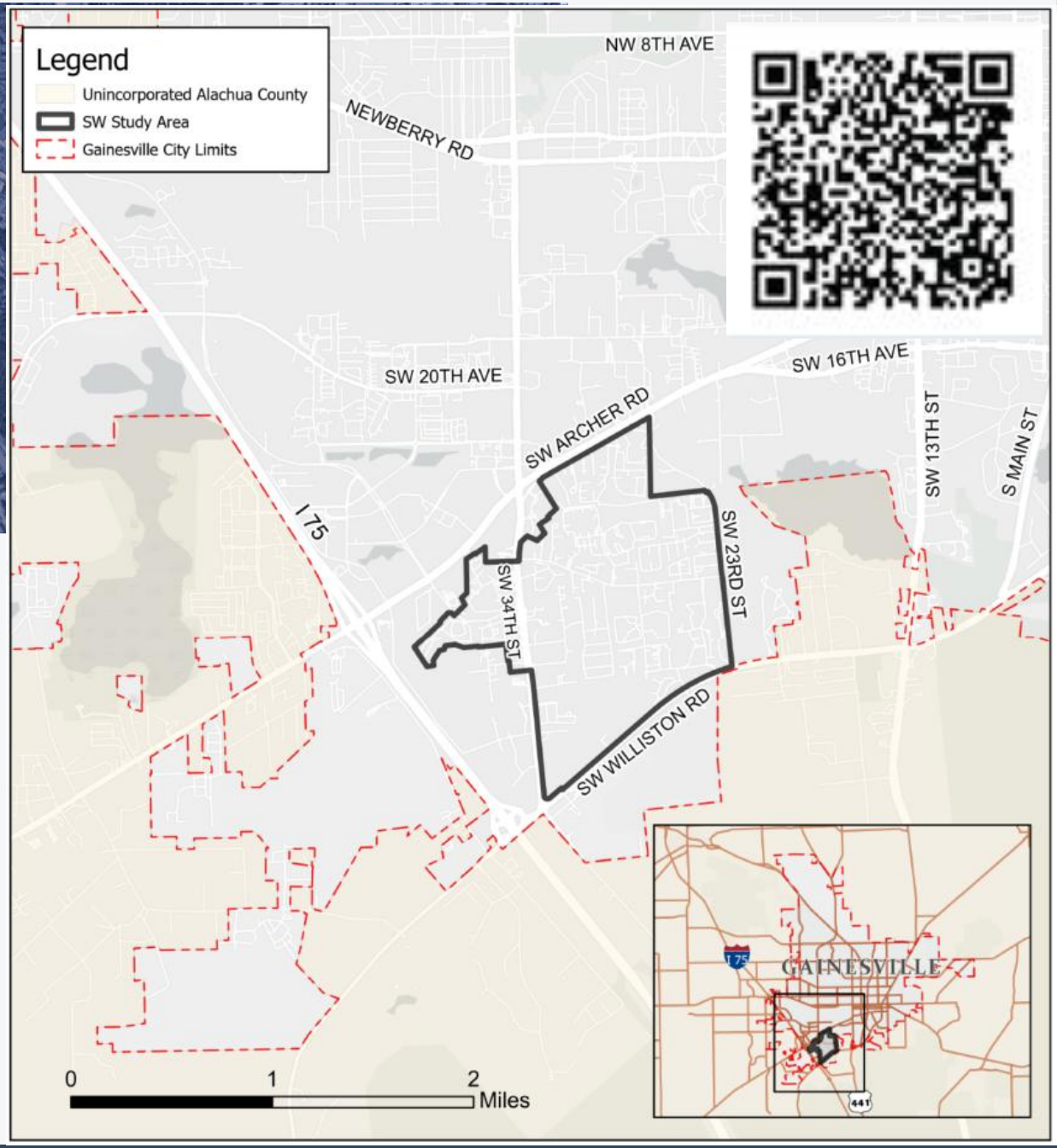
SW Gainesville
STUDY AREA



City Plan Board Presentation

October 22, 2026

Discussion Topics

- Introduction & Planning Context
- SW Study Area Report Summary
- Community Engagement Summary
- Proposed Planning Approaches
- Upcoming Steps

SW Gainesville
STUDY AREA

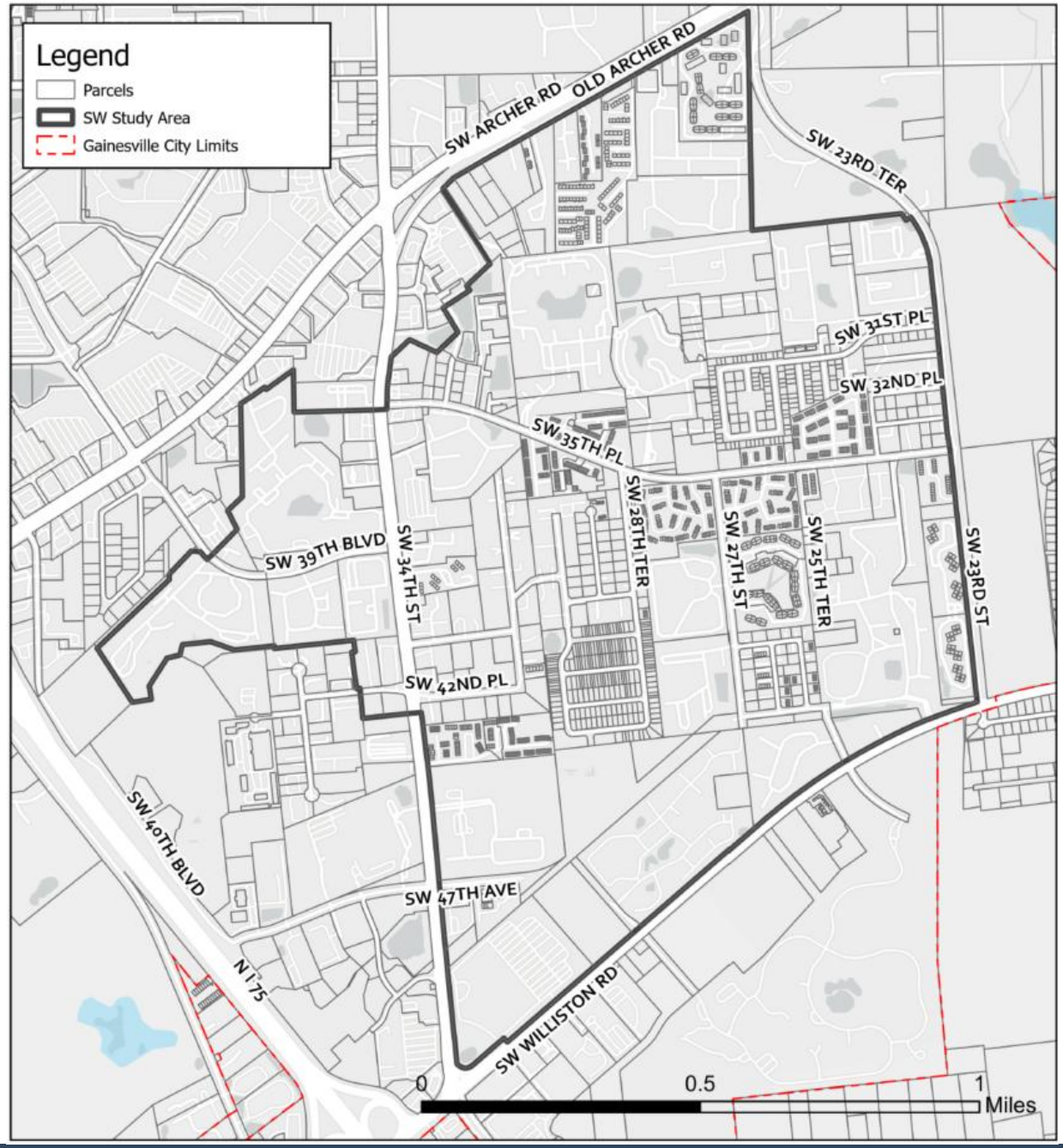
PROJECT OVERVIEW

The City is examining the land use and zoning framework for a primarily residential area in southwest Gainesville near UF and Butler Plaza.

The planning study is considering opportunities for walkability, mixed-use development, housing choice, reinvestment, and redevelopment while accounting for existing neighborhood conditions and infrastructure.

TONIGHT'S REQUEST

1) **Receive SW Study Area presentation**
2) **Provide input on planning approaches for the area**



SW Gainesville STUDY AREA

PEOPLE
PLACES
CONNECTIONS
OPPORTUNITY

Project Background / Timeline

May 8, 2025

- City Commission heard a presentation including several recommendations to enhance economic development opportunities.
- The Commission directed City staff to analyze the Southwest area in terms of land use and zoning with a focus on walkability and mixed use.

October 16, 2025

- City Commission authorized eda to assist city staff in preparing a planning study / analysis for the Southwest area. Included in the scope are recommendations for Future Land Use Change/Rezoning Applications for the area and formal amendments, as directed.

January – August 2026

- Analysis and completion of Existing Conditions Study

August – Present

- Interactive Project Website

September 16, 2026

- Community Engagement Meeting

October 22, 2026

- City Plan Board Presentation
- Receive presentation and provide advisory board input

November 2026

- Prepare recommendations based on study, public input and Plan Board input

December 3, 2026

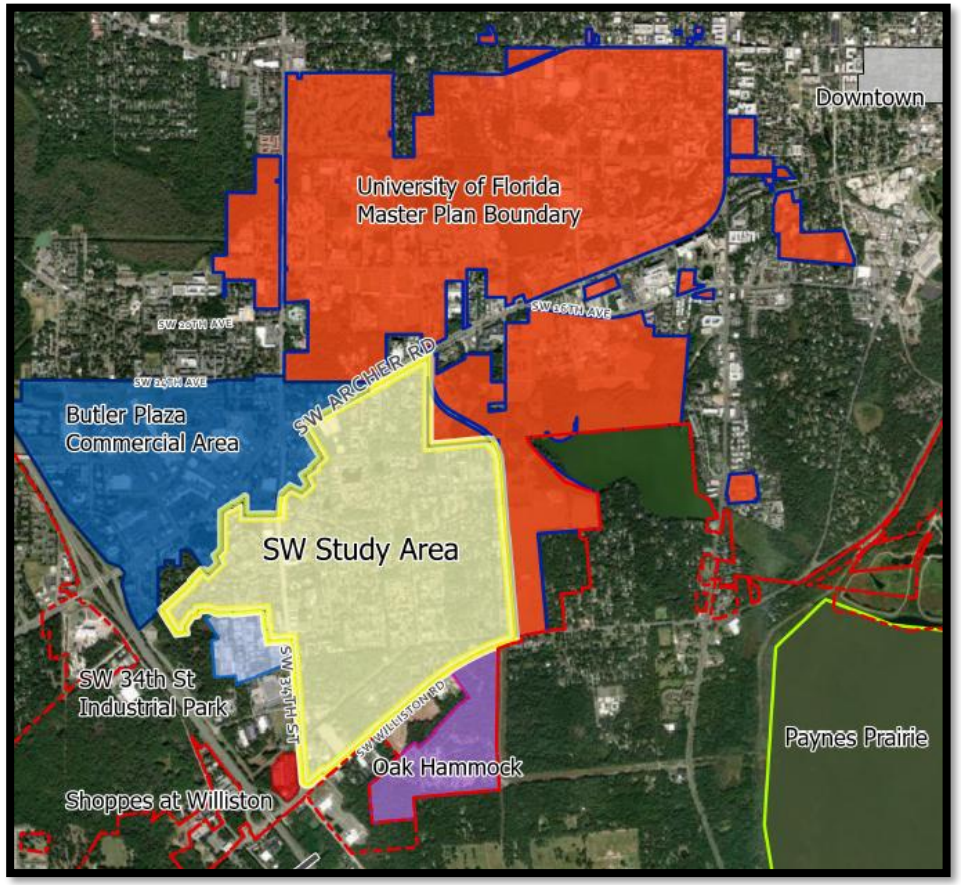
- City Commission Presentation
- Request direction for formal applications

