



GCRA

**Gainesville Community Reinvestment Area
10 Year Reinvestment Plan**

Prepared For



City of Gainesville
Gainesville Community Reinvestment Area
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Prepared By



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Thank You

FY 2020 Gainesville City Commission:

Lauren Poe, Mayor
Adrian Hayes-Santos, District IV Commissioner
David Arreola, District III Commissioner
Gail Johnson, At-Large Commissioner
Gigi Simmons, District I Commissioner
Harvey Ward, District II Commissioner
Helen Warren, At-Large Commissioner

GCRA Leadership:

Lee Feldman, City Manager
Deborah Bowie, Assistant City Manager
Sarah Vidal, Director

GCRA Advisory Board:

Bradley Pollitt, Chair
Stephanie Seawright, Vice Chair
Lane Abraben
Jason Atkins-Tuffs
Kali Blount
Carrie Bush
Linda Dixon
Evelyn Foss
Armando Grundy-Gomes
Jacob Ihde
Christopher Merritt
Jason Mitchell
Warren Neilsen
Michael Palmer
Jessica Turner-Evans

FY 2020 Alachua County Board of Commissioners:

Mike Byerly, Vice Chair, District 1 Commissioner
Marihelen Wheeler, District 2 Commissioner
Robert “Hutch” Hutchinson, Chair, District 3 Commissioner
Ken Cornell, District 4 Commissioner
Charles “Chuck” Chestnut, IV, District 5 Commissioner

**A special thanks to all of the
community members who
participated in the plan
consolidation process.**



Sarah Vidal

Director, Gainesville Community Reinvestment Area

“Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.”

–Jane Jacobs, *The Death and Life of Great American Cities*

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During the last decade, referred to as the “Twenty-10s,” the team at the Gainesville Community Redevelopment Agency (CRA) delivered projects and programs that literally shaped the rebirth of Gainesville’s urban core. Think about life before Depot Park and the impact one project has made on bringing the community together; literally where east meets west.

Community Redevelopment Agencies are dependent special districts set up by local governments under Chapter 163, Part III of the Florida Statutes. This model was an effective tool for many years and as the tax increment grew in most of the four redevelopment areas, so did the magnitude and importance of the CRA’s work. However, even the best of tools have their limits. Eastside and Fifth Avenue / Pleasant Street were only contributing eight and nine percent of the CRA’s total revenue respectively, making it difficult for those areas to see the transformational growth Downtown and College Park / University Heights were experiencing.

In 2018, the City of Gainesville and Alachua County began a pivotal conversation around how to take a successful agency, limited by its construct as a traditional CRA, and rethink a way forward. Negotiations culminated with the joint commissions executing an agreement

which called for a ten-year plan, consolidating of the four CRA’s into a single district, creating a fixed revenue stream from the City and the County, and transitioning the CRA into the Gainesville Community Reinvestment Area (GCRA), a new City Department. The big idea was to take the best of the CRA’s history and build upon that with a renewed focus in the areas that need the investment most.

In order to complete the transition, the GCRA lead the community through a consolidation of the four CRA Redevelopment Plans into a single district GCRA Reinvestment Plan. This new plan will guide the Department’s work over the next decade. The Plan includes information about the CRA’s past, including a report on the final year as a statutory CRA in 2019, and speaks to the future with tangible goals to be met. The well-attended engagement process illustrated the passion, dedication and support the community has for reinvesting in the people and places within the District.

The GCRA team is grateful for the collective participation, advocacy, and support for repositioning the GCRA Department for success and we look forward to “The ‘20’s” and the impact refocusing our efforts for the next decade will have on Gainesville as a whole.



Lee R Feldman

ICMA-CM, Gainesville City Manager

As your new neighbor, I am excited about the launch of this new GCRA 10-Year Reinvestment Plan. The strategic initiative that has been undertaken by the City Commission, in cooperation with the County Commission, will allow for the critical application of resources to address our most significant redevelopment needs under one unified district.

This plan was not created in a vacuum, but rather, together with our neighbors. We have been inspired by your enthusiasm to address the issues which affect our City; by your willingness to develop solutions; and, by your tenacity to engage in the creation of this plan.

The tasks set out by this plan will be neither simple nor easy to implement. But with your support, we will get it done. I am excited to work with you and be part of a great team as we build community in the GCRA.



Lauren Poe

Mayor, Gainesville

As a Gainesville Resident, City Commissioner, and then Mayor, I have been a long-time supporter of the Gainesville Community Redevelopment Agency. I was proud of our CRA and its reputation for being one of the most successful and innovative CRA's in the State of Florida.

But as we saw success, we also saw areas of disinvestment in our City and recognized the need to take new approach to reinvesting in our community. The opportunity to restructure the CRA, to improve upon what was working and rethink what was not, has been embraced by our community because they see the potential for the kind of growth they are seeking.

The 10-Year Reinvestment Plan on the following pages is the result of six months of public workshops, surveys, stakeholder meetings, data analysis, community engagement, and honest conversations. The goals of the Reinvestment Plan reflect the needs of our evolving community and the people who call Gainesville home. This plan is a win for the City of Gainesville and Alachua County.

CRA Past

**1979: Fifth Avenue /
Pleasant Street
CRA Established**

**1981: Downtown
CRA Established**

**1989: Fifth Avenue /
Pleasant Street
CRA Expanded**

**1995: College Park /
University Heights
CRA Established**

**2001:
Eastside
CRA
Established**

**2001:
Downtown
CRA
Expanded**

1980

1990

2000



2005: College Park /
University Heights
CRA Expanded

2006: Eastside
CRA Expanded



2010: Eastside
CRA Expanded

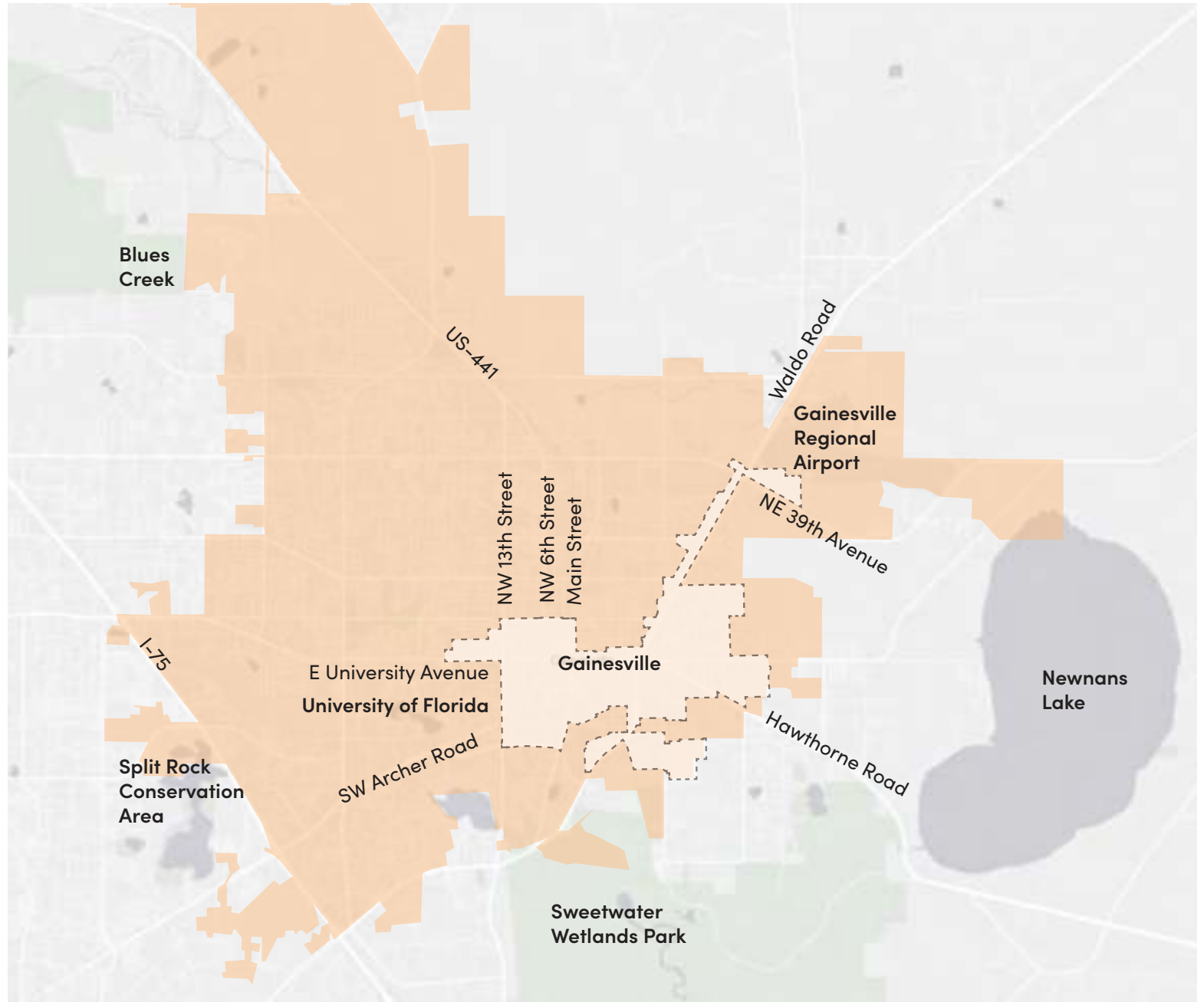
2010

2020

Context

LEGEND

-  Gainesville Boundary
-  Reinvestment Area



About the Gainesville CRA

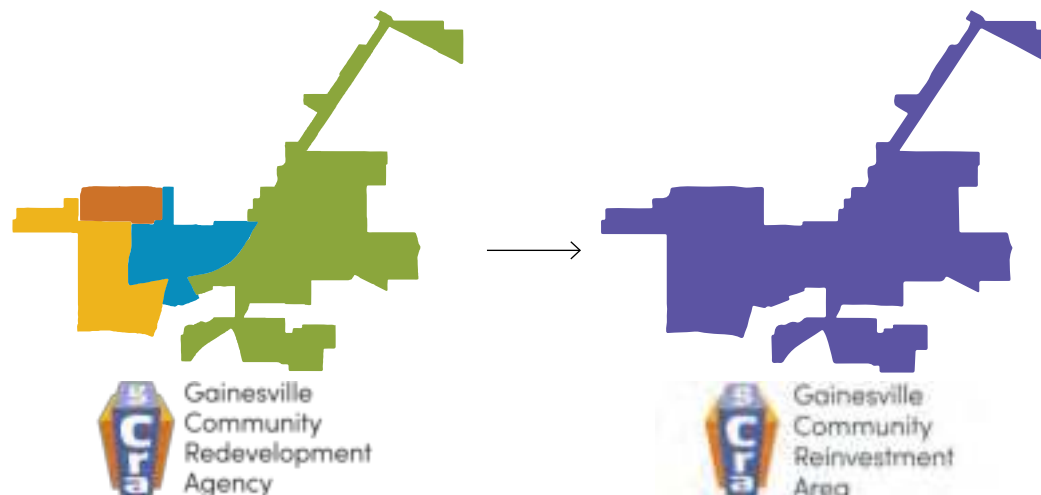
The City of Gainesville established the Gainesville Community Redevelopment Agency (CRA) by the authority of Sections 163.330-163.45, Florida Statutes. By 2001, the Gainesville CRA was made up of four discrete redevelopment districts, each with its own redevelopment plan, advisory board, and funding:

Fifth Avenue / Pleasant Street - established 1979 / expanded 1989

Downtown - established 1981 / expanded in 2001

College Park / University Heights - established 1995 / expanded 2005

Eastside - established 2001 / expanded 2006 & 2010

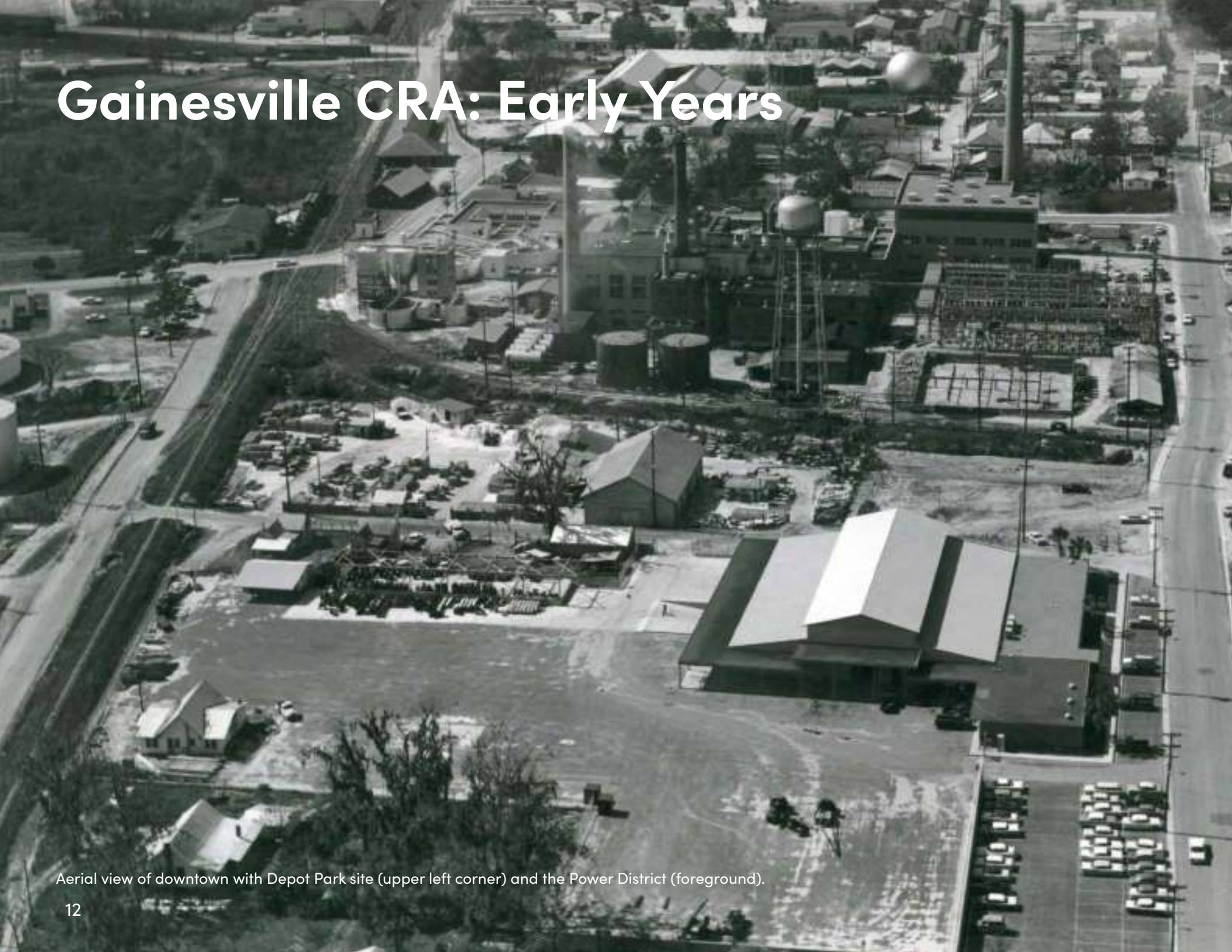


The CRA's work in Gainesville centered on helping underserved areas attract private investment through community partnerships, competitive economic development incentives and improved public infrastructure. Projects ranged from multi-million dollar capital projects such as the construction of Depot Park and the revisioning of South Main Street to \$750 residential paint grants.

The transition of the CRA from a statutory agency to a City Department occurred after a years-long, state-wide discussion regarding the future of all CRAs resulted in an uncertain future for the agency. The City of Gainesville and Alachua County Commissions wished to create a solution that would address local issues and also insulate the CRA from future state legislative mandates. The local solution was reached through the restructuring and renaming of the agency.

The Gainesville Community Reinvestment Area (GCRA) was created through the adoption of Ordinance 181001, which went into effect on October 1, 2019. The ordinance dissolved the CRA and created the GCRA, a department of the City that reports to the City Manager, is governed by the City Commission, and is guided by a citizen advisory board. Under the new structure, the GCRA will operate in a single district with a set budget for ten years, guided by this Reinvestment Plan.

Gainesville CRA: Early Years



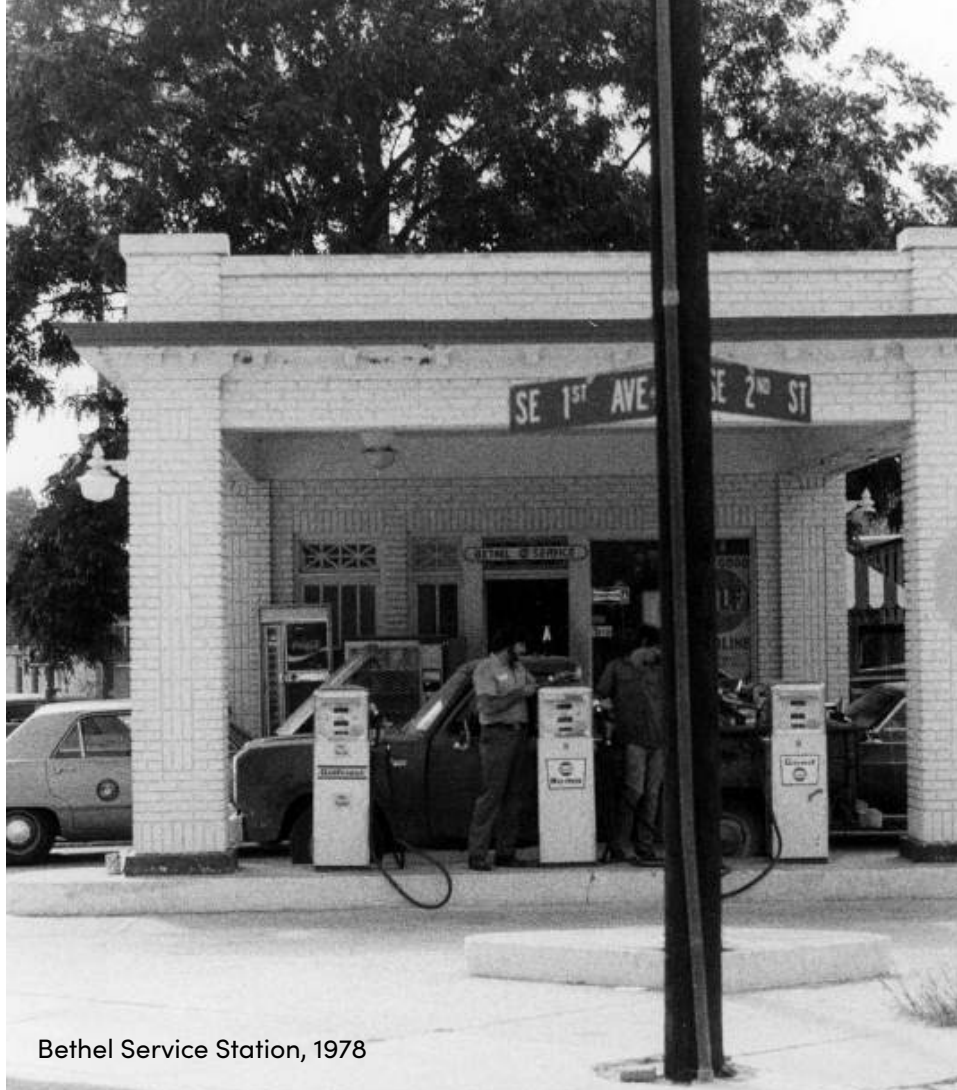
Aerial view of downtown with Depot Park site (upper left corner) and the Power District (foreground).



Atlantic Coast Line (ACL) Depot on NW 6th St., 1990.



Historic Depot Building, 1975

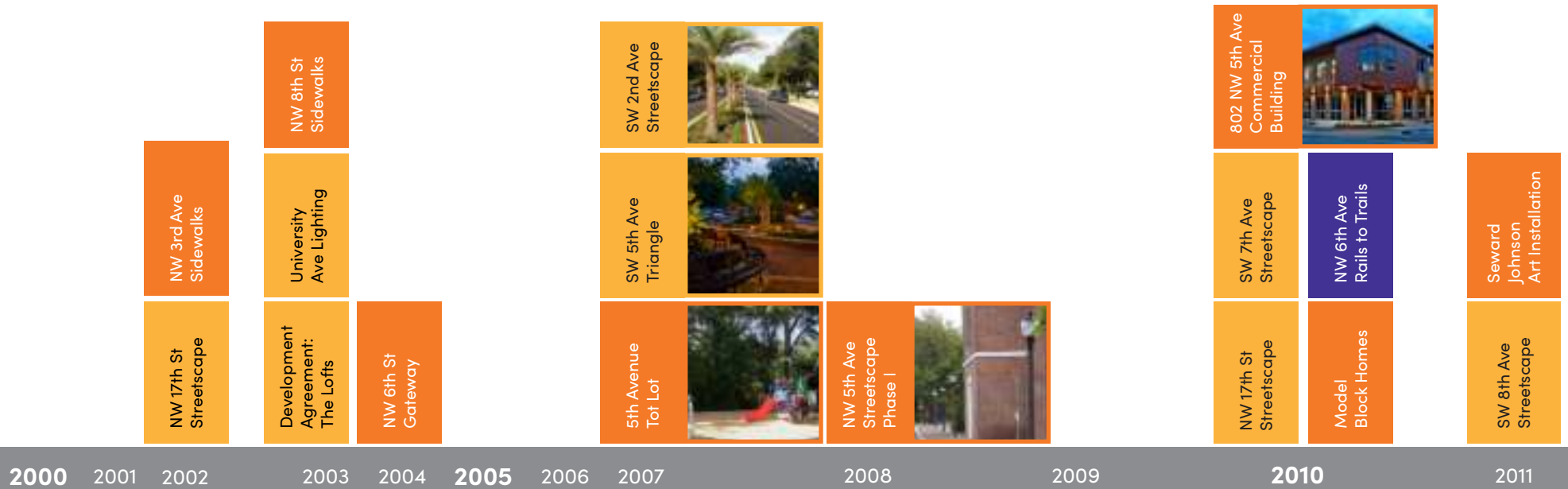


Bethel Service Station, 1978



Past CRA Initiatives

The CRA has implemented numerous initiatives across the former redevelopment districts.



LEGEND

- Fifth Avenue / Pleasant Street
- College Park / University Heights
- Downtown
- Eastside
- Multi - District

SE 7th St Lighting

Lincoln Fencing

Hampton Inn Recruitment

Haisley Lynch Park

SW 3rd St Streetscape

University Ave Renaissance Lighting Installation

Citizens Field Youth Triathlon

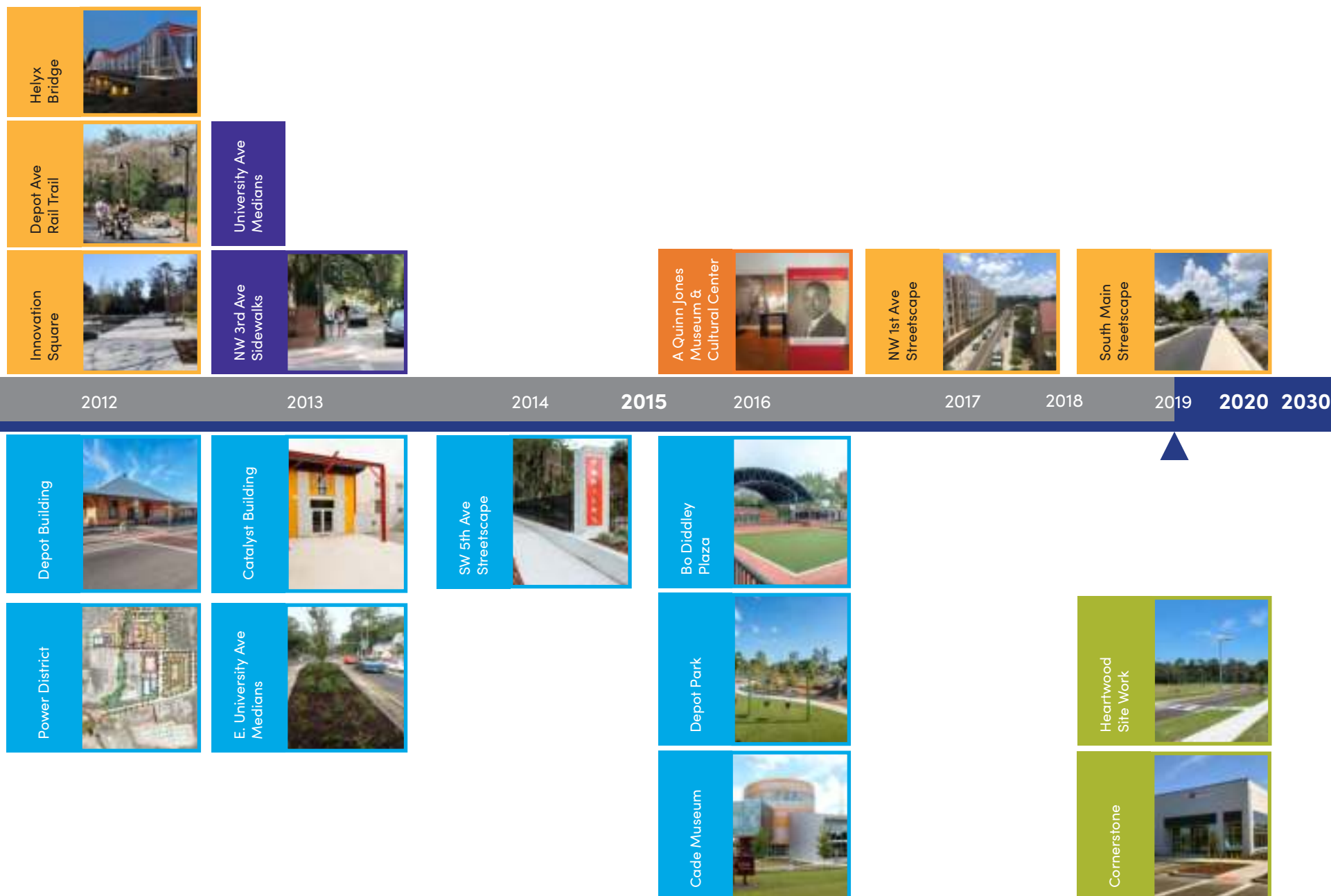
Bethel Station Cafe

SE 1st St Landscaping

Eastside Gateway

Hawthorne Road Cafe

15





Community Vitality Report Findings

Through research, interviews, and surveys, the 2016–2017 Community Vitality Report identified six principles that, from the community's perspective, produced successful redevelopment initiatives. These principles were used in the creation of this plan and for the development of future reinvestment projects.



