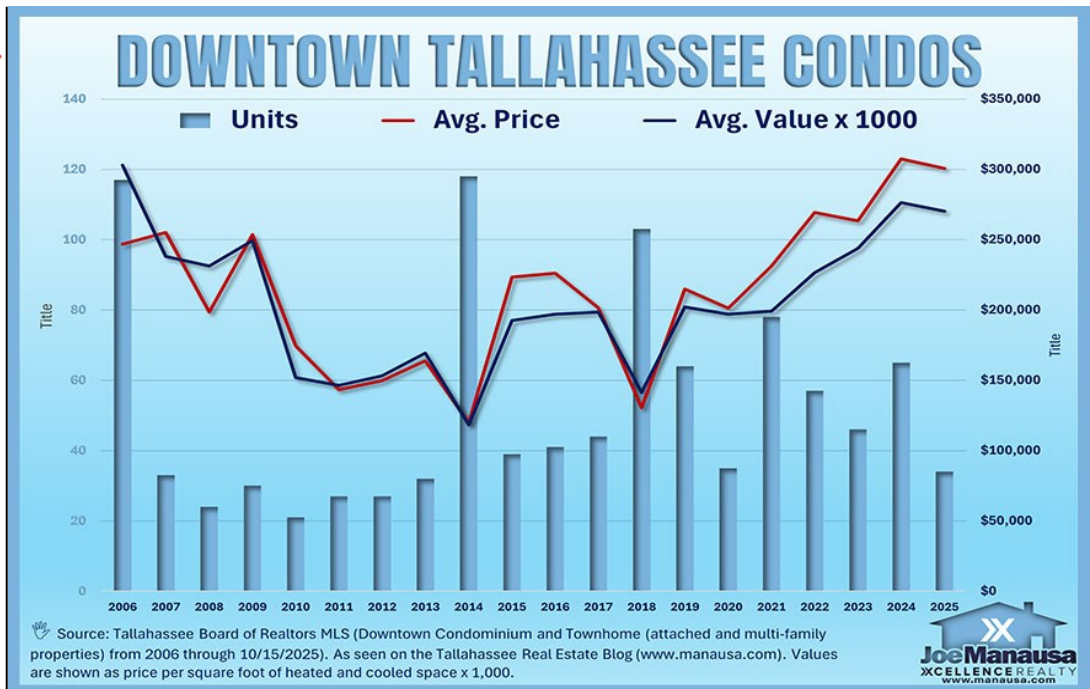


Downtown Living: The Chicken or the Egg?



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When a friend recently asked how the downtown condo market was doing, my answer was simple: *"Better than you think, but not for the reason you might expect."*

Downtown development has always faced a familiar challenge: which comes first, the people or the places? For a vibrant city core, you need both. People want grocery stores, restaurants, and retail before they move in. But businesses won't open their doors until the residents arrive.

In Tallahassee's case, the first move came about twenty years ago, when [Plaza Tower](#), [The Tennyson](#), and [Tallahassee Center](#) were built almost simultaneously.

Those three projects gave our skyline its distinctive look, but they were also ahead of their time. The condos arrived long before the supporting infrastructure, before a downtown grocery store, before a cluster of shops, before the daily convenience of city living

could take root.

Two decades later, that early wave looks less like a misstep and more like a foundation. We now have a small residential base. What downtown needs now is the second act, more shopping, more dining, more life between the towers. And it will come. **The energy downtown is quietly building, and each small improvement makes the next one easier to imagine.**

As new venues appear, the appeal of living downtown will only grow. Every new coffee shop, market, and restaurant adds momentum. And as the lifestyle catches up with the architecture, so will demand for the next generation of condominium homes.

I am excited to see the next generation unravel, where paired retail, hotel, and residential form, while new and exciting dining and entertainment infill to support the growing population base.

Downtown's evolution isn't stalled. It's simply waiting for balance.