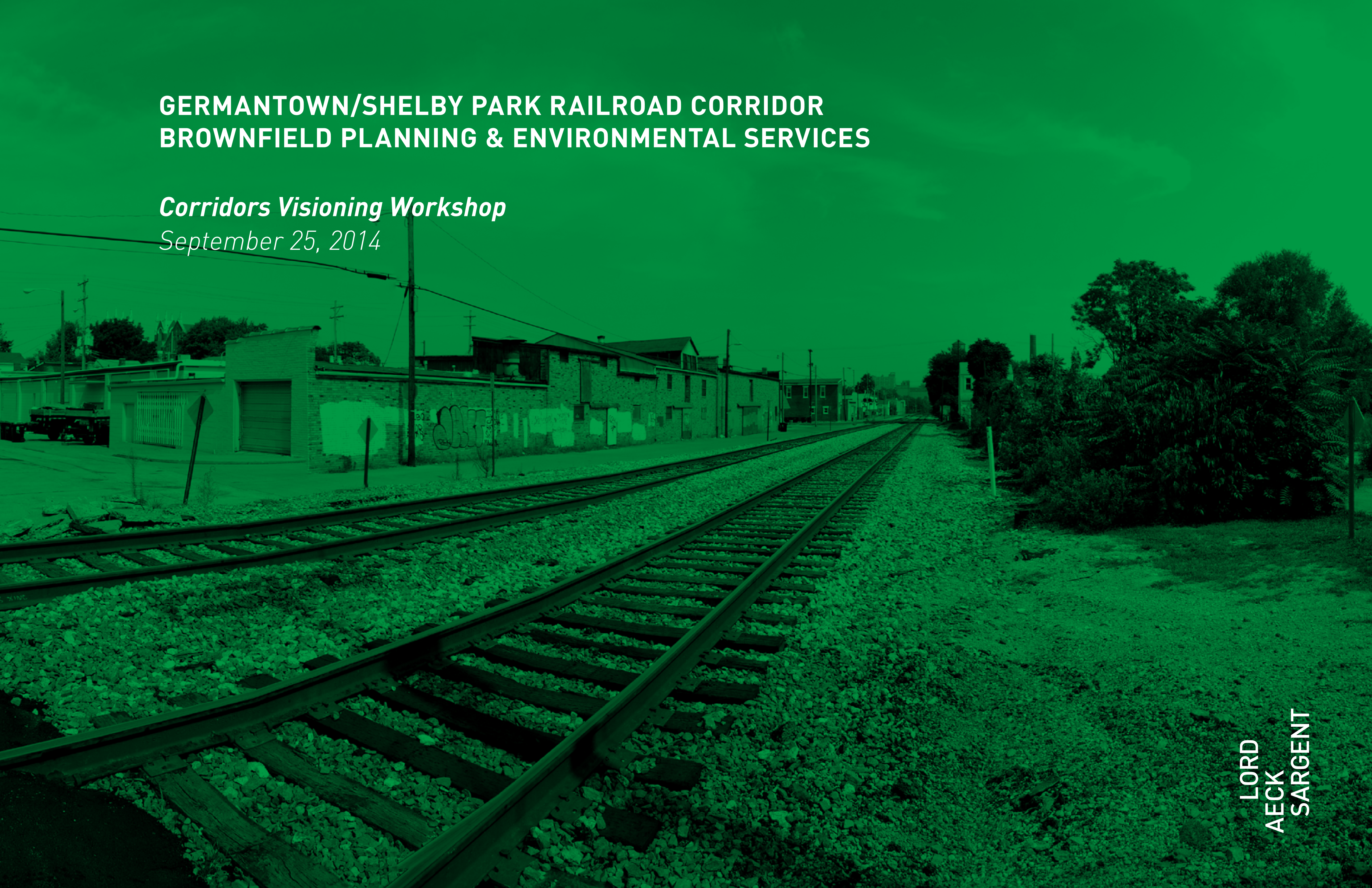
GERMANTOWN/SHELBY PARK RAILROAD CORRIDOR
BROWNFIELD PLANNING & ENVIRONMENTAL SERVICES

Corridors Visioning Workshop

September 25, 2014



LORD
AECK
SARGENT

AGENDA

1. TEAM
2. PROCESS/RECAP
3. EXISTING CONDITIONS
4. ANALYSIS
5. ENGAGEMENT

TEAM

LORD AECK SARGENT

URBAN DESIGN & PLANNING
NEIGHBORHOODS & DISTRICTS
STREETS & PARKS
BUILDINGS & SITES
CORRIDORS & CENTERS

ARCHITECTURE
HISTORIC PRESERVATION
MIXED-USE
SUSTAINABILITY

Linebach · Funkhouser, Inc.
environmental compliance & consulting

ENVIRONMENTAL
BROWNFIELD REDEVELOPMENT
SOIL & GROUNDWATER
ENVIRONMENTAL COMPLIANCE

DCI
developmentconceptsinc

ECONOMIC DEVELOPMENT
DEVELOPMENT PLANNING
BROWNFIELD RE-USE
ECONOMIC FEASIBILITY

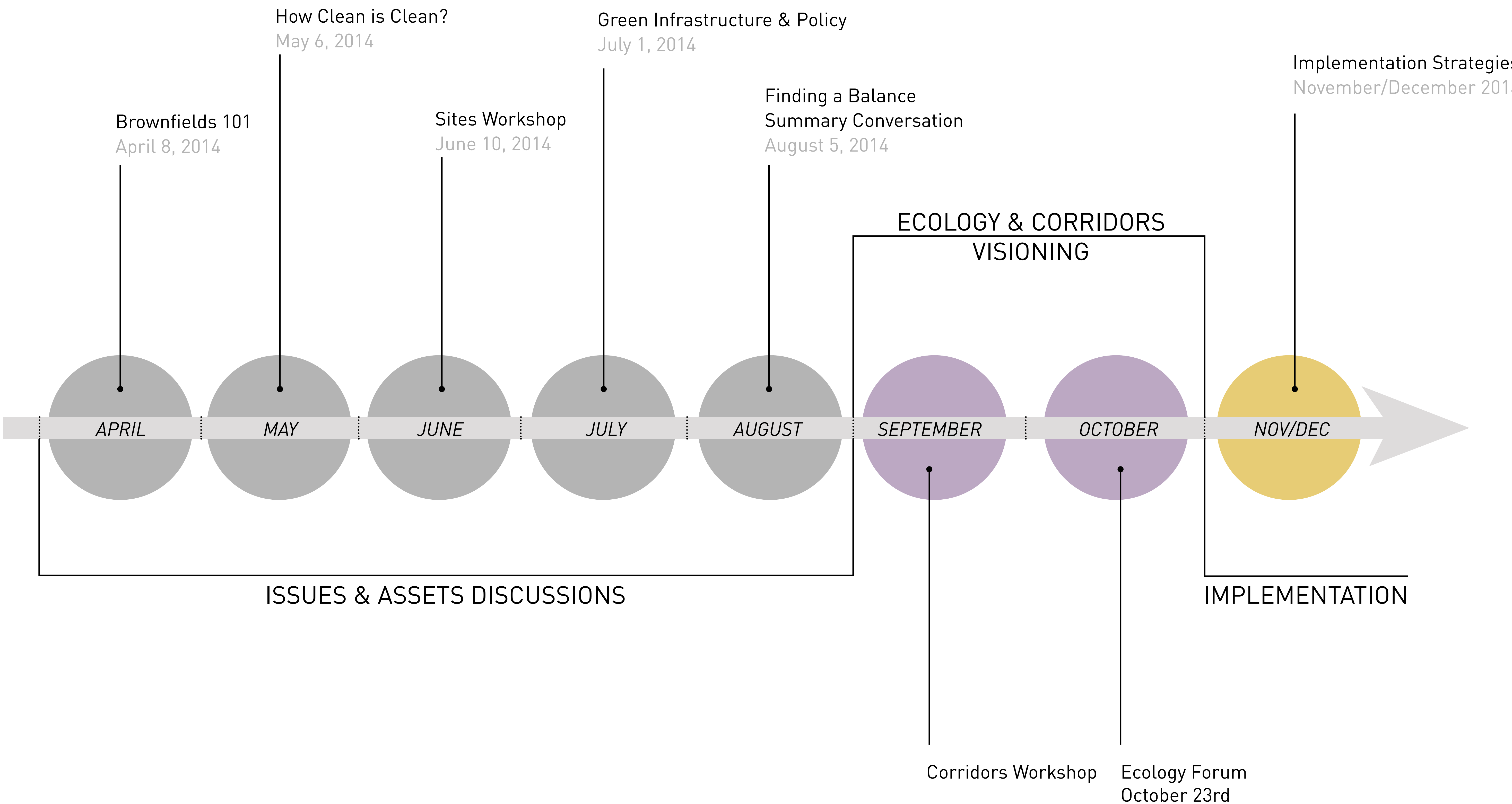
URS

ENGINEERING
TRANSPORTATION &
WATER RESOURCE INFRASTRUCTURE

GREATecology
ENVIRONMENT + DESIGN

ECOLOGICAL DESIGN
BROWNFIELD & WETLAND HABITAT
RESTORATION
PUBLIC PARKS
WATERFRONTS

PROCESS



How Clean is Clean?
May 6, 2014
Green Infrastructure & Policy
July 1, 2014
Implementation Strategies
November/December 2014
Brownfields 101
April 8, 2014
Sites Workshop
June 10, 2014
Finding a Balance
Summary Conversation
August 5, 2014
ECOLOGY & CORRIDORS
VISIONING
APRIL
MAY
JUNE
JULY
AUGUST
SEPTEMBER
OCTOBER
NOV/DEC
ISSUES & ASSETS DISCUSSIONS
IMPLEMENTATION
Corridors Workshop
Ecology Forum
October 23rd

COMMUNITY CONVERSATION RECAP

UNIVERSITY OF LOUISVILLE
CENTER FOR ENVIRONMENTAL POLICY & MANAGEMENT

1. BROWNFIELDS 101
2. HOW CLEAN IS CLEAN?
3. SITES WORKSHOP
4. GREEN INFRASTRUCTURE
5. SUMMARY CONVERSATION

RECAP

ASSETS

RETAIL:

- CONVENIENCE STORE
- CLOTHING STORE
- GYM
- BOOK STORE
- COSMETICS
- CAR REPAIR
- GROCERY STORE
- LIQUOR STORE
- MEDICAL EQUIPMENT
- HOUSEWARES

- BANK
- SERVICE
- CONSTRUCTION
- LANDSCAPE
- MUSIC

- RESTAURANT
- BAR

OPEN SPACE:

- PARK/OPEN SPACE
- COMMUNITY SPACE

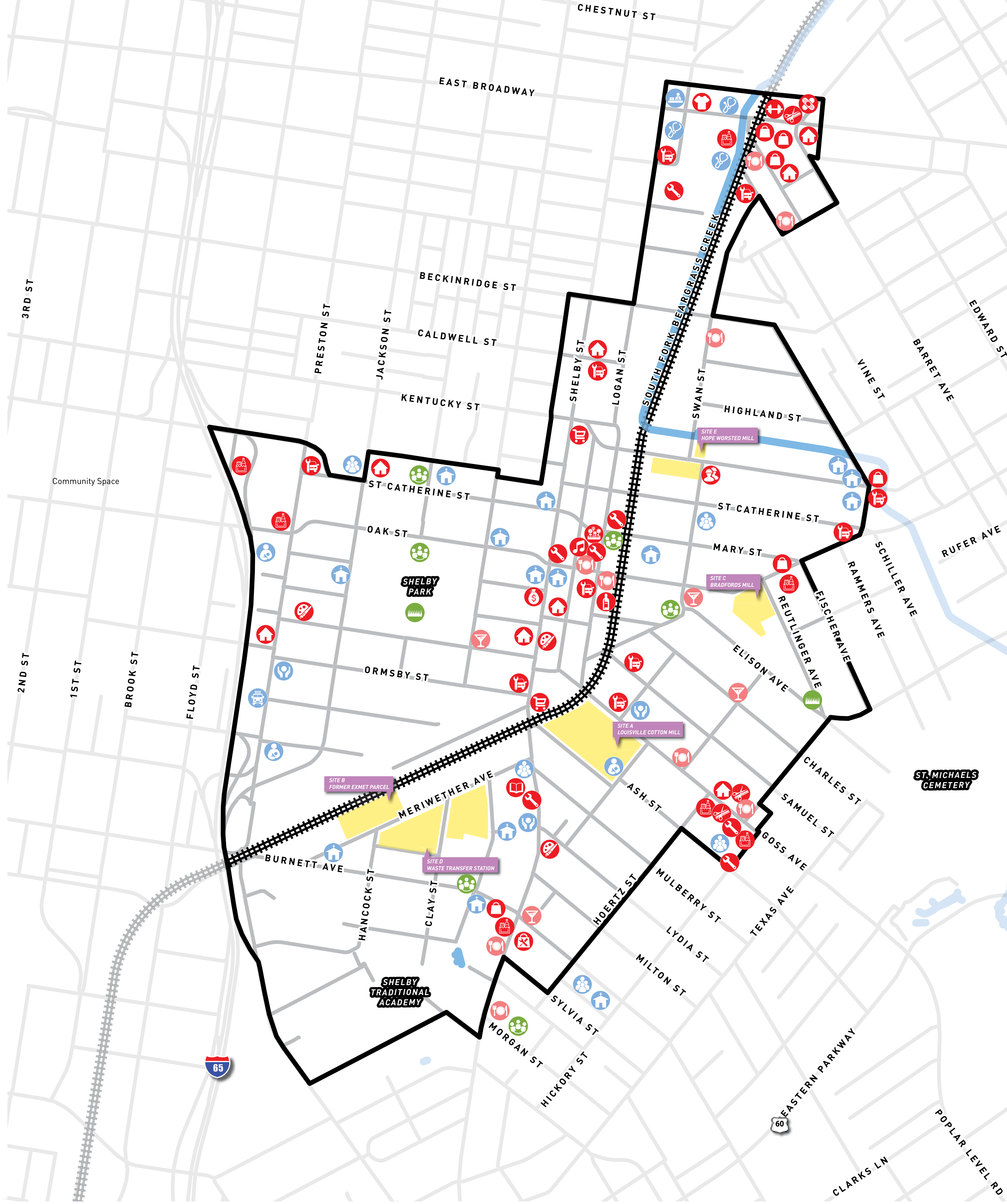
INSTITUTION:

- OFFICE
- CLINIC
- RELIGIOUS INSTITUTION
- FIRE STATION
- DAY CARE
- VOLUNTEER
- COMUNITY ASSOCIATION

ASSETS

IDENTIFIED KEY ASSETS AND SERVICES:

- *RETAIL*
- *DINING & DRINKS*
- *OPEN SPACE*
- *INSITUTIONS*

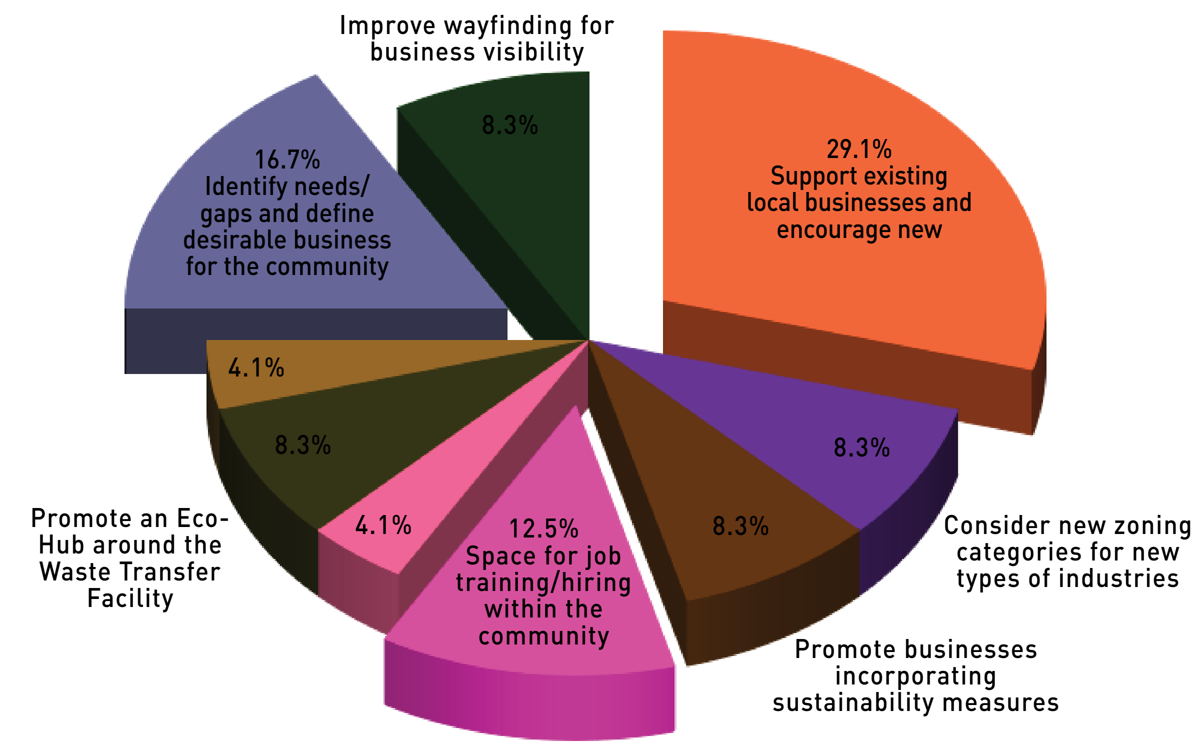


RECAP: ISSUES MATRIX

IDENTIFY PRIORITY ISSUES & OPPORTUNITIES IN 5 KEY AREAS:

