
**AGENDA
(AMENDED)
Eastside Redevelopment Advisory Board
Thursday, April 17, 2008
6:00 pm
GTEC
2153 Hawthorne Road
Conference Room**

A. ROLL CALL

B. ADOPTION OF THE AGENDA

C. APPROVAL OF THE MINUTES - October 18, 2007 meeting.

D. REQUEST TO ADDRESS THE BOARD

E. COMMUNICATIONS

- 1) **Chairs Report**
- 2) **Staff Report**
- 3) **CRA and Project Update**

CRA Annual Report – The CRA report for FY 2007 has been published. Copies have been already been delivered to taxing authorities and CRA Board Members; Advisory Board members will receive copies of the report enclosed with the agendas for the regularly scheduled April meetings.

The Renaissance Lights on University from Waldo to SE 15th Street –The Department of Transportation has approved the variance from GRU for the placement of additional lights on East University Avenue. DOT was requiring additional foot-candles for the roadway, which resulted in ordering longer arms for the Renaissance lights. The longer 6ft arms for the lights are on order. Once the arms shipment has arrived, the crews will construct the lights, arms, and poles in the yard of GRU and then install them in the field as one piece.

Cotton Club. A General Contractor has been hired and rehabilitation has begun on the foundation of the hall. Civil and Geotechnical studies have begun, and one of the shotgun houses is being used as the temporary construction office. The rehabilitation effort is to take place in three phases, stabilizing the main building, rehabilitate surrounding shotgun houses and grocery store. A fundraiser is being held April 24, 2008 at the Florida Museum for Natural History.

Eastside Gateway Project - The Purchasing Department has issued the Invitation to Bid for the construction drawings for the Gateway. Responses were due on April 10th. CRA staff is expediting this project so that the contractor can be issued the notice to proceed within 30 days of selection. FDOT has agreed to close obsolete driveway ramps around the project site. The existing sidewalks are shown as remaining in the plans.

G. OLD BUSINESS

1. SEGRI Special Area Plan & Kennedy Homes (B)

..Explanation:

Progress continues with the SEGRI Special Area Plan (SAP.) Wilson-Miller has received much input from neighborhood leaders, local residents, CRA Staff, and City officials. Using this information, Wilson-Miller crafted a draft SAP document for the SEGRI area. The SAP will function as a zoning overlay district. It is designed to transition the SEGRI vision from a conceptual plan into a valid regulatory tool that will require a high quality for development and redevelopment projects in southeast Gainesville. Once finalized, the SAP will be submitted to the City for potential inclusion in Gainesville's Land Development Code. In keeping with the SEGRI tradition, development of the SAP has been an iterative process that has relied heavily on the involvement of City Staff, CRA Staff, neighborhood leaders and residents. A draft document, created via input from neighborhood leaders, City Staff, and CRA staff was presented to stakeholders during a well-attended public workshop on February 13th. After receiving additional input at the workshop, consultants at Wilson-Miller again revised the SAP and have provided CRA staff with an updated document, which is currently undergoing review.

While SEGRI Master Plan outlines specific design criteria and offers suggestions for potentially feasible uses for each Focus Site, the SAP will not be able to mandate precise uses for specific properties within the SEGRI area. However the SAP will include regulations related to urban design, building orientation, architectural standards, and general prohibited uses. The overlay will provide a regulatory toolset that will oblige development within the study area to adhere to the guiding principles behind SEGRI. It is envisioned that resulting development will be high quality projects that are sensitive to the existing neighborhoods, oriented to the human scale, and engaged with the public realm. While the special area overlay will be an important component of the development review process in southeast Gainesville, particular care will be taken to prevent regulations in the area from becoming too complex or confusing. The goal of the SEGRI process is not to hinder redevelopment in the study area, but rather to enhance it. To this end, Wilson-Miller's services will involve linking the new overlay to existing regulations in a cohesive, uncomplicated, straightforward manner.

