

# *Building* **THE VISION**



*2005 Annual Report*  
Gainesville Community Redevelopment Agency



# GAINESVILLE COMMUNITY REDEVELOPMENT AGENCY

## *Building* **THE VISION**



## 2005 ANNUAL REPORT

### TABLE OF CONTENTS

Chairman's Message .....	2
About the Gainesville CRA.....	3
Map of Redevelopment Areas.....	4
CRA Wide Programs.....	5
Building the Vision	
Downtown.....	7
Fifth Avenue/Pleasant Street.....	10
College Park/University Heights.....	13
Eastside.....	16
Keepers of the Vision: The Advisory Boards.....	19
CRA 2005 Financial Statement.....	21

Gainesville Community Redevelopment Agency  
Station 48, P.O. Box 490  
Gainesville, FL 32602-0490  
(352) 334-2205  
COGCRA@cityofgainesville.org  
<http://www.cityofgainesville.org/comdev/redev/>

### ON THE COVER

*Stratford Court*  
College Park/University Heights  
Community Redevelopment Area  
Redeveloper: Trimark Properties



Left to right: CRA Manager Karen Slevin, Billy Beltz of Trimark Properties, Mayor Pegeen Hanrahan, and CRA Chairman Commissioner Rick Bryant cut the ribbon opening *Stratford Court*.



## CHAIRMAN'S MESSAGE

Commissioner Rick Bryant

Chair, Gainesville Community Redevelopment Agency

*R*edevelopment means building the vision: implementing our hopes for vibrant neighborhoods in Gainesville's urban core. In the past year we have seen continued progress in our four Community Redevelopment Areas: Downtown, College Park/University Heights, Fifth Avenue/Pleasant Street and Eastside. The Gainesville Community Redevelopment Agency, local citizens and other stakeholders have formed a vision for each of these areas. It is truly exciting to see how these visions have come to life this year - we are building the vision.

*"It is truly exciting to see how these visions have come to life this year..."*

In the Downtown Redevelopment Area, we helped build the vision by breaking ground on the Depot Park project, a stormwater park for the downtown area and Gainesville's future "Central Park." We secured a proposal for Lot 10 for the Gainesville Greens project, a mixed use, environmentally advanced building that will further transform downtown Gainesville. In the Fifth Avenue/Pleasant Street redevelopment area we are building the vision of a sustainable single-family neighborhood by rehabilitating our Model Block historic homes.

In College Park/University Heights we worked towards building the vision by providing the needed incentives for University Corners, a three-block, eight-story

project that will transform the College Park area. We also expanded the area (south to Southwest 16th Avenue and east to Main Street) and fine-tuned the vision through the amended College Park/University Heights Community Redevelopment Plan. We also built roadway improvements, upgraded lighting and provided incentives to other developments. We initiated planning for a new gateway to the Eastside redevelopment area by purchasing the Tackle Box property.

These projects merely highlight a year filled with exciting progress in each of our redevelopment areas. Redevelopment in Gainesville also garnered statewide recognition this year, with the Gainesville Community Redevelopment Agency winning four awards from the Florida Redevelopment Association – one-third of the awards given in the state!

It has been an honor for me to serve as Chair of the Gainesville Community Redevelopment Agency. I look forward to another year working with the dedicated members of our volunteer Advisory Committees, involved citizens, and staff as we continue to build the vision.

*Rick Bryant*

Rick Bryant

Chair, Gainesville Community Redevelopment Agency

### GAINESVILLE COMMUNITY REDEVELOPMENT AGENCY

Chairman Rick Bryant, pictured above. Left to right: Vice Chair, Commissioner Jack Donovan, Mayor Pegeen Hanrahan, Commissioner Chuck Chestnut, Commissioner Warren Nielsen, Commissioner Ed Braddy, Commissioner Craig Lowe





# About the GAINESVILLE CRA

The Gainesville Community Redevelopment Agency Fiscal Year 2005 Annual Report covers all activities from October 1, 2004 to September 30, 2005. The report includes a complete financial statement of the CRA's assets, liabilities, income and operating expenses, amount of tax increment funds collected, and a record of CRA activities for the fiscal year. All financial statements were audited by the City of Gainesville.

The mission of the Gainesville Community Redevelopment Agency (CRA) is to build vibrant urban neighborhoods by creating innovative partnerships, implementing dynamic strategies and fostering high quality design.

The City of Gainesville DRA, later replaced by the Gainesville Community Redevelopment Agency (CRA), was established in 1981. The original purpose of the CRA was to create a redevelopment framework in which the Central City District would evolve into a more dynamic office, service, financial, entertainment, residential, and governmental area. By 2001, the CRA operated in four Community Redevelopment Areas: Downtown, Fifth Avenue/Pleasant Street, College Park/

University Heights and Eastside. Redevelopment projects are coordinated in these areas by the CRA and implemented by a team of partners that include City departments and private citizens. Each redevelopment area is guided in part by a citizen advisory board. The CRA Board, which is made up by members of the City Commission, reviews recommendations of

*"The mission of the Gainesville Community Redevelopment Agency is to build vibrant urban neighborhoods..."*

the citizen advisory boards, adopts redevelopment plans and budgets, and provides direction to staff. The CRA Executive Director, Russ Blackburn, provides leadership for staff in carrying out the CRA's direction. CRA projects all share a central purpose: to alleviate urban blight in the Community Redevelopment Areas.

Gainesville's Community Redevelopment Areas comprise 3.4 square miles, or approximately 6% of the total area of the City of Gainesville (54.11 square miles). Funds for CRA projects are drawn from tax increment funds, which are collected from the four redevelopment areas. When a

redevelopment area is established, the current assessed values of the property within the project area are designated as the base year value. Tax increment comes from the increased assessed value of property, not from an increase in tax rates. Any increases in property values, as assessed because of change of ownership or new construction, will increase tax revenue generated by the property.

This increase in tax revenue is the tax increment that goes to the CRA.

