

# City of Gainesville

## STREATERY UPDATE

CITY MANAGER'S OFFICE, GAINESVILLE COMMUNITY  
REINVESTMENT AREA AND PUBLIC WORKS

GAINESVILLE COMMUNITY REINVESTMENT AREA ADVISORY BOARD  
JANUARY 21, 2025

# Streatery Update:



## Overview:

- Streatery timeline
- Conceptual designs
- Functional operation of the Streatery
- Use of the Streatery for sidewalk cafes, special events, and standardized regulations
- Public Workshop Feedback
- Lot 10
- Potential funding sources for reconstruction
- Branding, marketing, and programming



# Streatory Timeline 2020 - Now



# Commission Direction:

October 24, 2024 General  
Policy Meeting:

- Proceed with total reconstruction
- Keep Streatery closed to through traffic
- Review other roadways in the downtown area for on-street parking options.





# Conceptual Designs:

Priority considerations:

- Repair existing substandard street conditions.
- Improve pedestrian accessibility with universal design.
- Provide infrastructure for enhanced programming opportunities.
- Relocate parking driveways to reapportion space on SW 1<sup>st</sup> Avenue.



# Existing Conditions:



Narrow  
sidewalks  
with some  
limited  
storefront  
seating



Mix of  
streetlight  
types and  
heights

Mature Live  
Oaks Provide  
Shade But  
Impede  
Sidewalks



Drainage and  
ADA Issues  
on the road  
and sidewalk





# Existing Conditions:



## Standing Water & Drainage Issues

Design plans will address current drainage issues along the Streatery corridor along with ADA accessibility improvements.



## Trees

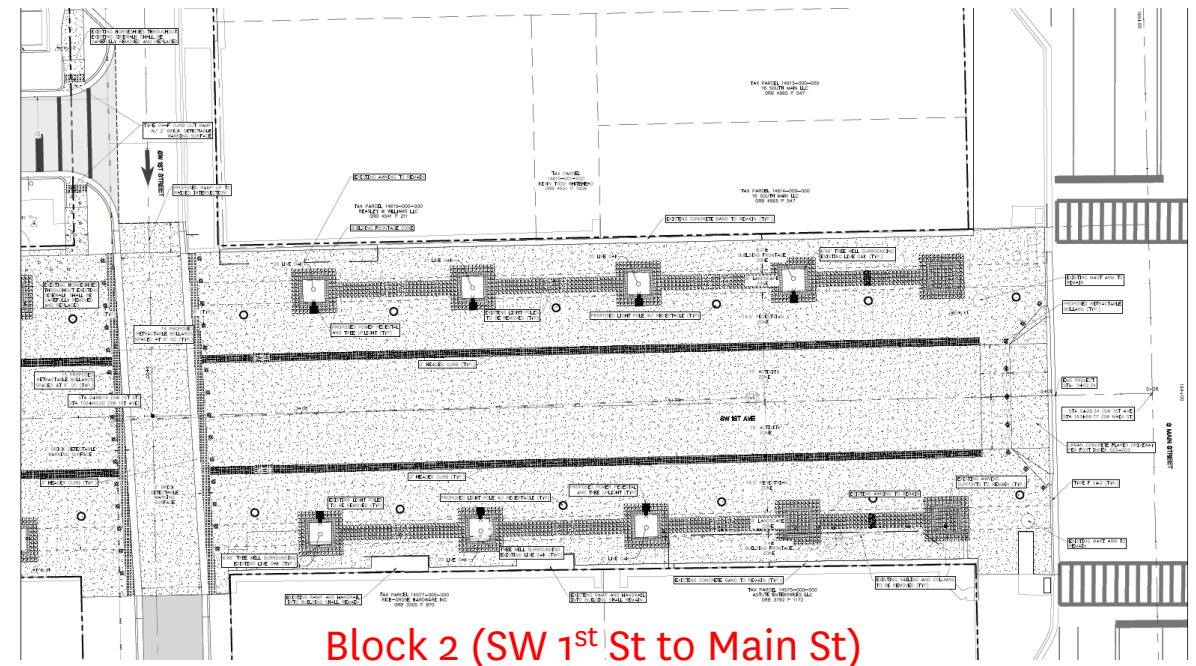
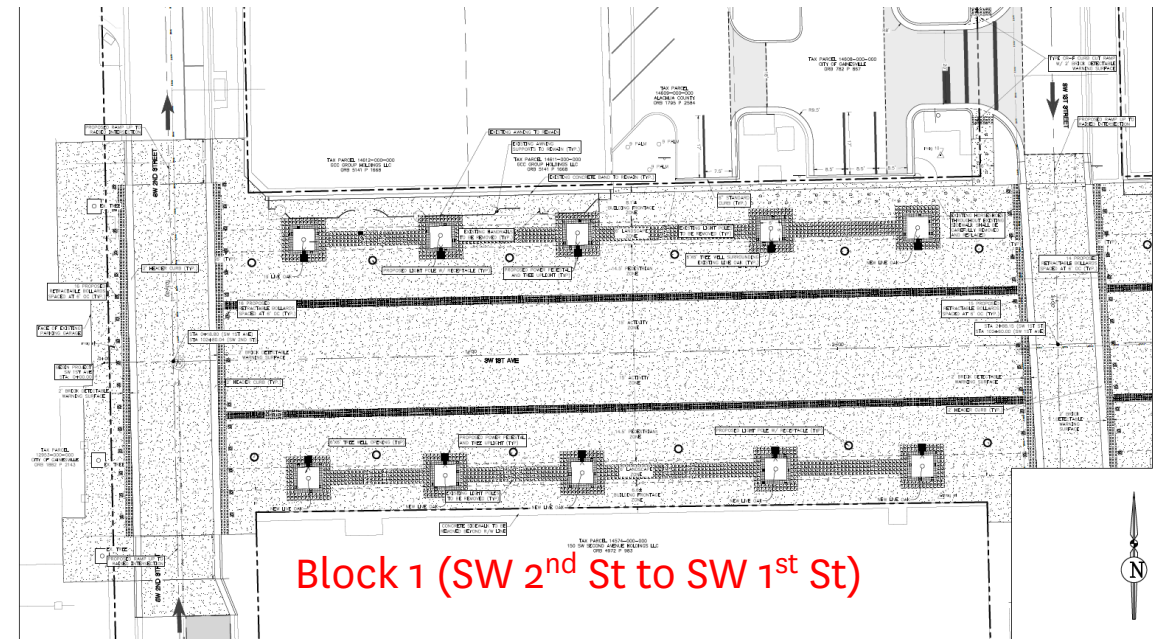
Increased tree wells (6 ft. x 6 ft.) will accommodate **all** existing live oak trees as well as future canopy trees, enhancing the urban canopy and providing shade. Additional trees are proposed as part of the conceptual design.





