



DOWNTOWN CHANHASSEN **VISION UPDATE**

Adopted November 13, 2018

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EXISTING DOWNTOWN VISION PLAN

In 1993, the citizens of Chanhasen were asked to participate in a planning effort to help determine a vision for growth and development for Downtown Chanhasen. The Chanhasen Vision 2002, was the product of that planning exercise and has helped guide development and redevelopment decisions for the Downtown for over the last twenty five years. Key initiatives then included creating a compact, walkable downtown district, leveraging unique aspects such as the Chanhasen Dinner Theater to expand entertainment options, create a central park for the community and better connect the surrounding neighborhoods to downtown.

This study relied on community feedback and input throughout the planning process. At that time, the community comments led to improved visibility and access from Highway 5, an enhanced pedestrian network of sidewalks and trails, noted the desire for increased evening entertainment and dining options, as well as additional housing options and improved public facilities. The outcomes led to significant investments in the downtown including the development of the library and central park, multiple new restaurants, entertainment options including the movie theater, significant commercial and office developments, a senior center and the new Carver County License Center.

Fast-forward to today, the City of Chanhasen has conducted a planning process to evaluate the conditions of downtown and update the vision for downtown district. The resulting Downtown Vision Update planning effort included an analysis of downtown's physical conditions today including the transportation and circulation network, pedestrian and bicycle connectivity, land use and smaller sub-districts, and potential change areas. A high-level scan of market conditions for downtown was also conducted to better understand the future market potential for commercial, residential and office uses. Additionally, this effort evaluated the existing vision statement and guiding principles and sought to prioritize the implementation steps for the community to address in downtown over the next 20+ years. The Downtown Vision Update is expected to provide general guidance to help direct decisions and investments in the area between now and 2040.

Chanhasen Vision 2002
Focus on the Downtown

Summary Report
September 1994

A Letter from the Mayor and City Council

Dear Chanhasen Residents:

"Focus on the Downtown" represents the culmination of Vision 2002, a community-based planning process for downtown Chanhasen that commenced nearly one year ago. As participants in this bold undertaking, we were pleased to witness the dedicated citizen participation in meetings, discussions and committee work. The direct result of this public process is a suggested plan for the downtown, shown on pages 4-5, which proposes locations for future public facilities, including a post office, library, senior housing and activity center. The ideas outlined in this newsletter were collected through public planning exercises which defined a vision statement, crafted guiding principles for growth, recognized and prioritized elements critical to the city's center and then formulated design concepts to direct planning decisions for the downtown. Together these tools help us get started on the work needed to accomplish our vision.

Following the distribution of this newsletter we'll be canvassing residents for their opinions on these ideas. We look forward to hearing your comments.

Mayor Don Chmiel and the City Council

Importance of a Focus

A city can be compared to a house. Some homes merely contain a series of rooms that bear little relationship to one another. This house primarily serves only the most basic shelter needs. Other houses take into account the complexity of family life through the arrangement of bedrooms, kitchen, family room and work areas. Together these spaces shape opportunities for family interaction.

Many suburban communities choose to structure their city on the first model. Organized as a loose aggregate of property owners, this plan discourages community life. On the other hand, growing numbers of forward-looking communities are seeking to create a focus and civic identity for their residents. They begin by establishing a center for civic activity through a downtown or other shared meeting places.

Chanhasen fits the model of the city with a focus. It is blessed with an historic center which dates back to the mid-19th century. It already has its "family room" where community members can congregate, shop or recreate.

Chanhasen's well-defined downtown also serves the community by establishing a local identity. This identity helps to foster civic pride as well as such the signatures of this unique crossroads in the memories of visitors. This ability to capture the imagination of both residents and guests is the reason why so many communities today are striving to create a center for civic activity. Luckily, in Chanhasen the first settlers have laid the important cornerstones for succeeding generations to build upon.

Vision 2002 Process

OCTOBER NOVEMBER MAY JUNE SEPTEMBER OCTOBER

INVESTIGATE RESOURCES
• MEET & MEET
• VISUAL ANALYSIS
• RESEARCH
• DEMOGRAPHICS

ENGAGE PUBLIC INPUT
• PUBLIC MEETINGS
• PUBLIC WORKSHOPS
• PUBLIC HEARINGS

EXPLORE AND EVALUATE
• ANALYSIS, RECOMMENDATIONS TO
• DEVELOP CONCEPTUAL PLANS

VISION 2002 NEWSLETTER
• DEVELOP NEWSLETTER
• DEVELOP PUBLIC OPINION

SURVEY
• SURVEY
• SURVEY

REVISED CONCEPTS FOR DOWNTOWN
• REVISED CONCEPTS
• REVISED CONCEPTS

The plan for Chanhasen's downtown grew out of a community-based planning process.

