

Legistar Number: 201162
Attachment A



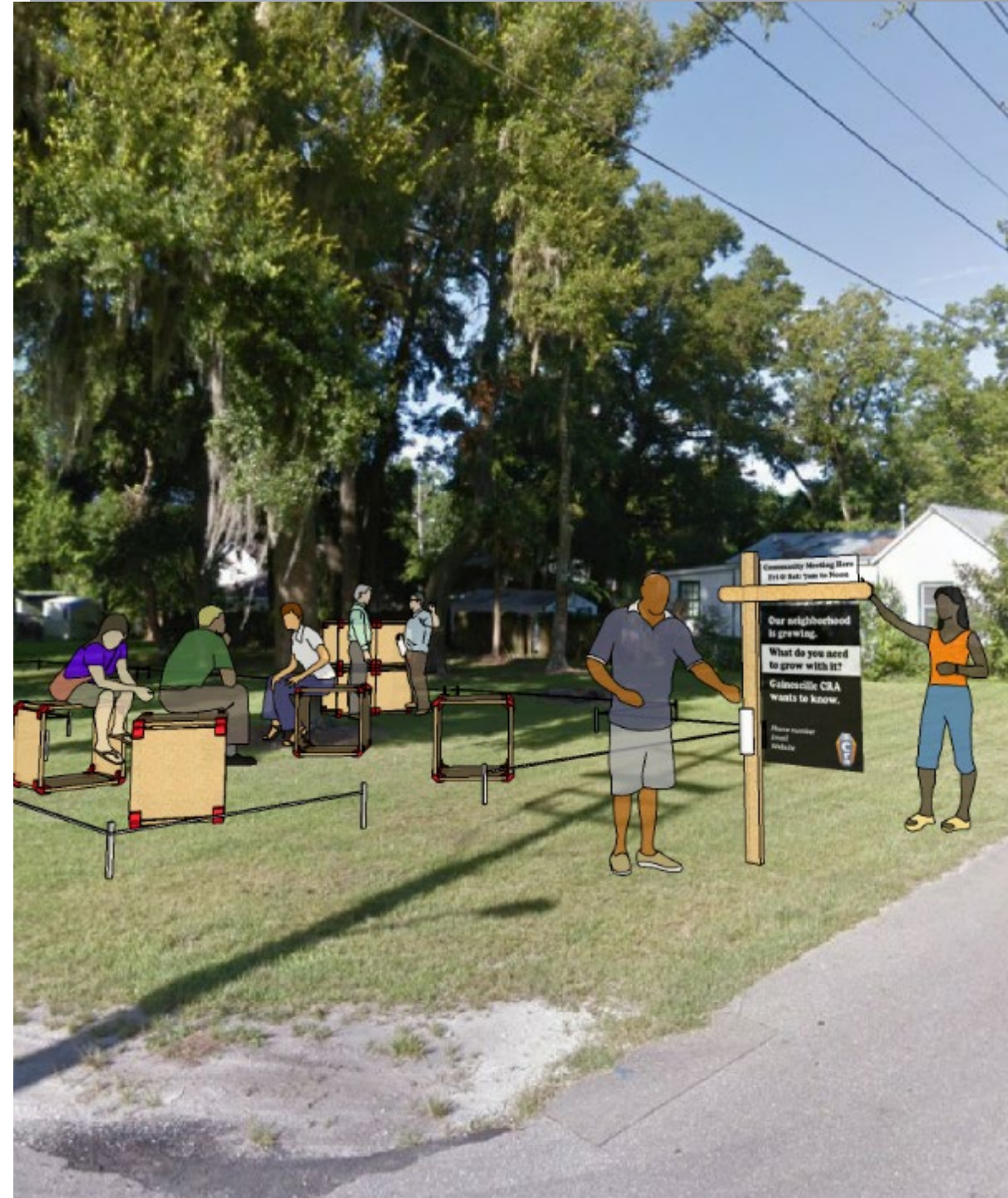
Gainesville
Community
Reinvestment
Area



Infill Housing Community Engagement Plan

Gainesville Community Reinvestment Area Advisory Board
May 18, 2021

Chelsea Bakaitis, GCRA Project Manager
Wes Shaffer, AICP, GAI Consultants



Redevelopment Sites



Pleasant Street

425 NW 5th Ave

Size: 0.386 acres

Owner: City of Gainesville

Zoning: Urban 6 (U6)

