

# Butler

## Development

Revisions Necessary for Implementation  
City Commission Public Hearing



# Development Plan Enhancements

The Village of Rochester Hills, Michigan



Highland Park Village, Texas

## ***Why we're before the Commission...***

- We're ready to build the project
- We've thoroughly reviewed build ability
- We've found several key disconnects
- Amendments allow Good Project to become a Great Project.
- ***From North Florida Business Report...***
  - *"They've been studying "town center" shopping centers around the country - sites featuring attractive building designs with stores connected by sidewalks, fountains and ample room for events."*
- Amendments to the approved plan will deliver the best project to community.

***Butler Enterprises has assembled a world-class team to bring the project to completion, and we're ready to start building.***

# Development Plan Enhancements



*From North Florida Business Report...*

- “A major proposed change in the plans is to move the town center part of the project to near the intersection of Archer Road and Southwest 34<sup>th</sup> Street.”
- With the change, most new “anchor” stores would be located on vacant land north of the existing Butler Plaza.
- Achieving the proper balance between “anchors”, power-center retail hybrid, and the town center ensures tenant success, balance, and long-term economic vitality.

Gibbs Planning Group  
Urban Economic and Planning Consultants



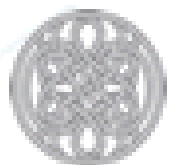
CMH Architects, Inc.



FISHKIND  
& ASSOCIATES  
ECONOMIC CONSULTANTS



RMResources LLC



RENAISSANCE PLANNING GROUP



# Development Mix, Subareas 1 & 2



Subarea 1, Destination Retail, the only area with larger blocks and big-box retail, is located in the western portion.

Subarea 2, Transitional Development utilizes development standards to transition from I-75, industrial areas, and Destination Retail, north to the Urban Village and to the Town Center, located to the east.

ACREAGE	
Subarea 1	31.7%
Subarea 2	28.0%
Subarea 3	18.0%
Subarea 4	21.5%

# Development Mix, Subareas 3 & 4



At the intersection of SW 34<sup>th</sup> Street and Archer Road, Subarea 3 redevelops as a highly pedestrian-oriented Town Center.

Subarea 4 redevelopment contains gridded, interconnected blocks and new connections.

The subarea blend represents a specific response to consumer preference and trends.

ACREAGE	
Subarea 1	31.7%
Subarea 2	28.0%
Subarea 3	18.0%
Subarea 4	21.5%

# Retaining Existing Commitments

- The Development upholds the previous planned transportation improvements;
- Build a major Regional Transit System Transit Transfer Station + park & ride lot; and
- Adhere to the previously approved entitlements.



Wherever your path leads...  
RTS will take you there.





# Executed Transit Station Agreement

**EXHIBIT "B" - MINIMUM SPECIFICATIONS TO AGREEMENT TO CONSTRUCT TRANSIT TRANSFER STATION AND PARK-AND-RIDE LOT**

**GENERAL DESCRIPTION**  
The site for the RTS Transit Transfer Station and Park-and-Ride Lot is located on the SW 2nd Street and SW 2nd Avenue, Gainesville, Florida. The site is approximately 1.5 acres in size and is currently vacant. The RTS transfer facility shall include two public and two transit operator park and ride spaces, and provide motorcycle spaces, and provide enduro motorcycle spaces, and provide enduro motorcycle spaces, and provide enduro motorcycle spaces.

**BUS BAY DIMENSIONS AND RIDE LOT**  
Bus Bays: provide a minimum of six (6) bus bays, each capable of accommodating 62-foot long buses (preferred).  
Wheelchairs: Provide clear distance of 48 inches between bus bays.  
Bicycles: Room for loading and unloading bicycles.  
Overhead clearance: the minimum overhead clearance at a ceiling or continuous structure shall be 11 feet but not less than 10 feet.

**SITE ACCESS AND CIRCULATION**  
All travel lane widths within the transfer facility shall easily accommodate standard passenger vehicles and trucks. All travel lane widths within the transfer facility shall easily accommodate standard passenger vehicles and trucks. All travel lane widths within the transfer facility shall easily accommodate standard passenger vehicles and trucks.

**GENERAL REQUIREMENTS**  
An accessible loading zone must be provided at each bus bay location. The loading zone must comply with ADA Guidelines and include an access aisle at least 60 inches wide and 20 feet long adjacent and parallel to the vehicle pull-up space.  
Platform edge conditions: must contain a detectable warning strip that complies with ADA Guidelines.  
Building and bus canopy shall include weather and sun exposure protection. The building and bus canopy shall include weather and sun exposure protection. The building and bus canopy shall include weather and sun exposure protection.

**PASSENGER AMENITIES**  
Information / ticketing office with (2) bathrooms for RTS Staff - LCD screen to be displayed inside office for bus tracking system to be viewed by waiting passengers (window glare may be a concern).  
Two (2) public restrooms with vandal resistant materials.  
Benches (specific style): all benches shall be located at the designated smoking area and should be located at the designated smoking area and should be located at the designated smoking area.

**STATION WAYFINDING**  
Signs and pavement markings should be designed to provide good ventilation and should allow for rapid dispersal of bus exhaust.  
To the extent possible, use universal design principles to make the station wheelchair accessible, information kiosk, and other station facilities.

**SAFETY AND SECURITY**  
At minimum, apply CPTED principles to the station design.  
All passenger waiting areas near the station entrance shall be wheelchair accessible, information kiosk, and other station facilities.

**MAINTENANCE**  
The facility design should support easy care and maintenance of transfer facility and park and ride lot through the use of durable vandal resistant materials.  
Design should be sensitive to routine maintenance needs and emphasize minimize circulation conflicts (e.g. garbage trucks to site).

**RTS SUPPORT STAFF FUNCTIONS**  
Parking space for RTS supervisor vehicles and relief vehicles is needed for bus operator shift changes. The parking area shall minimize conflict with transit center site circulation - parking should be inside the transfer center boundary.

**OTHER DESIGN CONSIDERATIONS**  
Design may include covered areas for bicycle such as shelters or bike lockers.  
Design should include a designated smoking area at edge of transit center.  
Connectivity to Surrounding Land Uses: The site design and layout should provide connections to the surrounding land uses that will generate pedestrian, bicycle and automobile traffic destined for the transfer center.

**PAVEMENT MARKINGS**  
Pavement markings to show stop, yield, and other traffic control markings.  
Pavement markings should be used to guide and direct pedestrians away from the station entrance.

**LANDSCAPING**  
In compliance with City Land Development Ordinance, plant low level drought tolerant green space.  
Preserve and/or provide canopy trees and shrubs.

**TRANSIT INFORMATION**  
Legal size or larger panels to display real time arrival and departure information.

**ACOUSTICS, VIBRATION**  
Building materials that reduce noise and vibration should be used wherever possible in balance with low maintenance concerns.

DOES SO FREELY AND VOLUNTARILY AND FOR THE PURPOSE SET FORTH HEREIN.

FOR DEVELOPER  
S. CLARK BUTLER PROPERTIES LTD.,  
a Florida Limited Partnership  
BY: S. Clark Butler Properties Corp.,  
A Florida corporation  
Its: General Partner  
BY: [Signature]  
Name: Deborah J. Butler  
Title: President  
Date: 1/4/12

[Signature]  
(witness) KAREN MORRELL  
[Signature]  
(witness) BARBARA M. WILHITE

STATE OF Florida  
COUNTY OF Alachua

This instrument was acknowledged before me on the 4th day of January, 2012, by Deborah J. Butler, as President of S. Clark Butler Properties Corp., a Florida corporation, as the General Partner for S. Clark Butler Properties Ltd., a Florida Limited Partnership. She is personally known to me.



[Signature]  
NOTARY PUBLIC

FOR CITY OF GAINESVILLE  
[Signature]  
Name: Russ Blackburn  
Title: City Manager  
Date: 1-12-12

[Signature]  
(witness)  
[Signature]  
(witness)

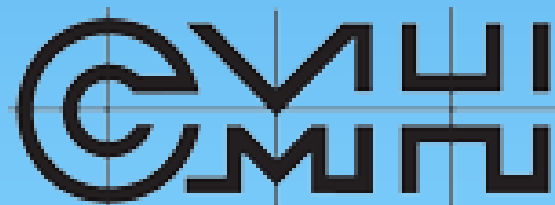
APPROVED AS TO FORM AND LEGALITY  
By: [Signature]  
Nicole M. Shalley, Sr. Asst. City Atty.  
City of Gainesville, Florida



# Community Benefits



Gibbs Planning Group  
Urban Economic and Planning Consultants



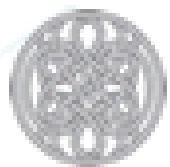
CMH Architects, Inc.



