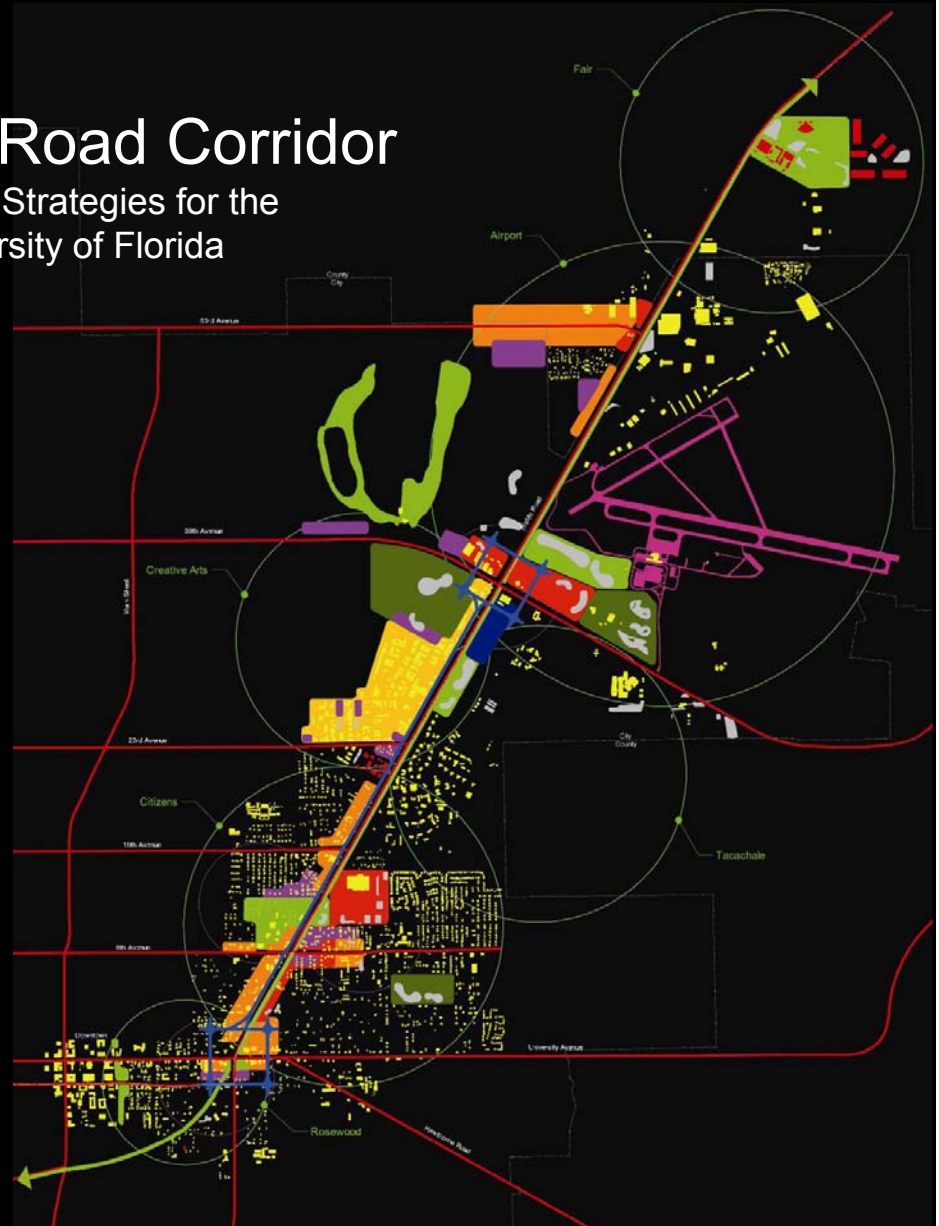


Designing the Waldo Road Corridor

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

Executive Summary



Project Team

Martin Gold

Executive Director, Florida Community Design Center
Interim Director, School of Architecture

Tina Gurucharri

Associate Professor, Department of Landscape
Architecture

Joseli Macedo

Assistant Professor, Department of Urban and
Regional Planning

Kim Tanzer

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

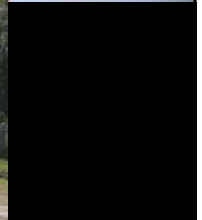
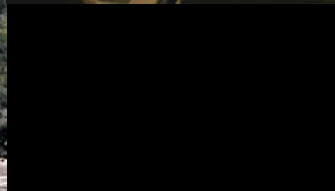
partner and administration agency

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

A word cloud of various planning initiatives in Gainesville, Florida. The text is arranged in a circular pattern, with the most prominent items in the center. The colors of the text vary, including yellow, green, blue, purple, and grey. The background is black.

Initiatives include:

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

Districts & Boundaries Map (existing)

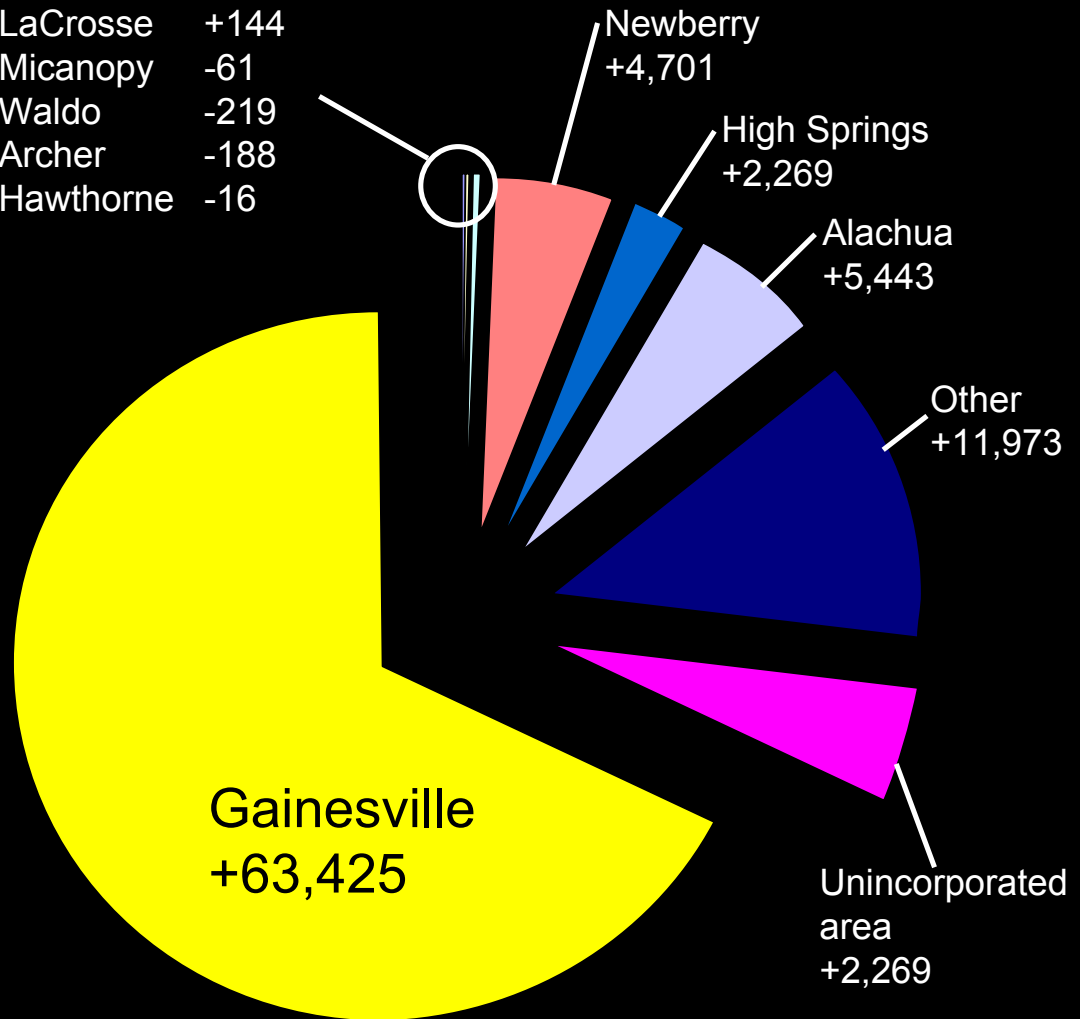
Multiple boundary strategies

- Neighborhoods
- Special Area Plans
- CRA districts
- CDBG – block grants
- Enterprise Zones



