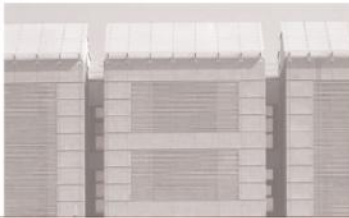# Southeast Gainesville Renaissance Initiative Master Plan

include something as integral part
or element of.

weave

connection

a relationship in which
a person, thing, or idea is linked
or associated with something else.

the action of linking
one thing with another

City of Gainesville

Russ Blackburn

City Manager

Anthony Lyons

CRA Director
Client Project Manager

John Wachtel

Neighborhood Coordinator

Andre Davis

Housing Finance Coordinator

Connection

Team Members

WilsonMiller
Michael English, AICP
Lea Del Tosto, CLARB
Marcie Stenmark, AICP
Courtney Bush, ASLA
Rachel Booth
Wade Reynolds
Catherine Jones

Swan Development Advisors
Bruce Lyon

Market Knowledge
Chris Johansen

Urban Studio Architects
Mickey Jacob, AIA
Dennis Carr, AIA
Shaun Luttrell

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Process

Phase 1

- ✓ Project Kickoff (March 2007)
- ✓ Data Gathering, Stakeholder Interviews and Fieldwork

Phase 2

- ✓ Community Participation (April 2007 – Present)
- ✓ Market Study
- ✓ Focus Site Selection
- ✓ Site Marketing Package Development
- ✓ Presentation to City Commission

Phase 3

Developer and Investor Meetings (Underway)

Master Plan Document (October 2007)

Phase 1

Data Gathering
- Review Prior Studies and Comprehensive Plan
- GIS Graphics

Stakeholder Interviews
- Selected City and County Elected Officials and Staff
- Health Department
- Shands Healthcare
- GTEC & Chamber of Commerce
- School District
- FDOT
- Neighborhood Leaders

Fieldwork
- Neighborhood Tour
- Photograph Study Area

onnection

Phase 2

Community Participation

Community Participation

Neighborhood Stakeholder Meeting
April 18, 2007

- Lincoln Estates
- North Lincoln Heights
- Sugarhill
- Springhill

Connection

Community Participation

Design Charrette: June 23, 2007

Connection

Community Participation

Lincoln Heights HOA Meeting: July 11, 2007

Community Participation

Design Review Open House: July 28, 2007

Community Participation

2nd Community Design Review

August 30, 2007

5:30 pm

Lincoln Middle School

Connection

Market Analysis

Identify Market Potential for:

- Retail
- Office
- Residential

Retail Market Analysis

Analyzed Demographics &
Aggregate Buying Behavior

Estimated Consumer
Spending Leakage

Surveyed Residents to Identify
Likes, Dislikes, Wants

Identified Profitable
Products & Services

Compared to Current
Store Mix

Choose/Select Target Segments
& Stores to Recruit

onnection

Spending Leakage = Retail Opportunities

Restaurants with or without Liquor: 4–6 stores at 4,500 – 7,500 sq ft

Family Apparel Stores: 1–2 stores at 30,000–40,000 sq ft

Men's/Women's/Children's Stores: 3–4 stores at 4,000–10,000 sq ft

Electronics Store: 1 store at 40,000–50,000 sq ft

Variety Store (such as a dollar store): 1–2 stores at 8,500 sq ft

Drug Store: 1 store at 23,000 sq ft

Gas Station/Auto Parts & Repair: 2–3 stores at 6,200 sq ft

Connection

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Survey of Residents' Shopping Habits

What . . .

- 76 surveys collected
- Shopping Behavior
- Satisfaction
- Likes, Dislikes, Wants
- Demographics

Methodology

- Intercept (Health Clinic)
- Volunteers (Child Care Centers)
- Community Meetings
- Direct Mail

Analysis

- Averages, standard deviations
- Want Rankings
- Correlations Between Demographics & Satisfaction

onnection

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Satisfaction Survey

- Satisfaction Survey
  - Reveals Neighborhood Wants Wider Range of Goods/Services

- Most Desired Goods Include:
  - Groceries
  - Clothing & Shoes
  - Banking/Check Cashing
  - Restaurants
  - Take Out Foods

Retail Development Strategy

- Super Wal Mart Will Satisfy Certain Needs:
  - Groceries
  - Clothing & Shoes
  - Banking/Check Cashing

- Remaining Opportunities Include:
  - Variety Stores
  - Neighborhood Convenience Services
  - Restaurants & Take-Out
  - Specialty Retail

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Office Demand

- Institutional Decentralization – UF, Shands, etc.

