

WOODLAND
DISTRICT



PUBLIC MEETING #2
January 30, 2013

THE WOODLAND DISTRICT AREA

Tonight's Meeting

- Summarize Project to Date
- Preliminary Framework Recommendations
- Key Opportunities – District Identity & Design
- Visual Preferencing, Instant Polling & Dialogue

EARLY DEVELOPMENT PATTERN

Pacific Avenue Before Street Renovation



WHY THE WOODLAND DISTRICT STRATEGIC PLAN?

Downtown Plan, 2000

Lacey began efforts to create a downtown area in 2000

VISION STATEMENT

“By the year 2020, Downtown Lacey will be a vibrant, alive, whole, prosperous place for all residents and visitors. Lacey’s new downtown will invite a rich mix of all people of all ages and ethnicities, especially children, teenagers, and seniors.”

WHY THE WOODLAND DISTRICT STRATEGIC PLAN?

Downtown Refresh, 2011

2000 Goals Re-validated in 2011 Downtown “Refresh”

- Goal A:** Encourage density and a diverse mix of uses in the center.
- Goal B:** Create a core area that is strongly pedestrian-oriented and transit friendly.
- Goal C:** Create strong identity for the core area.
- Goal D:** Create places that provide for the needs of a diverse population of different ages.

WHY THE WOODLAND DISTRICT STRATEGIC PLAN?

Downtown Refresh, 2011

Strategic Plan will implement vision & goals in detail

Adds goals & detailed recommendations

Implementation Strategy:

Action Plan with Prioritized Actions

Partnerships

Investments

Projects

WHY THE WOODLAND DISTRICT STRATEGIC PLAN?

Outcomes of Implementation Strategy

Improved Investment Climate

Inviting Climate

Livable Residential / Mixed-use Neighborhood

More People & Activity

Evening Venues

Many More Businesses



Project Overview

PROJECT OVERVIEW

Successes, 2000 – 2012: Transit Center, 6th Avenue, Mixed-Use Buildings



PROJECT OVERVIEW

Successes, 2000 – 2012: Character & Identity, Public Art & Landmarks



PROJECT OVERVIEW

Buildings Today



PROJECT OVERVIEW

Trees Today



PROJECT OVERVIEW

Signs Today



PROJECT OVERVIEW

Commercial District Today: South Sound Center



PROJECT OVERVIEW

Commercial District Today: Fred Meyer



PROJECT OVERVIEW

Woodland Loop District Today



PROJECT OVERVIEW

Public Gathering Space: Huntamer Park



PROJECT OVERVIEW

Sleater-Kinney Retail Road Today



PROJECT OVERVIEW

College Street Today



PROJECT OVERVIEW

Connectivity & Mobility: Existing Streets



EXISTING STREETS

- Limited number of street options
- Irregular pattern of streets creates irregular blocks
- Goal: To define more local connections and create a smaller block pattern.

PROJECT OVERVIEW

Connectivity & Mobility: Block Size & Walkability



Downtown Olympia (same scale)

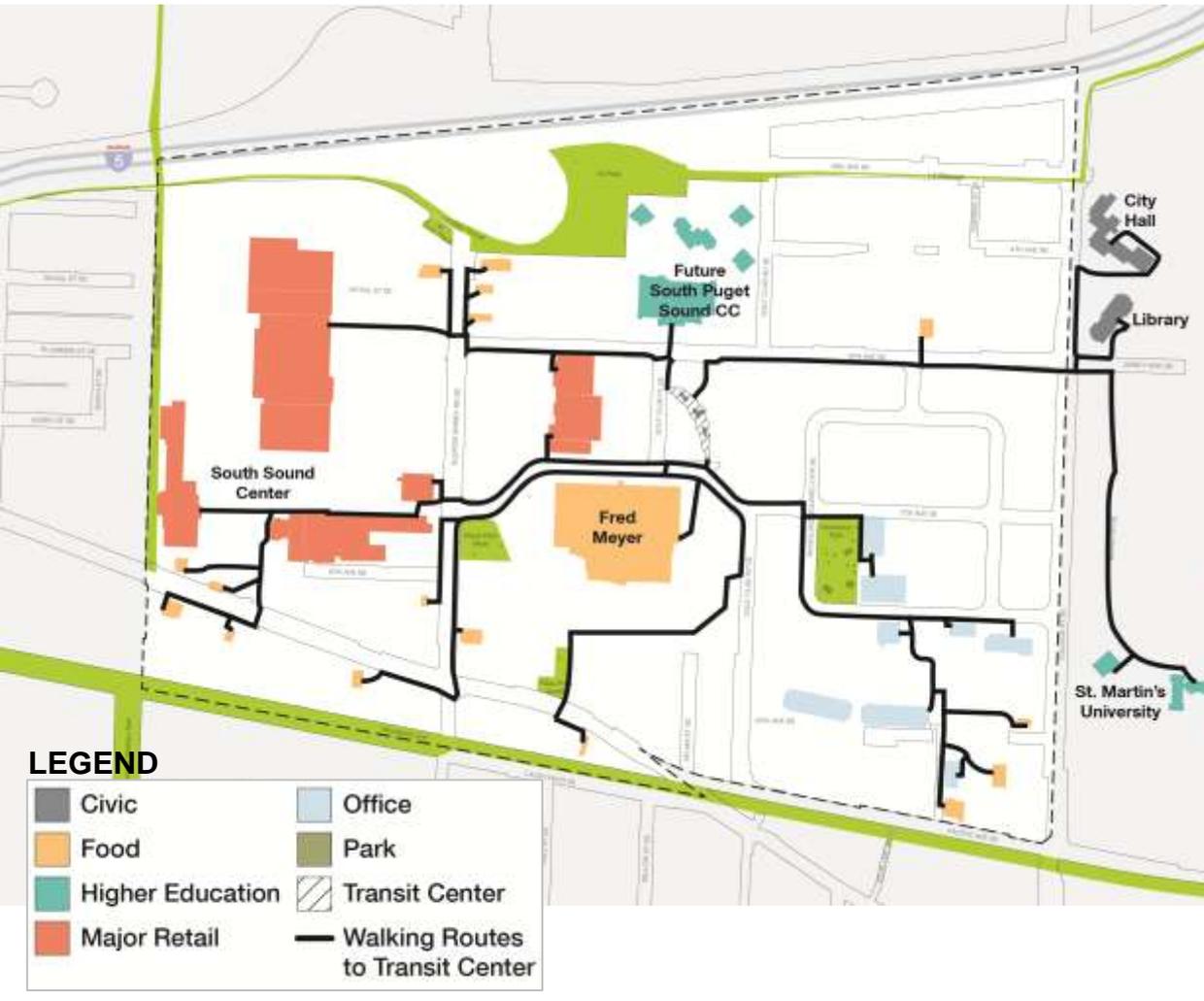
EXISTING BLOCK SIZE

- Irregular shapes & sizes formed by street right-of-ways & present barriers to walking
- Varies from 2 to 54 acres
- Typical walkable urban blocks are 2-3 acres
- Large parcels present significant opportunities for infill & redevelopment



PROJECT OVERVIEW

Circulation: Walking Routes to Destinations



WALKING ROUTES

- Walking routes are indirect
- More direct routes may be through parking though less pleasant & comfortable
- Such a pattern discourages internal walking even for short distances



Market Data & Public Input

MARKET DATA

Market & Real Estate Conditions

- 207 acres
- 159 dwellings
- 2.3 million ft² of commercial
- 350 businesses
- 4,800+ employees
 - *23% government*
 - *19% general merchandise*
 - *12% food services*
 - *11% health care & social assistance*

