



CRA
2012



CRA 2012

During 2012, the Gainesville Community Redevelopment Agency (CRA) injected vision, creativity, and hard work in the cityscape in the form of capital projects, infill redevelopment, and economic development programs. Bridging the gap between City and private investments, the Gainesville CRA works in tandem and leverages opportunities with partners to eradicate slum and blight from four redevelopment areas with the purpose of transforming Gainesville's urban core physically and economically.

The Gainesville CRA accomplishes redevelopment goals through tax increment financing. When a CRA is established, property values are assessed to determine the area's base value. Any increase to the base value as the redevelopment area progresses comprises the CRA area's funding for redevelopment and is invested back into the community for which it serves.

The 2012 Annual Report provides an overview of redevelopment activities and financial investments from October 1, 2011 to September 30, 2012 (fiscal year 2012), as required by the Florida Statutes, Chapter 163, Part III. The Gainesville CRA's work is accomplished through a staff of twelve full-time employees led by the CRA Director, Anthony Lyons, with leadership provided by the CRA Executive Director Russ Blackburn.

ECONOMIC DEVELOPMENT

- Hart Building
- Henderson Building
- SweetBerries Eatery & Frozen Custard
- Firestone Building
- Shadow Health, Inc.
- Mindtree

PROJECTS

- Fifth Avenue / Pleasant Street Model Block Homes
- Catalyst Project
- Depot Park
- Historic Depot Building Rehabilitation
- SW 13th Street Pedestrian Bridge
- SW 13th Street Plaza
- SW 13th Street Median Replanting
- Depot Avenue Rail Trail (1100-1300 blk)
- Eastside Gateway Replanting
- Southern Charm Kitchen
- 802 NW 5th Avenue Commercial Building Build-out
- SW 12th Street Lighting

