



For Sale

Downtown Gainesville Investment & Owner-User Opportunity

304 & 308 W. University Avenue, Gainesville, FL 32601

Size: 9,700± SF | Sale Price: \$2,300,000

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Property Overview

Own two iconic properties in the heart of downtown Gainesville with a unique combination of immediate occupancy and income in place.

304 W. University Avenue (the iconic Firestone building)

- Two-story building totaling 4,599± SF
- First floor: 2,540± SF
- Second floor: 2,059± SF
- Currently tenant-occupied, providing stable income
- Opportunity to expand into this space when the tenant vacates

308 W. University Avenue

- Two-story building totaling 5,044± SF
- First floor: 2,470± SF
- Second floor: 2,574± SF
- Ready for immediate owner occupancy
- Ideal for office, creative studio or boutique retail

Shared Parking

- Connected open parking area totaling 5,202± SF, shared between both buildings



Highlights

- Premier downtown location with unmatched walkability
- Minutes from the University of Florida and UF Innovation Hub
- Historic character with modern updates
- High visibility on W. University Avenue
- Highly flexible DT zoning

This is a rare chance to combine investment stability with operational flexibility—occupy 308 W. University now, benefit from income at 304 W. University and plan for future expansion.

Photo Gallery

1st Floor | 2,540± SF

304 W University

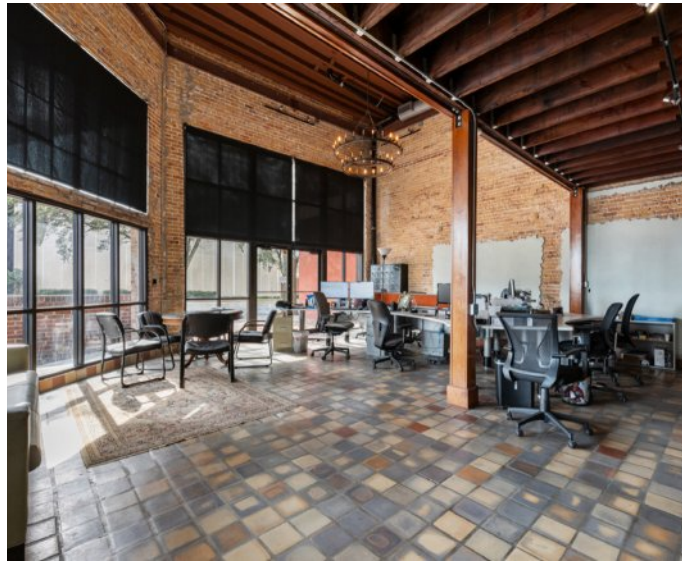


Photo Gallery

2nd Floor | 2,059± SF

304 W University

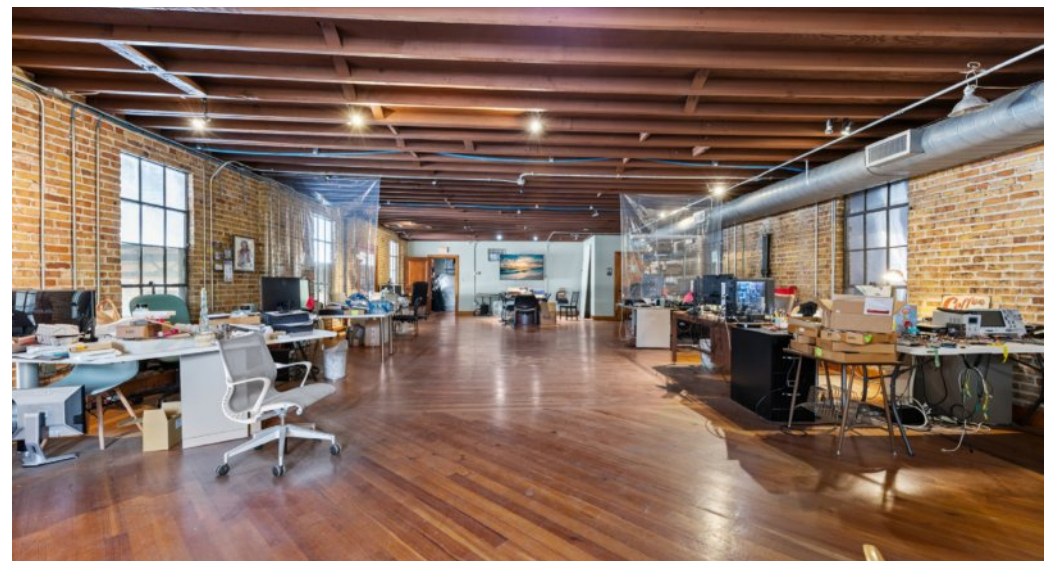


Photo Gallery

First Floor | 2,470± SF

308 W University

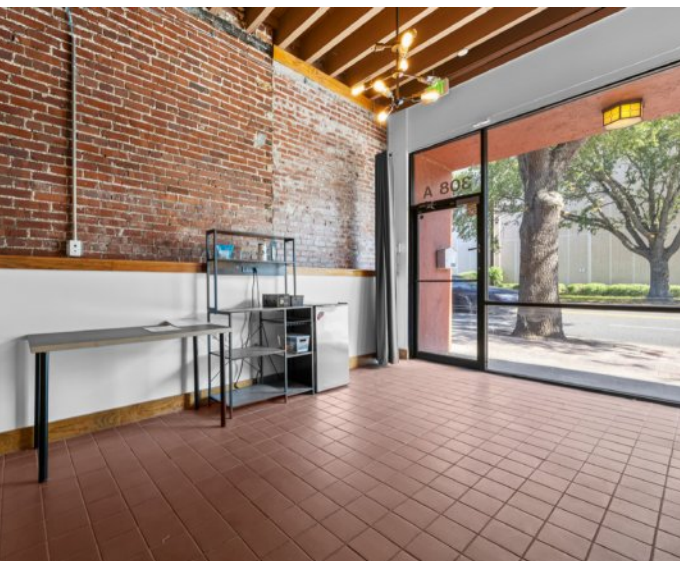
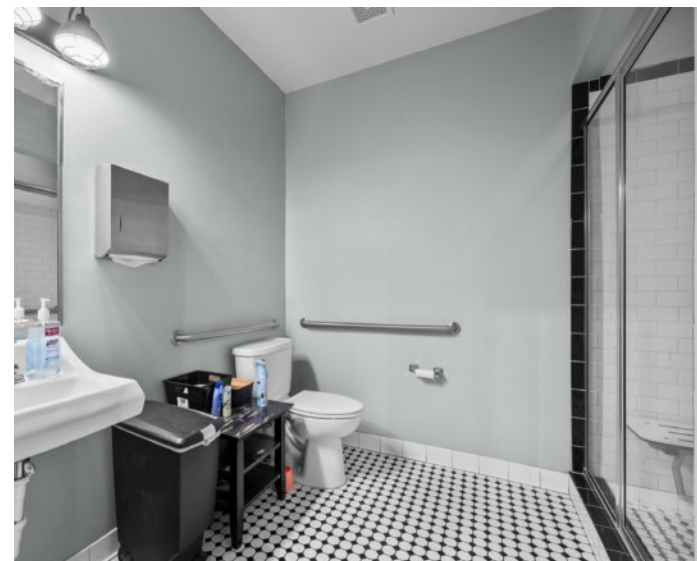


