

A Vision for the Gainesville Cultural Center Follow Up

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GENERAL POLICY COMMITTEE

Gainesville.

Citizen centered

People empowered

Previous Discussion Recap (GPC, 1/19/2019)

A Cultural District / Network

1. What is a Cultural Center?

- A location where there are many venues for the “arts“
- The objective is to promote cultural values ... Its structure is based on broad spaces where different cultural manifestations enrich ... the local population.
- An organization, building or complex that promotes culture and arts... can be neighborhood community arts organizations, private facilities, government-sponsored, or activist-run.

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A Cultural District / Network

2. Previously Defined Community Goals

- **Documents reviewed:** [PRCA 2020 Master Plan, 2012](#) ~ [352Arts Cultural Center, 2016](#) ~ [352Arts Roadmap. A Cultural Plan for the CoG & Alachua County, 2016](#) ~ [UF: Aligning Strategic Initiatives Through the Arts Report, 2017](#)
- **Key concepts:** Become a cultural destination ~ Provide an array of cultural programs and facilities ~ Provide more opportunities to create, participate in, learn from, and enjoy art, history and culture ~ University-Downtown-Proximity: Concentrate Downtown Development; New Civic Spaces ~ Historic Preservation & Reuse ~ Authentic Experiences

Previous Discussion Recap (GPC, 1/19/2019)

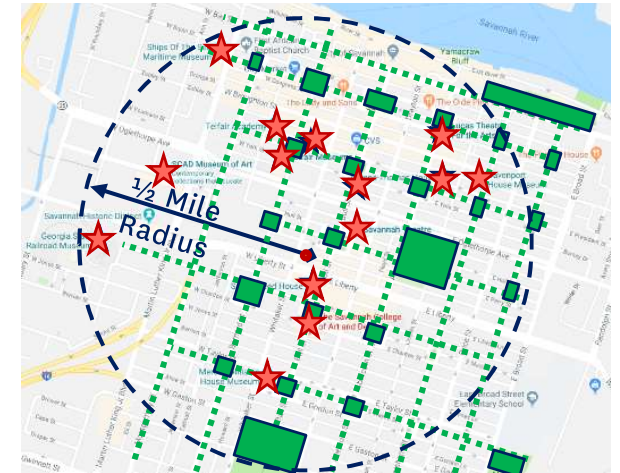
A Cultural District / Network

3. Case Studies: A Cultural District

- Savannah, GA: Historic District & Savannah College of Art & Design (SCAD) Revival
- Tampa, FL: Riverwalk
- Palo Alto, CA & Stanford University: A Regional Approach

Common Themes:

- Strong Urban Form
- Walkability
- Facility & Offering Variety
- Historic & New Facilities
- City-higher Ed Collaborations



