
AGENDA
Eastside Redevelopment Advisory Board
Thursday, December 17, 2009
6:00 pm
GTEC
2153 Hawthorne Road
Conference Room

- A. **ROLL CALL**
- B. **ADOPTION OF THE AGENDA**
- C. **APPROVAL OF THE MINUTES**
- D. **REQUEST TO ADDRESS THE BOARD**
- E. **COMMUNICATIONS**
 - 1) **Chair's Report**
 - 2) **Staff Report**

The communications section will be handled differently during these meetings. Instead of staff presenting each topic in sequence, members are given the opportunity to give comments or ask questions in an open format on any of the topics provided below;

Kennedy Homes – on this agenda

Southeast Gainesville Redevelopment Initiative – The item was approved by the City Plan Board and the City Commission has directed the City Attorney to prepare the adopting ordinance. CRA has expressed interest in coordinating with Planning and legal staff to finalize the wording of the document prior to its hearings before the City Commission.

Exterior Paint Program –on this Agenda

University Avenue Medians – Construction is completed on all nine medians between SE 15th Street and NW 18th Street

Cotton Club - Renovations at the Cotton Club are ongoing. CRA staff will continue to support the Cotton Club Museum and Cultural Center as it is needed.

- F. **OLD BUSINESS**

- 1) **ERAB Strategic Planning (B)**

..Explanation

The Redevelopment Plan is a very powerful visioning and policy tool, which, if structured properly, can provide great support for redevelopment initiatives. As the Redevelopment Plan requires updating related to the potential Eastside Redevelopment Area boundary expansion, the CRA will also use this opportunity to update the Plan to allow for more flexibility and to emphasize a more proactive and action-oriented approach to redevelopment/economic development in eastern Gainesville. The structure of the revised Redevelopment Plan is modeled

after the Fifth Avenue/Pleasant Street Redevelopment Plan. This Plan, was recently recognized by the American Planning Association as the best neighborhood planning initiative in the state, and it provides a good redevelopment framework. A copy of the revised draft Eastside Redevelopment Plan is attached as backup to this agenda

Once the Redevelopment Plan is complete, ERAB will go through the CRA's Strategic Planning process. Strategic planning is an important process that allows CRA board members and Staff to fully understand previous, current, and planned redevelopment initiatives, and how these projects relate to the goals outlined in an area's Redevelopment Plan.

..Fiscal Note

None at this time.

..Recommendation

CRA Staff to the Eastside Redevelopment Advisory Board: 1) Hear presentation from Staff; and 2) provide input

2) Project Update - Redevelopment of 1712 and 1714 Hawthorne Road – Review of Concepts (B)

..Explanation

On June 9, 2008 the CRA closed on the properties located at 1712 SE Hawthorne Road and 1714 SE Hawthorne Road. 1712 SE Hawthorne Road currently has a vacant 320-foot cement brick structure on the property. 1714 SE Hawthorne Road is vacant on 0.14 acre. The properties are zoned MU-1 (Mixed-use low intensity) which can include multiple uses, such as neighborhood shopping centers, eating places, apparel and accessory stores.

In October 2008, the CRA approved the concept of a small restaurant or diner for this site and general scope of an RFP to attract a business as a tenant.

In February 2009, Urban Studios was selected as the architects for the project. Urban Studios' fee is \$33,000 for design services, including Architectural, Mechanical, Electrical, Plumbing, Structural, Fire Protection, Civil Engineering, and Landscape Architecture.

Urban Studios has completed the initial site plan and building elevations.

Staff issued an initial Request for Proposals (RFP) on April 30, 2009 to solicit proposals from perspective business owners and/or entrepreneurs. The responses were due June 22, 2009 and no proposals were received. Staff is currently reviewing the RFP process and is working to secure a tenant through a competitive solicitation process concurrently while the building is under construction.

In November 2009 the CRA approved the Construction Guaranteed Maximum Price of \$330,734. BBI Construction Management will be the CM for the project, and we expect to break ground in January 2010.

..Fiscal Note

The Guaranteed Maximum Price of \$330,734 is currently funded in account number 621-W923-W110.

..Recommendation

CRA Staff to the Eastside Redevelopment Advisory Board: Hear presentation and provide feedback.

3) Eastside Fencing Projects Update (NB)

..Explanation

The CRA is assisting with improving fencing along major corridors in the Eastside Redevelopment Area. Originally the two projects entailed replacing the chain link fence along the Alachua County School Board bus depot property, which fronts SE Hawthorne Road and SE 18th Street, as well as replacing the perimeter chain link fence around the Lincoln Middle and Williams Elementary schools. After discussion with the School Board representative, CRA staff determined that the Lincoln Middle and Williams Elementary fencing should be the first project using CRA funds. There is a great need to replace these fences due to age, damage, and general disrepair.

Lincoln Middle and Williams Elementary School Project

The project consists of only the roadway frontage facing SE 11th Avenue, SE 15th Street and SE 7th Avenue and not the interior fencing. In October, CRA staff gave an update to the Eastside Redevelopment Advisory Board and summarized materials and an estimated cost of \$150,000. In early November, CRA staff met with the Parks, Recreation, and Cultural Affairs Department staff and Ed Gable with the School Board on site. There were concerns regarding the durability of aluminum fencing surrounding the soccer fields due to a perceived risk of maintenance issues and vandalism. Also, the School Board voiced reluctance to change out the chain link fencing along SE 7th Avenue due to its relatively recent installation. Because of these concerns, the Parks Department proposed that a mix of aluminum picket and new chain link comprise the new fencing. CRA staff does not support this idea and instead supports installing aluminum picket around the entire perimeter and purchasing spare sections in the event repairs become necessary. CRA staff will continue to work with the Parks Department and the School Board to move the project forward with the original all-aluminum proposal.

