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# City Beautification Board: Annual Report FY 2019-2020

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Prepared September 2, 2020  
City of Gainesville, Florida

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## A Report to the City Commission

Mayor  
Lauren Poe

Commission Members  
David Arreola  
Adrian Hayes-Santos  
Reina Saco  
Gail Johnson  
Gigi Simmons  
Harvey Ward



## **GAINESVILLE CITY BEAUTIFICATION BOARD**

### **ANNUAL REPORT 2019 — 2020**

#### **Introduction**

Established in 1960 as an Advisory Board to the City Commission, The City Beautification Board is tasked by Section 2-264 of the city code to “study, investigate, develop, assist, advise and recommend to the city commission any and all matters pertaining to beautification, environment, and citizens’ participation relating to same in carrying out its function and duties; the board shall advise and recommend plans to organizations and groups in the city and promote public interest in the general improvement of the appearance of the city”.

The Board acts as coordinator, contributor, commentator and catalyst. These efforts are carried out by a committee of enthusiastic citizens and professionals who advise the City Commission on matters pertaining to beautification and the environment, community awareness, and promoting public interest in the improvement of and general appearance of the City of Gainesville.

The purpose of the City Beautification Board is to improve the livability and quality of life in Gainesville and its surrounding areas. The focus of the Board has been to address the environmental and aesthetic concerns of the community by promoting and encouraging: stewardship, improvement and maintenance of

community assets, coordinated planning and supportive beautification programs, excellence in design, and opportunities for general public participation in beautification endeavors through gifts, grants, bequests and other contributions for beautification.

### **Accomplishments/Achievements of 2019 -2020 Projects**

The City Beautification Board resumed its **Annual Urban Forestry Workshop** in cooperation with the Tree Advisory Board. The workshop was held on December 4, 2019 at the Ironwood Golf Course. This is a free workshop for the citizens of Gainesville and Alachua County that the CBB has sponsored for many years and has been very well received. Professionals instruct attendees on the latest techniques of urban forestry. Topics covered during the workshop included Palm Diseases: Separating Fact from Fiction, Up and Coming Invasives in North Florida, Utility Vegetation Management with GRU, and Trees as Living Organisms. The workshop also included a planting and root pruning demonstration, an introduction to the City's Urban Forest Management Plan process, and a panel discussion on HB1159. Attendees were eligible to receive up to five Continuing Education Unit (CEU) credits for attending. Approximately 75 citizens attended this event.

The **annual Arbor Day Celebration** was hosted on January 17, 2020, at Depot Park. The City of Gainesville planted 72 shade trees in honor of Arbor Day - two shade trees were planted for each year as a Tree City, USA. Approximately 100 to 150 citizens attended this event, and Commissioner Harvey Ward read the Arbor Day Proclamation to the audience at the ceremony. The CBB, in partnership with the Urban Forestry department, also hosted their first tree giveaway of 100 3-gallon live oaks and redbuds, along with instructional posters on proper tree planting and care.

The CBB typically hosts an **Annual Awards Program** in April of each year at the Thomas Center in the Long Gallery and the Spanish Court. The awards highlight projects of outstanding aesthetic and artistic appeal. Projects are evaluated for originality, innovation and creativity, as well as for their sustainability, maintenance and use of serviceable materials. An award-winning site must exhibit appropriate land utilization, effective planning, compatibility with the area and screening of unsightly views. All projects must meet applicable building and landscaping codes. Each must result in the improvement of the area, property, or neighborhood.

Unfortunately, due to COVID-19, the 2020 awards program was canceled. The awards have been delivered to all the winning projects, and the CBB plans to recognize these projects at the 2021 ceremony.

In 2020, 24 awards were presented to the winners in 12 categories.