Population Alachua County by municipality yr2030

LaCrosse	+144
Micanopy	-61
Waldo	-219
Archer	-188
Hawthorne	-16

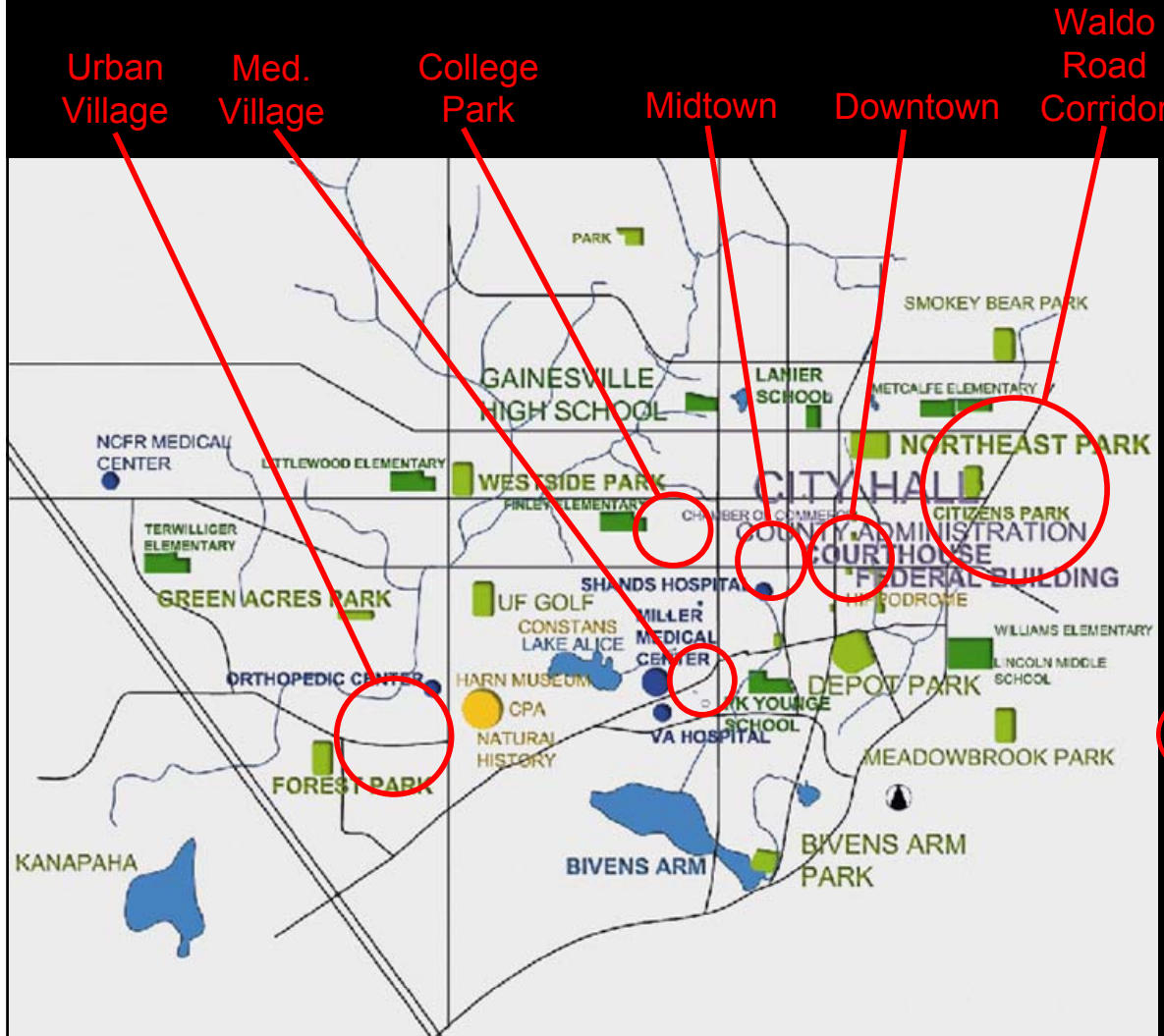


2030 population
projections
Schimberg Center for
affordable Housing

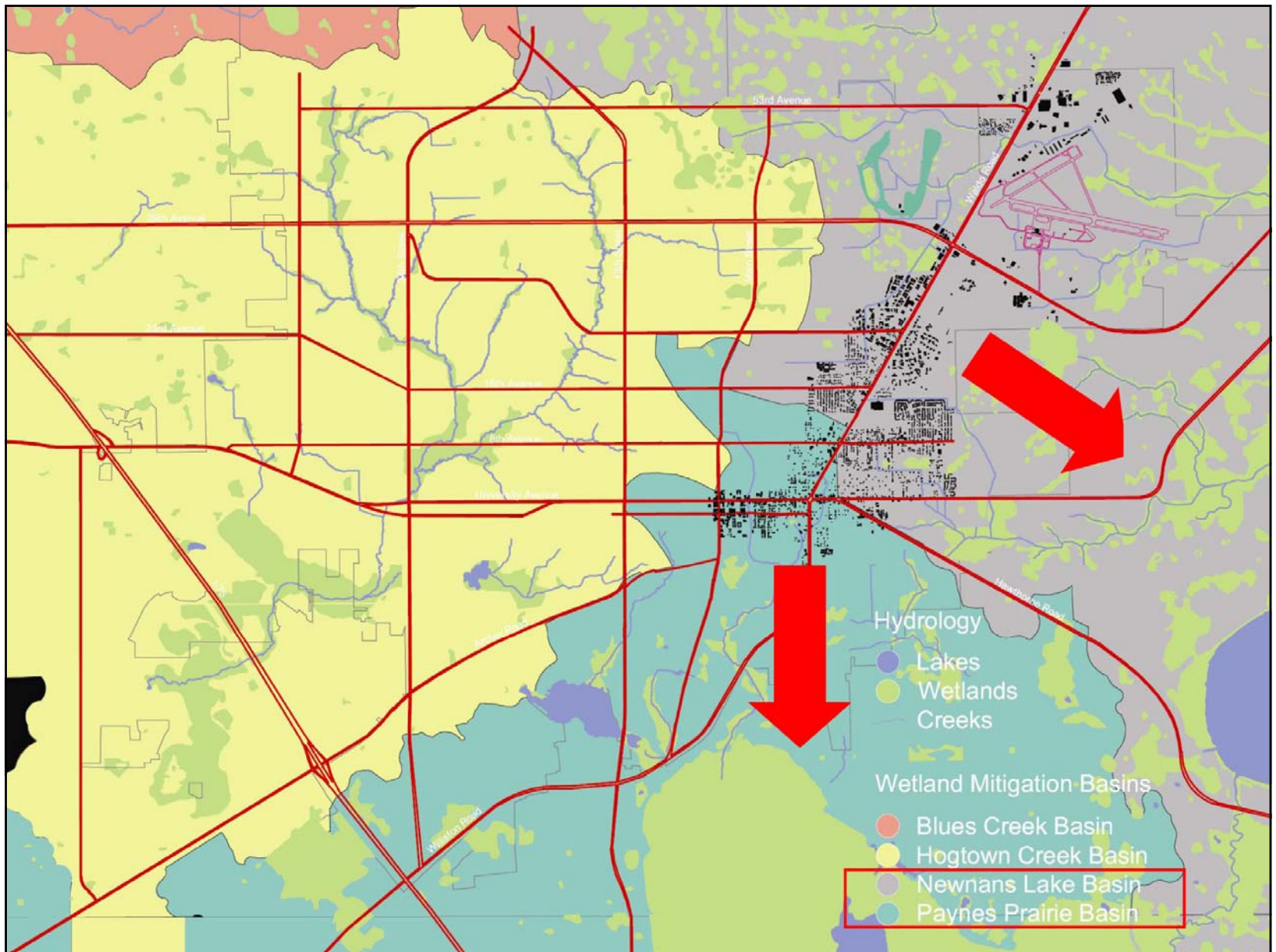
total increase 80,338

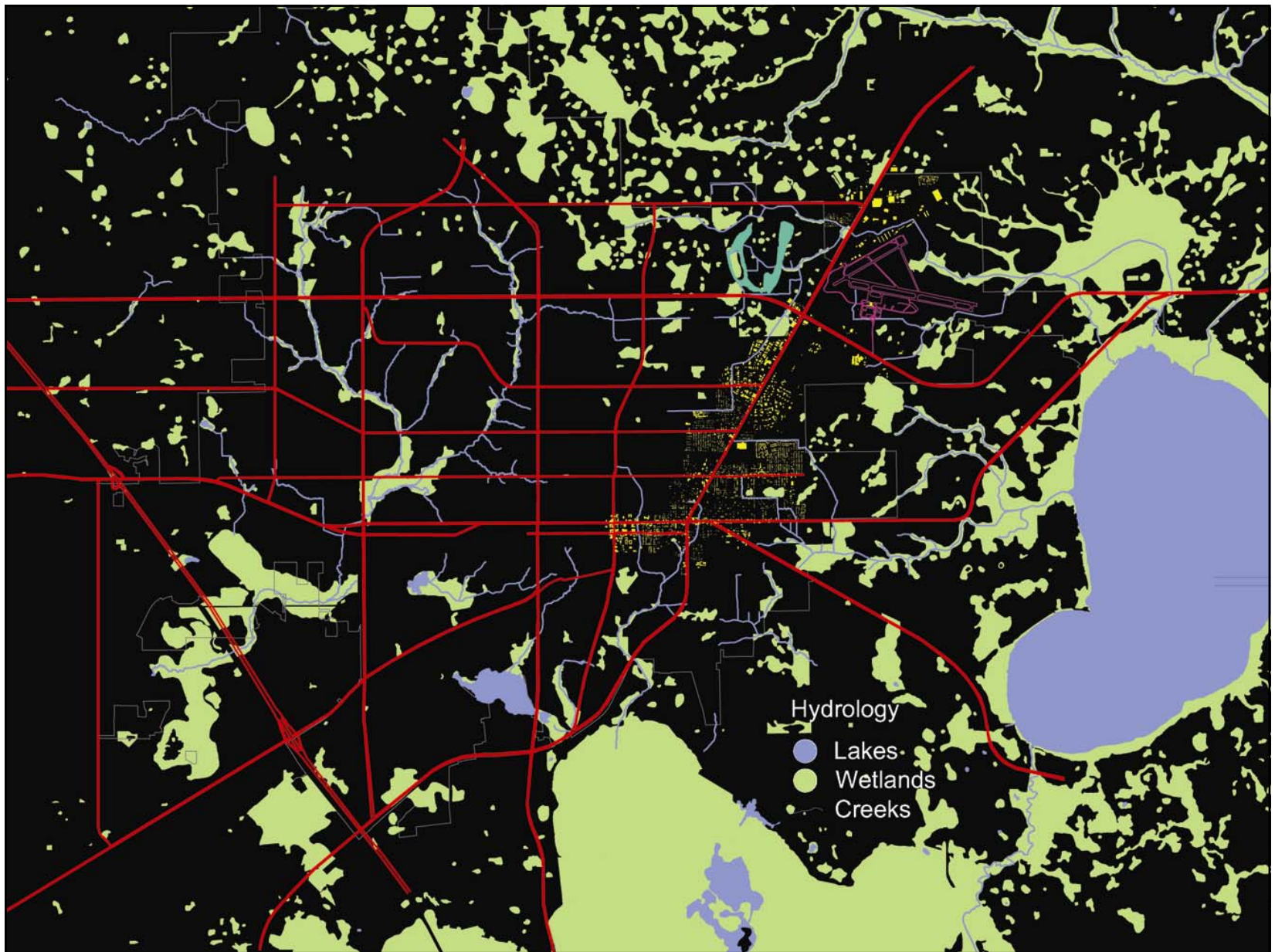
The Gainesville Context: Population Projection & Compact Distribution Scenario

+ 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
<i>Total</i>	<i>53,000</i>
