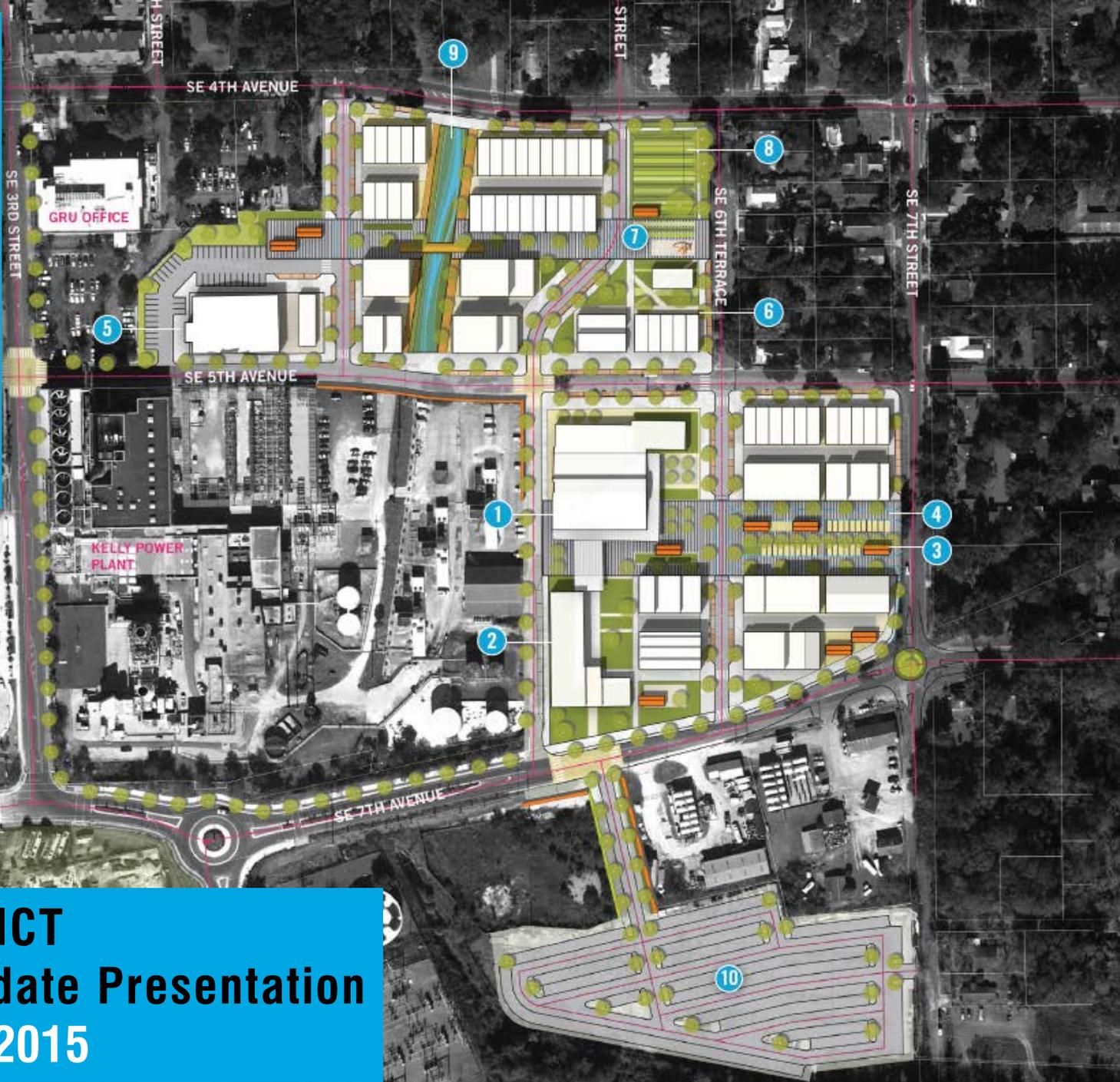
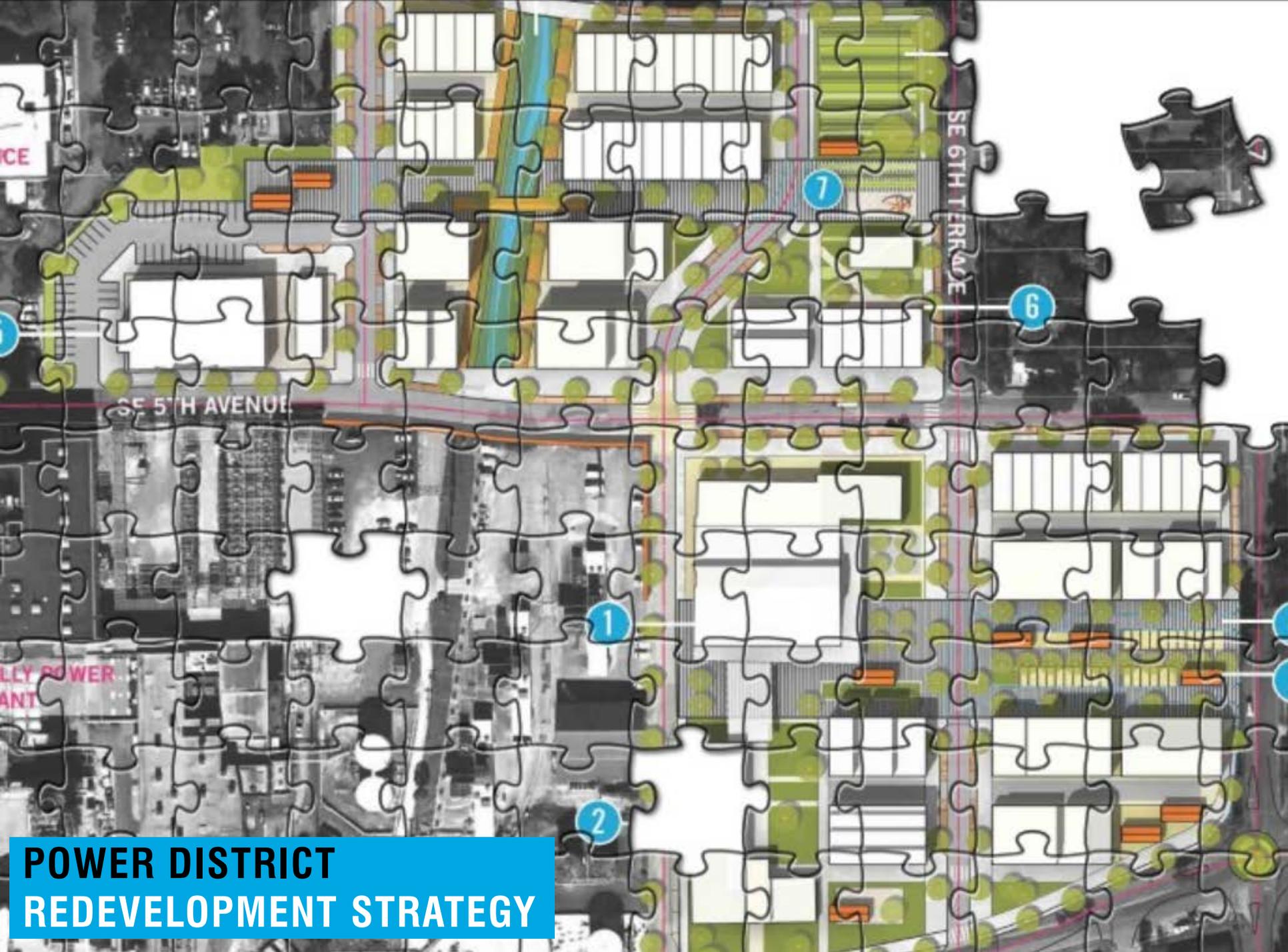


