











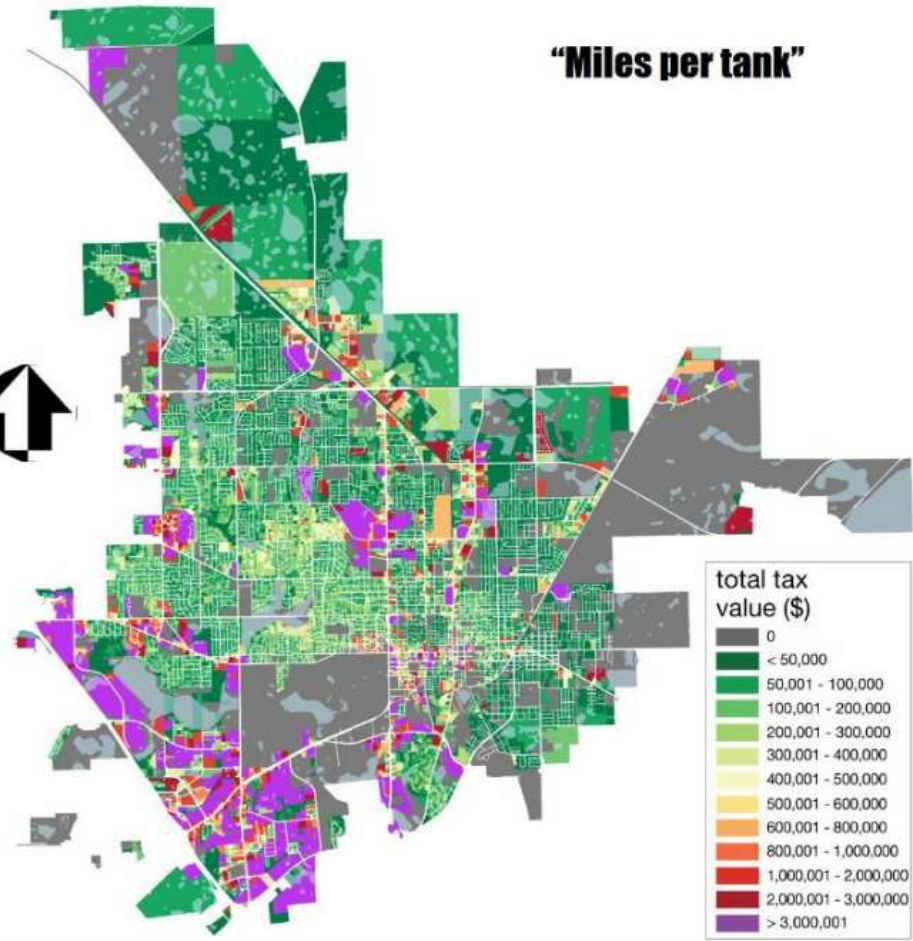




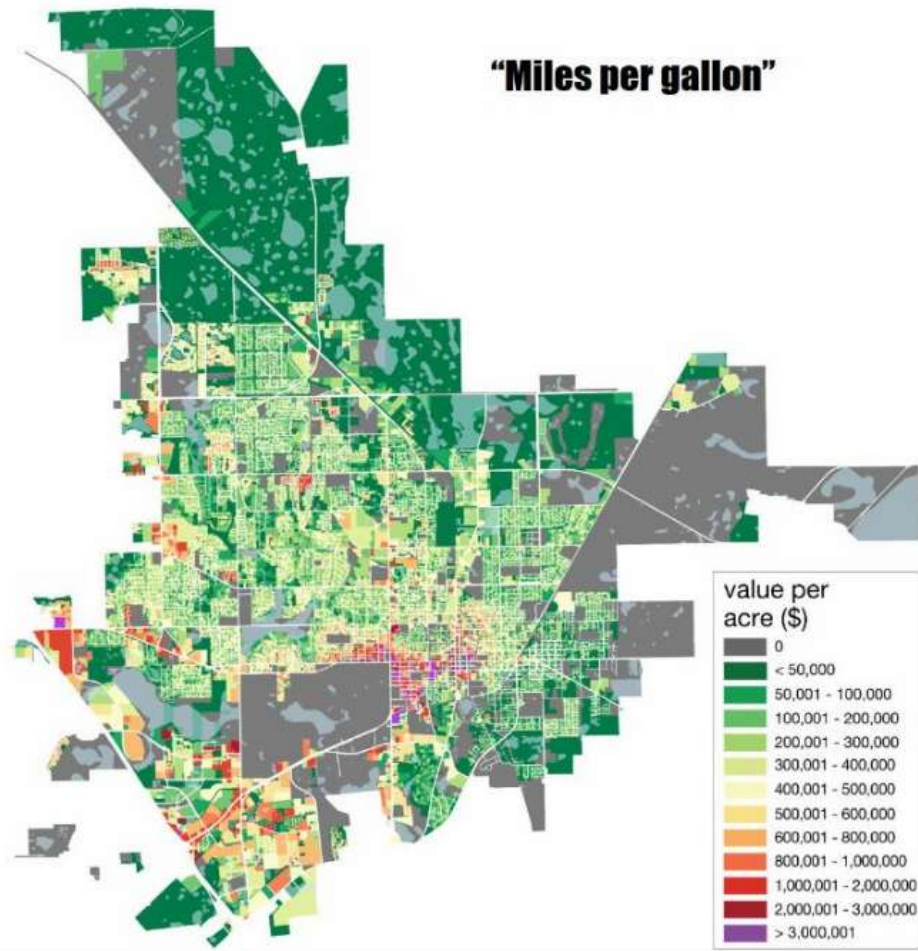
# Total Tax Value vs. Tax Value Per Acre

