

# **GTEC Area: A Synchronized Development Effort**

**CRA Board**

**April 20, 2015**





*Tenant interest?*

Competitive advantage?

Site marketing? **Project funding?**

What will change on site?

Build It And They Will Come?

**Building versus Infrastructure?**

site out-parcels?

Who are our partners?

Permitted Land Uses?

Pre-selected developers?

Other Stakeholders?

***We Need To Start Somewhere.***



# FY2015 - 2016 Strategic Goals

## City Strategic Plan:

### Economic Development and Redevelopment

**2.1 Implement the redevelopment of the GTEC area and former Kennedy Homes sites to foster commercial and residential development in Eastern Gainesville.**

**Desired Outcome:** Provide a catalyst for public and private investments in the Area. **Enhance primary corridors and enable future development/economic development** of the former Kennedy Homes site and the GTEC site and surrounding parcels.

#### **CRA Work Plan, FY2015-16: Eastside Redevelopment District Key Initiatives:**

- GTEC Area Redevelopment
- Former Kennedy Homes Redevelopment



# GTEC 100% Master Plan

## Approved By CRA Board March 2015


### TOTAL BUILDING AREA


A	GTEC: 30,700 SF	F	6,600 SF
B	18,000 SF	G	16,000 SF
C	9,000 SF	H	12,500 SF
D	15,000 SF	I	4,275 SF
E	4,700 SF	J	15,510 SF
		K	10,800 SF
TOTAL - 143,085 SF			

### LEGEND

- 1 STORMWATER
- 2 PARKING WITHIN GRU EASEMENT
- 3 150' WIDE GRU POWER LINE EASEMENT
- 4 WATERFRONT PLAZA
- 5 RELOCATED GTEC BLDG. SERVICE AREA
- 6 LANDSCAPE BUFFER
- 7 OVERLOOK / SPILL-WAY
- 8 LINEAR PARK
- 9 WATERFRONT GARDEN
- 10 GTEC BLDG. DROP-OFF
- 11 OUT PARCEL
- 12 PARALLEL PARKING- ON EXISTING STREET
- 13 STABILIZED GRASS PARKING AREA
- 14 SPEED TABLE / CROSSWALK
- 15 RESTORED & EXPANDED WETLAND
- 16 BOARDWALK
- 17 POWER LINE POLE
- 18 SIGNAGE & WAYFINDING
- 19 BUS STOP
- 20 PROPERTY LINE
- 21 SCULPTURE LOCATION
- 22 FOUNTAIN
- 23 PROPOSED ON STREET PARKING IF NEEDED



 City owned property  
(13.6 acres)

 Utility Easement

GTEC 100% MASTER PLAN



# From Here to the Master Plan?





# 2014 Developer RFP

2014 RFP approved four developers to build at GTEC

- In conjunction with 60% master plan
- Ensure developers' quality/experience
- Development speed and efficiency for prospects

Developers include:

- Signet Enterprises
- Concept Companies
- NP International
- Gateway Development

CRA reached out to prospects

Engaged with commercial real estate community





# Prospective Tenant Discussions

CRA worked with seven strong prospective tenants

- Four tech companies and three non-profit foundations/agencies
- Financial ability to carry out the project
- Reached various stages of building design from conceptual to detailed building layout plans

Deals did not go forward

- Other locations were selected
- Still in discussion with one tech company that must meet internal milestones before moving forward

Had hoped developers would be able to bring more prospects

Prompted us to go back and look at the broader challenges of the site



# Business/Realtor Perspective on the Site

## Perception of being “far away”

- Herd mentality in retail and office selection
- Clusters of development west of 43<sup>rd</sup> Street and Archer Road



## Lack of amenities in the area

- Restaurants, grocery stores, coffee shops, banks and drugstores etc.

