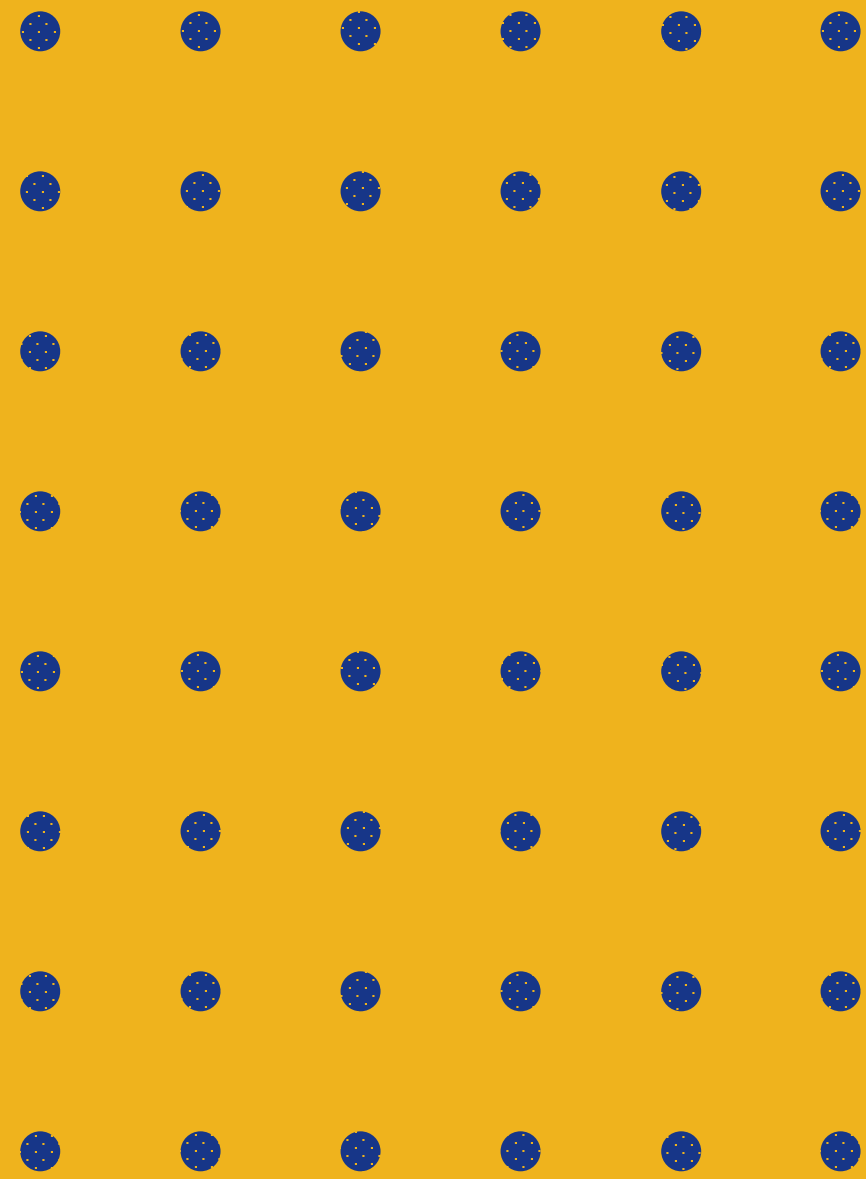


10 DECEMBER 2024



Gainesville Community Reinvestment Area Update



Presented to the Alachua County
Board of County Commissioners

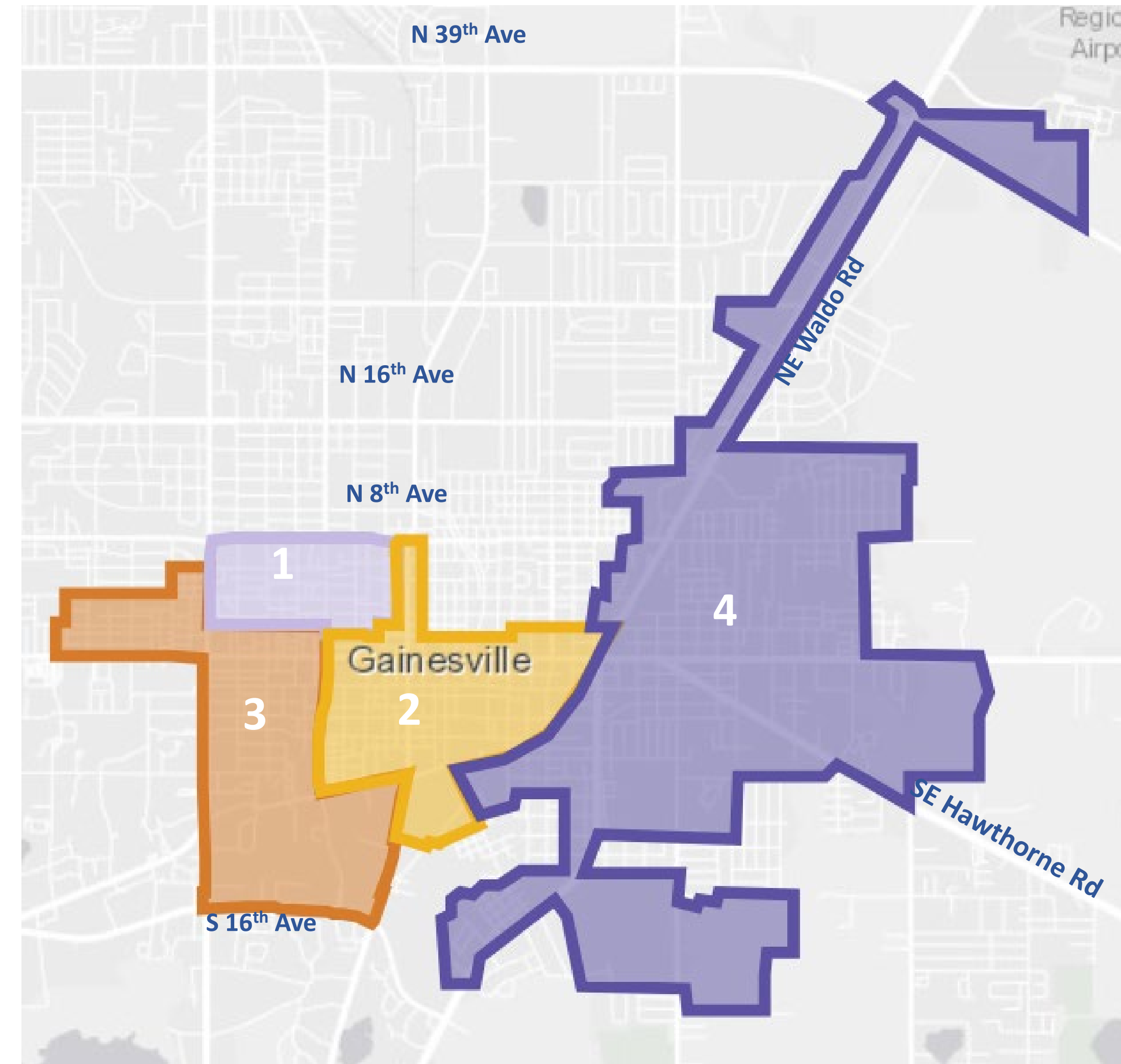




Gainesville CRAs (1979-2019)



- Florida Community Redevelopment Act of 1969
- Findings of Slum or Blight to establish CRAs
- Allows use of Tax Increment Financing (TIF) revenue to fund redevelopment projects/programs
- Department independent of General Government
- Four CRAs created in Gainesville from 1979 to 2001
 1. **Fifth Avenue/Pleasant Street** (est. 1979/exp. 1989)
 2. **Downtown** (est. 1981/exp. 2001)
 3. **College Park/University Heights** (est. 1995/exp. 2005)
 4. **Eastside** (est. 2001/exp. 2006 & 2010)
- Four separate CRA boards

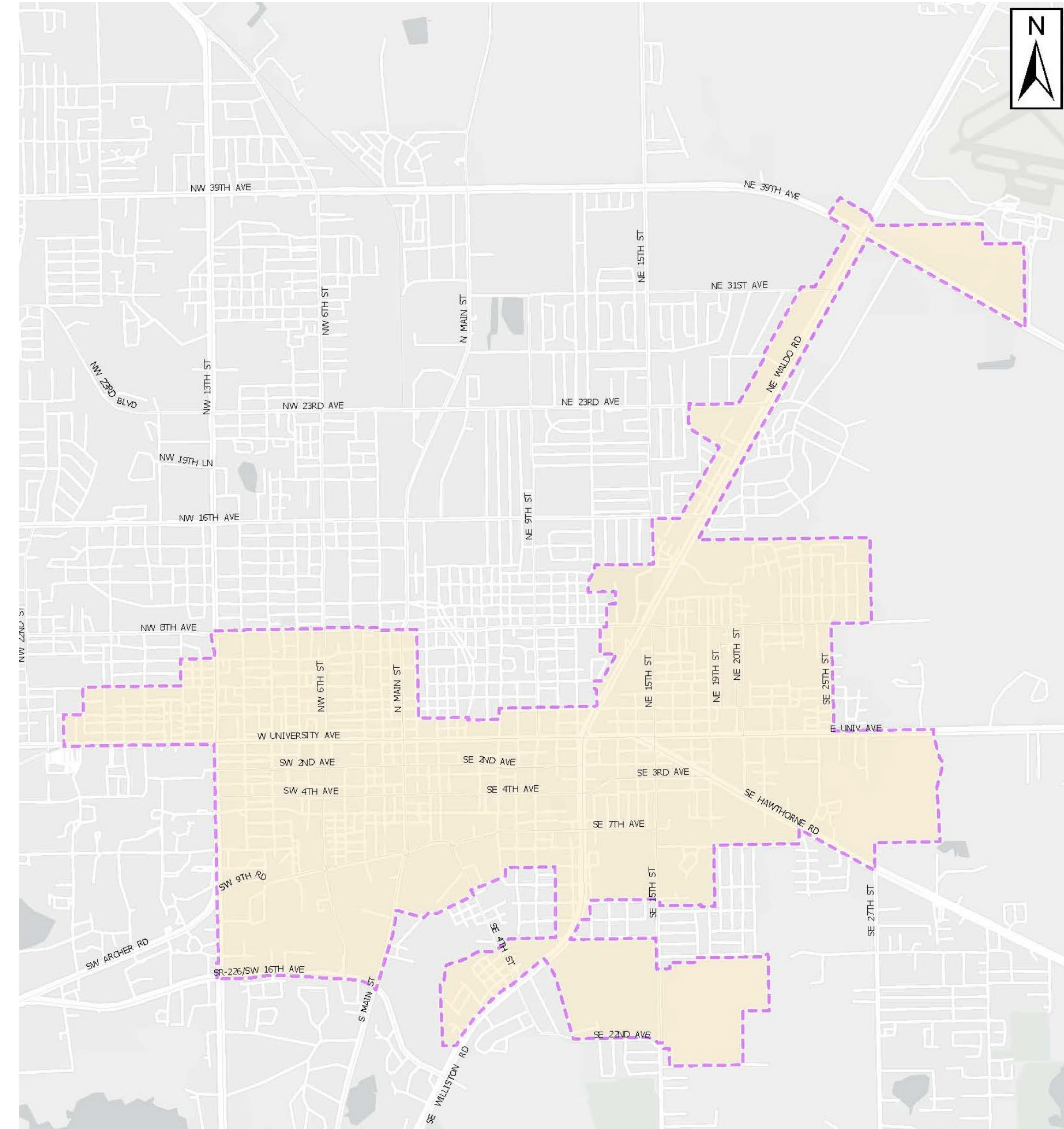




Gainesville Community Investment Area



- Adopted City/County Interlocal Agreement 2019 to Revitalize GCRA and Eliminate TIF districts
- Consolidated the Four Districts into One
- Adopted the GCRA “10-Year Reinvestment Plan”
- Established one Advisory Board
- Created a department within General Government
- Developed 10-year Funding Plan that sunsets in FY29
 - ✓ \$71 million total funding comprised of ~\$7 million annually for 10 years
- Focus on Five Transformational Projects (next slide)





Transformational Projects in the GCRA



Project Budgets (FY2020-2029)

Cornerstone/GTEC	\$25.9 million
8th Avenue & Waldo	\$13.3 million
Downtown	\$9.9 million
Heartwood	\$5.7 million
FAPS Heritage Trail	\$2.3 million

