



**ALACHUA CRA**  
COMMUNITY REDEVELOPMENT AGENCY

**Chair Rudy Rothseiden**  
**Vice Chair Kelly Harris**  
Member Brian Boukari  
Member Mandy Bucci  
Member Jovante Hayes

**City Manager Rodolfo Valladares**  
City Attorney Marian Rush

The Community Redevelopment Agency Advisory Board will conduct a  
**Community Redevelopment Agency Advisory Board Meeting**  
**At 3:00 PM**

to address the item(s) below.

**Meeting Date:** July 21, 2025

**Meeting Location:** James A. Lewis City Commission Chambers  
15100 NW 142 Terrace  
Alachua, FL 32615

**Community Redevelopment Agency Advisory Board Meeting**

Notice given pursuant to Section 286.0105, Florida Statutes. In order to appeal any decision made at this meeting, you will need a verbatim record of the proceedings. It will be your responsibility to ensure such a record is made.

**CALL TO ORDER**

**APPROVAL OF THE AGENDA**

**I. OLD BUSINESS**

**II. NEW BUSINESS**

- A) APPROVE MEETING MINUTES- MAY 19, 2025
- B) APPROVE MEETING MINUTES - JUNE 23, 2025- SPCRAAB
- C) STAFF UPDATES

**III. BOARD COMMENTS/DISCUSSION**

**IV. CITIZENS COMMENTS**

**ADJOURN**



## Commission Agenda Item

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**MEETING DATE:** July 21, 2025

**SUBJECT:** Approve Meeting Minutes- May 19, 2025

**PREPARED BY:** Brenda Flieger

**RECOMMENDED ACTION:**

Approve the meeting minutes from the May 19, 2025 meeting.

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### Summary

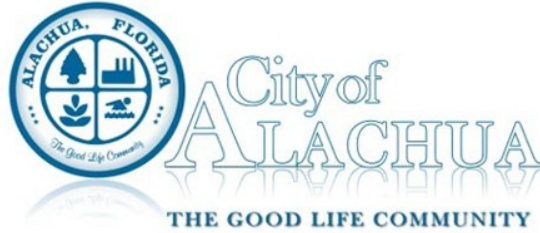
Approve Meeting Minutes- May 19, 2025

### FINANCIAL IMPACT

### ADDITIONAL FINANCIAL INFORMATION

### ATTACHMENTS

1. 25.05.19.M.CRAAB



Community Redevelopment Agency Advisory Board Meeting Minutes  
May 19, 2025 at 3:00 PM

**Chair Rudy Rothseiden**  
**Vice Chair Kelly Harris**  
Member Brian Boukari  
Member Jovante Hayes  
Member Rick Robertson

**City Manager Mike DaRoza**  
City Attorney Marian Rush

Meeting Location: James A. Lewis City Commission Chambers  
15100 NW 142 Terrace  
Alachua, FL 32615



**ALACHUA CRA**  
COMMUNITY REDEVELOPMENT AGENCY

## Community Redevelopment Agency Advisory Board Meeting

Notice given pursuant to Section 286.0105, Florida Statutes. In order to appeal any decision made at this meeting, you will need a verbatim record of the proceedings. It will be your responsibility to ensure such a record is made.

### CALL TO ORDER

Rudy Rothseiden – Chair 3:00 pm

### APPROVAL OF THE AGENDA

Member Brian Boukari moved to approve the agenda with the amendment to include information about the Gateway Sign on Main Street during the Staff Updates; seconded by Member Jovante Hayes.

Passed by unanimous consent.

## I. OLD BUSINESS

## II. NEW BUSINESS

### A) APPROVE MEETING MINUTES- JANUARY 27, 2025

**Member Boukari moved to approve the minutes from the January 27, 2025 meeting; seconded by Vice Chair Kelly Harris.**

**Passed by unanimous consent.**

### B) STAFF UPDATES

Susan King, Community Redevelopment Coordinator, presented her Staff Updates.

Theatre Park Refresh Project. Recommendation for the bid award will be presented to the City Commission at tonight's meeting. The recommended contractor is TriMark Construction Group.

Member Rick Robertson asked if the contract award should be presented to the Community Redevelopment Agency first.

Ms. King stated that the City Commission is the board who approves and awards the contracts.

Six two-hour parking signs are scheduled to be installed along Main Street this week.

Chair Rothseiden asked to see an image of the parking signs.

The Annual Report was published within the required deadlines.

Member Boukari asked if Ms. King has any other information concerning a legislative item moving through the State government concerning CRAs. This action would disband all CRAs in the state or at the least minimize their ability to do projects for the city.

Ms. King stated that it has been partially derailed, but she is following it closely.

Member Harris questioned an amount listed on the financial report.

Ms. King stated that it is a typo. The number should be 0. It is correct in the report online.

Main Street Lighting Project. Staff arranged for the installation of 36 grapevine light balls in four trees along Main Street. Additional lighting further along Main Street is being worked on.

Gateway Sign Project. Work is progressing. However, the property will not be donated. The property owners offered to sell it for \$40,000 but that was negotiated down to \$30,000. The property was appraised for \$36,000. It is approximately 2000 sq feet. Mr. Hitchcock thought he owned more of the property than he actually did. Ms. King stated that the purchase of the piece of property will be presented to the City Commission.

Member Boukari emphasized that he is adamantly opposed to the purchase of a "piece of dirt" that would benefit the property owner in enhancing their business and increase the visibility of the building that is located behind where the sign would be. He reiterated that there are other options. Such as going across the street and talking to the business owner there or holding onto the funds and finding other projects for those funds.

Chair Rothseiden suggested to Member Boukari that he make a motion, so opinions of this board would be heard by the CRA.

**Member Boukari moved to ask Ms. King to forward to the CRA our desire not to move forward with the purchase of the corner lot for the gateway signage at the cost of \$30,000; seconded by Vice Chair Harris.**

Vice Chair Harris affirmed that she is in total agreement with this motion. The property owner knows that the city wants that piece of property and is not willing to negotiate. Maybe we should just hold off until a later date.

Ms. King attested to the fact that it is not money that they want to spend, but all other options for the placement of the sign have been researched. There is no other option for the location.

Member Boukari addressed Ms. King. He emphasized that Ms. King has been an excellent steward of the funds of this board, and he has been an advocate for this project all along. However, he finds it reprehensible to be placing this board and the CRA in the position of having to spend \$30,000 on a piece of dirt that is not buildable or usable in anyway. Its use would be to put a sign on it. He believes the property owner knows this and is only trying to obtain funds from the city. He also stated that just because this project has been going on for a while irresponsible decisions should not be made to keep the project moving.

Chair Rothseiden asked if Carson Crockett, Planner, could give the board more information concerning the property, and he asked Ms. King for further information concerning the costs of the sign.

Ms. King elaborated on the cost breakdown of the sign. Theme Works was the company that gave us the quote a year ago. The engineering and design would be \$22,000 and the fabrication of the sign would be approximately \$87,000. The electronic message board has been estimated at \$30,000 (on the high side) The monies in the budget for the sign project were placed back in reserves for the Theater Park project so this project was bumped to next fiscal year. Ms. King emphasized that she respects the board's

opinions but if the property is not purchased then the gateway sign project can not move forward at all.

Vice Chair Harris asked if the city could counter offer.

Ms. King explained that the property owner started at \$40,000 and they conceded to \$30,000 after negotiations.

Member Jovante Hayes asked what the total monies would be including the property cost. Chair Rothseiden stated the total quoted would be about \$170,000.

Member Robertson asked if the city owned a piece of property in the general area that the sign could be placed on.

Ms. King confirmed that the city does not have any property in the area. The closest place would be near Skinner Park playground, but it would not be visible from 441 so it wouldn't have the same effect. She also stated that this was slated to be presented to the Commission at the second meeting in June. All the cost information and pros/cons will be presented to the board.

Member Rick Robertson agreed with the opinions of the board. The purchase of property that would benefit a non-participating business is not a good decision.

Member Boukari asked to hear from Mr. Crockett for more information concerning the property.

Mr. Crockett stated the property is approximately, 1500-2000 sq foot in size which would work out to be a price point of approximately \$15.00 per sq ft at the suggested sale price. The Alachua County Property Appraiser appraised it to be about \$10.00 per sq ft. This property is zoned CI (Commercial Intensive) with a Future Land Use category of Commercial.

Member Boukari asked about the setbacks for building anything. He also asked Mr. Crockett for his opinion concerning building anything other than a sign on this property, based on his expertise, experience and knowledge.

Mr. Crockett conceded that a sign is about the only thing possible for this particular area.

Member Boukari expressed his opinions again concerning the uselessness of the property for anything other than a sign and the fact that there is no rush to make this decision because of budgetary constraints.

Chair Rothseiden opened the floor to citizen comments concerning the motion on the floor.

Mandy Bucci, business owner on Main Street, expressed that the benefits of a beautiful sign would far outweigh the minimal cost of this property.

Michelle Lee, business owner on Main Street, stated that she also agrees with what Ms. Bucci previously stated. She also added the sign would bring increased traffic, tax dollars and new business to downtown. She believes the city talks about many things for a long period of time and never actually manifests any changes. Let's get this done. There have been too many hours of work put into this for a restart to happen.

Member Boukari expressed his support for this project up to this point. However, the purchase of the property is not right for the city at this time. He believes the city needs to let the sellers know that the city will not be taken advantage of. The property use is not going to change because of the size and location.

Chair Rothseiden brought the meeting back to the motion on the floor.

**Motion passed by 4-1 roll call vote.**

Citizen- Gib Coerper stated that the property owner may be able to write off the lot if donated for the sign.

Chair Rothseiden asked about timelines for the Theatre Park Project.

Ms. King stated that the contract imposes a 120 day completion deadline and she believes it will be completed before October of this year.

**III. BOARD COMMENTS/DISCUSSION**

Chair Rothseiden reiterated to Ms. King that she is doing a wonderful job she is doing.

Member Robertson wanted to remind everyone that the CRA district is not just Main Street. It encompasses more businesses than that and the CRA has implemented projects that have improved the CRA district area.

Member Hayes asked if there is a market analysis for the CRA district. Ms. King stated that the original one is from 2017, and she believes there is a more recent one.

Vice Chair Harris stated that there are now four (4) potholes on Nw 148th Street. They are getting larger and need to be assessed for repair.

Chair Rothseiden asserted that business owners on Main Street agree that more foot/vehicle traffic needs to increase to keep the small town ambiance alive. He would

like to see more events held on Main Street and welcomes any ideas to accomplish this. He also asked for a self-evaluation of progress or setbacks in the CRA district. He commented that he noticed a lot of standing water on Skinner Field, and it is not being utilized a lot for baseball. He recommended using this area for events during the summer to attract people to downtown if it is not being used for the intended purpose.

Member Boukari agrees that the batting cages and ball field area can be better utilized to attract citizens to downtown.

#### **IV. CITIZENS COMMENTS**

Gib Coerper explained that the park does have installed drainage, but you are not going to beat mother nature at times.

Mandy Bucci agrees that the park can be used as a multi-use space. However, businesses do get traffic from the batting cages being used so please do not remove an aspect that currently generates foot traffic for the downtown businesses.

Michelle Lee acknowledges that the CRA district is bigger than just Main Street, but changes need to start somewhere, and Main Street is the place to do that. She also informed the board that a grant is being written to apply for a concert series. This would qualify for the Revitalize Main Street initiative. She explained that the grant would be \$40,000 for three years, and they are going to ask the city to do the match funds.

Mandy Bucci handed information about the Levitt Music Series Grant eligibility criteria to the board at the dias. The information handed to the board will be uploaded with the minutes.

Ms. King further explained the details of the grant and the process of applying for it.

**Member Boukari moved to ask the CRA to consider partnering with the Levitt Foundation to match the funds given in the grant request if awarded; seconded by Member Hayes.**

**Vice Chair Harris abstained from voting.**

**Motion passed by 4-0 roll call vote.**

Chair Rothseiden suggested that someone reach out to the University of Florida about maybe an intern position that could possibly assist Ms. King with some of her duties, just to get her some help with so much going on at once.

**ADJOURN**

**Member Boukari moved to adjourn; seconded by Vice Chair Harris.**

**Motion passed by unanimous consent.**

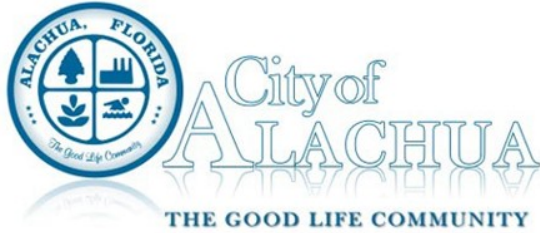
Chair Rothseiden adjourned the meeting. 4:26 p.m.

**ATTEST:**

**CITY COMMISSION OF THE CITY OF  
ALACHUA, FLORIDIA:**

\_\_\_\_\_  
CRA Advisory Board Chair

\_\_\_\_\_  
Staff Liaison



## Commission Agenda Item

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**MEETING DATE:** July 21, 2025

**SUBJECT:** Approve Meeting Minutes - June 23, 2025- SPCRAAB

**PREPARED BY:** Brenda Flieger

**RECOMMENDED ACTION:**

Approve the meeting minutes from the June 23, 2025, Special CRAAB meeting.

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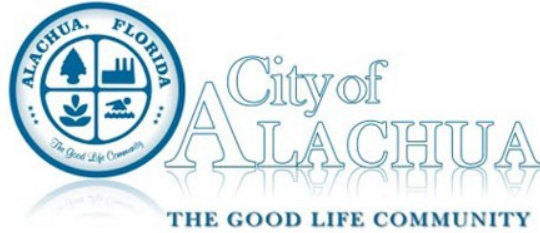
### Summary

### FINANCIAL IMPACT

### ADDITIONAL FINANCIAL INFORMATION

### ATTACHMENTS

1. 25.06.23.M.SPCRAAB



Community Redevelopment Agency Advisory Board Meeting Minutes  
June 23, 2025 at 3:00 PM

**Chair Rudy Rothseiden**  
**Vice Chair Kelly Harris**  
Member Brian Boukari  
Member Mandy Bucci  
Member Jovante Hayes

**City Manager Rodolfo  
Valladares**  
City Attorney Marian Rush

Meeting Location: James A. Lewis City Commission Chambers  
15100 NW 142 Terrace  
Alachua, FL 32615



**ALACHUA CRA**  
COMMUNITY REDEVELOPMENT AGENCY

## Community Redevelopment Agency Advisory Board Meeting

**Notice given pursuant to Section 286.0105, Florida Statutes. In order to appeal any decision made at this meeting, you will need a verbatim record of the proceedings. It will be your responsibility to ensure such a record is made.**

### **CALL TO ORDER**

Rudy Rothseiden – Chair      3:05 pm                      Absent Jovante Hayes - Member

New Board Member Mandy Bucci was acknowledged and welcomed.

Member Brian Boukari asked about the approval of the agenda.

**Member Boukari moved to approve the agenda, amending it to add the Board Comments section; seconded by Vice Chair Kelly Harris.**

**Motion passed by unanimous consent.**

**I. NEW BUSINESS**

- A) BUSINESS FACADE GRANT PROGRAM APPLICATION: A REQUEST BY FLA HOMES INC., APPLICANT, AND ALACHUA COMMERCIAL PROPERTIES LLC, PROPERTY OWNER, SEEKING APPROVAL OF A BUSINESS FACADE GRANT APPLICATION FOR PROJECT IMPROVEMENTS TO A BUILDING LOCATED AT 14910 MAIN STREET.**

Susan King, Community Redevelopment Coordinator, presented the application materials submitted by Fla Homes Inc., applicant, and Alachua Commercial Properties LLC, property owner, for improvements to a building located at 14910 Main Street.

**Member Boukari moved that, based upon Staff's recommendation, this Board finds the Business Facade Grant Program Application submitted by Fla Homes Inc., applicant, and Alachua Commercial Properties LLC, property owner, for improvements to a building located at 14910 Main Street to be consistent with the Business Facade Grant Program Policies and Procedures and transmits the application to the City of Alachua Community Redevelopment Agency with a recommendation to approve; seconded by Vice Chair Harris.**

Member Boukari remarked that he liked the material being used for the awning. He believes the variation will play out nicely on the facade.

Chair Rothseiden questioned if the support structure was being removed or just the covering. He also questioned the height of the awning for safety reasons when using metal.

Ms. King stated that the application appears to show a total removal and all new materials installed.

Member Boukari also stated his concerns about the height clearance of any flag, awning or sign currently installed along Main Street.

Chair Rothseiden clarified that Vice Chair Harris rents the property and is not the owner of the property, therefore she can vote if she can do so without prejudice.

Vice Chair Harris confirmed her opinion will be unbiased.

**Motion passed by 4-0 roll call vote.**

## II. Board Comments

Member Boukari welcomed Member Bucci and commended former Member Roberts for his dedicated service to this Board.

Member Boukari addressed the issue of the gateway sign project. He reaffirmed his opinion about purchasing the tidbit of land at the asking price. He does not believe that the purchase is the answer. He also asserted that the opposite side of the street at the AT&T property would be a better place to inquire about.

Vice Chair Harris commented about making Main Street a walkable street. She believes the sign will help but also suggested a different location for it.

Member Mandy Buuci stated that she was approached by a citizen who commented on the safety of the sidewalks up and down Main Street. This citizen stated that it was a former Main Street business owner who was trying to influence her to not open up a new business on Main Street. Member Bucci asked the Board if it has any responsibility in quelling these types of rumors.

Chair Rothseiden stated that "It takes a good neighbor to be a good neighbor." He believes the only thing this board can do is to support businesses positively and promote a cohesive Main Street.

Member Bucci suggested that more effort could be put into inviting the public to these meetings. The public should know that they can bring up these issues at these meetings for discussion.

Member Boukari reiterated that he has informed citizens that they can come to the meeting. He also stated that some people just like to complain and don't want to be involved in a solution.

Vice Chair Harris elaborated that she remembers the City going through a rough patch about 20 years ago, and she can see it happening again. She also pointed out that if you react to negativity, it gives them fuel for the fire. Her belief is to reaffirm the positive and, eventually, that will always come out the winner.

Chair Rothseiden brought up the example of the new parking lot that was installed. It was not what everyone wanted, but overall it fulfilled the need that downtown needed. He admitted that he believes the probable increase in traffic from the new gateway sign does not constitute the cost of the property. He also addressed the issue of getting people to the meetings. He challenged the board to be the ones to bring someone with

them to the meetings. This might cause some interest from the citizens.

Chair Rothseiden also stated that he would like the board members to review the studies that were done in the past and then see an item on the next agenda to revisit and discuss what the board has accomplished from those study suggestions.

**Vice Chair Harris moved to add an item to the next agenda to review the findings that the strategies groups came up with in the past studies, then examine what this board has accomplished and what still needs to be worked on; seconded by Member Boukari.**

Member Bucci asked for clarification on the need to examine these studies.

Chair Rothseiden expanded on what these studies looked at and why they were done.

Ms. King stated she could send a link to all the board members to examine the documents from the studies.

Member Bucci asked if a workshop to discuss and examine all the information prior to the next meeting would be beneficial.

Chair Rothseiden stated the board has never had a workshop before and asked Ms. King when the next meeting was scheduled for.

He also stated that due to the holiday schedule, a workshop would not be conducive prior to the meeting.

**Motion passed by 4-0 roll call vote.**

Chair Rothseiden asked for citizen comments.

Kimberly Vermillion reiterated the need for positive attitudes, positive moves and positive decisions to override the negative talk going around.

Lindsey Rizzo, former Community Redevelopment Coordinator, informed the board that there was an examination of the old studies done and those records may be available. Those findings could be helpful in the new examination. If she can locate them, she will forward them to Ms. King.

Chair Rothseiden charged the board with being open to all comments, discussion or stated problems from the community; either negative or positive. He believes good government does not hold bias. He stated that this board needs to be open and non-discriminatory.

Vice Chair Harris asked the new Director of Planning and Community Development to introduce himself and say few words about his experience.

Bryan Thomas, Director of Planning and Community Development, addressed the board.

**ADJOURN**

**Member Boukari moved to adjourn; seconded by Vice Chair Harris.**

**Motion passed by unanimous consent.**

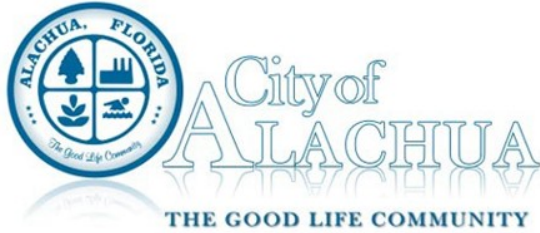
Chair Rothseiden adjourned the meeting. 4:00 p.m.

**ATTEST:**

**CITY COMMISSION OF THE CITY OF  
ALACHUA, FLORIDA:**

\_\_\_\_\_  
CRA Advisory Board Chair

\_\_\_\_\_  
Staff Liaison



## Commission Agenda Item

**MEETING DATE:** July 21, 2025

**SUBJECT:** Staff Updates

**PREPARED BY:** Susan King

**RECOMMENDED ACTION:**

Receive updates and discuss recommendations and initiatives from the CRA studies.

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### Summary

#### Theatre Park Project Update

Renovation work is currently underway at Theatre Park. The general demolition is now completed. Masonry repointing and repair is in progress. The building permit, submitted on June 6, 2025, was not approved due to the need for additional egress, according to the Fire Marshall. If all three front doorways are left open, a rear egress will not be required and the permit will be approved. Monarch Design Group revised the site plan with all three doors open for egress per the Fire Marshall's directive. The project is approximately two weeks behind schedule due to delays in getting the permit documents approved. The next step in the project will be the concrete foundation placement.

#### Overview of Past CRA Studies

At the June 23, 2025, CRA Advisory Board meeting, Chair Rudy Rothseiden stated that he would like the advisory board members to review past CRA studies, discuss the various recommendations and proposed initiatives, and what the CRA has accomplished. The motion to add this as an agenda item for the July 21 CRA Advisory Board meeting passed. Staff forwarded links to the two CRA studies and the CRA Amended Community Redevelopment Plan to the advisory board members so they could review the reports before the meeting.

The Alachua CRA collaborated with two consulting firms in the past 10 years to produce a market study and economic analysis of Main Street Alachua and a downtown 5-year action plan. The purpose was to consider new strategies and initiatives to revitalize the downtown district and to identify economic development opportunities for the CRA.

#### **Alachua CRA Market Study and Economic Development Implementation Plan**

RMI produced and delivered the *Alachua CRA Market Study and Economic Development Implementation Plan* to the City of Alachua in 2016. This report included a market analysis; downtown assessment, comprised of SWOT observations (strengths, weaknesses, opportunities and threats); economic development opportunities; and proposed strategies and initiatives.

The specific initiatives recommended for the downtown district include the following:

1. Implement a retail attraction branding, marketing and messaging program.
2. Create a staff position that is responsible for the Downtown District.
3. Target-specific uses for downtown, including coffee shops, antique stores, breweries, recreation and sporting goods purveyors.
4. Host regular events in the Downtown District through partnerships with the business community.
5. Implement a Façade Improvement Grant Program.
6. Target a business hotel for the area.
7. Target additional residential development in the surrounding area.
8. Implement an incentive-based program to encourage the development of targeted uses.
9. Improve and create interstate, wayfinding and directional signage.
10. Create trails and bike trails and connect to the Sun Trail (Florida "Shared-Use Non-motorized" Trail Program established in 2015).

### *Accomplishments*

- Designed and produced a CRA logo, Historic Downtown logo and a "Branding Manual & Style Guide" (2018).
- Created a CRA Coordinator staff position (2017).
- Hosted regular events with the business community and community organizations (Ongoing).
- Implemented a Façade Grant Program (2019).
- Initiated a Wayfinding signage project (2019 - Wayfinding Signage Master Plan by CHW); resumed the Wayfinding signage project in 2023, proposing a Gateway Sign to be designed by ThemeWorks and installed on the SE Corner of Main Street and US-441, replacing the existing monument sign in front of CVS).
- Hired a consultant to prepare a Trail Study (Pedestrian Corridor and Trail Study by NV5, currently in the planning stages).

### **Downtown 5-Year Action Plan**

In 2024, Downtown Strategies, a division of Retail Strategies, produced and delivered a *Downtown 5-Year Action Plan* (including a Downtown Market Analysis) although its recommended strategies and initiatives were not formally adopted by the Alachua City Commission or CRA Board. The four focus areas were: policy and administration; design; tourism and promotion; and economic vitality.

Suggestions and recommendations for the downtown district include the following:

1. Forming a community roundtable meeting monthly to encourage communication,

- collaboration and sharing of information.
2. Implementing Design Technical Assistance Grants to assist downtown property owners with exterior improvements to their buildings.
  3. Adding a Vibrancy Grant Program as a complement to the Façade Program to assist in activating sidewalks and storefronts.
  4. Using streetlight banners and year-round lighting, including street tree wrap lighting and rooftop or perimeter lighting on buildings, to visually connect North and South Main Street and add vibrancy and visual enhancement to downtown streets and public spaces.
  5. Adding outdoor dining areas or “parklets” in strategic locations.
  6. Installing removable bollard infrastructure at key intersections along Main Street to facilitate street closures for various activities.
  7. Installing a wayfinding signage system, including a Gateway Sign at the intersection of Main Street and US-441, and public parking signs within the downtown core.
  8. Coordinating with downtown businesses to incorporate ongoing small-scale events and promotions to give people a reason to come downtown and patronize local retailers and restaurants.
  9. Developing a marketing series focused on promoting the positive stories of downtown Alachua.
  10. Reestablishing the Farmer’s Market, creating unique culinary experiences downtown and showcasing local culinary assets.
  11. Promoting the use of Google Business Profiles to small businesses.
  12. Hosting regular merchant meetings and scheduling a regular series of Entrepreneur Meet-Ups.
  13. Creating a Business Recruitment Packet for downtown.
  14. Acquire downtown properties and use them as a development incentive to attract a catalytic business opportunity or traffic-generating “anchor,” such as a brewery.
  15. Distribute RFPs to the development community requesting project proposals.

### *Accomplishments*

- Community Roundtable (initiated by David Wisener, City of Alachua Economic Development Manager).
- Streetlight banners (ongoing); year-round, downtown accent lighting (2024 – ongoing).
- Outdoor dining or parklets (proposed by Good Life Station – tentative approval if initiated through a Special Events Permit).
- Gateway sign (2023 - work in progress).
- Small-scale events (work in progress; in collaboration with downtown businesses and community organizations).
- Farmer’s Market (initiated by ABL – work in progress).
- Business Recruitment Packet for downtown (work in progress).

Staff welcomes feedback, suggestions and recommendations from CRA Advisory Board.

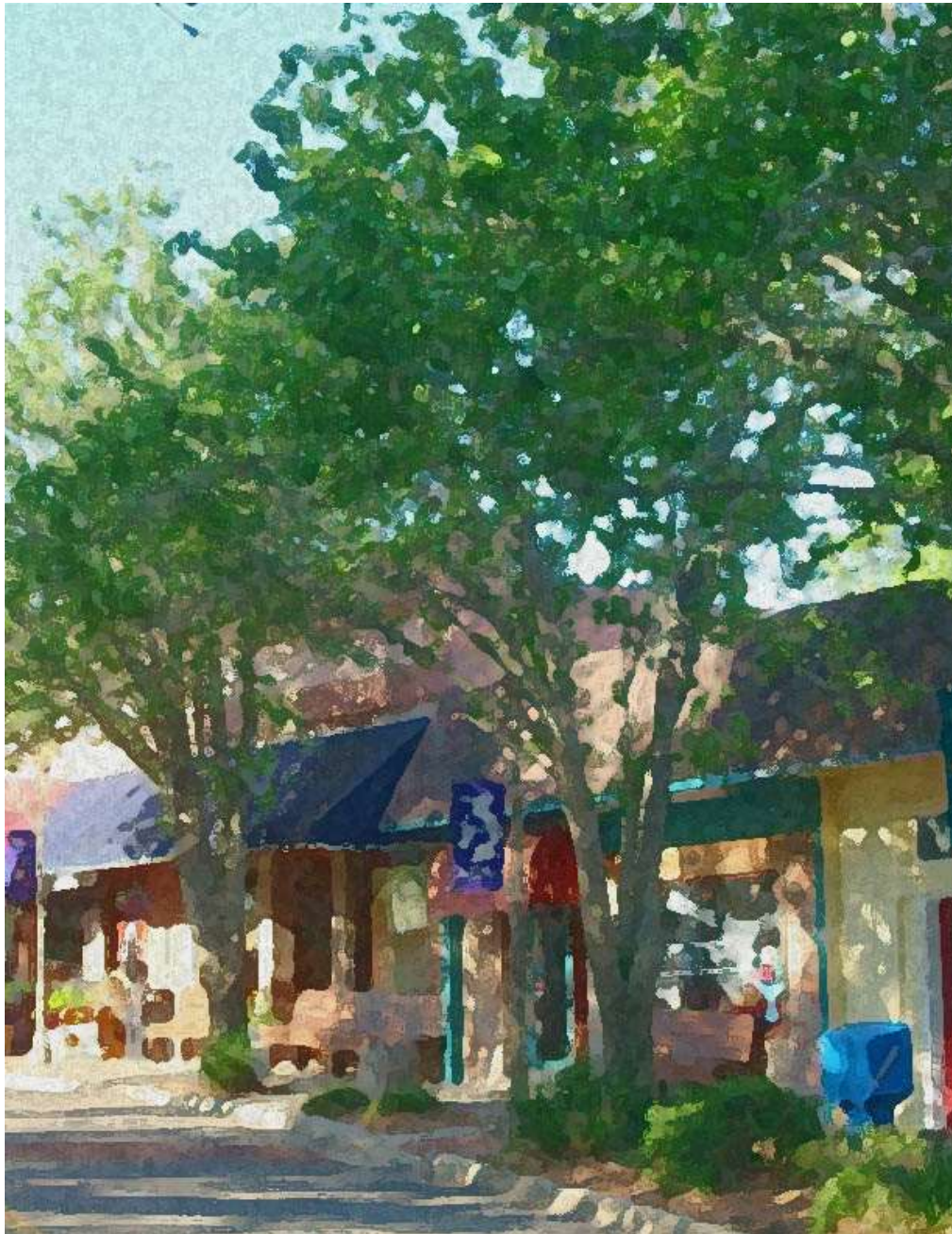
**FINANCIAL IMPACT**

**ADDITIONAL FINANCIAL INFORMATION**

**ATTACHMENTS**

- 1. CRA 2016 Market Study
- 2. Downtown Action Plan 2024
- 3. CRA Amended Community Redevelopment Plan

# Alachua Community Redevelopment Agency Market Study & Economic Development Implementation Plan 7/16/2016



REINVENTING YOUR CITY

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REINVENTING YOUR CITY

# Executive Summary

This Market Study/Economic Analysis of the CRA Main Street and Downtown of Alachua includes analysis of the potential for future new businesses, opportunities and activities to draw visitors, branding, and recommendations for implementation of our findings. It includes a collection of demographic and lifestyle data, retail spending and sales, and consumer trends organized by their respective influence on one of the five key drivers of economic development. Stakeholder input collected through online surveys and one-on-one meetings supplements the research. Mapping, imagery and GIS analysis are also included.

Economic development is building wealth in a community, encouraging economic growth and improving quality of life. This is accomplished by implementation of actions that influence the five key drivers of economic development: Land, Labor, Markets, Capital and Regulation, and each community's ability to influence these drivers is different.

This study provides recommended strategies and initiatives as requested by the City to revitalize Main Street and the Community Redevelopment Area, enhance the character of downtown, provide for business retention and expansion and market the uniqueness of downtown Alachua. The goal of the revitalization of Main Street and Downtown is to bring a new dimension of the quality of life offered by the area, which has a direct influence on new jobs and businesses throughout the entire City.

***The specific initiatives recommended for the Downtown District include the following:***

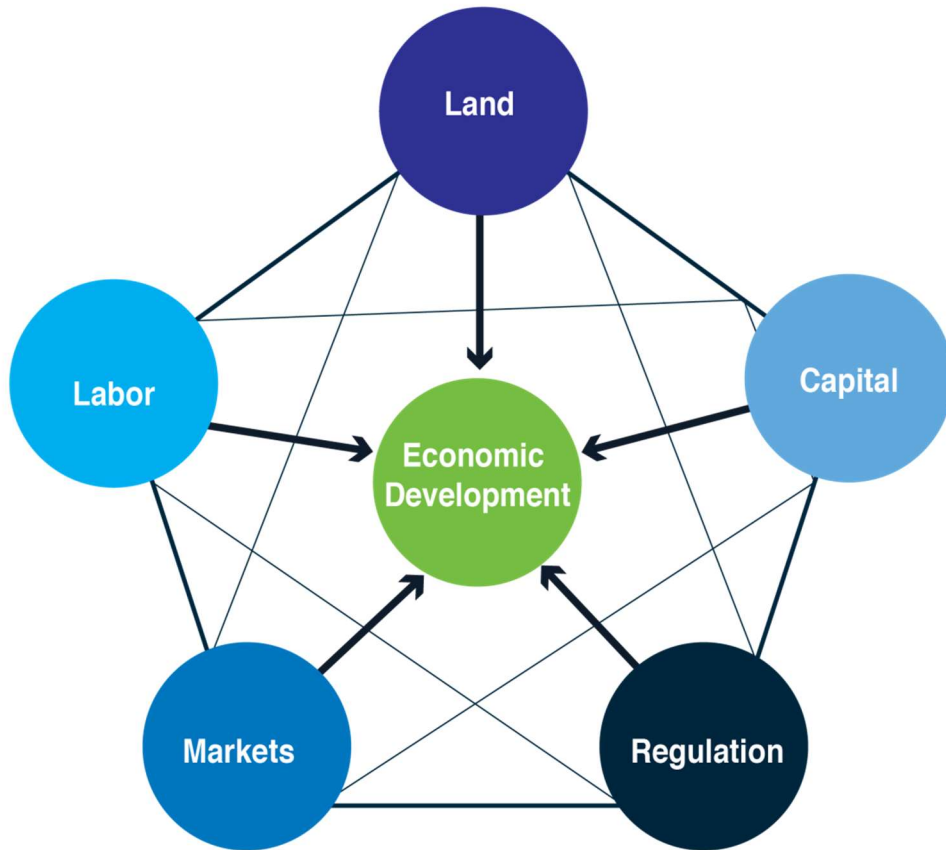
- 1. Implement a retail attraction branding, marketing and messaging program.***
- 2. Create a staff position that is responsible for the Downtown District.***
- 3. Target specific uses for downtown, including coffee shops, antique stores, breweries, recreational and sporting goods purveyors.***
- 4. Host regular events in the Downtown District through vision partnerships with the business community.***
- 5. Implement a Facade Improvement Grant Program.***
- 6. Target a business hotel for the area.***
- 7. Target additional residential development in the surrounding area.***
- 8. Implement an incentive based program to encourage development of targeted uses.***
- 9. Improve and create interstate, wayfinding and directional signage.***
- 10. Create trails and bike trails and connect to Sun Trail.***

Our commitment is to manage the expectations, establish credibility, and deliver a respectfully realistic plan. It must be recognized that the downtown area is an amenity for the entire community. To achieve the City's desire for a lively downtown, activities and new businesses will require a different approach than previously taken by the City.

As shown in our analysis, the opportunity exists and will continue to grow, and the City should move forward aggressively to promote Downtown Alachua, target the appropriate sectors and plan for future residential growth in the immediate area. We continue to be excited about the future of Downtown Alachua.

# Analysis

The market analysis will provide a realistic assessment of the area's economic development potential and an overview of the constraints and opportunities influencing the five drivers of economic development:



RMA's review of demographic and lifestyle data, along with real estate information, housing conditions, labor market, business types, spending potential and other economic data points will enable the team to develop potential build-out scenarios that the market can support, including demand analysis for residential and commercial development that will inform the recommendations the team will make regarding zoning, comprehensive plan, and CRA plan changes.

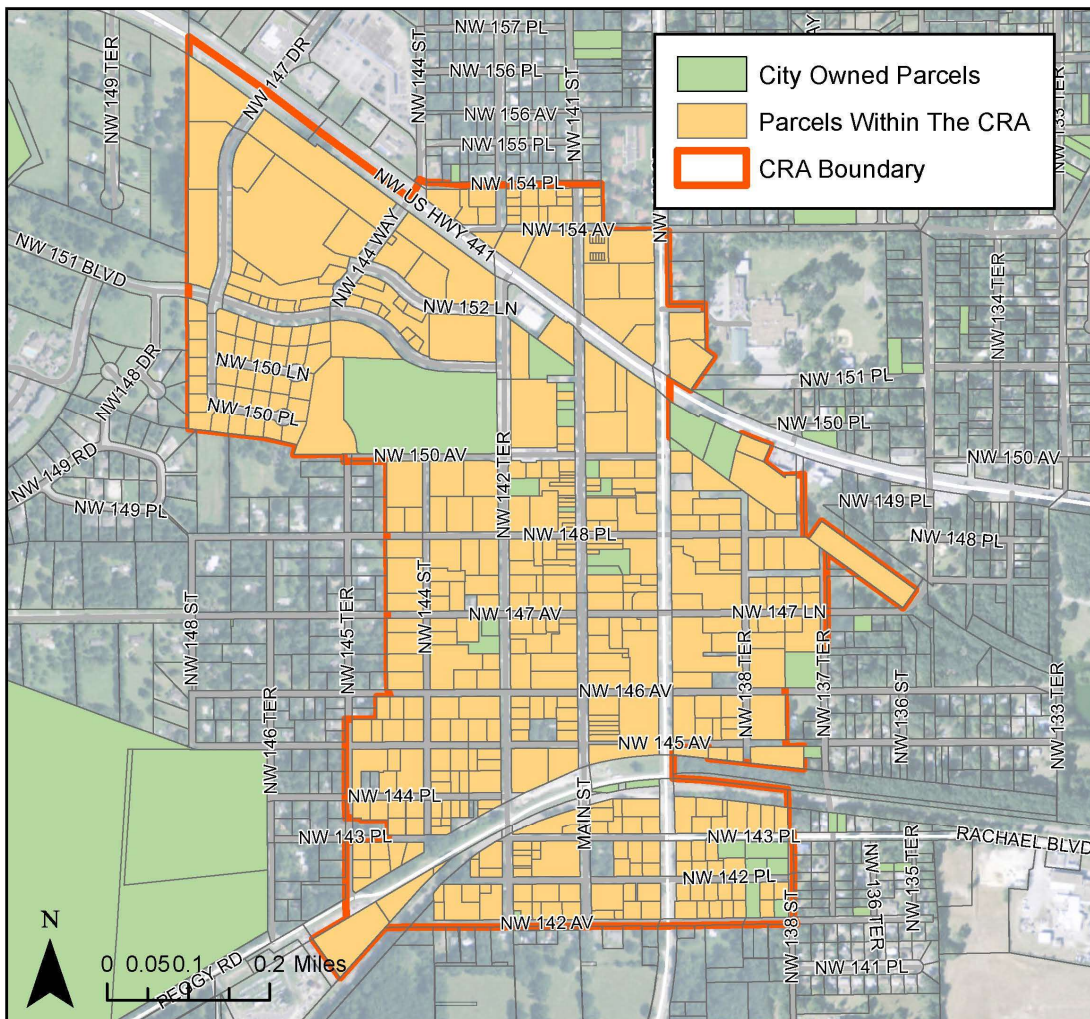
# Study Area

## City of Alachua Community Redevelopment Area

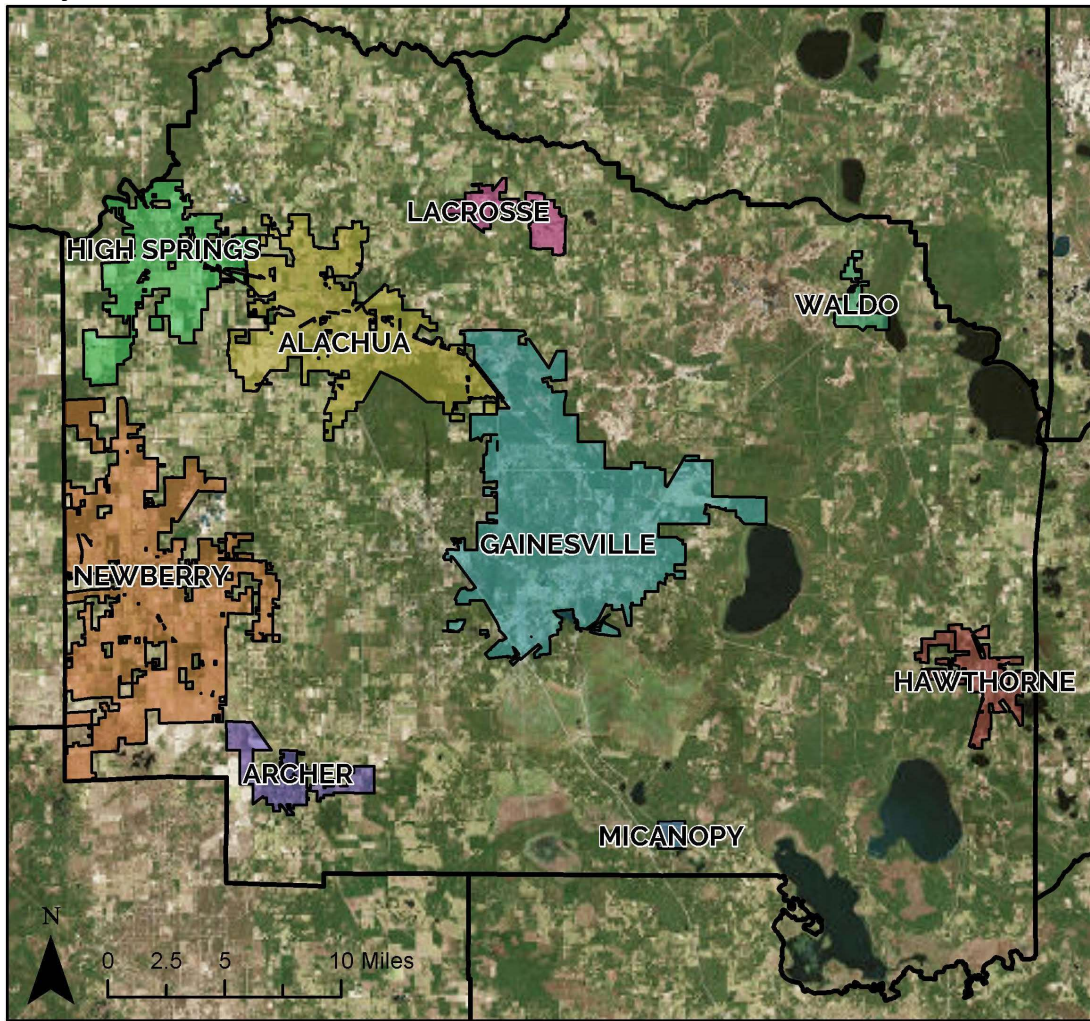
The Alachua Community Redevelopment District, encompassing 256 acres, is located within the City of Alachua in Alachua County, Florida. The Redevelopment District is defined by US 441 jogging to NW 154 Avenue to the North, NW 143<sup>rd</sup> Avenue to the South, 138<sup>th</sup> Street to the East and Nw147th Drive jogging down to NW 144 Street to the West, generally.

The redevelopment district contains the Main Street corridor and extends out to adjacent neighborhoods. The boundaries were established to focus redevelopment efforts on the area encompassing the downtown commercial core and surrounding areas of residential, recreation and office uses. Alachua is served by several major transportation arteries including Interstate 75 and US 441. Along the northern end of the redevelopment district, US 441 connects Alachua to Gainesville and High Springs. The CSX rail line runs through the southern portion of the redevelopment area, including spurs to local industrial parks. The Gainesville Regional Airport also serves the City.

## Downtown Alachua



# Alachua County



## Market Areas

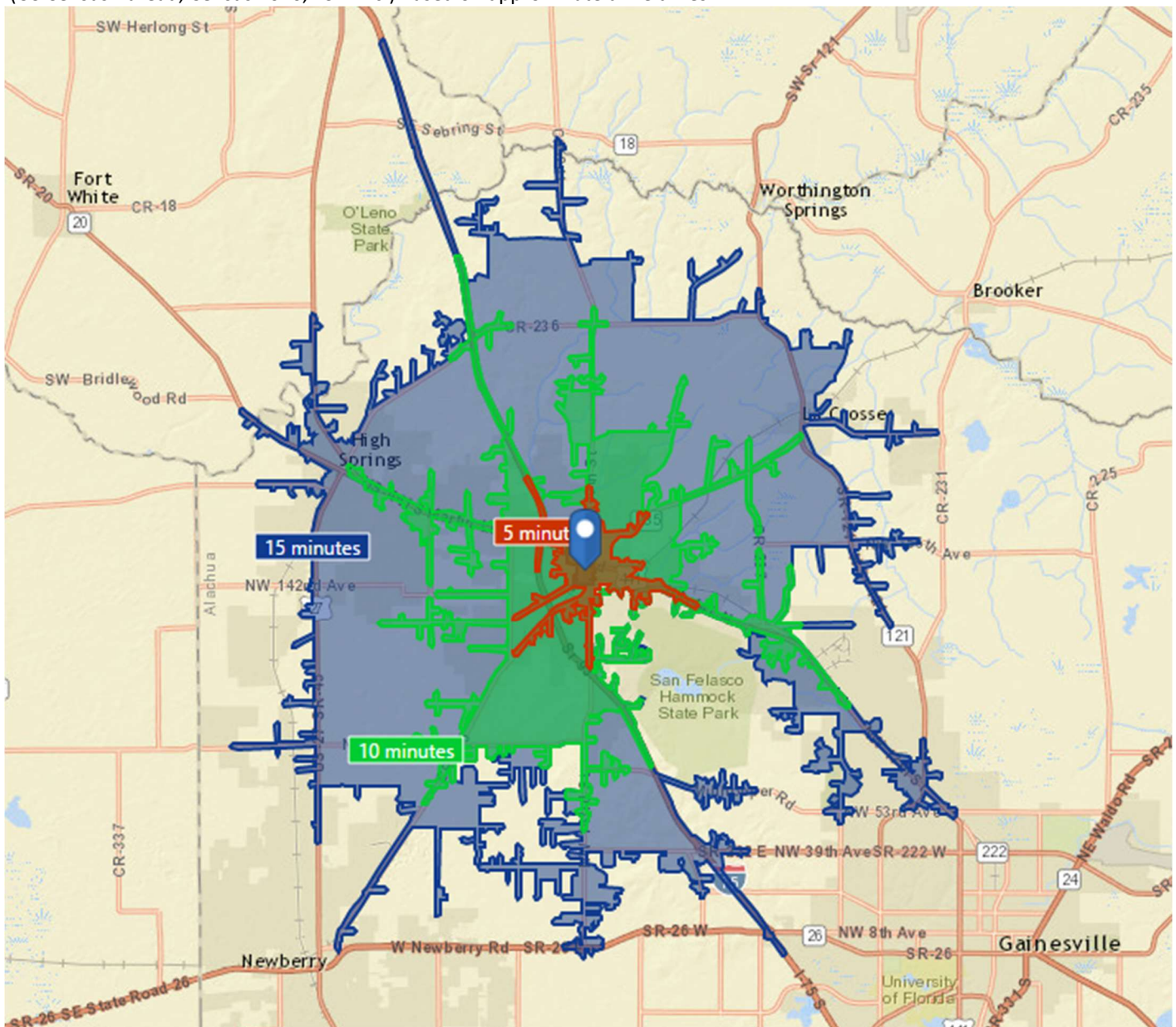
There are various potential market areas for goods and services associated with the Alachua Community Redevelopment Agency which are evaluated. These include:

- The residents of Alachua County
- The residents of the City of Alachua;
- The residents living in the CRA and within a ten-minute drive of the CRA
- The residents living in the surrounding communities of Newberry, High Springs, Fort White, and Worthington Springs; Local employees that work in, but do not live in Alachua; and the Alachua County visitor market.

### Downtown CRA Boundaries

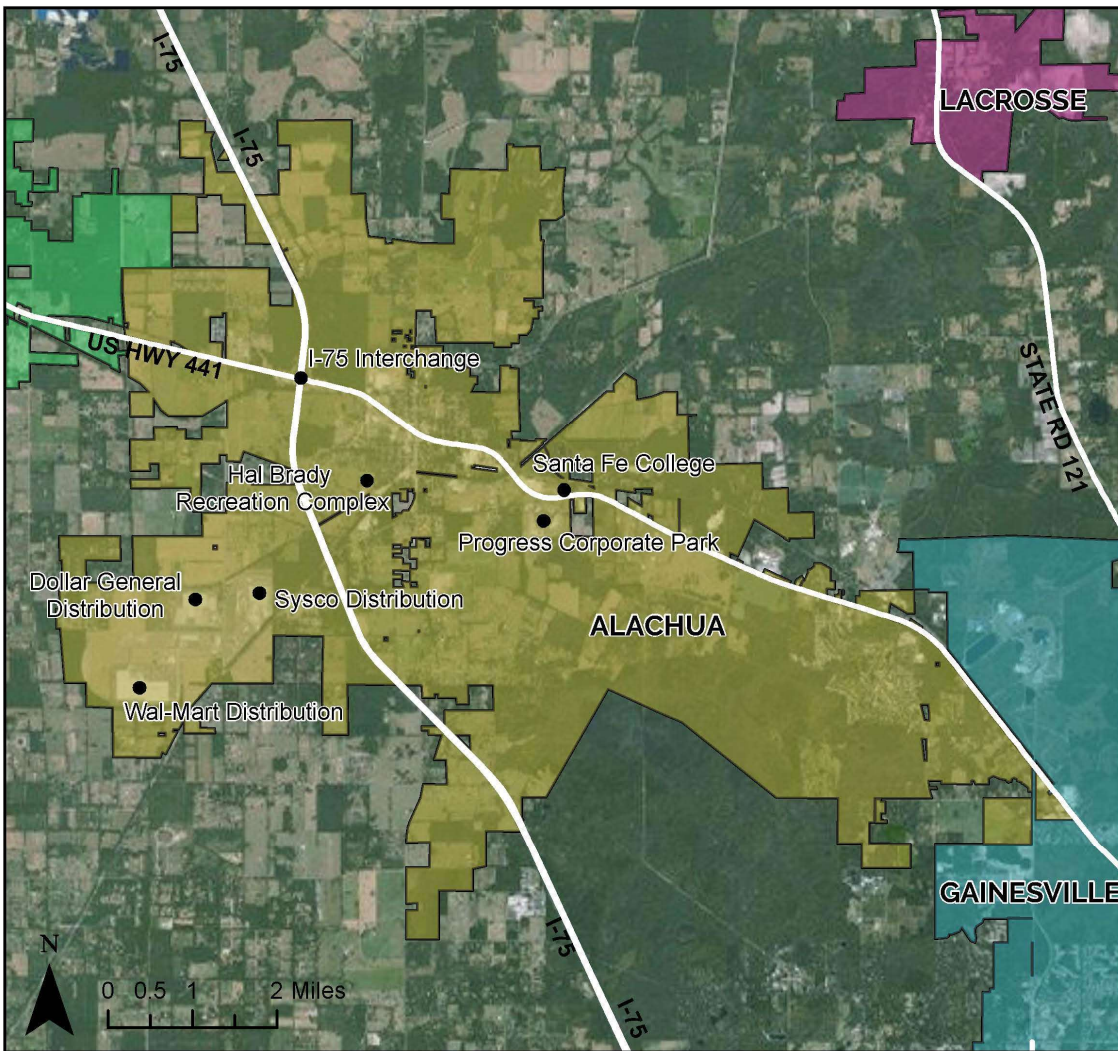
### 5-10- 15-minute drive times from the CRA

(US Census Bureau, Census 2010, ESRI Inc.) Based on approximate drive times.



# Market Area

This custom trade area delineates the area that can reasonably be serviced by businesses located in Alachua.



