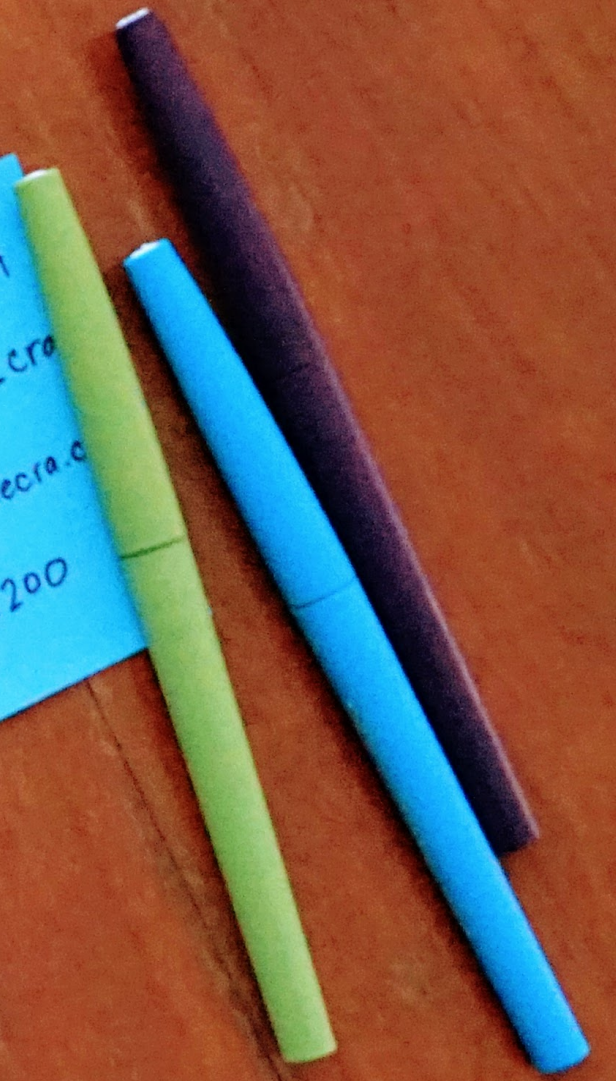


**LEGISTAR NO. 200278**



# GCRA Reinvestment Plan Update

15 SEP 2020



Joint GCRAAB/CCOMM Meeting

Sarah Vidal, GCRA Director



# Today's Agenda



01.

## Transition to GCRA

What's been happening since the Plan approval and Covid-19.

02.

## Strategic Plan + Action Agenda

Review FY20-21 priorities and how they relate to the Reinvestment Plan.

03.

## Consolidated Plan Objectives + Initiatives

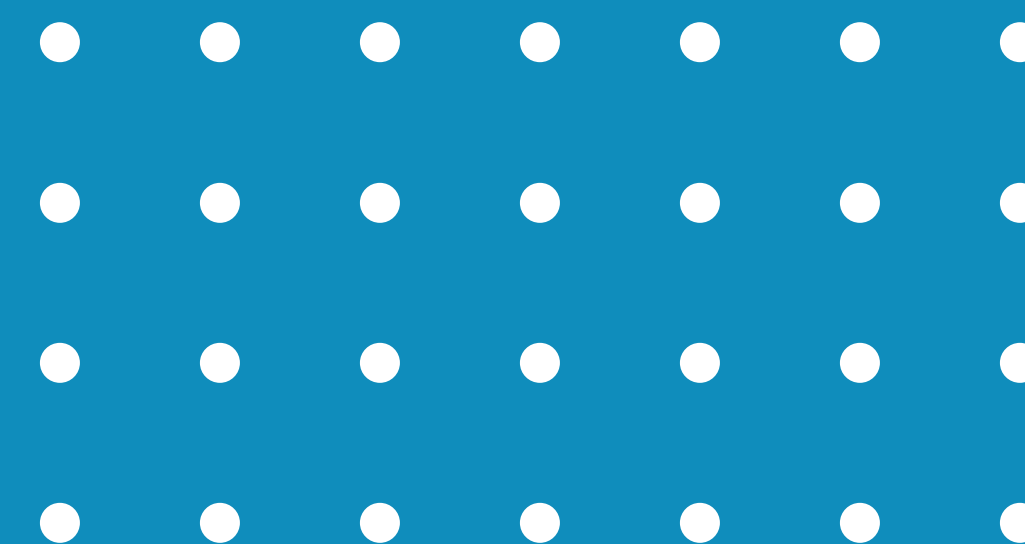
Review of Objectives from the Plan and an update on all GCRA Initiatives.

04.

## Next Steps

PerformGNV +  
Enhanced Reporting

# Transition to GCRA





2020

## APRIL – MAY

### FEBRUARY – MARCH

02/19 Final Community Engagement Meeting for Plan Consolidation

02/27 GCRAAB Approves 10-Year Plan

03/05 City Commission Approves 10-Year Plan

03/13 GCRA Team Begins Working Remotely

03/16 City Closes Offices for Covid-19 Pandemic

03/17 GCRA Plan Unveiling Event Canceled

03/23 City/County Waive Requirement for Joint Meeting

03/31 GCRA Consolidated 10-Year Plan Distributed Electronically

04/13-17 GCRA Offices Packed

04/17 GCRA Office Moves into Temporary Space at GTEC

04/21 GCRAAB Canceled

05/12 City Strategic Planning Workshop for Leadership Team

05/19 GCRAAB Canceled

### JUNE – JULY – AUGUST

06/2-4 City Commission Strategic Planning Meetings

06/16 GCRAAB Meeting Held Via Zoom – FY20 Amended & FY21 Budget Approved + Heartwood