ADOPTED MASTER PLAN

- 1 WAREHOUSE ADAPTIVE REUSE
- 2 EXISTING CATALYST BUILDING
- 3 KIOSK (TYPICAL)
- 4 PLAZA + PUBLIC PARKING
- 5 FLEET BUILDING ADAPTIVE REUSE
- 6 NEIGHBORHOOD SERVING LOTS
- 7 PLAZA
- 8 MCRORIE COMMUNITY GARDEN
- 9 SWEETWATER BRANCH CREEK (OPENED TO DAYLIGHT)
- 10 OVERFLOW PARKING



**POWER DISTRICT
CRA Board Update Presentation
FEBRUARY 16, 2015**



**POWER DISTRICT
REDEVELOPMENT STRATEGY**

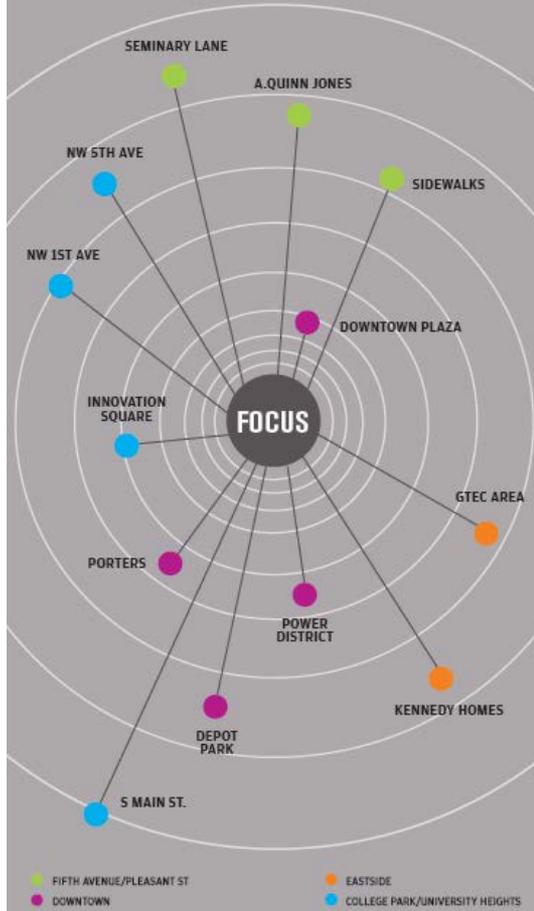
COMMUNITY INITIATIVES



FOCUS

ON COMMUNITY
+
REDEVELOPMENT

The CRA focus is in four Community Redevelopment Areas: College Park/University Heights, Downtown, Eastside, and Fifth Avenue/Pleasant Street.



FY2014 WORKPLAN

1ST QUARTER FOCUS

Community Redevelopment Agency
October 21, 2013



POWER DISTRICT

1st quarter goals

Finalize redevelopment plan



2nd quarter goals

Rezoning and landuse

Property disposition policy development

Marketing strategy development

Begin assessments: infrastructure, property, buildings

Business and developer recruitment



POWER DISTRICT PROJECT BACKGROUND

AFTER MASTER PLANNING COMES THE REAL WORK OF IMPLEMENTATION – DEVELOPMENT POLICY, ZONING, FUNDING, CONSTRUCTION AND PROGRAM MANAGEMENT.

IMPLEMENTATION PROCESS

A master plan establishes a vision and approach to redevelopment, but that is only the start of a long process. Outlined below are critical steps, listed in no particular order, to facilitate continued economic investment in the area. This list includes policy and funding steps in addition to construction projects. Many of these tasks will be performed simultaneously and may be conducted by entities, organizations and stakeholder partners other than the GCRA

DENOTES TASK COMPLETE

DENOTES TASK UNDERWAY

DENOTES TASK PLANNED

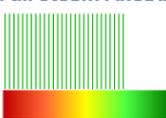
- 1 REDEVELOPMENT PLAN UPDATE - ADOPTION BY GCRA BOARD**
- 2 PROPERTY DISPOSAL DISCUSSIONS AND AGREEMENTS BETWEEN CRA/GRU/GG**
- 3 REZONING OF PROPERTIES TO UMU-2**
- 4 RFP FOR DEVELOPMENT OF WAREHOUSE 1**
- 5 CRAFT REDEVELOPMENT & ECONOMIC DEVELOPMENT PROGRAM WITH ASSISTANCE FROM NATIONAL DEVELOPMENT COUNCIL**
- 6 ENVIRONMENTAL TESTING-SOIL + GROUNDWATER CONTAMINATION ANALYSIS**
- 7 PROPERTY & BUILDING APPRAISALS**
- 8 BROWNFIELD DESIGNATION STUDIES & APPLICATIONS TO FDEP**
- 9 STORMWATER TREATMENT/MITIGATION ASSESSMENT**
- 10 PERFORM BUILDING ASSESSMENTS**
- 11 DEVELOPMENT DEMAND POTENTIAL AND INFRASTRUCTURE CAPACITY ASSESSMENT**
- 12 BRANDING, MARKETING, AND RECRUITMENT STRATEGY**
- 13 ISSUE RFP FOR DEVELOPER/DESIGN DEVELOPMENT PROPOSALS**
- 14 SWEETWATER BRANCH CREEK DAYLIGHTING FEASIBILITY STUDY**
- 15 PROGRAMMING & SPECIAL EVENT STRATEGY**
- 16 COORDINATION WITH CITY DEPARTMENTS ON CAPITAL IMPROVEMENT PROJECT BUDGETING**
- 17 PUBLIC ART CALL FOR PROPOSALS (MURALS, RECYCLED POWER EQUIPMENT PUBLIC ART COMPETITION, ETC.)**
- 18 DEVELOP POWER DISTRICT WEBSITE**

