

Prioria

Building Rehabilitation



November 21, 2011



What is the Power District?



Context: Power District

1. Master Plan

Guidelines on the location of streets to create appropriately sized blocks and public space

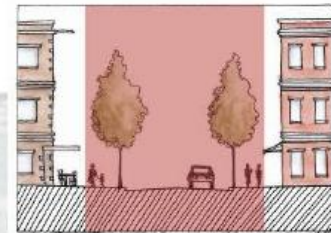
- Master Street Plan (Diagram that describes proposed street location)
- Public Green Space (Location and size)



2. Public Works Standards

Regulations between facades that describes the condition of the right of way/public realm

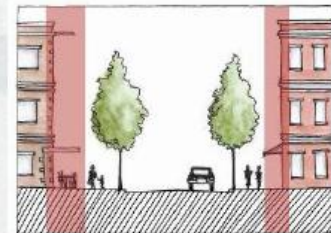
- Street Design –Sidewalks, planting zone and building setback
- Public/Green Space – Pedestrian recreation and circulation



3. Building Design Standards

Regulations on the building envelope and relationship to the public realm

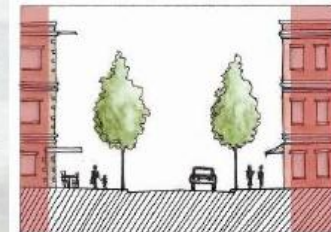
- Façade Standards
- Material Standards



4. Development Controls

Regulations on the buildings relationship to the site

- Height
- Density
- Parking



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Redevelopment Plan | at Kelly Power Plant Site

November 17, 2008

Gainesville, Florida

Context: Catalyst Project

Block

1. Master Plan

- Recondition existing drive as public street
- Extend 6th Terrace (Optional/Phase 3)

2. Public Works

- Develop streetscape
 - 5th Ave (Primary Street)
 - New Street (Primary Street)
 - 6th Terrace (Optional/Phase 3)
- Street Tree plantings
- Sidewalk dimensions
- On-street parking



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Redevelopment Plan | at Kelly Power Plant Site

November 17, 2008

Gainesville, Florida

Context: Catalyst Project

Project - Proposal

3. Building Design Standards

- Utilize existing structures
- Building access from public realm

4. Development Controls

- New building to be two stories
- Parking is located internal to the block



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Prioria Opportunity: The Company

- ◉ Right time, right location, right company
- ◉ Growing high tech company
 - > Started and run by local entrepreneurs
 - > Innovative, clean technology products
 - > Adding high wage jobs and quickly outgrowing their current space
 - > Facing active external recruitment by other cities and states