Savannah, GA, historic city map

- Urban plaza
- - - Boulevard
- ★ Cultural Amenity



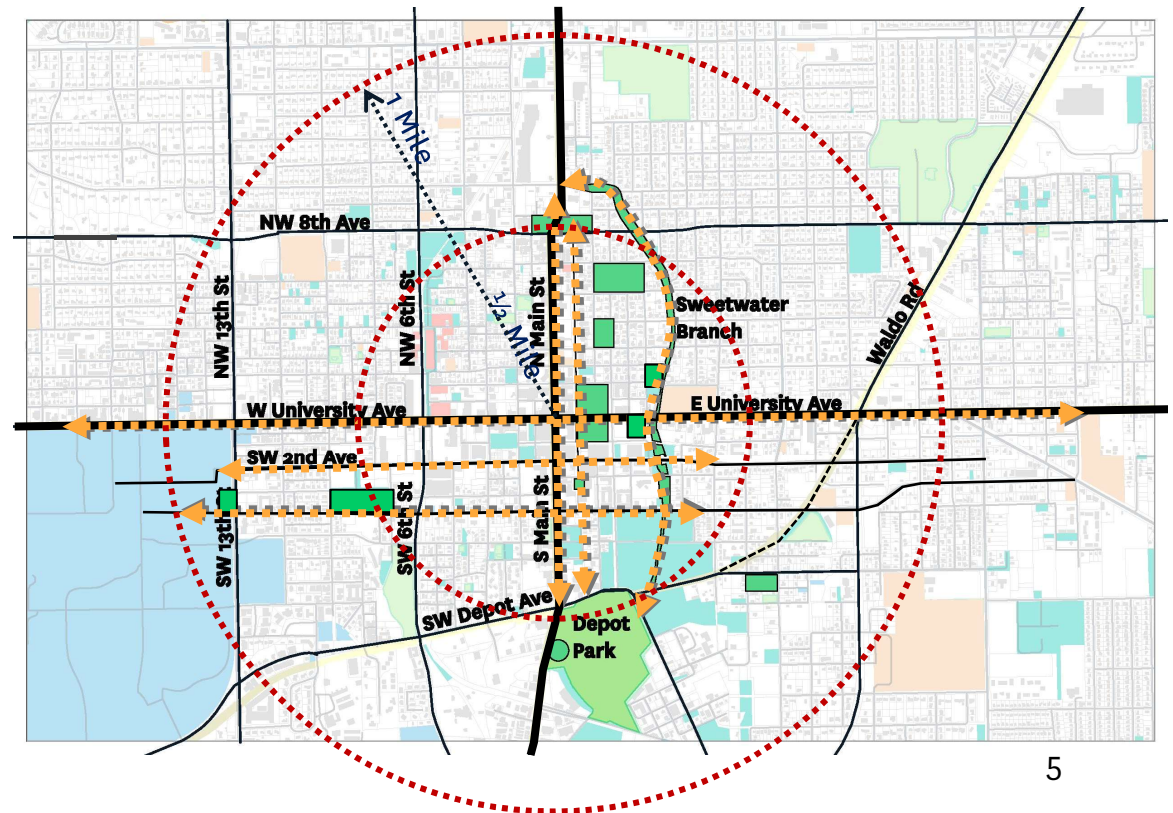
Savannah, GA: Historic and new cultural amenities in the historic city area

Previous Discussion Recap (GPC, 1/19/2019)

