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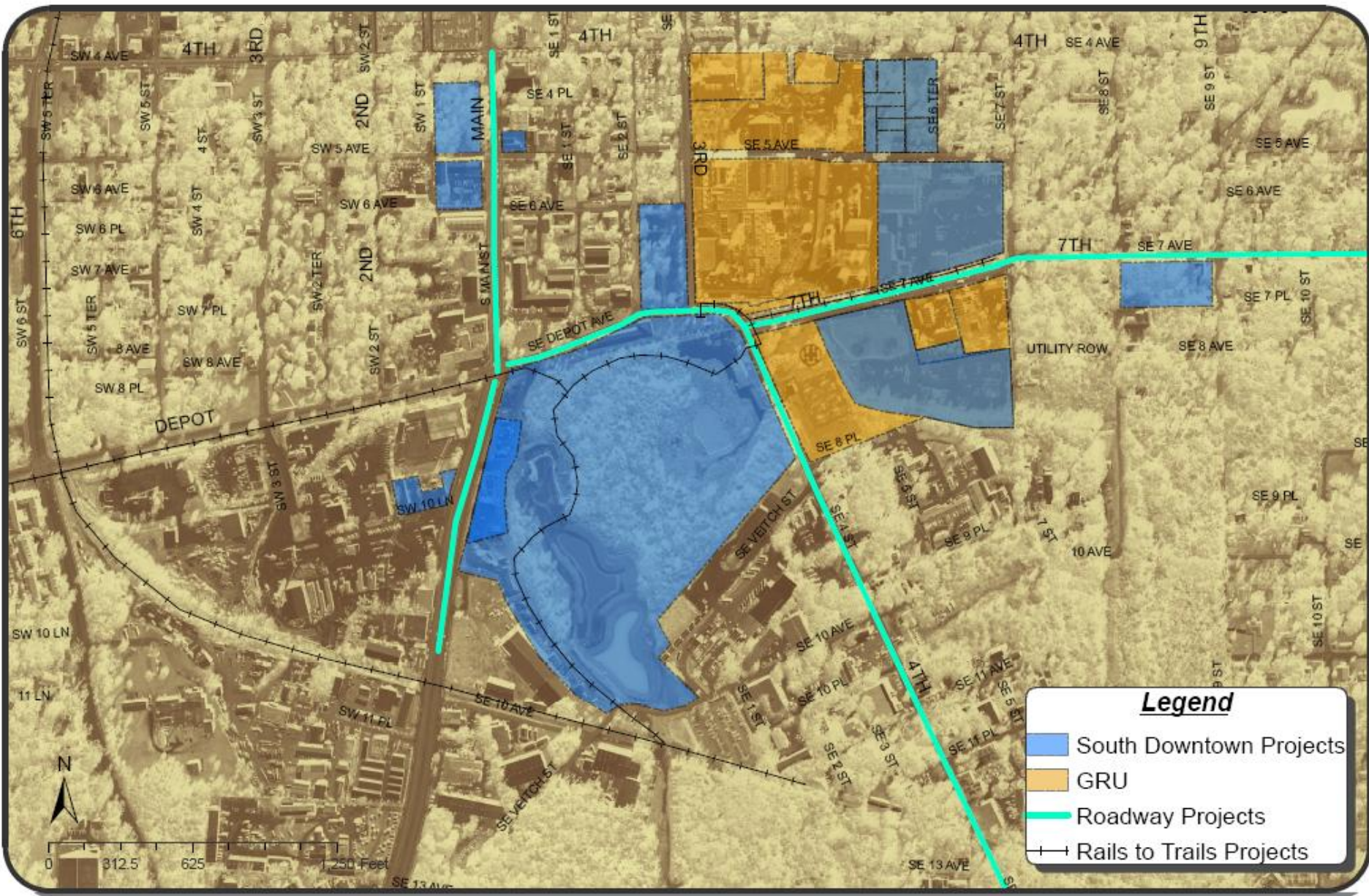
**GRU Kelly Powerplant Redevelopment Site/Depot  
Avenue/South Main Street/Cade Museum/Depot  
Park and Historic Depot Building**

