

## Goal 1. Strengthen Downtown's Identity, Culture, and Visitor Experience

**Objective 1.1: Enhance cultural expression and placemaking by establishing downtown as a premier destination for arts, history, and entertainment.**

- 1.1.1. Formally pursue and obtain the official State Cultural District designation from the Texas Commission on the Arts.
- 1.1.2. Develop and fund a collaborative Downtown Activation Program that includes a coordinated marketing strategy, the creation of new signature festivals, and partnerships to sponsor live entertainment.
- 1.1.3. Develop a self-guided history tour program, recruiting long-term residents, historians, and institutions to narrate content and identify key sites.
- 1.1.4. Install district gateways incorporating art, landscaping, and signage to clearly mark entry points and reinforce Downtown identity.
- 1.1.5. Create interactive pedestrian passageways and alleys featuring rotating art installations, seating, and shade.
- 1.1.6. Install ambient outdoor music systems in suitable locations to enhance atmosphere and placemaking.
- 1.1.7. Establish an annual mural partnership, awarding a commission to a local artist to create works centered around seasonal events or cultural themes.
- 1.1.8. Submit eligible locations (e.g., Medal of Honor Host City Park) for the "Great Places in Texas" award from the American Planning Association Texas Chapter.
- 1.1.9. Utilize blank building walls as marketing canvases to advertise cultural or signature events (e.g., projection mapping or temporary vinyl wraps).
- 1.1.10. Coordinate public relations efforts using social media partnerships and event-focused marketing to attract regional visitors.

## Goal 2. Foster Business Development and District Management

**Objective 2.1: Support business growth by equipping new and existing businesses with the resources, training, and processes needed to thrive.**

- 2.1.1. Partner with the Chamber of Commerce and Downtown Gainesville Alliance to host workshops for prospective business owners.
- 2.1.2. Develop vendor recruitment guidelines to proactively attract a diverse mix of dining, retail, and entertainment options.
- 2.1.3. Participate in the Film-Friendly Texas Program to attract film activity and generate new economic opportunities.
- 2.1.4. Offer quarterly business workshops to review design guidelines, funding programs, and permitting processes specific to Downtown.

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## Goal 3. Enhance Downtown Mobility and Parking

**Objective 3.1: Optimize parking & access to make it easier for residents and visitors to find parking and navigate the district.**

- 3.1.1. Implement a comprehensive wayfinding system, including physical kiosks and online maps detailing key destinations and public parking.
- 3.1.2. Designate specific pick-up and drop-off zones (rideshare/loading) to support community events and holiday activities.
- 3.1.3. Establish additional shared parking agreements with private property owners to expand availability during off-peak hours.
- 3.1.4. Develop and implement a City Active Transportation Plan, prioritizing safe cycling routes and cohesion with other transit modes.

## Goal 4. Invest in Resilient Infrastructure and Public Spaces

**Objective 4.1: Improve Streetscapes & Utilities to create a safe, comfortable, and resilient physical environment.**

- 4.1.1. Implement a Downtown-specific street and utility maintenance program aligned with the citywide SUMP.
  - 4.1.2. Relocate overhead utilities underground to remove visual blight and increase resiliency against weather hazards.
  - 4.1.3. Widen sidewalks where feasible to enhance pedestrian comfort, accessibility, and safety.
  - 4.1.4. Integrate green infrastructure such as rain gardens and bioswales into streetscapes to improve stormwater management and aesthetics.
  - 4.1.5. Pilot temporary public restroom amenities during events while exploring long-term permanent solutions near key destinations.
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**Objective 4.2: Create catalyst public spaces by developing signature pedestrian environments.**

- 4.2.1. Implement the comprehensive streetscape recommendations of the Master Plan, including the Main Street Promenade and Red River Woonerf.
- 4.2.2. Introduce small-scale amenities along trails and plazas, such as coffee kiosks or micro-retail stands, to activate spaces.
- 4.2.3. Explore partnerships to convert underutilized surface parking lots into temporary gathering spaces such as plazas and markets during non-peak hours.

## Goal 5. Promote Strategic Development and Housing

**Objective 5.1: Encourage infill & mixed-use by supporting development that increases density and vitality.**

- 5.1.1. Establish an Urban Residential hub land use designation that supports higher-intensity housing alongside limited retail.
  - 5.1.2. Establish a Transit-Oriented Development (TOD) around the Santa Fe Depot to promote walkability and mixed-use development for Amtrak riders.
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## Goal 6. Protect and Showcase Historic Character

**Objective 6.1: Preserve historic assets by maintaining the visual appeal and integrity of downtown buildings.**

- 6.1.1. Expand the historic overlay district and create specific, user-friendly design standards for historic downtown.