



# VITALITY

GAINESVILLE

2017

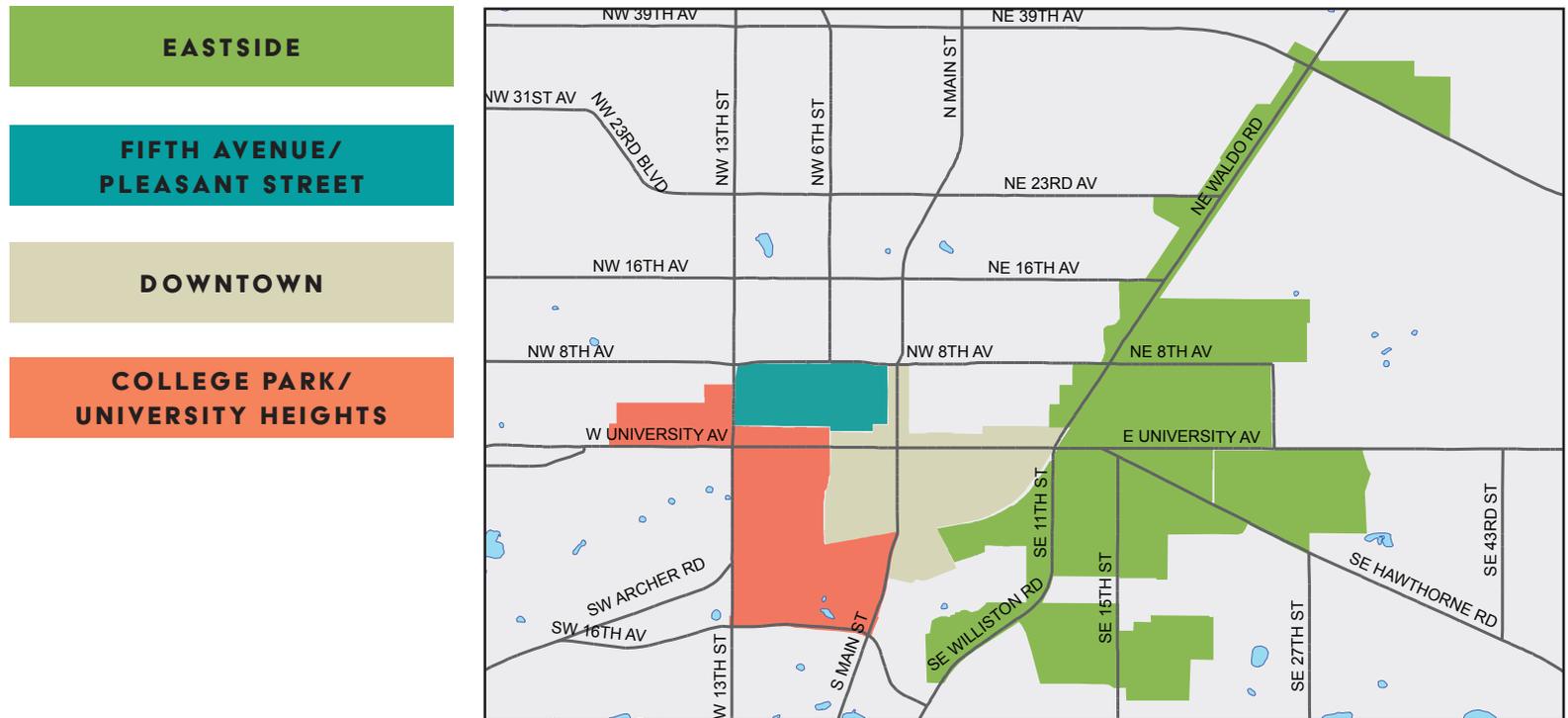


# TABLE OF CONTENTS

<b>WHAT IS THE CRA?</b>	<b>3</b>
<b>WHAT IS THE VITALITY REPORT?</b>	<b>4</b>
<b>HOW DOES THE CRA AND TAX-INCREMENT FINANCING WORK?</b>	<b>5</b>
<b>DEFINITIONS OF 'SLUM AND BLIGHT'</b>	<b>6</b>
<b>DISTRICT HISTORIES</b>	<b>7</b>
Eastside	
Fifth Avenue/ Pleasant Street	
Downtown	
College Park/ University Heights	
<b>WHAT'S BEEN DONE?</b>	<b>11</b>
<b>METHODOLOGY</b>	<b>12</b>
<b>SURVEY RESULTS</b>	<b>13</b>
<b>THEMES</b>	<b>17</b>
Layers	
Connectivity	
Scale	
Authenticity & Integrity	
Partnership	
Health & Safety	
<b>DEPOT PARK HITS ALL THE MARKS</b>	<b>30</b>
<b>WHAT'S LEFT TO DO &amp; WHAT'S THE CRA'S ROLE?</b>	<b>31</b>
<b>APPENDIX A: COMMUNITY SURVEY TOOL</b>	
<b>APPENDIX B: STAKEHOLDER INTERVIEW TOOL</b>	

## WHAT IS THE GAINESVILLE COMMUNITY REDEVELOPMENT AGENCY?

**The Gainesville Community Redevelopment Agency (CRA)** was established in order to breathe new life into the urban core of our city and to help improve conditions that act as a barrier to new investment by private enterprise. Today there are four distinct redevelopment districts: **Eastside Redevelopment Area, Fifth Avenue Pleasant Street, Downtown, College Park University Heights.** The CRA engages in a variety of redevelopment initiatives. Once a project is complete, the CRA steps aside and the private sector does the rest.



## WHAT IS THE VITALITY REPORT?

Vitality Gainesville is a multi-part project that includes a look back at what's been done and research to help the CRA understand these questions:

**WHAT'S BEEN DONE?**

**WHAT'S LEFT TO DO?**

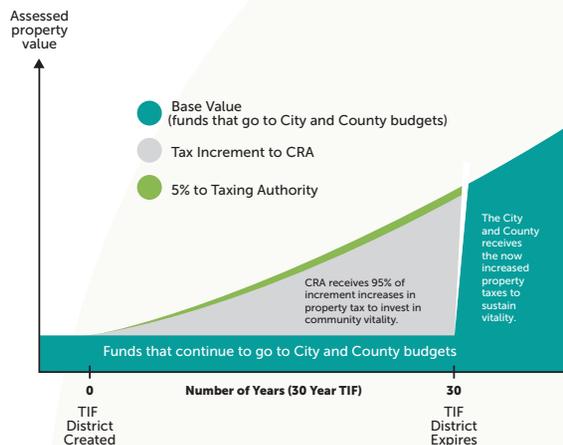
**WHAT'S THE CRA'S ROLE  
AS WE MOVE FORWARD?**

“From a decade and a half, two decades ago, when it really started, envisioning what type of redevelopment could happen in order to help solve the blight conditions, incentivizing some types of development that have increased the tax base, and actually improve the neighborhoods and brought the tax base up, now generates some cash that they can go after some other important projects that might even connect with other districts.”  
-CPUH Stakeholder

The Vitality Report was an idea initially proposed during the 2013 Strategic Planning session, which was guided by the question ‘How do we get out of this business?’. In other words, how do we do our work so well, that redevelopment is no longer needed? The objective of the Vitality Report was to identify those economic, socio-cultural, physical, policy factors that have contributed to successful redevelopment in Gainesville. The intent was to develop a community feedback loop to help understand the short and long term impacts of our work on the community and then to use this feedback to inform what's next and how to get there. The elements identified through this process (themes) will become the ‘lens’ through which we approach our next strategic plan.

The objectives of the Vitality Report effort are to measure the impacts of community initiatives, to gauge progress towards the redevelopment objectives, and to strengthen the ability to identify future projects with the greatest potential to contribute to community vitality. A framework was introduced that recognizes that the success of the CRA isn't measured simply by increased property values. Instead, ‘community vitality’ is envisioned as a cumulative, long-term, multi-level outcome of redevelopment.