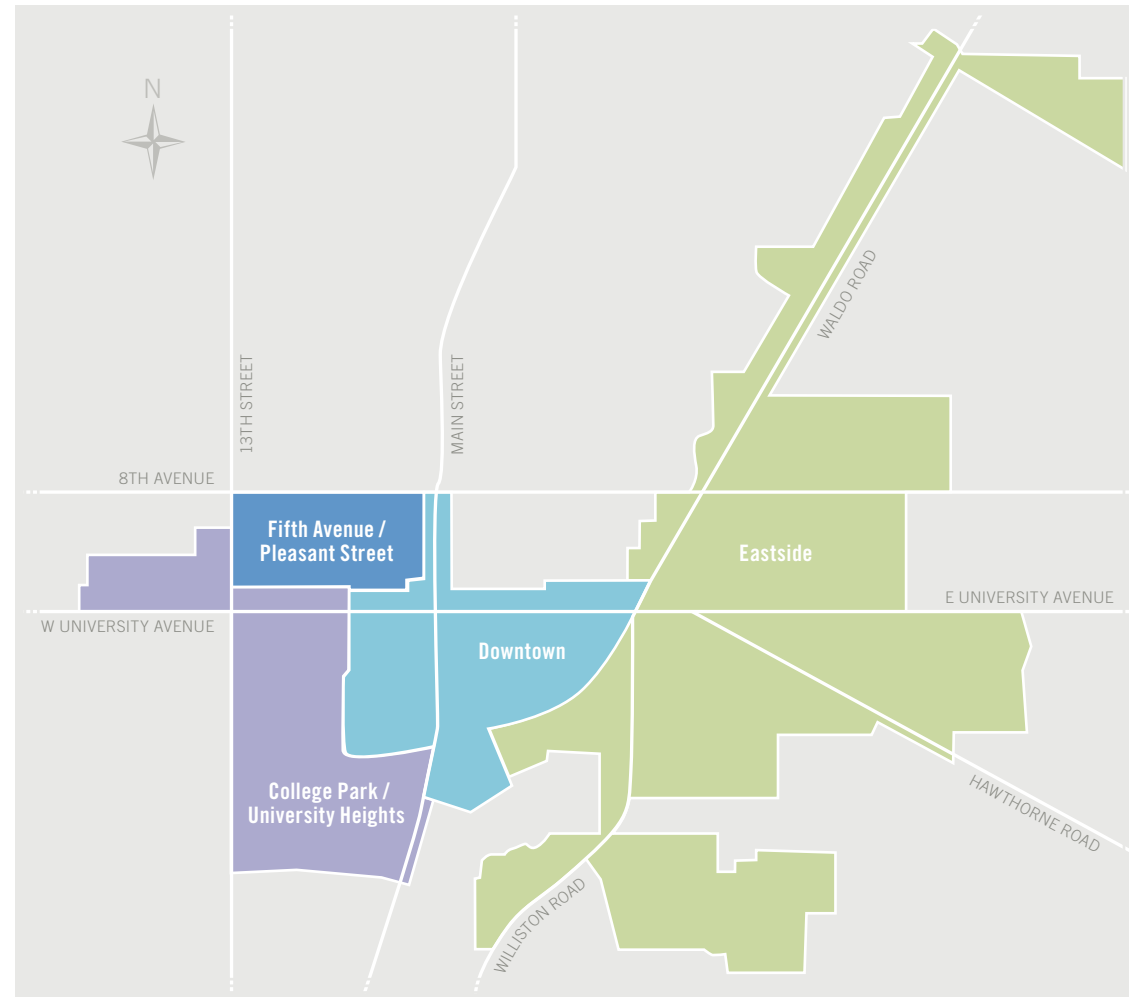
FUTURE PROJECTS

- Rail Trail Signage
- Hawthorne Road Corridor Assessment
- South Main Street
- Innovation Square

CRA DISTRICTS

The CRA operates in four Community Redevelopment Areas: Eastside, Downtown, Fifth Avenue/Pleasant Street, and College Park/University Heights. These areas measure approximately 5.12 square miles and are comprised of 8% of the total area of the City of Gainesville.

Applying a variety of strategies to improve economic conditions and enhance the quality of life across the urban core, the CRA's catalog of redevelopment activities demonstrates that there is no one-size-fits-all solution for community redevelopment. When taken as a whole, this diversity of efforts translates into a cohesive framework, serving critical community, business, and economic development needs.



CRA BOARD

The Gainesville CRA's leadership is comprised of members of the City Commission to create the CRA Board. Policy decisions related to redevelopment activities are made by the CRA Board, and each of the CRA's Redevelopment Areas receive input from citizen advisory boards.



Craig Lowe



Todd Chase



Thomas Hawkins



Yvonne Hinson-Rawls



Randy Wells



Susan Bottcher
CHAIR



Lauren Poe
VICE-CHAIR



FAÇADE GRANTS

The Façade Grant Program stimulates economic development by breathing new life into existing commercial buildings. The program provides a matching grant to businesses and building owners to incentivize exterior improvements to their buildings. The CRA also offers design assistance to ensure a high-quality project that fits the character of the surrounding community. The Façade Grant Program has been critical in improving properties along major corridors, resulting in increased business activity.

FIRESTONE BUILDING

@ 304 W. UNIVERSITY AVENUE

The goal of the Firestone Building façade grant was to help bring back the prominence of one of Downtown Gainesville’s most unique buildings. The building was recently leased to a local technology company that is planning to make the building its headquarters as well a hub for art and music. The grant will help fund the first phase of restoring the original features of the building.



HART BUILDING

@ 534 N MAIN STREET

The Hart Building was a recent recipient of a façade grant. The formerly vacant space was transformed into five new open storefronts, making the spaces attractive for downtown retail. Before the project was complete, a majority of the five spaces had already been leased to local businesses.



SWEETBERRIES EATERY & FROZEN CUSTARD

@ 505 NW 13th STREET

Façade grant funds assisted SweetBerries in the revitalization of the existing vacant Books, Inc. building into the home of a family-owned eatery, SweetBerries. The project involved extensive renovations to the building’s interior and exterior. Given its prominent location on NW 13th Street and NW 5th Avenue, SweetBerries is an important part of redevelopment along the 5th Avenue Commercial Corridor.



