

DECEMBER 2013

POWER DISTRICT REDEVELOPMENT PLAN UPDATE

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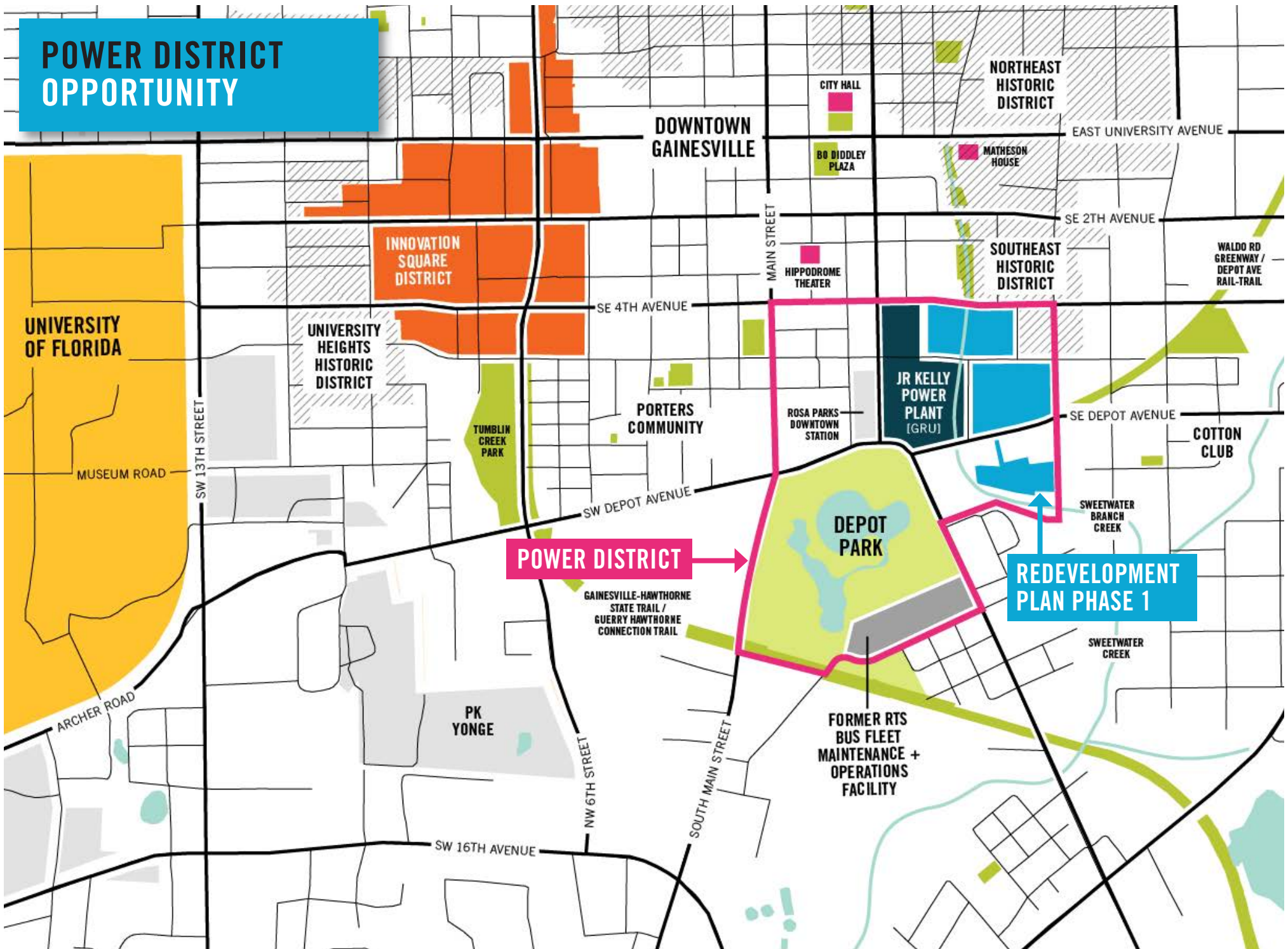
POWER DISTRICT REDEVELOPMENT PLAN UPDATE

The Power District is located between Downtown Gainesville and Depot Park. This district of predominantly former industrial buildings grew around the Gainesville Regional Utilities (GRU) headquarters on the southern edge of Downtown which extends southeast over several blocks beginning with GRU's office building at the corner of SE 5th Avenue and SE 3rd Street. GRU's complex includes the administrative buildings, the Kelly Power Plant (constructed 1912), as well as various operational facilities.

In 2008 GRU planned to relocate from its downtown complex to a new facility north of the City. At that time, the Gainesville Community Redevelopment Agency (GCRA) commissioned a planning study that was formally adopted as a Redevelopment Plan for the land that GRU intended to vacate. In the ensuing years, GRU's facilities' plans evolved to continue operating the downtown complex (specifically, office building and power plant) but vacate approximately 17 acres of land and buildings which form the core of this study area. Although the Power District is more than just the land that GRU is opening for development, this core 17 acres will be used to spark development and set a standard for quality throughout the larger Power District.

In 2011, the GCRA renovated a former GRU building in the redevelopment area, turning an underutilized building into the Catalyst Warehouse, a space for tech-oriented economic development that is presently leased to a local robotics company. This Redevelopment Plan Update expands the investment made in the Catalyst building. This plan focus on laying out a development framework that will serve as a platform for economic growth and investment in the community while improving the quality of life in the Power District and surrounding neighborhoods.

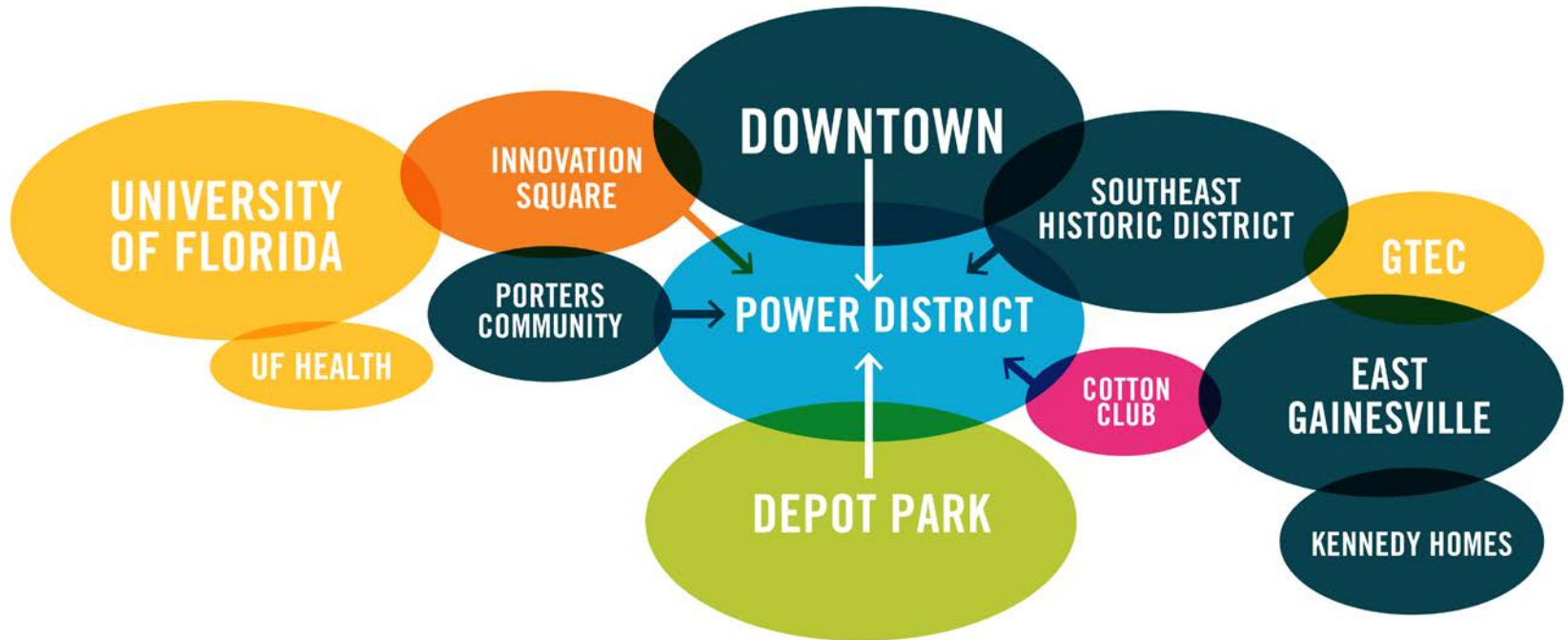
POWER DISTRICT OPPORTUNITY



POWER DISTRICT

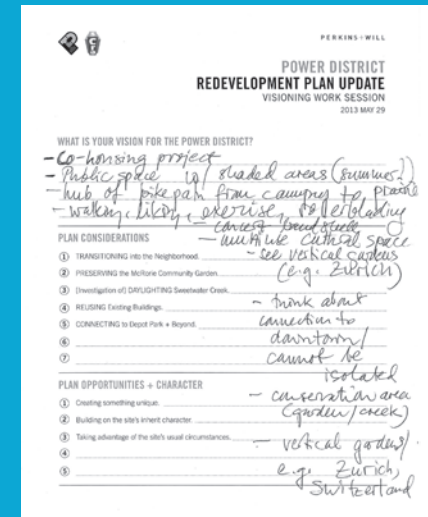
REDEVELOPMENT PLAN PHASE 1

THE VISION FOR THE POWER DISTRICT IS TO CREATE A RICH URBAN ENVIRONMENT WITH DIVERSE ACTIVITIES THAT WILL UNIFY THE HEART OF GAINESVILLE.



STAKEHOLDER INVOLVEMENT MEETING DATES

- MAY 06 2013** Planning Committee (Public Works, R.T.S., Planning)
- MAY 06 2013** GRU Staff (Land Rights/Real Estate)
- MAY 29 2013** Public Meeting #1 (Depot Building)
- MAY 29 2013** Real Estate, Chamber of Commerce + Economic Development Stakeholders
- JUNE 12 2013** DRAB Meeting Presentation
- JUNE 17 2013** CRA Board Meeting & Presentation
- JULY 11 2013** ERAB Meeting Presentation
- JULY 15 2013** Public Meeting #2 (Civic Media Center)
- JULY 15 2013** City Manager and GRU Manager Coordination Meeting
- AUG 17 2013** Porters Summer Block Party Table (Porters Community Center)
- SEPT 16 2013** Planning Committee (Public Works, R.T.S., Planning)
- SEPT 16 2013** GRU Staff (Land Rights/Real Estate)
- SEPT 16 2013** Public Meeting #3 (Porters Community Center)
- SEPT 17 2013** Public Meeting #4 (Depot Building)
- OCT 09 2013** DRAB Meeting Presentation
- OCT 15 2013** City Manager and GRU Manager Coordination Meeting
- DEC 16 2013** CRA Board Meeting + Presentation
- DEC 16 2013** Public Meeting #5 (Depot Building)



PUBLIC COMMENT FORM



PUBLIC MEETING #1

May 29, 2013 - Depot Building

STAKEHOLDER COMMENTS + COMMUNITY VISION

Stakeholder engagement and public participation is vital to understanding the present and envisioning the future. A wide range of stakeholder groups were consulted in a wide range of forums during the course of this planning process. Five official public meetings were held across the Power District area. Members of the planning team attended community events on behalf of the Power District planning initiative and met regularly with a technical advisory group from the City of Gainesville (Planning and Public Works) and GRU along with multiple meetings with the City Manager and GRU Manager. A core group of issues repeatedly came to the forefront discussions with the community and City staff. These issues are categorized below and form the basis of the planning recommendations.

1 LEVERAGING THE INDUSTRIAL CHARACTER

Stakeholders expressed an interest in retaining the distinct and unique sense of place the Power District has and, further, expressed concern about a one size fits all approach to redevelopment. The Little Five Points district in Atlanta was cited as an aspirational example of an economically successful and culturally diverse shopping and entertainment district.

2 KEEP IT LOCAL

Interest in providing flexible spaces for local businesses was expressed by the neighborhoods, business community and City staff. The Power District is viewed as an opportunity for artists and start-up businesses alike to find a range of rental rates and property ownership options.

3 ORGANIC REDEVELOPMENT

Stakeholders advocated for redevelopment to occur naturally through the collective efforts of small developers and local businesses, rather than as a single development that is built all at once. This “organic” approach can help retain existing buildings that still have useful life remaining.

4 SWEETWATER BRANCH CREEK

Opening Sweetwater Branch Creek, which is piped through GRU’s property, to daylight has been a central issue for the community dating back to previous planning studies. Stakeholders remain supportive of this effort and wants the creek to become both a public park and an environmental feature of any new redevelopment project.

5 LAND USE DIVERSITY AND OPEN SPACE PRESERVATION

Stakeholders support expanding and diversifying the range of land uses within the district; this includes more retail and housing options, creating new spaces for locally owned businesses, establishing more educational space for community use (potentially in conjunction with the Kelly Power Plant museum), preserving the McRorie Community Garden.