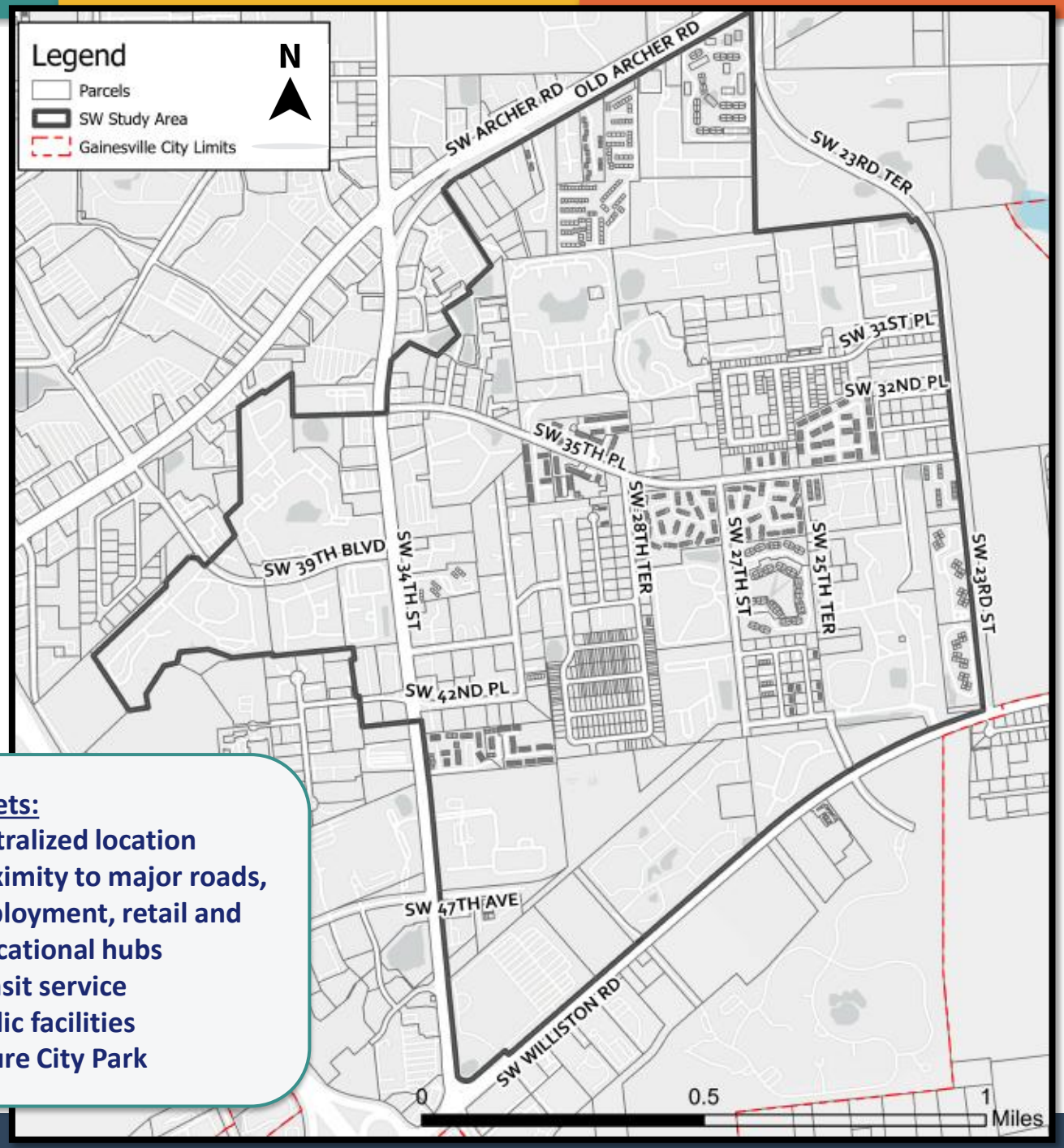
Early 2027

- Preparation of formal applications

The Area We're Studying

Central Location
&
Unique Opportunities



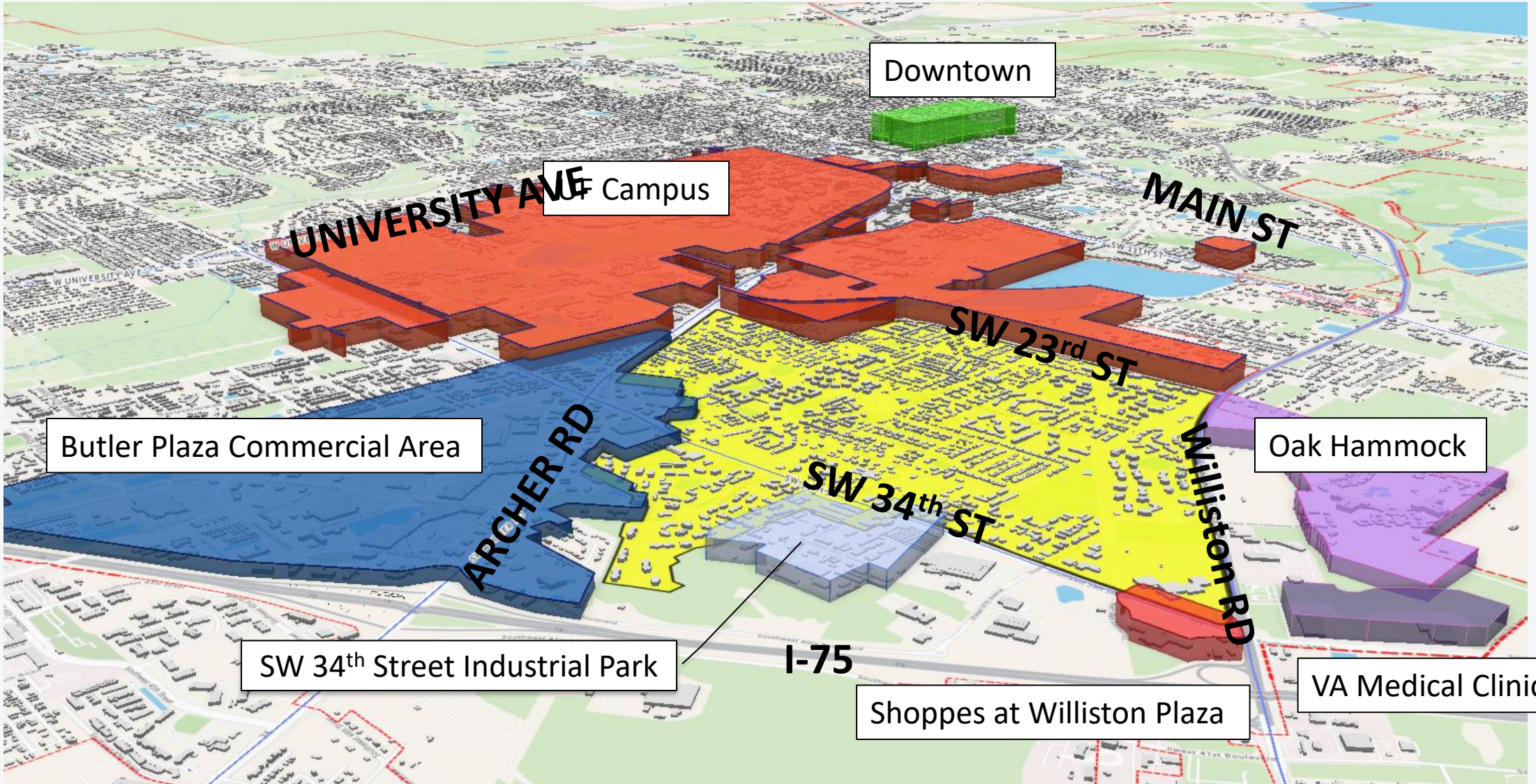


Key Assets:

- Centralized location
- Proximity to major roads, employment, retail and educational hubs
- Transit service
- Public facilities
- Future City Park

SW Gainesville STUDY AREA

PEOPLE
PLACES
CONNECTIONS
OPPORTUNITY



Study Area Highlights

AT A GLANCE

A VIBRANT PART OF GAINESVILLE

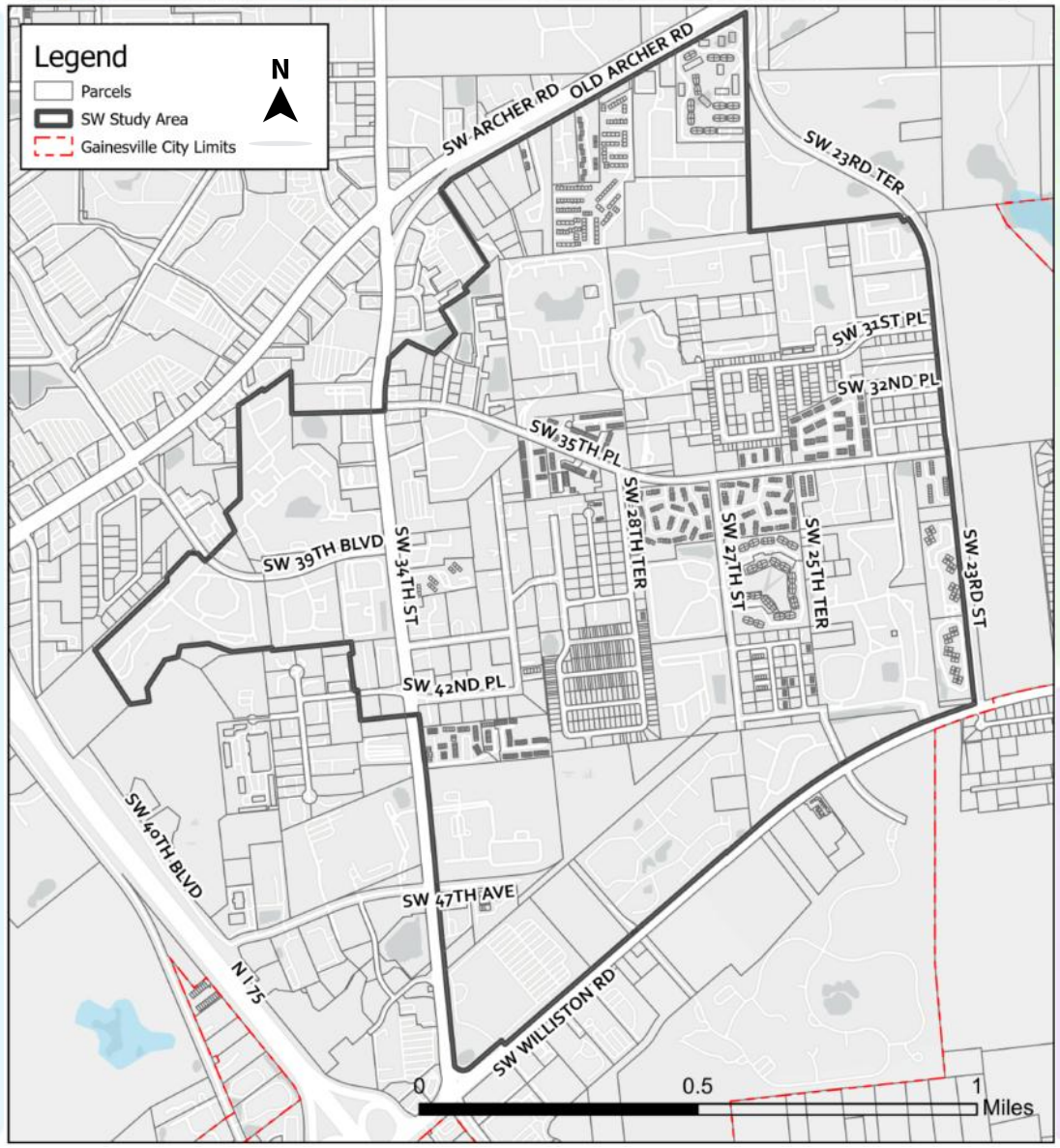
913 acres

17,514 residents

8,346 housing units

11.8% of Gainesville's population

2.2% of the city's total land area



WHO LIVES HERE?

4,475 Undergraduate Students

2,319 Graduate/Professional Students

39% Student residents

61% Non-Student residents

7.9% Owner-Occupied

92.1% Renter-Occupied

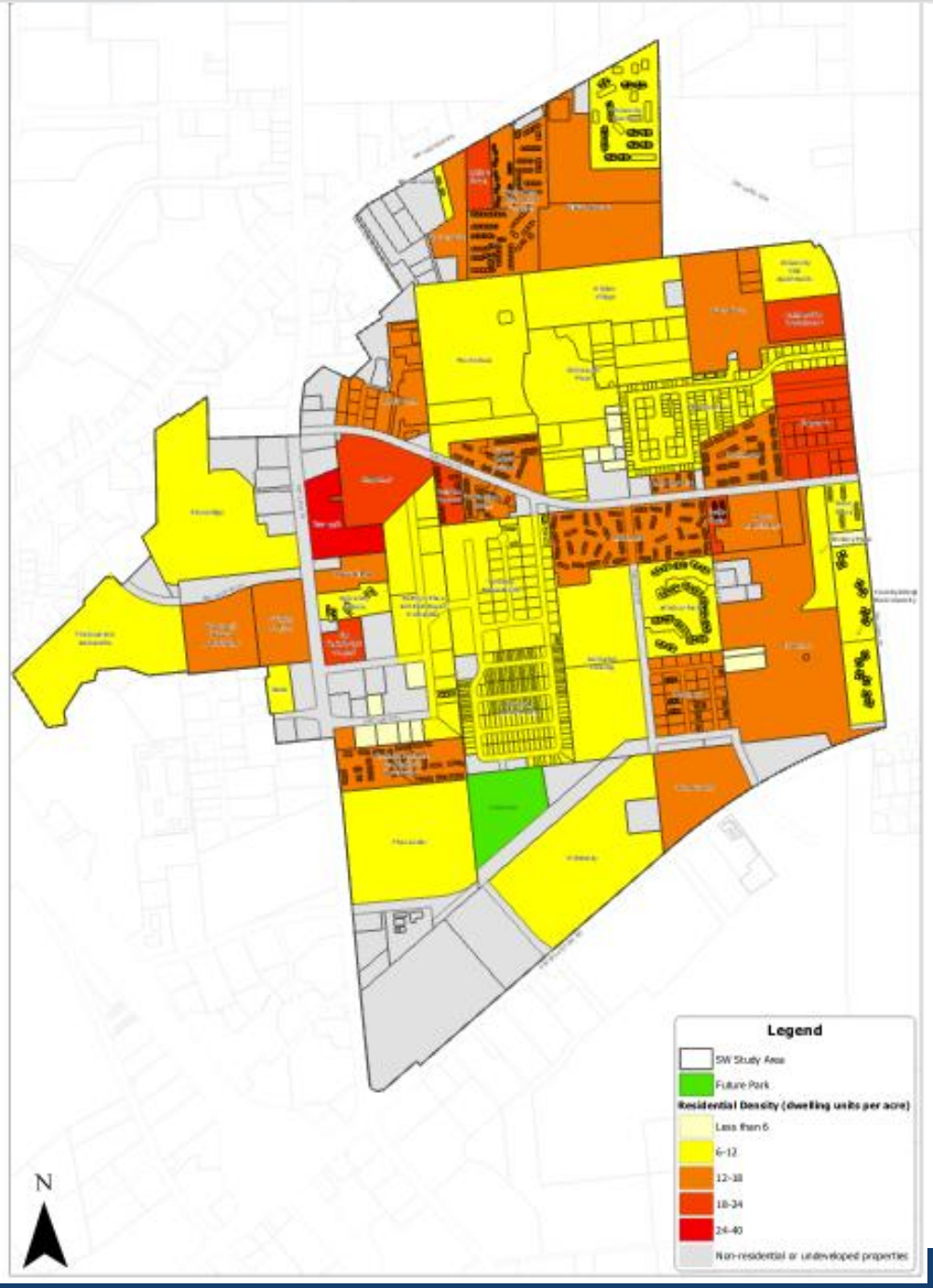
FUTURE HOUSING NEEDS

By 2045, the area may need to accommodate:

+3,879 additional residents

+1,847 additional housing units

Study Area Highlights



N

EXISTING DEVELOPMENT

89% Multifamily Residential

97% Developed Land

12.2 Average residential density (units/acre)

82% Residential units over 35 years old

Study Area Highlights

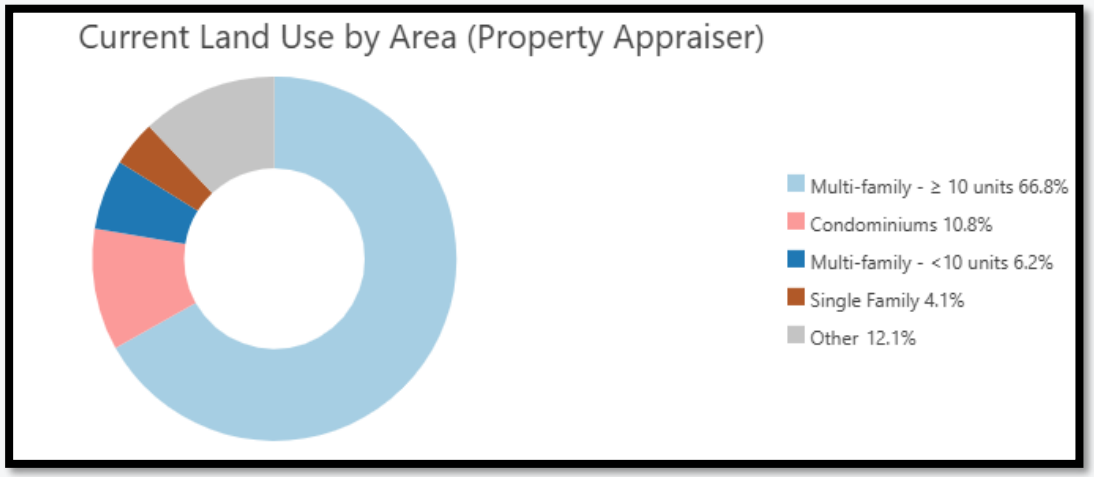
	Population (2025 Estimated)
Study Area	**17,514**
Within 1 Mile	31,634
Within 5 Miles	163,164
City of Gainesville	148,671
Alachua County	298,485

	Median Age
SW Study Area	**25.3**
City of Gainesville	27

	Study Area Population (% of Total)	City Wide Population (% of Total)
White	**7,952 (47%)**	86,675 (58%)
Black or African American	**3,209 (19%)**	30,923 (21%)
American Indian and Alaska Native	**57 (.3%)**	297 (.2 %)
Asian	**2,919 (17%)**	9,515 (6%)
Native Hawaiian or Other Pacific Islander	**11 (.06%)**	44 (.03%)
Two or more/ Other	**2,920 (17%)**	20,813 (14%)
Hispanic or Latino	**2,719 (16%)**	19,668 (13%)

SW Gainesville
STUDY AREA

PEOPLE
PLACES
CONNECTIONS
OPPORTUNITY















RISE 34th



ARCHER PLACE

SW Gainesville STUDY AREA

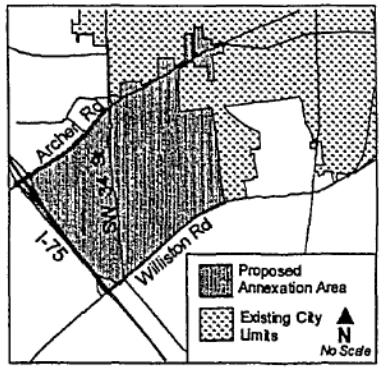
PEOPLE
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Area History

- Primarily developed in 1970s through early 2000s
- Annexed in 2002
- No planning study of this area since annexation

Notice of Referendum Election on Annexation by the City of Gainesville

NOTICE IS given that a referendum election will be held on Tuesday, February 26, 2002 for the purpose of submitting the annexation of the Area shown below, proposed by Ordinance No. 001912 to a vote of the registered electors who reside in the Area proposed to be annexed as described and shown on the map. The polling place that appears below will open from 7:00 am to 7:00 pm, February 26, 2002.