???	10,425







Case Studies & Activity Center Morphology

Case Studies

Sustainable Dedevlopment

Albuquerque, NM

Berkely, CA

Boulder, CA

Davis, CA

Portland, OR

Hoogvliet, Netherlands

Viikki, Finland

Activity Center Morphology

Development & Redevelopment

Ciywalk, Universal Studios

Butler Plaza, Gainesville, FL

Park Avenue, Winter Park, FL

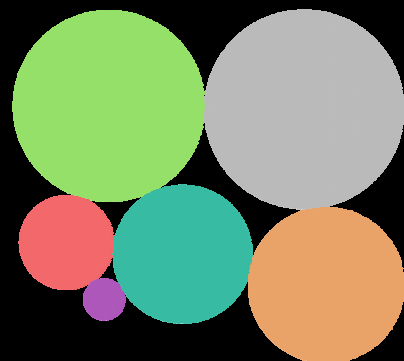
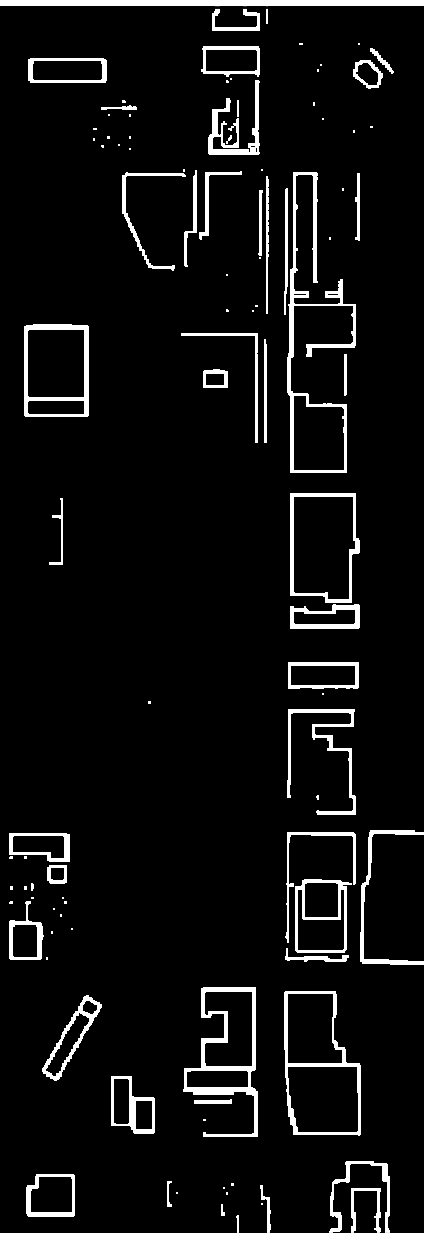
Winter Park Village, Winter Park, FL