## Market Opportunity

This Market Assessment identifies opportunities for economic growth, redevelopment, investment, entrepreneurship and revitalization based on market reality, market demand, and market potential. The Market Assessment will support the recommendations that will be identified in the Action Plan with strategies that match market opportunities to real estate reality, community character and vision, and the regulatory environment. The market assessment will also help answer five key questions on which the Action Plan will be based:

- 1) What should be preserved that will support new investment in Downtown Alachua?
- 2) What can be enhanced to encourage economic development and investment in Downtown Alachua?
- 3) What can be exposed and promoted to attract more development in Downtown Alachua?
- 4) What can be invested in that will improve the downtown area's competitiveness?
- 5) What can be capitalized on to establish the downtown area as a good location for investment?



## Public Input

On February 25, 2015, the Alachua CRA held a Public Meeting to discuss ideas to encourage new businesses to locate in the Downtown CRA. Some of the ideas presented included:

- Review the change of use process, procedures and costs, especially in relation to historic buildings
- Review the utility deposit fees
- Review onsite parking requirements
- Consider incentives including tax and rent abatements for new businesses

Also discussed were ideas to support existing businesses which included:

- Advertising- (I-75 Billboards)
- Additional and Improved Main Street Signage
- Market Study
- Connect 241 to Main Street with signage
- Website - Business Directory, Parking Diagram
- Exit Interviews
- Traffic Study
- Marketing and Branding Program

As a result of the community's continued commitment to improve the Downtown and Main Street Areas, RMA was hired in early 2016 to conduct an assessment of the downtown/Community Redevelopment Area's current economic market and climate.

On January 25, 26, and 27 of 2016, RMA conducted several meetings with City Staff, and community stakeholders. On January 25, 2016 three Project, business attraction and economic development in general, and a discussion of development priorities. More than thirty people representatives from RMA attended the City Council meeting and were introduced to the Council members. The City of Alachua held a public input workshop on January 26, 2016 which included a formal presentation by RMA on the approach to the Alachua Downtown were in attendance at the workshop. RMA also met with the elected officials and the City Manager in one-on-one meetings on March 14, 2016. Another source of research included discussions that RMA conducted with representatives from the Convention and Visitors Bureau and the firm currently performing an analysis of tourism for the Greater Gainesville Area.

Some of the key themes identified during the workshop, our meetings with Council, and our individual meetings with stakeholders included:

- The downtown area and Main Street are unique and authentic.
- There is a need to attract retail, entertainment, and activities. Most residents of Alachua must leave the city for many commercial activities and shopping.
- The two festivals held annually draw thousands of attendees and are enjoyed by the community, however provide limited direct benefit to the downtown businesses.
- The importance of Progress Park and Commerce Park cannot be overstated.
- Downtown Alachua is a hidden gem that is ripe for revitalization.
- The historic designation of the downtown is important and could be expanded.
- Arts and culture are important to revitalization and to the vibrancy of the community.
- Sports and outdoor activities are big components of the lifestyle of the Alachua community.

Key issues that were identified during RMA’s meetings and interviews with stakeholders included:

- Events currently must rely on volunteers.
- There is a need for a professional coordinator for these events and others.
- Alachua has significant opportunities that can help brand the area for commercial investment.
- Recreation and the nearby parks and event destinations are key drivers for the area, although not utilized fully.
- The downtown has several vacancies, and the lifespan of businesses that locate downtown is sporadic. There is no true hub of activity for the downtown.

Public and stakeholder input pointed to the need for a clearly defined identity and brand for Downtown Alachua. While “The Good Life Community” describes the city’s sense of small town charm and friendly atmosphere, a clearly defined targeted message with a strong comprehensive campaign was a common thread in our public input sessions and surveys. Business survey respondents indicated that the area is in transition and there exists a lack of cohesiveness. What will it take to catapult the downtown area into a thriving hub of social activity?

### Development

Development that is respectful of the natural cultural and historical assets is important. There was concern expressed that there is not enough attention being paid to ensure that cultural and historic assets are identified and catalogued prior to development. The historic Meyer and Ivy Homes are both in downtown Alachua, and provide opportunities for special events venues, and lodging opportunities. Both properties reflect the historic charm of downtown Alachua and stakeholders agree are tremendous assets for the community.



### Infrastructure

Parking is a significant issue for the downtown area and was often the most discussed topic among business owners. Business owners of properties that do not front Main Street were concerned that there was no connectivity between the entire downtown district and those efforts were focused primarily on the Main Street corridor. Street lighting, landscapes and streetscapes were mentioned as improvements needed on connecting streets to Main Street and the downtown.

## Quality of Life Challenges

The movement of the population to more rural and suburban areas has changed the landscape of downtown areas across America, and especially in cities such as Alachua. Some discussion was held about encouraging more residential development in the surrounding downtown area to encourage activity in the area.

While the two festivals that are held Downtown are very successful from an attendance standpoint, the need for more regular events to happen was a common theme from all of the attendees, our interviews and our surveys. These festivals are enjoyed by the community; however, business owners commented that they do very little to support the downtown businesses.

The restaurants in the downtown area have good steady business. These businesses have survived by continuing to understand the needs of their customer and catering to the individuals and families that enjoy their service. The restaurants that have closed have had operating issues, or business models that did not anticipate the time it takes to build a clientele in a community of 10,000 people. They also were not as knowledgeable professionally to take advantage of the opportunities that exist with the corporate catering, delivery and afterhours events that typically are common in an area such as Alachua.

Another common theme in our research that emerged regularly was the need for marketing and branding of Alachua. It was refreshing to learn that there are very few negative impressions of Alachua; in fact, it seems that the community as a whole embraces the Good Life.

## **Summary**

In summary, the most significant issues raised by the community are parking, the image of the community, the downtown vacancies, and the need to promote the City in broader media outlets and throughout the state and southeast.

# Analysis

## Current Investment Driver Conditions and Market Potential

This market analysis evaluates six areas: the five drivers of investment and economic development (Land, Labor, Capital, Markets and Regulation), and also provides estimates of Market Demand and Market Potential.

### Investment Driver: Land

In the Downtown District, there is a mix of retail, office and restaurant uses. These historic buildings require significant improvements to ready them for use in today's commercial market. This additional expense and the time required for permits tends to drive rents lower than similar sized properties on US 441, and increases the time required for potential new businesses to open. These are both detriments to investment in the downtown area. There are no incentives to encourage redevelopment, which is costly and time consuming, with little upside for the developer or property owner.

### Residential Real Estate

Within the City of Alachua the main residential subdivisions include: Turkey Creek, StagHorn, and Brookpoint. There are a variety of housing options from luxury estates to modest income homes. Subdivisions within the nearby area include Heritage Oaks and Oak Ridge Crossing with median listing prices of \$279,900 and \$289,900 respectively.

There are approximately 186 dwelling units located within the Redevelopment Area. In the Alachua market area which includes Gainesville there are 316 apartments for rent.

#### Market Conditions: Alachua Residential

##### Housing Availability

	Housing Units for Sale	Housing Units for Rent
City of Alachua	229	11

##### Housing Pricing

	Alachua	Gainesville
Median Home Price	\$159,900	\$134,400
Median Rental Price	\$1,350	\$1,295

Rental prices have increased steadily month-over-month for the past year.

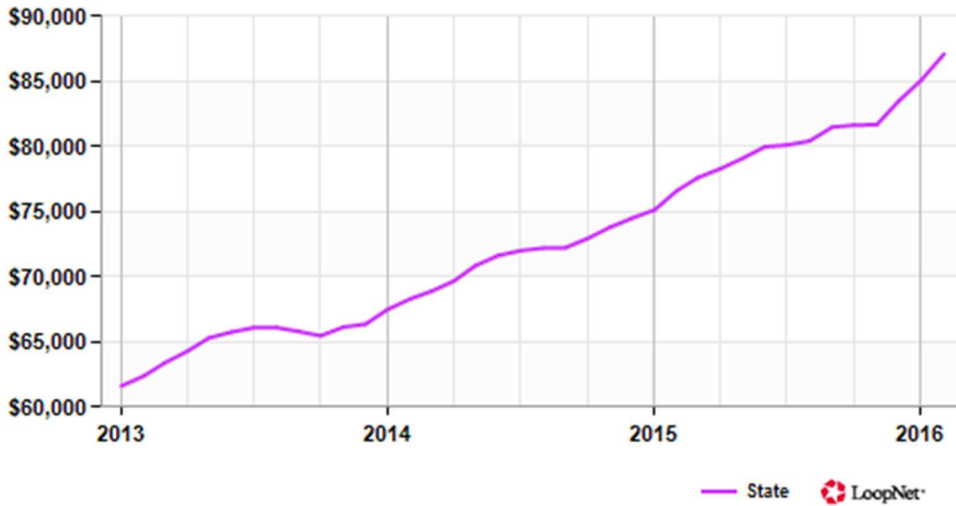
(Realtor.com. and Trulia April 2016)

# Commercial Real Estate Market Characteristics

There are approximately 179 commercial parcels within the City of Alachua, according to the Property Appraiser. The historic downtown is represented by the central business district classification. According to the business tax receipts, there are 530 businesses located in Alachua.

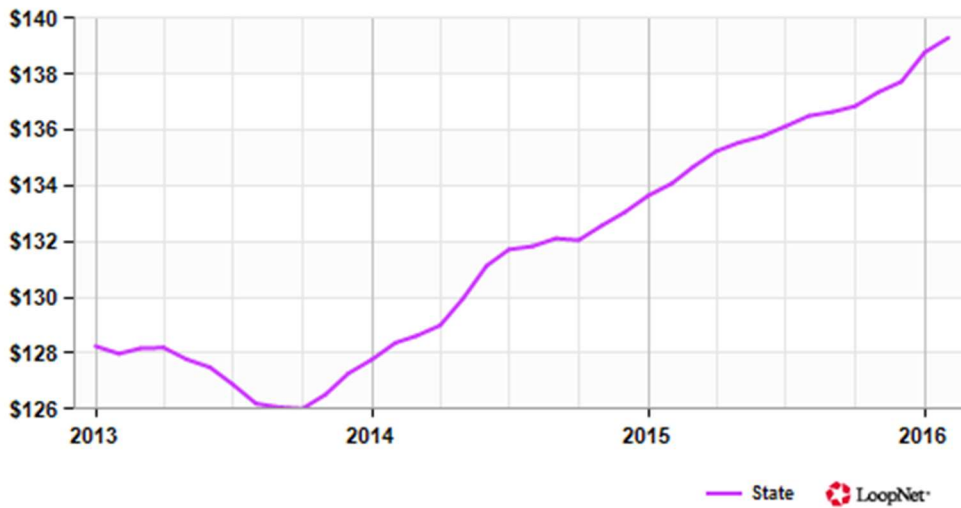
## Multifamily Property Asking Price Index - Sale Trends

Asking Prices Multifamily for Sale Alachua, FL (\$/Unit)



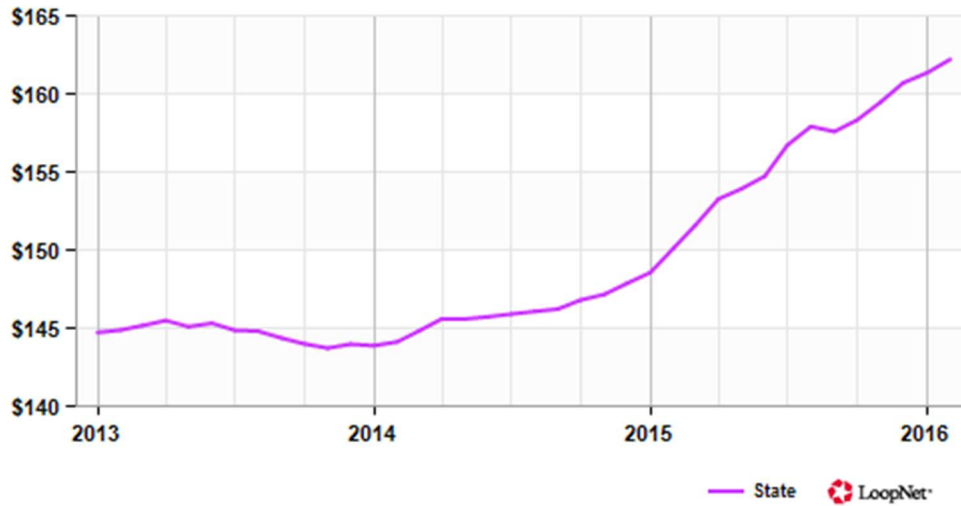
## Office Property Asking Price Index - Sale Trends

Asking Prices Office for Sale Alachua, FL (\$/SF)



## Retail Property Asking Price Index - Sale Trends

Asking Prices Retail for Sale Alachua, FL (\$/SF)



### For Lease Within the CRA

14906 Main Street	2200 SF	\$9.50 psf	\$1735.00 month	Vacant since November 2015,
14841 Main Street	4347 SF	\$11.00 psf	\$4000.00 month	Restaurant, Bar Former Bubba Que
14910 Main Street	1800 SF	\$12.00 psf	\$1800.00 month	Newly renovated

### For Sale Within the CRA

14822 Main Street	6093 SF	\$329,000	Valerie's Loft
14603 Main Street	5345 SF	Off market	The Ivy House, B&B, Restaurant
14713 Main Street	5896 SF	\$600,000	Historic Meyer Home
14956 Main Street	2864 SF	\$349,000	Jake's Bistro

### City Owned Main Street and Downtown Parcels

15120 Main Street	1.01 Acres		Vacant
Main Street	.23	Parcel 03594-001-000	Vacant
Main Street	.23	Parcel 03594-001-000	Vacant
Main Street	1.28	Parcel 03597-000-000	Vacant

## **Investment Driver: Labor**

Alachua County's largest employment industries are government, health services and private education, professional and business services, and transportation, utilities, and trade; the highest paying jobs in Alachua County are in information services, education, biotechnology, health services and government.

Alachua County unemployment rate is 4.1% as of January 2016 and it has access to a significant workforce population. The average commute time in Alachua is less than twenty minutes. The total growth in gross regional product for the Gainesville Region outpaced the U.S. growth by more than 10% over the past 15 years.

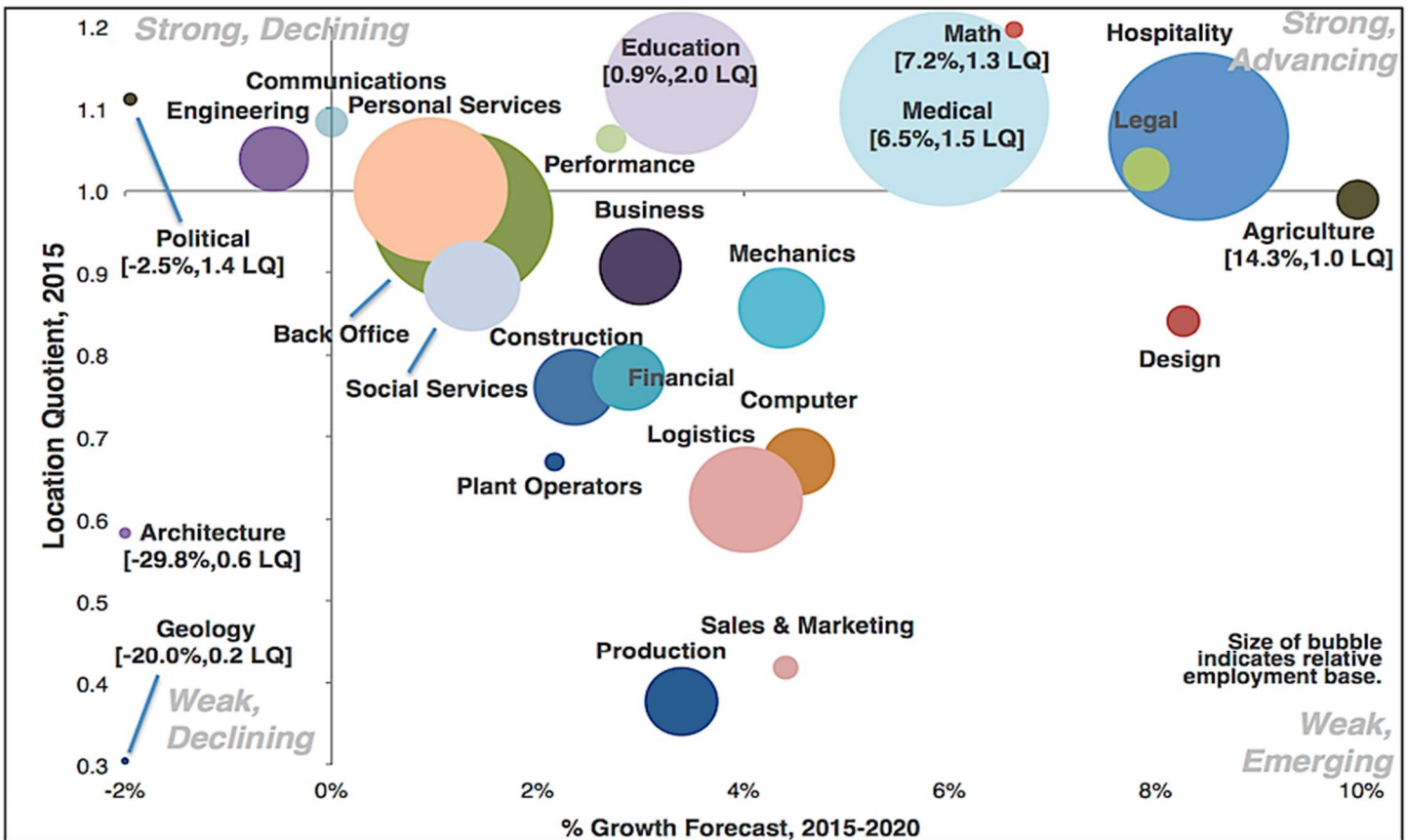
Progress Corporate Park and the University of Florida Biotechnology Incubator are hubs for biotech industry and growth in Alachua County and the nearby communities. Progress Park is anchored by the University of Florida's Sid Martin Biotechnology Incubator, RTI Surgical, Intermed and Nanotherapeutics, Banyan Biomarkers and Axogen. Recently Governor Rick Scott visited Alachua to celebrate Nanotherapeutics \$250 million expansion.

Alachua Commerce Center is the home to three major distribution centers and has room for additional growth. The ownership is a major land developer, with the expertise and financial capability to assist new development.

These two major activity centers are important sources of opportunity for Downtown Alachua. As both areas experience significant growth and expansion, the residential market will need to expand to accommodate new employees and their families, as well as service providers for these businesses.

Nearby Santa Fe College and University of Florida provide labor resources, however without a well-defined quality of life opportunity, and new residential product, graduates may opt for other opportunities outside of the area. Santa Fe College was awarded the 2015 Ashen Prize for Community College excellence. Santa Fe High School is an A School with 1200 students, 250 of whom are local. They provide 3 magnet programs for Biotech, AG Science and Vet Techs. The advanced middle school students are bused to the high school to participate in the magnet program and the upper level math and foreign language programs.

## Occupation Clusters: Gainesville / Alachua County



Source: Headlight Data calculations; data from EMSI

In 2015, a corporate site selection company for Fortune 500 companies identified Alachua as one of the top 40 top small cities to lure advanced manufacturing companies.

Progress Commerce Park, home to the third largest bioscience companies in Florida, is less than 5 minutes from downtown Alachua. Nanotherapeutics was recently in the news highlighted by their \$250-million-dollar manufacturing facility and the creation of 150 new jobs. Another recent announcement is the merger of Florida Biologix and Brammer Biopharmaceuticals into a new company called Brammer Bio, creating 30 new jobs at this company.

The three major distribution centers located in Alachua, WalMart, Sysco, and Dollar General are among the top ten tax payers in the county.

Our survey of the business community indicated a need for a business class hotel in Alachua, as well as conference facilities.

### Overall Conditions

#### Unemployment Rate – 2014

Alachua	Alachua County	State of Florida
7.8% as of January 2014	7.6% as of January 2014	6.6% as of January 2014
6.2% as of December 2014	6.0% as of December 2014	5.4% as of December 2014
7.3% Average for 2014	6.9% Average for 2014	6.3% Average for 2014

**Workforce**

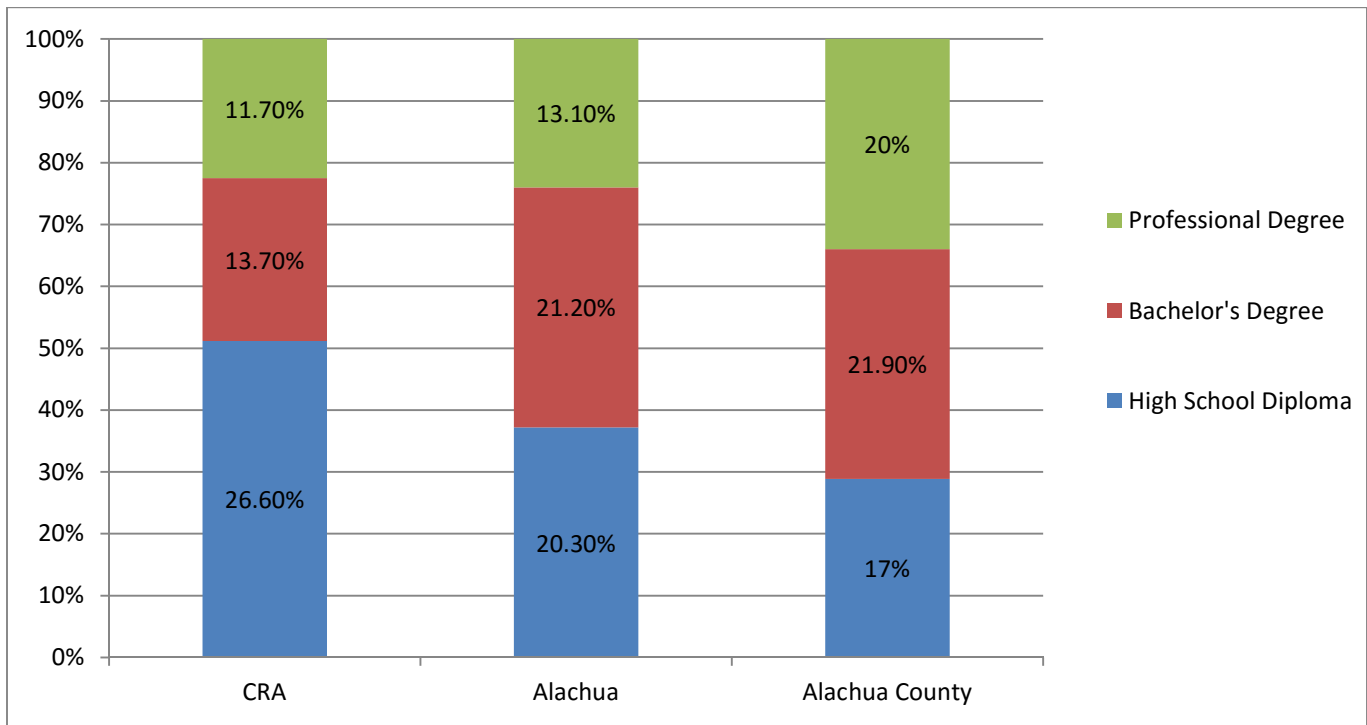
<b>LOCAL WORKFORCE</b>	<b>Alachua</b>	<b>CRA</b>	<b>Market Area</b>	<b>10 Minutes</b>	<b>Alachua County</b>
Construction	564	69	1,600	644	6,114
Manufacturing	957	50	1,546	986	3,906
Wholesale	1,357	52	1,742	1,129	5,265
Retail	1,187	163	2,506	1,121	17,833
Transport/Utilities	45	15	729	79	2,378
Information	82	16	178	79	3,736
FIRE	200	45	444	230	8,322
Services	742	73	1,120	747	12,058
Public Admin	319	73	1,084	389	12,568
<b>Total</b>	<b>5,460</b>	<b>557</b>	<b>11,092</b>	<b>5,436</b>	<b>72,859</b>

<b>LOCAL JOBS</b>	<b>Alachua</b>	<b>CRA</b>	<b>Market Area</b>	<b>10 Minutes</b>	<b>Alachua County</b>
Construction	566	69	1,600	641	995
Manufacturing	957	50	1,548	985	3,832
Wholesale	1,359	52	1,742	1,127	5,235
Retail	1,189	163	2,509	1,122	17,811
Transport/Utilities	44	15	731	77	2,335
Information	78	16	186	78	3,790
FIRE	179	35	490	133	8,411
Professional Services	737	73	1,136	750	12,091
Education/Health Care	744	117	3,479	866	72,483
Arts/Accom/F&B	543	233	1,603	739	15,703
Other Services	229	62	823	345	7,126
Public Admin	320	73	1,083	391	12,554
<b>Total</b>	<b>6,945</b>	<b>958</b>	<b>16,930</b>	<b>7,254</b>	<b>162,366</b>

## Education

2015 Population 25+ by Educational Attainment

	CRA	Alachua	Alachua County
High School Diploma	26.6%	20.3%	17%
Bachelor's degree	13.7%	21.2%	21.9%
Master's degree	11.7%	13.1%	20%



## Employment and Wages

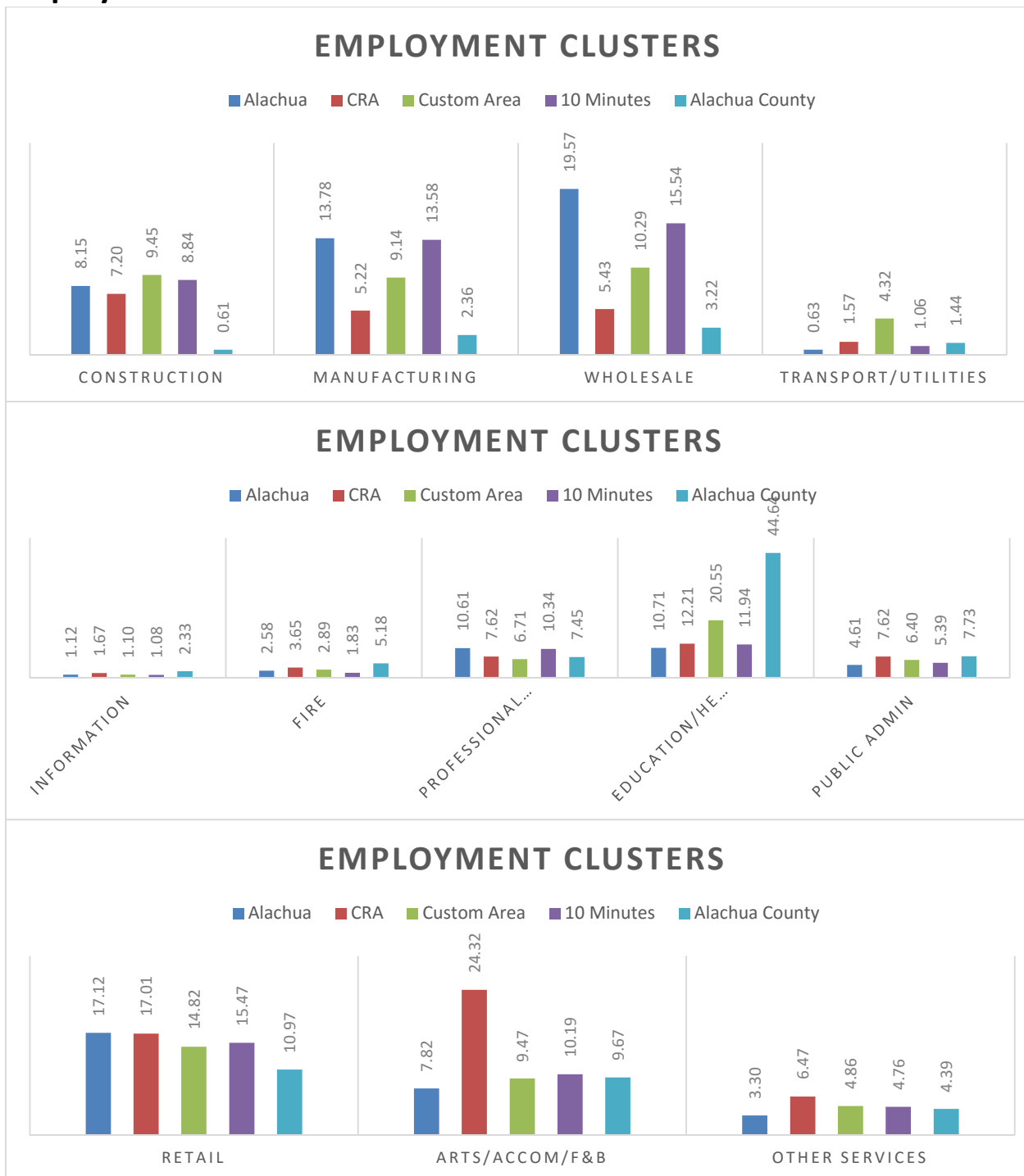
### Alachua County

Industry	Total Wages	Employment	Average Quarterly Wage
Durable Goods Manufacturing	\$45,237,360	3,574	\$12,743
Manufacturing	\$52,825,493	4,273	\$12,296
Professional and Technical Services	\$75,076,835	5,429	\$13,853
Wholesale Trade	\$39,125,053	2,464	\$15,849
Public Administration	\$61,010,950	4,556	\$13,401

Transportation and Warehousing	\$32,260,787	2,844	\$11,439
Finance and Insurance	\$51,220,930	3,821	\$51,220,930
Professional and Business Services	\$121,356,735	12,221	\$10,114
Information	\$21,222,127	1,689	\$12,582
Financial Activities	\$70,030,773	6,116	\$11,323
Health Care and Social Assistance	\$333,050,593	26,503	\$12,613
Education and Health Services	\$635,908,489	51,177	\$12,705
Construction	\$45,047,621	4,562	\$9,821
Administrative and Waste Services	\$34,953,951	6,052	\$5,980
Trade, Transportation, and Utilities	\$158,538,809	12,221	\$10,114
Educational Services	\$302,857,896	24,674	\$12,808
Other Services	\$23,464,830	3,282	\$7,271
Retail Trade	\$78,825,040	13,499	\$5,917
Leisure and Hospitality	\$62,419,453	14,587	\$4,446
Accommodation and Food Services	\$48,397,420	12,738	\$3,932

(Florida Department of Economic Opportunity)

# Employment Clusters



(US Census Bureau, Census 2010, ESRI Inc.)

## Major News and Noteworthy Accomplishments

Nanotherapeutics has invested \$250 million dollars with plans to increase their workforce to 250 employees. This 180,000 sf manufacturing facility is a state of the art biopharmaceutical company. Average wages are over \$90K.

Florida Biologix has recently merged with Brammer Biopharmaceuticals into a new company called Brammer Bio. This Alachua company has 120 employees and plans to add another 30 this year. The company has 45,000 square feet of space in three buildings in Progress Park.

Alachua was named one of the top cities in the United States by a site selection firm.

SmartMoney.com ranks Gainesville # 1 place to retire during an economic downturn

Forbes ranks the Gainesville areas in the top 25 "Best places to do business and have a career"

National Geographic Adventure magazine ranks the Gainesville area among the top 10 "Best places to live and play"

AARP ranks the Gainesville area in the top 20 "Best Places to Reinvent Your Life"

Gainesville is ranked #1 in the newest Sperling's "Cities Ranked & Rated: 400 Metropolitan Areas Evaluated in the U.S. and Canada".

# Labor and Transportation

## Job Market

### Jobs

CRA	958
Alachua	6,945
Alachua County	162,366

### CRA - CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY INDUSTRY

Industry	Jobs	Percent of Total Jobs
Construction	69	6.1%
Manufacturing	50	4.4%
Wholesale	52	4.6%
Retail	163	14.4%
Transport/Utilities	15	1.3%
Information	16	1.4%
FIRE	45	4.0%
Services	73	6.5%
Public Admin	73	6.5%
Construction	69	6.1%

### Alachua - CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY INDUSTRY

Industry	Jobs	Percent of Total Jobs
Construction	564	7.6%
Manufacturing	957	12.9%
Wholesale	1,357	18.3%
Retail	1,187	16.0%
Transport/Utilities	45	0.6%
Information	82	1.1%
FIRE	200	2.7%
Services	742	10.0%
Public Admin	319	4.3%
Construction	564	7.6%

### Alachua County - CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY INDUSTRY

Industry	Jobs	Percent of Total Jobs
Construction	6,114	3.6%
Manufacturing	3,906	2.3%
Wholesale	5,265	3.1%
Retail	17,833	10.5%
Transport/Utilities	2,378	1.4%
Information	3,736	2.2%
FIRE	8,322	4.9%
Services	12,058	7.1%
Public Admin	12,568	7.4%
Construction	6,114	3.6%

(US Census Bureau, Census 2010, ESRI Inc.)

## Employment Industry Diversity

### Investment Driver: Capital

While most downtown businesses reported a decline in revenues during the Great Recession and for the next couple of years, they all indicated that the market had rebounded and that sales were back at pre-recession numbers. The entrance of national retailers like Lowe's to the market have resulted in the local vendors becoming specialized in their products and enjoying a higher profit from the sale of goods, while not necessarily maintaining the actual sales numbers prior to competition in the marketplace.

Nearby employment exists within 5 minutes of the Downtown District. Progress Park, a 204 Acre Medical Research Biotech Park, currently has 30 companies. This high-tech business park is comprised of 30 buildings and approximately 1200 employees with average wages of \$89,000.00. Progress Park is home to internationally recognized biotechnology firms specializing in world-leading research and discovery.

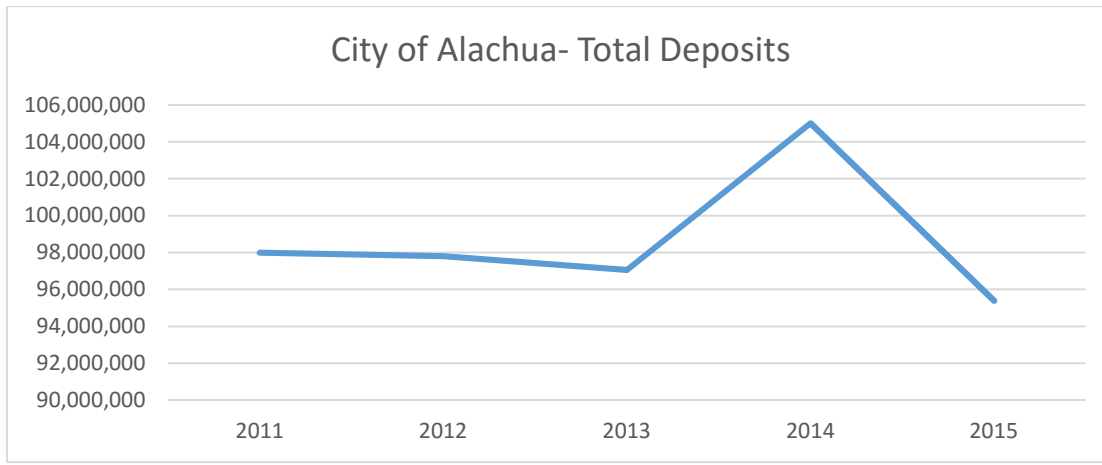
Alachua Commerce Center is an 1800 Acre Industrial Park, with three of the county's top ten taxpayers in Alachua County including Sysco Foods, WalMart and Dollar General. The developer is interested and financially capable of providing build to suit opportunities for additional companies and distribution centers.

Sandvik, a 42 acre mining drill rig manufacturing plant is based in Alachua. It is part of a global industrial business concern offering mining products and services. Another world class company that calls Alachua home is Marlow Hunter, the world renowned ship-building giant.



# Banking

City of Alachua- Summary of Deposits					
Institution	2011	2012	2013	2014	2015
Capital City Bank	47,413,000	52,327,000	51,308,000	11,563,000	55,906,000
Gateway Bank of Central Florida	13,428,000		11,549,000	55,679,000	18,906,000
Heritage Bank of the South		12,187,000			20,575,000
Alarion Bank	20,407,000	21,192,000	22,266,000	23,942,000	
PNC Bank, National Association		12,099,000	11,930,000	13,827,000	
RBC Bank (USA)	16,749,000				
<b>Total</b>	<b>97,997,000</b>	<b>97,805,000</b>	<b>97,053,000</b>	<b>105,011,000</b>	<b>95,387,000</b>



## Businesses

There are 530 businesses in the City of Alachua at the time of this study.

Data for all businesses in area	CRA	5 minutes	15 minutes
Total Businesses:	128	253	1,143
Total Employees:	1130	2,517	2,517

(US Census Bureau, Census 2010, ESRI Inc.)

## City CRA Funds

Alachua Project Legacy Park (105.68 acres) adjacent to Rec Center

March, 2016 City approved SP for proposed construction of 39,555 SF Multipurpose Center, driveway, parking and storm water management facilities. Project area is 29.71 acres. Access to subject property will be provided by a connection to CR 2054.

## Investment Driver: Markets

The median household income in Alachua is slightly higher than the different market areas studied, and housing values reflect a trend with higher values in the area, compared to the larger Gainesville market. This is due in part to the quality, age, and type of housing that exists in Alachua, as well as the school system.

There is a population market of 11,887 people living within 10 minutes of downtown Alachua and more than 251,724 living within Alachua County. Our custom trade area indicates a population of 57,173.

	1 mile	3 miles	5 miles
Total Population	3,614	7,272	11,717
Households	1,403	2,820	4,590
Median Income	\$ 50,460	\$ 53,051	\$ 56,554

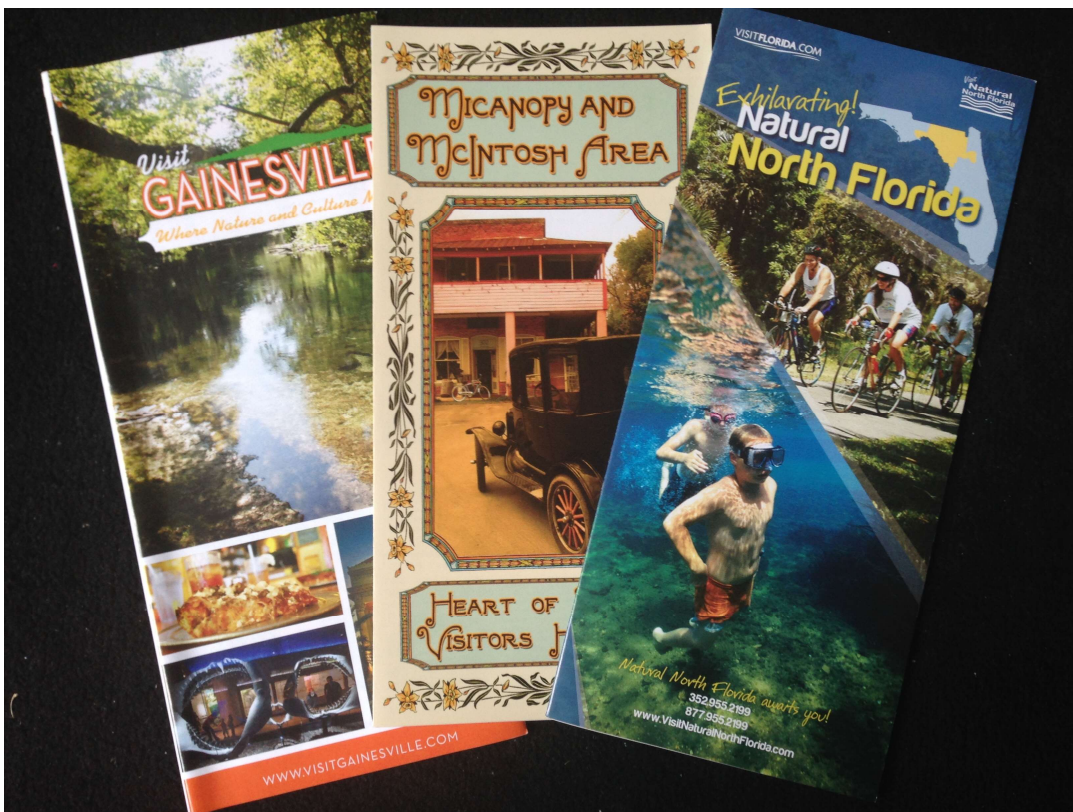
Median age in this area is 41.6, compared to U.S. median age of 37.3

## Key Observations

Markets – TripAdvisor

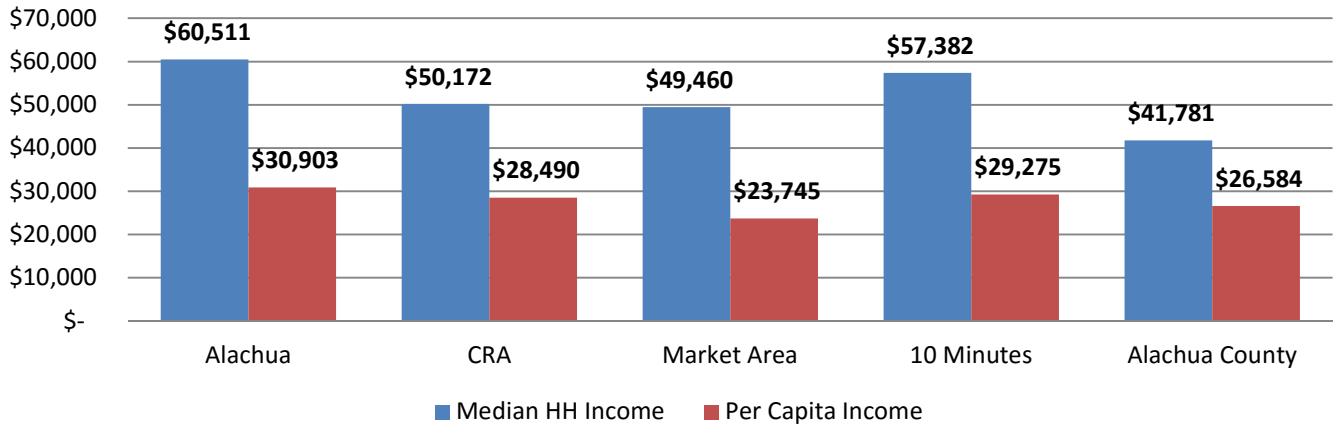
– Alachua 5 Things to Do

1. Retirement Home for Horses at Mill Creek Farm
2. San Felasco Hammock State Park
3. Scuba Monkey Dive Center (this is a retail establishment)
4. Mill Creek Preserve West (closed)
5. Plantation Oaks (golf course community)

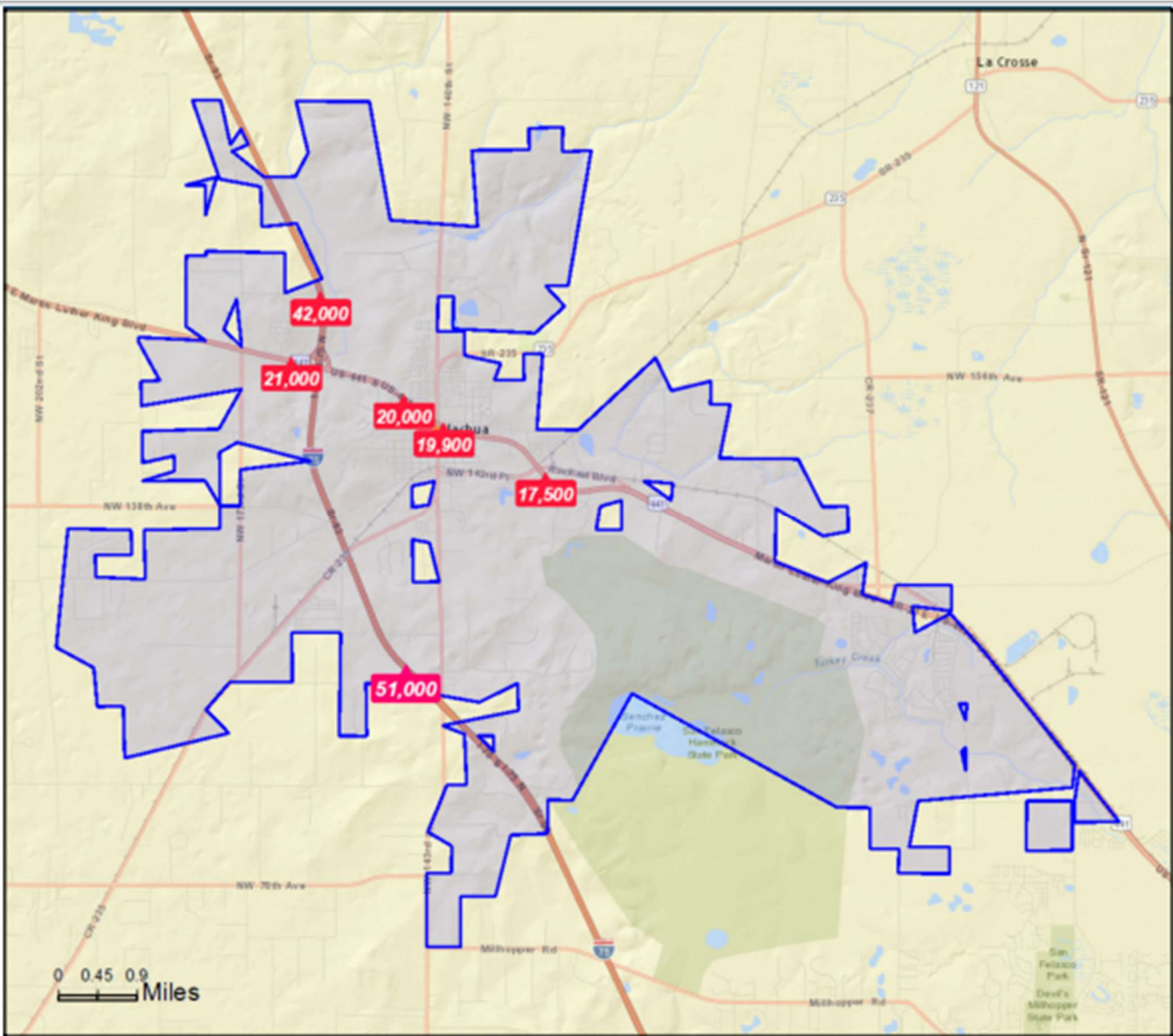


# CRA Local Market Area

## Income Characteristics



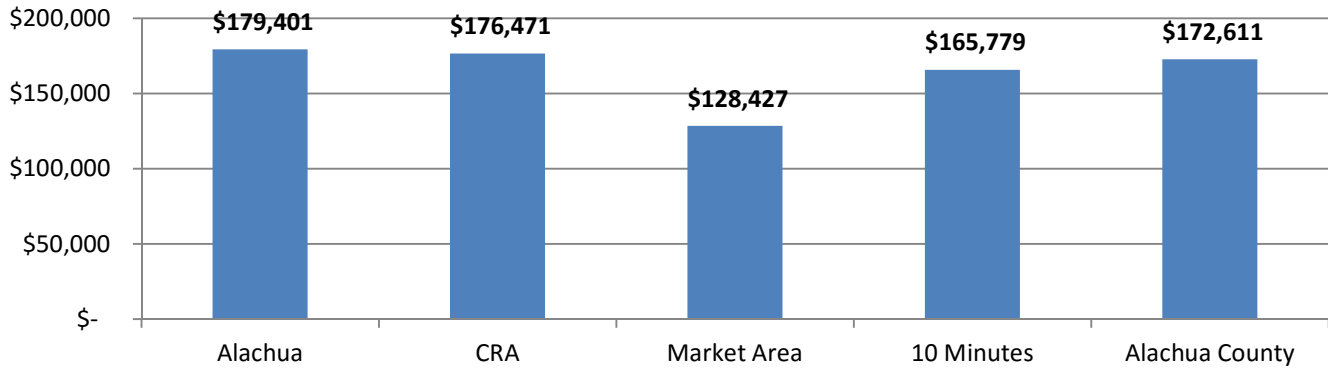
# Alachua Traffic Count Map



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



## Median Home Value



## Population

### Population Summary

TOTAL POPULATION	Alachua	CRA	Market	10 Minutes	Alachua
Population	9,732	573	57,173	11,887	251,724

City of Alachua		
Total Population		9732
Workers 16 Years and over		4233
Total Jobs		6945
Worked in Place of Residence	16.90%	715
Worked Outside Place of Residence	83.10%	3518
Daytime Population		<b>12444</b>

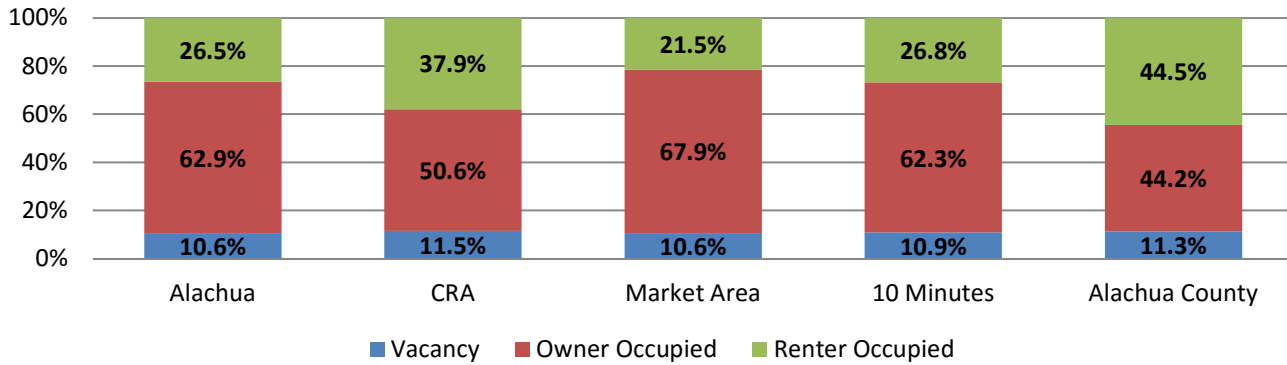
## Population Age

2015 Population by Age	
5-9	5.8%
10-14	6.4%
15 - 24	6.7%
25 - 34	11.0%
35 - 44	11.5%
45 - 54	12.2%
55 - 64	13.6%
65 - 74	15.0%
75 - 84	11.5%
85 +	4.7%

# Households

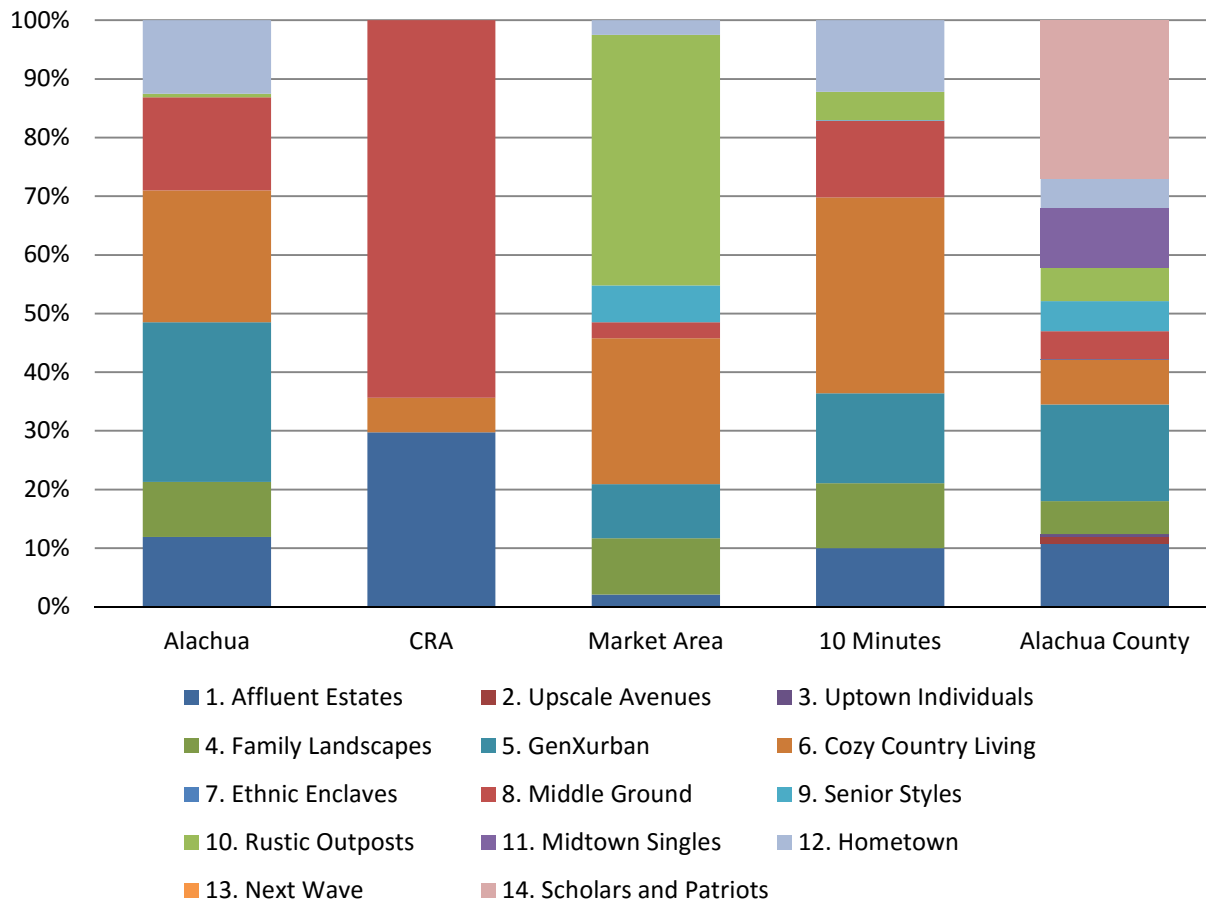
HOUSING UNITS	Alachua	CRA	Market Area	10 Minutes	Alachua County
Housing Units	4,371	253	23,925	5,363	115,977

## Housing Unit Vacancy



# Market Tapestry

## Tapestry Summary Groups



### Lifestyles

For more than 30 years, companies, agencies, and organizations have used segmentation to divide and group their consumer markets to more precisely target their best customers and prospects. This targeting method is superior to using “scattershot” methods that might attract these preferred groups. Segmentation explains customer diversity, simplifies marketing campaigns, describes lifestyle and life stage, and incorporates a wide range of data.

