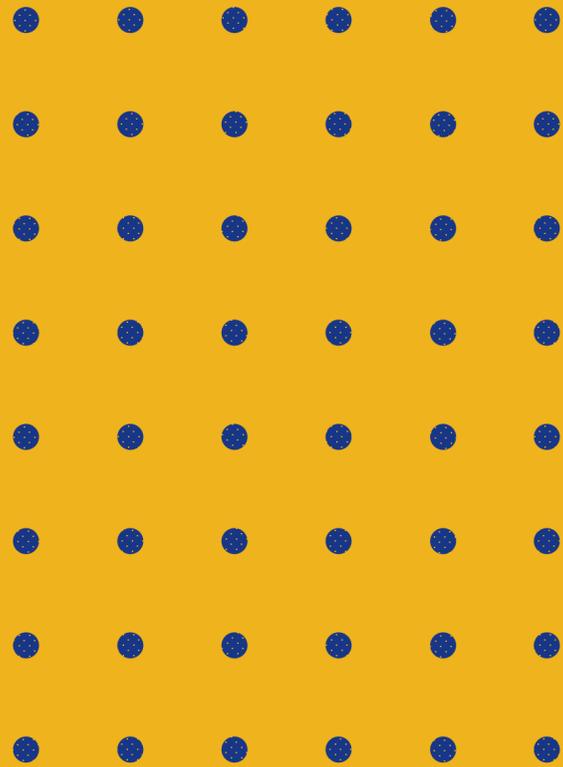


17 OCTOBER 2024

2024-623A



# Gainesville Community Reinvestment Area Update



Presented to the City of Gainesville  
City Commission

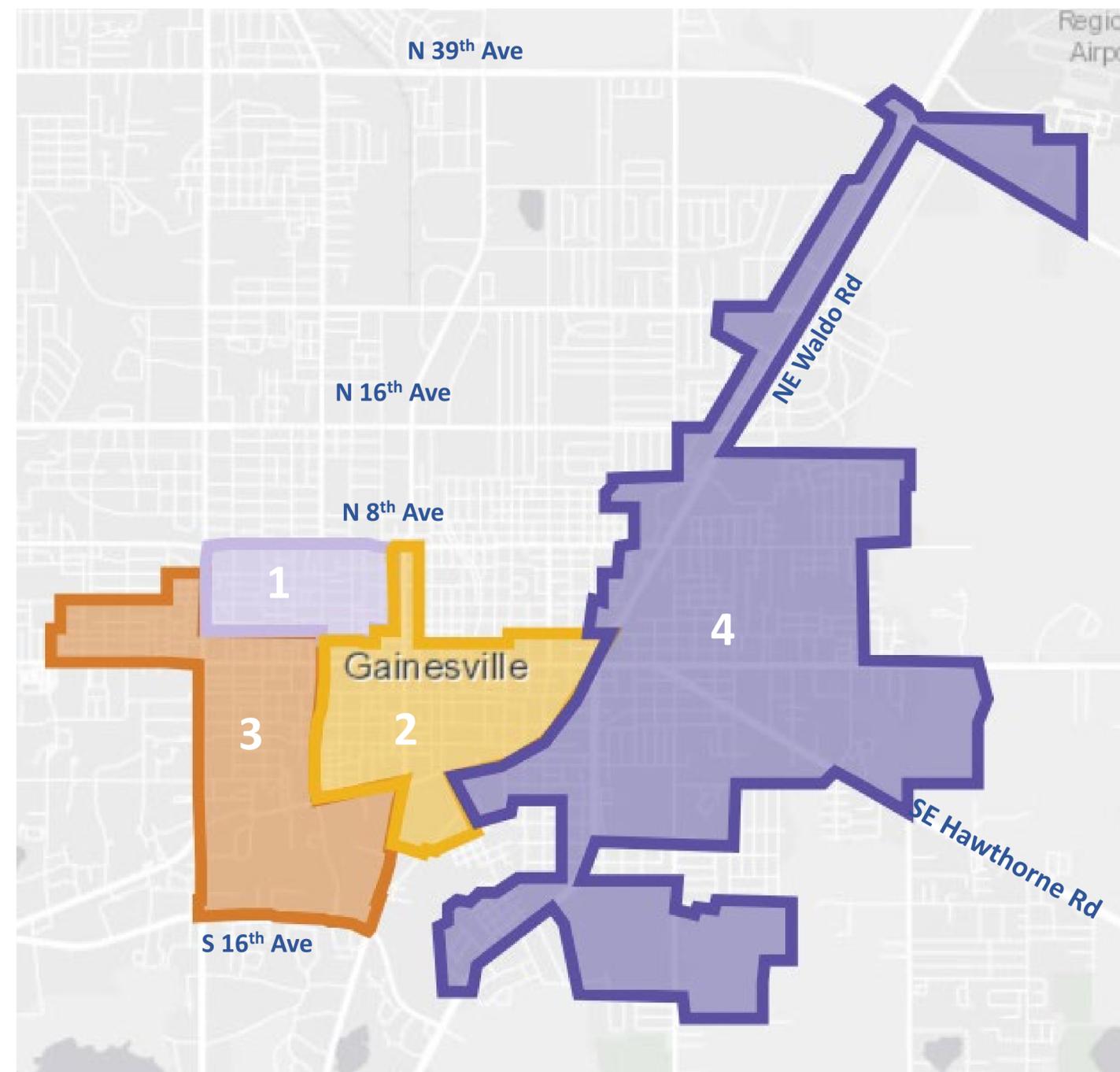




# Gainesville Community Redevelopment Areas



- Florida Community Redevelopment Act of 1969
- Findings of Slum or Blight to establish CRAs
- Allows use of Tax Increment Financing (TIF) revenue to fund redevelopment projects/programs
- Agency independent of General Government
- Four CRAs created in Gainesville from 1979 to 2001
  1. **Fifth Avenue/Pleasant Street** (est. 1979/exp. 1989)
  2. **Downtown** (est. 1981/exp. 2001)
  3. **College Park/University Heights** (est. 1995/exp. 2005)
  4. **Eastside** (est. 2001/exp. 2006 & 2010)
- Four separate CRA boards