City Place, West Palm Beach, FL

Leesburg Premium Outlets, Leesburg, VA

Dadeland Mall, Miami, FL

Palmer Ranch, Sarasota, FL



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



Park Avenue, Winter Park, Florida

Implementation Strategies

Watershed Ecology

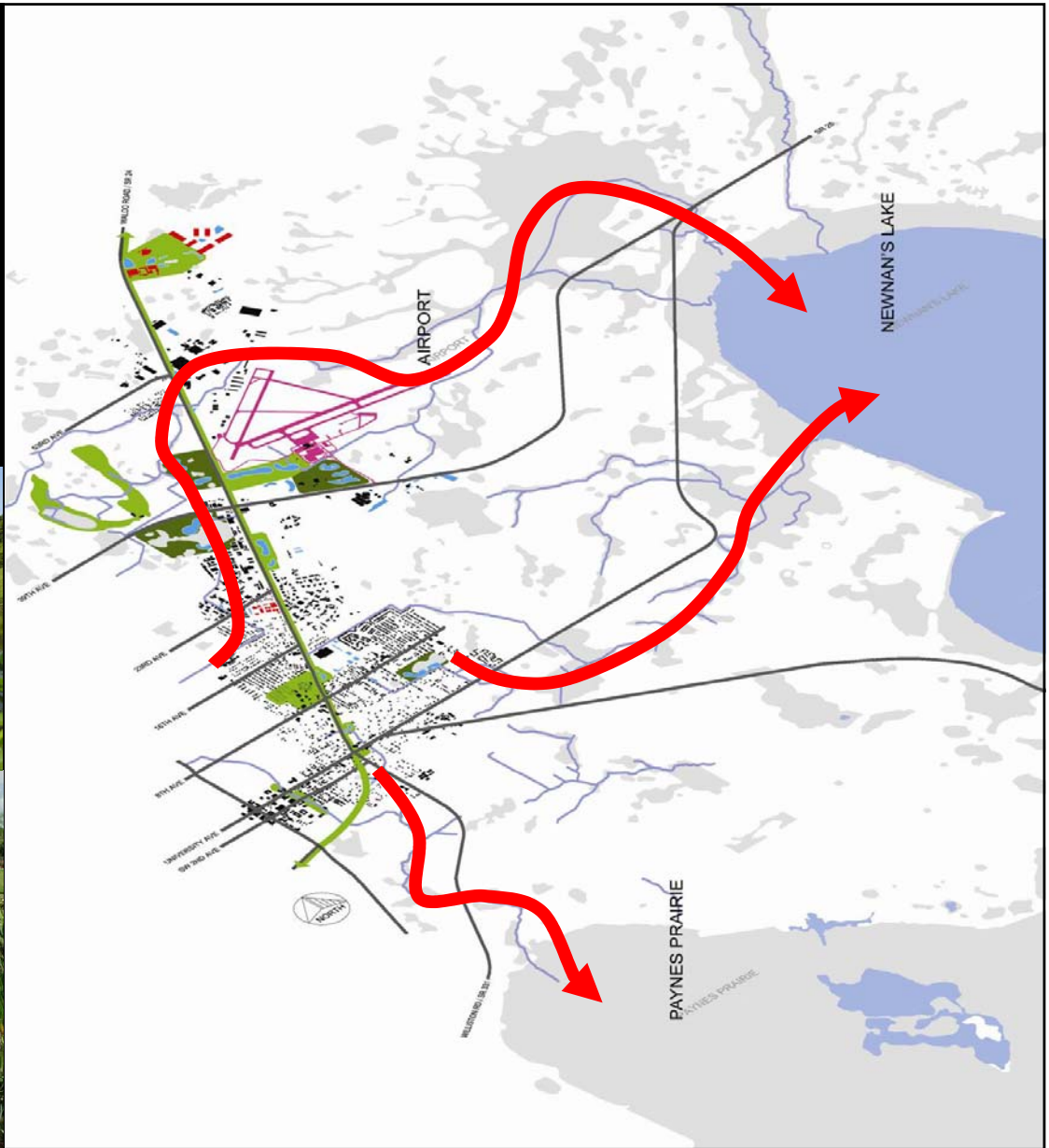
Commerce-Based Transportation

Place-Based Development

Greening the Corridor

Transportation Modality

Watershed Ecology



Commerce Based
Transportation

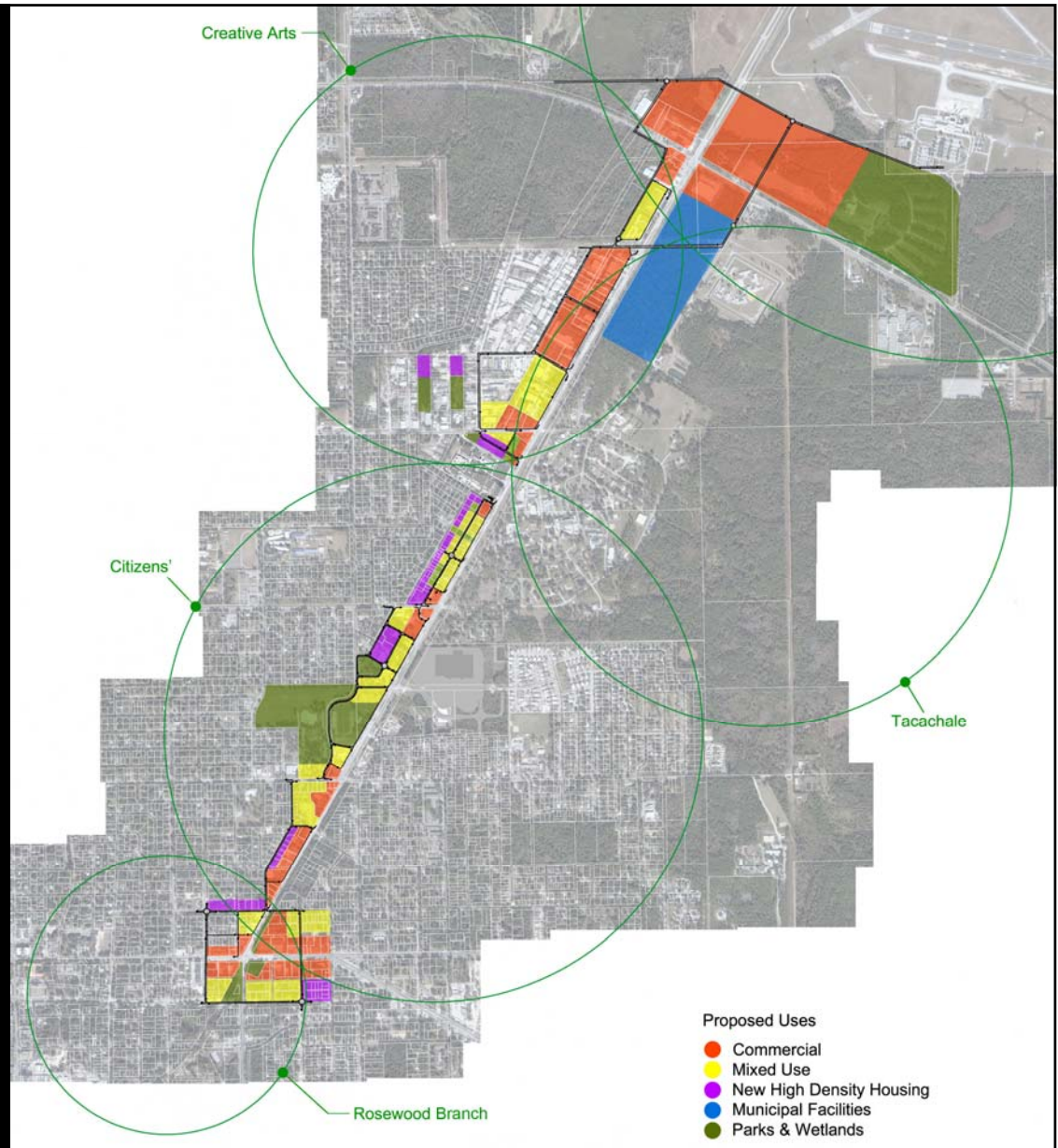
Square Back

Multi-way
Boulevard



Commerce Based Transportation

- Integrity – arterial capacity
- Visibility – commerce oriented
- Parking – street integrated
- Safety – low speed
- Pedestrian, cycle, bus, rail & auto



