

A Vision for the Gainesville Cultural Center

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General Policy Committee, January 10, 2019



Gainesville.
Citizen centered
People empowered

Agenda

1. What is a Cultural Center?
2. Previously Defined Community Goals
3. Case Studies
4. Gainesville's Offering Inventory
5. Proposed Strategy Principles
6. Specific Current Opportunities

1. What is a Cultural Center?

... A location where there are many venues for the “arts“...

... An organization, building or complex that promotes culture and arts... can be neighborhood community arts organizations, private facilities, government-sponsored, or activist-run.

... The objective is to promote cultural values among the members of its community. Its structure is based on **broad spaces where different cultural manifestations enrich and liven up the cultural life of the local population.**

2. Previously Defined Community Goals

PRCA 2020 Master Plan, 2012

- Become a cultural center for Florida
- Provide an array of cultural programs and facilities
- Develop an outdoor destination performing arts venue, with 5-10K capacity

2. Previously Defined Community Goals

352Arts Cultural Center, 2016

- “Central to our environmental, economic, and social well-being. ... more opportunities to create, participate in, learn from, and enjoy art, history and cultural expressions country-wide.”
- Priorities: **Vitality**. Creativity. Collaboration. **Opportunity**. Art. Education. Affordable. **Destination**. Branding & Marketing. **Stewardship**. Financial sustainability.

2. Previously Defined Community Goals

352Arts Roadmap. A Cultural Plan for the CoG & Alachua County, 2016

- Entertain, educate and inspire
- Attract artists and audience from the near and far
- **Desired amenities:** A Concert Hall (300-500 seat) ~ Local Art Exhibition Galleries ~ An Arts Education Complex ~ A Large-scale Multi-purpose Event Space ~ A Black Box Theater ~ An Amphitheatre and Sculpture Garden

2. Previously Defined Community Goals

UF: Aligning Strategic Initiatives Through the Arts Report, 2017

UF Strategic Development Plan:

- The New American City: **University ~ Downtown ~ Proximity**: Concentrate Downtown Development; New Civic Spaces ~ Connect Downtown & Campus

Points of resonance across all UF & CoG plans:

- **Community Livability & Vitality**: economically and creatively // **Historic Preservation & Reuse** // **Reputation**: be a cultural destination // **Environment**: aesthetics of natural and built environment // Authentic experiences

3. Case Studies:

Different Localities, Different Approaches

- Savannah, GA
- Tampa, FL
- Palo Alto, CA

Savannah, GA:

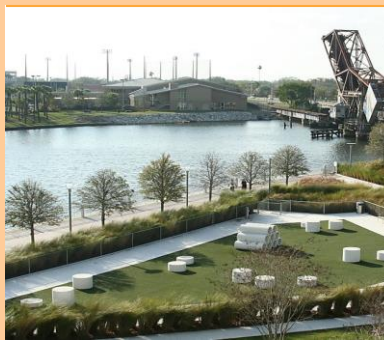
Revival through the Arts

- Multiple amenities concentrated in Savannah's Historic District, a well-connected network of public spaces
- Significant reuse of historic buildings, with some new facilities and additions
- Savannah College of Art & Design (SCAD) major involvement in ownership and programming
- Walkable (~1 mile square)
- **Strong Urban Form ~ Walkable ~ Historic & New ~ High-Education Led**



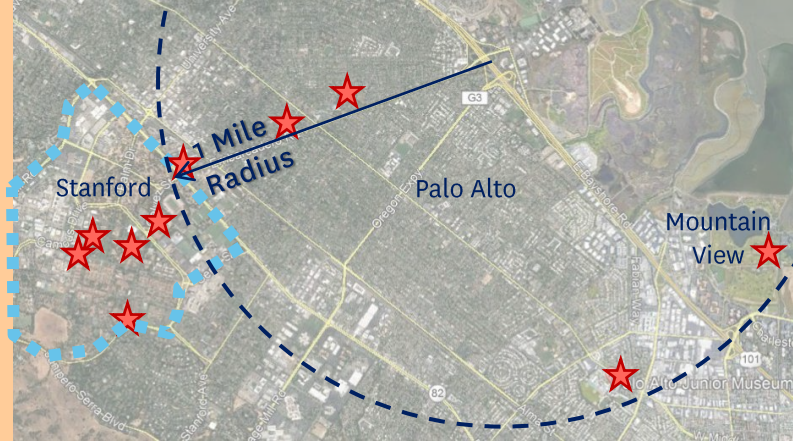
Tampa, FL: The Riverwalk Spine

- Walkable Spine ~ The Riverwalk: Amenities located along a historically industrial river
- Facility Variety: historic ~ new ~ indoor ~ outdoor; Catering to all ages
- Satellite centers celebrate cultural diversity
- Mixed ownerships: City, County, Universities, Private, NGO's
- Strong Urban Feature ~ Walkable ~ Historic & New ~ Core & Satellites ~ Mixed Ownerships ~ Diversity



Palo Alto, CA: A Regional Network

- Complementary cultural amenities in University & City:
 - Stanford Campus: multi-venue Performing Art District, and, Center for Visual Arts
 - In Palo Alto: Community art galleries & recreation centers; Junior Museum & Zoo; Children's Theater
- Complementary amenities in nearby cities; Regional artist groups.
- **Regional network ~ University & City ~ Historic & New ~ Bike or Ride**