Annexed: 1869

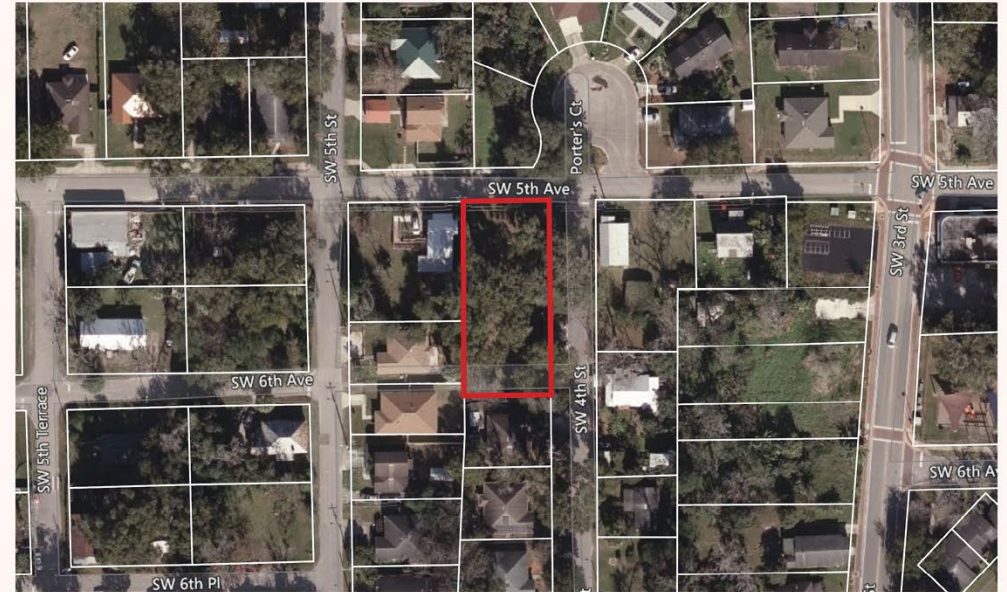


Walk Score
82

Very Walkable

Bike Score
97

Biker's Paradise



Porters

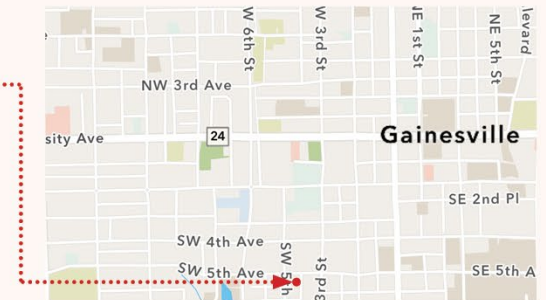
405 SW 5th Ave

Size: 0.297 acres

Owner: City of Gainesville

Zoning: Public Services and Operations (PS)

Annexed: 1869



Walk Score
78

Very Walkable

Bike Score
100

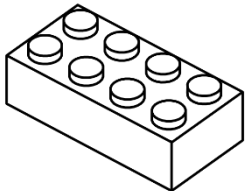
Biker's Paradise

Project Challenge

How might we create a **redevelopment strategy** for City-Owned properties in Pleasant Street and Porters neighborhoods that ensures...

- *existing residents,*
- *people with low- and moderate- incomes, and*
- *people marginalized based on race and ethnicity*

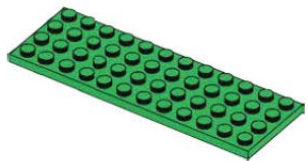
...will share in the benefits of neighborhood growth?



Redevelopment Strategy (Simplified)

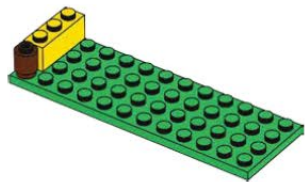
A redevelopment strategy describes how a project moves through key development milestones to get built. This simplified model is adapted from "The Birth of a Building" by Ben Stevens.

We will ask the public to weigh-in about each redevelopment milestone at different levels of participation (more on that next).



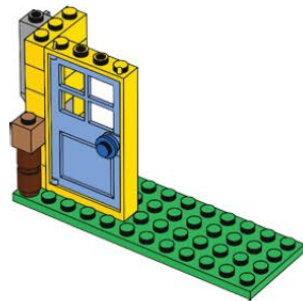
Land

How does the City acquire land?