DISTRICT PROFILE

REAL ESTATE CONDITIONS

Vacant & Partially Occupied Buildings & Properties



VACANT OR PARTIALLY OCCUPIED BUILDINGS

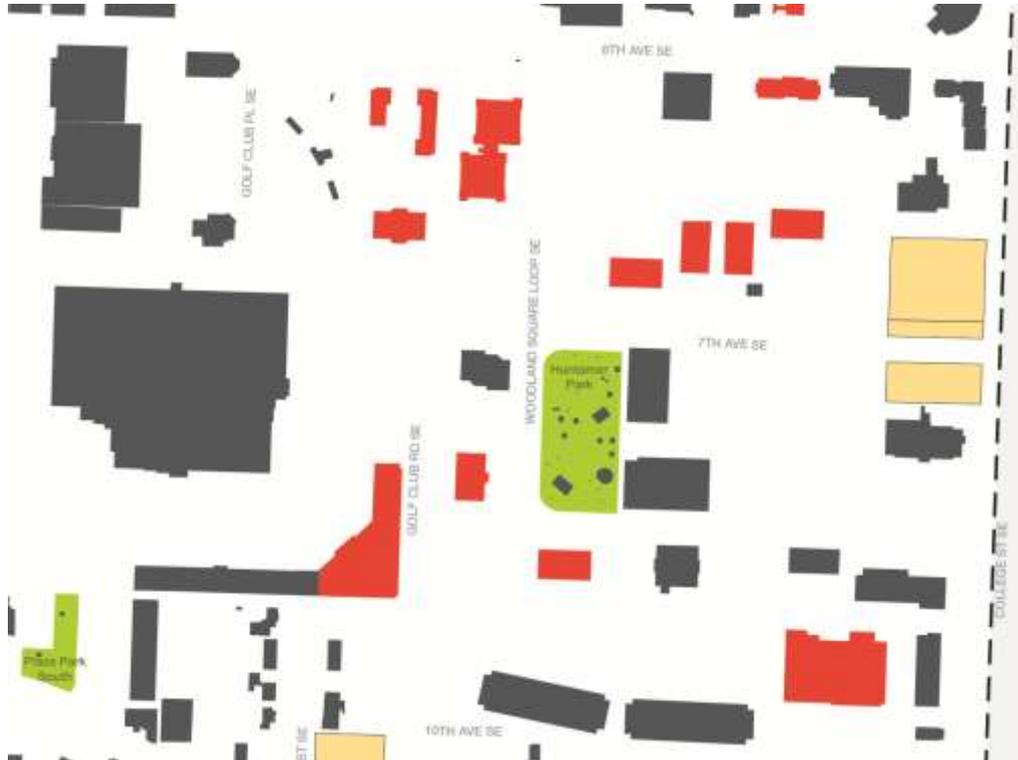
- Vacancies are mostly office buildings formerly occupied by the State
- Largely located in the Woodland Square Loop area
- Project will test feasibility of reuse for other uses such as residential or live-work

REAL ESTATE CONDITIONS

Vacant & Partially Occupied Buildings & Properties

VACANT OR PARTIALLY OCCUPIED BUILDINGS

- Largely located in the Woodland Square Loop area
- Most were formerly occupied by state offices



LEGEND

■	Occupied Building
■	Vacant / Partially Occupied Building
■	Undeveloped Parcel

MARKET DATA

Market & Real Estate Conditions

- State-occupied office space
 - Occupancy is at 46% of total office space in Lacey in 2008
 - Declining since 2008
- Current vacancies in the District represent 9 to 13 years of projected office absorption
- Renovation would be required for existing buildings to be reoccupied

DEMAND FOR OFFICE SPACE

MARKET DATA

Market & Real Estate Conditions

- The Woodland District could capture as many as 1,000 new units between 2010 and 2030
- To achieve high end market forecast need to improve overall desirability of the District:
 - Establishment of a positive identity
 - Improvements to traffic flow
 - Improvements to streetscape
 - Improvements to walkability

DEMAND FOR RESIDENTIAL DEVELOPMENT

- **Townhouses:**
185-264 dwelling units
- **Low-rise (1-2 stories):**
370-423 dwelling units
- **Mid-rise (3-6 stories):**
185-370 dwelling units
- **High-rise (9+ stories):**
0 dwelling units

MARKET DATA

Market & Real Estate Conditions

- Primary urban dwellers living in college towns; townhomes, apartments, older single-family homes (+/- 80%)
- Suburban “move up” buyers; homeowners (+/- 20%)
- Professional couples with few children who favor urban settings; owners of townhomes, condos, single-family homes. (+/- 1%)

WHO ARE POTENTIAL RESIDENTS?

LOCAL BUSINESS INTERVIEWS

SUMMARY

- 95% serve a local or regional market
- 98% are stable or growing
- 47.5% said their sales are increasing
- Larger percentage of businesses hired (33%) than laid off employees (25%) between 2010 - 2012
 - Total # of employees increased from 1,042 in 2010 to 1,160 in 2012
- Local challenges are generally in line with national economic challenges
- Most businesses in the District are positive about their business and economic future

EDC Woodland District Business Interviews

- 80 surveys completed (out of 102 businesses identified in the target outreach area)
- Local challenges are generally in line with national economic challenges
- Most businesses in the District are positive about their business and economic future

LOCAL BUSINESS INTERVIEWS

Preferences

- Interviewees like:
 - Proximity to I-5
 - Accessibility from local arterial roads
 - Proximity to neighboring retailers and professional services
- Interviewees don't like:
 - Being tucked away/hidden from the main arterial roads (lack of visibility)
 - Vacated office buildings (lower daytime foot traffic)

BUSINESS OWNERS LIKES AND DISLIKES

LOCAL BUSINESS DATA

Preferences

- Lots of variation in what additional businesses, commercial or other types of activity are desired
 - More retail and commercial office tenants (most common)
 - Redeveloping of old state buildings as a high tech medical complex
 - More multi-family housing to support a family oriented place
 - Education center to support a strong tie to St. Martin's
- Even split on whether businesses would like to see high density residential buildings
 - 56% yes, 44% no

WHAT BUSINESS OWNERS WOULD LIKE TO SEE IN THE DISTRICT

VISION MEETING, OCTOBER 2012

What We Heard

- Access to I-5
- Shopping opportunities, services, and restaurants
- Peaceful district with lots of trees
- Transit center/access
- Activities in the park

QUESTION 1:

What do you like about the Woodland District?

VISION MEETING, OCTOBER 2012

What We Heard

- Round-the-clock activity
 - Community center
 - Student oriented businesses
 - Taverns, food trucks
 - Higher end restaurants
- Add residential
- Access across College St.
- Reduce the amount of pavement
- More mixed-use buildings
- Create a sense of place: district needs "local color" and "culture"
- Better pedestrian (walking) environment

QUESTION 2:

What would you like to see changed or added?

What would it take to get you to spend more time here?

VISION MEETING, OCTOBER 2012

What We Heard

- Key elements that define the heart
 - Being able to meet neighbors and friends, chance encounters
 - Consistent activity
 - Public events
 - Strong identity
- Where?
 - The whole district
 - 6th & Sleater-Kinney as main intersection
 - Fred Meyer
 - Transit Center
 - Huntamer Park

QUESTION 3:

In your opinion, what are the key elements that define the heart of a community?

What should be included in the heart of the Woodland District?

Where is the heart of the district?