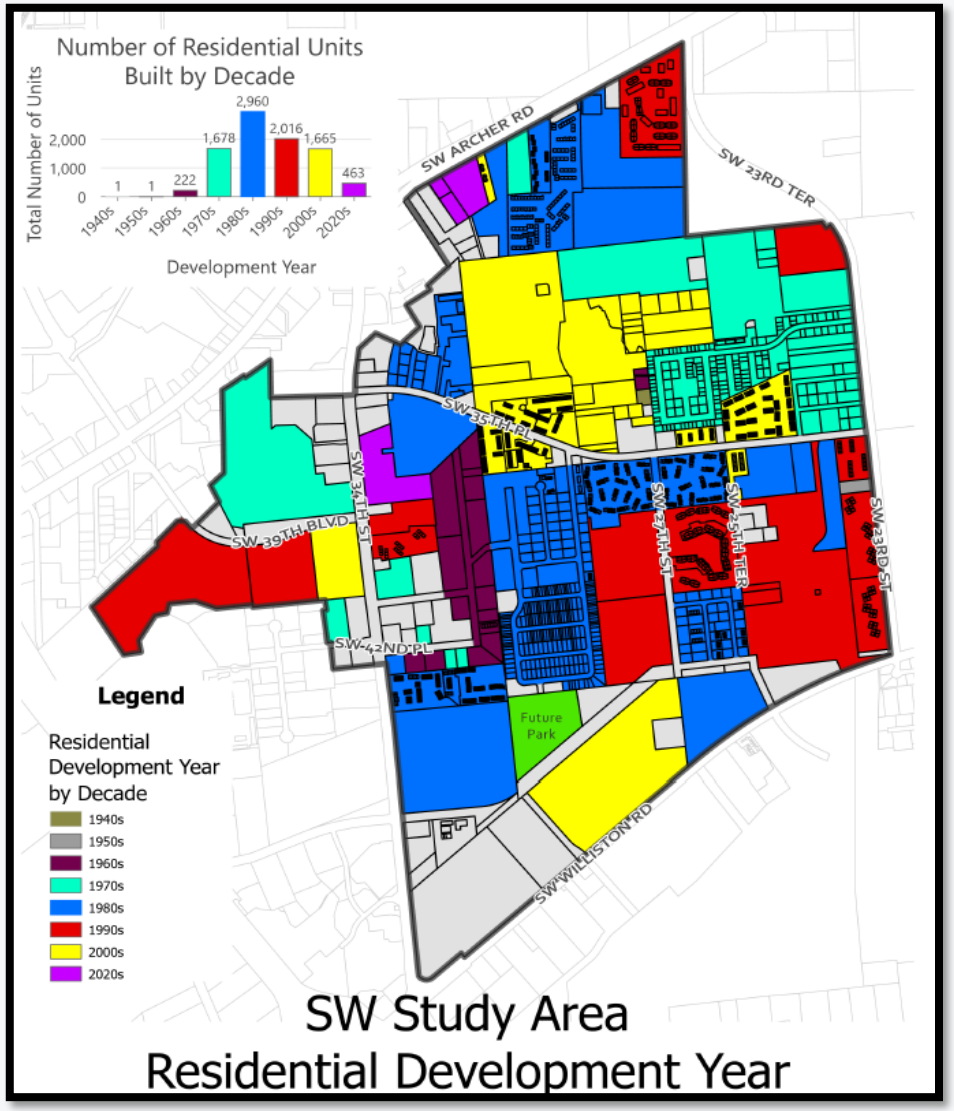


Polling Place	Precinct
Harn Museum SW 34th Street and Hull Road	44

General Description of Annexation Area

The area proposed for annexation is generally north of Williston Road, east of Interstate 75, south of the city limits in the vicinity of Archer Road, and west of the city limits in the vicinity of SW 23rd Terrace.

The complete legal description by metes and bounds of the property proposed to be annexed and a copy of the Ordinance may be inspected and obtained by any member of the public during regular business hours at the Office of the Clerk of the Commission on the First Floor of City Hall at 200 E. University Ave., Gainesville, FL.



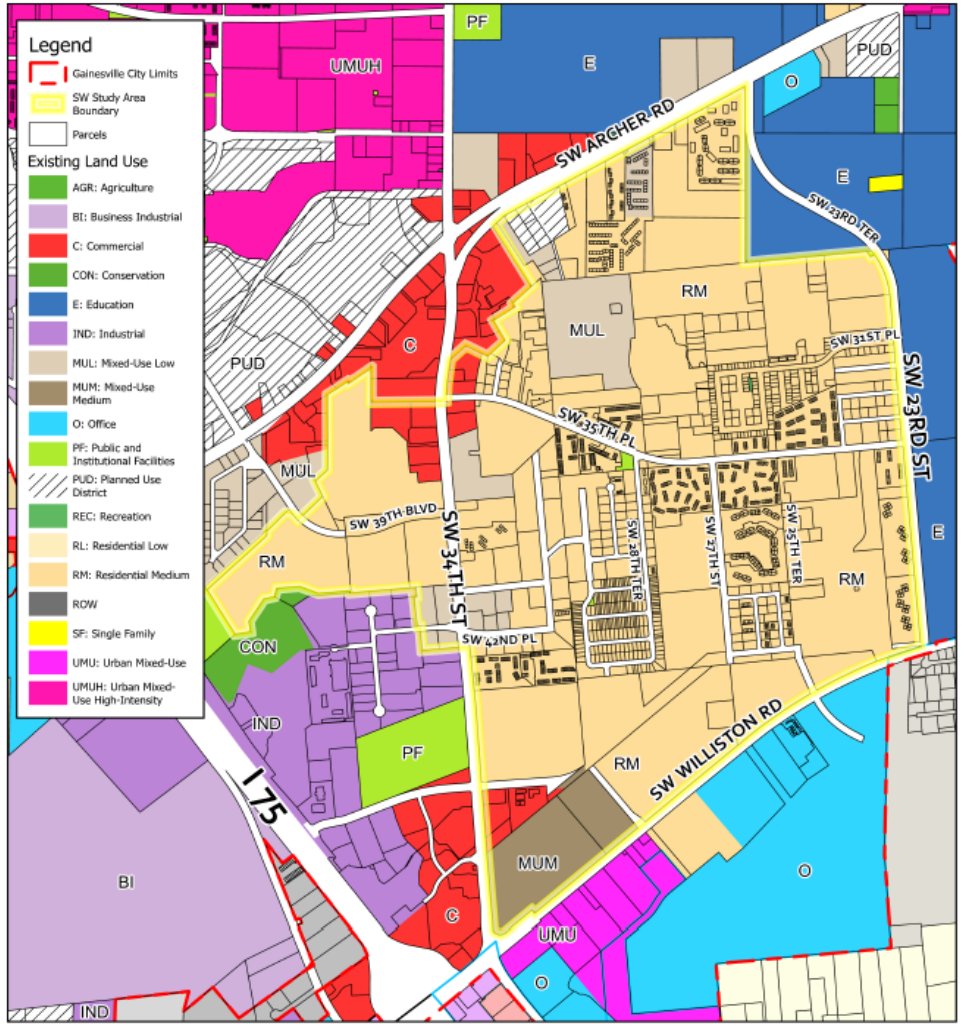
Student Population

	2014	2024	% Change
K-12 Students	**418**	**761**	**+ 82% increase**
Undergraduate/ Graduate Students	**8,481**	**7,742**	**- 9% decrease**

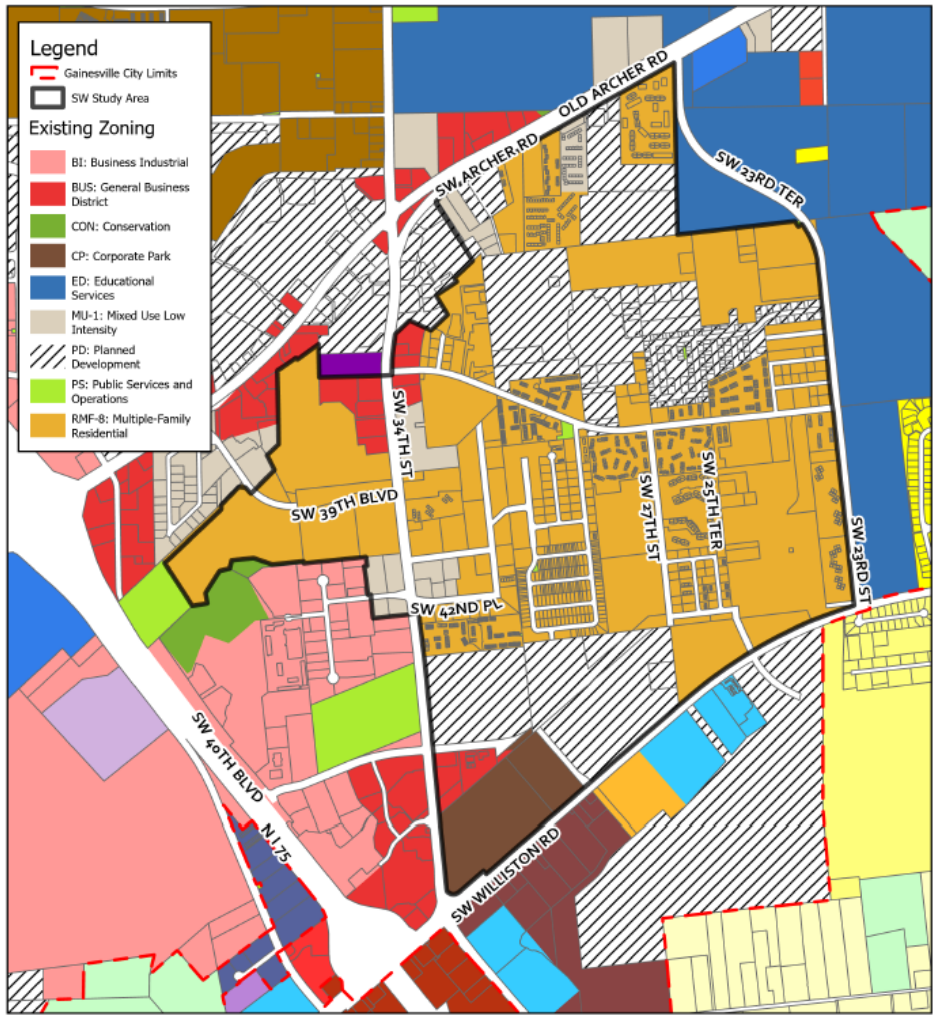
	Study Area Median Age	City of Gainesville
2014	**24.3**	25.8
2024	**25.3**	25.5

SW Gainesville STUDY AREA

PEOPLE
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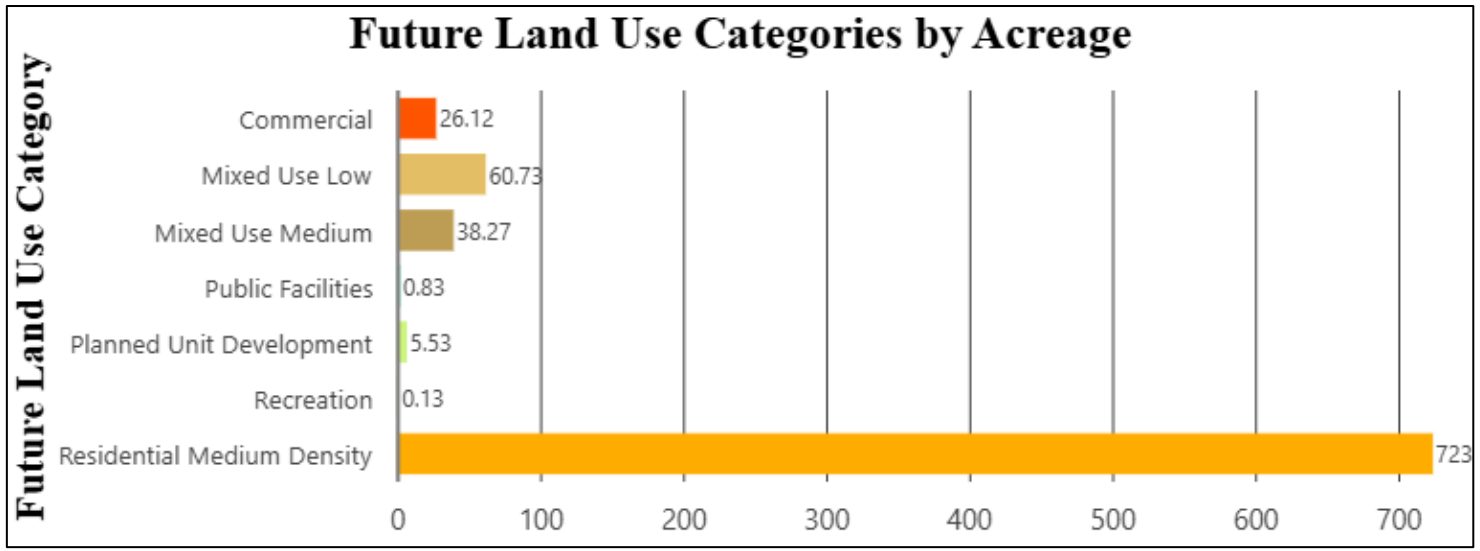
Future Land Use Map Designations

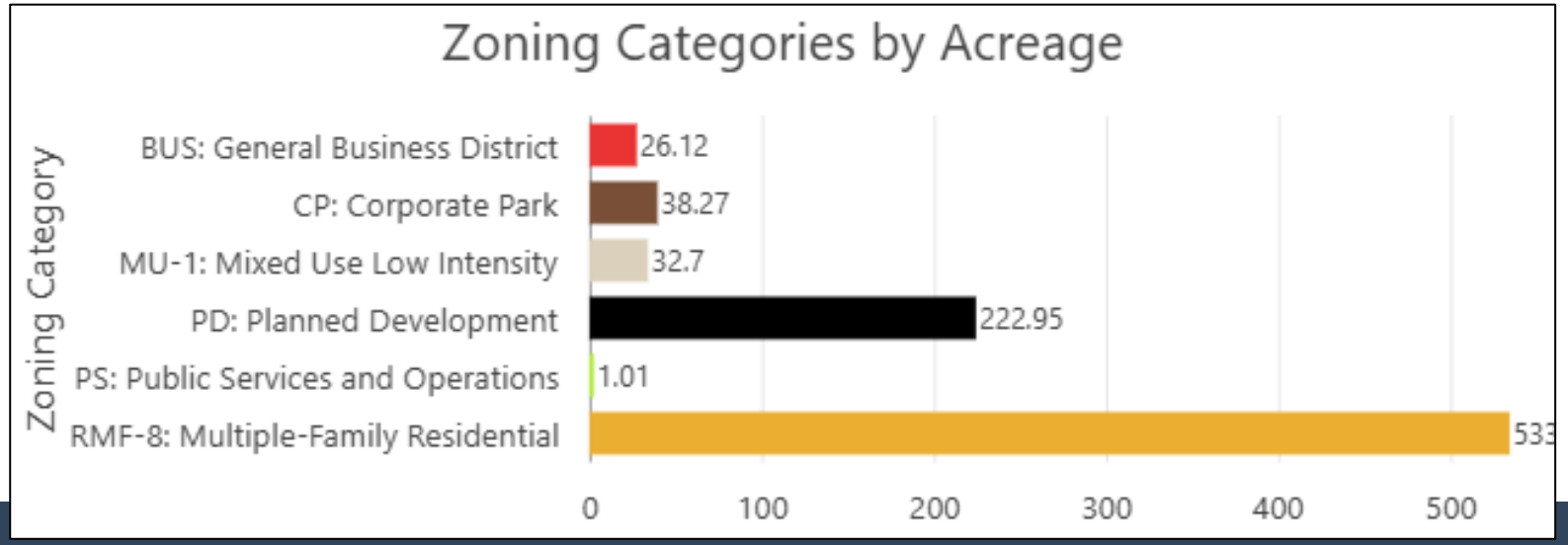


Zoning Categories

SW Gainesville
STUDY AREA

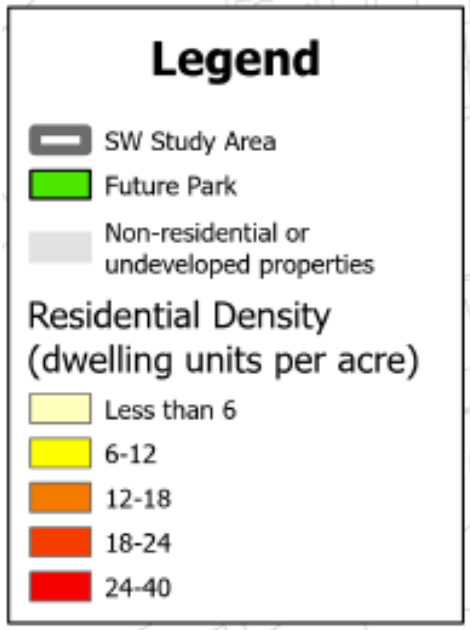
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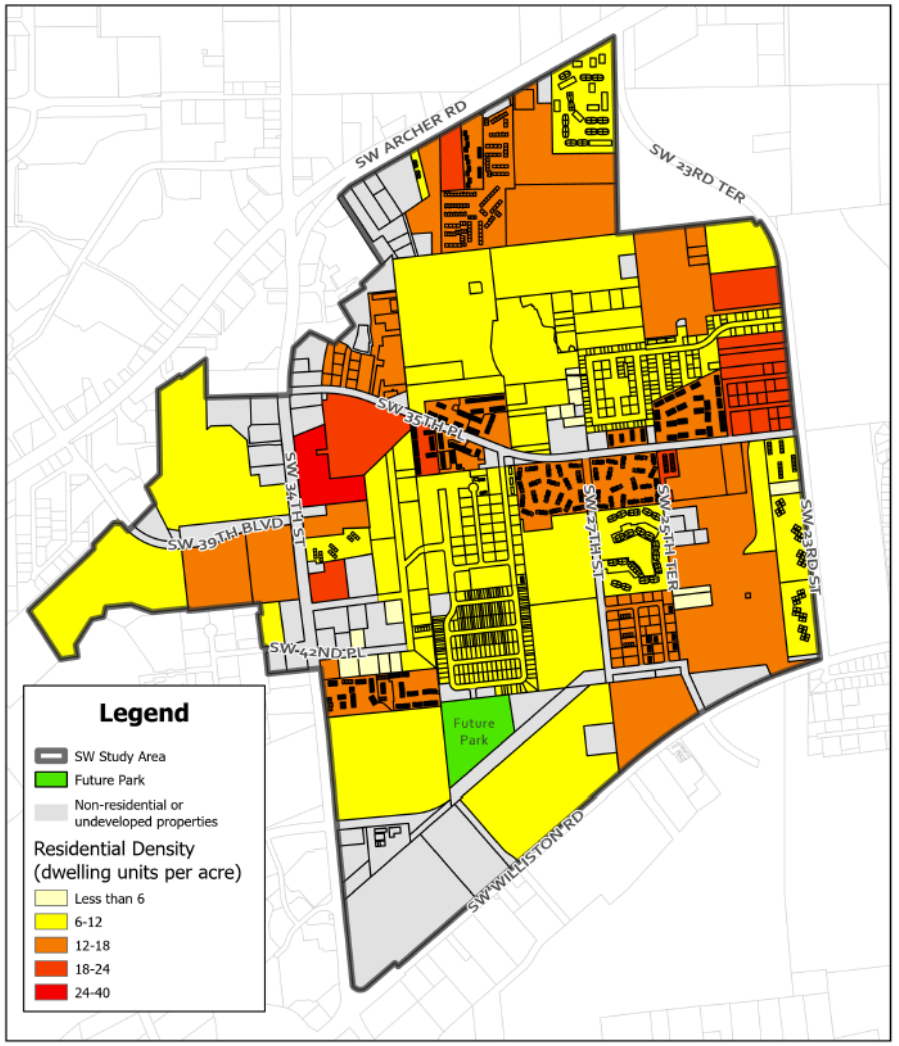