- Related Medical/Educational/Technology

- Professional Services Opportunities for Existing and Future

onnection

Office Development Strategies

- Demonstrate Physical Opportunities

- Generate Political Support

- Identify Local and Out of Town Developers

- Introduce Flexible Development Types, e.g. Pad Ready Development

- Work to Align Institutions with Related Business Interest

- Attract Professional Practitioners

onnection

Residential Market Analysis

Analyzed Demographics:
Household Growth

↓

Analyzed Aggregate Housing
Market in Alachua County

↓

Analyzed Existing & New
Housing Market in SEGRI

↓

Compared SEGRI to
Alachua County

↓

Compared to Gainesville Housing
Market

↓

Choose Housing
Development Strategy

Connection

Alachua County Residential Market Analysis

- Development is slowing in Alachua County
- Demand and supply are in balance, hence no crash
- SEGRI Development Lags the County
- SEGRI is Well Positioned, Geographically:
    - Close to University of Florida, Downtown, Airport
    - Available Land
    - Demographic Composition of Surrounding Communities Suggests New SEGRI Residents

onnection

SEGRI Residential Market Analysis Current Conditions

- Existing Home Sales
  - 60–80 sell annually for $55 to $65 per sq. ft

- New Home Sales
  - 6–10 new homes built & sold annually for $65 to $70 per sq ft
  - Size: 1,800 sq ft (20% larger than a decade ago)
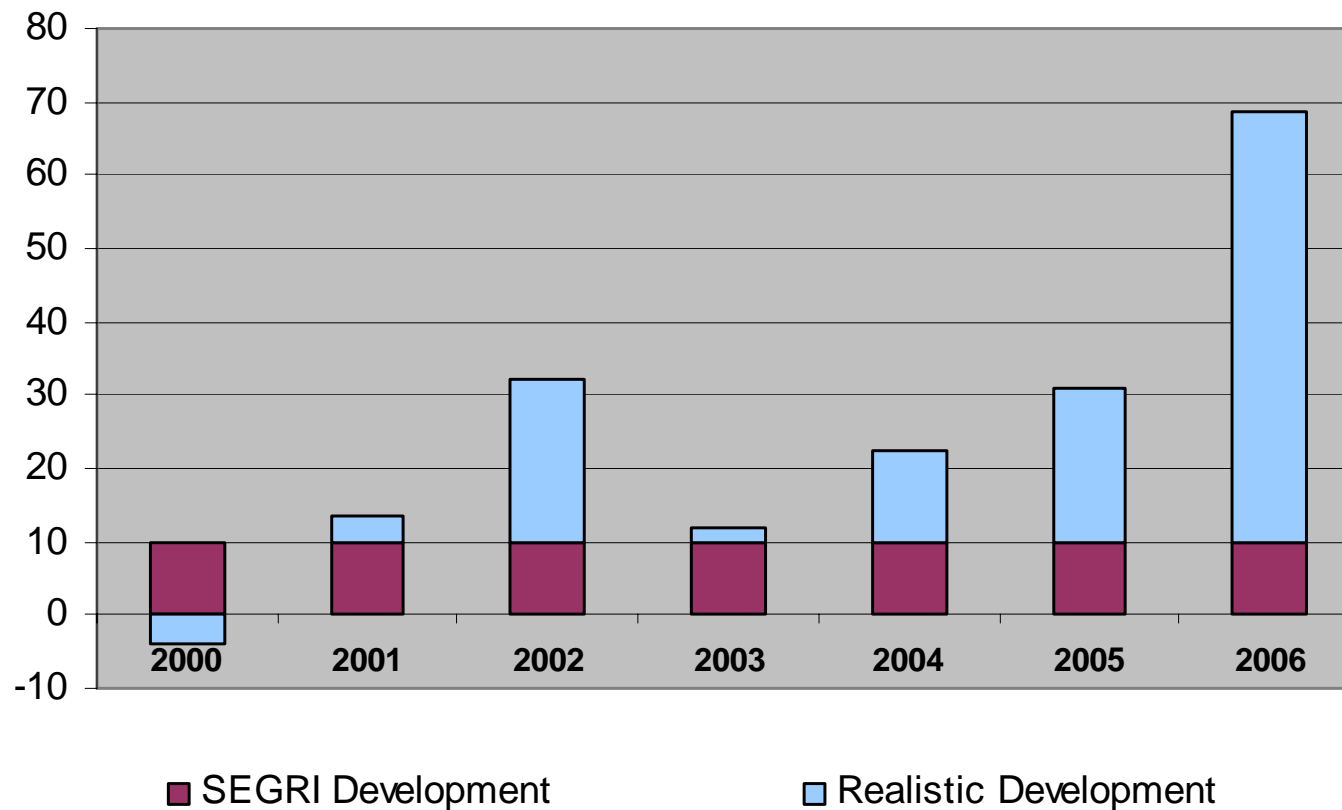
  (Source: Alachua County Property Appraiser)

Connection

County – SEGRI Comparison

		SEGRI Households (HHs)	Alachua County Households	SEGRI as a % of Alachua HHs		
		3,891	87,509	4%		
	# of New Alachua Households	SEGRI Market Potential			Avg # of New SEGRI Homes	(Overbuilt) or Underbuilt
Date		2.5%	5.0%	7.5%		
April 1, 2000		*pessimistic*	*realistic*	*optimistic*		
July 1, 2000	118	3	6	9	10	(4)
July 1, 2001	266	7	13	20	10	3
July 1, 2002	644	16	32	48	10	22
July 1, 2003	238	6	12	18	10	2
July 1, 2004	447	11	22	33	10	12
July 1, 2005	621	16	31	47	10	21
July 1, 2006	1,370	34	68	103	10	58

Connection

SEGRI Lags Gainesville MSA
115 Homes Since 2001

Legend: ■ SEGRI Development   ☐ Realistic Development

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Home Sales Price Comparison: SEGRI Vs Similar Communities