* The numbers here are estimated available funding based on past expenditures and planned future budgets and are subject to change (last updated 08/14/2024)



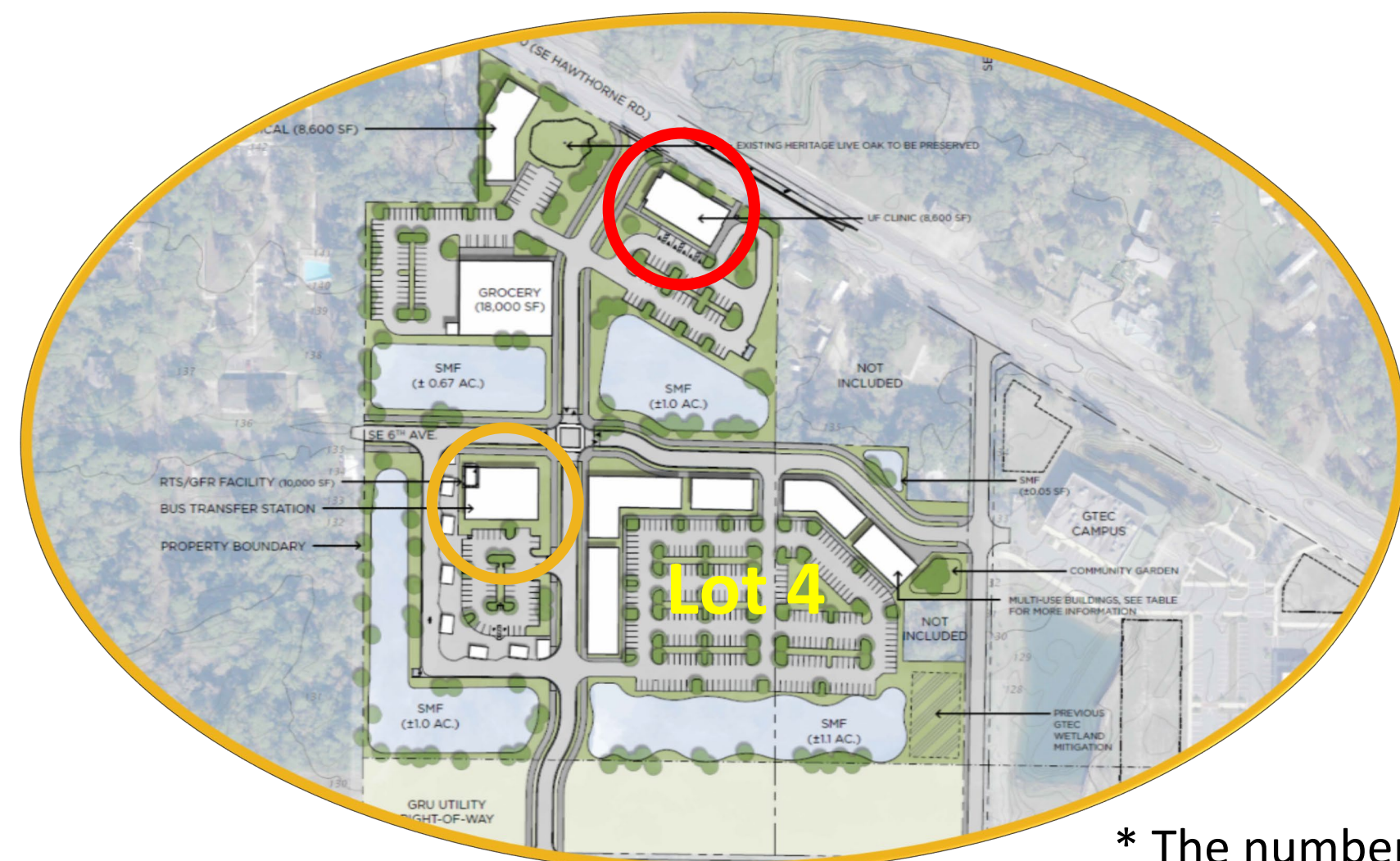
Cornerstone Phases 1 & 2/GTEC



- **UF Health Urgent Care Center – Opened August 15, 2024**
- Construction on roadway since January 2024
- **Approved designs for RTS transfer hub**
- Designing signage and streetscaping upgrades to campus
- Master plan complete for fall renovations of GTEC
- 22 incubating companies at GTEC 95% minority or local
- Food hub or grocery development being sought

2020-2029 GCRA Budget

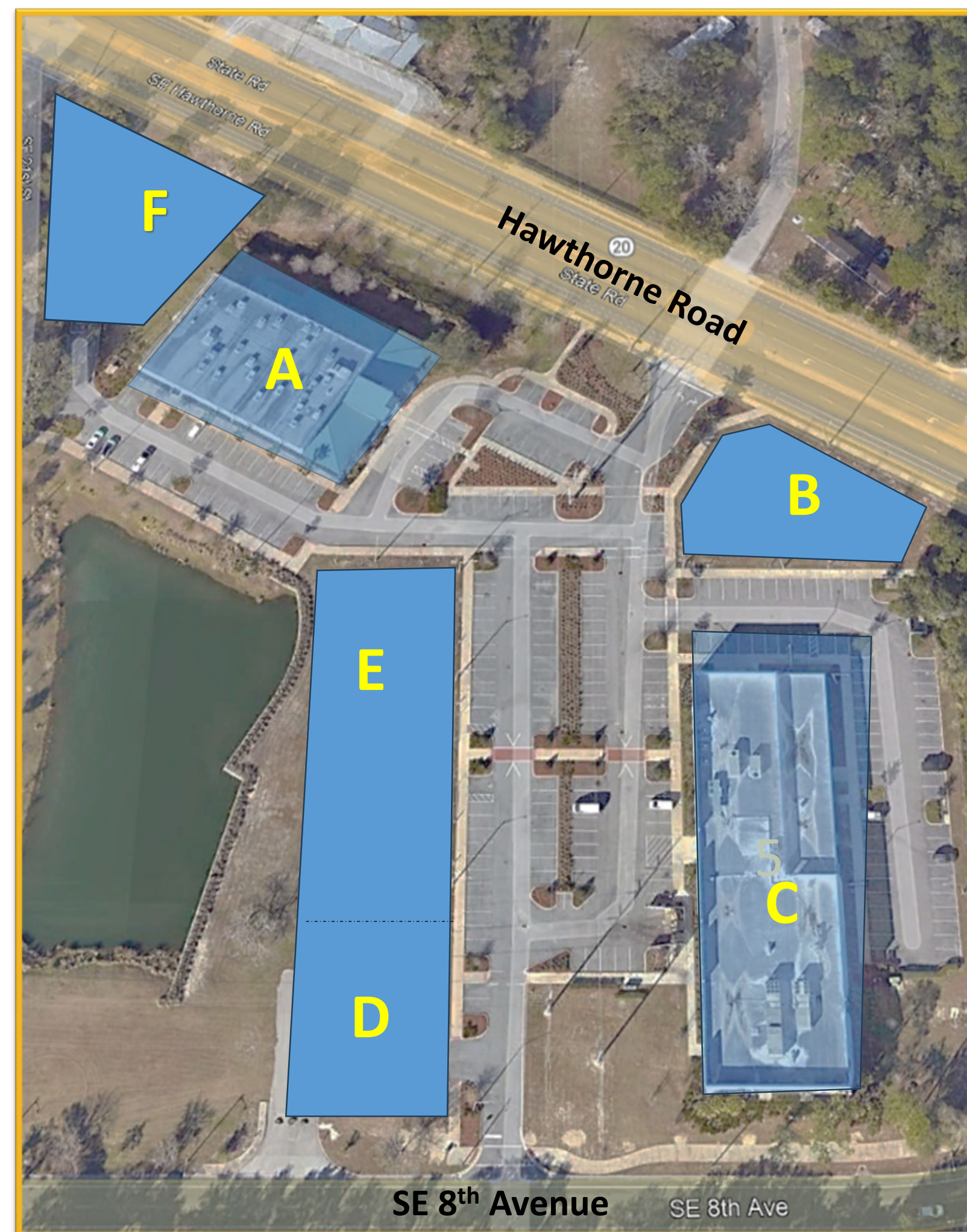
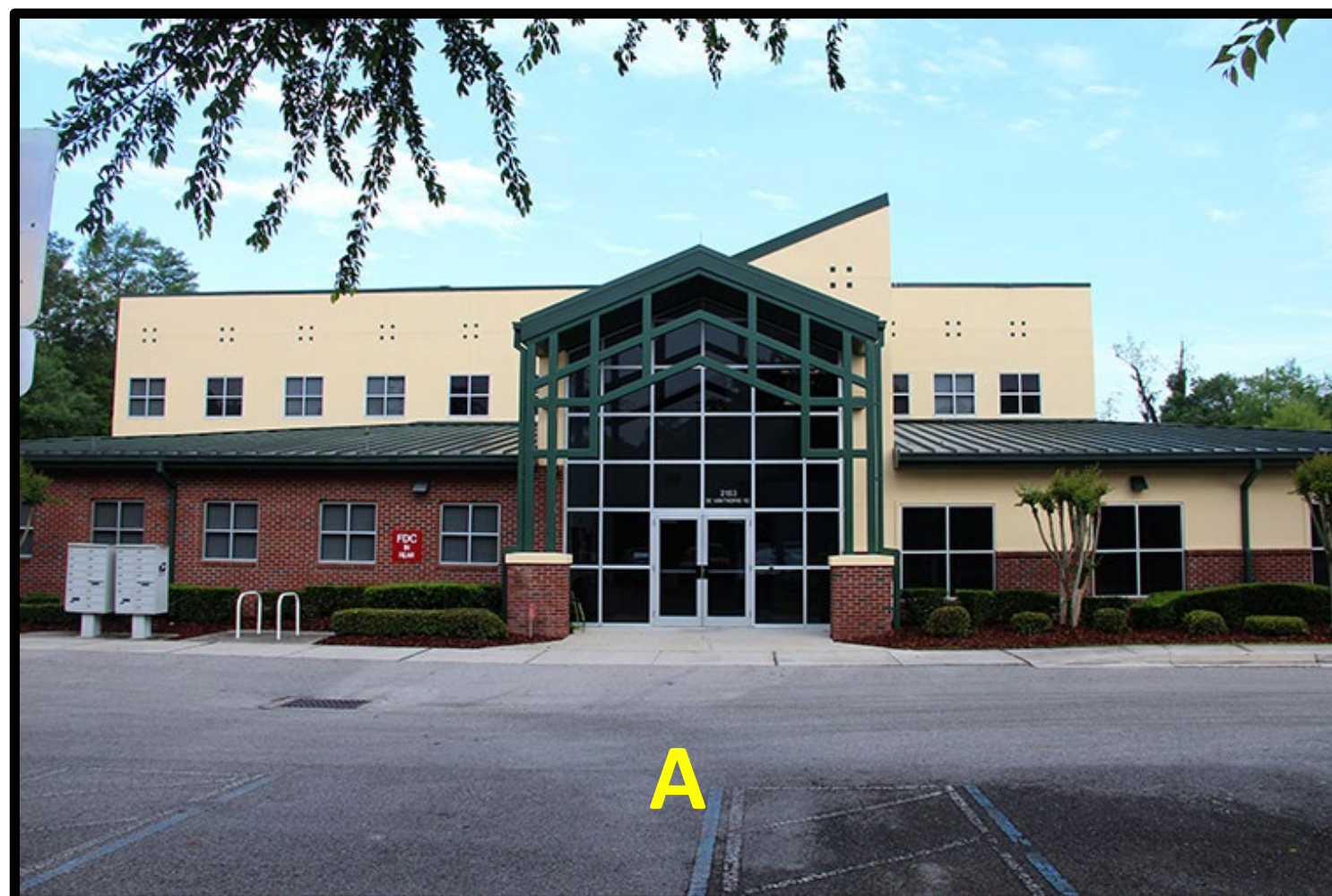
- | | |
|---|-----------------------|
| Source | \$25.9 million |
| <ul style="list-style-type: none"> • \$4.1 million Federal Transit Authority • \$4.5 million ARPA (City and County contribution) • \$11.2 million Cornerstone Phase 2 • \$6.2 million GTEC | |
| Estimated Uses | \$25.9 million |
| <ul style="list-style-type: none"> • \$4.1 million RTS Transfer Hub • \$4.5 million UF Health • \$3.8 million Road Construction/Infrastructure • \$453,697 Mitigation @ Cornerstone Phase 2 • \$5.62 million GTEC renovation • \$225,000 Design, Environmental & Engineering • \$220,904 White Electric Property Purchase • \$6.98 million Incentives for Food Hub, Lot 4, and other development pads | |