Gainesville, FL

**“Miles per tank”**



**“Miles per gallon”**

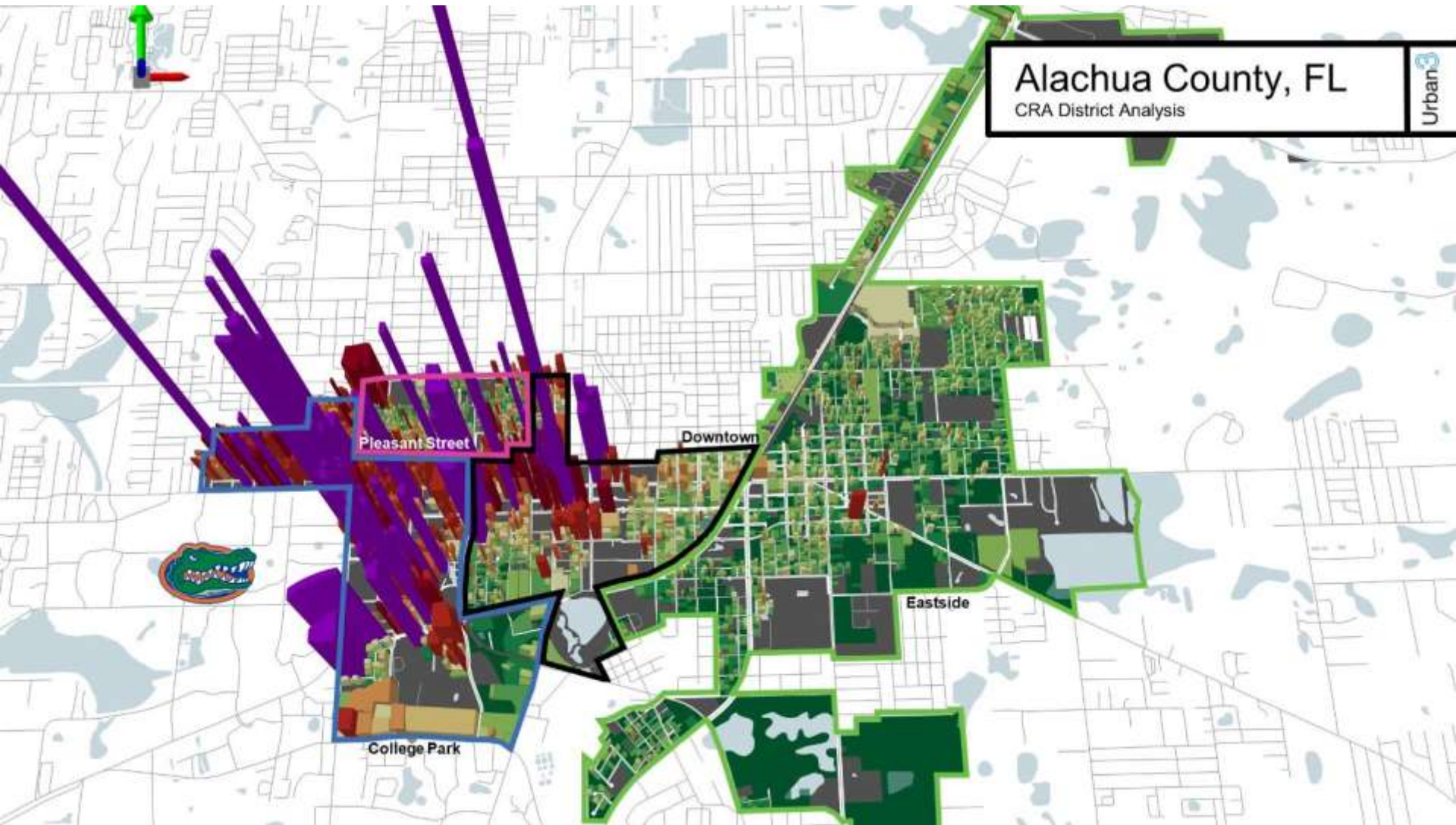




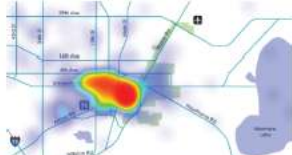
# Alachua County, FL

CRA District Analysis

Urban3



People said **we are thriving** west of Waldo Rd., in the urban core.



People said **we need improvement** east of Waldo Rd. and still in the urban core.



## SURVEY SAYS...

We asked you questions like: "Where is our community thriving or not thriving?" "What projects have made, or will make an impact on our community" and "What contributes to community vitality?"

