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**AGENDA**  
**Eastside Redevelopment Advisory Board**  
**Thursday, August 20, 2009**  
**6:00 pm**  
**GTEC**  
**2153 Hawthorne Road**  
**Conference Room**

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**A. ROLL CALL**

**B. ADOPTION OF THE AGENDA**

**C. APPROVAL OF THE MINUTES** – February 19, 2009 & April 16, 2009 meetings.

**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 – The RFP has been issued. It will be “on the street” for 120 days.

Redevelopment of 1712/1714 Hawthorne Road – The RFP has been issued. Responses are due by June 22<sup>nd</sup>.

Potential Eastside Expansion Areas – ERAB will work with Staff to consider necessary changes to the Redevelopment Plan. This timeline coincides with Strategic Planning for the Eastside Area.

Southeast Gainesville Redevelopment Initiative – The SEGRI special area plan was not considered at the April 23<sup>rd</sup> meeting of the City Plan Board as Planning staff recommended continuing the items to a later date. Planning has not yet rescheduled these items on a City Plan Board agenda.

Cotton Club – Fundraising is underway, and a new roof has been installed

Eastside/5 Points Redevelopment Project – ERAB heard a presentation from Rodney Long Realty in October 2008 and received a detailed summary of the issue from Staff at the December 2008 and February 2009 meetings. ERAB has thoroughly discussed this issue, as requested by the CRA.

Exterior Paint Program- Staff will conduct an outreach program for potential applicants for the Exterior Paint Program.

University Avenue Medians– Garden World contacted CRA staff in May stating that it was having difficulties with its ability to perform under its contract. The CRA and Garden World mutually agreed to rescind the contract. No work was performed. The CRA is discussing the project with one of its construction management firms recently selected through a competitive qualifications based process. This delay affects construction of the nine medians, three of which are located in the Eastside Redevelopment Area.

CRA Office Building At a June 11, 2009 Owner/Architect/Engineer/Contractor meeting, the following schedule was agreed to by all parties:

Design Development: May 12 – June 30, 2009  
CRA Board Review Design Development: July 20, 2009  
60% Construction Documents: July 1 – August 17, 2009  
CRA Board Review 60% Plans: August 17, 2009  
100% Construction Documents: August 17 – October 19, 2009  
CRA Board Review 100% Plans: October 19, 2009  
Construction - Substantial Completion: November 2, 2009 – May 1, 2010  
Construction – Final Completion/Move-in: May 1 – May 31, 2010

The Construction Manager will prepare cost estimates at three distinct phases: 1) Design Development 2) 60% Plans and 3) 100% Plans. The cost estimate at 100% will be in the form of a Guaranteed Maximum Price. The designs and cost estimates will be reviewed with the CRA Board at 60% and 100% plans on August 17 and October 19, 2009 respectively.

CRA Sustainability Policy: Sustainability is an approach to redevelopment where providing for current well-being can reduce constraints on future generations to provide for their own quality of life. Its core values address social and economic equity as well as environmental responsibility. Last fall, CRA staff began to research sustainability policies from various organizations to identify workable models on which to base a CRA-wide policy. Staff has drafted a policy that contains guiding principles covering social, economic, and environmental areas and will initiate a dialogue with all four redevelopment advisory boards in order to receive suggestions and comments. The focus of these discussions is the guiding principles and not the implementation steps, which will be formulated separately as specified in the draft policy. Staff will return at the next meeting to initiate the discussion on the draft policy.

## **F. OLD BUSINESS**

### **1. FY2010 Budget – Eastside (B)**

..Explanation

Every September, the CRA Board adopts a budget for the next Fiscal Year. In preparation for budget adoption, each Advisory Board reviews a proposed budget and provides a recommendation to the CRA Executive Director that is then recommended to the CRA Board.

The budget is divided into five (5) general sections: 1) Revenues 2) Personal Services 3) Operating Expenses 4) Non-Operating Expenses and 5) Project Funding. Below are highlights from each section of the proposed FY2010 Budget for the Eastside Redevelopment Area:

#### 1) Revenues

For FY2010, Tax Increment funding for the Eastside Redevelopment Area is estimated to be **\$660,059**, an increase of 14% from FY2009. The unappropriated fund balance is \$26,022 as of the end of the 3<sup>rd</sup> quarter (June 30, 2009).

