



GAINESVILLE COMMUNITY REDEVELOPMENT AGENCY BOARD MEETING

1717 SE 8th Avenue
Phase I - Engineering



Background

- The CRA approved the 100% Master Plan for 1717 SE 8th Avenue (Former Kennedy Homes site)
- This followed nearly a year long community engagement Master Planning process
- 5 community stakeholder meetings, 2 Real Estate professionals meetings, 1 Home Builders meeting & 5 community engagement meetings along with the Eastside Advisory Boards input on the development



Project Site



Joseph Williams
Elementary School

Church of God
by Faith

Project Boundary

S.E. 8th Avenue

S.E. 15th Street

Abraham Lincoln
Middle School

Lincoln Estates

Boys & Girls
Club

Carver Gardens

Community/CRA Board Input – Master Planning Phase

Stakeholder/Community Notes

- Potential for rear loaded product
- Variety of lot sizes
- Walking trails
- Flexible green space
- Potential maintenance plan/HOA
- Energy Efficient Product

Stakeholder/Community Notes

- New beginning
- Fit within the local fabric yet provide unique feel
- Variety of living options
- Option 3 storm water and wetlands
- Central park/green
- Concept 2 and 3 preferred
- Provide 2 entrances
- Mix of Uses/Housing types



100% Master Plan



Marketing & Branding

- CRA Developed “LOOK EAST” Campaign
- Conducted Interviews:
 - East Gainesville residents
 - Community leaders
 - Developers
 - Eastside business owners
 - Teachers
 - Administrators
 - West Gainesville residents
 - Incubating companies
 - Students
 - Realtors
- Goals of The Campaign:
 - Filled with hope, but tempered with the possible.
 - Assertive yet welcoming.
 - Bold, warm and authentic.
 - Nostalgic, with an eye towards the future.
 - Embraced by the community and a manifesto for the courageous.
 - Umbrella Marketing Initiative for East Gainesville
 - Branding GTEC & FKH
- Marketing/Branding GTEC & FKH



Marketing & Branding

Gainesville Guardian

TS



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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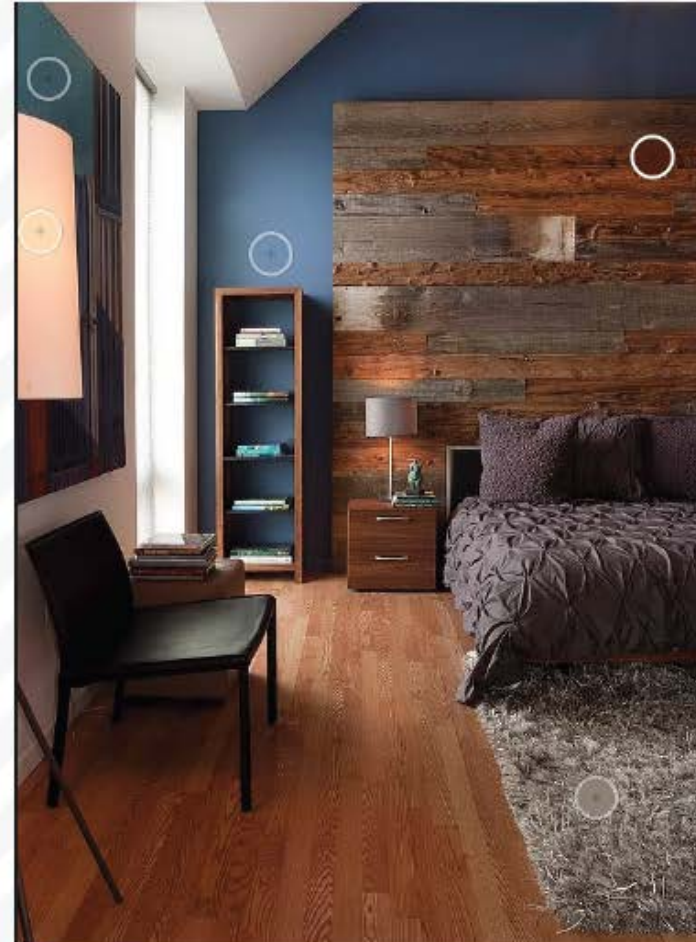
East Gainesville residents were asked to weigh in on names being considered for the former Kennedy Homes site and the Gainesville Technology Enterprise Center location during a workshop hosted by



