Downtown Gainesville
Strategic Plan

Stakeholder Focus Groups

Team Introductions

MKSK — Urban Design & Planning Firm Solving The Complex Issues of City Life for the Common Good

DEVELOPMENT STRATEGIES® — National Experts in Real Estate, Economic Development, & Public Policy

eda consultants · inc. — Community Focused Planners, Engineer & Urban Designers SBE Minority Owned Business with a 40-year Commitment to Gainesville

Timeline

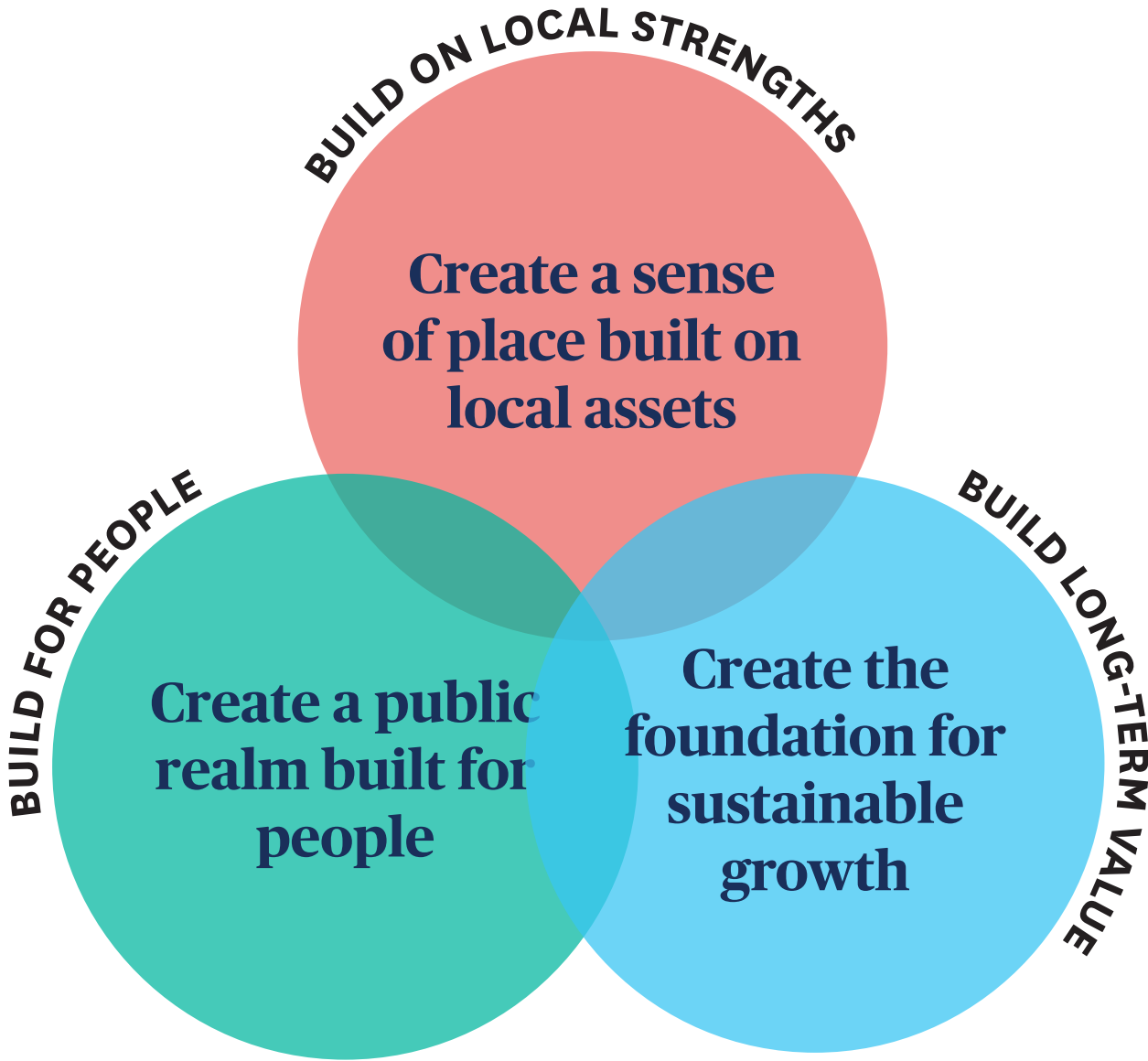| TASK 1 **Build on Local Strengths** Community Assets & Opportunities				TASK 2 **Build For People** Framework for Economic Opportunity & District Development				TASK 3 **Build Long-Term Value** Catalytic Projects & Value Capture		
▶ 2021							▶ 2022			
June	July	August	September	October	November	December	January	February	March	April