* The numbers here are estimated available funding based on past expenditures and planned future budgets and are subject to change (last updated 08/14/2024)



Cornerstone Phase 1 and GTEC



Legend

- A. GTEC –30,700 SF Bldg.
- B. 11,821 SF Parcel
- C. Merieux –21,137 SF Bldg.
- D. 6,624 SF Parcel,
- E. 8,113 SF Parcel
- F. 9,401 SF Parcel

*SF=Square Feet



NE 8th Avenue and Waldo Road



- A. Citizen's Field
- B. Dwight H. Hunter Pool
- C. M.L. King Jr. Multipurpose Center
- D. Gainesville Fire Rescue Station #3
- E. Multipurpose Fields
- F. Skate Park
- G. GFR Administration Buildings

Project Overview

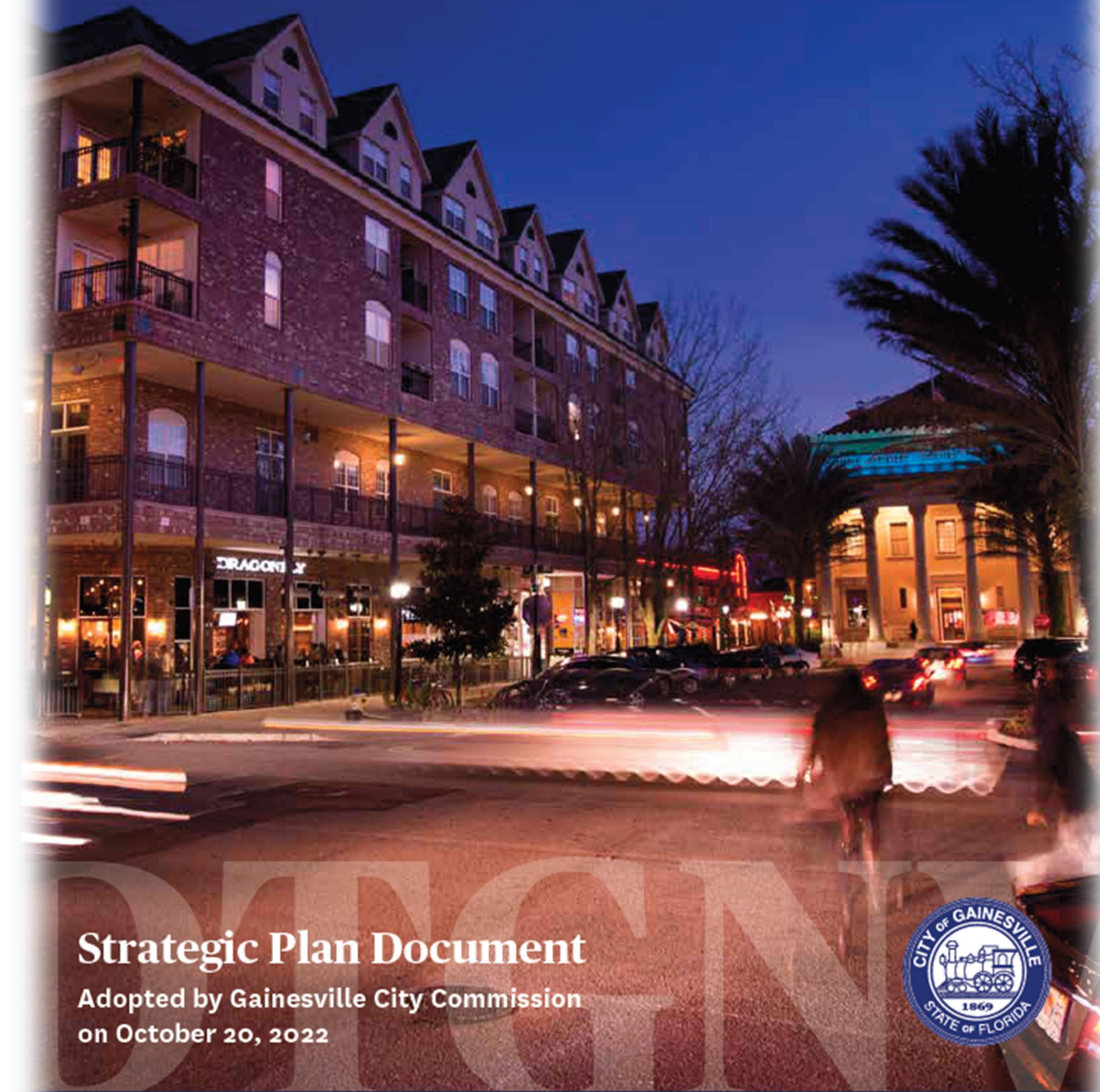
- Report in 2023 concluded \$52 million improvement plan for the 34+acre site (October 2023)
 - ✓ Renovated MLK Center with 40,000 SF addition (total 60,00 SF) with 4 BB courts and one “championship” court
 - ✓ ~5,000-seat Citizens Field with track and synthetic turf
 - ✓ Five ballfields with lighting and synthetic turf on NW corner
 - ✓ 1,000 parking spaces
- NV5 (formerly known as CHW) has been hired to provide a land use and design study (June 2024)
 - ✓ Evaluate opportunities to “rearrange” facilities for efficiency
 - ✓ Assess mixed-use development potential – ~40,000 SF – along NE Waldo Road
 - ✓ Develop streetscape designs for NE 8th Avenue and Waldo Road to link neighborhoods east and west of the corridor
- Develop a funding plan to build facilities
- Schedule for demolishing vacant GFR facilities



Downtown GNV Strategic Plan



Downtown Gainesville Strategic Plan



Strategic Plan Document
Adopted by Gainesville City Commission
on October 20, 2022



MKSK DEVELOPMENT STRATEGIES cda

- **Become a Destination** build investments around local strengths; shape downtown identity; create a downtown jewel
- **Connect the Dots** balance automobile with the pedestrian; bring streets up to city standards; activate Sweetwater corridor
- **Strengthen Relationship with Neighborhoods** connect neighborhoods to downtown and establish transition areas
- **Increase Housing Opportunities** address housing opportunities at scale; support affordable mixed-use housing; and facilitate market-rate housing
- **Create a Supportive Local Business Environment** unlock real estate potential and increase direct small business assistance
- **Maintain and Enhance Downtown** form a place-based management organization and continuing to build capacity.



GCRA's Downtown Activities in FY 2024



- **Reallocated** ~\$12 million in GCRA budget to implement Strategic Plan (March thru June (CC))
- **Created and Seated** Downtown Advisory Board (March thru June (CC))
- **Implemented** Downtown Events Program Pilot (June 1st to December 31st (CC))
- **Selected** Block-by-Block for Ambassador Program (August 15th Commission (CC))
- **Adopted** FY25 GCRA Budget for "Downtown Strategic Plan" (August 15th CC)
- **Surveyed/Presenting** Downtown Needs Assessment (DAB/CC)
- **Creating** Permanent "Downtown Events Program" (DAB/CC)
- **Amending** Business Improvement Grant Program (DAB/CC)

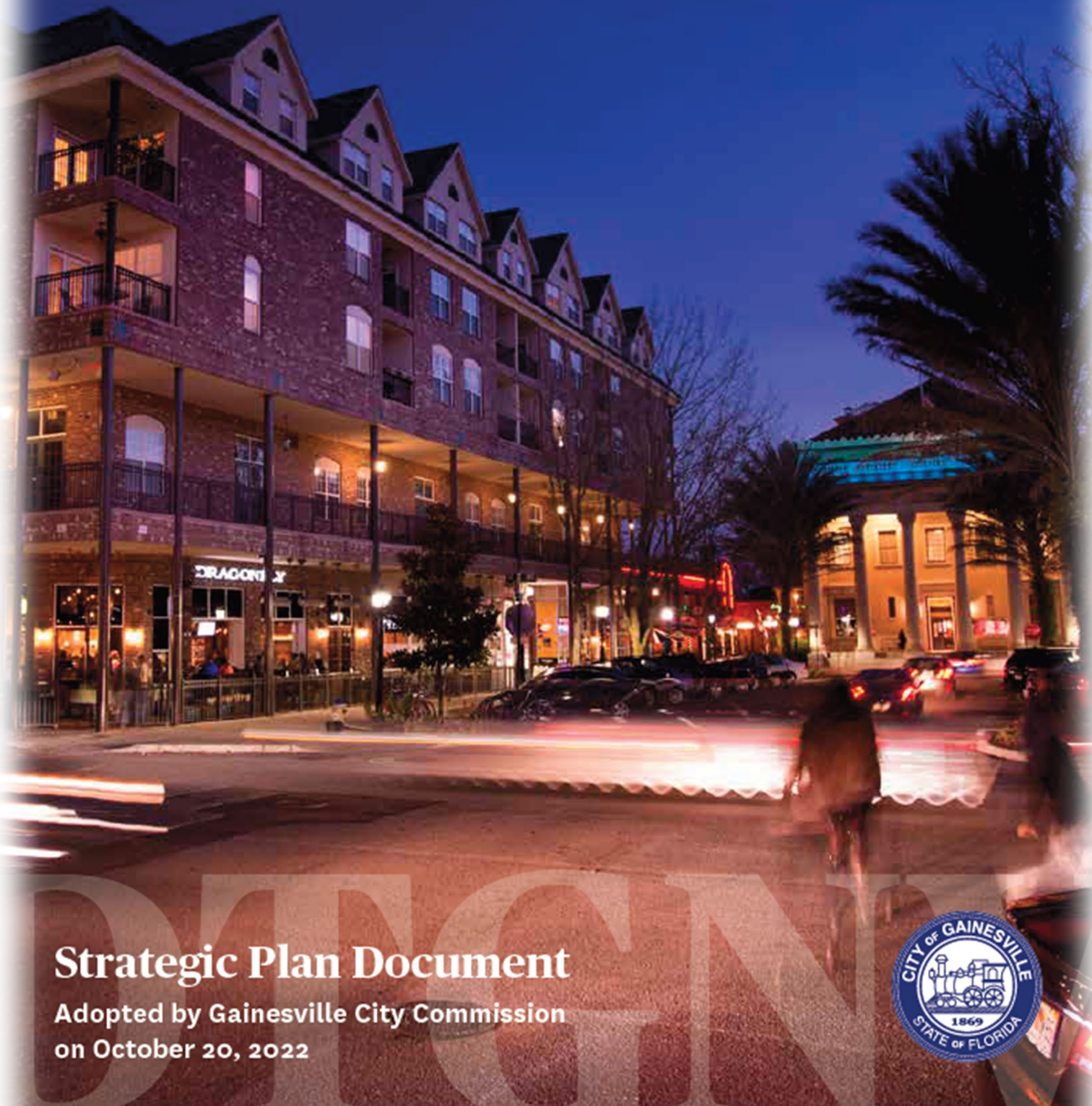


Downtown Strategic Plan Priorities



Downtown Gainesville

Strategic Plan



Strategic Plan Document

Adopted by Gainesville City Commission
on October 20, 2022



MKSK

DEVELOPMENT STRATEGIES



Throughout the engagement process...we heard from leaders, stakeholders and community members concerned about broken and dirty sidewalks, unsafe conditions, a lack of lighting, and poorly maintained landscaping. ***To make downtown welcoming and attractive to residents, businesses, employees, and visitors we must first address these basics concerns.*** Only then can we build momentum to address the larger community vision around creating vibrant places, spaces and storefronts and a connected, green, walkable and bikeable downtown ...



