
AGENDA
SPECIAL MEETING
Fifth Avenue Pleasant Street Redevelopment Advisory Board
Thursday, December 16, 2010
5:30 pm

CRA Office
802 NW 5th Avenue, Gainesville, FL 32601

A. ROLL CALL

B. ADOPTION OF THE AGENDA

C. REQUEST TO ADDRESS THE BOARD

D. COMMUNICATIONS

1. Chair's Report
2. CRA Staff Update

E. OLD BUSINESS

1. Legacy Project Update (B)

..Explanation

CRA staff presented an update at the June CRA meeting. Since that time, the project has reached three significant milestones.

Interpretive Plan:

In June, the CRA contracted with Synergy Design Group to develop a guiding framework for creating the content and design direction for the Heritage Trail and the A. Quinn Jones House. This framework, or interpretive plan, is necessary to ensure that the content has a clear purpose and creates a meaningful experience. Earlier this summer, the CRA reviewed an interim draft with the FAPS advisory board. In early December, Synergy submitted its final draft, which includes comments from members of the community, University of Florida and Alachua County School Board. The plan is structured around creating a visitor experience that tells a complete story about the untold legacy of A. Quinn Jones and neighborhood residents. The introduction to this legacy begins with acquainting visitors with the people from the FAPS area and their personal triumphs and setbacks that illustrate important themes such as education and civil rights. An important thread is connecting these experiences to the broader scope of American History, so that they appear in the proper context. It was apparent from the information gathering phase that there are many different kinds of stories, and so their presentation will inform visitors of the different perspectives behind them. These are some of the guiding principles and connecting them all is the need to ensure that the information presentation in the exhibits is current, accurate and balanced. Synergy has created a concept for the A. Quinn Jones House and property with a view that it could become the trail head for the Heritage Trail. The concept includes in addition to the house a small parking area to the west and an outdoor gathering space that could be developed on the vacant parcel located to the east of the house. The house layout envisions a visitor experience that begins at the front of the house with an orientation area that includes historical background presented on digital- and traditional displays. Visitors then proceed to the next room and experience interpretive themes that organize the personal narratives into broad categories. An interactive map of the FAPS neighborhood orients visitors to significant sites and events that were identified during the information gathering interviews. The next room features an introduction to the families and individuals whose narratives form the backbone of the project. This room connects visitors to the different perspectives, triumphs and struggles to engage their own thinking about life in the FAPS neighborhood during the especially difficult times of reconstruction, segregation and the civil rights era. After having gained perspective, visitors enter the A. Quinn Jones room that features exhibits that highlight the educator's journey from rural farm worker to creator and principal of Lincoln High School. Some of his possessions will be featured to illustrate his character and views on education. Synergy envisioned that the house will contain a small theater and oral histories recording station. This feature will make it possible for these stories

to be shared to a broader public audience and to create new ones. Just before exiting the museum, people will be prompted to develop their own personal challenge for self-improvement and service to the community. This ambitious program is proposed for development within the existing building footprint. Synergy is developing cost estimates for the museum, which will be made available soon. In September, CRA staff met with the State Historic Preservation Office (SHPO) to discuss the project and receive feedback. The SHPO staff was very supportive of the approach that focuses on the interpretation of personal narratives in a historical context in contrast to a house museum concept that emphasizes objects only. The CRA will continue to coordinate with the SHPO as the project moves forward.

Capital Campaign:

CRA staff has determined that the best way to fund the house and exhibit design, trail design and construction of both projects is through a capital campaign. The kickoff for the campaign is being planned for late January 2011. Staff is preparing a list of donors and the campaign structure which will include a dedicated CRA account that can receive donations. The donated funds are necessary to move the next stage of design forward. Staff is working with the Legal and Finance Departments to establish accounting procedures for donated funds.

Land Use Change and Rezoning:

The current land use and zoning categories of the A. Quinn Jones House are residential. CRA staff has submitted an application to the City of Gainesville to change the land use to Public Facilities and zoning to Public Service in order to develop the site for into a public museum. CRA and City staff are currently in discussions regarding the application.

Schedule:

Start Capital Campaign – First quarter 2011

Complete land use and zoning change – Second quarter 2011

End Capital Campaign – Third quarter 2011

Begin phase 2 design phase – Third quarter 2011 as funding allows

..Fiscal Note

There is \$31,133 unobligated in the Heritage Trail account #613-W541-W140 and \$33,025 unobligated in the A. Quinn Jones House Phase 1 account #613-W520-293.

..Recommendation

Executive Director to the CRA: 1) Here presentation from staff and give feedback as needed.

F. NEW BUSINESS

No new business

G. REPORT OF OFFICERS AND COMMITTEES

H. BOARD MEMBER COMMENT

I. PUBLIC COMMENT

J. ADJOURNMENT