HENDERSON BUILDING

@ 615 – 625 W UNIVERSITY AVENUE

The goal of the Henderson Building façade grant was to modernize a prominent retail building along the busy University Avenue Corridor. The building is home to several local businesses and sits at the gateway to Innovation Square. As part of the project, one of the last remaining billboards in the College Park / University Heights Redevelopment Area was permanently removed, thus reducing visual clutter along the corridor.

ECONOMIC DEVELOPMENT FINANCE PROGRAMS

In 2012, the CRA introduced two new economic development incentive programs to their portfolio of existing programs. The Company Relocation Program and the High-Wage Job Creation Program were developed to bring high-wage, high-growth technology jobs to Gainesville's urban core. Due to the ripple effect of each technology job created, the programs and the companies they help attract will have a lasting impact on the City. The two programs were developed after extensive conversations with companies and research on economic development best practices.

MINDTREE

@ 720 SW 2nd AVENUE

Located in the former Ayers Medical Building, Mindtree is an international IT consulting company that recently announced plans for the creation of over 400 jobs within the Innovation District in the College Park/University Heights Redevelopment Area. This exciting announcement represents a model for public-private collaboration as several entities came together to make the deal happen. The High-Wage Job Creation Incentive was a critical piece of the incentive package offered to Mindtree and was layered with other state and local incentives.





SHADOW HEALTH, INC.

@ 15 SW 1st AVENUE

Shadow Health is located in the former Rice Hardware Building. A graduate of the University of Florida's technology incubator, Shadow Health developed a virtual patient to help train nursing students and is positioned to grow rapidly. Shadow Health's move downtown not only reinvigorated a vacant retail building, but also adds to Downtown Gainesville's startup culture. The company was the first recipient of the CRA's High-Wage Job Creation Incentive.



FIFTH AVENUE/ PLEASANT STREET MODEL BLOCK HOMES

2012 marked the completion of the Model Block urban infill program in the Fifth Avenue/Pleasant Street Redevelopment area (FAPS) on 8th Street, 7th Terrace and 4th Avenue. The program was conceived to help address the issue of vacant and abandoned properties. The vision for this project was developed in 2003, when the CRA acquired ten properties in FAPS with a goal of building contextually appropriate single family homes. In 2012, the CRA constructed and sold the final three Model Block homes bringing the total to ten homes constructed and sold. The program provides an incentive to home buyers in the amount of a \$25,000 forgivable mortgage. The amount need not be repaid if the home is owner-occupied ten years. This program promotes long-term home ownership.





CATALYST PROJECT

@ 606 SE DEPOT AVENUE

Located in the Downtown Power District, the CRA completed the renovation of a former 22,000 sf GRU warehouse. The warehouse, located just east of the Kelly Power Plant, was converted into private office space. The tenant, Prioria Robotics, Inc., is a rapidly growing local technology company which produces small unmanned aerial vehicles (UAVs). The rehabilitation and adaptive reuse of the warehouse was completed in just fourteen months.

The Catalyst Project is anticipated to draw new life, economic opportunities, traffic, and diversity of use to the Power District and Gainesville's downtown, and to catalyze additional redevelopment initiatives in the area. The timing of this project coordinates with other transformational redevelopment efforts underway in the area, including the renovation of the Historic Depot Building and construction of Depot Park.





DEPOT PARK PHASE 1

What was once contaminated earth from the site's history as a rail yard is now a blooming field of wildflowers and native plantings lined by decorative train tracks to commemorate the former railroad transportation hub. At the centerpiece, the historic train Depot Building is an important component of Gainesville's industrial history.

Depot Park is a series of projects being implemented by the City of Gainesville, Gainesville Regional Utilities, and the CRA to redevelop a brownfield into a premier urban green space. Depot Park began emerging this year with the completion of environmental remediation and the construction of Depot Park Phase I. The completed project captures approximately two acres of land immediately surrounding the Historic Depot Building.





