

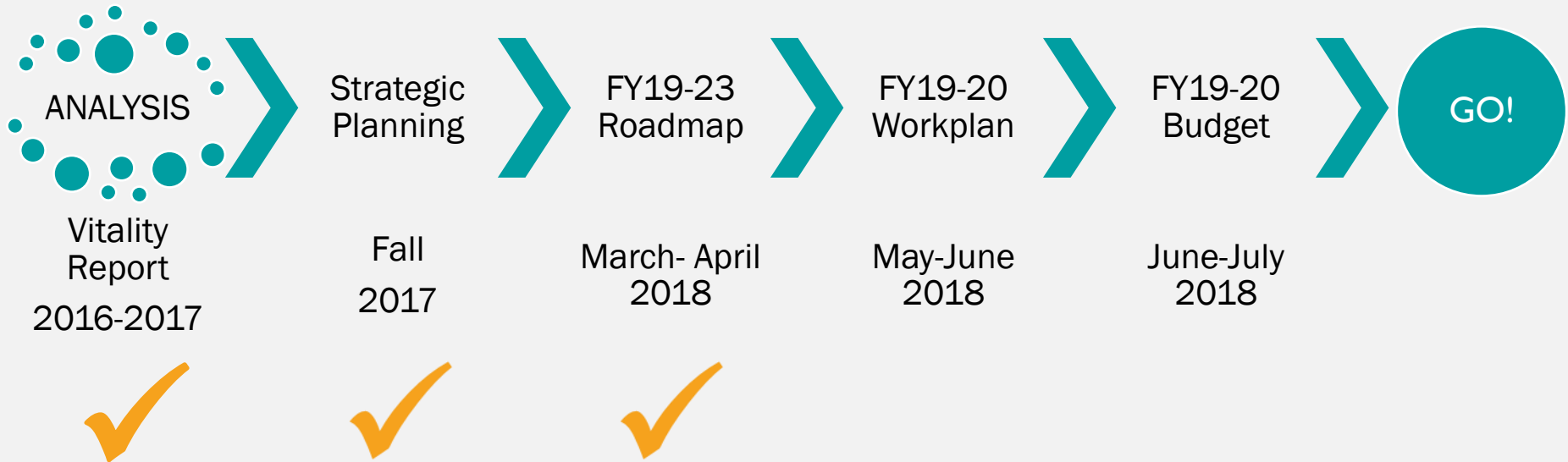
CRA ROADMAP FY19-FY23

CRA Board Meeting

March 19, 2018

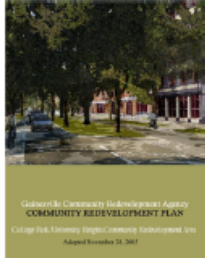


TIMELINE



REDEVELOPMENT OBJECTIVES

College Park/ University Heights



- Infrastructure
- Parking
- Urban Form
- Traffic Circulation
- Private Investment
- Land Acquisition & Redevelopment
- Creation of Mixed Use Technology Hubs
- Historic Preservation and Adaptive Reuse
- Public Spaces
- Funding, Financing, Management, and Promotion

Eastside



- Economic Development & Innovation
- Commercial Activity
- Housing
- Infrastructure
- Urban Form
- Sustainability
- Sense of Community
- Funding, Financing, Management, and Promotion

Fifth Avenue/ Pleasant Street



- Housing Revitalization
- Redevelopment Opportunity Sites
- Historic Preservation
- Infrastructure and Utilities
- Streetscape
- Urban Design
- Recreational & Cultural Activities
- Funding, Financing, Management and Promotion
- Green Building Concepts & Sustainability

Downtown



- Economic Development
- Commercial and Business Activity
- Infrastructure
- Housing
- Urban Form
- Sustainability
- Sense of Community
- Funding, Financing, Management, and Promotion



LAYERS

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



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.



SCALE

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



AUTHENTICITY

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



PARTNERSHIPS

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.



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.