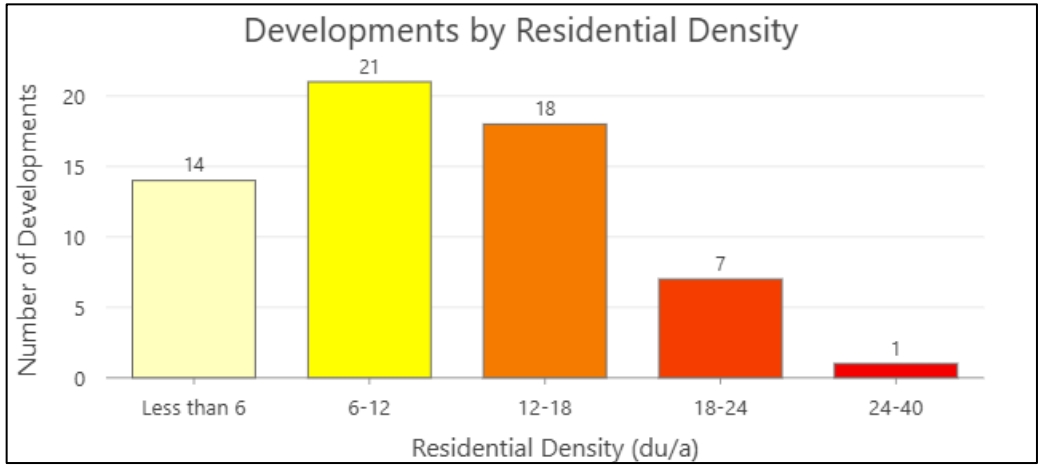


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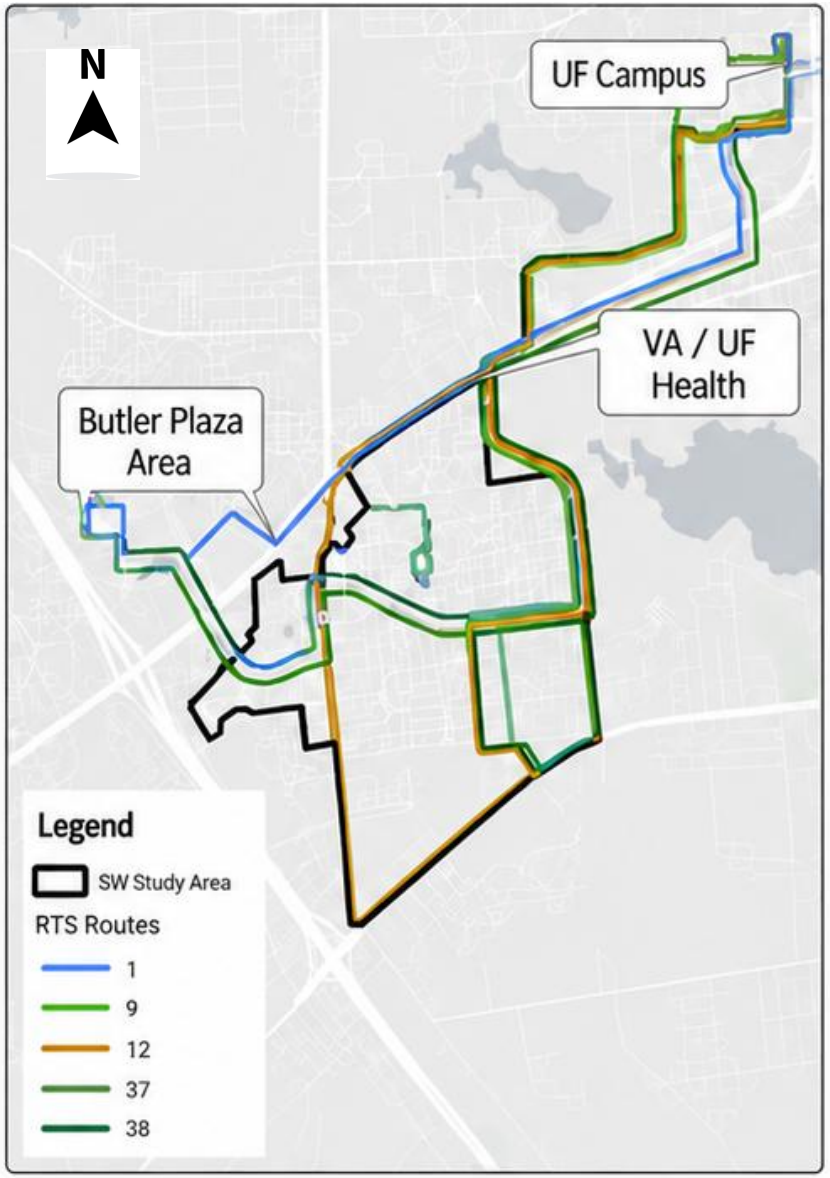




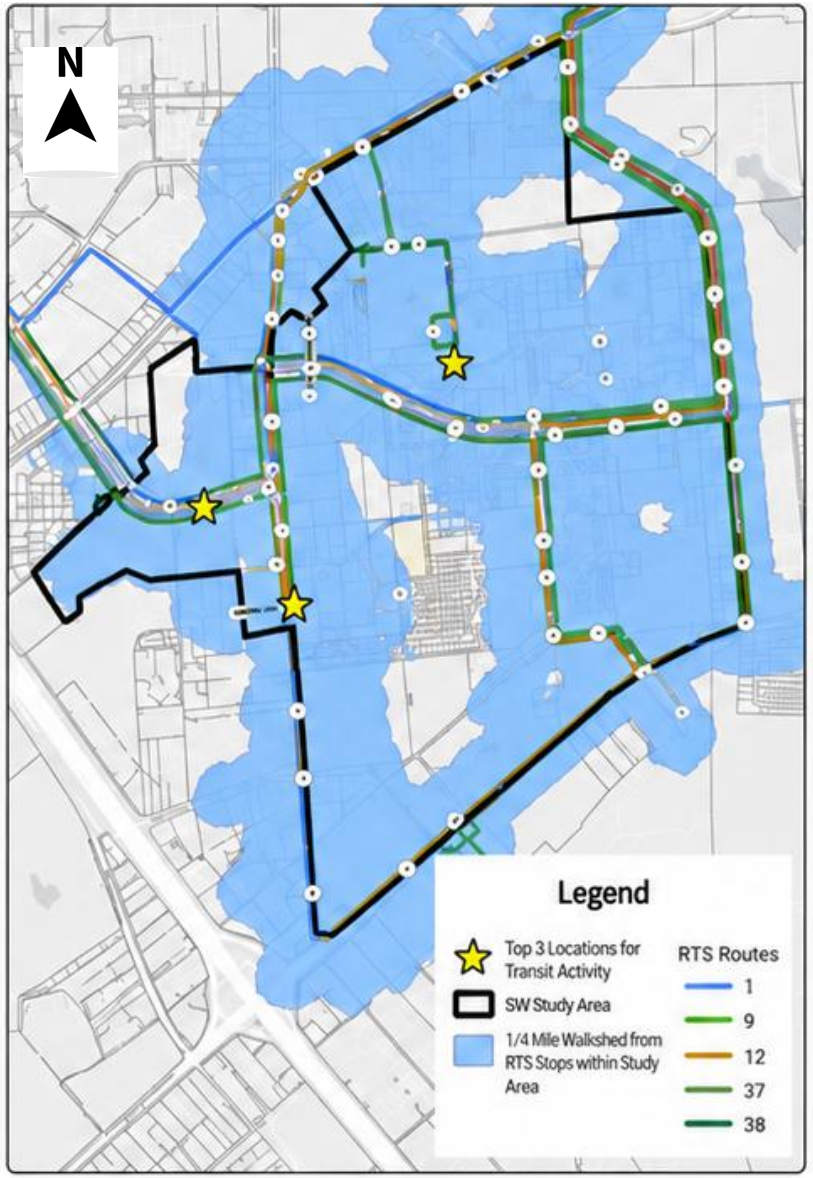


Residential Densities

Study Area Highlights



Transit Routes Serving Study Area



Transit Stops Within 1/4 Mile

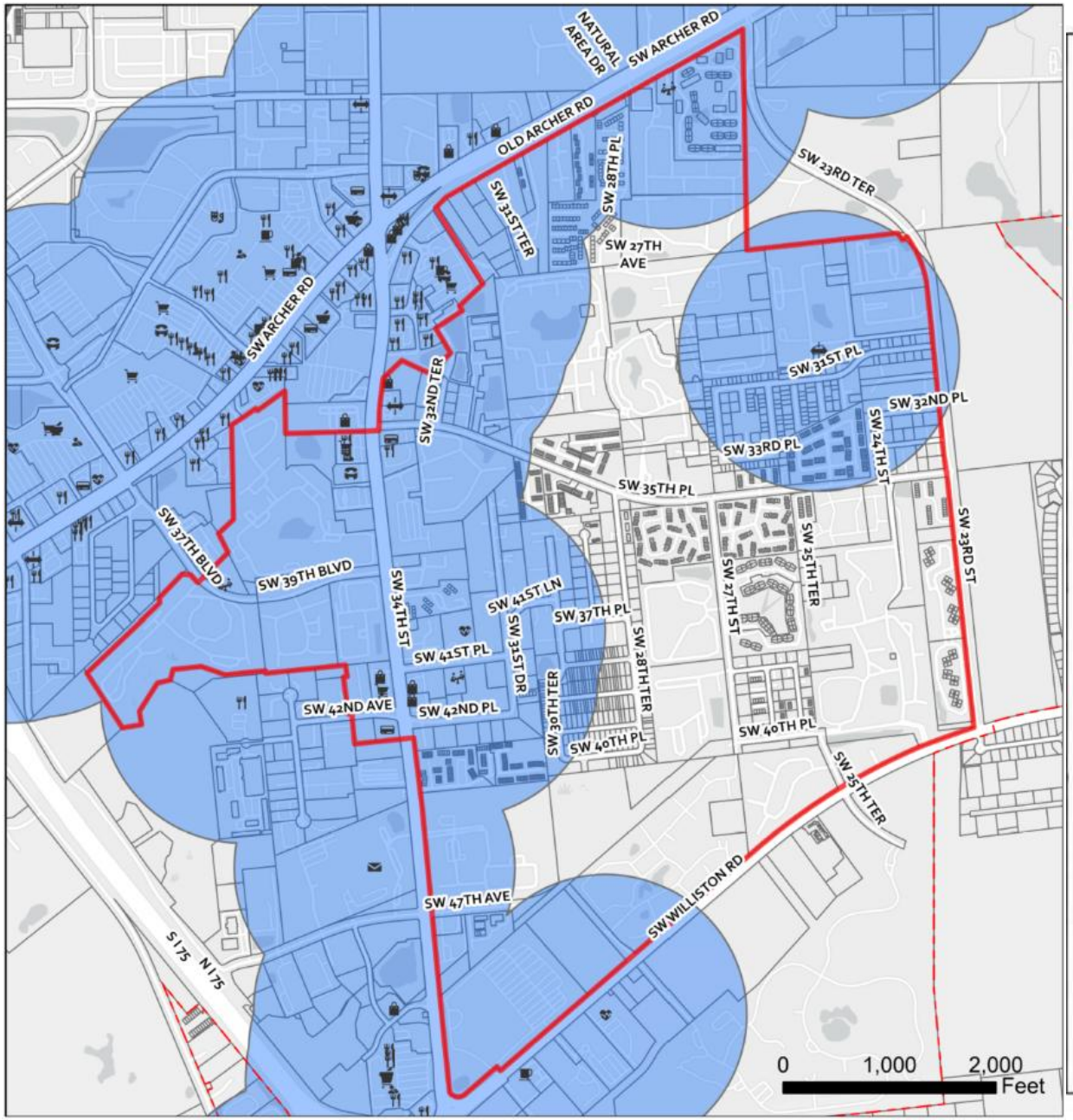
WALKABILITY & MOBILITY

5 RTS routes serve the area

94% are within walking distance (1/4 mile) of a transit stop

Bus stop activity is **70%** higher than the systemwide average

Study Area Highlights



Legend

- Art or entertainment
- Bank or credit union
- Clinic or doctor's office
- Coffee Shop or Cafe
- Convenience Store
- Daycare
- Fire Station
- Grocery Store
- Hardware Store, Neighborhood Scale
- Health and Fitness
- Pharmacy
- Post Office
- Restaurant or Brewery
- Retail, Neighborhood Scale
- Salon or barber shop
- 1/4 mile separation
- SW Study Area
- Gainesville City Limits

Note: not an exhaustive display of each use type

AVAILABILITY OF NEIGHBORHOOD SERVICES

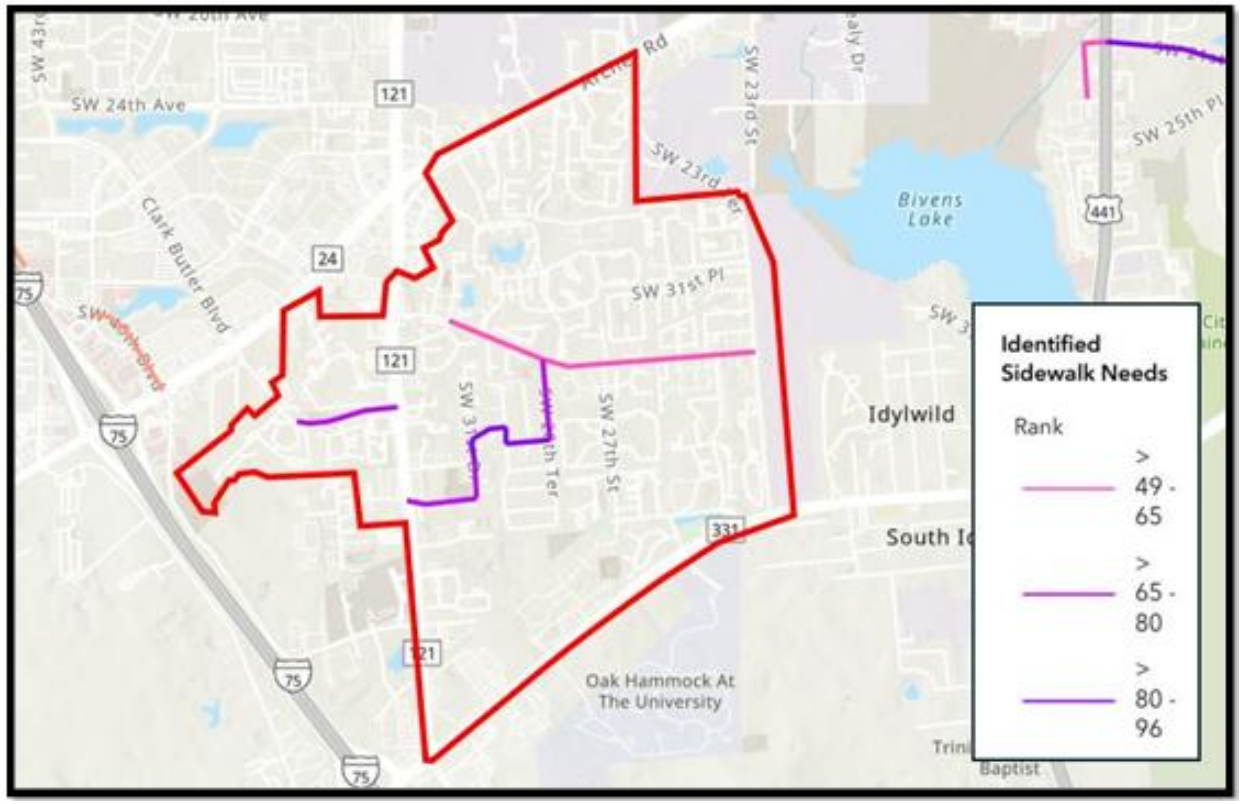
The study area is proximate to larger commercial areas in Butler Plaza, along SW 34th Street, and at the I-75/Williston Road interchange.