**FISHKIND**  
& ASSOCIATES  
ECONOMIC CONSULTANTS



RMResources LLC



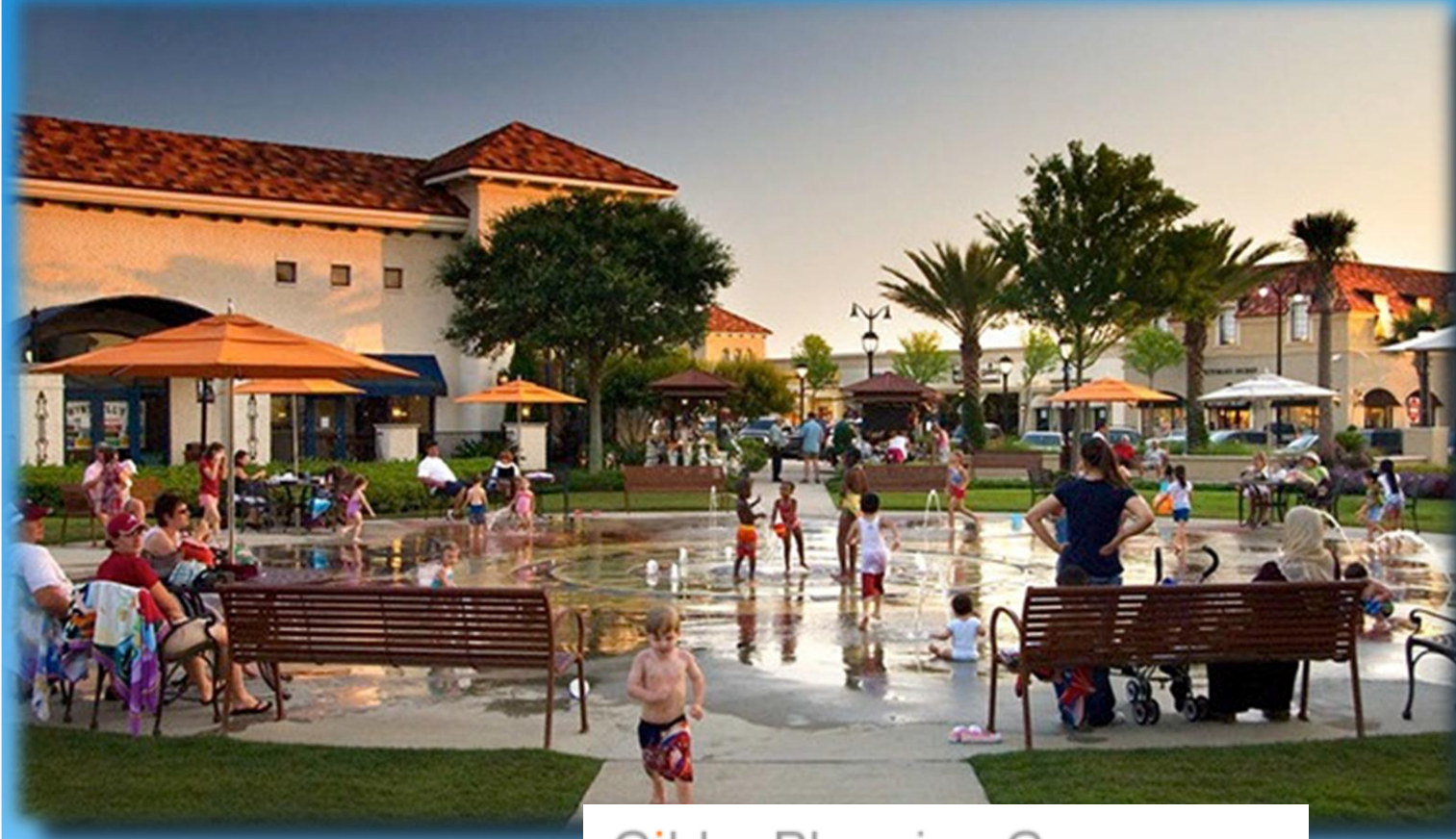
RENAISSANCE PLANNING GROUP



*From North Florida Business Report...*

- “Orlando-based firm Fishkind & Associates prepared an economic analysis of the proposed Butler project.”
- “The study estimated that the direct and indirect impact of the project will be to add 3,300 jobs, with \$96 million in annual wages.”
- As one of north Florida’s largest employment centers, this project accelerates economic recovery on Butler’s success. Trader Joe’s with over 600 patrons in the first hour, created 60 new jobs, and Gainesville was chosen based on Butler’s success.

# Community Benefits



Gibbs Planning Group  
Urban Economic and Planning Consultants



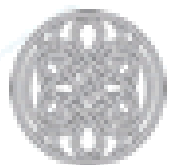
CMH Architects, Inc.



**FISHKIND**  
& ASSOCIATES  
ECONOMIC CONSULTANTS



RMResources LLC



RENAISSANCE PLANNING GROUP



*From North Florida Business Report...*

- The construction will add \$389 million to the economy and employ an average of more than 500 construction workers each year, the Fishkind report states.
- At peak construction, the number of workers involved could total 1,500, says Paul Del Vecchio, a Boca Raton-based construction consultant.
- Fishkind & Associates have noted that Florida's recovery is, and can continue to, outpace national levels based on existing housing stock that is more attractively priced, which drives both the consumer marketplace and all other sectors.

# Answering the Why We're Here

**Since the City of Gainesville's Plan Board Public Hearing, where all applications were recommended for approval by staff and the Plan Board, the applicant, their entire planning, architectural, engineering, marketing, and construction & development team have worked diligently to refine the applications.**

**The entire Butler Team wishes to thank City of Gainesville staff! Working together we've achieved consensus on all land use and zoning items!**

**CITY OF GAINESVILLE**  
every path starts with passion  
FLORIDA

**Planning & Development Services**  
PO Box 490  
Gainesville, FL 32602-0490  
352-334-5022  
352-334-2648 (fax)  
www.cityofgainesville.org

**TO:** Honorable Mayor and City Commissioners

**THRU:** Russ Blackburn, City Manager

**THRU:** Erik A. Bredfeldt, Director

**FROM:** Scott Wright, Senior Planner

**DATE:** May 8, 2013

**RE:** Butler Plaza Planned Development

On February 19, 2013, the City Plan Board voted to approve the Butler Plaza Planned Development (PB-12-150), with the recommended conditions of staff, and with further modifications to several of those conditions. Since that hearing, the applicant has provided a new PD Report, and most of the approved conditions have been incorporated directly into the report and the associated maps and graphics. To facilitate the City Commission discussion, staff has provided a matrix that outlines the remaining points of difference between the PD Report produced by the applicant and the recommendations of staff and the City Plan Board. For each of these points, the matrix lists:

- The subject matter and its location in the PD Report;
- The recommendation of the applicant as expressed in the PD Report;
- The changes recommended by staff; and,
- A staff analysis explaining the reasons behind staff recommendation.

Recent conversations with the Butler Plaza team have indicated that they are in agreement with the recommended changes from staff as expressed in this matrix.

# Reasons for Amendments

- *Creates more Functional Urban Retail form;*
  - Significant disconnects were noted between planning and engineering.
- *Promotes Financially Feasible Implementation; and*
  - Value Engineering solutions identified, which remediate stressed economic/market conditions.
- *Accelerates Chronological Development/Redevelopment.*
  - Refined planning allows Town Center development sooner.

*When CHW analyzed the existing approved development, significant disconnects were found that could be corrected to deliver a better development, more quickly and holistically.*



# Presentation Format

The Disconnects – PUD was front loaded, PD followed, now together. Functional, financial, & chronological implementation wasn't present.

The Fix – Butler Enterprises team expanded to include National Experts

- ❑ **Robert Gibbs**, Principals of Urban Retail Planning and Development;
- ❑ **Everett Hatcher**, CMH Architects, President, specialization in design of institutional, corporate and retail facilities and completed projects throughout the eastern and central United States winning AIA, ICSC, SADI, and ULI Design Awards; and
- ❑ **Rebecca Maccardini**, RMR, LLC., President, Over 35 years in the shopping center industry, including 20 years with The Forbes Company. She serves as Trustee and past chairman of ICSC.

Urban Planning and Retail Design must be viewed for form and function

Applicant's experts worked with the City's experts

Amendments represent applicant's needs and City Staff's guidance

- ❑ Small-scale CPA: cleans corners, smooth edges, adds 6 parcels totaling 3.2 acres;
- ❑ Large-scale CPA: Planned Use District (PUD) defines Goals, Objectives, and Policies; and
- ❑ Rezoning: Planned Development (PD) outlines specific performance criteria.