HIDDEN LAYERS

Depot Park is a lot more than a world-class public park. What you don't see: 20 years of hard work, 255,000 tons of contaminated soil that was removed from the site and the positive wetland impacts this project makes.

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.

SMALL PRICE TAG, BIG IMPACT

Even the smallest projects can have impacts that reverberate for years. The Residential Paint Voucher program is a cost-effective way to inspire neighborhood pride, while creating awareness of the CRA's mission and

HISTORY, CULTURE AND COMMUNITY

The A. Quinn Jones Museum and Cultural Center celebrates the life and legacy of one of Gainesville's most prominent civil rights champions. Mr. Jones was the first principal of Lincoln High School.

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.

WORK AND PLAY IN THE CITY'S CENTER

The Bo Diddley Plaza renovation addressed more than lighting and safety concerns—it breathed new life into an outdated public space. The CRA built a café, improved the public restrooms and enhanced the backstage area which has increased usability for big-name and local acts alike.

CONTEXT

WILD SPACES PUBLIC PLACES

How might the CRA **partner** to provide **safe connections** between VVSP investments and to CRA initiatives?

BIKE & PEDESTRIAN

How might the CRA close gaps in the network and support a confluence of **connected** transit opportunities in the urban core?

NEW DEVELOPMENT

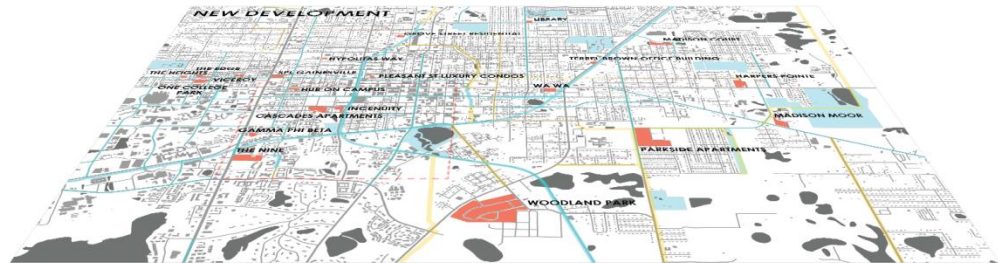
How might the CRA encourage new infill development that is authentically ‘Gainesville’?

CITY + UF STRATEGIC PLAN

How might the CRA **co-leverage resources** and momentum to achieve our community's vision for Gainesville.

COMPLETED + ONGOING CRA INITIATIVES

How might the CRA continue to link CRA initiatives and districts?