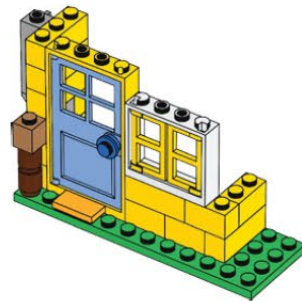
Contracts & Partnerships

What partnerships will enhance our ability to achieve equitable development?
How do we limit our liability?



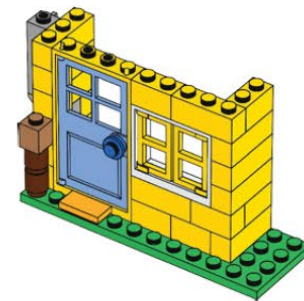
Design

How do we program and design an equitable development?



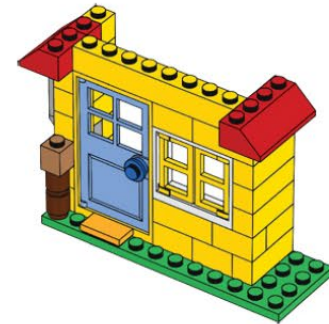
Approvals

What permits and approvals do we need from City Commission?



Financing

How do we pay for the cost of production?



Construction

Who will furnish labor and materials? From where? How do we ensure equitable labor practices?

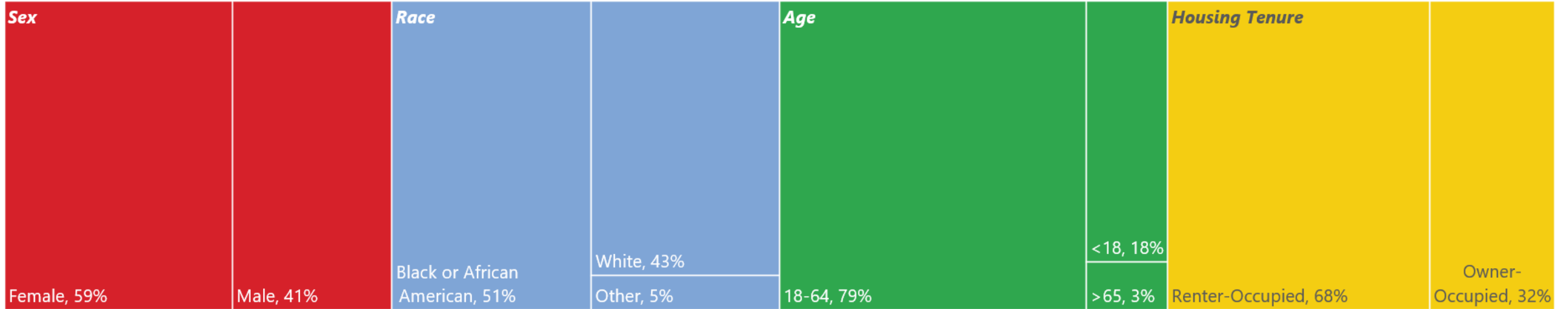


Sale/Lease & Assistance

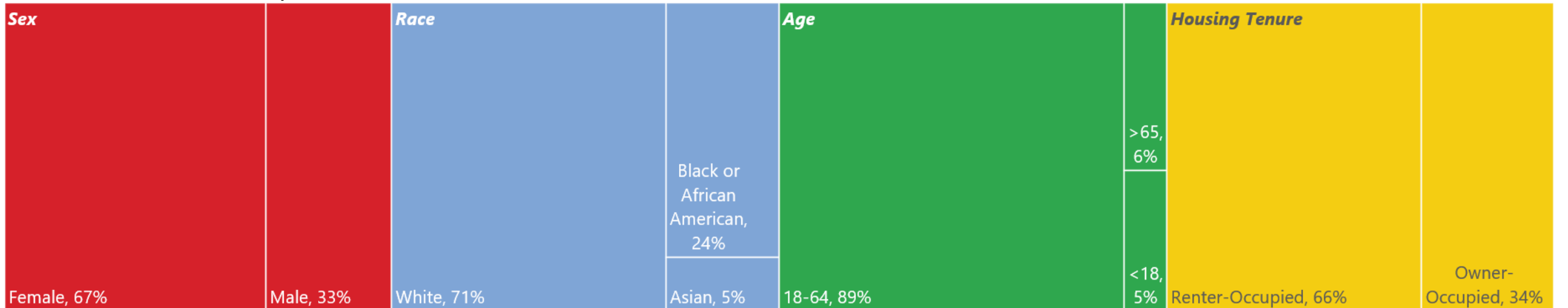
What is the ownership model? What is our target price? What assistance could City and partners provide?

