Designing the Waldo Road Corridor

Plan East Gainesville Implementation Strategies for the Gateway to Gainesville and the University of Florida

School of Architecture, University of Florida
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As an important gateway to Gainesville and the University of Florida, the Waldo Road corridor and environs evoke the first ‘Gainesville’ experience to travelers arriving by air or by automobile from the northeast. The corridor presents opportunities for sustainable development through its linear form, natural locations for nodal concentration of activities, its proximity to the downtown core, infill potential due to abundant vacant land and a variety of existing uses including civic, agricultural, institutional, municipal, commercial, mixed-use and residential. This report presents a synthesis of multiple independent initiatives formerly developed for this area integrated into large-scale master plan recommendations. The report incorporates recent initiatives by community stakeholders into implementation strategies, to achieve an economically robust multi-modal transit corridor that promotes sustainable development through compact activity centers, commerce, high-quality mixed-income and mixed-density residential living with civic amenities.

The vision alternatives and implementation strategies presented in this report are based on several previous studies. In addition, a distinguished steering committee, consisting of stakeholders and civic leaders, has focused the work to respond to local needs and community interests. The project has evolved over 18 months, expanding in scope with regard to the geographical focus while including land directly adjacent to Waldo Road. Consideration was given to indirectly
Implementation strategies include infrastructure assessments and changes that would support high-quality growth; identification of development nodes (activity centers) in which medium and high residential density would be most effectively located along the corridor; suggestions for multimodal transportation organization that would facilitate both commerce and accessibility; and urban design alternatives that integrate infrastructure, planning and transportation toward civic amenity. The following five strategies were developed as a framework for more detailed studies that are presented in this report. They represent the critical larger initiatives that must be collectively addressed for prosperity along the Waldo Road corridor and in East Gainesville.

**Watershed Ecology** — develop a municipal system of stormwater parks in combination with site specific retention, filtration and conveyance strategies such as bioswales and green roofs. This will support compact development, freeing up land that would be required for stormwater retention, while improving the filtration capacities of watersheds feeding Newnan’s Lake and Paynes Prairie.

**Commerce - Based Transportation** — provide a commerce-oriented street network along Waldo Road to expand commercial visibility, support vehicular access and promote walkability. A commerce street paralleling Waldo Road (on the west side) would accommodate these elements, while supporting arterial efficiency and concentrating ingress/egress on east-west streets rather than on Waldo Road.
Place-Based Development — establish districts that function as fine grain implementation elements to transform the corridor through adjacent commercial, mixed-use and high- to medium-density residential land uses. Well-designed urban arterial edges support commerce and housing, while acting as a visual and acoustic buffer system to protect existing local neighborhoods from activities on the corridor.

Greening the Corridor — dedicate open space compatible with residential density and use through revitalizing existing parks, creating new pocket parks, establishing playgrounds and developing form-based guidelines for green parking. Design streetscape to provide shade and encourage walkable or pedestrian friendly streets, as well as stormwater infrastructure as an integrated civic amenity within public open space and community greens.

Transportation Modality — support options for positive interaction between pedestrians, cyclists, drivers and transit riders. This includes nodal development to support current bus, near-term Bus Rapid Transit (BRT) and future light rail, layered with bicycle ways and pedestrian-oriented streets that are well shaded. Transportation infrastructure must integrate motorist convenience and enhance safety through low-speed constant flow networks rather than consolidated multi-lane intersections. Improved alternatives to get to and from the area will promote diverse commerce and increase employment opportunities for East Gainesville residents.

This report outlines these strategies in detail offering case study examples, integrated design proposals, and narrative descriptions of issues that interrelate to optimize inherent opportunity along the Waldo Road corridor. Consensus has been achieved in regard to some of the proposals from this work among key stakeholders and landholders at the NE 39th Avenue and Waldo Road intersection. Other locations continue to invite further speculation and development potential, but perhaps are better understood in terms of developing a desirable character and what appropriate density and uses might be. Districts were proposed as a mechanism to clarify implementation elements, as well as to identify and strengthen the evolving district character — unique among the varied contexts along the corridor. These recommendations include strategies for the entire corridor with examples of alternative development options for specific locations. The desired character, uses, district boundaries and specific tools for uniquely integrating implementation strategies within the varied contexts along the corridor, should be further developed on a district by district basis.
Project Team

The project required coordination and collaboration between experts in Architecture, Landscape Architecture and Urban Planning. A team of professors and graduate students from the University of Florida worked in conjunction with the Florida Community Design Center to develop high-quality urban form along the Waldo Road Strategic Intermodal Highway that integrates sustainable community design principles, and to develop implementation strategies to get the best practices in place. Multiple design studios were conducted and led by members of the project team, as other team members reviewed, vetted and consulted on the work to provide a broad and robust range of proposals.

Project Leaders

- Martin A. Gold, Architect
  Executive Director, Florida Community Design Center
  Interim Director and Associate Professor, School of Architecture

- Tina Gurucharri, Landscape Architect
  Associate Professor, Department of Landscape Architecture

- Dr. Joseli Macedo, Urban Planner
  Assistant Professor, Department of Urban and Regional Planning

- Kim Tanzer, Architect
  Professor, School of Architecture

- Dr. Ruth Steiner, Urban Planner
  Associate Professor, Department of Urban and Regional Planning

- Naomi Whiteley
  Program Director, Florida Community Design Center

- Phuong Kim Lam, Intern Architect
  Graduate Student, School of Architecture

Project Associates

- Threcia Robinson
- Robin Schindler
- Amber Wangle

- Harmony Blackwell
- Victoria McCloud
- Justin R. M. R. Taylor
Design Studio

Teams of students from programs in the College of Design, Construction and Planning including Landscape Architecture, Urban and Regional Planning and the School of Architecture worked on the project as part of their respective curricula. Students worked independently and collaboratively in a studio environment — conducting research, analyzing precedents, visiting sites in the project area, interviewing citizens, consulting with stakeholders and most importantly, proposing, debating and reforming potential responses and initiatives to advance the project goals. The studio format operates much like a workshop where ideas are tested through design concept drawings and diagrams, as well as comparisons to case study projects that have addressed similar issues.

Students in the design studios were in direct contact with stakeholders, citizens, business owners, community leaders, local planners, engineers, architects and municipal staff, listening to presentations, discussing needs and priorities, evaluating constraints and forming elements of a cohesive vision. Students worked to synthesize the parameters identified from this work and to derive integrative proposals that optimize community expectations.

The concepts and proposals developed by students are presented in the Methodology, Analysis & Context and Implementation Scenarios sections of this report.

Graduate Students

Landscape Architecture
Charles Bondo
Kathrine Clark
Carrie Gibson
Kimberly Heiss
Amy Morie
Louis Pesce
Ken Ray
Robbie Roach
Neal Schafers

Urban & Regional Planning
Jennifer Cannon
Jeffrey Davis
Shane Loakso
Mark Ludlow
Toccarra Thomas
Nathaniel Wingfield

School of Architecture
Tiffany Barlow
Adam Bettcher
April-Ann Creech
Michael Compton
Phuong Kim Lam
Gareth Morgan
Threcia Robinson
Matthew Rossi
Robin Schindler
Justin R. M. R. Taylor
Amber Wangle
Renée Webley
This project was funded through a unique collaboration between Alachua County, the City of Gainesville and the University of Florida. Alachua County Commissioner Rodney J. Long initiated this work as the next phase of Plan East Gainesville to move from the larger concept to implementation. With the strong support of University of Florida President, Dr. J. Bernard “Bernie” Machen, and concurrent support from Mayor Pegeen Hanrahan, the interagency team, in equal partnership, helped define the scope and supported the project.

City of Gainesville  Partner
Alachua County   Partner and Administration Agency
University of Florida  Partner

Municipal Agency Contact:
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Assistant County Manager
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The project was vetted and regularly reviewed by a committee of stakeholders, municipal representatives and local citizens. Multiple meetings were held to present the progress of the project team in terms of identifying critical issues and developing appropriate strategic responses, and to prioritize implementation strategies. The Steering Committee provided vital insights toward focusing and shaping the recommendations. Many of the members served on the Plan East Gainesville Steering Committee and were able to bring important knowledge from that work. Mr. Randy Wells, representing the Duck Pond Neighborhood Association, and Ms. Sharon Bauer, representing the Northeast Neighbors Association, worked diligently and independently to bring case study information and important resident perspectives to the Steering Committee. Many other citizens and neighborhood representatives from both the east and west sides of Waldo Road aided in the vetting and refining of proposals to the substantial benefit of the final recommendations.

### Committee Members

<table>
<thead>
<tr>
<th>Name</th>
<th>Organization</th>
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<tbody>
<tr>
<td>Rodney J. Long</td>
<td>Alachua County Commission</td>
</tr>
<tr>
<td>Randy Wells (Co-Chair)</td>
<td>Duck Pond Neighborhood</td>
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<tr>
<td>Dekova Batey</td>
<td>Gainesville Public Works / BPAB</td>
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<tr>
<td>Sharon Bauer</td>
<td>Northeast Neighbors</td>
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<td>James Bennett</td>
<td>Florida Dept. of Transportation</td>
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<tr>
<td>Erik Bredfeldt</td>
<td>Gainesville Economic Development</td>
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<tr>
<td>Rick Bryant</td>
<td>City of Gainesville City Commission</td>
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<tr>
<td>Cynthia Chestnut</td>
<td>Alachua County Commission</td>
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<tr>
<td>Thomas Coward</td>
<td>Coward Realty</td>
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<tr>
<td>Susan Crowley</td>
<td>UF Community Relations</td>
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<tr>
<td>Gerry Dedenbach</td>
<td>Causseaux, Hewett, &amp; Walpole, Inc.</td>
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<tr>
<td>Linda Dixon</td>
<td>UF Facilities Planning &amp; Const.</td>
</tr>
<tr>
<td>Name</td>
<td>Organization/Role</td>
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<tr>
<td>Doris Edwards</td>
<td>Lincoln Estates Neighborhood Assoc.</td>
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<tr>
<td>Karen Edwards</td>
<td>Lincoln Estates Neighborhood Assoc.</td>
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<tr>
<td>LeAnn Egeto</td>
<td>Greater Northeast Community</td>
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<tr>
<td>Vivian Filer</td>
<td>Cotton Club Museum &amp; Cultural Center</td>
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<tr>
<td>Pattie Glenn *</td>
<td>Greensmart</td>
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<tr>
<td>Jesus Gomez</td>
<td>Regional Transit System (RTS)</td>
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<tr>
<td>Helen Harris</td>
<td>Cedar Grove Neighborhood</td>
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<td>Rick Hedrick</td>
<td>County Public Works</td>
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<tr>
<td>Scherwin Henry</td>
<td>Gainesville City Commission</td>
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<td>JR Hermsdorfer</td>
<td>Highland Court Manor Neighborhood Assoc.</td>
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<tr>
<td>Ralph Hilliard</td>
<td>Gainesville Community Development</td>
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<tr>
<td>Paul Hoffhein *</td>
<td>Citizen at large</td>
</tr>
<tr>
<td>Ed Jennings</td>
<td>Citizen, Resident</td>
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<tr>
<td>Ha Kurz</td>
<td>Alachua County Public Works</td>
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<tr>
<td>Steve Lachnicht *</td>
<td>Alachua County Planning</td>
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<tr>
<td>Heidi Lannon</td>
<td>Gainesville Regional Utilities</td>
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<tr>
<td>Patricia Lee *</td>
<td>East Gainesville Dev. Corporation</td>
</tr>
<tr>
<td>Roland Loog</td>
<td>Visitors &amp; Convention Bureau</td>
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<tr>
<td>Gilbert Means</td>
<td>Front Porch Florida</td>
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<tr>
<td>Juanita Miles-Hamilton</td>
<td>Duval Neighborhood</td>
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<td>Jan Patterson</td>
<td>Chamber of Commerce</td>
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<tr>
<td>Allan Penksa</td>
<td>Gainesville Regional Airport</td>
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<tr>
<td>Steve Phillips</td>
<td>City Parks &amp; Rec. Department</td>
</tr>
<tr>
<td>Holli Rutledge</td>
<td>Tacachale</td>
</tr>
</tbody>
</table>
Marlie Sanderson *  North Central Florida Regional Planning Council & Metropolitan Transportation Planning Organization
Robert Simensky  East Gainesville Dev. Partners
Karen Taulbee  Florida Department of Transportation
Aretha Walker  Lincoln Estates

* Indicates Plan East Gainesville committee member
Goals

• Develop an integrative visioning perspective to advance the existing initiatives and recommendations such as, but not limited to, Plan East Gainesville.

• Engage community stakeholders, municipal agencies and the University of Florida in the process of designing alternative schemes that promote a unified strategic vision.

• Develop specific implementation strategies and tactics to apply the best urban design and planning recommendations for the Waldo Road corridor.
Introduction

For decades, the transportation infrastructure of Gainesville, such as Interstate Highway 75 and state roads, has alternated between following and leading the growth west of the city. This has fueled development such as the Oaks Mall, North Central Florida Regional Medical Center and Butler Plaza, and has been a great economic boom providing many new jobs, entrepreneurial opportunities, commerce and a variety of retail, dining and service choices to the community. It has been argued that the east side of Gainesville has languished during the same period, seeing little private and limited public investment. The public investment that has been deployed has focused on services for low income citizens, work camps and the jail, rather than on improving urban infrastructure that could promote private investment. Ironically, the development to the west has become somewhat of a victim of its own success. As of 2008, new development west of Gainesville has been limited by transportation capacity, both through regulations and through perceptions, as existing commerce is negatively affected by traffic congestion on the arterial roads that serve as access to the commercial establishments. In other words, many consumers avoid shopping along Archer Road and at the Oaks Mall when possible, in order to avoid the traffic.

If our best local examples of commercially vital transportation infrastructure are Newberry Road and Archer Road, we have room for improvement. Given the limits on development along arterial transportation corridors in west Gainesville, the extent (distance) of westward development from the downtown core, and the need for sustainable growth in Gainesville, the case can be made that the timing, market demand, transit viability, utility capacity, expectation for quality development and availability of vacant land are conjoining along the Waldo Road corridor. East Gainesville is the most viable location for new development and redevelopment.

The Waldo Road corridor is uniquely situated for development regarding geographical proximity to the urban core (Downtown), relatively low current land values, abundance of vacant land, available capacity of municipal utilities, existing civic amenity, proximity to the regional airport, high mass transit potential and current occupation by significant employers such as the University of Florida, State of Florida, Wal-Mart and multiple locally-owned businesses. New development must respect and protect unique heritage neighborhoods that have evolved along the corridor balancing vitality with the peaceful context.

The project team uncovered only two significant obstacles to substantial new development in the corridor: environmental sensitivity and market perceptions. First, the geological structure is low lying and rich in non-permeable clays, resulting in generally poor absorption of water during storm events. Accommodating this circumstance requires drainage mitigation and stormwater management strategies generally not required in sandy well-drained soils. This will add development
costs that are unique to this area. And, where poorly drained lands have evolved into ‘wetlands’ ecologies, the developable area of land is limited and/or requires mitigation strategies that can be time consuming and expensive. Secondly, there appears to be a stigmatization attached to east Gainesville based on lack of disposable income and other statistical parameters typically used to evaluate the potential for development in this area. Market studies of potential service-oriented businesses have not shown them to be viable. Perhaps the success of the pioneering Super Wal-Mart will begin to assuage this perception.

Multiple studies, master planning reports, transportation analysis, community workshops and citizens’ initiatives have been focused on the area of east Gainesville. A complete list of studies reviewed as part of this project is included on page 25 of this report. Most recently, the Plan East Gainesville study has compiled many of the recommendations for the larger east Gainesville area and has specifically called for transit-oriented activity centers along the Waldo Road corridor. This recommendation is consistent with the project team’s assessments and findings, and is supported by the Waldo Road Steering Committee, as well as comments from citizens at public workshops. This report advances those general recommendations and findings toward

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**Project Method & Process**

**Research** – gathering, analysis and connecting

**Design Studios** – scenario modeling & alternative outcomes

**Magnification** – emphasizing the opportunities in target areas as models for district strategies

**Community Engagement** – project steering, workgroups & public workshops

**Components matrix** – development of critical elements for success
implementation, through integrated design scenarios for key activity center locations identified in the Plan East Gainesville report and supported by the project team’s field analysis and community feedback.

Automobile dependent cities face severe challenges as fuel costs rise, air quality becomes a limiting factor on infrastructure and traffic congestion further becomes a limiting factor on commerce. Savvy communities are reconsidering the predominant suburban model that has proven so problematic (sprawl) and are moving toward directing development within the existing urban core(s) — with existing municipal infrastructure that leverages a combination of transit, pedestrian and bicycle modes of local transportation. Within 30 to 35 years, Gainesville’s population is predicted to grow by over 50%. It is estimated that an additional 14,000 people could live along the Waldo Road corridor and choose between public transit, cycle or automobile as their mode of transportation to key destinations such as the Downtown, University of Florida, Airport and other commerce nodes along the corridor. This report presents sets of strategies at a variety of urban scales that move toward the implementation of sustainable community development that has been vetted by community leaders, stakeholders and local residents.

Outcomes from this work will directly impact the properties along the corridor, strongly influence sites within a quarter-mile of the corridor and have tertiary impacts at the scale of East Gainesville, Gainesville and Alachua County.
Unifying strategies

Review of Previously approved plans and initiatives:
- Plan East Gainesville
- East Gainesville Action Plan
- City of Gainesville’s Comprehensive Plan
- Alachua County’s Comprehensive Plan
- CEO’s 2007 Space and Land Report
- Land Use Maps & Zoning Maps
- CRA East Side Redevelopment Plan (9/06)
- Central Cities Corridor Overlay
- Southeast Gainesville Renaissance Initiative Master Plan
- Area neighborhood plans
- Sign Code Overlay
- Business Park Analysis
- Fairgrounds Plan
- UF Master Plan - Waldo Road
- Duval Heights Neighborhood Plan
- Public Works Department Studies
- MTPO initiatives
- City Neighborhoods/List/Map
- RTS 2025 Plan
- Airport Master Plan

Schedule Summary

Phase 1  Unifying strategies

Initiate Steering Committee

Meeting 1
Project Scope

Meeting 2
Review of identification and summary of existing proposals and project boundaries

Initiate case study research
Conduct public workshop
Define geographical study area
East Gainesville satellite campus alternative initiation
Submit report summarizing initiatives and project progress
<table>
<thead>
<tr>
<th>Design alternatives</th>
<th>Phase 2</th>
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<tbody>
<tr>
<td>Begin visioning and implementation analysis</td>
<td>Meeting 3</td>
</tr>
<tr>
<td>Corridor analysis, concept advancement and project matrix</td>
<td>Review of previous work and presentation of project matrix. Introduction of satellite campus alternative</td>
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<td>Corridor Master Plan scheming</td>
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<td>East Gainesville satellite campus alternative refinement</td>
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<td>Develop implementation strategies for additional key projects</td>
<td>Meeting 4</td>
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<td>Preliminary implementation illustrations, maps, and diagrams:</td>
<td>Presentation and review of concept proposals- vetting</td>
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<td>- Master Plan Diagrams:</td>
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<td>- Zoning diagram</td>
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<td>- Phasing diagram</td>
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<td>- Connectivity diagram</td>
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<td>- Transportation diagrams</td>
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<td>- Project vignettes</td>
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<td>Community workshop to review early strategies and gain feedback</td>
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<td>Submit progress report</td>
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<th>Implementation strategies</th>
<th>Phase 3</th>
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<td>Revise implementation strategies, illustrations, maps and diagrams:</td>
<td>Meeting 5</td>
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<td>- Master Plan Diagrams:</td>
<td>90% completion meeting - final revisions and vetting</td>
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<td>- Phasing diagram</td>
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<td>- Connectivity diagram</td>
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<td>- Transportation diagrams</td>
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<td>- Project vignettes</td>
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<td>- Land use regulation recommendations and language as appropriate</td>
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<tr>
<td>Prepare final report and presentation materials</td>
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<tr>
<td>Final presentation and report submission</td>
<td>Meeting 6</td>
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<td>Final presentation and acceptance</td>
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Background

The initial work of this project was to systematically review studies, planning documents, initiatives and reports that have been conducted and published within the last five to seven years. The most comprehensive of these initiatives and studies was the Plan East Gainesville final report prepared by the Renaissance Planning Group for the Metropolitan Transportation Planning Organization (MTPO) and completed in February 2003.