## ***South Downtown Projects***

Community Redevelopment Agency  
December 21, 2009



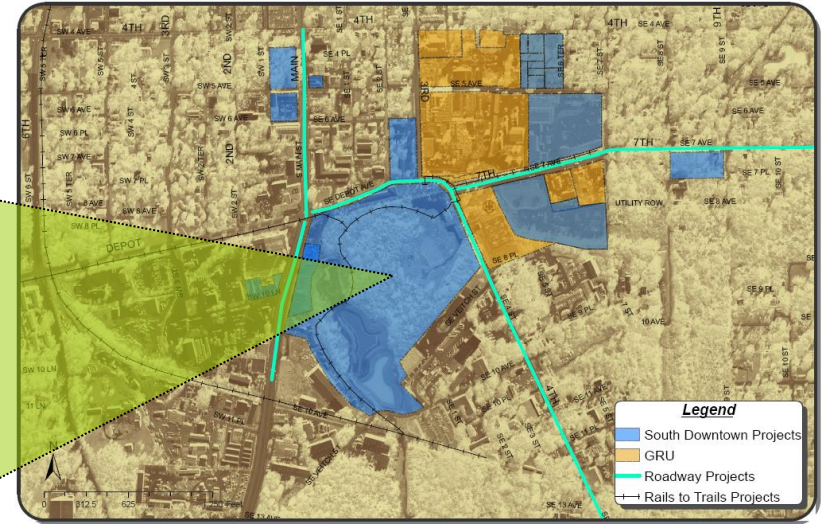
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# South Downtown Projects

## Depot Park



## Recent Activities Accomplished

- ✓ North park zone concept
- ✓ Utilities installed to service east park area
- ✓ North park zone A design development
- ✓ Depot building interior layout



# Depot Park Program - Update

## Depot Park



Aerial photo of GRU Phase I Remediation and Depot Ave round-about construction, November 17, 2009.

## Current Activities

- Depot Park Master Plan
- North Park construction document development
- Zone A construction document development
- Depot building rehabilitation construction document development
- Stormwater pond recommendations
- South Main Street improvements
- **Depot Building-use concept**
- **Park Branding**

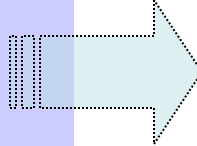


# Depot Building - Use Concept Development

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## Public Input Process

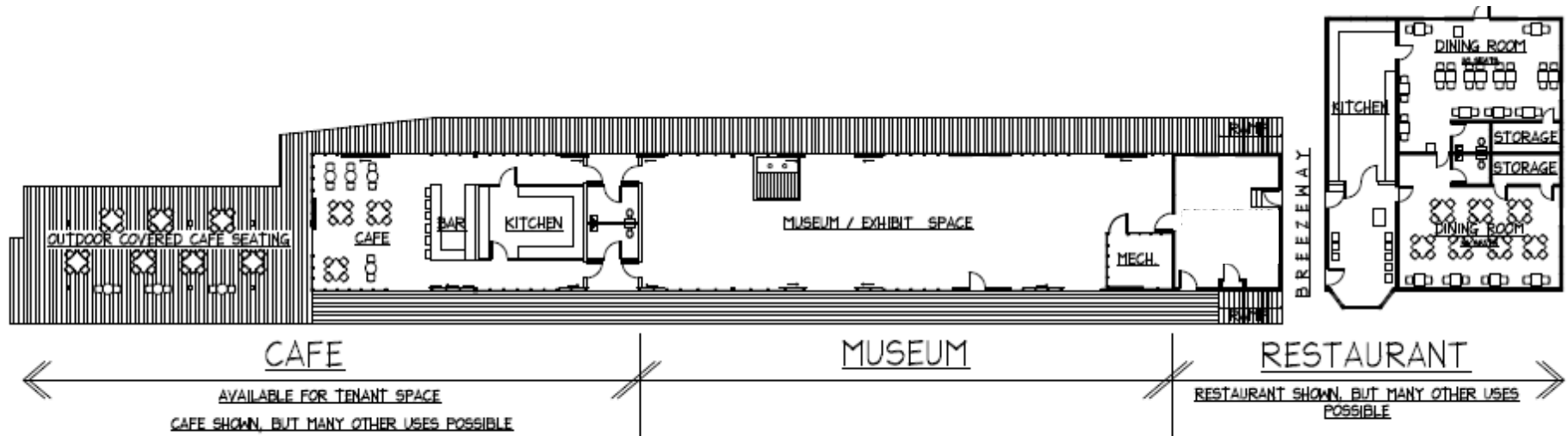
- Depot Avenue Eco-Development Project
- Depot Use Team
- East Gainesville SPROUT Task Force
- Downtown Redevelopment Advisory Board
- Depot Park Public Forum
- Stakeholder Interviews



