



Legislation Text

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CRA Project Summary April 2018 (NB)

As a regular informational item on CRA agendas, Staff provides a brief update on selected referrals, redevelopment projects and development agreements under review. This monthly update is typically a limited sampling of the CRA's many on-going projects, as opposed to a complete list.

CRA Wide

Economic Development - Project Manager, Jessica Leonard - Last year the Board approved revised Company Relocation and Job Creation Incentive programs. Staff will continue to develop additional economic development programs that support the CRA's initiatives within the four (4) districts. We currently have two (2) Relocation and Job Creation Initiatives in Eastside and College Park/University Heights underway and have one (1) application pending completion for Eastside.

Façade Grant, Project Manager, Jessica Leonard - The Façade Grant program is a competitive matching grant program that is designed to encourage reinvestment in building facades, specifically those located on highly visible target corridors within each district. Staff is pleased to announce our interactive CRA District Wide Map has afforded the opportunity and empowered multiple area stakeholders to verify eligibility by visually showing address verification.

Staff is proud to announce that we have reached our maximum of allowed façade grant awarded milestone of the program for both CPUH and FAPS until additional funding is budgeted for FY19 with five (5) grant reimbursements pending project competition in FY18 in these two districts. Staff would like to credit the success of this program to prior façade grant awardees and overall awareness in each district as a continued effort is placed in concentrated outreach and community engagements. We currently have multiple façade grant projects underway across the four redevelopment areas and have multiple applications pending approval. We are currently accepting applications in DRA and ERA, and have recently recommended ten (10) applications in both districts to the Advisory Boards.

Eastside Redevelopment Advisory Board (ERAB)

Heartwood, Project Manager, Shawn Moss - A homeowner's association board has been formed for the newly developed subdivision Heartwood. Site work construction has begun and the contractors are working diligently to produce "pad ready" sites for local builders and potential homebuyers to be united. CRA staff has worked with E-911 to establish physical addresses for each pad site in the subdivision which is now completed. A comparative market analysis has been done to project the starting prices of the neighborhood. Staff is also working with the City Purchasing Department to produce a solicitation for potential home builders and have established dates and deadlines for Q2 2018.

Cornerstone Phase 1 Development, Project Manager, Andrew Meeker - Construction on the site continues to

move forward and is on track for a May 2018 completion date. Concept Companies has started construction on Merrieux building with a projected completion date of April 2018. The Condominium Association is complete and Staff is working with legal to execute the final purchase agreement with Concept Companies.

Gainesville East - Project Manager, Tricia Lopez - Marketing efforts are underway for the Gainesville East campaign. A video that highlights the beauty and vibrancy of East Gainesville was released on the website and social media outlets, along with a press release. The marketing and redevelopment efforts were covered by multiple news outlets and the video on Facebook has over 900 views. In March, construction banners were installed at the Heartwood and Cornerstone sites, with the words “live east” and “work east” and the gainesvilleeast.org url. Street banners are scheduled to be installed on East University Avenue the week of April 9. Next steps include flyers, post cards, and a full website buildout.

Eastside Redevelopment Area Residential Paint Voucher Program, Project Manager, Jessica Leonard - We are enthusiastic to announce the Residential Paint Program has been enriched to now provide applicants by right of address with a voucher for paint, pressure washing, and painting supplies with the increased amount of up to \$750 to be used for the exterior painting of their home. In addition, the CRA will be responsible for providing a professional power washing services for the approved homes.

We have eleven (11) homes pending power washed and ready for paint to have them completed by the end of the June. We are currently accepting applications, and have recently approved seven (7) applications in the ERA area. Staff anticipations to have an increase of applications with this new enhancement of the program and continued communication with active involvement in the community. We have painted sixteen (16) homes to date.

