



Power District CRA Board July 15, 2019



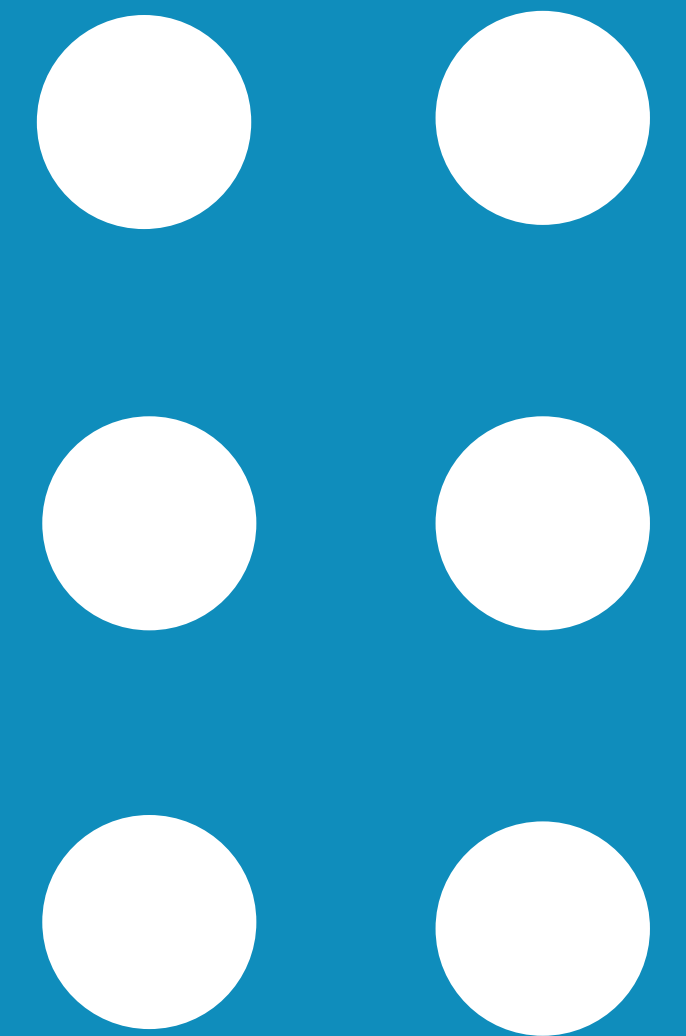
Gainesville
Community
Redevelopment
Agency