In addition to the overlay, the other major component of SEGRI implementation relates to the Kennedy Homes site. In keeping with the findings of the SEGRI Master Plan, Staff plans that the site will be redeveloped as mixed-income community. Homes will be priced in a "ladder" structure, with many different price points available in order to further develop and foster a well-rounded, diverse, and sustainable community. The development may include a variety of housing opportunities, such as freestanding single family homes, attached single family townhouses, and walkup apartments over retail. High quality design will also be an important component of the finished product. Staff has reviewed RFP's from other municipalities who have developed similar mixed-income communities, and is currently drafting a scope for this project that will be used in soliciting developers. Staff anticipates presenting a redevelopment strategy for the former Kennedy Homes site to the CRA Board in May.

.. Fiscal Note

The CRA approved funding for the SEGRI special area overlay at a cost not to exceed \$20,000, budgeted in account 621-790-W920-5520

..Recommendation

CRA Staff to East Gainesville Redevelopment Advisory Board: 1) Hear presentation from Staff; and 2) Approve moving forward with the Special Area Plan

1. Façade Grant Program (NB)

..Explanation

The original submission date for the Façade Grant for the Eastside Façade grant program was October 1, 2007. Staff felt that additional time was needed to implement the program and provide business owners ample time to complete the application and obtain a contractor: and plans for the façade grant. To date, the CRA did not receive any application for the program, but did receive interest in the program. One of the issues raised by business owners was that they did not own the building. They were willingly to submit an application for paint, improvement of the parking lot, and improvements to signs for the business. Staff recommends that we begin to implement the Exterior Paint Program, and sunset the Façade Program until the end of the fiscal year.

..Fiscal note

The Eastside has \$30,047 available for Façade Grants in account # 621-790-W901-5520-8900.

..Recommendation

CRA Staff to East Gainesville Redevelopment Advisory Board: 1) Hear presentation from staff and 2) Approve sunset of the Façade Grant program.

2. CRA Streetscape Design and Technical Standards Revisions (B)

..Explanation

The CRA Streetscape Design and Technical Standards were originally prepared by Bellomo-Herbert in 2003 to unify streetscape reconstruction throughout the redevelopment districts by specifying items such as paving patterns, street furniture, and landscaping from a common palette of materials. The streetscape standards have been implemented in such places as SW 2nd Avenue in the Downtown District, on West University Avenue in the College Park University Heights District, and at the new Wal-Mart Supercenter in the Eastside District. Observation of the constructed streetscapes prompted staff to consider revisions to the standards to improve the quality of the design and materials used in future projects. Staff explained the need for revising the standards to the four advisory boards, and in May 2007, the CRA authorized the expenditure of \$8,000 for Bellomo-Herbert and Company to perform the revisions. The Eastside Redevelopment Area contributed \$2,000 toward this effort.

The revisions include switching concrete pavers for clay brick pavers on all streetscapes, changing accessible curb ramp designs to match Public Works specifications, changing paving patterns, resolving conflicts where two different streets intersect, changing waste receptacles and bike racks, adding a section on fencing, and general improvements to the document's organization.

In each of the four redevelopment districts, the main corridors are organized into various categories according to the uses that adjoin them. These main corridors are the roadways that will receive particular emphasis through the implementation of the streetscape standards. Minor neighborhood streets that are primarily residential in nature are not identified for receiving the streetscape standards. In the Eastside Area, East University Avenue and SE Hawthorne Road are designated "Primary Corridors" and NE 8th Avenue and NE 12th Avenue are designated "Mixed Use Corridors". It should be noted that portions of NE 12th Avenue were reconstructed by Wal-Mart this summer using the existing concrete paving standards.

To assure that consistency in streetscape construction is attained, Bellomo-Herbert advised CRA staff that the CRA request that the City incorporate the streetscape standards into the Gainesville Land Development Code. The mechanism for implementation would be to require the developer of a redevelopment site or any publicly funded project located on any one of the designated streets in the standards, not just CRA-funded projects, to enhance the streetscape. The type of redevelopment that would be required to construct the standards still needs to be defined. The change to the Land Development Code would need to pass legal review and adoption of an ordinance by the City Commission.