VISION MEETING, OCTOBER 2012

What We Heard



QUESTION 3:

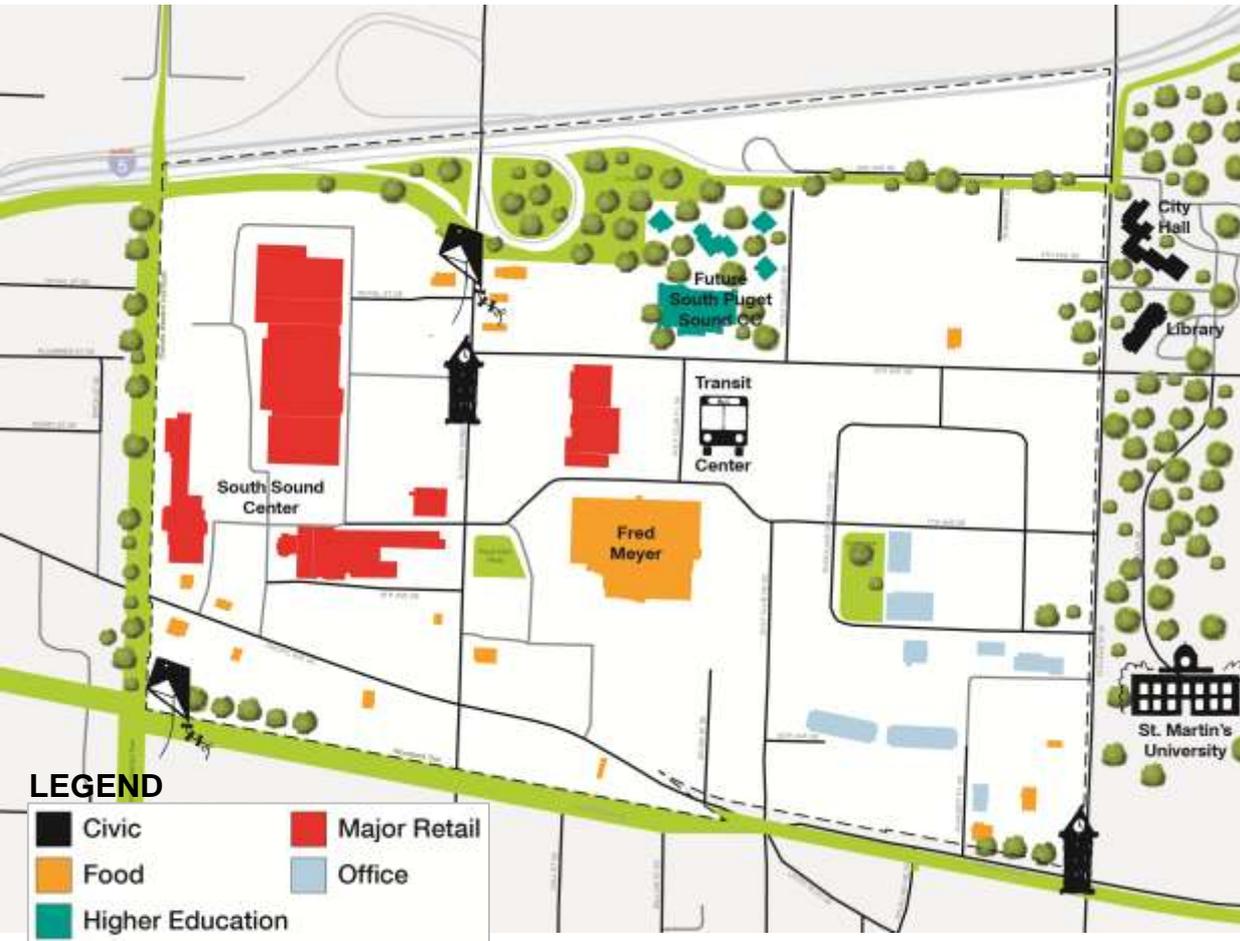
In your opinion, what are the key elements that define the heart of a community?

What should be included in the heart of the Woodland District?

Where is the heart of the district?

PROJECT OVERVIEW

Existing Assets & Character



GOAL

Build on existing identity and assets to create a more cohesive & distinctive identity & physical character

PROJECT OVERVIEW

Community Design & Identity:

Character Summary

- Strong Perimeter Circulation, Dispersed Center Circulation
- Create Nodes & Public Places that build on existing assets
- Need to create distinct identity with urban form, buildings, streets, development, & culture

KEY PHYSICAL DESIGN ELEMENTS

- Buildings
- Trees
- Signage
- Arts & Culture
- Key Streets
- Public Gathering Spaces



Urban Design Framework

URBAN DESIGN FRAMEWORK

This section presents a diagram of the key physical design recommendations.

PHYSICAL DESIGN ELEMENTS OF FOCUS

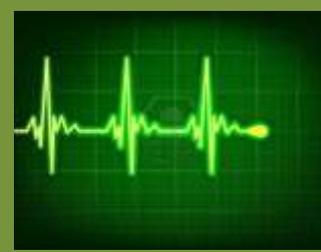
- Elements
 - Buildings
 - Trees
 - Signage
 - Streets
 - Public Gathering Places
- Key Streets
 - Sleater-Kinney
 - College Street



KEY THEMES IDENTIFIED

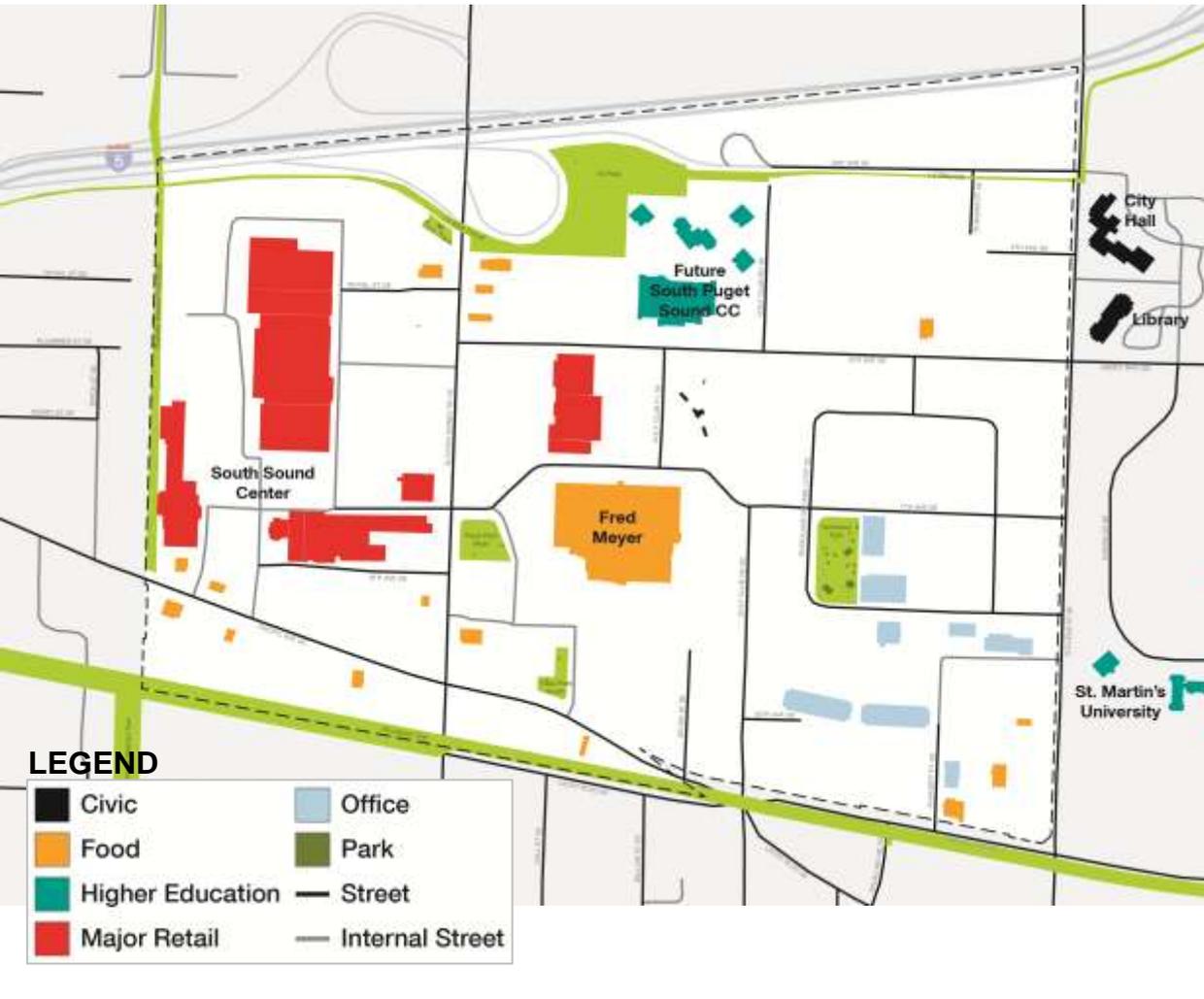
Cultural/Social/Economic Building Blocks