HISTORIC DEPOT BUILDING REHABILITATION

The Depot Building Rehabilitation project occurred in conjunction with the build-out of Depot Park Phase I. The completed project meets the Florida Department of Historical Resources requirements for rehabilitation and the building is eligible to receive Leadership in Energy and Environmental Design (LEED) Gold status. The Building is planned to house a restaurant, café, and a flexible space for events. Depot Park is a fundamental feature within the Power District and plays an important role in the redevelopment, and economic development, of Gainesville.





SW 13th STREET PEDESTRIAN BRIDGE

As part of a larger vision, the CRA typically constructs multiple projects in tandem to simulate the construction of a much larger, single project. During 2012 the CRA started construction on a series of projects to redevelop the SW 13th Street corridor, a gateway into the City's urban core.

One of the most prominent landmarks in this view-shed is the SW 13th Street pedestrian bridge, a highly utilized pedestrian byway connecting the University of Florida and Shands Healthcare to the nearby residential neighborhoods of University Heights and downtown Gainesville.

The former bridge enclosure structure was a compilation of chain link fencing and razor wire. The CRA developed a scope to redevelop this prominent landmark into a true gateway feature. The project developed a functional and iconic feature that not only embraced the City's history as a railroad epicenter, but also showcased the current trends in the innovation economy through something that is unique to Gainesville. During 2012, along with the construction of several other projects along the corridor, the pedestrian bridge enclosure was erected. The aluminum structure represents a railroad track being twisted into a DNA strand. Illuminated by energy efficient LED lights, the nighttime appearance is a new spectacular addition to the cityscape.

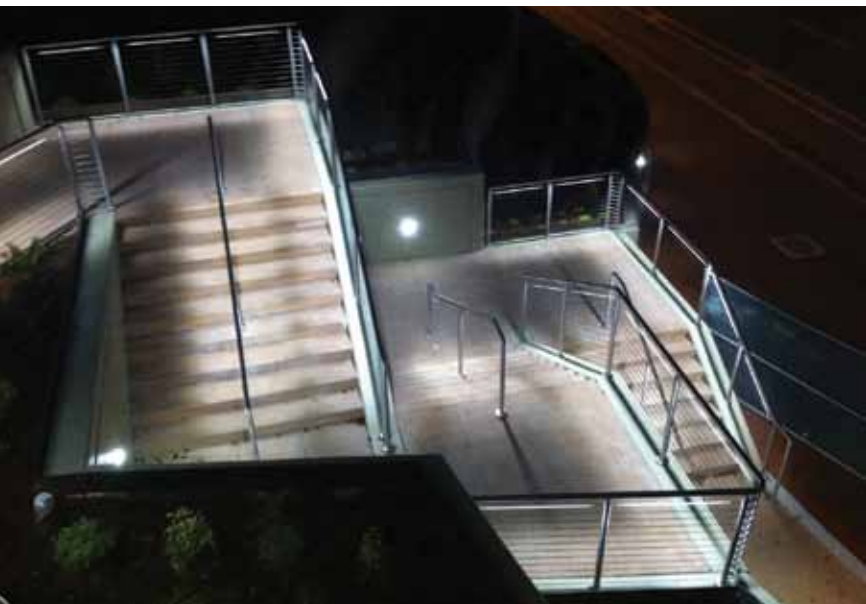




SW 13th STREET PLAZA

Streets are an important element of urban life in that they not only move people around a city, they create edges and connections between neighborhoods and districts. SW 13th Street is a gateway into multiple hubs of economic activity. The CRA recognized its importance by focusing resources to improve public safety and accessibility.

In 2012, the CRA completed a new Pedestrian Plaza along the east side of SW 13th Street. The Plaza provides a more convenient pedestrian route that connects the street, multi-family residences and Depot Avenue Rail-Trail to the newly renovated SW 13th Street Pedestrian Bridge. Visitors can take in views from the overlook and use the space for meeting friends. The CRA installed new benches, a rail cart for visitors to interact with and LED lighting. The project creates public value through targeted improvements and enhancements in transportation and neighborhood infrastructure.





