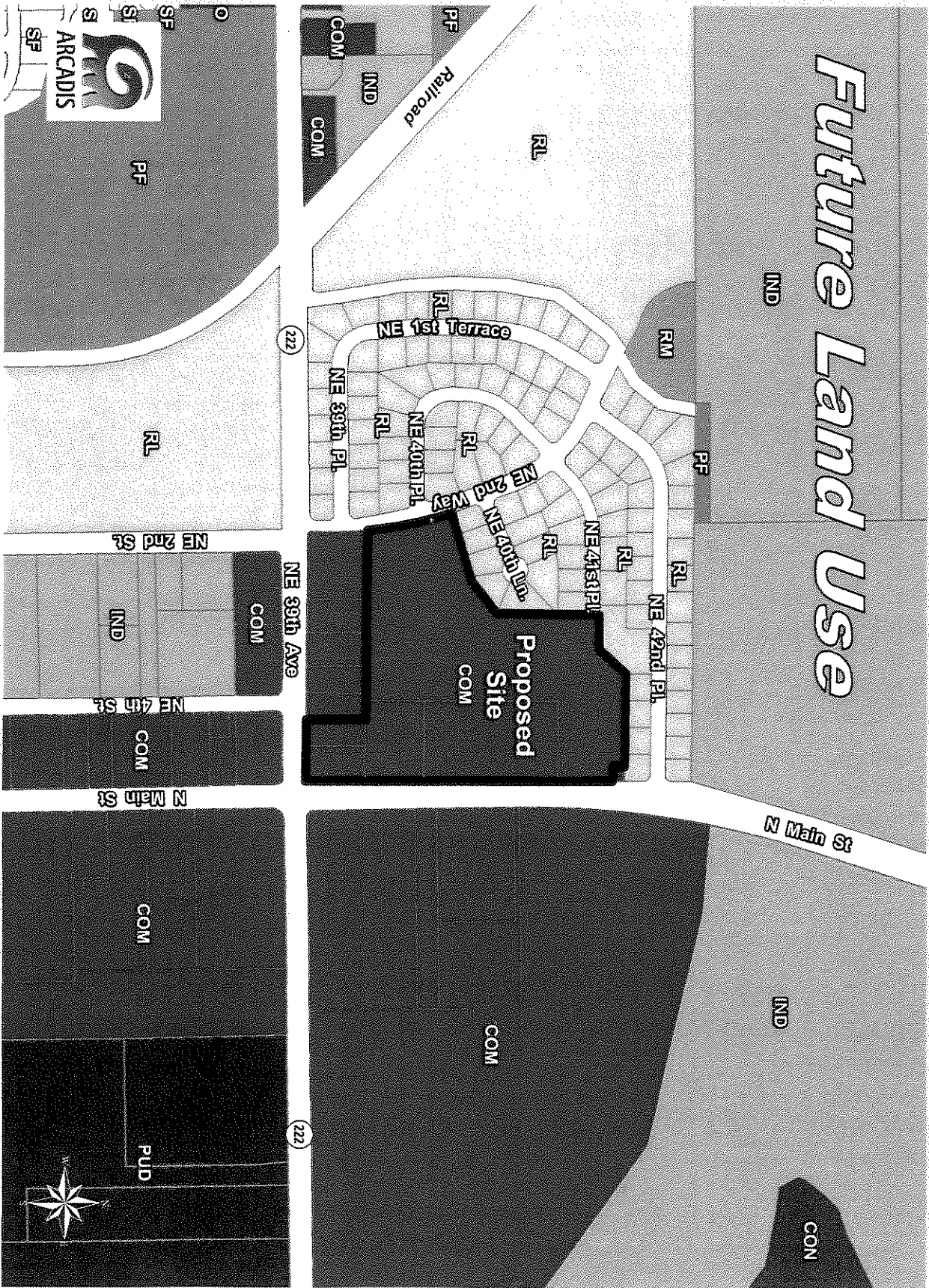
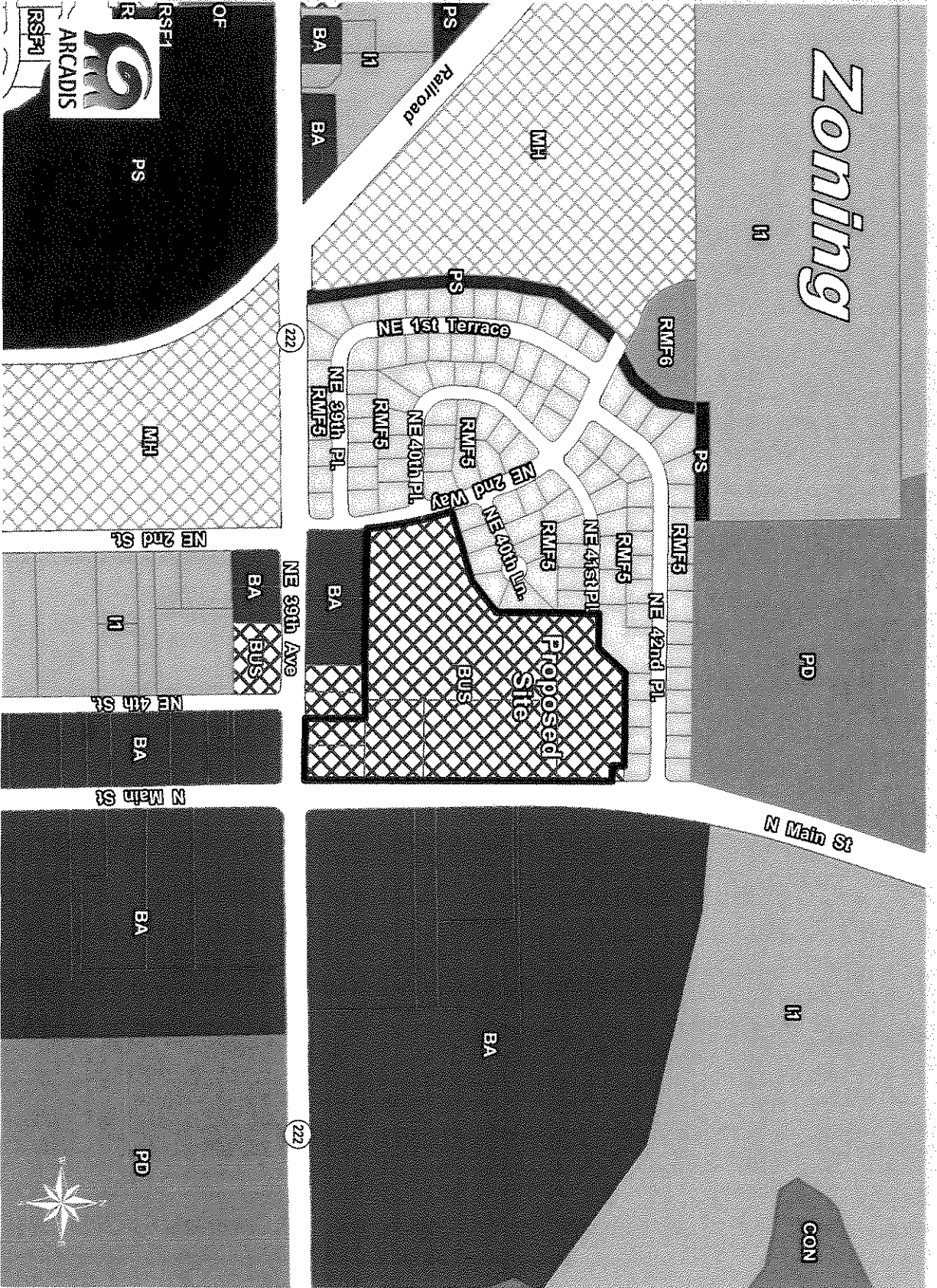