POWER
DISTRICT

PRESENTATION OUTLINE

- Project Recap + Background
- Next Steps



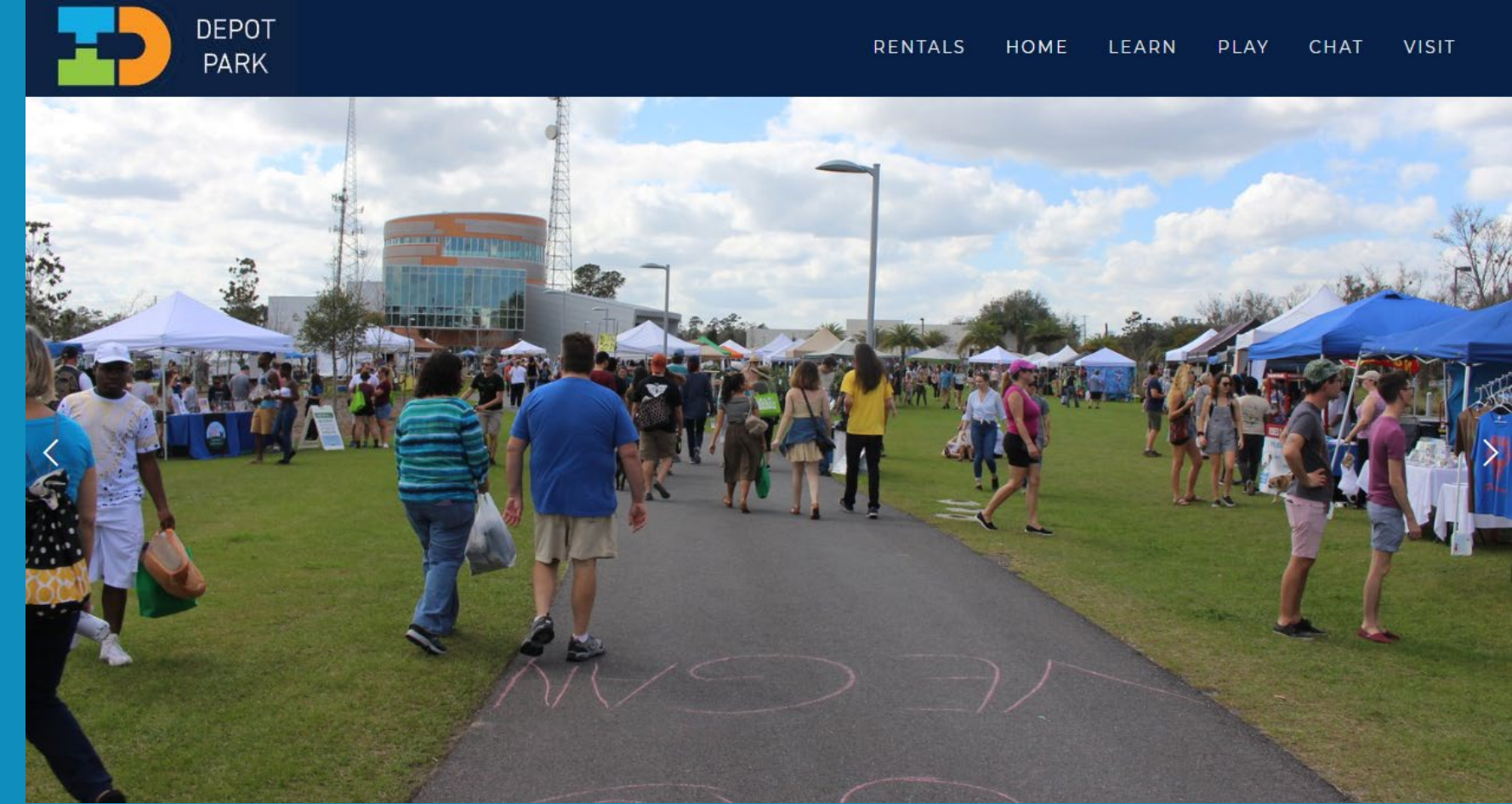
2013 REDEVELOPMENT PLAN GOALS

- ❑ Attract Private Investment
- ❑ Adaptively Re-use Buildings
- ❑ Temporary Programming Events
- ❑ Multiple Smaller Scale Buildings
- ❑ Daylight Sweetwater Branch Creek
- ❑ Celebrate The Industrial Character
- ❑ Eclectic And Wide Range Of Land Uses
- ❑ Integrated Pedestrian And Vehicular Facilities
- ❑ Innovative Environmentally-Friendly Architecture
- ❑ Complement The Adjacent Surrounding Neighborhood
- ❑ Flexible Spaces For Independent, Local, And Diverse Businesses
- ❑ Small, Diverse, Local Developers + Larger Developers To Ensure Local Participation



MILESTONES ACCOMPLISHED

- ✓ Eastside Operations Center
- ✓ Catalyst Project + Leasing
- ✓ 2013 Redevelopment Plan
- ✓ Rezoning
- ✓ Infrastructure Analysis
- ✓ Sweetwater Daylighting Feasibility
- ✓ Building Needs Assessments
- ✓ Environmental Analysis
- ✓ Aesthetic Improvements
- ✓ Programming & Special Events
- ✓ Developer Solicitations
- ✓ Appraisals
- ✓ Depot Park + Cade Opening + South Main



