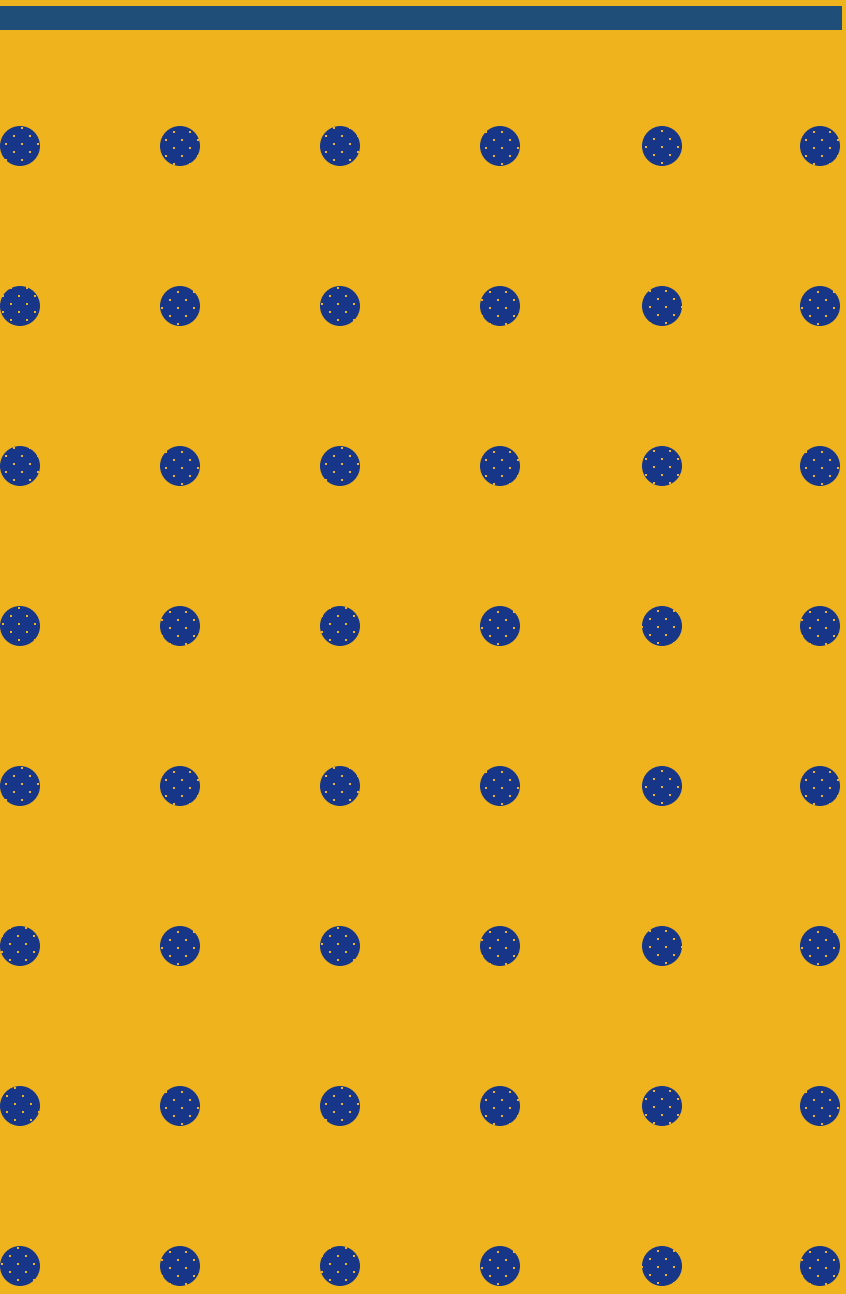


24 MARCH 2025



FY 2024 Annual Report & Workplan

Gainesville Community Reinvestment Area



Presented to the Joint City and County Commission

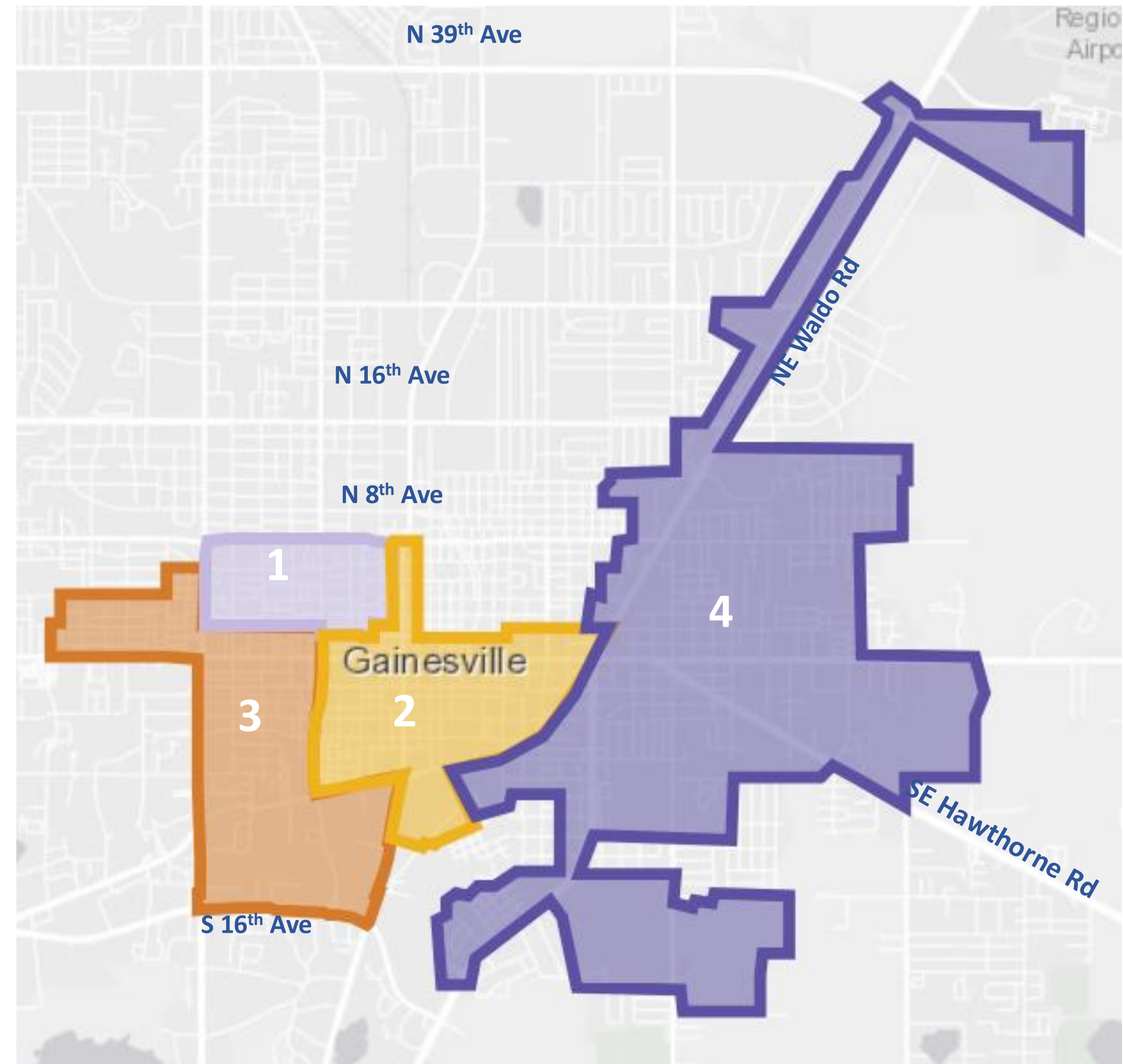


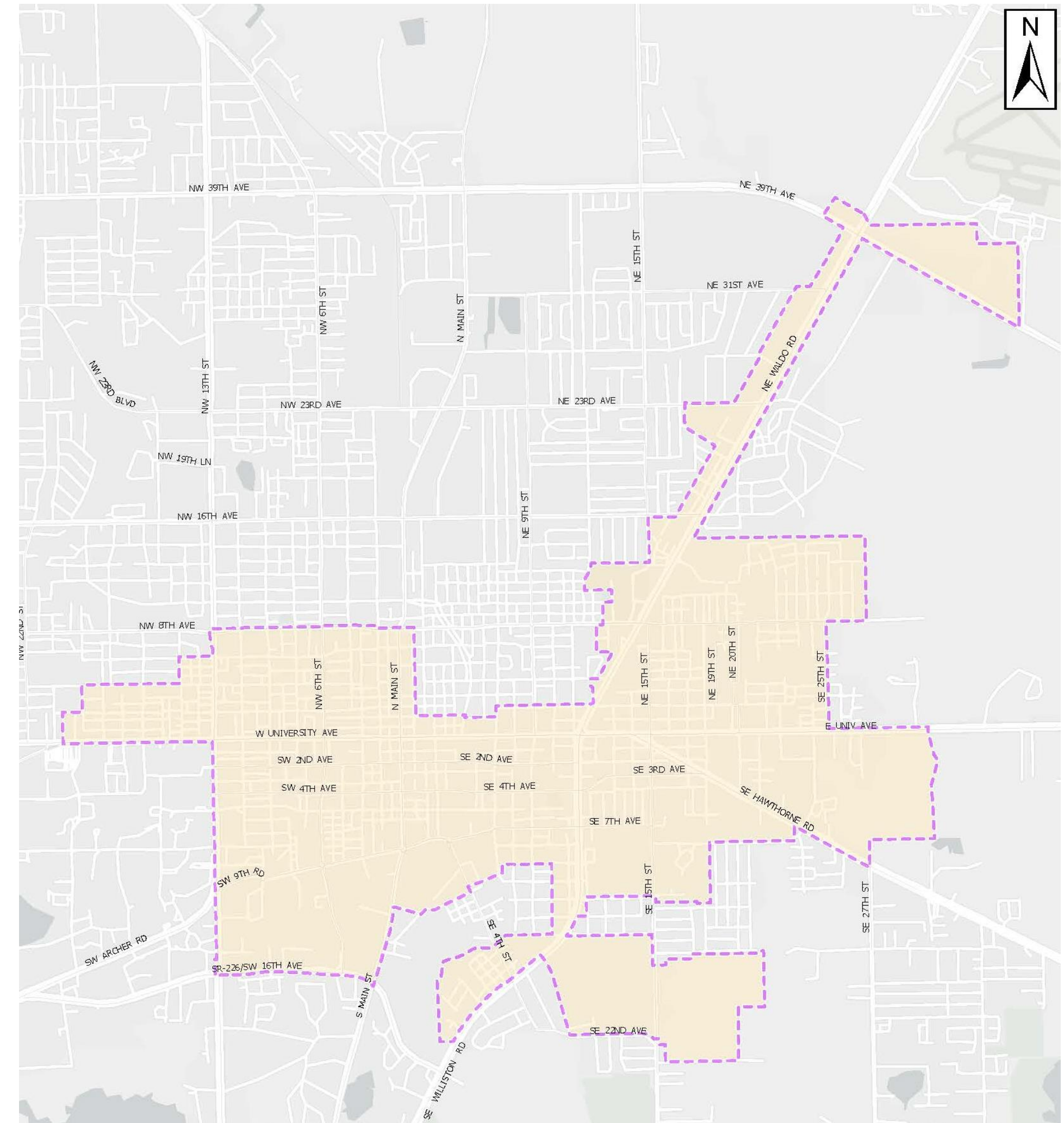


Gainesville CRAs (1979-2019)