Segmentation systems operate on the theory that people with similar tastes, lifestyles, and behaviors seek others with the same tastes— “like seeks like.” These behaviors can be measured, predicted, and targeted. Esri’s Tapestry Segmentation system combines the “who” of lifestyle demography with the “where” of local neighborhood geography to create a model of various lifestyle classifications or segments of actual neighborhoods with addresses—distinct behavioral market segments.

Esri’s Tapestry Segmentation provides a robust, powerful portrait of the 65 US consumer markets. To provide a broader view of these 65 segments, Esri combined them into 12 Life Mode Summary Groups based on lifestyle and life stage composition. For instance, Group L1, *Affluent Estates*, consists of the five most affluent segments, whereas Group L9, *Senior Styles*, includes the six segments with a high presence of seniors.

Middle Ground (64.3%) and Affluent Estates (29.7%) are the dominant tapestry groups in the CRA

## Segments

### **Alachua CRA**

#### 1. Old and Newcomers (8F) - 66.1%

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. Old and Newcomers is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support environmental causes and Starbucks. Age is not always obvious from their choices.

- Unemployment is lower at 7.8%, with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 30% of households are currently receiving Social Security. 28% have a college degree, 33% have some college education, 10% are still enrolled in college.
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.

#### 2. Savvy Suburbanites (1D) 27.2%

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

- Education: 48.1% college graduates; 76.1% with some college education.
- Low unemployment at 5.8%; higher labor force participation rate at 68.5% with proportionately more 2-worker households at 65.4%.
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

#### 3. The Great Outdoors (6C) 6.7%

These neighborhoods are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the US level.

- Nearly 60% have attended college or hold a degree.
- Unemployment is lower at 8%, but so is labor force participation at 60%.
- Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.
- Residents are very do-it-yourself oriented and cost conscious.
- Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.
- They prefer domestic travel to trips abroad.

## Retail Market

This study also evaluates the retail market in the City of Alachua. Retail businesses serve a significant economic development function with a wide variety of offerings in the marketplace. In a decision making process determined by market forces, Alachua can play an important role in attracting retail establishments by providing the site selectors key demographic and site data to assist their decision making process. Alachua's location and access to major transportation corridors provides a strategic advantage over competing peer communities.

Alachua's San Felasco Hammock Preserve State Park is a 7,350-acre park with hiking, kayaks, and mountain biking. Retail projections may not accurately portray the potential for outdoor enthusiasts' expenditures in this particular market.

In our community survey, more than 50% of survey respondents drive more than 15 minutes for books, music and other hobbies, and more than 60% drive more than 15 minutes for apparel, jewelry and shoes. More restaurants, cafés and coffee shops and more retail store variety were the common theme among business and resident survey responses.

In addition, the business community survey reported that there is a need for hotel rooms and conference facilities in the immediate area.

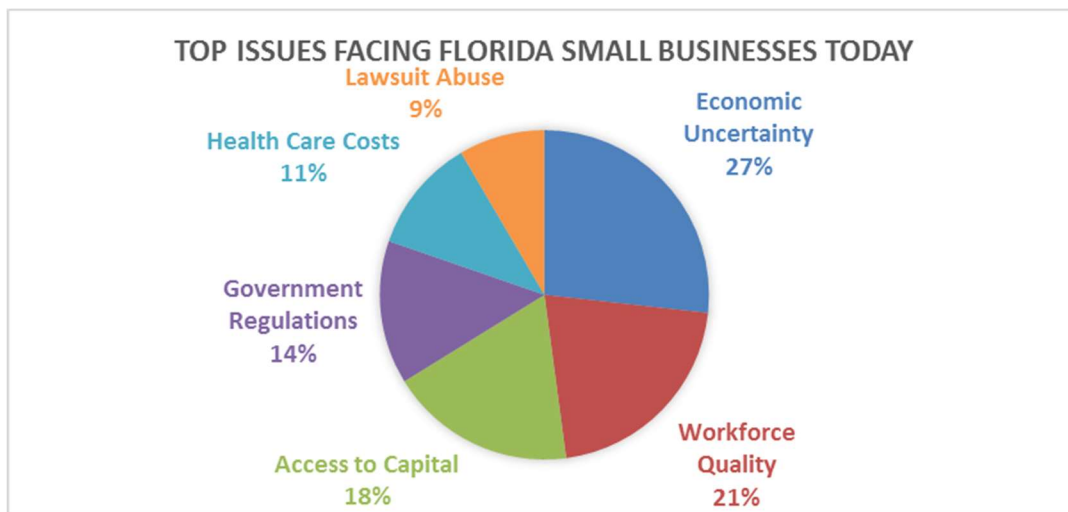
## Investment Driver: Regulation

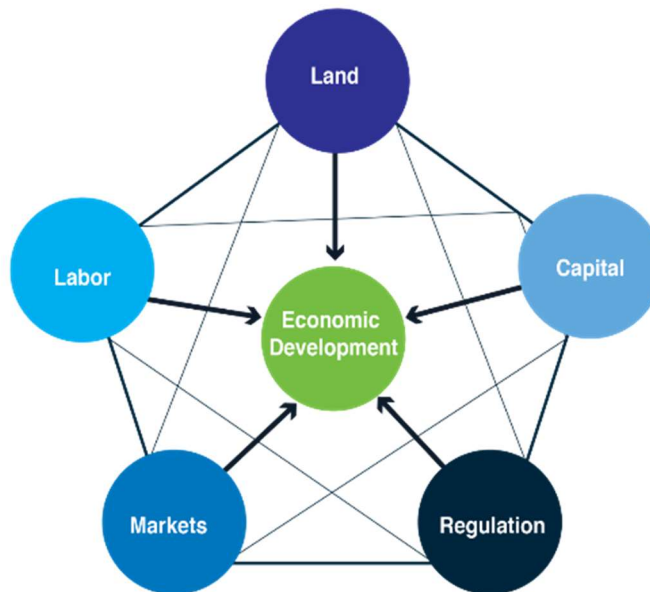
Business Friendly does not only mean smiling, courteous or friendly. Cities must provide a professional response with an expedited solution. City staff has a reputation of being very courteous and helpful; however, the county does not share that reputation. The City regulations governing the interior and/or exterior remodeling for buildings are considered restrictive for businesses considering a downtown location.

Infill development in the CRA can help raise the tax base and surrounding property values. However, private developers cannot generate adequate returns on investment to justify the investment risk if the barriers for entry include prohibitive regulations requiring additional time and money. Typically, lenders view redevelopment projects as being very risky and are reluctant to fund them.

Building officials are interpreting code in a very strict sense, and reports indicate that there is little flexibility within the department in terms of expediting permits. The regulatory staff will need to continue to work to encourage growth and facilitate development of an expanded Downtown and fight any perception of non-responsiveness. Difficult, expensive and lengthy processes to permit new and existing businesses are shown to be a significant obstacle in plans for expansion. Slow response by government cost businesses money and will influence expansion plans. A review of regulations regarding multi-family development in the Community Redevelopment Area designed to encourage residential occupancy is needed to create the nucleus required for the downtown to survive and thrive.

The Florida Chamber of Commerce reports that while 54 percent of small businesses expect to hire during the next six months, they are worried about the future of the economy. While there is optimism in the business community, there are concerns that workforce quality, access to capital, government regulations and health care costs will continue to be areas that businesses cannot control. Listed as the top obstacles for business growth are uncertainty about what government will do next, too much regulation and requirements of the federal health care bill. (source OBJ 04816)





## Market Demand and Market Potential

*“Not everything that can be counted, counts; and not everything that counts, can be counted.”  
-Albert Einstein*

Market Demand (and associated development capacity) is identified through the analysis of existing conditions, and evaluates growth based on normal economic conditions, many of which the City and CRA have little direct influence over. Market demand evaluates the current need for additional office space, the amount of additional retail and commercial space that the market could support, and the additional residential units that will be necessary to accommodate population growth.

Market Potential is the estimation of development capacity that MAY become available through the convergence of brand strength, regulatory efficiency, financial feasibility and developer execution. Market potential analysis evaluates migration trends and mobility rates; i.e. how many households move into an area, and how many move within a market area, and the additional commercial goods and services that those additional units may patronize.

Supply and demand analysis is not sufficient in an urban setting, or in an area that seeks more urban development. At the county level, new units must respond to demand and projected increases in households. At the local level however, especially at full stabilization, there is no increase in population if no units are to be built. Supply can create its own demand, but “they will come” only works if units are matched to the households that make up the potential market.

Retail and restaurant market potential will be driven by branding of the Downtown area and revitalization of the downtown, as well as realization of residential market potential. Residential development can drive the need for new commercial space, especially to serve locally generated employment and entrepreneurship.

The bottom line however, is that market demand analysis looks at the past, while market potential looks to the future. For the downtown area, RMA believes that it is not the quantity of market demand that is important; rather, it is the quality of market potential. The difference between economic development and redevelopment is that economic development serves and capitalizes on the market while redevelopment changes the market or creates a new one. Redevelopment is about realizing market potential, and the downtown corridor of Alachua has significant potential and opportunity for market change!

# Market Analysis Summary

## Residential

An analysis of projected population and housing unit growth rates for the area are not optimistic for significant growth in the Downtown area under current market conditions. Significant growth may also be limited by current zoning regulations as well.

Residential subdivision development projects have expired including Baywood (A 35+/- acre residential project with RSF-6 zoning, listed at \$700,000) behind Lowe's, Sonoma, a 286 single family townhome project, Creekside Estate, 184 single family lots, Heather Glen, a 215 lot subdivision purchased by the City for expansion of the Recreation Center, and several others.

There are several residential subdivisions currently under review including Heritage Oakes Phase II, 43 single-family residential lots, Benton Hills, 210 single family residential lots, Tara Village, 20 single family dwelling units, and Cellon Creek Preserve, owned by the University of Florida, with a potential for 580 dwelling units and 329,000 square feet of commercial space.

## Retail

Estimates of current, supportable retail are more than gap analysis, but also take into account real estate conditions, traffic patterns, lifestyle choices, and competition. Retail development not only strives to address unmet demand, but to also identify clusters which can be built on and to identify opportunities to attract additional market share.

	CRA	5-Minute	15-Minute	City of Alachua	Alachua County
Projected Retail Sq. Ft.	31,618	92,621	70,490	533,852	1,336,865
Projected Restaurant Sq. Ft.	2,440	9,930	491	45,527	34,346
Total Commercial Sq. Ft.	34,058	102,551	70,982	579,379	1,371,210

Downtown Vacancies: Most spaces have been vacant for more than a year. Asking rents are between \$8.25 and \$12.50 per square foot for store front locations on Main Street.

Current Businesses: Categories include: Bridal shop, catering, flooring, signs, hair salons, consignment, quilts, specialty market, ice cream shop, gift shop, guns, accessories and clothing, cycle shop, construction office.

## Hotel

In Alachua County, there are 54 hotel properties, with 4748 rooms according to the Alachua County CVB.

The occupancy rate of these properties year to date as of March 2016 is 71% with average daily rates at \$95.99. Our research suggests that one of the initiatives to consider is the recruitment of a business class hotel of approximately 100+ rooms.

## Market Potential

As previously mentioned, Market Potential is the estimation of development capacity that MAY become available through the convergence of brand strength, regulatory efficiency, financial feasibility and developer execution. Market potential analysis evaluates migration trends and mobility rates; i.e. how many households move into an area, and how many move within a market area, and the additional commercial goods and services that those additional units may patronize.

Market Potential is an estimate of overall market potential, which the Downtown CRA can tap into. It is not an estimate of Market Potential that can be fully accommodated in the CRA.

In summary, the market potential that the downtown area could tap into is:

31,618	square feet of retail
2,440	square feet of new restaurants
100 Rooms	branded business class hotel
100	multi-family residential units

***The potential for a branded business class hotel is a very realistic opportunity.***

## Retail

Retail and restaurant market potential will be driven by branding of the Downtown area and realization of residential market potential. Based on current spending trends, the residential market potential (new rooftops) identified by this analysis could result in approximately:

SUPPORTABLE SQUARE FEET	Alachua	CRA	Market Area	10 Minutes	Alachua County
Auto Parts, Accessories & Tire Stores	448	-	23,902	-	110,256
Furniture Stores	6,006	-	23,584	5,378	42,640
Home Furnishings Stores	4,046	-	19,325	3,423	54,802
Electronics & Appliance Stores	1,509	642	25,131	1,320	-
Bldg Material & Supplies Dealers	-	5,905	13,283	-	42,691
Lawn & Garden Equip & Supply Stores	-	101	-	-	2,415
Grocery Stores	-	4,699	-	-	-

Specialty Food Stores	2,554	-	13,851	3,034	53,509
Beer, Wine & Liquor Stores	(2,851)	(150)	4,708	3,326	-
Health & Personal Care Stores	-	7,714	3,998	-	-
Clothing Stores	24,769	1,453	118,658	29,770	-
Shoe Stores	4,585	244	21,703	5,404	-
Jewelry, Luggage & Leather Goods Stores	6,342	332	15,974	2,940	40,445
Sporting Goods/Hobby/Musical Instr Stores	6,357	-	26,313	3,470	-
Book, Periodical & Music Stores	3,877	211	13,565	4,518	-
Department Stores Excluding Leased Depts.	-	3,882	48,862	-	-
Other General Merchandise Stores	17,916	1,441	83,203	19,478	144,049
Florists	763	38	2,301	565	-
Office Supplies, Stationery & Gift Stores	-	-	7,132	-	5,212
Used Merchandise Stores	254	-	-	-	3,295
Other Miscellaneous Store Retailers	5,919	-	-	3,019	22,079
Full-Service Restaurants	-	-	16,938	-	-
Limited-Service Eating Places	-	-	18,575	341	-
Special Food Services	240	-	2,243	343	-
Drinking Places - Alcoholic Beverages	762	-	5,626	1,246	11,019
Total Supportable Retail Square Feet	187,064	57,965	1,238,597	199,372	2,218,330
Total Supportable Restaurant Square Feet	1,003	-	43,382	1,930	11,019
<b>Total Supportable Square Feet</b>	<b>188,067</b>	<b>57,965</b>	<b>1,281,979</b>	<b>201,302</b>	<b>2,229,349</b>

**Residential development can drive the need for new office and commercial space, especially to serve locally generated employment and entrepreneurship.** New office and commercial space in the downtown district that taps into the residential market potential could ultimately be supported. Our market survey and communications with financial institutions and professional services providers indicated a desire to be located in the downtown district, **however the costs to renovate historic buildings were considered prohibitive.**

## Hotel and Tourism

There is significant potential for hotel development; however, the hotel density, and the number of units that could be supported will depend greatly on project concept and developer execution, with close linkage to the brand development of the Downtown area. Our survey results for businesses located in Progress Park and Alachua Commerce Center indicated an unmet demand for hotel room nights and conference facilities. ***One of the initiatives recommended is the targeted recruitment of a business class hotel.***

Tourism is promoted for the area by Visit Gainesville, which refers to the area including Alachua. Other vehicles for promoting Downtown Alachua include Visit Florida, and the various media publications throughout the area.

## Market Potential Summary

RMA's commitment is to manage the expectations, and deliver a respectfully realistic plan. It must be recognized that the downtown area is an amenity for the community. Activities and new businesses may need to be subsidized to achieve the City's desire for a lively downtown, and that the downtown area will need to provide regular activities for the citizens of Alachua, so that they can become more involved in the City and enjoy the "good life" that Alachua has to offer.

Retail recruitment is an art and a science. And while the data shows us that the market will support certain uses, it is our recommendation that certain retail and restaurant clusters be targeted for the downtown area. The following uses are areas that will be recommended to be targeted in the City's efforts to revitalize the downtown.

1. Specialty markets including fresh vegetables and fruits, beer and wine offerings.
2. Specialty sporting goods, including cycling, hiking and diving, horseback riding goods.
3. Coffee and sweets shop, including desserts and bakery items with outdoor patio seating.
4. Genuine antique stores, with an emphasis on exclusion of thrift stores.
5. Brewery to include tastings.
6. Bed and breakfast with special event hosting.

A unique market place that offers space for rent to various purveyors of these goods, similar to a business incubator may be necessary to provide the first 12-15 months of operating for these types of businesses. The City owned property in the downtown area between Main Street and 140<sup>th</sup> Street is a building that could be used to jumpstart these businesses and provide additional parking for the downtown area. If this is not a viable solution, then Theater Park is an option that will provide the needed "special place" for the downtown. By creating a gathering place for the community, the area will start to become more attractive for investment, so that additional residential opportunities may become available. As the downtown becomes more of a gathering place for the community, opportunities to invest in the downtown will become much more attractive for the development market.

Downtown Alachua needs a center piece of civic space that connects the outlying areas including the businesses and recreation amenities. With the market place, it would be easy to create a pedestrian promenade to connect the downtown and promote the entire CRA area.

By capitalizing on the daytime population in close proximity with significant incomes, the downtown can promote those goods and services that are in demand, as well as those that are a result of the area's amenities. Rembert Farms offers an opportunity for the community to benefit from the special events hosted there. High Springs can also be a springboard for support businesses that cater to the explorer and diver.

The following can be significant influences on the development of the downtown area.

Less than 3 miles: Progress Park, Biotech Incubator, Retirement Horse Home, Rembert Farms, San Felasco

Less than 8 miles: High Springs, Mill Creek Preserve

Less than 15 miles: University of Florida



The area's unique outdoor and sportsman's appeal is further verified by the announcement that Bass Pro is coming to the area, south of Alachua on Interstate 75. This retail mecca for sportsmen, not only is one of the most successful retailers in the country, but their conservation efforts include partnering with and supporting the efforts of communities to conserve and manage the nation's natural resources. The company's key conservation initiatives include fish and wildlife habitat improvements, conservation and outdoor skills education, improving water quality and quality of our lakes and springs, and conservation advocacy. A new store investment is in excess of \$50 million, and supports the strategy of investing in the outdoor attraction of this entire area.

***Dedicated bike routes from downtown to areas of commerce and education would open up opportunities for new residential development, and encourage young professionals to take a look at Downtown Alachua.***

# Assessment

## SWOT Observations

Vacancies continue to be an issue in the downtown and there is no true anchor to draw new businesses to this area. Downtown asking rents range from \$8.25 psf to \$12.50 psf as compared to comparable size spaces on Hwy 441 that rent for \$18.00 psf.

There are approximately 24 storefronts, totaling approximately 145,502 square feet, on Main Street in the downtown. There is a vacancy rate of approximately 8% at the time of this study.

A parking study was prepared in September of 2009 for the downtown area and included recommendations that are currently being implemented. A new 89 car parking lot project is currently proposed which will be located in the rear of buildings on the east side of Main Street, connected to both NW 150<sup>th</sup> Avenue and NW 148<sup>th</sup> Place. ***This is the first step in solving the issue of parking that many businesses have concerns regarding, and have pointed to as problematic.***

The Legacy Park Project which is comprised of 105.68 acres is adjacent to the Hal Brady Recreation Center. In March, 2016, the City approved the site plan for the proposed construction of a 39,555 SF Multipurpose Center, with driveway, parking and storm water management facilities. The project area is 29.71 acres. Access to the subject property will be provided by a connection to CR 2054. And while this is outside the CRA, ***this amenity may serve as an anchor/attraction for the downtown.*** Alachua has an outstanding reputation for their ballfields and events at the Recreation Center. However, ***Alachua is missing the overnight stays and restaurant business of tournaments due to its lack of a hotel with interior corridors and restaurants that cater to youth and families.***

A corporate site selection company for Fortune 500 companies has identified Alachua as one of the 40 top small cities to lure advanced manufacturing companies. Alachua was chosen because of its low cost of doing business and proximity to interstates, a CSX rail line and the Port of Jacksonville. The cost of doing business for a hypothetical 225,000 square foot plant employing 325 workers is estimated at \$21.9 million. One of the site requirements that most companies have is the close proximity of a business class hotel, which is not available in Alachua. There are several older hotels in the City that are well kept, but lack the amenities required for business travelers today.

Alachua's inland location makes it more attractive than other parts of Florida for companies concerned about natural disasters, making it ripe for certain types of companies such as data centers, research facilities and drone manufacturers. The nearby presence of the University of Florida, Santa Fe College and existing companies means the workforce can also support medical technologies, aerospace and avionics companies.

The proximity to downtown from Progress Park is very close, less than two miles. However, most employees of Progress Park head toward Gainesville at the end of the work day, and do not drive the two miles to downtown Main Street. ***Downtown Alachua must attract the young professionals permeating the area.*** Development of underutilized land in the City of Alachua will help bring life back to the historic downtown. By bringing new homes, jobs, services and amenities to the surrounding downtown, revitalization is inevitable. And by encouraging more compact, mixed-use development property values and tax revenues will rise proportionately.

By encouraging residential development, the close proximity of downtown Alachua is a natural advantage for those prospective employees, and provides an additional benefit to the businesses in Progress Park in their workforce recruitment.

## Opportunities

The final part of the market analysis is an assessment of economic development opportunities with five questions, used to link the public input and the market analysis to financial feasibility, regulatory reality, and brand connection for a realistic, implementable economic development strategy and action plan.

What should be preserved that will support new investment in Alachua?

- Unique character
- Authenticity
- Historical buildings and venues

What can be enhanced to encourage economic development and investment in Alachua?

- Relationship with major businesses in the City to encourage and support more growth and expansion.
- Recreation Complexes
- Entrance to the City

What can be exposed and promoted to attract more development in Alachua?

- Historic District
- Health and wellness opportunity
- Proximity to San Felasco State Park, High Springs, Rembert Farms, Santa Fe River Ranch
- Outdoor activities: Cycling, hiking, horseback riding, canoeing, kayaks, camping
- Local Events throughout the area

What can be invested in that will improve the downtown area's competitiveness?

- CRA event planner/coordinator
- Marketing and Branding Initiative to promote Alachua
- Directional and Wayfinding Signage
- City owned former warehouse downtown that could be converted to an open market, arts and crafts venue, etc.
- Street lighting, additional streetscape and landscape improvements
- Façade improvement program

What can be capitalized on to establish the downtown area as a good location for investment?

- Proximity to educational institutions and cultural outreach
- Business partnerships with major employers throughout the City

## Strategies/Initiatives

### Targeted Hotel and Residential Development

Greenfield development dominated the real estate market for several decades. While suburban locations and lifestyles are still attractive to many people and are part of a complete spectrum of housing choices, demand for housing, employment, and retail in city centers and historic downtowns is on the rise. Real estate surveys indicate a growing interest for more diverse housing options in vibrant, walkable neighborhoods where residents do not need to drive everywhere.

***This is one of the critical strategies that will provide Downtown Alachua with that sense of vibrancy and renewal that is needed to create change.*** Multi-family residential has been demonstrated in our market analysis to be lacking in Alachua. By focusing on a goal of 100 new residential units in the downtown area, the City can lift the area, provide additional tax revenue, and infuse the downtown with a much needed population boost.

Market research confirms that downtown areas are a magnet for both millennials and baby boomers. Transportation for the workforce of today has changed. Bicycle friendly cities and towns will have a tremendous advantage as places of choice for the new millennials. This is the workforce of the companies at Progress Park, Commerce Park and the University. A 2011 survey from Builder Magazine indicated that more than half of people who had recently bought a home wanted to live closer to where they worked and closer to downtown, and would accept a smaller yard in exchange for more parks and public amenities.

A review of the downtown zoning indicates that the CBD extends across Peggy Road, and includes properties abutting Hwy 441. The Historic Overlay District includes all lots in an area bounded by NW 145<sup>th</sup> Avenue, NW 145<sup>th</sup> Terrace, NW 148<sup>th</sup> Place, and 138<sup>th</sup> Terrace. The HOD states that no demolition, new construction, addition or alteration of exterior architectural features shall occur without the issuance of a certificate of appropriateness. The parking requirements for residential developments in the downtown area are 1.5 spaces for live/work units, and 1.5 spaces for 1 or 2 bedroom units, and 2 spaces per 3-bedroom unit, with a 50% reduction for the CBD. Below is an example of a national hotel recently built in New Smyrna Beach that was the result of targeted incentives, and, as you can see, reflects the quaint charm of a beach town. Incentives that encourage development can also dictate certain architectural designs that are typical of the area.



***To facilitate the development of residential units and a business class hotel in the area surrounding downtown, the City may want to consider providing expedited review process, and dedicated staff to move the process forward positively.*** By proactively providing for developers to move through the permitting process in an expedited manner, this City positions itself to go to the top of the list when communities are being considered for new residential development. There appear to be possible development sites in the south area of the Downtown Redevelopment District, with nearby amenities including the library, elementary schools and the recreation complex.

***Enticing developers may also require the City to help fill near-term financing gaps, assemble parcels, clean up a contaminated site, improve nearby amenities such as parks and streetscapes, or otherwise make development in the downtown area more attractive.***

## Signage

Wayfinding signage is a vital element of defining a sense of place. Currently, the City of Alachua has an entry feature sign at the corner of Main Street and Hwy 441, but lacks additional signage directing visitors to the historic downtown. There are street pole banners through the neighborhood and along Main Street. However, there are no pedestrian wayfinding signs or district walking maps to help a visitor know what to expect from block to block. There is a residential break along Main Street that could be perceived as the end of the downtown because there is no directional signage. Community identity and messaging can further be reinforced throughout the City of Alachua with consistency in signage, entry features and pedestrian wayfinding. Encouraging people to stop could be done with signs on US 441 and Interstate 75 directing people to “historic downtown.” Adding the word “historic” establishes downtown as an appealing destination.

Specific tactics include:

- ***Create and install wayfinding signs***
- ***Work with a contracted design firm to develop the conceptual design of wayfinding signs and contract with a sign company to manufacture and install the wayfinding sign package to direct pedestrian and vehicular traffic to their destinations utilizing the brand components.***
- ***Invest in historic designation signs on the Interstate and US 441 to direct visitors to the downtown.***
- ***Invest in billboard signage on the Interstate advertising Downtown Alachua.***

Another signage improvement to be considered is the directional signage to the recreation areas. As major events are staged at Legacy Park and the Hal Brady Recreation Complex, it is incumbent on the City to direct traffic along a route that will benefit the businesses in the area. A comprehensive wayfinding system and consistent signage is of the utmost importance for the downtown district.

## Streetscapes

Several streetscape improvements have been completed since the creation of the Downtown Redevelopment District. Pedestrian scale lighting provides a safe experience for visitors to the downtown area, and could be considered for expansion throughout the redevelopment area to provide connectivity to the areas that do not front on Main Street. This place making for the entire district will benefit the entire downtown by expanding the borders of the visitor and community’s experience at various downtown events.

***Expand the lighting and streetscaping throughout the entire downtown CRA to create a welcoming, walkable, safe environment.***

## Parks, Recreation, & Trails

Downtown Theater Park is an historic gem. The historical theater has been converted into a pocket park that currently is the stage for wedding pictures, and a welcome place to stop and relax while strolling through downtown.

***Promote Theater Park as a gathering spot for the community, through events and marketing.***

Hal Brady Recreation Park is the center of activities for baseball and softball for the entire area. Many tournaments are held regularly at this venue, including the Babe Ruth Series. Participants are youth who come to these multiple day tournaments with their families. Due to the guidelines regarding hotel accommodations, there are no hotels in Alachua that are approved for these tournaments. Additionally, the entrance to the park is from Peggy Road, and is directly across from a recycling yard. The entrance to the park is not well marked, and does not have a welcome feature for visitors.

***Promote the Recreation areas through a targeted marketing campaign.***

In March 2016 the City approved the site plan for the proposed Multipurpose Center at Legacy Park. This multipurpose center is comprised of 29+/- acres and is part of the 105-acre Legacy Park Project. Access to the park will be provided by a connection to CR 2054.

The Legacy Park Project will be an amenity that may serve as an anchor/attraction for the downtown. Alachua has an outstanding reputation for their ballfields and events at the Recreation Center. This quality of life addition will provide recreation facilities that are a positive part of quality of life.



***Plan and implement dedicated bike trails*** from downtown to Progress Park, Alachua Commerce Center, Santa Fe College and the University of Florida. Nature trails and paved bicycle trails are growing in popularity worldwide. The Florida Greenways & Trails Foundation has created a vision master plan for connecting local trails into a series of long-distance regional trails. The “Close the Gaps” initiative promotes this vision and the economic potential of these connected trails.

The economic impact of the West Orange Trail in Winter Garden included a total of 61 new jobs, and \$5M in additional sales for the 31 downtown businesses. This is based on trail usage alone, and is directly attributed to trail users. One trail visitor stated, “The real economic impact comes from people who visit on their bikes, see what Winter Garden has to offer in terms of restaurants and stores, and then they come back.” (Florida GTW Trail Report May 2011). In Titusville, one of the pillars of their economic development plan is the Coast to Coast Connector trail that is nearing completion.

Currently the Old Florida Regional Connector, 93.7 miles of trails, has 44.6 miles planned in Alachua County, with 21.6 miles existing, 12.5 miles programmed and funded with 10.5 miles in GAP status. This trail is known as the Nature Coast State Trail.

***Transportation for the workforce of today has changed. Bicycle friendly cities and towns will have a tremendous advantage as places of choice for the new millennials. Plan and implement dedicated bike routes from downtown to Progress Park, Alachua Commerce Center, Santa Fe College and the University of Florida would open up opportunities for new residential development and positively impact the Downtown businesses in Alachua.***

## Downtown Area Façade Improvement Program

Through a Façade Improvement Grant Program, the Downtown Redevelopment Trust Board (DRTB) may help businesses improve the attractiveness of properties, and thereby work to achieve the agency's goal to rehabilitate, conserve, and redevelop areas. In anticipation of additional parking areas, it is recommended that the City and Trust Board consider a façade improvement program that also includes the rear façade of buildings.



## **Suggested structure and language of the Façade Improvement Grant:**

All improvements must be in compliance with any and all applicable codes, design standards, and all other restrictions of the City of Alachua. Every project must be approved by the Downtown Redevelopment Trust Board and is subject to fund availability.

The Façade Improvement Grant Program is a matching grant program. Funds are available to qualifying commercial property owners within the Downtown Development District. Grants are to be used for existing exterior rehabilitation and restoration only, not new construction. Only one grant per property is permitted as determined by the DTRB Director.

### **Eligibility**

Applicants must complete all required application forms and submit the completed application package to the DTRB Director in order to be considered for assistance.

Applications will be considered only if they meet all of the following eligibility criteria:

- The project must be located within the boundaries of the DTRB Community Redevelopment Area and must facilitate the redevelopment activities as identified in the adopted DTRB Community Redevelopment Plan.
- Project must be completed within 180 days of award, unless a written extension is requested of and granted by the DTRB Board.
- New and existing businesses must have the appropriate and active local business tax receipt(s) and be in compliance with City codes at completion of the project.

Property must be current in water/sewer/garbage, and tax bills, and without City liens, open permits or outstanding bills at time of application, approval, and completion, and as a condition of grant disbursement for Final Payment by the DTRB.

- All design, materials, and colors, as well as plant material shall be subject to City Code requirements, guidelines and rules in effect at the time of application.
- Project must be approved by Community Development, DTRB Board and Building Division. Project may be subject to Planning and Zoning Board and City Commission approval. Recipient is responsible for acquiring all required permits and approvals necessary for the project.
- Labor expenses are eligible only when performed by a licensed contractor in good standing in Alachua County and who is selected through a competitive bidding process obtaining at least three (3) bids. All quotes/bills/invoices must reflect the contractor's license number. Applicants are encouraged to use, and preference will be given, in utilizing local contractors.
- Grants shall not exceed Twenty- Five Thousand Dollars (\$25,000) or one-half of the total cost of an approved project, whichever is less, and shall require DTRB Board approval. Total project costs shall mean labor and materials only and shall not include soft costs such as permit fees, impact fees and architectural and engineering fees.
- Applicants shall not have any present City code violations or open building permits unless it is determined that the proposed scope of work includes the resolution of the code violation(s) in a manner deemed acceptable and appropriate in the sole discretion of the DTRB staff.
- Properties that have been previously assisted by the City in the last 5 years are not eligible.
- Properties that have previously received a Façade Improvement Grant are not eligible; only one grant per property is permitted as determined by the DTRB Director.

# Marketing Strategies

## Identity/Branding

Our team visited the Welcome Center at the Florida Georgia Line on Interstate 95 looking for information on Downtown Alachua and the area. The only information provided is shown below, with no mention at all of Alachua. This is one of the most “fixable” problems and should result in a marked increase in visitors to Alachua, by insuring that your town is being marketed throughout the state and especially with the Visit Florida program.



Survey results and public and stakeholder input all point to the need for a clearly defined identity and brand for Downtown Alachua. While “The Good Life Community” describes the city’s sense of small town charm and friendly atmosphere, a clearly defined targeted message with and a strong comprehensive campaign is necessary to catapult the downtown area into a thriving hub of social activity. Developing and managing a brand that enhances a positive community image both locally and regionally can spur interest and desirability in the downtown area and thus attract new businesses and customers. Business survey respondents indicated that the area is in transition and there exists a lack of cohesiveness.

Specific tactics include:

- **Develop the identity/ brand and campaign message for the Downtown Alachua Redevelopment Area.**
- **Identify a team of downtown advocates, led by a CRA marketing professional and place branding consultant to develop a downtown brand that will be used consistently across all promotional channels and that will ensure that all branded campaigns portray a strong singular message defining the downtown redevelopment message and encouraging awareness, interest and desirability to increase attraction to the city.**
- **Use regional and national promotional organizations and cross promote. Visit Florida, Southern Living, Garden and Guns and AAA are a few of the media resources**
- **Piggyback with neighboring communities to capitalize on the areas attraction including crafts, music, art, cycling, markets and storytelling.**

## Business Retention / Attraction and Communications



The City of Alachua properties in the downtown, including the building formerly used by Public Works, is in the central core of the downtown. Surveys indicate that residents leave Alachua most often for nightlife and entertainment (over 70% responded they drive more than 15 minutes for these activities). More than 50% of survey respondents drive more than 15 minutes for books, music and other hobbies, and more than 60% drive more than 15 minutes' apparel, jewelry and shoes. More restaurants, cafés and coffee shops and more retail store variety were the common theme among business and resident survey responses.

Create a marketing and public relations campaign to market the area to unique businesses and development found within the current primary market. Create business attraction tools (collaterals and programs) to promote the downtown area and develop business attraction incentives. Attract new target businesses to Downtown Alachua that will add value to the existing business mix.

A focused integration of a diverse array of recreational and social opportunities is the goal.

**Customer Base, Cross Promotion, Advertising and Events** Increase the customer base for local businesses, and improve public perception related to entertainment offerings and overall atmosphere at Alachua events.

- *Promote the downtown to the existing customer base to encourage repeat visits and to new customers through: cross promotional opportunities, merchant and customer communications (email, direct mail, and advertising), special coupons/offerings and online promotions via social media or other online promotional tools. Evaluate impact of programs through event, intercept and/or phone surveys.*
- *Analyze the two current festivals and determine feasibility for continuation, and or expansion.*

The Alachua Business League hosts 2 events annually drawing approximately 10,000 visitors. These events are held on Sundays when most of the downtown businesses are closed. Some businesses report that they stay open during these events, while others lack interest and do not open. Business and resident survey respondents consistently mention that events held on a more consistent basis would help the downtown area and draw resident and visitor attention. Additionally, survey results indicated that more advertising, communications and clearly defined parking options would improve downtown visitation.

## Events

The vision for Downtown is a lively, vibrant place that serves the community as a gathering place, and promotes the City's goals for the District. Regular events will need to be created to make the community aware of the downtown, and managed so that they are a magnet for the entire surrounding population. Crafts, arts, music, dance, quilting, scrapbooking, canning, gardening, yoga, biking, running, walking... The list goes on of synergetic activities that are the heartbeat of the community. The fire of the community will burn brighter if these events are encouraged in the Downtown.

Events may start out as Business after Hours events, with additional weekend events added that are centered on certain specific target groups. The events may be varied and have themes, with branding and marketing as part of the overall program.

Partnerships may be considered to establish with each of the companies located at Progress Park and at Alachua Commerce Park so that each company can sponsor an activity once a year. That immediately starts an event calendar with +/- 30 events annually. It also builds the necessary relationship that the City needs to cultivate with the businesses in Progress Park, so that the Downtown area can be focused on as an extension of the biotech industry's draw for new, qualified employees.

Partnerships between Rembert Farms, The Wedding Cycle, and D.W. Ashton Catery may also be considered so that the complementary businesses can promote and refer each other to the public. This same connection can be extended to the cycle shops, scuba shops, and horseback riding venues and suppliers.

Mill Creek Preserve and San Felasco offer thousands of acres of natural preserves, events can be coordinated to use those natural resources in planning events for families and outdoor enthusiasts.

The City may also consider a partnership with a local bank to offer subsidized downtown property improvement programs.



## Arts and Culture

Arts and culture are at the core of a strong community, and can be incorporated into an Events Program Strategy.

A thriving community must offer stimulating attractions and events that challenge its citizens to participate and contribute to their success. The music and arts that surround universities offer a unique opportunity for downtown Alachua. Harnessing the energy that surrounds these activities is vital to a downtown area. In many towns, there are a limited number of available venues for meetings and social gatherings. Scout groups, crafters, musicians, receptions and workshops need places to meet. Young parents, retirees, single adults need “third places” to hang out and meet others with similar interests. A destination and an activity hub instead of simply a place to take out-of-town guests will provide Downtown Alachua with a sense of place.

When museums, arts and culture are seen as a part of the community residents take more pride of ownership and responsibility for their success. Event sponsorships are one way businesses and organizations demonstrate community spirit. By providing a venue for music groups, art exhibits, storytelling festivals, and small theater productions, the downtown area may benefit tremendously. Theater Park is a natural location for story telling events, chamber music, and the gathering point for art walks, etc. The downtown Woman’s Club theatrical productions should also be supported as another venue for arts and culture.

# STRATEGIC MARKETING PLAN

## A. Identity Branding

Objective	Strategy	Tactics	Annual Budget
<p>1) To establish an identifiable, distinguishable brand and consistent campaign message for the Downtown Alachua Redevelopment Area.</p> <p>2) To improve awareness of Downtown Alachua.</p>	<p>Identify a team of downtown advocates, led by a CRA marketing professional and place branding consultant to develop a downtown brand that will be used consistently across all promotional channels and that will ensure that all branded campaigns portray a strong singular message defining the downtown redevelopment message and encouraging awareness, interest and desirability to increase attraction to the city.</p>	<ul style="list-style-type: none"> <li>i. Hire a CRA marketing and events professional and review options to contract with a place branding consultant.</li> <li>ii. Create an image committee comprised of city employees (ie; PIO, Parks &amp; Recreation Event coordinator, urban planner) and community stakeholders (ie; Chamber of Commerce representative, local magazine representative, downtown business and/or property owner) to assist in the development and management of the brand, to ensure that it will be used consistently and correctly across all channels and to be downtown brand ambassadors. (Brand includes logo, tagline and campaign message and concept.)</li> <li>iii. Hire a photographer or host a photography contest to develop a database of “lifestyle photographs” for collateral and promotional materials</li> <li>iv. Design, print and install branded lifestyle street-pole banners (utilizing the “lifestyle photographs”)</li> <li>v. Create scrim banners consistent with the brand and image of Alachua to be utilized to market the area at conventions, tradeshow, meetings and the city hall lobby.</li> <li>vi. Create and maintain a Downtown Alachua CRA Facebook, Google Places, Meet-Up, Twitter and other appropriate social media accounts and link participating downtown and nearby business websites to the digital media. Host a “What’s Up Alachua” Facebook TV show weekly. (Development and management \$1,500 per month – paid advertising \$300 - \$600 per month)</li> <li>vii. Create a branded Downtown Alachua website</li> <li>viii. Create CRA promotional videos that market the redevelopment area to residents of Alachua and beyond that creates “buzz” about emerging downtown and business opportunities.</li> <li>ix. Review Google alerts daily regarding any press received by Alachua. Leverage press to support brand awareness.</li> </ul>	<p>\$50-70K</p> <p>\$15-40K</p> <p>\$500 - \$1,000</p> <p>\$5000-\$10,000</p> <p>\$500</p> <p>FBTV –Staff \$24,000.00 (management and paid advertising)</p> <p>\$5-20K In-house 0 to \$10K</p> <p>Staff</p>

**7 out of 10**  
Active

7 out of 10 internet users are active on at least 1 social networking site.

**4,918,833**  
Social Reach

Pompano Beach CRA's Facebook page has almost 5 million people who have seen details about Pompano Beach since the campaign began.

**256,330**  
Reach

Social Media engagement & reach for a two-day Dania Beach CRA event.



## B. BUSINESS RETENTION / ATTRACTION AND COMMUNICATIONS

Objective	Strategy	Tactics	Annual Budget
<p>1) Attract new target businesses to Downtown Alachua that will add value to the existing business mix</p> <p>2) Retain target businesses in Downtown Alachua.</p>	<p>Create marketing, public relations and communications campaigns to 1) market the area to unique businesses not found within the current primary market and 2) connect and support current businesses.</p>	<ul style="list-style-type: none"> <li>i. Create branded collateral (print and digital) to market the Downtown assets and other available sites.</li> <li>ii. Attend an ICSC Orlando conference and other developer and business meetings/seminars and conventions, to promote the opportunities in Alachua and promote its unique character and identity.</li> <li>iii. Host a Banker/Broker/Developer/Stakeholder event to showcase available properties and sites.</li> <li>iv. Create marketing incentive programs such as a cooperative advertising campaign or an Events and Promotions Assistance Program to enhance a competitive advantage for new and existing businesses and leverage marketing dollars and promotional efforts.</li> <li>v. Maintain a database of all current Downtown property owners and business owners.</li> <li>vi. Develop a monthly e-newsletter promoting opportunities to be involved in CRA programs, links to the resources for small businesses, the latest trends in small business marketing strategies, etc....</li> </ul>	<p>\$1 - \$5K</p> <p>\$2 - \$5K</p> <p>\$1 - \$2K</p> <p>\$2 - \$5K</p> <p>Staff</p> <p>Staff</p>



**Are you a Business or Property Owner in Margate? FREE!!**

**PLEASE JOIN US FOR MARGATE MERCHANT MONDAYS!**

The Margate Community Redevelopment Agency (MCRA) believes it is very important to be connected with our businesses, managers, and employees working within our district. Beginning in December 2015, the MCRA will host quarterly merchant meetings with an informative mix of information and discussion of MCRA news.

Topics will include: updates from local law enforcement, marketing strategies, City Center Project, events and more! These meetings give YOU the opportunity to give feedback creating a synergy and a long-lasting partnership between the MCRA and the surrounding business community.

**WHEN:**  
6:00PM - 7:00PM

**SAVE THE DATES:**  
DEC 7, 2015    JUN 6, 2016  
MAR 7, 2016    SEPT 12, 2016

**WHERE:**  
MARGATE COMMUNITY CENTER  
6199 NW 10TH ST | MARGATE, FL 33063

**REFRESHMENTS WILL BE SERVED**

**MARGATE CRA**  
RSVP to Sarah at [sarah@rma.us.com](mailto:sarah@rma.us.com) or 772.708.0230  
5790 Margate Blvd | Margate, FL 33063 | 954.935.5323  
[www.margatefl.com/cra](http://www.margatefl.com/cra) | [facebook/Margate-CRA](https://www.facebook.com/Margate-CRA)

# Advertising Opportunity for Your Business!

It's Baccckkkkk!!!!!!  
Local Margate businesses will have the opportunity to reach thousands of potential customers through our cooperative advertising campaign. Here's how it works:

Monthly the MCRA will purchase ad space in The Forum (serving Coral Springs, Margate, Coconut Creek and Parkland). The ad size will range from half to full page. Ads will be delivered via email/web/ discounted print.

**Requirement**

- Businesses must submit payment at least 2 weeks in advance of ad run date. Checks must be made payable to the MCRA and mailed or delivered to the MCRA office located at Margate City Hall at 5790 Margate Blvd., Margate, FL 33063.
- Ad placement will be based on first come, first served. Reservation of ad space does not guarantee ad placement if payment has not been received 2 weeks prior.
- The MCRA anticipates that this will be a popular program and it will make every effort to accommodate as many businesses as possible. The MCRA reserves the right to limit the number of times any one business can be advertised to ensure that all interested businesses can participate.

**DANIA BEACH**  
OPPORTUNITY INNOVATION GROWTH

Through comprehensive business attraction and retention strategies, public/private development partnerships, and a tax incentive in the amount of \$100,000, Dania Beach is an ideal location to live, work and play. We invite you to explore the exciting possibilities in Dania Beach, and we look forward to helping you realize your potential.

**CALL US TODAY**  
FLEXIBLE ZONING | PERSONALIZED ATTENTION | EXPEDITED PERMITTING

[www.daniabeachcra.org](http://www.daniabeachcra.org)  
DANIA BEACH CRA 954.934.6801

**Doing Business in Dania Beach...**  
The high level of interest in the property is a testament to the potential that developers see in Dania Beach.

**DANIA BEACH**  
OPPORTUNITY INNOVATION GROWTH

Through comprehensive business attraction and retention strategies, public/private development partnerships, and a tax incentive in the amount of \$100,000, Dania Beach is an ideal location to live, work and play. We invite you to explore the exciting possibilities in Dania Beach, and we look forward to helping you realize your potential.

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[www.daniabeachcra.org](http://www.daniabeachcra.org)  
DANIA BEACH CRA 954.934.6801

### C. CUSTOMER BASE, ADVERTISING AND EVENTS

Objective	Strategy	Tactics	Annual Budget
<p>1) Increase the customer base for Downtown Alachua businesses</p> <p>2) Improve public perception related to entertainment/social offerings and overall atmosphere in Downtown Alachua</p>	<p>Promote the Downtown merchants and annual events to the existing customer base to encourage repeat visits and customer discovery via new cross promotional opportunities, merchant and customer communications, special coupons/offerings and online promotions and develop new entertainment/events/social gatherings.</p>	<p>i. Identify existing resident database and build on this with any email databases merchants can/will share. Collect emails and zip codes at every meeting or event through sign-in sheets or register to win campaigns.</p> <p>ii. Develop a weekly e-newsletter promoting events, specials and happenings in Downton Alachua. Select a business of the week to be featured and highlight business categories.</p> <p>iii. Create a monthly video for use on social sites, highlighting the business of the week.</p> <p>iv. See Identity/Branding A iv and v above. Connect the weekly features to public relations efforts, Facebook, Twitter, YouTube and any local fee advertising outlet. Create incentives for consumers to visit shops, engage on social media sites, check in at locations, etc. Coordinate incentives with business category participants weekly.</p> <p>v. Review USPS Every Door Direct Mail opportunities and determine best application for 2 direct mail campaigns.</p> <p>vi. Create a monthly Downtown Alachua discovery tour event, activating the theatre pocket park as the central gathering spot/information space. Consider wine and/or craft beer tastings in each business. A Discovery Tour Guide brochure can be used that is linked to a register to win prizes. Place sidewalk musicians through the downtown to draw people to walk the entire area and invite juried arts/crafts business vendors to set in front of vacant storefronts.</p>	<p>Staff</p> <p>Staff</p> <p>Staff</p> <p>Staff</p> <p>\$5K</p> <p>\$25-\$50K</p>



# YOUR WEEKEND STARTS HERE



## TONIGHT!!

May 13th

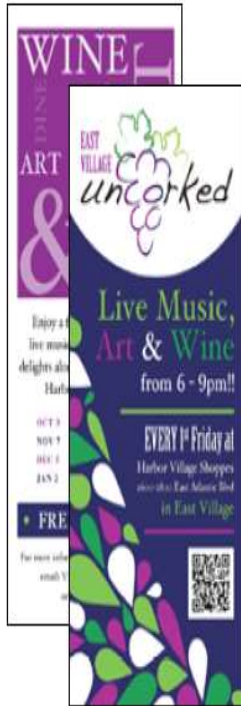
Music under the Stars featuring TK Blu and The Uncool Band, a pop and soul band. Come join us for a casual, relaxing night of music and fun at the Great Lawn (intersection of Pompano Beach and Atlantic Boulevard). The concert begins at 7pm. For more information, please call 954-786-4111.

TIME: 7PM

LOCATION:

Pompano Beach Great Lawn |  
East Atlantic Blvd @ the Beach

## Special Events



**Number of Vendors: 35**  
**Number of Weekly Attendees: 750-1200**

**Fiscal Impact:** When Uncorked was launched in 2011, Harbor Village Shoppes was still a severely blighted shopping plaza with an occupancy rate of approximately 40%. The CRA invested \$4million in renovations to the streetscape, arcade, parking lot and façade programs, and in 2013 when we re-launched the event it took off! Residents and tourists gathered for viewing art and sampling a variety of wines located inside the stores. About 6 months after the redevelopment and re-launch of the event, one store reported an 84% increase in sales year over year from previously. By the time we sunset the event in July 2015, 99% of the available retail space had been leased including 5 new restaurants and 3 retail/service shops.



**Number of Vendors: 30-60 Weekly**  
**Number of Weekly Attendees: 250-1000 weekly (depending on season and special events)**

**Fiscal Impact:** The Pompano Beach Green Market is currently in it's 13th season, making it the longest continuously running Green Market in Broward County. We have supported and incubated many entrepreneurs on their path to business ownership including Northcutt's Category 12 hot sauce (featured as a Whole Foods regional product), Finley's Bahamian Restaurant - currently seeking full time restaurant space, Blooming Bean company who is in the works of opening a full time mobile coffee shop at BaCA, and many others who have gone on to open retail locations or partner with local businesses to carry their products!



**Number of Vendors: 17-20 Monthly**  
**Number of Weekly Attendees: 1500 and growing**

**Fiscal Impact:** Old Town Untapped is the first Craft Beer & Arts festival to come to Pompano Beach and is receiving RAVE reviews. When we launched the event in February, the word on the street was how amazing the event was and we immediately knew that it needed more! We doubled the event size to a 2 block radius, installed lighting on the trees and built a "biergarten" in anticipation of future development of the space, added a live art battle, additional food trucks and expanded our marketing efforts. The result of the expansion was an increase in event attendance from 250 people to over 1,500 at the most recent event. We anticipate having over 2500 people by the end of summer 2016. Since the event is also an activator for the space, we launched the Untap Your Potential campaign and installed signage in all the vacant spaces. This has already resulted in an increase in interest in the spaces and at least one space has been leased, with another two potentials on the horizon.