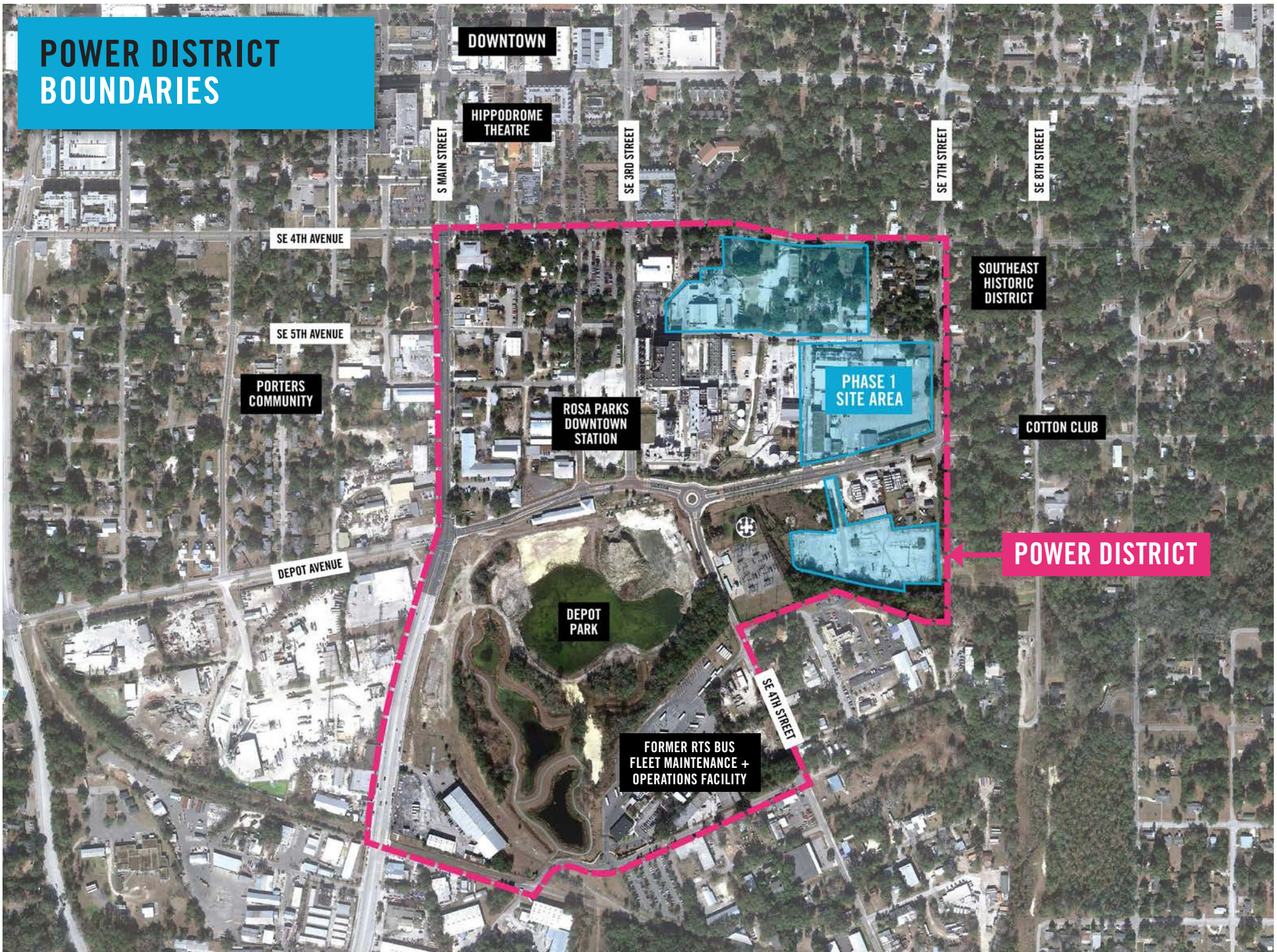
6 CONNECTING THE DISTRICT TO THE CITY

Stakeholders expressed the need to build better and higher quality connections to the Power District from surrounding neighborhoods and through the Power District to Downtown and Depot Park. Stakeholders requested new sidewalks and sidewalk improvements throughout the district. They also request extending the City’s street grid through the GRU property as a part of any redevelopment; the extended street grid could be either vehicular streets or pedestrian streets.

7 INTERFACE WITH ADJACENT NEIGHBORHOODS

How the new development interfaces with adjacent neighborhoods is a widespread concern in the community. The issue of neighborhood interface includes: the height and density of structures built adjacent to existing residences to the east of the Power District, particularly along SE 6th Terrace and the Southeast Historic District, as well as the impacts of increased traffic and on-street parking as a product of future development.

POWER DISTRICT BOUNDARIES



THESE FUNDAMENTAL PRINCIPLES SET A BENCHMARK FOR SUCCESSFUL REDEVELOPMENT IN THE POWER DISTRICT.

CORE PLANNING PRINCIPLES

A series of goals were established to guide the planning process and the ultimate redevelopment of the Power District. These parameters describe how the Power District should grow, its future character and relationship to the City of Gainesville.

1 BUILD ON WHAT'S EXISTING

Attracting new development to the Power District, an area that has seen historic underinvestment, is at the heart of this project. The GRU property gives the City an opportunity to catalyze new development while building on the area's industrial character through adaptive reuse of existing structures.

2 STRENGTHEN CONNECTIONS

The Power District has never before been an important public destination in the City of Gainesville because of its history as an industrial area and it lacks basic connections, such as sidewalks and bicycle lanes, to adjoining neighborhoods. Now, however, the Power District is at the heart of the city: between Downtown and Depot Park, Gainesville's signature public space. Connections to the community must be strengthened in order for the Power District to support itself as a destination and unify the urban heart of the City.

3 PLAN INCREMENTALLY AND BUILD SLOWLY

Community development is a process that can produce rich results when it unfolds slowly over time. The Power District must be planned for implementation in one or in many phases over the coming years. The advantage of this approach is that it will build redevelopment momentum for the district with many successive small projects and create an organic character that is in keeping with the surrounding neighborhood. Rather than putting forward a single complete vision, the Power District Redevelopment Plan proposes a strategy that can yield many different futures within a common framework of public spaces which support the community's vision.

4 MAKE IT UNIQUE

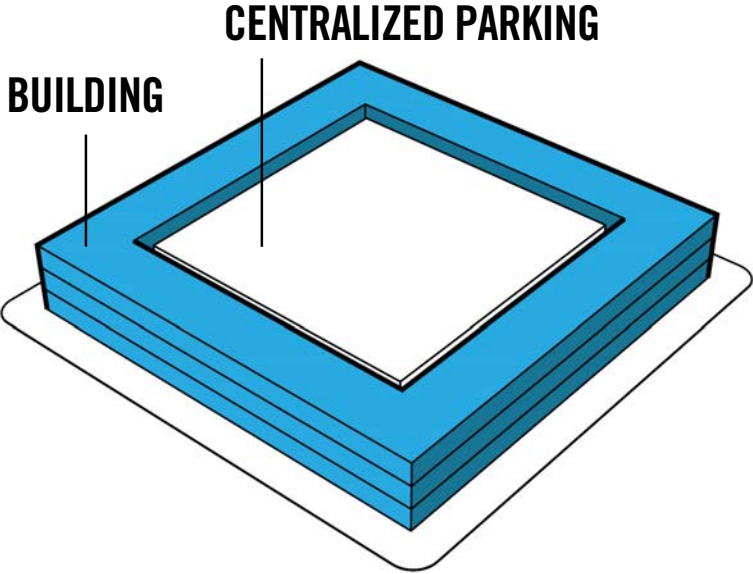
The Power District has a distinct sense of place today that is rooted in its industrial past. This funky industrial character is something that can be cultivated through redevelopment to maintain the unique qualities of the Power District and differentiate it from other districts in Gainesville.

THE STANDARD MODEL IN CONTEXT

The “standard model” can now be seen populating many areas of Gainesville that are experiencing progressive urban redevelopment. This development product has many advantages and provides benefits to communities in many applications. However, this model is not the only answer to every development opportunity and not appropriate for every community.



WHAT WE BUILD HAS A LASTING IMPACT ON THE QUALITY OF OUR COMMUNITIES. CHOOSING THE RIGHT MODEL FOR REDEVELOPMENT WILL CHANGE THE FACE OF THE POWER DISTRICT.



STANDARD APPROACH

176,000
1,440

SQUARE FEET - FLOOR AREA

LINEAR FEET - STREET FRONTAGE

STANDARD MODEL

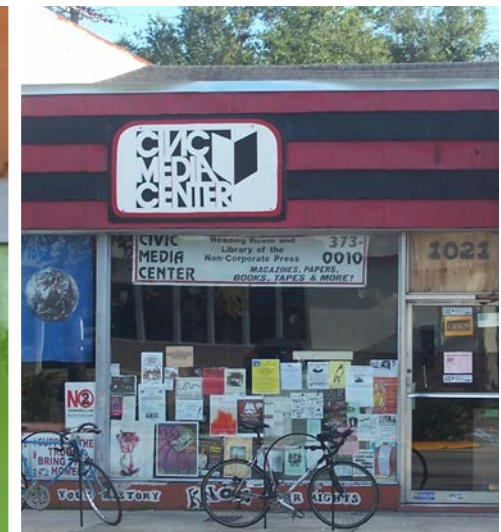
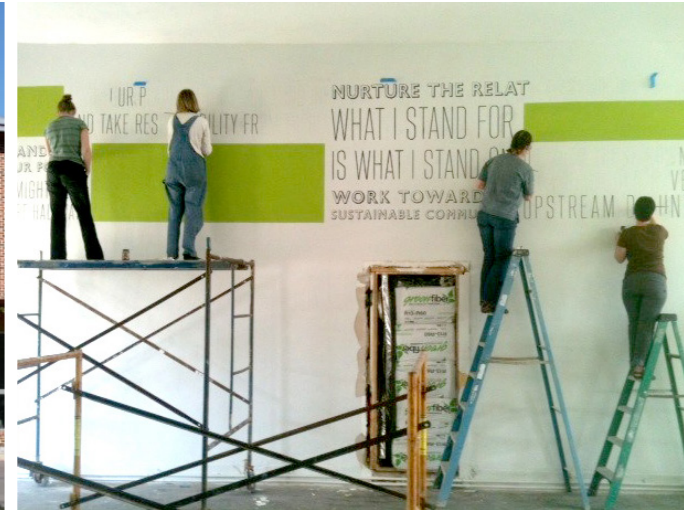
How we plan for what we build has a lasting impact on the quality of our communities. The organization and character of streets, blocks, lots and buildings sets the stage for life in our cities. In recent years, Gainesville, like other American cities, has been reinvesting in its urban core with a focus on greater density. With this planning trend have come new building types to meet the demand for urban revitalization.

A thin liner building around a parking structure, informally called a “Texas donut,” has become the standard model for new urban density because it does many things well. It activates street life with ground floor retail spaces. It has efficient floor plates for midrise housing. It hides a large but compact parking structure inside its perimeter and out of site from the street. And, from a development perspective, it can be built quickly and economically. When planners and developers think about new “mixed-use” development, they think about this building type.

Choosing the right development model – one that appropriate to the site and surrounding community – is at the heart of this planning process. The challenge presented by the “standard model” is not the amount of density, but inconsistency with the core principles of the project: it is predicated on development that is too monolithic and too rigid for the vision of the Power District.

CAN DENSITY BE DONE DIFFERENTLY?

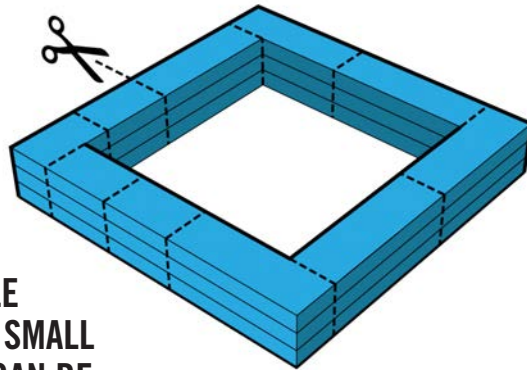
What the community likes about the Power District is, unsurprisingly, the Power District itself: its small compact buildings, its diverse building uses, its mixture of architecture styles and its eclectic feel. Rather than importing a new development model, new development should model the fabric of the community while meeting modern development needs.



BY REIMAGINING THE “STANDARD MODEL” FOR URBAN DENSITY, NEW DEVELOPMENT CAN MATCH THE SCALE AND CHARACTER OF COMMUNITY.

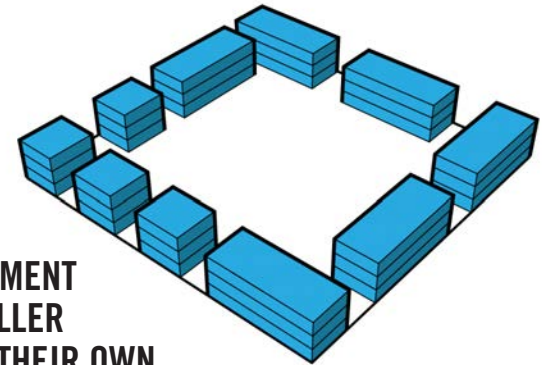
1.

BREAK THE SINGLE STRUCTURE INTO SMALL SEGMENTS THAT CAN BE OWNED AND DEVELOPED BY DIFFERENT PEOPLE



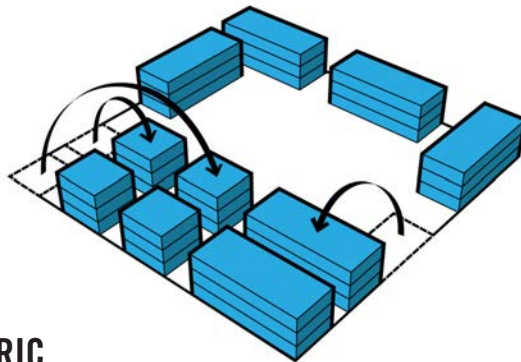
2.

TAKE EACH SEGMENT AND MAKE SMALLER BUILDINGS ON THEIR OWN DEVELOPMENT PLOTS



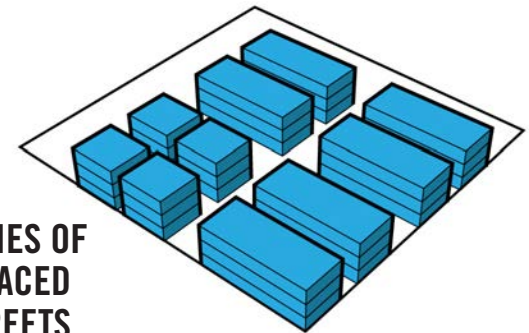
3.

REORGANIZE THE BUILDINGS INTO A DENSE URBAN FABRIC

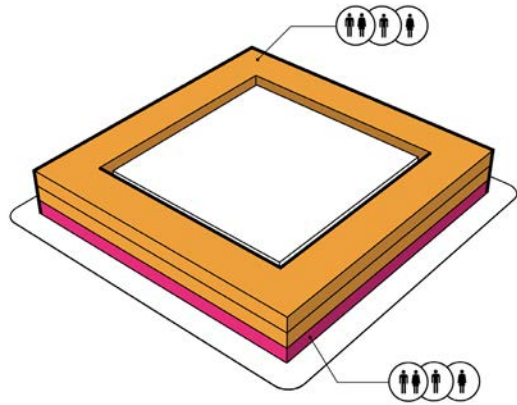


4.