## Project Goals and Objectives

1. Populate the Depot Building with a variety of uses that activate Depot Park and provide a 'destination' for the community
2. Offer public serving and accessible facilities
3. Create a synergy with existing and future developments by supporting and being supported by:
  - a) Downtown Gainesville (encourage southerly expansion)
  - b) Depot Park and Cade Museum
  - c) RTS Transportation Center
  - d) Rail-Trail network
  - e) GRU Site Redevelopment
4. Implement sustainable design, construction, operations and maintenance

# Depot Building Interior *Conceptual* Layout



## Description of Spaces:

Outdoor platform/seating area = 1,400 sq ft

Café/kitchen = 1,300 sq ft

Public restrooms = 250 sq ft

Museum/Interpretive area = 2,500 sq ft

Restaurant = 2,700 sq ft

*Note: This layout is conceptual only. This conceptual design shows the general placement of features given the building's constraints and utilizing the historical configuration of the space. Final interior layouts will be dependent upon tenant identification.*





# Depot Building – Café/Museum Concept Development

## The Opportunity:

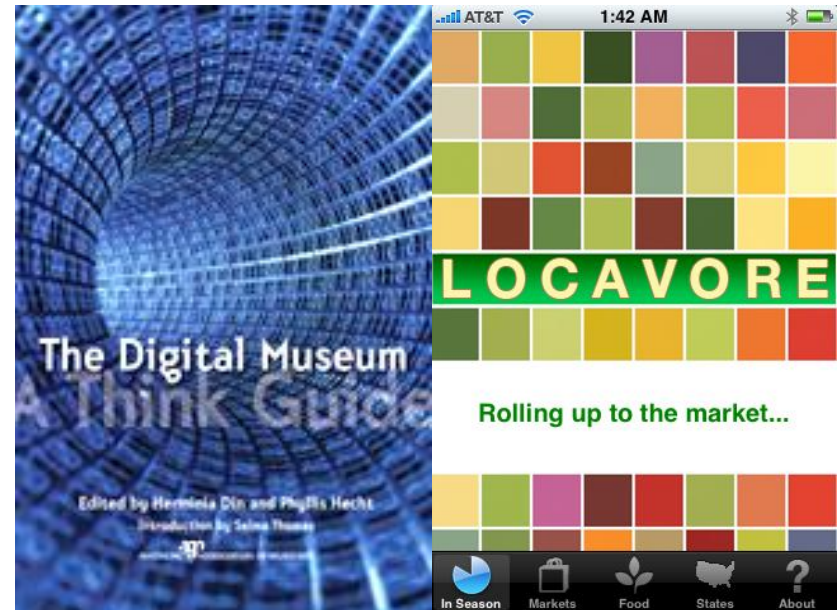
Gainesville has long been a crossroad; beginning with trade, then rail, now an educational and cultural crossroad of idea exchanges and innovation