Demographic Profile

Pleasant Street, 834 Total Population, 270 Total Households



Porters, 1,270 Total Population, 548 Total Households



Target Audience



Day-to-Day Stakeholders

Folks who live or work on the same street or routinely walk or ride by the redevelopment sites. These folks are likely to experience the greatest impact from redevelopment. This should also include prospective owners/renters of the final project.



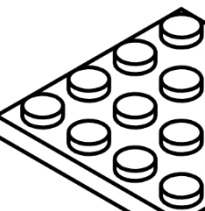
Neighborhood Stakeholders

Folks with social and cultural connections to the surrounding neighborhood(s) who might also experience quality-of-life and economic impacts from redevelopment.



City Stakeholders

Folks who hold the City of Gainesville accountable for fulfilling their public commitments. This should also include folks involved in other City housing & planning projects, such as the comprehensive plan update.



Levels of Participation



Empower

To place final decision making in the hands of the public.



Collaborate

To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.



Involve

To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.



Consult

To obtain public feedback on analysis, alternatives and/or decisions.



Inform

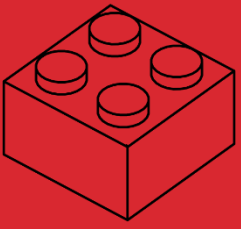
To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.

Collaborate with *Day-to-Day* Stakeholders

Involve *Neighborhood* Stakeholders

Consult with *City* Stakeholders

Inform *all* Stakeholders



Engagement Methods

Meeting Methods

- Design Charrette
- Open House

Data Collection Methods

- Nominal Group Technique
- Survey/ Comment Form
- Interviews

Communication Methods

- Announcement Sign
- Fact Sheets
- Flyer/ Direct Mailer
- Website/ Phone/ Email

Engagement Timeline

Kickoff Interviews

APR

Consultants interview City staff and stakeholders to identify project challenge and develop public engagement plan.

Promote Design Charrette

Use communication methods to reach target audience.

On-site Design Charrette

JUL

Host two-day design charrette (on-site collaborative workshop) at each redevelopment location.

Draft Redevelopment Strategy & Promote Open House

Consultants and project staff draft redevelopment strategy based on engagement findings.

Open House

AUG

Host open house community meeting to present draft redevelopment strategy to target audience.

Targeting Day-to-Day Stakeholders

Announcement Sign
Posted 4-weeks in advance
of on-site design charette.



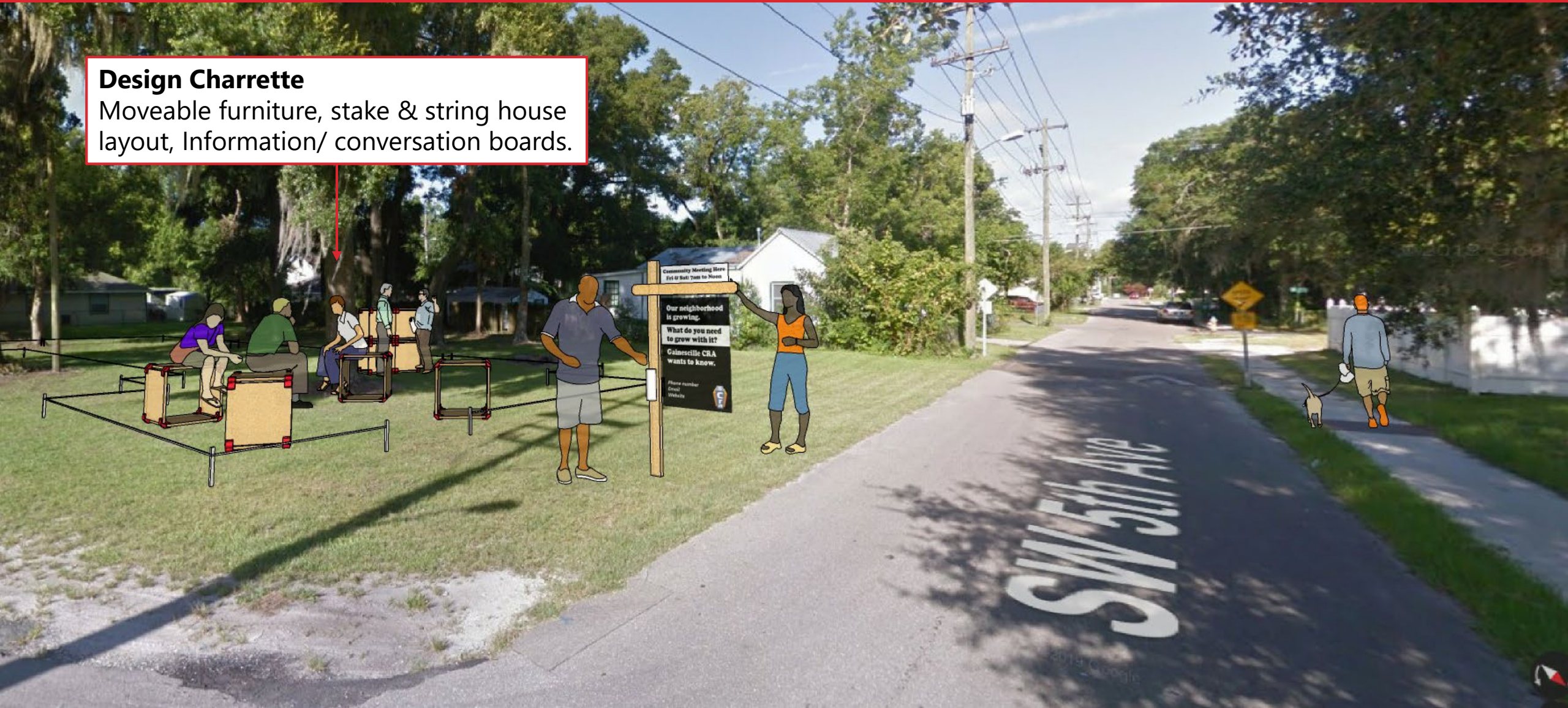
"Take-One" Flyer
Site survey, project overview,
and comment card.



