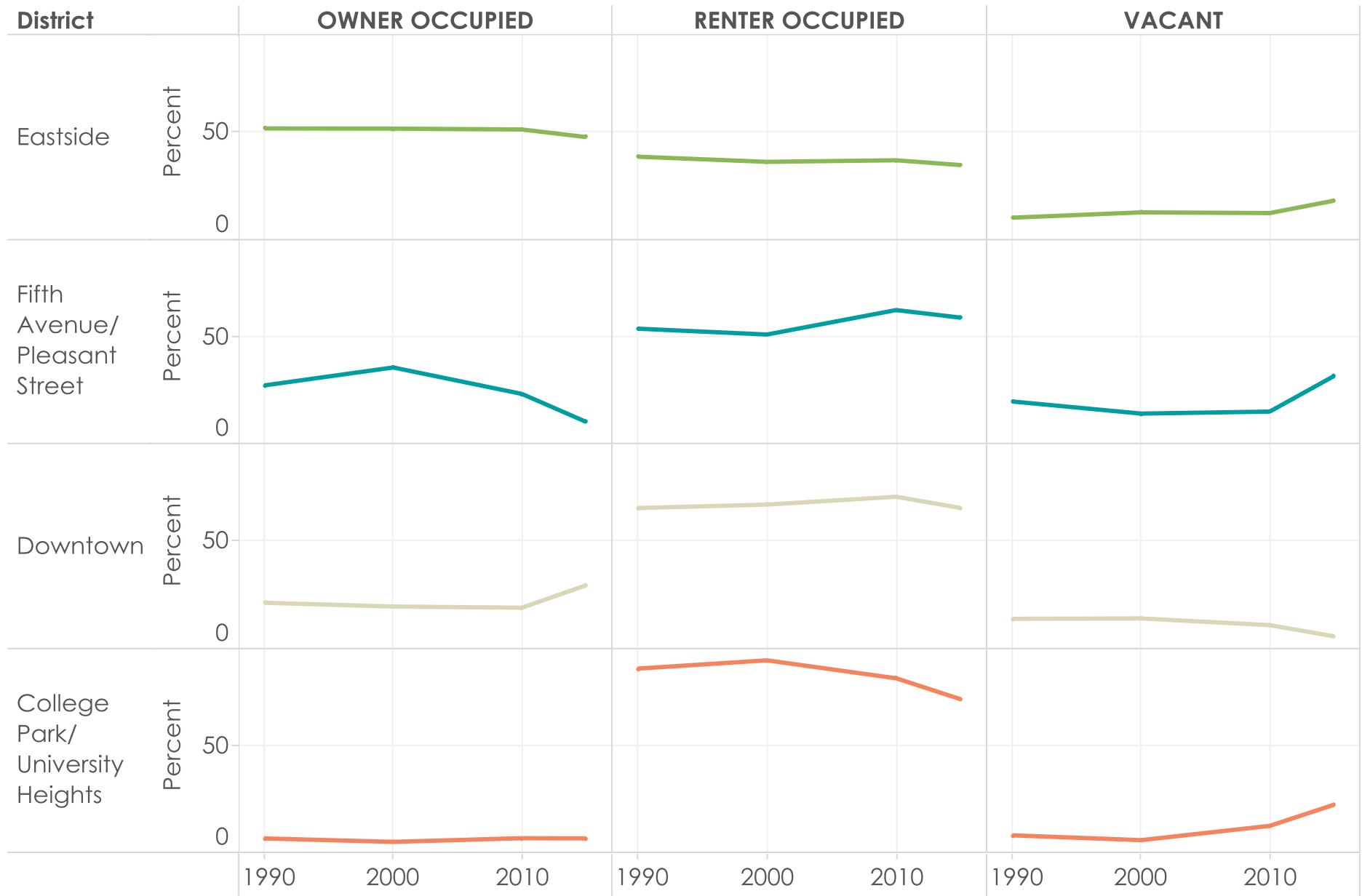
Source: U.S. Census Bureau; 1990, 2000, 2010 Census & American Community Survey 2015 5-Yr Estimates