## Competition from other locations

- Progress Park, Alachua
- Downtown
- Industrial parks

**Inexpensive options still available as market recovers**



# Site Strengths

## Projected needs for commercial office space

- Chamber study projects expansion software/IT sector over the next three years
  - 23 local software/IT companies will add 1,130 jobs over next three years and invest \$229 million in capital
- Larger spaces of 10,000+ sq ft remain challenging to find

## Companies want to have their own building

- Express their identity and build to suit their specific needs

## GTEC tenants committed to the area

- In discussions with Evolugate to build new headquarters
- New crop of tenants incubating at GTEC

## Developers still supportive of the site

- Ideal for build-to-suit development
- Continue to recommend this site







# Hired Parisleaf to lead marketing research discovery

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*We interviewed seven firms in late 2014 to find the right fit for this strategy consultation.*



# Research Scope of Work:

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## **Brand Discovery**

Parisleaf interviewed 25 stakeholders from various backgrounds.

The immersion included two dozen tours of local destinations.

## **Marketing Strategy**

Parisleaf identified key Eastside strengths & weaknesses.

They created a creative brief for the Eastside brand & an actionable marketing strategy.





# Misconceptions

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## **Three Primary Ones:**

- ◆ “The Eastside is more unsafe than the west side.”
- ◆ “The Eastside can’t offer suitable schools for my child’s education.”
- ◆ “The Eastside is bad for business.”



# Truth

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## Counterpoints--

**Safety**: according to statistics from the Alachua County Sheriff's Office, there is a **less than 0.1% difference in crime rates for most incidences!**

**Education**: Eastside High School has the highest graduation rate (92%) in Alachua County.

**Business**: GTEC-grown tech company **Optym** committed to **adding 100 jobs & making a capital investment of ~\$5 Million in 2014.**





# ne Campaign

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- ◆ Encouraging key audiences to see what Eastside has to offer through the creation of an umbrella brand or theme
- ◆ Challenge misconceptions by communicating Eastside's strengths and successes
- ◆ “Inspire curiosity, ownership and & action. . . It's not about buildings. It's not about missed opportunities. **It's about people & potential.**”



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A landscape photograph showing a sunset over a river. The sun is low on the horizon, partially obscured by dark, dramatic clouds. Sunbeams (crepuscular rays) fan out from behind the sun, illuminating the sky. The river flows through a lush green field of tall grass and reeds. The text "LOOK EAST" is written in large, white, sans-serif capital letters across the middle of the image, with the sun and clouds visible through the letters.

LOOK EAST





# #LookEast brand rollout

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*Use the #LookEast marketing campaign to drive momentum for all of East Gainesville. Create unique but related logos + brand identities for GTEC and the former K-homes site using this foundation.*



# Recruitment Equation

**Recruitment Equation =**

**Marketing + Branding + Increased Visibility + Site  
Improvements + Site Readiness + CRA Assistance**



# Competitive Strategy

Planned efforts will increase awareness and desirability

- Attract expanding Eastside companies
- Attract recruits from other areas

Addresses shortage of 10,000+ sq ft spaces

Costs:

- Land price
- Creative strategies for cost-effective construction

Site readiness (shovel ready)

- Speed of construction is a competitive advantage
- Meet growth needs of expanding companies

Consider incentives or assistance needed for first project(s)

- Address any financing needs of specific companies
- Address any remaining barriers to choosing this location





# Competition From Other Locations



**Starter Space**



**Innovation Hub**



**Progress Park, Alachua**



**Optym's New Office**



# Competition From Other Locations



**Starters Space**



**Innovation Hub**



**Sid Martin Incubator, Progress Park, Alachua**



**Center For Emerging Technologies, Progress Park, Alachua**



# Site – Overgrown Vegetation



View from Hawthorne road: north-west corner of the site



# GTEC Façade Improvements



GTEC north & west façades



# Reduce Visual Clutter



GTEC north and east façades



# GTEC Main Entrance



GTEC east façade



# Next Steps...





# Recommendation

## **CRA Executive Director to CRA Board:**

- 1) Hear staff presentation and provide feedback.