61% of the study area is within ¼ mile of neighborhood shopping and service uses.

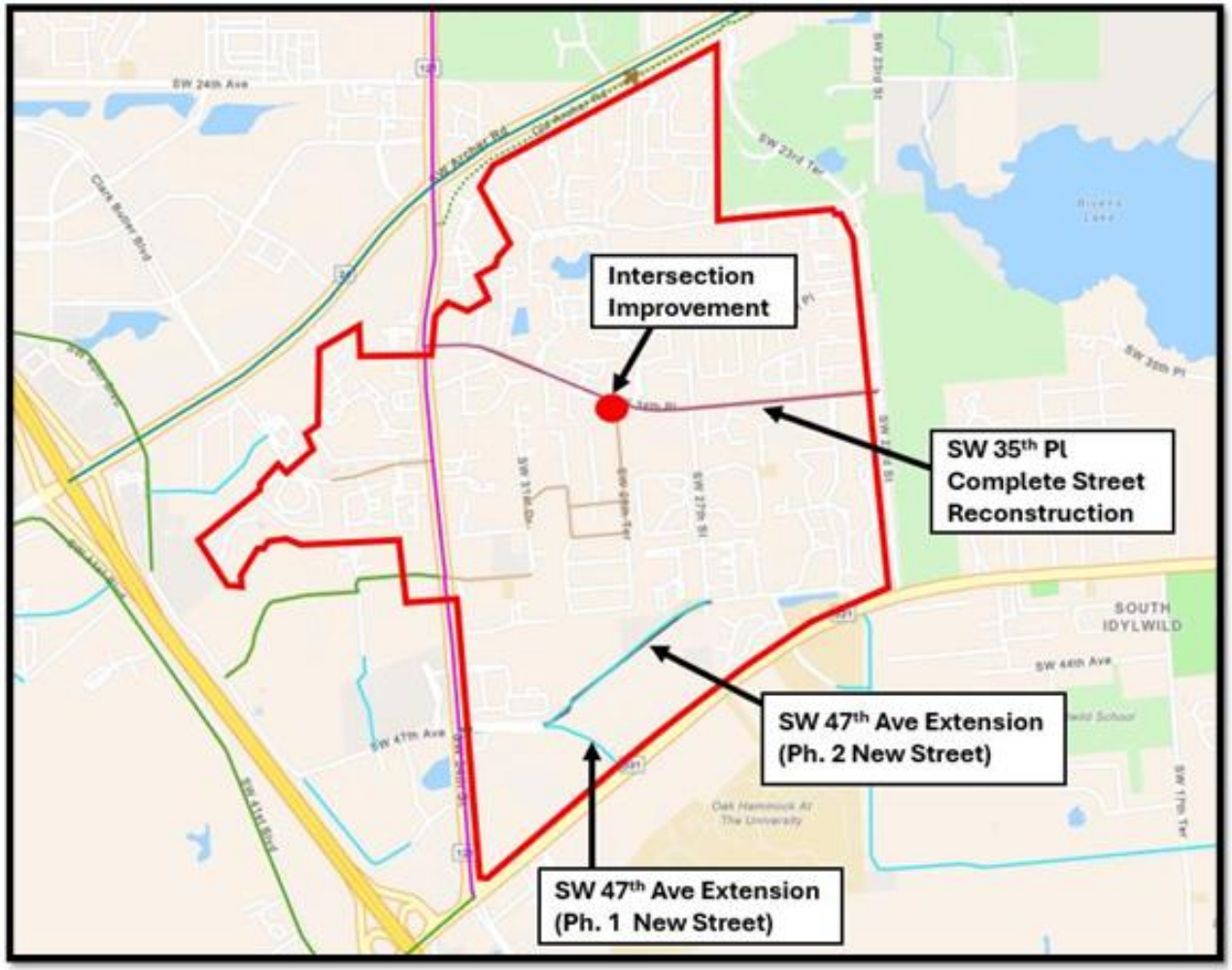
The southeast portion of the study area has no neighborhood-scale retail or service uses within easy walking distance.

Currently Identified Sidewalk & Street Needs

Identified Sidewalk Needs

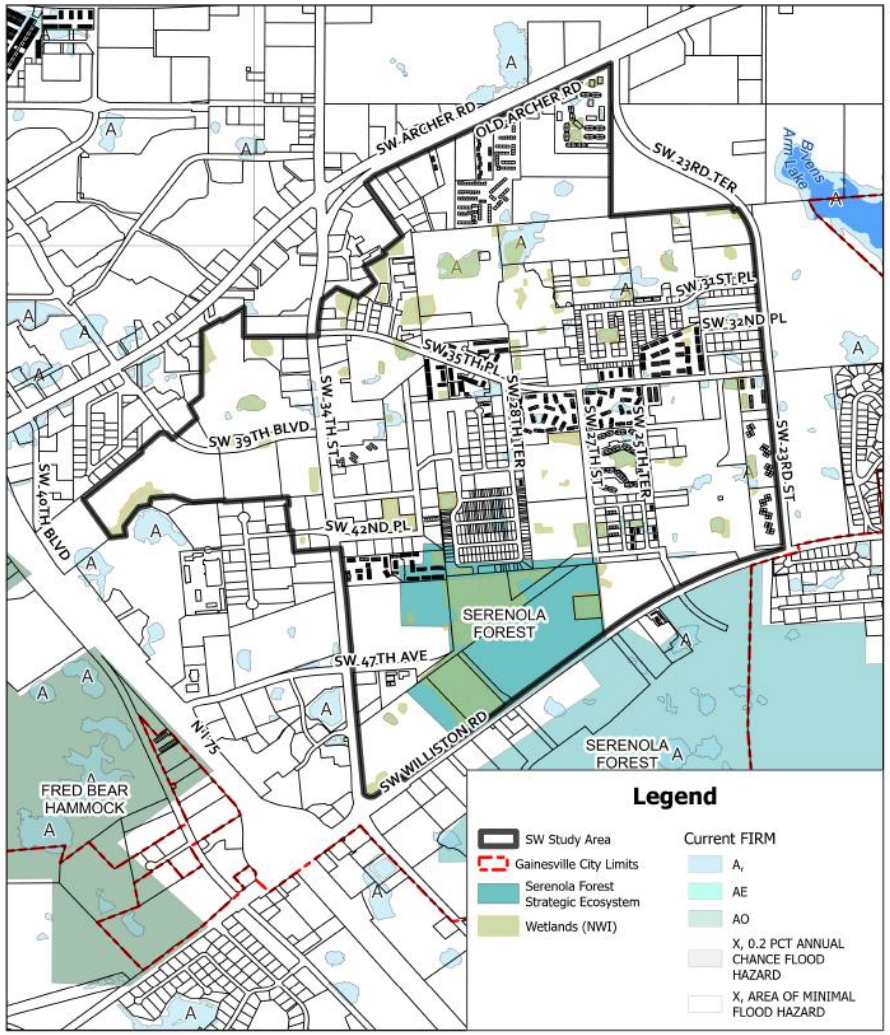


Identified Roadway Priorities

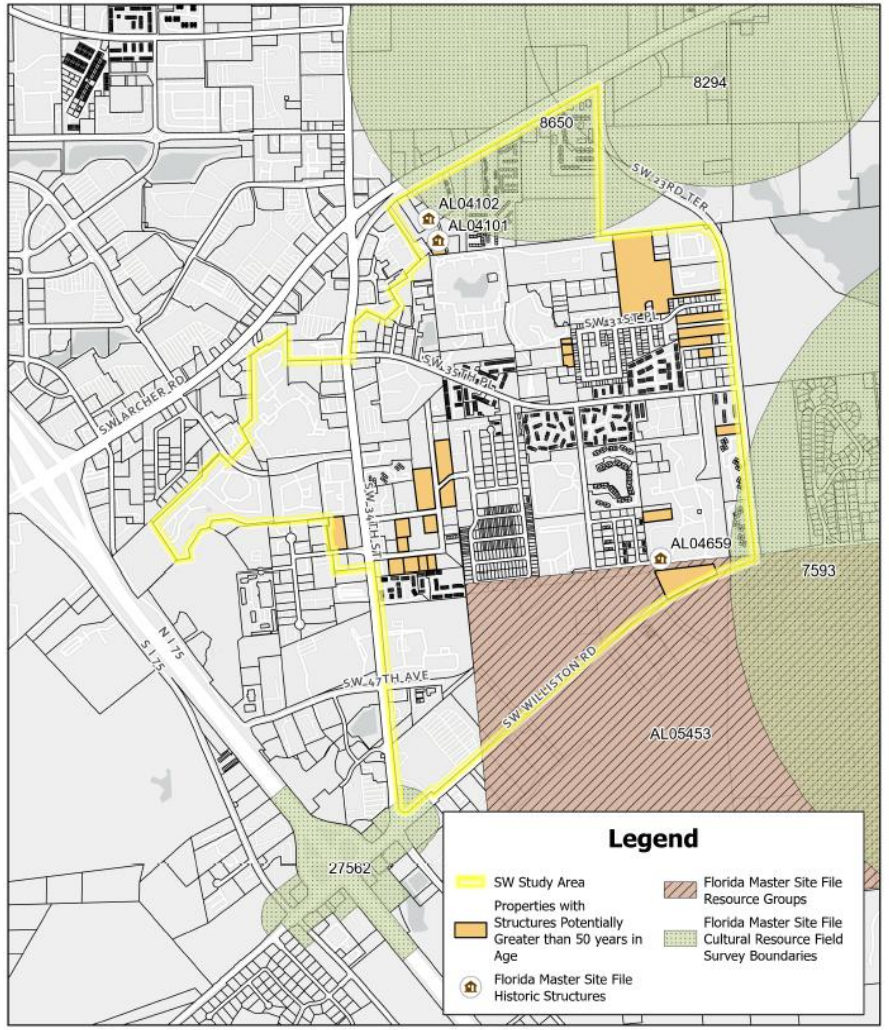


SW Gainesville
STUDY AREA

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Environmental Features



Historic & Cultural Resources

SW Gainesville
STUDY AREA

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Year	Projected Population	Population Increase
2035	19,951	+2,883
2045	20,947	+3,879

FUTURE HOUSING NEEDS

By 2045, the area may need to accommodate:

+3,879 additional residents

+1,847 additional housing units

Major Findings

- Well positioned to accommodate future growth through strategic infill and redevelopment
- Vacant land is not sufficient to accommodate future growth
- Existing densities are relatively low compared to other areas of the City that are of similar proximity to UF / UF Health
- No extensive historic, cultural, or environmental characteristics that would impact redevelopment

SW Gainesville
STUDY AREA

Community Engagement Summary

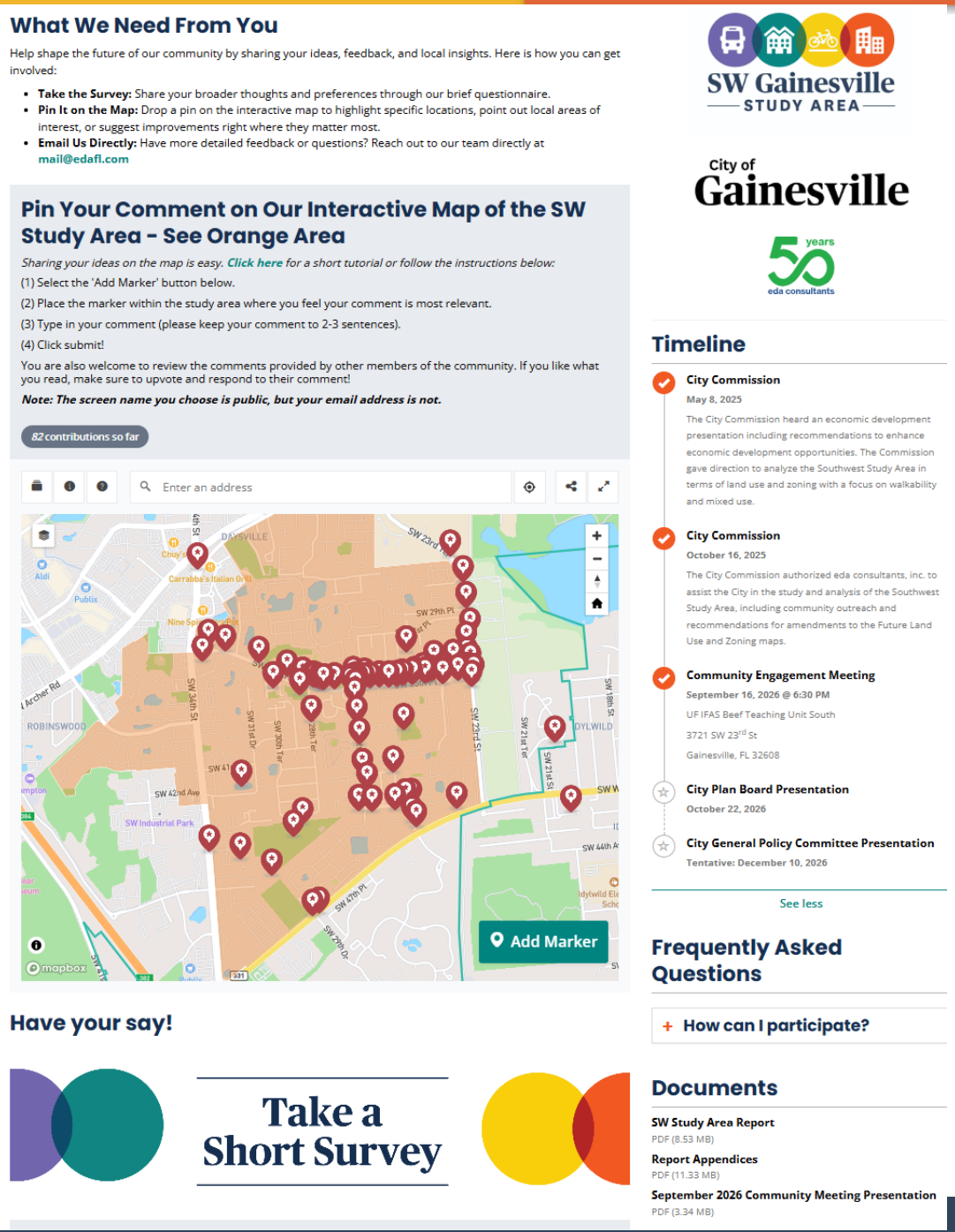


SW Gainesville
STUDY AREA

Community Engagement

- **Interactive Project Webpage**
  - Background Documents
  - Project Timeline
  - Frequently Asked Questions
  - Online Survey
  - Interactive Map (Drop a Pin/Leave Comments)
  - Contact Information
  - Website Will Remain Updated and Active Throughout Planning Process

- **Community Participation (Online)**
  - Online Survey: **55**
  - Interactive Map: **81**



SW Gainesville STUDY AREA

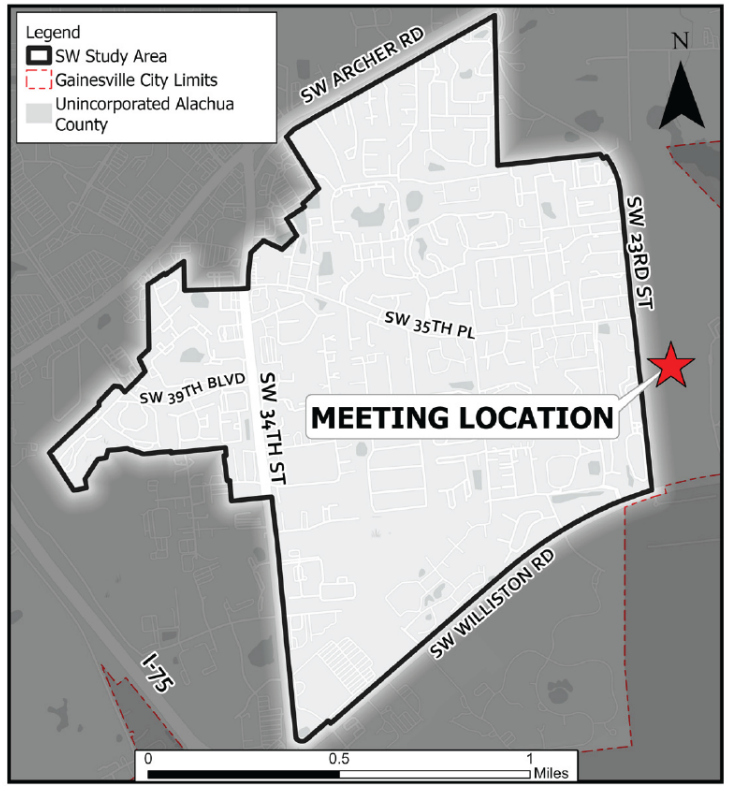
PEOPLE
PLACES
CONNECTIONS
OPPORTUNITY

Community Engagement

- Mailout to 1,865 property owners within SW Study Area

City of Gainesville

SW Gainesville STUDY AREA



Help Shape the Future of Southwest Gainesville

Upcoming Community Meeting

Wednesday, Sept. 16 at 6:30 p.m.