Plan East Gainesville calls for complimentary development, transportation and land-use strategies for nominally 25 square miles of east Gainesville which encompass the area bounded by Paynes Prairie to the south, Gainesville Regional Airport to the north, Newnan’s Lake to the east and NE 9th Street to the west. The project team has integrated Plan East Gainesville recommendations and strategies to direct the analysis, case studies and final recommendations of this report. High priority recommendations from Plan East Gainesville include the development of mixed-use urban forms organized around activity centers that correspond to transportation nodes and that can support future transit — Bus Rapid Transit (BRT) in the near-term and possibly light rail in the future.
Utility infrastructure, including electrical power, water supply and waste water conveyance and treatment facilities, are in place and readily available to serve the new development suggested in Plan East Gainesville. This finding was revisited and verified for the area along the Waldo Road corridor during meetings with engineers from Gainesville Regional Utilities.

The Council for Economic Outreach (CEO) studied the need for office/flex space in Gainesville in its 2007 Space and Land Report and determined that 500,000 square feet had been sought but not found in 2007. This was based on a survey of interested businesses, the type of space requested and the time frame needed to get a business in place. Based on the parameters of access to transportation and available vacant land, the Waldo Road corridor area and the area north of the NW 13th Street and NW 6th Street intersection emerged as prime locations for office and flex space.

We must be organized in our approach because other communities are competing for the same projects. We have identified available tracts of land which are included in this report. It is our goal to identify specific parcels for development and work with the local government to have these sites Category I and Category II ready, as defined by this report. Concurrently, we would like to begin discussions on Public/Private Partnerships to move forward with plans for spec space.

2007 Space and Land Report, Council for Economic Outreach
Existing studies, incentives and proposals

Previously approved plans and initiatives reviewed by the project team to identify high priority strategies and recommendations:

- Plan East Gainesville
- East Gainesville Action Plan
- City of Gainesville’s Comprehensive Plan
- Alachua County’s Comprehensive Plan
- CEO’s 2007 Space and Land Report
- Land Use Maps & Zoning Maps
- CRA East Side Redevelopment Plan (9/06)
- Central Cities Corridor Overlay
- Southeast Gainesville Renaissance Initiative Master Plan
- Area neighborhood plans
- Sign Code Overlay
- Business Park Analysis
- Fairgrounds Plan
- UF Master Plan - Waldo Road
- Duval Heights Neighborhood Plan
- Public Works Department Studies
- MPTO initiatives
- City Neighborhoods / List / Map
- RTS 2025 Plan
- Airport Master Plan
Multiple boundary strategies

• Neighborhood Associations
• Special Area Plans
• Community Redevelopment Agency (CRA) Districts
• Community Development Block Grants
• Enterprise Zones

The Steering Committee requested project boundary delimitation at the initial meeting to define the geographical limits for the study. The project team proposed that rather than define an area to operate within, the team would work outward from the spine of the Waldo Road corridor, capturing directly and indirectly affected districts, neighborhoods or agencies. This is based on an effort to be inclusive of adjacent areas that might be affected by traffic, economic development or transit access, and not necessarily geographic proximity.

The project team mapped existing boundaries of neighborhoods, special area plans, districts and other governmental or community distinctions that were in place to identify larger areas linked to the Waldo Road corridor in terms of secondary influence that may not be included in the focused scope of work of this project. The project team suggested that another boundary — a boundary for this study — would not facilitate connectivity and inclusiveness regarding recommendations arising from this initiative. Rather, the concept of ‘degrees of connectedness’ was introduced so the focus would be on the lands with direct adjacency to the corridor with recommendations and strategies for secondarily adjacent lands as needed, given the context. The project team studied the existing boundaries to make the case that the more fluid approach (no boundary) would produce more viable recommendations and keep the focus on what is contained in the recommendations, rather than what is outside the boundary.
It is clear that new development is gaining momentum along the Waldo Road corridor. To secure high-quality development, promote viable commercial districts compatible with existing fabric, support sustainable urban growth patterns and improve the natural ecology of the area, the project team developed a range of strategies that begin with evaluating the plans proposed to date, visiting the many contexts along the corridor, meeting with key stakeholders and evaluating utilities, transportation infrastructure and ecology. The project team selected case study cities with similar parameters, contexts or potential design strategies for evaluation and translation to our local context. Commerce morphology was investigated to evaluate the urban form of successful commercial districts in terms of transportation connectivity, parking and mix of uses. Policy strategies, such as form-based codes, were also reviewed as a mode of leading the transformation of urban form by example, rather than limitation of undesired elements. The team proposed and refined, with the help of the Steering Committee and engaged citizens, a districting strategy to align potential development opportunities most closely with the varied uses and
conditions along the corridor — with a focus on preserving neighborhood fabric. Finally, the team developed urban design schemes that implement the best planning, transportation and use components identified through the research component. Design scenarios were proposed and intended to be speculative and forward looking, to test the possibilities of innovative ideas that might be commonplace in the Gainesville of tomorrow. The importance of the work is to focus community discourse and expectation on the beneficial outcomes of implementing Plan East Gainesville strategies, organizing the form that growth will take, and to establish a framework of consensus for coordinated public and private investment — both sorely needed to move toward a high-quality and economically prosperous multi-modal corridor.

The project team expanded context analysis beyond the studies conducted to date adding case study analysis as described in this section. This analysis confirmed many of the recommendations and initiatives developed in earlier studies while providing additional insights derived from significant context changes including the establishment of a Super Wal-Mart, significant redevelopment of the University of Florida’s East Campus and recent initiatives by Tacachale to provide more robust services to special needs citizens of Florida.
The graduate landscape architecture design studio team began the study with a Regional Context Analysis of the Waldo Road corridor including documentation of the City of Gainesville’s designated Future Land Use, existing neighborhood delineations, community context (schools, religious centers, health facilities and community centers), grey infrastructure (roads), green infrastructure (natural areas and parks) and blue infrastructure (floodplains and wetlands).

With the corridor analysis complete, a strategy the team used as a framework for developing a corridor vision was through the use of form-based codes. Our research focused on how communities around the country are using them to develop and implement redevelopment visions. The team felt that the corridor would greatly benefit economically and socially by the infusion of pedestrian activity drawn from surrounding neighborhoods, so an important component to the research was how these codes can affect the creation of walkable or pedestrian-friendly streets.

Based on what was learned about creating walkable streets, the major roads along the corridor were studied and street design proposals were developed to create a Regulating Plan. Emphasis was placed on creating strong connectivity along the east-west roads to link neighborhoods to one another and to the Waldo Road corridor. Regulating Plan Sections depict the design proposals for north Waldo Road, NE 39th Avenue, NE 23rd Avenue, NE 16th Avenue, NE 8th Avenue and East University Avenue.

To anchor these walkable roads, design proposals were developed for important nodes along the Waldo Road corridor. These nodes were viewed as important places for residents to come together - community activity areas - easily accessed by pleasant and lively pedestrian-friendly streets. A design proposal was developed for a key community center of the area, the Landscape - Streetscape.
Martin Luther King Jr. Center in Citizens’ Park. The design proposal addressed recreational infrastructure improvements, improved vehicular and pedestrian movement systems, and new infrastructure to support the use of the stadium for cultural venues.

Across Waldo Road from Citizens’ Park is another important node on the corridor. The NE 8th Avenue Redevelopment area is an existing four-block long commercial zone of local small-scaled shops that has the potential to become an important linkage to Citizens’ Park to the west and to the new Wal-Mart Supercenter to the north. This area can draw activity from the new Wal-Mart to help energize the economic and social life of a Duval Neighborhood Activity Center, becoming a vibrant mixed-use area of small shops, offices and higher density residential uses that can provide goods and services not provided by the Supercenter. Improved vehicular and pedestrian connections between the surrounding neighborhoods will provide more connections to the Supercenter via the NE 8th Avenue mixed-use district.

Another important node on the Waldo Road corridor is the current Alachua County Fairgrounds site at NE 39th Avenue. With the Fairgrounds moving to a site north of the airport this parcel has the potential to become an important “gateway development” for the city. A walkable and environmentally-friendly Airport, Business and Commercial Park was developed for this site that includes retail, a hotel, and over 350,000 square feet of office space that also has direct access to the new airport access point off of Waldo Road. The wetlands and wooded area on the northeast section of the site would be restored and connected through a system of trails to the rest of the development within a park-like setting of wooded areas and created stormwater wetland ponds.
The Waldo Road Streetscape and Gateways design proposal would create a unique landscape, street furniture and signage identity to this corridor and its intersections. A strong vertical palm edge would visually define and enclose the wide street section and would open up into a tree-defined space at intersections to help define way finding. The design for the street and destination signage was developed from an abstraction of the geometry of the corridor. The vertical and horizontal elements (the north-south and east-west streets) are an open metal framework that holds green hedged plant material and the angular section (Waldo Road) is a corrugated fiberglass lit at night from within.

One goal of the Plan East Gainesville plan was to address problems with stormwater in order to improve water quality. The landscape architecture team developed ‘Green Streets’ strategies to address stormwater treatment that could become part of the form-based codes to ensure implementation. The Green Streets strategies store, filter and clean stormwater in order to reduce the surge in quantity and improve the quality of water that enters into natural ecosystems after storm events. Storing water reduces flooding, reduces erosion, improves groundwater recharge and allows sediment and other particulates to settle out of the water column thereby further cleaning the water. Filtering stormwater is accomplished with the use of appropriate plant material to uptake nutrients and heavy metals and to create more aesthetic treatment areas.
Multiway boulevard options that maintain the existing road alignment
SWOT Analysis is a method that evolved during the 1950s and 1960s and is still widely used for planning purposes. The acronym stands for Strengths / Weaknesses / Opportunities / Threats. It is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture or in any other situation of an organization or individual requiring a decision in pursuit of an objective. The technique is credited to Albert Humphrey, who led a research project at Stanford University in the 1960s and 1970s using data from Fortune 500 companies.

**Strengths:** attributes that are helpful in achieving objectives; capabilities or resources that could be used to improve current conditions

**Weaknesses:** attributes that are harmful in achieving objectives; lack of capabilities or resources that could be used to improve current conditions

**Opportunities:** favorable conditions in the environment that can potentially produce rewards

**Threats:** external barriers that may prevent a project from reaching its objectives

SWOT Analysis is used as input to the creative generation of possible strategies, by asking and answering the following four questions:

1. How can we Use each Strength?
2. How can we Stop each Weakness?
3. How can we Exploit each Opportunity?
4. How can we Defend/Destroy against each Threat?

The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. SWOT analysis groups key pieces of information into two main categories:

- **Internal factors** - The ‘strengths’ and ‘weaknesses’ internal to the organization.
- **External factors** - The ‘opportunities’ and ‘threats’ presented by the external environment.

The internal factors may be viewed as strengths or weaknesses depending upon their impact on the project’s objectives. What may represent strengths with respect to one objective may be weaknesses for another objective. The external factors may include macroeconomic matters, technological change, legislation and socio-cultural changes, as well as changes in the marketplace or competitive position.

A SWOT item that produces valuable strategies is important. A SWOT item that generates no strategies is not important. SWOT analysis may be used in any decision-making situation when a desired end-state (objective) has been defined.

A SWOT Analysis was performed for the visioning of the Waldo Road Corridor project. The areas of analysis included transportation, urban design, affordable housing, economic development, form-based codes and redevelopment of East Gainesville.
## Economic Development (by Nathaniel Wingfield)

<table>
<thead>
<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
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</thead>
<tbody>
<tr>
<td>Waldo Road is a major transportation corridor linking Gainesville and</td>
<td>Urban form along Waldo Road is weak. Underused land along the east side of the road hampers</td>
<td>Entrepreneurship promoted by several local &amp; grassroots agencies in East Gainesville: SCORE and</td>
<td>Population profile not conducive to rapid economic development: low education level, high rate</td>
</tr>
<tr>
<td>Jacksonville. As such, a potential market exists that could be readily</td>
<td>development along the opposite side of the road. The airport, the fairgrounds, and Tacachale take</td>
<td>East Gainesville Development Corp (EGDC) are noteworthy examples</td>
<td>of single-parent families compared to County</td>
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<tr>
<td>tapped by businesses along the road. The airport also generates additional</td>
<td>up a large percentage of land along the east side, creating a psychological wall.</td>
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<td>traffic from beyond the region</td>
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<td>Bike trail right-of-way that runs the entire length of the corridor creates a buffer of unusable</td>
<td>High rate of vacant parcels and low land values along Waldo Road create promising conditions for</td>
<td>Emphasis on jobs and industry beyond the reach of East Gainesville residents</td>
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<td>land, preventing businesses from properly engaging the road</td>
<td>new development</td>
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<td></td>
<td>Road itself is very intimidating to pedestrians and likely to discourage any walking between</td>
<td>Major intersections could serve as nodes for clusters of businesses</td>
<td>Pedestrian intimidation factor</td>
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<td></td>
<td>businesses</td>
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<td></td>
<td>Limited transportation options</td>
<td>Designation of corridor as an Enterprise Zone to support local entrepreneurship</td>
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### Urban Design (by Jennifer Cannon)

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<tr>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
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</thead>
<tbody>
<tr>
<td>Various buildings have good quality building form. Some buildings are oriented towards the front of the street and some businesses have improved façades &amp; signage through the city’s incentive program</td>
<td>Some buildings within the area are primarily of simple building form with few distinct architectural styles. There are many abandoned buildings and vacant parcels throughout the area, which discourages investment</td>
<td>Expansion of city incentives to include redevelopment projects. A proposed mixed-use hotel/office center offers an additional focal point and connection to the airport</td>
<td>Perception or presence of crime and perception of lack of economic profitability to justify business or building investments</td>
</tr>
<tr>
<td>There are some light fixtures &amp; landscaped medians in residential areas, neighborhood signs, planned gateway features along University Ave., a couple of RTS bus shelters along Waldo Rd., bike racks in parks and a few black iron benches</td>
<td>Lack of urban furniture, pocket parks and places conducive to social activity &amp; small gatherings. Most neighborhood parks are underutilized</td>
<td>Provide or enhance civic improvements along connecting routes. Incorporate design features that improve safety, such as lighting along important pedestrian connections</td>
<td>Lack of funding, artist participation &amp; interaction, consensus on improvements and infrastructure.</td>
</tr>
<tr>
<td>The older neighborhoods exhibit strong character and distinction, especially in historical areas</td>
<td>Lack of visual cues that signify a unique district, including lack of public art</td>
<td>Opportunities to enhance character with entry features into districts. Incorporate unique district art throughout the area in key locations to encourage re-urbanism (investments) and improve image</td>
<td>Lack of funding and city policy &amp; administration changes</td>
</tr>
<tr>
<td>Fairly organized districts. Community cohesion is strong in most of the neighborhoods and residents might contribute to civic projects</td>
<td>Lack of focal points &amp; landmarks and a continuous pathway network connecting them</td>
<td>Establishment of a revitalized network of pedestrian connections to and from destinations</td>
<td>Lack of community participation</td>
</tr>
<tr>
<td>Focal points such as the MLK Recreation Center and the Fred Cone Park</td>
<td>Few well-established commercial centers and many institutional uses in the area that interrupt the urban fabric</td>
<td>Enhance and strengthen existing destinations and connect pathways with physical improvements for pedestrians &amp; bicyclists, intensified urban land use patterns, maintained natural features, visual cues and public art</td>
<td>Difficulty acquiring right-of-way, obtaining financial backing and creating investment opportunities</td>
</tr>
<tr>
<td>Most parks lack visibility and have safety issues. Some parks lack play facilities for diverse age groups. The hidden trail along Waldo Road lacks destinations and appeal. The Fred Cone Park is out of reach to many residents without cars</td>
<td>Construction of appealing mixed-use focal points on vacant parcels in the area to encourage more activity and interconnect the pedestrian network</td>
<td>Reduction of land values, challenges related to exclusion of existing use and potential negative perception for high density</td>
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<td></td>
<td></td>
<td>Establishment of more Mixed-use &amp; multi-family hubs of activity, particularly infill in existing commercial &amp; residential areas along proposed public transportation routes</td>
<td>Financial backing and ability to form successful public/private partnerships to construct commercial/public space improvements</td>
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<tr>
<td></td>
<td></td>
<td>Increased attractiveness and use of parks with improved safety, visibility, management, accessibility and appeal</td>
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</table>
## Transportation (by Jeff Davis)

<table>
<thead>
<tr>
<th>Strengths</th>
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<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excess roadway capacity on Waldo Road makes for ease of travel</td>
<td>Many local roads have no sidewalks, and crosswalks on Waldo Road are only present at traffic lights</td>
<td>Decreased reliance on the automobile could reduce the overall cost of living due to reduced transportation costs</td>
<td>Florida D.O.T. may oppose any plan that reduces the roadway capacity of a road on the state highway system</td>
</tr>
<tr>
<td>Large sight distances make for a safer driving environment for motorists</td>
<td>Some streets are only semi-paved and have inadequate drainage</td>
<td>Increased walking and biking could lead to improved physical health through increased exercise</td>
<td>Changes made to the roadway will cause travel delays associated with construction</td>
</tr>
<tr>
<td>RTS bus route provides transit service to the corridor and connects the Waldo Road area with the rest of Gainesville through the downtown plaza</td>
<td>Buses arrive at one-hour intervals leading to excessive wait times, discouraging ridership and leading to low levels of service</td>
<td>Vibrant multi-modal transportation corridor could lead to increased economic growth for the Waldo Road area, with benefits for East Gainesville and the City of Gainesville by increasing the tax base</td>
<td>Emergency management agencies may pose opposition to a more pedestrian-oriented roadway design due to the increased difficulty for emergency vehicles to navigate the corridor</td>
</tr>
<tr>
<td>Bicycle trail on east side of Waldo Road and Waldo Road itself are designed for safety and mobility</td>
<td>Buses run on polluting diesel fuel</td>
<td>Encouraging compact development will reduce sprawling land use patterns and the negative impacts associated with them</td>
<td>Lack of funds and political will to change the physical structure of an area of town that is away from the nucleus of new development on the west side along Interstate 75</td>
</tr>
<tr>
<td>Bicycle trail is on the opposite side of the road from local businesses hindering accessibility and causing the trail to be used solely for recreational purposes</td>
<td></td>
<td></td>
<td>Inability to acquire right-of-ways from local landowners or acquire the rights to modify or develop lands formerly owned by railroad companies as part of rail-trail agreements</td>
</tr>
<tr>
<td>High speeds along Waldo Road discourage pedestrian traffic and stops at local businesses</td>
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<td></td>
<td>Difficulty encouraging the types of land uses that will match the transportation design</td>
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<tr>
<td>Strengths</td>
<td>Weaknesses</td>
<td>Opportunities</td>
<td>Threats</td>
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<tr>
<td>Land prices lower than other parts of Gainesville</td>
<td>FDOT controls highways running through the study area</td>
<td>Potential to redevelop abandoned and dilapidated structures</td>
<td>Existing residents may be displaced if property values become too high</td>
</tr>
<tr>
<td>Large existing stock of single-family homes</td>
<td>Existence of several disconnected neighborhoods</td>
<td>Development of this part of the city may take pressure off of other highly developed or sprawling areas</td>
<td>Higher land values may make housing unaffordable</td>
</tr>
<tr>
<td>Florida State Highway System runs throughout the study area</td>
<td>No housing diversity</td>
<td>Public services to the area will increase with redevelopment</td>
<td>Limitations imposed by historic preservation standards</td>
</tr>
<tr>
<td>Study area has large amount of nature conservation areas</td>
<td>Lack of a well-defined center</td>
<td>Area may become an incubator for small businesses and increase the number of higher paying jobs</td>
<td>Lack of services to serve all residents</td>
</tr>
<tr>
<td>Rails-to-Trails bike network runs throughout the area</td>
<td>Several and sometimes conflicting land uses</td>
<td>Redevelopment might unify the many different neighborhoods</td>
<td>Potential for pockets of uneven development</td>
</tr>
<tr>
<td>Study area has 21,000 acres of land that can be developed / redeveloped</td>
<td>Major highways give the impression of separation</td>
<td>Existing traffic flow may bring customers to new incoming businesses</td>
<td>Character of existing neighborhoods may change</td>
</tr>
<tr>
<td>Several public and alternative schools as well as other institutions operate in the study area</td>
<td>Existing pedestrian and bicycle paths are inaccessible</td>
<td>Potential for a range of housing choices</td>
<td>Development / redevelopment might negatively impact natural resources and conservation areas</td>
</tr>
<tr>
<td>Lack of infill development</td>
<td>Perception of violence and crime</td>
<td>Certain areas can be targeted for mixed-use centers</td>
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<td></td>
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<td>Compact development patterns might create/ enhance opportunities for walking/biking</td>
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### Affordable Housing (by Mark Ludlow)