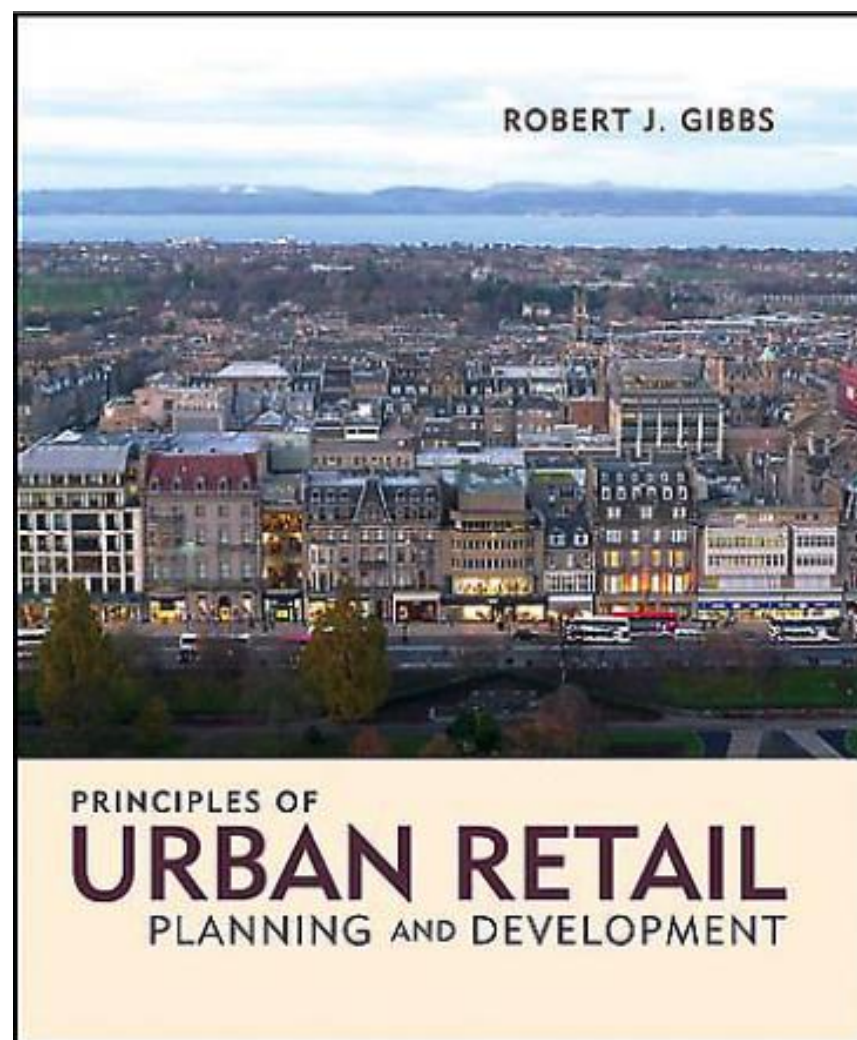
The applicant was, ***and is***, ready to begin construction

Tonight's presentation outlines what is needed for construction and what the Applicant and City's professional staff have created to deliver a successful project, and there's 100% agreement on the three applications being presented.

# Team Members / Expert Witnesses

Functional, financial, & chronological implementation wasn't present.  
The Fix, Butler Enterprises team expanded to include National Experts

- ❑ **Robert Gibbs**, Principal of Gibbs Planning Group; GPG is considered one of the foremost urban retail planning consultancies in America. For more than two decades, GPG's expertise in commercial development and sustainable town planning has been sought by some of the most respected mayors, highly regarded architects, and successful real-estate developers in the country.



Bob wrote the SmartCode Retail Markets Module to be one of many supplements to the base SmartCode, a model transect-based development code.

**Gibbs Planning Group**  
Urban Economics and Planning Consultants



# Team Members / Expert Witnesses

Functional, financial, & chronological implementation wasn't present.

The Fix, Butler Enterprises team expanded to include National Experts

- ❑ **Everett Hatcher**, CMH Architects, President, specialization in design of institutional, corporate and retail facilities and completed projects throughout the eastern and central United States winning AIA, ICSC, SADI, and ULI Design Awards

## HONORS AND AWARDS:

2011 SADI Award for New Open Air Center *The Shops of Grand River – Leeds, Alabama*

Merit Award, AIA Alabama Chapter *The Summit Phases 2 & 3 – Birmingham, Alabama*

SADI Award for Best Renovation of Two-Level Enclosed Retail Center in the Nation

Merit Award, AIA Alabama Chapter *M. Miller Gorrie Center – Auburn University, AL*

- *Always facilitate good communication since it is essential to problem solving and the building of relationships.*
- *Incorporate sustainable design construction and operational principles to the extent possible within the project scope and budget.*
- *Produce designs which are flexible and promote the incorporation of new technology.*
- *Design each project to respond specifically to site conditions.*
- *Design aesthetics should be “timeless” – not based on trends.*



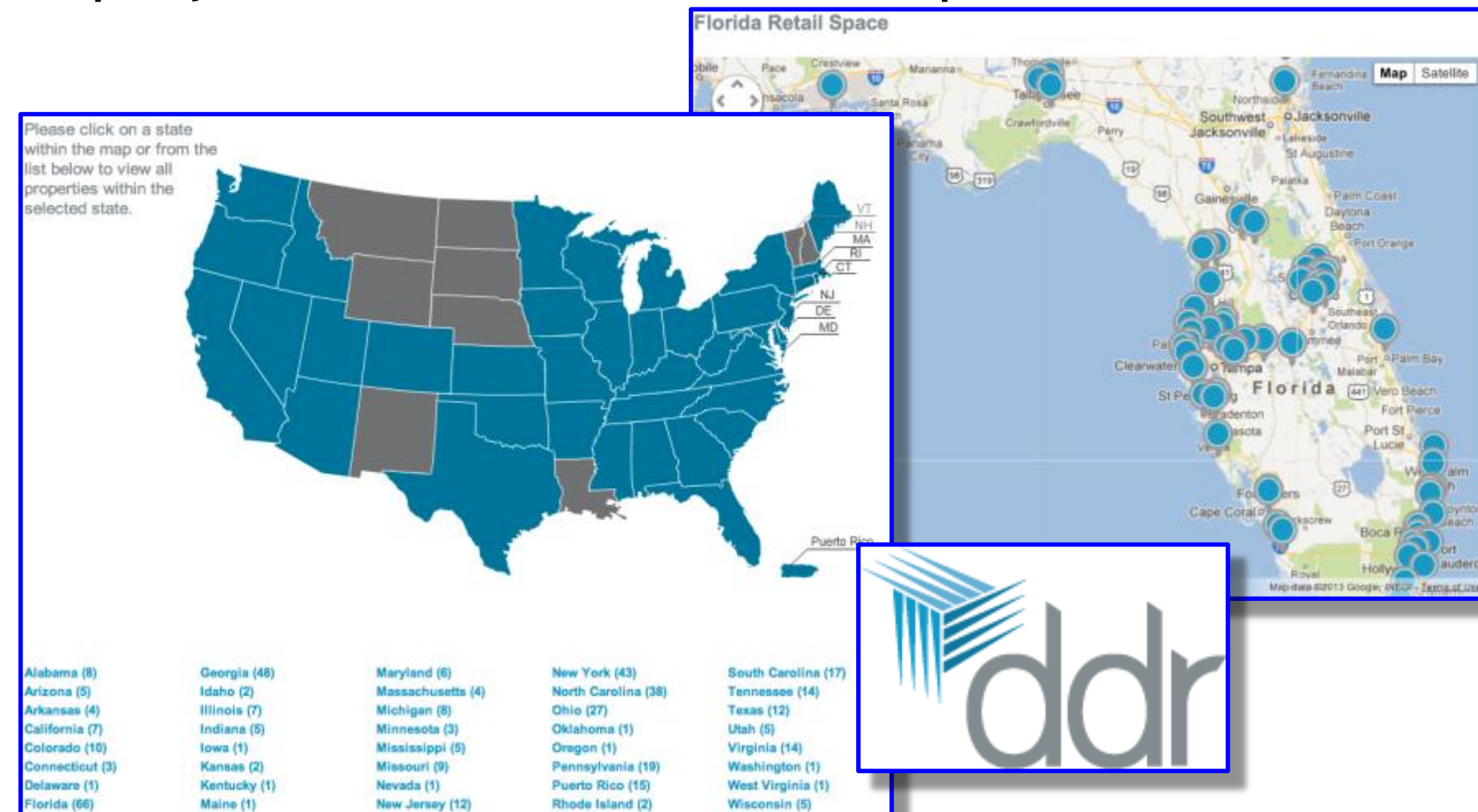
# Team Members / Expert Witnesses

The Disconnects – PUD was front loaded, PD followed, now together. Functional, financial, & chronological implementation wasn't present. The Fix, Butler Enterprises team expanded to include National Experts

- ❑ **Rebecca Maccardini**, RMR, LLC., President, Over 35 years in the shopping center industry, including 20 years with The Forbes Company. She serves as Trustee and past ICSC chairman.

RMResources (RMR) was formed for the purpose of *providing focused consulting for real estate, specializing in such diverse areas as center redevelopment and repositioning strategies, marketing and operation evaluation, communication effectiveness and corporate imaging.*

RMR provides clients with a broad-based understanding of consumer trends and customer motivation and *brings their expertise in new development, expansions, and re-developments*, as well as on-going management and marketing for both corporations and individual properties.



## Board of Directors

DDR owns and manages approximately 450 retail properties in the continental United States, Puerto Rico, and Brazil. The company is publicly traded on the New York Stock Exchange under the symbol DDR.



