

BO DIDDLEY PLAZA: UPDATE

GAINESVILLE COMMUNITY REDEVELOPMENT AGENCY
JULY 20, 2015-CRA BOARD MEETING



TODAYS AGENDA

- Construction Update
- Programming + Management
- Next Steps + Timeline



BACKGROUND - SIGNIFICANT MILESTONES

2012 Stakeholder
Engagement &
Concept
Development

2013 Concept
Approval, Design
Team Assembled
& Contract
Executed

2013 - 2014
CRA Community
Based Design
Engagement

2014 100%
Design Approved

FEB 2015 Plaza
GMP Approved

MAR 2015 Plaza
Closed for
Construction



PROJECT TEAM

Design Team

- DAG Architects, Inc. (Design + CAS) – Destin, FL
- Buford Davis + Associates (L.A.) – Gainesville, FL
- JMJ Consulting Engineering, LLC (Civil) – Gainesville, FL
- Wayland Structural Engineering – Gainesville, FL
- H2Engineering (MEP) – Tallahassee, FL

Survey Additions Completed

- Deren Land Surveying, Gainesville, FL

Geotechnical Exploration Completed

- GSE Engineering, Gainesville, FL

CM Services

- Oelrich Construction – Newberry, FL



PRE CONSTRUCTION GEOTECHNICAL/UTILITY LOCATES



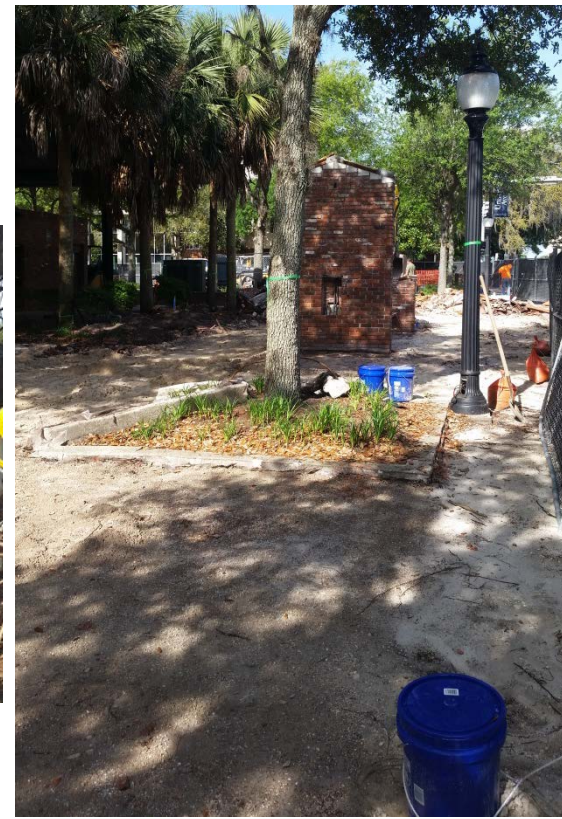
CONSTRUCTION FENCING



#HEARTGNV



DEMOLITION





THE BIG DIG



THE BIG DIG



SITE WORK – INFRASTRUCTURE



KIOSK



GREEN ROOM & PUBLIC RESTROOMS



CAFÉ



BO DIDDLEY PLAZA: UPDATE PROGRAMMING + MANAGEMENT

WHAT IS A HEALTHY URBAN SPACE?

HEALTHY

Activities

Place feels fun

Café/food service or other continuous programming

Regular scheduling of events

Amenities designed to invite activity

Accessibility

Easy to get to & circulate within

High visibility throughout the site

Comfort

Variety of types of seating + location choices

Safety

Cleanliness

Sociability

Constant energy

Variety of patrons

Presence of gathering points

Can see friends & neighbors

Comfortable interacting with strangers



CRA BOARD FEEDBACK 09/15/2014

*A Good Question Beats A Good Answer

➤ Programming & Management Is A Must!

- How do we activate BDP throughout the week?
- What other purposes can BDP be used for?
- How do similar venues handle management and programming?
- Can we incorporate sports on the plaza?
- Game Day On The Plaza
- Who should be in charge of management and programming?