UF IFAS Beef Teaching Unit South

3721 SW 23rd Street • Gainesville, FL 32608

We Want to Hear from You!

The City of Gainesville is studying the SW Study Area and wants to hear what you value, what could be improved and how the area should evolve. Please attend this community meeting to provide your valuable input.

What we'll discuss at the meeting

- Study Area details and future planning opportunities
- Land use, zoning, housing, mobility and infrastructure
- Your ideas, concerns and priorities

Can't make the meeting?

Scan this QR code and provide your feedback on our project webpage.

SW Gainesville
STUDY AREA

Community Engagement

- Apartment Complex Management and Resident Outreach
- Coordination with UF Off Campus Housing
- Direct contact with 25+ apartment management companies within Study Area
- Posting Apartment Complex Flyers

City of Gainesville | SW Gainesville STUDY AREA

Help Shape the Future of Southwest Gainesville

We Want to Hear from You!

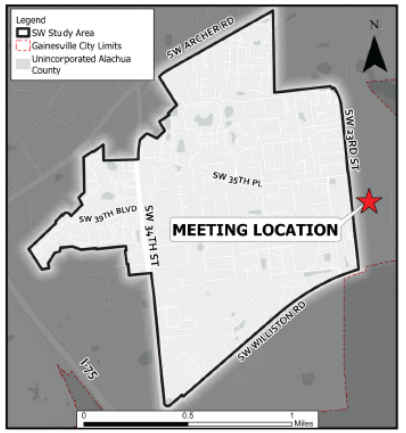
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What we'll discuss at the meeting
- Study Area details and future planning opportunities
- Land use, zoning, housing, mobility and infrastructure
- Your ideas, concerns and priorities

Share Your Local Insight

Your perspective can help inform future planning for this area.



Ways to Participate

1. **Attend the upcoming Community Meeting**
   Wednesday, Sept. 16 at 6:30 p.m.
   UF IFAS Beef Teaching Unit South - 3721 SW 23rd St.
2. **Fill our a brief survey**
   Share your thoughts & preferences using the QR code
3. **Pin it on the interactive map**
   Identify suggested improvements, places or assets using the QR code
4. **Email or call us directly**
   Questions or detailed feedback? Contact the project team at mail@edafl.com or 352-373-3541

Can't make the meeting or want to learn more?

Scan this QR code to visit the SW Gainesville Study Area project webpage and provide your feedback.

Have your say!

Survey • Interactive Map • Project Information

If you have a disability and need an accommodation in order to participate in this meeting, please contact the City of Gainesville Office of Equal Opportunity at 352- 334-5051 at least two days in advance.

Community Engagement

- City Press Release
- City Social Media & Radio Promotion

City of Gainesville

Help shape the future of Southwest Gainesville

What: Southwest Gainesville Study Area Community Meeting
When: 6:30 p.m. on Wednesday, Sept. 16
Where: UF/IFAS Beef Teaching Unit South, 3721 SW 23rd Street



GAINESVILLE, Fla. (Sept. 3, 2026) – The City of Gainesville is inviting neighbors to help shape the long-term future of a portion of the city informally known as the "Southwest Study Area." Largely developed between the 1970s and early 2000s, the area is near the University of Florida and Butler Plaza, mainly consists of multifamily housing, and covers approximately 913 acres. Although it represents only about 2% of Gainesville's land area it is home to nearly 12% of the city's population.

Generally bordered by Archer Road to the north, Southwest 34th Street to the west, Williston Road to the south and Southwest 23rd Terrace to the east, the Southwest Study Area has not had a comprehensive land use or zoning review since it was annexed into the city in 2003. A special meeting of the Gainesville City Commission on May 8, 2025 resulted in commissioners unanimously approving a motion to analyze the area with the goal of enhancing economic development opportunities.

The newly launched study will examine existing conditions and longer-term needs, including housing and affordability, transportation and transit, sidewalks and bicycle connections, infrastructure, parks and open space, neighborhood-serving businesses and opportunities for reinvestment. The work also considers whether future land use or zoning changes could support additional housing and more walkable, mixed-use development. An online survey for neighbors to share opinions has already launched.

"This is an important opportunity for people in southwest Gainesville to tell us what they value and what needs improvement," said Gainesville City Commissioner Casey Willits, in whose district the area is located. "We want to hear about the quality of housing, whether people bike or walk, how they use parks and green space, if they rely on RTS bus service —essentially what changes they envision and where we should focus our attention."

The first Southwest Study Area community meeting is scheduled for Wednesday, Sept. 16 at 6:30 p.m. at the UF/IFAS Beef Teaching Unit South, 3721 SW 23rd Street. The agenda includes a brief presentation about the study followed by opportunities for questions and community input. The idea is to identify strengths, challenges and priorities by hearing from the neighbors, property owners, operators of businesses and others who are invested in the future of the area.

"Good planning starts with understanding how a place functions today and thinking carefully about how it may need to function 10 or 20 years from now," said Interim City Manager Andrew Persons. "This is an established part of Gainesville with infrastructure, transit and proximity to major employment and activity centers. The study gives us an opportunity to look at how reinvestment can make better use of those assets while improving connections, housing choices and the overall neighborhood environment."

Residents can learn more about the study and complete the survey by visiting the Southwest Study Area project webpage. The city is partnering with eda consultants, inc., to conduct the analysis, and study information will remain available online throughout the planning process with new dates and developments added as the project moves forward.

###

Media contact: City of Gainesville Public Information Officer Rossana Passaniti at 352-318-9599 or PassanitiR1@GainesvilleFL.gov. Find more news online or subscribe directly to GNV News, the City's weekly newsletter.

SW Gainesville STUDY AREA

PEOPLE
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Community Engagement Meeting

- September 16, 2026 (6:30 PM)
- UF / IFAS – SW 23rd Street

Meeting Format

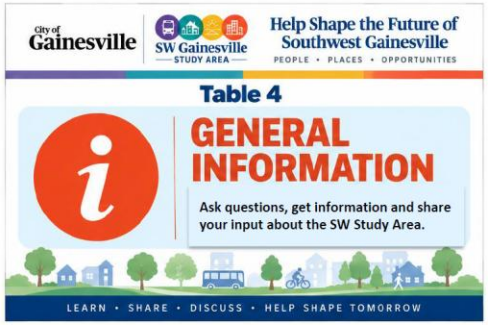
- Welcome
- Brief Presentation
- Question / Answer Period
- Open House-Style Format / Information & Input Tables
- Community Attendees: 17











SW Gainesville STUDY AREA

PEOPLE
PLACES
CONNECTIONS
OPPORTUNITY

Community Engagement Meeting Input Summary

Valued Assets

- Mature trees, green space, and natural character
- Central location & access to UF, hospitals, and destinations
- Existing transit service and housing variety
- Quieter residential pockets and neighborhood identity

Top Concerns

- Walking/bicycling safety & missing connections
- SW 35th Place roadway condition & intersection safety
- Housing affordability and older apartment quality
- Bus stop access, lighting, and basic amenities



Community Engagement

Consistent Input Themes



1) Transportation, Safety & Connectivity
2) Housing Affordability, Quality & Redevelopment
3) Trees, Green Space & Public Amenities
4) Neighborhood Services
5) Infrastructure & Maintenance

Community Engagement

Consistent Input Themes



1) Transportation, Safety & Connectivity

- Safer walking and bicycling infrastructure was the highest-ranked improvement category in the survey. Sidewalk gaps and abrupt sidewalk endings; unsafe or missing crosswalks
- Roadway maintenance, including potholes and pavement condition on SW 35th Place.
- Traffic speed, turning conflicts, and safety concerns around SW 27th Street / SW 35th Place and apartment entrances
- Limited comfortable bicycle facilities, inadequate pedestrian lighting, and poor connections to bus stops
- Requests for traffic calming and evaluation of intersection treatments
- Improve pedestrian access to bus stops and crossings between stops on opposite sides of major roads
- Consider shelters, benches, lighting at stops with limited amenities
- Maintain connections to UF, UF Health, Downtown, Butler Plaza, and other major destinations

Community Engagement

Consistent Input Themes

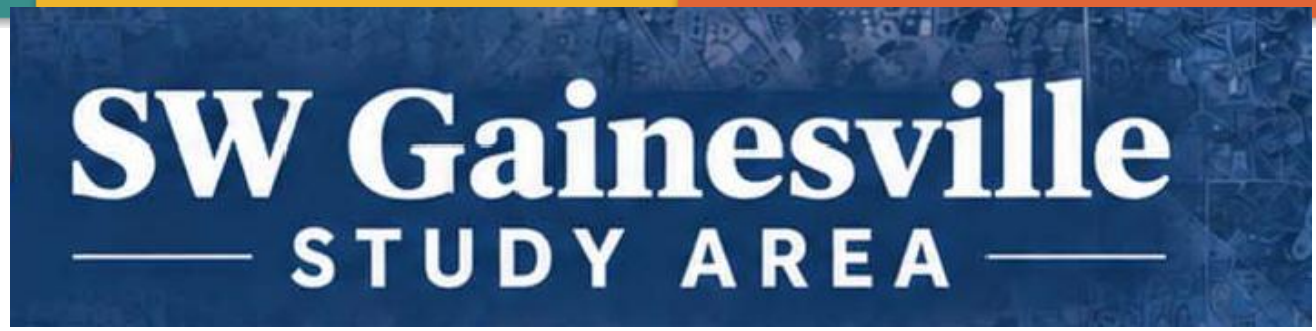


2) Housing Affordability, Quality & Redevelopment

- Housing affordability should be a top priority
- Favor improving older apartment communities, including a combination of renovation and redevelopment as the preferred approach
- Opinions differ on how much new housing or density is appropriate and where it should occur
- Concern that reinvestment may increase rents or displace current residents

Community Engagement

Consistent Input Themes

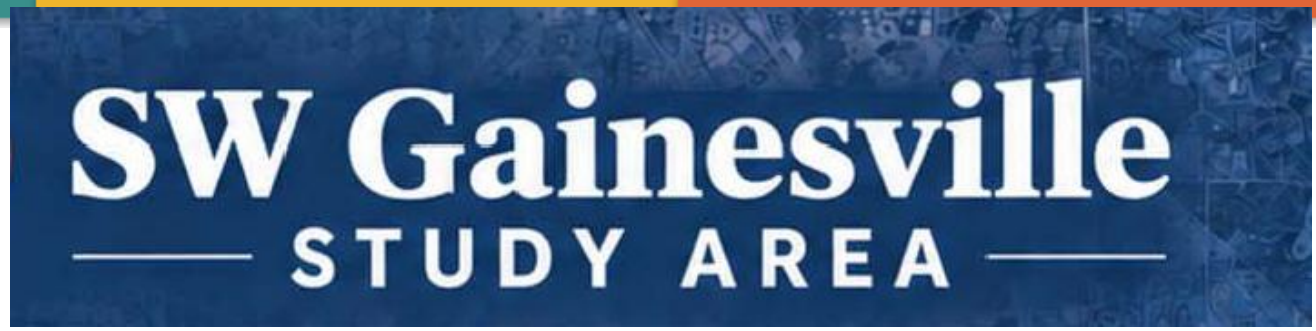


3) Trees, Green Space & Public Amenities

- Future redevelopment should include more trees and open space
- Valued mature tree canopy, natural and shade area
- Requests included a public park, playgrounds, trails, benches, shade, and improved connections to parks and natural areas

Community Engagement

Consistent Input Themes

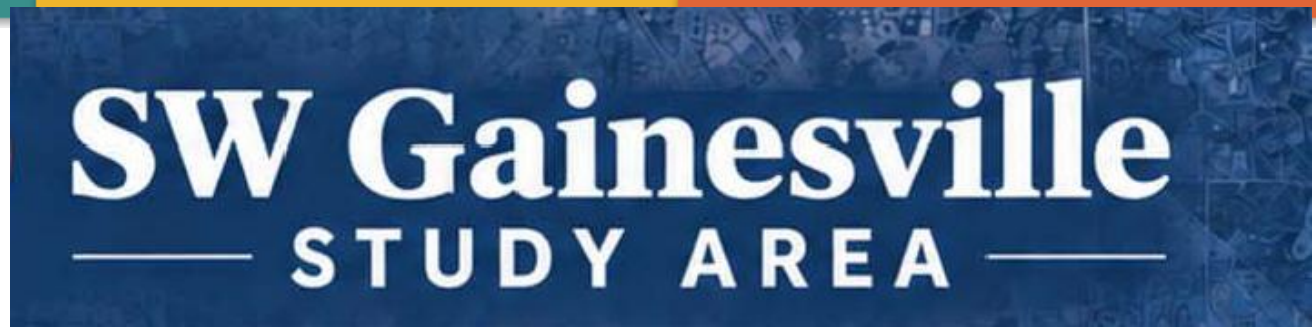


4) Neighborhood Services (Neighborhood-Serving Businesses)

- Support walkable, neighborhood-scale services such as small grocery stores, coffee shops, and dining.
- Other participants felt Butler Plaza already meets many retail needs and expressed concern about unnecessary commercial development or added traffic.
- The recurring distinction was between local daily-needs services and larger regional retail.

Community Engagement

Consistent Input Themes



5) Infrastructure & Maintenance

- Comments noted litter, dumping, overgrown areas, poor lighting, drainage concerns, and maintenance issues around streets and stormwater facilities
- Participants asked for better visibility/lighting and safer walking routes, particularly after dark

SW Gainesville
STUDY AREA

Implications for the Planning Study

- Coordinate land use or zoning options with transportation, transit, sidewalk, drainage, lighting, and public-space needs.
- Consider how redevelopment can expand housing choices while addressing affordability, displacement concerns, trees, open space, and neighborhood compatibility.
- Evaluate key safety locations identified by participants, especially SW 35th Place and nearby intersections, through appropriate technical review.
- Recognize the diversity of public input: the engagement results do not indicate one unanimous position on density, redevelopment, or retail.



