

22 JANUARY 2024

Update on GCRA Proposal to Implement the “Downtown Gainesville Strategic Plan”



Joint Meeting
City Commission and Board of County Commissioners





Reason for GCRA Downtown Proposal



- Downtown Needs versus Available Downtown Funding
- Furthers the City's Strategic Vision expressed through "Gainesville Vision 2035)
- Downtown is a transformational project in the GCRA "10-Year Reinvestment Plan" and is given direction with the adoption of the "Downtown Gainesville Strategic Plan"



Downtown Needs v Available Funding

	Total	Downtown TIF	CPUH TIF	Interlocal
Sources	\$994,332	\$589,462	\$42,080	\$362,790
GCRA Downtown Specific Funding				
Power District	\$700,000	\$350,000		\$350,000
DA - The Palms - 230 SW 2nd Ave	\$18,743	\$18,743		
DA- Jefferson on 2nd - 505 SW 2nd Ave	\$220,719	\$220,719		
Downtown Strategic Plan	\$12,790			\$12,790
College Park University Heights TIF	\$42,080		\$42,080	
Uses (Existing/Discussed Commitments)	\$3,547,818	\$589,462	\$42,080	\$2,916,276
MKSK BID Analysis	\$84,160		\$42,080	\$42,080
Pleasant Street Mosaic (NW 2 nd Street)	\$18,000			\$18,000
DA - The Palms - 230 SW 2nd Ave	\$28,321	\$28,321		
DA- Jefferson on 2nd - 505 SW 2nd Ave	\$143,392	\$143,392		
Consulting Design (Festival St/Sweetwater Park)	\$291,345	\$125,000		\$166,345
Sweetwater Park Construction (lighting, entry feature)	\$200,000			\$200,000
ACE District Signage and Wayfinding	\$30,000			\$30,000
Houseless Outreach	\$125,000			\$125,000
Security/Ambassadors	\$327,600			\$327,600
The Streatery & NW 1 st Ave/NW 1 st St Drainage	\$2,300,000	\$292,749		\$2,007,251
Balance	(\$2,553,486)	\$0	\$0	(\$2,553,486)



Gainesville Vision 2035



- Equitable Community for All (3/9)
- Sustainable Community for the Future (3/9)
- Great Place for Neighbors to Live and Thrive (9/10)
- Meaningful Experiences for Everyone (7/8)
- Alive/Vibrant Downtown (9/9)
- Strong/Resilient Local Economy – Medical/Education/ Innovators and Entrepreneurs (8/10)
- Mobility for All Neighbors (7/7)



Transformational Projects in the GCRA



Project Budgets (FY2020-2029)

Cornerstone/GTEC	\$22.2 million
8 th Avenue & Waldo	\$17.1 million
Downtown (proposed)	\$12.2 million
Heartwood	\$6.2 million
FAPS Heritage Trail	\$2.3 million



GCRA “10-year Reinvestment Plan” (FY 2020)



Economic Development Downtown Master Plan



LOCATION: Downtown Gainesville

STATUS: Proposed

DESCRIPTION: The City of Gainesville is working to develop a Downtown Masterplan. A master plan is necessary to have a coherent vision of desired investments, improvements, and enhancements to the quality of life for the community. The GCRA has been asked by City management to contribute to this plan's development as Downtown Gainesville is within the GCRA's boundary and the vision developed will affect continuing investment and fulfillment of the GCRA's objectives.

NEXT STEPS:

Develop scope, identify partners, develop budget
Once the Master Plan is developed working to ensure GCRA programs work to create in conjunction with the plan

“develop a scope, identify partners, develop a budget ... (and) ensure the GCRA programs work in conjunction with the plan”

“a plan is necessary to have a coherent vision of desired investments, improvements and enhancements to the quality of life for the community...and the vision developed will affect continuing investment and fulfillment of the GCRA's objectives”.

