

1999 PLAN

2008 PLAN

POWER DISTRICT PROJECT BACKGROUND



STRATEGIC PLAN

FISCAL YEAR 2013 & 2014

October 2013

STRATEGIC INITIATIVE # 2.2

Action Plan for FYs 2013-2014 for Power District

	Action Steps	Estimated Completion Date
1.	Initiate environmental testing	Ongoing
2.	Complete redevelopment plan and craft new zoning for remainder of Power District and initiate full land use/rezoning for balance of site	FY2014-2015
3.	GRU and City negotiate land/buildings for inclusion in redevelopment	FY2014
4.	Construction at Catalyst Warehouse complete and Prioria occupancy begins	Completed
5.	Collaborate with GRU and PWD on CIP for long-term Power District Redevelopment	FY2014
6.	Initiate and complete Infrastructure Study	FY2014

Cost Estimate	Estimated Completion	Stage of Progress	Priority
1,650,000	Unknown	Infancy	Highest
nding Gap: 95%	1%		

POWER DISTRICT PROJECT BACKGROUND

COMMUNITY FOCUS The CRA focus is in four Community Redevelopment Areas: College Park/ University Heights, Downtown, Eastside, ON COMMUNITY and Fifth Avenue/Pleasant Street. REDEVELOPMENT **SEMINARY LANE** A.OUINN JONES NW 5TH AVE **SIDEWALKS** NW 1ST AVE DOWNTOWN PLAZA INNOVATION SOUARE **FOCUS** GTEC AREA PORTERS 5 MAIN ST. COLLEGE PARK/UNIVERSITY HEIGHTS

POWER DISTRICT PROJECT BACKGROUND

FY2014 WORKPLAN

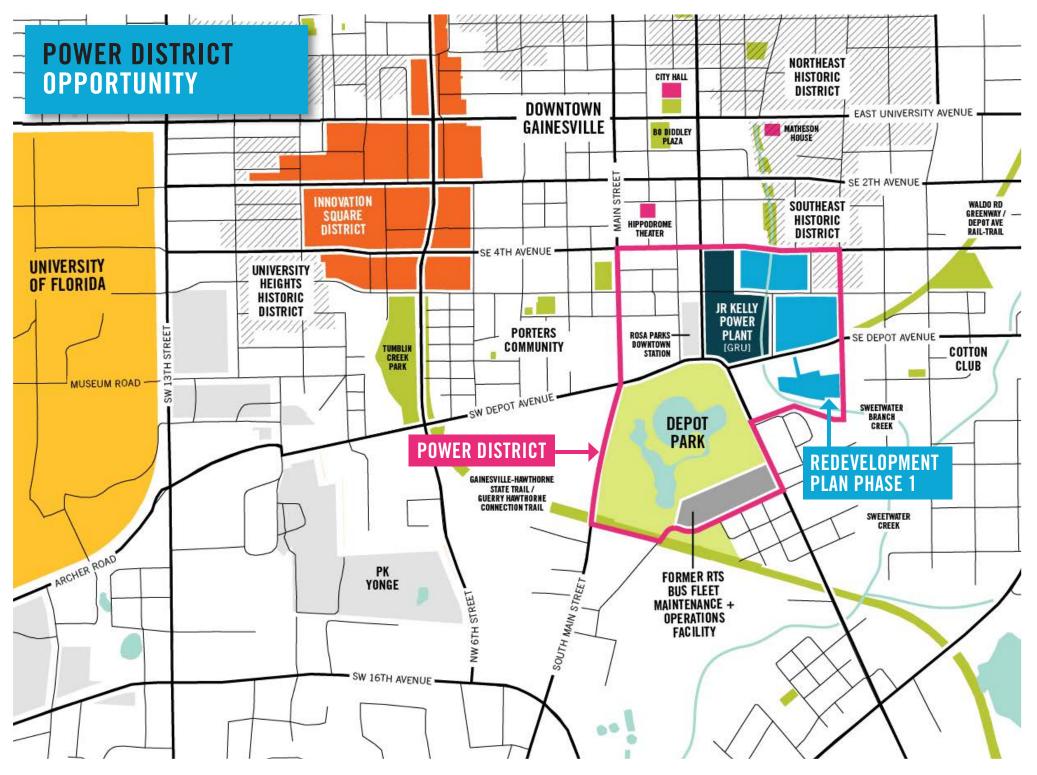
1ST QUARTER FOCUS

Community Redevelopment Agency October 21, 2013



POWER DISTRICT Finalize redevelopment plan Rezoning and landuse Property disposition policy development Marketing strategy development Begin assessments: infrastructure, property, buildings Business and developer recruitment