## HOW DOES THE CRA AND TAX-INCREMENT FINANCING (TIF) WORK?



Tax increment financing provides a method of paying for public purpose improvements which are vital to successful redevelopment efforts, and also provides a method to leverage private sector investment. The first step in the statutory process of utilizing the Florida tax increment financing enabling legislation is to establish that conditions exist which make redevelopment necessary. (see "Slum and Blight" definitions on the next page.)



## DEFINITIONS OF 'SLUM AND BLIGHT'

**"Slum area"** means an area having physical or economic conditions conducive to disease, infant mortality, juvenile delinquency, poverty, or crime because there is a predominance of buildings or improvements, whether residential or nonresidential, which are impaired by reason of dilapidation, deterioration, age, or obsolescence, and exhibiting one or more of the following factors:

- Inadequate provision for ventilation, light, air, sanitation, or open spaces;
- High density of population, compared to the population density of adjacent areas within the county or municipality; and overcrowding, as indicated by government-maintained statistics or other studies and the requirements of the Florida Building Code; or
- The existence of conditions that endanger life or property by fire or other causes.

**"Blighted area"** means an area in which there are a substantial number of deteriorated or deteriorating structures; in which conditions, as indicated by government-maintained statistics or other studies, endanger life or property or are leading to economic distress; and in which two or more of the following factors are present:

- Predominance of defective or inadequate street layout, parking facilities, roadways, bridges, or public transportation facilities.
- Aggregate assessed values of real property in the area for ad valorem tax purposes have failed to show any appreciable increase over the 5 years prior to the finding of such conditions.
- Faulty lot layout in relation to size, adequacy, accessibility, or usefulness.
- Unsanitary or unsafe conditions.

- Deterioration of site or other improvements.
- Inadequate and outdated building density patterns.
- Falling lease rates per square foot of office, commercial, or industrial space compared to the remainder of the county or municipality.
- Tax or special assessment delinquency exceeding the fair value of the land.
- Residential and commercial vacancy rates higher in the area than in the remainder of the county or municipality.
- Incidence of crime in the area higher than in the remainder of the county or municipality.
- Fire and emergency medical service calls to the area proportionately higher than in the remainder of the county or municipality.
- A greater number of violations of the Florida Building Code in the area than the number of violations recorded in the remainder of the county or municipality.
- Diversity of ownership or defective or unusual conditions of title which prevent the free alienability of land within the deteriorated or hazardous area.
- Governmentally owned property with adverse environmental conditions caused by a public or private entity.
- A substantial number or percentage of properties damaged by sink-hole activity which have not been adequately repaired or stabilized.

FLA. STAT. § 163.340(7-8) (2017)



## EASTSIDE CRA HISTORY & PROGRESS



### EASTSIDE CRA REDEVELOPMENT OBJECTIVES

- Economic Development and Innovation
- Commercial Activity
- Housing
- Infrastructure
- Urban Form
- Sustainability
- Sense of Community
- Funding, Financing, Management and Promotion

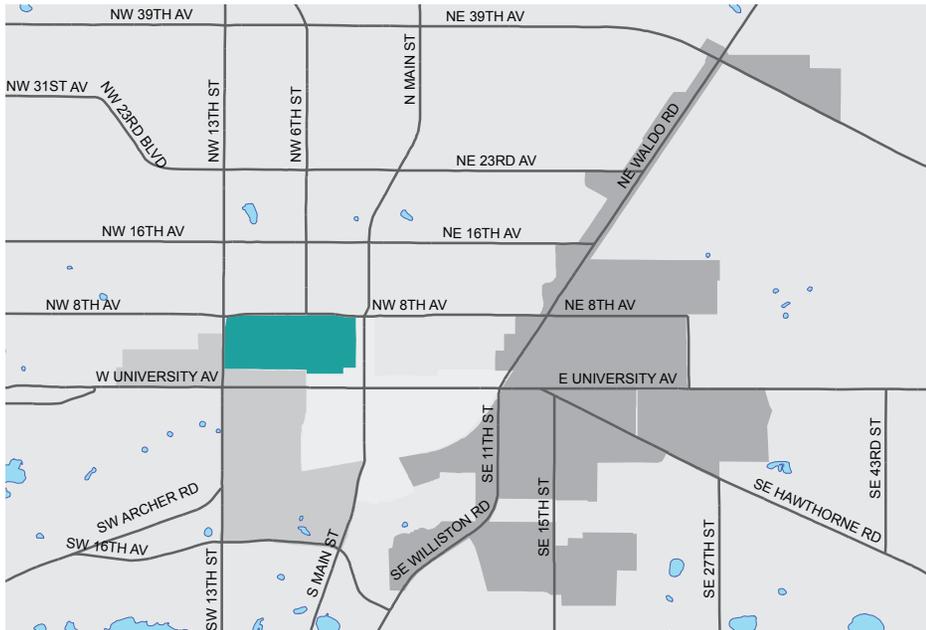
### EASTSIDE INITIATIVES (COMPLETED & IN PROGRESS)

- Southern Charm
- Eastside Gateway
- University Ave. Renaissance Lighting
- Chunky's Facade Grant
- Cornerstone
- Heartwood

### Select Findings from the Eastside Slum and Blight Studies (November 2000, July 2006 and July 2010)

- The Eastside Study Area is characterized by defective and inadequate street infrastructure that substantially impairs and arrests sound growth.
- Faulty lot layout in relation to size, adequacy, accessibility and usefulness substantially impairs sound growth.
- The Eastside Study Area exhibits unsafe and unsanitary conditions that substantially impair and arrest sound growth based on the above conditions including the need for infrastructure improvements, the correlation between poverty level, and age of housing and housing cost.
- The Eastside Study Area includes a substantial number of deteriorated and deteriorating structures and conditions that lead to economic distress or endanger life or property by fire or other causes and conditions exist, which, due to dilapidation, deterioration, and age, result in a preponderance of structures which constitute a menace to public health, safety and welfare.
- The Eastside Study Area is characterized by inadequate and outdated building patterns that impair and arrest sound growth.
- The Eastside Study Area exhibits conditions where properties have tax delinquencies exceeding the fair value of the land, tax delinquencies approaching the fair value of the land and tax delinquencies below fair value of the land. These conditions reduce marketability of the properties, and impair and arrest growth of the area.
- While the vehicular transportation systems and parking facilities appear adequate at present, pedestrian facilities (sidewalks) are inadequate to meet existing and future needs. An inadequate sidewalk system impairs and arrests sound growth in the Eastside Study Area.
- Diversity of ownership relative to development standards for properties along State road systems impairs and arrests sound growth because several parcels would have to be purchased in some cases in order to be developed in conformance with existing regulations.
- Recreation facilities are in need of improvements in the Eastside Study Area.

## FIFTH AVENUE/PLEASANT STREET CRA HISTORY & PROGRESS



### Select Findings from the Fifth Avenue/Pleasant Street Slum and Blight Studies (1979)

- A field survey conducted in 1978 found that out of the 491 housing units within the proposed redevelopment area, 29.9% were in sound condition, 31.6% were in deteriorated condition, and 38.5% were in dilapidated condition.
- Further, the majority of owner-occupied units in the redevelopment area were sound (50%) or considered economically feasible to rehabilitate (29%)
- A vacancy rate of 1.8 percent was ascertained, which was comparable to the vacancy rate of the City. A vacancy rate of this level indicated an unhealthy housing market.
- They were several other conditions, including structural obsolescence, faulty lot layout, obsolete platting, and substandard streets.