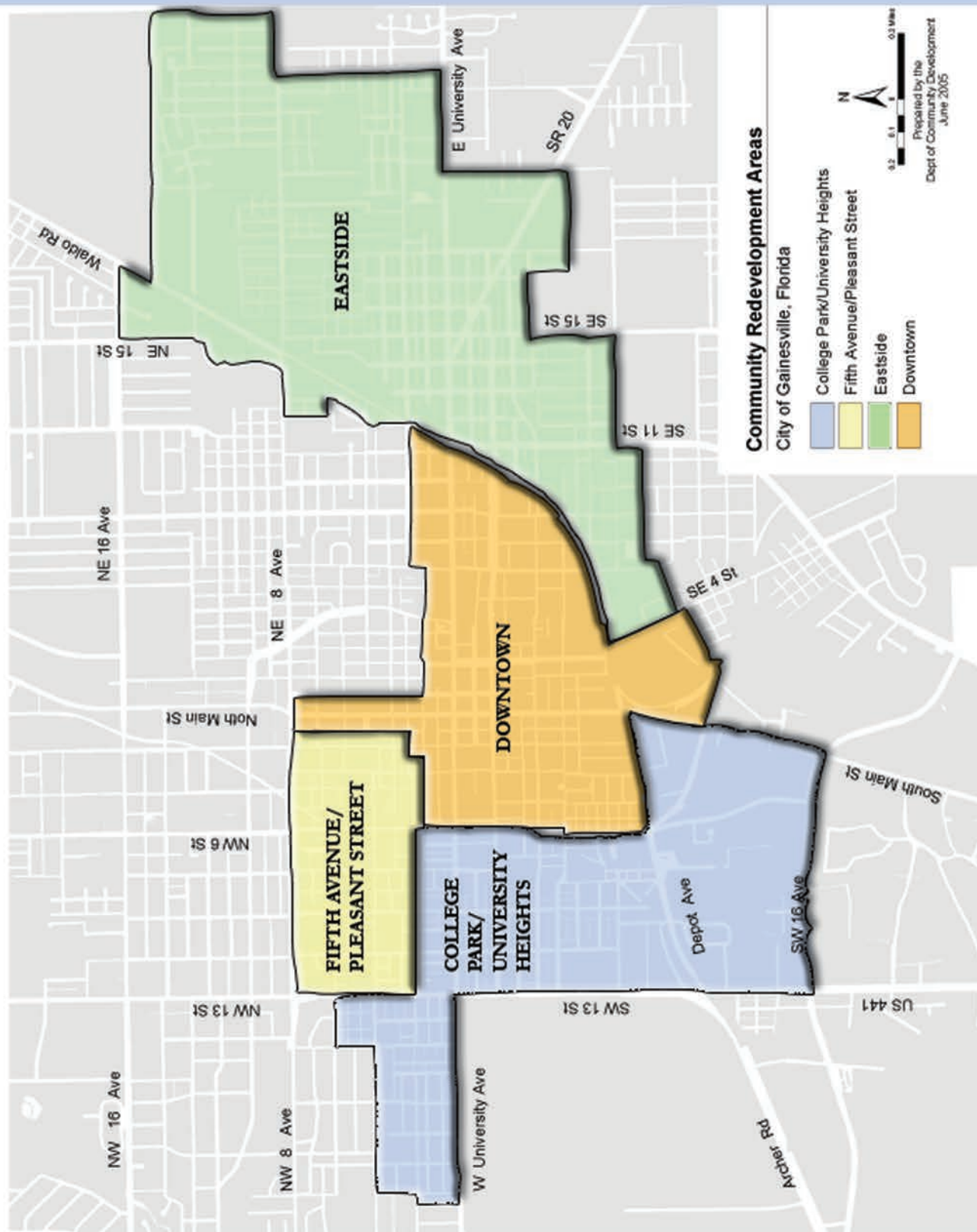
The CRA division is housed in the City of Gainesville's Community Development Department, headed by Thomas Saunders. The purpose of the Community Development Department is to provide a long-term strategy for the city's growth and development, enhance neighborhoods and businesses through assistance programs, review zoning and development proposals, create plans, maps and graphics to support planning and redevelopment, and enforce the City's codes. The CRA has a staff of six, plus interns, managed by Karen Slevin.

**Above: Architectural elements at the Regent's Park development, in the Downtown redevelopment area.**

**Opposite page: Map of the four Community Redevelopment Areas.**



# Map of REDEVELOPMENT AREAS



# 2005 Highlights Programs in All Redevelopment Areas



Above: University Corners, located in the College Park/ University Heights CRA, the first recipient of incentives through the CRA Wide Transformational Incentive Program.

In 2005 the Gainesville Community Redevelopment Agency initiated or continued to implement several innovative programs in all redevelopment areas.

## FRA AWARDS

The Gainesville Community Redevelopment Agency “swept” the annual Florida Redevelopment Association Award’s Ceremony this year, winning four awards, one-third of the awards distributed in the state. The Florida Redevelopment Association’s Roy F. Kenzie Awards honors the best projects and programs in Florida redevelopment. Honored this year were the following programs: *University Avenue Interim Improvements* in the Capital Projects/Physical Improvements/Beautification category, the *Out to Lunch Plaza Event Series* in the Special Events category, the *Model Block* project in the Management Programs and Creative Partnerships category and *Regent’s Park* in the Outstanding New Building category.

## TRANSFORMATIONAL INCENTIVE PROGRAM

The Gainesville CRA created the Transformational Projects Incentive Program in 2004 in order to encourage major redevelopment projects in all redevelopment areas. The CRA acknowledges that large-scale redevelopment projects can literally transform the areas in which they develop and change the face of the community. However, the expense of redeveloping and assembling large parcels of land for a significant transformational project often makes such projects financially unfeasible. The Transformational Projects Incentive Program helps bridge the gap financially to make the project feasible. The transformational projects are evaluated based on the significant impact they have on the surrounding area, the number of goals they help the CRA meet (specific to each redevelopment area’s needs) and the size and scope of the redevelopment. This year the



Community Redevelopment Agency modified the program guidelines to allow transformational projects that meet fifty or more points to be eligible to receive a maximum of 90% of the tax increment generated by the project for thirty years or until the “but for gap” is met (“but for” these incentives, the project would not be feasible).

This year brought the first applicant for the Transformational Incentive Program. University Corners, a three-block, eight-story mixed use development in the College Park/University Heights redevelopment area successfully applied to the program, qualifying for incentives of 90% of the tax increment generated by the project capped at the “but for” gap.

*The Transformational Projects Incentive Program helps bridge the financial gap so the project can be feasible.*

## EXTENSIVE GRAFFITI ABATEMENT PROGRAM

The CRA offers free graffiti removal to businesses within the College Park/University Heights, Downtown and Fifth Avenue/Pleasant Street redevelopment areas. This program has been successful in improving the physical appearance of these areas. The program was created to address small-scale graffiti removal – large-scale graffiti was too costly to remove within the original program. In order to address the large-scale graffiti, the CRA created the Extensive Graffiti Removal program. The program is a matching grant program, with the CRA contributing 75%, and the property owner contributing 25% of the costs of the project, not to exceed a total project cost of \$1,000. The applicant must also have a graffiti-resistant sealant applied to prevent future graffiti damage, which is included in the project cost cap. This new program offers an option for property owners faced with a significant graffiti problem to not only remove the graffiti – but also prevent future incidents.