Layers:

Initiatives that combine and address multiple objectives make the most of time, talent, and resources.



Connectivity:

Initiatives that connect one successful CRA initiative to another and one neighborhood to another, finding areas of overlap to capitalize on momentum and resources.



Scale:

Maximize reach and impact in the community by engaging in initiatives of all sizes – from small and incremental to large and transformational projects.



Authenticity & Integrity:

Initiatives should be Gainesville specific. Historical, cultural, and artistic celebrations of our special vibe.



Partnerships:

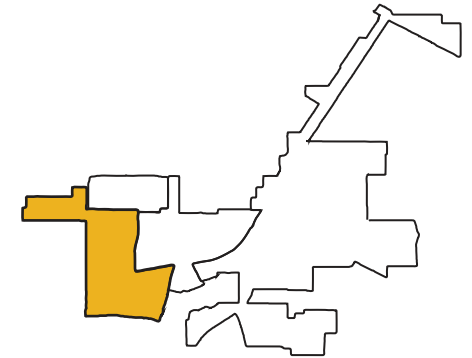
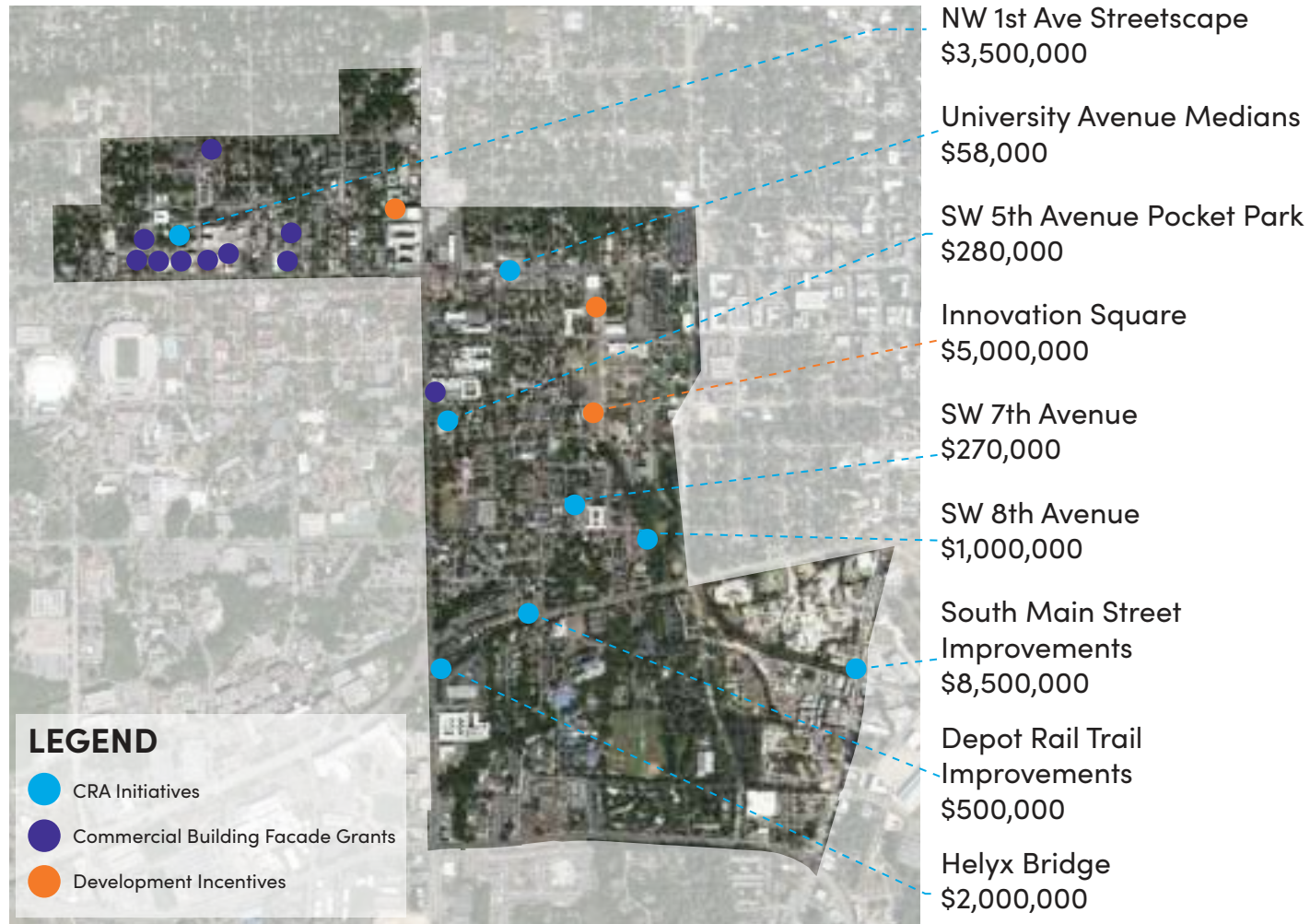
Fostering relationships across sectors and disciplines as well as non-traditional partners can increase chances for long-term success.



Health & Safety:

Streetscapes, facades, public art, and signage, all contribute to more activity-friendly communities.

Former College Park/University Heights District Investment



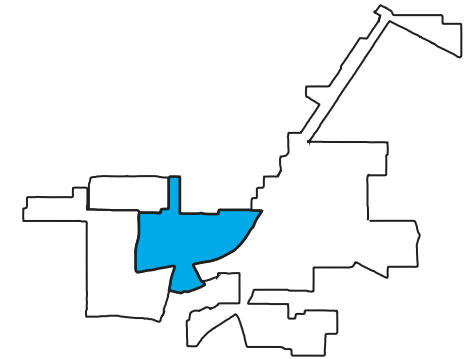
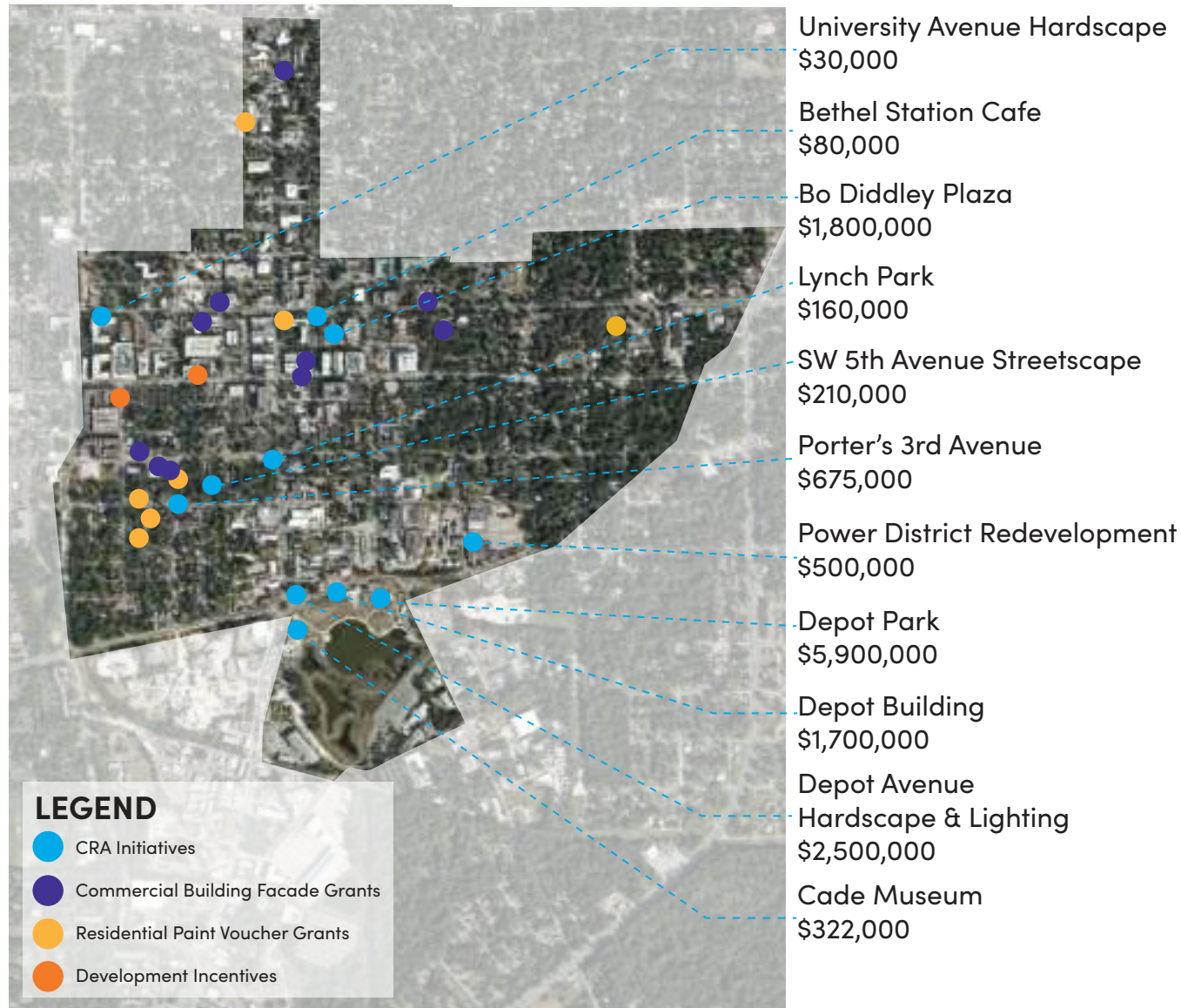
Taxable Value Growth

Taxable Value 2016	\$170,411,114
Size (Acres)	472
Percent Taxable 2016	70%
Peak Value Per Acre 2016	\$23,214,773
Avg. Value Per Acre 2016	\$1,240,292
Growth of Taxable Value (2007-2016)	19%

The CRA has implemented streetscape, park, and bridge improvements to foster connectivity, traffic flow, and safety for pedestrians, bicyclists, and vehicles in the College Park / University Heights district.

Source: Urban 3 Building Potential Value in Gainesville Study with the Gainesville Community Redevelopment Agency and Gainesville-Alachua County Association of Realtors

Former Downtown District Investment



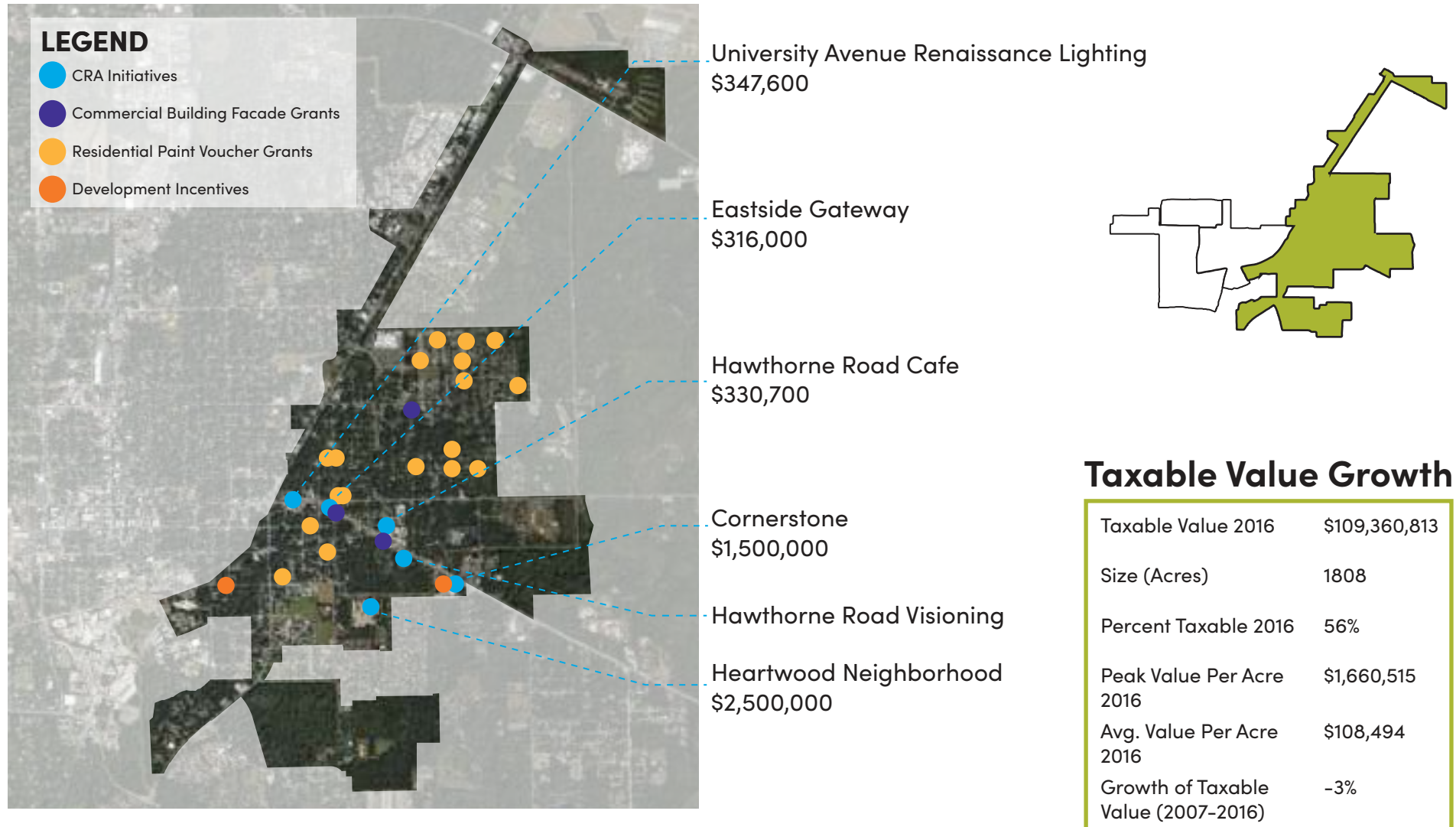
Taxable Value Growth

Taxable Value 2016	\$219,006,513
Size (Acres)	376
Percent Taxable 2016	61%
Peak Value Per Acre 2016	\$31,481,542
Avg. Value Per Acre 2016	\$958,581
Growth of Taxable Value (2007-2016)	43%

In the Downtown district, the CRA has implemented many initiatives with a focus on creating destinations and increasing economic development within the district such as Depot Park and Bo Diddley Plaza.

Source: Urban 3 Building Potential Value in Gainesville Study with the Gainesville Community Redevelopment Agency and Gainesville-Alachua County Association of Realtors

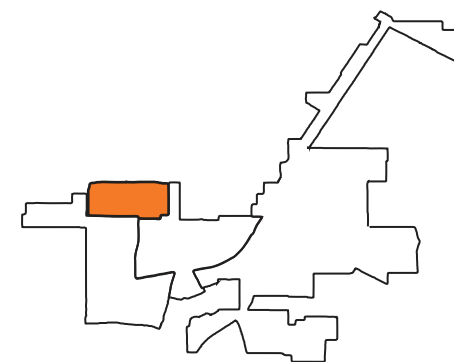
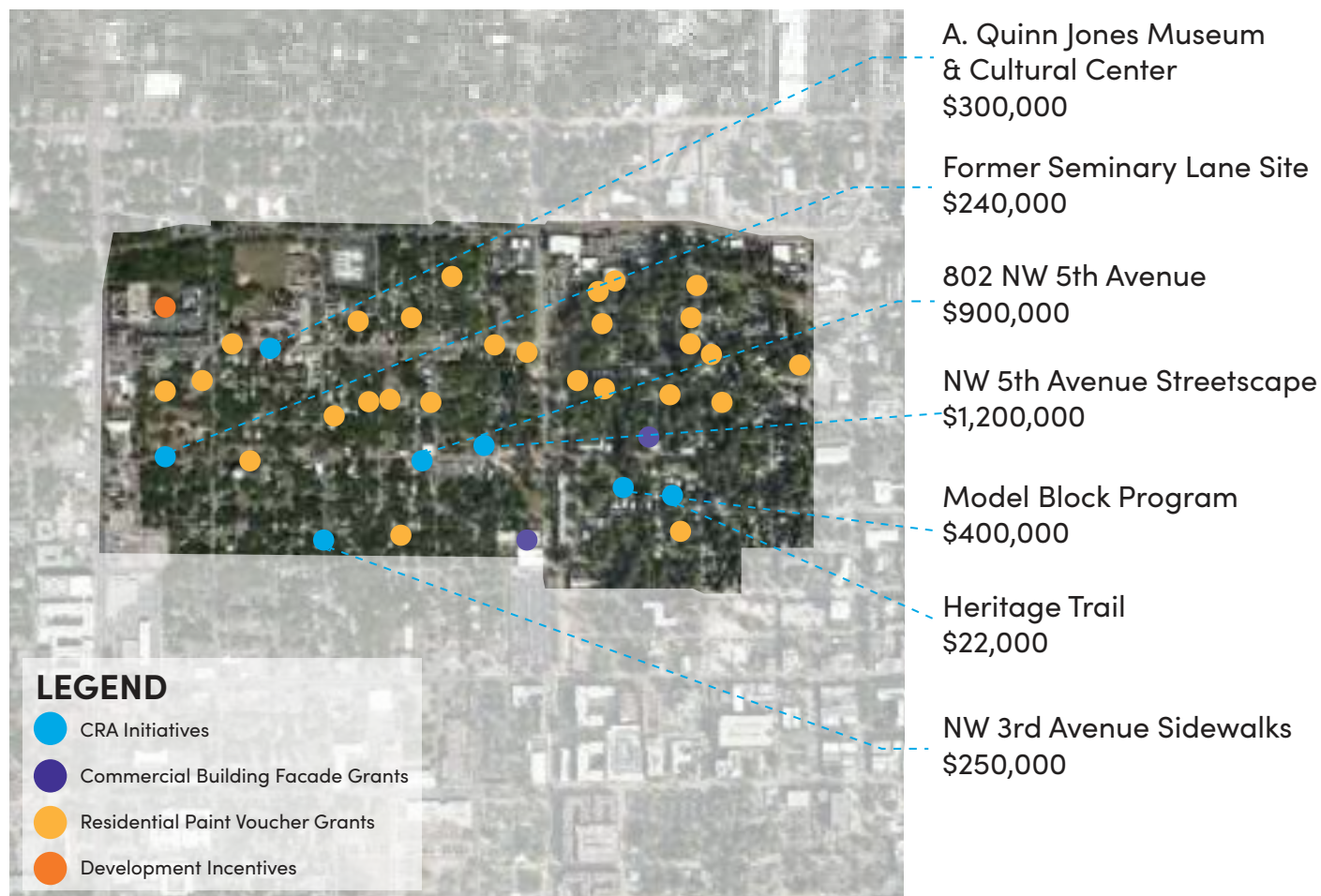
Former Eastside District Investment



The CRA has implemented initiatives to help bring economic development, housing options and visibility to its Eastside district. The growth of taxable value is consistent with the entire City of Gainesville.

Source: Urban 3 Building Potential Value in Gainesville Study with the Gainesville Community Redevelopment Agency and Gainesville-Alachua County Association of Realtors

Former Fifth Avenue/Pleasant Street District Investment



Taxable Value Growth

Taxable Value 2016	\$52,108,863
Size (Acres)	159
Percent Taxable 2016	76%
Peak Value Per Acre 2016	\$3,903,965
Avg. Value Per Acre 2016	\$431,647
Growth of Taxable Value (2007-2016)	25%

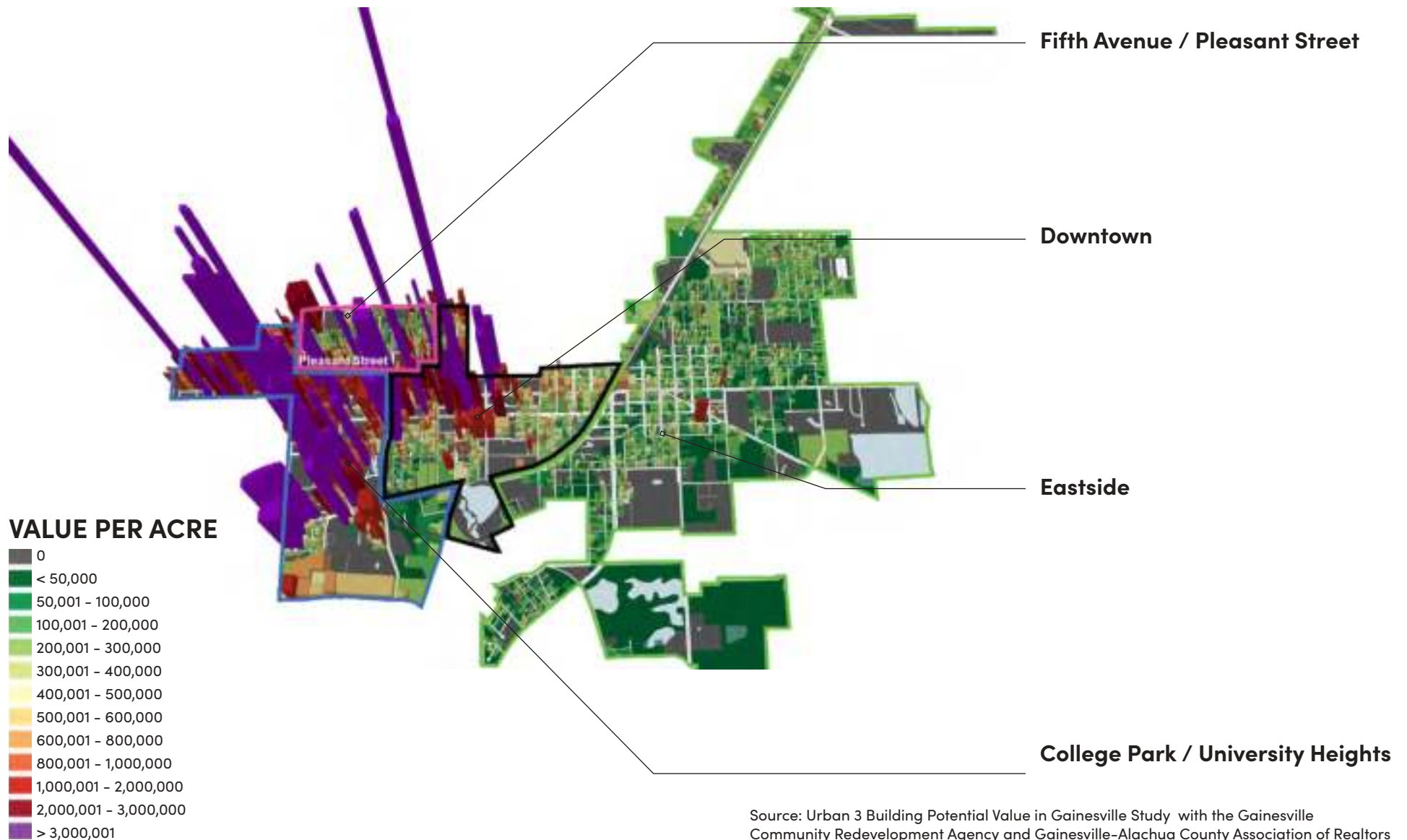
The CRA has implemented initiatives to improve aesthetics and infrastructure, encourage long-term homeownership, and preserve the history of the Fifth Avenue / Pleasant Street district.