SE 5TH TERRACE THE SURROUNDING COMMUNITY

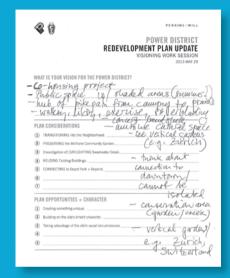






STAKEHOLDER INVOLVEMENT MEETING DATES

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2013 Planning Committee (Public Works, R.T.S., Planning)
    06 2013 GRU Staff (Land Rights/Real Estate)
    29 2013 Public Meeting #1 (Depot Building)
    29 2013 Real Estate, Chamber of Commerce + Economic Development Stakeholders
JUNE 12 2013 DRAB Meeting Presentation
JUNE 17 2013 CRA Board Meeting & Presentation
             ERAB Meeting Presentation
    15 2013 Public Meeting #2 (Civic Media Center)
    15 2013 City Manager and GRU Manager Coordination Meeting
    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)
             Public Meeting #4 (Depot Building)
       2013 DRAB Meeting Presentation
       2013 City Manager and GRU Manager Coordination Meeting
    16 2013 CRA Board Meeting + Presentation
    16 2013 Public Meeting #5 (Depot Building)
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PUBLIC COMMENT FORM



PUBLIC MEETING #1May 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.

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.

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.

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.

6 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.

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.

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.

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.

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.

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.

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.

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.









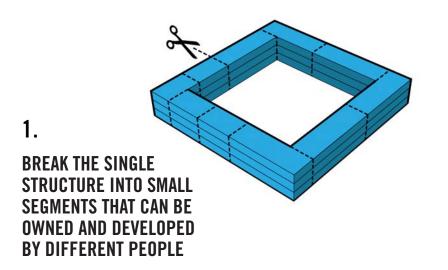


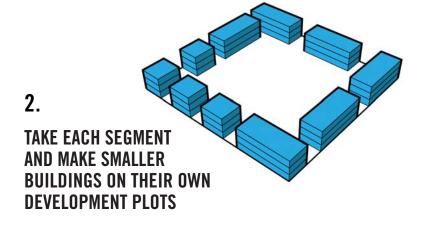


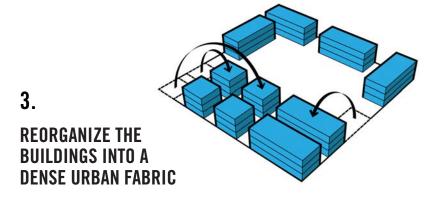




BY REIMAGINING THE "STANDARD MODEL" FOR URBAN DENSITY, NEW DEVELOPMENT CAN MATCH THE SCALE AND CHARACTER OF COMMUNITY.





















