

Community Redevelopment Agency

*City Hall
200 East University Avenue
Gainesville, Florida 32601*



Meeting Agenda

October 09, 2008

3:00 PM

City Hall Auditorium

*Jeanna Mastrodicasa (Chair)
Thomas Hawkins (Vice-Chair)
Jack Donovan (Member)
Pegeen Hanrahan (Member)
Scherwin Henry (Member)
Craig Lowe (Member)
Lauren Poe (Member)*

Persons with disabilities who require assistance to participate in this meeting are requested to notify the Office of Equal Opportunity at 334-5051 or call the TDD phone line at 334-2069 at least 48 hours in advance.

CALL TO ORDER - 3:05 PM**ROLL CALL****ADOPTION OF THE CONSENT AGENDA****SECRETARY CONSENT****080429. Community Redevelopment Agency (CRA) Minutes (B)****RECOMMENDATION**

The CRA approve the minutes of September 15, 2008, as circulated.

EXECUTIVE DIRECTOR CONSENT**080430. CRA Project Summary (NB)**

Explanation: As a regular informational item on CRA agendas, Staff provides a brief update on selected referrals, redevelopment projects and development agreements under review. This monthly update is typically a limited sampling of the CRA's many on-going projects, as opposed to a complete list.

CRA Wide

CRA Sustainability Policy - This project is in process and has been assigned to a staff team. Initial research and policy drafting will start this fall. The target delivery date is February 2009.

CRA Website - CRA will begin a marketing program to promote the website. Additional web content is being developed.

Parking Study - On this agenda.

University Avenue Medians - The construction documents for the 5 medians in CPUH and 3 medians in the Eastside, including irrigation systems, are complete. An additional median in the Downtown area is also included in the project. These plans were developed with input from the FDOT landscape architect. FDOT gave verbal approval on September 11th and the Gainesville Permits Manager sent the plans to District II for formal approval. The bid documents have been released and a pre-bid meeting was held on September 25th. The bid due date is October 9th. On September 30th, FDOT unexpectedly indicated to staff that formal written approval was being denied due to compliance issues. CRA staff is working with FDOT to obtain the necessary approval.

Eastside

Southeast Gainesville Redevelopment 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.

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.

Renaissance Lights on University from Waldo to SE 15th Street -The project is complete.

Cotton Club -The City Commission will hold a hearing October 16, 2008 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 farmers market, crafts, and ethic 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 October 2008.

Eastside Gateway - The site plan for the Gateway project has been approved and permit obtained. FDOT MOT is under review. Construction is anticipated to commence in October.

Downtown

Downtown Community Plaza - Staff is currently formulating strategies for improvements to the Downtown Community Plaza. Working with DRAB, staff is examining the issues and opportunities at play, and is also examining how the Plaza compares to examples of healthy, vibrant public spaces found in other cities. Staff will provide a full presentation to the CRA at a future meeting.

Bethel Station - At an upcoming meeting, the City Commission will consider leasing the Bethel Garage to the CRA. Should this lease agreement be approved, the CRA will proceed with issuing an RFP to attract new businesses that wish to locate at the Bethel site. The selected business will sublet the Bethel Garage from the CRA.

Lynch Park - The landscape architect is finalizing design documents for the park. Staff hopes to bid the project for construction in late autumn, with a groundbreaking by the end of the calendar year.

GRU Redevelopment - The consultant team continues to refine the vision for the area surrounding the Kelly Power Plant. Consultants are developing a potential regulatory toolset that will allow flexibility and high-quality redevelopment to occur in the manner they have described to the CRA and to

local stakeholders. Additionally, the consultant team is also considering economics and business considerations associated with redevelopment. Representatives from Lord-Aeck-Sargent will likely return to Gainesville in mid-October to work with staff and meet with key stakeholders.

Hampton Inn/Lot 9 Redevelopment - Construction is currently underway; foundation work is complete and the structure is now going vertical. It is anticipated that the project will be complete and the hotel will be operational by July 2009.

