

DOWNTOWN GAINESVILLE STRATEGIC MASTER PLAN



Project Introduction

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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



Community Focused Planners, Engineer & Urban Designers
SBE Minority Owned Business with a 40-year Commitment to Gainesville



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Approach

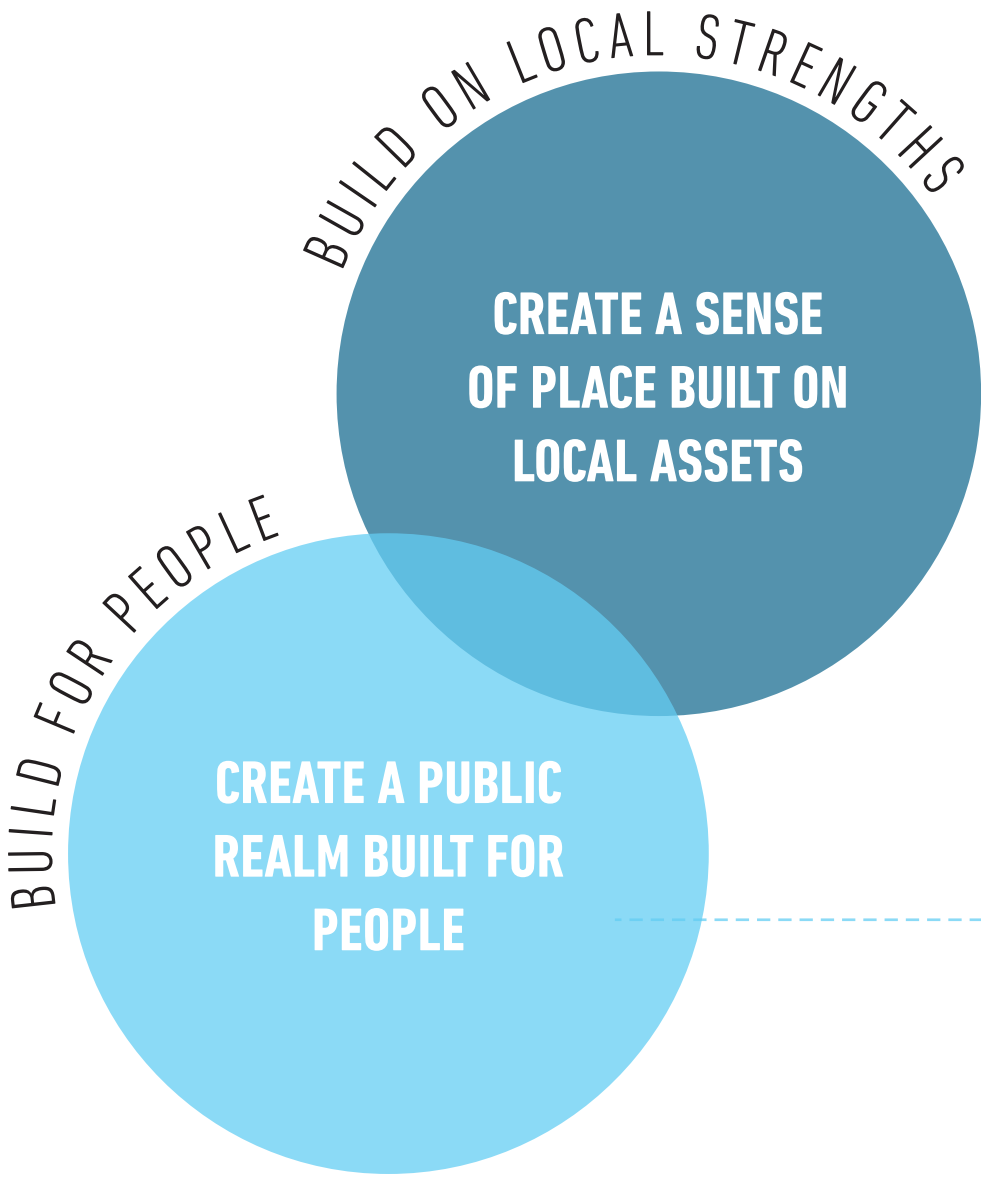
MKSK Approach

BUILD ON LOCAL STRENGTHS

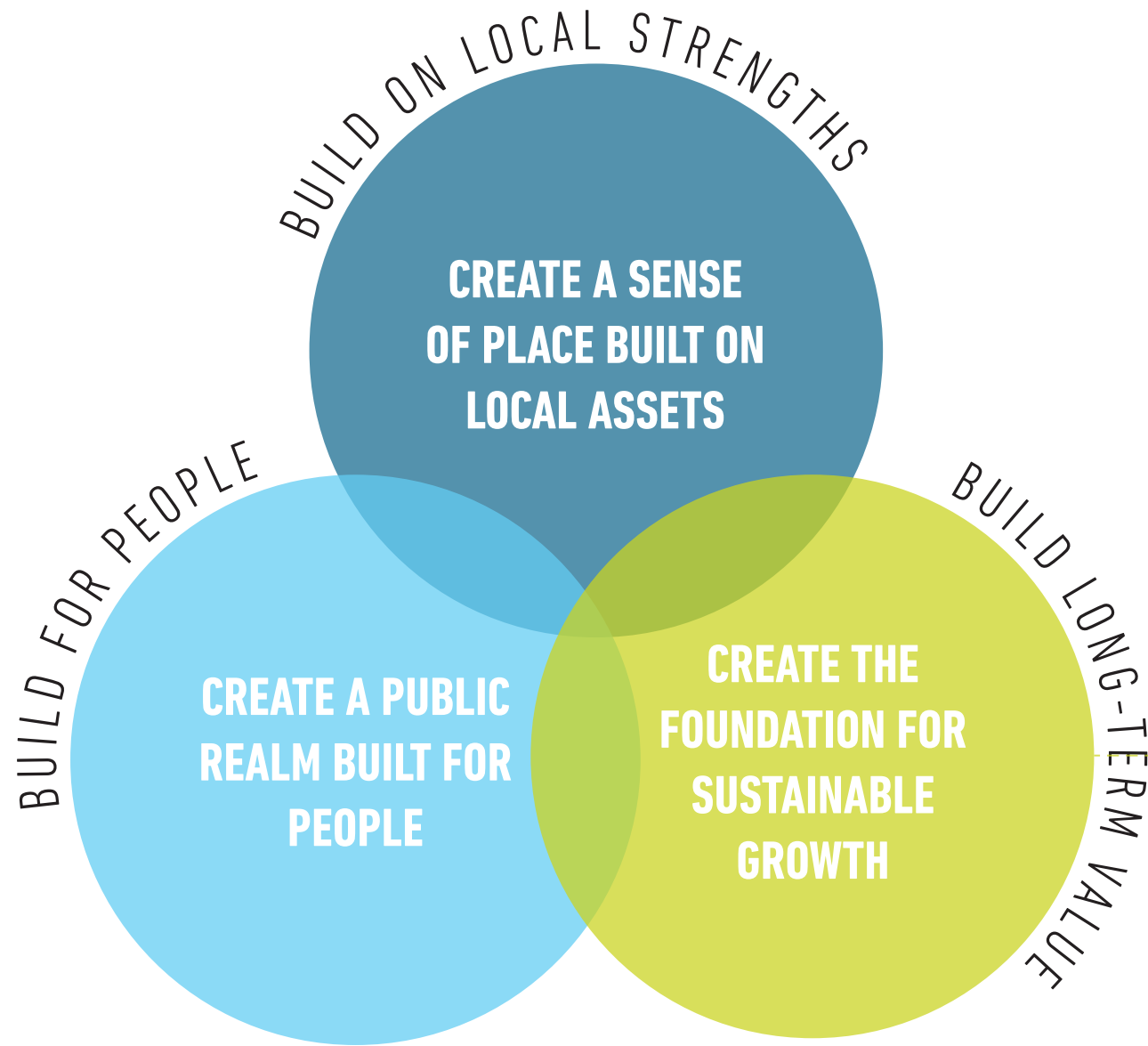
CREATE A SENSE OF PLACE BUILT ON LOCAL ASSETS