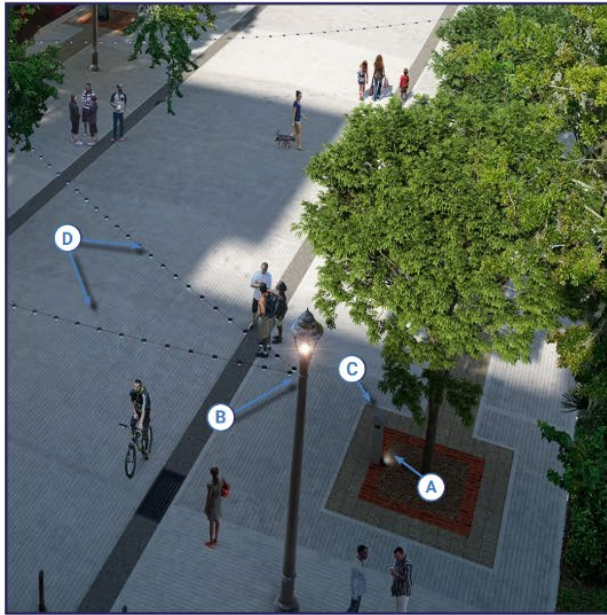
# Design Specifics:

- Curb-less street with raised intersections at SW 2<sup>nd</sup> St and SW 1<sup>st</sup> St for pedestrian safety
- Street lighting that can be dimmable for ambiance during events and increased for security after-hours
- Fully programmable tree up-lighting and overhead string lighting; adjustable for holidays and special awareness events
- Forty power receptacles for events and programming
- Expanded area for outdoor seating similar to recently completed SE 1<sup>st</sup> Ave
- Retention of live oak trees (11) and planting of trees (6) in areas without canopy
- Reconfiguration of State Attorney's parking lot and City Lot 13 to exit to SW 1<sup>st</sup> Street
- Retractable bollards for maintenance/programming
- Correct all ADA and drainage issues
- ***Additional planters and furnishings***



# Design Specifics:

Utilize timeless fixtures & furniture; illustrative examples:



## Lighting Options and Ideas

**A** Tree Uplights



**B** Light Poles



**C** Power Pedestals



**D** String Lights



Seating with Planters





# Bird's Eye Rendering:



Option # 1:  
Brick/concrete hybrid  
Cost: \$2.58M



Option #2:  
Brick pavers  
Cost: \$2.81M





# Street Level Rendering:




Option # 1:  
Brick/concrete hybrid  
Cost: \$2.58M



Option #2:  
Brick pavers  
Cost: \$2.81M







Pedestrian Scale Lighting

Overhead String Lighting

Tree Up-Lighting

Retractable Bollards

Power Receptacles


Concrete/Brick Paver Accents

Scored Broom Finished Concrete

GENESIS STUDIOS - MG

**JBP**ro



An aerial photograph of a city street scene, likely in an urban area with historic buildings. The street is wide and paved with light-colored bricks or cobblestones. There are several large, mature trees with green foliage lining the sidewalks. People are walking on the sidewalks, and a few are riding bicycles. A streetcar or tram is visible in the lower right corner. The image is overlaid with several white callout boxes containing text, pointing to specific features of the street design.