Jefferson on 2nd Avenue - Construction is complete and residents are moving in. The CRA Engineer is working with the Developer to ensure the terms of the Development Agreement are fulfilled.

Lot 10 Redevelopment - On October 16th, the City Commission will consider a mutual rescission of its agreements with Gainesville Greens, as the developer no longer intends to pursue that project. Should these rescissions be approved, the City and the CRA would then be able to enter into a new option agreement for Lot 10. In the meantime, CRA staff is finalizing a new RFP for the site, based on the scope approved by the CRA at the September 15th meeting. Staff will be prepared to issue this RFP as soon as a new option agreement between the City and the CRA is secured.

The Palms - Construction is complete and residents are moving in. The CRA Engineer is working with the Developer to ensure the terms of the Development Agreement are fulfilled.

Porters Neighborhood Improvements - The CRA has received a utility design scheme from GRU and Cox Cable for SW 3rd St (Depot Ave - 400BLK); AT&T design is anticipated. Once all utility designs are received, the CRA will review the scope of improvements with the Downtown advisory board.

CRA Streetscaping for Depot Ave - The CRA is coordinating with the Public Works Department to add CRA streetscaping materials to the Depot Ave Reconstruction project, to be bid this year. Streetscaping elements include brick sidewalks, crosswalks, and decorative lighting.

CPUH

Bus Shelters - on hold.

Gainesville Responsible Hospitality Partnership - GRHP is pleased to welcome a new intern, Jenni Skinner. Ms. Skinner is a marketing student at the University of Florida, and she will be working to help publicize and promote GRHP, as well as to enlist new Responsible Hospitality members.

CRA Streetscape Design Standards- Bellomo-Herbert has finalized the revisions to the standards. Staff is reviewing changes with the advisory boards and making revisions.

University Avenue Improvements - On September 30th, the FDOT Gainesville permits Manager indicated to staff that the permit has been approved by FDOT District II. CRA and Public Works have agreed to cooperate on the installation of the hardscape items and to coordinate construction supervision and contract administration. CRA expects the contractor, Joytech, to provide a price quote and schedule during the week of October 13th. It is now projected that the improvement installation will begin in late October. The improvements extend from NW 20th Terrace to Waldo Road.

Depot Rail Trail - JMJ Consulting Engineering completed the feasibility study for the portion of trail located adjacent to the SW 13th Street overpass and between SW 11th and 13th streets. The feasibility study analyzed options for widening and accessing the trail from SW 13th Street. It is recommended that the trail be widened to 10-ft and direct access be provided to the trail from SW 13th Street. Final recommendations were based on shared use path design quality and construction costs. Design concepts for accessing the path will be addressed in the RFQ/Design Competition for the SW 13th Street overpass, to be issued this fall. Widening of the trail will follow construction of the SW 13th Street overpass, anticipated 2010.

Tumblin Creek Watershed Management Plan - The Tumblin Creek Watershed Management Plan (TCWMP) was completed in late 2007. Currently, staff is working on the implementation strategy of the plan. Projects listed within the plan have been prioritized, and staff is initiating the top priority project, SW 7th Ave exfiltration.

SW 2nd Avenue Master Plan - CPUH continues to pursue a comprehensive vision for redevelopment along the SW 2nd Avenue corridor. The goal of this initiative is to formulate a plan that is based on a thorough understanding of the market forces and infrastructure issues that will impact redevelopment. Staff is currently examining the possibility of new partners to help guide this process.

SW 7th Ave Exfiltration Basin and Improvements - The CRA engineer is working with CES and JMJ engineering to coordinate design, permitting, and construction of this project. Currently the project is in the early phases of design, with preliminary stormwater modeling and geometric layout of the roadway improvements to be completed this month.