Approximate Stanford University Campus Area



Stanford Center for Visual Arts



Palo Alto Community Arts Center

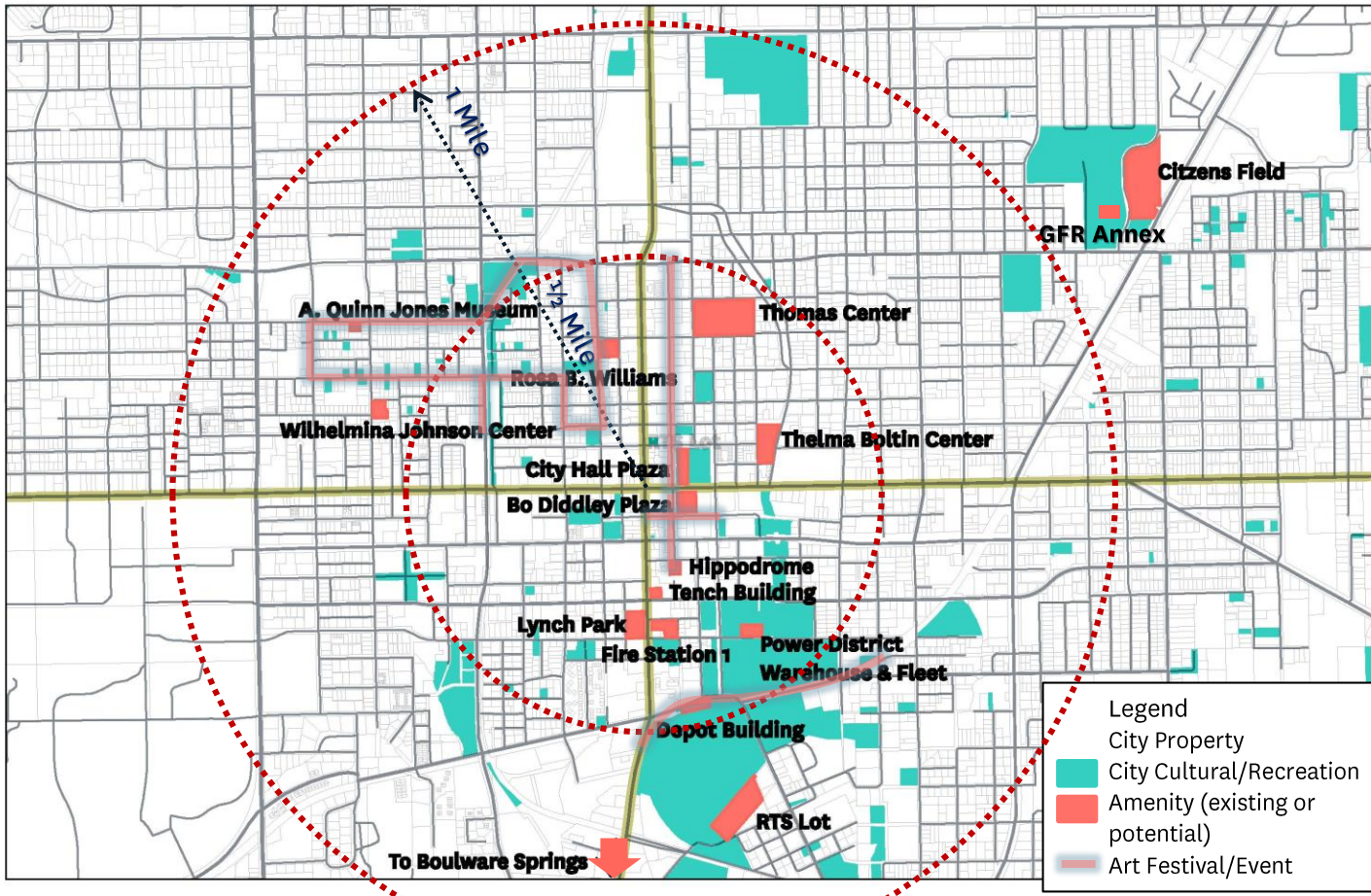
4. Gainesville's Offering Inventory:

In Geographic Context*

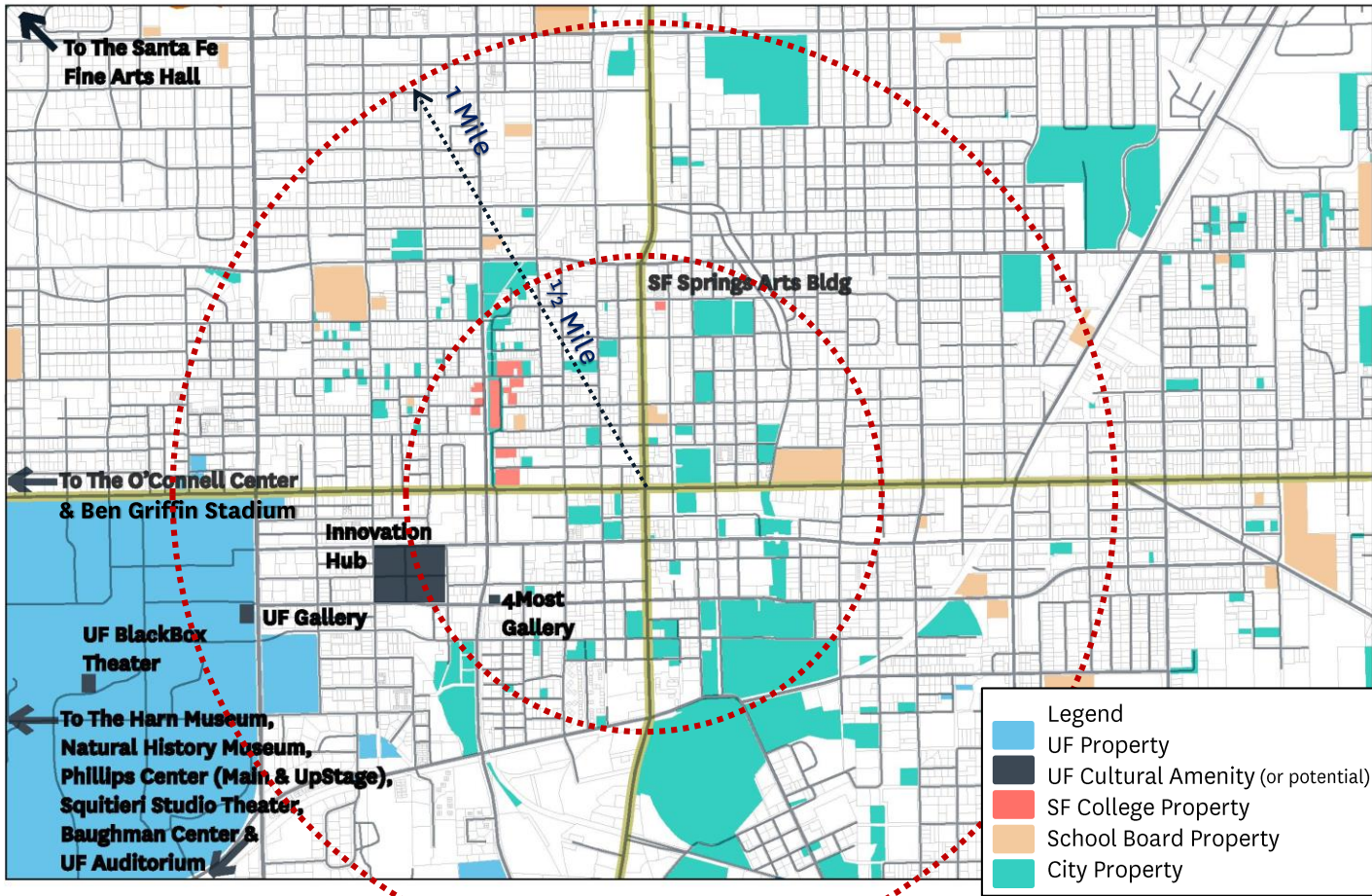
- The User Experience
- What
- Where
- By Whom

* 1 mile radius of the University Ave & Main St intersection

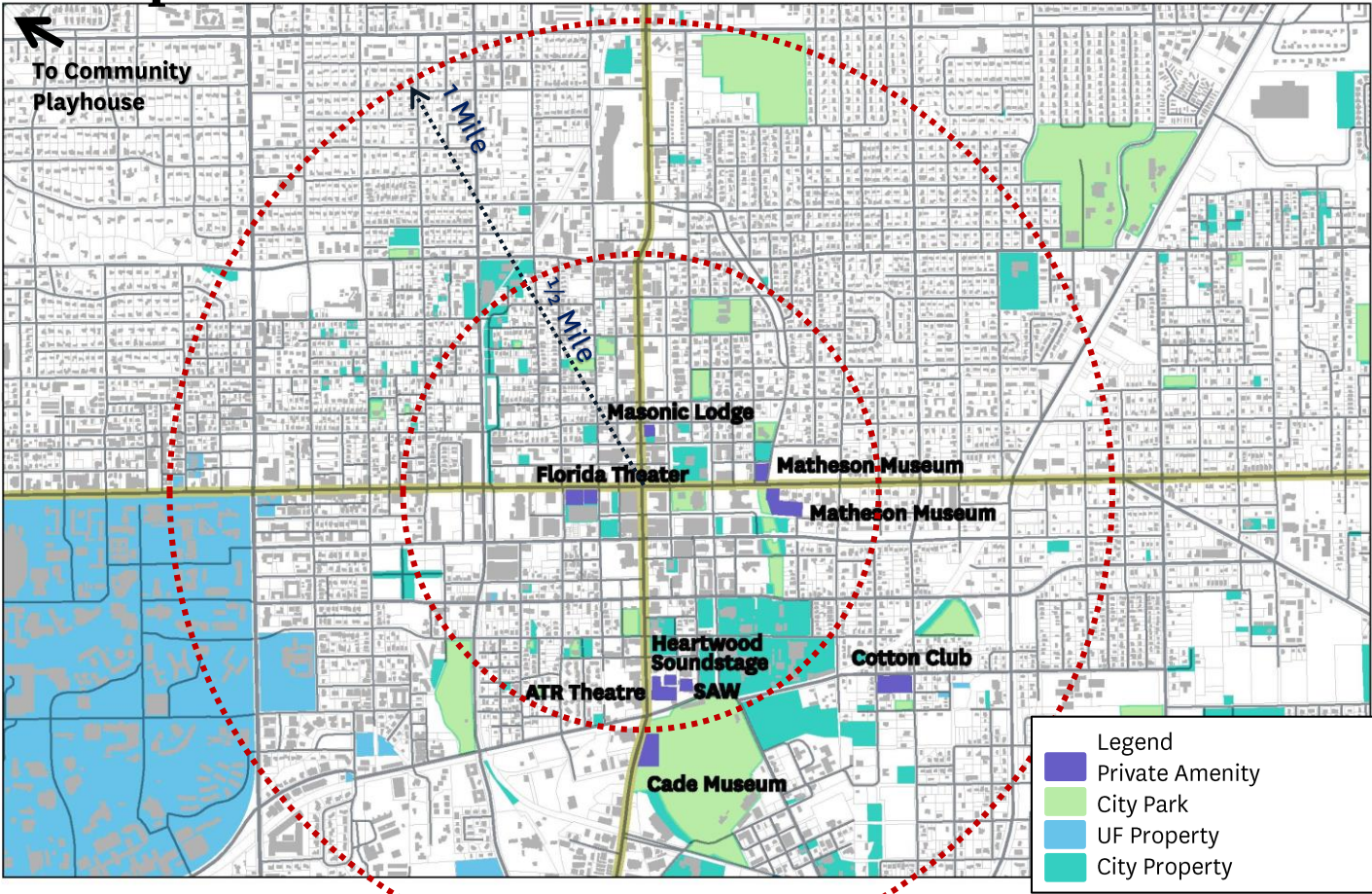
City Owned: Existing + Potential Cultural Amenities + Festivals