Reconfigure City Lot 13 Exit  
to SW 1st Street with a  
Landscaped Seating Area

Address ADA/Drainage

Planters and Seating  
Centered in Corridor

Space for Café Style  
Outdoor Seating

Pedestrian Scale Street Lighting

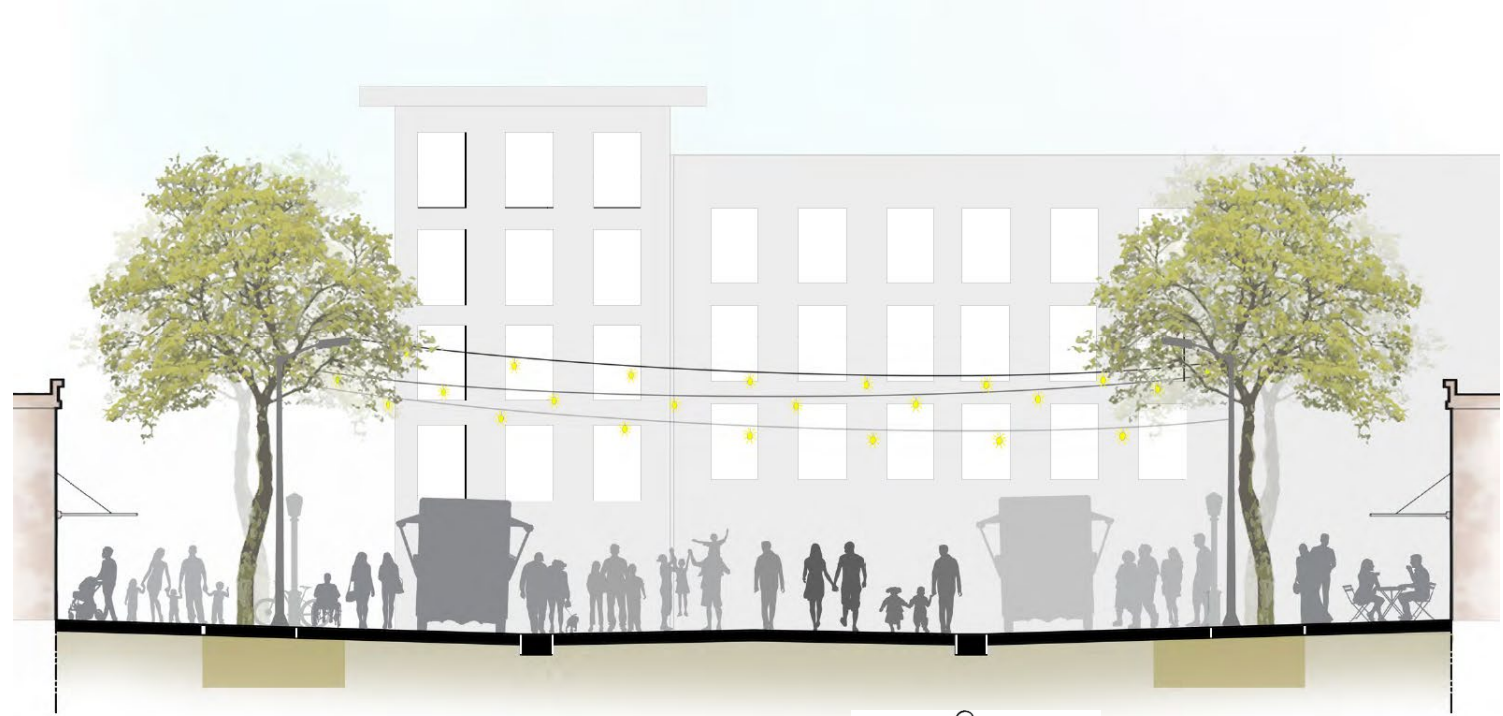
New Street Trees



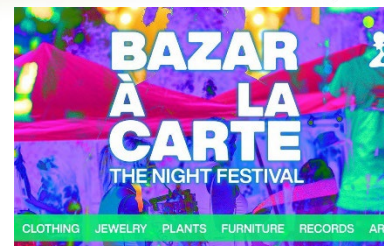
# Programming Capacity:

Post-construction, the Streatery infrastructure will be able to flexibly accommodate all the following:

- Market or festival with up to seventy-two 10'x10' pop up tents
- Small business opportunities
- Food truck rally with up to 16 vendors
- Festival with a 20'x30' stage
- A combination of the above with less tents or vendors



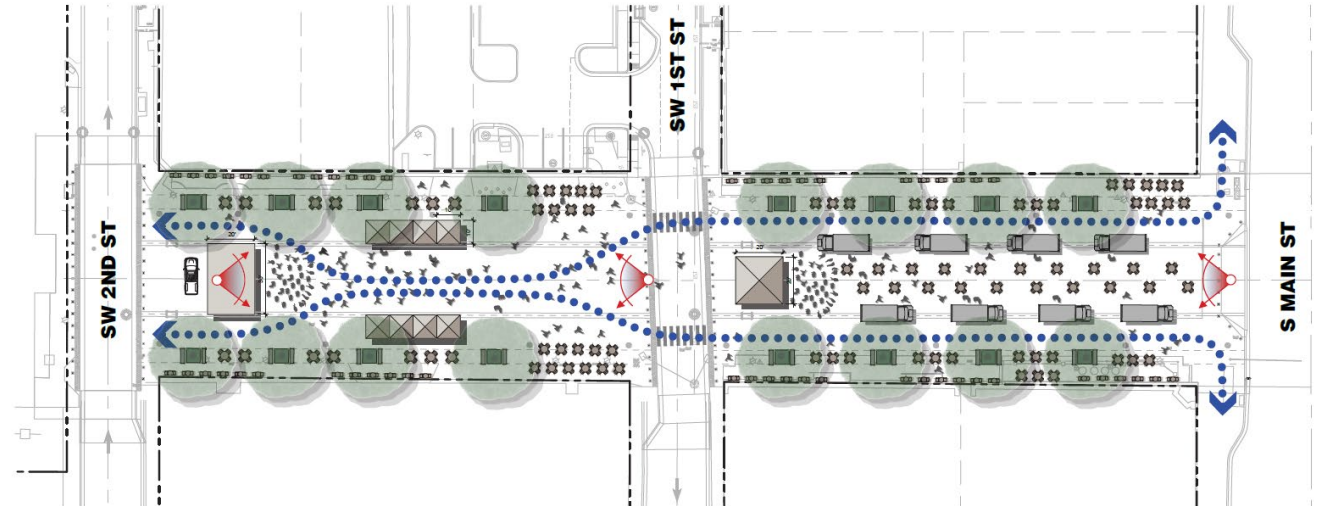
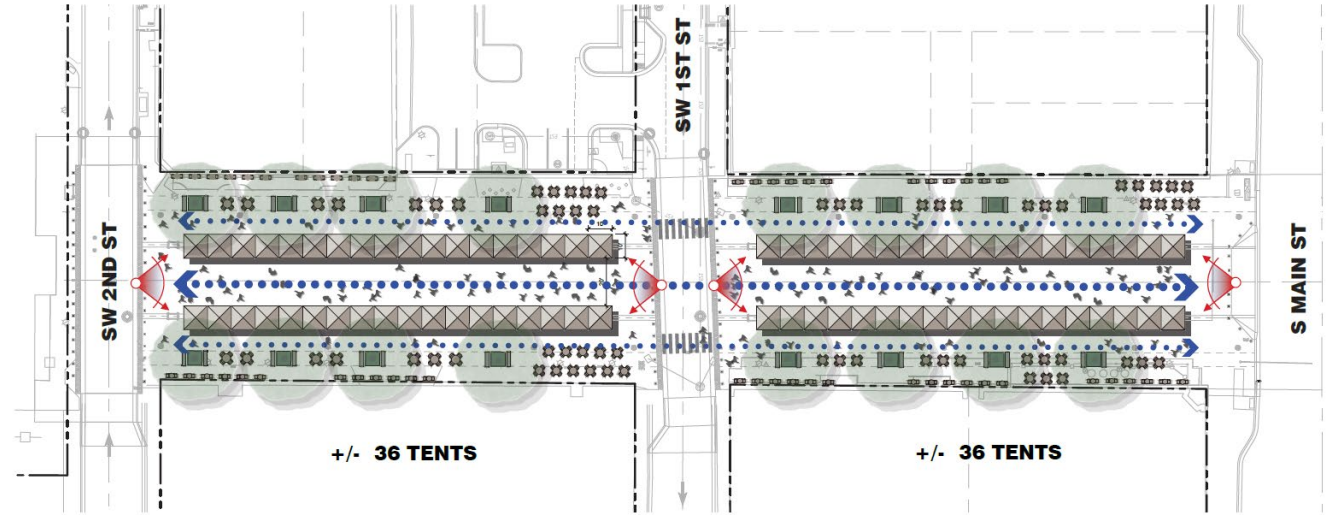
Downtown Festival & ART SHOW



