

A **Vision** for the Gainesville Cultural Center ~ An Update

Sarit Sela, City Architect
Russell Etling, Cultural Affairs Manager

August 22, 2019
General Policy Committee

Gainesville.
Citizen centered
People empowered

Today's Discussion

- Introduction
- The Masonic Lodge
- Old Fire Station #1
- Thelma Boltin Center
- Summary

Introduction

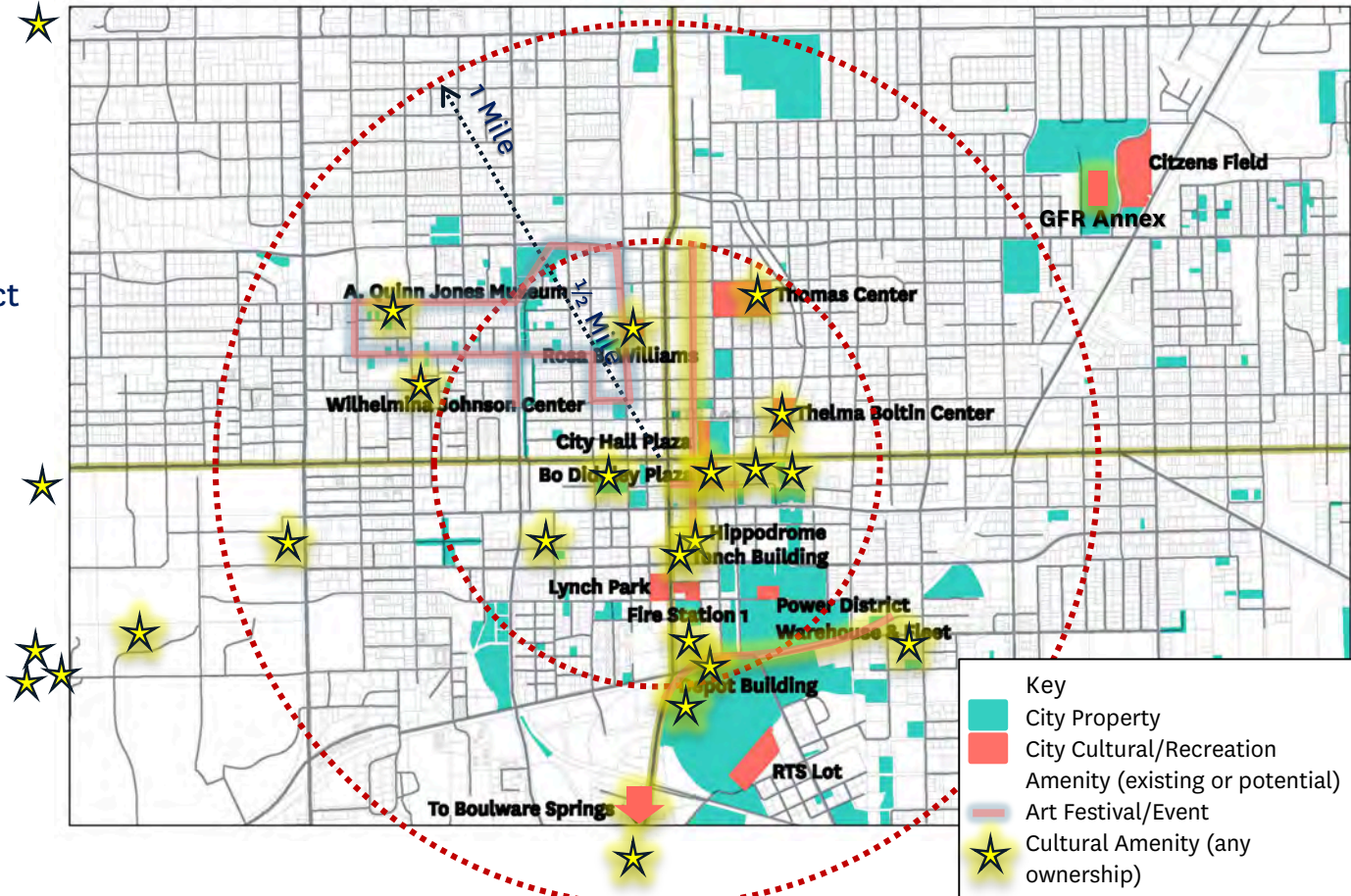
A Cultural District (GPC,1/10/2019)

Starting Point

- What is a Cultural Center
- Community Goals
- WSPP Cultural Center project

Cultural Offering Map

- The User Experience
- What, Where, By Whom
- Urban Form
- Redevelopment Efforts
- Needs, Gaps & Potential



A Cultural District (GPC,1/10/2019)

Principles for Holistic, Incremental Growth

- A. Shop in Your Closet First Shine Up Hidden Gems, Save \$, Unlock Potential
- B. A Network Approach Well-Connected Public Realm, New & Old Amenities
- C. The Multiplier Effect Strengthen Urban Form & Invest in City Initiatives
- D. Collaboration Seamless Collaborative User Experience
- E. Matchmaking Identify Program Gaps & Potential Fitting Locations



A Network

The experience of getting from one place to the other: Maximizing the impact of the Cultural District by **Connectivity**

WSPP Pyramid

SAFETY accessible, continuous sidewalks; street lights; pedestrian crossings

+

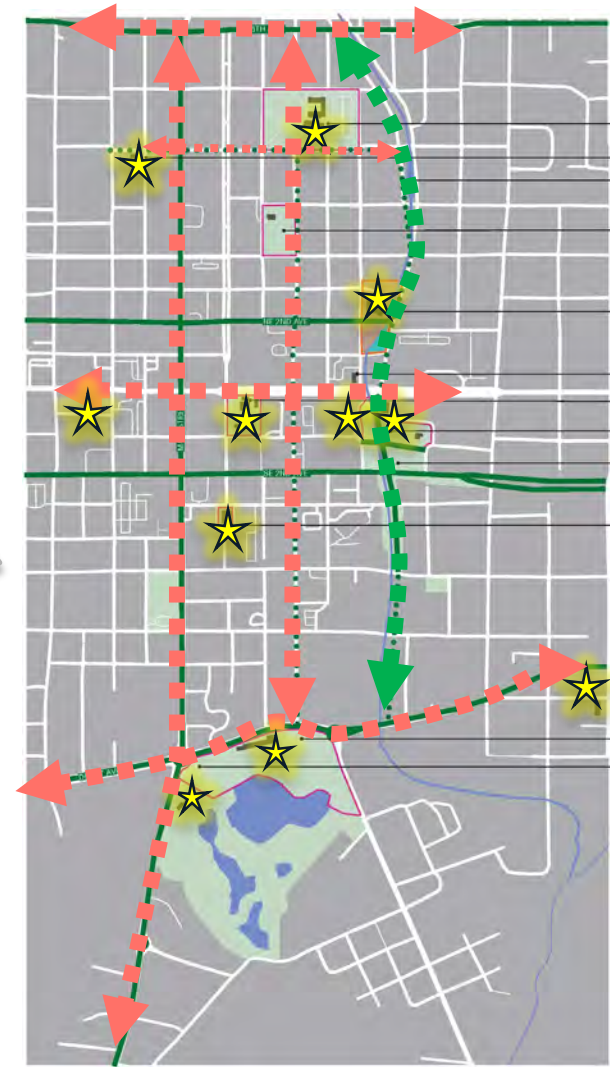
COMFORT wayfinding, seating, shade, bike racks

+

JOY Sweetwater walk, public art, inspiring urban design

=

OURS A well-connected, vibrant, cultural network!