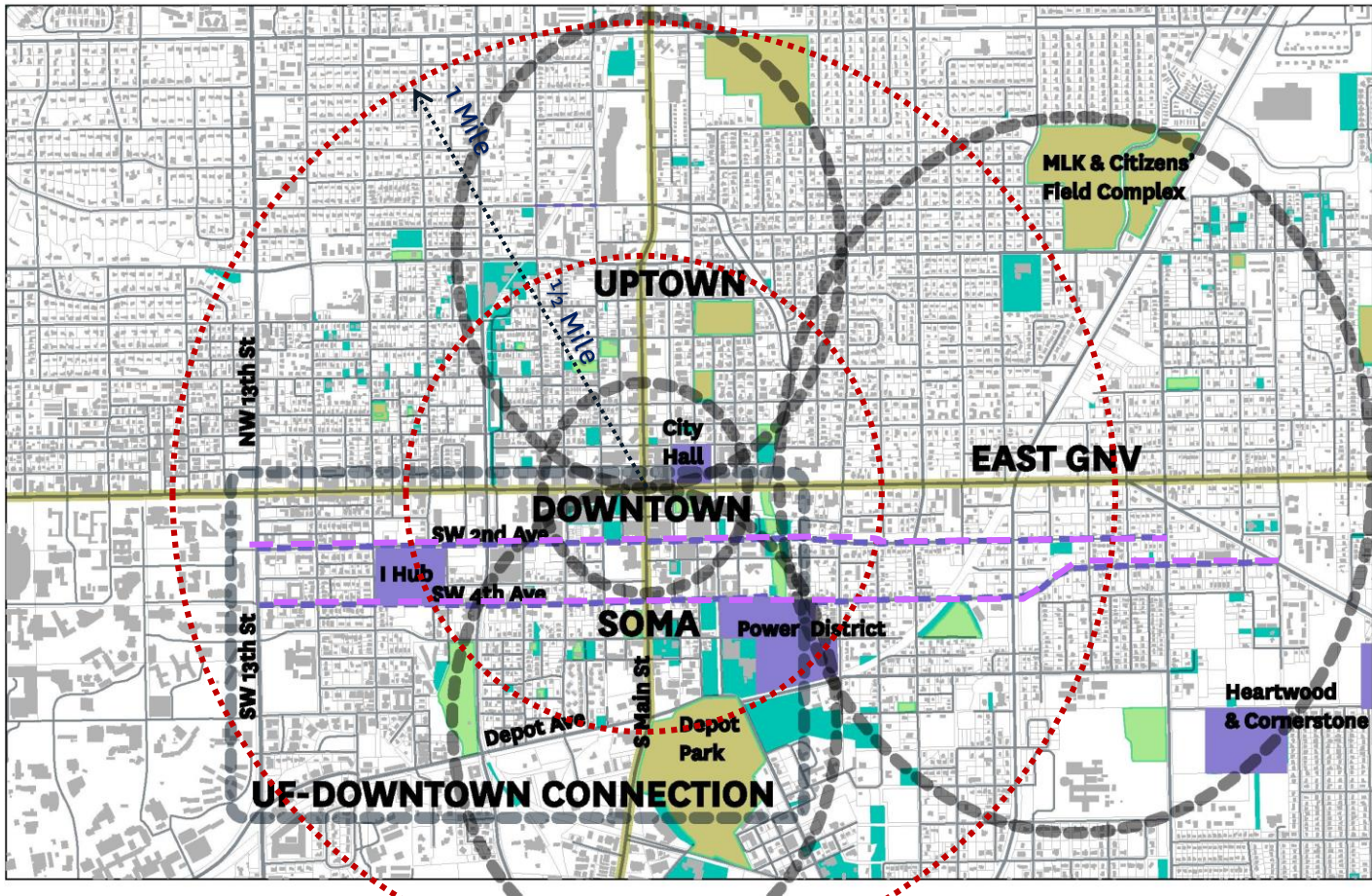
University of Florida, Santa Fe College & Alachua County: Existing Cultural Amenities