Cover page from the Chanhasen Vision 2002 newsletter summary

STAKEHOLDER ENGAGEMENT - KEY TAKE AWAYS

The planning process involved a range of stakeholders including property owners, community leadership and the general public through various meetings, an open house and on-line engagement. Information on the planning process was provided on the City's website and notifications were posted on the City of Chanhassen's Facebook page. The City also promoted the planning process and on-line questionnaire in the Chanhassen Connection quarterly publication. City staff hosted a drop-by booth at the February Festival and attended various commission meetings including the Planning Commission, Environmental Commission, Senior Commission and Parks and Recreation Commission to gather feedback. General themes from these discussions included safer pedestrian crossings in downtown, more dining and entertainment options, additional housing options and enhanced landscaping and streetscapes. The following summarize the comments from the property owner discussions, the community open house and the online questionnaire:

PROPERTY OWNER DISCUSSIONS

- » *Provide transportation options for local residents to get them Downtown during daytime hours*
- » *Focus on enhancing retail 'experience' by attracting entertainment and destination type retail attractions (breweries, outdoor eating and patios, etc.)*
- » *Acknowledge retail online shopping trends, focus development away from retail offerings typically satisfied online*
- » *The existing Downtown street and pedestrian network isn't desirable and doesn't promote high levels of pedestrian activity*
 - *Parking lots separate business front doors from sidewalks*
 - *Large blocks make walking within Downtown uninviting and less attractive*
 - *Lack of street grid makes navigation and wayfinding more difficult*
- » *Residential drives Downtown retail, more residential downtown would enhance the overall retail environment*
- » *Housing Downtown should incorporate shared amenities*
- » *Senior housing needs to be considered Downtown*
- » *Future development should include housing at sufficient density to sustain financial viability*
- » *Organize and attract more downtown events*

COMMUNITY OPEN HOUSE

- » *New development (or redevelopment) should enhance the environment Downtown and provide high quality architectural features and amenities*
- » *General support for higher density development that includes both residential and commercial/retail in a vertical mixed use format*
- » *Downtown need for more 'destination' entertainment options, including leveraging what already exists Downtown to draw and support new options.*
- » *General desire for more housing options downtown including senior housing and housing with shared amenities*
- » *A desire to attract more locally based businesses/tenants rather than national brands/chains*
- » *Vehicle and pedestrian circulation enhancements to improve experience and safety are needed*

ONLINE QUESTIONNAIRE

- » *Downtown needs to develop/enhance its identity as a vibrant and attractive destination*
- » *New development should contribute the Downtown experience and enhance its identity.*
- » *Retail focus should be on attracting a diverse range of high quality 'destination' tenants (boutiques, speciality retailers, entertainment venues, breweries, etc.) and retailers that are less impacted by trends in online shopping*
- » *Creation of a 'small town atmosphere' through tenants, architecture, materials, and the pedestrian experience*
- » *Desire to enhance access and safety both for cars and pedestrians, general consensus that Downtown will be most successful if it provides an attractive pedestrian experience while also being easily accessible for automobiles.*
- » *Build on existing strengths in downtown (public spaces, anchor retailers, civic destinations, entertainment anchor, good highway access) to solidify the pieces into a cohesive and resilient destination that 'lifts all boats'*
- » *Provide housing options downtown for a range of 'life stages'*



DOWNTOWN CHANHASSEN VISION PLAN UPDATE

Property Owners & Tenants Meeting October 6th, 2017

Hoisington Koegler Group Inc.

Meeting with Property Owners



November Community Open House

MARKET SCAN

A market scan was conducted as a part of the planning effort to better inform the current demographic and economic conditions in Downtown Chanhassen and the surrounding local market area. The market scan helped outline a potential build-out analysis, identifying the various marketable development components for the Downtown district of the next 20 years. The full market scan summary is available as an appendix to this report.

DEMOGRAPHIC TRENDS

POPULATION AND HOUSEHOLD PROJECTIONS

Chanhassen’s population is projected to growth by more than 46 percent over the next 25 years and will add more than 4,700 households. Accommodating this growth creates development opportunities in downtown to provide new housing and services to support the increase in residents. An aging population and shifts in housing demand also enhance demand for a greater variety of housing options near services and amenities.

| POPULATION PROJECTIONS (METROPOLITAN COUNCIL) | | |
|---|------------------------------|----------------------|
| Facility Type | Projected Change (2016-2040) | % Change (2016-2040) |
| Victoria | 6,480 | 73% |
| Chaska | 10,161 | 38% |
| Eden Prairie | 19,237 | 30% |
| Minnetonka | 8,759 | 17% |
| Shorewood | 104 | 1% |
| Chanhassen | 11,652 | 46% |

| HOUSEHOLD PROJECTIONS (METROPOLITAN COUNCIL) | | |
|--|------------------------------|----------------------|
| Facility Type | Projected Change (2016-2040) | % Change (2016-2040) |
| Victoria | 2,695 | 90% |
| Chaska | 4,669 | 49% |
| Eden Prairie | 8,444 | 34% |
| Minnetonka | 4,933 | 21% |
| Shorewood | 264 | 10% |
| Chanhassen | 4,733 | 51% |