# Butler

## Development

Small-scale Comprehensive Plan Amendment



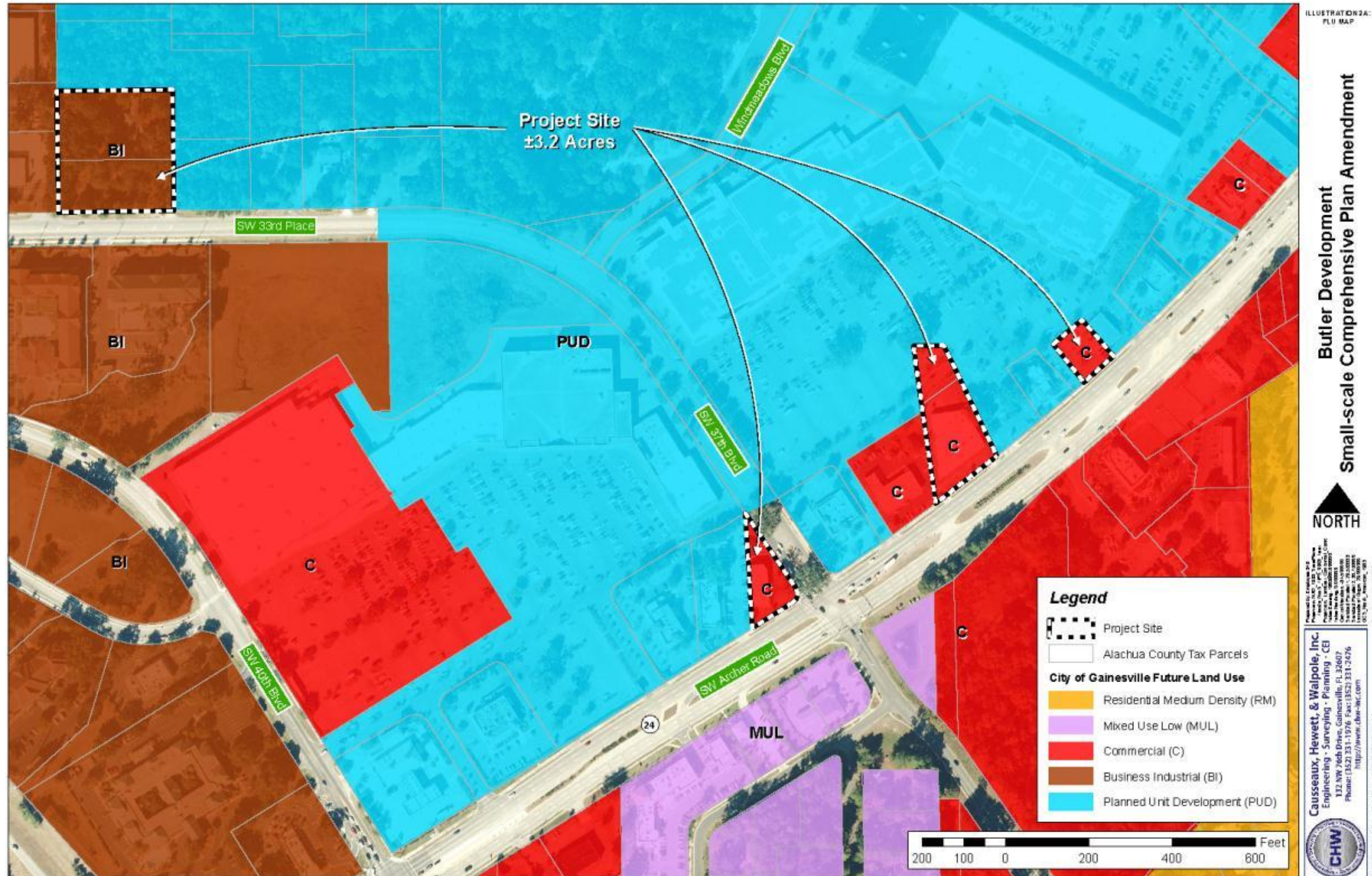
# Small-scale Comp. Plan Amendment



Since Butler's January 5, 2012 approval, six (6) parcels, totaling 3.2 acres have been acquired, these smooth edges, fill corners, and provide a more contiguous boundary.

# Small-scale Comp. Plan Amendment

## EXISTING FUTURE LAND USE MAP



ACREAGE	
COMMERCIAL	BUSINESS INDUSTRIAL
±1.38	±1.82

# Butler

## Development

Revisions Necessary for Implementation  
Large-scale (Text) Comprehensive Plan Amendment



# Large-scale Comp. Plan Amendment

- ***Creates*** more Functional Urban Retail form;
- ***Promotes*** Financially Feasible Implementation;  
and
- ***Accelerates*** Chronological Development/Redevelopment.

Text creates Development's Goals, Objectives, & Policies as Land Use Element should

# Large-scale Comp. Plan Amendment

The Project began as a Development of Regional Impact (DRI), but planning rules changed eliminating the DRI requirement in areas of Dense Urban Land Areas (DULA), yet Large-scale Comprehensive Plan Amendments (Ls-CPAs) were still processed separately from Rezoning Applications, hence the heavily ‘front loaded’ PUD.

The PUD amendments do not change Land Uses, Density, Intensity, or overall entitlement thresholds, rather they revise the document by moving Zoning related items to the Planned Development document.

# Large-scale Comp. Plan Amendment

## FUTURE LAND USE ELEMENT POLICY 4.3.6

The text amendment revises Future Land Use Element (FLUE) Policy 4.3.6., which regulates the Butler Development, was adopted by Ordinance 090537, August 5, 2010. The related Butler Development Planned Development (PD) Ordinance was not adopted until January 2012. Therefore, the original version of Policy 4.3.6 contained many more specific development standards and requirements that would not normally be included in a comprehensive plan.

Since the Butler Development PD is adopted, the applicant proposes modification to Policy 4.3.6. to place specific performance standards in the PD's Ordinance and Justification Report.

The Butler Development PUD entitlements remain the same. No new entitlements or new uses are being requested as part of this application.

# Large-scale Comp. Plan Amendment

## FUTURE LAND USE ELEMENT POLICY 4.3.6



ILLUSTRATION 1B:  
AERIAL MAP

Butler Development  
Comprehensive Plan Text &  
Rezoning Amendments

NORTH

CHW  
Causseaux, Hewett, & Walpole, Inc.  
Engineering - Surveying - Planning - CEI  
132 NW 76th Drive, Gainesville, FL 32607  
Phone: (352) 331-1976 Fax: (352) 331-2476  
http://www.chw-inc.com

**ACREAGE**

Future Land Use Element  
Policy 4.3.6

**±267**



# Large-scale Comp. Plan Amendment

Because the PUD and PD are now adopted together, zoning and regulatory standards are relocated from the PUD to the PD, reducing redundancy, and the chance for inconsistencies.

Use regulations	Parking and Off-street parking	Architectural Design Standards
Development standards	Buffering and adjacent uses	Building / façade articulation
Right-of-way dedication/timing	Landscaping requirements	Glazing standards
Town Center mandate	Tree Preservation	Building materials
Transit requirements	Gas stations	Street design
Minimum frontage requirements	Service Bays	Block size
Stormwater management facilities	Drive-through facilities	Sidewalks
Low Impact Design (LID) standards	Vehicle display	Signage

*Former PUD components moved to PD and regulatory requirements maintained*

# Large-scale Comp. Plan Amendment

The Planned Use District (PUD) purpose

## The Comprehensive Plan Text Amendment:

- Supports a functional, implementable development plan;
- Moves Zoning and regulatory functions to the PD;
- Promotes for financially feasible infrastructure; and
- Creates chronologically coordinated development and infrastructure.