CRA staff has conducted research regarding how a mandated streetscape program might be implemented. Several U.S. cities have programs such as Portland, Oregon and Sacramento and Sunnyvale California. Some of these programs require developments of a certain size to contribute to streetscape construction in an amount tied to a percentage of new construction value or building square footage. The CRA Attorney has recommended that the City could regulate streetscape construction through existing concurrency regulations in the Land Development Code by requiring projects of a minimum value or area to contribute to a special fund dedicated solely to streetscape enhancements. The level of contribution would be scaled to the size of the project. The fund could also accept contributions from CRA or City funds to match the private contributions to further the extent of streetscape construction. The CRA attorney strongly advised that the City, not CRA, assume the task of developing the regulatory mechanism, while the CRA focus its efforts on revising the streetscape standards and areas where they are to be applied. Once the standards are revised, the CRA will review and adopt them, and then request that the City Commission direct the City Attorney and Planning staff to pursue implementation by modifying the Land Development Code to

recognize the standards, which requires review by the City Plan Board and adoption by ordinance of the City Commission.

CRA staff has reviewed the draft revisions and changes have been made on the document. The proposed changes will need to be reviewed and approved by each advisory board prior to submittal to the CRA for formal approval.

.. Fiscal Note

Fiscal note: Each of the four redevelopment districts has received a staff report on this project and budgeted \$2,000 in the 2006-2007 amendatory budget for the Bellomo-Herbert and Company contract.

..Recommendation

1) CRA Staff to Eastside Redevelopment Advisory Board: Review the draft streetscape standards revisions and approve changes for submittal to the consultant, Bellomo-Herbert; and 2) Eastside Redevelopment Advisory Board to CRA: Request that CRA request the City Commission to refer the CRA Streetscape Design and Technical Standards to the Gainesville Plan Board for incorporation into the Gainesville Land Development Code by ordinance of the City of Gainesville.

3. West University Avenue Medians (B)

..Explanation

Zamia Design Landscape Architecture has re-designed three existing planted medians near the intersection of East University Avenue and SE Hawthorne Road in the Eastside District. Zamia has also redesigned five medians in the CPUH district on West University Avenue. The scope of work includes design, construction documents, irrigation system feasibility, and construction observation.

The plant materials consist of ground covers, shrubs, and trees from a palette of plants that has been used in other medians near downtown. The design plans and specifications have been discussed with FDOT representatives and their review is still in progress. The plans have also been reviewed with Parks and Recreation staff.

Zamia also prepared an irrigation feasibility study (included in backup) to identify viable strategies for supplying irrigation water to the landscaping on a cost effective and sustainable basis. Irrigation of the landscape plants will be needed to establish them for at least 6 months, followed by watering only during times of low rainfall such as during the winter months. Currently, none of the medians has an irrigation system in place. The three medians appear to have water supply lines available but no meter boxes, according to GRU documents. Zamia identified three irrigation options, as follows, 1) Permanent irrigation system supplied by City potable water; 2) Permanent irrigation system supplied by water truck; and 3) Establishment of plants by hand watering from water truck (no irrigation system installed). Option 1 has the most expensive capital costs and uses potable water, but has advantages over the others in that it minimizes safety concerns, requires no lane closures to deliver water to the site, and has low recurring costs. Options 2 and 3 both have the flexibility to use reclaimed water, a resource that is readily available via transportation by water truck. Option 3 would require more manual labor and would also create an increased potential for traffic interruption, but not require maintenance of an irrigation system. Options 2 and 3 have low capital costs but the recurring costs to deliver water could become expensive over time. Another downside of Options 2 and 3 is that both consume additional energy arising from the deployment of a delivery truck for each watering event.

In consideration of the options presented, CRA and Parks and Recreation staff recommend Option 1, permanent irrigation system supplied City potable water. The recommendation is based on the anticipated reduced traffic safety risk, ease of operation, low recurring costs, low impact to City staff, and no additional energy consumption. The College Park University Heights board approved the same option in December 2007. While the use of non-potable water for irrigation is desirable, it is not feasible at this time. In light of this situation, the design of the irrigation system will include equipment that minimizes water usage such as weather gauges and low flow emitters. Zamia Design is proceeding with design of the irrigation system.

