

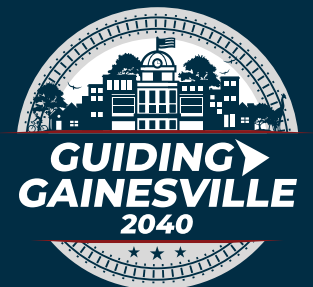


LET'S SHAPE OUR FUTURE TOGETHER

Public Workshop

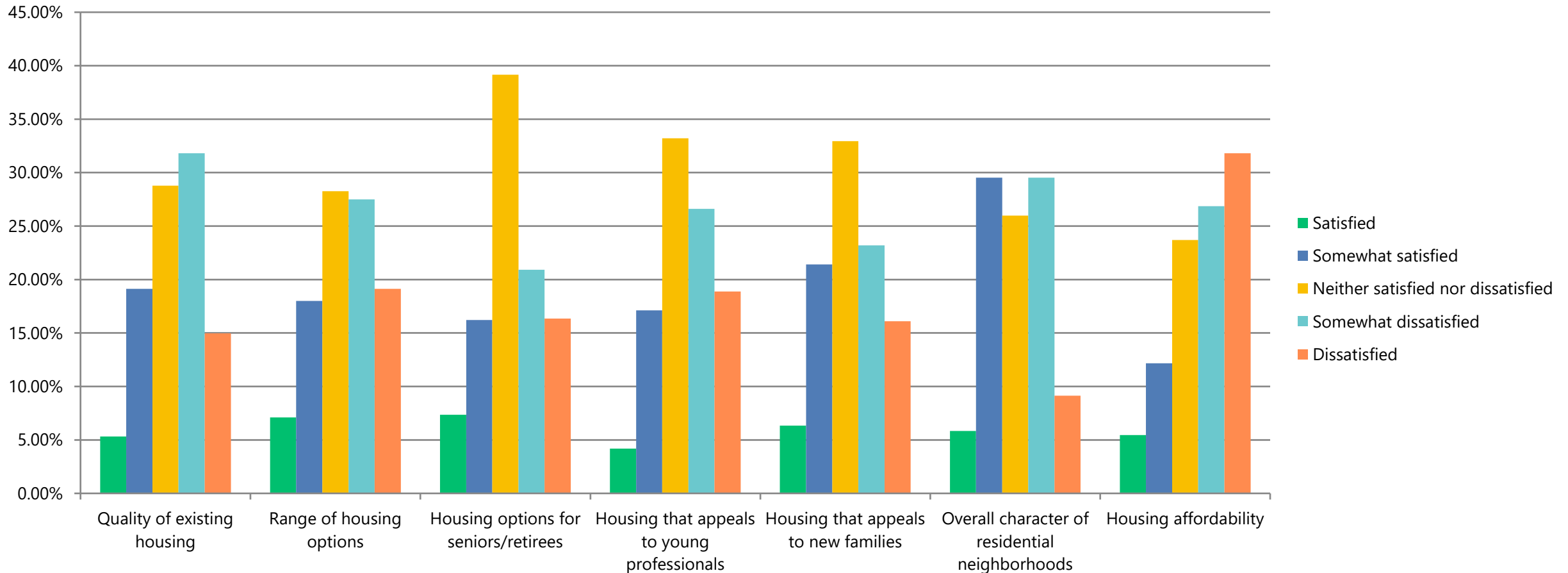


EXISTING HOUSING CONDITIONS



Housing Perspectives

Thinking about existing housing and residential areas, please rate your level of satisfaction in each of the following categories.



Concerns expressed by Gainesville residents...

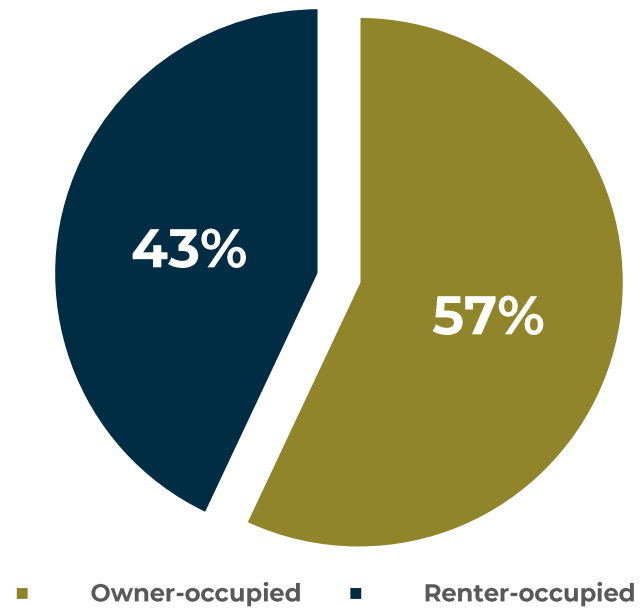
- 57% of respondents expressed mixed-used development (possibly containing residential) as a positive