MKSK Approach



MKSK Approach



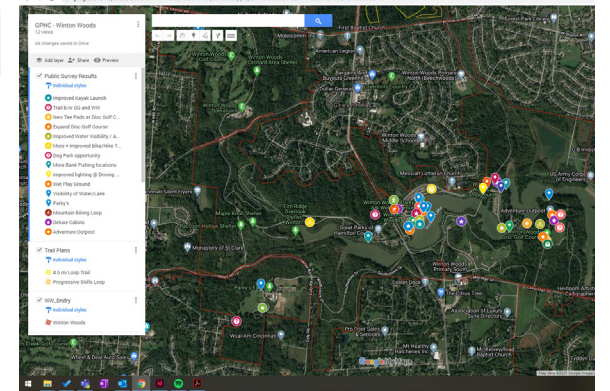
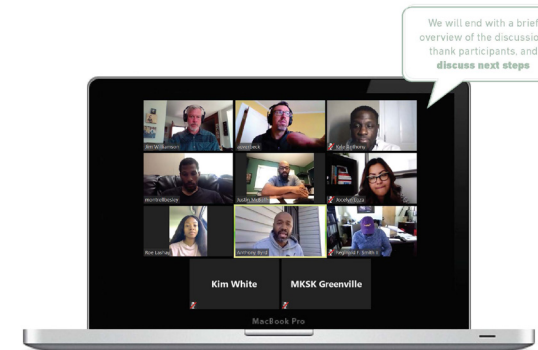
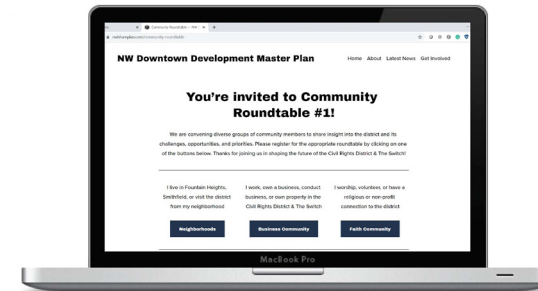


**Community
Engagement**

In-Person Community Engagement



Online Engagement & Social Distancing



Virtual Public Meeting #1 Summary

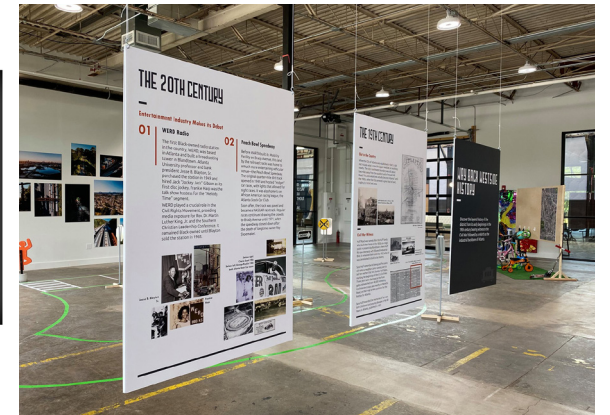
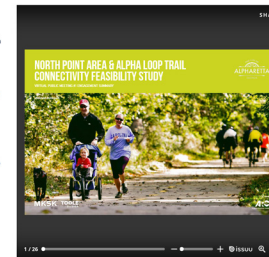
Thank you to everyone who participated in our first Virtual Public Meeting for the North Point Area & Alpha Loop Trail Connectivity Feasibility Study!

We had hundreds make their voice heard by participating in the online exercises below and many more than that take the time to advocate themselves about this study and help spread the word! If you continue to see what arguments need to say, follow this link to browse a summary of the input collected to date!

Next, the Planning Team will take everyone's ideas and translate them into a shared vision for this critical connection. Once the vision is established, they will develop a series of strategies and design recommendations to make that vision a reality!