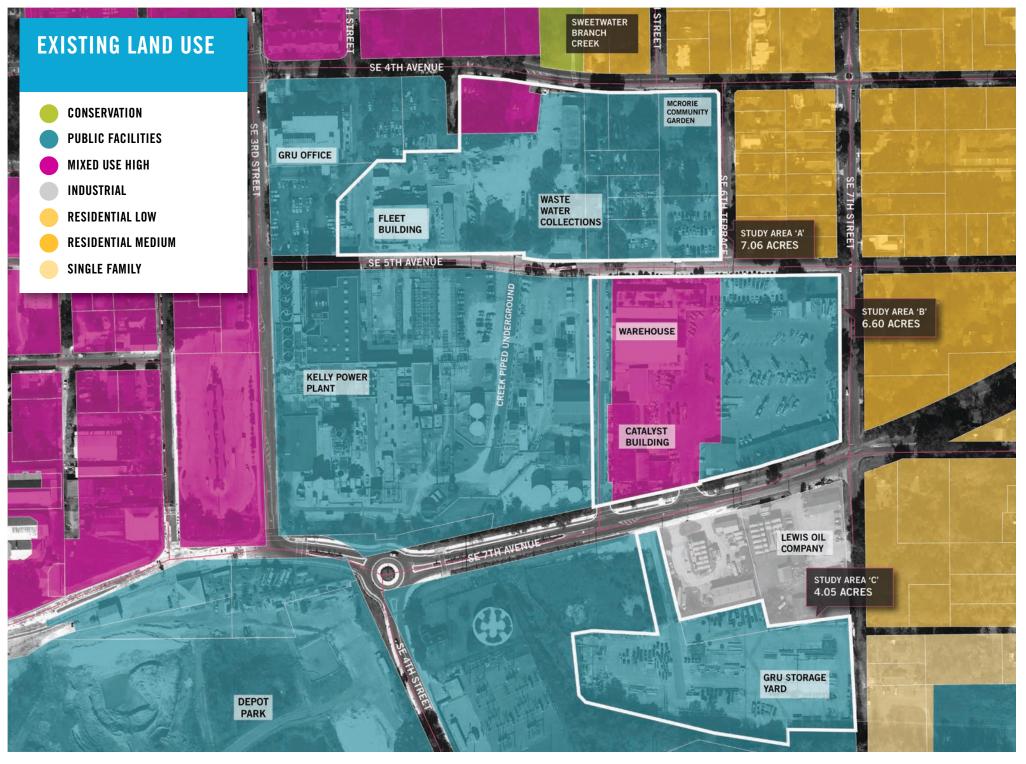


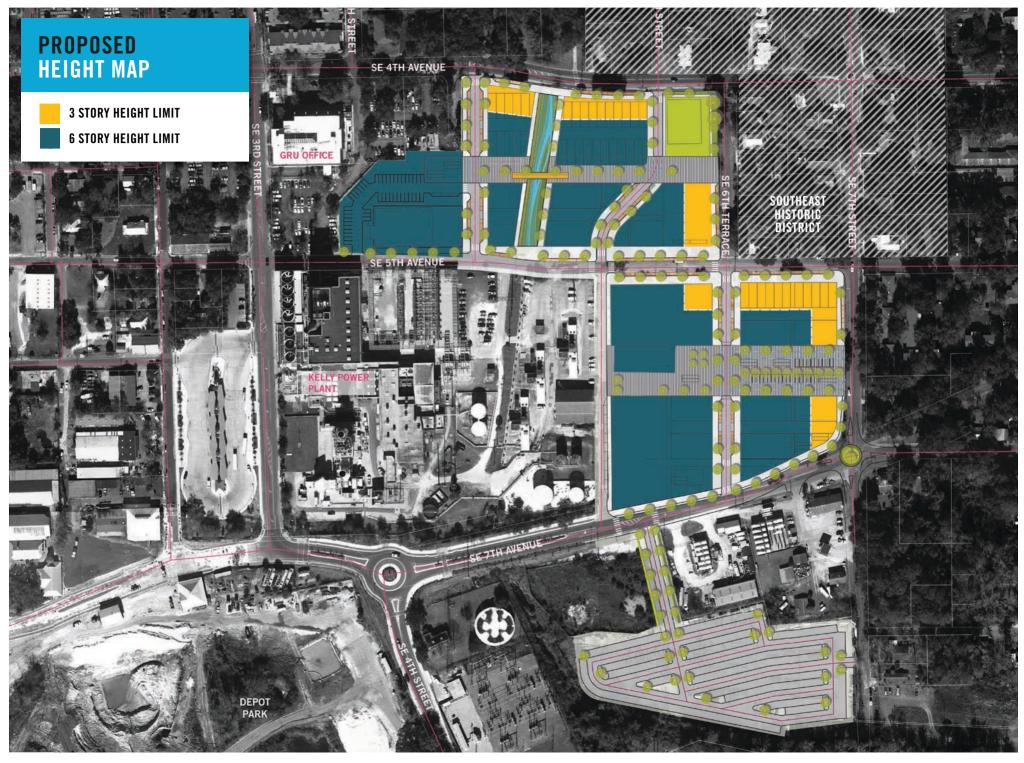












AFTER MASTER PLANNING COMES THE REAL WORK OF IMPLEMENTATION — DEVELOPMENT POLICY, ZONING, FUNDING, CONSTRUCTION AND PROGRAM MANAGEMENT.

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

- REDEVELOPMENT PLAN UPDATE ADOPTION BY GCRA BOARD
- PROPERTY DISPOSAL DISCUSSIONS AND AGREEMENTS BETWEEN CRA/GRU/GG
- REZONING OF PROPERTIES TO UMU-2
- 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
- PROPERTY & BUILDING APPRAISALS
- BROWNFIELD DESIGNATION STUDIES & APPLICATIONS TO FDEP
- STORMWATER TREATMENT/MITIGATION ASSESSMENT
- 10 PERFORM BUILDING ASSESSMENTS

- DEVELOPMENT DEMAND POTENTIAL AND INFRASTRUCTURE CAPACITY ASSESSMENT
- BRANDING, MARKETING, AND RECRUITMENT STRATEGY
- ISSUE RFP FOR DEVELOPER/DESIGN DEVELOPMENT PROPOSALS
- SWEETWATER BRANCH CREEK DAYLIGHTING FEASIBILITY STUDY
- 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



Power District Land-Use & Rezoning Neighborhood Workshop



SIGN-IN SHEET: April 15, 2014

Name	Email and/or Phone		Mailing Address
Connie -	Jylanki	cgraphix @bellsouth, net	428 SE 7 St., Gaines.
Sylvin A	nod	sylvia.r. ar node grand com	1500 NW 16th Are Guille
Emily S	TONY	sparriha@gmail.com	433 South Main Street
JoAnna	Emerson	98 rm8 @ gator. let	30936, 7454 Micanopy 30936, 7454
CindyrJa	e Montalto	I montal to @windstesan	nret Gaines ville 3260
Susar	Glorsle	QUO SUSAN Sel dessalacco	grad 421 8E 6th terr 3260
Naug G	a desseer	VFG 3755 @ mg. an	375554/37 (360)
Melan	e Be	Mybare elelson con	26NE 52 32601
Pavid M	aren	sufficiency a marchy Miss. Com	
MARY	FULLWAMS	352-37, -9136	315 SE 6 St 32601
	McGur	KasaMc Gurn. con	`
Sal Vid	8.2	videlSC @ Sanesvillec	ve, Can
Meg Th	elosen	mey@fistmajnitudebew	ng.com PO Box 12248