Source: Urban 3 Building Potential Value in Gainesville Study with the Gainesville Community Redevelopment Agency and Gainesville-Alachua County Association of Realtors

Land Use Economics Comparison

Property Potential Value Growth

In a 2016 study, data on property values within Alachua County was analyzed as a way of measuring the impact of the CRA's initiatives on the community. It was made clear that reinvestment works. The top three properties (value per acre) in the Downtown district were made possible through CRA programs which include The Hampton Inn Downtown, Union Station and The Palms.

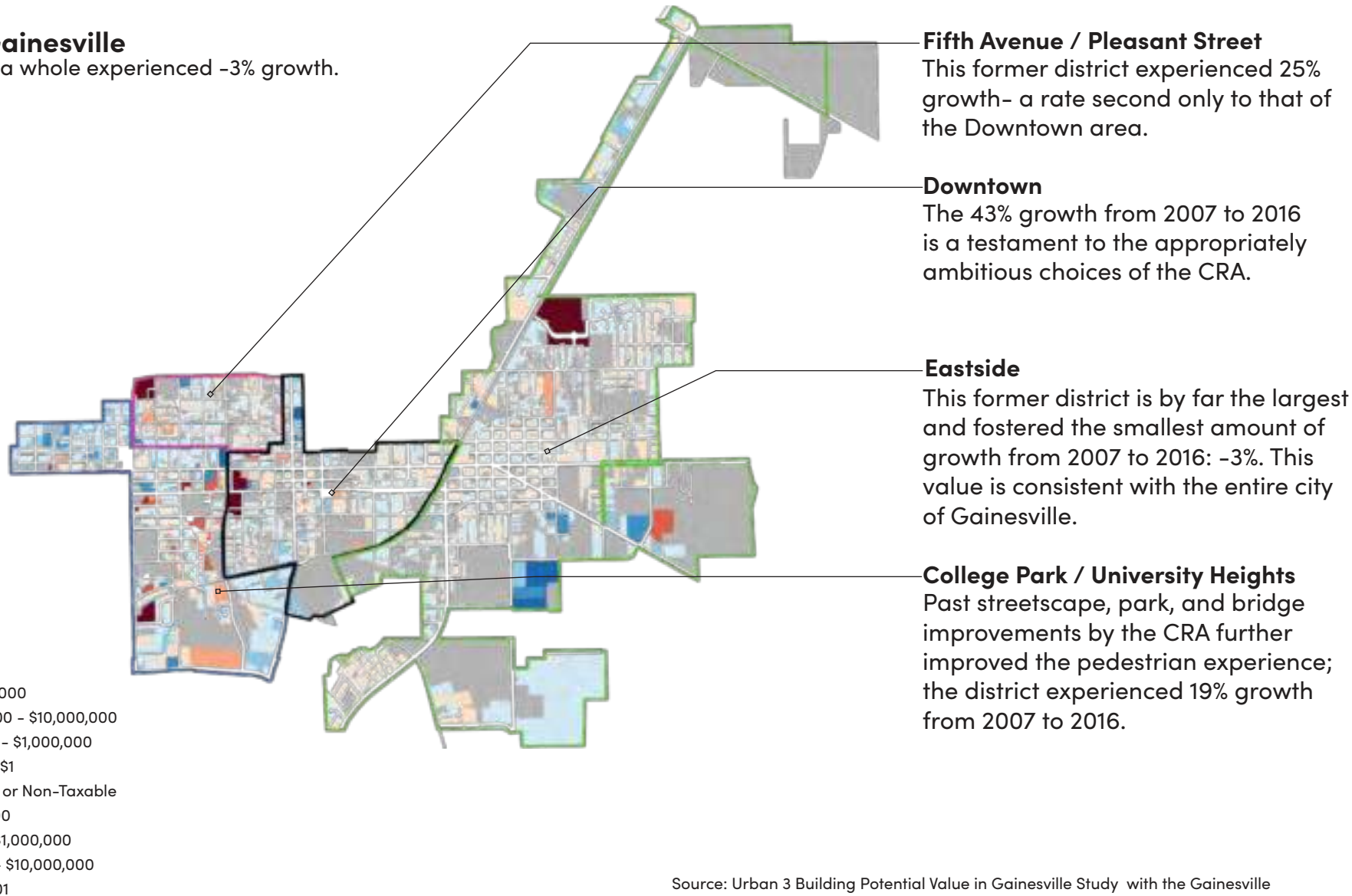


Taxable Value Growth

Based on the same study, three out of the four districts experienced significant taxable value growth in 2016. Taxable value is the value of property used in determining the amount of tax the owner will pay. An increase in this value reflects not only property value increase, but an amount of tax revenue which pays for redevelopment.

City of Gainesville

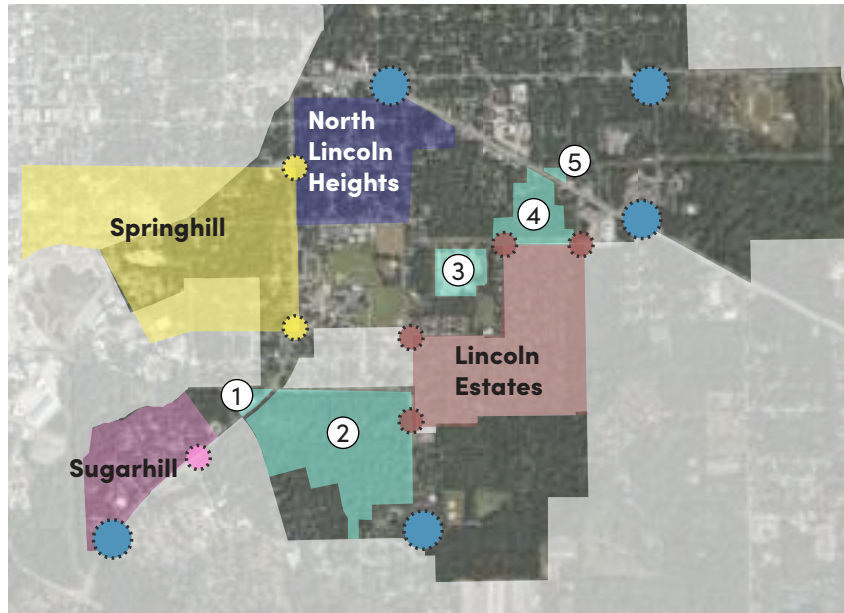
The city as a whole experienced -3% growth.



Source: Urban 3 Building Potential Value in Gainesville Study with the Gainesville Community Redevelopment Agency and Gainesville-Alachua County Association of Realtors

Precedent Studies: Plan East Gainesville

Plan East Gainesville was created as a framework to help balance the desires for expanded economic, commercial, and residential growth while preserving the natural environment and the “peaceful” qualities of East Gainesville. The intention was to provide market driven guidance regarding development opportunities in East Gainesville that would have positive effects on the surrounding community.



The Goals of this Plan are:

- Expand the range of housing choices to attract and retain residents with a variety of income levels.
- Target specific areas for mixed use development centers that can support and sustain higher levels of employment, commercial, and social activities.
- Protect vital natural resources, such as the watersheds, creeks, tree canopy, and scenic vistas.
- Create opportunities for increased walking, bicycling, and transit use through compact development patterns, urban design, and development of new facilities and services.
- Improve the inter-connectivity of the transportation system to minimize impacts to the state highway system and ensure improved accessibility between East Gainesville and other parts of the Gainesville urbanized area.

This plan was prepared for the Metropolitan Transportation Planning Organization by the Renaissance Planning Group. This plan was created in association with Alachua County, City of Gainesville, Gainesville Regional Utilities, and the Florida Department of Transportation in February 2003.

LEGEND

- Major Gateway
- Lincoln Estates Gateway
- Springhill Gateway
- Sugarhill Gateway

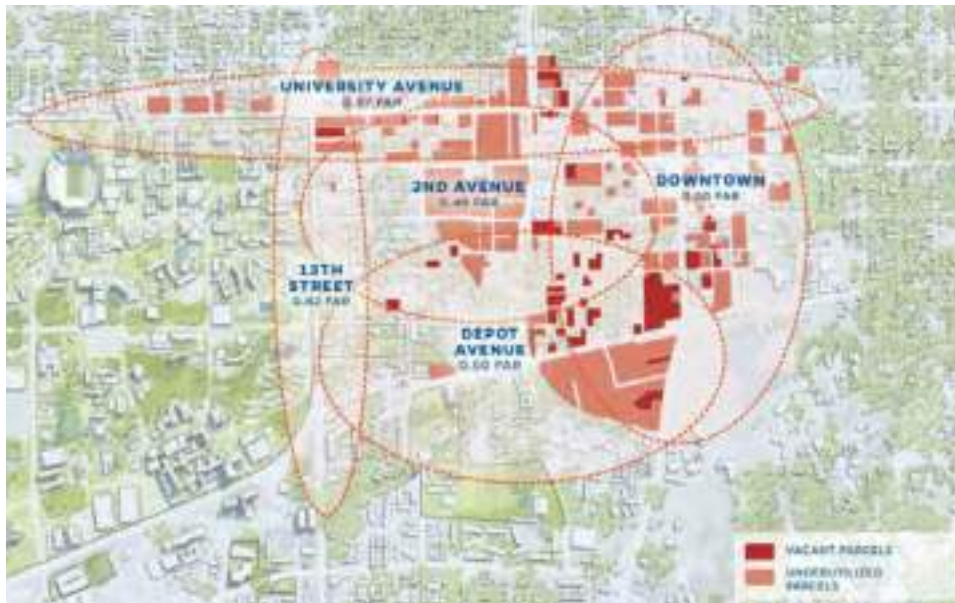
DEVELOPMENT SITE OPPORTUNITIES

- ① Williston Road Retail
- ② Age of Renaissance Property
- ③ City-Owned Residential Village Development
- ④ Medical Village
- ⑤ Hawthorne Road Retail

The complete Plan East Gainesville report is available at http://www.ncfrpc.org/mtpo/publications/PEG_final.pdf.

UF Strategic Development Plan

The plan was created through a nine-month period in 2016 for the University of Florida by a consultant team comprised of Elkus Manfredi Architects and Dumontjanks. A steering committee comprised of leaders from the University, the City, and the County was also formed for this process. The purpose of the Plan is to contemplate the next 50 years for the University and its critical partnership with the City and the County. The assignment was divided into three phases: Analysis and Visioning, Strategies and Objectives, and Implementation and Branding.



Re-center Gainesville's growth and development Downtown where the University meets the City.

- Reevaluate on-campus residency requirements
- Modify zoning, offer incentives, and work with the developer cycle
- Encourage market-rate residential options
- Promote the development of vacant and underutilized real estate
- Incentivize economic development

Unite Gainesville's communities with the University which will strengthen the community as a whole.

- Create a purposeful mix of uses, including: diverse housing types, startups downtown, and opportunities for venture capital funding
- Collaborate with Santa Fe college on workforce development
- Promote the arts
- Invest in comprehensive transit, including a fixed-route option if appropriate
- Promote interdisciplinary scholarship
- Link downtown, the campus core, and UF Health medical complex

Sustain the community through model programs and physical development that nurture the community and integrate the promotion of social, personal, economic, and ecological health will enable long-term success for the University and the community.

- Emphasize health and wellness
- Consider the organizing influence of water and the green ring
- Manage development impacts on long-term ecological health
- Feed the campus
- Reduce energy consumption
- Address deferred maintenance
- Integrate the University's planning with the community
- Make efficient use of space
- Bolster equity in K-12 schools

The complete UF Strategic Development Plan is available at https://strategicdevelopment.ufl.edu/wp-content/uploads/docs/SDP_Phases_2-3_Summary_Report_FINAL-REDUCED.pdf.

Precedent Studies: Infinity Line

**Existing
Rails-to-Trails**



**Existing
WSPP**



**Proposed
Connector Trails**

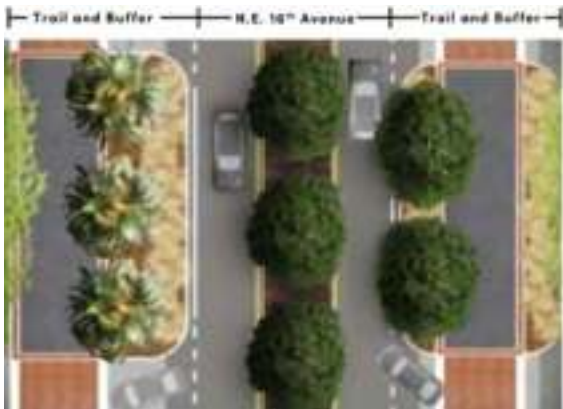


The Infinity Line is a concept which proposes connecting existing trail infrastructure in Gainesville. Unused or underused railroad and utility infrastructure easements would be repurposed to connect existing trail infrastructure in a continuous loop. The connector trails include NE 16th Avenue connection, Wetlands Preserve connection and a pedestrian bridge at Five Points, the intersection of East University Avenue and Waldo/Williston Roads.

This concept uses Depot Park as a nucleus for the Gainesville community to gather, the Infinity Line acts as a way for Depot Park to reach back into the community and provide direct, car free access to Gainesville neighborhoods.

The intention is to create a large, vibrant, public space that residents and visitors may use to exercise, commute, or enjoy as they see fit.

NE 16th Avenue Connector Trail



Wetlands Preserve Connector Trail



Five Points: Bridging the Gap



Ponce City Market: Atlanta, GA



In 2014, Ponce City Market began to reopen the fully renovated Sears, Roebuck & Company building, restoring its prominence as a vital landmark in Atlanta. Linked directly to the Atlanta BeltLine, and situated across from Historic Fourth Ward Park, the iconic stretch of Ponce de Leon Avenue is a major part of the redevelopment movement at the crossroads of Atlanta's most established neighborhoods.

At the heart of Ponce City Market is the marketplace itself, a flexible space to gather, eat and shop. In the Central Food Hall, artisan chefs and local purveyors fill an authentic market with the design, food, and flavors of Atlanta. From morning coffee to lunchtime shopping and date-night dinners, the Central Food Hall is a daily gathering place and culinary destination, year-round.

Retail shops and offices add to the life, color, and culture of Ponce City Market and surrounding neighborhoods. Residents of the Flats apartments in the upper floors of the east and west wings are just a few steps or an elevator ride from workplaces, shopping, the Central Food Hall, and direct access to the BeltLine. Atlanta neighborhoods of Virginia-Highland, Poncey-Highland, and Midtown are all within easy walking or pedaling distance.

Ponce City Market is focused on building community connections, and has incorporated a pedestrian network, public green spaces, and access to the Atlanta BeltLine corridor—all within the revitalized historic property. As a community hub, Ponce City Market adds the in-town convenience and comfort of highly desirable retail around the Central Food Hall, as well as exceptional Flats apartments and Class-A loft office space.

More Information is available at <https://poncecitymarket.com/>



Previously Adopted CRA Roadmap FY19-23

This workplan roadmap was approved on March 19, 2018. These listed CRA community initiatives are in all stages of completion from planning, construction implementation, and maintenance. Moving forward under the new plan, all initiatives that are currently under construction will be completed. Any projects in the early planning stages are being evaluated and prioritized based on current investment progress, community engagement efforts, and City recommendations.

College Park / University Heights

Innovation District

College Park Neighborhood Improvements

Stormwater Study & Identified Initiatives

NW 5th Avenue

South Main Street

NW 1st Avenue

College Park Community Policing Pilot Program

Downtown

Depot Park Transitory Initiatives

Bo Diddley Plaza Transitory Initiatives

Power District Redevelopment Plan

Porters Neighborhood Improvements

Model Block Housing

University Avenue Substation Adaptive Reuse

Master Plan to Address Issues of Safety, Connectivity,
& Other Neighborhood Deficiencies

Bo Diddley Plaza to Depot Park Connection & Infill

Fire Station 1 & Lynch Park Redevelopment

Eastside

Cornerstone Campus Expansion

Heartwood Neighborhood Development

Duval Neighborhood Improvements

Gainesville East Marketing Campaign

Fifth Avenue / Pleasant Street

Seminary Lane

Heritage Trail

A. Quinn Jones Museum & Cultural Center

Pleasant Street Model Block Housing

Neighborhood Improvements

NW 5th Avenue Commercial Building Disposition

Multi-District

District Management Solutions

Residential Paint Voucher Program

Economic Development

Landscape Maintenance

Marketing

Professional Services

Property Management

University Avenue Master Plan

Streetscape Design & Technical Standard Update

Community Branding, Identity & Wayfinding

UF Strategic Development Plan Partnership & Initiatives

District-Wide Incentive Programs



GCRA Present



2019: Annual Report

2020

2030



2019 Annual Report

**Gainesville Community
Redevelopment Agency**

About the Gainesville CRA

The City of Gainesville established the Gainesville Community Redevelopment Agency (CRA) by the authority of Sections 163.330-163.45, Florida Statutes. 2019 was the final year the Gainesville Community Redevelopment Agency operated as a statutory agency.

The Gainesville CRA was made up of four distinct districts, each with its own redevelopment plan, budget, and advisory board. The Gainesville CRA was governed by the City Commission seated as the CRA Board and the City Manager also held the position of Executive Director of the CRA.

For more information on the Gainesville CRA and its transition to a City of Gainesville Department in Fiscal Year 2020, please visit the website at www.gainesvillecra.com.

College Park/University Heights

established 1995
expanded 2005

Downtown

established 1981
expanded in 2001

Eastside

established 2001
expanded 2006 & 2010

Fifth Ave/Pleasant Street

established 1979
expanded 1989



The FY 2019 Annual Report covers the Gainesville CRA's activities from October 1, 2018 to September 30, 2019.

College Park/University Heights

FY19 Project Snapshot

Innovation District

Status: Implementation & Construction

Estimated FY19 Investments: \$794,454

Milestones Completed:

- SW 9th Street Extension Urban Walkway South
- SW 9th Street Extension Urban Walkway North
- SW 4th Avenue Undergrounding & Lighting
- Parking Discussions
- Economic Development Incentives
- Multiple Facade Grants Executed



South Main Street

Status: Maintenance

Estimated FY19 Investments: \$4,065,000

Milestones Completed:

- Streetscape Completed
- GRU Electric Undergrounding Completed
- Private Investment in Properties
- New Businesses in Area
- Supporting Depot Park & Cade Museum



Downtown

FY19 Project Snapshot

Bo Diddley Plaza

Status: Maintenance



Estimated FY19 Investments: \$54,342

Milestones Completed:

- Restaurant Lease Management
- Special Event Management
- Property Management
- CRA to General Government Transition Preparation
- Crosswalk Stormwater Project
- CRA to General Government Transition

Power District

Status: Initial Planning



Estimated FY19 Investments: \$25,500

Milestones Completed:

- Master Planning
- Property Maintenance
- Development Solicitations
- Special Promotional Events

Porters Model Block Housing

Status: Initial Planning



Porters Neighborhood Improvements

Status: Initial Planning



Eastside

FY19 Project Snapshot

Cornerstone

Status: Implementation & Construction



Estimated FY19 Investments: \$228,500

Milestones Completed:

- Branding & Master Planning
- Merieux Recruitment & Building Construction
- Phase 1 Site Work
- Realtor Listing
- Condo Association Development

Duval Neighborhood Improvements

Status: Initial Planning



Estimated FY19 Investments: \$3,300

Milestones Completed:

- Greater Duval Neighborhood Association Meetings
- Key Stakeholder Meetings
- Dedicated Funding
- Crosswalk Funding Assistance

Heartwood

Status: Implementation & Construction



Estimated FY19 Investments: \$2,805,231

Milestones Completed:

- Model Floorplan Updates
- Site Work Construction Completed
- Affordable Housing Approved
- Homeowner's Association Formed
- GRUCom Approved

Gainesville East Marketing Campaign

Status: Implementation & Construction



Estimated FY19 Investments: \$5,600

Milestones Completed:

- Branding & Identity
- Website
- Community Partnerships
- East Gainesville Information Event
- Banners & Billboards

Fifth Avenue/Pleasant Street

FY19 Project Snapshot

Heritage Trail

Status: Design & Engineering

Estimated FY19 Investments: \$4,900

Milestones Completed:

- Branding & Conceptual Signage
- Master Planning
- Route Feasibility Study
- Historical Research
- Community Engagement



Pleasant Street Model Block Housing

Status: Initial Planning

Estimated FY19 Investments: \$35,000

Milestones Completed:

- Land Surveying
- Due Diligence of Code Requirements
- Site & Context Inventory
- Site Analysis
- Case Study Research



Multi-District Programs & Initiatives

Residential Paint Program

The Residential Paint Program provides residents with funds for powerwashing and painting the exterior of their home. In FY19 the program was paused for revisions, and all applications already in progress were honored.

CRA district	Painted homes	Awarded grants
Eastside	7	\$4,603.12
Fifth Ave/Pleasant Street	1	\$698.07
TOTALS	8	\$5,301.19



Community Partnerships

Through grants, volunteering, and collaborations, the CRA supports non-profits through community partnerships. Special events that address redevelopment objectives for the district can be eligible for financial assistance. Two organization received funding in FY19: The Fifth Ave Arts Festival, in the Fifth Ave/Pleasant Street district, received \$2,000 and UF HealthStreet received \$2,000 for their “Night of Dance” held in the Downtown district.



Multi-District Programs & Initiatives

Commercial Facade Improvements Program

	In Progress FY19	Completed FY19	CRA Grants Awarded	Total Investment (CRA + Private Investment)
College Park/ University Heights	0	5	\$102,744.05	\$210,674.92
Downtown	2	7	\$99,377.19	\$260,361.81
Eastside	1	1	\$8,776.26	\$17,552.52
Fifth Ave/ Pleasant Street	1	1	\$10,000	\$27,215.14
Total	4	14	\$220,897.50	\$515,804.39

The Commercial Facade Improvements Program provides business owners with a matching grant for eligible improvements to their building exterior. In FY19, the program was paused for revisions. Applications that were in progress were honored. In FY19, the CRA was able to leverage approximately \$221K in CRA funding for a total investment of approximately \$516K in local businesses.

Landscape Maintenance

The CRA manages contracts for landscape maintenance for properties within the districts that meet certain criteria. The properties are either former CRA projects that are in the process of being transitioned to another city department or current or future CRA projects that are in planning or under construction.

Estimated FY19 Landscape Maintenance Costs

College Park/University Heights	\$5,000
Downtown	\$2,000
Eastside	\$34,000
Fifth Ave/Pleasant Street	\$6,000

2019 Awards



NW 1st Avenue - More in Midtown

Florida Redevelopment Association (FRA)

Roy F. Kenzie Award for Capital Projects / Beautification

Founded in 1974, FRA is a not-for-profit organization dedicated to assisting Florida professionals and volunteers in community revitalization efforts. With its mission of “transforming spaces, revitalizing places,” FRA is committed to providing a forum for its more than 300 members to share knowledge and common experiences regarding revitalization opportunities and issues throughout Florida. FRA encourages adoption of legal and financial tools and programs favorable to community growth and serves as a statewide clearinghouse for redevelopment information.

Within 13 juried categories, the Roy F. Kenzie Awards celebrate the most innovative and effective redevelopment programs in Florida. Winners demonstrate innovation and positive impact on their communities and inspire other Florida communities.



CRA's 2017 Annual Report

The Academy of Interactive and Visual Arts (AIVA)

2019 Communicator Award

Excellence (Gold) in the Annual Report, Corporate Communications for Government Category

The Academy of Interactive & Visual Arts is an assembly of leading professionals from various disciplines of the visual arts dedicated to embracing progress and the evolving nature of traditional and interactive media.

The Communicator Awards is the leading international awards program recognizing creative excellence in the communication field. Founded by communication professionals over a decade ago, The Communicator Awards is an annual competition honoring the best in advertising, corporate communications, public relations and identity work for print, video, audio and interactive work.

2019 CRA Overall Operating Funds*

Balance Sheet	FY 2019
Total Assets	\$ 1,591,577
Total Liabilities	\$ 1,351,764
Total Fund Balance	\$ 239,813
Total Liabilities and Fund Balance	\$ 1,591,577
Comparative Statement of Revenues, Expenditures and Changes in Fund Balance	
Total Revenues	\$ 38,303
Total Expenditures	\$ 1,174,354
Total Other Financing Sources (Uses)	\$ 1,955,738
Fund Balance	\$ 239,813



*The fund balances on these pages are unaudited. The audited financials will be available on the GCRA website at www.gainesvillecra.com.



