

# 2016 **ANNUAL REPORT**

**GAINESVILLE  
COMMUNITY  
REDEVELOPMENT  
AGENCY**



# THANK YOU

## TO OUR FY2016 CRA BOARD MEMBERS:

**Board Chair** Craig Carter

**Board Chair** Pro-Tempore Helen Warren

**Board Member** Ed Braddy

**Board Member** Todd Chase

**Board Member** Charles Goston

**Board Member** Randy Wells

**Board Member** Harvey Budd

And special thanks to incoming CRA board members Adrian Hayes-Santos and Lauren Poe, who were elected in FY2016.

### **CRA Leadership**

Anthony Lyons, Executive Director

Sarah Vidal-Finn, Interim Director

The Gainesville CRA's goal is to build awesome things that make a difference in Gainesville, FL. Bridging the gap between public and private investment, the agency awakens potential in underserved urban areas. Its toolkit includes: buckets of fresh paint, robust public infrastructure assistance, motivated community do-ers, economic incentives, and ambitious creative vision.

The City of Gainesville established the Community Redevelopment Agency (CRA) in 1981.

The authority to establish the CRA is enabled by Sections 163.330-163.45 Florida Statutes.

Redevelopment is undertaken in four distinct redevelopment districts each with its own advisory board: Downtown, Fifth Avenue Pleasant Street, College Park University Heights, and the Eastside Redevelopment Area. Redevelopment projects are coordinated in these districts by the CRA and implemented by a team of partners that may include other City departments and private citizens. When a project is completed, the CRA steps out of the way and the private sector does the rest.

# BUILDING AWESOME THINGS, MAKING A DIFFERENCE

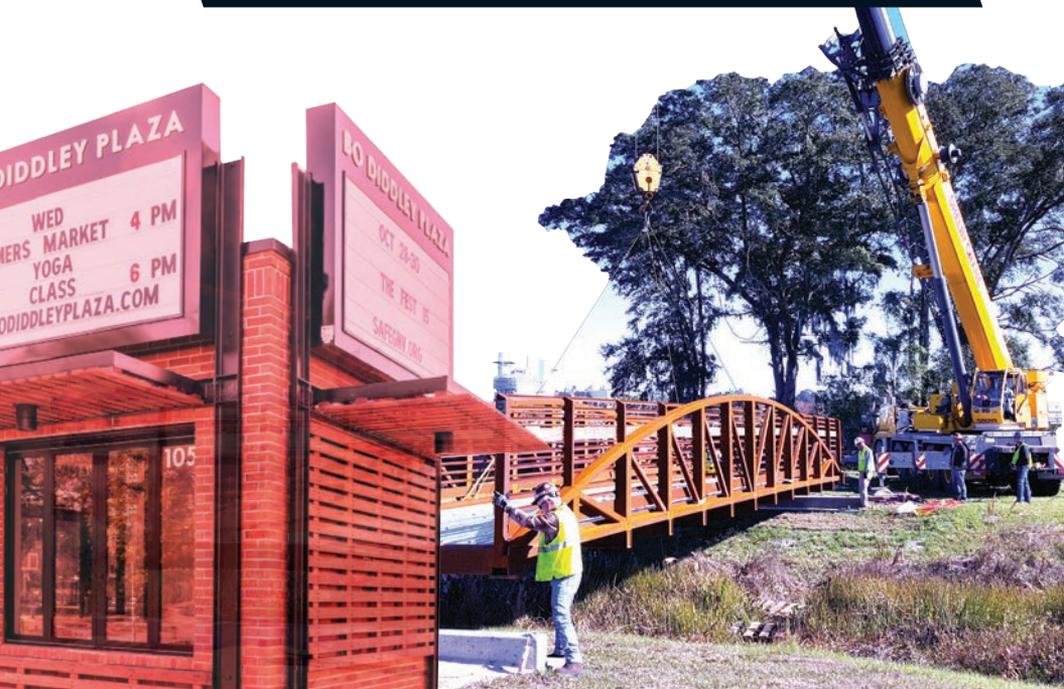
## ***Focused on Community and the Stories that Make Up the Big Picture***

2016 was a big year for the Gainesville CRA. It was a year of transition, of completing major projects, and of getting back to basics. Projects had major impact on the community. The completion and grand opening of Depot Park after more than 20 years of planning, remediation and construction was a key accomplishment. The reopening of Bo Diddley Plaza after a year-long renovation and the subsequent renaissance in programming has resulted in the plaza transforming from an underutilized space to the “front porch” of downtown. Transforming the A. Quinn Jones house into a Museum and Cultural Center happened after years of planning and advocacy. It was a year to celebrate real milestones for our community.