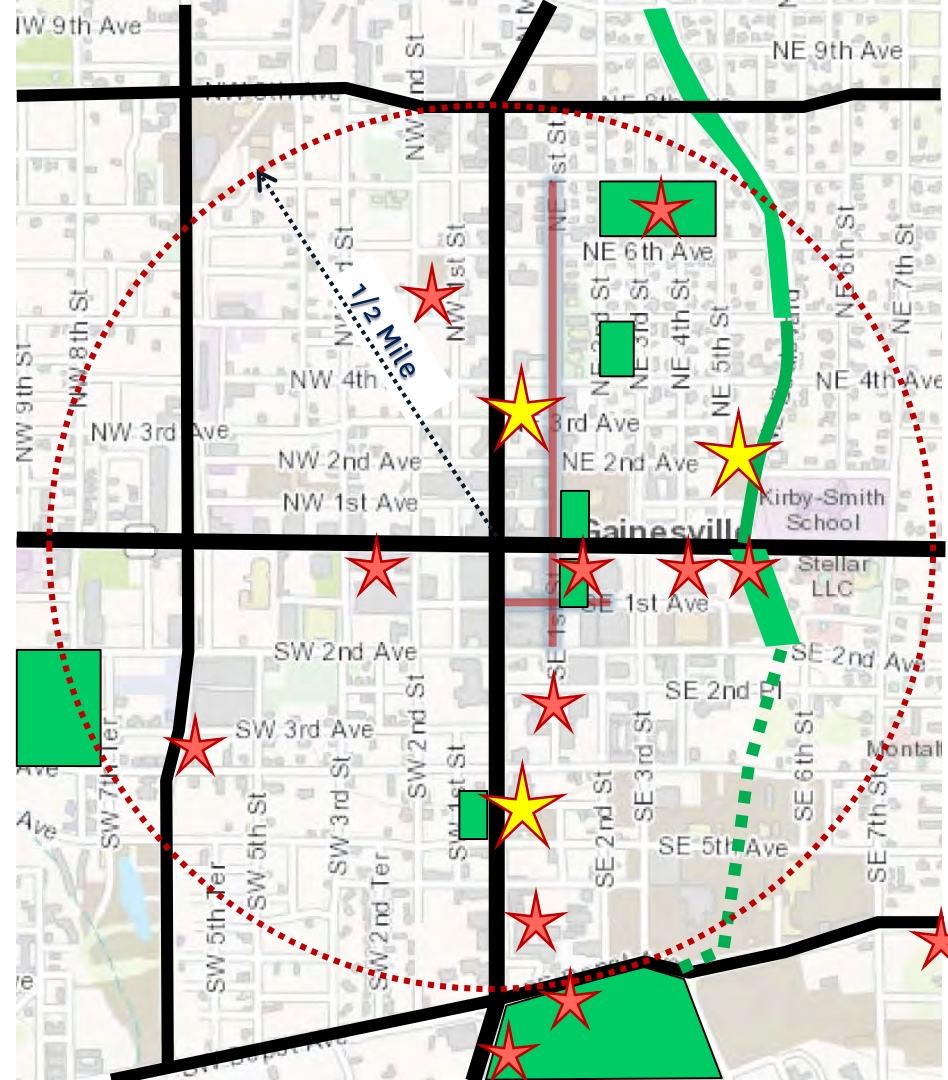


A Cultural District

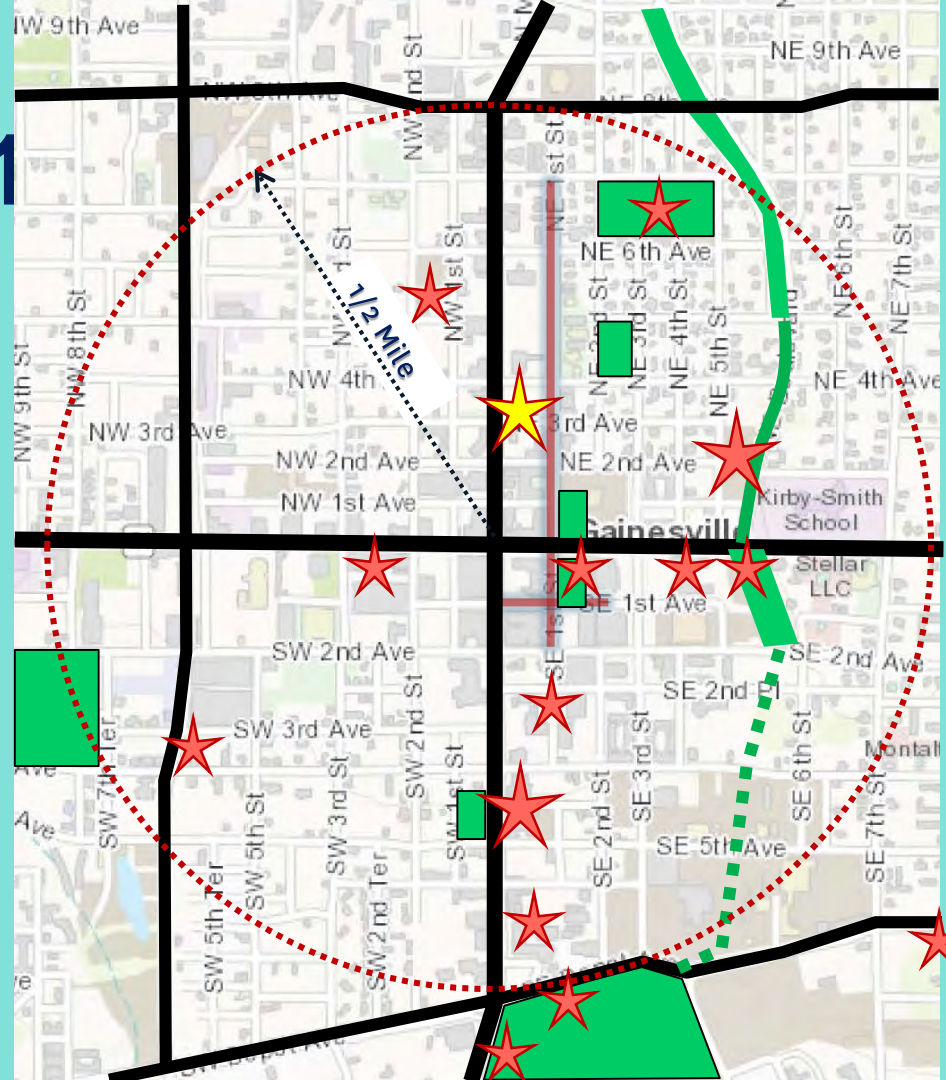
(GPC,1/10/2019)