SW 13th STREET MEDIAN REPLANTING

Dovetailing with the myriad of projects along SW 13th Street are improvements to the medians. The CRA seized an opportunity to replace worn plant materials, creating a signature look through responsible design. The CRA approached the project with both engineering and artistic strategies to enhance the corridor and help deter mid-block pedestrian crossings. Executing the approach involved adding sculptural elements that mirror the curves of the SW 13th Street Pedestrian Bridge by installing water-saving landscaping that requires less maintenance than the turfgrass that formerly covered the medians. The CRA used a plant palette that is as visually interesting as it is sustainable and offers a demonstration to the public on how to reduce water consumption at a time when conservation is imperative.





DEPOT AVENUE RAIL TRAIL

(1100-1300 BLK)

The Depot Avenue Rail Trail extends from the Plaza at SW 13th Street to SW 11th Street. Design for this portion of the trail began in 2011 and construction was completed in 2012. This project improved the safety, walkability, and connectivity of the Depot Avenue Rail Trail and hosts a variety of improvements for its users including a widened asphalt trail, decorative pedestrian lighting, site furnishings including benches and bike racks, and new landscaping irrigated with reclaimed water. All of these improvements were developed in a way that seamlessly connects the Depot Avenue Rail Trail, SW 13th Street Pedestrian Bridge and Plaza projects.





EASTSIDE GATEWAY REPLANTING

Situated between East University Avenue and Southeast Hawthorne Road, the Eastside Gateway sits at the center of the “Five Points” intersection. Its prominent location and triangular lot shape create a natural focal point. The landmark not only serves as an eastern entry point to Gainesville, but also as a counterpart to an existing gateway feature located on West University Avenue.



In response to feedback from the community the CRA set out to enhance the landscape plantings at the Gateway by replanting the site with a variety of perennials and summer annuals. Plants were installed by a local vendor over a two week period. The replanting complements the existing vegetation at the Gateway and improves the appearance of the overall site by providing color and interesting textures during all seasons. The CRA specified a plant palette that consists of colorful annuals and perennials anchored by hardy evergreen shrubs.



SOUTHERN CHARM KITCHEN

@ 1714 SE HAWTHORNE ROAD

In 2012, the Eastside Redevelopment Area welcomed Southern Charm Kitchen to the Hawthorne Road Corridor. It was the intent of the CRA to initiate a project that would bring a new eatery to the area. The pre-existing structure was transformed into what is now a kitchen and the remainder of the café shell was constructed. In 2012, the interior build-out of the café was completed offering a new contemporary, southern influenced, sit-down restaurant. The café is operated under the name Southern Charm Kitchen, by Omar and Arpita Oselimo. It is their goal to provide a quality dining experience along with new jobs in an underserved part of the community.





802 NW 5th AVENUE

COMMERCIAL BUILDING BUILD-OUT

The CRA and SharpSpring, LLC executed a lease for Suite 100 of the 802 NW 5th Avenue commercial building. SharpSpring is a technology company that provides comprehensive sales and marketing management solutions for businesses, allowing them to track and optimize every aspect of the sales cycle from “lead to close.” The company plans to initially locate approximately ten employees in the space with plans to expand to fifteen employees within the next few years.

The 802 NW 5th Avenue commercial building was developed as a catalyst for increased commercial development along the 5th Avenue corridor. While the second floor houses the CRA office, the first floor was constructed as a shell for a tenant. In late 2012, the CRA began work on a basic build-out of the space, including pouring the floor, adding plumbing fixtures, furring out the walls and completing the electrical and HVAC work. This work prepared the space for tenant use, while maintaining the flexibility of the space.

Bringing SharpSpring to 5th Avenue contributes to the City’s innovation economy and adds high-wage, high-growth jobs within the Fifth Avenue/ Pleasant Street Redevelopment Area.





SW 12th STREET LIGHTING

SW 12th Street is a major local transportation corridor linking W University Avenue and SW 8th Avenue. The corridor is heavily used by motorists, cyclists and pedestrians and links the surrounding residential neighborhoods to the University of Florida campus. In the last few years, the corridor has seen private and public investments contributing to its improvement. The CRA added twenty new Lumec Domus roadway lighting units between SW 8th and SW 4th Avenues to complement lighting on other adjacent roadways, enhancing visibility and public safety.