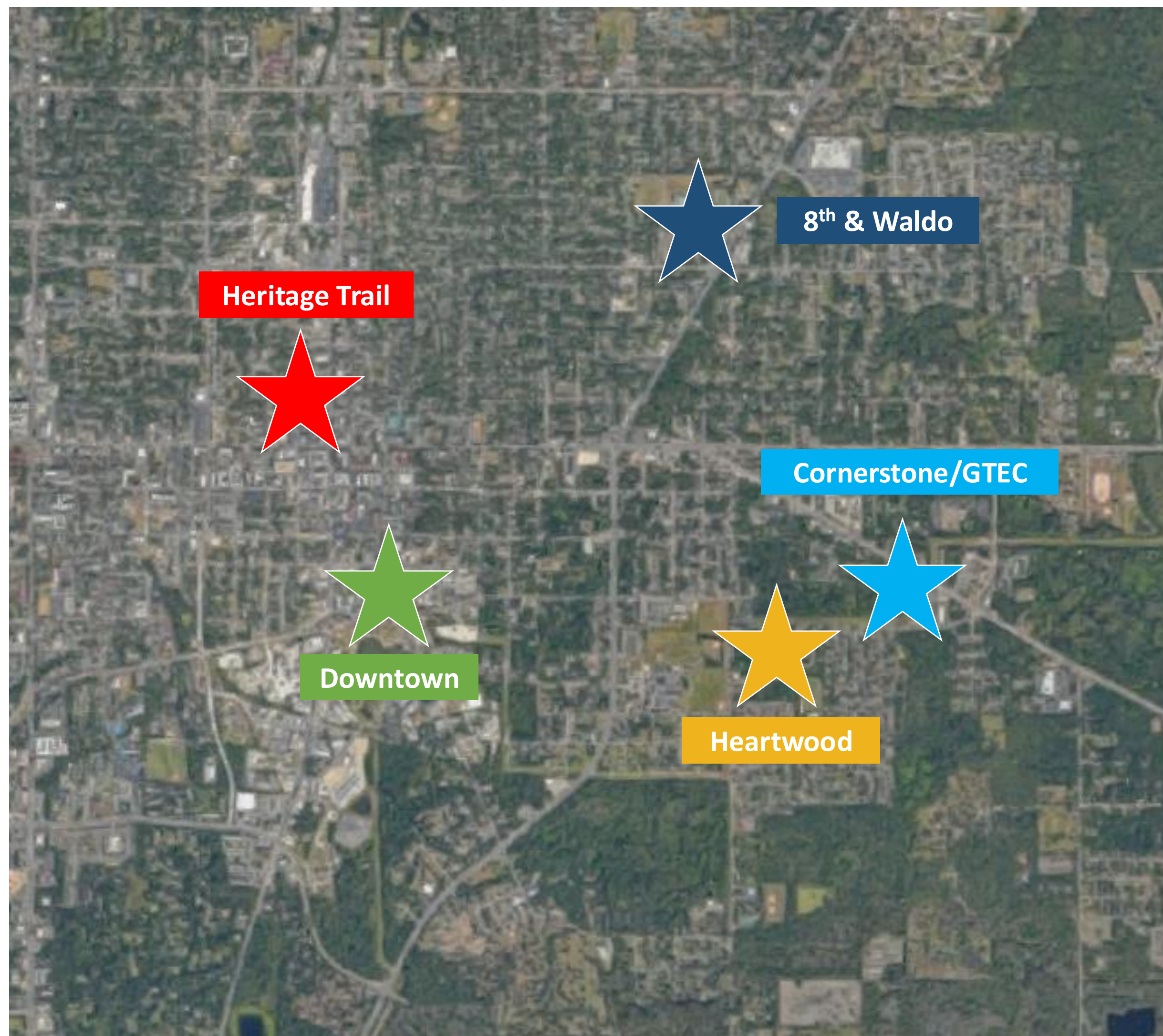
- Florida Community Redevelopment Act of 1969
- Findings of Slum or Blight to establish CRAs
- Allows use of Tax Increment Financing (TIF) revenue to fund redevelopment projects/programs
- Department independent of General Government
- Four CRAs created in Gainesville from 1979 to 2001
 1. **Fifth Avenue/Pleasant 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







Transformational Projects in the GCRA



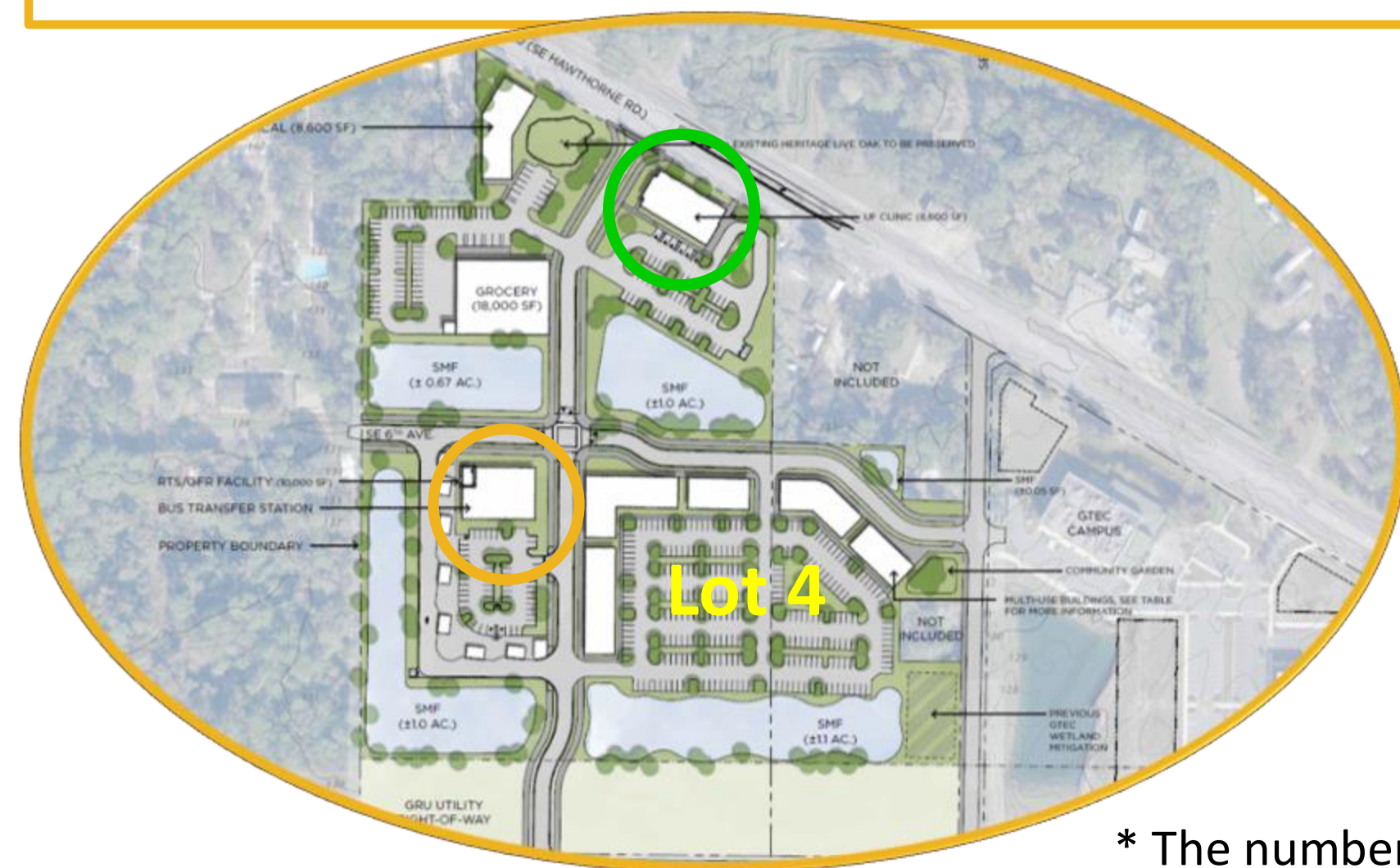
Project Budgets (FY2025-2029)

Cornerstone/GTEC	\$25.9 million
8 th Avenue & Waldo	\$13.7 million
Downtown	\$12 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 02/28/2025)



- **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
- Food hub or grocery development being sought



* The numbers here are estimated available funding based on past expenditures and planned future budgets and are subject to change (last updated 02/28/2025)

2020-2029 GCRA Budget

Source **\$25.9 million**

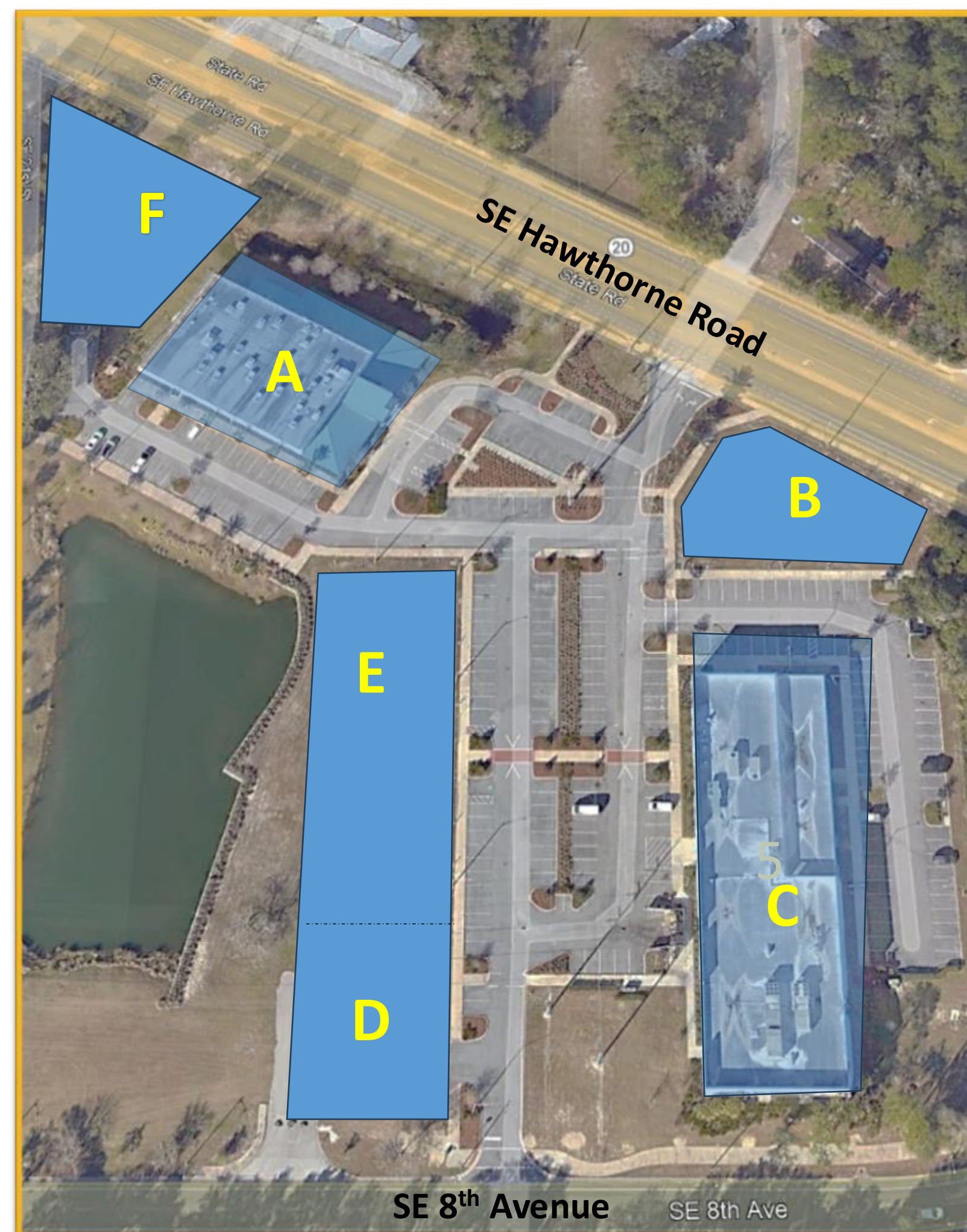
- **\$4.1 million** Federal Transit Authority
- **\$4.5 million** ARPA (City and County contribution)
- **\$11.2 million** Cornerstone Phase 2
- **\$6.2 million** GTEC