- Outstanding Institutional Facility
- Institutional Facilities
- Commercial and Retail Businesses
- Restoration and Adaptive Reuse
- Public Spaces
- Small Local Business
- Nonprofit
- Façade Improvements
- Innovative Programs
- Environmental Enhancement
- Sustainability
- Uniquely Gainesville

Members of the CBB were:

Mary Lou Hildreth, Chair

Chirayu Patel, Vice Chair

Bruce Blackwell

Trista Brophy Duron

Paul Evans

April O'Neal

Leah Shelley

Liliana Kolluri served as Staff Liaison

## **Winners, CBB Annual City Beautification Awards, 2020**

### **OUTSTANDING INSTITUTIONAL FACILITY**

Katie Seashole Pressly Softball Stadium, 2880 Hull Road

### **INSTITUTIONAL FACILITIES**

Comprehensive Women's Health, 724 NW 43<sup>rd</sup> Street  
 Cornerstone, 2153 SE Hawthorne Road  
 St. Anne Early Learning Center, 4300 West Newberry Road

### **COMMERCIAL AND RETAIL BUSINESSES**

Aloft Gainesville University Area, 3743 Hull Road  
 Camp Run-A-Mutt Gainesville, 1107 South Main Street

### **RESTORATION AND ADAPTIVE REUSE**

Catalyst Park, 1000 – 1150 NW 8<sup>th</sup> Avenue  
 Liquid Creative and Gainesville Fine Arts Association, 1314 South Main Street  
 Mo's Garage Salon Experience, 910 NW 4<sup>th</sup> Street  
 100 – 112 Innovation District, 100 – 112 SW 6<sup>th</sup> Street

### **PUBLIC SPACES**

Pride Crosswalks, NE 1<sup>st</sup> Street & NE 1<sup>st</sup> Avenue, SE 1<sup>st</sup> Street by Bo Diddley Plaza, SE 1<sup>st</sup> Street & SE 2<sup>nd</sup> Place

### **SMALL LOCAL BUSINESS**

Halo Potato Donuts – South Main Street, 1323 South Main Street  
 Visionary FAM

### **NONPROFIT**

The Butterfly Center at PACE Center for Girls, Alachua, 1010 SE 4<sup>th</sup> Street

### **FAÇADE IMPROVEMENTS**

Gator Fire, 1032 South Main Street  
 Scorpio, 3911 West Newberry Road

### **INNOVATIVE PROGRAMS**

Alan and Cathy Hitchcock Field & Fork Pantry, 1564 Newell Drive  
 Sidney Lanier Community Garden, 1312 NW 16<sup>th</sup> Avenue

### **ENVIRONMENTAL ENHANCEMENT**

Turf SWAP, Alachua County Landscaping Retrofit Program  
 9<sup>th</sup> Street Urban Walkway, SW 9<sup>th</sup> Street, connecting SW 4<sup>th</sup> Avenue to SW 5<sup>th</sup> Avenue

### **SUSTAINABILITY**

UF Health Children's Healing Garden, 1600 SW Archer Road

### **UNIQUELY GAINESVILLE**

Lightnin' Salvage Enterprises, 1800 NE 23<sup>rd</sup> Avenue  
 National Vacuum, 2225 NW 6<sup>th</sup> Street

## CBB Budget

In FY 2020 the approved budget for the CBB was \$7,200. The Annual Awards Ceremony is normally the largest expenditure of funds, however, due to COVID-19, the event for 2020 was canceled.

Object Code	Object Name	FY2019 Budget	FY2019 Actual
3010	Materials and Supplies	\$2,500	\$1,655.61
3030	Printing and Binding	\$1,200	\$1,280.01
3120	Postage	\$100	\$0
3130	Advertising	\$200	\$0
3920	Workshops/Conferences	\$700	\$0
4110	Professional Services	\$2,000	\$450
4120	Other Contractual Services	\$500	\$0
	<b>TOTAL</b>	<b>\$7,200</b>	<b>\$3,385.62</b>

## Projects Planned for FY 2020 - 2021

The CBB will continue to monitor the situation with COVID-19 to determine the best way to proceed regarding the **Annual Urban Forestry Workshop**, which is normally held the first week of December. The Tree Advisory Board has expressed interest in collaborating with the CBB again for the workshop.

**Annual Arbor Day Celebration** - The 2021 Arbor Day program will be presented on January 15, 2021. The location and format of the event is to be determined. Seventy-four shade trees will be planted by the City.

**Annual Awards Program** - The tentative date for the Annual CBB Awards Program is April 28, 2021. The projects awarded in 2020 will also be recognized at this event.