ESTABLISH A SERIES OF MICRO-BLOCKS LACED WITH PUBLIC STREETS AND CIRCULATION PATHS

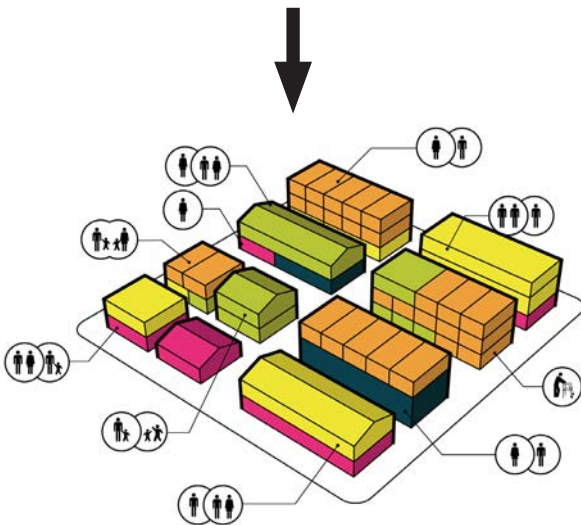


USERS & OWNERS



A STANDARD APPROACH

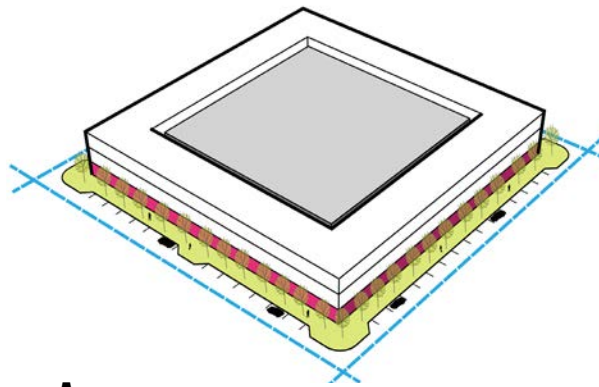
MAXIMUM POTENTIAL USES = 2-3
 MAXIMUM POTENTIAL USER GROUPS = 2-5



B PROPOSED APPROACH

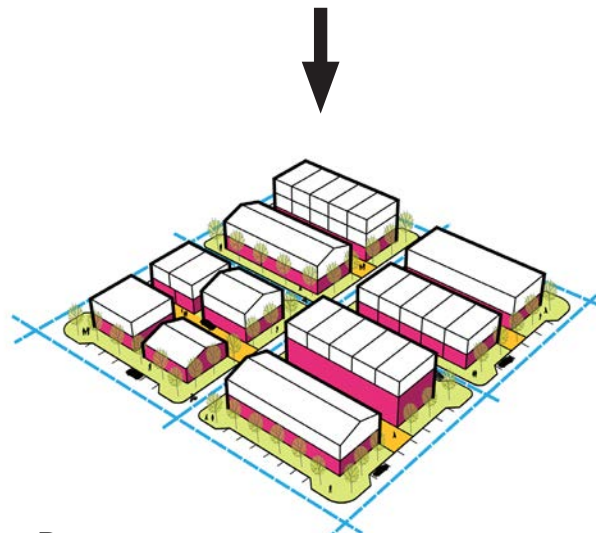
MAXIMUM POTENTIAL USES = 5+
 MAXIMUM POTENTIAL USER GROUPS = 10+

ACTIVE STREETS



A STANDARD APPROACH

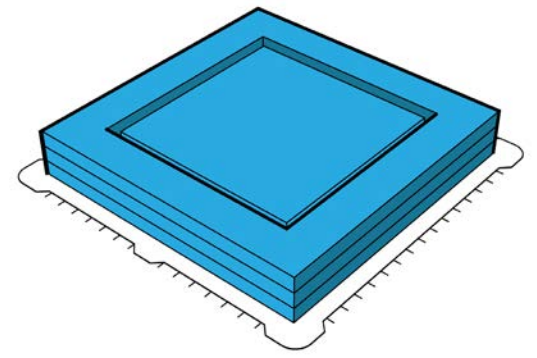
% OF PUBLIC SPACE = 26%
 TYPES OF PUBLIC SPACE = 1
 - STREETScape



B PROPOSED APPROACH

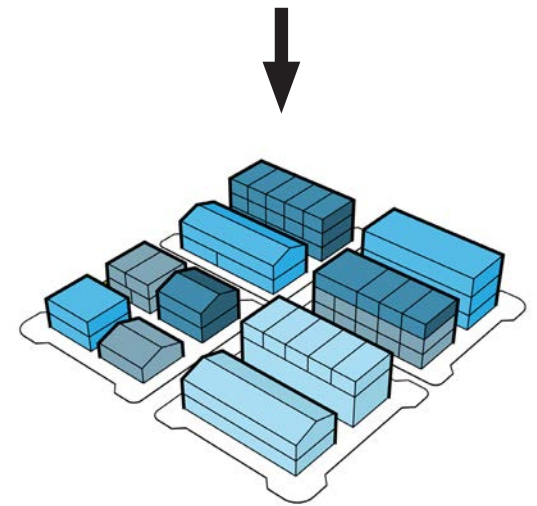
% OF PUBLIC SPACE = 60%
 TYPES OF PUBLIC SPACE = 5+
 - STREETScape, PARK, PLAZA, ALLEY, GARDEN...

PHASING



A STANDARD APPROACH

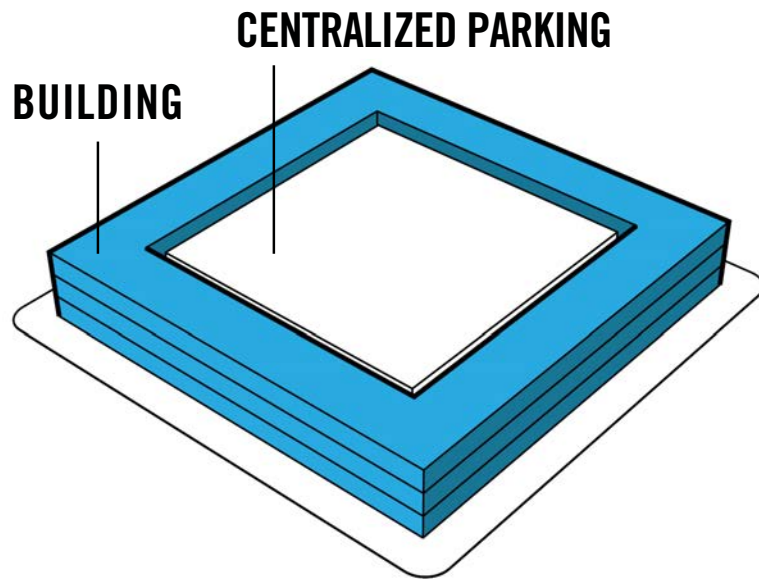
MAXIMUM POTENTIAL PHASES = 1
 # OF BUILDING TYPES = 1



B PROPOSED APPROACH

MAXIMUM POTENTIAL PHASES = 4+
 # OF BUILDING TYPES = 8+

BY BREAKING THE SINGLE LARGER BUILDING INTO MULTIPLE SMALLER SCALE BUILDINGS AND DECENTRALIZING PARKING, YOU GET ADDED BENEFITS WITHOUT SACRIFICING DEVELOPMENT DENSITY.



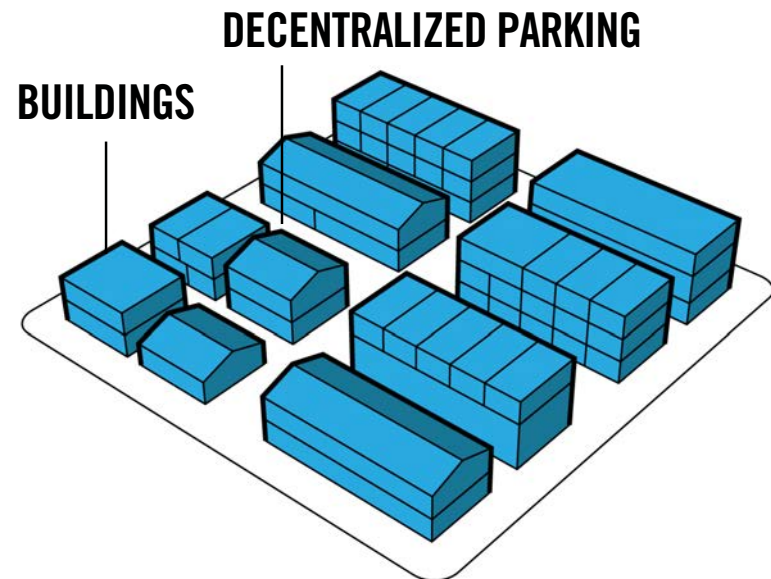
STANDARD APPROACH

176,000

SQUARE FEET - FLOOR AREA

1,440

LINEAR FEET - STREET FRONTAGE



PROPOSED APPROACH

176,000

SQUARE FEET - FLOOR AREA

3,600

LINEAR FEET - STREET FRONTAGE

LIGHTING INSTALLATION TO HIGHLIGHT INDUSTRIAL HERITAGE

Landschaftspark Duisburg-Nord
Duisburg, Germany



FOR THE POWER DISTRICT TO BECOME A DESTINATION IN ITS OWN RIGHT, A RICH PUBLIC REALM MUST BE CULTIVATED WITH ART AND ACTIVITIES.