### TOP 5 INDICATORS AN AREA IS THRIVING:

- 1 Sense of community identity and pride
- 2 Open spaces and active recreation areas
- 3 Safe for bicyclists and pedestrians
- 4 Easy access to goods and food
- 5 Visual character, aesthetics and appeal

### TOP 5 WAYS TO IMPROVE COMMUNITY VITALITY:

- 1 Range of quality housing options
- 2 Quality employment opportunities
- 3 Reduce crime
- 4 Easy access to goods and services
- 5 Visual character, aesthetics and appeal

Check out the survey tool and take the survey yourself at [www.gainesvillecra.com/vitality](http://www.gainesvillecra.com/vitality)



"I can't emphasize that [the quality of life is improving downtown] enough, especially with the project that is Depot Park. [It is] not just a neighborhood-changing but maybe even a city-wide-changing project...this has a whole other dimension, a whole other avenue, and it's almost like there's a little theme park right here..."

—Downtown resident, small business owner, committed citizen

## DEPOT PARK HITS ALL THE MARKS

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."

Stay engaged with the CRA by attending community meetings, joining a CRA board and through social media. Watch how we will apply what we've learned from Depot Park to other projects.

## EMERGING THEMES

### LAYERS

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



### 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.

### 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.

**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.



### SCALE

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

**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.



### AUTHENTICITY

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

**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.



### 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.



### 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.

**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.



Get involved in **WHAT'S LEFT TO DO** by attending community strategic planning meetings. Stay up to date with the CRA by following us on Facebook and Instagram. Give us a call at 352-393-8200 or stop by for a visit at 802 NW 5th Ave. #200, Gainesville, FL.



# VITALITY GAINESVILLE

2017

GAINESVILLE COMMUNITY REDEVELOPMENT AGENCY  
802 NW 5th Ave, Suite #200  
Gainesville, FL 32601

## WHAT IS THE GAINESVILLE COMMUNITY REDEVELOPMENT AGENCY?



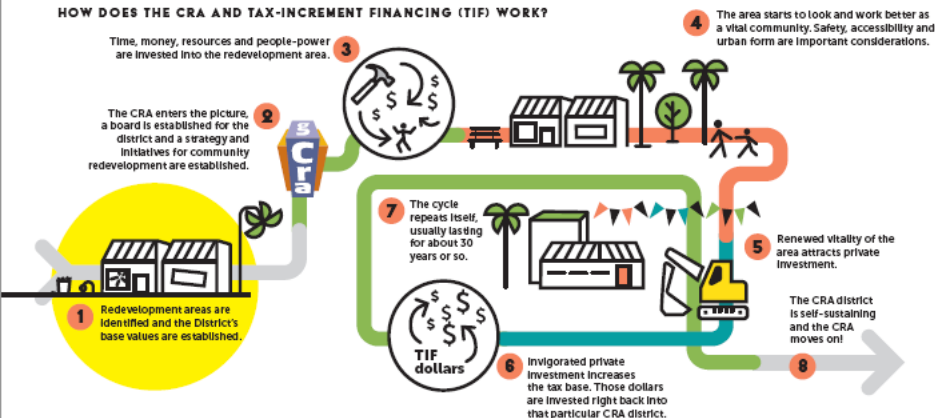
The Gainesville Community Redevelopment Agency (CRA) was established in order to breathe new life into the urban core of our city and to help improve conditions that act as a barrier to new investment by private enterprise. Today there are four distinct redevelopment districts: Eastside Redevelopment 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.

# VITALITY GAINESVILLE

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?

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



## 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.



### 326 SURVEYS

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. People told us where our community was thriving and where it wasn't and ranked what characteristics supported a vital community.



### 30+ STAKEHOLDER INTERVIEWS

The 326 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).



*"I guess you also have to ask how do you define vitality? I'll use an example of storm water. 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 and new places for people to live. Infrastructure is another thing that CRA has been taking the lead on making sure it happens."*

— UF stakeholder



### 6 THEMES EMERGED

Several themes rose to the surface through the citizen surveys and stakeholder interviews. People we talked to love Gainesville and sense the momentum we've experienced in the last few years. They are cautiously optimistic about the future of our city — anticipating more thoughtful redevelopment, while ensuring the flavor and integrity of our unique city remains.



*"I think a lot of the work that they started years ago is starting to bear fruit...there's more housing, a better mix of housing and retail coming in, and some employment areas...These kinds of changes take a long time...it's really now just starting to be visible on the street."*

—Longtime Gainesville resident

## 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 offering tax increment financing (TIF) reimbursements for public infrastructure improvements.



### 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.



### INFRASTRUCTURE

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



### 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.

A visible impact. Board-directed projects and initiatives make the difference in our city's CRA districts.

#### EASTSIDE

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

#### FIFTH AVENUE/ PLEASANT STREET

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

#### DOWNTOWN

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

#### COLLEGE PARK/ UNIVERSITY HEIGHTS

- SW 5th Ave. Pocket Park
- Helix Bridge
- Depot Ave. Rail-Trail Enhancements
- SW 13th St. Streetscape
- SW 8th Ave. & SW 7th Ave. Reconstruction
- Innovation Square