## KEEPING UNIVERSITY AVENUE CLEAN

The CRA continues to successfully implement the Litter Cleanup Enhancement Program to provide high efficiency litter removal and sidewalk sweeping. The Green Machine used in this program is a visible sign of the CRA's commitment to improvements to the City's primary corridors.

In order to keep the sidewalks on University Avenue clean and bright, the CRA continues to fund pressure washing of the sidewalks several times annually. All of these efforts combined contribute to a cleaner, more attractive environment for patrons, businesses and residents.

These initiatives are currently taking place in the Downtown, Fifth Avenue/Pleasant Street and College Park/University Heights redevelopment areas.

## PROMOTING RESPONSIBLE HOSPITALITY

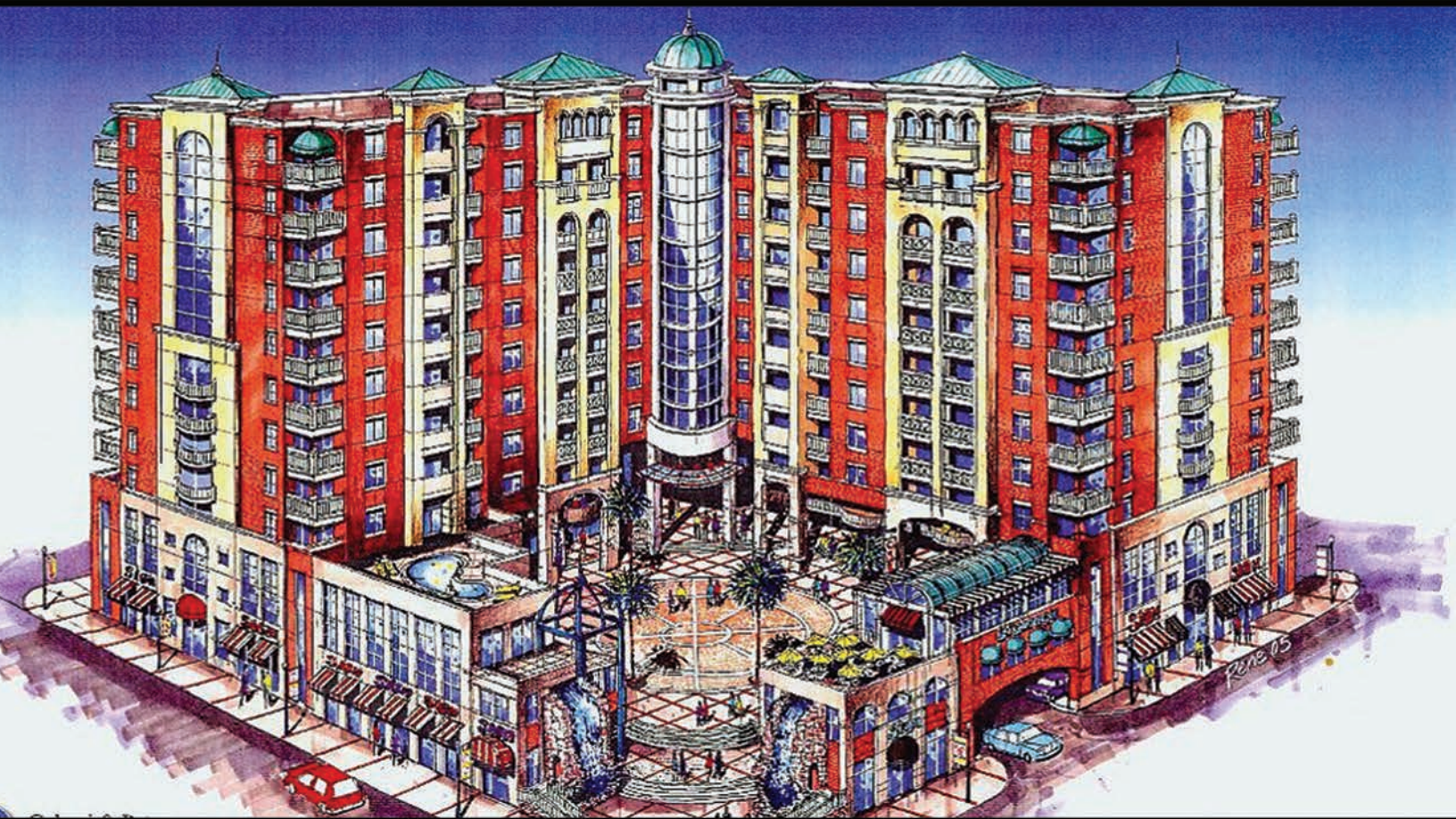
Gainesville Community Redevelopment Agency staff assisted the Gainesville Responsible Hospitality Partnership (GRHP) this year as part of the CRA's effort to improve the environment for businesses and patrons in the Downtown and College Park/University Heights redevelopment areas and support further redevelopment. The GRHP was formed in early 2005 by local businesses, community and civic leaders to address alcohol concerns in the community. The GRHP has been working on a voluntary agreement among businesses, the Responsible Hospitality Covenant, to promote responsible hospitality and sponsored free trainings for servers on how to prevent underage drinking.

**Below, left to right: 1) Keeping University Avenue clean by regular sidewalk sweeping . 2) The Gainesville Community Redevelopment Agency received four awards from the Florida Redevelopment Association this year. 3) The Gainesville Community Redevelopment Agency provided staff support to the Gainesville Responsible Hospitality Partnership to help improve the business environment, including sponsoring free trainings for servers on preventing underage drinking.**





# *Building the Vision* **DOWNTOWN**



**Above: Gainesville Greens, the 12-story mixed-use project selected for Lot 10.**

**D**owntown Gainesville has every attribute expected of a growing university city where cultural sophistication and urban trends coalesce. Downtown Gainesville, along with its arts, culture and historic architecture, features diverse restaurants, cafes, clothing stores, cycling shops, and an exciting nightlife.

The CRA's goal is to further establish the downtown as a destination through residential development, business attraction and retention, and the continued growth of arts, culture and entertainment. The following projects initiated in 2005 help define and develop the future of downtown.

## **LOT 10 REDEVELOPMENT**

A number of firms submitted proposals to the CRA's Request for Proposals to redevelop City Parking Lot

#10. The winning proposal, the Gainesville Greens project, is a mixed use residential project by Equity Venture and SunVest. The 12-story project offers 134 new residential units and "feet on the street" in the heart of downtown, 14 units to be deed restricted for affordable housing, and will be a green building following LEED building methods for increased energy efficiency. The project has a central plaza that will serve the western end of the Downtown, addresses Southwest 2nd Avenue, and offers a small number of convenience parking spaces for its 43,430 square feet of retail space.