1. Visibility & Identity
2. Connectivity & Mobility
3. Vibrancy
4. Diversity
5. Healthy, Complete Community
6. Unique, Memorable Experience
7. Cultural Heart
8. Contemporary City/Modern City

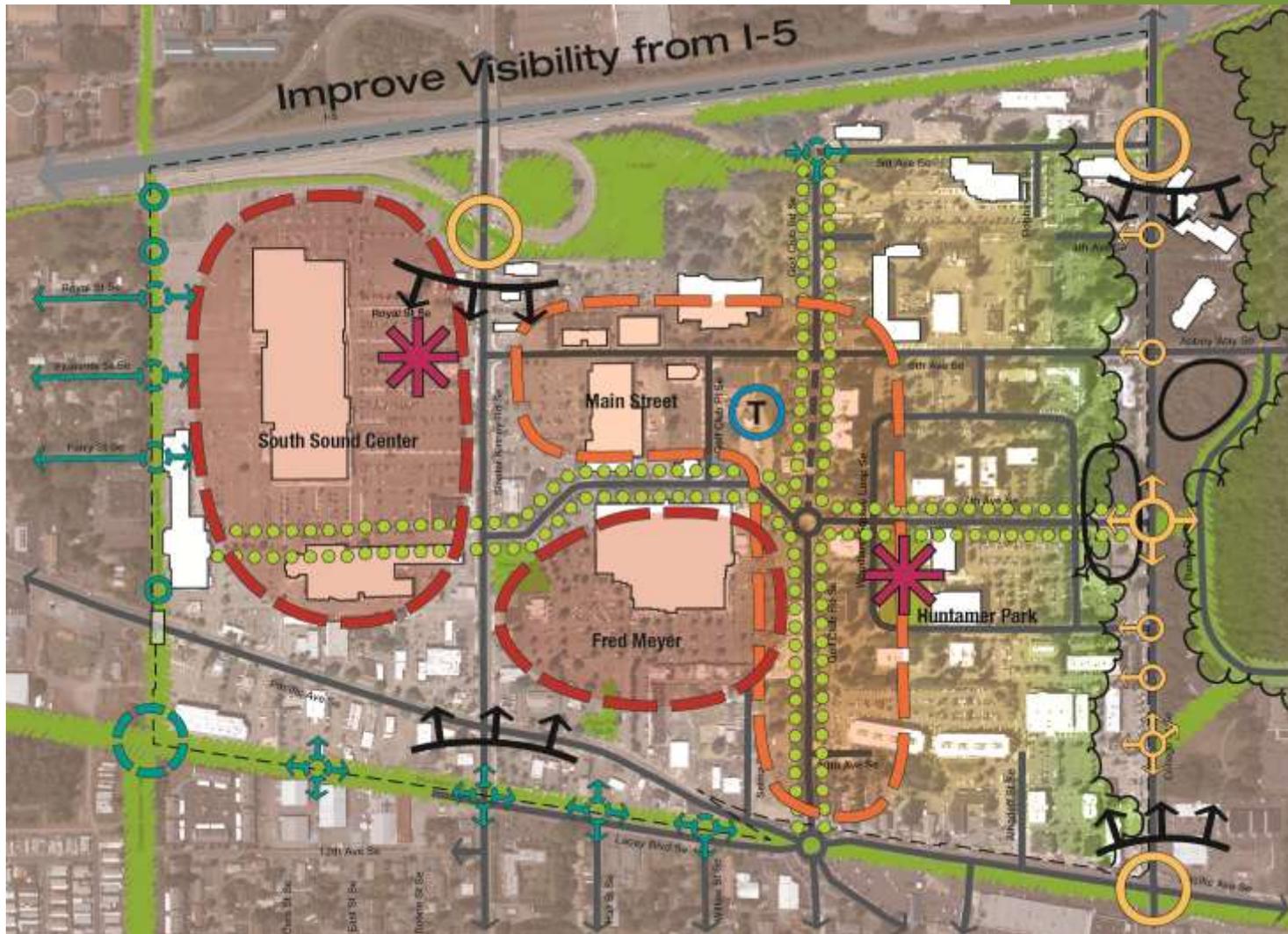


EXISTING FRAMEWORK

Street Pattern & Destinations

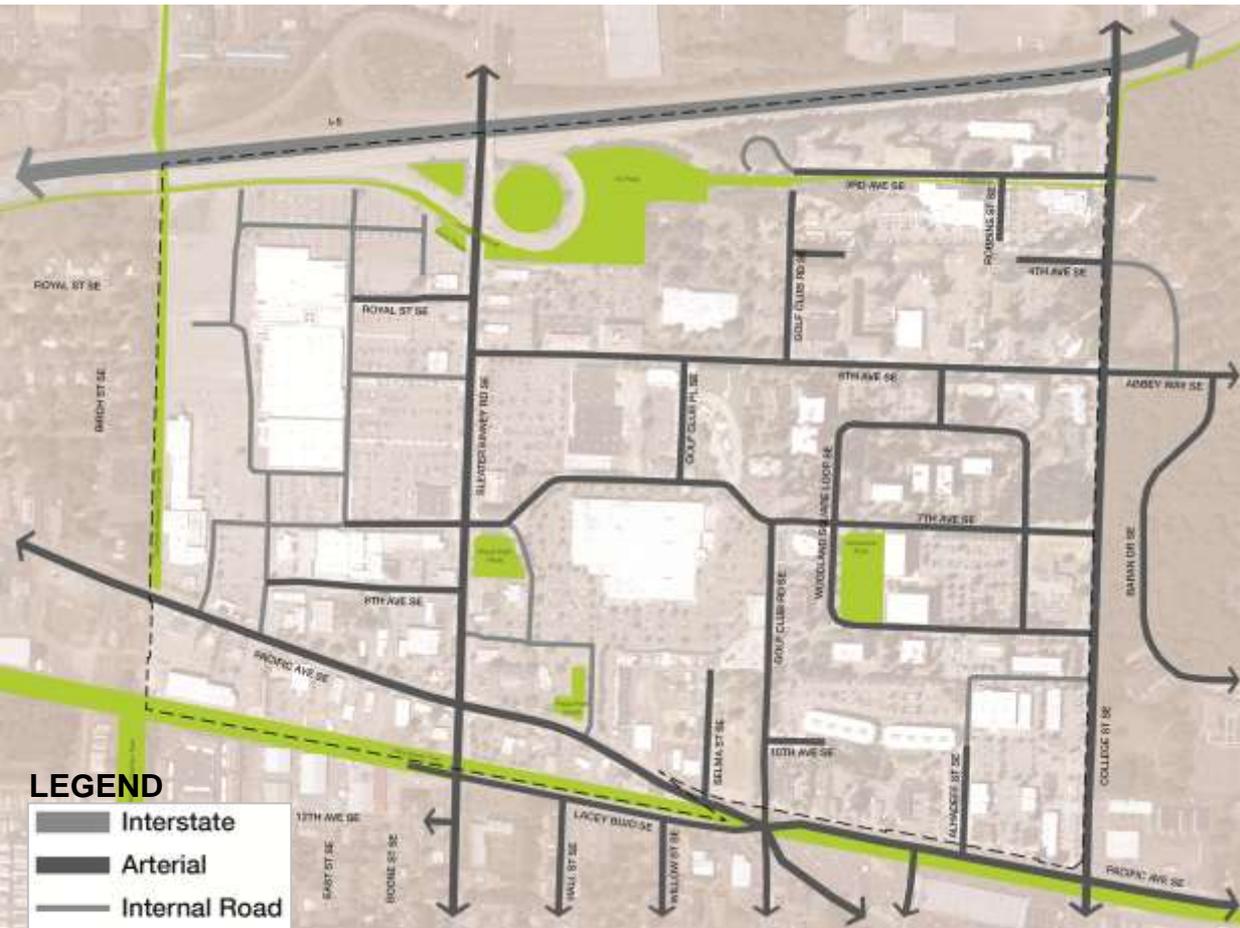


URBAN DESIGN FRAMEWORK DIAGRAM



URBAN DESIGN FRAMEWORK

Circulation & Streets: Existing



GOALS

- Develop more regularized street pattern which provides frequent connections, more direct routes and smaller block pattern
- Remove barriers to walking
- Safe & easy to navigate
- Skeleton of bike infrastructure with trails very prominent, and strong east-west bike connections
- Additional pedestrian connections & detail for SSC & Fred Meyer to be added