SW 8th Ave Improvements - The CRA and PWD are initiating a project to complete construction documents for SW 8th Ave improvements (900-1300 BLK), a listed capital improvements project for the CRA. Improvements include reconstruction of the roadway from 900-1000 BLK, milling and resurfacing from 1000-1300 BLK, ADA compliant sidewalks, undergrounding utilities, safe crosswalks, and CRA streetscaping.

SW 13th Street Pedestrian Overpass Enhancement Design - The Design Competition packet is under review by the City's Purchasing Department.

Rails-to-Trails Signage - The City Commission has adopted the CRA's design

for guide signage for the City's rail trail system. CRA is currently designing the mounting system and design specifications.

FAPS

Model Block D 418 NW 4th Avenue- The closing of 418 NW 4th Avenue was September 11, 2008. The purchase price was \$162,000.

University House - Construction is nearing completion. The CRA engineer is working with Planning and Public Works Departments to ensure that CRA standards are well reflected in the final product and that inadequate lighting of the street is addressed.

5th Avenue Mixed-Use Project (Union Academy Building) - The rendering was approved by the CRA and the Fifth Avenue Advisory Board. Staff is currently reviewing options to be presented later this summer or early fall.

NW 6th Street Rail Trail - Public Works and CRA staff are collaborating on this project, which involves the design and construction of the 6th Street rail trail from South Main Street to approximately NW 14th Avenue. CRA will participate mainly on the design of the project. The trail project spans the Downtown, CPUH, and FAPS redevelopment districts.

NW 5th Ave Streetscape Phase II (600-1000 BLK) - The CRA and Public Works Department are initiating the design for the next phase of the NW 5th Ave Streetscape. This is a continuation of the section of roadway that was completed in April 2008, from 300 -600 BLK. Listed in the scope of improvements are undergrounding utilities, completing sidewalks, decorative roadway/pedestrian lighting, and general CRA streetscaping.

A. Quinn Jones House - This house is located at 1013 NW 7th Avenue. Staff is in the preliminary process of recommending that the A. Quinn Jones House be placed on the National Register of Historic places. Architect Jay Reeves and Associates have completed the Feasibility study. The Committee met in September 2008 to discuss the feasibility study and the necessary steps needed to stabilize the house. This study outlines the proposed use, structural condition, and required renovations for public access.

Fiscal Note: None at this time

RECOMMENDATION

CRA Executive Director to CRA: 1) Receive project update from staff.

080431.

Rescinding of Request for Qualifications CRAX-70030-FB Annual Architecture, Landscape Architecture, and Historic Preservation Professional Services (NB)

Explanation: In March 2008, the CRA issued a request for statement of qualifications to obtain annual professional services for architecture, landscape architecture, and historic preservation. Ten firms responded to the RFQ, and in April, CRA

staff met to evaluate and rank their written proposals. The top four ranked firms were then invited to present their qualifications to the selection committee on May 12th and 13th. From these presentations, staff ranked and selected the top three firms to negotiate annual service contracts. Firms were generally ranked and were selected for projects according to their expertise. The selected firms are Zamia Design Landscape Architecture (Gainesville, FL), RBK Architects (Tampa, FL), and Jay Reeves and Associates, Inc Architecture and Design (Gainesville, FL). Examples of the types of projects that these firms were selected for are the Model Block, streetscapes, and adaptive reuse projects.

On June 16, 2008 the CRA approved the ranking on Agenda Item# 080073.

The intent of the RFQ was to enter into annual contracts with firms that provided the professional services for each discipline (i.e. Architecture and Landscape). However, because the scope of services was included on a single RFQ, the results/final rankings do not reflect the desired results of having several firms for each discipline.

Therefore, the CRA would like to re-issue two distinct RFQs, one for Architecture and one for Landscape Architecture professional services. Historic Preservation will be included as a qualification for Architects and not a separate professional service.

Fiscal Note: N/A

RECOMMENDATION

CRA Executive Director to the CRA Board: 1) Rescind RFQ CRAX-70030 and void ranking approved on Agenda Item 080073; and 2) Authorize staff to issue two separate RFQs, one for Architecture services and one for Landscape Architecture services.