Estimated Uses **\$25.9 million**

- **\$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 Grocer, Lot 4, and other development pads



Cornerstone Phase 1 & 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



Cornerstone Phase 1 and 2/GTEC



Accomplished in FY 2025

- **Launched** "Food Trucks at Cornerstone" initiative (January)
- **Undertaking** construction design documents with Walker Architects for GTEC refurbishment (Fall/Winter)

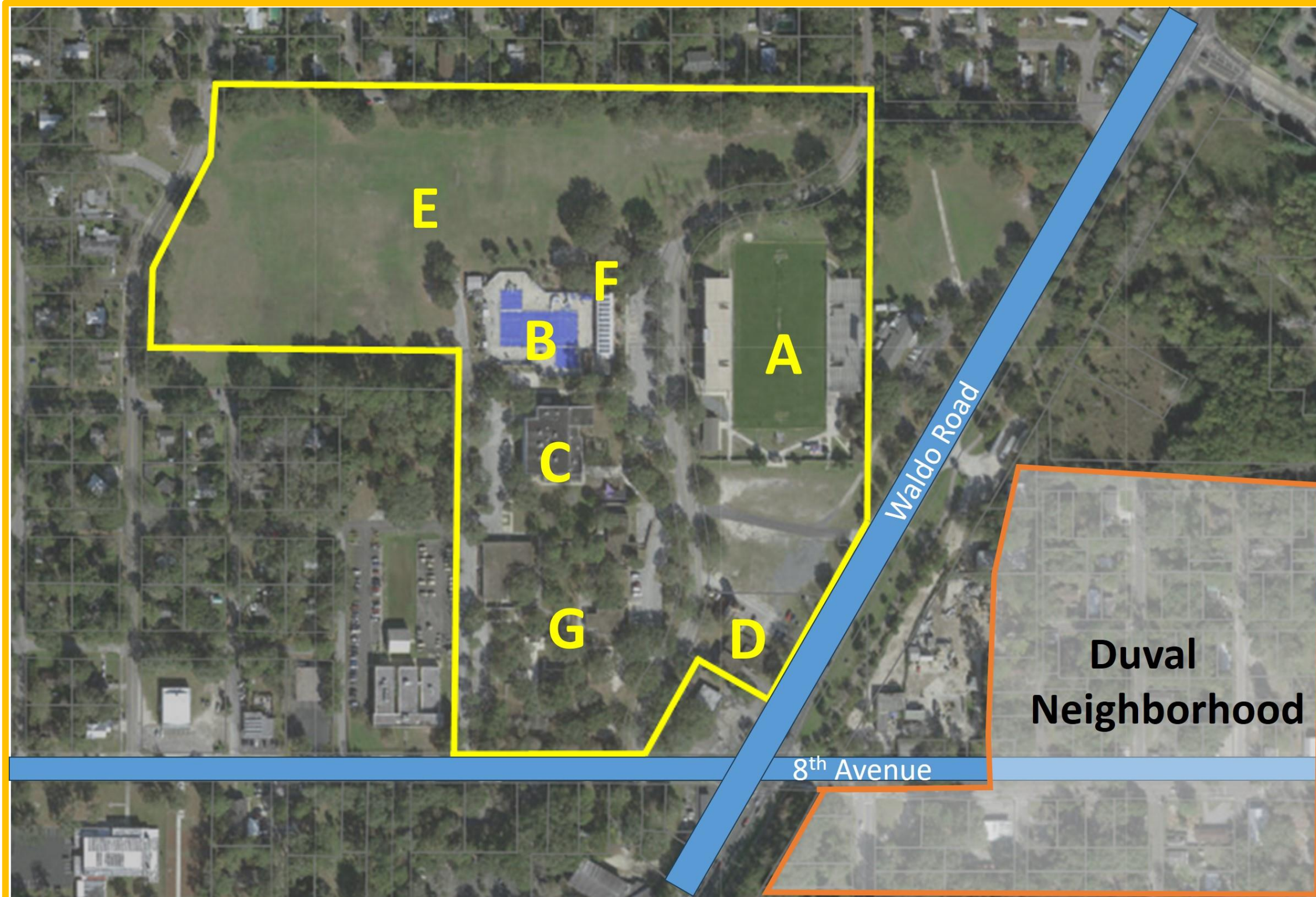
Planned for FY 2025

- **Complete** infrastructure network for Cornerstone Phase 2 (June)
- **Release** an Invitation to Negotiate for a Grocer (Spring/Summer)
- **Prepare** a market study to identify the range of marketable uses on the existing development pads (Summer)
- **Start** construction on GTEC refurbishment (Fall)
- **Begin** construction on RTS transfer facility (Fall)
- **Develop** plans for the Cornerstone Market that will support local entrepreneurs





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 by CH Johnson in October 2023 concluded \$52 million improvement plan for the 41 acre site
 - ✓ 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
 - ✓ Proposed 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
 - ✓ NV5 has determined only two tournament size fields will fit on the NW corner and no more than 500 parking spaces
- Develop a funding plan to build facilities
- Schedule for demolishing vacant GFR facilities



GCRA Activities in FY25 and Workplan



Accomplished in FY 2025

- **Engaged** internal & neighborhood stakeholders (Oct. & Nov.)
- **Conducted** public workshop with +130 attendees at MLK Multipurpose Center (Nov.)
- **Briefed** each City Commissioner (December)
- **Presented** Conceptual Site Plan
 - @ Workshop #2 at MLK Center (February 18)
 - @ Alachua County School Board meeting (March 12)
 - @ General Policy Committee meeting (March 13)

Planned in FY 2025

- **Develop** Preliminary Streetscape for NE 8th Avenue and NE Waldo Road (June)
- **Present** final revitalization plan for the Project (Summer)



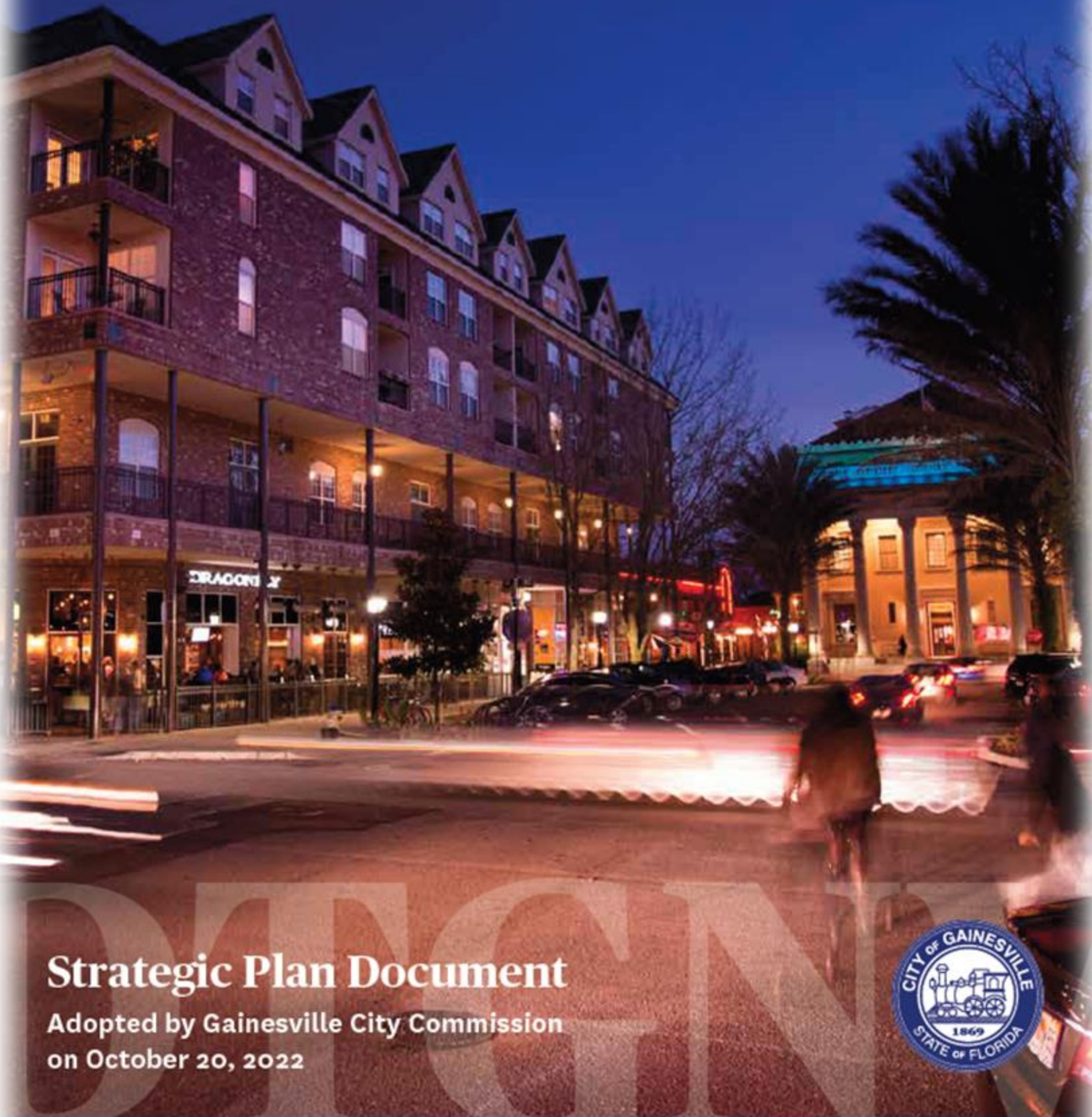


Downtown GNV Strategic Plan



Downtown Gainesville

Strategic Plan



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-June CC)
- **Created and Seated** Downtown Advisory Board (March-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/Presented** Downtown Needs Assessment (DAB/CC)
- **Creating** Permanent “Downtown Events Program” (DAB/CC)
- **Amending** Business Improvement Grant Program (DAB/CC)