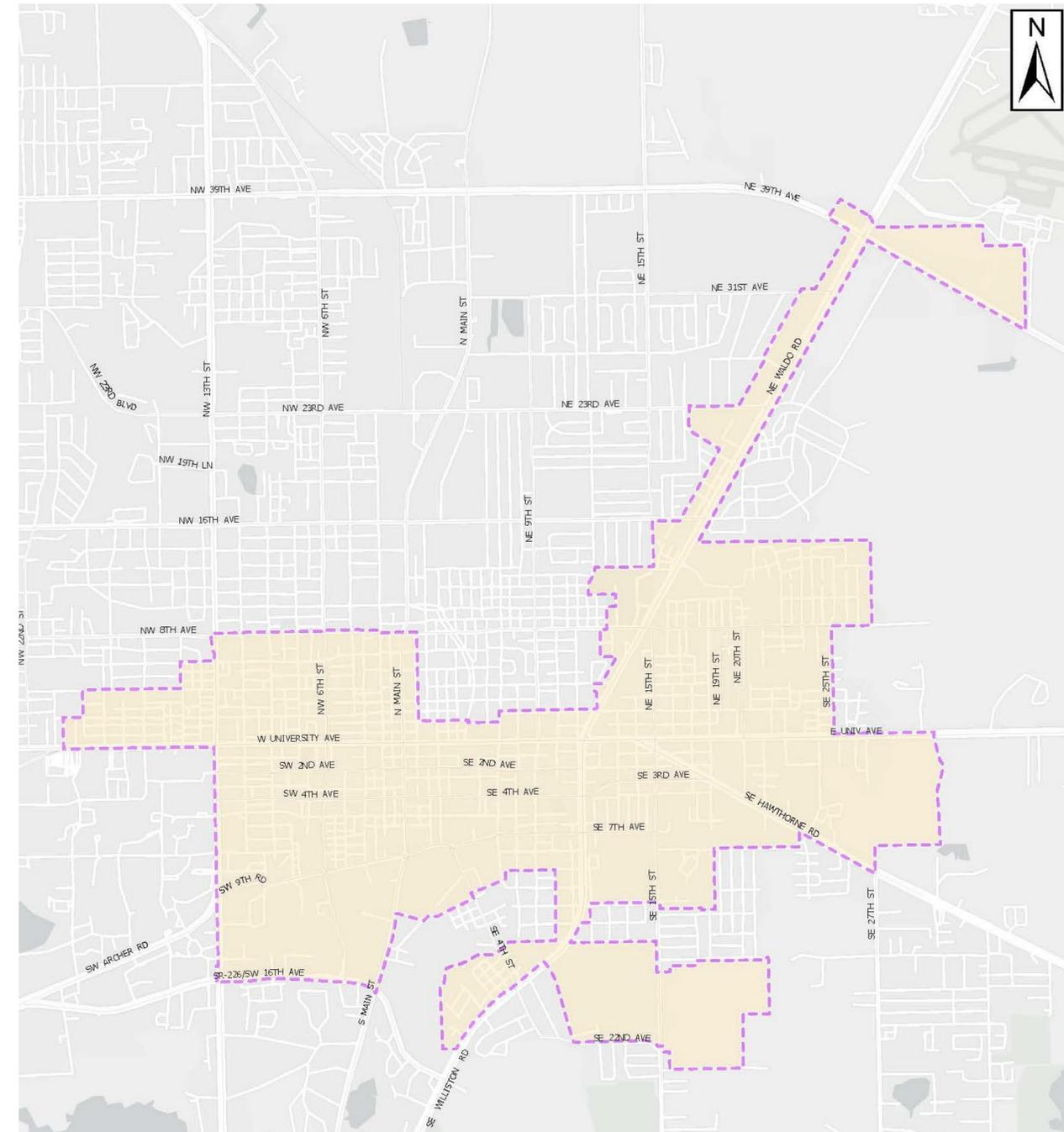




# Gainesville Community Investment Area



- Adopted City/County Interlocal Agreement 2019 to Revitalize GCRA and Eliminate TIF districts
- Consolidated the Four Districts into One
- Adopted the GCRA “10-Year Reinvestment Plan”
- Established one Advisory Board
- Created a department within General Government
- Developed 10-year Funding Plan that sunsets in FY29
  - ✓ \$71 million total funding comprised of ~\$7 million annually for 10 years
- Focus on Five Transformational Projects





# Transformational Projects in the GCRA



## Project Budgets (FY2020-2029)

<b>Cornerstone/GTEC</b>	<b>\$25.9 million</b>
<b>8<sup>th</sup> Avenue &amp; Waldo</b>	<b>\$13.3 million</b>
<b>Downtown</b>	<b>\$9.9 million</b>
<b>Heartwood</b>	<b>\$5.7 million</b>
<b>FAPS Heritage Trail</b>	<b>\$2.3 million</b>

\* The numbers here are estimated available funding based on past expenditures and planned future budgets and are subject to change (last updated 08/14/2024)



