



# **GTEC Area Update**

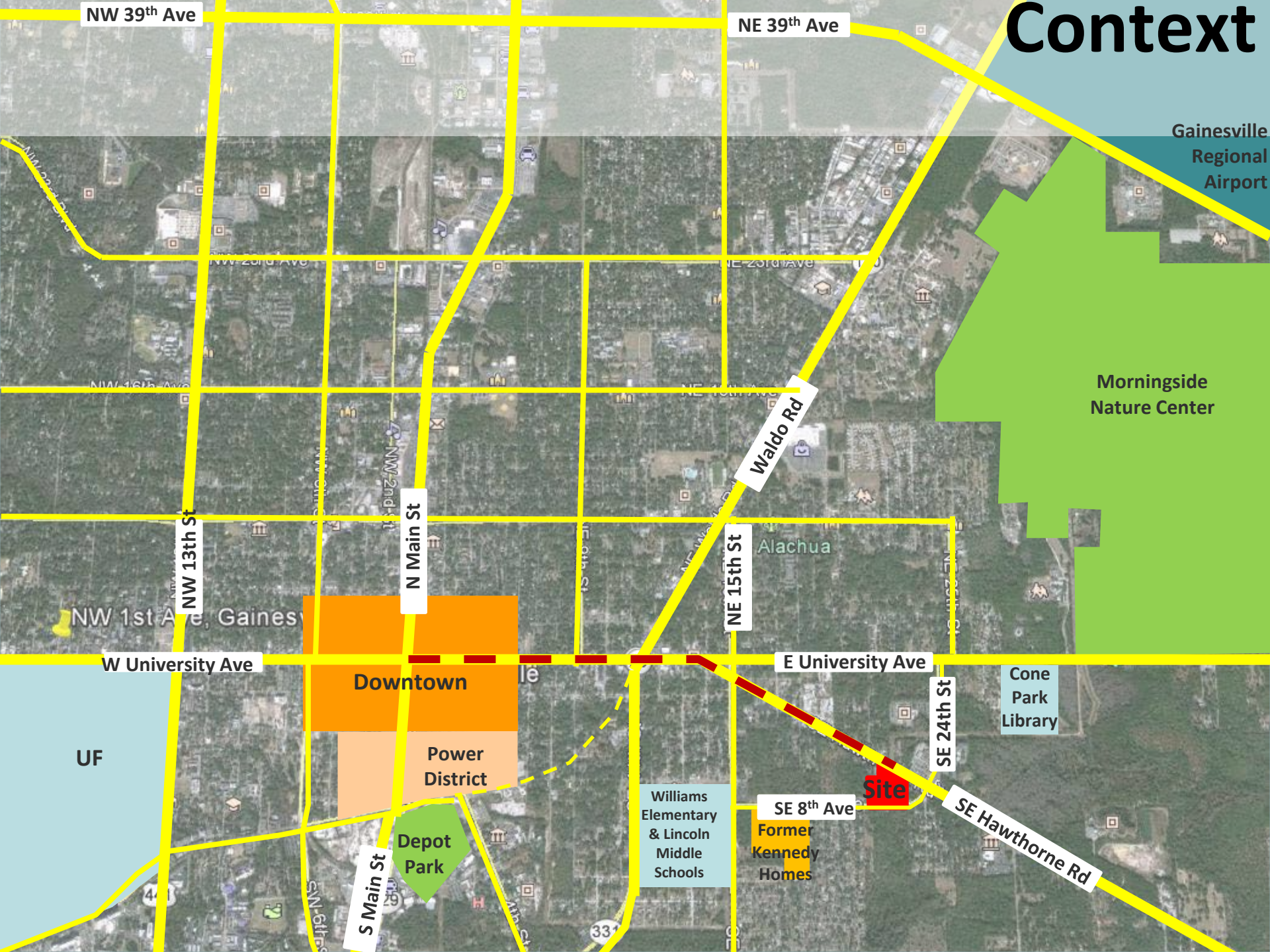
## **100% Final Master Plan**

**CRA Board**

**March 16<sup>th</sup>, 2015**

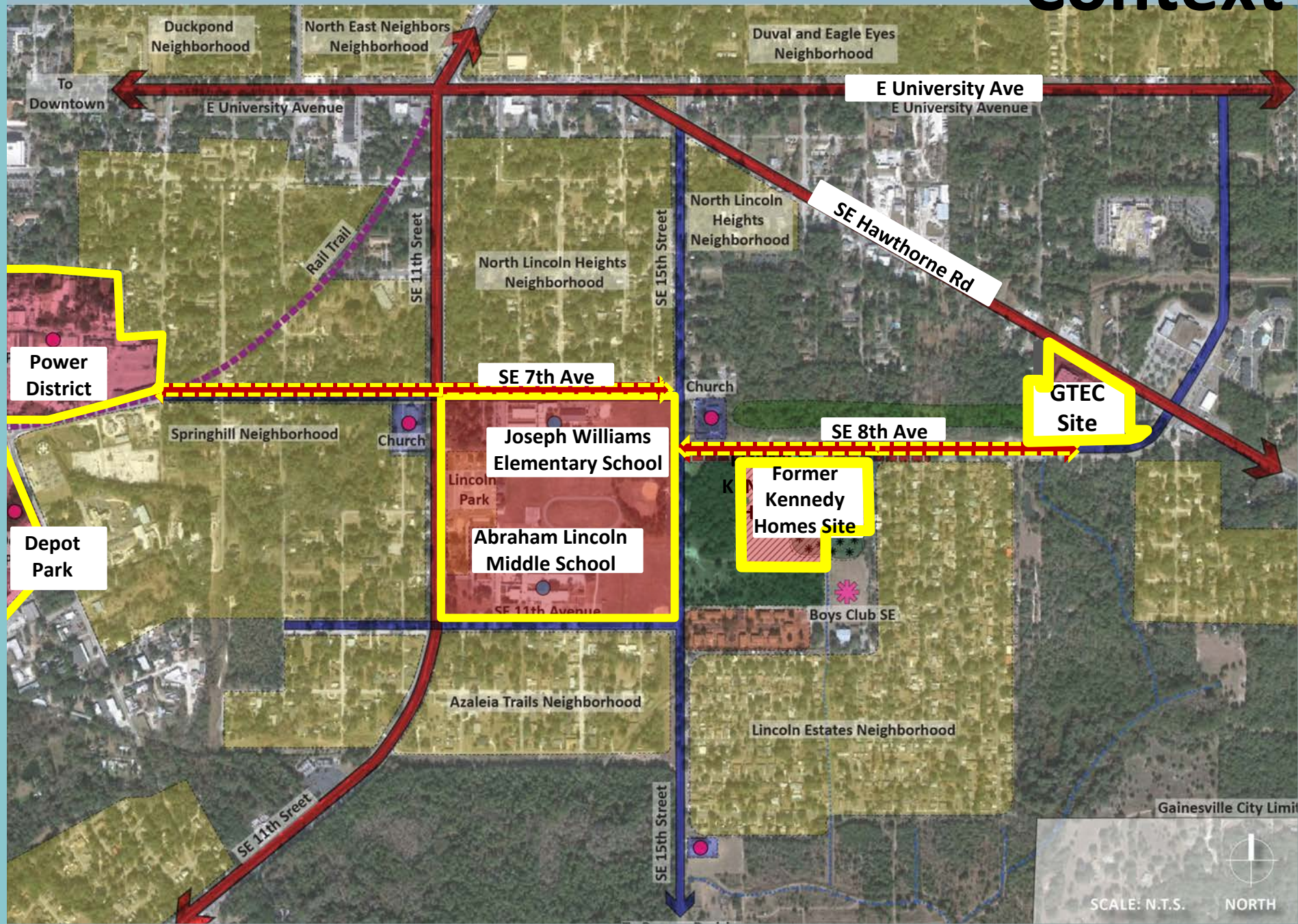


# Context



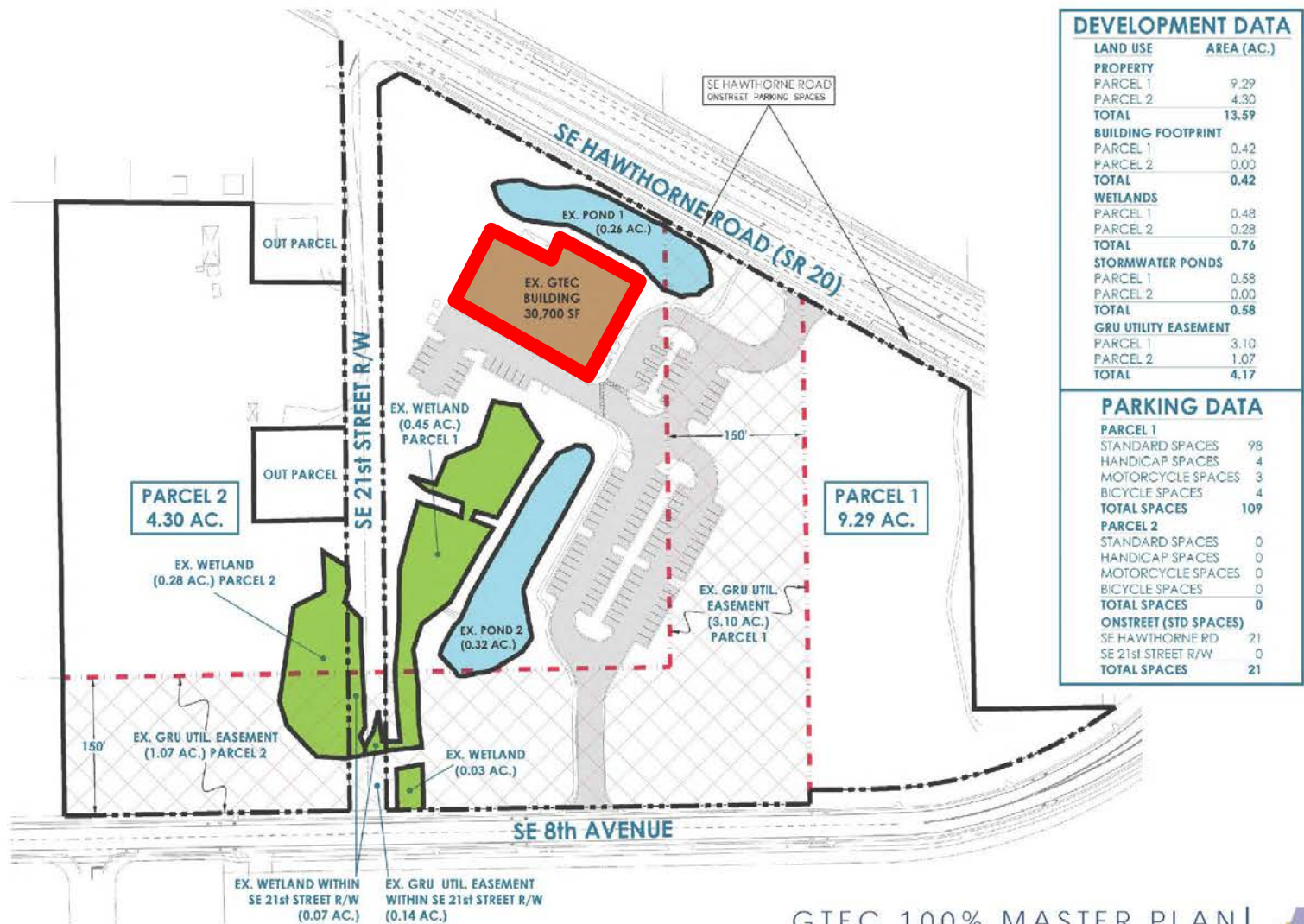


# Context





# Existing Conditions



GTEC 100% MASTER PLAN

EXISTING CONDITIONS MAP  
FEBRUARY 26, 2015





# Site: GTEC Building

**Above: Views from Hawthorne Road (west and north facades)**

**Below: View of Main Entrance (East façade)**



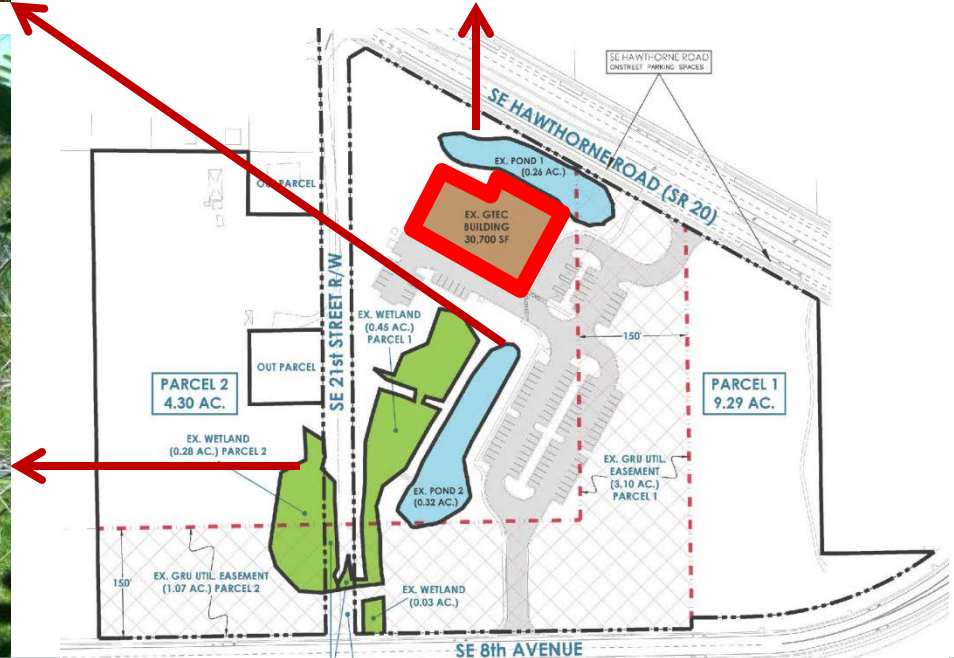