- *EMPLOYMENT & ECONOMIC DEVELOPMENT*
- *COMMUNITY*
- *CORRIDORS/STREETS*
- *BROWNFIELD REDEVELOPMENT*
- *HEALTH & SAFETY*

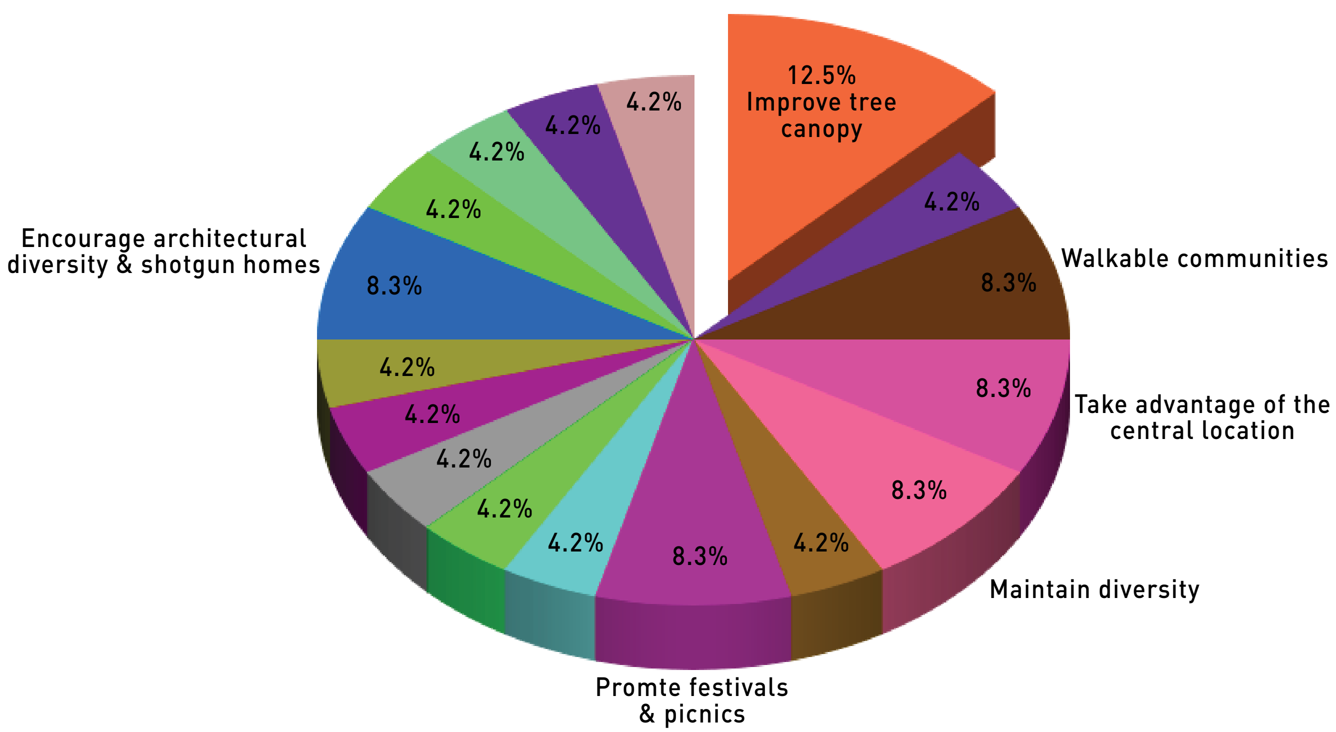
EMPLOYMENT & ECONOMIC DEVELOPMENT



- **SUPPORT EXISTING LOCAL BUSINESSES & ENCOURAGE NEW**
- **IDENTIFY NEEDS/GAPS AND DEFINE DESIRABLE BUSINESS FOR THE COMMUNITY**
- **SPACE FOR JOB TRAINING/HIRING WITHIN THE COMMUNITY**
- **CONSIDER NEW ZONING CATEGORIES FOR NEW TYPES OF INDUSTRIES**
- **PROMOTE BUSINESSES INCORPORATING SUSTAINABILITY MEASURES**
- **IMPROVE WAYFINDING FOR BUSINESS VISIBILITY**

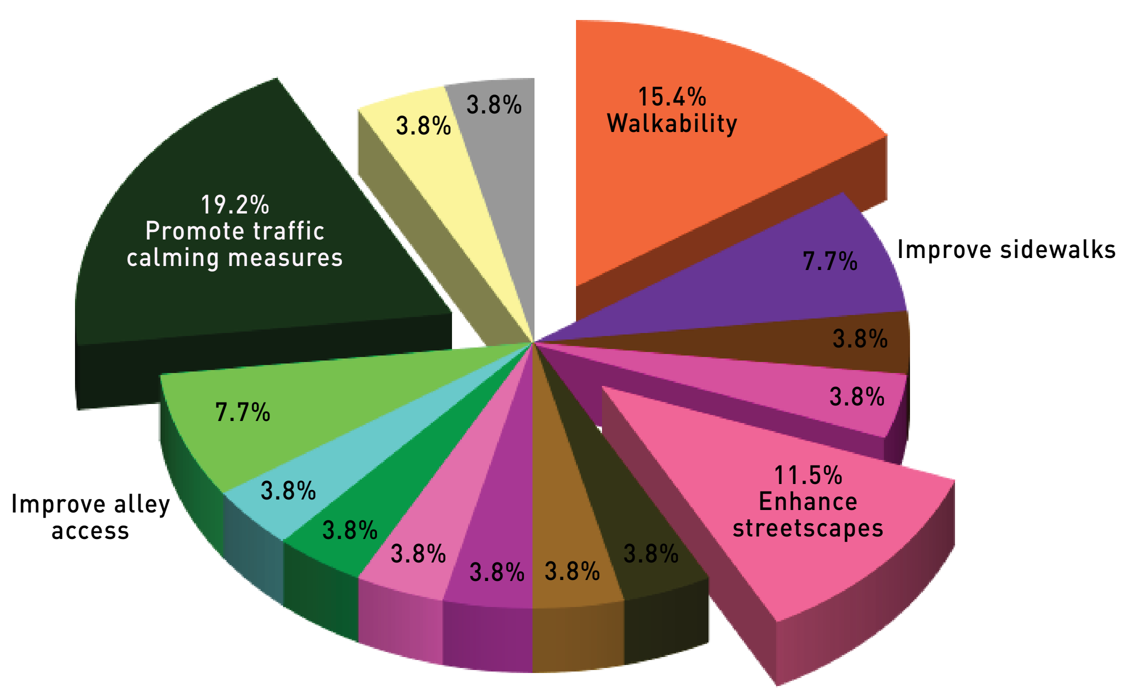
RECAP

COMMUNITY



- IMPROVE TREE CANOPY
- WALKABLE COMMUNITY
- TAKE ADVANTAGE OF CENTRAL LOCATION
- MAINTAIN DIVERSITY
- PROMOTE FESTIVALS & PICNICS

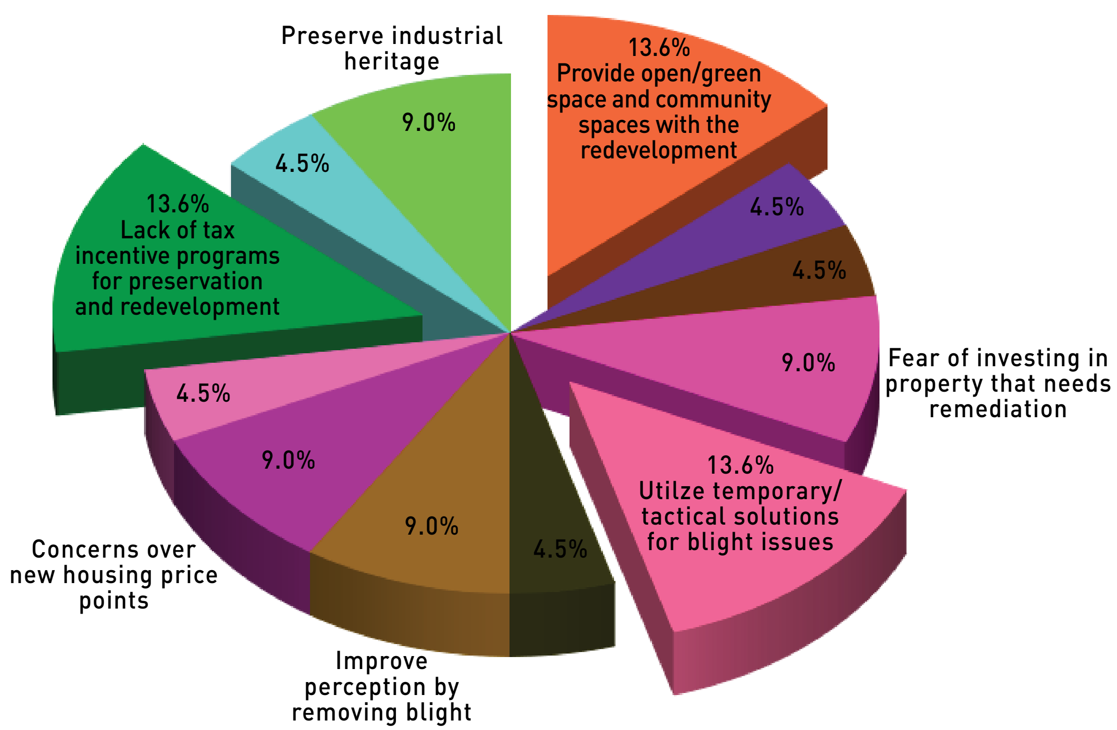
CORRIDORS & STREETS



- PROMOTING TRAFFIC CALMING
- WALKABILITY
- ENHANCE STREETSCAPES
- IMPROVE SIDEWALKS

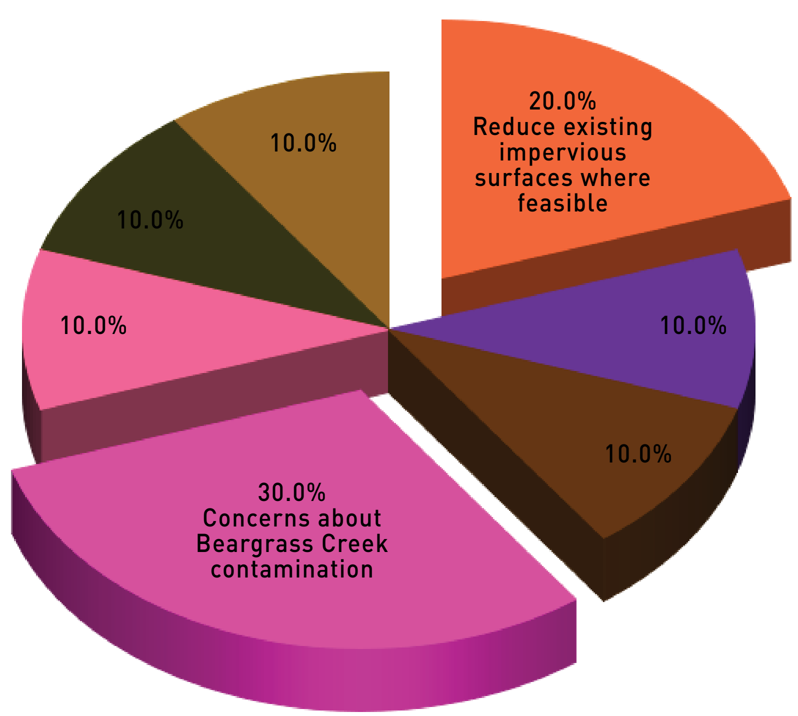
RECAP

BROWNFIELD REDEVELOPMENT



- **PROVIDE OPEN/GREEN SPACE WITHIN REDEVELOPMENT**
- **LACK OF TAX INCENTIVE PROGRAMS FOR PRESERVATION & REDEVELOPMENT**
- **UTILIZE TEMPORARY/TACTICAL SOLUTIONS FOR BLIGHT ISSUES**
- **FEAR OF INVESTING IN PROPERTY THAT NEEDS REMIDIATION**

HEALTH & SAFETY



- **REDUCE EXISTING IMPERVIOUS SURFACES WHERE FEASIBLE**
- **CONCERNS ABOUT BEARGRASS CREEK CONTAMINATION**

RECAP: OPPORTUNITY EXERCISE

Recent Opportuntiy Projects

- **3-Points Beautification Project**
- **MSD Basin Implementation**
- **Bike Infrastructure on Breckenridge & Kentucky Streets**

RECAP: OPPORTUNITY EXERCISE

“Breckenridge could go two-way”

“Germantown Park”

“Traffic calming, speeds too high for residential”

“Make the Meriwether site of the WRC - deconstruction project transform into a complete reduction center for this community”

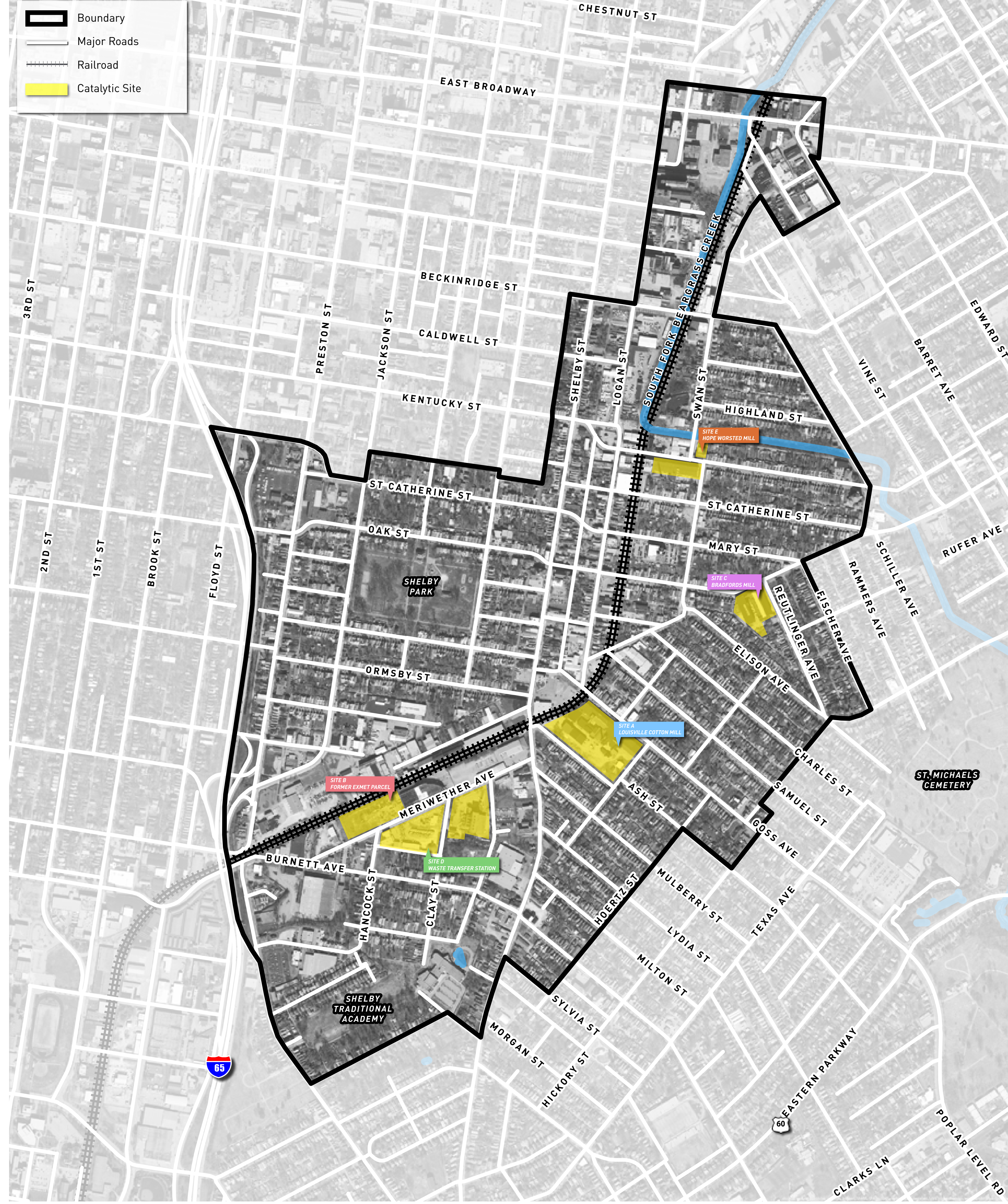
“Create a compost facility or a recycling transfer location”