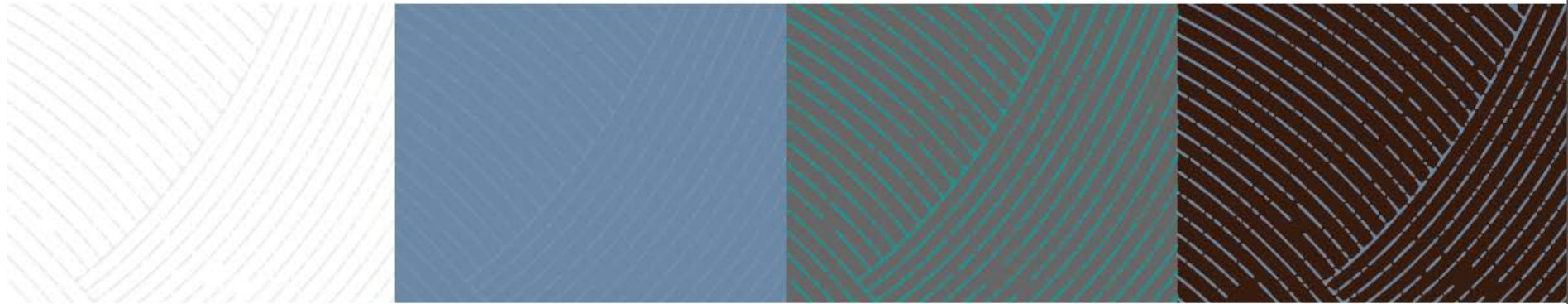
Heartwood

Rooted In Community

Brand Colors



Texture



Logo



Heartwood



Heartwood

Printed Collateral



Advertisement



Welcome To Your Neighborhood

Heartwood is a progressive community connected to nature on the edge of Gainesville, Florida. A neighborhood full of friendly faces, fresh air and focused on the well-being of it's residents.

 Heartwood




Welcome To Your Neighborhood

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 Heartwood

Website Mockup



Welcome To Your Neighborhood

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EXPLORE OUR

- Community
- Events
- Our Dogs
- Photo
- Contact



Physical Elements

Signage Inspiration



Signage Mockup



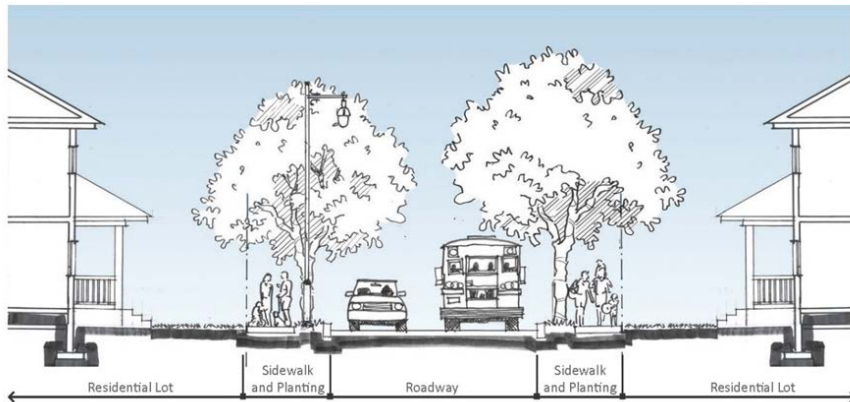
Outdoor Elements



Heartwood Phase I – Civil Engineering Contract



**NIX ENGINEERING,
INC**



Loop Road Right of Way - Cross Section AA

- Phase I-Civil Engineering Contract
 - Design Plat
 - Construction Documents
 - Cost Estimating
 - Permitting
 - Landscape Architecture
 - Photo metrics
 - Environmental Consulting