Greater Duval Neighborhood Revitalization Initiative (NRI), Project Manager, Jessica Leonard - CRA launched a partnership with Alachua Habitat for Humanity called the “Partnership for Paint” program. The program allows the CRA to offer a grant of up to \$500 to eligible home owners in the NRI area. The \$500 grant will be applied to the fee associated with participation in Habitat for Humanity’s “A Brush with Kindness” program. As of March 2018, the partnership has completed 27 homes in the Greater Duval Neighborhood. Additional work through the NRI includes the development of new gateway signage, homeownership, mentoring and mentoring programs.

Downtown Redevelopment Advisory Board (DRAB)

Cade Museum, Project Manager, Andrew Meeker - Following the CRA Board’s approval of the Development Agreement terms at their April 2017 meeting, Staff is actively coordinating with the Cade and their final construction efforts and coordinating with the South Main Street Improvement Project. Substantial completion occurred in the Fall of 2017 with the grand opening scheduled for May 19, 2018. Many interim special events are occurring that demonstrate the support and enthusiasm for this important community asset.

Downtown Plaza, Project Manager, Nigel Hamm - Bo Diddley Plaza continues to offer free Yoga and Capoeira classes during the week. Bo Diddley Plaza will also be hosting two notable recurring events in April. We will be welcoming back the Annual Spring Arts Festival April 7 & April 8 and the Second Annual Great Gainesville Car Show on April 14. For additional event information visit: www.bodiddleyplaza.com <<http://www.bodiddleyplaza.com>> and <<https://www.facebook.com/BoDiddleyPlazaGNV/>>

Downtown Redevelopment Area Residential Voucher Paint Program, Project Manager, Jessica Leonard - We are enthusiastic to announce the Residential Paint Program has been enriched to now provide applicants by

right of address with a voucher for paint, pressure washing, and painting supplies with the increased amount of up to \$750 to be used for the exterior painting of their home. In addition, the CRA will be responsible for providing a professional power washing services for the approved homes.

We have three (3) homes power washed and ready for paint to have them completed by the end of June. We are currently accepting applications, and have recently approved three (3) applications in the DRA area. Staff anticipations to have an increase of applications with this new enhancement of the program and continued communication with active involvement in the community. We have painted nine (9) homes to date.

Depot Park, Project Manager, Ori Baber - The installation of shade sails in the playground was completed in December with funding through Wild Spaces Public Places. Check the Depot Park calendar for a list of on-going programs and events (<http://www.depotpark.org/events>).

Historic Depot Building, Project Manager, Ori Baber - The 'Pop-a-Top General Store' and 'The Boxcar' at the Depot Building continue to provide refreshments, snacks, and live entertainment to visitors to Depot Park and the Downtown area. Staff is working with Parks, Recreation, and Cultural Affairs and City Facilities to develop a transition plan. Per the lease agreement, Staff is working with the tenant to install a 6ft kitchen hood in the Depot Building which will allow greater food offerings.

Power District, Project Manager, Andrew Meeker - Following the Board's award of the Master Developer ITN Solicitation with Cross Street Partners in October 2017, Staff along with the developer are actively negotiating the terms and deals points via a Memorandum Of Understanding between the CRA/GRU/City and Cross Street Partners. Concurrently, Cross Street Partners is continuing their outreach efforts to local, regional, and national partners that are interested in the Power District. Once a potential deal is reached in principle between Staff and Cross Street Partners, it will be presented to the CRA Board for consideration. The goal of Staff is to have this occur before summer of 2018.

College Park University Heights Redevelopment Advisory Board

Innovation Square, Project Manager, Andrew Meeker - The CRA continues to serve as a participant in the many on-going private public partnership discussions between the University of Florida Development Corporation (UFDC) and private development. The northern extension of the SW 9th Street greenway from SW 2nd Ave. to SW 1st Ave. is in the conceptual planning phase. As this and other potential partnerships develop, Staff will return to the Board for any necessary approvals.

NW 1st Avenue Streetscape, Project Manager, Tricia Lopez - Construction is close to completion, with an estimated completion date in April of 2018. All utility conversion is complete and the remaining poles are scheduled to be taken down the week of April 9. Final concrete work will follow, along with the installation of the new dumpster enclosures. Landscaping is underway. The final pavement, pavement markings, and cleaning of the street will be the final details and will follow all of the above items. A ceremony will be held to celebrate the new street, with the date TBA.