<table>
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<tr>
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<th>Opportunities</th>
<th>Threats</th>
</tr>
</thead>
<tbody>
<tr>
<td>Low land prices</td>
<td>Large tracks of public land</td>
<td>New development, entrepreneurship</td>
<td>Increase in property prices</td>
</tr>
<tr>
<td>Existing infrastructure</td>
<td>Difficulty to adapt existing properties and buildings</td>
<td>Large stock of serviced vacant land</td>
<td>Increased cost of insurance</td>
</tr>
<tr>
<td>Wide right-of-way and established bike pathways</td>
<td>Lack of connectivity</td>
<td>Increased connectivity</td>
<td>FDOT standards</td>
</tr>
<tr>
<td>Diversity of home types</td>
<td>Abandoned properties</td>
<td>Business start-up help</td>
<td>Low level of service for pedestrians</td>
</tr>
<tr>
<td>Diversity of neighborhood types</td>
<td>Deficient access to public transportation</td>
<td>Nature-related recreation</td>
<td>Demands of established design guidelines such as form-based codes</td>
</tr>
<tr>
<td>Existing flow of traffic (regional corridor)</td>
<td>Lack of coordination among non-profits and other agencies</td>
<td>Rehabilitation programs</td>
<td>Low-density zoning</td>
</tr>
<tr>
<td>Demand for housing given employment opportunities (airport, enterprise zone, government jobs)</td>
<td>Lack of well-paying jobs</td>
<td>Increased ridership and bus frequency with additional residential areas</td>
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<tr>
<td>Historic buildings</td>
<td>Little community identity and cohesion</td>
<td>Park edge enhancement</td>
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<td></td>
<td>Perception of violence and crime</td>
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### Form-Based Codes (by Shane Laakso)

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<tr>
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<th>Threats</th>
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<tbody>
<tr>
<td>Local codes can prescribe a variety of land uses and higher densities</td>
<td>Form-based codes may be expensive when they include parking structures, alleys, bike lanes and wider sidewalks</td>
<td>Higher densities make bus rapid transit and light rail feasible</td>
<td>Limited public and private funding could curtail plans to revitalize the necessary transportation infrastructure</td>
</tr>
<tr>
<td>Form-based codes development process requires community participation</td>
<td>Required public meetings are time consuming and demand a great deal of coordination</td>
<td>Community buy-in allows development to proceed smoothly</td>
<td>Community members who refuse or are unable to buy-in to the idea can stifle the process</td>
</tr>
<tr>
<td>Once guidelines are established, process becomes less confusing, less time consuming, and more transparent than traditional development procedures</td>
<td>Legal expertise is required to write the code</td>
<td>Stakeholders feel more comfortable with denser development and transportation options after working through the process</td>
<td>Lack of expertise to complete process and inflexible stakeholders</td>
</tr>
<tr>
<td>Code delivers a predictable form. Community members contribute ideas that are molded into a single plan. Guidelines show design criteria and specify materials</td>
<td>Form-based codes are primarily based around form and do not allow for organic growth</td>
<td>Infill development follows standard of surrounding buildings, making spaces more appealing</td>
<td>Codes are developed to reflect a certain image. As the community evolves and changes, form-based codes are not well-suited to adopt</td>
</tr>
</tbody>
</table>
Implementation strategies suggested in this report include the development of a form-based code to achieve higher density activity centers and promote pedestrian occupation, sustainable development by “proscriptive” limitations. Such a code could be devised for the entire corridor as a whole, developed independently for each district identified within the Waldo Road Corridor project, or as a set of codes that could be chosen for each district.

A form-based code (FBC) is a zoning code that is designed to regulate development to achieve a specific urban form. Form-based codes create a predictable public realm by controlling physical form primarily by example as ‘prescriptive’ desired elements and conditions rather than by ‘proscriptive’ limitations. The purpose of a form-based code is to shape a high-quality public realm that promotes healthy commerce and civic interaction.

Proponents of FBC agree there are several required components to a FBC including: a regulating plan, public space standards, building form standards, administrative requirements and a glossary. Communities currently utilizing FBCs have also included these following components: block standards, building type standards, architectural standards, green building standards and landscaping standards. Beyond that, place-based design strategies may include standards for historic preservation, stormwater management, signage, lighting and affordable housing requirements. FBCs also take advantage of lessons-learned provisions, responding to the inadequacies encountered in implementation and taking shape according to local culture.

Planners, designers, municipalities and developers alike recognize FBCs as logically organized, offering a greater measure of predictability and are more visually-oriented than their predecessors, the zoning codes and ordinances. Organizing principles are employed to classify the physical area of the FBC – because of the specificity necessary for the application of the FBC, a Regulating Plan typically applies zones within a framework of streets and blocks.

Creating & Implementing Form-Based Code

The process of creating and implementing a FBC is as different from conventional zoning as the code itself. The process is detailed in the recently published Form Based Codes book, by Parolek, Parolek, and Crawford that describe it as “iterative and recursive” – that is, “information gained in one step of the process may cause an earlier step to be revisited and its conclusions reexamined, and some steps may be repeated.” The process involves three major steps: Documenting, Visioning and Assembling the Code. The wading through of these steps is a time-intensive exercise and will represent significant investment by and for the community. The aforementioned book includes an excellent description of each step, ways to approach the elements, conduct documentation, organize and analyze.
data, and finally write the regulating plan and regulations, with recommendations of even the most minute details, such as optimal margin size and typography. A review of this book will provide a community with a good idea of the scope of an FBC project and a ruler with which to measure time and funds needed to complete the project.

**Sample Form-Based Code Recommendations**

Four districts have been identified along the Waldo Road corridor: the Airport District, the Creative Arts District, the Citizens’ District, and the Rosewood Branch District. Based on the goals and vision of the community, expressed in many conceptual design alternatives, several sample recommendations can be made for each one of them.

**Airport District**

1. Implement a pedestrian-oriented development, including hotel, business and commerce park
2. Allow high-density multi-story dwellings with structured parking in addition to medium-density row houses and town houses and medium- to low-density single-family homes
3. Consider building a pedestrian bridge between commerce park and proposed hospital south of NE 39th Avenue
4. Require liner buildings (along the street edge) to mask large parking lots or big boxes

**Creative Arts District**

1. Allow live/work use within Industrial area
2. Provide opportunity for café spaces within larger than normal sidewalks
3. Require liner buildings to mask large parking lots or big boxes
4. Require frontage types along the street that include portals, forecourts, or shopfronts

**Citizens’ District**

1. Increase density and allow for mix of uses along Waldo Road and NE 8th Avenue
2. Specify long, narrow lots on NE 8th Avenue for town houses or row houses
3. Identify bicycle trail connections between NE 8th and NE 16th Avenues through Citizens’ Field
4. Consider pedestrian bridge to unite Citizens’ Field with NE 12th Avenue Activity Center
5. Introduce BRT transit hub within the NE 12th Avenue Activity Center
Rosewood Branch District

1. Increase density and height allowances to four to six stories along University Avenue and SE 2nd Avenue

2. Identify improved bicycle trail connections to cross Waldo Road and University Avenue (considering pedestrian bridge)

3. Allow park-like amenities within and adjacent to the B’Nai Israel Cemetery

4. Designate repaired conditions and protected riparian areas along Rosewood Branch

Case Studies

Many communities have been successfully developing and testing FBCs. Ultimately, as the code is a tool, the quality of development outcome is dependent on the quality and objectives of the community plan that the code implements. FBCs should be user-friendly and clearly visually represent what the community desires. Procedures for code administration and enforcement should be explicitly described, making it easy to prepare a development proposal, and particularly, one that suits the vision of the community. To establish an understanding of the form and function of FBCs, the Waldo Road project team reviewed the codes of the following communities:

- Azusa, California
- Central Petaluma, California
- Ventura, California
- Port St. Lucie, Florida
- Sarasota, Florida
- Winter Springs, Florida

From these case studies, a handful of strategies emerge that would be effective pertaining to the Waldo Road corridor.

Case 1: Districts & Corridors

The Azusa, California FBC example is similar to what the code might look like for the Waldo Road Corridor project in that the organization of code regulations for the city is classified by Districts and Corridors. In the Azusa FBC, each corridor, district and neighborhood has its own set of goals. Districts may be differentiated by a unique signage design and pattern, visually anchoring a sense
of place by maintaining and enhancing distinct community identities. The Azusa code also distinguishes streets by establishing a unique type and pattern of trees. Building height and build-to lines also vary depending on the street designation and hierarchy.

Case 2: Pedestrian Orientation

The Waldo Road corridor presents several challenges to the task of orienting the streetscape to the pedestrian. Waldo Road is part of the Florida Strategic Intermodal Systems (SIS), classified as an SIS connector; that is, the four-lane roadway is the throughway for heavy cargo trucks heading both north and south of Gainesville. This presents a formidable challenge for creating a calmed streetscape experience that accommodates pedestrians and cyclists as well as motorized traffic.

Central Petaluma, California, was faced with a similar situation when planning to improve Washington Street, linking East and West Petaluma, a heavily trafficked thoroughfare anchored by downtown on one end and a regional shopping mall on the opposite end. The Central Petaluma FBC addressed the issue with pedestrian and trail bridges, the addition of new local streets (developed at an appropriate scale to serve new development) and by instituting traffic-calming measures at key junctures.

In Ventura, California, Highway 101 was effectively separating downtown from the beach. Ventura solved its problem of disconnection with the construction of pedestrian bridges and a bicycle tunnel. Another strategy, employed in Winter Springs, Florida, is to develop a frontage road, (also recommended in the Waldo Road Corridor findings). Benefits touted in the Winter Springs Town Center District Code include: extra parking in front of buildings facing the regional connector, facilitation of traffic movement within the Town Center without using the regional connector and reasonably unimpaired pedestrian movement.

Planners are finding pedestrian issues to include more than just calming streets or providing safe passage across busy thoroughfares; where and how pedestrians enter and exit buildings can also influence the feeling of activity at the street level. Communities must consider whether and how to regulate building features such as the number of entrances, the main entrance location, and the interior circulation, which can have a large impact on the quality of the building and the experience of residents on their way home. Also of great importance is the placement of “active” rooms in homes and multi-family units along the frontage, such as library, den, living or family rooms. Finally, the type of frontages themselves are key aspects to regulate based on building type and transect zone (considering the urban versus rural qualities), and cross-referenced with a clear indication to priority where conflicts may arise.
Case 3: The Arts as Placemaking

A core recommendation for Waldo Road Corridor’s Creative Arts District is to follow the lead of a few innovative business owners who have charged the area by infusing arts as a grassroots effort to establish an eclectic and magnetic atmosphere. One strategy towards achieving this end is allowing live/work arrangements in the Industrial area, which will increase local populations, support redevelopment and advance cultural activities and the arts.

An outstanding precedent example is found in the city of Ventura, California, which has a stated desire to become California’s new “Art City.” In Ventura’s plan, this is expressed through the goal or principle to “Weave art and culture into the fabric of everyday life in Downtown through the growth and expansion of cultural institutions and by nurturing creative and artistic expression in the public realm.” In 2005, Ventura’s City Council adopted the Ventura Cultural Plan: “Creating California’s New Art City.” The goals of the plan were permeated with a focus on authenticity and a desire to nurture Ventura’s unique identity. Part of this emphasis on authenticity includes a comprehensive approach to culture, one that weaves together the broad fabric of the community—arts, architecture, culture, history and the environment. Through implementation of policies that support the preservation of Ventura’s local heritage while encouraging artistic development, the city is actively pursuing the integration of art, architecture, culture, history and the environment to restore and enhance the unique identity of downtown.

The City of Gainesville may take queues from Ventura for methods to transform the Industrial area north of 23rd Avenue into a “Creative Arts District.” Key strategies include: “Promote the development of live/work facilities to accommodate artists and craftspeople” and “map the urban core gateways and designate locations for the placement of public art, interpretive signage and entry signage.” Below is a complete summary of strategies employed in Ventura:

California’s New Art City – Key Strategies:

- Establish a Cultural Marketing Task Force to explore strategies and partnerships to market the area as a cultural destination
- Develop signage and other information delivery systems, including kiosks, to promote awareness of the area’s cultural offerings
- Work with non-profits to develop an artist live/work project consisting of affordable housing units, a transitional or supportive housing center, arts-related commercial space and a community gallery
Case 4: Parking Strategies

In cities, achieving a balance between enough parking and too much parking is a difficult endeavor. Most codes address parking strategies and recent trends are directing parking to the rear and surrounding areas of a building, rather than allowing a sea of parking between the street and the building, as was the norm in recent years. One approach to meeting the goal of equilibrium in parking is to have no minimum parking requirement, as in the case of Winter Springs’s Town Center District Code. The developer in Winter Springs is required to provide a parking analysis justifying the proposed parking solution in lieu of a minimum number. Winter Springs parking requirement also specifies that there must be a 50-foot setback for parking garages and linear buildings with a minimum of two stories separating the parking structures from the street, whether the building is attached to or detached from the parking garage.

Case 5: Stormwater Management Strategies

One of the key recommendations of the Waldo Road Implementation Study is to approach stormwater management with a sustainable strategy such that infill and greenfield development do not increase stormwater runoff and impair water bodies. Innovative stormwater management strategies must be investigated and employed for development to be achieved in a sustainable manner. Innovation in stormwater varies greatly from community to community. However some, like Sarasota County, have a comprehensive list to include: porous pavement, treatment inlet boxes with skimmers or traps, subsurface basins for infiltration or detention, prefabricated multi-chamber water quality devices, green roofs and stormwater treatment mitigation. Additional, not so common approaches, are also included in the Sarasota strategies, such as allowing up to 6 inches of flooding in the deepest portion of parking areas, as one means of meeting stormwater attenuation or floodplain compensation volume requirements.
Case Studies

In preparation for the Designing the Waldo Road Corridor project, seven case studies were conducted: Albuquerque, New Mexico; Berkeley, California; Boulder, Colorado; Davis, California; Hoogvliet, Netherlands; Portland, Oregon; and Viikki, Finland. These case studies allowed the project team to glean ideas from places where similar projects had been implemented, places that had succeeded in creating the vibrant environments we want to create along the Waldo Road corridor in Gainesville.

Albuquerque, New Mexico
(by Mark Ludlow)

In Albuquerque, two adjacent business districts in the southeast section of the city were determined to be blighted. Once a thriving business district, the Highland-Upper Nob Hill area was determined to be in need of revitalization. The plans for revitalizing the Central Avenue corridor hinge on the idea of residents and visitors parking and walking to multiple destinations along the corridor, and on turning the avenue into the primary public space for the area. Decreasing the number of trips that people must make decreases the number of parking spaces required, which allows for shorter distances among destinations and more accessible and attractive redevelopment.

Specific aspects of the Albuquerque revitalization project that may be of use for redeveloping the Waldo Road corridor include:

- Median, roundabout, and landscaping design that recreates Waldo Road as a public space
- Irregular boulevard design
- Market studies to determine anticipated levels of pedestrian activity
- A successful business environment that includes big-box retail
- Evaluation of traffic concerns from a pedestrian perspective
- An affordable housing strategy that incorporates a variety of housing types
- Economic development as an ongoing effort
Berkeley, California  
(by Toccarra Thomas)

Berkeley is home to one of the largest universities in the University of California system. Many of the issues Berkeley has to deal with directly affect the local community. These include lack of affordable housing, congested streets and a need to reduce the city’s ecological footprint. Many other large cities have to deal with these issues as well, but Berkeley has distinguished itself through its unique and innovative solutions to these problems.

Berkeley faces the problem of increased housing prices and decreased number of units over time. The lack of affordable housing creates problems for the University, which has difficulty recruiting and retaining top faculty and students because they cannot afford to live in close proximity to campus. Some of the creative alternatives include a University-based mortgage assistance program; a shared equity program, whereby the University co-invests in faculty housing and shares the appreciated value of the home when it is sold or refinanced; University-owned condominiums that can be sold to tenure-track faculty; housing cooperatives that, while not associated with UC Berkeley, are open to all students; and a condo conversion program, which limits the amount of apartments that can be converted to condos each year.

To mitigate the problem of congested streets, Berkeley has made a commitment to protect its local streets from heavy vehicular traffic, and to provide a safe and pleasant environment for pedestrians and cyclists. Alternatives include programs and incentives that encourage residents to bike, walk, carpool and use public transit.

Although Berkeley is recognized as one of the most sustainable cities in the country because of its planning, transportation, food and energy policies, a smaller ecological footprint is desired. Programs that have been implemented include discounted composting bins for city residents, a grasscycling program, a universal waste law that prohibits residents from disposing hazardous waste in household trash since 2006, and a Green Home Expo and Energy symposium where residents can safely dispose of hazardous waste and learn about becoming “green.”
Boulder, Colorado  
(by Shane Laakso)

Boulder has reached its weakest point in recent years due to economic base erosion and new development that competes for business. Large quantities of retail square footage have been built in the area. In 1963, the Crossroads Mall opened with nearly 400,000 square feet of retail space, hurting the revenues of downtown businesses and forcing tenants out of the area. In the downtown, Pearl Street Mall was developed as part of a downtown revitalization in 1977 to combat the effects of the Crossroads Mall. Twenty years after its opening, Crossroads doubled in size to over 800,000 square feet. Downtown survived this battle and the Crossroads Mall was demolished in 2004, but it will be replaced with a retail “lifestyle center.” A few years earlier, in 1999, a business improvement district was formed to generate marketing and maintenance funds for the Downtown in the face of yet another shopping mall in the nearby city of Broomfield.