# *Butler* Development

Revisions Necessary for Implementation  
Planned Development (PD) Rezoning

# Planned Development (PD) Rezoning

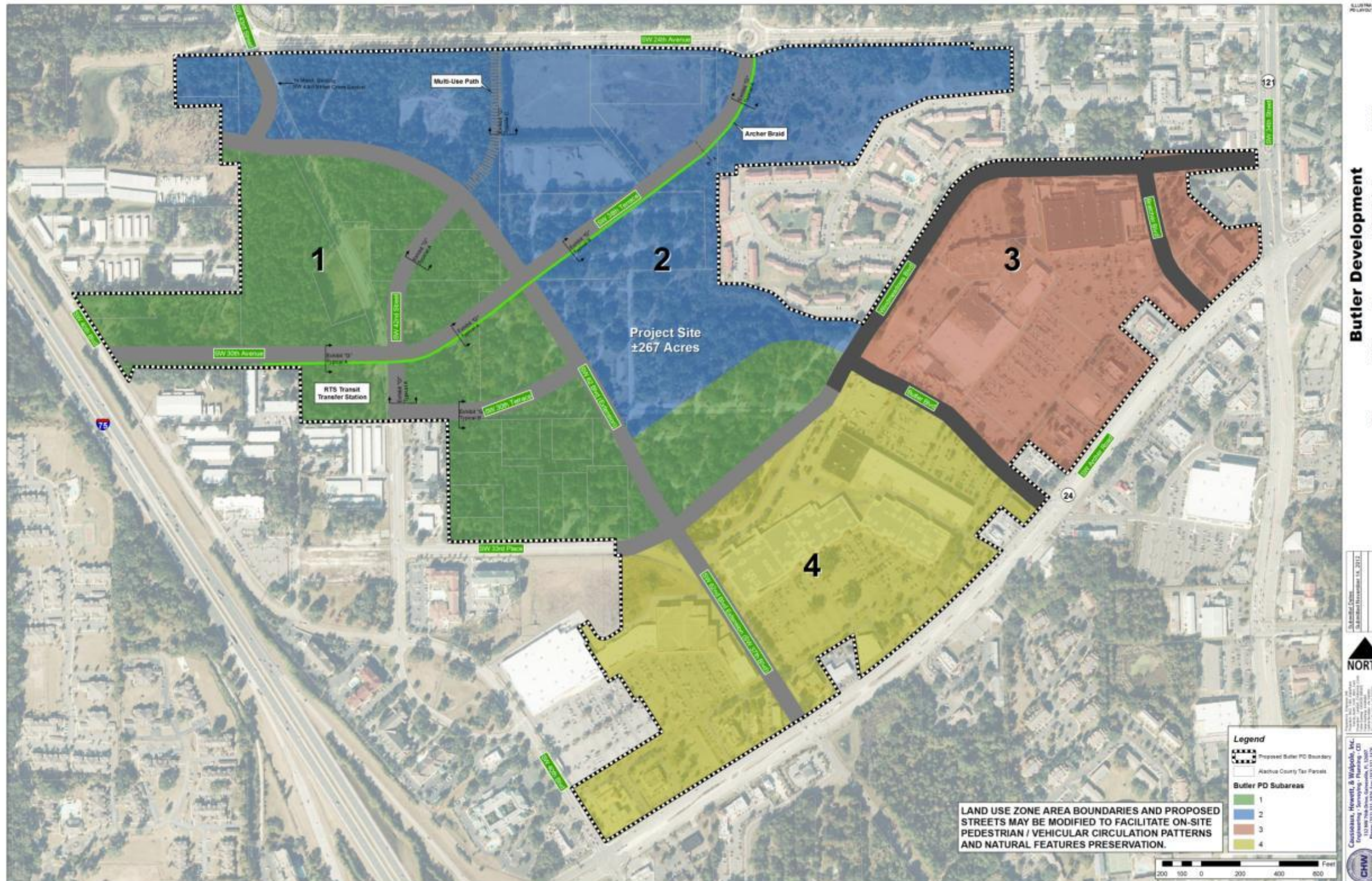
## EXISTING PD LAYOUT MAP



DEVELOPMENT	
Subareas	3
Districts	6
Sub-districts	38
Typical Street Sections	11

# Planned Development (PD) Rezoning

## PROPOSED PD LAYOUT MAP



Butler Development  
Planned Development (PD) Layout Map

DEVELOPMENT	
Subareas	4
Districts	0
Sub-districts	0
Typical Street Sections	4

ACREAGE	
Subarea 1	31.7%
Subarea 2	28.0%
Subarea 3	18.0%
Subarea 4	21.5%

# Planned Development (PD) Rezoning

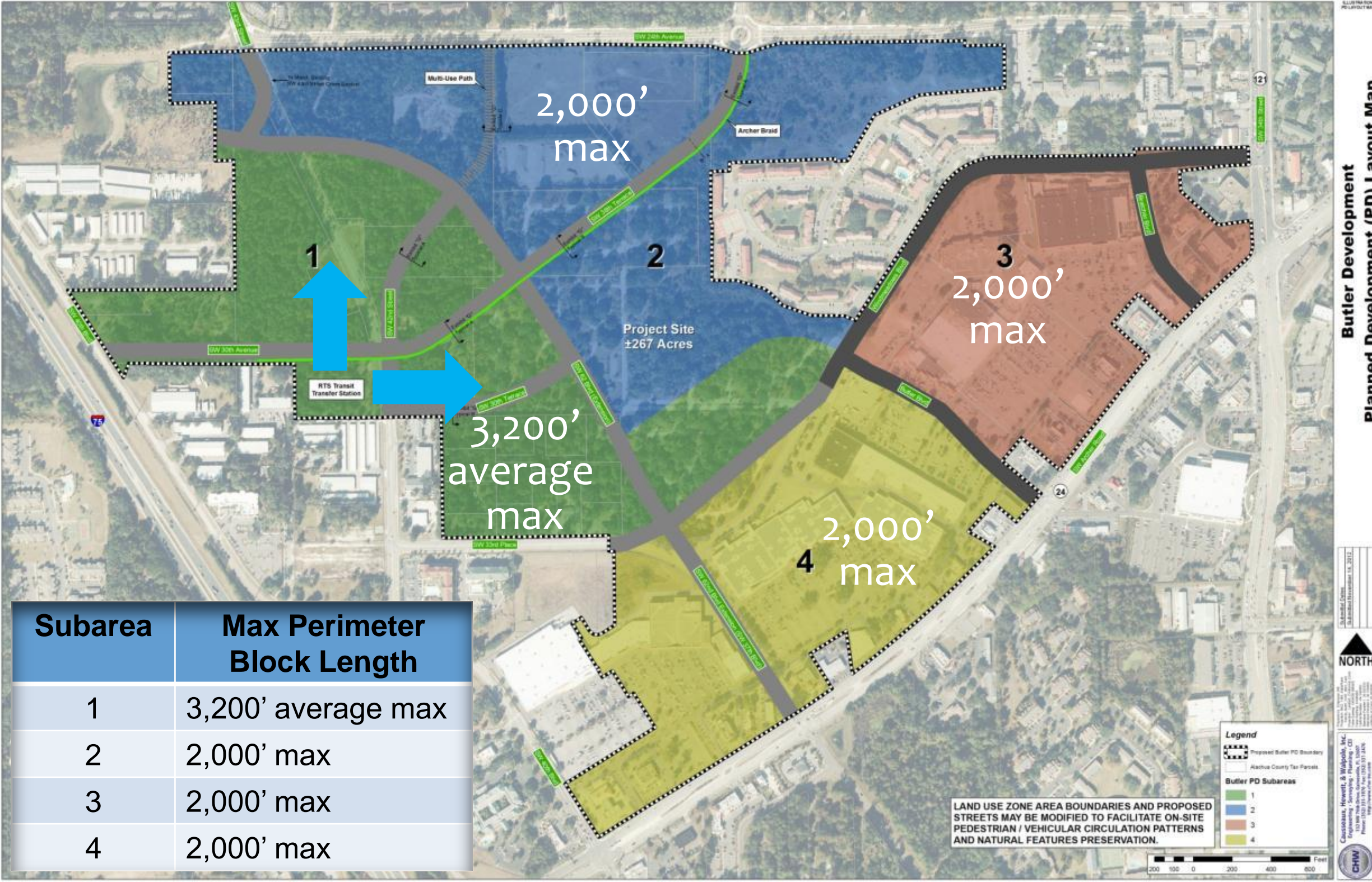


DEVELOPMENT	
Subareas	3
Districts	6
Sub-districts	38
Typical Street Sections	11



DEVELOPMENT	
Subareas	4
Districts	0
Sub-districts	0
Typical Street Sections	4

# Block Sizes



Only Subarea 1 utilizes larger block sizes, of the four subareas overall.

Only two blocks within Subarea 1 have a larger perimeter block.

All remaining blocks developed with 2,000' max perimeter length.