#### 2) Personal Services Expenses

Nine full-time employees are included in FY10, the same as FY09. CRA staff provides shared-support across all CRA redevelopment areas in the functional areas of planning, project management, engineering, development finance, and budgeting. A portion of each staff person's salary and benefits (i.e. Personal Services) is allocated to Eastside. For FY10, 11% of Personal Services will be allocated to Eastside, with the exception of the two Project Coordinators. The salaries for Project Coordinator – FAPS/Eastside (currently vacant) and Project Coordinator – Neighborhood Planning are allocated at 45% and 10% respectively because of the specific support provided by these positions.

The Eastside portion of the total proposed FY10 payroll expense is **\$102,307**, which includes CRA staff (9 full-time employees) and a portion of City Attorney (2 part-time) support.

### 3) Operating Expenses

The Eastside portion of the total proposed FY10 operating expense is **\$42,034**. Operating expenses cover general overhead expenses that are required to operate the CRA, including but not limited to travel, training, rent, telephone, office supplies, and an overhead allocation from City for shared support (HR, Payroll, Accounting, etc.).

The Payroll and Operating Expenses to Tax Increment ratio is 21.87%, which is a measure of how much Tax Increment funding is used for overhead, is below the self-imposed 25% threshold.

### 4) Non-Operating Expenses (Debt Service, Obligations to City of Gainesville and Tax Increment Financing)

The only Eastside-specific debt service is the outstanding note to the City of Gainesville for the old Tacklebox, site of the existing Gateway feature, for \$21,825. Additionally, there are transfers to the General Government fund in the amounts of \$1,230 and \$320 for the Other Post Employment Benefit Bond (OPEB) and Pension Obligation Bond (POB) respectively.

The Eastside total for non-operating expenses is **\$23,375**.

### 5) Project Funding

After payroll, operating expenses, and debt service, there is **\$518,365** available to appropriate for projects. See back-up for funding by project and a description of project.

#### ..Recommendation

CRA Staff to the Eastside Redevelopment Advisory Board: 1) Hear budget presentation from staff 2) provide input, and 3) approve FY10 Budget as present and modified, if applicable.

## **2. ERAB Strategic Planning (NB)**

#### ..Explanation

At a previous meeting, the Eastside Advisory Board discussed some of the recent redevelopment activities within the Redevelopment Area as well as the proposed expansions to the boundaries of the Eastside CRA. These potential expansions will require updates to the Eastside Redevelopment Plan. As mentioned at the time, Staff has developed a strategic planning process for the Redevelopment Areas, and this tool has already been applied in the College Park/University Heights and Fifth Ave/Pleasant Street Redevelopment Areas. 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.

The strategic planning analysis helps the CRA ensure it pursues an array of projects throughout a district which cover the breadth of the goals described in the Redevelopment Plan. It is also an important mechanism that helps the CRA establish a system for understanding, comparing, and prioritizing projects for implementation. Due to time limitations and recent quorum issues, the strategic planning process will be modified from the format originally discussed. However, strategic planning will still allow ERAB to identify and recommend pertinent updates to the Redevelopment Plan (which is open for revisions as part of the proposed boundary expansions to the district.) Strategic planning, coupled with the annual budgeting process, will also help evaluate and prioritize potential future projects as new opportunities become available. Finally, strategic planning will result in the creation of high level 3-year working plan/project schedule which will allow the CRA to allocate time, budget, and other resources in an efficient manner necessary to achieve the implementation of quality redevelopment projects.

#### ..Fiscal Note

None at this time.

..Recommendation

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

## **G. NEW BUSINESS**

### **1. Awards Recognition (NB)**

..Explanation

CRA Wins Planning Award

The Florida Chapter of the American Planning Association (FAPA) has awarded a 2009 APA Florida Project Award to the Gainesville CRA. The CRA will receive an Award of Merit for outstanding achievement in Neighborhood Planning for initiatives in the Fifth Avenue/Pleasant Street redevelopment area. In 2008, CRA staff worked extensively with the FAPS advisory board, other citizen groups, and the CRA Board to update and completely rewrite the FAPS Redevelopment Plan, which is the comprehensive vision for CRA activities in the area. With this guiding document complete, CRA staff next created and implemented a strategic planning process in order to link the Redevelopment Plan, project budgeting process, and project management into a holistic framework allowing for timely and efficient implementation of redevelopment projects. The strategic planning process, which is currently being implemented in all four Gainesville CRA redevelopment areas, provides an evaluation methodology for considering potential projects and allows visibility into the implementation of the Redevelopment Plan. FAPA has recognized both the FAPS Redevelopment Plan and the Gainesville CRA's strategic planning process as exemplary and innovative achievements which contribute to the field of planning and which provide practical transferability to other municipalities. The award highlights a standard of excellence in planning, community participation, and project implementation at the Gainesville CRA, and recognizes the CRA's unwavering commitment to identify and pursue quality projects that cover both the full physical extent of a Redevelopment Area as well as the breadth of objectives outlined in the Redevelopment Plan.