# REDEVELOPMENT AREAS: TRANSPORTATION TO WORK



Source: U.S. Census Bureau; 1990, 2000, 2010 Census & American Community Survey 2015 5-Yr Estimates

# REDEVELOPMENT AREAS: HOUSING OCCUPANCY



Source: U.S. Census Bureau; 1990, 2000, 2010 Census & American Community Survey 2015 5-Yr Estimates

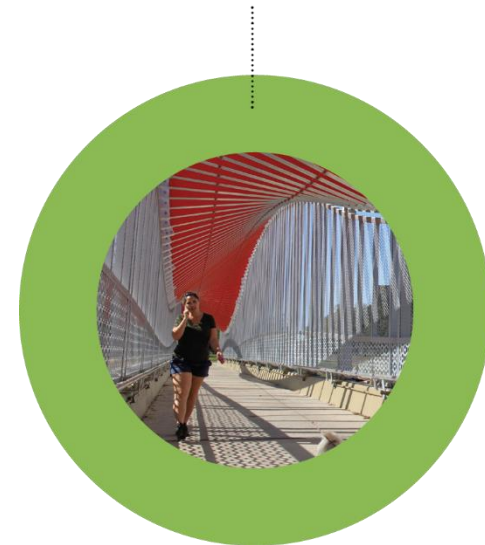
# REDEVELOPMENT AREAS: CONNECTIVITY

	Streets	Side-walks	Ratio	Bike Lanes
<b>Eastside</b>				
Miles	50.3	35.7	0.7	10.4
Miles/ Sq Mile	16.0	11.4		3.3
<b>Fifth Avenue/ Pleasant Street</b>				
Miles	8.5	6.5	0.8	1.4
Miles/ Sq Mile	28.5	21.5		4.6
<b>Downtown</b>				
Miles	18.8	21.0	1.1	5.5
Miles/ Sq Mile	24.6	27.5		7.2
<b>College Park/ University Heights</b>				
Miles	22.0	25.0	1.1	4.7
Miles/ Sq Mile	22.9	26.1		4.9

## 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.

**CONNECTING FOR VITALITY**  
The Gainesville Helyx Bridge acts as a gateway into Gainesville and creates bike and pedestrian access from the University of Florida to Downtown Gainesville.



# REDEVELOPMENT AREAS: HEALTH & SAFETY

2016	TRAFFIC CRASHES	TRAFFIC INJURIES	CRIME	EMS/FIRE
Eastside	289	237	2089	1792
Fifth Avenue/ Pleasant Street	57	39	565	231
Downtown	203	145	1144	1012
College Park/ University Heights	338	266	1318	1200



## 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.

# REDEVELOPMENT AREAS: AUTHENTICITY & INTEGRITY

## CODE COMPLAINTS 2016

GNV311

Eastside	404	245
Fifth Avenue/ Pleasant Street	173	171
Downtown	176	314
College Park/ University Heights	308	255

## AUTHENTICITY

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







## CRA Strategic Planning Session

Thursday November 30, 2017

5:00 PM

Historic Depot Building

Dinner + Keynote + Guiding Questions

Free event, please RSVP at  
352-393-8213 or [ideas@gainesvillecra.org](mailto:ideas@gainesvillecra.org)