2019 College Park / University Heights

Balance Sheet

FY 2019

Total Assets	\$ 5,803,002
Total Liabilities	\$ 368,159
Total Fund Balance	\$ 5,434,843
Total Liabilities and Fund Balance	\$ 5,803,002

Comparative Statement of Revenues, Expenditures and Changes in Fund Balance

Total Revenues	\$ 2,185,410
Total Expenditures	\$ 4,500,140
Total Other Financing Sources (Uses)	\$ 1,154,692
Fund Balance	\$ 5,434,843

2019 Downtown

Balance Sheet

FY 2019

Total Assets	\$ 4,807,768
Total Liabilities	\$ 112,818
Total Fund Balance	\$ 4,694,950
Total Liabilities and Fund Balance	\$ 4,807,768

Comparative Statement of Revenues, Expenditures and Changes in Fund Balance

Total Revenues	\$ 1,503,790
Total Expenditures	\$ 894,085
Total Other Financing Sources (Uses)	\$ 163,647
Fund Balance	\$ 4,694,950



2019 Eastside

Balance Sheet

FY 2019

Total Assets	\$ 568,612
Total Liabilities	\$ 1,762
Total Fund Balance	\$ 566,850
Total Liabilities and Fund Balance	\$ 568,612

Comparative Statement of Revenues, Expenditures and Changes in Fund Balance

Total Revenues	\$ 415,688
Total Expenditures	\$ 674,265
Total Other Financing Sources (Uses)	\$ 74,907
Fund Balance	\$ 566,851

2019 Fifth Avenue / Pleasant Street

Balance Sheet

FY 2019

Total Assets	\$ 1,212,493
Total Liabilities	\$ 14,390
Total Fund Balance	\$ 1,198,103
Total Liabilities and Fund Balance	\$ 1,212,493

Comparative Statement of Revenues, Expenditures and Changes in Fund Balance

Total Revenues	\$ 459,943
Total Expenditures	\$ 253,738
Total Other Financing Sources (Uses)	\$ 28,918
Fund Balance	\$ 1,198,104

Plan Performance Data

Achievements of CRA Redevelopment Goals

College Park/University Heights

The completion of the South Main Streetscape in FY19 was a major contributor to the transformation that the formerly industrial area has undergone in the past five years. The South Main Streetscape addressed the following goals of the redevelopment plan: Infrastructure, Parking, Urban Form, Traffic Circulation; Private Investment; Public Spaces; and Funding, Financing, Management, and Promotion.

The South Main corridor has experienced a major shift from industrial to destination-oriented businesses, with private investment from retail, food, and other local businesses.

Downtown

Bo Diddley Plaza was renovated in part by the CRA in 2016 and in FY19 was successfully transitioned to the City of Gainesville's Department of Parks, Recreation, and Cultural Affairs. The plaza renovations included upgraded safety features and a restaurant on the premises. Increased programming and activities and dedicated staff on-site have all contributed to the reactivation of a formerly underutilized public space in the heart of Downtown Gainesville. Redevelopment goals that were addressed through this project are: Economic Development; Commercial and Business Activity; Infrastructure: Sense of Community; and Funding, Financing, Management, and Promotion.

Plan Performance Data

Achievements of CRA Redevelopment Goals

Eastside

Cornerstone is the redevelopment of the 13.6-acre campus surrounding the Gainesville Technology Entrepreneurship Center (GTEC), a property that is owned by the City and managed through a partnership with the CRA and Santa Fe College. The CRA completed the first phase of redevelopment through the construction of infrastructure that will support future construction. The CRA recruited the first new business to build on the campus, Merieux NutriSciences, who moved in to their new facility in FY19. Cornerstone addresses the following redevelopment goals: Economic Development and Innovation; Commercial Activity; Infrastructure; Urban Form; and Funding, Financing, Management, and Promotion.

Heartwood is a new neighborhood that will soon be under construction less than a mile from Cornerstone. Heartwood will address Housing, Infrastructure, Urban Form, Sense of Community, and Funding, Financing, Management, and Promotion.

Fifth Ave/Pleasant Street

The Fifth Ave/Pleasant Street Heritage Trail is a planned initiative that is an extension of the A. Quinn Jones Museum & Cultural Center, a CRA-led project that was completed in 2017. The Historic Heritage Trail will create a physical system of signage and markers in the Fifth Avenue and Pleasant Street neighborhoods to recognize the achievements of people, past and present, in the fields of business, medicine, arts, education and spirituality. The project will gather, verify and prioritize existing historical research; identify historic and significant sites; and create an overall Interpretive Plan that will form the basis of the trail system. The redevelopment goals addressed through this initiative are: Historic Preservation; Urban Design; Open Space and Recreation; and Funding, Financing, Management, and Promotion.

Plan Performance Data

Affordable Housing Expenditures

Affordable Housing for low and middle-income residents is a consideration for the Heartwood neighborhood in the Eastside CRA, and the Porters and Pleasant Street Model Block Initiatives, in the Downtown and Fifth Ave Pleasant Street CRA's, respectively. In FY19, the City Commission approved to provide financial assistance for 11 of the 34 homes in the Heartwood neighborhood. The 11 homes will be market rate with downpayment assistance for qualified homebuyers that will bring the monthly mortgage to a more affordable amount. The funding will come from general government funds through a partnership with the City's Department of Housing and Community Development in the amount of \$575,000.

The Porters and Pleasant Street Model Block initiatives will provide infill housing in two historic neighborhoods and will encourage long-term homeownership that will maintain the community fabric. In FY19, \$35,000 went towards surveying and initial planning for the Pleasant Street Model Block initiative.

Assessed Property Value Comparison

CRA District	Year Established	Values for Year Established	Year(s) Expanded	Values for Expansion Area(s)	FY19 Values
College Park/University Heights	1995	\$73,462,770	2005	\$43,710,250	\$708,376,043
Downtown	1981	\$18,779,230	2001	\$29,813,210	\$227,580,480
Eastside	2001	\$34,980,826	2006 2010	\$10,167,610 \$25,053,240	\$120,349,292
Fifth Ave/Pleasant Street	1979	\$5,995,140	1989	\$5,372,720	\$74,220,525

Thank you

to our FY 2019 CRA Board members:

Board Chair Harvey Ward
 Board Chair Pro-Tempore David Arreola
 Board Member Lauren Poe
 Board Member Helen Warren
 Board Member Gigi Simmons
 Board Member Gail Johnson
 Board Member Adrian Hayes-Santos

CRA Leadership:

Anthony Lyons, Executive Director
 Deborah Bowie, Interim Executive Director
 Sarah Vidal, Director

And a very special thanks to our FY 2019 Advisory Board members:

College Park/University Heights	Downtown	Eastside	Fifth Ave/Pleasant Street
Phil Heflin, Chair (FY18 - 2/19) Robert Mounts, Chair (elected 2/19) Eric Wild, Vice Chair Brad Pollitt Clay Kallman David Wilson John Fleming Russ Ingram Tucker Ryals	Adam Bass, Chair Janie Williams, Vice Chair Dug Jones Gracie Castine Jacob Ihde Lane Abraben Michael Palmer Kali Blount (through 12/18)	Stephanie Seawright, Chair Diyonne McGraw, Vice Chair Armando Grundy-Gomes Jasmine T. Jones Jason Mitchell Roma Rollins Scherwin Henry Vivian Filer (through 1/19)	Taylor Spangler, Chair Rebecca Nagy, Vice Chair Angela Tharpe Heather Damron James Colee Jason Atkins-Tuffs Leslie Suskin Vyonne Hinson (through 11/18)



GCRA Future

Reinvestment Plan Process & Development

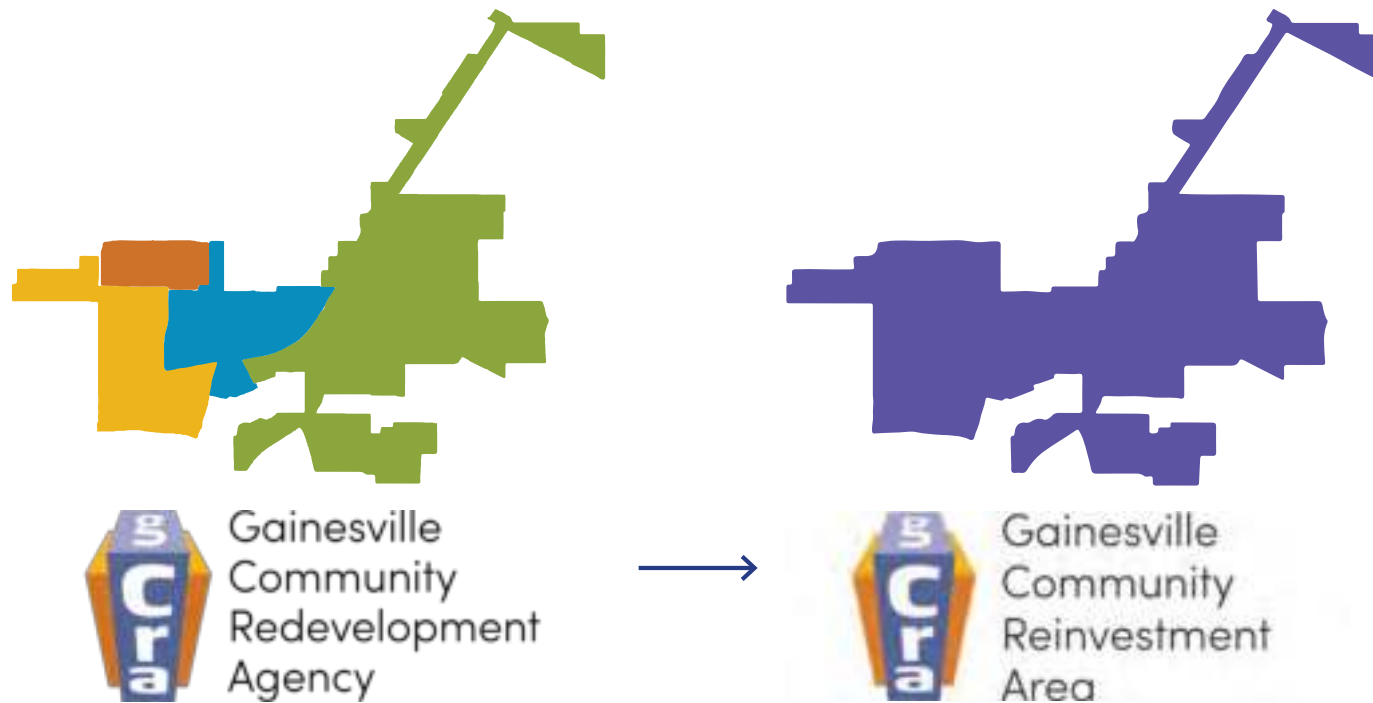
**October 1, 2019: Community
Redevelopment Agency transitions to
Gainesville Community Reinvestment
Area as a City Department**

2020

2030

Redevelopment Area Consolidation Process

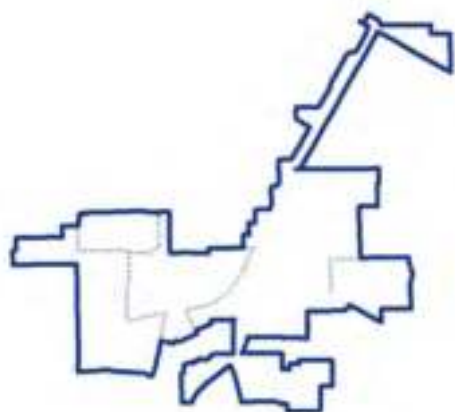
The four former redevelopment districts have been combined into a single district. This plan is the new guide to the single district.



Under the new structure, the GCRA will operate within a **single district with a set budget for ten years, guided by this Reinvestment Plan.**

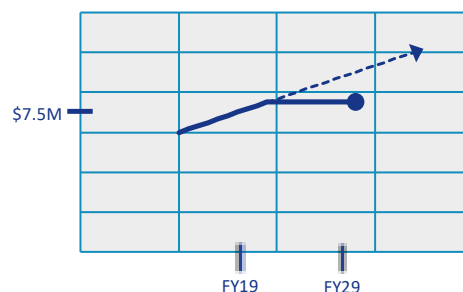
This plan was created through a public process involving community workshops, stakeholder meetings, surveys, and other outreach. The four former redevelopment plans and the CRA's 5 year (FY19-23) roadmap were used as starting points.

One District



The GCRA dissolved the inner boundaries, creating one consolidated district.

One Budget



The GCRA will have one consolidated budget for the reinvestment work capped at \$7.5 million each fiscal year. The budget will be capped at approximately FY18 values.

*The dotted line indicates what the projected budget would have been under the previous structure.

One Decade



The GCRA will continue this reinvestment work as a city department through fiscal year 2029.

*The dotted line indicates what the projected budget would have been under the previous structure.



Evaluation Criteria for GCRA Reinvestment Workplan Initiatives

GCRA Initiatives must meet at least one criteria per category. Initiatives addressing multiple objectives are often the most successful.

Is the initiative located in the Reinvestment Area?

☐ Yes

Does the initiative address a GCRA Reinvestment Plan Objective?

- ☐ Public Space & Streetscape
- ☐ Community Enhancement & Housing
- ☐ Economic Development

Does the initiative consider an existing City plan, project, or initiative?

- ☐ Promotes Equity & Inclusion
- ☐ Plan East Gainesville
- ☐ Wild Spaces Public Places (WSPP) Program List
- ☐ Adopted Capital Improvements Program List

Does the initiative address one or more themes identified through the Community Vitality Report?

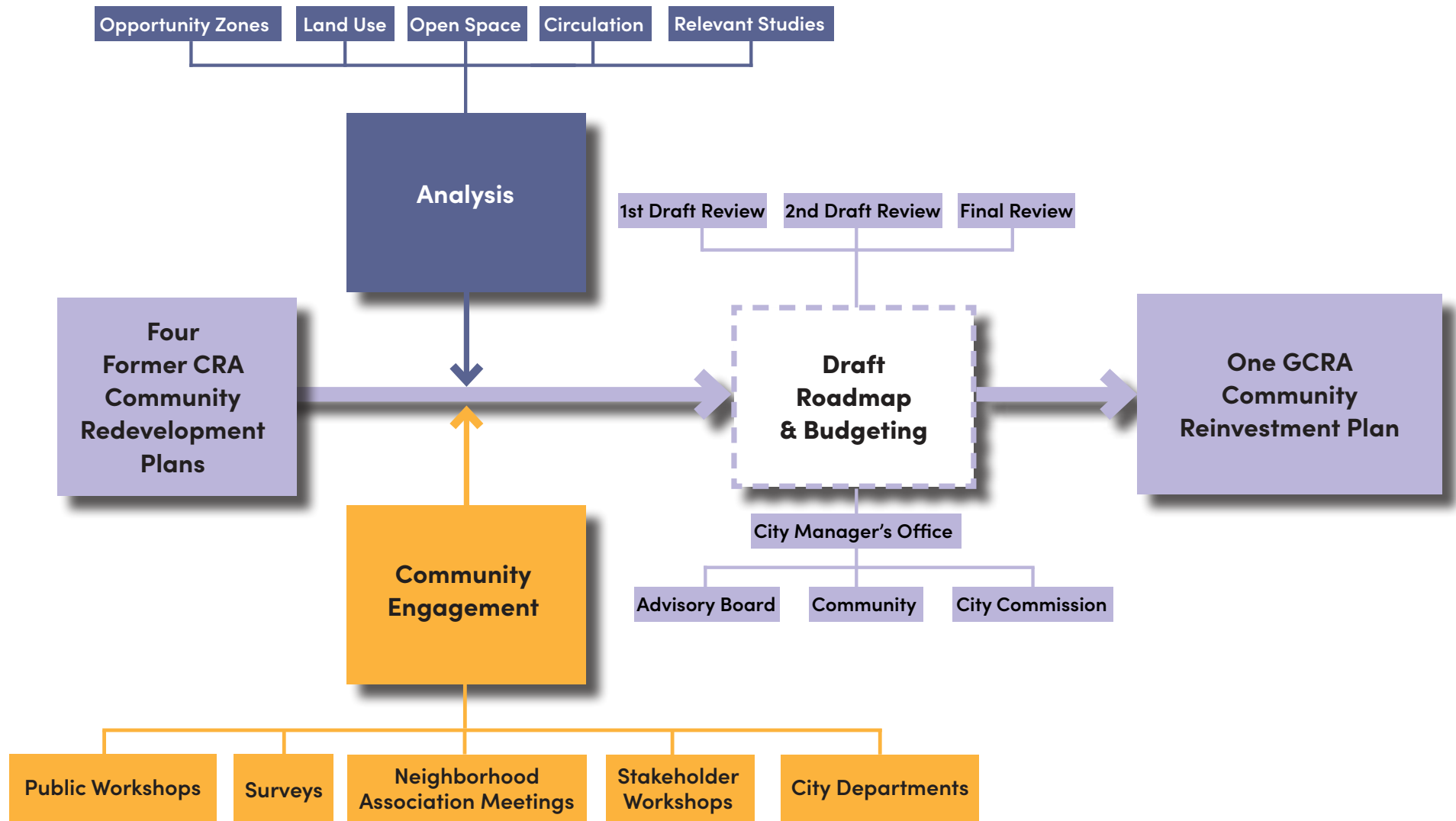
- ☐ **Layers:**
Initiatives that combine and address multiple objectives.
- ☐ **Connectivity:**
Initiatives that connect one successful GCRA initiative to another and one neighborhood to another.
- ☐ **Scale:**
Maximize reach and impact in the community by engaging in initiatives of all sizes.
- ☐ **Authenticity & Integrity:**
Initiatives should be Gainesville specific. Historical, cultural and artistic celebrations of the City's special vibe.
- ☐ **Partnerships:**
Fostering relationships across sectors and disciplines as well as non-traditional partners can increase chances for long-term success.
- ☐ **Health & Safety:**
Streetscapes, facades, public art, and signage all contribute to more active, and friendly communities.

Identifying Reinvestment Objectives

Over the course of six months, community and stakeholder input was recorded to form a collection of projects and programs that were identified as priorities for reinvestment efforts.



Reinvestment Plan Development Process





Analysis



Opportunity Zones

A majority of the Gainesville Community Reinvestment Area falls within the boundaries of one or several Opportunity Zones. An Opportunity Zone is land in a low income area that is designated for federal tax advantages on certain investments. This information is valuable in determining opportunity areas to help encourage private investment.

LEGEND

-  Opportunity Zone
-  Community Reinvestment Area

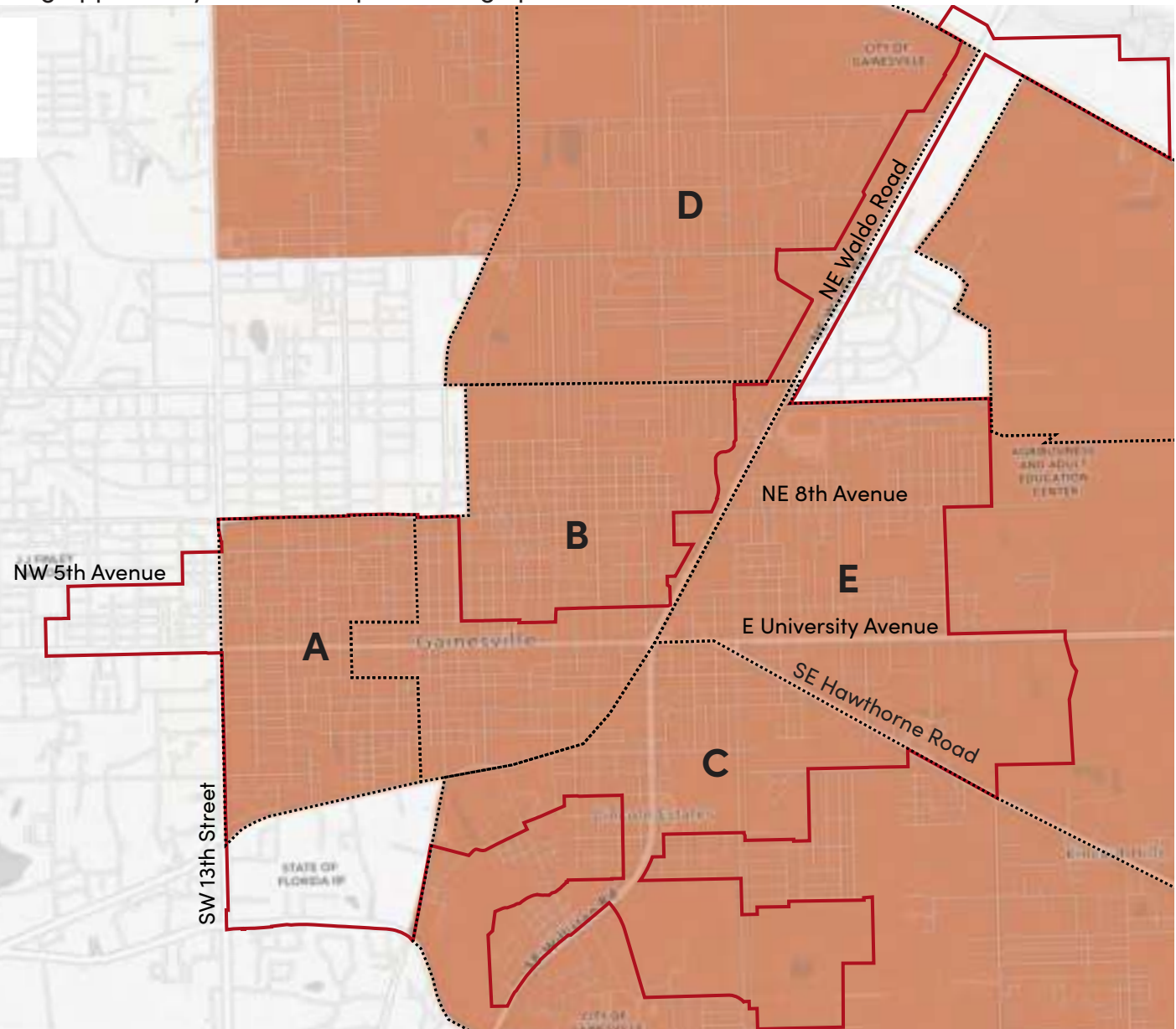
Zone: A
Tract #12001000200
Federal Program Overlap:
 Community Development Block Grant
 Qualified Census Tract

Zone: B
Tract #12001000500
Federal Program Overlap:
 Community Development Block Grant
 New Market Tax Credit Program

Zone: C
Tract #12001000700
Federal Program Overlap:
 Community Development Block Grant
 New Market Tax Credit Program

Zone: D
Tract #12001000400
Federal Program Overlap:
 Community Development Block Grant

Zone: E
Tract #12001000600
Federal Program Overlap:
 Community Development Block Grant
 Qualified Census Tract



Land Use

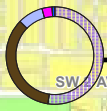
Some key priority reinvestment areas were selected and analyzed to determine if the current land use designation will translate to the proposed future use of the site.

LEGEND

Agriculture	Office
Business Industrial	Public & Institutional Facilities
Commercial	Planned Use District
Conservation	Recreation
Education	Residential High
Industrial	Residential Low
Mixed Use High	Residential Medium
Mixed Use Low	Single Family
Mixed Use Medium	Urban Mixed Use 1
Mixed Use Residential	Urban Mixed Use 2
Priority Investment Area	

Innovation District

Area is currently 52% urban mixed use and 35% residential high which is great for economic development in progress.



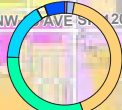
Porters Community

Area has a strong mix of 72% low density residential and 23% low density mixed use.



Pleasant Street

Area is currently 42% residential low and 31% mixed use high. This area could use more recreational and educational areas for families.



Power District

Area is currently 74% public institutional land. This could use more commercial and mixed use designation to foster economic development.



Duval Neighborhood

Area is composed of 65% single family land use. The area could use more mixed use space and recreation for families in the area.



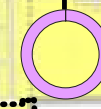
NE 8th Avenue / Waldo Road

Area is currently 79% mixed use low. This could be expanded to include denser land use designations.



Cornerstone / Hawthorne Road

Area is currently 100% mixed use low. This could be expanded to include denser land use designations.



Note: Zoning regulations, encompass limitations such as the type, size, height, number, and proposed use of buildings. These regulations are fully enumerated in the City of Gainesville Land Development Code.

Land Use (Examples from Former CRA)

Some CRA projects have turned sites into seemingly unexpected uses with regards to previous land use designations.