STRATEGIC PLAN

FISCAL YEARS 2015 & 2016

October 2014

Power District

Cost Estimate	Estimated Completion	Stage of Progress	City Commission Priority
Unknown  <i>Seeking grant funding</i>	Unknown 	Full Steam Ahead 	 Higher

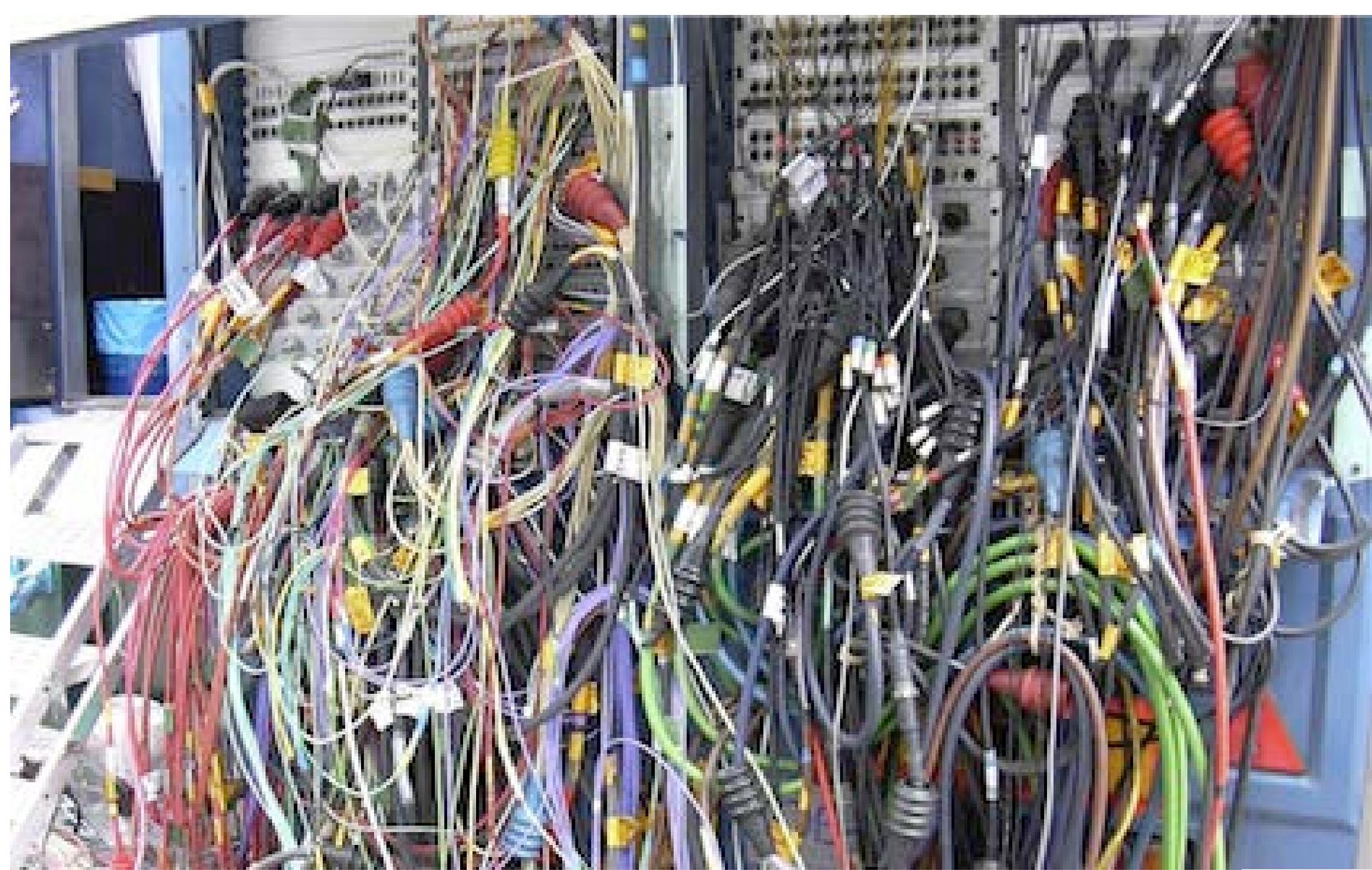
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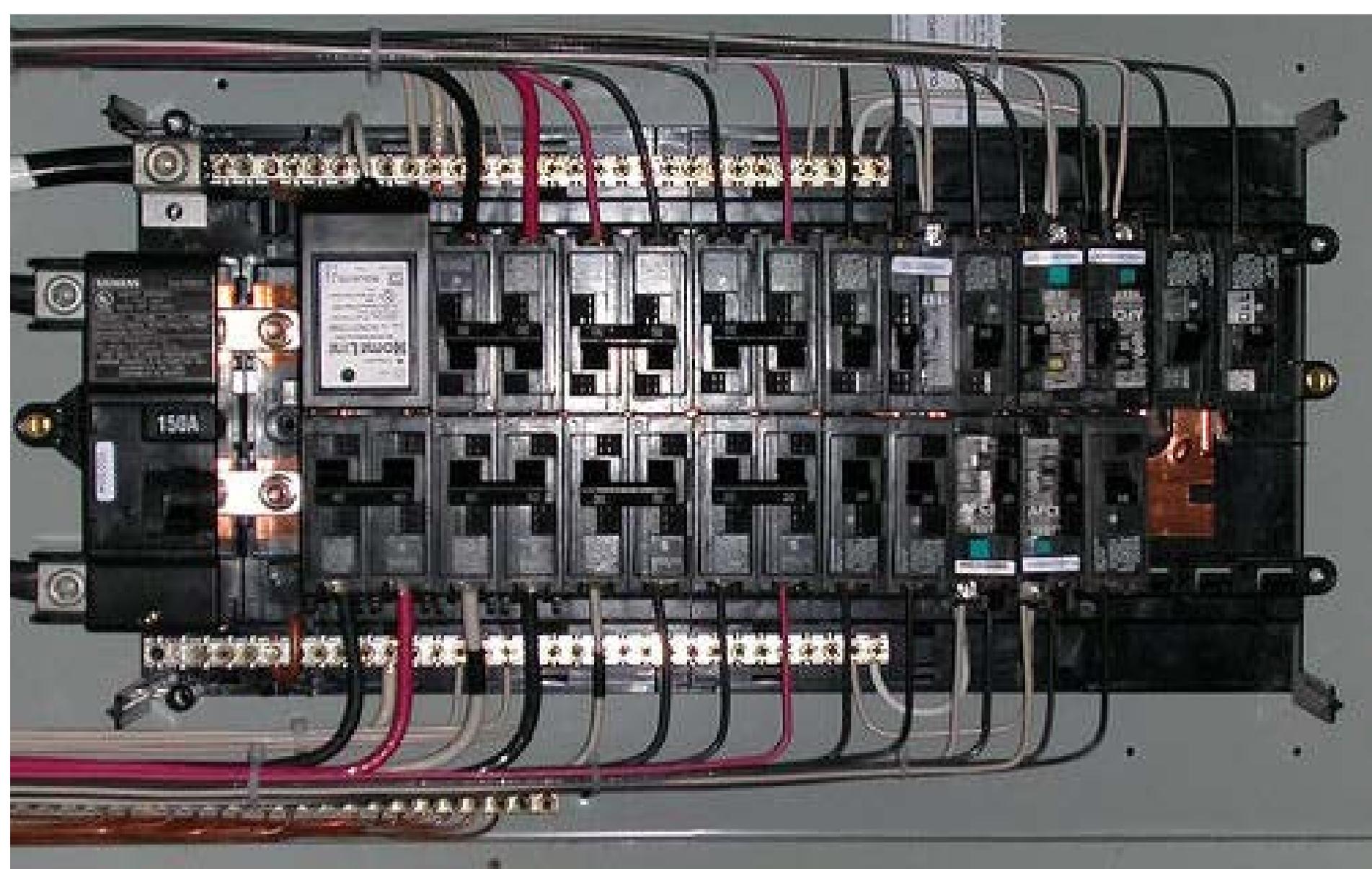
Critical Success Measures for Power District:

- Environmental testing outcomes
- Completion of Redevelopment Plan and rezoning for balance of redevelopment sites
- Successfully engage decision-making stakeholders
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**POWER DISTRICT
PARTNERSHIPS**





**POWER DISTRICT
PARTNERSHIPS**



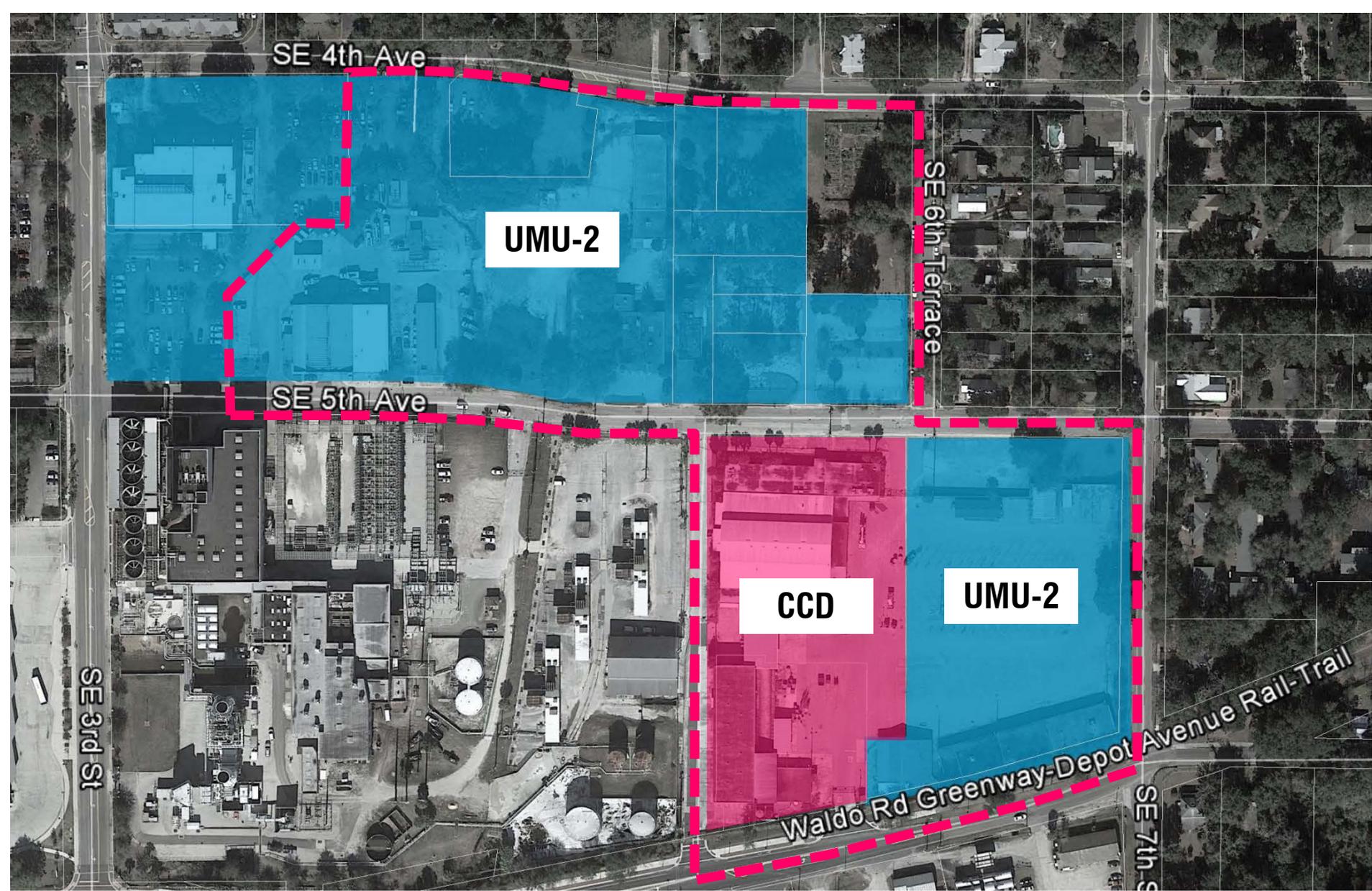
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**POWER DISTRICT
COMPLETED REZONING LIMITS**

