

060579

Visioning the Waldo Road Corridor

Gateway to Gainesville and the University of Florida

Proposal for a joint visioning study between
Alachua County, City of Gainesville and the University of Florida.

Submitted
4 October 2006

Contents:

Executive Summary	3
Goals	4
Process and Scope	4
Deliverables	6
Schedule	6
Budget	8

Project Team:

Martin Gold (contact)

Executive Director, Florida Community Design Center
Associate Professor, School of Architecture
300 East University Avenue, Suite 110
Gainesville, Florida 32601
352.334.7111

Tina Gurucharri (contact)

Associate Professor, Department of Landscape Architecture
336 ARCH
University of Florida
Gainesville, Florida 32611-5701
352.392.6098 ext. 328

Joseli Macedo

Assistant Professor, Department of Urban and Regional Planning

Kim Tanzer

Professor, School of Architecture

Executive Summary

A comprehensive analysis and visioning study of the Waldo Road Corridor is proposed to coordinate conceptual planning, policy, ecology, transportation and land use strategies that enhance livability and provide economic opportunities for East Gainesville and through extension, the larger community.

Multiple studies, initiatives and project proposals ranging in scale and scope have been proposed to enhance the economic viability and general character in East Gainesville and along the Waldo Road corridor. These proposals have been well received by the local and at-large community. A visioning study is needed to capitalize on mutually beneficial overlaps, to minimize redundancy, and to foster a cohesive vision for the individual projects to be implemented by many different stakeholders. Furthermore, an integrative comprehensive vision will promote existing initiatives, leverage new resources and draw attention to additional opportunities that might exist in this underdeveloped area.

Proposal tasks include gathering and evaluating existing initiatives and proposals; focusing the geographic area for the visioning study; developing potential sub-projects with stakeholders (Plan East Gainesville committee members and the project steering committee); and to explore the influences of a subset of potential projects. The core of the proposal is a visioning study that will produce graphic diagrams, maps, case study references and renderings to illustrate recommendations and strategies that optimize community quality along with development opportunities in the area. The project team consisting of UF faculty, researchers, students and local consultants (as needed) will work to develop visioning alternatives that outline clear strategic benefits and support a directed holistic vision for the corridor while allowing flexibility for change and varied implementation time-lines.

Intermediary presentations and letters of report will be provided during the project. The final deliverable will be a detailed report, summary poster(s) and an electronic presentation format. Team representatives will be available to make presentations of visioning study results to municipal agencies, stakeholder groups and the public.

Project Proposal

Background. The Waldo Road corridor is the historic and, for many, the current gateway to Gainesville. It also holds obvious potential as a site of commercial and civic focus for Gainesville's sprawling and largely under-served East Side Community. Located between the historic Duval and Duck Pond neighborhoods, bracketed by the Gainesville Regional Airport and the Martin Luther King Center, Waldo Road holds great promise as a center for redevelopment. The support for existing initiatives such as Plan East Gainesville suggests we are at a tipping point in new development and redevelopment in this area. The University of Florida's new East Side campus will capitalize on existing assets and contribute substantially to the corridor's vitality in the future.

Goals. This proposal will include strategies and protocols to promote development that extends and supports current, proposed and anticipated initiatives linked to the Waldo Road corridor within a unified community vision and existing initiatives such as Plan East Gainesville. Rather than make a case for a specific design solution, the study will visualize options and impacts that enhance the character, quality and ecology of this important corridor. This matrix model will establish a reference for public debate, cultivate design innovation, promote development investment and advance multi-modal transportation options in East Gainesville. Specific objectives include:

- ❶ Develop a visioning perspective that integrates the many initiatives such as *Plan East Gainesville* proposed for the area proximal to the Waldo Road corridor.
- ❷ Engage community stakeholders, municipal agencies and the University of Florida in a progressive dialogue regarding the best allocation of resources for improving the corridor.
- ❸ Develop strategies and proposals consistent with community objectives in a visual format to promote coordinated development and integration between the many public and private entities that will implement corridor improvements.

