

# Eastside: A Case Study

## Gainesville, FL

- Long Term Lack of Investment
- Current Focus of Development
  - Due to Westside Overdevelopment
- Active Community & Social groups
  - East Gainesville Development Corporation (EGDC)



The Cotton Club:  
An Eastside Cultural Landmark  
Source: [cce.ufl.edu](http://cce.ufl.edu)

# Review of Eastside Plans

1997

- East Gainesville Development Action Plan (EGDAP)
  - East Gainesville Development Task Force Formed

2001

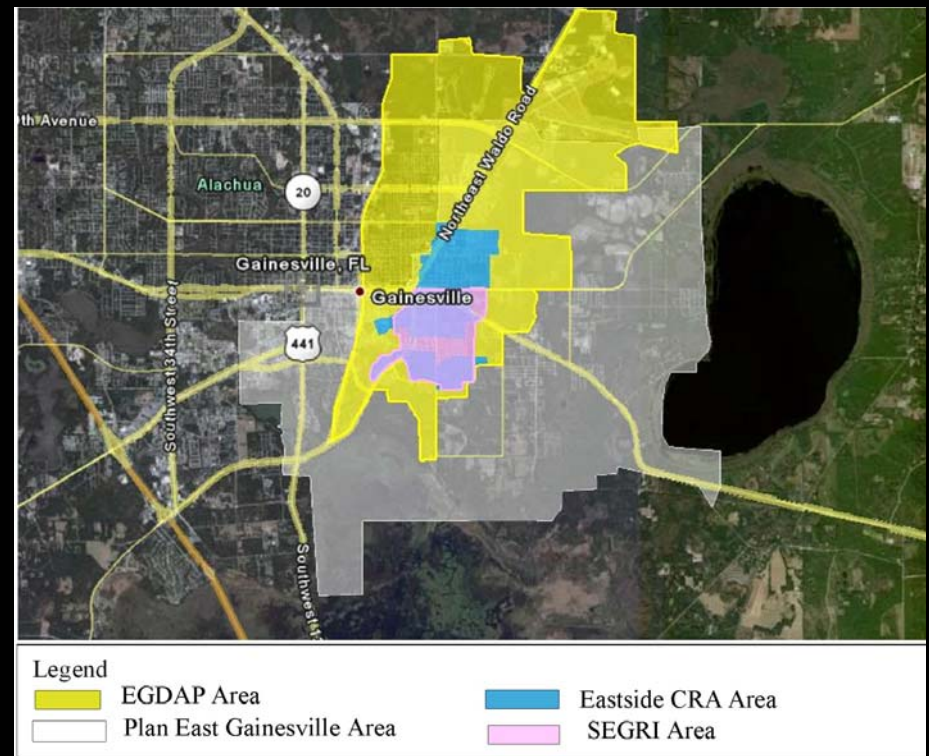
- CRA East Gainesville Redevelopment Plan (EGRP)

