
MINUTES
Eastside Redevelopment Advisory Board
Thursday, December 18, 2008
6:00 pm
GTEC
2153 Hawthorne Road
Conference Room

A. ROLL CALL

Chairman Filer called the meeting to order at 6:05 pm.

Members Present

Cindy Campbell
Vivian Filer
Noah Shitama
Mark Stowe

Members Absent

Mary Rhodes
Byron Harper
Juanita Miles-Hamilton

Staff Present

Stephanie Seawright
Sharon Dixon
Anthony Lyons
Kelly Fisher
Stephanie Seawright
Diane Bennett

Guests

Eric Wild
Rodney Long
Diyonne McGraw
Mark Glaeser
Sonjie Glaeser
Michael Jordan

B. ADOPTION OF THE AGENDA

The Board unanimously approved the motion made by Member Stowe, seconded by Member Campbell.

Recommendation: Adopt the Agenda as presented.

C. APPROVAL OF THE MINUTES – October 30, 2008

The Board unanimously approved the motion made by Member Campbell, seconded by Member Shitama.

Recommendation: Approve the Minutes for October 30, 2008 as presented.

D. REQUEST TO ADDRESS THE BOARD

Mr. Lyon introduced Mr. Eric Wild, Chairman of the College Park University Heights Advisory Board to the board.

E. COMMUNICATIONS

1. **Chairs Report** - None
2. **Staff Report** –

Southeast Gainesville Renaissance Initiative – The City accepted the Special Area Plan from consultants at the May 12th City Commission meeting. CRA Staff has met with the City's Community Development Dept. and the City's Attorneys to finalize the document in order to begin the process of incorporation into the Land Development Code. This issue will go before the City Plan Board in February 2009.

Kennedy Homes – Staff is finalizing the RFP for publication, and plans to issue the document once an option agreement between the City and the CRA is finalized. Along with the release of the RFP, the CRA is planning a targeted marketing strategy aimed at attracting top caliber respondents.

Cotton Club – The City Commission will be holding a hearing to modify the permitted uses of the PS (public services and operations district) zoning for the Perryman Grocery Store to Restaurant and Café. A marketing plan has been developed for the "Cotton Market Place" which will include a farmer's market, crafts and ethnic foods.

Exterior Paint Program- Staff will conduct an outreach program for potential applicants for the Exterior Paint Program. Implementation of the Exterior Paint Improvement Grant Program will begin in January 2009.

Eastside Gateway – The construction of the Gateway is underway; the completion date is spring 2009. Board members wanted to make sure that a ribbon cutting ceremony occurs for the Gateway.

1712 and 1714 Hawthorne Road –A business recruitment track is in progress which includes issuing a Request for Proposals to attract successful existing businesses that are looking to expand or entrepreneurs that have new business ideas.

Potential Eastside CRA Expansion Area – On January 15, 2009, the City Commission will receive blight finding reports on three potential expansion areas that are adjacent to the existing Eastside Community Redevelopment Area. Should the Commission adopt a resolution finding slum and Blight in any of the areas, the CRA could, at its February meeting, consider amending the Eastside Redevelopment Plan to accommodate the areas.

F. OLD BUSINESS

1. East Gainesville Redevelopment

As the board learned at a previous meeting, this item relates to 25 properties located within the Plan East Gainesville context area and in the vicinity of the new Eastside Gateway (currently under construction.) The properties in question are owned by a variety of parties, and recently some of the property owners decided to sell the land/buildings. The various property owners have engaged Rodney Long of Rodney Long Real Estate of Gainesville, Florida as their agent and broker in this endeavor.

This item was presented to the CRA on September 15, 2008; the CRA referred the topic to the Eastside Advisory Board for review and discussion, and the board heard a presentation from Mr. Long at the October 2008 meeting. At that time, the board requested Staff conduct an analysis into the issue in order to provide more detailed information to the board a later date.

Staff analyzed the issue and examined items such as planning issues, financial considerations, site assessments, etc. Staff presented its findings to the board at the December 18th meeting. After a lengthy discussion the Board determined that they would like to receive more information in order to make a decision. The Board asked staff to review any issues that need to be clarified and report back to them at the next board meeting. The Board was apprised that no formal decision on the properties needs to be made before March 2009.