Downtown Offering Inventory

- The Historic Thomas Center
- Rosa B Williams Center
- **Thelma Boltin Center**
- Matheson Museum + Archives
- Alachua County Library HQ
- Bo Diddley Plaza
- The Hippodrome
- The Cotton Club
- The Old Florida Theater
- The Cade Museum
- Depot Building
- UF 4Most Gallery
- Heartwood Stage
- Acrosstown Repertory Theatre
- Sequential Artists Workshop
- Downtown art galleries & creative businesses
- Spring & Fall Art Festivals
- Thomas Center Gardens
- Roper Park
- Haisley Lynch Park
- Depot Park
- Sweetwater Branch / Duckpond
- Innovation Hub
- The Power District
- **Old Fire Station #1**
- **Masonic Lodge No. 41**



Masonic Lodge No. 41



Masonic Lodge No. 41

- Historic landmark
- Prime location: 215 N Main Street
- Built in 1908, of the period and in style with the Thomas Center (1910) and the Hippodrome Theatre (1911)
- Continuously owned and operated as a Masonic Lodge since construction
- Original architecture and woodwork well preserved and almost unaltered
- U.S. National Register of Historic Places
- Very impressive interiors, designed for assembly use



Masonic Lodge No. 41



First Floor Dining Hall



Second Floor Ceremony Hall

Masonic Lodge No. 41



Front Door



Staircase



Internal Doorways

Masonic Lodge No. 41

Why should the City own it? A potential Cultural Anchor that meets community needs and goals

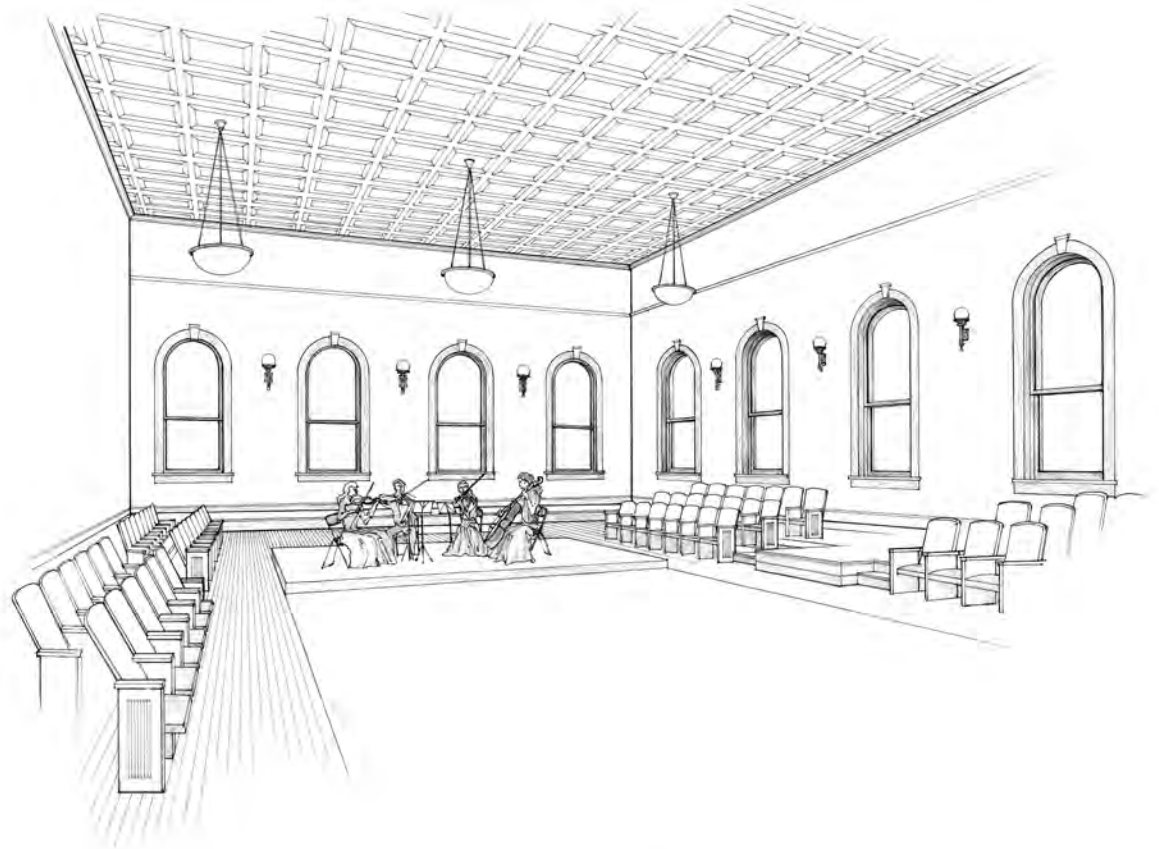
- PRCA Vision 2020 Master Plan recommendation: become a cultural destination
- 352ArtsRoadmap: Need for unique performance and gathering spaces to help brand Gainesville as a cultural destination
- High demand for unique event spaces: The Historic Thomas Center often has to turn away requests due to lack of availability
- UF and City Strategic Plans Common Goals:
 - Community Livability & Vitality: Economically and Creatively
 - Historic Preservation & Reuse
 - Environment: aesthetics of natural and built environment
 - Authentic experiences