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# Public Engagement Topics:



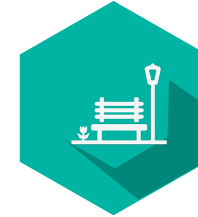
## Design Materials

Feedback on the preferred construction material (brick, concrete, hybrid)



## Programming

Gained new ideas for special events and regular uses of the space



## Urban Design

Presented potential options for open space, plantings, and furniture



## Lighting

Presented potential streetlighting and dimmable/thematic lighting



## Stormwater

Reviewed current drainage issues and potential infrastructure upgrades



## Mobility

Access for all citizens, particularly disabled, strollers, and the elderly

- JBPro designed 14 educational poster boards outlining various topics of interest to the public.
- Five JBPro employees attended the public workshop to listen to public feedback, answer questions, and speak about the future of the project.



# Station 1: Infrastructure

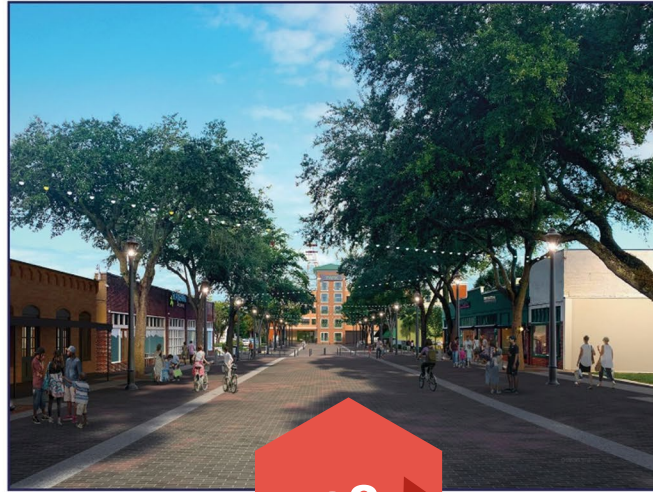
## Renderings Visual Choice Station

City of  
**Gainesville**

**G**  
**C**  
**r**  
**a**  
Gainesville  
Community  
Reinvestment  
Area

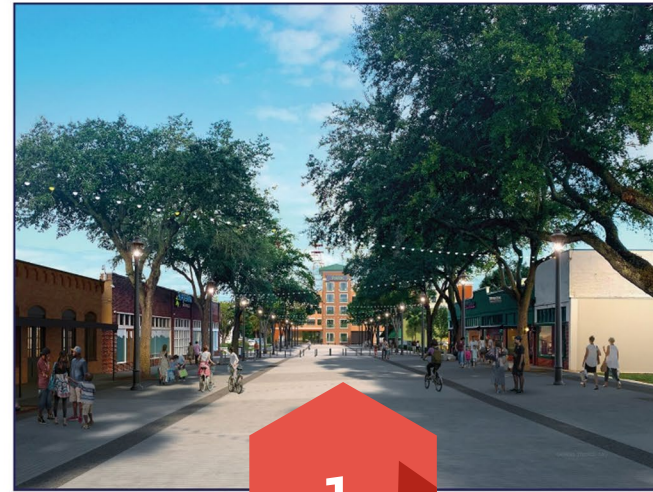
**JBPro**

Brick Option



38

Concrete Option



1

Hybrid Option



37



Workshop  
Attendees  
Preferences



# Station 3: Landscaping

## Overall Look & Feel

Which image resonates with you the most in terms of what you would like to see in the Streatery? Note the specific features and styles of each pedestrian space.



**Ithaca Commons, Ithaca, New York**  
Notable Features

- ▶ String lighting in addition to light poles
- ▶ Banners affixed to light poles
- ▶ Mixed types of seating (movable and non-movable, variations of colors and styles)
- ▶ Kiosks in addition to storefronts

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**Old Town Winchester, Virginia**  
Notable Features

- ▶ Focus on trees and plantings
- ▶ More open space for walking
- ▶ Raised tree beds function as seating

8



**Downtown Sommerville, New Jersey**  
Notable Features

- ▶ Moveable street furniture
- ▶ Focus on providing shade through furniture
- ▶ Less landscaping; moveable plantings
- ▶ Usage of sandwich boards to advertise storefronts