## The Theme:

History, culture, environment, education, innovation

## The Concept:

- An interactive digital experience museum that houses everything there is to know about Gainesville, past and present
- An interactive classroom for school groups, a public meeting center, a multipurpose facility
- A civic cyber café and pub ('public house') featuring a locavore menu with passive learning opportunities and experiential bubbles



# Park Branding – Concept Development

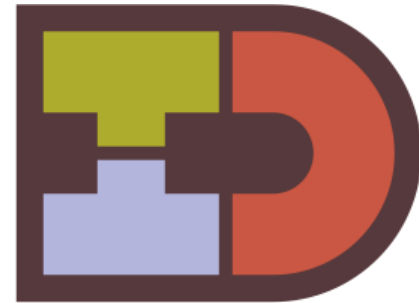
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Why brand the park?

- Identity
- Marketing
- Tourism and economic development

Good graphic design should...

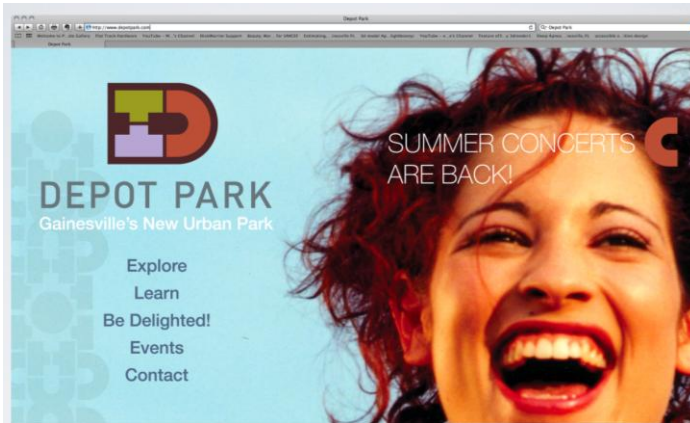
- Have meaning
- Be simple
- Print to multiple mediums
- Be versatile