A Cultural District / Network

4. Gainesville's Offering Inventory

- The User Experience Perspective
- What
- Where
- By Whom



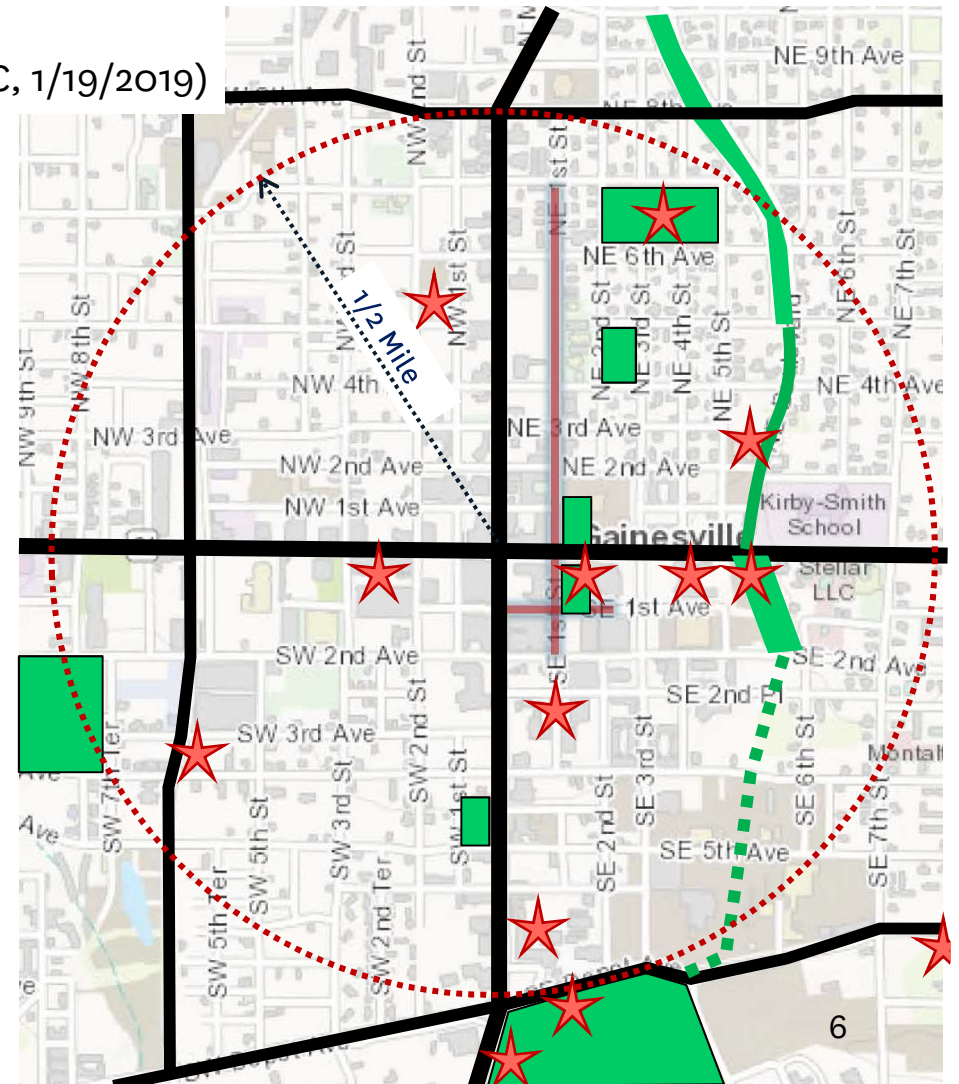
Previous Discussion Recap (GPC, 1/19/2019)