2

Workshop  
Attendees  
Preferences



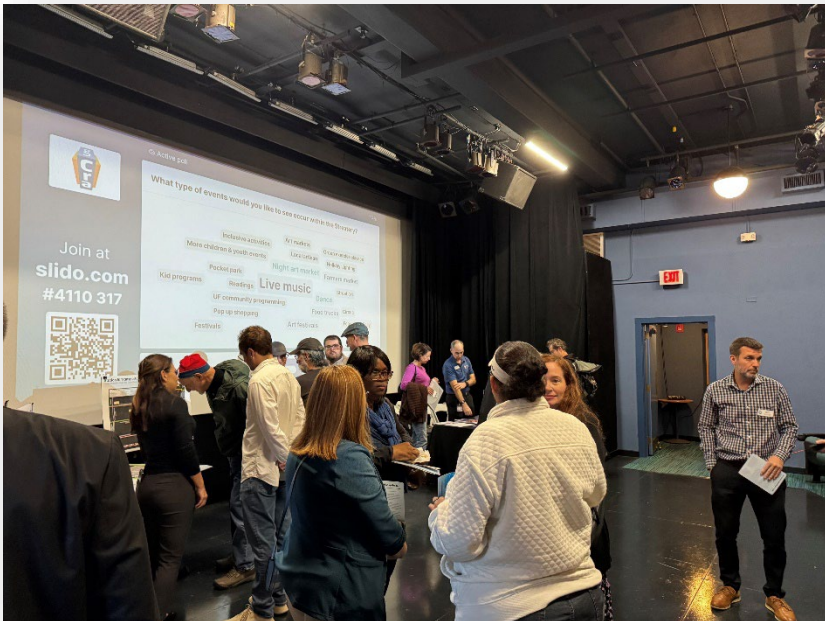
# Landscape Visioning Comments

- Participants preferred street furniture with a combination of metal with wood slats.
- Clear preference for a planter/bench combination.
- Moveable street furniture is not preferred.
- No clear choice for divided bench seating.
- Semi-permanent kiosks and food trucks were preferred over the mobile kiosks.



# Programming Comments

- 95 real-time responses were displayed for attendees.
- “Live Music” (11) and Farmer’s Market (7) were mentioned the most out of the responses.





# Programming Comments

- Combining all variations of “street vendors/ markets” has the highest total (29) illustrating the desire and support for small businesses in the space.
- All variations of “food/food trucks/food festivals” combined for a total of 12 responses.
- Community exercise and health events (blood drive, food distribution, health checks, etc.) gained 7 total responses.
- Specific responses for children’s events like Jest Fest or a carnival (4) were received.



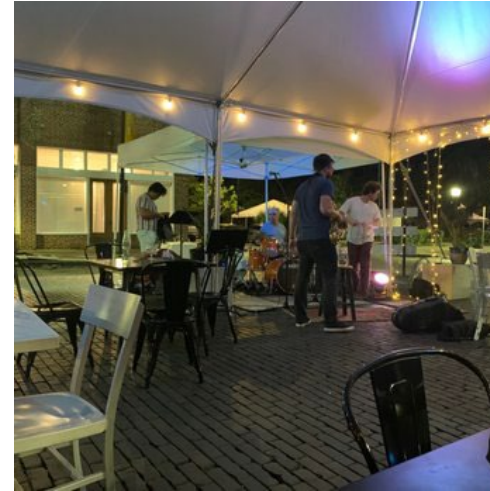
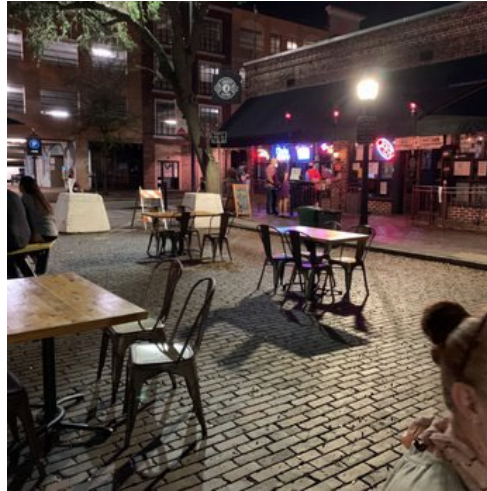
# **Additional Considerations**



# Use of Streatery:

## Regular Use:

- Sidewalk Café permits:
  - Loosey's Downtown
  - The Bull
  - Capones Nightclub



## Temporary Use:

- Special Event Permits
  - The How Bazar
  - Capones Nightclub
  - The Bull
  - Community organizations

## Challenges and Opportunities:

- Unique space
- Many of the uses have evolved organically over time
- Need for consistency with outdoor seating regulations
- Need for consistency with special event regulations similar to BDP (private events vs. open to public)