# Site: Parking



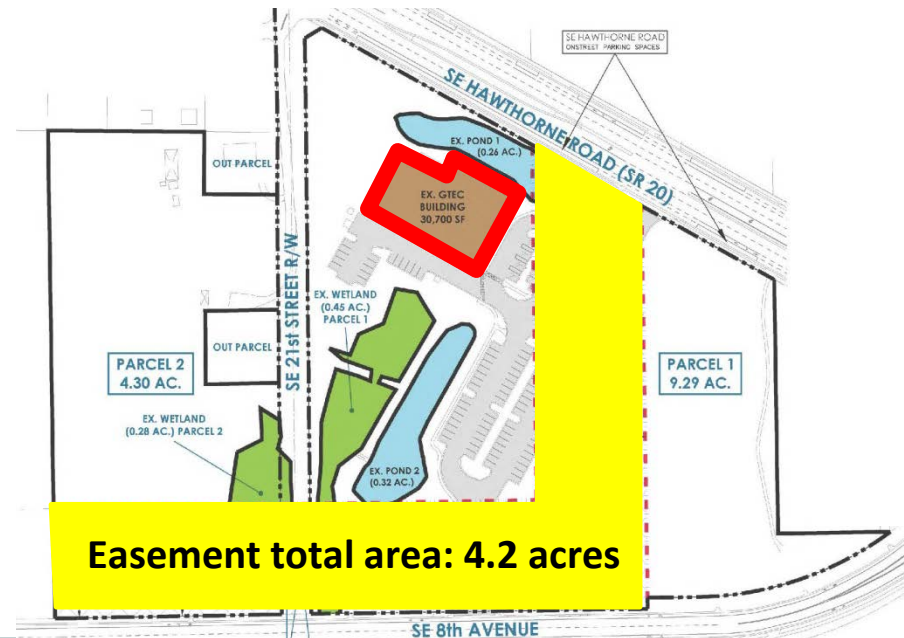


## A photograph of a constructed wetland area. In the foreground, there is a small pond with water reflecting the sky. The pond is surrounded by lush green grass and tall, thin reeds. To the left of the pond, there is a grassy path or embankment. In the background, a parking lot with several cars is visible, along with a line of trees and a tall utility pole with power lines. The sky is clear and blue.