### FIFTH AVENUE/PLEASANT STREET REDEVELOPMENT OBJECTIVES

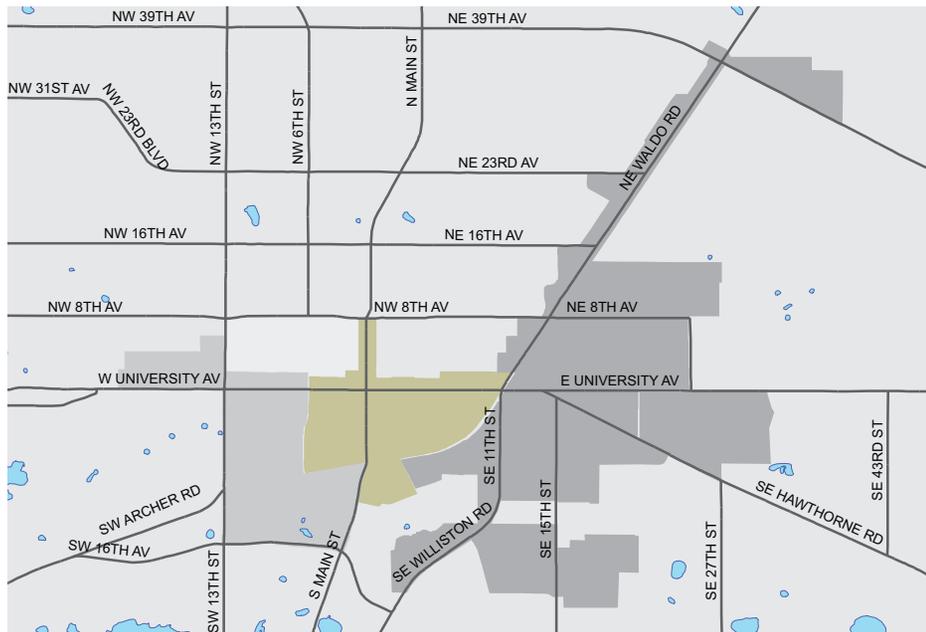
- Housing Revitalization
- Redevelopment Opportunity Sites
- Historic Preservation
- Infrastructure and Utilities
- Streetscape
- Urban Design
- Recreational and Cultural Activities
- Funding, Financing, Management and Promotion
- Green Building Concepts and Sustainability

### FIFTH AVENUE/ PLEASANT STREET INITIATIVES

**(COMPLETED & IN PROGRESS)**

- A. Quinn Jones Museum
- 802 Commercial Building
- NW 5th Ave. Streetscape
- Model Block Program
- Facade Program
- NW 3rd Ave. Sidewalks

## DOWNTOWN CRA HISTORY & PROGRESS



### Select Findings from the Downtown Slum and Blight Studies (Sept 1981, Dec 2000)

- A 14 percent annual increase in crime between 1978 and 1979 and a 22 percent annual increase between 1979 and 1980 in crime supports the finding of conditions which make use of tax increment financing necessary.
- 33 percent of the non-residential structures in downtown exhibit minor deterioration, and 57 percent of the residential structures in downtown exhibit minor deterioration with 4 percent of non-residential and residential structures exhibiting major deterioration.
- Primary access to the Downtown area is by two major arterial state roads that intersect downtown and divide the area into four separate quadrants making centralized development more difficult.'

Additional findings from expansion area:

- The heavy traffic volumes and high accident rates along the study area's two major corridors are contributing to the blighted condition of the area.
- Potable water, wastewater and stormwater facilities serve the study area but are, in some areas, dated, undersized, or inadequate to accommodate existing or redeveloping properties.
- The Depot area has a significant concentration of deteriorated or dilapidated development, vacant properties, and inconsistent 'image' that makes a difficult challenge of attracting commercial redevelopment.

### DOWNTOWN REDEVELOPMENT OBJECTIVES

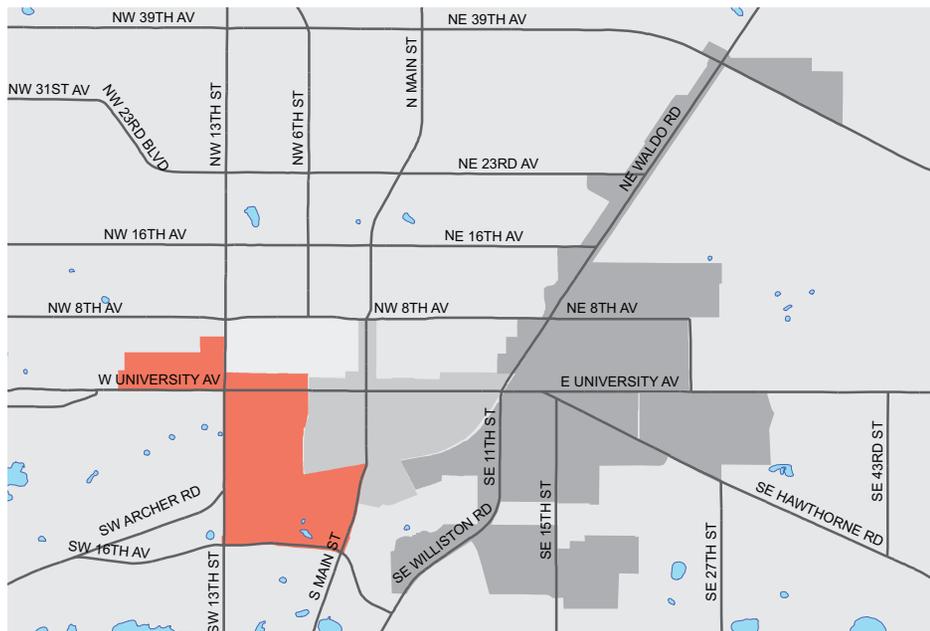
- Economic Development
- Commercial and Business Activity
- Infrastructure
- Housing
- Urban Form
- Sustainability
- Sense of Community
- Funding, Financing, Management and Promotion

### DOWNTOWN INITIATIVES

#### (COMPLETED & IN PROGRESS)

- Bo Diddley Plaza
- SW 3rd St. Improvement
- SW 5th Ave. Streetscape
- Lynch Park
- Depot Park
- Porters Connections
- Porters Model Block

## COLLEGE PARK/UNIVERSITY HEIGHTS CRA HISTORY & PROGRESS



### Select Findings from the College Park/ University Heights Slum and Blight Studies (September 1994, May 2005)

- Stormwater drainage is a problem in the Study Area.
- The large presence of multifamily rental units combined with a transitory population often results in a high turnover rate. This turnover rate in turn increases the amount of physical deterioration in the housing stock creating an unkempt overall environment in the form of overgrown lawns, deteriorated structures, and unsanitary disposal of garbage.
- Several places in the Study Area lack sidewalks or when sidewalks are present they are primarily utilitarian and are broken up by numerous curb cuts, essentially an afterthought in an automobile oriented environment. A pedestrian-friendly place can lead to a positive economic situation allowing key businesses to have enhanced linkages.
- The proximity to the University of Florida combined with inadequate parking facilities has caused a parking shortage and disproportionate amount of illegal parking in the Study Area.
- Inadequate infrastructure includes a lack of curb and gutters, sidewalks, and sub-standard parking

### COLLEGE PARK/ UNIVERSITY HEIGHTS REDEVELOPMENT OBJECTIVES

- Infrastructure
- Parking
- Urban Form
- Traffic Circulation
- Private Investment
- Land Acquisition & Redevelopment
- Creation of Mixed-Use Technology Hubs
- Historic Preservation & Adaptive Reuse
- Public Spaces
- Funding, Financing, Management, and Promotion

### COLLEGE PARK/ UNIVERSITY HEIGHTS (COMPLETED & IN PROGRESS)

- SW 5th Ave. Pocket Park
- Helyx Bridge
- Depot Ave. Rail-Trail Enhancements
- SW 13th St. Streetscape
- SW 8th Ave. & SW 7th Ave. Reconstruction
- Innovation Square
- South Main St.
- College Park Neighborhood Improvements

# WHAT'S BEEN DONE?

**We've grown.** CRA projects, budgets and purview have evolved since our inception more than 30 years ago.



## INCENTIVES

Early redevelopment efforts involved incentives to developers to reduce the cost of development by reimbursements for public infrastructure improvements.