GOALS

Districts & Nodes



“DISTRICTS” & “NODES”

- Strengthen existing physical character of sub-districts
- Blend (balance) land uses among districts with mixed uses
- Districts have distinct characters
- Reshape trees for visibility to business.
- Create smaller “nodes “ of activity around key destinations (Transit Center, Huntamer Park, South Sound Center, Fred Meyer) with mix of uses & “placemaking”

GOALS

South Sound Center Area



SOUTH SOUND CENTER AREA

- Reconnect to the street grid
- Improve visibility to SSC buildings
- Improve signage locations, size & style
- Increase intensity of activity with infill, shared parking & complementary uses
- Consider food court, skating rink & other active venues
- Regularize internal circulation & add pedestrian infrastructure
- Improve trail accesses

GOALS

Woodland Square Loop Area



WOODLAND SQUARE LOOP AREA

- Create a livable, vibrant district with residences, employment & a destination cultural heart
- Create active recreation & cultural node around Huntamer Park
- Increase visibility of area with street & pedestrian connections, wayfinding & compelling perimeter
- Create nodes around Transit Center/6th Avenue and infill “Main
- Create a center or a heart with day & night, year round activities

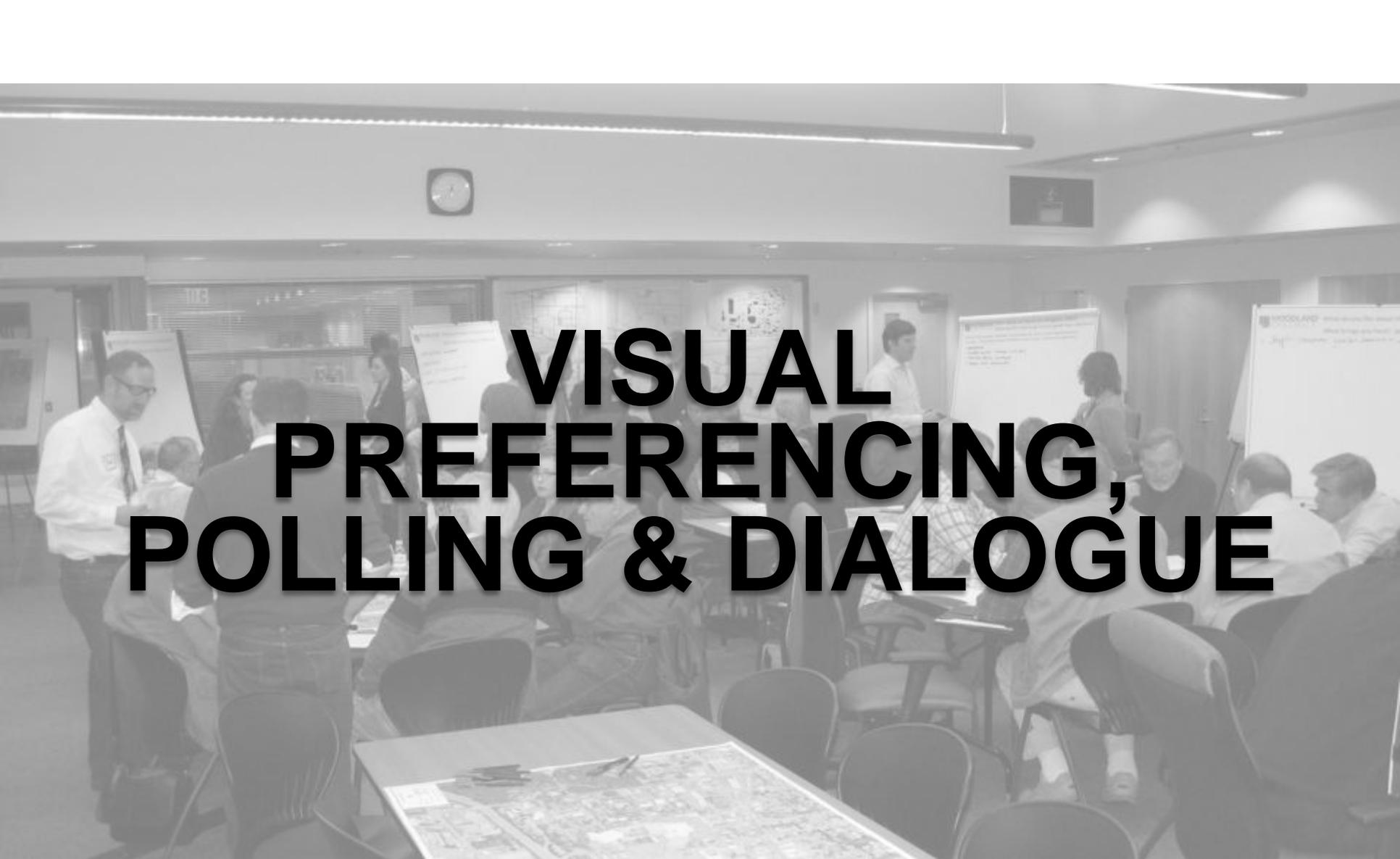
GOALS

Trees



TREES

- Increase visibility of business & signage while retaining distinctive tree canopy
- Retain mature trees; which provide a strong distinctive presence in District and are fundamental to its identity
- Establish program to limb up and shape existing trees for visibility & identity



VISUAL PREFERENCING, POLLING & DIALOGUE

INSTANT POLLING

Visual Preference & Instant Polling Instructions

Meeting Notification

- Presents options to fulfill project goals and recommendations
- Participants use key pads and results show on screen
- Uses photos of options for physical design elements
- Uses questions about the project themes and priorities
- Sections of polling followed by question & answer and dialogue



INSTANT POLLING

Visual Preference & Instant Polling Instructions

Instructions

- Use your response card to answer the questions that follow
- Press the button with the same number as your answer
- A green light indicates that we received your response
- You cannot vote more than once



#1: Image 1

#2: Image 2

#3: Both

#4: Neither

INSTANT POLLING

Practice Question

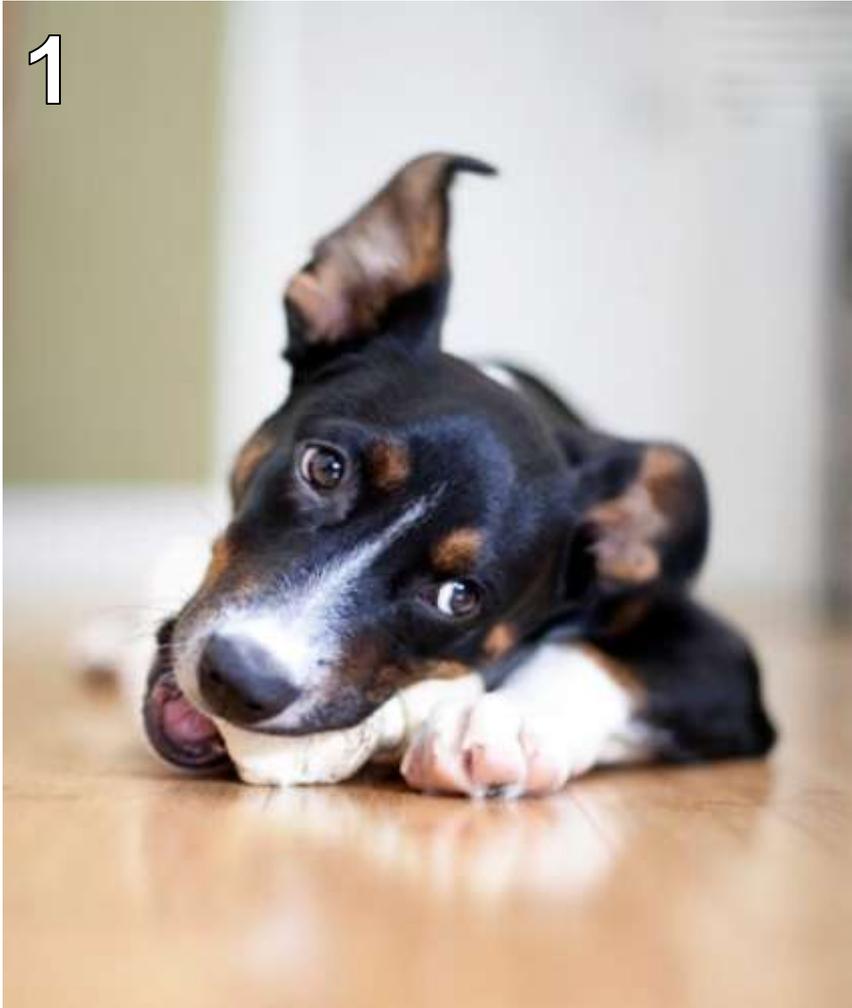
46% #1: Image 1 (Puppy)