Masonic Lodge No. 41

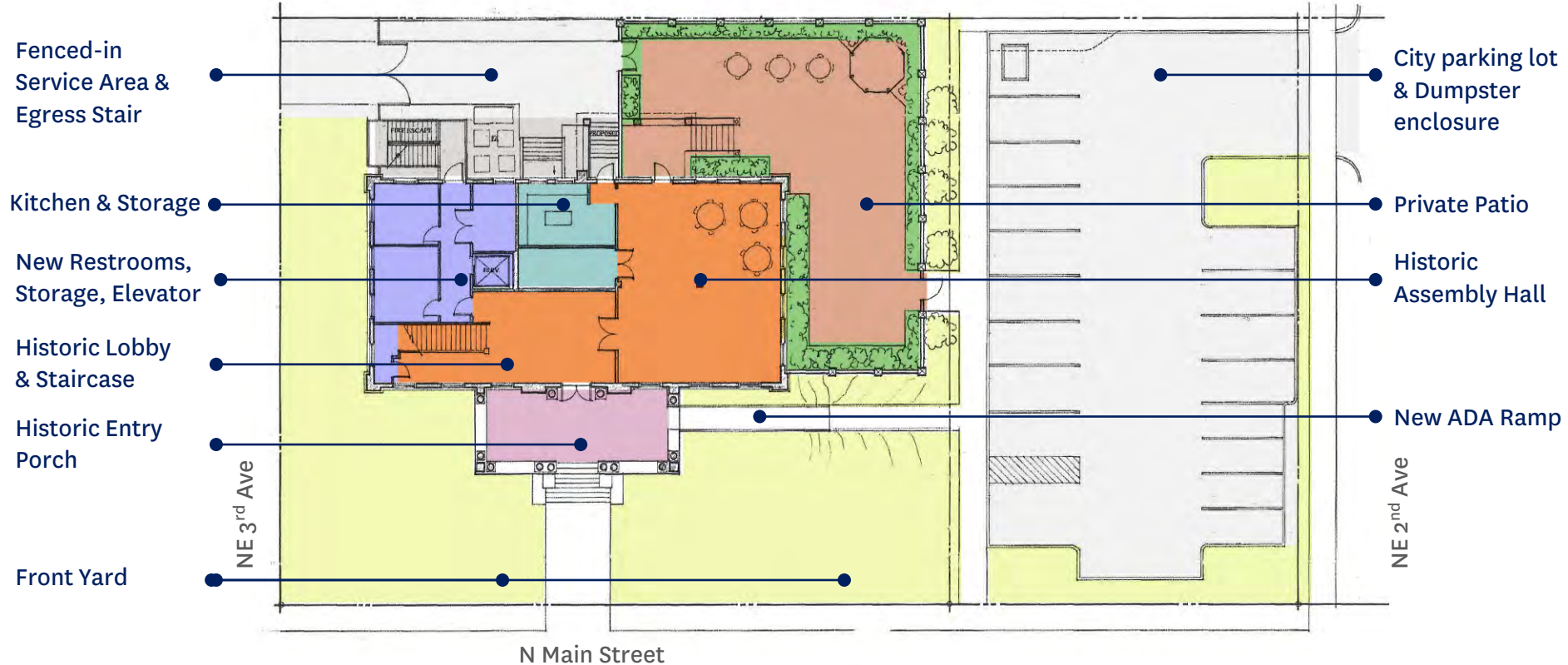
Three proposed rentable
assembly spaces:

- Historic Assembly /
Reception Event Hall
- Grand Performance /
Multipurpose Hall
- Enclosed Patio



Masonic Lodge No. 41

Proposed First Floor Plan



Masonic Lodge No. 41

Proposed Second Floor Plan



Masonic Lodge No. 41

Operations

- With proper staffing, the addition of the Masonic Lodge is both logical and a complementary cultural asset
- Projected Annual Operations & Maintenance Expenses (PRCA): \$175,000
- Projected Annual Revenue: \$180,000

Purchase & Renovation Costs

- Property appraised value: \$450,000
- Adaptive reuse renovation is estimated at \$1,975,000, including hard & soft costs
- Total anticipated investment: \$2,425,000

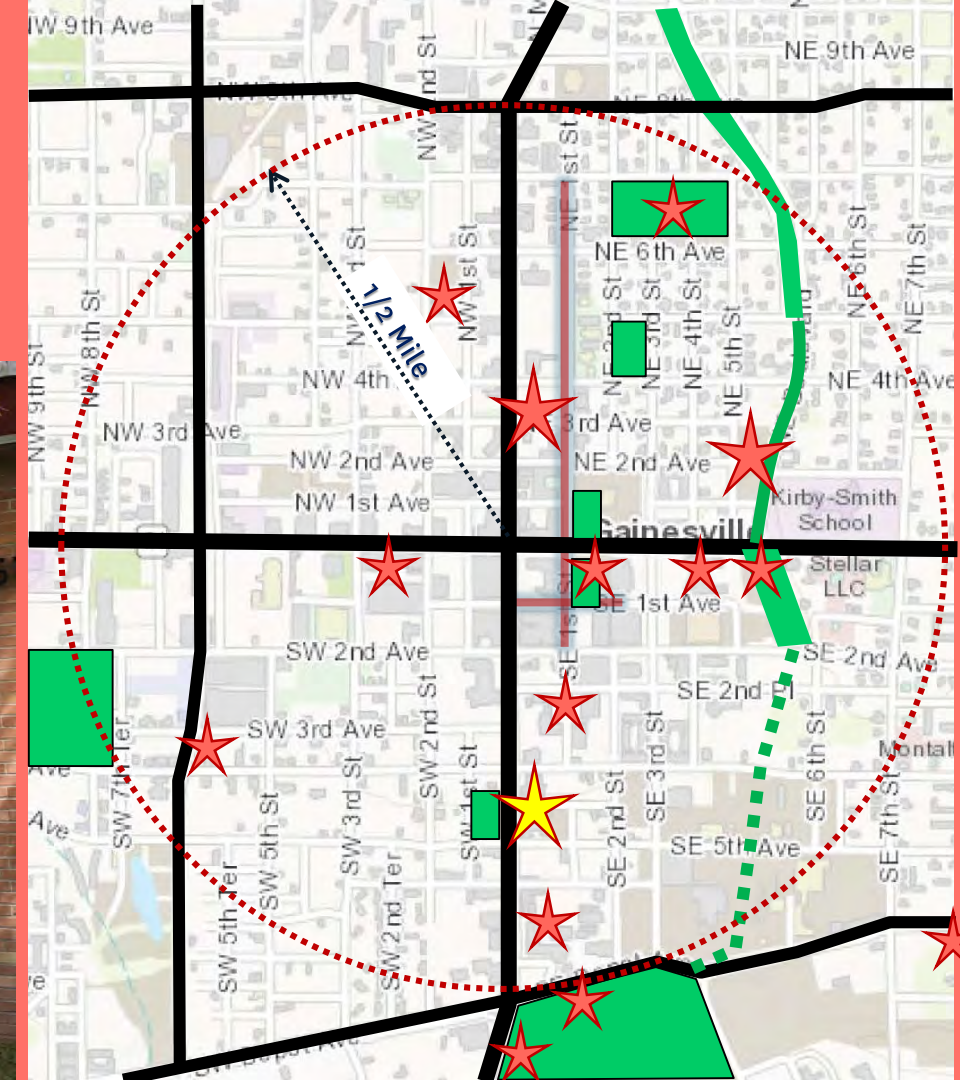


Masonic Lodge No. 41

Commission decision:

- 1) Direct Staff to negotiate fair market value purchase of the Gainesville Masonic Lodge No. 41, located at 215 N Main Street.
- 2) Direct Staff to negotiate design and engineering services for the development of construction documents for building and site renovations and adaptive reuse of the Gainesville Masonic Lodge No. 41.