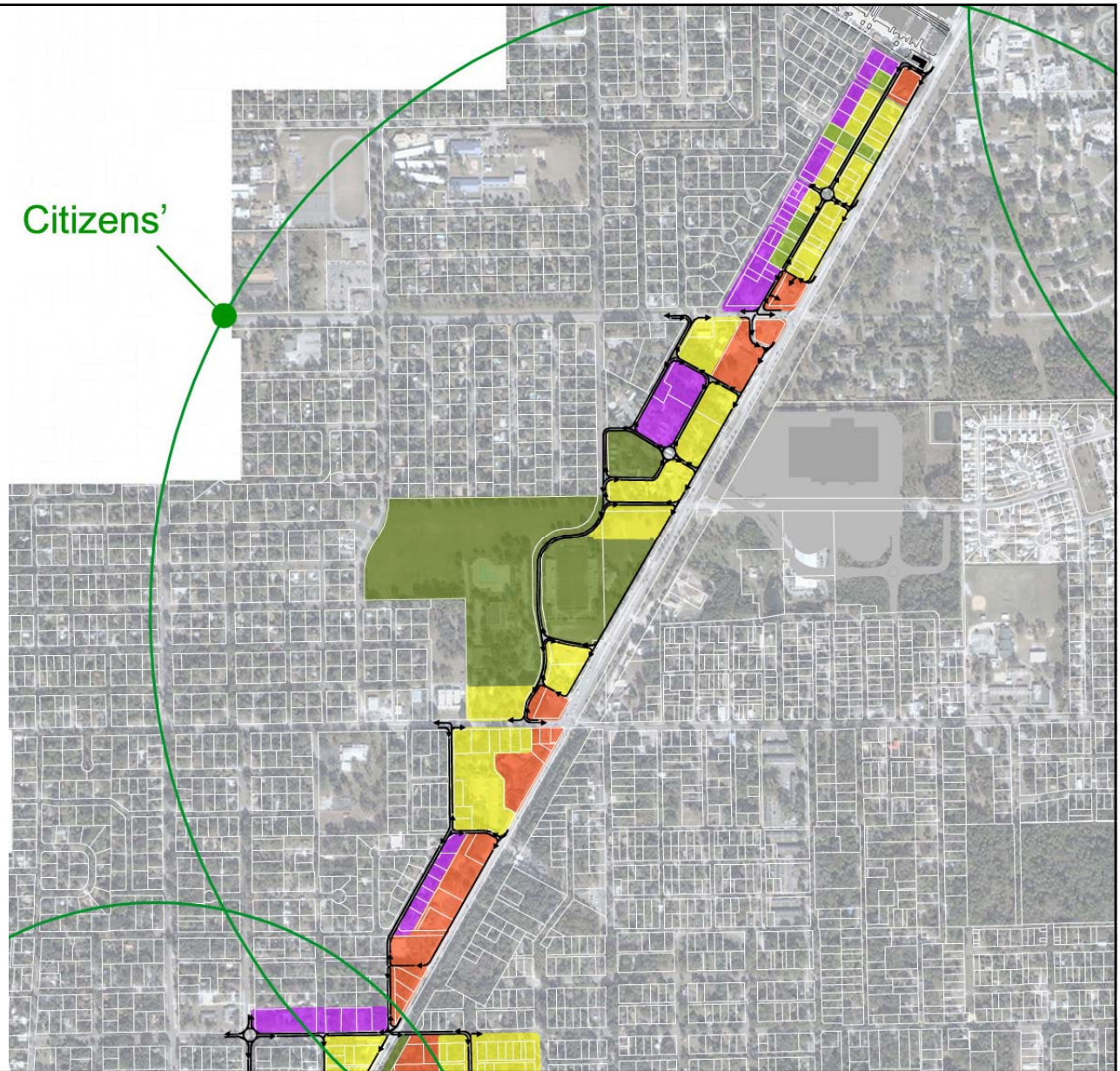
Automobile
Access

Multi-way derivative

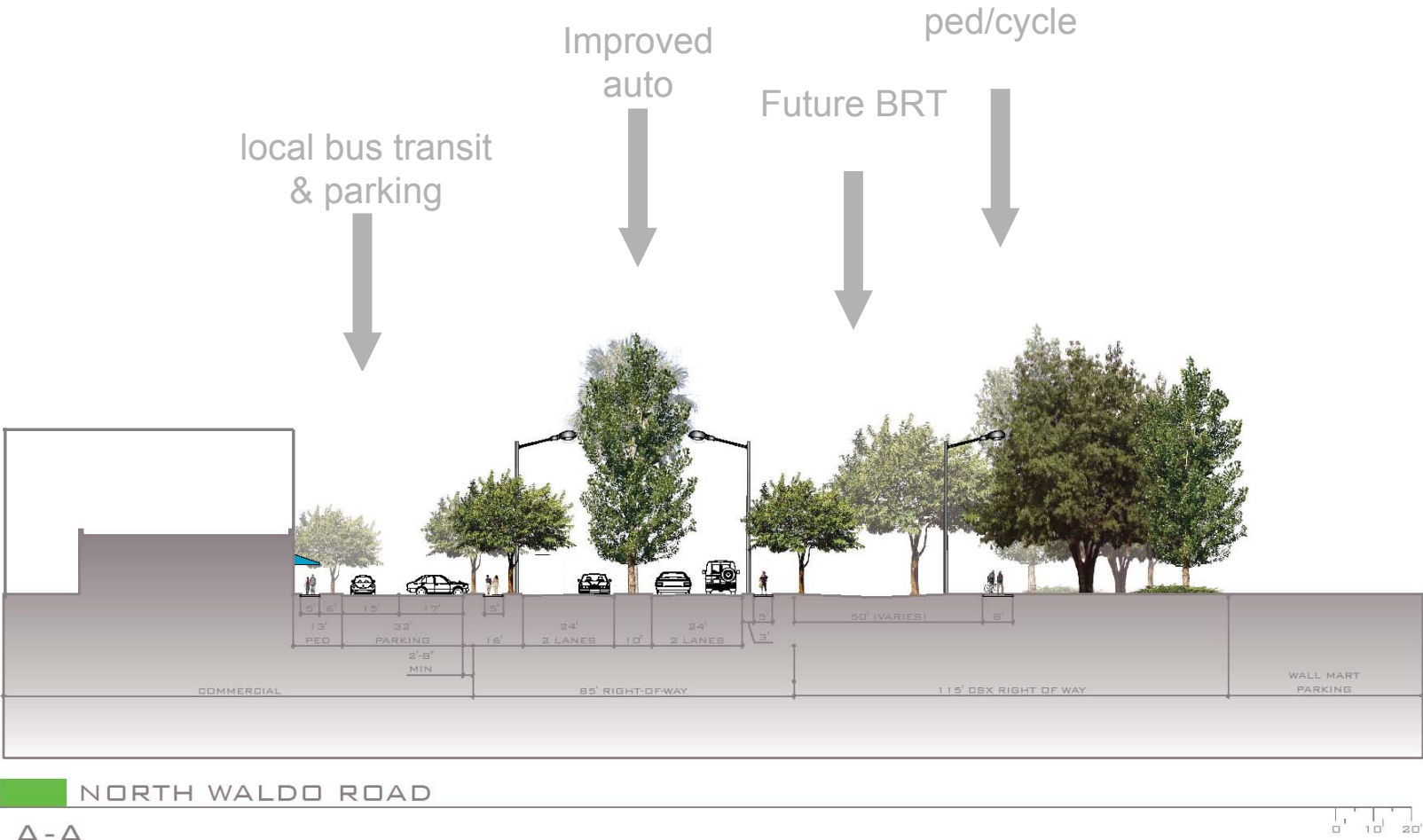
Grid connectivity

Arterial integrity

Citizens'