Photo Gallery

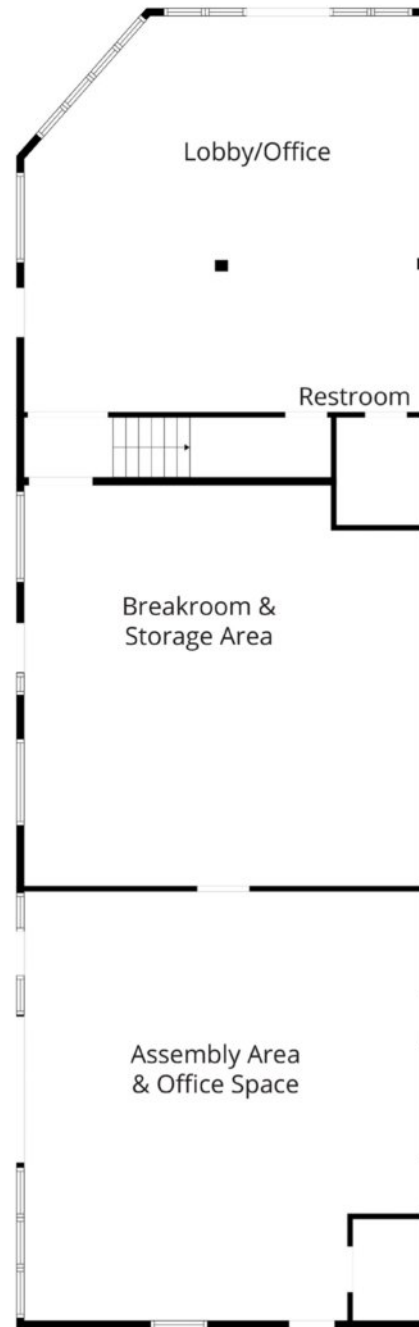
Second Floor | 2,574± SF

308 W University

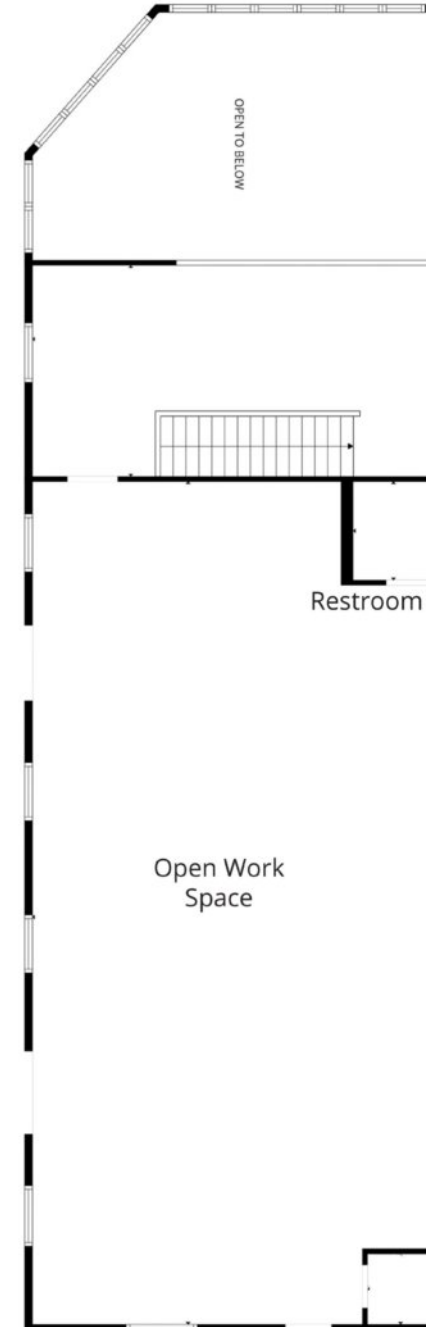


Floor Plans

304 W
University



First Floor



Second Floor

Floor Plans

308 W
University



Aerial View

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Why West University?

Position your business in one of Gainesville's most visible and sought-after downtown locations. With ample covered parking, unmatched walkability and close proximity to innovation and commerce, 308 West offers a truly rare opportunity for businesses looking to thrive in a space that makes a statement.

Demographics

Source: ESRI Business Analyst



2025 Population

1 Mile: 21,018
3 Miles: 77,952
5 Miles: 149,421



2030 Projected Population

1 Mile: 21,139
3 Miles: 77,821
5 Miles: 150,163



2025 Average HH Income

1 Mile: \$52,050
3 Miles: \$69,494
5 Miles: \$75,379



2030 Projected HH Income

1 Mile: \$58,531
3 Miles: \$77,617
5 Miles: \$83,772



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