With new development happening throughout the area, Boulder is challenged with finding its unique identity. Small businesses are the lifeblood of the urban district, comprising more than 80% of the businesses in Boulder, and are integral to the downtown’s success. Boulder has, therefore, decided to promote small business as a method of revitalization. One strategy the city has undertaken to help small business within its downtown is the creation of a Downtown Business Portal to assist small businesses in navigating the real estate market and becoming acquainted with the area. Some of the functions of this problem solving center include an inventory of Downtown real estate and available space, as well as updated market information specific to downtown, including sales trends, pedestrian counts, lease rates, neighborhood demographics, employment, density, etc. The Portal also provides liaison services to guide prospects through city development review and licensing processes, help resolve parking and transit availability challenges on a case-by-case basis, serve as a conduit to downtown banks and other sources of business financing and serve as a conduit to business counseling and assistance centers, such as the SBDC and the University of Colorado. The Downtown Business Portal makes a key connection to University of Colorado to provide internship and job matching services between businesses and students. Another way that Boulder supports its small business is through collaborative marketing. This marketing is intended to reach both consumers and investors, attracting businesses to vacant buildings and lots and customers to downtown stores.
The small, university-oriented City of Davis in north-central California is known as “the Bicycle Capital of the U.S.” because of its bicycle planning and facility innovations. With over 100 miles of bike lanes and paths, ample bicycle racks, several bicycle overpasses and bicycle signal heads, it is no surprise that approximately 20 to 25% of all Davis trips are made on a bicycle. In the last decade, the City of Davis has experienced dramatic increases in housing prices which, according to some, is partially attributed to the limiting of new development by the Growth Management Act (GMA). In response, the City of Davis has adopted an Affordable Housing Ordinance that requires new developments to build 25% affordable housing units and 25% middle-income housing units. In addition, the University of California in Davis (UC Davis) has plans to build a mixed-use affordable housing district, referred to as the West Village, that will incorporate sustainable site and building design improvements next to the campus. The city has also utilized retail surveying techniques and a vacant parcel interactive mapping tool to facilitate greater economic growth, commercial diversification and infill development within the urban core of the city.
Hoogvliet, a district of Rotterdam, is located on the southern bank of the Meuse river, while the main city is located on the northern bank. Rotterdam is a port city, one of Europe’s most important, and home to large shipping and petrochemical industries. During the 1950s, the small fishing village of Hoogvliet was designated as a housing community for Shell and other petrochemical workers. After economic depression and automation in the petrochemical industry created severe unemployment in the area, middle- and upper-income groups began leaving in large numbers. Many found better housing and living environment in Rotterdam proper. Hoogvliet has never housed more than 40,000 inhabitants, but some 6,000 left between 1976 and 1985. Those left behind were largely lower-income and immigrant groups with few options. Until concerted social interventions were carried out in the 1990s, crime and drug problems plagued the district. In 1999, the district embarked on an extensive ten-year long urban renewal project with several goals: to differentiate housing to attract diverse income and population groups; to preserve the characteristically open, green character of the district; to mobilize local residents to guide redevelopment efforts; to reduce crime and other social problems; to encourage local economic growth; and to introduce area branding to counter negative perceptions about Hoogvliet. The district has taken an integrated approach to redevelopment, understanding that physical changes have social and economic outcomes.

The Lloyd Crossing Plan for northeast Portland intends to triple the built area in the district and add 8,000 new residents, while also reducing the environmental impact to pre-developmental levels by restoring natural habitat. The five major strategies to achieve this goal were contained under the headings of: habitat, water, energy, placemaking and materials.

The habitat strategies were to increase tree cover and to add 50 acres of off-site forest habitat. The water strategy included plans to conserve 60% of water through the use of efficient fixtures, rainwater harvesting and blackwater reuse. The plan also called for the treatment of stormwater in a system of bioswales in the right-of-way of each intersection. The goal of the energy plan was to create a neighborhood that approached carbon neutrality and used the maximum amount of renewable energy such as solar and wind. Placemaking strategies included preserving urban density through underground parking, maintaining a high floor area ratio, integrating the streetcar line with the MAX light rail, the addition of interim retail to expedite the transition to a walkable urban environment and the incorporation of a combination of strategies for street hierarchy, landscape habitat, open space, ground level building character and tower setback requirements. The plan also called for the use of construction materials which are based on long term carbon dioxide efficiency.
Viikki, Finland  
(by Jennifer Cannon)

Viikki, a district of Helsinki, is adjacent to the University of Helsinki biosciences facilities and has been the focus of a pilot project initiated by the Ministry of Environment and the Finnish Association of Architects to experiment with sustainable community building. Initially, two competitions were held to garner building and design proposals that addressed eco-criteria in their plans related to reducing pollution and energy usage, conserving natural resources, addressing health concerns (such as moisture levels), bio-diversity and food growth. The first winning proposal, the Green Fingers design, is configured with a series of linear green spaces surrounded by residential blocks to connect every residential unit to natural areas and provide abundant natural light. The construction of residences, shopping services, schools and recreational centers began in 1999 and will continue until 2010 to eventually provide 3,500 jobs and homes for 18,000 people, including students. Viikki is continually monitored and compared to high eco-goals to enable sustainable improvements to be applied incrementally. Part of Viikki’s success is attributed to the effective implementation of several project stages including initial planning, preparation of competitive site and building designs, construction, monitoring and community surveying. Ultimately, Viikki project leaders hope to spur the development of similar projects in other parts of the world to continue testing sustainable building and design practices to encourage their widespread adoption in the building sector. Viikki is considered an international example in sustainable building and design as well as reduced energy usage.
Activity Center Morphology

The project team studied a variety of commercial ‘activity centers’ to analyze and evaluate the urban form, parking strategies and the spatial distribution of program elements such as large-scale retail, small retail and civic amenities. Analytical site plans were developed and calculations were made to evaluate the relative ratios of program and land use by floor area with regard to the commercial success of the center. This work led to the acknowledgement that the most successful developments utilized garage parking to maintain strategic connectivity between commercial elements. In the case of CityWalk, automobiles were sequestered in oversized garages near the destination — 15 minutes walking from the parking garage mid-point (.27 miles). In the case of Disney’s Main Street USA, automobiles are far removed from the entertainment/commerce experience, but visitors are never more than an 8-minute walk between their automobile and another transit mode. By contrast, in the Butler Plaza commerce area, it is often easy to park within a 3-minute walk to any given store but quite difficult to patronize multiple stores within a 10-minute walk (due to the linear form of development and dominant automobile infrastructure). From these studies, the team derived forms for activity centers that optimizes transit, automobile and pedestrian-oriented patronage. An important translation of the centers studied is the addition of substantial quantities of housing, either within the center or in close proximity. The models analyzed in this section demonstrate that a variety of alternatives can be successful and can include interior protected areas, community greens, exterior “Main Street” configurations, both surface and garaged parking and a multi-modal transit system. Furthermore, a fine grain grid street network with approximately one-acre blocks (such as in downtown Gainesville) can easily accommodate 34 mid-size cars with parallel parking on the street. This is in addition to parking that could be accommodated on the site – up to 22 spaces (56 spaces per acre without garage parking).
Universal Studios CityWalk
Orlando, Florida (by Amber Wangle)

CityWalk uniquely adapts lessons from theme park design to create a vibrant urban experience as a consumer destination. A key ‘theme park’ strategy is the separation of people from their automobile prior to the point of entry at some distance from the destination. Transit is typically used to convey visitors to the core of the pedestrian area where they stay for extended periods. In the case of CityWalk, most people actually walk from a huge parking garage into the ‘city’ through a defined gateway — a distance of just over a quarter mile from the midpoint of the parking garage. Once in the core, everything is within less than a half-mile loop (not including the theme parks) organized around a large civic event space and water feature.

Numbers of visitors that come for the ‘urban’ experience, rather than the theme parks, are attracted to the themed dining and activated street with performers, events and vendors. This is of course privately controlled in this case but the model could be promoted in typical activity centers with central public spaces. The value of the experience is derived from attention to context detail and quality of the pedestrian environment. In this case, the parking structure and the connecting pathways generate a quality civic experience rather than a private experience. Walking in a vibrant environment with others is typically not perceived as an inconvenience.

CityWalk demonstrates the power of ‘themed design’ and the ‘brand’ in terms of generating market demand and perceived value. Investment in the common areas translates into a willingness to spend more on individual items and stay longer than utilitarian shopping. Although this is a highly controlled example, the tactics implemented could be translated to activity centers locally.
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Often referred to locally as the ‘miracle mile’, Butler Plaza is more accurately described as three adjacent substantial strip-malls — broken out in this report as A, B and C. The overall form and the individual forms are very typical of the linear strip as a bar or ‘L-shape’ facing a large area of surface parking along an arterial road (SW Archer Road).

In the past eight years the plaza has undergone substantial out-parcel development, and more recently a 35,000 sq. ft. grocery store was constructed to replace a 34,000 sq. ft. grocery store. The plaza has a wide range of mixed-use including entertainment, big-box, grocery, fast food, restaurants and primarily discount retail. There is limited housing in close proximity, with a landscaped boulevard between the housing and the plaza. The urban design is not supportive of pedestrian connectivity as parking lots dominate the landscape. Most shoppers drive between destinations within the system. Automobile access is significantly limited by traffic congestion in the area.
Butler Plaza - A
(by April-Ann Creech)
Butler Plaza - B
(by Robin Schindler)

Parking: 928,312 sq ft (62%)
Green Space: 132,100 sq ft (9%)
Big Box Stores: 65,500 sq ft (4%)
Associated Retail: 294,828 sq ft (19%)
Food Service: 29,394 sq ft (2%)
Entertainment: 0 sq ft (0%)
Grocery: 37,600 sq ft (3%)
Pedestrian: 15,216 sq ft (1%)
Housing: 0 sq ft (0%)
Butler Plaza - C
(by Tiffany Barlow)

- Parking: 748,413 sq ft (52%)
- Green Space: 401,673 sq ft (28%)
- Big Box Stores: 126,759 sq ft (9%)
- Associated Retail: 68,297 sq ft (5%)
- Food Service: 32,503 sq ft (2%)
- Entertainment: 0 sq ft (0%)
- Grocery: 62,971 sq ft (3%)
- Pedestrian: 6,390 sq ft (1%)
- Housing: 0 sq ft (0%)
Park Avenue represents unique circumstances that parallel many conditions along Waldo Road. It is a single commerce edge opposite a greenspace with an active railroad line running through it. In this case, the park is highly amenitized and populated by shoppers and residents in the nearby housing fabric. The urban grid is extended to the park and on-street parking is prolific. Recent parking garages have been added to support additional retail and office buildings that have located to the area. Affordable housing is within walking distance.

The park also hosts a post office, passenger train station and other infrastructure not typically associated high-end and boutique retail and dining. This case study illustrates a rare circumstance with an equivalent greenspace and dedicated surface parking area, as parking typically dominates all other functions in terms of surface area of typical commerce centers. This is a likely result of the diffusion of parking throughout the street grid network. Winter Park is one of the most successful community-based commerce districts in Florida. It is difficult to specifically equate the commercial success to the high-quality greenspace (park) but in all likelihood it plays a substantial role.
Parking 30.5% 472,255 sq ft
Green Space 28% 435,456 sq ft
Big Box Stores 0% 0 sq ft
Associated Retail 18.5% 286,328 sq ft
Food Service 7% 105,715 sq ft
Entertainment 18.5% 20,350 sq ft
Grocery 0% 0 sq ft
Pedestrian 15% 228,152 sq ft
Housing 0% 0 sq ft
This unique and highly successful activity center form utilizes the existing urban street grid to organize development thus reinforcing pedestrian connectivity with the surrounding urban fabric. The centerpiece of the project is a renovated church with commercial functions at the perimeter and a large auditorium space in the core. The former vacant church is now in the middle of a public plaza that is bounded by 2 levels of retail, restaurant and boutique shopping. The development group administers nightly events in the plaza with music as well as cultural and child-friendly activities. Within the redesigned eight city blocks, housing and grocery are integrated with both street access (pedestrian) and automobile access (driveway and parking lot). These elements are strategically designed to support a vibrant pedestrian area while providing adequate service and automobile access common in suburban developments.

Automobiles utilize on-street parking for short-term access (15 minutes) and parking structures for long-term shopping, entertainment or dining. The wide range of mixed-uses attracts multiple demographic groups including high-end boutique shoppers as well as tourists and local residents. Formerly, this district was a dangerous and blighted area of West Palm Beach, typically frequented by unsavory characters engaged in activities such as drug dealing and prostitution. These activities have been driven out by commerce yet were chronic when addressed solely by law enforcement.

City Place is strategically located next to the Kravis Performing Arts Center, which was previously isolated in terms of a pedestrian-oriented or culturally rich environment. The proximity of these public and private community investments has enhanced their mutual success. Based on the success of City Place's street design (wide sidewalks, narrow lanes, bulb-outs and on-street parking), other urban streets in West Palm Beach have actually been completely reconstructed (many previously widened streets) on the City Place model to favor pedestrians rather than automobiles.
Parking 1,951,990 sq ft 53%
Green Space 184,150 sq ft 5%
Big Box Stores 0 sq ft 0%
Associated Retail 883,920 sq ft 24%
Food Service 136,271 sq ft 3.7%
Entertainment 11,049 sq ft .3%
Grocery 36,830 sq ft 1%
Pedestrian 478,790 sq ft 13%
Housing 0 sq ft 0%
This unique morphology could best be described as a double-loaded strip-mall. It does not have anchor stores and is organized in the typical linear ‘strip’ fashion, with a long building facing surface parking and an arterial road. There are also typical ‘out-parcel’ fast food buildings. Uniquely, a second layer of stores is added with an open-air pedestrian shopping alley in-between the two bars. The long double bar is bent and turns the corner in response to the major road intersection, breaking up the scale of the long building. Each store has a characteristic (unique) facade that further breaks up the linearity of the building system.

Nearby housing does not encourage pedestrian patronage through paths and crossings. There is good proximity. There are also other traditional strip-malls nearby.
Parking 1,525,434 sq ft
Green Space 860,852 sq ft
Big Box Stores 0 sq ft
Associated Retail 451,056 sq ft
Food Service 0 sq ft
Entertainment 0 sq ft
Grocery 0 sq ft
Pedestrian 187,734 sq ft
Housing 0 sq ft
**Dadeland Mall**  
*Miami, Florida* (by Renée Webley)

Dominated by retail stores, the morphology is quite compact with interior arcades and multiple anchor stores. Multi-level parking structures are integrated with surface parking to provide auto-pedestrian proximity to stores as well as shade to lower deck levels. Multi-level shopping is also provided. Like many of the private activity centers, parking occupies the largest area.

Although the commercial program does not include housing, there are adjacent mid-density housing developments nearby. A pedestrian bridge connects the housing by crossing a canal to the mall. Unfortunately, the pedestrian path is through the parking garage.
Parking 2,299,587 sq ft
Green Space 418,388 sq ft
Big Box Stores 1,132,162 sq ft
Associated Retail 1,470,000 sq ft
Food Service 39,803 sq ft
Entertainment 0 sq ft
Grocery 0 sq ft
Pedestrian 97,783 sq ft
Housing 0 sq ft
This example explores development along a regional arterial with a vegetative buffer. Although there is development including shopping, restaurant, gas/convenient store, hotel and big box retail, it is dominated by automobile-oriented access to each individual element in the complex. Boulevard and fountain features have been integrated but operate at the scale of the automobile and actually push buildings farther apart, making pedestrian occupation of the site quite difficult and cumbersome. However, given the proximity to Interstate 75 and rural location, automobile access is the most likely means of accessing the site. Once in the development a car is virtually required to move between any two uses — hotel and restaurant for example.
Parking: 869,680 sq ft (43%)
Green Space: 853,980 sq ft (43.3%)
Big Box Stores: 60,100 sq ft (20.7%)
Associated Retail: 222,505 sq ft (11%)
Food Service: 12,575 sq ft (0.1%)
Entertainment: 17,250 sq ft (0.1%)
Grocery: 0 sq ft (0%)
Pedestrian: 13,990 sq ft (0.1%)
Housing: 0 sq ft (0%)
This ‘inside-out’ shopping mall was transformed by inserting exterior ‘street’ conditions into what was formerly an interior mall. A multiplex theater (part of the original mall) anchors the project and provides high trip-generation to accessory retail. The large scale of the theater and perimeter parking is somewhat of a barrier between the pedestrian core of the mall and the nearby residential fabric, limiting pedestrian connectivity and promoting automobile use even for those living in close proximity to the destinations.

Distributing parking as a matrix of small lots in proximity to commercial elements in addition to on-street parking, improves convenient automobile access to specific destinations (strip typology), while promoting pedestrian shopping at multiple destinations (mall typology). The variety of uses include grocery, entertainment, restaurant and retail supporting multiple activities at a single location, while reducing ‘trips’ that would otherwise be made to multiple destinations with typical arterial strip development.
Parking 536,000 sq ft
39%

Green Space 0 sq ft
0%

Big Box Stores 62,000 sq ft
5%

Associated Retail 91,000 sq ft
7%

Food Service 50,000 sq ft
3%

Entertainment 77,000 sq ft
6%

Grocery 79,000 sq ft
6%

Pedestrian 230,000 sq ft
17%

Housing 81,000 sq ft
6%
Project team leaders and students surveyed the context during multiple trips to conduct detailed photo documentation of the many different contexts and conditions represented along the corridor. Design team members and students interviewed residents and business owners along Waldo Road. The team made physical measurements of the road, apparent right-of-way and cross streets at locations along Waldo Road to coordinate field conditions with available aerial maps.

Team leaders and students toured the Tacachale facilities with Mr. Kenneth McDonald, Assistant Superintendent. With approximately 1,500 employees, substantial opportunity for growth and noted service to the special needs populations in Florida, this facility is currently underutilized and could be an important contributor to development on the corridor. Facility leadership expressed an interest in expanding facilities to accommodate outpatient services. This could provide additional jobs and foster commercial support for adjacent activities for the families of patients.
The University of Florida East Campus Master Plan was reviewed in addition to site visits to the property. Presently, there is automobile and pedestrian connectivity on Waldo Road and NE 23rd Avenue. Proposed additional development includes research, office and conference spaces that will increase the base employment in the area and added event-based commerce — supporting dining and perhaps lodging for regional events.

Proposals for expanding the use of UF’s East Campus include developing the educational mission of the University of Florida in association with Santa Fe College and/or Bethune-Cookman University to serve local populations directly, while opening opportunities for entry into the University of Florida. Technology incubation was also proposed to facilitate the transfer of new technology to the marketplace which would suggest a combination of flex laboratory/office space in addition to conference and educational facilities.
Stakeholder Meetings

Key stakeholders were surveyed beyond their representation and input as part of the Steering Committee. The project team met with representatives from the groups listed either at the design center or during field research while visiting businesses. The intention of these meetings was to calibrate our recommendations with the near and long-term initiatives that are not evident in the ‘existing’ circumstances on the site. Proposed development on UF’s east side campus for research and educational facilities, along with initiatives by Tacachale to expand outpatient services to the special needs population throughout the state, should affect the trajectory of the adjacent development.

The impacts of our transportation and planning recommendations have been reviewed by representatives from the North Central Florida Regional Planning Council and the Florida Department of Transportation for consistency with their long-range planning and with fine grain strategies for traffic management and level of service qualification. Our recommendations were consistent with the expectations of these agencies.

Recommendations and insights provided by stakeholders have been integrated into our recommendations. Visioning proposals were vetted through community and steering committee meetings. The input from these groups in the small meeting format was a valuable contribution to the recommendations of this report.