06/19 City Strategic Planning Workshop for Leadership Team

07/21 GCRAAB Meeting Held Via Zoom – Attainable Housing

08/18 GCRAAB Meeting Held Via Zoom – Heartwood + Attainable Housing





Daniel Blumberg



Neisha



Sarah Vidal-Finn



Aner



David Roque



Daniel Gil



Mo



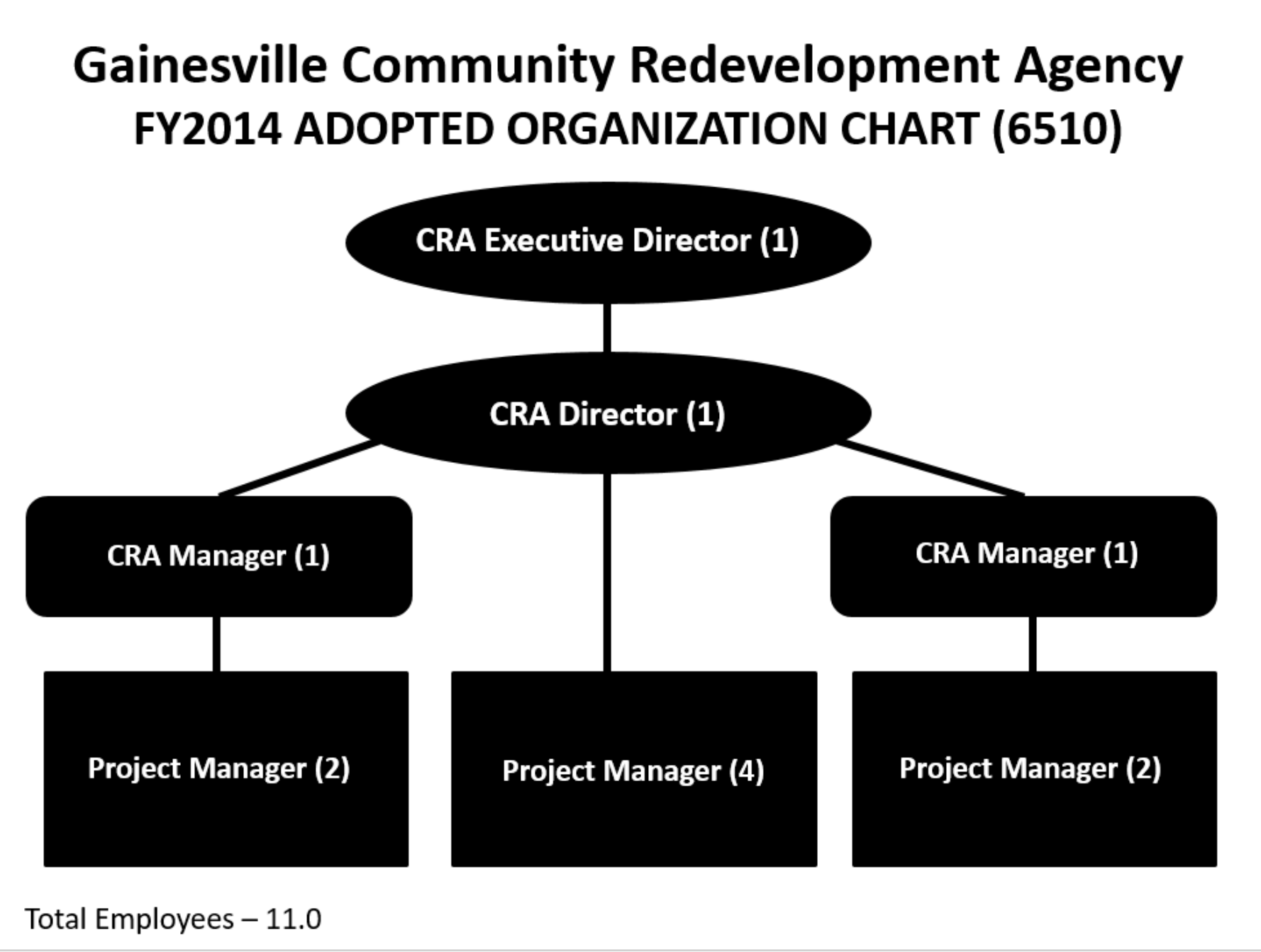
Tricia's iPhone

Gainesville  
Community  
Reinvestment  
Area



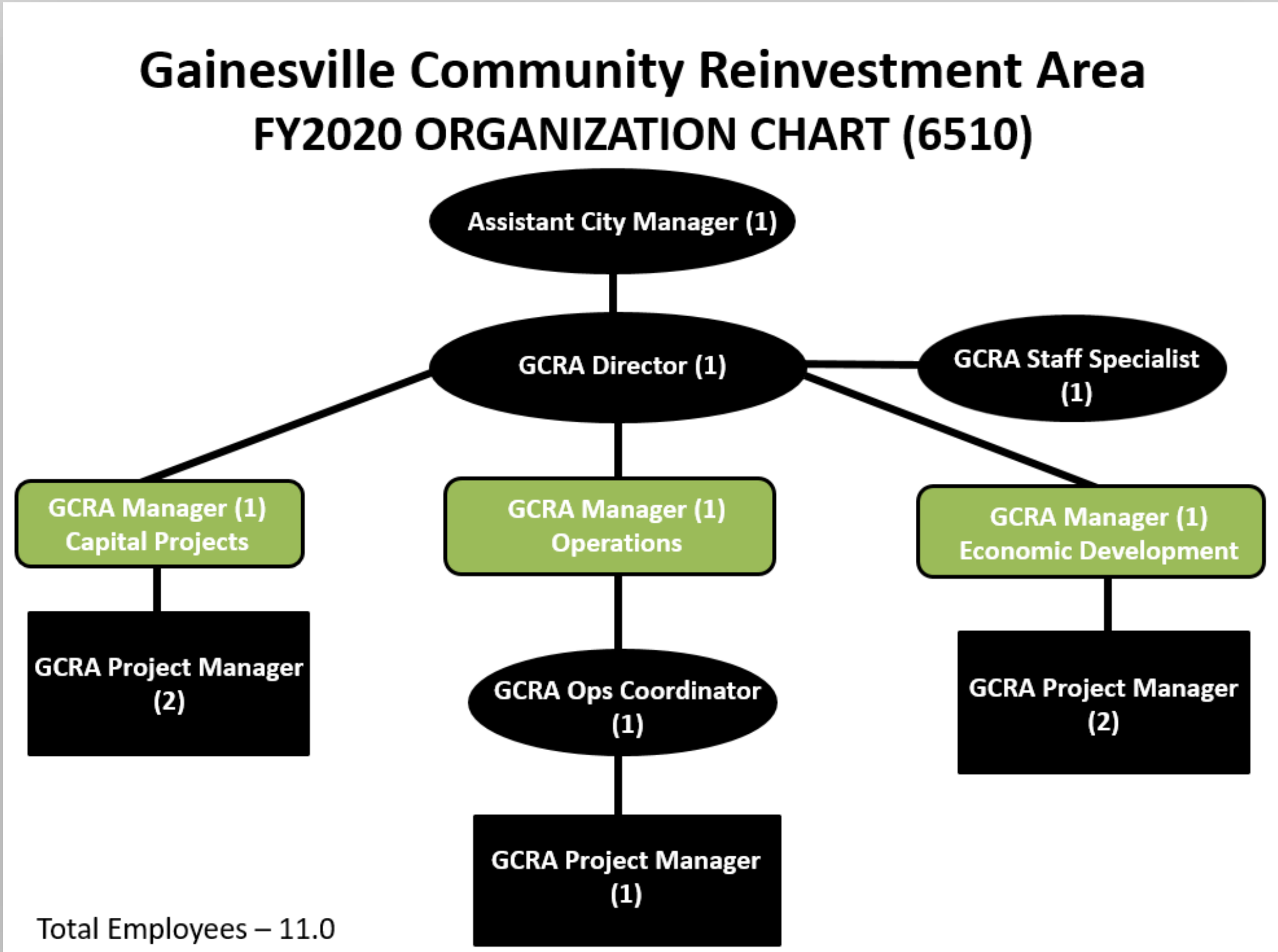
# New Reporting & Roles

*In the old model, the CRA Team reported directly to the City Manager as the CRA Executive Director.*



CRA

*As a City Department the GCRA now reports to Assistant City Manager, Deborah Bowie (02/17) along with other “outward facing” departments.*



GCRA



# New Advisory Board Structure

*As a CRA, there were four Advisory Boards that met either monthly or bi-monthly and the Governing Board was made up of members of the City Commission seated as a separate CRA Board that also met monthly.*



**4 ADVISORY BOARDS + 4 PLANS + 4 DISTRICTS**

*As a City Department, the GCRA has one 15-member Advisory Board that meets monthly and agenda items requiring approval are routed through the City Manager to be scheduled for City Commission meetings.*



**1 ADVISORY BOARD + 1 PLAN + 1 DISTRICT**





# CRA Transitional Progress

## NW 1<sup>st</sup> Avenue

- Completing Transition of Management Guidebook
- Addressing Known Issues
- Updating As-Builts

## South Main Street

- Completing Transition of Management Guidebook
- Addressing Known Issues
- Updating As-Builts

## Maintenance

- Heartwood/Cornerstone Maintenance Until Association Turnover



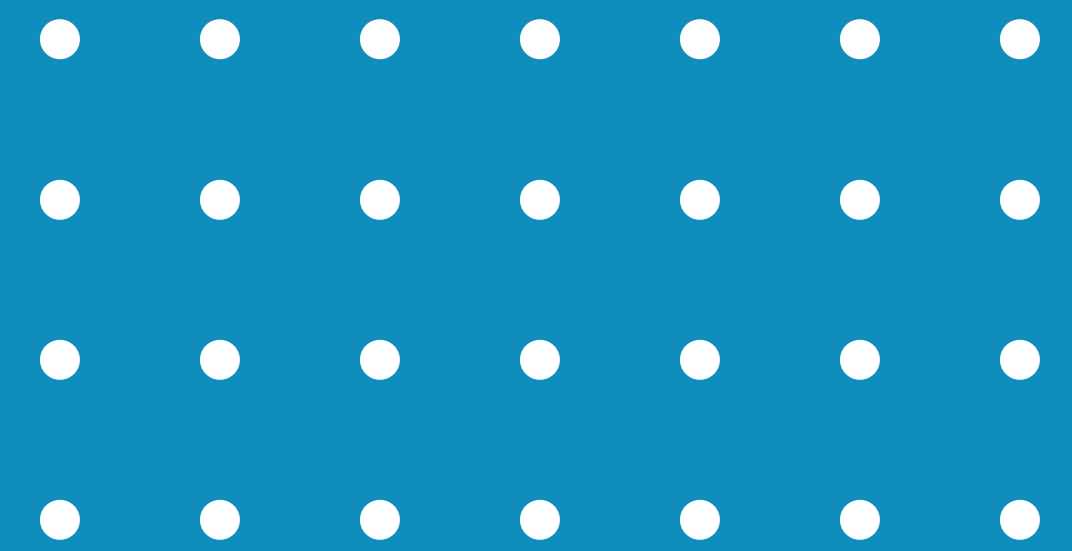


# Additional Accomplishments & Coordination to Date

- **Working Groups** – Affordable Housing, Vision Zero, Food Desert, Job Training/Career Development, Innovation District, Workday
- Updated “**GCRA Emergency Response Plan**” for Covid-19 + Addition of GTEC Mgmt.
- **GCRA Budget** Creation & Account Cleanup
- **FY20 Amended Budget/FY21 Budget Approved**, Debts Paid from TIF, Development Agreement Payouts Appropriated
- **Hiring + City Solicitation Evaluation Committees**
- **Equity Toolkit “Guinea Pig”** for O.E.O.
- **GNVCARES for Businesses** Funding + Administration
- **Team Mid-Year Reviews** + Goal Setting
- **Website Update** to GCRA + Add Consolidated Plan (Continuing)
- **Public Records** Requests + **Audit** Responses



# Strategic Plan & 2020/2021 Action Agenda





# APPROVED ACTION AGENDA + GCRA INITIATIVES

## TOP PRIORITY

AFFORDABLE HOUSING STRATEGY – CITY MANAGER  
DOWNTOWN MASTER PLAN & DEVELOPMENT  
STANDARDS/GUIDELINES – CAPER

## HIGH PRIORITY

GAINESVILLE EAST INCENTIVIZED DEVELOPMENT PLAN – GCRA

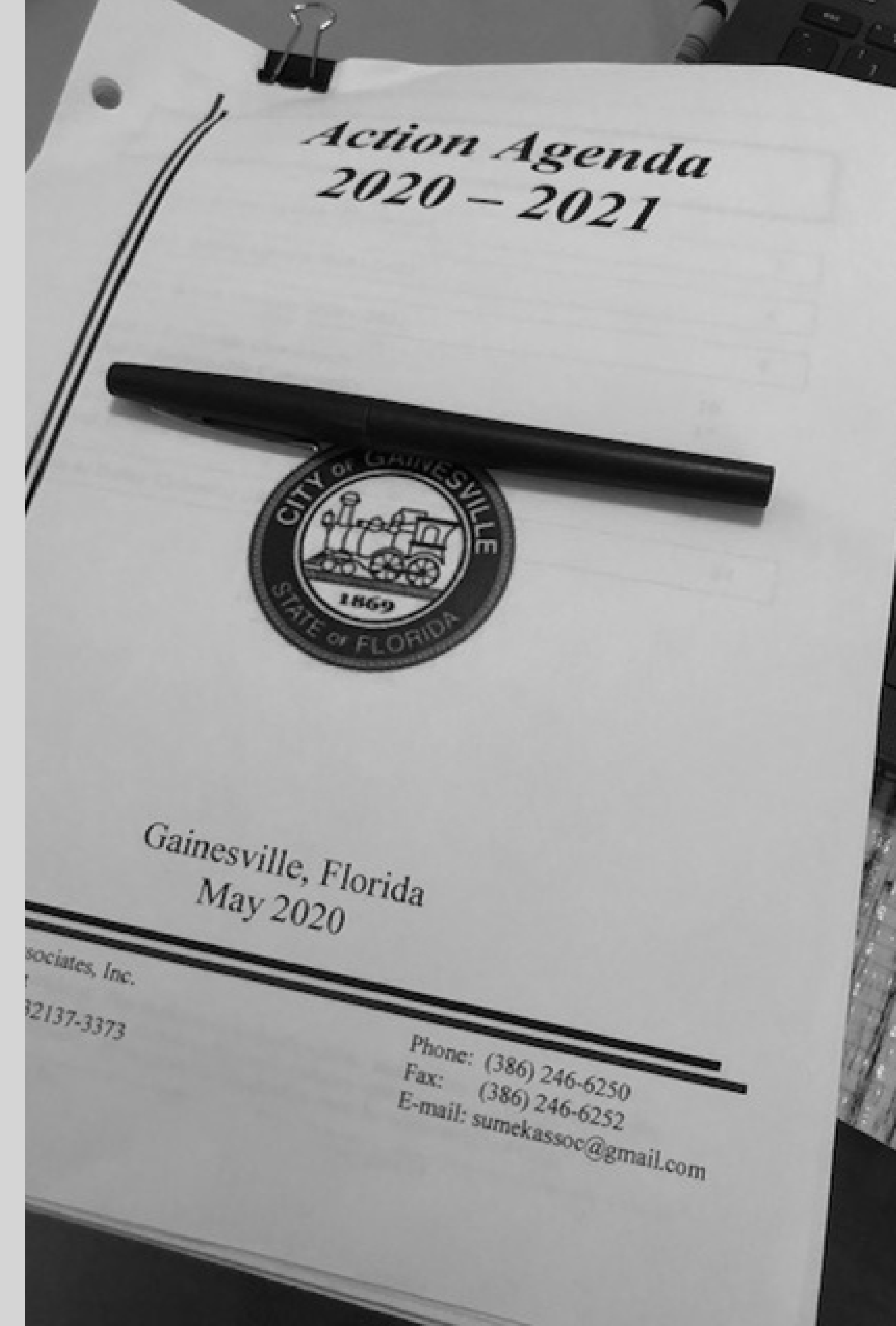
FOOD DESERT ELIMINATION PLAN – STRATEGIC INITIATIVES  
GAINESVILLE EAST INCENTIVIZED DEVELOPMENT PLAN – GCRA  
VISION ZERO ACTION STRATEGY – MOBILITY