1008 SE 19th TR
3 bedroom, 2 bath
Sold for $78,500
1,041 square feet
$75.41/sq ft
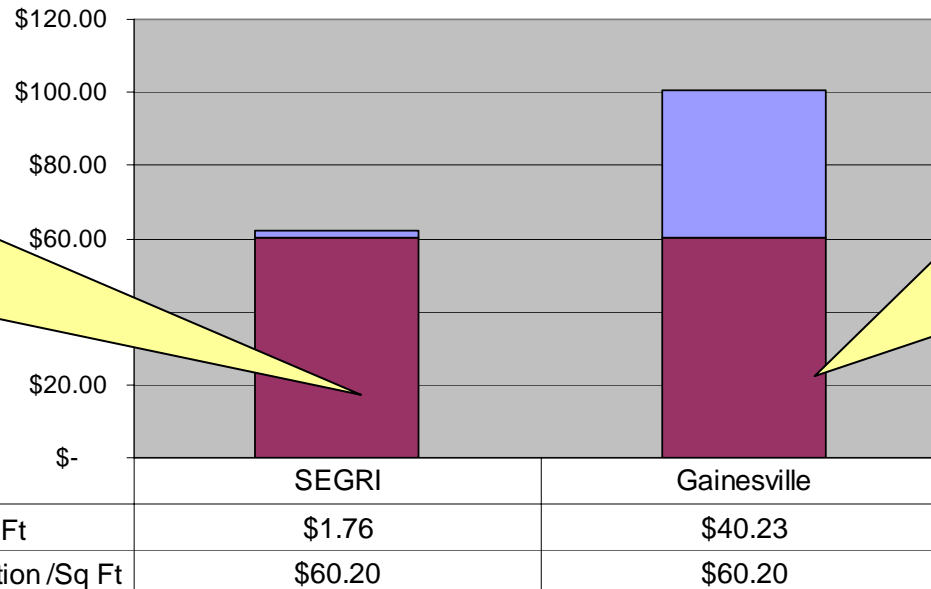
614 NE 15th St
3 bedroom, 2 bath
Sold for $122,000
1,189 square feet
$103/sq ft

	SEGRI	Gainesville
■ Profit/Sq Ft	$1.76	$40.23
■ Construction /Sq Ft	$60.20	$60.20

Sale Price	$111,529	$180,766
Average Sq Ft	1,800	1,800
Mortgage Payment	$705	$1,143
Household Income	$42,296	$68,554

Sources: U.S. Census, City of Gainesville & Zillow.com

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SEGRI Residential Development Activities

- **Maintenance Activities**
  - Clean-ups, Public Realm Investments, Code Enforcement

- **Growth Activities**
  - Create Targeted 1st Time Home-Buyer Programs

  - Develop Employer-Assisted Home-Buying Program

  - Introduce Meaningful New Home Construction Opportunities

  - Utilize Financial and Regulatory Power to Encourage New Construction, Redevelopment and Renovations

  - Develop Strategies to 'Grow' Home Prices

  - Support Future Development Opportunities as Successes

onnection

Focus Sites

Step 1 – Potential Site Identification

Focus Sites

Step 2: Evaluate and Screen Potential Sites

Criteria:

- Stakeholder Interviews & Fieldwork
- Market Potential
- Visibility/Access
- Ownership
- Size
- Catalytic Potential

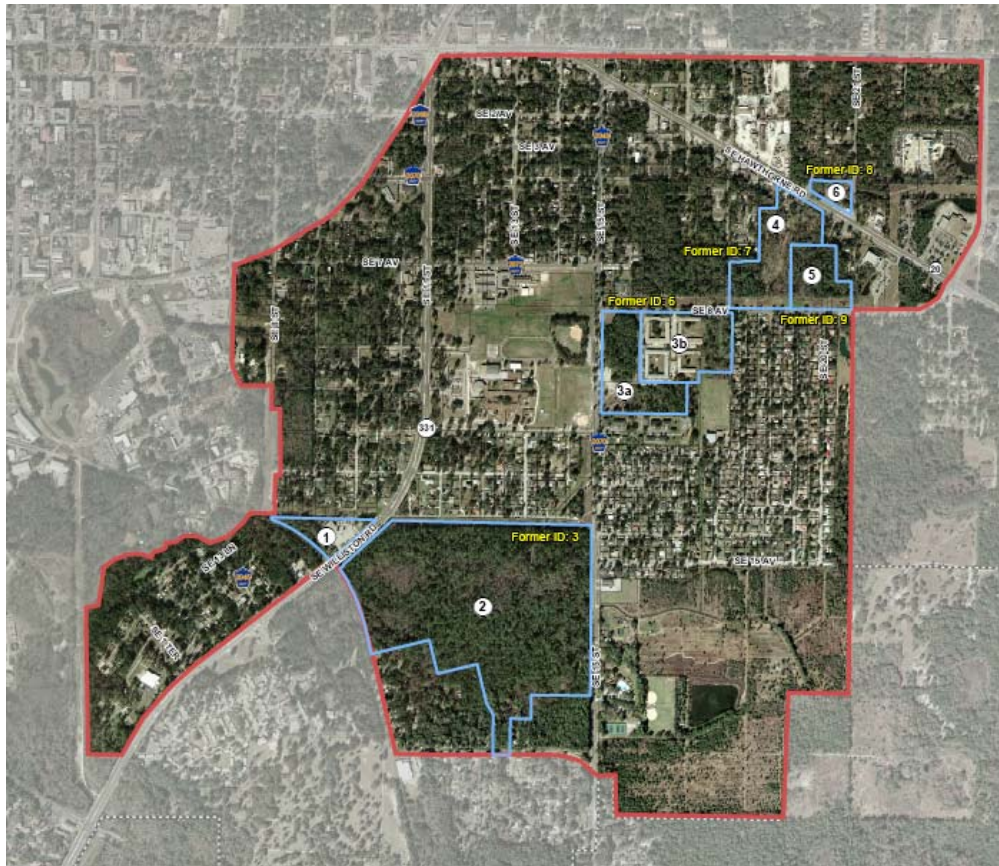Result: Narrowed Down to 9 Potential Sites