Overview of Block by Block



- **City Administration** identified Block by Block as the national industry standard for Ambassador Programs and pursued a “sole source” solicitation process
 - Issued on April 15, 2024, a Notice of Intent to Purchase Ambassador Program Services giving other vendors an opportunity to respond to the solicitation.
 - Received one proposal that was not responsive
- **Block by Block** has over 140 clients and provides 8 service area based on the needs of clients
 - **Cleaning**
 - Parks, Landscaping and Placemaking
 - **Safety and Outreach**
 - Transit
 - **Hospitality**
- **Six clients in Florida** – Miami DDA; Hollywood CRA; Jacksonville BID; Lincoln Road BID; Coconut Grove BID; Coral Gables



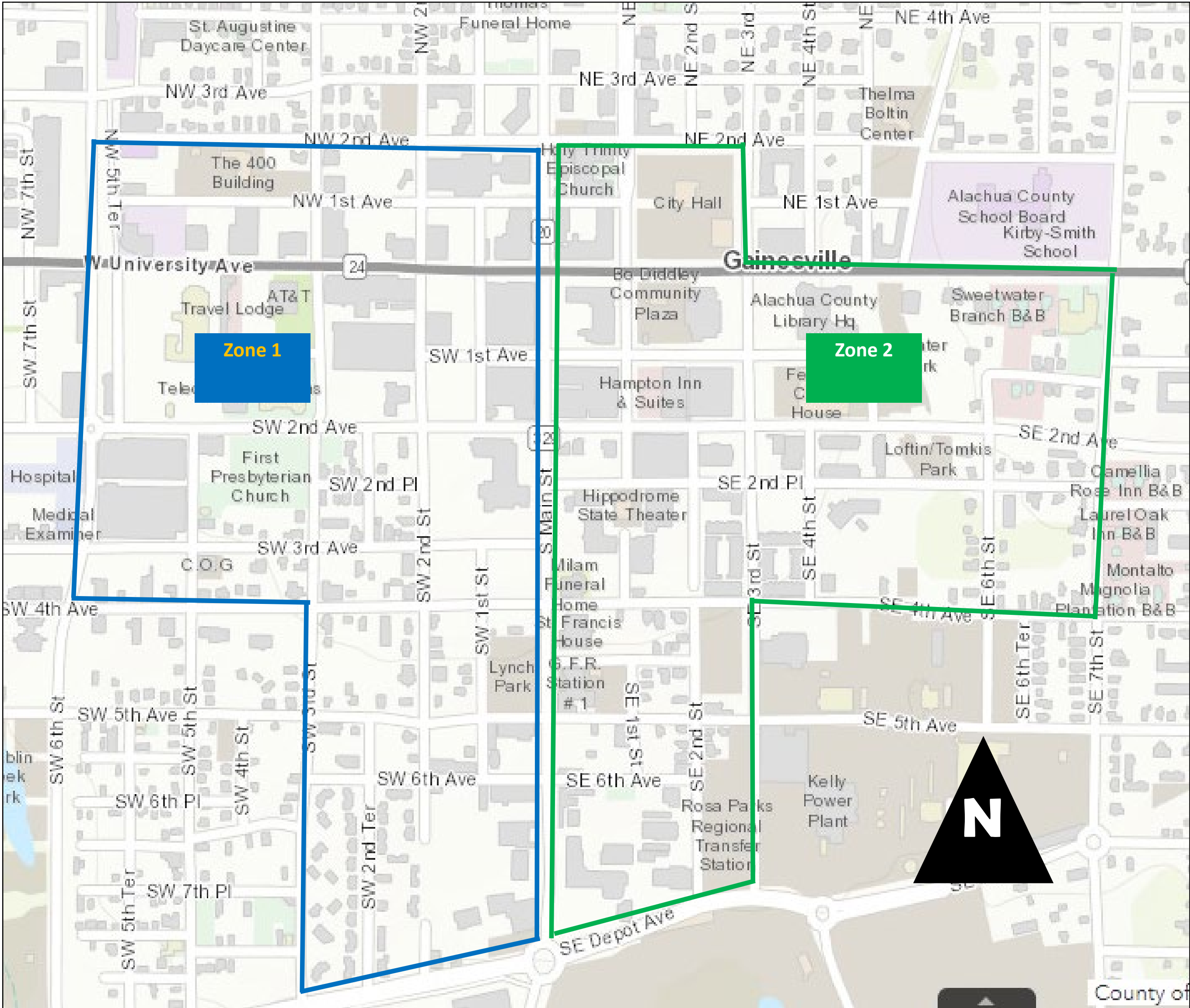
Overview of Ambassador Program



- **Spring 2024** City Administration selects Block by Block and negotiates a Scope
- **August 15, 2024** City Commission Approves \$3.1 million Contract with a 3-year term for Ambassador Services for **Downtown** and the **West University Corridor**.
- **September 12, 2024** Contract is signed and calls for:
 - Cleaning
 - Safety and Outreach
 - Hospitality
- **October/November 2024** Internal and External Coordination; Recruitment; Procurement; Education
- **November 9 – 27, 2024** Ambassador On-boarding, Training and Introductions to Community
- **December 2, 2024** Ambassador Program is Launched

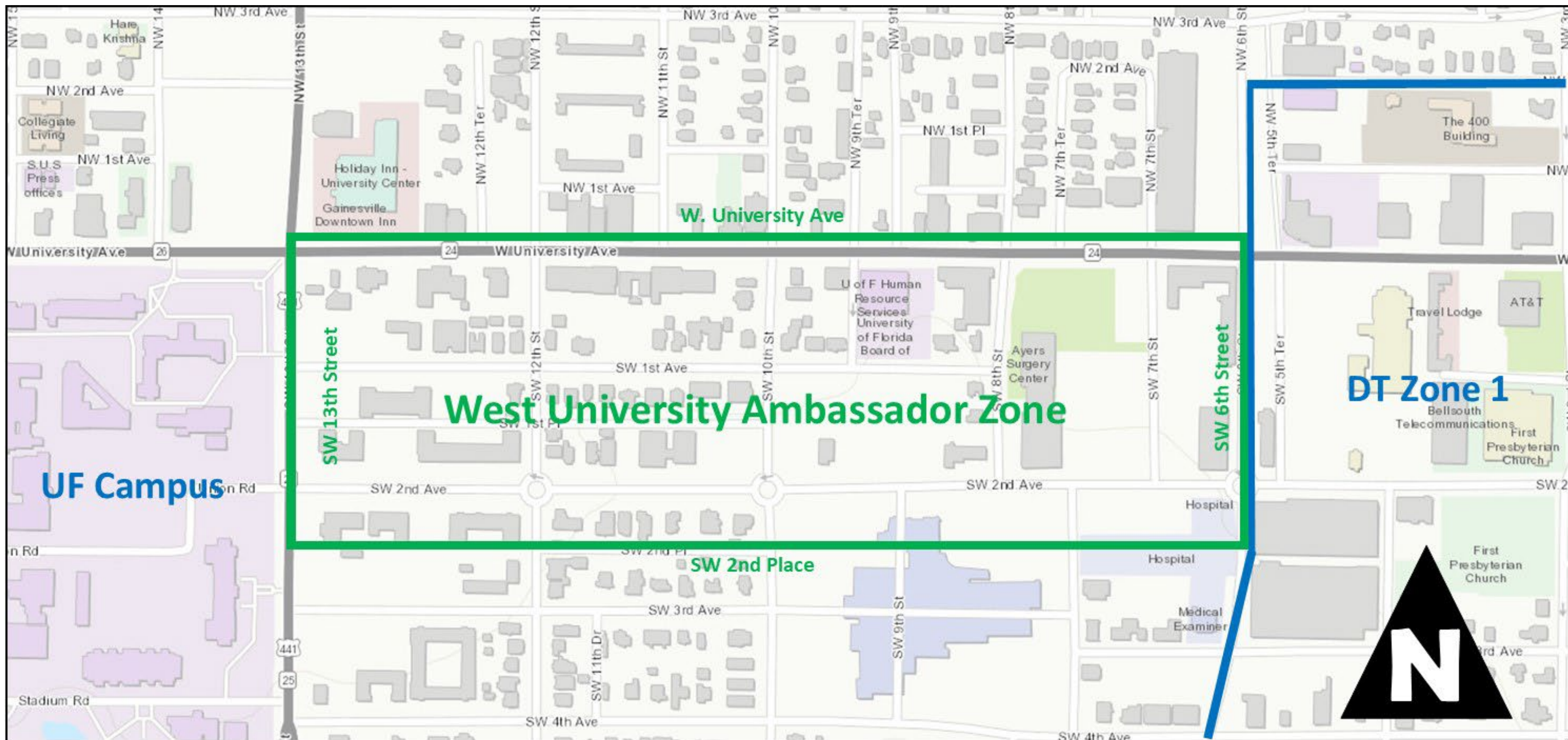


Downtown Ambassador Service Area





West University Ambassador Service Area





Ambassador Program Features



- **Safety Engagements:** circulate continuously through district (bike, ped, vehicle) for visibility and report suspicious activities to authority.
- **Interacting with Unhoused Population:** engage those experiencing homeless and connect them with service providers.
- **Safety Escorts:** Provide escorts to those calling publicized cell phone.
- **Documenting and Reporting:** Track Ambassadors routine. Incident reports. Document persons of interest. Reporting to City.
- **Downtown Cleaning:** Litter and weed abatement. Graffiti, handbill and sticker removal. Trash receptacles.
- **Hospitality and Public Interactions:** Highly visible presence throughout district providing greetings, directions, recommendations
- **Business Visits:** Educate businesses on program. Distribute surveys. Record concerns and activities.



Downtown Potential Capital Improvements

	Total
Estimated Project Costs	\$11,274,000
Downtown Jewel (Sweetwater Park)	\$4,175,000
<i>Conceptual Design</i>	\$215,000
<i>Matheson Park</i>	\$680,000
<i>Western Gateway (Federal Building)</i>	\$1,090,000
<i>Loftin/Tomkis Park</i>	\$720,000
<i>SE 2nd Ave to 4th Ave</i>	\$1,470,000
The Streatery (including engineering design)	\$2,599,000
Festival Street (SE 1st Ave from S. Main St. to Sweetwater Park)	\$2,500,000
Transit Stations on SW 2nd and 4th Ave	\$300,000
South 4th Ave Intersection Improvements (SE 3 rd St.)	\$400,000
South 2nd Ave Intersection Improvements (SE 3 rd St. and S Main St.)	\$800,000
Art Installations in Public Spaces	\$500,000

***GCRA may contribute to some or all of these projects to the extent funding allows**



Funds Available for Downtown



Project	Rollover	FY25 Budget	Totals
FY25 Downtown Operating	\$800,000	\$1,050,000	\$1,850,000
FY25 Budget Allocation		\$1,050,000	\$1,050,000
FY24 Rollover	\$800,000		\$800,000
Downtown Strategic Plan (Interlocal)	\$2,375,089		\$2,375,089
Downtown TIF	\$589,997		\$589,997
College Park TIF	\$1,604,831	\$287,905	\$1,316,925
Total	\$5,376,371	\$1,050,000	\$6,132,011

- The numbers here are estimated totals based on past expenditures and planned future budgets and are subject to change (last updated 09/09/2024)
- ** The FY25 Budget expense for College Park TIF is the first-year contribution towards the Ambassador Program.