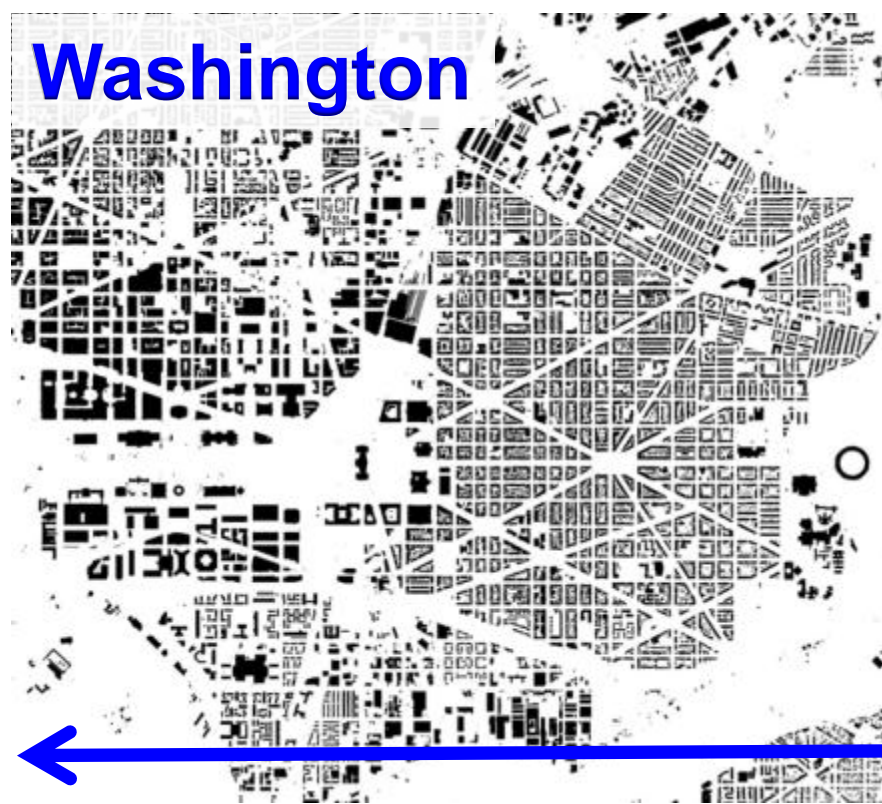
# *Butler* Development

Revisions Necessary for Implementation  
Planned Development (PD) Rezoning

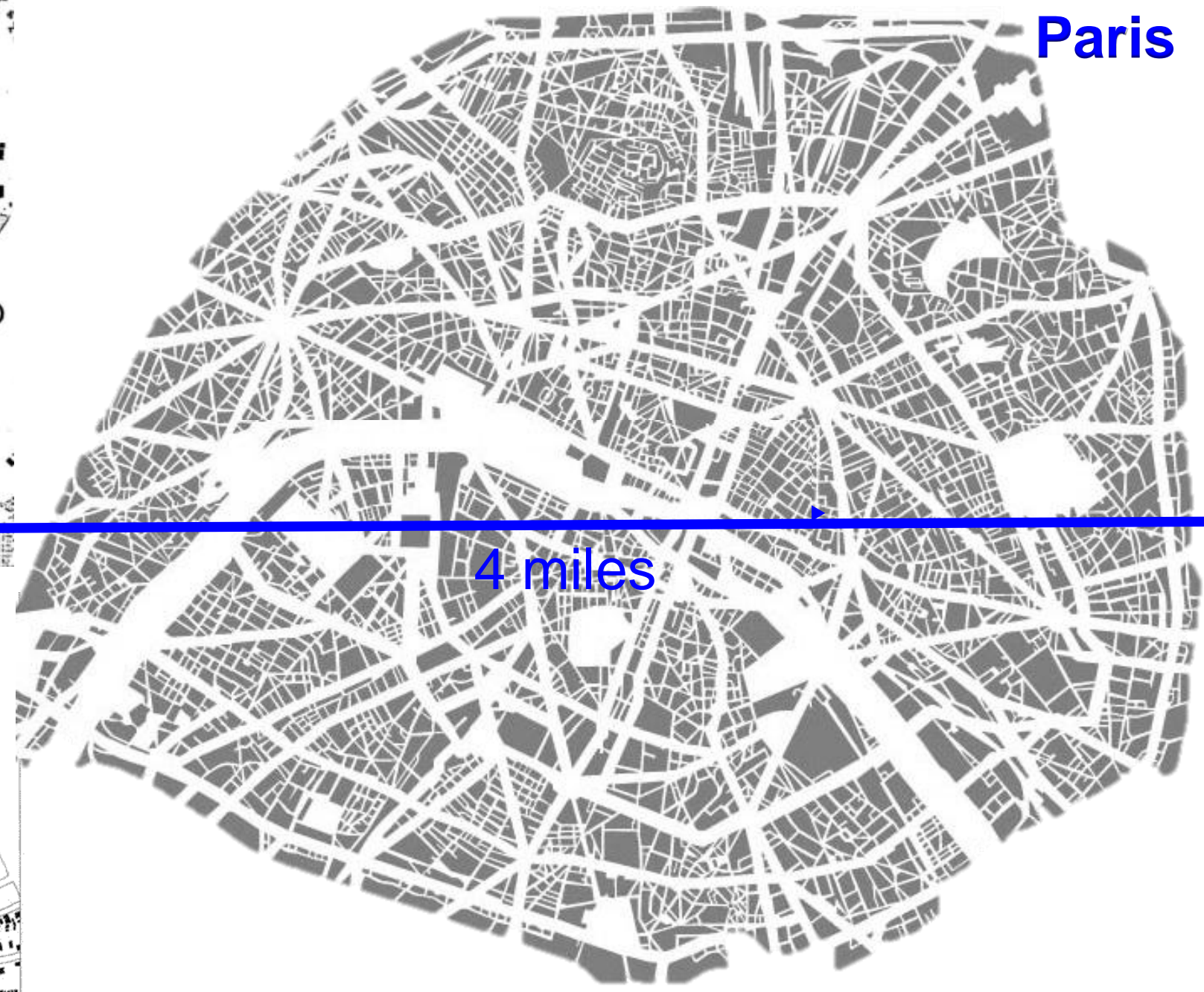


Figure-Ground, a two-dimensional map of an urban space that shows the relationship between built and unbuilt space. It is used in analysis of urban design and planning, and clearly illustrates connectivity.

Washington



Paris



Chicago

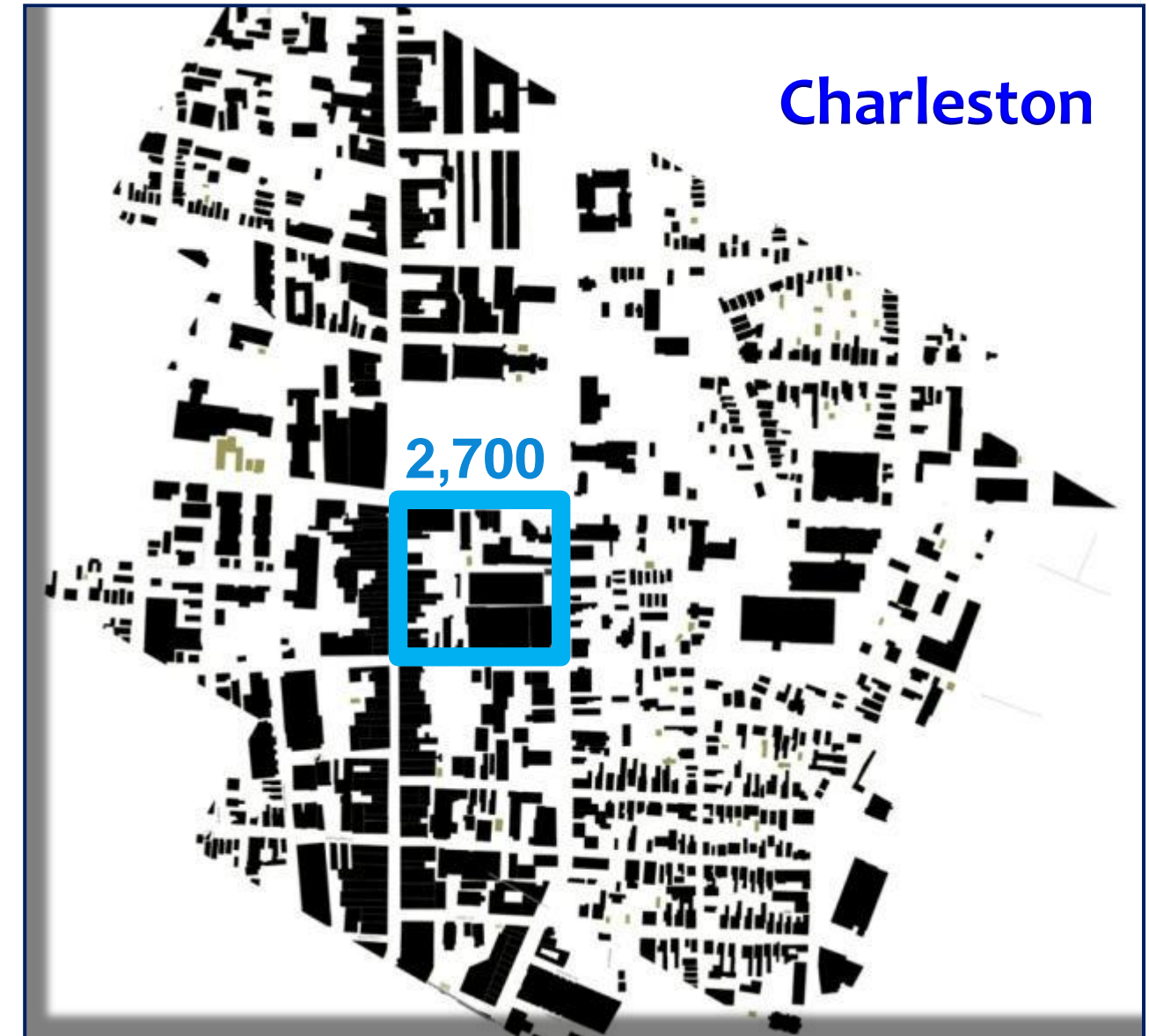
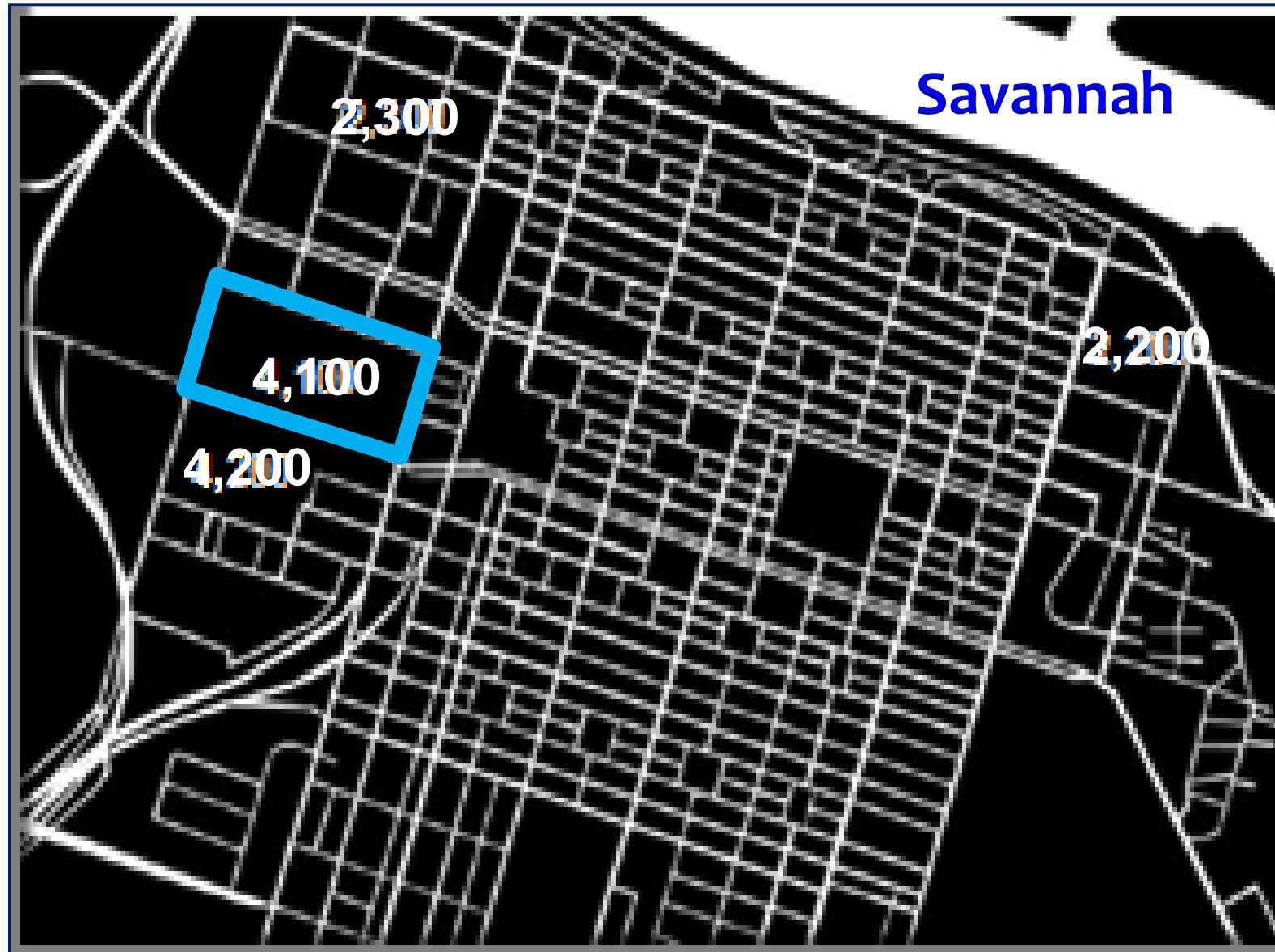