South Main Street, Project Manager, Andrew Meeker - Construction continues on the three quarter mile section of South Main Street with complex underground utility work and hardscape improvements such as sidewalks and curbing. Extensive coordination is still underway between the various design, engineering, and construction entities as South Main Street is transformed into a place to go to, not just through. The project website is serving as the communications hub for the project at www.destinationsouthmain.com [<http://www.destinationsouthmain.com>](http://www.destinationsouthmain.com) Businesses, residents, and stakeholders are being informed on the

project progress via on-site meetings, physical and electronic newsletters, press releases, and social media. Additionally, Destination South Main Street is a vital part of the recently launched Trans4ming East GNV communication initiative aimed to inform community stakeholders of the multiple street improvement projects underway in the area. www.trans4mingeastgnv.com <<http://www.trans4mingeastgnv.com>>

Fifth Avenue Pleasant Street Redevelopment Board

A.Q. Jones Museum & Cultural Center, Project Manager, Ori Baber - On February 26, 2017 the A. Quinn Jones Museum & Cultural Center was opened. The hours of operation for the public are Sunday - Thursday 12:00 pm - 5:00 pm with appointments being available for Fridays and Saturdays. Staff is currently working with Manley Design and PRCA/WSPP to come up with a landscaping design which will incorporate the trailhead for the Heritage Trail.

Fifth Avenue/Pleasant Street Redevelopment Area Residential Voucher Paint Program, Project Manager, Jessica Leonard - We are enthusiastic to announce the Residential Paint Program has been enriched to now provide applicants by right of address with a voucher for paint, pressure washing, and painting supplies with the increased amount of up to \$750 to be used for the exterior painting of their home. In addition, the CRA will be responsible for providing a professional power washing services for the approved homes.

We have twelve (12) homes pending power washed and ready for paint to have them completed by the end of the June. We are currently accepting applications, and have recently approved ten (10) applications in the FAPS area. Staff anticipations to have an increase of applications with this new enhancement of the program and continued communication with active involvement in the community. We have painted seventeen (17) homes to date.

Historic Heritage Trail, Project Manager, Jessica Leonard - Staff is still collaborating with the City's Parks, Recreation, & Cultural Affairs department, The Department of Doing, Matheson Museum, University of Florida, and Public Works Department, and various local community organizations. The Heritage Trail will provide opportunities to impact the entire Fifth Avenue | Pleasant Street neighborhood through improved cultural tourism and community connections.

GCRA is continuing to move forward with the project by contracting with MAM Exhibit Design (*Exhibit Designer for the A. Q. Jones Museum*) to complete design, coordinate the project and implement the trail with Sculptor Leslie Tharp. Additionally, Manley Designs has been onboarded for landscape architectural services needed for this project to include a Trail Feasibility Study and Implementation Strategy to support the trail visioning and design. It is understood that the CRA will provide GIS services for the project as needed, including providing data from GIS for inventory and analysis purposes and building upon the existing application as the project progresses.

The Gainesville CRA is still continuing its effort after the "Photo Call" last month by seeking additional information and partnering with A. Quinn Jones Museum. If you have a story to tell, you can help by bringing the untold stories of this important community to life! *Submit your photos, news clippings, memorabilia and share your memories of Fifth Avenue and Pleasant Street by contacting the A. Quinn Jones Museum & Cultural Center via Desmon Walker at (352)334-2010.*

Seminary Lane, Project Manager, Sarah Vidal-Finn - In October 2016, the Gainesville Florida Housing Corporation (GFHC) and Gainesville Housing Authority (GHA) boards, the majority owner of the site, approved to sale of the entire 6.55 acre Master Plan of the Seminary Lane Project. CRA Staff in conjunction

with the Gainesville Florida Housing Corporation are in the process of reviewing potential offers.

None at this time

CRA Executive Director to the CRA Board: Receive project update from Staff