RAIL TRAIL SIGNAGE

An intricate multi-use trail system is one of Gainesville's unique amenities. In 2012, the CRA focused on branding the Gainesville Rail Trail system by creating a signage series developed to give this local amenity a cohesive and consistent image. The logo and signage was designed and adopted as the City Standard and will be implemented on all existing and future Rail Trail projects over time. Signs were designed to meet Manual on Uniform Traffic Control Devices (MUTCD) standards and each is equipped with a logo that can be customized to describe each trail within the system.



SOUTH MAIN STREET (BASIS OF DESIGN)

The CRA completed a “Basis of Design” for the portion of South Main Street between SE Depot Avenue and SE 10th Avenue in 2012. This initiative will serve as a benchmark for future design and redevelopment along the corridor. The design was developed through comprehensive community outreach and discussions with private and public sector stakeholders.

With the upcoming Cade Museum and Depot Park projects and its proximity to the Downtown Redevelopment Area, the Power District, and the Innovation District, this portion of South Main Street is anticipated to become a highly trafficked corridor. As such, the design aims to transform the corridor into a signature multi-modal boulevard. The design of South Main Street balances moving traffic and safe pedestrian access with ample parking for future development.

HAWTHORNE ROAD CORRIDOR

ASSESSMENT & VISIONING

SE Hawthorne Road (S.R. 20) is an important corridor through the Eastside Redevelopment Area. In 2012, the CRA worked with a consultant to identify impediments along the corridor that would hinder redevelopment. The consultant analyzed the current infrastructure, land uses and zoning and studied the impacts of those elements to adjacent parcels. Further study of the corridor identified additional impediments such as ADA compliance issues, visual signage clutter, oversized intersections that are challenging for pedestrians and confusing for motorists, oversized side streets, excessive curb cuts, overhead wires, and a lack of bus shelters. Issues to be addressed were prioritized and a vision for the corridor to address the observed challenges while also meeting regulatory requirements for the state road was created. The assessment and visioning is resulting in Gainesville Regional Utilities (GRU) expediting the upsizing of Lift Station No. 7 that serves most of eastern Gainesville. In addition, the CRA and the City of Gainesville Planning Department are addressing land use and zoning issues along the corridor.





INNOVATION SQUARE

The CRA, in partnership with the City of Gainesville and the University of Florida, collaborated to develop the vision for Innovation Square; a 16-acre redevelopment site located in the College Park/University Heights Redevelopment Area. During 2012, the CRA began the design of two roadways to bisect the former superblock in order to promote more human-scaled, walkable streets and to provide a framework of utilities and public rights of way to support future development in Innovation Square. The land will be bisected north-south by SW 9th Street and east-west by SW 3rd Avenue. SW 9th Street is designed as the “signature corridor” where sustainable practices will be promoted by way of its design through unique elements such as LED lighting and cascading bioswales to manage roadway stormwater runoff. SW 3rd Avenue is designed to function as the utility and transportation corridor to support development. Through thoughtful planning, the creation of a new street grid will allow for an adaptation of uses, programs, and development types. The interconnected grid promotes movement within the District and the surrounding neighborhoods.

