



Meeting Packet  
April 11, 2016, 3:00 p.m.



**Metropolitan Transportation Planning Organization  
for the Gainesville Urbanized Area -  
Plan East Gainesville Subcommittee**





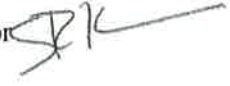
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2009 NW 87th Place, Gainesville, FL 32653-1603 • 352.955.2200

April 4, 2016

TO: Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area  
Plan East Gainesville Subcommittee

FROM: Scott R. Koons, AICP, Executive Director 

SUBJECT: Meeting Announcement

The Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area Plan East Gainesville Subcommittee will meet on **Monday, April 11, 2016 at 3:00 p.m.** This meeting will be held in the **Roberta Lisle Conference Room, City Hall,** Gainesville, Florida.

Attached are copies of the meeting agenda.

If you have any questions concerning this matter, please contact me at 352.955.2200, extension 101.

Attachments

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Dedicated to improving the quality of life of the Region's citizens,  
by coordinating growth management, protecting regional resources,  
promoting economic development and providing technical services to local governments.







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**AGENDA**  
**METROPOLITAN TRANSPORTATION PLANNING ORGANIZATION**  
**FOR THE GAINESVILLE URBANIZED AREA**  
**PLAN EAST GAINESVILLE SUBCOMMITTEE**

**Roberta Lisle Conference Room**  
**City Hall, Gainesville, Florida**

**Monday, 3:00 p.m.**  
**April 11, 2016**

**STAFF RECOMMENDATION**

**Call to Order- MTPO Staff**

**I. Election of Officers**

**ELECT A CHAIR**  
**AND VICE CHAIR**

The Subcommittee needs to elect a Chair and Vice Chair.

**II. Approval of the Meeting Agenda**

**APPROVE AGENDA**

The Subcommittee needs to approve the meeting agenda items.

**Page #5**

**III. Plan East Gainesville Status Report**

**RECEIVE STATUS REPORT**

Alachua County requested an opportunity to discuss the status and consider amendments to the Plan as necessary.

**Page #69**

**IV. East Gainesville Economic Development  
Plans and Studies Review**

**NO ACTION REQUIRED**

Economic development plans and studies for East Gainesville are being provided for review by the Subcommittee.

**V. Comments**

- A. Subcommittee Members
- B. Citizen Comments

**VI. Adjournment**

If you have any questions, please contact Scott Koons, AICP, Executive Director, at 352.955.2200.

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April 4, 2016

TO: Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area  
Plan East Gainesville Subcommittee

FROM: Scott R. Koons, AICP, Executive Director *SRK*

SUBJECT: Plan East Gainesville Status Report

#### STAFF RECOMMENDATION

**No action required.**

#### BACKGROUND

The Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area has received a request from Alachua County to discuss the status of Plan East Gainesville and consider amendments to the Plan as necessary. Establishment of the Plan East Gainesville Subcommittee occurred on the December 14, 2000 when subsequent to the adoption of Year 2020 Long-Range Transportation Plan, the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area adopted the following motion to:

1. *appoint a Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area Southeast Connector Subcommittee to work with staff, the community and Florida Department of Transportation in reference to the charrette and corridor planning study; and*
2. *have staff present the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area with a proposal concerning implementing this community involvement process.*

The purpose of the Plan East Gainesville was to evaluate east Gainesville for suitability of a bypass corridor extending from SE 16th Avenue to Hawthorne Road. The result of the Plan East Gainesville planning process was consideration of a Bus Rapid Transit strategy in lieu of the bypass corridor. Subsequent to the adoption of Plan East Gainesville:

- Alachua County and the City of Gainesville amended their comprehensive plans to incorporate Plan East Gainesville strategies;
- Regional Transit System conducted a Bus Rapid Transit feasibility study;
- Regional Transit System conducted a Bus Rapid Transit alternatives analysis study; and
- Bus Rapid Transit alternatives analysis study resulted in a premium transit study.

Exhibit 1 is the request from Alachua County staff for this meeting. Exhibits 2 through 14 are meeting summaries. Exhibit 15 is the premium transit study executive summary. Exhibit 16 is the Plan East Gainesville document. Below is a link to the Plan East Gainesville document.

[http://ncfrpc.org/mtpo/publications/PEG\\_final.pdf](http://ncfrpc.org/mtpo/publications/PEG_final.pdf)

Attachments

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## EXHIBIT 1

**From:** Sean McLendon  
**To:** Mike Escalante; Latoya T. Gainey  
**Cc:** Steve Lachnicht; Gina Peebles; James Harriott  
**Subject:** MTPO Subcommittee Meeting to Discuss Plan East Gainesville  
**Date:** Tuesday, March 08, 2016 4:14:58 PM

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Hi Mike,

May I ask for your assistance? The County Commission requested that the MTPO set up a subcommittee meeting with Commissioner's Cornell and Chestnut (and their Gainesville counterparts) to discuss Plan East Gainesville. You may want to coordinate with Latoya on their availability.

The agenda, would be to (a) Review the Plan; (b) Amend the Plan as Necessary.

Thank you,

Sean

Sean McLendon  
Strategic Initiatives Manager  
Alachua County, Florida  
352 548 3765 | <http://sustainability.alachuacounty.us>



## EXHIBIT 2

### MEETING SUMMARY METROPOLITAN TRANSPORTATION PLANNING ORGANIZATION FOR THE GAINESVILLE URBANIZED AREA PLAN EAST GAINESVILLE SUBCOMMITTEE

Grace Knight Conference Room  
Alachua County Administration Building  
Gainesville, Florida

4:00 p.m.  
Thursday  
July 10, 2014

#### MEMBERS PRESENT

Mike Byerly  
Chuck Chestnut  
Yvonne Hinson-Rawls  
Robert Hutchinson  
Lauren Poe

#### MEMBERS ABSENT

Ed Braddy

#### OTHERS PRESENT

John Doak  
Mike Fay  
Guy Hale

#### STAFF PRESENT

Marlie Sanderson  
Michael Escalante

#### CALL TO ORDER

Mr. Marlie Sanderson, Director of Transportation Planning for the Metropolitan Transportation Planning Organization (MTPO) for the Gainesville Urbanized Area, called the meeting to order at 4:07 p.m.

#### I. ELECTION OF OFFICERS

Mr. Sanderson stated that the Subcommittee needs to elect a new Chair and Vice Chair.

**It was a consensus to elect Commissioner Poe as the Plan East Gainesville Subcommittee Chair and Commissioner Hinson-Rawls as the Plan East Gainesville Subcommittee Vice Chair for a term of one year.**

#### II. APPROVAL OF THE MEETING AGENDA

Mr. Sanderson asked for approval of the agenda amended to add item III-B Airport Entrance.

**MOTION: Commissioner Hutchinson moved to approve the Meeting Agenda amended to add discussion of the Airport entrance as item III-B. Commissioner Chestnut seconded; motion passed unanimously.**

#### III. ALACHUA COUNTY FAIRGROUNDS STATUS REPORT

Mr. Sanderson stated that Alachua County staff has requested an opportunity to provide the Plan East Gainesville Subcommittee with a status report on the fairgrounds.

Mr. Mike Fay, Interim Assistant County Manager, discussed issues related to the fairgrounds and answered questions.

Mr. Guy Hale, Alachua County Youth Fair representative, discussed the usage of tent rentals and removable metal buildings.

Mr. John Doak, Alachua County Youth Fair representative, discussed the Youth Fair needs, including continued funding supporting upgrades to existing facilities.

Mr. Fay reviewed three cost options to:

1. develop new fairgrounds at the Weiseman property for \$14.5 million;
2. redevelop the existing fairground facilities for \$1.3 million; and
3. stabilization repairs to the existing fairground structures.

**MOTION: Commissioner Byerly moved to recommend to the Alachua County Board of County Commissioners to:**

1. **commit to fund stabilization repairs to the roof and bathrooms in the upcoming budget year;**
2. **ask County Staff to develop and bring back to the Board of County Commissioners for its consideration a Five-Year Plan to finance Phase 1 of the Weseman tract into the new fairgrounds on the assumption of a 15-year bond using the Tourist Development Tax money as a source;**
3. **ask the City of Gainesville if Alachua County needs to bring everything else at the site up to code if the County installs a temporary building for five years at the current fairgrounds; and**
4. **ask County Staff to give the Board of County Commissioners a presentation on the plan to rehabilitate and upgrade the existing fairgrounds and facilities.**

**Commissioner Chestnut seconded; motion passed unanimously.**

### III-B. AIRPORT ENTRANCE

Mr. Sanderson discussed emails from Citizens Advisory Committee Chair Frentzen and Mr. Alan Penska, Gainesville Regional Airport Director, regarding the status of the airport entrance designations and answered questions.

### IV. COMMENTS

#### A. SUBCOMMITTEE MEMBERS

There were no member comments.

#### B. CITIZENS

There were no citizens comments.

### ADJOURNMENT

The meeting was adjourned at 5:30 p.m.

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### EXHIBIT 3

#### MEETING SUMMARY

METROPOLITAN TRANSPORTATION PLANNING ORGANIZATION (MTPO)  
FOR THE GAINESVILLE URBANIZED AREA  
**PLAN EAST GAINESVILLE SUBCOMMITTEE**

Grace Knight Conference Room  
12 SE 1st Street  
Gainesville, Florida

3:30 p.m.  
Wednesday  
February 15, 2012

<u>MEMBERS PRESENT</u>	<u>MEMBERS ABSENT</u>	<u>OTHERS PRESENT</u>	<u>STAFF PRESENT</u>
Mike Byerly Paula DeLaney Scherwin Henry Craig Lowe	None	Courtney Allen Ivy Bell Edgar Campa-Palafox Michael Castine Michael Fay Jeffrey Hays Steven Lachnicht Ken Zeichner	Marlie Sanderson Michael Escalante

#### CALL TO ORDER

Marlie Sanderson, MTPO Director of Transportation Planning, called the meeting to order at 3:40 p.m.

#### I. ELECTION OF TEMPORARY CHAIR

Mr. Marlie Sanderson stated that former Commissioner Rodney Long was the Subcommittee Chair. He said that the Subcommittee should discuss electing a temporary Chair or have him chair the meeting.

**It was a consensus of the Subcommittee to have Mr. Sanderson chair the meeting.**

#### II. ALACHUA COUNTY COMMUNITY REDEVELOPMENT AREA

Mr. Michael Castine, Alachua County Planner, stated that the Alachua County Board of County Commissioners is considering establishing a community redevelopment agency and a community redevelopment area in the unincorporated area of East Gainesville. He also stated that the County Commission recently referred the matter to three advisory committees, the Alachua County Economic Development Advisory Committee, the Chamber of Commerce Public Policy Subcommittee, and this Plan East Gainesville Steering Committee for input on whether it is the appropriate tool for the area, whether the boundary is appropriate, and the question of incentives, and any limits on incentives, and any other recommendations. He said that after receiving input from these three committees, County staff would compile the input and bring it back to the Board of County Commissioners for further direction. He discussed the proposed redevelopment area process and purpose and answered questions.

A Subcommittee member asked County staff about its timeline for getting recommendations to the Alachua County Board of County Commissioners. Mr. Castine said we'd like to have input from the committees to take back to Board of County Commissioners as soon as possible, and by March or April would be desirable.

Mr. Sanderson noted that the Alachua County Board of County Commissioners requested that the MTPO's Plan East Gainesville Subcommittee comment on the County's proposed redevelopment area.

Mr. Castine discussed the proposed community redevelopment area in the context of Plan East Gainesville, noting that the Eastside Activity Center north of Hawthorne Road around SE 43rd Street is designated in the County Comprehensive Plan as a focal point for a community redevelopment area, and described land use and infrastructure in the area proposed for a community redevelopment area and reviewed input that had been received at community meetings about goals and needs. He also reviewed revenue forecasts that might result from tax increments and highlighted project within the City of Gainesville's redevelopment districts.

Several Subcommittee members noted concerns about the use of a community redevelopment area as a tool in this area, including questions about costs associated with the County administering a community redevelopment agency when the projections of revenues from tax increments are not substantial, and whether it would be better for the County to just allocate funding for projects in the area or wait for the area to be annexed into the City of Gainesville so it could be administered by the City's Community Redevelopment Agency. Several Subcommittee members discussed their concern with respect to the use of community redevelopment agency funds for staff funding, in particular, the concern that a significant amount of community redevelopment agency funds would be needed just to establish and fund the day-to-day operations of the agency.

The Subcommittee members discussed the functions of the community redevelopment agency and whether it would need its own staff.

Mr. Ken Zeichner, Alachua County Principal Planner, noted that existing growth management staff could handle the community redevelopment agency activity at the outset, but at some time in the future as more money is accumulated and there are more projects, there may be a need for consideration of additional staff which could possibly be arranged through a contract with the City's community redevelopment agency.

Subcommittee members discussed the County's consideration of prohibiting direct financial subsidies to businesses and individuals. Some members favored only funding infrastructure modifications. Other members favored potential consideration of subsidies to transformative businesses, along with funding infrastructure.

Subcommittee members discussed recent annexation attempts that included the proposed redevelopment area.

A member of the Subcommittee reiterated his concern regarding community redevelopment as a tool to encourage new development of raw land and that redevelopment should be focused on areas where there has been previous public commitment, usually the core of cities, and he asked if only the increment accruing from redevelopment of existing developed areas could be used.

Mr. Zeichner noted that, if the County decides to establish tax increment financing it would need to be for the whole community redevelopment area.

Mr. Castine reviewed the basis for the boundaries that had been proposed, and noted that it would be up to the Board of County Commissioners to determine the boundaries of the redevelopment area.

Mr. Steven Lachnicht, Alachua County Growth Management Director, noted that you do not need to have a community redevelopment agency in order to put funds into infrastructure in an area to make it more attractive for development and redevelopment.

A member of the Subcommittee discussed the provision of financial subsidies in the past to transformative development, such as the Hampton Inn in downtown Gainesville and the NW 5th Avenue streetscape projects.

A member of the Subcommittee asked for information on what would happen if Alachua County established a community redevelopment agency and the redevelopment area is subsequently annexed into the City of Gainesville. In addition, the member of the Subcommittee also asked what transit service was available in the area.

Mr. Castine indicated that annexation would need to be addressed through an interlocal agreement.

Mr. Michael Fay, Alachua County Public Works Development Program Manager, discussed the transit service that is currently available in the proposed community redevelopment area.

A member of the Subcommittee suggested that the City of Gainesville invite Subcommittee members to participate in City committee meetings regarding the City's East Gainesville Redevelopment Area.

A member of the Subcommittee suggested that proposing the inclusion of this area in the City's Eastside Community Redevelopment Area could be an incentive for annexation.

A member of the subcommittee suggested that in the absence of a consensus, rather than the County establishing a community redevelopment area in order to encourage development and redevelopment in the area, projects and services that would stimulate development could be identified and the County Commission as a whole asked to amend the capital improvement projects list to include some of those projects and services.

**A majority of the Subcommittee members recommended that the Alachua County Board of County Commissioners not establish a Community Redevelopment Agency within the proposed redevelopment area.**

**A majority of the Subcommittee members was in favor of encouraging annexation of the proposed redevelopment area into the City of Gainesville and that the City subsequently incorporate the proposed redevelopment area into its Eastside Community Redevelopment Agency District.**

**A majority of the Subcommittee members recommended that the Alachua County Board of County Commissioners identify a tiering of priorities for areas within the unincorporated Urban Cluster in terms of growth and development, and if the County wants to prioritize development in this area, the County should ask City and/or County staffs to take a look at, and develop a list of, the public infrastructure and services that are limiting factors for redevelopment and growth in the area being considered.**

Mr. Jeffrey Hays, Alachua County Senior Planner, discussed transportation projects such as improvements to SE 43rd Street which are under design and to be funded with County impact fees, and transit service noting that the shared routes in the area run through the County and the City and to improve headways would involve coordination between the County and the City.

Some other projects discussed by members of the Subcommittee and staff included stormwater, water and sewer projects, and lighting.

A member of the Subcommittee noted that the City of Gainesville used Community Development Block Grant funds for infrastructure upgrades.

Mr. Lachnicht noted that the County Commission had also referred this to the County's Economic Development Advisory Committee and the Chamber of Commerce Public Policy Committee which were, or would be, reviewing this and staff would take back the input from all of the groups to the Board of County Commissioners, probably in April.

A member of the Subcommittee asked about filling the vacant Plan East Gainesville Subcommittee Chair position.

Mr. Sanderson stated that the MTPo will be asked to designate a Plan East Gainesville Subcommittee Chair and to also fill Commissioner Henry's vacant position at its April 2, 2012 meeting.

### III. ADJOURNMENT

The meeting was adjourned at 5:10 p.m.

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## EXHIBIT 4

### MEETING SUMMARY METROPOLITAN TRANSPORTATION PLANNING ORGANIZATION (MTPO) FOR THE GAINESVILLE URBANIZED AREA PLAN EAST GAINESVILLE STEERING COMMITTEE

Community Treasures Room  
Alachua County Administration Building  
Gainesville, Florida

10:00 a.m.  
Wednesday  
March 3, 2010

#### SUBCOMMITTEE

##### MEMBERS PRESENT

Rodney Long, Chair  
Scherwin Henry  
Craig Lowe

##### MEMBERS ABSENT

Cynthia Moore Chestnut

##### OTHERS PRESENT

Jennifer Carver  
Mike Castine  
Jesus Gomez  
Rob Gregg  
Jeff Hays  
Bill Morris  
Joel Rey  
Doug Robinson

##### STAFF PRESENT

Marlie Sanderson  
Michael Escalante

#### CALL TO ORDER

Chair Rodney Long called the meeting to order at 10:10 a.m. He noted that a quorum was not present, but asked that the presentation on the Gainesville Regional Transit System (RTS) Rapid Transit Feasibility Study commence.

Mr. Marlie Sanderson, MTPO Director of Transportation Planning, stated that the consultant for the Feasibility Study was present to discuss the draft Final Report.

#### II. GAINESVILLE REGIONAL TRANSIT SYSTEM RAPID TRANSIT FEASIBILITY STUDY

Mr. Rob Gregg, Center of Urban Transportation Research (CUTR) Transit Management Program Director, Mr. Bill Morris, CUTR Senior Research Associate, and Mr. Doug Robinson, RTS Chief Transit Planner, discussed the draft report and answered questions.

A quorum of the Plan East Gainesville Subcommittee was present.

#### I. INTRODUCTIONS

Chair Long introduced himself and asked others to do the same.

I-B. APPROVAL OF AGENDA

Chair Long asked for approval of the agenda.

**ACTION: Commissioner Lowe moved to approve the agenda. Commissioner Henry seconded; motion passed unanimously.**

II. GAINESVILLE REGIONAL TRANSIT SYSTEM RAPID TRANSIT FEASIBILITY STUDY  
(Continued)

Mr. Gregg, Mr. Morris and Mr. Robinson continued their discussion of the draft report and answered questions.

**ACTION: Commissioner Lowe moved to recommend that the MTPO approve the Gainesville Regional Transit System Rapid Transit Feasibility Study. Commissioner Henry seconded; motion passed unanimously.**

III. BUS RAPID TRANSIT SYSTEM MAP

Mr. Sanderson stated that the MTPO requested a BRT System Map. He said that he worked with RTS and Alachua County Growth management staffs to develop a draft BRT System Map. He and Mr. Robinson discussed the draft map and answered questions.

IV. OTHER ISSUES/COMMENTS

Chair Long suggested that the Plan East Gainesville Subcommittee visit Eugene, Oregon to investigate BRT.

V. ADJOURNMENT

Chair Long adjourned the meeting at 12:05 p.m.

## EXHIBIT 5

### MEETING SUMMARY METROPOLITAN TRANSPORTATION PLANNING ORGANIZATION (MTPO) FOR THE GAINESVILLE URBANIZED AREA PLAN EAST GAINESVILLE SUBCOMMITTEE

Community Treasures Room  
Alachua County Administration Building  
Gainesville, Florida

5:00 p.m.  
Wednesday  
May 14, 2008

#### SUBCOMMITTEE MEMBERS PRESENT

Rodney Long, Chair  
Cynthia Moore Chestnut

Craig Lowe

#### OTHERS PRESENT

Anthony Lyons  
Jonathan Paul  
Jeff Hays

#### STAFF PRESENT

Marlie Sanderson

#### MEMBERS ABSENT

Scherwin Henry

#### CALL TO ORDER

Chair Rodney Long called the meeting to order at 5:00 p.m.

Mr. Marlie Sanderson, MTPO Director of Transportation Planning, presented an overview of the Plan East Gainesville Subcommittee's tasks.

#### I. INTRODUCTIONS

Chair Long introduced himself and asked others to do the same.

#### II. DRAFT ALACHUA COUNTY LONG TERM CONCURRENCY MANAGEMENT SYSTEM

Mr. Sanderson stated that the Alachua County Commission requested that the Plan East Gainesville Subcommittee receive a presentation on the County's Long Term Concurrency Management System.

Mr. Jonathan Paul, Alachua County Transportation Planning Manager, discussed the draft Alachua County Long Term Concurrency Management System and answered questions. He noted that this information would be presented to the Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area. He offered Subcommittee members opportunity to comment on the draft Long Term Concurrency Management System. He said that there was no required action by the Subcommittee.

Mr. Sanderson stated that staff would develop materials to show comparisons between the draft Long Term Concurrency Management System and the Year 2035 Livable Community Reinvestment Plan.

### III. OTHER ISSUES/COMMENTS

There was no discussion of other issues or comments.

### IV. ADJOURNMENT

Chair Long adjourned the meeting at 6:30 p.m.

## EXHIBIT 6

13 December 2001

### Plan East Gainesville Meeting Summary Points for Commissioner Long

- Contract executed with Renaissance Planning Group (RPG) and a notice to proceed was issued
- Several Commissioners, staff and consultant attended last weeks Landscape Architecture presentation of conceptual plans for the study area at the GTEC center
- Consultant is negotiating establishing the Project Resource Center at the GTEC center.
- Consultant is working with UF College of Urban and Regional Planning to secure one or two graduate students who will assist with the project
- Drafting a new letter to newly identified stakeholders to increase participation in the project, new Airport Director, Department of Children and Families, Santa Fe Comm. Coll., Tacachale, SBAC & Legislative Delegation, Tom Coward, etc.

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## EXHIBIT 7

PLAN EAST GAINESVILLE SELECTION TEAM MEETING  
September 20, 2001

MEETING SUMMARY  
METROPOLITAN TRANSPORTATION PLANNING ORGANIZATION (MTPO)  
FOR THE GAINESVILLE URBANIZED AREA  
PLAN EAST GAINESVILLE SUBCOMMITTEE

Grace Knight Auditorium  
Alachua County Administration Building  
Gainesville, Florida

5:00 p.m.  
Thursday  
September 20, 2001

SELECTION TEAM  
MEMBERS PRESENT

Rodney Long, Chair  
Chuck Chestnut IV  
Linda Dixon  
Ron Herget  
Ralph Hilliard  
Robert Hutchinson  
Steve Lachnicht  
Warren Nielsen

SELECTION TEAM  
MEMBERS ABSENT

Doreen Joyner-Howard

OTHERS PRESENT

Anne Barkdoll  
Mike Byerly  
Paul Hoffhein  
Dave Wagner

STAFF PRESENT

Gerry Dedenbach  
Andrea Vogler

### CALL TO ORDER

Chairman Rodney Long called the meeting to order at 5:06 p.m.

Mr. Gerry Dedenbach, MTPO Senior Transportation Planner, stated the the purpose of today's meeting is to forward final recommendations to the MTPO concerning the consultant ranking for the Plan East Gainesville project. He said that, according to Mr. Dave Wagner, MTPO Attorney, the Selection Team must forward the numeric consultant ranking to the MTPO. He explained that Mr. Wagner also stated that the Selection Team can also forward any pertinent comments to the MTPO. He reviewed the final tabulation of the numeric consultant ranking:

1.	Duany Plater-Zyberk	741
2.	Renaissance Planning Group	718
3.	The Corradino Group	653
4.	Creative Environmental Solutions	484

**ACTION:** Commissioner Nielsen moved to forward the numeric consultant ranking to the MTPO. Commissioner Chestnut seconded; motion passed unanimously.

Ms. Anne Barkdoll expressed concern that the seven-day charrette format as proposed by Duany Plater-Zyberk may be inappropriate for this project. She said that working citizens might not be able to attend all of these meetings.

The Selection Team discussed additional comments to forward to the MTPO concerning the consultant ranking and selection.

**ACTION: Commissioner Hutchinson moved to recommend that the MTPO incorporate the following items into the Plan East Gainesville consultant contract:**

1. the consultant shall:
  - A. establish a local project office, within the project boundary, to be open at least one day or evening per week;
  - B. allow adequate time between the project planning phases for public involvement and community input; and
  - C. assign a project manager with local knowledge, experience and involvement; and
2. note that a seven-day charrette may not be appropriate for this project.

**Commissioner Nielsen seconded.**

The Selection Team discussed alternative charrette formats for this project.

**It was a consensus of the Selection Team to request that Duany Plater-Zyberk further define their seven-day charrette process.**

Mr. Dedenbach discussed staff's comments concerning the consultant selection process. He said that the consultant should:

1. include, in their project scope, the codification of plan elements and strategies and development of appropriate smart-growth ordinances;
2. address environmental issues, as outlined in the scope of services, consistent with the goals of the Alachua County Environmental Protection Department and the State of Florida Department of Environmental Protection;
3. perform a neighborhood profiling index exercise and offer guidance to accommodate future growth and community goals; and
4. include assurances that the proposed work product will be responsive to the community's vision and goals concerning the project area which are to be developed during the public participation and community involvement stages of this project.

Commissioner Mike Byerly discussed the Livable Community Reinvestment Plan and noted that the project should remain consistent with the goals, objectives and vision of that plan.



Mr. Paul Hoffhein discussed the seven-day charrette process. He noted that it appears as though most of the planning will be completed during these seven days. He expressed concern that most of the people attending the full seven days will be either paid to be there or told by their employers to attend. He reiterated the comment that the seven day format may be inappropriate for this project because working citizens would not be able to attend all of these meetings.

A member of the Subcommittee suggested that Subcommittee Chair Rodney Long participate in the consultant negotiation process.

A member of the Selection Team requested that staff contact the references listed in the consultant proposals and forward comments to the MTPO with the final recommendations of the Selection Team.

It was a consensus of the Selection Team to request that staff contact the references listed in the consultant proposals and forward comments to the MTPO with the final recommendations of the Selection Team.

**SUBSTITUTE MOTION:**

**Commissioner Hutchinson moved to amend the motion to recommend that the MTPO incorporate the following into the Plan East Gainesville consultant contract:**

- 1. the consultant shall:**
  - A. establish a local project office, within the project boundary, to be open approximately one day or evening per week;**
  - B. allow adequate time between the project planning phases for public involvement and community input;**
  - C. assign a project manager with local knowledge, experience and involvement;**
  - D. include, in the project scope, the codification of plan elements and strategies and development of appropriate smart-growth ordinances;**
  - E. address environmental issues, as outlined in the scope of services, consistent with the goals of the Alachua County Environmental Protection Department and the State of Florida Department of Environmental Protection;**
  - F. perform a neighborhood profiling index exercise and offer guidance to accommodate future growth and community goals;**
  - G. include assurances that the proposed work product will be responsive to the community's vision and goals concerning the project area which are to be developed during the public participation and community involvement stages of this project; and**

- H.     **develop a plan for the project area which is consistent with the goals, objectives and vision of the Liveable Community Reinvestment Plan; and**
- 2.     **note that a seven-day charrette may not be appropriate for this project.**

**Commissioner Nielsen seconded; motion passed unanimously.**

**ACTION: Commissioner Hutchinson moved to recommend that the MTPO authorize Subcommittee Chairman Rodney Long to participate in the consultant negotiation process. Commissioner Chestnut seconded; motion passed unanimously.**

**ADJOURNMENT**

Chair Long adjourned the meeting at 5:58 p.m.

## EXHIBIT 8

PLAN EAST GAINESVILLE SELECTION TEAM MEETING  
September 13, 2001

MEETING SUMMARY  
METROPOLITAN TRANSPORTATION PLANNING ORGANIZATION (MTPO)  
FOR THE GAINESVILLE URBANIZED AREA  
PLAN EAST GAINESVILLE SUBCOMMITTEE

Cafeteria  
Williams Elementary School  
Gainesville, Florida

5:00 p.m.  
Thursday  
September 13, 2001

SELECTION TEAM  
MEMBERS PRESENT

Rodney Long, Chair  
Chuck Chestnut IV  
Linda Dixon  
Ron Herget  
Ralph Hilliard  
Robert Hutchinson  
Doreen Joyner-Howard  
Steve Lachnicht  
Warren Nielsen

OTHERS PRESENT

See Exhibit 1

STAFF PRESENT

Marlie Sanderson  
Gerry Dedenbach  
Michael Escalante  
Andrea Vogler

### CALL TO ORDER

Chairman Rodney Long called the meeting to order at 5:10 p.m.

Mr. Gerry Dedenbach, MTPO Senior Transportation Planner, reviewed the consultant presentation format. He said that each presentation session will be one hour. He noted that consultant presentations will be no more than 30 minutes, followed by a 20 minute question and answer period then 10 minutes for the next consultant to setup. He added that the Subcommittee will hear Consultant presentations in the following order:

5:30 to 6:30	Renaissance Planning Group
6:30 to 7:30	Duany Plater-Zyberk
7:30 to 8:30	The Corradino Group
8:30 to 9:30	Creative Environmental Solutions

The Selection Team received presentations from the four consultants, asked questions and recorded their scores.

Mr. Dedenbach said that the Subcommittee needs to rank the proposals. He reported the following preliminary scores, out of a possible 900 points, for the consultant proposals:

Renaissance Planning Group	691
Duany Plater-Zyberg	741
The Corradino Group	655
Creative Environmental Solutions	502

Ms. Anne Barkdoll expressed concern that there were no citizens from the East Gainesville area on the selection team.

Chair Long explained that a citizen representative from the East Gainesville Development Corporation was invited to be on the selection team did not to attend tonight's meeting.

Mr. Paul Hoffhein expressed concern that the seven-day charrette format proposed by one of the consultants may be inappropriate for this project because working citizens would not be able to attend these meetings.

**ACTION:** Commissioner Hutchinson moved to forward the following consultant ranking to the MTPO:

1. Duany Plater-Zyberk
2. Renaissance Planning Group
3. The Corradino Group
4. Creative Environmental Solutions

Commissioner Nielsen seconded; motion passed 6 to 2.

The Selection Team discussed the method used to rank the consultants.

**ACTION:** Commissioner Nielsen moved to reconsider the approved motion to forward the consultant ranking to the MTPO. Commissioner Hutchinson seconded; motion passed unanimously.

The Selection Team discussed what additional methods could be used to rank the consultants.

**It was a consensus of the Selection Team to request that staff prepare a numeric raw score average ranking summary of how each member ranked the consultants.**

**ACTION:** Commissioner Hutchinson moved to adjourn the meeting and schedule a Selection Team meeting to consider the results of the raw-score average ranking of the four consultants. Commissioner Nielsen seconded; motion passed unanimously.

ADJOURNMENT

Chair Long adjourned the meeting at 10:05 p.m.

## EXHIBIT 9

### METROPOLITAN TRANSPORTATION PLANNING ORGANIZATION PLAN EAST GAINESVILLE SUBCOMMITTEE SEPTEMBER 13, 2001 MINUTES

#### EXHIBIT 1

Anne Barkdoll  
Rachel Bishop-Cook  
Alice Bojanowski  
Susan Bridges  
Mayor Tom Bussing  
Mike Byerly  
Thomas Coward  
Laura Dedenbach  
Jan Frentzen

Brad Guy  
Pegeen Hanrahan  
Carmen Harris  
Paul Hoffhein  
Ed Jennings  
Ken McMurray  
Dave Newport  
Ted Nichols

Meg Niederhofer  
Robert Norton  
Kenrick Pierre  
Bob Rohrlack  
John Sabatella  
Aage Schroder  
Janine Sikes  
Linda Triulzi



## EXHIBIT 10

### MEETING SUMMARY METROPOLITAN TRANSPORTATION PLANNING ORGANIZATION (MTPO) FOR THE GAINESVILLE URBANIZED AREA PLAN EAST GAINESVILLE SUBCOMMITTEE

Room #16  
Gainesville City Hall  
Gainesville, Florida

11:00 a.m.  
Monday  
August 13, 2001

#### MEMBERS PRESENT

Rodney Long, Chair  
Chuck Chestnut IV  
Robert Hutchinson  
Warren Nielsen

#### OTHERS PRESENT

Tim Lockette  
Janine Sikes

#### STAFF PRESENT

Marlie Sanderson  
Gerry Dedenbach  
Andrea Vogler

#### CALL TO ORDER

Chair Rodney Long called the meeting to order at 11:03 a.m.

#### I. INTRODUCTIONS

There were no introductions.

#### II. AGENDA APPROVAL

**ACTION:** Commissioner Hutchinson moved to approve the meeting agenda. Commissioner Nielsen seconded; motion passed unanimously.

#### III. REQUEST FOR PROPOSAL - SCOPE OF SERVICES

Mr. Dedenbach discussed the Plan East Gainesville request for proposal process. He stated that staff received four letters of qualification. He said that the Subcommittee needs to make a recommendation concerning which of the four applicants will be issued the request for proposal and invited to give presentations concerning this project.

The Subcommittee discussed the letters of qualification and the consultant presentation format.

A member of the Subcommittee suggested that financial stakeholders in this project be invited to serve on the selection team and rank the proposals.

The Subcommittee discussed the selection team membership.

**ACTION:** Commissioner Hutchinson moved to recommend that the MTPO:

1. distribute the request for proposal to, and solicit presentations from, the four firms that submitted letters of qualifications;
2. receive the presentations at its September 13 meeting;
3. establish a Plan East Gainesville selection team of no more than 10 members that consists of:
  - A. the Plan East Gainesville Subcommittee;
  - B. financial stakeholders in the Plan East Gainesville project; and
  - C. representatives from the East Gainesville Development Corporation and the Front Porch Florida Project; and
4. authorize the Subcommittee Chair to send letters to stakeholders requesting their participation in ranking the Plan East Gainesville project proposals.

Commissioner Chestnut seconded; motion passed unanimously.

Chair Long discussed documentation of the Plan East Gainesville Planning process and requested that the September 13 meeting be videotaped.

The Subcommittee continued to discuss the format for the consultant presentations.

It was a consensus of the Subcommittee to format the presentations as follows:

1. 30 minutes for applicant presentations;
2. 20 minutes for questions and answers; and
3. 10 minutes for setup and breaks.

The Subcommittee discussed the location for the September 13 meeting.

Chair Long requested that the meeting be held in the southeast area of Gainesville. He suggested that staff contact the East Gainesville Development Corporation to inquire whether they would be willing to host the meeting and provide refreshments. He provided a status report concerning funding for the Plan East Gainesville project.

The Subcommittee discussed funding issues concerning the project.

It was a consensus of the Subcommittee to request that staff:

1. research the cost of similar planning projects listed in the letters of qualifications;
2. develop a list of stakeholders and their financial participation in the project;



3. include the cost of staff's efforts concerning this project in this list; and
4. include the \$45,000 allocated to hold a charrette in the list.

Mr. Marlie Sanderson, MTPO Director of Transportation Planning, stated that the Florida Department of Transportation (FDOT) is working to develop a Community Impact Assessment process. He explained that the Community Impact Assessment process emphasizes the importance of involving the public early in the planning process. He said that FDOT may provide funding for the Plan East Gainesville project as a Community Impact Assessment case-study.

**It was a consensus of the Subcommittee to request that staff inquire whether FDOT would provide funding for the Plan East Gainesville project as a case-study for the Community Impact Assessment process.**

A member of the Subcommittee stated that the Subcommittee should request that the MTPO authorize the Subcommittee Chair to participate in the consultant negotiation process.

**ACTION: Commissioner Hutchinson moved to recommend that the MTPO authorize the Plan East Gainesville Subcommittee Chair to participate in the consultant negotiation process. Commissioner Chestnut seconded; motion passed unanimously.**

#### ADJOURNMENT

Chair Long adjourned the meeting at 11:57 a.m.

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## EXHIBIT 11

### MEETING SUMMARY METROPOLITAN TRANSPORTATION PLANNING ORGANIZATION (MTPO) FOR THE GAINESVILLE URBANIZED AREA PLAN EAST GAINESVILLE SUBCOMMITTEE

Auditorium  
Alachua County Health Department Building  
Gainesville, Florida

6:00 p.m.  
Thursday  
July 5, 2001

#### MEMBERS PRESENT

Rodney Long, Chair  
Mike Byerly  
Chuck Chestnut IV  
Robert Hutchinson  
Warren Nielsen

#### OTHERS PRESENT

Len Buffington  
Joye Brown  
Fred Cantrell  
Gene Clerkin  
Laura Dedenbach  
Linda Dixon  
Paul Hoffhein  
Steve Lachnicht  
Sam Middleton  
Melissa Norman  
Ed Regan

#### OTHERS PRESENT

Mary Therese Reuss  
Tom Reuss  
Sarah Reuss  
Shawn Woodin

#### STAFF PRESENT

Marlie Sanderson  
Gerry Dedenbach  
Michael Escalante  
Andrea Vogler

#### CALL TO ORDER

Chair Rodney Long called the meeting to order at 6:06 p.m.

#### I. INTRODUCTIONS

Chair Long introduced himself and asked those present to introduce themselves.

#### II. AGENDA APPROVAL

**ACTION:** Commissioner Hutchinson moved to approve the meeting agenda. Commissioner Nielsen seconded; motion passed unanimously.

#### III. CHAIR'S REPORT

There was no Chair's report.

#### IV. PLAN EAST GAINESVILLE OVERVIEW

Mr. Marlie Sanderson, MTPO Director of Transportation Planning, gave a presentation concerning the MTPO's adopted Livable Community Reinvestment Plan and answered questions.

Mr. Gerry Dedenbach, MTPO Senior Transportation Planner, gave a presentation concerning the proposed Plan East Gainesville project and answered questions.

A member of the Subcommittee requested video documentation of the Plan East Gainesville project's planning and public participation processes.

Mr. Dedenbach stated that staff will contact the University of Florida School of Journalism to ask if they would be willing to produce a Plan East Gainesville project documentary.

#### V. REQUEST FOR PROPOSAL - SCOPE OF SERVICES

Mr. Dedenbach discussed the draft scope of services for the Plan East Gainesville project and answered questions.

Commissioner Mike Byerly asked that this project be developed consistent with the MTPO's adopted Year 2020 Livable Community Reinvestment Plan. He suggested that special consideration be given to those consultants who have planning experience in traditional neighborhood design.

**It was a consensus of the Subcommittee to amend the request for proposals to give special consideration to Consultants who have planning experience in traditional neighborhood design.**

A member of the Subcommittee asked whether it is legal for private land-owners, in the project area, to provide financial support for this planning effort. He also asked whether the MTPO could include in the consultant agreement a statement which allows the consultant to contract with a private land-owner in the project area while under contract with the MTPO.

Mr. Sanderson stated that staff will consult with the MTPO Attorney concerning these issues and report to the Subcommittee at its next meeting.

**ACTION: Commissioner Chestnut moved to amend the scope of services to reflect that the Plan East Gainesville project will be developed consistent with the goals and vision of the Livable Community Reinvestment Plan. Commissioner Nielsen seconded; motion passed unanimously.**

A member of the Subcommittee stated that the scope should note that the Consultant should take into consideration past and current planning efforts in the project area.

Mr. Dedenbach stated that Mr. Dan Rudez, City of Gainesville Economic Development Department Intern, is developing an inventory of planning and economic revitalization efforts in East Gainesville. He said that staff will provide this inventory to the Consultant.

**ACTION: Commissioner Nielsen moved to:**

- 1. amend the scope of services to note that the Consultant should take into consideration past and current planning efforts in the project area; and**

2. **recommend that the MTPO approve the scope of services and the request for proposals as amended.**

**Commissioner Chestnut seconded; motion passed unanimously.**

Chair Long stated that, at the last meeting, the Subcommittee discussed funding sources for this project. He said that the Subcommittee discussed the possibility of establishing partnerships with public and private entities to fund the study.

Mr. Ed Regan, Gainesville Regional Utilities (GRU) Strategic Planning Director, stated that GRU is interested in participating in this project. He noted that GRU is looking for a site for their new operations center.

Mr. Gene Clerkin, Gainesville Regional Airport Director, discussed limitations on spending Federal Aviation Administration funds.

Ms. Joye Brown, FDOT District 2 Assistant Planning Manager, discussed FDOT's interest in participating in the project.

Mr. Shawn Woodin, Alliance for Economic Development, discussed their interest in participating in the project.

Mr. Fred Cantrell, University of Florida Associate Vice President for Administrative Affairs, stated that the University is considering the MTPO's offer to participate in this project.

Mr. Eric Lewis, St. John's River Water Management District, discussed in-kind services which the District may be able to provide for this project.

Chair Long requested written responses in 30-45 days concerning each agency's level of financial and/or in-kind participation in this project.

## VI. REQUEST FOR PROPOSAL (RFP)

This item was discussed in conjunction with Agenda Item V. Request for Proposal - Scope of Services.

## VII. COMMENTS

### 1. MEMBERS

Chair Long reported that he will give a presentation concerning the Plan East Gainesville project at a University of Florida Community Task Force meeting on August 20 at the Heritage Club.

### 2. CITIZENS

There were no citizen comments.

VIII. INFORMATION ITEMS

There was no discussion of the information items.

ADJOURNMENT

Chair Long adjourned the meeting at 7:35 p.m.

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## EXHIBIT 12

### MEETING SUMMARY METROPOLITAN TRANSPORTATION PLANNING ORGANIZATION (MTPO) FOR THE GAINESVILLE URBANIZED AREA PLAN EAST GAINESVILLE SUBCOMMITTEE

Grace Knight Auditorium  
Alachua County Administration Building  
Gainesville, Florida

3:00 p.m.  
Wednesday  
May 30, 2001

#### MEMBERS PRESENT

Rodney Long, Chair  
Robert Hutchinson  
Warren Nielsen

#### MEMBERS ABSENT

Chuck Chestnut IV

#### OTHERS PRESENT

Len Buffington  
Bruce Delaney  
Linda Dixon  
Thomas Fay  
Ralph Hilliard  
Doug Hornbeck  
Paul Hoffhein  
Steve Lachnicht

#### OTHERS PRESENT

Robert Norton  
Kenrick Pierre  
Dan Rudez

#### STAFF PRESENT

Marlie Sanderson  
Gerry Dedenbach  
Andrea Vogler

#### CALL TO ORDER

Chair Rodney Long called the meeting to order at 3:05 p.m.