## **PLAZA AREA IMPROVEMENTS**

The Downtown Plaza and surrounding areas were targeted for improvements this year by the CRA, the Downtown Redevelopment Advisory Board, and an interdepartmental team comprised of ten City



departments. A Plan was developed to renovate bathrooms, improve lighting and brick paved areas, and enhance the overall landscaping at the Plaza. The Downtown Redevelopment Advisory Board developed a corresponding plan that would clean and brighten the Downtown, focusing on connecting the new parking garage with the Downtown core. The plan includes replanting the landscaped bubbles, adding decorative banners to the light poles, cleaning the sidewalks, providing advertising for Downtown parking, creating signage for the Plaza and the garage and implementing a lunch-time event series, *Out to Lunch*. The replanting of the bubbles, installation of decorative banners, cleaning of the sidewalks, selection of public art for the Plaza, introduction of a parking website and the initiation of *Out to Lunch* were implemented this year.

## DEPOT PARK GROUND BREAKING

In February 2005 a groundbreaking ceremony was held for Depot Park, a proposed 35-acre park with an 11-acre stormwater basin that will accommodate the downtown area's stormwater needs. Depot Park includes an \$11 million cleanup of contaminated soils, a \$4.3 million stormwater management system, and a \$6 million open space/park facility. Remediation of the site to address coal tar contamination will remove an environmental barrier to developing the park. The stormwater project includes constructing three ponds designed to manage and improve the quality of stormwater runoff from 125 acres of downtown Gainesville. Surrounding the ponds will be a 35-acre urban park that features the historic Gainesville Depot, rail trail hub connecting to Gainesville's extensive rail trails, a boardwalk system

and amphitheater. The City of Gainesville's Public Works Department completed Phase I, which includes the first two stormwater ponds, in late 2005.

## GET DOWNTOWN MARKETING CAMPAIGN

The *Get Downtown* banner series implemented in 2005 is part of a larger promotional campaign that includes image-building print ads. The matching print ads will support a full range of businesses and activities within the Downtown area. Included are *Get Entertained* banners that support restaurants, clubs, and shopping and *Get Cultured* banners to reflect the theater, art galleries, gardens and historic resources downtown. Also included are *Get Connected* banners designed to highlight downtown's wireless internet access, library services and government activities and *Get Downtown* banners with downtown's growth as the key overall message. The *Get Downtown* banners were installed at the end of 2005.



*"The mission of Out to Lunch is to promote downtown as an attractive daytime destination..."*

## OUT TO LUNCH PLAZA EVENT SERIES

In an effort to attract downtown employees to venture out of their offices and into downtown restaurants and amenities such as the plaza, the Gainesville Community Redevelopment Agency created the *Out to Lunch Plaza Event Series* in 2005. The mission of *Out to Lunch* is to promote downtown as an attractive daytime destination and encourages new visitors to live/shop/dine downtown as well as provide incentives for current and future restaurants to increase their daytime operating

Below, left to right: 1) New Downtown banners and marketing campaign encourages residents to Get Downtown 2) Breaking ground on the Depot Park.







**Above: 1) Vision for downtown, showing Lot 9 redeveloped. 2) The parking garage retail space was leased this year. Next year the garage will be the home of a new downtown Irish pub, deli and an ice cream parlor.**

hours and enhance public enjoyment of the Downtown Community Plaza. *Out to Lunch* began with a series of concerts in the spring of 2005. An even more enjoyable *Out to Lunch* series is planned to kick off again in the spring of 2006.

## LOT 9 HOTEL RFP

Surface parking lots in cities have traditionally been used as placeholders for future redevelopment. As downtown continues to redevelop into a more dense, urban and traditional downtown with structured parking, City Parking Lot #9 will soon be opened up to redevelopment. The CRA submitted a Request for Proposals for a hotel redevelopment project on Lot 9 this year. A winning proposal is anticipated to be selected in winter 2006. The prospect of a downtown hotel is another exciting development for the future of downtown.

## PARKING GARAGE LEASING

Retail spaces (in the southwest quadrant) were successfully leased in the new downtown parking garage this year. The parking garage will soon house an Irish Pub, a deli and an ice cream parlor.

## COMMUNITY POLICING

In order to help address a number of issues facing the downtown, the CRA funded increased community policing this year. The CRA funded community policing innovations in the Downtown core in a “mini zone” where officers are permanently assigned. These officers focus on interaction with the downtown business community in ways that address downtown redevelopment goals.

## *Building the Vision* FAÇADE GRANT PROGRAM

The CRA continues to experience success with the Façade Grant Program, a program that provides matching grants for façade improvements to business owners on key corridors in the Downtown redevelopment area. This program also provides free digital design assistance by CRA staff in order to ensure that those eligible receive the most out of this program. The following organization received a grant this year:

- The Turner Building (pictured, right)





# *Building the Vision* **FIFTH AVENUE/PLEASANT STREET**



**Above: Conceptual rendering of the Northwest 5th Avenue Streetscape.**

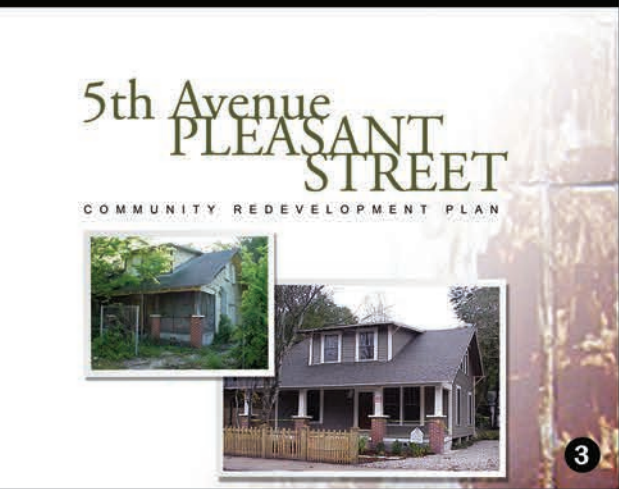
Located north of University Avenue between the University of Florida and Downtown Gainesville, the Fifth Avenue Pleasant Street (FAPS) redevelopment area holds some of the historically richest residential, religious, and educational buildings in Gainesville. The Fifth Avenue Pleasant Street neighborhoods contribute significantly to Gainesville's arts and culture with their annual activities, location within the City, and significant history.

The neighborhoods promise opportunity where a mix of uses can occur in one single corridor, in a way sensitive to residential occupancy and scale, so residential and retail can exist and function together. Additionally, Fifth Avenue Pleasant Street contains some of the most striking architectural styles of vernacular Gainesville. A walking tour of its historic housing stock takes a visitor back to old-time Gainesville.

The following projects were initiated or completed this year to further improve the Fifth Avenue Pleasant Street redevelopment area.