A. Quinn Jones Museum & Cultural Center



The A. Quinn Jones Museum & Cultural Center is located in the Fifth Avenue / Pleasant Street district in a low density residential area. The CRA-led restoration and adaptive reuse of the educator's former home created a space that preserves and celebrates the life and legacy of Principal Jones and the history of the neighborhood.

Power District



The Power District is a unique 17-acre site consisting of inactive GRU facilities, located in southeast Gainesville between Downtown and Depot Park.

Depot Park

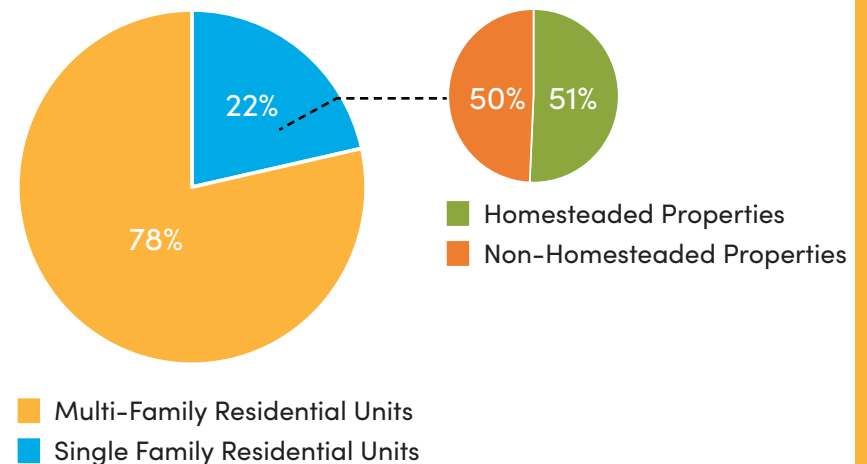


Depot Park is a former brownfield site with several forms of contamination (gas stations, cement plant, railroad activities, petroleum tank farms, etc). The CRA transformed the site into a contemporary greenspace for all residents to enjoy in the Downtown area.

The Reinvestment Area contains approximately **3,328 acres** and is comprised of a mixture of land uses such as commercial, industrial, government, and residential.

Residential uses are present throughout both mixed-use urban areas and in traditional urban neighborhoods such as the Porters Community, SE Historic District, Duval, and others. Residential patterns vary from low density single family dwellings to medium and high density multifamily developments.

According to the Florida Geographic Data Library, in 2018 there was recorded approximately **12,670 residential units** in the GCRA district.

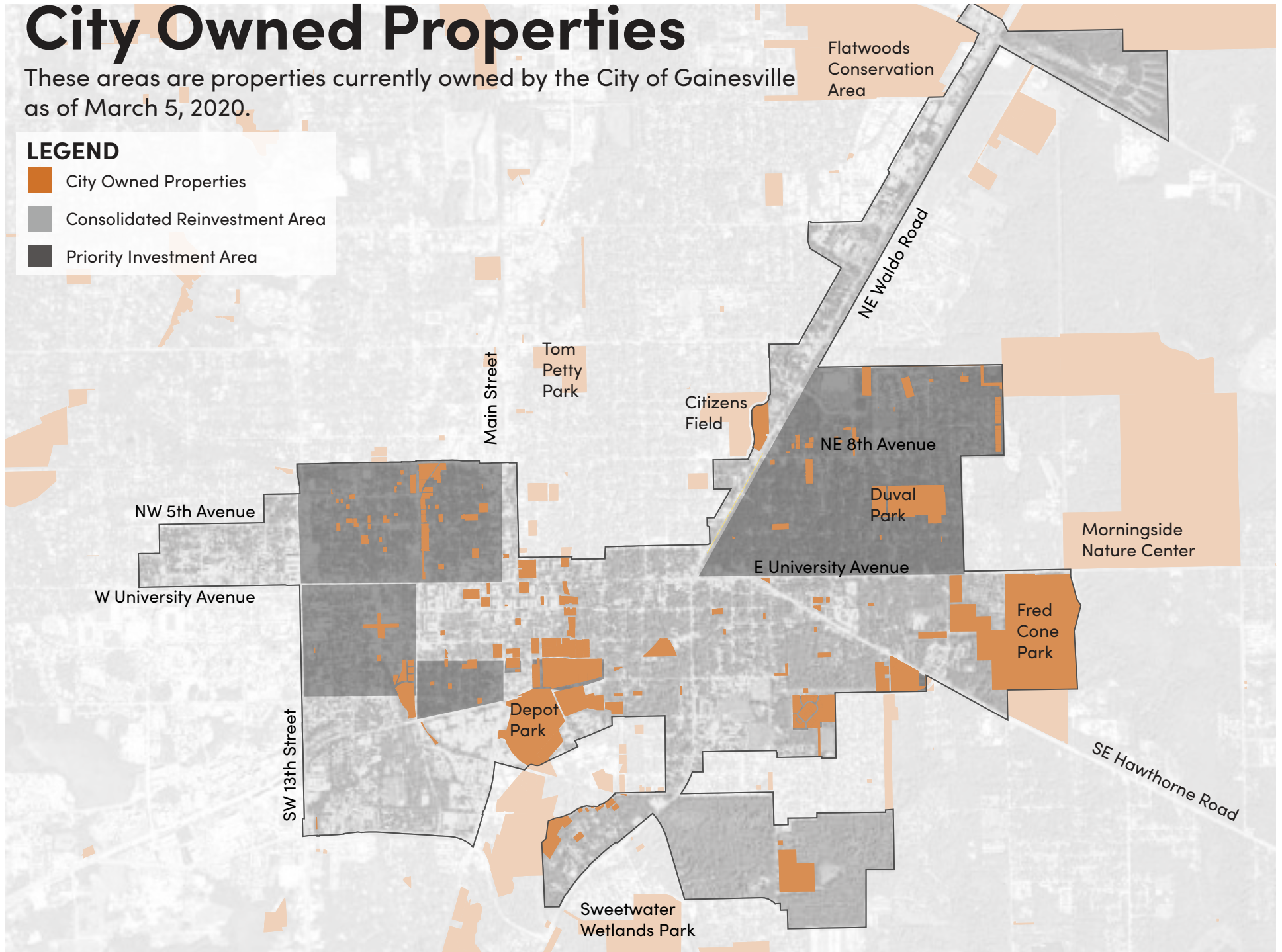


City Owned Properties

These areas are properties currently owned by the City of Gainesville as of March 5, 2020.

LEGEND

- City Owned Properties
- Consolidated Reinvestment Area
- Priority Investment Area



Land Acquisition (Example from Former CRA)

Land acquisition identifies underutilized or vacant properties for redevelopment. This can help provide a better and more efficient use of land.

802 NW 5th Avenue Commercial Building



The 802 NW 5th Avenue Commercial Building served as the CRA office as well as ground floor commercial space for several local start-up companies. This building is also a LEED certified Green Building from the U.S. Green Building Council.

1714 SE Hawthorne Road





In 2010 the CRA renovated a vacant cinderblock building on SE Hawthorne Road and built additional square footage to transform it into a restaurant shell. An RFP was completed for a restaurateur to enter into a lease-to-purchase agreement.



Circulation

Based on the existing bicycle facilities and multi-use trails, the circulation has been categorized based on the potential experiences that could be enhanced. The dashed lines represent proposed paths to achieve a more comprehensive trail system.

LEGEND



-  Reinvestment Area Border
-  Priority Investment Area

Art Trail Connections

-  Existing
-  Proposed




Gainesville is dense with music, murals and other forms of art. Joining trails to connect these spaces would create an interesting and exciting path to celebrate the diverse culture and uniqueness of the city that residents know and love.

Historic Connections

-  Existing
-  Proposed

Gainesville has an exciting and lively history. Many trails already pass by these historical residences and businesses.

Nature Connections

-  Existing Trails
-  Proposed
-  Existing Rail Trail

This area is full of natural beauty and conservation areas. The existing Rail Trail routes can be expanded and connected to other areas of Gainesville.

+ Opportunity: Extend trail to include Heritage Trail sites in the Pleasant Street community.

+ Opportunity: Connect existing mural trail.

+ Opportunity: Join Helyx Bridge with art trail connections.

- Constraint: There are not many conservation areas in the west side of Gainesville.

+ Opportunity: Extend historic bike path to repurposed industrial sites; a different type of Gainesville history.

- Constraint: Intersection could benefit from art feature to bring people into trail.

+ Opportunity: Extend historic bike path through the historic Downtown core.

+ Opportunity: Connect Bo Diddley Plaza to art trail.

+ Opportunity: Incorporate existing Rail Trail path to connect to Flatwoods Conservation Area.

- Constraint: East Duval Neighborhood is in need of circulation connections to activate the community.

+ Opportunity: Extend trail system to Morningside Nature Center.

- Constraint: Economic development area lacks art feature.

+ Opportunity: Extend trail system to Sweetwater Wetlands Park.

Enhanced Experiences (Examples from Former CRA)

Art, history, and nature are a few of the top celebrated characters of Gainesville. A thoughtfully developed circulation network will connect the currently scattered resources into a system that not only enriches people's experience in multiple dimensions, but also creates opportunities for the growth of local businesses and new venues.

Art



Legendary funk & soul singer and Gainesville native, Charles Bradley, performed at the reopening of Bo Diddley Plaza on February 25, 2016. Gainesville is known for its eclectic mix of musical influence. Hosting events to celebrate these notable artists from Gainesville is important to the unique character of the city.

History



The home of Principal Jones was converted into a museum and cultural center that celebrates his inspiring life and the people he influenced. Preserving and celebrating influential pieces of history is important in order to foster a sense of community and shared identity.

Nature

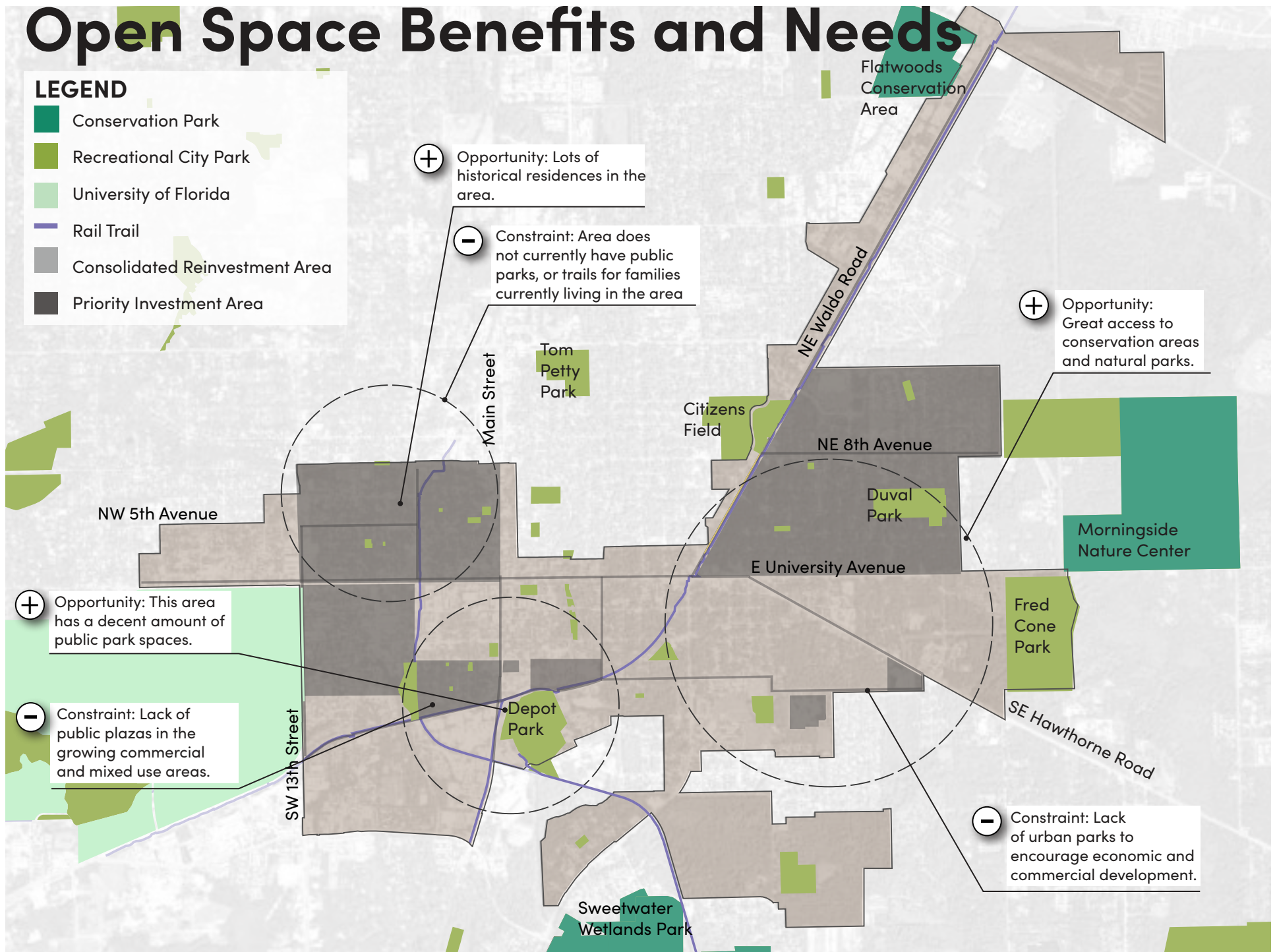


Gainesville is home to beautiful trees and natural areas. Maintaining some of these spaces as conservation areas is not only good for the environment, but could also be used for as trails for residents encouraging a healthy lifestyle and learning opportunities.

Open Space Benefits and Needs

LEGEND

- Conservation Park
- Recreational City Park
- University of Florida
- Rail Trail
- Consolidated Reinvestment Area
- Priority Investment Area



Open Space Types (Examples from Former CRA)

Greenway



Trails such as the Depot Rail Trail encourage a healthy lifestyle for residents. These trails can also connect different destinations across the City, so residents have access to necessities including commercial areas, parks, schools, etc.

Recreation



Depot Park is located in the former Downtown redevelopment district in a former industrial area. This 32 acre park has transformed the area and is utilized by residents and visitors alike.

Nature



There are many beautiful trees and natural areas in Gainesville. Protecting these natural elements is important for wildlife. The existing network of conservation parks around the former Eastside district could be extended to connect with residential areas.

Community Engagement



Statistics

From October 2019 to February 2020, the City of Gainesville hosted an extensive series of public workshops to help inform the work of the newly created Gainesville Community Reinvestment Area and its consolidated workplan for the next ten years.

The public was encouraged to attend and share ideas on how the GCRA can best serve the community. The community engagement workshops were held for each former redevelopment areas and staff presented at neighborhood association meetings to encourage as much participation as possible.

15 **Community Engagement Meetings**

6 **Months**

5 **GCRA Advisory Board Meetings**

3 **Commission Meetings**

233 **Individual Participants**

8 **Group Exercises**

28 **Survey Questions**

219 **Survey Responses**



Process



Survey Results

A survey was distributed and taken by the general public both during the Kick-Off meeting and online. This survey began with questions about Gainesville as a whole, as well as former redevelopment area specific questions. This survey was active from October 14, 2019 until November 22, 2019.

Q: What is your age?

16 or Under - 0.5%
 17 to 24 - 2.8%
 25 to 34 - 13.5%
35 to 44 - 28.4%
 45 to 54 - 18.1%
 55 to 64 - 20.5%
 65 to 74 - 10.2%
 75 or Older - 4.7%
 No Answer - 1.3%

Most participants of the survey were between 35 and 44 years old.

Q: How long have you been a Gainesville resident?

0-2 Years - 2.8%
 2-4 Years - 12.4%
 5-9 Years - 14.7%
 10-19 Years - 19.7%
20 or More Years - 43.1%
 Not a Gainesville Resident - 7.3%

Most participants of the survey have been residents of Gainesville for 20 or more years.

Q: If you are not a resident, what is the primary reason you come to Gainesville?

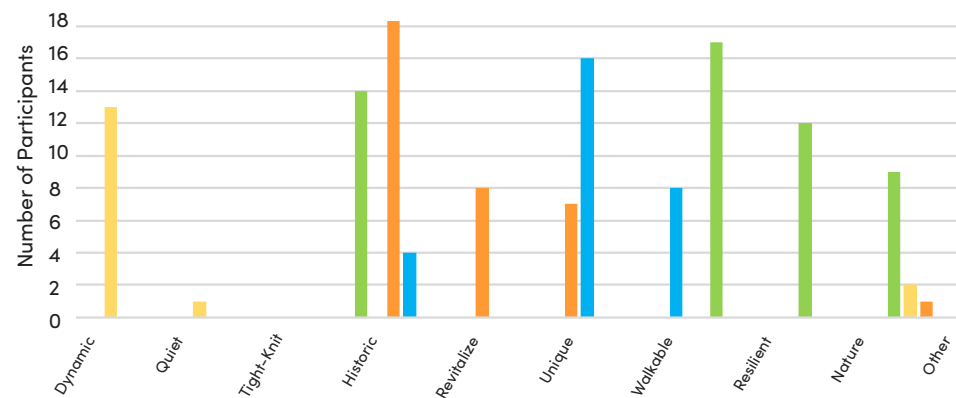
Work - 54.5%
 Shopping / Dining - 22.7%
 Sightseeing / Tourism - 13.6%
 School - 0.0%
 Other - 9.2%
 (i.e. Church, Cultural Activities)

Most participants of the survey who live outside of Gainesville come for work.

Survey Results

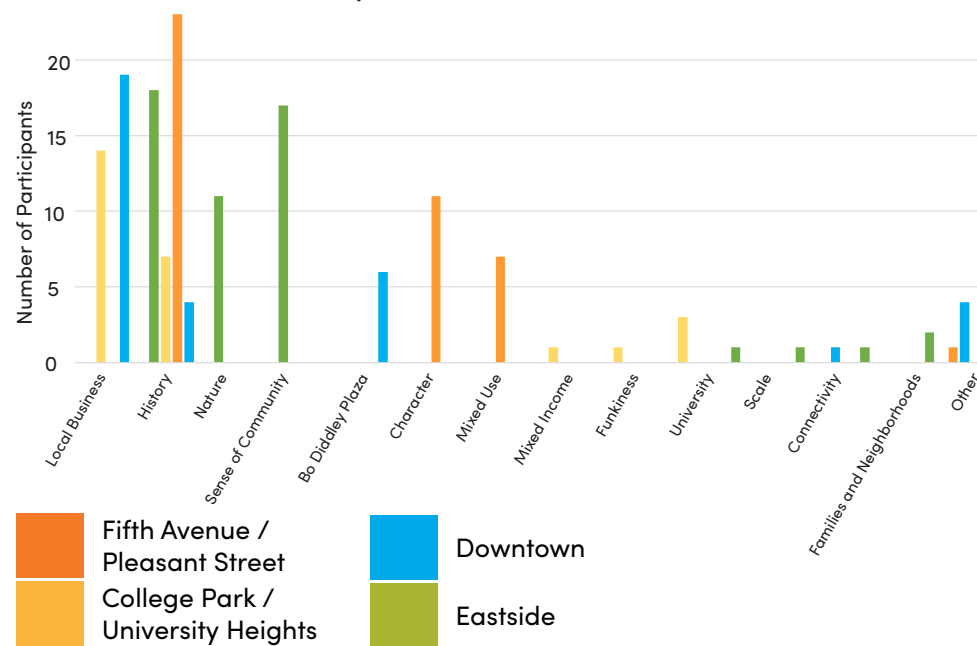
Q: What are the best three words to describe the area?

The top three words are historic, unique and resilient.



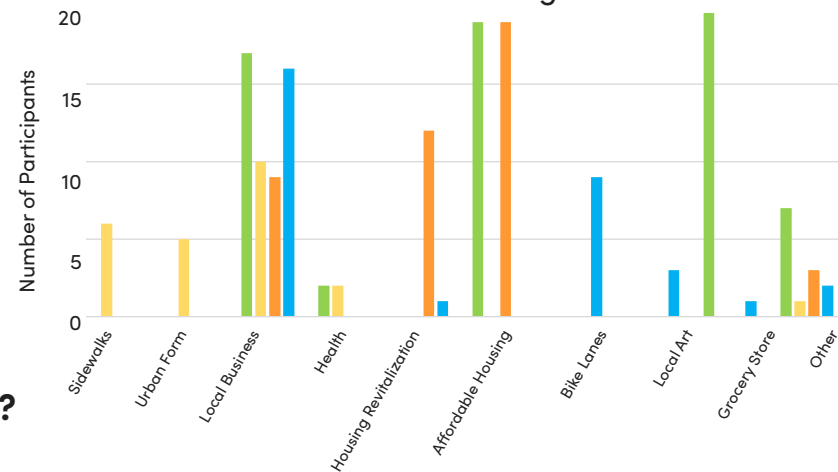
Q: What are your favorite things that need to be protected?

The top favorite things are history, local businesses, and sense of community.



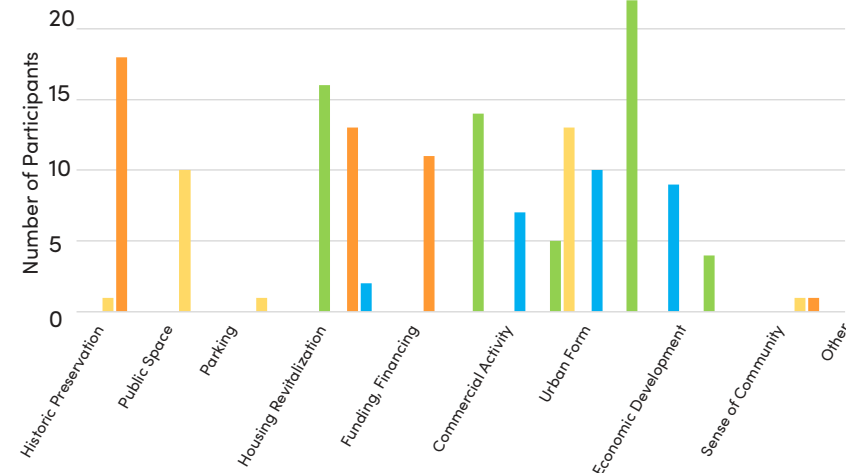
Q: What are the top three changes you would like to see?

The top three changes are local business, housing revitalization and affordable housing.



Q: What are the most important reinvestment considerations?

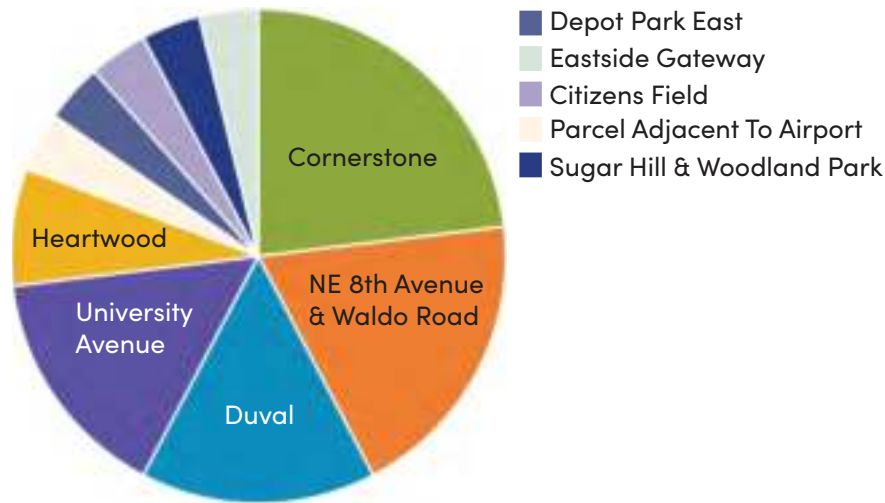
The top reinvestment considerations are economic development, historic preservation & housing revitalization.



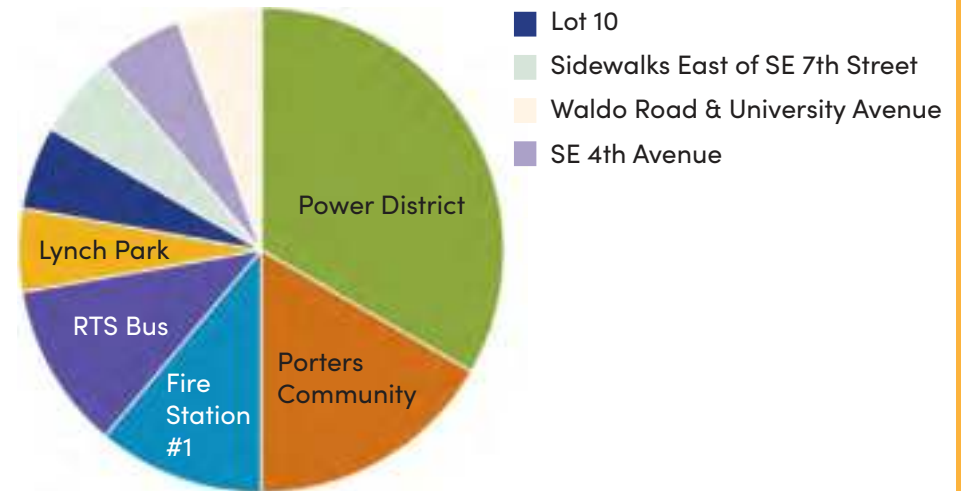
Survey Results

Q: Where would you like to see reinvestment?