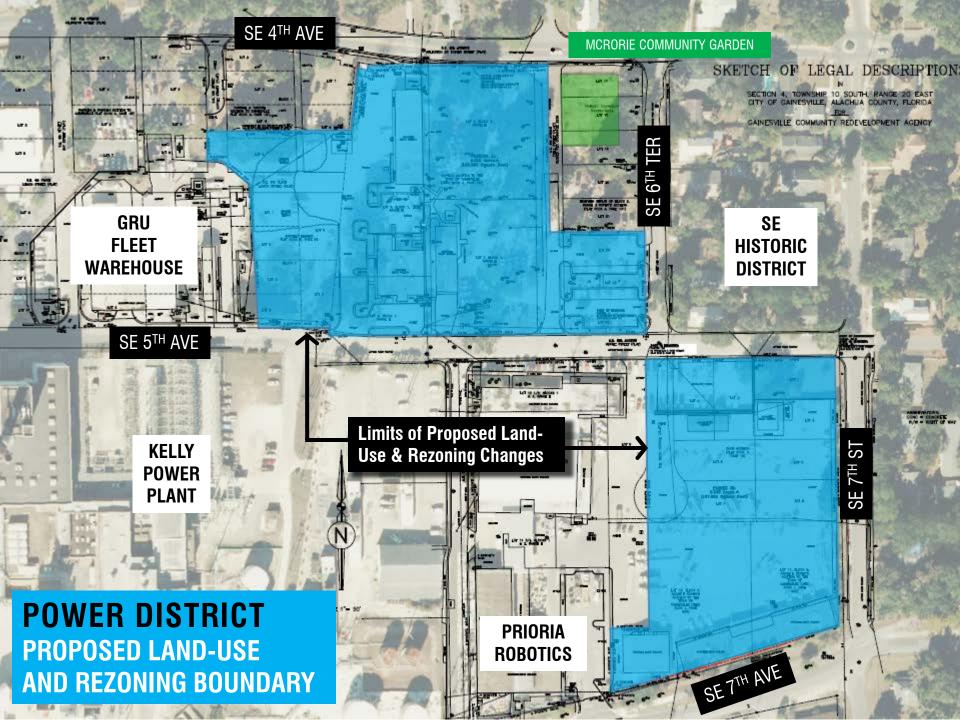
POWER DISTRICT NEIGHBORHOOD WORKSHOP

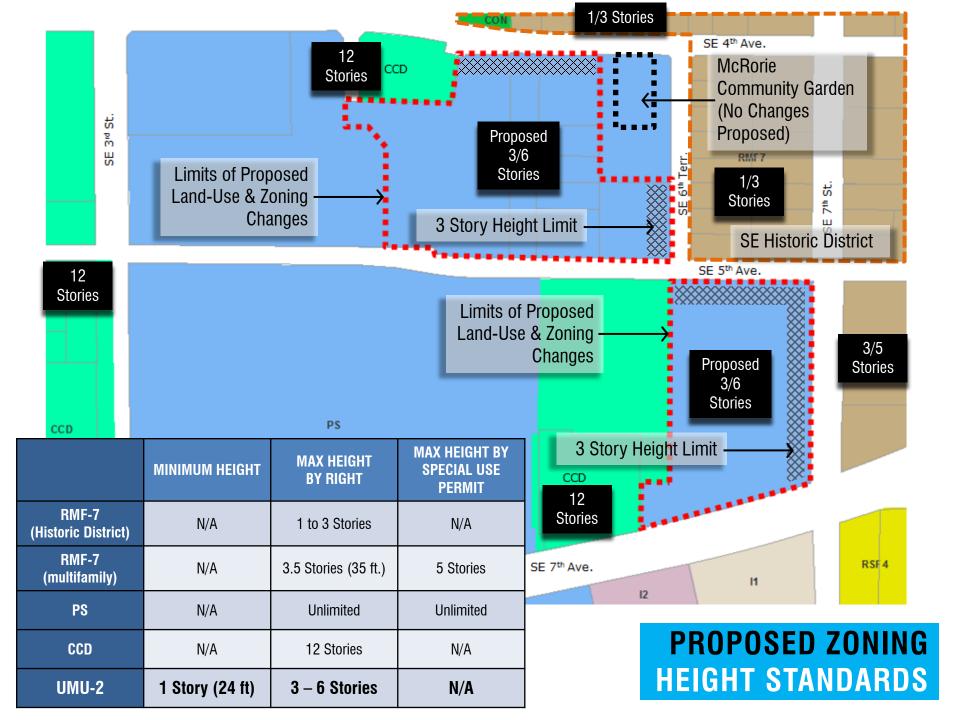
PUBLIC NOTICE

The Gainesville Community Redevelopment Agency will host a neighborhood workshop to discuss a proposed change of Future Land-Use from Public Facilities to Urban Mixed Use (2) and a related rezoning from Public Services to Urban Mixed-Use District 2 (UMU-2) on the following Alachua County Parcels: 12146-000-000, 12147-000-000,12148-000-000, 12150-000-000, 12150-001-000, 12151-000-000 and a portion of 12720-000-000 and 12149-000-000. The properties are generally bordered by SE 3rd St. to the west, SE 4th Ave. to the north, SE 7th St. to the east, and SE 7th Ave. to the south. The subject properties are owned by the City of Gainesville and were formerly utilized by GRU operations.

The purpose of seeking land-use and zoning modifications is to execute the community's vision, continue the implementation steps outlined in the plan, and to facilitate redevelopment of the area in accordance with the completed Power District Redevelopment Plan. This proposal and meeting is not associated with the City of Gainesville's Land Development Update currently underway. The proposed changes are rather a continuation of the strategy and vision developed by the public throughout the Power District community meetings in 2013.

The meeting will be held April 15, 2014 at 6:00 pm at the Historic Depot Building, located at 201 SE Depot Ave, Gainesville FL. Contact person: Andrew Meeker, 352.393.8200. www.gainesvillecra.com/PowerDistrictRedevelopmentPlan