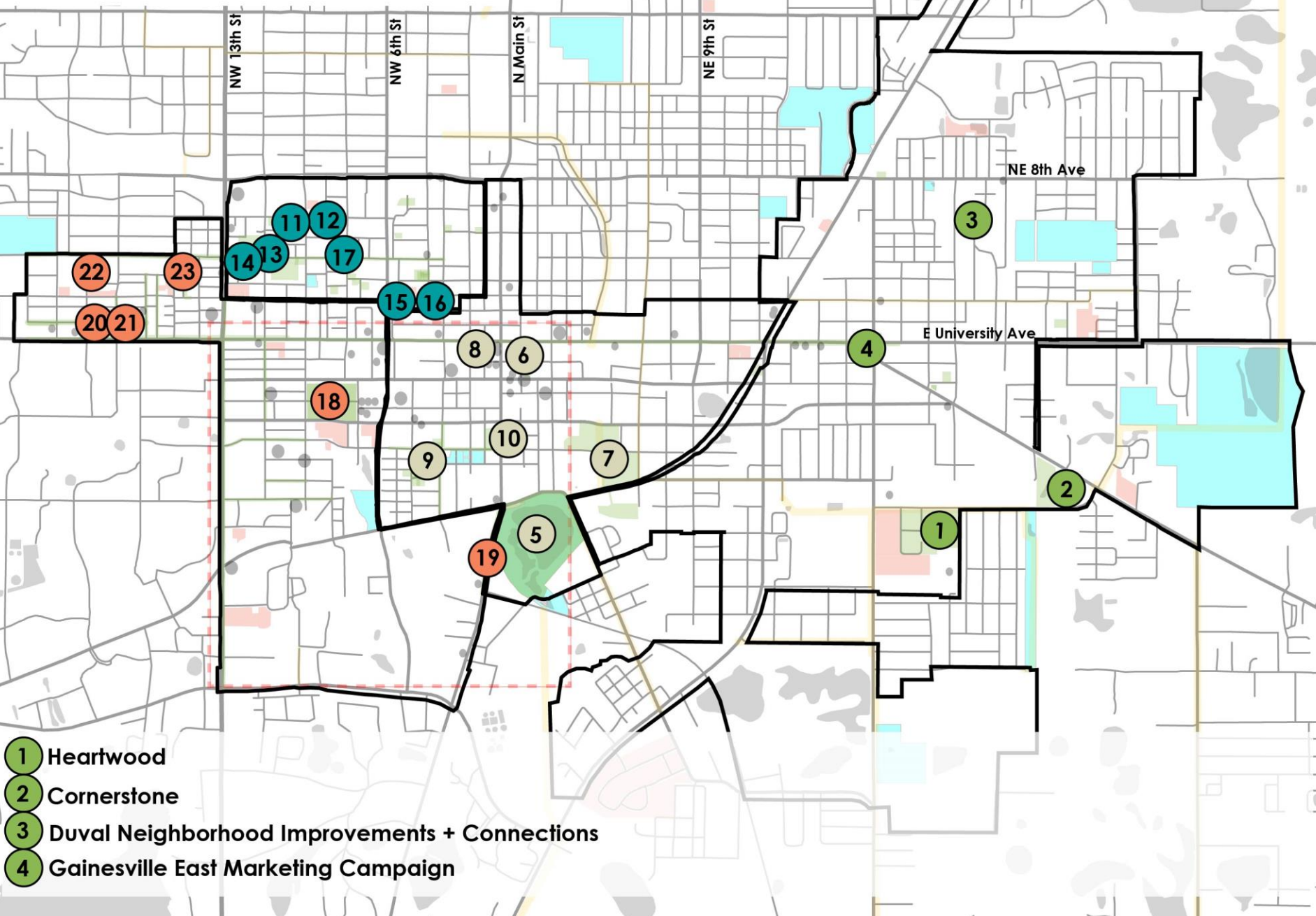


FY19-23 ROADMAP

- High level resource to guide the agency over the next 5 years
- Multi-district initiatives = 'The future is now'
- Urban acupuncture → Connecting the dots
- Emphasizes partnership opportunities
- Both deliberate and responsive