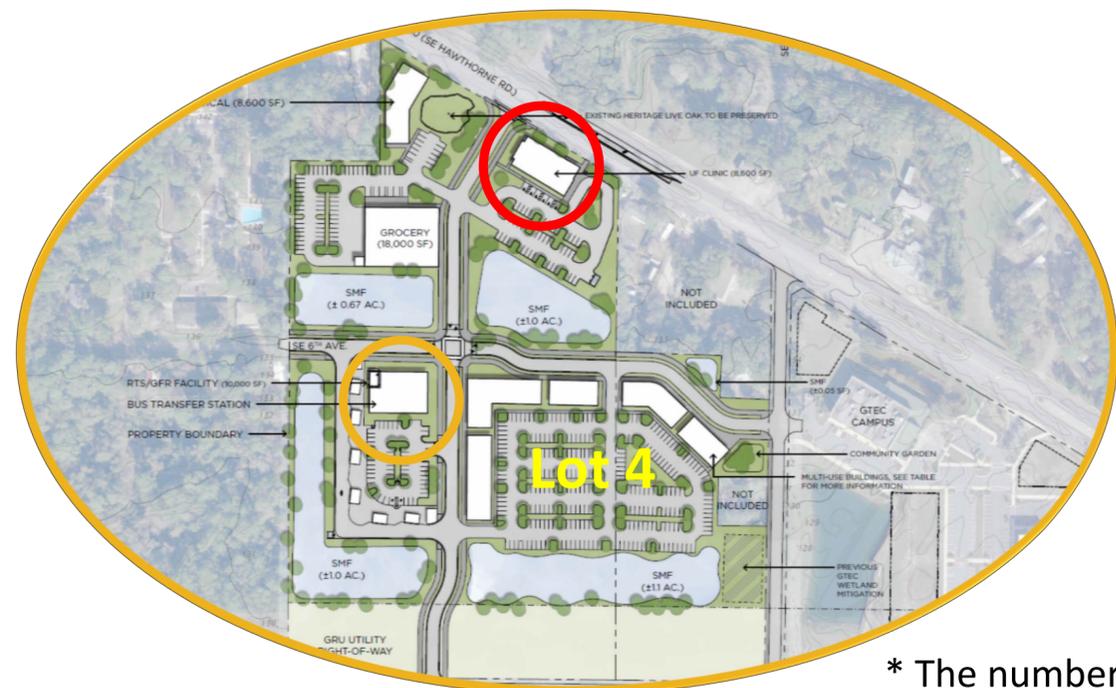
# Cornerstone Phases 1 & 2/GTEC



- **UF Health Urgent Care Center**
- Construction on roadway since January
- **Approved designs for RTS transfer hub**
- Designing signage and streetscaping upgrades to campus
- Master plan complete for fall renovations of GTEC
- 22 incubating companies at GTEC 95% minority or local
- Food hub or grocery development being sought

## 2020-2029 GCRA Budget

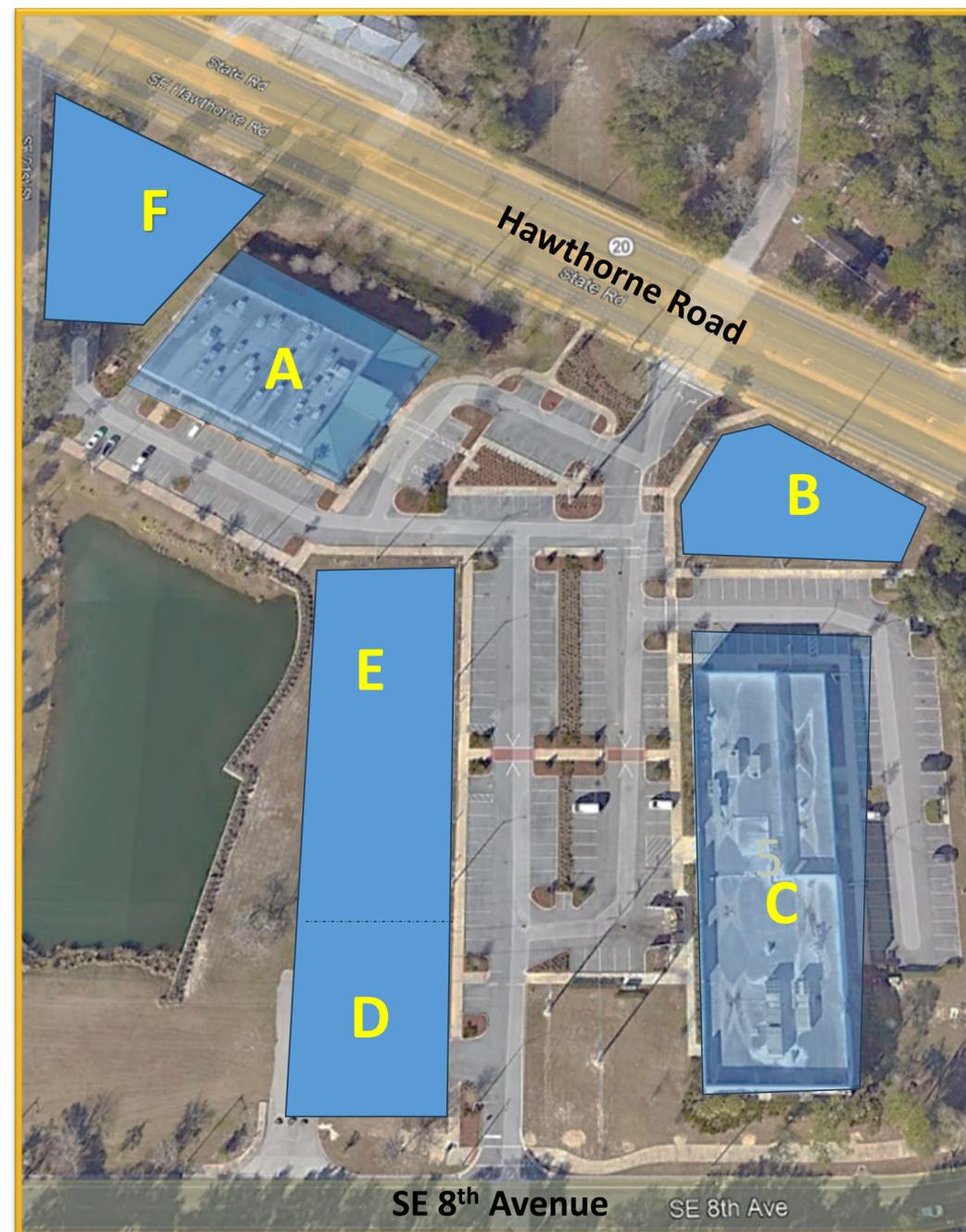
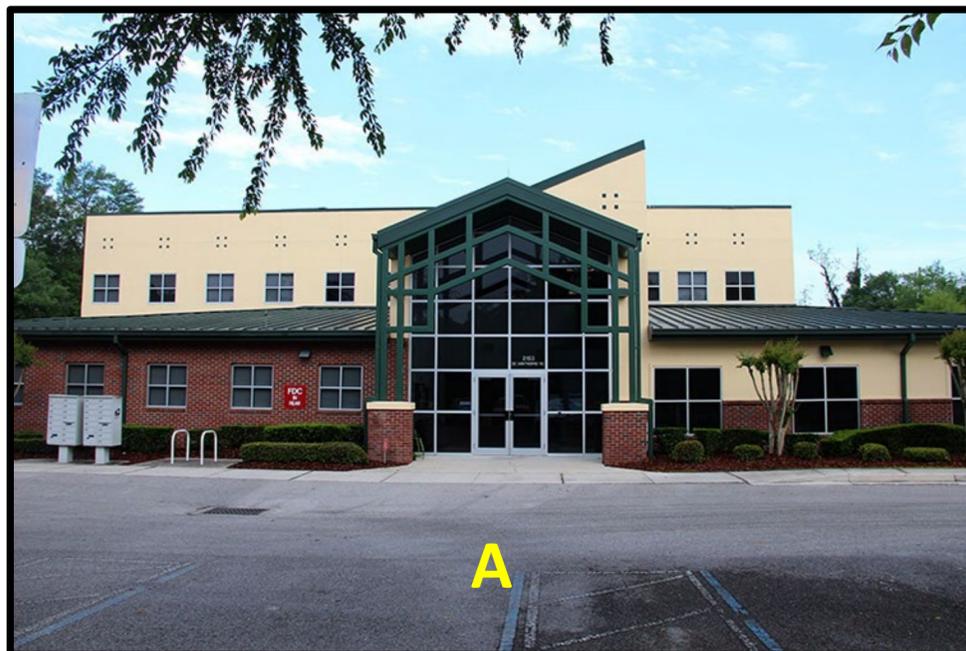
- |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |                       |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------|
| <b>Source</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | <b>\$25.9 million</b> |
| <ul style="list-style-type: none"> <li>• \$4.1 million Federal Transit Authority</li> <li>• \$4.5 million ARPA (City and County contribution)</li> <li>• \$11.2 million Cornerstone Phase 2</li> <li>• \$6.2 million GTEC</li> </ul>                                                                                                                                                                                                                                                    |                       |
| <b>Estimated Uses</b>                                                                                                                                                                                                                                                                                                                                                                                                                                                                   | <b>\$25.9 million</b> |
| <ul style="list-style-type: none"> <li>• \$4.1 million RTS Transfer Hub</li> <li>• \$4.5 million UF Health</li> <li>• \$3.8 million Road Construction/Infrastructure</li> <li>• \$453,697 Mitigation @ Cornerstone Phase 2</li> <li>• \$5.62 million GTEC renovation</li> <li>• \$225,000 Design, Environmental &amp; Engineering</li> <li>• \$220,904 White Electric Property Purchase</li> <li>• \$6.98 million Incentives for Food Hub, Lot 4, and other development pads</li> </ul> |                       |