Neighborhood Improvements:

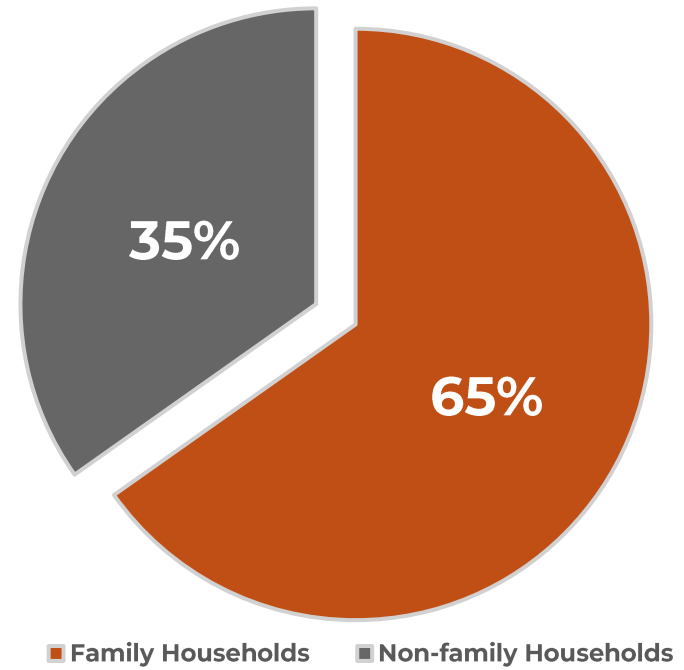
- Better street lighting 52.34%
- Improved sidewalks 58.56%



