

Community Redevelopment Agency

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



Meeting Agenda

July 18, 2011

3:00 PM

City Hall Auditorium

***Randy Wells (Chair)
Susan Bottcher (Vice-Chair)
Todd Chase (Member)
Thomas Hawkins (Member)
Scherwin Henry (Member)
Craig Lowe (Member)
Jeanna Mastrodicasa (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

ROLL CALL

ADOPTION OF THE CONSENT AGENDA

SECRETARY CONSENT

110148. Community Redevelopment Agency (CRA) Minutes (B)

RECOMMENDATION *The CRA approve the minutes of June 20, 2011, as circulated.*

110149. Appointments of Billy Beltz and Aaron Newman to the College Park/University Heights Redevelopment Advisory Board (NB)

RECOMMENDATION *The CRA appoint Billy Beltz and Aaron Newman to the College Park/University Heights Redevelopment Advisory Board for terms to expire June 17, 2014.*

*Member Bottcher: Beltz and Newman
Member Chase: Beltz and Newman
Member Hawkins: Beltz and Newman
Member Henry: Beltz and Newman
Member Lowe: Beltz and Newman
Member Mastrodicasa: Beltz and Newman
Chair Wells: Beltz and Newman*

110150. Appointment of Kinnon Thomas to the Downtown Redevelopment Advisory Board (NB)

RECOMMENDATION *The CRA appoint Kinnon Thomas to the Downtown Redevelopment Advisory Board for a term to expire June 17, 2014.*

*Member Bottcher: Thomas
Member Chase: Thomas
Member Hawkins: Thomas
Member Henry: Thomas
Member Lowe: Thomas
Member Mastrodicasa: Thomas
Chair Wells: Thomas*

110151. Removal of Corey T. Williams from the Downtown Redevelopment Advisory Board (NB)

RECOMMENDATION *The CRA remove Corey T. Williams from the Downtown Redevelopment Advisory Board, effective immediately.*

EXECUTIVE DIRECTOR CONSENT**110153. 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

Seward Johnson Sculpture Installation: You may have noticed the police man writing a ticket at City Hall, or the girl hula-hooping in front of the Police Administration Building on NW 8th Avenue. The art exhibition is titled "Crossing Paths" and is the result of a unique collaboration between the City of Gainesville and the University of Florida. On July 8th, sculptures were delivered to the CRA and installed throughout Gainesville's downtown area. Total, there are 10 life-like sculptures placed throughout downtown Gainesville and another 15 placed on the University of Florida campus. A location map and information about the cell phone tour can be accessed at the following link: <<http://www.crossingpathsgainesville.com/>>

NW 5th Ave Commercial Building - 802 NW 5th Ave - The first floor office/retail space is listed with commercial real estate broker Rick Cain of Bosshardt Realty. Interested parties should contact him directly at 352-281-9393.

Wayfinding Signage - This project is moving forward and several sites are under construction in the Downtown area.

CRA Maintenance Policy - The purpose of the maintenance policy is to enact a predictable and consistent process for managing current maintenance responsibilities and transferring certain activities and costs to the City of Gainesville. CRA staff has received additional input from Public Works and Parks, Recreation and Cultural Affairs and will make revisions prior to submitting for legal review.

Economic Development Finance - Staff continues to market the Grow Gainesville Fund to business owners and financial institutions. Board Appointments for the CAP Program were made in April. Staff is finalizing the loan service agreement for this program and is in the research and development phase of additional economic development programs.

GTEC Assessment - Georgia Tech's Enterprise Innovation Institute began their assessment of GTEC. During the week of March 14th, the consulting team visited Gainesville to meet with GTEC Staff, tenants, graduates and other stakeholders including staff from other area incubators. Subsequently, the team conducted additional research and analysis on economic factors influencing the region. Georgia Tech is scheduled to complete the assessment report within the next several weeks.

Power District Redevelopment - CRA staff continues to examine a variety of issues at play in the Power District. The CRA is working with the City Manager, City Attorney, and GRU General Manager in order to navigate the issues at play in the Power District and coordinate a successful transition from utility support uses into redevelopment.