Staff anticipates that the design will be finished in April and the project can be bid soon after. Construction is anticipated this summer pending FDOT approval.

..Fiscal Note

The Eastside currently has budgeted \$ 154,817 in the East University Avenue Median account (621-790-W914-5520)

..Recommendation

CRA Staff to East Gainesville Redevelopment Advisory Board: Hear brief staff presentation.

H. NEW BUSINESS

1. Exterior Paint Improvement Grant Program (B)

..Explanation

The Exterior Paint Improvement Grant 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 Grant is designed to encourage business and residential owners along the targeted corridors, the financial opportunity to invest in the appearance of their building. 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 Exterior paint Improvement Program is a 75%/25% matching grant of up to \$7,500 per building. The eligibility and requirements will be as follows:

- Two estimates from licensed and insured painters 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.
- A non-competitive program, application process will cease when funds are depleted; until the annual allocation of tax increment funds are available.
- 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

The Façade Grant Program funds are budgeted in account 9999-621-W901-8900. As of April 15, 2008, \$30,047 of unencumbered funding is available.

..Recommendation

CRA Staff to the East Gainesville Redevelopment Advisory Board: 1) Hear presentation from Staff and 2) Approve implementation of the Exterior Paint Program.

2. 1712 SE Hawthorne & 1714 SE Hawthorne Road (B)

..Explanation

The Community Redevelopment Agency is committed to the economic growth and vitality of East Gainesville. The area has significant potential for redevelopment and opportunities for new development. One of the many proposed development plans is the Southeast Gainesville Renaissance Initiative (SEGRI), which was created as a vehicle to rejuvenate the area and create new mixed-income housing. The redevelopment of this site will attract new public and private investments, attract new residents and businesses, and ensure long-term stability of the community and generally assist in the overall implementation of the SEGRI Plan.

The Hawthorne Road Corridor has an excellent potential for commercial office and mixed-use development along this major arterial road. Hawthorne Road (SR 20) forms the eastern entry to the East Gainesville Area. The construction of the Gateway, with the addition of the streetscape improvements from East University to SE 15th Street, will add aesthetically appealing street and lights in the area. The corridor also has the potential for mixed-use for small business uses, such as restaurants, general retail, or clothing stores.

One of the frameworks for redevelopment is land acquisition. Staff is proposing the purchase of 1712 SE Hawthorne Road and 1714 SE Hawthorne Road. 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. 1712 SE Hawthorne Road has a 320-foot cement brick structure on the property. 1714 SE Hawthorne Road is vacant (commercial use) on 0.14 acre. The CRA will purchase and renovate the property in a manner consistent with the goals and objectives of the Eastside Redevelopment area. The CRA will use this site as a catalyst for a small business incubator.

..Fiscal Note

In the FY2008 2nd Amendatory Budget approved by the CRA on 3/17/2008, \$36,874.69 was budgeted for property acquisitions 9999-621-790-W919-6010 can be used for this purchase. There is \$8316.57 unencumbered balance available in account 621-W905 (Capital Projects) that could be used. Additionally, there is \$150,241.96 budgeted in account 621-W914 for University Ave Medians. \$20,000 of this budget can be re-allocated to 9999-621-790-W919-6010 (Acquisitions) for the balance of the purchase price, document stamps and recording fees, not to exceed a total of \$65,000.

..Recommendation

CRA Staff to East Gainesville Redevelopment Advisory Board: 1) Approve the purchase of the property located at 1712 SE Hawthorne Road and 1714 SE Hawthorne Road for a purchase price and associated recording fees not to exceed the amount of \$65,000; with a contingent contract for sale and purchase upon approval from the CRA board; 2) approve the transfer of \$28,316.57 from accounts 621-W905 and 621-W914; and 3) authorize the Executive Director to execute all necessary documents.

I. REPORT OF OFFICERS AND COMMITTEES

J. BOARD MEMBER COMMENT

K. PUBLIC COMMENT

L. ADJOURNMENT