\* The numbers here are estimated available funding based on past expenditures and planned future budgets and are subject to change (last updated 08/14/2024)



# Cornerstone Phase 1 and GTEC



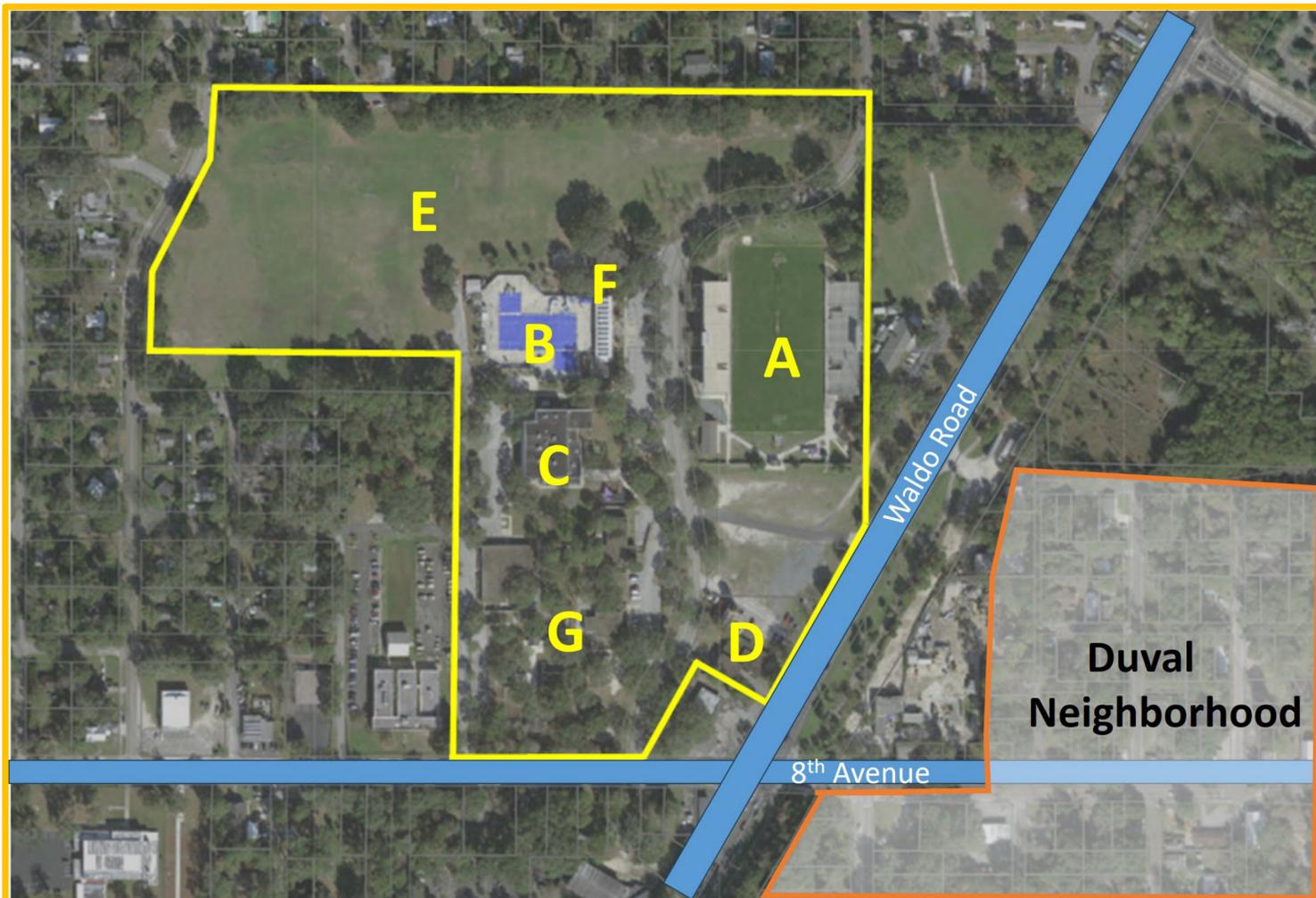
## Legend

- A. GTEC –30,700 SF Bldg.
- B. 11,821 SF Parcel
- C. Merieux –21,137 SF Bldg.
- D. 6,624 SF Parcel,
- E. 8,113 SF Parcel
- F. 9,401 SF Parcel

\*SF=Square Feet



# NE 8<sup>th</sup> Avenue and Waldo Road



- A. Citizen's Field
- B. Dwight H. Hunter Pool
- C. M.L. King Jr. Multipurpose Center
- D. Gainesville Fire Rescue Station #3
- E. Multipurpose Fields
- F. Skate Park
- G. GFR Administration Buildings

## Project Overview

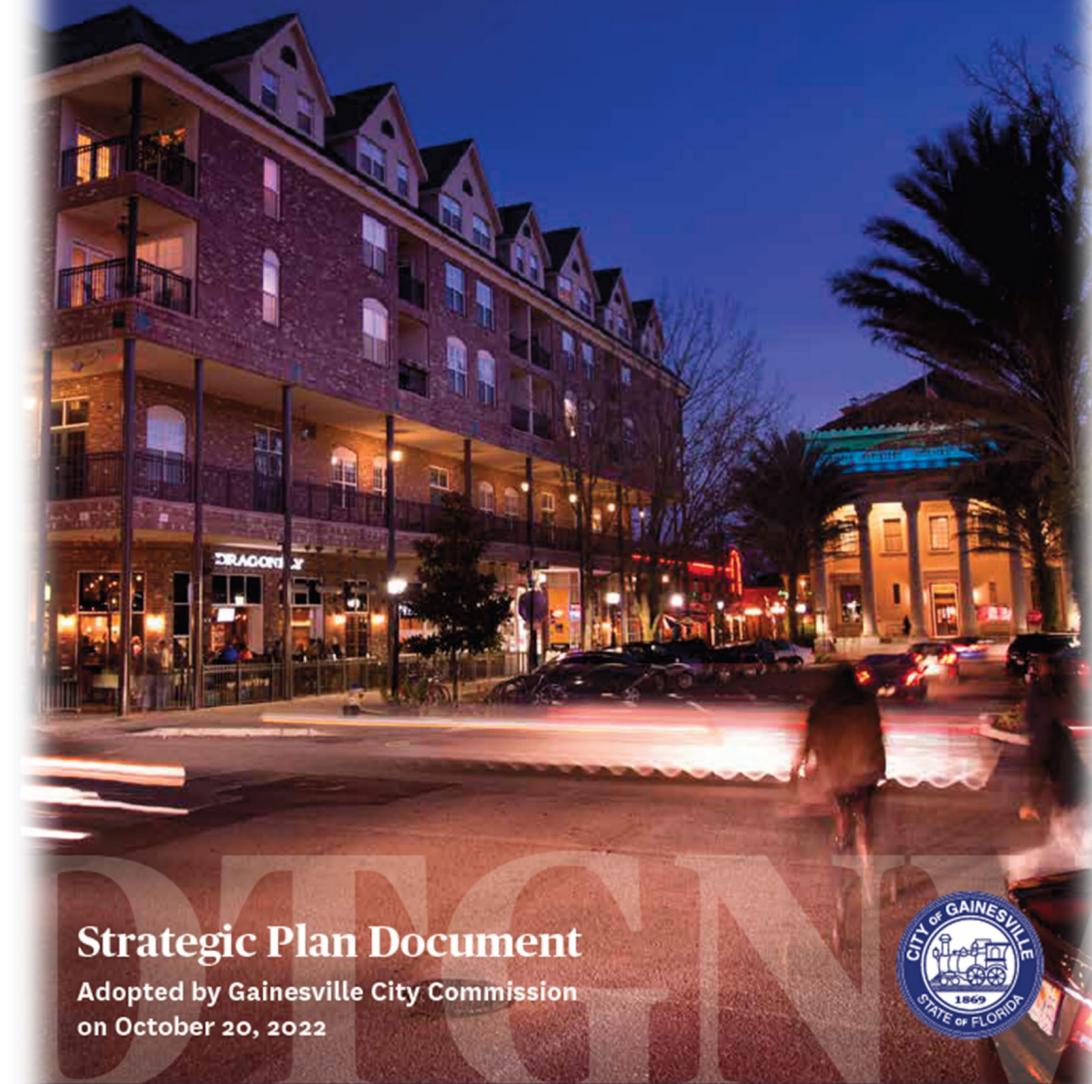
- Report in 2023 concluded \$52 million improvement plan for the 34+acre site (October 2023)
  - ✓ Renovated MLK Center with 40,000 SF addition (total 60,00 SF) with 4 BB courts and one “championship” court
  - ✓ ~5,000-seat Citizens Field with track and synthetic turf
  - ✓ Five ballfields with lighting and synthetic turf on NW corner
  - ✓ 1,000 parking spaces
- NV5 (formerly known as CHW) has been hired to provide a land use and design study (June 2024)
  - ✓ Evaluate opportunities to “rearrange” facilities for efficiency
  - ✓ Assess mixed-use development potential – ~40,000 SF – along NE Waldo Road
  - ✓ Develop streetscape designs for NE 8<sup>th</sup> Avenue and Waldo Road to link neighborhoods east and west of the corridor
- Develop a funding plan to build facilities
- Schedule for demolishing vacant GFR facilities



# Downtown GNV Strategic Plan



## Downtown Gainesville Strategic Plan



**Strategic Plan Document**  
Adopted by Gainesville City Commission  
on October 20, 2022



MKSK

DEVELOPMENT STRATEGIES

eda

- **Become a Destination** build investments around local strengths; shape downtown identity; create a downtown jewel
- **Connect the Dots** balance automobile with the pedestrian; bring streets up to city standards; activate Sweetwater corridor
- **Strengthen Relationship with Neighborhoods** connect neighborhoods to downtown and establish transition areas
- **Increase Housing Opportunities** address housing opportunities at scale; support affordable mixed-use housing; and facilitate market-rate housing
- **Create a Supportive Local Business Environment** unlock real estate potential and increase direct small business assistance
- **Maintain and Enhance Downtown** form a place-based management organization and continuing to build capacity.