onnection

Focus Sites

Step 2: Evaluate and Screen Potential Sites

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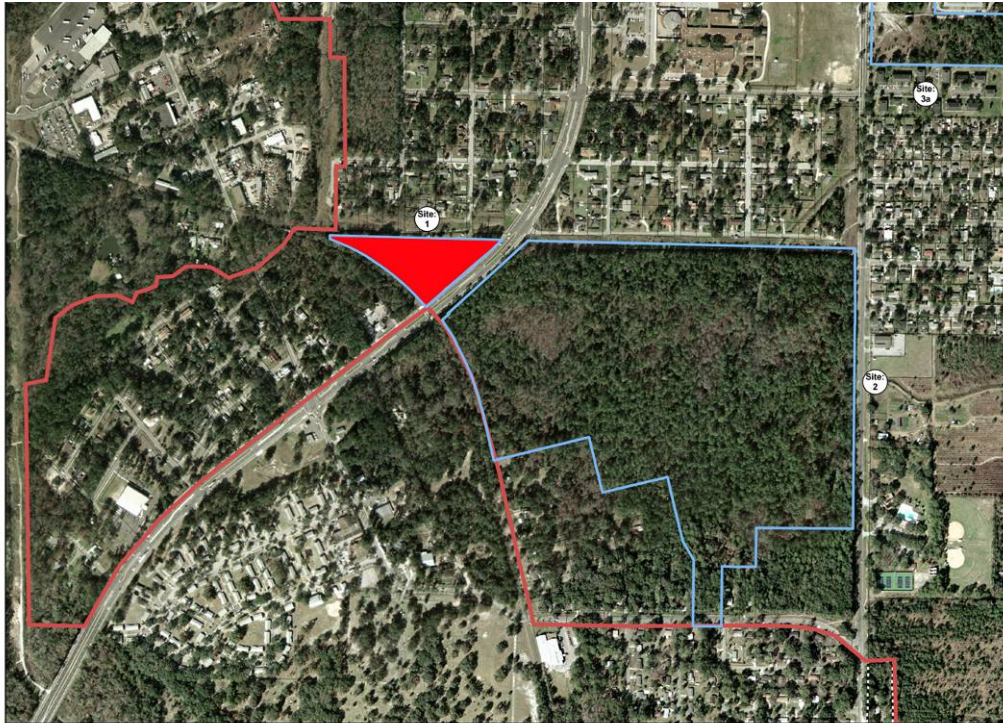
Connection

Focus Sites

Step 3: Finalize Focus Site List (Six Total)

Focus Site 1

Location
- West of Williston Road at SE 13th Ave.
- 5.1 Acres

Focus Site 1

Ownership

- Williams Temple Church of God 4.6 Acres
- Private Owner   .5 Acres

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Connection

Focus Site 1

Focus Site 1

<u>Proposed Development Plan</u>
- Three One-Story Retail Buildings
    - One 18,000 Sq. Ft. Building
    - Two 4,000 Sq. Ft. Buildings
- Total SQ FT: 26,000 Sq. Ft. /FAR: .12
- Parking: 121 spaces/4.7 per 1,000 sq. ft.