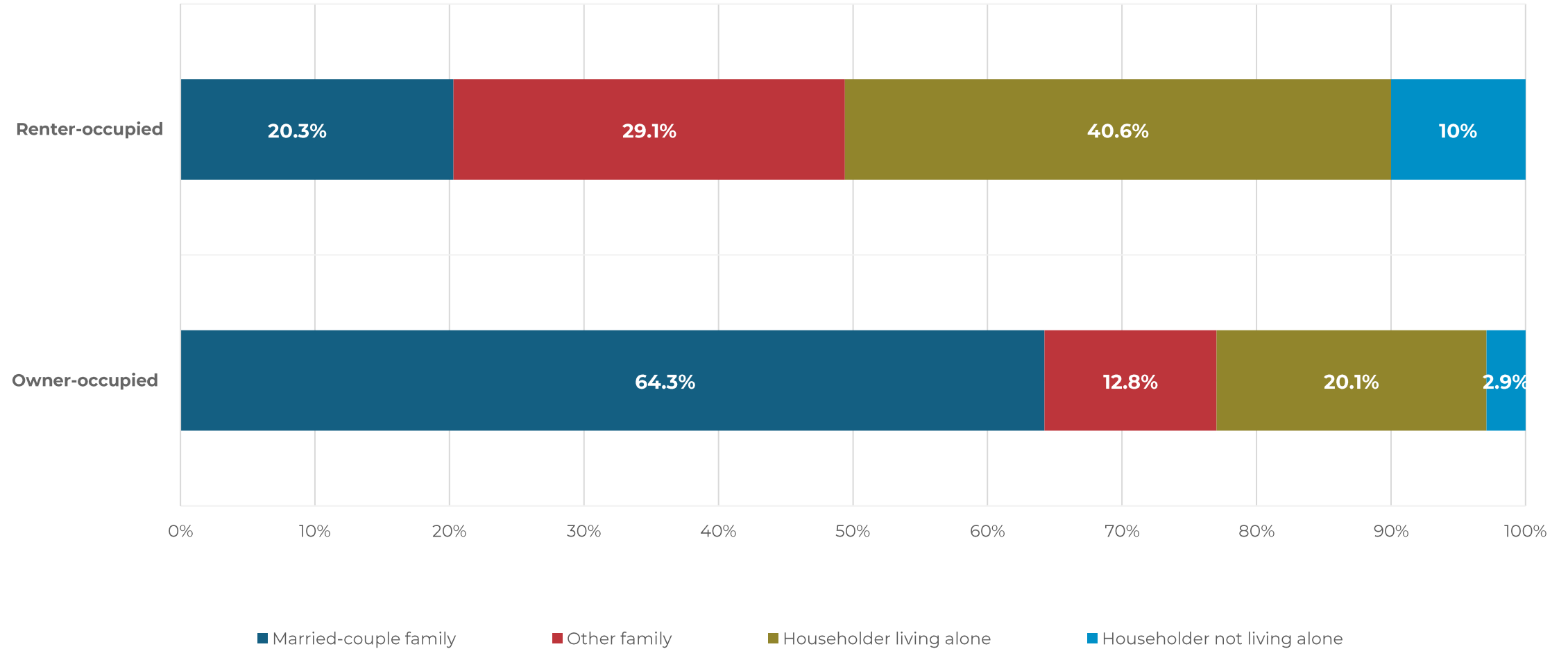
**Owner/Renter
Household Composition**



Household by Type



Percent by Household Type



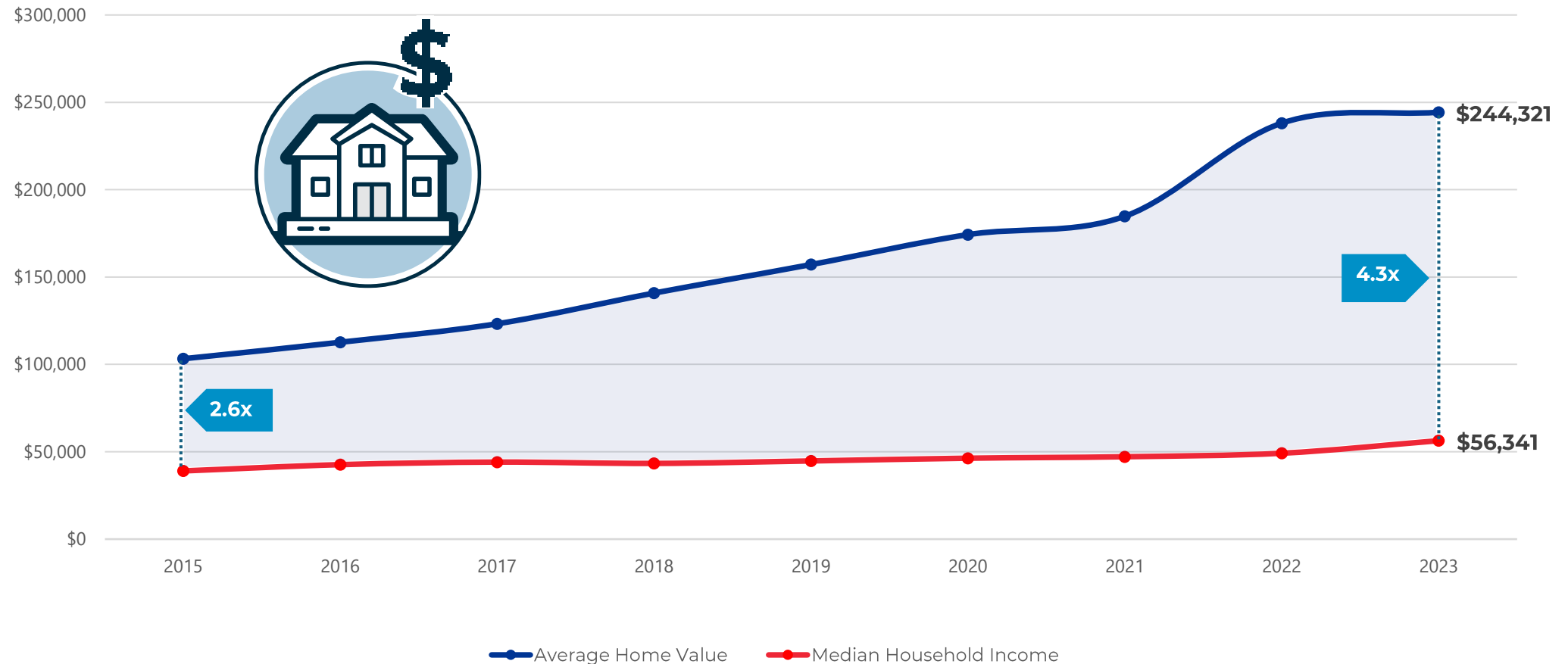
Source: Census Bureau, Occupancy Characteristics, 2023

Other family includes people living with extended relatives, such as aunts, uncles, cousins, or grandparents.