#### I. INTRODUCTIONS

There were no introductions.

#### II. AGENDA APPROVAL

Mr. Gerry Dedenbach, MTPO Senior Transportation Planner, requested the addition of Item V. 3., Staff Comments.

**ACTION:** Commissioner Nielsen moved to approve the meeting agenda with the addition of Item V.3., Staff Comments. Commissioner Hutchinson seconded; motion passed unanimously.

#### III. CHAIR'S REPORT

Chair Long stated that the Alachua County Commission has been discussing whether to appropriate funds for the Plan East Gainesville project. He said that the Committee needs to solicit private partnerships to help fund the project.

Commissioner Nielsen stated that the Gainesville City Commission has also discussed whether to appropriate funds for the project. He asked Mr. Dedenbach to elaborate on the possibility of using Project Development and Environmental (PD&E) Study funds from the Florida Department of Transportation for this project.

Mr. Dedenbach stated that the MTPO has prioritized this project in the Liveable Community Reinvestment Plan (LCRP). He said that \$300,000 exists which may be used for a portion of this project provided that the scopes of services meet their PD&E and National Environmental Protection Act (NEPA) requirements.

Chairman Long discussed the Alachua County Comprehensive Plan update. He noted that the draft plan makes several references to the LCRP. Therefore, he said, the County Commission has discussed adopting the vision of the LCRP. He encouraged the City Commission to adopt the LCRP vision as well.

#### IV. EASTERN GAINESVILLE URBAN AREA PROJECT- SCOPES OF WORK

##### 1. SPECIAL AREA PLAN ELEMENT

Mr. Dedenbach stated that the Committee, at their May 2 meeting, directed staff to prepare estimates of the ratio of staff versus consultant tasks in each plan element and identify the necessary funding to complete each task. He said that City and County staffs are present to discuss their respective scopes of work.

Mr. Ralph Hilliard, Gainesville Department of Community Development Planner, discussed the Special Area Plan Element scope of services and answered questions.

The Subcommittee discussed the scope of services and the timeline for completion of the project.

**It was a consensus of the Committee to recommend that the scope of services include the charrette option.**

##### 2. LAND CONSERVATION PLAN ELEMENT

Mr. Robert Norton, Alachua County Environmental Protection Department (ACEPD) Natural Resources Supervisor, discussed the Land Conservation element scope of work and answered questions. He stated that most of the work for this element could be completed by ACEPD staff, provided that the department's request for staff budget enhancements are granted.

The Subcommittee discussed funding sources for this project. They discussed the possibility of establishing partnerships with public and private entities to fund the study.

Mr. Dedenbach elaborated further on the possibility of acquiring PD&E funds from FDOT. He stated that FDOT funds may not be available to study the entire project area because, originally, the corridor study was designated with a roadway alignment connecting SW 16<sup>th</sup> Avenue to Hawthorne Road. He added that FDOT may provide PD&E funds for this study for the first phase of this project which is below University Avenue.

Mr. Marlie Sanderson, MTPO Director of Transportation Planning, stated that staff will schedule a meeting with FDOT staff, to discuss funding issues, prior to the June 7 MTPO meeting.

The Subcommittee further discussed funding issues concerning the Plan East Gainesville project.



**ACTION:** Commissioner Hutchinson moved to recommend that the MTPO:

1. approve the Special Area Plan Element and Land Conservation Element scopes of work;
2. authorize the Subcommittee members to solicit funds for this project from public and private entities; and
3. request that staff draft a request for proposals for tasks specified in the scopes of work.

Commissioner Nielsen seconded; motion passed unanimously.

## V. COMMENTS

### 1. MEMBERS

A member of the Subcommittee suggested that staff begin to document, perhaps on video, the planning process for this project. He said that when the draft plans are presented to the public, it can be helpful to show the amount of hard work, both from staff and the public, that went into the project.

A member of the Subcommittee suggested that staff contact the University of Florida School of Journalism to inquire whether any students would be interested in documenting this planning process.

Mr. Norton discussed the possibility of requesting assistance from Eastside high School students as well as UF.

### 2. CITIZENS

The following individuals provided citizen comment:

Len Buffington   Thomas Fay                      Doug Hornbeck

### 3. STAFF

Mr. Dedenbach provided a status report concerning the East Gainesville redevelopment efforts of the Gainesville Department of Economic Development and the Gainesville Enterprise Zone Development Agency (GEZDA).

## VI. INFORMATION ITEMS

There was no discussion of the information items.

## ADJOURNMENT

Chair Long adjourned the meeting at 4:35 p.m.



## EXHIBIT 13

### MEETING SUMMARY METROPOLITAN TRANSPORTATION PLANNING ORGANIZATION (MTPO) FOR THE GAINESVILLE URBANIZED AREA PLAN EAST GAINESVILLE SUBCOMMITTEE

Williams Elementary School Cafeteria  
1245 SE 7<sup>th</sup> Avenue  
Gainesville, Florida

7:00 p.m.  
Wednesday  
March 21, 2001

#### MEMBERS PRESENT

Rodney Long, Chair  
Chuck Chestnut IV  
Warren Nielsen

#### MEMBERS ABSENT

Robert Hutchinson

#### OTHERS PRESENT

Whit Blanton  
Jim Channel  
Bruce Delaney  
Linda Dixon  
Thomas Fay  
Carmen Harris  
Sherwin Henry  
Ralph Hilliard  
Doug Hornbeck  
Paul Hoffhein  
Linda Keane  
Reverend Keane  
Larry Kendrick  
Andrew Livette

#### OTHERS PRESENT

Jeff Logan  
Sam Middleton  
Robert Norton  
Tim Strauser  
Gladys Thompson  
Carol Walker

#### STAFF PRESENT

Marlie Sanderson  
Gerry Dedenbach  
Mike Escalante  
Andrea Vogler

#### CALL TO ORDER

Chair Rodney Long called the meeting to order at 7:05 p.m. He discussed the Subcommittee's name and suggested that it be changed to the Plan East Gainesville Subcommittee.

Mr. Marlie Sanderson, MTPO Director of Transportation Planning, provided a brief overview of the Plan East Gainesville project history.

#### I. INTRODUCTIONS

Chairman Long introduced himself and asked those present to introduce themselves.

#### II. AGENDA APPROVAL

**ACTION:** Commissioner Nielsen moved to approve the meeting agenda. Commissioner Chestnut seconded; motion passed unanimously.

#### III. CHAIR'S REPORT

Chairman Long stated that he did not have any items to report.

#### IV. FLORIDA INTRASTATE HIGHWAY SYSTEM (FIHS)

Chairman Long discussed the Florida Department of Transportation's (FDOT's) policies concerning roadways being designated as part of the FIHS. He stated that FDOT must receive approval from local governments prior to designating a roadway as part of the FIHS.

The following individuals spoke concerning this agenda item:

Thomas Fay                      Gladys Thompson

#### V. SUBCOMMITTEE TEAM ROSTER

Mr. Gerry Dedenbach, MTPO Senior Transportation Planner, discussed the Subcommittee team roster and answered questions. He reported that the City and County Commissions have added an agenda item to their respective Commission meetings to designate appropriate liaison to the Subcommittee. However, he added, this action has not yet taken place.

#### VI. EASTERN GAINESVILLE URBAN AREA PROJECT - SCOPES OF WORK

##### 1. SPECIAL AREA PLAN ELEMENT

Mr. Ralph Hilliard, City of Gainesville Planning Manager, stated that City and County staff have drafted a scope for the Special Area Plan element of this project. He requested clarification concerning whether the Special Area Plan should cover broad issues (such as growth management) or provide specific details (such as construction type) for the project area. He expressed concern that the City and County will not be able to meet the February 2002 completion deadline due to staffing constraints. He urged the Subcommittee to recommend that a consultant be hired to develop the Special Area Plan.

The Subcommittee discussed the scope of the Special Area Plan and agreed that the Plan should examine opportunities for economic development and neighborhood revitalization. They also agreed that the Plan should strive to echo the vision adopted in the MTPO's Liveable Community Reinvestment Plan.

**It was a consensus of the Subcommittee to request that a presentation concerning the MTPO's Liveable Community Reinvestment Plan be included on the next Subcommittee meeting agenda.**

Mr. Bruce Delaney suggested that the Subcommittee consider characteristics of the project area that the public wants to preserve when developing the Special Area Plan.

Dr. Thomas Fay, Evergreen Cemetery Association of Gainesville, Inc. President, provided a preliminary list of characteristics to preserve.

Ms. Gladys Thompson requested that the Special Area Plan consider issues regarding special-use development. Particularly, she said, issues concerning the future locations of low-income housing developments.

Mr. Sherwin Henry stated that, approximately four years ago, the City of Gainesville developed an Action Plan for East Gainesville. He said that he would provide staff with a copy of the Action Plan.

**It was a consensus of the Subcommittee to request that staff include the Action Plan in the materials for the next meeting.**

A member of the Subcommittee expressed the importance of insuring that the Plan East Gainesville Project does not conflict with current efforts to revitalize the Eastern Gainesville Urban area.

**It was a consensus of the Subcommittee to request that City and County staff prepare a draft Special Area Plan scope of services, with cost estimates, and include it in the next Subcommittee meeting packet.**

## 2. LAND CONSERVATION PLAN ELEMENT

Mr. Robert Norton, Alachua County Environmental Protection Department (ACEPD) Natural Resources Supervisor, discussed items which should be considered in the development of the Land Conservation Plan scope of services and answered questions.

The Subcommittee discussed the Land Conservation Plan scope of services.

The following individuals spoke concerning the Land Conservation Plan:

Thomas Fay                      Gladys Thompson

## 3. TRANSPORTATION PLAN ELEMENT

Mr. Dedenbach discussed the Transportation Plan Element scope of services and answered questions.

A member of the Subcommittee stated that the Community Vision and Special Area Plan should be the basis for the Transportation Plan Element scope of services and any proposed transportation system modifications in the project area.

## 4. PUBLIC PARTICIPATION SCOPE OF SERVICES

Ms. Andrea Vogler, MTPO Associate Planner, discussed the Public Participation scope of services and answered questions.

Mr. Paul Hoffhein suggested that the Subcommittee consider public education, as well as public participation efforts, concerning this project.

**ACTION:        Commissioner Chestnut moved to recommend approval of the Public Participation Scope of Services. Commissioner Nielsen seconded; motion passed unanimously.**

Mr. Hoffhein asked how the project will be funded.

The Subcommittee discussed funding sources for the project. They also discussed when the next subcommittee meeting will be held.

Chairman Long requested that staff schedule the next Subcommittee meeting approximately two weeks prior to the May 10 MTPO meeting. He said that, at this meeting, the Subcommittee will review and discuss the Special Area, Land Conservation and Transportation Plan Element scopes of work and cost estimates.

#### VII. PROJECT WEB SITE

Mr. Dedenbach provided a brief overview of the PlanEastGainesville.org website and answered questions.

#### VIII. INFORMATION ITEMS

There was no discussion of the information items.

#### ADJOURNMENT

Chair Long adjourned the meeting at 9:27 p.m.

## EXHIBIT 14

MEETING SUMMARY  
METROPOLITAN TRANSPORTATION PLANNING ORGANIZATION (MTPO)  
FOR THE GAINESVILLE URBANIZED AREA  
SOUTHEAST (SE) CONNECTOR SUBCOMMITTEE

Gainesville City Hall  
Room 117  
Gainesville, Florida

3:00 p.m.  
Friday  
February 16, 2001

MEMBERS PRESENT

Rodney Long, Chair  
Chuck Chestnut IV  
Robert Hutchinson  
Warren Nielsen

MEMBERS ABSENT

(None)

OTHERS PRESENT

Commissioner Mike Byerly  
Rick Drummond  
Mike Drummond  
Thomas Fay  
Ralph Hilliard  
Doug Hornbeck  
Paul Hoffheim  
Charles Justice  
Bill Lecher  
Dean Mimms  
Meg Niederhofer

OTHERS PRESENT

Ghulam Quadir  
John Sabatella  
Maria Savoia  
Teresa Scott

STAFF PRESENT

Marlie Sanderson  
Gerry Dedenbach  
Andrea Vogler

CALL TO ORDER

Chair Rodney Long called the meeting to order at 3:05 p.m.

Mr. Marlie Sanderson, MTPO Director of Transportation Planning, distributed and reviewed the draft SE Connector Subcommittee Mission Statement. He discussed the draft project summary.

The Subcommittee reviewed and recommended changes to the project summary.

**ACTION:** Commissioner Hutchinson moved to adopt the SE Connector Subcommittee Mission Statement as follows:

“As a result of conducting a significant public participation program, develop joint City of Gainesville and Alachua County special area, land conservation and transportation plans to revitalize the Eastern Gainesville urban area (see Exhibit1) after considering the environmental, economic, neighborhood and transportation impacts of proposed development in this area, and determine if a defined roadway corridor for the Southeast Parkway can be established that will help reduce traffic on University Avenue in the downtown area, better distribute traffic on the east side of Gainesville, and allow landowners in East Gainesville to donate right-of-way for the Southeast Parkway.”

Commissioner Nielsen seconded; motion passed unanimously.

Mr. Gerry Dedenbach, MTPO Senior Transportation Planner, stated that, at its February 5 meeting, the Subcommittee requested that staff conduct a comprehensive analysis of the area. He said that staff has provided several maps of the areas depicting existing and future land use data, vacant land, environmentally and historically sensitive areas, roadway level of service and transit routes for the project area.

**It was a consensus of the Subcommittee to request that staff provide area maps depicting:**

1. existing and proposed conservation lands;
2. tax increment financing districts;
3. neighborhoods;
4. homesteaded and non-homesteaded properties;
5. schools, school zones and public buildings;
6. cemeteries; and
7. watershed and hydrology of the area.

Commissioner Mike Byerly asked whether the Florida Department of Transportation (FDOT) could assume ownership of the proposed Southeast Parkway to include as part of the Florida Intrastate Highway System (FIHS).

**ACTION:** Commissioner Hutchinson moved to request that the SE Connector Subcommittee Chair send a letter to FDOT requesting information regarding:

1. policies that are used to designate roads as part of the FIHS; and
2. ways to exempt local roads from being transferred to the FDOT and made a part of the FIHS.

**Commissioner Nielsen seconded; motion passed unanimously.**

The Subcommittee discussed the importance of involving the public, as early as possible, in the SE Connector project development process.

Chair Long requested that staff notify the local media of all future Subcommittee meetings.

**ACTION:** Commissioner Hutchinson moved to request that staff establish a SE Connector website in order to provide another means of public involvement in the project. Commissioner Nielsen seconded; motion passed unanimously.

**It was a consensus of the Subcommittee to request that a formal staff team be established for this project and suggested that, at its next meeting, the MTPO request that the City and County Commissions direct their staffs to assign appropriate personnel to the team.**

Mr. Sanderson stated that, due to the lack of issues requiring immediate MTPO action, the March 1, 1:30 p.m. MTPO meeting may be canceled.

**It was a consensus of the Subcommittee to request that the afternoon MTPO meeting be held at 3:00 p.m. to allow for discussion of SE Connector Project issues.**



**ACTION:** Commissioner Hutchinson moved to request that staff provide a SE Connector Subcommittee team roster at the next meeting. Commissioner Chestnut seconded; motion passed unanimously.

**It was a consensus of the Subcommittee to request that staff include a SE Connector update and timeline on all future MTPO meeting agendas.**

The Subcommittee discussed when to schedule their next meeting.

**It was a consensus of the Subcommittee to request that staff:**

- 1. schedule the next meeting at the Health Department, at 5:30 p.m. on a date to be determined;**
- 2. include all MTPO members on the mail list; and**
- 3. provide the draft Subcommittee mail list to all MTPO members for their input.**

Chairman Long asked for citizen comments.

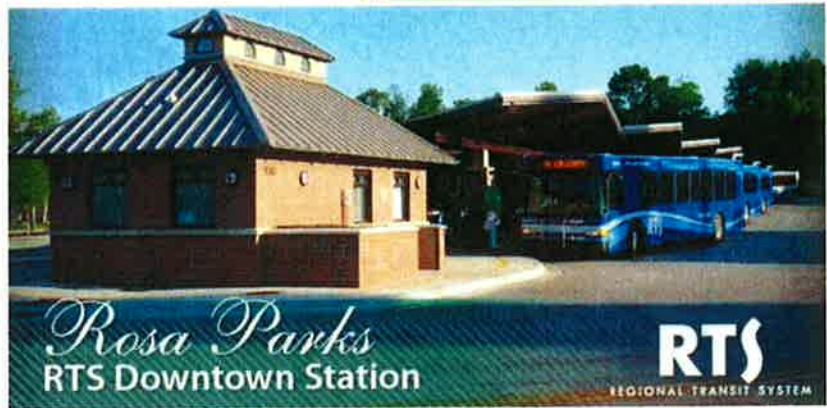
The following citizens spoke concerning the SE Connector Project:

Thomas Fay                      Doug Hornbeck

#### ADJOURNMENT

Chair Long adjourned the meeting at 4:35 p.m.





## GO ENHANCE RTS STUDY EXECUTIVE SUMMARY



May, 2014



## 1.0 INTRODUCTION

### 1.1 Purpose and Need

#### 1.1.1 Purpose of Study

The study evaluated premium transit modes as a cost-effective, sustainable mechanism for improving east-west connectivity, increasing mobility and transportation choice, reducing congestion and parking demand, spurring economic development, and supporting the community's desire for a multimodal model network. In 2010, the Gainesville Regional Transit System (RTS) completed an initial *Rapid Transit System Feasibility Study* which recommended a premium transit investment in a 16-mile east-west corridor extending from Oaks Mall to the Gainesville Regional Airport, serving the University of Florida (UF) and downtown Gainesville. The follow up *Go Enhance RTS Study* has both expanded upon and refined that study to examine a variety of transit improvements and their ability to improve travel markets that converge within the corridor. The study area was also expanded to include the Santa Fe College (SFC), Newberry Village, Spring Hill, and SantaFe Village areas.

#### 1.1.2 Project Need

An assessment of current conditions in the study area and the potential ramifications of future development highlight several key transportation-related problems from which alternatives and evaluation criteria were developed.

Newberry Road, University Avenue, Archer Road, NW 13th Street, NW 23rd Avenue, SW 20th Avenue and SW 34th Street are all currently at or are projected to exceed accepted levels of traffic congestion (Level of Service E and F). The most significant commercial, healthcare, cultural, educational, government, high density residential and employment destinations are situated along these corridors. The roadway capacity projects planned for these roadways will not substantially reduce the projected levels of travel delay. The combination of rising levels of traffic congestion along with limited roadway expansion options due to pedestrian concerns, community policy, relocation costs, and physical constraints puts a greater strain on the regional roadway network than it can be expected to handle. As a regional destination of statewide significance, transportation is a critical issue for Gainesville's economic viability, its hospitals and schools. Congestion on principal arterial roadways between I-75 and UF/Shands will have an adverse impact on air quality, livability, commute times and community cohesiveness. Adverse impacts in Gainesville will likely ripple through the region and could reduce the area's economic and community competitiveness as an educational and research center.

Beyond that, City, County and UF policies and priorities favor multimodal strategies that reduce travel demand via personal automobiles, emphasizing a more balanced approach to accessibility, mobility and livability. The area has some of the highest transit, bicycle, and pedestrian mode shares in the state yet lacks a transportation corridor dedicated to fast, convenient and effective multimodal transportation that connects key travel markets like SFC, the F and the Shands Healthcare Complex with East Gainesville residents. The provision of such a service would also support desired urban form patterns and attract choice riders to the network.



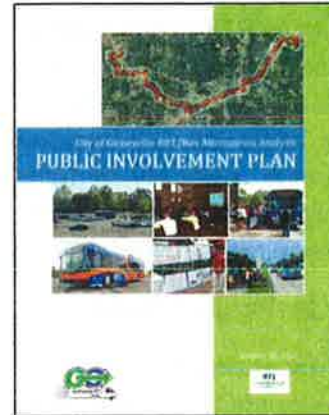


## 1.2 Goals and Objectives

To assess the extent to which routing alternatives and modes were satisfying the purpose and need, five goals and 23 objectives were identified, as shown in Table 1-1. These goals and objectives were developed based on input from the study advisory committees and current City and County comprehensive plans. A set of performance measures were developed for each objective.

## 1.3 Public Involvement

At the initiation of the GO Enhance RTS Study, a Public Involvement Plan (PIP) was drafted to outline the approach and methods the project team would use to educate and engage citizens and other stakeholders and gather their input on all aspects of the project, including the recommended Locally Preferred Alternative (LPA). Outreach objectives were designed around communicating often with government agencies at multiple levels, soliciting input from neighborhood and business associations and other large organizations like the University of Florida, allowing the public at large to comment on the project, and doing all this in a manner that made the information easily accessible and compliant with federal Title VI requirements (bilingual public flyers [Spanish and Chinese], translatable website, translation services at public meetings, etc.).



Various events were advertised through the website and media, in addition to distribution of flyers at RTS transit stations and on RTS buses, student unions at the UF and SFC, and at various community meetings. Public opinion questionnaires were also provided at critical junctions in the project at public and community meetings, information booths, and on the study website at [www.go-enhancerts.com](http://www.go-enhancerts.com) to solicit public comments regarding the initial Bus Rapid Transit (BRT) alternatives, refined BRT alternatives and LPA.

**Table1-1: Study Goals and Objectives**

GOALS	OBJECTIVES
<b>Goal #1: Improve Mobility and Transit Accessibility in the Study Area</b>	<ol style="list-style-type: none"> <li>1. Improve travel circulation by connecting major activity centers in the study area</li> <li>2. Provide an effective connection to existing and future regional transit services</li> <li>3. Improve transit travel times between existing and future major trip destinations</li> <li>4. Accommodate variable travel demand associated with University of Florida, Santa Fe College and special events</li> </ol>
<b>Goal #2: Assure Equitable Transportation Options for the Community</b>	<ol style="list-style-type: none"> <li>1. Provide additional services for the transit dependent population</li> <li>2. Provide equitable transportation services and benefits</li> <li>3. Provide equitable sharing of costs for transportation improvements among those who benefit from them</li> </ol>
<b>Goal #3: Enhance the Quality of the Environment</b>	<ol style="list-style-type: none"> <li>1. Improve transportation mobility while achieving a balance of environmental preservation and compact development in transit supportive areas</li> <li>2. Provide a transit alternative to single occupant automobile use that serves the University of Florida, Santa Fe College campuses, downtown and other major activity centers such that mode shares are shifted</li> <li>3. Minimize encroachment on environmentally-sensitive lands and parklands</li> <li>4. Improve air quality by reducing automobile emissions and pollutants</li> </ol>
<b>Goal #4: Enhance Community Cohesion</b>	<ol style="list-style-type: none"> <li>1. Support development of a pedestrian environment around stations to increase transit use and promote more walking</li> <li>2. Serve existing and support future high-density land uses (e.g., mixed-use, residential, commercial, office and institutional use)</li> <li>3. Provide transit investments supportive of City and County redevelopment/development and land use plans</li> </ol>
<b>Goal #5: Develop Transportation Options that are Cost Effective, Promote Private Investment and Financially Viable</b>	<ol style="list-style-type: none"> <li>1. Identify a strategy for local agencies to fund the estimated local share of capital costs</li> <li>2. Identify a strategy for local agencies and the private sector to fund estimated operating and maintenance costs</li> <li>3. Develop transit improvements in the most cost-effective manner</li> <li>4. Maximize the economic benefits gained from transit capital investments</li> <li>5. Implement transit improvements in a timely manner</li> </ol>

Two committees were also formed to help with project fact finding. The Technical Advisory Committee (TAC) served as the first involvement tier and included key personnel that are involved in daily local transportation management and work tasks. The study's technical committee included representatives from RTS, City of Gainesville and Alachua County Public Works, Florida Department of Transportation (FDOT), and the Parson Brinckerhoff (PB) Team. From study initiation through the drafting of the LPA, the technical committee met five (5) times.

The second participation tier is the Project Advisory Working Group (PAWG). The PAWG provides supplemental input to such project aspects as the ridership modeling methodology. The PAWG included representatives from the UF, SFC, Metropolitan Transportation Planning Organization (MTPO), and business/builders/workforce associations. From study initiation through the drafting of the LPA, the PAWG met four (4) times.

Additionally, throughout the planning process, the project management team had 13 individual meetings with City and County Commissioners, two (2) City Commission meetings, two (2) MTPO Board meetings, one (1) MTPO Citizen Advisory Committee meeting and one (1) MTPO Technical Advisory Committee meeting, three (3) public meetings/open house workshops, and one (1) to two (2) meetings each with groups like the Black on Black Crime Task Force, Chamber of Commerce and FloridaWorks.

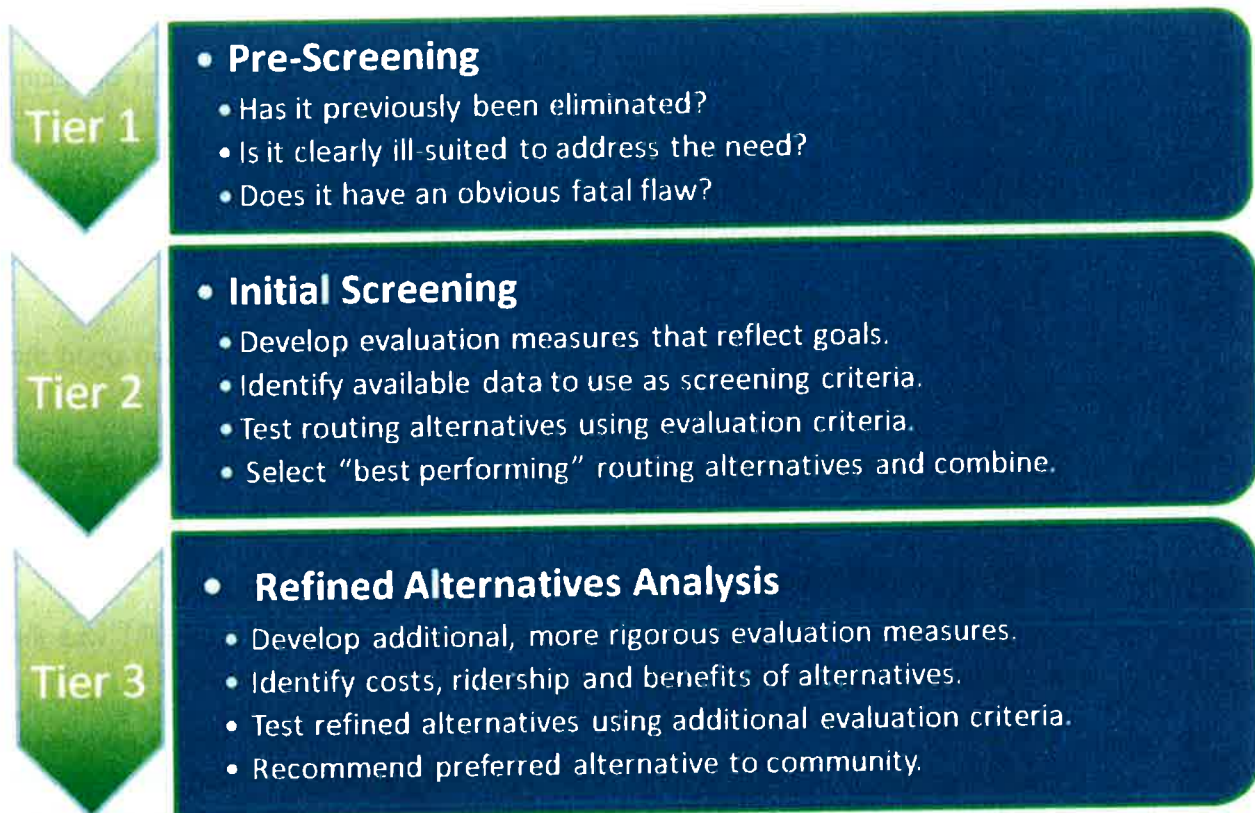


## 2.0 ANALYSIS

### 2.1 Overview

The evaluation framework used in the study consisted of a three-tiered screening process (see Figure 2-1). Tier 1 Pre-Screening phase identified a long list of routing alternatives to be evaluated in the remainder of the study, including verification of the most appropriate premium transit mode. In Tier 2, alternatives were tested using a set of evaluation measures derived from the goals and purpose and need. This screening used geospatial and transportation data in a quantitative analysis to determine each routing alternative's effectiveness in addressing community goals and project need. The end result of the Tier 2 screening was a short list of the most promising Refined Alternatives packaged over the entire study area for evaluation in the Tier 3 screening.

**Figure 2-1: Three-Tiered Screening Process**



The Tier 3 screening was a more detailed analysis made possible due to the development of conceptual operations, running-way designs, and station details. At the end of Tier 3, a recommendation was made to the community for a single LPA for the study corridor, defined in terms of mode, type of service, general routing, timing, and logical termini.

## **2.2 Tier 1 Screening**

### **2.2.1 Alignments**

#### ***Subareas***

The study area was divided into six subareas between SFC on the west and Gainesville Regional Airport on the east. The subareas included:

- 1) Spring Hill/SFC
- 2) Oaks Mall
- 3) Student Village Area
- 4) UF Campus
- 5) Downtown Gainesville
- 6) East Gainesville

In each subarea, segments of existing or planned streets where routing options for premium transit service could be developed were identified, based on input from previous studies and current study stakeholders. Operations for these routing alternatives focused on bi-directional transit service. From these street segment options, complete routing options across each of the subareas were identified and evaluated in the Tier 1 screening exercise.

#### ***Results***

Of the 32 initial routing alternatives, nine were recommended for elimination based upon the Tier 1 screening questions. These alternatives were recommended for elimination because they had been eliminated in previous studies and conditions still precluded their inclusion, were clearly ill-suited to address the transportation need, or had an obvious fatal flaw based on market conditions, traffic operations, or funding feasibility.

### **2.2.2 Modes**

BRT and streetcar were the two premium transit modes considered in the study. BRT was the recommended premium mode identified in the prior RTS 2010 Rapid Transit Feasibility Study.

BRT represents implementation of limited-stop bus service on urban streets with a number of “rail-like” attributes, including longer span of service and more frequent headways, exclusive bus lanes or transitways (if feasible), extensive intersection priority, stylized vehicles, enhanced stations, off-board fare collection, and real-time passenger information. Streetcar as evaluated would be a rail vehicle operating within a trackway with the same service features and passenger attributes as BRT.



Eugene, OR BRT



Tacoma, WA Streetcar

Five criteria were used in comparing BRT to streetcar:

- Cross-section/Right-of-way constraints
- Routing flexibility
- Travel time benefits
- Development potential
- Capital and operating costs

Based on the factors described above, BRT was identified as the preferred premium transit mode because streetcar service would be slower due to its single lane, mixed traffic restriction and streetcar capital and operating costs far exceed those of BRT given the length of the corridor.

Enhanced bus service (referred to as the Transportation System Management [TSM] alternative) was also evaluated as a baseline improvement alternative to BRT. Enhanced bus service include a range of operational modifications designed to enhance efficiency and customer convenience, like new bus routes, express bus improvements during peak periods, longer operating hours or more operating days, amenity additions at bus stops, and new bus and traffic management software systems.

## 2.3 Tier 2 Screening

### 2.3.1 Methodology

The Tier 2 screening evaluated 23 subarea routing alternatives advanced from the Tier 1 screening (Figure 2-2). They were evaluated based upon 22 measures and calculated in terms of length, distance, dollars, quantities or counts.

For each screening measure, the routing alternatives were rated on a scale of Good, Better, and Best, with the “Best” rating representing the most improvement over current conditions and “Good” representing the least improvement. The poorest performers were recommended for elimination from further consideration. The best performing corridor segments were then packaged together into full corridor alternatives across all six subareas. Because of the

subjective nature of the rating scale, the evaluation criteria were not weighted or scored numerically apart from a count of the “good,” “better,” and “best” scores for each routing alternative.

### 2.3.2 Refined Corridor Alternatives

At the conclusion of the Tier 2 screening, at least two of the highest ranked routing alternatives were preserved across each subarea. This small set of alternatives subsequently was assembled into two “full-length” alternatives across the study area (Figure 2-3).

Corridor A would extend from Santa Fe Village to the Gainesville Regional Airport, serving SFC, Oaks Mall/North Florida Regional Medical Center, UF, Downtown Gainesville, East Gainesville and the Gainesville Regional Airport. The alternatives would operate along SW 20th Avenue, Hull Road and Mowry Road through the central part of the study area. Based on stakeholder input two routing options were identified: 1) using the new SW 38th Terrace and Hull Road extension to access the UF park-n-ride, and 2) serving Innovation Square via SW 6th Street and SW 4th Avenue.

Corridor B would extend from SFC to the airport. It would follow a more southerly alignment using an extended SW 62nd Blvd serving Butler Plaza, then Archer Road to head east, serving the same areas as Corridor A. Similarly, two routing options were identified: 1) operating south of Archer road using SW 35th Place, and 2) using Windmeadows Drive north of Archer Road west of SW 34th Street.

For both Corridor A and B, optional service to Celebration Pointe was also evaluated, assuming a new overpass of I-75 west of Butler Plaza.



Figure 2-2: Tier 2 Subarea Routing Alternatives

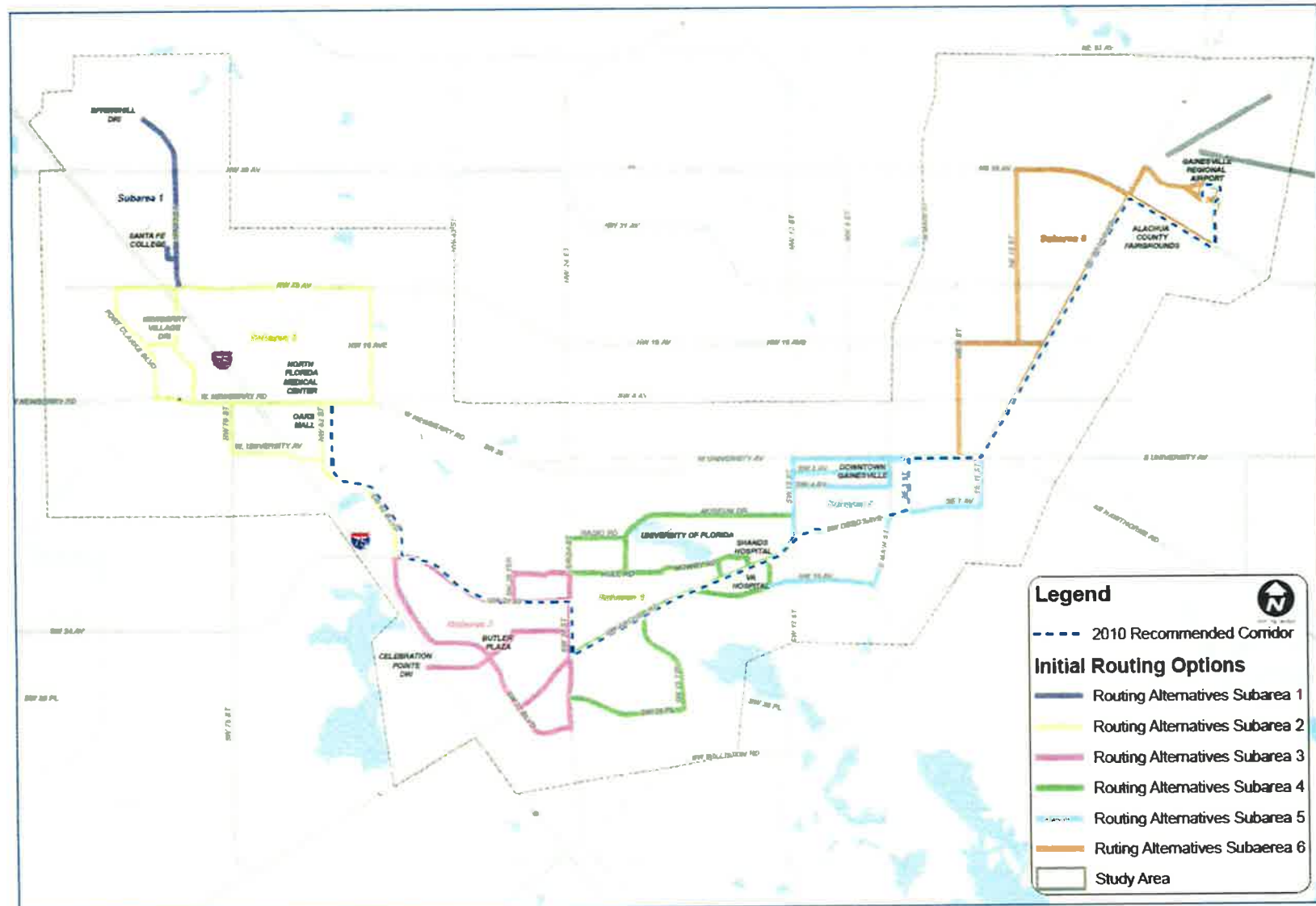
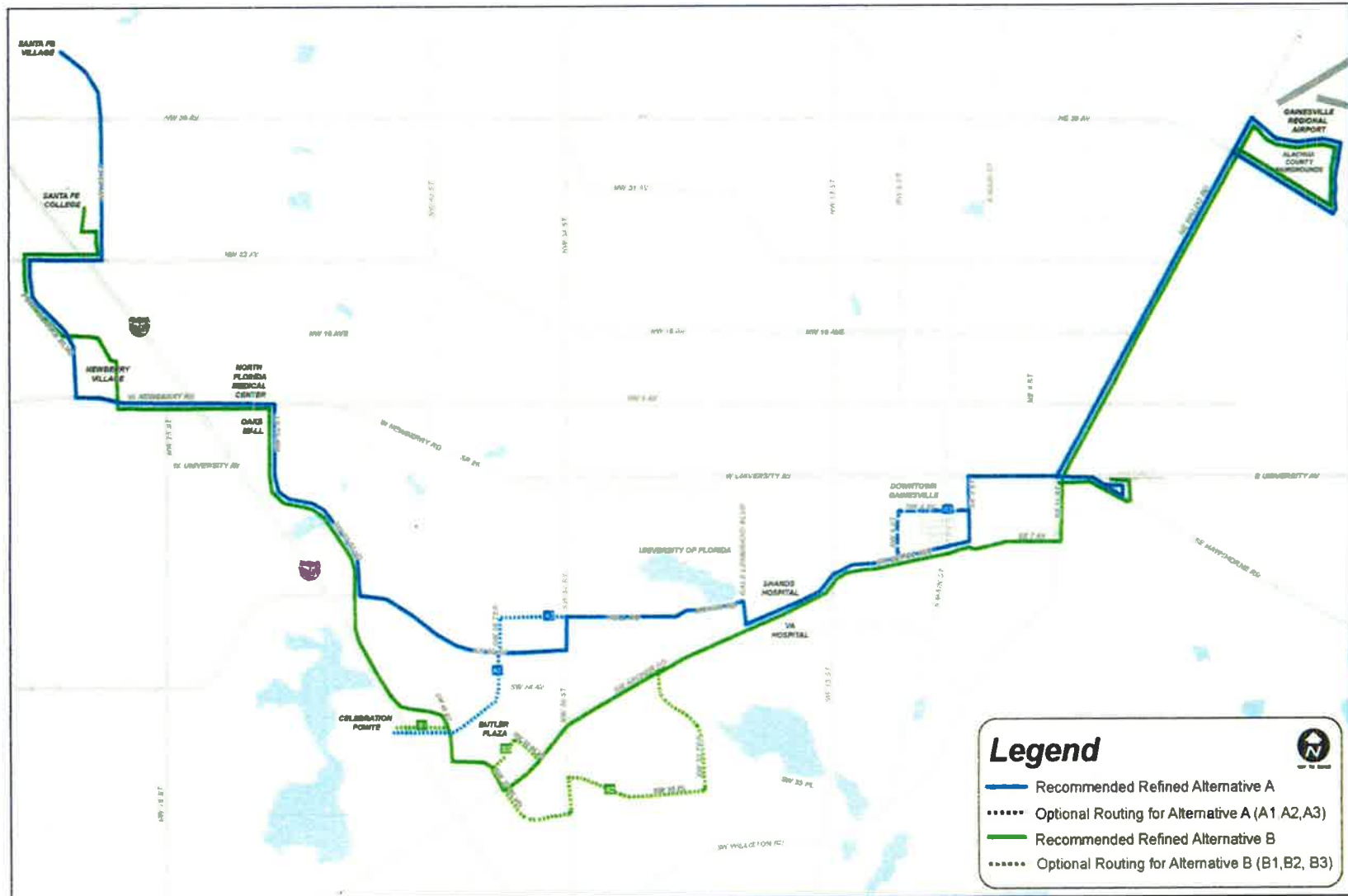


Figure 2-3: Refined Corridor Alternatives



## 2.4 Tier 3 Evaluation

### 2.4.1 Operating Plan

An operating plan was developed for the TSM and refined Build BRT alternatives for evaluation purposes. For both, new limited stop service in Corridors A and B was assumed (Figure 2-3). Service hours and frequency of service assumptions were as follows:

Weekdays – 18 hour service (5:30 AM to 11:30 PM)

- AM and PM periods – 10 minute frequency
- Off-peak periods – 15 minute frequency

Saturdays – 15 hour service (7 AM to 11 PM)

- 20-minute service all day

Sundays – 12 hour service (8 AM to 8 PM)

- 30-minute service all-day

### 2.4.2 Transit Priority Analysis

Transit priority opportunities for the TSM and refined Build alternatives were assessed for both existing and year 2035 conditions. This included the feasibility and location of exclusive bus lanes along roadway segments and transit signal priority (TSP) and queue jump treatments at major intersections (24 in total were analyzed). The analysis identified travel time savings along each corridor which could be achieved by such priority treatments. Exclusive bus lane options evaluated included integration of a median transitway into the proposed SW 62nd Blvd. extension, and curbside Business Access and Transit, or BAT lanes (shared with local driveway and intersection right turn movements) along Newbery Road in front of Oaks Mall and the North Florida Medical Center, and along the south side of Archer Road east of SW 34th Street, including use of the Old Archer Road frontage road. TSP focused on extending the green signal to give priority to bus traffic, while queue jumps involved getting buses around traffic at intersections in a right turn or separate auxiliary lane.