Gainesville Auto Town Center

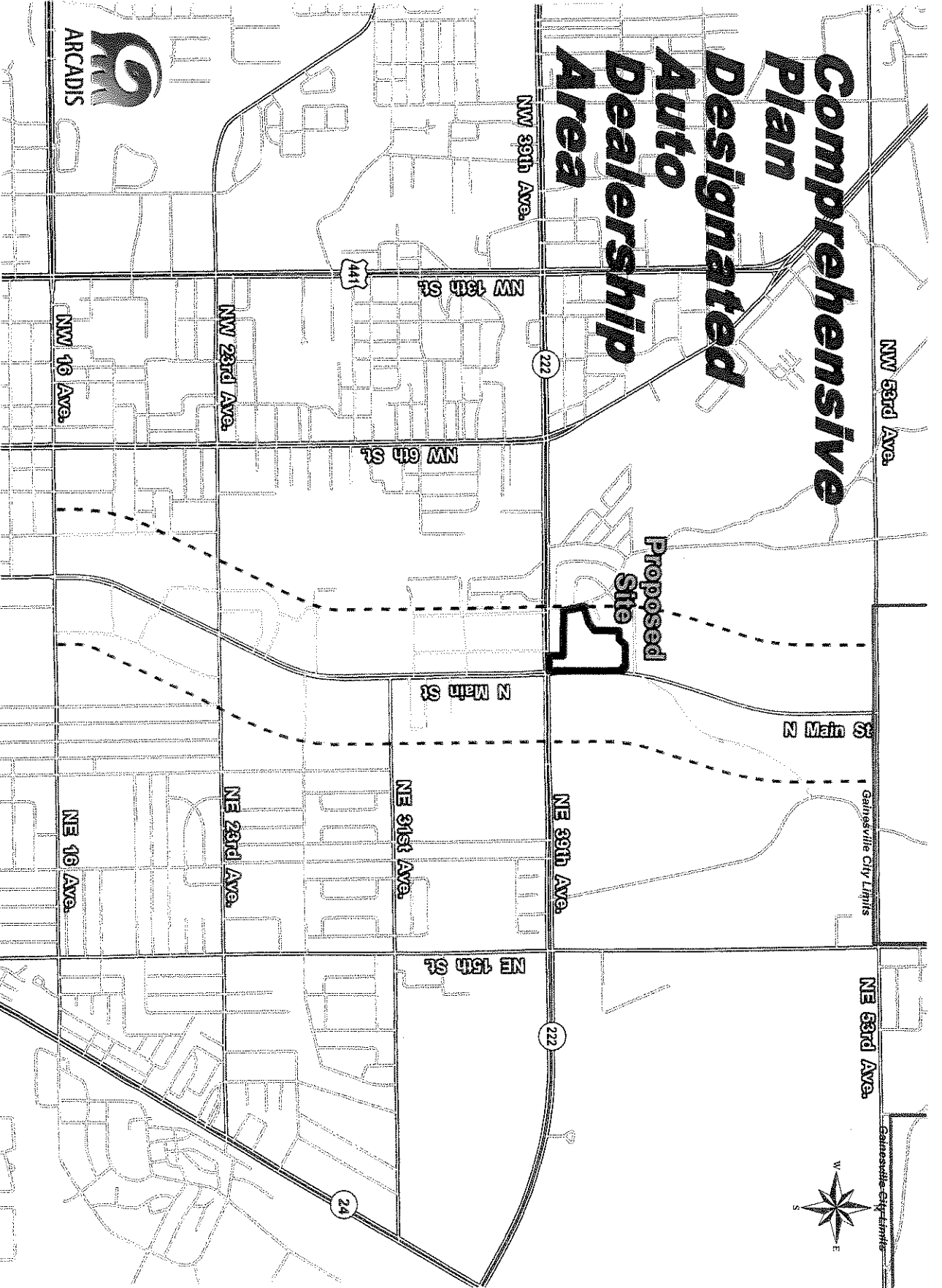
- Creative Approach
- Unique Design
- Commercial Area
- Car Dealership Designated Area
- Creates New Jobs
- Increases Area's Tax Base
- Significantly Greater Buffers Than Current Zoning
- LEED Development

Future Land Use



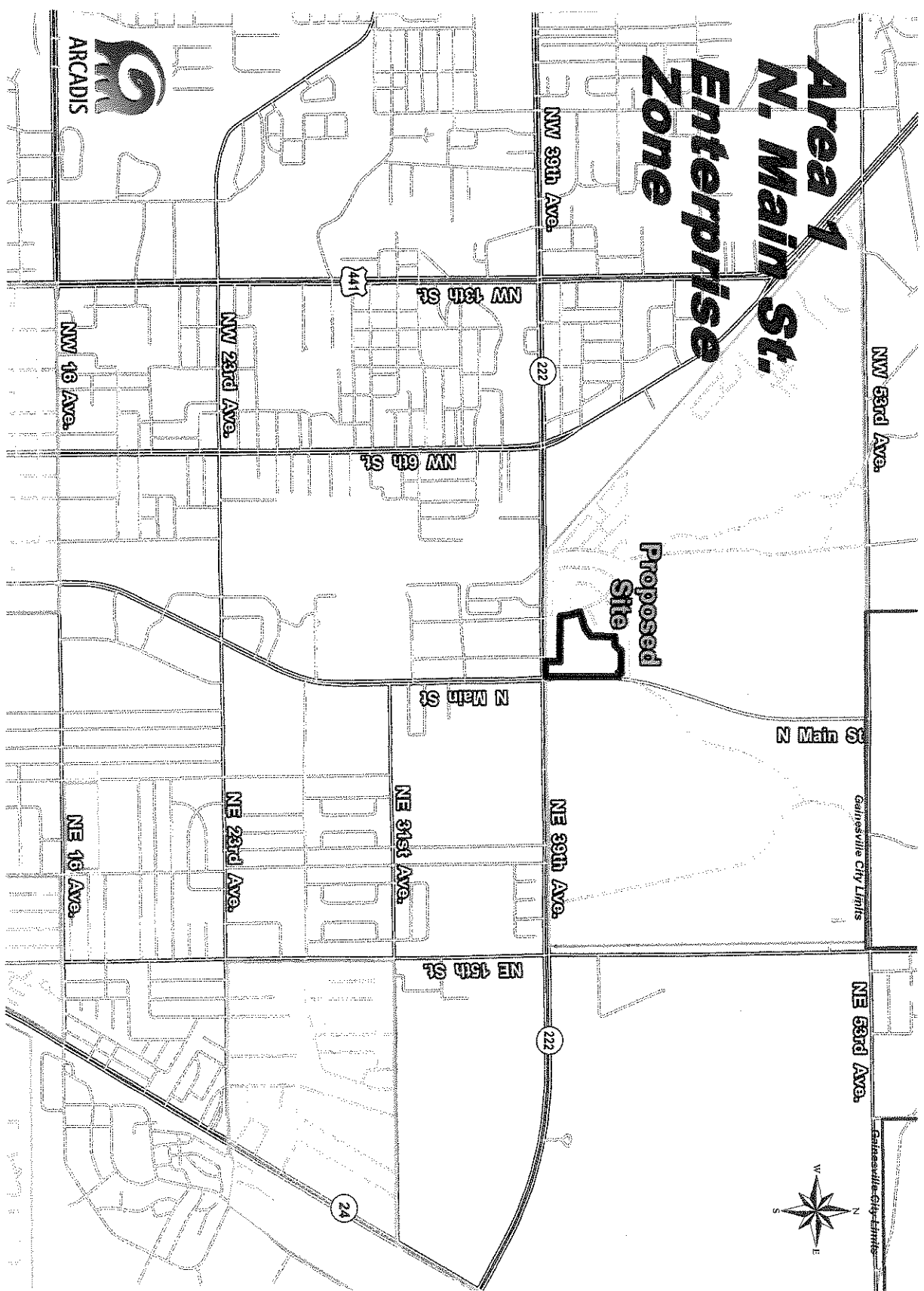


Comprehensive Plan Designated Auto Dealership Area



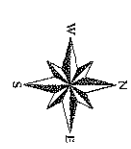
ARCADIS

0707058



Area 1 N. Main St. Enterprise Zone

Proposed
Site



“TOWN CENTER” DESIGN

Town Center Design Concept, Town Center Design Study, April 1992

“Attributes that were identified as the most important in describing these places (Town Centers) included:”