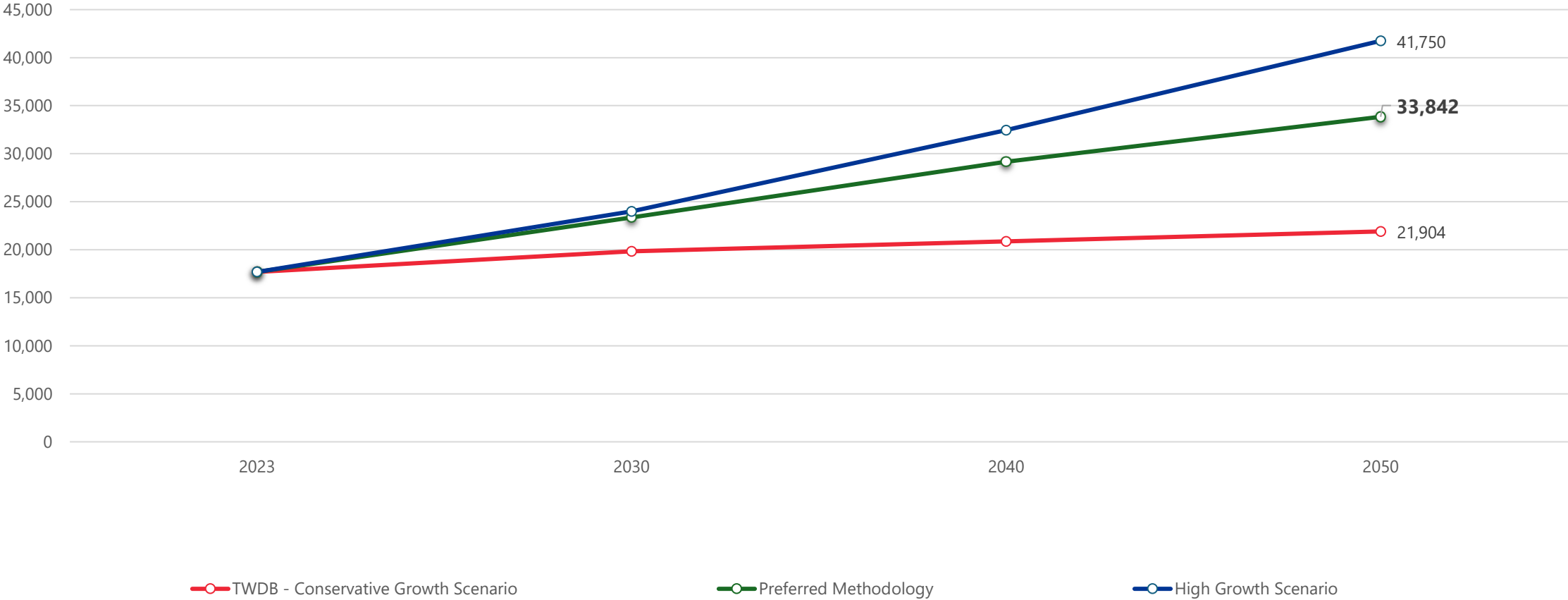
Householder not living alone means someone living with nonrelatives, like roommates or friends.

Home Value To Income Gap

Average Home Value vs. Median Household Income



City of Gainesville Population Projections 2050



Source: Census Bureau, ACS 5-Year Estimates Population, 1950-2023; Census Bureau, Cooke County, Net Migration Rates, 2010-2023; Texas Department of State Health Services, Gainesville Birth and Death Statistics, 1950-2020

HOUSING RECOMMENDATIONS



Housing Pairing Recommendations

Aspiration X: Supporting Quality Growth

Objective: Expand housing development to ensure accessible, livable options for all residents.

1.X.X Update City zoning and subdivision ordinances to create sustainable and resilient development.