For Corridor A, about 10 minute savings during both the weekday AM and PM peak period by year 2035 could be achieved with identified priority treatments. With Corridor B, the savings would range from 16 minutes in the AM peak to 22.5 minutes in the weekday PM peak. This was due to the greater amount of median transitway and BAT lanes in this alternative.

### 2.4.3 Running Way Plans and Station Types

Concept plans were developed for the BRT mode for the refined Build alternatives. Layout plans were developed to illustrate basic running-way components to allow for the development of conceptual-level capital cost estimates and an initial screening of environmental impacts. Potential BRT stations along each route alternative were also identified, including planned park-n-ride and transit center locations. The ability of BRT vehicles to circumvent turns at intersections and through existing and planned roundabout locations was also assessed. For

Corridor A, four intersections would require geometric modifications, and for corridor B, 13 intersections would require such modifications.

Three station types were created with differing platform lengths and number of bus bays and amenities. These included (ranging from smallest to largest footprint):

- Enhanced stop
- Designated station (with reduced or full-length shelter canopy)
- Extended station

All stations would have both BRT and local buses using the platform area. At an enhanced stop, a shorter platform would be provided accommodating up to one 60-foot articulated bus at a time, while the extended stations could accommodate both an articulated bus and a 40-foot standard bus. Extended stations would be oriented to designated park-n-ride and transit center locations, with the greatest degree passenger amenities. At all stations, off-board fare collection would be provided, with real-time passenger information and bike racks limited to the designated and extended stations.

A total of 38 to 42 directional stations for Corridor A and 36 to 37 directional stations for corridor B were identified (pending the alternative). Classification of each station by type was based primarily on the existing weekday ridership at the stop location (and adjacent stops). Four park-n-ride locations (in Newberry Village, Butler Plaza, UF (existing) and at Celebration Pointe) were identified. A new transfer station in east Gainesville in the Five Points area (on Hawthorne Road at SE 11th Avenue) was also identified.

#### **2.4.4 Ridership Projections**

Ridership projections for the TSM and refined Build alternatives were developed for the year 2035 weekday period using the MTPo regional model. The model included the travel time savings associated with identified transit priority treatments for the respective alternatives, with the Build alternatives including savings from off-board fare collection (and hence faster boarding times) in addition to travel time savings. The modeling assumed the same limited stop locations and operating characteristics for both the TSM and refined Build alternatives.

##### ***TSM***

The TSM alternative would have an estimated year 2035 weekday ridership range of 2,363 for base Corridor A and 2,030 for base Corridor B. An extension to Celebration Pointe would add about another 365 riders per day. From a systemwide ridership standpoint, the TSM alternative ridership would only be about 1 to 2% higher than the No-Build alternative.

##### ***BRT***

The refined Build alternatives for BRT would have an estimated year 2035 weekday ridership range of 4,967 for base Corridor A and 4,121 for base Corridor B, almost twice the ridership as for the TSM alternative along each route. The Build alternative would yield a system wide ridership increase of 6%.



## 2.4.5 Cost Estimates

### *Operating Costs*

For the TSM and refined Build alternatives annual operating costs were estimated based on corridor length, projected operating speeds, service headway, span of service, and operating days per year. Operating speeds reflected travel time savings from applicable transit priority treatments under assumed existing conditions. The operating cost calculations applied the 2013 hourly rate of \$62.98 by RTS for bus service.

Operating costs for the TSM alternatives ranged from \$4.1 to \$4.5 (Corridor A) to \$4.9 (Corridor B) million per year (in existing dollars); routing options resulted in minor variations from these figures. Reflecting the lower number of operating hours, Corridor A would require 18 to 20 vehicles for the new service (pending the alternative), while Corridor B would require 21 vehicles (for all alternatives).

For the refined Build alternatives, annual operating costs ranged from \$3.3 to \$3.6 million for Corridor A and \$3.6 to \$3.8 million for Corridor B. Corridor A would require 16 to 18 vehicles, while Corridor B would require 18 to 19 vehicles (pending the alternative). The lower operating costs and number of vehicles with the Build alternatives compared to the TSM alternatives reflected the lower travel time with greater savings from priority treatments and off-board fare collection.

The operating costs were also broken out by three corridor segments: 1) Oaks Mall to Five Points 2) Oaks Mall to SFC or Santa Fe Village and 3) Five Points to the airport. Slightly more than 50% of the cost was associated with the Oaks Mall to Five Points segment.

### *Capital Costs*

Capital costs (in existing dollars) were estimated for the TSM and Build alternatives based on the degree of infrastructure improvements. For the TSM alternatives, capital costs included new 40-foot standard buses, construction of a new Five Points transfer station, and some intersection priority treatments. For the refined Build alternatives, added costs included BAT lane modifications, articulated buses, and enhanced stations. The provision of a median transitway within an extended SW 62nd Blvd. was assumed to be covered by private developer contribution.

The TSM alternatives ranged from \$14.7 million for Corridor A to \$15.2 for Corridor B and the refined Build alternatives ranged from \$56.7 million for Corridor A and \$66 million for Corridor B.

As for operating costs, capital costs were divided into the three corridor segments, with 61% of the TSM costs being in the Oaks Mall to Five Points segment, and 66-70% of the Build costs in that segment.

### 2.4.6 Environmental Screening

An environmental screening evaluation was conducted to identify at a very high level potential effects of the corridor alternatives on existing community, cultural, and natural resources. The focus was on identifying fatal flaws using FDOT's Environmental Screening Tool (EST). Eight criteria were evaluated: 1) Neighborhoods and Demographic Characteristics 2) Visual and Aesthetic Conditions 3) Noise and Vibration 4) Historic and Archeological Resources 5) Ecosystems and Habitats 6) Water Quality 7) Parks and Public Lands and 8) Contamination. As expected, since most of the project will be occurring within existing right-of-way, the potential socio-cultural and environmental effects in general for both Corridors A and B are expected to be minimal.

### 2.4.7 Market and Development Potential

The market and development potential around the station locations associated with the two corridors and their sub-routing options were assessed from both an "attractiveness" and "capacity" standpoint. Attractiveness relates to the location and demographic characteristics that would cause developers to choose one station area over another. Capacity of the station area relates to primarily physical factors such as availability of land and the relative ease of assembling land for development projects.

The attractiveness assessment evaluated six factors: 1) walkability 2) employment density 3) change in educational attainment 4) income level 5) future land use and 6) job access. The capacity analysis addresses five variables: 1) vacant land 2) current development density 3) number of parcels 4) parcel size and 5) presence in a Community Redevelopment Agency (CRA) area. Performance was measured on a three-point scale, with low or minimal potential receiving zero points, moderate potential one point, and major potential two points.

None of the stations scored high for either attractiveness or capacity. From an attractiveness standpoint, only one (SE 3rd Street/SE 2nd Avenue) scored as medium potential, the others as low potential. From a capacity standpoint, 31 stations scored as medium potential, and eight as low potential (the highest station was NW 89th Blvd. – Santa Fe Village). When comparing the two overall corridors, Corridor A scored noticeably higher than Corridor B.

### 2.4.8 Overall Corridor Evaluation

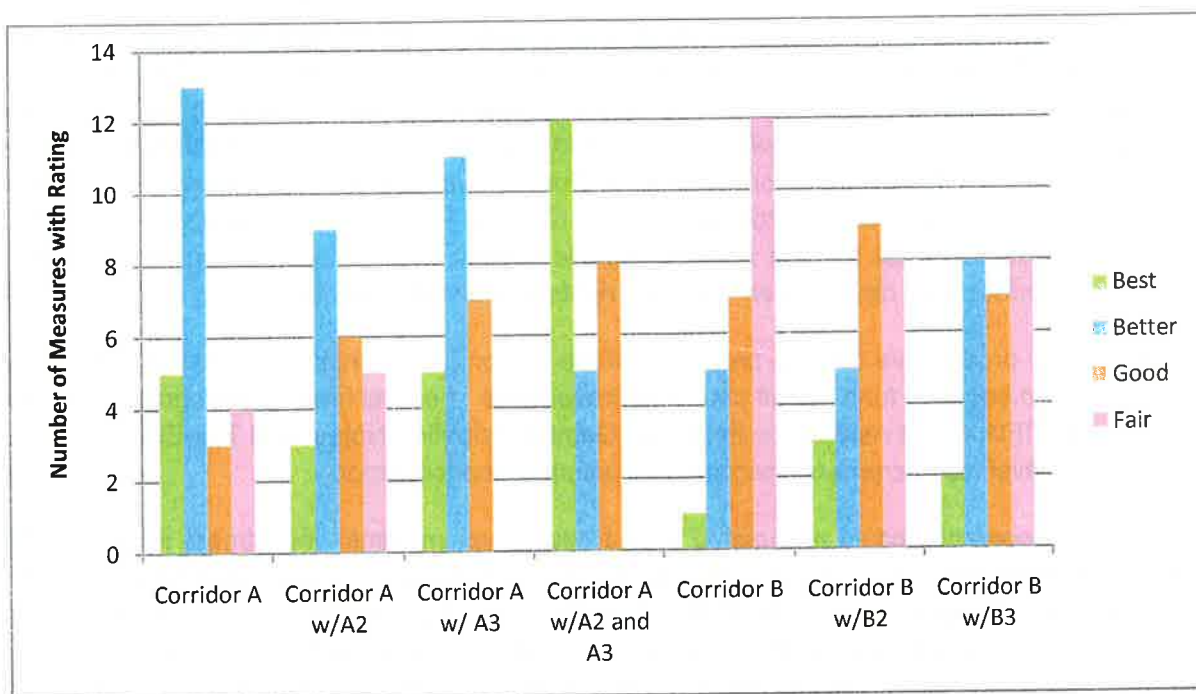
An overall evaluation of the TSM and refined Build alternatives was undertaken by applying two sets of screening criteria: 1) performance measures related to the goals and objectives established for the study and 2) Federal Transit Administration criteria related to its major capital investment funding program, Section 5309.

#### ***Performance Evaluation Measures***

Twenty-one (21) performance measures were applied in evaluating Corridors A and B and their routing options, including measures like number of persons without access to a vehicle served and ratio of proposed operating cost to current RTS operating budget. For each alternative,

each measure was given a “fair”, “good”, “better” or “best” rating, based on how it performed relative to the mean. With all measures considered, as shown in Figure 2-4, Corridor A with both the SW 38th Terrace and SW 6th Street (Innovation Square) routing options had the greatest number of “best” and “better” ratings. The Corridor A Build alternative performed slightly higher than the TSM alternative in that corridor.

**Figure 2-4: Tier 3 Performance Evaluation Measures**



### **FTA Evaluation Criteria**

Given that the primary potential source of capital funding for a premium transit improvement in Gainesville is the FTA Section 5309 program, the Build alternatives were evaluated against the Small Starts Project Justification criteria identified in the new MAP-21 federal transportation reauthorization (Small Starts projects cannot exceed \$250 million, and not exceed \$75 million federal share). For comparison purposes, the TSM alternatives were also rated against the same measures, though, they would not be eligible for funding through this program. Six Project Justification Criteria were evaluated: 1) Mobility Improvements 2) Cost-effectiveness 3) Environmental Benefits 4) Economic Development 5) Land Use and 6) Congestion Relief. FTA identifies a five-scale rating – “High”, “Medium-High”, “Medium”, “Medium-Low” and “Low” – for these criteria. An evaluation of these six criteria revealed an overall “Medium” rating for both the TSM and Build alternatives in Corridors A and B. It should be noted that recent experience has shown that to be competitive, a project justification for Small Starts should be at least “Medium-High”.

The Project Justification rating only comprises half of a complete FTA project rating for Small Starts – the other half being Financial Commitment. Three criteria comprise the Financial

Commitment: 1) Current Financial Capital and Operating Condition 2) Commitment of Capital and Operating Funds and 3) Reasonableness of Financial Plan. The same five-scale rating as for Project Justification is to be applied. In the case of Gainesville, as there is no current financial commitment for a premium transit investment in the identified corridor, this evaluation was not conducted.

#### **2.4.9 Potential Funding Sources**

An assessment of potential federal, state and local (public and private) funding and financing vehicles which could be used to implement a premium transit investment in Gainesville was conducted. Federal sources include both formula grants and discretionary grants (including Section 5309 Small Starts and new TIGER infrastructure grants). State capital funding sources focus on Florida's State Transportation Trust Fund, which includes the New Starts Transit Program, Public Transit Block Program, Transit Corridor Program, and Service Development Program. Potential local funding sources include special assessments on property within or close to a corridor, joint development, naming rights and private contributions.

In addition to prospective funding programs, there are project financing vehicles including loan programs and bonds to fund transit capital improvements. Federal financing programs available include the TIFIA Credit Assistance Program, Grant Anticipation Notes, and Tax-Exempt Bonds. At the local level, tax-increment financing is a potential financing tool.

To fund the operating costs associated with a new premium transit investment in Gainesville, existing sources that fund current RTS operations could be applied, such as FTA's Urbanized Area Formula Program and State Public Transit Block Grant funds but this would have to correspond with a reduction in these services to cover the new costs. Local funding sources include passenger fares, advertising and pass program revenues, city gas tax proceeds and general fund contributions. If a new transportation surtax were approved for the Gainesville area that could serve as another source of revenue.

### 3.0 Locally Preferred Alternative

Based on the detailed evaluation of alternatives, a draft recommended “Locally Preferred Alternative” was identified. In particular, implementation of the TSM alternative in Corridor A is recommended, with service along SW 38th Terrace. The service levels would be similar to those of BRT, but with transit infrastructure improvements just focused on transit signal priority improvements at intersections and construction of the Five Points Transfer Station. There are three primary reasons for this recommendation: 1) the Build alternative would come at a much higher cost but not have a major impact on system ridership 2) the local performance measure assessment revealed Corridor A to be rated higher and 3) with only a “Medium” rating against the FTA Project Justification criteria, a Build alternative is not seen to be strongly competitive for federal funding.

Relative to the No-Build alternative, the TSM alternative would achieve higher systemwide ridership increases, and would establish the area's first continuous high frequency transit corridor linking key community focal points like East Gainesville, Downtown Gainesville, UF/Shands/VA Hospital, and Oaks Mall/North Florida Regional Medical Center. The operating costs for the new service could be partially offset by reductions in existing, overlapping RTS service in the corridor. Importantly, the TSM reflects expressed preference for minimal transit infrastructure level of investment at public outreach events.

Figure 3 illustrates the components of the recommended alternative. A two-phase implementation plan has been identified: 1) Phase 1 – Oaks Mall to Five Points and 2) Phase 2 – Oaks Mall to Santa Fe Village. Phase 3 – Five Points to the Airport will be reevaluated at a later date as the County Fairgrounds redevelops and/or other employment growth around the airport occurs to serve as a trigger.

Phase 1 service from Oaks Mall to Five Points (Figure 3-1) would open in 2018, with Phase 2 operational by 2020. For both phases, capital costs would total around \$14.5 million and operating costs around \$33.5 million through 2025.



The map displays the proposed SunRail commuter rail routes in Gainesville, Florida. The Phase 1 Limited Stop Route is shown in blue, starting from the University of Florida and extending east towards downtown Gainesville. The Phase 2 Expanded Limited Stop Route is shown in red, branching off from Phase 1 and extending north towards Santa Fe College and Santa Fe Village. The map includes various landmarks such as the University of Florida, Shands Hospital, and the Gainesville Regional Airport. A legend in the bottom right corner explains the symbols used: a blue line for Phase 1 Limited Stop Route, a red line for Phase 2 Expanded Limited Stop Route, a blue dot for Limited Stop, a brown square for New Park-n-Ride, a black diamond for Added Signal Priority (with New Controller), a green diamond for Signal Priority Improvements (Phase 1), and a yellow square for Queue Jump (Phase 1). A north arrow is also present in the legend.



April 4, 2016

TO: Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area  
Plan East Gainesville Subcommittee

FROM: Scott R. Koons, AICP, Executive Director *SRK*

SUBJECT: East Gainesville Economic Development Plans and Studies Review

STAFF RECOMMENDATION

**No action required.**

BACKGROUND

The following attached plans and studies that address transportation, economic development and housing have been completed for East Gainesville. These documents or excerpts include:

Transportation

- Year 2020 Long Range Transportation Plan [2000] - Executive Summary;
- Waldo Road Corridor Study [2009] - Executive Summary and Recommendations excerpt;

Housing

- Alachua County Affordable Housing Study [2003] - policy recommendations excerpt;

Economic Development

- Commercial Revitalization and Economic Development Strategies for the Southeast Gainesville Urban Area [1986] - Executive Summary and Recommendations;
- East Gainesville Development Action Plan [1997] - Executive Summary, Goals and Objectives and Strategic Action Plan; and
- Community Redevelopment Plan for Eastside Community Redevelopment Area [2010].

Attachments





# Gainesville Metropolitan Area 2020 Transportation Plan

## The Livable Community Reinvestment Plan

*Making Transportation Investments  
that Support Livable Communities and Neighborhoods*

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Metropolitan Transportation Planning  
Organization for the Gainesville Urbanized Area



Adopted December 2000

## *EXECUTIVE SUMMARY*

### INTRODUCTION

The 2020 Transportation Plan guides the Metropolitan Transportation Planning Organization (MTPO) in its decision-making process to select and fund transportation investments in the Gainesville metropolitan area over the next 20 years. Transportation projects for roads, public transit, and bicycle and pedestrian facilities in the metropolitan area are funded with a mix of federal, state and local tax revenues and by private development. A prerequisite for receiving federal or state funding in urban areas like Gainesville is that funding and project priority decisions be made by the locally elected officials who comprise the MTPO board.

In the Gainesville metropolitan area, the officials serving on the MTPO include all five members of the Alachua County Board of County Commissioners and all five members of the Gainesville City Commission. Any MTPO action requires a majority of both commissions, which helps ensure coordination in the transportation planning process. The federal government sets the urbanized area boundaries for the MTPO based on population density as determined through the decennial census.

Federal and state laws require that metropolitan planning organizations update a long-range transportation plan every five years to identify improvement needs over the next 20 years. This long range forecast is required because of the time it takes to plan for and build major transportation investments. The long range planning process is intended to identify all system improvement needs during the 20-year forecast horizon, but the final plan must specifically identify those projects that can be funded given reasonably reliable funding forecasts. Each year, MPOs must identify those specific projects from the list of projects in the long-range plan to fund over the next five years. This list is included in the Transportation Improvement Program (TIP). Projects in the TIP have funding commitments for further study or construction from the Florida Department of Transportation (FDOT).

## A NEW 2020 TRANSPORTATION PLAN

The previous 2020 Transportation Plan, adopted in December 1995, was the last update of the Gainesville MTPO's long-range plan. That 1995 update reflected major shifts in federal and state transportation policies resulting from the 1991 Intermodal Surface Transportation Efficiency Act. Since 1995, the MTPO conducted several detailed subarea planning studies to further refine its transportation needs and priority projects. In addition, the federal government passed the Transportation Equity Act for the 21<sup>st</sup> Century (TEA-21) that confirms its transportation policy direction, including the need for metropolitan planning organizations to update their financially constrained long-range transportation plan every five years. This new 2020 Transportation Plan was developed to meet the TEA-21 requirements and reflect local transportation challenges, opportunities and policy priorities through the establishment of a strategic vision for transportation.

## GOALS AND OBJECTIVES

The MTPO set new goals, objectives and evaluation criteria for the 2020 Transportation Plan based on a review of existing transportation policies, the results of recent planning efforts, public participation at a series of issues identification workshops held in geographic sections of the urbanized area and consideration of state and federal requirements. The goals for the 2020 Transportation Plan are:

1. Develop and maintain a balanced transportation system that supports the economic vitality and quality of life in the Gainesville metropolitan area through expanded transportation choices, improved accessibility and the preservation of environmental, cultural and historic areas.
2. Develop and maintain a sustainable transportation system that supports and preserves the existing transportation network through compact development patterns, improved system management and operations, and inter-agency coordination.
3. Develop and maintain a safe transportation system for all users and neighbors of transportation facilities and services.

## THE VISION

The strategic vision for the Gainesville metropolitan area's transportation system evolved over the course of a two-year public involvement process that included numerous workshops, focus group discussions, publications and displays, and public hearings. Workshops held in different parts of the community – Eastside, Northwest, Southwest and Central – resulted in a core set of priority transportation challenges concerning the area's transportation system needs. The core issues listed below generally conform to the recent policy direction of both the City of Gainesville and Alachua County:

- Lack of street connectivity
- Uncomfortable streets for walking and bicycling
- Suburban sprawl development patterns and unbalanced growth
- Impacts to existing neighborhoods and changes in town character
- Preservation of natural resources and habitat
- Limited travel options
- Inadequate bus service coverage
- Traffic congestion / safety on major roadways

Those issues framed the development of the plan. It is worth noting that the issues primarily relate to quality of life, the character and pattern of development and a desire to remain connected with Alachua County's and North Central Florida's natural environment. Resolving traffic congestion by building or expanding roads was not among the top issues articulated in any of the workshops. As a community known for its commitment to bicycling as a mode of transportation and the recent tremendous growth in transit system riders, the community wanted to build on these success stories with the 2020 Transportation Plan. In recognition of the guiding principles and technical analysis, the vision statement for the 2020 Transportation Plan is to:

“Make transportation investments that support livable community centers and neighborhoods by:

1. Re-investing in the traditional core areas of Gainesville and the towns of Alachua County to develop walkable downtown centers;
2. Connecting a limited number of highly developed mixed use centers, and

3. Providing a high level of premium transit service in a linear Archer Road corridor.”

The MTPO named its 2020 Transportation Plan the “Livable Community Reinvestment Plan” because it encourages increased travel choices to include high quality walking, bicycling and transit environments, maintaining the character of existing towns, neighborhoods and village centers and preserving agricultural lands, natural areas and open space outside of highly developed areas.

During the plan development process, the MTPO identified the following issues that should be monitored to implement the vision statement:

- Local land use plans, policies and regulations to ensure compliance with the Livable Community Reinvestment Plan;
- Activity center designations in the city and county for adherence to the vision of a limited number of highly developed mix use centers;
- Redevelopment opportunities to create a more balanced transportation environment;
- Traffic volumes and speeds on roads surrounding the Main Street and University Avenue road segments with lane reductions.

A discussion of implementation and monitoring strategies concerning these issues is included in the full report of the 2020 Transportation Plan.

## PLAN DEVELOPMENT STEPS

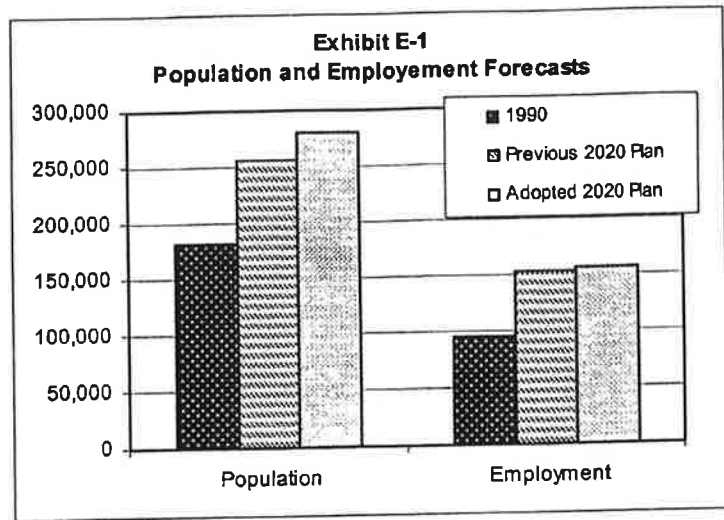
Unlike typical long-range transportation plans that begin with a lengthy process known as model validation, the MTPO chose to spend a larger proportion of the funds allocated to the 2020 Transportation Plan to the community visioning process. The travel demand model had been validated countywide in 1995, and new Census data for 2000 would not be available in time for this plan update. So rather than spend 10-12 months on model validation when new Census data would require a re-validation of the model in a few years anyway, the MTPO gained state and federal approval to expand its public involvement efforts and engage the community in a dialogue over how its transportation system should look, function and support important land use objectives. Thus, the steps taken to prepare the 2020 Transportation Plan included:

- Updating the *population and employment forecasts* to the year 2020 because of changes in development trends and local government comprehensive plans since the last forecasts were made in the early 1990s.
- Translating the population and employment forecasts into trips and assigning these trips to the existing and committed transportation system to determine where travel demand and roadway congestion, or *level of service*, problems are expected by the year 2020.
- Developing a *strategic vision* for integrated transportation and land use decision-making. This entailed an extensive public outreach and involvement process to define *issues and problems*, the use of images and graphic illustrations depicting how corridors and areas could be transformed, and the development and testing of the urban form alternatives for how transportation should support future growth patterns and meet transportation system objectives.
- Creating and testing four alternative land use scenarios based on reviews of local government comprehensive plans, existing and future land use maps and public participation. Those scenarios included a Westward Growth alternative (existing trends), a Compact alternative, a Town/Village Center alternative, and a Radial Development alternative.
- Calculating bicycle and pedestrian level of service for every roadway segment in the countywide network and assessing the latent demand for bicycling and walking as part of a Countywide Bicycle Master Plan. This project was under development concurrent with the 2020 Transportation Plan.
- Comparing the *issues and problems* and level of service deficiencies with the projects included in the alternatives to determine how effectively investments matched the problems and desired land use pattern. This resulted in adoption of the Needs Plan, which formed the basis for the *Livable Community Reinvestment Plan*.
- *Forecasting revenues* to the year 2020 and estimating the costs of the needed transportation projects.
- *Prioritizing projects needs* to identify which are financially feasible given anticipated revenues.
- Adopting a *Cost Feasible 2020 Transportation Plan*.

This 2020 Transportation Plan final report is organized around these major tasks. Following this Executive Summary, report chapters deal with Mapping and Data Compilation, the Strategic Vision, development of the Needs Plan and Cost Feasible Plan, Public Involvement and the Bicycle Planning Task.

## POPULATION AND EMPLOYMENT FORECASTS

The most recent University of Florida Bureau of Economic and Business Research forecast for Alachua County was used by MTPO and local government planning staff to allocate population, housing and jobs to the 400+ Traffic Analysis Zones (TAZs) in the county based on historical growth trends and existing comprehensive plans. The MTPO's Technical Advisory Committee reviewed and approved the socioeconomic forecasts as a completed planning document (*Exhibit E-1*). This review revealed that projected growth for 2020 in Alachua County had substantially increased since the last 2020 Plan was adopted in 1995.



## FUTURE CONDITIONS ANALYSIS

The population and employment forecasts are used by the MTPO's countywide transportation model, the Florida Standard Urban Transportation Model Structure (FSUTMS), to forecast daily trips. FSUTMS then distributes these trips among the traffic analysis zones and assigns the trips to a highway and transit network that assumes existing roadway and transit system characteristics plus those projects that are in the current Transportation Improvement Program (TIP) for funding. The resulting traffic volumes are compared with maximum acceptable volume thresholds to estimate congestion levels by the year 2020, which then help identify travel patterns and needed transportation system modifications. Ridership levels were estimated by route for the existing Gainesville Regional Transit System as a baseline for alternatives comparison. Geographic Information System (GIS) analysis was employed to examine a range of development factors that

influence transportation options, such as density, proximity of jobs and housing, vacant land and redevelopment areas.

## NEEDS ASSESSMENT

The needs assessment undertaken for this Transportation Plan was a combination of public involvement and technical analysis, both based on the future conditions analysis. The public involvement occurred through the visioning process, in which images, data and technical analysis were used to identify key issues and transportation-land use preferences. The technical analysis included the modeling of the existing plus committed transportation system with 2020 socioeconomic projections, as well as the four alternative scenarios. Analysis also entailed the use of GIS thematic mapping to assess development and socioeconomic characteristics. A list of evaluation measures developed to support the goals and objectives for the plan were used in evaluation each of the four land use scenarios. The computer model compared anticipated congestion levels, transit ridership, travel times, vehicle miles of travel, crashes and other factors with the transportation system improvements identified for each of the four land use alternatives.

As a result of this evaluation and the visioning process, a hybrid Needs Plan was developed that reflected the best elements of the three alternatives to the Westward Growth scenario. By uniformly rejecting the Westward Growth alternative, the community expressed its desire for a more balanced transportation system that consists of more interconnected two-lane roads, a higher level of transit service and the encouragement of land use patterns that support increased levels of walking, bicycling and use of buses and rail.

The Needs Plan is a relatively balanced plan, with substantial investment in roadway projects, transit service expansion and more bicycle and pedestrian facilities, both on and off-road.



## REVENUE FORECASTS AND COST ESTIMATES

As noted previously, federal and state administrative rules mandate that MPOs only include improvements that are financially feasible in long range transportation plans. This requires a forecast of revenues and an estimate of the costs of needed improvements.

Recent trends in federal, state and local funding were extrapolated to the year 2020 and converted to 1998 dollars (*Exhibit E-2*) by the Florida Department of Transportation (FDOT). The forecast of \$69.7 million in funds that can be used on the multi-modal transportation system over the next 20 years does not assume new revenue sources or changes in current tax rates.

### Exhibit E-2

#### PROJECTIONS OF EXISTING REVENUE SOURCES FOR NEW PROJECTS FY 2006 TO FY 2020 (1998 Dollars)

Funding Type	Amount (thousands)			
	FY 06-10	FY 11-15	FY 16-20	Total
Statewide Interconnected System (Including Aviation)	\$2.0	\$2.0	\$2.7	\$6.7
Travel Choices				
Other Arterial Construction/ROW	\$17.6	\$23.2	\$23.3	\$69.7
Transit	\$5.6			
<b>Total</b>	<b>\$25.2</b>	<b>\$25.2</b>	<b>\$26.0</b>	<b>\$76.4</b>

Source: Florida Department of Transportation 2020 Revenue Forecast Update – Gainesville Metropolitan Area (January, 2000).

Per mile improvement costs by project types, such as building a new two-lane roadway or increasing transit service frequency, were developed from the Department's 1999 Transportation Costs document and converted to 1998 costs for comparison with revenue projections. The cost of each needed project was estimated by multiplying the length of the road modification or transit service by the unit cost. Details of the revenue forecasts developed by the FDOT are provided in Appendix B.

## EVALUATING CANDIDATE PROJECTS

The MTPO and its advisory committees evaluated the projects included in the adopted 2020 Needs Plan according to the following factors:

- Consistency with the Livable Community Reinvestment Plan vision statement
- Continuity
- Connectivity
- Multi-modal mobility and accessibility
- Demand, and
- Cost benefit.

The Florida Intrastate Highway System (FIHS) provides mobility between the urban areas of the state. Because of their statewide significance, FDOT identifies and prioritizes FIHS needs during its update of the Florida Transportation Plan, and MPOs incorporate those funding decisions for the FIHS in their plans. State Road 26 (Newberry Road), SR 331 (Williston Road) and SR 20 (Hawthorne Road) are the roads in the Gainesville metropolitan area on the FIHS. SR 20 is currently under construction to four lanes in Alachua County; none of the other FIHS facilities have projects included in the Needs Plan.

## DEVELOPING THE COST FEASIBLE PLAN

The Needs Plan candidate projects were ranked in priority order by the MTPO according to the evaluation factors listed above. The cost of all the projects in the ranking were tallied, and those projects that could be funded through the \$69.7 million in available revenues were included in the Cost Feasible Plan. The remaining projects are not funded, and will not be programmed for funding unless additional revenue sources are identified. The MTPO will review and revise its project priorities annually.

During the plan development process, the MTPO placed its highest priority on continuing the funding of projects that resulted from the SW 20<sup>th</sup> Avenue Charrette, adopted in 1998. These include capacity enhancing projects like the SW 24<sup>th</sup> Avenue extension, as well as construction of a strong grid street pattern and roundabouts, increased bus service frequency and appropriate bicycle

and pedestrian facilities to support a student village development pattern. Other priority projects include capacity enhancements to several redeveloping or multi-modal corridors, the reduction from four to two travel lanes with a center turn lane along University Avenue to promote a better multi-modal connection between downtown and the University; the construction of dedicated bus lanes and creation of a pedestrian-friendly environment along Archer Road at the Shands/VA Hospital complex; and the funding of nearly \$4 million in bicycle and pedestrian facilities from the Bicycle Master Plan, a companion study to the MTPO's 2020 Plan.

*Exhibit E-3* lists the 2020 Transportation Plan projects, and *Exhibit E-4* presents a map of the 2020 Transportation Plan, with cost-feasible and non-funded Needs Plan projects identified.

**Exhibit E-3**  
**METROPOLITAN TRANSPORTATION PLANNING ORGANIZATION**  
**FOR THE GAINESVILLE URBANIZED AREA**

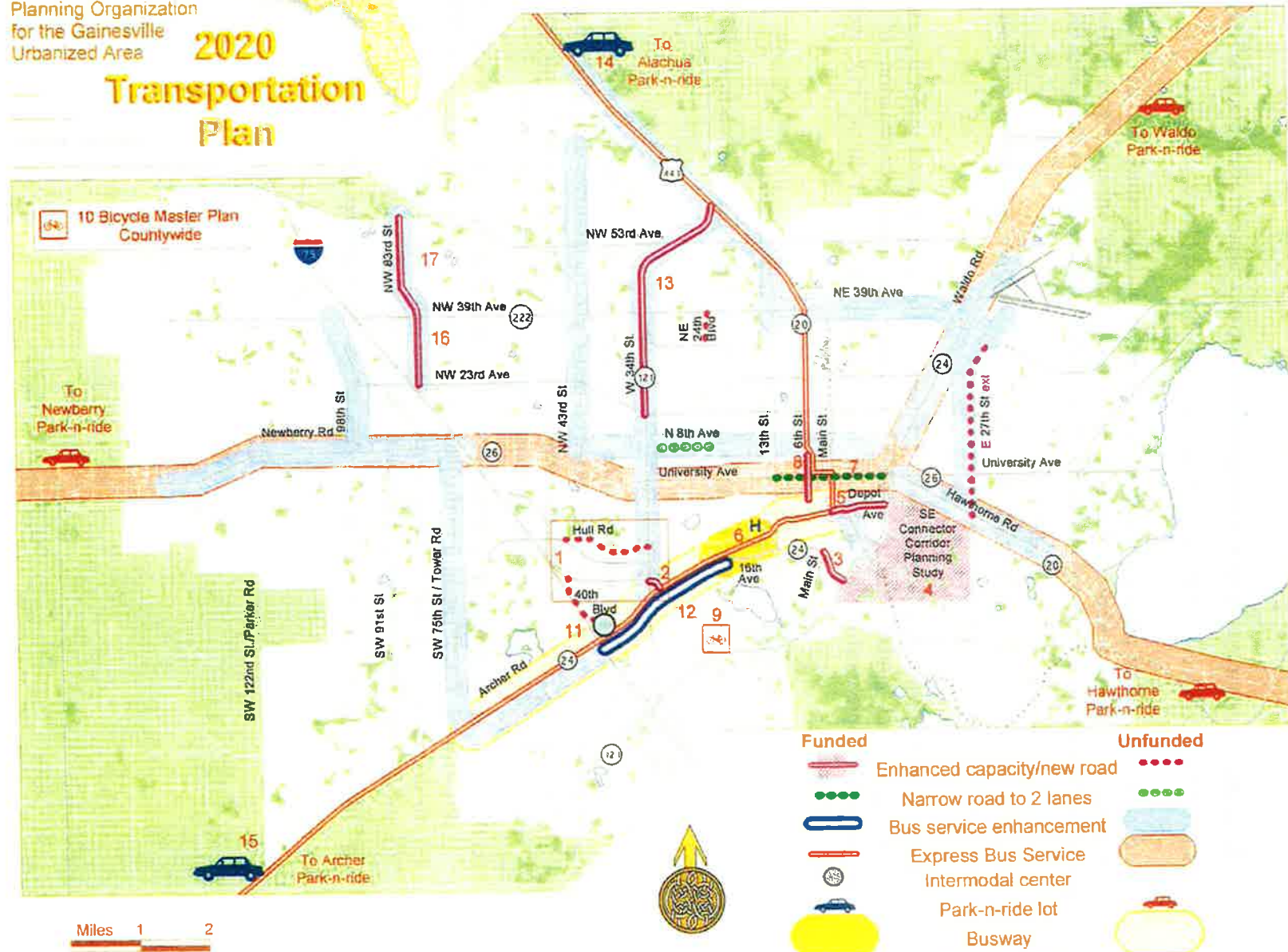
**YEAR 2020 LIVEABLE COMMUNITY REINVESTMENT COST FEASIBLE PLAN**  
**DECEMBER 14, 2000**

[shaded areas of table are not cost feasible]

PRIORITY RANKING	FACILITY/PROJECT NAME	FROM	TO	DESCRIPTION	1998 ESTIMATED COST (IN MILLIONS)
1	SW 20 <sup>th</sup> Avenue Charrette Projects (excluding committed projects and priorities 2 and 22)				\$12.1
2	SW 24 <sup>th</sup> Avenue Extension	SW 34 <sup>th</sup> Street	Archer Road	new 2-lane divided road (2LD)	\$1.8
3	SE 16 <sup>th</sup> Avenue	Main Street	Williston Road	corridor capacity enhancements	\$2.1
4	SE Connector	Williston Road	SE 27 <sup>th</sup> Street	charrette and corridor planning study	\$0.3
5	Depot Avenue Corridor	SW 13 <sup>th</sup> Street	Williston Road	reconstruct 2LD w/ bikelanes & sidewalks	\$6.0
6	Archer Road	AT: SW 16 <sup>th</sup> Avenue		realign intersection	\$1.4
		SW 16 <sup>th</sup> Avenue	Shands Hospital	limit vehicular access at SW 16 <sup>th</sup> Avenue and create dedicated bus lanes	
7	University Avenue	W 13 <sup>th</sup> Street	Waldo Road	reduce to 2-lane divided with bus bays	\$0.8
8	W 6 <sup>th</sup> Street	SW 4 <sup>th</sup> Avenue	NW 8 <sup>th</sup> Avenue	enhanced multi-modal capacity	\$2.8
9	Archer Rd / SW 23 <sup>rd</sup> Tr Rail-Trail	SR 121-Depot Ave Trail / SR 331-SR 24		Off-road bike / pedestrian trail	\$0.5
10	Bicycle Master Plan	AT: Countywide		placeholder for \$3.7 million in dedicated bike / pedestrian projects	\$3.7
11	Intermodal Center	Archer Road @ Interstate 75		transit transfer facility with park-n-ride lot	\$0.1
12	Archer Road Enhanced Transit	Interstate 75	Shands / VA area	increased transit headways	\$6.2
13	NW 34 <sup>th</sup> Street	NW 16 <sup>th</sup> Avenue	US 441	widen to add center turnlane	\$10.7
14	Park-and-Ride / Express Bus-Alachua	City of Alachua	NW 43 <sup>rd</sup> Street	express bus to transfer facilities in GMA	\$7.7
15	Park-and-Ride / Express Bus- Archer	City of Archer	Tower Square IC	express bus to transfer facilities in GMA	\$6.5
16	NW 83 <sup>rd</sup> Street	NW 23 <sup>rd</sup> Avenue	NW 39 <sup>th</sup> Avenue	corridor capacity enhancements	\$0.4
17	NW 83 <sup>rd</sup> Street Extension	NW 39 <sup>th</sup> Avenue	Millhopper Road	new 2-lane divided road	\$3.6
18	Park-n-Ride / Express Bus- Hawthorne	City of Hawthorne	SE 50 <sup>th</sup> Street	express bus to transfer facilities in GMA	\$8.0
19	Park-n-Ride / Express Bus- Newberry	City of Newberry	Jonesville	express bus to transfer facilities in GMA	\$6.2
20	Park-n-Ride / Express Bus- Waldo	City of Waldo	NE 50 <sup>th</sup> Avenue	express bus to transfer facilities in GMA	\$8.0
21	Tower Road Enhanced Transit	Archer Road	Newberry Road	increased transit headways	\$6.0
22	Hull Road Extension	SW 62 <sup>nd</sup> Boulevard	SW 34 <sup>th</sup> Street	new 2-lane divided road (IF NEEDED)	\$5.3
23	SW 40 <sup>th</sup> Boulevard Extension	Archer Road	SW 62 <sup>nd</sup> Boulevard	new 2-lane divided road	\$1.8
24	Transit- Town / Village Center (TV) Transit Projects (excluding priorities 11, 14, 15, 18, 19, 20 and 21)				\$123.0
25	Tower Road Charrette Projects (except for the Tower Road enhanced transit service)				\$22.7
26	NW 24 <sup>th</sup> Boulevard Extension	NW 31 <sup>st</sup> Avenue	NW 39 <sup>th</sup> Avenue	new 2-lane divided road	\$1.8
27	NW 8 <sup>th</sup> Avenue	NW 31 <sup>st</sup> Drive	NW 23 <sup>rd</sup> Street	reduce to 2-lane divided road	\$0.4
28	E 27 <sup>th</sup> Street Extension	Hawthorne Road	NW 39 <sup>th</sup> Avenue	new 2-lane divided road	\$10.7
<b>TOTAL</b>					<b>\$260.6</b>

Metropolitan Transportation  
Planning Organization  
for the Gainesville  
Urbanized Area

# 2020 Transportation Plan



## SUBSEQUENT MTPO ACTIVITIES

In addition to implementing the transportation projects listed in this plan through the TIP, the MTPO will conduct the following activities prior to the next plan update:

- Conduct a community planning charrette and corridor planning study for the Southeast Connector project to determine the type of corridor capacity enhancements, assess the potential alignment of a new road linking SE 16<sup>th</sup> Avenue and/or Williston Road with SR 20.
- Review the impact of lane reductions on Main Street and University Avenue to determine their effectiveness and impacts.
- Create a Livable Community Reinvestment Plan task force or subcommittee that will provide a status report and guidance to the MTPO regarding continued coordination of local government comprehensive plans and land development policies with the MTPO's strategic vision statement.
- Prepare for the 2025 update of the plan by completing the following tasks:
  - Update the base year (2000) traffic analysis zone data using information from the 2000 Census,
  - Update the roadway network to reflect conditions in 2000,
  - Working with the Florida Department of Transportation to validate the county-wide transportation model (FSUTMS) based on household travel survey data collected in fall 2000 by FDOT, paying particular attention to the way in which trips to and from the University of Florida and outlying communities are reflected in the model;
  - Incorporate the findings and results of the Transportation and Community and System Preservation (TCSP) grant into the plan update process. This grant, received in 1998, is to develop a set of sketch planning methods to adjust the county-wide transportation model so it better reflects the influence of land use design variables on travel behavior.
  - Incorporate the results of small area studies and/charrettes into the plan update process.