4 miles

An area's street, transit, bicycle, and pedestrian network, directly relates mode choices options.

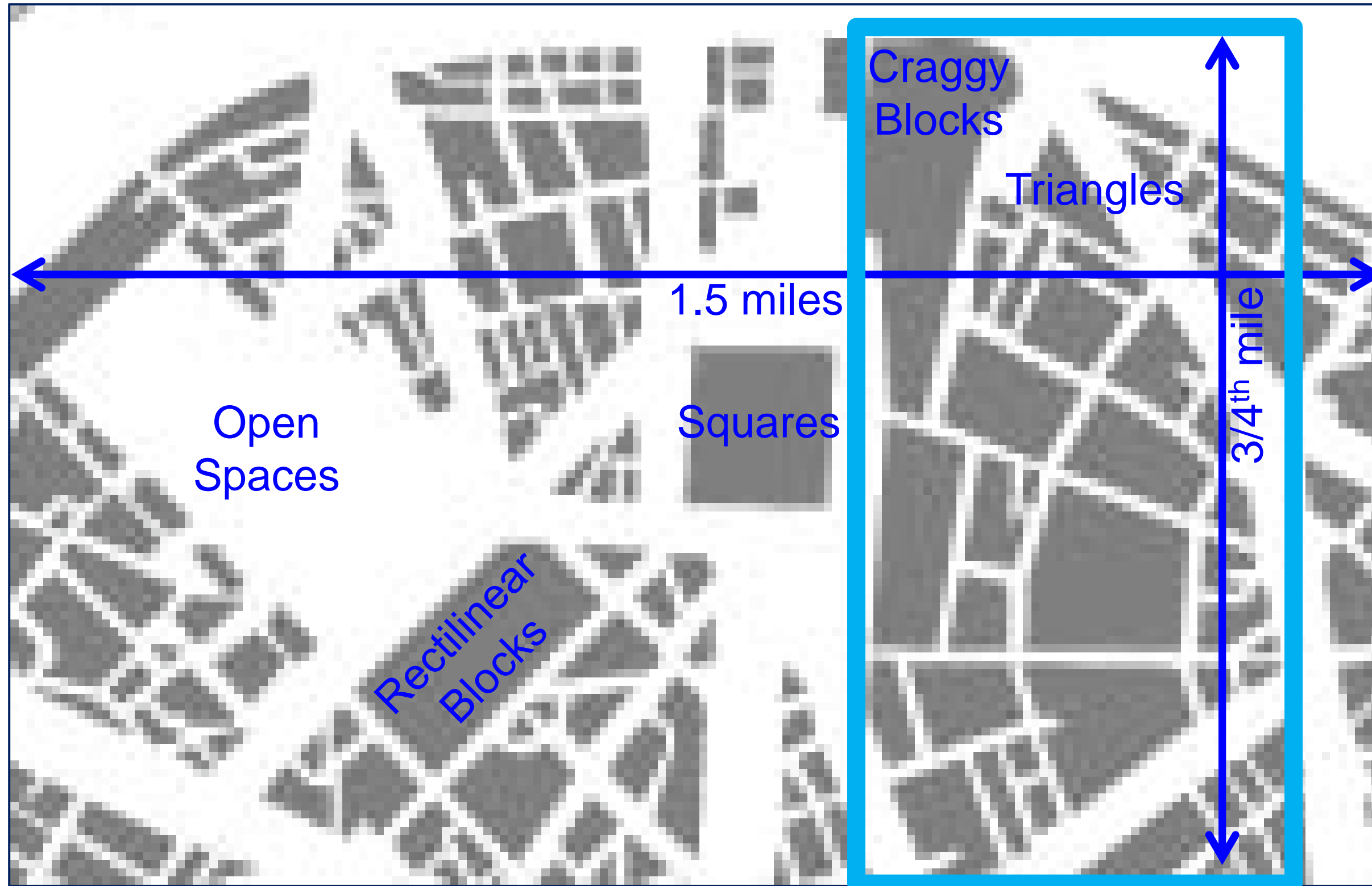
More options lead to less concentration within the urban network and less congestion.

Figure-Ground, a two-dimensional map of an urban space that shows the relationship between built and unbuilt space. It is used in analysis of urban design and planning, and clearly illustrates connectivity.



***Urban Design is not ubiquitous, as our community must take an organic progression rather than a one size fits all. In great places around the globe, success is delivered on flexibility.***

Figure-Ground, a two-dimensional map of an urban space that shows the relationship between built and unbuilt space. It is used in analysis of urban design and planning.

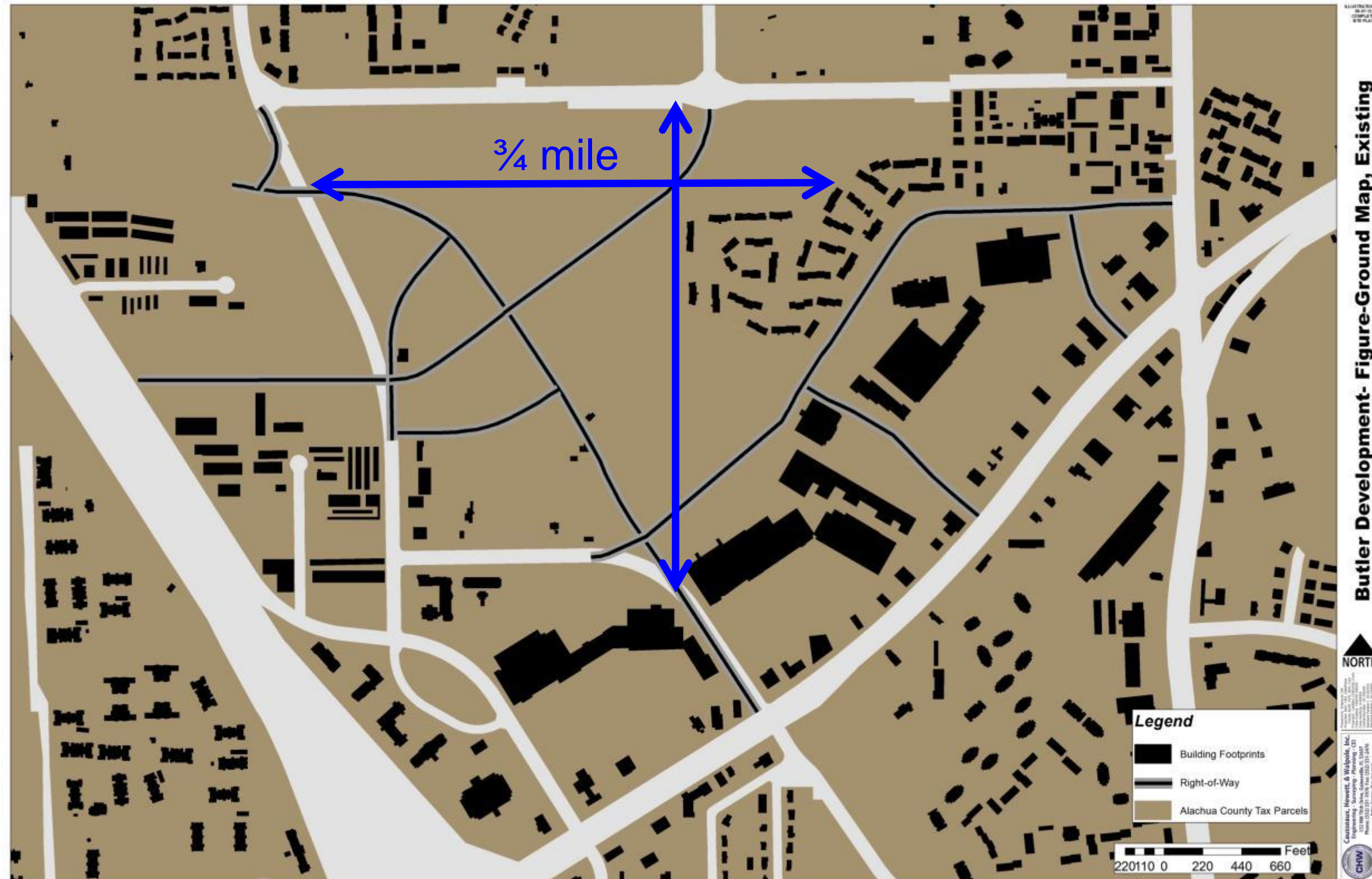


An area's connectivity, and mode choices can be tied to the variety of mobility options.