**For example:**

- The Palms Development Agreement
- Jefferson on 2nd Avenue Development Agreement
- Woodbury Row Development Agreement
- Camden Court Development Agreement



## STREETSCAPES

Then we were able to help make CRA districts look nicer by installing banners, improving lighting, removing graffiti, street cleaning, pressure washing and landscaping. We partnered with GRU and Public Works to upgrade utilities wherever feasible.

**For example:**

- NW 17th Streetscape
- SW 5th Avenue Triangle Park
- SW 12th Street Lighting
- University Avenue Renaissance Lighting
- Eastside Gateway



## INFRASTRUCTURE

By the 1990s we started making more substantial improvements to roadways, utilities, buildings and infill housing.

**For example:**

- NW 5th Avenue Streetscape
- Model Block
- 5th Avenue Commercial
- Hawthorne Road Cafe



## DISTRICTS

Starting in the early 2000s after decades of hard work and proven results, the CRA started to take on more transformational infrastructure and holistic economic development initiatives.

**For example:**

- Depot Park
- Innovation Square
- Power District (Future)
- Cornerstone (Future)
- Heartwood (Future)

“ In the early days...the bar was pretty low. As soon as we began to have any real success, we began to raise the bar and raised it significantly over time. [The CRA has] gone through a transformation...starting about ten years ago, from mom and pop shop to a real professional organization.” –CPUH stakeholder

“ To take ...our employees that are trying to move to Gainesville, I show them the community. I show them this new park [Depot Park]. I go, 'listen this place is changing.' Our community is completely going to be different. If you go on Second Avenue, you see these buildings coming up. You see the businesses coming up. It's very good, very good.” –Eastside stakeholder

# METHODOLOGY

Community is our middle name. That’s why it was important to gather ideas and opinions from the people who call Gainesville home. The 10,000 foot view we gained will help us define strategic goals as the CRA continues to evolve.

## 328 SURVEYS

After a solid look back and fielding questions that planners and re-developers pose about what makes a city vibrant and successful, we defined our survey tool. The tool was designed to be short, concise and user-friendly. We included ranked questions and a heat map where participants could identify where areas were thriving, and where they weren’t thriving.

We took our questions to a cross-section of the community at events such as the Fifth Avenue Arts Festival, the A. Quinn Jones Museum and Cultural Center grand opening, Relay for Life at Howard Bishop Middle School and Active Streets Gainesville at Depot Park. We also posted our survey on EngageGNV and Facebook.



## 30+ STAKEHOLDER INTERVIEWS

The 328 surveys helped us identify the questions that needed deeper answers. Questions like: “How important is infrastructure” (very) and “Can redevelopment affect the health of a community” (definitely).

First we approached 22 community stakeholders representing each of the four CRA districts. The approximate half-hour interviews provided us with thoughtful insight about what’s working in our community. They clarified for us the importance of infrastructure and transformational projects like Depot Park. Participants by and large were enthusiastic and creative – offering ideas and suggestions in addition to their opinions.

Following stakeholder interviews, we reached out to our elected officials. Many of the themes revealed in the stakeholder interviews were reiterated by our policy makers. Excerpts from both the stakeholder and policymaker interviews are presented throughout the remaining portions of the report.

## 20+ CITIZEN ADVISORY BOARD MEETINGS

The CRA district’s board of directors synthesized our findings in real-time and raised additional questions to be explored.



We heard time and time again, “Thank you for asking for my opinion!”



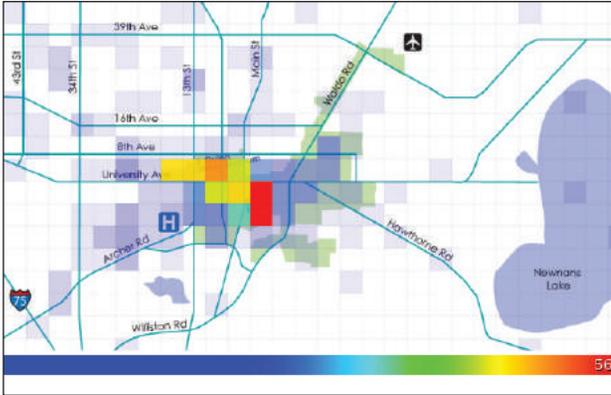
# SURVEY RESULTS

» full survey results can be found in Appendix A

We used a research platform called Qualtrics, allowing us to administer the survey on iPad minis, offline at community events as well as on the web. The versatility and robustness of the platform was perfect for our uses – we used heat maps and imagery as well as more traditional ranker questions to gather the information we were looking for. Almost all of our surveys were collected intercept-style, by our team decked out in our Vitality Gainesville t-shirts.

### Q1A

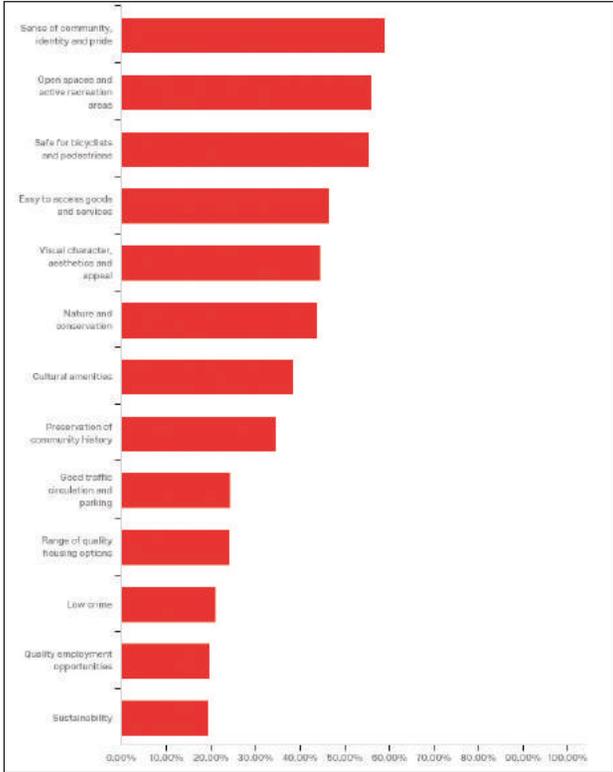
Within the shaded area, where is our community thriving? Tap up to three places.



**Results:** Participants generally identified areas in the urban core, to the west of Waldo Rd.

### Q1B

Why do you feel these areas are thriving? Check all that apply.



**Results:** A majority of respondents indicated that a “sense of community, identity and pride” (59%), “open spaces and active recreation areas” (56%), and “safety for bicyclists and pedestrians” (55%) are factors that contribute to community vitality.

**We brought the survey to the citizens!**  
326 Surveys were completed over 3 months. It gave us an opportunity to interact with people and let them know we are listening.