A Cultural District / Network

4. Gainesville's Offering Inventory

In Geographic Context (0.5 & 1 mile radius of University Ave & Main St intersection)

- The Historic Thomas Center
- Rosa B Williams Center
- Thlema 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 Theater
- Sequential Artists Workshop
- Downtown art galleries & creative businesses
- Spring & Fall Art Festivals
- Thomas Center Gardens
- Roper Park
- Haisley Lynch Park
- Depot Park Sweetwater Park
- Sweetwater Branch / Duckpond
- Innovation Hub
- The Power District
- Old Fire Station #1



Previous Discussion Recap (GPC, 1/19/2019)

A Cultural District / Network

5. Proposed Strategy Principles

Holistic Strategy = Laying the foundation for incremental future growth

A. Shop In Your Closet First: Shine Up Hidden Gems

Maximize existing assets => Save \$\$\$ + Strengthen weak links

B. A Network Approach. Well-Connected Public Realm, New & Old Amenities

C. The Multiplier Effect. Strengthen Urban Form & Invest in City Initiatives

D. Collaboration: A seamless User Experience. Look beyond the “mine”

E. Matchmaking. Identify Program Needs + Spaces/Sites to create a Perfect Fit



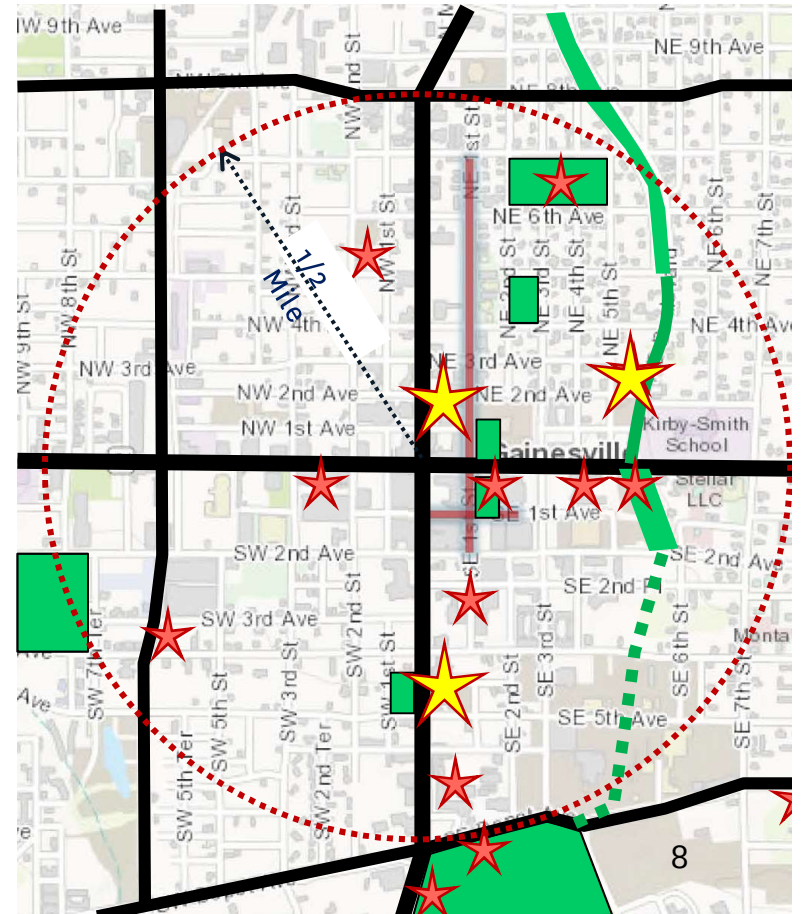
Previous Discussion Recap

A Cultural District / Network

(General Policy Committee, January 10, 2019)

6. Specific Current Opportunities

- **Old Fire Station #1:** Adaptive Reuse + Future Expansion
- **Masonic Lodge:** Purchase + Adaptive Reuse
- **Thelma Boltin:** Renovation + Expansion



Today's Follow up Discussion:

Q #1

What is a **Centralized Cultural Center**?

Q #2

Program, Site Considerations, & Potential Costs
related to a Centralized Cultural Center?

Q #3

Facility for **Dance Alive National Ballet**?

Q#1 What is a Centralized Cultural Center?

Description: A large-scale building or complex of structures that includes a wide variety of cultural offerings. Potential to create a strong attraction with a variety of activities, programming, and support services.

Pros: Flagship development with the potential to provide a world-class, multi-disciplinary cultural venue and community gathering place, and play a key role in the economic and cultural development of the area. Potential to create synergy between uses and a critical mass of activity within a single urban node.

Cons:

- Large, single investment. All cultural development funds invested in one effort (WSPP + CRA + Other funds), leaving limited availability for transformative investment in additional new and existing cultural facilities
- Difficult to develop incrementally
- High operation and maintenance costs
- Potential traffic, parking, and high density impact on surrounding neighborhoods



South Miami-Dade Cultural Arts Center

Q #2 What Program could it include?

Gainesville Cultural Center, PRCA 2019

Total envisioned sq. footage: 50,000-100,000 SF

Principal Areas

- The Grand Lobby
- The Concert Hall
- The Exhibition Galleries
- The Multi-purpose Event Space
- The Arts Education Complex
- The Administration Complex
- Building Systems And Services
- Sculpture Garden

Potential Partnerships & additional program needs include, *but not limited to*, Dance Alive National Ballet, International Center, Arts in Medicine, Children's Museum, Arts & Culture Museum.

Local Comparable Facilities	Gross Sq. Ft. (approximate)
Phillips Center for the Performing Arts	68,000 (932 + 625 seats theaters)
Harn Museum of Art	123,000
FL Natural History Museum	60,000
UF Auditorium	54,000 (633 + 116 + 48 + 48 seats)
UF Art Gallery	13,000
Cade Museum	26,000
Old FL Theater	10,000 (1,000 seats)

Q #2

Site Considerations & Potential Costs?

Site Considerations:

Size, accessibility, visibility, adjacent uses

Potential Costs: Rule of thumb costs:

- New construction \$300 a sq. ft.
- Renovation \$200 a sq. ft.

Example 1: Cade Museum: 26,000 sq. ft.,
~\$9M construction cost + ~\$3M museum setup

Example 2:

Orlando's Dr. Phillips Center for the Performing Arts:
Phase 1: \$383M (2011-4); Phase 2: \$185M (2017-20).
Center includes: 2,700-seat theater, 1,700-seat acoustic hall, a 400-seat and a 300-seat venue, and banquets. Home of the Orlando Ballet.



Dr. Phillips Center for the Performing Arts, Orlando

Q #3

Facility for Dance Alive National Ballet?