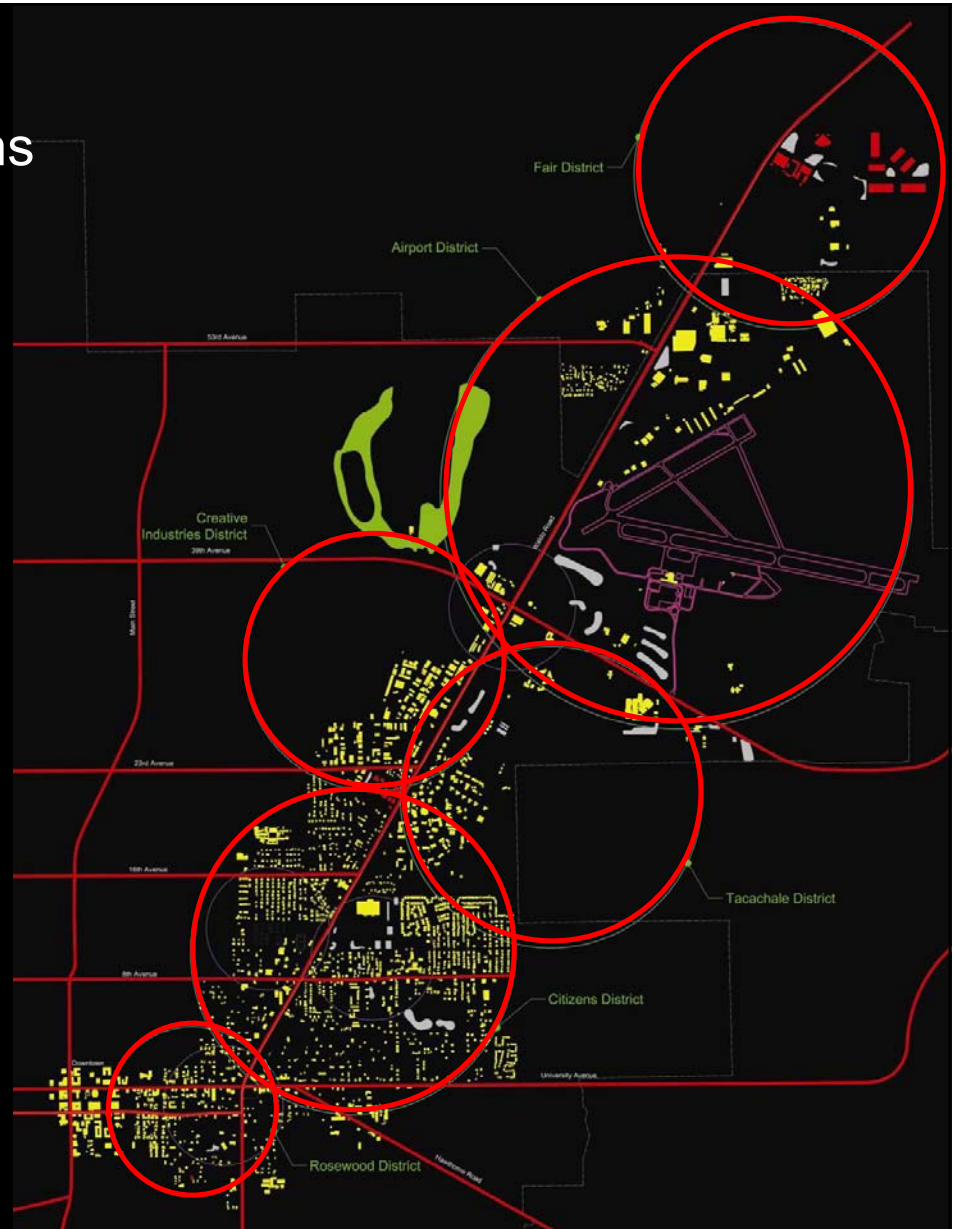


Multi-way boulevard



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

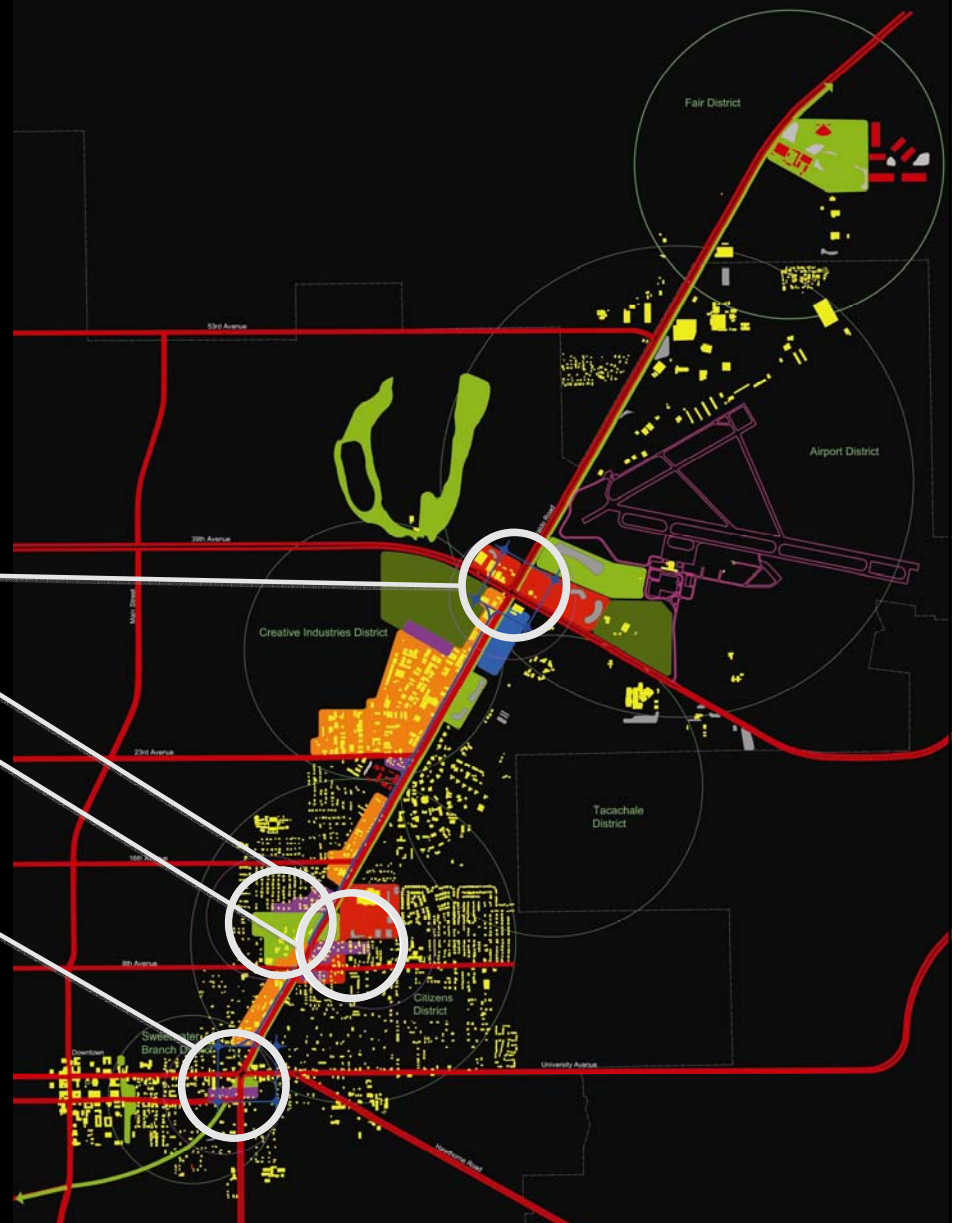
- amplify existing strengths
- rationalize new development
- improve linkages
- provide feasible transit nodes