- Tacachale
- MTPO
- FDOT
- University of Florida
- Local Business Owners
- CRA
- GRU
- Shands Health Care
- Gainesville Chamber of Commerce
- Council for Economic Outreach
Stakeholder groups surveyed

UF University of Florida
Tacachale

GRU Gainesville Regional Utilities

Local Business Owners

FDOT Florida Department Of Transportation

MTPO Metropolitan Transportation Planning Organization

Gainesville Chamber of Commerce

CRA Community Redevelopment Agency

Shands Health Care

Council for Economic Outreach
Gainesville has a few locations where higher density housing within and around mixed-use activity centers would be desirable. These include the downtown, Urban Village (west of SW 34th Street at Hull Road), College Park (north of UF), SW 2nd Avenue (between campus and the downtown), the medical village that will be anchored by the new cancer center at Shands and along Waldo Road. The project team proposes that all of these areas should develop in parallel to meet the long-term demand for housing among varied demographic groups. Population projections suggest that these urban areas could capture large portions of growth while still supporting growth in traditional suburban areas in the west and additional growth to the east of the metropolitan area.

Gainesville’s population has passed the 250,000 (quarter million) person threshold during this project. Population projections suggest that by 2035 the Gainesville area will have a population of over 320,000 (increasing by 71,000 people). The urbanized area of Gainesville is expected to see an increase of over 63,000 people by the year 2035. And, the population of Alachua County is expected to double by year 2050. The population projections described in this report are based on data from the Bureau of Economic and Business Research (BEBR) (May 2007 projections) and the breakdowns of population trends for incorporated municipalities were prepared by the Shimberg Center for Affordable Housing. The data included in this report are the median BEBR projections representing the nominal middle between the high and low growth projections. This is the most commonly used data set for projecting population growth by local government agencies.

Trends in local growth will not follow those of the robust expansion of the University of Florida from 32,000 students in 1978 to over 50,000 in 2000. However, the long-term focus of the University of Florida on research, graduate and doctoral education, while raising the quality of the undergraduate experience, coupled with severe legislative budget cuts, will have a lasting impact that will effectively keep enrollment steady or slightly reduced for an extended period of time. To further support this initiative, it will require additional doctoral students, post doctorate researchers and young professionals that can support technology incubation as UF moves to partner with industry to expand research. This is also coupled with the trend in retirement northward from south Florida, with retirees from the north looking for moderately-sized communities with strong arts cultures. Lastly, as the native population increases, and there is more local opportunity for jobs and career-oriented families, the indigenous population will expand.

New development must respond to these trends and move away from the student demographic as the only group looking for dense housing. The success of pioneering projects, such as Union Street Station and Regents Park, suggests high-
After 2010 the senior population in Florida will experience great rapid increase with the retirement of the baby boom generation. Up to 22 of the 67 counties in the state are predicted to have senior populations larger than 30 percent by the year 2025.
The Gainesville Context: Population Projection & Compact Distribution Scenario

*Schimberg Center for Affordable Housing – projections for the incorporated City of Gainesville.

quality housing in an urban environment is highly desirable and will sell at the top of the market.

Projected population growth, traditionally distributed in suburban land use models, will further congest the automobile transportation network in Gainesville. As many arterial roads in the west are nearing or at capacity, new and wider roads, transit systems and alternative development models (that can support the transit) are already needed. How the population growth is managed will determine the economic viability of the City of Gainesville, by determining our cost of transportation, for the next 100 years.

The Waldo Road corridor, with existing transit right-of-way, is a prime location for high density, high quality housing, organized in activity centers that will absorb expected population growth, support transit to reduce automobile infrastructure costs and support commercial development — retail follows rooftops.
Urbanized areas with transportation options designed to promote walking and cycling have populations with low rates of diabetes, obesity and hypertension as well as life expectancy rates 2.5 to 4.4 years higher than average.

7,000
New homes projected for Waldo Road by 2030*

*30,000 New homes in metropolitan area
The Waldo Road corridor and the associated land proposed to be developed as part of this implementation plan from NE 8th Avenue north and east drains to Newnan’s Lake. From areas south and west of NE 8th Avenue, stormwater drains to Paynes Prairie. Newnan’s Lake is considered a degraded water body, not meeting Class III water quality standards (not fit for wildlife, fishing or swimming). Paynes Prairie is north Florida’s largest freshwater marsh and wet prairie. It is a National Natural Landmark and has been designated an Outstanding Florida Water by the Florida Fish and Wildlife Conservation Commission. These important water bodies are part of the Orange Creek Basin, managed by the St. Johns River Water Management District, which has targeted $1.2 million in funding for watershed and sheet flow improvements for the 2008-2009 fiscal year.

The geology is noted for a substantial clay underlay that hinders rain from percolating down through the soils causing a high percentage of runoff to flow into the Little Hatchet Creek and subsequently to Newnan’s Lake, carrying hydrocarbons, nitrates and other pollutants that degrade the quality of the lake.

The State of Florida is investigating more stringent rules for ‘draining into a degraded water body’ which will likely require more sequestering of stormwater either on site or in designed municipal basins. Other detention and filtration strategies such as cisterns, bioswales, green roofs, or littoral filters are viable strategies. Development will be impacted by cost and complexity of design as it addresses these important concerns but will contribute to the ecological improvement and subsequent increased value of land in the area.

Cistern stormwater strategies could also be used for irrigation during the drought periods that occur annually in the early spring. This would also reduce the usage of potable water.

The City of Gainesville collects potable water from the Murphree well field located just north of NE 39th Avenue. A significant portion of the land associated with this study is in the “Tertiary Protection Zone” and a smaller portion is in the “Secondary Protection Zone”. Development that could endanger the water supply such as the use of hazardous chemicals or activities that would allow pollutants to percolate into the ground must be avoided. Other activities with less of a hazard impact may be required to include special precautions to limit negative exposure to the well field.

Wastewater from the corridor is collected through a system of forced-feed, lift stations and gravity feed waste pipes. Waste is collected and treated at the downtown treatment facility which has existing capacity for substantial development.
Matrix of water bodies, wetlands and creeks with major transportation infrastructure
Protection of our community water supply is an important parameter for determining appropriate development along the Waldo Road corridor.
Urban runoff flows quickly into important natural habitat and community recreational areas — currently degrading the quality of those assets.
Development Potential

The Council for Economic Outreach Space and Land Task Force reported in June of 2007 that 1.8 million square feet (41 acres) of business space was sought in the Gainesville metropolitan area in the preceding year (January 2006 – March 2007). Less than half of this space need was satisfied locally, leaving companies and potential employers to invest in other communities. The task force identified a lack of properly zoned land and typical timelines for land use changes and permitting as a critical obstacle for companies interested in our community.

Our community’s inability to provide locations, or locations within a reasonably rapid timeframe, has directly impacted our corporate and business growth potential and compromised our competitive standing as a southeastern regional employment hub.

The report identified locations in the Gainesville area with vacant land that is either compatibly zoned, needs a zoning or land use change, or would need to be identified as an activity center or employment center in the long-range plan. The Designing the Waldo Road Corridor implementation and visioning study presents recommendations for the establishment of activity centers, supported by housing, transit and mixed-use commerce consistent within the character of existing urban/suburban districts. This is also consistent with the conclusion of the Space and Land Use Task Force that Gainesville needs to provide development models that are alternative to suburban sprawl.

As discussed in the Special Task Force’s meetings, many lost opportunities are due to corporations’ desire to house workers in a more campus-like setting. These corporate campuses represent a large part of the creative culture’s synergetic entrepreneurial spirit, which capitalizes on quick access to other professionals, food and beverage offerings, recreation, housing, and of course, the office think tank.

The Waldo Road corridor has abundant developable vacant land; has automobile traffic capacity on existing roads that will accommodate substantial development; and is in close proximity to the downtown, existing employment centers and the Gainesville Regional Airport. The Space and Land report concludes that fast track development strategies (publicly driven) with new employment centers along the Waldo Road corridor are needed to attract high-tech quality employers that would support local activity centers and promote economic growth countywide.
Areas with the highest vacant land area should be targeted for development of business, campus infrastructure, zoning and affiliated uses.
The Waldo Road Corridor Implementation Study sought to advance the *Plan East Gainesville* document, a report that was produced with a significant public participation program. In the spirit of the earlier effort, public participation would continue to be an integral part of the process. The scope of the project was to include a minimum of two public workshops – one in Phase I, to introduce preliminary ideas and illicit comments and direction, and a second workshop in Phase II, to present conceptual plans and designs and to hear feedback on how the proposals exceeded, met or fell short of expectations as the work was refined.

The first workshop was held on March 6, 2008 at 5:30 p.m. at the Florida Community Design Center in downtown Gainesville. Approximately 30 people from the community attended to hear the presentation and participate in the workshop. Executive Director and Professor Martin Gold gave a presentation that outlined the background of the project, its goals and intent, and then moved into a description of the project area, identifying the proposed planning “districting” strategy.

The attendees were then given the opportunity to break into groups, visit tables with a map of the districts laid out and use tracing paper and markers to make comments and suggestions for the desired improvements of each area. The meeting was reconvened and each group designated a representative to present their comments to the larger group as a
Four public workshops were held at two phases of recommendation development. Citizen comments made valuable contributions toward vetting districting strategies, transportation recommendations and strategic priorities.

Break-out groups discuss concepts

whole. A list of the comments given for the entire workshop is included following this summary.

As the Steering Committee continued to meet and provide guidance to the project team, it became evident that due to the geographic size of the project, number of districts identified and the complexity of the issues being tackled, more than one additional public workshop would be needed. The project team agreed to hold three separate workshops that would give the public more time to respond to proposals for each district. On June 30th, July 1st, and July 7th, 2008 at 5:30 p.m. each evening, three additional workshops were held at the University of Florida’s Eastside Campus Community Room. Comments from each of those workshops are included in the following section.
Workshop Comments

Public Workshop #1
March 6, 2008, 5:30 pm


Project Team: Martin Gold, Naomi Whiteley

Public present: Linda Bassham, Gene Glisslin, William Goolsby, Samuel Green, Kenneth Niblett, Maureen Reschly, Cleveland Tinker, Rosa Williams, Bob Todd, Gladys Thompson, Ray Willette, Janet Woods, E. Young

1. Project Overview

a. Plum Creek development going in on north side of town? Wondering how that will effect population distribution.

b. Bike lane should remain on east side of Waldo.

c. Is the boulevard economically feasible?

d. How will bike riders get to the W side from the bike path to the multi-use way boulevard?

e. The bike crossing at Wal-Mart needs to be designed with safety in mind. What does Wal-Mart / City have planned for pedestrian safety at this intersection?

f. Can UF create a back road that runs through eastside campus?

g. What kind of buffer will there be between businesses and residents?

h. What is the future of Tacachale – will UF buy it? Could Tacachale and UF coexist there? Share medical?

i. Hotel at 39th Avenue is in addition to the hotel coming to 12th Avenue by Wal-Mart.

j. Concerns were raised with Industrial use and associated impacts encroaching on the neighborhood (N of 23rd, W of Waldo).

k. Do population projections account for houses for sale? (See Shimberg Center for detailed explanation of population projections).

l. Concerns were voiced about Residential being rezoned to Mixed-Use in the historic Northeast Neighbors Neighborhood.

m. Sharon Bauer called into question the timing of the contract for the Waldo project with the City and the County and the accomplishment of the goals for each. Note: there is only one contract with one set of goals. Ms. Bauer expressed she would like to be more involved in the visioning of the range of options and was in anticipation of more than one option.

Note: Martin Gold mentioned that general suggestions have been made at this time and that after this public workshop, proposals will go into more detail based on that input.

n. Several members of the public expressed they were worried about expansion and loss of character, increased traffic and negative impact of commercial spreading to east of 9th Street.

o. Randy Wells contributed that he very much appreciates the concerns that have been raised. He sees this as an opportunity to bring east Gainesville together east and west of Waldo Road, to develop a vision and proposals, rather than responding to developers.

p. A member of the public questioned why an additional road (multi-use way) is needed. Martin Gold responded by explaining the benefits including its ability to accommodate pedestrian-scale activity and to serve for business frontage.

q. Rob Brinkman voiced concern about extending NE 12th Avenue through the recreational areas of Citizens’ Field – he knows of many people who are very against that. What are city plans for 12th Ave?

r. There is a fine line between planning and process and actually encouraging growth as an unintended consequence. There are a lot of contingencies and unknowns that may impact that growth. Martin Gold made the comment that downtown Gainesville had a plan and Archer Road did not and that the bottom line is that we want to preplan how to accommodate development.
s. Commissioner Lowe suggested that alternatives be presented for each district.
f. There is a real need for economic development and jobs to support the east side of Gainesville.
u. The point was raised that we are going to develop and we want to develop in a manner that is pleasing to the neighborhood. Don’t want to be like Archer Road – don’t want a hodge podge.
v. Good development brings good jobs and we all need it.
w. A former Plan East Gainesville participant commented that she had a desire to be notified of all other plans however realized that only neighborhood groups do. She also mentioned SEGRI wasn’t addressed and felt that Wal-Mart was “dumped” on the neighborhood.
x. The owner of the Barber Shop wondered if the boulevard could be placed on the east side. Martin Gold responded that for functionality purposes the west side is the appropriate placement and that it will be a business facilitator, not a detractor.
y. Commissioner Long mentioned that the reason people did not get notifications of the Wal-Mart development because the site was properly zoned for the big box and informed the group that other parcels along the corridor are similarly zoned as of now.

2. Citizens’ District

a. Relocate the recycling center on the E side of Waldo Road just north of 8th Avenue.
b. Revitalize mobile home park – replace with mixed-use apartments (affordable) – NO one story single family.
c. Affordable housing needed – no low rental apartments.
d. Senior citizens’ assisted living?
e. Bank needed.
f. Want green spaces in the center of neighborhoods.
g. Want small businesses as compliment to Wal-Mart.
h. Curbs needed along 8th Avenue.
i. Propose connections with / access to military greenspaces.
j. Move military areas – not appropriate site for equipment and storage – what is long term plan for military sites?
k. Incorporate playgrounds and outdoor spaces into park.
l. Safety City area is underutilized – could it be opened to public?
m. Group day labor centers into one site for training and opportunity.
n. Would like trees planted and restored on west side.
o. Parks needed on west side of Waldo, south of 8th Avenue (infill sites)?
p. Wetlands could be accessible as parks?
q. Would like improved facilities on Citizens’ Field – improve green space.
r. It was suggested that in some areas near Citizens’ district (such as S of 8th Ave. there could be a shared linear parking lot, rather than a larger scale service road).
s. Deck over stormwater ponds around Wal-Mart.
t. Housing frontage.
u. Sound control needed at the stadium.
v. Want a heated pool using solar panels.
w. 8th Avenue joining East and West Waldo – Classic Main Street feel.
x. East of Waldo, N of 8th Ave – infill townhomes on the long skinny lots with courtyard in interior.
y. There are no parks W of Waldo S of 8th Avenue.
z. Retail put in on Waldo Road needs to be stepped down gradually to single family.
aa. Citizen expressed wanting NO ROAD through 12th Avenue.
bb. Redo concrete bunker style buildings within Citizens’ Field (MLK Jr. bldg and City Parks bldg. – MLK and park building create entrances to the west and redevelop empty parking lots to nice areas – hide dumpsters/trashcans – area opens up to Citizens’ Field …seems like a back door nothing space.
cc. Need a library annex as part of Citizens’ Field.
dd. Relocate Checks Cashed building on corner of Waldo and NE 8th – that corner should be a gateway park feature.
e. 8th Avenue needs sidewalks, curbs, gas lines, sewer, nice lights – need to have follow through.
f. New development should mimic landscaping appearance of Jones, Edmunds & Associates.

3. Rosewood District

a. 9th Street to Waldo – significant vacant property along University Avenue – rezone and redevelop as mixed-use?
b. Which parcels are vacant or partially vacant?
c. Increase density along University to 4 stories.
d. Need a nice mixed-use district in the area as a gateway to downtown.
e. Look at city sidewalk plan – no sidewalks in the area – sidewalks and curbs are needed.
f. Residential neighborhoods just off University Ave. – stay single family.
g. Greenway – want green corridor kept intact and nice.
h. Linked parking lots instead of secondary street W of Waldo.
i. Secondary (multi-use way) road needs to stop around Citizens’ Field.
j. If secondary road is one-way should be one-way heading south (right-hand turns only).
k. Small-scale education and culture facility - develop the Center for Commerce, Education, and Culture (bricks & mortar project) on Hawthorne.
l. Extend historic district to Waldo Road to protect the neighborhood.
m. How would secondary road affect egress of neighborhood?
n. Energy-generating tot lot.
o. Are there connections with the Cotton Club and Camp Blanding?
p. There is no parking for trucks patronizing McDonalds, they park in the street and block traffic to the neighborhoods (the no parking signs don’t deter). Suggest to park across the street in closed gas station.
q. Traffic circles are needed in the neighborhood.
4. Arts & Creative Industries

a. Suggestions to rename neighborhood district including renaming Residential portion to Arts District and keep uses adjacent to Waldo as Arts & Creative Industries District.

b. Want more office and restaurant uses.

c. Use creek as a public facility trail – desire safe bike passage through all of neighborhood.

d. Loop near houses: a boardwalk buffer.

e. There is an existing road that could be used as a “backage” road.

f. Neighbors concerned about possible expansion of the NE Industrial Park.

g. Concerns about what would happen if artists did not move in and undesired uses moved in instead.

h. Complaints about access to bike path due to difficulties crossing Waldo Road.

i. Implement bumps for cars / acoustic signals – more safety needed for cyclists.

j. Look at service road as a long strip of parking.

k. Keep bicycle paths as part of service road plan as well.

l. Cycle paths needed on 23rd Avenue.

m. Boardwalk 12 feet wide with business frontage, e.g. San Diego.

n. Research existing greenways west of Waldo – feed these into the bike paths on the west side of Waldo.

o. Nobody wants an Archer Road. Don’t want to attract too much development to the east side of town because that would bring more traffic.

p. Concerned that they get social services.

q. Concerned about panhandlers, half-way houses – want protection from these things.

r. Desire water and green spaces.

s. Fear that when traffic on Waldo Road gets congested, people will drive through the neighborhoods as a cut-through to avoid Waldo.

t. Neighbors weren’t sure that the service road is possible south of 23rd Avenue – road will cut through residential – could the bike path be a buffer here?

u. Want more pocket parks throughout the neighborhoods.

v. Do NOT want barbed wire retention ponds.

5. Tacachale District

a. Could Tacachale and UF be more integrated?

b. Want to utilize businesses that are there and infill.

c. Keep old oaks.

d. Want a buffer between businesses and residential behind.

e. Desire beautiful development.