23% #2: Image 2 (Kitten)

14% #3: Both

17% #4: Neither

1



2



INSTANT POLLING

Meeting Notice

#1: Facebook Post

#2: Thurston Talk Article

64% #3: Direct Contact or Email

36% #4: Other

How did you hear about tonight's meeting?

#1: Facebook Post

#2: Thurston Talk Article

#3: Direct Contact or Email

#4: Other

BUILDINGS



GOALS

- To be characterized by modern, contemporary buildings that signifies Lacey's as a modern, relatively new city that is moving into the future
- Create a more cohesive architecture for new buildings
- Contemporary and will stand the test of time

BUILDINGS

Offices

64%	#1: Image 1
21%	#2: Image 2
9%	#3: Both
6%	#4: Neither

1



2



BUILDINGS

Mixed Use Residential

44%	#1: Image 1
22%	#2: Image 2
28%	#3: Both
6%	#4: Neither

1



2



BUILDINGS

Mixed Use Residential

24% #1: Image 1

49% #2: Image 2

24% #3: Both

3% #4: Neither



BUILDINGS

Multifamily Residential

31% #1: Image 1

50% #2: Image 2

16% #3: Both

3% #4: Neither

1



2



BUILDINGS

Multifamily Residential

42% #1: Image 1

24% #2: Image 2

26% #3: Both

8% #4: Neither



BUILDINGS

Townhomes

34%	#1: Image 1
42%	#2: Image 2
8%	#3: Both
16%	#4: Neither



BUILDINGS

Retail – Large Format

51%	#1: Image 1
22%	#2: Image 2
19%	#3: Both
8%	#4: Neither



BUILDINGS

Retail – Large Format

6% #1: Image 1

64% #2: Image 2

17% #3: Both

14% #4: Neither



courtesy of the Peterson Companies

BUILDINGS

Retail – Small Format

3%	#1: Image 1
38%	#2: Image 2
51%	#3: Both
8%	#4: Neither



BUILDINGS

Retail – Small Format

16% #1: Image 1

58% #2: Image 2

11% #3: Both

16% #4: Neither



BUILDINGS

Retail – Small Format

87% #1: Image 1

3% #2: Image 2

3% #3: Both

8% #4: Neither



BUILDINGS

Discussion

- What did you like about the photos you selected?
- What words would you use that describe your choice?
- What did you not like about the others?

GOALS

- To be characterized by modern, contemporary buildings that signifies Lacey's as a modern, relatively new city that is moving into the future
- Create a more cohesive architecture for new buildings
- Contemporary and will stand the test of time

SIGNAGE



GOALS

- Mix of conditions with mature trees, building pads in front of buildings, low monument signs
- Needs distinctive visual identity & character as primary entrance & walking street
- Reshape trees for visibility to business
- Access & parking

SIGNAGE

Gateways: Districts

18% #1: Image 1

37% #2: Image 2

29% #3: Both

16% #4: Neither

1



2



SIGNAGE

Gateways: Districts

53% #1: Image 1

5% #2: Image 2

8% #3: Both

34% #4: Neither



SIGNAGE

Gateways: Districts

5%	#1: Image 1
61%	#2: Image 2
11%	#3: Both
24%	#4: Neither



SIGNAGE

Gateways: Small Streets

5% #1: Image 1

59% #2: Image 2

11% #3: Both

24% #4: Neither



SIGNAGE

Gateways: Small Streets

16% #1: Image 1

16% #2: Image 2

14% #3: Both

54% #4: Neither



SIGNAGE

Shopping Center

22% #1: Image 1

16% #2: Image 2

#3: Both

62% #4: Neither

1



2



SIGNAGE

Shopping Center

11% #1: Image 1

64% #2: Image 2

6% #3: Both

19% #4: Neither

1



2



SIGNAGE

Retail: Large Scale – Single Tenant

8%	#1: Image 1
57%	#2: Image 2
24%	#3: Both
11%	#4: Neither



SIGNAGE

Retail: Large Scale – Multiple Tenants

36%	#1: Image 1
31%	#2: Image 2
11%	#3: Both
22%	#4: Neither

1



2



SIGNAGE

Retail: Small Scale – Building Mounted

11% #1: Image 1

39% #2: Image 2

14% #3: Both

36% #4: Neither



SIGNAGE

Retail: Small Scale – Building Mounted

14%	#1: Image 1
19%	#2: Image 2
8%	#3: Both
58%	#4: Neither



SIGNAGE

Retail: Small Scale – Building Mounted

- 39% #1: Image 1
- 82% #2: Image 2
- 13% #3: Both
- 39% #4: Neither



SIGNAGE

Retail: Small Scale – Building Mounted

- 3% #1: Image 1
- 81% #2: Image 2
- 14% #3: Both
- 3% #4: Neither



SIGNAGE

Retail: Small Scale – Window Signs

43% #1: Image 1

5% #2: Image 2

8% #3: Both

43% #4: Neither



SIGNAGE

Discussion

- What did you like about the photos you selected?
- What words would you use that describe your choice?
- What did you not like about the others?

GOALS

- Mix of conditions with mature trees, building pads in front of buildings, low monument signs
- Needs distinctive visual identity & character as primary entrance & walking street
- Reshape trees for visibility to business
- Access & parking

STREETS

Sleater-Kinney



GOALS

- Distinctive character as vibrant retail street, day & night
- Improve visibility to major retail
- Reshape trees for visibility to business
- Add distinctive, lively signage
- Vibrant storefronts with transparent facades, large windows and use of color
- Distinctive, stylish signage

STREETS

College Street



GOALS

- Develop a more vibrant street with mix of uses, signage & wayfinding.
- Develop College as a compelling edge to the Woodland Loop district
- Shape trees to direct views into the adjacent areas
- Penetrate the barrier of the street in many places with land uses , crossings & gateways
- Develop more vibrant land uses & signage
- Integrate SMU into College Street with SMU facilities & mixed use

STREETS

Crosswalks

#1: Image 1

77% #2: Image 2

14% #3: Both

9% #4: Neither



STREETS

Landscaping

17% #1: Image 1

37% #2: Image 2

43% #3: Both

3% #4: Neither



STREETS

Landscaping

11% #1: Image 1

9% #2: Image 2

69% #3: Both

11% #4: Neither



STREETS

- 74% #1: Image 1
- 6% #2: Image 2
- #3: Both
- 21% #4: Neither

1



2



STREETS

Lighting

71% #1: Image 1

#2: Image 2

9% #3: Both

20% #4: Neither



STREETS

Parking Lots

26% #1: Image 1

43% #2: Image 2

17% #3: Both

14% #4: Neither



STREETS

Discussion

- What did you like about the photos you selected?
- What words would you use that describe your choice?
- What did you not like about the others?