Old Fire Station# 1



Old Fire Station# 1

- Location: 417 S Main St, near Downtown, Depot Park, Power District, and Porters neighborhood
- Site: 1-acre, including Fire Station building (6,280 SF), two accessory buildings (2,470 SF total), and parking lot
- Potential: Adaptive reuse of existing buildings & site redevelopment
- Previous discussion: RFQ for 3rd party Cultural Center programming



Existing site plan



Potential future site plan

Repurpose Precedents

Cultural Centers



Repurpose Precedents

Hospitality



Firehouse Restaurant, Portland, OR



Dolores Restaurant, Miami, FL



Foundation Hotel, Detroit



Firehouse Restaurant, Chicago, IL

Repurpose Precedents

Mixed Use / Office / Residential



New York, NY



Sanford, FL

Old Fire Station# 1 : Goals & Use

- Wide cultural and commercial interest
- **Redevelopment Goals:** Complement downtown redevelopment trends & support the Downtown Redevelopment Plan
- **Use & Terms:** Redevelopment Partner selection criteria considerations
- **Potential Uses:**
 - Cultural? Commercial?
 - A combination of both? If so, Primary and Secondary uses?
 - Evaluation criteria for ranking? i.e., Cultural contribution? Jobs created? Financial independence? Other?

Old Fire Station # 1

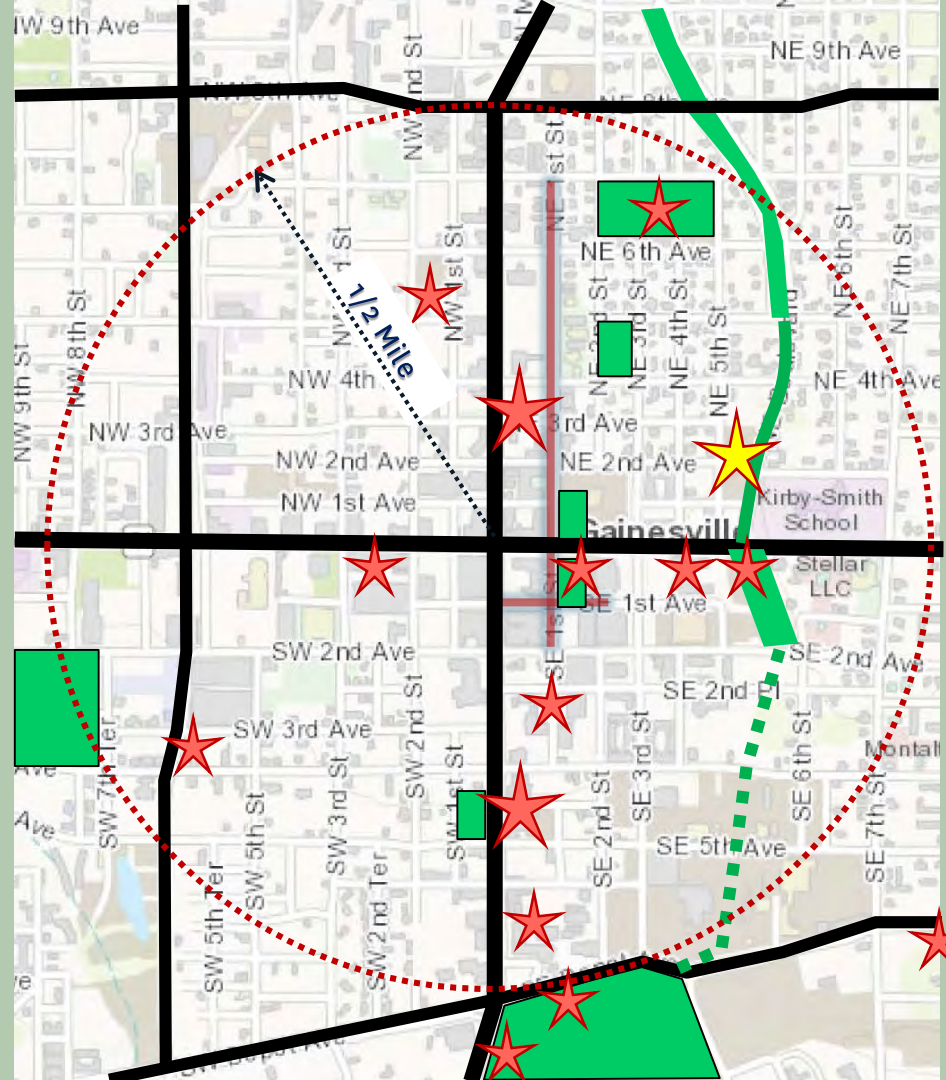
Discussion

- 1) Desired redevelopment goals and uses (i.e., cultural, educational, community, commercial, a mix)
- 2) Property ownership and management
 - a. If leased, would the City consider a discount on the property or seek full-market value? Will the City participate in renovations/redevelopment?
 - b. If sold to a private entity, would the City consider a discount on the property (in lieu of investment in renovations) or seek appraised value?
 - Declare Old Fire Station #1 surplus property if a sale is desired
- 3) If an ITN is desired: Partner selection evaluation criteria and any specific business terms in addition to the purchase or lease issue you identify in items #1 and #2.

Staff Recommendation

- 1) Direct Staff to draft an appropriate solicitation document for 3rd party purchase or long-term lease of the Old Fire Station #1 property per Commission's set criteria.

Thelma Boltin Center



Thelma Boltin Center

Context

- Location: Historic NE Neighborhood, near the Thomas Center, Matheson Museum, E University Ave, Sweetwater Branch & Downtown
- Site: 2-acres, including building, backyard, parking lot & a Sweetwater Branch section
- Use: City recreation facility



Thelma Boltin Center

History



Servicemen write letters home.