## D. DIRECTIONAL AND WAYFINDING SIGNS & MAPS

Objective	Strategy	Tactics	Annual Budget
1) Install wayfinding signs 2) Create a Downtown walkers guide	Work with a contracted design firm to develop, manufacture and install Downtown wayfinding signs to direct pedestrian and vehicular traffic to Downtown destinations utilizing the new brand components and create a walkers guide as part of a comprehensive wayfinding project. .	i. Review existing sign locations and current sign code with City Departments ii. Issue an RFP/Q for wayfinding design development, manufacturing and installation services (consider digital pedestrian wayfinding kiosks for parking lots or other central locations such as the theatre park). iii. Manage the process to design and install wayfinding signage that supports the downtown brand, enhances pedestrian connection to businesses and directs vehicular traffic into the Downtown iv. Design and print an annual walkers guide map of Downtown Alachua businesses (available spaces can be listed to use this map as a business attraction tool, as well a consumer attraction/guide map). (Website updates can be made regularly for showcasing new businesses during the year, but printed walkers' guides continue to drive traffic and support consumers staying longer and visiting more locations in a downtown district).	TBD  \$2.5-\$5K

# Downtown Map & Guide

DISCOVERY GUIDE

**CONNECTIONS**  
 The Downtown Office is located at 100 North Main Street, Suite 100, in the historic building that was once the site of the first downtown office building. The building is a landmark and is listed on the National Register of Historic Places. The building is a landmark and is listed on the National Register of Historic Places.

**PUBLIC MARKET**  
 The public market is located at 100 North Main Street, Suite 100, in the historic building that was once the site of the first downtown office building. The building is a landmark and is listed on the National Register of Historic Places. The building is a landmark and is listed on the National Register of Historic Places.

**DIRECTIONS**  
 The public market is located at 100 North Main Street, Suite 100, in the historic building that was once the site of the first downtown office building. The building is a landmark and is listed on the National Register of Historic Places. The building is a landmark and is listed on the National Register of Historic Places.

**The Fairfield Destination**

**BUSINESS DIRECTORY**

**RESTAURANTS/BARS**

Name	Address	Phone
1. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
2. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
3. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
4. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
5. The Downtown Office	100 North Main Street, Suite 100	404-525-1234

**RETAIL**

Name	Address	Phone
1. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
2. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
3. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
4. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
5. The Downtown Office	100 North Main Street, Suite 100	404-525-1234

**SERVICES**

Name	Address	Phone
1. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
2. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
3. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
4. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
5. The Downtown Office	100 North Main Street, Suite 100	404-525-1234

**DOWNTOWN MAP**

**OPPORTUNITIES**

**DEVELOPMENT SITES**

Site	Address	Phone
1. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
2. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
3. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
4. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
5. The Downtown Office	100 North Main Street, Suite 100	404-525-1234

**CULINARY SITES**

Site	Address	Phone
1. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
2. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
3. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
4. The Downtown Office	100 North Main Street, Suite 100	404-525-1234
5. The Downtown Office	100 North Main Street, Suite 100	404-525-1234

**BUSINESS DIR**

**OFFICE & O...**

**EVENTS & ACTIVITIES**

Enjoy the Downtown Lifestyle!

Weekly Farmers Market

Monthly Farmers Club (Seasonal Membership)

Annual Wine Festival

Friday Night Live! (Seasonal Event)

Seasonal Park & Garden Tour (Seasonal Event)

ART Walk (Seasonal Event)

Open House (Seasonal Event)

**OPPORTUNITIES**

www.facebook.com/OPCRA

www.OPCULINARYARTS.COM

**Art & Wine**

Join us on these sites

Facebook

Twitter

**NORTHWOOD Village**

Map showing various zones and landmarks.

**NORTHWOOD Village**

Map showing various zones and landmarks.

**Real Estate, Real Places**

**Creative**

**Eclectic**

**Stylish**

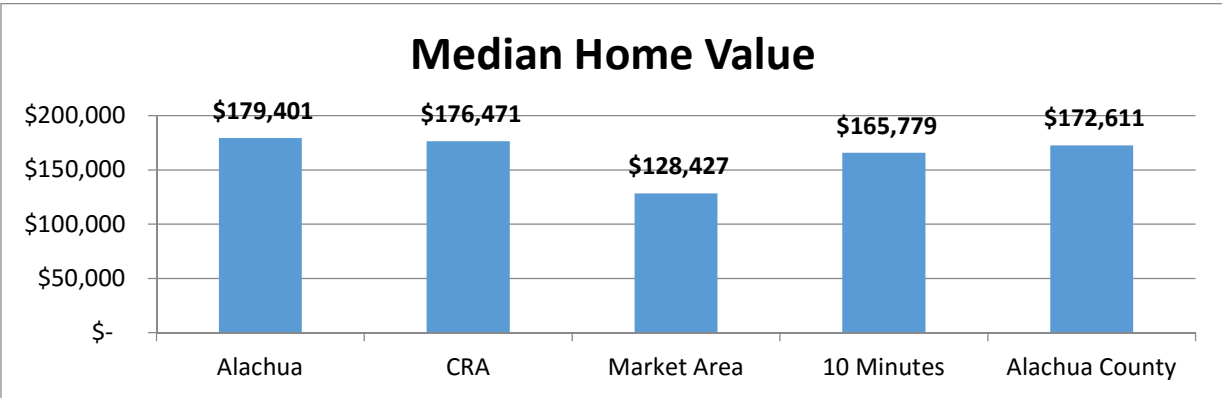
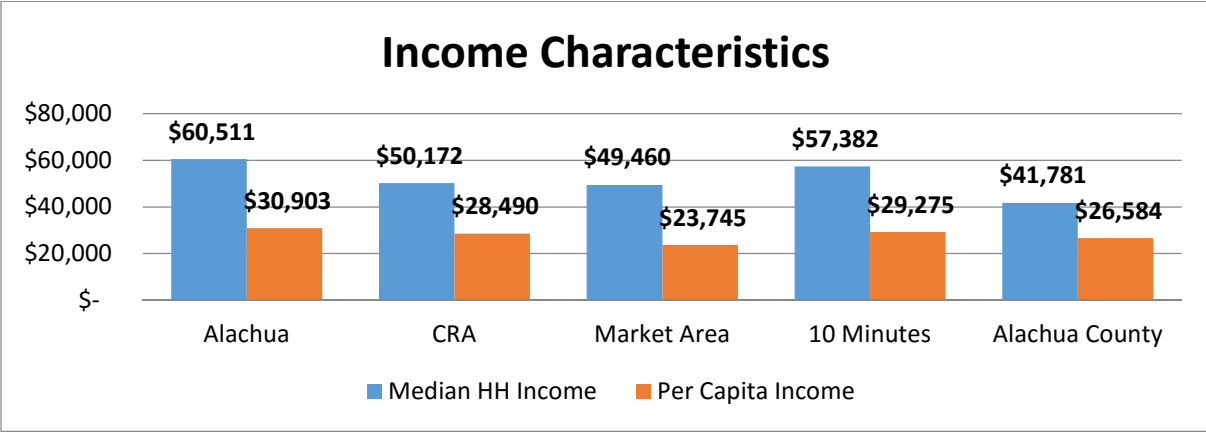
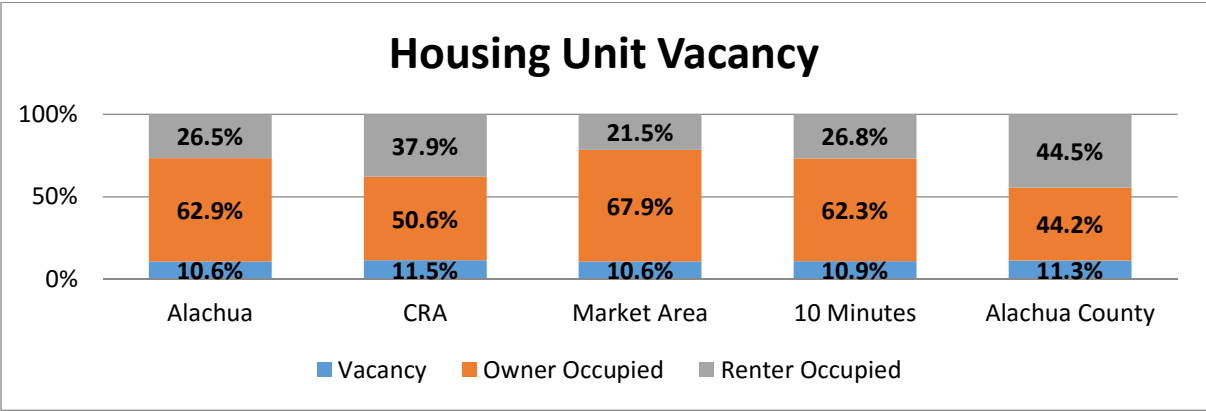
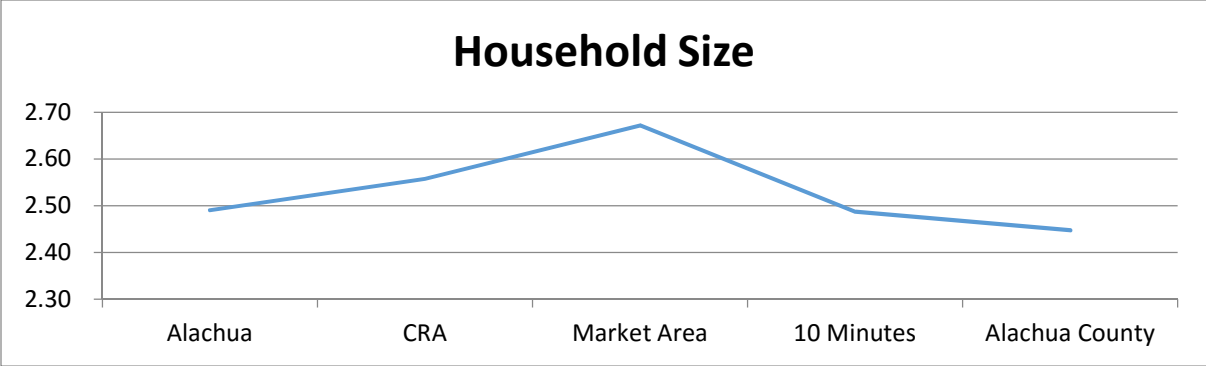
**Quaint**

**Southern Living**

dvillage.org

# DATA SUPPLEMENTS

<b>TOTAL POPULATION</b>	<b>Alachua</b>	<b>CRA</b>	<b>Market Area</b>	<b>10 Minutes</b>	<b>Alachua County</b>
Population	9,732	573	57,173	11,887	251,724
<b>TOTAL HOUSEHOLDS</b>	<b>Alachua</b>	<b>CRA</b>	<b>Market Area</b>	<b>10 Minutes</b>	<b>Alachua County</b>
Households	3,907	224	21,398	4,779	102,850
<b>HOUSEHOLD SIZE</b>	<b>Alachua</b>	<b>CRA</b>	<b>Market Area</b>	<b>10 Minutes</b>	<b>Alachua County</b>
Household Size	2.49	2.56	2.67	2.49	2.45
<b>HOUSING UNITS</b>	<b>Alachua</b>	<b>CRA</b>	<b>Market Area</b>	<b>10 Minutes</b>	<b>Alachua County</b>
Housing Units	4,371	253	23,925	5,363	115,977
<b>HOUSING OCCUPANCY</b>	<b>Alachua</b>	<b>CRA</b>	<b>Market Area</b>	<b>10 Minutes</b>	<b>Alachua County</b>
Vacancy	10.6%	11.5%	10.6%	10.9%	11.3%
Owner Occupied	62.9%	50.6%	67.9%	62.3%	44.2%
Renter Occupied	26.5%	37.9%	21.5%	26.8%	44.5%
<b>INCOME</b>	<b>Alachua</b>	<b>CRA</b>	<b>Market Area</b>	<b>10 Minutes</b>	<b>Alachua County</b>
Median HH Income	\$ 60,511	\$ 50,172	\$ 49,460	\$ 57,382	\$ 41,781
Per Capita Income	\$ 30,903	\$ 28,490	\$ 23,745	\$ 29,275	\$ 26,584
Total Income	\$ 300,747,996	\$ 16,324,770	\$ 1,357,572,885	\$ 347,991,925	\$ 6,691,830,816
<b>HOME VALUES</b>	<b>Alachua</b>	<b>CRA</b>	<b>Market Area</b>	<b>10 Minutes</b>	<b>Alachua County</b>
Median Home Value	\$ 179,401	\$ 176,471	\$ 128,427	\$ 165,779	\$ 172,611

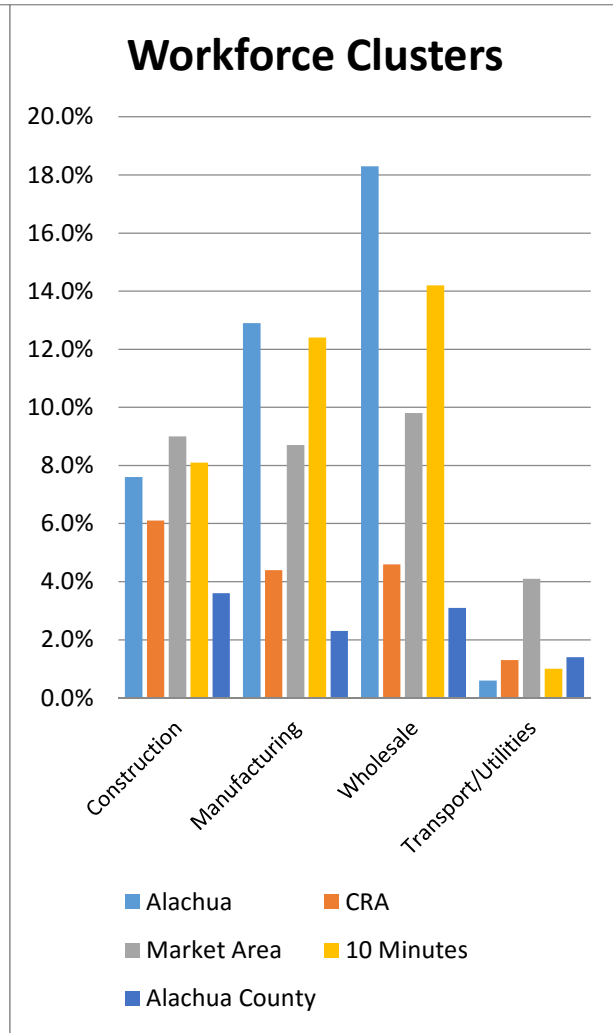
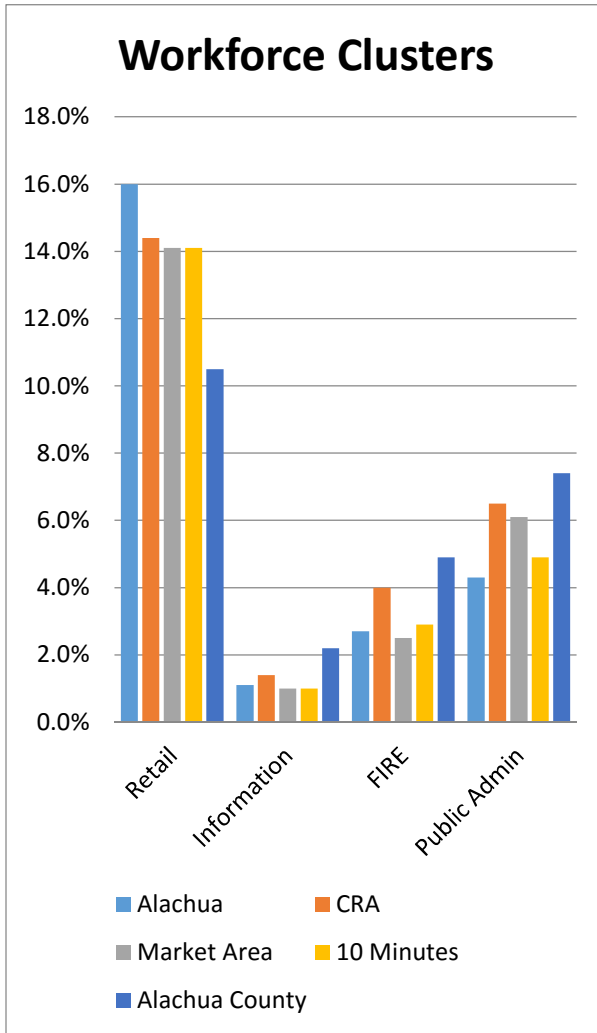


<b>LOCAL WORKFORCE %</b>	<b>Alachua</b>	<b>CRA</b>	<b>Market Area</b>	<b>10 Minutes</b>	<b>Alachua County</b>
Construction	7.6%	6.1%	9.0%	8.1%	3.6%
Manufacturing	12.9%	4.4%	8.7%	12.4%	2.3%
Wholesale	18.3%	4.6%	9.8%	14.2%	3.1%
Retail	16.0%	14.4%	14.1%	14.1%	10.5%
Transport/Utilities	0.6%	1.3%	4.1%	1.0%	1.4%
Information	1.1%	1.4%	1.0%	1.0%	2.2%
FIRE	2.7%	4.0%	2.5%	2.9%	4.9%
Services	10.0%	6.5%	6.3%	9.4%	7.1%
Public Admin	4.3%	6.5%	6.1%	4.9%	7.4%
<b>LOCAL WORKFORCE</b>	<b>Alachua</b>	<b>CRA</b>	<b>Market Area</b>	<b>10 Minutes</b>	<b>Alachua County</b>
Construction	564	69	1,600	644	6,114
Manufacturing	957	50	1,546	986	3,906
Wholesale	1,357	52	1,742	1,129	5,265
Retail	1,187	163	2,506	1,121	17,833
Transport/Utilities	45	15	729	79	2,378
Information	82	16	178	79	3,736
FIRE	200	45	444	230	8,322
Services	742	73	1,120	747	12,058
Public Admin	319	73	1,084	389	12,568
<b>Total</b>	<b>5,460</b>	<b>557</b>	<b>11,092</b>	<b>5,436</b>	<b>72,859</b>
<b>10 Minutes WORKFORCE STRENGTH</b>		<b>CRA</b>	<b>Market Area</b>	<b>10 Minutes</b>	<b>Alachua County</b>
Construction		1.50	-140%	-50%	400%
Manufacturing		850%	420%	50%	1060%
Wholesale		1370%	850%	410%	1520%
Retail		160%	190%	190%	550%
Transport/Utilities		-70%	-350%	-40%	-80%

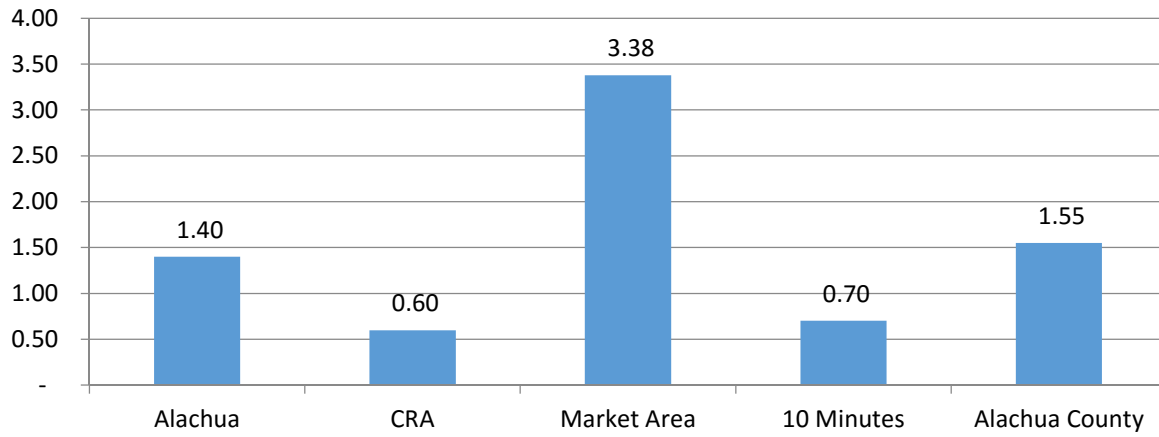
Information		-30%	10%	10%	-110%
FIRE		-130%	20%	-20%	-220%
Services		350%	370%	60%	290%
Public Admin		-220%	-180%	-60%	-310%
<b>LOCAL JOBS</b>	<b>Alachua</b>	<b>CRA</b>	<b>Market Area</b>	<b>10 Minutes</b>	<b>Alachua County</b>
Construction	566	69	1,600	641	995
Manufacturing	957	50	1,548	985	3,832
Wholesale	1,359	52	1,742	1,127	5,235
Retail	1,189	163	2,509	1,122	17,811
Transport/Utilities	44	15	731	77	2,335
Information	78	16	186	78	3,790
FIRE	179	35	490	133	8,411
Professional Services	737	73	1,136	750	12,091
Education/Health Care	744	117	3,479	866	72,483
Arts/Accom/F&B	543	233	1,603	739	15,703
Other Services	229	62	823	345	7,126
Public Admin	320	73	1,083	391	12,554
<b>Total</b>	<b>6,945</b>	<b>958</b>	<b>16,930</b>	<b>7,254</b>	<b>162,366</b>
	<b>Alachua</b>	<b>CRA</b>	<b>Market Area</b>	<b>10 Minutes</b>	<b>Alachua County</b>
Resident/Job Ratio	1.40	0.60	3.38	0.70	1.55
<b>EMPLOYMENT LQ</b>	<b>Alachua</b>	<b>CRA</b>	<b>Market Area</b>	<b>10 Minutes</b>	<b>Alachua County</b>
Construction	8.15	7.20	9.45	8.84	0.61
Manufacturing	13.78	5.22	9.14	13.58	2.36

Wholesale	19.57	5.43	10.29	15.54	3.22
Retail	17.12	17.01	14.82	15.47	10.97
Transport/Utilities	0.63	1.57	4.32	1.06	1.44
Information	1.12	1.67	1.10	1.08	2.33
FIRE	2.58	3.65	2.89	1.83	5.18
Professional Services	10.61	7.62	6.71	10.34	7.45
Education/Health Care	10.71	12.21	20.55	11.94	44.64
Arts/Accom/F&B	7.82	24.32	9.47	10.19	9.67
Other Services	3.30	6.47	4.86	4.76	4.39
Public Admin	4.61	7.62	6.40	5.39	7.73
<b>Alachua EMPLOYMENT CLUSTERS</b>		<b>CRA</b>	<b>Market Area</b>	<b>10 Minutes</b>	<b>Alachua County</b>
Construction		95%	-130%	-69%	754%
Manufacturing		856%	464%	20%	1142%
Wholesale		1414%	928%	403%	1634%
Retail		11%	230%	165%	615%
Transport/Utilities		-93%	-368%	-43%	-80%
Information		-55%	2%	5%	-121%
FIRE		-108%	-32%	74%	-260%
Professional Services		299%	390%	27%	317%
Education/Health Care		-150%	-984%	-123%	-3393%
Arts/Accom/F&B		-1650%	-165%	-237%	-185%
Other Services		-317%	-156%	-146%	-109%
Public Admin		-301%	-179%	-78%	-312%
<b>CRA EMPLOYMENT CLUSTERS</b>	<b>Alachua</b>		<b>Market Area</b>	<b>10 Minutes</b>	<b>Alachua County</b>
Construction	-95%		-225%	-163%	659%
Manufacturing	-856%		-392%	-836%	286%
Wholesale	-1414%		-486%	-1011%	220%
Retail	-11%		219%	155%	604%
Transport/Utilities	93%		-275%	50%	13%
Information	55%		57%	59%	-66%

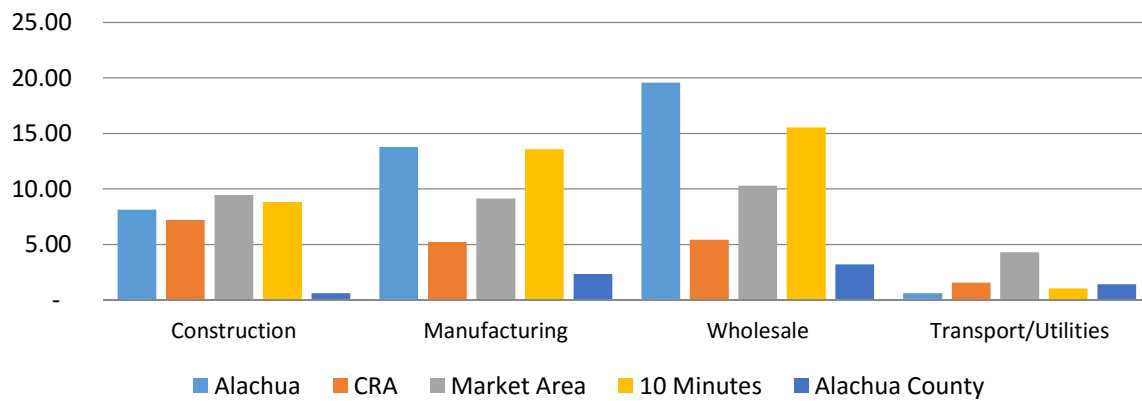
FIRE	108%		76%	182%	-153%
Professional Services	-299%		91%	-272%	17%
Education/Health Care	150%		-834%	27%	-3243%
Arts/Accom/F&B	1650%		1485%	1413%	1465%
Other Services	317%		161%	172%	208%
Public Admin	301%		122%	223%	-11%



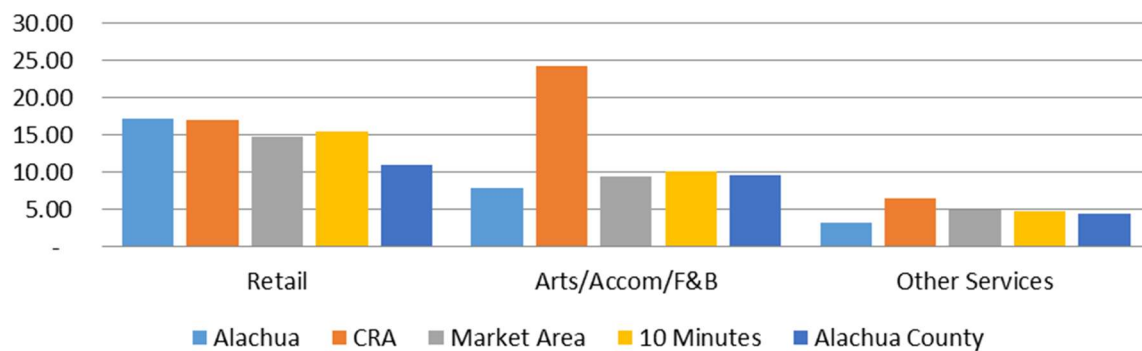
### Resident/Job Ratio

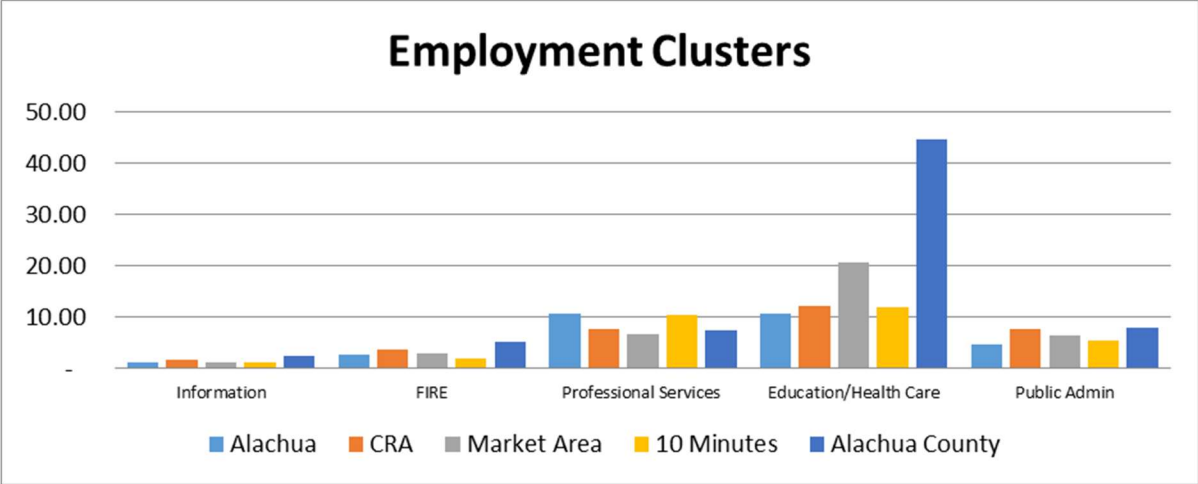


### Employment Clusters



### Employment Clusters





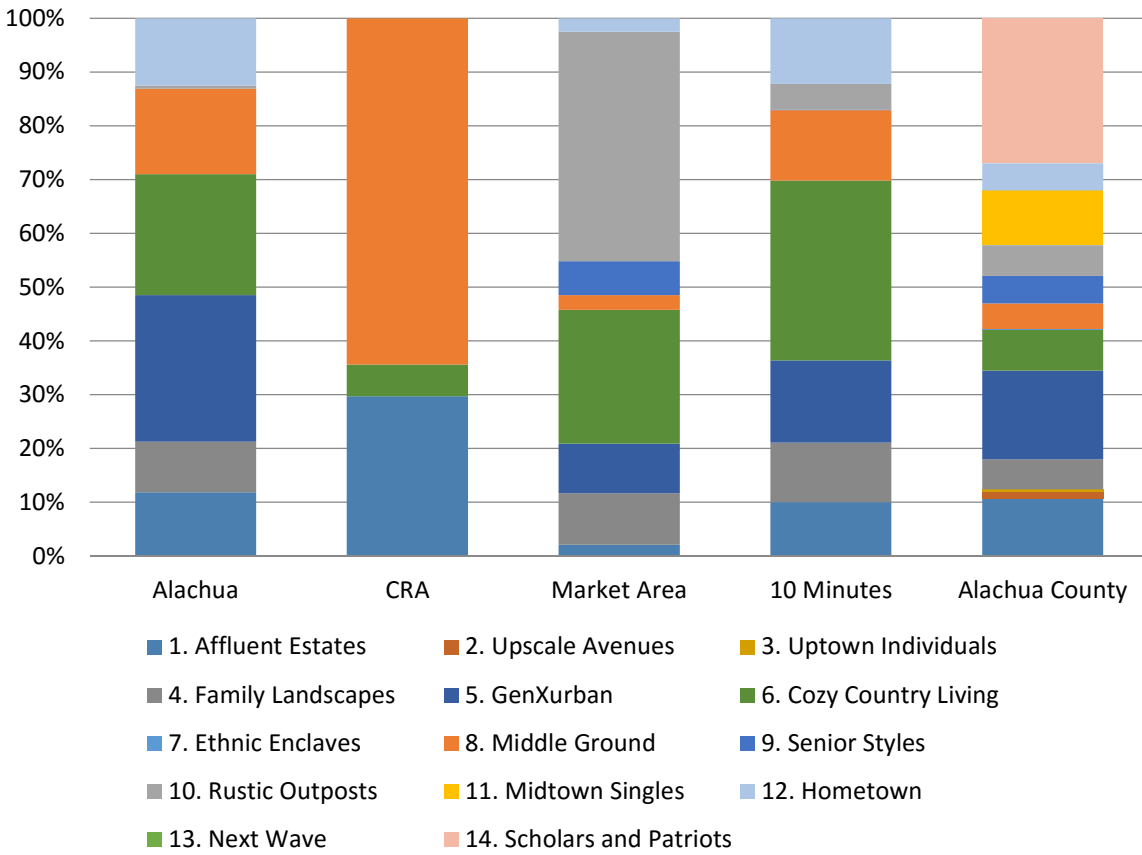
**Tapestry Segmentation**

	Alachua	CRA	Market Area	10 Minutes	Alachua County
<b>1. Affluent Estates</b>	<b>11.9%</b>	<b>29.7%</b>	<b>2.1%</b>	<b>10.0%</b>	<b>10.7%</b>
Top Tier (1A)	0.0%	0.0%	0.0%	0.0%	0.6%
Professional Pride (1B)	0.0%	0.0%	0.0%	0.0%	0.0%
Boomburbs (1C)	0.0%	0.0%	0.0%	0.0%	0.0%
Savvy Suburbanites (1D)	11.9%	29.7%	2.1%	10.0%	4.3%
Exurbanites (1E)	0.0%	0.0%	0.0%	0.0%	5.8%
<b>2. Upscale Avenues</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>1.3%</b>
Urban Chic (2A)	0.0%	0.0%	0.0%	0.0%	1.3%
Pleasantville (2B)	0.0%	0.0%	0.0%	0.0%	0.0%
Pacific Heights (2C)	0.0%	0.0%	0.0%	0.0%	0.0%
Enterprising Professionals (2D)	0.0%	0.0%	0.0%	0.0%	0.0%
<b>3. Uptown Individuals</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.4%</b>
Laptops and Lattes (3A)	0.0%	0.0%	0.0%	0.0%	0.0%
Metro Renters (3B)	0.0%	0.0%	0.0%	0.0%	0.4%
Trendsetters (3C)	0.0%	0.0%	0.0%	0.0%	0.0%
<b>4. Family Landscapes</b>	<b>9.4%</b>	<b>0.0%</b>	<b>9.6%</b>	<b>11.1%</b>	<b>5.6%</b>
Soccer Moms (4A)	0.0%	0.0%	0.0%	0.0%	3.0%
Home Improvement (4B)	6.0%	0.0%	1.3%	6.1%	0.7%
Middleburg (4C)	3.4%	0.0%	8.3%	5.0%	1.9%
<b>5. GenXurban</b>	<b>27.2%</b>	<b>0.0%</b>	<b>9.2%</b>	<b>15.3%</b>	<b>16.5%</b>
Comfortable Empty Nesters (5A)	27.2%	0.0%	0.3%	13.9%	1.3%

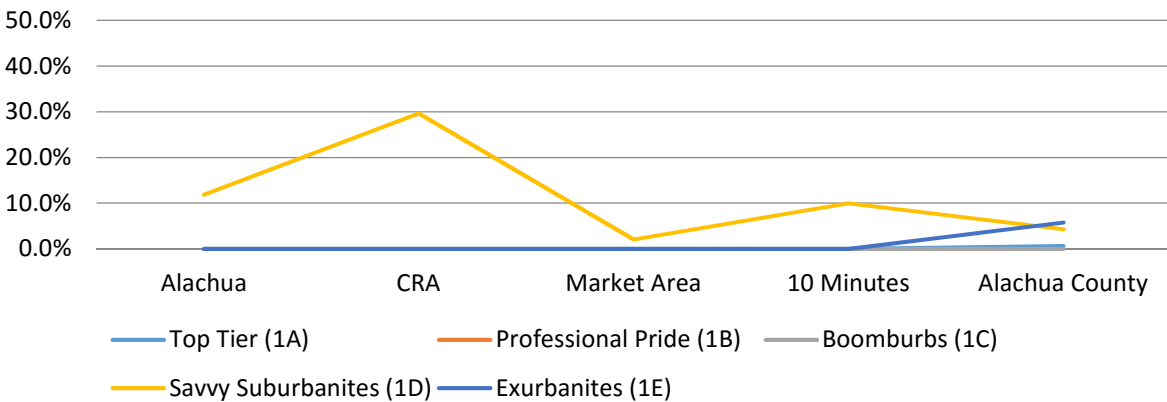
In Style (5B)	0.0%	0.0%	9.0%	1.4%	11.9%
Parks and Rec (5C)	0.0%	0.0%	0.0%	0.0%	0.0%
Rustbelt Traditions (5D)	0.0%	0.0%	0.0%	0.0%	2.6%
Midlife Constants (5E)	0.0%	0.0%	0.0%	0.0%	0.6%
<b>6. Cozy Country Living</b>	<b>22.5%</b>	<b>5.9%</b>	<b>24.9%</b>	<b>33.4%</b>	<b>7.6%</b>
Green Acres (6A)	0.0%	0.0%	5.5%	1.7%	1.3%
Salt of the Earth (6B)	0.0%	0.0%	3.0%	3.2%	0.7%
The Great Outdoors (6C)	22.5%	5.9%	16.3%	28.6%	5.2%
Prairie Living (6D)	0.0%	0.0%	0.0%	0.0%	0.0%
Rural Resort Dwellers (6E)	0.0%	0.0%	0.0%	0.0%	0.0%
Heartland Communities (6F)	0.0%	0.0%	0.0%	0.0%	0.5%
<b>7. Ethnic Enclaves</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.1%</b>
Up and Coming Families (7A)	0.0%	0.0%	0.0%	0.0%	0.1%
Urban Villages (7B)	0.0%	0.0%	0.0%	0.0%	0.0%
American Dreamers (7C)	0.0%	0.0%	0.0%	0.0%	0.0%
Barrios Urbanos (7D)	0.0%	0.0%	0.0%	0.0%	0.0%
Valley Growers (7E)	0.0%	0.0%	0.0%	0.0%	0.0%
Southwestern Families (7F)	0.0%	0.0%	0.0%	0.0%	0.0%
<b>8. Middle Ground</b>	<b>15.9%</b>	<b>64.3%</b>	<b>2.7%</b>	<b>13.1%</b>	<b>4.8%</b>
City Lights (8A)	0.0%	0.0%	0.0%	0.0%	0.0%
Emerald City (8B)	0.0%	0.0%	0.0%	0.0%	1.0%
Bright Young Professionals (8C)	0.0%	0.0%	0.0%	0.0%	1.8%
Downtown Melting Pot (8D)	0.0%	0.0%	0.0%	0.0%	0.0%
Front Porches (8E)	0.0%	0.0%	0.0%	0.0%	0.7%
Old and Newcomers (8F)	15.9%	64.3%	2.7%	13.1%	1.3%
Hardscrabble Road (8G)	0.0%	0.0%	0.0%	0.0%	0.0%
<b>9. Senior Styles</b>	<b>0.0%</b>	<b>0.0%</b>	<b>6.3%</b>	<b>0.1%</b>	<b>5.1%</b>
Silver & Gold (9A)	0.0%	0.0%	0.0%	0.0%	0.0%
Golden Years (9B)	0.0%	0.0%	0.0%	0.0%	1.4%
The Elders (9C)	0.0%	0.0%	0.0%	0.1%	0.2%
Senior Escapes (9D)	0.0%	0.0%	6.3%	0.0%	1.3%
Retirement Communities (9E)	0.0%	0.0%	0.0%	0.0%	2.2%
Social Security Set (9F)	0.0%	0.0%	0.0%	0.0%	0.0%
<b>10. Rustic Outposts</b>	<b>0.6%</b>	<b>0.0%</b>	<b>42.7%</b>	<b>4.8%</b>	<b>5.7%</b>
Southern Satellites (10A)	0.6%	0.0%	25.1%	4.8%	3.5%
Rooted Rural (10B)	0.0%	0.0%	6.7%	0.0%	0.6%

Diners & Miners (10C)	0.0%	0.0%	0.0%	0.0%	0.0%
Down the Road (10D)	0.0%	0.0%	2.9%	0.0%	0.6%
Rural Bypasses (10E)	0.0%	0.0%	7.9%	0.0%	0.9%
<b>11. Midtown Singles</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>10.2%</b>
City Strivers (11A)	0.0%	0.0%	0.0%	0.0%	0.0%
Young and Restless (11B)	0.0%	0.0%	0.0%	0.0%	4.4%
Metro Fusion (11C)	0.0%	0.0%	0.0%	0.0%	1.4%
Set to Impress (11D)	0.0%	0.0%	0.0%	0.0%	1.7%
City Commons (11E)	0.0%	0.0%	0.0%	0.0%	2.6%
<b>12. Hometown</b>	<b>12.5%</b>	<b>0.0%</b>	<b>2.5%</b>	<b>12.2%</b>	<b>5.0%</b>
Family Foundations (12A)	12.5%	0.0%	2.5%	12.2%	2.8%
Traditional Living (12B)	0.0%	0.0%	0.0%	0.0%	0.6%
Small Town Simplicity (12C)	0.0%	0.0%	0.0%	0.0%	0.0%
Modest Income Homes (12D)	0.0%	0.0%	0.0%	0.0%	1.5%
<b>13. Next Wave</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>
International Marketplace (13A)	0.0%	0.0%	0.0%	0.0%	0.0%
Las Casas (13B)	0.0%	0.0%	0.0%	0.0%	0.0%
NeWest Residents (13C)	0.0%	0.0%	0.0%	0.0%	0.0%
Fresh Ambitions (13D)	0.0%	0.0%	0.0%	0.0%	0.0%
High Rise Renters (13E)	0.0%	0.0%	0.0%	0.0%	0.0%
<b>14. Scholars and Patriots</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0.0%</b>	<b>27.0%</b>
Military Proximity (14A)	0.0%	0.0%	0.0%	0.0%	0.0%
College Towns (14B)	0.0%	0.0%	0.0%	0.0%	8.5%
Dorms to Diplomas (14C)	0.0%	0.0%	0.0%	0.0%	18.5%

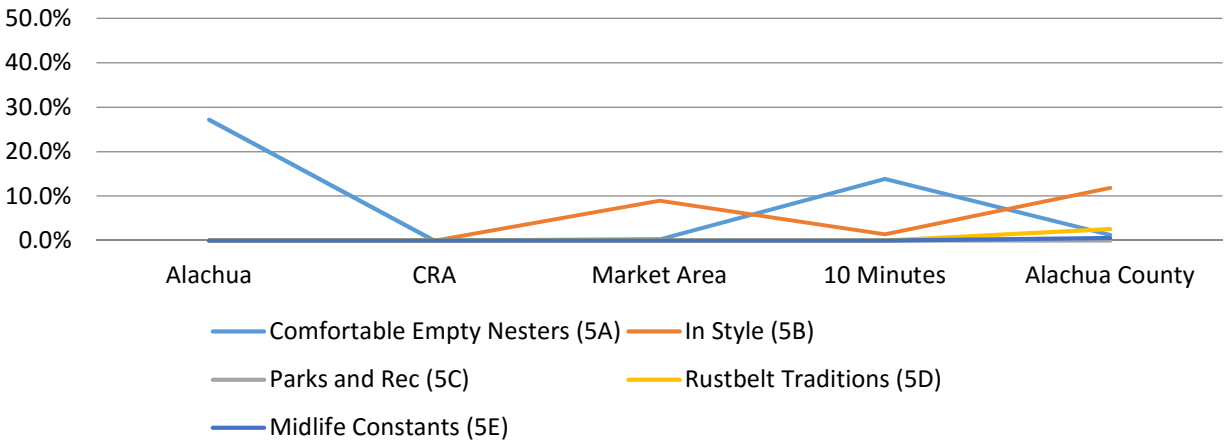
## Tapestry Summary Groups



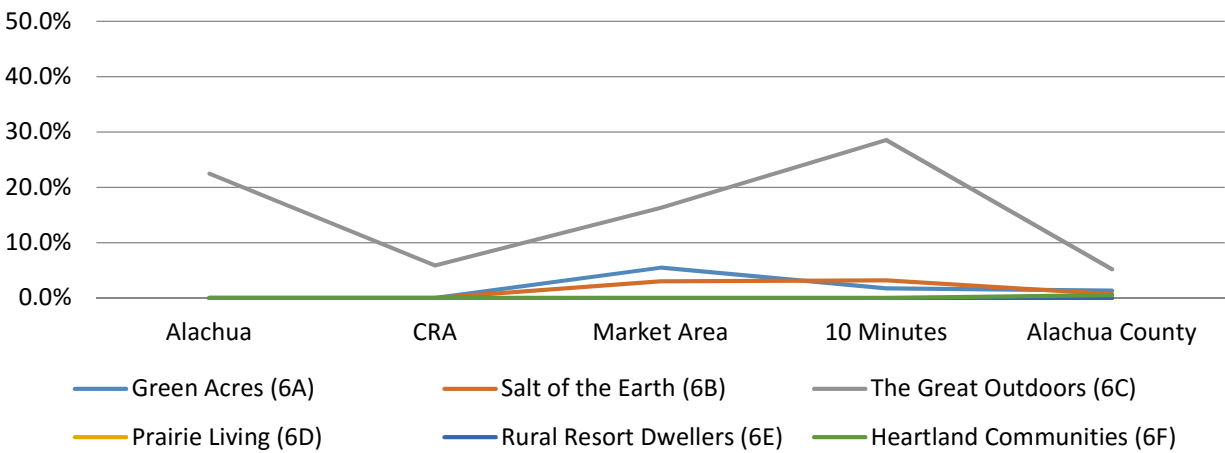
## Affluent Estates



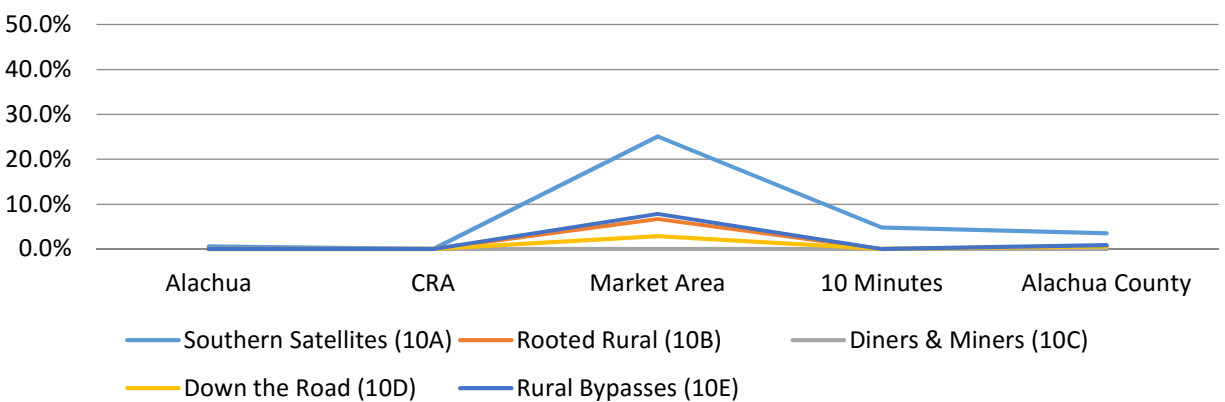
## GenXurban



## Cozy Country Living



## Rustic Outposts



<b>SUPPORTABLE SQUARE FEET</b>	<b>Alachua</b>	<b>CRA</b>	<b>Market Area</b>	<b>10 Minutes</b>	<b>Alachua County</b>
Automobile Dealers	68,928	8,165	505,309	54,668	483,603
Other Motor Vehicle Dealers	-	17,443	112,922	18,438	278,787
Auto Parts, Accessories & Tire Stores	448	-	23,902	-	110,256
Furniture Stores	6,006	-	23,584	5,378	42,640
Home Furnishings Stores	4,046	-	19,325	3,423	54,802
Electronics & Appliance Stores	1,509	642	25,131	1,320	-
Bldg Material & Supplies Dealers	-	5,905	13,283	-	42,691
Lawn & Garden Equip & Supply Stores	-	101	-	-	2,415
Grocery Stores	-	4,699	-	-	-
Specialty Food Stores	2,554	-	13,851	3,034	53,509
Beer, Wine & Liquor Stores	2,851	150	4,708	3,326	-
Health & Personal Care Stores	-	7,714	3,998	-	-
Gasoline Stations	19,888	5,543	111,964	31,823	837,105
Clothing Stores	24,769	1,453	118,658	29,770	-
Shoe Stores	4,585	244	21,703	5,404	-
Jewelry, Luggage & Leather Goods Stores	6,342	332	15,974	2,940	40,445
Sporting Goods/Hobby/Musical Instr Stores	6,357	-	26,313	3,470	-
Book, Periodical & Music Stores	3,877	211	13,565	4,518	-
Department Stores Excluding Leased Depts.	-	3,882	48,862	-	-
Other General Merchandise Stores	17,916	1,441	83,203	19,478	144,049
Florists	763	38	2,301	565	-
Office Supplies, Stationery & Gift Stores	-	-	7,132	-	5,212

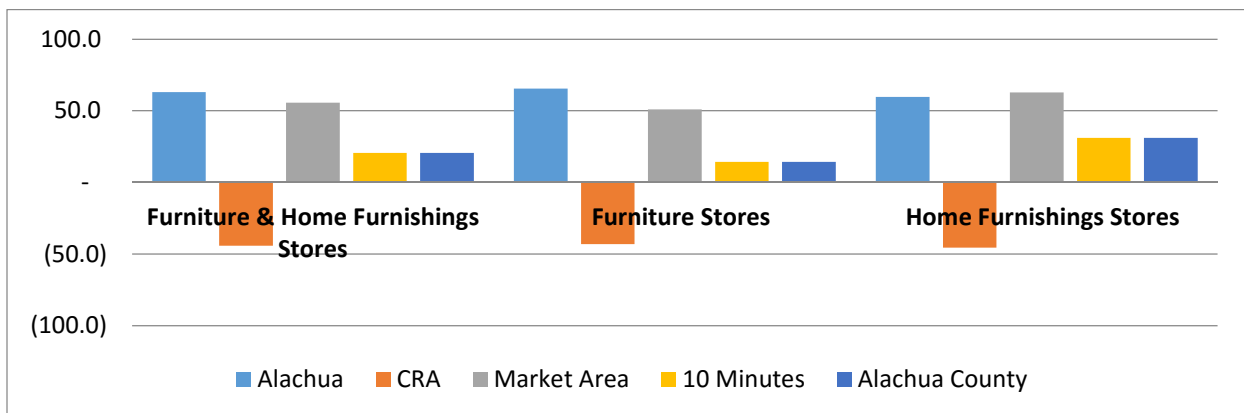
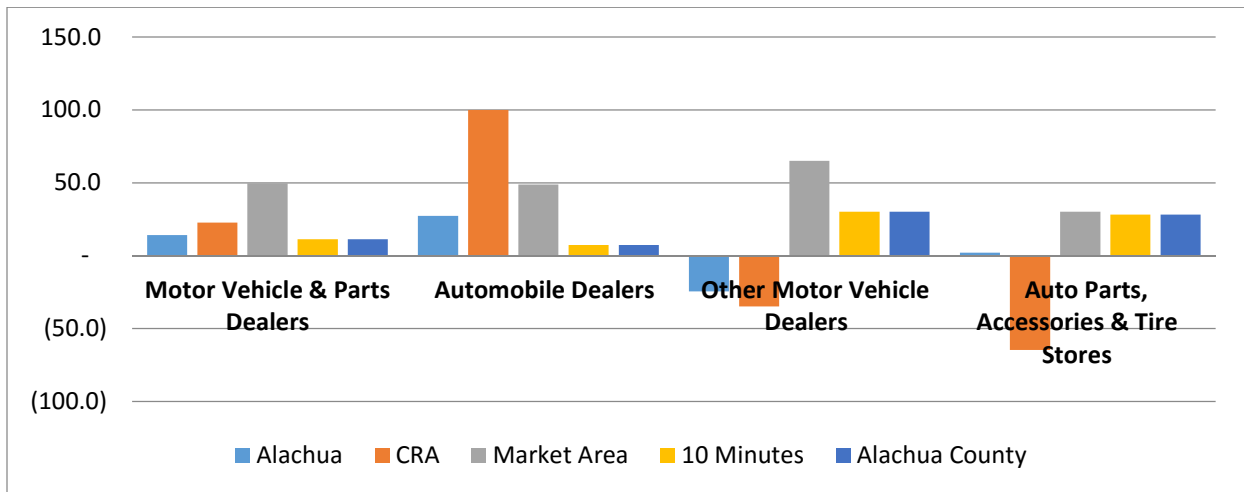
Used Merchandise Stores	254	-	-	-	3,295
Other Miscellaneous Store Retailers	5,919	-	-	3,019	22,079
Full-Service Restaurants	-	-	16,938	-	-
Limited-Service Eating Places	-	-	18,575	341	-
Special Food Services	240	-	2,243	343	-
Drinking Places - Alcoholic Beverages	762	-	5,626	1,246	11,019