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	\$1,262,267	\$292,224	\$1,554,491
Total	\$5,027,353	\$1,342,224	\$6,369,577

- 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

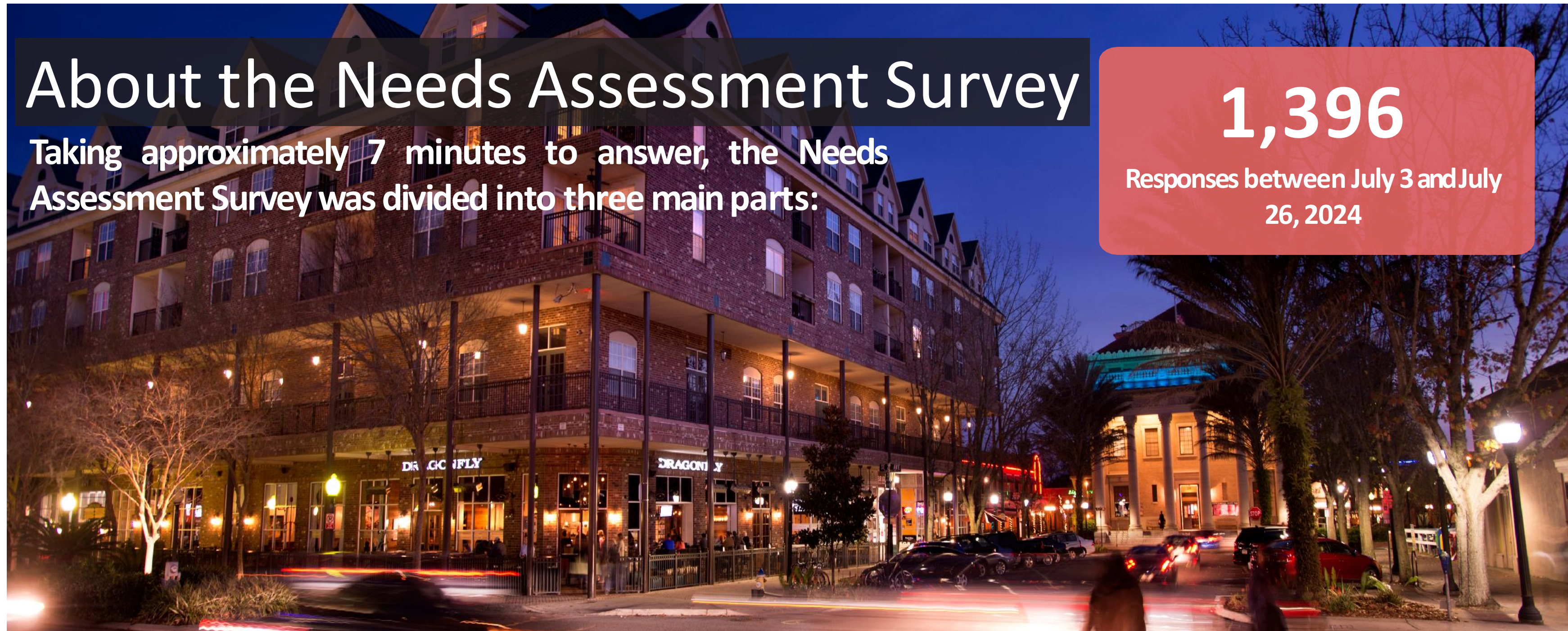


About the Needs Assessment Survey

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



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.



GCRA Activities in FY25 and Workplan



Accomplished in 2025

- **Launched** Downtown Ambassador Program (Fall)
- **Amended/Launched** Business Improvement Grant Program (Fall)
- **Finalized** Design & Funding Approach for "Streatery" (February)
- **Amended** "Downtown Events Program" (March)

Planned for 2025

- **Launch** "Downtown Event Program" (Spring/Summer)
- **Launch** Second Cycle for BIG Program (Summer)
- **Complete** Construction Drawings for Streatery (Summer/Fall)
- **Begin** Construction of Streatery (Fall/Early Winter)





Downtown Ambassador Program Features

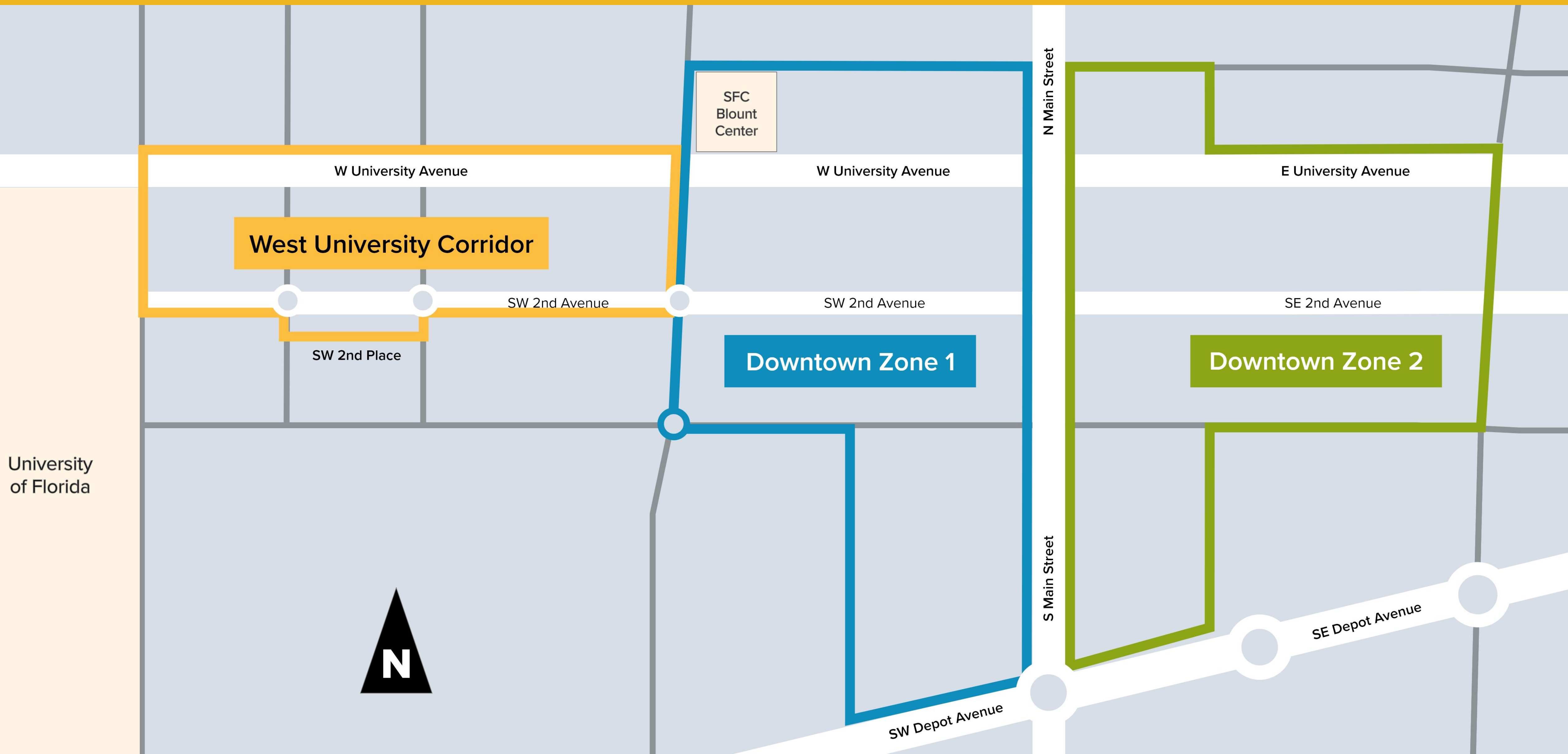


- **Safety Engagements:** circulate continuously through district (bike, ped, vehicle) for visibility and report suspicious activities to authority.
- **Interacting with Unhoused Population:** engage those experiencing homeless and connect them with service providers.
- **Safety Escorts:** Provide escorts 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 Ambassador Service Area