Approved FY25 Operating Budget



Downtown Funding

Downtown Operating Sources

\$1,850,000

Note \$800,000 of the above is sourced from FY24 rollover

Downtown Operating Uses

\$1,850,000

Grace Marketplace Support Services

350,000

Public Works Downtown Clean Team

298,000

Downtown Ambassador Program

719,763

Safety Ambassadors

520,444

Clean Ambassadors

199,312

Marketing/Promotion

50,000

Downtown Events

100,000

Business Improvement Grant

332,337

Development Incentive

0

Balance

\$0



Downtown Gainesville Needs Assessment

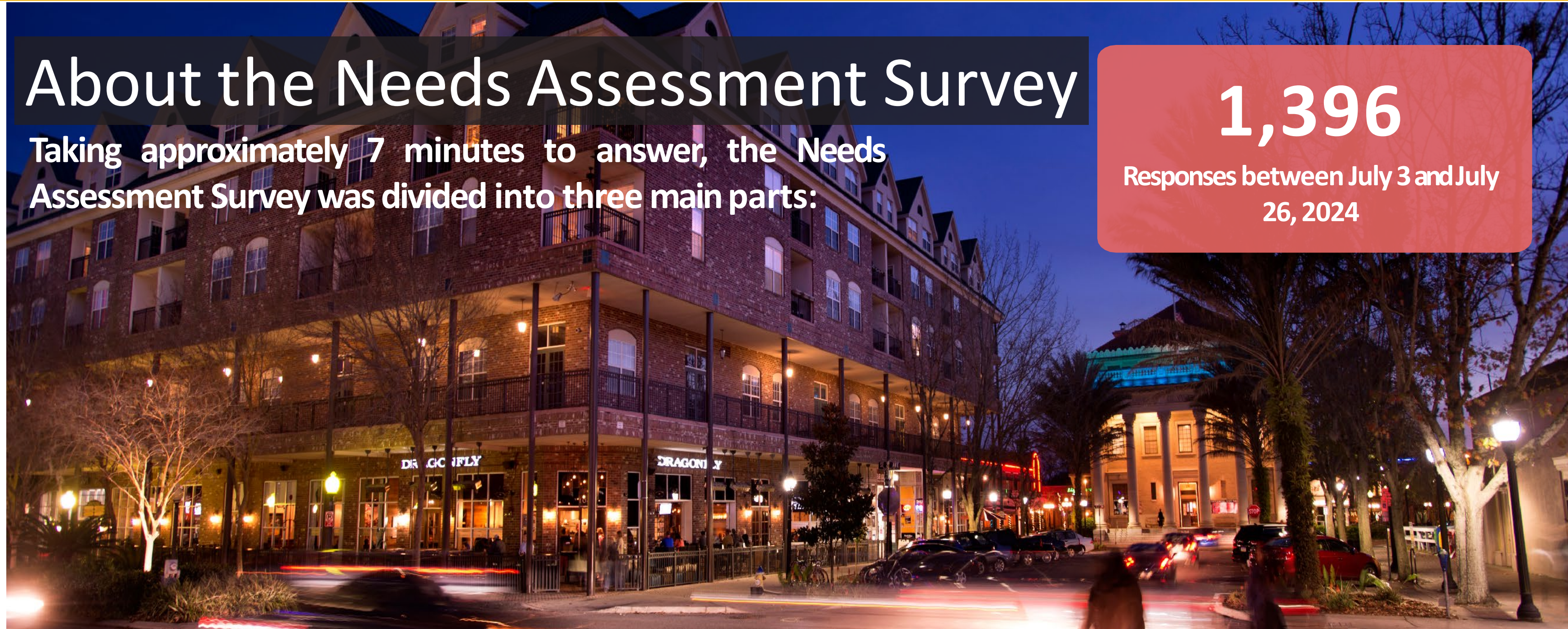


About the Needs Assessment Survey

Taking approximately 7 minutes to answer, the Needs Assessment Survey was divided into three main parts:

1,396

Responses between July 3 and July 26, 2024



01

Your Connection to Downtown Gainesville: Your connection to downtown, what brings you there, and when?

02

Needs Assessment: What services or programs matter to downtown, which will be most impactful, where are they needed, and when?

03

Tell us about yourself: Key demographics including age, gender, race/ethnicity, and ZIP Code.



Downtown Gainesville Needs Assessment

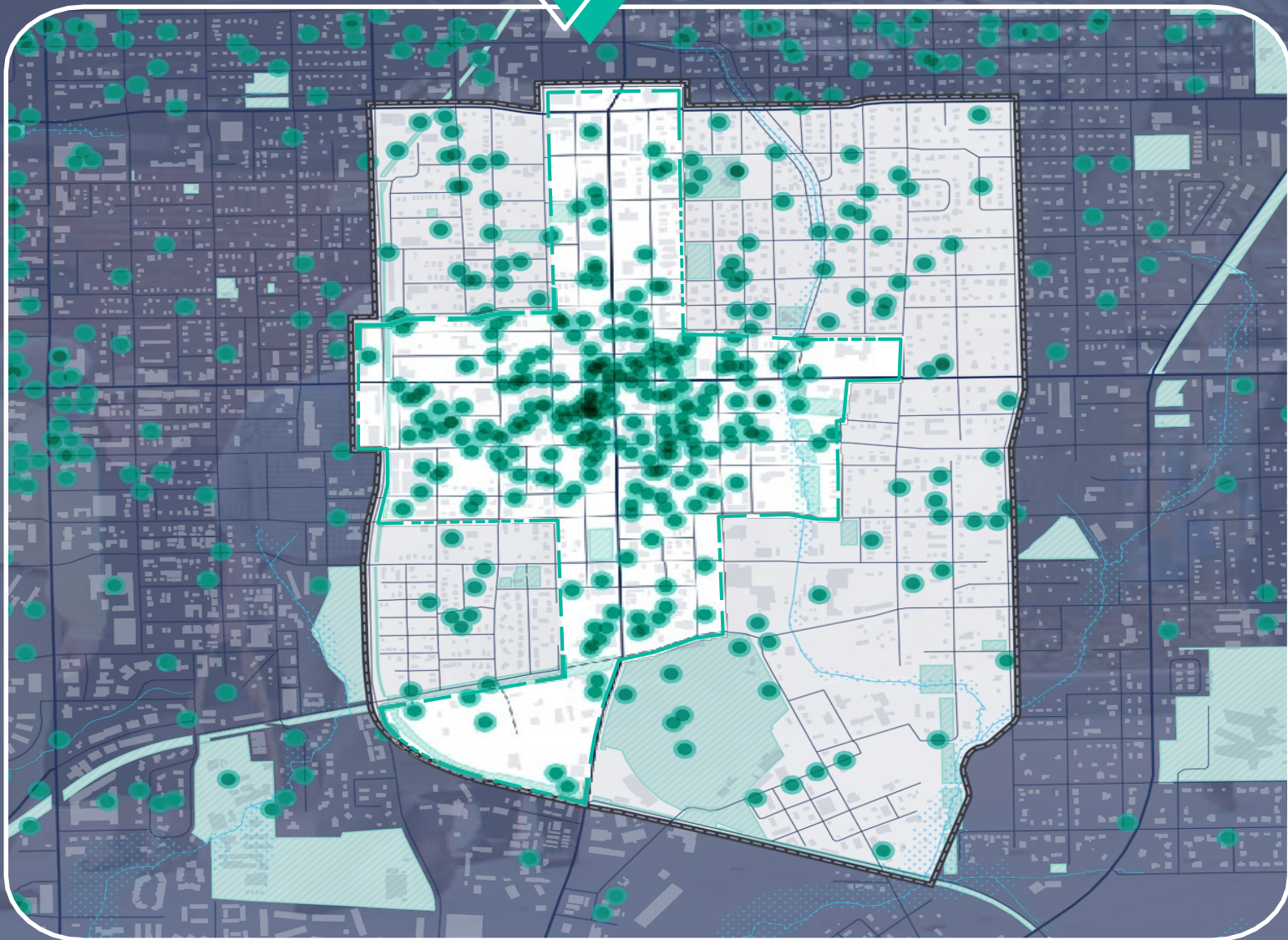


Downtown User Groups

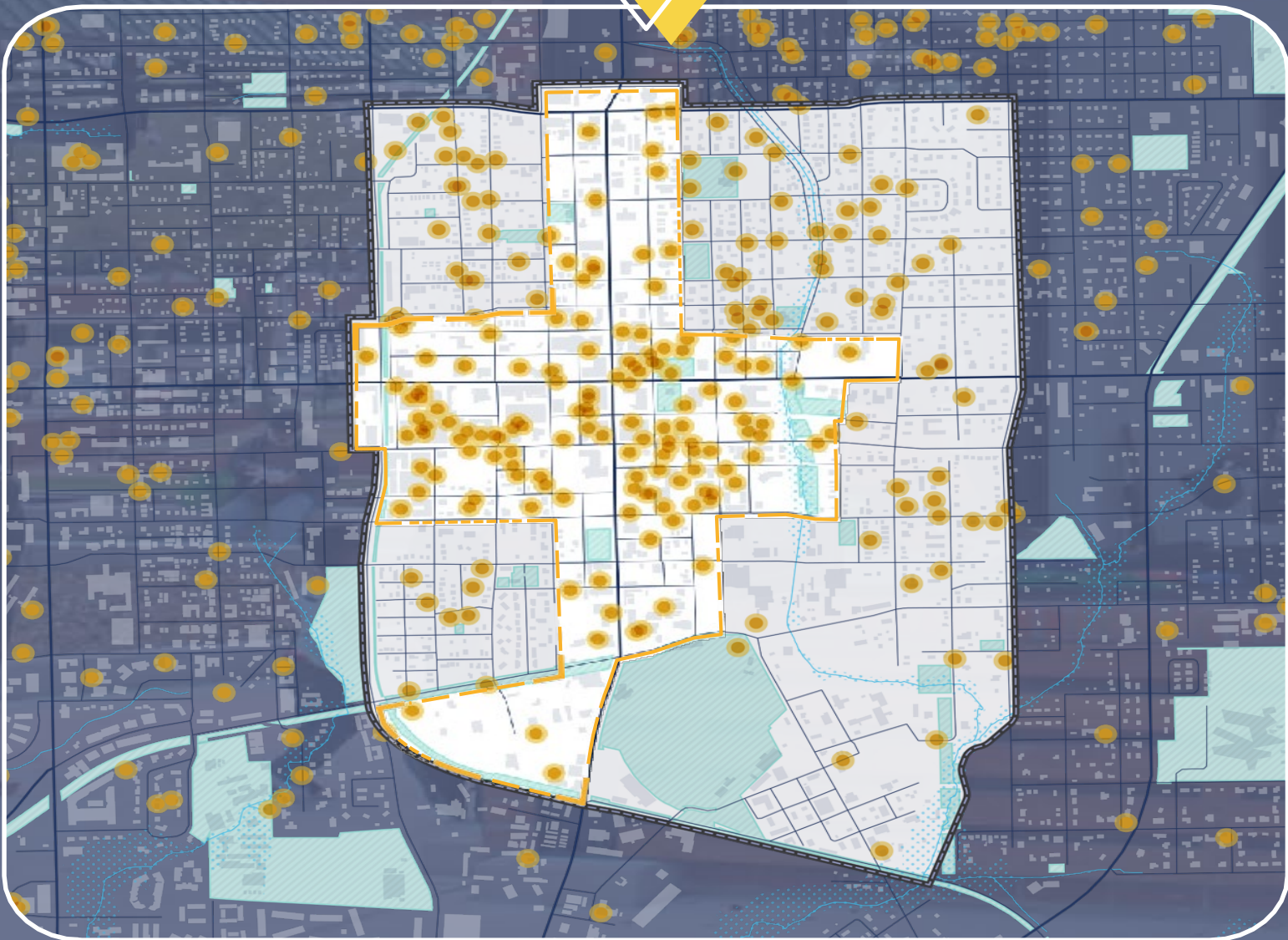
How are you connected to downtown? Participants were asked to show the approximate location of their home, property, workplace, or business on a map.

