



Legislation Text

File #: 071220., Version: 1

Kennedy Homes (NB)

The former Kennedy Homes site is one of the most well-known properties in Gainesville. Funded through a loan from HUD, the development originally opened in 1968. However over the years, the property unfortunately came to embody many negative stereotypes associated with low-income housing. Challenged by poor maintenance, drug, and crime issues, problems at Kennedy Homes resulted in negative impacts to the surrounding community. In 2007, the City purchased and cleared the property. Simultaneously, the City and the CRA coordinated the Southeast Gainesville Renaissance Initiative (SEGRI), which produced a Master Plan consisting of a series of conceptual development visions for six key sites - including Kennedy Homes-- located throughout the southeast Gainesville community. As a follow-up to the conceptual SEGRI Master Plan, the CRA has tackled two major projects. The first has involved coordination with local stakeholders to create a draft Special Area Plan (SAP) for the SEGRI area. The SAP consists of a regulatory toolset to achieve the sense of place, amenities, and high-quality design identified through the SEGRI Master Plan. The SAP will be considered for inclusion into the City of Gainesville Land Development Code. The second major follow-up project is the implementation of redevelopment activities at Kennedy Homes.

In keeping with the findings of the SEGRI Master Plan, the proposed redevelopment scope for the Kennedy Homes site envisions that the property will be redeveloped as mixed-income residential community. The development will augment on-going revitalization efforts in southeast Gainesville. Homes will be priced in a "ladder" structure, with many different price points available in order to further develop and foster a well-rounded, diverse, and sustainable community. The project will reinforce community efforts to establish a high-quality built environment; it will be characterized by innovative and attractive design, green building concepts, and dynamic street-level activity.

The proposed project scope requires that redevelopment proposals must reflect a market-driven, financially feasible mixed-income development. The development should contain both single-family detached houses as well as townhouses. It may also contain a mixed-use element of neighborhood-serving commercial along the SE 8th Avenue corridor. Any such commercial element should actively engage the street level, and residential is strongly encouraged for upper floors. The development should be built in a single phase under one or more ownerships. The proposed development must include a variety of housing, including at least 10% of the units reserved for affordable, workforce housing (low to moderate income). The development should include a variety of price points ranging from low income, moderate income, and market-rate housing options. No more than 25% of the units shall be reserved for affordable housing. Homeownership is encouraged; no more than 10% of the residential units should be utilized as rental properties. Additionally, the project scope will disallow development proposals that would limit the residential component to an age-restricted senior citizen community.

The CRA will require that the proposed development be built to high building and construction standards, and that the development adhere to the Southeast Gainesville Renaissance Initiative (SEGRI) draft Special Area Plan. Although CRA financial assistance may be considered for this redevelopment project, development teams interested in this opportunity must demonstrate substantial experience and financial resources to build the proposed mixed-income community. The CRA will also require that interested developers provide a preliminary plan for site development (including the number and mix of units), unit price points, an architectural rendering of the proposed exterior appearance, and overall marketing plan for the project.

Redevelopment at the former Kennedy Homes property is a major focal point of the SEGRI program. However the scale and importance of this project will affect not only the SEGRI area, but all of Gainesville. For these reasons, the CRA will demand thoughtful, high-quality, innovative redevelopment at this site. In order to achieve these goals, the CRA will utilize a unique approach to releasing and marketing the Request for Proposals. Staff will pursue both traditional and non-traditional methods for advertising and marketing the RFP to both local and non-local development teams, and will be aggressive in efforts to ensure that the RFP is circulated to a large variety of potential respondents. The CRA has recommended utilizing funding from the General Government SEGRI account (Account #335-790-C331-964) for RFP marketing purposes.

At the May 19th 2008 meeting, the Community Redevelopment Agency approved the proposed redevelopment scope for the former Kennedy Homes property. The CRA further authorized Staff to prepare a Request for Proposals for a mixed-income residential

community, potentially with a small commercial component, at the site. In order for a Request for Proposals to be released, the City and the CRA would need to enter into an option agreement for the property. The CRA has requested the Executive Director negotiate an option with City.

The Request for Proposals will need to address the value of the site, which consists of approximately 15.09 acres of land. A recent appraisal valued the land at \$1,160,000.

There is \$663,499 currently available in a General Government SEGRI account (Account# 335-790-C331-964). The CRA has recommended a portion of these funds be used to support the marketing efforts associated with issuing and promoting this RFP.

CRA to the City Commission: 1) Direct Staff to negotiate an option for the former Kennedy Homes property; 2) Authorize the Mayor to execute any and all required documents, subject to approval by the City Attorney as to form and legality; and 3) Approve \$25,000 from Account# 335-790-C331-964 to market and promote the RFP.