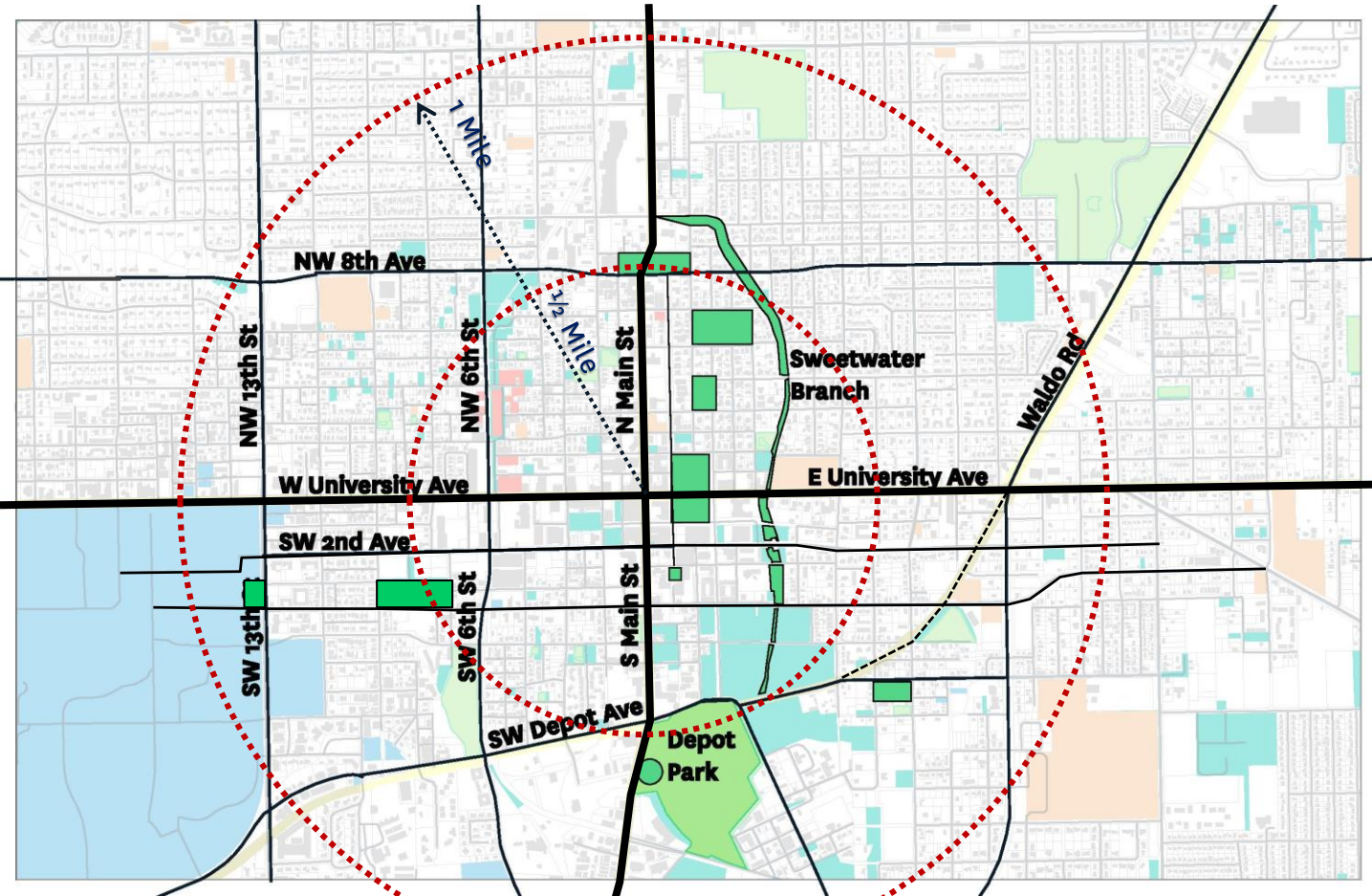
Privately Owned Cultural Amenities + Properties of Interest



