Designing the Waldo Road Corridor

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

Executive Summary
Project Team

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Professor, School of Architecture

The team combines experts in community design, planning, landscape architecture and architecture. The group has experience with the local ecology, transportation issues, development issues and East Gainesville development initiatives.

Project Partners

Inter-local agreement

City of Gainesville
Partner

Alachua County
partner and administration agency

University of Florida
partner

The Partners represent a unique alliance of community leaders to advance community and economic development in East Gainesville.
Methodology
Analysis
Initiatives

- Gainesville Enterprise Zone Agency Projects
- CRA Eastside Redevelopment Plan
- Southeast Gainesville Renaissance Initiative Master Plan
- Alachua County's Comprehensive Plan
- Land Use Maps & Zoning Maps
- Duval Neighborhood Action Plan
- UF Libraries Warehouse Expansion
- Vision East Gainesville
- MPTO – 2025 Long-Range Transportation Plan Update
- Central Cities Corridor Overlay
- UF Campus Master Plan 2005 to 2015 - Waldo Road
- Regional Transit System 2025 Plan
- Wal-Mart site plan
- Airport Business Park
- Ironwood Active Adult Community
- North Central Florida Regional Strategic Policy Plan (2003)
- North Central Florida Regional Strategic Policy Plan (2003)
- Sign Code Overlay (proposed)
- Public Works Department Studies
- Shands Health Care
Districts & Boundaries
Map (existing)

Multiple boundary strategies
- Neighborhoods
- Special Area Plans
- CRA districts
- CDBG – block grants
- Enterprise Zones
Population
Alachua County by municipality
yr2030

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<th>Municipality</th>
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<td>Unincorporated area</td>
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2030 population projections
Schimberg Center for affordable Housing

Total increase 80,338
The Gainesville Context:
Population Projection & Compact Distribution Scenario

Med. Village 3,000
College Park 5,000
Midtown 5,000
Downtown 10,000
Waldo Rd. Corridor 15,000
Urban Village

Total 53,000

+ 63,425 people year 2030*

SoHo 15,000
Med. Village 3,000
College Park 5,000
Midtown 5,000
Downtown 10,000
Waldo Rd. Corridor 15,000
Total 53,000

??? 10,425
## Case Studies & Activity Center Morphology

### Case Studies
- Sustainable Redevelopment
  - Albuquerque, NM
  - Berkely, CA
  - Boulder, CA
  - Davis, CA
  - Portland, OR
  - Hoogvliet, Netherlands
  - Viikki, Finland

### Activity Center Morphology
- Development & Redevelopment
  - Citywalk, Universal Studios
  - Butler Plaza, Gainesville, FL
  - Park Avenue, Winter Park, FL
  - Winter Park Village, Winter Park, FL
  - City Place, West Palm Beach, FL
  - Leesburg Premium Outlets, Leesburg, VA
  - Dadeland Mall, Miami, FL
  - Palmer Ranch, Sarasota, FL
Park Avenue, Winter Park, Florida

Parking: 30.5%
Associated Retail: 18.5%
Green Space: 28%
Restaurant/Food Service: 7%
Pedestrian: 15%
Civic: 1%
Implementation Strategies

Watershed Ecology

Commerce-Based Transportation

Place-Based Development

Greening the Corridor

Transportation Modality
Commerce Based Transportation

Square Back

Multi-way Boulevard
Commerce Based Transportation

- Integrity – arterial capacity
- Visibility – commerce oriented
- Parking – street integrated
- Safety – low speed
- Pedestrian, cycle, bus, rail & auto
Automobile Access
Multi-way derivative
Grid connectivity
Arterial integrity
Multi-way boulevard

- Improved auto
- Future BRT
- ped/cycle
- local bus transit & parking
Place-Based District 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
Composite

Layered strategies
amplify existing strengths
rationalize new development
improve linkages
provide feasible transit nodes

Focus Sites
• NE 39th Ave. and Waldo Rd.
• Citizens Field & surroundings
• NE 8th Ave. and Waldo Rd.
• SE 2nd Ave., University Ave. and Waldo Rd.

Nodal development patterns provide optimal transit morphology

From Plan East Gainesville, SWOT analysis and field studies
Rosewood Branch District

As a potentially vital activity center, Rosewood 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.
Rosewood Branch District - Priority Community Objectives

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 4 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 W of Waldo Road, N of University Avenue, S of NE 8th Avenue (energy-producing tot lot?)
[e]merging landscapes
Greening the Corridor

Connectivity & linkage
Civic Amenity
Natural ecology
Urban ecology
Storm water infrastructure
Transportation Modality
Implementation Strategies

**Watershed Ecology** — develop a system of stormwater parks (municipal) in combination with site specific retention, filtration and conveyance strategies. This will support compact development while improving the watersheds feeding Newnan’s Lake and Payne’s Prairie.

**Commerce-Based Transportation** — provide a commerce-oriented street network to expand economic opportunity, mixed use and walkability while supporting arterial efficiency by limiting ingress/egress on Waldo Road.

**Place-Based Development** — establish districts that function as fine grain implementation elements to transform the corridor with adjacent commercial, mixed-use and high to medium density land uses as a buffer system to protect local neighborhoods.

**Greening the Corridor** — dedicate open space compatible with density and use through revitalizing existing parks, creating pocket parks, playgrounds, green parking and designing stormwater infrastructure as community greens.

**Transportation Modality** — improve options and interaction between pedestrians, cyclists, drivers and transit riders with nodal development to support future light rail, layered with bicycle ways and pedestrian-oriented streets that integrate automobiles, enhance safety and promote commerce.
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