GOALS

- Distinctive character on Sleater-Kinney as vibrant retail street, day & night
- Reshape trees for visibility to business & to direct views
- Vibrant storefronts with transparent facades, large windows and use of color
- Distinctive, stylish signage
- Integrate SMU into College Street with SMU facilities & mixed use
- Penetrate the barrier of College Street in many places with land uses, crossings & gateways

PUBLIC GATHERING SPACES



GOALS

- Flexible venues for public events
- Ability to contain large numbers
- Different events with different requirements
- Cultural events, markets, performances
- Passive participation or resting, enjoying the place

PUBLIC GATHERING SPACES

Indoor Food Courts

16% #1: Image 1

31% #2: Image 2

28% #3: Both

25% #4: Neither

1



2



PUBLIC GATHERING SPACES

Outdoor Food Courts

6%	#1: Image 1
17%	#2: Image 2
74%	#3: Both
3%	#4: Neither



PUBLIC GATHERING SPACES

11%	#1: Image 1
40%	#2: Image 2
46%	#3: Both
3%	#4: Neither



PUBLIC GATHERING SPACES

82% #1: Image 1

#2: Image 2

18% #3: Both

#4: Neither



PUBLIC GATHERING SPACES

Discussion

- What did you like about the photos you selected?
- What words would you use that describe your choice?
- What did you not like about the others?

GOALS

- Flexible venues for public events
- Ability to contain large numbers
- Different events with different requirements
- Cultural events, markets, performances
- Passive participation or resting, enjoying the place

Additional Topics for Dialogue

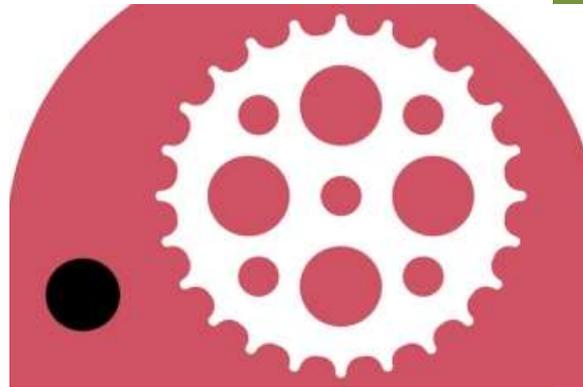
1. POSSIBLE ACTIVITIES & EVENTS

Activities for Gathering Places in the Heart(s)



2. TRAIL-ORIENTED DEVELOPMENT

Emphasize Bike Visibility



2. TRAIL ORIENTED DEVELOPMENT

Branding & Integration of Bicycles



2. TRAIL ORIENTED DEVELOPMENT

Urban Trail System

- Visually prominent, with frequent & visible access points
- Strong component of community identity
- “Trail-oriented development” adjacent to trails
- Businesses oriented to trail users



3. OPPORTUNITY SITES & CATALYST PROJECTS



OPPORTUNITY SITES

Large sites which offer unique potential for infill, intensification & “placemaking”

- A. South Sound Center
- B. Office Depot / Dollar Tree Property
- C. Fred Meyer Area
- D & E. Undeveloped Properties on College Street & 7th – Gateway Sites

REASONS TO REVITALIZE

Mall & Community Benefits

- Improve access & circulation
- Create a complete system of connected streets
- Increase economic activity with complementary destination uses
- Integrate isolated areas into the surrounding urban fabric
- Intensify mix of uses near transit
- Make areas walkable
- Build new “downtowns” & public gathering places
- Reduce vehicle miles traveled with mix of uses



NORTHGATE MALL, Seattle



RECENT MALL IMPROVEMENTS

- Demolition of clinic & cinema on north edge
- Addition of individual storefronts & restaurants
- Extensive planning for Regional Center, Light Rail, implementation of Thornton Creek Restoration & Thornton Place to south
- Mall circulation, walking conditions & perimeter connections mostly unchanged

TWO OUTDOOR MALLS: LAKEWOOD MALL & UNIVERSITY VILLAGE



- Lakewood demolished an indoor mall & U Village demolished individual buildings
- Both redeveloped in phases
- Both have clusters of buildings, walkways & parking
- Different markets, tenants, densities, & aesthetics
- Differing emphases on parking, the pedestrian realm & public space

LAKWOOD MALL



- A Power Center (unenclosed shopping center with 3 or more big box tenants & various smaller tenants usually located in strip plazas)
- Larger parking areas
- Less emphasis on the walking environment
- Does not include public gathering space
- City Hall complex on the periphery

UNIVERSITY VILLAGE, Seattle

“Lifestyle Center”



- A lifestyle center (shopping center that combines the traditional shopping mall functions with upscale leisure amenities)
- Local & national retailers; some 2-story retail with parking garage above & behind
- Emphasis on walking realm, public places & smaller surface lots
- High densities of UW area near U Village provide market for this center

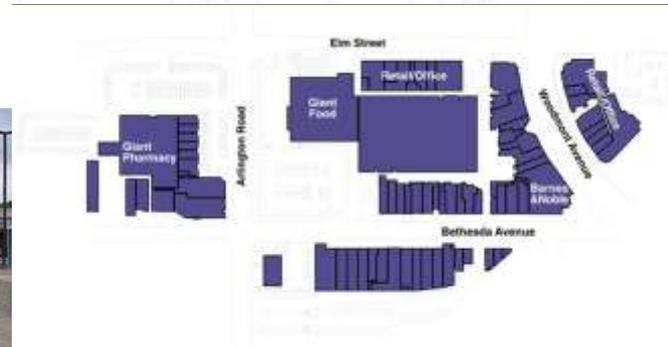
PHASED MALL REVITALIZATION

Discrete Elements & Financing

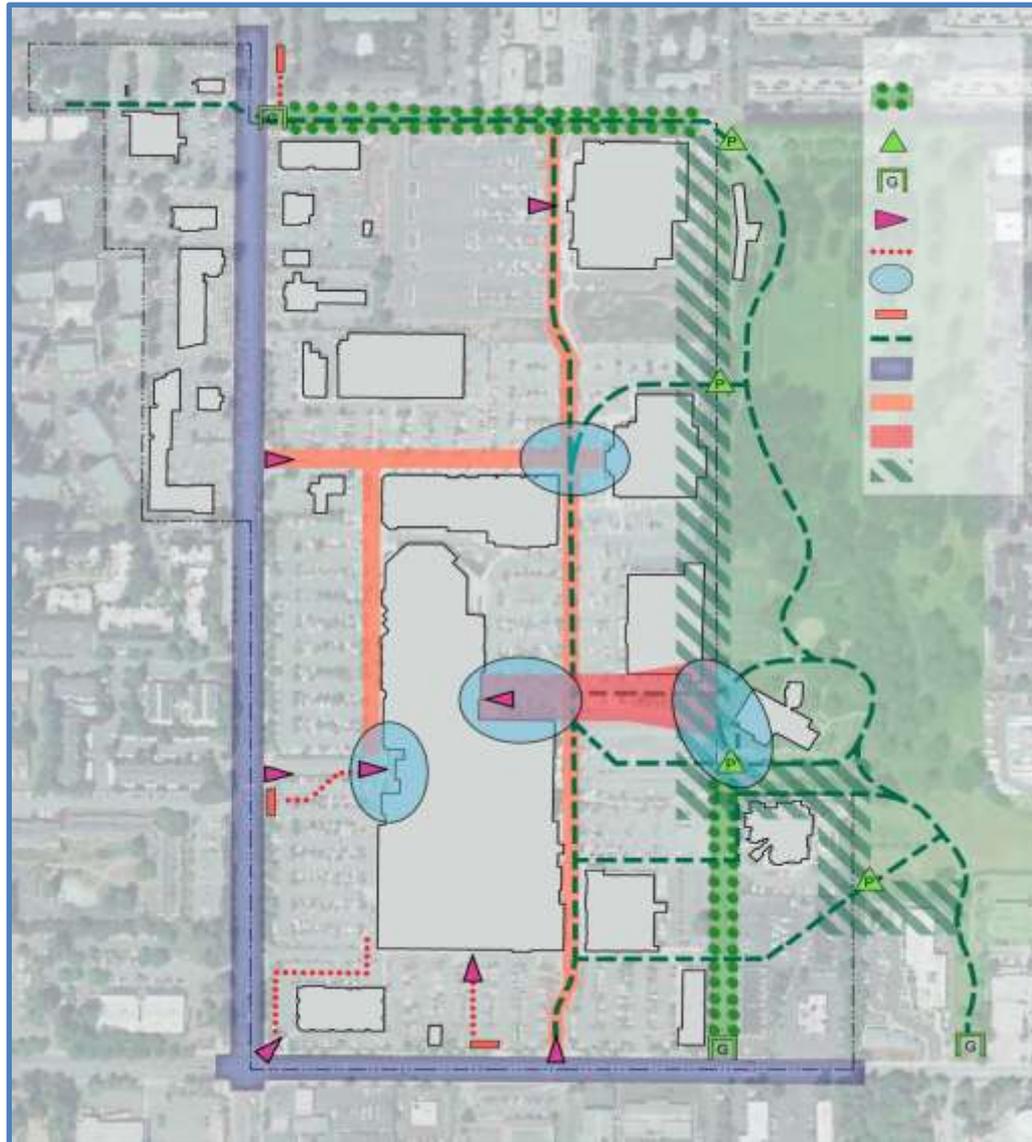
- Many communities have seen their old malls become centerpieces in their communities as they intensify and diversity uses and integrate the urban form into the broader community.
- Some redevelopment projects are funded solely by private development and others through public-private partnerships.
- Most are redeveloped in phases which occur over many years.