## **PLANS FOR NORTHWEST FIFTH AVENUE STREETScape**

This year the CRA moved forward with its plans for streetscaping the Northwest 5th Avenue corridor between Northwest 6th Street and Northwest 3rd Street. The plan calls for brick sidewalks, pedestrian lighting, crosswalks and amenities. The streetscape is anticipated to be completed during the summer of 2006 and will serve as a complement to the new classroom building at Santa Fe Community College.



Above, top to bottom: 1) Construction on the Model Block begins 2) Rendering of one of the Model Block Homes. 3) The Fifth Avenue/Pleasant Street Redevelopment Plan was updated this year, and is expected to be adopted in early 2006.

## MODEL BLOCK CONSTRUCTION BEGINS

The road to the construction of the Model Block houses has been complex, but now that the CRA is at the construction stage, the hard work is paying off. This year the CRA worked closely with local preservation architect Jay Reeves to create detailed plans for all of the rehabilitations and new construction projects. The CRA completed necessary site work to set the stage for construction.

The CRA's Model Block partnership with the City of Gainesville Housing Division, the National Trust for Historic Preservation and Freddie Mac received an award from the Florida Redevelopment Association in the Creative Partnerships category. In the coming year the CRA looks forward to the first houses being sold and new homeowners moving into the neighborhood.

## UPDATED REDEVELOPMENT PLAN

Working closely with HHI, Inc. from Orlando, the Advisory Board has been updating the redevelopment plan. The current plan has been in place since the mid-90s and does not reflect the changes in the area to date. The redevelopment plan is crucial to the CRA because all projects and expenditures within the area need to be supported within the plan.

*"This year the CRA saw a sharp increase in private sector reinvestment in Fifth Avenue Pleasant Street..."*

## REINVESTMENT IN THE AREA INCREASES

This year the CRA saw a sharp increase in private sector reinvestment in the Fifth Avenue Pleasant Street area. A number of commercial structures were rehabilitated including buildings at Northwest 8th Street and Northwest 3rd Street along the Northwest 5th Avenue corridor. Plans are underway to save two historically significant structures, the Glover and Gill building (also known as Wabash Hall), and the home of educator A. Quinn Jones. These projects add new life to the Fifth Avenue Pleasant Street neighborhood while preserving its history.

## LIGHTING ON NORTHWEST 13TH STREET

Working in conjunction with the College Park/University



Heights redevelopment area, Fifth Avenue Pleasant Street has initiated replacement of the concrete light poles along Northwest 13th Street with decorative Lumec Renaissance fixtures from Northwest 3rd Avenue to Northwest 5th Avenue.

## NORTHWEST 5TH AVENUE CORRIDOR PLAN

The Advisory Board has been working with Asset Property Disposition, Inc. from Jacksonville on a long range plan for the Northwest 5th Avenue corridor. The plan includes locations for new commercial structures, residences, parking and park opportunities. Over the next several years this plan will set the tone for redevelopment on this key corridor.

## HISTORIC PRESERVATION GRANT SUBMITTED

CRA staff has submitted a historic preservation grant application for funds to evaluate the number of remaining historic structures in the Fifth Avenue neighborhood. The CRA agreed to conduct the survey as part of the Inner City Venture Fund line of credit from the National Trust for Historic Preservation.

## SANTA FE COMMUNITY COLLEGE CONSTRUCTS \$1 MILLION DOLLAR BUILDING ON NORTHWEST 5TH AVENUE

Thanks to a generous endowment, Santa Fe Community College added a new classroom facility on Northwest 5th Avenue. This project is a great addition for the College and the neighborhood. Adding 100 new classroom seats will increase the number of classes that can be offered downtown and bring more students to the area on a daily basis.

## PHASED UTILITY UNDERGROUNDING

The FAPS CRA area has a phased plan for undergrounding utilities along the Northwest Fifth Avenue corridor. As is often the case with utility projects, the first few phases require work underground that sets the stage for more visible changes in the later phases. This year the CRA funded several components of the project including running cable underground from Northwest 12th Street to Northwest 13th Street, and the relocation of a regulator bank. Phase Three of the project will be completed in conjunction with the Northwest Fifth Avenue Streetscape, leaving Phases Four and Five still to be completed.



**Above, top to bottom: 1) The home of educator A. Quinn Jones, which may be acquired and converted into a museum honoring African American history. 2) Lighting project planned for North 13th Street, initiated this year featuring Lumec Renaissance Light Fixtures. 3) One of the many historic homes that distinguish this neighborhood and provide its character.**



# *Building the Vision* COLLEGE PARK/UNIVERSITY HEIGHTS



**Above: Rendering of courtyard at University Corners, College Park.**

**T**he identity and future of the College Park/University Heights Community Redevelopment Area is closely linked with the future of the University of Florida. As more students decide to not bother with the hassle of driving to class, living close to campus becomes increasingly appealing. Luxury row houses, apartments and condominiums with attention to design are being constructed in these conveniently located neighborhoods.

But perhaps the most exciting opportunity for College Park/University Heights is the potential infusion of technology and medical-related spin-offs from the University in the area. A mix of technology research and enterprise is planned for areas south and east of campus, providing jobs and support for additional mixed-use development. This would also encourage new housing options for professionals

and entrepreneurs who want to live, work and play in College Park/University Heights. The following projects were initiated or completed in 2005.

## **UNIVERSITY CORNERS**

Spanning three blocks, rising eight stories, and located in the heart of the area, University Corners will be a transformational project for the College Park/University Heights redevelopment area. University Corners is located at the intersection of 13th Street and University Avenue and is the first recipient of incentives through the CRA's Transformational Incentive Program. Construction is scheduled to begin in 2006 and has already sparked new development activity in the immediate area.



## EXPANSION AND REDEVELOPMENT PLAN

The College Park/University Heights redevelopment area expanded south to Southwest 16th Avenue and east to South Main Street, following the recommendations of an extensive blight findings study. The expansion area will begin to receive tax increment at the end of 2006. The CRA also refined the vision for the area, including the expansion area, through adoption of an amended Redevelopment Plan for the area in fall 2005. The plan serves as a road map for the area's

*"The newly adopted plan serves as a roadmap for the area's redevelopment efforts...."*

redevelopment efforts.

## THE WEST UNIVERSITY AVENUE LOFTS

Construction on the West University Avenue Lofts project began this year. The West University Avenue Lofts project is a mixed-use development by developer LB Jax Company on the corner of West University Avenue and West 6th Street. The Community Redevelopment Agency completed a "hard-hat" tour of the building in late 2004. Completion of this project will bring new residents to this important area of University Avenue, connecting the Downtown and College Park/University Heights redevelopment areas.

## BRICKS ON THE AVENUE PHASE II

Phase II of Bricks on the Avenue was completed this year, adding brick along the sidewalks on University Avenue from West 6th Street to West 13th Street. The addition of the brick pavers is part of the CRA's plans to enhance the character and aesthetics of University Avenue.