## POLICY

SMALL BUSINESS RETENTION, GROWTH & SUPPORT – GCRA  
JOB TRAINING/CAREER DEVELOPMENT PROGRAM – CAPER

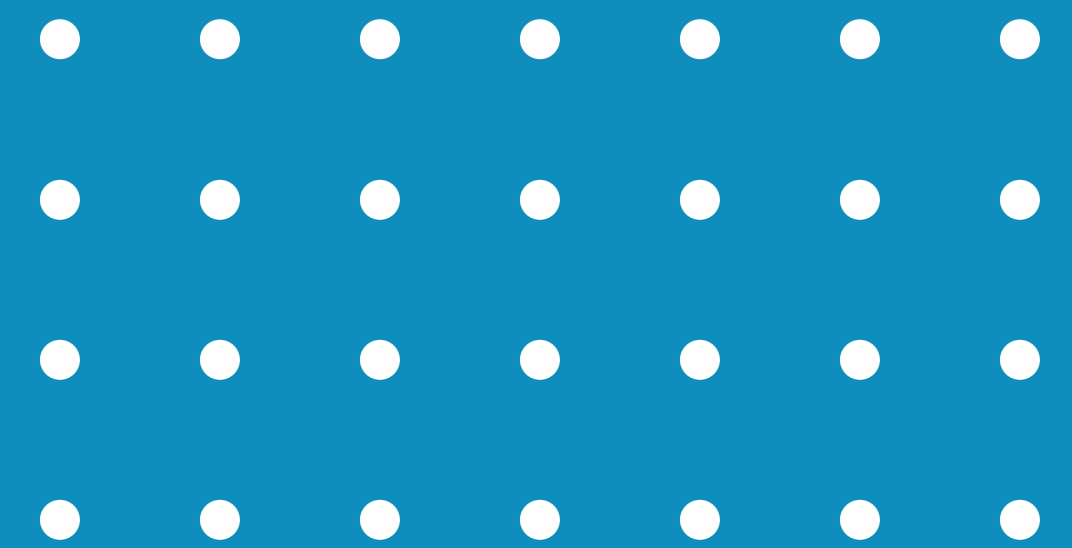
## MANAGEMENT

GCRA DEVELOPMENT AGREEMENTS – GCRA  
GTEC DIRECTION – GCRA  
GNV CARES – CAPER  
HEARTWOOD DEVELOPMENT – GCRA





# Consolidated Plan Objectives + Initiatives





# Consolidated Reinvestment Objectives

Based on a series of community engagement events and exercises, the former redevelopment objectives have been transformed into a set of consolidated “Reinvestment Objectives” that honor the previous successes of the organization while addressing the current and future concerns of the community.

## Economic Development

## Community Enhancements & Housing

## Public Space & Streetscape

# Reinvestment Roadmap

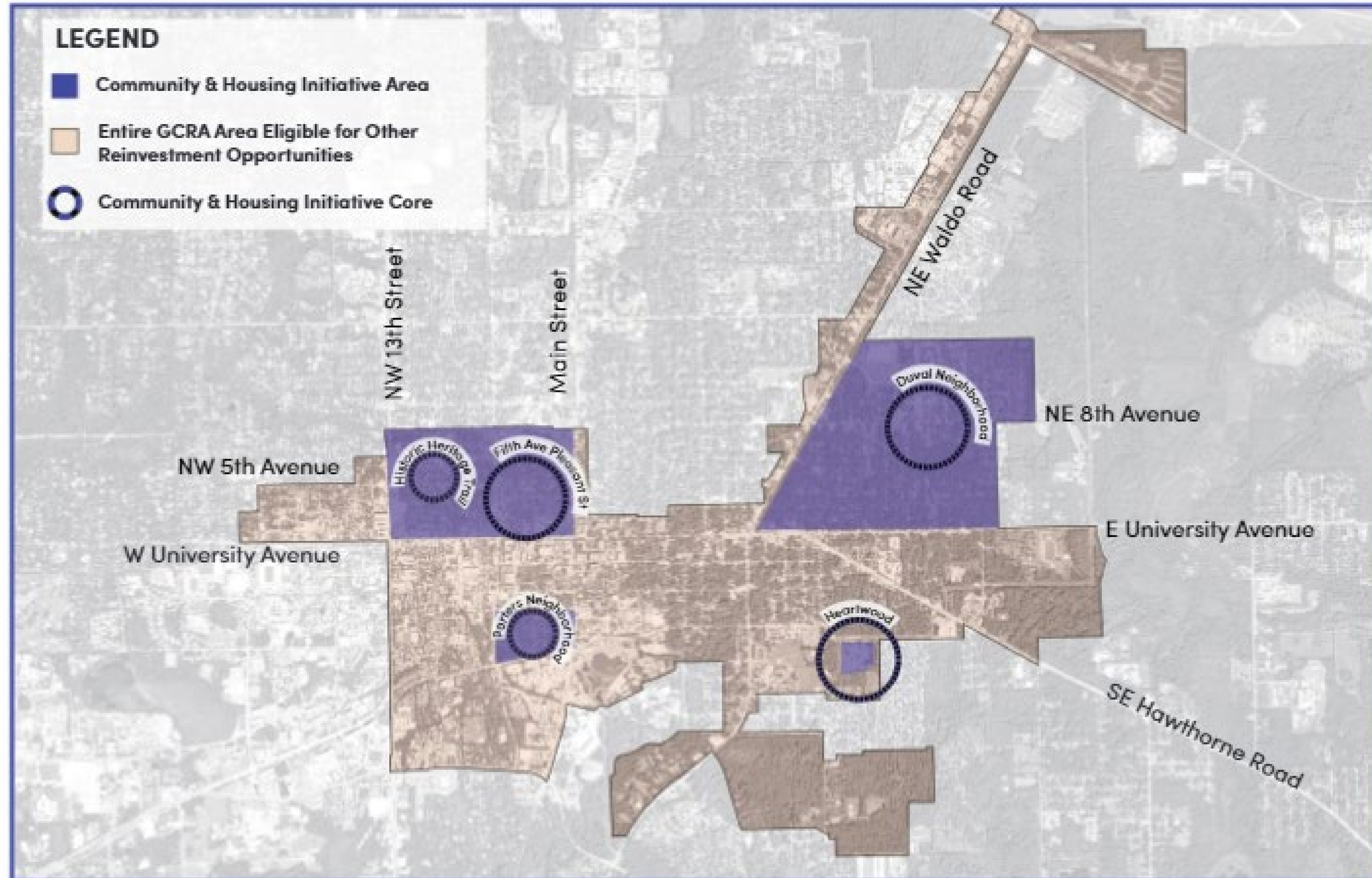
Economic Development	Community Enhancements & Housing	Public Space & Streetscape
<ul style="list-style-type: none"><li>• 8th Avenue &amp; Waldo Road Improvements</li><li>• Cornerstone Campus</li><li>• Downtown Master Plan</li><li>• Economic Development Finance Programs</li><li>• Former Fire Station No. 1 Redevelopment</li><li>• Former RTS Site Redevelopment</li><li>• GTEC Management</li><li>• Innovation District</li><li>• Power District Redevelopment</li><li>• University Avenue &amp; Waldo Road Mixed Use Development and Job Training Center</li></ul>	<ul style="list-style-type: none"><li>• Commercial Facade Grant Program</li><li>• Community Partnership Grants</li><li>• District Wide Landscape Maintenance</li><li>• Greater Duval Neighborhood Improvements</li><li>• Eastside Food / Mobility Hub</li><li>• Heartwood Neighborhood</li><li>• Historic Heritage Trail</li><li>• Porters Neighborhood Improvements</li><li>• Model Block &amp; Attainable Housing Strategies</li><li>• Property Acquisitions/Options</li><li>• Residential Improvement Programs</li></ul>	<ul style="list-style-type: none"><li>• 13th Street Corridor Improvements</li><li>• SE Hawthorne Road Corridor Improvements</li><li>• SW 2nd Avenue Corridor Improvements</li><li>• SW 4th Avenue Corridor Improvements</li><li>• University Avenue Corridor Improvements</li><li>• Waldo Road &amp; Williston Road Corridor Improvements</li></ul>





# Community Enhancement & Housing

This map shows the priority areas for community enhancement & housing initiatives as determined by the community, City, consultants and GCRA.





## UPDATE

- ✓ Presented public infrastructure project to GCRAAB Board to support land donation by HCD

## FUNDING UPDATE

- 🔍 FY20 Unobligated \$11,667

FY21 Budgeted  
\$250,000

## GCRA ROLE

- 👤 Lead – Need Assessments Report
- 💰 Funding Partner – Duval Infrastructure for Affordable Housing (Housing & Community Development)

# COMMUNITY ENHANCEMENTS

## Duval Neighborhood Improvements

**LOCATION:** Duval Neighborhood

**STATUS:** In Planning

**DESCRIPTION:** GCRA will analyze the existing infrastructure and aesthetic conditions in the Duval neighborhood and develop a plan for safety and infrastructure improvements needed.