# Downtown Potential Capital Improvements

	Total
<b>Estimated Project Costs</b>	<b>\$11,274,000</b>
Downtown Jewel (Sweetwater Park)	\$4,175,000
<i>Conceptual Design</i>	\$215,000
<i>Matheson Park</i>	\$680,000
<i>Western Gateway (Federal Building)</i>	\$1,090,000
<i>Loftin/Tomkis Park</i>	\$720,000
<i>SE 2nd Ave to 4th Ave</i>	\$1,470,000
The Streatery (including engineering design)	\$2,599,000
Festival Street (SE 1st Ave from S. Main St. to Sweetwater Park)	\$2,500,000
Transit Stations on SW 2nd and 4th Ave	\$300,000
South 4th Ave Intersection Improvements (SE 3 <sup>rd</sup> St.)	\$400,000
South 2nd Ave Intersection Improvements (SE 3 <sup>rd</sup> St. and S Main St.)	\$800,000
Art Installations in Public Spaces	\$500,000

**\*GCRA may contribute to some or all of these projects to the extent funding allows**



# Funds Potentially Available for Downtown

Project	Rollover	FY25 Recommended	Totals
<b>FY25 Downtown Operating</b>	<b>\$800,000</b>	<b>\$1,050,000</b>	<b>\$1,850,000</b>
FY25 Budget Allocation		\$1,050,000	\$1,050,000
FY24 Rollover	\$800,000		\$800,000
<b>Downtown Strategic Plan (Interlocal)</b>	<b>\$2,375,089</b>		<b>\$2,375,089</b>
<b>Downtown TIF</b>	<b>\$589,997</b>		<b>\$589,997</b>
<b>College Park TIF</b>	<b>\$1,604,831</b>		<b>\$1,604,831</b>
<b>Total</b>	<b>\$5,376,371</b>	<b>\$1,050,000</b>	<b>\$6,419,917</b>

\* The numbers here are estimated totals based on past expenditures and planned future budgets and are subject to change (last updated 09/09/2024)



# Approved FY25 Operating Budget



## Downtown Funding

### Downtown Operating Sources

**\$1,850,000**

*Note \$800,000 of the above is sourced from FY24 rollover*

### Downtown Operating Uses

**\$1,850,000**

Grace Marketplace Support Services

350,000

Public Works Downtown Clean Team

298,000

Downtown Ambassador Program

719,763

*Safety Ambassadors*

520,444

*Clean Ambassadors*

199,312

Marketing/Promotion

50,000

Downtown Events

100,000

Business Improvement Grant

332,337

Development Incentive

0

**Balance**

**\$0**



# Downtown Activities thru FY 2024



- **Implemented** Downtown Events Program Pilot (June 1<sup>st</sup> to December 31<sup>st</sup>)
- **Selected** Block-by-Block for Ambassador Program (August 15<sup>th</sup> Commission (CC))
- **Adopted** FY25 GCRA Budget for “Downtown Strategic Plan” (August 15<sup>th</sup> CC)
- **Surveyed/Presenting** Downtown Needs Assessment (DAB/CC)
- **Creating** Permanent “Downtown Events Program” (DAB/CC)
- **Amending** Business Improvement Grant Program (DAB/CC)