Our Approach

BUILD ON LOCAL STRENGTHS

Create a sense of place built on local assets

BUILD FOR PEOPLE

Create a public realm built for people

BUILD LONG-TERM VALUE

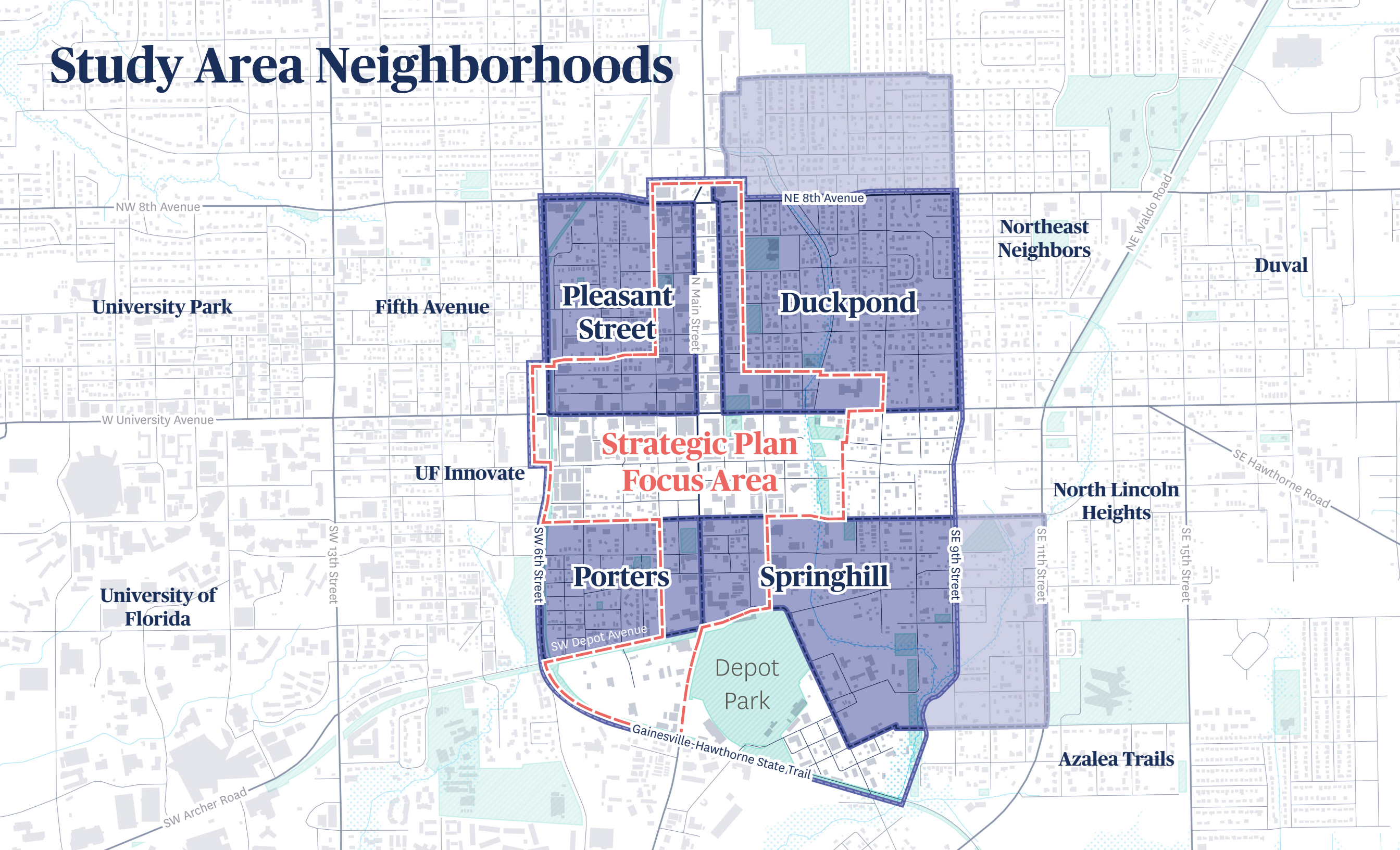**Create the foundation for sustainable growth**

Purpose of the Downtown Strategic Plan

The Downtown Strategic Plan will consider the past, present, and future of Downtown and its surrounding neighborhoods, and strategically outline opportunities, preserve what makes downtown special, and move downtown forward for the next decade.