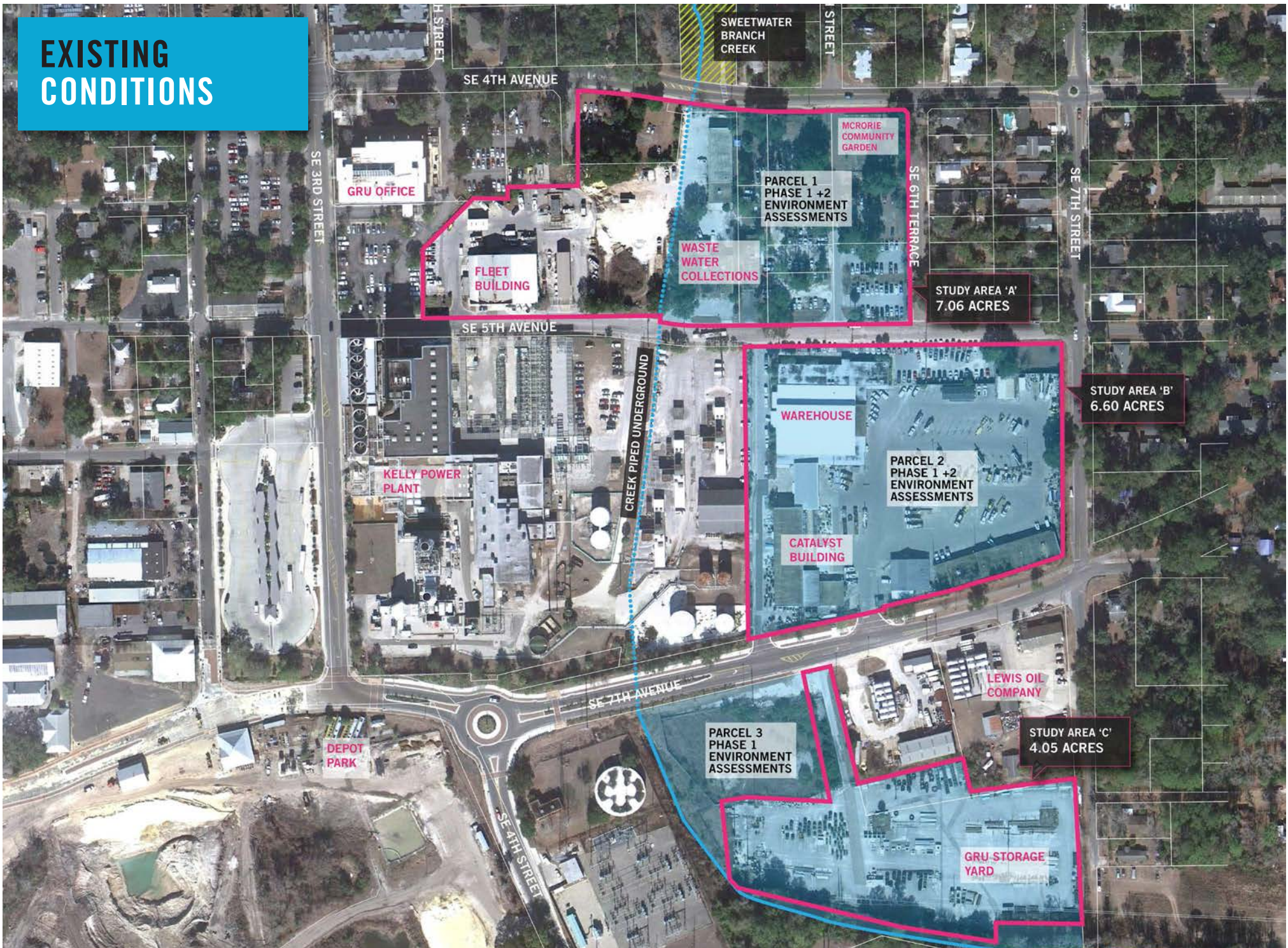


ACTIVATING PUBLIC SPACE

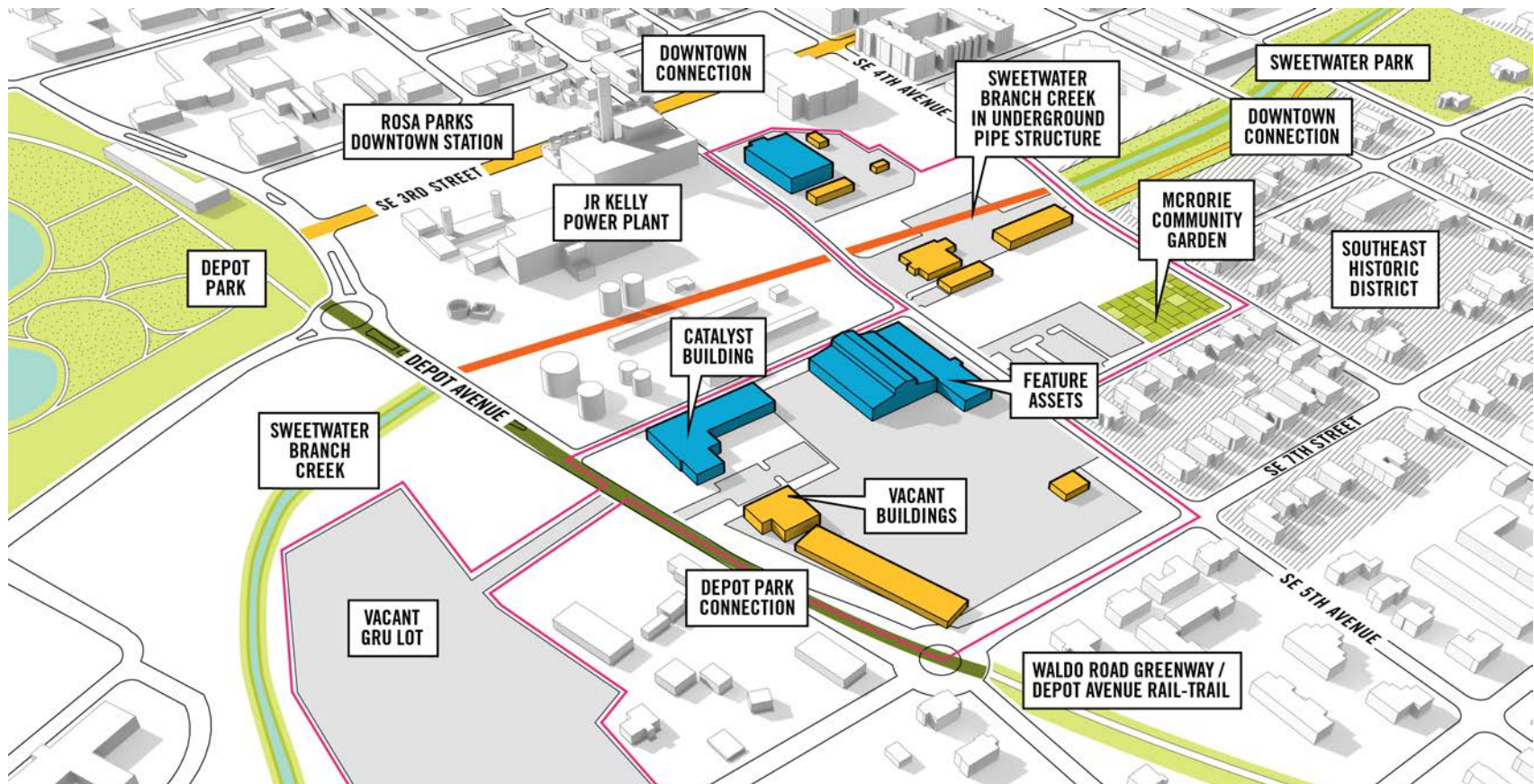
Public space does not naturally generate its own activity, richness and comfort for people. Those characteristics must be planned for and cultivated through implementation. Likewise, dedication to a rich public realm does not necessarily require large capital investment and permanent fixtures. These images illustrate a range of temporary activities and art installations that bring life and interest to public space in a flexible way. Light footprint installations, such as lighting the Kelly Power Plant, can be done quickly for big impact.



EXISTING CONDITIONS

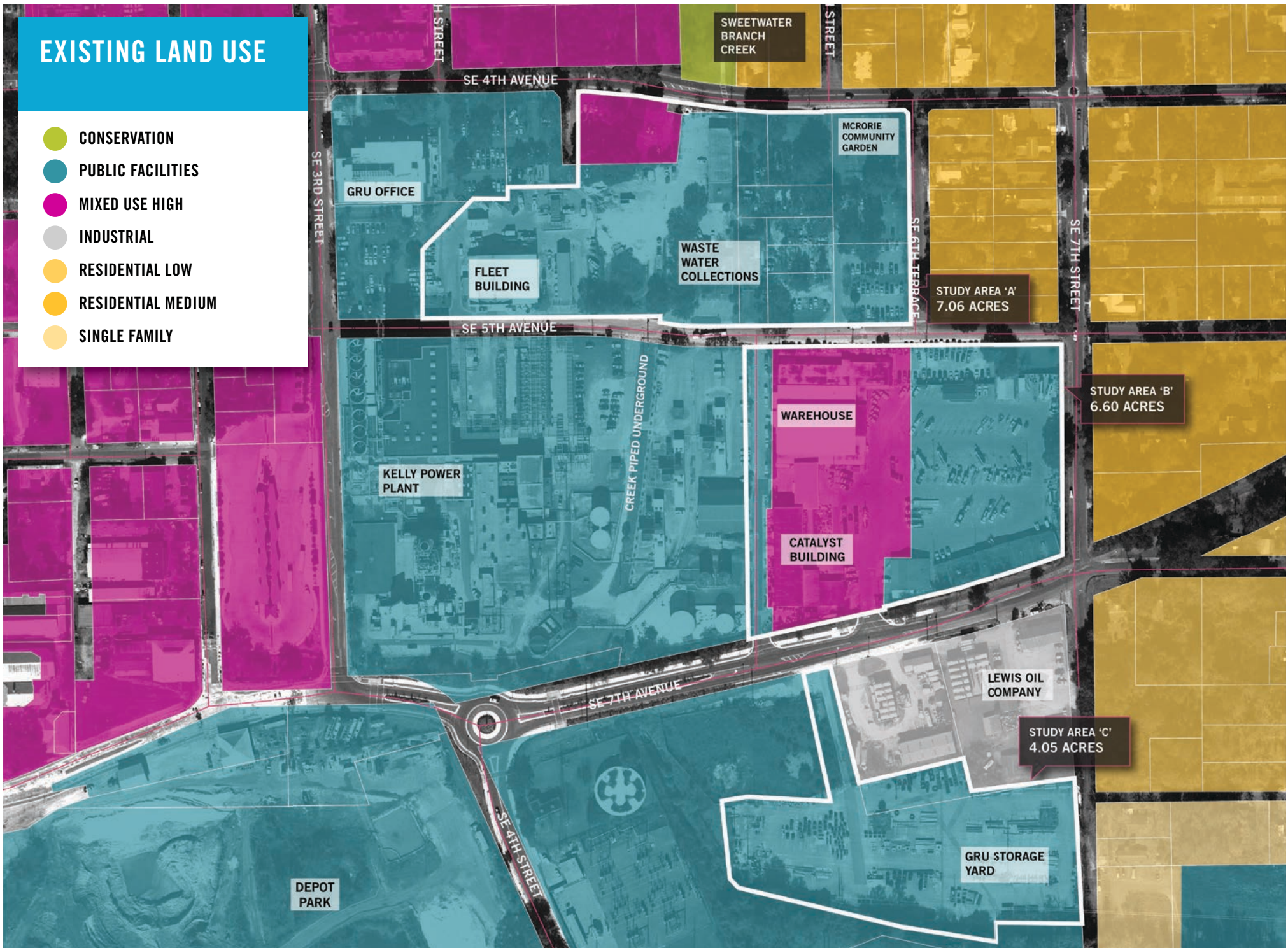


THE FIRST PHASE OF REDEVELOPMENT ACTIVITY IS PLANNED FOR 17 ACRES OF LAND ADJACENT TO GRU'S OFFICE BUILDING AND KELLY POWER PLANT.



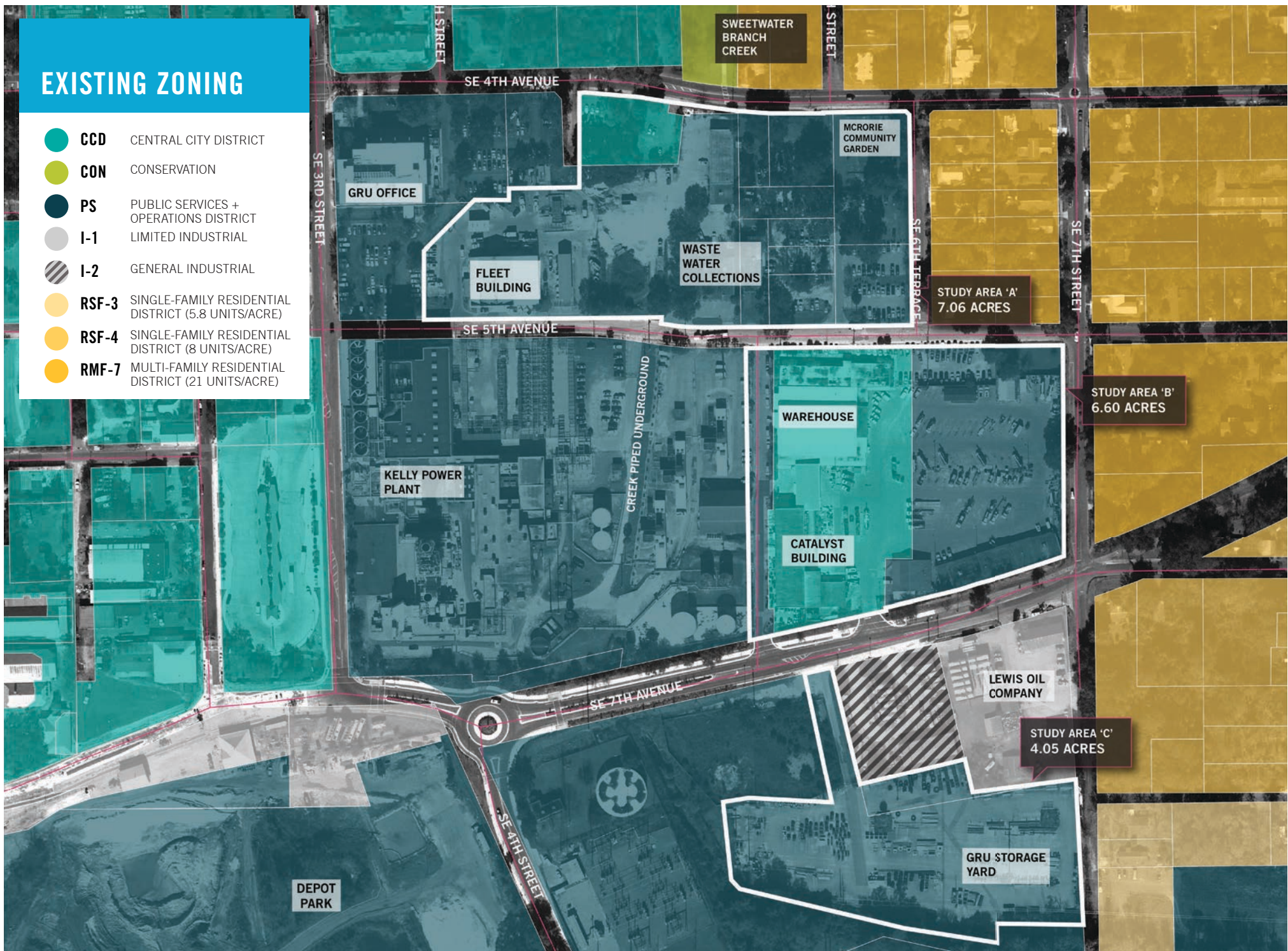
EXISTING LAND USE

- CONSERVATION
- PUBLIC FACILITIES
- MIXED USE HIGH
- INDUSTRIAL
- RESIDENTIAL LOW
- RESIDENTIAL MEDIUM
- SINGLE FAMILY



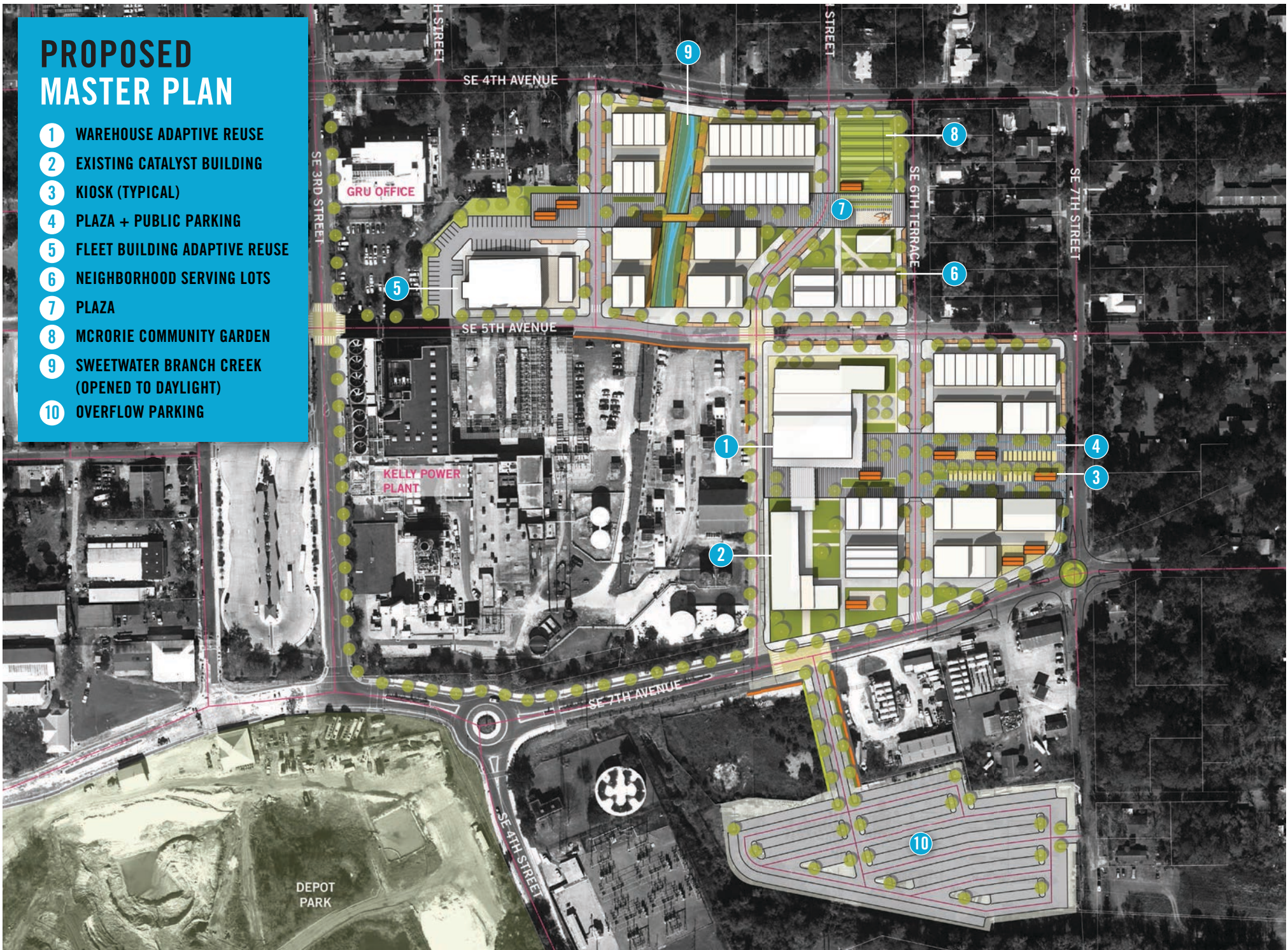
EXISTING ZONING

- CCD** CENTRAL CITY DISTRICT
- CON** CONSERVATION
- PS** PUBLIC SERVICES + OPERATIONS DISTRICT
- I-1** LIMITED INDUSTRIAL
- I-2** GENERAL INDUSTRIAL
- RSF-3** SINGLE-FAMILY RESIDENTIAL DISTRICT (5.8 UNITS/ACRE)
- RSF-4** SINGLE-FAMILY RESIDENTIAL DISTRICT (8 UNITS/ACRE)
- RMF-7** MULTI-FAMILY RESIDENTIAL DISTRICT (21 UNITS/ACRE)



PROPOSED 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



THE MASTER PLAN BUILDS ON EXISTING FEATURES OF THE SITE, INCLUDING THE MCRORIE COMMUNITY GARDEN, SWEETWATER BRANCH CREEK AND ADAPTABLE INDUSTRIAL STRUCTURES.