But the CRA doesn't do it alone. Our ideas are born in the community and are realized through partnerships with talented professionals and collaboration with the City of Gainesville, Gainesville Regional Utilities and other agencies. A team approach is critical for the success of everything we do.

### **#heartgnv**

This report is but a snapshot of 2016's planning, design, construction and programming efforts. To see the whole picture, we invite you to create your own “snapshot” at Depot Park, the A. Quinn Jones Museum, Bo Diddley Plaza or another place that has been transformed by the CRA for you, our community.



## Pathways for Vitality

Streetscape projects make up a large portion of each redevelopment area's projects and budget. Specific objectives vary from project to project, but overarching goals include safety, traffic flow, pedestrian and bicycle friendliness, and preserving or increasing parking. In 2016, three major projects were in the planning stages: NW 1st Avenue in Midtown, NW 5th Avenue and South Main Street.

**The CRA held outreach events and used online tools to get feedback from the community to help determine the scopes of each project.**

*in planning*

### More in Midtown

NW 1st Avenue in Midtown is blocks away from Ben Hill Griffin Stadium and has long been known as a popular game day destination. Four dense, urban blocks will be improved to enhance the game day and every day experience. The end result will be an inviting corridor with continuous sidewalks; improved lighting; more shade trees; more parking for cars, scooters, and bicycles; and undergrounding utilities, while maintaining two-way traffic.

The CRA is partnering with a local agency on an outreach campaign, a first for a streetscape project. The campaign goal is to inform the public and the stakeholders of the project, while encouraging their patronage of the businesses that will be immediately affected by the construction.

### #heartgnv

"Our CRA is bringing focus and energy back to communities that started it all for the city of Gainesville."

— Craig Carter, City Commissioner District 3

*in planning*

### 5th Avenue Connections

NW 5th Avenue connects Midtown to the significant residential neighborhood to the north and connects two CRA districts, College Park/University Heights (CPUH) and Fifth Avenue/Pleasant Street (FAPS). This project unites residences, businesses, churches and schools that front the corridor. The scope of the project will be determined through community and stakeholder outreach. The project will include safety and infrastructure enhancements and beautification elements.

*in planning*

### Main Street Reimagined

Along South Main Street, The Cade Museum for Creativity and Invention in Depot Park is due to open in the spring of 2018. The CRA has been working with the community to improve the South Main corridor.

**Improvements will provide safe, secure, and convenient parking and pedestrian facilities to accommodate anticipated park- and museum-goers while maintaining the vehicle access and flow to this changing corridor.**



# RETHINK REVIVE RESTORE



## complete

### Bo Diddley Plaza

After a year-long renovation, Bo Diddley Plaza reopened on March 1, 2016.

**The overarching goals of the redesign were to improve safety, visibility and accessibility on the Plaza and to increase its functionality and flexibility.**

Creating more diverse reasons to visit the plaza at various times of day was a priority. The redesign included the addition of a café, an informational kiosk, a green room/dressing area, a water wall with color-changing LED lights and larger public restrooms. The CRA solicited proposals from local businesses for the use of the café, and Patticakes on the Plaza opened in September of 2016.



**IN THE FIRST SIX MONTHS AFTER REOPENING,  
THE FUN WAS JUST STARTING TO ADD UP**

**25** free concerts

**6** days of festivals

**44** fitness classes

(yoga, Nia, Zumba, Barre)

**31** Farmers Markets with

more than **40** vendors each week

## in planning

### Power District

The Power District is a unique, 17-acre area that was previously used by Gainesville Regional Utilities and holds empty warehouses, office spaces, and parking lots. The vision for the Power District is a mix of community amenities and commercial and residential uses, using a combination of new and repurposed construction celebrating its industrial character.

In 2016 the CRA led a series of pre-development activities to position the Power District for investment opportunities; including further analysis of daylighting Sweetwater Branch Creek, environmental research, and establishing a private development partner solicitation framework. This will ultimately lead to a development partnership that will define, manage and incentivize the implementation of the 2013 Power District Redevelopment Plan.