DEPOT PARK

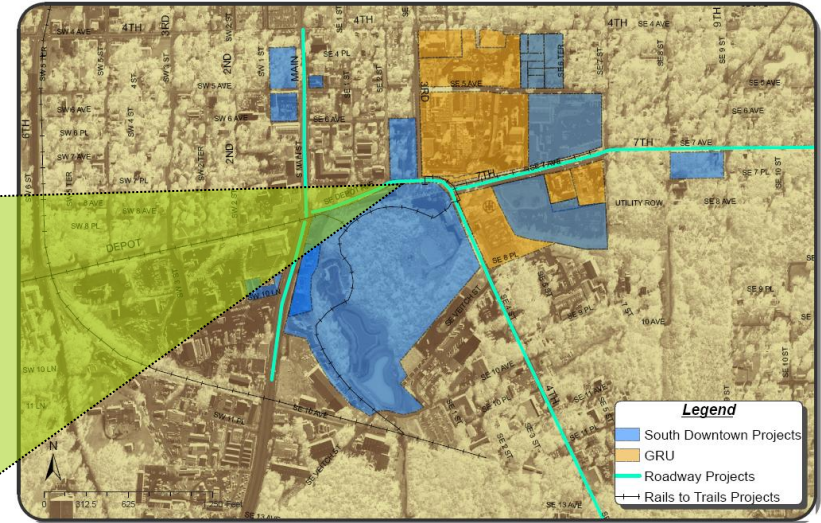


# South Downtown Branding



# South Downtown Projects

## Public/Non-profit Developments

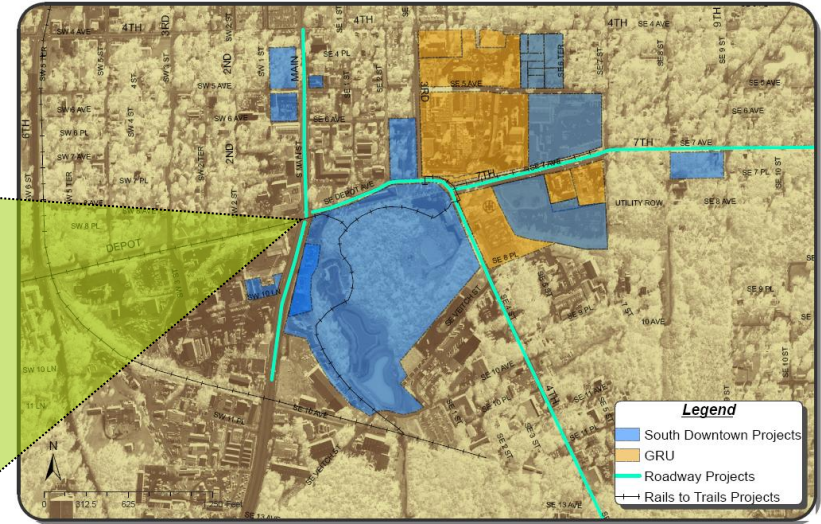


- Depot Park
- Depot Building
- Cade Museum of Innovation
- Rosa Parks RTS Downtown Station



# South Downtown Projects

## Roadway Improvements



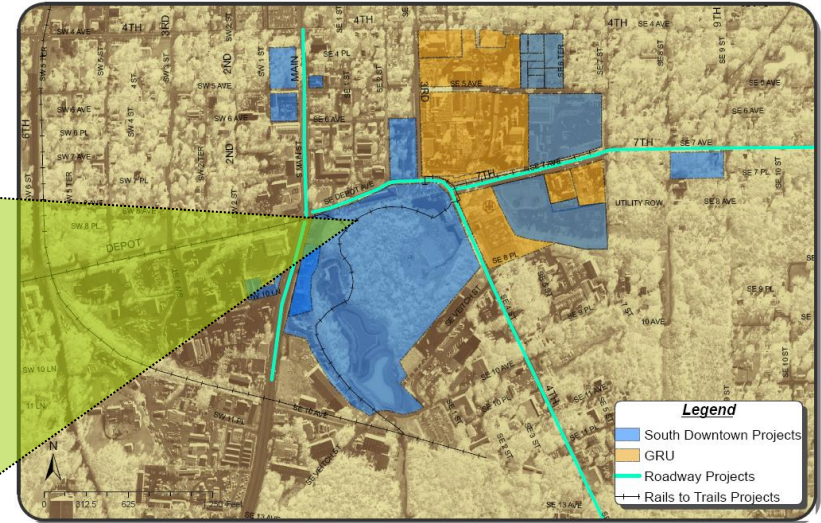
- Depot Ave Reconstruction
- Main Street Reconstruction
- SE 4<sup>th</sup> Street Improvements





# South Downtown Projects

## Rail Trail Projects

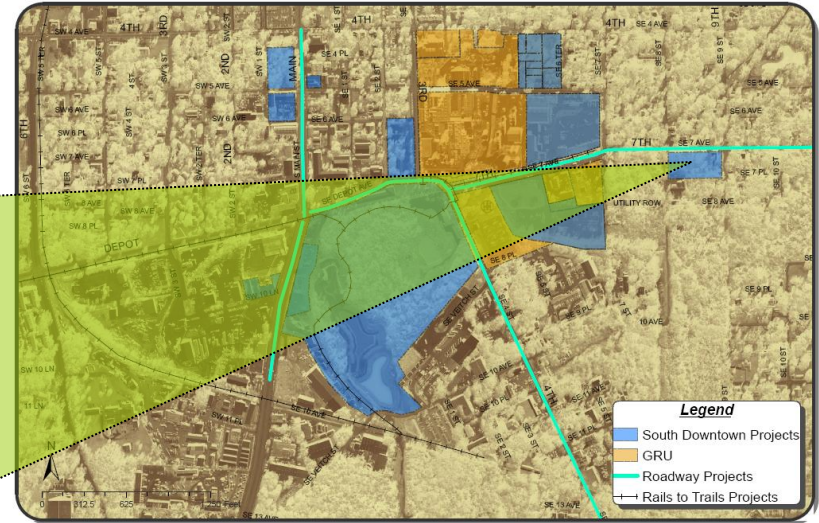


- Depot Ave Rail-Trail
- 6<sup>th</sup> Street Rail-Trail
- Trail hubs and comfort stations



