

Opportunity Site – Significant Development Steps

Master Plan – Vision Document – Vision, values, and guiding principles

Lead by: City

Components: Framework for significant public infrastructure elements of the project: roadways, sidewalks, trails, regional stormwater, utilities, shared parking, parks and open space. Identifies broad land use with density ranges for residential and square footages for commercial. Begins to identify design standards for building orientation, street frontages, and height. Identifies a broad financial model to calculate public infrastructure cost, total development cost/revenue, cost/benefit, identify gaps and tools to fill any financing gaps.

Community Input: Aspirational or goal-oriented community benefits (i.e. percentage goals for affordable housing units, percentage goals for affordable commercial, new city hall, multi-cultural performing arts center, international market to support local entrepreneurs, local hiring goals, contractor hiring goals, ensuring affordability of recreational attractions and amenities to city residents)

AUAR – Environmental Review – Mitigation measures for future development

Lead by: City

Components: Timing runs concurrent with the master planning process or can overlap with it. In-depth analysis of the environmental impacts of the overall master plan. Includes traffic and stormwater analysis. Involves information gathering about multiple development scenarios and can assist master planning efforts in terms of scale and sequencing. Looks at overall impacts of potential development rather than incrementally.

Community Input: Includes public comment period and multi-jurisdictional review. Comments are incorporated into mitigation measures which apply to future development within geographic scope of analysis.

Zoning – Regulatory Framework

Lead by: City

Components: Guides future redevelopment in a way that is consistent with the master plan. There are various approaches to accomplishing this, but the goal is to create legally binding land use and design standards that effectively seek a balance between maintaining flexibility for the market and predictability for the city and investors.

Community Input: Specific land use and design standards which will determine the form and function of private space within the development area (i.e. building

relationship to the street, street grid/hierarchy, design standards, parking standards, pedestrian versus vehicle dominance)

Individual Development Projects – Detailed Development Plan – Project specific details and implementation strategies

Lead by: Private Developer

Components: A detailed development plan for a portion of the land within master plan. It will include specific land uses, number and type of housing units, amount and type of commercial space, building materials, parking counts, and a detailed financial proforma. It will include a negotiated development agreement. It will likely be reviewed for consistency with the overall master plan.

Community Input: Specific community benefits, based on community engagement and the broader community benefits identified in the master plan. Examples may include:

- A set aside of funds at the time of issuance of building permits to support capacity building of local entrepreneurs
- A specific business plan and program, along with seed funding for the development and start-up of an international market within the development

The Phase I plan may be for a single stand-alone development, or may include a larger scope with multiple developments. If this is the case the Phase I plan may become its own Master PUD with phased developments and a master development agreement.

Catalytic Projects – Early Actions to Build Momentum

Lead by: City or Private Market

Components: May be a demonstration project designed to build community engagement or support around a particular idea, like a global market. Or, it may be an early, small-scale, initial development to catalyze market interest, demonstrate success, and build early momentum for the rest of the development. An example of a demonstration project could be a short-term re-use of the former Target building as a way to support small business and create an incubator for a future international market on the Opportunity Site. Catalytic projects occur ahead of other planning efforts, and may be thought of as a way to build momentum for a redevelopment area which is at a scale that is overwhelming for the market to take on.

Community Input: An opportunity for iterative, real time feedback of an idea, concept, or development. In the case of an early small-scale, initial development, the ability to demonstrate market success early supports greater leverage for community benefits within larger future phases

OPPORTUNITY SITE DEVELOPMENT PROCESS

GOALS VALUES and VISION

- Aspirational community benefits*
- Affordable housing goals
 - Affordable commercial space goals
 - Local hiring goals
 - Community amenities (i.e. international market, multi-cultural center)



OBJECTIVES IDEAS and OPTIONS

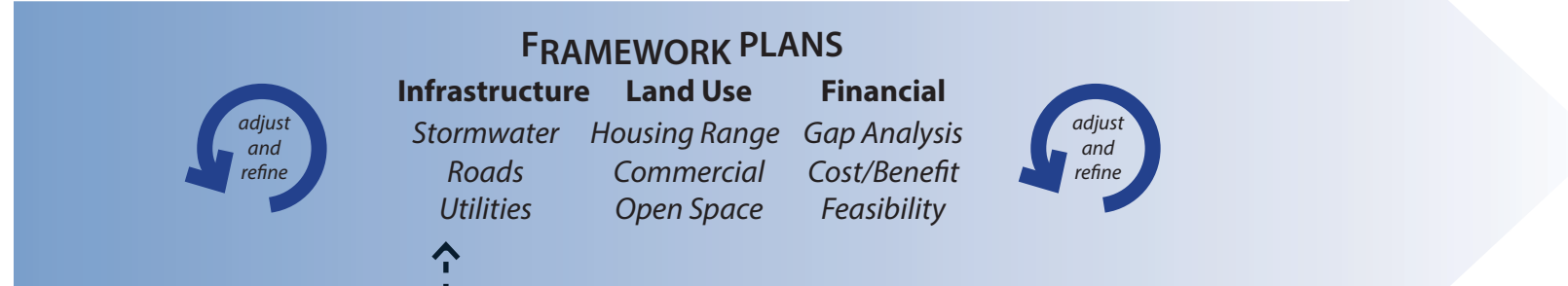
- What options represent our values?
What new ideas can we bring to the table?
How can this place be special?
What information do we need to accomplish our goals?
What partnerships are needed?*



STRATEGIES SPECIFICS and DETAILS

- Private Market Driven
Project-by-Project - Block-by-Block
Reviewed for alignment with Master Plan
Detailed - Project Specific Community Benefits*
- Percentage of affordable units
 - Funds set aside at issuance of building permits to support specific community-identified need
 - Specific local hiring requirements

MASTER PLAN



Environmental Review



COMMUNITY ENGAGEMENT AND CITY WORK



Zoning Review



DEVELOPMENT - IMPLEMENTATION

Pilot and Catalytic Projects



Early Actions and Quick Wins

Block A



Block B



Block C



Block D