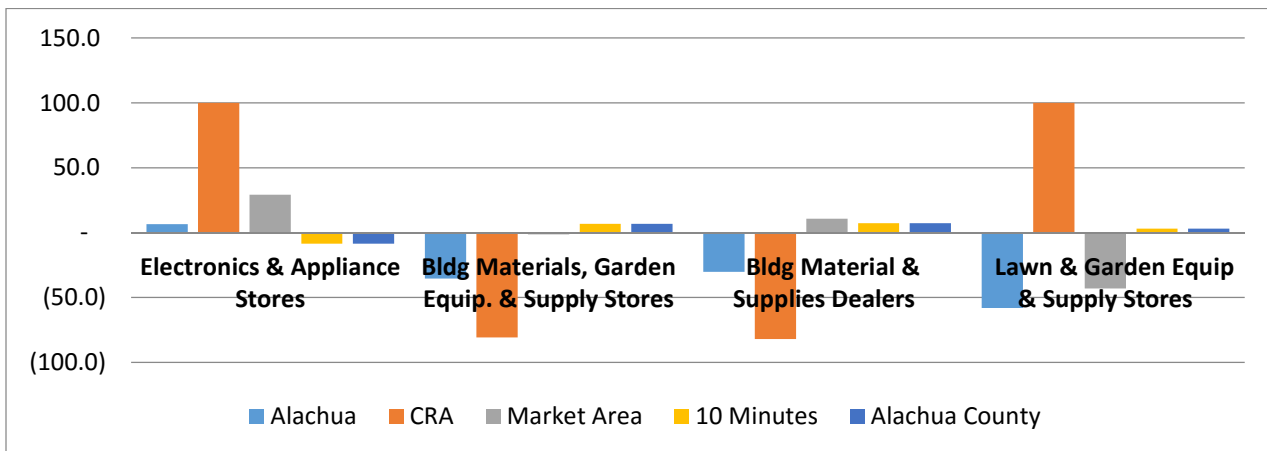
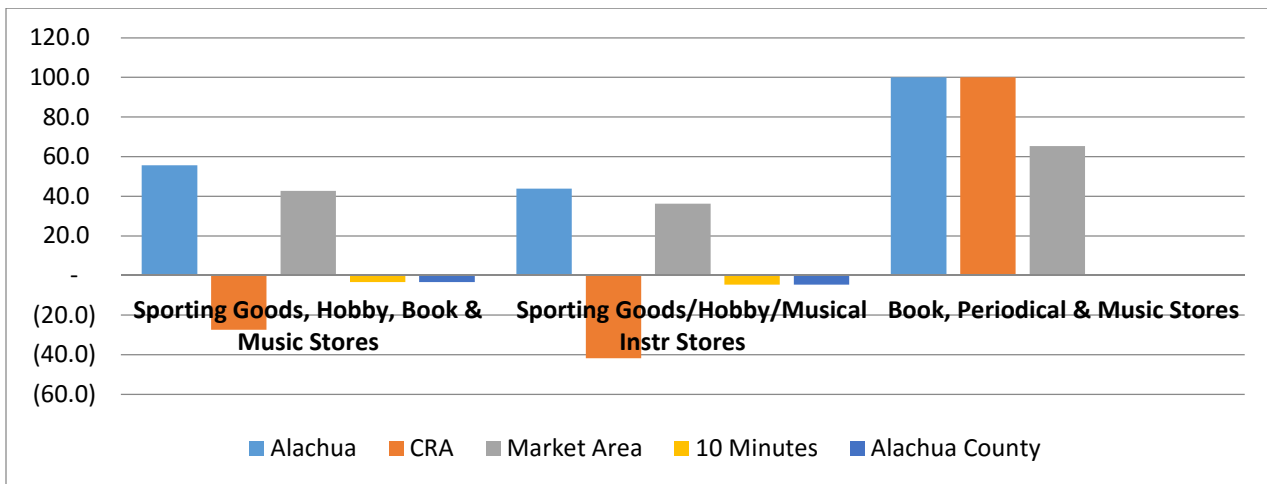
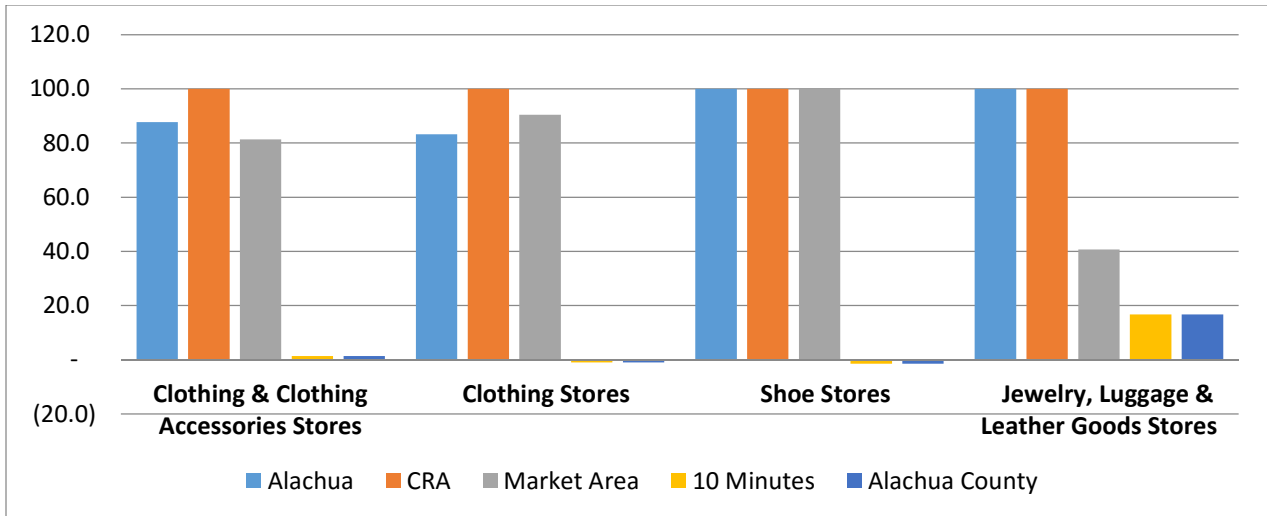
Total Supportable Retail Square Feet	187,064	57,965	1,238,597	199,372	2,218,330
Total Supportable Restaurant Square Feet	1,003	-	43,382	1,930	11,019
<b>Total Supportable Square Feet</b>	<b>188,067</b>	<b>57,965</b>	<b>1,281,979</b>	<b>201,302</b>	<b>2,229,349</b>

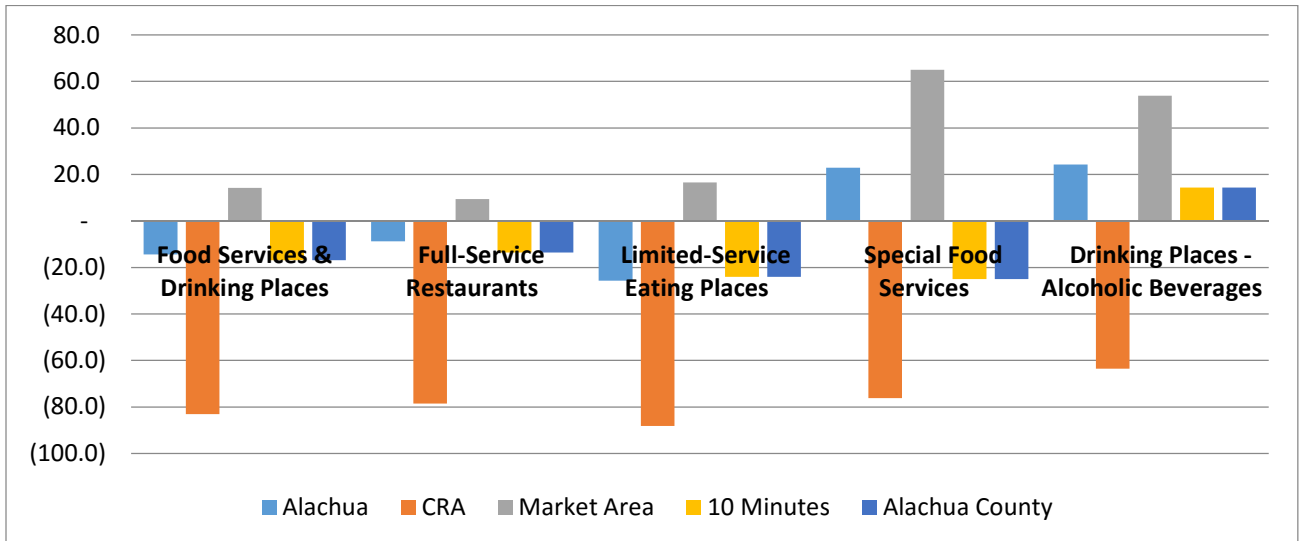
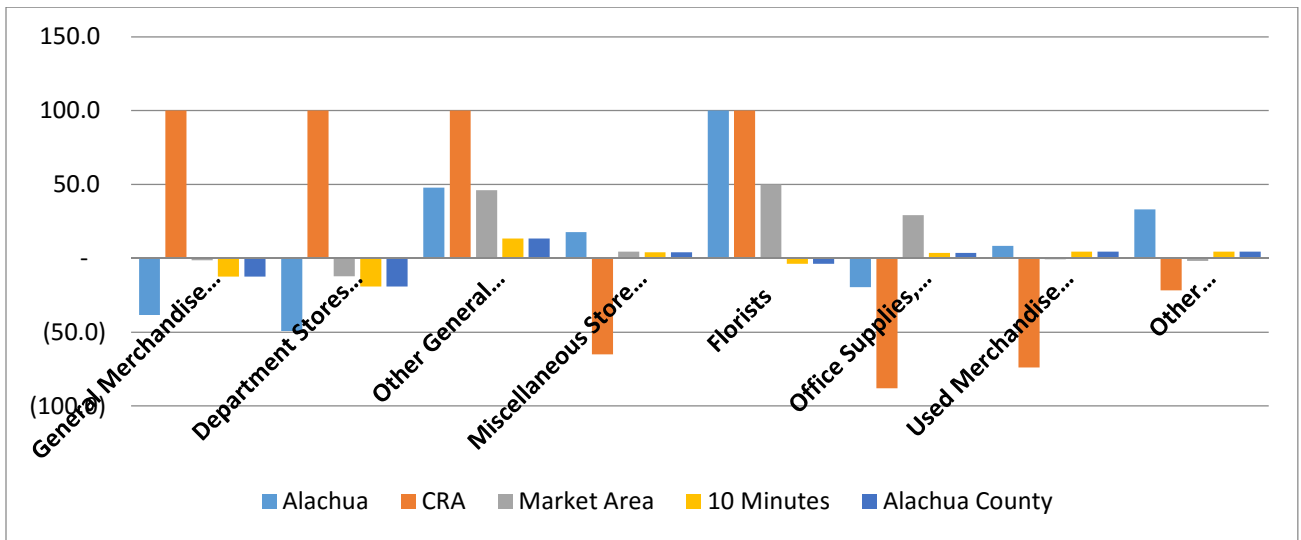
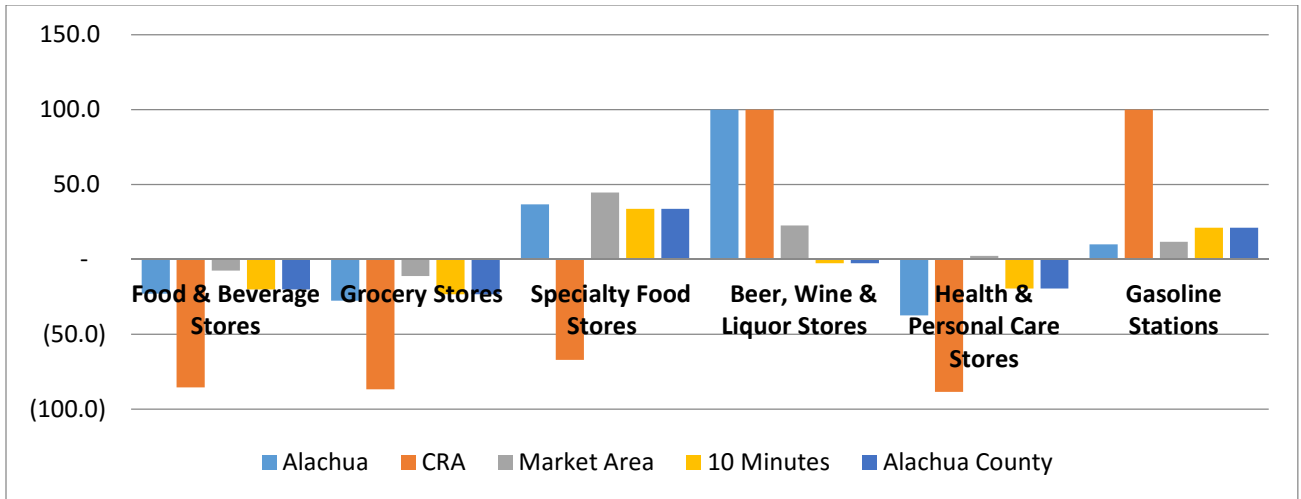
SUPPORTABLE RETAIL SQUARE FEET										
				Low	High	Average	Core	Expansions	City Low	City High
Auto Parts, Accessories & Tire Stores				23,902	110,256	67,079	-	-	23,902	110,256
Furniture Stores				23,584	5,378	14,481	14,481	(9,103)	-	-
Home Furnishings Stores				-	3,423	-	-	-	-	3,423
Electronics & Appliance Stores				-	1,320	-	-	-	-	1,320
Bldg Material & Supplies Dealers				5,905	5,905	5,905	-	5,905	-	-
Lawn & Garden Equip & Supply Stores				-	-	-	-	-	-	-
Grocery Stores				-	-	-	-	-	-	-

Specialty Food Stores				13,851	13,851	13,851	13,851	13,851	-	-
Beer, Wine & Liquor Stores				4,708	3,326	4,017	4,708	-	-	(1,382)
Health & Personal Care Stores				-	-	-	-	-	-	-
Gasoline Stations				19,888	19,888	19,888	-	19,888	-	-
Clothing Stores				118,658	-	59,329	59,329	-	-	(59,329)
Shoe Stores				21,703	5,404	-	-	-	-	-
Jewelry, Luggage & Leather Goods Stores				15,974	15,974	15,974	15,974	-	-	-
Sporting Goods/Hobby/Musical Instr Stores				26,313	-	13,156	-	-	-	-
Book, Periodical & Music Stores				4,518	4,518	4,518	4,518	-	-	-
Department Stores Excluding Leased Depts.				-	-	-	-	-	-	-
Other General Merchandise Stores				17,916	1,441	9,678	9,678	-	-	(8,238)
Florists				2,301	-	1,151	1,151	(1,151)	-	-
Office Supplies, Stationery & Gift Stores				-	-	-	-	-	-	-
Used Merchandise Stores				-	3,295	1,648	-	1,648	-	1,648
Other Miscellaneous Store Retailers				-	22,079	-	-	-	-	22,079
Full-Service Restaurants				-	-	-	-	-	-	-
Limited-Service Eating Places				18,575	-	-	-	-	18,575	-

Special Food Services				2,243	343	1,293	2,243	-	-	(1,900)
Drinking Places - Alcoholic Beverages				5,626	11,019	8,322	8,322	2,697	-	-
<b>Retail Space</b>				<b>258,944</b>	<b>183,832</b>	<b>230,675</b>	<b>123,691</b>	<b>31,038</b>	<b>5,326</b>	<b>42,954</b>
<b>Restaurant Space</b>				<b>26,444</b>	<b>11,363</b>	<b>9,616</b>	<b>10,565</b>	<b>2,697</b>	<b>18,575</b>	<b>(1,900)</b>
<b>Total Space</b>				<b>285,387</b>	<b>195,195</b>	<b>240,291</b>	<b>134,256</b>	<b>33,735</b>	<b>23,902</b>	<b>41,054</b>







City of Alachua Staff are thankful for the work done by Downtown Strategies in the creation of their Downtown 5-Year Action Plan for Alachua's Main Street. They have presented a variety of creative ideas ranging in level of investment and length of timeframe as possibilities for enhancing the quality of people's experience when visiting the downtown corridor.

Please keep in mind this Action Plan is solely the work of Downtown Strategies and does not represent strategies that the Alachua City Commission has agreed to undertake, though several strategies do dovetail with projects already underway by City and CRA Staff. Staff will take into consideration each of the strategies presented by Downtown Strategies and determine with the City Commission which strategies ultimately will be desirable to pursue.



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ALACHUA, FLORIDA

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# Downtown 5-Year Action Plan

MARCH 2024

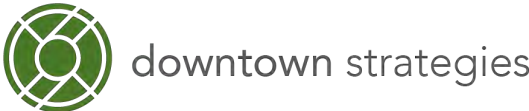
# Our Partnership

Downtown Strategies appreciates partnering with the City of Alachua on an action-focused 5-Year strategic planning process for Downtown Alachua.

In Alachua, Downtown Strategies conducted an in-market workshop including a Strategic Visioning Workshop and provides strategies within this 5-year action plan that are implementable, practical, asset-based, and market-driven.





This action-oriented plan was informed by an extensive Market Analysis, electronic community survey, and input from a Stakeholder Input Session held on January 25, 2024. Below is an overview of the partnership schedule:

Partnership Began	August 2023
Kick-Off Call	October 2023
Strategic Visioning Workshop	January 2024
Market Analysis Presentation	February 2024
Strategic Plan Presentation	March 2024



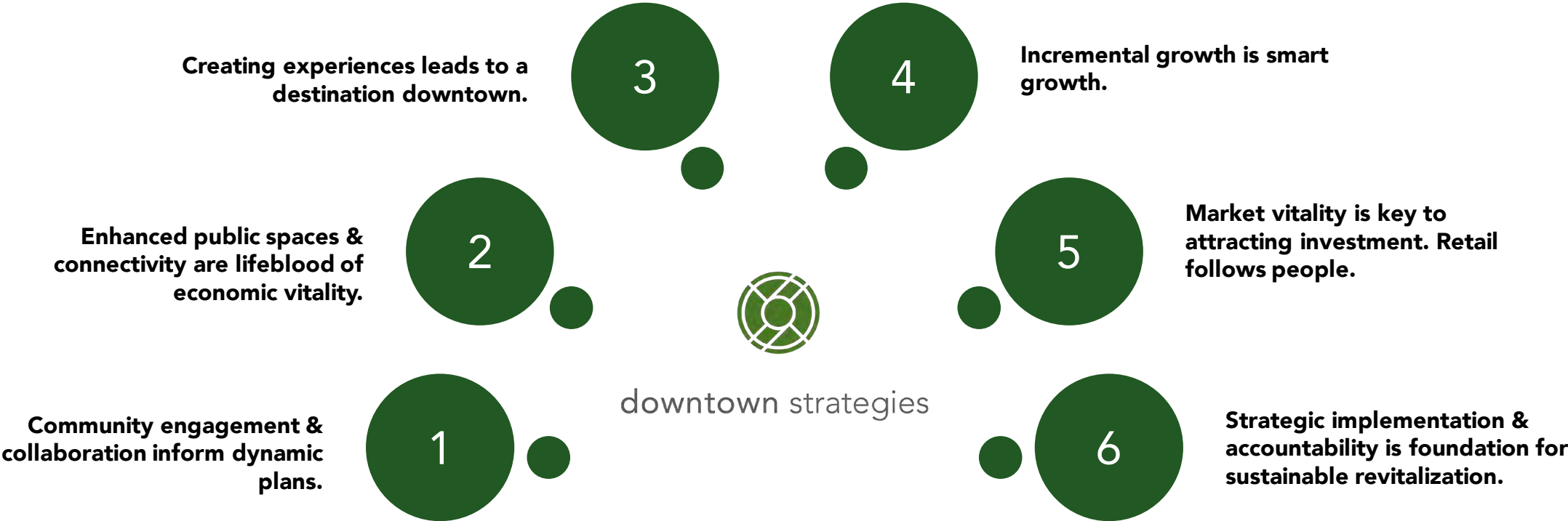
# Focus Areas

In this 5-Year Action Plan created for Downtown Alachua, we've identified four (4) Focus Areas that help organize similar thoughts and themes. Each focus area was identified based on feedback received during the In-Market Workshop, as well as the consultant team's expertise and analysis. The four (4) Focus Areas for this 5-Year Action Plan are:

	<b>Policy &amp; Administration</b>	Policy & Administration involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for downtown.
	<b>Design</b>	Thoughtful design supports a community's transformation by enhancing the physical and visual assets that set downtown apart.
	<b>Tourism &amp; Promotion</b>	Smart promotion initiatives position downtown as the center of the community and hub of economic activity, while creating a positive image that showcases the community's unique characteristics.
	<b>Economic Vitality</b>	Economic Vitality involves analyzing the retail and real estate as the foundation of downtown's redevelopment opportunities and creating a supportive environment for entrepreneurs and innovators.

# Guiding Principles

At Downtown Strategies, we believe that short-term action plans, focused on these guiding principals, lead to sustainable, palpable growth and development in rural downtowns. These principles were key to the development of Downtown Alachua’s 5-Year Strategic Action Plan.



# Guiding Principles

## Short-term Wins Outweigh Years of Hoping for Catalytic Development

### Incremental Development

Revitalizing downtown areas in rural communities is imperative, and executing this transformation incrementally is a pragmatic approach that aligns with the unique challenges and opportunities these areas present. Rural downtowns often serve as the heart of the community, embodying its history, culture, and economic potential. However, revitalization efforts must be carefully tailored to the specific needs and resources of these communities. **Incremental revitalization allows for a phased approach, prioritizing achievable short-term goals while laying the groundwork for long-term success.** By breaking the process into manageable steps, rural communities can make steady progress without overwhelming financial or organizational strain.

Incremental revitalization fosters community engagement and ownership, crucial factors for sustainable development. In rural areas, where residents often have deep-rooted connections to their surroundings, involving locals in the revitalization process builds a sense of pride and investment in the outcome. Through participatory planning and feedback mechanisms, residents can contribute their insights, ensuring that revitalization efforts are responsive to community needs and aspirations.

Additionally, **incremental changes can generate visible improvements over time, bolstering community confidence and attracting further investment and support.** By embracing a gradual approach to downtown revitalization, rural communities can pave the way for enduring prosperity while preserving their unique character and heritage.



# Guiding Principles

## Prioritizing Market Readiness Key to Attracting Local Investment

### Retail Follows People

The concept of "**retail follows people**" underscores the idea that vibrant downtown areas are created when there is a significant influx of foot traffic and activity. It begins with activating downtown common spaces, such as Main Street, parks, plazas, or cultural hubs, to serve as focal points for community gatherings and events. By creating inviting and engaging spaces, people are drawn to spend time downtown, whether it's for leisure, socializing, or attending events. **This increase in foot traffic not only enhances the overall vibrancy of the area but also creates a fertile environment for businesses to thrive.**

When downtown common spaces become hubs of activity, it instills confidence in entrepreneurs and investors to establish or expand their retail and restaurant ventures in the vicinity. These businesses recognize the potential customer base created by the increased foot traffic and the vibrant atmosphere generated by community engagement. **As a result, they are more inclined to invest their money in opening or renovating establishments downtown.** This phenomenon is driven by the understanding that where there are people, there is demand for goods and services, presenting a lucrative opportunity for businesses to capitalize on.

Therefore, by strategically focusing on activating downtown common spaces to generate activity and foot traffic, communities lay the groundwork for attracting new businesses and revitalizing the local economy. **This approach not only enhances the livability and attractiveness of downtown areas but also fosters economic growth and sustainability by creating a thriving commercial ecosystem.**



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FOCUS AREA 1

# Policy & Administration

Policy & Administration involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

# Community Roundtable

## Focus Area 1: Policy & Administration

### Strategy (1.1)

Communication in community development focuses on enhancing the interaction between the people promoting change that will impact positively on improving the living conditions of members of the participating communities and the people with whom they work to actualize their ideal quality of life. With multiple organizations and entities focused on community and economic development, there is an opportunity for enhanced communication and strategic visioning through a Community Roundtable program. Each month, leaders of key community organizations should gather, with no formal agenda, to discuss current projects, opportunities for partnerships, shared resources, and visioning and planning. Each quarter, additional members of these organizations should gather in a public setting for benchmark updates, providing an opportunity for the press to report on positive happenings within the community.

### In Alachua

The City of Alachua should lead the formation of a Community Roundtable shortly after adoption of this plan that also includes the CRA, Alachua Chamber of Commerce, Alachua Business League, local pastors' association, school district, and other key partners. The meeting should be a standing meeting, once monthly, that partners commit to attending. Each entity would be represented by one decision-making, senior level figure. The meeting should begin with a round-robin of updates from each partner, as it relates to the downtown and all community development efforts. Through discussion, new opportunities for collaboration, grant opportunities, and better communication will emerge. Quarterly sessions should take place at a larger venue with the entire executive board from each partner group. The local media should be invited as each partner gives a quarterly update regarding their successes, new projects, and communication wins through this effort.

### Case Study

In Starkville, MS, the Community Roundtable was a key catalyst to successful implementation of strategic projects, communication, and streamlined funding. Partners included the City of Starkville, Oktibbeha County, the Greater Starkville Development Partnership, and Mississippi State University.



# Design Technical Assistance Grants

## Focus Area 1: Policy & Administration

### Strategy (1.2)

From tax abatement, façade grants, building improvement, tenant assistance, vibrancy, loans, and preservation grants to building stabilization, tax increment financing and rebates, there are a multitude of downtown appropriate incentives that can be offered to developers, property owners, tenants, and investors. In many downtowns, investing in vacant buildings comes with risk, and there's a need to fill the gap in an investment proforma to mitigate the risk and incentivize the project.

### In Alachua

The City of Alachua should add to their existing Façade Grant by implementing Design Technical Assistance Grants to assist downtown property owners with renderings and design concepts for exterior property improvements to their buildings. These could be offered in \$500 - \$1000 increments, through a competitive application process, and/or by connecting property owners with an approved architect with the work product being a design rendering, following the Department of Interior's standards for historic preservation, and identifying various improvements that could be made to the exterior of the building that would contribute to the overall character of the downtown. Examples of design technical assistance could include:

**Conceptual Design Development:** conceptual designs for exterior improvements, including façade renovations, signage, awnings, and storefront enhancements. This might involve creating sketches, renderings, or digital models to visualize proposed changes.

**Historic Preservation Guidance:** guidance on preserving and restoring historical features while making necessary upgrades and improvements.

**Material and Color Selection:** selecting appropriate materials and colors for exterior improvements and advising on durable, weather-resistant materials that enhance the aesthetic appeal of the building and complement the character of the downtown area.

**3D Visualization and Virtual Reality:** provide property owners with immersive experiences of proposed design concepts, which allows stakeholders to better understand and evaluate design options before implementation.



Example of concept rendering for awning and added streetscape vitality.

# Vibrancy Grants

## Focus Area 1: Policy & Administration

### Strategy (1.3)

The foundation for a successful downtown streetscape is created through public investments in pedestrian infrastructure and streetscape enhancements such as streetlights, street trees, and benches among others. While infrastructure and streetscape enhancements are important, creating a truly active and vibrant downtown requires the involvement of the local business community through activating their storefronts and adjacent sidewalks. Activating sidewalks through the addition of potted plants, outdoor dining, sandwich board signs, outdoor merchandise displays, lighting, and creative signage can greatly enhance the vibrancy of a downtown and allow businesses to highlight their unique character. The combination of public investment and private sector engagement creates a unique sense of place and an active downtown district.

### In Alachua

In addition to design technical assistance grants, the City should add a Vibrancy Grant Program as a complement to the Facade Program that will assist in activating the sidewalks and storefronts. Eligible projects could include:

- Planters/pots
- Landscaping/potted plants
- Sandwich board or A-frame signage
- Custom business signage
- Professionally hand-painted window signage
- Outdoor merchandise displays
- Outdoor dining
- Outdoor seating
- Exterior lighting enhancements
- Interior storefront display lighting enhancements
- Creative exterior storefront modifications
- Public art (murals, sculpture, etc. – designs and locations require prior approval)
- Activities (cornhole, oversized outdoor games, etc.)



# Action Team Implementation



## Focus Area 1: Policy & Administration

Focus Area	Identifier	Strategy	Timeline	Level of Investment	Responsible Party
Policy & Administration	1.1	The City of Alachua should lead the formation of a Community Roundtable shortly after adoption of this plan that also includes the CRA, Alachua Chamber of Commerce, Alachua Business League, local pastors' association, school district, and other key partners. The meeting should be a standing meeting, once monthly, that partners commit to attending. Quarterly sessions should take place at a larger venue with the entire executive board from each partner group.	NOW	-	City
Policy & Administration	1.2	The City of Alachua should add to their existing Façade Grant by implementing Design Technical Assistance Grants to assist downtown property owners with renderings and design concepts for exterior property improvements to their buildings. These could be offered in \$500 - \$1000 increments, through a competitive application process, and/or by connecting property owners with an approved architect with the work product being a design rendering, following the Department of Interior's standards for historic preservation, and identifying various improvements that could be made to the exterior of the building that would contribute to the overall character of the downtown.	Years 1-3	\$	City/CRA
Policy & Administration	1.3	In addition to design technical assistance grants, the City should add a Vibrancy Grant Program as a complement to the Façade Program that will assist in activating the sidewalks and storefronts.	Years 1-3	\$	City/CRA



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FOCUS AREA 2

# Design

Thoughtful design supports a community's transformation by enhancing the environment for people and creating vibrancy in the downtown area.



“The physical design of the downtown streetscapes has created a post card worthy atmosphere. The next phase is to level up the experiences and amenities for visitors through arts and cultural offerings.”

## Design Theme

Alachua offers a quaint small-town lifestyle while living in close proximity to the amenities of Gainesville. The community is currently experiencing tremendous growth in the biomedical, high tech, and other industries. The quality employment opportunities are attracting young professionals and more affluent residents. This demographic strives for quality of life offerings, authentic experience, and a sense of connection to their community.

Despite the development of Tech City and other areas of the city, Downtown Alachua is poised to become the heart and soul of the community. The city has invested in improving the physical environment of the downtown core. The addition of street trees, curb extension landscape planters, benches, decorative streetlights, and other amenities has created a charming and beautiful Main Street. Despite the strong foundation, many locals feel as though downtown is currently overlooked by many residents and visitors. In the short-term, community leaders must focus on reintroducing locals and visitors to Downtown Alachua through targeted and strategic initiatives, enhancements, experiences, and promotions.

The physical design of the downtown streetscapes has created a post card worthy atmosphere. The next phase is to level up the experiences and amenities for visitors through arts and cultural offerings. Although the historic core is very classic and traditional, adding creative, funky, and abstract artwork will create an interesting dynamic and vibe. These authentic and unique experiences are attractive to young professionals, retirees, and more affluent audiences but can also be enjoyed by all.

The city, CRA, and other organizations are able to introduce artistic and cultural features through public art, events, promotions, and activities. This foundation will eventually spark activity in the private sector through growth in cultural businesses such as art galleries, specialty stores, and experience-based businesses.

# Key Connections

## Focus Area 2: Design

### Strategy (2.1)

Downtown Alachua is a quaint and charming district that extends along Bob Hitchcock's Main Street from Highway 20 to the railroad corridor near Peggy Road. The downtown core stretches approximately 4-blocks that is bookended with a node of commercial buildings at the north end and a node of buildings at the south end near the railroad corridor. The continuous facades of historic buildings are divided by 1-2 blocks of beautiful historic houses. While the houses have been preserved and are extremely attractive, the visual change from urban-style buildings with storefronts and continuous facades to the low-density residential neighborhood creates a gap between the two nodes. Visitors to the downtown core often fail to realize that the downtown extends multiple blocks. Strategies should be implemented to visually connect the north and south ends of the downtown core to encourage visitors to explore and enjoy the entirety of Downtown Alachua.

### In Alachua

As a short-term strategy, **downtown leaders should add sidewalk stickers to downtown sidewalks to connect the north and south ends of downtown and encourage visitors to explore the entire district.**

The existing streetlights and street trees provide a repetition that can visually link the two ends of Main Street. **Custom streetlight banners should be used to create a visual link along the Main Street corridor.** The banners can be updated seasonally to extend their lifespan. Bright colors utilizing the city's color palette will contrast with the green tones of the street trees.

Lighting can be an extremely impactful strategy to visually connect the two areas and add layers of vibrancy to the downtown area. Similar to the streetlights, the existing street trees provide a visual repetition that can link the two ends of downtown. **Christmas-style lights could be added to the street trees along Main Street to create a visual connection between the north and south ends of the district.** Lights could be strung in the tree canopies or wrapped around the trunks to create an interesting effect. Initially lights could be installed alternating trees in a zig-zag pattern along the corridor and additional trees could be lit in future phases. **As an alternative, up lighting could be added to the trees along the corridor.**

String lights are a common trend to add vibrancy and visual interest to downtown streets and public spaces. **Overhead string lights should be added between NW 150<sup>th</sup> Avenue and 148<sup>th</sup> Avenue as well as between NW 146<sup>th</sup> Avenue and NW 145<sup>th</sup> Avenue to create a visual linkage between the two areas.**

**Rooftop lighting could be added along the roofline of the downtown buildings as a vibrancy element.**





# Outdoor Dining

## Focus Area 2: Design

### Strategy (2.2)

Several factors contribute to creating a vibrant downtown atmosphere. A clean downtown makes visitors feel safe. An attractive streetscape with street trees, benches, and other amenities make visitors feel welcome. Activated storefronts create an interesting experience. All of these factors are important to creating a vibrant atmosphere, but nothing attracts people better than other people. Seeing activity like people shopping, jogging, biking, walking dogs, and other activities will do more to attract visitors to the downtown than any other strategy.

One of the easiest ways to encourage this type of activity is through outdoor dining. Colorful umbrellas, planters, furniture, and other fixtures adds to the streetscape while people utilizing the dining space adds activity and attracts other visitors.

Some communities can accommodate outdoor dining areas within the existing sidewalks. Even a simple two-top bistro table adds activity and interest. In communities with limited sidewalk space, parklets have been used to create spaces for outdoor dining. Parklets are temporary or semi-permanent installations that convert a single parking space into a space for outdoor dining. Parklets range from basic barriers with picnic tables to extravagant enclosed structures. Incorporating planters, colorful furniture or overhead coverings, string lights, etc. can really create an interesting destination for people.

### In Alachua

Visually Downtown Alachua is a postcard downtown, but it lacks the constant activity needed to be a truly vibrant downtown. Activity can be generated through events and promotions, but the goal is to establish a consistent and predictable daytime population in the downtown core. The existing restaurants can be used to create a spark.

The narrow sidewalks create challenges, but community leaders should [explore opportunities for adding spaces for outdoor dining by converting existing curb extensions into dining areas; encouraging businesses to redesign alleys and unused spaces; or adding parklets to strategic locations.](#) Overhead string lights, colorful umbrellas, colorful furniture, or other amenities could provide a spark of activity to the sidewalks. Many of the existing restaurants are clustered together so the addition of outdoor dining could create an immediate impact on the perceived activity and vibrancy of the downtown core.

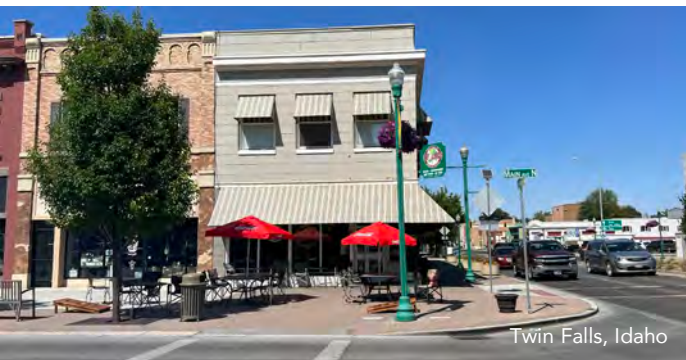


# Outdoor Dining

## Focus Area 2: Design

### Case Study

The Thornton Park neighborhood in Orlando, Florida, is a quaint and eclectic district with beautiful historic residential streets and a small commercial node with retail shops and restaurants. What likely began as a response during the Covid-19 Pandemic has evolved into a permanent activation strategy. Restaurants within the small downtown area have introduced outdoor dining spaces ranging from a collection of bistro tables to simple parklets. One parklet in particular at the corner of Washington Street and Hill Avenue used simple planter boxes to create a barrier between patrons and the street



# Removable Bollards

## Focus Area 2: Design

### Strategy (2.3)

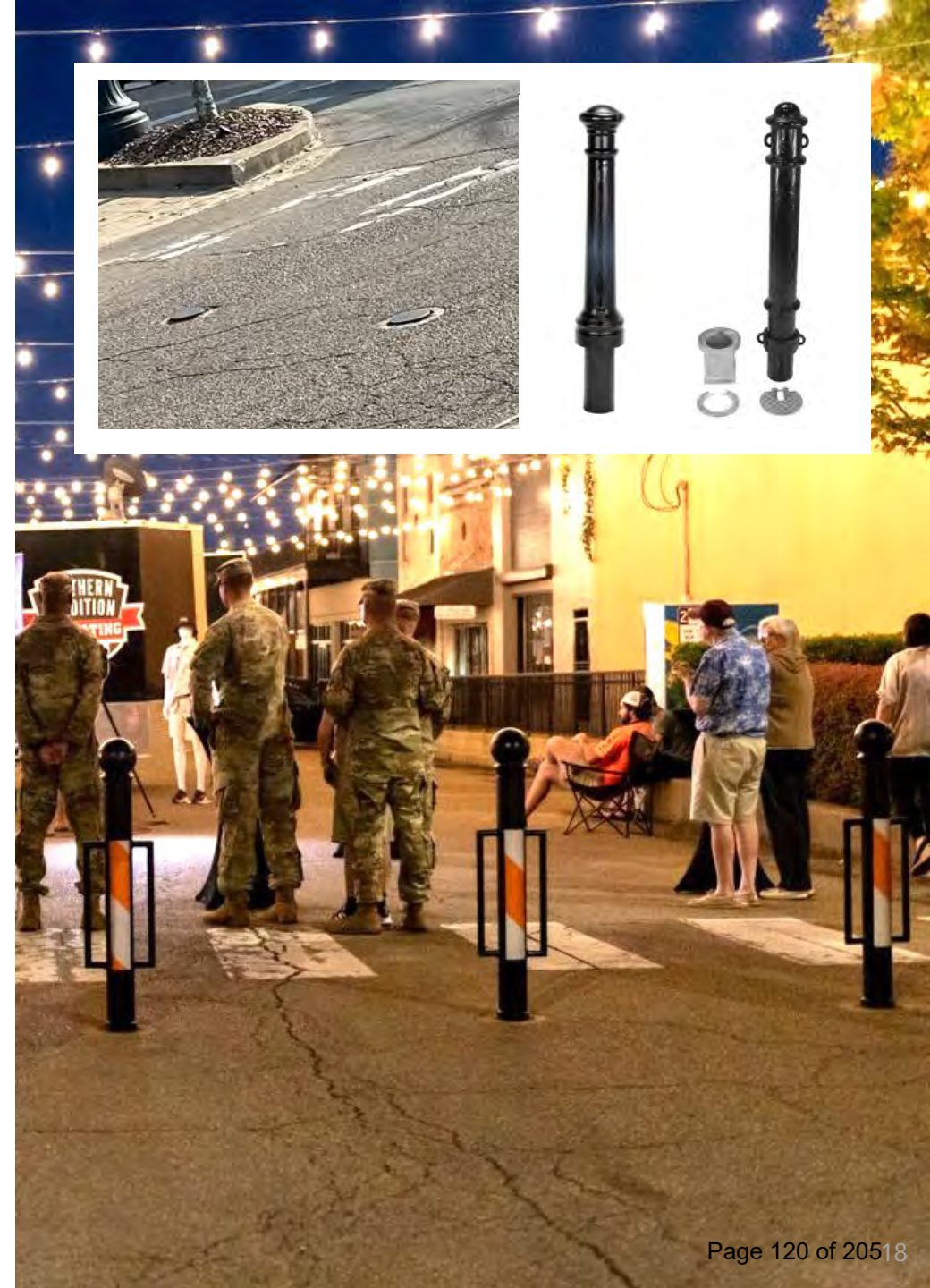
Festivals and events play an important role in activating downtowns. Attracting visitors to the downtown core connects them with the amenities, attractions, and most importantly, the businesses. It is critical that visitors have a great experience during these events. They must feel comfortable and safe. Making a good impression is key so the downtown should be clean, welcoming, and inviting.

Oftentimes streets are closed during large festivals and events to create a safe environment for pedestrians. This creates a tremendous amount of activity on the street and creates a vibrant atmosphere. The local police department is typically a strong partner with large events and manages the street closures. It is common practice to block the streets with police cars. Having law enforcement involved in the event is key to creating a safe environment, the presence of police vehicles with flashing lights does not create a welcoming environment. Additionally having a police vehicle parked for hours at a time is not an efficient use of resources.

An alternative to blocking the streets with vehicles or unattractive barricades is to install removable bollards on streets that are regularly used for events. Infrastructure is installed near the intersection that includes a below-ground sleeve that is capped when not in use and a bollard that slides into place when needed. Various styles are available, many of which are decorative and add to the quality of the downtown area. Bollards are a much more efficient and attractive way to block streets during events and festivals.

### In Alachua

Blocking sections of Main Street for various events and activities adds to the quality of life in Alachua and activates the downtown area. The city should **install removable bollard infrastructure at key intersections along Main Street to facilitate street closures for various activities**. This will provide flexibility for various events and allow for more efficient road closures.



# Action Team Implementation



## Focus Area 2: Design

Focus Area	Identifier	Strategy	Timeline	Level of Investment	Responsible Party
Design	2.1	Add sidewalk stickers to downtown sidewalks to connect the north and south ends of downtown and encourage visitors to explore the entire district.	Now	\$	CRA
Design	2.1	Continue to use custom streetlight banners to create a visual link along the Mian Street corridor.	On-going	\$	CRA
Design	2.1	Add Christmas-style lights or up-lighting to the street trees along Main Street to visually connect the north and south ends of the district. Lights can be added to the tree canopies or wrapped around the trunks.	Years 1-3	\$\$	City
Design	2.1	Add overhead string lights across Main Street between NW 150 <sup>th</sup> Avenue and 148 <sup>th</sup> Avenue as well as between NW 146 <sup>th</sup> Avenue and NW 145 <sup>th</sup> Avenue to create a visual linkage between the two areas.	Years 1-3	\$\$	City
Design	2.1	Explore the potential of adding rooftop lighting to downtown buildings as a visual enhancement and vibrancy element.	Years 3-5	-	CRA
Design	2.2	Explore opportunities for adding spaces for outdoor dining by converting existing curb extensions into dining areas; encouraging businesses to redesign alleys and unused spaces; or adding parklets to strategic locations.	Now	\$	City and CRA
Design	2.3	Install removable bollard infrastructure at key intersections along Main Street to facilitate street closures for various activities.	Years 1-3	\$	City



downtown strategies

FOCUS AREA 3

# Tourism & Promotion

Smart promotion initiatives position your Downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

# Wayfinding Signage

## Focus Area 3: Tourism & Promotion

### Strategy (3.1)

Guiding and directing visitors around the community creates a welcoming experience and educates visitors on the various attractions and destinations. Consistent signage allows visitors to easily navigate the community and find key destinations. Many communities have established a comprehensive wayfinding signage system which includes directional signs, welcome signs, gateway signs, parking signs, and even street signs. Signage systems provide an opportunity for incorporating a clear community brand (logo) and color palette to further create a sense of place.

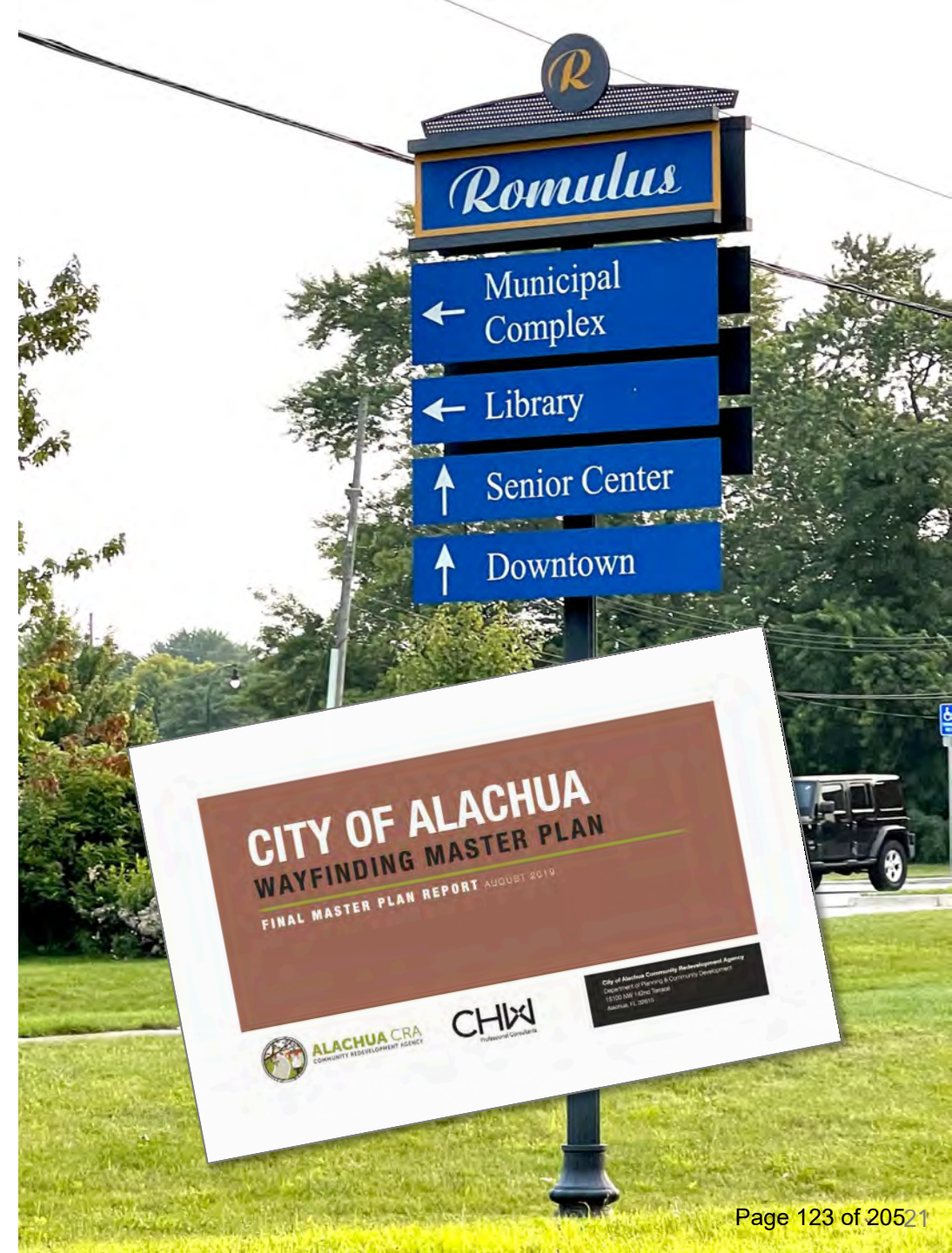
#### In Alachua

Linking Downtown Alachua with key attractions and destinations like the San Felasco Hammock Preserve State Park, Tech City, etc. is key to raising the awareness of the district and increasing visitor traffic. A Wayfinding Master Plan was developed by CHW Professional Consultants in August of 2019. The plan included a comprehensive wayfinding signage system with directional signs, public parking signs, gateway signs, and other types of signage. The plan has not been implemented, but the desire and need for wayfinding signage still exists within the community. The costs of the custom signage is likely a barrier for implementing the system on a large scale. However, breaking the overall system down into smaller projects can make the overall initiative more attainable.

The initial phase of the wayfinding signage system should include the installation of public parking signs within the downtown core. The sign design concept could be simplified to reduce the costs of the project. The scope of the public parking signs project would create an easier starting point for the local team.

A mid-term strategy should include the development of custom and branded “Open” signs for downtown businesses. These branded signs will showcase local businesses and add vibrancy to the downtown sidewalks. Future phases of the wayfinding signage system could include custom street signs within the downtown district and directional signs.

A long-term phase of the project should include the installation of a gateway sign at the intersection of Main Street and Highway 441. The Wayfinding Master Plan developed a concept for a large cross-street sign over Main Street. This concept would make a visual statement and gateway entrance into the downtown core. If costs are a barrier, perhaps the design could be divided into phases. The initial phase could include one or both of the columns (similar to Gateway Type ‘B’ on page 32). Then the cross-street portion could be added later. The custom nature of the design could also be simplified to make the project more attainable.



# Wayfinding Signage

FINAL DESIGN

## 03.2 | Signage Design GATEWAYS

CITY OF ALACHUA WAYFINDING MASTERPLAN (DRAFT)

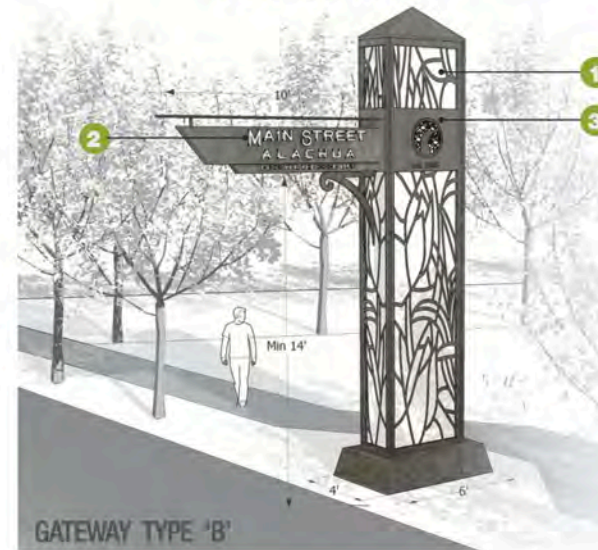


GATEWAY TYPE 'A'

30

## 03.3 | Signage Design GATEWAYS

CITY OF ALACHUA WAYFINDING MASTERPLAN (DRAFT)



GATEWAY TYPE 'B'

32

CONCEPT OPTION 2

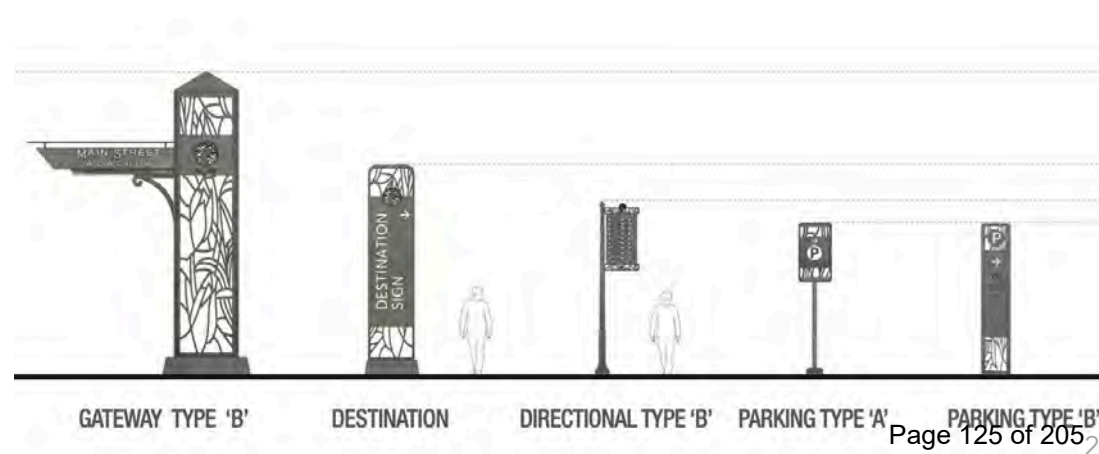
### OVERVIEW

- Selected as the preferred concept by CRA Advisory Board & CRA Board and further refined between Task 3 & Task 4. See Appendix for original concepts presented to the Board.
- More modern/contemporary approach.
- Gateway Option 'A' arches over the R.O.W. and would be recommended for Main Street entrance off of US 441.
- Gateway Option 'B' cantilevers over the R.O.W. and would be recommended for use for all other gateways. Secondary gateways would be scaled down in size from primary gateways.
- Leaf pattern fits with the C.R.A.'s branding efforts and is reflective of the Bradford Pear trees lining Main St. Alachua.
- Metal patterns are an abstraction of historic ornamental ironwork.
- Acrylic panel behind metal pattern can provide many opportunities for LED lighting.