Planning Framework for the SW Study Area

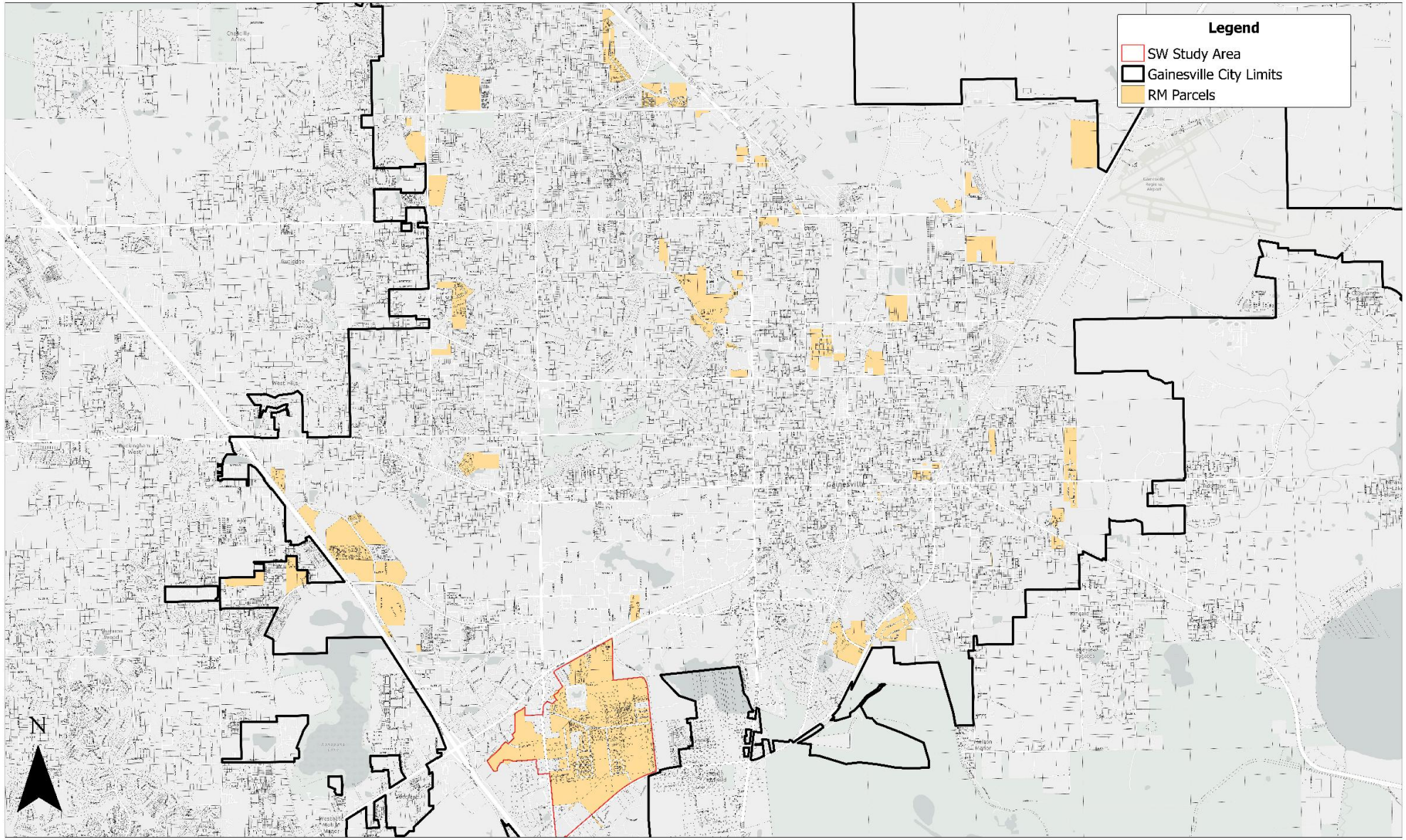
- **Multi-faceted approach needed due to:**
  - Level of existing development (97% developed)
  - Amount of Residential Medium land use area (84.6%)
  - Density issues
  - Limited public street network
  - Existing publicly-owned parcels needing changes
  - Limited Commercial & MUL/MUM parcels
  - Number of existing PDs & associated acreage (24.9%)
  - Potential challenges for SB 180 compliance

Planning Approaches for SW Study Area

- Make text changes to the Residential Medium (RM) land use category & RMF-8 zoning district
- Utilize the Residential High (RH) land use category & create a new implementing zoning district
- Utilize transect land use & zoning categories
- Retain existing land use categories for several parcels
- Apply correct land use and zoning designations for publicly-owned properties
- Multiple approaches for PD parcels (24.9% of area in PD)

Approach 1 for SW Study Area

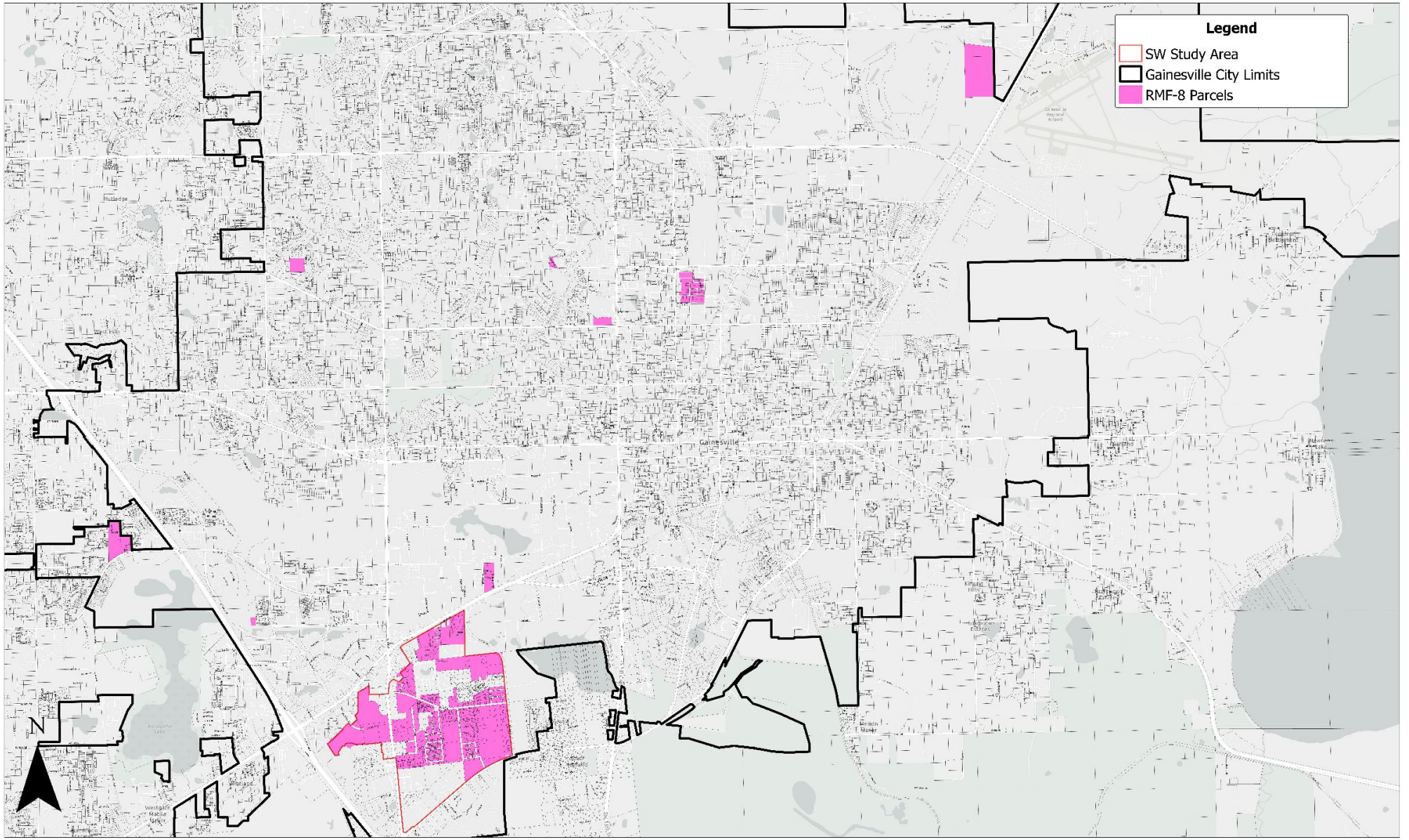
- Retain RM land use & RMF-8 zoning on most properties
- Text changes to the RM land use category & RMF-8 zoning
  - Change max density to 40 du/acre
  - Increase max height to 5 stories & 7 with bonus
  - Allow small-scale retail & office uses (neighborhood-level)
  - Small-scale retail/office by SUP for standalone buildings
  - Amend the density/height bonus system to include bonuses for transect-like design



Residential Medium Properties

50 years eda consultants

City of Gainesville



RMF-8 Properties

50 years eda consultants

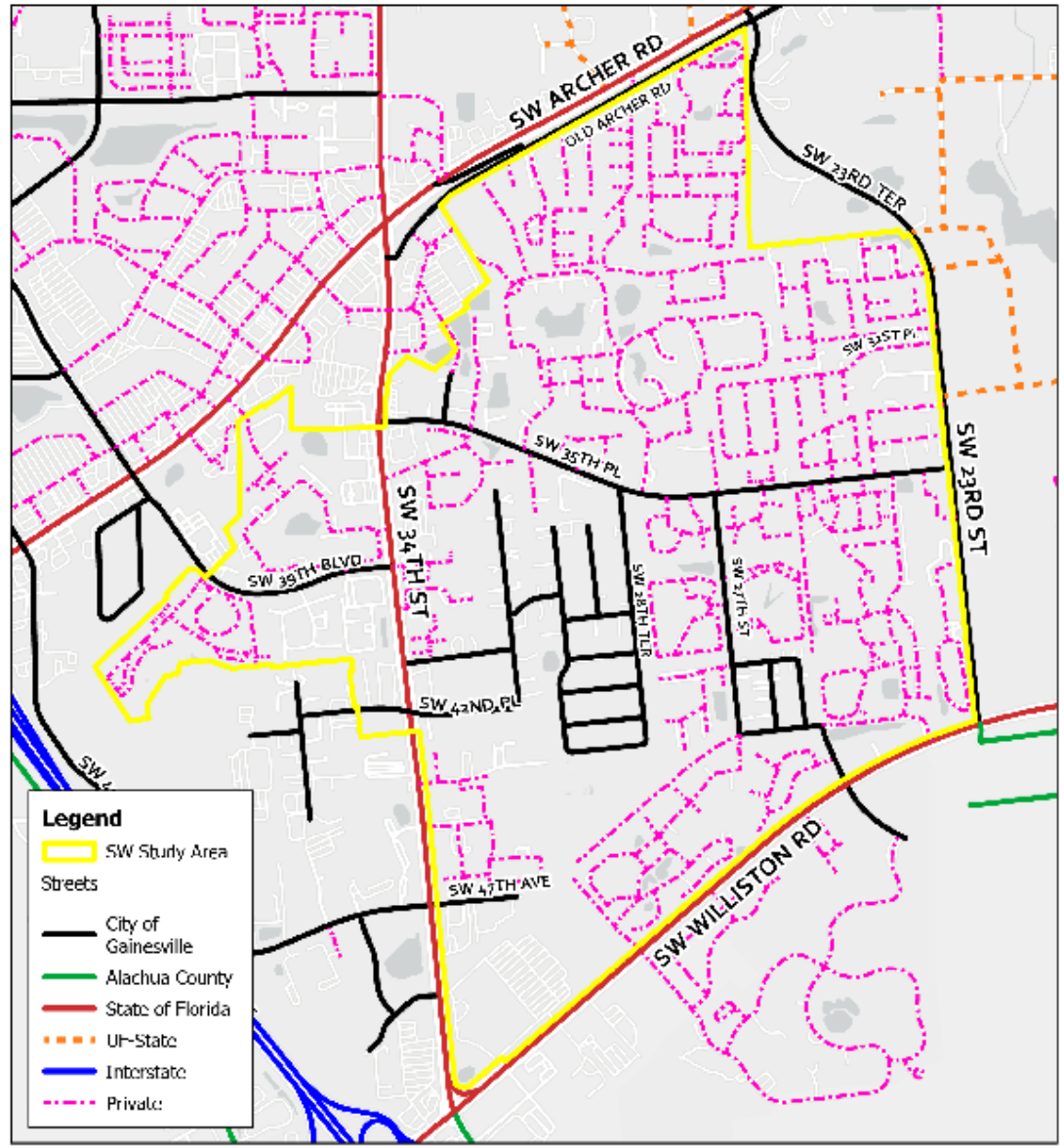
City of Gainesville

Approach 2 for SW Study Area

- Change select properties to RH designation & create a new Residential High Density Mixed-Use (RHMU) Zoning District
  - Increases max density to 100 du/acre
  - Allows small-scale retail & office uses (neighborhood-level)
    - Standalone retail/office up to 10,000 SF
  - Amend the density/height bonus system to include bonuses for transect-like design in RHMU zoning

Approach 3 for SW Study Area

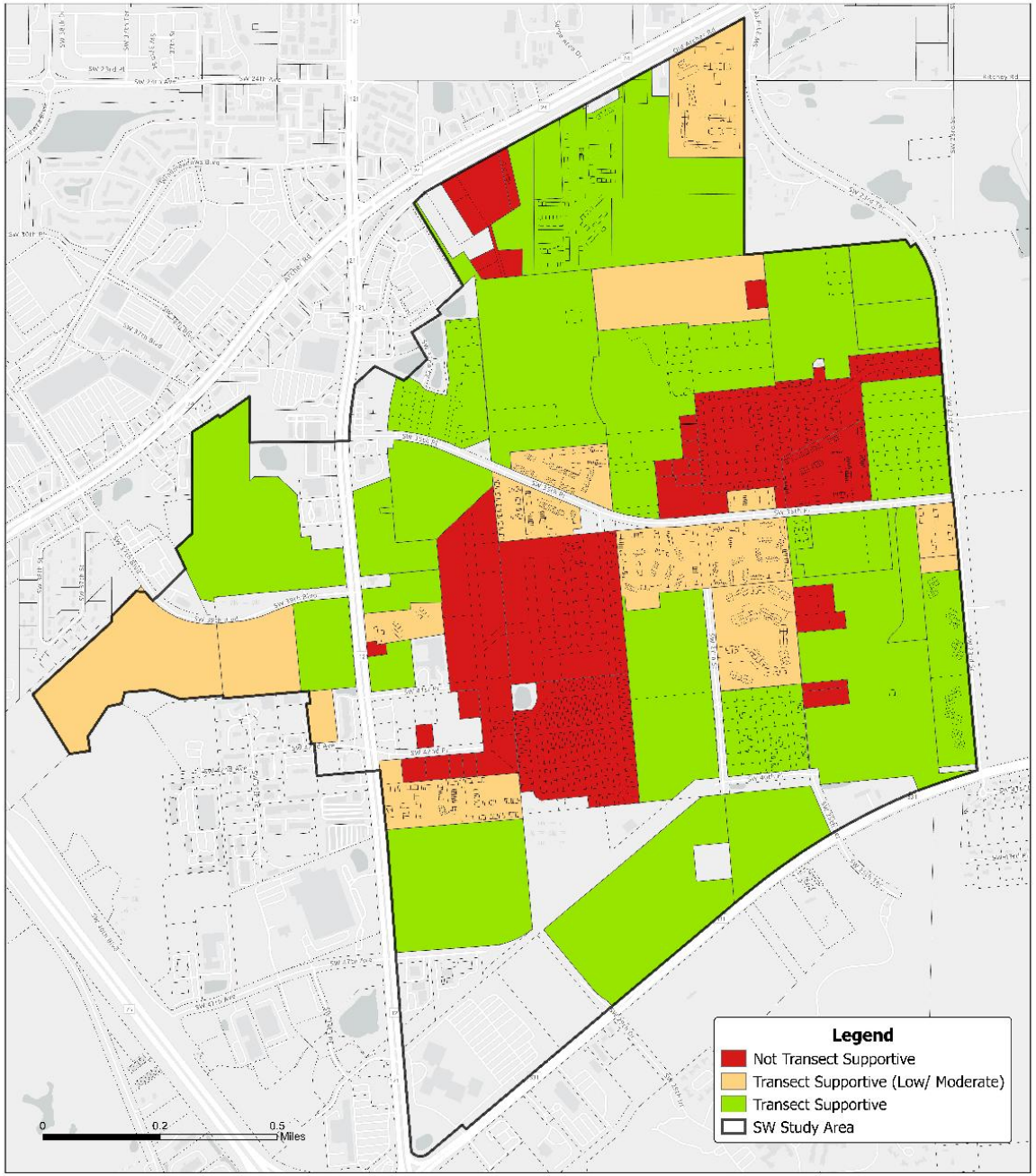
- **Change select properties to transect land use & zoning districts (UMU or UMUH, as appropriate)**
  - **Increases max density to 60 (UMU) or 100 (UMUH) du/acre**
  - **Allows for a mix of uses & standalone non-residential uses**