# South Downtown Projects

## Cultural Developments



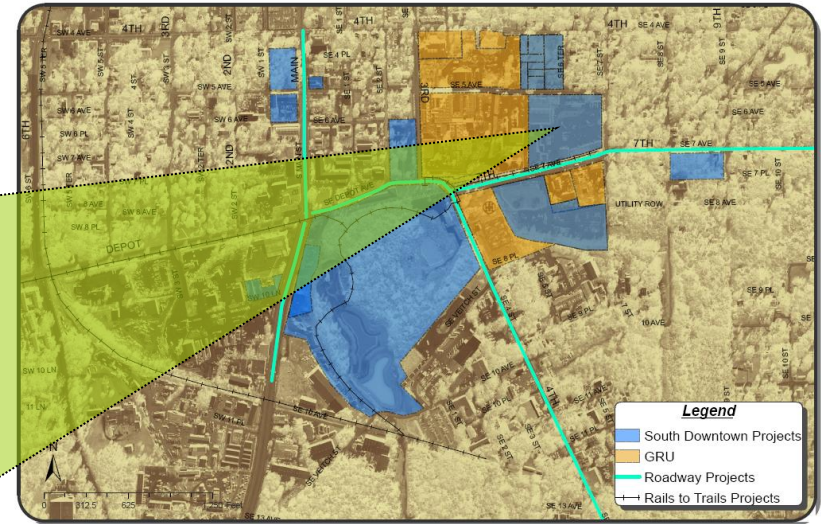
- The Cotton Club Museum and Cultural Center
- Perryman's Grocery Store





# South Downtown Projects

## GRU Site Redevelopment



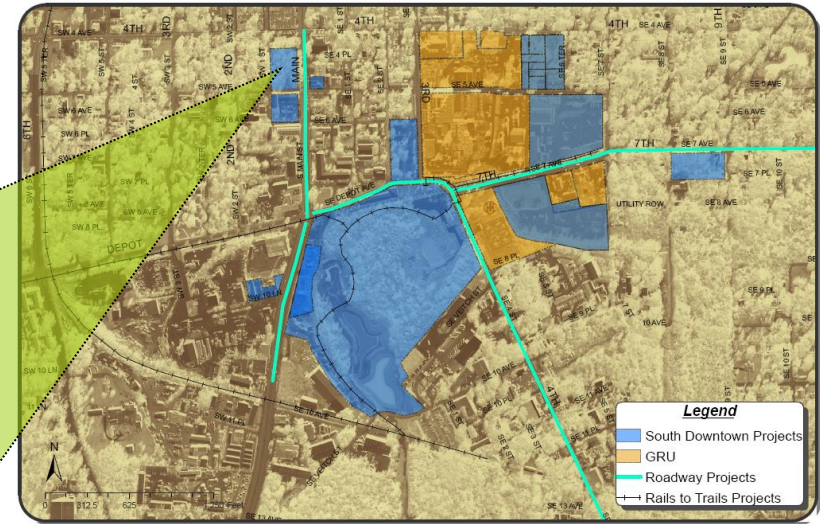
- Master plan approved by City Commission/CRA Board in 2008
- Implementation planning underway
- First phase includes a comprehensive survey of entire study area