CRA 5 YEAR ROADMAP

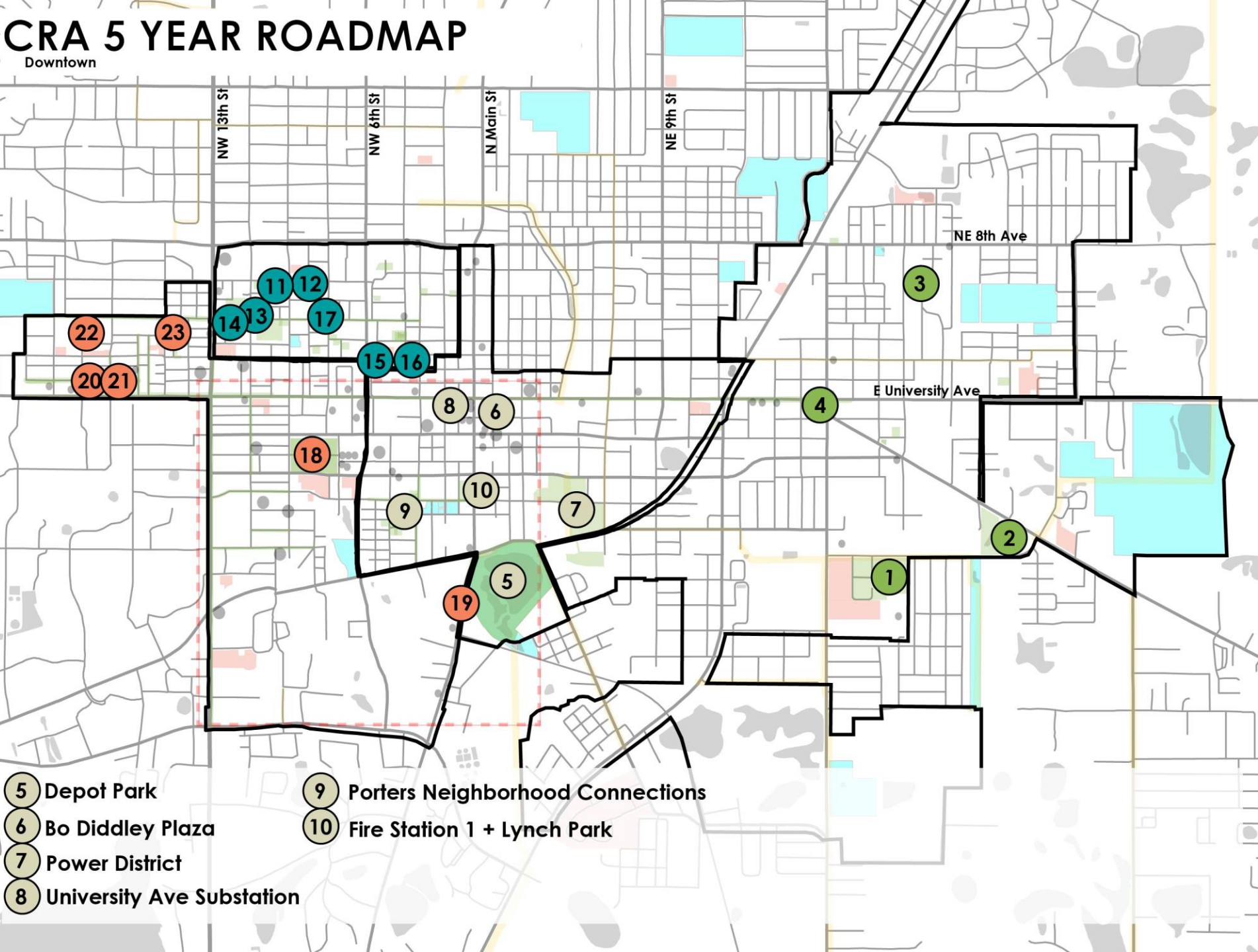
Eastside



- 1 Heartwood
- 2 Cornerstone
- 3 Duval Neighborhood Improvements + Connections
- 4 Gainesville East Marketing Campaign