## SUMMARY

The Gainesville MTPo is responsible for identifying transportation needs over the next 20 years through the Transportation Plan. Every five years the MTPo updates this long-range plan to reflect changes in conditions or policies. For this 2020 Transportation Plan, the MTPo undertook a strategic visioning effort to examine alternative land development patterns and transportation investment options. The process resulted in a clear and concise vision statement that focuses on expanding and improving the multi-modal transportation system through an integrated set of land use and transportation strategies and funding priorities. Results of this process included targeted transportation investments that support the adopted vision statement.

The 2020 Transportation Plan is built on a forecast of revenues and costs of needed highway, transit and bicycle/pedestrian projects. Funding major road capacity projects is not a policy priority of the MTPo; instead the MTPo's direction is to first consider options that support community revitalization and redevelopment, environmental preservation and further expansion of the multi-modal transportation system.

# **Designing the Waldo Road Corridor**

*Plan East Gainesville Implementation*  
Strategies for the Gateway to Gainesville and  
the University of Florida

School of Architecture, University of Florida



# Executive Summary



As an important gateway to Gainesville and the University of Florida, the Waldo Road corridor and environs evoke the first 'Gainesville' experience to travelers arriving by air or by automobile from the northeast. The corridor presents opportunities for sustainable development through its linear form, natural locations for nodal concentration of activities, its proximity to the downtown core, infill potential due to abundant vacant land and a variety of existing uses including civic, agricultural, institutional, municipal, commercial, mixed-use and residential. This report presents a synthesis of multiple independent initiatives formerly developed for this area integrated into large-scale master plan recommendations. The report incorporates recent initiatives by community stakeholders into implementation strategies, to achieve an economically robust multi-modal transit corridor that promotes sustainable development through compact activity centers, commerce, high-quality mixed-income and mixed-density residential living with civic amenities.

The vision alternatives and implementation strategies presented in this report are based on several previous studies. In addition, a distinguished steering committee, consisting of stakeholders and civic leaders, has focused the work to respond to local needs and community interests. The project has evolved over 18 months, expanding in scope with regard to the geographical focus while including land directly adjacent to Waldo Road. Consideration was given to indirectly

impacted areas and ecological systems that extend to Newnan's Lake, and that may be affected by additional activities along Waldo Road.

The process engaged Architecture, Landscape Architecture and Urban and Regional Planning students from the University of Florida working under the supervision of the project team and in conjunction with the Florida Community Design Center. Multiple design studios were conducted to study vision alternatives and implementation strategies that will have impacts at the scale of Alachua County, East Gainesville, the entire Waldo Road corridor, key districts along the corridor and important locations within identified districts.

Preliminary work included a systemic review of studies, planning documents, initiatives and reports that have been conducted and published within approximately the last five to seven years of the commencement of this project. Case studies of cities and districts from other municipalities with similar development scenarios were investigated to reveal in-place implementation strategies that have been evaluated in terms of their success. The case studies include design intervention strategies, urban street morphology, strip development morphology, form-based codes as implementation tools and incentive programs that might encourage desired development.

The project team and various groups of students conducted field research visiting noted sites, neighborhoods and commercial areas during various times of the day and week. Interviews were conducted with business owners, facilities administrators and residents living in close proximity to Waldo Road. The team conducted five public workshops to present research information, prioritized issues, proposals for implementation and to receive feedback from the public regarding issues, concerns and local priorities.

Implementation strategies include infrastructure assessments and changes that would support high-quality growth; identification of development nodes (activity centers) in which medium and high residential density would be most effectively located along the corridor; suggestions for multi-modal transportation organization that would facilitate both commerce and accessibility; and urban design alternatives that integrate infrastructure, planning and transportation toward civic amenity. The following five strategies were developed as a framework for more detailed studies that are presented in this report. They represent the critical larger initiatives that must be collectively addressed for prosperity along the Waldo Road corridor and in East Gainesville.

**Watershed Ecology** — develop a municipal system of stormwater parks in combination with site specific retention, filtration and conveyance strategies such as bioswales and green roofs. This will support compact development, freeing up land that would be required for stormwater retention, while improving the filtration capacities of watersheds feeding Newnan's Lake and Paynes Prairie.

#### **Commerce - Based**

**Transportation** — provide a commerce-oriented street network along Waldo Road to expand commercial visibility, support vehicular access and promote walkability. A commerce street paralleling Waldo Road (on the west side) would accommodate these elements, while supporting arterial efficiency and concentrating ingress/egress on east-west streets rather than on Waldo Road.

**Place - Based Development** — establish districts that function as fine grain implementation elements to transform the corridor through adjacent commercial, mixed-use and high- to medium-density residential land uses. Well-designed urban arterial edges support commerce and housing, while acting as a visual and acoustic buffer system to protect existing local neighborhoods from activities on the corridor.

**Greening the Corridor** — dedicate open space compatible with residential density and use through revitalizing existing parks, creating new pocket parks, establishing playgrounds and developing form-based guidelines for green parking. Design streetscape to provide shade and encourage walkable or pedestrian friendly streets, as well as stormwater infrastructure as an integrated civic amenity within public open space and community greens.

**Transportation Modality** — support options for positive interaction between pedestrians, cyclists, drivers and transit riders. This includes nodal development to support current bus, near-term Bus Rapid Transit (BRT) and future light rail, layered with bicycle ways and pedestrian-oriented streets that are well shaded. Transportation infrastructure must integrate motorist convenience and enhance safety through low-speed constant flow networks rather than consolidated multi-lane intersections. Improved alternatives to get to and from the area will promote diverse commerce and increase employment opportunities for East Gainesville residents.

This report outlines these strategies in detail offering case study examples, integrated design proposals, and narrative descriptions of issues that interrelate to optimize inherent opportunity along the Waldo Road corridor. Consensus

has been achieved in regard to some of the proposals from this work among key stakeholders and landholders at the NE 39th Avenue and Waldo Road intersection. Other locations continue to invite further speculation and development potential, but perhaps are better understood in terms of developing a desirable character and what appropriate density and uses might be. Districts were proposed as a mechanism to clarify implementation elements, as well as to identify and strengthen the evolving district character — unique among the varied contexts along the corridor. These recommendations include strategies for the entire corridor with examples of alternative development options for specific locations. The desired character, uses, district boundaries and specific tools for uniquely integrating implementation strategies within the varied contexts along the corridor, should be further developed on a district by district basis.



# Recommendations

*Designing the Waldo Road Corridor* promotes community consensus around implementation strategies that support economically robust development along the urban/suburban arterial - Waldo Road. The research, community engagement and scenario models have revealed a cohort of interrelated strategies to produce growth in the near-term that is organized to support long-term sustainable development. The recommendations presented below are based on current and future impediments to development that are spatially and geographically related, including feasible stormwater management with public and private partnership; transportation infrastructure that is multi-modal; and selected mixed-use zoning appropriate to the 'district' conditions along the corridor. Strategies presented engage these parameters to advance a densely occupied, economically diverse string of activity centers that can accommodate multiple scales of civic engagement and commercial patronage.

1. Initiate district studies to formalize districts from within, develop refined goals and propose form-based codes or special district overlays suitable to local residents. This should include the identification of specific properties (with property owner collaboration) that could be 'pre-approved' for development based on specific parameters. This would likely include municipally initiated rezoning or an overlay. The results of this would provide example conceptual designs to show to prospective speculative developers or existing landowners.

District studies could be run concurrently or in series. It is likely that acceptable code or overlay parameters will be appropriate for more than one district, therefore streamlining the later district studies.

2. Develop a more detailed design study of the 'multiway' boulevard proposal as a network of commerce streets to draw local traffic off of Waldo Road. It is recommended that the North Central Florida Regional Planning Council review and provide an assessment of the proposal for further consideration and more detailed study to develop a proposal that could be included in transportation funding priorities.



This should include studies of the 'square-back' street grid proposal for the intersections at E. University Avenue and Waldo Road as well as NE 39th Avenue and Waldo Road. The design promotes walkable streets around the perimeter of the auto-dominated arterial intersections.

This recommendation will allow the removal of a substantial number of curb-cuts along the west side of Waldo Road, improving arterial vehicular flow.

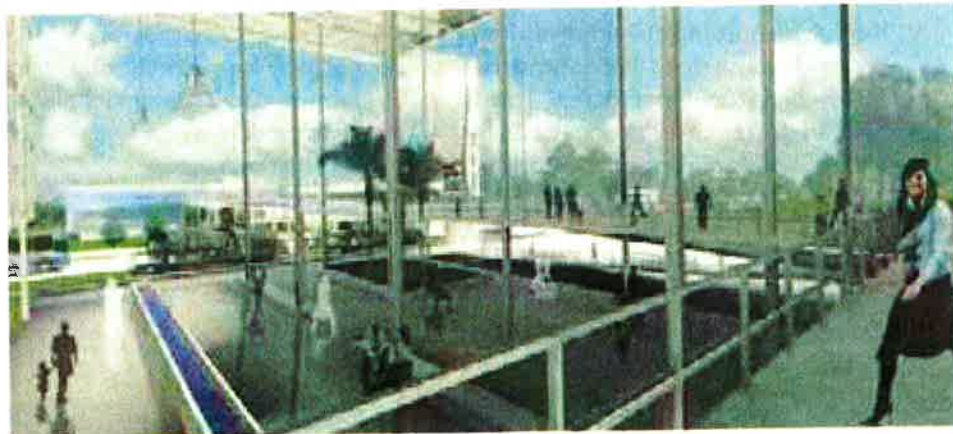
3. Engage environmental engineers to develop recommendations that are more detailed for the location of municipal stormwater infrastructure based on this report. This should include the potential locations for these components (along the corridor and in adjacent neighborhoods) and recommendations for individual sites in terms of acceptable flow to the new infrastructure and what proportion of stormwater should be kept on site. This report identifies preliminary recommendations for these locations based on adjacency to existing riparian systems and topography.

Of critical importance is the balance of littoral ecologies that maintain wetland habitat while also maintaining both inundation areas and eulittoral zones. This sustains the highest habitat diversity, general health and ability of the system to filter pollutants from runoff.

4. A Community Redevelopment Area designation should be considered for the majority of areas included in this report. This would initiate tax-based investments toward future capital improvements such as transportation and/or stormwater infrastructure and provide dedicated administrative services to oversee the coordination of multiple projects in multiple developing districts. This recommendation has been initiated by extending the Eastside Community Redevelopment Area northward along Waldo Road and has been approved by the Community Redevelopment Agency and the County Commission as of March, 2009.

5. Promote the development of medical related entities and businesses at the intersection of Waldo Road and NE 39th Avenue such as clinics, 'doc-in-a-box' and an urgent care facility. This has the potential to grow into a regional medical complex given the transportation connectivity and state land banked at the southeast corner of the intersection. Proposals for how this area might be occupied in 20-30 years are included in the Scenario Modeling section of this report.

This effort should include a lobbying strategy to relocate the Tacachale curb-cut presently across from NE 23rd Avenue to the location across from NE 31st Avenue and extend NE 23rd Place northward to the new







location. This would provide needed access for future development without adding access points to Waldo Road.

6. Work with developers and landowners along Waldo Road to integrate/extend the street grid network (with the commerce street) to facilitate connectivity with current and future development.
7. Provide at least one grade separated crossing for pedestrians and cyclists across Waldo Road. This should be integrated with commercial and municipal elements and coordinated bus rapid transit stops and future light rail.
8. Integrate stormwater facilities with the development of the greenway as a transit corridor. This should go beyond what is needed directly for the transit facility to provide supplemental capacity for private development along the corridor.
9. Incentivize housing development near potential transit stops that approaches 50 dwelling units per acre. This is needed to make a strong case for federal financial support for transit.
10. Facilitate partnerships between the University of Florida, City of Gainesville, Alachua County, the Gainesville Airport and Tacachale that might include a stakeholder task force for coordinated development

on Waldo Road. This team could significantly aid in prioritizing the recommendations of *Plan East Gainesville* and this report.

This report offers multiple strategies, case study examples, integrated design proposals, and narrative descriptions to optimize inherent development opportunity along the Waldo Road corridor. Consensus has developed regarding districting as a strategy, the concept of a multiway boulevard and the location of large-scale municipal stormwater parks that would incentivize development along the entire corridor.

As an important gateway to Gainesville and the University of Florida, the Waldo Road corridor and environs evokes the first 'Gainesville' experience to travelers arriving by air or by automobile from the northeast. The corridor presents opportunities for sustainable development through its linear form, opportunity for nodal concentration of activities, proximity to the downtown core, abundant vacant land, infill potential and a number of existing uses such as civic, agricultural, institutional, municipal, commercial, mixed-use and residential. This report presents the translation of multiple independent initiatives, large-scale master plan recommendations and recent initiatives by community stakeholders into implementation strategies for an economically robust multi-modal transit corridor that promotes sustainable development, activity centers, commerce and affordable high-quality residential living with civic amenities.

# Recommendations

*Designing the Waldo Road Corridor* promotes community consensus around implementation strategies that support economically robust development along the urban/suburban arterial - Waldo Road. The research, community engagement and scenario models have revealed a cohort of interrelated strategies to produce growth in the near-term that is organized to support long-term sustainable development. The recommendations presented below are based on current and future impediments to development that are spatially and geographically related, including feasible stormwater management with public and private partnership; transportation infrastructure that is multi-modal; and selected mixed-use zoning appropriate to the 'district' conditions along the corridor. Strategies presented engage these parameters to advance a densely occupied, economically diverse string of activity centers that can accommodate multiple scales of civic engagement and commercial patronage.

1. Initiate district studies to formalize districts from within, develop refined goals and propose form-based codes or special district overlays suitable to local residents. This should include the identification of specific properties (with property owner collaboration) that could be 'pre-approved' for development based on specific parameters. This would likely include municipally initiated rezoning or an overlay. The results of this would provide example conceptual designs to show to prospective speculative developers or existing landowners.

District studies could be run concurrently or in series. It is likely that acceptable code or overlay parameters will be appropriate for more than one district, therefore streamlining the later district studies.

2. Develop a more detailed design study of the 'multiway' boulevard proposal as a network of commerce streets to draw local traffic off of Waldo Road. It is recommended that the North Central Florida Regional Planning Council review and provide an assessment of the proposal for further consideration and more detailed study to develop a proposal that could be included in transportation funding priorities.



This should include studies of the 'square-back' street grid proposal for the intersections at E. University Avenue and Waldo Road as well as NE 39th Avenue and Waldo Road. The design promotes walkable streets around the perimeter of the auto-dominated arterial intersections.

This recommendation will allow the removal of a substantial number of curb-cuts along the west side of Waldo Road, improving arterial vehicular flow.

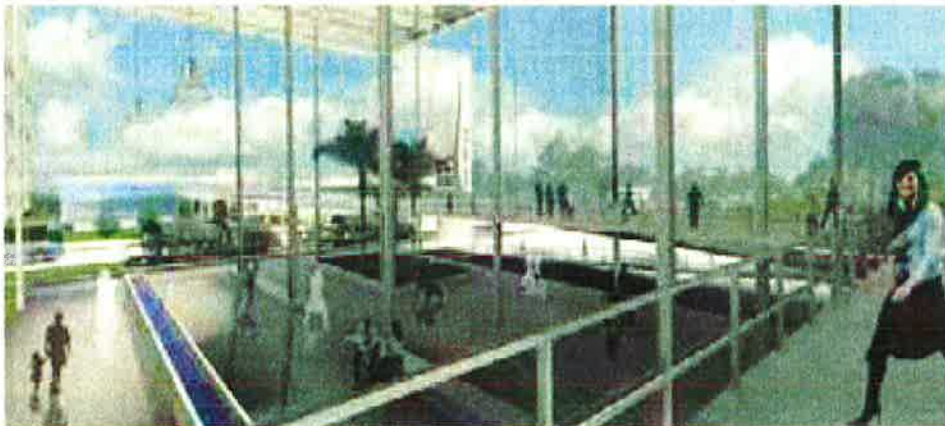
3. Engage environmental engineers to develop recommendations that are more detailed for the location of municipal stormwater infrastructure based on this report. This should include the potential locations for these components (along the corridor and in adjacent neighborhoods) and recommendations for individual sites in terms of acceptable flow to the new infrastructure and what proportion of stormwater should be kept on site. This report identifies preliminary recommendations for these locations based on adjacency to existing riparian systems and topography.

Of critical importance is the balance of littoral ecologies that maintain wetland habitat while also maintaining both inundation areas and eulittoral zones. This sustains the highest habitat diversity, general health and ability of the system to filter pollutants from runoff.

4. A Community Redevelopment Area designation should be considered for the majority of areas included in this report. This would initiate tax-based investments toward future capital improvements such as transportation and/or stormwater infrastructure and provide dedicated administrative services to oversee the coordination of multiple projects in multiple developing districts. This recommendation has been initiated by extending the Eastside Community Redevelopment Area northward along Waldo Road and has been approved by the Community Redevelopment Agency and the County Commission as of March, 2009.

5. Promote the development of medical related entities and businesses at the intersection of Waldo Road and NE 39th Avenue such as clinics, 'doc-in-a-box' and an urgent care facility. This has the potential to grow into a regional medical complex given the transportation connectivity and state land banked at the southeast corner of the intersection. Proposals for how this area might be occupied in 20-30 years are included in the Scenario Modeling section of this report.

This effort should include a lobbying strategy to relocate the Tacachale curb-cut presently across from NE 23rd Avenue to the location across from NE 31st Avenue and extend NE 23rd Place northward to the new







location. This would provide needed access for future development without adding access points to Waldo Road.

6. Work with developers and landowners along Waldo Road to integrate/extend the street grid network (with the commerce street) to facilitate connectivity with current and future development.
7. Provide at least one grade separated crossing for pedestrians and cyclists across Waldo Road. This should be integrated with commercial and municipal elements and coordinated bus rapid transit stops and future light rail.
8. Integrate stormwater facilities with the development of the greenway as a transit corridor. This should go beyond what is needed directly for the transit facility to provide supplemental capacity for private development along the corridor.
9. Incentivize housing development near potential transit stops that approaches 50 dwelling units per acre. This is needed to make a strong case for federal financial support for transit.
10. Facilitate partnerships between the University of Florida, City of Gainesville, Alachua County, the Gainesville Airport and Tacachale that might include a stakeholder task force for coordinated development

on Waldo Road. This team could significantly aid in prioritizing the recommendations of *Plan East Gainesville* and this report.

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## **Affordable Housing Study - 2003**

**Alachua County  
Growth Management Department  
10 SW 2nd Avenue  
Gainesville, FL 32601  
352.374.5249**



## RECOMMENDATIONS FOR IMPLEMENTATION

# 7

### RECOMMENDATIONS

The need for affordable housing in Alachua County is clear, and that need is growing. Two objectives have emerged for action. First, the financial gap for very low, low, and moderate-income households must be closed. Second, greater geographic dispersal of affordable housing units is needed to bring affordable housing closer to jobs and shopping areas.

Supplying housing affordable to very low, low, and moderate-income households holds numerous challenges, among them financial issues. Currently, tax credits, tax-exempt revenue bonds and other financial programs are utilized to provide assistance to very low and low-income households. The County's SHIP program serves developers seeking to build affordable single-family homes and rental units and consumers seeking to own a home.

The geographic dispersal of affordable housing is affected by numerous factors as well, including financial markets, and can be influenced by regulatory tools. Allowing more flexibility in residential design and encouraging the integration of affordable housing in new developments are among the approaches available to Alachua County.

Based on the information and analysis provided throughout this report, recommendations for implementation are provided below. Other factors that were considered in developing the recommendations were the administrative and financial costs to the County, the time frame to implement the recommendations and the efficacy of the program or option under consideration. These efforts are directed at enabling moderate, low, and very low-income households to acquire safe, decent, and affordable housing units.

### 1. ALLOCATION OF SHIP PROGRAM FUNDING

When evaluating alternatives for the use of SHIP funding at least four general policy themes emerged in the discussion in regard to funding allocation. Consideration for each factor must also recognize the uncertain level of SHIP funding after the State's 2003 legislative session. Each policy area is stated below, along with points raised in the previous analysis.

#### SHIP ISSUE A: ALLOCATION OF FUNDING BETWEEN MULTI-FAMILY RENTAL DEVELOPMENT AND SINGLE FAMILY DEVELOPMENT

##### DESCRIPTION:

A minimum of 65% of SHIP funds are required to be expended on eligible homeownership activities. The SFY 03 SHIP budget allocates 81% to homeownership, and 8% to multi-family development. Multi-Family Development deferred loans are awarded to developers to provide a Local Government Contribution. By securing a Local Government Contribution, a developer applying for rental development funding from the Florida Housing Finance Corporation receives application points needed to secure state funding, resulting in the

production of typically over 100 affordable rental units in Alachua County.

The low interest rates currently in effect (Spring 2003) enhance the financial feasibility of multi-family development. When interest rates rise substantially, multi-family development may no longer be as feasible. At that time, it may be beneficial to shift more funding to homeownership.

Pros:

- Provides financial incentive for private sector to build new rental developments.
- Provides opportunity for “smart growth” development.
- Provides efficient use of government funding (average of 1 unit/\$1,000 expended).
- Increases supply of housing affordable to households within 60% AMI.
- Increases the tax base of Alachua County.
- Provides incentives for targeting households with 30% AMI.
- Provides opportunity for income stratification within development.
- Provides market rate quality housing and support services to enhance quality of life.
- Consistent with Housing Element Policies 1.3.5 and 1.4.2.

CONS:

- Reduces pool of funds available for homeownership opportunities.

RECOMMENDATION: Recognize the need for, role and contribution of multi-family rental housing developments by continuing to provide sufficient SHIP funds to enable at least one potential rental development to qualify for funding by the Florida Housing Finance Corporation, while recognizing the benefits of shifting a higher share of available funding to homeownership should interest rates rise significantly.

SHIP Issue B: EXPANDING SHIP TO INCLUDE MODERATE INCOME HOUSEHOLDS VS. LIMITING SHIP TO SERVE LOW INCOME HOUSEHOLDS

DESCRIPTION: Currently SHIP down payment assistance is limited to households with incomes up to 80% AMI. Thirty percent of SHIP funding must be used to serve very low-income households and thirty percent must be expended to benefit low-income households. This study revealed that SHIP might be expanded to serve some moderate-income households up to 100% AMI. This could be done with smaller subsidies per household than are required to effectively serve low-income households, allowing SHIP to serve more households. The pros and cons below describe expanding SHIP to include moderate-income households.

PROS:

- Expands range of options for developer to meet inclusionary housing requirements.
- Provides a subsidy to a population that is not being served.
- Subsidies to moderate income households in areas with a low supply of moderate income homes could encourage mixed income neighborhoods to develop.

CONS:

- No other State programs provide down payment assistance to moderate-income households.
- This study indicates there is greater need in very low and low-income households.
- Requires additional oversight to ensure income set-aside requirements are met.
- Reduces funding available to provide deep subsidies for very low and low-income households.
- Serving moderate income households will reduce the amount of assistance available to very low and low income households.

RECOMMENDATION: Continue to limit SHIP funds to households earning up to 80% AMI.

*(If mandatory inclusionary requirements were established, and full funding restored to SHIP, eligibility for SHIP funding should be expanded to serve households with 100% AMI to assist development community in meeting County requirements.)*

SHIP Issue C: GEOGRAPHIC TARGETING OF SHIP FUNDS TO ENCOURAGE DISPERSAL OF AFFORDABLE HOUSING

DESCRIPTION:

If mandatory inclusionary housing policies were established in Alachua County to encourage geographic dispersal of affordable housing, a portion of SHIP funding could be allocated to assist the development community in building affordable homes in those areas relatively lacking in affordable housing. To accomplish this objective, a portion of SHIP funding could be reserved to offset the affordability gap faced by low to moderate income households purchasing affordable homes built in those areas. Other state funding may be available to for profit developers such as the HOME Homeownership Program to further reduce the affordability gap for low income families.

PROS:

- Facilitates the dispersal of workforce housing.
- Provides additional public incentives to achieve Housing Element Policy 1.1.4.

CONS:

- SHIP funds must be encumbered and expended within state requirements, requiring funds to be reallocated if not used within the established timetable. As a result, there could be lapses in funding availability. Therefore, the County may not be able to assure developers that an adequate supply of funding would be available to assist them in meeting County requirements.
- Providing affordable housing within the current SHIP price cap may be difficult to achieve in areas predominately of higher valued homes.
- Using SHIP funds alone to close the affordability gap for low income families may require subsidies of \$36,000 or more per unit, substantially reducing the number of households served and resulting in fewer units being added to the affordable housing inventory in Alachua County.
- As SHIP assistance programs such as down payment assistance are already fully utilized, targeting SHIP funds to specific geographical areas will reduce the County's ability to assist households in achieving homeownership utilizing existing housing stock, with a substantially lower dollar subsidy per household.

RECOMMENDATION: It is recommended that SHIP funds *not* be targeted to a specific geographic area at this time.

(However, if a mandatory inclusionary program were to be established, consideration should be given to targeting some portion of SHIP funds to assist the development community in meeting those requirements.)

SHIP Issue D: SHIP FUNDING STREAM

DESCRIPTION: Currently all SHIP second mortgages are deferred, no interest mortgages, forgiven over a ten-year time period. Given that Alachua County may be facing a reduction in SHIP allocation from the State of Florida, one method to compensate for that loss of funding would be to no longer forgive any SHIP mortgages, making them due on sale, transfer, or rental of the unit. The pros and cons below describe elimination of SHIP's forgiveness clause.

PROS:

- Making SHIP mortgages due in full at time of sale, transfer or rental of the assisted unit would increase the amount of recycled SHIP funds, providing more revenue to assist more SHIP applicants.

CONS:

- The assisted household may have more difficulty purchasing another home with the requirement to repay the second mortgage, unless appreciation in value offsets the repayment requirement.



RECOMMENDATION: Make SHIP mortgages for down payment assistance due on sale, transfer, or rental of assisted unit only if the State eliminates dedicated source of revenue for the SHIP program.

## **2. SEEK REDUCTION OR DISMISSAL OF GRU'S UNINCORPORATED AREA SURCHARGE**

DESCRIPTION: The City of Gainesville authorizes GRU to levy 25% surcharge fees for new residential utility connections in unincorporated areas pursuant to 27-169 (b) (1) the City of Gainesville Code of Ordinances. A potential savings of \$393 per single-family home could be achieved by eliminating the surcharge fees.

INCOME CATEGORIES SERVED: Depends on alternative selected. If reduced or dismissed completely, all income categories will be served. If reduced or waived for affordable housing, it would serve very low, low and moderate-income households.

APPLICATION: Unincorporated area included in GRU's service area.

ALTERNATIVES:

The City of Gainesville amend its ordinance to:

- Reduce or dismiss the surcharge completely for all residential housing, or
- Exempt developments with affordable housing, or
- Reduce the fee upon developments with affordable housing, or
- Reduce the fees for affordable housing within specific income levels.

PROS:

- Reduces the cost of new housing.
- GRU incurs no additional expenses in servicing the unincorporated area.

CONS:

- Reduces revenues to GRU.
- Requires the City of Gainesville to amend its ordinance.

RECOMMENDATION: Board of County Commissioners initiate discussion with the City of Gainesville regarding reductions to the unincorporated area surcharge for affordable housing.

## **3. CHANGE ZONING REGULATIONS**

DESCRIPTION: Change land development regulations to better accommodate affordable housing by allowing:

- Variable lot sizes;

- Reduced lot sizes;
- Reduced setbacks;
- A mix of housing types; and
- Accessory living units in residential zoning districts.

INCOME CATEGORIES SERVED: All

APPLICATION: All single family residential zoning districts.

PROS: Although each of the above options has its own pros and cons, this is a general description of their qualities as a group.

- Expands market options.
- Achieves Comprehensive Plan Goals:
  - Increases density,
  - Allows more housing diversity by right, and
  - Allows accessory living units.
- Overall price reduction in development costs through the reduction of regulatory barriers.
- Reduces need for Planned Development rezoning to achieve higher densities.
- Increases opportunities for creation of affordable rental units.

CONS:

- Will require extensive staff resources to refine regulations providing for integration of diverse lots and sizes as part of revisions to current zoning standards.
- May require a cost intensive effort, including an extensive public hearings and notices process, as part of a district-wide administrative rezoning.

RECOMMENDATION: Encourage affordable housing by allowing variable lot sizes, reduced lot sizes, reduced setbacks, a mix of housing types, and accessory dwelling units in single family residential zoning districts by integrating appropriate changes to land development regulations during the land development regulations' update.

#### **4. ESTABLISH INCLUSIONARY HOUSING REQUIREMENTS**

Inclusionary housing is a policy that either ties development approval to, or creates regulatory incentives for, the provision of low and moderate income housing as part of a proposed development. It typically requires a certain percentage of housing units be set aside for low and moderate income households.

The adoption of a mandatory inclusionary housing ordinance requires the consideration of several issues: establishing a development threshold, the percentage of units to set-aside,

mitigation options, a control period to specify the amount of time that units must remain affordable, and various administrative considerations (see page 99 for further detail). Mitigation options usually include in-lieu fees, land donations, or off-site affordable housing construction. Administrative considerations may include, but are not limited to, establishing a housing trust fund for fees in-lieu of dedicating affordable units, and hiring new personnel or otherwise accommodating the additional workload generated by an inclusionary housing policy.

Listed below are three distinct options that Alachua County has to choose from when considering adopting inclusionary housing requirements. The inclusionary options range from incentive-based (Option A) to mandatory (Option C). The options presented below could be considered independently or simultaneously. Whichever policy approach is recommended, development of the specific program components will be required.

#### Option A: INCENTIVE-BASED INCLUSIONARY HOUSING

##### DESCRIPTION:

Uses development incentives, such as density bonuses, expedited permitting, and standard model review to encourage affordable housing construction. Density bonuses may be approximately one unit per acre, although the exact number would be determined after Board direction. Expedited zoning permitting would allow projects with minimum percentage of the developments' units considered affordable on a sliding scale depending on price range (e.g. 25% of units affordable to moderate income, 15% of units affordable to low income, or 10% affordable to very low income) to be given the same priority in development review process as is currently provided to developments consisting completely of affordable housing.

INCOME CATEGORIES SERVED: Low and moderate.

##### APPLICATION:

- Countywide, or
- Targeted specific geographic areas by Census Tract within Urban Cluster

##### PROS:

- De facto dispersal per market.
- Design for affordability.
- Expands market options.

##### CONS:

- May not provide sufficient supply of affordable housing.
- Historically, allocated densities are underutilized; therefore the effectiveness of density bonuses is questionable.
- Tend to serve mostly moderate income households.

RECOMMENDATION: Integrate expedited zoning review for developments with a minimum percentage of affordable units on a sliding scale depending upon price range during update to land development regulations. Also, formally endorse the process of standard model review during update of the land development regulations.

Option B: INCLUSIONARY HOUSING FOR PLANNED DEVELOPMENTS

DESCRIPTION: This option would require Planned Developments to set-aside a percentage of housing units for low and moderate-income households. Currently, Planned Developments benefit from reserving road concurrency for up to 10 years. Road concurrency may serve as an incentive for developers to provide affordable housing units in areas of limited traffic capacity. Specific provisions would be developed after BoCC direction to pursue this option. With Board direction, staff would evaluate provisions such as the percentage of units to set aside, income levels, control period, incentives, comparable design standards, mitigation options, and administrative considerations.

INCOME CATEGORIES SERVED: Low and moderate.

APPLICATION: Planned Developments

PROS:

- Generally provides affordable housing where new growth is occurring.
- PD process could address design compatibility.

CONS:

- May create a disincentive for PD rezoning.
- Relies on PDs to increase affordable housing supply.

RECOMMENDATION: Require a percentage of affordable units to be included in planned developments with some threshold (e.g. fifty units) in geographic areas with a lower proportion of affordable units than the countywide percentage. Integrate this during the update to the land development regulations.

Option C: MANDATORY INCLUSIONARY HOUSING FOR ALL NEW RESIDENTIAL DEVELOPMENTS

DESCRIPTION: A mandatory inclusionary housing policy would require new residential developments in specified areas (e.g. census tracts) or countywide to set-aside a percentage of housing units for very low, low, and moderate income households. Instead of building units, the developer may opt out through options that can include,

but are not limited to, in-lieu fees, land donations, or off-site affordable housing construction.

INCOME CATEGORIES SERVED: Very low, low and/or moderate depending on the program.

APPLICATION:

- Census tracts with relatively less than the countywide percent of supply of affordable housing units. (See map in Appendix D).

PROS:

- Maximizes developer participation in affordable housing production.
- Direct mechanism of creation and dispersal of affordable housing supply.
- Mitigation fees may supplement other affordable housing assistance programs.

CONS:

- Depends on strong housing market to produce affordable housing.
- Need funding source or effective development incentives to offset costs of building affordable units—depends on target income categories.
- Administrative costs.
- Possible price increase in market rate units within developments to subsidize lower price units.

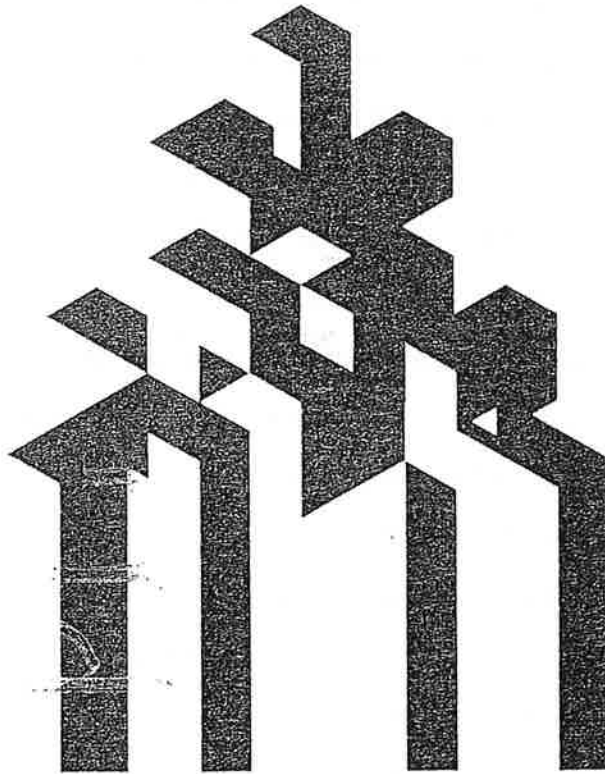
RECOMMENDATION:

Do not implement mandatory inclusionary housing requirements for all new residential developments countywide at this time. Consider this in three years during the review of the implementation of other options to determine their effectiveness at yielding a sufficient supply of affordable units.



**Commercial Revitalization  
and  
Economic Development Strategies**

**for  
The Southeast Gainesville  
Urban Area**



**Consultant:  
PLANTEC Corporation**

## EXECUTIVE SUMMARY

The following discussion presents the major findings and conclusions of the Southeast Gainesville Economic Development and Commercial Revitalization Study. The major impetus for the study was the growing concern for the lack of development and growth in the southeastern portion of the county. The county's western growth surge, coupled with the recent downtown revitalization efforts, formed the basis for the following study objectives:

- o Assess the market potentials in the southeast Gainesville area for retail, service, and other viable commercial uses; and identify the area's role in meeting the local residents' commercial and personal service needs
- o Identify consumer buying attitudes and perceptions of the southeast Gainesville area
- o Identify, on a preliminary basis, those specific manufacturing industries that would be suitable to the southeast Gainesville area
- o Develop strategies that would help foster economic development and commercial revitalization efforts in the southeast Gainesville area.

Major sections of the report include: a socioeconomic overview; a retail market assessment and analysis of a household/consumer survey; a preliminary target industry analysis; an existing conditions analysis which profiles community resources and the infrastructure system; identification of alternative financing and funding programs; and implementation strategies which enhance economic development and



commercial revitalization opportunities in the southeast Gainesville area.

The following is a summary of key elements, findings, and conclusions for each section of the report as they pertain to the southeast Gainesville area.

#### SOCIOECONOMIC CHARACTERISTICS

The following information summarizes the socioeconomic characteristics of the study area:

- o Population in the southeast Gainesville area is anticipated to decline at an average annual rate of 1.88 percent from a current estimate of 17,500 people in 1985 to approximately 15,800 people in 1990.
- o During the period of 1990 through 1995, the population will stabilize at approximately 15,800 people.
- o The population's age distribution within the southeast Gainesville study area is shifting towards the older age categories.
- o The racial composition in the southeast Gainesville study area has shifted, with the white population decreasing almost 16 percent from 1970 to present.
- o While the number of households is declining, the persons per household ratio will remain higher than the state and national trends for the projection period.
- o The area's median household income (\$15,000 in 1985) was only ten percent lower than the 1984 county figure of \$16,500.

- o There is a high "real" unemployment rate not reflected in the published unemployment rate for the study area. PLANTEC projects this rate to be approximately 20 to 30 percent. This is based on a proportion of the labor force classified as discouraged workers--which is generally not included in the typical unemployment calculation.
- o Compared to the county, there is a higher percentage of the labor force in the study area engaged in occupations which are typically compensated with a lower wage scale.
- o A majority of the labor force residing in the study area have jobs within Gainesville's metropolitan area.
- o PLANTEC estimates that over 1,200 persons are employed in the study area with approximately 45 percent working in the retail sector.
- o There is a high incidence of working mothers residing in the study area.

#### RETAIL MARKET ANALYSIS

PLANTEC estimates that the study area currently has approximately 134,800 square feet of retail space. This space is comprised of the identified convenience and shoppers' goods which are considered to be the major categories of consumer purchases. The total supply of retail space serving the study area is estimated at 217,200 which includes some 82,400 square feet outside of, but servicing residents in, the study area.

The total demand for retail space by 1990 is estimated to be 237,200 square feet which translates to a net additional demand of approximately 20,000 square feet. It is important to point out that

this analysis considered competitive locations of other retail stores at the perimeter of the study area. While a market potential for a community or neighborhood shopping center does not presently exist, the consultant feels that there is a potential for one or possibly two retail centers in the 5,000-to-10,000-square-foot range. This type of a retail center could accommodate stores in the 1,000-to-3,000-square-foot range for small retail and personal service establishments.

The survey results indicated a need for additional restaurants for servicing local neighborhood residents, a discount drug store, a hardware store, and possibly a small apparel/shoe store. Additionally, a desire for medical services, laundromats, and beauty parlors was also expressed. The type of development concept envisioned for these retail centers would be commercial and personal service store-front space clustered into a single shopping center structure or strip development.

#### TARGET INDUSTRY IDENTIFICATION

PLANTEC conducted a preliminary target industry identification analysis based on nine specific locational criteria which best characterized the needs of the study area. Once these criteria were applied, the following two separate lists of industries at the four-digit SIC level were identified:

- Women's, misses', and junior apparel products (2335, 2337)
- Curtains, draperies, and related housefurnishing products (2391, 2392)
- Costume jewelry and novelties, except precious metal (3961); and
- Burial caskets (3995).

This first set of industries met at least seven of the general screening criteria and employed, on average, less than 50 but more than 25 people.

Another list was produced which met six of the general screening criteria and also employed the same range of people. This secondary list included 13 firms at the four-digit SIC level with the following major product descriptions:

- Carpets and rugs, not elsewhere classified (2279)
- Paddings and upholstery filling (2293)
- Processed waste and recovered fibers and flock (2294)
- Textile goods, not elsewhere classified (2299)
- Mens', youths', and boys' neckwear (2323)
- Leather and sheep-lined clothing (2386)
- Apparel belts and accessories, not elsewhere classified (2387, 2389)
- Textile bags (2393)
- Leather tanning and finishing products (3111)
- Musical instruments (3931)
- Lead pencils, crayons, and artists' materials (3952); and
- Brooms and brushes (3991).

The preliminary finding is that favorable conditions exist for possible recruitment of these two groups of industries (the second group to a lesser degree) to locate in the southeast Gainesville area. However, the need for a more detailed analysis and specific marketing program in this regard cannot be overemphasized.

## COMMUNITY RESOURCES AND FACILITIES

PLANTEC identified and profiled the following 12 major community organizations which provide services to the residents of the study area: Santa Fe Community College, Job Corps, Job Service, Adult Agri-Business Center, Focus on Careers, Focus on Women, Senior Community Development Employment Services, Gainesville Community Ministries, United Gainesville Community Development Corporation, Central Florida Community Action Agency, Neighborhood Improvement Program, and the 4 C's Day Care Center. Additionally, public schools and parks located in or serving the area residents were inventoried.

The infrastructure system was also assessed in terms of its general adequacy in promoting and facilitating economic development in the study area. Perhaps the strongest asset of the area lies in the existing transportation network which provides good access to the I-75 corridor, is well served by local arterials and is in close proximity to the city's regional airport. Moreover, there is excess capacity in the centralized water and sewer systems with trunk line location and availability being the major constraint to future development.

## ALTERNATIVE FUNDING SOURCES

PLANTEC identified the following programs that are available to assist the southeast Gainesville area in the potential funding of its economic development program and strategies: U.S. Farmers Home Administration (FmHA)/Community Facilities Loan Program, Long-Term Economic Deterioration Program (LTED) Sudden and Severe Economic Dislocation Program (SSED), Public Works and Development/Facilities Grants, Land and Water Conservation Fund Program, Florida Recreation Development Assistance Program, Urban Park and Recreation Recovery

Program, Industrial Revenue Bonds, Small Business Administration 503 Loan Program, Economic Opportunity Loans, Small Business Administration Guaranteed Loan Program, Section 312 Rehabilitation Loans, and the United Gainesville Community Development Corporation Revolving Loan Fund. While this list is not exhaustive, it does represent the major sources of assistance available to eligible communities and projects.