Dance Alive National Ballet request for dance studios and ancillary spaces (net square footage, excluding building services, restrooms, circulation, and parking):

Option #1 (Optimal): 29,230 SF

Option #2: 20,655 SF

Option #3: 16,678 SF

\$\$ Rule of Thumb:

New Construction: \$300 a SF x 1.2 Net SF: \$6 - \$10.5M

Renovation: \$200 a SF x 1.2 Net SF : \$4 - 7M



Q #3

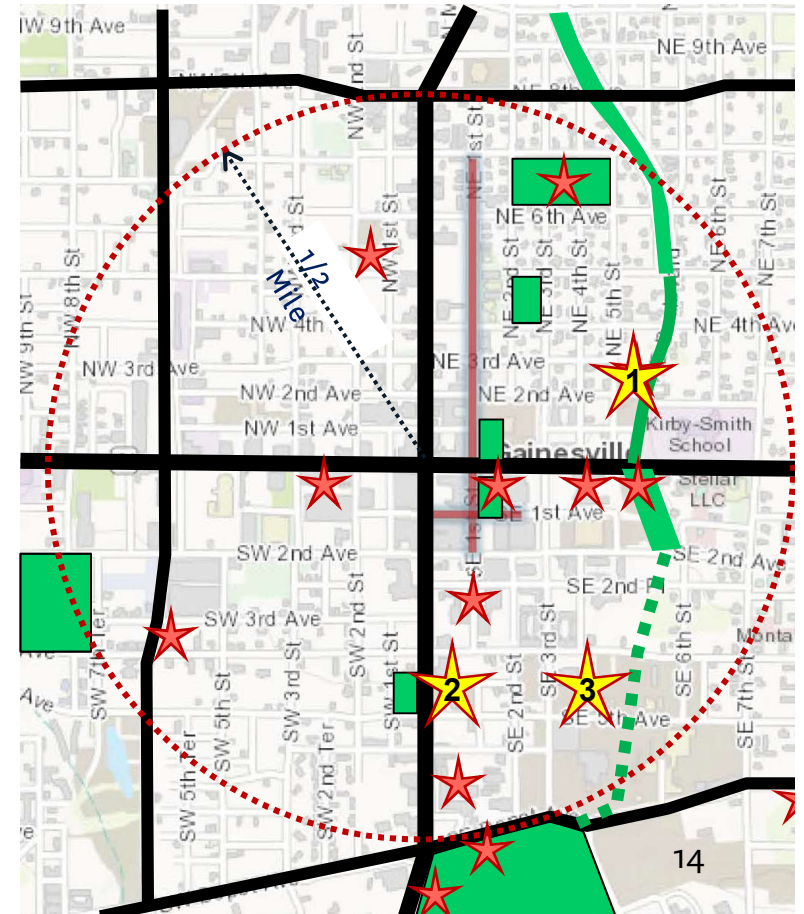
Facility for Dance Alive National Ballet?

• Thelma Boltin Center (1)

- The Historic Thomas Center
- Rosa B Williams Center
- The Hippodrome
- Depot Building
- Matheson Museum + Archives
- Alachua County Library District HQ
- The Cotton Club **Gardens & Block**
- The Old Florida Theater
- The Cade Museum
- Heartwood Stage
- Acrostown Repertory Theater
- Sequential Artists Workshop
- Downtown creative businesses
- UF 4Most Gallery
- UF Art Gallery

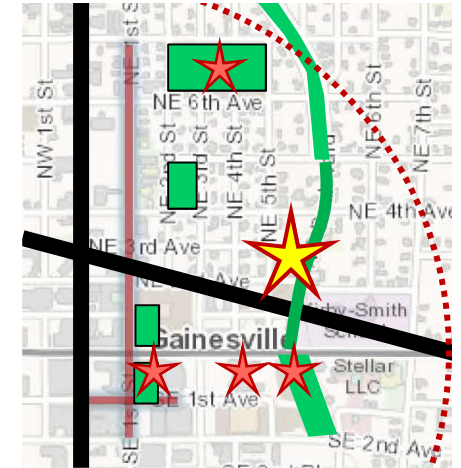
• Old Fire Station #1 + Site (2)

- Masonic Lodge
- **Power District Fleet Building (3)**
- Innovation Hub
- **City Hall Plaza**
- Bo Diddley Plaza
- Thomas Center Gardens
- Roper Park
- Haisley Lynch Park
- Depot Park
- Sweetwater Park
- Sweetwater Branch / NE Boulevard / Duckpond
- Spring & Fall Art Festivals
- Connecting streets, avenues and open spaces



Q #3 Facility for Dance Alive National Ballet?