**90** Hours of jazz music being piped over the PA at lunchtime

**9** miscellaneous special events like kids choir performance, bike ride with the mayor, pop-up museum, church events

**1** grand opening of Patticakes on the Plaza



# A VISION REALIZED



**complete**

## **A Park Built with Passion**

After 20 years in the making, Depot Park opened to the public on August 1, 2016. Hundreds attended the grand opening ceremony to experience the 32-acre park built on the remediated brownfield site.

**The Depot Park story is an example of the amazing things that can happen when visions are realized.**

Depot Park features a football field-sized children's play area with Gainesville history and culture-themed equipment including a natural springs-inspired splash pad and a smokestack climber. Outside the play area, rolling green fields and a 20-foot wide promenade wind along the north and east side of the main stormwater pond. Pedestrian and bike trails run throughout the park and through the nature preserve on the south side of the pond.

CRA advocated for the City of Gainesville's Parks, Recreation, and Cultural Affairs Department to hire a manager and staff and collaborated on the transition from development to management and maintenance.

### **#heartgnv**

*"Depot Park has changed the way Gainesville gathers. It brings together people from all backgrounds and parts of our community to share our common space. It has brought community to our city." — Lauren Poe, Mayor*



**complete**

## **Adaptive Reuse of the Historic Depot Building**

In 2016, CRA executed a lease of the Historic Depot Building with Double 18. The tenants transformed the passenger depot into the Pop-a-Top General Store, which opened in August in time for the Depot Park grand opening. Pop-a-Top was an instant success, selling snacks, beverages, prepared food, sundries, beach towels, kites and all the things a person would want or need at the park. The freight building is being used as an event space and is available to rent.

in planning

**The Distance is Not so Distant**

Heartwood is a community of 34 single-family homes that will be constructed on 15 acres in East Gainesville at the site of the former Kennedy Homes Apartments. The new neighborhood is conveniently located within walking distance to Williams Elementary and Lincoln Middle School and one mile from downtown Gainesville.

An important element of the project is the wetland restoration at Heartwood. The stormwater pond will handle runoff from Cornerstone and will also be a neighborhood amenity, surrounded by a nature trail and park area.

Also within walking distance to Heartwood is Cornerstone, a 13.6 acre site on SE Hawthorne Road that is being redeveloped by the CRA. The master plan includes a commercial mixed-use development with up to ten new buildings. In 2016, the CRA collaborated with the community in naming Cornerstone and recruited an anchor tenant, who plans to build a 22,700 sq. ft. facility on site.

With the addition of Cornerstone and Heartwood, Southern Charm Kitchen is about to get busier. 2016 marked the end of the local restaurant's 5-year lease, and owners Arpita and Omar Oselimo announced their plans to exercise their option to purchase the property. They intend to add on to the restaurant in order to accommodate more diners.