City Strategic Plan: Vision 2035
Principle 6: Alive/Vibrant Downtown

Choice of a variety of residential opportunities – types and price points

Successful locally owned retail businesses

Destination for 18/7 living, working and experiencing

Equitable development in adjacent neighborhoods

Community gathering places to hangout or to have events and festivals

Well-designed, well-maintained and attractive landscaping and buildings

Additional "mid-rise" mixed-use buildings providing office and residential opportunities

Neighbors and guests feeling safe with a well-lighted Downtown

Diverse mix of small locally owned retail, national retailer and entertainment/unique experienced-based businesses

Study Area Neighborhoods

Pleasant Street

Duckpond

N Main Street

NE 8th Avenue

Northeast Neighbors

Duval

University Park

Fifth Avenue

W University Avenue

UF Innovate

Strategic Plan Focus Area

North Lincoln Heights

SE Hawthorne Road

SW 13th Street

Porters

Springhill

SE 9th Street

SE 11th Street

SE 15th Street

University of Florida

SW 6th Street

SW Depot Avenue

Depot Park

Azalea Trails

Gainesville-Hawthorne State Trail

SW Archer Road

Today: Stakeholder Focus Groups

We are meeting with...

Neighborhood Leadership: Downtown, Porters, Duckpond, Springhill/Power District, Pleasant Street

Educational Institutions

Downtown Businesses

Emerging Leaders

Former Downtown Business Owners

Hospitality

Social Services

Development and Real Estate

Arts and Culture

Academic and Practicing Professionals

Today's Meeting: How to Participate

Leave a message in the chat, or respond to others' messages in the Zoom chat.

Share your experiences with the group, either by speaking up or raising your hand via Zoom.
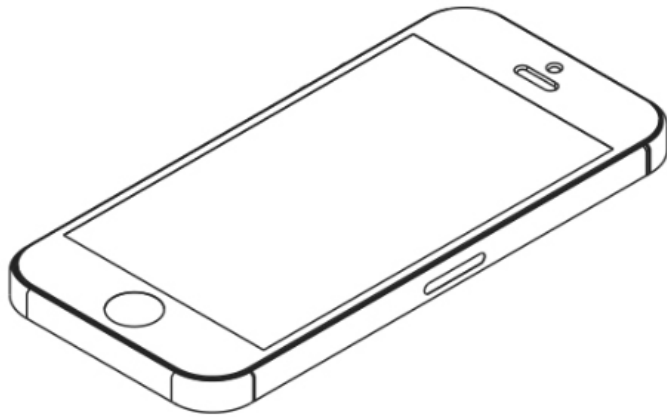
Respond to an interactive poll on the screen by going to menti.com on your smartphone or on a separate window in your browser.

cityofgainesville.org/downtownstrategicplan

Visit our project website to learn more about the plan and take an online survey. Please share with your contacts!
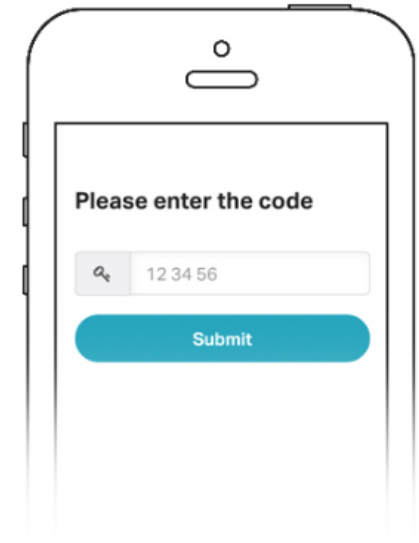
Interactive Polling

Enter code
on the screen

1

Grab your phone or open a browser window

2

Go to **www.menti.com**

www.menti.com

3

Enter the code on the screen and vote!

Please enter the code

12 34 56

Submit