- A main street
- a unifying central space
- an overall sense of place
- intimate feel
- pedestrian orientation
- visual focus
- consistent streetscape
- architectural character

Englewood Town Center Design Concept, Calthorpe Associates

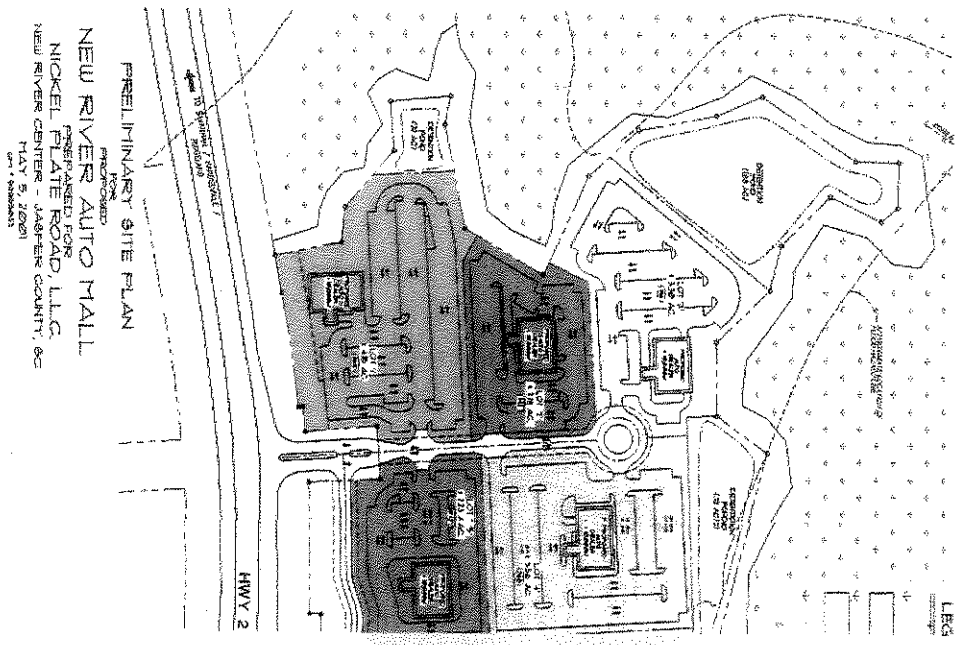
“On-street parking enhances the usability of the pedestrian area, but most of the parking is placed in surface and structured lots away from pedestrian-oriented building fronts.”

Mercedes Opens Dealership at Auto Mall, City of Fairfield, California press release May 2007,

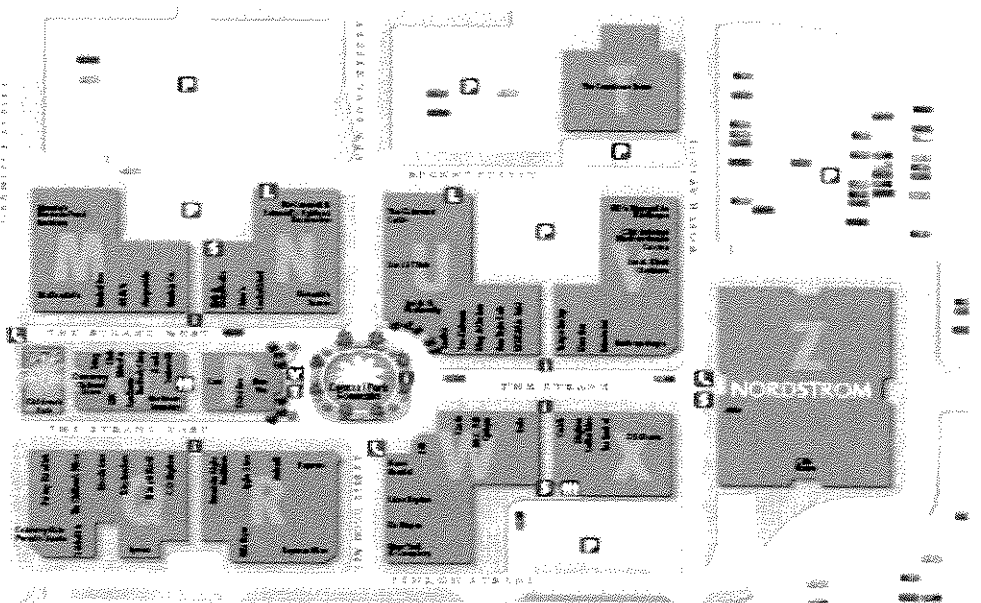
“The Mercedes-Benz dealership will join the approximately one dozen dealers already located at the 31-acre auto mall.”

“Since the auto mall was created, new car sales have become the largest sales tax generator for the city of Fairfield”

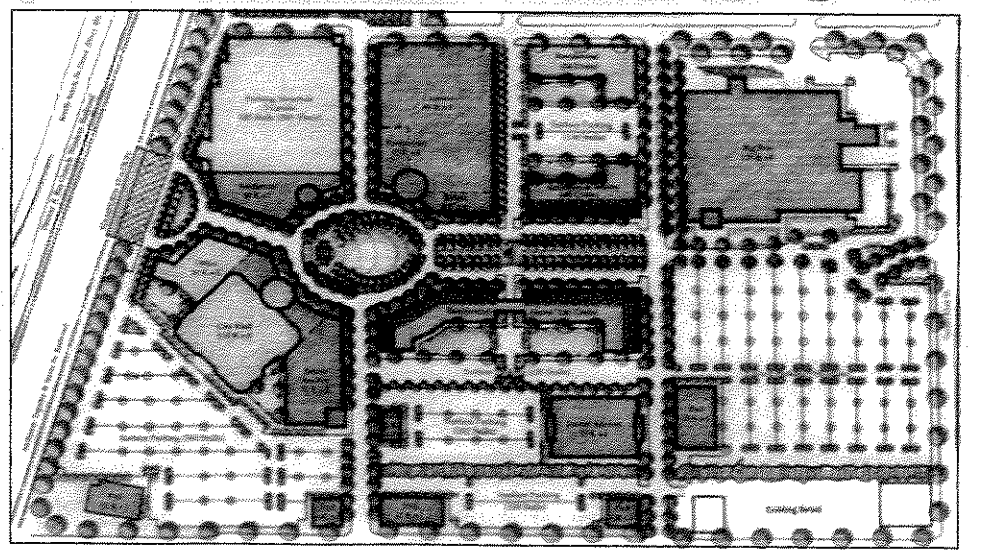
DESIGN INSPIRATION AND OTHER EXAMPLES



NEW RIVER AUTO MALL
HILTON HEAD, NC



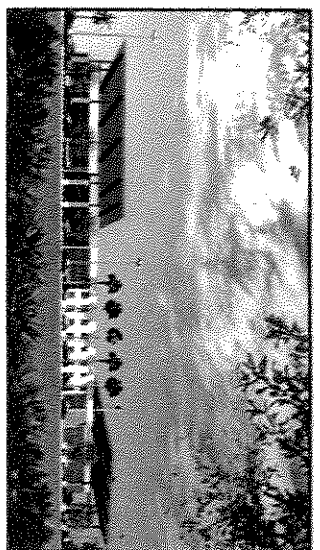
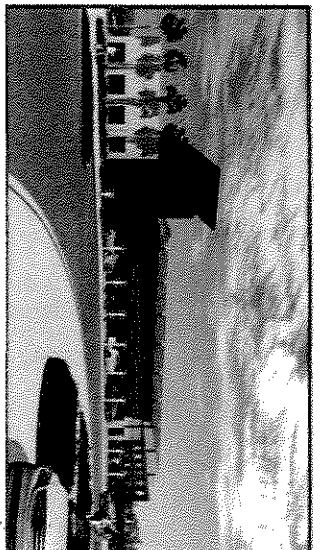
EASTON TOWN CENTER
COLUMBUS, OHIO