MASTER PLAN

The master plan for Phase 1 of the Power District focuses on approximately 17 acres of City/GRU land which has been vacated by Gainesville Regional Utilities on the north and south side of SE 5th Avenue. This area is the first and largest opportunity for coordinated redevelopment within the Power District. The concepts illustrated in the plan translate principles outlined elsewhere in this document into a system of streets, public spaces and private development plots with certain height and use controls.

This master plan proposes extending the City's street grid through the site with new street segments along SE 6th Terrace, SE 6th Street and SE 5th Street. These new streets break down the scale the existing blocks (creating five blocks from two) and increase connectivity through the district.

A linear public plaza is proposed through the middle of both the blocks on the north and the south of SE 5th Avenue; these spaces serve to bind each sub-district around a common public space. A section of the Sweetwater Branch Creek is proposed for "daylighting," which would redirect the water from its current location in an underground pipe into an above ground channel. This new creekbed would provide a natural feature and an expanded space for stormwater management.

Land allocated for private development is parcelized around existing buildings that will be retained and into two-sided micro-blocks for

new development. Each micro-block provides approximately 60'-0" of development depth on either side of a private alley. The micro-block concept organizes the fronts of each building outward toward the streets and inward toward the linear public plazas.

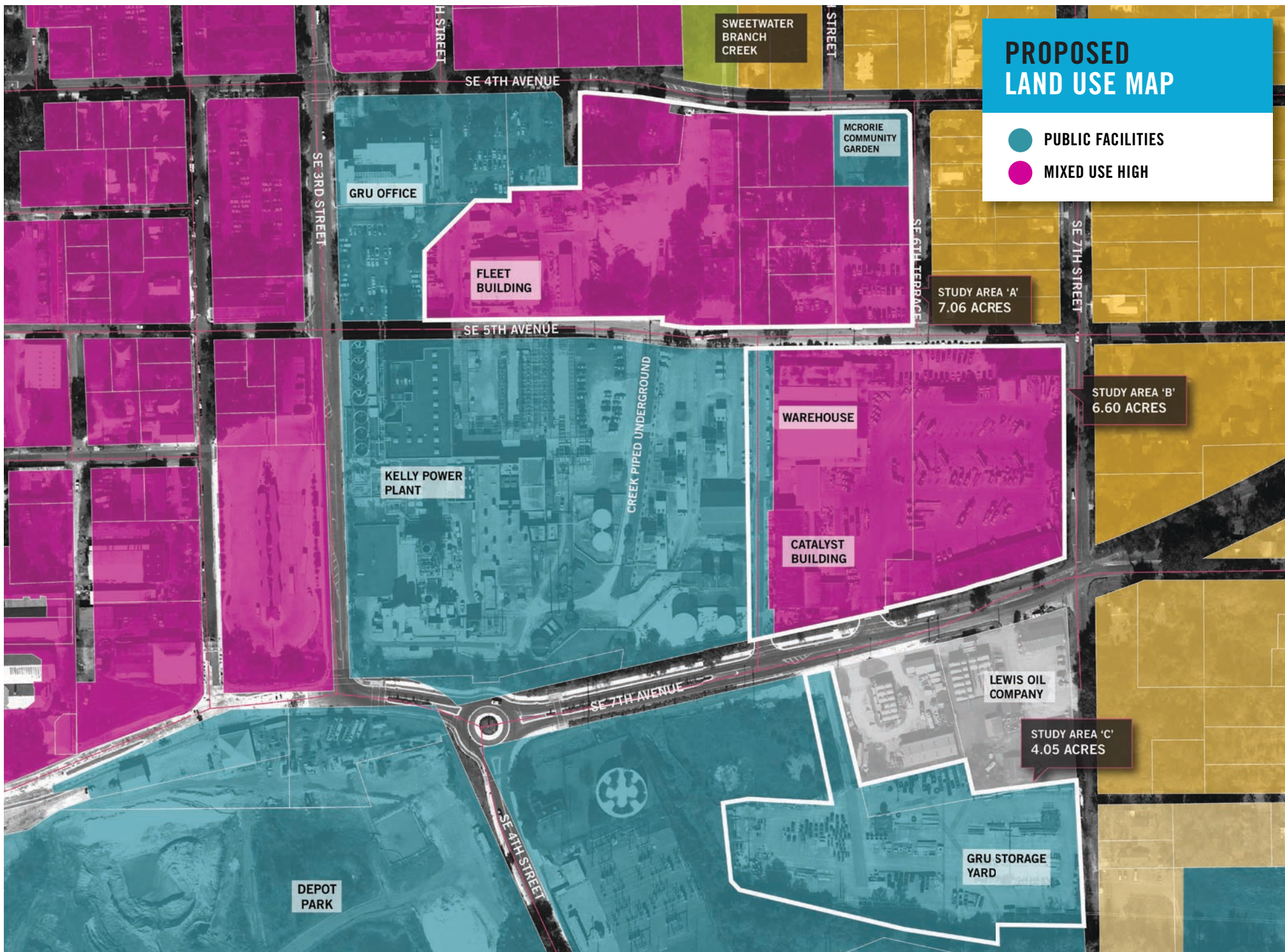
Building heights and uses are recommended to transition lower heights and less intense uses along the edges of the Phase 1 area, particularly on the eastern side that abuts the residential district.

On-street parking is located throughout the district with limited off-street parking beneath new structures. Two parking lots are dedicated for shared use, one on the north side around the GRU Fleet Building and one south of SE 7th Avenue, which includes approximately 350 spaces in total and provides the bulk of parking for the district.



