



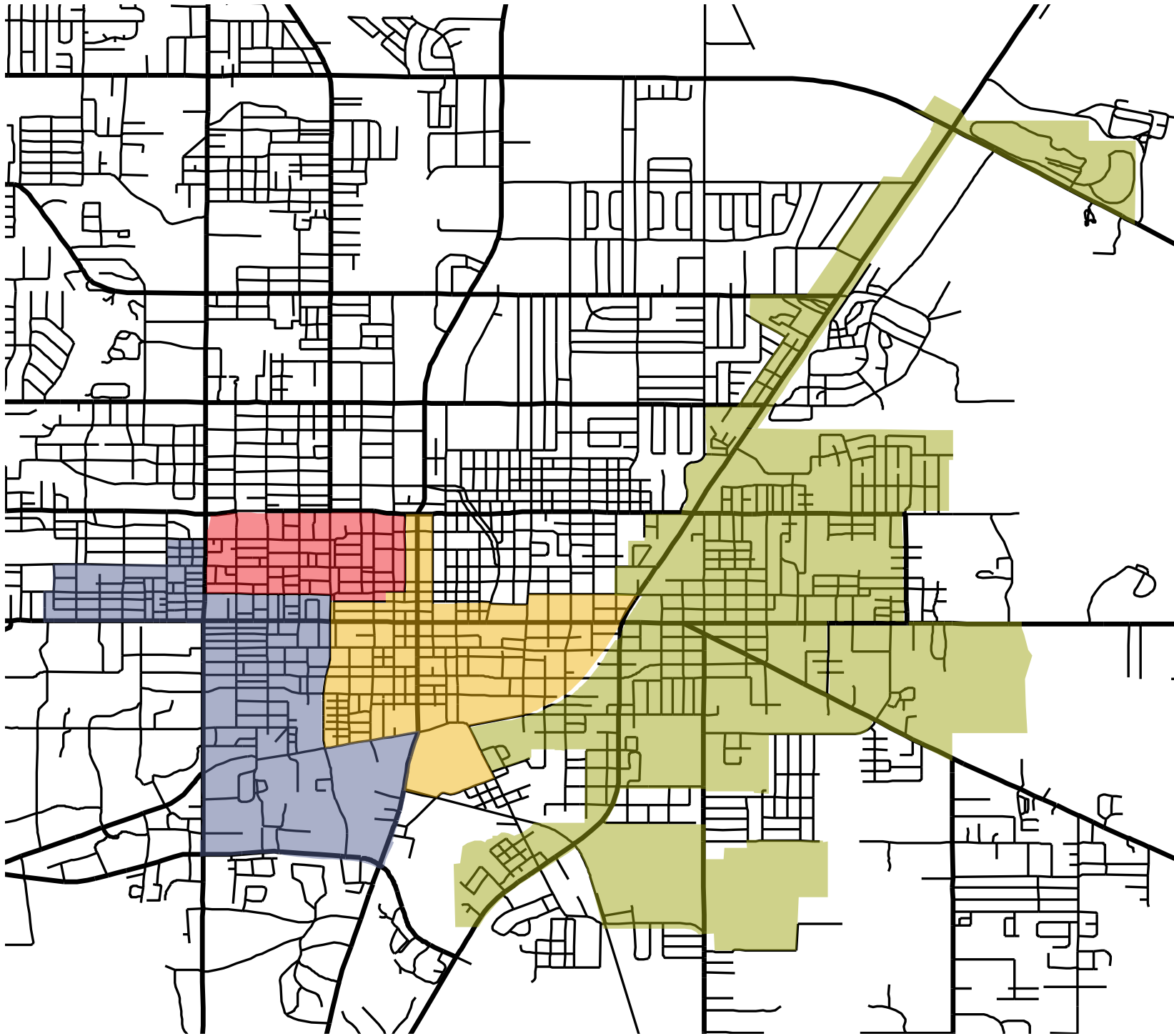
gainesville east



Gainesville
Community
Redevelopment
Agency

FOUR CRA DISTRICTS

- ◆ Eastside 8%
- ◆ Fifth Avenue/ Pleasant Street 8%
- ◆ Downtown 32%
- ◆ College Park/ University Heights 52%





*The Gainesville Community Redevelopment Agency
invites you to join us for an*

EASTSIDE

Community Information Session

*+Meet the CRA and the Eastside Citizen's Advisory Board
+Learn about current community initiatives and grants available:*

- +Heartwood, a new neighborhood
- +Cornerstone, a commercial development
- +Facade grants for small businesses
- +Residential paint vouchers
- +Strategic planning

Springhill Baptist Church
120 SE Williston Rd.
Thursday, September 28
5:30–7:30 pm
gainesvillecra.com



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VISUAL IDENTITY

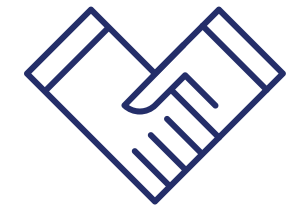
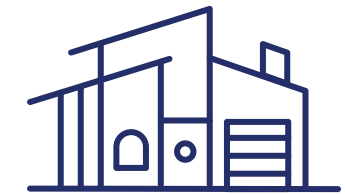
COLOR