### MILESTONES ACCOMPLISHED :

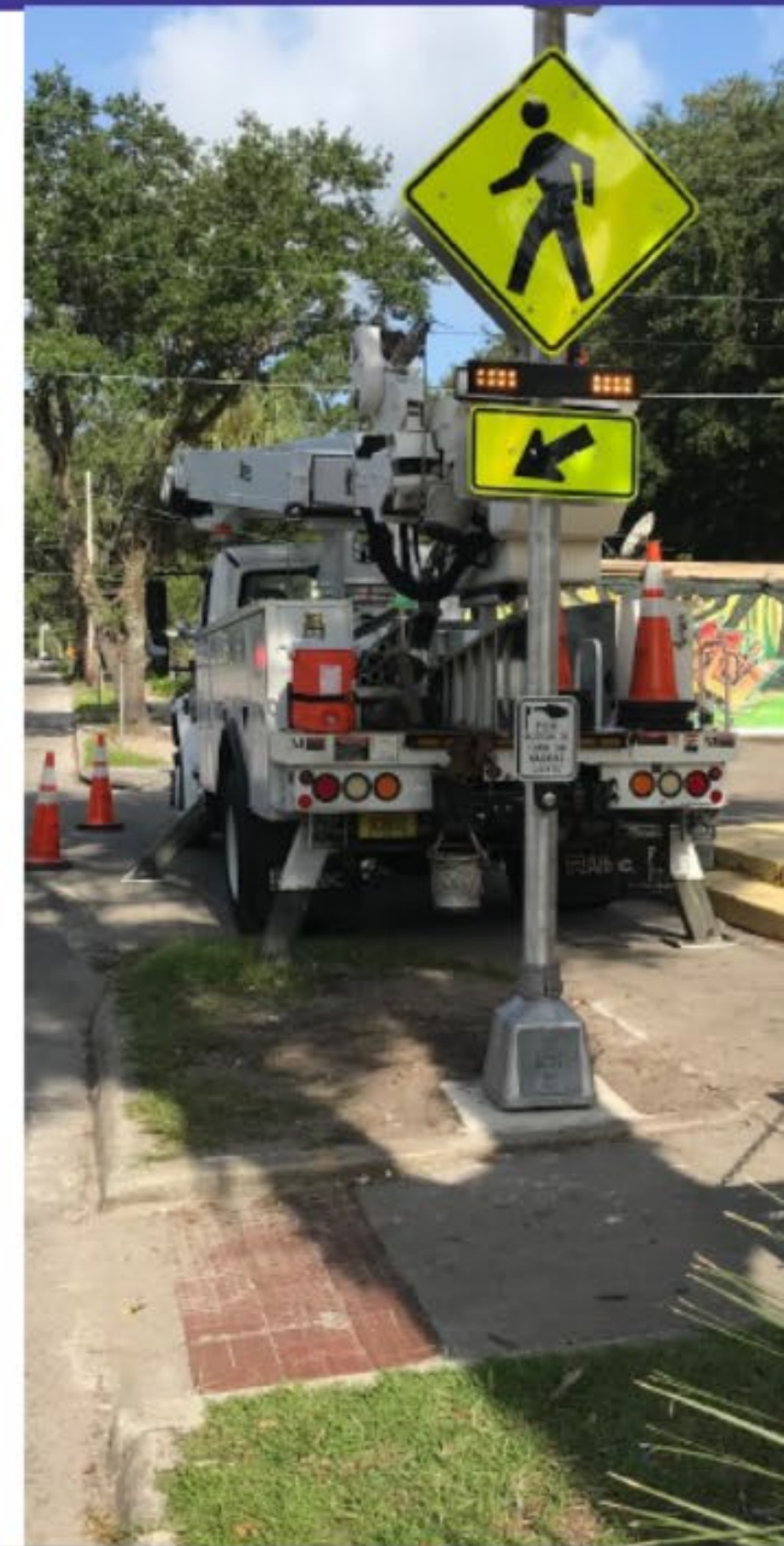
- NE 8<sup>th</sup> Avenue Pedestrian Crosswalk Partnership With Public Works Department
- Collaboration With Key Stakeholders To Increase Safety At “The Slab”
- Preliminary Discussions With Housing & Community Development (HCD) Division To Support Construction Of Necessary Public Infrastructure To Support 12 Affordable Housing Lot Donation Project

### NEXT STEPS :

- Engage Community & Key Stakeholders To Develop A “Needs Assessment Report” To Identify Key Priorities Such As Lighting, Sidewalks, Stormwater Improvements, Landscaping, And Curb/Gutter.
- Advance Discussions With HCD To Determine Public Infrastructure Needs To Support Land Donation Project

### FEEDBACK:

- GCRA Advisory Board and Public Recommend Expanding Boundary to Include Area Between NE 8<sup>th</sup> Ave and University Ave, Changing Name to Greater Duval Neighborhood Improvements





## UPDATE

- ✓ Model Home Under Construction
- ✓ Homebuilder Solicitation Completed
- ✓ Realty Firm Under Contract
- ✓ Implemented Racial Equity Toolkit for Decision Making

## FUNDING UPDATE

- 🔍 FY20 Unencumbered \$234,134  
FY21 Budgeted \$150,000

# COMMUNITY ENHANCEMENTS

## Heartwood Neighborhood

**LOCATION:** 1717 SE 8th Avenue

**STATUS :** In Progress

**DESCRIPTION:** Heartwood is a new neighborhood that will contain 34 single-family homes, 11 of which will have special financing, located at the site of the former Kennedy Homes.

### MILESTONES ACCOMPLISHED :

- Community & Stakeholder Engagement
- Adopted Master Plan
- Pre-Development Due Diligence
- Branding & Marketing Strategy
- Architectural Standards & Renderings
- Residential Lot Appraisals
- Phase 1: Infrastructure upgrades completed
- Construction Manager Selected

### NEXT STEPS :

- Build a Model Home
- Home Builder RFQ
- Phase II GMP for HOA Compliance and Site Completion
- Home Buyer Informational and Sale Kickoff Events



## GCRA ROLE

- 👤 Lead – Heartwood Development
- 👤 Lead – Home Owner’s Association Mgmt.
- 🤝 Partner – Affordable Housing with HCD

TOP PRIORITY  
AFFORDABLE HOUSING STRATEGY



## UPDATE

- ✓ RFP for Consultant to Lead Project Forward Under Review
- ✓ Contributing to WSPP Project Team for Trailhead Improvements
- ✓ Exploring potential for partnership Historic Mt Carmel Baptist Church

# COMMUNITY ENHANCEMENTS

## Historic Heritage Trail

**LOCATION:** Fifth Avenue / Pleasant Street

**STATUS :** In Progress

**DESCRIPTION:** The Heritage Trail will celebrate the people, places, and events to the historic African American Fifth Avenue and Pleasant Street community.

### MILESTONES ACCOMPLISHED :

- Stakeholder Engagement (2009)
- NW Fifth Ave. Streetscape (2010)
- AQJ Museum Renovations Completed (Heritage Trail Trailhead)
- Neighborhood Workshop (2018)
- Trail Planning - Concept Development and Data Collection
- Points of Interest Evaluation Criteria
- Points of Interest Historic Research
- Inventory of and Selection of Points of Interest

### NEXT STEPS:

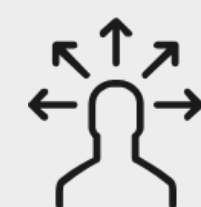
- Development of Trail Sign Design
- Focus on A. Quinn Jones Museum as Trail Head
- Engage Community & Key Stakeholders to Present Project and solicit Feedback
- Present To GCRA Advisory Board and City Commission
- Final Design And Drawings



## FUNDING UPDATE

- 🔍 FY20 Unencumbered \$536,242
- FY21 Budgeted \$795,000

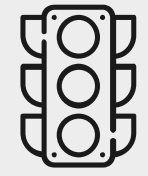
## GCRA ROLE



- Lead – GCRA/Consultant on Historic Heritage Trail
- Partner – AQJ Project + Trailhead with WSPP
- Partner – Comfort Station for Trail with UF/Mt. Carmel Church
- Partner – Water Tower Fencing with GRU



## UPDATE



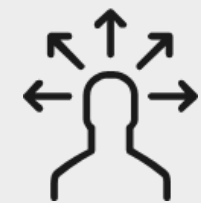
Assigning Lead PM +  
Next Steps

## FUNDING UPDATE



FY20 Unencumbered  
\$800,456  
FY21 Budgeted \$0

## GCRA ROLE



Lead – GCRA

# COMMUNITY ENHANCEMENTS

## Porters Neighborhood Improvements

**LOCATION:** Porters Neighborhood

**STATUS :** In Planning

**DESCRIPTION:** GCRA will analyze the existing infrastructure and aesthetic conditions in the Porters neighborhood and develop a plan for safety and infrastructure improvements needed.

### MILESTONES ACCOMPLISHED :

- Community & Stakeholder Engagement
- Planning, Design, Permitting, & Construction for 1,500 Linear Feet of Sidewalks, Decorative Paving, Utility Upgrades, & Lighting Along SW 3<sup>rd</sup> St.
- Planning, Design, Permitting, & Construction for 1,900 Linear Feet of Sidewalk, Two Neighborhood Gateway Features, and Landscaping Along SW 5<sup>th</sup> Ave.

### NEXT STEPS :

- Engage Community & Key Stakeholders To Develop A “Needs Assessment Report” To Identity Key Priorities Such As Lighting, Sidewalks, Stormwater Improvements, Landscaping, And Curb/Gutter





## UPDATE



Assigning Lead PM +  
Next Steps

## FUNDING UPDATE



FY20 Unencumbered  
\$15,000  
FY21 Budgeted \$15,000

## GCRA ROLE



Lead – GCRA

# COMMUNITY ENHANCEMENTS

## Community Partnership Grants

**LOCATION:** District-wide

**STATUS :** In Progress

**DESCRIPTION:** The GCRA supports Community Partners through grants that assist with special programming. Special events can raise awareness, encourage economic development and sense of community. GCRA can partner with other City departments to address other needs, for example: GPD for traffic control.