**ADDING UP IMPACT ON THE EAST SIDE**

**15** acres of land in the Heartwood community

**34** single-family homes

**2** miles between UF and Heartwood

**4** approved Heartwood home models

**1,995** sq. ft. is the average living area of a new home in Heartwood

**7** minute walk time between Cornerstone and Heartwood

Cornerstone is **13.6** Acres

**30,000** sq. ft. is the size of the GTEC building

Space for up to **10** new buildings on the Cornerstone site

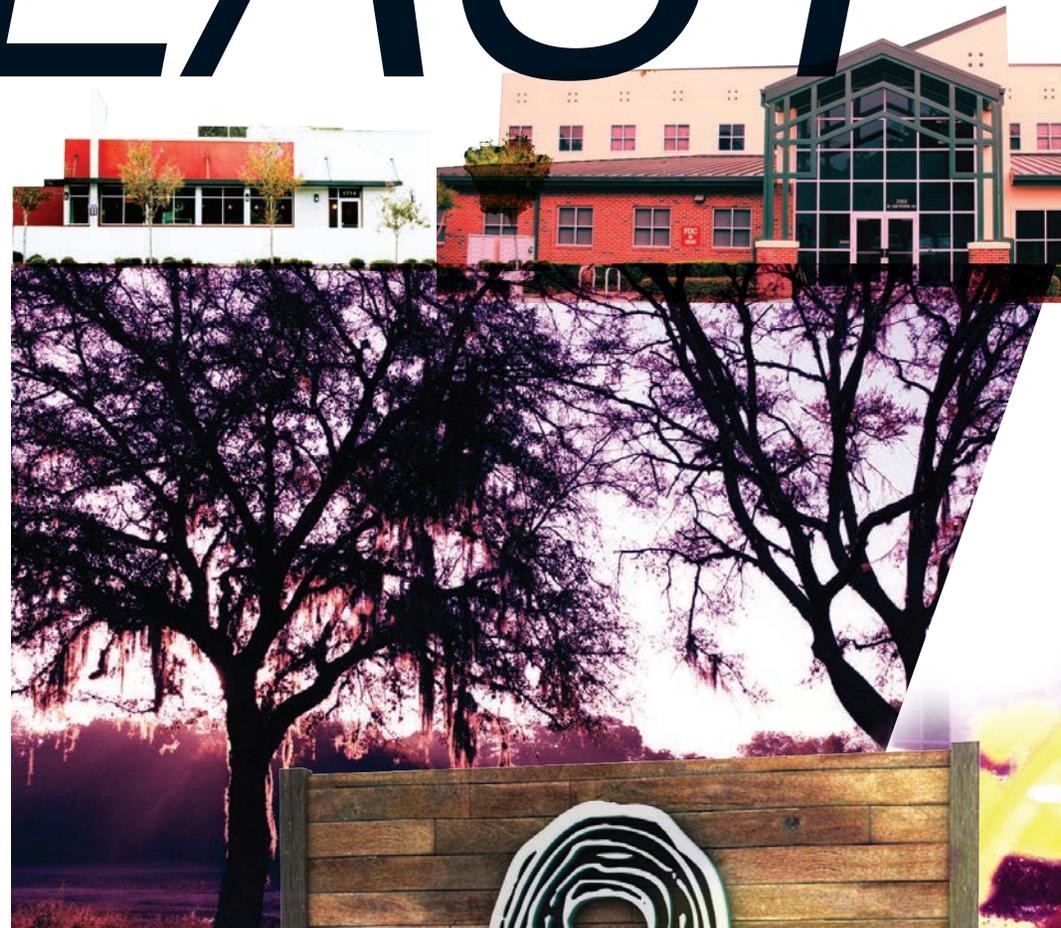
**22,700** sq. ft. is the size of first new building to go on site

**40,700** sq. ft. of space is available for building, parking and landscaping

Cornerstone will begin construction in **2017**

**10** minute walk from Cornerstone to Southern Charm

# LOOKING EAST



# STORIES OF HOPE AND DETERMINATION

*in progress*

## **Honoring our Past through Education**

The Fifth Avenue neighborhood has historically been home to many prominent African American leaders within the Gainesville community. One such resident was A. Quinn Jones, a respected educator and civic leader, and the principal of the original Lincoln High School.

Arising from the community's desire to honor the accomplishments of Mr. Jones and other leaders, in 2009 the CRA engaged in the renovation and adaptive reuse of the A. Quinn Jones homestead to transform it into a public museum and cultural center.

**The museum will allow visitors to learn about the people from the Fifth Avenue Pleasant Street Neighborhood, their histories, triumphs and setbacks and how these events related to the broader context of our national history.**

### **#heartgnv**

"I am very proud of my father...He touched the lives of many people. He lived to serve others."

— Oliver Jones, son of A. Quinn Jones

In 2016, the interior renovations and exterior finishing touches including the accessibility ramp and adjacent parking lot, were completed.

The CRA advocated for a full-time museum coordinator to be funded through Parks, Recreation & Cultural Affairs and worked alongside PRCA on a transition plan.



**CREATING CONNECTIONS****complete****NW 3rd Avenue Sidewalks**

Creating connections is a big part of what the CRA does. The NW 3rd Avenue Sidewalk project is bookended between NW 13th Street and NW 6th Street and is a shared boundary with the CPUH and FAPS districts. Although a few sidewalk segments previously existed along the southern side of the street, nearly 1,800 feet of roadway still lacked pedestrian facilities due to constrained rights-of-way and challenging site conditions.

**The CRA approached the project as an opportunity to solve a complex problem and improve the safety and accessibility of this popular neighborhood corridor.**

The sidewalk construction project created nearly 1,800 linear feet of sidewalk and was completed in October 2015.

**in planning****SW 9th St. Extension**

The CRA continues to support investment in the Innovation District. In September 2016 the CRA Board approved the SW 9th Street Extension “Urban Walkway” project. This private/public partnership will extend the recently completed pedestrian streetscape features along SW 9th Street with a new urban walkway that includes high-quality amenities, state-of-the-art stormwater treatments, and an adjacent five-story apartment development.