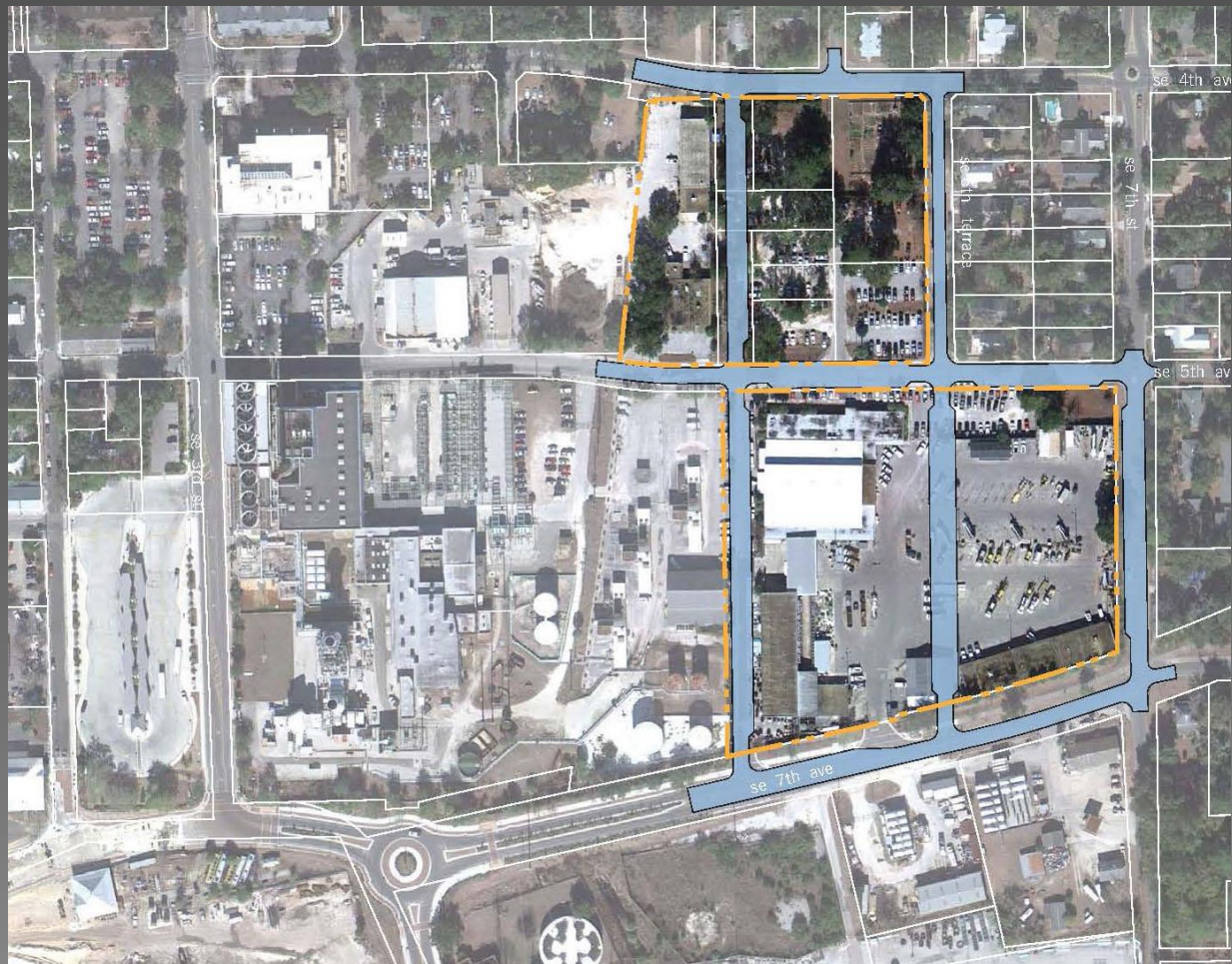
Prioria Financial Opportunity

- ◉ Intersection of many CRA redevelopment efforts
- ◉ Repurposing existing office and warehouse space for clean tech industrial use
 - > First redevelopment project in the Power District
 - > First transition of GRU land into private sector use and return to tax rolls
 - > Coordinated business retention effort
 - > CRA ED finance + Enterprise Zone + QTI
 - > Building renovations financed through rental income
 - > Employment opportunities created in the design and construction phases (*9 planners/engineers/architects + 30 construction*)