Eastside

Kennedy Homes - In November 2010 the CRA contracted with Perkins & Will a firm specializing in Architecture, Urban Design, Planning and Strategy to complete a three phase analysis of the redevelopment site. This work includes a strategic analysis which will aid in identifying the appropriate project team, site analysis which will address the various regulatory issues that affect the property and strategic framework which will help staff create the guidelines for moving forward with the vision of the project. While the framework and planning are completed, staff will begin the process of reaching out to community stakeholders and community groups in order to keep them informed and abreast of the redevelopment process.

Exterior Paint Program- Staff is currently accepting paint program applications; this includes marketing and distributing applications to interested parties. Special focus will be placed on 8th Avenue & Waldo Road corridor.

Hawthorne Road Café We have reached substantial completion on the Hawthorne Road Café shell building located at 1714 Hawthorne Road. Staff entered into a lease and option agreement with Southern Charm and Pie Factory to operate the café as a contemporary southern influenced restaurant. The next step is to complete the interior build out of the café, construction is proposed to begin in August and wrap up in late September.

Citizens Field Youth Triathlon -On the agenda

Downtown

SW 3rd Street Improvements - Construction is progressing ahead of schedule. Infrastructure installation and sidewalk construction are complete; SW 3rd Street and a portion of SW 6th Avenue were milled and resurfaced in early May. The next steps include: installation of new lighting fixtures, completion of the conversion from the old overhead power system to the newly installed underground facilities, and pulling of the old utility poles.

Art Line - CRA staff presented the concept and proposed routes for the Art Line

project to the CRA Board. Staff received good feedback on the project concept and possible routes from the boards. The next steps include doing an in-depth analysis of the most favored routes and to begin scoping the project.

CPUH

13th Street Overpass - The project is currently undergoing the permit review process through the Florida Department of Transportation (FDOT). Construction is anticipated to commence early fall 2011.

SW 12th Street Lighting - Staff has ordered the Domus light fixtures and is in the process of securing construction services. Phase I from SW 4th Avenue to SW 8th Avenue is anticipated to begin construction in August.

NW 1st Avenue - This project consists of reconstructing the roadway from NW 16th Street to the UF Foundation. Parking, solid waste, utilities and streetscaping are being assessed for improvement. Staff is in the process of developing an engineering scope and procuring engineering services through the RFQ process. Coordination work has been initiated with Stadium Club and Campus Christian House.

6th Street Improvements - Phase I of the visioning for the 6th Street corridor was completed by Dix.Lathrop and presented to the CRA board during the July 2010 meeting. The PWD has included SW 6th Street on the City's Capital Improvement Project plan for initiation in 2015. The CRA has reached out to the PWD to inquire about coordinating on this project, thereby expediting the design and construction in order to address infrastructure needed for this area. The CRA is working to identify infrastructure needs in the area that can be coordinated within the project scope. A Request for Qualifications for Engineering Services will be released this fall.

Innovation Square District Infrastructure Analysis- The CRA, Public Works Department, and GRU are coordinating on the assessment of infrastructure needs for the Innovation Square District in order to plan and coordinate improvements for the future redevelopment of this area. A final report is anticipated in August 2011.

FAPS

Legacy Project - The capital campaign is in progress and staff continues to reach out to community members. Staff recently met with the new Matheson Museum executive director. The land use change and rezoning petition is anticipated to go before the City Commission in July. Staff is now working on creating the website and completing fund-raising materials. Looking ahead, the next phase of design work is expected to begin once project funds become available.

Model Block 5th Ave- Staff conducted a market analysis to determine the feasibility of constructing 3 new model block homes at the approved GMP. The results indicated that the CRA can possibly build the homes for less by bidding

the construction of the three homes on the open marked to qualified builders. Staff is preparing to receive 100% construction documents from DAG architects as well as working with the purchasing department to develop a solicitation for construction of the 3 new homes.

Façade Program - The Façade Grant Program is currently open and staff is accepting and reviewing applications.

Model Block J 419 NW 4th Ave - On agenda

NW 5th Ave Commercial Building 802 NW 5th Ave - The first floor office/retail space is listed with commercial real estate broker Rick Cain of Bosshardt Realty. Interested parties should contact him directly at 352-281-9393.

Fiscal Note: None at this time

RECOMMENDATION

CRA Executive Director to CRA: Receive project update from Staff.