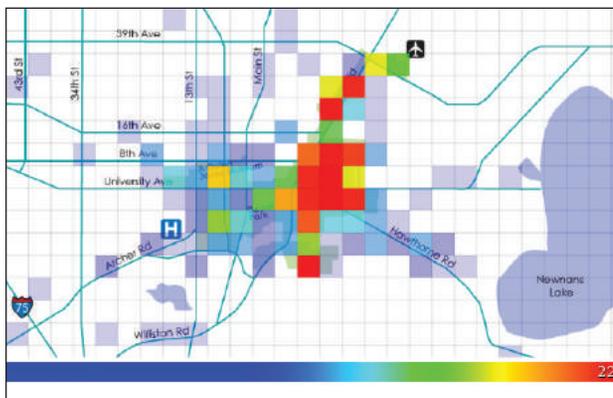
- When and Where did we survey people?**
- Active Streets Gainesville (February 25, 2017)
  - A. Quinn Jones Museum Dedication and Ribbon Cutting Ceremony (February 25, 2017)
  - SF Spring Arts Festival (April 1, 2017)
  - Fifth Avenue Arts Festival (April 22, 2017)
  - Relay for Life East Gainesville (May 5, 2017)

## SURVEY RESULTS

» full survey results can be found in Appendix A

### Q2

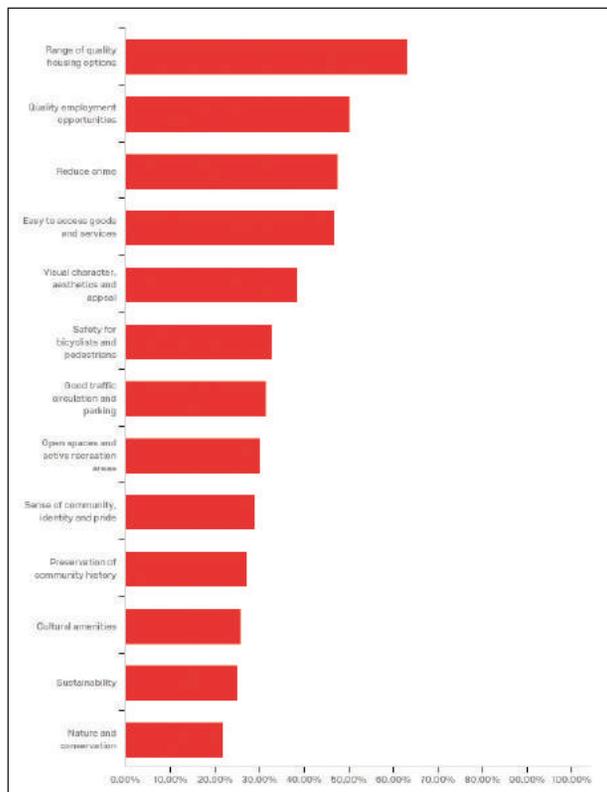
Within the shaded area, where is our community in need of improvement? Tap up to three places.



**Results:** Participants generally identified areas east of Waldo Rd., However there were areas of overlap between thriving areas and those identified as needing improvement.

### Q2B

What would help? Check all that apply.



**Results:** A majority of respondents indicated that a “range of quality housing options” (63%) and “quality employment opportunities” (50%) are factors that could contribute to community vitality in these areas.

### Q3

Order the following from most important in a community to least important in a community. Drag and drop to re-arrange.

- 1 **Safety**
- 2 **Education**
- 3 **Health**
- 4 **Diversity/ Equality**
- 5 **Economy**
- 6 **Community Resources**
- 7 **Infrastructure**
- 8 **Natural Resources/ Environment**

**Results:**

Many of those surveyed were conflicted by this question. They felt everything was equally important!

**NOTED**

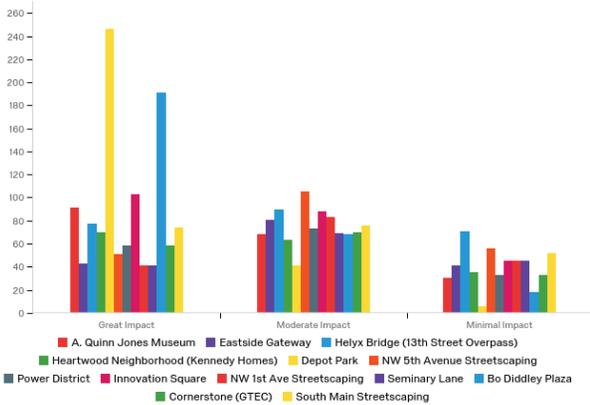
We were surprised to find that people placed “infrastructure” towards the bottom of the list of what’s most important in a community. This survey result prompted us to ask our stakeholders about infrastructure. When given a chance to elaborate, people almost always felt that “the toilet has to flush.”

# SURVEY RESULTS

» full survey results can be found in Appendix A

### Q4

Tell us if the following projects have made, or will make an impact on our community.



**Results:** The top five ranked projects – Depot Park, Bo Diddley Plaza, A. Quinn Jones Museum and Cultural Center, Innovation Square and Heartwood Neighborhood – are large-scale projects with healthy budgets. The exception is the A. Quinn Jones Museum and Cultural center.

### NOTED

We learned that many people were generally unfamiliar with projects on this list. We have identified this an opportunity to better promote projects along with the contributions of our partners.

### Q5

Which images mean community vitality to you? Tap up to five.



Rank	Image	% Of people who included this image in their five allotted images
1	Playground equipment	60.38%
2	Classroom	47.80%
3	Indian dancing	46.54%
4	Library	43.40%
5	Citizens at meeting	36.16%
6	Man on bicycle	35.85%
7	Wetlands	33.33%
8	Firefighters	28.62%
9	Emergency Room entrance	28.30%
10	Diverse community meeting	22.01%
11	Traffic round-about	19.50%
12	Target big-box store	10.38%

**Results:** Images that showed people, or places where people would like to be were more often chosen.

» full survey results can be found in Appendix A

**Q6**

Which images mean community vitality to you?  
Tap up to five.



Rank	Image	% of people who included this image in their five allotted images
1	Community Festival	66.04%
2	Health Clinic	54.40%
3	Park entrance	45.60%
4	Historic/cultural site	38.99%
5	Young people at a concert	38.68%
6	Local craft fair	36.79%
7	Downtown shops	32.39%
8	Facade of home	29.56%
9	Bike path	26.10%
10	Community meeting space	15.41%
11	Auto repair (services)	11.95%
12	Power transformer	8.18%

**Results:** The images that people most often chose were the community festival, health clinic, a park entrance, the historic/cultural site and young people at a concert. The five least frequently chosen images did not have people in them at all!

**Q7**

Please tap where you live.



**Results:** Participants were evenly spread across Gainesville. It was important to the CRA to have a broad representation of participants. (Note: 139 participants lived outside of the map area, visually represented by the red box in the upper left-hand corner)