Eastside Gateway Recognized

The Gateway project has been featured in an article in Landscape Architecture & Specifier News, a prominent industry publication within the landscape architecture field. The article recognizes the CRA's transformation of a dreary site suffering from accessibility, regulatory, and environmental obstacles into a prominent and beautiful neighborhood feature. The landmark serves as a gateway to eastern Gainesville, and as a balanced counterpart to an existing gateway feature located on West University Avenue. Additionally, this initiative incorporated other CRA projects such as undergrounding overhead utilities, replacing worn lighting fixtures with high-quality decorative street lighting, and installing newly landscaped street medians. A simultaneous FDOT roadway resurfacing provides added visual impact. The finished product lends prominence to eastern Gainesville and is indicative of exciting opportunities to come.

..Fiscal Note

None at this time

..Recommendation

CRA Staff to the Eastside Redevelopment Advisory Board: 1) Receive updates from Staff

### **2. Eastside Fencing Projects (B)**

..Explanation

The CRA is assisting with improving fencing along major corridors in the Eastside Redevelopment Area. The first project is replacing the chain link fence along the Alachua County School Board bus depot property, which fronts SE Hawthorne Road. The second project is replacing the perimeter chain link fence around the Lincoln Middle and Williams Elementary schools. There is a great need to replace these fences due to age, damage, and general disrepair. Replacement will improve the appearance of the targeted corridors.

*School Board Bus Depot*

The fence project along the Hawthorne Road side of the bus depot is a continuation of improvements initiated by the CRA such as the Eastside Gateway, medians landscaping, and redevelopment of the Hawthorne Road property. Staff is working with the School Board to remove the existing, unpainted chain link fence and install a decorative product that enhances the aesthetics of the property viewed from the roadway. The approximate length of the fence is 650 linear feet. Staff discussed the fence with the head of School Board facilities, whose preference is for an 8 foot high, black chain link fence with views into the property interior and a curved top for security. CRA staff favors an aluminum picket design instead of chain link. Staff and the School Board need to resolve the design before obtaining bids. Landscaping could also be added along the roadway to further enhance the fencing. The CRA project number is CDEX-01.05-SC-9999.

*Lincoln Middle and Williams Elementary School Project*

The CRA is assisting the City Parks, Recreation and Cultural Affairs Department to replace the existing 6 foot tall, unpainted chain link fence along the property facing SE 11<sup>th</sup> Avenue, SE 15<sup>th</sup> Street and SE 7<sup>th</sup> Avenue. The project consists of only the roadway frontage and not the interior fencing. All of the property belongs to the School Board. The existing fencing is damaged in some areas and in others it is overgrown with vegetation. Along SE 15<sup>th</sup> Street north of the park entrance, trees and shrubs will inhibit replacing the fence along the original line. This significant vegetation (various palm trees) will need to be removed in some areas. An alternative is to offset the fence approximately 10 feet to the west to simplify installation. Apparently, little to no maintenance occurs along the fence line. All Florida Enterprises submitted price quotes to the City Parks Department in December 2008. Quote #1 was \$45,000 for 6 foot tall black vinyl chain link fencing. Quote #2 was \$133,400 for 6 foot tall black aluminum fencing with pickets. Both quotes include the cost of demolishing and disposing of the old fence. Additional materials are being reviewed and bids will need to be obtained for the materials the advisory board chooses. The CRA project number is ERAB-09.05-SC-9999.

..Fiscal Note

The proposed Fiscal Year 2010 budget includes \$45,000 for the Bus Depot-Hawthorne Road fence project. The proposed budget also includes \$65,000 for the Lincoln Middle and Williams Elementary School project.

..Recommendation

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

**H. REPORT OF OFFICERS AND COMMITTEES**

**I. BOARD MEMBER COMMENT**

**J. PUBLIC COMMENT**

**K. ADJOURNMENT**