TYPOGRAPHY

live east	work east
shop east	invest east
eat east	grow east
go east	learn east
look east	build east
play east	explore east
love east	bike east
celebrate east	hike east
inspire east	run east
	discover east

ICONOGRAPHY



THE PATCHWORK QUILT



PHOTOGRAPHY





*A community embracing a rich history
and transforming the future*



CORNERSTONE



- ◆ 13.6 acres
- ◆ Up to 10 buildings
- ◆ 100,000+ square feet of new construction
- ◆ Office, retail, neighborhood amenities

FACADE IMPROVEMENTS AND RESIDENTIAL PAINT PROGRAMS







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Following



41 posts

1,021 followers

324 following

Gainesville East The @Gainesville_CRA invites you to take a closer look to the east: a special place with filled with community, culture and history. #heartGNV
gainesvillecra.com/community-initiative/cra-project-map

Followed by [digital.life.innovation](#), [gainesvillefla](#), [sababagville](#) + 42 more



WORK



LOVE



LIVE



EXPLORE

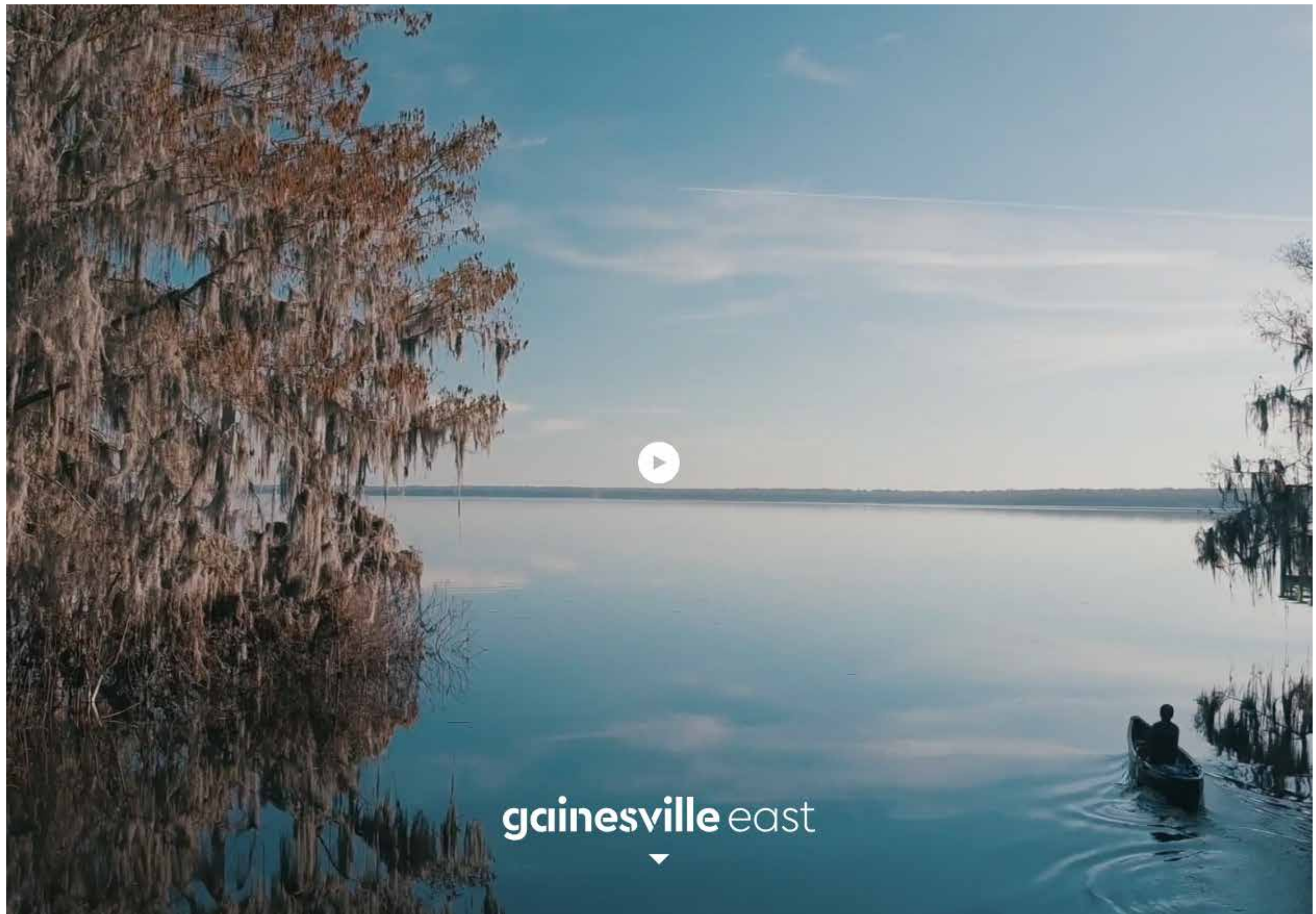


GROW

POSTS

TAGGED





GainesvilleEast.org



Potential murals along target corridors

thank you
for your
consideration.

Tricia Lopez, Project Manager
lopeztm@cityofgainesville.org