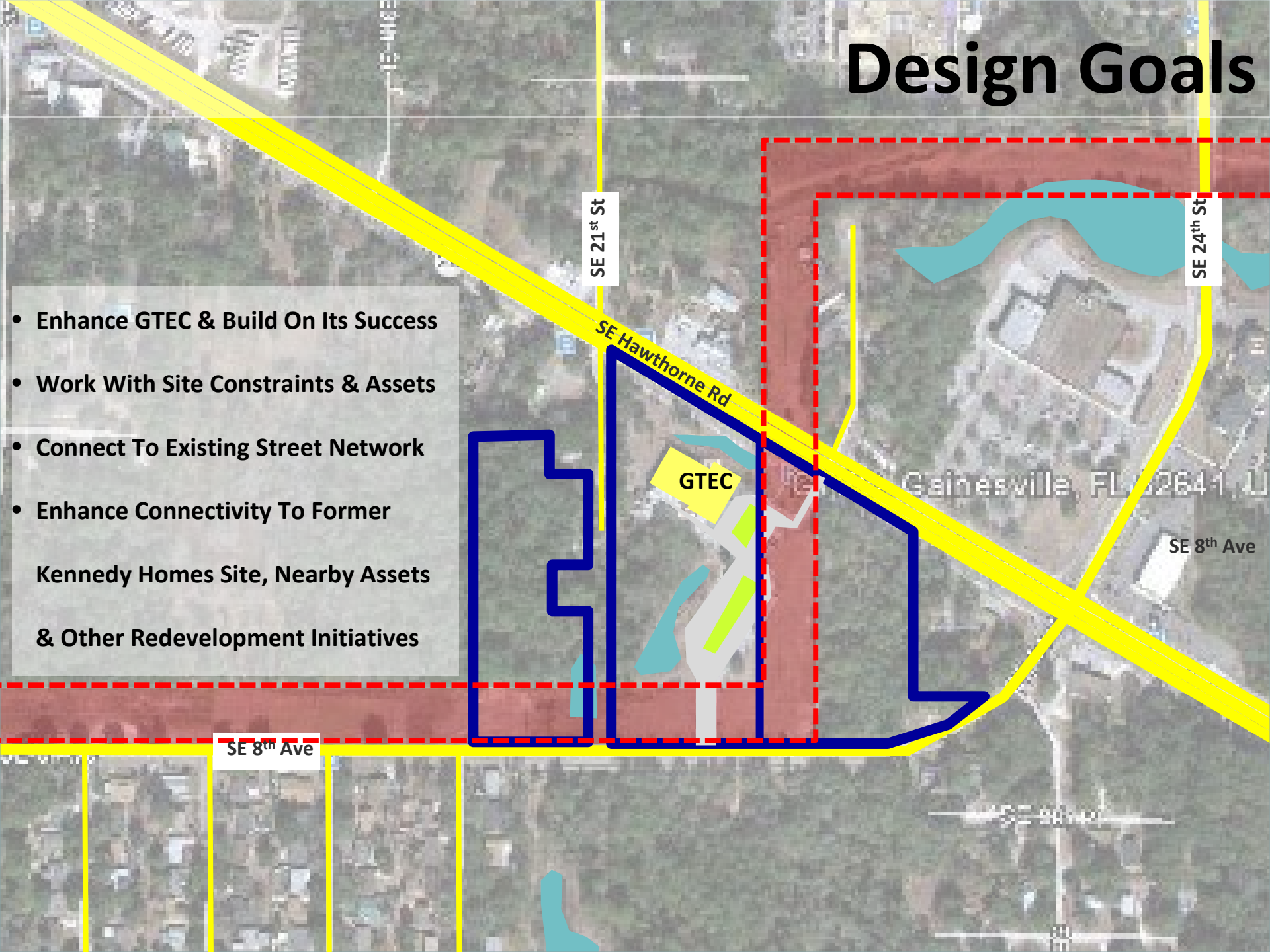
# Site: Transmission Lines





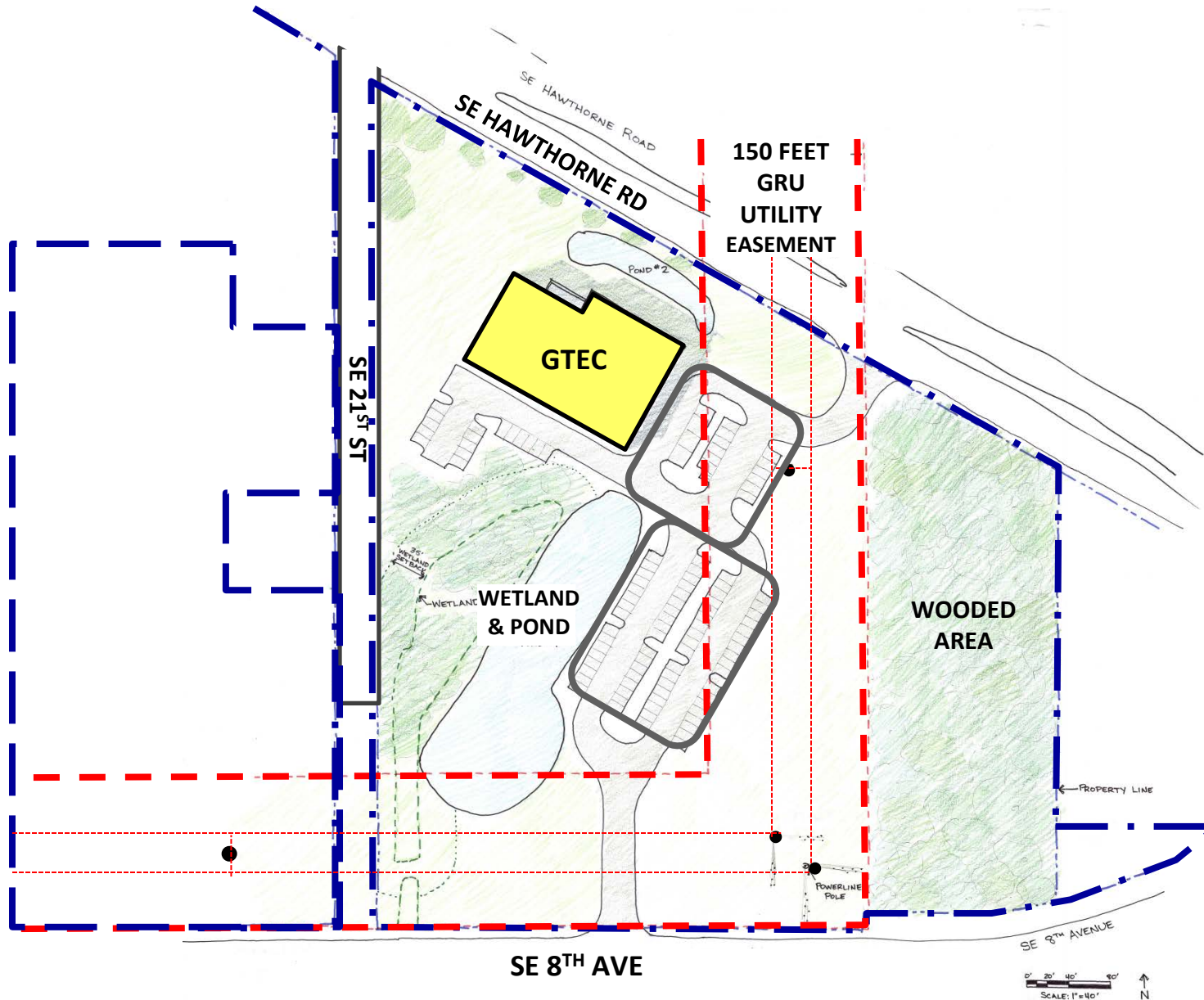
# Design Goals

- Enhance GTEC & Build On Its Success
- Work With Site Constraints & Assets
- Connect To Existing Street Network
- Enhance Connectivity To Former Kennedy Homes Site, Nearby Assets & Other Redevelopment Initiatives