1,396
Total Downtown Responses

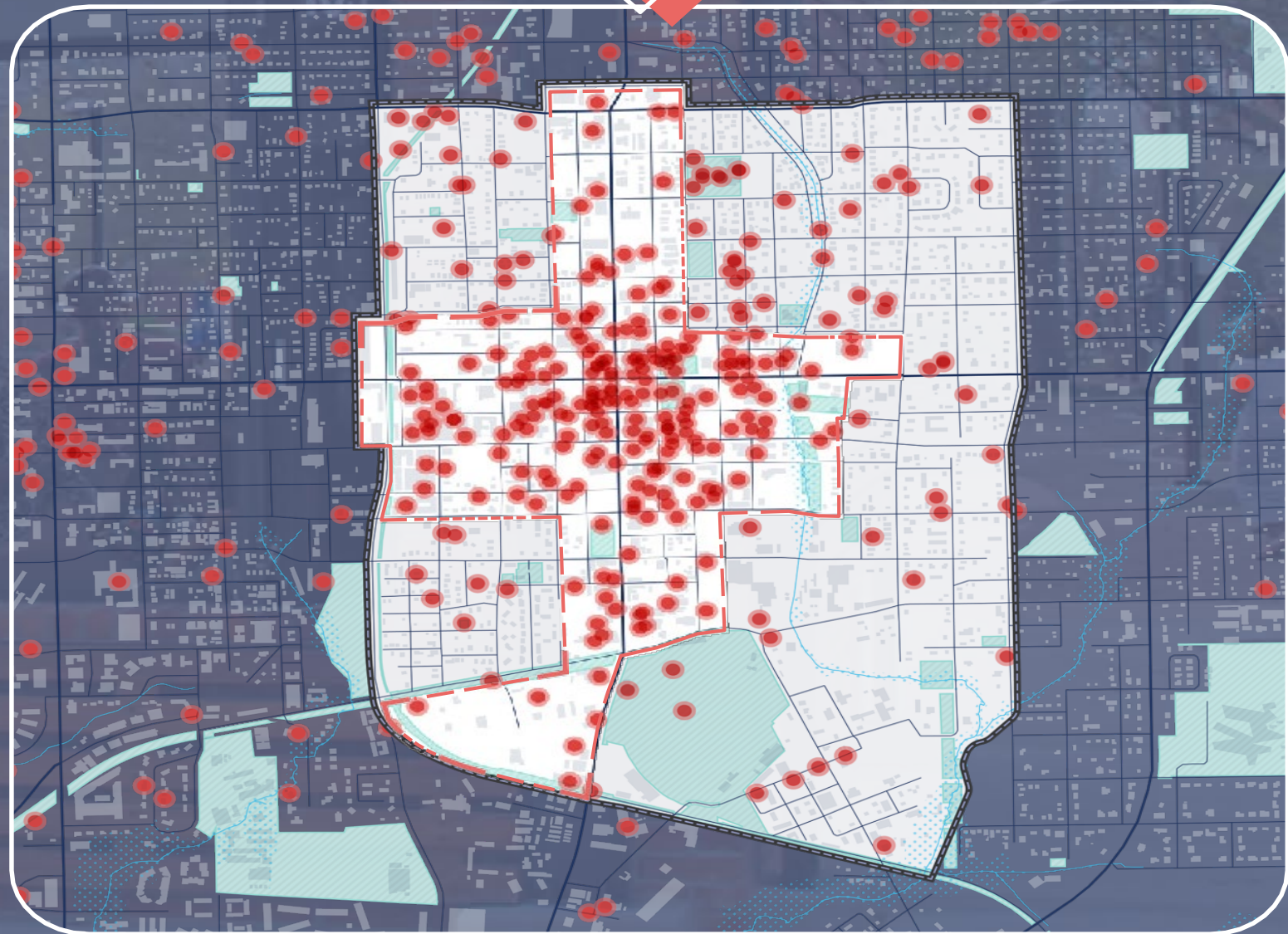
1,011 Visitors to downtown destinations



203 Neighbors live inside boundary



182 Businesses/Owners inside boundary



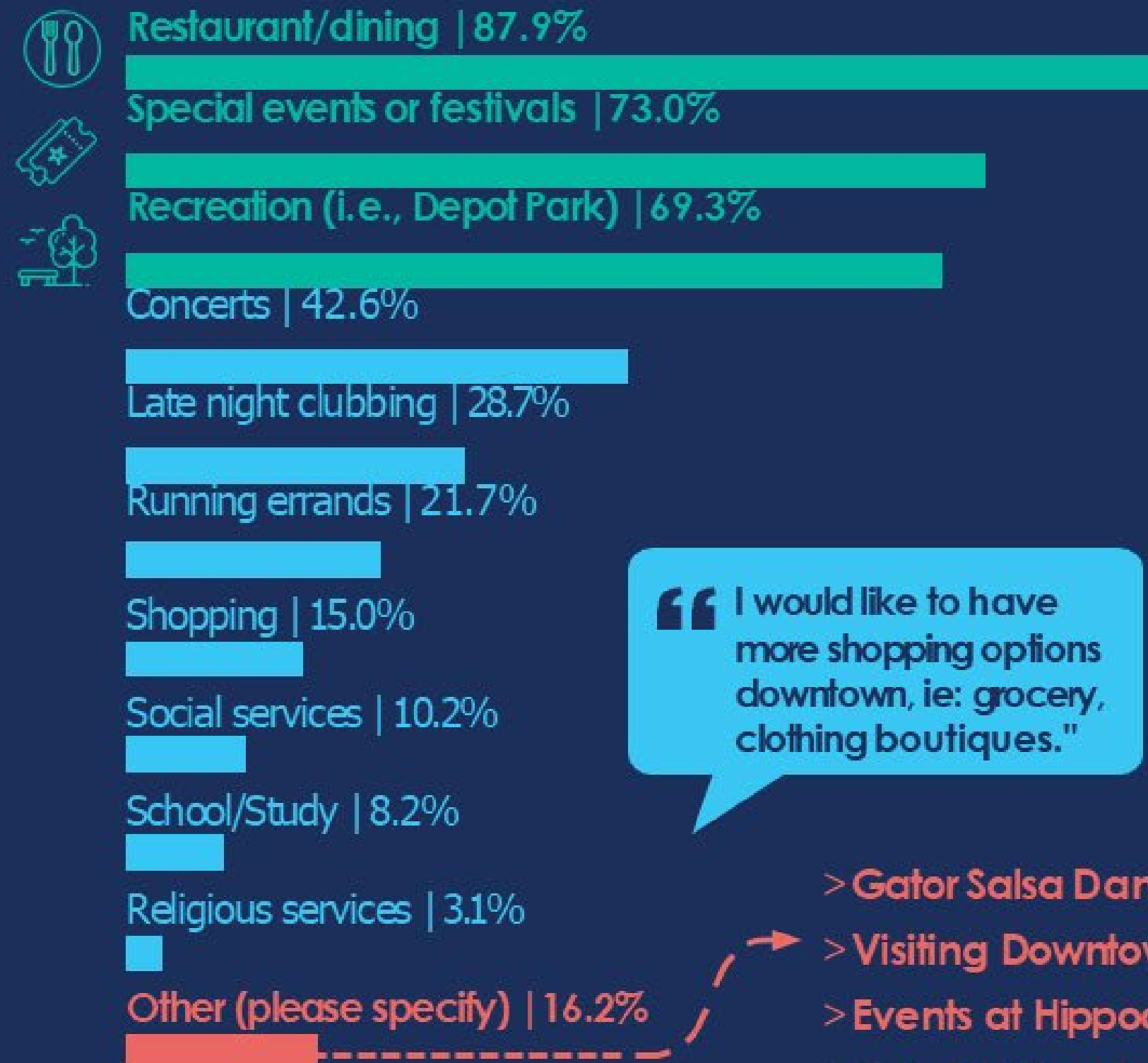


Downtown Gainesville Needs Assessment



Experiencing Downtown

► What are the main reasons you visit Downtown Gainesville, aside from living or working in the downtown core?



“ I would like to have more shopping options downtown, ie: grocery, clothing boutiques.”

“ Swing and Salsa Dancing, as well as storytelling events at the Bull!”

- > Gator Salsa Dancing
- > Visiting Downtown Library
- > Events at Hippodrome Theatre
- > Going to Streatery

“ I walk the area most every evening when I am at home and love it.”

“ I wish there were more retail/grocery options, I'd do that too if so.”

“ Hippodrome!”





Downtown Gainesville Needs Assessment



Most Impactful Programs & Services

► Of all the potential programs and services, which are most important or impactful for downtown Gainesville? Please choose your top three items.

#1
(56.8%)



Support for small businesses and filling vacant storefronts

#2
(55%)



Support services for the unhoused

#3
(30.9%)



Planning and producing events and festivals





Downtown Gainesville Needs Assessment



Where Should the Focus be Directed?

► Tell us why you selected that location:

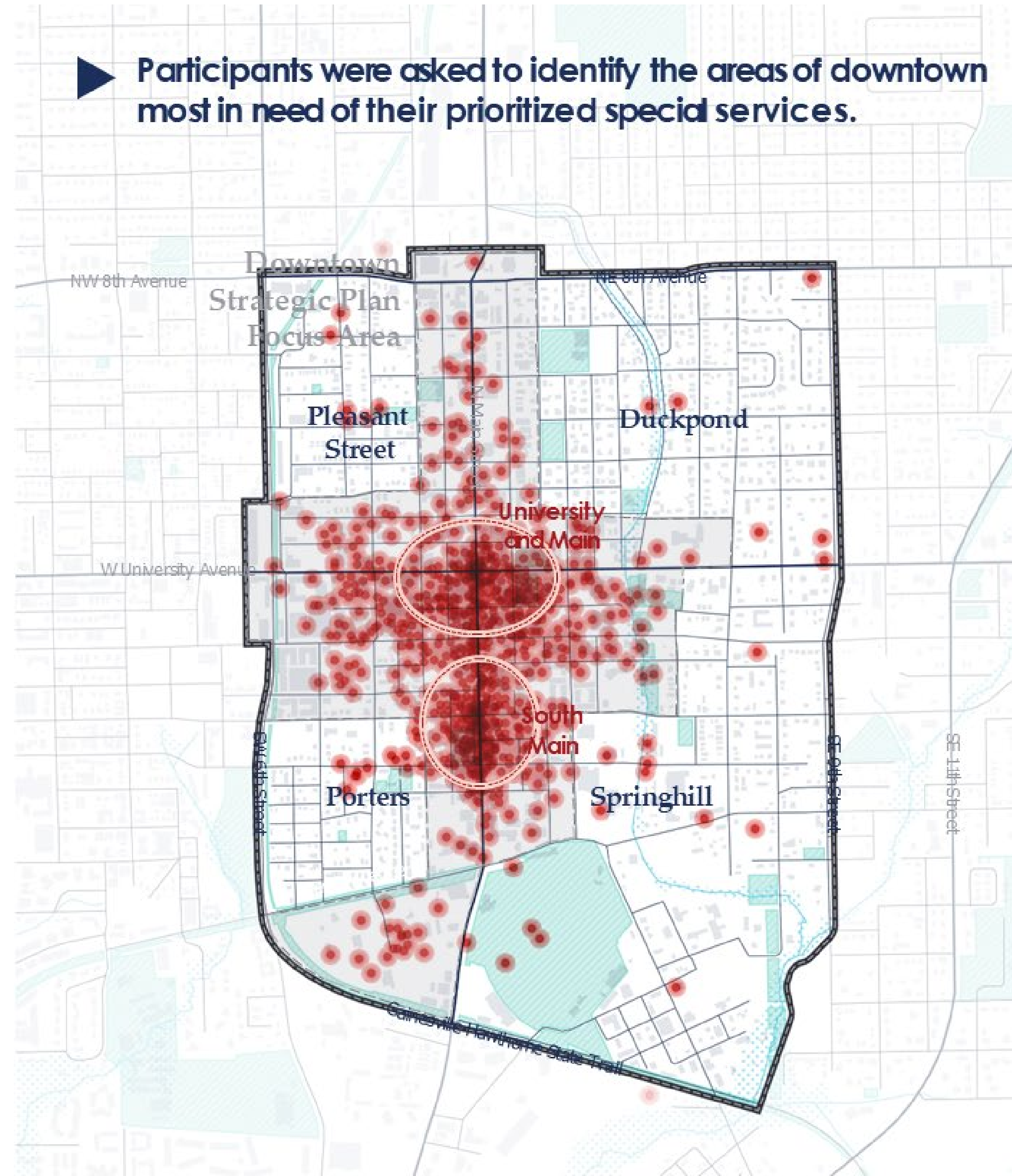
#1 The **unhoused population** downtown makes the area feel **unsafe**. There is a need for more services for the unhoused.

#2 Parking downtown is **complicated to find** and once you park, garages/parking lots feel **unsafe** for visitors.

#3 There are **too many vacant businesses and storefronts** that make downtown feel empty and **unsafe**.

#4 Sidewalks are **narrow and poorly maintained**, downtown should be more walkable and beautiful.

► Participants were asked to identify the areas of downtown most in need of their prioritized special services.





Downtown Gainesville Needs Assessment



Making Downtown More Welcoming

► Is there a single project, change or improvement that would make Downtown Gainesville a more welcoming place for neighbors, workers, visitors, and the business community?

“ REAL and SOLID support for unhoused people.”

Support for the unhoused to make downtown feel safer.
(199 Mentions)

“ If cultural events like art shows were held at Depot Park it would attract more people to make a difference in their property.”

Activate downtown with more events
(49 Mentions)

Easier, safer, more convenient, better marked, and more affordable parking options.
(205 Mentions)

Fill vacant storefronts with local businesses
(31 Mentions)

“ Free parking and more strategically placed/relevant businesses that get people walking around and interacting with the downtown area more.”

Make downtown more walkable and accessible by transit.
(28 Mentions)

“ Make it a more walkable city and include diverse public transportation.”