It should also be mentioned that PLANTEC explored the feasibility of establishing a Tax Increment Financing District, but it does not appear to be a viable option at this time. The primary reasons for this include:

- 1) Jurisdictional boundaries of the study area (a number of implicit legal and planning issues would need to be resolved if the designated area crossed jurisdictional boundaries).
- 2) Preliminary considerations including the size of the district, the nominal demand for new commercial activity, and the lower value of real estate (as compared to the rest of the city/county) would provide a minimal amount of tax increment revenues.
- 3) There are already two existing districts in or near the city's CBD.
- 4) Although this study provides a good data base for determining blighted conditions, the overall requirements of Chapter 163 Florida Statutes, would still have to be met including blight documentation and a physical/land use plan for the area.

Generally speaking, the overall effort needed to satisfy state requirements--coupled with the cross jurisdictional issue--would more than likely not be worth the anticipated increment revenues that would accrue from the district.

#### REVITALIZATION AND DEVELOPMENT STRATEGIES

Specific locations for commercial and industrial projects were identified based on an assessment of highway access and visibility, available utilities, proper zoning, and the necessary "critical mass" to support new development. As pointed out in Figure 6, the nucleus for potential development/redevelopment sites is the Waldo Road/University Avenue general area.

Specific recommendations to the Policy Advisory Committee (PAC) to foster commercial revitalization and economic development in the southeast Gainesville area include:

- o Establish a task force from the existing PAC members to implement the strategies outlined in the report
- o Assure that the southeast Gainesville area's interests are adequately represented on the proposed "Alachua County Economic Development Commission" and/or the proposed Visions 2000 "Improved Economic Opportunity Council"
- o Monitor the current target industry analysis at the regional and county level for its application to the southeast Gainesville area
- o Assign a task force member to work closely with the Chamber and City/County officials in recruiting selected industries for the southeast Gainesville area

- o Develop specific marketing goals and a program that can be incorporated into the county's annual marketing program which emphasize the special attributes of the southeast Gainesville area (i.e. lower real estate prices, transportation strengths, available development financing, etc.)
- o Pursue EDA or other available implementation grant funds for the southeast Gainesville program area
- o Focus on the retention and expansion of existing businesses and encourage revitalization of vacant buildings in the study area through available financing techniques such as the UGCDC Revolving Loan Fund
- o Work with the local governments to establish a development incentive program that would encourage redevelopment and create new jobs through a public/private partnership (i.e. equity participation agreements or participatory leases for private sector development of government-owned property in study area)



## SECTION VII

### COMMERCIAL REVITALIZATION AND ECONOMIC DEVELOPMENT STRATEGIES

Opportunities for commercial revitalization projects are highlighted in this section. Specific locational recommendations are made for potential redevelopment projects. A preliminary target industry analysis, which identifies certain four-digit SIC manufacturing industries suitable to the southeast Gainesville area, is summarized and presented as the first step in an overall economic development strategy for the area. An assessment of specific sites for industry location within the area is included, along with the cost for infrastructure improvements where appropriate. Finally, recommendations are presented to help foster economic development and commercial revitalization efforts in the southeast Gainesville area.

#### COMMERCIAL REVITALIZATION

The market analysis and survey results presented in Section III identified limited commercial revitalization opportunities for the southeast Gainesville area. While the demand for a neighborhood or community shopping center does not exist, it is the consultant's opinion that there is a potential for one or two small commercial centers. These centers could range in size from 5,000 to 10,000 square feet which would enable them to easily accommodate stores in the 1,000-to-3,000-square-foot range. The type of development concept envisioned for these centers would be commercial and personal service store-front space clustered into a multi-purpose tenant building or strip development along a major transportation route.

The retail market and household survey analysis indicated a demand for commercial and personal service establishments such as: additional

restaurants to serve local neighborhood residents, a discount drug store, a hardware store, a small apparel/shoe store, medical and related services, laundromat, and beauty parlors.

In order to determine prime commercial nodes for redevelopment, PLANTEC--through field observations--identified potential locations for these centers in terms of physical and locational amenities. This assessment included such criteria as good highway access and visibility, available utilities, proper zoning, and the necessary critical mass to support new development. These locations, in order of their significance, are presented in Figure 6.

It is important to point out that while the initial emphasis in this regard was focused on the deserted Alavac Shopping Center site on Williston Road, during the course of this study PLANTEC learned that this site had been purchased for purposes other than commercial use. Therefore, this site was not considered as part of the locational analysis.

As indicated in Figure 6, the nucleus of potential commercial redevelopment sites is focused on the Waldo Road/University Avenue intersection. The primary reason for this is that these four sites most favorably satisfied the above-stated criteria. Tract 1C, at the intersection of NE 12th Street and Waldo Road, is approximately two acres and presently has two substandard uninhabited single-family homes on site. It is situated in an excellent location, a short distance from the new Social Security Administration Building that is under construction on Waldo Road. Because of its proximity to 1C, this new facility by itself presents an attractive opportunity for commercial development which can capitalize on its employment base (e.g. food/deli

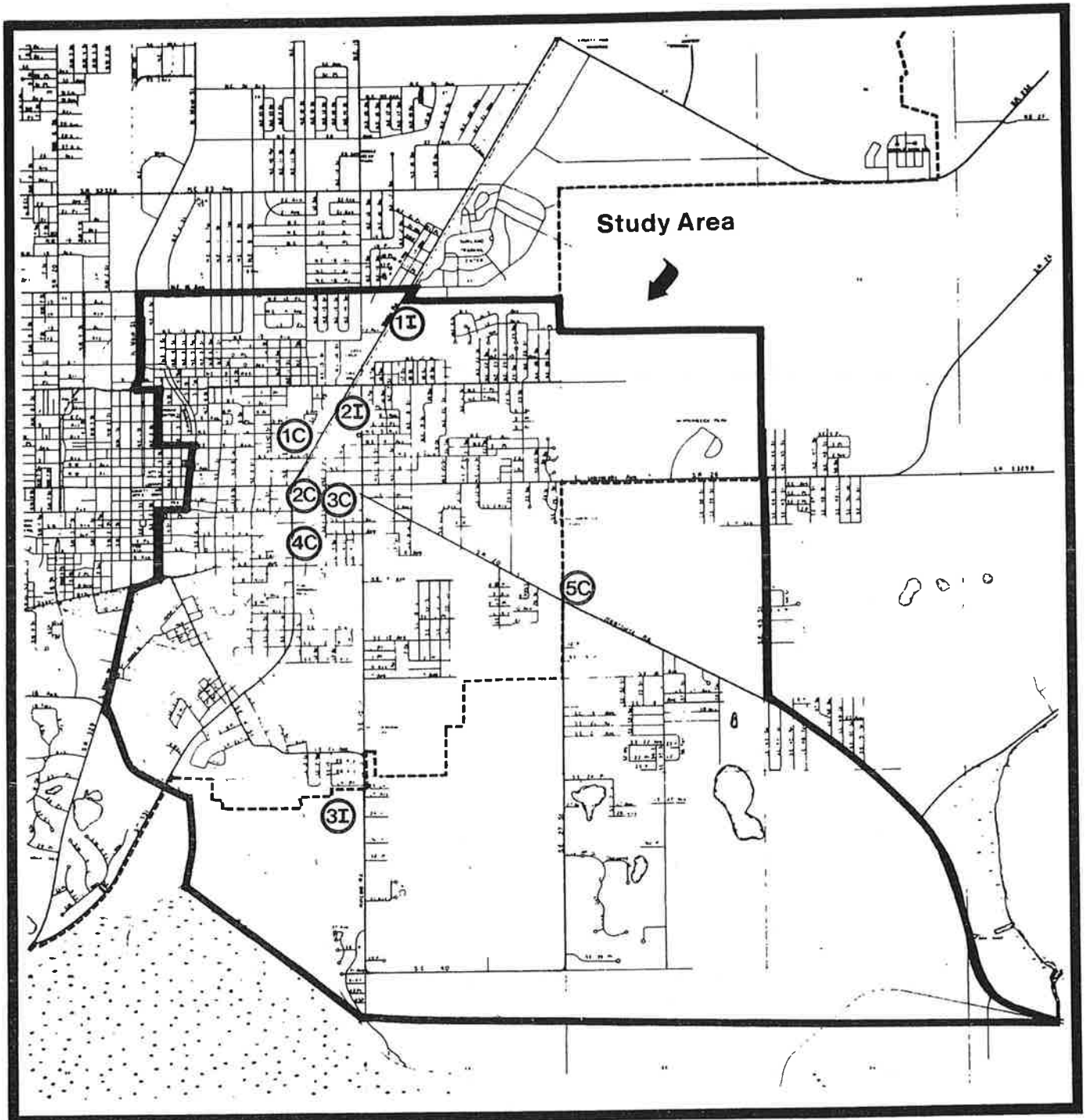


Figure 6

## Potential Commercial and Industrial Redevelopment Sites

SOURCE: PLANTEC, 1986.

operation, dry cleaning, etc.) and the people it will be serving. Additionally, Waldo Road is well-traveled by local and non-local traffic because of the airport and linkage to U.S. Highway 301.

Tract 2C, at the southeast quadrant of Waldo Road and University Avenue, is even better situated in terms of exposure and visibility. Located, at perhaps, the busiest intersection in the study area, it is directly across from the recently-opened Iron Horse restaurant and extends south to SE 1st Avenue and east over to SE 12th Street. Albeit there is a small cemetery at the northwestern corner of the tract, there appears to be a little over two acres of redevelopable land. The major caveat to revitalizing this tract lies in the fact that three or four small single-family homes and one business would have to be relocated, which might be cost prohibitive. Nevertheless, the economic underutilization of this property should be considered in terms of its redevelopment potential because of its strategic location.

The third site identified as a potential commercial node is Tract 3C which is just east of NE 13th Street on the south side of University Avenue. With frontage on University, this site has good access and visibility to all eastbound traffic going towards Hawthorne Road. The last site identified as having good short-term redevelopment potential is Tract 4C located just four blocks south of University Avenue at the southeast intersection of SE 11th Street (Waldo Road) and 4th Avenue. While this site does not have the critical mass advantage of the first three, it is located on a major thoroughfare (SE 11th St./Waldo) and is on the local truck route (SE 4th Ave). Moreover, SE 4th Avenue appears to be a major street which funnels traffic into the Central Business District from the study area.

One other site was identified as having a longer term (more than five years) possibility of facilitating commercial development. Tract 5C (across from Eastgate Plaza) is a large vacant parcel located on a major thoroughfare which can be supported by areas of concentrated population in the study area.

No major infrastructure improvements would be necessary to support development on any of the above sites as major water lines are adjacent to all locations and sewer lines are in close proximity or could be provided by a septic system.

#### ECONOMIC DEVELOPMENT

The foremost economic issue and concern presently facing the southeast Gainesville area is the lack of employment opportunities for the area's lower skilled workers which translates into an unofficial "real" unemployment rate that PLANTEC estimates is in the 20-to-30-percent range. The primary reason for the large difference between this estimate and published data--which indicates an unemployment rate of 4.5 percent--is that the proportion of the population typically classified as discouraged workers (those not actively seeking employment) is not included in the published unemployment calculation. Therefore, this issue is not perceived by many to be the problem that it really is.

In order to address this issue, PLANTEC on a preliminary basis, conducted a target industry analysis to identify specific manufacturing industries that would be suitable to the southeast Gainesville area. This cursory review was based on the area's perceived geographic attributes and certain industry location requirements. However, the consultant strongly suggests that specific targeting of industries for marketing purposes will require a more comprehensive approach and one

that should include specific strategies for a marketing program. This type of analysis was well beyond the scope of this report.

The first step in this brief analysis was to assess the statewide as well as Alachua County's industry growth trends and characteristics. Once the favorable employment sectors were identified, nine specific screening criteria were applied (see Section IV) to these major SIC codes. This resulted in two separate lists of industries which met these specifications (refer back to Tables IV-2 and IV-3). The labor force availability of the southeast Gainesville area suggested that special attention should also be given to those firms in the 25-to-50 employee per plant range.

The end result after all these stipulations and criteria were applied, included seven firms at the four-digit SIC level with the following major product descriptions:

- Women's, misses', and junior apparel products (2335, 2337)
- Curtains, draperies, and related house-furnishing products (2391, 2392)
- Costume jewelry and novelties, except precious metal (3961); and
- Burial caskets (3995).

These industries met at least seven of the general screening criteria and employed, on average, less than 50 but more than 25 people.

Another list was produced which met six of the general screening criteria and also employed the same range of people. This secondary list included 13 firms at the four-digit SIC level with the following major product descriptions:

- Carpets and rugs, not elsewhere classified (2279)
- Paddings and upholstery filling (2293)

- Processed waste and recovered fibers and flock (2294)
- Textile goods, not elsewhere classified (2299)
- Mens', youths', and boys' neckwear (2323)
- Leather and sheep-lined clothing (2386)
- Apparel belts and accessories, not elsewhere classified (2387, 2389)
- Textile bags (2393)
- Leather tanning and finishing products (3111)
- Musical instruments (3931)
- Lead pencils, crayons, and artists' materials (3952); and
- Brooms and brushes (3991).

The preliminary finding is that favorable conditions exist for possible recruitment of these two groups of industries (the second group to a lesser degree) to locate in the southeast Gainesville area. However, the need for a more detailed analysis and specific marketing program in this regard cannot be overemphasized.

In terms of appropriate industry sites, PLANTEC identified three particular locations in the study area for consideration. Zoned industrial, they were chosen because of their availability and accessibility and appear to be large enough to accommodate the scope of industrial development as outlined above. Moreover, two of the three parcels are currently listed for sale.

The primary consideration for these sites, especially Tracts 1I and 2I, was accessibility to the interstate, airport, and major utility lines (Figure 6). The surrounding industrial character of the Waldo Road corridor was also an important factor in designating the following two parcels for industrial development potential. Parcel 1I is a 36-

acre site fronting Waldo Road and is approximately two miles from the airport. Parcel 2I also fronts Waldo Road and is located about one-half mile south of the first site. Both of these tracts are afforded easy access to I-75 via the Waldo/Williston Road corridor. Once the improvements to 39th Avenue are complete, this will provide another four-laned and closer alternative route for northbound I-75 traffic. A major water trunk line runs down Waldo to NE 10th Avenue and then continues down 18th Street with a major sewer line going as far south as NE 16th Avenue along Waldo Road. The only improvement needed would be an extension of the sewer line from NE 16th Avenue approximately one-half mile south to NE 8th Avenue to serve Tract 2I. This could be accomplished for an estimated cost of \$85,000 in 1985 dollars.

The final Tract 3I, is located on the west side of SE 15th Street just south of SE 28th Place. This site is situated on a local bus route and is currently up for sale.

In order to provide desirable access to the interstate, SE 16th Avenue would have to be extended eastward from Williston Road just over a mile. Excluding right-of-way costs, the estimated expenditure for this improvement (assuming a two-lane rural road) would be approximately \$500,000. However, it is important to point out that this improvement would also tremendously benefit the whole southeast rural part of the study area by providing the Kincaid Road/SE 41st Street/SE 15th Street loop with a direct access route to the U.S. Highway 441 corridor and major employment centers in the city's western sections. In addition, if centralized sewer service was required it would cost approximately \$270,000 to extend the existing 16" gravity line from the Main Street/SE 16 Avenue intersection.



The eventual success in attracting any type of industry to the area depends heavily on the cooperation and coordination of efforts by both levels of local government, the chamber of commerce, University of Florida officials, and other key local business and community leaders.

#### Recommendations

In order to promote commercial revitalization and economic development opportunities in the southeast Gainesville area, PLANTEC recommends that the Policy Advisory Committee (PAC) take the following specific actions:

- o Establish a task force from the existing PAC members to implement the strategies outlined in this report
- o Assure that the southeast Gainesville area is adequately represented on the proposed "Alachua County Economic Development Commission" and/or the proposed Visions 2000 "Improved Economic Opportunity Council"
- o Monitor the current target industry analysis at the regional and county level for its application to the southeast Gainesville area
- o Assign a task force member to work closely with the Chamber and city/county officials in recruiting selected industries for the southeast Gainesville area
- o Develop specific marketing goals and a program that can be incorporated into the county's annual marketing program which emphasize the special locational attributes of the southeast Gainesville area (i.e., lower real estate prices, transportation strengths, available development financing, etc).

- o Pursue EDA or other available implementation grant funds for the southeast Gainesville program area, such as Title I which can fund infrastructure needs for industrial sites
- o Focus on the retention and expansion of existing businesses and encourage revitalization of vacant buildings in the study area through available financing techniques such as the UGCDC Revolving Loan Fund
- o Work with the local governments to establish a development incentive program that would encourage redevelopment and create new jobs through a public/private partnership (e.g. equity participation agreements or participatory leases for private sector development of government-owned property in study area)

# *East Gainesville Development Action Plan*



*City of*  
**Gainesville**

Economic Development Department  
November 1997



## EXECUTIVE SUMMARY

### PURPOSE OF THE PROJECT

Since its establishment in 1854, Gainesville has exhibited continuous economic, cultural, and residential growth with one exception, east Gainesville. Initially, downtown Gainesville was the economic, business, and residential center of the community. The crossroads formed by University Avenue and Main Street define the four quadrants of the city and was the major intersection in the downtown district. From that point and to the east, the City once thrived with activity and new development. This changed following the construction of Interstate 75 in the 1960s.

In recent years, developers have started making new investments in some of the inner-city areas closest to the University of Florida. However, the once thriving Waldo Road and other business and residential districts are now untapped markets in need of redevelopment.

The project--the creation of the East Gainesville Business Development Action Plan--was undertaken to spark new growth, interest and investment in east Gainesville. It was originally led and organized by the City of Gainesville and the Gainesville Area Chamber of Commerce. As the work progressed, the City took a larger role of facilitating the process and providing all necessary staff and financial support for its completion.

From the beginning, it was determined that although the City of Gainesville would spearhead the project, the process and its subsequent work product would be community-led. The intent was not to develop another government study, but rather to engage the community in researching, analyzing, and identifying their own problems and solutions in order to create a document whose content was largely defined by the community.

Towards that end, a community meeting was held on February 4, 1997 at the Williams Elementary School cafetorium. Approximately 220 people attended. Participants were led through a series of thought-provoking sessions by Dr. Woodrow M. Parker, professional facilitator and University of Florida professor of counselor education. The City's Economic Development Department and the Gainesville Area Chamber of Commerce co-sponsored the meeting.

By the end of the three-hour event, the group had discussed the development barriers facing the eastside, the skills available within the residents of the community, the types of new businesses they would like to attract, and the characteristics that employees should have to help area businesses grow and prosper.

## **CREATION OF AN ACTION PLAN FOR EAST GAINESVILLE**

Subsequent to the community meeting, a Task Force composed of community members volunteered to research and define the problems facing the community. Task Force members joined one of eight sub-committees and met bi-weekly over the course of six months to discuss and develop their findings. The eight sub-committees focused on the following areas of concern:

**Market Data Analysis  
Education & Employment I  
Financing & Investor Identification  
Neighborhood Development**

**Land Use Map Creation  
Marketing & Public Relations  
Mission Statement  
Barriers to Overcome**

Each sub-committee was asked to determine their "work product"--the documents they would produce or projects they would develop to help solve the problems they had identified.

## **CREATION OF AN ACTION PLAN FOR EAST GAINESVILLE**

After reviewing the work of the eight sub-committees, it became evident that all the issues being addressed could be categorized into six main areas of concern:

1. Business Expansion, Retention and Attraction
2. Education and Employment
3. Neighborhood Improvement and New Development
4. Marketing and Public Relations
5. Government Services
6. Tourism Development

The resulting action plan given in Section 4 of this document, contains extensive redevelopment details, expressed in the form of goals, objectives and action steps, in these six main areas of interest.

## **EAST GAINESVILLE DEVELOPMENT TASK FORCE**

Since the plan had been largely created by the people of east Gainesville, it was felt by Task Force members that the east Gainesville community should take responsibility for its implementation. In order to formalize the organization they had created, Task Force members voted to become a private, not-for-profit agency and accept responsibility for

implementation of the action plan. The newly created East Gainesville Development Task Force, Inc. (EGDTF), agreed to become the organization that would lead the implementation efforts and ensure collaboration from the large list of implementation partners required to accomplish all goals. The time-frame chosen for implementation is five years.

While many of the tasks listed in the action plan can be implemented by the designated organizations and funded within their operating budgets, little will be accomplished if additional funds are not secured. Seed money to support the organization and implement the Action Plan will be sought for the first several years from city and county government. The EGDTF expects to raise sufficient funds to hire an executive director to oversee the day-to-day operations of the organization. The executive director and a fund raising sub-committee will be responsible for raising funds from other sources such as grants for specific projects, charitable donations, membership dues and the sale of T-shirts and other items. The EGDTF expects to become financially self-sufficient within five years of incorporation.

## MEASURING SUCCESS

The Task Force adopted the following Mission Statement to help guide their efforts:

### *Mission Statement*

***“The Eastside of Gainesville will become a thriving business, residential and cultural center that serves its communities by providing goods and services to its residents, increasing business startups and expansions and broadening employment opportunities which will improve the overall quality of life.”***

The Mission Statement will be used as a benchmark for success. The separate components of the Mission Statement will be used to gauge the group's accomplishments.

On a periodic basis, the East Gainesville Development Task Force will review the Action Plan timeline, projects completed, projects in progress, and evaluate remaining tasks. An annual report will be provided to implementation partners on the group's accomplishments and how they measured up to the stated components of the mission statement. Based on the achievements and the remaining scheduled work, the Task Force will revise the plan as needed to meet the new and changing needs of the community.

## Section 4

### ACTION PLAN

#### 4.0 ACTION PLAN GOALS AND OBJECTIVES

The creation of the action plan was conducted as a public/private partnership with the actual stakeholders molding and developing its contents. The action plan unites property owners, business operators, bankers, lawyers, local government staff, elected officials, regulators and representatives from numerous organizations in a mutual community cause. The resulting document, created by the community's own citizens, addresses strategies for stimulating economic recovery. The plan provides goals, objectives and action steps in six main areas of concern. Below is a summary of the goals and objectives adopted for each focus area.

#### Focus Area 1: Business, Expansion, Retention & Attraction

**Goal 1:      Ensure the viability of existing businesses thereby reducing the number of businesses that leave or fail in east Gainesville.**

- Objective 1:    Create an east Gainesville business owners network association with a full time executive position for the overall promotion and improvement of business in east Gainesville.
- Objective 2:    Promote the business and management development courses available to business owners and managers.
- Objective 3:    Encourage more loyalty and patronage of east Gainesville businesses by local residents.
- Objective 4:    Create a safer environment for businesses in east Gainesville
- Objective 5:    Work with area lenders and other financial institutions to be more receptive to capitalizing small businesses in east Gainesville
- Objective 6:    Conduct entrance and exit interviews of businesses coming to and leaving the area to better understand the strengths and weaknesses of the area.
- Objective 7:    Provide employee hiring and training assistance to area businesses.



**Goal 2:        Increase annually the number of new businesses start-ups in east Gainesville.**

- Objective 1:    Improve the visual appeal of Eastside Gainesville.
- Objective 2:    Obtain "Brownfield" designation from the State to facilitate east Gainesville redevelopment.
- Objective 3:    Increase the skill level of the work force in east Gainesville.
- Objective 4:    Promote the value and benefits of east Gainesville to developers, Realtors, lenders, and investors.
- Objective 5:    Promote the business and management development courses available to business owners and managers.
- Objective 6:    Provide market data, demographic and business related information to businesses interested in east Gainesville.

**Goal 3:        Obtain greater commitment from local officials and key community leaders to support Eastside business development efforts.**

- Objective 1:    Increase opportunities for public/private partnerships in Eastside business development.
- Objective 2:    Obtain commitment from financial institutions and other funding sources to facilitate capital for Eastside businesses.
- Objective 3:    Obtain commitment from academic institutions to provide training support to new and expanding businesses.
- Objective 4:    Obtain commitment from City and County governments to provide adequate and appropriate zoning for Eastside development.

**Goal 4:        Attract economic development to the east side of Gainesville by presenting land use and zoning data in more easily understood graphic forms.**

- Objective 1:    Increase the availability of graphic information for decision making about the Eastside.
- Objective 2:    Encourage investment in businesses on the Eastside by graphically demonstrating market features and profitability of the area to realtors, lenders, investors, economic developers, etc.

## **Focus Area 2: Education & Employment Training**

### **Goal 1:      Ensure greater participation in worker skills/vocational training programs by Gainesville's residents who are seeking employment.**

- Objective 1:    Increase communication with citizens trying to attain economic self-sufficiency through churches, Gainesville Employment Service Center, Department of Children and Families, and other avenues.
- Objective 2:    Provide residents with employment resource information for Gainesville and the surrounding area.
- Objective 3:    Ensure adequate child care and transportation support for unemployed and low income residents trying to work and go to school.
- Objective 4:    Seek additional grant/scholarship opportunities for low-income residents to attend vocational/worker skills programs.

### **Goal 2:      Improve the skill level of the work force to facilitate upward career mobility.**

- Objective 1:    Expand communication with employed residents through neighborhood organizations, churches, local businesses, and other avenues.
- Objective 2:    Provide a skill enhancement resource guide for Gainesville and the surrounding area.

### **Goal 3:      Ensure that every graduating high school senior has the opportunity to become gainfully employed.**

- Objective 1:    Create career awareness programs in partnership with area businesses to inform students about career opportunities in Gainesville/Alachua County.
- Objective 2:    Promote high school vocational training programs that lead all students to the local job market.
- Objective 3:    Support high school career counseling functions for students entering high school which would assist in the development of a career plan to prepare the students' annual course schedules.

**Goal 4:      Increase opportunities for individuals to become gainfully self-employed.**

- Objective 1: Expand communication with potential entrepreneurs through neighborhood organizations, churches, local businesses, and other avenues.
- Objective 2: Provide potential entrepreneurs information on locally needed products and services.
- Objective 3: Provide actual and potential entrepreneurs with information resources for starting or expanding a business.

**Focus Area 3: Neighborhood Improvement & New Development**

**Goal 1:      Stabilize and enhance the existing neighborhoods on Gainesville's Eastside.**

- Objective 1: Promote neighborhood "Trash It Rally."
- Objective 2: Provide residents with "easy-to-read" information about home and yard maintenance.
- Objective 3: Increase single family home ownership.
- Objective 4: Promote project "Green Grass."
- Objective 5: Encourage community gardens.
- Objective 6: Create Neighborhood Associations in Eastside residential areas where they do not currently exist.
- Objective 7: Create a safer east Gainesville for residents and businesses.
- Objective 8: Create a "How to" resource guide for neighborhoods.
- Objective 9: Promote the development of a multipurpose senior center to serve as a focal point for recognizing the diverse needs and life-long interests, experience and skills of older persons.

#### **Focus Area 4: Marketing and Public Relations**

**Goal 1:      Improve the image and public perception of east Gainesville**

- Objective 1:    Create a public relations and marketing campaign to educate the public about the positives and strengths of east Gainesville.
- Objective 2:    Improve the visual appeal of east Gainesville.
- Objective 3:    Create awareness among residents of the value and pride of east Gainesville.
- Objective 4:    Encourage greater involvement of the business community in promoting the Eastside
- Objective 5:    Spotlight the unique characteristics indigenous to the area.

#### **Focus Area 5: Government Services**

**Goal 1:      Improve government services to better serve the community of east Gainesville.**

- Objective 1:    Aid the community in dealing with environmental contamination.
- Objective 2:    Create a safer east Gainesville for residents and businesses.
- Objective 3:    Improve the public transportation services to better serve community needs.
- Objective 4:    Provide some regulatory relief for the redevelopment of property.
- Objective 5:    Ensure that Eastside infrastructure is maintained and improved to keep pace with growth.
- Objective 6:    Establish single points of contact within city and county government to improve citizens access to governmental services.

## **Focus Area 6: Tourism & Entertainment**

### **Goal 1: Enhance existing and attract new hospitality, cultural, recreational, and entertainment facilities on the Eastside.**

- Objective 1: Evaluate Gainesville's Eastside tourism potential based on its existing cultural, historical, natural and other attributes in the context of the larger region.
- Objective 2: Spotlight the unique characteristics indigenous to the area so as to attract more visitors to the community.
- Objective 3: Attract more tourist related enterprise to east Gainesville.

## **4.1 ACTION PLAN WITH STRATEGIC ACTION STEPS**

The abbreviations below are used in some cases throughout the action plan for the implementation partners.

### **Organization**

City of Gainesville  
City Commission  
Economic Development Department  
Code Enforcement Division  
Public Works Department  
Community Development Department  
Planning Department  
Community Redevelopment Agency  
Building Inspection Department  
Regional Transit Systems  
Recreation and Parks Division  
Gainesville Police Department  
Gainesville Regional Utilities

Alachua County Board of County Commissioners  
Environmental Protection Department  
Department of Growth Management  
Alachua County Sheriff Department  
Public Works Department

### **Abbreviation**

City  
City Commission  
City Economic Development  
City Code Enforcement  
City Public Works  
City Community Development  
City Planning  
CRA  
City Building Inspection  
RTS  
City Recreation and Parks  
GPD  
GRU

County  
ACEPD  
ACDGM  
ASO  
ACPWD

**Region**

North Central Florida Regional Planning Council      NCFRPC

**State of Florida**

Florida Department of Children and Families      FDFC

Florida Jobs and Benefits Center      FJBC

Florida Department of Labor and Employment  
Security      FDLES

Florida Department of Environmental Protection      FDEP

**Federal**

U.S. Environmental Protection Department      USEPA

U.S. Economic Development Administration      USEDPA

U.S. Small Business Administration      USSBA

**Business**

Gainesville Area Chamber of Commerce      Chamber

Council for Economic Outreach      CEO

University of North Florida Small Business      SBDC

Development Center

Service Corp of Retired Executives      SCORE

Gainesville Enterprise Zone Development Agency      GEZDA

Gainesville Downtown Owners and Tenants Org.      GDOT

Gainesville Area Innovation Network      GAIN

Gainesville/Alachua County Black Business      GABBA

Association

Local Banks      Banks

**Community Development**

WAGES Coalition      WAGES

Churches      Churches

Neighborhood Associations      Neighborhood Associations

United Gainesville Community Development      UGCDC

Corporation

Sustainable Alachua County, Inc      SAC

Community Outreach Partnership Center      COPC

**Education**

Alachua County School Board      ACSB

University of Florida      UF

Sante Fe Community College      SFCC

Loften Center      LC

Other agencies or organizations not listed above will be specified in the Action Plan by their full name.

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN BUSINESS EXPANSION, RETENTION & ATTRACTION

<b>GOAL ONE :</b>	Ensure the viability of existing businesses thereby reducing the number of businesses that leave or fail in east Gainesville.
<b>OBJECTIVE ONE:</b>	Create an east Gainesville business owners association with a full time executive position for the overall promotion and improvement of business in east Gainesville.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Initiate the development of the east Gainesville Business Owners Association.	Chamber, Task Force, GEZDA, GABBA, City Economic Development	January 1998	
b. Notify area businesses of the association and first meeting.	East Gainesville Business Owners Association, Task Force	January 1998	
c. At first meeting elect board and create agenda.	East Gainesville Business Owners Association, Task Force	February 1998	
d. Establish rules and operating procedures.	East Gainesville Business Owners Association, Task Force	February 1998	
e. Identify needs to be met and then establish goals and objectives based on those needs.	East Gainesville Business Owners Association, Task Force	February 1998	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN BUSINESS EXPANSION, RETENTION & ATTRACTION

<b>GOAL ONE</b>	Ensure the viability of existing businesses thereby reducing the number of businesses that leave or fail in east Gainesville.
<b>OBJECTIVE TWO</b>	Promote the business and management development course available to business owners and managers.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Work with SFCC, LC, SCORE, and UNF's Small Business Development Center to develop and promote training programs.	Task Force, City, County, Chamber	On Going	
b. Collect basic information on training and self-improvement programs and courses and their institutions available to the general work force, new and expanding businesses, business owners, and managers.	ACSB, Chamber, Task Force, City, UF, SFCC, LC, SCORE, SBDC	December 1997	
c. Collect pertinent information on available grants and scholarships.	ACSB, Chamber, Task Force, City, SFCC, UF, LC	December 1997	
d. Design and produce fliers with information.	ACSB, Chamber, Task Force, City, UF, SFCC, LC	March 1998	
e. Distribute brochures to appropriate locations.	ACSB, Chamber, Task Force, City, UF, SFCC, LC, Neighborhood Associations, ACSB, GEZDA, GAIN, GABBA, SAC, SBDA, UGCDC, SCORE, COPC	Ongoing	



## EAST GAINESVILLE DEVELOPMENT ACTION PLAN BUSINESS EXPANSION, RETENTION & ATTRACTION

**GOAL ONE :** Ensure the viability of existing businesses thereby reducing the number of businesses that leave or fail in east Gainesville.

**OBJECTIVE THREE :** Encourage more loyalty and patronage of east Gainesville businesses by local residents.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Create marketing campaign designed to foster pride in the Eastside as described in Marketing and Public Relations Goal 1, Objective 1.	Task Force, Chamber, City Economic Development	December 1997	
b. Develop presentation on what it takes for businesses to survive and succeed.	Chamber, Task Force, City Economic Development	March 1998	
c. Give presentation to community groups, neighborhood associations, churches, etc.	Chamber, Task Force, City Economic Development	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN BUSINESS EXPANSION, RETENTION & ATTRACTION

**GOAL ONE :** Ensure the viability of existing businesses thereby reducing the number of businesses that leave or fail in east Gainesville.

**OBJECTIVE FOUR :** Create a safer east Gainesville for residents and businesses.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Increase the number of police per capita.	Task Force, Neighborhood Associations, City Economic Development, GPD, Commission	Fall 1998	
b. Request Community Oriented Police (COPs) teams where they do not exist.	Task Force, Neighborhood Associations, City Economic Development, GPD	Fall 1998	
c. Establish Crime Watch in neighborhoods where it does not exist.	Task Force, Neighborhood Associations, City Economic Development, GPD, Neighborhood Crime Watch Association	Fall 1998	
d. Request Youth Service Units be present full time at all Eastside Schools	Task Force, Neighborhood Associations, City Economic Development, GPD, Schools	Fall 1998	
e. Establish more alternate activities and intervention programs in Eastside Schools and Neighborhoods	Task Force, Neighborhood Associations, City Economic Development, GPD, Schools	Ongoing	
f. Encourage the expansion of juvenile justice systems.	Task Force, Neighborhood Associations, City Economic Development, GPD, Schools	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN BUSINESS EXPANSION, RETENTION & ATTRACTION

<b>GOAL ONE :</b>	Ensure the viability of existing businesses thereby reducing the number of businesses that leave or fail in east Gainesville.
<b>OBJECTIVE FIVE :</b>	Work with area lenders and other financial institutions to be more receptive to capitalizing small businesses in east Gainesville.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Create presentation material on positive aspects of east Gainesville.	Task Force, City Economic Development, Chamber	January 1998	
b. Create a report that describes the buying power, traffic counts, households, etc. of the Eastside.	Task Force, City Economic Development, Chamber	October 1997	
c. Do mail out of the report to appropriate list of individuals	Task Force, City Economic Development, Chamber	February 1998 and ongoing as needed	
d. Do presentation to local individuals or groups.	Task Force, City Economic Development, Chamber	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN BUSINESS EXPANSION, RETENTION & ATTRACTION

<b>GOAL ONE :</b>	Ensure the viability of existing businesses thereby reducing the number of businesses that leave or fail in east Gainesville.
<b>OBJECTIVE SIX :</b>	Conduct entrance and exit interviews of businesses coming to and leaving the area to better understand the strengths and weaknesses of the area.

<b>Strategic Action Steps</b>	<b>Responsible Parties</b>	<b>Estimated Completion</b>	<b>Estimated Cost</b>
a. Monitor business closings and interview those businesses that close or leave the area.	Task Force, City Economic Development, Chamber	Ongoing	
b. Monitor businesses that open and monitor their success.	Task Force, City Economic Development, Chamber	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN BUSINESS EXPANSION, RETENTION & ATTRACTION

**GOAL ONE :** Ensure the viability of existing businesses thereby reducing the number of businesses that leave or fail in east Gainesville.

**OBJECTIVE SEVEN :** Provide employee hiring and training assistance to area businesses.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Work with SFCC, Lofton Center, SCORE, and UNF's Small Business Development Center to develop and promote training programs for employees.	Task Force, City, ACSB, Chamber	Ongoing	
b. Provide to local businesses the employment training guide as describe in Business Retention, Attraction, and ExpansionGoal 1, Objective 2 for training and self-improvement for employees.	Task Force, City, ACSB, Chamber, LC, SFCC	March 1998	
c. Develop connection/networks between employers and local employment agencies	Task Force, City Economic Development, UGCDC, FDFC, FJBC, FDLES, COPC, WAGES, Churches, Neighborhood Associations, Chamber	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN BUSINESS EXPANSION, RETENTION & ATTRACTION

**GOAL TWO :** Increase annually the number of new business start-ups in east Gainesville.

**OBJECTIVE ONE :** Improve the visual appearance of east Gainesville.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Cleanup roads leading to and from town.	City Public Works, FDOT, local businesses and property owners, ACPWD	Ongoing	
b. Install landscaping / streetscaping on major business arteries.	City Public Works, ACPWD, FDOT, Area businesses, Chamber, GEZDA	Ongoing	
c. Encourage business owners to clean and paint buildings.	City Economic Development, Code Enforcement Staff, City Beautification Board	Ongoing	
d. Set standards for business facades.	City Commission, City Economic Development, City Building Inspection, GEZDA, CRA	September 1997 then do as needed for specific projects	
e. Prepare facade grants to help businesses with the cost of upgrading appearance.	City Economic Development, City Commission, GEZDA, CRA, City Community Development	September 1997 then as funds become available	
f. Review and change the city's development and land use codes to encourage residential and business areas that are more pedestrian friendly.	City Economic Development, City Planning Staff, City Commission, CRA, GEZDA	December 1998 Then monitor on continued basis	

g. Apply for roadway beautification grants.	City of Gainesville Parks and Recreation, FDOT	December 1998 Then ongoing	
h. Increase the number of parks, park like drainage systems, and greenways.	City Commission, City Parks and Recreation, City Planning, City Economic Development, Task Force	On Going	
i. Work with appropriate local agencies to develop strategies for eliminating unpermitted public dumps.	Chamber, area businesses, Task Force, City of Gainesville	March 1998	
j. Begin to establish an eyesore data bank.	Task Force, Chamber, appropriate City Department	December 1997	
k. Encourage appropriate agencies to continue the wildflower program and native road plants	FDOT, local native plant societies, City and County beautification committees.	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN BUSINESS EXPANSION, RETENTION & ATTRACTION

<b>GOAL TWO :</b>	Increase annually the number of new businesses start-ups in east Gainesville
<b>OBJECTIVE TWO :</b>	Obtain "Brownfield" designation from the State of Florida to facilitate east Gainesville redevelopment.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Create a list of eligible sites and parcels.	ACEPD, City Economic Development, and Public Works	January 1998	
b. Work with City and County staff to write the Brownfield application.	City Economic Development, City Public Works, ACEPD	February 1998	
c. Designate an "Advisory Committee" to oversee the Brownfield project.	City Economic Development, City Public Works, ACEPD	February 1998	
d. Provide incentives for development of Brownfield areas	City Economic Development, City Public Works, ACEPD	After State designation is received	
e. Prepare informational fliers for distribution to targeted east Gainesville property owners about Brownfield incentives.	City Economic Development, City Public Works, ACEPD	After State designation is received	
f. Prepare media releases about Brownfield incentives and benefits of redevelopment.	City Economic Development, City Public Works, ACEPD	After State designation is received	



## EAST GAINESVILLE DEVELOPMENT ACTION PLAN BUSINESS EXPANSION, RETENTION & ATTRACTION

**GOAL TWO :** Increase annually the number of new businesses start-ups in east Gainesville.

**OBJECTIVE THREE :** Increase the skills of the work force in east Gainesville.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Work with local educational institutions to develop and promote skills and training programs.	Task Force, City, County, Chamber, UF, SFCC, LC	Ongoing	
b. Collect basic information on training and self-improvement programs and courses and their institutions available to the general work force, new and expanding businesses, business owners, and managers.	ACSB, Chamber, Task Force, City, UF, SFCC, LC	December 1997	
c. Collect pertinent information on available grants and scholarships.	ACSB, Chamber, Task Force, City, UF, SFCC, LC	December 1997	
d. Design and produce fliers with information.	ACSB, Chamber, Task Force, City, UF, SFCC, LC	March 1998	
e. Distribute brochures to appropriate locations.	ACSB, Chamber, Task Force, City, UF, SFCC, LC, Neighborhood Associations, GEZDA, GAIN, GABBA, SAC, SBDA, UGCDC, SCORE, COPC	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN BUSINESS EXPANSION, RETENTION & ATTRACTION

<b>GOAL TWO</b>	Increase annually the number of new businesses start-ups in east Gainesville.
<b>OBJECTIVE FOUR</b>	Promote the value and benefits of east Gainesville to developers, realtors, lenders and investors

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Create a brochure listing the financial incentives offered to businesses in east Gainesville.	City Economic Development, CEO, Chamber, County	Done Updated as needed	
b. Create a report that describes the buying power, traffic counts, households, etc. of the Eastside.	Task Force, City Economic Development, Chamber	October 1997	
c. Create Presentation material showing the positive aspects of east Gainesville.	Task Force, City Economic Development, Chamber	January 1998	
d. Do mail out of the report to appropriate list of individuals	City Economic Development, Chamber, CEO	February 1998 Ongoing as needed	
e. Do presentation to local individuals or groups	Task Force, City Economic Development, Chamber, CEO	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN BUSINESS EXPANSION, RETENTION & ATTRACTION

**GOAL TWO :** Increase annually the number of new businesses start-ups in east Gainesville.

**OBJECTIVE FIVE :** Promote the business and management development course available to business owners and managers

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Work with SFCC, LC, SCORE, and UNF's Small Business Development Center to develop and promote training programs.	Task Force, City, County, Chamber	Ongoing	
b. Collect basic information on training and self-improvement programs and courses and their institutions available to the general work force, new and expanding businesses, business owners, and managers.	ACSB, Chamber, Task Force, City, UF, SFCC, LC	December 1997	
c. Collect pertinent information on available grants and scholarships.	ACSB, Chamber, Task Force, City, UF, SFCC, LC	December 1997	
d. Conduct presentations, seminars and public service announcements to encourage participation in available programs	ACSB, Chamber, Task Force, City, UF, SFCC, LC	March 1998	
e. Distribute brochures to appropriate locations.	ACSB, Chamber, Task Force, City, UF, SFCC, LC, Neighborhood Associations, ACSB, GEZDA, GAIN, GABBA, SAC, SBDA, UGCDC, SCORE, COPC	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN BUSINESS EXPANSION, RETENTION & ATTRACTION

<b>GOAL TWO :</b>	Increase annually the number of new businesses start-ups in east Gainesville.
<b>OBJECTIVE SIX :</b>	Provide market data, demographic and business related information to businesses interested in east Gainesville.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Create a brochure listing the financial incentives offered to businesses in east Gainesville.	Task Force, City, County, Chamber	On Going	
b. Create a report that describes the buying power, traffic counts, households, etc. of the Eastside.	Task Force, City, County, Chamber	December 1997	
c. Do mail out of the report to appropriate list of individuals	Task Force, City, County, Chamber	March 1998	
d. Do presentation to local individuals or groups	Task Force, City, County, Chamber, CEO	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN

### BUSINESS EXPANSION, RETENTION & ATTRACTION

<b>GOAL THREE :</b>	Obtain greater commitment from local officials and key community leaders to support eastside business development efforts.
<b>OBJECTIVE ONE:</b>	Increase opportunities for public/private partnerships in eastside business development.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Define ways to create a business co-op / incubator in east Gainesville.	UF, City, County, STAC, SBDC, NFTIC, CEO, Chamber	December 1997	
b. Encourage the use of municipal bonds for substantial development projects.	City, County	As needed	
c. Create annual meeting between business community and City Commission to create joint strategy for growth.	Task Force, Business owners, Civic leaders, City, County	Fall 1997, then annually there after	
d. Create an Eastside business organization as described in the Business Expansion, Retention and Attraction, Goal 1, Objective 1.	City, County, Chamber, CEO, Task Force	Fall 1997	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN BUSINESS EXPANSION, RETENTION & ATTRACTION

<b>GOAL THREE:</b>	Obtain greater commitment from local officials and key community leaders to support eastside business development efforts.
<b>OBJECTIVE TWO:</b>	Obtain commitment from financial institutions and other funding sources to facilitate capital for Eastside businesses.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Create a business start-up trust fund.	Task Force	Fall 1998	
b. Facilitate the creation of an Eastside Credit Union and/or banking branch.	Task Force, Local Lenders, Chamber	Fall 1998	
c. Identify local entrepreneurs who would benefit from SBA, block grants, etc.	City, County, Chamber, Task Force	Ongoing	
d. Work with lenders and those seeking loans to increase loans to businesses in the Eastside as described in Business Expansion, Retention & Attraction Goal 2, Objective 4	City, County, Chamber, Task Force	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN BUSINESS EXPANSION, RETENTION & ATTRACTION

**GOAL THREE :** Obtain greater commitment from local officials and key community leaders to support eastside business development efforts.