Street Ownership

0 0.5 1 Miles

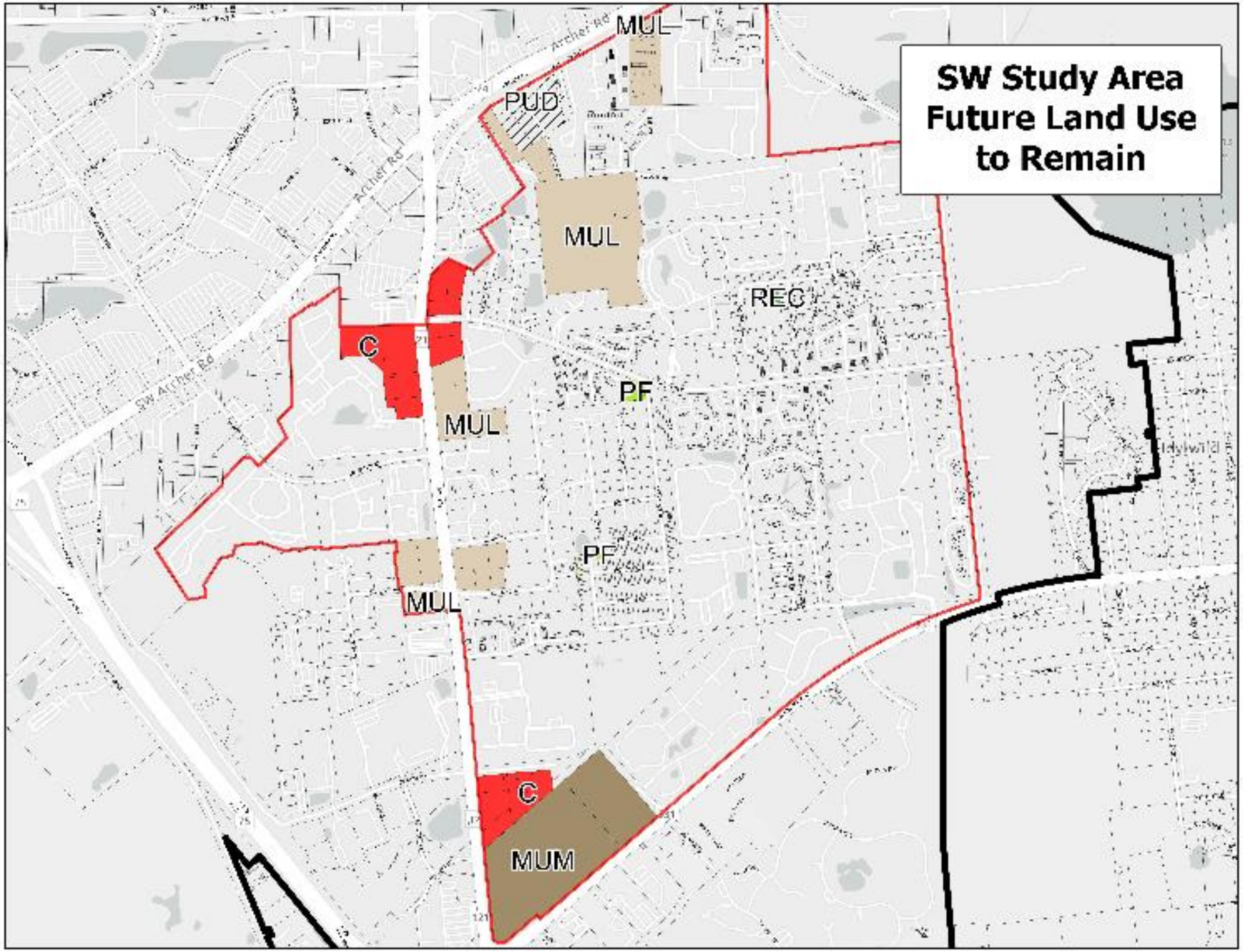
City of Gainesville

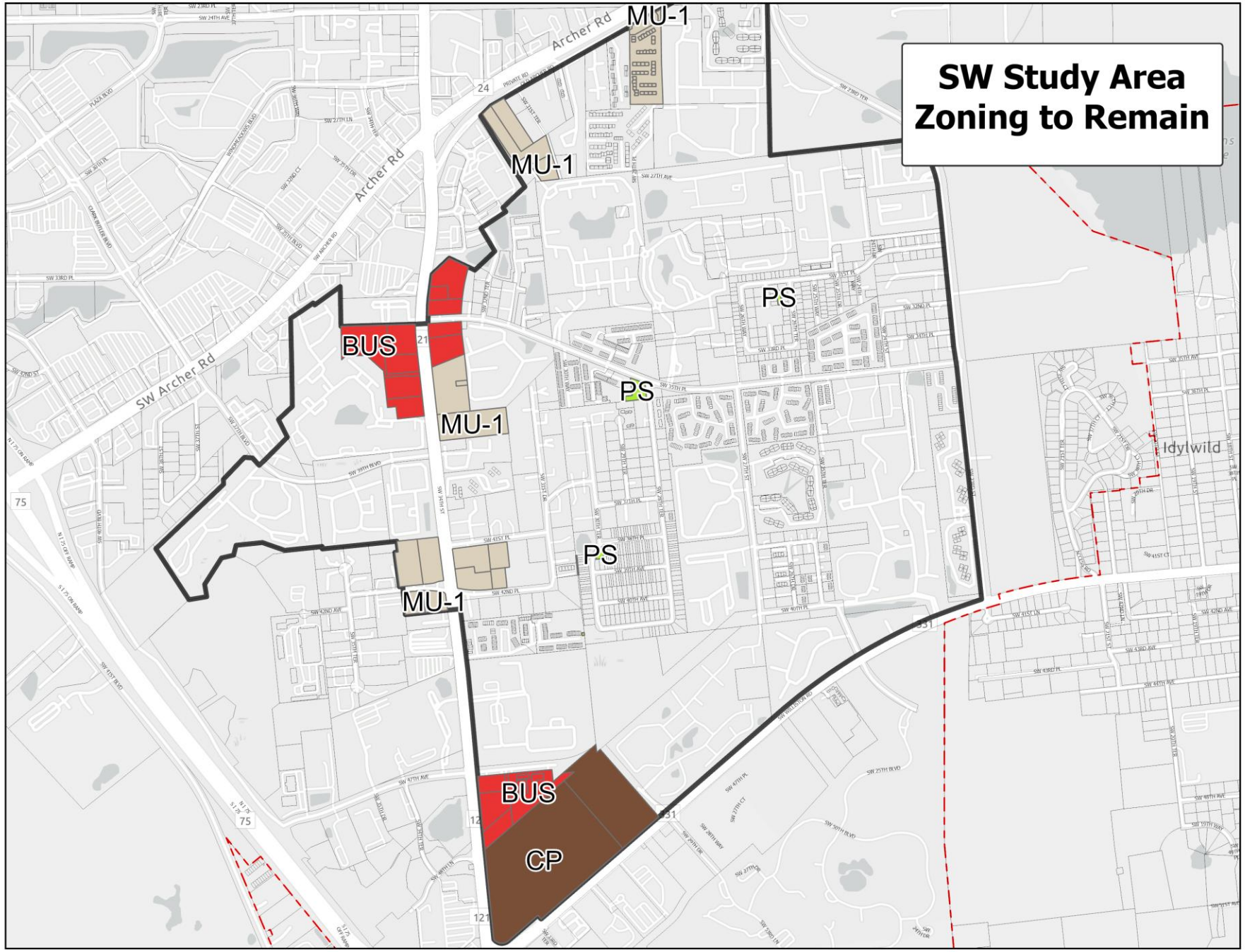


Transect Designation Potential

Approach 4 for SW Study Area

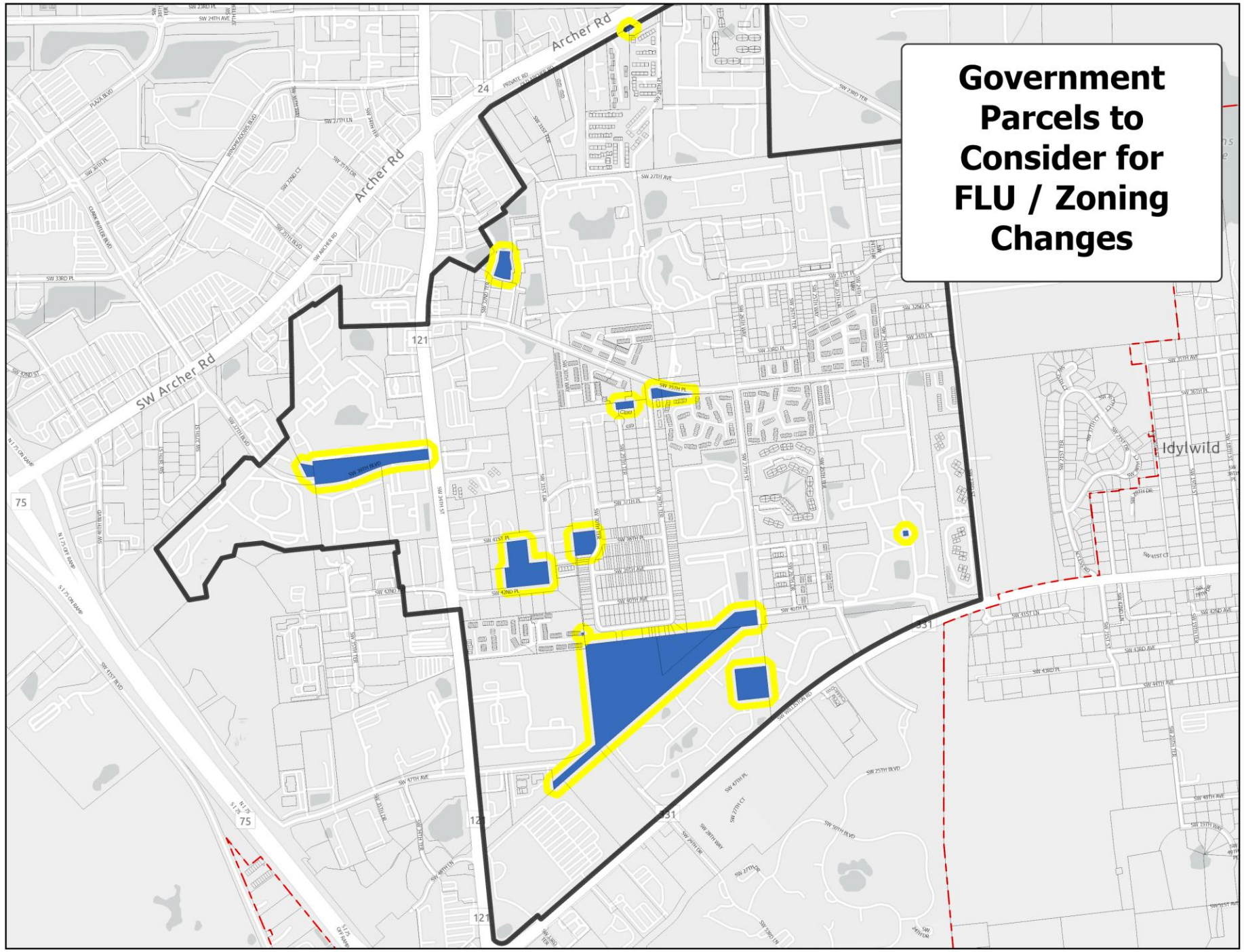
- Retain existing land use & zoning on non-residential properties
  - Includes: Commercial; Mixed-Use Low; Mixed-Use Medium; PUD; Public Facilities; Recreation
  - Archer Place PUD; UF Health property (MUM)
  - Existing Commercial & MUL properties along SW 34th ST
  - Existing PF & REC parcels are appropriate to remain


SW Study Area
Future Land Use
to Remain
MUL
PUD
MUL
REC
C
PF
MUL
PF
MUL
C
MUM
Archer Rd
SW Archer Rd


SW Study Area
Zoning to Remain
MU-1
MU-1
PS
BUS
PS
MU-1
PS
MU-1
BUS
CP
Archer Rd
SW Archer Rd
Idylwild

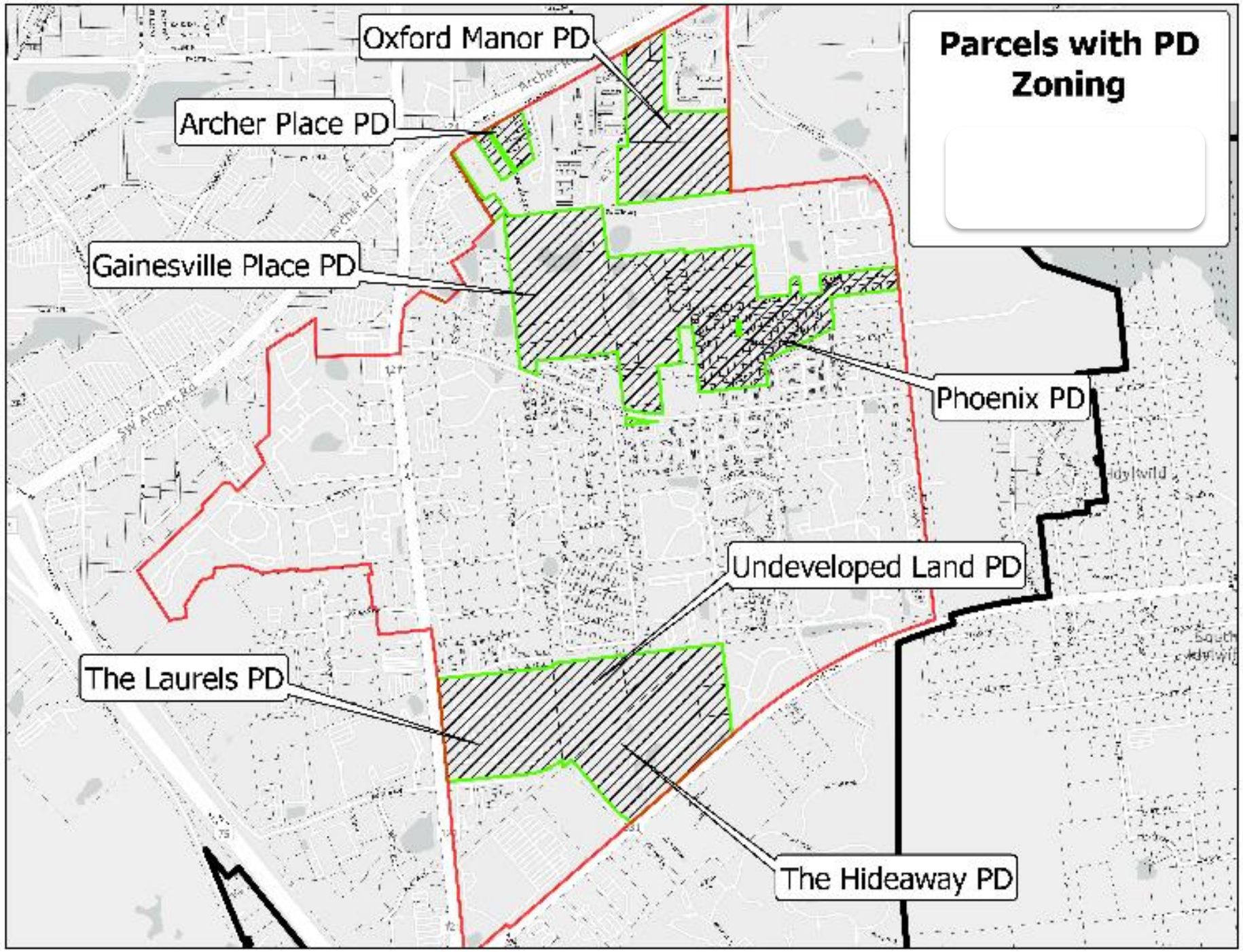
Approach 5 for SW Study Area

- **Amend the land use & zoning for publicly-owned properties**
  - **Several publicly-owned parcels such as stormwater facilities; utility facilities; and the future park have residential land use & zoning designations that should be changed**


Government Parcels to Consider for FLU / Zoning Changes
Archer Rd
SW Archer Rd
Idylwild

Approach 6 for SW Study Area

- 7 Properties with PD zoning
- Retain 6 existing PDs; change City-owned PD parcels
- Use a case-by-case analysis for proposed land use category for 6 existing PD-zoned parcels
  - Archer Place PUD should be retained (under construction)
  - Retain RM on Phoenix PD
  - Opportunity to retain RM on properties or designate with RH or transect land use category for 5 properties



7 PD-zoned parcels

- 223 +/- acres
- Retain PD zoning for 6 properties
- Change land use & zoning on 1 PD-zoned property owned by the City
- Retain Archer Place PUD & RM for Phoenix
- Review land use category for 5 properties

Planning Approach Challenges Summary:

- Citywide changes to all Residential Medium & RMF-8 properties
- RM density may not provide sufficient incentives for redevelopment
- Potential SB 180 issues (for any required design standards or transect standards)
- Lack of existing gridded street network to support transects
- Need to create a new zoning district for the RH land use category
- Lack of incentive to do density bonus for design & other desirable features for the RH land use category
- Large density increases could impact infrastructure
- Complex parcel-specific decisions for PDs and if using transect approach

Future Steps

November 2026

- Prepare recommendations based on study, public input and Plan Board input

December 3, 2026

- City Commission Presentation
- Request direction for formal applications

2027

- Community Workshop
- Preparation of formal applications
- Formal application review process

- Questions/Comments
- Provide input on planning approaches for the area

SW Gainesville
STUDY AREA

Thank you!