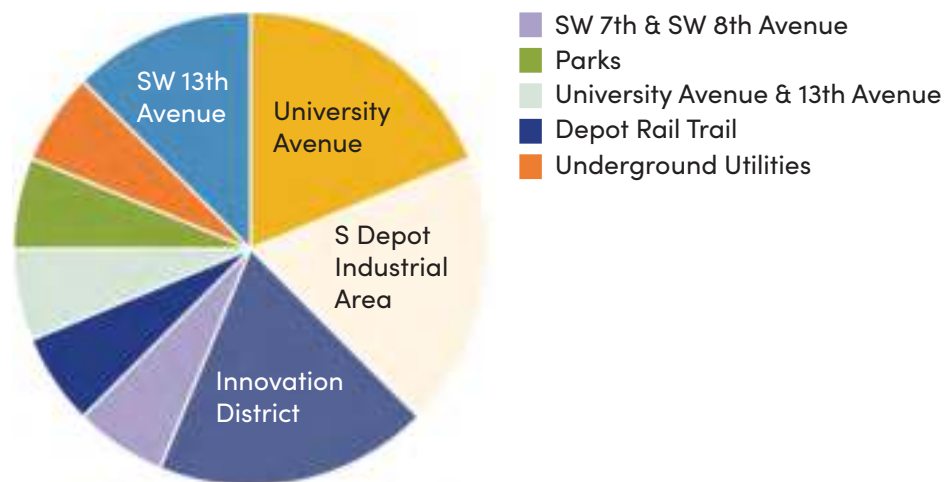
Eastside



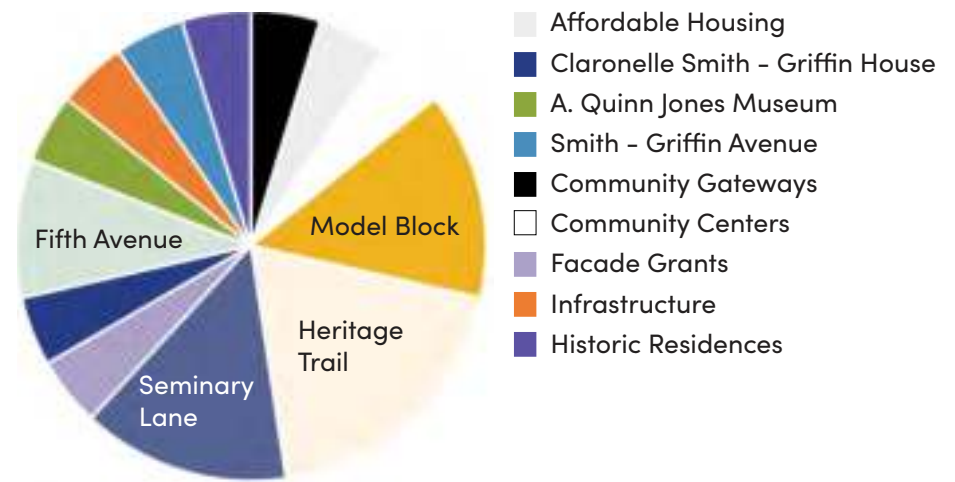
Downtown



College Park / University Heights

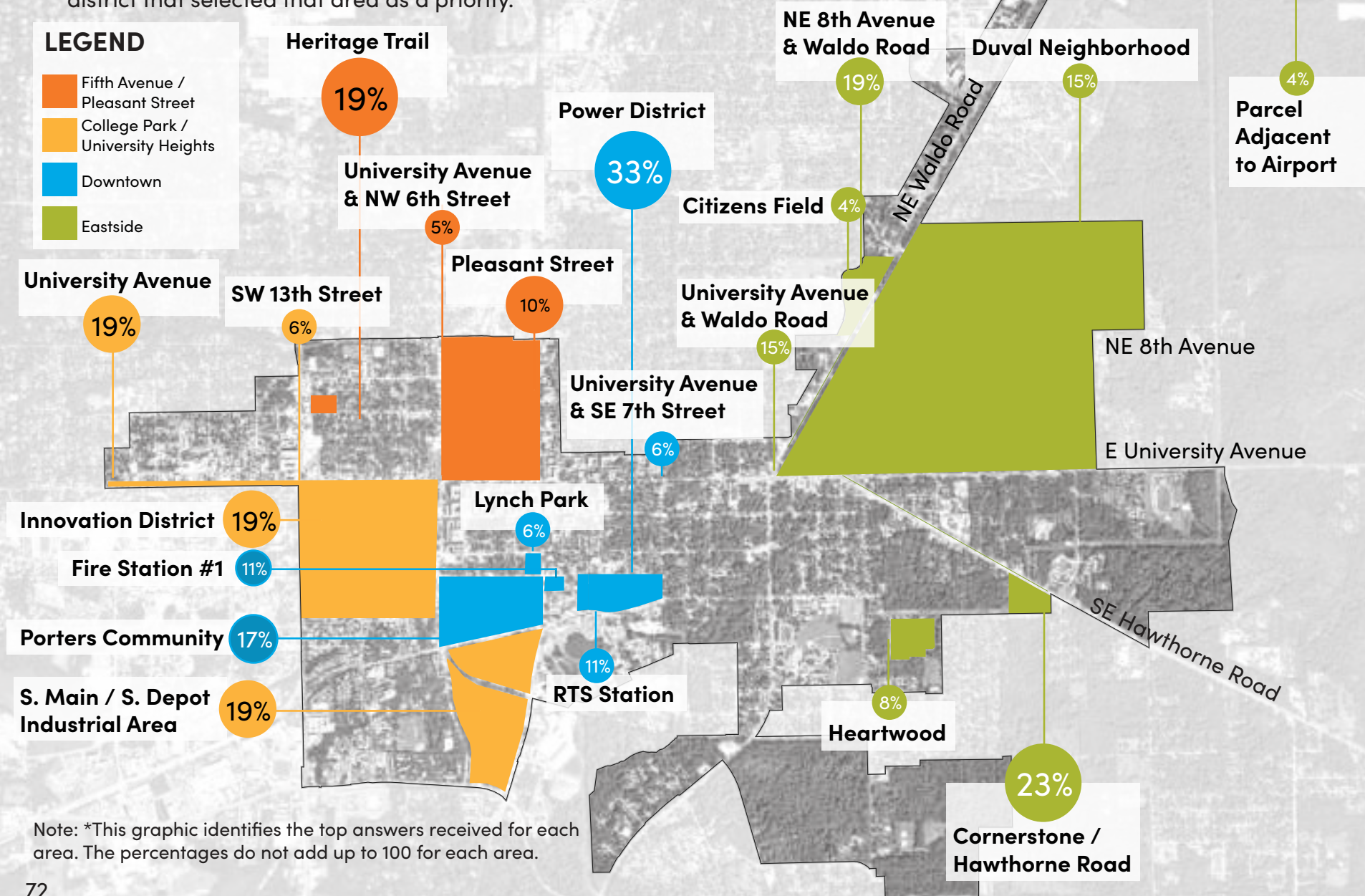


Fifth Avenue / Pleasant Street



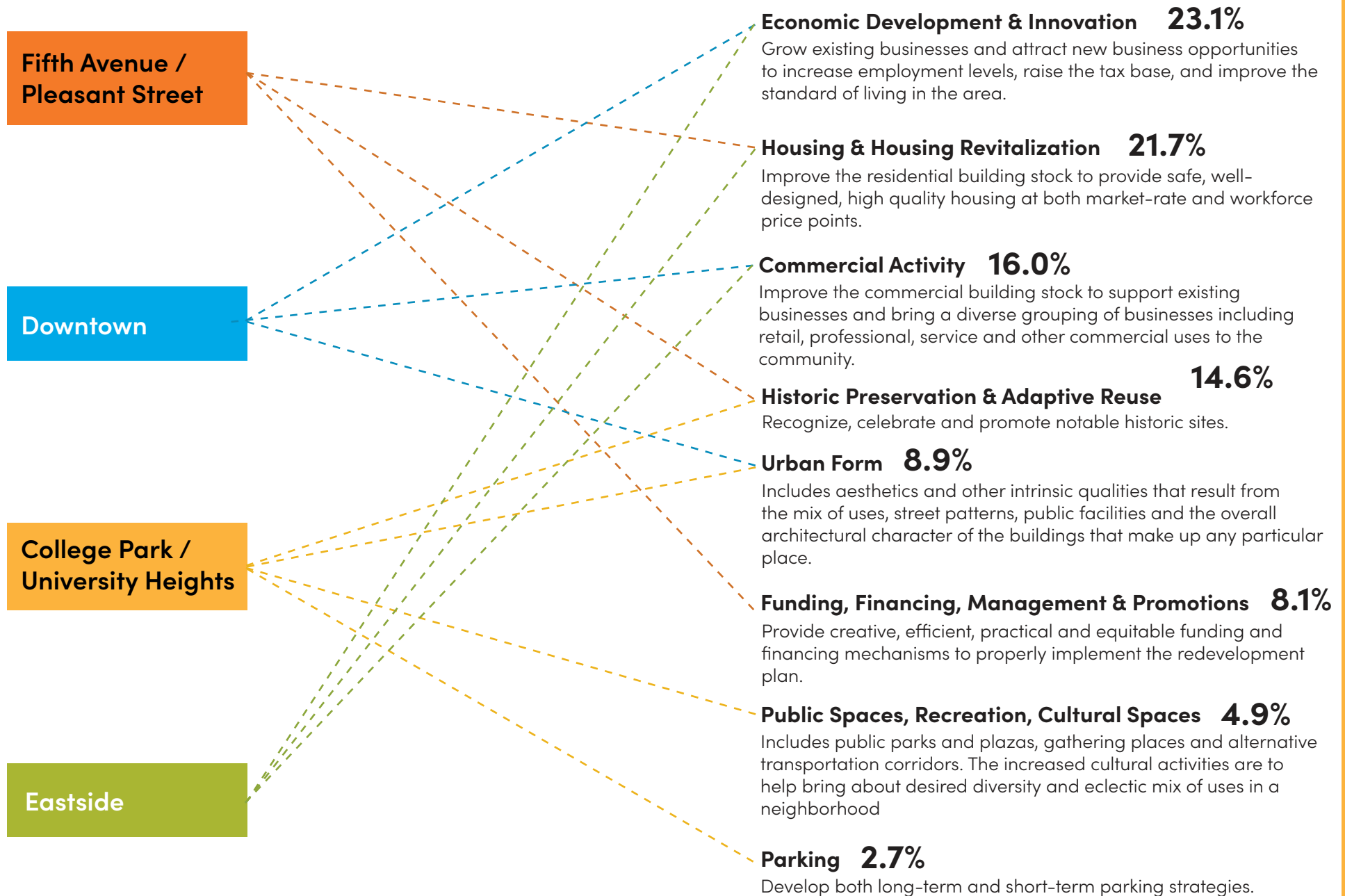
Priority Investment

- The highlighted areas are places that residents identified as priority areas for future reinvestment efforts.
- The percentages correspond to the percent of residents from the former redevelopment district that selected that area as a priority.



Priority Objectives

This diagram highlights the top three priority objectives identified for each district.



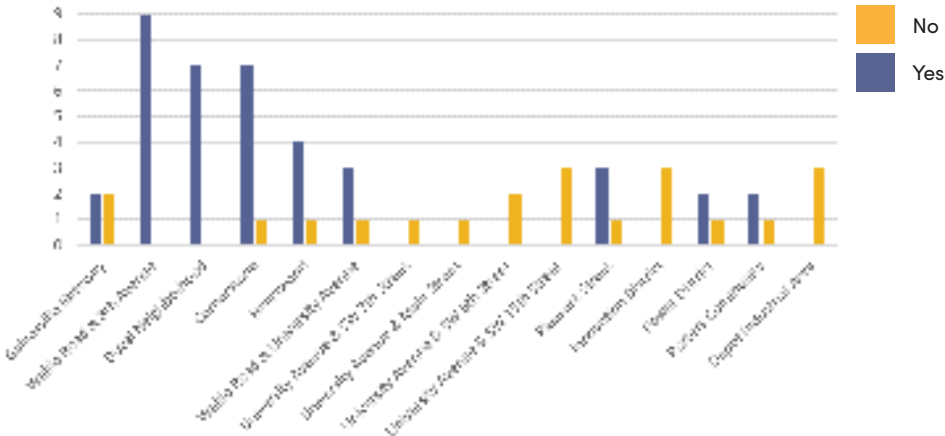
*The percentages are a total result from all four district responses consolidated.

Community Engagement

During the January 2020 community meeting, attendees were asked to provide feedback on three questions regarding the priority reinvestment area, the consolidated objectives, and the preferred budget implementation strategy.

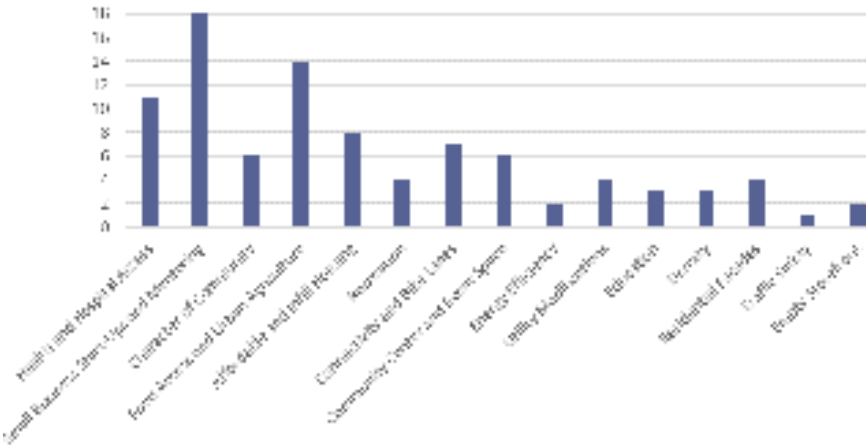
Q: Are these the priority investment areas?

The community meeting attendees highlighted whether they agreed or disagreed with the identified priority investment areas. Most attendees agreed that priority investment should be placed in East Gainesville such as Duval, Cornerstone and Waldo Road & 8th Avenue Intersection before the intersections along University Avenue.



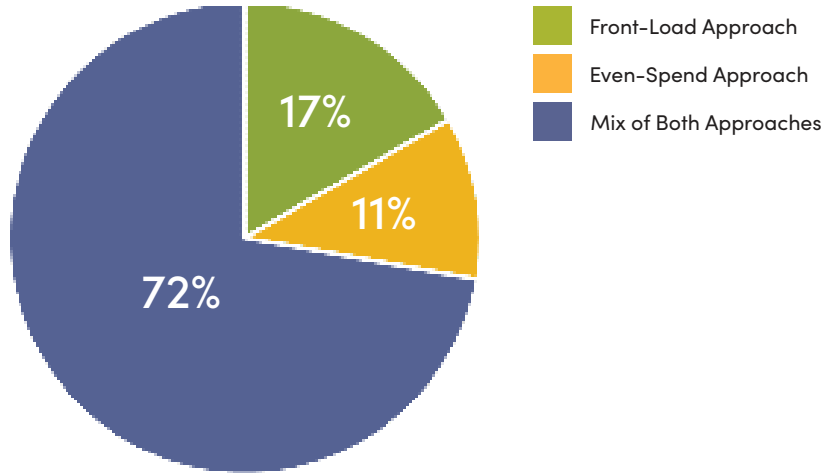
Q: Are these the consolidated objectives?

The community meeting attendees provided an extensive list of additional pieces to consider in the consolidated objectives and initiatives list.



Q: Which budget implementation strategy do you prefer?

The community meeting attendees gave feedback on the budget implementation strategy that they think would best suit the reinvestment efforts of the GCRA for the next 10 years.

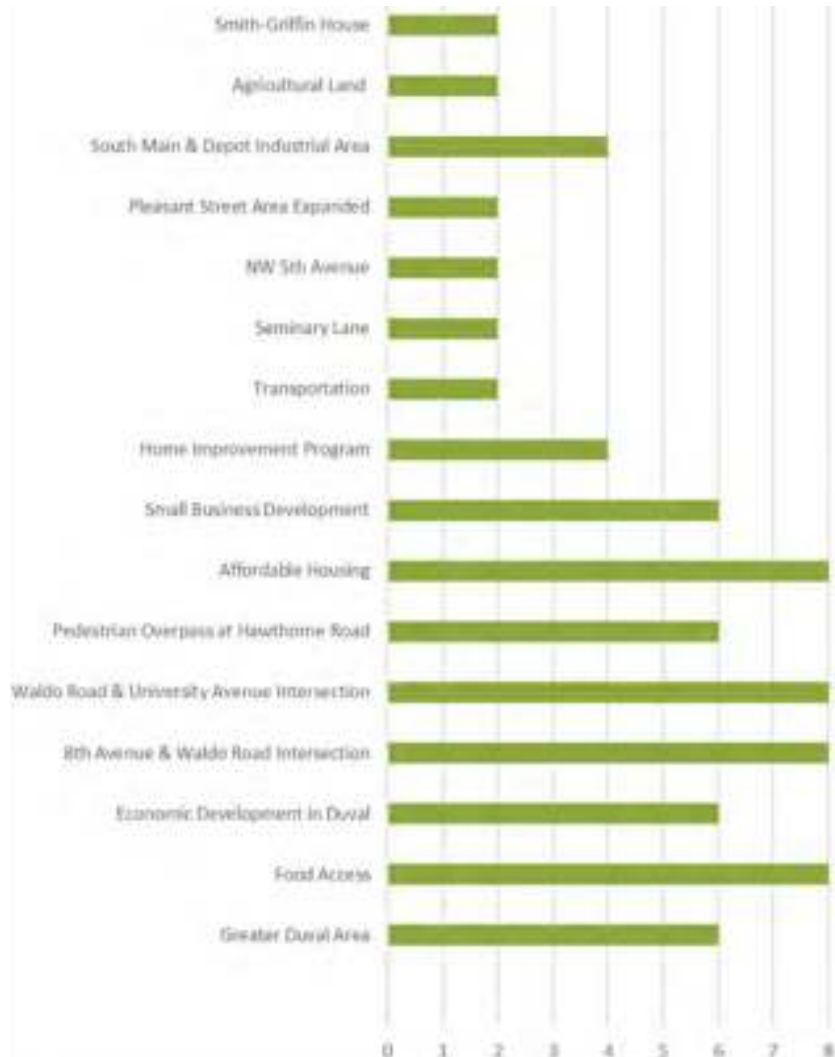


Community Engagement

During the February 2020 community meeting, attendees were asked to provide feedback on the roadmap.

Q: Did we leave anything out?

Similar to previous meetings, participants emphasized the importance of the economic development gateways along Waldo Road, affordable housing initiatives, and food access.



Q: Would you remove anything?

Participants suggested areas they saw as lower priority projects among the roadmap including Midtown Policing and Innovation Square.





Reinvestment Plan

Guiding Principles, Objectives, Initiatives

This plan builds on previous efforts by identifying a set of **Guiding Principles**, or overarching vision for the Reinvestment Plan, a series of **Objectives**, or goals that the Reinvestment Plan wants to achieve, and a collection of **Initiatives** in the form of projects and programs to complete these goals.

Guiding Principles

1. Improve the quality of life for all citizens of the Gainesville reinvestment area
2. Allow for a dynamic and diverse community for all ages, ethnicities, and incomes to flourish
3. Utilize socially, economically and environmentally sustainable methods
4. Form partnerships
5. Create opportunities for economic development and employment
6. Ensure a quality and diverse range of housing options
7. Create spaces specific to Gainesville and the people who live here
8. Provide a safe and efficient transportation network for pedestrians, bikes, cars and buses
9. Create quality local destination points for retail and entertainment



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



Cornerstone



Power District



Innovation District



Model Block Housing Program



A. Quinn Jones Museum



Heritage Trail



South Main Street



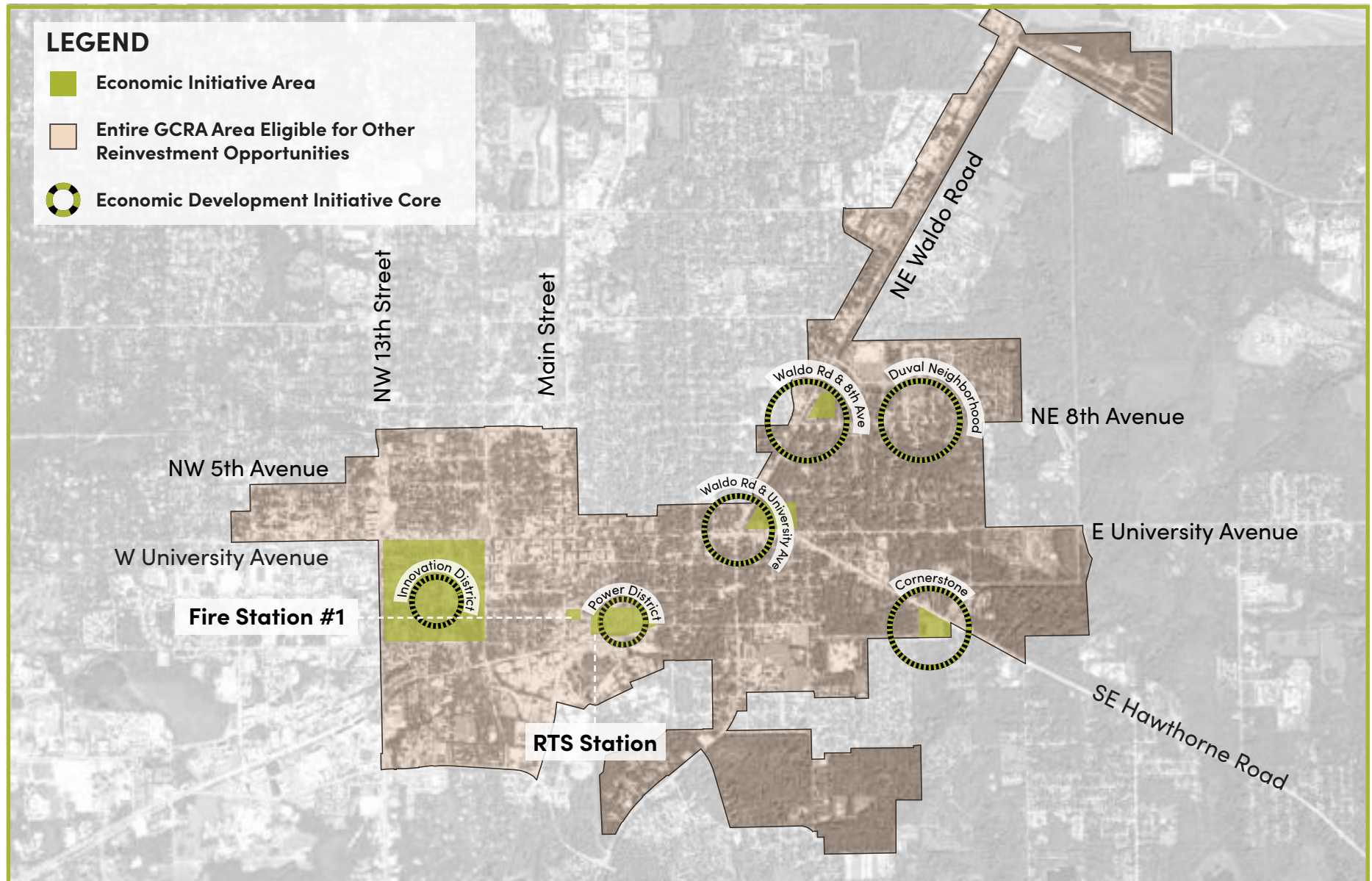
NW 3rd Avenue Sidewalks



Depot Park

Economic Development

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



Economic Development Elements

This objective supports economic development to increase employment levels, raise the tax base, and improve the standard of living within the Reinvestment Area.

□ **Business Recruitment Incentives:**

Incentivizing businesses outside the reinvestment area to relocate into the area.

Example: Merieux NutriSciences

□ **Commercial Building Facade Incentives:**

Helping incoming businesses in the reinvestment area to renovate the exterior of their building by reimbursing part of the cost.