### **MILESTONES ACCOMPLISHED :**

- 5<sup>th</sup> Avenue Arts Festival
- Porters Neighborhood Block Party
- Inaugural Menagerie in Motion
- Active Streets
- Community Design Center
- 352Walls

### **NEXT STEPS :**

- Formalize Program and Administrative Process





## UPDATE



Relaunched conversation around Infill Housing and Project Goals with GCRAAB

## FUNDING UPDATE



FY20 Unencumbered  
\$308,186  
FY21 Budgeted \$400,000

## GCRA ROLE



Lead – Creating Affordable Housing  
Partner – Affordable Housing Working Group

# COMMUNITY ENHANCEMENTS

## Porters & Pleasant Street Model Block Housing

**LOCATION:** Porters and Pleasant Street Neighborhoods

**STATUS :** In Planning

**DESCRIPTION:** The Model Block program uses infill housing to enhance the vitality of the neighborhood by rehabilitating or replacing deteriorated structures and incentivizing long-term homeownership.

### MILESTONES ACCOMPLISHED :

- Fifth Ave Model Block Project, 4 Homes Completed 2012
- Pleasant Street Model Block Project, 6 homes completed 2011

### NEXT STEPS :

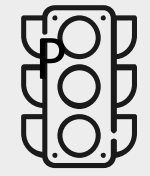
- Potential Property Acquisition of Vacant Land
- Property Surveys
- Confirm Project Goals
- Develop Scope



TOP PRIORITY  
AFFORDABLE HOUSING STRATEGY



## UPDATE



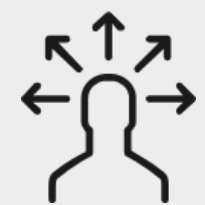
Coordinating  
Acquisitions with  
Priority Projects

## FUNDING UPDATE



FY20 Unencumbered  
\$500,000  
FY21 Budgeted \$250,000

## GCRA ROLE



Lead - GCRA

# COMMUNITY ENHANCEMENTS

## Property Acquisitions/Options

**LOCATION:** Varies

**STATUS :** In Progress

**DESCRIPTION:** The GCRA would explore acquisition of property adjacent to key redevelopment opportunities. The GCRA office building was constructed in 2010 on a CRA-acquired parcel in the historic Fifth Ave neighborhood.

### NEXT STEPS :

- Continue Identifying Available Properties and Target Areas.
- Purchase Property in Opportunity Areas
- Identify Potential Use of Acquired Property
- Maintain or Renovate Property for an Identified Use.





## UPDATE

- ✓ GCRA joined Food Desert Action Planning Group Meetings and UF/IFAS Community Working Group

## FUNDING UPDATE

- 🔍 FY20 Unencumbered \$25,000  
FY21 Budgeted \$250,000

## GCRA ROLE

- 👤 Lead – GCRA

# COMMUNITY ENHANCEMENTS

## Eastside Food/Mobility Hub

**LOCATION:** East Gainesville, TBD

**STATUS:** Proposed

**DESCRIPTION:** This program's goals are to:

- Increase access to healthy and locally grown food for those on the Eastside of Gainesville
- Provide for a new transit hub to connect up to RTS fixed routes and First and Last Mile buses
- Provide a location for businesses to operate out of possibly on a rotating basis for example dentist certain days of the week, doctor's office other days

**NEXT STEPS:** If approved, develop scope, identify partners, develop budget



**HIGH PRIORITY**  
FOOD DESERT ELIMINATION PLAN



## UPDATE

- ✓ Completed Revision to Residential Paint Program for October GCRAAB

## FUNDING UPDATE

- 🔍 FY20 Unencumbered \$0  
FY21 Budgeted \$72,000

## GCRA ROLE

- 👤 Lead - GCRA

# COMMUNITY ENHANCEMENTS Residential Improvement Program

**LOCATION:** District-wide

**STATUS:** Paused for Revision

**DESCRIPTION:** The CRA's residential paint program supplied \$750 worth of paint, supplies, and pressure washing for the exterior of a home. The Residential Improvement Program will be the revised residential paint program with a focus on expanding partnerships to enhance the program and to possibly incorporate rehabilitation and/or repairs.

### NEXT STEPS :

- Meet with local non-profits to explore potential partnerships
- Expand existing Residential Paint Program to create a new one-district program
- Investigate other residential improvement programs





## UPDATE



Completed bids/contracts for District-wide maintenance for FY20-21

## FUNDING UPDATE



FY20 Unencumbered  
\$6,585  
FY21 Budgeted \$91,350

## GCRA ROLE



Lead – GCRA  
Partner – Transitioning to PWD/PRCA

# COMMUNITY ENHANCEMENTS

## District Wide Landscape Maintenance

**LOCATION:** Various

**STATUS :** In Progress

**DESCRIPTION:** The GCRA manages the maintenance of various properties that are associated with current initiatives.

### MILESTONES ACCOMPLISHED :

- Contracted with local small and minority businesses to provide landscape maintenance services
- Aesthetically improved the sites (Eastside Gateway, NW 1st Avenue, South Main, Cornerstone, Heartwood, and others)
- Wetland maintenance at Heartwood Community
- Solicitation for landscape services for FY20

### NEXT STEPS :

- Add additional sites as projects are completed

### FEEDBACK:

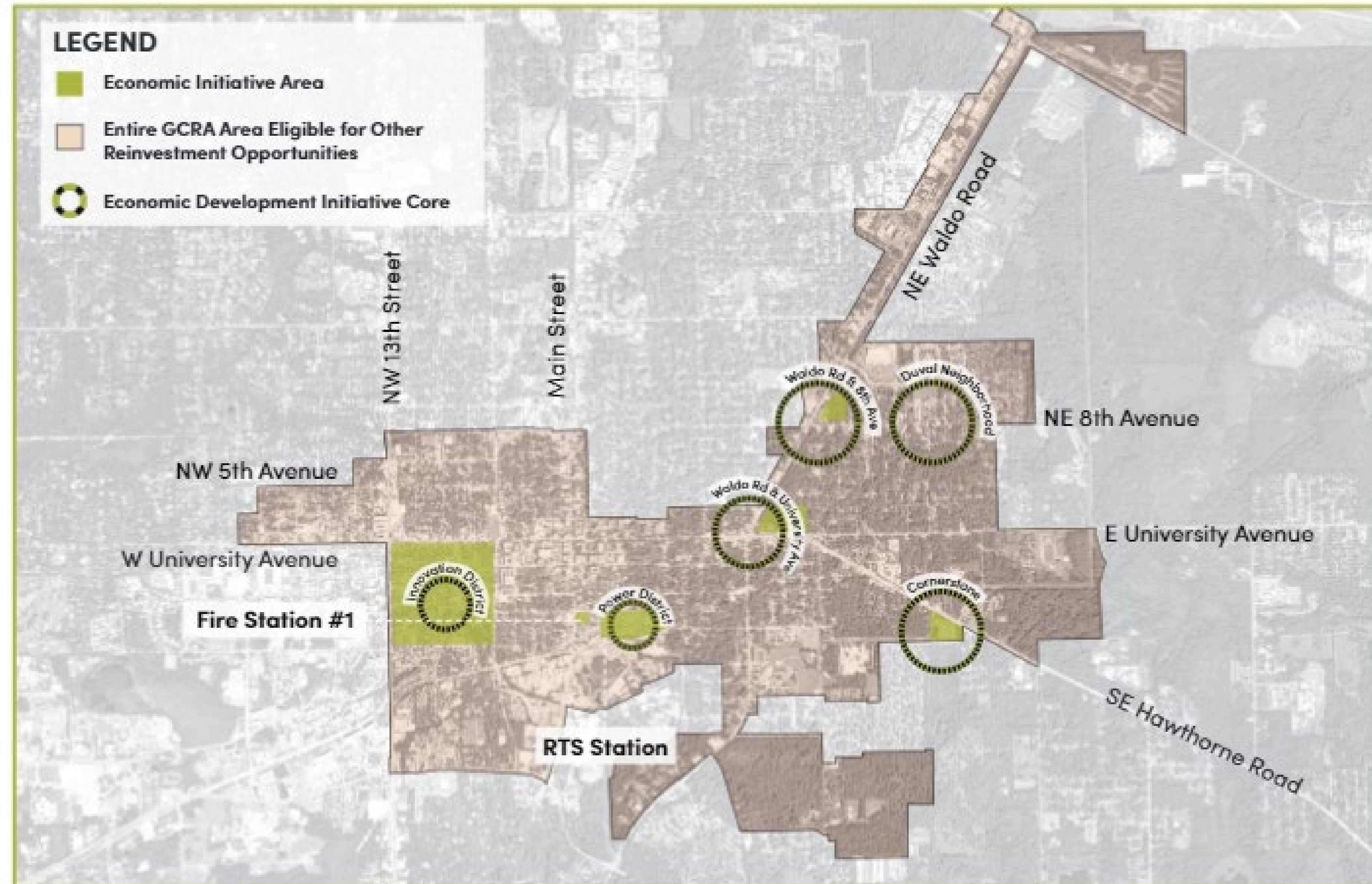
- GCRA Advisory Board and Public Recommend for Deletion





# Economic Development

This map shows the priority areas for economic development initiatives as determined by the community, City, consultants and GCRA.





UPDATE



Working Group  
Formed

FUNDING UPDATE



FY20 Unencumbered  
\$100,000  
FY21 Budgeted \$700,000

GCRA ROLE



Lead – City Manager  
Funding Partner – GCRA Land Acquisition

ECONOMIC DEVELOPMENT  
8<sup>th</sup> Avenue & Waldo Road

**LOCATION:** 8th Avenue and Waldo Road Area

**STATUS :** Proposed

**DESCRIPTION:** 8th Ave and Waldo Road is a major effort that will require multiple partnerships and much community engagement to plan and redevelop the area around this intersection, Citizens Field, and the Martin Luther King, Jr. Multipurpose Center. The GCRA's role in this initiative is yet to be determined and may include property acquisition, façade grant implementation, and consulting.