UMU-2 = ~12 ACRES

CCD = ~3 ACRES

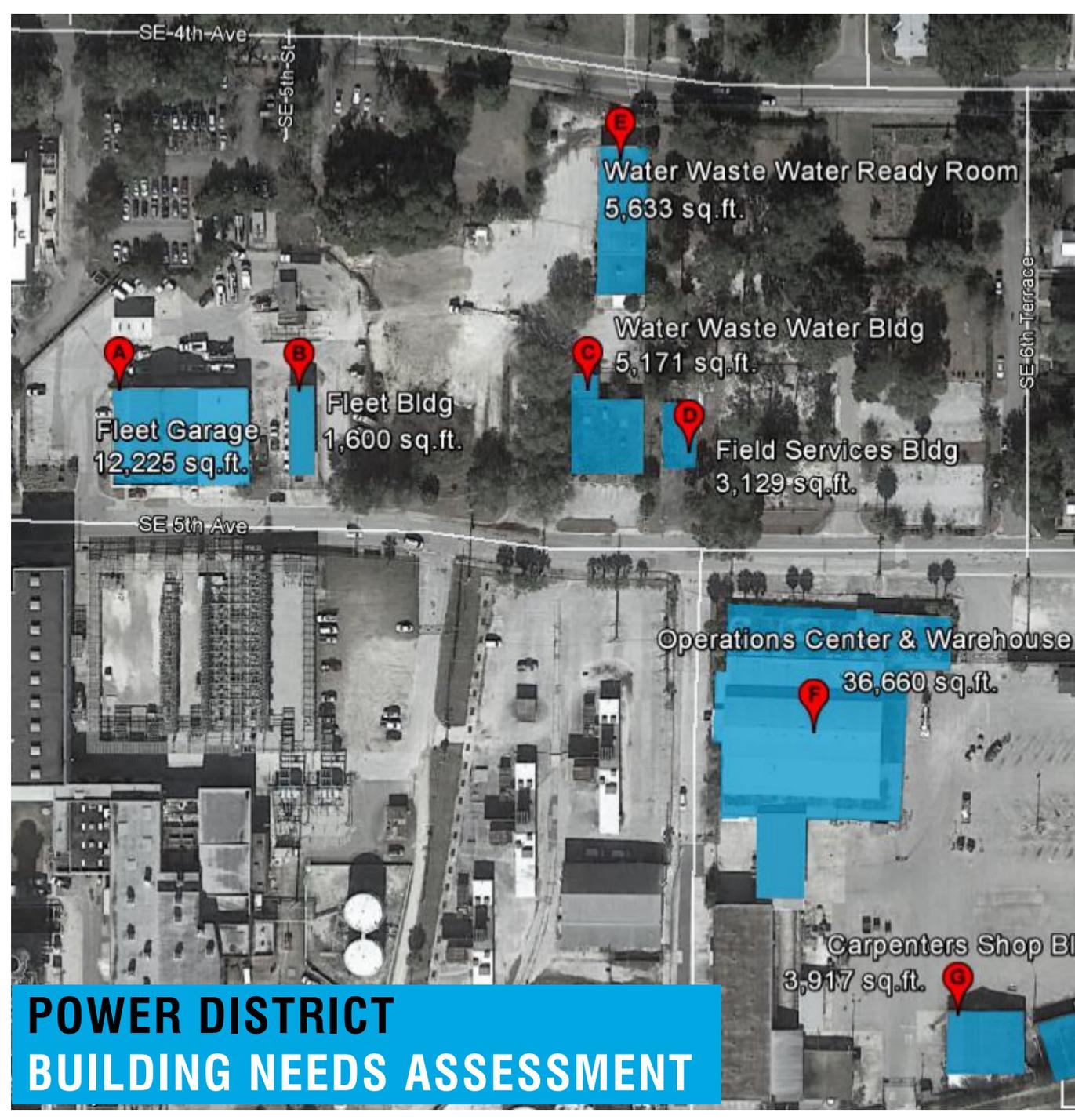
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SCOPE SUMMARY

- 8 Buildings
- ~75,000 Sq.Ft.
- Mixture Of Offices & Warehouses
- Building Surveys
- Mechanical, Electrical, & Plumbing Analysis
- Structural Analysis
- Environmental Analysis
- Cost Estimates