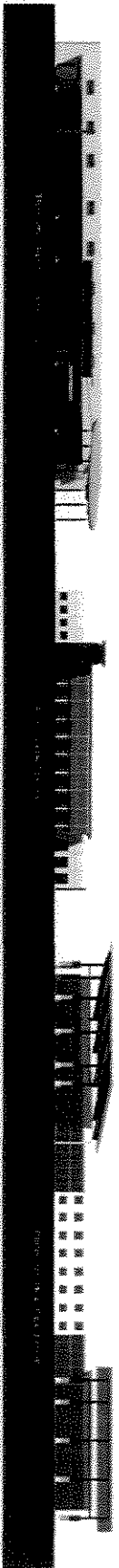
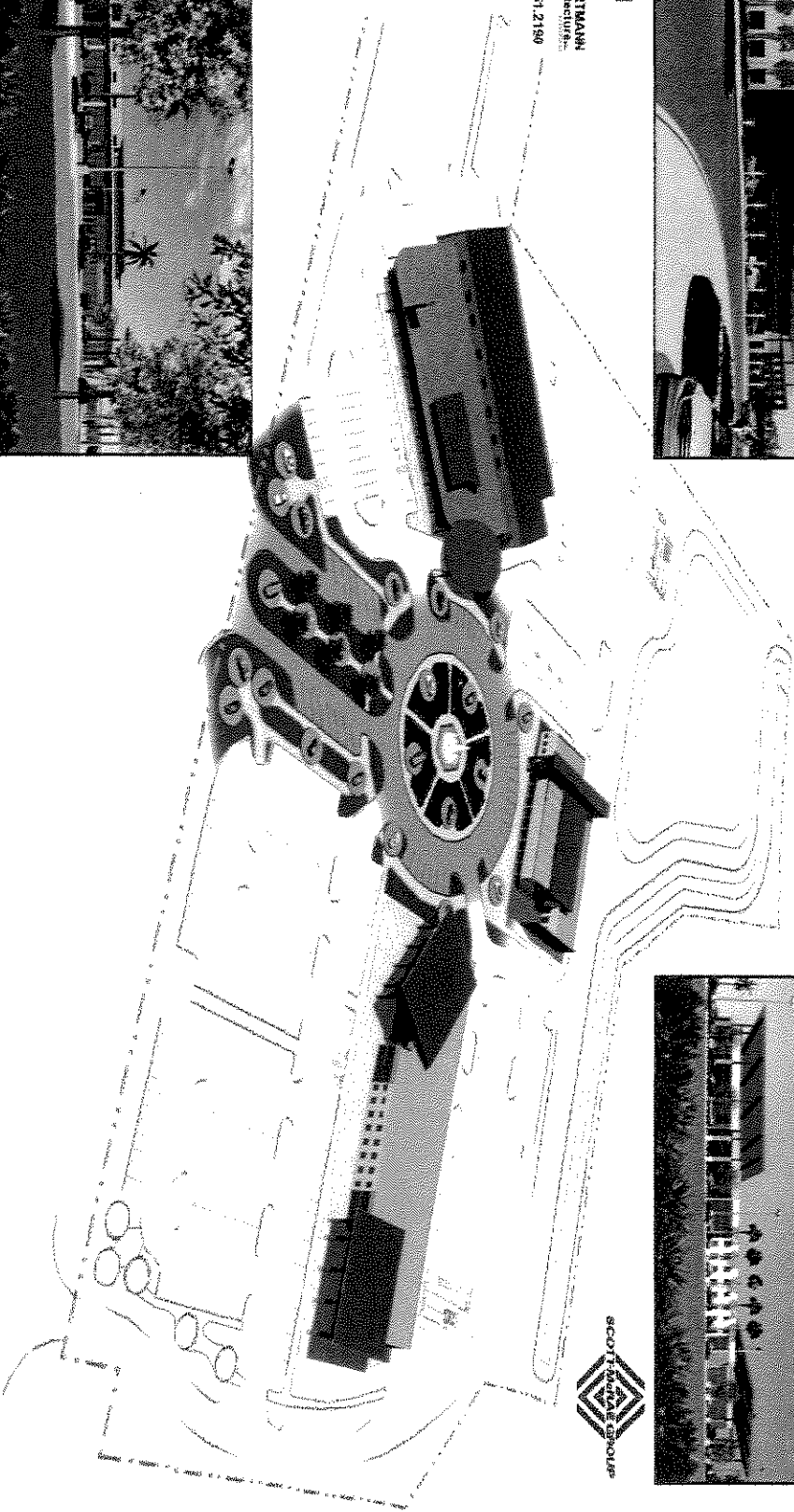
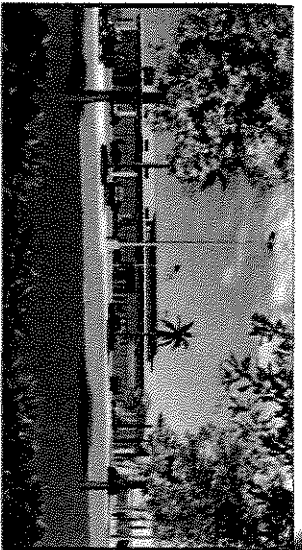
ENGLEWOOD TOWN CENTER
ENGLEWOOD, COLORADO