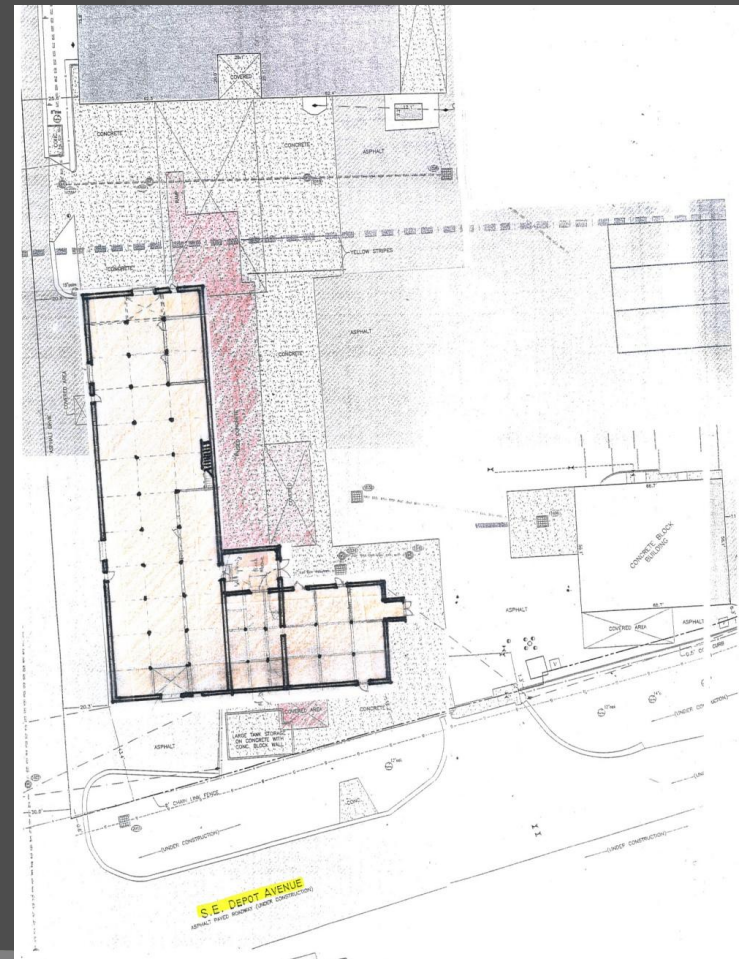
Prioria Opportunity: Great Neighbors

- ◎ Truly mixed use neighborhood
 - > Depot Building is under construction
 - > Depot roadway 1st phase complete
 - > Depot Park 32 acres (for test space)
 - > Cade Museum
 - > Bed and Breakfast district
 - > Art line
 - > Cotton Club under renovations
 - > Bus transit hub
 - > Rail Trail

Context: GRU Site



Warehouse #2: Existing Site



Warehouse #2: Exterior



View from Depot Ave (7th Ave)

Warehouse #2: Exterior



View from SE 6th Street

Warehouse #2: Interior



Existing 1st Floor

Warehouse #2: Interior



Existing 2nd Floor

Warehouse #2: Interior



Warehouse #2: Unique Features



Vent



Tanks

Warehouse #2: Unique Features



Side Machinery Entry



Ceiling Machinery Track

Inspiration: Case Study 1



Ex-Industrial Property in Tucson, AR

Inspiration: Case Study 1



Reuse of building for an architecture firm office, Tucson, AR

Inspiration: Case Study 1



Reuse of building for an architecture firm office, Tucson, AR

Inspiration: Case Study 2



Reuse of ex-industrial building for architectural firm office
Palo Alto, CA

Inspiration: Case Study 2



Reuse of ex-industrial building for architectural firm office
Palo Alto, CA

Inspiration: Case Study 3



Reuse of ex-industrial building for creative industry headquarters
Palo Alto, CA

Inspiration: Case Study 3



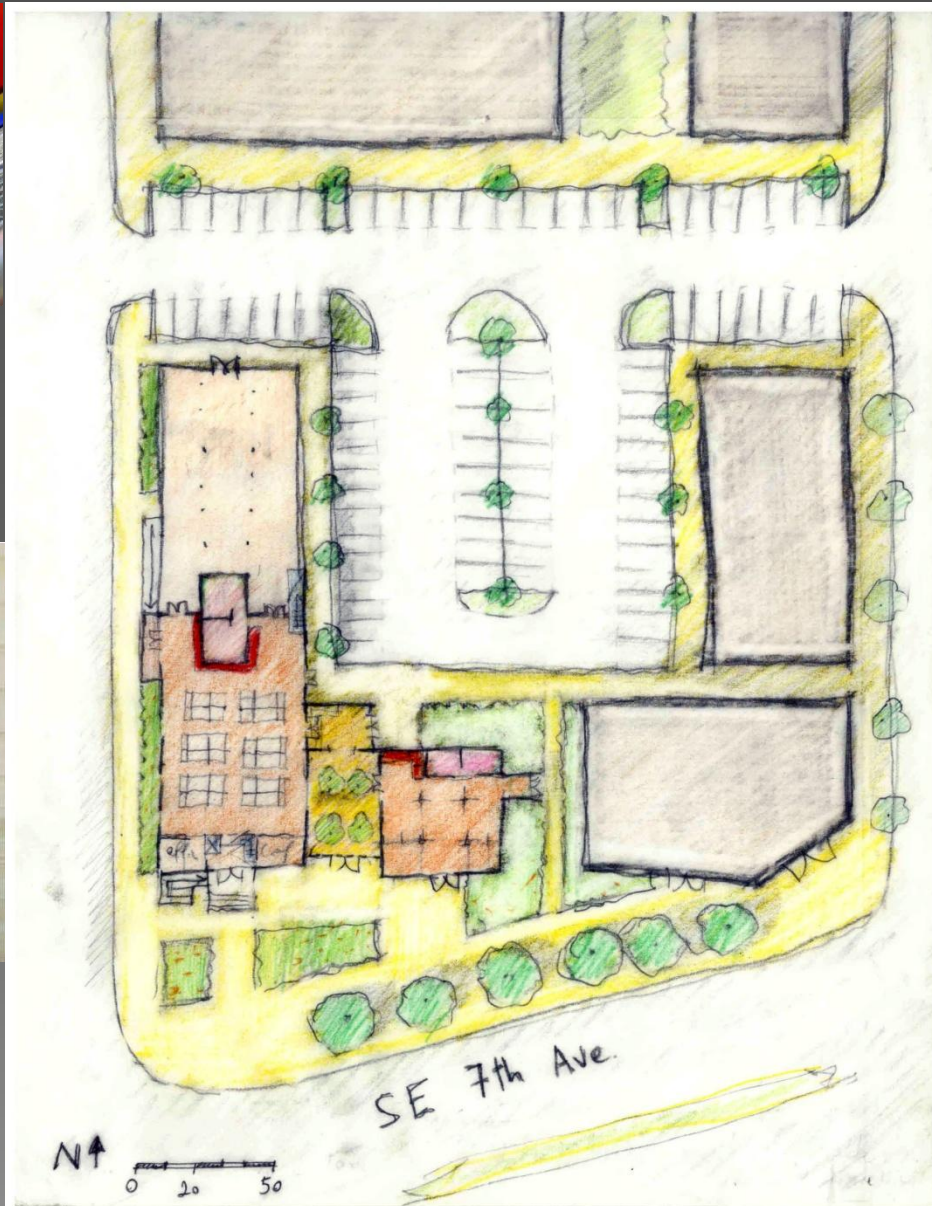
Reuse of ex-industrial building for creative industry headquarters
Palo Alto, CA