**OBJECTIVE THREE :** Obtain commitment from academic institutions to provide training support to new and expanding businesses.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Initiate and facilitate annual business and education meeting for the purpose of ensuring that the educational needs of Gainesville's businesses and residents are being met.	Task Force, Chamber, Businesses, SBDC, SFCC, Lofton, SCORE, ACSB, UF	September 1998 Then annually	
b. Collect basic information on training and self-improvement programs and courses and their institutions available to the general work force, new and expanding businesses, business owners, and managers.	ACSB, Chamber, Task Force, City, UF, SFCC, LC	December 1997	
c. Collect pertinent information on available grants and scholarships.	ACSB, Chamber, Task Force, City, UF, SFCC, LC	December 1997	
d. Design and produce fliers with information.	ACSB, Chamber, Task Force, City, UF, SFCC, LC	March 1998	
e. Distribute brochures to appropriate locations.	ACSB, Chamber, Task Force, City, UF, SFCC, LC, Neighborhood Associations, ACSB, GEZDA, GAIN, GABBA, SAC, SBDA, UGCDC, SCORE, COPC	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN BUSINESS EXPANSION, RETENTION & ATTRACTION

<b>GOAL THREE :</b>	Obtain greater commitment from local officials and key community leaders to support eastside business development efforts.
<b>OBJECTIVE FOUR :</b>	Obtain commitment from City and County governments to provide adequate and appropriate zoning for Eastside development.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Reduce the regulatory burden on owners trying to renovate or retrofit existing structures as describe in Government Services Goal 1 Objective 4.	City Code Enforcement, Chamber, Commission, City Planning, City Community Development, Task Force	Fall 1998	
b. Look into potential for clustering business in downtown and Eastside business corridors.	Task Force, City Code Enforcement, City Commission, City Planning Staff, County, Chamber	December 1997	
c. Request that the City of Gainesville adopt the principles outlined by Sustainable Alachua Co.	Task Force, SAC	December 1997	
d. Review and change the city's development and land use codes to encourage residential and business areas that are more pedestrian friendly and aesthetically pleasing.	City Planning Staff, Commission, CRA, GEZDA, City Economic Development	December 1998 Then monitor on a continued basis there after	



## EAST GAINESVILLE DEVELOPMENT ACTION PLAN BUSINESS EXPANSION, RETENTION & ATTRACTION

**GOAL FOUR :** Attract economic development to the eastside of Gainesville by presenting land use and zoning data in more easily understood graphic forms.

**OBJECTIVE ONE :** Increase the availability of graphic information for decision making about the eastside.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Obtain data from Alachua County and Gainesville City Governmental agencies for consolidation and synthesis into a centralized data base.	Task Force, City Planning, City Economic Development, County	June 1997	
b. Develop a multi-layered map for the sub-committees of the Eastside Development Task Force that depicts as many aspects of zoning, demographics, and economic development as possible.	Task Force	June 1997	
c. Prepare a Zoning Map that shows the zoning of the Eastside using a different color for each type of zoning.	Task Force	June 1997	
d. Prepare a Business and Special Zones Map that graphically presents the location of all businesses and the boundaries of the special zones/districts in the Eastside without any distinctions as to the nature of the businesses presented.	Task Force	June 1997	
e. Provide a Industrial Zoning Map that identifies the areas of east Gainesville that are currently zoned industrial (I-1 Industrial Planned Development and I-2 Warehousing).	Task Force	June 1997	

<b>f. Develop a Commercial Zoning Map that gives the location of the various commercially zoned areas of the Eastside (BUS, BA, BT, MU-1, MU-2, and CCD) in different colors.</b>	<b>Task Force</b>	<b>June 1997</b>	
<b>g. Prepare an Office Zoning Map that shows the location of all general (OF) and residential (OR) offices in the Eastside.</b>	<b>Task Force</b>	<b>June 1997</b>	
<b>h. Prepare computer files of all maps that can be incorporated into multimedia presentation for economic development of the Eastside.</b>	<b>Task Force</b>	<b>October 1997</b>	
<b>i. Update maps as needed to include relevant changes to the maps described above.</b>	<b>Task Force, City Planning, City Economic Development</b>	<b>October 1997</b>	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN BUSINESS EXPANSION, RETENTION & ATTRACTION

<b>GOAL FOUR :</b>	Attract economic development to the eastside of Gainesville by presenting land use and zoning data in more easily understood graphic forms.
<b>OBJECTIVE TWO :</b>	Encourage investment in businesses on the eastside by graphically demonstrating market features and profitability of the area to realtors, lenders, investors, economic developers, etc.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Assure the incorporation of graphical information, as developed in other sections of this action plan, into the creation of documents and fliers.	Task Force, City Planning, City Economic Development	As needed	
b. Assure the incorporation of graphical information, as developed in other sections of this action plan, into presentations created about the Eastside.	Task Force, City Planning, City Economic Development	As needed	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN EDUCATION AND EMPLOYMENT TRAINING

<b>GOAL ONE :</b>	Ensure greater participation in worker skills/vocational training programs by Gainesville residents who are seeking employment.
<b>OBJECTIVE ONE :</b>	Increase communication with citizens trying to attain economic self-sufficiency through churches, Gainesville Employment Service Center, Department of Children and Families and other avenues.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Create more dialog between existing programs and residents seeking employment by doing presentations, seminars, and public service announcements to encourage more participation in available programs.	Job Training Partnership Act (JTPA), SFCC, LC, ACSB, WAGES	Ongoing	
b. Distribute information developed in Education and Employment Sub-Committee Goal 1, Objective 2	SFCC, ACSB, LC, Chamber, Alachua Co., Churches, Neighborhood Associations, WAGES, COPC, SBDC, RTS, SCORE, FJBC, League of Women Voters	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN EDUCATION AND EMPLOYMENT TRAINING

**GOAL ONE :** Ensure greater participation in worker skills/vocational training programs by Gainesville residents who are seeking employment.

**OBJECTIVE TWO :** Provide residents with employment resource information for Gainesville and the surrounding area.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Collect job titles, job description, wage range, and projected growth from <i>Occupational Forecasting Guide</i>	SFCC, ACSB, LC	December 1997	
b. For each job collect local employer, training opportunity, and typical career path information.	SFCC, ACSB, LC	December 1997	
c. Collect general information on all local training programs.	SFCC, ACSB, LC	December 1997	
d. Collect information on grants and scholarships available for non-collegiate students and where they can be located.	SFCC, ACSB, LC	December 1997	
e. Collect information on daycare and transportation options available to the public.	Task Force WAGES, City Economic Development	December 1997	
f. Design and produce complete employment resource guide and as individual fliers.	SFCC, ACSB, LC, Chamber, Task Force, City Economic Development, COPC, SBDC,	March 1998	

g. Distribute brochures to appropriate locations.	SFCC, ACSB, LC, Chamber, Churches, Neighborhood Associations, WAGES, COPC, SBDC, RTS, SCORE, FJBC, League of Women Voters	Ongoing	
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## EAST GAINESVILLE DEVELOPMENT ACTION PLAN EDUCATION AND EMPLOYMENT TRAINING

<b>GOAL ONE :</b>	Ensure greater participation in worker skills/vocational training programs by Gainesville residents who are seeking employment.
<b>OBJECTIVE THREE :</b>	Ensure adequate child care and transportation support unemployed and low income residents trying to work and go to school.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Encourage the establishment of private or public transportation that can provide flexible and inexpensive transportation as described in Government Services Goal 1, Objective 3.	RTS, Churches, Neighborhood Associations, WAGES	Ongoing	
b. Collect information on existing programs and day care.	WAGES, Task Force, League of Women Voters, FJBC, SCORE, Chamber	December 1997	
c. Collect information on various types of child care provider and operation requirements.	WAGES, Task Force, League of Women Voters, FJBC, SCORE, Chamber, City Economic Development	December 1997	
d. Create information package for individuals wanting to start daycares.	WAGES, Task Force, League of Women Voters, FJBC, SCORE, Chamber	March 1998	
e. Develop and give presentations to encourage the creation of daycare organizations.	WAGES, Task Force, League of Women Voters, FJBC, SCORE, Chamber	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN EDUCATION AND EMPLOYMENT TRAINING

<b>GOAL ONE</b>	Ensure greater participation in worker skills/vocational training programs by Gainesville residents who are seeking employment.
<b>OBJECTIVE FOUR</b>	Seek and promote grant/scholarship opportunities for low-income residents to attend vocational/worker skills programs.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Collect information on existing grant and scholarship programs available to new college students	WAGES, Task Force, SFCC, ACSB, LC	Ongoing	
b. Develop presentation to be given to businesses and civic clubs to develop new scholarship opportunities for vocational training programs	WAGES, Task Force, SFCC, ACSB, LC	Ongoing	
c. Incorporate information into employment resource guide in Education and Employment Goal 1, Objective 2	WAGES, Task Force, SFCC, ACSB, LC	Ongoing	
d. Distribute the resource guide through appropriate locations.	WAGES, Task Force, SFCC, LC, ACSB, Chamber, SBDC, Neighborhood Associations, Churches	Ongoing	



## EAST GAINESVILLE DEVELOPMENT ACTION PLAN EDUCATION AND EMPLOYMENT TRAINING

**GOAL TWO :** Improve the skill level of the work force to facilitate upward career mobility.

**OBJECTIVE ONE :** Expand communication with employed residents through neighborhood organizations, churches, local businesses, and other avenues.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Distribute information on training programs developed in Education and Employment Goal 2 Objective 2.	WAGES, Task Force, SFCC, ACSB, LC, Neighborhood Associations, Chamber	Ongoing	
b. Distribute information on career ladders, requirements and salaries in the local areas as described in Education and Employment Goal 1 Objective 2.	WAGES, Task Force, SFCC, ACSB, LC, Neighborhood Associations, Chamber	Ongoing	
c. Conduct presentations, seminars and public service announcements to encourage participation in available programs.	WAGES, Task Force, SFCC, ACSB, LC, Task Force	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN EDUCATION AND EMPLOYMENT TRAINING

<b>GOAL TWO :</b>	Improve the skill level of the work force to facilitate upward career mobility.
<b>OBJECTIVE TWO :</b>	Provide a career enhancement resource guide for Gainesville and surrounding area.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Collect basic information on training and self-improvement programs and courses and their institutions available to the general work force, new and expanding businesses, business owners, and managers.	ACSB, Chamber, Task Force, City of Gainesville, SFCC, UF, LC	December 1997	
b. Collect pertinent information on available grants and scholarships.	ACSB, Chamber, Task Force, City of Gainesville, UF, SFCC, LC	December 1997	
c. Design and produce fliers with information.	ACSB, Chamber, Task Force, City of Gainesville, SFCC, LC, UF	March 1998	
d. Distribute brochures to appropriate locations.	ACSB, Chamber, Task Force, City of Gainesville, UF, SFCC, LC, Neighborhood Associations, ACSB, GEZDA, GAIN, GABBA, SAC, SBDA, UGCDC, SCORE, COPC	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN EDUCATION AND EMPLOYMENT TRAINING

<b>GOAL THREE :</b>	Ensure that every graduating high school senior has the opportunity to become gainfully employed.
<b>OBJECTIVE ONE :</b>	Support career awareness programs in partnership with area businesses to inform students about career opportunities in Gainesville/Alachua County.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Encourage businesses to participate in high school career expositions.	Chamber, CEO, City, County, ACSB, SFCC, Task Force, Alachua County School Volunteer Program	Ongoing	
a. Encourage business to sponsor "open house day" to give tours of their facilities to graduating high school students.	Chamber, CEO, City, County, ACSB, SFCC, Task Force, Alachua County School Volunteer Program	Ongoing	
b. Encourage business executives to be guest speakers at high school business classes.	Chamber, CEO, City, County, ACSB, SFCC, Task Force, Alachua County School Volunteer Program	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN EDUCATION AND EMPLOYMENT TRAINING

<b>GOAL THREE :</b>	Ensure that every graduating high school senior has the opportunity to become gainfully employed.
<b>OBJECTIVE TWO :</b>	Develop and promote high school vocational training programs that lead all students to the local job market.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Create employment resource guide with career path and training requirements as described in Goal 1, Objective 2	Chamber, SFCC, ACSB, City, County, COPC, SBDC	Spring 1998	
c. Design and produce fliers with information.	SFCC, ACSB, LC, Chamber, County, Task Force, City Economic Development, COPC, SBDC,	March 1998	
d. Distribute brochures to appropriate locations.	SFCC, ACSB, LC, Chamber, County, Churches, Neighborhood Associations, WAGES, COPC, SBDC, RTS, SCORE, FJBC, League of Women Voters	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN EDUCATION AND EMPLOYMENT TRAINING

<b>GOAL THREE :</b>	Ensure that every graduating high school senior has the opportunity to become gainfully employed.
<b>OBJECTIVE THREE :</b>	Support high school career counseling functions for students entering high school which would assist in the development of a career plan to prepare the students' annual course schedules.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Assist the coordination of comprehensive education planning workshop for all new students, incoming freshman and their parents.	Individual high schools, ACSB, Task Force	Winter 1998, then every August there after	
b. Assist the coordination of annual review workshops in the spring.	Individual high schools, ACSB	Spring of each year before classes end	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN EDUCATION AND EMPLOYMENT TRAINING

**GOAL FOUR :** Increase opportunities for individuals to become gainfully self-employed.

**OBJECTIVE ONE :** Expand communication with potential entrepreneurs through neighborhood organizations, churches, local businesses, and other avenues.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Conduct presentations, seminars, and public service announcements to encourage more participation in available programs.	Job Training Partnership Act (JTPA), SFCC, LC, ACSB, SBDA, SCORE	Ongoing	
b. Distribute information developed in Education and Employment Goal 4, Objective 2	Task Force, Neighborhood Associations, SFCC, ACSB, Chamber, SBDA, SCORE	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN EDUCATION AND EMPLOYMENT TRAINING

**GOAL FOUR :** Increase opportunities for individuals to become gainfully self-employed

**OBJECTIVE TWO :** Provide potential entrepreneurs information on locally needed products and services.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Survey local residents on the products and services lacking in their communities.	Task Force, Chamber, Neighborhood Associations, Churches	Spring 1998	
b. Create a report that describes the buying power, traffic counts, households, etc. of the Eastside.	Task Force, Chamber, City, County	December 1997	
c. Prepare zoning and land use map for the Eastside.	City Planning, Task Force	September 1997	
d. Prepare planning map showing existing businesses and locations for new ones being attracted.	City Planning, Task Force	September 1997	
e. Incorporate information into publication described in Education and Employment Goal 4, Objective 3			

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN EDUCATION AND EMPLOYMENT TRAINING

<b>GOAL FOUR :</b>	Increase opportunities for individuals to become gainfully self-employed
<b>OBJECTIVE THREE :</b>	Provide actual and potential entrepreneurs with information resources for starting or expanding a business.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Develop a list of local organizations and agencies that can function as mentors and role models.	City Economic Development, Chamber, Task Force	Already available, Update as needed	
b. Develop a list of funding sources for small business start-ups.	Task Force, City Economic Development, Chamber, SBDC	Already available, Update as needed	
c. Create a list of community education classes for small business owners.	Task Force, City Economic Development, Chamber, SBDC, SFCC	Already available, Update as needed	
d. Develop need to know list of city, state and federal organization for business owners.	Task Force, City Economic Development, Chamber, SBDC, SFCC	Already available, Update as needed	
e. Create list of available funding sources (local, state, regional) that have expressed interest in investing in the Eastside.	Task Force, City, County, Individual lenders	Winter 1998	
f. Create a list of private investors and venture capitalist willing to invest in the Eastside.	Task Force	Fall 1998	



<b>g. Create a list of the financial incentives offered to businesses in east Gainesville.</b>	<b>Task Force, City, County, Chamber</b>	<b>Already available, Update as needed</b>	
<b>h. Create a report that describes the buying power, traffic counts, households, etc. of the Eastside.</b>	<b>Task Force, City, County, Chamber</b>	<b>December 1997</b>	
<b>i. Design and a complete employment guide and/or individual fliers.</b>	<b>Task Force, City Economic Development, Chamber, SBDC, SFCC</b>	<b>March 1998</b>	
<b>j. Survey local residents on the products and services lacking in their communities.</b>	<b>Task Force, Chamber, Neighborhood Associations, Churches</b>	<b>Spring 1998</b>	
<b>k. Prepare zoning and land use map for the Eastside.</b>	<b>City Planning, Task Force</b>	<b>September 1997</b>	
<b>l. Prepare planning map showing existing businesses and locations for new ones being attracted.</b>	<b>City Planning, Task Force</b>	<b>September 1997</b>	
<b>m. Distribute information to appropriate locations.</b>	<b>Task Force, Neighborhood Associations, SFCC, ACSB, County, Chamber, City, LC, Churches, SORE, COPC, SBDC</b>	<b>Ongoing</b>	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN NEIGHBORHOOD IMPROVEMENT AND NEW DEVELOPMENT

<b>GOAL ONE</b>	Stabilize and enhance the existing neighborhoods in east Gainesville.
<b>OBJECTIVE ONE :</b>	Promote neighborhood Trash It Rally.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Survey neighborhoods and develop a list of areas to be cleaned up.	Task Force, Neighborhood Associations, City Public Works	October 1997	
b. Organize a neighborhood meeting to discuss the project, its purpose, the proposed work list and to set a day for the Trash It Rally.	Task Force, Neighborhood Associations, City Public Works	October 1997	
c. Work with local businesses to get items donated to the rally such as coupons, food and drink on the day of the rally, and trees to be planted.	Task Force, Neighborhood Associations, City Public Works	October 1997	
d. Request that the City provide trash bags, gloves, brooms and rakes for the event.	Task Force, Neighborhood Associations, City Public Works	October 1997	
e. Request that the Public Works Department be present on the day of the rally to collect the bagged garbage and other items to be disposed of.	Task Force, Neighborhood Associations, City Public Works	October 1997	

<b>f. Inform and invite the media to the event.</b>	<b>Task Force, Neighborhood Associations, City Public Works</b>	<b>November 1997</b>	
<b>g. Distribute flyers and walk through the neighborhoods inviting residents to participate in the event.</b>	<b>Task Force, Neighborhood Associations, City Public Works</b>	<b>November 1997</b>	
<b>h. Invite City Commissioners to attend the event.</b>	<b>Task Force, Neighborhood Associations, City Public Works</b>	<b>November 1997</b>	
<b>i. Serve drinks on the day of the Rally.</b>	<b>Task Force, Neighborhood Associations, City Public Works</b>	<b>Rally date to be determined</b>	
<b>j. Take pictures and inform participants of the follow-up meeting.</b>	<b>Task Force, Neighborhood Associations, City Public Works</b>	<b>Date of rally</b>	
<b>k. Have follow-up meeting at which the before and after photos will be presented, discuss community reaction to the event, schedule the next event and take care of other business.</b>	<b>Task Force, Neighborhood Associations, City Public Works</b>	<b>January 1998</b>	
<b>k. Support the creation of neighborhood council to assume the responsibilities for future Rallies.</b>	<b>Task Force, Neighborhood Associations, City Public Works</b>	<b>January 1998</b>	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN NEIGHBORHOOD IMPROVEMENT AND NEW DEVELOPMENT

<b>GOAL ONE</b>	Stabilize and enhance the existing neighborhoods in east Gainesville.
<b>OBJECTIVE TWO</b>	Provide residents with "easy-to-read" information about home and yard maintenance.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Define what east Gainesville residents want their neighborhoods to be like and collect information on what helps increase property value.	Task Force, City	February 1998	
b. Create document that describes the importance of landscaping and gives basic guidelines/techniques for yard and lawn care.	Task Force, McClain Design Group, Buford Davis landscape architect, City of Gainesville Arborist	February 1998	
c. Create document that describes the importance of fencing and gives basic guidelines/techniques for fence instalation and maintenance.	Task Force, Calkins Design, City Planning	March 1998	
d. Create document that describes roof maintenance and warning signs of trouble.	Task Force, John Mitchell, All-Pro Roofing, City Code Enforcement	March 1998	
e. Create document that describes the importance of proper storage facilities for the household.	Task Force, Calkins Design, Jay Reeves Architect	April 1998	
f. Create document that describes the importance of paint on a home and gives basic guidelines/techniques for home care.	Task Force, George Rodney Central Paint Stores, Joe Anderson Suntect Paint Company	April 1998	

g. Create document that describes guidelines and techniques for maintenance and repair of wood.	Task Force, Calkins Design	May 1998	
h. Create document that describes the importance of smoke detectors and guidelines for their installation and maintenance.	Task Force, Gainesville Building Dept., Gainesville Fire Dept.	May 1998	
i. Create document that describes the importance of light, ventilation and sanitation and that gives basic guidelines for home maintenance.	Task Force, City Code Enforcement, Southern Building Code Conference	June 1998	
j. Create document that describes how to fix small plumbing problems and when to call a licensed professional.	Task Force, Michael Crum Plumbing Company, City Building Inspection, City Code Enforcement	June 1998	
k. Create document that describes the proper maintenance of the electrical system and how to tell when you have a problem.	Task Force	June 1998	
l. Create document that describes the proper maintenance of the heating and cooling system and how to tell when you have a problem.	Task Force, City Building Inspection	July 1998	
m. Create document that describes the importance of insulation and weather proofing and how to up grade your home.	Task Force, GRU	July 1998	
n. Design and produce a complete maintenance guide and individual fliers for the home and yard using the collected information existing information.	Task Force, Local businesses	July 1998	
o. Distribute complete maintenance guide and fliers to appropriate locations.	Task Force, Banks, City Housing Division, City Code Enforcement Division, City Building Inspection, City First Step Center, Businesses related to home and yard maintenance, Churches, Neighborhood Associations, GRU	August 1998	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN NEIGHBORHOOD IMPROVEMENT AND NEW DEVELOPMENT

**GOAL ONE :** Stabilize and enhance the existing neighborhoods in east Gainesville

**OBJECTIVE THREE :** Increase single family home ownership.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Support the expansion of existing or the creation of new non-profit organizations whose purpose is to help low income people afford new homes.	Task Force, Churches, Neighborhood Association, City Economic Development, City Community Development, CRA	Ongoing	
b. Collect information on the requirements, benefits, and first time home owners assistance programs.	Task Force, City Economic Development, NHDC	Winter 1998	
b. Design and produce fliers on area programs geared toward first-time and low income home buyers.	Task Force, City Housing Division	Winter 1998	
c. Distribute fliers to appropriate locations.	Task Force, City Housing Division, Local Churches, Neighborhood Associations, Lenders, Realtors, Chamber, Community Development Corporations	Winter 1998 then ongoing	

# EAST GAINESVILLE DEVELOPMENT ACTION PLAN

## NEIGHBORHOOD IMPROVEMENT AND NEW DEVELOPMENT

**GOAL ONE** : Stabilize and enhance the existing neighborhoods in east Gainesville.

**OBJECTIVE FOUR** : Promote project "Green Grass", a project aimed at making a greener east Gainesville.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Survey neighborhoods to develop list of area to be worked on.	Task Force, City Public Works, Neighborhood Groups, Cooperative Extension Office	January 1998	
b. Contact the Public Works Department with list of public areas to be worked on.	Task Force, Neighborhood Groups, Cooperative Extension Office	January 1998	
c. Organize a neighborhood meeting to discuss the project, its purpose, the proposed work list and to set a day for project Green Grass.	Task Force, City Public Works, Neighborhood Groups, Cooperative Extension Office	January 1998	
d. Work with local businesses to get items donated to be given to participants.	Task Force, City Public Works, Neighborhood Groups, Cooperative Extension Office	January 1998	
e. Work with residents and conduct an education program on lawn care.	Task Force, City Public Works, Neighborhood Groups	February 1998	
f. Inform media of the project and provide material documenting progress.	Task Force, Neighborhood Groups, Cooperative Extension Office	February 1998	
g. Provide follow-up maintenance.	Task Force, Neighborhood Associations, Cooperative Extension Office	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN NEIGHBORHOOD IMPROVEMENT AND NEW DEVELOPMENT

**GOAL ONE :** Stabilize and enhance the existing neighborhoods in east Gainesville.

**OBJECTIVE FIVE :** Encourage community gardens.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost)
a. Survey neighborhood and identify potential garden sights.	Task Force, Neighborhood Groups	October 1997	
b. Petition City of Gainesville to donate areas for project.	Task Force, Neighborhood Groups	November 1997	
c. Solicit local businesses to donate money and supplies for fencing, planting, and site preparation.	Task Force, Neighborhood Groups	November 1997	
d. Place signs that acknowledge business support.	Task Force, Neighborhood Groups	January 1998	
e. Prepare areas; fence, put up signs, develop rules and governing body.	Task Force, Neighborhood Groups	February 1998	
f. Have kickoff and invite media.	Task Force, Neighborhood Groups	March 1998	
f. Set up award for best garden and biggest vegetable etc.	Task Force, Neighborhood Groups	May 1998	



# EAST GAINESVILLE DEVELOPMENT ACTION PLAN

## NEIGHBORHOOD IMPROVEMENT AND NEW DEVELOPMENT

<b>GOAL ONE</b>	Stabilize and enhance the existing neighborhoods in east Gainesville
<b>OBJECTIVE SIX</b>	Create Neighborhood Associations in Eastside residential areas where they do not currently exist.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Initiate the creation of Neighborhood Associations on the Eastside.	Task Force, City Economic Development, City Community Development, CRA, Commission	December 1997	
b. Designate or create a person or agency for the development of and continued support of Neighborhood Associations.	Task Force, City Economic Development, City Community Development, CRA, Commission	January 1998	
c. Identify areas for the creation of neighborhood associations.	Task Force, City Economic Development, City Community Development, CRA, Commission	March 1998	
d. Notify the residents about the program and assist them in the creation of an action committee for the purpose of holding elections.	Task Force, City Economic Development, City Community Development, CRA, Commission	May 1998	
e. Hold elections for the Neighborhood Associations composed by residents within the district. Council shall consist of five member who reside in the district and are elected by residents in the district. Council shall choose among themselves a President, Vice President, and Secretary.	Task Force, City Economic Development, City Community Development, CRA, Commission	September 1998	

<b>f. At first meeting elect board and create agenda.</b>	<b>Task Force, City Economic Development, City Community Development, CRA, Commission</b>	<b>December 1998</b>	
<b>g. Establish rules and operating procedures.</b>	<b>Task Force, City Economic Development, City Community Development, CRA, Commission</b>	<b>December 1998</b>	
<b>h. Identify needs and develop goals and objectives based on those needs.</b>	<b>Task Force, City Economic Development, City Community Development, CRA, Commission</b>	<b>December 1998</b>	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN

### NEIGHBORHOOD IMPROVEMENT AND NEW DEVELOPMENT

**GOAL ONE**                      Stabilize and enhance the existing neighborhoods in east Gainesville

**OBJECTIVE SEVEN**                      Create a safer east Gainesville for residents and businesses.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Increase the number of police per capita.	Task Force, Neighborhood Associations, City Economic Development, GPD, Commission	Fall 1998	
b. Request Community Oriented Police (COPs) teams where they do not exist.	Task Force, Neighborhood Associations, City Economic Development, GPD	Fall 1998	
c. Establish Crime Watch in neighborhoods where it does not exist.	Task Force, Neighborhood Associations, City Economic Development, GPD, Neighborhood Crime Watch Association	Fall 1998	
d. Request Youth Service Units be present full time at all Eastside Schools	Task Force, Neighborhood Associations, City Economic Development, GPD, Schools	Fall 1998	
e. Establish more alternate activities and intervention programs in Eastside Schools and Neighborhoods	Task Force, Neighborhood Associations, City Economic Development, GPD, Schools	Ongoing	
f. Encourage the expansion of juvenile justice systems.	Task Force, Neighborhood Associations, City Economic Development, GPD, Schools	Ongoing	
g. Activate/reactivate neighborhood crime watch organizations.	Task Force, Neighborhood Associations, City Economic Development, GPD, Schools	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN NEIGHBORHOOD IMPROVEMENT AND NEW DEVELOPMENT

**GOAL ONE**                      Stabilize and enhance the existing neighborhoods in east Gainesville

**OBJECTIVE EIGHT :**              Create a "how-to" resource guide for neighborhoods.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Identify and inventory existing neighborhood associations	City Neighborhood Advisory Committee, County	Winter 1998	
b. Target areas for clean-up/fix-up	Neighborhood Associations, City Code Enforcement	Ongoing	
c. Inventory of all recreational opportunities	City Recreation and Parks, YMCA, County Recreation and Parks, Boys & Girls Clubs, ACSB	Winter 1998	
d. Provide quick reference for waste disposal, recycling, etc.	City Public Works, ACPWD, City Code Enforcement	Ongoing	
e. Encourage leadership development and empowerment within neighborhoods	Churches, Local Community Based Organizations, Neighborhood Associations	Ongoing	
f. Target areas with interest in Crime Watch Programs	ASO, GPD	Ongoing	
g. Creation of a network of neighborhood associations or a neighborhood alliance to facilitate a stable community.	Task Force, Neighborhood Associations	Summer 1998	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN

### NEIGHBORHOOD IMPROVEMENT AND NEW DEVELOPMENT

**GOAL ONE**                      Stabilize and enhance the existing neighborhoods in east Gainesville

**OBJECTIVE NINE :**              Promote the development of a multipurpose senior center to serve as a focal point for recognizing the diverse needs and life-long interests, experience and skills of older persons

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Identify individuals, agencies and organizations to be included in a senior center feasibility discussion.	Santa Fe Community Care, Mid-Florida Area Agency on Aging	December 1997	
b. Create committees to develop purpose, governance, administration, programming, evaluation, fiscal and facility standards	Santa Fe Community Care, Mid-Florida Area Agency on Aging	March 1998	
c. Conduct public forums to gather east Gainesville residents and business input and participation.	Santa Fe Community Care, Mid-Florida Area Agency on Aging	December 1998	
d. Prepare a written development plan for establishing an east Gainesville Multipurpose Senior Center	Santa Fe Community Care, Mid-Florida Area Agency on Aging	March 1999	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN MARKETING AND PUBLIC RELATIONS

<b>GOAL ONE</b>	Improve the image and public perception of east Gainesville.
<b>OBJECTIVE ONE :</b>	Create a public relations and marketing campaign to educate the public about the positives and strengths of east Gainesville.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Produce Motto and Logo.	Task Force, City Economic Development	Done	
b. Produce T-shirt bearing motto.	Task Force, City Economic Development, Chamber	October 1997	
c. Produce bumper sticker bearing motto.	Task Force, City Economic Development, Chamber	October 1997	
d. Produce balloons bearing motto.	Task Force, City Economic Development, Chamber	October 1997	
e. Produce posters for business windows.	Task Force, City Economic Development, Chamber	October 1997	
f. Do radio spots about the Eastside.	Task Force	Ongoing	

g. Write letters to the newspaper.	Task Force	Ongoing	
h. Do TV spots about the Eastside.	Task Force, City Economic Development, Chamber	December 1997 and as much as possible thereafter	
i. Develop ideas for new festivals or special events that stress the areas motto and logo.	Task Force, City Economic Development, Chamber	Summer 1998 Annually thereafter	
j. Encourage the use of the motto and logo by businesses in their own promotional material.	Task Force, City Economic Development, Chamber	Ongoing	
k. Produce video, slides and transparencies to be lent out for speeches and presentation to Eastside.	Task Force, City Economic Development, Chamber	December 1997 then ongoing	
l. Create necessary support to get Eastside houses in the "1998 Parade of Homes."	Task Force	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN MARKETING AND PUBLIC RELATIONS

**GOAL ONE**                      Improve the image and public perception of east Gainesville.

**OBJECTIVE TWO :**            Improve the visual appearance of east Gainesville.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Cleanup roads leading to and from town.	City Public Works, FDOT, local businesses and property owners, ACPWD	Ongoing	
b. Install landscaping / streetscaping on major business arteries.	City Public Works, ACPWD, FDOT, Area businesses, Chamber, GEZDA	Ongoing	
c. Encourage business owners to clean and paint buildings.	City Economic Development, City Code Enforcement, City Beautification Board	Ongoing	
d. Set standards for business facades.	Commission, City Economic Development, City Building Inspection, GEZDA, CRA	September 1997 then do as needed for specific projects	
e. Prepare facade grants to help businesses with the cost of upgrading appearance.	City Economic Development, City Commission, GEZDA, CRA, City Community Development	September 1997 then as funds become available	
f. Review and change the city's development and land use codes to encourage residential and business areas that are more pedestrian friendly.	City Economic Development, City Planning Staff, City Commission, CRA, GEZDA	December 1998 Then monitor on continued basis	



<b>g. Apply for roadway beautification grants.</b>	<b>City, City Recreation and Parks, FDOT</b>	<b>December 1998 Then ongoing</b>	
<b>h. Increase the number of parks, park like drainage systems, and greenways.</b>	<b>City Commission, City Recreation and Parks, City Planning, City Economic Development, Task Force</b>	<b>On Going</b>	
<b>i. Work with appropriate local agencies to develop strategies for eliminating unpermitted public dumps.</b>	<b>Chamber, area businesses, Task Force, City</b>	<b>March 1998</b>	
<b>j. Begin to establish an eyesore data bank.</b>	<b>Task Force, Chamber, City</b>	<b>December 1997</b>	
<b>k. Encourage appropriate agencies to continue the wildflower program and native road plants</b>	<b>FDOT, Local native plant societies, City and County beautification committees.</b>	<b>Ongoing</b>	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN MARKETING AND PUBLIC RELATIONS

**GOAL ONE** : Improve the image and public perception of east Gainesville

**OBJECTIVE THREE** : Create awareness among residents of the value and pride of east Gainesville.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Engage help from local newspapers and magazines to publish a series on history and pride in east Gainesville.	Chamber, City Economic Development, Task Force, historic societies	September 1998	
b. Engage the help of the Chamber to promote resident awareness of Eastside businesses and attractions.	City Economic Development, Task Force	December 1998	
c. Work with local businesses to create discount opportunities for Eastside residents who visit their stores.	Chamber, City Economic Development, Task Force	December 1998	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN MARKETING AND PUBLIC RELATIONS

**GOAL ONE** : Improve the image and public perception of east Gainesville.

**OBJECTIVE FOUR** : Encourage greater involvement of the business community in promoting the eastside.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Provide fliers and brochures of the area to businesses to pass on to customers.	Chamber, City Economic Development, Task Force	ongoing	
b. Offer guidance in customer service techniques to personnel in area businesses.	Chamber, SBDC, educators	ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN MARKETING AND PUBLIC RELATIONS

<b>GOAL ONE</b>	Improve the image and public perception of east Gainesville.
<b>OBJECTIVE FIVE</b>	Spotlight the unique characteristics indigenous to the area.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Form an organization of historical home and site owners to develop plans for fixing and spotlighting their properties.	Chamber, existing historical societies, neighborhood groups	Summer 1998	
b. Develop signs and plaques to interpret historic and unique sites.	Historical societies, site owners, Chamber	Fall 1998	
c. Work with the promotion development groups to include the unique structures and natural attractions on regional maps.	Chamber, Task Force, neighborhood groups	Ongoing	
d. Develop a walking, cycling, and auto tour and a brochure to spotlight the unique and historical structures and sites that make the community authentic and valuable.	Chamber, historical societies, site owners, neighborhood groups	Winter 1999	
e. Develop public service announcements for local TV, radio, newspapers and magazines	Task Force	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN GOVERNMENT SERVICES

**GOAL ONE** : Improve government services to better serve the community of east Gainesville

**OBJECTIVE ONE** : Aid the community in dealing with environmental contamination.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Create a list of eligible sites and parcels.	ACEPD, City Economic Development, City Public Works	January 1998	
b. Work with City and County staff to write the Brownfield application.	City Economic Development, City Public Works, ACEPD	February 1998	
c. Designate an "Advisory Committee" to oversee the Brownfield project.	City Commission	February 1998	
d. Provide incentives for development of Brownfield areas	City Economic Development, City Public Works, ACEPD	After State designation is received	
d. Prepare informational fliers for distribution to targeted east Gainesville property owners about Brownfield incentives.	City Economic Development, City Public Works, ACEPD	After State designation is received	
e. Prepare media releases about Brownfield incentives and benefits of redevelopment.	City Economic Development, City Public Works, ACEPD	After State designation is received	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN GOVERNMENT SERVICES

<b>GOAL ONE :</b>	Improve government services to better serve the community of east Gainesville.
<b>OBJECTIVE TWO</b>	Create a safer east Gainesville for residents and businesses.

