

Project Overview & Structure

- The City of Gainesville recognized the need to develop a strategic plan for the Downtown area to “Develop a vibrant, alive Downtown with expanded residential and commercial opportunities”
- The Downtown Strategic Plan is Top Priority for the City Commission as identified in the City Strategic Plan: 2020-2025-2035
- A contract authorized by the City Commission with MKSK, in partnership with sub-contractors, Development Strategies and EDA, was executed in Nov. 2020, and co-funded by the GCRA and University of Florida.
- The Department of Sustainable Development, Division of Economic Opportunity and Special Projects, is the project lead.



Project Timeline



Project planning and initiation; Engagement Brief Adoption



Engagment process, existing conditions & plans review; Generation and presentation of the Draft Downtown Strategic Plan to the community, partners, and governing boards




Final Plan adoption

Recommendation of Next Steps towards Implementation

Engagement Process

- The project's Engagement Brief was approved by the General Policy Committee in April, 2021.
- Since, the project team has engaged with over 700 voices in the Gainesville community through a variety in-person and online of tools, including a community meeting, GCRA Advisory Board presentations, paper and online surveys, focus groups, one-on-one meetings, Neighbor Advisory Group meetings, in-place engagement, and reach out to minority groups and leadership.
- Detailed Engagement Summary in this meeting backup.




Help us shape the future of downtown

Downtown GNV Strategic Plan
Community Meeting 2

Wednesday, April 20 from 5 to 7 PM
(Presentation at 5:30 PM)
Bo Diddley Plaza

Activities by Guest
Community Partners



CityofGainesville.org/DowntownStrategicPlan

Today's Discussion:

Draft Downtown Analysis for Feedback

- Based on the community input and analysis of existing conditions and previous plans, the project team prepared a draft proposed Downtown Strategic Plan.
- This interim document is presented this month to the community, GCRA Advisory Board, UF leadership, project's Neighbor Advisory Group, and the City Commission for discussion and feedback.
- Today's discussion will highlight the 6 main takeaways from the community engagement, 16 ideas for Downtown GNV, and potential implementation mechanism.



Community Input & Key Take-Aways

16 Ideas for Downtown GNV

BECOME A DESTINATION

- Idea 1: Build Investment Around Local Strengths
- Idea 2: Shape Downtown Identity
- Idea 3: Create a Downtown Jewel

CONNECT THE DOTS

- Idea 4: Address & Simplify Park
- Idea 5: Prioritize Streets to Meet City Street
- Idea 6: Activate the New Water Corridor
- Idea 7: Create a Greenway Loop

STRENGTHEN THE RELATIONSHIP WITH ADJACENT NEIGHBORHOODS

- Idea 8: Connect Neighborhoods to Downtown
- Idea 9: Establish Transition Areas

INCREASE HOUSING OPPORTUNITIES

- Idea 10: Address Housing Shortage
- Idea 11: Support Affordable and Mixed Income Housing
- Idea 12: Facilitate Market Rate Housing