070705G

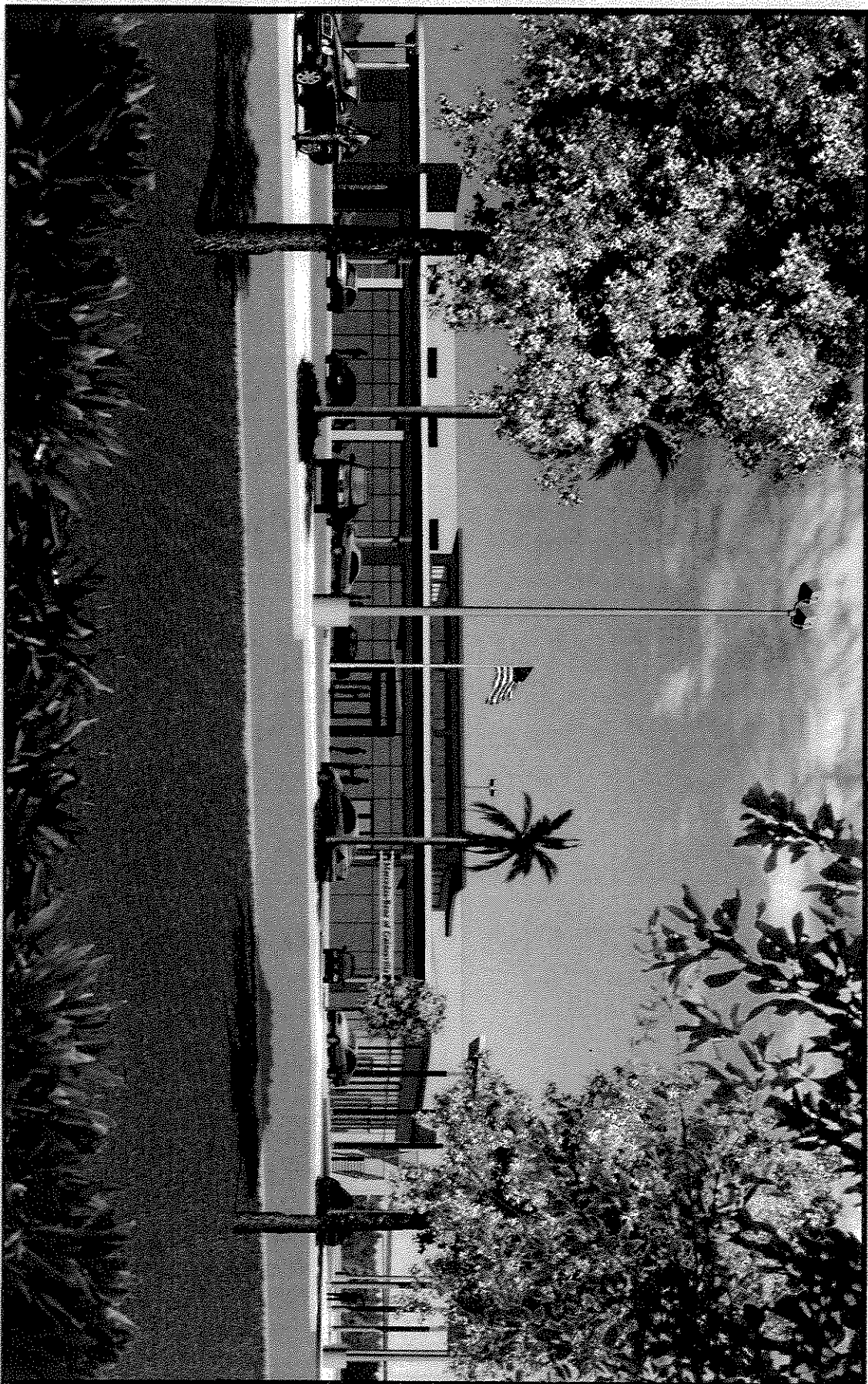
GAINESVILLE Auto Town Center



HARTMANN
Architects
813.251.2190

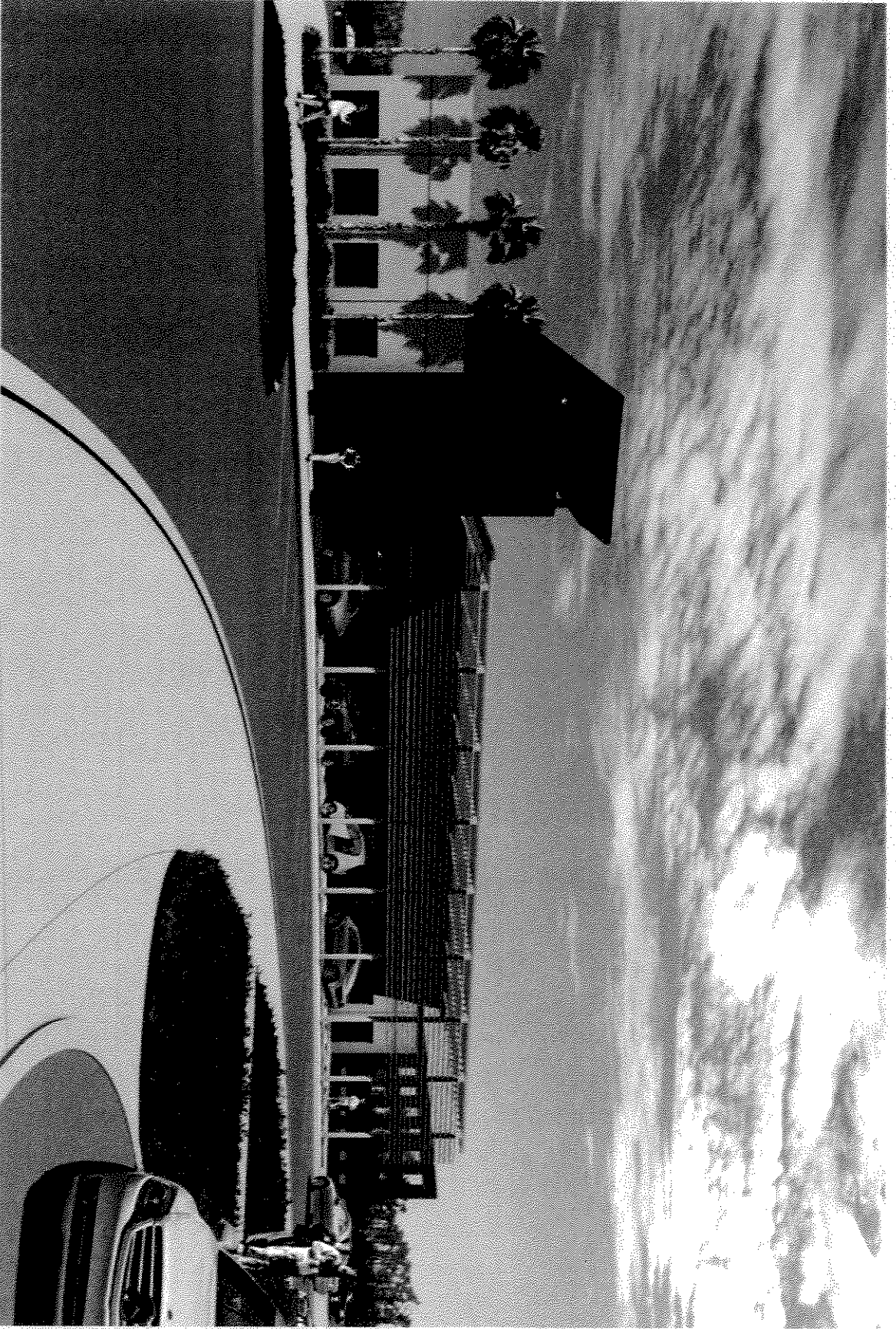


070706C



CONCEPTUAL MERCEDES DEALERSHIP ELEVATION

0707000



CONCEPTUAL ALTERNATIVE FUELS LEARNING CENTER

0707064



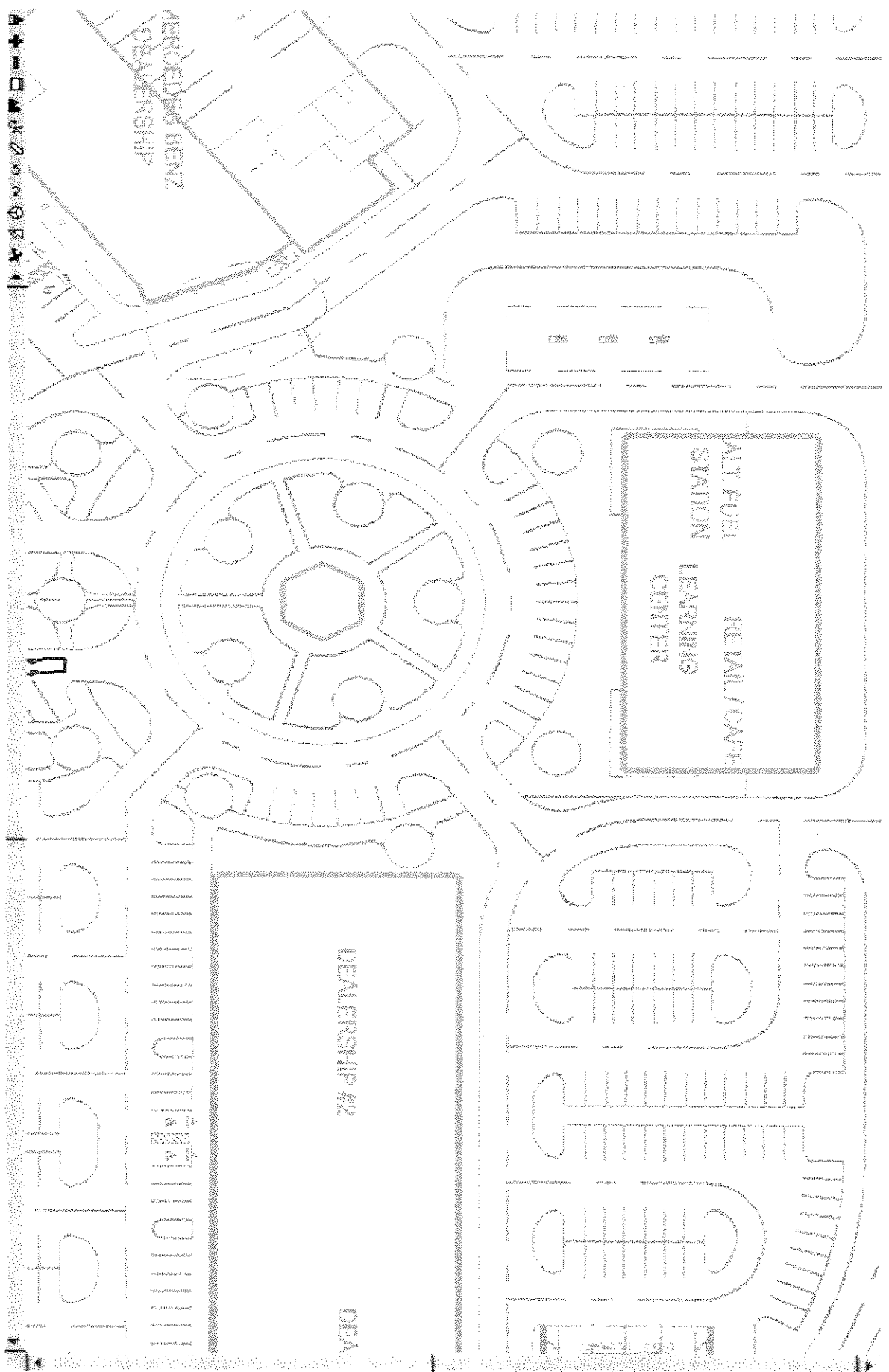
CONCEPTUAL PERSPECTIVE OF CORNER

070706G



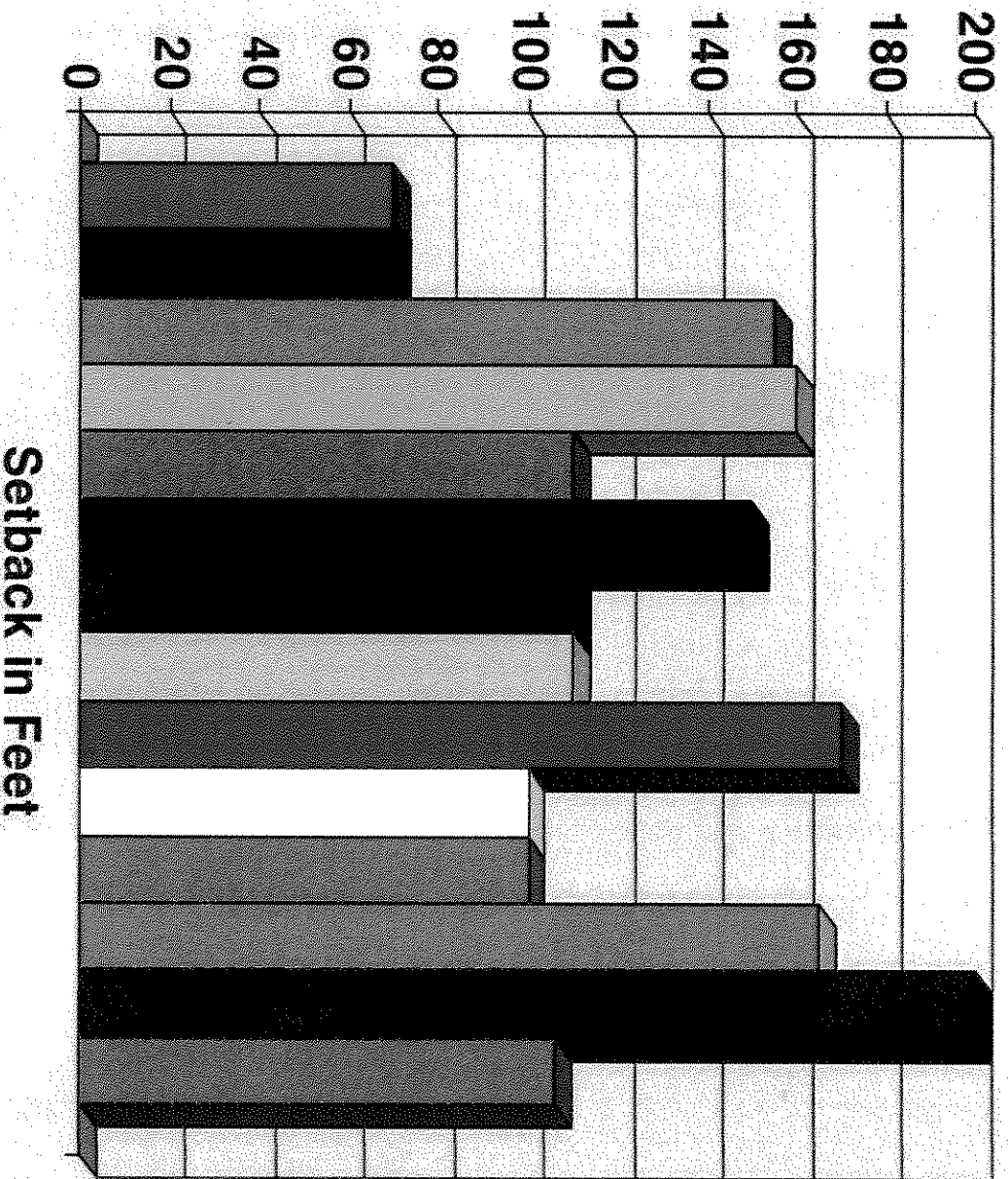
- TOTAL SITE AREA: 18.35 AC
- VEHICULAR USE AREA:
338,253 SF (7.76 AC)
- BUILDINGS, SIDEWALKS,
PAVED VEHICLE
DISPLAY PADS: 130,489 SF
(3.00 AC)
- GREEN SPACE/ LANDSCAPE
AREA: 189,170 SF (4.34 AC)
- DRAINAGE/ STORMWATER
RETENTION: 141,778 SF
(3.25 AC)
- TOTAL IMPERVIOUS AREA=
469,742 SF (10.76 AC) 59% OF
TOTAL SITE AREA
- TOTAL PERVIOUS (NON-
PAVED) AREA=
330,948 SF (7.59 AC) 41% OF
TOTAL SITE AREA