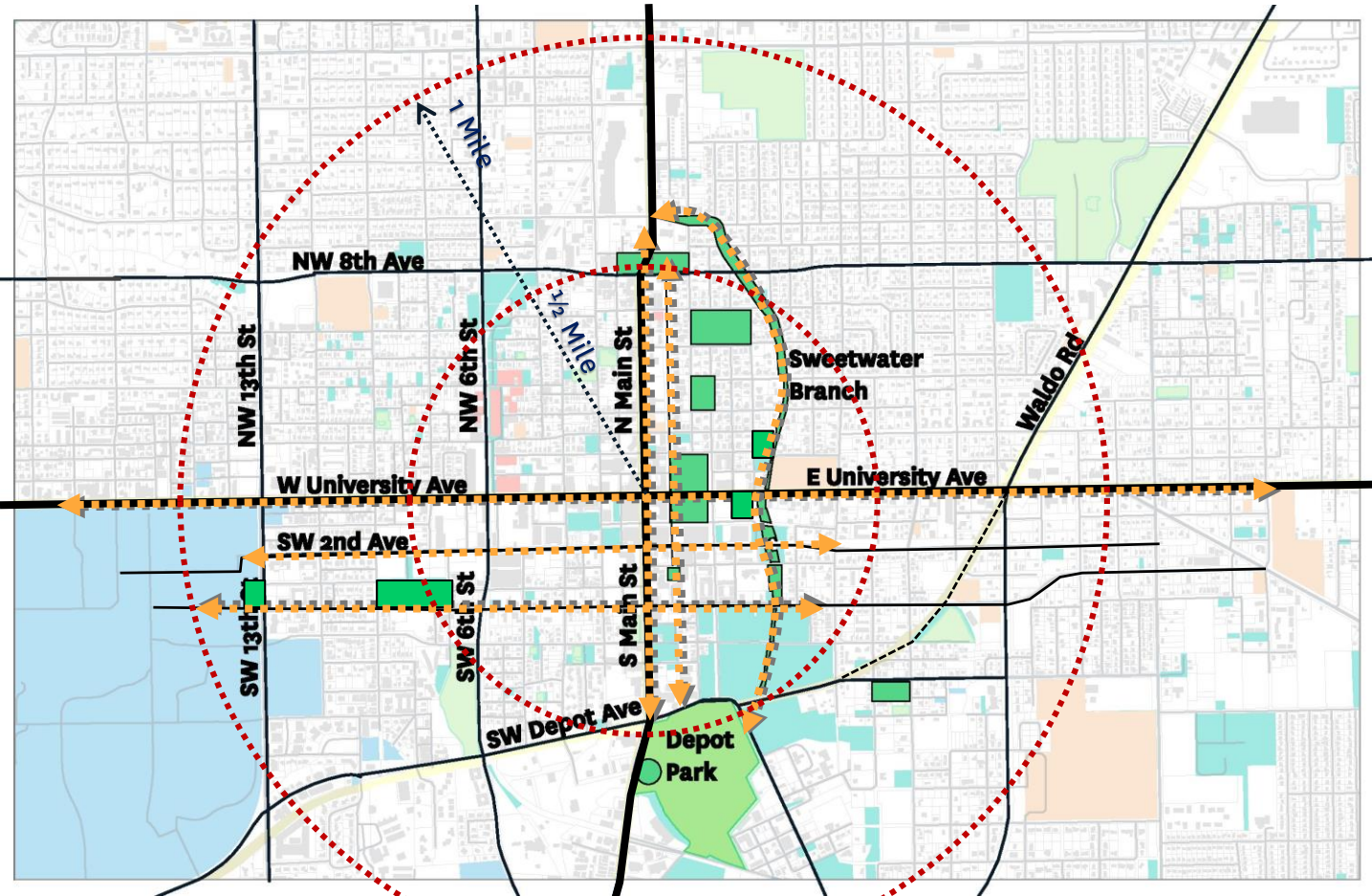
Ongoing Initiatives & WSPP Efforts



Urban Form: The Network Skeleton

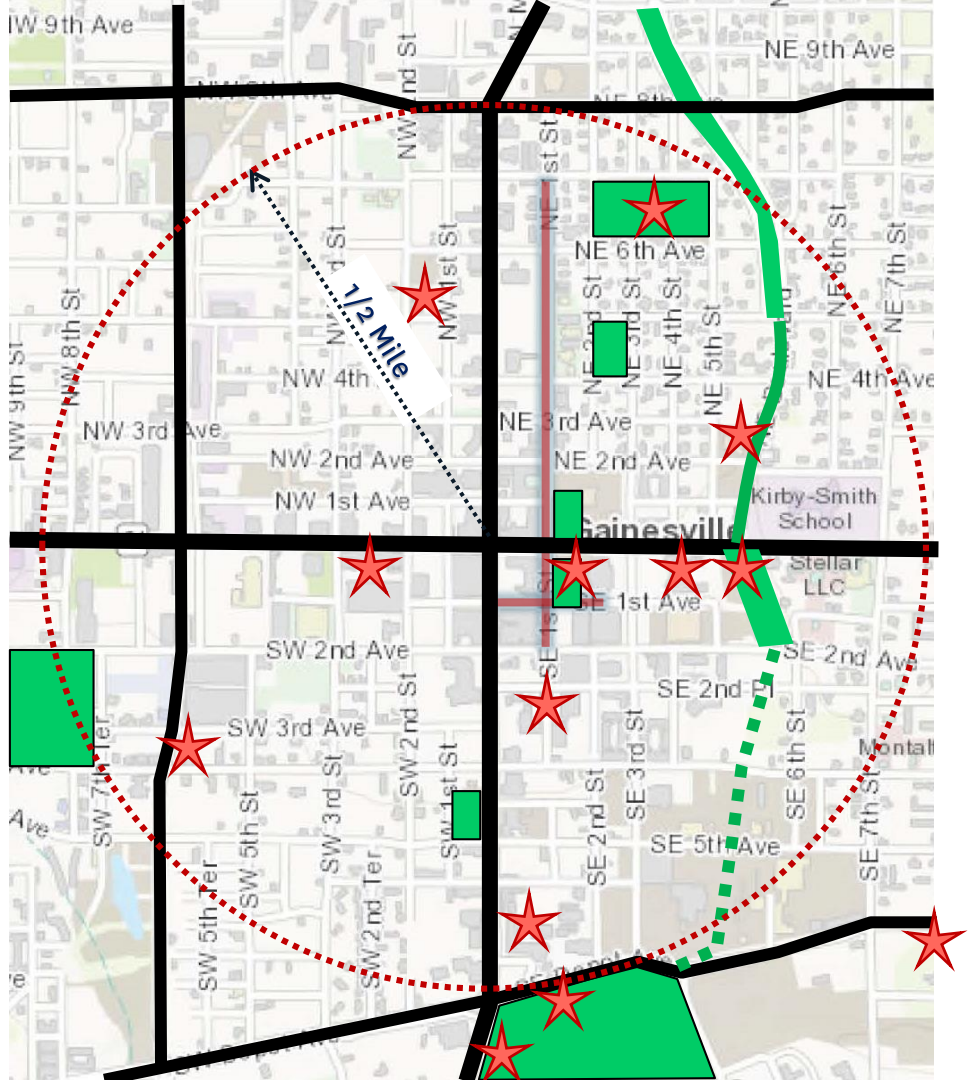


Urban Form: The Network Skeleton



Putting it together

- 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 Cotton Club
- The Cade Museum
- 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
- Hasley Lynch Park
- Depot Park & Building
- Sweetwater Park
- Sweetwater Branch / Duckpond
- Innovation Hub



