
AGENDA
Eastside Redevelopment Advisory Board
Thursday, June 19, 2008
6:00 pm
GTEC
2153 Hawthorne Road
Conference Room

- A. **ROLL CALL**
- B. **ADOPTION OF THE AGENDA**
- C. **APPROVAL OF THE MINUTES** – April 17, 2008 meeting.
- D. **REQUEST TO ADDRESS THE BOARD**
- E. **COMMUNICATIONS**
- 1) **Chairs Report**
 - 2) **Staff Report**
 - 3) **CRA and Project Update**

Alcorn Property - At the April 2008 meeting, the CRA approved the purchase of two lots (1712 and 1714 SE Hawthorne Road) to be redeveloped to encourage economic development in the SEGRI area. The properties closed on June 9. A survey has been ordered and an internal site analysis is underway. Once the internal site analysis is complete, staff will conduct a brainstorming/planning session with the Eastside Advisory Board to gather redevelopment ideas for the properties. Staff has also been approached by the Reichert House about a potential partnership.

Cotton Club - The rehabilitation effort is to take place in three phases, stabilizing the main building, rehabilitate surrounding shotgun houses and grocery store. In addition, build new structures for additional classroom space. The rebuilding of the foundation is complete. Architects will be interviewed for the Grocery store in the month of June. A new roof has been installed which is 75% complete. Framing of the structure is also in progress. The 2nd Annual Juneteenth Festival & Juried Art Show will be held at Lincoln Park, June 14 & 15, 2008. This event is produced by the Cotton Club and funded in by the Alachua County Convention & Visitors Bureau.

The Renaissance Lights on University from Waldo to SE 15th Street – The Renaissance poles are being installed on E. University Avenue adjacent to the concrete poles that will be removed once the 6ft arms have arrived from the vendor. 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. The project has begun. Photos have been included as backup.

Exterior Paint Program – Item to be presented to the CRA board on June 16, 2008 for approval.

Eastside Gateway – Due to the original bids coming in over budget, staff is planning to re-bid the construction. The design will remain identical to the design approved by the CRA, but the construction duration will be extended and a change will be made to the maintenance of traffic plan to help reduce costs. Staff is also expanding the pool of potential bidders so that a range of prices can be obtained.

- G. **OLD BUSINESS**

1. SEGRI Special Area Plan (NB)

..Explanation

Wilson-Miller has completed work on the SEGRI Special Area Plan (SAP), which is designed to transition the SEGRI vision into implementation. In keeping with the precedent established during the SEGRI Master Plan process, public participation was an important component in creating the Special Area Plan. Over the past months, Wilson-Miller received much input from neighborhood leaders, local residents, ERAB, CRA staff, and City officials. This stakeholder feedback was an integral component in crafting the SAP, which includes regulations related to urban design, site and building orientation, architectural standards, and general prohibited uses. Development standards are divided into three major categories: Residential, Non-Residential and Mixed-Use, and Bulk Standards. Responding to public input demanding a variety of housing options and densities, the SEGRI SAP residential uses encourage detached single-family, attached single-family, and multi-family housing. Residential development standards cover issues such as setbacks, garage placement, front porches, and sidewalk requirements. For attached single-family and multi-family housing, the SEGRI SAP also provides standards related to elements such as architecture, massing and articulation, building orientation, building height, parking, and façade treatments.

The SAP also encourages the types of non-residential uses and qualities desired by SEGRI stakeholders. Non-Residential and Mixed-Use standards relate to site and building design elements such as architecture, setbacks, transparency, ground floor height, and use orientation. Parking areas are also addressed, as are streets and blocks. The SAP contains standards relating to sidewalks, cross-access, lighting, landscaping, street trees, transit stop connection, bicycle spaces, and stormwater facilities. In addition to all other standards, the SAP includes support for environmentally sustainable building practices, and for Crime Prevention Through Environmental Design techniques.

On May 12, 2008, the City Commission accepted the SAP document from Wilson-Miller. The Commission directed CRA staff to work with the City Attorney's office and with the Planning Department to finalize the document and initiate the process of incorporating the SAP into the City of Gainesville Land Development Code (LDC). Staff estimates it will take approximately 5 months to complete the LDC adoption process.

..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 Eastside Redevelopment Advisory Board: 1) Receive update from Staff

2. Kennedy Homes (B)

..Explanation

At the May 19, 2008 meeting, the CRA discussed the issue of redevelopment at the former Kennedy Homes property. Staff outlined a proposed scope for the site, and the CRA approved of the project and has asked the City Commission to option the property to the CRA and authorize the CRA to issue an RFP for redevelopment. The issue is scheduled for discussion at the June 23rd City Commission meeting, and Staff anticipates issuing an RFP later this summer.

In keeping with the findings of the SEGRI Master Plan, the proposed redevelopment scope for the Kennedy Homes site envisions that the property will be redeveloped as mixed-income residential community. The development will augment on-going revitalization efforts in southeast Gainesville. 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 project will reinforce community efforts to establish a high-quality built environment; it will be characterized by innovative and attractive design, green building concepts, and dynamic street-level activity.

The proposed project scope requires that redevelopment proposals must reflect a market-driven, financially feasible mixed-income development. The development should contain both single-family detached houses as well as townhouses. It may also contain a mixed-use element of neighborhood-serving commercial along the SE 8th Avenue corridor. Any such commercial element should actively engage the street level, and residential is strongly encouraged for upper floors. The development should be built in a single phase under one or more ownerships. The proposed development must include a variety of housing, including at least 10% of the units reserved for affordable, workforce housing (low to moderate income). The development should include a variety of price points ranging from low income, moderate income, and market-rate housing options. No more than 25% of the units shall be reserved for affordable housing. Homeownership is encouraged; no more than 10% of the residential units should be utilized as rental properties. Additionally, the project scope will disallow development proposals that would limit the residential component to an age-restricted senior citizen community.

The CRA will require that the proposed development be built to high building and construction standards, and that the development adhere to the Southeast Gainesville Renaissance Initiative (SEGRI) draft Special Area Plan. Although CRA financial assistance may be considered for this redevelopment project, development teams interested in this opportunity must demonstrate substantial experience and financial resources to build the proposed mixed-income community. The CRA will also require that interested developers provide a preliminary plan for site development (including the number and mix of units), unit price points, an architectural rendering of the proposed exterior appearance, and overall marketing plan for the project.

Redevelopment at the former Kennedy Homes property is a major focal point of the SEGRI program. However the scale and importance of this project will affect not only the SEGRI area, but all of Gainesville. For these reasons, the CRA will demand thoughtful, high-quality, innovative redevelopment at this site. In order to achieve these goals, the CRA will utilize a unique approach to releasing and marketing the Request for Proposals. Staff will pursue both traditional and non-traditional methods for advertising and marketing the RFP to both local and non-local development teams, and will be aggressive in efforts to ensure that the RFP is circulated to a large variety of potential respondents.

..Fiscal Note

The CRA has recommended the City Commission authorize funding from the General Government account for the SE Gainesville Renaissance Initiative (Account# 335-790-C331-964) in order to support the marketing efforts associated with issuing and promoting this RFP.

..Recommendation

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

- 4) **NEW BUSINESS**
- 5) **REPORT OF OFFICERS AND COMMITTEES**
- 6) **BOARD MEMBER COMMENT**
- 7) **PUBLIC COMMENT**
- 8) **ADJOURNMENT**