Inspiration: Case Study 3



Reuse of ex-industrial building for creative industry headquarters
Palo Alto, CA

1st Floor Plan- Proposed



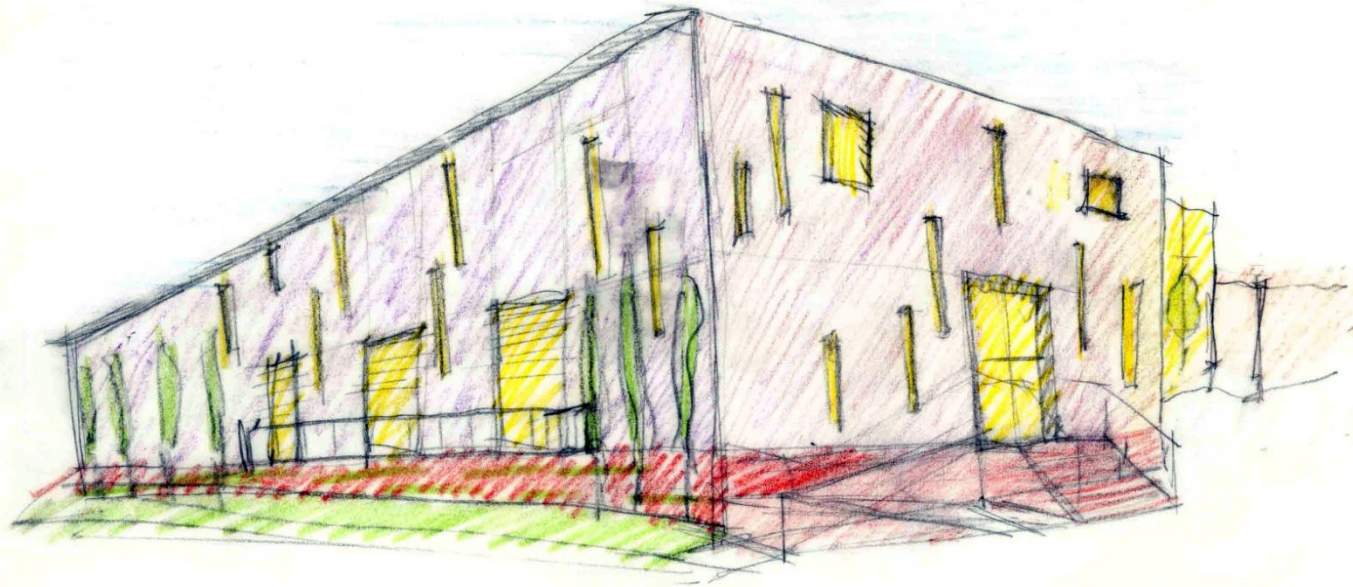
2nd Floor Plan- Proposed



Proposed Depot Ave. Elevation (1)



Proposed Depot Ave. Elevation (2)



Next Steps & Timeline

- Prioria needs space available for use by January 2013
- Very ambitious timeline, close management and interdepartmental coordination critical to meet project goals
 - > Staff anticipates a roughly 6 month construction period
 - Approx. July – December 2012
 - > CRA staff to identify design team prior to year end 2011
 - > Design/development, permitting, land disposition, land use/rezoning, financing - all to be completed prior to construction
 - Jan – June 2012

Thank you!



... Questions?