“ Investment in downtown, we need more community spaces and businesses in vacant storefronts to keep the town alive”

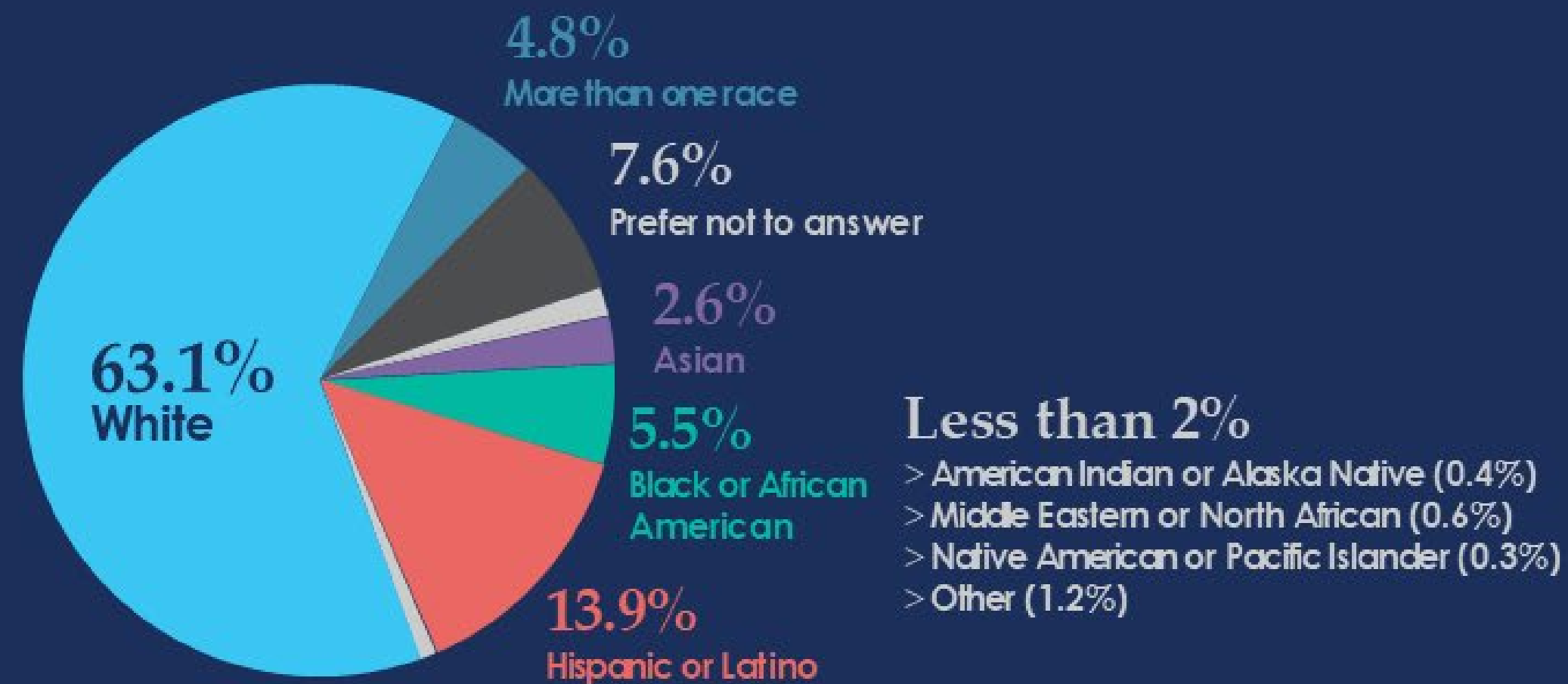


Downtown Gainesville Needs Assessment

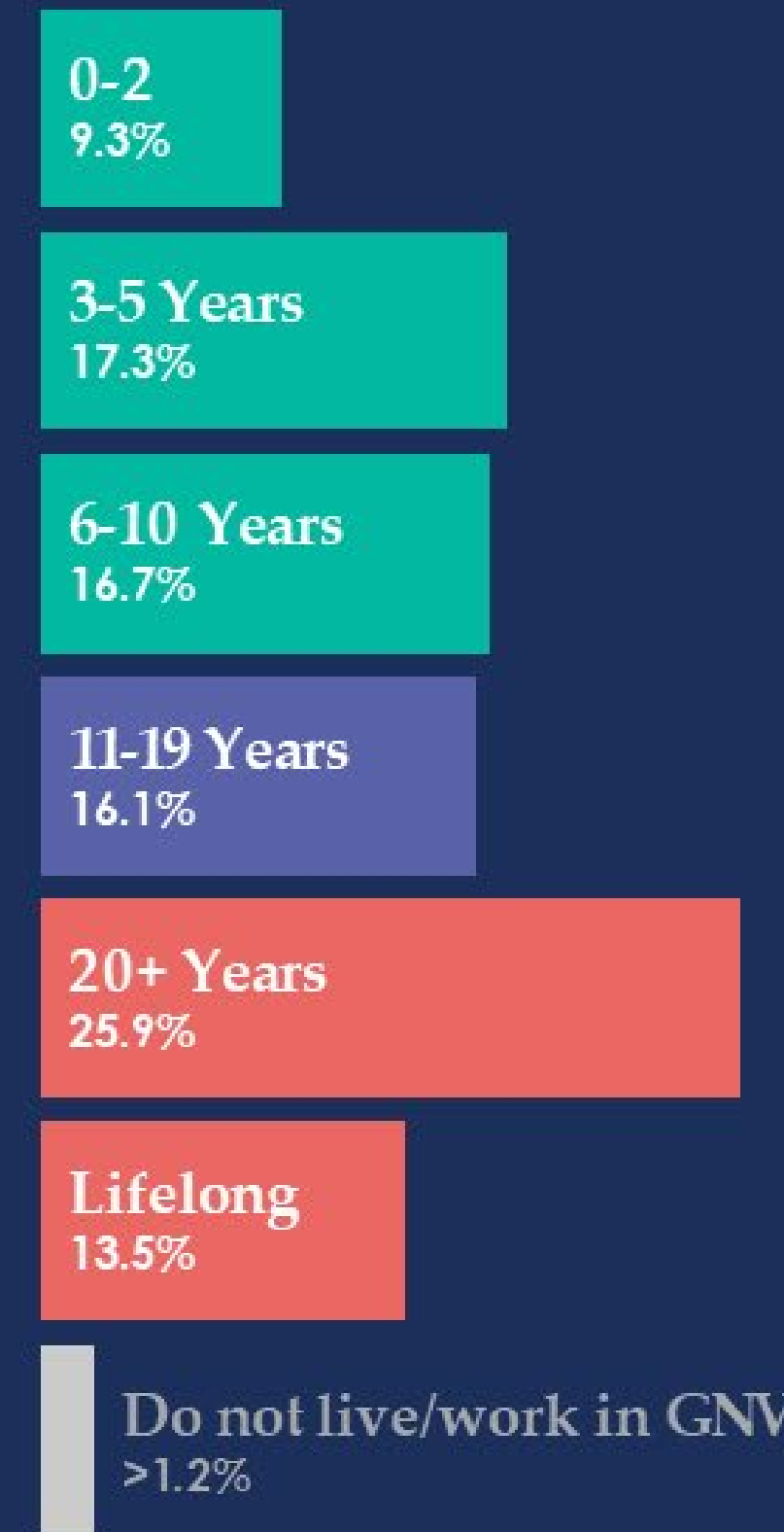


The Voices We Heard

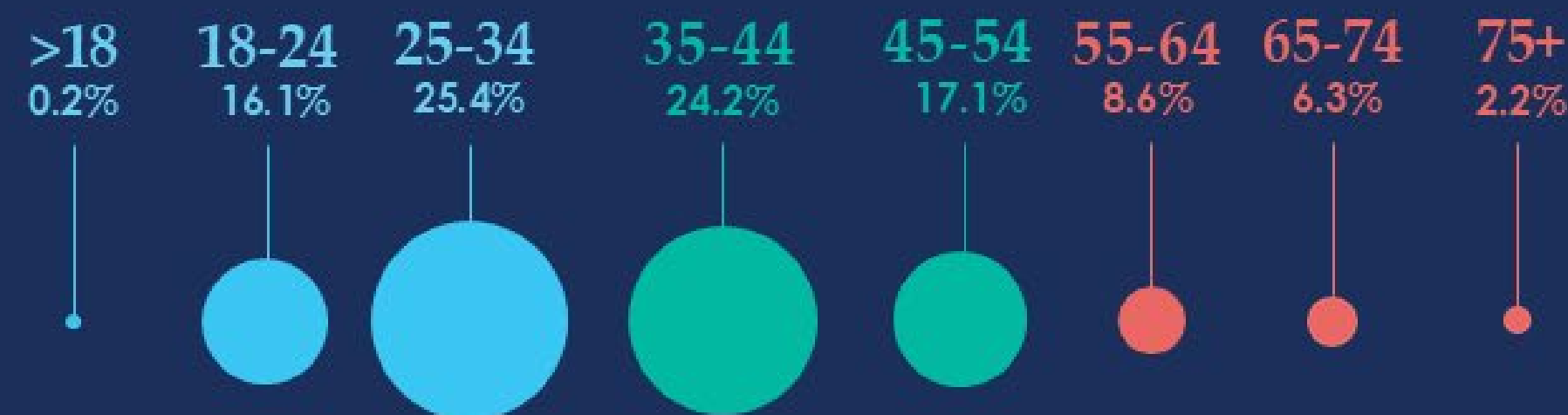
▶ Which RACE/ETHNICITY best describes you?



▶ How long have you LIVED/WORKED IN GNV?



▶ What is your AGE?





Downtown Gainesville Needs Assessment



What We Learned: Key Findings

Provide Services for the Unhoused Population

There is a community-wide need for humane, real, and meaningful help for the unhoused. This investment will in return make downtown feel safer and more welcoming. Many note that the presence of the unhoused lead many neighbors to avoid walking in downtown altogether.

Address Vacancies & Support Businesses

Vacant storefronts make downtown feel empty and unsafe. The City should prioritize filling in these vacancies and supporting current businesses, with a focus on small businesses beyond bars and restaurants. Ideas includes incentives, subsidized rent, or improvement grants.

Safety is Key To Downtown's Success

Many survey participants expressed concerns rooted in a perceived lack of safety. Making downtown feel safer, whether from less vacancies, by servicing the unhoused, or by improving lighting in parking areas, will help bring more people to downtown.

Downtown Needs to be Clean and Beautiful

Maintain sidewalks, add planters/flowers, and make sure that walking and parking areas are clear of trash.

Downtown Needs to be More Walkable

Improving streetscapes and adding infill development will make downtown feel more walkable and connected.

Keep Activating Downtown with Events

From Depot Park to Bo Diddley Plaza and the Sreatery, events bring foot traffic to downtown and help support businesses.

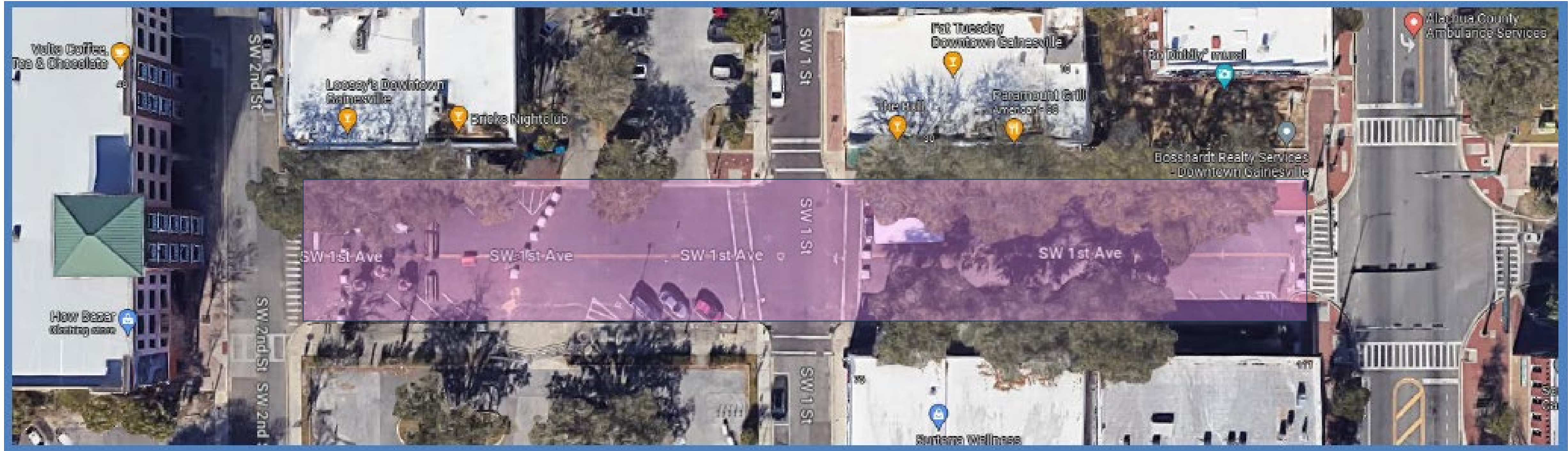
More Convenient and Affordable Parking

The experience of parking downtown needs to be improved, including lighting, signage, pricing, and safety.