### MATERIALS

- OPAQUE/TRANSPARENT**
  - Acrylic
  - Glass
  - Null
  - LED lighting optional
- TEXT**
  - Standoff/recessed
  - Powdercoated
  - Stainless Steel
  - Brushed Nickel
  - Corten Steel
  - LED lighting optional
- METAL**
  - Powdercoated
  - Stainless Steel
  - Brushed Nickel
  - Corten Steel

The Wayfinding Master Plan developed by CHW Professional Consultants in August 2019 included the Gateway Signage concepts above. Phasing the implementation of the wayfinding signage system is key. For example, the large cross-street gateway sign (Gateway Type 'A') could potentially be installed in phases. One column could be installed as an early gateway sign similar to Gateway Type 'B.' Another column could be added at a later date. Finally, the cross-street portion could be added as resources allow.



# Small-scale Retail Promotions

## Focus Area 3: Tourism & Promotion

### Strategy (3.2)

In simple terms, tourism involves connecting visitors with retailers and restaurants. This can take place through large community-wide events and festivals or small-scale retail promotional events. Rather than large events and festivals that require extensive planning and resources, the largest return on investment can often come from simple but targeted promotional events. Coordinating with retailers and restaurants to create an experience for customers can drive activity into the downtown area and have a financial impact the businesses. Simply give people a reason to come downtown and visit a local retailer or restaurant.

Small-scale retail promotions can take many forms. Reoccurring extended hours promotions such as Third Thursdays, First Fridays, Last Fridays, etc. are very common. Open Houses are also a common type of small-scale promotion. These are typically focused on a season (Spring, Summer, Fall, Holiday) and encourage visitors to shop local for the upcoming season. These styles of events coordinate the hours of downtown merchants which likely requires them to remain open longer than usual, merchants often offer a specific sale (10% off, BOGO, etc.), and in return the lead organization heavily promotes the event. Occasionally additional amenities are added such as live music or local art.

Sip-n-shop style events are also very popular. Sip-n-shops are similar to the extended hours promotions but add a culinary component with wine or beer tastings and appetizers. These are ticketed events, which provides fundraising opportunities, for a limited number of participants. Each participating merchant provides an appetizer and provides a tasting of wine, beer, or other beverage. Participants are given a tasting cup and are encouraged to visit each participating businesses to taste the various offerings. These events create tremendous opportunities for partnerships (wine provider, local breweries, beer providers, etc.) and sponsorships (event naming sponsor, tasting cup branding, etc.). Some communities have used the same approach for a more family-friendly event with a "Cookie Stroll."

Cultural events like art walks and art crawls are also popular. Art walks place local artists at participating merchants to either sell their wares or conduct live demonstrations (painters, potters, etc.). Similarly, art crawls pair artists with merchants, but add a sip-n-shop element of a wine or beer tasting. Both styles of events generate traffic for the merchant and provides exposure for the artist.



# Small-scale Retail Promotions

## Focus Area 3: Tourism & Promotion

Some small-scale retail promotions only require creative messaging and social media promotion. Finding creative ways to remind people about downtown attractions, promote local businesses, and highlight unique experiences is the key to generating constant traffic in the downtown area. Many communities use quirky holidays as inspiration for targeted promotions. "National Selfie Day" can inspire posts encouraging visitors to take photos in front of their favorite mural. "National Coffee Day" can inspire posts encouraging residents to visit the local coffee shop. "National High Five Day" could be used as a creative promotion where customers that high five the clerk at check-out receive a 5% discount. The possibilities are endless and the sillier the better.

Creative events can also attract audiences to the downtown core. Pet parades, duck hunts (with rubber duckies), scavenger hunts, Salsa in the Streets dancing events, Zombie walks, Witches Ride, trivia night, Selfies with Santa, etc., are all examples of creative events that are perfect for downtown settings.

### In Alachua

Downtown Alachua has a variety of events and festivals such as the Main Street Festival and the Harvest Festival. These types of festivals are great for inviting large groups of visitors into the downtown core. However, large festivals and events require a tremendous amount of time and resources to plan and execute. Downtown Alachua needs visitor traffic on a more regular basis to create a consistent daytime customer base and eventually create a night life crowd as well. Small scale retail and culinary promotions require leaders to coordinate with local businesses and social media promotions. These types of events could include seasonal open houses, creative holiday promotions, or regular extended hour events.

A short-term priority of Downtown Alachua should be to incorporate creative small-scale promotions into the scope of work for downtown. Lead organizations should pilot 4 small events that simply require coordination with downtown merchants and social media promotion such as a seasonal open house. Other creative events can be incorporated over time as confidence builds with the merchants and downtown organizations.



### SEASONAL

- Seasonal Open House Events (Spring, Summer, Fall, Winter)
- Holiday Open House Events (Christmas Open House, Halloween Open House, etc.)
- Themed Promotions: Back to School, Homecoming, Summer Kick-off, Football season, Prom, etc.



### QUIRKY

- Quirky Holiday Promotions (National Coffee Day, National Margarita Day, National High Five Day, etc.)
- Super Bowl Weekend
- Scavenger Hunt
- Happy Hour dining and shopping event
- Trivia Night



### REGULAR

- Wine Tasting Events
- Ladies Night Out
- First Fridays
- Craft Beer Tastings
- Market on Main
- Arts Festivals
- Concerts/Live Music



### STORYTELLING

- New Business Ribbon Cutting Ceremonies
- "Humans of New York"-style storytelling campaigns
- Videos and interviews with downtown merchants and local heroes

# Small-scale Retail Promotions

## Focus Area 3: Tourism & Promotion

### Case Studies

**Olde Towne Clinton**, Mississippi unlocked the key to attracting a younger demographic to the downtown core through their “Olde Towne After Dark” series that featured Trivia Night. Teams of 4 participated in the event for \$10 per team. Participants brought their own lawn chairs and set up on the historic brick streets while an emcee guided the trivia competition. Harry Potter night was by far their most successful event!

**Laurel Main Street** in Laurel, Mississippi, home to the popular HGTV show “Hometown,” took a creative approach to the sip-n-shop style events. During the Christmas shopping season, they hosted a “Cookie Stroll” to encourage last minute shoppers to patronize local merchants. The family-friendly event also featured live music, sales, and other special activities.

**The Hattiesburg Pocket Museum** in Downtown Hattiesburg, Mississippi, is one of the quirkiest attractions you will ever see and hosts a variety of creative events and promotions. The “Tiniest Museum” is housed in a former newspaper stand along a downtown alley. The star of the show is the quirky exhibits, but the museum hosts a variety of events and maximizes the use of social media for promotions. Creative events and activities include an “Eye Spy” scavenger hunt style activity and “Ink in the Alley” tattoo event. They also organized a “Duck Hunt” featuring rubber duckies that were scattered around various downtown businesses. Social media was used to promote the activity and provide clues to the locations of the ducks. This creative promotion encouraged customers to visit various merchants to “hunt” the ducks in order to receive special deals and prizes.

Several communities have organized “**Howl-o-ween**” events focused on pet-themed promotions. Pet parades, costume contests, and other activities encourage pet owners to visit downtown and local businesses. Oftentimes fundraising for the local Human Society or shelter is incorporated into the event.



# Small-scale Retail Promotions

## Focus Area 3: Tourism & Promotion

### Case Studies (continued)

Starkville, Mississippi is a small college town that is home to Mississippi State University. Despite the presence of the major university and the tens of thousands of tourists that visited the community for various university athletic events and other activities, Downtown Starkville was not capitalizing on the tourism potential. In 2011, the community began efforts to revitalize the downtown and better capitalize on being a college town.

For example, at that time 50,000+ visitors would attend a football game on Saturday, but very few visited the downtown area. There was nothing to do on Friday night prior to the game and all restaurants and businesses were closed on Sunday. So, there was very little opportunities to generate an economic impact from the large number of tourists.

The initial focus of downtown revitalization efforts focused on creating opportunities for visitors to experience local businesses during their football weekend. “Bulldog Brunch & Browse” was created to provide a Sunday shopping and dining experience for university visitors. On the Sunday after a home football game, downtown retail businesses were open and offered a small discount; and restaurants offered a brunch and lunch menu. It was important that most businesses participate in order to create an enjoyable experience. Rather than permanently altering their hours, business owners were asked to commit to piloting the event series during the 6 home football game weekends.

In return the Starkville Convention and Visitors Bureau (CVB) promoted the event heavily on social media as well as storefront posters. All promotions included the names and logos of the participating businesses. Many business owners were skeptical but most participated.

The initial Bulldog Brunch & Browse series was a resounding success. Sunday, when they were previously closed, became one of the largest sales days for retailers and restaurants. Eventually downtown merchants began planning their own promotions throughout the year.

Today, in 2024, most merchants are regularly open for a few hours on Sunday. Restaurants throughout the city now offer brunch menus and have a consistent Sunday customer base. The event was a tremendous success, but only required coordination with the downtown merchants and strategic and targeted promotions.



# Guide the Narrative

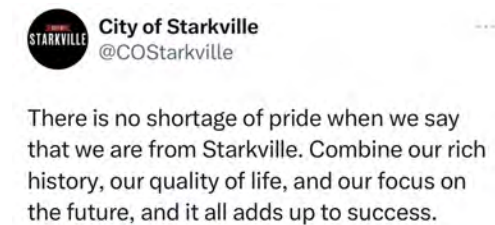
## Focus Area 3: Tourism & Promotion

### Strategy (3.3)

Changing the perception or narrative of the downtown area is challenging. Sometimes downtowns have the reputation of being unsafe, empty, or simply boring. Changing that narrative can be jumpstarted through targeted and strategic marketing and messaging. Community leaders must make the downtown look inviting, interesting, and exciting. Sharing high quality photographs of events can make them look exciting and make people want to share in the experience at the next opportunity. Telling the story of a local business owner or downtown hero makes people feel a part of their story and creates a connection between the reader and subject. Creating regular posting showcasing content that tells the story of the downtown can begin to create a buzz about the district.

### In Alachua

Oftentimes organizations such as the Main Street Association, Tourism Association, or lead downtown organization lead messaging efforts for the downtown. However, many cities have realized the important role that quality of life plays in the growth of the community and have started taking an active role in the marketing of the community. The City of Alachua has recently hired a Public Information Officer for the city. The city, CRA, or other organizations should partner to **develop a marketing series focused on promoting the positive stories of Downtown Alachua. Content could include photo galleries from events, highlights of local leaders, spotlights on local businesses, or simple "Day in the Life" posts about downtown.**



# Reestablish the Farmers' Market

## Focus Area 3: Tourism & Promotion

### Strategy (3.4)

Farmers markets allow consumers to have access to locally grown, farm fresh produce; enables farmers the opportunity to develop a personal relationship with their customers; and cultivate consumer loyalty with the farmers who grows the produce.

Markets can be located on the highway corridors or in the downtown core. While markets located along the highway generate easier sales for growers, downtown markets create a unique atmosphere and add to the community's unique sense of place. Great markets are created through the clustering of activity. They require the intentional aggregation of local food production, but also of other services and functions. The food is the central reason for why people gather, and that gathering creates a hub for community life. Food will always be the core, but how you build off that depends on local needs. Culinary demonstrations, live music, children's art activities, and local plant sales are all ways to grow your market into a true community hub.

Markets positioned properly can serve as business incubators, allowing bakers, artisans, and other makers to test the market for their products and offerings. These budding entrepreneurs can develop loyal followings at the weekly or bi-weekly markets, which affords them greater chances of success in the brick-and-mortar realm.

### In Alachua

Alachua should **reestablish a local farmers' market located in the downtown core to highlight the local farmers, growers, and area culinary attractions.** The market will serve as a reoccurring anchor event and attract visitors into downtown. Additionally, the market can serve as an incubator space for local culinary entrepreneurs by providing a space for them to test products and build a customer base. Vendors can line the street rather than building a permanent structure.



# Farm-to-Table Dinner

## Focus Area 3: Tourism & Promotion

### Strategy (3.5)

The local food network and community's culinary talent can be showcased through a fun and creative Farm-to-Table Dinner. These dinners are ticketed events with limited capacity and can serve as great fundraising opportunities. Local chefs use locally grown and sourced produce, fruit, meats, and other ingredients to create a multi-course meal. The attendees are treated to a delicious and fun experience as local chefs highlight locally sourced products and showcase their creative abilities.

Downtowns are the perfect venue to host Farm-to-Table Dinners. Communities often set up a long row of tables in the middle of the street and add overhead string lights, creative table settings, and other decorations to create a fun atmosphere for attendees. They are a great way to showcase the local culinary talent and build relationships between growers and restaurateurs.

### In Alachua

Reestablishing the farmers' market will create opportunities to showcase Alachua's local culinary products and talent. The CRA should host a Farm-to-Table Dinner on Main Street to create a unique experience in Downtown Alachua. In addition to showcasing local culinary assets, the event would also showcase the beauty and quaintness of the downtown core while providing high-end entertainment experience.. The narrow streets, street trees, and other details would create a beautiful atmosphere for this type of event. Professional photography should be taken to collect high quality imagery for future promotional efforts.

### Case Study

Downtown Stockton, California, is home to the historic Bob Hope Fox Theatre. Visit Stockton hosts an annual dinner called the "[Feast at the Fox](#)" serves as a fundraiser for the local community college's culinary program. The Farm-to-Table dinner takes place on Main Street directly in front of the theatre and features local foods and ingredients harvested within 30-minutes of the city. The four-course meal prepared by local chefs also showcases local wines. The event is limited to 176 attendees and tickets are \$175 each. In addition to the dinner, a live auction and live music add to the fun atmosphere.



# Downtown Merchant Meetings

## Focus Area 3: Tourism & Promotion

### Strategy (3.6)

Communication is key within the network of downtown businesses. Gathering regular feedback regarding the successes and challenges within the downtown is critical. This is especially true with downtown events and promotions. The goal of most tourism initiatives is to bring activity into the downtown area in order to connect customers with local businesses. Ideally retailers and restaurants are able to capitalize on the increased traffic from the event and increase sales during that time. However, sometimes events hinder downtown merchants in some way. It is important to understand the issues and identify potential remedies for the concerns.

The appropriate downtown organization (Main Street Association, Downtown Business Association, chamber of commerce, etc.) should organize a text group for downtown retailers and restaurants. This allows for easy communication between the organization and merchant group. Text-based communication allows for fast engagement and response. Apps such as GroupMe are commonly used for this type of communication. In addition to the text group, regular meetings with retailers should be held monthly or quarterly to discuss topics relevant to downtown. This allows for organizations to explain upcoming events; notify them of disruptions such as street closures; outline upcoming policy changes or political affairs; and gather feedback from previous events and promotions.

Regular communication with the retailers can improve the relationship between the various business owners as well as with the partnering organization. The organization can utilize the feedback from the meetings to determine what worked, what did not work, and what can be modified with future events to ensure that the return on investment is maximized. These meetings should be brief, focused, and productive.

### In Alachua

The Alachua CRA should **host regular merchant meetings to improve communication between the local organizations (CRA, city, etc.) and downtown merchants.** These meetings will allow community leaders to outline upcoming events, promotions, and initiatives so that downtown stakeholders are fully aware of current efforts. These meetings also provide opportunities to gather input and feedback from merchants about past events. The CRA should also **create a group text with all downtown merchants in order to facilitate fast and efficient form of communication.** These lines of communication are key to building trust between the merchants and downtown organizations.



# Downtown Merchant Meetings

## Focus Area 3: Tourism & Promotion

### Case Studies

The **Starkville Main Street Association (SMSA)** in Starkville, Mississippi, hosts monthly “Retail Meetings” with downtown business owners. During the meetings, the director provides an overview of the upcoming slate of events, important times (road closures, start/end times, etc.), and other relevant information. They also discuss recent events and provide opportunities for the business owners to provide feedback. Additionally, the SMSA director manages a group text with all downtown merchants.

Through these discussions the SMSA has received valuable feedback that has allowed them to make crucial decisions regarding events, activities, and promotions to ensure that they provide a positive impact on downtown merchants. For example, one retailer asking that an entertainment trailer used for an event be moved a few feet further so that it does not block their doorway. That simple request was easily accommodated and had a tremendous impact on the business owner. Another example is when merchants provided feedback that the large fall festival, Downtown Pumpkinpalooza, was negatively impacting their businesses because the street was closed on a typical high-traffic night which reduced their sales, and the line of trick-or-treaters blocked the entrances to their storefronts. The event was moved from a Friday night to a Thursday night and the trick-or-treating was relocated to the street rather than the sidewalks. Those adjustments did not impact the success of the event at all but had tremendous impacts on the businesses. The years of open communication between SMSA and the business owners has built a strong level of trust between the merchants and the organization.

**Stephenville Main Street** in Stephenville, Texas, established monthly “Downtown Halls” (A play off of the term “Town Hall Meetings”) to build trust and increase communication between the organization and downtown merchants. The topics of conversation also cover past and upcoming events, downtown needs, and other initiatives.



# Action Team Implementation



## Focus Area 3: Tourism & Promotion

Focus Area	Identifier	Strategy	Timeline	Level of Investment	Responsible Party
Tourism & Promotion	3.1	Install public parking signs within the downtown core.	Years 1-3	\$	City
Tourism & Promotion	3.1	Develop custom "Open" signs for downtown businesses to be placed along the sidewalks.	Years 1-3	\$	CRA
Tourism & Promotion	3.1	Install the initial phase of a gateway sign at the intersection of Main Street and Highway 441 (following the Wayfinding Master Plan).	Years 3-5	\$\$\$	City
Tourism & Promotion	3.2	Incorporate creative small-scale promotions into the scope of work for downtown.	On-going	-	CRA
Tourism & Promotion	3.2	Pilot a series of 4 small-scale retail promotions focused on connecting visitors to downtown merchants.	NOW	-	CRA
Tourism & Promotion	3.3	Develop a marketing series focused on promoting the positive stories of Downtown Alachua. Content could include photo galleries from events, highlights of local leaders, spotlights on local businesses, or simple "Day in the Life" posts about downtown.	Years 1-3	-	City or CRA
Tourism & Promotion	3.4	Reestablish a local farmers' market located in the downtown core to highlight the local farmers, growers, and area culinary attractions.	Years 1-3	\$	CRA
Tourism & Promotion	3.5	Host a Farm-to-Table Dinner on Main Street to create a unique experience in Downtown Alachua.	Years 3-5	\$	CRA
Tourism & Promotion	3.6	Host regular merchant meetings to improve communication between the local organizations (CRA, city, etc.) and downtown merchants.	NOW	-	CRA
Tourism & Promotion	3.6	Create a group text with all downtown merchants in order to facilitate fast and efficient form of communication.	NOW	-	CRA



downtown strategies

FOCUS AREA 4

# Economic Vitality

Economic Vitality focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

# Google Business Profiles

## Focus Area 4: Economic Vitality

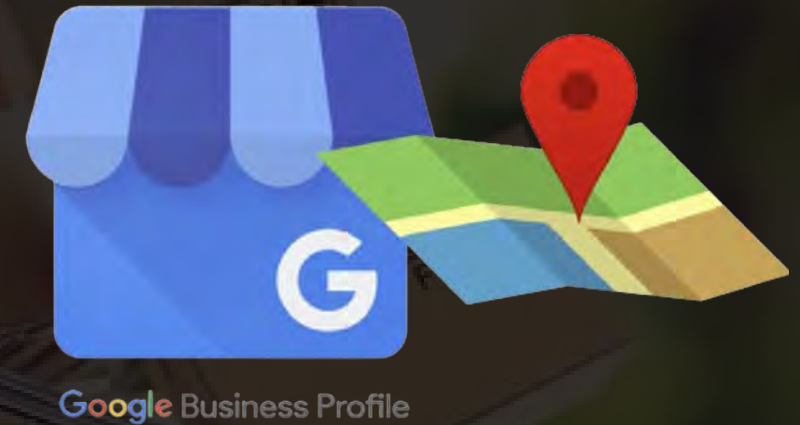
### Strategy (4.1)

Claiming a Google Business Profile (GBP) – formerly Google My Business – is essential (and free) for small businesses to manage their online presence. It assists busy residents and visitors to know the hours of operation of local businesses, as well as to get a quick idea of the business' aesthetic and offerings by glimpsing at photos and quick links. Google Business Profile (GBP) serves as a digital storefront in the online world. Optimizing it is crucial for attracting customers and enhancing a local business's online presence.

### In Alachua

Hold a training workshop for small businesses on how to claim or create a Google Business Profile and focus on ways to optimize their listing. Use the worksheet provided as a supplement to the training. Below are key takeaways for small businesses from our guide:

1. **Complete your business information:** Fill out all the relevant fields in your GBP, including business name, address, phone number, website, business hours, and categories. Provide as much information as possible to ensure accuracy.
2. **Use high-quality photos:** Upload high-resolution images of your business, including the interior, exterior, products, and team. Visual content helps customers get a better sense of your business and can improve engagement.
3. **Encourage customer reviews:** Actively encourage satisfied customers to leave positive reviews. Respond promptly to both positive and negative reviews to show that you value customer feedback. Positive reviews can boost your business's credibility.
4. **Add posts regularly:** Use the "Posts" feature to share updates, events, promotions, or new products/services. Regularly posting relevant content helps keep your audience engaged and informed.
5. **Optimize business description:** Write a concise and compelling business description that accurately represents your offerings and highlights your unique selling points. Use relevant keywords to improve your search engine visibility.



**76%** of people who conduct a local search on their smartphone visit a physical place within 24 hours.

**28%** of those searches result in a purchase.

# Entrepreneur Meet-ups

## Focus Area 4: Economic Vitality

### Strategy (4.2)

Downtowns serve as a great “nest” for entrepreneurs to test concepts and grow over time. A common question for many communities is how to identify entrepreneurs and foster their growth? A short-term strategy is to tap into the existing entrepreneurs in the community. Citizens who recently took a risk and opened a new downtown business. These types of people are often connected with other like-minded individuals in the community. They likely know others who are operating an at-home business, striving to become a start-up, exploring options for brick-and-mortar locations.

### In Alachua

The CRA, in conjunction with the Chamber and Business League, should lead efforts to identify and nurture entrepreneurs through partnerships with existing tech industry in the area, the Florida Small Business Development Center in Gainesville, and Santa Fe College by holding regular meet-up events for existing and budding entrepreneurs.

- **Build a list of entrepreneurs by engaging with existing entrepreneurs, adding makers and vendors from festivals, and consulting Tech City, Progress Park, and Santa Fe College.**
- **Schedule a regular series of Entrepreneur Meet-ups in Downtown Alachua with a loose programming schedule such as:**
  - **Peer-to-peer storytelling from start-up and seasoned entrepreneurs**
  - **Maker-focused sessions (such as field trips) to include potential small-scale manufacturers**
  - **Real-estate Open House to showcase available buildings and to build connections with property owners**



# Case Study: Real Estate Open House Tour

## Sandersville, Georgia: Upstairs Downtown Tour

In many downtowns, limited retail-ready (or restaurant-ready) space is the biggest barrier for entrepreneurs. Potential tenants don't know which buildings are available, who owns them, or what the lease prices are, and many times, contact information is not posted at the property. An available property open house tour event showcases available spaces and matches entrepreneurs with property owners in a fun a light-hearted setting.

In Sandersville, Georgia, the Chamber of Commerce hosts the Upstairs Downtown Tour, which is a ticketed event (\$15 per person,) and aims to showcase historical and architectural highlights of downtown properties in an after-hours organized event. The event in Sandersville has won statewide awards and has given inspiration to other rural communities to showcase their properties for strategic purposes.

In Alachua, the purpose should be to showcase successfully renovated spaces and highlight available commercial space – connecting entrepreneurs with property owners. In addition to entrepreneurs, developers, potential investors, and other members of the business community should be invited.



**7 203 NORTH HARRIS**

CIRCA 1898  
FOR RENT: \$400/month  
CURRENT USE: Vacant  
The space located at 203 North Harris Street (800 sq ft, bottom floor) is a portion of the original Holt-Chapman Building erected in 1898 and designed by the architect Choate. This space most recently served as a nail salon and later a downtown coffee shop.  
OWNER: William Rawlings, Pascua Management  
rawlings@pascuamanagment.com, (478) 552-1125



**9 THE ICE HOUSE**

CIRCA 1923  
FOR SALE OR RENT: Contact owner  
CURRENT USE: Vacant  
Built in 1923, the Ice House was Sandersville's first and only ice production plant. The building was purchased by McGinnis Leathers in 2005.  
OWNER: McGinnis Leathers  
mcginnisleathers@hotmail.com, (706) 247-3245



**11 THE NEWMAN-BELL HOUSE**

CIRCA 1890  
FOR SALE \$120,000  
CURRENT USE: Vacant  
Built in 1890 by Isidore Newman and his wife Lala Newman. Three families have enjoyed this beautiful home since the Newmans: the Bells (1963-1989), the Thides (1989-2004) and the Brights (2004-2014). The Brights began renovations on the home, but due to illness, were unable to complete renovations. The home was taken over by the Geo. D. Warthen Bank which currently owns the home.  
REALTOR: Beverly Bell Webb  
beverly@tandcrealestate.com, (478) 232-8830



**1 THE PRINGLE BUILDING**

CIRCA 1890  
NOT FOR SALE  
CURRENT USE: Event space  
First built as the Farm and Mercantile store. Later the building served many purposes, some of which were (not in chronological order): Meat Market(1908), General Store(1908), Sears, The Sandersville Progress, law offices (upstairs) and apartments(upstairs). Cindy, Joey and Tracy Giddens purchased the building in 2012 and renovated the first floor, opening downstairs shops in October 2012. They then began upstairs renovations in 2013 and opened the second floor as an event space in June 2014.  
OWNER: Joey Giddens. ggifts@att.net



**3 ESQUIRE**

CIRCA 1858  
FOR SALE: Negotiable, contact owner  
CURRENT USE: Upstairs vacant  
Constructed in 1858 as The Sandersville Hotel, this building became an addition to the first Rawlings Sanitarium about 1905. Later becoming offices and a nurses' home in 1914 until the early 1960's.  
OWNER: Suki Griffin  
(478) 234-2369



**5 WILSON FURNITURE**

CIRCA 1905  
FOR SALE: \$169,500  
CURRENT USE: Storage  
This building is the only remaining portion of the original Isidore Hotel, transitioning into the Herman-Evans Sanitarium from 1910-1913 and then the Rawlings Sanitarium, known to the community as "The Hospital" from 1913-1961. There was an addition to the back of the building for storage, circa 1960. The lower floor of the building became the Wilson Furniture Company in 1994. The original hospital operating room with skylight remains on the second floor, front room.  
REALTOR: Beverly Bell Webb  
beverly@tandcrealestate.com, (478) 232-8830



**8 THE TOWN SHOP**

CIRCA 1970  
FOR SALE: Negotiable, contact owner  
CURRENT USE: Vacant  
This building was constructed in 1970, serving as a gas station and convenient store until 2003. The gas tanks have since been removed and all ground testing and monitoring is complete. The property is available for renovation or redevelopment.  
OWNER: Trey Sheppard  
trey@howardshppard.com, (478) 552-5127



**10 THE POWER BUILDING**

CIRCA 1905  
FOR SALE OR RENT: Contact owner  
CURRENT USE: Vacant  
The city constructed the Electric Light Plant and Pump House circa 1905 to serve the City of Sandersville, its businesses and residents with electricity. The City of Sandersville/ Downtown Development Authority of Sandersville sold the building to McGinnis Leathers in December of 2009.  
OWNER: McGinnis Leathers  
mcginnisleathers@hotmail.com, (706) 247-3245

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**2 OLD BELK BUILDING**

CIRCA 1982  
FOR SALE \$180,000.00  
CURRENT USE: Upstairs vacant  
Old Belk department store. The Stewart family purchased and remodeled for their printing business. In 2006 they sold the business and the building. Served as commercial rental property since 2006.  
OWNER: Trey Sheppard  
trey@howardshppard.com, (478) 552-5127



**4 RAWLINGS SANITARIUM**

CIRCA 1895  
NOT FOR SALE  
CURRENT USE: Upstairs vacant  
Built in 1895 as a two-story, 10 room hospital with patient rooms and operating room located on the second floor; the latter distinguishable today by its tile floor (down a hallway to the back of the building). The central waiting room on the second floor is distinguishable by its sky light.  
OWNERS:  
John Dana: jadatty@sandersville.net, (478) 552-6031  
Jim Jeffords: jimjeffords2003@gmail.com



**6 MASONIC LODGE**

CIRCA 1924  
NOT FOR SALE  
CURRENT USE: Upstairs apartments  
This building was the third Masonic Hall on this site. The first, dating from 1847, burned in The Great Fire of 1855 that resulted in the layout of today's City Square. Its replacement, a Greek Temple style, burned in 1921 as a result of lightning. The local Masonic Lodge occupied the current structure until 2001. The building was restored under NPS guidelines, and now has commercial space downstairs, and three apartments upstairs, one of which is used by the owner as his private office.  
OWNER: William Rawlings, Pascua Management  
rawlings@pascuamanagment.com, (478) 552-1125

**UPSTAIRS, DOWNTOWN TOUR SANDERSVILLE georgia**

**THURSDAY, NOVEMBER 3, 2016, 1:00 - 7:00PM SELF-GUIDED TOUR**

**Washington County Chamber of Commerce**



**UPSTAIRS, DOWNTOWN LOCATION MAP**

- Space Renovated
- Space Not Renovated
- Courthouse
- Tour Starting Point

*If you're the kind of person who loves to LOOK UP and fantasize about what's behind the fabulous architectural details on downtown's historic buildings... this tour's for you!*

Visit eleven seldom-seen downtown locations – locations that have historical significance, have been renovated, or that are vacant just waiting for new possibilities. Walk, talk, and learn.

# Business Recruitment Packet

## Focus Area 4: Economic Vitality

### Strategy (4.3)

Almost every downtown desires to have more retailers, restaurants, and other businesses. Ideally this growth would happen organically as the perception and reputation of the downtown shifts to become a destination. Building a strong sense of place within the downtown is important. The downtown should be clean, inviting, safe, and attractive. The properties and buildings should be well maintained and ready for tenants. The area should be active and frequently used for events. While all of these elements are important pieces of the puzzle, communities can also take an active role in recruiting businesses to the downtown.

Many communities have successfully targeted specific businesses in nearby cities or regions and recruited them. This could be a relocation, convincing the business to open a second location, or convincing them to open another concept in the new community. Successfully pitching the community to this business requires a structured and organized presentation of data and real estate details.

A Business Recruitment Packet contains information relevant to recruiting a potential business in an easy-to-follow format. The packet should include:

- **Market analysis data summary**
- **Map of the downtown district**
- **List of available properties with real estate information**
- **Guide to necessary approval processes**
- **Guide to available incentives and programs**
- **Point of contact information**

### In Alachua

In Alachua, the Business Recruitment Packet should include any focus properties, market analysis key components from this plan, incentives available, and contact information for the City to ensure that no balls are dropped. A key opportunity for Alachua is to promote business opportunities to thriving existing businesses in the region.

If desired, Downtown Strategies can create this Business Improvement Packet for Alachua through an Implementation partnership for quick implementation.



**ARE YOU A BUSINESS OWNER OR ENTREPRENEUR LOOKING FOR THE PERFECT OPPORTUNITY TO TAKE THE NEXT STEP?**

**LOOK HERE**

Downtown Sandersville is the perfect place for you! Whether you are an existing business looking for a new home, a business looking to expand and add a new location, a start-up looking to take the next step, or an entrepreneur ready for a new adventure, our downtown is the ideal place to start your next chapter!

Our downtown is a network of business owners, organizations, and civic organizations constantly looking for ways to enhance our downtown. We regularly invite visitors to downtown through our festivals, events, social media marketing, and promotions. We also understand the importance of a first impression and regularly improve our curb appeal through design and beautification projects. We strive to create an authentic visitor experience so your business can thrive!

Are you tired of the red tape and constant jumping through hoops? We recognize that most city governments seem to constantly look for reasons to tell you "No." Our goal is to get you to "Yes" as quickly as possible. We recognize how challenging it is to open a business and we want to make sure you feel welcomed and embraced as a part of our community.

We want to make it as easy as possible for you to join our existing business community and get your ideas off the ground soon! Our "Ready for Business" guide provides all the resources you need to get started. Whether you are a first-time business owner or a seasoned professional, our guide will make the process simple and straightforward.

Find tips and details about incentives, policies, processes, and key contacts necessary to successfully open a business. Do not wait another minute – take the first step to launching your dream business in our dynamic downtown today!

**Use this guide as a resource to help you get Ready for Business and join our downtown family.**

1 DOING BUSINESS   2 ABOUT   3 INCENTIVES   4 PARTNERS/PROPERTY   5 RULES/CONTACTS

# Key Catalyst Opportunity

## Focus Area 4: Economic Vitality

### Strategy (4.4)

Thriving downtowns generally have a common component, and that's a traffic generating "anchor" such as a popular restaurant, brewery, or other asset. When aiming to attract a new anchor or catalytic business opportunity, it's key for city leaders to think proactively and take actions that will deliberately attract what they desire. While many cities don't want to be "in the real estate business," redeveloping key properties puts community leaders in the driver's seat and allows them to stabilize a key property and either sell it, use the asset as a development incentive, or redevelop it themselves. RFPs can be issued specifying a desired use (such as mixed with retail and residential) and the gifting of the asset can sometimes provide enough gap financing to make a development pro forma "pencil," where it normally would not.

### In Alachua

In Alachua, property on the far south-end of the downtown corridor at the intersection of NW 145 Avenue and Bob Hitchcock's Main Street (building and parking pictured right,) stands out as a catalyst redevelopment project for a brewery and potentially a mix of uses because of its size, location, access to parking, and location in a more underdeveloped section of downtown.

- The City should take steps to acquire the property and evaluate the structural integrity of the shell.
- Next, the property should be stabilized or scraped and a design concept featuring a brewery should be assembled.
- Then, an RFP should be distributed to the development community and posted on the City's website for the building requesting project proposals.
- Once a credible and financially sound developer is identified, the City should consider using the asset as a development incentive, instead of selling the asset for profit.
- It's imperative that the codes related to the downtown core in the LDRs be reviewed and amended as necessary before the property changes hands. Being a catalyst project, this could be the first iteration in a series of mixed-use, multi-level structures.



# Action Team Implementation



## Focus Area 4: Economic Vitality

Focus Area	Identifier	Strategy	Timeline	Level of Investment	Responsible Party
Economic Vitality	4.1	Hold a training workshop for small businesses on how to claim or create a Google Business Profile and focus on ways to optimize their listing. Use the worksheet provided as a supplement to the training.	NOW	-	City
Economic Vitality	4.2	Build a list of entrepreneurs by engaging with existing entrepreneurs, adding makers and vendors from festivals, and consulting Tech City, Progress Park, and Santa Fe College.	NOW	-	CRA
Economic Vitality	4.2	Schedule a regular series of Entrepreneur Meet-ups in Downtown Alachua with a loose programming schedule such as: <ul style="list-style-type: none"> <li>• Peer-to-peer storytelling from start-up and seasoned entrepreneurs</li> <li>• Maker-focused sessions (such as field trips) to include potential small-scale manufacturers</li> <li>• Real-estate Open House to showcase available buildings and to build connections with property owners</li> </ul>	Years 1-3	\$	CRA
Economic Vitality	4.3	Create a Business Recruitment Packet which should include any focus properties, market analysis key components from this plan, incentives available, and contact information for the City to ensure that no balls are dropped. A key opportunity for Alachua is to promote business opportunities to thriving existing businesses in the region.	Years 1-3	\$	City
Economic Vitality	4.4	The City should take steps to acquire property on the south end of Main Street for a catalytic development opportunity.	Years 3-5	\$\$\$	City
Economic Vitality	4.4	The property should be stabilized or scraped and a design concept featuring a brewery should be assembled.	Years 3-5	\$\$	City
Economic Vitality	4.4	An RFP should be distributed to the development community and posted on the City's website for the building requesting project proposals. Once a credible and financially sound developer is identified, the City should consider using the asset as a development incentive, instead of selling the asset for profit.	Years 3-5	\$	City



# CITY OF ALACHUA

AMENDED  
COMMUNITY REDEVELOPMENT PLAN





# ACKNOWLEDGEMENTS

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Robert Wilford, Vice Mayor

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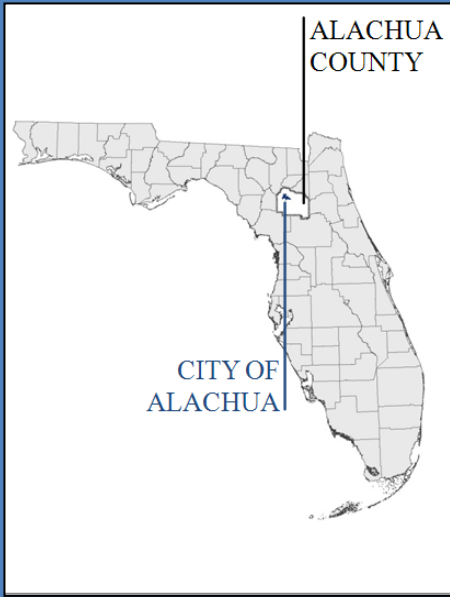
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*State of Florida*

## INTRODUCTION CITY OF ALACHUA

### LOCATION

The City of Alachua is located in the northwest quadrant of Alachua County and is part of the Metropolitan Statistical Area of Gainesville. The incorporated jurisdiction of the City of Alachua is approximately 35.1 square miles. The City of Alachua borders the City of High Springs to the northwest and the City of Gainesville to the southeast, and is proximate to the City of Newberry to the southwest and the City of Lacrosse to the northeast.

### OVERVIEW

Founded in 1905, the City of Alachua's humble beginnings was that of a farming community and railroad town. Area farmers hauled their produce by wagons to packing sheds, and from there to the railroad in Alachua for transport to hungry markets north, east, and west. As the town grew and the economy evolved, almost half of the town's workers were employed by the Copeland Sausage Company. In 1976, when Copeland Sausage closed, hundreds of people were out of work, and the local economy came to a grinding halt. The downtown Main Street area, the previous center of the bustling small town, all but closed its doors and rolled up the street.

Present day Alachua is a thriving community where residents have access to vital community services; modern healthcare facilities; emergency services; water, wastewater, electric, telecommunications services; affordable housing, and education. With its small-town charm and its prime location at the intersection of Interstate 75 and U.S. Highway 441, the City of Alachua has uniqueness like no other. Through economic development and job creation, residents now have a variety of employment choices locally. Investment in local housing rehabilitation has assisted in the availability of affordable housing for residents, in conjunction with rural rental housing for low income residents.

Alachua has a rich past in providing a community where residents can raise a family without the hustle and bustle that comes with living in larger cities. Alachua has a

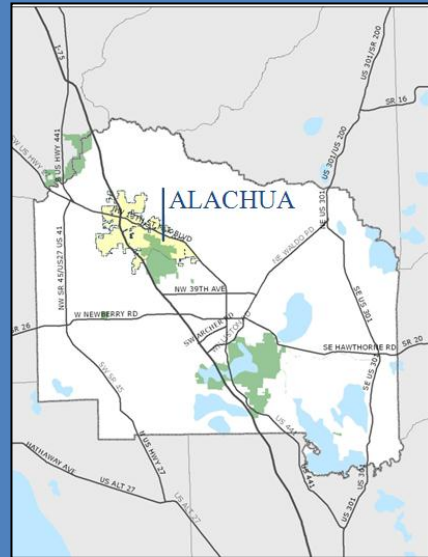
diverse revenue stream with a \$34 million budget in Fiscal Year 2012-2013. Alachua is home to several major distribution centers that have broadened the tax base, provided tax revenue, utility revenue, thousands of jobs and furthered economic development in the area. Dollar General, Wal-Mart and Baugh Southeast (Sysco) have distribution centers in the Southwest Industrial Park of Alachua providing over 2,500 jobs to the area and accounting for an economic impact of over \$3.8 million dollars per year.

Since 2002, the City of Alachua has been aggressive in obtaining state and federal level grants to benefit residents and businesses in the community. Those funds have assisted in everything from the construction of new roads, to housing rehabilitation, to infrastructure expansion.

Several major companies are based in Alachua including Sandvik, formerly known as Driltech, and world renowned ship-building giant Marlow-Hunter, formerly known as Hunter Marine. South of the center of town, Progress Corporate Park houses 30 companies and 850 employees within its 200 acres in addition to being the home of internationally recognized biotechnology firms specializing in world-leading research and discovery, including the University of Florida's Biotechnology Incubator. The University of Florida has also purchased 280 acres south of the Progress Corporate Park with plans to facilitate the development of additional corporate uses.

Main Street in Alachua is a winding vision of classic small-town America with businesses ranging from restaurants, beauty salons and antique shops to newspaper offices, real estate firms and hardware stores. In 1989, thanks to the City of Alachua Community Redevelopment Agency, Main Street was reengineered to promote economic growth and stability. The project was completed from the north to south ends of Main Street in 2000. Main Street is the center of events in the City of Alachua and is home to over 25 businesses.

The City of Alachua has also made strides in ensuring educational opportunities for its citizens. Santa Fe College's Alachua campus opened in Summer 2009. The college offers classes specializing in biotechnology. Santa Fe High School, located on the northern side of the city offers a curriculum for students interested in the



*Alachua County*



*Main Street, Alachua.*



biotechnology field, helping to create a pipeline to the college and then the biotechnology firms at Progress Corporate Park.

There are four public schools in the City of Alachua, including Irby Elementary School, Alachua Elementary School, Mebane Middle School, and Santa Fe High School, in addition to several other private and charter schools throughout the city.

Shopping in the City of Alachua is convenient, with grocery stores, business plazas, and the assorted offerings of Main Street. In addition, the City of Alachua has been of interest to major retail outlets interested in locating along the U.S. Highway 441 corridor. Alachua has its own recreation facilities with courts and fields for many sports as well as parks and courts throughout the city.

Alachua has its own community center, offering entertainment and resources for all ages. Bicycle and horse trails can be found in Alachua as part of the San Felasco Hammock Preserve State Park within the southern region of the city.

Those who are new and old to Alachua have ample choices in terms of housing within the City. The City of Alachua prides itself on a variety of housing options, from luxury estates on rolling hills to modest income homes just a short distance from downtown. There are several subdivisions within the City of Alachua that provide housing on open acreage while still providing a neighborhood feeling. Many residents enjoy living near downtown shopping and area parks, thus taking advantage of sidewalk neighborhoods and Victorian style homes. Alachua also has several apartment complexes within its limits, offering units to those who may choose to rent.

While much has been accomplished, in order for the City of Alachua to thrive, the town will continue to work towards strengthening the community through job creation and small business development, investments in infrastructure and neighborhood revitalization, affordable housing, preservation of the natural environment and providing for alternative modes of transportation.

## DEFINITIONS

### WHAT IS REDEVELOPMENT?

Redevelopment consists of any projects or activities within a community redevelopment district to eliminate or prevent blight and rehabilitate or conserve areas of a community.

### WHAT IS A COMMUNITY REDEVELOPMENT DISTRICT?

A community redevelopment district consists of areas within a city characterized by blight or slum and/or insufficiencies in affordable housing, infrastructure, transportation, or parking. These insufficiencies pose a risk to the public health, safety and welfare. The term Finding of Necessity is given to the survey and documentation of such conditions by local government. Florida Law gives local government power to create a community redevelopment district after the Finding of Necessity. It is within this district that redevelopment efforts are focused. In November 1998, the original Community Redevelopment Area for Alachua was re-established and clarified through Ordinance O-99-03.

### WHAT IS A COMMUNITY REDEVELOPMENT AGENCY?

The Community Redevelopment Agency (CRA) oversees any activities or projects undertaken in the redevelopment district. A board is usually established to direct the Agency. For the City of Alachua, the [Downtown Redevelopment Trust Board \(DRTB\)](#) acts as the CRA and serves as the governing board for the community redevelopment district. The Board, made up of the Chair, Vice-Chair, and Members, is appointed by the Alachua City Commission. The DRTB was originally established by Ordinance O-82-5 in April 1982.

### WHAT IS A REDEVELOPMENT PLAN?

The redevelopment plan should serve as the framework for any redevelopment efforts to be undertaken by the CRA. The plan addresses the insufficiencies of the redevelopment district by outlining goals, specific enhancement projects and an implementation outline to aid in improvements of the area. The plan must be consistent with the local Comprehensive Plan. Examples of projects proposed in the plan include streetscape and roadway improvements, building renovations, new building construction, flood control initiatives, water and sewer improvements, parking solutions, parks and open spaces, sidewalks and street tree plantings. The City of Alachua adopted an amended Community Redevelopment Plan in May of 2000 through Ordinance 0-00-18. The original Community Redevelopment Plan was adopted in April 1982 By Ordinance 0-82-5.

### HOW DOES FUNDING WORK?

Funding for redevelopment projects is provided via a mechanism called tax increment financing (TIF). Properties within the redevelopment area are assessed on a fixed date, deemed the “frozen value.” Any increase in property value when compared to the frozen value is additional tax revenue and is considered “increment”. The tax increment is deposited to the CRA fund for further redevelopment efforts. Additional funding may come from redevelopment bonds and grants, land sales or leases, and loans.

# REDEVELOPMENT DISTRICT

## DESCRIPTION

The original boundaries of the community redevelopment district were established in 1987 and re-established in November 1998 through Resolution 99-02. The Area boundaries were amended and expanded to include additional parcels with the Redevelopment Plan of 2000. The redevelopment district contains the Main Street corridor and extends out to adjacent neighborhoods. As it stands currently, the area covers 256 acres, including public right of way. It is bordered primarily by US Highway 441 on the north, NW 137 Terrace on the East, NW 142 Avenue on the South, and NW 144nd Street and NW 147<sup>th</sup> Drive on the West. The reason for establishing the boundaries as such is to focus redevelopment efforts on an area that encompasses the downtown commercial core and surrounding area of residential and office uses.

The maps referenced within this section of the plan are located in Appendix E. The proposed CRA boundaries adopted as part of this Plan are shown on Map 1. An aerial view of the CRA boundaries is shown on Map 2. The Legal description of the area can be found in Appendix A.

## EXISTING BUILDING LIMITATIONS ON TYPE, SIZE, HEIGHT, NUMBER AND PROPOSED USE OF BUILDINGS

Map 3 depicts the land use classification of the Future Land Use Map of the City's adopted Comprehensive Plan, and Map 4 depicts the zoning districts as contained on the City's Official Zoning Atlas, for all properties located within the Redevelopment Area. All development and Redevelopment within the Redevelopment Area shall be in conformance with the City's Comprehensive Plan and Land Development Regulations. Appendix B includes the building limitations and permitted uses for the corresponding zoning districts applicable to the Redevelopment Area, as contained in Article 4 of the City's Land Development Regulations.

## OPEN SPACE AND STREET LAYOUT

Open space means undeveloped lands suitable for passive recreation or conservation uses. Open Space within the Redevelopment Area is shown on Map 5. The existing street layout is shown on Map 6 and is not planned to be altered within the Redevelopment Area.

## DWELLING UNITS

There are approximately 186 dwelling units located within the Redevelopment Area.

## PUBLIC USES

The location of existing public uses within the Redevelopment Area are shown on Map 7. No additional locations are proposed for the Redevelopment Area.

## NEIGHBORHOOD IMPACT

Redevelopment within the Redevelopment Area will not impact the residents of the Area in terms of relocation, traffic circulation, environmental quality, availability of community facilities and services, school population, or any other factors affecting the physical and social quality of the neighborhood.

## REDEVELOPMENT PLAN SAFEGUARDS

All redevelopment work shall be carried out pursuant to this Plan.

## PROVISIONS FOR RETENTION OF CONTROL

If any land is sold or leased for private use by the City, the sale or lease of such land shall include restrictions or covenants running with the land for such periods of time and under such conditions as the City Commission deems necessary to retain control of such land to effectuate the purposes of the Community Redevelopment Act and this Plan.

## REPLACEMENT HOUSING FOR RELOCATED PERSONS

There will be no temporary or permanent displacement of persons from housing facilities located within the Redevelopment Area necessary to complete redevelopment projects. Therefore, there will be no need for replacement housing.

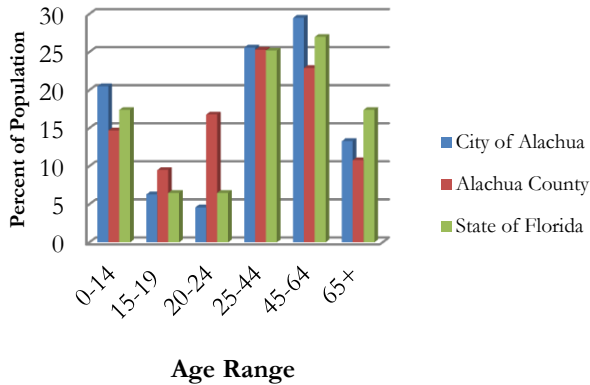
## INVENTORY

The following inventory is intended to provide a summary of the existing conditions in the City of Alachua Community Redevelopment District. This section also seeks to establish a foundation for the following goals and recommendations.

### LAND USE

Primary future land use classifications of the redevelopment district consist of residential and commercial uses. The historic downtown core is represented by the central business district classification. Isolated parcels classified for community commercial, public, recreational, and industrial use also exist. See the figure below for a graphic representation.

### Age Distribution, Year 2010



### POPULATION

The City of Alachua has grown considerably over the past twenty years. The U.S. Census population in 1990 was 4,529. By 2000, the population had grown to 6,098. Between 2000 and 2010, the City of Alachua grew to a population of 9,059. With a 48% growth rate over the past ten years, the City of Alachua grew at a rate nearly three times that of Alachua County or the State of Florida. These figures show the population growth and age distribution of the City of Alachua compared to Alachua County and the State of Florida. Even with such rapid growth, the City of Alachua was able to keep much of its historic charm and rural character.

### Population Comparisons

	Population, 2000	Population, 2010	Population Growth (percent change: 2000 to 2010)
<b>City of Alachua</b>	6,098	9,059	48.60%
<b>Alachua County</b>	217,955	247,336	13.50%
<b>State of Florida</b>	15,982,378	18,801,310	17.60%



*US Highway 441*

### TRANSPORTATION NETWORKS

The City of Alachua is located in Alachua County and is served by several major transportation arteries including Interstate 75 and US 441. To the west of the redevelopment district, Interstate 75 runs north-south connecting Alachua County to Columbia County, Interstate 10, and Georgia to the north; and Marion County, Orlando, and south Florida to the south. Along the northern end of the redevelopment district is US Highway 441, which connects Alachua to Gainesville and High Springs. Through the core of the redevelopment district is a combined section of County Road 235 and County Road 241 South, also named NW 140<sup>th</sup> Street. NW 140<sup>th</sup> runs north-south parallel to Main Street, the downtown core of the redevelopment district.

In addition to the vehicular transportation network, the CSX rail line runs through the southern portion of the redevelopment area, including spurs to local industrial parks. The Gainesville Regional Airport also serves the City of Alachua.