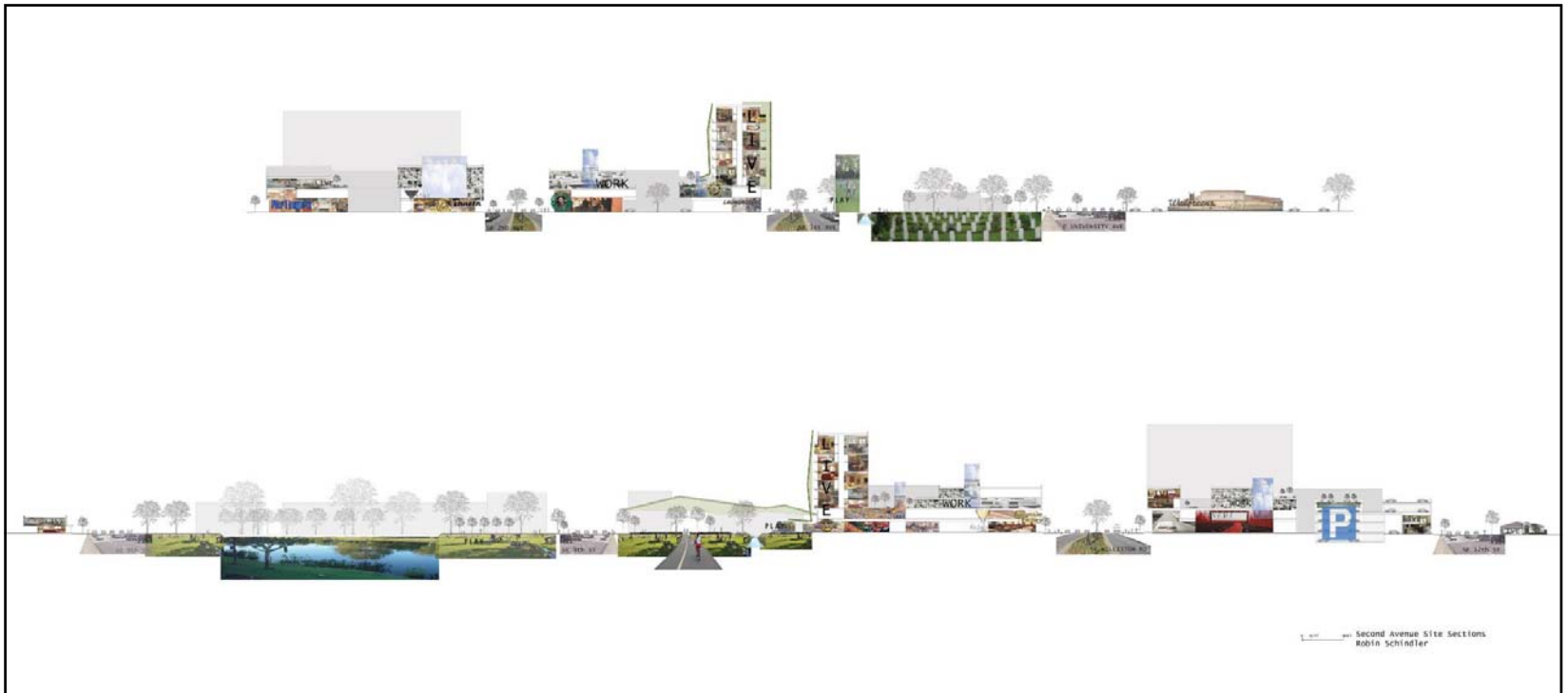
Focus Sites

- 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

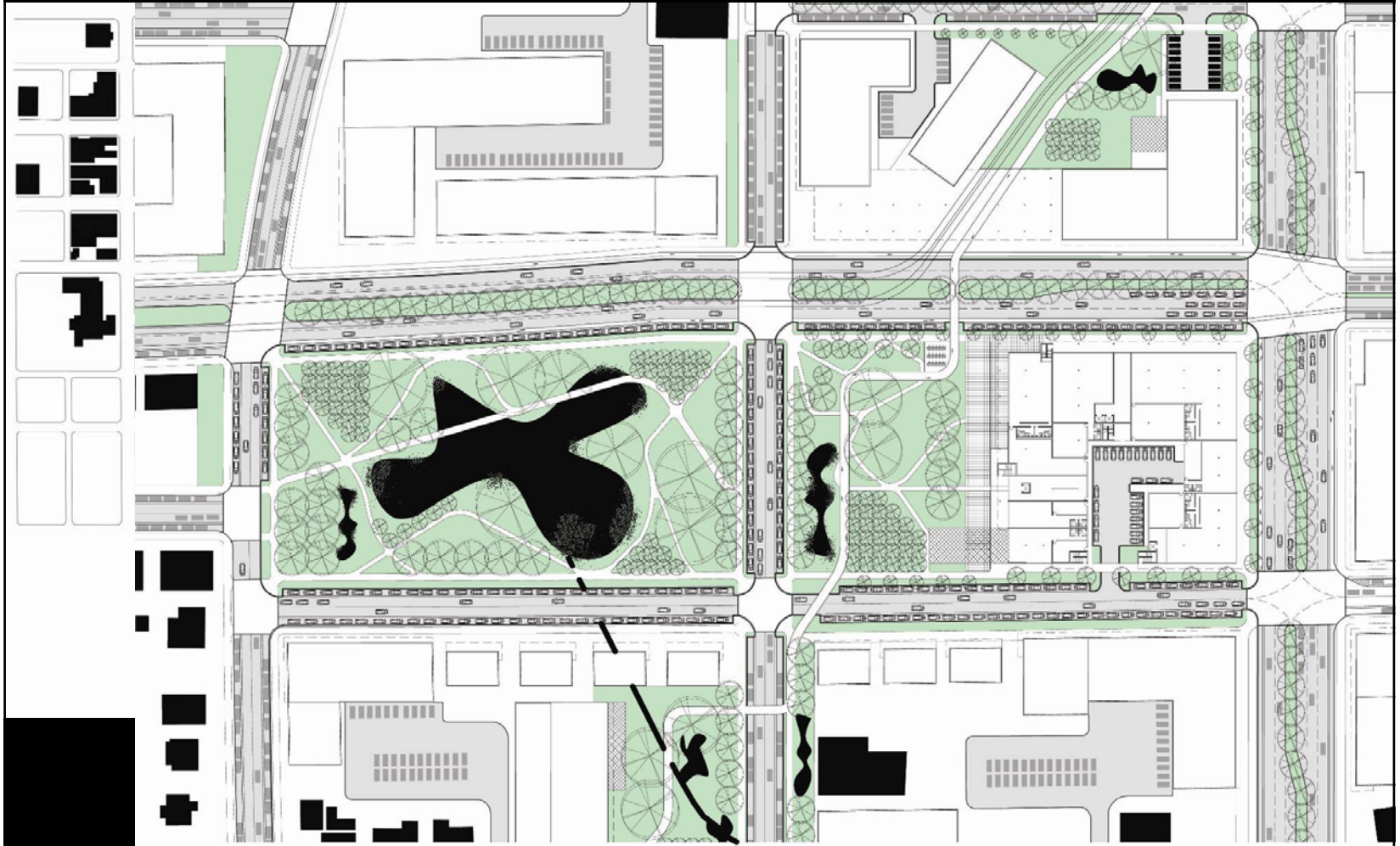




SE 2nd Ave

SE 1st Ave

University Ave



Scale: 1" = 80'-0"

Ground Floor Plan



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?)