6. Airport & Fair District

a. Adjacent to airport redevelopment could be biomed research park facility.

b. There will be a new access road for the industrial park.

c. Fairgrounds – need to have a real draw: want an outdoor amphitheatre, a concert hall, and a big exhibition center.

d. Propose to Sonny’s Restaurant that they do a themed attraction at that site to commemorate it being their first restaurant of what is now a regional chain.
a. Melanie Barr questioned the naming of the Rosewood District and suggested it evoked memory of the Rosewood Massacre. Perhaps the district could be named Rosewood Branch District to clear up any potential confusion. Several others agreed with this solution.
b. An attendee wanted to know why we were studying the particular sections of Waldo Road and it was clarified that the scope of the contract specified the Waldo Road corridor as the study area.
c. There was a discussion about the future uses of Tacachale including the projected population increase (on campus).
d. Ms. Barr suggested Tacachale look into including homeless services and housing on its campus – Tacachale’s Holli Rutledge mentioned that the facility has to provide a higher level atmosphere of safety than typical city streets provide and that would not be feasible.
e. The group discussed watershed ecology and using the strategy of utilizing pocket parks and the nodal system as stormwater amenities.
f. A participant questioned the ownership of the Depot Trail and how limited it is to gain new ingress/egress through the path, voicing concerns about new crossings that cut through the bicycle path along Waldo Road – Martin Gold informed her that no new crossings are proposed within the plan.
g. Jake Petrosky wanted to know how wide the right of way is that spans from the existing road to the greenway and Gold estimated it was 80 feet.
h. The funders of the contract were questioned and Gold stated it was City/County/UF.
i. Mike Escalante suggested we look at the pedestrian area in Barcelona, Spain and sample snapshots to show urban fabric – the frontage road, shops, and live/work apparently are representative of what Gold was describing. Gold said we would look for pics to compare.
j. Mike Escalante expressed concern about increasing traffic on the east – west feeders 8th and 16th Avenue in the vicinity of Waldo Road, and inquired as to how our plans account for that. Gold talked about 39th Avenue as the most intense nodal point, and that he estimates that Main Street would be the preferred route to get to 39th Avenue, instead of taking 8th or 16th to go up Waldo Road.
k. Mr. Escalante brought up the Level of Service standards and pointed out that we currently operate at a much higher level of service than is required and he wondered if the increased traffic that will be associated with new development would put us over the LOS standard.
Public Workshop Series 2 of 3

Citizens’ District

July 1, 2008, 5:30-7:30 pm

Present: Mike Escalante, NCFRPC; Kathleen Pagan, Alachua County Growth Management, Erik Bredfeldt, City of Gainesville Planning & Development; Ruth Steiner, University of Florida URP; Randy Wells, Duckpond Neighborhood Assn.

a. The group reached consensus that Rosewood Branch is the best name for the district surrounding Waldo Road / University Ave. node. Kathleen Pagan volunteered to confer with several historical experts in the community.

b. Mike Escalante suggested an Upward Bound tech center located at the Citizens’ Field complex.

c. Kathleen Pagan mentioned preserving Safety City as it is a great service to our community and the City of Gainesville has worked hard to partner with many local organizations to provide safety-related learning experiences for our local youth.

d. Ms. Pagan also praised the Duval School arts program and encouraged sensitive planning to maintain or increase the level of urban fabric adjacent to the school.

e. Ms. Pagan brought to our attention the Atlanta International Farmer’s Market and suggested it be a model for a smaller scale Farmer’s Market that could be sited somewhere along the Waldo Road corridor, perhaps within the Citizens’ Field complex. The Atlanta facility is an indoor market combined with recycling center.

f. Mr. Escalante added to the ideas for Citizens’ Field with a “slop shop” drive-in movie theatre turned flea market by day.

g. Ms. Pagan gave Martin Gold a several page report from Alachua County Growth Management that provided updated statistics on population growth projections for our use. Prof. Gold thanked her and assured her we would research these new figures and utilize them as appropriate.

h. Randy Wells brought up the idea of rowhousing south of Wal-Mart, north of 8th Avenue and would like to see some renderings of what that would look like, or see some conceptual plans with that feature explicitly spelled out on the land. Prof. Gold stated there are a few challenges to that use such as instituting a 0 lot line regulation and changing fire code as well as perhaps putting in alleys with a 20-ft. shared easement, and all of that would have to be undertaken by the City of Gainesville.

i. Mr. Wells asked if we could see examples of building over stormwater ponds. Prof. Gold explained that you cannot build over a stormwater pond unless you transition the stormwater into a cistern system and the water is hidden from view, thus it will appear like many other buildings.

j. Ms. Pagan, from thinking about the airport as an underutilized facility, proposed it could be used as a regional hub for disaster response where it could stockpile supplies to respond to needs. Dr. Ruth Steiner cautioned that the facility would be a large facility that most of the time would not be used, leading the area to gain undesirable warehousing characteristics. Dr. Steiner suggested building aquaculture to tie into agriculture and take advantage of cargo/freight opportunities.

k. Randy Wells and Dr. Steiner discussed the creation of a commerce road on both sides of Waldo Road near Citizens’ Field – south of Wal-Mart. The Kohler, WI Olmstead Community was referenced for its 2-lane, 45-mph, local side street with landscaped medians that apparently evoke the character that is desired. This thoroughfare will be researched and perhaps included in the report.

l. Randy Wells reintroduced the theme that a multi-story, multi-use building or complex is desired if new development is to occur at the mobile home park across Waldo Road from the new Wal-Mart.
a. Sharon Bauer brought to our attention that the press release did not specify that the neighborhoods that surround the Waldo Road / University Avenue node were included. She also questioned why the neighborhoods were being lumped together and combined with downtown redevelopment areas and renamed. (The purpose is to create a cohesive plan for the entire area and not be bound by neighborhood boundaries).

b. Ms. Bauer also stated that in the Northeast Neighbors (NEN) area they desire sidewalks and speed bumps and not traffic circles (unless there is a greater effort to educate drivers how to use them as she feels they are typically not maneuvered correctly). Martin Gold informed her we would add sidewalks to our recommendations for the NEN area.

c. Ms. Bauer expressed excitement about the recommendation for mixed-use along University Avenue. The “signature street” segment from Waldo Road to 9th Street is most blighted, and as the eastern gateway to downtown, it should be of higher quality. Ms. Bauer also pointed out that the ABC that is renovating its exterior is being allowed to do so not conforming to the downtown redevelopment area standards. She would like to see the blight at Waldo and University cleaned up.

d. Ms. Bauer stated there is no public property within NEN to do a tot-lot, which is desperately needed as there are no parks within the area. Mike Escalante suggested Kirby Smith, however that location is not east of 9th street, where Ms. Bauer was referencing. Mr. Escalante wondered if there were double lots where space could be donated or purchased? Ms. Bauer informed him that several lots had been identified however no landowners were interested at that time.

e. Randy Wells asked if the vegetative screen shown on a proposal for a multi-story building near University Avenue and Waldo Road was vegetation growing on a building. Prof. Gold stated that, yes, it is a combination of vines and flower boxes that would read as a screen.

f. Mike Escalante suggested that some historical structures perhaps could be moved to facilitate development. Prof. Gold agreed it may be a useful technique; however, the area is proposed to be more nodal and as development stretches west toward downtown, there could be low moments and the historical structures can exist within the fabric. Mr. Wells added that many structures may only be moved a block or two due to structural limitations and navigating around power lines. Ray Willette also mentioned that “chirt houses” are on the top 10 endangered historical houses list and it may be nearly impossible to move them. Prof. Gold stated the preferred approach is not to impose too much on the existing neighborhoods.

g. Sharon Bauer asked when the presentation/graphics would be available for download on the website as they were a bit small for readability. Prof. Gold informed her they would be put on the website and Naomi Whiteley will email her with the notification that it is available.

h. Mike Escalante wondered if there might be an opportunity to mimic a San Antonio Riverwalk with the Rosewood Branch area. Prof. Gold explained that although the Riverwalk presents a nice experience, the cleansing properties of a riparian condition with all of its filtration is lost. Our goal is to maintain or repair riparian conditions.

i. Randy Wells mentioned the difficulty in public acceptance to what is often viewed as
“weedy plantings” such as the resistance to the Sweetwater Branch riparian corridor. Mr. Wells would like to see stormwater retention ponds as amenities and not utilities.

j. Mike Escalante inquired as to the math that goes into determining that a channelized waterway can be returned to a meandering waterway without increased backflow. Prof. Gold replied that backflow will not be a problem with good riparian conditions and that it is a complicated balance that is determined by engineers. Prof. Gold also mentioned there are existing problems of flooding that would need to be addressed as well.

k. Mr. Escalante suggested that erosion and silt removal could be a part of a management strategy, to which Prof. Gold agreed (the management strategies would be determined and implemented by the City of Gainesville).

l. Ray Willette wanted to know when the coca-cola and popatop sites would be cleaned up or when that would be discussed.

m. Prof. Gold discussed the rail trail encapsulation and the mitigation opportunities.

n. Mr. Escalante suggested that phasing be made clearer for the purposes of the developer.

o. Mr. Wells agreed that when a developer comes in and the reviewing agency asks for more greenspace, for example, that often the developer balks. Prof. Gold answered that then perhaps that is the wrong developer. Mr. Wells stressed that we need strategies for now and for the redevelopment of Citizens’ District particularly as there is momentum building off of the new Wal-Mart.

p. Mike Escalante suggested that we have a few areas of public access to the Rosewood Branch to foster a sense of ownership of the Branch among the neighborhood residents – could be an elevated boardwalk? Prof. Gold agreed this would be a good idea and also mentioned decks and vistas.

q. Sharon Bauer mentioned an area of single-family homes W of Waldo by 1-2 blocks (located between approx. 2nd and 4th Avenue) and asked that we mention the preservation of those homes and the character that makes living there of such quality.
Implementation Strategies

- Watershed Ecology
- Commerce-Based Transportation
- Place-Based Development
- Greening the Corridor
- Transportation Modality
Watershed Ecology

Develop a municipal system of stormwater parks in combination with site specific retention, filtration and conveyance strategies such as bioswales and green roofs. This will support compact development, freeing up land that would be required for stormwater retention, while improving the filtration capacities of watersheds feeding Newnan’s Lake and Paynes Prairie.

In response to the local conditions outlined in the Hydrology section of this report, the team recommends two scales of strategic interventions — municipal scale stormwater parks in conjunction with individual site scale (private) strategies. Conventional site retention/detention stormwater requirements often result in multiple, disconnected, small water-bodies that cycle through wet and dry periods providing limited stable habitat opportunities. The community should consider the establishment of large-scale stormwater parks at naturally low-lying and underdeveloped locations to allow high potential commercial and residential sites to shed water to these locations. Stormwater parks, such as the Depot Park project south of downtown Gainesville, optimize developable land and will provide habitat gardens and civic parks as natural amenities in the district.

The Depot Park project and the recently funded ($23 million, September 2008) constructed wetlands that will diffuse and filter run-off from the Sweetwater Branch are local examples of post-development stormwater reclamation strategies to protect the Paynes Prairie ecology. Similar efforts should focus on the Newnan’s Lake watershed as Newnan’s Lake is considered a degraded water-body and not suitable for swimming or fishing. Furthermore, state, federal and private funding sources are available for ecological reclamation projects.

The Waldo Road corridor runs along a ridge on which both sides drain to Newnan’s Lake. The illustration to the right shows proposals for municipal infrastructure that would cleanse run-off, promote a healthier watershed and support optimal land use for residential and commercial development. The light-green (more developed) and dark-green (more natural) areas show how these sites ‘plug-in’ to the existing greenway and take advantage of the headwaters of the existing creek network optimizing current wetland areas. A study by environmental engineers in collaboration with urban and transportation designers should be engaged to prioritize sites and innovative strategies.

Consideration of alternative site-scale strategies that include green roof, cistern, permeable surface, and bioswale techniques, in addition to conventional retention/detention, should become part of the municipal site design approval process. These alternative strategies should be pre-approved and promoted by municipal agencies rather than requiring individual developers to independently research alternatives for each site. Of course, site engineering will be required. A ‘menu’ based model outlining criteria to be met for each alternative (or combination) would allow local engineers to work with alternatives within acceptable parameters and targets already defined to deliver a more integrated public/private stormwater infrastructure.
Built/Organized Park Areas

Natural Park Areas
Waldo Road (SR 24) is part of Florida’s Strategic Intermodal System (SIS) a “transportation system to guide strategic investments linked to Florida’s future economy”. This designation includes segments of SR 331 (Williston Road) connecting to SR 24 (Waldo Road) at University Avenue and running north to NE 23rd Avenue. The SIS designation is derived from the Greyhound bus route from other highways to the station located at 101 NE 23rd Avenue. Waldo Road will carry this designation between NE 39th Avenue and the new entrance to the Gainesville Airport when completed. The SIS designation suggests limited access is preferred and that it carries strategic freight and passengers traveling between different transportation modes. The section of NE 39th Avenue connecting Waldo Road and the existing Gainesville Airport entrance will be dropped from the SIS designation when the new entrance is completed.

**Design Priorities**
- Integrity - arterial capacity
- Visibility - commerce oriented
- Parking - street integrated
- Safety - low speed
- Modality - pedestrian, cycle, bus & auto
Scenario model for multiway boulevard implementation
Bus rapid transit (BRT) was recommended for implementation along the Waldo Road corridor between year 2010 and 2020 at a cost of $15 to $35 million in the Plan East Gainesville final report. This cost included segments beyond Waldo Road that would be needed for a viable system to connect East Gainesville to the Shands medical center and VA hospital and on to I-75 through the Butler Plaza area. BRT could be integrated into the existing rail-trail right-of-way along Waldo Road as described in the Plan East Gainesville report.

Future BRT infrastructure could evolve into a light rail system if the development density and associated concentrations of retail activity were organized in nodes that could be easily linked. Mass transit of this scale typically requires a density of 40 dwelling units per acre but can work with lower densities if other conditions are well coordinated and mutually supportive. Typically the nodes or transit stops are at high residential density mixed-use locations with lower density transitions in-between to provide a variety of housing alternatives and varied proximity to activities. Projects presented later in this report illustrate alternative development models that support transit infrastructure.

The instability in petroleum fuel markets may have changed the dynamics of the BRT as an intermediate phase toward light rail. From a pollution control and clean energy standpoint, an electric light rail system may now be significantly more viable than it was in 2003 when Plan East Gainesville was being developed. However, alternative fuels such as bio-gas are now being used in buses in Sweden — which could tip the decision in favor of BRT.

The Waldo Road corridor is noted for bicycle facilities as part of a well vegetated and shaded greenway. The integration of BRT or light rail will require sensitive design solutions to maintain the high quality greenway while adding needed transportation alternatives. Intermodality is emerging on the corridor as auto, cycle, bus and pedestrian facilities are in place and being used. However, the lack of residential density, commercial activity and the dominance of the auto infrastructure — particularly at the intersections — does not support robust pedestrian use or large investments in transit.

**Multiway Boulevard:**
An organized approach to balancing the need for high efficiency through traffic, commercial viability (visibility) and pedestrian-oriented multiple destination commerce has been achieved by the multiway boulevard. The Avenue des Champs-Élysées in Paris may be the most famous of hundreds of examples, primarily in Europe but also located within the United States such as Shattuck Avenue in Berkeley, K Street in Washington, DC and Commonwealth Avenue in Boston, MA. As an organized multi-modal strategy, the multiway boulevard has great potential to incorporate Plan East Gainesville directives, maintain the strategic intermodal standards of Waldo Road and accommodate a high capacity of commercial activity accessible by motorists and friendly to pedestrians.

The project team has developed a street grid network (in the form of a ladder) that will run parallel to the western edge of Waldo Road providing motorist, transit and pedestrian access to support businesses and commercial development along the corridor. Rather than copy the model of Archer Road at Butler Plaza, or the
Square-back implementation scenario - Waldo Road & NE 39th Avenue
more recently developed Newberry Road between NW 43rd Street and the Oaks Mall — characterized as a connection of individual private parking lots — the multiway boulevard is adapted to the unique opportunities and constraints of Waldo Road. Effectively, the infrastructure would act as a new street network with shade trees, appropriate sidewalks, on-street parking and small ‘mini-lots’ as needed to support both commercial and mixed-use development. The proposal relies on incorporating existing streets into a network of one-way and two-way streets to promote commercial and residential development in the form of a ‘transect’ that steps down in intensity as a buffer between the existing Waldo Road and residential neighborhoods to the west. Furthermore, the network is designed to divert local traffic in parallel with Waldo Road to the existing arterial avenues rather than feed traffic through the existing residential street grid.

The scheme was developed and refined in coordination with representatives from the Florida Department of Transportation
and the Alachua County Metropolitan Transportation Planning Organization. It is conceptually viable in terms of traffic engineering parameters. Although a specific route is shown to illustrate the viability of the system, modifications at any given site may be required for implementation. This is a long-term initiative that would likely be developed in phases and as a public/private partnership. This strategy will make entertainment, retail, service, office, restaurant, boutique retail and institutional enterprises more viable.
Implementation recommendations engage the diversity of uses and opportunities for development along the Waldo Road corridor through a strategy of “districting” to promote appropriate planning and transportation decisions at the scale of the entire corridor while making fine grained recommendations that are appropriate for specific districts. Place-based development attempts to align existing uses (desired and undesired) with the best potential for future development, on an indeterminate time-line, using parameters such as: Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis; population trends; transit potential; and the availability of utility and services infrastructure.

Initial districting concepts utilized Plan East Gainesville activity center and transit recommendations, field observations and research by the project team and other initiatives proposed along the corridor as generators of district character. In early meetings with the Steering Committee, the existing neighborhood uses and heritage were identified as high priority parameters in distinguishing the district identities—subsequently, these parameters were considered more carefully. District boundaries are intentionally open allowing districts to fade together along the seams to promote citizen choice in terms of district association. With time, boundary clarity will develop. Substantial attention was paid to the characterization of the districts through name or “Brand”. Six districts were identified: Fair, Airport, Creative Arts, Tacachale, Citizens’ and Rosewood Branch.

