

SEGRI Master Plan Implementation

October 15, 2007





Background

- March 27, 2006: City Commission approved funding for master planning in the SEGRI area
- August 22, 2006: RFQ issued for a planning/financial consultant to prepare a master plan for the area
- March – August 2007: Planning process and stakeholder meetings conducted
- September 10, 2007: City Commission heard a presentation documenting the study's findings

SEGRI Overview



- Real estate and market-economics driven master plan
- Focused on site-specific redevelopment potential in the SEGRI study area
- Selected and analyzed six Focus Sites with the most potential for timely redevelopment and catalytic potential to affect the surrounding area
- Large public involvement component



SEGRI Overview: Focus Site 1



- 5.1-acre retail site west of Williston Road
 - Proposed development plan:
 - 3 one-story retail buildings, includes:
 - One 18,000 sq. ft building
 - Two 4,000 sq. ft buildings



SEGRI Overview:

Focus Site 2



- 84.5-acre mixed-use site east of Williston Rd
 - 173 residential units
 - 45 townhomes, 128 single family
 - Density = 2.3 units/acre
 - 55,000 sq.ft commercial
 - Potential uses: bank, coffee shop, restaurant, athletic club, community theater
 - Amenities: parks/picnic areas, wetlands, pedestrian trails

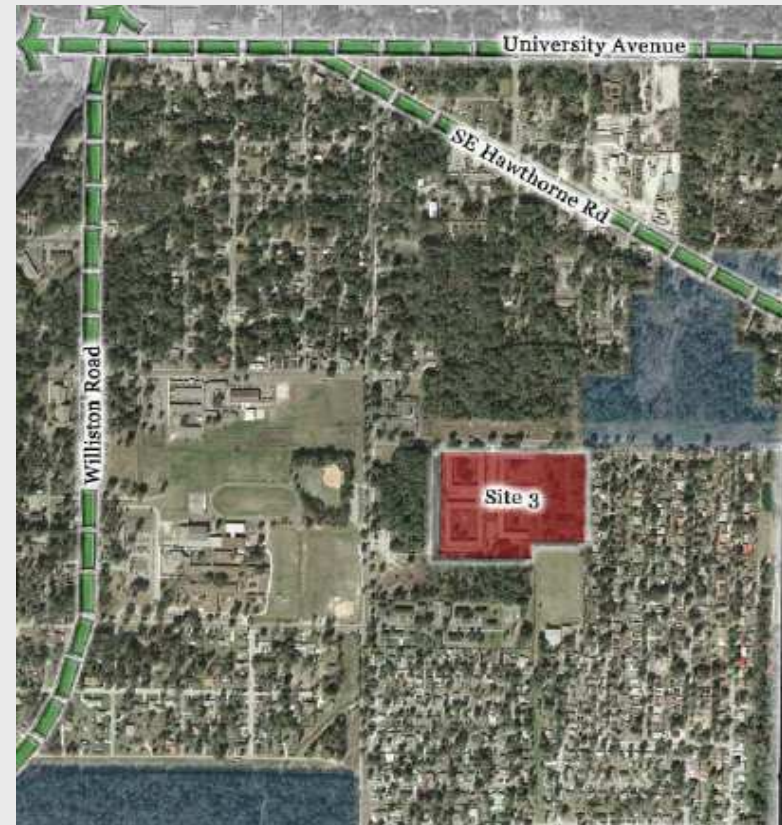


SEGRI Overview:

Focus Site 3



- 15.1-acre City-owned residential community site SE of 8th Ave
 - 99 Residential Units:
 - Townhomes (45)
 - Single Family (24)
 - Live/work (10)
 - Community Center/Daycare



SEGRI Overview: Focus Sites 4 & 5

- 23.6-acre medical village south of SE Hawthorne Rd
 - 173,000 sq. ft office space
 - 13 medical/office buildings



SEGRI Overview:

Focus Site 6



- 2.3-acre retail site north of SE Hawthorne Rd
 - Two retail buildings
 - 16,600 sq. ft
 - Adaptive reuse of 1,200 sq. ft retail structure
 - (existing, vacant gas station)
 - One new 15,400 sq. ft building





Implementation

- Next phase for the project is implementation of SEGRI findings
- Wilson-Miller will bring national and local developers to tour the study area
- Key component of implementation is continuation of community involvement
 - Staff recommends organizing a council of neighborhood leaders
 - These leaders will meet with City, CRA, consulting team as needed
 - Will serve as a link between the planning & implementation process and the greater community
 - Staff recommends organizing the group immediately, first meeting should occur within a month

Implementation Challenges



- SEGRI study identifies 6 Focus Sites as catalysts for change
 - Recommends specific land uses, design techniques for each site
- 5 of the sites are privately owned
 - Development may occur that is consistent with Land Development Code, but inconsistent with SEGRI vision
- Staff recommends creation of a special area overlay plan that will facilitate the type of development, unit mix, and urban design discussed in the SEGRI master plan
 - In order to minimize time and cost, Staff proposes modeling the special area plan after existing template currently found in the Gainesville Land Development Code.
 - Particular attention paid to overlay for the Five Points area
 - 60-day timeline for crafting this document

Implementation

SEGRI Study Site #3



- Focus Site #3, the former Kennedy Homes property, is only full site owned by the City
 - Easier to guide redevelopment according to the Master Plan
 - Nearly 100 homeownership units available at a variety of price levels
- Staff has been researching similar developments in other locations and has accumulated examples of RFP's from other cities for developing similar communities
- Appraisal recommended for this property

Implementation Timelines



- **Focus Site #3**

- Meet with neighborhood leaders
- CRA Board request City Commission obtain an appraisal on the property
- Review example RFP's and formulate strategy for redevelopment

- Timeline: Less than 1 month to initially meet with neighborhood leaders, 60 days to obtain appraisal

- **Remainder of SEGRI study area**

- Meet with neighborhood leaders
- Work with Wilson-Miller to create special area overlay planning document (60 days)
- Coordinate with Planning Department regarding special area overlay for SEGRI
- City Plan Board hearing
- City Commission hearing
- Draft an ordinance to adopt the special area plan
- 1st and 2nd hearings to adopt ordinance

- Timeline: Less than 1 month to initially meet with neighborhood leaders, 60 days to craft special area plan, 4-6 months for approval process



Fiscal Note

- \$20,000 is budgeted in account 621-790-W920-5520
 - Staff recommends using this to fund the SEGRI special area overlay
 - Staff will work with Wilson-Miller to obtain a proposal not to exceed \$20,000



Staff Recommendation

- Executive Director to the CRA:
 - Hear presentation from Staff
 - Recommend the CRA request the City Commission to direct the City Manager to obtain an appraisal for SEGRI Focus Site #3
 - Authorize the Executive Director to execute any and all required documents