EXISTING CONDITIONS

STUDY AREA

652 ACRES:

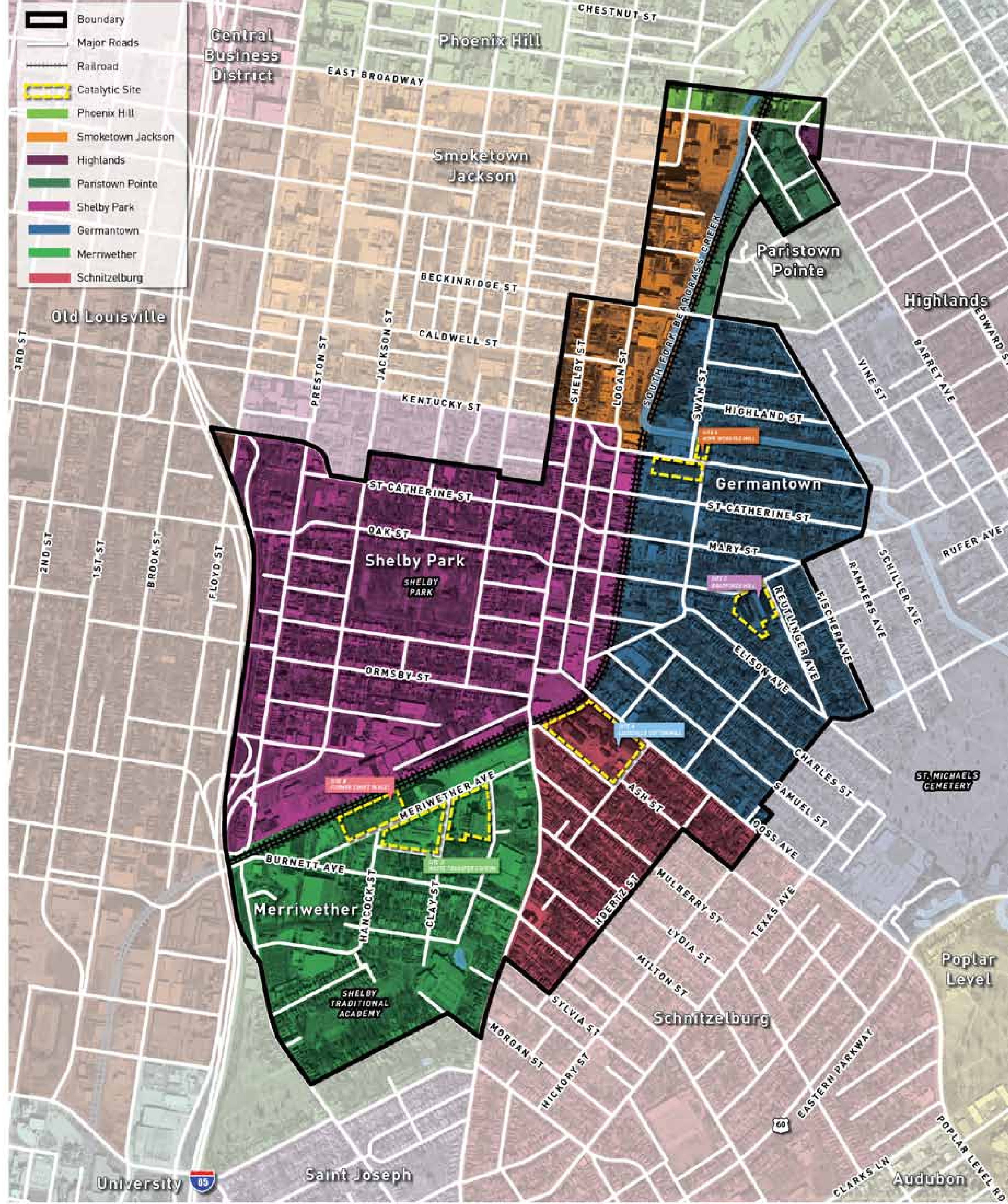
- *LOCATED EAST OF I-65 ALONG THE "SHORT-LINE RAIL CORRIDOR*
- *LONG HISTORY OF INDUSTRY THAT IS EVIDENT THROUGH CURRENT BUSINESSES AND ARTIFACTS*
- *TIGHTLY KNIT NEIGHBORHOOD FABRIC*
- *5 IDENTIFIED CATALYTIC SITES [YELLOW]*



