

..Title

SEGRI Implementation (NB)

..Explanation:

Staff continues to move forward with implementation of the SEGRI Master Plan. Implementation is complicated due to the large area encompassed by the SEGRI study area, as well as the fact that neither the City nor the CRA has site control over five of the six Focus Sites identified through the SEGRI process. These sites are privately owned and may potentially be developed in a manner that is permissible by the City's Land Development Code, but which is inconsistent with the SEGRI Master Plan. In order to address this issue, the CRA approved funding (at a cost not-to-exceed \$20,000) for services related to the crafting a special area overlay that will aid in SEGRI implementation. Wilson-Miller, the consultant firm involved in the SEGRI Master Plan study, will continue its involvement in the project and will create the SEGRI overlay.

The overlay district will include regulations related to urban design, building orientation, architectural standards, and permissible uses. It 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 oriented to the human scale and actively engage the public realm. While the special area overlay will be an important component of the development review process in southeast Gainesville, special 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. Wilson-Miller began work on this project in mid-November, and estimates that the final overlay document will be delivered by mid-February. At that time, the document will be turned over to City Planning Staff, who will begin the approval process to incorporate the overlay into City codes. Community input is an important component of SEGRI, and a public workshop is planned as part of the overlay process. Staff will work with local neighborhood leaders and with Wilson-Miller to ensure that community involvement remains a priority.

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. The development will include a variety of housing opportunities, such as freestanding single family homes, attached single family townhomes, and walkup apartments over retail. High quality design will also be an important component of the finished product. Staff has conducted preliminary research and has accumulated numerous examples of RFP's from other municipalities who have developed similar mixed-income communities. This information will help staff formulate a more refined approach to redevelopment at the site.

.. 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

1) Hear presentation from Staff.