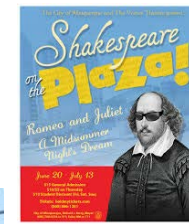
PAST & CURRENT PROGRAMMING



- The Fest Oct.31-Nov.2, 2014 : Annually / 5000 attendees per day
- Free Friday Aug-Oct : Annually / 26 shows : 800 attendees average
- Jest Fest Month of April 2014 : Annually / 750 attendees average

FUTURE PROGRAMMING

- Family Movie Nights
- Makers Market
- Food Truck Rallies
- Book Fairs
- Wine & Food Festival
- Shakespeare In The Plaza
- Gator Football On The Big Screen
- Gainesville Jazz Festival
- Children's Story Time
- Lunch Time Concert Series
- Art Installations



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
MARCH APRIL MAY		1 Reopening Celebration BLOCK PARTY	2	3 Movies @ Sundown BIG HERO 6	4 Reopening Celebration LESS THAN JAKE / JOHN VANDERSLICE	5
6 Reopening Celebration TOM PETTY	7 Dance Alive by The Philips Center CARMINA BURANA	8	9	10 Movies @ Sundown THE LEGO MOVIE	11 Local Fridays HUNDRED WATERS	12 Shakespeare in the Plaza THE TEMPEST
13	14 Shakespeare in the Plaza THE TEMPEST	15	16 UNION STREET FARMER'S MARKET	17 Movies @ Sundown PADDINGTON	18 Local Fridays MSNRA	19 LIBRARY BOOK FAIR

TYPES OF PARTNERSHIPS & SPONSORSHIPS



capitaleurocars



FOUR POINTS
BY SHERATON
Tallahassee Downtown

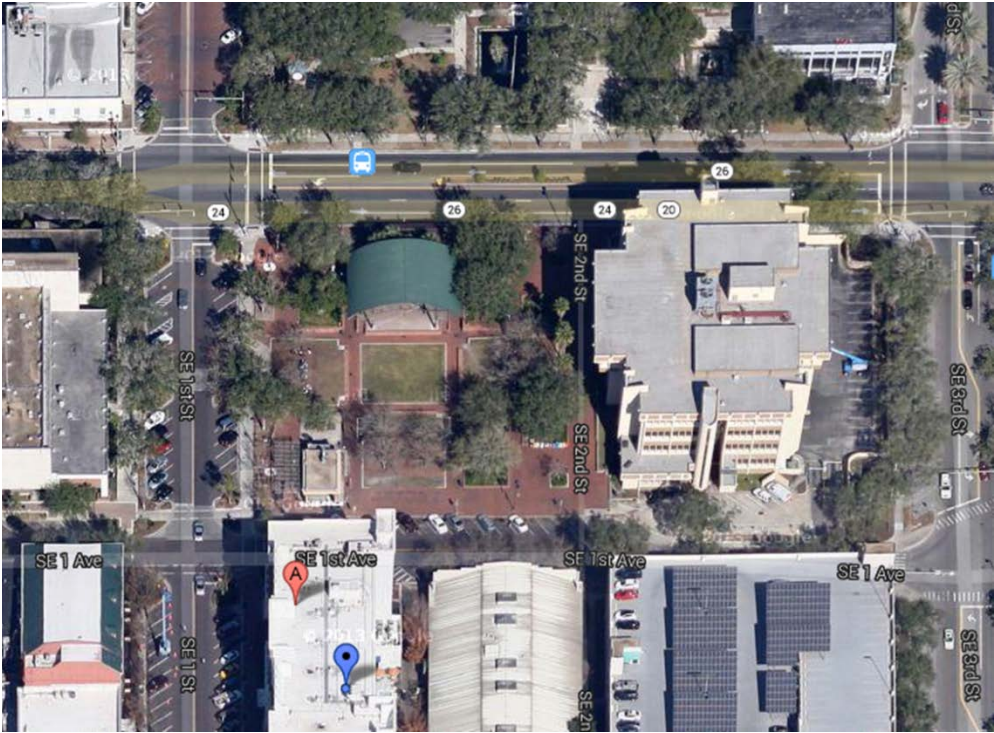
HOW SIMILAR MUNICIPAL VENUES HANDLE:

- *Rentals & Permitting
- *Programing
- *Venue Management
- *Concession & Alcohol Management
- *Marketing



STAKEHOLDERS

IT STARTS IN
PARKS



The Eighth Judicial Circuit of Florida

Serving Alachua, Baker, Bradford, Gilchrist, Levy, and Union Counties



STEAMERS UPDATE

- Completed first full business cycle; doing well
- Menu and client base are expanding
- 8 employees and will add two more by the fall
- Every Tuesday open mic and Thursday live music



PLAZA CAFÉ RFP

- Preparing solicitation for future café tenant
- 972 sq ft interior plus 1,150 sq ft exterior seating area
- Sought professional opinion on appropriate market lease rate for rapidly changing market
- Strong interest and long notification list carrying over from Bethel Station and Southern Charm opportunities



POTENTIAL PARTNERSHIPS



Visit
GAINESVILLE
where nature and culture meet



BO DIDDLEY PLAZA: UPDATE

NEXT STEPS + TIMELINE

NEXT STEPS + TIMELINE

- Construction Ongoing
- Programming & Management Plans
- Engage Stakeholders
- Café Solicitation
- Present Findings & Recommendations of Café Solicitation



RECOMMENDATION

- Provide Feedback