NEIGHBORHOODS

A CONFLUENCE OF NEIGHBORHOODS

- *GERMANTOWN*
- *SHELBY PARK*
- *MERRIWETHER*
- *SCHNITZELBURG*
- *PARISTOWN POINTE*
- *HIGHLANDS*
- *PHOENIX HILL*

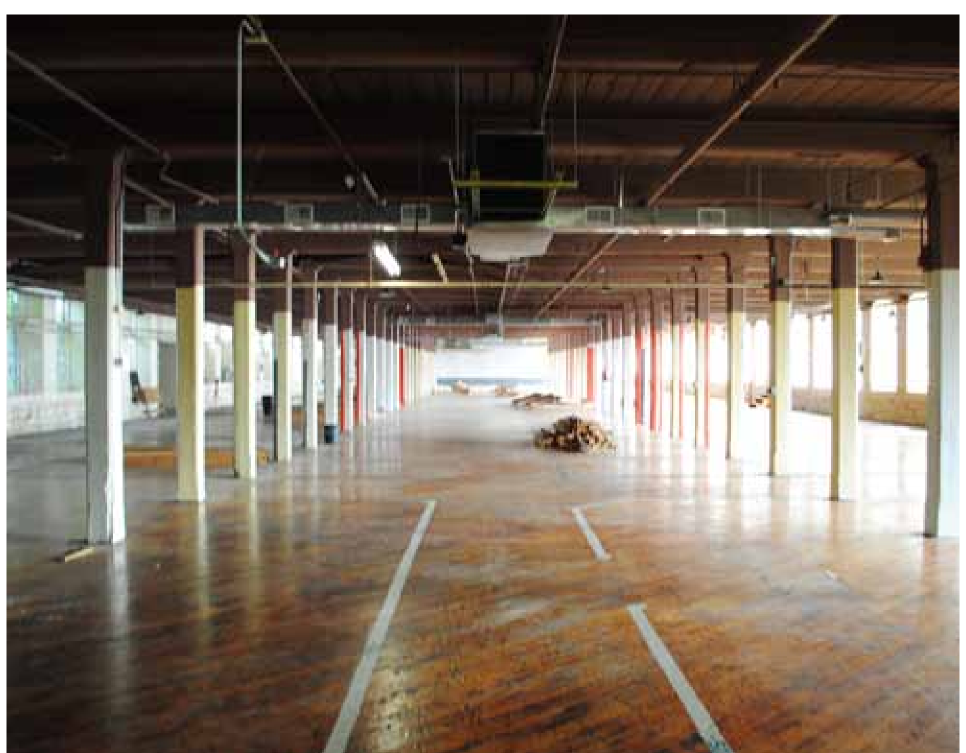


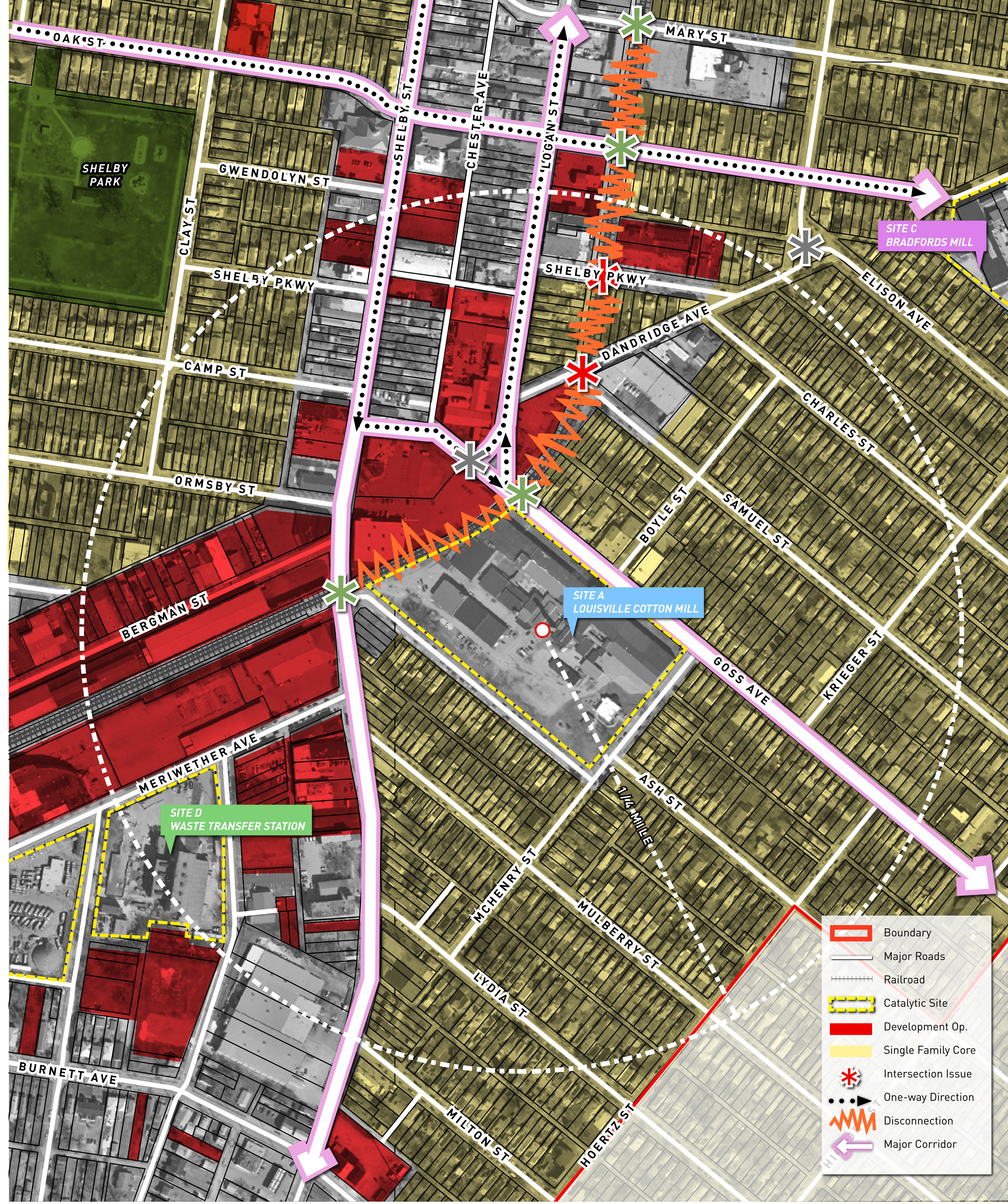
LOUISVILLE COTTON MILL

- MAIN BUILDING 180,000 SF
- EACH FLOOR 60,000 SF
- ADDITIONAL BUILDINGS 70,000 SF

- MOSTLY RESIDENTIAL
- RENT TO OWN / CONDO

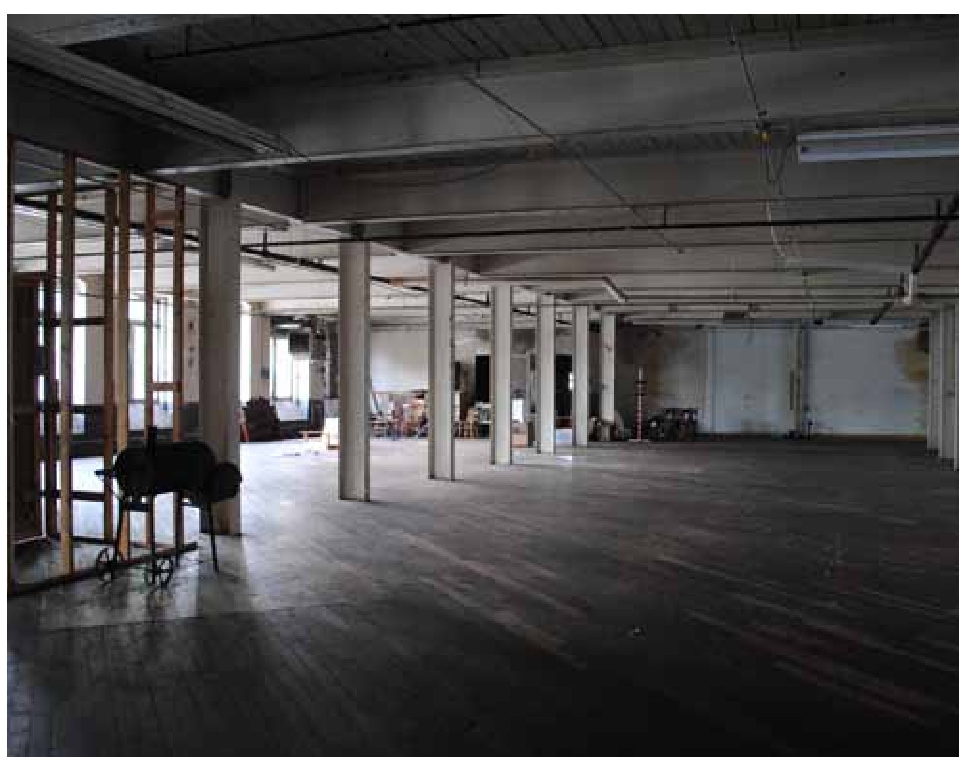
- ON SITE RETAIL/RESTAURANT

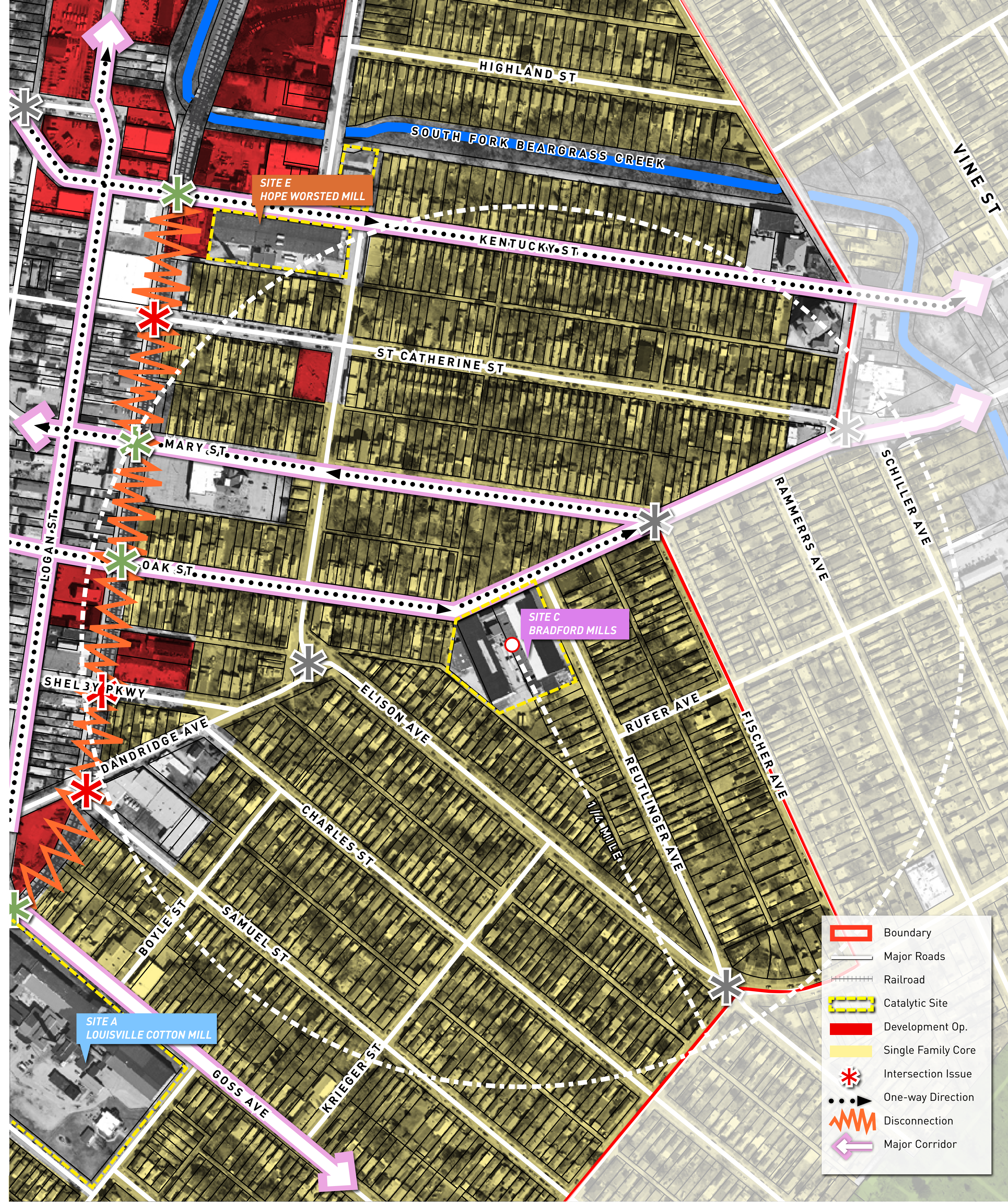




BRADFORD MILL

- *CURRENTLY USED COMMERCIALLY*
- *MAY HAVE POTENTIAL AS A RESIDENTIAL DEVELOPMENT*
- *TOTAL SF 85,000 SF*

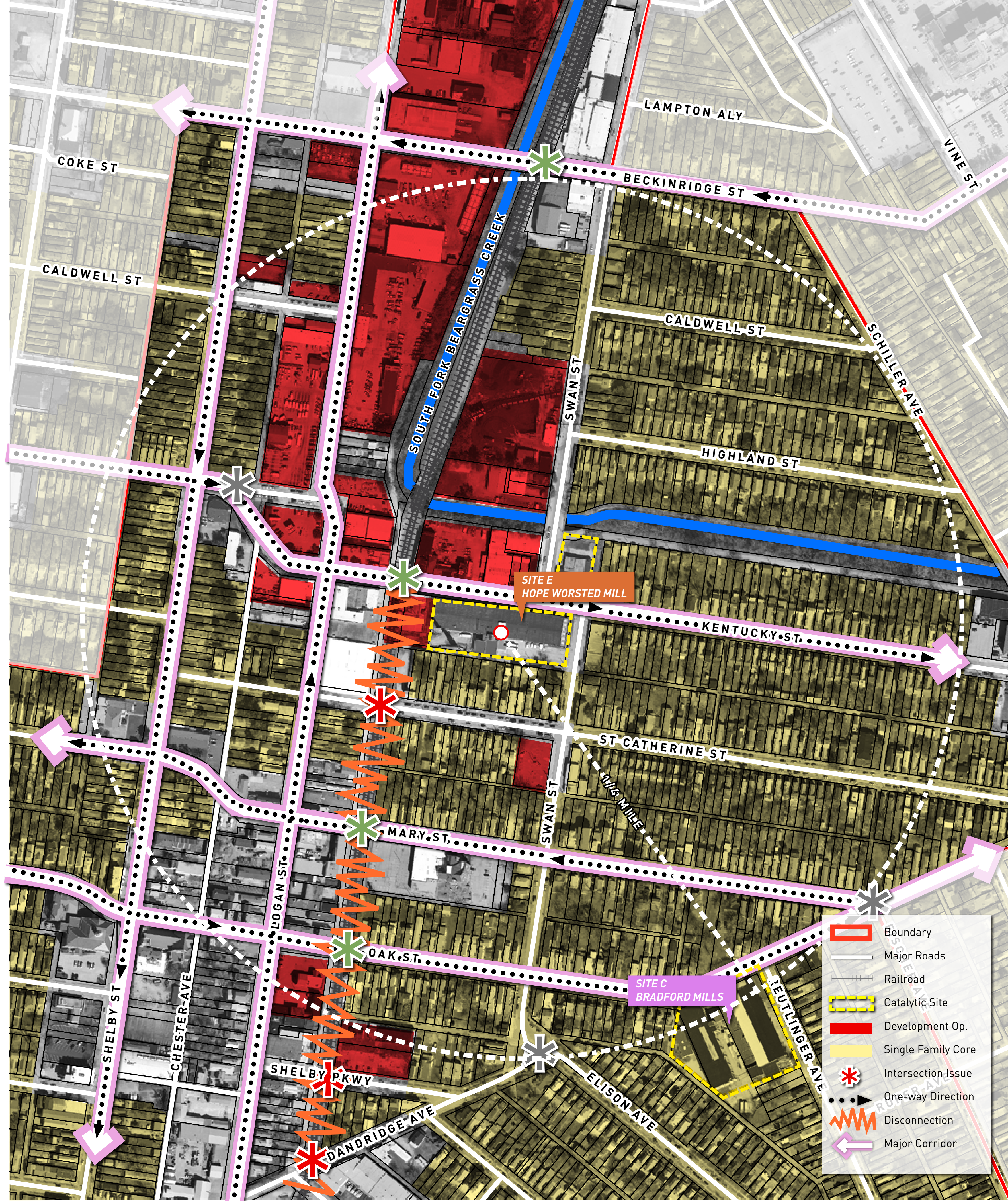




HOPE WORSTED MILL & BLUEBIRD PIE FACTORY

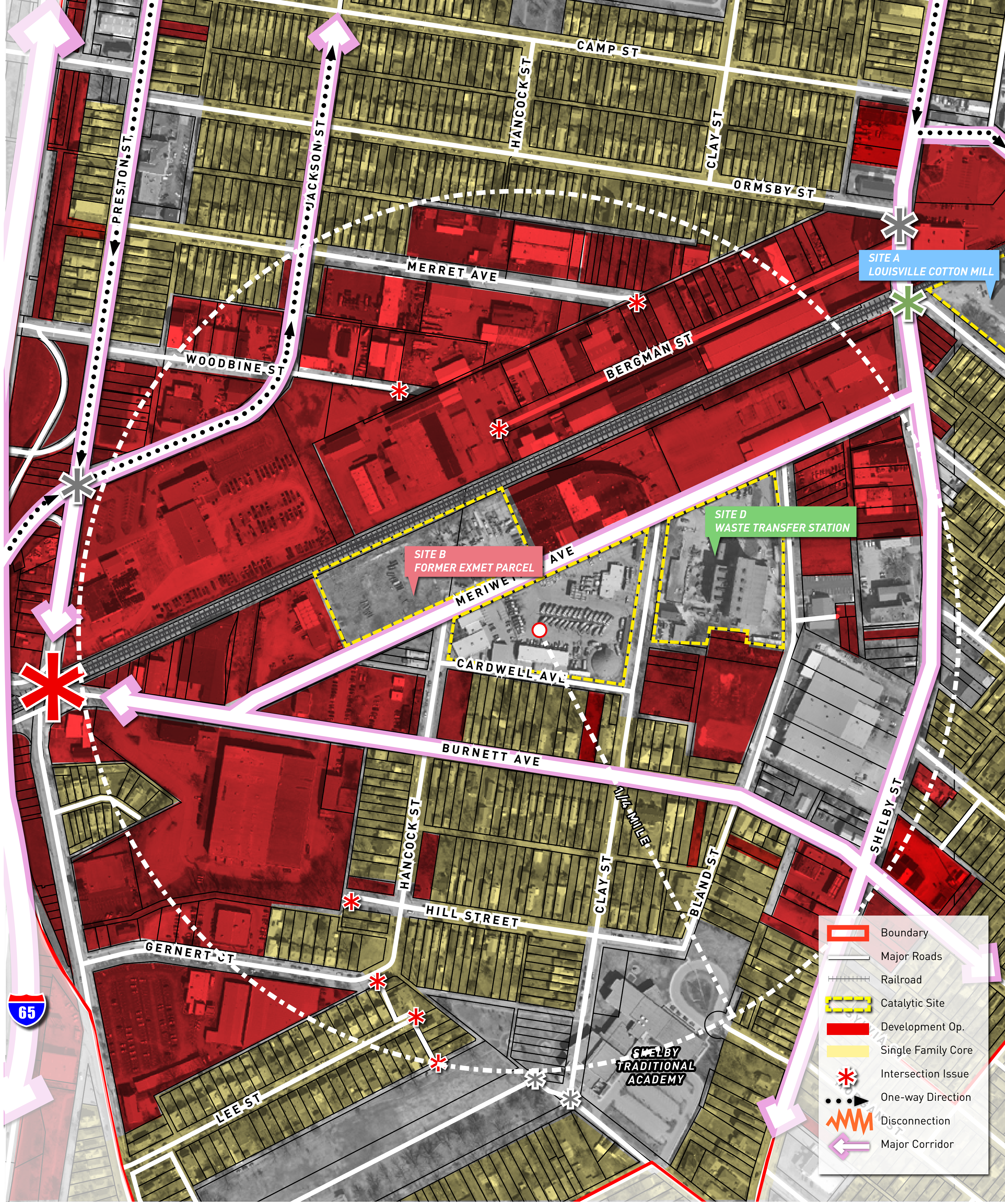
- *CURRENTLY RENTED*
- *LOCAL GROCERY*
- *ARTIST STUDIOS*
- *OFFICES*
- *STORAGE*
- *MOST LIKELY RETAIL / COMMERCIAL / OFFICE AND COMMUNITY USES*

- *TOTAL SF 85,000 SF*



WASTE TRANSFER & EXMET

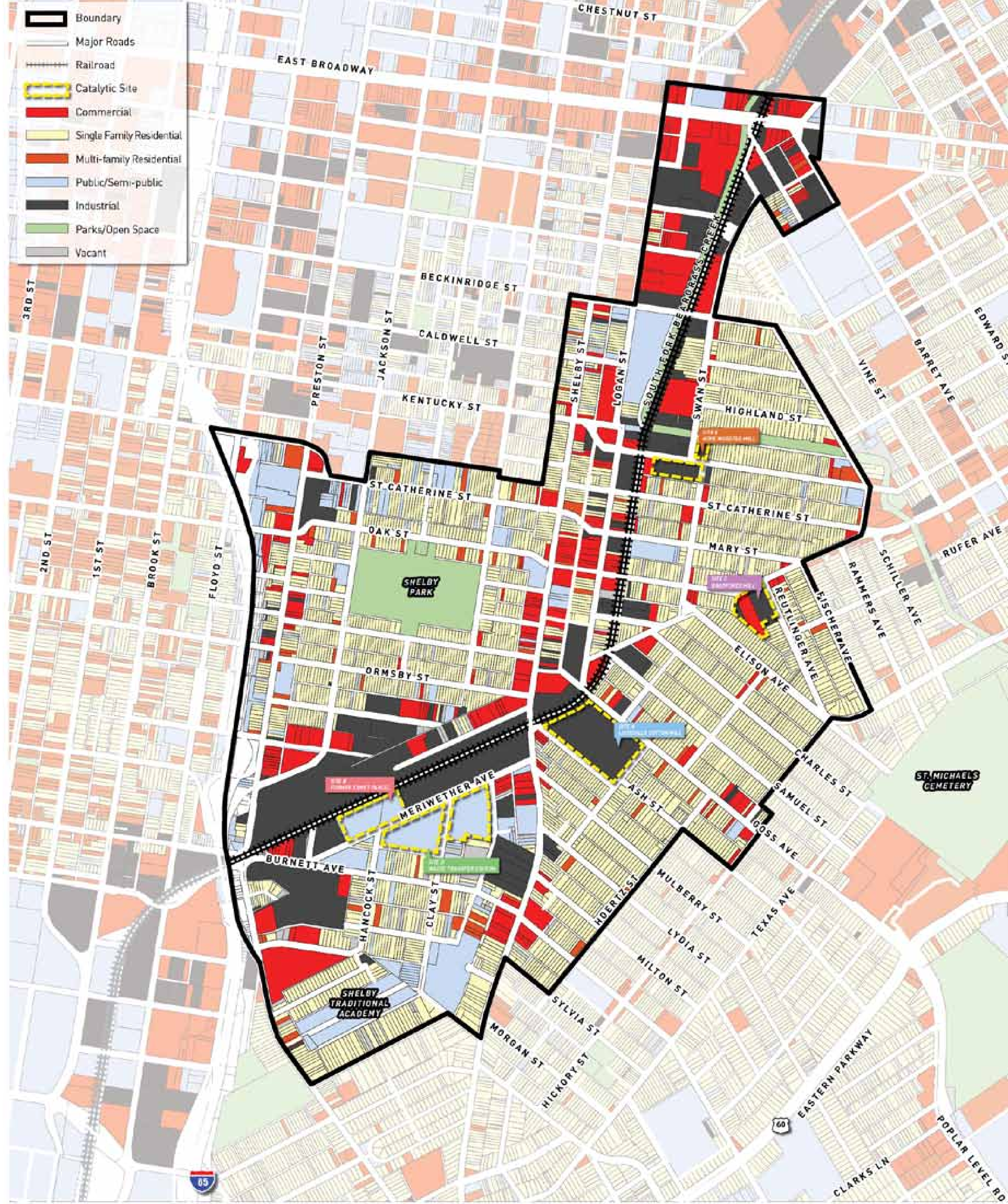
- *CURRENTLY ACCEPTS COMMERCIAL AND CITIZEN RECYCLING, ELECTRONICS, TIRES ETC.*
- *FORMER INCINERATION PLANT*
- *INTEREST IN BECOMING MORE FULL SERVICE AS A RECYCLE / RE-USE OPERATION*
- *WOULD LIKE TO INCLUDE ORGANIC MATTER / COMPOST FACILITIES*
- *PUBLIC SPACE IMPROVEMENTS*



LAND USE

HIGHLY RESIDENTIAL AND INDUSTRIAL, PERCENT OF TOTAL LAND AREA

- *SINGLE-FAMILY: 34.1%*
- *[RIGHT-OF-WAY: 27%]*
- *INDUSTRY: 13.5%*
- *COMMERCIAL: 9.9%*
- *PUBLIC & SEMI-PUBLIC: 8.6%*
- *PARKS & OPEN SPACE: 3.6%*
- *VACANT: 1.7%*
- *MULTI-FAMILY: 1.6%*



SINGLE FAMILY

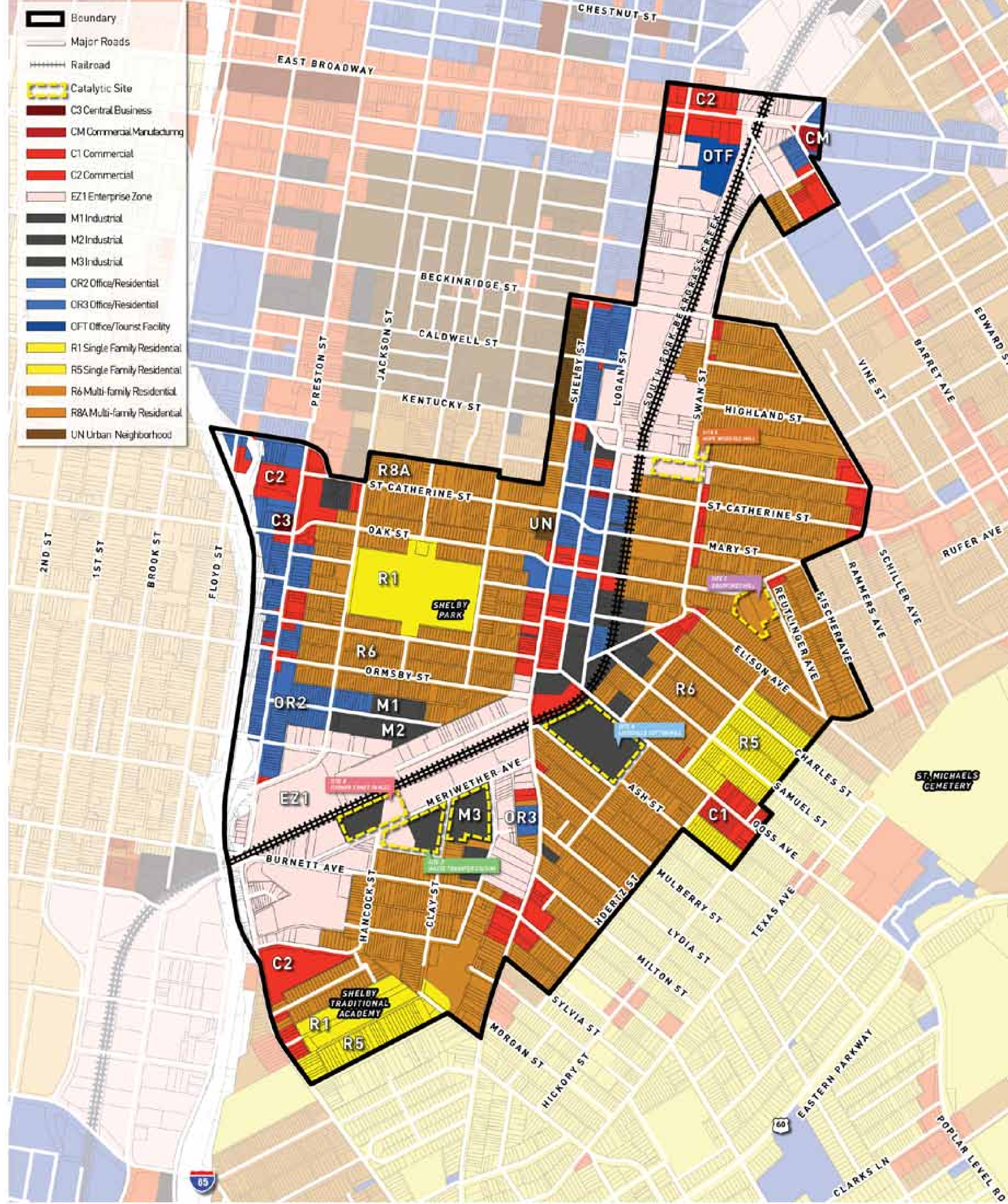
INDUSTRIAL

COMMERCIAL

ZONING

ZONED FOR INCREASED DENSITY & ENTERPRISE:

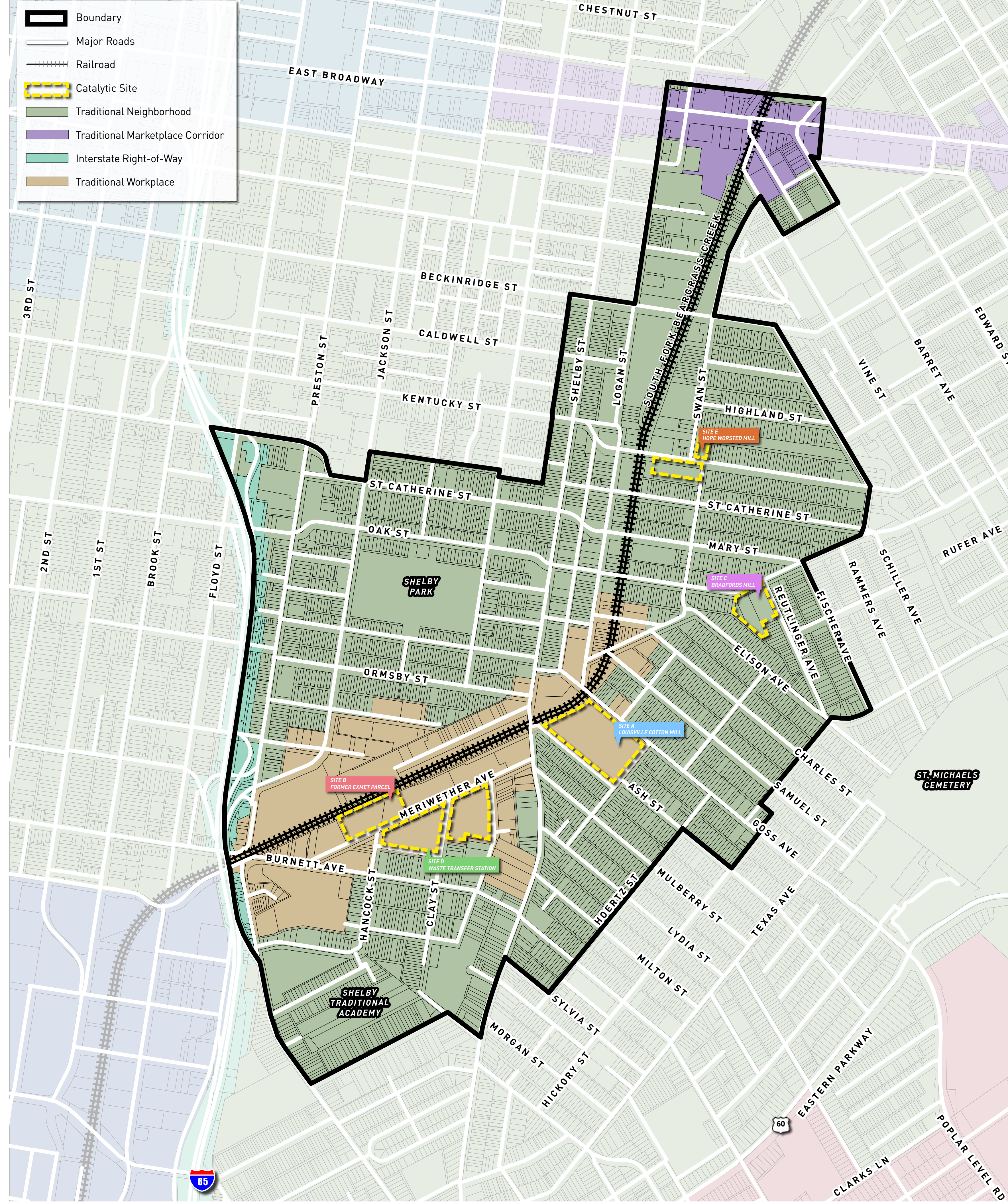
- ***MULTI-FAMILY: 44.3%***
  - *R6, R7, R8A*
- ***ENTERPRISE ZONE: 20.7%***
  - *EZ1*
- ***COMMERCIAL: 9.33%***
  - *C1, C2, C3*
- ***SINGLE-FAMILY: 7.8%***
  - *R1, R5*
- ***INDUSTRIAL: 7%***
  - *M1, M2, M3, CM*
- ***OFFICE: 8%***
  - *OR2, OR3, OTF*



FORM DISTRICTS

TRADITIONAL NEIGHBORHOOD FOCUS:

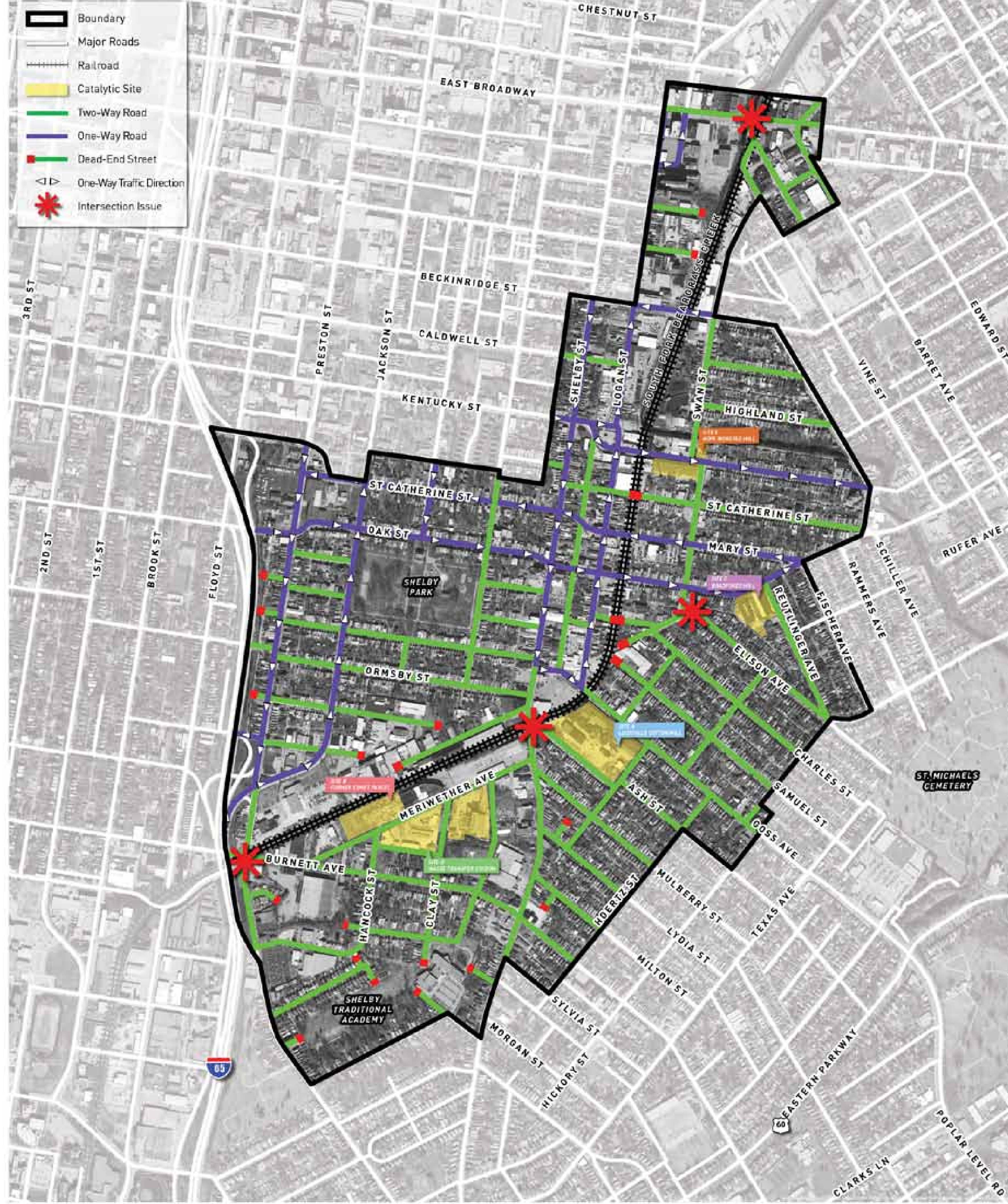
- ***TRADITIONAL NEIGHBORHOOD: 77.1%***
  - *INTENDED TO PROMOTE THE ESTABLISHMENT OF A MIXTURE OF USES THAT EFFECTIVELY INTEGRATE RETAIL, OFFICE, INSITUTIONAL, AND OTHER NON-RESIDENTIAL USES WITHIN TRADITIONAL NEIGHBORHOODS IN A MANNER THAT PROVIDES HIGH QUALITY AND CONVENIENT SERVICE TO RESIDENTS WHILE PROTECTING THE CHARACTER OF THE NEIGHBORHOOD*
- ***TRADITIONAL WORKPLACE: 17.2%***
  - *COMPATIBILITY WITH ADJACENT FORM DISTRICTS AND NON-WORKPLACE USES;*
  - *ADEQUATE ACCESS FOR EMPLOYEES, FREIGHT, AND PRODUCTS;*
  - *ALTERNATIVE MODES OF TRAVEL;*
  - *HIGH QUALITY DESIGN OF INDIVIDUAL AND INTEGRATED SITES; AND*
  - *A MIXTURE OF USES ON A SITE ESPECIALLY EMPLOYEE-SERVING COMMERCIAL BUSINESSES (E.G., DAY CARE CENTERS, AUTO-SERVICING, DRY CLEANERS AND RESTAURANTS).*
- ***TRADITIONAL MARKETPLACE CORRIDOR: 3.5%***
  - *DEVELOPMENT THAT REINFORCES THE CORRIDOR'S TRADITIONAL VISUAL CHARACTER, FUNCTION, AND IDENTITY;*
  - *ALTERNATIVE MODES OF TRAVEL;*
  - *LINKAGES BETWEEN COMMERCIAL DEVELOPMENT WITHIN THE CORRIDOR AND ADJACENT RESIDENTIAL USES;*
  - *COMPATIBILITY BETWEEN CORRIDOR DEVELOPMENT AND ADJACENT NEIGHBORHOODS; AND*
  - *HIGH QUALITY DESIGN OF INDIVIDUAL SITES.*
- ***[INTERSTSAE ROW - 2.2%]***



CIRCULATION

MAJOR CONNECTIVITY, WAYFINDING & SAFETY ISSUES:

- *ONE-WAY CIRCULATION ISSUES*
- *DEADENDS & DISCONNECTS*
- *DIFFICULT TO TRAVERSE INTERSECTIONS*
- *COMPLICATIONS CREATED BY RAIL LINE*



ONE-WAY CONFLICTS

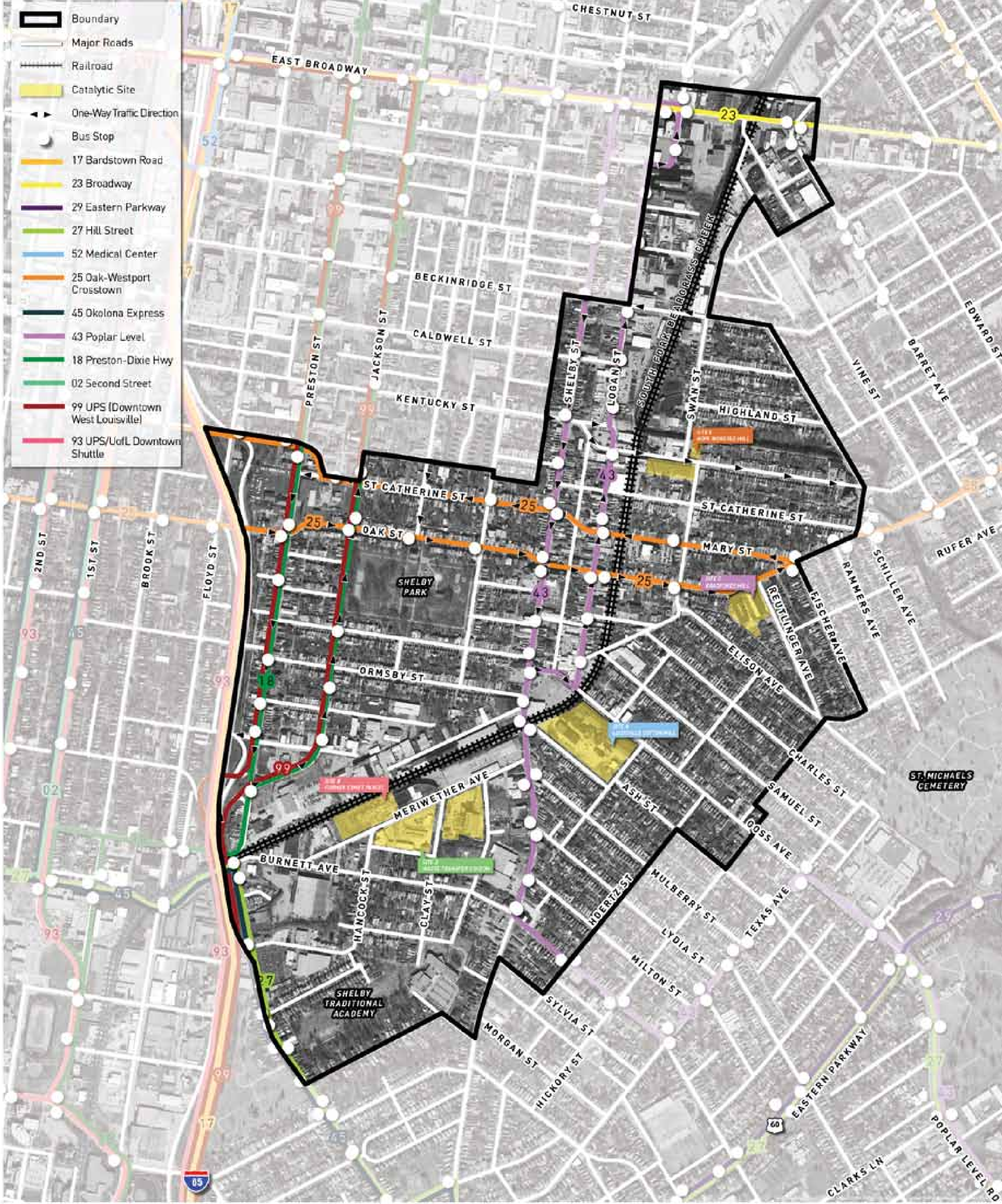
DEAD ENDS

RAIL CONFLICT

TRANSIT

BUS ROUTE CONNECTIVITY

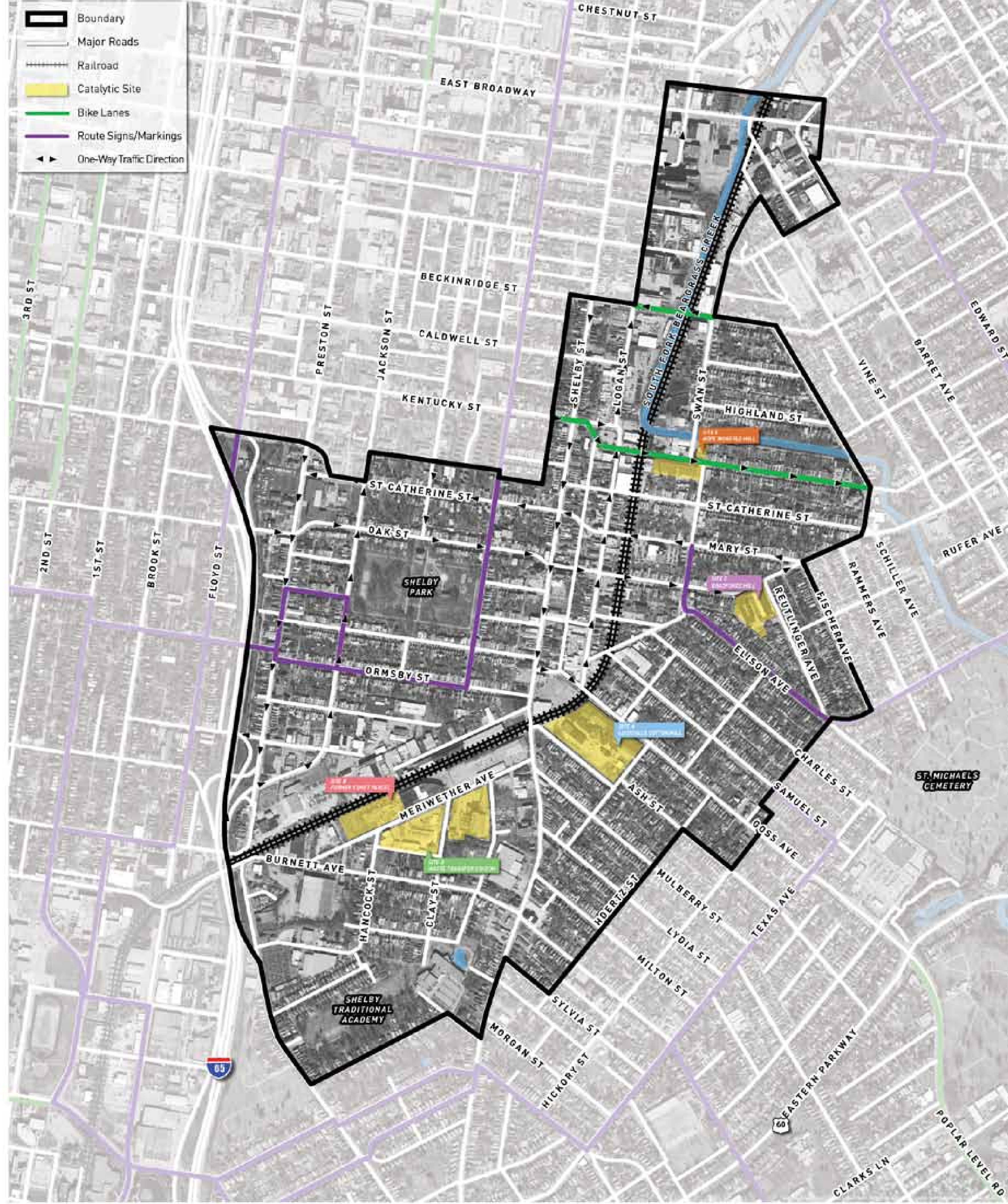
18 - DOWNTOWN TO OKALONA/JEFFERSON MALL
23 - BROADWAY, SHAWNEE/DOWNTOWN/ HIGHLANDS/HURSTBOURNE PARKWAY
25 - SHAWNEE/OLD LOU/ ST. MATTS/WESTPORT
27 - PORTLAND KROGER/PARK DUVALLE/ NORTON HOSPITAL
43 - PORTLAND/DOWNTOWN/JCC/NEWBERG/ FERNCREEK
99 - WEST LOU/DOWNTOWN/UPS HUB



