

August 4, 2022

Members of City Commission

It is our pleasure to submit the Downtown Gainesville Strategic Plan. This vision for downtown represents more than 800 Gainesville Neighbors engaged through two public meetings, online and paper surveys, a Neighbor Advisory Group, and regular updates to both City Commission and the GCRA Advisory Board. Since we met with you in April, our team has continued to refine the **16 Ideas for Downtown** in response to your feedback and the input we received from the Gainesville community. In addition, our team has crafted an action-oriented implementation strategy that builds on the community excitement and momentum garnered through this planning process.

The document you are reviewing incorporates the following questions and comments we received from City Commission members during our last update on Thursday, April 21:

- **Did the process use the City of Gainesville Engagement process methods and toolkit?**
Please refer to page 44 in the community engagement chapter (Chapter 3), where the city's Engagement Toolkit is referenced.
- **Did the plan engage those who visit downtown in the evening?**
Please see page 49 for a breakdown from survey respondents on when they visit downtown/what do they do downtown to see a cross section of engagement respondents.
- **There is a need for downtown management organization/downtown BID**
Please see Ideas 15 and 16, on pages 114 and 118, for information about starting a downtown place management organization and for information about groups across the country, including Jacksonville and Miami.
- **What are potential next steps on the "Streatory," and the walkability of downtown streets in general?**
Please see Idea 8 on page 84 for recommendations on priority corridors, including South 1st Avenue.
- **Please provide affordable housing and market rate housing recommendations.**
Please refer to the "Increase Housing Opportunities" section starting on page 88 for Ideas 10, 11, and 12.
- **Please provide strategies for getting more businesses downtown.**
Please refer to the "Create a Supportive Local Business Environment" section starting on page 100 for Ideas 13 and 14.
- **Please refer to the "Porters" neighborhood through its full name of "Porters Quarters."**
Changed throughout the entire document.
- **Address the Downtown Experience.**
Please refer to the "Become a Destination" section starting on page 60 for Ideas 1, 2, and 3 with detailed recommendations.
- **Address parking strategies.**
See Idea 4 on page 74 for detailed recommendations.
- **Address the potential of Sweetwater Park, Sweetwater trail and Greenway Loop and how that connects neighborhoods and connects to local stories and history:**
See Ideas 3 (page 68), Idea 6 (page 78), and Idea 7 (page 80) for detailed recommendations.

- **How does this plan advance sustainability goals?**

This plan advances citywide sustainability efforts by encouraging a walkable and multi-modal downtown (Connect the Dots, page 72) built around quality open spaces and green corridors (Idea 3 on page 68, Idea 6 on page 78, and Idea 7 on page 80).

Our team looks forward to your consideration and support as we work toward making this vision for downtown a reality.