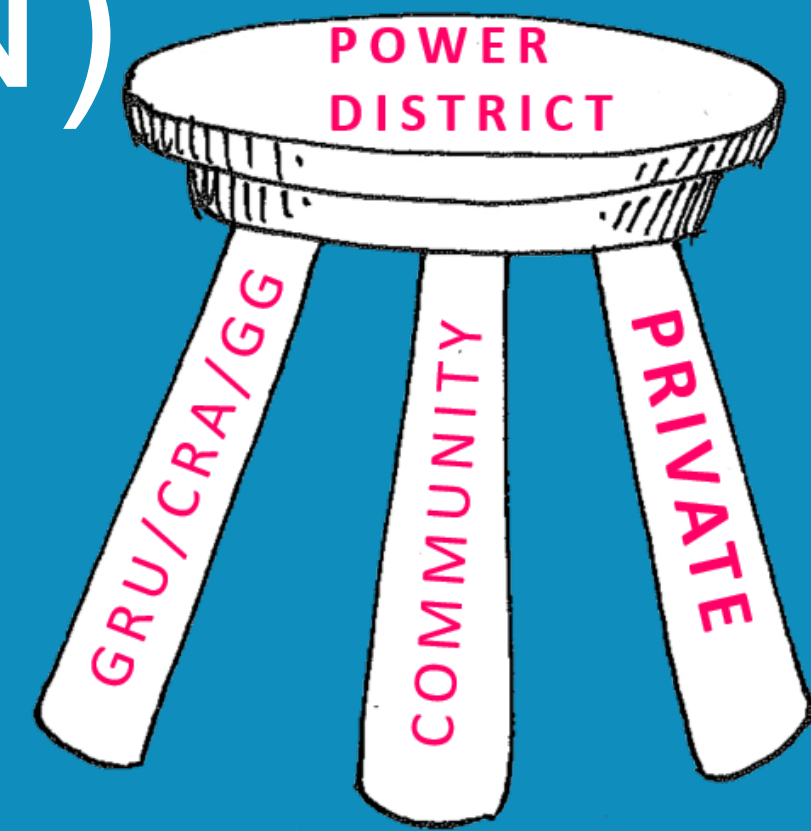
PREVIOUS SOLICITATION APPROACH

STEP 1 = 2016 Request For Qualifications (RFQ)

+

STEP 2 = 2017 Invitation To Negotiate (ITN)