BIKABILITY

BIKE ROUTE CONNECTIVITY:

- *NEW BIKE LANES ON KENTUCKY & BRECKENRIDGE*
- *SIGNED & MARKED ROUTES [SHARROWS]*

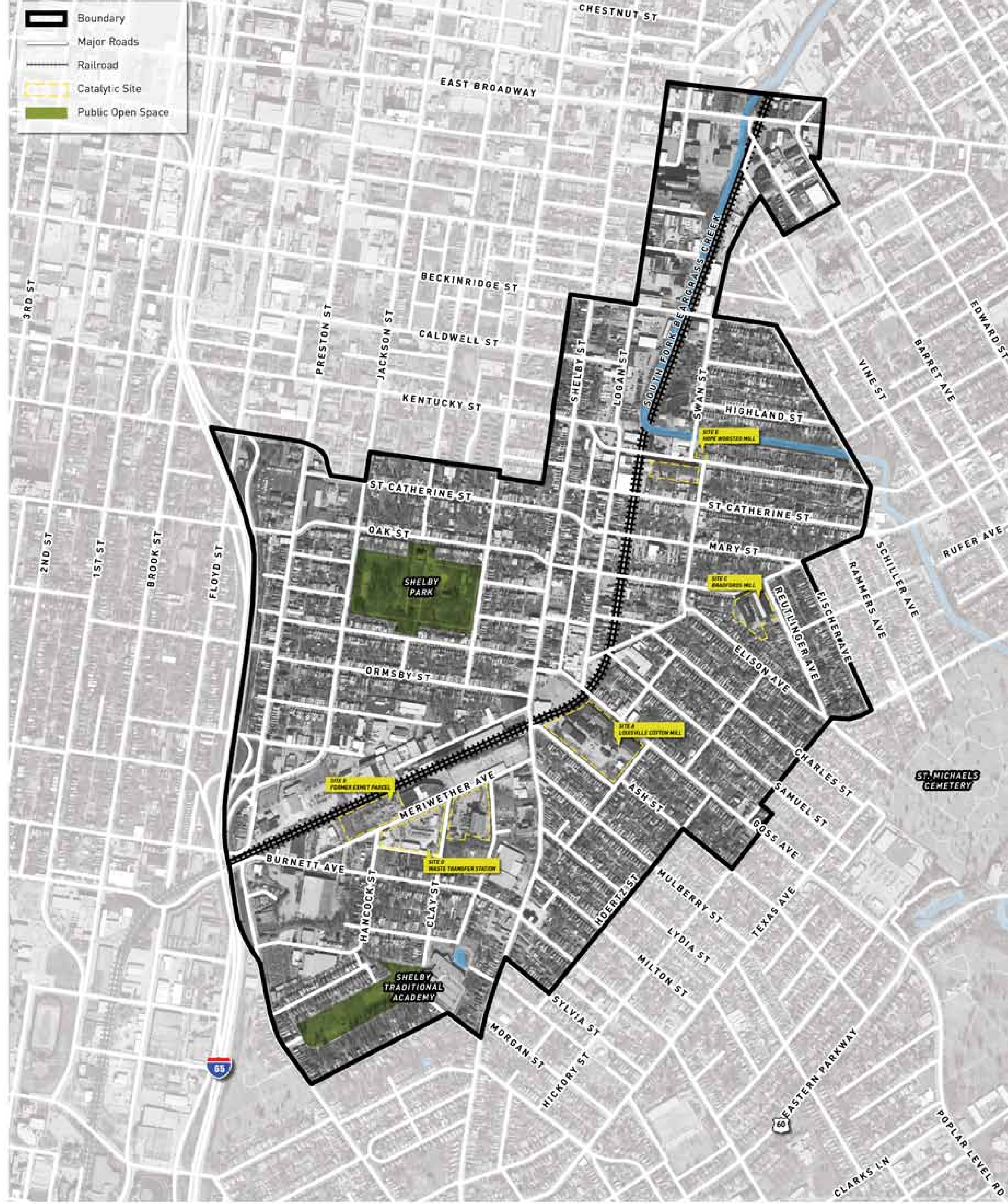


OPEN SPACE

EXISTING OPEN SPACES:

- ***SHELBY PARK***
  - *16 ACRES*
  - *BASKETBALL COURTS*
  - *TENNIS COURTS*
  - *PLAYGROUND*
  - *COMMUNITY CENTER*
  - *OPEN AREAS*
  - *COVERED GATHERING SPACE*

- ***JCPS OPEN SPACE***
  - *8 ACRES*
  - *BASKETBALL COURTS*
  - *TRAILS*
  - *OPEN AREA*
  - *PLAY GROUND*



INDUSTRY

MANUFACTURING

WAREHOUSE/TRANSPORTATION

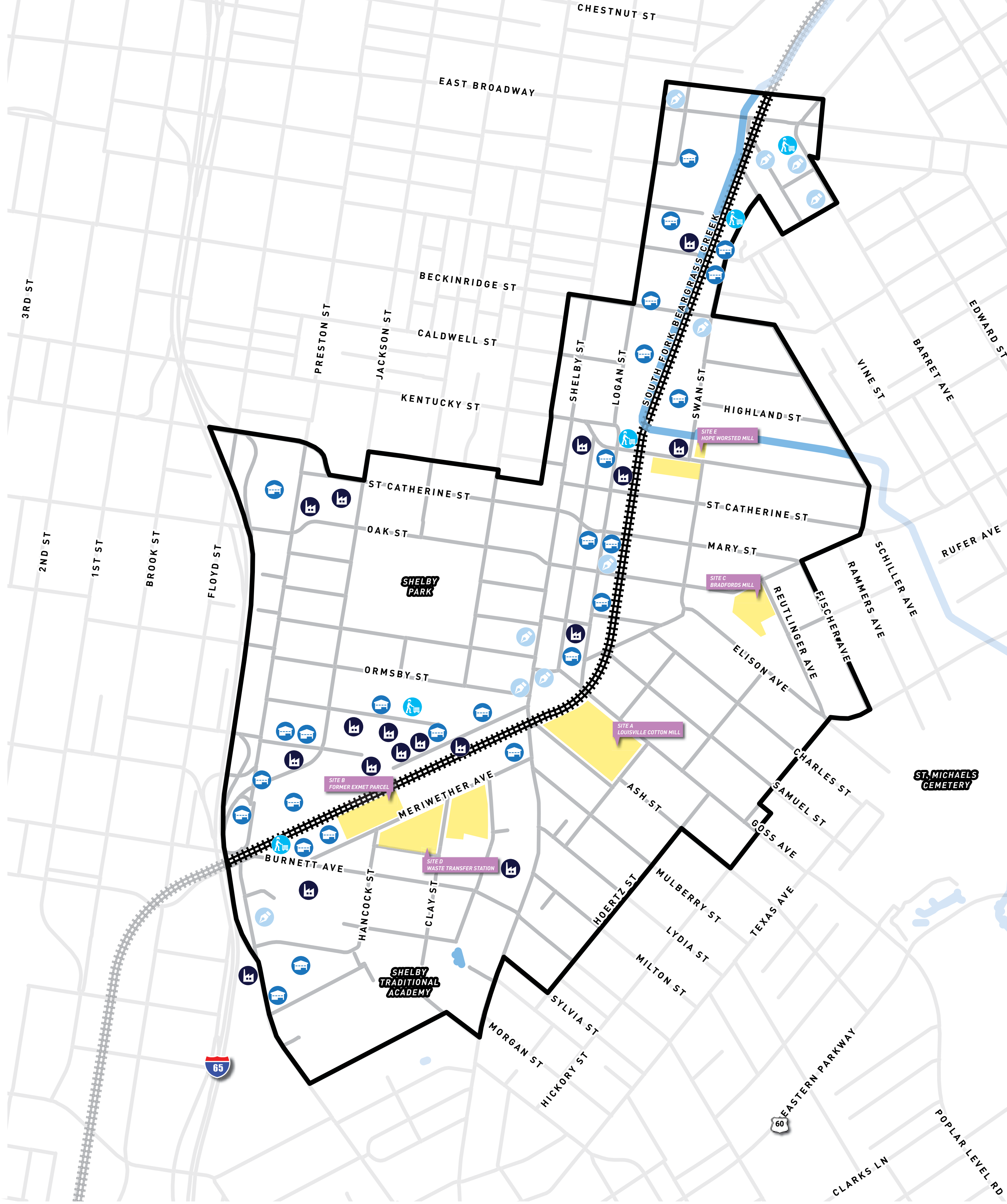
MICRO INDUSTRY

OFFICE

INDUSTRY

IDENTIFIED INDUSTRY:

- *MANUFACTURING*
- *WAREHOUSE/TRANSPORTATION*
- *LIGHT INDUSTRY*
- *OFFICE*



OPPORTUNITIES

TIER 1:
INFILL REDEVELOPMENT OPPORTUNITY

- *VACANT PROPERTY*
- *VOID SPACE [HIGHWAY R-O-W]*
- *UNDERUTILIZED SURFACE PARKING LOTS*

TIER 2:
MID-TERM INFILL OPPORTUNITY

- *PARTIALLY VACANT PROPERTY*
- *NOT DEEMED HIGHEST & BEST USE*
- *IN CONFLICT WITH COMMUNITY VISION, ZONING OR FORM DISTRICTS*

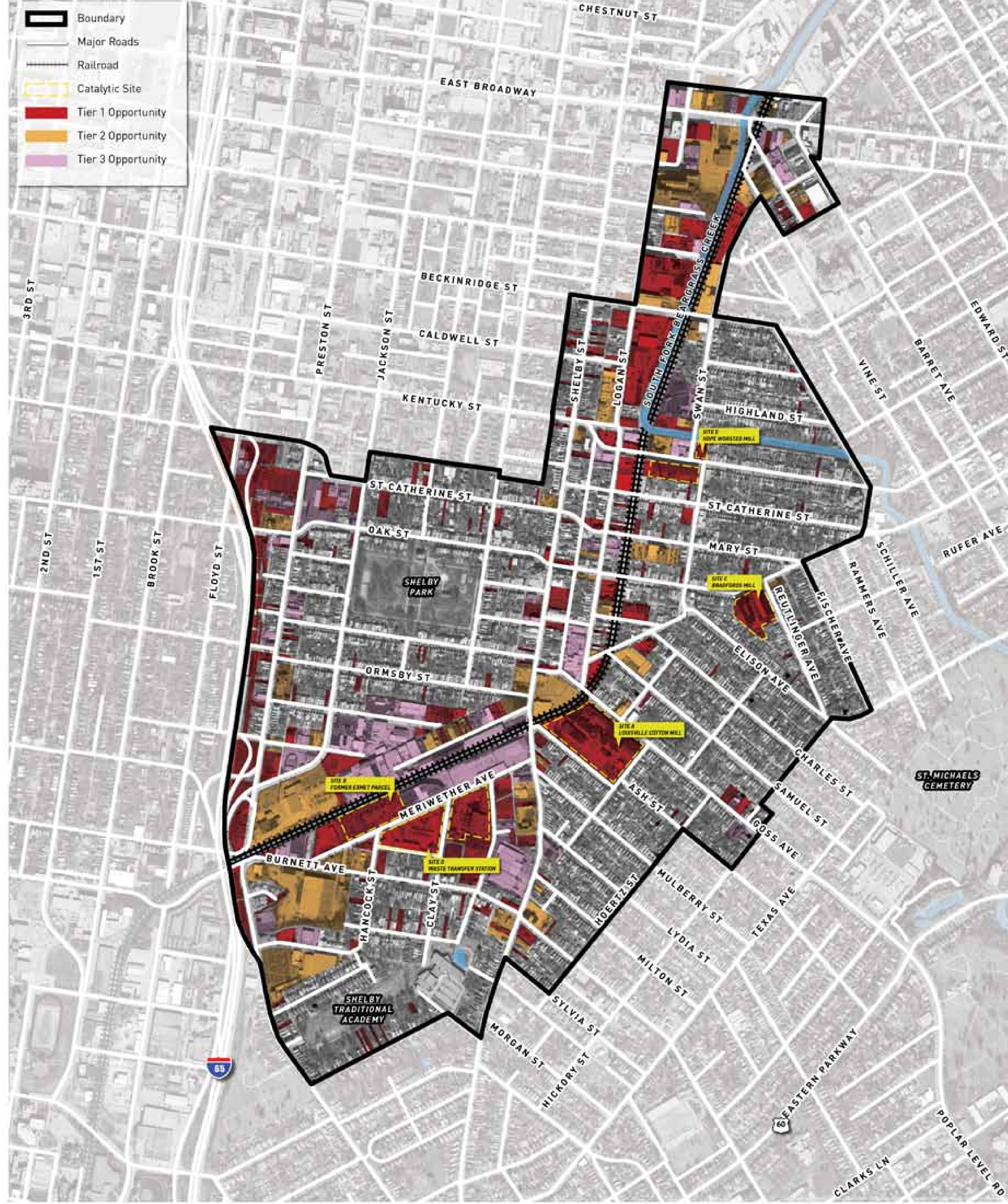
TIER 3:
LONG TERM INFILL/SITE IMPROVEMENT OPPORTUNITY

- *LONG TERM IMPROVEMENTS NEEDED*
- *PHYSICAL SITE IMPROVEMENTS*
- *IMPROVE PHYSICAL RELATIONSHIP WITH NEIGHBORS*
- *IDEAL LOCATION FOR IMPROVED SUSTAINABILITY MEASURES*

OPPORTUNITIES

KEY INFILL AND SITE REINVESTMENT OPPORTUNITIES

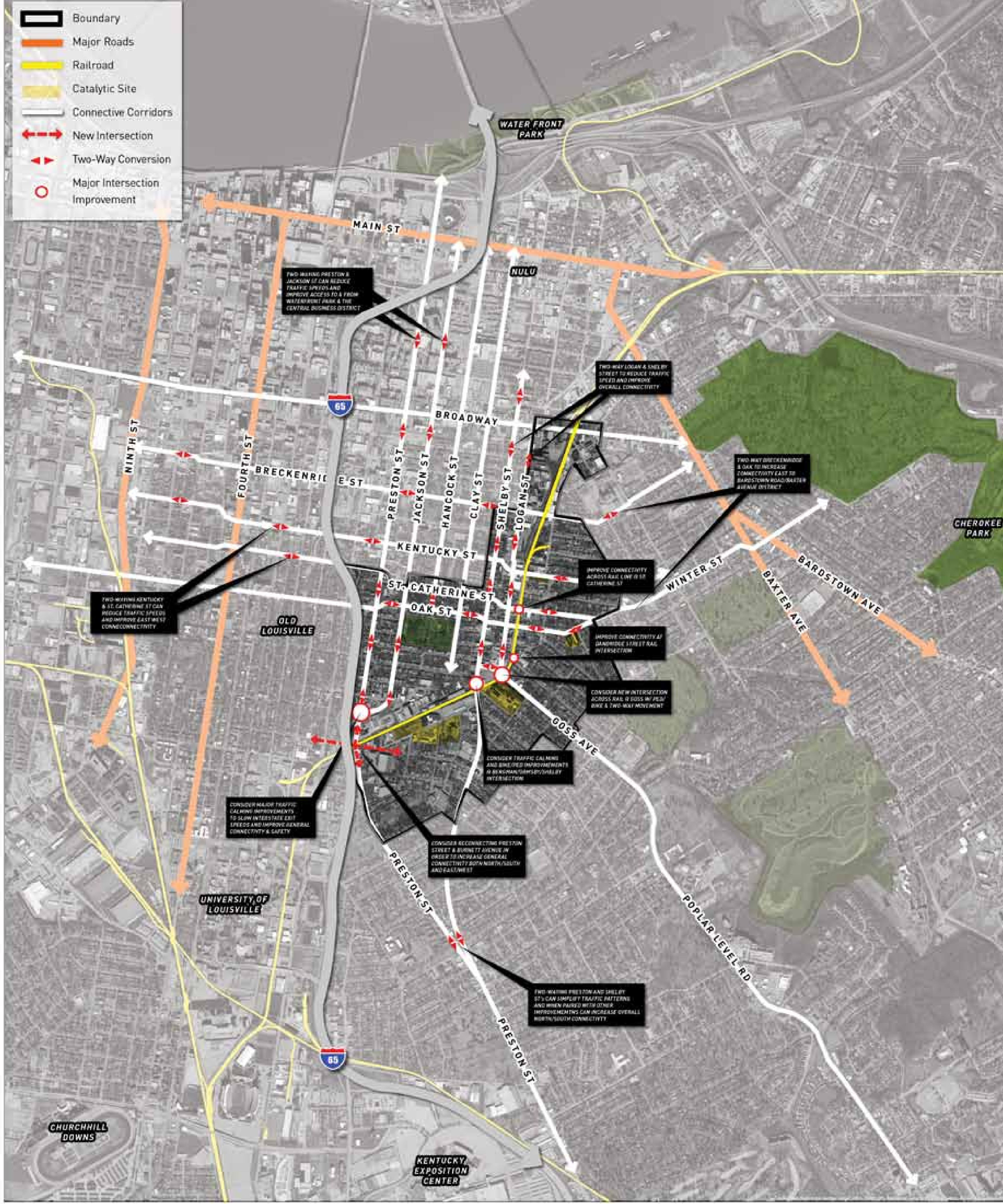
- ***TIER 1:***
  INFILL REDEVELOPMENT OPPORTUNITY
- ***TIER 2:***
  MID-TERM INFILL OPPORTUNITY
- ***TIER 3:***
  LONG TERM INFILL/SITE IMPROVEMENT OPPORTUNITY