2. Southeast Gainesville Renaissance Initiative (SEGRI)

The Southeast Gainesville Master Plan was developed in 2007 to serve as a strategic framework for Southeast Gainesville. The majority of the Southeast Gainesville Renaissance Initiative (SEGRI) area is within the Eastside Redevelopment Area. The SEGRI Master Plan implementation will focus on attracting developers to the area and creating high quality urban design. The Special Area Plan (SAP) will likely prohibit certain uses such as liquor stores, and will set standards for urban design. The City accepted the Special Area Plan from WilsonMiller consultants at the May 12, 2008 City Commission meeting. Staff has met with the City's Community Development Department and the City's Attorney's office to finalize the document in order to begin the process of incorporation into the Land Development Code. The City of Gainesville Planning Department has informed CRA staff that the issue will go to the City Plan Board in February 2009. This is the first of a number of meetings required to have the plan included into the Land Development Code.

The SEGRI Master Plan set forth six-focus sites which could potentially function as catalysts for development and redevelopment. One of the potential sites, the former Kennedy Homes property, is owned by the City of Gainesville, and is therefore able to progress towards redevelopment. The site will be developed as a mixed-use residential community. The CRA has authorized staff to act as the agent for the City, in the Request for Proposal process and redevelopment efforts and recommended the City Commission also affirm this authorization. The RFP is in the final stages of legal review and will be finalized for release shortly. Along with the release of the RFP, the CRA is planning a targeted marketing strategy aimed at attracting top caliber respondents.

The SEGRI Master Plan also incorporated several redevelopment initiatives and infrastructure improvements that the CRA has targeted within the Eastside Redevelopment Area. The CRA has implemented several incentive programs that will also aid in the redevelopment Initiative of the Eastside Redevelopment Area.

The Cotton Cub Project although not specifically discussed in the SEGRI master plan, is vital to the community. The CRA is committed to the restoration of the historic Cotton Club Cotton and the Perryman's grocery store. The Cotton Club is going through an amendment to the PS zoning to accommodate the Perryman's grocery store and the Cotton club Framer's Market.

The CRA will implement several of the strategies as outlined in the SEGRI master plan. The Eastside Redevelopment Advisory Board and the CRA unanimously approved the Eastside Redevelopment budget for fiscal year 2009, which allocated new fencing to replace the existing fencing that surrounds Williams Elementary and Lincoln Middle School with a black chain link fence. The Alachua County school bus storage facility located north of Hawthorne Road can also be aesthetically pleasing with added shade trees, and shrubs to conceal the chain link fence. Staff will be implementing these improvements in fiscal year 2009. Other potential projects are Streetscape improvements of roadway corridors.

G. NEW BUSINESS

1. 2007 Eastside Existing Commercial Building Façade Grant Program (B)

Staff gave an overview of the Eastside Existing Commercial Building Façade Grant Program. This program is a competitive, 50% matching grant program that is designed to encourage reinvestment in building facades, specifically those located on highly visible target corridors within the Eastside Redevelopment Area. Applicants must commit to expending (at a minimum) a cash match equal to the grant's funds sought in the application. Key criteria are as follows:

- Repairs/upgrades to the façade must be visible from the building's exterior, and maintenance items are not eligible for grant funds.
- Building owners or business owners occupying storefronts in an eligible building who have written approval from their building owners are eligible to apply.
- Buildings can be located anywhere in the district.

Each storefront is eligible for up to \$5,000 in reimbursable grant funds; buildings with multiple storefronts are eligible for up to \$10,000. The application cycle for the 2007 Eastside Existing Commercial Building Façade Grant Program will commence on January 5, 2008 and end on February 2, 2009 at 5:00 PM. Staff will evaluate the applications against the criteria's listed in the façade program and award points based on the applicant's application. Staff will make recommendations to the Eastside Redevelopment Advisory Board, which shall approve, disapprove, or modify the recommendations. The Board reserves the right to reject grant applications that is in its view, propose inappropriate colors or designs.

H. REPORT OF OFFICERS AND COMMITTEES

No report

I. BOARD MEMBER COMMENT

None

J. PUBLIC COMMENT

None

K. ADJOURNMENT –8:30 pm.