## SOUTHWEST 2ND AVENUE

If you stand at the intersection of Southwest 2nd Avenue and Southwest 6th Street and look east you will see the heart of downtown. Look west and you will see the stadium at the University of Florida. Southwest 2nd Avenue, anchored by downtown and the University, is an ideal location for redevelopment. The future envisioned for this corridor will solidify the connection between the University and downtown and will create a dynamic new corridor. In 2005, the CRA and the City of Gainesville took a step towards this vision by funding new landscaped medians, roundabouts and resurfacing of the corridor. Plans are being finalized with construction slated to begin in 2006.



Above, top to bottom: 1) Landscaped medians and roundabouts will soon be added to SW 2nd Avenue. 2) Jackson Square, one of the many mixed-use and residential developments under construction in College Park/University Heights. 3) SW 5th Avenue lighting project was completed this year along with projects on SW 2nd Avenue and 13th Street.





**Above: Conceptual design for the SW Fifth Avenue triangle, a project to be completed in 2006.**

## STORMWATER MASTER PLAN

Among the greatest impediments to urban redevelopment projects is the cost of on-site stormwater management. In large green spaces in suburban areas, stormwater can be easily managed on site. In urban areas such as College Park/University Heights, developers are forced to fund costly underground systems in order to retain the dense urban infill desired for the area. Recognizing this problem, the College Park/University Heights Redevelopment Advisory Board and the Community Redevelopment Agency initiated a master plan for stormwater in the redevelopment area. The study is nearing completion, and a list of key stormwater improvement projects will be identified for the CRA to fund. Moving forward on addressing this significant infrastructure concern will further advance redevelopment possibilities.

## LIGHTING AND SIDEWALK PROJECTS

In order to maximize the impact of new development in College Park/University Heights, the CRA has targeted corridors experiencing redevelopment for lighting and sidewalk projects. This year, NW 12th Terrace in College Park and SW 5th Avenue in University Heights received sidewalks, undergrounding of electrical lines and installation of attractive pedestrian scale lighting fixtures. Other lighting projects included the undergrounding of the electrical lines and addition of Renaissance Lighting fixtures on West 13th Street and Southwest 2nd Avenue.

## SOUTHWEST 5TH AVENUE TRIANGLE

The CRA will convert this small triangular space, located at the intersection of Southwest 5th Avenue and South 13th Street, into an urban park with hardscaping, benches, lighting, public art and/or signage and landscaping. A conceptual plan was approved in 2005, with construction slated for 2006. This project promises to add urban character and identity to the area.

## *Building the Vision* FAÇADE GRANT PROGRAM

The CRA continues to experience success with the Façade Grant Program, a program that provides matching grants for façade improvements to business owners on key corridors in the College Park/University Heights redevelopment area. This program also provides free digital design assistance by CRA staff in order to ensure that those eligible receive the most out of this program. This year, the program was expanded to include the 13th Street corridor. The following organizations received grants this year:

- ▶ Kesser Building
- ▶ Presbyterian Disciples of Christ Student Center (pictured, right)



**BEFORE**



**AFTER**



# *Building the Vision* **EASTSIDE**



**Above: Conceptual proposed rendering of the Tackle Box Property as a new gateway.**

**T**he Eastside is Gainesville's newest redevelopment area, established in 2001. East Gainesville offers significant opportunity for reinvestment with established, tree-canopied neighborhoods, proximity to downtown, minimal traffic congestion, and varying land options for significant market rate housing and retail. The Duval neighborhood is experiencing investment by homeowner purchasers. A gateway to East Gainesville is in the planning stage with the purchase of the former Tackle Box property. East Gainesville's past is also being preserved. Dedicated volunteers are working towards restoration of the historic Cotton Club where, in its heyday, performers such as James Brown, Brook Benton and BB King played to large Gainesville audiences. The Cotton Club is set to be restored for use as a museum, gift shop and neighborhood center.

With so much opportunity and potential, the Eastside will continue to become a place in which to reinvest and to call home. The following projects furthered the redevelopment of the Eastside in 2005.

## **A NEW GATEWAY**

The CRA purchased the Tackle Box property for redevelopment into a gateway feature as specified in Plan East Gainesville. The Tackle Box property is not an attractive site for business development due to difficulty accessing the site and contamination. Now that the property has been acquired, the CRA is working with the Department of Environmental Protection on remediation of the contamination on the site. Once remediated, the property will be redeveloped as an attractive landscaped entrance to East Gainesville.





**Above: 1) The Tackle Box Property, purchased this year by the CRA. Rendering of its potential transformation is on the previous page. 2) The medians on University Avenue have been targeted for improved landscaping.**

## UNIVERSITY AVENUE MEDIANS

Plans moved forward in 2005 on the University Avenue Median project, which includes landscaping and irrigation for seven medians between Waldo Road and Northeast 21st Street. The addition of landscaping and palm trees to the medians will have a significant visual impact along the corridor, further enhancing the opportunity for reinvestment in East Gainesville.

## CAMP PROPERTY REDEVELOPMENT

Plans for redevelopment of the Camp Property into a retail center housing Wal-Mart moved forward this year. The Camp Property has been considered a key redevelopment site in the Eastside Community Redevelopment Area, and had previously been considered for a mixed-use project. The community supported the plans for large retailers to redevelop the site in order to have more shopping opportunities on the East Side, a significant need for this area.

## UNSAFE HOUSING PROGRAM

The Eastside Redevelopment Board partnered with Code Enforcement to produce an aggressive program to demolish a significant number of boarded and vacant homes within the Eastside redevelopment area. Under the careful direction of Codes Enforcement, greater compliance has been obtained and a significant number of properties have been rehabilitated rather than demolished.

## *Building the Vision* FAÇADE GRANT PROGRAM

The CRA continues to experience success with the Façade Grant Program, a program that provides matching grants for façade improvements to business owners on key corridors in the Eastside redevelopment area. This program also provides free digital design assistance by CRA staff in order to ensure that those eligible receive the most out of this program. The following organization received a grant this year:

- JEA Building (pictured, right)





## CLEANUP PROJECT WITH SOLID WASTE

In an effort to obtain additional cleanup in the Eastside redevelopment area, the CRA has provided funding for the new Solid Waste inmate crew. This crew, working under the supervision of Solid Waste, picks up trash along the right-of-way, removes weeds and handles lot cleanups.