# Heartwood Neighborhood

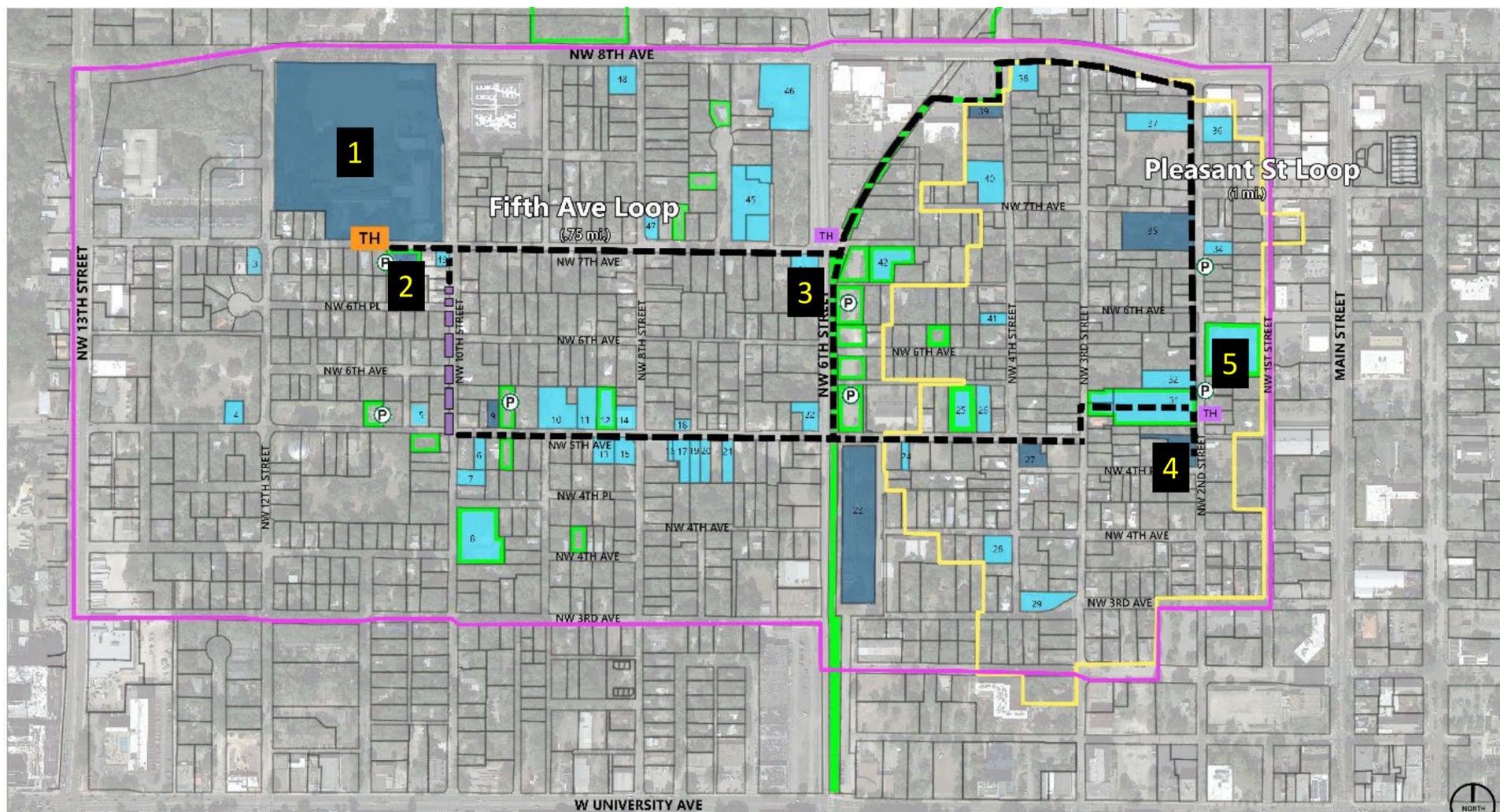


## Project Overview

- Heartwood is a 34-unit subdivision, with the City as the developer, located at 1717 SE 8<sup>th</sup> Avenue on former Kennedy Homes site
- October 2022, GCRA held a Heartwood beam signing and construction event
- In FY23, Heartwood had 15 homes occupied
  - ✓ 11 “Dreams to Reality”
  - ✓ 4 market rate homes
- Three market rate homes for sale
- Average Cost to Build - \$302,000
- Design for entry signs, fencing, and landscaping completed in 2024. Start in 2025
- Sixteen lots remaining to be sold
- Open house on October 20<sup>th</sup> from 1pm-4pm.



# 5<sup>th</sup> Avenue/Pleasant Street Heritage Trail



## Legend

- 1. Old Lincoln High School
- 2. A. Quinn Jones Museum
- 3. Old Greater Bethel Church
- 4. Friendship Baptist Church
- 5. Rosa B. Williams Center

- Points of Interest
- Key Points of Interest
- City Owned Property
- Main Trailhead
- Secondary Trailhead

## Pleasant Street Historic District

## Previous FAPS CRA District

## Project Overview

- Heritage Trail will celebrate the people, places, & events of the historic African American Fifth Avenue and Pleasant Street.
- Fall 2023 - Commission selects Community Planning Collaborative and executes contract.
- Neighborhood engagement sessions have been ongoing since March.
- The next Public Workshop - Oct 16<sup>th</sup>
  - Consultant expanding inventory of people and places of interest
- Submit grant applications to support Augmented Reality component of project
- Modify Business Improvement Grant program to focus on Heritage Trail area and Downtown



# Porters Quarters Improvements



## Welcome to the workshop

This project is guided by your community's feedback and participation. Thanks for coming!

### DAG Architects

Discuss ideas for the Infill Lot. See potential home styles, layouts, and designs. Your input will guide the next steps for this development.

### Bright Community Trust

Learn about Community Land Trusts and their potential to benefit and improve neighborhoods. Hear how these trusts have the potential to help families take their first steps towards home ownership.

### City of Gainesville

The Gainesville Community Reinvestment Area (GCRA), Parks, Recreation and Cultural Affairs (PRCA), and Transportation departments are here to design the neighborhood with you. Our teams will explain the available options for neighborhood improvements.



## Porters Quarters Engagement History

- Aug. 8, 2021: Porters Infill Housing Workshop @ 405 SW 5<sup>th</sup> Ave
- Feb. 21, 2022: Porters Impact Meeting @ Shady Grove Baptist Church
- June 30, 2022: Workshop on Kimley Horn's study @ Shady Grove Church
- August 2022: Traffic Study with Kimley Horn completed
- February 16, 2023: Porters Quarters Community Meeting
- April 12, 2023: Porters Quarters Community Meeting
- May 18, 2023: Porters Quarters Community Meeting
- June 26, 2024: Porters Quarters Community Workshop Rd. 1
- July 13, 2024: Porters Quarters Community Workshop Rd. 2
- July 20, 2024: Porters Quarters Community Workshop Rd. 3



# Porters Quarters Improvements



## Porters Quarters Neighborhood Improvements Poll

These are suggestions for Porters Quarters enhancements.

\$598,903.00 in Tax Increment Financing (TIF) funds are available. They can only be used for infrastructure, beautification, and safety enhancements.

We will discuss each one and then ask you to rank the ideas you like most.

### Here's how to rank:

Use the orange circle at the bottom of each improvement to show your preference and priority.