The Streatery





Streatery Engagement Process



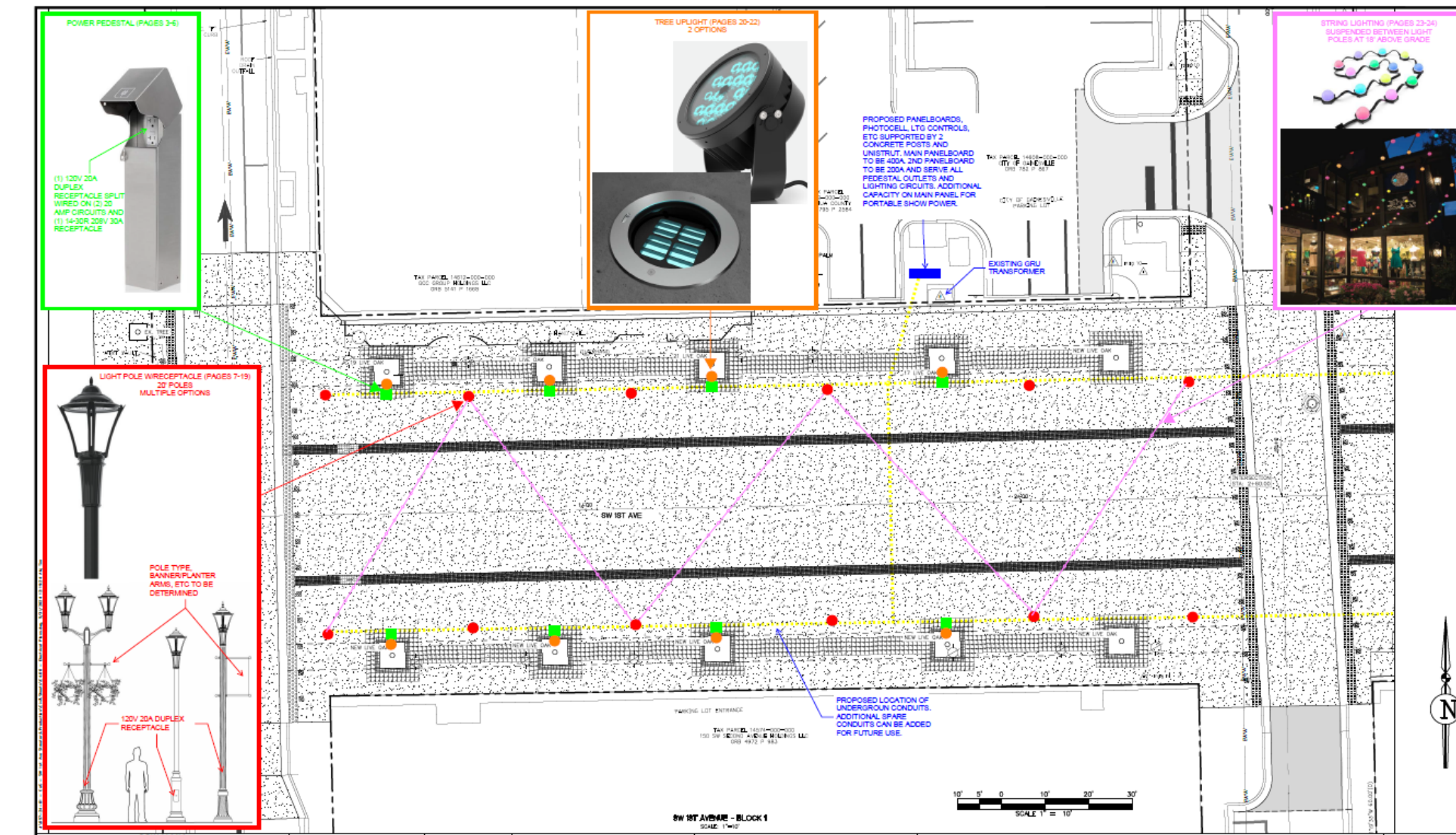
- **October 26, 2024** GPC approves in concept design by JB Pro and votes to permanently close SW 1st Avenue between South Main Street and SW 2nd Street
- **December 11, 2024** First Public Engagement at the Hippodrome
- **January 7, 2025** DAB review and recommendation
- **January 21, 2025** GCRAAB review and recommendation
- **February 6, 2025** City Commission for review and approval



Streatery Design Specifics



- **Curb-less street** with raised intersections at SW 2nd St and SW 1st St for pedestrian safety
- **Street lighting** that can be dimmable for ambiance during events and increased for security after-hours
- **Fully programmable tree up-lighting** and overhead string lighting; adjustable for holidays and other events
- **Forty power receptacles** for events and programming
- **Expanded area for outdoor seating** similar to recently completed SE 1st Ave
- **Retention of live oak trees** (11) and planting of trees (6) in areas without canopy
- **Reconfiguration** of State Attorney's parking lot and City Lot 13 to exit to SW 1st Street
- **Retractable bollards** for the street closure
- **Correct** all ADA and drainage issues





Streatery Bird's Eye Rendering



Option #1:
Concrete broom finish
Cost: \$2.35M



Option #2:
Historical Brick pavers
Cost: \$2.81M





Streatery Programming Capacity

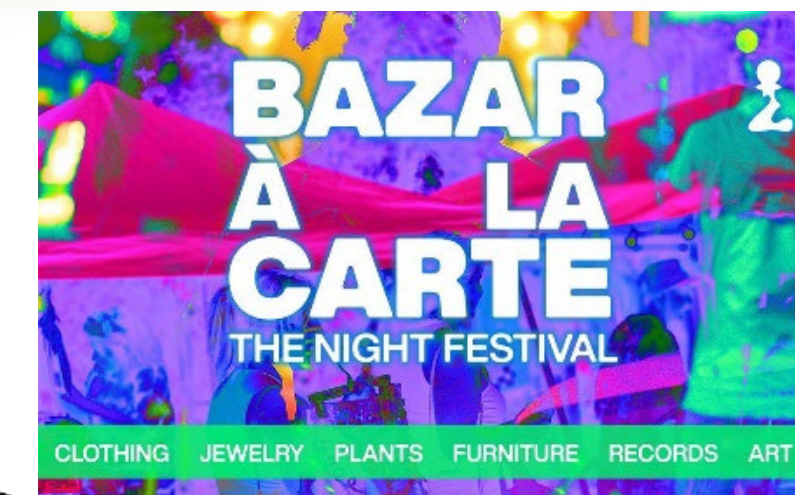


Post-construction, the Streatery infrastructure will be able to flexibly accommodate all the following:

- Market or festival with up to seventy-two 10'x10' pop up tents
- Food truck rally with up to 16 vendors
- Festival with a 20'x30' stage
- A combination of the above with less tents or vendors



Downtown Festival & ART SHOW





Streatery Funding



Project Cost:

Total projected amount: \$2.81M (Full reconstruction with brick option)

- Amount does not include street furniture or other similar amenities
- Includes 15% construction contingency

Potential Funding Sources:

- GCRA funds
- Local Option Gas Tax
- Surtax funding
- Tree mitigation fund
- Fund balance reserves





Streatery Programming, Marketing, & Branding



Programming:

- \$100k of funding in GCRA Downtown Events budget
- No funding for Streatery programming in PRCA

Marketing:

- \$50k of funding in GCRA Downtown budget for marketing
- City Communication Department channels



Branding:

- StreateryGNV original concept
- Opportunities to re-brand, if desired, with reconstruction project



Heartwood Neighborhood



Project Overview

- Heartwood is a 34-unit subdivision, with the City as the developer, located at 1717 SE 8th Avenue on former Kennedy Homes site
- October 2022, GCRA held a Heartwood beam signing and construction event
- In FY23, Heartwood had 15 homes occupied
 - ✓ 11 “Dreams to Reality”
 - ✓ 4 market rate homes
- Three market rate homes for sale
- Average Cost to Build - \$302,000
- Design for entry signs, fencing, and landscaping completed in 2024. Start in 2025
- Sixteen lots remaining to be sold
- Block Party Nov. 17th

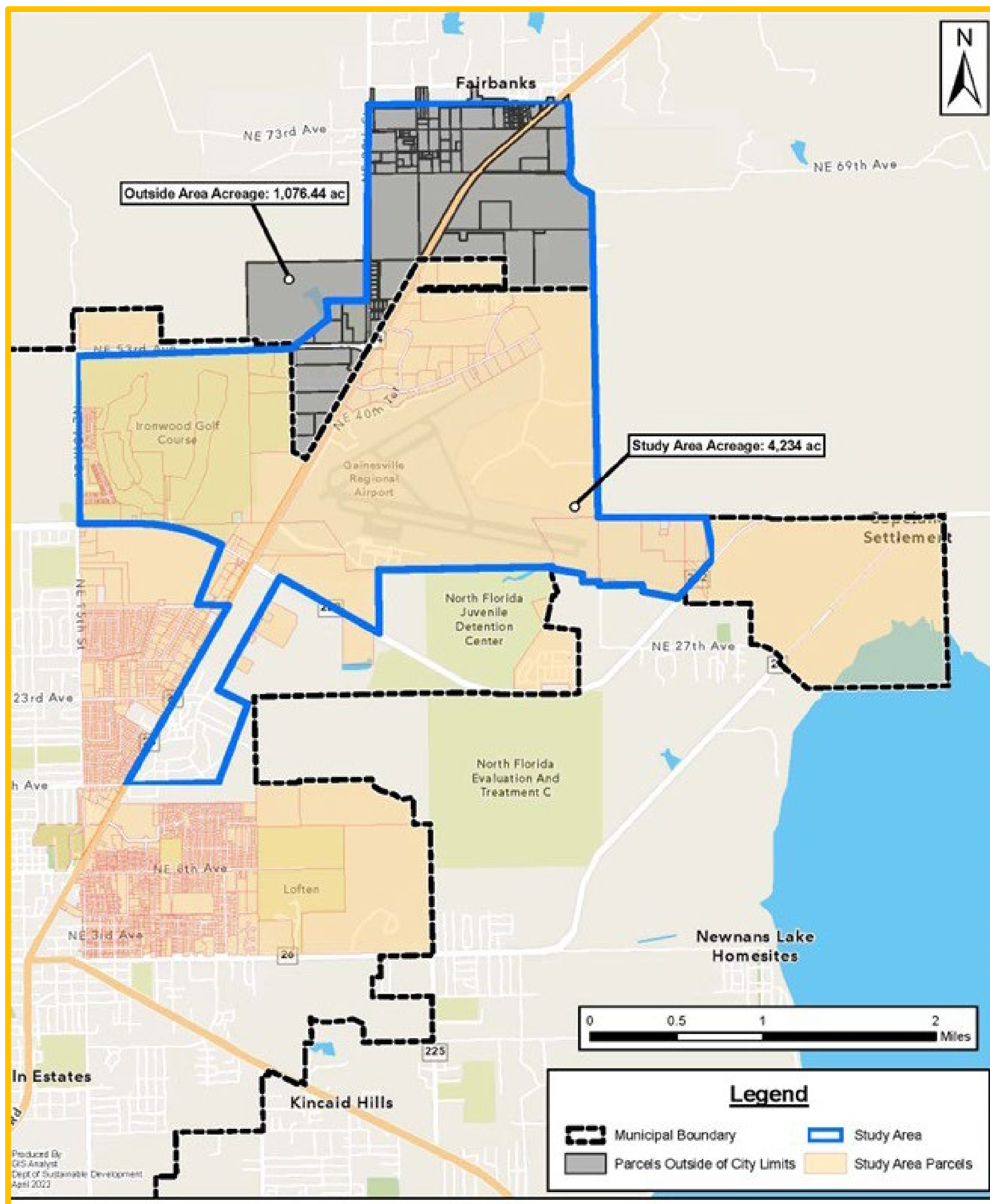


GNV Airport Gateway Project



Project Overview

- **Urban Land Institute** Study in 2022
- **Provide funding** and create a strategic plan for the Airport Gateway
 - City and County funding available in FY2025
 - Establish steering committee for plan development
- **Create** economic development zone
- **Create** an “Economic Gateway Partnership.”
 - Public-private partnership;
 - Implement a master plan;
 - Conduct due diligence; and
 - Spearhead coordination, financing, & marketing.



Recommendation

Alachua County Board of County Commissioners:
Hear the update and provide feedback.