Downtown Ambassador Program Performance



2025 JANUARY CLEANING STATS

780

GRAFFITI & STICKERS
REMOVED

401

CLEANING TASKS TO
ASSIST BUSINESSES

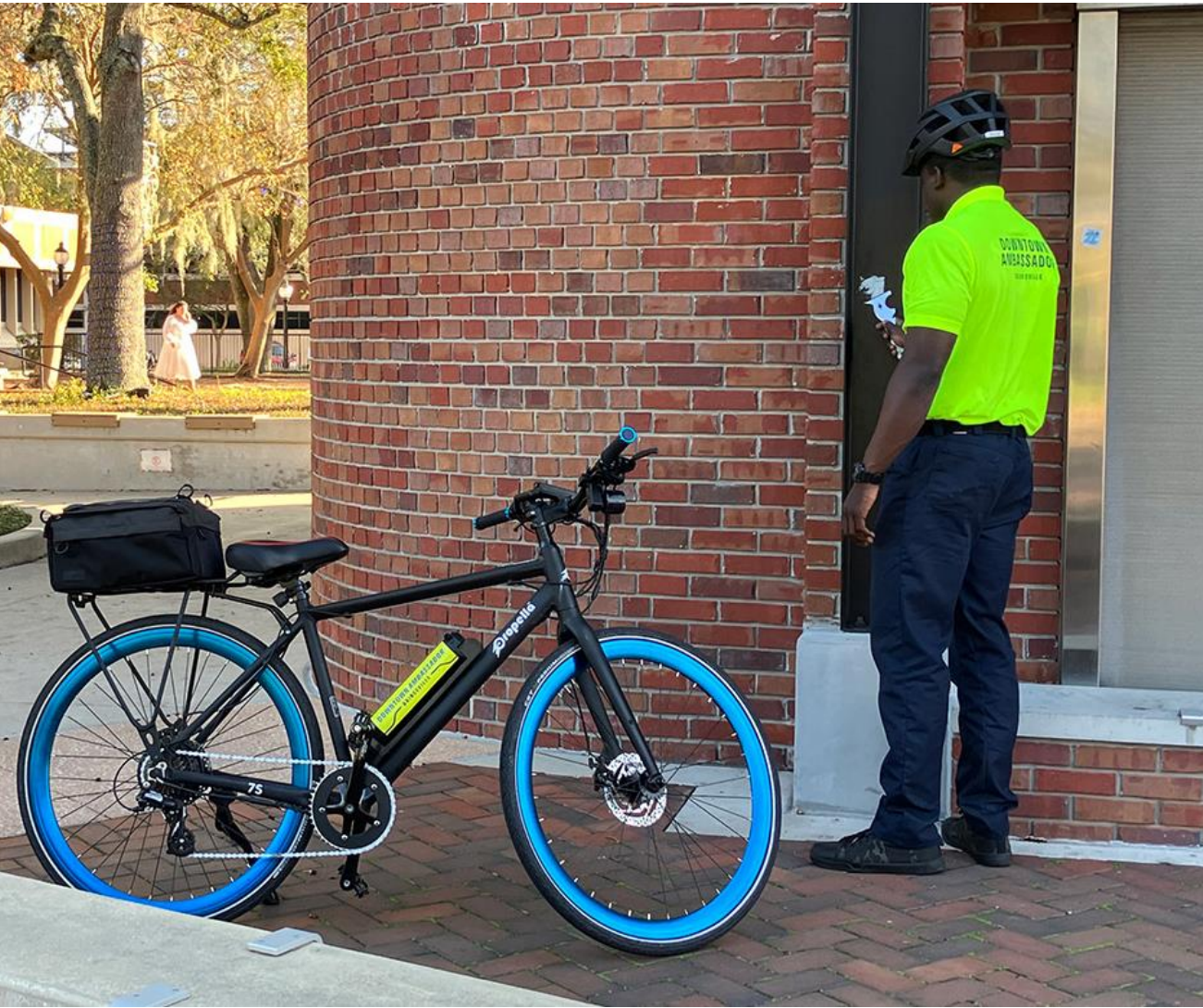
131

BIOHAZARD CLEAN UP

119

TRASH BAGS REMOVED

DATA IS FROM DEC. 2024 TO JAN. 2025
DOWNTOWN AMBASSADOR PROGRAM





Downtown Ambassador Program Performance



2025 JANUARY SAFETY STATS

563

SAFETY INTERACTIONS
TO ASSIST BUSINESSES

534

DIRECTIONS GIVEN TO
DOWNTOWN VISITORS

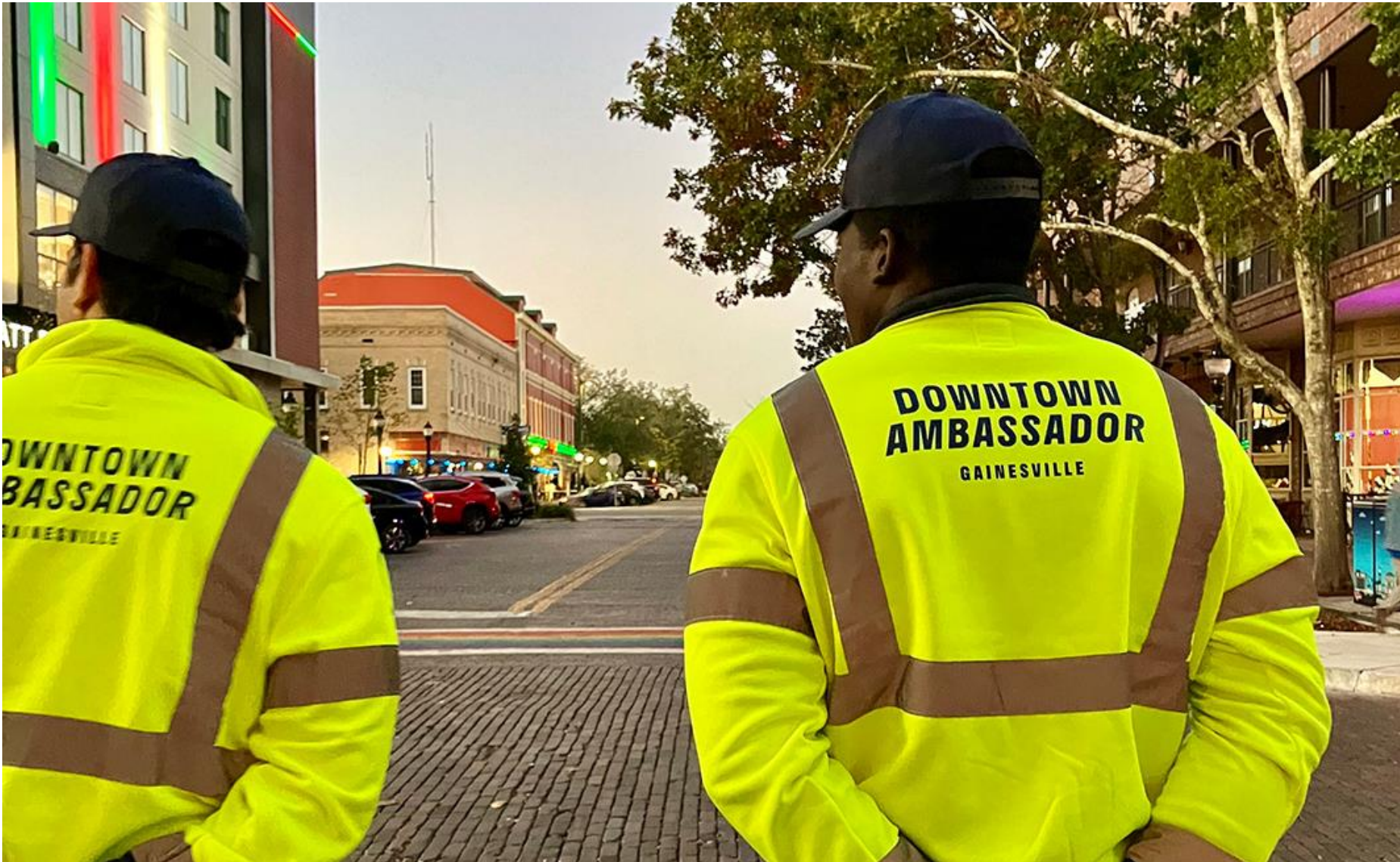
183

SAFETY ESCORTS
TO DESTINATION

102

ACTS OF AUTOMOBILE
ASSISTANCE

DATA IS FROM DEC. 2024 TO JAN. 2025
DOWNTOWN AMBASSADOR PROGRAM





Downtown Ambassador Program Performance



2025

JANUARY OUTREACH STATS

152

SERVICE CALLS FOR
HOUSELESS NEIGHBORS

106

REFERRALS FOR
ESSENTIAL DOCUMENTS

35

REFERRALS TO
VETERANS AFFAIRS

15

INDIVIDUAL HOUSING
SECURED

DATA IS FROM DEC. 2024 TO JAN. 2025
DOWNTOWN AMBASSADOR PROGRAM



Downtown Ambassador Program Praise



We are thankful for the ambassadors that are posted outside of The Continuum Downtown Gainesville.

We appreciate what they are doing.

~ Greg C.
The Continuum Apartments



I want to express my sincere gratitude for the exceptional work done by (Ambassador) Tina on SW 2nd Ave.

She has **made a remarkable improvement** in front of our building, and it hasn't gone unnoticed.

~ Allen M.
UF Innovate @ The Hub & Sid
Martin BioTech



I just arrived back in town after several weeks. I sensed a change.

I was not sure exactly what it was, but the **downtown felt different**. There was something missing.

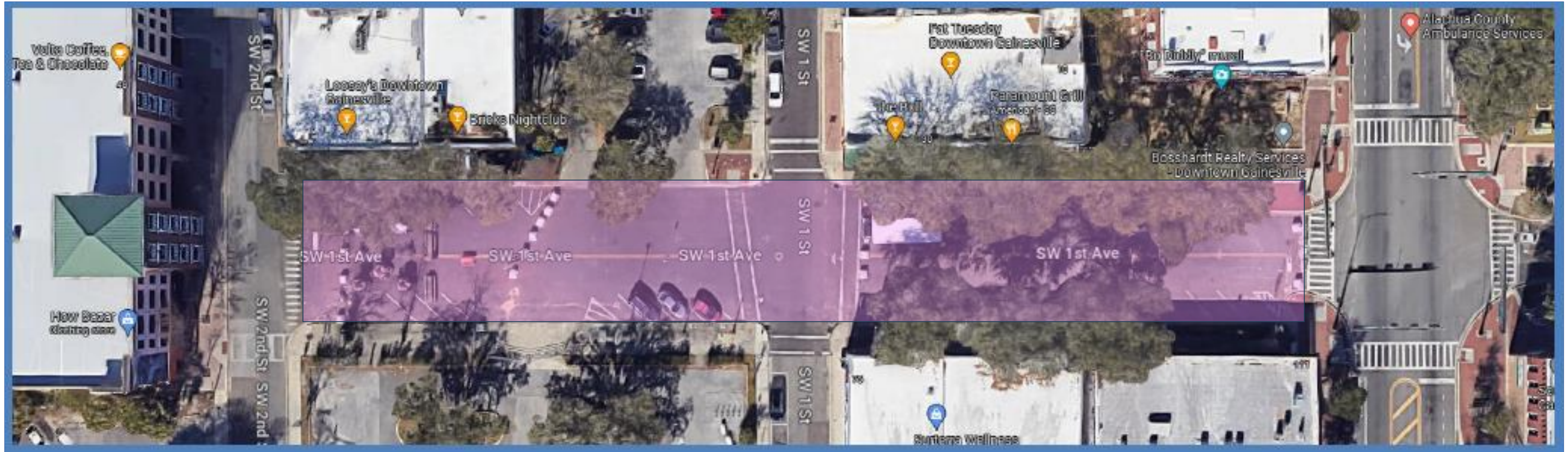
Then it hit me. **There was no trash, no trash anywhere**. It is wonderful. Thank you.