## COTTON CLUB PROJECT

The implementation priorities of the Eastside Redevelopment Plan call for the CRA to “continue to improve, develop, and expand neighborhood centers for recreation, social and educational opportunities.” In an effort to implement this goal, the CRA allocated funds this year towards the Cotton Club Project in the form of a façade grant. The Cotton Club has been an important part of the East Gainesville community. It has served as an entertainment venue for nationally recognized African-American performers and has connections to Camp Blanding. Once complete the Cotton Club will serve as a neighborhood center for recreation, social and educational opportunities. The Eastside Redevelopment Plan speaks of the need for increased community pride and cohesiveness and the restoration of the Cotton Club will help meet that objective. The Eastside Redevelopment Plan also lists the Cotton Club as one of the area’s historic assets and speaks

*Once complete, the Cotton Club will serve as  
a neighborhood center...*

about the need for special and unique events to showcase the area to the region. Once restored, the Cotton Club will provide an excellent venue for this type of activity. The CRA is proud to be a partner of the not-for-profit agency overseeing this project.

## SPRINGHILL PARK PROJECT

Working with the Neighborhood Planning program and the Springhill Neighborhood Association, the CRA agreed to fund amenities for the Springhill Park project. Springhill Park is a great example of what can be done when everyone puts forth their effort to a project. The park began as a stormwater retention project and is now a gathering place for the entire neighborhood, featuring CRA-funded benches, grills and a picnic pavillion.



**Above, top to bottom: 1) The Cotton Club, an important restoration project in East Gainesville shown at its prior location at Camp Blanding and 2) its current condition and location. 3) Vision for University Avenue developed through Plan East Gainesville.**



# *Keepers of the Vision* REDEVELOPMENT ADVISORY BOARDS



**Above: College Park/University Heights Redevelopment Advisory Board Members hammer out their vision for the future at a planning workshop for the updated Redevelopment Plan.**

**F**our Redevelopment Advisory Boards, one for each redevelopment area, provide guidance on project plans to the Community Redevelopment Agency. Each Advisory Board is comprised of a different mix of property owners, business owners, citizens, students and other individuals concerned with the future of the redevelopment area.

These dedicated volunteers meet monthly and often attend special meetings when needed to address a particularly pressing issue. In 2005, several representatives from Gainesville CRA Advisory Boards attended the Florida Redevelopment Association's Annual Conference in St. Petersburg to glean additional insight on how they can create change by redeveloping their neighborhoods.

*"each board provides guidance on project plans to the CRA..."*



## 2005 REDEVELOPMENT ADVISORY BOARD MEMBERS

### DOWNTOWN

Kinnon Thomas, Chair  
Linda McGurn, Vice Chair  
Elizabeth Fetty, Secretary  
David Castine  
Michael Giddings  
Angela Pate  
Janie Williams

### COLLEGE PARK/UNIVERSITY HEIGHTS

Brad Pollitt, Chair  
Phil Wagner, Vice-Chair  
Tom Rider, Secretary  
Ricardo Cavallino  
Linda Crider  
John Fleming  
Reid Fogler  
Diana Moss

### FIFTH AVENUE/PLEASANT STREET

Ann Neter Heard, Chair  
Kali Blount, Vice Chair  
Cleve Sharpe, Secretary  
Tim Bey  
Dorothy Butler  
Dotty Faibisy  
Toni Jenkins  
Jason Straw  
Pam Thomas

### EASTSIDE

Vivian Filer, Chair  
Juanita Miles Hamilton, Vice Chair  
Cathy Foerster, Secretary  
Wayne Irwin  
Kay Mahaffey  
Dave May  
Andrew Stanton

## *Redevelopment Advisory Board* MEETING TIMES AND LOCATIONS

Community Redevelopment Agency  
Third Monday of every month  
Auditorium, City Hall  
200 East University Avenue  
3:00 PM



College Park/University Heights  
First Wednesday of every month  
Wadsworth Board Room, UF Foundation  
2012 West University Avenue  
5:00 PM



Eastside  
Third Thursday of every month  
Board Room, Gainesville Technology  
Enterprise Center  
2153 Hawthorne Road  
6:00 PM



Fifth Avenue/Pleasant Street  
Fourth Tuesday of every month  
Santa Fe Community College  
Blount Downtown Center Board Room  
401 NW 6th Street  
6:15 PM



Downtown  
Fourth Wednesday of every month  
Thomas Center, Building B, Room 201  
306 Northeast 6th Avenue  
8:30 AM

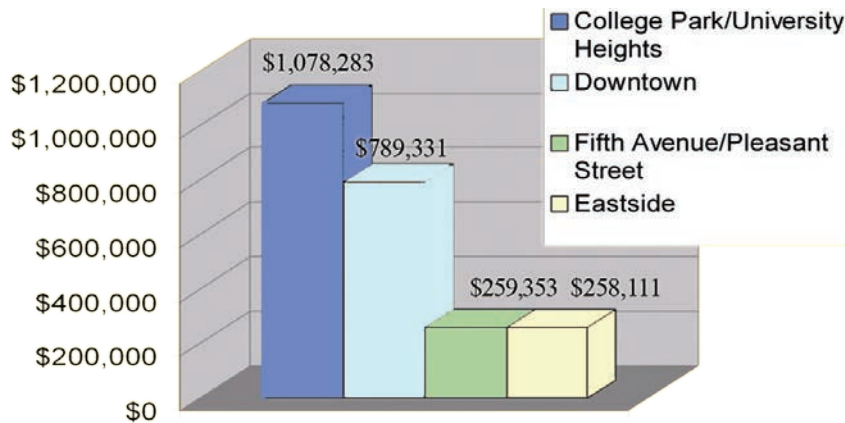




# Redevelopment by the numbers

## 2005 FINANCIAL STATEMENT

### 2005 Tax Increment Generated by Area\*



\* This chart includes revenues that were not recognized in fiscal year 2005. This is the amount of tax increment properties generated in 2005. These numbers will be reflected in the revenues of the 2006 fiscal year report.

The following is an accounting of the CRA's assets, liabilities, income, fund balance and operating expenses for each of the trust funds (Downtown, College Park/University Heights, Fifth Avenue/Pleasant Street and Eastside) as well as the CRA operating fund.