..Fiscal Note

\$65,000 is available in the Eastside Primary Corridors -15th Street Hardscape 621-W926-W125 account for the school fencing. The City Commission approved \$175,000 in Wild Spaces Public Places funding to Lincoln Park improvements, which is intended to be used for the fence project as well as improvements to the existing restrooms.

..Recommendation

CRA Staff to the Eastside Redevelopment Advisory Board: Hear update from staff.

4) Kennedy Homes Update (NB)

..Explanation

On May 28th, the CRA, as agent for the City of Gainesville, issued an RFP soliciting private-sector partners to participate in the redevelopment of the former Kennedy Homes site. The vision for this property is redevelopment into a mixed-income residential community. Final responses to the RFP were due October 28th, and no responses were received for the site. Current market conditions, particularly for residential projects, are extremely difficult; however the CRA is committed to pursuing a superior product for this site. The CRA will continue to pursue project implementation and will not compromise on issues of design, quality, or other key factors which will impact both the Kennedy Homes site and the surrounding community.

At this time, Staff will reconsider the approach to the project, the structure of the solicitation/procurement process, and the impact larger economic and market conditions. Staff will reformulate a strategy for pursuing project implementation and will bring the issue back to ERAB and the CRA at a later date.

..Fiscal Note

None at this time

..Recommendation

CRA Staff to the Eastside Redevelopment Advisory Board: 1) Receive update from staff; and 2) provide input as necessary

5) Exterior Paint Improvement Grant Program (B)

..Explanation

The Exterior Paint Improvement Program is a commercial component of the Façade Grant to promote the maintenance and restoration of the exterior of buildings in the Eastside Redevelopment Area. The Exterior Paint Improvement Program was established to encourage business owners and residential owner-occupied property owners to improve the exterior of their structures, thereby reducing blight conditions and improving the aesthetics of the community. The CRA used an outreach campaign for the façade Grant, which included a press release, flyers, and direct contact visits to each business. During the visits staff learned that many merchants did not own the building and were not ready financially to do a complete renovation of the façade. They were however, eager to do some improvements to the overall appearance of the building. The most effective impact was to apply a new coat of paint on the building. Staff felt that an exterior painting program would help assist the Eastside Redevelopment area to improve the physical condition of the buildings in the targeted corridors.

The CRA will allocate 75% of the cost up to \$7,500 per building for the Exterior Paint Program. The eligibility and requirements will be as follows:

- Two estimates from licensed and insured painters (Approved Vendor List) must be provided.
- Building owners must indicate paints colors for the exterior of the building and trim.
- Application will go the Eastside Advisory Board for approval.
- Reimbursement will be after the work is completed by showing proof that 75% of the work has been paid for.
- The Building must have no existing code violations.
- Target Corridors will be *Waldo Road to NE 16th Avenue, East University to NE 15th Street, East University to SE 15th Street, NE 8th Avenue to NE 25th Street.*

Staff believes that the Exterior Paint Improvement Grant will be an additional tool to help revitalize the target corridor areas. This grant will also fulfill one of the objectives and goals of the Eastside Redevelopment Plan, which is to improve community identity through a system of neighborhood identification and beautification at key entry points.

.. Fiscal Note

Funds for this program will be allocated out of W621-790-W901

.. Recommendation

CRA Staff to the Eastside Redevelopment Advisory Board: 1) Hear presentation from Staff; and 2) take action as necessary

G. NEW BUSINESS

1. Eastside Youth Triathlon (NB)

..Explanation

CRA staff has been asked to take a look at programs/projects that can make an impact within the City of Gainesville on tourism and the continued establishment of Gainesville as a destination City. The City of Gainesville has a long standing sport tradition; this tradition is embodied through our Youth, High school, and University athletic programs. Gainesville affords its residents and visitors the opportunity to take advantage of parks, running paths, bike trails, as well as many annual track and field events.

CRA staff would like to support the idea of hosting a Youth Triathlon on the Eastside (via MLK Center, Northeast Park). The triathlon will be open to youth ages 7-18, they will compete for prizes as well as the long term potential to qualify for a regional and national championship sanctioned by USA Triathlon. USA triathlon is the sanctioning authority for more than 2000 diverse racing events nationwide. On the developmental level USA Triathlon fosters grassroots expansion of the sport, which is facilitated by the sanctioning of age-group events and triathlon clubs.

CRA staff believes that East Gainesville's MLK complex and Northeast Park are great venues for fostering a relationship with the Triathlon community. The event has the opportunity to bring in between 200 – 400 participants which will lead to tourism dollars for the City and highlight the viability of the Eastside. Furthermore establishing a relationship with USA Triathlon can ensure that sanctioned events of this nature return to the City but specifically to the Eastside.

..Fiscal note

CRA staff will identify \$15,000 in available funds during the Amendatory Budget process to aid with the expense of hosting a Youth Triathlon.

..Recommendation

CRA Staff to Eastside Redevelopment Advisory Board: Approve sponsorship in the amount of \$15,000 to support the Eastside Youth Triathlon.

H. REPORT OF OFFICERS AND COMMITTEES

I. BOARD MEMBER COMMENT

J. PUBLIC COMMENT

K. ADJOURNMENT