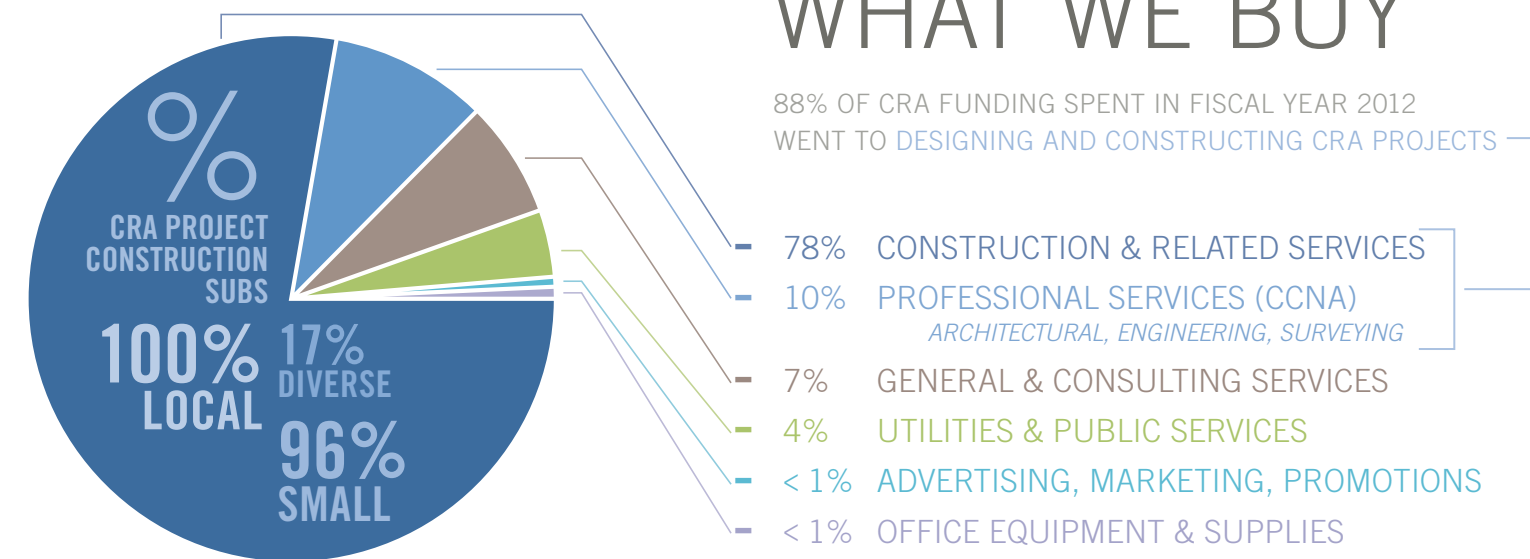


LOCAL IMPACT

WE'RE OPEN FOR BUSINESS.

The Gainesville CRA prioritizes creating and sustaining relationships with and generating opportunities for local, small and diverse businesses. Seeking to be more strategic in these efforts, staff analyzed the spending for FY2012, identified CRA vendors and quantified how many of them were small, local and diverse. A unique finding was that 88% of CRA funding spent in FY2012 was for planning, designing and building CRA projects. Taking a closer look, subcontractors on those projects were 100% local, 96% small and 17% diverse. The Local Impact initiative helps the CRA measure the ripple effect of tax increment dollars to job provision and growth.

Every year the CRA works with nearly two hundred vendors. Our partners are companies in a variety of industries from all over the region. A majority of them are small, local businesses with owners from many diverse backgrounds.



YOU ↔ CRA

SMALL, LOCAL BUSINESSES WITH OWNERS FROM MANY DIVERSE BACKGROUNDS



A LARGE AMOUNT OF CRA FUNDING IN FISCAL YEAR 2012 WENT TO SMALL AND LOCAL BUSINESSES



CRA FINANCIALS

OPERATING FUND - BALANCE SHEET		FY12
Assets	\$	243,372
Liabilities		35,649
Fund Balance		207,723
Total Liabilities and Fund Balance as of 09.30.12		\$ 243,372

OPERATING FUND - FUND BALANCE

FY12

Fund Balance, 10.01.12	\$	301,166
Additions:		
Miscellaneous Revenue	4	
Interest Income	2,594	
Realized Gain / (Loss) - Investments	500	
Unrealized Gain / (Loss) - Investments	(103)	
Proceeds of Long Term Debt	251,534	
Transfer - DRAB Trust	493,166	
Transfer - FAPS Trust	280,964	
Transfer - CPUH Trust	779,985	
Transfer - ERAB Trust	170,559	
Total Additions	1,979,203	