~ Ken M.
McGurn Management Company





The Streatery



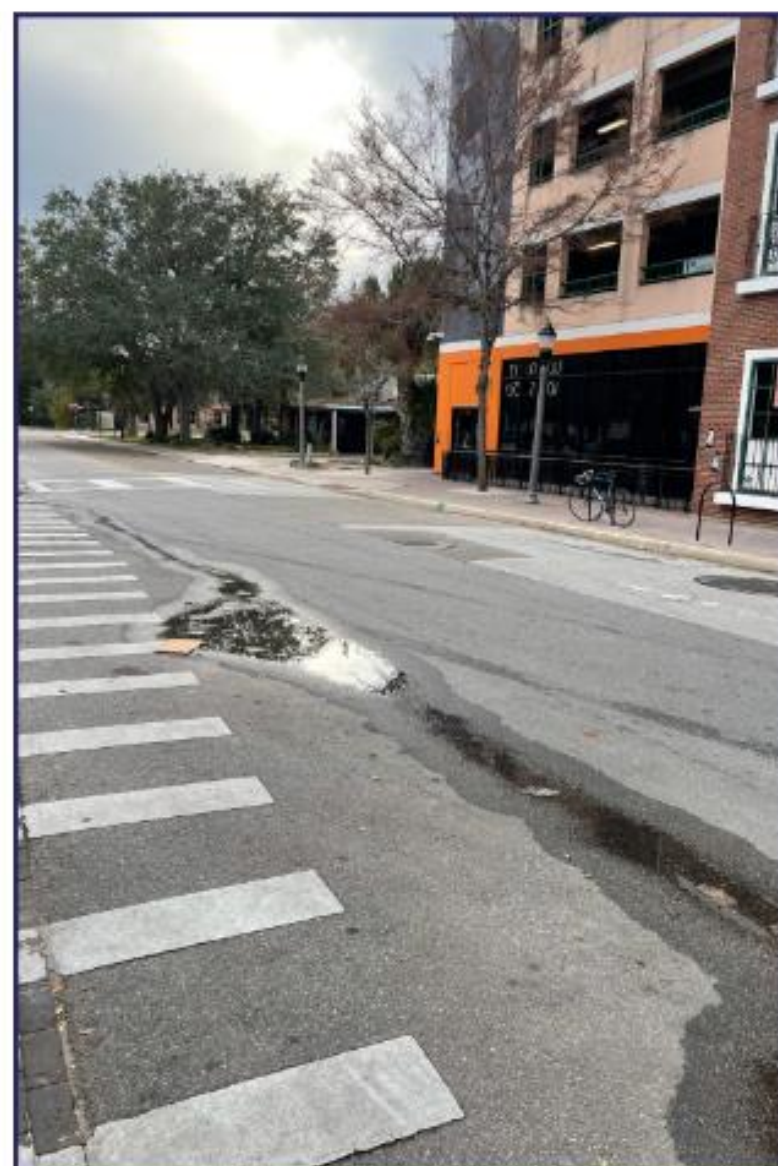
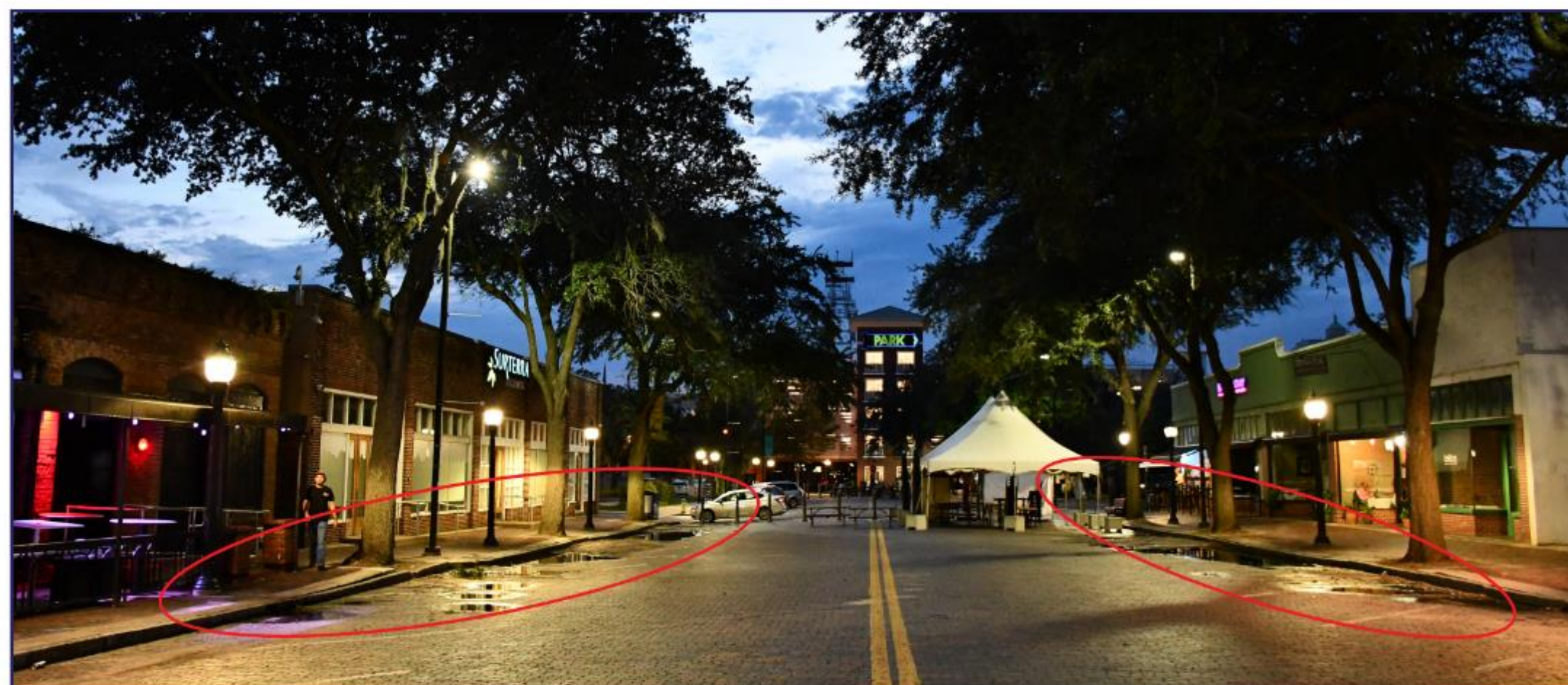


Existing Conditions at The Streatery



Standing Water & Drainage Issues

Design plans will address current drainage issues along the Streatery corridor along with ADA accessibility improvements.



Trees

Increased tree wells (6 ft. x 6 ft.) will accommodate **all** existing live oak trees as well as future canopy trees, enhancing the urban canopy and providing shade. Additional trees are proposed as part of the conceptual design.

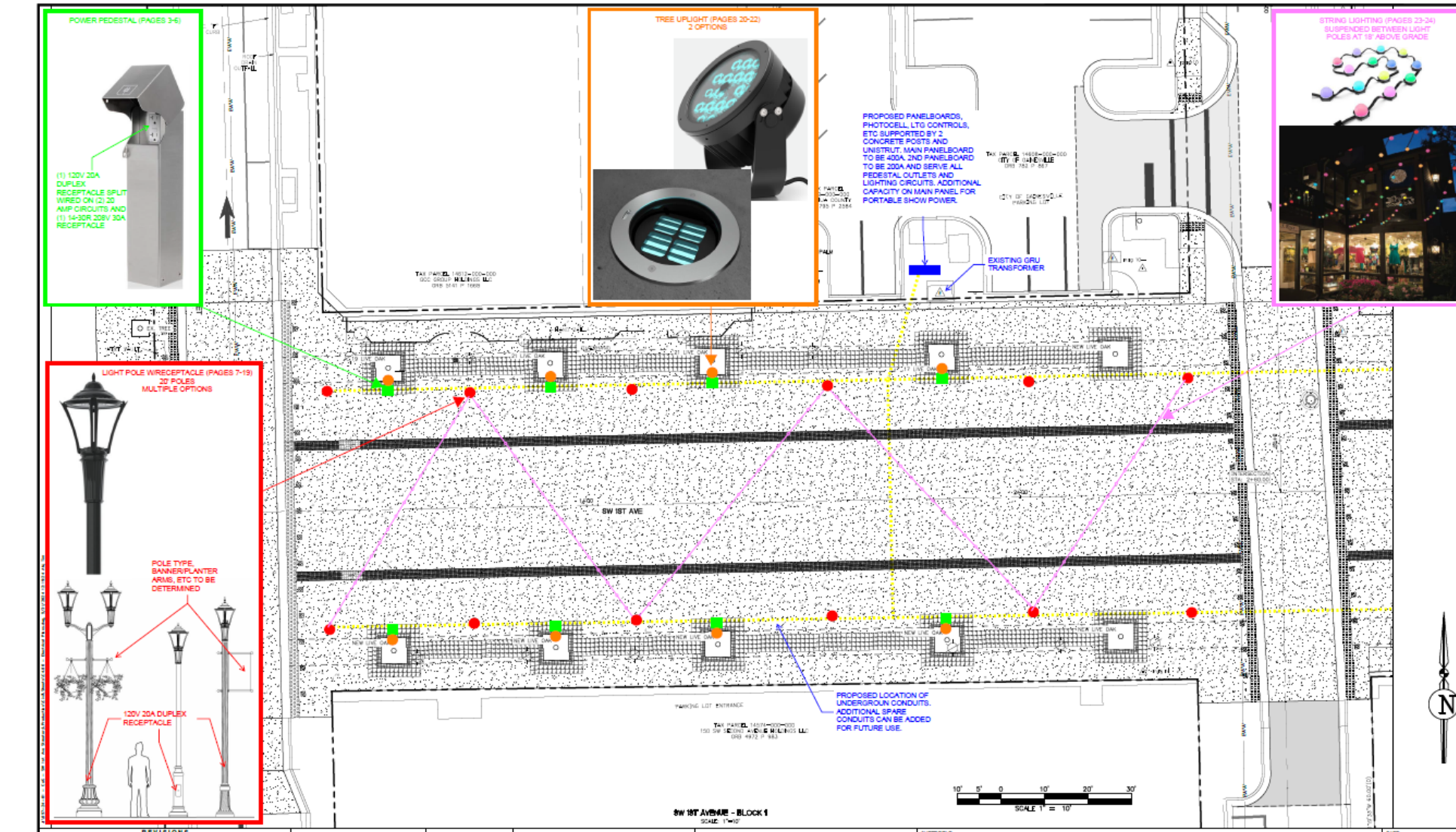




Streatery Design Specifics



- **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 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
- **Add** planters and furnishings





Streatery Engagement Process



- **October 26, 2024** GPC approves in concept design by JB Pro and votes to permanently close SW 1st Avenue between S. Main Street and SW 2nd Street
- **December 11, 2024** First Public Engagement at the Hippodrome
- **December 5, 2024/January 7, 2025** DAB recommendation
- **February 4, 2025** GCRAAB recommendation
- **February 20, 2025** City Commission reviews and approves



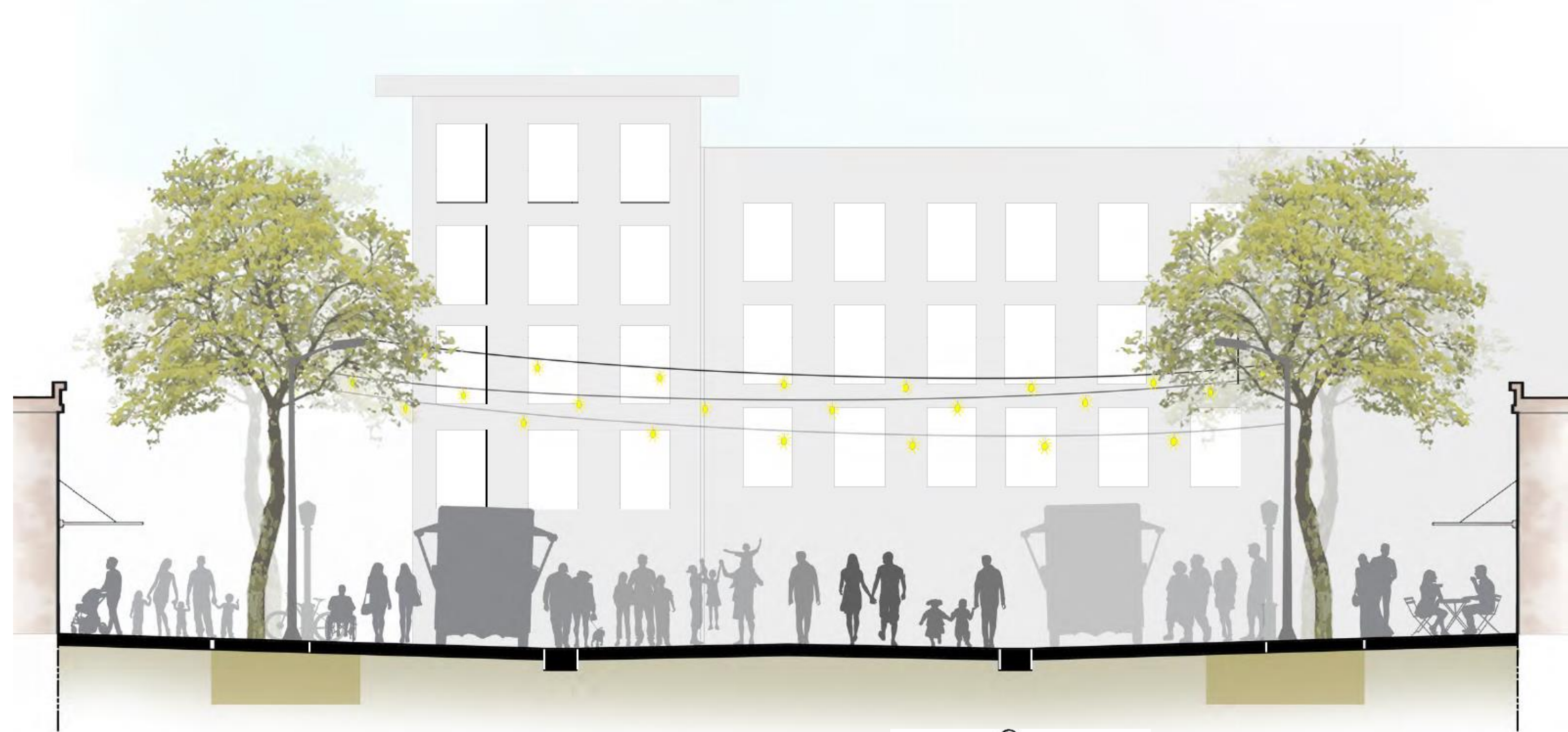


Streatery Programming Capacity



The Streatery infrastructure will be able to flexibly accommodate all the following:

- **Markets or festivals** up to 72 10'x10' pop up tents
- **Food truck rallies** - 16 vendors
- **Festivals** with a 20'x30' stage
- **Combinations** of the above with less tents or vendors



Downtown Festival & ART SHOW





Streatery Costs and Funding



Project Cost

Total projected amount: \$3.2M (Full reconstruction with brick option)

- ~\$163K Design Fees
- ~\$37K Pre-construction Fees
- ~\$3M estimated construction costs
- Design/pre-construction on 3/6 budget amendment (gas tax)

Recommended Funding Sources

- GCRA fund balance
- Local Option Gas Tax
- Tree mitigation fund

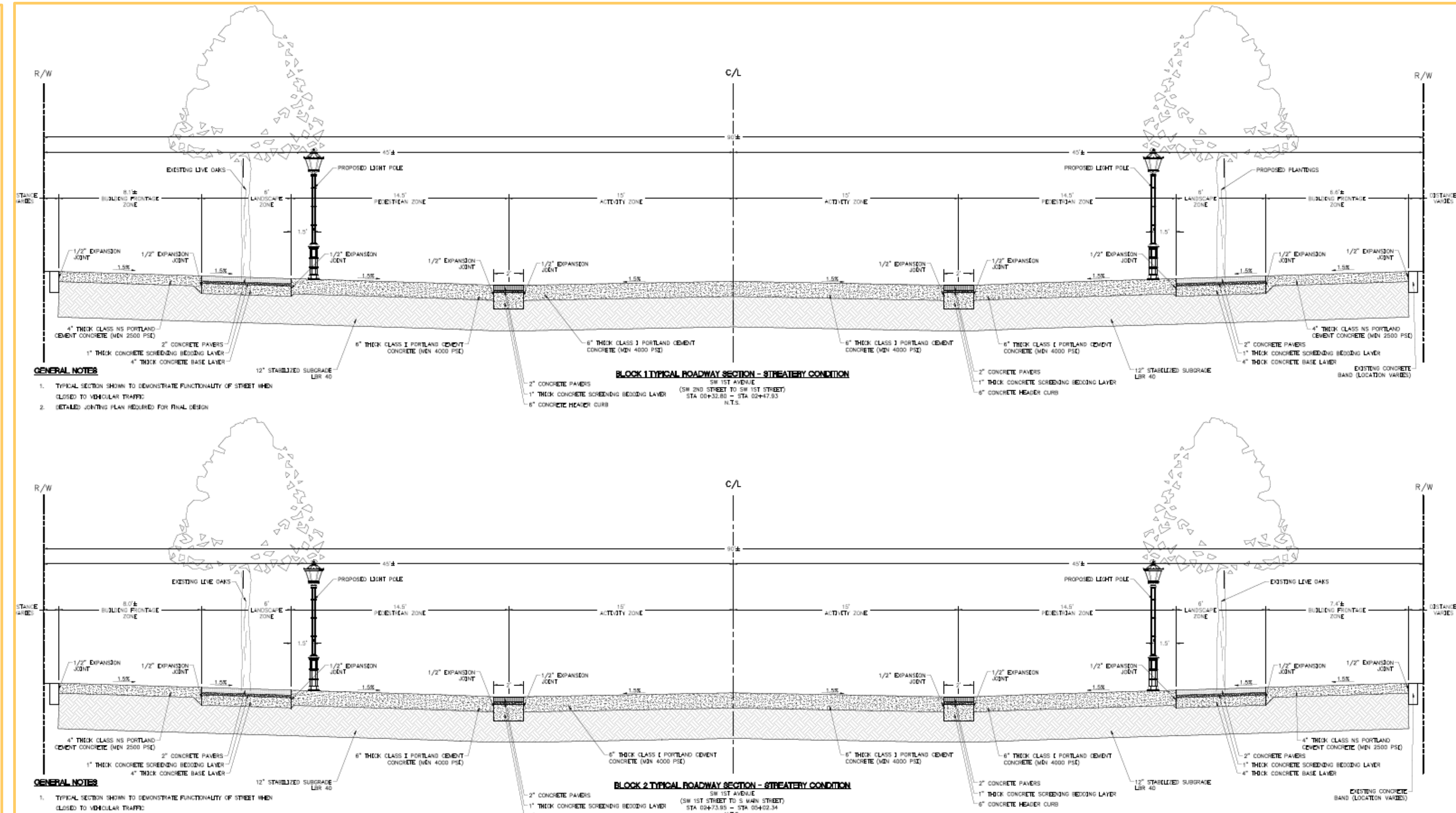




Streatery Next Steps



- Final topographic & utility survey underway
- Construction GMP October 2025
- Commence construction late 2025
- Complete construction 2026





Heartwood Neighborhood



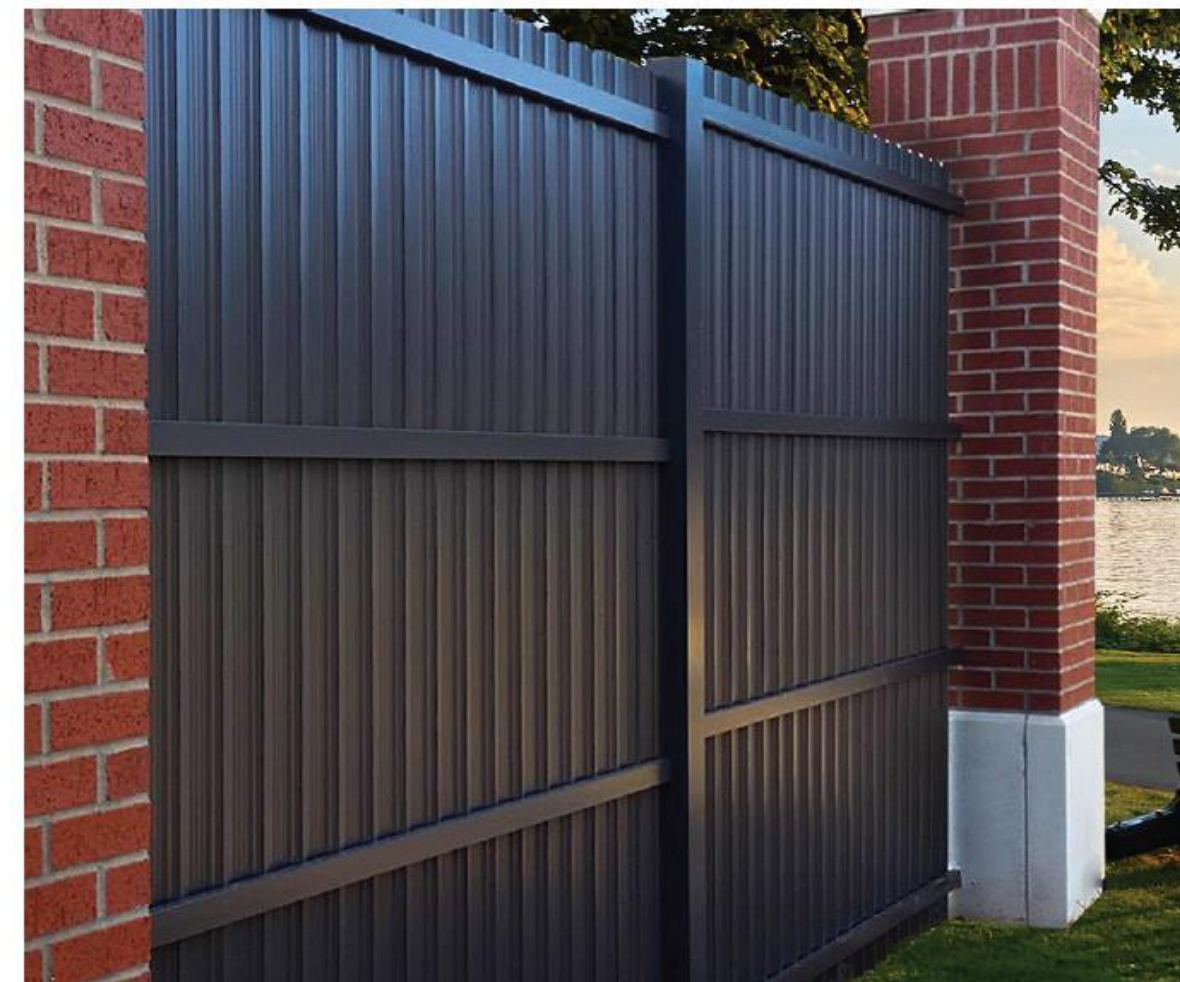
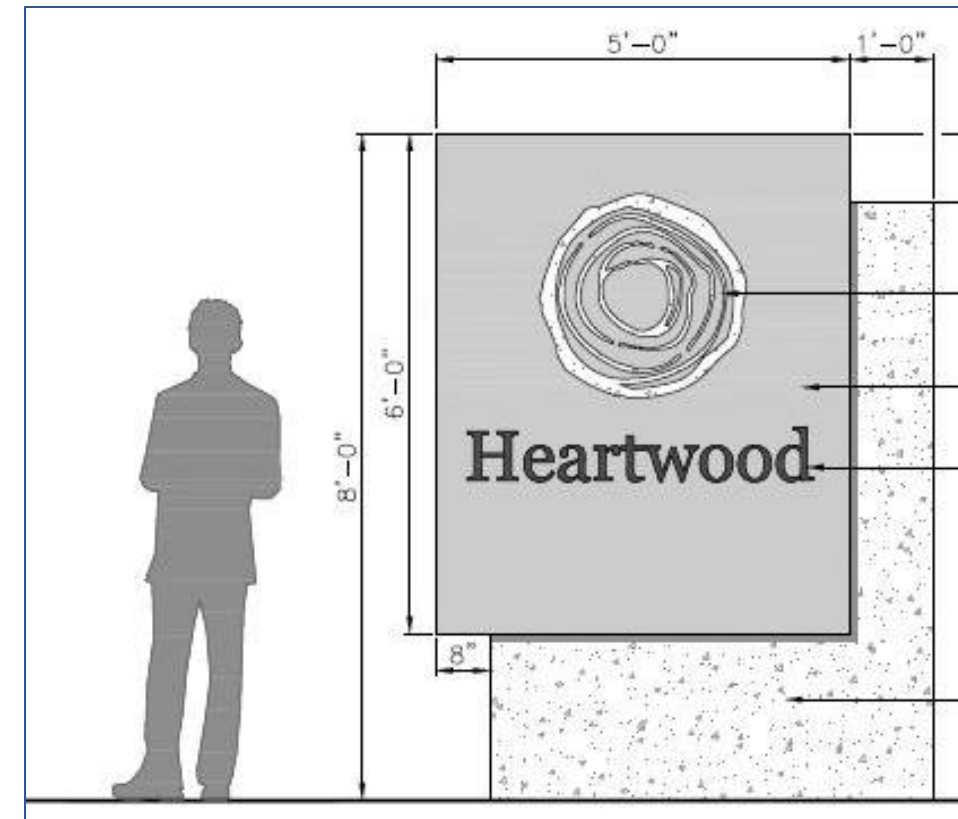
Project Overview