END OF THE CONSENT AGENDA

ADOPTION OF THE REGULAR AGENDA**SECRETARY****EXECUTIVE DIRECTOR****110154. CRA Strategic Planning (B)**

Explanation: The CRA strategic planning system was developed in order to provide clear linkage between the goals and objectives outlined in each district's Redevelopment Plan and the CRA projects which are pursued and implemented. The system is also designed to maximize efficiency and promote action-oriented redevelopment activities and a timely implementation of CRA initiatives. The end result of strategic planning is the creation of a document known as the 3-Year Roadmap, a high-level snapshot of CRA projects over a three year timeframe. This document is utilized to help coordinate the budgets, timelines, resources, and partnerships necessary to bring reinvestment to the community and to achieve implementation of high-quality redevelopment projects. Projects listed on the 3-year redevelopment roadmap are coordinated thoughtfully within and across districts to maximize opportunities for collaboration, connectivity, and synergies amongst redevelopment area initiatives. The Gainesville CRA's strategic planning process has been recognized by the Florida Chapter of the American Planning association as an exemplary and innovative planning/redevelopment tool.

At this month's CRA Board meeting staff will present the strategic planning process and 3-year redevelopment roadmaps for the four CRA areas.

Fiscal Note: None at this time.

RECOMMENDATION *CRA Executive Director to the CRA: Hear presentation.*

110155. Strategies for Attracting Retail to the City's Core (B)

Explanation: Retail adds vibrancy to a city's core. A diverse retail mix signals the health of a downtown and can establish the uniqueness of a community. It provides amenities to residents and visitors, contributes to a positive street environment and supports small business growth and job creation.

Downtown Gainesville currently has a good mix of restaurants, coffee shops, bars and nightclubs. These establishments draw people to the downtown area in the evenings; however few people other than those that work or live in the immediate vicinity come during the day or on weekends. Retail can draw people into downtown during these times. Downtown and College Park/University Heights have a few boutique retailers, though not enough for the area to be considered a retail destination. Currently several vacant

properties, including units in new developments such as *The Continuum*, are well-suited for retail.

Retailers in the City's core face several challenges:

- *Demographics: Retailers target areas that have specific income levels, traffic and population densities, often focusing on areas outside of the downtown area.*
- *Foot Traffic: Successful downtown retailers need relatively high levels of foot-traffic. Currently, there is little foot-traffic during the days and on weekends.*
- *Cost: Rent and tenant improvements can be costly for small and new retailers. Commercial developments in other parts of the City often attract new retailers by providing financial incentives.*
- *Parking: There is a general perception among retailers and potential customers that parking is difficult in the downtown area.*

Providing support for the development of retail in Downtown and College Park/University Heights can be the catalyst for the creation of a robust retail cluster. New retail developments will build on itself, drawing even more retail. For example, smaller retailers will generate foot-traffic, which will make the area more attractive to other potentially larger retailers. Retail development is important because it can alleviate blight by filling empty storefronts, create jobs and foster innovation and entrepreneurship and encourage new residential development in the vicinity.

Staff has developed a 5-pronged strategy to target retail development in the City's core. In developing the strategy Staff researched best practices from several successful communities around the country, including programs offered by other redevelopment agencies. Under each prong of the strategy, Staff has included specific programs. The strategy is intended to be holistic and captures programs that the CRA is already offering, programs in development and ideas for future projects.

1) Attract Customers - Make it easy and attractive for people to come to Downtown and College Park/University Heights.

Programs include: Parking Validation Program, Branding/Marketing

2) Attract Established Retailers - Connect national/regional retailers to opportunities in Downtown and College Park/University Heights.

Programs Include: Retail Inventory, Marketing Collateral, International Council of Shopping Centers (ICSC) Involvement.

3) Grow our Own - Provide assistance to local entrepreneurs to develop successful retail concepts in the Downtown and College Park/University

Heights area.

Programs: Retail Incubation Program, Micro-retail.

4) Improve What We Have - Ensure that Downtown and College Park/University Heights are physically appealing to both businesses and customers.

Programs: Streetscaping, Façade Grant, Storefront Art

5) Provide Robust Financial Incentives - Provide financial assistance/incentives to businesses that are locating in Downtown or College Park/University Heights.