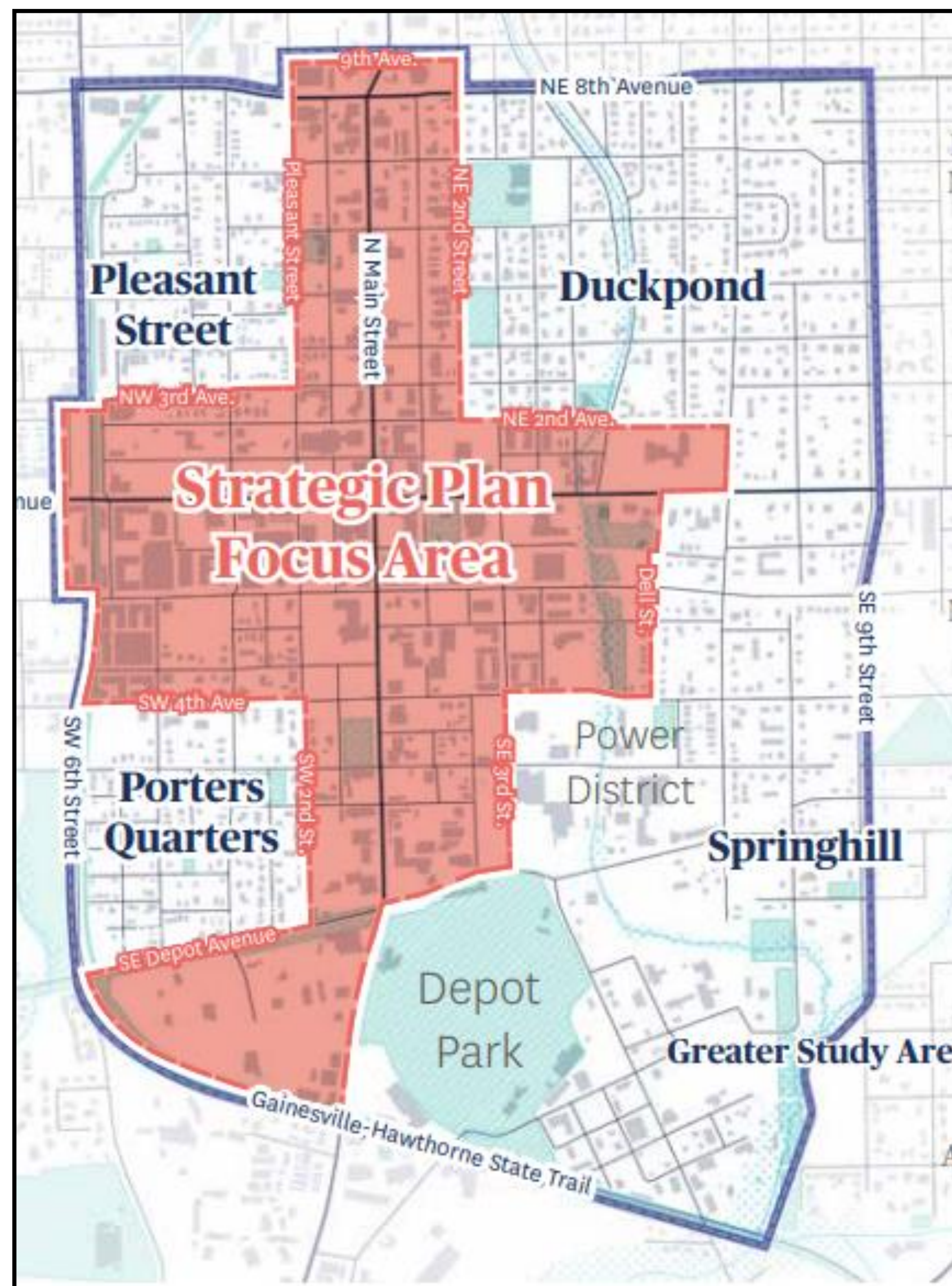


Downtown Gainesville Strategic Plan



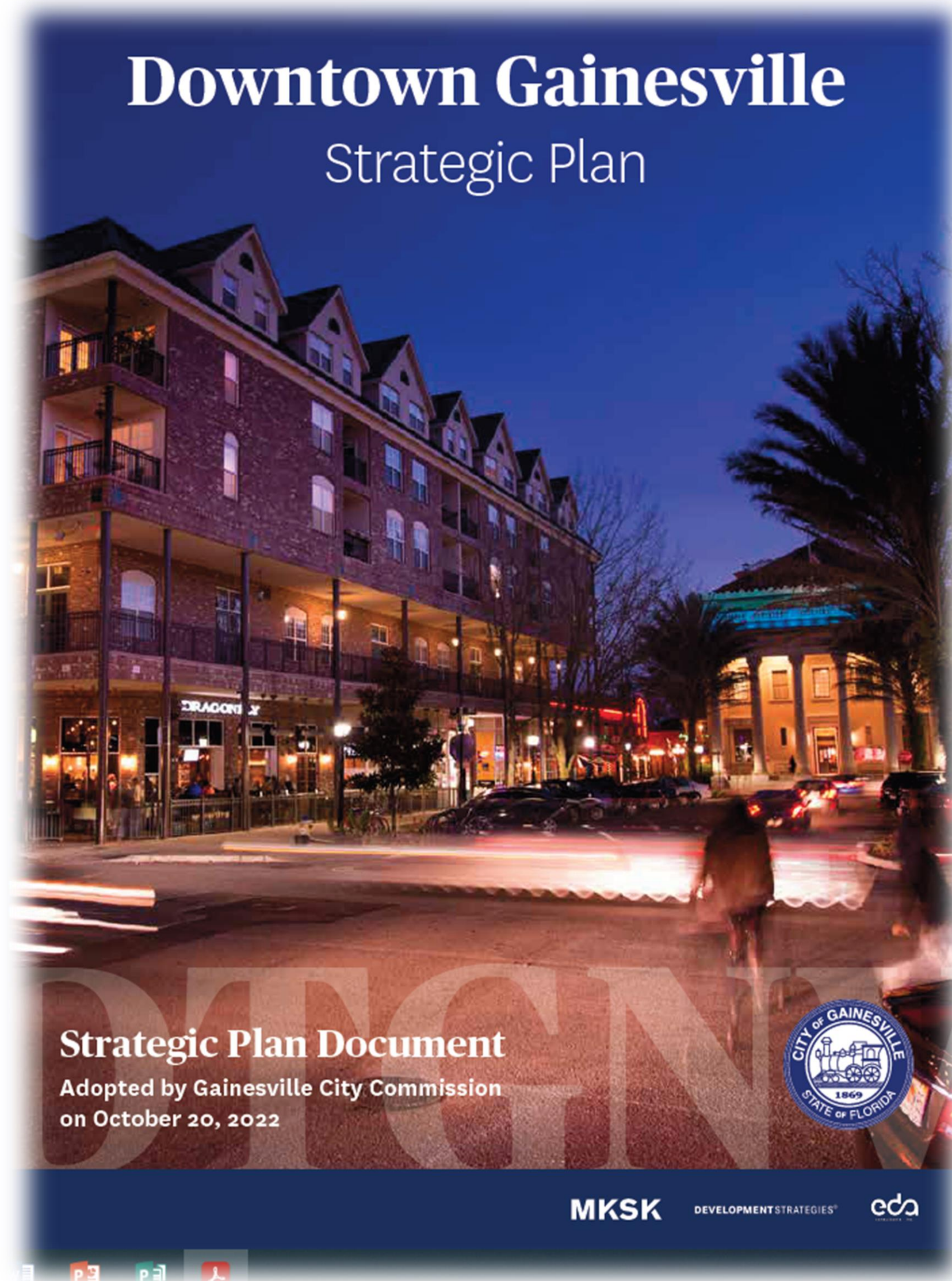
Downtown Study Area

- Over 800 acres including ROW
- Central City District and Commercial Corridors
- Five neighborhoods – three local historic districts
- Diverse land use - single-family and high-density residential to mixed-use, commercial and industrial
- Large institutional ownership – City and GRU (130 ac.), Alachua County (20 ac.), & School Board (6 ac.)
- ~9,500 jobs in Downtown – 56% in public sector
- ~2,000 households in Downtown – 43% < \$25,000
- Median Income – Downtown (\$32,000); City (\$39,000) County (\$53,000)





Goals of the Downtown Strategic Plan



- Become a Destination
- Connect the Dots
- Strengthen the Relationship with Adjacent Neighborhoods
- Increase Housing Opportunities
- Create a Supportive Local Business Environment
- Form a Place-based Management Organization



Become a Destination



- Invest around local strengths such as natural features, cultural amenities, historic landmarks, institutions, and human resources