On-Site Design Charette Example

Design Charrette

Moveable furniture, stake & string house layout, Information/ conversation boards.



On-site announcement sign

**Community Meeting Here
Fri & Sat: 7am to Noon**

**Open House Meeting
First Fri & Sat morn in June**

**Our neighborhood
is growing.**

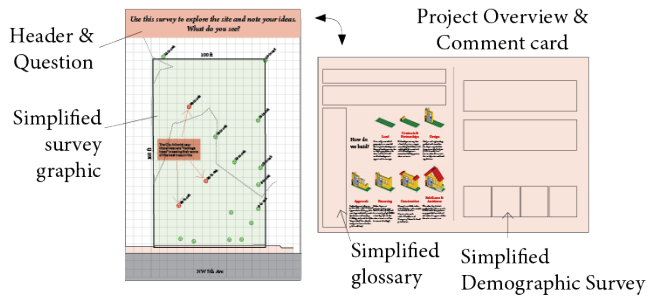
**How can we grow
it together?**

**Gainesville CRA
wants to know.**

Phone number
Email
Website



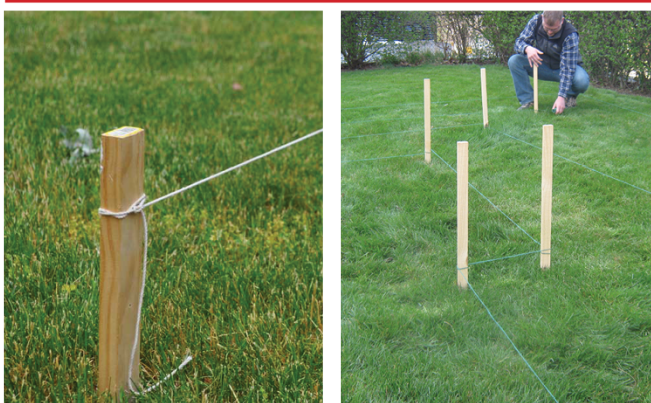
"Take One" flyer



Workshop furniture



String & stake layout



Conversation/dot voting boards

Who needs housing in Gainesville? What is affordable?	Case Studies (development delivery model & questions)
Neighborhood Culture, Identity & Authenticity	Products & Materials and Ownership Models

Also used as printable fact sheets

Rate this tree exercise

Refreshments & supplies



Personnel

2x GAI	2x City	∞ Volunteers
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Recommendation



GCRA Director to GCRA Advisory Board:

Hear Update from Staff and provide feedback.

Thank You



**COMMUNITY
SOLUTIONS
GROUP**

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