<b>Strategic Action Steps</b>	<b>Responsible Parties</b>	<b>Estimated Completion</b>	<b>Estimated Cost</b>
a. Increase the number of police per capita.	Task Force, Neighborhood Associations, City Economic Development, GPD, City Commission	Fall 1998	
b. Request Community Oriented Police (COPs) teams where they do not exist.	Task Force, Neighborhood Associations, City Economic Development, GPD	Fall 1998	
c. Establish Crime Watch in neighborhoods where it does not exist.	Task Force, Neighborhood Associations, City Economic Development, GPD, Neighborhood Crime Watch Association	Fall 1998	
d. Request Youth Service Units be present full time at all Eastside Schools	Task Force, Neighborhood Associations, City Economic Development, GPD, Schools	Fall 1998	
e. Establish more alternate activities and intervention programs in Eastside Schools and Neighborhoods	Task Force, Neighborhood Associations, City Economic Development, GPD, Schools	Ongoing	
f. Encourage the expansion of juvenile justice systems.	Task Force, Neighborhood Associations, City Economic Development, GPD, Schools	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN GOVERNMENT SERVICES

**GOAL ONE :** Improve government services to better serve the community of east Gainesville.

**OBJECTIVE THREE :** Improve the public transportation services to better serve community needs.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Organize bus routes to be optimally effective so as to reduce need for private automobiles.	RTS	1998	
b. Create opportunity for a van-pool business as described by Perry Maull (see Appendix D).	RTS, City Economic Development	Winter 1998	
c. Develop special mini-bus RTS routes within neighborhoods to help transport individuals to school and work in a more time-efficient manner.	RTS, Neighborhood Groups, Churches	as soon as possible	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN GOVERNMENT SERVICES

**GOAL ONE** : Improve government services to better serve the community of east Gainesville

**OBJECTIVE FOUR** : Provide some regulation relief for the redevelopment of property.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Create council to make recommendations.	City Code Enforcement, City Planning, City Community Development, Task Force, Chamber	Spring 1998	
b. Survey other towns to see how they operate.	City Code Enforcement, City Planning, City Community Development, Task Force, Chamber.	Summer 1998	
c. Adopt and implement recommendations.	Commission, Task Force	Fall 1998	



## EAST GAINESVILLE DEVELOPMENT ACTION PLAN GOVERNMENT SERVICES

**GOAL ONE**                      Improve government services to better serve the community of east Gainesville.

**OBJECTIVE FIVE**                      Ensure that east Gainesville infrastructure is maintained and improved to keep pace with growth.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Create and monitor a list of deteriorated roads, utilities, drainage areas, etc., that should be repaired or upgraded on the Eastside.	Task Force, Neighborhood Groups, City Public Works, FDOT, City Economic Development, City Community Development, ACPWD	ongoing	
b. Budget adequate funds to upgrade and repair infrastructure that is sub-standard	City Commission	1999 Budget Cycle Annually thereafter	
c. Budget adequate funds to create new infrastructure in growth areas.	City Commission	1999 Budget Cycle Annually thereafter	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN GOVERNMENT SERVICES

<b>GOAL ONE</b>	Improve government services to better serve the community of east Gainesville
<b>OBJECTIVE SIX :</b>	Establish single points of contact within city and county government to improve citizens access to governmental services.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Hold meetings with city and county governments to establish need.	Task Force, City and County Government	January 1999	
b. Work with City and County staff to develop goals and plans for new number and information center.	Task Force, City and County Government	February 1999	
c. Designate a committee to oversee the project.	Task Force, City and County Government	February 1999	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN TOURISM DEVELOPMENT

<b>GOAL ONE :</b>	Enhance existing and attract new hospitality, cultural, recreational, and entertainment facilities on the Eastside.
<b>OBJECTIVE ONE :</b>	Evaluate east Gainesville's tourism potential based on the cultural, historical, natural, and other attributes in the context of the larger region.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Survey local attractions (if any) and evaluate annual number of visitors.	Task Force, Alachua County Visitors and Convention Bureau, Tourism Board, NCFRPC	Winter 1998	
b. Assess ways to enhance and protect existing attributes.	Task Force, Alachua County Visitors and Convention Bureau, Tourism Board, NCFRPC	Winter 1998	
c. Assess ways to capitalize on existing features.	Task Force, Alachua County Visitors and Convention Bureau, Tourism Board, NCFRPC	Winter 1998	
d. Assess the potential for development of new attractions.	Task Force, Alachua County Visitors and Convention Bureau, Tourism Board, NCFRPC	Winter 1998	
e. Utilize information to develop action steps to encourage investment.	Task Force, Alachua County Visitors and Convention Bureau, Tourism Board, NCFRPC	Winter 1998	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN TOURISM DEVELOPMENT

<b>GOAL ONE</b>	Enhance existing and attract new hospitality, cultural, recreational, and entertainment facilities on the Eastside.
<b>OBJECTIVE TWO</b>	Spotlight the unique characteristics indigenous to the area so as to attract more visitors to the community

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Develop signs and plaques to interpret historic and unique sites.	Historical societies, Tourism Board, site owners, Chamber	Fall 1998	
b. Work with the promotion development groups to include the unique structures and natural attractions on regional maps.	Chamber, Tourism Board, Task Force, neighborhood groups	Ongoing	
c. Develop a walking, cycling, and auto tour and a brochure to spotlight the unique and historical structures and sites that make the community authentic and valuable.	Chamber, historical societies, site owners, Tourism Board, neighborhood groups	Winter 1999	
d. Develop public service announcements and payed advertisements for local and regional TV, radio, newspapers and magazines	Task Force	Ongoing	

## EAST GAINESVILLE DEVELOPMENT ACTION PLAN TOURISM DEVELOPMENT

<b>GOAL ONE</b>	Enhance existing and attract new hospitality, cultural, recreational, and entertainment facilities on the Eastside.
<b>OBJECTIVE THREE</b>	Attract more tourist related enterprise to east Gainesville.

Strategic Action Steps	Responsible Parties	Estimated Completion	Estimated Cost
a. Develop a Butterfly Garden.	Local business interests, Giovana Holbrook, Community Volunteer clubs and groups	To be determined	
b. Encourage Expo, the Children's Museum in Butler Plaza to move to Downtown or Morning Side	Regina Melzer, Susan Bottcher, Expo's Steering Committee, County Tourism Development Council, City and County Commissioners or someone to donate land	1998 Temporary site 1999 Build permanent site 2000 Open permanent site	\$500,000 \$1,000,000 \$1,000,000
c. Encourage the creation of a tourism facility based on the Eastside's natural attributes and features.	Welcome Center, City Parks and Recreation, City Cultural Affairs, County Tourism Development Council, Chamber	2000	
d. Develop ideas for new festivals and events for east Gainesville that can draw more visitors to the area.	Welcome Center, City Parks and Recreation, City Cultural Affairs, County Tourism Development Council, Chamber	Ongoing	
e. Increase the number of Parks and Greenways in east Gainesville.	Welcome Center, City Parks and Recreation, City Cultural Affairs, County Tourism Development Council, Chamber, City Planning	Ongoing	

<b>f. Develop a working relationship between the historic community and the Alachua County Tourism Board.</b>	<b>Task Force, Historic Gainesville Inc., Rick Smith City of Gainesville Planner, County Tourism Development Council, Preservation Board City of Gainesville</b>		
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**COMMUNITY REDEVELOPMENT PLAN**  
For the  
Eastside Community Redevelopment Area



**Gainesville Community Redevelopment Agency**  
Gainesville, Florida

Prepared by: Kelly Huard Fisher, AICP,  
CRA Staff

*With mapping assistance from:*  
Geographic Information System Section  
City of Gainesville Public Works Department





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## **Introduction**

The Eastside Community Redevelopment Area was established in 2001, following a 2000 blight finding by the City of Gainesville. A Redevelopment Plan was subsequently adopted and later amended in 2006 with the first expansion of the Eastside CRA's boundaries. This Plan supersedes and replaces the earlier versions of the Eastside Redevelopment Plan; it builds on previous efforts by identifying a Guiding Principle for the Redevelopment Area and a series of Objectives to help achieve this vision. Each Objective is supported by a series of Redevelopment Initiatives which provide a more focused strategic framework for implementing Community Redevelopment Agency (CRA) goals.

The Eastside Redevelopment Plan is intended to serve as a framework for guiding development, economic development, and redevelopment of the Eastside Community Redevelopment Area over the next 30 years. This Plan identifies redevelopment objectives, initiatives, and capital projects to be undertaken to reverse blighted conditions within the Redevelopment Area. This plan addresses visioning as well as strategies for financing, implementation, management, and administration. These strategies will continue to be refined as they are implemented. While based on the most accurate data available, the various strategies and costs identified in this Plan will require additional study and action by the Gainesville CRA as specific projects are initiated, refined, and implemented.

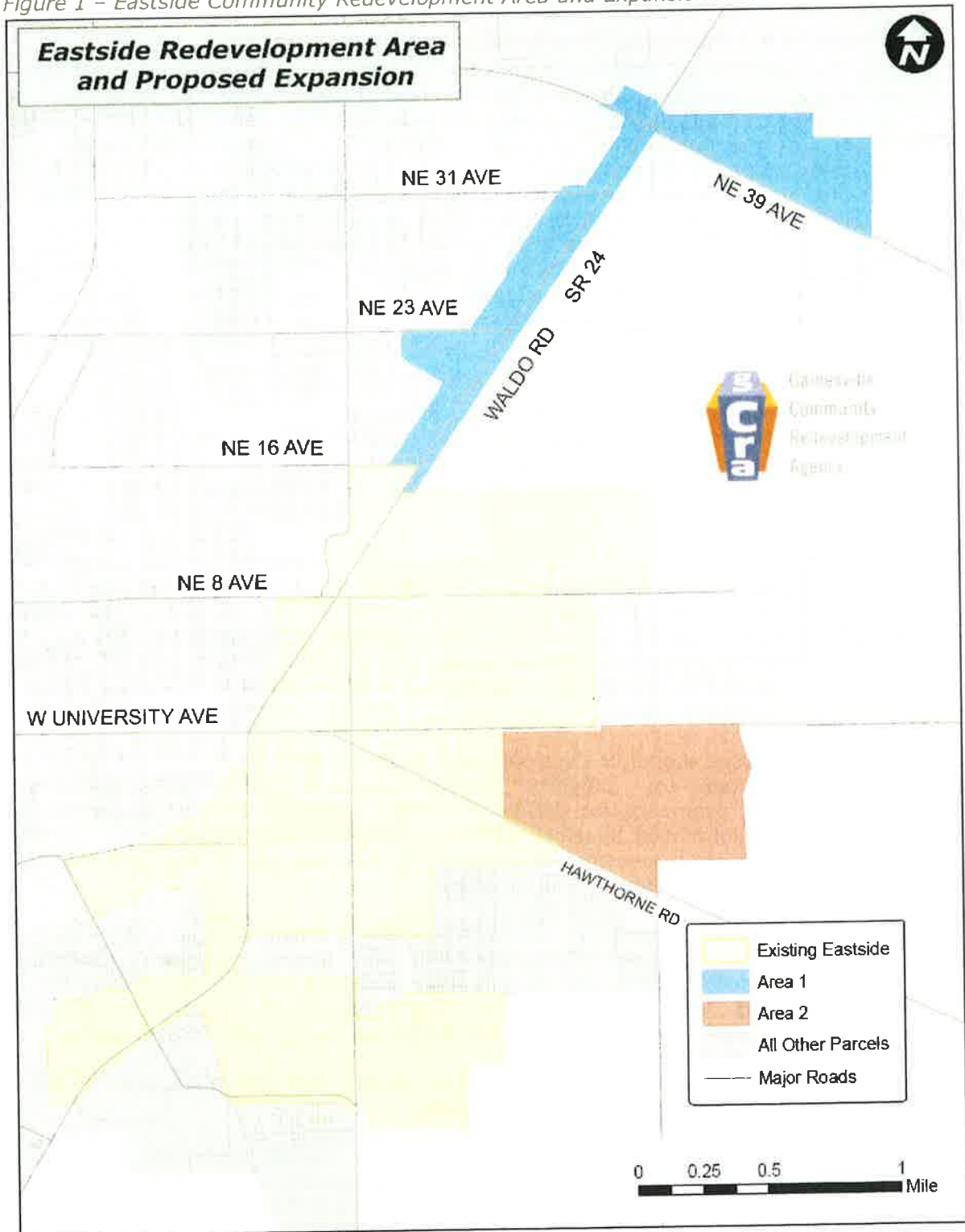
## **Guiding Principle**

The CRA is committed to improving the quality of life for all citizens of the Eastside Redevelopment Area; allowing for a dynamic and diverse community where people of all ages, ethnicities, and incomes have opportunities to find quality housing, jobs, goods, services, and cultural amenities. Through creativity, innovation, hard work, and persistence the CRA will bring redevelopment and reinvestment to the community through socially, economically, and environmentally sustainable methods, in order to help create a beautiful and vibrant district in which people are proud to invest and call home.

## **Boundaries of the Redevelopment Area**

Figure 1, depicted on the following page, presents the boundaries of the existing Eastside Community Redevelopment Area, along with those of the proposed expansion areas. Legal descriptions of these areas, along with additional maps of the Eastside Redevelopment Area, can be found in Appendix A of this document.

Figure 1 – Eastside Community Redevelopment Area and Expansion Areas



## Redevelopment Objectives and Initiatives

### **Objective 1 – Economic Development and Innovation**

The CRA will support economic development in order to increase employment levels, raise the tax base, and improve the standard of living within the Redevelopment Area. The CRA will also encourage investment in human capital through workforce development and educational programs. Ultimately, the goal of redevelopment is for the Redevelopment Area to become self-sustaining in the long term. By encouraging private investment in industry and real estate and eliminating impediments to both public and private investment (particularly infrastructure needs and institutional barriers), the potential of the Area can be fully realized. The CRA will pursue a dynamic, active role in economic development, and redevelopment activities will include both traditional economic development and opportunities to accommodate new innovation and a knowledge economy based on the production of knowledge and the use of knowledge technologies to produce economic benefits.

#### **Economic Development Initiatives**

- Support public/public and public/private partnerships and seek opportunities to coordinate with organizations such as the Chamber of Commerce, the University of Florida, Santa Fe College, the City of Gainesville, Alachua County, the private sector, non-profit organizations, and others
- Assess the City's Comprehensive Plan, Land Development Code, and development review process to identify potential inconsistencies between these policies/procedures and the goal of stimulating new investment, redevelopment, workforce development, and economic development within the Redevelopment Area. The CRA should coordinate with the City and other bodies as appropriate to identify and resolve impediments to redevelopment
- Pursue economic development initiatives, which may include (but are not limited to) property acquisition, land assembly, infrastructure improvements, job creation/retention, business retention and expansion, neighborhood development, small business development, micro-lending, real estate development, marketing, and the use of incentives to attract the desired form of development
- Support traditional economic development. Additionally, encourage innovation and entrepreneurship and develop assistance techniques including loans, grants, and other measures to support entrepreneurship and "economic gardening" (an economic development model that supports existing businesses) as driving forces in the local economy
- Support the development of knowledge and innovative technologies as tools to produce economic benefits
- Maintain inventory and knowledge of vacant lands and buildings to accommodate future development. Assemble, and, if necessary, develop lands to encourage new investment in the community

- Encourage workforce development and the evolution of employment opportunities, including but not limited to: GTEC spin-offs to other sites, new industry, and technical education programs
- Encourage commercial, office, and mixed-use development, particularly along major corridors, and residential development to support it
- Work with industry to support and encourage job retention, job creation, job training, and talent development
- Support marketing across a variety of venues and media to attract talent and industry to the Redevelopment Area
- Assist with the acquisition, demolition, and redevelopment of properties such as the former Kennedy Homes site into mixed-income residential, mixed-use, or commercial projects, as appropriate. Assist as needed with hard and soft costs, regulatory coordination, and infrastructure improvements as needed
- Continue to develop, implement, monitor, and improve development incentive programs for all types, scales, and intensities of redevelopment projects. Incentive programs can help defray the costs of development and encourage the kinds of development that will transform the Redevelopment Area into the community envisioned in this plan. Incentives may include, but are not limited to: fixed cost write downs, TIF, assistance with infrastructure costs
- Support linked infrastructure – by pooling infrastructure improvements (extending utility lines, installing new lighting, etc.) the costs of development can be reduced for private developers, thus encouraging private sector investment within the Redevelopment Area.
- Eliminate barriers to economic development in order to support the creation, retention, and expansion of jobs and businesses and business recruitment, and both small and large business development within the Redevelopment Area

## **Objective 2 – Commercial Activity**

Residents are often forced to leave the Eastside Redevelopment Area in order to fulfill their demand for goods, services, and employment opportunities. However, the community has a strong desire to cultivate and support commercial offerings to support the residential base. To that end, the CRA will work to identify opportunities and programs (both public and private) to improve the commercial building stock, to support existing businesses, and to bring a diverse grouping of businesses such as retail, professional, service, and other commercial uses to the community.

### **Commercial Initiatives**

- Devote particular focus to major corridors, namely Waldo Road, Hawthorne Road, University Avenue, Williston Road, NE 8<sup>th</sup> Avenue, SE 8<sup>th</sup> Avenue, and SE 15<sup>th</sup> Street and the Five Points area, which offer the most obvious opportunities for commercial and mixed-use development. By

revitalizing these major commercial corridors, the CRA may spur additional reinvestment in the Area

- Support appropriate and contextual commercial/residential transitions and encourage a mixture of uses. Support infill development
- Identify and provide proper incentives to retain existing businesses and attract new offerings in order to encourage desired office, commercial, retail, and professional uses. Incentives should also encourage high quality design and construction practices
- Assist with incentives, infrastructure costs, land assembly, disposition and/or land cost write-down, stormwater assistance, density bonuses, and other means to encourage quality commercial development
- Work to identify vacant and underutilized properties that have the greatest potential and viability for commercial/industrial redevelopment and reinvestment. The CRA can establish a variety of programs and tools to encourage reinvestment at such sites. This may include support to resolve related issues (for example, infrastructure or environmental) which may impact the commercial viability of a property.
- Support neighborhood-serving commercial and small-scale village centers that residents can patronize
- Assess Land Use and Zoning along major corridors to determine compatibility with redevelopment goals. Assess the City's Land Development Code and other relevant regulations to determine if regulatory changes would help facilitate infill commercial or mixed-use goals, and coordinate with the City as needed to facilitate increased levels of commercial infill/redevelopment and proper development review regulations
- Acquire property, engage in real estate development, or otherwise assist in redevelopment of commercial sites
- Encourage green building techniques in all commercial development
- Market the Redevelopment Area to retain existing businesses, attract new investment, and establish a "hub" of commercial activity that will provide opportunity for residents to work, shop, and be entertained in the Area
- Develop financing mechanisms that assist with providing businesses access to credit and other capital

### **Objective 3 – Housing**

The community has a strong desire to increase residential options and see a change in housing stock within the Redevelopment Area. The CRA will explore both public and private options to improve the residential building stock and to provide safe, well-designed, high-quality housing (at both market-rate and workforce price points) throughout the Redevelopment Area. The CRA will also work to support a diverse housing stock that provides livable, quality options for renters and homeowners at all

price points. The CRA will support infill housing in order to encourage reinvestment in existing neighborhoods and to support homeownership.

### **Housing Initiatives**

- Provide opportunities for different types of housing to accommodate diverse demographic groups. Increase stock of quality housing options and provide a diverse inventory at a variety of price ranges. Housing options should include both rental and homeownership properties at both affordable and market rate price points. Housing inventory should include single family and multi family options, and both attached and detached building types
- Assist with incentives, infrastructure costs, land assembly, disposition and/or land cost write-down, stormwater assistance, density bonuses, and other means to encourage quality housing development and mixed-income communities
- Develop and utilize a variety of tools such as (but not limited to) loans, down payment assistance, and work-equity assistance in order to assist with homeownership
- Acquire property, engage in real estate development, or otherwise assist in redevelopment of residential sites. CRA may pursue both large and small scale housing initiatives and will support infill housing opportunities, including "model block" initiatives
- Promote opportunities for vacant, run-down, or non-conforming lots in residential areas to transition into infill housing. This may be achieved through lot consolidation or other means
- Strengthen and preserve the existing single-family neighborhoods within the community
- Support the enforcement of standards to prevent the perpetuation of substandard housing
- Assess the City's Land Development Code and development review process to determine if regulatory or procedural changes would help facilitate infill and/or affordable housing goals, and coordinate with the City as needed to facilitate both redevelopment and proper growth management regulations
- Provide design or other assistance for new residential development
- Encourage green building practices, where feasible, in order to maximize sustainability and energy efficiency
  - Energy efficiency is especially important in the case of affordable housing, as units should be both affordable to initially obtain and affordable to maintain over time
  - Programs such as LEED, Energy Star, National Green Building Standard, NAHBGreen, and others may provide useful standards for achieving energy efficient design

#### **Objective 4 – Infrastructure**

Infrastructure and utilities have been identified as deficient or non-existent in portions of the Redevelopment Area. Eastern Gainesville faces issues such as undersized utility lines, level-of-service deficiencies for existing development patterns, and service upgrades needed to accommodate infill and redevelopment. Improvements are needed to provide adequate utilities and infrastructure across the entire district, to achieve equity with western Gainesville, to mitigate blighted conditions, to accommodate economic development, and to make the Area more attractive to development and reinvestment. Infrastructure improvements can be facilitated by increased coordination and/or participation in new partnerships with the City of Gainesville Public Works Department, Gainesville Regional Utilities, and other applicable organizations. Utilization of technologies such as Geographic Information Systems and coordination of strategic planning across multiple departments and agencies will also assist in achieving and optimizing infrastructure improvements.

##### **Infrastructure Initiatives**

- Encourage and assist Area-wide infrastructure and utilities improvements. Whenever possible, such improvements should be coordinated with both the public and the private sectors. Initiatives may include upgrades to existing infrastructure or totally new facilities such as (though not limited to) water, wastewater, stormwater, gas, electricity, high-speed communications, lighting, roadways, sidewalks, curb and gutter, and drainage
- Build stronger relationships with utility providers with the goal of spreading equity of services within the Eastside Redevelopment Area that are comparable to other parts of the City. Pursue coordination of strategic plans and capital improvements with all public and private utilities.
- Encourage replacement of older and/or undersized utility lines where needed to facilitate new development and provide equity across the City. Coordinate with both the public and private sector to facilitate such upgrades and to provide utility service to accommodate new infill development and redevelopment. Priority should be given to those upgrades with the greatest capacity to attract additional investment and redevelopment to the Area
- Work with both the public and private sectors to address known deficiencies and to solve existing problems. Coordinate with Public Works, GRU, and other utility providers to link strategic planning and to facilitate upgrades and capital improvements between multiple agencies in order to share costs and provide maximum impact to the Area
- Aggressively promote connection of properties using septic systems to the public wastewater system. Coordinate with GRU in order to encourage the utility in providing basic levels of service to all properties within the Redevelopment Area
- Aggressively promote the replacement of old or undersized water lines to provide adequate fire flow protection to properties within the Redevelopment Area. Coordinate with the City and GRU in order to encourage the provision of basic levels of service to all properties within



the Redevelopment Area. This effort should be coordinated with street upgrades and other ROW improvements, whenever possible

- Provide or assist with all aspects of streetscape components. If public or private roadway improvements are planned, the CRA should consider funding the incremental cost associated with implementing decorative streetscapes and upgraded street furniture
- Develop and provide incentives for site/structure improvements and encourage private properties to improve their site structures. The CRA can provide assistance in identifying and pursuing funding sources, such as Community Development Block Grants and other sources to assist private property owners
- Support co-location of public facilities and infrastructure and consider working towards co-location of public facilities in order to save costs and take advantage of limited resources for such facilities. An example of potential synergy would be dual use of green spaces as stormwater parks
- Evaluate a variety of factors when determining which infrastructure projects to pursue. The CRA may potentially give priority to infrastructure improvements in locations that are also experiencing other public or private reinvestment. This synergy may help to reduce overall costs and generate a larger impact to the community once all project are complete
- Consider combining several projects into one bond issue, in order to potentially reduce administration and other costs
- Acquire land for drainage improvements and construct master stormwater ponds to accommodate retention requirements for large areas. Eliminating the need for on-site retention at each property will increase the character, aesthetics, and walkability of the community
- Support paving, resurfacing, and reconstruction of roadways and coordinate with Public Works to facilitate such projects within the Redevelopment Area
- Improve accessibility by reconnecting the street grid in areas where connections are terminated. Seize opportunities to eliminate "gaps" in the street system, and support new infrastructure connections and improvements
- Increase multi-modal mobility by facilitating additional sidewalks, bike lanes, rail trails, bike racks, and transit shelters
- Extend bike paths to connect to public facilities and encourage installation of trails through new developments

### **Objective 5 – Urban Form**

The first impression of the overall quality of life in the Eastside Redevelopment Area is expressed through the visual characteristics of the Area's built environment. In this manner, both the public realm and private properties contribute to viability of

the community and its ability to attract new investment. The CRA will encourage a thoughtful definition of public spaces including an appropriate definition/scale of the street grid and the pattern of interconnected, walkable streets and blocks. Along public rights of way, the CRA will support improvements such as (but not limited to) undergrounding utilities, street trees, sidewalks, decorative lighting fixtures, and other elements that improve both the functionality and aesthetics/character of corridors. The CRA will also support property acquisition, public spaces, and cultural amenities. For private development, the CRA will support human-scaled development, creativity, innovation, and high-quality design for both large and small scale projects. The CRA should also seek a better understanding of local regulations and procedures for altering the built environment. The CRA will coordinate with the City of Gainesville, GRU, and other applicable agencies to resolve code conflicts and institutional barriers that can contribute to an undesirable built environment.

#### **Urban Form Initiatives**

- Support and encourage redevelopment that reaffirms an interconnected street grid. Encourage a walkable, human-scale pattern of blocks and streets and discourage overly large “super blocks”, dead-ends, cul-de-sacs, or other disruptions of the grid system.
- Support beautification features throughout the district, particularly at key entry points and other highly prominent locations
- Support and encourage improved appearance and design of both public and private projects. Strategies may include, but are not limited to, developing design guidelines, providing design assistance, façade grant and/or paint programs, incentives, and partnerships with both the public and private sector. The goal of these activities is to ensure durable, thoughtful, and high-quality design of the built environment
- Partner with local government or with private development undertaking right-of-way construction to help fund the incremental costs associated with implementing brick sidewalks, decorative lighting, undergrounding utilities, upgraded street furniture, and other streetscape elements
- Prioritize functional and aesthetic improvements along major corridors running through the Redevelopment Area. Amenities and improvements to highly visible locations will achieve a greater impact to the community and have increased ability to change perceptions about eastern Gainesville. These improvements can then spur additional reinvestment on both small and large scales.
- Support modifications to the development scale of major arterial corridors in order to transition from a highway character to a more mixed-use, human-oriented scale. This may include the construction of medians, landscaping, street trees, sidewalks, crosswalks, traffic calming, or other measures.
- Support the public realm. Encourage investment along corridors, in the right-of-way, in parks, in plazas, and in other public places. Investment in the public realm will increase a sense of community pride, will combat

negative perceptions, and will stimulate private investment in residential and commercial properties.

- Encourage the City of Gainesville to provide improvements to the existing parks and recreational facilities, including lighting, parking, landscaping, and new recreational equipment.
- Create incentives to encourage better design and/or higher quality building materials, not just development. The design incentives are intended to attract quality projects that enhance the overall urban form of the community. These incentives may include CRA assistance to cover the incremental costs of aesthetic upgrades for both public and private projects.
- Analyze the development review processes to identify potential inconsistencies with the intent of the Redevelopment Plan and its objectives. The CRA should coordinate with the City and other regulatory bodies as appropriate to ensure that the vision of the Redevelopment Plan is attainable through the regulatory process.
- Foster the development of the Eastside Community Redevelopment Area as a destination place that features a walkable layout, ample housing choice along with a mixture of commercial and retail uses. This will reduce the need for multiple automobile trips outside the district and will attract new visitors to the area.

### **Objective 6 – Sustainability**

The Eastside Redevelopment Area contains many environmentally sensitive areas, including wetlands. These features are unique to eastern Gainesville and are an important resource to the community. While redevelopment's primary focus is encouraging new economic opportunities, high quality projects will be respectful of environmental resources. Green building practices (such as environmentally sensitive design, low impact development, etc.) are encouraged for redevelopment projects. The use of new technology and creativity in its application is also important in promoting sustainable building practices and protecting natural resources. Additionally, attention to the social, economic, and cultural well-being of the Redevelopment Area is very important in ensuring the long term sustainability of the community.

#### **Sustainability Initiatives**

- Encourage an environment that is socially, ecologically, culturally, and economically sustainable in the long term
- Support thoughtful and sustainable development, land subdivision, and urban design patterns that are not oriented to single, specific uses. Over time, market changes will cycle through a variety of preferred uses, and a successful urban area will be able to accommodate these changes organically. Inflexible land development patterns which accommodate only the initial needs and the market forces at the time the land is developed are more likely to become future sites of blight and abandonment

- Encourage green building and conservation principles in commercial, mixed-use, and residential developments in order to maximize both economic and environmental sustainability
  - Programs such as LEED, Green Globes, Energy Star, National Green Building Standard, NAHBGreen, etc. may provide useful standards for achieving energy efficient design
- Encourage Low Impact Development and similar principles to minimize the ill effects of development on stormwater, runoff, and groundwater quality
- Look for ways to innovatively address energy consumption, water consumption, and stormwater management issues
- Support and encourage thoughtful development of areas featuring wetlands, headwaters, or other sensitive environmental features. Tools such as incentives, conservation easements, cluster development, density bonuses, etc. may be useful in accommodating new development while protecting environmental resources
- Encourage the preservation of wetlands as a complement to stormwater retention ponds
- Support the use of renewable resources such as using sunlight through solar and photovoltaic techniques, using plants and trees through green roofs, using rain gardens and for reduction of rainwater run-off, or other techniques
- Consider the full life-cycle impacts of materials and techniques when evaluating environmental technologies
- Assess the City's development review process, Land Development Code and other regulations to determine if regulatory or procedural changes would help better facilitate green building techniques, materials, and/or technologies and coordinate with the City as needed to support greater implementation of green and sustainable building projects
- Encourage a greater mix of uses and amenities within the Redevelopment Area, in order to reduce the amount of out-of-district automobile travel required for residents to fulfill their daily needs
- Support multi-modal development and infrastructure improvements which accommodate and encourage travel by means other than automobile
- Support the remediation of contaminated properties and facilitate funding from private, local, state, and federal resources
- Encourage opportunities for access to food within the Redevelopment Area. The CRA may support increasing healthy eating options by encouraging new grocery stores, sit-down restaurants, fresh food markets, agriculture, etc.

- Provide grants, incentives, gap financing or other assistance in support of projects that achieve demonstrable sustainability components

### **Objective 7 – Sense of Community**

Community pride and identity are important to the health of the Redevelopment Area. Improvements to the built environment provide an opportunity to engage citizens and renew and promote a sense of pride into the community. The Eastside Redevelopment Area should be redeveloped as a modern, inclusive community that welcomes diversity and innovation, while also being respectful of the past. Redevelopment activities may also provide an opportunity to impact instances of crime and the perception of crime within the Area.

#### **Sense of Community Initiatives**

- Improve community identity through public artwork, marketing, and other activities
- Pursue maintenance and upkeep activities
- Support important historic or cultural amenities in the Redevelopment Area
- Build relationships with citizens, neighborhood groups, and community leaders
- Support neighborhood centers for social, recreation, and education opportunities
- Support neighborhood clean-up and demolition of dangerous structures, and evaluate the potential for “amnesty” events (or similar activities) to reduce neglected appearance of private property
- Develop, market, and practice initiatives and procedures that facilitate stakeholder involvement
- Develop and market CRA redevelopment initiatives as high-profile “signature” projects that can promote eastern Gainesville and instill civic pride
- Evaluate Crime Prevention Through Environmental Design (CPTED) concepts and how these principles may be incorporated into redevelopment initiatives where appropriate

### **Objective 8 – Funding, Financing, Management, and Promotion**

The funding and financing portion of this objective calls for creative, efficient, practical and equitable funding and financing mechanisms to properly implement this Plan. It is perceived that these initiatives will be tied to the tax increment dollars; additionally, the CRA may also explore outside funding opportunities such as tax credits, loan funds, grants, etc. The CRA will implement programs that cover both the full physical extent of a Redevelopment Area as well as the breadth of objectives outlined in this Redevelopment Plan. The CRA will coordinate proper management of the redevelopment initiatives and promotion of the Redevelopment Area. The CRA

will identify and pursue initiatives that have the potential to bring about the greatest impact in transforming the Area and catalyzing additional private investment.

**Funding, Financing, Management, & Promotion Initiatives**

- Conduct periodic strategic planning to identify priority initiatives and create work plans from which the CRA can fund and implement budgets
- Identify and secure all feasible sources of funding to support the redevelopment initiatives described in this Plan. Such mechanisms can include, but are not limited to: tax increment revenues, other public instruments, loans, credits, gap financing, grants, and public/public or public/private partnerships
- Offer incentive programs for redevelopment projects within the Area. These incentives should encourage redevelopment that complies with the goals of this Plan, implements high quality design, promotes pedestrian accessibility, and enhances the residential and commercial components of the neighborhood. These programs should support all scales and intensities of development and should encourage innovative design as well as environmentally sensitive or green building concepts, such as LEED (or equivalent) criteria. Incentive programs should also promote affordable housing options and mixed-income communities. These goals may be achieved by providing TIF or other incentives, as appropriate. In such cases, restrictive covenants or conditions may be required to ensure the project is consistent with the goals of this Redevelopment Plan

Decisions to provide incentives must support the vision, priorities and initiatives indicated in this Plan and public money allocated for incentives may be returned at resale when feasible. Because of the high cost of land acquisition and limited tax increment financing capabilities, the CRA may have a multi-faceted approach to acquiring properties for redevelopment. The CRA should encourage acquisition and subsequent redevelopment by the private market and by the CRA

- Encourage reinvestment in the Area by conducting research/studies and maintaining a thorough, up-to-date understanding of the Area. Activities that may facilitate this goal include, but are not limited to, the following:
  - Map and index all commercial properties in the Redevelopment Area to provide detailed information on parcel boundaries, sizes and ownership
  - Identify and inventory all relevant substandard properties
  - Document and analyze overall parking demands and infrastructure constraints throughout the Redevelopment Area
  - Document site criteria for modern mixed-use developments by business type to facilitate the understanding of contemporary developer site and parking requirements

- Facilitate aggregation and redevelopment of constrained parcels or groups of parcels
- Assist in the purchase, sale, negotiation and coordination of land assembly
- Support the mapping and indexing of all properties in the Redevelopment Area; funding to research or otherwise obtain contemporary site development requirements; provision of City resources and staff time to negotiate acquisitions and public/private partnerships with potential developers; and funding to finance land acquisitions by the CRA (some of which will be recovered or rolled over as properties are resold)
- Branding and Promotion - Implement a logo and marketing strategy that can be used to identify the CRA on literature, banners, gateways, the internet, through redevelopment projects, and promotional other campaigns
- Develop programs and identify opportunities for public-private partnerships within the Redevelopment Area. The establishment and maintenance of partnerships will serve not only to leverage the tax increment and other revenue sources but also stimulate community interest and support. Partnerships may take several forms from financial partnering to technical support to promotion. Each partnership opportunity should be evaluated on a case-by-case basis for its overall value and impacts
- Encourage and participate in maintenance of redevelopment projects in order to preserve the investments laid forth in project implementation

### **Residential and Neighborhood Considerations**

#### *Housing Relocation Procedures*

Section 163.362(7) F.S. requires community redevelopment plans include assurance for the provision of replacement housing for the relocation of residents temporarily or permanently displaced from housing facilities within the redevelopment area. The intent of this Redevelopment Plan is to create a dynamic and diverse community that is attractive, accessible, and economically sustainable. Pursuing and achieving this vision will require substantial capital improvements relating to infrastructure, right-of-way, transportation networks, public spaces, private property, etc. Outright displacement of permanent residents is not foreseen; however, if relocation of permanent residents is required as a result of the development or redevelopment activities, the City and the CRA shall consider assistance to minimize hardship of those being displaced.

Displacement and property acquisition programs, if any, shall be in accordance with any programs adopted by the City of Gainesville Housing Division, as well with the City's Comprehensive Plan Housing Element and the Goals, Objectives and Policies found therein. The City or the CRA may assist any person who is required to move from any real property as a direct result of the City's or CRA's acquisition of such real

property for public purposes, by locating other sites and housing facilities available to them as replacement dwellings. When planning the location of land acquisition for public purposes the City or the CRA may assess the degree of displacement that may occur. The City of Gainesville or the CRA shall not be responsible for relocating City residents who are displaced as the result of county, state, or federal programs or actions. The CRA may follow the relocation policies and procedures established by the Federal Department of Housing and Urban Development when federal dollars are involved.

#### *Neighborhood Impact Assessment*

Section 163.362(3) F.S. requires community redevelopment plans include a neighborhood impact assessment describing the impact of redevelopment upon the residents of the redevelopment area and the surrounding areas in terms of relocation, traffic circulation, environmental quality, availability of community facilities and services, effect on school population, and other matters affecting the physical and social quality of the neighborhood.

The Eastside Redevelopment Area, including the proposed boundary expansions, contains approximately 2,002 acres. (The existing Eastside is approximately 1477 acres in size, Expansion Area 1 contains roughly 271 acres, and Expansion Area 2 contains approximately 254 acres.) Eastside is comprised of a mixture of land uses such as residential, commercial, and institutional. A distribution of residential uses is outlined below in Table 1:

*Table 1: Approx. Number of Dwelling Units in the Eastside Redevelopment Area<sup>1</sup>*

<b>TOTAL</b>	<i>Existing Eastside Redevelopment Area</i>	<i>Proposed Expansion Area 1</i>	<b>Proposed Expansion Area 2</b>
<b>2,202 units</b>	2,069 units	79 units	54 units

In addition to the aforementioned residential uses, most non-residential uses are presently uses are located along major transportation corridors, and consist of light industrial, small-scale strip commercial, and automobile-oriented development patterns. The community suffers from a general lack of commercial venues providing retail/goods, professional services, and employment opportunities within the Redevelopment Area. Eastside's residential component can be found throughout the entirety of the Redevelopment Area, largely in low-density development patterns. The majority of the building stock for both residential and non-residential uses is aging, and there are relatively few examples of high-quality contemporary, newly-built structures.

Redevelopment planning efforts are focused on supporting and strengthening the existing community through an improved built environment and the creation of new economic opportunities. CRA planning efforts will not be directed towards the large scale demolition and removal of existing neighborhoods. Rather, plans call for a systematic improvement through concerted efforts aimed at enhancing commercial opportunities, housing options, infrastructure, urban form, economic development sustainability, and sense of community within the Redevelopment Area. Potential negative consequences of such initiatives may include an increase of traffic, noise

<sup>1</sup> Information furnished by City of Gainesville Geographic Information Systems Section, Public Works Dept.



and general congestion. With proper planning, however, many of these worrisome side-effects can be mitigated and the full benefits of increased activity can be realized. Solutions to negative consequences should be sought through thoughtful project design and implementation. (For example, issues such as increased traffic congestion can be addressed through creative remedies such as re-establishment of the gridded street system, bike lanes, traffic calming, increased transit connectivity, and/or pedestrian-friendly streetscapes.) In short, long-term adverse impacts to residential neighborhoods are not expected as a result of redevelopment activities.

Some severe building deterioration exists in the Redevelopment Area. The CRA may choose to pursue property acquisition and/or consolidation in order to further enhance the quality of both residential and non-residential areas and for the realization of the Eastside redevelopment objectives listed in this Plan. Property acquisition programs may be in the best interest of the CRA and the City in the promotion of a high-quality, affordable housing stock. In such instances redevelopment funds may be used.

In order to improve the community's building stock and to provide safe, well-designed, high-quality housing at a variety of price points, the CRA will work to support a diverse housing stock that provides livable, quality options for renters and homeowners at all price points. Additionally, it is a CRA goal that all housing, whether affordable or market rate, shall adhere to the very high level of quality and of design that is expected of all redevelopment projects within the Redevelopment Area. The CRA may pursue affordable housing initiatives through a variety of measures, including (but not limited to) acting as developer, coordinating with the private sector, partnering with governmental agencies, etc.

Existing properties may be temporarily impacted during the construction of any improvements. Impacts may include construction detours, noise and dust. Impacts are expected to be minimal while the benefits of redevelopment activities will be of long duration, adding to the quality of life by providing a safe and attractive district that has adequate business opportunities, lighting, sidewalks, open space, infrastructure, and other needed improvements. The CRA does not foresee any effect on the school population or the need for additional community services or facilities, not already mentioned elsewhere in this Plan, to support the residential element within the Redevelopment Area.

The purpose of redevelopment activities is to create an economically sustainable, accessible and attractive community. Redevelopment activities will offer a high quality local destination with a safe transportation network, pedestrian connections, commercial and employment opportunities, residential options, retail, entertainment, and public space/recreation facilities. Redevelopment activities will include programs and initiatives that are intended to be beneficial to area residents, property owners, businesses and visitors within the Redevelopment Area as well as within the region.

### **Financial Considerations**

While tax increment financing is the single source of CRA revenue enabled through state legislation, it is anticipated in most cases that a variety of funding sources will be strategically assembled to meet the overall redevelopment objectives and

initiatives identified in this Plan. When used in conjunction with these other means of funding or financing, tax increment, in effect, is capable of leveraging dollars which might not otherwise be available.

#### *Capital Improvement Plan and Preliminary Costs*

This section presents an initial work plan based on redevelopment objectives, initiatives and capital projects described within this Plan. The identified projects represent capital improvement necessary to realize the objectives contained in this Plan and are meant to be examples of the types of projects to be undertaken within the Redevelopment Area. As new opportunities arise, and budgets, funding, and strategic planning gets refined, the projects to be implemented and the sequence for implementation may change. The projects listed are those given a priority that reflects practical and logistical efforts required to achieve the desired results at this point in time. Specific activities will be planned and detailed through annual strategic planning initiatives coordinated by the CRA.

On-going programs that support the redevelopment objectives and initiatives identified in this Plan are not referenced in this section, since they are not capital projects. Additional projects that serve to implement the objectives of this Redevelopment Plan are anticipated. This preliminary work plan may be reviewed and formalized annually as part of CRA strategic planning and/or in conjunction with the City of Gainesville's capital improvements process.

The costs included in this section are primarily based on past experiences and knowledge of similar projects. The cost estimates are considered to be conservative and the information should be used for general purposes only. Additionally, it should be noted that this information represents educated assumptions regarding both project scopes and cost estimations *at the time of this Plan's writing*. As individual projects move from conceptual activities to definite initiatives, each must undergo refining and contemporary and project-specific cost estimations and budgeting, because both project scopes and costs will likely vary from the information shown in the table below.

Additionally, it should be noted that the CRA may not bear the full cost burden for capital projects, particularly those projects which occur on public property and/or in the public right-of-way. The CRA may choose to partner with other public agencies such as Gainesville Regional Utilities, the City of Gainesville, and other groups pursuing capital improvements projects within the Redevelopment Area. In such instances, it is envisioned that the CRA would fund the incremental cost for portions of the capital improvements related to redevelopment and to CRA goals. For example, if roadway improvements are planned, the CRA may choose to provide funding to allow for CRA lighting fixtures/streetscapes as opposed to the standard lighting fixtures, or when utilities/infrastructure improvements are initiated, the CRA may pay the incremental cost to install oversize facilities that will have the capacity to accommodate future redevelopment. In these instances, costs will be evaluated on a project-by-project basis.