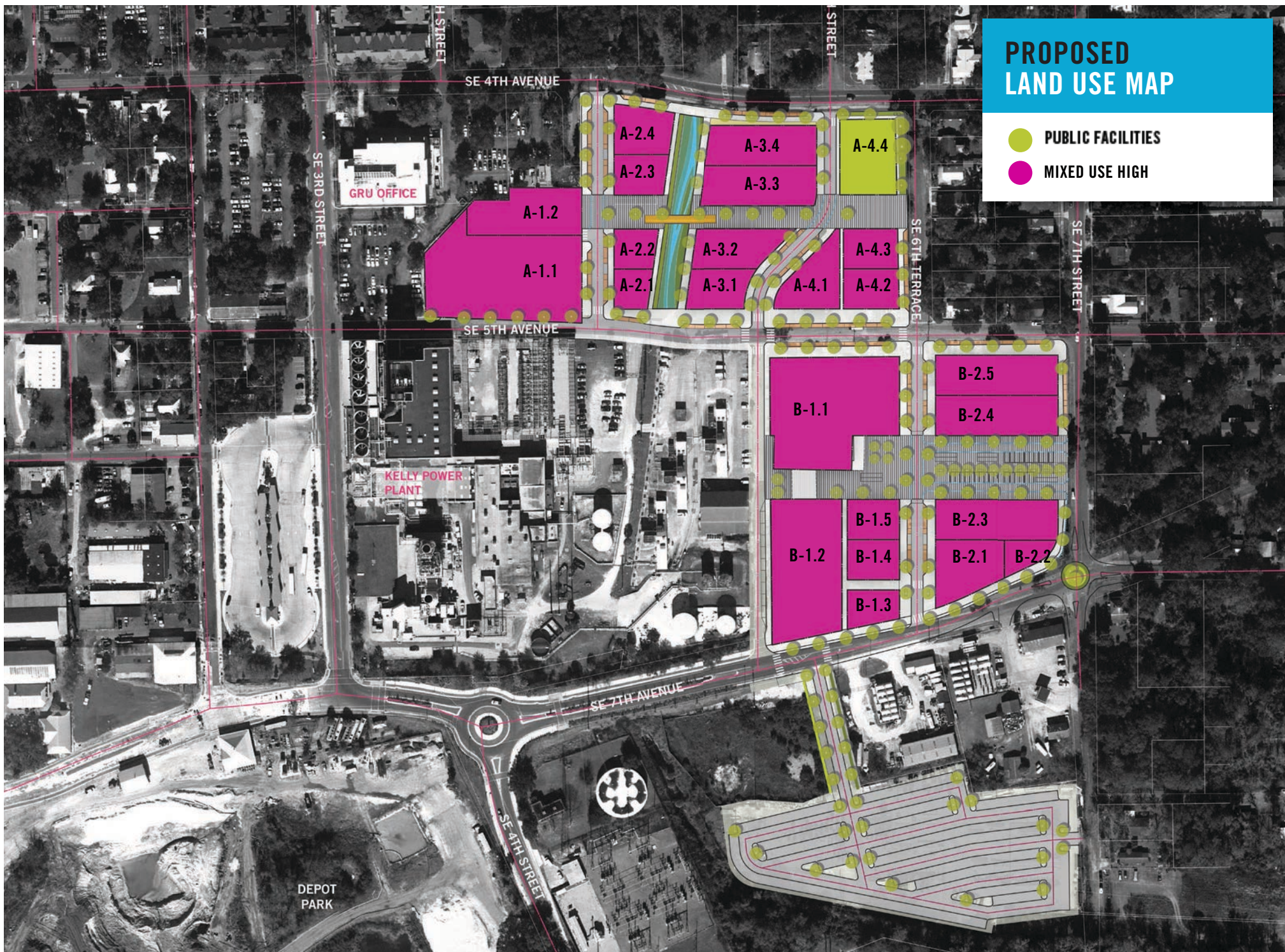
PROPOSED LAND USE MAP

- PUBLIC FACILITIES
- MIXED USE HIGH



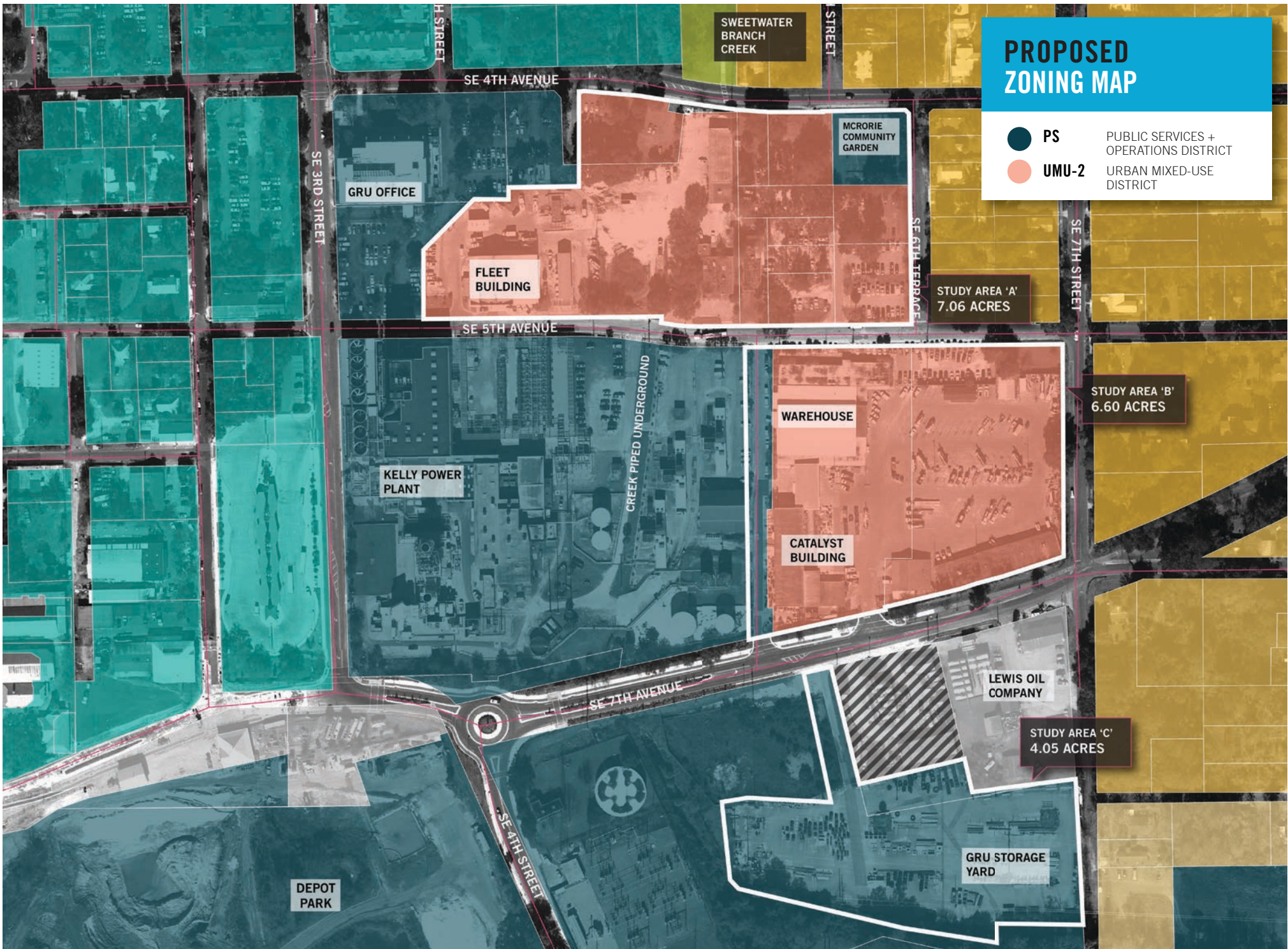
PROPOSED LAND USE MAP

- PUBLIC FACILITIES
- MIXED USE HIGH



PROPOSED ZONING MAP

- PS PUBLIC SERVICES + OPERATIONS DISTRICT
- UMU-2 URBAN MIXED-USE DISTRICT



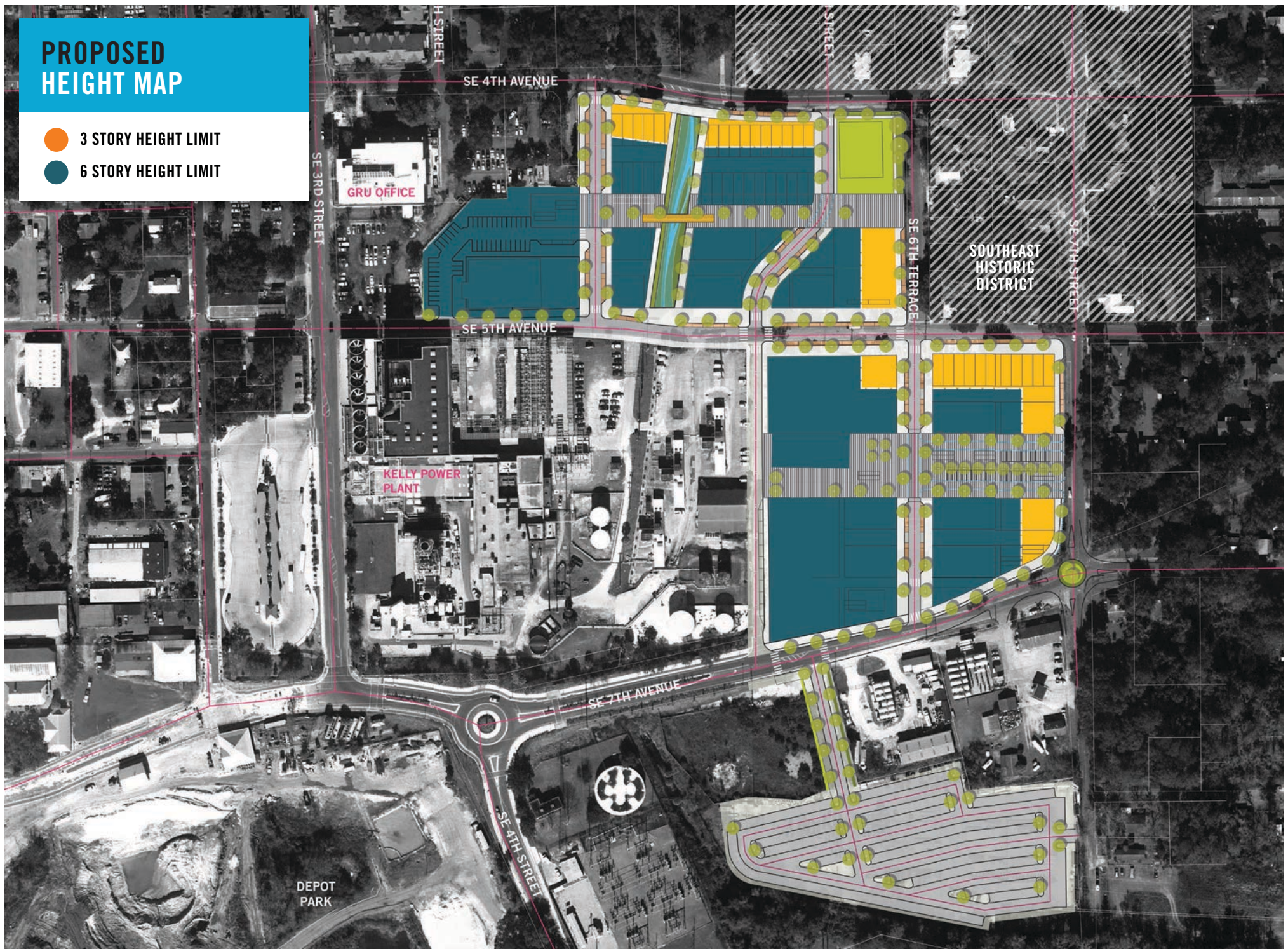
PROPOSED ZONING MAP

- PS PUBLIC SERVICE (existing)
- UMU-2 URBAN MIXED-USE DISTRICT



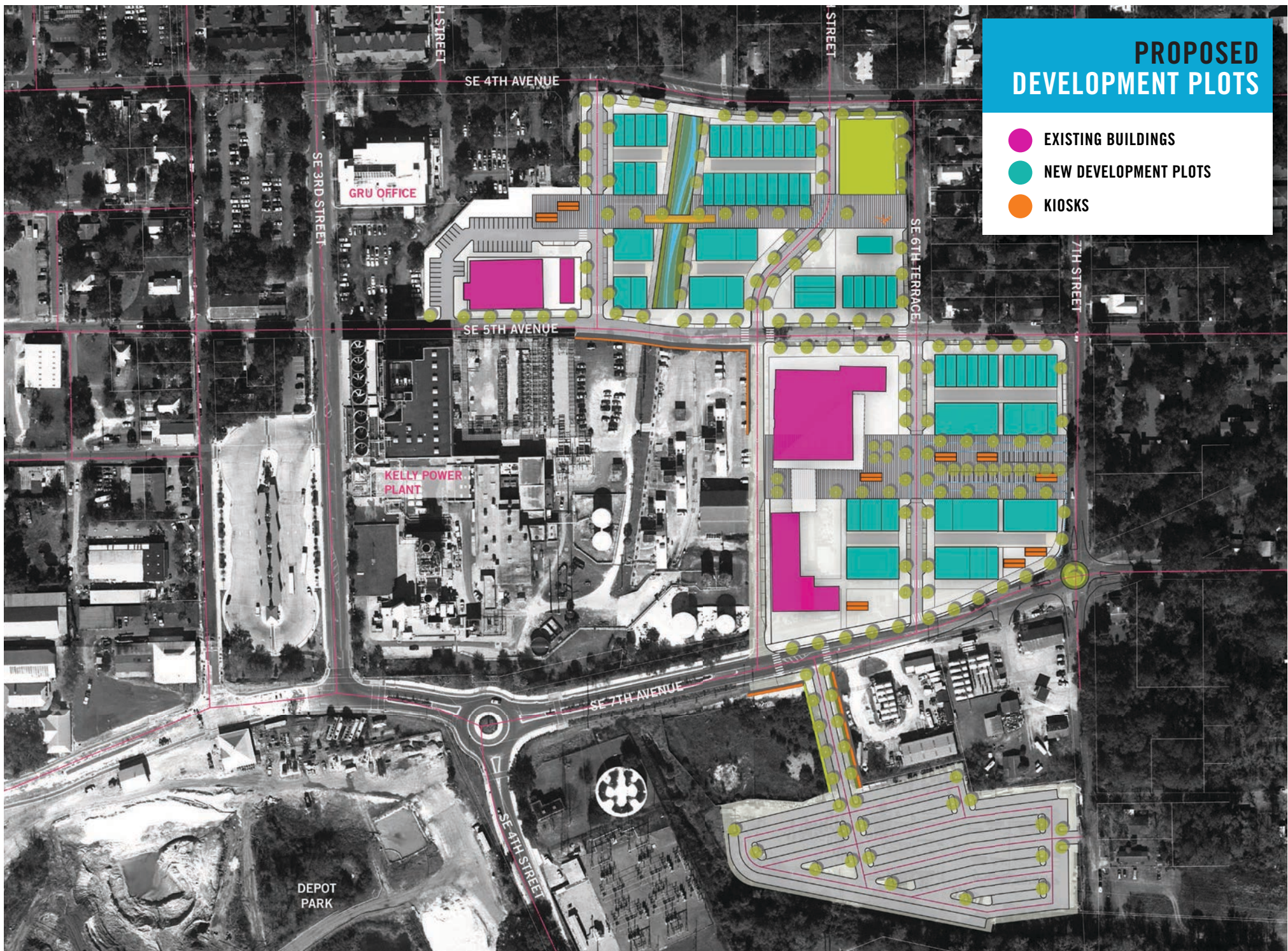
PROPOSED HEIGHT MAP

- 3 STORY HEIGHT LIMIT
- 6 STORY HEIGHT LIMIT



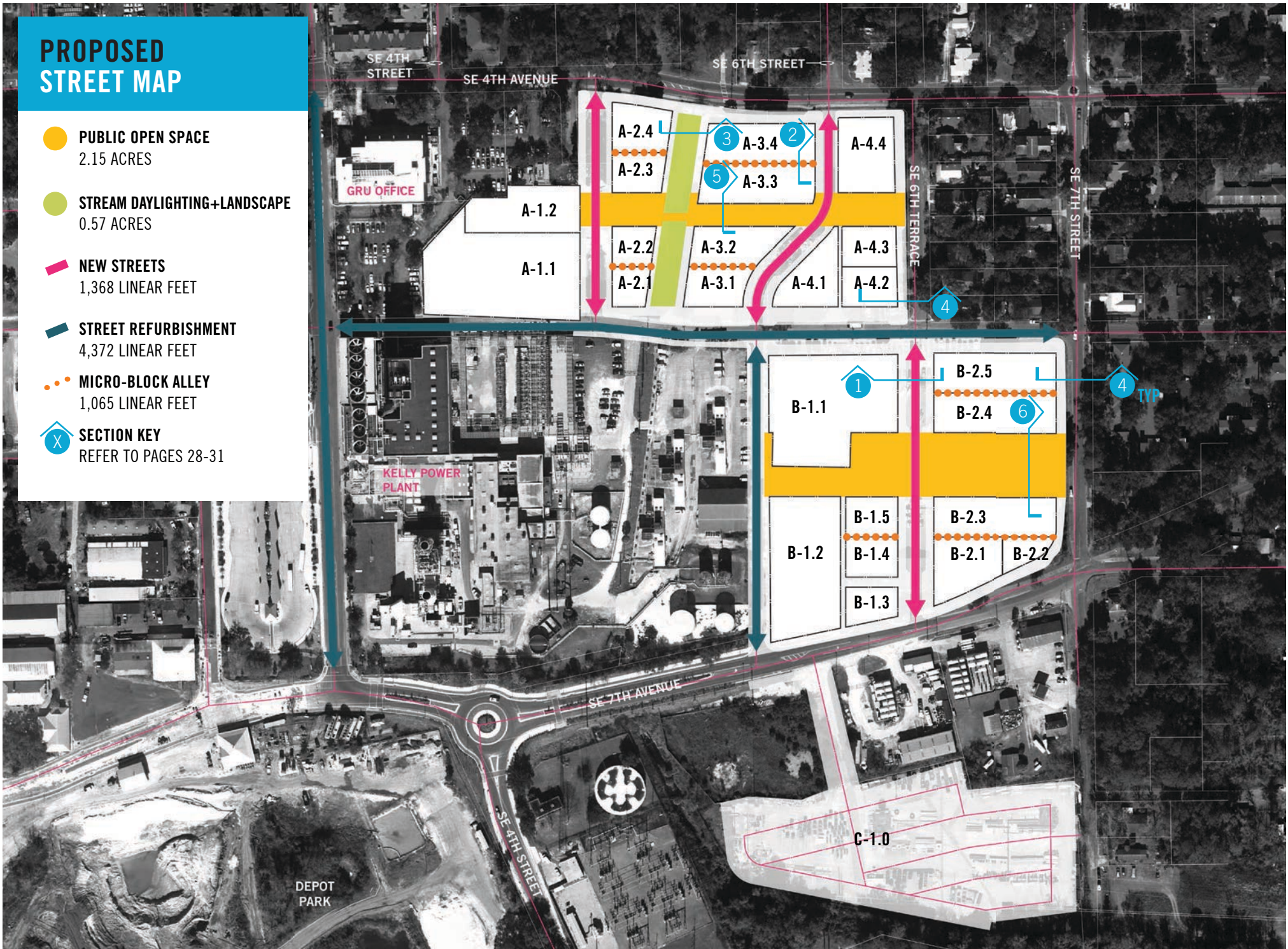
PROPOSED DEVELOPMENT PLOTS

- EXISTING BUILDINGS
- NEW DEVELOPMENT PLOTS
- KIOSKS



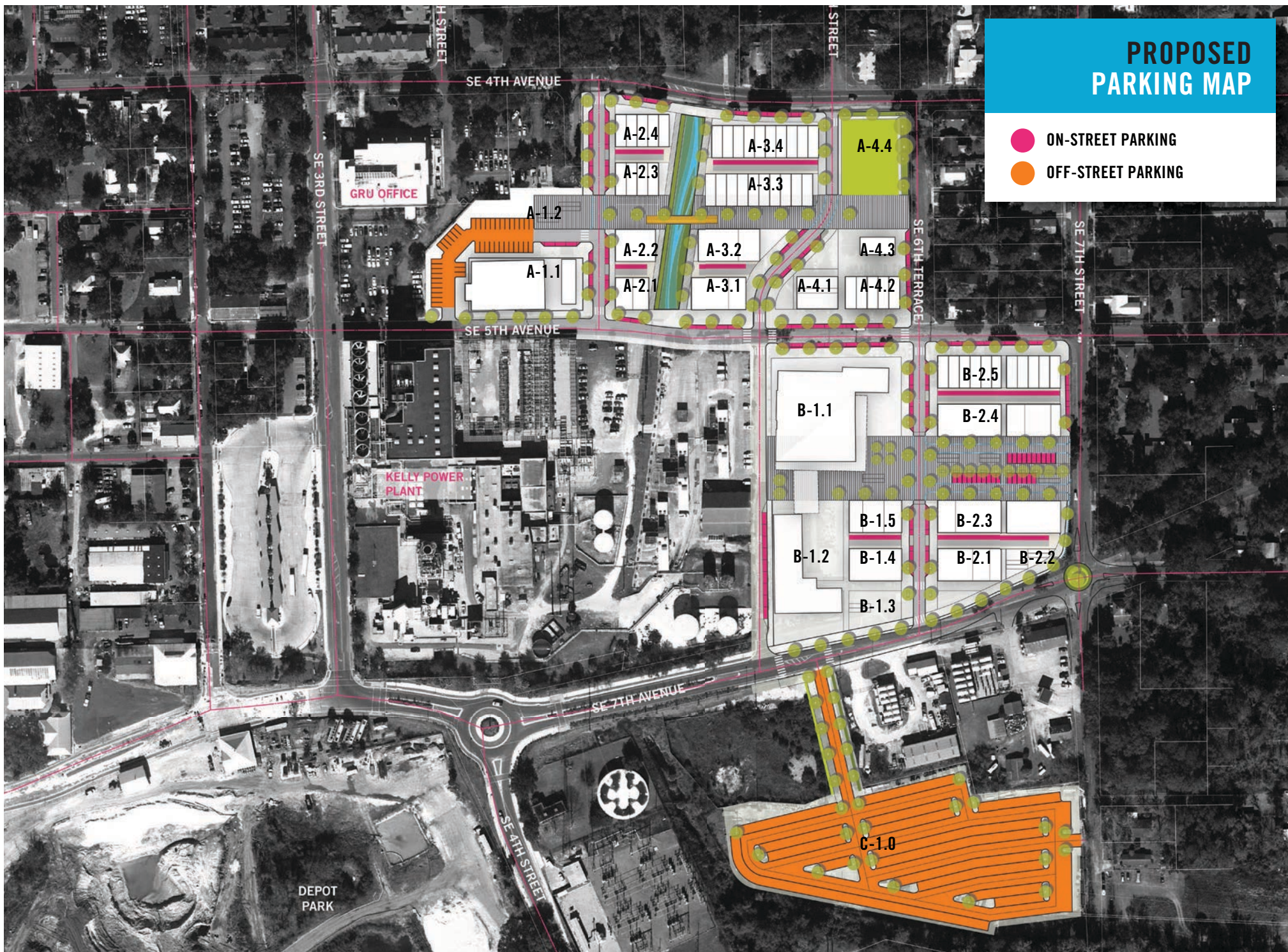
PROPOSED STREET MAP

- **PUBLIC OPEN SPACE**
2.15 ACRES
- **STREAM DAYLIGHTING+LANDSCAPE**
0.57 ACRES
- ▬ **NEW STREETS**
1,368 LINEAR FEET
- ▬ **STREET REFURBISHMENT**
4,372 LINEAR FEET
- ⋯ **MICRO-BLOCK ALLEY**
1,065 LINEAR FEET
- ⓧ **SECTION KEY**
REFER TO PAGES 28-31