- 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





Heartwood Neighborhood



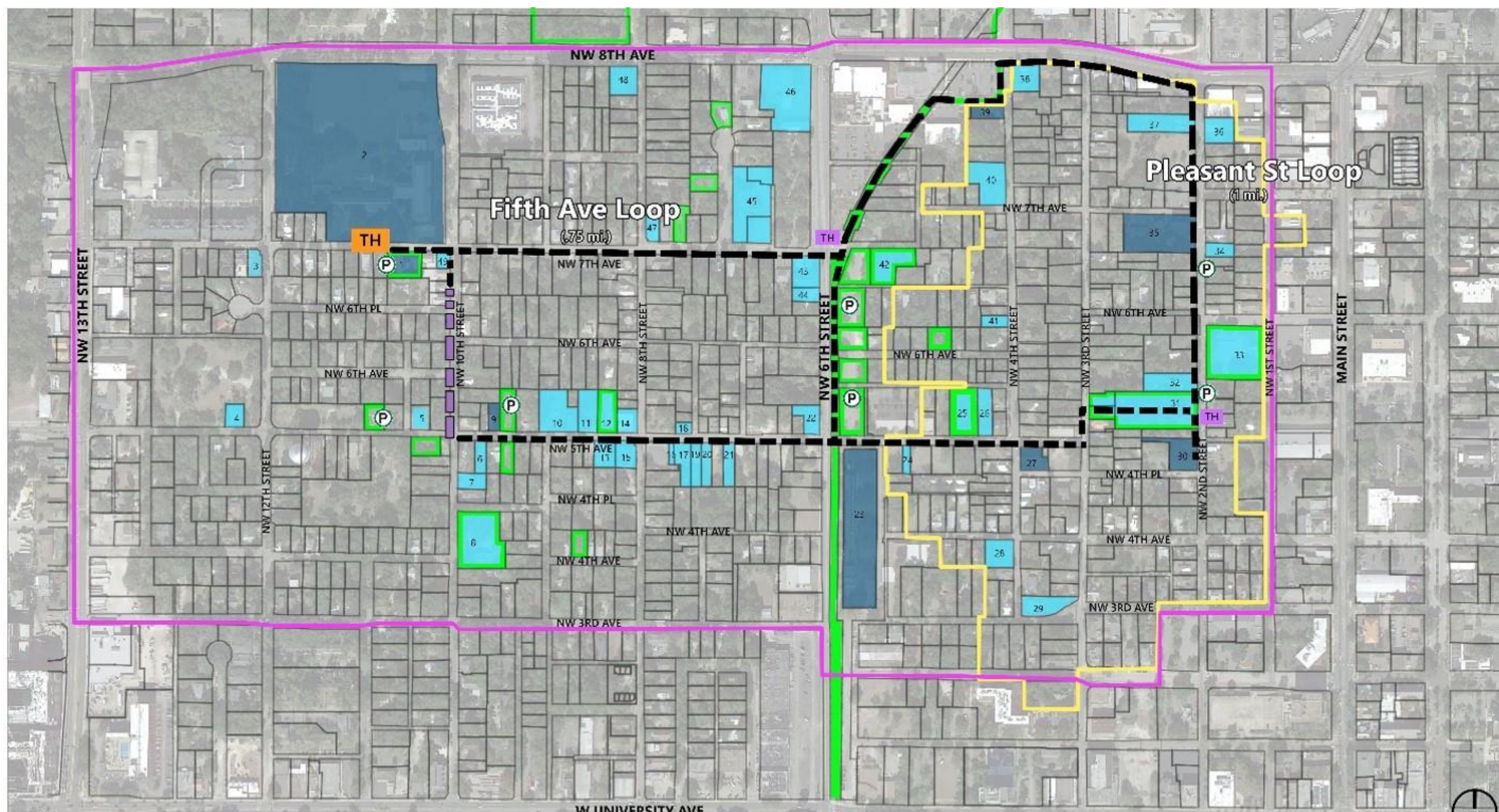
Decorative Aluminum (Shadow Box)

FY 2025 Activities and Workplan

- Block Party Nov. 17th
- Design for entry signs, fencing, and landscaping completed
 - ✓ Completion expected in Fall 2025
- Lot 32 Closed on February 28th
- Lots 31 and 33 under contract with closings the week of March 10th
- Sixteen lots remaining to be sold
- Summer 2025, GCRA will work with architect and builders to value engineer the house designs.



5th Avenue Pleasant Street Heritage Trail



1. Old Lincoln High School
2. A. Quinn Jones Museum
3. Old Greater Bethel Church
4. Friendship Baptist Church
5. Rosa B. Williams Center

Legend
Points of Interest
Key Points of Interest
City Owned Property
Main Trailhead
Secondary Trailhead

Pleasant Street Historic District

Previous FAPS CRA District

Project Overview

- Heritage Trail will celebrate the people, places, & events of the historic African American Fifth Avenue and Pleasant Street.
- Fall 2023 - Commission selects Community Planning Collaborative and executes contract.
- Neighborhood engagement sessions have been ongoing since March.
- Consultant expanding inventory of people and places of interest
- Submit grant applications to support Augmented Reality component of project
- Modify Business Improvement Grant program to focus on Heritage Trail area and Downtown



5th Avenue Pleasant Street Heritage Trail

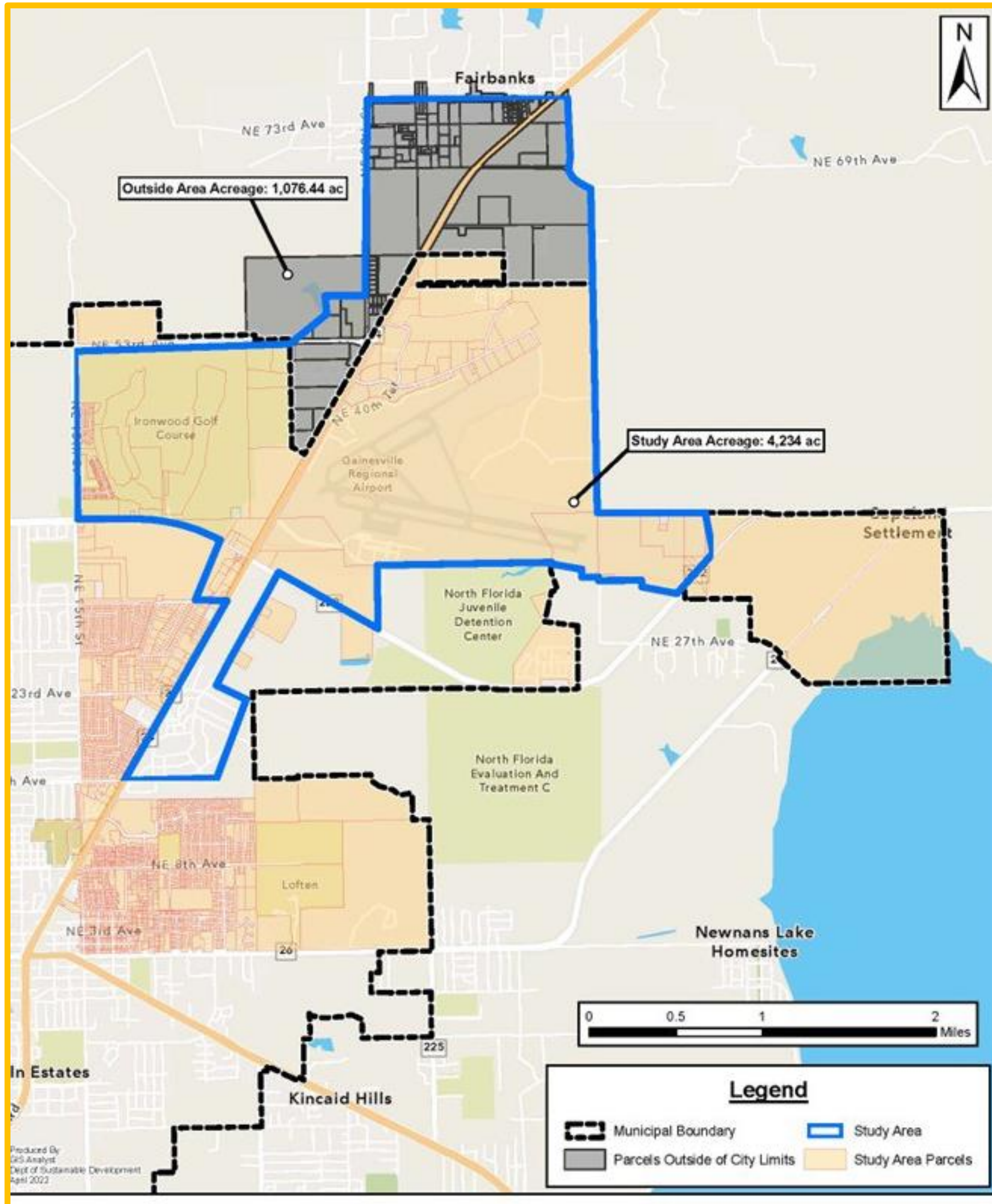


FY 2025 Activities and Workplan

- **Oct 16, 2024** Committee Heritage Trail Tour & Workshop #2
- **Jan-Feb 2025** Draft Trail Plan with marker locations & designs
- **March 5, 2025** Workshop #3 on Draft Trail Plan presented
- **April 2025** Workshop #4 Final community review of marker narratives
- **April-May 2025** Present Draft Trail Plan & narrative to GCRA Board and CC
- **Summer 2025** Action by City Commission on Final Trail Plan and budget
- **Summer 2025** RFP for marker fabrication and installation
- **Summer 2025 – May 2026** Fabrication and Installation



GNV Airport Gateway Project



FY 2025 Workplan

- **Launch** a RFQ to consultants currently under contract with the City
- **Select Consultant and Negotiate** Scope of Project and Contract
- **Establish** a steering committee for plan development – include stakeholders and private interest along the corridor
- **Create** an economic development zone
- **Create** an “Economic Gateway Partnership.”
 - Public-private partnership;
 - Implement a master plan;
 - Conduct due diligence; and
 - Spearhead coordination, financing, & marketing

Recommendation

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