CRA 5 YEAR ROADMAP

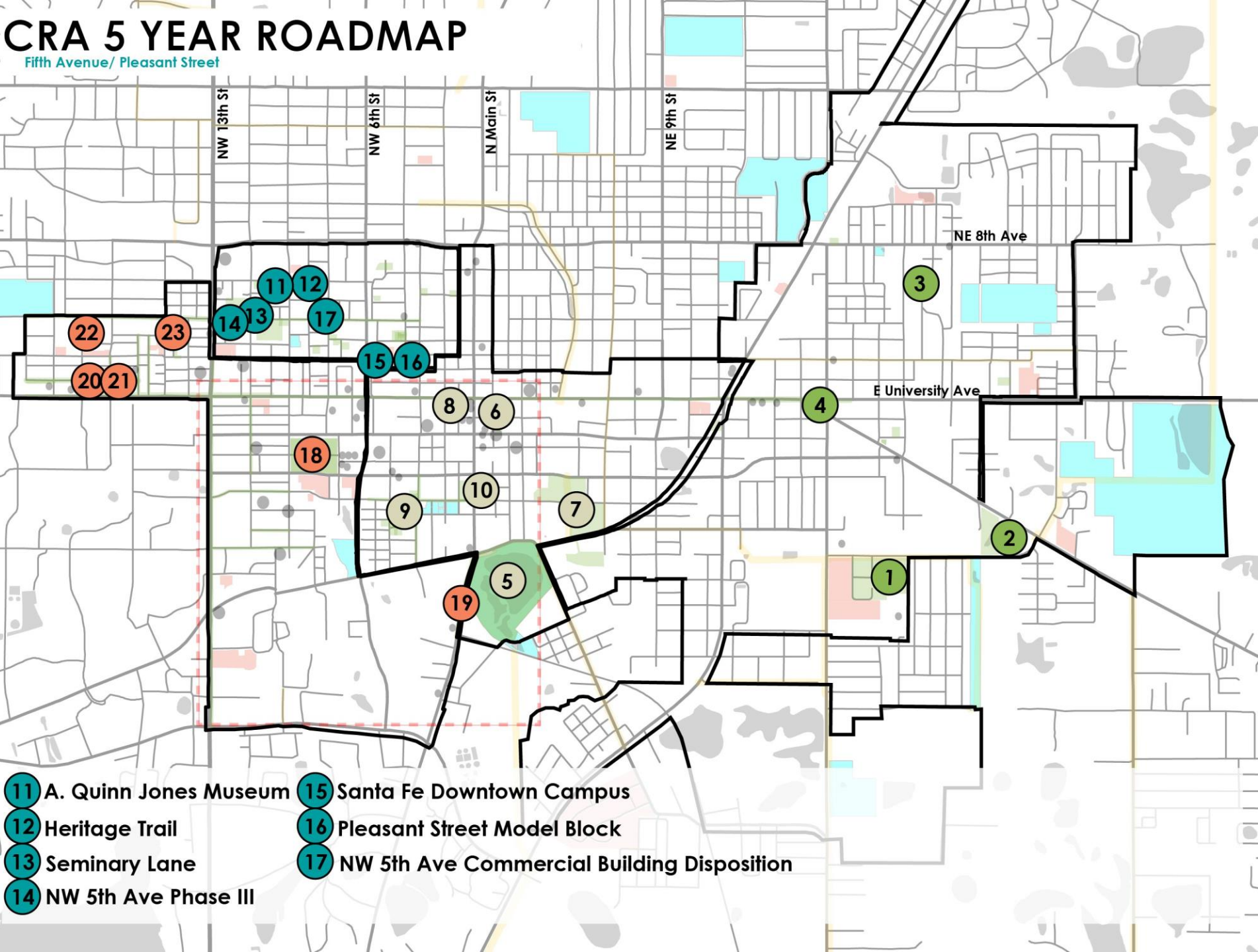
Downtown



- 5 Depot Park
- 6 Bo Diddley Plaza
- 7 Power District
- 8 University Ave Substation
- 9 Porters Neighborhood Connections
- 10 Fire Station 1 + Lynch Park