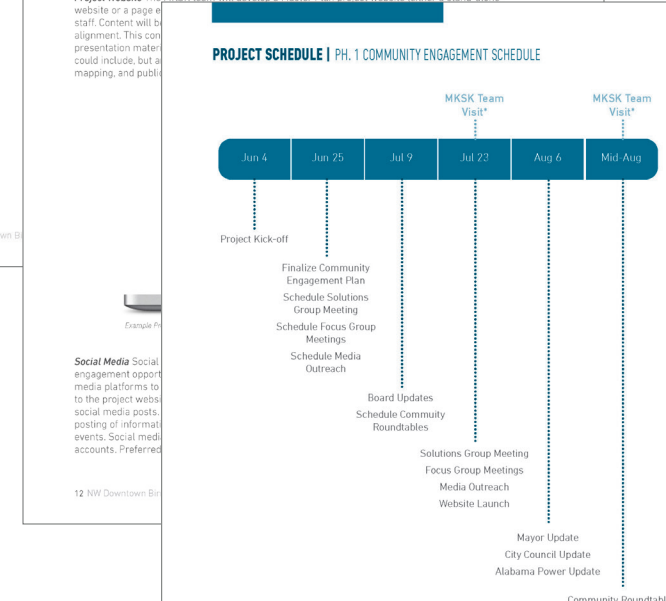
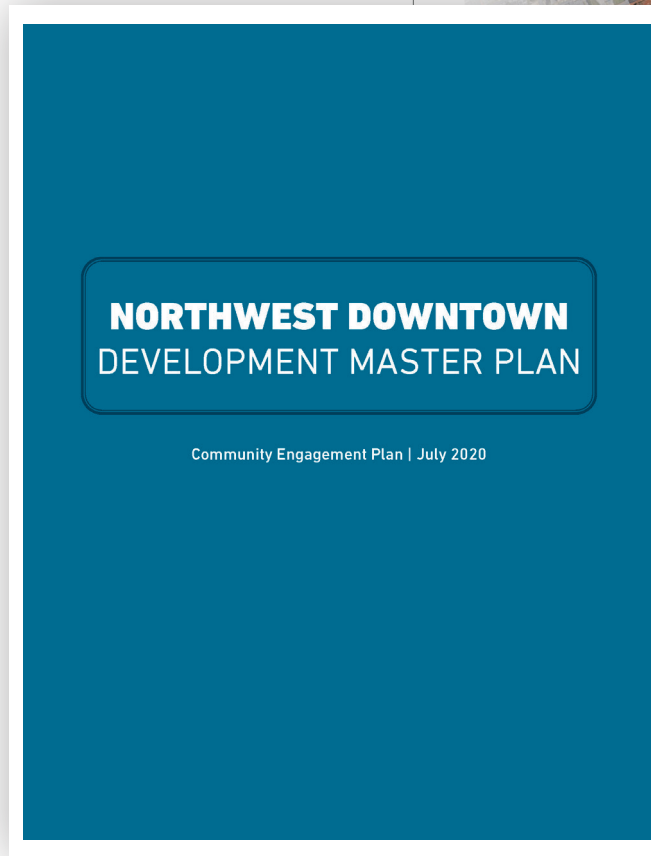
We will be back to share the vision, strategies, and recommendations this summer, so please stay tuned and stay involved!

[Download the Summary](#)



Community Driven Process

A **community engagement strategy brief** will be developed to document the overall stakeholder engagement framework, anticipated activities, schedule, and materials to be produced.