5. Proposed Strategy Principles

- A holistic strategy
- To be implemented incrementally
- Laying the foundation for future growth

5. Proposed Strategy Principles

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

- Asset Based Community Development (ABCD)
- Sustainable use of Resources => Maximize existing assets =>

Save \$\$\$ + Strengthen weak links



5. Proposed Strategy Principles

B. A Network Approach:

- Old + New + Partnership + The Unexpected
- A Well-Connected Public Realm & Amenity Network



5. Proposed Strategy Principles

C. The Multiplier Effect

- Strengthen Urban Form & Invest in Ongoing Initiatives



5. Proposed Strategy Principles

D. **Collaboration:** A seamless User Experience

- Look beyond the “mine” to create a rich cultural & urban experience
- Collaborate internally, locally & regionally



5. Proposed Strategy Principles

E. Matchmaking

- **Program:** Identify Specific Cultural Needs
- **Resources:** Identify Resources & Spaces
- **Match:** Find The Perfect Fit.



Holistic Strategy =

**Multiple puzzle pieces to achieve
a greater vision over time**

The *2019 Vision for GNV Cultural Center* is the physical manifestation of these core strategic priorities as defined in the community in the *352ArtsRoadmap*.

352Arts Cultural Center, 2016

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6. Specific Current Opportunities

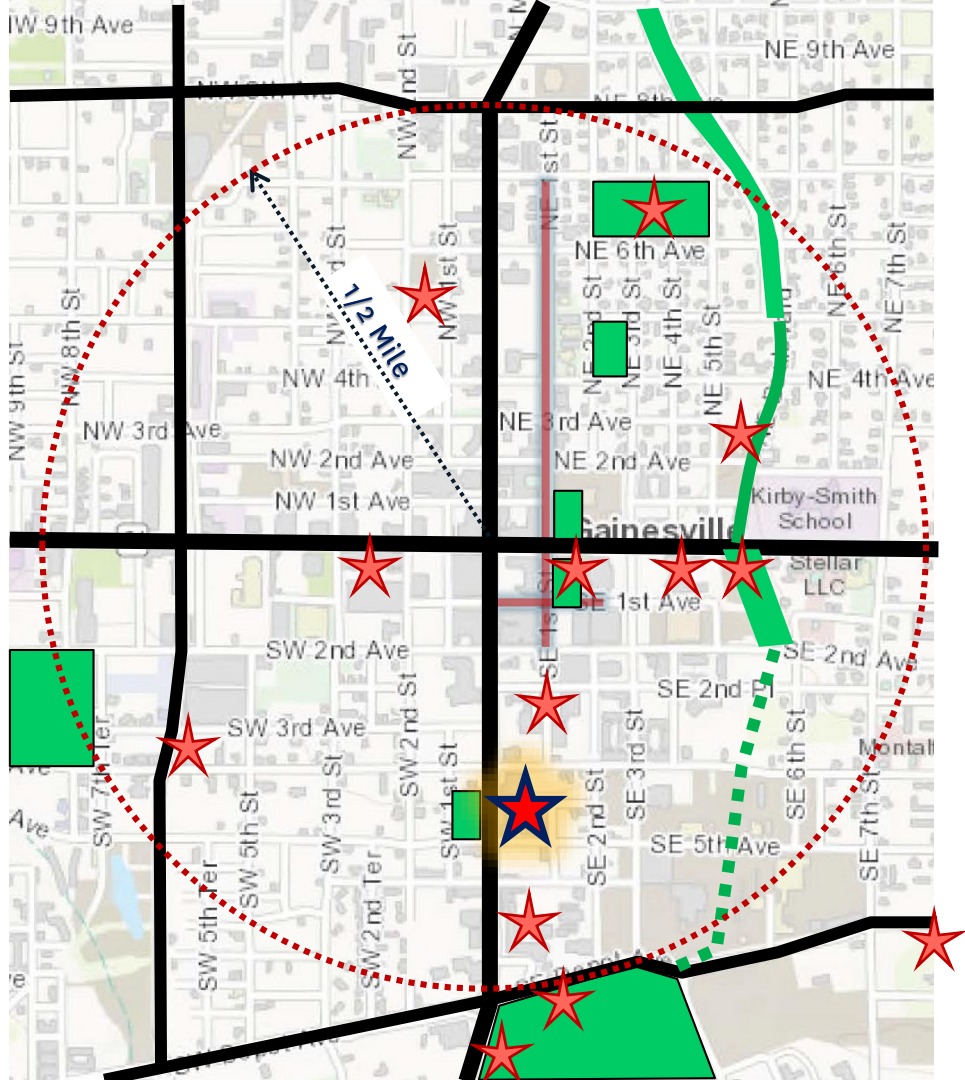
Old Fire Station #1

427 S Main Street



S Main St Façade (2017)

Old Fire Station #1 427 S Main Street Context Map



Old Fire Station #1: General Information

- City owned facility
- Currently vacant
- Former Fire Station #1
- Approx. 8,500 sq. ft. (main building) on 1-acre site
- Highly visible, on S Main St, across from Hasley Lynch Park, between Downtown and Depot Park and the Cade Museum
- Distinct Modern architecture



Artist Rendering of S Main St Renovated Façade by WJA Architects

Old Fire Station #1: Adaptive Reuse Universal Improvements

Scope

- Meet current Code
- Accessibility
- Building Structure
- Building Systems
- Site & Parking
- Flexible Floor Plan

Cost Estimate:

\$1.5-2 M



Old Fire Station #1: Universal Improvements Site Plan (Phase 1)



Old Fire Station #1: Future Potential Site Plan (Potential Future Phase)



Old Fire Station #1

Building Facades

West Façade



North Façade



East Façade



Old Fire Station #1

Discussion

OPTION 1:

- A. Direct Staff to declare the Old Fire Station #1 property, located on 427 S Main Street, surplus.
- B. Direct Staff to develop an RFQ for building sell.