Bo Diddley Plaza

Historic Core

SoMa

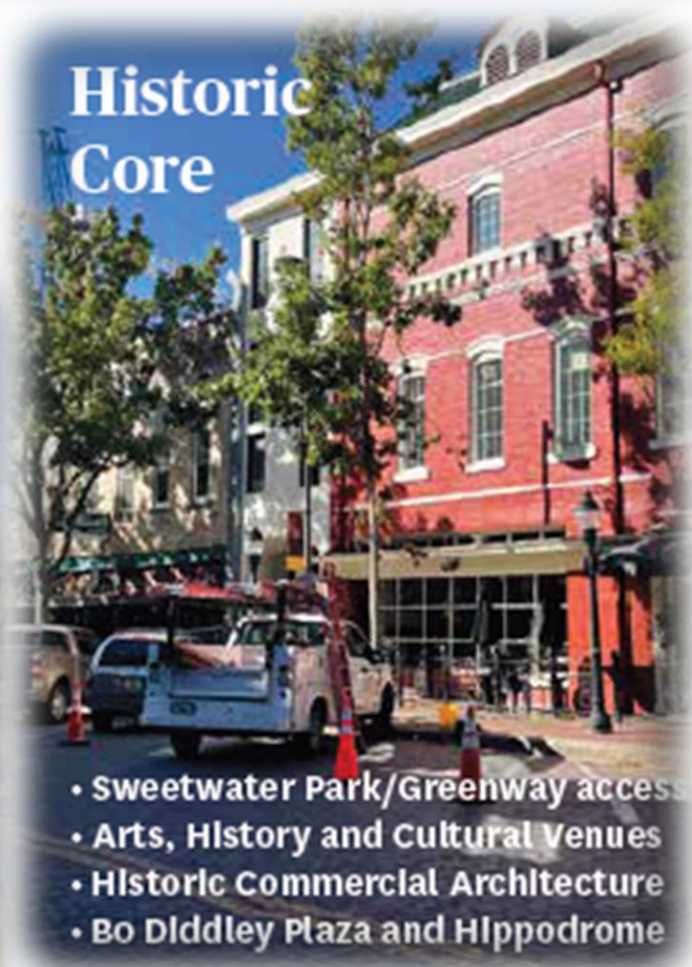
Innovation District

- Shape Downtown Identity with a coordinated marketing and branding program.