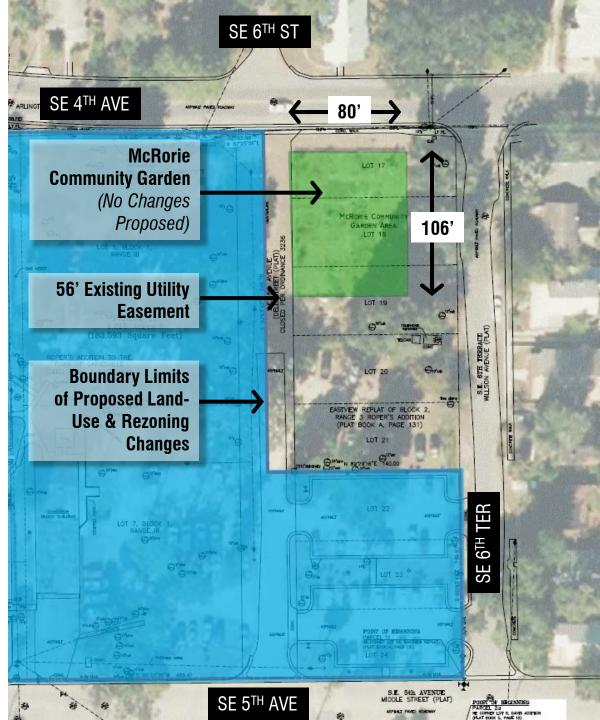


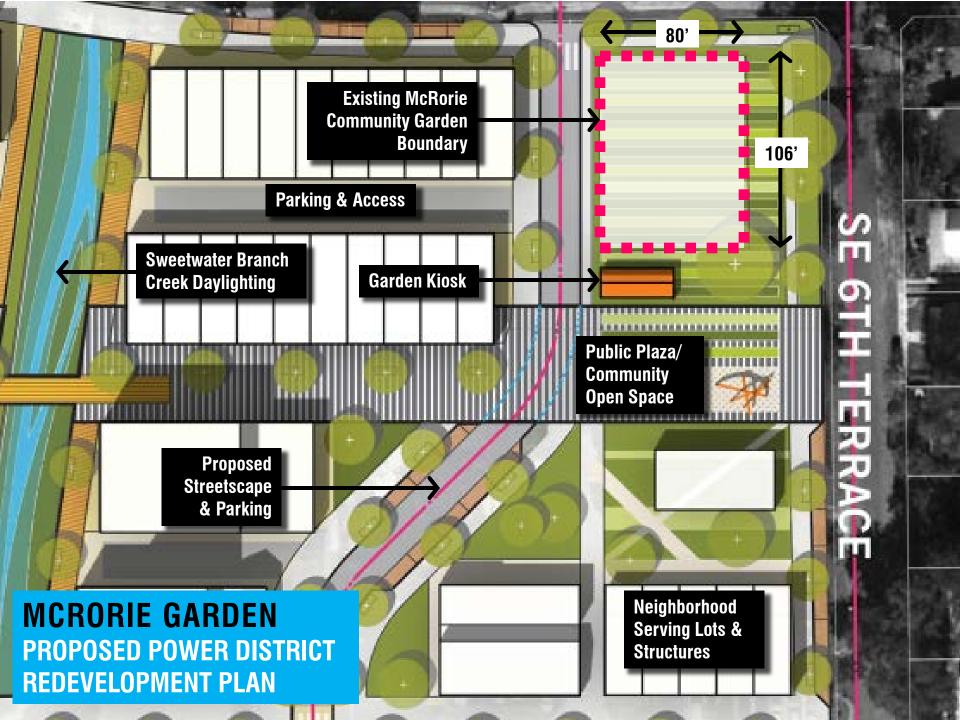


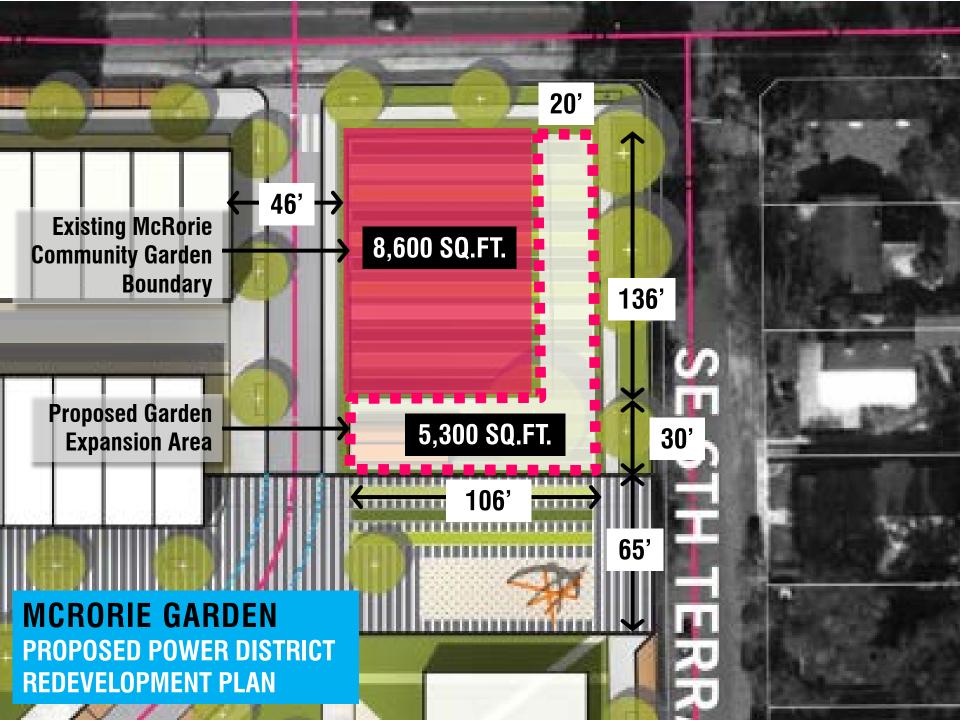


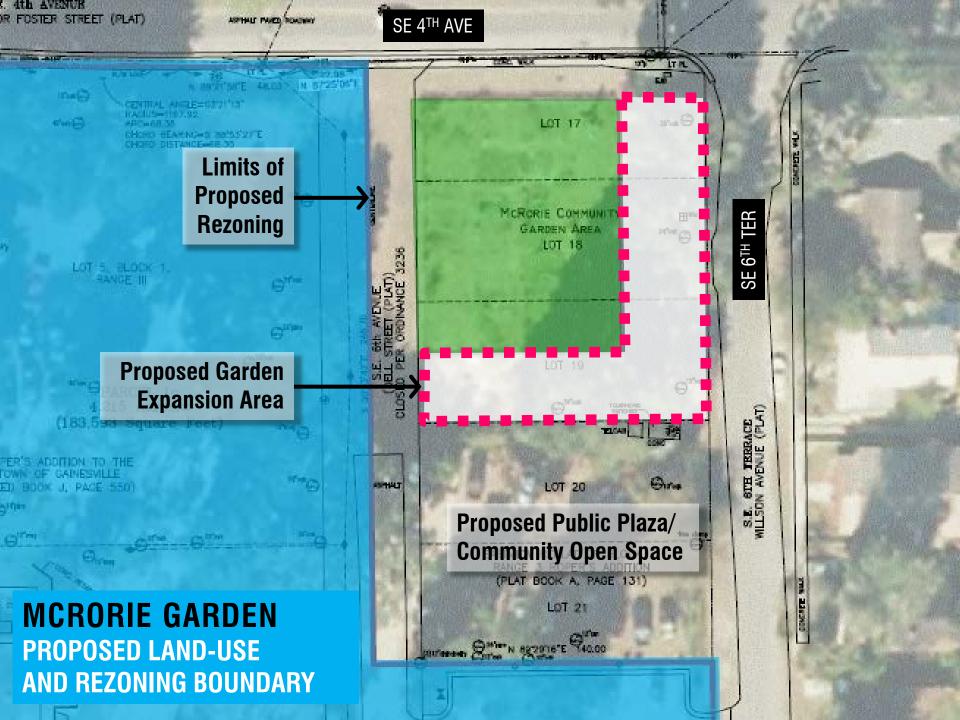


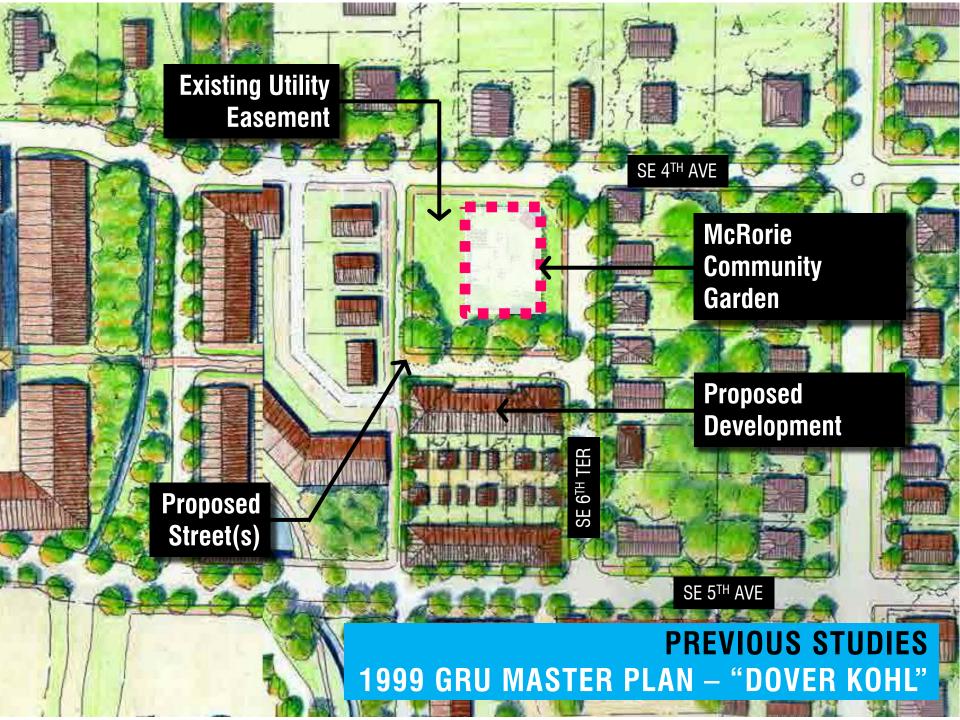
MCRORIE GARDEN
PROPOSED LAND-USE
AND REZONING BOUNDARY

















private blocks

PREVIOUS STUDIES 2008 MASTER PLAN

Memorandum of Understanding