080433.

SW 4th Avenue Improvements (NB)

Explanation: On September 3rd, 2008 during the public comments portion of the College Park University Heights Redevelopment Advisory Board agenda, John Fleming of Trimark Properties requested to address the board with regards to the condition of SW 4th Avenue specifically between SW 10th and SW 13th streets. He explained to members the need for improvements to this area such as on-street parking, bicycle travel lanes and street tree installation. The Board made a motion to forward a request to Public Works to study these potential improvements.

Fiscal Note:

N/A

RECOMMENDATION

CRA Executive Director to CRA: 1) Refer to the City Manager (see explanation).

080453.

SW 8th Ave Improvements Design Contract (B)

Explanation: SW 8th Ave serves as a heavily utilized pedestrian and vehicular corridor to the University of Florida. However, the corridor lacks complete sidewalks, safe crosswalks, and is currently not in compliance with ADA requirements. These safety issues, as well as general roadway geometry, parking, storm water conveyance and collection, were recognized as priority issues for the PWD to address. Thus the corridor was listed as a PWD capital improvement project. Engineering design work began within the PWD and approximately 30% plans were produced in 1999. However, due to the re-prioritization of capital improvement projects and limited funding availability, the project was put on hold indefinitely.

The importance of this roadway as a corridor to campus gave reason for the CRA to adopt the project in the agency's capital improvement project list. The College Park / University Heights Redevelopment Advisory Board has allocated funding to the project through annual budgetary processes for FY 2006, 2007, and 2008. In recent strategic planning sessions with the CPUH Advisory Board, SW 8th Ave was listed in the 3-year redevelopment plan as a project to initiate in FY 2009.

In March 2008 the PWD solicited statements of qualifications from professional engineering firms to provide services for capital improvement projects (RFQ No. PWDA080041-DH). Included in the list of projects that consultants responded to were CRA projects, such as SW 8th Ave. The CRA Engineer, working with the PWD, served as a selection committee member, and assisted in the identification of qualified engineering firms to produce a short-list of consultants. In June 2008, the City Commission approved the PWD short-listed consultants and authorized the City Manager (or designee) to initiate contract negotiations and execution of contracts and associated documents for professional services in accordance with the Consultants Competitive Negotiation Act (CCNA).

The CRA is in the process of initiating engineering design work for improvements along SW 8th Ave (900-1300 BLK). A scope of work and price proposal has been solicited from engineering consultants Dyer, Riddle, Mills, and Precourt, Inc. (DRMP) to provide professional surveying and engineering services to produce 30% design plans for this section of roadway. This scope of work is included as back-up. DRMP is among the short-list of pre-qualified professional engineering firms that responded to the March 2008 PWD RFQ for capital improvement projects.

It is envisioned that the PWD will contract with DRMP for the proposed professional services, while the CRA will administer and fund the project in intense coordination with the PWD. The CRA will approve invoices from DRMP and then forward the approved invoices to PWD for payment.

Fiscal Note: \$338,647 is available in the SW 8th Ave Streetscape Improvements account 618-W754-W19. The DRMP price proposal to complete 30% design plans is not to exceed \$51,750.00.

RECOMMENDATION

CRA Executive Director to the CRA: 1) Approve of the expenditure of \$51,750 to complete 30% design plans

for the SW 8th Ave Improvements Project.

END OF THE CONSENT AGENDA

ADOPTION OF THE REGULAR AGENDA

SECRETARY

EXECUTIVE DIRECTOR

080181. Depot Park Update (B)

Explanation: The CRA has been designated as the lead agency for the Depot Park Project and is responsible for providing status reports to the CRA on a regular basis. In July, GRU staff provided an update of remediation milestones completed and overview of the current schedule. A summary of recent activity is presented below.