070706G



ALTERNATIVE FUELING STATION ANIMATION

DEALERSHIP BUILD-TO LINES TO MAIN STREET

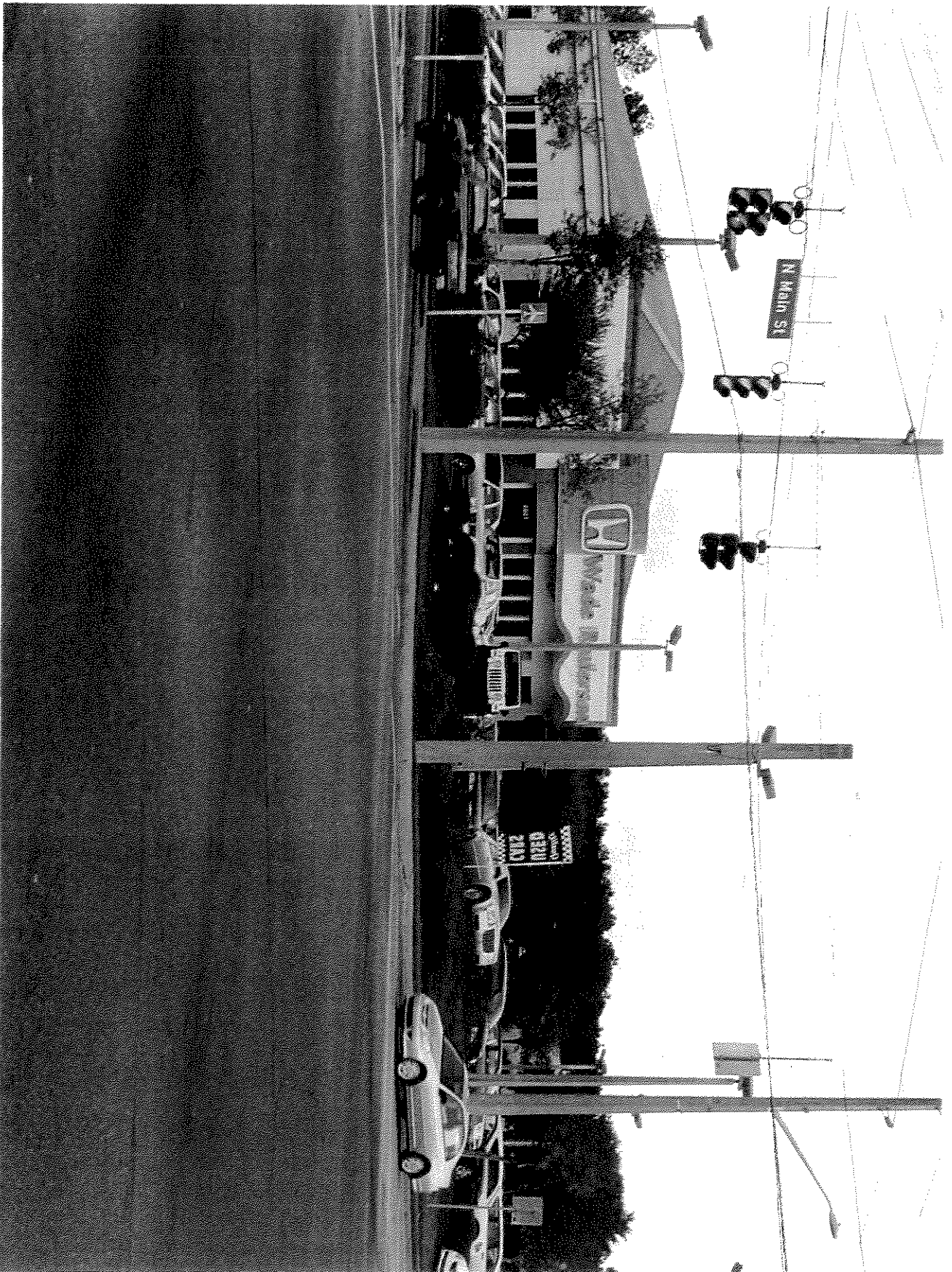


- Mazda of Gainesville
- Gainesville Nissan
- Wade Raulerson Honda
- Saturn of Gainesville
- Palm Chrysler/Subaru
- Tomlinson Isuzu
- Gatorland Acura
- Gatorland Kia
- Gainesville Ford
- Gainesville Mitsubishi
- Gainesville Toyota
- Gainesville Dodge
- Gainesville Volkswagon
- Gainesville Auto Town Center

* Data derived from Property Appraiser and Aerial Interpretation

070706C





0707064

Enhanced Landscape & Buffering

- **Residential Buffering**

- Code Requires:

- 9' Min. buffer
- 2 shade trees / 100'
- 3 understory trees / 100'
- 8' wood fence
- 50' building setback

- PD Proposes:

- 25' Min. buffer (10' undisturbed, 15' landscaped)
- 3 shade trees / 100'
- 4 understory trees / 100'
- 8' wood fence
- 90' building setback

- **Streetscape**

- Code Requires:

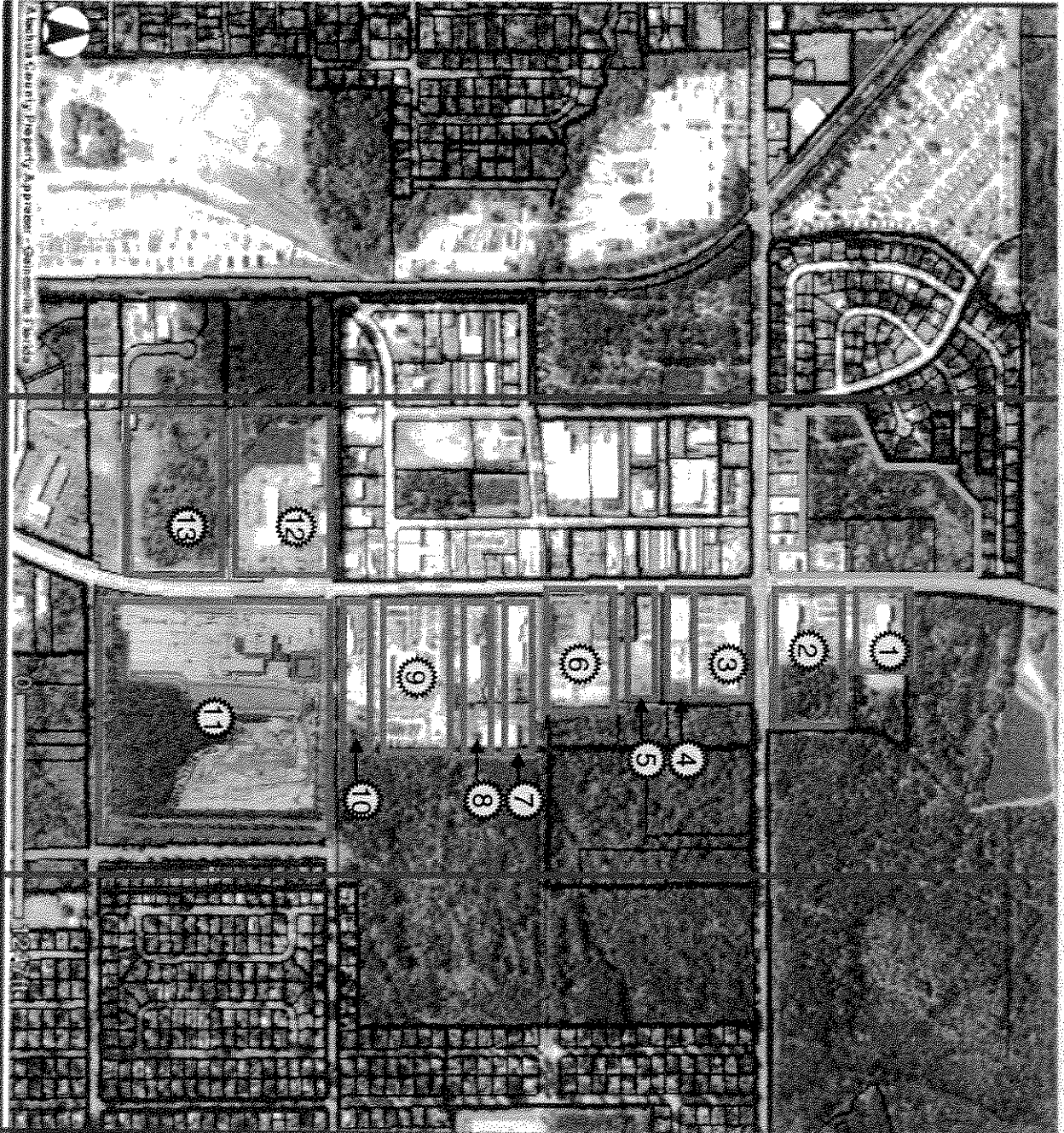
- Min. 9' landscaping strip
- Shrubs: 75% Opacity and 3' height within 3 years of planting
- Trees: 1 shade tree per 50 linear feet

- PD Proposes:

- Min. 19.5' landscaping strip
- Shrubs: 75% Opacity and 3' height at time of planting
- Trees: 1 shade tree average 30' linear feet (65 gallon)
- No parking on City Right-of-Way (through use of trees, shrubs and bollards)