The team has identified implementation strategies to move toward a unified vision for each district that is in concert with developing the Waldo Road corridor at-large. Specific recommendations, in many cases are appropriate for one or more districts or may only serve one district well. To move these recommendations forward, the team proposes individual district studies with a focus on the issues raised in each district and...
Districts Grains

• Fair
  regional draw event space (large)

• Airport
  regional draw & event space (medium)

• Creative Arts
  commerce, entertainment & live/work

• Tacachale
  civic institutions, multi-region draw

• Citizens’
  neighborhood fabric, civic amenity, field events, recreation, mixed-use and mixed density

• Rosewood Branch
  urban infill med + high density housing civic amenity – urban parks

identified in this report. The information provided in this report will provide the basis for the scope of work and expected outcome. District studies would be the next step toward a form-based code as the official mechanism of implementation. Once this has been established in a ‘pioneering’ district, subsequent districts could adopt appropriate elements and investigate new elements that may be needed. As issues are vetted, they can again be adopted by other districts. This methodology provides a coherence to the corridor as a whole while facilitating unique development needs for each district. It also allows the investment in individual code elements to be used in other districts so each district does not start from the beginning. Developing a form-based code from local analysis of the larger area and district character (place-based) avoids traditional difficulties of code templates (universal based) that address issues that may not be pertinent or possible omission of important issues.
Fair

Large scale agricultural, civic and regional events with associated facilities such as an arena and amphitheater will take advantage of the district’s local proximity yet remote location. Proximity to the Gainesville Raceway and the Gainesville Regional Airport supports integrated events and alternative viewing locations for future air shows. These adjacencies also support proposed manufacturing and industrial facility expansion.
Priority Community Objectives – Fair District

Activity Centers, Commerce & Mixed-Uses
• Fairgrounds – event driven commerce & limited overnight occupation
• Manufacturing / Industrial Park – light to heavy manufacturing and warehousing

Density & Intensity
• Covered Show Arena
• Open Air Midway
• Open Air Amphitheater
• Multi-purpose Hall
• Exhibit Halls
• Manufacturing / Industrial Park
• No Residential use

Housing
• No housing component

Transportation / Accessibility & Infrastructure
• Internal transportation infrastructure

Ecology, Parks & Stormwater
• Site specific, decentralized stormwater management in this location
Airport

As a gateway to Gainesville, the horizon is compressed by Gainesville’s celebrated tree canopy at the four corners of 39th Avenue and Waldo Road. The gateway conditions suggest a mixed-use ‘Activity Center’ with big-box retail, entertainment, medium to large scale institutional and research facilities and the proposed conference hotel / business park. High diversity of typical and extended hour uses will promote vitality and “18 hour” occupation of this gateway district. High density, transportation enhancements and walkability are important strategies for ensuring a quality semi-urban fabric.
Priority Community Objectives – Airport District

Activity Centers, Commerce & Mixed-Uses
• Hotel
• Business & Commerce park
• Biomedical, research and flex space facilities adjacent to airport
• Entertainment plaza – restaurant and cinema

Density & Intensity
• Nodal (up to 150 dwelling units / acre)
• Transitional (25-75 dwelling units / acre)
• Business & Commerce Park (approximately 500,000 square feet)

Housing
• High density multi-story dwellings with structured parking
• Medium density rowhousing and townhomes
• Medium to low density single family homes

Transportation / Accessibility & Infrastructure
• Square-back strategy links regional arterial access to pedestrian-oriented Hotel, Business & Commerce Park
• Square-back strategy provides “corner” commerce visibility with auto, pedestrian and transit-oriented access to new development and the airport
• Square-back organization allows commerce road connectivity that reduces trips on the Waldo Road arterial

Ecology, Parks & Stormwater
• High potential for municipal stormwater parks as development catalyst
• Public open space and parks will be provided per LOS standards

Note: Airport design parameters may limit building uses and heights on properties adjacent to the airport that are located within the proposed Airport Environments Overlay Zone (AEOZ). A draft AEOZ proposal with specific limitations was adopted by the Gainesville-Alachua County Regional Airport Authority on June 31, 2008.
Creative Arts

Innovative business owners have charged the area by infusing arts, dining and entertainment as a grass roots effort to establish an eclectic and magnetic atmosphere drawing commerce to the district. Continuing in this spirit, allowing live/work in the industrial area could increase local populations, support redevelopment and advance cultural arts.
**Priority Community Objectives – Creative Arts District**

**Activity Centers, Commerce & Mixed-Uses**
- Entertainment
- Restaurant
- Office
- Grocery
- Neighborhood Services

*Note: Redevelopment of mixed-uses only to occur within existing Industrial Land Use areas, along Waldo Road or on 23rd Avenue – not within residential neighborhoods.*

**Density & Intensity**
- Nodal (25-75 dwelling units / acre)
- Transitional (8-30 dwelling units / acre)

**Housing**
- Preserve the character of the existing residential neighborhoods
- Nodal infill live/work, transitional infill townhomes, rowhousing
- Low rise apartment/condominium infill as edge condition buffer elements
- Affordable housing options

**Transportation / Accessibility & Infrastructure**
- Improve the bicycle trail infrastructure within the district
- Utilize generous buffer between mixed-use and residential uses
- Increase the usage of traffic calming within neighborhoods and discourage drivers using the area as a shortcut
- Include bicycle lanes and paths as part of commerce road
- Provide wide sidewalk (12 feet +/-) as part of the commerce road commercial frontage

**Ecology, Parks & Stormwater**
- Provide multi-use trail along Little Hatchet Creek
- Provide and enhance green spaces including pocket parks, usable stormwater open space and creekside open space
Tacachale

Tacachale is vital as the State’s only fully staffed, residential facility for mentally disabled citizens. Future expansion of services may include programs for persons with autism, that may include out-patient and/or live-in services. Tacachale directly supports 1500 employees in addition to local vendors, hotels, contractors and consultants. The facility also houses a small population of potential workers for simple jobs that could support adjacent institutional development.
Priority Community Objectives – Tacachale District

Activity Centers, Commerce & Mixed-Uses
• High quality, attractive development is desired
• Make efforts to retain existing businesses
• Incentivize infill development

Density & Intensity
• Nodal (25-100 dwelling units / acre)
• Transitional (8-30 dwelling units / acre)

Housing
• A generous buffer is desired between businesses and residential
• Preserve the character of the existing neighborhoods
• Integrate market rate and affordable housing

Transportation / Accessibility & Infrastructure
• Commerce Road buffer needed

Ecology, Parks & Stormwater
• Preserve old oak trees that provide character and shade
Citizens’ District

Core civic amenities of Citizens’ Field and recent commercial development at NE 12th Avenue establish the model for civic/commercial interaction. Residential fabric is strengthened by personal re-investment elevating the neighborhood character. Increasing density at 8th and 12th Avenue will support the commerce street and activity centers that step down with compact residential development to buffer the existing single-family fabric from increased activity on Waldo Road.
Priority Community Objectives – Citizens’ District

Density & Intensity
- Nodal (25-100 dwelling units / acre)
- Transitional (8-30 dwelling units / acre)

Transportation / Accessibility & Infrastructure
- Establish a multi-modal transit hub servicing adjacent amenities and service to Gainesville’s core
- Redesign NE 8th Avenue with pedestrian-oriented commerce
- Improve pedestrian crossings at NE 12th Avenue and other busy intersections
- Enhance bicycle trail connectivity and crossings

Housing
- Increase density at 12th Avenue / Waldo Road activity center node
- Incentivize the inclusion of a senior citizens’ assisted living housing component
- Designate parcels west of Waldo at 12th Avenue to allow multi-story development of mixed-use, mixed-income housing (high-end, market rate and affordable housing)
- Designate irregular long lots north of NE 8th Avenue, east of Waldo to allow courtyard rowhousing

Activity Centers, Commerce & Mixed-Uses
- Utilize PUD for transitional blocks – specify mix of uses
- Small business, bank, library branch, restaurants, retail stores, neighborhood services, etc.
- Relocate recycling and day labor centers and uses on corners of NE 8th Avenue

Ecology, Parks & Stormwater
- Improve Citizens’ Park (develop plan for entire park – create gateway feature for Waldo Road and NE 8th Avenue, remove barriers between facilities, redesign back alleys)
- Make accessible the open spaces of the military campuses on NE 8th Avenue and Safety City
- Pocket park, playground, tot-lot needed south of NE 8th Avenue and west of Waldo Road
Rosewood Branch District

As a potentially vital activity center, the Rosewood Branch District relates Waldo Road, East Gainesville, the Downtown and the University of Florida, as a highly populated mixed-use transit node. The area is marked with historic homes, multi-use path connectivity, vibrant Bed & Breakfast lodging and generally improving neighborhoods. Nearby culturally significant sites such as the Cotton Club, shotgun houses and grocery store contribute to a unique flavor.
Priority Community Objectives – Rosewood Branch District

Density & Intensity
• Nodal (up to 150 dwelling units / acre)
• Transitional (25-75 dwelling units / acre)

Transportation / Accessibility & Infrastructure
• Utilize the square-back strategy for improved pedestrian integration and crossings
• Square-back provides walkable neighborhood-scale commercial frontage at an important regional node
• Encourage the use of traffic circles within the neighborhood
• Establish a transit hub at the intersection of SE 2nd Avenue and the Depot Trail

Housing
• Increase height restriction to four stories along University Avenue
• Buffer residential neighborhoods with stepped residential densities and mixed-use development
• Evaluate and protect significant historic structures not already protected

Activity Centers, Commerce & Mixed-Uses
• Designate areas adjacent to Waldo Road and University Avenue as commercial stepping down to high-density mixed-use
• Retail mixed-use activities are desired along SE 2nd Avenue that reinforce and extend the boulevard through the downtown
• Engage the East Gainesville Development Corporation in implementing projects

Ecology, Parks & Stormwater
• Greenway should remain intact and attractive park is needed west of Waldo Road, north of University Avenue, south of NE 8th Avenue (energy-producing tot lot?)
Greening the Corridor

Dedicate open space compatible with residential density and use through revitalizing existing parks, creating new pocket parks, establishing playgrounds and developing form-based guidelines for green parking. Design streetscape to provide shade and encourage walkable or pedestrian friendly streets, as well as stormwater infrastructure as an integrated civic amenity within public open space and community greens.

Many existing features suggest the Waldo Road corridor is the ‘green’ gateway to Gainesville — an asset that could be enhanced, emphasized and expounded. Entering from the north on Waldo Road, one emerges from the pine forest into the expanse of grassland occupied by the Gainesville Regional Airport. Just prior to arriving at NE 39th Avenue the gateway is compressed by the pine forest — transitioning visitors into the linear park/greenway that crosses over into the downtown area at the intersection of University Avenue and Waldo Road. This gateway system, has three distinct conditions: the grassland to forest compression north of NE 39th Avenue; the linear park running along Waldo Road (former railroad track); and the cemetery and park just south of University Avenue.

Airport gateway strategies include development that enhances the natural compression of the grassland/forest condition and emphasizes a landscape of stormwater cultivation — taking advantage of the already disturbed wetland at the existing fairgrounds and need for cleansing of run-off.

Greenway strategies include the incorporation of municipal stormwater gardens at key locations to improve the habitat diversity and to provide alternatives to on-site stormwater management (promoting development). When possible, the greenway should extend into adjacent neighborhood fabric to provide connected parks and perhaps medium-scale stormwater elements.

Looking northwest at the intersection of SE 4th Avenue and Waldo Road.
Looking southwest at the intersection of SE 1st Avenue and Waldo Road (Hawthorne Road). Green facades extend community greenspace vertically.
Park strategies at University Avenue should include improvement of the existing space with play spaces for children, furniture and additional stormwater elements as needed. Acquiring adjacent land (connected to the greenway) for pocket parks should be considered in the near-term, while land is relatively inexpensive, to promote high-value developed land around the parks in the future. Emphasis should be given to the Rosewood Branch riparian system — this seems to be an overlooked amenity that could become a strong ‘brand’ (such as the duckpond) if nurtured and developed to support a quality urban experience.

Design proposals presented in this document attempt to expound varied vegetative conditions expressed through parks, wet-lands, green-roofs, green-walls and car-parks as part of an urban architecture suggestive of the integration of 21st Century sustainable (green) building systems.
Transportation Modality

Support options for positive interaction between pedestrians, cyclists, drivers and transit riders. This includes nodal development to support current bus, near-term Bus Rapid Transit (BRT) and future light rail, layered with bicycle ways and pedestrian-oriented streets that are well shaded. Transportation infrastructure must integrate motorist convenience and enhance safety through low-speed constant flow networks rather than consolidated multi-lane intersections. Improved alternatives to get to and from the area will promote diverse commerce and increase employment opportunities for East Gainesville residents.

Transportation

- Well established grid network
- Concurrency exception in place
- Additional arterial route proposed
- BRT proposed route & stops proposed

With its multiway boulevard, the Waldo Road corridor offers an organized approach for traffic management that balances the need for high efficiency through traffic with commercial viability and visibility with the needs for slower modes of transportation along the corridor. The corridor provides continuous networks for all modes of transportation – driving, cycling, walking and transit – that connect to the broader regional network, while providing for all of the transportation modes along the corridor. The well-established grid allows multiple pathways to the activity nodes while the development of an additional arterial route to the east of Waldo Road (see Plan East Gainesville) provides multiple paths to and around the activity nodes along the corridor. The continuous bicycle network, both along the corridor and to the east, allows continuous access to destinations along the corridor and in adjacent neighborhoods.

Each of the nodes of development along the corridor provides a diversity of activities – from major fairs and other community events, to employment and retail - for residents from throughout the region, while accommodating the needs of residents of the neighborhoods. The connections to these centers are facilitated by the rapid movement of traffic along the center of the multiway boulevard, which supports access by automobile or BRT. The BRT allows transit to compete with the automobile for access to the corridor for a variety of residents from throughout the region and thus reduce the parking requirements in the nodes of activity. At the same time, residents
Rail is generally more attractive for a Joe Doe than just a bus. The fact is that rail draws people from cars, and buses almost don’t. It is also known, that proximity to a rail station substantially increases property values. Proximity to a bus stop does almost nothing.

from the neighborhood can access these activity centers by walking or cycling. Similarly, once residents from throughout the region arrive at one of the nodes they can easily get around by walking, cycling or using the BRT.

The land development regulations to facilitate the redevelopment of the Waldo Road corridor will need to be revised in the near future to implement this plan. The City of Gainesville currently has a Transportation Concurrency Exception Area (TCEA) designated for urban redevelop for the portion of this corridor within the city. While the TCEA has been in place for several years, the State changed the requirements for TCEAs in 2005. Local governments are now required to ensure that, although exceptions to transportation concurrency are allowed, they still plan for and implement transportation strategies to enhance mobility with the designated area. These regulations require that local governments “adopt strategies into their comprehensive plan that support and fund mobility and address urban design, appropriate land use mixes and network connectivity plans needed to promote urban infill, redevelopment, and downtown revitalization (FDCA/UF).” The components of this plan are consistent with these new requirements for the TCEAs.

Within the next year, both the City of Gainesville and Alachua County will complete their Evaluation and Appraisal reports and begin the process of making revisions to the Comprehensive Plan and the Concurrency Management system. Both the City and County will make changes to their concurrency management systems that will implement the plan. The City of Gainesville’s revision to its TCEA will need to meet the new state guidelines for TCEAs. The strategies incorporated in this plan are consistent with the urban design, mixed land use, multi-modal network connectivity, and network connectivity that is a part of TCEAs. Similarly, Alachua County is developing a concurrency management system that supports these goals and incorporates these strategies.

Sprawling development in the northeast, Atlanta and California has demonstrated that adding lanes to arterials (automobile capacity), only fuels more decentralized growth, which congests automobile corridors, which requires more lanes, which… One quickly gets the point.
Implementation Scenarios

- Airport District
- Citizens’ District
- Rosewood Branch District

The project team worked with graduate students from the University of Florida, School of Architecture to visualize high priority strategies as integrated design proposals that respond to the districting and Place-Based Development parameters. The group identified three locations on the corridor for detailed studies based on the proximity to recent development, potential for near-term implementation, connectivity to transit and coordination with existing initiatives that have overlapping benefits. The specific site proposals are located in three different districts representing a range of responses to the general character of each district. Design proposals engage a variety of program elements that are highly influenced by the district character, community desires and market opportunities to promote mixed-use activity centers with commerce, market-rate housing and affordable housing.

Sustainable design strategies that incorporate and promote transit, urban ecology and mixed-use typologies have been developed architecturally to demonstrate the impact of substantial, well-guided development over a significant period of time. Rather than move incrementally (site-by-site or project-by-project), these proposals make a case for setting up a development policy that promotes large-scale organized development around a consensus vision — while allowing great flexibility.
Airport District

Airport district proposals studied two different program alternatives for the corner of NE 39th Avenue and Waldo Road. Occupied Thresholds and In Transit propose a center of medical facilities south of NE 39th Avenue as the core program for other associated development that might include ‘big-box’ retail such as a Target store. The proposals show what the long-range build-out might be (30 to 50 years) to provide high-quality community health care services as the population grows. Near-term development would focus on small scale urgent care facilities and outpatient private health care that might also have affiliation with Tacachale. Later, this might develop into full service medical facilities with an emergency room and hospital. There is good transportation connectivity to I-75 as well as areas north and east of Gainesville.

A commerce park, [e]merging landscapes is proposed on the former Fairgrounds site that includes ‘big-box’ retail, grocery, office, entertainment and parking structures that would support the airport. The proposal takes advantage of the gateway morphology of the existing site and extends it into the site development. A dominant feature of this proposal is that the entire site is considered a stormwater filtration network to aid in cleansing the runoff that eventually terminates into Newnan’s Lake.
The project proposes a medical park as the primary economic driver for development on the corner of NE 39th Avenue and Waldo Road. Big-box retail and other similar scaled development would occupy adjoining corners of the arterial square intersection. In this proposal, hospital scale medical facilities occur on the southeast, taking advantage of the proximity to the Tacachale site and perhaps a labor pool from the correctional facilities nearby.

This proposal sets up an organization that will allow medical facilities to emerge through the promotion of smaller clinics and urgent care centers, or alternatively be catalyzed through the construction of a large scale medical building. The project is based on a network of elevated walks and gardens that connect commerce, office and medical program elements, providing an integrated mixed-use destination. This includes hotel facilities, restaurants and a grocery.
High-density housing is not proposed for sites directly adjacent to the corner. Nearby locations, such as the Ironwood golf course (north and south sides), offer prime opportunities for a variety of housing types that would support and be supported by this type of development. Lastly, this concentration of development would support the airport, as medical- and research-oriented events could occur with easy in and out air access. No ground transportation needed.
Airport District
Occupied Thresholds. Michael Compton
In Transit proposes the collaboration of a big-box store, such as Target, with a medical center development group to optimize the use of the southwest corner of NE 39th Avenue and Waldo Road. The project suggests selling the corner for private development (Target), with the 18-hour hospital connected through conditioned space along with patio and garden spaces in between. Additionally, an elevated ‘street’ would connect from the hospital complex across Waldo Road to associated medical facilities such as physician offices, laboratories, pharmacies and insurance providers. Housing is also suggested a bit farther to the west.

This vision relies on the redevelopment of the corner currently occupied by the UF library book depository which might be better located farther up Waldo Road near the new fairgrounds in the proposed warehouse/industrial park. However, development could be initiated through smaller scale initiatives on the west side of Waldo Road that would eventually support the larger projects on the east side. The land to the south (on the east side) is currently owned by the State of Florida (Tacachale as administrator) which could be transferred or translated to accommodate the proposal.
The scheme incorporates transportation connectivity to provide efficient emergency access in addition to transit and cycle modes. The overpass provides a positive transit connector for commuters and, in this case, is incorporated into speculative buildings that could house the needed offices and laboratories. Parking is provided as a combination of on-street, surface and garage.
Development Phasing

Site Plan

Section A-A
10 year phase

25 year phase

50 year phase

Airport District
In Transit. Threcia Robinson
Transforming the former Alachua County Fairgrounds site, this proposal includes ‘big-box’ retail, grocery, office, hotel, entertainment and parking structures that would support the airport directly as well as regional growth to the north and east of Gainesville. The project takes advantage of the gateway morphology of the existing grassland/woods relationship and extends that into development organization to suggest a gateway destination. A dominant feature of this proposal is the stormwater filtration network including roofs, gardens, bioswales and wetlands to aid in cleansing the runoff that eventually terminates into Newnan’s Lake.

Commercial programs are organized around a central open space that includes commerce pavilions, small parking areas, parking streets, wetland habitats and photovoltaic shading structures. The proposal is suggestive of model sustainable development in terms of the ground (cleansing runoff and capturing water) and sky (solar harvesting and providing shade). Building program and associated parking would be initiated as markets suggest. The central ‘garden’ is uniquely positioned to celebrate the gateway concept as cars pass by on Waldo Road and planes land and take-off from the airport.
Transit and a pedestrian overpass are incorporated to facilitate non-automobile commerce. The development proposes grocery and big-box retail on the northwest corner of the intersection to optimize connectivity with future residential development associated with the Ironwood golf course.
Airport District

[e]merging landscapes. Matthew Rossi

Site Plan
Cross Section

Detailed Site Plan
Airport District

[e]merging landscapes. Matthew Rossi
Citizens’ District

Housing is the crucial urban program element for this district. More residences are needed to support commercial development in a pedestrian-oriented ‘activity center’ model as suggested by Plan East Gainesville. Medium- and high-density housing is needed to support commerce and to provide housing to a range of demographic groups. Program elements at Citizens’ Field should be expanded to include more community education opportunities.