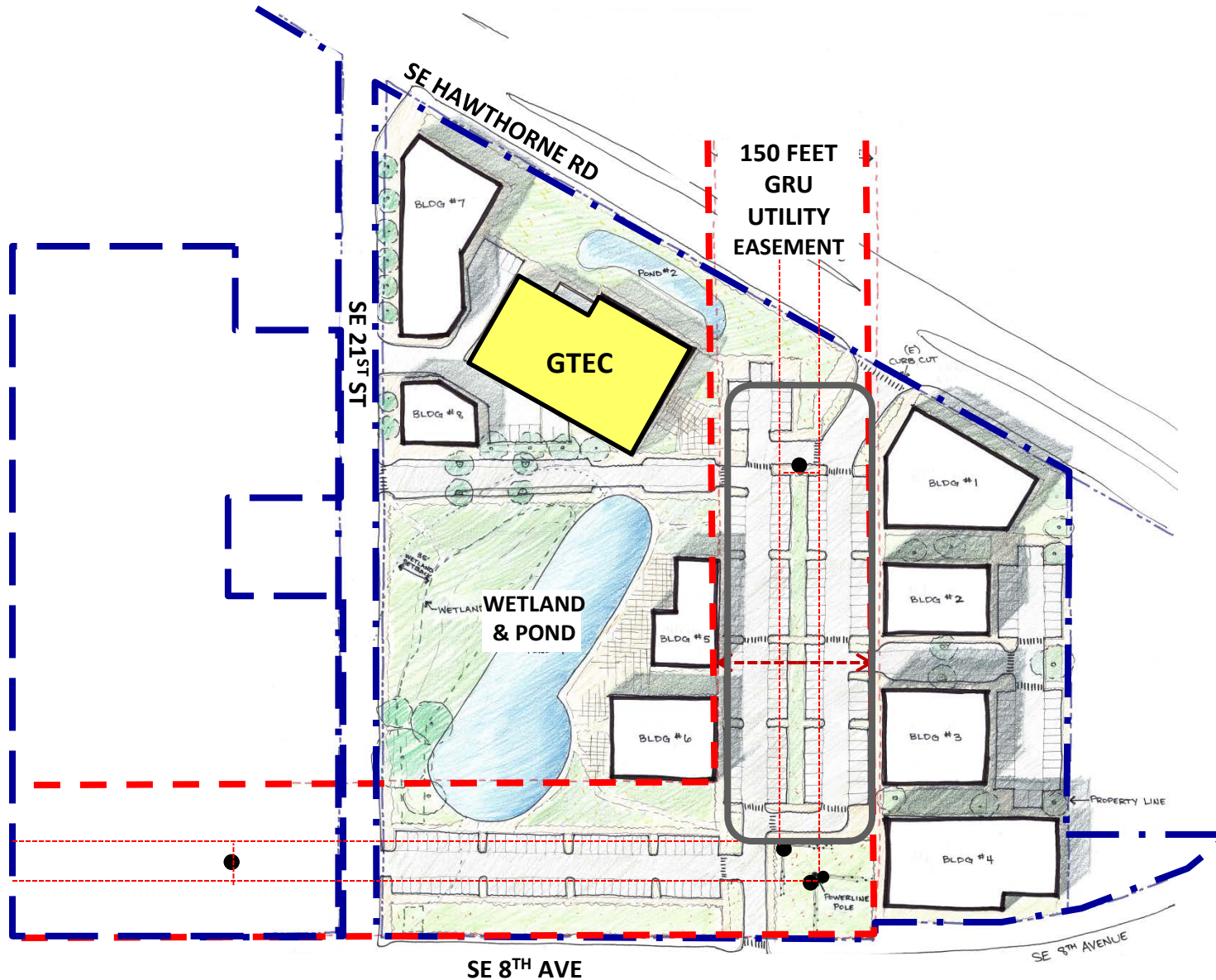


# Existing Site Plan





# Conceptual Site Plan (2011)







# Team (2014)



LITTLEJOHN ENGINEERING ASSOCIATES



McAlpine Environmental Consulting, Inc.

John Searcy & Associates, Inc.



# Community



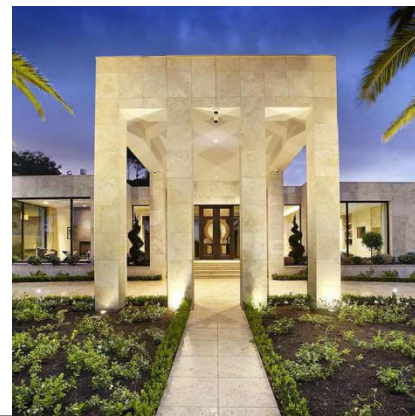


# 100% Final Master Plan



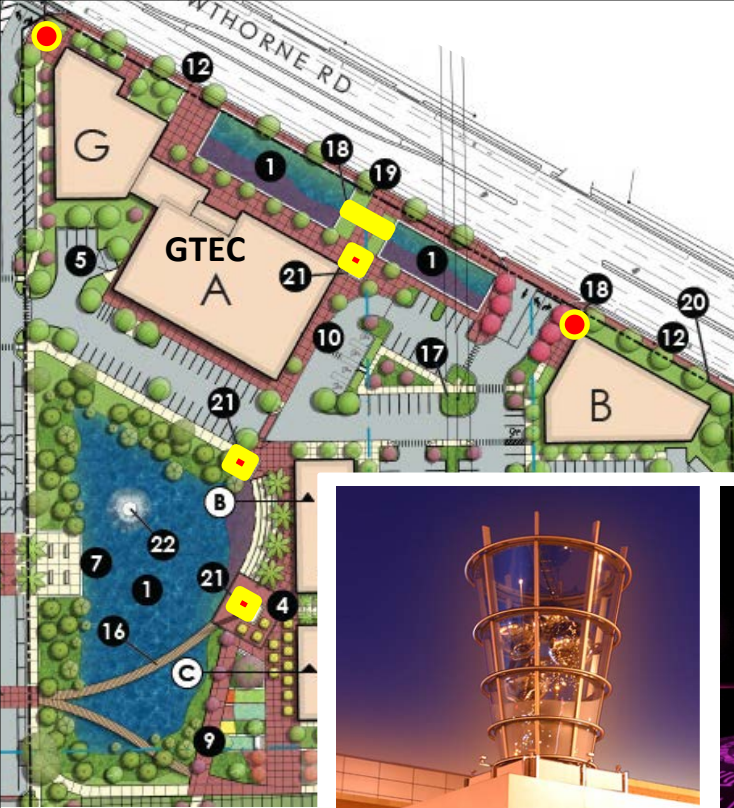


# Focus areas: SE Hawthorne Road Façade & Gateways





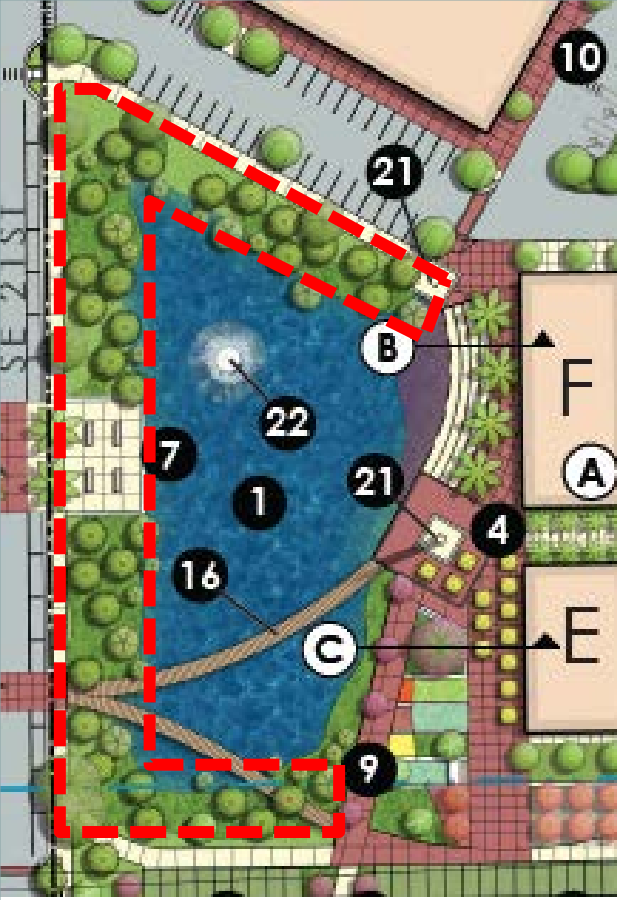
# Focus areas: Signage, Public Art & Gateway Features