Process and Scope of Project. A project team will be lead by Tina Gurucharri, Associate Professor in Landscape Architecture and Martin Gold, Associate Professor in the School of Architecture. They will work with faculty colleagues and students from the different the fields of Architecture, Landscape Architecture and Planning to gather and translate relevant information and to develop diagrammatic vignettes that identify components and protocols appropriate for the corridor. Based on these studies, the most robust options will be developed further and conceptually integrated within the designed context. The process will produce three outcomes: (1) a unified community vision to focus discussion and debate; (2) multiple integrated design options; and (3) a matrix of potential components to be integrated. This multilayered approach provides elasticity in terms of ownership, scheduling, phasing and budgeting of future projects

while advancing a positive and directed community vision.

The Waldo Road Gateway Corridor located in East Gainesville generally occupies a five mile stretch along Waldo Road, anchored on the north by the proposed Alachua County Fairground relocation and the Industrial and Manufacturing Center (located on the 150-acre Weseman tract north of the Leveda Brown Transfer Station), and to the south by University Avenue and the Plan East Gainesville district. Part of the initial phase of the study will be to define core areas of focus and secondary areas of influence.

1. The project team will evaluate relevant materials including the Plan East Gainesville study, fairgrounds initiatives, airport business park, airport industrial park, DOT campus, Tachachale campus, MTPO Long-Range Transportation Plan, Bicycle Master Plan + Addendum, Greenway initiatives, Duval Heights Neighborhood plans, Alachua County Comprehensive Plan: 2001-2020 (including the Waldo/302 Special Area Study - 8.3), Alachua County Unified Land Development Code (2006), Alachua County Corridor Design Manual and other related resources. We will also meet with key individuals to gather insights that may not be evident in the reports. Objectives and priorities for the corridor will be identified and diagramed.
2. Conduct public workshops (2 minimum) to present preliminary ideas and gain public feedback during appropriate phases of the study.
3. Develop a project matrix that can be adapted in any number of integrated design proposals. Components will include alternatives for uses and functions that replace, adapt or revitalize existing infrastructure. This will include location specific recommendations for use by various agencies and stakeholders for conceptual planning.
4. Conduct targeted studies for alternatives at key sites such as Tachachale and the former FDOT campus. Program recommendations and conceptual plans will developed that may include educational, retirement or business entities.
5. Evaluate mixed-use Urban Village concepts to create density and diversity as needed to support commerce and transit. This will include best location evaluations and strategies for attracting mixed demographic groups including current residents, full and part-time students, business owners and a variety of employee groups.
6. Provide transportation recommendations to enhance transit, pedestrian and cycle linkage options that seamlessly connect the study area to other local and regional infrastructure.
7. Provide design recommendations for appropriate public space and develop civic program components and to vision these elements as part of integrated project proposals.

8. Wherever possible, design strategies will include sustainable practices, the integration of civil infrastructure including storm water catchments, riparian reclamation, contaminant stabilization and remediation and proposals for appropriate uses of alternative surface materials.
9. Prepare printed format posters, a report, internet ready publication materials and computer media executive summary presentation for use during community meetings, fundraising events and future grant proposals.

The work will be vetted through reviews by a designated project steering committee, public workshop feedback and through expertise from independent consultants. Consultants will include local environmental engineers, transportation planning experts and community design experts from other areas as needed. The Steering Committee will be selected in consultation with Alachua County, City of Gainesville and the University of Florida as one of the first tasks upon acceptance of this proposal.

Deliverables. Project protocols, design schemes and the project matrix will be provided in poster, powerpoint and report format. An internet ready format of the report will be provided for integration into the County's website. Team leaders will be available as needed to give a brief executive summary presentation of the results and answer questions during community meetings running nominally one hour.

Delivered documents will include narrative, consultants reports, comments and recommendations, aerial renderings, street level renderings, plans, conceptual vignettes of components and charts and graphs as needed to convey important issues and concepts. Progress letters-of-report will be provided at the end of each phase as outlined below.