CONNECTIVITY

MAJOR CONECTIVITY & CIRCULATION ISSUES/ PRIORITIES:

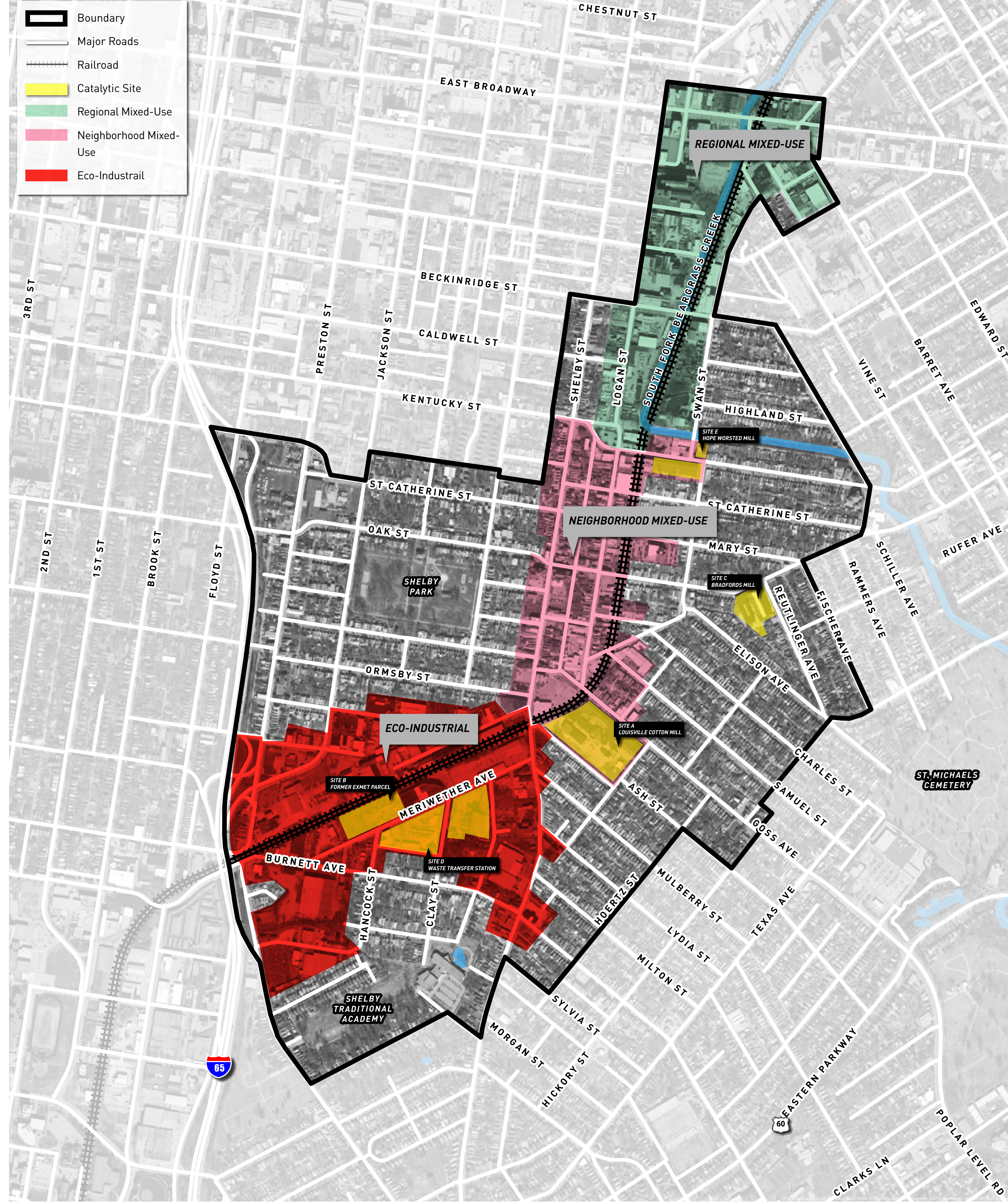
- ***MAJOR INTERSECTION IMPROVEMENTS, ESPECIALLY NEAR I-65 AND ALONG THE RAIL LINE***
- ***CONSIDER TWO-WAY STREET CONVERSION FOR REDUCED TRAFFIC SPEEDS AND INCREASED WAYFINDING & CIRCULATION***
- ***CREATE NEW CONNECTIONS WHERE POSSIBLE, VEHICULAR, BIKE & PEDESTRIAN***



DISTRICTS

THREE MAJOR DISTRICTS ALONG THE RAIL CORRIDOR:

- *BROADWAY MIXED-USE*
- *NEIGHBORHOOD CENTER*
- *ECO-INDUSTRIAL*



MARKET SNAPSHOT

regional + neighborhood mixed-use districts

KEY MARKET INDICATORS

- Declining - stagnant population
  (compared to Metro)
  - *Study area population declined by 9% between 2000 and 2014**
    **decline varies significantly by neighborhood*
  - *Louisville metro population grew by 8% during the same time period*
- Dense development provides significant number of rooftops
  - *Study area averages 6,300 people per square mile*
  - *Louisville Metro averages 1,800*

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KEY MARKET INDICATORS

- On average, study area's population is younger (average 34.4) than Metro
  - *Smoketown: 25*
  - *Shelby Park: 33.1*
  - *Germantown: 39.8*
  - *Schnitzelburg: 38*
  - *Metro: 37.6*
- Lower average incomes, but concentrated density increases potential spending power

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MICRO
SCALE
(study area)

- Currently limited retail opportunities
  (room for growth)
- Households spend large majority of income outside study area
  (pent up demand for retail)
- Oversupply of “drinking places” but unmet demand for full- and limited-service restaurants

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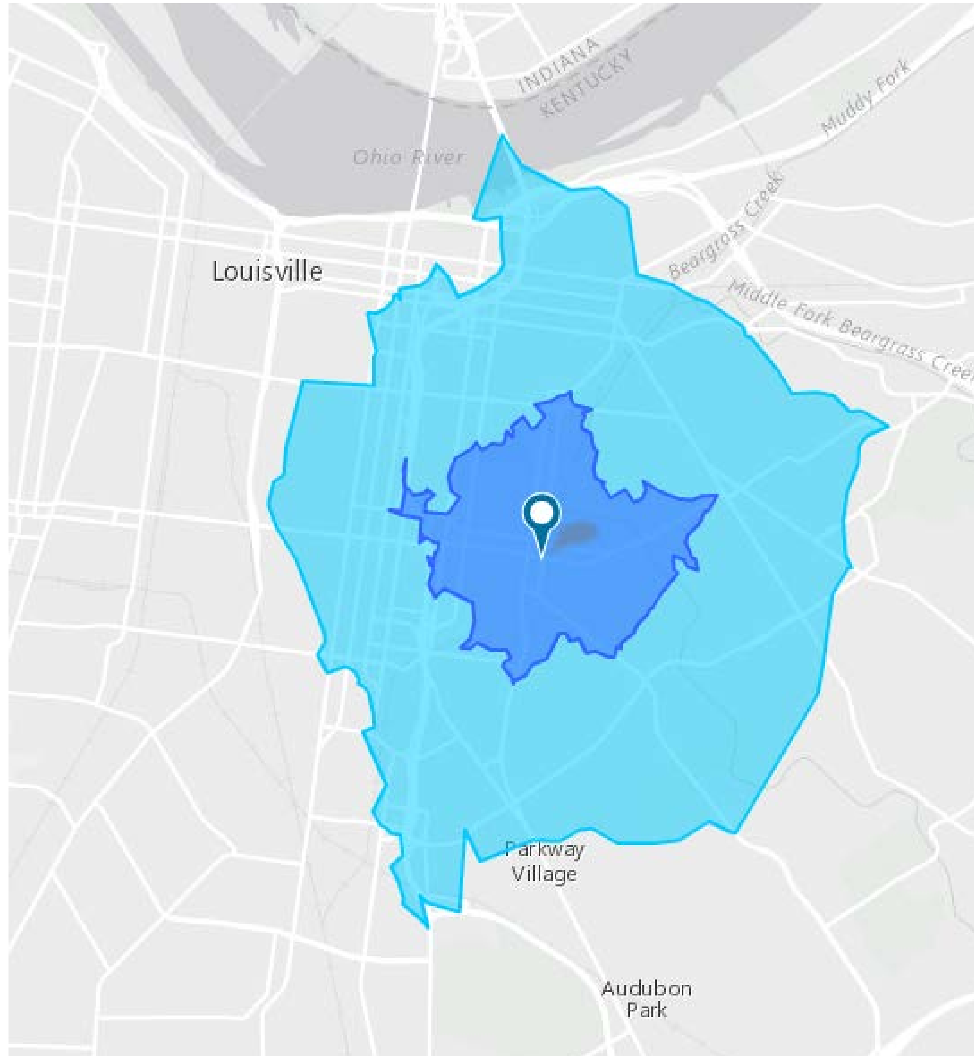
TRADE AREA DEFINITION

NEIGHBORHOOD MIXED-USE DISTRICT

4,705 *(primary)*
31,082 *(secondary)*

$33.9 - $250
million in demand
(for retail + food)



NEIGHBORHOOD
MIXED-USE DISTRICT

- Railroads, existing traffic patterns create connectivity and access issues
  (may limit retail investment)
- Residential density supports additional retail
  (retail follows rooftops)
- Historic "corner retail" fabric still intact
  (non-compatible development patterns detract from overall sense of place)
- Infrastructure doesn't currently support investment

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LOCAL SCALE

(neighborhood mixed-use district)

- Current demand is not being met
  (within primary trade area)
- Secondary trade area is over-served
  (meets demand of primary + secondary)
- Some categories with unmet demand not suitable for neighborhood-scale development

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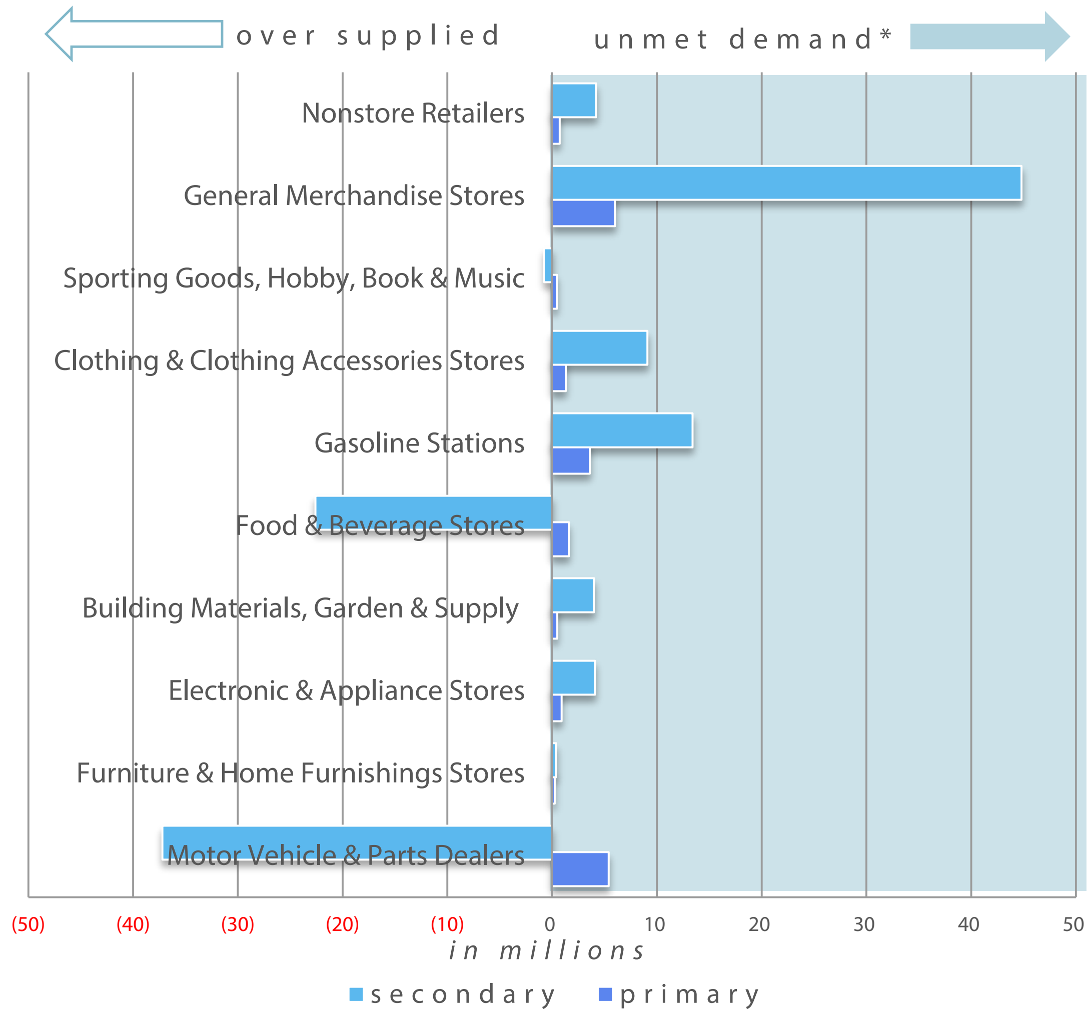
LOCAL LEAKAGE

(neighborhood mixed-use district)

*gap analysis numbers are more important to national and regional retailers, indicates the scale and type of retail possible



LOCAL
OPPORTUNITIES
(neighborhood mixed-use district)

*highly elastic variable, can change greatly based on location, brand recognition, competition within the market, accessibility, etc.