# Focus Areas:

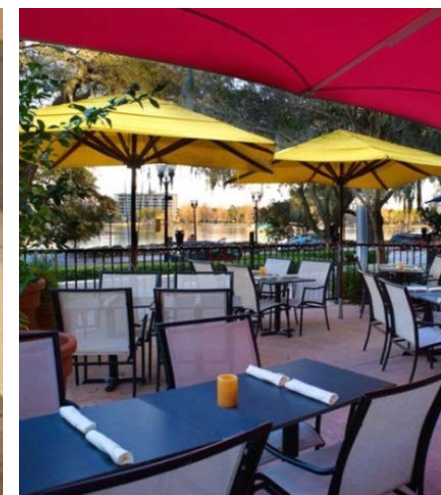
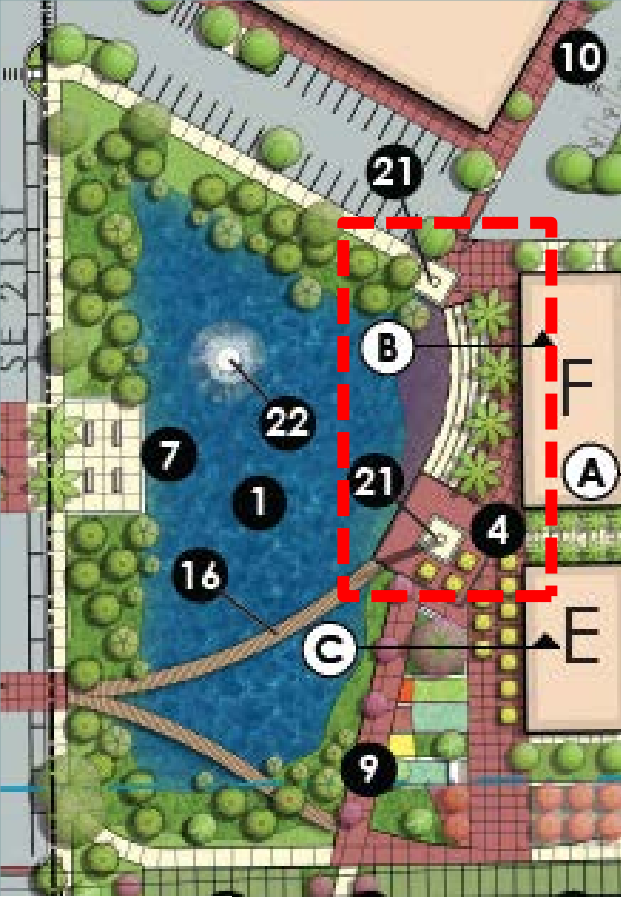
## Main Retention Pond: Soft Edges