POWER DISTRICT BUILDING NEEDS ASSESSMENT

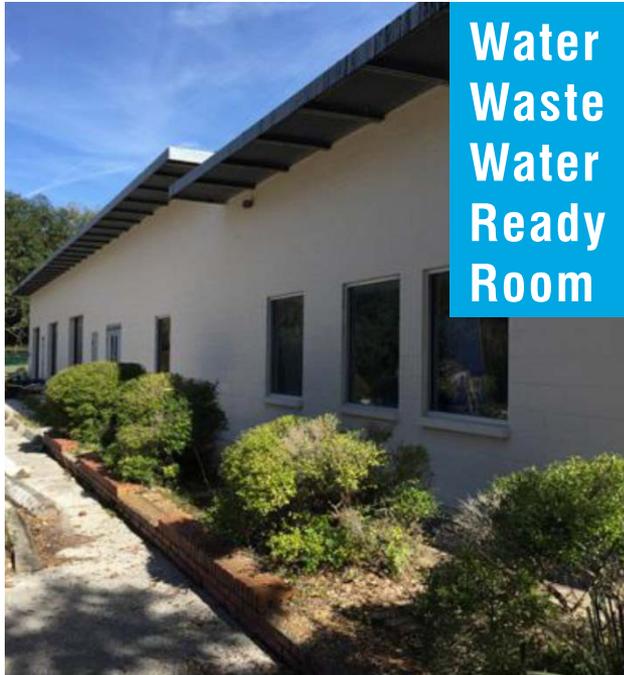
400 ft



Fleet Garage



**Water
Waste
Water
Ready
Room**



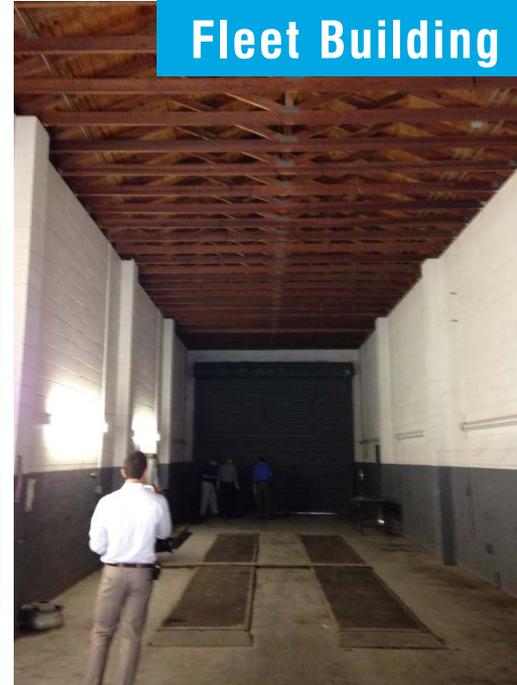
**Water
Waste
Water
Bldg**



Fleet Garage



Fleet Building



**POWER DISTRICT
BUILDING NEEDS ASSESSMENT**

Fleet Building



Operations Center & Warehouse



Carpenters Shop Bldg.



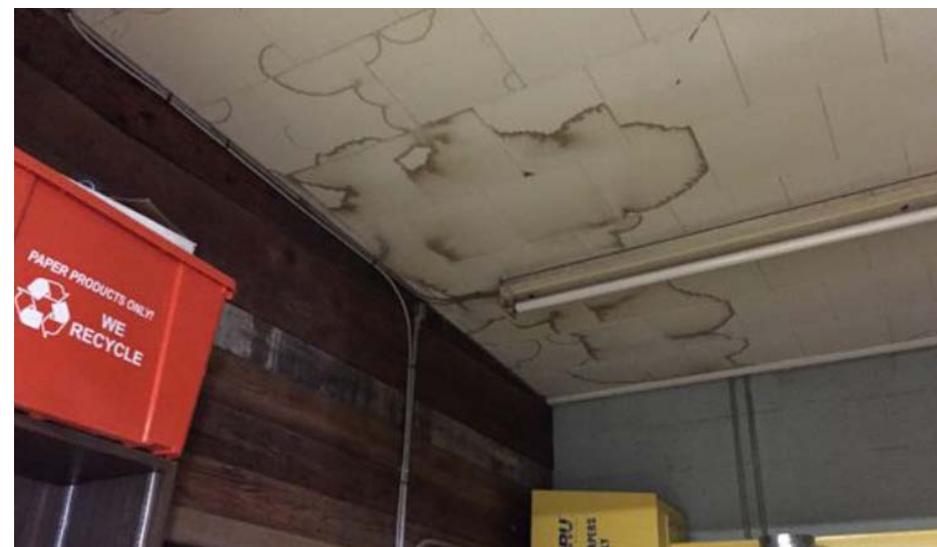
Field Services Bldg



**POWER DISTRICT
BUILDING NEEDS ASSESSMENT**



Water Dist. Const. Bldg.



**POWER DISTRICT
BUILDING NEEDS ASSESSMENT**

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~ 35 Technical Advisory Team (TAT) Members Comprised of:

- ❑ Gainesville Regional Utilities (Electric, Gas, Land Rights, Telecommunications, & Water Waste Water)
- ❑ Public Works Department (Engineering & Maintenance)
- ❑ St. John's Water Management District
- ❑ CoG Planning Department
- ❑ Alachua Co. Env. Protection
- ❑ Cox, AT&T, et. al.

**POWER DISTRICT
INFRASTRUCTURE, SWEETWATER,
& ENVIRONMENTAL ASSESSMENTS**

SCOPE

1. Utility Providers Coordination
2. Data Collection
3. Existing Conditions Documentation
4. Redevelopment Infrastructure Demands
5. Implementation Recommendations (Report & Map Series)
 - a. Summarize Deficiencies
 - b. Outline Needs, Upgrades (due to age and/or demand) and/or Relocations
 - c. Develop suggested CIP and priority projects list



50% Draft Reviewed by CRA Staff and TAT

POWER DISTRICT INFRASTRUCTURE ANALYSIS

STATUS

- 50% Draft Reviewed by CRA & TAT
- Final Report/Analysis → End April 2015



POWER DISTRICT INFRASTRUCTURE ANALYSIS

EXAMPLE CHALLENGE

Much Land Tied Up w/ Utility Easements +
Setbacks + Road Rights of Ways

SCOPE

1. Agency Coordination
2. Data Collection
3. Daylighting Alternatives Analysis
 - a. Hydraulics
 - b. Cost Estimates
 - c. Benefits/Disadvantages
 - d. Illustrations
4. Researched-Based Viable Options



Illustration from 2013 Power District Redevelopment Plan

POWER DISTRICT SWEETWATER BRANCH CREEK DAYLIGHTING FEASIBILITY STUDY

STATUS

- 50% Draft Reviewed by CRA & TAT
- Final Report/Analysis → End April

EXAMPLE CHALLENGE

1. Upstream Issues

- a. Flooding at SE 4th Avenue
 - Unsafe conditions
 - Water quality issues (erosion)
- b. High velocities w/ storm flash
 - Unsafe conditions
 - Water quality issues (erosion)
- c. FEMA 100-Year



**POWER DISTRICT
SWEETWATER BRANCH
CREEK DAYLIGHTING
FEASIBILITY STUDY**

BACKGROUND

1. Phase 1 & 2 Environmental Site Assessments Parcels 1 & 2
 - a. Historical Research
 - b. Contamination Identification
 - c. Monitoring Wells
 - d. DEP Funding

NEXT STEPS

1. Phase 1 for Fleet Site = COMPLETE
2. Phase 2 for Fleet Site = UNDERWAY
3. DEP LSSI for Fleet Site = UNDERWAY
4. Correction Plan All Parcels = FUTURE