**CREATING OPPORTUNITIES****ongoing****Economic Development Incentive Programs**

Active incentive programs include a company relocation incentive as well as individualized assistance such as

help navigating City processes, site selection and advice on locating external financing sources. This type of individual business assistance can range from being as simple as information provided in a single phone call or meeting, all the way to major public-private partnerships such as the Cade Museum, Innovation Square and public infrastructure assistance for “The Standard” development.

**ongoing****Job Creation Incentive Program**

The Job Creation Incentive program encourages the creation and maintenance of full time employment within the Gainesville Community Redevelopment Areas by offering a grant payment for companies that create or relocate a minimum of five full-time jobs within a Redevelopment Area.

In 2016 the program was amended to include two targeted industries, light manufacturing and general office. Tiers were added to include jobs that pay less than 150% of the annual average wage in Alachua County.

**ongoing****Company Relocation Incentive Program**

The relocation of companies and their employees into the Redevelopment Areas helps to lower vacancy rates, increases employment levels, raises the tax base, diversifies economic opportunities and promotes redevelopment goals.

In 2016 the Company Relocation Incentive Program was updated to provide a greater range of incentive opportunities including an increase in relocation expenses, an addition of two targeted industries and more inclusive standards for counting employees.

**CREATING WELCOMING EXTERIORS****ongoing****Paint Programs**

The CRA’s residential paint program offers homeowners vouchers for up to \$500 in paint and painting supplies to be used on the exterior of their homes in the Eastside, Fifth Avenue/Pleasant Street and Downtown districts.

In addition, the CRA is partnering with Alachua Habitat for Humanity’s program “A Brush with Kindness,” which enables the CRA to offer a grant of up to \$500 to eligible home owners in a portion of the Eastside redevelopment area, known as the Greater Duval area. In 2016, the CRA partnered with Habitat for Humanity to complete 11 homes.

**ongoing****Commercial Façade Improvements Incentive Program**

Façade grants are available to business owners in all four CRA districts, reimbursing business owners up to \$20,000 for eligible improvements to the facade, including but not limited to; signage, awnings or canopies, brickwork, windows, walls, fencing and landscaping.

The Façade Improvements Incentive Program for existing commercial buildings saw five completed renovations in 2016, with five buildings in progress, for a total of 35 since the inception of the program.

**IN TOTAL...****20 homes painted****11 more active applications****5 commercial façades redone****5 commercial building façade renovations in progress****#heartgnv**

“Working with the CRA gave us the resources to fulfill our vision of the coolest facade in Gainesville. People stop and take pictures in front of our building on a daily basis.”

— Jeff McMullen, owner of the Palomino



**CREATING COMMUNITY****in planning****The Look East Campaign**

The Look East Campaign is an initiative that aims to realign general perceptions of East Gainesville. East Gainesville has not experienced the growth that other areas have, in part because citizens do not fully understand its offerings. The campaign promotes an area filled with beauty and culture that is too often overlooked.

**complete****352walls**

The GCRA was pleased to be among the partners that financially supported the City of Gainesville's 352walls Urban Art Initiative, which brings international muralists to Gainesville. The initiative has contributed to the vibrancy of Downtown Gainesville, making it an international art destination – all while making our city look really cool!

**#heartgnv**

“Not only was the third annual Cotton to the Cade event an amazing success, it far surpassed what we could even have imagined when we first envisioned it two years ago. Depot Park is literally the geographic center of our county, the place where we got our economic start, and the traditional dividing line between East and West. We wanted the walk to connect people from all backgrounds to both the history and the future of Gainesville and to claim it as their own. Gainesville has literally transformed from an exporter of produce to an exporter of ideas and inventions and Depot Park so beautifully represents that.”

— Phoebe Cade Miles

**ongoing****Cotton to the Cade**

Cotton to the Cade is an annual walking tour along Depot Avenue, from the Cotton Club to the Cade Museum. Participants were able to stop for a preview of the new Depot Park, do science experiments at the Cade, take a tour of the historic Cotton Club property and make art with Sequential Artists Workshop.

**ongoing****The Cotton Club Museum and Cultural Center**

The Cotton Club Museum and Cultural Center is an important historical asset for both the Eastside district and the entire Gainesville community. In its heyday, this once-popular venue was host to such performers as James Brown, Brook Benton, and BB King. The CRA is a proud community partner working to restore this historic building, which will serve as a neighborhood center for recreational, social, educational and retail opportunities.