Option 1: Thelma Boltin



**Q #3 Facility for Dance
Alive National Ballet?
Option 1: Thelma Boltin**



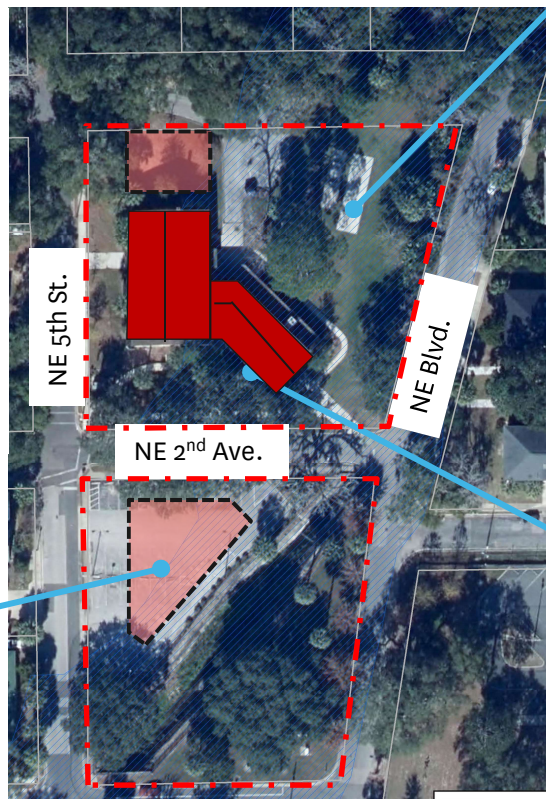
Q #3 Facility for Dance Alive

National Ballet? Option 1: Thelma Boltin

Location: Historic NE Neighborhood, near the Thomas Center, Matheson Museum, E University Ave, Sweetwater Branch & Downtown.

Site: 2-acres, incl. building, backyard, parking lot & a Sweetwater Branch section.

Building: A multi-purpose City owned and operated recreation and community facility, originally built to serve as a United Service Organizations (USO) Club. Overall, in very good condition. Potential for updating and expansion.



Q #3 Facility for Dance Alive National Ballet?

Option 1: Thelma Boltin



Q #3 Facility for Dance

Alive National Ballet?

Option 2: Old Fire Station #1

Location: S Main St, near Downtown, Depot Park, Power District, and Porters neighborhood.

Site: 1-acre, incl. 8,750 SF old Fire Station, 2 accessory buildings, and parking lot.

Potential for Fire Station adaptive reuse, and new structures on Site. As well as theme integration with Haisley Lynch Park.



Q #3 Facility for Dance Alive National Ballet? Option 3: Power District

Pros: Location (downtown, Depot, Eastside); Synergy; CRA district; Ripe for redevelopment; Characterful structures, appropriate size & layout.

Cons: Site constraints (community garden, power plant, daylighting creek, residential neighborhood, setbacks / height restrictions); Potential Development partner

Lot Size: 17-acres total; ~10-acres buildable

Existing Facilities' Size & Costs:

- **Operations Center & Warehouse**
 - 36,660 SF
 - Core & Shell renovation: ~\$3.5M
- **Fleet Garage**
 - 12,225 SF
 - Core & Shell renovation: ~\$1.5M
- **Land costs:** Development agreement value per acre: \$230K

Staff Recommendations

- 1) The Commission provide guidance to staff on criteria for a fair, open and competitive process to determine the future uses of Old Fire Station 1, the Masonic Lodge, and the Thelma Boltin Center.
- 2) Direct Staff to explore a limited shared-use agreement between UF and the City, to help alleviate rental costs for community related cultural events at UF and City cultural facilities.
- 3) Direct Staff to explore the feasibility of meeting DANB facility needs in the Thelma Boltin Center, including study of potential improvement to the site and building, and revision to the DANB's Facility Request.

Thank You.

Gainesville.
Citizen centered
People empowered 21