Cade Museum: The Cade Museum leadership is now working with the Boston-based museum design firm E. Verner Johnson and Associates (www.vernerjohnson.com). This distinguished firm has completed projects for the Boston Museum of Science and Great Lakes Science Center in Cleveland. A description of the firm and a sampling of projects are included in the backup. Verner Johnson is in the process of refining the design approach with the Cade Museum leadership, the CRA's landscape architect Carol R. Johnson and Associates, and with the exhibit designer Amaze. Once the approach has been established, the firm will proceed with developing a conceptual design. The Cade Museum leadership is also moving ahead with funding feasibility and should have more information available around the end of the year.

Stormwater Pond Performance and Maintenance: The Depot Park Ponds are a central focal point that influences the perception of the park. Due to the anticipated proximity of the proposed Cade Museum and recreation amenities, the City must be able to adequately manage the potential risk of algal blooms and invasive hydrilla while effectively treating stormwater runoff. The CRA, Public Works Department, and Parks, Recreation, and Cultural Affairs Department are collaborating to develop a pro-active plan that will address challenges related to pond performance, maintenance, and aesthetics. This plan includes moving forward with a design review (scope of work in backup) from the landscape architecture firm of Carol R. Johnson Associates (CRJA). CRJA has extensive experience in stormwater management facility design and will develop recommendations to enhance treatment while managing aesthetics. Recommendations are expected to be drafted before the end of December.

Park Design Elements: Staff has prepared a Request for Qualifications to procure professional landscape architecture services to complete the design of the park and recreation elements. The selected firm will design and develop construction documents for the major park elements such as rail trails, walking

paths, picnic areas, structures and other amenities. The CRA expects to have the design firm under contract by mid-January 2009. The schedule is to complete 30% plans by July 2009, 60% plans by November 2009, and 100% plans by March 2010. This timing will allow the CRA to bid park construction to coordinate with the completion of site remediation by GRU. It is anticipated that bidding could be completed by June 2010 and construction starting July 2010.

Depot Park Design and Technical Standards: Carol R. Johnson Associates and the Cade Museum designers E. Verner Johnson are working collaboratively to determine a design approach for the park design and technical standards. The CRA believes it is important that the design standards and the museum design are compatible to unify the park aesthetics. The completed design and technical standards will be used to inform the design of the park and recreation elements.

Depot Building Relocation and Rehabilitation: The depot building is in the process of being relocated to a fenced, temporary site near the southwest corner of Depot Park. The building will remain in this location until its permanent site near Depot Avenue is remediated and restored in 2009. CRA staff is investigating whether any amount of building rehabilitation can be performed during the temporary storage. The CRA has prepared a Request for Qualifications, which will be issued in October, for architectural services to complete the building rehabilitation plans,. The CRA expects to have the design firm under contract by mid-January 2009. Completion of the rehabilitation plans is anticipated by July 2009.

Depot Ave Reconstruction: The CRA is working to assist the Public Works Department with the upgrade of lighting and sidewalk paving as part of the roadway reconstruction project.

Remediation: GRU staff will provide an update on the remediation phase. GRU is conducting testing of the contaminated soil to determine the operating conditions of the thermal treatment process. The results of this testing will provide information regarding the treatment rate as well as cost. A full discussion of the treatment details and cost impacts will be presented at the October 16th City Commission meeting.

Fiscal Note: Carol R Johnson and Associates has been retained to conduct the stormwater plans peer review at a not-to-exceed limit of \$14,895.00 and is funded out of Parks & Recreation account (335-850-C350-965-5720-6030).

RECOMMENDATION

CRA Executive Director to CRA: 1) Hear presentation from staff; and 2) provide input as necessary.

Legislative History

7/21/08 Community Heard
 Redevelopment
 Agency

071013.