**POWER DISTRICT
ENVIRONMENTAL ASSESSMENTS**

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RECRUITMENT STATUS

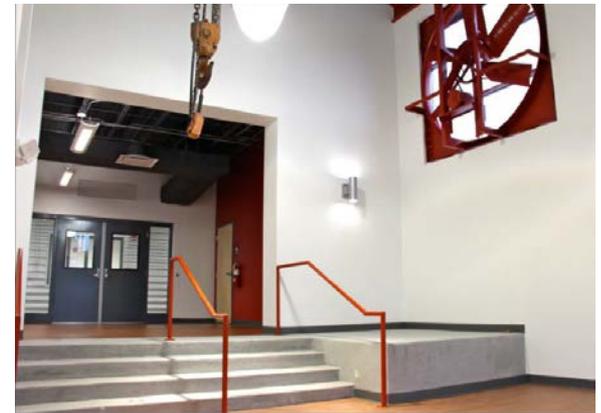
1. CRA has spoken generally about opportunities in the Power District

- Public knows the Catalyst Building
- Knows Power District as a major City/CRA strategic initiative

2. Despite lack of active marketing, we've seen a wide range of interest

- Tech companies
- Site selectors for tech office/light manufacturing
- Breweries/restaurants/coffee shops/brick oven pizza
- Office/warehouse (commercial and non-profit)
- Developers

3. Strong appetite for industrial-inspired architecture in a prime downtown location



**POWER DISTRICT
PROPERTY DISPOSAL STRATEGY**

BACKGROUND

- 1. We have not been able to move forward with prospects due to several unknowns**
 - Building condition/costs to renovate
 - Land value/disposal policy
- 2. Contracted with CRE Property Tax Group, LLC to provide estimates of rental rates and land values for different uses:**
 - Industrial/Commercial/Residential
 - Gain initial understanding of how the market sees this location
- 3. More information is needed on for this property before determining value and moving forward with prospects**
 - Feasible or cost prohibitive to renovate buildings?
 - Do some existing buildings locations prevent optimal use of the site?
 - Which parts of the property are actually buildable?
 - Contamination/costs of remediation
 - Infrastructure upgrades



**POWER DISTRICT
PROPERTY DISPOSAL STRATEGY**

APPROACH, SCOPE, & NEXT STEPS

1. Contracted with National Development Council (NDC) to help us devise a formula to determine fair value

- ❑ Will be able to plug in each component impacting the value

2. NDC analysis is underway

- ❑ Analyzing existing data and new reports as they become available
- ❑ Will help drive decision-making process on how to proceed with land disposition
- ❑ Will result in recommendation of fair value compensation for GRU
- ❑ NDC and staff will report back with findings and to discuss the formula

3. Look forward to be in the position to close deals in the Power District!

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POWER DISTRICT SHORT-TERM AESTHETIC SITE IMPROVEMENTS





**POWER DISTRICT
SHORT-TERM AESTHETIC SITE IMPROVEMENTS**



**POWER DISTRICT
SHORT-TERM AESTHETIC SITE IMPROVEMENTS**

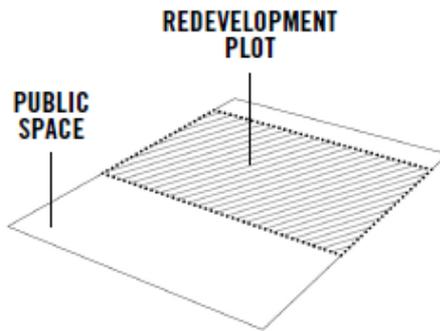


**POWER DISTRICT
SHORT-TERM AESTHETIC SITE IMPROVEMENTS**

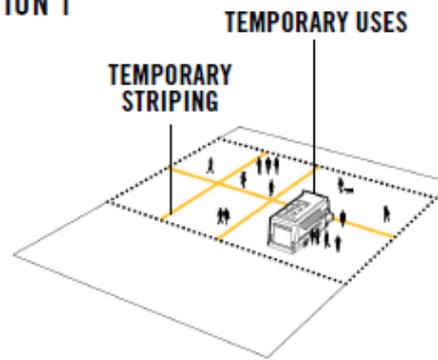
“PHASING” REDEVELOPMENT OCCURS BEFORE PERMANENT WORKS ARE PUT ON A SITE. THE POWER DISTRICT SHOULD OPEN ITSELF TO THE PUBLIC IN THE NEAR-TERM WITH TEMPORARY ACTIVITIES.