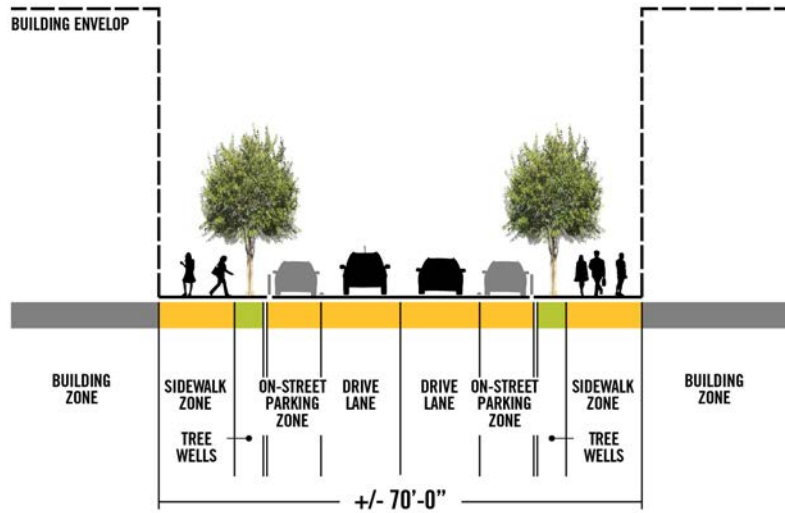
PROPOSED PARKING MAP

- ON-STREET PARKING
- OFF-STREET PARKING

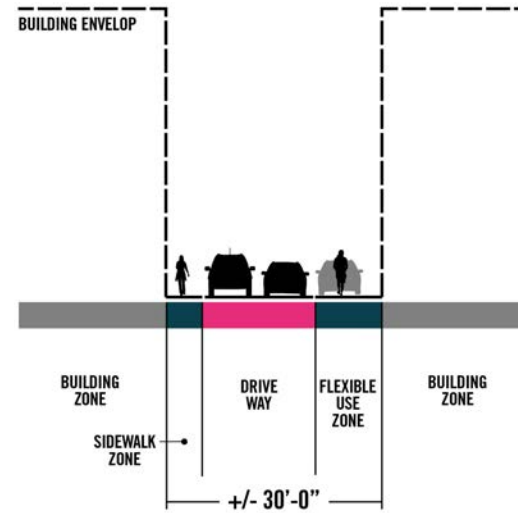


PROPOSED SECTIONS

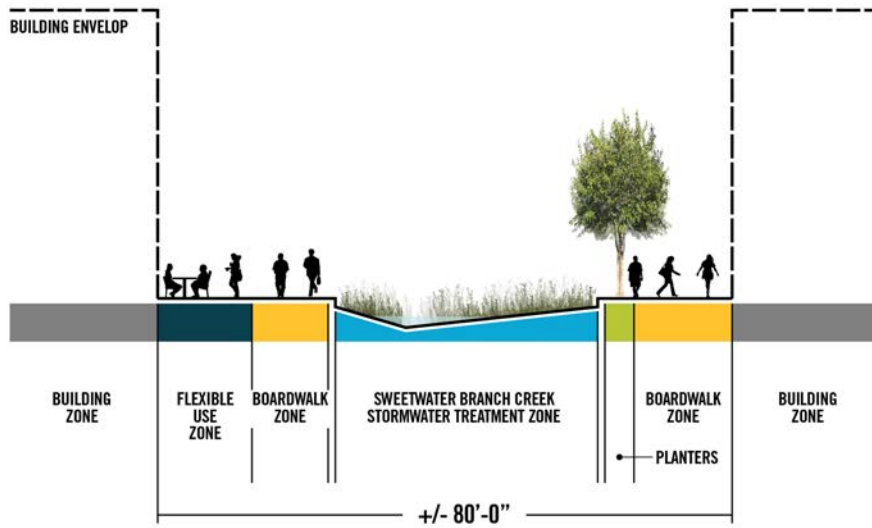
1 NEW PUBLIC WAYS



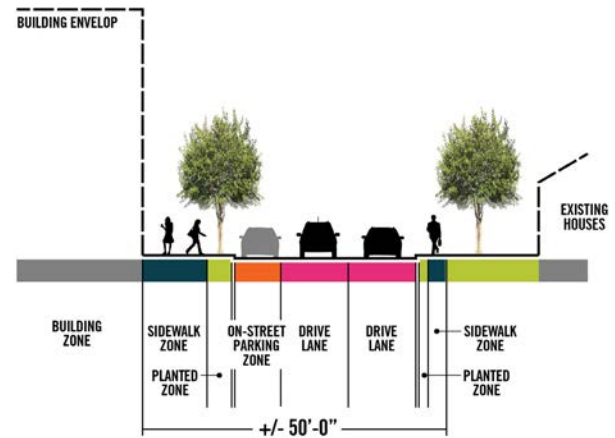
2 NEW MICRO-BLOCK ALLEYS



3 STREAM DAYLIGHTING + LANDSCAPE



4 STREETScape REFURBISHMENT



THE PUBLIC REALM SHOULD REFLECT THE ASPIRATIONS OF A COMMUNITY AND PROVIDE PLACES FOR ACTIVE PUBLIC LIFE.



CASE STUDY / PEARL STREET (BROOKLYN, NY)

The City of New York's Department of Transportation has undertaken numerous projects to retrofit excess capacity in public rights-of-way into pedestrian amenities, such as this plaza project in the DUMBO Neighborhood. This project shows that high quality public space can be created on a small budget with temporary features, such as planters, paint, seating and other low cost materials.

PUBLIC REALM DESIGN

Streetscape and plaza sections set the basic elements and relationships for the district's public realm design. The design is oriented toward pedestrian comfort and safety, with narrow travel lanes for automobiles and wide walkways for people. New public ways should incorporate a "curbless" design that slows traffic and opens public space to a greater degree of shared use. Images in this section illustrate a contemporary approach to public space design.

On-street parking allows for reduced off-street parking requirements for as well as providing traffic calming. Tree zones and planting shall comply with the City of Gainesville's tree ordinance. Deciduous shade trees are recommended for shelter from the sun in summer and allow warmth from the sun in winter. The lighting style is encouraged to be coordinated with Depot Park to help foster a visual connection between the two sites.



Superkilen Urban Park, Copenhagen, Denmark



Bousthrohedon Garden, Quebec



Central Wharf Plaza, Boston



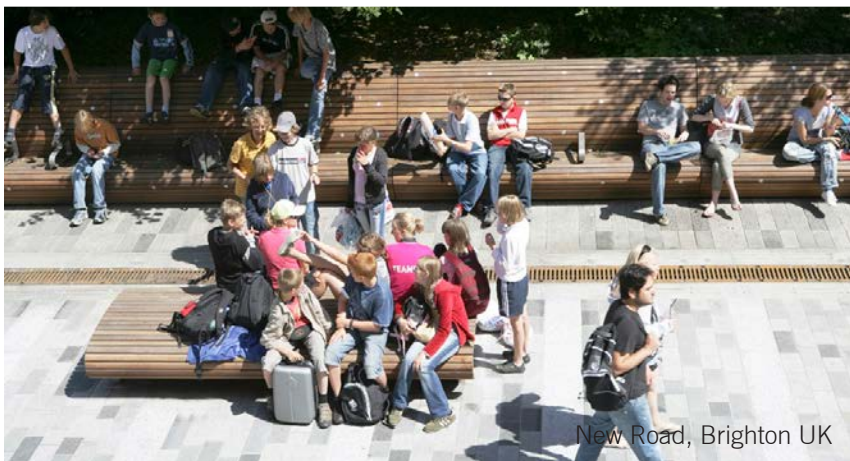
Westergasfabriek, Amsterdam



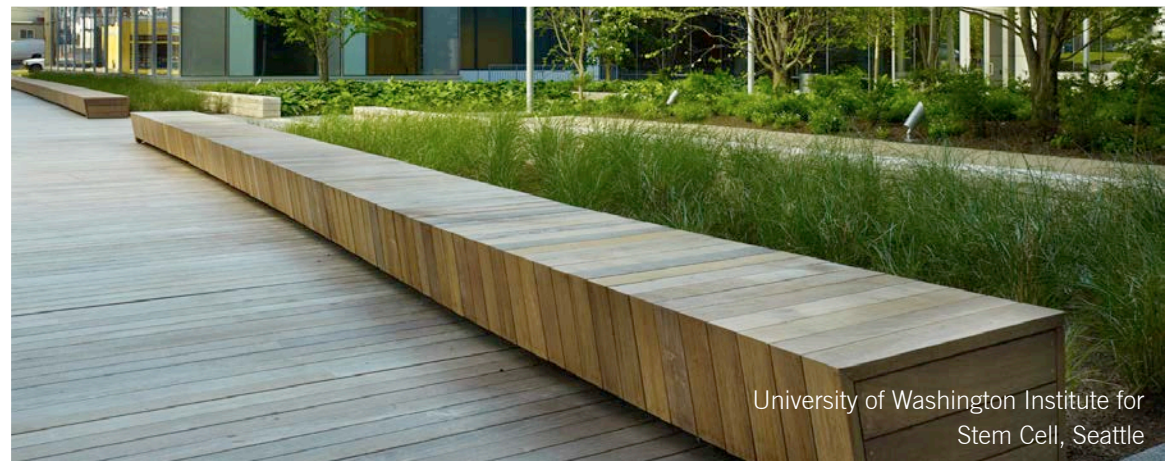
Landschaftspark Duisburg-Nord, Duisburg, Germany



New Road, Brighton UK



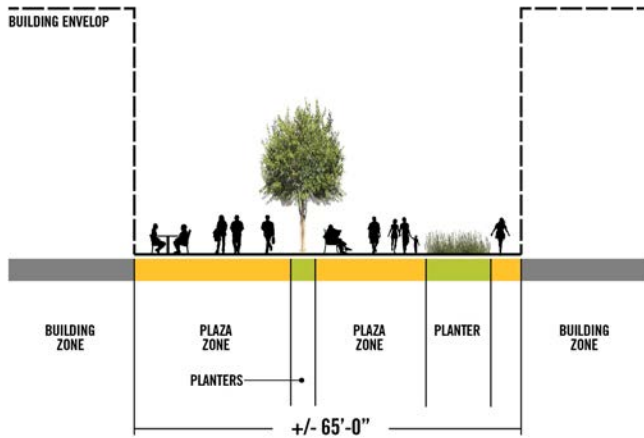
New Road, Brighton UK



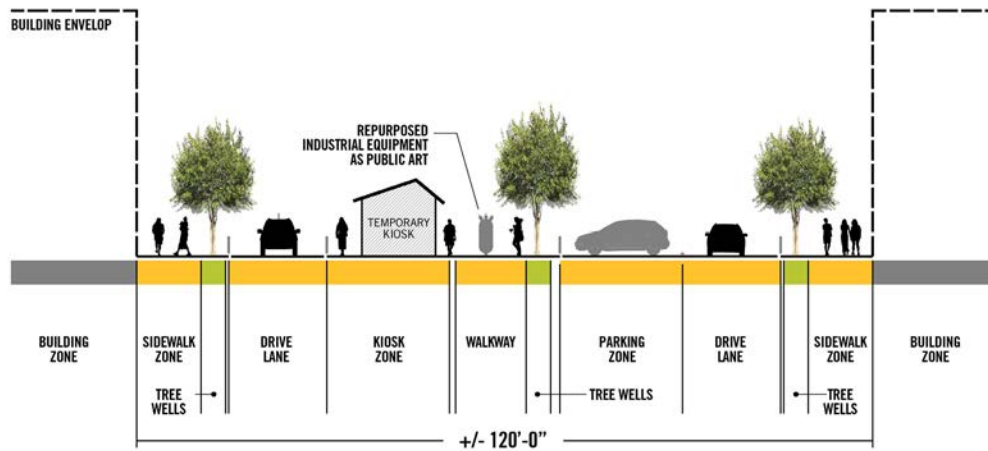
University of Washington Institute for Stem Cell, Seattle

PROPOSED SECTIONS

5 PUBLIC OPEN SPACE - A BLOCK [NORTH]



6 PUBLIC OPEN SPACE - B BLOCK [SOUTH]



INDUSTRIAL ARTIFACTS

The City has reclaimed industrial artifacts, such as these electrical switches used by GRU. These artifacts will be used as sculpture to animate public spaces and streetscapes in the district while retaining the area's industrial character.



ILLUSTRATED PHASING

POTENTIAL ADAPTIVE REUSE OF STRUCTURES

PHASE A

POTENTIAL ADAPTIVE REUSE OF STRUCTURES

PHASE B

POTENTIAL ADAPTIVE REUSE OF STRUCTURES

PHASE C

PHASE D

THE POWER DISTRICT IS DESIGNED FOR FLEXIBLE IMPLEMENTATION THAT CAN OCCUR IN ONE PHASE OR IN MANY INCREMENTAL PHASES OVER THE COMING YEARS.