CRA Parking Studies: Downtown and CPUH (B)

Explanation: As the Downtown and College Park/University Heights areas continue to redevelop, the demand for parking is expected to increase. In order to promote private investment within the Redevelopment Areas, the CRA wishes to accommodate a high demand for parking without sacrificing the human scale and people-oriented nature of each district. The CRA is working with parking consultants Rich & Associates in order to address parking issues in Downtown and in CPUH (a simultaneous study of each Area is currently underway.) These parking studies are not conceptual in nature. Rather, the project approach will utilize hard data, parking demand measurements, stakeholder information, and sophisticated modeling techniques to understand and plan for current and future parking needs. The study will enable the utilization of existing parking infrastructure to its fullest extent. Additionally, the study will provide insight regarding the placement, type, design, and management for any new facilities, if needed.

Fiscal Note: Services from Rich & Associates will cost \$71,650. \$50,000 is budgeted in CPUH account #618-790-W741-5520 (Parking Management), and \$25,000 is currently budgeted in DRAB account #610-790-W229-5520 (Project Related Professional Services - Parking Study.)

RECOMMENDATION

CRA Executive Director to CRA: 1) Hear presentation from Rich & Associates; and 2) provide input as necessary.

Legislative History

3/17/08 Community Approved as Recommended (5 - 0 - 2 Absent)
 Redevelopment
 Agency

080375.

CRA Office Location Options (B)

Explanation: The CRA's offices are currently located at 300 E University Ave, Suite 240 in the Commerce Building. The Commerce Building is a project that demonstrates the value of public/private partnerships. The CRA, AMJ, and Chamber of Commerce partnered to help bring this class A office space to Gainesville's Downtown. Today, the Commerce Building provides a standard for downtown office space.

The project was completed in 2001 and the CRA relocated its offices from the Thomas Center to the Commerce Building in February 2005 began leasing space from AMJ. The original lease term was February 2005 - February 2009, with an option to renew of one year. Per the contract, the CRA was required to provide AMJ with a decision on an extension by August 1, 2008. When the lease extension agreement was presented for approval, the CRA Executive Director asked that staff consider alternative locations, which was consistent with on-going City Commission FY09/10 Budget discussions.

In addition to leasing obligations and timing factors, the CRA has experienced significant growth in both budget and staff since 2005, which make re-evaluating office location a timely exercise as well. Staff has grown from 3.5

FTEs in 2005 to 8 FTEs in 2008, which an additional two headcount approved for FY2009, for a total of 10 FTEs. It will be difficult to absorb the additional headcount in the existing space and still have room for conferences and meetings.

Staff was asked to and has considered four options for locating the CRA's office:

- 1. Remain in Commerce Building*
- 2. Relocate to Thomas Center*
- 3. Relocate Depot Building (post renovation)*
- 4. Relocate to a new Office Building on one of two CRA-owned NW 5th Ave lots*
 - 4a. 414 NW 5th Ave*
 - 4b. 802 NW 5th Ave*

Staff prepared an analysis with the pros, cons, and partial financial implications, if known, for each option. The analysis was then presented to each Redevelopment Area Advisory Boards. Each Advisory Board member was asked to rank the options in order of their preference. The scores were then tabulated. The results were as follows:

FAPS (8/4/08)

- 1. 802 NW 5th Ave*
- 2. 414 NW 5th Ave*
- 3. Depot Building*
- 4. Commerce Building*
- 5. Thomas Center*

CPUH (8/6/08)

- 1. 414 NW 5th Ave - with a stipulation that the "City not build the building"*
- 2. Commerce Building*
- 3. 802 NW 5th Ave - with a stipulation that the "City not build the building"*
- 4. Depot Building*
- 5. Thomas Center*

Downtown (8/27/08)

- 1. 414 NW 5th Ave*
- 2. 802 NW 5th Ave*
- 3. Commerce Building*
- 4. Depot Building*
- 5. Thomas Center*

Eastside (9/4/08)

- 1. 414 NW 5th Ave*
- 2. 802 NW 5th Ave*
- 3. Commerce Building*
- 4. Depot Building*
- 5. Thomas Center*

Final Ranking (Average)

1. 414 NW 5th Ave Avg = 1.25
2. 802 NW 5th Ave Avg = 2
3. Commerce Building Avg = 3.25
4. Depot Building Avg = 3.75
5. Thomas Center Avg = 4.75

Relocating the offices to one of the two NW 5th Ave lots (options 4a and 4b) ranked 1 and 2 with every Advisory Board, with the exception of CPUH, which only ranked of one of the lots (option 4a) in one of the top 2 rankings.