NEAR-TERM STRATEGY FOR GENERATING ACTIVITY + MARKETING ON SITE

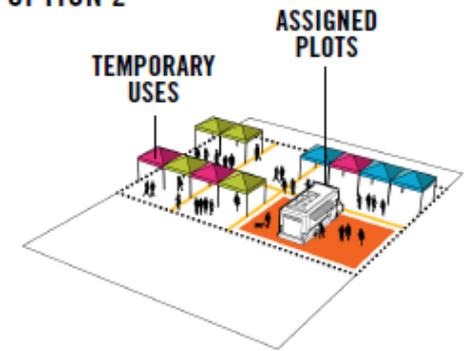
EXISTING



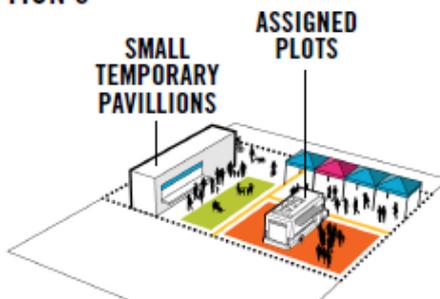
OPTION 1



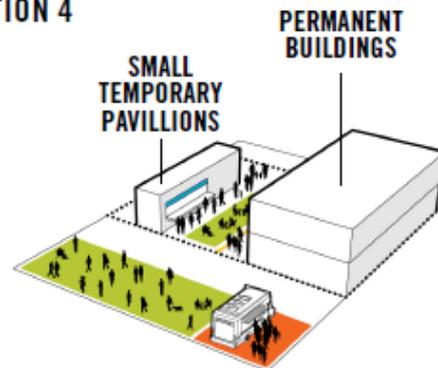
OPTION 2



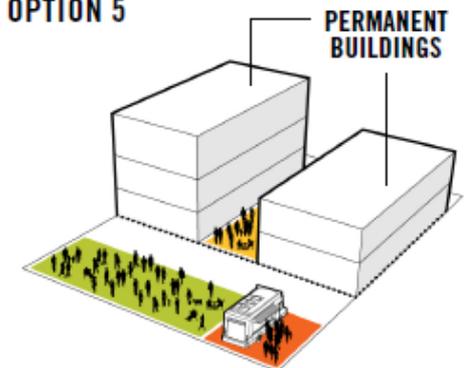
OPTION 3



OPTION 4



OPTION 5



**POWER DISTRICT
VISION & POTENTIAL**



**LIGHTING INSTALLATION
TO HIGHLIGHT INDUSTRIAL
HERITAGE**

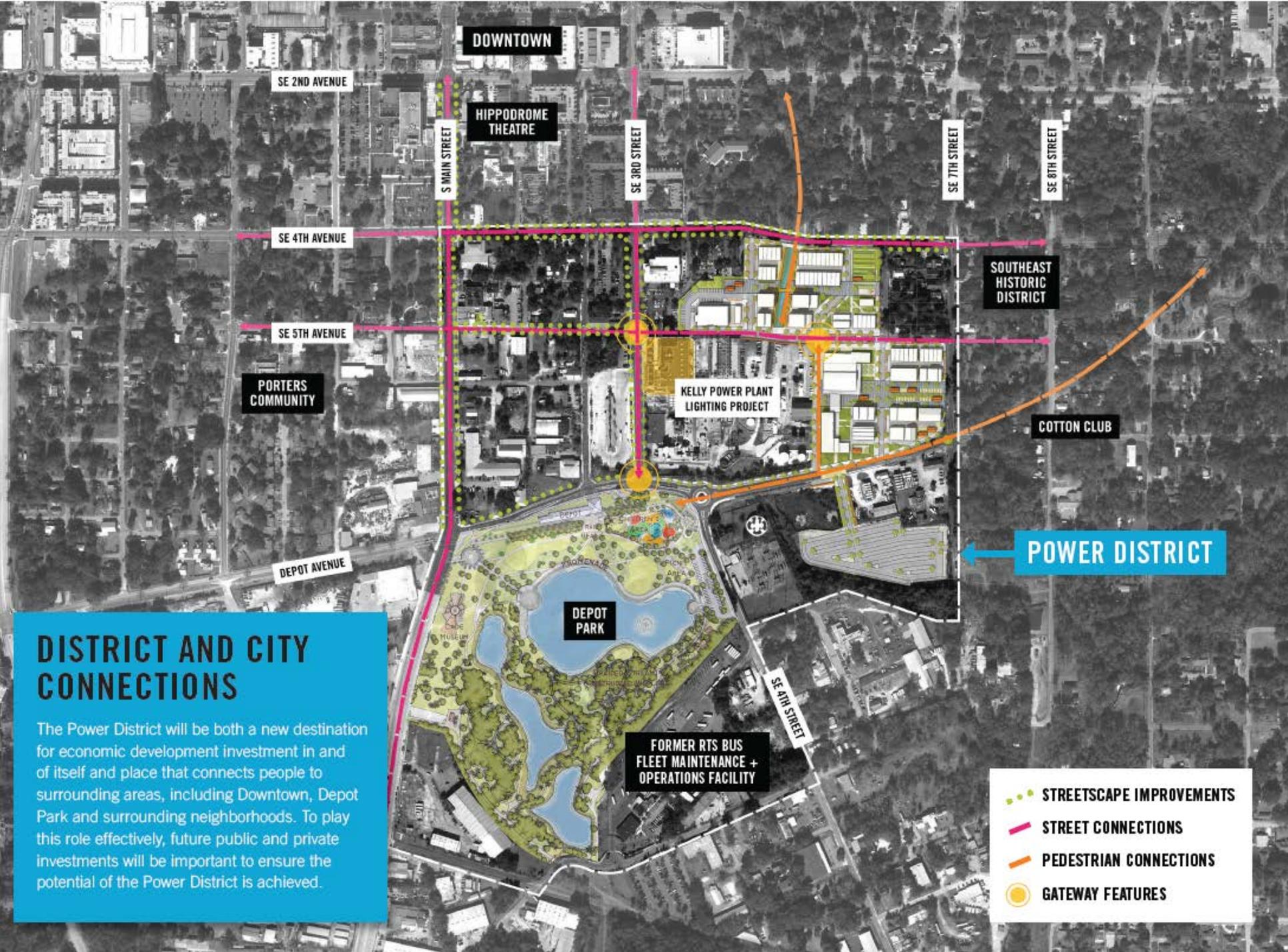
Landschaftspark Duisburg-Nord
Duisburg, Germany

**POWER DISTRICT
VISION & POTENTIAL**

TENTATIVE SCHEDULE & NEXT STEPS

1. BUILDING NEEDS ASSESSMENT = **MARCH 2015**
2. UTILITY INFRASTRUCTURE REPORT = **APRIL 2015**
3. SWEETWATER BRANCH CREEK DAYLIGHTING FEASIBILITY REPORT = **APRIL 2015**
4. PROPERTY DISPOSAL FORMULA & STRATEGY = **APRIL 2015/MAY 2015**
5. SHORT-TERM AESTHETIC SITE IMPROVEMENTS PLAN = **APRIL/MAY 2015**
6. ENVIRONMENTAL ASSESSMENTS & REMEDIATION STRATEGY SCOPE = **SUMMER 2015**
7. BRANDING AND MARKETING PLAN = **SUMMER 2015**

**POWER DISTRICT
CRA Board Update Presentation
FEBRUARY 16, 2015**



DOWNTOWN

SE 2ND AVENUE

HIPPODROME THEATRE

S MAIN STREET

SE 3RD STREET

SE 7TH STREET

SE 8TH STREET

SE 4TH AVENUE

SOUTHEAST HISTORIC DISTRICT

SE 5TH AVENUE

PORTERS COMMUNITY

KELLY POWER PLANT LIGHTING PROJECT

COTTON CLUB

DEPOT AVENUE

POWER DISTRICT

DEPOT PARK

FORMER RTS BUS FLEET MAINTENANCE + OPERATIONS FACILITY

SE 4TH STREET

DISTRICT AND CITY CONNECTIONS

The Power District will be both a new destination for economic development investment in and of itself and place that connects people to surrounding areas, including Downtown, Depot Park and surrounding neighborhoods. To play this role effectively, future public and private investments will be important to ensure the potential of the Power District is achieved.

- STREETScape IMPROVEMENTS
- STREET CONNECTIONS
- PEDESTRIAN CONNECTIONS
- GATEWAY FEATURES

DISCUSSION



POWER
DISTRICT