2.X.X Update the City's zoning ordinance to create a new mixed-use zoning district and apply it between I-35 Frontage Road and Culberson Street, from Highway 82 and Downtown.

2.X.X Create and adopt a clear, user-friendly set of city-wide design guidelines to support predictable, efficient, and high-quality development outcomes

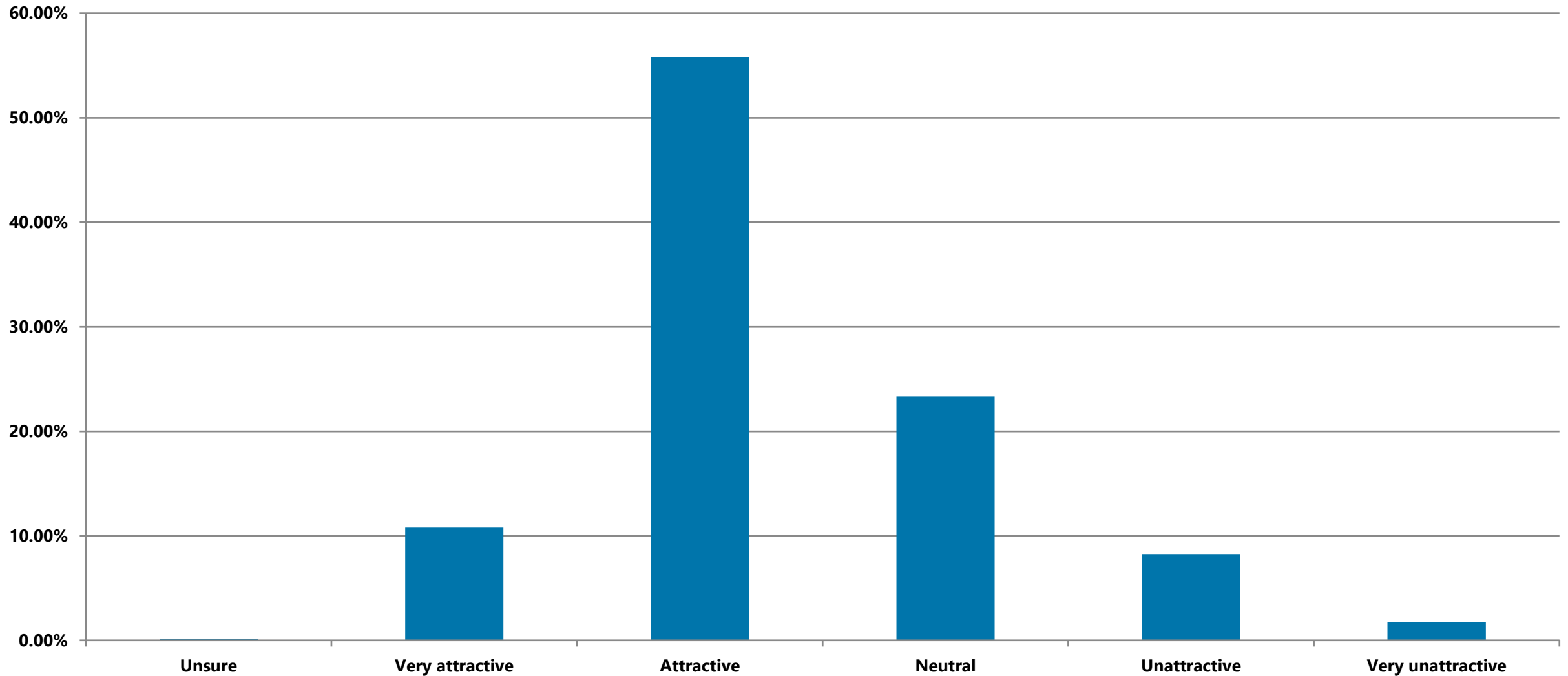
3.X.X Implement the priority capital projects identified in the City's Water Master Plan

3.X.X Prioritize and fund the replacement and upgrading of critical stormwater drainage infrastructure based on the Cooke County Hazard Mitigation Action Plan.