Thelma Boltin



Thelma Boltin Center

Continuous
Community Use

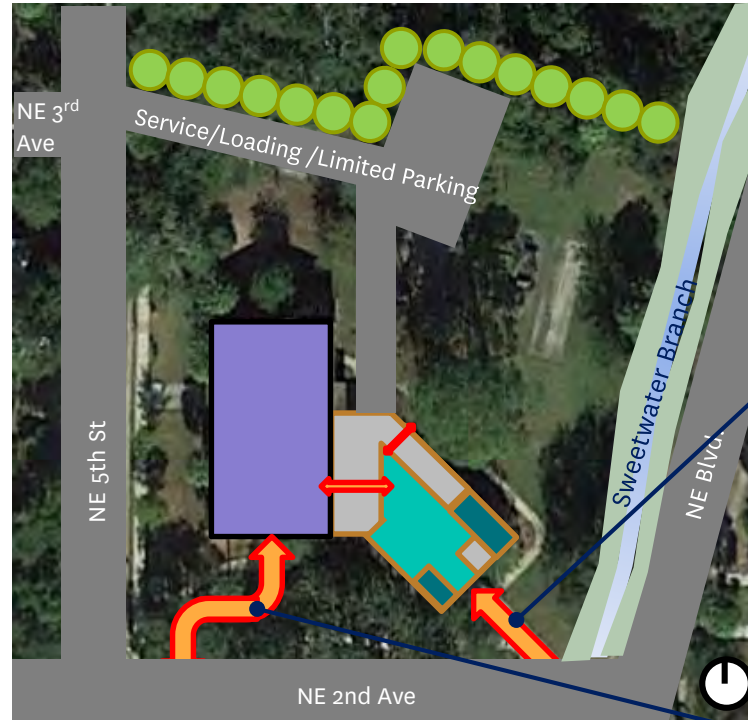


Thelma Boltin Center



Why Renovate?

- Existing historic community asset with great potential
- Outdated building systems & deferred maintenance (plumbing, AC, electric, roof). Bring up to current code
- Maximize community use & revenue by a more efficient space layout and upgraded facilities
- Highlight the Sweetwater Branch as an on-site amenity, for outdoor programming



Existing Conditions. 1st Fl. Diagram



SE Entrance



SW Entrance

Thelma Boltin Center

	Multi-Purpose Activity Room		Office/Front Desk
	Lobby/Circulation		Usable Backyard
	Building/Site Services		Main Access



View from Lobby to Main Hall



View from Main Hall to Lobby

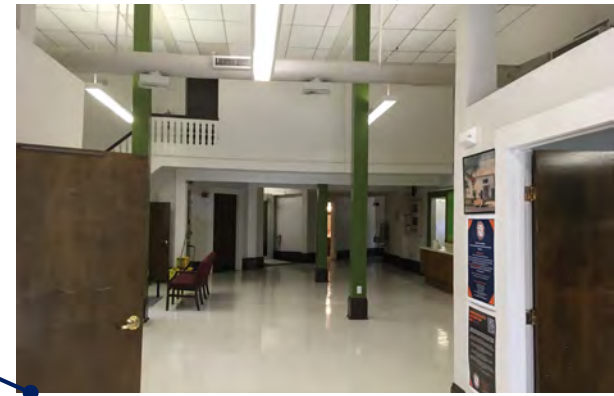
Why Renovate?



Existing Conditions. 1st Floor Diagram



View of Lobby, from the SE entry



View of Lobby, looking at the SE entry area

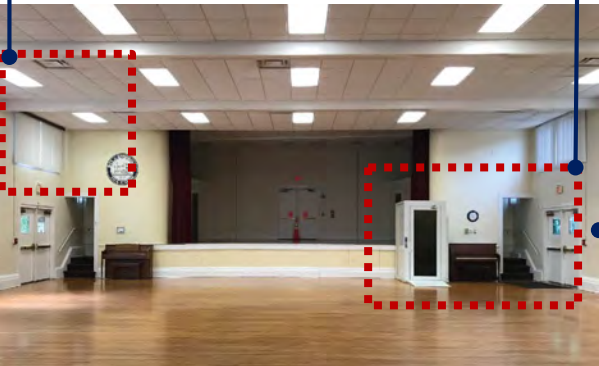
Thelma Boltin Center



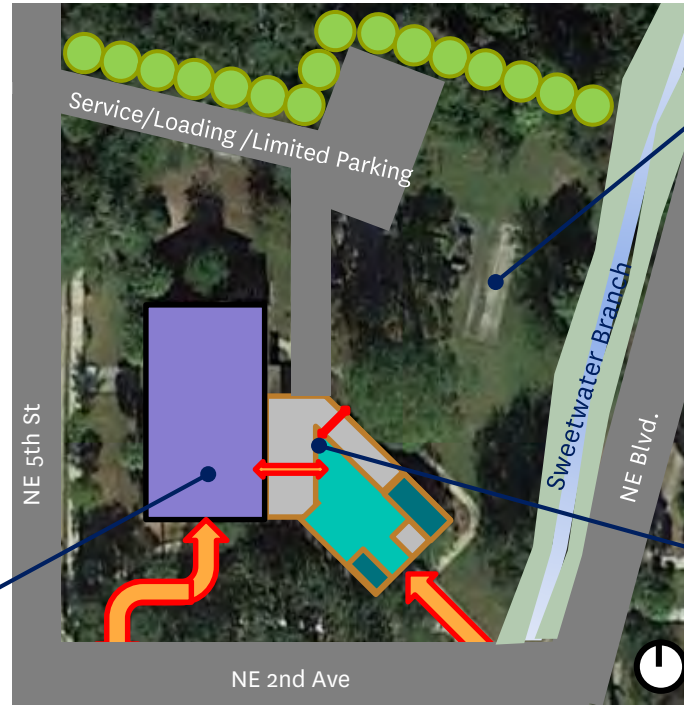
Why Renovate?



Existing building finishes & ADA access to stage



Existing Multi-Purpose Hall



Existing Conditions. 1st Floor Diagram



View off the backyard



View from Lobby to the backyard

Thelma Boltin Center

Base Option

Opinion of Cost: \$1,000,000

- Fix, replace, upgrade, or add building systems to maintain safe and durable building operation. Scope includes HVAC, plumbing, fire sprinklers, electric, and ADA.
- The roof is scheduled for repair/ replacement by Facilities in FY-2021 (CIP).
- NO changes to existing building layout; NO space additions.