CRA 5 YEAR ROADMAP

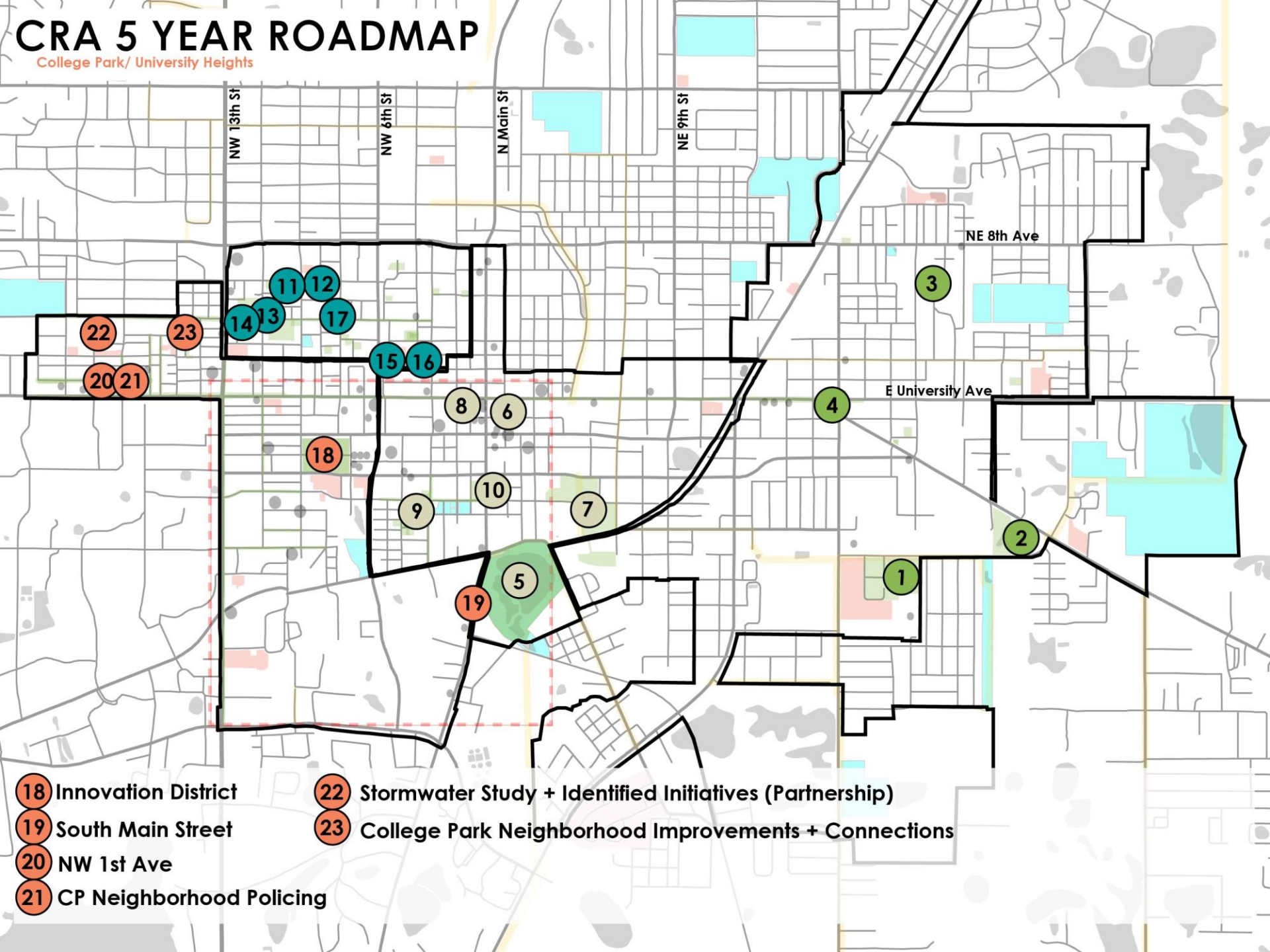
Fifth Avenue/ Pleasant Street



- 11 A. Quinn Jones Museum
- 12 Heritage Trail
- 13 Seminary Lane
- 14 NW 5th Ave Phase III
- 15 Santa Fe Downtown Campus
- 16 Pleasant Street Model Block
- 17 NW 5th Ave Commercial Building Disposition