Programs: Grow Gainesville Fund, SBA 504 CAP, Tenant Improvement Grant, Retail Loan Program

Successful urban retail needs density and is often clustered around one or two main streets. This strategy is proposed for the Downtown Redevelopment Area and College Park/University Heights as these areas make up the City's central core, have significant amounts of vacant retail space and contain the 2nd Avenue and University Avenue corridors. Additionally both districts have allotted funds that can be used to implement these strategies. A similar strategy can be tailored to attract retail to other areas as needed in the future.

In June 2011, Staff presented an item on retail strategies to DRAB to solicit the advisory board's input. A similar presentation is planned for CPUH in August. Staff is currently developing specific program policies and is seeking feedback from the CRA.

Fiscal Note: None at this time.

RECOMMENDATION

CRA Executive Director to the CRA: 1) Hear presentation from Staff and; 2) provide feedback.

110152.

Model Block Project - 419 NW 4th Ave Update - (B)

Explanation: The Model Block Project (MBP) was conceived to help address the issue of vacant and abandoned properties in the Fifth Avenue Pleasant Street Redevelopment Area. Since 2003, the CRA has acquired ten properties, including both vacant lots and houses for rehabilitation. To date, three (3) houses have been rehabilitated and sold, and three (3) new construction homes have been built. There are four (4) properties remaining to be completed: three (3) for new construction (Fifth Ave neighborhood) and one for historic rehabilitation (Pleasant Street).

Staff received an inquiry regarding the house located at 419 NW 4th Avenue; the home, which is within the Pleasant Street neighborhood, was purchased by the CRA in 2003 to contribute to the model block program. Staff researched the possibility of disposing the home due to its condition and the outlay of funding it

will take to rehabilitate the home in accordance with the Historic Preservation Rehabilitation & Design Guidelines. In March 2011 the CRA Board approved to offer 419 NW 4th Avenue for sale in accordance with CRA statute. A request for proposals was issued in April 2011. One response was received and it was deemed non responsive, a second solicitation was issued in May 2011:

Proposal Requirements

Interested parties should provide proposals (not to exceed four pages) that include:

- Proof of a certified general contractor license*
- Statement of willingness to purchase the home and enter into an agreement with the CRA that ensures the buyer will perform the rehabilitation in accordance with the City of Gainesville's Historic Preservation Rehabilitation & Design Guidelines*
- Proposals should include a proposed sales price*
- A succinct plan for the rehabilitation project that includes a proposed schedule (Certificate of Occupancy must be obtained within one year of sale and purchase)*

Additionally the selected respondent shall be required to execute a Façade Preservation Easement in the form required by the CRA, in order to certify the Owner maintains the home in good condition and without material change for a period of 5 years.

CRA staff received 2 proposal(s) for the purchase and rehabilitation of 419 NW 4th Avenue. CRA staff has evaluated the proposal(s) and recommends the CRA Board rank the proposals in the following order: 1) Kurt Strauss, Revolve Homes, 2) Abraham Wilcox, Dendera Corp.

Fiscal Note: None at this time.

110156.

2nd Annual Gainesville Kids Triathlon at Citizen's Field (B)

Explanation: The 2nd Annual Gainesville Kids Triathlon at Citizens Field was held on June 19th at 1100 NE 14th Street. The event was a great success drawing over 150 participant plus their families and friends to the MLK and Citizens field recreation venues. Participants competed in 3 exciting divisions the Junior Division, the Senior Division, and the Tri4Fun Division. Athletes received a full color t-shirt, custom finisher medals, swag bags, and awards for every age group. The race drew participants from all over north central Florida, and is sure to grow in numbers in the years to come. Staff would like to thank, DRC Sports, the Parks Recreation and Cultural Affairs Department, as well as the Gainesville Police Department, and the School Board of Alachua County.

One of the Eastside Redevelopment Plan initiatives is to "Support neighborhood centers for social, recreation, and education opportunities" the Kids Triathlon did a great job of showcasing East Gainesville and the MLK complex as a great venue for fostering a relationship with the athletic community. The event was well received by the neighboring community and it is staff's hope that we can make this a signature event for years to come.

For race results, please visit the event website at www.GainesvilleKidsTri.com.

Fiscal Note: None at this time.

RECOMMENDATION

CRA Executive Director to the CRA: Receive update from Staff.

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

August 15, 2011.

ADJOURNMENT