2003

- Plan East Gainesville (PEG)
  - Regional Effort

2007

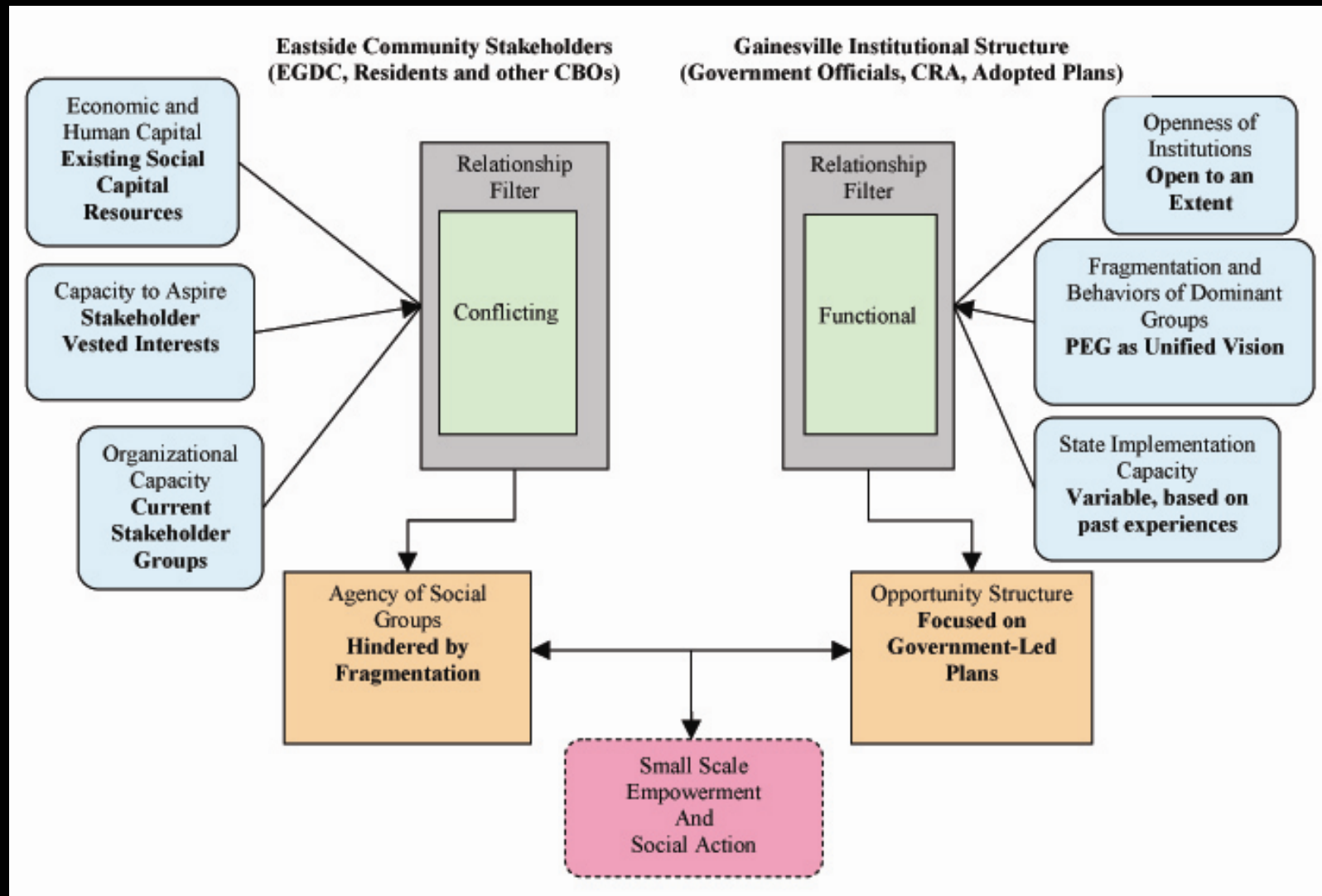
- Southeast Gainesville Renaissance Initiative (SEGRI)



# Evaluation of EGDC

	<b>Communication Strategy</b>	<b>Project Focus</b>
<b>1997-2000</b>	Build Social Capital with Residents to Complete Projects Focused on Resident-Ownership of Area	Creation of Neighborhood Associations
<b>2001-2007</b>	Build Social Capital with Government and Institutions	Micro-loans Entrepreneurship Tax Help
<b>2007-Present</b>	Build Partnerships with all Stakeholders to Synergize Development in Eastside and Create Coalitions	Economic Development Affordable Housing Utilities Services Business Development

# Eastside Empowerment Structuration



# Recommendations

- Re-unify Vision
  - Amend EGDAP
- Incorporate Community Vision into PEG
- Address Underlying Issues
  - Where is East Gainesville?
  - Negative Perceptions
  - Conservation versus Development
- Maintain Communication Channels