- Create a Downtown Jewel

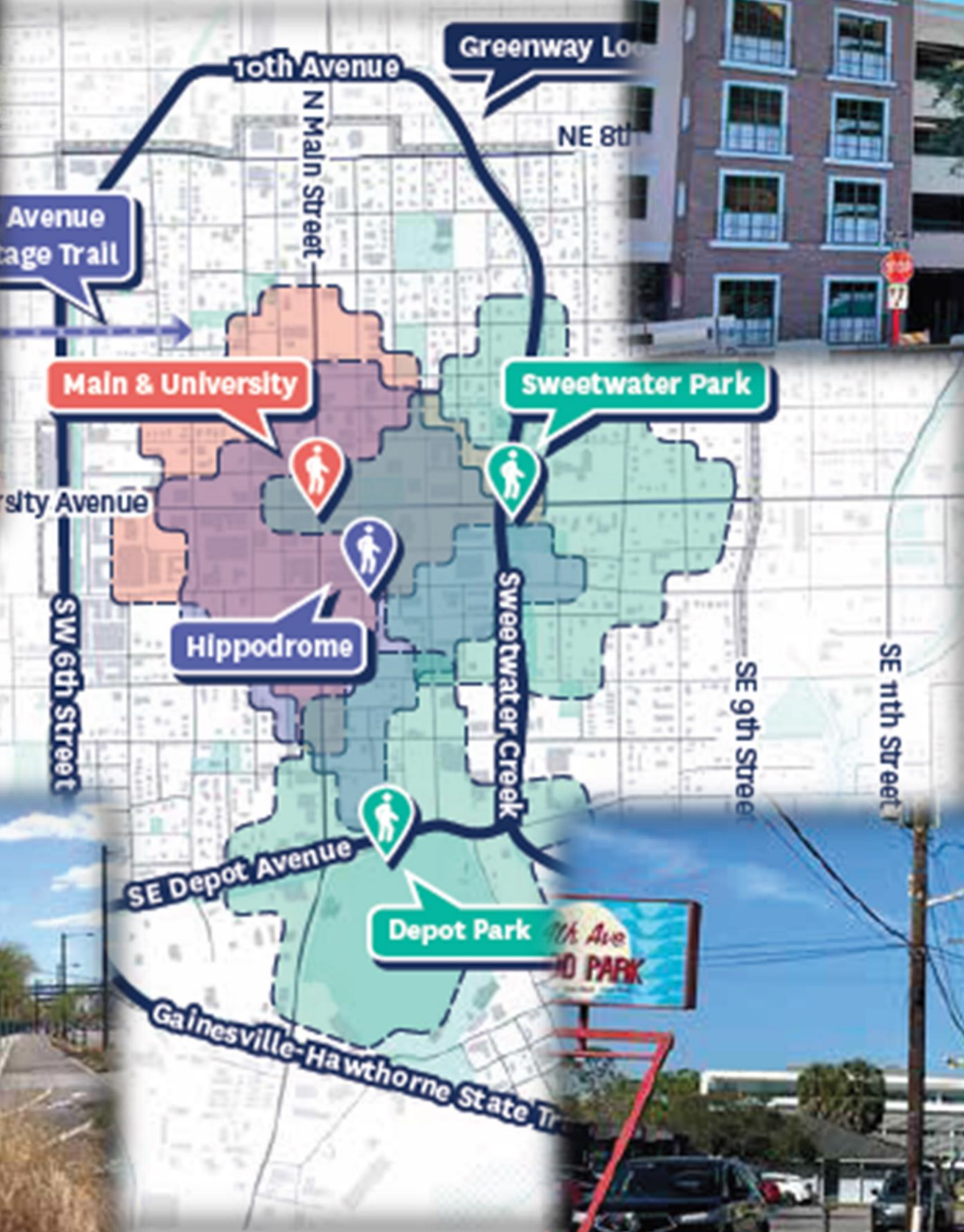
Activate Sweetwater Park

Invest in the Historic Core to draw pedestrians





Connect the Dots



- **Balance Parking with a Walkable core**

Utilize pricing, technology & wayfinding to create a “park once” downtown, Downtown/UF transit connector

- **Prioritize Streets to meet City standards**

Upgrade east-west streets to improve connectivity with adjoining neighborhoods

- **Activate the Sweetwater Corridor**

Create a safe N/S crossing of E. University Ave

Connect neighborhoods to the east with trail amenities, active open space, and wide greenway to connect

- **Create a Greenway Loop**

Sweetwater Park, Gainesville/Hawthorne Trail, Depot Trail, West 6th St and North 10th Ave



Increase Housing Opportunities



- **Address Housing at Scale**

Apply a variety of housing policies/funding sources throughout study area – corridors, neighborhoods, catalyst areas

- **Support Affordable & Mixed-Income Housing**

Continue pursuing low-income housing tax credits

Increase capacity of CDOs

Establish RFP process for public/catalyst sites

Support the creation of a community land trust

Bolster home repair funding programs and initiatives

Repurpose obsolete student housing as workforce housing

- **Facilitate Market-Rate housing**

Pursue tax abatement for new construction/major rehabilitation

Use GCRA funding for mixed-income housing development

Repurpose/assemble public land

Leverage UF Innovate as value add for market-rate development

Repurpose and assemble public land

Explore master leasing model to lower developer risk

Create shared-use parking facilities



Create a Supportive Local Business Environment



What is a Downtown small business **ecosystem**?



• Unlock Real Estate Potential

Activate Storefronts: Facilitate Startups and Popups

Repurpose Obsolete Space: Continue or expand assisting upgrades to commercial district stock

• Increase Direct Small Business Assistance

Leverage Entrepreneurial Support Resources

- Incubator space
- Technical assistance
- Startup and Entrepreneurial Support
- Access to Capital Assistance
- Marketing Support
- Networking and Mentoring
- Workforce Training

Create a startup grant program



Maintain and Enhance Downtown



- **Form a Place-Management Organization**

Make downtown clean, welcoming, & safe

Marketing/Branding

Streetscapes

Parks & Open Space

Programming

Retail Tenanting

Guide Redevelopment and Enable Affordability

- **Continue to Build Capacity**

Host an implementation retreat with staff, stakeholders and leadership

Reach out to other BIDs to understand their creation

Develop tasks for implementation



BID Planning Process & Scope



Downtown BID Scope and Schedule

Schedule	1	2	3	4	5	6	7	8	9	10
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Building Blocks (5-6 mos.)



Engagement (3-4 mos.)



Budget Modeling (2 mos.)



Final Deliverables (1 mo.)