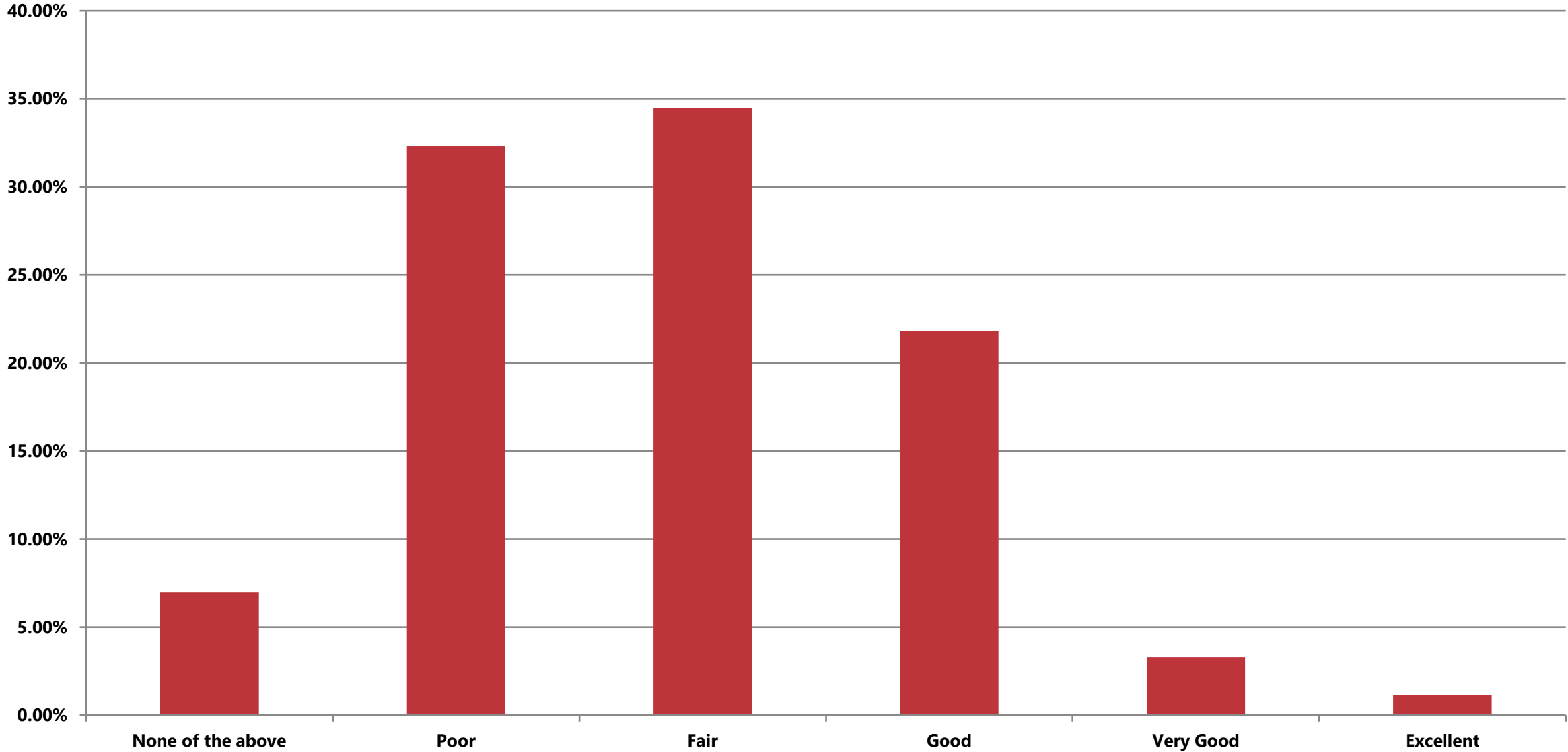
DOWNTOWN REVITALIZATION



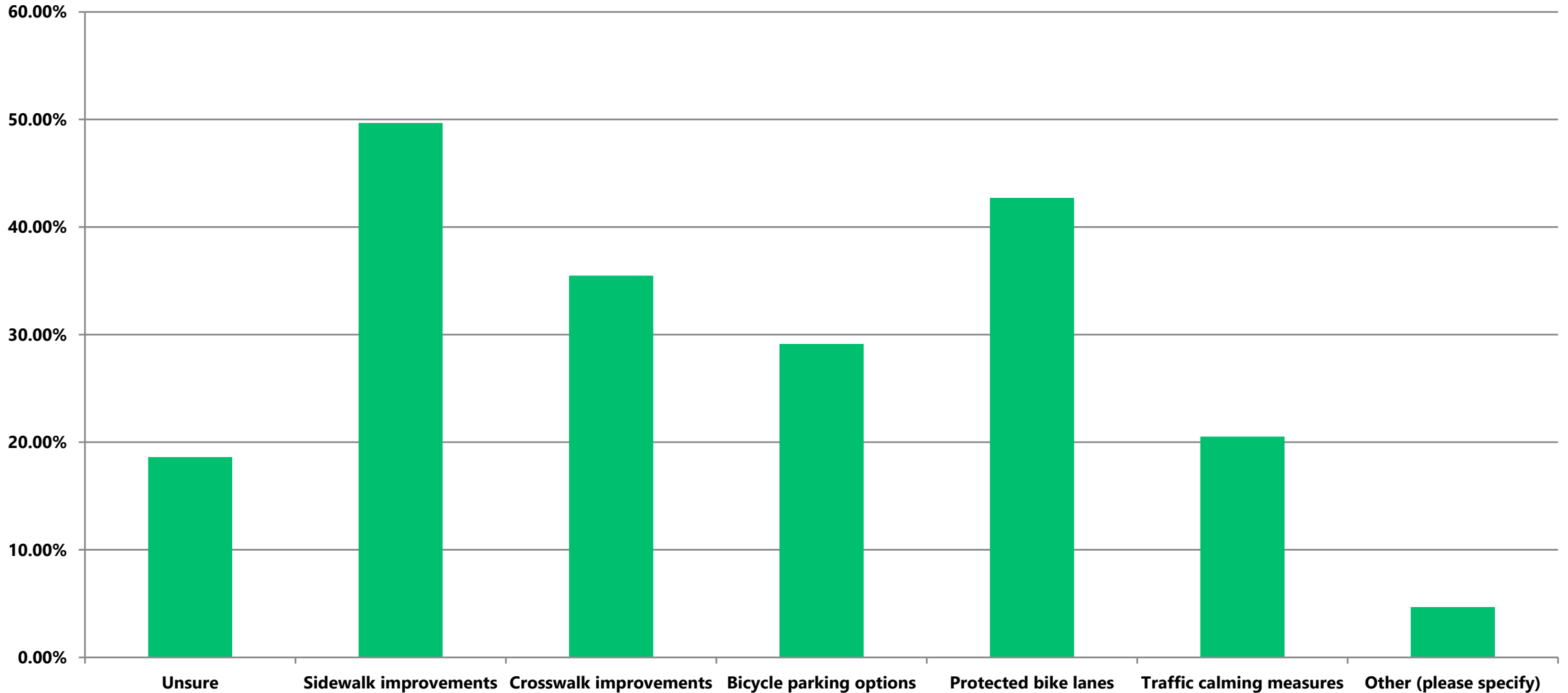
How would you rate the overall appearance of downtown Gainesville?



How would you rate the pedestrian and bicycle infrastructure in the downtown area?



What improvements would you suggest for pedestrian and bicycle infrastructure in the downtown area? Select all that apply.



Downtown Revitalization Pairing Recommendations

Aspiration X: Improve public spaces to encourage activity and gathering.

3.X.X Implement a comprehensive downtown parking management strategy that includes clear wayfinding signage, a digital map of public lots, and partnerships with private property owners to share parking during off-peak hours.

4.X.X Create chill streets by planting trees, shrubs, and native landscaping.

5.X.X Implement a downtown streetscape improvement program focused on adding pedestrian-scale lighting, benches, public art, and other amenities that encourage people to stroll and gather.

5.X.X Develop and fund a collaborative Downtown Activation Program that includes: 1) A coordinated marketing strategy to promote all downtown happenings, 2) The creation of new signature festivals, and 3) Partnerships with local organizations to sponsor live entertainment.

5.X.X As part of the city-wide design guidelines, create specific standards for historic downtown. Additionally, launch a public art program to beautify public spaces, such as alleys, with culturally relevant murals.

5.X.X Develop and launch a comprehensive historic walking tour program, featuring both self-guided options (via a mobile app or printed maps) and volunteer-led tours.

LET'S GET STARTED

REMEMBER:

- Please **scan the QR code** in each room to **leave virtual feedback**.
- Please grab **index cards** if you plan to leave **written feedback**.
- Visit **guidinggainesville.org** for more information.



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