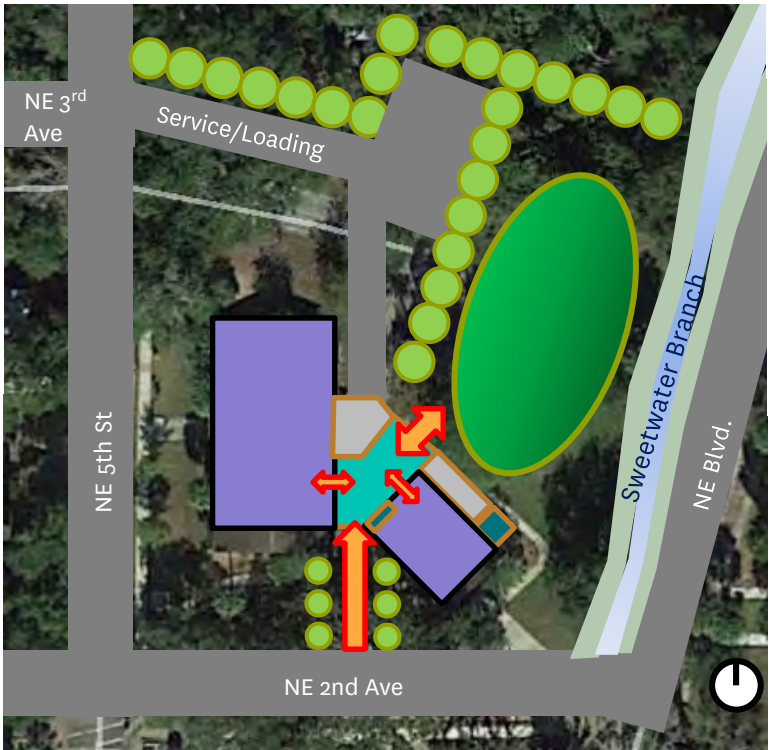
Thelma Boltin Center

Option I: Renovation in Existing Footprint

 Multi-Purpose Activity Room	 Office/Front Desk
 Lobby/Circulation	 Usable Backyard
 Building/Site Services	 Main Access

Opinion of Cost: \$2,000,000

- Updated building systems, code compliance, ADA, and interior design
- From a single activity hall to two updated multi-purpose halls, and a well-defined lobby
- Clear building orientation and front door
- Restoration of historic character-defining components
- Site improvements to activate backyard



Proposed Renovation Option I: 1st Floor Diagram

Thelma Boltin Center

Renovation principles: Front Door, Circulation, and Space Efficiency









Existing facility entrances



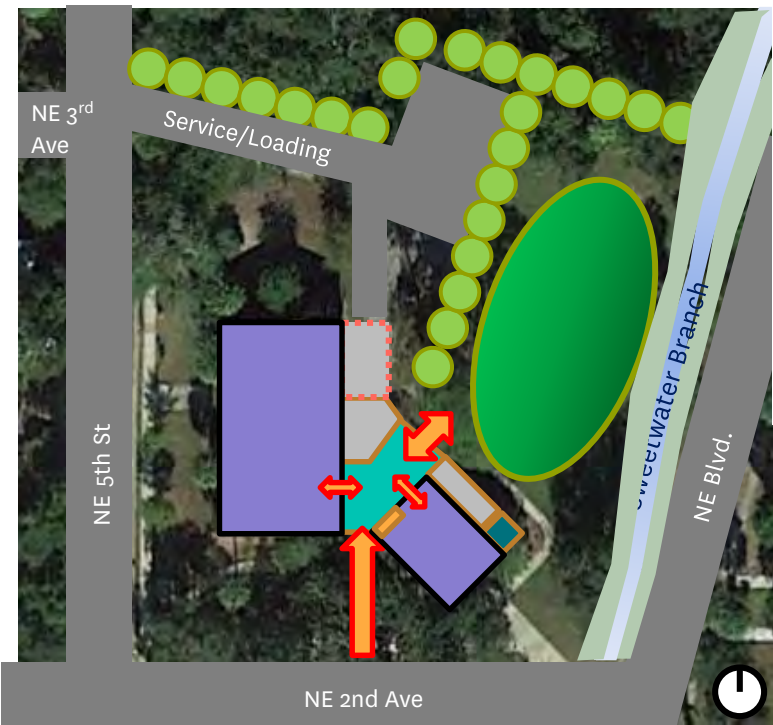
Proposed Central Entrance (view from NE 2nd Ave) (by Walker Architects)

Thelma Boltin Center

Option II: Renovation & Minor Addition

 Multi-Purpose Activity Room	 Office/Front Desk
 Lobby/Circulation	 Usable Backyard
 Building/Site Services	 Main Access

Opinion of Cost: \$2,250,000





- Same as Option I scope, plus:
- 865 SF building addition to house Green Room, Performer Restroom, Office, Storage



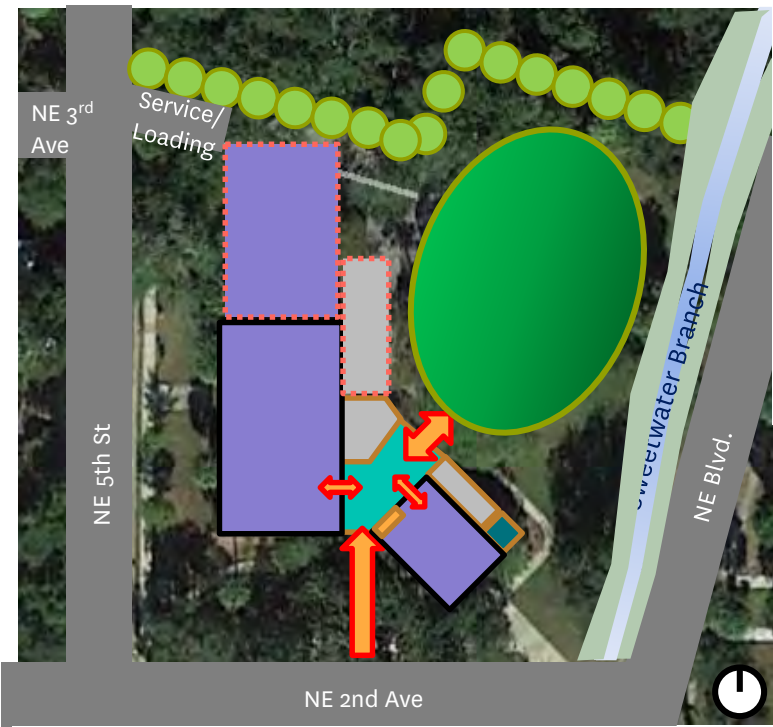
Proposed Renovation Option II: 1st Floor Diagram