## PARKING

Parking is often cited as a concern for communities, especially within their downtown core. The redevelopment area of the City of Alachua is no different. In 2009, the Downtown Redevelopment Trust Board commissioned a parking study to explore these concerns. The goals of the study were to evaluate existing parking conditions and identify problems and possible solutions. The study concluded the historic downtown core exhibits an overall parking deficit of approximately 200 spaces. This does not take into consideration that most of the parking identified is on private property. If property owners posted patron parking only, the overall parking availability would be significantly reduced, especially for small businesses with no on-site parking. From the proposed concepts, the Downtown Redevelopment Trust Board approved a new 89 car parking lot located in the rear of buildings on the east side of Main Street, connected to both NW 150<sup>th</sup> Avenue and NW 148<sup>th</sup> Place. At the time of this plan update, this parking project is already underway in the design and parcel acquisition phases.



*Streetside parking on Main Street.*

## STREETSCAPES

A number of streetscape improvements have been completed throughout the Downtown Redevelopment District in recent years. Such improvements include the addition of sidewalks, street trees, crosswalk pavers, and improved lighting. These elements have increased the walkability in certain areas of the community redevelopment district by allowing for a safer, more enjoyable pedestrian experience. Despite these improvements to the pedestrian corridors, many streets lack sidewalks or adequate shade to accommodate pedestrians. Many parts of the redevelopment area would benefit from enhanced streetscapes.

### Completed Streetscape Improvements:

- Along South Main Street, from NW 142nd Avenue to NW 154th Avenue
- Along NW 150th Avenue, from Main Street to CR 235
- Phase 2 and 3 of Streetscape and stormwater management improvements to NW 142nd Terrace & NW 150th Avenue



*Street trees and pedestrian scale lighting provide a safe and pleasant pedestrian experience.*



*Current gateway signage for Main Street is outdated, hidden by vegetation, and nearly invisible from US 441. Signage throughout redevelopment area lacks consistency and visibility.*



*Skinner Field in Downtown City Park provides space to engage in active activities such as baseball, tennis and basketball.*

## WAYFINDING & SIGNAGE

Currently, the City of Alachua does not have a comprehensive wayfinding system in place. By establishing such a system, it would allow for efficient and beneficial movement to, from and through the community redevelopment district. Signage throughout the City is inconsistent and lacks organization, leading to a missed opportunity to direct visitors to points of interest and the Main Street corridor. Though a sign exists at the intersection of Main Street and US 441, it is angled in a manner which caters only to those travelling east and is virtually invisible from the west. There are few signs calling notice to public facilities such as City Hall, the Library, and public parks other than directly adjacent these facilities. The City could benefit greatly from the development of a comprehensive wayfinding system and corresponding consistent signage.

## PARKS & OPEN SPACES

Three parks exist inside Alachua’s redevelopment district. Skinner Park, located at the corner of NW 150<sup>th</sup> Avenue and NW 142<sup>nd</sup> Terrace, is by definition a neighborhood park, thus providing park services to a half mile radius area. Downtown Theater Park is situated in the midst of the downtown Main Street in between NW 150<sup>th</sup> Avenue and NW 148<sup>th</sup> Place. The historical theater has been converted into a pocket park. In the southeast corner of the redevelopment district, at the intersection of NW 142<sup>nd</sup> Place and NW 138<sup>th</sup> Street is Feirmon E. Welch Park. Another pocket park, Welch provides service to a quarter-mile radius area. Taking into account the parks’ service area, additional park space in the southern portion of the community redevelopment district may be warranted. Also, because most parks are devoted mainly for active recreation, additional park space devoted to passive activities may be warranted.

## RECENT PROJECTS

The previous redevelopment plan listed a number of priority projects to be addressed within the redevelopment district. Multiple projects have been implemented since the previous redevelopment plan, including those in recent years, listed below.

### RECENTLY COMPLETED PROJECTS:

2009:

- Acquisition of Theater Park on Main Street

2010:

- Phase 1 completion of streetscape improvements at NW 142<sup>nd</sup> Terrace and NW 150<sup>th</sup> Avenue Project

2011:

- Theater Park restoration efforts completed
- Streetscape improvements along South Main Street, from NW 142<sup>nd</sup> Avenue to NW 154<sup>th</sup> Avenue
- Streetscape improvements along NW 150<sup>th</sup> Avenue, from Main Street to CR 235

### CURRENT & ONGOING PROJECTS:

The following projects were currently underway at the time of this plan update.

- Phase 2 and 3 of Streetscape and stormwater management improvements to NW 142<sup>nd</sup> Terrace & NW 150<sup>th</sup> Avenue
- Implementation of parking plan between NW 150<sup>th</sup> Avenue and NW 148<sup>th</sup> Place



*Restored Theater Park on Main Street.*



*Streetscape improvements along NW 150<sup>th</sup> Avenue provide for an improved pedestrian environment with new sidewalks and street lights.*



*Main Street, Alachua.*

## REDEVELOPMENT PLAN

### VISION & INTENT

The City of Alachua's Vision 2020 state that: the City of Alachua will be a vibrant, growing, economically and culturally diverse community, which takes great pride in the fact that it has maintained its strong sense of community, its small-town atmosphere, a strong recreation program, the charm of its downtown, and has preserved and protected its heritage and environment. It is proud of its state-of-the-art educational facilities, which work hand-in-hand with Alachua's employers to make certain that its young people have challenging career opportunities at home in Alachua. The City will become a leader in innovative techniques to ensure quality, well-planned growth and a safe and convenient transportation network. Alachua will be a place where housing choices are available to meet the needs of all residents. Alachua will strive to be continually recognized by its peers as an example of what can happen when citizens, business communities, schools, and government work together for the common good.

The Downtown Redevelopment Trust Board's goal to rehabilitate, conserve and redevelop areas within the community redevelopment district align with the overall vision of the City and should be manifested through the contents of this redevelopment plan. This plan is put forward to outline ways in which attributes of the City can be improved. Through attributes such as economic development, parks and open space, historic preservation, infrastructure, parking, streetscapes, wayfinding and signage, housing, marketing and public participation, redevelopment efforts should be pursued at a standard that allows Alachua to continue to thrive as "The Good Life Community."

This plan shall guide redevelopment activities in Alachua through 2043.

### REDEVELOPMENT DURATION AND COMPLETION DATE:

The provisions of this Plan shall remain in effect and serve as a guide for the future redevelopment activities in the entire area designated as the City of Alachua

Community Redevelopment Area through 2043, which is thirty (30) years from the adoption date of this updated and amended City of Alachua Community Redevelopment Plan. All redevelopment to be financed by tax increment revenues shall be completed no later than thirty (30) years following the adoption date of this amended Plan.

## GOALS & RECOMMENDATIONS

The following goals and recommendations seek to address the mission of the Downtown Redevelopment Trust Board to rehabilitate, conserve, and redevelop areas within the geographical boundaries of the redevelopment area of Alachua.

### ECONOMIC DEVELOPMENT

Economic development is a process that begins when a community makes itself ready to accommodate the retention, startup, location, or expansion of an enterprise. Economic development occurs when a local economy is vitalized by the creation of one or more jobs, an increase in community wealth, or the useful distribution of capital that arrives from outside sources. The primary purpose of the community redevelopment plan is to promote economic development within downtown Alachua and investment within the redevelopment district, reducing slum and blight, avoiding blight in the future by supporting and promoting business in the redevelopment district, and increasing the standard of living and quality of life within the community. For long term economic resilience, it is important to maintain a diversity of economic functions. Therefore, the redevelopment plan should encourage both public and private investment in a variety of economic opportunities. Attracting economic development to downtown Alachua also creates jobs and a healthy tax base allowing for the maintenance of the high quality of living present in Alachua.

### RECOMMENDATIONS:

- Encourage a variety of economics opportunities, ranging from small scale neighborhood entrepreneurs to consolidated sites that would attract major tenants



*Main Street Pie Company Pizzeria, one of the local businesses situated on Main Street.*



*Conestogas, a local Main Street restaurant.*



*Playground in Downtown City Park along Main Street.*

- Utilize the social economic benefits inherent in the overlapping of differing user groups
- Downtown is uniquely a commercial center of the community life. Care should be taken to maintain the balance of places to shop, walk, meet and make acquaintances, to pass through and explore, and to live and work
- Encourage mixed land uses and variety of activities to strengthen downtown business
- Find the economically viable uses that will profit from and support the City of Alachua’s uniqueness
- Encourage business opportunities that enhance the character of downtown
- Promote and support downtown business by attracting shoppers and patrons
- Support the development of additional cultural facilities and performance spaces
- Serve all parts of the community
- Identify the unique functions of downtown that can appropriately play in the greater region

## **PARKS & OPEN SPACE**

Natural amenities in Alachua complement the City’s historic character. San Felasco Hammock Preserve State Park is a regional amenity providing ample opportunity for nature-based recreation. Multiple parks located throughout the City allow for the enjoyment of the outdoors by participating in active recreation activities such as baseball, softball, and basketball.

Parks and open spaces provide valuable services to any community. Used for both active and passive activities, gathering spaces and locations for festivals; parks are a vital part of communities. Significant to a city’s character, parks provide social benefits beyond building and infrastructure capabilities. Parks provide spaces for visitors and residents alike to socialize, further developing the community ties residents of Alachua take pride in. Furthermore, parks can serve as the foundation for redevelopment by encouraging the revitalization of surrounding areas, and serve as an amenity for residents and business owners, thus encouraging activity in the commercial corridor of downtown. Additionally, utilizing strong open space systems to develop bicycle and pedestrian linkages lead to enhanced connectivity throughout the city.

Within the redevelopment district, vacant lots can be assessed as to the feasibility for conversion into pocket and neighborhood parks. The addition of spaces allocated for passive activities is encouraged. Such spaces would not only provide for passive activities, but also, renewed life in the commercial corridor along with increased connectivity and pedestrian activity. Consideration should be given to the addition of greenways to allow for bicycle and pedestrian connections within and between the redevelopment area and the rest of the city.

#### RECOMMENDATIONS:

- Assess vacant parcels for use as designed public open space
- Support the development of additional spaces for passive recreation
- Encourage development of an open space master plan
- Encourage connectivity to the redevelopment district and Main Street from surrounding neighborhoods, parks and recreational facilities through the use of green networks
- Investigate integration of rail right-of-way for rail-trail usage
- Encourage the incorporation of flexible gathering space with possible use as a stage or outdoor performance area, farmers markets and festivals in the Main Street public open space



*Feirmon E. Welch Park, located in the southeast corner of the redevelopment district.*

## HISTORIC PRESERVATION

In 1999, the Downtown Redevelopment Trust Board commissioned a study of the architectural and historical resources in the Community Redevelopment Area. As a result, a historic district was mapped and established, and the district and surrounding area is listed on the National Register of Historic Places.

Through historic preservation, certain benefits within the City of Alachua can be achieved. Historic districts are identified primarily to recognize and protect areas of significance in a place's history. The preservation of the historic district and its structures can serve to maintain tradition, quality appearance and bring about economic benefits.

A rich cultural heritage present in Alachua serves both as a source of pride for local residents and a draw for outside visitors. Historical resources are valuable community assets serving as a reminder of Alachua's unique history. Such resources are irreplaceable and thus should be adequately cared for and protected. Further, historic elements provide a backdrop for local businesses on Main Street. Economic elements such as federal and state tax benefits and publicly funded grants provide means through which to pursue historic preservation.

Historic elements in the City of Alachua should be maintained and respected in a manner that upholds their integrity as cultural resources. Efforts should be made to explore options in which to appropriately preserve and enhance these cultural assets. Any changes, additions or new construction within the area should be considerate to its surroundings and maintaining the character of the district as a whole.

### RECOMMENDATIONS:

- Encourage and support proper maintenance and upkeep of historical properties
- Respect the integrity of historically significant buildings and structures
- Provide recognition for quality restoration, maintenance and preservation of historic properties



*A restored historic building serves as a host to local businesses on Main Street.*



*A well-maintained historic home along Main Street.*

- Review previously completed historical studies including “A Survey of Architectural and Historical Resources” by Murray Laurie and North Central Florida Regional Planning Council’s report, to properly identify and inventory Alachua’s historic structures, places, objects and sites to determine the appropriate level of recognition and protection
- Evaluate the implementation of the Main Street Program
- Incorporate historical elements into wayfinding and signage
- Ensure that future development in the redevelopment district is consistent with the existing architectural character of Alachua and the Historic District
- Encourage expansion of National Historic District and Historic Overlay Boundary to include nearby historic structures, where applicable



*The Alachua Woman's Club building is part of the historic district.*



*Crews installing new sidewalks in Alachua.*



*Infrastructure improvements are encouraged along streets connecting to Main Street to provide better connectivity within the redevelopment area.*

## INFRASTRUCTURE

Downtown Alachua offers the unique ability for shared use of existing infrastructure, which in turn can result in an overall savings to the community. Past redevelopment has focused much attention to upgrading the infrastructure within the community redevelopment district through such projects as undergrounding power lines, installing sidewalks and street parking, and improving the overall streetscape. This work should be continued throughout the redevelopment area in order to increase accessibility, connectivity, and attractiveness for investment within Alachua.

### RECOMMENDATIONS:

- Support paving, resurfacing, and reconstruction of roadways and coordinate with the Public Services Department to facilitate such projects within the redevelopment area
- Increase multi-modal mobility
- Extend and enhance bike trails to lead into downtown
- Provide for or assist with streetscape projects
- Create viable physical linkage between the downtown core, Skinner Park, the post office, and adjacent residential areas.
- Plan location of transit signs to provide visual linkages between downtown, Skinner Park, library, and adjacent commercial and residential areas
- Provide visual linkages between downtown and nearby activity centers that will encourage visitors to spend more time within the area
- Review and revise the functional classification of streets and avenues within the designated area of downtown and its adjacent areas as needed
- Encourage access for people with disabilities
- Improve accessibility between downtown complexes: the library, Skinner Park, the recreation center, post office, retail areas, parking and residential area
- Support visible and pleasant connecting pathways within the area to encourage walking, biking, and wheel chairing
- Explore alternative transit methods

## PARKING

Parking is an important element to any redevelopment plan because it is often viewed as a key to a successful downtown. Parking availability and proximity can be a determining factor for investment within the area because parking for patrons, employees, or residents is essential. Therefore, the provision of pleasant, easy to find, and convenient parking areas is an essential component of the infrastructure system and bringing people into the downtown core. Yet, despite the importance of parking, downtown should be predominantly a pedestrian place. Thus, parking should be developed to neither compromise the overall character and feel of downtown nor the safety of visitors to the area.

## RECOMMENDATIONS:

- Support parking requirements which ensure that parking is convenient and will not be over built, and which encourages use and development of the redevelopment area
- Encourage the development and use of on-street parking where possible
- Continue to encourage the appropriate shared use of available parking spaces since this is a fundamental means for avoiding unnecessary expense and the proliferation of under-utilized or awkwardly shaped parking areas
- Continue to implement the results of the 2009 Downtown Parking Study
- Increase parking signage and wayfinding
- Explore a parking shuttle for special events to encourage more visitors to Downtown
- Enhance connectivity and landscaping to improve walkability to and from more distant parking lots
- Utilize street trees and other vegetation to buffer parking areas to reduce visual and character impacts from parking lots



*Existing parking lot downtown.*



*An example of a parking shuttle implemented in Stuart, Florida.*



*Streetscapes along Main Street serve as an example to follow through the redevelopment area.*



*Ideal streetscapes include sidewalks, street trees and pedestrian lighting.*

## STREETSCAPES

The term streetscape generally refers to the pedestrian realm of a road's right of way. Included in streetscapes are elements such as sidewalks, street trees, crosswalks, benches, and lighting. Streetscapes should be designed to provide a pleasant and safe environment through which pedestrians can move from place to place in a community. Streetscape improvements can also lead to better connectivity between various points of interest such as the Main Street district or recreational facilities.

Alachua's Main Street provides a model for other streets within the City to follow. Tree-lined sidewalks with human scale lighting allow for pedestrians to move safely to and through the Main Street area. The streetscape environment not only provides a safe place for pedestrians, but also an aesthetically pleasing area that complements the surrounding historic buildings. By accommodating pedestrians, the spaces around Main Street become places people want to be, further activating them. Mirroring this design on surrounding streets would allow for enhanced walkability to and from Main Street and improve the visual appeal of surrounding areas. Finally, though there is adequate parking downtown for normal business days, community events and festivals often draw larger crowds, forcing people to park further away from Main Street. By improving the pedestrian environment between remote parking locations and the downtown destination, it improves the experience and diminishes the perception of the need for more parking downtown.

Streetscape improvements should be considered first on streets that connect Main Street with other points of interest in the redevelopment district such as the Library, City Hall and local parks. In doing so, this leads to an enhanced pedestrian network. Additional streetscape improvements should be considered that can draw people from points of interest outside of the community redevelopment district toward Main Street, such as the Hal Brady Recreational Complex.

## RECOMMENDATIONS:

- Promote pedestrian friendly networks throughout the redevelopment district
- Encourage increased connectivity between streets within the redevelopment district and the surrounding context

- Continue to establish a unique visual character through consistent streetscape elements and plantings
- Install sidewalks where none currently exist
- Encourage the installment of street trees and pedestrian lighting where none currently exist
- Incorporate wayfinding & signage elements into streetscape design
- Regularly maintain street trees, plantings and sidewalks
- Provide trash receptacles at appropriate locations, designed for compatibility with the streetscape

### WAYFINDING & SIGNAGE

The use of a unified wayfinding and signage system can have a positive effect on areas within the district. Proper usage of wayfinding and signage can announce one's entrance to a destination, direct people to local points of interest, and finally provide information as to the goings on of a community. Additionally, it can complement existing features within the City and enhance the historic character of the area.

Wayfinding and signage should provide information for pedestrians, bicyclists, and motorists in an equitable manner. By creating gateway features near Main Street entry points, the sense of identity can be strengthened and help draw people into the downtown corridor. Other points of interest within Alachua's redevelopment district should be incorporated in the wayfinding system including public buildings such as the Library, Post Office and City Hall. Flexible signage design would allow the inclusion of announcements of community events such as the Spring Festival, Fourth of July celebration, Trick or Treat on Main and Harvest Festival. Any signage implemented should complement the historic nature of Main Street and the surrounding context.

### RECOMMENDATIONS:

- Support the development of a multi-directional way finding system



*The development of a comprehensive wayfinding system and flexible and consistent signage is encouraged to help draw residents and visitors to Main Street, public events and points of interest.*



*An example sign from Stuart, Florida.*

- Develop a clear, consistent and attractive signage design to properly implement wayfinding strategies
- Strategically locate permanent and flexible signage and wayfinding elements in order to direct visitors and local residents to public buildings, Main Street, historic features, points of interest, public events and parking
- Utilize an equitable approach to pedestrians, bicyclists and motorists in the design of the wayfinding and signage.
- Create attractive gateway features at the intersections of Main Street and US 441, and Peggy Road with Main Street, and any other prominent entranceways to direct residents and visitors to the commercial areas of the central business district

## HOUSING

Housing is essential to the character and economic vitality of Alachua. Housing throughout downtown and the neighborhoods of the community redevelopment district provide a ready market for business and services located along Main Street and the Alachua Town Center. Therefore, enhancing and preserving these downtown neighborhoods is one of the most important goals for the Alachua redevelopment program.



*Single family housing in the redevelopment district.*

Additionally, as Alachua continues to grow the demand for a greater variety of housing increases. Market rate and multifamily housing are important socially and economically to the community redevelopment district of Alachua. The redevelopment program should focus on encouraging a diverse housing stock, offering quality options for homeowners and renters at all levels of the market. Town homes and garden apartments in the downtown area would provide additional support for Main Street businesses and residents greater access to walk to jobs, shops, and parks. This type of small scale multifamily housing can be designed to blend in seamlessly with the surrounding neighborhoods, and is a viable strategy to preserving the historic character of Alachua through adaptive reuse. Within the district, vacant lots should be cataloged and analyzed for the potential of infill and housing development opportunities.

## RECOMMENDATIONS:

- Provide housing opportunities for residents of differing income levels
- Coordinate with the City for the provision of affordable housing for low income and elderly where available
- Encourage additional housing stock located within the redevelopment district to attract people to live downtown
- Enhance and preserve the existing historic residential neighborhoods within the redevelopment district
- Support infill and increased density of housing where appropriate, such as vacant, run-down, or non-conforming lots
- Support the enforcement of codes and development regulations to prevent the continuation of substandard housing
- Provide design or other assistance to redevelopment efforts such as façade grant programs
- Encourage the development of housing areas for employees, senior citizens, and low income single tenants that can benefit from the garden atmosphere and services provided in the downtown designated area and reduce the number of trips generated

## MARKETING

Marketing is a necessary component of the redevelopment program for the success of the City of Alachua's Central Business District and the entire community redevelopment district. Marketing, through support of events and promotion and advertising, brings people into the community, supports economic growth and success of Main Street and the City of Alachua, and avoids future deterioration and blight. These events can bring in first time visitors, create repeat visits and possible future residents, and foster interaction between local residents.



*Historic home along Main Street.*



*Ideas from citizens and city officials alike are brought forward in a visioning charrette.*

## RECOMMENDATIONS:

- Work with local organizations in developing promotional campaigns to attract businesses
- Continue working with other local organizations such as the Alachua Business League for the continued success of festivals and events
- Work with other entities to create brochures to be distributed throughout the city and surrounding area

## PUBLIC PARTICIPATION

Public participation enables the community to be a part of the visioning, growth and development of the redevelopment area. Through different realms such as community meetings, visioning sessions, and workshops, citizens can come together and contribute to the future of the community. The opinions of all the stakeholders are relevant to the decision making process and the redevelopment plan. Increased public participation opportunities encourage the discussion of opinions and ideas and provide a venue for to ask questions about the future of the redevelopment area.

## RECOMMENDATIONS:

- Encourage public participation in all stages of the redevelopment process
- Encourage increased citizen participation through meetings and with volunteering efforts for improvements
- Continue active involvement of participating agencies, task forces and committees within the community
- Develop and offer workshops to educate and update citizens on redevelopment

## IMPLEMENTATION STRATEGIES

The City of Alachua Community Redevelopment Plan is meant to provide a guiding framework for the rehabilitation, conservation, and redevelopment activities within the redevelopment area and actions of the Downtown Redevelopment Trust Board. Successful implementation of this plan will require strong leadership and communication from both the public and private sectors, ensuring the support of the redevelopment objectives over time. To achieve the goals presented in this plan there must be a coordinated approach taken by the City of Alachua, the Downtown Redevelopment Trust Board, other government agencies, local businesses, community leaders, and residents alike.

### RECOMMENDATIONS:

- The Downtown Redevelopment Trust Board, City Commission, and City Staff should coordinate redevelopment efforts, support the redevelopment mission, and insure implementation of scheduled projects
- Promote economic development, investment and redevelopment in coordination with public improvements outlined in the plan
- Explore incentive programs, such a façade improvement program, that encourage the rehabilitation and redevelopment of private property



*Façade improvements needed along Main Street and other parts of the redevelopment area could be encouraged through a façade improvement program.*

# FUNDING/COSTS/BUDGET

## CITY OF ALACHUA CRA TIF CONTRIBUTION ESTIMATES

### CITY OF ALACHUA

Tax Year	CRA Taxable Value	Percent Change
2001	\$12,531,570	
2002	\$16,353,510	30.50%
2003	\$19,327,280	18.18%
2004	\$23,248,130	20.29%
2005	\$29,428,680	26.59%
2006	\$42,090,580	43.03%
2007	\$50,127,000	19.09%
2008	\$59,619,630	18.94%
2009	\$43,212,310	-27.52%
2010	\$41,365,920	-4.27%
2011	\$39,978,860	-3.35%
2012	\$39,167,130	-2.03%

### Projected Assessment Roll Values:

(1) Base Year (1987) Assessment Roll Taxable Value-Taxable Properties:	\$6,295,700
(2) Projected Taxable Value:	\$39,167,130
(3) Projected Incremental Value Taxable Properties:	<u>\$32,871,430</u>

### Taxing Authority Liabilities; Calculations:

#### City of Alachua

(1) Projected Incremental Value Taxable Properties:	\$32,871,430
(2) Millage Rate:	5.5000
(3) Multiply Line (1) x Line (2):	\$180,792,865
(4) Divide Line (3) by 1000:	\$180,793
(5) Multiply Line (4) by .95	<u>\$171,753</u>

**TOTAL TIF ESTIMATED CONTRIBUTION:** \$440,175

CRA Contribution Estimates 2013

### ALACHUA BOCC

Tax Year	CRA Taxable Value	Percent Change
2001	\$12,531,570	
2002	\$16,353,510	30.50%
2003	\$19,280,030	17.90%
2004	\$23,141,130	20.03%
2005	\$29,232,600	26.32%
2006	\$41,818,310	43.05%
2007	\$50,127,000	19.87%
2008	\$59,619,630	18.94%
2009	\$43,212,310	-27.52%
2010	\$41,365,920	-4.27%
2011	\$39,978,860	-3.35%
2012	\$39,167,130	-2.03%

### Projected Assessment Roll Values:

(1) Base Year (1987) Assessment Roll Taxable Value-Taxable Properties:	\$6,295,700
(2) Projected Taxable Value:	\$39,167,130
(3) Projected Incremental Value Taxable Properties:	<u>\$32,871,430</u>

### Taxing Authority Liabilities; Calculations:

#### Alachua BOCC

(1) Projected Incremental Value Taxable Properties:	\$32,871,430
(2) Millage Rate:	8.5956
(3) Multiply Line (1) x Line (2):	\$282,549,664
(4) Divide Line (3) by 1000:	\$282,550
(5) Multiply Line (4) by .95	<u>\$268,422</u>

# STATUTORY REQUIREMENTS

## COMMUNITY REDEVELOPMENT DISTRICT LEGAL BOUNDARY DESCRIPTION

The community redevelopment area is defined by the legal description and accompanying map provided in Appendix A.

## RESIDENTIAL USE

This plan does not propose the conversion of residential uses to nonresidential uses. All existing residential uses within the redevelopment area shall be allowed to continue as residential use in conformance with the City's Comprehensive Plan. This Plan is not intended to remedy a shortage of affordable housing for residents of low or moderate income, including the elderly.

## REPLACEMENT HOUSING FOR RELOCATED PERSONS

There will be no temporary or permanent displacement of persons from housing facilities located within the redevelopment area necessary to complete the redevelopment of the redevelopment area. Therefore, there will be no need for replacing housing.

## REDEVELOPMENT COMPLETION DATE

All redevelopment to be financed by tax increment revenues generated within the redevelopment area shall be completed within 30 years after the fiscal year in which this plan (2043), which supersedes and replaces previous plans, is approved or adopted.

## REDEVELOPMENT PLAN SAFEGUARDS

All redevelopment work shall be carried out pursuant to this plan.

## REDEVELOPMENT PLAN MODIFICATION

This redevelopment plan may be modified in a manner consistent with Florida Statutes 163.361.

## PROVISIONS FOR RETENTION OF CONTROL

If any land is sold or leased for private use by the City, the sale or lease of such land shall include restrictions or covenants running with the land for such periods of time and under such conditions as the City Commission deems necessary to retain control of such land to effectuate the purpose of the Act and this plan.

## APPENDICES/ILLUSTRATIONS/MAPS

### APPENDIX A: LEGAL DESCRIPTION OF THE CITY OF ALACHUA COMMUNITY REDEVELOPMENT AREA

BEGIN AT THE INTERSECTION OF THE SOUTHWESTERLY RIGHT OF WAY LINE OF U.S. HIGHWAY NO. 441 WITH THE SOUTHEASTERLY RIGHT OF WAY LINE OF NORTHWEST 144<sup>TH</sup> WAY; THENCE PROCEED NORTHWESTERLY ALONG SAID SOUTHWESTERLY RIGHT OF WAY LINE OF US HWY NO. 441 TO THE NORTHWEST CORNER OF TAX PARCEL 03869-011-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 3263, PAGE 1211 OF THE PUBLIC RECORDS OF ALACHUA COUNTY, FLORIDA; THENCE SOUTHERLY ALONG THE WEST BOUNDARY LINE OF SAID LANDS TO THE NORTHWEST CORNER OF TAX PARCEL 03869-005-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 2849 PAGE 366 OF SAID PUBLIC RECORDS; THENCE CONTINUE SOUTHERLY ALONG THE WEST LINE OF SAID LANDS TO THE NORTHWEST CORNER OF TAX PARCEL 03869-012-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 3022, PAGE 96, OF SAID PUBLIC RECORDS; THENCE CONTINUE SOUTHERLY ALONG THE WEST LINE OF SAID LANDS TO THE NORTH RIGHT OF WAY LINE NW 151 BOULEVARD; THENCE CONTINUE SOUTHERLY TO THE NORTHWEST CORNER OF SANTA FE STATION SUBDIVISION, PHASE I, PER PLAT BOOK 23, PAGE 55, OF SAID PUBLIC RECORDS; THENCE SOUTHERLY ALONG THE WEST LINE OF SAID LANDS TO THE NORTHWEST CORNER OF SANTA FE STATION SUBDIVISION, PHASE II, PER PLAT BOOK 24, PAGE 91, OF SAID PUBLIC RECORDS; THENCE CONTINUE SOUTHERLY ALONG THE WEST LINE OF SAID LANDS TO THE SOUTHWEST CORNER OF SAID LANDS; THENCE EASTERLY ALONG THE SOUTH LINE OF SAID LANDS TO THE SOUTHEAST CORNER OF LOT 29 OF SAID SANTA FE STATION SUBDIVISION, PHASE II, SAID CORNER LYING ON THE WEST LINE OF A DRAINAGE RIGHT OF WAY, AS PER PLAT OF AFOREMENTIONED SANTA FE STATION SUBDIVISION, PHASE I; THENCE SOUTHERLY ALONG THE WEST LINE OF SAID DRAINAGE RIGHT OF WAY, TO THE SOUTHWEST CORNER OF SAID LANDS; THENCE EASTERLY ALONG THE SOUTH LINE OF SAID LANDS TO THE WEST RIGHT OF WAY LINE OF NORTHWEST 145 TERRACE; THENCE SOUTHERLY ALONG SAID WEST RIGHT OF WAY LINE NORTHWEST 145 TERRACE TO THE INTERSECTION WITH THE WESTERLY PROJECTION OF THE SOUTH RIGHT OF WAY LINE OF NORTHWEST 150 AVENUE; THENCE EASTERLY ALONG SAID SOUTH RIGHT OF WAY LINE, AND ITS PROJECTION THEREOF TO THE NORTHWEST CORNER OF LOT 1 OF BLOCK 1 OF C.A. WILLIAMS ADDITION, PER PLAT BOOK "C", PAGE 79B, OF SAID PUBLIC RECORDS; THENCE SOUTHERLY ALONG THE WEST LINE OF LOT 1 AND 4 OF SAID BLOCK 1, TO THE NORTH RIGHT OF WAY LINE OF NORTHWEST 148 PLACE; THENCE CONTINUE SOUTHERLY TO THE NORTHWEST CORNER OF LOT 1 OF BLOCK 4 OF SAID C.A. WILLIAMS ADDITION; THENCE SOUTHERLY ALONG THE WEST LINE OF LOTS 1 AND 4 OF SAID BLOCK 4 TO THE NORTH RIGHT OF WAY LINE OF NORTHWEST 147 AVENUE; THENCE CONTINUE SOUTHERLY TO THE NORTHWEST CORNER OF LOT 1 OF BLOCK 5 OF SAID C.A. WILLIAMS ADDITION; THENCE SOUTHERLY ALONG THE WEST LINE OF LOTS 1 AND 4 OF SAID BLOCK 5 TO THE SOUTH RIGHT OF WAY LINE OF NORTHWEST 146 AVENUE; THENCE WESTERLY ALONG SAID SOUTH RIGHT OF WAY LINE TO THE NW CORNER OF THE EAST ½ OF LOT 5, BLOCK 8 OF SAID C.A.

WILLIAMS ADDITION; THENCE SOUTHERLY ALONG THE WEST LINE OF SAID EAST ½ OF LOT 5, TO THE NORTH LINE OF LOT 10, BLOCK 8 OF SAID C.A. WILLIAMS ADDITION; THENCE WESTERLY ALONG THE NORTH LINE OF LOTS 10 AND 8 OF SAID C.A. WILLIAMS ADDITION TO THE WEST RIGHT OF WAY LINE OF NORTHWEST 145 TERRACE; THENCE SOUTHERLY ALONG SAID WEST RIGHT OF WAY LINE TO AN INTERSECTION WITH THE WESTERLY PROJECTION ON THE NORTH RIGHT OF WAY LINE OF NORTHWEST 143<sup>RD</sup> PLACE; THENCE EASTERLY ALONG SAID NORTH RIGHT OF WAY LINE, TO THE SOUTHWEST CORNER OF LOT 25, LYNWOOD PARK, AS RECORDED IN PLAT BOOK "B", PAGE 73 OF SAID PUBLIC RECORDS; THENCE SOUTHERLY TO THE SOUTH RIGHT OF WAY LINE OF SAID NORTHWEST 143<sup>RD</sup> PLACE; THENCE WESTERLY ALONG SAID SOUTH RIGHT OF WAY LINE TO THE WEST RIGHT OF WAY LINE OF SAID NORTHWEST 145<sup>TH</sup> TERRACE; THENCE SOUTHERLY ALONG SAID WEST RIGHT OF WAY LINE, TO THE SOUTHEASTERLY RIGHT OF WAY LINE COUNTY ROAD NO. 2054 (A.K.A. PEGGY ROAD); THENCE SOUTHWESTERLY ALONG SAID SOUTHEASTERLY RIGHT OF WAY LINE TO THE INTERSECTION WITH THE NORTHWEST CORNER OF TAX PARCEL 03535-003-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 2923, PAGE 259 OF SAID PUBLIC RECORDS; THENCE SOUTHEASTERLY ALONG THE WESTERLY BOUNDARY OF SAID LANDS TO THE NORTHWESTERLY RIGHT OF WAY LINE OF THE ATLANTIC COASTLINE RAILROAD; THENCE NORTHEASTERLY ALONG SAID NORTHWESTERLY RIGHT OF WAY LINE TO AN INTERSECTION WITH THE WESTERLY PROJECTION OF THE SOUTHERLY RIGHT OF WAY LINE OF NW 142<sup>ND</sup> AVENUE; THENCE EASTERLY, ALONG SAID SOUTHERLY RIGHT OF WAY LINE OF NW 142 AVENUE TO THE EAST RIGHT OF WAY LINE OF NORTHWEST 138 STREET; THENCE NORTHERLY ALONG SAID EAST RIGHT OF WAY LINE TO THE NORTHERLY RIGHT OF WAY LINE NW 143 PLACE; THENCE WESTERLY ALONG SAID NORTHERLY RIGHT OF WAY LINE TO THE SOUTHEAST CORNER OF THE WEST 1/2 OF BLOCK 45 OF TOMPSETT'S SURVEY OF THE CITY OF ALACHUA, PER PLAT BOOK "C", PAGE 79-B & 79-C OF SAID PUBLIC RECORDS; THENCE NORTHERLY ALONG THE EAST LINE OF SAID WEST 1/2 OF BLOCK 45, AND ITS NORTHERLY PROJECTION, TO THE NORTHERLY RIGHT OF WAY LINE OF THE ATLANTIC COASTLINE RAILROAD; THENCE WESTERLY ALONG SAID NORTHERLY RIGHT OF WAY LINE, TO THE EAST RIGHT OF WAY LINE OF NORTHWEST 140 STREET; THENCE NORTHERLY ALONG SAID EAST RIGHT OF WAY LINE TO THE NORTHWEST CORNER OF LOT 3, BLOCK 30 OF CLARK'S ADDITION TO ALACHUA, PER PLAT BOOK "A", PAGE 108 OF SAID PUBLIC RECORDS AND THE SOUTHERLY RIGHT OF WAY LINE OF NORTHWEST 145<sup>TH</sup> AVENUE; THENCE EASTERLY ALONG SAID SOUTHERLY RIGHT OF WAY LINE, TO THE NORTHEAST CORNER OF SAID LOT 3, BLOCK 30; THENCE SOUTHERLY ALONG THE EAST LINE OF SAID LOT 3, BLOCK 30, TO THE SOUTHERLY LINE OF SAID BLOCK 30; THENCE SOUTHEASTERLY ALONG THE SOUTHERLY LINE OF SAID BLOCK 30 TO THE WEST RIGHT OF WAY LINE OF NORTHWEST 138 TERRACE; THENCE CONTINUE SOUTHEASTERLY TO THE SOUTHWEST CORNER OF BLOCK 44 OF TOMPSETT'S SURVEY OF THE CITY OF ALACHUA, PER PLAT BOOK "C", PAGE 79-B OF SAID PUBLIC RECORDS; THENCE CONTINUE SOUTHEASTERLY ALONG THE SOUTH LINE OF SAID BLOCK 44 TO THE WEST LINE OF THE EAST 100 FEET OF SAID BLOCK 44; THENCE NORTHERLY ALONG SAID WEST LINE TO THE SOUTH RIGHT OF WAY LINE OF NW 145 AVENUE; THENCE WESTERLY ALONG SAID SOUTH RIGHT OF WAY LINE TO AN INTERSECTION WITH THE SOUTHERLY PROJECTION OF THE EAST LINE OF THE WEST ONE-HALF OF BLOCK 43 OF

SAID TOMPSETT'S SURVEY; THENCE NORTHERLY ALONG SAID EAST LINE, AND ITS PROJECTION THEREOF TO THE SOUTH RIGHT OF WAY LINE OF NW 146 AVENUE; THENCE CONTINUE NORTHERLY TO THE SOUTHWEST CORNER OF LOT 13 OF BLOCK 42 OF CLARK'S FIRST ADDITION, PER PLAT BOOK "A", PAGE 108 OF SAID PUBLIC RECORDS; THENCE NORTHERLY ALONG THE WEST LINE OF LOT 1 AND 4, OF SAID BLOCK 42, TO THE CENTERLINE OF A VACATED STREET (PER ORDER OF TAKING CASE #80-1028) LYING NORTH OF SAID LOT 4; THENCE EASTERLY ALONG SAID CENTERLINE TO THE EAST RIGHT OF WAY LINE OF NORTHWEST 137 TERRACE; THENCE NORTHERLY ALONG SAID EAST RIGHT OF WAY LINE, TO THE NORTHEAST CORNER OF LOT 1, BLOCK 39 OF SAID CLARK'S FIRST ADDITION AND THE SOUTHWESTERLY LINE OF TAX PARCEL 03376-001-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 1715, PAGE 41, OF SAID PUBLIC RECORDS; THENCE SOUTHEASTERLY ALONG SAID SOUTHWESTERLY LINE, TO THE SOUTH CORNER OF SAID LANDS; THENCE NORTHEASTERLY ALONG THE SOUTHEASTERLY LINE OF SAID LANDS, TO THE NORTHWEST CORNER OF SAID LANDS; THENCE NORTHWESTERLY ALONG THE NORTHEASTERLY LINE OF SAID LANDS TO THE NORTHERNMOST CORNER OF SAID LANDS; THENCE SOUTHWESTERLY ALONG THE NORTHWESTERLY LINE OF SAID LANDS, TO THE WESTERN MOST CORNER OF SAID LANDS, LYING ON THE NORTHEASTERLY LINE OF LOT 2, BLOCK 39 OF AFOREMENTIONED CLARK'S FIRST ADDITION; THENCE NORTHWESTERLY ALONG SAID NORTHEASTERLY LINE TO THE NORTHEAST CORNER OF SAID LOT 2; THENCE WESTERLY ALONG THE NORTH LINE OF SAID LOT 2, TO THE EAST RIGHT OF WAY LINE OF NORTHWEST 137 TERRACE; THENCE NORTHERLY ALONG SAID EAST RIGHT OF WAY LINE TO AN INTERSECTION WITH THE EASTERLY PROJECTION OF THE SOUTH LINE OF TAX PARCEL 03367-001-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 2333, PAGE 360 OF SAID PUBLIC RECORDS; THENCE WESTERLY TO THE EAST BOUNDARY OF SAID LANDS, AND THE WESTERLY RIGHT OF WAY LINE OF SAID NORTHWEST 137<sup>TH</sup> TERRACE; THENCE NORTHERLY ALONG SAID WESTERLY RIGHT OF WAY LINE, TO THE SOUTHWESTERLY RIGHT OF WAY LINE OF U.S. HIGHWAY NO. 441; THENCE NORTHWESTERLY ALONG SAID SOUTHWESTERLY RIGHT OF WAY LINE TO AN INTERSECTION WITH THE NORTHEAST CORNER OF TAX PARCEL 03376-002-000; THENCE SOUTHERLY ALONG THE EAST LINE OF SAID TAX PARCEL 03376-002-000 TO THE SOUTHEAST CORNER OF SAID LANDS, LYING ON THE NORTHERLY LINE OF BLOCK 37 OF CLARK'S FIRST ADDITION, PER PLAT BOOK "C", PAGE 79-C OF SAID PUBLIC RECORDS; THENCE NORTHWESTERLY ALONG SAID NORTHERLY LINE OF BLOCK 37, TO THE EASTERLY RIGHT OF WAY LINE OF NORTHWEST 140<sup>TH</sup> STREET; THENCE NORTHERLY ALONG SAID EASTERLY RIGHT OF WAY LINE, TO THE INTERSECTION OF THE EAST RIGHT OF WAY LINE OF SAID NORTHWEST 140<sup>TH</sup> STREET WITH THE NORTHEASTERLY RIGHT OF WAY LINE OF SAID U.S. HIGHWAY NO. 441; THENCE SOUTHEASTERLY ALONG SAID NORTHEASTERLY RIGHT OF WAY LINE TO THE SOUTHEAST CORNER OF TAX PARCEL 03226-001-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 3555, PAGE 1474 OF SAID PUBLIC RECORDS; THENCE NORTHEASTERLY ALONG THE SOUTHEASTERLY LINE OF SAID TAX PARCEL 03226-001-000 TO THE NORTHEAST CORNER OF SAID LANDS; THENCE NORTHWESTERLY ALONG THE NORTHEASTERLY LINE OF SAID LANDS TO THE WEST LINE OF LOT 8, BLOCK 3 OF DOWNING SUBDIVISION, PER PLAT BOOK "C", PAGE 79 OF SAID PUBLIC RECORDS; THENCE NORTHERLY ALONG THE WEST LINE OF LOT 8 AND LOT 5 OF SAID BLOCK 3 TO

THE NORTH RIGHT OF WAY LINE OF NORTHWEST 152 PLACE; THENCE WESTERLY ALONG SAID NORTH RIGHT OF WAY LINE, TO THE EAST RIGHT OF WAY LINE OF COUNTY ROAD NO. 241 (A.K.A. NORTHWEST 140 STREET); THENCE NORTHERLY ALONG SAID EAST RIGHT OF WAY LINE TO THE NORTH RIGHT OF WAY LINE OF NORTHWEST 154 AVENUE; THENCE WESTERLY ALONG NORTH RIGHT OF WAY LINE TO THE SOUTHWEST CORNER OF LOT 9 OF BLOCK 7 OF GUINN WILLIAMS AND REEVES SUBDIVISION, PLAT BOOK "C", PAGE 79 OF SAID PUBLIC RECORDS; THENCE NORTHERLY ALONG THE WEST LINE OF LOT 9 AND LOT 4 OF SAID BLOCK 7 TO THE NORTH RIGHT OF WAY LINE OF NORTHWEST 154 PLACE; THENCE WESTERLY ALONG SAID NORTH RIGHT OF WAY LINE TO THE EAST RIGHT OF WAY LINE OF NORTHWEST 144 STREET; THENCE SOUTHERLY ALONG SAID EAST RIGHT OF WAY LINE TO THE NORTHWESTERLY RIGHT OF WAY LINE U.S. HIGHWAY NO. 441; THENCE SOUTHWESTERLY TO THE INTERSECTION OF THE SOUTHWESTERLY RIGHT OF WAY LINE OF U.S. HIGHWAY NO. 441 WITH THE SOUTHEASTERLY RIGHT OF WAY LINE OF NORTHWEST 144<sup>TH</sup> WAY AND THE POINT OF BEGINNING.

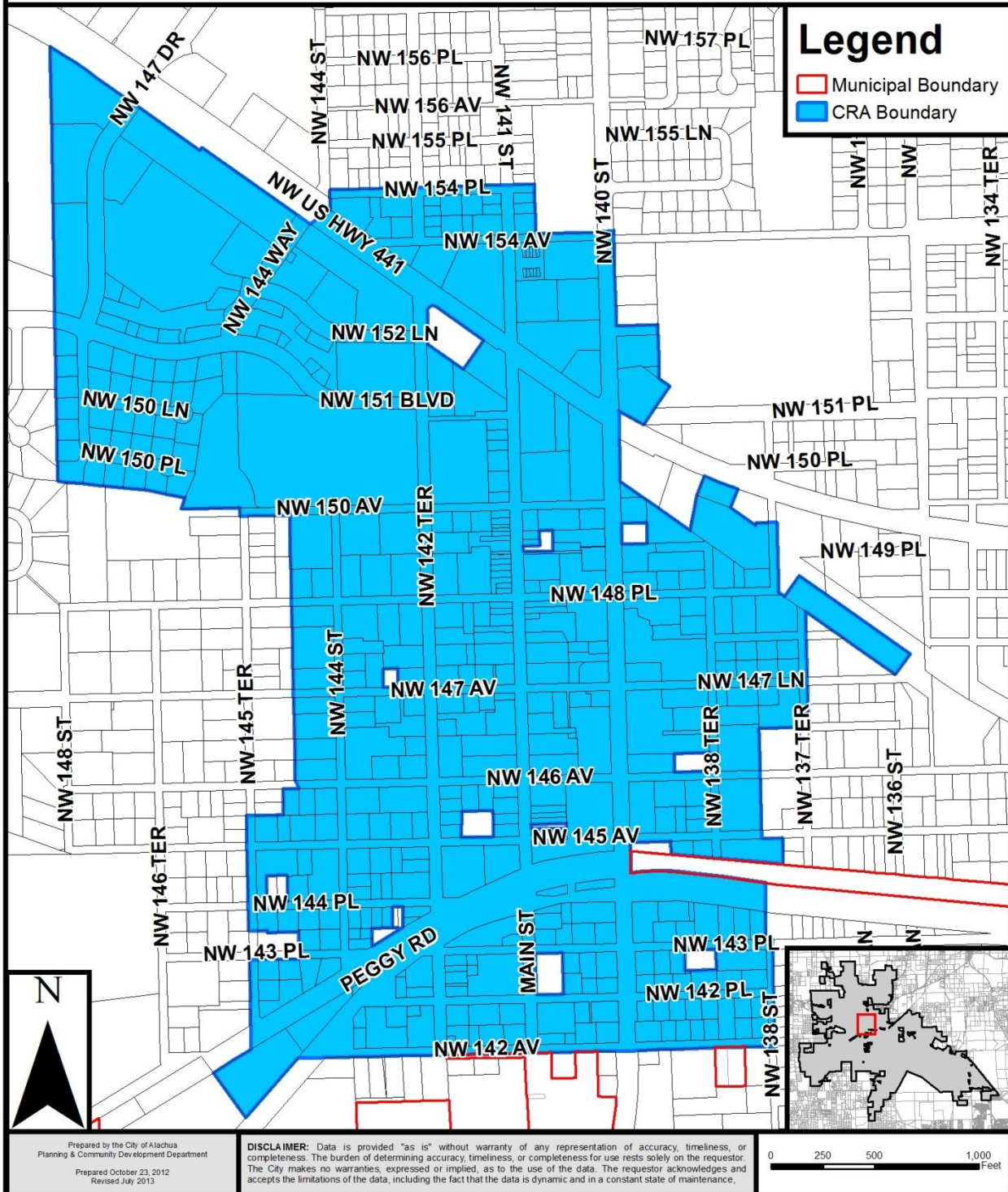
**LESS & EXCEPT**

- 1) TAX PARCEL 03643-004-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 3930, PAGE 2203 OF THE PUBLIC RECORDS OF ALACHUA COUNTY, FLORIDA.
- 2) TAX PARCEL 03825-000-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 3288, PAGE 367 OF THE PUBLIC RECORDS OF ALACHUA COUNTY, FLORIDA.
- 3) TAX PARCEL 03826-000-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 3821, PAGE 1137 OF THE PUBLIC RECORDS OF ALACHUA COUNTY, FLORIDA.
- 4) TAX PARCEL 03846-000-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 2372, PAGE 2959 OF THE PUBLIC RECORDS OF ALACHUA COUNTY, FLORIDA.
- 5) TAX PARCEL 03725-000-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 4102, PAGE 1670 OF THE PUBLIC RECORDS OF ALACHUA COUNTY, FLORIDA.
- 6) TAX PARCEL 03721-000-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 4184, PAGE 1138 OF THE PUBLIC RECORDS OF ALACHUA COUNTY, FLORIDA.
- 7) TAX PARCEL 03692-000-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 4114, PAGE 205 OF THE PUBLIC RECORDS OF ALACHUA COUNTY, FLORIDA.
- 8) TAX PARCEL 03695-000-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 2127, PAGE 2860 OF THE PUBLIC RECORDS OF ALACHUA COUNTY, FLORIDA.
- 9) TAX PARCEL 03643-004-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 3930, PAGE 2203 OF THE PUBLIC RECORDS OF ALACHUA COUNTY, FLORIDA.
- 10) TAX PARCEL 03742-000-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 1973, PAGE 2887 OF THE PUBLIC RECORDS OF ALACHUA COUNTY, FLORIDA.

- 11) TAX PARCEL 03428-000-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 1653, PAGE 762 OF THE PUBLIC RECORDS OF ALACHUA COUNTY, FLORIDA.
- 12) TAX PARCEL 03392-001-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 3512, PAGE 537 OF THE PUBLIC RECORDS OF ALACHUA COUNTY, FLORIDA.
- 13) TAX PARCEL 03367-001-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 2333, PAGE 360 OF THE PUBLIC RECORDS OF ALACHUA COUNTY, FLORIDA.
- 14) TAX PARCEL 03434-003-000, DESCRIBED AS "PARCEL II" IN OFFICIAL RECORDS BOOK 2111, PAGE 342 OF THE PUBLIC RECORDS OF ALACHUA COUNTY, FLORIDA.
- 15) TAX PARCEL 03610-001-000, AS DESCRIBED IN OFFICIAL RECORDS BOOK 1734, PAGES 1850 & 1851 OF THE PUBLIC RECORDS OF ALACHUA COUNTY, FLORIDA.
- 16) TAX PARCEL 03595-200-001, AS DESCRIBED IN OFFICIAL RECORDS BOOK 2252, PAGE 2357 OF THE PUBLIC RECORDS OF ALACHUA COUNTY, FLORIDA.