OPERATING FUND - FUND BALANCE

FY12

Deductions:	
Transfers - General Fund	
Transfer to POB 2003A Debt Service	11,940
Transfer to OPEB 2005 Debt Service	22,028
Transfer to Downtown TIF	52,907
Transfer to 5th Ave/Pleasant St TIF	285,890
Transfer to CP/UH TIF	108,143
Transfer to Eastside TIF	28,154
Principal	302,314
Interest	161,054
DRAB	250,728
FAPS	115,584
CPUH	588,997
ERAB	144,907
Total Deductions	2,072,646

Fund Balance for Approved Expenses, 09.30.12 \$ 207,723

DOWNTOWN

BALANCE SHEET

FY12

Assets	\$2,285,950
Liabilities	15,206
Fund Balance	2,270,744
Total Liabilities & Fund Balance 09.30.12	
\$	2,285,950

TRUST FUND BALANCE

FY12

Fund Balance, 10.01.12 \$ 1,710,816

Additions:	
Property Taxes - County	1,087,350
Transfer-General Fund (City Property Taxes)	538,185
Transfer from CRA Operating	52,907
Transfer from General Fund	0
Transfer from Capital Projects Fund	250,000
Interest Income	36,544
Realized Gain/(Loss)-Investments	13,137
Unrealized Gain/(Loss)	1,105
Other Revenue	10,582
Contributions	4,500
Total Additions	1,994,310

Deductions:	
Downtown Project Expenses	1,434,382

Fund Balance for Approved Projects, 09.30.12 \$ 2,270,744

FIFTH AVENUE / PLEASANT STREET

BALANCE SHEET

FY12

Assets	\$ 942,301
Liabilities	35,547
Total Fund Balance	906,754
Total Liabilities & Fund Balance 09.30.12	
\$	942,301

TRUST FUND BALANCE

FY12

Fund Balance, 10.01.12 \$ 626,233

Additions:	
Property Taxes - County	360,305
Transfer - General Fund (City Property Taxes)	178,333
Transfer - CRA Operating	285,890
Model Block Home Sales	112,577
Interest Income	12,928
Realized Gain/(Loss)-Investments	4,822
Unrealized Gain/(Loss)	487
Miscellaneous Revenue	0
Total Additions	955,342

Deductions:	
FAPS Project Expenses	674,821

Fund Balance for Approved Projects, 09.30.12 \$ 906,754

COLLEGE PARK /
UNIVERSITY HEIGHTS

BALANCE SHEET	FY12
Assets	\$ 7,943,177
Liabilities	186,509
Total Fund Balance	7,756,668
Total Liabilities & Fund Balance 09.30.12	\$ 7,943,177

TRUST FUND BALANCE	FY12
Fund Balance 10.01.12	\$ 7,784,635
Additions:	
Property Taxes - County	1,856,026
Transfer - General Fund (City Property Taxes)	918,641
Transfer - CRA Operating Fund	108,143
Interest Income	137,797
Realized Gain/(Loss) - Investments	50,862
Unrealized Gain/(Loss) - Investments	4,048
Total Additions	3,075,517
Deductions:	
CPUH Project Expenses	3,103,484
Fund Balance for Approved Projects, 09.30.12	\$ 7,756,668

EASTSIDE

BALANCE SHEET	FY12
Assets	\$ 1,439,307
Liabilities	1,642
Total Fund Balance	1,437,665
Total Liabilities & Fund Balance 09.30.12	\$ 1,439,307

TRUST FUND BALANCE	FY12
Fund Balance 10.01.12	\$ 1,053,652
Additions:	
Property Taxes - County	401,761
Transfer - General Fund (City Property Taxes)	198,852
Transfer - CRA Operating Fund	28,154
Rental Income	1,823
Other Contributions	0
Interest Income	21,803
Realized Gain/(Loss) - Investments	7,945
Unrealized Gain/(Loss) - Investments	1,181
Total Additions	661,519
Deductions:	
Eastside Project Expenses	277,506
Fund Balance for Approved Projects, 09.30.12	\$ 1,437,665



ANNUAL REPORT 2012

Gainesville Community
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