onnection

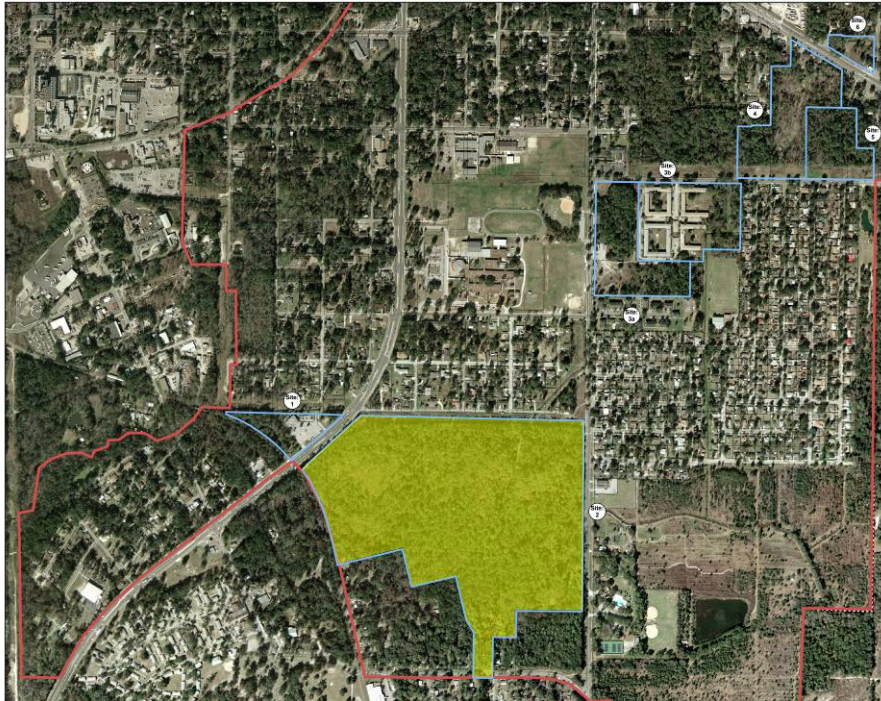# Focus Site 1

Architectural Images – Commercial/Retail

Connection

Focus Site 1

Architectural Images – Commercial/Retail

Connection

Focus Site 2

Location
- East of Williston Road at SE 13th Ave.
- 84.5 Acres

Focus Site 2

Age of Renaissance Group

Ownership

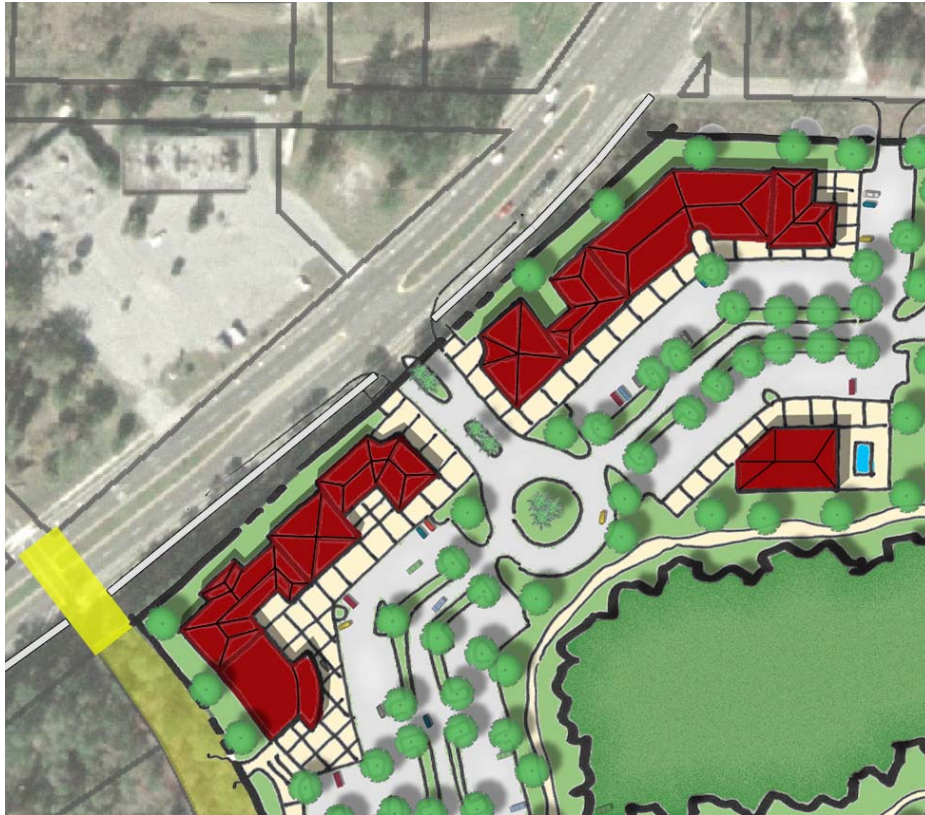- Age of Renaissance Group   84.5 Acres

Focus Site 2

Focus Site 2

Commercial on Williston Road: 55,000 sq. ft.

Focus Site 2

Proposed Development Plan –

Mixed Use Community

Commercial/Retail
- 55,000 sq. ft.
- FAR: .12
- Parking: 279 (5 spaces/1,000 sq. ft.)

Residential
- 173 Units
  - Multi Family: 45 Townhomes
  - Single Family: 47 – 60' X 120' lots
                    81– 90' X 130' lots
- Density: 2.4 units/acre

onnection

Focus Site 2

Architectural Images – Commercial

Connection

Focus Site 2

Architectural Images – Residential (Multi-Family)