- Legislative Scan
- Vision Statement
- District Boundaries
- Property Owner Database
- Needs Assessment
- Core Programs & Services
- BID Benefits Summary
- Public Engagement
- Develop BID Website
- Revenue & Expense Models
- Model Ordinance



Potential Capital Improvements

(FY 2025 to 2029)



	Total	CPUH	Interlocal
GCRA Rollover Sources	\$6,006,447	\$2,800,000	\$3,206,447
Uses	\$10,760,000	\$2,800,000	\$7,960,000
Downtown Jewel (Sweetwater Park)			
Matheson Park	\$680,000		\$680,000
Western Gateway (Federal Building)	\$1,090,000		\$1,090,000
Loftin/Tomkis Park	\$720,000		\$720,000
SE 2nd Ave to 4th Ave	\$1,470,000		\$1,470,000
Safe Streets for All Match (W. University Avenue)	\$1,400,000	\$1,400,000	
Lynch Park	\$2,000,000		\$2,000,000
Transit Stations on SW 2nd and 4th Ave	\$900,000	\$600,000	\$300,000
S 4th Ave Intersection Imps. (12th, 10th, 3rd)	\$1,200,000	\$800,000	\$400,000
S 2nd Ave Intersection Imps. (3rd, Main)	\$800,000		\$800,000
Art Installations	\$500,000		\$500,000
Balance	(\$4,753,553)	\$0	(\$4,753,553)



Potential Operating Pro Forma

(FY 2025)



	Total	CPUH	Interlocal
GCRA Annual Sources	\$1,237,796	\$211,584	\$1,026,212
Potential Downtown Operating Costs	\$3,579,503	\$211,584	\$3,367,919
Houseless Services	\$250,000		\$250,000
Security/Ambassadors			
Garage Security	\$125,000		\$125,000
Downtown Security	\$436,800		\$436,800
Innovation District Security	\$218,400		\$218,400
Cleanup Crews			
Current - Weekend outside Vendor	\$289,000		\$289,000
Current - Public Works	\$401,719		\$401,719
SW 2nd Ave (SW 6th St to SW 13th St)	\$6,000		\$6,000
SW 4th Ave (SW 6th St to SW 13th St)	\$6,000		\$6,000
Marketing/Promotion	\$115,000		\$115,000
New Events	\$100,000		\$100,000
Downtown Management Organization Support	\$125,000		\$125,000
Transit Operations	\$470,000		\$470,000
SS4All - MOT	\$75,000		\$75,000
Business Improvement Grant	\$355,792	\$105,792	\$250,000
Development Incentive	\$605,792	\$105,792	\$500,000
Balance	(\$2,341,707)	\$0	(\$2,341,707)



Proposed GCRA Sources for the Downtown Plan



Program	FY24 & Rollover		FY25-29 Allocations	Totals
Neighborhood Paint			\$850,762	\$850,762
My Neighborhood Grant			\$850,762	\$850,762
Heirs Property Assistance			\$664,558	\$664,558
Heirs Property Assistance Rollover	\$121,802			\$121,802
My Neighborhood Grant Rollover	\$249,756			\$249,756
Residential Improvement Grants	\$287,811		\$510,524	\$798,335
Pleasant Street Infill Housing Savings	\$487,583		\$500,000	\$987,583
Commercial Corridor Streetscape	\$1,217,000			\$1,217,000
Property Acquisition Program	\$269,045		\$800,000	\$1,069,045
Business Improvement Grant	\$573,450		\$954,452	\$1,527,902
College Park/University Heights TIF	\$1,442,080		\$2,457,920	\$3,900,000
Total	\$4,648,527		\$7,588,978	\$12,237,505
GCRA Housing Programs	\$1,146,952		\$3,376,606	\$4,523,558
	% of total	24.7%	44.5%	37.0%
Other GCRA Programs	\$3,501,575		\$4,212,372	\$7,713,947
	% of total	75.3%	55.5%	63.0%



Potential Next Steps for Downtown



- City Commission approves GCRA's funding plan to implement Downtown Strategic Plan and Budget
- Hire Security, Houseless Outreach Services, and Downtown Ambassadors
- Establish a "Downtown Advisory Board" of 5-7 members selected by the City Commission
- Stakeholder Engagement for plans for "The Festival Street" and Sweetwater Park on South 1st Avenue from SW 2nd Street to Park
- Prepare/Recommend GCRA Budget for "Downtown Strategic Plan"

Questions?