Schedule. The project will commence in the first week of October 2006 and will occur over 12 months in three phases ending in October of 2007. Phase 1 (3 months) - gather and review documentation, previous studies and maps; conduct a kick-off public workshop; delimit the visioning study area and initial project matrix. Phase 2 (6 months) - continue project matrix development, research precedents, select projects for conceptual development, refinement of strategies, and conduct public workshop to get feedback on conceptual proposals. Phase 3 (3 months) - evaluate and review proposals, redress conflicts, refine final strategic recommendations, conceptual maps, diagrams and renderings. Format information for distribution and presentation. Steering meetings and agency reviews will be conducted as an ongoing part of the work process as suggested in the outline schedule below.

Schedule Summary Table

Phase I: October 2006 - December 2006	project steering (6 meetings total)
<p>Review of Previously Approved Plans and initiatives: Plan East Gainesville City of Gainesville's Comprehensive plan Alachua County's Comprehensive plan Land use zoning maps & text CRA East Side Development study Central Cities Corridor Overlay Southeast Gainesville Redevelopment Strategies Report Area neighborhood plans Sign Code Overlay Business Park Analysis Fairgrounds Plan UF Master Plan - Waldo Road Duval Heights Neighborhood Plan Public Works Department Studies MPTO - initiatives City Neighborhoods / List / Map RTS 2025 Plan Airport Master Plan Organize Steering Committee Initiate case study research Conduct public workshop Define geographical study area East Gainesville satellite campus alternative initiation</p>	<p>Initiate Steering Committee <i>Meeting 1</i> Project Scope <i>Meeting 2</i> Review of identification and summary of existing proposals and project boundaries</p>
Submit report summarizing initiatives and project progress.	
Phase II: January 2006 - May 2007	
<p>Begin visioning Corridor analysis, concept alternatives and project matrix Corridor Master Plan scheming East Gainesville satellite campus alternative refinement Develop visioning for additional key projects Preliminary illustrations, maps and diagrams: Master Plan Diagrams: Zoning diagram Phasing diagram Connectivity diagram Transportation diagrams Project vignettes Community workshop to review early concepts and gain feedback</p>	<p><i>Meeting 3</i> Review of previous work and presentation of project matrix. Introduction of satellite campus alternative. <i>Meeting 4</i> Presentation and review of concept proposals - vetting</p>
Submit progress report	
Phase III: June 2007 - October 2007	
<p>Revise illustrations, maps and diagrams: Master Plan Diagrams: Zoning diagram Phasing diagram Connectivity diagram Transportation diagrams Project vignettes Land use regulation recommendations and language as appropriate</p>	<p><i>Meeting 5</i> 90% completion meeting - final revisions and vetting <i>Meeting 6</i> Final presentation and acceptance</p>
Prepare final report and presentation materials	
Final presentation and report submission	

Budget. The project budget includes anticipated consultants fees, some regional travel to precedent sites, reference purchases, software upgrades, researcher and staff compensation, project specific materials to produce high quality graphics, expenses for the public workshop, costs to publish the final report and printing and mounting of presentation posters (10 color copies of the report book and 1 set of posters will be provided as part of this proposal). Additionally, an electronic version of all reports, posters and the media presentation will be provided in electronic format. A detailed breakdown is included as an attachment to this proposal.

Schedule of Fees

Phase 1 completion	\$30,000.00
Phase 2 completion	\$40,000.00
Phase 3 completion	\$35,000.00
TOTAL	\$105,000.00

Team Leaders will be available for community meetings to present the issues and strategies and recommendations included in the final report — *after final completion of the study*. As these meetings may involve long hours, much discussion and debate, fees must be charged beyond the first hour or for time spent beyond the agreed meeting duration. Fees will be billed at the rate of \$125.00 per hour. The presentation requesting agency will be notified in advance in this regard. It will be at the agency's discretion to approve compensated attendance. If approved, the agency will be invoiced with notations of the additional time and subsequent fee.

As this work will benefit both Alachua County, City of Gainesville and the University of Florida, our suggestion is that support be shared as follows:

Alachua County support	\$35,000
City of Gainesville support	\$35,000
University of Florida support	\$35,000

The project team would enjoy the opportunity to meet jointly with officials from each entity to clarify any questions regarding the scope or budget proposed for the Visioning the Waldo Road Corridor study.