# South Downtown Projects

## Haisley Lynch Park

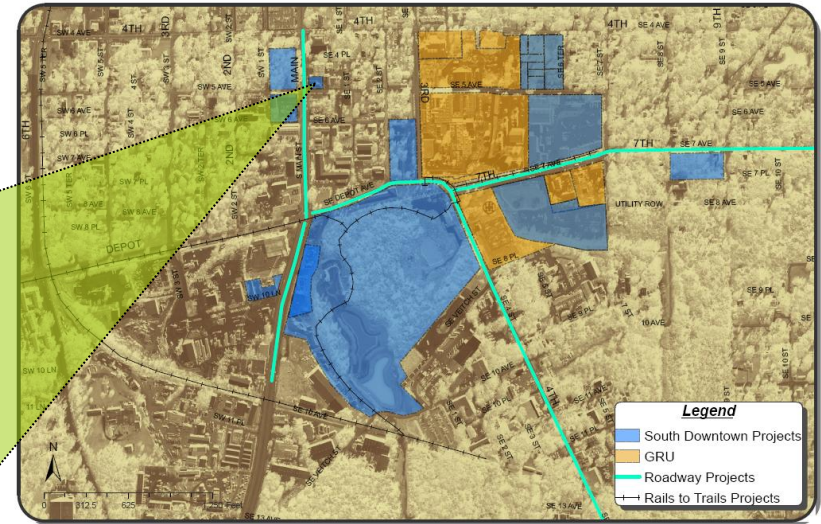


- Revitalization of an underused pocket park to include 100% native vegetation and a fenced in dog park area
- Currently under construction
- Grand Opening Spring 2010



# South Downtown Projects

## Private Developments



- Façade grant improvements
  - Warehouse Dining Restaurant and Lodge
  - George's Meet and Produce, Coming Soon
- Unique, historic building stock
- Eclectic design





# South Downtown Branding

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- Why brand south downtown?
  - Identity
  - Marketing
  - Tourism and economic development
  - It is already happening
- Good graphic design should...
  - Have meaning
  - Be simple
  - Print to multiple mediums
  - Be versatile





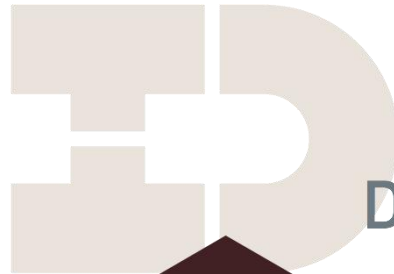
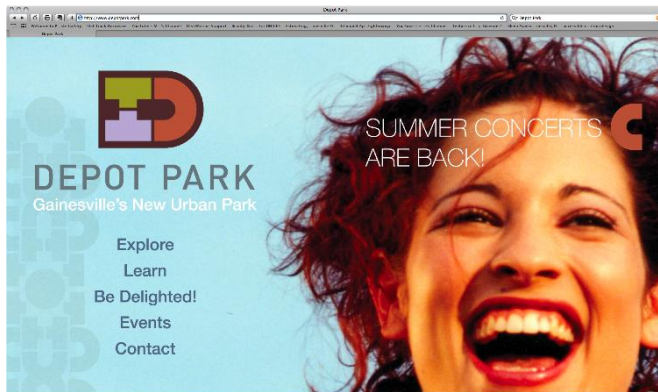
# South Downtown Branding



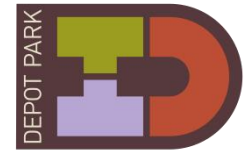
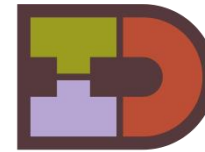
POWER  
DISTRICT



POWER  
DISTRICT



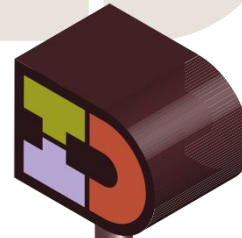
DEPOT PARK



DEPOT PARK  
GAINESVILLE



DEPOT PARK



POWER  
DISTRICT



DEPOT PARK



# Recommendations

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1. Hear update from staff
2. Provide input