Engineering-Phase I Development



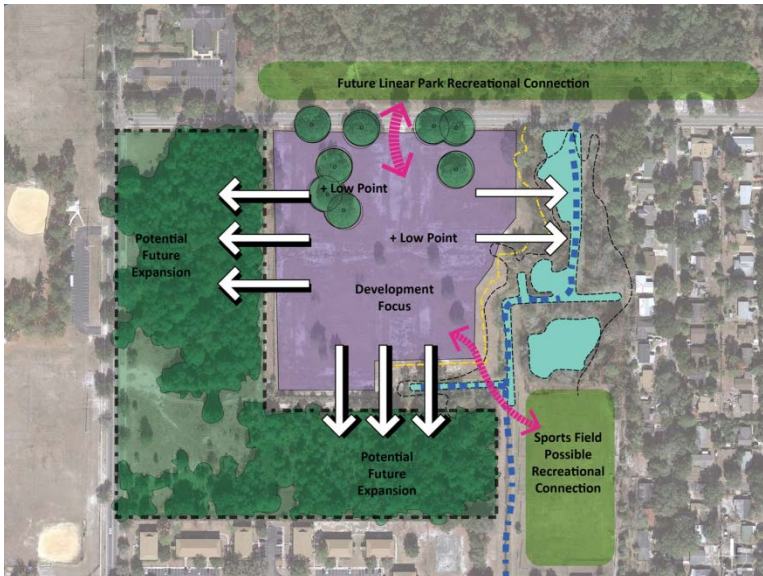
Phase I Development Design Features

- Wetland Restoration
- Stormwater Mitigation
- Residential Products
- Infrastructure
- Amenity Space



Engineering- Scope Task I

- **Design Plat**
 - Surveying
 - Design Plat Application- COG Requirement- DRB & City Commission
 - Cost Estimating – Cost of Infrastructure, Stormwater, & Wetland Improvements



Engineering- Scope Task II

- **Construction Documents**

- Application Packages – All Forms, Reports, Calculations, Plans, & Specifications
- City Of Gainesville
- GRU
- SJRWMD
- FDEP

- **Cost Estimates**

- Infrastructure
- Stormwater
- Wetlands

- **Sub Consultants**

- Landscape Architect
- Lighting Engineer
- Ecologist
- Surveyor



Engineering- Scope Task III

- **Final Plat**
 - Final Plat Application
 - Final DRB & City Commission Approval



Next Steps & Schedule

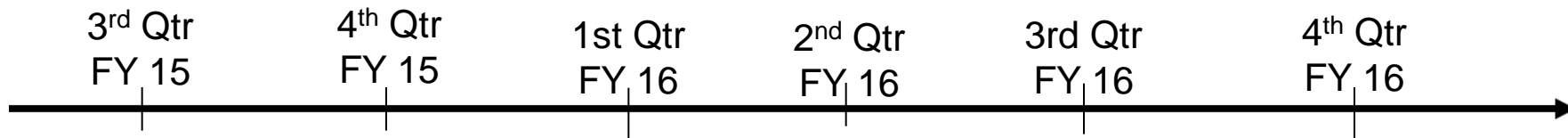
Views



24 - 1717 SE 8th Avenue Plan



- Land Use & Zoning Change
- Architecture & Standards
- Marketing & Branding
- Outreach –
Builder/Developer/Realtors



ZONING & LAND USE CHANGE

PHASE 1 – ENGINEERING DESIGN

ARCHITECTURAL STANDARDS

OUTREACH- BUILDER/DEV/REALTOR

BRANDING & MARKETING NEW DEVELOPMENT

CONSTRUCTION



Elevation

Views



Recommendation

- Approve civil engineering proposal from DRMP INC. in the amount of \$102,367.50, approve CRA Executive Director to enter into contract with DRMP subject to approval by the CRA Attorney as to form and legality