# MAKING AN IMPACT LOCALLY

The CRA invests in the Gainesville community and strives to use local, small and diverse businesses wherever possible. Partnering with local businesses is beneficial to all and contributes to the local economy. Each year the CRA spending is analyzed in order to be more strategic in making a local impact.



## CRA OPERATING FUNDS

### BALANCE SHEET

	FY 2016
Total Assets	\$ 616,737.00
Total Liabilities	2,119,697.00
Total Fund Balance	-1,502,960.00
<b>Total liabilities and fund balance</b>	<b>\$ 616,737.00</b>

### STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE

Total Revenues	\$ 16,927.00
Total Expenditures	1,207,464.00
Total Other Financing Sources (Uses)	1,418,477.00
<b>Fund Balance, September 30, 2016</b>	<b>\$ -1,502,960.00</b>



**Total 2016 spending \$4,726,327**

For the complete 2016 financials, go to [www.gainesvillecra.com](http://www.gainesvillecra.com).

## DOWNTOWN DISTRICT

FY 2016

### BALANCE SHEET

Total Assets	\$ 2,612,255
Total Liabilities	122,826
Total Fund Balance	2,489,429
<b>Total liabilities and fund balance</b>	<b>\$ 2,612,255</b>

### COMPARATIVE STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE

Total Revenues	\$ 1,389,939
Total Expenditures	1,956,680
Total Other Financing Sources (Uses)	70,580
<b>Fund Balance, September 30, 2016</b>	<b>\$ 2,489,429</b>

## COLLEGE PARK DISTRICT

### BALANCE SHEET

Total Assets	\$ 12,182,692
Total Liabilities	3,722
Total Fund Balance	12,178,970
<b>Total liabilities and fund balance</b>	<b>\$ 12,182,692</b>

### COMPARATIVE STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE

Total Revenues	\$ 2,498,845
Total Expenditures	502,617
Total Other Financing Sources (Uses)	631,423
<b>Fund Balance, September 30, 2016</b>	<b>\$ 12,178,970</b>

## FIRST AVENUE/PLEASANT STREET DISTRICT

FY 2016

### BALANCE SHEET

Total Assets	\$ 781,650
Total Liabilities	16,920
Total Fund Balance	764,730
<b>Total liabilities and fund balance</b>	<b>\$ 781,650</b>

### COMPARATIVE STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE

Total Revenues	\$ 351,098
Total Expenditures	415,429
Total Other Financing Sources (Uses)	-74,358
<b>Fund Balance, September 30, 2016</b>	<b>\$ 764,730</b>

## EASTSIDE DISTRICT

### BALANCE SHEET

Total Assets	\$2,675,021
Total Liabilities	62,523
Total Fund Balance	2,612,498
<b>Total liabilities and fund balance</b>	<b>\$ 2,675,021</b>

### COMPARATIVE STATEMENT OF REVENUES, EXPENDITURES AND CHANGES IN FUND BALANCE

Total Revenues	\$ 439,090
Total Expenditures	139,743
Total Other Financing Sources (Uses)	8,193
<b>Fund Balance, September 30, 2016</b>	<b>\$ 2,612,498</b>





# RECOGNITION VALIDATES OUR MISSION

**Porters SW Fifth Avenue  
Community Project**  
2016 City Beautification Award

**Bo Diddley Plaza**  
2016 City Beautification Award

**Downtown Plaza**  
North West Florida Chapter of the American  
Institute of Architects (AIA), 2015 Honor  
Award of Excellence in the Unbuilt Design  
Category

**Depot Park and Bo Diddley Plaza** Urban  
Land Institute of North Central Florida's,  
2016 "Open Space" category, runners-up

**Design/Construction of SW Ninth Street  
at Innovation Square**  
ENR Southeast, Award of Merit, highlighted  
in the November publication recognizing  
construction and design excellence

**Gainesville Community  
Redevelopment Agency Annual Report**  
International Economic Development  
Council (IEDC), 2015 Bronze Excellence  
in Economic Development Award in the  
Annual Report category for small cities  
(with a population of 25,000–200,000)

**What's your Gainesville snapshot? #heartgnv**



**Gainesville Community  
Redevelopment Agency**

802 NW 5th Ave. #200  
Gainesville, FL 32601

352-393-8200

[www.gainesvillecra.com](http://www.gainesvillecra.com)