This Memorandum of Understanding reduces to writing the agreement between CITY OF GAINESVILLE, Gainesville Regional Utilities (GRU) and City of Gainesville, General Government (GG), with regard to a parcel of land located on SE 4th Avenue at SE 6th Terrace, known as Parcel No. 12020-17 and legally described as Lots 17, 18, 19, 20 and 21 of Eastview Subdivision.

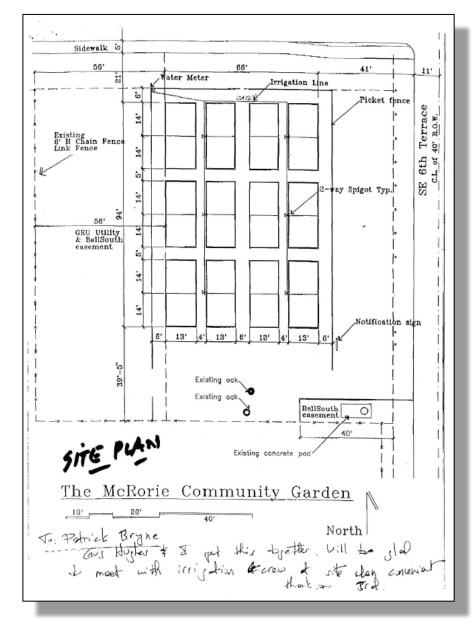
The subject property was purchased by GRU on May 12, 1983, after approval by the City Commission for future use as parking and site expansion. On April 11, 1991, the site plan amendment for the GRU complex was amended to permit the use of approximately 2/5's of the subject parcel for a mulched parking area and the installation of a 6' chain link fence. The remaining approximately 3/5's of the property has remained undeveloped to date.