Linking the east and west sides of Waldo Road is a fundamental issue that must also be addressed. Project proposals investigate this linkage through grade-level intersection design and adjacent planning, in concert with elevated overpass connections that utilize commerce and public space components to integrate the overpass into a robust pedestrian activity center. The Community Fields and Four Ecologies Park proposals utilize enhanced educational program elements in addition to speculative commercial space as program components that would support an overpass as part of a civic gallery. Collective Hinge optimizes the transit (today bus, tomorrow rail) stop as the pedestrian lynch-pin, linking a public plaza, commerce, commuter/consumer parking structures and large retail with proposed new housing and existing single-family home fabric. Uniting the Community explores a strategy of wrapping a significant parking infrastructure with commercial and medium-density housing to achieve a transitional fabric that connects across Waldo Road at both grade and overpass locations.

All of the proposals attempt to respond to the impact that the Wal-Mart development has made north of NE 8th Avenue. Precedent studies have focused on NE 8th Avenue as the potential focus of any new ‘urban’ development. The work presented here suggests a more complicated strategy is needed to address the greenway between NE 8th Avenue and Wal-Mart and proposes types of housing that can act as both a buffer to and supporter of new commercial development that will wrap around and protect the existing residential neighborhood.
Community Fields
Uniting Fields. Uniting Communities.
Phuong Kim Lam

An elevated lawn becomes the linkage between education, community recreation and commercial development at NE 12th Avenue and Waldo Road. Formerly a non-descript intersection, it was reconstructed for the new Wal-Mart and subsequently offers new potential for a commerce corner and extension of civic activities across Waldo Road.

The elevated lawn connects the existing stadium with a newly proposed magnet high school that would occupy new construction and would support existing buildings. On the north side of the lawn, mixed-use buildings would provide commerce and housing with parking tucked below the lawn. The lawn extends across Waldo Road, connecting to higher-intensity commercial (more typical of strip mall program elements) with offices above and dedicated parking at grade. The elevated lawn acts as a courtyard to the shopping and extends out into the neighborhood as a park along the northern edge of the existing residential fabric.
Transit, pedestrian and cycle modes are highly supported in addition to supporting the transition between auto and transit. Parking infrastructure is highly leveraged, as this recreationally-oriented activity center is occupied by different groups during weekdays, evenings and weekends. New medium-density housing would be located on the north side of NE 12th Avenue, initially at the existing trailer park and then into the neighborhood over time. This is shown with semi-private courts that transition the large park scale to the smaller housing enclaves. This provides a good balance of amenity and affordability.
Green bridge overlooking the stadium at Citizens’ Field
Citizens’ District
Community Fields: Phuong Kim Lam

Site Section

Section A-A

Detailed Floor Plans

Ground Floor Plan

Third Floor Plan

Roof Plan
Four Ecologies Park  
Justin R. M. R. Taylor

This ambitious scheme engages an elevated pedestrian street as the spatial, municipal and commercial link between two distinctly different campus typologies — education and commerce.

The east side of Waldo Road is proposed as a commerce campus. Linked regionally by a transit hub, the organization expands the development, suggested by Wal-Mart (auto-oriented), with the distinct difference of incorporating stormwater infrastructure as the central element. Retail and office buildings along the central ‘quad’ or green space provide a buffer between the residential fabric and the Wal-Mart parking lot. The green space also includes amenities for residents such as playgrounds. Commercial entities would include preschool, fast food, restaurants, dry cleaners and movie rentals to support further residential development in the neighborhood — vacant lots still exist.

An education and recreation campus is proposed on the west side of Waldo Road, gathering around the existing stadium at Citizens’ Field. This includes community college spaces, continuing education and conference facilities that might also include magnet high school facilities. Some appropriate commercial development is incorporated within the educational focus campus. Speculative office and incubation space is included as a transition from education to entrepreneurship.
Sustainable features include rainwater harvesting and a substantial amount of photovoltaic panels (regional utility scale) that could be a substantial demonstration project for the State of Florida (Sunshine State), while also providing much needed shade to extend the viable use of exterior spaces. This is the type of gateway element — PV canopy to support transit and pedestrian urbanism — that characterizes the communities commitment to both sensible growth and the environment.
Site Section

Pedestrian bridge across Waldo Road

Shopping promenade
Development Phasing

Phase 1
Phase 2
Phase 3

West side of promenade

Section A-A
This proposal strategically ‘turns the corner’ by wrapping program elements from NE 8th Avenue as an activity center northward, along the Waldo Road greenway and then back east to capture frontage with Wal-Mart. The ‘hinge’ of this wrapping strategy is a civic transit stop that utilizes a pedestrian overpass to link both sides of Waldo Road and program elements including commercial businesses, offices and a commuter/stadium parking structure at Citizen’s Field. The proposal integrates infrastructure, commerce and civic space activated by pedestrians at a uniquely urban scale.

A commuter transfer hub is located adjacent to the Citizens’ Field Stadium that includes some commerce to serve commuters and visitors of the stadium. This parking, along with the stadium itself, is connected via a pedestrian overpass to the ‘hinge’ linking commerce, transit and public space. Recreational program elements are introduced near NE 8th Avenue to serve existing new residents.

New housing is proposed as infill development within the existing parcel structure. Strategies that provide duplex housing, dual house and garage apartment living would be introduced to increase density. At locations near the green spaces, apartment and condominium mid-rise housing is recommended that may or may not be mixed-use.
Citizens’ District
Collective Hinge. April-Ann Creech
Development Phasing

**Phase 1** 5-10 years
New housing arises within existing fabric
Emergence of the Station and supporting elements
Threshold developed to link:
Recreation with Residential
Wal-Mart (big box) with Community

**Phase 2** 10-20 years
Heavily increase density of multi-family housing to support developing commerce, service and community activities

**Phase 3** 20-25 years
Additional commercial, service and community activities in order to support development of 8th Avenue as well as Gainesville as a whole (Reversed from previous stage)
Commercial, Service and Community Facilities
Multi-family Units
New Residential
Existing Residential
Detailed Floor Plans

Ground Floor Plan

Second Floor Plan

Third Floor Plan
Citizens’ District
Collective Hinge. April-Ann Creech
Uniting the Community
Renée Webley

This proposal wraps civic green space, commercial and mixed-use functions around a core of parking and service spaces to create ‘frontage’ along NE 8th Avenue, Waldo Road and the commerce area developing around Wal-Mart. A new connection to Waldo Road is proposed that will promote a grid street network to diffuse potential traffic congestion points such as the Waldo Road and 8th Avenue intersection. The greenway is maintained as a stormwater and linear park with commercial frontage pulled back to allow a commerce street with on-street parking — additional parking is sequestered behind commerce buildings. Additional parking is provided across Waldo Road near the stadium with an overpass that also serves a transit stop.

New housing is integrated into the existing urban fabric as infill single- and multi-family units compatible with the existing housing. Green space is deployed as pocket parks in residual space; as a green field to support high- and medium-density housing; and as a boulevard to enhance NE 8th Avenue pedestrian commerce. This also provides multiple opportunities for stormwater gardens and associated infrastructure.
Unique bungalow-type apartments were developed to provide a pedestrian edge for the street, have semi-private space for residents and allow pedestrian circulation through to green spaces behind. They include green roof occupied spaces that also reduce stormwater runoff. The bungalows and green space provide recreational areas and playgrounds, while acting as a buffer between high-density residential and neighborhood fabric.
Citizens’ District
Uniting the Community. Renée Webley

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Greenfield
Tiffany Barlow

This proposal attempts to connect NE 8th Avenue and the current and future development around Wal-Mart with a network of green spaces, parking lots, stormwater gardens, commercial development and residential towers. The proposal uses traditional suburban development models — buildings in the landscape — with subtle scalar changes to accommodate parking, parks and public space.

The existing greenway is largely expanded as a buffer between Waldo Road and the new mixed-use suburban fabric. The rhythm established by the existing neighborhood is extended to the new development with jumps in scale as needed. Residential density is gained through height rather than ground coverage, allowing more space to absorb stormwater and be available as amenity green space. Parking structures, on-street parking and some lots are also incorporated.

The project attempts to contain auto-oriented commerce and associated parking lots between the existing Wal-Mart and new commercial buildings. The new parking lots are scaled down as smaller separated lots to provide better access to commerce, promote walking and provide more green space.
Site Plan

Citizens’ District
Greenfield. Tiffany Barlow
Meta-Architectural Morphologies
Adam Bettcher

This proposal optimizes the intersection at NE 8th Avenue and Waldo Road with new commercial entities that include a cinema. Traditional axial references, in conjunction with a public lawn, signalized pedestrian crossings and a new pedestrian overpass to provide a highly activated corner that can bridge between neighborhoods.

A combination of incorporating existing Citizens’ Field program and new program are organized around the amenitized outdoor spaces. Stormwater flow and associated habitat conditions are reintroduced into the site in conjunction with organized recreational activities.

An interesting strategy for the residential neighborhood grid is proposed that will allow landowners to subdivide their property to accommodate row-house typologies with garage apartments and garden courts. This potentially could increase the density by a factor of four while providing income generation for the existing land owners. The streets are reorganized into frontage (parallel parking and pedestrian) and alleys that would be dedicated to service. The renovated land use supports increased pedestrian activity that would flow into and out of Citizens’ Field.
The projects proposed for the Rosewood Branch district are adapted to the combination of the rail-trail diverting from Waldo Road, the cemetery, riparian conditions and the need to effectively cross pedestrians, cyclists and transit at University Avenue. In walking distance to the downtown, development at SE 2nd Avenue and Waldo Road could have a major positive impact on both the east side and downtown commerce. Housing is the core program element needed in addition to supporting commerce such as grocery and service businesses including restaurants, dry cleaners and preschool.

Urban ecology sensitivity is critically important as the local hydrology (creeks and branches) feeds into Paynes Prairie; many existing homes have historic quality; and SE 2nd Avenue retains its original boulevard structure. Proposals focus on reestablishing the creeks as important civic elements, supporting transit along SE 2nd Avenue, and integrating sustainable (green) architecture to enhance the existing neighborhood fabric. This is accomplished by focusing housing density along Waldo Road and stepping down as development moves toward the downtown. Medium-density housing is used as a buffer between established neighborhoods and new development along Waldo Road.

SE 2nd Avenue is an important urban thread that, if developed appropriately, can extend the prosperity of the downtown into east Gainesville. As a combined auto, cycle and transit corridor, it would gather both fine-grained commercial and quality medium-density residential development interspersed with historic structures. High-density residential units in mixed-use structures are appropriate at Waldo Road as the high elevation of units provides a buffer from the street. Mid-rise mixed-use development at Waldo Road will also provide the support for parks that will manage stormwater and enhance the quality of the district.
Bridging the Gap
Gareth Morgan

The ‘gap’ is the intersection of University Avenue and Waldo Road which is a substantial obstacle to cycle commuters making their way from east Gainesville to the downtown and University of Florida. Commercial program, such as a grocery and office in a mixed-use structure, supports garage parking with a green roof to elevate the greenway. The elevated greenway allows a cyclist/pedestrian overpass to connect the elevated greenway across the street providing cycle/pedestrian continuity. The elevated greenway also provides needed recreational space for high-density residential above the commercial base and creates an ecological dialogue with the other ‘green’ corners such as the existing cemetery and SW corner pocket park.

The proposal suggests pedestrian frontage on the street grid with varied scales of mixed-use buildings. The riparian condition of the Rosewood Branch would be restored as an ecological focal point of the new activity center. The plans and sections included in this section illustrate the great potential of these strategies to transform this underutilized enclave.
Detailed Floor Plans

First Floor Plan
Second Floor Plan
Third Floor Plan
Sixth Floor Plan

Facing North

Rosewood Branch District
Bridging the Gap. Gareth Morgan
Green Braid
Robin Schindler

Translating green space into green facades symbolizes the intention and potency of this proposal. This development proposal for land adjoining the intersection of SE 2nd Avenue and SE Williston Road (south Waldo Road) establishes this important location as a vibrant activity center. Civic and recreational parks provide the core amenity while supporting practices of stormwater management with bioswales, green roofs and riparian reconstruction. Green walls extend this concept to shade, cool and promote the ‘brand’ of a sustainable community.

The proposal leverages the right-of-way for transit, existing green space and the SE 2nd Street boulevard to anchor transit-oriented mixed-use development with high-, medium- and low-density housing to provide luxury, market-rate and affordable housing. The proximity to the downtown provides a substantial amount of economic infrastructure within walking distance and what could be one rail or BRT stop.

Utilizing the existing transportation grid, the project pulls back to provide parks and limited surface parking (garage parking is included), and also optimizes on-street parking. A transit hub is provided north of SE 2nd Street that could accommodate the transfer of auto commuters and gather commuters from within the neighborhood. It is just a short walk from the transit hub to many historic structures such as the Cotton Club.
Site Analysis

Looking southwest at the intersection of SE 1st Avenue and Waldo Road

Zoning
New Zoning
Program

Rosewood Branch District
Green Braid. Robin Schindler
Preliminary Section Studies:

- SE Second Avenue
- Residential Tower & Cemetery
- Waldo Road

Site Plan

Section A-A

Section B-B
Detailed Floor Plans

Ground Floor Plan

Second Floor Plan
and...

Alternative Neighborhood Design
Amber Wangle

Alternative Neighborhood Design (and...) is coined to convey the integration of smart-grown, transit-oriented design (TOD), low-impact development (LID) and leadership in energy and environmental design – neighborhood design (LEED-ND) strategies.

The proposal minimizes building footprints to provide green space while optimizing density to support non-automobile lifestyles. Residential towers and row housing is proposed to include varied scales and to allow mixes of uses in both horizontal and vertical configurations — living next to the office or above the office. This brings back the traditional ‘corner’ store with residential uses in mid-block locations.

A subtle but important aspect of the design is that it provides a formal civic park north of SE 4th Avenue as the ‘head’ of a stormwater and recreational park system that filters runoff before it migrates south to Paynes Prairie. As a continuation of the rail-trail, it utilizes and expands the design of existing park infrastructure in that area.
Looking northwest at the intersection of SE 4th Avenue and Waldo Road.
Site Plan
Preliminary Program Study

Pocket Parks 15%
Commercial/Retail 14%
Food Service 7%
Residential 44%
Office 8%
Entertainment & Recreation 4%
Education & Day Care 5%
Stormwater Management 15% of site
Transit Stops 3%
Site Sections

Section A-A

Development Phasing

Section B-B
Detailed Floor Plans

Ground Floor Plan

Fourth Floor Plan - Residential

Second Floor Plan

Fifth Floor Plan

Third Floor Plan - Residential

Sixth Floor Plan
Recomendations

Designing the Waldo Road Corridor promotes community consensus around implementation strategies that support economically robust development along the urban/suburban arterial - Waldo Road. The research, community engagement and scenario models have revealed a cohort of interrelated strategies to produce growth in the near-term that is organized to support long-term sustainable development. The recommendations presented below are based on current and future impediments to development that are spatially and geographically related, including feasible stormwater management with public and private partnership; transportation infrastructure that is multi-modal; and selected mixed-use zoning appropriate to the ‘district’ conditions along the corridor. Strategies presented engage these parameters to advance a densely occupied, economically diverse string of activity centers that can accommodate multiple scales of civic engagement and commercial patronage.

1. Initiate district studies to formalize districts from within, develop refined goals and propose form-based codes or special district overlays suitable to local residents. This should include the identification of specific properties (with property owner collaboration) that could be ‘pre-approved’ for development based on specific parameters. This would likely include municipally initiated rezoning or an overly. The results of this would provide example conceptual designs to show to prospective speculative developers or existing landowners.

District studies could be run concurrently or in series. It is likely that acceptable code or overlay parameters will be appropriate for more than one district, therefore streamlining the later district studies.

2. Develop a more detailed design study of the ‘multiway’ boulevard proposal as a network of commerce streets to draw local traffic off of Waldo Road. It is recommended that the North Central Florida Regional Planning Council review and provide an assessment of the proposal for further consideration and more detailed study to develop a proposal that could be included in transportation funding priorities.
This should include studies of the ‘square-back’ street grid proposal for the intersections at E. University Avenue and Waldo Road as well as NE 39th Avenue and Waldo Road. The design promotes walkable streets around the perimeter of the auto-dominated arterial intersections.

This recommendation will allow the removal of a substantial number of curb-cuts along the west side of Waldo Road, improving arterial vehicular flow.

3. Engage environmental engineers to develop recommendations that are more detailed for the location of municipal stormwater infrastructure based on this report. This should include the potential locations for these components (along the corridor and in adjacent neighborhoods) and recommendations for individual sites in terms of acceptable flow to the new infrastructure and what proportion of stormwater should be kept on site. This report identifies preliminary recommendations for these locations based on adjacency to existing riparian systems and topography.

Of critical importance is the balance of littoral ecologies that maintain wetland habitat while also maintaining both inundation areas and eulittoral zones. This sustains the highest habitat diversity, general health and ability of the system to filter pollutants from runoff.

4. A Community Redevelopment Area designation should be considered for the majority of areas included in this report. This would initiate tax-based investments toward future capital improvements such as transportation and/or stormwater infrastructure and provide dedicated administrative services to oversee the coordination of multiple projects in multiple developing districts. This recommendation has been initiated by extending the Eastside Community Redevelopment Area northward along Waldo Road and has been approved by the Community Redevelopment Agency and the County Commission as of March, 2009.

5. Promote the development of medical related entities and businesses at the intersection of Waldo Road and NE 39th Avenue such as clinics, ‘doc-in-a-box’ and an urgent care facility. This has the potential to grow into a regional medical complex given the transportation connectivity and state land banked at the southeast corner of the intersection. Proposals for how this area might be occupied in 20-30 years are included in the Scenario Modeling section of this report.

This effort should include a lobbying strategy to relocate the Tacachale curb-cut presently across from NE 23rd Avenue to the location across from NE 31st Avenue and extend NE 23rd Place northward to the new
This would provide needed access for future development without adding access points to Waldo Road.

6. Work with developers and landowners along Waldo Road to integrate/extend the street grid network (with the commerce street) to facilitate connectivity with current and future development.

7. Provide at least one grade separated crossing for pedestrians and cyclists across Waldo Road. This should be integrated with commercial and municipal elements and coordinated bus rapid transit stops and future light rail.

8. Integrate stormwater facilities with the development of the greenway as a transit corridor. This should go beyond what is needed directly for the transit facility to provide supplemental capacity for private development along the corridor.

9. Incentivize housing development near potential transit stops that approaches 50 dwelling units per acre. This is needed to make a strong case for federal financial support for transit.

10. Facilitate partnerships between the University of Florida, City of Gainesville, Alachua County, the Gainesville Airport and Tacachale that might include a stakeholder task force for coordinated development on Waldo Road. This team could significantly aid in prioritizing the recommendations of Plan East Gainesville and this report.

This report offers multiple strategies, case study examples, integrated design proposals, and narrative descriptions to optimize inherent development opportunity along the Waldo Road corridor. Consensus has developed regarding districting as a strategy, the concept of a multiway boulevard and the location of large-scale municipal stormwater parks that would incentivize development along the entire corridor.

As an important gateway to Gainesville and the University of Florida, the Waldo Road corridor and environs evokes the first ‘Gainesville’ experience to travelers arriving by air or by automobile from the northeast. The corridor presents opportunities for sustainable development through its linear form, opportunity for nodal concentration of activities, proximity to the downtown core, abundant vacant land, infill potential and a number of existing uses such as civic, agricultural, institutional, municipal, commercial, mixed-use and residential. This report presents the translation of multiple independent initiatives, large-scale master plan recommendations and recent initiatives by community stakeholders into implementation strategies for an economically robust multi-modal transit corridor that promotes sustainable development, activity centers, commerce and affordable high-quality residential living with civic amenities.
Resources & References

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