Thriving

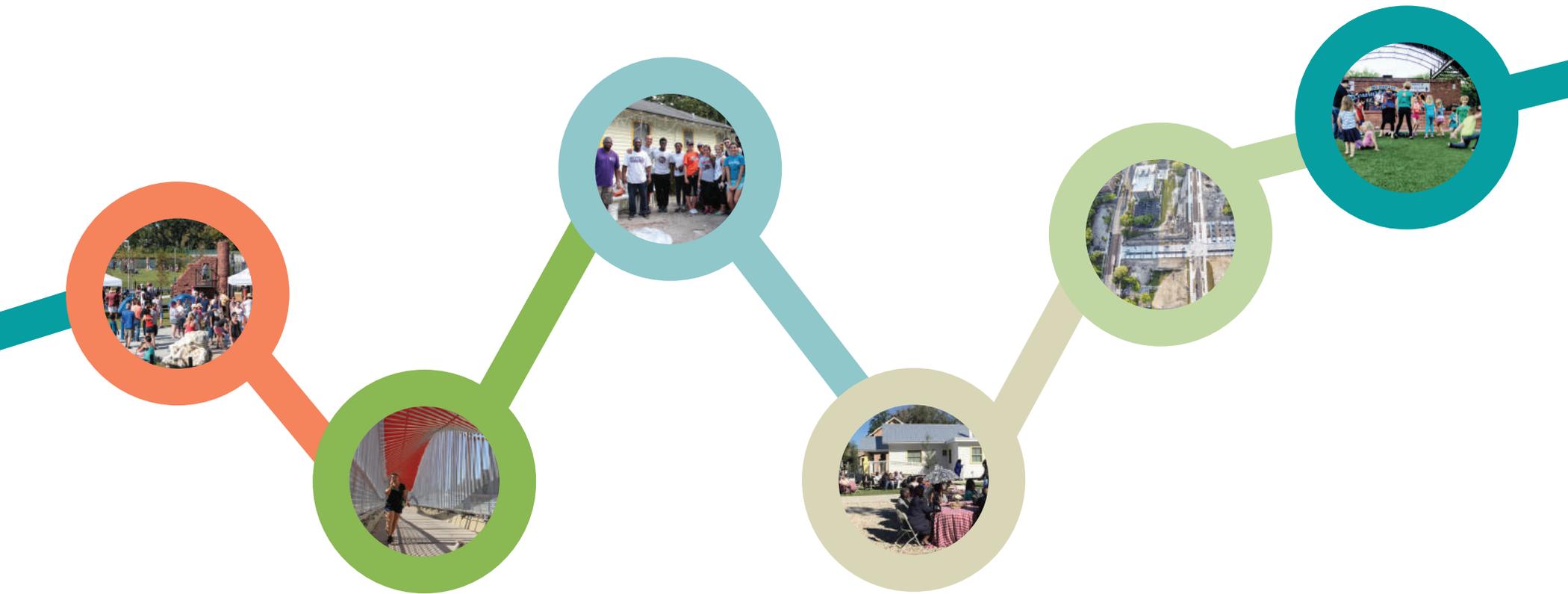
Needs improvement

**SIMULTANEOUSLY THRIVING AND NEEDING IMPROVEMENT**

There are areas of overlap between what people perceive as “thriving” and “needing improvement.” While there are clearly opportunities for improvement on the Eastside, even areas citizens feel are “thriving” have also been identified as “needing improvement.” These are the types of issues we will explore as we begin strategic planning late 2017.

## THEMES EMERGED

Throughout the Vitality Report process, several themes began to emerge: Layers, Connections, Scale, Authenticity and Integrity, Partnerships and Health and Safety



## LAYERS

Projects that combine and address multiple redevelopment objectives make the most of time, talent and resources.



“ There’s a tremendous amount of street lighting and sidewalk work left to do...we have curbsless streets that wash silt down into the floodplain that need fixing and that would solve an environmental problem and create a better looking public realm. There is surface work that needs to be done in addition to the pipes that I’m talking about... water, sewer, and storm water.”  
–CPUH stakeholder

“ Depot Park and what’s happening in the Power District...They [CRA is] doing a lot of the underlying types of things that help those districts, but there’s also enough iconic projects [so that] the community at large can be aware of the good things that are happening and can get behind it.”  
–FAPS stakeholder

LAYERS



“ I think there’s diversity in the shows that are there and I think having just some more opportunities for community engagement. I think the farmer’s market is an awesome thing. The music shows are fantastic. I think it’s really cool that they’re doing the free yoga and pilates – not pilates but Zumba, whatever. Those kinds of things I see as really nice happening in Bo Diddle and it’s beginning to feel like a living room.”  
 –Downtown stakeholder

**HIDDEN LAYERS**  
 Depot Park is a lot more than a world-class public park. What you don’t see: 20 years of hard work, 255,000 tons of contaminated soil that was removed from the site and the positive wetland impacts this project makes.

“ It doesn’t sound like it’s community vitality, but if you don’t solve storm water, you can’t develop and bring in new grocery stores, new places for people to live, things like that.” –CPUH stakeholder

“ In the area where Cornerstone is going to be... in addition to the very important work that’s being done in the GTEC property...going to bring a much larger business presence to that part of the community, is going to be important, not only for the obvious piece of jobs, but maybe even more importantly, for the peripheral benefits that having those people there will bring retail and restaurants and other things that help the people in that community not have to do their grocery shopping at a Kangaroo or something that’s expensive and inefficient.” –FAPS stakeholder

“ Everything we touch is a problem [in CPUH] in that we’ve got underground utilities and we have storm water issues and we’ve got old piping. And in a dense urban area, the city, public works and those typically ignore it and don’t want to upgrade that stuff because of the cost as opposed to greenfield, where you just dig a hole and it’s a lot easier.” –CPUH stakeholder

## CONNECTIVITY

Focus on projects that connect one successful CRA initiative to another and one district to another. Find areas of overlap to capitalize on momentum and resources.



The purple circles indicate CRA projects.

There are many benefits to implementing redevelopment strategies to enhance the built connections within and between the CRA districts. The Helyx Bridge, SW 5th Avenue Streetscape, NW 17th St sidewalks, Depot Avenue Rail-Trail enhancements are all examples of CRA initiatives that have increased connectivity in Gainesville's urban core. In addition to making these areas more connected, these projects include features designed to be walkable, safe and pedestrian-friendly for users of all abilities and ages.

The benefits that come with more connected communities include:

### ECONOMIC

Communities with a mix of land uses and access to transit are associated with many benefits to local economies, including higher levels of retail activity and employment.

### SOCIO-CULTURAL

Pedestrian friendly communities provide more opportunities for personal interaction which can bring communities together and create more social capital.

Studies show that in walkable environments, more trips are made by walking or biking, which can promote physical activity and community health.

### PHYSICAL

Safe and connected urban areas are associated with higher rates of active commuting (Moudon, 2007) (Duncan,

2012). Exchanging automobile transit for active modes of commuting can have positive impacts on the natural environment, including reduced air and noise pollution.

In Gainesville, the underutilization of public transit, multi-modal transportation safety concerns, and the east/west city separation were recently recognized by the UF Strategic Development Plan as opportunities for enhanced connectivity. This plan emphasizes connections to downtown via SW 2nd Ave, Depot Ave, and University Ave.

“ [It's] an important initiative here... connecting the University, Midtown to Downtown, with a walkable, kind of an urban streetscape that's mixed-use.” –FAPS stakeholder

“ Depot Park—it's awesome. They did a great job there. Now they need to connect Depot Park with downtown... have you heard of the Art Line?... it's actually starting to get some traction, but it's creating connectivity from the Hippodrome...through our property... it's an interesting possibility, creating this kind of industrialized corridor.”  
–Downtown stakeholder

## CONNECTIVITY

“ [We should]...create an attractive transition from the Innovation District to the historic Duck Pond area, so that it’s not like – in some communities, it’s almost like you pass the Berlin Wall or the DMZ, and you know in an instant that you are going from a thriving economic area to one that isn’t as positive.” –FAPS stakeholder

### CONNECTING FOR VITALITY

The Gainesville Helyx Bridge acts as a gateway into Gainesville and creates bike and pedestrian access from the University of Florida to Downtown Gainesville.

“ I think if that if we were to directly connect with GTEC [from Downtown or University Heights]... that would really enhance the connection to the east-side, at least to GTEC, Hartwood and Cornerstone. Coming from further west, which I do probably 40 percent of the time, all the traffic getting across town is just awful.” –Eastside stakeholder

“ What has happened along the [6th Street bike trail] that creates this greenway cutting right through there, and it’s attractive, it’s appealing, and it connects [FAPS] to other important areas of the community.” –FAPS stakeholder

“ I’m really excited about [a path in the FAPS district] because a walking path also would mean people could ride their bikes and just make it sort of an easier pathway to get down to Depot and yet, also attract people to come see Fifth Avenue and Pleasant Street.” –FAPS stakeholder

“ So, obviously, there’s opportunity there as the downtown creeps to the edge of Depot Park. That’s clearly a link that needs to be made. How do I park at Depot Park and walk downtown to have dinner with my family and then come back or vice versa?” –CPUH stakeholder



## SCALE

Maximize reach and impact in the community by engaging in initiatives of all sizes—from small, incremental projects to large, transformative ones.



“ Both of those, the façade and the residential paint, I think that’s almost a marketing program, from my perspective. At some point, the idea, I guess, is to float all boats and start to make it look better if you can get people to take care of their property.”—CPUH stakeholder

“ In my opinion, the entrance to Gainesville needs to be improved. The perception is not the best...When you come from Waldo, what do you see? Do you see an up and coming city, or do you see a city that’s about to be bankrupt.”—Eastside stakeholder

## SCALE

**SMALL PRICE TAG, BIG IMPACT**

Even the smallest projects can have impacts that reverberate for years. The Residential Paint Voucher program is a cost-effective way to inspire neighborhood pride, while creating awareness of the CRA's mission and impact.