# Lot 10:

## Development Program:

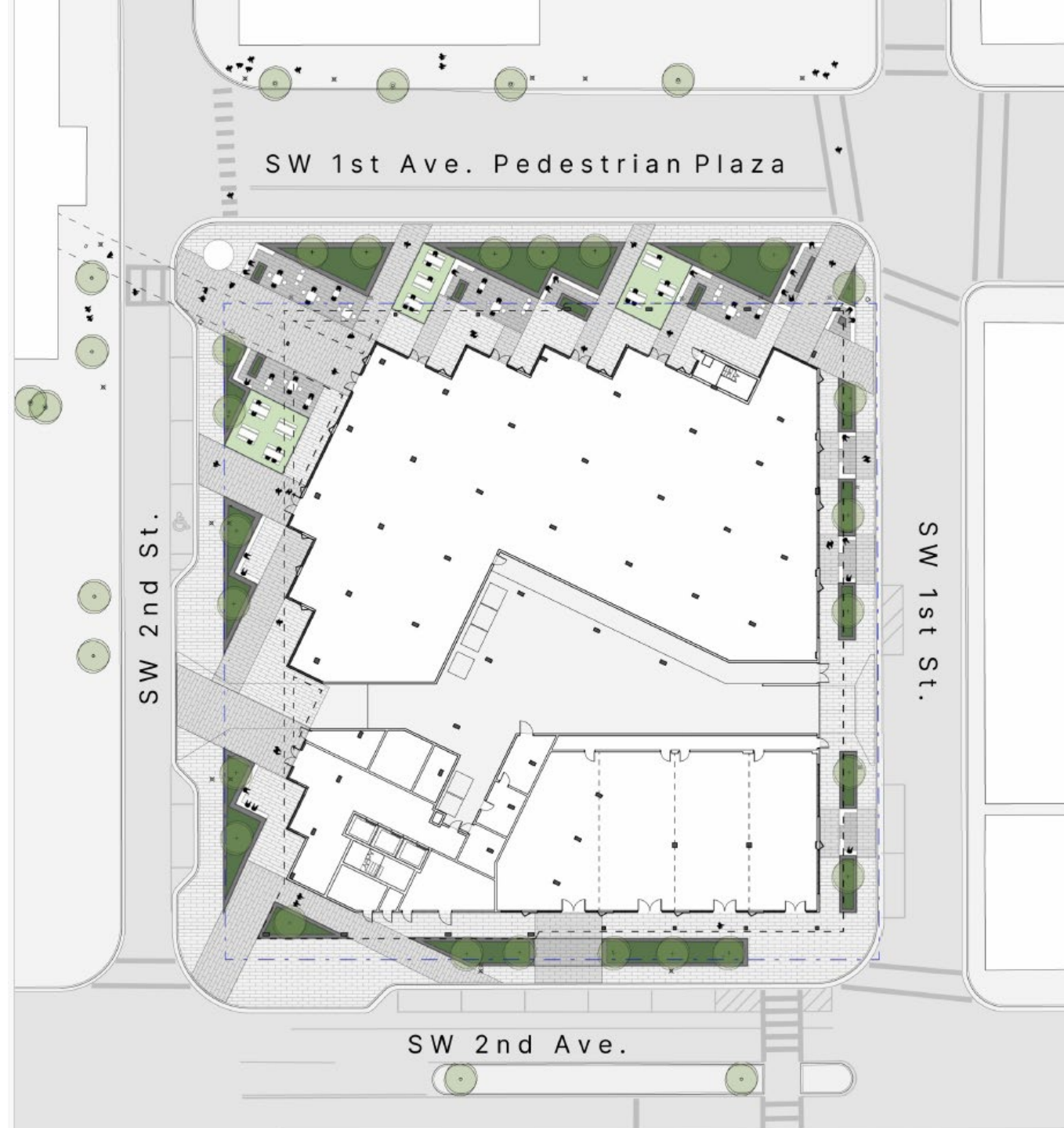
Minimum 7 story mixed-use development consisting of apartments, a full service grocery store, offices, streetscape improvements, and a parking footbridge.