**NEXT STEPS:** If approved, develop scope, identify partners, develop budget



HIGH PRIORITY  
GAINESVILLE EAST INCENTIVIZED DEVELOPMENT PLAN



## UPDATE



RFP in progress

## FUNDING UPDATE



FY20 Unencumbered  
\$100,000  
FY21 Budgeted \$150,000

## GCRA ROLE



Lead – CAPER  
Funding Partner – GCRA

# ECONOMIC DEVELOPMENT

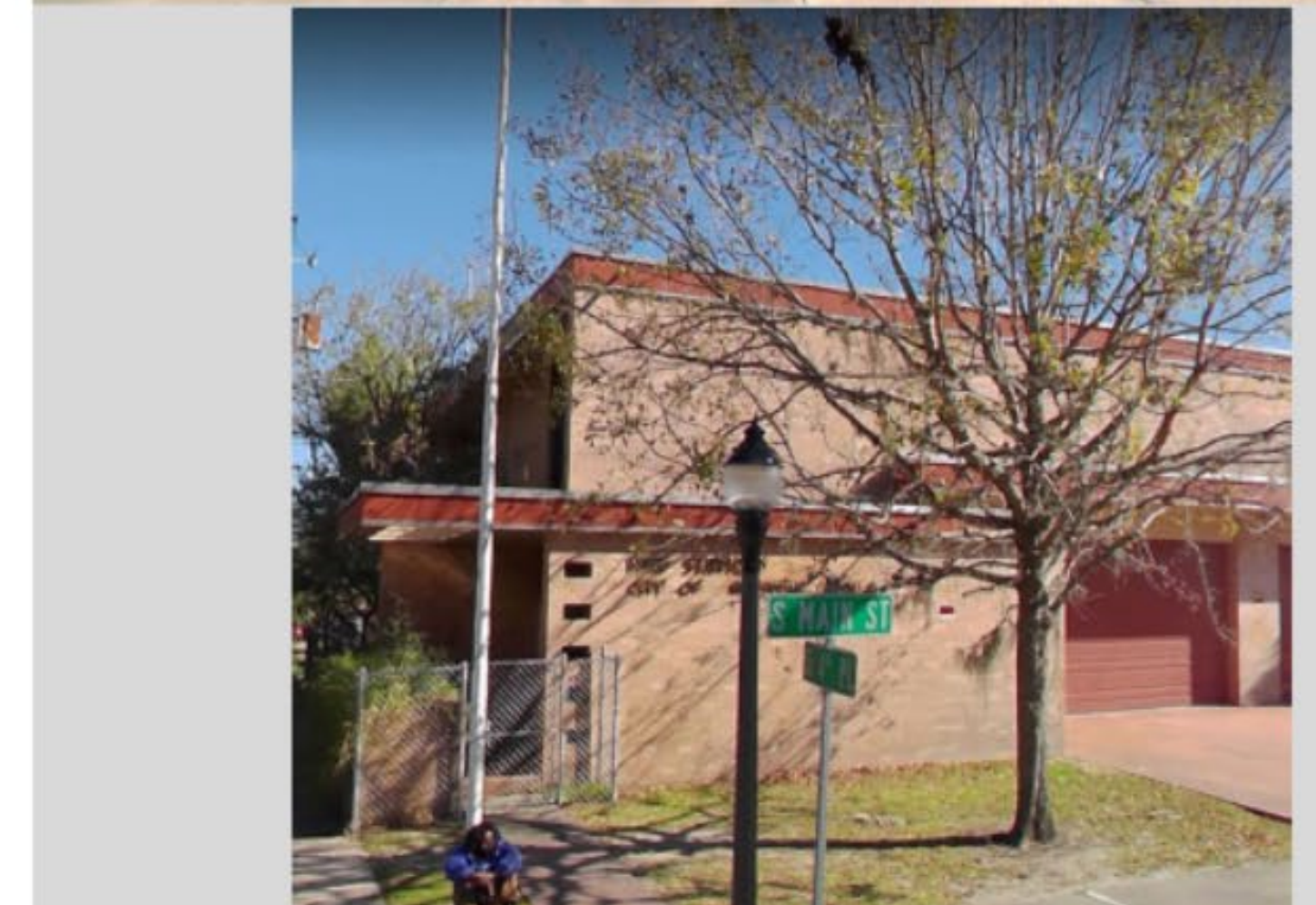
## Former Fire Station No. 1 Redevelopment

**LOCATION:** 427 South Main Street

**STATUS :** Proposed

**DESCRIPTION:** The City of Gainesville just built its new Fire Station #1 and is looking into redevelopment opportunities for the old Fire Station #1

**NEXT STEPS:** If approved, develop scope, identify partners, develop budget





## UPDATE



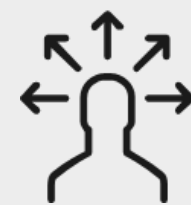
Federal Appraisal &  
Environmental Study

## FUNDING UPDATE



FY20 Unencumbered  
\$100,000  
FY21 Budgeted \$150,000

## GCRA ROLE



Lead – CAPER  
GCRA – Funding Partner

# ECONOMIC DEVELOPMENT Former RTS Site Redevelopment

**LOCATION:** Adjacent to Depot Park, south side

**STATUS:** Proposed

**DESCRIPTION:** The site formerly housed RTS facilities and offices and contains two structures and a large parking lot.

**NEXT STEPS:** If approved, develop scope, identify partners, develop budget





## UPDATE



SW 9<sup>th</sup> Street Extension  
Completed &  
Processing

## FUNDING UPDATE



FY20 Unencumbered  
\$555,750  
FY21 Budgeted \$0

## GCRA ROLE



Lead - GCRA

# ECONOMIC DEVELOPMENT Innovation District

**LOCATION:** Former Alachua General Hospital Campus

**STATUS :** In Progress

### MILESTONES ACCOMPLISHED :

- UF Acquisition & Demolition 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 1 and 2 & Infinity Hall Buildings

### NEXT STEPS :

- Participate in SW 9<sup>th</sup> Street Extension Projects
- Coordinate with Key Stakeholders (UFDC & Development Proposals)



## MANAGEMENT

GCRA DEVELOPMENT AGREEMENTS



## UPDATE



RFP for Real Estate  
Broker Completed

## FUNDING UPDATE



FY20 Unencumbered  
\$1,005,647  
FY21 Budgeted \$0

## GCRA ROLE



Lead – CAPER

# ECONOMIC DEVELOPMENT Power District Redevelopment

**LOCATION:** Downtown Gainesville

**STATUS :** In Progress

**DESCRIPTION:** The 17 Acres included in the Power District Redevelopment include former GRU offices, facilities, and parking lots.

### MILESTONES ACCOMPLISHED :

- Catalyst Building Rehab and Adaptive Reuse
- 2013 Redevelopment Plan
- Adopted Rezoning
- Infrastructure Analysis Report
- Sweetwater Daylighting Feasibility Report
- Building Needs Assessments
- Phase 1 & 2 Environmental Assessments
- Contamination Delineation Action Plan
- Development Partner RFQ Solicitation
- Site Clean Up + Maintenance Plan
- Programming + Special Events

### NEXT STEPS:

- RFQ for Real Estate Broker



## MANAGEMENT

GCRA DEVELOPMENT AGREEMENTS



## UPDATE



Working Group  
Formed

## FUNDING UPDATE



FY20 Unencumbered  
\$25,000  
FY21 Budgeted \$75,000

## GCRA ROLE



Lead - CAPER  
Partner - GCRA

# ECONOMIC DEVELOPMENT

## University / Waldo Mixed Use Development

**LOCATION:** University Avenue and Waldo Road area.

**STATUS:** Proposed

**DESCRIPTION:** The GCRA will support mixed use development at the Waldo Road/University Avenue

**NEXT STEPS:** If approved, develop scope, identify partners, develop budget



## POLICY

JOB TRAINING/CAREER DEVELOPMENT PROGRAM



## UPDATE



Completed Revision to Program for October GCRAAB

## FUNDING UPDATE



FY20 Unencumbered \$0  
FY21 Budgeted \$250,000

## GCRA ROLE



Lead - GCRA

# ECONOMIC DEVELOPMENT Commercial Façade Grant Program

**LOCATION:** Various

**STATUS :** Paused for Revision

**DESCRIPTION:** This program has worked with local businesses to provide matching grant funds for improvements to the exteriors of their buildings.

### **MILESTONES ACCOMPLISHED :**

- 14 Façade Grants were completed in FY19

### **NEXT STEPS :**

- Present revised and updated program to the board for approval
- Marketing & outreach efforts to promote the program
- Work to continuously improve the program based on feedback to meet the community's needs





## UPDATE

- ✓ Pursuing two potential development partners
- ✓ Actively managing COA

## FUNDING UPDATE

- 🔍 FY20 Unencumbered \$4,290
- FY21 Budgeted \$250,000

## GCRA ROLE

- 👤 Lead – GCRA + R.E. Broker

# ECONOMIC DEVELOPMENT Cornerstone Campus

**LOCATION:** 2153 SE Hawthorne Road

**STATUS :** In Progress

**DESCRIPTION:** The GCRA redeveloped the 13 acres surrounding the Gainesville Technology Entrepreneurship Center (GTEC) on SE Hawthorne Road with the hope of retaining graduates of GTEC in East Gainesville. The site contains 8 ready to build on sites of various sizes.

### MILESTONES ACCOMPLISHED :

- Community & Stakeholder Engagement
- Adopted Master Plan, Implementation Strategy & Phasing Plan
- Pre-Development Due Diligence
- Developer Solicitation & Selection
- Branding, Marketing, & Recruitment
- Phase 1 Construction Completed
- Condominium Owners' Association (COA)
- Landscape Maintenance

### NEXT STEPS :

- Recruit more businesses to Cornerstone Campus
- Programming, such as food truck days and other events, to raise visibility of the site



## POLICY

SMALL BUSINESS RETENTION, GROWTH & SUPPORT

## MANAGEMENT

GCRA DEVELOPMENT AGREEMENTS



## UPDATE

- ✓ GCRA Update on ED Programs + Proposed Program Development
- ✓ Hiring for GCRA E.D. Manager
- ✓ Tacachale Reuse Plan

## FUNDING UPDATE

- 🔍 FY20 Unencumbered \$7,300  
FY21 Budgeted \$600,000

## GCRA ROLE

- 👤 Lead - GCRA

# ECONOMIC DEVELOPMENT

## Economic Development Finance Programs

**LOCATION:** District-wide

**STATUS :** Paused for Revisions

**DESCRIPTION:** These programs have historically been done to spur company and job relocation/creation to within the reinvestment district.

### MILESTONES ACCOMPLISHED :

- Public infrastructure improves associate with South Main Street
- Successfully brought Merieux to Cornerstone with CRA relocation incentive program
- Assisted in creation of high paying jobs with CH2M Hill High-wage job creation incentive

### NEXT STEPS :

- Existing programs are undergoing re-writing to make it easier to apply, easier to administer, and more effective for more businesses to receive funding under
- Marketing and outreach to promote the programs
- Additional programs from across the State and Country are being examined for potential relevancy and implementation within the GCRA.
- Explore programs that target specific markets including Healthcare, Food (production, distribution, sales, restaurants), and Banking.