“ You can definitely see the change [from a small paint project] in families...because they had their home, the most important asset that many will ever have, a place that they live in, now a pleasant place to look at. At one time it was an eye sore. So to me, the paint project really created a revitalization and a great awareness that the Fifth Avenue Pleasant community was a community, not so much as changing, but a community that was vibrant. A community that was safe. A community that was comfortable for people to come home. People literally when they came home and they looked at their homes, they were like, wow. And then their neighbors we're like, "We want our houses painted, too," because no one wants to live next to a freshly painted house, and then their house looks like crap. So the paint project was definitely something that I believe that really helped to kick it off.” –FAPS stakeholder

“ Now you do something like the A. Quinn Jones Museum, I think that's something that is a benefit to the entire city.” –CPUH stakeholder

“ I like the Gateway. I think it's really put a sparkle in that section of the community. It gives sort of an expectation, when you get to it, of having better things along the way.”  
–Eastside stakeholder

“ But then on 4th, they're making it kind of cool, leaving it the way it is...we're getting Cilantro Tacos in there, getting all kinds of cool stuff in there...because it's got a small business scale...these big development companies don't get that, you know.”  
–Downtown stakeholder

## AUTHENTICITY & INTEGRITY

Projects should be Gainesville-specific, not Anytown, USA. Historical, cultural and artistic celebrations of our special vibe has been mandated by our citizens.

“ Why not have some dynamic, beautiful piece of art where that water wall [in Bo Diddley Plaza] is that really speaks to who we are as a people and diversity and community?” –Downtown stakeholder

“ I actually remember Fifth Avenue/Pleasant Street area – when it was a radically different community and I’m a little concerned about what’s happening. So, that’s why I’m on the CRA – the committee there – to try and sort of preserve the neighborhood and the character.” –FAPS stakeholder

“ ...of course, it’s important to me that the CRA remains focused on our community and not just the transient community at the college area.” –FAPS stakeholder

“ All the people in [Porters], they don’t want to see anything change. And I think a lot of that has to do with being disenfranchised from day one and everybody just believes that if development happens, it’s going to happen without them and/or on top of them and they’re going to be switched out.” –Downtown stakeholder

“ You know, the way they’re driving growth, there is has the potential to be anywhere-USA and not Gainesville...” –Downtown stakeholder



## AUTHENTICITY & INTEGRITY

### HISTORY, CULTURE AND COMMUNITY

The A. Quinn Jones Museum and Cultural Center celebrates the life and legacy of one of Gainesville's most prominent civil rights champions. Mr. Jones was the first principal of Lincoln High School.



“ I think that [redevelopment] will really start shifting the tide and really drawing people and making it much more vibrant but it's critical that it's done well and it's not just a new urbanism development like we have on the west side. It is sort of what the CRA does, character, and flavor, and artists, and the creativity, and those kind of things that make it not a forced character or forced personality. It's natural. It sort of just it is what Gainesville is.”—Downtown stakeholder

“ I really wanna see Gainesville become a city that people look at and say, 'Wow. It's a beautiful city,' as opposed to, 'It's just another mowed down and plastered building like any other place.' I really want to see character. I really want to see art, beauty...like sculptures popping up here and there. I think that adds to the character and creates interest.”—Downtown stakeholder

“ I would like to see Fifth Avenue, Pleasant Street get the credibility, acknowledgment, and the historical value that it has the wealth of. I would like to see something similar to Lincolnville and St. Augustine. Well, you drive through Lincolnville, a very historical place, you ride through St. Augustine and Lincolnville and you see land markers everywhere...I would love to see it be diverse. I have no problem with diversity. I have no problem whatsoever, as long as the diversity can reflect and acknowledge the historical value of the historical Pleasant Street, Fifth Avenue area, I'm fine with that.”—FAPS stakeholder

“ We're working on the Freedom Trail, the A. Quinn Jones Museum; so many things that culturally would be lost if the CRA wasn't involved there and I think it's really important to save those things for the history of Gainesville. I don't really want – My personal thoughts are having the Pleasant Street/Fifth Avenue district turn into multi-story student housing would be a big mistake and we would lose a real part of Gainesville. And we'd also displace all the people who live there – and their families have lived there for years and years and years.”—FAPS stakeholder

“ We still have some work to do to make sure the histories [are told] correctly. There's a lot to be told with the Kirby-Smith School and all of those things...whenever history is written about Gainesville, they forget that black folk were in Gainesville and leave out the [black] people that are really important to Gainesville...”  
—Eastside stakeholder

“ ...people would argue that what happened on Fifth Avenue was trying to gentrify – there's a lot of gentrification talk. I mean, the University has no plans to take over Porters at all, even in their strategic development plan, there's nothing about that.”  
—CPUH stakeholder

## PARTNERSHIPS

We must foster, rekindle and grow partnerships with Alachua County, UF, Santa Fe, the City of Gainesville/GRU and private entities. We are better together.

### CATALYZING, FUNDING AND IMPLEMENTING REDEVELOPMENT EFFORTS

Case studies of redevelopment efforts from across the US point to a combination of public and private funding as an important factor in gaining community support for and the overall success of the project. (Siikamäki and Wernstedt, 2008)

Fostering relationships across sectors and disciplines as well as non-traditional partners can increase the chances for long-term success. Potential partners may come from the following practice areas:

- Transportation, Land use, Community Design
- Parks and Recreation and Fitness Facilities
- Schools
- Colleges and Universities
- Worksites
- Volunteer and Nonprofit Organizations
- Health Care
- Media
- Public Health



“...as Santa Fe College’s new Blount Center emerges in the next 2 years...[it would be good] if they can partner with that major project, which sits at the corner of the Innovation District and the Pleasant Street district. If they can work very purposefully with Santa Fe to help make that a nice transition spot where you can go out of the front of the Santa Fe campus through the Innovation District and out of the back into the Pleasant Street neighborhood, then I think that would be good.” –FAPS stakeholder

“ I think the best thing we can do as a community (and we have so many resources in Alachua County) is collaborate and make the best use of our resources. Collaboration will really help when it comes to improving health... shared goals, shared visions.”  
–Eastside stakeholder

# PARTNERSHIPS

“...when we did the Innovation Square, we put together a group that meets at GRU...it was one of the coolest things I’ve ever seen happen in local government in the sense that management – these were department heads, most of them – and management empowered them. So, they actually performed incredibly well. We got more stuff done in 6 months or a year that people didn’t think could be done at ALL– because we had collaborations. We broke down some of the silos, and we had accountability in the sense that right there in front of 25 people in the room – did you get it done or not?” –CPUH stakeholder

“ I think that the partnerships between the university and the community that are strengthening quite a bit in recent months, I think is a very positive thing and I think that’s only gonna get better and continue to serve the community well.” –CPUH stakeholder

“ I think they have to be very thoughtful about the redevelopment and partner with people who actually live in that community to make sure they’re not just displacing [people] – or worried about tax dollars.” –FAPS stakeholder

“ Engagement is the most critical need.” –FAPS stakeholder

“ And we’re realizing that in order to accomplish what we wanna accomplish, it has to be done in conjunction with the great city. –CPUH stakeholder

“ When redevelopment happens, everyone plays a part in improving health...we need developers at the table and we need everyone at the table to remember to include health when they are doing projects, and they will definitely have a positive impact...” –Eastside stakeholder

## TOGETHER WE THRIVE

Innovation District continues to be a hot-spot for government and private collaboration. The City, CRA and UF have worked tirelessly to complete infrastructure improvement projects that encourage private investment.