## Current Status:

- Developer's Agreement signed in June 2024
- Ongoing design work; no plans submitted
- Commencement of construction February 2026

## Streatery Coordination:

- Streetscape design and improvements
- Utility impacts
- Easement and maintenance responsibility
- Construction timing





# Funding:

## Project Cost:

Total projected amount: \$2.81M (Full reconstruction with brick option)

- Amount does not include street furniture or other similar amenities
- Includes 15% construction contingency

## Potential Funding Sources:

- GCRA funds
- Local Option Gas Tax
- Surtax funding
- Tree mitigation fund
- Fund balance reserves





# Programming - Marketing - Branding:

## Programming:

- \$100k of funding in GCRA Downtown Events budget
- No funding for Streatery programming in PRCA

## Marketing:

- \$50k of funding in GCRA Downtown budget for marketing of Downtown
- City Communication Department channels



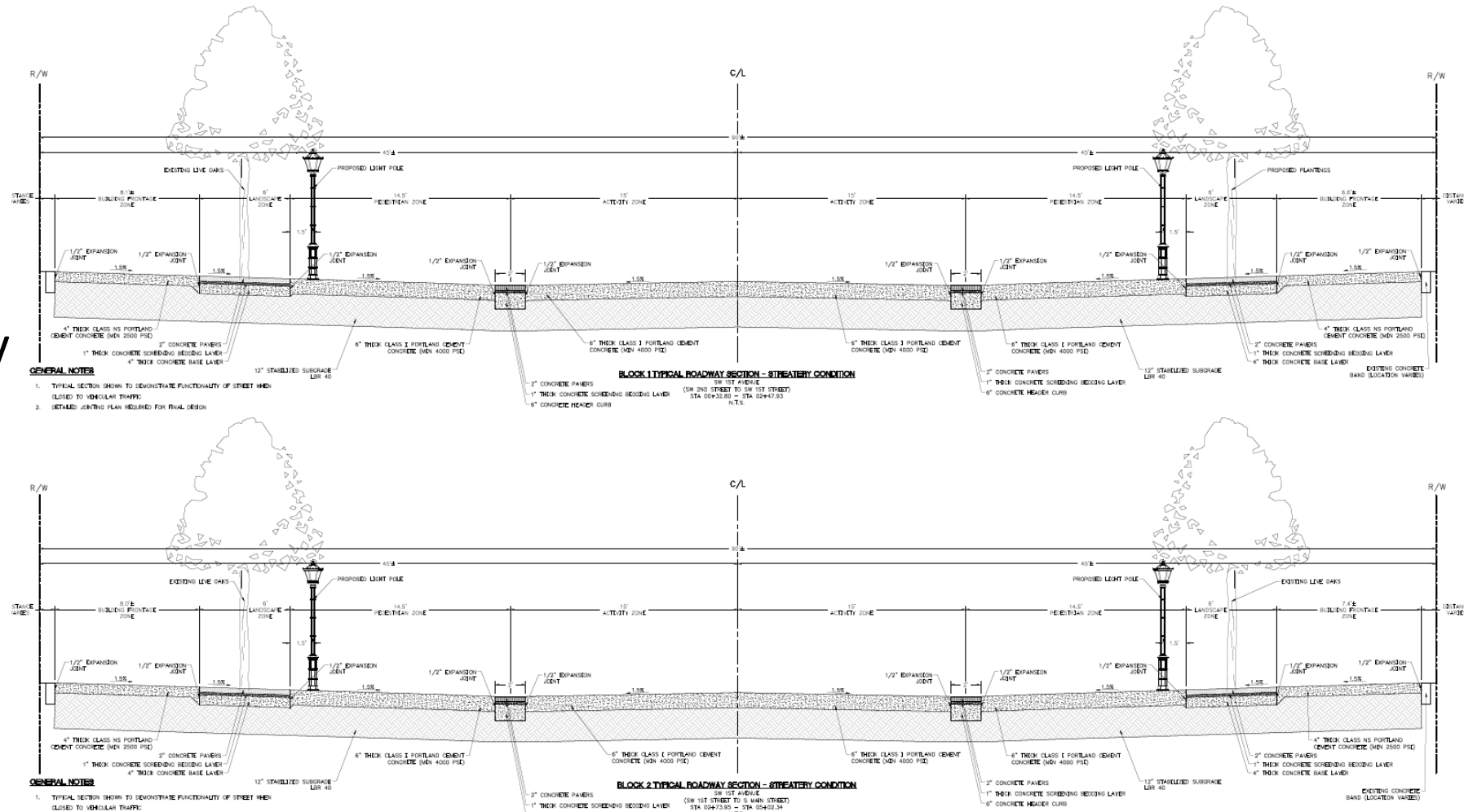
## Branding:

- StreateryGNV original concept
- Opportunities to re-brand, if desired, with reconstruction project



# Next Steps:

- January 7, 2025: Downtown Advisory Board
- January 21, 2025: GCRA Board
- February 6, 2025: City Commission final funding and design recommendations
- Commence construction late 2025
- Complete construction 2026





# Questions and Discussion:

Gainesville Community  
Reinvestment Area Advisory  
Board provide feedback on:

- Hardscaping options
- Infrastructure scope
- Future programming
- Branding
- Other items as appropriate