VACANT WAREHOUSE SPACE



EXISTING CATALYST BUILDING

PHASING APPROACH

The Power District is designed to be implemented in one or in many phases over the coming years. The diagrams and illustrations in this section provide a guideline for implementation, but not necessarily the precise steps.

To produce this flexibility, the plan is composed of small, relatively independent development plots. Generally, each parcel is only dependent on the infrastructure around it, which can be extended from existing rights-of-way as required for each project. Each plot may be further subdivided to provide smaller properties for smaller development, such as fee simple townhouses or live-work units.

The provision of public infrastructure, whether as a public project or public-private partnership, should be coordinated to maintain design and engineering standards and to ensure that public investment is used to fuel private development.

Particular attention should be paid to generating near-term activity on the site. As a former industrial site, this property has been closed to the public for decades. It is in the City's interest to open the property and demonstrate a commitment to redevelopment with temporary activities, such as festivals and food truck rallies as appropriate.

DETAILED PHASING

-  BUILDING IN USE
-  EXISTING OPEN SPACE
-  OPEN SPACE IMPROVEMENTS
-  ADAPTIVE REUSE
-  TEMPORARY BUILDING USE
-  BUILDING TO BE DEMOLISHED
-  STREETScape IMPROVEMENTS

PHASE A

PHASE B

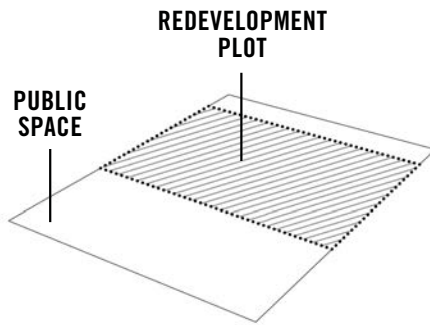
PHASE C

PHASE D

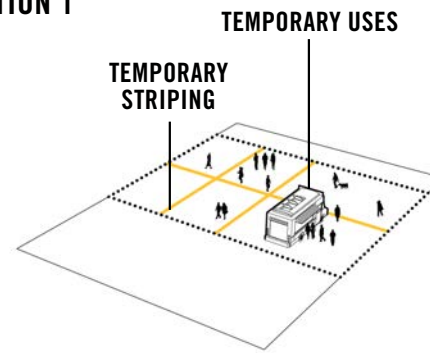
“PHASING” REDEVELOPMENT OCCURS BEFORE PERMANENT WORKS ARE PUT ON A SITE. THE POWER DISTRICT SHOULD OPEN ITSELF TO THE PUBLIC IN THE NEAR-TERM WITH TEMPORARY ACTIVITIES.

NEAR-TERM STRATEGY FOR GENERATING ACTIVITY + MARKETING ON SITE

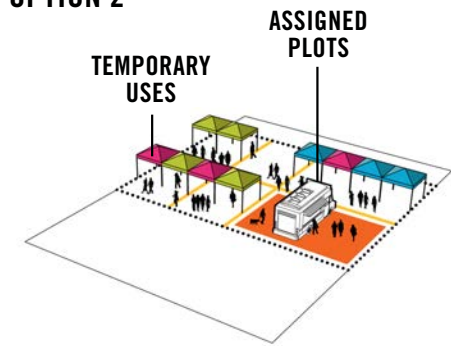
EXISTING



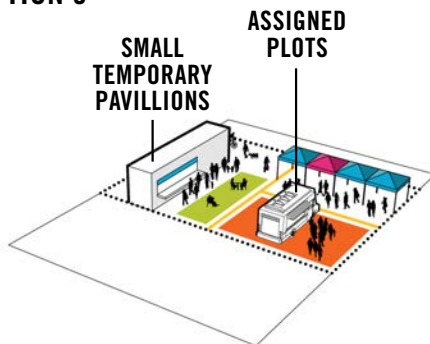
OPTION 1



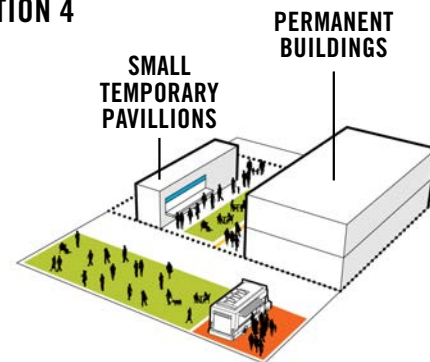
OPTION 2



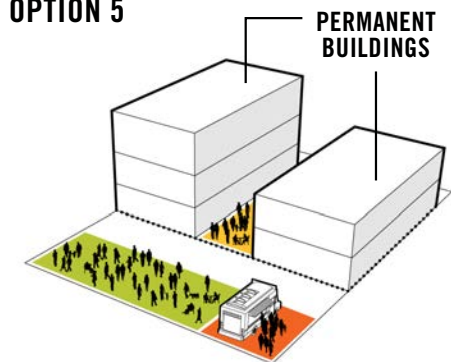
OPTION 3

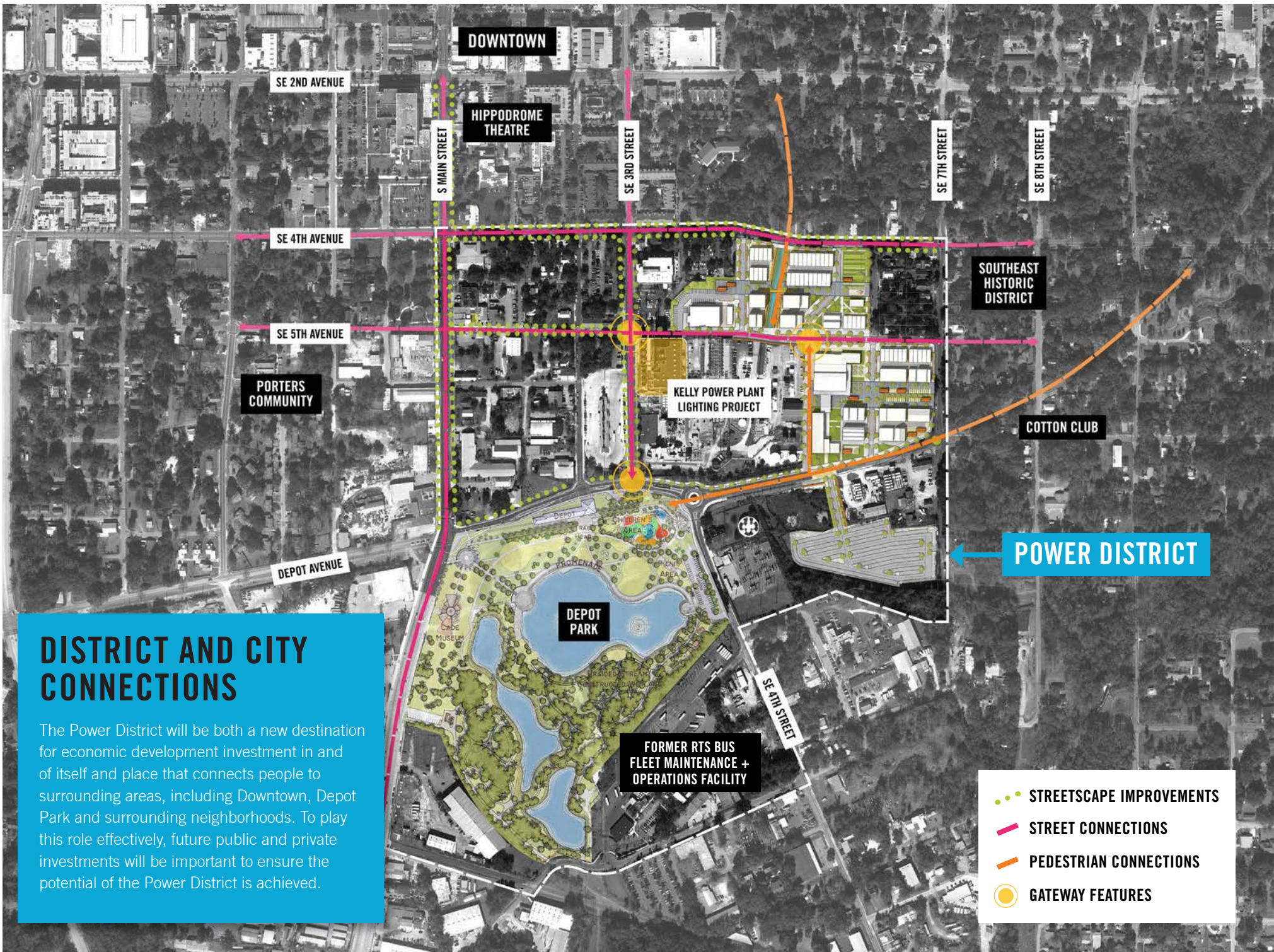


OPTION 4



OPTION 5





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.

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

- 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

PUBLIC REALM COMPONENT ESTIMATES

ELEMENTS	UNIT COST
HARDSCAPE	
PAVERS	
Pedestrian Pavers	\$6.50 sf
Pedestrian Pavers With 4" Concrete Base Course	\$10.50 sf
Vehicular Pavers	\$7.00 sf
Vehicular Pavers With 4" Concrete Base Course	\$11.00 sf
Detectable Warning Pavers (18" wide)	\$33.00 sf
Aluminum Edging	\$5.30 lf
Permeable Pavement for Parking and Loading	\$14.00 sf
CONCRETE PAVEMENT	
Pedestrian Concrete Pavement	\$6.00 sf
Pedestrian Concrete Pavement (2' deep)	\$7.70 sf
Vehicular Concrete Pavement (2' deep)	\$9.70 sf
ASHPALT	
Asphalt Road	\$4.70 sf
Concrete Curb and Gutter	\$12.00 lf
WALLS	
Bio-retention Cell Concrete Weirs	\$300.00 ea
Concrete Walls	\$300.00 ea
OTHER	
Loading Zone Striping	\$2.00 lf
Drive Aprons	\$5,000.00 ea

ELEMENTS	UNIT COST
INFRASTRUCTURE	
Water Line (12")	\$62.00 lf
Sanitary Sewer Manhole	\$4,000.00 ea
Sanitary Sewer Pipe	\$30.00 lf
Stormwater Inlets	\$3,500.00 ea
Stormwater Pipe	\$30.00 lf
Filterra Boxes	\$7,000.00 ea
Irrigation	\$10,000.00 ls
VEGETATION	
Shade Tree (4" caliper)	\$500.00 ea
Palm Tree (20' tall)	\$750.00 ea
Groundcover	\$6.00 ea
Shrub	\$24.00 ea
SOIL AND MULCH	
Tree Wells	\$15.00 cy
Slip Drain	\$0.80 sf
Gravel Fill	\$10.40 sy
Bio-retention Soil	\$90.00 cy
Stone Mulch	\$1.00 sf
SITE FURNISHINGS	
Benches	\$3,220.00 ea
Trash Receptacle	\$3,500.00 ea
Bike Racks	\$850.00 ea
Bollards	\$1,250.00 ea
Decorative Street Light	\$10,000.00 ea

IT IS IMPORTANT AT THE END OF A PLANNING PROCESS TO LOOK AHEAD, THROUGH A BUDGETARY LENS, TO FUTURE STEPS OF THE PROJECT.

COST METHODOLOGY

This cost methodology establishes the baseline costs as illustrated in the master plan. This is a template, or worksheet, to be used in later phases of the project. Area calculations for discrete projects will be added during their design phases. Public Realm Components (listed on the facing page) are based on typical streetscape elements. As design has not yet been completed, these figures are only intended provide general guidance. Detailed cost estimation will be performed on an project-by-project basis.

DESIGN SERVICE ESTIMATES

Survey	\$5,000	per acre
Architecture Fee	6% - 7%	of project construction budget
Civil Engineering Fee*	10% - 12%	of project construction budget
Landscape Architecture Fee*	8% - 10%	of project construction budget
Appraisal	\$ 1200 - \$ 5000	

* Will vary based on architecture or non-architecture related project

BUILDING COMPONENT ESTIMATES

RETAIL	
Cold dark shell as parking liner	\$100 sf
OFFICE	
Core and Shell	\$98 sf
RESIDENTIAL	
Low Rise Apt/Condo (Stick/Epicore)	\$90,000 unit
PARKING	
Asphalt Surface Parking	\$2,000 space

GENERAL SITE COST — 2 ACRE AREA ESTIMATE

½ STORMWATER; ¼ HARDSCAPE; ¼ LANDSCAPE	
Building and Site Demolition	\$300,000
Utilities	\$450,000
Grading and Sitework	\$200,000
Hardscape	\$400,000
Landscape	\$250,000
Other Elements (site lighting, permits, etc.)	\$400,000

CONCLUSION

The Power District is a rare development asset in Gainesville: it is situated in the heart of the City and it has land and vacant buildings ready for redevelopment. Although the Power District has never before been an important public destination in the City of Gainesville, it will soon be the gateway between Gainesville's signature public space, Depot Park, and Downtown Gainesville, the region's central business and administrative district. Depot Park is scheduled to open in 2015 and will fundamentally change the real estate market in its vicinity. This combination of geography and real estate energy makes the Power District one of the City's premier opportunities to use economic development and job creation to fuel community development.

In order for the Power District to capitalize on its inherent opportunities, it must be reconnected to the City's fabric and develop an identity that is unique to itself in order to create differentiation in the market from other investment areas of the Gainesville. The Power District's past is marked by the railroads, industrial uses and the Kelly Power Plant. The district's future should leverage this industrial legacy make something new in Gainesville: a

home for new businesses and new residents but one that remains funky and local, a place that is expressly new but retains the old.

The land that GRU will vacate is an opportunity to catalyze development across the district and establish a model for how economic development can be balanced with the scale, character and needs of the surrounding neighborhoods. This plan provides the guidelines for a new model of urban density, one that provides density in a scale appropriate to the community. By breaking down the scale of development, this plan also meters the pace of growth, providing small, incremental units that can develop slowly, if necessary, over time.

Following this course, the Power District will unify the urban heart of Gainesville as an engine for growth and a hub for the community long into the future.



GAINESVILLE COMMUNITY REDEVELOPMENT AGENCY

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Want to learn more?

Contact Andrew Meeker for more information.

PERKINS+WILL