*Table 2 – Examples of Candidate Projects and Order of Magnitude Costs*

Eastside Redevelopment Area Candidate Projects List		
NAME OF IMPROVEMENT	DESCRIPTION	COSTS
<b>Infrastructure and Utilities</b>		
Stormwater	Pipes, ponds, and	Project

	structures	specific
Innovative Stormwater techniques	Master parks, linear basins, rain gardens, modular wetlands, etc.	\$60,000 per acre
Water/Wastewater	Pipes and structures	\$20/linear ft
Utilities	Electric communications, other utilities	\$20/linear ft
Parks	Active and passive parks/recreational facilities	\$140,000/acre
<b>Roadways &amp; Transportation</b>		
Streetscaping	Upgraded brick sidewalks, underground utilities, decorative lighting fixtures, etc	\$600/linear ft
Bike lanes	4' lane at edge of driving lane	\$5/linear ft
Sidewalks	Concrete sidewalks of various widths	\$30/linear ft
Off-road bike paths and Rail Trails	Basic 6-ft path, cost does not include street furniture	\$10/linear ft
Street trees	Street trees - various species	\$350/tree
Landscaping	Misc. landscaping and plantings as needed	\$600 per 100 sq. ft
Decorative lighting fixtures	Upgrade to high-quality lighting fixtures for both aesthetic and functional purposes	\$5500/fixture
Street furniture	Benches, trash bins, bicycle racks, transit shelters, other street furnishings as needed	Fixture specific; \$200 - \$6000 per fixture; up to \$20,000 per transit shelter
Signage	Introductory, directional, identification, location, and wayfinding and other signage as needed	\$2200 - \$4400 per sign
<b>Land Assembly &amp; Development</b>		
Land Acquisition	Property acquisition for redevelopment purposes	Up to approx. \$750,000 per acre
Real Estate Development	Partnerships with the public and/or private sectors, or the CRA acting as developer	Project specific

## **Implementation of the Redevelopment Plan**

### *Redevelopment Trust Fund*

The annual funding of the Eastside Redevelopment trust Fund will result from additional incremental taxes collected in the Redevelopment Area by Alachua County and the City of Gainesville. Such increment will be determined annually in an amount equal to 95 percent of the difference between:

- (1) The amount of ad valorem taxes levied each year by the County, exclusive of any amount from any debt service millage, on taxable real property contained within the geographic boundaries of the Redevelopment Area; and
- (2) The ad valorem taxes which would have been produced by the rates upon which the tax is levied each year by or for the City and the County, exclusive of any debt service millage, upon the total assessed value of the taxable real property in the Redevelopment Area as shown upon the most recent assessment roll used in connection with the taxation of such property by the City and the County prior to the effective date of the ordinance providing for the funding of the trust fund.

To clarify, when a redevelopment area is established, the then current assessed values of the property within the redevelopment area are designated as the base year value. In each subsequent year, the CRA receives 95% of the taxes generated by any increase in assessed values (this is commonly referred to as "tax increment.") In this way, the CRA is funded by increases in the value of property in the redevelopment area, not from an increase in tax rates.

### *Duration of the Redevelopment Plan*

The redevelopment initiatives and work described in this Redevelopment Plan funded through tax increment revenues must occur within 30 years after the fiscal year in which this plan, which supersedes and replaces previous plans, is approved or adopted, which is the time certain for completing all redevelopment financed by increment revenues.

### *Redevelopment Plan Modification*

This Redevelopment Plan may be modified in a manner consistent with Florida Statutes 163.361. If the Gainesville Community Redevelopment Agency deems that the Eastside Redevelopment Plan be amended, it shall make a recommendation to the City of Gainesville.

### *Severability*

If any provision of the Eastside Community Redevelopment Plan is held to be unconstitutional or otherwise legally infirm, such provisions shall not affect the remaining portions of this Plan.

### *Safeguards, Controls, Restrictions or Covenants*

All CRA sponsored redevelopment activities undertaken in the Eastside Redevelopment Area must be consistent with this Plan, the City's Comprehensive Plan, and applicable land development regulations; all such redevelopment plans will undergo review by the CRA and other appropriate agencies.

Issues concerning restrictions on any property acquired for redevelopment purposes and then returned to use by the private sector will be addressed on a case-by-case basis to ensure that all activities necessary to perpetuate the redevelopment initiative are advanced in a manner consistent with this Plan and any amendment thereto. Such restrictions or controls may be in the form of covenants running with any land sold or leased for private use or other mechanism as appropriate.

#### *Consistency with Other Plans*

The Eastside Redevelopment Plan conforms to the City of Gainesville's 2000-2010 Comprehensive Plan, which has been prepared by the local planning agency.

Every effort has been made to prepare the Eastside Community Redevelopment Plan consistently with the City of Gainesville's Comprehensive Plan; other plans, past studies, and reports done by or for the City of Gainesville have also been extensively reviewed for consistency.

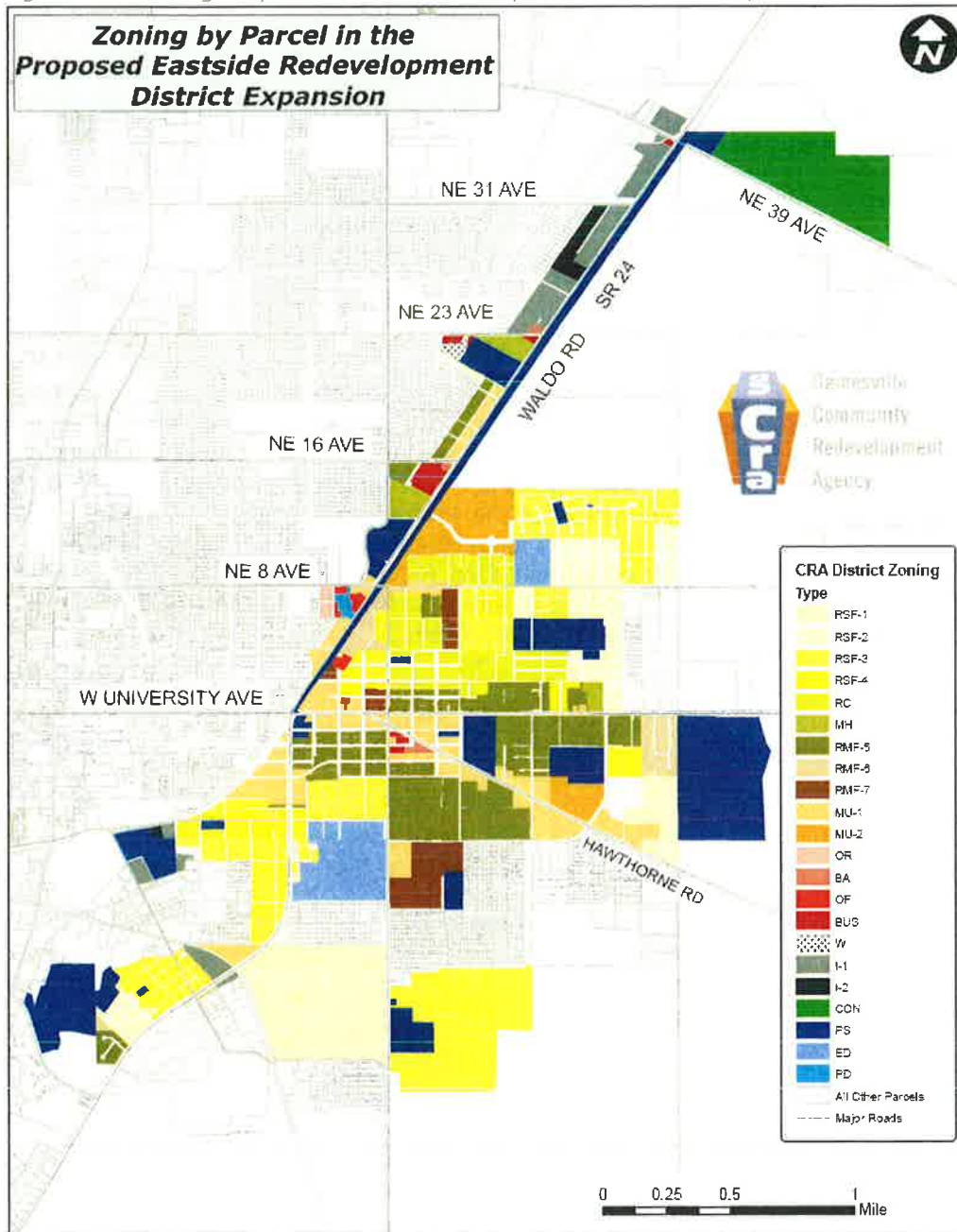
#### **Conclusion**

The Eastside Redevelopment Plan provides a framework for an economically, socially, and environmentally sustainable community. To realize effective redevelopment, community leaders, businesspersons, and residents alike must support the redevelopment objectives outlined in this Plan and continue to do so over time and changing administrations. Realization of the Plan is a 30-year, time certain effort and it is anticipated that the CRA will update/amend this policy document on a regular basis to keep the Redevelopment Plan focused and timely. The CRA may undertake an annual strategic planning program to focus and prioritize any activities and improvements within the Redevelopment Area.

## Appendix A: Maps and Legal Description of the Eastside Community Redevelopment Area

### Maps

Figure 2 – Zoning Map: Eastside Redevelopment Area and Expansion Areas



\*Note: Zoning regulations, encompass limitations such as the type, size, height, number, and propose use of buildings. These regulations are fully enumerated in the City of Gainesville Land Development Code.

Figure 3 – Land Use Map: Eastside Redevelopment Area and Expansion Areas

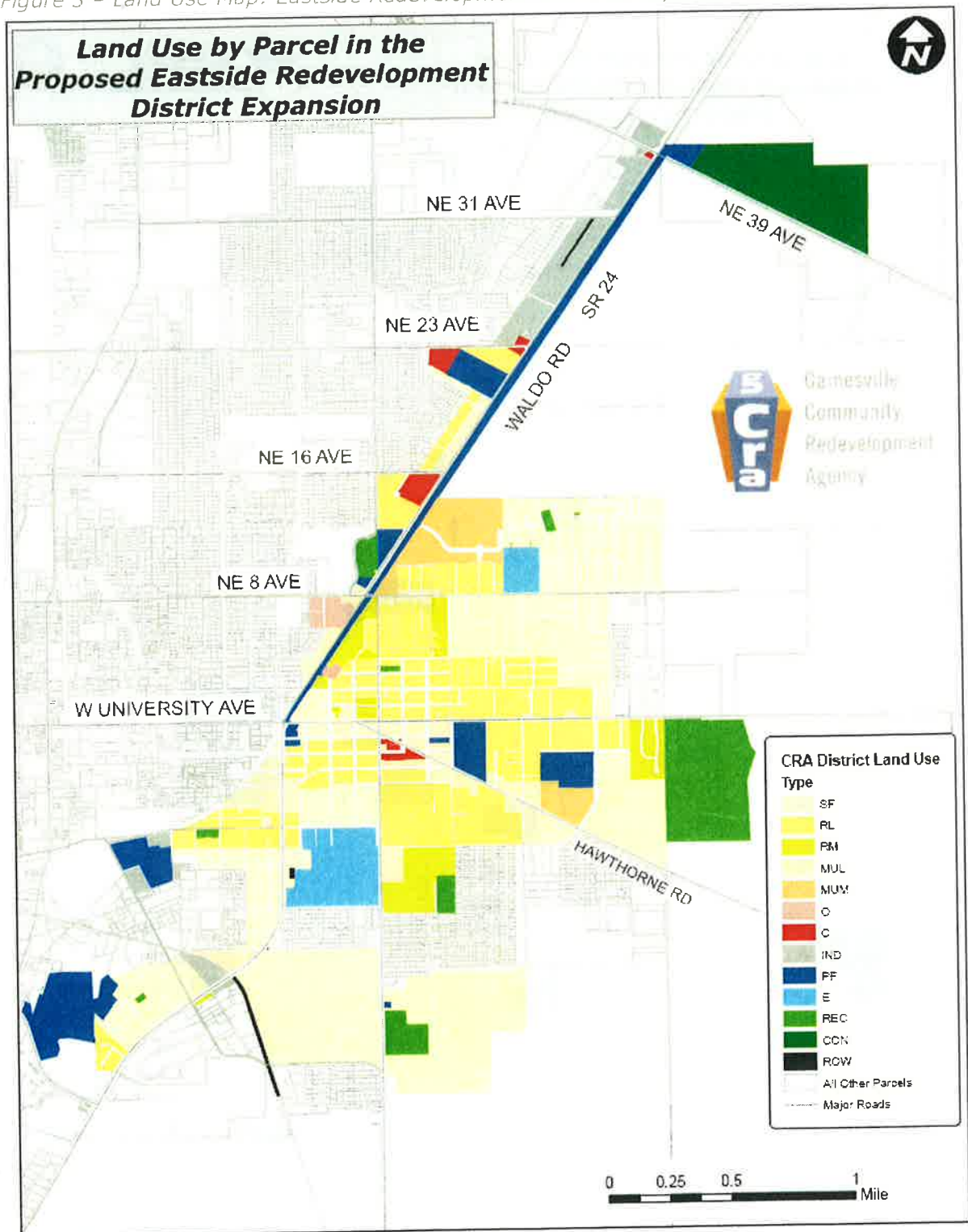
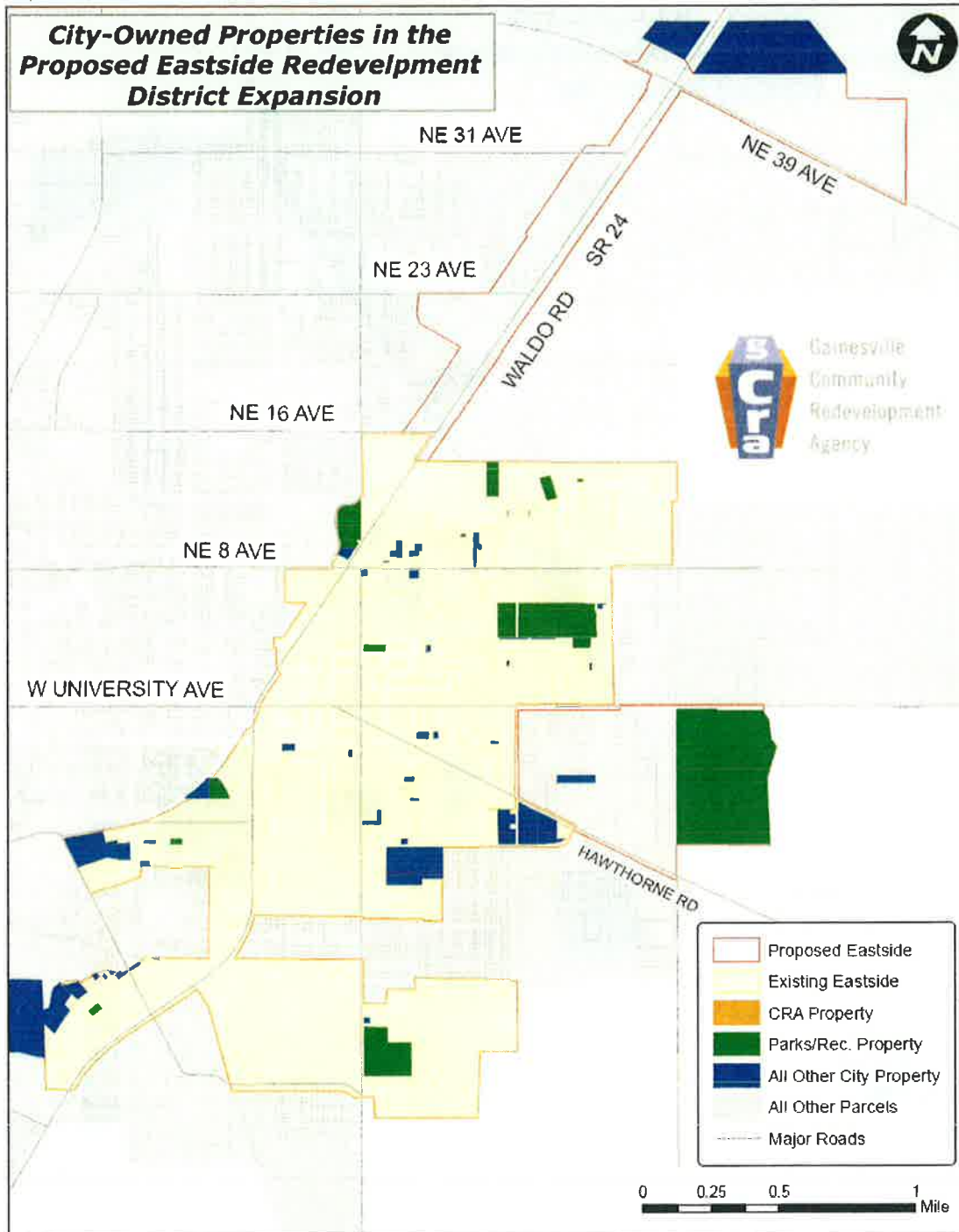




Figure 4 – Publically Owned Property within the Eastside Redevelopment Area and Expansion Areas



\*Note: It is envisioned that future public improvements within the Eastside Area will be located on publically-owned properties. In addition to the properties shown in Figure 4, public utility facilities and other improvements may also be located within public rights-of-way and/or utility easements throughout the Redevelopment Area.



*Legal Descriptions*

**Eastside Redevelopment Area:**

An area of land located in Sections 3, 4, 9, 33 and 34 of Township 10 South, Range 20 East of Alachua County, Florida, being more particularly described as follows:

Commence at the southeast corner of the intersection of N.E. 15th Street and N.E. 16th Avenue, as the Point-of-Beginning; from said Point-of-Beginning run East along the south right-of-way line of said N.E. 16th Avenue (and an easterly extension thereof) to a point lying on the northeasterly right-of-way line of the abandoned Seaboard Coastline Railroad property (parcel number 10812-300-000) also known as the Rail-to-Trail property; thence run in a Southwesterly direction to a point on the south line of a City of Gainesville drainage ditch as per Official Record Book 573, page 33, of the Public Records of Alachua County, Florida; thence run along said south line to the east line of Section 34, Township 9 South, Range 20 East; thence run South along said east line to a point lying on the south right-of-way line of N.E. 8th Avenue; thence run West along said south right-of-way line to the east right-of-way line of N.E. 25th Street; thence run South along the east right-of-way line of said N.E. 25th Street to the south right-of-way line of East University Avenue; thence run West along said south right-of-way line of East University Avenue to the east right-of-way line of S.E. 21st Street; thence run South along said east right-of-way line of S.E. 21st Street to a point on an easterly extension of the south right-of-way line of S.E. 6th Avenue; thence run West along said south right-of-way line extension and along the south right-of-way line of SE 6th Avenue to the west right-of-way line of S.E. 17th Terrace; thence run North along said west right-of-way line of S.E. 17th Terrace to the south right-of-way line of S.E. 4th Avenue; thence run West along said south right-of-way line of S.E. 4th Avenue to the east right-of-way line of S.E. 15th Street; thence run South along said east right-of-way line of S.E. 15th Street to its intersection with the south line of Section 4, Township 10 South, Range 20 East; thence run West along said south right-of-way line of Section 4, Township 10 South, Range 20 East to its intersection with the west right-of-way line of S.E. 12th Street; thence run South 10 feet; thence run West to the east right-of-way line of S.E. 11th Street; thence run South along said east right-of-way line of S.E. 11th Street to an easterly extension of the south right-of-way line of S.E. 9th Avenue; thence run West along said southerly extension and along the south right-of-way line of S.E. 9th Avenue to a point lying 119 feet east of the east right-of-way line of S.E. 7th Street (being also the east line of tax parcel number 16044-000-000); thence run South to the south right-of-way line of S.E. 9th Place; thence run Southwesterly along said south right-of-way line of S.E. 9th Place and a westerly extension thereof to the west right-of-way line of S.E. 4th Street; thence run Northwesterly along said westerly right-of-way line of S.E. 4th Street to the south right-of-way line of the abandoned Seaboard Coastline Railroad property, tax parcel number 12745-300-000 (also know as the Rail-to-Trail property); thence run Easterly and Northeasterly along said right-of-way line of the abandoned Seaboard Coastline Railroad property to the north right-of-way line of N.E. 3rd Avenue; thence run West along said north right-of-way line of N.E. 3rd Avenue to the east right-of-way line of N.E. 12th Court; thence run North along said east right-of-way line of N.E. 12th Court to a creek branch; thence run Northwesterly along said creek branch (being also the south line of tax parcel number 12560-000-000) to the East line of Lot 1, Block 1, Range 5 of Doig and Robertson Addition as per Deed Book "W", page 437, of the Public Records of Alachua County, Florida; thence run North to the south right-of-way line of N.E. 5th Avenue; thence run East along said south right-of-way line to a southerly extension of the east line of Sperry Heights, a subdivision as per

Plat Book "E", page 1, of the Public Records of Alachua County, Florida; thence run Northeasterly along said east line of Sperry Heights Subdivision to the south right-of-way line of N.E. 6th Place; thence run West along said south line of N.E. 6th Place to the west right-of-way line of N.E. 12th Street; thence run North along said west right-of-way line of N.E. 12th Street to the south right-of-way line of N.E. 8th Avenue; thence run East along said south right-of-way line of N.E. 8th Avenue to a southerly extension of the easterly right-of-way line of N.E. 14th Street; thence run Northerly and Northeasterly along said southerly extension and along said easterly right-of-way line of N.E. 14th Street and along the easterly right-of-way line of N.E. 15th Street to the southeast corner of the intersection of N.E. 15th Street and N.E. 16th Avenue, being the Point-of-Beginning, and close. All lying and being in the City of Gainesville, Florida; containing 952 acres more-or-less.

*And*

An area of land situated in Sections 3, 9 and 10 of Township 10 South, Range 20 East of Alachua County, Florida, being more particularly described as follows: Commence at the intersection of the west right-of-way line of S.E. 21st Street and the NORTH LINE OF LOT 104 OF NEW GAINESVILLE AS RECORDED IN PLAT BOOK "a", PAGE 66 OF THE PUBLIC RECORDS OF ALACHUA COUNTY, FLORIDA (HENCEFORTH ABBREVIATED PRACF), said point ALSO being the southeasterly most corner of the existing EASTSIDE Community Redevelopment Association east BOUNDARY line, and the Point Of Beginning; thence run north along SAID EAST LINE AND the west right-of-way line of S.E. 21st Street to the south right-of-way line of State Road 20 (also known as SE Hawthorne Road); thence LEAVING SAID EAST LINE run southeast along the south right-of-way line of State Road 20 to the northwest corner of tax parcel number 11344 ALSO BEING THAT PARCEL DESCRIBED IN OFFICIAL RECORDS BOOK (orb) 2189, page 2886; thence run southwest and south along the west line of said tax parcel to the southwest corner of said tax parcel, said point being on the south line of lot 107 of the aforementioned new Gainesville and on the easterly extension of the north right-of-way line of S.E. 8th Avenue; thence run west along the south line of lots 107 thru 101 of said new Gainesville also being the easterly extension of the north right-of-way line of S.E. 8th Avenue and the north right-of-way line thereof to a point on the northerly extension of the west line of Lincoln Estates 2nd Addition as per Plat Book "G", page 36 of the Pracf; thence run south along the northerly extension of the west line of Lincoln Estates 2nd Addition and the west line thereof to the southwest corner of Lincoln Estates 2nd Addition, said point being on the north line of Lincoln Estates 1st Addition as per Plat Book "F", page 38 of the Pracf; thence run west along the north line of Lincoln Estates 1st Addition to the northwest corner of Lincoln Estates 1st Addition, said point being on the east line of Lincoln Estates as per Plat Book "F", page 19 pracf; thence run north along the east line of SAID Lincoln Estates to THE NORTHEAST CORNER THEREOF; thence run west along the north line of SAID Lincoln Estates to THE NORTHWEST CORNER THEREOF ALSO BEING A POINT ON the east right-of-way line of S.E. 15th Street; thence run north along the east right-of-way line of S.E. 15th Street to the easterly extension of the north right-of-way line of S.E. 11th Avenue; thence run west along the easterly extension of the north right-of-way line of S.E. 11th Avenue and the north right-of-way line thereof and the westerly extension of the north right-of-way line thereof to the west right-of-way line of S.E. 12th Street; thence run south along the west right-of-way line of S.E. 12th Street to the north right-of-way line of S.E. 11th Avenue; thence run west along the north right-of-way line of S.E. 11th Avenue to the east right-of-way line of State Road 331

(ALSO KNOWN AS S.e. WILLISTON ROAD); thence run southwesterly along the east right-of-way line of State Road 331 to the south right-of-way line of S.E. 13th Avenue; thence run east along the south right-of-way line of S.E. 13th Avenue to the west right-of-way line of S.E. 15th Street; thence run south along the west right-of-way line of S.E. 15th Street to the westerly extension of the south line of tax parcel number 16107-504 AS DESCRIBED IN ORB 495, PAGE 247; thence run east along the westerly extension of the south line of said tax parcel and the south line thereof and north along the east line of said tax parcel to the northeast corner of said tax parcel, said point being on the south line of Wedgewood 1st Addition as per Plat Book "H", Page 5 of the PRACF; thence run east along the south line and north along the east line of Wedgewood 1st Addition to the NORTHEAST CORNER THEREOF ALSO BEING A POINT ON THE south right-of-way line of S.E. 15th Avenue; thence run east along the south right-of-way line of SAID S.E. 15th Avenue ALSO BEING THE NORTH LINE OF tax parcel number 16107-200 to the northeast corner of SAID TAX PARCEL AS DESCRIBED IN ORB 1994, PAGE 279 OF THE PRACF; thence run ALONG THE BOUNDARY OF SAID TAX PARCEL THE FOLLOWING 6 COURSES: south TO THE NORTHEAST CORNER OF THE EAST ONE HALF (1/2) of the SOUTHEAST ONE QUARTER (1/4) of the southwest one quarter (1/4) OF SECTION 10, TOWNSHIP 10 SOUTH, RANGE 20 EAST (e ½ of the S.E. ¼ of the SW ¼ of S10-T10S-R20E); THENCE WEST ALONG THE NORTH LINE OF SAID e ½ of the S.E. 1/4 of the SW ¼ of S10-T10S-R20E to THE northwest corner THEREOF; thence south along the west line of said e ½ of the S.E. ¼ of the SW ¼ of S10-T10S-R20E to THE southwest corner THEREOF; thence west along the south line of said section 10-t10s-r20e to the southeast corner of chas baltimore subdivision, an unrecorded subdivision (WITH 2 CURRENT PARCELS DESCRIBED IN ORB 2138, PAGE 2076 AND 1902, PAGE 2536, RESPECTIVELY) also described as the south 420 feet of the west 210 feet of the SW ¼ of said s10-t10s-r20e and being a point on the north right-of-way line of S.E. 23<sup>rd</sup> place; thence north along the west line of chas baltimore subdivision and the south 420 FEET of the west 210 FEET of said s 10-t10s-r19e to the northeast corner thereof; thence west along the north line of said chas baltimore subdivision and the s 420 FEET of the west 210 FEET to a point on the east right-of-way line of S.E. 15<sup>th</sup> street; thence north along the east RIGHT- OF-WAY line of said S.E. 15<sup>th</sup> street to a point opposite of and perpendicular to the southeast corner of tax parcel number 15995-54 as described IN orb 229, PAGE 31 of the PRACF, said corner also being on the northerly right-of-way line of S.E. 22<sup>nd</sup> avenue; thence leaving said boundary of tax parcel number 16107-200 run west to the southeast corner of said tax parcel number 15995-54; thence RUN along the southwesterly line of said TAX parcel and along the said northerly right-of -ay line of S.E. 22<sup>nd</sup> avenue northwesterly and west to a point on the east line of the former railroad right-of-way as described in Orb 2259, Page 1142 of the pracf; thence run northwesterly along the east line of the said former railroad right-of-way to AN INTERSECTION WITH the northwest right-of-way line of State Road 331 (ALSO KNOWN AS S.E. WILLISTON ROAD); thence run southwest along the northwest right-of-way line of State Road 331 to the south line of the Lester Robinson Property, an unrecorded subdivision as described in Orb 3256, Page 447 of the pracf; thence run west along said south line to the west line of said unrecorded subdivision, said west line also being the west line of Section 9, Township 10 south, Range 20 East; thence run north along the west line of said Section 9 to AN INTERSECTION WITH the centerline of Sweetwater Branch; thence run northeast along the centerline of Sweetwater Branch to the north right-of-way line of S.E. 13th Avenue; thence run east along the north right-of-way line of S.E. 13th Avenue and the easterly extension thereof to the SOUTHERLY EXTENSION OF THE east right-of-way line of S.E. 10th Street; thence run north along SAID SOUTHERLY EXTENSION

AND the east right-of-way line of S.E. 10th Street to the north right-of-way line of S.E. 9th Avenue AND A POINT ON THE SOUTHERLY LINE OF THE EXISTING EASTSIDE COMMUNITY REDEVELOPMENT ASSOCIATION BOUNDARY; THENCE CONTINUE ALONG SAID SOUTHERLY LINE OF THE EXISTING EASTSIDE COMMUNITY REDEVELOPMENT ASSOCIATION BOUNDARY THE FOLLOWING SEVEN COURSES: east along the north right-of-way line of S.E. 9th Avenue to the west right-of-way line of State Road 331 (ALSO KNOWN AS S.E. 11<sup>TH</sup> STREET); thence north along the west right-of-way line of State Road 331 to the north right-of-way line of S.E. 8th Avenue; thence east along the north right-of-way line of S.E. 8th Avenue to the west right-of-way line of S.E. 15th Street; thence north along the west right-of-way line of S.E. 15th Street to the westerly extension of the north right-of-way line of S.E. 4th Avenue; thence east along the westerly extension of the north right-of-way line of S.E. 4th Avenue and the north right-of-way line thereof to the northerly extension of the east right-of-way line of S.E. 17th Terrace; thence south along the northerly extension of the east right-of-way line of S.E. 17th Terrace, the east right-of-way line AND A SOUTHERLY EXTENSION THEREOF to the SOUTH right-of-way line of S.E. 6th Avenue, ALSO BEING A POINT ON THE NORTH LINE OF LOT 100 OF THE AFOREMENTIONED NEW GAINESVILLE; thence east along THE SOUTH LINE OF LOTS 100 THRU 104 OF SAID NEW GAINESVILLE ALSO BEING THE SOUTH right-of-way line of S.E. 6th Avenue and THE easterly extension thereof to the west right-of-way line of S.E. 21st Street and the Point Of Beginning.

*And*

**Eastside Expansion Area 1 legal description:**

A TRACT OF LAND SITUATED IN SECTIONS 26, 27 AND 34, TOWNSHIP 9 SOUTH, RANGE 20 EAST, ALACHUA COUNTY, FLORIDA BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCE AT THE INTERSECTION OF THE EASTERLY PROJECTION OF THE SOUTH RIGHT-OF-WAY LINE OF NORTHEAST 16<sup>TH</sup> AVENUE AND THE NORTHEASTERLY RIGHT-OF-WAY LINE OF THE ABANDONED SEABOARD COASTLINE RAILROAD PROPERTY [NOW BEING THE EASTERLY RIGHT-OF-WAY LINE OF WALDO ROAD (STATE ROAD 24)] AND THE POINT OF BEGINNING, SAID CORNER BEING ON THE EXISTING CRA BOUNDARY LINE; THENCE LEAVING SAID CRA BOUNDARY LINE, RUN NORTHERLY ALONG SAID EASTERLY RIGHT-OF-WAY LINE OF WALDO ROAD TO THE SOUTHERLY RIGHT-OF-WAY LINE OF NORTHEAST 39<sup>TH</sup> AVENUE (STATE ROAD 222); THENCE RUN SOUTHEASTERLY ALONG SAID SOUTHERLY RIGHT-OF-WAY LINE TO THE SOUTHERLY PROJECTION OF THE EAST LINE OF THE LANDS AS DESCRIBED IN ORB 796, PAGE 238, OF THE PUBLIC RECORDS OF ALCHUA COUNTY, FLORIDA (HEREAFTER ABBREVIATED ORB \_\_\_\_\_, PAGE \_\_\_\_\_ PRACF); THENCE RUN NORTHERLY ALONG SAID PROJECTION AND THE EAST LINE THEREOF TO THE NORTHEAST CORNER OF SAID LANDS; THENCE RUN WEST, NORTH, AND WEST ALONG THE NORTHERLY LINES OF SAID LANDS TO THE NORTHWEST CORNER OF SAID LANDS, SAID CORNER BEING ON THE EASTERLY RIGHT-OF-WAY LINE OF WALDO ROAD (STATE ROAD 24); THENCE RUN NORTHWESTERLY TO THE NORTHEAST CORNER OF THE LANDS AS DESCRIBED IN ORB 1994, PAGE 1444, PRACF, SAID CORNER BEING ON THE WESTERLY RIGHT-OF-WAY LINE OF SAID WALDO ROAD; THENCE RUN NORTHWEST ALONG THE NORTH LINE OF SAID LANDS AND THE NORTH LINES OF THE LANDS AS DESCRIBED IN ORB 943, PAGE 108, PRACF AND THE LANDS AS DESCRIBED IN ORB 1000, PAGE 707, PRACF TO THE NORTHWEST CORNER OF THE LANDS AS DESCRIBED IN ORB 1000, PAGE 707, PRACF; THENCE RUN SOUTHWEST

ALONG THE WEST LINE OF SAID LANDS TO THE SOUTHWEST CORNER OF SAID LANDS, SAID CORNER BEING ON THE NORTH RIGHT-OF-WAY LINE OF NORTHEAST 39<sup>TH</sup> AVENUE (STATE ROAD 222); THENCE RUN SOUTHWEST TO THE NORTHWEST CORNER OF SEABOARD INDUSTRIAL PARK, A PLAT AS RECORDED IN PLAT BOOK "G" PAGES 73 AND 74 PRACF, SAID CORNER BEING ON THE SOUTHERLY RIGHT-OF-WAY LINE OF SAID NORTHEAST 39<sup>TH</sup> AVENUE (STATE ROAD 222); THENCE RUN SOUTHEASTERLY ALONG SAID SOUTHERLY RIGHT-OF-WAY LINE AND NORTH LINE OF SAID PLAT TO THE NORTHEAST CORNER OF LOT 13 OF SAID PLAT; THENCE RUN SOUTHERLY ALONG THE EAST LINE OF SAID LOT 13 TO THE SOUTHEAST CORNER OF SAID LOT 13; THENCE RUN SOUTHERLY TO THE NORTHEAST CORNER OF LOT 12 OF SAID PLAT; THENCE RUN SOUTHERLY ALONG THE EAST LINE OF SAID LOT 12 AND THE WEST LINE OF THE LANDS AS DESCRIBED IN ORB 3323, PAGE 196, PRACF TO THE SOUTHWEST CORNER OF SAID LANDS; THENCE RUN EAST ALONG THE SOUTH LINE OF SAID LANDS TO THE SOUTHEAST CORNER OF SAID LANDS, SAID CORNER BEING ON THE WEST LINE OF LOT 16 OF SAID PLAT; THENCE RUN SOUTH ALONG SAID WEST LINE AND THE WEST LINE OF LOT 17 OF SAID PLAT TO THE SOUTHWEST CORNER OF SAID LOT 17, SAID CORNER BEING ON THE NORTH RIGHT-OF-WAY LINE OF NORTHEAST 31<sup>ST</sup> AVENUE; THENCE RUN WEST ALONG SAID NORTH RIGHT-OF-WAY LINE TO THE NORTHERLY PROJECTION OF THE WEST RIGHT-OF-WAY LINE OF NORTHEAST 21<sup>ST</sup> WAY; THENCE RUN SOUTHWEST ALONG SAID PROJECTION AND THE WEST LINE THEREOF TO THE BEGINNING OF A CURVE CONCAVE NORTHWEST MARKING THE SOUTHEAST CORNER OF LOT 119 OF HUGH EDWARDS INDUSTRIAL CENTER, A PLAT AS RECORDED IN PLAT BOOK "E", PAGE 41, PRACF; THENCE RUN SOUTHEAST TO THE NORTHEAST CORNER OF LOT 134 OF SAID PLAT; THENCE RUN SOUTHWEST ALONG THE EAST LINE OF SAID LOT 134 AND THE EAST LINES OF LOTS 135, 138, 139, 142, 143, 145, 146, 147, AND 148 TO THE NORTH RIGHT-OF-WAY LINE OF NORTHEAST 23<sup>RD</sup> AVENUE; THENCE RUN WEST ALONG SAID NORTH RIGHT-OF-WAY LINE TO THE NORTHERLY PROJECTION OF THE WEST RIGHT-OF-WAY LINE OF A DRAINAGE RIGHT-OF-WAY AS SHOWN IN CAROL ESTATES EAST, A PLAT AS RECORDED IN PLAT BOOK "F", PAGE 10, PRACF; THENCE RUN SOUTH ALONG SAID NORTHERLY PROJECTION AND SAID WEST RIGHT-OF-WAY LINE TO THE SOUTH RIGHT-OF-WAY LINE OF NORTHEAST 21<sup>ST</sup> PLACE; THENCE RUN SOUTHEAST ALONG SAID SOUTH RIGHT-OF-WAY LINE TO THE WEST RIGHT-OF-WAY LINE OF NORTHEAST 16<sup>TH</sup> WAY; THENCE RUN SOUTHWEST ALONG SAID WEST RIGHT-OF-WAY LINE AND THE SOUTHERLY EXTENSION THEREOF TO A POINT ON THE SOUTH RIGHT-OF-WAY LINE OF NORTHEAST 16<sup>TH</sup> AVENUE, SAID POINT BEING ON THE EXISTING EASTSIDE CRA BOUNDARY LINE; THENCE RUN EAST ALONG SAID EXISTING EASTSIDE CRA BOUNDARY LINE AND SAID SOUTH RIGHT-OF-WAY LINE AND THE EASTERLY EXTENSION THEREOF TO ITS INTERSECTION WITH THE NORTHEASTERLY RIGHT-OF-WAY LINE OF THE ABANDONED SEABOARD COASTLINE RAILROAD PROPERTY [NOW BEING THE EASTERLY RIGHT-OF-WAY LINE OF WALDO ROAD (STATE ROAD 24)] AND THE POINT OF BEGINNING.

*And*

**Eastside Expansion Area 2 legal description:**

A TRACT OF LAND SITUATED IN SECTIONS 2, 3, AND 10, TOWNSHIP 10 SOUTH, RANGE 20 EAST, ALACHUA COUNTY, FLORIDA BEING MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCE AT THE NORTHEAST CORNER OF SECTION 10, TOWNSHIP 10 SOUTH, RANGE 20 EAST, ALACHUA COUNTY, FLORIDA, SAID CORNER BEING ON THE

EXISTING CITY OF GAINESVILLE LIMIT LINE PER ORDINANCE #3865 AND THE POINT OF BEGINNING; THENCE RUN SOUTH ALONG THE EAST LINE OF SAID SECTION 10 AND SAID CITY OF GAINESVILLE LIMIT LINE TO A POINT ON THE SOUTHERLY RIGHT-OF-WAY LINE OF HAWTHORNE ROAD (STATE ROAD NO. 20), SAID POINT BEING ON THE EXISTING CRA BOUNDARY LINE; THENCE LEAVING SAID CITY OF GAINESVILLE LIMIT LINE RUN NORTHWESTERLY ALONG SAID SOUTHERLY RIGHT-OF-WAY LINE AND EXISTING CRA BOUNDARY LINE TO THE SOUTHERLY PROJECTION OF THE EASTERLY RIGHT-OF-WAY LINE OF SOUTHEAST 21<sup>ST</sup> STREET; THENCE RUN NORTH ALONG SAID PROJECTION AND THE EASTERLY RIGHT-OF-WAY LINE THEREOF TO THE SOUTHERLY RIGHT-OF-WAY LINE OF EAST UNIVERSITY AVENUE (STATE ROAD 26); THENCE RUN EAST ALONG SAID SOUTHERLY RIGHT-OF-WAY LINE TO THE SOUTHERLY PROJECTION OF THE EASTERLY RIGHT-OF-WAY LINE OF NORTHEAST 25TH STREET; THENCE RUN NORTH ALONG SAID SOUTHERLY PROJECTION TO THE NORTHERLY RIGHT-OF-WAY LINE OF SAID EAST UNIVERSITY AVENUE; THENCE LEAVING SAID EXISTING CRA BOUNDARY LINE, RUN EAST ALONG SAID NORTHERLY RIGHT-OF-WAY LINE TO A POINT LYING 1481.74 FEET EAST OF THE WEST LINE OF SECTION 2, TOWNSHIP 10 SOUTH, RANGE 20 EAST AND BEING ON THE EXISTING CITY OF GAINESVILLE LIMIT LINE AS PER ORDINANCE #3865; THENCE RUN SOUTHERLY ALONG THE CENTERLINE OF A DRAINAGE EASEMENT ACCORDING TO SAID ORDINANCE TO THE SOUTH LINE OF SAID SECTION 2; THENCE RUN WEST ALONG SAID SOUTH LINE OF SECTION 2 TO THE SOUTHWEST CORNER OF SECTION 2, SAID CORNER ALSO BEING THE NORTHEAST CORNER OF SECTION 10, TOWNSHIP 10 SOUTH, RANGE 20 EAST AND THE POINT OF BEGINNING.

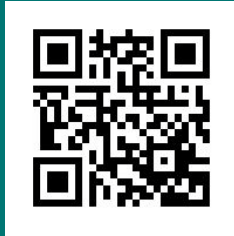
## SCHEDULED 2016 MTPO AND COMMITTEE MEETING DATES AND TIMES

PLEASE NOTE: All of the dates and times shown in this table are subject to being changed during the year.

MTPO MEETING MONTH	TAC [At 2:00 p.m.] CAC [At 7:00 p.m.]	B/PAB [At 7:00 p.m.]	MTPO MEETING
<b>FEBRUARY</b>	<i>CANCELLED</i>	February 11	<i>CANCELLED</i>
<b>APRIL</b>	April 20 <i>TAC@NCFRPC</i>	April 21	May 2 at 3:00 p.m.
<b>JUNE</b>	June 15 <i>TAC@NCFRPC</i>	June 16	June 27 at 5:00 p.m.
<b>AUGUST</b>	July 20 <i>TAC@NCFRPC</i>	July 21	August 1 at 3:00 p.m.
<b>OCTOBER</b>	September 21 <i>TAC@NCFRPC</i>	September 22	October 3 at 3:00 p.m.
<b>DECEMBER</b>	November 16 <i>TAC@NCFRPC</i>	November 17	December 5 at 5:00 p.m.

Note, unless otherwise scheduled:

1. Shaded boxes indicate the months that we may be able to cancel MTPO meetings if agenda items do not require a meeting and corresponding Advisory Committee meeting may also be cancelled;
2. TAC meetings are conducted at the Gainesville Regional Utilities (GRU) Administration general purpose meeting room;
3. CAC meetings are conducted in the Grace Knight conference room of the County Administration Building; and
4. MTPO meetings are conducted at the Jack Durrance Auditorium of the County Administration Building unless noted.



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# Metropolitan Transportation Planning Organization for the Gainesville Urbanized Area

2009 NW 67th Place, Gainesville, FL 32653

[www.ncfrpc.org/mtpo](http://www.ncfrpc.org/mtpo)