# City of Alachua Community Redevelopment Area



**APPENDIX B: LIMITATIONS ON THE TYPE, SIZE, HEIGHT, NUMBER AND PROPOSED USE OF BUILDINGS**

**Table 4.1-1, Table of Allowed Uses  
City of Alachua Land Development Regulations**

**NOTE:** The zoning districts highlighted in blue below are located within the Community Redevelopment Area.

Table 4.1-1. Table of Allowed Uses																						
P = Permitted use S = Special exception permit A = Allowed in the PD districts Blank cell = Prohibited																						
Use Category/Use Type	CS	V	Residential						Business						Planned Development			Use Specific Standards (Sec. 4.3)				
			Single-Family		Mobile Home	Multiple Family		OR	CN	CC	CB	DC	CP	IL	W	IG	COMM		RT	N	DEC	
			1	3	4	6	5	P	8	15												
<b>RESIDENTIAL USES</b>																						
<b>Household living</b>																						
Dwelling, live/work		P						P	P	P	P	P	P	P	P	P		A	A	A	A	
Dwelling, manufactured home		P	P	P	P	P	P	P	P										A	A	A	4.3.1(A)(1), (2)
Dwelling, mobile home		P				P	P															4.3.1(A)(1)
Dwelling, multiple-family					S		P	P	P		P	P	P	P				A	A	A	A	4.3.1(A)(3)
Dwelling, single-family attached					P		P	P	P			P	P	P				A	A	A		4.3.1(A)(3)
Dwelling, single-family detached		P	P	P	P		P	P	P			P	P					A	A			4.3.1(A)(4)
Dwelling, townhouse			S	S	S		P	P	P				P	P				A	A	A		4.3.1(A)(3)
Dwelling, two- to four-family			S	S	P		P	P	P			P	P	P				A	A	A		4.3.1(A)(3)
Mobile home park						P																4.3.1(A)(1)
Upper story dwelling							P	P	P	P	P	P	P	P				A		A	A	
<b>Group living</b>																						
Co-housing		P			P	P	P															4.3.1(B)(1)
Community residential home (6 or fewer residents)		P	P	P	P	P	P	P	P			P						A	A			4.3.1(B)(2)(b)
Community residential home (7–14 residents)				S	S		P	P	P													4.3.1(B)(2)(c)
Dormitory		P					S	P			P				S				A	A		4.3.1(B)(3)
Group home (15 or more residents)		S			S		S	S	S										A			
Roominghouse				S	S	S	P	P														

Table 4.1-1. Table of Allowed Uses

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Use Category/Use Type	CS	VA	Residential					Business							Planned Development				Use Specific Standards (Sec. 4.3)				
			Single-Family	Mobile Home	Multiple Family		OR	CN	CC	CB	DC	CI	PL	WIG	COMM	RT	ND	EC					
			1	3	4	6	5	P	8	15													
<b>PUBLIC AND INSTITUTIONAL USES</b>																							
<b>Community services</b>																							
Community center			S			S	S	S	S	S	P		P						A	A	A	4.3.2(A)	
Cultural facility							S	S	P	P	P	P		P					A	A	A	4.3.2(A)	
Library					S		P	P	P	P	P	P							A	A	A	4.3.2(A)	
Senior center					S	P	P	P	P		P	P	P							A	A	4.3.2(A)	
Youth club facility					S	P	P	P	P		P	P	P							A	A	4.3.2(A)	
<b>Day care</b>																							
Adult care center			S	S	S	S	S	S	S	S	S	S	S						A	A	A		
Child care center			S	S	S	S	P	P	P	P	P	P		P					A	A	A	4.3.2(B)(1)	
Day care home (up to and including 6 persons)			S	S	S	S	S	S	P	P	P	P								A			
Overnight child care center			S		S	S	P	P	P	P	P	P									A	4.3.2(B)(1)	
<b>Educational facilities</b>																							
College or university						S		P	P	S		P	P	P	P	P			A	A	A		
School			P	S	S	P	P	P	P			P	P						A	A	A	4.3.2(C)(1)	
Vocational school					S	S	S	P	P	S	P	P	P	P	P	P			A	A	A	4.3.2(C)(1)	
<b>Government facilities</b>																							
Government maintenance, storage, and distribution facility												S	S	P		P	P		A			A	4.3.2(D)
Government office										P		P	P	P					A		A	4.3.2(D)	
Post office					S	S	S	S	P	P	P	P	P	P	P				A	A	A	4.3.2(D)	
<b>Health care facilities</b>																							
Blood collection facility														P	P	P	P		A			A	
Hospital			S				S	S				P	P			P			A		A	4.3.2(E)(1)	
Medical and dental clinic									P	S		P	P	P	P				A		A		
Medical and dental lab												P		P	P	P			A			A	
Outpatient facility							S	S			S	P	P	P					A		A	4.3.2(E)(2)	

Table 4.1-1. Table of Allowed Uses

P = Permitted use S = Special exception permit  
 A = Allowed in the PD districts Blank cell = Prohibited

Use Category/Use Type	CS	V	Residential						Business						Planned Development				Use Specific Standards (Sec. <a href="#">4.3</a> )					
			Single-Family		Mobile Home	Multiple Family		OR	CN	CC	CB	DC	CP	IL	W	IG	COMM	RT		N	DEC			
			1	3	4	6	5	P	8	15														
<b>Institutions</b>																								
Assisted living facility		S		S	S			P	P	S										A	A	A	A	
Auditorium											S	P	P	S	P	P				A			A	4.3.2(F)(1)
Convention center											S	P	P	S	P	S				A			A	4.3.2(F)(1)
Drug and alcohol treatment facility												P												
Nursing home		S					S	S	P		P	P								A		A		
Psychiatric treatment facility												P								A				
Religious institution, with seating capacity less than 300 in sanctuary or main activity area		P	S	S	S	P	P	P	P	P	P	P	P	P	P	P				A	A	A	A	4.3.2(F)(2)
Religious institution, with seating capacity of 300 or greater in sanctuary or main activity area, or with accessory schools, day care centers with more than 50 children, or recreational facilities		P	S	S	S	S	S	S	S	S	P	P	P	P	P	P				A	A	A	A	4.3.2(F)(2)
<b>Parks and open areas</b>																								
Arboretum		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P				A	A	A	A	
Botanical garden		P	P	P	P	P	P	P	P	P	P	P	P	P	P					A	A	A	A	
Cemetery, columbaria, mausoleum		P		S	S	S	S	S				P		P										
Community garden		P	P	P	P	P	P	P	P					P							A	A	A	
Golf course, public		P	P	P	P	P	P	P	P					P	P					A	A	A	A	
Park, private and public		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P			A	A	A	A	
Public square		S	S	S	S	P	P	P	P	P	P	P	P	P	P	P				A	A	A	A	
Recreational trail		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P				A	A	A	A	
Resource-based recreation uses, nonintensive		P	P	P	P	P	P	P	P	P	P			P	P					A	A	A	A	
Resource-based recreation uses		S	S	P	P	P	P	P						P						A	A	A	A	
<b>Public safety</b>																								
Fire and EMS		P	S	S	S	S	P	P	P	P	P	P	P	P	P	P				A	A	A	A	4.3.2(G)
Police station		P	S	S	S	S	P	P	P	P	P	P	P	P	P	P				A	A	A	A	4.3.2(G)

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Use Category/Use Type	CS	VA	Residential						Business						Planned Development				Use Specific Standards (Sec. 4.3)		
			Single-Family		Mobile Home		Multiple Family		OR	CN	CC	CC	BD	CI	CP	IL	WIG	COMM		RT	NDEC
			1	3	4	6	5	P	8	15											
Substation for fire and City police	P		S	P	P	P	P	P	P	P	P	P	P	P	P	P	A	A	A	A	4.3.2(G)
<b>Transportation</b>																					
Airport	S										S		S			S				A	
Airplane landing strip	S											S		S		S	A	A		A	4.3.2(H)(1)
Helicopter landing facilities	S						S	S			S	S	S	S	S	S	A			A	4.3.2(H)(2)
Passenger terminal, surface transportation											S		P	P	P	P	A				
<b>Utilities</b>																					
Wireless communication tower and/or antenna, freestanding	S	P	S	S	S	S	S	S	S	S	P	S	P	P	P	P	A	A	A	A	4.3.2(I)(1)
Wireless communication antenna, collocation on existing tower	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	A	A	A	4.3.2(I)(1)
Wireless communication antenna, placement on existing building	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	A	A	A	4.3.2(I)(1)
Railroad right-of-way	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	A	A	A	
Utility, major		S	S	S	S	S	S	S			S	S	S	S	S	S	A	A	A	A	4.3.2(I)(3)
Utility, minor		P	P	P	P	P	P	P	P	P	P	P	P	P	P	P	A	A	A	A	4.3.2(I)(4)
<b>AGRICULTURE</b>																					
<b>Agriculture</b>																					
General use category	P																				
<b>Animal husbandry</b>																					
General use category	P																				
<b>Horticulture</b>																					
General use category	P																				
<b>Agriculture support and services (directly related)</b>																					
Agricultural processing	P																				4.3.3(A)(1), (2)
Agri-education	P																				4.3.3(A)(1)
Agri-entertainment	P																				4.3.3(A)(1)
Custom operator	P																				4.3.3(A)(1)





Table 4.1-1. Table of Allowed Uses

P = Permitted use S = Special exception permit  
 A = Allowed in the PD districts Blank cell = Prohibited

Use Category/Use Type	CS	VA	Residential					Business							Planned Development				Use Specific Standards (Sec. <a href="#">4.3</a> )						
			Single-Family	Mobile Home	Multiple Family		OR	CN	CC	CB	DC	CI	PL	WIG	COMM	MR	TN	DEC							
			1	3	4	6	5	P	8	15															
<b>Manufacturing and production</b>																									
Manufacturing, heavy <sup>1</sup>																			P	4.3.4(D)(1)					
Manufacturing, light																			P	A	A				
Medical radioisotope laboratory																			P						
Asphalt/concrete batch plant																			S		4.3.4(D)(1)				
<b>Offices</b>																									
Business services										P	P	P	P	P	P					A	A	A			
Financial services										P	P	P	P	P	P					A	A	A			
Professional services								S		P	P	P	P	P	P					A	A	A			
Radio and television broadcasting studio												P	P	P	P	P				A		A			
Sales												P	P	P	P					A	A	A			
<b>Parking, commercial</b>																									
Parking lot												P	P	P	P	P	P			A	A	A	A	4.3.4(E)(1)	
Parking structure												P	P	P	P	P				A	A	A	A	4.3.4(E)(2)	
<b>Recreation/entertainment, indoor</b>																									
Commercial recreation, indoor							S	S				P	P	P	P					P	A	A	A	A	
Neighborhood recreation center			S	S	S		P	P												P	A	A	A		
Private club or lodge with seating capacity of less than 300 in main activity area		P	S	S	S	P	P	P	S	S	P	P	P	P	P	P					A	A	A	A	
Private club or lodge, with seating capacity of 300 or greater in main activity area		P				S	S	S	S	S	P	P	P	P	P						A	A	A	A	
Theater											S	P	P	P	P						A	A	A		
<b>Recreation/entertainment, outdoor</b>																									
Archery range		P																							
Arena, amphitheater, auditorium, or stadium												S	S	S		S	S				A	A	A	A	4.3.4(F)(1)
Commercial recreation, outdoor		S																			A	A	A		





Table 4.1-1. Table of Allowed Uses

P = Permitted use S = Special exception permit  
 A = Allowed in the PD districts Blank cell = Prohibited

Use Category/Use Type	CS	VA	Residential					Business					Planned Development			Use Specific Standards (Sec. 4.3)				
			Single-Family	Mobile Home	Multiple Family		OR	CN	CC	CB	DC	CP	IL	W	IG		COMM	RT	N	DEC
			1	3	4	6	5	P	8	15										
Outdoor storage (as a principal use)														S	S					4.3.4(L)(2)
<b>Waste-related services</b>																				
Energy recovery plant	S																			
Hazardous waste collection sites															P					
Incinerator	S														S					
Landfill	S														S					
Landspreading of wastes	S														S					
Recycling dropoff center												S		S	S	A		A	A	4.3.4(M)(1)
Recycling and salvage center	S														P					4.3.4(M)(2)
Salvage and junkyard															P					4.3.4(M)(3)
Tire disposal or recycling															S					4.3.4(M)(3)
Waste composting	S														P					
<b>Wholesale sales</b>																				
All uses													S	P	P	P				

<sup>1</sup> This use type prohibits petroleum refining, rendering, mining and manufacture of chemicals, fertilizers, paint, turpentine, etc., but allows manufacture of automobiles and computers. See definitions for further details. Asphalt/concrete batch plants are considered a subuse type of manufacturing, heavy.

**Table 5.1-2, Table of Dimensional Standards in Residential Zoning Districts  
City of Alachua Land Development Regulations**

**NOTE:** This table has been modified to only include residential zoning districts which are located within the Community Redevelopment Area.

Table 5.1-2. Table of Dimensional Standards in the Residential Zoning Districts										
District and Use	Lots		Minimum Yards and Setbacks				Wetland and Water-course (ft.)	Max. Height (ft.)	Max. Lot Cover (incl. accessory structures)	Max. Gross Density (DU/acre) [3]
	Min. Area (sq. ft.)	Min. Width (ft.)	Front (ft.)	Side (ft.)	Rear (ft.)					
<b>RSF-3 (District permitted only in areas with community water and sewer systems)</b>										
Dwelling, single-family detached	10,000	50	20	7.5 for each	15	Sec. 5.2.2(B)	65	40%	3	
All other uses	None	None	35	25 for existing; 30 for new	35			50%		
<b>RSF-6 (District permitted only in areas with community water and sewer systems)</b>										
Dwelling, single-family detached	6,000	50	20	7.5 for each	15	Sec. 5.2.2(B)	65	50%	6	
Dwelling, single-family attached, townhouse, and two- to four-family	6,000 per unit for first 2 units; 2,000 per unit for each additional	40	15	5 for each building side	10			60%		
All other uses	None	None	35	25 for existing; 30 for new	35			60%		
<b>RMF-8</b>										
Dwelling, single-family detached	6,000	50	20	7.5 for each	15	Sec. 5.2.2(B)	65	40%	8	
Dwelling, single-family attached, townhouse, and two- to four-family	10,000	40	15	5 for each building side	10					
Dwelling, multiple-family, group living	16,335 for site	80	30 at site perim.	15 at site perim.; 20 between buildings	20 at site perim.					
All other uses	None	None	35	25 for each	35			35%		
[1] Minimum lot area and width standards may be reduced to the minimum extent necessary in the RSF-4, RSF-6, RMF-8, and RMF-15 districts to accommodate deed-restricted affordable housing units.										
[2] Minimum yards and setbacks may be reduced to the minimum extent necessary in the RSF-4, RSF-6, RMF-8, and RMF-15 districts to accommodate deed-restricted affordable housing units.										
[3] Maximum gross residential density may be increased by up to 20 percent in the RSF-6, RMF-8, and RMF-15 districts to accommodate deed-restricted housing units designated as affordable for low income residents.										

**Table 5.1-3, Table of Dimensional Standards in the Business Zoning Districts  
City of Alachua Land Development Regulations**

**NOTE:** This table has been modified to only include business zoning districts which are located within the Community Redevelopment Area.

Table 5.1-3. Table of Dimensional Standards in the Business Zoning Districts											
District and Use	Lots		Minimum Yards and Setbacks				Max. Height (ft.)	Max. Lot Coverage (incl. accessory structures) [1]	Max. FAR [2]	Max. Gross Residential Density (DU/acre)	
	Min. Area (sq. ft.)	Min. Width (ft.)	Front (ft.)	Side (ft.)	Rear (ft.)	Wetland and Watercourse (ft.)					
<b>OR</b>											
Dwelling, single-family detached	6,000	50	20	7.5 for each	15	Sec. 5.2.2(B)	65	40%	N/A	5	
Dwelling, single-family attached, townhouse, two-to four-family, and multiple-family	10,000	40	15	5 for each building side	10						
Public and institutional uses	None	None	35	25 for each	35			35%	None		N/A
All other uses			30	20 for each	20						
All uses			25								
<b>CC</b>											
All uses	None	None	20	None	15	Sec. 5.2.2(B)	65	None	See note [2]	None	
<b>CBD</b>											
All uses	None	None	None	None	None	Sec. 5.2.2(B)	65	None	See note [2]	None	
<b>CI [3]</b>											
All uses	None	None	20	None	15	Sec. 5.2.2(B)	65	None	See note [2]	None	
<b>IG</b>											
All uses	None	None	20	15, except where railroad spur abuts side or rear property line, then none		Sec. 5.2.2(B)	65	None	See note [2]	N/A	
Notes:											
[1] The maximum lot coverage in the OR district may be increased up to 65 percent by the provision of three or more upper story dwelling units above retail or office uses, provided such units are deed-restricted as affordable housing for low income residents.											
[2] The building square footage occupied by upper story dwelling units that are deed-restricted as affordable housing for low income residents shall not be counted towards the maximum FAR. Floor area ratios for business districts are as follows: 0.5 FAR for parcels five acres or greater; 0.75 FAR for parcels less than five acres, but greater than one acre; 1.0 FAR for parcels one acre or less.											
[3] Minimum lot area, minimum lot width, minimum yard, and minimum setback standards may be reduced by up to 75 percent in the CI districts to accommodate deed-restricted affordable housing units.											
[4] Residential uses in the CP District shall be consistent with the criteria specified in Section 3.5.2(F).											

# APPENDIX C: CAPITAL PROJECTS AND PROJECTED COSTS

PROJECT	12/13	13/14	FUNDING SOURCE	14/15	15/16	16/17	TOTAL
<b>DOWNTOWN REDEVELOPMENT DISTRICT</b>							
<b>STREET &amp; ROAD IMPROVEMENT PROJECTS</b>							
Traffic Calming Devices-Downtown Area	10,000	10,000	Tax Increment Revenue (TIR)	10,000	10,000	10,000	50,000
<b>STREET &amp; ROAD R &amp; R PROJECTS</b>							
Resurfacing City Streets-CRA area	50,000	50,000	Tax Increment Revenue (TIR)	50,000	50,000	50,000	250,000
NW 150 Ave/NW 142 Terr Reconstruction Project	235,575	0	Tax Increment Revenue (TIR)	0	0	0	235,575
NW 142 Terr Reconstruction-C&G, S/Ws-US 441 to NW 14800 block (625 lf)	929,364	0	Tax Increment Revenue (TIR)	0	0	0	929,364
NW 142 Terr Reconstruction, C&G, S/Ws-NW 14800 block to CR 2054 (1,200 lf)	0	400,000	Tax Increment Revenue (TIR)	0	0	0	400,000
Main St Reconstruction, C&G, S/Ws-CR 2054 to NW 142 Terr (850 lf)	0	0	Tax Increment Revenue (TIR)	0	0	0	0
NW 154 Ave Reconstruction, C&G, S/Ws-US 441 to NW 141 St (650 lf)	0	0	Tax Increment Revenue (TIR)	0	0	0	0
NW 154 Ave Resurfacing & S/Ws-NW 141 St to SR 235 (475 lf)	0	20,000	Tax Increment Revenue (TIR)	125,000	0	0	145,000
<b>SIDEWALK/BICYCLE PATH IMPROVEMENT PROJECTS</b>							
Sidewalk construction-Side streets off of Main St	20,000	20,000	Tax Increment Revenue	20,000	20,000	20,000	100,000
<b>DOWNTOWN PARKING FACILITY IMPROVEMENTS</b>							
Building Dept/Skinner Field Parking Lot Improvements	0	0	Tax Increment Revenue (TIR)	0	0	0	0
Parking Lot Acquisition	0	150,000	Tax Increment Revenue (TIR)	150,000	0	0	300,000
Parking Lot Construction	0	150,000	Tax Increment Revenue (TIR)	150,000	150,000	150,000	600,000
<b>DRAINAGE SYSTEM IMPROVEMENT PROJECTS</b>							
Skinner Field UG Drainage Project	350,000	0	Tax Increment Revenue (TIR)	0	0	0	350,000
<b>DRAINAGE SYSTEM RENEWAL &amp; REPLACEMENT PROJECTS</b>							
NW 142 Terr Drainage basin Improvements	0	100,000	Tax Increment Revenue (TIR)	0	0	0	100,000
<b>RECREATION PROJECTS</b>							
Resurfacing Downtown basketball and tennis courts, upgrade lighting	7,000	7,000	Tax Increment Revenue (TIR)	7,000	7,000	7,000	35,000
<b>MISCELLANEOUS PROJECTS</b>							
Streetlights in CRA-Sidestreets off of Main St	10,000	10,000	Tax Increment Revenue (TIR)	10,000	10,000	10,000	50,000
UG electric in CRA-Sidestreets off of Main St	50,000	50,000	Tax Increment Revenue (TIR)	50,000	50,000	50,000	250,000
<b>SUBTOTAL</b>	<b>1,663,939</b>	<b>967,000</b>		<b>572,000</b>	<b>297,000</b>	<b>297,000</b>	<b>3,794,939</b>
<b>TOTAL:</b>	<b>5,797,962</b>	<b>5,022,009</b>		<b>5,418,957</b>	<b>8,795,416</b>	<b>39,612,759</b>	<b>64,647,103</b>

The City has procured a Tax Increment Revenue Note in the amount of \$885,500 for the financing of projects located within the CRA. The note is in the amount of \$885,500 for a term of 10 years which will end in 2023. It is secured by the income stream of the CRA. The Annual Debt Service Payment for the note is approximately \$100,000 per year.

**APPENDIX D: COMMUNITY REDEVELOPMENT AREA TAX INCREMENT PROJECTIONS**

City of Alachua  
Tax Increment Projections: 2014-2043

	Base Year ('87) Taxable Value	Average Annual Growth at a rate of -2.0%					
		2013	2014	2015	2016	2017	2018
<b><u>Projected Growth in Taxable Value</u></b>	6,295,700	39,167,130	38,383,787	37,616,112	36,863,789	36,126,514	35,403,983
<b><u>Projected Tax Increment Taxable Value</u></b>		32,871,430	32,088,087	31,320,412	30,568,089	29,830,814	29,108,283
<b><u>Projected tax Increment @ 95%</u></b>							
City of Alachua (5.5000 mills)		171,753	167,660	163,649	159,718	155,866	152,091
Alachua County BOCC (8.5956 mill):		268,422	262,026	255,757	249,614	243,593	237,693
<b>Total Tax Increment</b>		<b>440,175</b>	<b>429,686</b>	<b>419,406</b>	<b>409,332</b>	<b>399,459</b>	<b>389,784</b>
<b>Commulative Projected Tax Increment</b>		<b>440,175</b>	<b>869,861</b>	<b>1,289,267</b>	<b>1,698,599</b>	<b>2,098,058</b>	<b>2,487,842</b>

**Note:**  
1) Projections assume millage rates remain constant from FY 13 adopted rates.

City of Alachua  
 Tax Increment Projections: 2014-2043

Base Year ('87) Taxable Value	Average Annual Growth @ 0.5%			
	2019	2020	2021	2022

**Projected Growth in Taxable Value**  
 6,295,700      35,581,003   35,758,908   35,937,703   36,117,391   36,297,978

**Projected Tax Increment Taxable Value**  
 29,285,303   29,463,208   29,642,003   29,821,691   30,002,278

<b><u>Projected tax Increment @ 95%</u></b>	
City of Alachua (5.5000 mills)	5.5000
Alachua County BOCC (8.5956 mill):	8.5956
<b>Total Tax Increment</b>	<b>392,154   394,537   396,931   399,337   401,755</b>

**Commutative Projected Tax Increment**  
**2,879,996   3,274,533   3,671,463   4,070,800   4,472,555**

**Note:**  
 1) Projections assume millage rates remain constant from FY 13 adopted rates.



City of Alachua  
 Tax Increment Projections: 2014-2043

Base Year ('87) Taxable Value	Average Annual Growth @ 0.5%			
	2029	2030	2031	2032

**Projected Growth in Taxable Value**  
 6,295,700      37,400,620   37,587,624   37,775,562   37,964,440   38,154,262

**Projected Tax Increment Taxable Value**  
 31,104,920   31,291,924   31,479,862   31,668,740   31,858,562

**Projected tax Increment @ 95%**  
 City of Alachua (5.5000 mills)      5.5000      162,523      163,500      164,482      165,469      166,461  
 Alachua County BOCC (8.5956 mill): 8.5956      253,997      255,524      257,059      258,601      260,151  
**Total Tax Increment**      **416,520**      **419,025**      **421,541**      **424,070**      **426,612**

**Commutative Projected Tax Increment**  
**6,934,550   7,353,574   7,775,115   8,199,186   8,625,798**

**Note:**  
 1) Projections assume millage rates remain constant from FY 13 adopted rates.

City of Alachua  
 Tax Increment Projections: 2014-2043

Base Year ('87) Taxable Value	Average Annual Growth @ 0.5%			
	2034	2035	2036	2037

**Projected Growth in Taxable Value**  
 6,295,700                      38,345,033   38,536,758   38,729,442   38,923,089   39,117,705

**Projected Tax Increment Taxable Value**  
 32,049,333   32,241,058   32,433,742   32,627,389   32,822,005

**Projected tax Increment @ 95%**

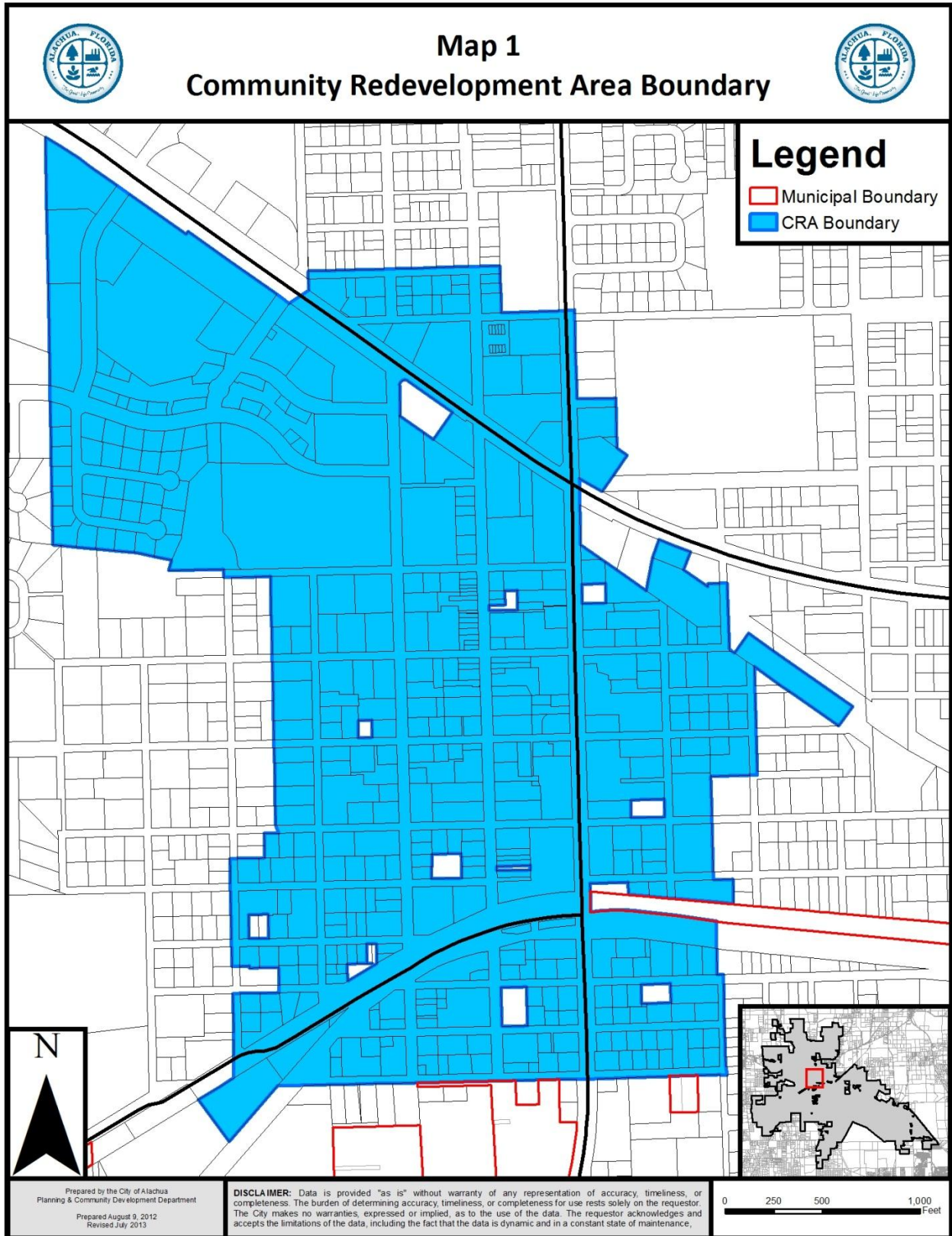
City of Alachua (5.5000 mills)	5.5000	167,458	168,460	169,466	170,478	171,495
Alachua County BOCC (8.5956 mill):	8.5956	261,709	263,275	264,848	266,429	268,019
<b>Total Tax Increment</b>		<b>429,167</b>	<b>431,734</b>	<b>434,314</b>	<b>436,907</b>	<b>439,514</b>

**Commutative Projected Tax Increment**  
 9,054,965   9,486,699   9,921,013   10,357,921   10,797,434

**Note:**  
 1) Projections assume millage rates remain constant from FY 13 adopted rates.



APPENDIX E: ILLUSTRATIONS/MAPS



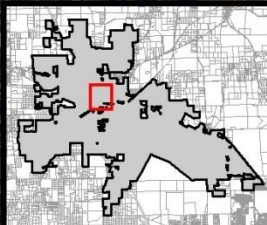


## Map 2 Aerial of Community Redevelopment Area



### Legend

- Municipal Boundary
- CRA Boundary.



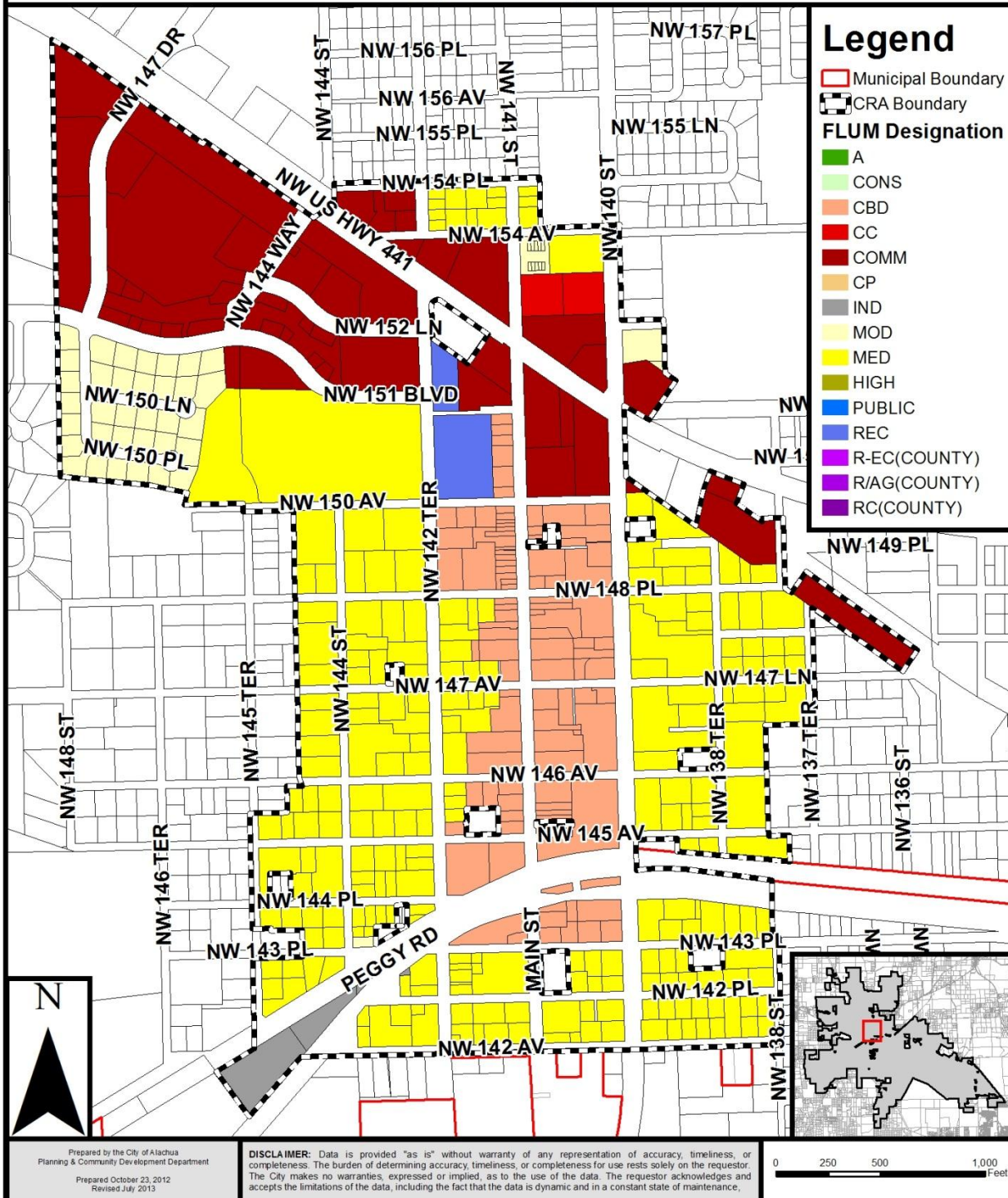
Prepared by the City of Alachua  
Planning & Community Development Department  
Prepared October 23, 2012  
Revised July 2013

**DISCLAIMER:** Data is provided "as is" without warranty of any representation of accuracy, timeliness, or completeness. The burden of determining accuracy, timeliness, or completeness for use rests solely on the requestor. The City makes no warranties, expressed or implied, as to the use of the data. The requestor acknowledges and accepts the limitations of the data, including the fact that the data is dynamic and in a constant state of maintenance.





### Map 3 FLUM Designations in the Community Redevelopment Area



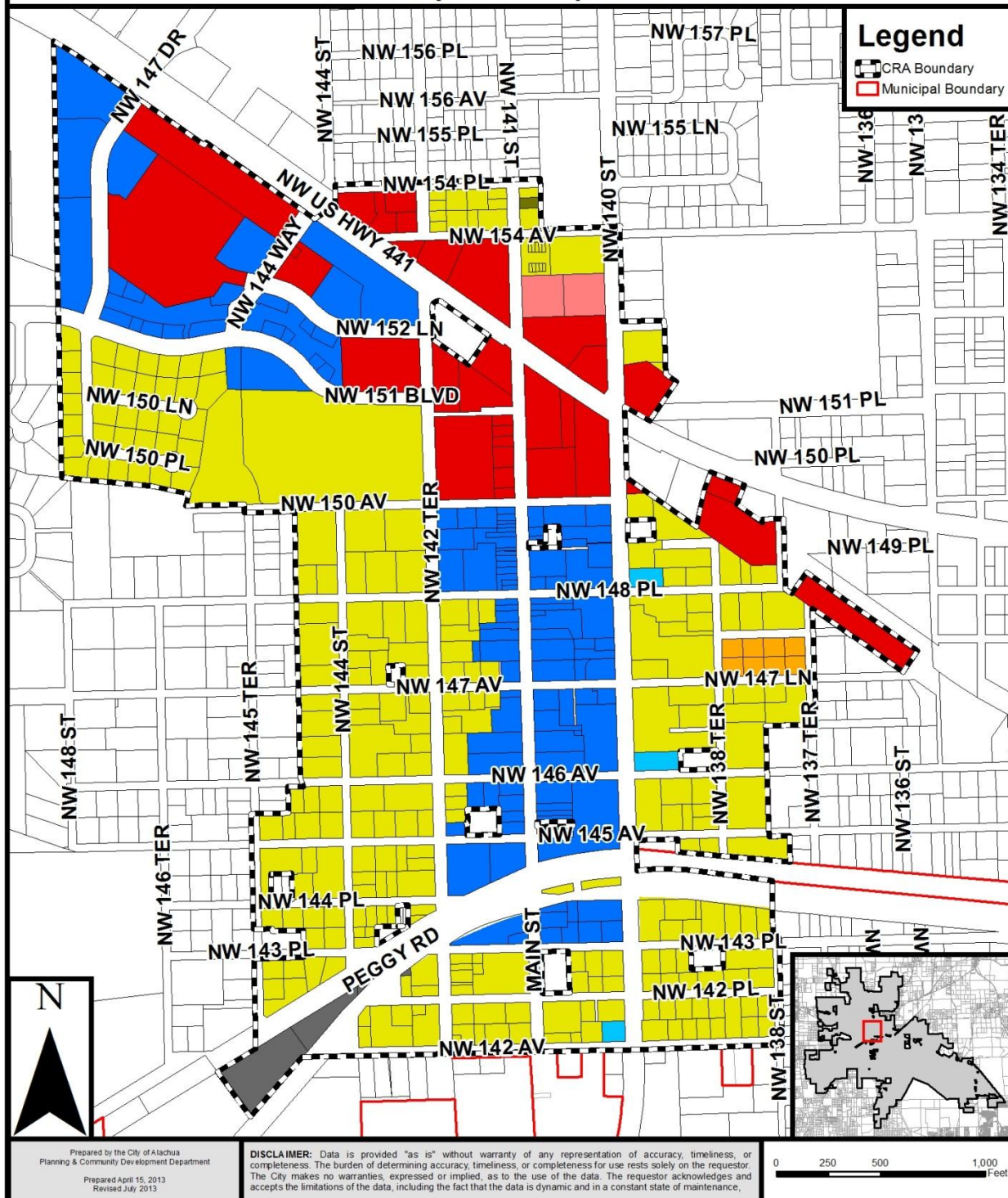
Prepared by the City of Alachua  
Planning & Community Development Department  
Prepared October 23, 2012  
Revised July 2013

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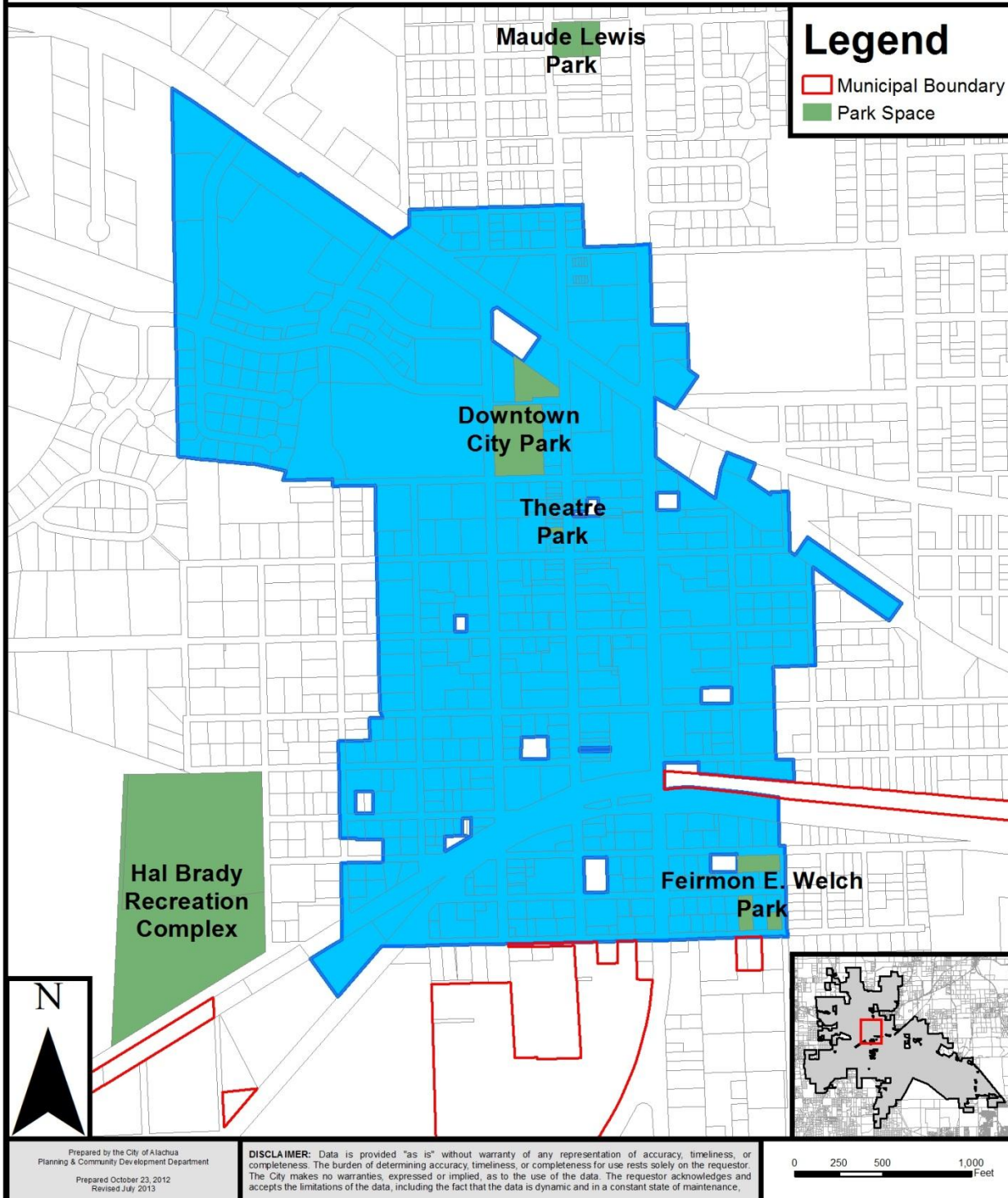


# Map 4 Zoning Districts in the Community Redevelopment Area



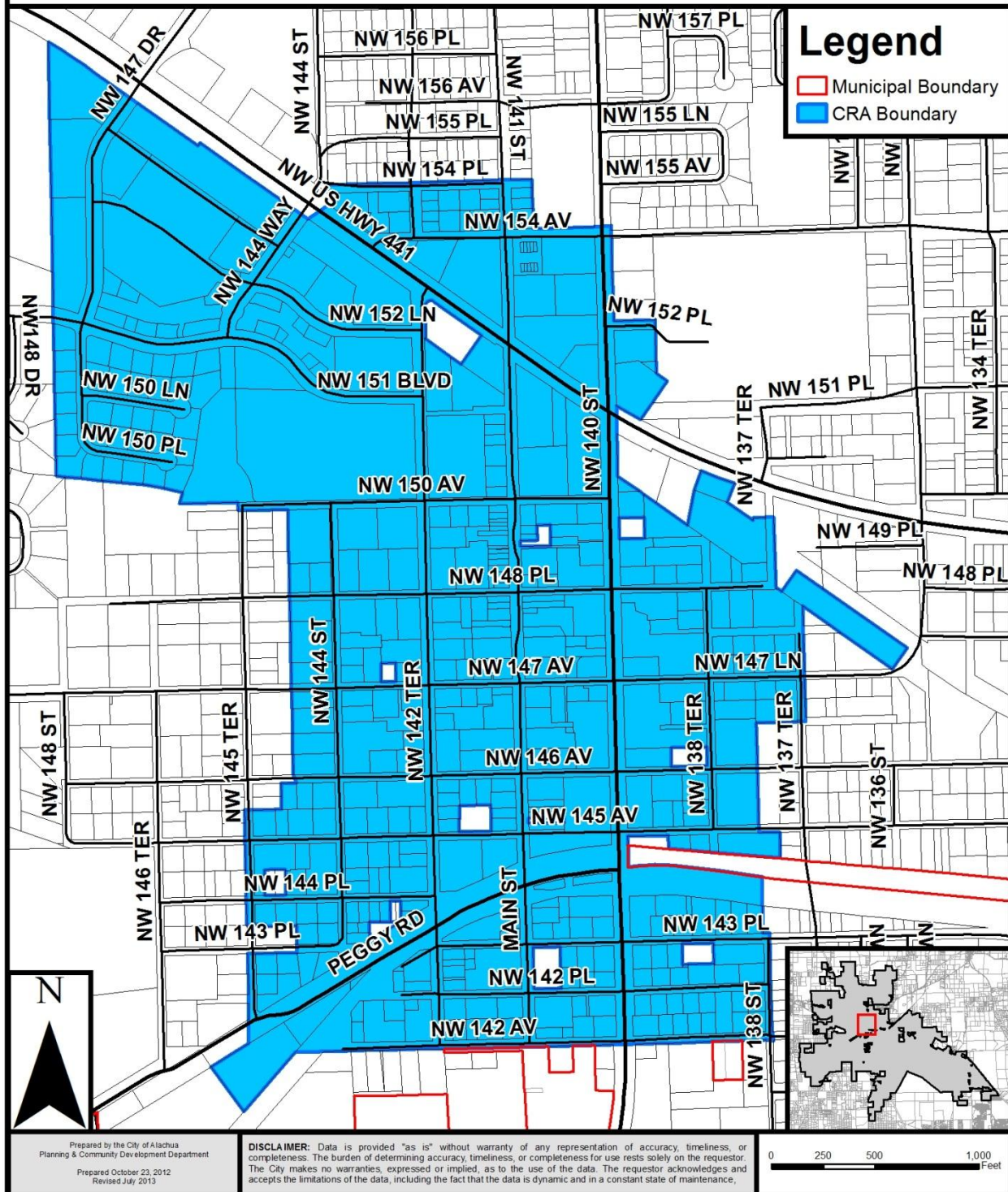


# Map 5 Parks and Open Spaces



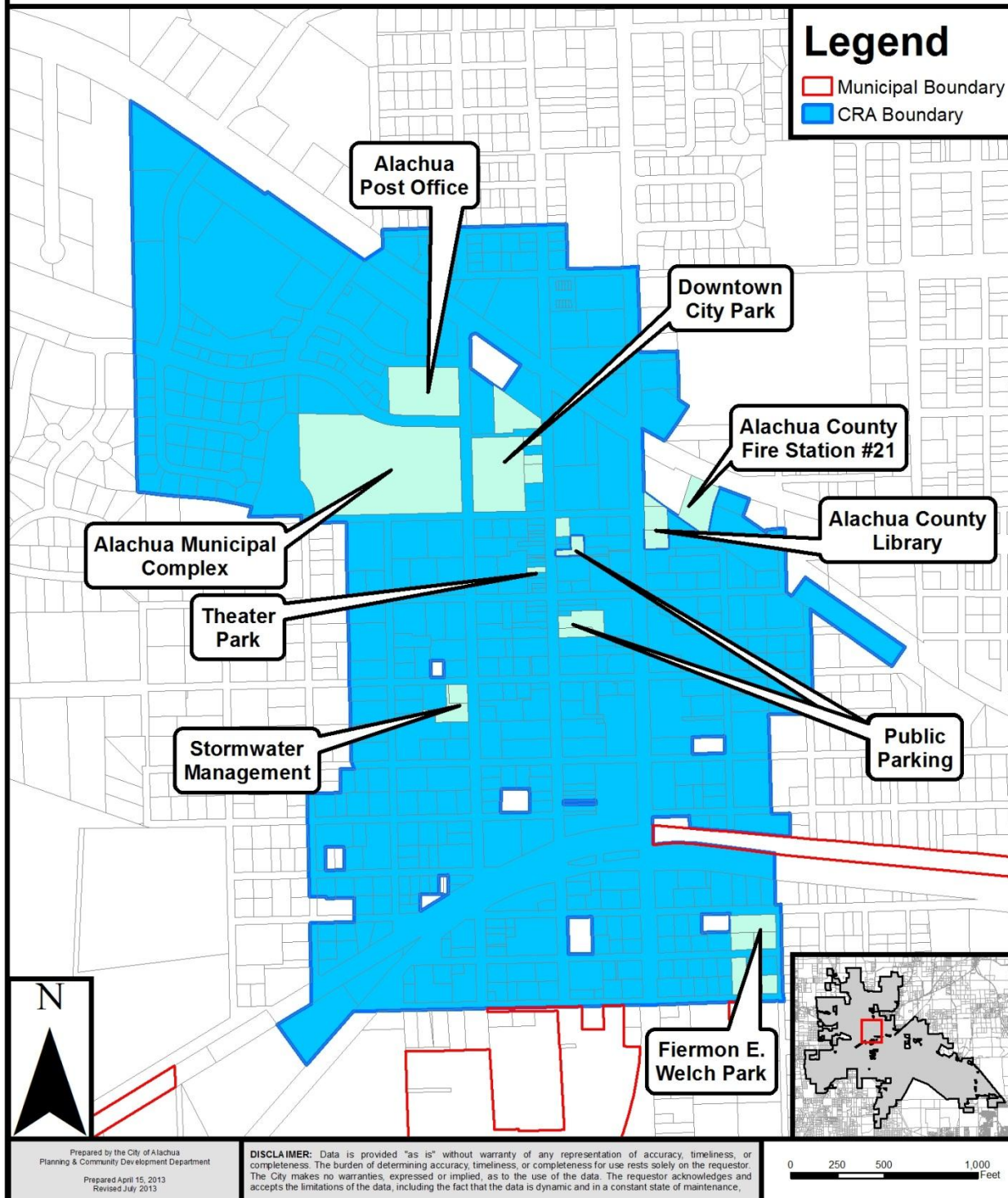


# Map 6 Existing Street Layout





# Map 7 Location of Public Uses



Prepared by the City of Alachua  
Planning & Community Development Department  
Prepared April 15, 2013  
Revised July 2013

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0 250 500 1,000 Feet

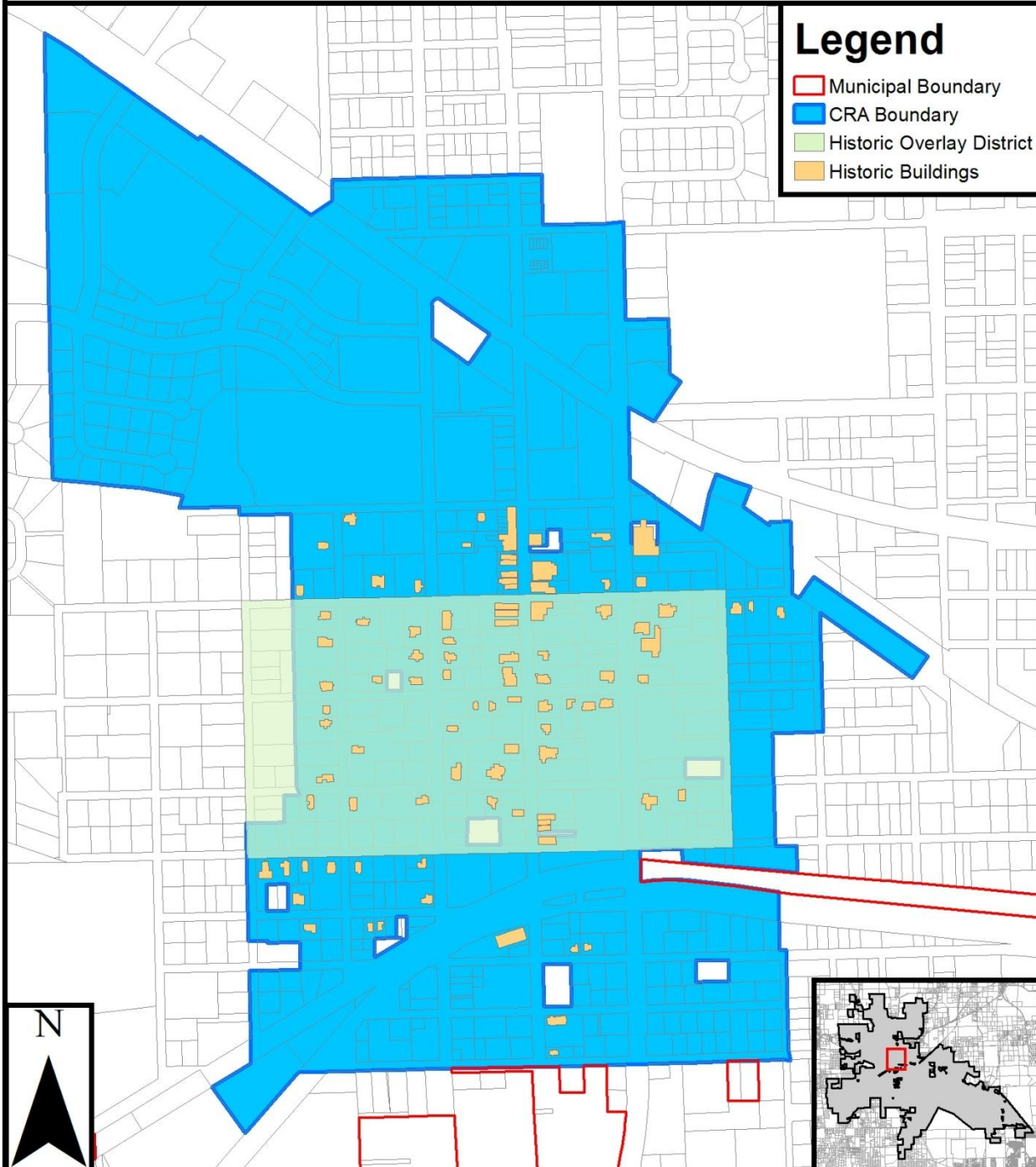


# Map 8 Historic Overlay District and Historic Buildings



**Legend**

-  Municipal Boundary
-  CRA Boundary
-  Historic Overlay District
-  Historic Buildings



Prepared by the City of Alachua  
Planning & Community Development Department  
Prepared October 23, 2012  
Revised July 2013

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