*Pending local health and safety conditions

Plan Alignment

- City of Gainesville Strategic Plan
- GCRA 10 Year Reinvestment Plan
- Community Redevelopment Plan
- University of Florida Plans:
Strategic Development Plan
Campus Framework Plan
Campus Master Plan
- Key Projects Underway
- Recently Completed Projects



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



Immediate Next Steps

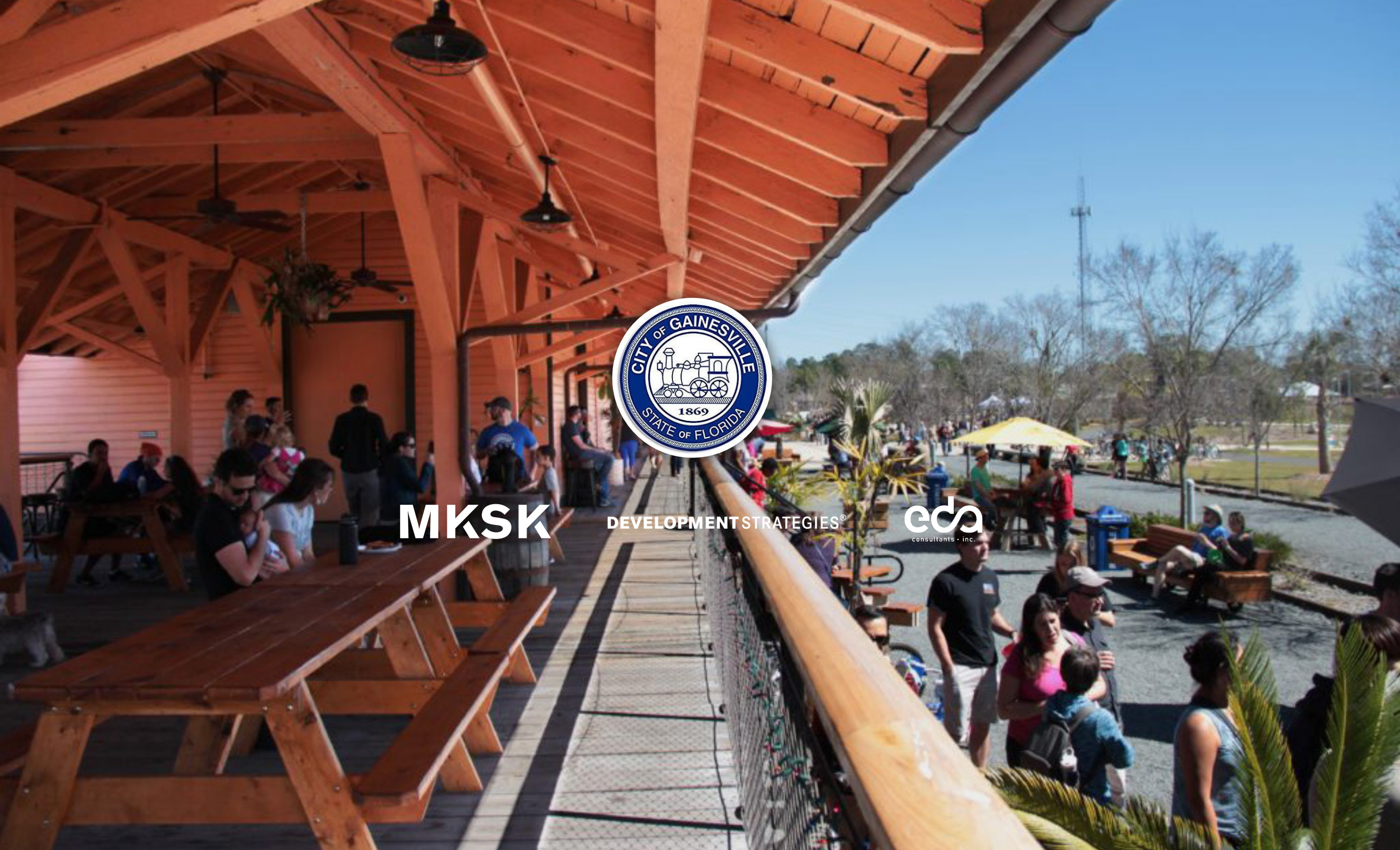
December & January

- **Project Introduction**
- **Site tour**
- Information and data gathering
- Develop Community Engagement Brief

January - March

- Brief City Commission
- Solutions Group Kick Off
- Stakeholder and Community Roundtables
- Online Engagement Launch





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