

## **FY19-23 CRA Project Roadmap**

**\*\*DRAFT for Discussion Purposes\*\***

### **Eastside (ERAB)**

1. Heartwood Neighborhood Development
  - Complete infrastructure to create 34 lots of single family homes
  - Complete solicitation for homes builders
  - Create relationship with Community Land Trust for affordable housing
  - Engage local real estate market for home sales
  - Complete branding/marketing for the project
  - Create signature signage and wayfinding for the neighborhood and wetland amenities
  - Promote the opportunity for home ownership
  - Work with Gainesville Fire Rescue on Pilot Residential Sprinkler System Project
  - Work with GRUCom for residential pilot project
2. Cornerstone Campus Expansion
  - Complete infrastructure to create 10 buildable lots for sale
  - List lots for sale with commercial brokerage firm
  - Complete Merieux (Building 1) deal with Concept Companies
  - Complete branding/marketing for the project
  - Create signature signage and wayfinding for the campus
  - Promote CRA economic development and job creation incentives
3. Duval Neighborhood Improvements + Connections
  - Master plan to address issues of safety, connectivity, and other misc. neighborhood deficiencies
  - Public + stakeholder engagement
  - Engage consultants to understand feasibility of addressing deficiencies
4. Gainesville East Campaign
  - Complete website landing page
  - Complete identity package
  - Roll out campaign signs and associated marketing materials
  - Engage community to participate in cost sharing of expanded website
  - Connect CRA initiatives to Gainesville East Campaign
  - Roll out Gainesville East video
  - Connect campaign to local, regional, statewide economic development initiatives

## **Downtown (DRA)**

- 5. Depot Park Initiatives (Transitory)**
  - Complete installation of kitchen hood in Depot Building
  - Fully transition Depot Park and Building to City's PRCA and Facilities
- 6. Downtown Plaza (Transitory)**
  - Complete stormwater improvement project adjacent to Plaza
  - Create a transition plan for Plaza and temporary employees to City's PRCA and Facilities Porters Neighborhood Improvements + Connections
  - Master plan to address issues of safety, connectivity, and other misc. neighborhood deficiencies
  - Public + stakeholder engagement
  - Engage consultants to understand feasibility of addressing deficiencies
- 7. Power District Redevelopment Plan**
  - Execute development agreement with Development Partner
  - Implement initial phases of Master Plan
  - Perform outreach to local entrepreneurs to locate in the Power District
  - Foster collaboration with anchor tenants interested in potentially locating in the Power District
  - Advance the Sweetwater Branch Creek daylighting initiative via FEMA
  - Engage community stakeholders to participate in the redevelopment process
- 8. University Avenue Substation Adaptive Reuse**
  - Gauge County interest in project
  - BDP-Depot Connection + Infill
  - Analyze potential 'Art-Line' connections between Bo Diddley Plaza and Depot Park
  - Conduct feasibility study
  - Identify opportunity sites for infill/ adaptive reuse
- 9. Porters Connections + Model Block Housing**
  - Conduct initial land surveying, site planning, and land development and real estate due diligence
  - Generate and analyze site design and land-use alternatives
  - Engage community stakeholders on proposed projects
- 10. Fire Station 1 + Lynch Park Redevelopment**
  - Analyze redevelopment potential
  - Engage community stakeholders on redevelopment opportunities for adaptive reuse

## **Fifth Avenue/Pleasant Street (FAPS)**

- 11. A. Quinn Jones**
  - Continue to fully transition to City's PRCA
  - Complete WSPP funded plaza and landscape
- 12. Heritage Trail/FAPS Connections**
  - Finalize feasibility study and trail master plan
  - Identify and prioritize critical sidewalk gaps and connections
  - Celebrate cultural heritage of the neighborhood
  - Engage community stakeholders on proposed plans
  - Develop construction documents to implement projects
  - Evaluate important north/south sidewalk gaps through neighborhood
- 13. Seminary Lane**
  - Work with GFHC on the disposition of the Seminary Lane properties
  - Align CRA resources to participate in redevelopment of associated sites
- 14. NW 5<sup>th</sup> Ave Streetscape (NW 13<sup>th</sup> St. to NW 10<sup>th</sup> St.)**
  - Work with Seminary Lane development to continue existing NW 5<sup>th</sup> Ave streetscape elements
  - Define CRA participation based on proposed development plan
- 15. Santa Fe Downtown Campus Redevelopment Efforts**
  - Engage with stakeholders to understand potential partnerships with Santa Fe.
  - Identify potential sites for acquisition/redevelopment
- 16. Pleasant Street Model Block Housing**
  - Conduct initial land surveying, site planning, and land development and real estate due diligence
  - Generate and analyze site design and land-use alternatives (Tiny Housing/Office)
  - Engage community stakeholders on proposed projects
- 17. NW 5<sup>th</sup> Avenue Commercial Building Disposition**
  - Obtain appraisal for sale of property
  - Remedy ownership of hiatus property to north of building
  - Evaluate financial impacts of office relocation