Connection

Focus Site 2

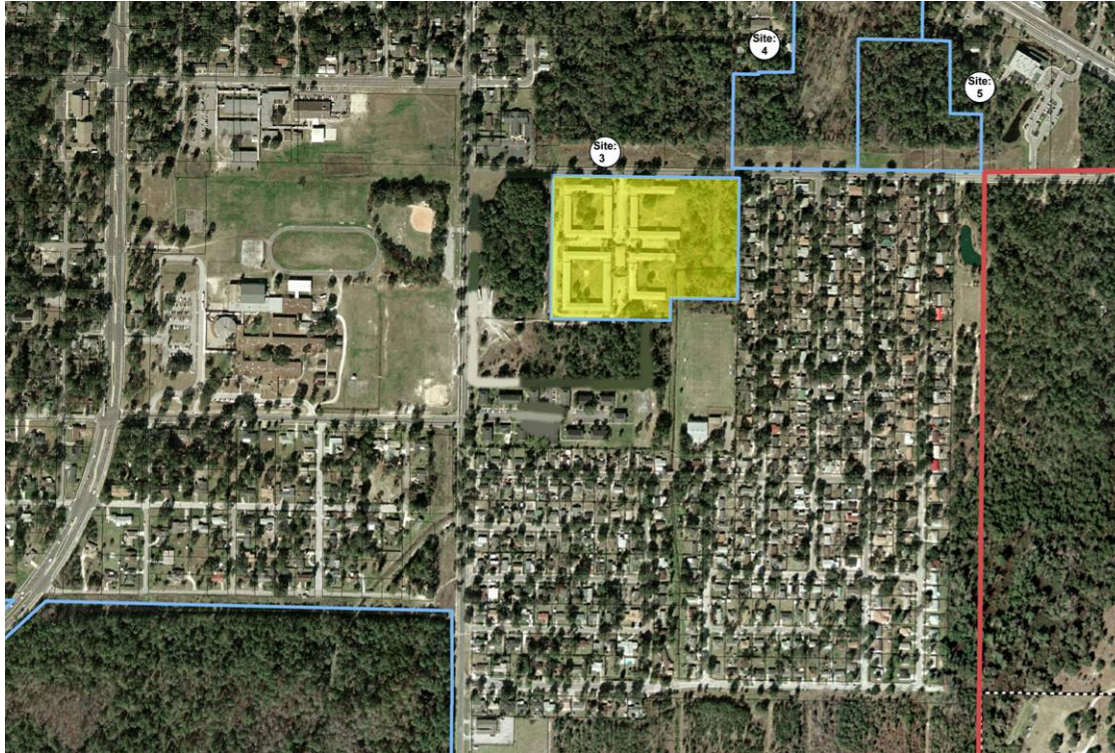Architectural Images – Residential (Single Family)

Focus Site 2

Architectural Images – Residential (Single Family)

onnection

Focus Site 3

Location
- SE 15th St. and SE 8th Ave. (includes former Kennedy Homes)
- 15.1 Acres
- Ownership: City of Gainesville

Focus Site 3

Focus Site 3

Proposed Development Plan

- Total Number of Units: 99
  - Townhomes: 65
  - Single Family: 24
  - Live/Work Units: 10
- Density: 7.0 Units/Acre
- Parking: 130 Spaces (5/1,000 sq. ft.)
- Community Center/Daycare: 7,000 sq. ft.

Connection

Focus Site 3

Architectural Images – Live Work/Multi-Family Residential
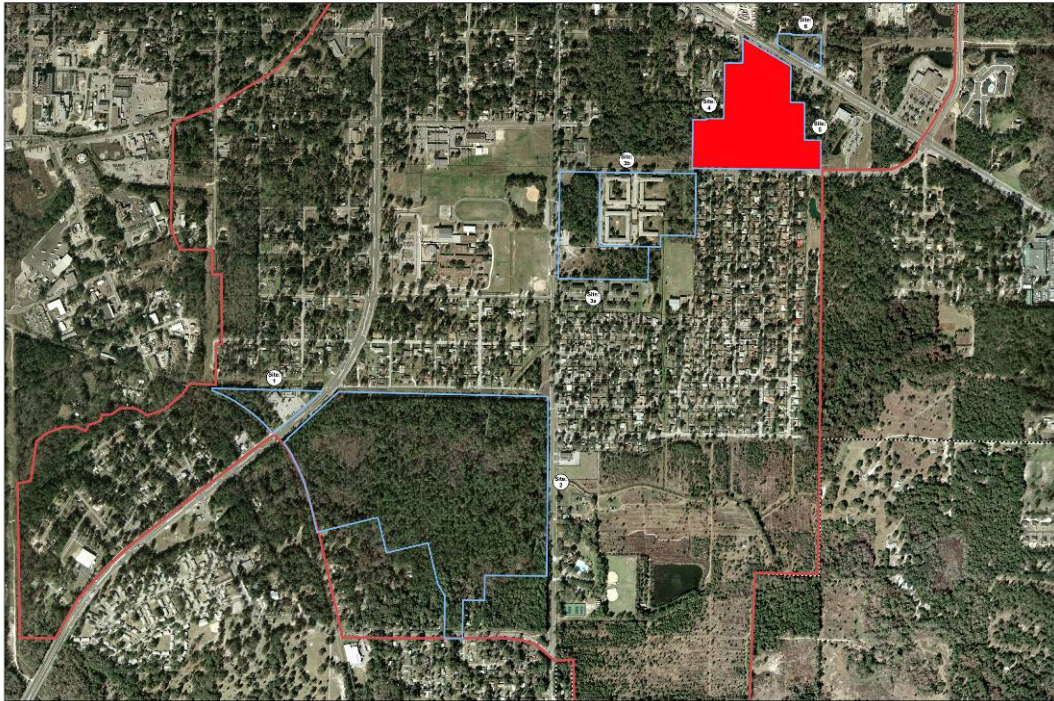
Connection

Focus Site 3

Architectural Images – Residential (Single Family)

Focus Sites 4 & 5

Location

- North of 8th Ave.   23.6 Acres

Focus Sites 4 & 5

Ownership

- King and West Tech Partnership   3.4 Acres
- Southeastern Healthcare (Shands)   12.0 Acres
- Gainesville Development Company   5.0 Acres
- City of Gainesville   3.2 Acres