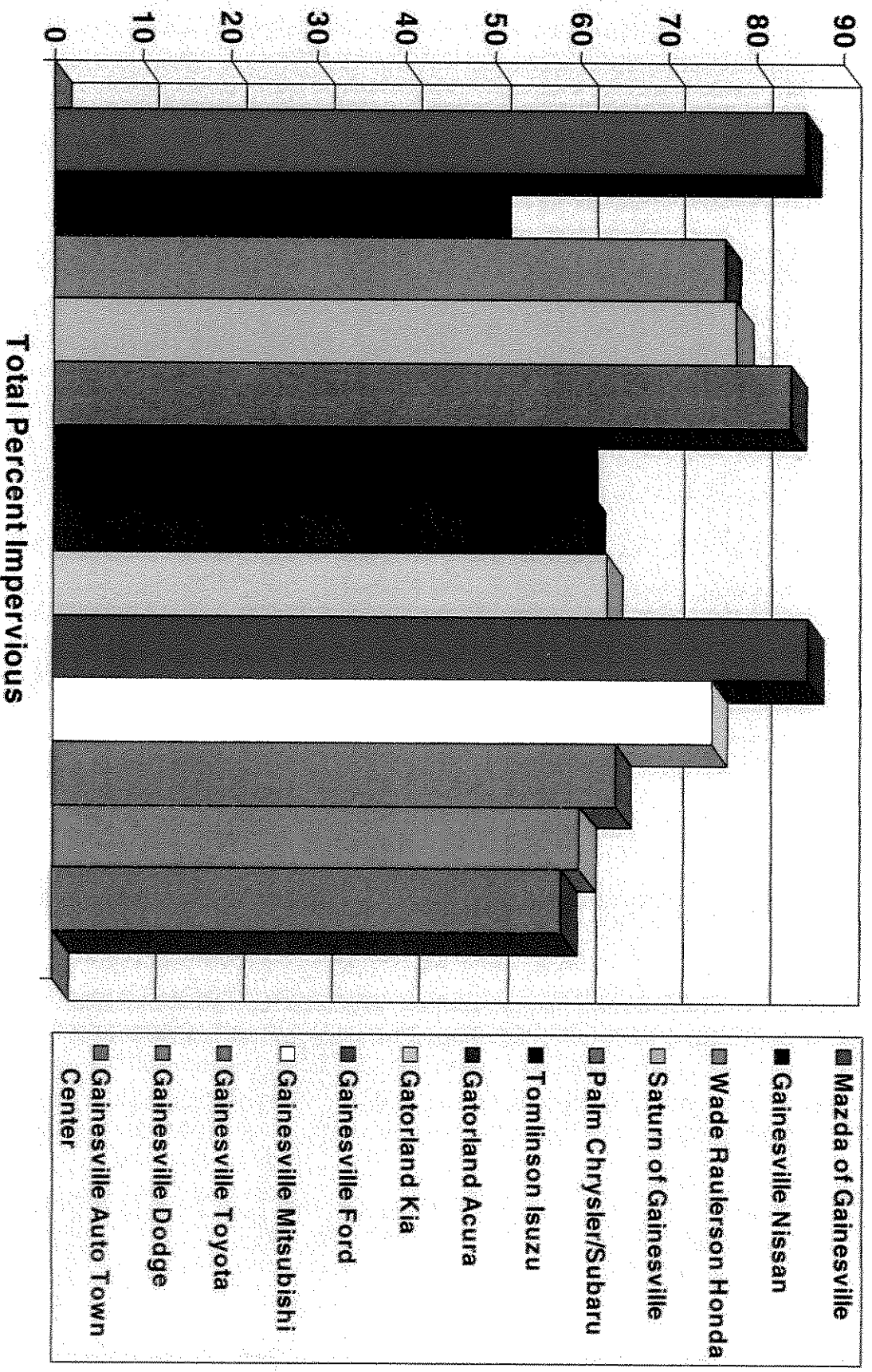
070706G

AUTO DEALERSHIP ROW



070706G

IMPERVIOUS AREA



*Data derived from Property Appraiser and aerial Interpretation

PROJECT SUMMARY

- Commercial Redevelopment (Vacant Office, Bank and Bar)
- Consistent with the Comprehensive Plan
- Multiple Dealerships on Site
- No Neighborhood Objections
- Located in the Enterprise Zone
- Estimated 125 New Jobs
- Extensive Perimeter Landscape Buffer
- Enhanced Streetscaping
- Greater Setbacks than Current Zoning
- No Outside Loudspeakers
- Will Meet the City's Lighting Regulations
- Less intense than "Business" Zoning
- Learning Center in conjunction with UF School of Engineering
- Alternative Fueling (non-profit)
- Two access points instead of the four existing
- LEED Design

ITE Trip Generation ADT Comparison

Total Proposed Trips	3,042
Total Existing Trips	1,612
Retail Shopping Center Trips*	8,361

*As currently allowed in "BUS" zoning district
(assumes typical retail development of 10,000 sf/acre)

070708G



070708E

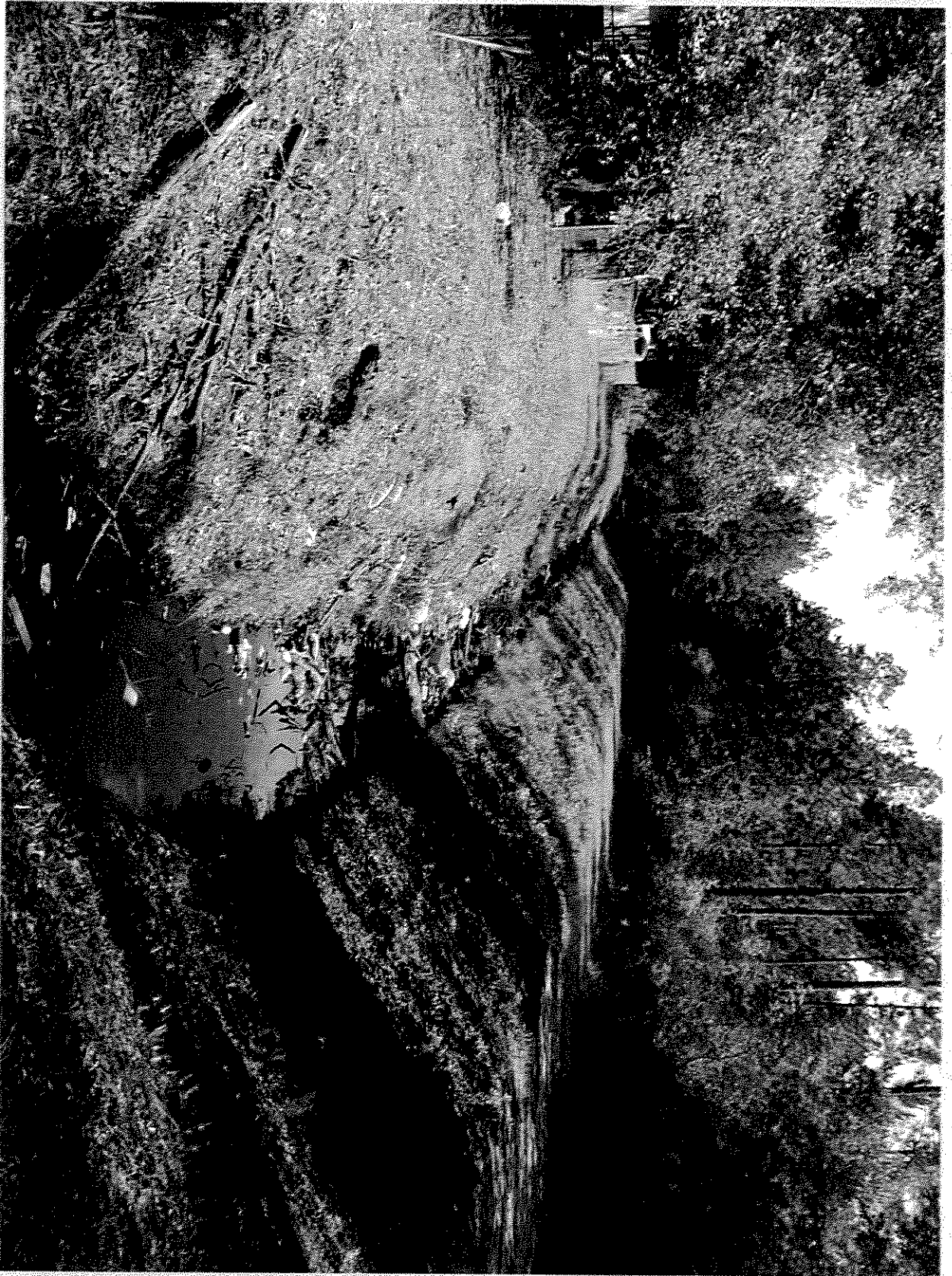


070706E





070706G



07070AG