BETHESDA ROW

- Redeveloped in discrete phases over time



CROSSROADS MALL, Bellevue



- Early improvements included site improvements, performance space, internal food court & mini-City Hall
- Public process established internal circulation & perimeter relationships
- Planning process tailored to include most diverse population in Bellevue & including ethnic food & activities

CROSSROADS MALL, Bellevue



- Longer term plans include addition of mixed use development along east side of mall
- Planning process established height analysis and design concepts



WINTER PARK VILLAGE, Florida



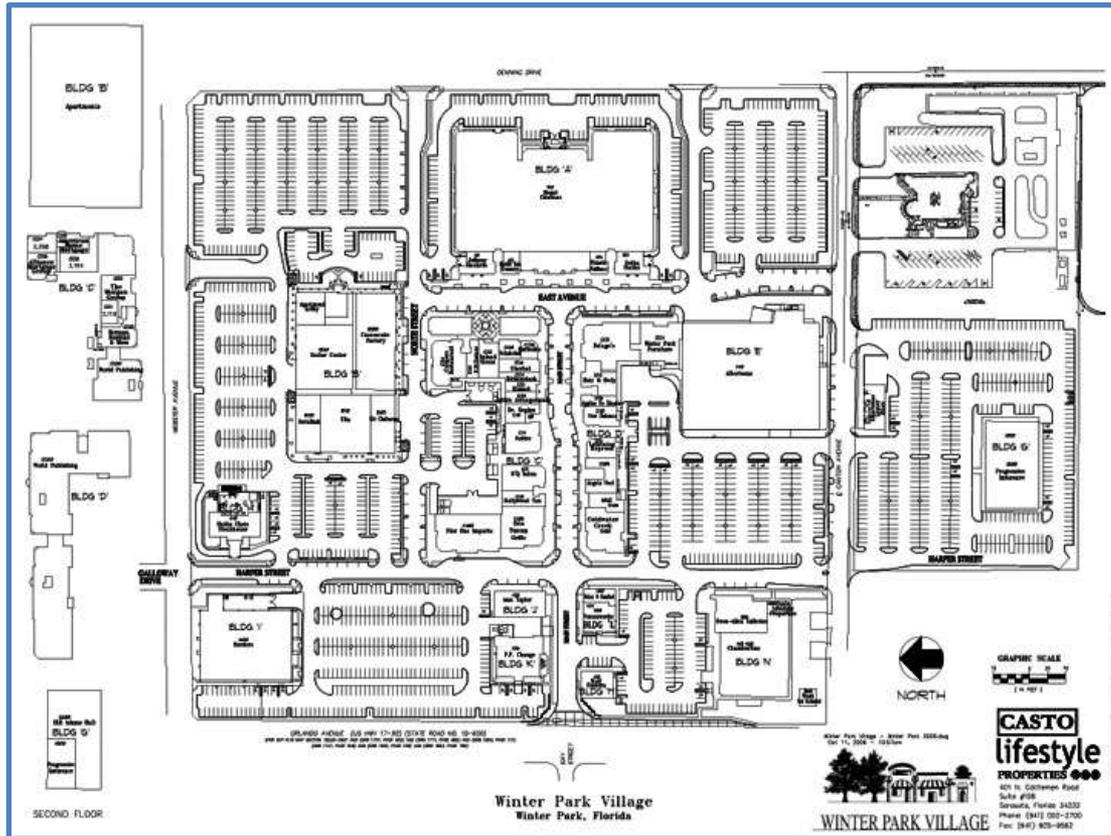
- 40 acre dead mall with one building in center of lot in 1997
- Built in similar era to South Sound Center with one primary building surrounded by parking
- Little landscaping
- Not integrated with surrounding area
- One anchor building was retained with lofts added above

WINTER PARK VILLAGE 1999

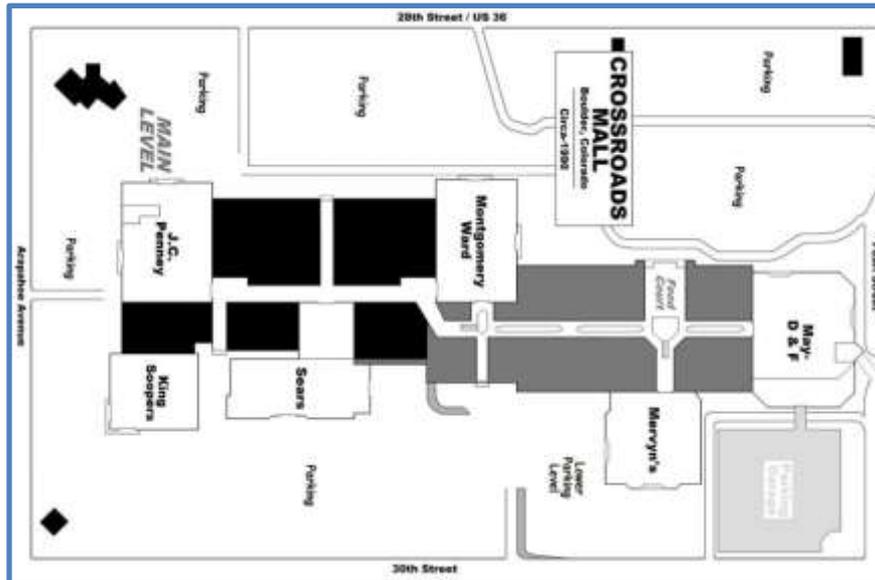


- Redeveloped out from center in phases
- Developed with private funds
- Site plan revised to support office demand
- Parking structure built ahead of schedule 2007
- Urban design plan a success, “building details less so”

WINTER PARK VILLAGE, 2007



29th STREET, BOULDER



- The Former Crossroads was a classic mall structure surrounded by parking on highway arterial
- Mall demolished after anchor tenants gone; parking structure retained
- Site redeveloped with new big box & Macy's anchors, internal "streets" created, buildings line perimeter

3. OPPORTUNITY SITES & CATALYST PROJECTS

CATALYST PROJECTS – TEST FEASIBILITY

1. Redevelop Office Building to Residential Use (near to mid term)
2. Renovate Office Building for Live/Work or Residential Use (Immediate)
3. Market Rate Mixed Use Project (near to mid-term)

GOALS

- Catalyst projects stimulate development
- Take advantage of public investment (i.e. infrastructure or facilities)
- Strategically located to catalyze additional investment
- Jump start the private investment cycle
- Often consist of public/private partnerships
- Many successes in other communities

How Will We Use Your Input?

NEXT STEPS

- Put Visual Preference & Meeting Notes on Project web site
- Catalyst Project Analyses
- Phase 3 – Develop Draft Strategic Plan Late Spring
 - Detailed Project Recommendations
 - Goals, Policies, Objectives, Projects
 - Public Private Partnerships
 - Implementation Plan

Thank You
for
Attending!

THE WOODLAND DISTRICT