Focus Sites 4 & 5

Focus Sites 4 & 5

Proposed Development Plan

- Medical Village
- Total Number of Buildings: 13
- Total Sq. Ft.: 173,000
- FAR: .17
- Parking: 4/1,000 sq. ft. (Includes Parking Structure)
- Buildings Include:
  - Four 5,000 SF (Spec Office)
  - One 7,000 SF (Spec Office)
  - One 9,600 SF (Spec Office)
  - Two 10,000 SF (Spec Office)
  - One 10,400 SF (Spec Office)
  - Two 12,000 SF (Spec Office)
  - One 22,000 SF (Medical Office)
  - One 60,000 SF – 3 stories (Medical Laboratory)

onnection

Focus Sites 4 & 5

Architectural Images – Office
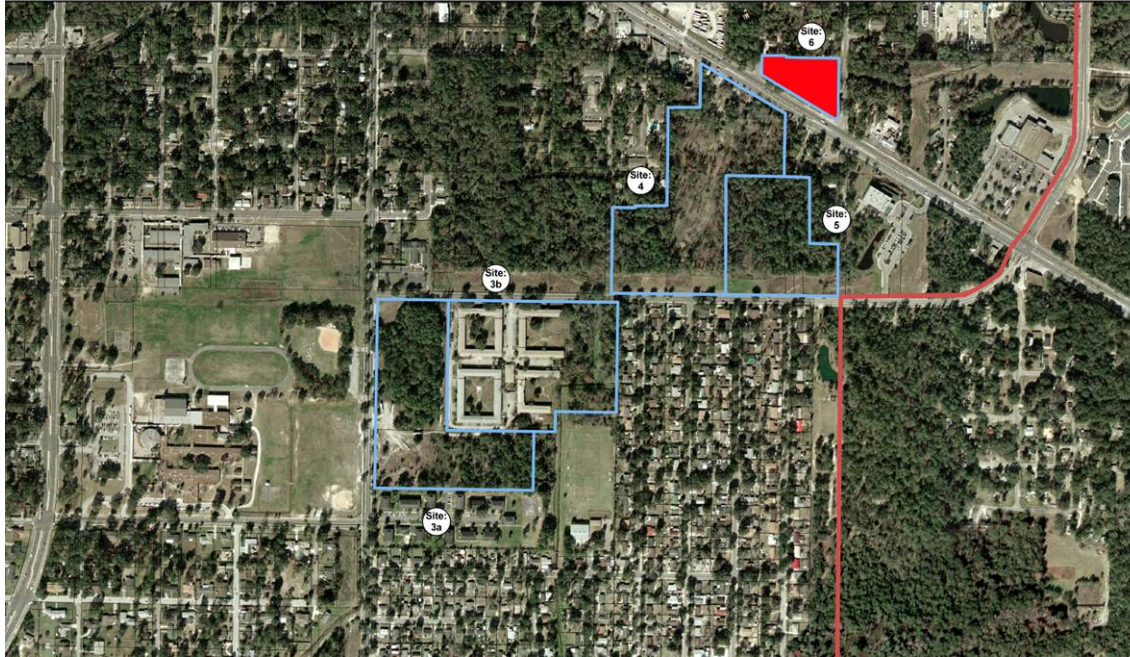
Connection

Focus Sites 4 & 5

Architectural Images – Office

Focus Site 6

Location

- North of Hawthorne Rd. at SE 20th St.   2.3 Acres

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Focus Site 6

Ownership

- Private Ownership   .5 Acres
- Private Ownership   1.8 Acres

Focus Site 6

Focus Site 6

Proposed Development Plan

- Two Commercial Buildings
  - One Adaptive Reuse: 1,200 Sq. Ft.
  - One New Building: 15,400 Sq. Ft.
- Total Sq. Ft.: 16,800
- Parking: 79 Spaces/4.7+ Spaces/1,000 sq. ft.
- FAR: .17