## HIGH PRIORITY

FOOD DESERT ELIMINATION PLAN

## POLICY

SMALL BUSINESS RETENTION, GROWTH & SUPPORT

## HIGH PRIORITY

GAINESVILLE EAST INCENTIVIZED DEVELOPMENT PLAN



## UPDATE



RFP Completed

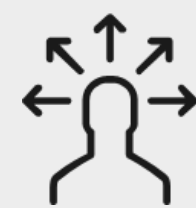
## FUNDING UPDATE



FY20 Unencumbered  
\$150,000

FY21 Budgeted \$0

## GCRA ROLE



Lead – CAPER

GCRA – Funding Partner

UF – Funding Partner

# ECONOMIC DEVELOPMENT Downtown Master Plan

**LOCATION:** Downtown Gainesville

**STATUS :** Proposed

**DESCRIPTION:** The City of Gainesville is working to develop a Downtown Masterplan. A master plan is necessary to have a coherent vision of desired investments, improvements, and enhancements to the quality of life for the community. The GCRA has been asked by City management to contribute to this plan's development as Downtown Gainesville is within the GCRA's boundary and the vision developed will affect continuing investment and fulfillment of the GCRA's objectives.

### **NEXT STEPS :**

- Once the Master Plan is developed working to ensure GCRA programs work to create in conjunction with the plan a vibrant Downtown



## TOP PRIORITY

DOWNTOWN MASTER PLAN & DEVELOPMENT STANDARDS/GUIDELINES

## POLICY

SMALL BUSINESS RETENTION, GROWTH & SUPPORT

## MANAGEMENT

GCRA DEVELOPMENT AGREEMENTS



## UPDATE

- ✓ Relocated to GTEC
- ✓ Beginning GTEC Repositioning Analysis
- ✓ Biweekly Meetings with SFC & Tenant/Lease Mgmt.

## FUNDING UPDATE

- 🔍 FY20 Unencumbered \$390,588  
FY21 Budgeted \$250,000

## GCRA ROLE

- 👤 Lead – GCRA

# ECONOMIC DEVELOPMENT GTEC Management

**LOCATION:** 2153 SE Hawthorne Road

**STATUS:** Proposed

**DESCRIPTION:** Gainesville Technology Entrepreneurship Center (GTEC) is a small business incubator managed by Santa Fe College. Due to the federal funding used in the construction of the building, a portion of the companies need to be technology based. When this requirement expires at the end of 2020, the GCRA will explore repositioning GTEC and focusing on small business development.

### MILESTONES ACCOMPLISHED :

- Building Needs Assessment.
- Partnership with Santa Fe College

### NEXT STEPS :

- GCRA office relocation to GTEC
- Current debt will be satisfied by end of 2020
- Revamp/restructure current business model
- Building renovations



## POLICY

SMALL BUSINESS RETENTION, GROWTH & SUPPORT

## POLICY

JOB TRAINING/CAREER DEVELOPMENT PROGRAM

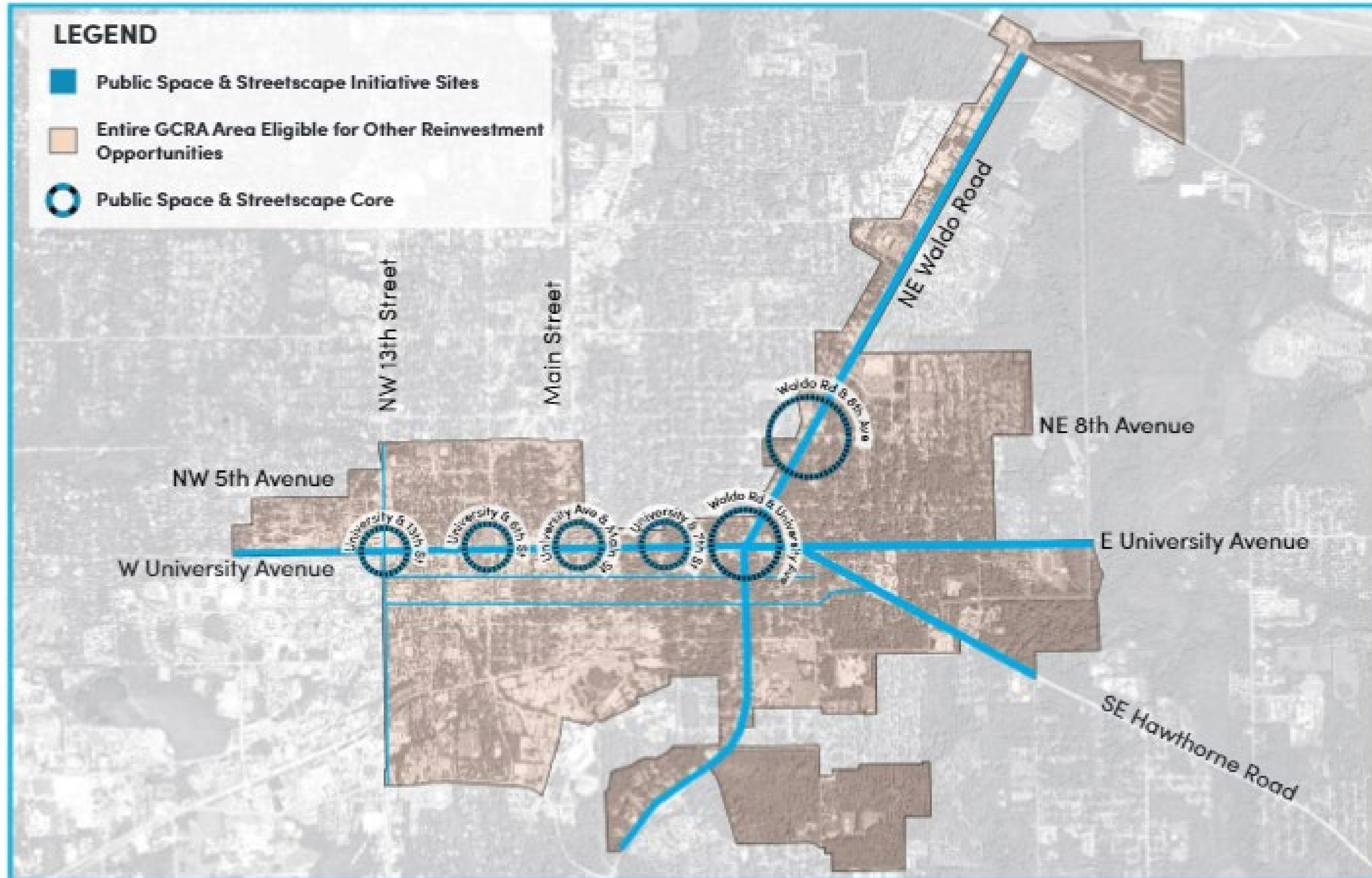
## MANAGEMENT

GTEC DIRECTION



# Public Space & Streetscape

This map shows the priority areas for public space & streetscape initiatives as determined by the community, City, consultants and GCRA.





## UPDATE



Refining Scope with  
City Partners

## FUNDING UPDATE



FY20 Unencumbered  
\$100,000  
FY21 Budgeted \$50,000

## GCRA ROLE



Lead - GCRA

# PUBLIC SPACE & STREETSCAPE

## 13<sup>th</sup> Street Corridor Improvements

**LOCATION:** 13th Street

**STATUS:** Proposed

**DESCRIPTION:** 13<sup>th</sup> Street is a major north-south corridor.

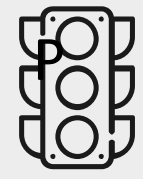
**NEXT STEPS:** If approved, develop scope, identify partners, develop budget



**HIGH PRIORITY**  
VISION ZERO ACTION STRATEGY



## UPDATE



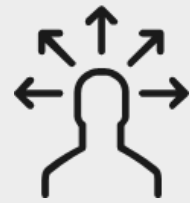
Refining Scope with  
City Partners

## FUNDING UPDATE



FY20 Unencumbered  
\$100,000  
FY21 Budgeted \$50,000

## GCRA ROLE



Lead - GCRA

# PUBLIC SPACE & STREETSCAPE SW 2<sup>nd</sup> Avenue Corridor Improvements

**LOCATION:** SW 2nd Avenue

**STATUS:** Proposed

**DESCRIPTION:** SW 2nd Ave is an east-west connector between East Gainesville, Downtown, and the University of Florida.

**NEXT STEPS:** If approved, develop scope, identify partners, develop budget



**HIGH PRIORITY**  
VISION ZERO ACTION STRATEGY



UPDATE



Refining Scope with  
City Partners

FUNDING UPDATE



FY20 Unencumbered  
\$100,000  
FY21 Budgeted \$50,000

GCRA ROLE



Lead - GCRA

PUBLIC SPACE & STREETSCAPE  
SW 4<sup>th</sup> Avenue Corridor Improvements

LOCATION: SW 4<sup>th</sup> Avenue

STATUS: Proposed

DESCRIPTION: SW 4th Ave is an east-west connector between East Gainesville, Downtown, and the University of Florida.

NEXT STEPS: If approved, develop scope, identify partners, develop budget

HIGH PRIORITY  
VISION ZERO ACTION STRATEGY



## UPDATE



Refining Scope with  
City Partners

## FUNDING UPDATE



FY20 Unencumbered  
\$100,000  
FY21 Budgeted \$50,000

## GCRA ROLE



Lead - GCRA

# PUBLIC SPACE & STREETSCAPE

## University Avenue Corridor Improvements

**LOCATION:** University Ave between 13<sup>th</sup> Street and 6<sup>th</sup> Street

**STATUS:** Proposed

**DESCRIPTION:** University Avenue is a major east-west corridor.

**NEXT STEPS:** If approved, develop scope, identify partners, develop budget



**HIGH PRIORITY**  
VISION ZERO ACTION STRATEGY



## UPDATE



Refining Scope with  
City Partners

## FUNDING UPDATE



FY20 Unencumbered  
\$100,000  
FY21 Budgeted \$50,000

## GCRA ROLE



Lead - GCRA

# PUBLIC SPACE & STREETSCAPE

## Waldo / Williston Corridor Improvements

**LOCATION:** Waldo/Williston Road between SE 10th  
Terr. And NE 39th Ave

**STATUS:** Proposed

**DESCRIPTION:** The Williston/Waldo Road Corridor is heavily traveled. Public stakeholders identified this corridor as having multiple areas where pedestrian facilities could be added, making it safer for those on foot or bicycle and creating connections between neighborhoods. Those crossings identified are: Williston Road at the Hawthorne Trail crossing, University Ave at Waldo Road, and NE 8th Ave at Waldo Road.