On March 10, 1997, the Gainesville City Commission heard a presentation on a proposed Community Gardens Project, at which time, the Parks Department was given direction to develop the program, pending a determination of public interest.

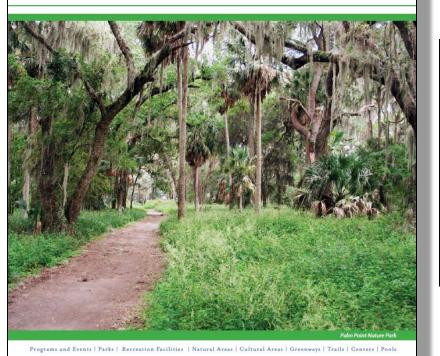
Based on interest by the surrounding neighborhood, GRU hereby agrees to allow GG to use the remaining parcel at SE 4th Avenue and SE 6th Terrace as a community garden on the following terms:

- GRU will permit uninterrupted use of the property for a period of five (5) years beginning September 1, 1997. If at any time during that period, interest in the project diminishes and it ceases to be used as a garden, GRU has the right to revoke this permission.
- 2. After the initial five year term, GG may continue to use the property for the Community Gardens project provided there is continued interest in the program by the surrounding neighborhood and no other use has been identified for the property by GRU. At any time that another use is proposed, GRU will give at least six (6) months' notice of termination of this agreement to GG. At the time of termination of the garden project, any improvements made on the site will be removed by the City Parks Division and the site will be restored to as close to its original condition as possible.
- 3. The following encumbrances exist on the property: (1) a 10' wide x 40' long Easement to Southern Bell on the north side of the existing fence covering telecommunications equipment; and (2) a permit from the City of Gainesville to install buried cable, conduit and a manhole in the vacated right-of-way of SE 6th Street. No encroachment into the easement area will be permitted. Southern Bell should be contacted to locate its lines prior to any digging in the area. Any garden plot planted that encroaches into the easement is at risk for disruption or damage in the event maintenance, repair or replacement of the buried lines, conduit, manhole and/or telecommunications equipment is required. GRU accepts no responsibility for restoring any damaged or disrupted crops.

MCRORIE COMMUNITY GARDEN PROJECT BACKGROUND







Parks, Recreation and Cultural Affairs Master Plan | November 2012 City of Gainesville Department of Parks, Recreation and Cultural Affairs

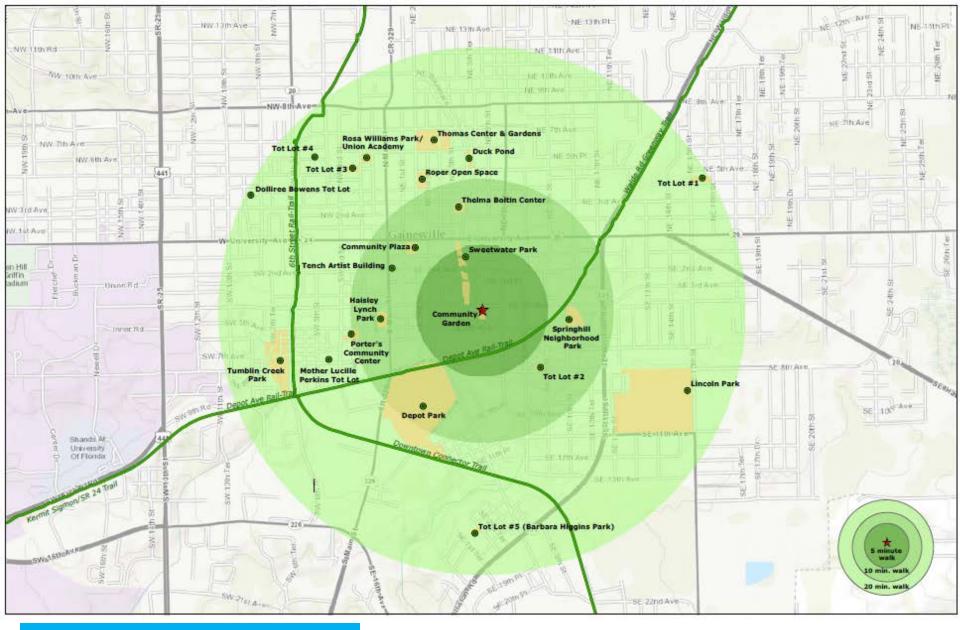
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2012 PRCA MASTER PLAN PAGE 73

McRorie Community Garden:

- Currently, the parking and access to this site are not well defined.
- Provide an accessible route to the garden spaces.
- The bulletin space is in severe disrepair.
- The garden would benefit from an increased level of management to ensure that the available spaces are both utilized and maintained.

MCRORIE COMMUNITY GARDEN PROJECT BACKGROUND



Community Park Space POWER DISTRICT