CREATE A SUPPORTIVE LOCAL BUSINESS ENVIRONMENT

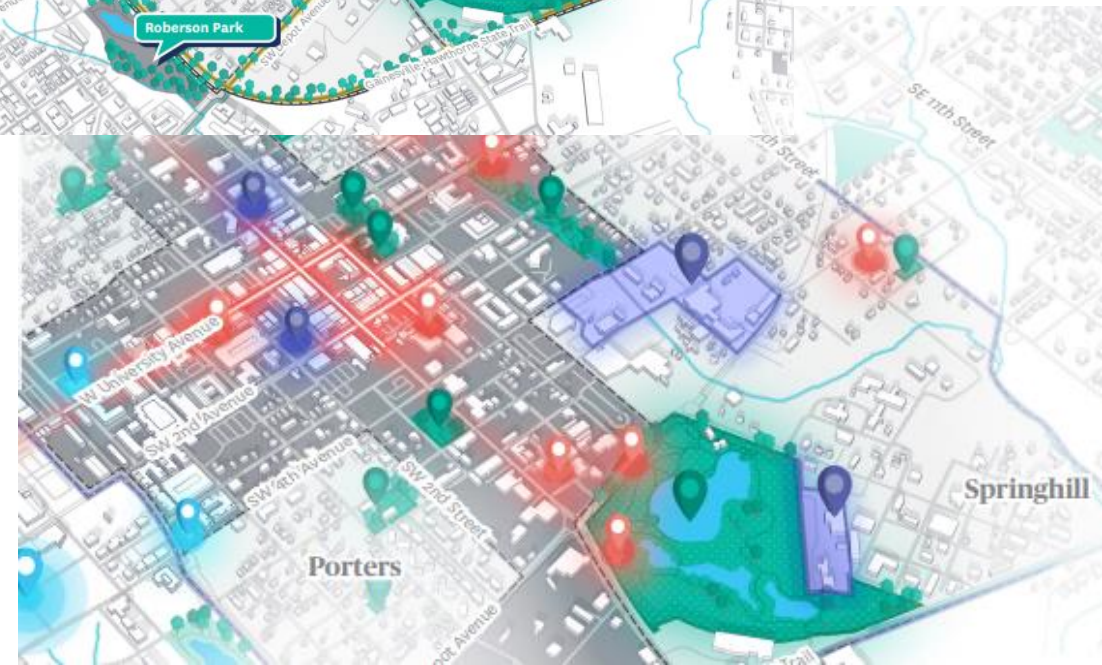
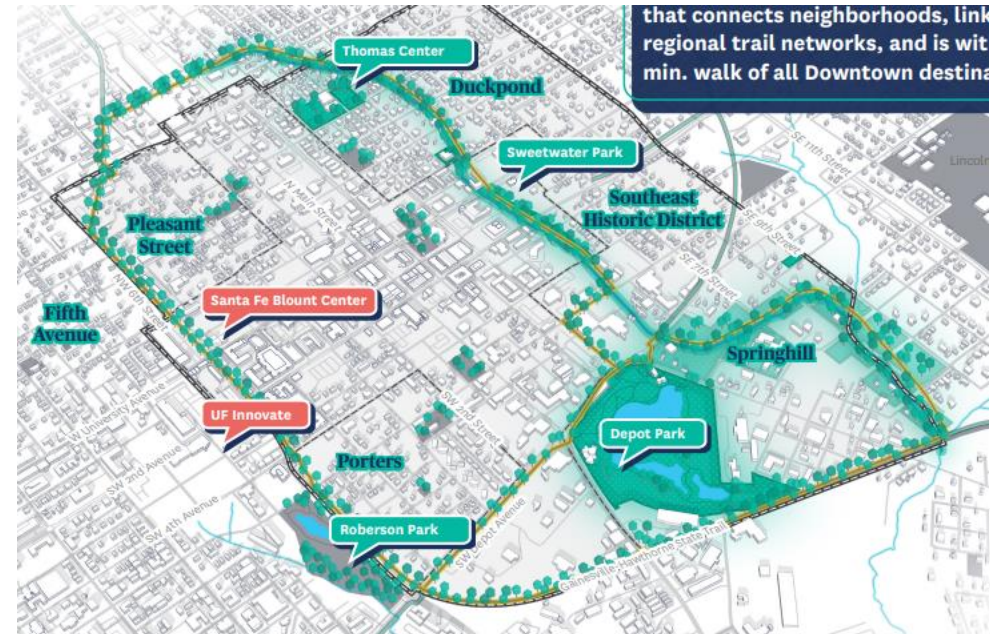
- Idea 13: Unlock Real Estate Potential
- Idea 14: Increase Direct Small Business Support

ENHANCE AND MAINTAIN DOWNTOWN

- Idea 15: Form a Place-Management Organization
- Idea 16: Continue to Build Capacity

This summer: Final Plan for Adoption

- Based on the feedback on the draft Plan and April '22 discussions, the project team will finalize the Plan and generate a list of recommended next steps for plan implementation for adoption this summer.
- This will include case studies, prioritized short- and long- term goals; recommendations for implementation strategy (organization, specific projects, potential funding and partners, etc.)



Recommendation

Hear presentation and provide feedback on the 6 community engagement takeaways, 16 ideas for Downtown GNV, and implementation considerations.