Example: Chunky's Restaurant, Dick Mondell's

□ **Job Training & Creation Assistance:**

Helping local training facilities grow and develop.

Example: GTEC

□ **Local Business Incentives:**

Incentivizing local businesses to stay within the reinvestment area. Support the development and community of local business stakeholders.

□ **Land Acquisition:**

Purchase of property within the reinvestment area in order to further enhance the quality of both residential and non-residential areas and for the realization of the Reinvestment objectives listed in this Plan.

Example: 5th Ave Commercial Building

□ **Public Private Partnership Development Incentives:**

Partnering with private entities to go above and beyond the scope of work by combining resources.

Example: Innovation District

□ **Small Business Startup Financial Assistance:**

Providing incubator space at GTEC or other available spaces for businesses to get off the ground through affordable rent and business management guidance.

Example: Bo Diddley Plaza Café, Bethel Station Café, Hawthorne Road Café

Economic Development Elements



Arts & Cultural Activities

Parks & Plazas

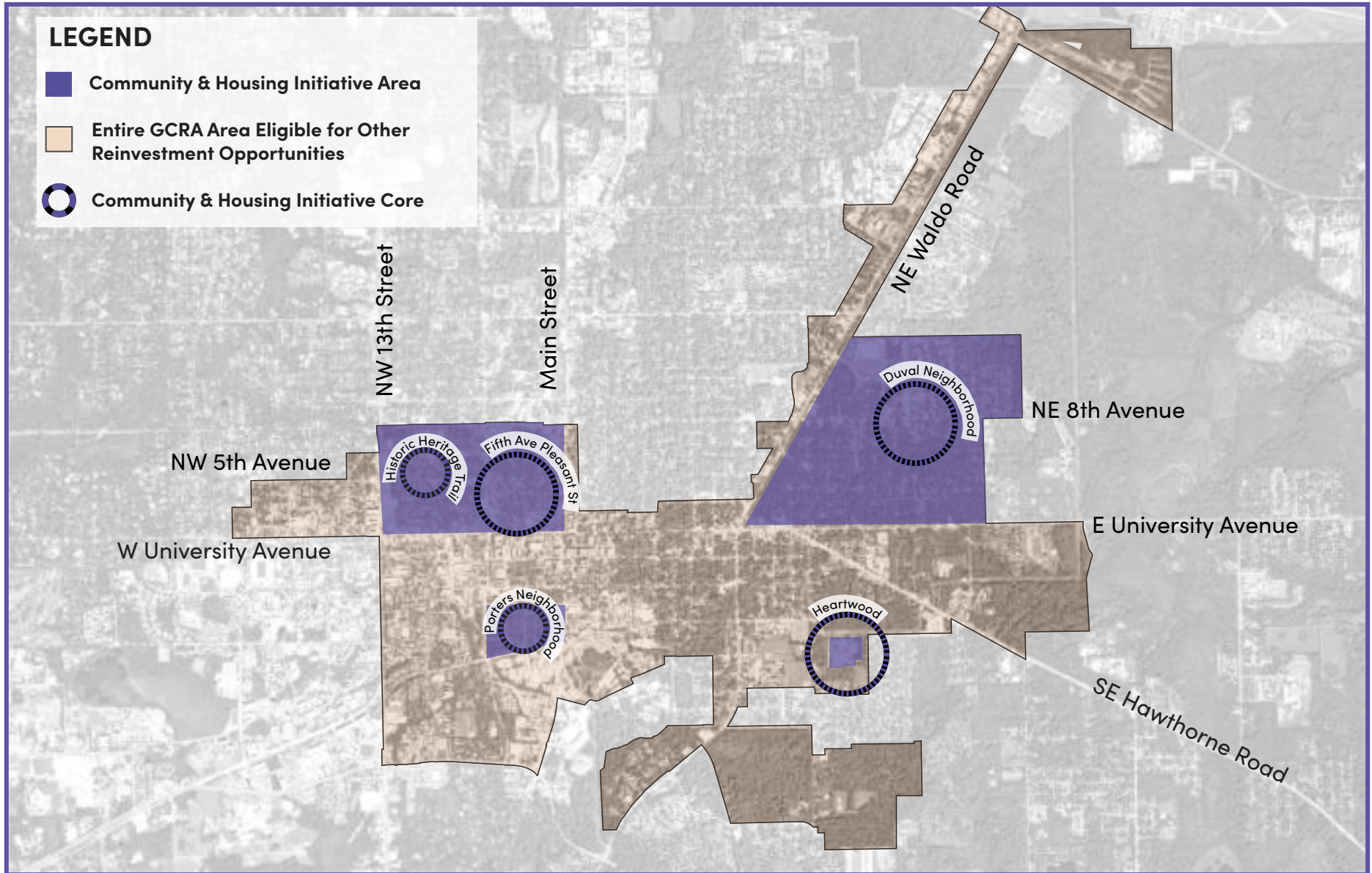
Commercial Building Facade Incentives

Public Private Partnerships



Community Enhancement & Housing

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



Community Enhancement & Housing Elements

These are initiatives that directly benefit community members by maintaining the culture and population of an area.

□ **Arts & Cultural Initiatives:**

Participation in local initiatives to promote art and support local artists.

Examples: Downtown Arts Festival, Fifth Avenue Arts Festival, Murals

□ **Branding, Identity & Wayfinding:**

To create a visual toolkit that identifies a project or an entity.

Examples: Porter's neighborhood gateway signs, Gainesville East, Destination South Main, More in Midtown, Depot Park Signage.

□ **Empty Storefront Revival Program:**

These programs are specifically geared towards filling store fronts—this can include public art, temporary pop-up shops, and long-term assistance to new businesses.

□ **Food Access and Service Provider Recruitment:**

This occurs when a government agency recruits a grocery store or food market in a specific area of a community by way of marketing or development incentives.

□ **Infill Housing Initiatives:**

Program focused on adding additional housing stock into a neighborhood in partnership with the Housing and Community Development Department.

Example: Model Block Program

□ **Local History Initiative:**

Focusing on the narrative of the City and neighborhood to tell their stories.

Examples: Heritage Trail, A. Quinn Jones Museum & Cultural Center

□ **Mobility Partnerships:**

Partnering with local departments to answer transportation related questions and problems.

Example: Department of Mobility

□ **Residential Facade Improvements:**

These programs are geared towards improving neighborhoods by providing assistance to individuals to fix up their homes.

□ **Housing Initiatives:**

To provide safe, well-designed, high-quality housing at a variety of price points, to support a diverse housing stock that provides livable, quality options for renters and homeowners at a variety of price points.

□ **Affordable Housing Developments:**

To pursue affordable housing initiatives through a variety of measures, including (but not limited to) acting as developer, coordinating with the private sector, partnering with governmental agencies, etc.

Community Enhancement & Housing Elements

Arts & Cultural Activities

Parks & Plazas

Food Access

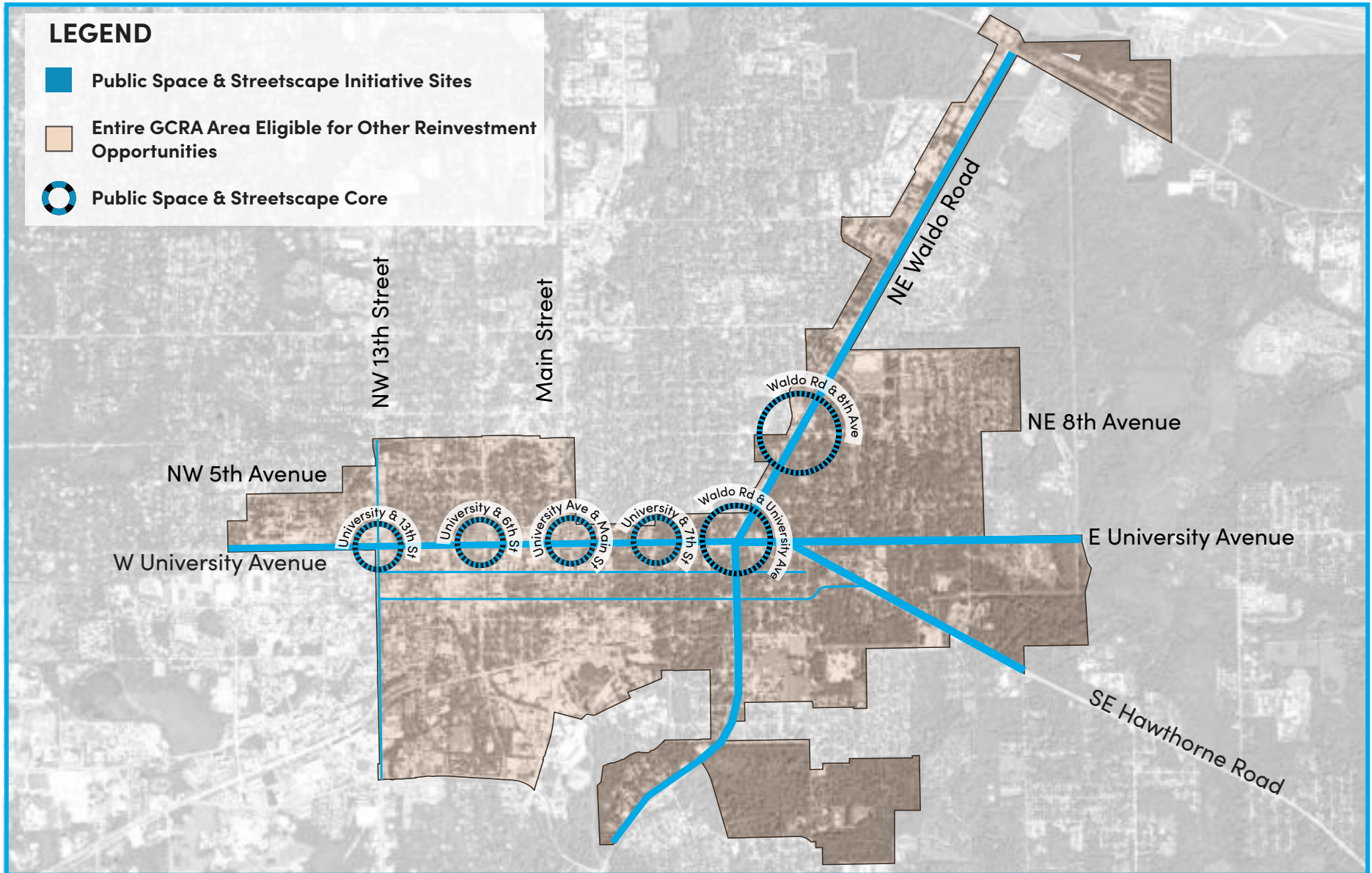
Local History Initiatives

Branding, Identity & Wayfinding



Public Space & Streetscape

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



Public Space & Streetscape Elements

These initiatives include aesthetics and other intrinsic qualities that result from the mix of uses, street patterns, public facilities, and the overall architectural character of the buildings that make up any particular place.

□ **Bicycle Facilities:**

Everything from bike lanes and trails to bike parking and repair stations to storage.

Examples: Protected bikes lanes, bike racks, and rental bike stations

□ **Corridor Visioning & Master Planning:**

Planning improvements for major corridors within the reinvestment area.

Examples: Planning for NE 8th Ave, Waldo Rd, University Avenue

□ **Green Infrastructure:**

Infrastructure that takes into account the ecological, environmental, and economic sustainability of the area.

Examples: 5th Ave Commercial Building, Historic Depot Building, Depot Park

□ **Lighting & Safety:**

Lighting improvements can help a community feel more welcome and safe during the evening and night. It can also protect pedestrians and allows for crime to be noticed and prevented.

Examples: Helyx Bridge, Bo Diddley Plaza, South Main Street improvements, NW 1st Ave

□ **Parks & Plazas:**

An area generally open to the public on a controlled basis and used for passive recreational activities and relaxation. Plazas are paved areas typically provided with amenities, such as seating, drinking and ornamental fountains, art, trees, and landscaping, for use by pedestrians.

Examples: Bo Diddley Plaza, Depot Park, Lynch Park

□ **Utilities Modifications:**

Improving the existing utilities, through undergrounding of utilities, updating outdated pipes and form partnerships where appropriate to assist with necessary infrastructure improvements.

Example: South Main Street improvements

Public Space & Streetscape Elements

A vibrant city street scene featuring three people walking on a sidewalk. In the foreground, a woman in a red dress with white polka dots is looking down. Behind her, a woman in a pink shirt carries a large bouquet of red flowers, and a man in a light blue shirt walks alongside her. The sidewalk is bordered by a lush green strip with tall grasses and young trees. In the background, a city street with cars and buildings is visible.

Parks & Plazas

Bicycle Facilities

Green Infrastructure

Corridors

Lighting & Safety

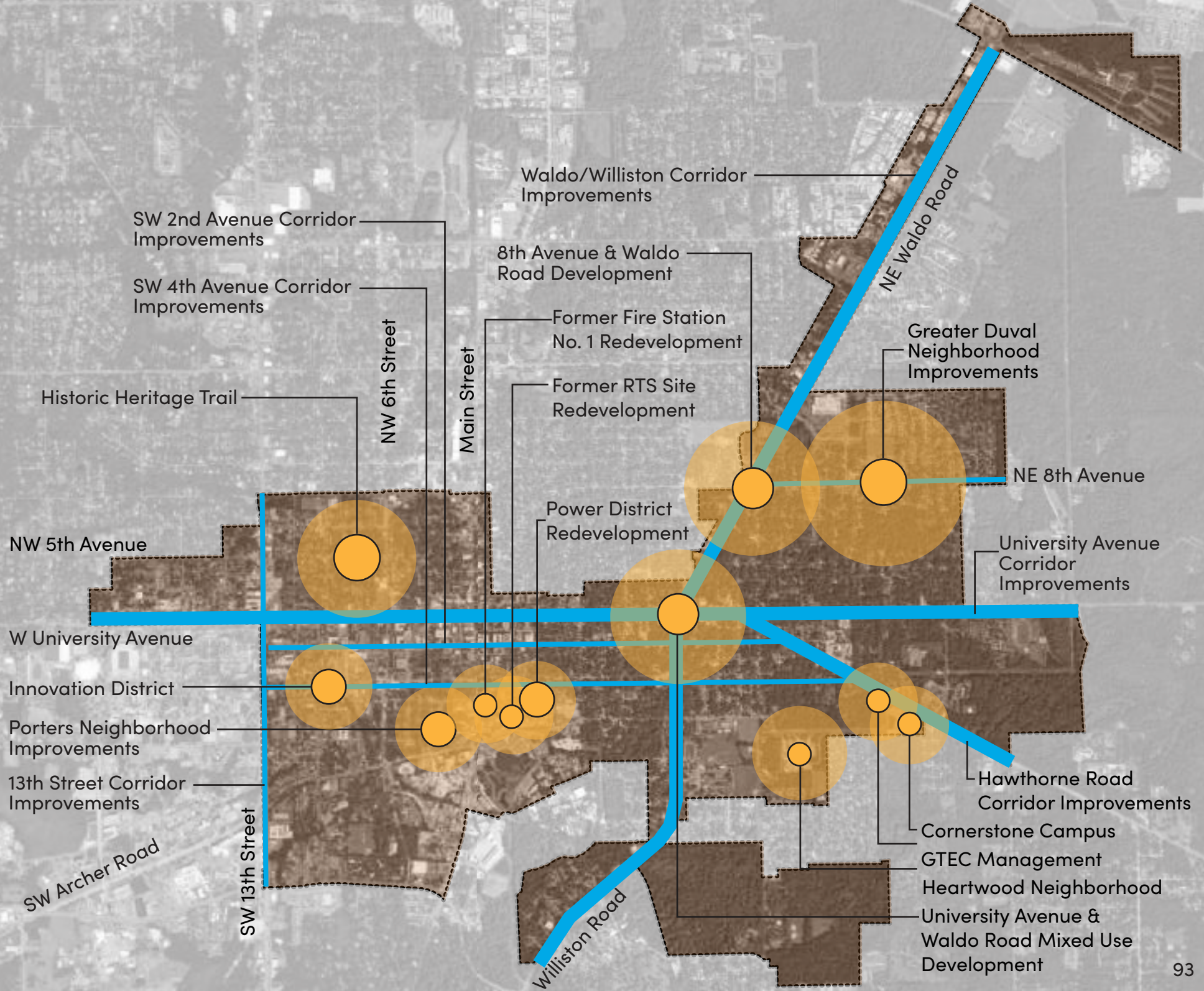


Reinvestment Initiatives

The following map highlights the main neighborhoods with reinvestment opportunities based on the feedback received in community meetings and consultant input. The identified reinvestment projects are expected to be catalysts for redevelopment in each neighborhood. In addition, the entire Consolidated Reinvestment Area will remain eligible for ongoing GCRA initiatives including additional projects, development incentives, grant programs, etc.



Reinvestment Plan



GCRA Reinvestment Roadmap

Fiscal Years 2020–2029

The FY20–29 Reinvestment Workplan Roadmap was developed through an all-inclusive process with multiple validations along the way. The Roadmap not only reflects the voices from the communities, but also incorporates the GCRA and consultant’s vision as well as the City’s priorities.

The GCRA’s 10-year budget will be allocated to the following three categories of spending: Community Enhancements & Housing, Economic Development, and Public Space & Streetscape. The following Economic Development, Public Space & Streetscape, and Community Enhancements & Housing projects and programs were selected through the public engagement process held from the fall of 2019 through the spring of 2020. This culminated in the approval of the GCRA Consolidated Plan by the City Commission on March 5, 2020.

The GCRA and City of Gainesville will update and prioritize actions on an ongoing basis to complete initiatives within the budget.

Reinvestment Roadmap

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

Economic Development

8th Avenue and Waldo Road



LOCATION: 8th Avenue and Waldo Road Area

STATUS: Proposed

DESCRIPTION: 8th Ave and Waldo Road is a major effort that requires 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 may include property acquisition, façade grant implementation, and consulting.

NEXT STEPS: Develop scope, identify partners, develop budget

BOARD FEEDBACK: Learn more about the potential connection to the rails-to-trails system/Infinity Line and see if it could be incorporated into this effort.

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 eight ready sites to build on sites of various sizes.

MILESTONES ACCOMPLISHED:

- Adopted master plan, implementation strategy & phasing plan
- Pre-development due diligence
- Developer solicitation & selection
- Branding, marketing, & recruitment
- Phase 1 site construction completed
- Condominium owners' association (COA) established

NEXT STEPS:

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

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:

Develop scope, identify partners, develop budget
Once the Master Plan is developed working to ensure GCRA programs work to create in conjunction with the plan

Economic Development

Economic Development Finance Programs



LOCATION: District-wide

STATUS: Paused for revisions

DESCRIPTION: These programs have incentivized companies around job relocation/creation to the reinvestment district

MILESTONES ACCOMPLISHED:

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

Explore programs that target specific markets including healthcare, food (production, distribution, sales, restaurants), banking and small businesses

Economic Development

Former Fire Station No. 1 Redevelopment



LOCATION: 427 South Main Street

STATUS: Proposed

DESCRIPTION: The City of Gainesville built its new Fire Station #1 and is looking into redevelopment opportunities for the old Fire Station #1 on South Main Street.

NEXT STEPS: Develop scope, identify partners, and develop budget

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: Develop scope, identify partners, and develop budget

Economic Development

GTEC Management



LOCATION: 2153 SE Hawthorne Road

STATUS: Proposed

DESCRIPTION: Gainesville Technology Entrepreneurship Center (GTEC) is a small business incubator owned by the City of Gainesville, managed by the GCRA and programmed 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

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 Innovation Hub 1 and 2 & Infinity Hall Buildings

NEXT STEPS:

- Participate in SW 9th Street Extension Projects
- Coordinate with key stakeholders (UFDC & development proposals)

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

Economic Development

University / Waldo Corridor Improvements and Job Center



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: Identify partners, develop scope and budget. Scope out potential for creation of job center.

Community Enhancements & Housing

Commercial Façade Grant Program



LOCATION: District-wide

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 facade 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

Community Enhancements & Housing

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 :

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

NEXT STEPS :

Formalize program and administrative process

Community Enhancements & Housing

District Wide Landscape Maintenance



LOCATION: District-wide

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

BOARD FEEDBACK:

GCRA Advisory Board and public recommend for deletion

Community Enhancements & Housing

Greater Duval Neighborhood Improvements



LOCATION: Greater Duval Area

STATUS: In planning

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

MILESTONES ACCOMPLISHED:

NE 8th 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 identity 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

BOARD FEEDBACK:

GCRA advisory board and public recommend expanding boundary to include area between NE 8th Ave and University Ave., changing name to Greater Duval Neighborhood Improvements

Community Enhancements & Housing

Eastside Food/Mobility Hub



LOCATION: East Gainesville, TBD

STATUS: Proposed

DESCRIPTION:

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

NEXT STEPS: Develop scope, identify partners, develop budget

Community Enhancements & Housing

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

Community Enhancements & Housing

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 :

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

Solicitation for a Consultant to guide the trail narrative and next steps

Community Enhancements & Housing

Midtown Policing



LOCATION: NW 1st Ave between 16th and 20th Streets

STATUS: Proposed

DESCRIPTION: Assist GPD by providing funds to cover over-time deployment of officers to GPD identified high-risk areas around Mid-town. These officers are to assist in reduction of property, crimes against people, and help in educating businesses and residents to reduce the likelihood of them being victimized.

NEXT STEPS:

Determination of how much overtime to assist GPD with within the GCRA district specifically in the Midtown area

Determining how best to work with GPD and other agencies to reduce crime across the GCRA District

BOARD FEEDBACK:

GCRA advisory board and public recommend for deletion

Community Enhancements & Housing

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 3rd St

Planning, design, permitting, & construction for 1,900 linear feet of sidewalk, two neighborhood gateway features, and landscaping along SW 5th 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

Community Enhancements & Housing

Model Block & Attainable Housing Strategies



LOCATION: Porters, Pleasant Street Neighborhoods, District-wide

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. “Attainable housing” is defined as nonsubsidized, for-sale housing that is affordable to households with incomes between 80% and 120% of the area median income (AMI) by family size established by HUD. The GCRA will assess opportunities throughout the district to provide or partner on opportunities for attainable housing.

MILESTONES ACCOMPLISHED :

- Fifth Ave Model Block Project, four homes completed 2012
- Pleasant Street Model Block Project, six homes completed 2011

NEXT STEPS :

- Research opportunities for the GCRA to pursue in support of attainable housing projects and programs throughout the district.
- Confirm project goals in regards to creating affordable housing, such as land donation or land trust.
- Develop scope and budget, and identify partners

CITY COMMISSION FEEDBACK: The City Commission voted on March 5, 2020 to add attainable housing strategies to the roadmap.

Community Enhancements & Housing

Property Acquisitions/Options



LOCATION: District-wide

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 Fifth Avenue 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

Community Enhancements & Housing

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

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



Public Space & Streetscape

13th Street Corridor Improvements



LOCATION: 13th Street

STATUS: Proposed

DESCRIPTION: 13th Street is a major north-south corridor

NEXT STEPS: Develop scope, identify partners, develop budget

Public Space & Streetscape

SW 4th Avenue Corridor Improvements



LOCATION: SW 4th 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

Public Space & Streetscape

SW 2nd 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

Public Space & Streetscape

Waldo / Williston Corridor Improvements



LOCATION: Waldo/Williston Road between SE 10th Terrace 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

Public Space & Streetscape

University Avenue Corridor Improvements



LOCATION: University Ave between 13th Street and 6th Street

STATUS: Proposed

DESCRIPTION: University Avenue is a major east-west corridor

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

Appendix



Appendix A:

Ordinance 181001 - Section 2-410. – Reinvestment Plan

Ordinance 181001 can be found in its entirety at:
www.gainesvillecra.com

The city commission shall adopt a reinvestment plan to guide community redevelopment within the GCRA, which plan includes, at a minimum, the below listed elements:

1. A map of the boundary of the GCRA.
2. Visuals and description in general terms of:
 - a. Existing conditions, including street layout.
 - b. Limitations on the type, size, height, number, and proposed use of buildings.
 - c. The approximate number of dwelling units.
 - d. Property that is used or intended for use as public parks, recreation areas, streets, public utilities, and public improvements of any nature.
3. A description of the anticipated impact of redevelopment activities upon the residents of the GCRA in terms of relocation (including the provision of replacement housing for the temporary or permanent relocation of persons displaced from housing as a result of community redevelopment activities). Traffic circulation, environmental quality, availability of community facilities and services, effect on school population, and other matters affecting the physical and social quality of the neighborhood.
4. Identify publicly funded capital projects to be undertaken within the GCRA
5. Contain adequate safeguards that the work of redevelopment will be carried out pursuant to the plan.
6. Provide for the retention of controls and the establishment of any restrictions or covenants running with land sold or leased for private use for such periods of time and under such conditions as the city commission deems necessary to effectuate the purposes of this part.
7. Provide a description of existing and planned residential use in the GCRA and include whether the plan is intended to remedy a shortage of affordable housing.
8. Contain a detailed statement of the projected costs of the redevelopment, including the amount to be expended on capital projects in the GCRA and any indebtedness, if such indebtedness is to be repaid with the GCRA fund.