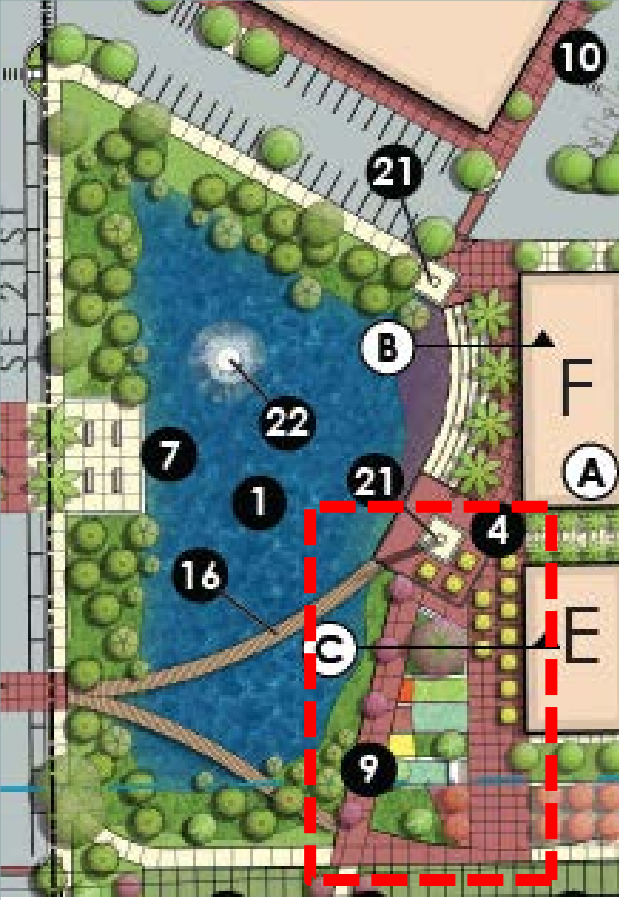


# Focus Areas:

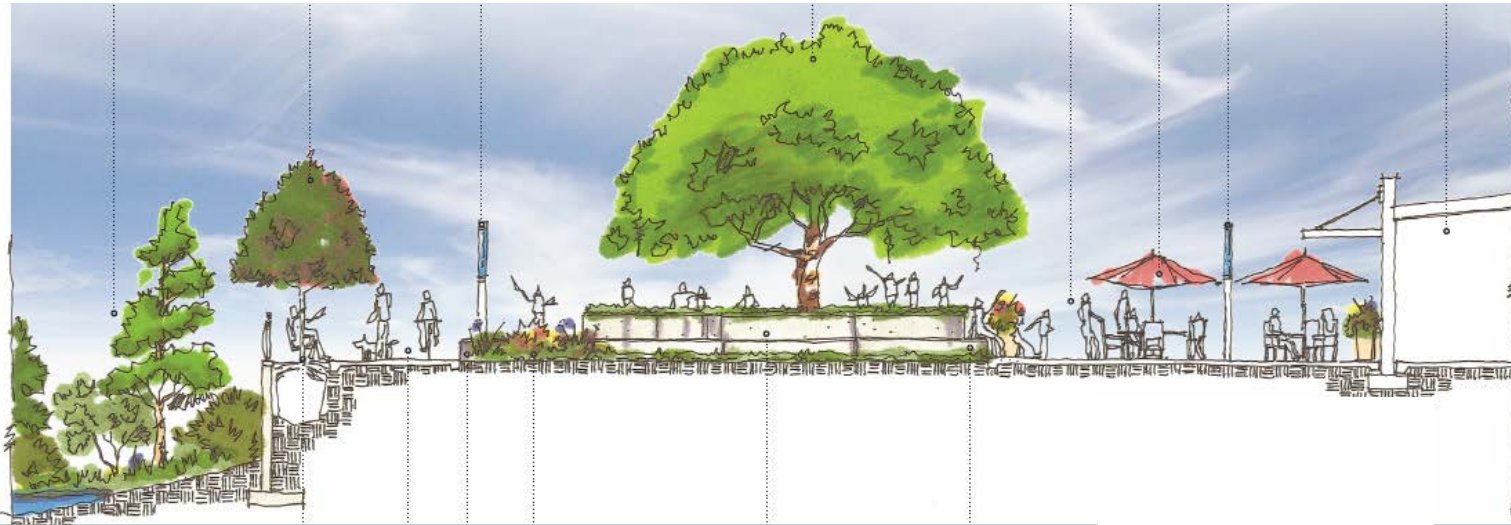
## Main Pond: Waterfront Steps





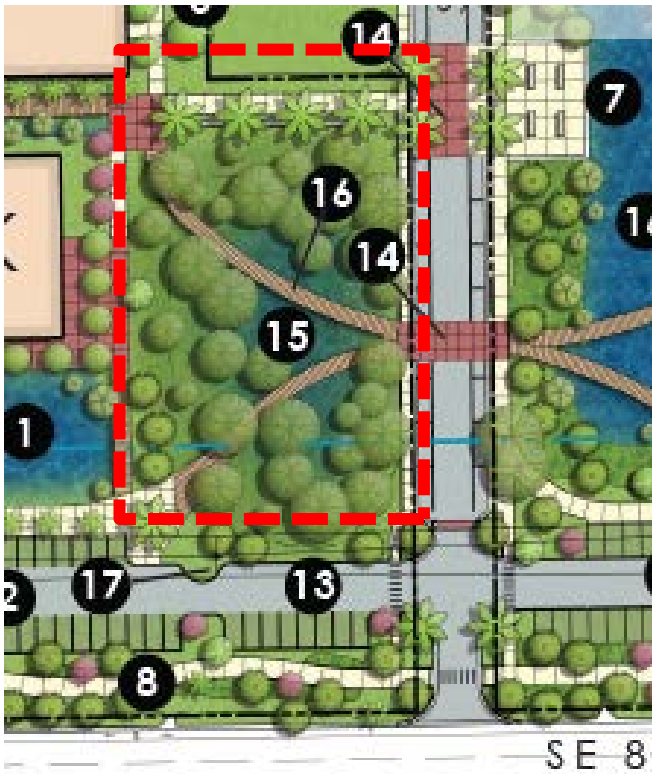