☐ Negotiation Terminated March 2019



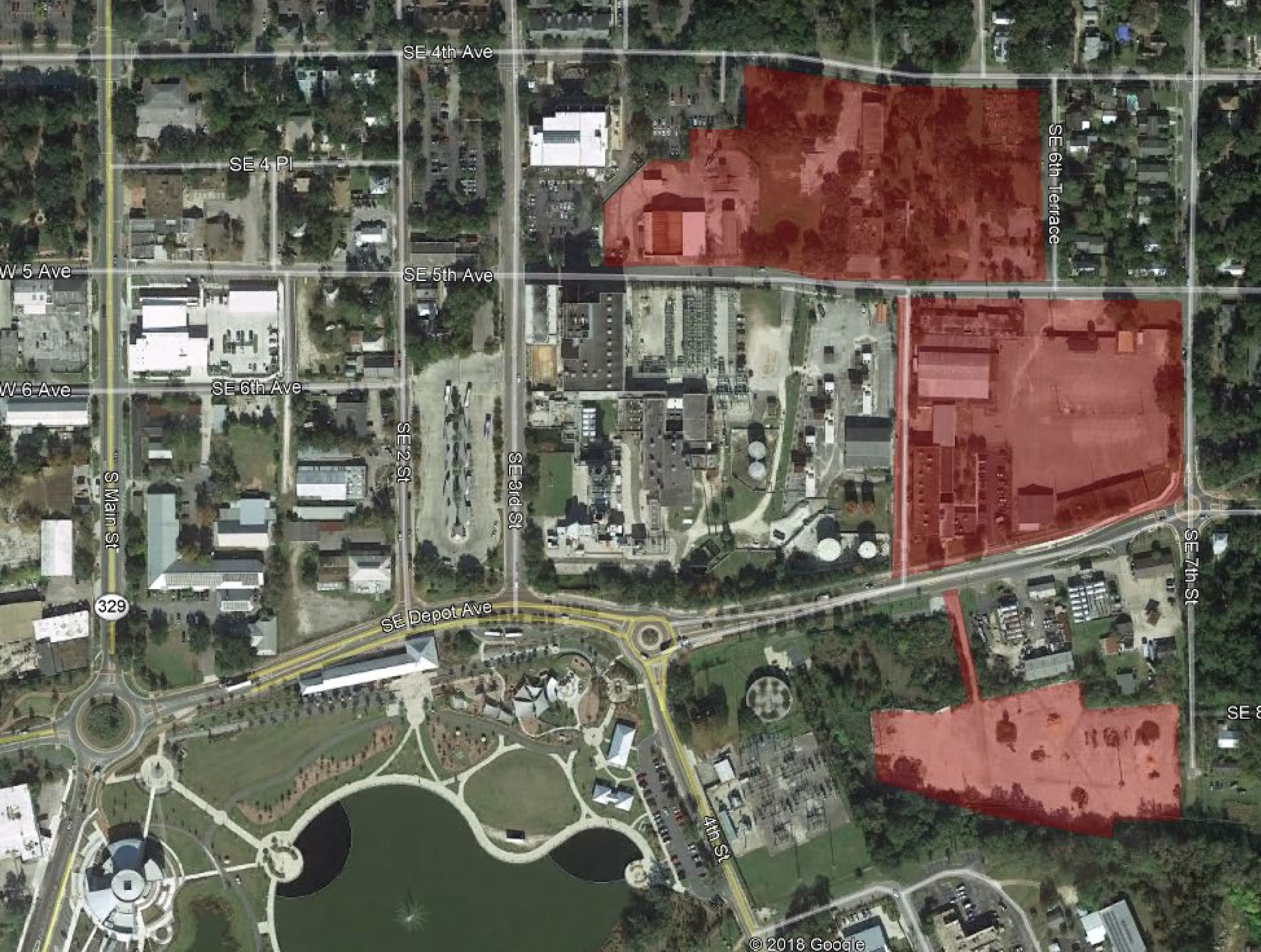
DEVELOPMENT NEGOTIATION LESSONS LEARNED

- Private Development Interest Exists ✓ **Redevelopment Goal**
- Business Interest In Locating To District ✓ **Redevelopment Goal**
- Adaptive Building Re-Use + New Construction ✓ **Redevelopment Goal**
- Implement Development In Phases ✓ **Redevelopment Goal**
- Variety Of Land-Uses And Densities ✓ **Redevelopment Goal**
- Physical Connectivity To Downtown + Depot Park Is Critical
- Infrastructure Upgrades Are Necessary
- Public Subsidy Desired
- Existing Adjacent Land-Uses Are A Challenge
- Parking + Transit Concerns
- Daylighting Sweetwater Creek Support** ✓ **Redevelopment Goal**
- Expanded Project Limits + Boundary Preferred**

EXPANDED BOUNDARY DISCUSSION

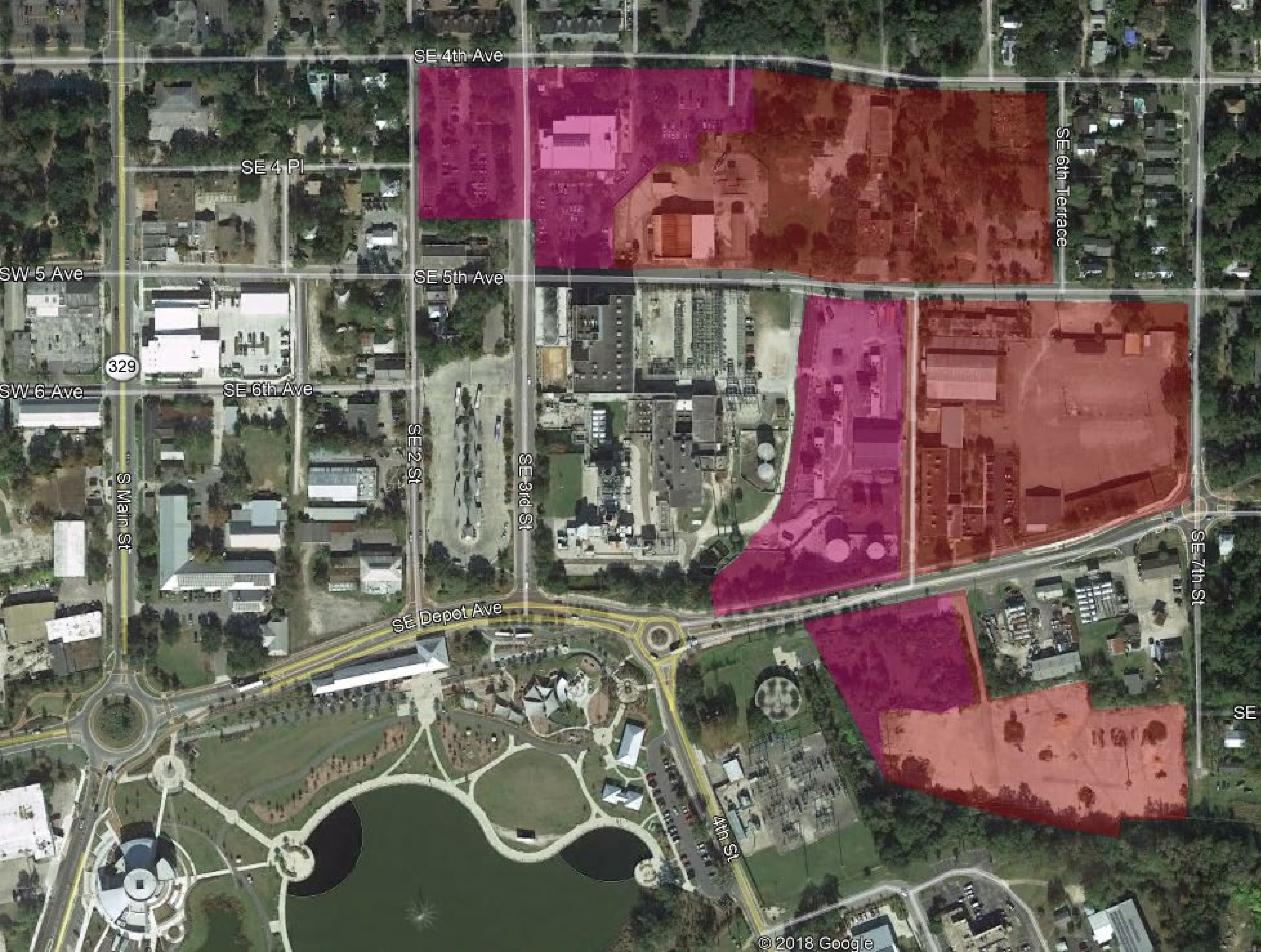
1. Since March 2019 Negotiation Termination Staff Has Conducted Multiple Internal Stakeholder Meetings To Discuss Lessons Learned And Possible Next Steps
2. If Re-Advertisement Of Solicitation Proceeds, GRU Staff Has Recommended The Following:
 - Exclude The GRU Administration Building + Parking Areas
 - Exclude The Expanded Daylighting Concept Through Kelly Plant
 - Agreeable To Expanding Boundary Of Parcel South Of Depot For Parking