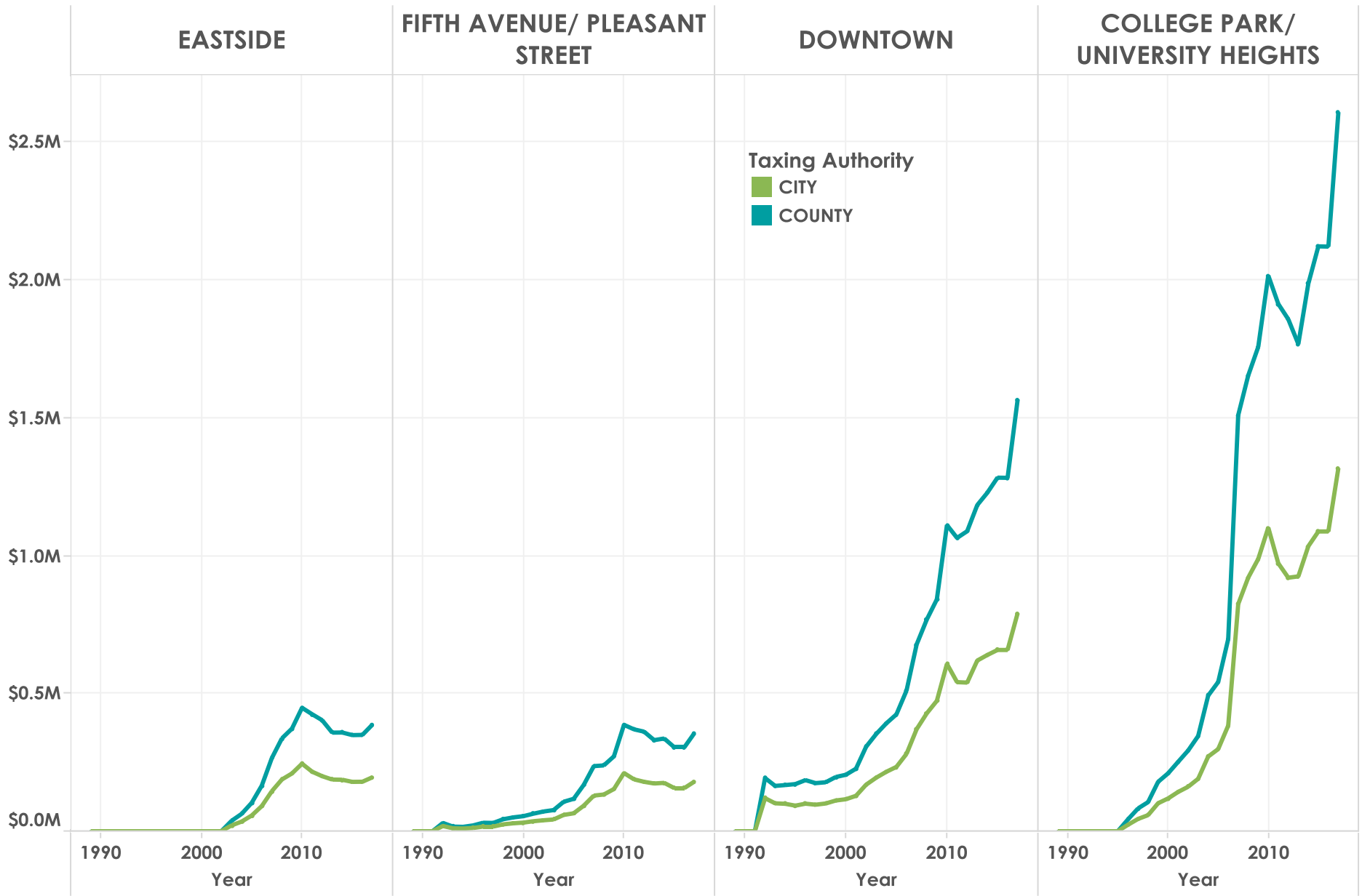
Keynote Address by

**Joe Minicozzi**, AICP  
Principal of Urban 3



CPUH + SUCCESS

# TAX INCREMENT



# 2017 COMMUNITY VITALITY REPORT

## LAYERS

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



## SCALE

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



## PARTNERSHIPS

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# CPUH SCENARIOS

- **SCENARIO I:** Maintain existing structure (no change)
- **SCENARIO II:** County match City's millage rate
- **SCENARIO III:** Taper TIF split across remaining CPUH lifespan (95%:5% → 0%:100%)
- **SCENARIO IV:** Sunset CPUH

# IT'S TIME TO CHANGE THE STORY... AGAIN.



# RECOMMENDATION

CRA BOARD MEETING  
NOVEMBER 20, 2017

Hear Presentation.