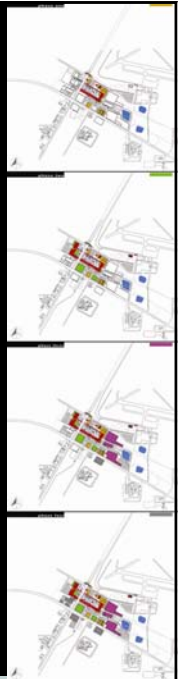
[e]merging landscapes

NE 39th Avenue

Waldo Road

Gainesville





Greening the Corridor

Connectivity & linkage

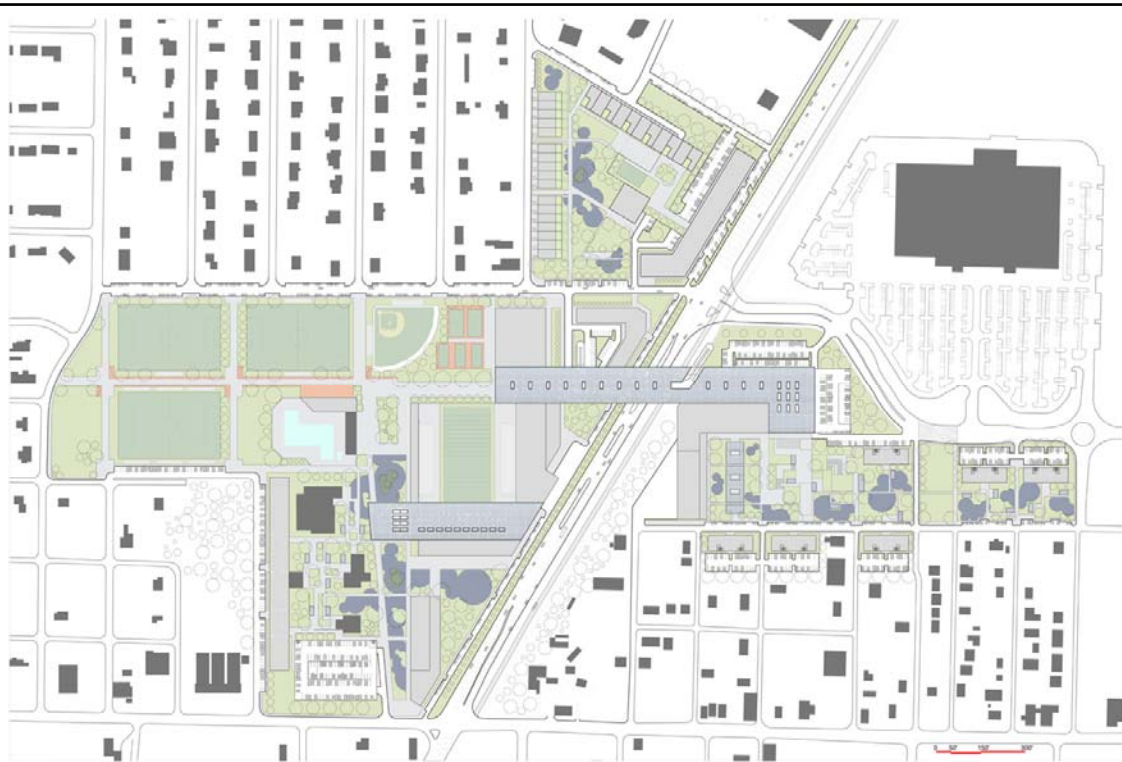
Civic Amenity

Natural ecology

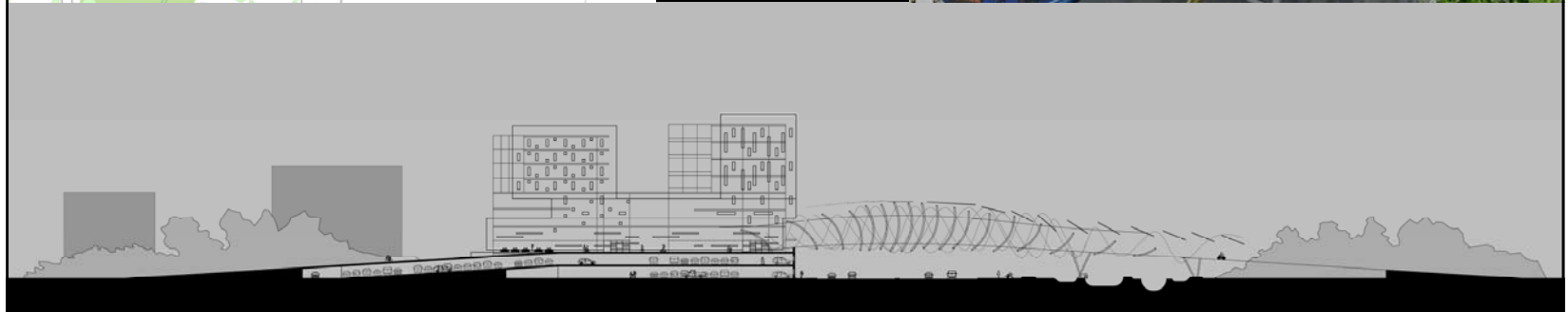
Urban ecology

Storm water infrastructure

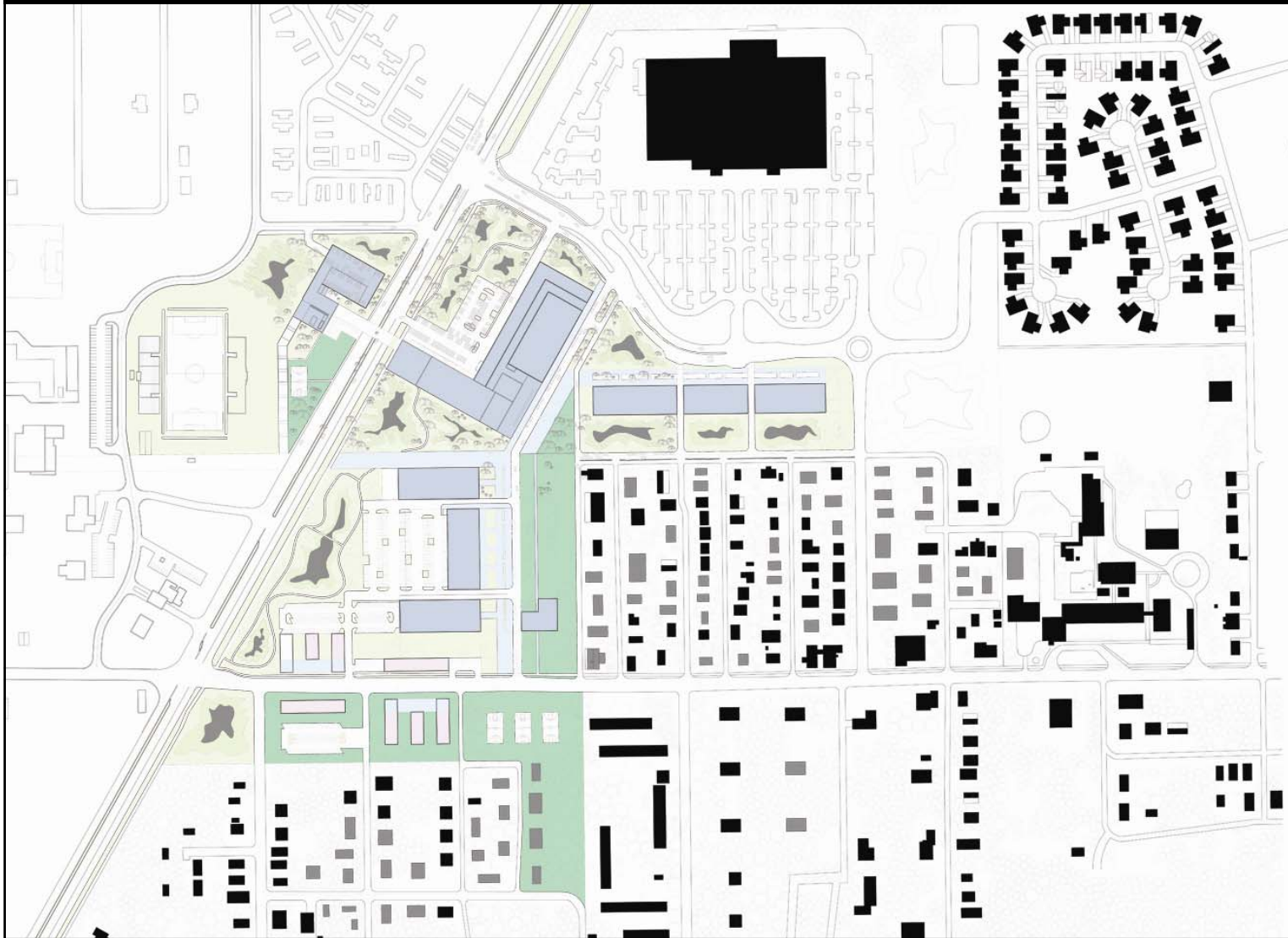




Transportation Modality



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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