Connection

Focus Site 6

Architectural Images – Adaptive Re-Use

Connection

Focus Site 6

Architectural Images – Adaptive Re-Use

Focus Site 6

Architectural Images – Commercial

Connection

Public Realm – Williston Road Streetscape

| BUFFER | VARIES | SIDEWALK | VARIES | TRAVEL LANES | MEDIAN | TRAVEL LANES | VARIES | SIDEWALK | VARIES | BUFFER |

R.O.W. LINE

R.O.W. LINE

RIGHT OF WAY

NOTE: NOT TO SCALE

Williston Road

Connection

Public Realm –
Hawthorne Road Streetscape

BUFFER | VARIES | SIDEWALK | VARIES | TRAVEL LANES | MEDIAN | TRAVEL LANES | VARIES | SIDEWALK | VARIES | BUFFER

R.O.W. LINE

R.O.W. LINE

NOTE: NOT TO SCALE

RIGHT OF WAY

Hawthorne Road

onnection
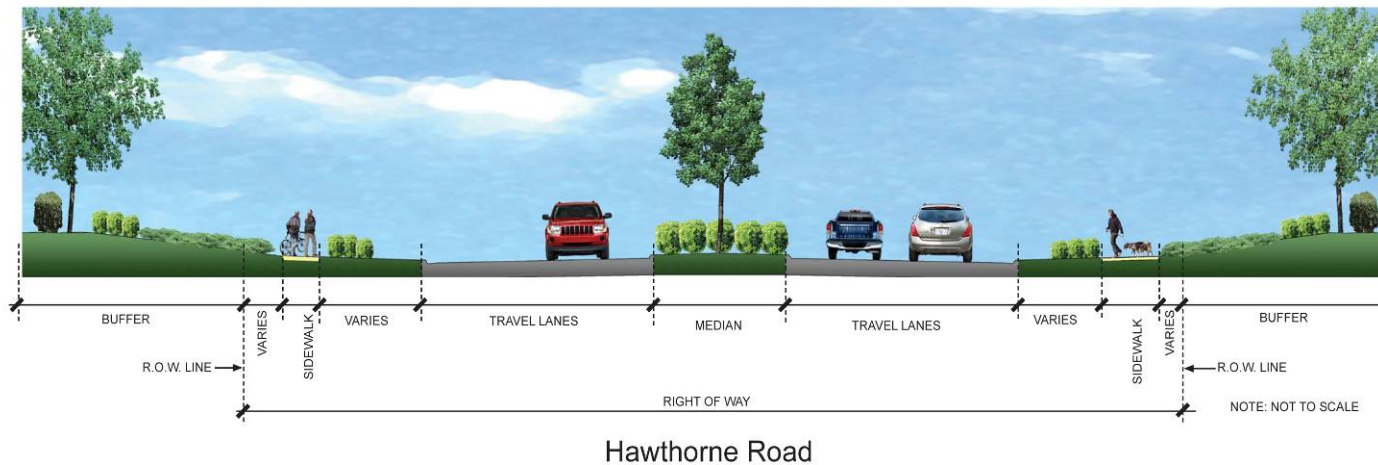
Public Realm –
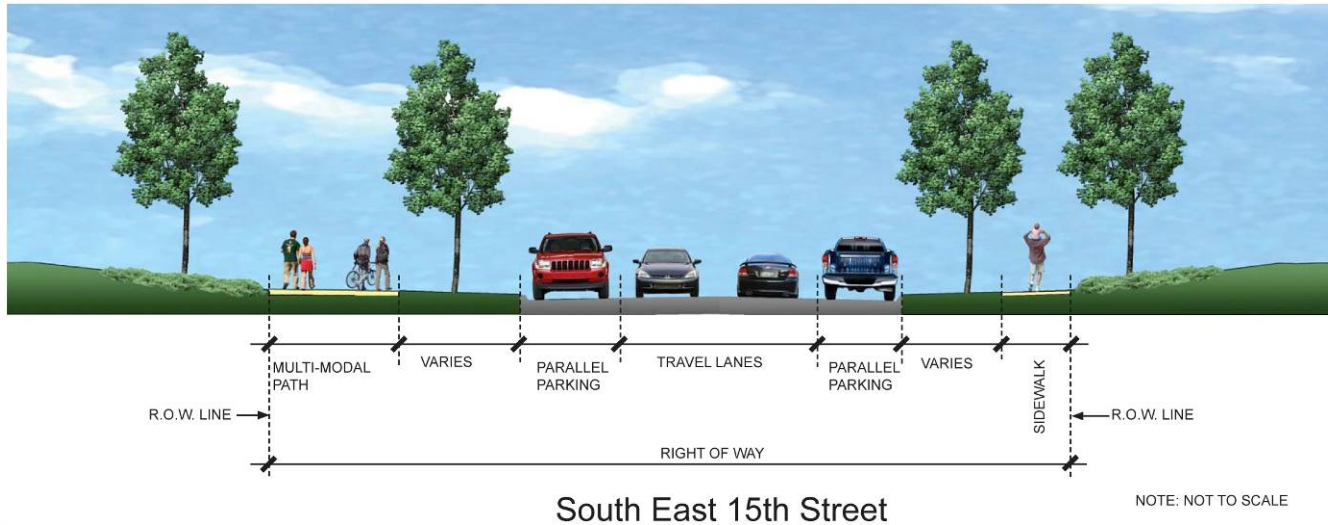# Bus Storage Site on Hawthorne Road

Before

After

Large shade trees, small ornamental trees, evergreen shrubs
and different types of groundcover have been used to
screen the school bus site north of SE Hawthorne Road.

Connection

Public Realm – 15th Street

MULTI-MODAL PATH · VARIES · PARALLEL PARKING · TRAVEL LANES · PARALLEL PARKING · VARIES · SIDEWALK

R.O.W. LINE

R.O.W. LINE

RIGHT OF WAY

South East 15th Street

NOTE: NOT TO SCALE

Connection

Public Realm –
15th Street School Yard Screening

Before

After

Connection

Marketing Packages

Phase 3

Developer/Investor Meetings:

- Five or More Meetings/Tours

- Includes Developers/Investors from:

  – Local Area

  – Tampa Bay Area

  – Out of State

onnection

Southeast Gainesville Renaissance Initiative
Master Plan

include something as integral part
or element of.

weave

connection

a relationship in which
a person, thing, or idea is linked
or associated with something else.

the action of linking
one thing with another

Conclusion

- Thank You for this Opportunity

- Questions?

onnection