CRA 5 YEAR ROADMAP

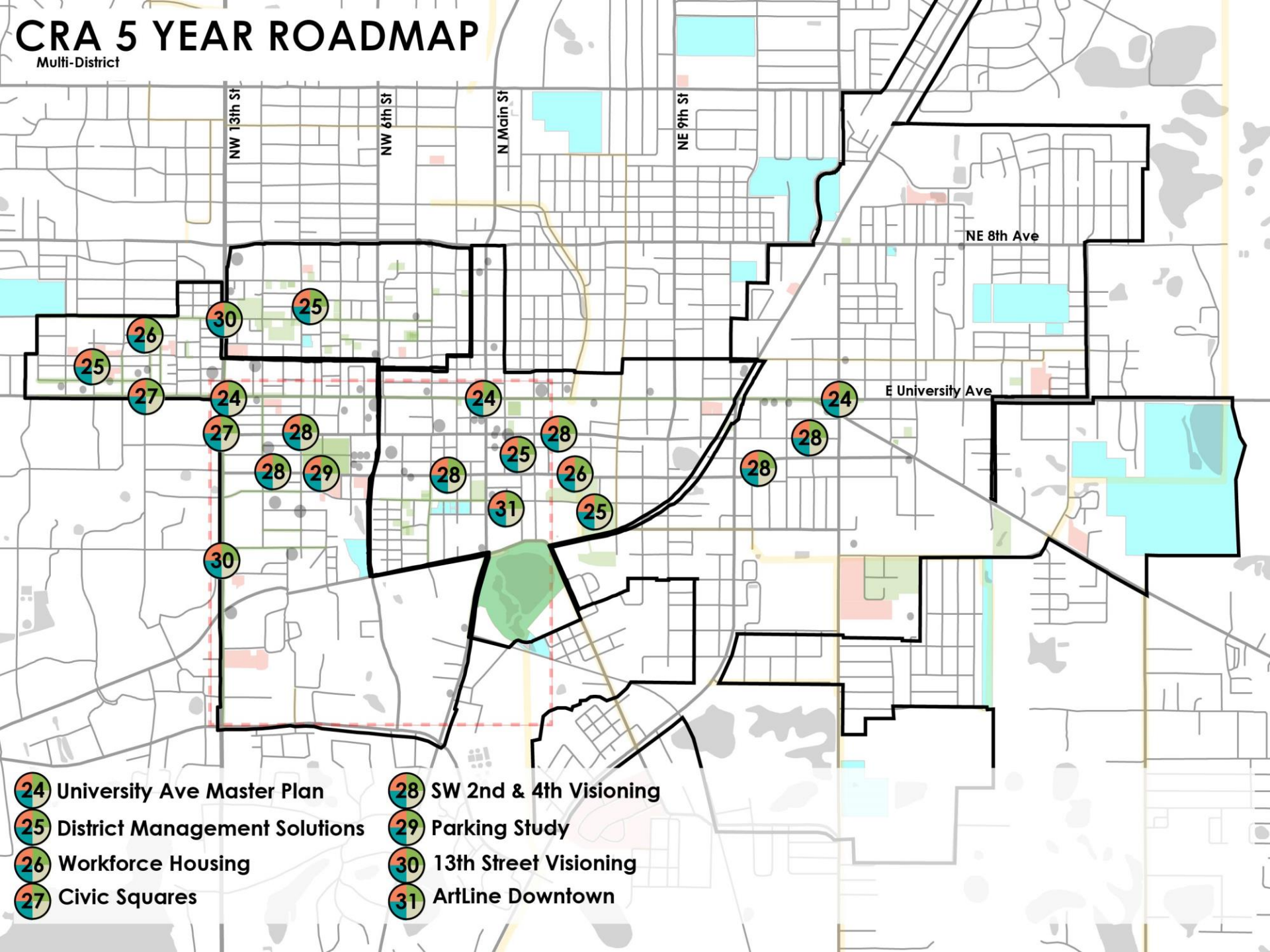
College Park/ University Heights



- 18 Innovation District
- 19 South Main Street
- 20 NW 1st Ave
- 21 CP Neighborhood Policing
- 22 Stormwater Study + Identified Initiatives (Partnership)
- 23 College Park Neighborhood Improvements + Connections

CRA 5 YEAR ROADMAP

Multi-District



MULTI-DISTRICT (CONT)

- Streetscape Design and Technical Standard Update
- Community Branding, Identity and Wayfinding
- District-wide Programs
 - Company relocation
 - Job creations
 - Commercial façade grant program
 - Residential paint programs
 - Habitat for Humanity/ A Brush with Kindness
- Formalize Community Partnership/ Sponsorship Programs

NEXT STEPS



RECOMMENDATION

CRA BOARD MEETING
MARCH 19, 2018

Hear presentation and approve the
FY19-23 Roadmap as presented.