#### CRA OPERATING

##### Assets

Equity in pooled cash \$ 71,849

##### Total Assets

\$ 71,849

##### Liabilities

Accounts Payable \$ 117  
Accrued Wages \$ 4,994  
Total Liabilities \$ 5,061

##### Fund Balance

Unreserved – undesignated \$ 66,788

**Total Fund Balance** \$ 66,788

##### Total Liabilities

**and Fund Balance** \$ 71,849

##### Income

Realized Gain/  
Loss Investment \$ 8,338  
Unrealized Gain/  
Loss Investment (\$689)  
Transfer – Downtown

Redevelopment Trust \$ 136,407

Transfer - Fifth Avenue

Redevelopment Trust \$ 62,541

Transfer - College Park

Redevelopment Trust \$ 188,535

Transfer - Eastside

Redevelopment Trust \$ 26,679

##### Total Income

\$ 421,811

##### Expenses

Transfer - Debt Service \$ 3,700

Downtown \$ 136,620

Fifth Avenue/Pleasant

Street \$ 65,458

College Park/

University Heights \$ 165,834

Eastside \$ 24,877

##### Total Expenses

\$ 396,489

#### COLLEGE PARK/ UNIVERSITY HEIGHTS

##### Assets

Equity in pooled cash \$ 1,843,467

**Total Assets** \$ 1,843,467

##### Liabilities

Accounts Payable \$ 8,480

Contract Retainage \$ 9,498

##### Total Liabilities

\$ 17,978

##### Fund Balance

Reserved - encumbrances \$ 170,790

Unreserved – designated  
for future use \$ 1,654,699

##### Total Fund Balance

\$ 1,825,489

##### Total Liabilities

**and Fund Balance** \$ 1,843,467

##### Income

Tax Increment \$ 540,407

Realized Gain/  
Loss Investment

\$ 69,445

Unrealized Gain/  
Loss Investment

(\$15,528)

Transfer – General Fund \$ 297,186

Other land sales \$100,000

##### Total Income

\$ 991,510

##### Expenses

University Avenue/



13th Street	\$ 36,092
CPUH Sidewalks	\$ 5,981
Transfer to CRA Fund	\$ 188,535
17th Street Streetscape	\$ 614
Coordinated Signage	\$ 549
Streetscape/Park	
Matching	\$ 18,148
CPUH Maintenance	\$ 26,838
Stormwater Management	\$ 44,344
W. University Ave. Lofts	\$ 70,433
Plan Rewrite	\$ 22,754
CPUH Marketing	\$ 9,138
University Avenue	
Interim Improvements	\$ 19,192
SW 5th Avenue	
Improvements	\$ 3,640
Bricks on the Avenue	\$ 94,981
<b>Total Expenses</b>	<b>\$541,239</b>

## DOWNTOWN

### Assets

Equity in pooled cash	\$ 566,828
<b>Total Assets</b>	<b>\$ 566,828</b>

### Liabilities

Accounts Payable	\$ 3,500
<b>Total Liabilities</b>	<b>\$ 3,500</b>

### Fund Balance

Reserve – encumbrances	\$ 24,117
Unreserved – designated	
for future use	\$ 539,211
<b>Total Fund Balance</b>	<b>\$ 563,328</b>

<b>Total Liabilities and Fund Balance</b>	<b>\$ 566,828</b>
---	-------------------

### Income

Tax Increment	\$ 423,021
Realized Gain/Loss	
Investment	\$ 29,968
Unrealized Gain/Loss	(\$ 3,156)
Transfer – General Fund	\$ 232,890

<b>Total Income</b>	<b>\$ 682,723</b>
---------------------	-------------------

### Expenses

Streetscape	\$ 67,315
Transfer to Operating	\$ 136,407
Parking Management	
Agreement	\$ 59,371
Commerce Building	(\$ 9,617)
Coordinated Signage	\$ 401
Transfer – Debt	
Service Fund	\$ 112,014
Union Street	

Contract Services	\$ 164,297
Public Information	
Campaign	\$ 5,072
Transfer to	
Promissory Note	\$ 78,671
Residential Projects	\$12,634
Marketing	\$ 6,798
Façade Grant	\$ 7,485
Downtown Policing	\$ 20,918
Lunchtime Event Series	\$ 4,799
Improvements	\$ 13,220
<b>Total Expenses</b>	<b>\$679,785</b>

## FIFTH AVENUE/ PLEASANT STREET

### Assets

Equity in pooled cash	\$ 561,013
Notes receivable	\$ 1,390

<b>Total Assets</b>	<b>\$ 562,403</b>
---------------------	-------------------

### Liabilities

Accounts Payable	\$ 300
Deferred Revenues	\$ 1,390

<b>Total Liabilities</b>	<b>\$ 1,690</b>
--------------------------	-----------------

### Fund Balance

Reserve – encumbrances	\$ 46,748
Unreserved –	
designated for future	\$ 513,965

<b>Total Fund Balance</b>	<b>\$ 560,713</b>
---------------------------	-------------------

<b>Total Liabilities and Fund Balance</b>	<b>\$ 562,403</b>
---	-------------------

### Income

Tax Increment	\$ 116,741
Realized Gain/Loss	
Investment	\$ 11,477
Unrealized Gain/Loss	(\$ 7,010)
Other contributions	\$ 30,000
Principal 5th Avenue	
Loan	\$ 19,896
Transfer - General Fund	\$ 64,362
Transfer – UDAG Fund	\$ 300,000

<b>Total Income</b>	<b>\$ 535,466</b>
---------------------	-------------------

### Expenses

Revolving Loan Program	\$ 7,316
------------------------	----------

Transfer to CRA Fund	\$ 62,541
Coordinated Signage	\$ 114
Signage/Streetscape	\$ 30,494
Model Block Program	\$ 21,613
Transfer – Debt Service	\$ 51,982
Maintenance	\$ 7,645
Redevelopment Plan	\$ 14,250
Marketing	\$ 1,904

<b>Total Expenses</b>	<b>\$197,859</b>
-----------------------	------------------

## EASTSIDE

### Assets

Equity in pooled cash	\$ 234,889
-----------------------	------------

<b>Total Assets</b>	<b>\$ 234,889</b>
---------------------	-------------------

### Liabilities

<b>Total Liabilities</b>	<b>\$ 0</b>
--------------------------	-------------

### Fund Balance

Reserve – encumbrances	\$ 23,625
Unreserved – designated	
for future use	\$ 211,264

<b>Total Fund Balance</b>	<b>\$ 234,889</b>
---------------------------	-------------------

<b>Total Liabilities and Fund Balance</b>	<b>\$ 234,889</b>
---	-------------------

### Income

Tax Increment	\$ 102,235
Realized Gain/Loss	
Investment	\$ 8,305
Unrealized Gain/Loss	(\$ 2,604)
Transfer – General Fund	\$ 58,505

<b>Total Income</b>	<b>\$ 166,441</b>
---------------------	-------------------

### Expenses

Transfer to CRA	
Operating Fund	\$ 26,679
Coordinated Public	
Signage	\$ 80
Camp Property	\$ 450
Capital Projects	\$ 18,090
Eastside Marketing	\$ 1,333
Demolition Project	\$ 4,247
Transfer to FGFFC 2005	\$ 3,478

<b>Total Expenses</b>	<b>\$ 54,357</b>
-----------------------	------------------



## *Our Mission*



The mission of the Gainesville Community  
Redevelopment Agency is to build vibrant  
urban neighborhoods by creating innovative  
partnerships, implementing dynamic strategies  
and fostering high quality design.