# Main Pond: Waterfront Garden



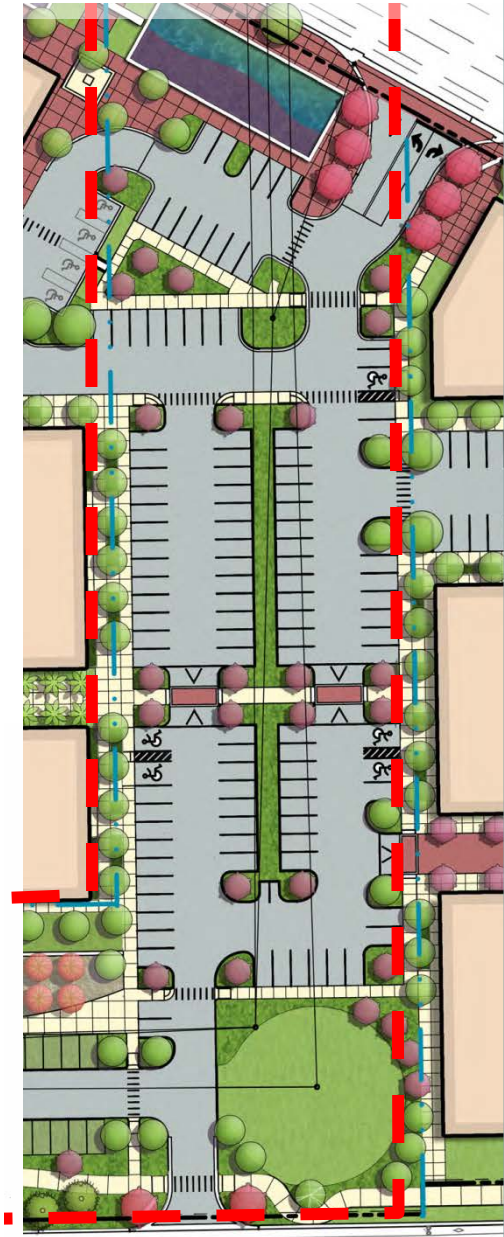
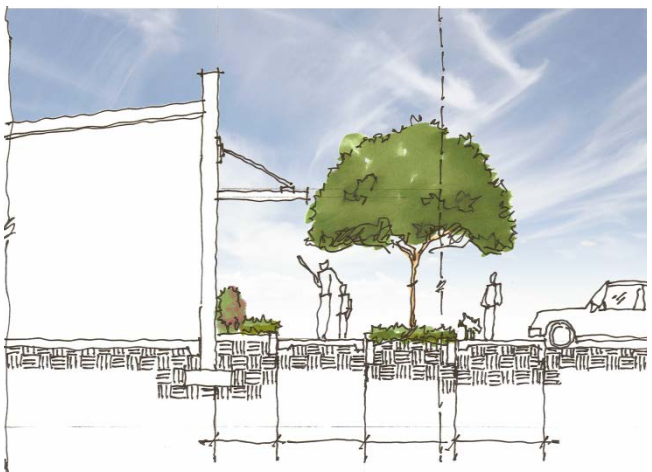
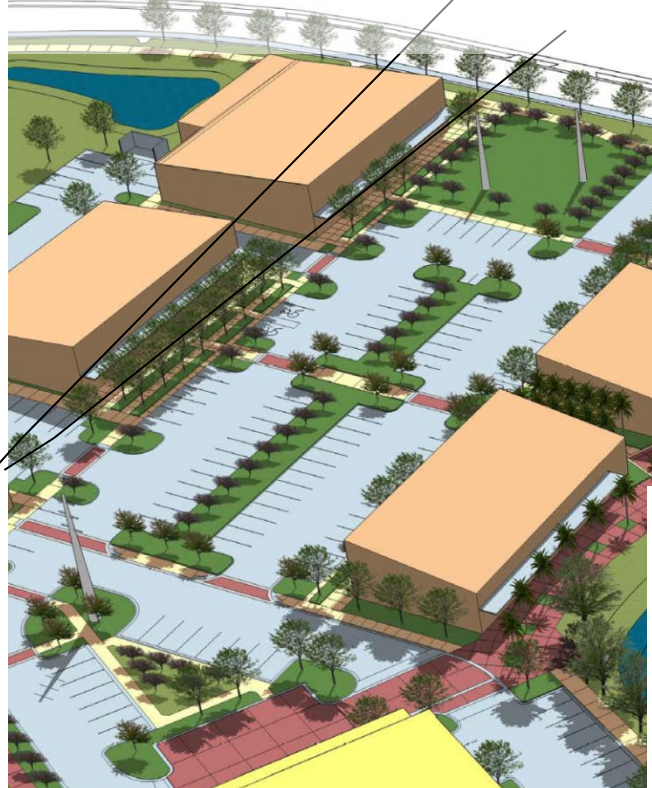