## College Park/ University Heights (CPUH)

### 18. Innovation District

- Northern extension of SW 9<sup>th</sup> St greenway from SW 2<sup>nd</sup> Ave to SW 1<sup>st</sup> Ave
- Continued public-private partnerships with University of Florida Development Corporation and private developers

### 19. South Main Street (Transitory)

- Complete construction
- Continue to engage stakeholders
- Evaluate post-construction conditions and trends
- Coordinate and encourage adjacent private economic development opportunities
- Create South Main Street Façade Improvement Program
- Promote special events and programming
- Develop maintenance and transition plan
- Work with stakeholders to continue "Destination South Main" branding

### 20. NW 1<sup>st</sup> Avenue (Transitory)

- Complete construction
- Continue to engage stakeholders
- Evaluate post-construction conditions and trends
- Coordinate and encourage adjacent private economic development opportunities
- Promote special events and programming
- Develop maintenance and transition plan
- Work with stakeholders to continue "More in Midtown" branding

### 21. College Park Community Policing Pilot

- Work with University of Florida Police Department (UFPD) Gainesville Police Department (GPD) to draft job descriptions for Midtown Ambassadors
- Work with Human Resources, GPD, and UFPD to hire appropriate staff
- Evaluate the pilot program using monthly crime data analysis

### 22. Stormwater Study + Identified Initiatives (Partnership)

- Partnership with Public Works to identify potential stormwater credit basins to incentivize infill development
- Perform feasibility analysis
- Credit basin engineering, master planning, and cost estimating

### 23. College Park Neighborhood Improvements + Connections

- Master plan to address issues of safety, connectivity, and other misc. neighborhood deficiencies
- Public + stakeholder engagement
- Engage consultants to understand feasibility of addressing deficiencies

## Multi-District Initiatives

### 24. University Avenue Master Plan

- Comprehensive feasibility analysis and needs assessment
- Public + stakeholder engagement
- Transportation analysis and private development coordination
- Vision Zero principles
- Engage consultants to understand feasibility of addressing deficiencies

### 25. District Management Solutions

- Work with consultants and stakeholders on long-term solutions for management and maintenance of Midtown, Downtown, and Power District (Business Improvement District?)
- UF Strategic Development Plan partnership & initiatives
  - Work with University to define projects and potential CRA participation
  - Potential projects to include
    - 26.** Workforce housing
    - 27.** Civic Squares
    - 28.** SW 2<sup>nd</sup> Ave & SW 4<sup>th</sup> Ave visioning
    - 29.** Parking study
    - 30.** 13<sup>th</sup> Street visioning
    - 31.** Art-Line Downtown
- Streetscape Design & Technical Standard Update
  - Engage Land Development Code & Department Of Doing to align priorities
  - Public + stakeholder engagement
  - Private development coordination
  - Vision Zero principles
  - Engage consultants to revise standards for adoption
- Community Branding, Identity & Wayfinding
  - Engage community stakeholders to identify potential initiatives, partnerships, and needs
  - Case study analysis
  - Inventory & analysis of existing conditions
  - Develop priority and feasibility of projects and initiatives
- District-wide Programs
  - Continue to refine, implement, and advertise the following incentive programs
    - Company Relocation
    - Job Creation
    - Commercial Façade Grant Program
    - Residential Paint Programs
    - Habitat for Humanity/ A Brush with Kindness
  - Formalize Community Partnership/ Sponsorship Programs