Paris, within a 1½ mile area, has dozens of travel options, block geometry and sizes.

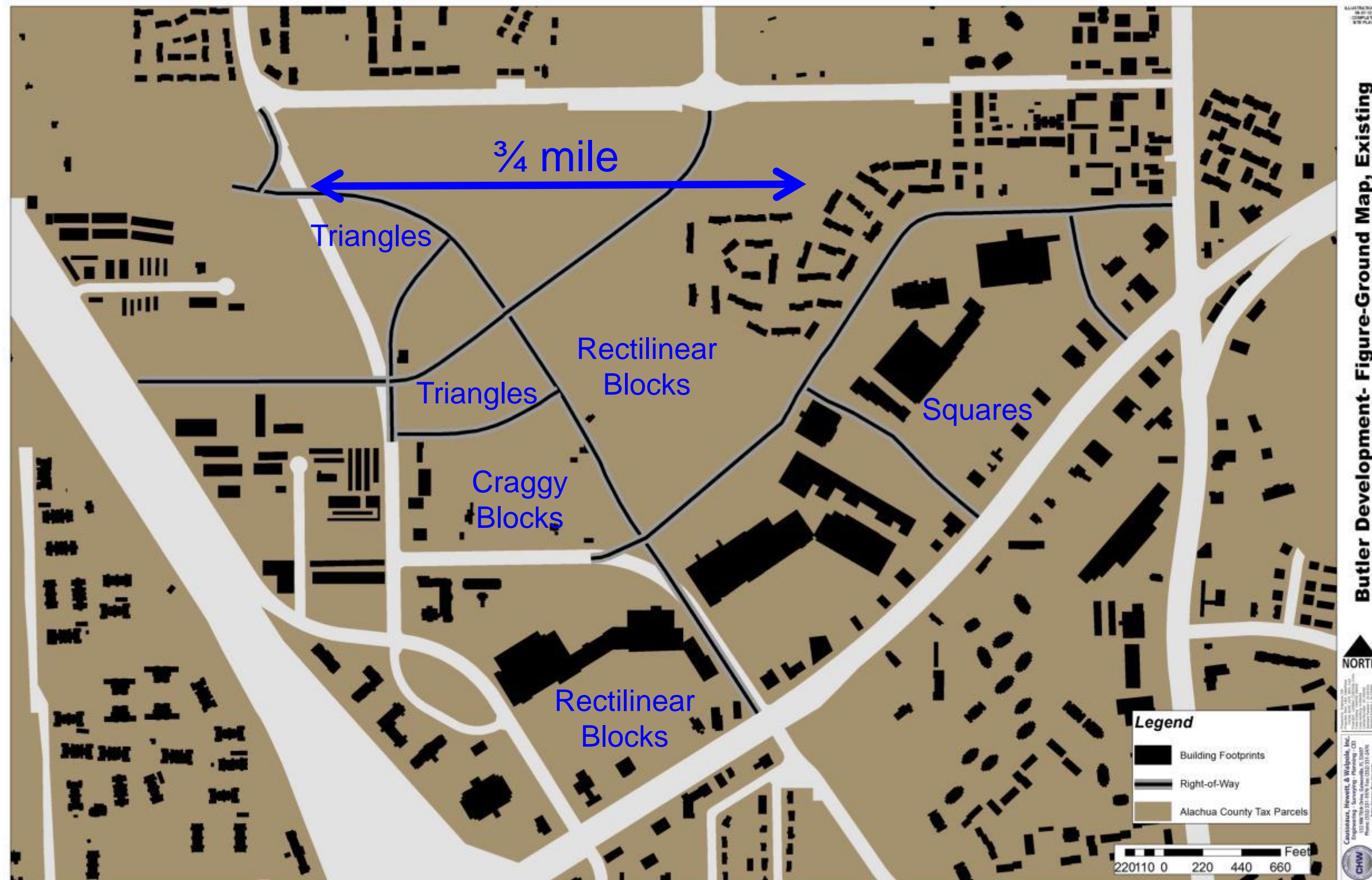
The Butler site is about ¾ mile square.

# Figure Ground Study, SW Gainesville



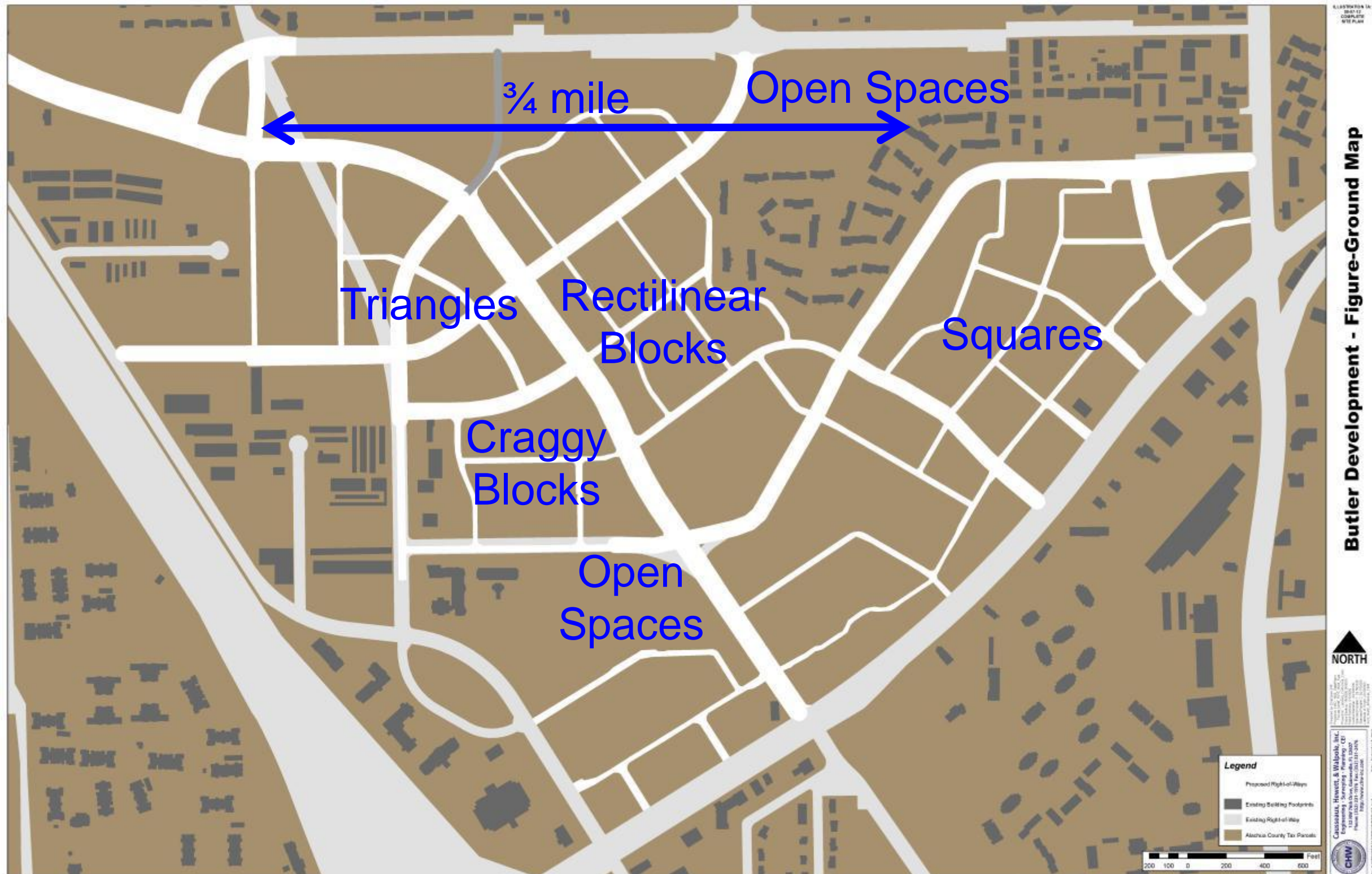
A  $\frac{3}{4}$  mile distance in Gainesville extends from SW 62<sup>nd</sup> Boulevard to Windmeadows Apartments, a similar distance north and south through the development

# Figure Ground Study, SW Gainesville



The Butler Development will create a network of transportation options and an interconnected grid of streets that are public, private, and also maneuvering lanes, which can transition to streets over time.

# Figure Ground Study, SW Gainesville



The Butler Development will create a network of transportation options and an interconnected grid of streets that are public, private, and also maneuvering lanes, which can transition to streets over time.

# *Butler* Development

Revisions Necessary for Implementation  
Planned Development (PD) Rezoning