Fiscal Note: Option 1 (Commerce Building) - The current lease payment at the Commerce building is \$3,078 per month and will remain at that level until Feb 28, 2009. The payment will increase to \$3,266 beginning March 1, 2009. The Total CRA financial obligation for FY09 is \$38,064. The total lease commitment is \$39,192 (Mar 1 '09 - Feb 28 '10), which crosses multiple Fiscal Years.

Option 2 (Thomas Center) - The exact costs are not known at this time.

Option 3 (Depot Building) - The exact costs are not known at this time.

Option 4a and 4b (414 and 802 NW 5th Ave) - The exact costs are not known at this time. The rough estimate is \$360,000, but further analysis is required.

RECOMMENDATION

CRA Executive Director to CRA: 1) Hear presentation from staff; 2) approve averaged rankings; and 3) authorize staff to prepare a detailed analysis for the top 2 rankings for the November 17, 2008 CRA meeting.

080432.

Redevelopment of 1712 and 1714 Hawthorne Road – Preliminary Site Concept (B)

Explanation: The Community Redevelopment Agency is committed to the economic growth and vitality of Eastside Gainesville. The Hawthorne Road Corridor has an excellent potential for commercial office, mixed-use, and retail 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 pedestrian lights in the area. The corridor also has the potential for business uses, such as restaurants, general retail, or clothing stores.

On June 9, 2008 the CRA purchased the properties located at 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 square foot cement brick structure on the property. 1714 SE Hawthorne Road is currently vacant (commercial use) on 0.14 acre.

The CRA purchased this property with the intent to renovate and redevelopment it in a manner consistent with the goals and objectives of the Eastside Redevelopment area. The goal is to create a commercial space and partner with a business to provide an amenity that can benefit the residents of East

Gainesville as well as the residents of Greater Gainesville. One of the amenities cited in the SEGRI study that this property could potentially accommodate is a small restaurant or diner.

To that end, the CRA entered into a contract with DAG Architects based in Destin, FL with offices in Atlanta, Destin, Pensacola, and Tallahassee to create a conceptual site plan, preliminary floorplan layout, and architectural renderings for a small restaurant/diner.

Redevelopment of the site will follow two parallel tracks: Site Development and Business Recruitment. The Site Development track includes designing and constructing the site and expanding the existing building. While site work is in planning and design stages, a Business Recruitment track will also be in progress, which includes issuing an RFP to attract successful existing businesses that have looking to expand or entrepreneurs that have new business ideas.

Fiscal Note: DAG Architects were contracted at \$3,500 and paid from account 9999-W916-298 Eastside Professional Services. \$228,355 was budgeted in FY2009 Budget for redevelopment of the site. A detailed financial analysis will be developed if diner/restaurant concept is approved.

RECOMMENDATION

CRA Executive Director to CRA: 1) Hear presentation from Staff; 2) approve the concept of a small restaurant or diner for this site; and 3) approve general scope of RFP to attract a business as presented.

CRA ATTORNEY

REPORTS FROM ADVISORY BOARDS/COMMITTEES

College Park/University Heights Redevelopment Advisory Board

Downtown Redevelopment Advisory Board

Eastside Redevelopment Advisory Board

Fifth Avenue/Pleasant Street Redevelopment Advisory Board

MEMBER COMMENT

CITIZEN COMMENT

NEXT MEETING DATE

ADJOURNMENT - 5:56 PM