Thelma Boltin Center

Option III: Renovation & Major Addition

 Multi-Purpose Activity Room	 Office/Front Desk
 Lobby/Circulation	 Usable Backyard
 Building/Site Services	 Main Access

Opinion of Cost: \$3,700,000



Proposed Renovation Option III: 1st Floor Diagram

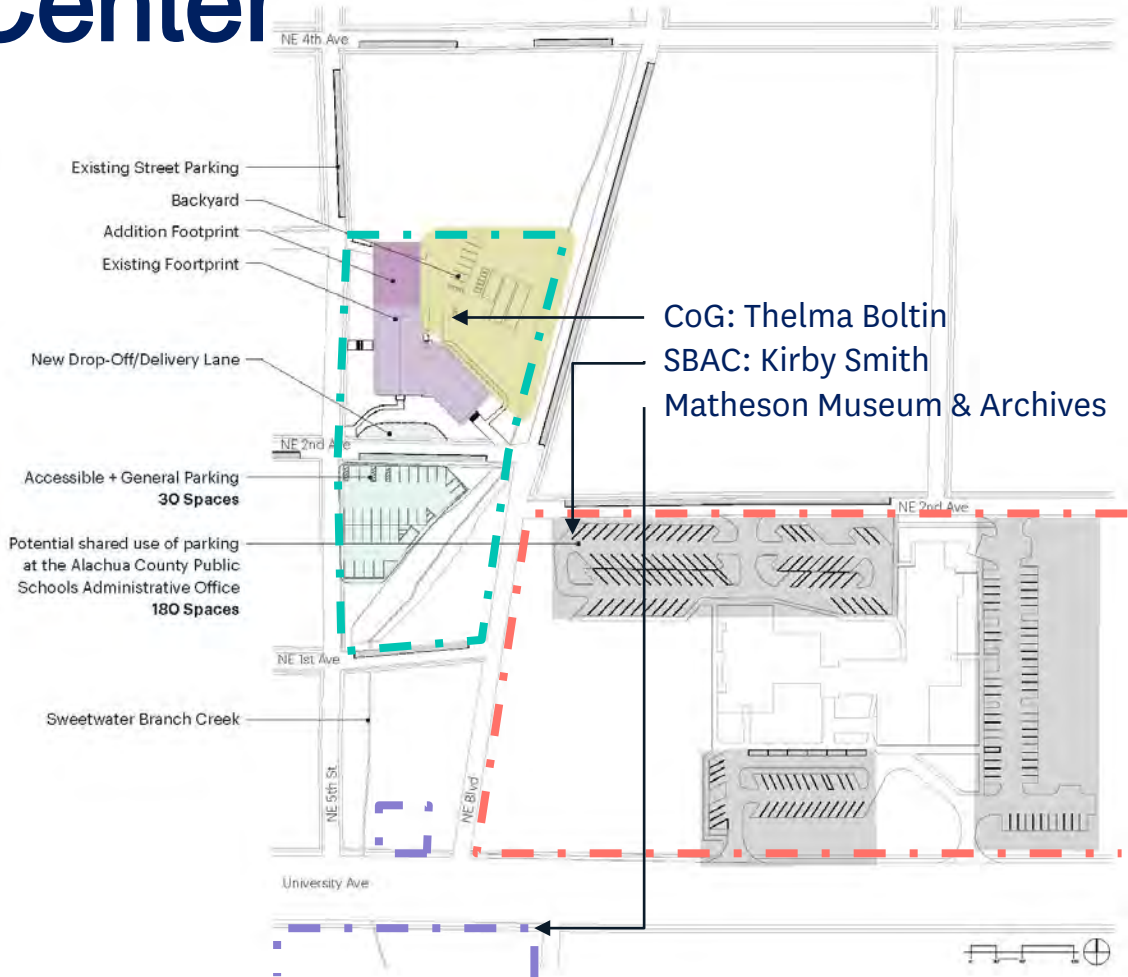
- Same as Option II scope, plus:
- 8,520 SF building addition to house multiple new activity rooms, building services, administration office space



Thelma Boltin Center

Program, Operations & Maintenance

- Currently the Thelma A. Boltin Center is managed by the Recreation Division of the Parks, Recreation and Cultural Affairs Department.
- Moving forward, with the Boltin Center's enhancement as a cultural center, PRCA would pursue centralizing its management under the Cultural Affairs Division.
- Parking Analysis: City lot, on-street parking, potential share used agreement w/ SBAC



Feasibility of Public Private Partnership in Thelma Boltin

- GPC directed staff to explore feasibility of accommodating the operations of Dance Alive National Ballet (DANB) in a City site.
- DANB Program Request for dance studios & ancillary spaces (excluding restrooms, building services, circulation, and parking): 16,678 SF to 29,230 SF
- Current Thelma Boltin building area: 8,170 SF
- DANB spatial needs can be accommodated in the Thelma Boltin facility if a major renovation, similar in scope to Option III: Renovation with Major Addition, was executed (16,690 SF; renovation cost estimate: \$3,700,000).
- If the Commission prefers Option III, staff recommends conducting a public solicitation process to identify a 3rd party programming partner. Solicitation criteria to require a \$1,500,000 funding match.
- Staff does not recommend Option III because of cost considerations.



Renovation Options Summary

Base Option: Building Systems Upgrades & Code Updates (no layout changes)	\$ 1,000,000
Option I: Renovation in Existing Footprint (Base Option + revised layout to activate 2 spaces)	\$ 2,000,000
Option II: Renovation with Minor Addition (Option I + additional support spaces)	\$ 2,250,000
Option III: Renovation with Major Addition (Option II + additional activity spaces)	\$ 3,700,000

Staff Recommendations

- 1) Direct staff on next steps for improvements at the Thelma Boltin Center per **Base Option** or **Option II** scope.
- 2) Direct staff to negotiate design and engineering services for the development of construction documents for the selected renovation scope.

Summary

Masonic Lodge

- 1) Direct Staff to negotiate fair market value purchase of the Gainesville Masonic Lodge No. 41, located at 215 N Main Street.
- 2) Direct Staff to negotiate design and engineering services for the development of construction documents for building and site renovations and adaptive reuse of the Gainesville Masonic Lodge No. 41.

Old Fire Station #1

- 1) Direct Staff to draft an appropriate solicitation document for 3rd party purchase or long-term lease of the Old Fire Station #1 property per Commission's set criteria.

Thelma Boltin

- 1) Direct staff on next steps for improvements at the Thelma Boltin Center per *Base Option* or *Option II* scope.
- 2) Direct staff to negotiate design and engineering services for the development of construction documents for the selected renovation scope.

Gainesville.
Citizen centered
People empowered

Thank You.