Appendix A:

GCRA Boundary Legal Description & Map

(a) There is hereby created the Gainesville Community Reinvestment Area (the “GCRA”) within which the City shall undertake community redevelopment for the elimination and prevention of the development and spread of slums and blight in accordance with this division. The complete metes and bounds legal description of the GCRA is set forth below and the physical boundary of the GCRA is set forth below. A GIS map of the GCRA is available in the GCRA office.

(b) GCRA legal description: A Part Of Sections 26, 27, 31, 32, 33, 34, And 35, Township 9 South, Range 20 East, And Sections 2 Through 10, And A Part Of The D.L. Clinch Grant, Township 10 South, Range 20 East, Alachua County, Florida, And Being More Particularly Described As Follows: Begin At The Intersection Of The Easterly Right Of Way line Of NE 15th Street And The Southerly Right Of Way Line Of NE 16th Avenue (County Road Number 172); Thence Easterly Along Said Southerly Right Of Way Line To An Intersection With The Southwesterly Extension Of The Westerly Right Of Way Line Of NE 16th Way; Thence Northeasterly Along Said Southwesterly Extension And Said Westerly Right Of Way Line To The Southwesterly Right Of Way Line Of NE 21st Place; Thence Northwesterly Along Said Southwesterly Right Of Way Line To An Intersection With The Westerly Line Of A Drainage Right Of Way, As Per Plat Of Carol Estates East, Plat Book “F”, Page 10, Public Records of Said Alachua County; Thence Northerly Along Said Westerly Line of Said Drainage Right Of Way And Its Northerly Extension To An Intersection With The Northerly Right Of Way Line Of NE 23rd Avenue (State Road Number 232A); Thence Easterly Along Said Northerly Right Of Way Line To The Southeast Corner Of Lot 148 Of Hugh Edwards Industrial Center, Plat Book “E”, Page 41, Said Public Records; Thence Northeasterly Along The Easterly Lines Of Lots 148, 147, 146, 145, 143, 142, 139, 138, 135 And 134 Of Said Hugh Edwards Industrial Center To The Northeast Corner Of Said Lot 134; Thence Northwesterly To The Southeast Corner Of Lot 119 Of Said Hugh Edwards Industrial Center, Said Southeast Corner Being At The Intersection Of The Northerly Right Of Way Line Of NE 27th Avenue And The Northwesterly Right Of Way Line Of NE 21st Way; Thence Northeasterly Along Said Northwesterly Right Of Way Line And Its Northerly Extension To An Intersection With The Northerly Right Of Way Line Of NE 31st Avenue; Thence Easterly Along Said Northerly Right Of Way Line To The Southwest Corner Of Lot 17 Of Seaboard Industrial Park, Plat Book “G” 1 Page 74, Said Public Records; Thence Northeasterly Along The Westerly Lines Of Lot 17 And Lot 16 Of Said Seaboard Industrial Park To The Southeast Corner Of Those Lands Described And Recorded In Official Records Book 4016 Page 791 (Denoted As TAX PARCEL 8198-7-8 In Said Official Record Book); Thence Northwest Along the South Line Of Said Lands, A Distance Of 23 Feet To The Southeast Corner Of Lot 12 Of Said Seaboard Industrial Park; Thence Northeasterly Along The Easterly Line Of Said Lot 12 To The Northeast Corner Of Said Lot 12; Thence Northeasterly To The Southeast Corner Of Lot 13 Of Said Seaboard Industrial Park; Thence Northeasterly Along The Easterly Line Of Said Lot 13 To An Intersection With The Southwesterly Right Of Way Line Of NE 39th Avenue (State Road Number 222); Thence Northwesterly Along Said Southwesterly Right Of Way Line To The Northwest Corner Of Said Seaboard Industrial Park; Thence Northeasterly To The Southwest Corner Of Those Lands Described And Recorded In ORB 1681 Page 1322 (Alachua County Property Appraiser Parcel 08198-007-001 - All Such Parcels Hereafter Described As Tax Parcels); Thence Northeast Along The Westerly Line Of Said Lands To The Southwest Corner Of Those Lands Described And Recorded In ORB 526, Page 88 (Tax Parcel 08189-000-000); Thence Southeasterly Along The Southwesterly Line Of Said Lands To An Intersection With The Northwesterly Right Of Way Line Of Waldo Road (State Road Number 24); Thence Southeasterly, Crossing Waldo Road And The Former Seaboard Coastline Railroad, To The Northwest Corner Of Those Lands Described And Recorded In ORB 796, Page 238 (Tax Parcels 08192-009-000 And 08192-010-000), Said Northwest Corner Lying On The Southeasterly Right Of Way Line Of Said Former Seaboard Coastline Railroad; Thence Easterly, Southerly, Easterly, And Southerly Along Said Lands To An Intersection With The Northeasterly Right Of Way Line Of NE 39th Avenue; Thence Southerly Along The Southerly Extension Of Last Said Line To An Intersection With The Southwesterly Right Of Way Line Of Said NE 39th Avenue; Thence Northwesterly Along Said Southwesterly Right Of Way Line To An Intersection With The Southeasterly Right Of Way Line Of The Aforementioned Former Seaboard Coastline Railroad; Thence Southwesterly Along Said Southeasterly Right Of Way Line 8,350 Feet, More Or Less, To An Intersection With The South Line Of A City Of Gainesville Drainage Easement As Described And Recorded In ORB 573, Page 33; Thence East Along Said South Line To The East Line Of Section 34, Township 9 South, Range 20 East; Thence South Along Said East Line Of Section 34 To An Intersection With The South Right Of Way Line Of NE 8th Avenue; Thence West Along Said South Right Of Way Line To An Intersection With The East Right Of Way Line Of NE 25th Street; Thence South Along Said East Right Of Way Line To An Intersection With The North Right Of Way Line Of East University Avenue (State Road Number 26); Thence East

Along Said Northerly Right Of Way Line To A Point On The Centerline Of A Drainage Easement, Lying 1481.74 Feet East Of The West Line Of Section 2, Township 10 South, Range 20 East And Being On The Existing Gainesville City Limit Line, As Per Ordinance #3865; Thence Southerly Along The Centerline Of Said Drainage Easement And Said City Limit Line To The South Line Of Said Section 2; Thence West Along Said South Line Of Section 2 To The Southwest Corner Of Said Section 2, Said Corner Also Being The Northeast Corner Of Section 10, Township 10 South, Range 20 East; Thence South Along The East Line Of Said Section 10 And Said Gainesville City Limit Line To An Intersection With The Southerly Right Of Way Line Of Hawthorne Road (State Road Number 20); Thence Northwesterly Along Said Southerly Right Of Way Line To The Northeast Corner Of Those Lands Described And Recorded As Parcel 1 Of ORB 4389, Page 78 (Tax Parcel 11344-000-000); Thence Southerly Along The East Line Of Said Lands And The Southerly Extension Thereof To The South Line Of Lot 107 Of New Gainesville, A Subdivision Of Section 3, Township 10 South, Range 20, Plat Book "A", Page 68, And Also Being On The Easterly Extension Of The North Right Of Way Line Of SE 8th Avenue; Thence West Along The South Line Of Lots 107 Thru 101 Of Said New Gainesville, The Easterly Extension Of The North Right Of Way Line Of SE 8th Avenue, And The North Right Of Way Line Of Said SE 8th Avenue To An Intersection With The Northerly Extension Of The West Line Of Lincoln Estates 2nd Addition, Plat Book "G", Page 36; Thence South Along Said Northerly Extension And Said West Line Of Lincoln Estates 2nd Addition To The Southwest Corner Of Said Lincoln Estates 2nd Addition, Said Point Being On The North Line Of Lincoln Estates 1st Addition, Plat Book "F", Page 38; Thence West Along The North Line Of Said Lincoln Estates 1st Addition To The Northwest Corner Thereof, Said Point Being On The East Line Of Lincoln Estates, Plat Book "F", Page 19; Thence North Along The East Line Of Said Lincoln Estates To The Northeast Corner Thereof; Thence West Along The North Line Of Said Lincoln Estates To The Northwest Corner Thereof, Said Point Also Being On The East Right Of Way Line Of SE 15th Street (County Road Number 2043); Thence North Along Said East Right Of Way Line To An Intersection With The Easterly Extension Of The North Right Of Way Line Of SE 11th Avenue; Thence West Along Said Easterly Extension And Said North Right Of Way Line To The West Right Of Way Line Of SE 12th Street; Thence South Along Said West Right Of Way Line To The North Right Of Way Line Of SE 12th Avenue; Thence West Along Said North Right Of Way Line To The Easterly Right Of Way Line Of Williston Road (State Road Number 331); Thence Southwesterly Along Said Easterly Right Of Way Line To The South Right Of Way Line Of SE 13th Avenue; Thence East Along Said South Right Of Way Line To The West Right Of Way Line Of Said SE 15th Street; Thence South Along Said West Right Of Way Line To An Intersection With The Westerly Extension Of The South Line Of Those Lands Described and Recorded as Parcel 1 Of ORB 4355 Page 1038 (Tax Parcel Number 16107-504-000); Thence East Along Said Westerly Extension And Said South Line To The Southeast Corner Thereof; Thence North To The Northeast Corner Of Said Parcel, Also Being At An Intersection With The South Line Of Wedgewood pt Addition, Plat Book "H", Page 5; Thence East Along Said South Line Of Wedgewood 1st Addition To The Southeast Corner Thereof; Thence North Along The East Line Of Said Wedgewood 1st Addition To An Intersection With The South Right Of Way Line Of SE 15th Avenue; Thence East Along Said South Right Of Way Line, Also Being The North Line Of Those Lands Described And Recorded In ORB 1994, Page 279 (Tax Parcel 16107-200-000), To The Northeast Corner Thereof; Thence Along Said Lands The Following 6 Courses: (1) South To The Northeast Corner Of The East Half (1/2) Of The Southeast Quarter (1/4) Of The Southwest Quarter (1/4) Of Section 10, Township 10 South, Range 20 East; (2) Thence West Along The North Line Of Said East Half (1/2) Of The Southeast Quarter (1/4) Of The Southwest Quarter (1/4) To The Northwest Corner Thereof; (3) Thence South Along The West Line Of Said East Half (1/2) Of The Southeast Quarter (1/4) Of The Southwest Quarter (1/4) To The Southwest Corner Thereof; (4) Thence West Along The South Line Of Said Section 10, Township 10 South, Range 20 East To The East Line Of The West 210 Feet Of The South 420 Feet Of Said Section 10, Also Being The Southeast Corner Of Chas Baltimore Subdivision, An Unrecorded Subdivision, And Being A Point On The North Right Of Way Line Of SE 23rd Place; (5) Thence North Along South Line Of Said Section 10, Township 10 South, Range 20 East To The East Line Of The West 210 Feet Of The South 420 Feet Of Said Section 10, Also Being The Southeast Corner Of Chas Baltimore Subdivision, An Unrecorded Subdivision, And Being A Point On The North Right Of Way Line Of SE 23rd Place; (5) Thence North Along The East Line Of Said Chas Baltimore Subdivision And The East Line Of Said West 210 Feet Of South 420 Feet To The Northeast Corner Thereof, Also Being The Northeast Corner Of Said Chas Baltimore Subdivision; (6) Thence West Along Said North Line Of Chas Baltimore Subdivision And Said West 210 Feet Of The South 420 Feet To A Point On The East Right Of Way Line Of SE 15th Street; Thence North Along Said East Right Of Way Line Of SE 15th Street To A Point Opposite Of And Perpendicular To The Southeast Corner Of Those Lands Described And Recorded In ORB 4018 Page 2245 (Tax Parcel Number 15995-054-000), Said Corner Also Being On The Northerly Right Of Way Line Of SE 22nd Avenue; Thence West To The Southeast Corner Of Said Lands; Thence Westerly Along The Southerly Line Of Said Lands And The Northerly Right Of Way Line Of SE 22nd Avenue To An Intersection With The Easterly Line Of The Former Railroad Right-Of-Way Described And Recorded In ORB 2259, Page 1142; Thence Northwesterly Along Said Easterly Line Of Said Former Railroad Right Of Way To An Intersection With The Northwesterly Right Of Way Line Of SE Williston Road (State Road Number 331); Thence Southwesterly Along Said Northwesterly Right Of Way Line Of SE Williston Road To The Southeast Corner Of Lot 18 Of The Lester Robinson Property, An Unrecorded Subdivision As Described And Recorded In ORB 3586, Page 459; Thence West Along Said South Line Of Said Lots 18, 19 And 20 Of Said Lester Robinson Property To An Intersection With The West Line Of Section 9, Township 10 South, Range 20 East; Thence North Along The West Line Of Said Section 9 To An Intersection With The Centerline Of Sweetwater Branch; x

Thence Northeasterly Along Said Centerline Of Sweetwater Branch To An Intersection With The North Right Of Way Line Of SE 13th Avenue; Thence East Along Said North Right Of Way Line And The Easterly Extension Thereof To An Intersection With The East Right Of Way Line Of SE 10th Street; Thence North Along Said East Right Of Way Line To The South Right Of Way Line Of SE 9th Avenue; Thence West Along Said South Right Of Way Line To An Intersection With The West Line Of Goss Addition To Gainesville, Plat Book "A", Page 34; Thence South Along Said West Line Of Goss Addition To Gainesville To An Intersection With The Southerly Right Of Way Line Of SE 9th Place; Thence Southwesterly Along Said Southerly Right Of Way Line And Its Westerly Extension To The Centerline Of SE 4th Street: Thence Southeasterly Along Said Centerline Of SE 4th Street To The Centerline Of SE 10th Avenue: Thence Southwest Along Said Centerline Of SE 10th Avenue To The Centerline Of SE 1st Street; Thence Southwest To The Northeast Corner Of Tax Parcel 15706-000-000 (ORB 2409, Page 1797): Thence Westerly and Southwesterly Along The Northerly and Westerly Boundary Of Said Tax Parcel 15706-000-000 And Its Southerly Extension To An Intersection With The Centerline Of said SE 10th Avenue; Thence West Along Said Centerline To The Easterly Right Of Way Line Of South Main Street (State Road Number 329); Thence Southwesterly Along Said Easterly Right Of Way Line Of South Main Street To The Southerly Right Of Way Line Of SW 16th Avenue (State Road Number 226); Thence Northwesterly And Westerly Along Said Southerly Right Of Way Line To An Intersection With The Westerly Right Of Way Line Of SW 13th Street (US Highway Number 441); Thence North Along Said West Right Of Way Line To The South Right Of Way Line Of West University Avenue (State Road Number 26); Thence West Along Said South Right Of Way Line To An Intersection With The Southerly Extension Of The West Right Of Way Line Of NW 20th Terrace; Thence North Along Said Southerly Extension And West Right Of Way Line To The North Right Of Way Line Of NW 3rd Avenue; Thence East Along Said North Right Of Way Line To The West Right Of Way Line Of NW 20th Street; Thence North Along Said West Right Of Way Line To The North Right Of Way Line Of NW 5th Avenue; Thence East Along Said North Right Of Way Line To The West Right-Of-Way Line Of NW 15th Street; Thence North Along Said West Right Of Way Line To The North Right Of Way Line Of NW 7th Avenue; Thence East Along Said North Right Of Way Line To The West Right Of Way Line Of NW 13th Street (US Highway Number 441); Thence North Along Said West Right Of Way Line To Northerly Right Of Way Line Of NW 8th Avenue; Thence East Along Said Northerly Right Of Way Line To The Northerly Extension Of The Easterly Right Of Way Line Of NE 1st Street; Thence South Along Said Northerly Extension and Easterly Right Of Way Line To The Northerly Right Of Way Line Of NE 2nd Avenue; Thence East Along Said Northerly Right Of Way Line To The Westerly Right Of Way Line Of NE 7th Street; Thence Northerly Along Said Westerly Right Of Way Line To The Northerly Right Of Way Line Of NE 3rd Avenue; Thence East Along Said Northerly Right Of Way Line To The West Right Of Way Line Of NE 12th Street; Thence Northeasterly To The Southwest Corner Of Those Lands Described And Recorded In ORB 3614 Page 410 (Tax Parcel 11917-000-000), Also Being On The East Right Of Way Line Of Said NE 12th Street; Thence North Along Said East Right-Of Way Line To An Intersection With The Southerly Line Of Those Lands Described And Recorded In ORB 2295 Page 129 (Tax Parcel Number 12560-000-000): Thence Northwesterly Along Said South Line To An Intersection With The East Line Of Lot 1, Block 5, Range 1, Doig And Robertson Addition To Gainesville, Deed Book "W", Page 437; Thence North Along Said East Line Of Lot 1, Block 5, Range 1, Doig And Robertson Addition To Gainesville To The South Right Of Way Line Of NE 5th Avenue; Thence East Along Said South Right Of Way Line To An Intersection With The Southwesterly Extension Of The East Line Of Sperry Heights Subdivision, Plat Book "E", Page 1; Thence Northeasterly Along Said Southwesterly Extension And Said East Line Of Sperry Heights Subdivision To The South Right Of Way Line Of NE 6th Place (Also Being Weimer Street According To Plat Book "A", Page 127); Thence West Along Said South Right Of Way Line Of NE 6th Place To West Right Of Way Line Of NE 12th Street; Thence North Along Said West Right Of Way Line To The South Right Of Way Line Of NE 8th Avenue: Thence East, Along Said South Right Of Way Line To An Intersection With The Southerly Extension Of The Easterly Right Of Way Line Of NE 14th Street; Thence Northerly Along Said Southerly Extension And Along Said Easterly Right Of Way Line And The Easterly Right Of Way Line Of NE 15th Street, To The Point Of Beginning.

2 (a) Street Layout



Appendix B: Residential and Neighborhood Considerations

Reinvestment planning efforts are focused on supporting and strengthening the existing community through an improved built environment and the creation of new economic opportunities. GCRA planning efforts will not be directed towards the large scale demolition and removal of existing neighborhoods. Rather, plans call for a systematic improvement through concerted efforts aimed at enhancing commercial opportunities, infrastructure, urban form, economic development, and sense of community within the Reinvestment Area. Potential negative consequences of such initiatives may include an increase of traffic, noise and general congestion. With proper planning, however, many of these worrisome side-effects can be mitigated and the full benefits of increased activity can be realized. Solutions to negative consequences should be sought through thoughtful project design and implementation. (For example, issues such as increased traffic congestion can be addressed through creative remedies such as bike lanes, traffic calming, increased transit connectivity, and/or pedestrian-friendly streetscapes.) In short, long-term adverse impacts to residential neighborhoods are not expected as a result of reinvestment activities.

Housing Relocation Procedures

City of Gainesville Ordinance 181001A, Section 2-410(2) requires community reinvestment plans include assurance for the provision of replacement housing for the relocation of residents temporarily or permanently displaced from housing facilities within the Reinvestment area. The intent of this Reinvestment Plan is to create a dynamic and diverse community that is attractive, accessible, and economically sustainable. Pursuing and achieving this vision will require substantial capital improvements relating to infrastructure, right-of-way, transportation networks, public spaces, private property, etc. Outright displacement of permanent residents is not foreseen; however, if relocation of permanent residents is required as a result of the development or reinvestment activities, the City and the GCRA shall consider assistance to minimize hardship of those being displaced.

Displacement and property acquisition programs, if any, shall be in accordance with any programs adopted by the City of Gainesville Housing Division, as well with the City's Comprehensive Plan Housing Element and the Goals, Objectives and Policies found therein. The City or the GCRA may assist any person who is required to move from any real property as a direct result of the City's or GCRA's acquisition of such real property for public purposes, by locating other sites and housing facilities available to them as replacement dwellings. When planning the location of land acquisition for public purposes the City or the GCRA may assess the degree of displacement that may occur. The City of Gainesville or the GCRA shall not be responsible for relocating City residents who are displaced as the result of county, state, or federal programs or actions. The GCRA may follow the relocation policies and procedures established by the Federal Department of Housing and Urban Development when federal dollars are involved.

Existing properties may be temporarily impacted during the construction of any improvements. Impacts may include construction detours, noise and dust. Impacts are expected to be minimal while the benefits of reinvestment activities will be of long duration, adding to the quality of life by providing a safe and attractive district that has adequate business opportunities, lighting, sidewalks, open space, infrastructure, and other needed improvements. The GCRA does not foresee any effect on the school population or the need for additional community services or facilities, not already mentioned elsewhere in this Plan, to support the residential element within the Reinvestment Area.

Appendix C: Implementation of the Reinvestment Plan

Duration of the Reinvestment Plan

The reinvestment initiatives and work described in this Reinvestment Plan funded through tax increment revenues must occur within 10 years including the fiscal year in which this plan, which supersedes and replaces previous plans, is approved or adopted, which is the time certain for completing all redevelopment financed by increment revenues.

Reinvestment Plan Modification

This Redevelopment Plan may be modified in a manner consistent with City of Gainesville Ordinance 181001A, Section 2-410(2). If the Gainesville Community Reinvestment Area deems that the Reinvestment Plan be amended, it shall make a recommendation to the City of Gainesville.

Severability

If any provision of the Reinvestment Plan is held to be unconstitutional or otherwise legally infirm, such provisions shall not affect the remaining portions of this Plan.

Safeguards, Controls, Restrictions or Covenants

All GCRA sponsored reinvestment activities undertaken in the Reinvestment Area must be consistent with this Plan, the City's Comprehensive Plan, and applicable land development regulations; all such redevelopment plans will undergo review by the City Commission and other appropriate agencies.

Issues concerning restrictions on any property acquired for reinvestment purposes and then returned to use by the private sector will be addressed on a case-by-case basis to ensure that all activities necessary to perpetuate the redevelopment initiative are advanced in a manner consistent with this Plan and any amendment thereto. Such restrictions or controls may be in the form of covenants running with any land sold or leased for private use or other mechanism as appropriate.

Consistency with Other Plans

The Reinvestment Plan conforms to the City of Gainesville's Comprehensive Plan, which has been prepared by the local planning agency. Other plans, past studies, and reports done by or for the City of Gainesville have also been extensively reviewed for consistency.

Appendix D: Summary of Approvals and Next Steps

At its February 27, 2020 meeting, the Gainesville Community Reinvestment Advisory Board (Legistar #190968) made a motion to “Approve plan draft with appendix, add [the project] Hawthorne Road Corridor, and add evaluation criteria and decision framework.” GCRA Staff forwarded the Advisory Board’s recommendation to the City Commission.

The Gainesville City Commission approved, by motion, the 10 Year Reinvestment Plan (Legistar #191012) at its March 5, 2020 meeting and to “add attainable housing strategies under [the] community enhancements [objective]” Next steps include a prioritization and financing plan for the approved plan that will align with the City of Gainesville’s budget calendar for the FY21 Amended Budget.

Appendix E: Conclusions and Recommendations

This Reinvestment Plan provides a framework for an economically sustainable, accessible and attractive mixed-use district that offers visitors and residents a variety of high quality local destinations with a safe transportation network, public space facilities, and housing options in a manner that promotes a positive image for the Gainesville Community Reinvestment Area and City of Gainesville. Efforts should be focused on East Gainesville to help equalize redevelopment across the reinvestment area. Many of the projects identified in the Plan are specific and ambitious. These projects include high visibility corners, the creation of economic development programs to retain and grow local businesses, and a variety of public improvements that include infrastructure, improved mobility, a better mix of uses and an overall improved quality of life for residents. These are recommended actions going forward:

- 1. Implement economic development programs to support small, local, and diverse business. Focus efforts on identified corridors; including but not limited to road improvements, development incentives, grants, and property acquisition.**
- 2. Community enhancements and housing initiatives will meet needs that are not fulfilled by existing federal, state, and city programs. The intent of these initiatives will be to make sure improvements are focused on preserving the culture and existing residential base of an area.**
- 3. Public space & streetscape projects will be focused on forming partnerships with City departments and community organizations. These types of projects will improve the aesthetics and intrinsic qualities that result from the mix of uses, street patterns, public facilities, and the overall architectural character of the buildings that make up any particular place.**

Realization of this plan is a 10-year effort and it is anticipated that the City of Gainesville and GCRA will continue to prioritize any projects and programs within the Community Reinvestment Area to keep the plan focused and timely. To realize effective investment, community leaders, business persons and residents must support the consolidated reinvestment objectives and continue to do so over time and changing administrations.