The Florida Community Design Center, School of Architecture, Department of Landscape Architecture and the Department of Urban and Regional Planning look forward to the opportunity to join together local academic expertise, enterprise stakeholders, community agencies and citizens to strengthen our relationships around high quality community design. We are hopeful Alachua County, the City of Gainesville and the University of Florida administration will find this proposal acceptable.

Waldo Road Corridor Visioning Study Detailed Budget Estimate

Prepared by the School of Architecture, University of Florida

Phase I: October 2006 - December 2006

	Hour est.	Rate	Subtotal	Phase Summary
project initiation and steering				
Review of Previously Approved Plans and initiatives:				
Plan East Gainesville	10	\$80	\$800	
City of Gainesville's Comprehensive plan	8	\$80	\$640	
Alachua County's Comprehensive plan	8	\$80	\$640	
Business Park Analysis	3	\$80	\$240	
Fairgrounds Plan	3	\$80	\$240	
UF Master Plan - Waldo Road	4	\$80	\$320	
Duval Heights Neighborhood	4	\$80	\$320	
Public Works Department Studies	3	\$80	\$240	
MPTO - initiatives	3	\$80	\$240	
City Neighborhoods / List / Map	3	\$80	\$240	
CRA East Side Development study	4	\$80	\$320	
Central Cities Corridor Overlay	3	\$80	\$240	
Southeast Gainesville Redevelopment Strategies Report	4	\$80	\$320	
RTS 2025 Plan	3	\$80	\$240	
Land Use and Zoning maps and Overlays	5	\$80	\$400	
Airport Master Plan	4	\$80	\$320	
Organize & Initiate Steering Committee	4	\$125	\$500	
Case study research and projects list	20	\$125	\$2,500	
Conduct public workshop	5	\$375	\$1,875	
Define geographical study area (multiple designers)	3	\$375	\$1,125	
East Gainesville satellite campus alternatives - initial visioning**	1560	pro-bono**	\$0	
	50	\$125	\$6,250	
Meeting 1	2	\$375	\$750	
Project Scope				
Meeting 2	2	\$375	\$750	
Review of identification and summary of existing proposals and project boundaries				
Prepare and submit report summarizing initiatives and project progress	34	\$125	\$4,250	
Miscellaneous expenses including project administration, software, texts, travel and consulting expenses				
Anticipated research travel		\$1,200		
software upgrades		\$1,500		
Reference documents and texts		\$500		
Consultants		\$3,000	\$6,200	\$29,960

Phase II: January 2006 - May 2007

	Hour est.	Rate	Subtotal	Phase Summary
Visioning				
Corridor analysis, concept alternatives and project matrix	1560	pro-bono	\$0	
	65	\$125	\$8,125	
Corridor Master Plan scheming	3120	pro-bono	\$0	
East Gainesville satellite campus alternative refinement	50	\$125	\$6,250	
Develop visioning for additional key projects	1950	pro-bono	\$0	
	50	\$125	\$6,250	
Preliminary illustrations, maps and diagrams:				
Master Plan Diagrams:	20	\$80	\$1,600	
Zoning diagram	14	\$80	\$1,120	
Phasing diagram	20	\$80	\$1,600	
Connectivity diagram	20	\$80	\$1,600	

Phase III: June 2007 - October 2007

Prepare final report and presentation materials

Revise illustrations, maps and diagrams:	40	\$80	\$3,200	
Master Plan Diagrams:	60	\$80	\$4,800	
Zoning diagram	40	\$80	\$3,200	
Phasing diagram	40	\$80	\$3,200	
Connectivity diagram	28	\$80	\$2,240	
Transportation diagrams	20	\$80	\$1,600	
Project vignettes	50	\$80	\$4,000	
Meeting 5				
90% completion meeting - final revisions and vetting	4	\$375	\$1,500	
Meeting 6	2	\$375	\$750	
Final presentation and acceptance (last minor changes)				
Final report submission	45	\$125	\$5,625	
Miscellaneous expenses including project administration, printing posters and reports, and additional consulting expenses				
Final consulting as needed		\$2,000		
Final report (10 copies)		\$2,000		
Posters		\$400		
post cards + mailing		\$500	\$4,900	\$35,015

Total hourly estimate and conversion to fee

\$104,995

** Studio time by students is not directly charged.