OPTION 2:

- A. Direct Staff to negotiate professional services for the development of full renovation construction documents.
- B. Appropriate \$100K for building design services out of WSPF funds (Cultural Center project).
- C. Direct Staff to develop an RFQ for building operation or develop a plan to run internally.

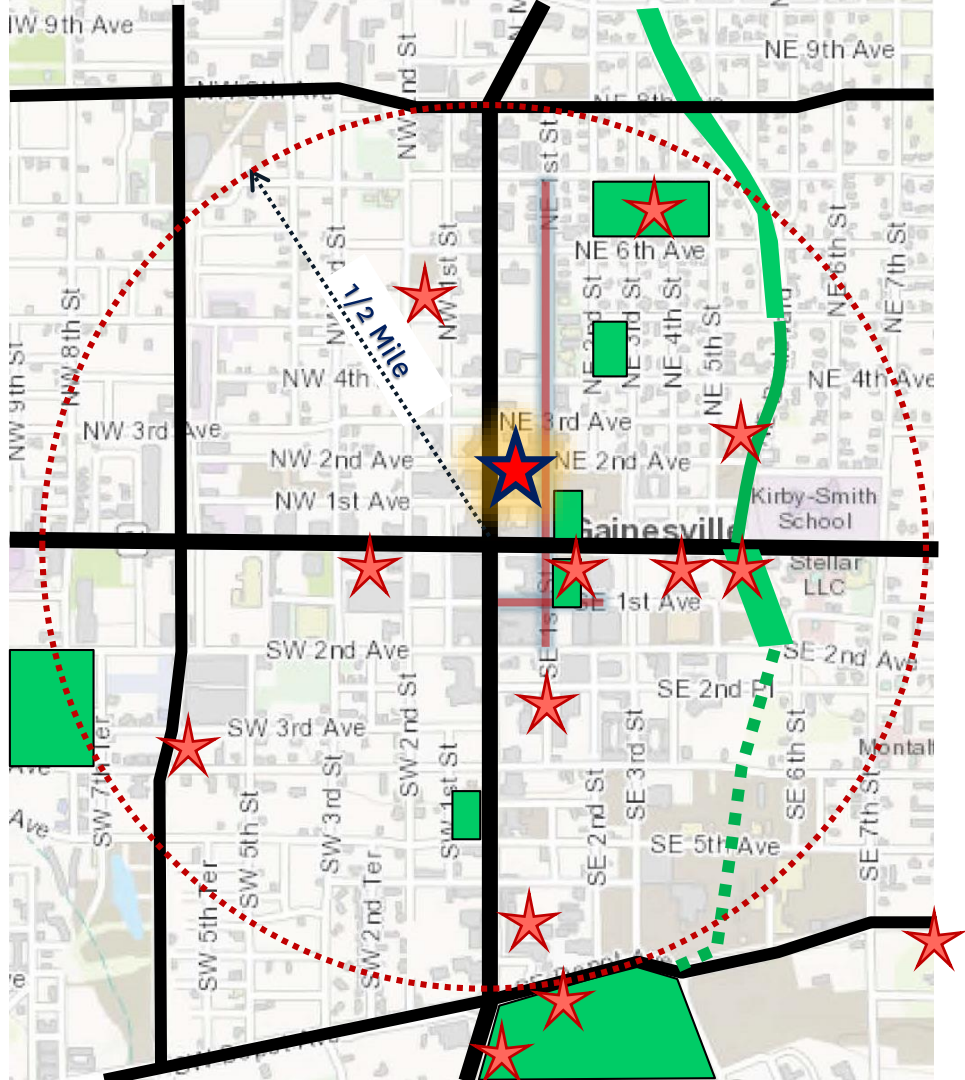


Masonic Lodge #41

215 N Main Street



Masonic Lodge #41 215 N Main Street Context Map



Masonic Lodge #41

General Information

- Prominent N Main St location
- Built in 1908-9 as a Masonic Lodge; Continuously owned & operated for its original purpose ever since
- On the U.S. National Register of Historic Places since 1998
- Fully preserved original architecture and carpentry
- Impressive, highly usable interiors and general layout.



Masonic Lodge #41

The Dining Hall (1st Floor)



Masonic Lodge #41

The Ceremony Hall (2nd Floor)



The Masonic Lodge

Original Building Details



The Masonic Lodge
Original Building Details



Masonic Lodge #41

Costs & Discussion

COSTS:

- Property appraised value: \$450K
- Preliminary estimated renovation cost: \$620K-\$1.6M

DISCUSSION:

1. Authorize the City Manager to negotiate building purchase at appraised value out of WSPP funds (Cultural Center project).
2. Direct Staff to develop conceptual design for adaptive reuse.
3. Authorize Staff to conduct a full building inspection to assess future renovations cost.
4. Direct Staff to develop an RFQ for building operation or develop a plan to operate internally.



Questions?

Thanks for your time and consideration.



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People empowered