Use a scale of 1 to 5:  
1 - Most Important  
5 - Least Important

### A. Fence Replacement

Quantity: 1 fence  
Choose from 3 options

#### Purpose:

Enhanced safety and beautification

#### Proposed Location:

Along Depot Avenue, from SW 3rd Street to SW 2nd Street  
Along SW 2nd Street, from Depot Avenue to current site

a. Black Aluminum: \$36,000.00



b. Wood Fencing: \$20,000.00



c. White Vinyl: \$28,000.00



### B. Lighting Enhancement

Quantity: 2  
Cost: \$45,000.00

#### Purpose:

Enhanced safety

#### Proposed Location:

SW 2nd Street



### C. Raised Intersection

Quantity: 1  
Cost: \$325,000.00

#### Purpose:

Traffic calming and enhanced pedestrian crossing

#### Proposed Location:

The intersection of SW 3rd Street and SW 6th Avenue



### D. Speed Feedback Signs

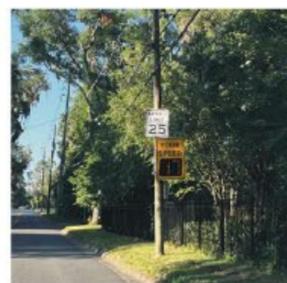
Quantity: 2  
Cost: \$46,000.00

#### Purpose:

Traffic calming and enhanced driver awareness

#### Proposed Location:

SW 5th Avenue - eastbound at the 500 block (between SW 5th Terrace and SW 5th Street)  
westbound at the 200 block (between SW 2nd Street and SW 3rd Street)



### E. The Pink House Redesign

Quantity: 1  
Cost: \$496,288.00

#### Purpose:

Enhanced safety and beautification

#### Proposed Location:

225 SW 5th Avenue  
Complete renovation of building to use as a new community center



#### Improvement Locations

A. Fence Replacement  
B. Lighting Enhancement

C. Raised Intersections  
D. Speed Feedback Signs

E. The Pink House  
Infill Lot - 405 SW 5th Avenue

## Community Land Trust Poll

A **Community Land Trust (CLT)** is an innovative, community-led organization that aims to provide affordable housing and ensure long-term land stewardship.

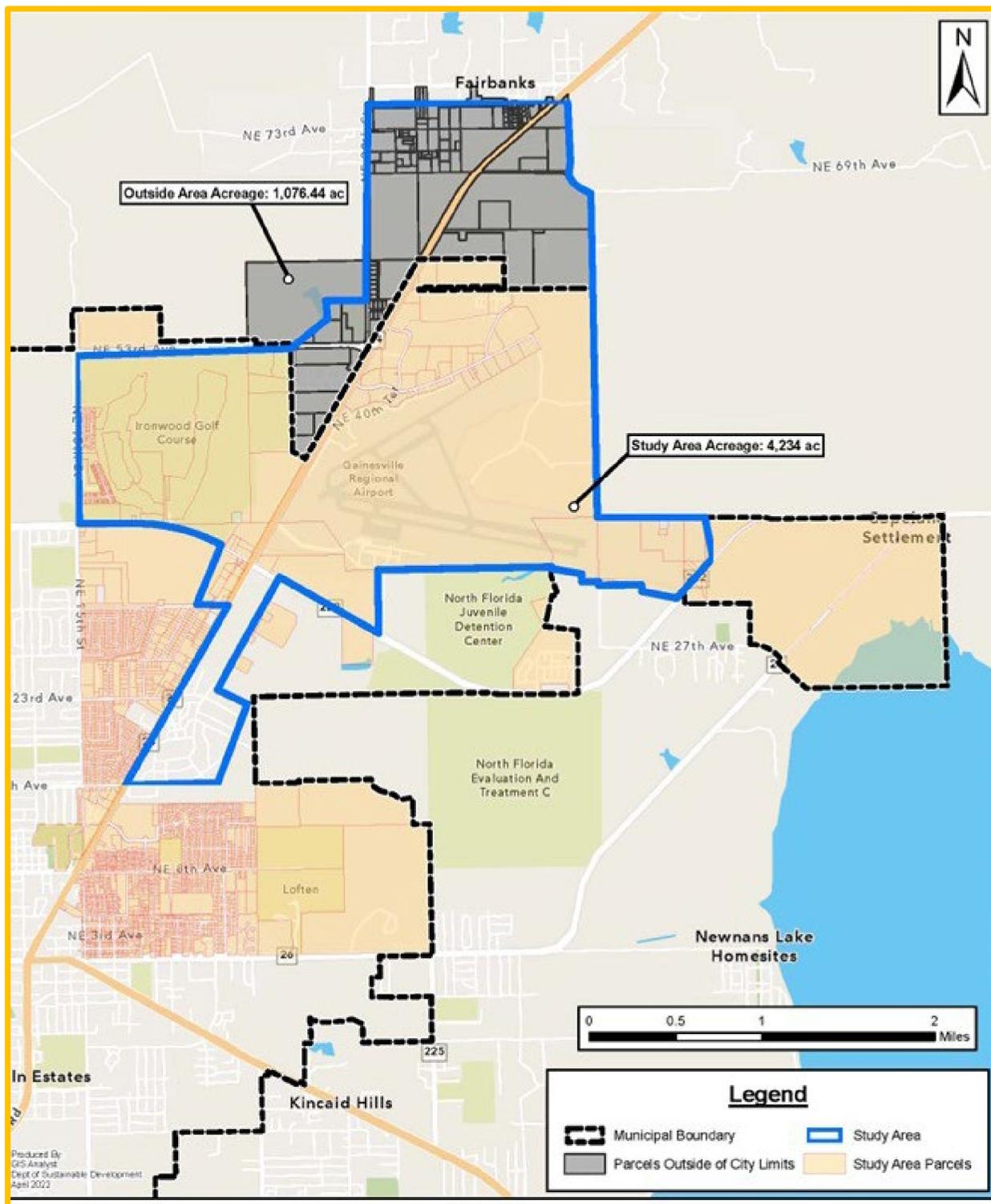
Holding land in a Community Land Trust can benefit the community by preventing displacement and promoting equitable development. They can also stabilize neighborhoods and foster a sense of ownership and empowerment among residents.

Should the Infill Lot located at 405 SW 5th Avenue be converted to a Community Land Trust?





# GNV Airport Gateway Project



## Project Overview

- Urban Land Institute Study in 2022
- Provide funding and create a strategic plan for the Airport Gateway
  - ✓ City and County funding available in FY2025
  - ✓ Establish steering committee for plan development
- Create economic development zone
- Create an “Economic Gateway Partnership.”
  - Public-private partnership;
  - Implement a master plan;
  - Conduct due diligence; and
  - Spearhead coordination, financing, & marketing.

# Recommendation

GCRA Staff to the City of Gainesville Commission:  
Hear the update and provide feedback.