## HEALTH & SAFETY

**Streetscapes, facades, public art and signage all contribute to more activity-friendly communities. Our focus is on safe, walkable, places where people like to gather.**

### CONDITIONS FOR HEALTHY COMMUNITIES

The conditions of places in Gainesville where people live, work and play have an impact on their health. Community health and vitality are easier to achieve when people can conveniently and safely walk, run or bike; where there is clean air, healthy foods, access to affordable housing; and where there is safety from violent crime, fires and contamination. Redevelopment efforts that consider health and safety can help stem health issues like physical inactivity, injury, asthma and diabetes and can positively impact people's quality of life.

“Public art, in my mind, is a wonderful thing, and I think it just makes the city that much more...a place that feels good and...inspired. It's inspiring. People don't really get that.”  
—Downtown stakeholder

“I go back to the bridge...before...I'm not sure I would have wanted one of my children to live down there, going to college. It was just a little bit of a seedy area. The things that they've done down there with the street-scaping and the bridge, and the encouragement of nice apartments being built down there has been a really positive thing for the gateway there...Just have a pleasing atmosphere around you as you're waiting in traffic instead of what was there is – it's that healthy state-of mind kind of idea.”—CPUH stakeholder





“ Mural painting makes a difference in the emotional health of a community. I feel like it made a really big change in the psyche of downtown Gainesville to have those murals put up and it did make it more attractive. It did bring in other people. I don't know how that addressed the existing community of downtown Gainesville but it definitely, I feel like, had a lot to do with the vibrancy that's going on.”  
–Downtown stakeholder

### WORK AND PLAY IN THE CITY'S CENTER

The Bo Diddley Plaza renovation addressed more than lighting and safety concerns—it breathed new life into an outdated public space. The CRA built a café, improved the public restrooms and enhanced the backstage area which has increased usability for big-name and local acts alike.

“ Oh, I definitely think [redevelopment can] improve lifestyles, in terms of [how it can help] people's perspectives change and become healthier. And they want to have better things. They want to have better roads. They want to have better everything – and including improving their personal lives and what they do around their homes and for their children. And transportation and those things help to do that.” –Eastside stakeholder

“ Some people think the DNA Bridge was stupid, and they should have just built a regular bridge. I'm on the other side. I think I find it inspirational and beautiful, and I think it's also functional, so it's perfectly appropriate.” –Downtown stakeholder

“ Yes,[FAPS has] changed, but it's a quiet place and I can honestly say that even though there's been a lot of changes, it's much, much better than it was 15, 20 years, about 20 years ago. Because you don't have the crime that you had, and if it is, it's not visible. So you don't have a lot of the drug activity that's visible as it once was. So I think maybe historically, many families would say historically, they would say: well, the community has changed, but it's nowhere as much as it was with the helicopters, and the ambulance sirens, and the police sirens, there's not a lot of that. –Eastside stakeholder

“ I think that redevelopment can allow people to live in a healthier – or an environment that's more conducive to a healthy lifestyle. You know, I think the predominantly available options for people to live and work in Gainesville are probably not conducive to a healthy lifestyle where you have to drive everywhere you go and once you go home to your cul-de-sac in the suburbs, you're probably not gonna get out much. So I think just having more urban environments developed where people are able to live in a place where they can get out and walk to wherever they need to go, walk to the store. I think that allows people to just kind of organically live a more healthy lifestyle.” –FAPS stakeholder

## DEPOT PARK HITS ALL THE MARKS

Nearly everyone we talked to cited Depot Park as being the place where our city is thriving.

### CASE IN POINT

Nearly everyone we talked to cited Depot Park as being the place where our city is thriving. What was once a contaminated industrial site is now the “crown jewel.” People love that it “connects east to west,” “offers something for everyone” and is the “new heartbeat of our city.” This culmination of city, county and citizen planning, input and investment is the “benchmark for every project to come after it.”

“When I go to Depot Park, there’s a wide mix of people there and there are lots of opportunities for people and ...it makes it easy for people to do things that are healthy. So if your kids are playing at that park, that’s great for the kid. They’re getting exercise. They’re getting some social interaction with all sorts of kids, not the kids that they’d see at...their school. They’re interacting with a wide swath of society, which is great.”  
–Downtown stakeholder

“From what I’m seeing at least with that as an example, that possibility to create a healthier community and a more, I would say, an integrated community, a community that is playing together...” –Downtown stakeholder

“I am so excited about Depot Park. It is a wonderful accomplishment. And it brings people from all over Alachua County to the park. I pass it all the time. It’s always busy and everybody loves it. And I think the idea surrounding what’s there, it just seems to bring everybody together. It offers something for everybody – it has live entertainment at times and certainly things for the children at all times. And then there’s a little café right there, if you want to have lunch...it’s right there for you. I would like to request a bench on the walking path, though.” –Eastside stakeholder

“I know people are coming from High Springs, Archer, all over, and all levels of socioeconomic status to use those – to go to those events and those kids activities and things. I’ve also heard wonderful things about all of the other events and activities that are being offered in the district, and then at public meetings, the Healthy Communities meetings I also hear things that are really only positive about any improvements for people as far as improving their lifestyle there in that area.” –Eastside stakeholder



## GET INVOLVED AS WE IDENTIFY WHAT'S LEFT TO DO, AND WHAT THE CRA'S ROLE IS AS WE MOVE FOWARD.

We need you to help us continue the conversation.

Large or small, we're interested in hearing your ideas for making Gainesville the best city it can be.

Contact us to get in on the action.

### Digitally

[www.gainesvillecra.com/vitality](http://www.gainesvillecra.com/vitality)  
[ideas@gainesvillecra.com](mailto:ideas@gainesvillecra.com)  
[www.facebook.com/GainesvilleCRA](https://www.facebook.com/GainesvilleCRA)

### In person or by phone

802 NW 5th Ave., Ste. 200  
 Gainesville, FL 32601  
 352-393-8200

“ I think the CRA has just hit its stride over the last number years. It's made an impact on the tax base. It's had an opportunity to start generating some revenue. There are all kinds of options and ideas, infrastructure, and possibilities that are out there that can bring jobs to Gainesville. It can create density to urban dwellers. It can fix things that won't get fixed otherwise like buried infrastructure lines or transit systems or community parking. It can help build parks.

...I think it's greatest achievements are coming in the future, [wait] another 15 years...reinvestment and the tax base in Gainesville will change significantly. The densities will change, the transportation systems will change, and this will be a profoundly different and better community because of it.”—CPUH stakeholder

### JOIN US AT A BOARD MEETING

#### Eastside Redevelopment Advisory Board (ERAB) Meeting

**Location:** GTEC Board Room, 2153 Hawthorne Road  
 October 10, 2017 at 5:30 PM  
 December 12, 2017 at 5:30 PM

#### Fifth Avenue/ Pleasant Street (FAPS) Redevelopment Advisory Board Meeting

**Location:** CRA Office, 802 NW 5th Ave., Ste. 200  
 September 5, 2017 at 5:30 PM  
 November 7, 2017 at 5:30 PM

#### Downtown Redevelopment Advisory Board (DRAB) Meeting

**Location:** GRU Multipurpose Room, 301 SE 4th Avenue  
 October 12, 2017 at 8:30 AM  
 December 14, 2017 at 8:30 AM

#### College Park/ University Heights (CPUH) Redevelopment Advisory Board Meeting

**Location:** Earl & Christy Powell Hall - Wadsworth Board Room, 2012 West University Avenue  
 September 6, 2017 at 5:00 PM  
 October 10, 2017 at 5:00 PM  
 November 1, 2017 at 5:00 PM  
 December 6, 2017 at 5:00 PM

#### CRA Board Meeting

**Location:** City Hall Auditorium, 200 East University Avenue  
 September 18, 2017 at 3:00 PM  
 October 16, 2017 at 3:00 PM  
 November 20, 2017 at 3:00 PM  
 December 18, 2017 at 3:00 PM