**NEXT STEPS:** If approved, develop scope, identify partners, develop budget



**HIGH PRIORITY**  
VISION ZERO ACTION STRATEGY



## UPDATE



Refining Scope with  
City Partners

## FUNDING UPDATE



FY20 Unencumbered  
\$100,000  
FY21 Budgeted \$50,000

## GCRA ROLE



Lead - GCRA

# Public Space & Streetscape

## SE Hawthorne Road Corridor Improvements

LOCATION: Hawthorne Road Corridor Area

STATUS: Proposed

DESCRIPTION: The GCRA will support Public Space & Streetscape along Hawthorne Road.

MILESTONE ACCOMPLISHED:  
Hawthorne Road Corridor Assessment completed 2012

NEXT STEPS:  
If approved, develop scope, identify partners, develop budget

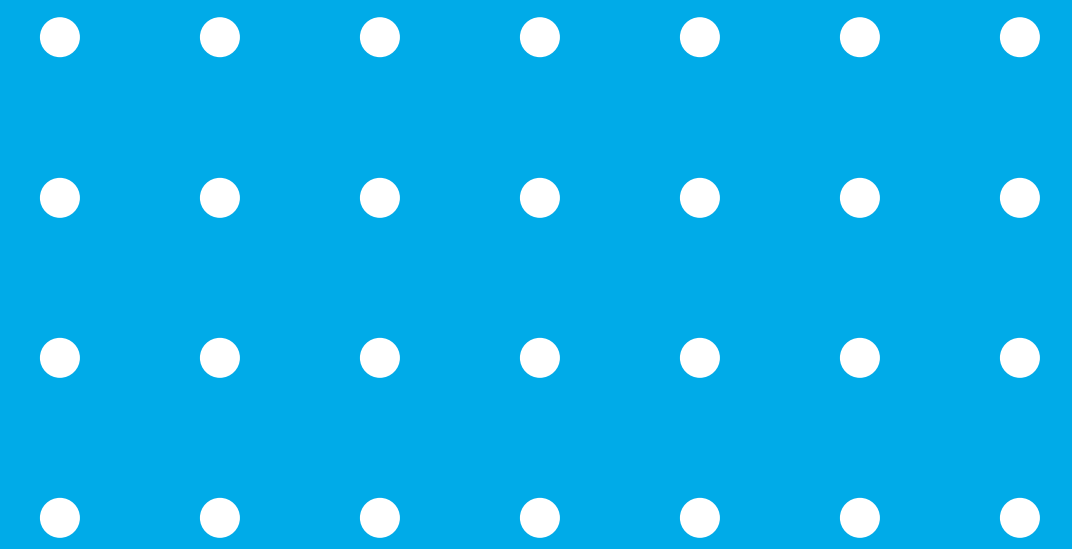
BOARD RECOMMENDATION:  
Add Hawthorne Road Corridor Improvements to the GCRA 10 year roadmap



HIGH PRIORITY  
VISION ZERO ACTION STRATEGY



# Next Steps



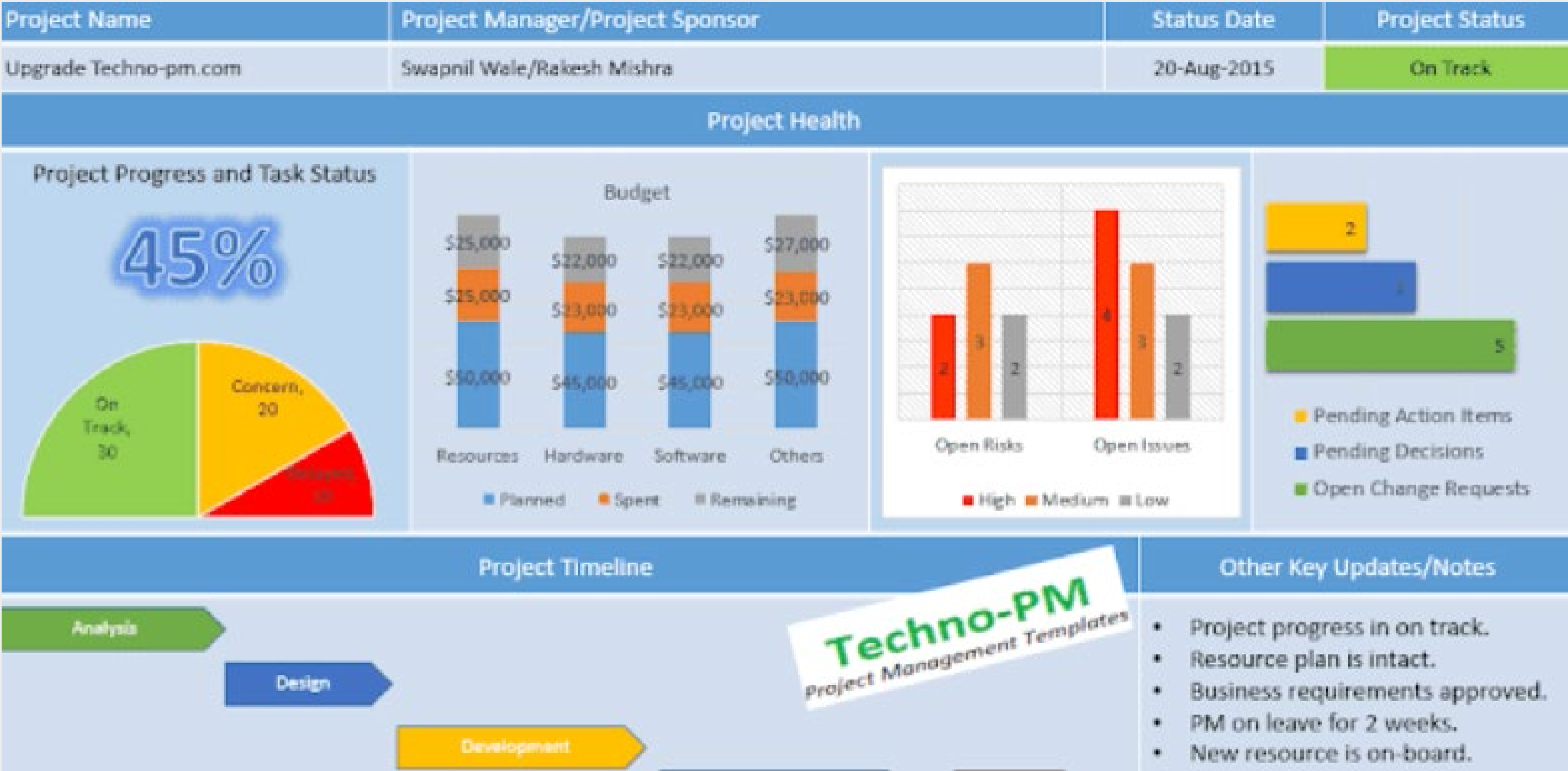


PerformGNV Schedule for 2020

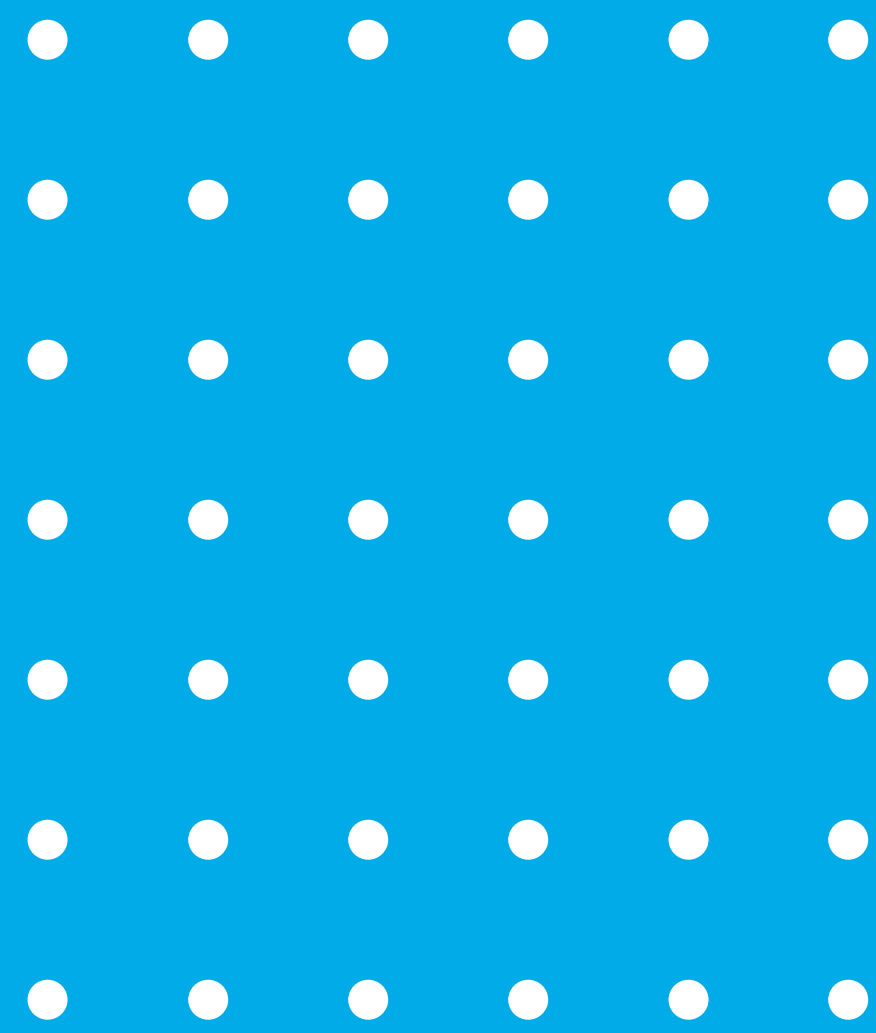
# GCRA Enhanced Reporting

Info Due to SI	Preliminary Report	<u>PerformGNV</u> Meeting	GPC Update
9/18/2020	9/25/2020	10/2/2020	.
10/13/2020	10/20/2020	10/30/2020	11/12/2020
11/20/2020	11/30/2020	12/4/2020	

*Additional dates are being finalized for 2021 and will be released once they are confirmed*







# Thank you!

We look forward to your feedback – email us at [info@gainesvillecra.com](mailto:info@gainesvillecra.com)