# Focus Areas: Restored Wetland



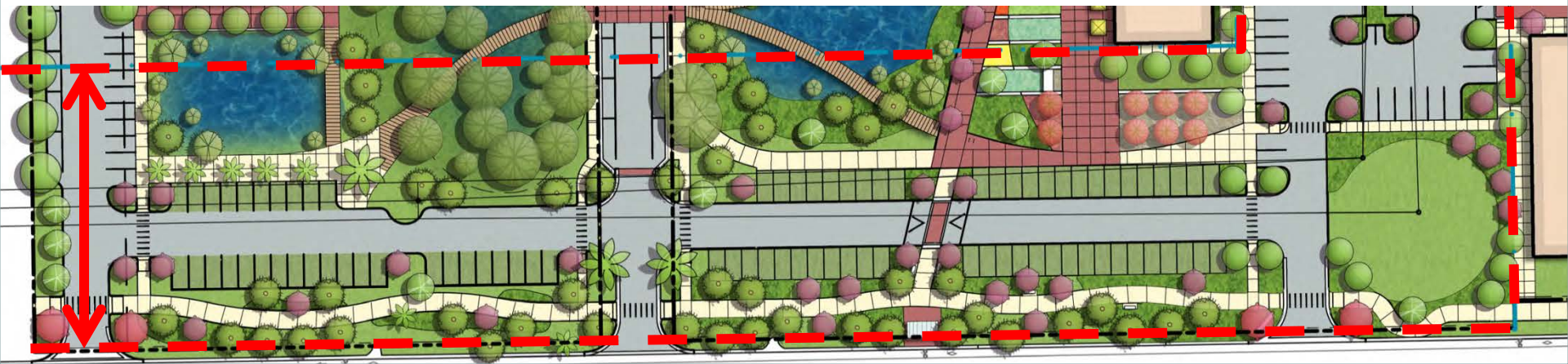
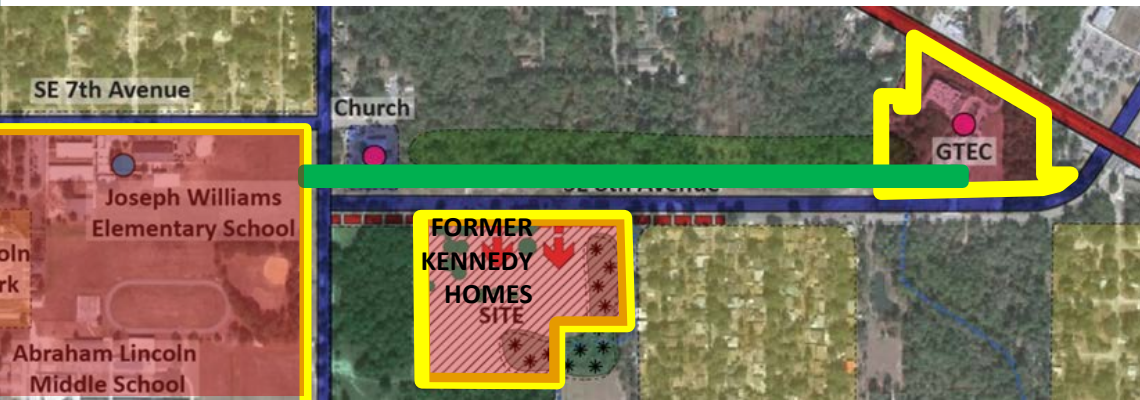


# Focus Areas: GRU Easement: Parking



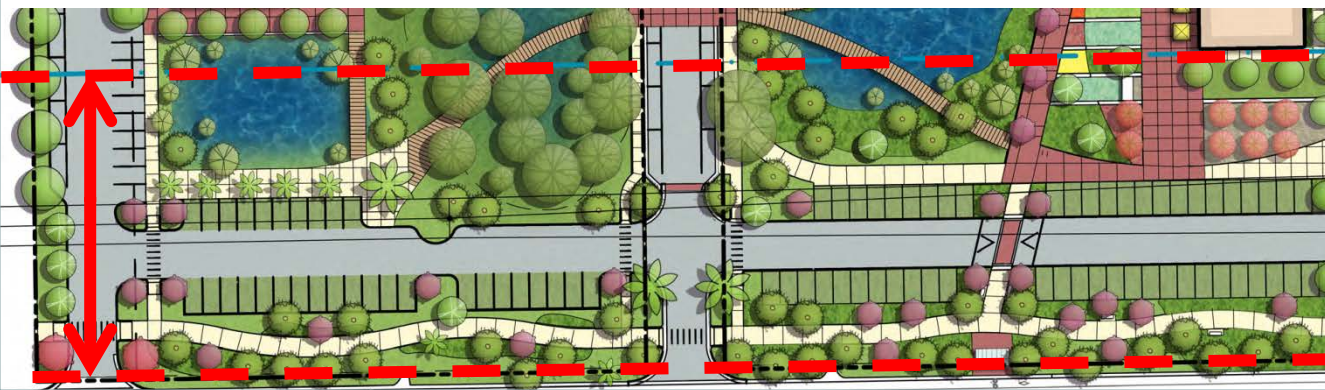


# Focus Areas: GRU Easement: Linear Park





# Focus Areas: GRU Easement: Linear Park





# Focus Areas: GRU Easement: Landscaping Restrictions





# Focus Areas: SE 21<sup>st</sup> Street





# **Next Steps: From Master Plan to Reality**

## **a. Construction Documents Development and Permitting**

- **Budget, Incremental Development, Phasing**
- **Phase 1: Infrastructure, Curb Appeal, and Spirit**

## **b. Branding Strategy**

## **c. Marketing Strategy**



# Recommendations

**CRA Executive Director to CRA Board:**

- 1) Approve the GTEC Area 100% Final Master Plan as presented.**