ORIGINAL POWER DISTRICT BOUNDARY

- ±15 Acres
- GRU + City Land
- Daylighting Divides Northern Parcel
- McRorie Garden Reduces Developable Area
- Admin Bldg + Kelly Plant Isolate Development From Urban Core + Depot Park



EXPANDED POWER DISTRICT BOUNDARY

- ±22 Acres
- Increased Activation Of GRU Admin Bldg + Parking
- Sweetwater Branch Creek Daylighting + Connectivity To Depot Park
- Allows For Additional Buffering Between New Development And Existing Residential, Kelly Plant, McRorie Garden

ITN EXPANDED BOUNDARY CONCEPT CROSS STREET PARTNERS



ITN EXPANDED BOUNDARY CONCEPT CROSS STREET PARTNERS



-  Optional future parking deck with commercial liner facing Depot Ave
-  Optional future structure parking above Rosa Parks Downtown Station
-  Existing Building
-  Retail
-  Office
-  Maker Space
-  Multi-Family Residential
-  Townhouse
-  Circulation/Amenities
-  Civic Use
-  Structured Parking
-  Park Space
-  Power District Boundary

FUTURE PRIVATE DEVELOPMENT

SE 4th Ave

SE 4th Ave

SE 4th Pl

SE 5th Ave

SE 5th Ave

SE 1st St

SE 2nd St

SE 3rd St

SE 6th Ave

SE Depot Ave

SW Depot Ave

SE 7th St



ITN EXPANDED
BOUNDARY CONCEPT
1220G/THE COLLIER
COMPANIES



ITN EXPANDED
BOUNDARY CONCEPT

1220G/THE COLLIER
COMPANIES

RECOMMENDED NEXT STEPS

1. Define Project Boundary
2. Confirm Project Goals + Objectives
 - Specify Any “Must Have Non-Negotiable” Items (Example: Affordable Housing)
3. Negotiate + Revise + Reauthorize 2010 Memorandum Of Understanding
 - Project Limits
 - Roles + Responsibilities
 - Declaration Of Surplus Property
 - Fair Value
4. Revise + Reissue Solicitation

MEMORANDUM OF UNDERSTANDING

This Memorandum of Understanding (“MOU”) is entered into by and between the **City of Gainesville** (the “City”), **Gainesville Regional Utilities** (“GRU”) and the **Gainesville Community Redevelopment Agency** (the “CRA”) regarding redevelopment of a portion of real property owned by the City and listed as a GRU asset and located in the general vicinity of Depot Park and the Kelly Power Plant (referred to generally as the “Power District”), and illustrated in Exhibit “A” attached to this MOU.

WHEREAS, the new GRU Eastside Operation Center (EOC) located on N. Main Street was completed on August 26, 2011 and included the construction of a modern utility operations center to satisfy the needs of the city’s electric, water, wastewater and GRU Com systems; and

RECOMMENDATION



CRA Executive Director To CRA Board:

1. Provide Feedback And Direction On Project Boundary And Next Steps