- There is opportunity to "recapture" leakage
- Conservative capture rate of 15% and 10%*
- Apply average local sales per square foot $175-$200

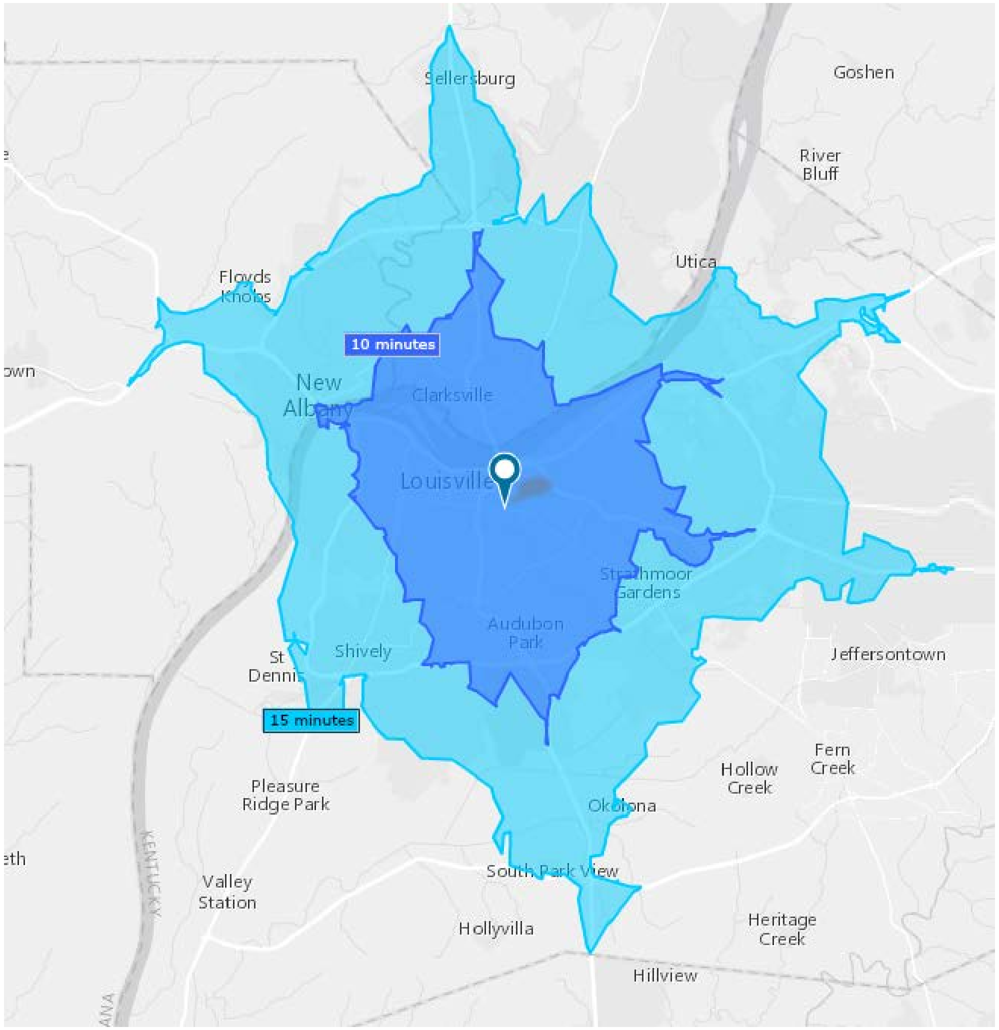
	PRIMARY	SECONDARY
Motor Vehicle & Parts Dealers	4,462	0
Electronic & Appliance Stores	746	2,145
Building Materials, Garden Equipment & Supply Stores	403	2,076
Food & Beverage Stores	1,336	0
Gasoline Stations	2,988	7,005
Clothing & Clothing Accessories Stores	1,086	4,762
Sporting Goods, Hobby, Book & Music Stores	384	0
General Merchandise Stores	5,046	23,442
Nonstore Retailers	595	2,201

TRADE AREA DEFINITION

BROADWAY MIXED-USE DISTRICT

160,890 *(primary)*
459,663 *(secondary)*

$1.4 - $4.3 billion demand
(for retail + food)



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BROADWAY MIXED-USE DISTRICT

- Located along major corridor
  (connect Downtown neighborhoods and Highlands)
- Transitional land uses on both sides of railroad
  (with access to creek)
- Historic retail context along Broadway
  (urban fabric deteriorates quickly off major corridor)
- Infrastructure doesn't currently support investment
- Sense of community / neighborhood loyalty may be a factor

MACRO SCALE
(Broadway mixed-use district)

- Demand is being met and then some
  (generally oversupplied)
- Larger regional shopping destinations within primary trade area
  (retail within the district must compete with well established options)
- Location may not be attractive to retail categories with unmet demand

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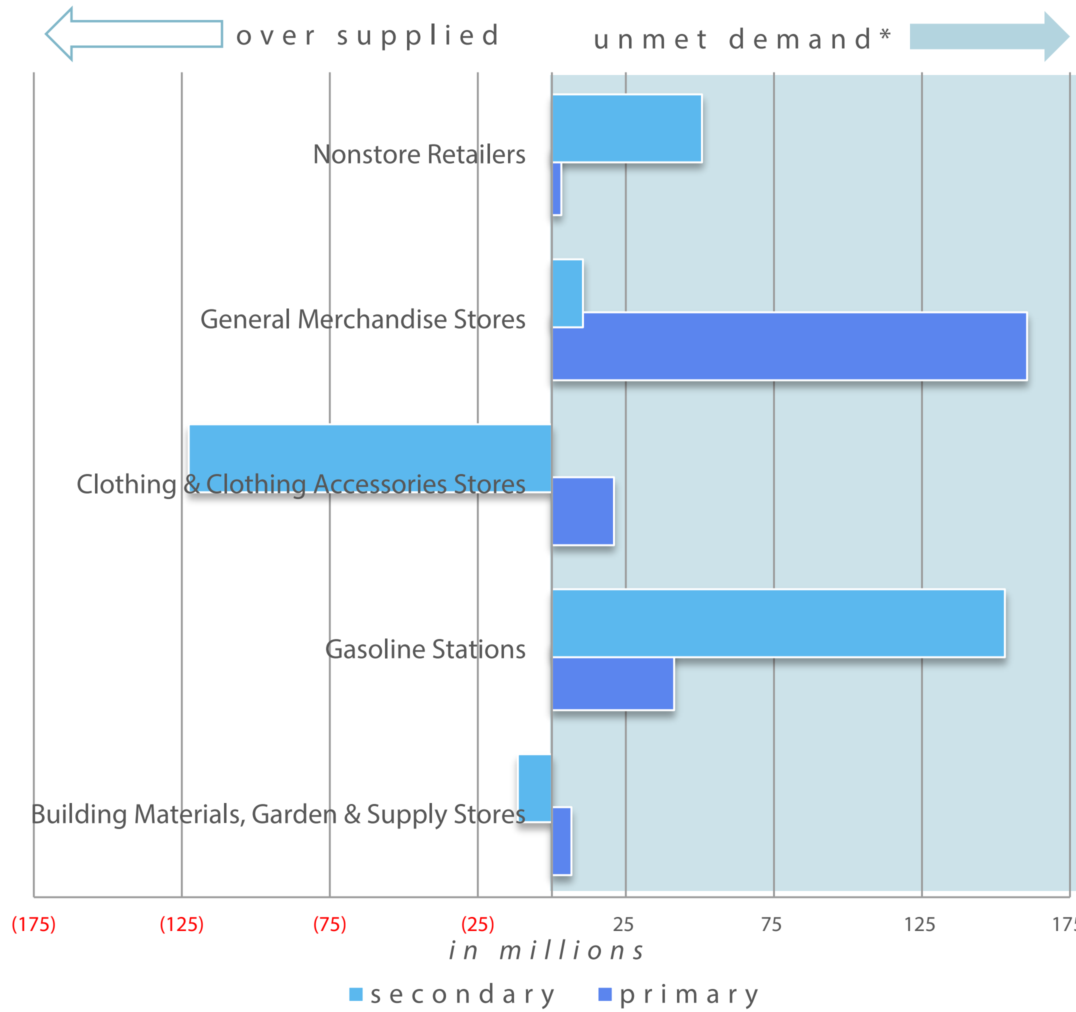
CITY-WIDE LEAKAGE

(Broadway mixed-use district)

*gap analysis numbers are more important to national and regional retailers, indicates the scale and type of retail possible



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REGIONAL

OPPORTUNITIES

(Broadway mixed-use district)

*highly elastic variable, can change greatly based on location, brand recognition, competition within the market, accessibility, etc.

- There is opportunity to "recapture" leakage
- Conservative capture rate of 5% and 2.5%*
- Apply average local sales per square foot $175-$200

	PRIMARY	SECONDARY
Building Materials, Garden Equipment & Supply Stores	1,716	0
Gasoline Stations	10,818	15,040
Clothing & Clothing Accessories Stores	5,499	0
General Merchandise Stores	42,011	1,035
Nonstore Retailers	839	4,985
Building Materials, Garden Equipment & Supply Stores	1,716	0

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KEY TAKE AWAYS

WHAT DOES ALL THIS MEAN?

- Variables (such as location and brand recognition) affect how much of the market can be recaptured
- Magnitude of retail opportunity not overwhelming
- Well established retail presents significant competition for new retailers in the area
- Retail not obvious, need to create destinations that merge several markets *(other than obvious neighborhood market)*

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EMPLOYMENT + BUSINESS OPPORTUNITES *(eco-industrial district)*

- Existing employment is based in the service industry
  (nearly 60% of the workforce employed in the service sector)
- Educational attainment levels vary greatly between neighborhoods
  (overall comparable to Metro)
  - *33% college education*
  - *50% high school and/or some college*
  - *17% less than high school diploma*

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EVALUATING OPPORTUNITIES

a framework for considering development opportunities

MARKET
CONSIDERATIONS

- Retail spending is "leaking" outside of the area
  (opportunity to "recapture" some portion)
- General merchandise stores have greatest unmet demand
- Location and ability to cluster are critical given modest demand levels
  (variable will affect the ability to capture larger portions of the market)
- Future retail most likely to be locally owned
  (not enough unmet demand yet to get attention of regional and national retailers)

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POTENTIAL RETAIL

OPPORTUNITES

	REGIONAL	NEIGHBORHOOD
Motor Vehicle & Parts Dealers	-	-
Electronic & Appliance Stores	-	1
Building Materials, Garden Equipment & Supply Stores	-	1
Food & Beverage Stores	-	1
Gasoline Stations	7-9	2-6
Clothing & Clothing Accessories Stores	1-2	1-2
Sporting Goods, Hobby, Book & Music Stores	-	-
General Merchandise Stores	2-4	1-2
Nonstore Retailers	0-1	0-1

- Unmet demand is not guarantee retail will locate in area, only an indicator of opportunity
- Number of stores that could be supported is "educated guess" will vary depending on type, ownership
- Oversupplied categories are still possible to attract, especially if clustered – think restaurant, antique, or fashion districts

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OTHER MARKET
CONSIDERATIONS

- How can you "merge markets" to enhance opportunities and justify additional retail?
  - Are their opportunities to capture other markets – employees or visitors? *(Where are they coming from? Where are they going? What would entice them to stop?)*
  - Are there existing clusters of retail and/or services? *(Can you create a destination that will attract them and compete with existing retail/dining destinations?)*

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OTHER MARKET
CONSIDERATIONS

- Not all retail is created equal, what represents your community?
  (demand for gas stations, nonstore retailers, and car dealerships may not be ideal for your community)
- Retail affects the "brand" of your community, what is the desired identity for your neighborhood or community?

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REAL ESTATE CONSIDERATIONS

- Where are residents likely to shop now or in the future?
  - Is that place also conducive to outside markets?
  - Ideally it will support both
- Is there a center or logical starting point?
  - Where do people gravitate to in the neighborhood?
  - Where or what do people associate with the area?
- Is that place visible and accessible?
  - Is it easily accessible by foot, bike, transit, or car?
  - Is it on or visible from a major thoroughfare?
  - Where would people park?

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REAL ESTATE
CONSIDERATIONS

- Retail locations should not be based on current use/availability, but should be based on the best location
  - Is the potential site currently being used?
  - If so, does it contribute to the greater good of the neighborhood or could it be transitioned into a higher and better use?
- Are there existing buildings that can be repurposed?
  - What is the scale of the building(s)?
  - What type of retail uses would the building support?

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ECO / BUSINESS

CONDISERATIONS

- Are there potential partnerships or collaborations between existing businesses in the district?
  - Are there opportunities to exchange or repurpose "by-products"?
  - What types of businesses might benefit from locating near the Waste Transfer Station?
  - How might those businesses interact? Is there specific infrastructure needed to support collaboration?

ECO / BUSINESS

CONDISERATIONS

- How will the creation of an eco-industrial district affect the "brand" of the neighborhood?
  - Will this spin-off new business and retail opportunities? If so, do they need to located in this district?
- Will this bring additional jobs? If so, how and where can you attract those households to live?

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OTHER THINGS TO CONSIDER

- Historic properties = assets and hurdles
  (they add to unique sense of place, but can be cost prohibitive)
- Long-term vs. short-term opportunities
  (can you identify early wins that can leverage long-term opportunities?
- Are there non-retail uses that enhance retail viability? Residential, mixed-use, office?
- What is the trajectory of the neighborhood? Is it transitioning?
  (how does age, income, and spending patterns affect future retail opportunities?)
- Keep in mind that land uses and retail types affect how others see your neighborhood
  (how will current and future retail impact the brand of the area?

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WRAP UP

While the data does not indicated overwhelming retail opportunities. Many variables that affect retail viability can be changed in the short-term to effect long-term outcomes.

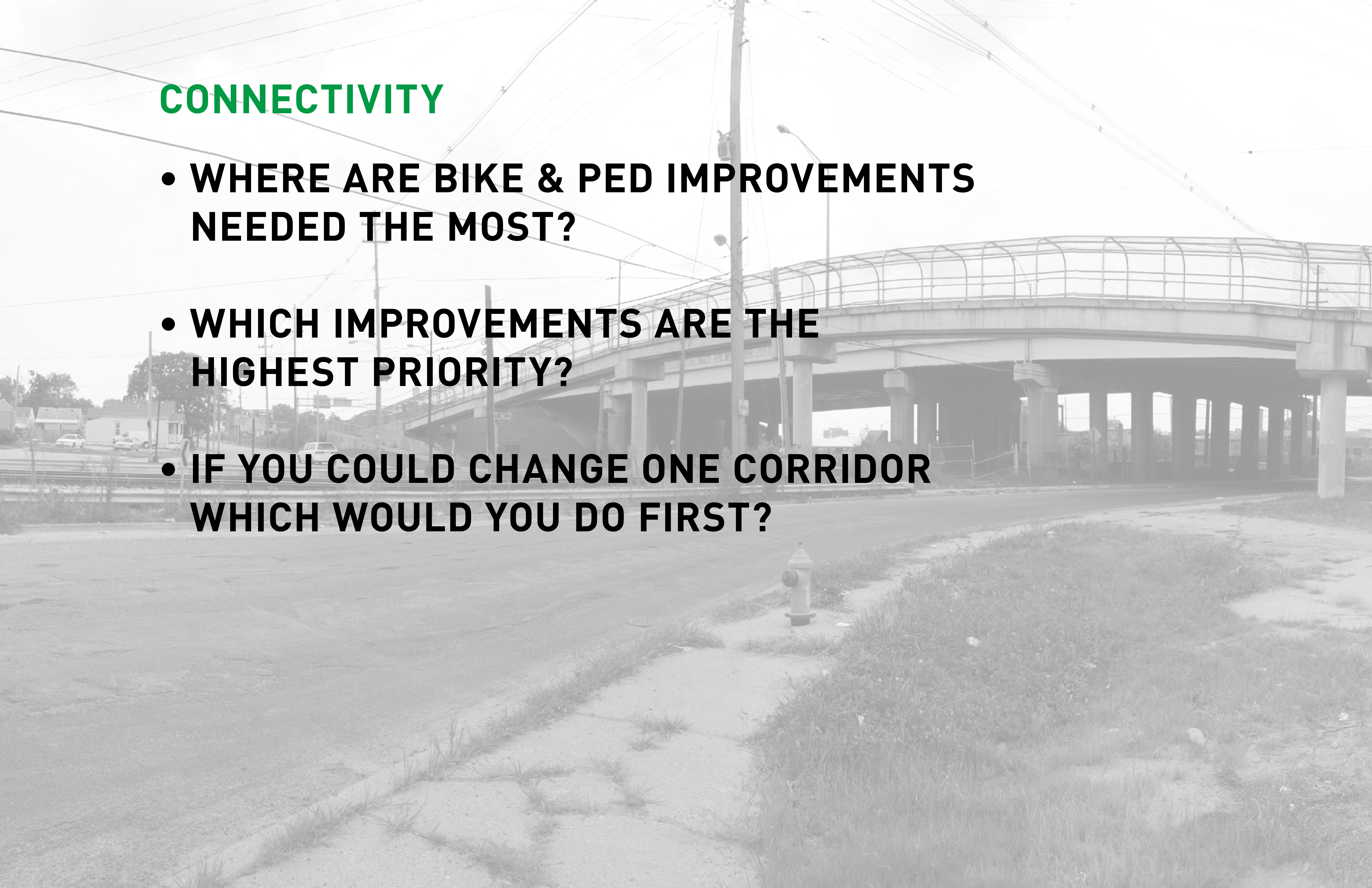
CORRIDORS VISIONING

THREE MAJOR DISTRICTS ALONG THE RAIL CORRIDOR:

THE MEETING WILL BREAK INTO WORK STATIONS TO ALLOW PARTICIPANTS TO COMMENT ON IDENTIFIED OPPORTUNITIES, CIRCULATION IMPROVEMENTS AND OTHER RELATED DISCUSSION POINTS.

OPPORTUNITY SPACE

- **WHICH OPPORTUNITIES ARE THE HIGHEST PRIORITY?**
- **WHAT USES COULD FILL THESE SPACES?**
- **WHAT CHALLENGES DO REDEVELOPMENT PROJECTS FACE?**



CONNECTIVITY

- **WHERE ARE BIKE & PED IMPROVEMENTS NEEDED THE MOST?**
- **WHICH IMPROVEMENTS ARE THE HIGHEST PRIORITY?**
- **IF YOU COULD CHANGE ONE CORRIDOR WHICH WOULD YOU DO FIRST?**

PUBLIC SPACE

- WHERE ARE PUBLIC SPACES NEEDED THE MOST?
- HOW CAN THE UNIQUE SPACES CREATED BY THE RAILWAY AND CREEK BE TURNED INTO ASSETS?
- WHAT TYPES OF PROGRAMS ARE NEEDED? ACTIVE VS. PASSIVE RECREATION?

ECOLOGY FORUM: OCTOBER 23RD - 6-8PM

SETTING THE ECOLOGICAL VISION:

THE ECOLOGY FORUM WILL BE BROKEN INTO TWO PARTS:

- *A MORNING PRESENTATION/WORKING SESSION W/ CITY SUSTAINABILITY LEADERS*
- *A PUBLIC ENGAGEMENT WORKSHOP WHICH WILL FOCUS ON DEFINING ECOLOGICAL IMPROVEMENT GOALS FOR THE STUDY AREA IN REGARDS TO REDEVELOPMENT SITES, CORRIDORS AND THE ECO-INDUSTRIAL DISTRICT.*