

GTEC Area Redevelopment

CRA Board

July 20, 2015



Today's Agenda

- **GTEC Area update**
- **Discuss three-pronged strategy going forward**
- **Proposed approach**







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			



-  City owned property (13.6 acres)
-  Utility Easement

 Littlejohn

 JBrown Professional Group
CIVIL ENGINEERING • LAND SURVEYING • PLANNING

Three-Pronged Redevelopment Strategy

- **Marketing/Branding**
- **Site Improvements**
- **Business Recruitment**



LOOK EAST

**Tapping into
site identity,
design &
atmosphere**





0 COMMENTS

What's in a name? Ask the community first

CRA trying to figure out what to call GTEC, Kennedy Homes sites

By **Aida Mallard**
Special to the Guardian
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East Gainesville residents were asked to weigh in on names being considered for the former Kennedy Homes site and the Gainesville Technology Enterprise Center location during a workshop hosted by the Gainesville Community Redevelopment Agency.



GTEC site

mark - where is the cultural connection?

Renaissance
Fresh Steps (egw)
Commonwealth
+ Youth

Watershed
→ water flows here

put the "in front of names" in this place started as a nest, love this

The Nest

→ birth starts, develops
→ innovation begins, youth

want to convey "gathering"

Thinking 10 years into the future, becoming a district

Photos Before Site Clean Up



Recent Site Improvements

- Improved parking lot lighting for increased safety
- Power washed and painted building
- Cleared major vegetation
- Removed invasive plants from ponds



Stakeholder Feedback

- **Community and Citizen Advisory Board Input:**
 - Lack of amenities in Eastside
 - Want visible results
 - Wanted to see a building on Hawthorne Road
- **CRA Board Input:**
 - Minimize investment in infrastructure ahead of known development
- **Realtor / Prospect Input:**
 - Lack of amenities in Eastside
 - Perceived to be far away
 - Hesitancy to be the first in
- **Developers:**
 - Need qualified tenants
 - Site readiness

Incremental Approach: Take the Lead on the First Building

- **Let's get going!**

- Concept of first building fronting Hawthorne Road with ground floor retail bays to add amenities and spark development
- Minimal infrastructure, identity along Hawthorne Road
- Proposed first building concept to approved developers
 - Want qualified tenants
 - Not interested in developing on spec in the current climate
- Look into realtor involvement with site marketing and tenant recruitment

Competitive Advantage

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

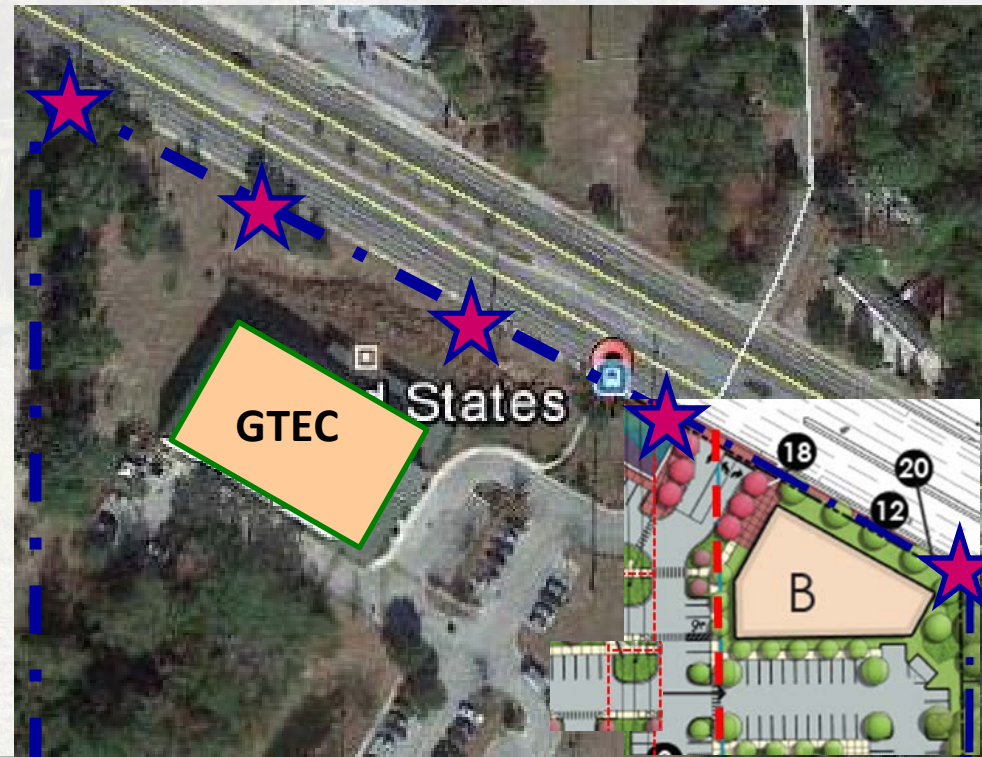
Consider incentives or assistance needed for first project(s)

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



Competitive Strategy

- Lay the ground work for Building B:
 - Develop building-related infrastructure
 - Design Hawthorne Road gateway features to enhance site character and identity
 - New community amenities
 - High visibility development
 - Limited new infrastructure
 - Strengthen site character
 - Spur development to demonstrate site feasibility



Building B: Concept Illustrations

- Ground Floor Retail
- Office Above



Branding, Signage, & Gateway Features



Recommendation

CRA Executive Director to CRA Board:

1. Approve the JBrown Professional Group proposal for additional services for the GTEC Area Phase 1 Development for the amount of \$60,812.50 and authorize the CRA Executive Director to execute the amendment to the contract, subject to CRA Attorney's review and approval as to legal form and content.

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