EMPLOYMENT (MET COUNCIL PROJECTIONS)

Employment in Chanhassen is projected to growth by more than 21 percent over the next 25 years, adding more than 3,000 new jobs by 2040. A portion of this new employment can be captured by development in downtown, primarily in the retail and office markets.

| EMPLOYMENT PROJECTIONS (METROPOLITAN COUNCIL) | | |
|---|------------------------------|----------------------|
| Facility Type | Projected Change (2016-2040) | % Change (2016-2040) |
| Victoria | 1,498 | 136% |
| Chaska | 4,651 | 36% |
| Eden Prairie | 7,038 | 12% |
| Minnetonka | 18,412 | 41% |
| Shorewood | -37 | -3% |
| Chanhassen | 3,019 | 21% |
| TOTAL | 34,581 | 26% |

RETAIL

EXISTING MARKET CONDITIONS

Chanhasse's downtown is leaking portion of retail spending to other communities in almost every segment.

Key retail segments where the downtown can recapture demand include:

- » Health / personal care
- » Sporting goods
- » Bars, breweries, wine tasting, etc.
- » Restaurants / other eating places

FUTURE DEVELOPMENT POTENTIAL

- » Potential for sit-down restaurants over 15 year period
- » Potential for additional health, sporting goods retailers
- » Potential for additional grocery and general merchandising
- » Possibilities for entertainment uses (bars, breweries, wine tasting, etc.)
- » Additional residential developments to the west along Highway 5 may have some impact on downtown's long term potential

OFFICE

EXISTING MARKET CONDITIONS

- » Relatively small quantity of existing office space
- » Existing building stock appeals to small companies, medical office, professional services
- » Downtown is likely to remain primarily a location for smaller scale, neighborhood-oriented office uses

FUTURE DEVELOPMENT POTENTIAL

- » Potential for several thousand square feet of additional space Downtown
- » Limited potential relative to other development types
- » Place making strategies would enhance marketability of office development

MULTI-FAMILY HOUSING

EXISTING MARKET CONDITIONS

- » Relatively small existing inventory of multi-family in Downtown area
- » Strong market across Twin Cities region with multi-family development now moving to outer suburbs
- » Competitive for-sale market and job growth are driving strong trend of multi-family development

FUTURE DEVELOPMENT POTENTIAL

- » Potential for several multi-family projects
- » Marketability would be enhanced by place making strategies for Downtown
- » Mixed-use development is likely to have success in the local market

FOUNDATIONS FOR A PLAN

The community's vision and guiding principles are rooted in the community feedback and are intended to create an evaluation mechanism for decision makers as new development projects are proposed in the downtown. The planning process evaluated the Vision and Guiding Principles from the Chanhassen Vision 2002 Plan and found there is still strong alignment.

THE VISION FOR DOWNTOWN

Downtown Chanhassen is the focus for commercial exchange, cultural expression, social interaction and community education, enriching the lives of residents while presenting an appealing and recognizable image to the large and growing Upper Midwest Population it serves. It is a downtown which incorporates and maintains elements of the past, such as its historical and natural features, possesses a "small town" atmosphere and entertainment focus, but is planned to be adaptable to change – changes in technology, changes in service deliveries, changes in retailing and entertainment. It is a downtown designed for the future while satisfying the needs of today, one which maintains a strong sense of community focus and orientation, one which fosters convenience, one which maintains a pedestrian scale and emphasizes people movement while providing the full range of transit options. It is a downtown which encourages human interaction, one which mixes uses (retail, cultural, entertainment, housing, education and recreation) to make prudent and efficient use of space, one which meets and is adaptable to current retailing standards and is financially successful.



Public plaza adjacent to retail provide an attractive venue for annual events and provide outdoor seating and other amenities that support successful retail.



High quality architecture, landscaping, and a strong pedestrian realm creates an attractive environment that draw in visitors and establish a downtown identity.

THE GUIDING PRINCIPLES FOR DOWNTOWN

BUILD COMMUNITY

Chanhassen's downtown is a focus of the community's culture. Constructing a downtown provides opportunities to build a commitment to Chanhassen "the place," to reinforce the traditions of the community and to strengthen the ties between its citizens

CREATE A CITY COMMONS

A public open space for celebrating community life should be a highlight of the downtown, creating a center of activity and a focus for the downtown.

CONNECT TO THE NEIGHBORHOODS

Surrounding downtown neighborhoods should be linked, strengthening the relationship between the downtown and the community it serves

DEFINE THE PEDESTRIAN NETWORK

Some areas within the downtown should be dedicated solely to pedestrian use. They should be clearly defined, safe and provide convenient access to a variety of destinations. Larger outdoor rooms should be linked to the pedestrian network, allowing for planned community gatherings, informal activities or quiet retreat from the more active uses of the downtown.

MARK THE DOWNTOWN

The downtown's entry points and edges should be defined, making them distinct and identifiable. The distinguishing features of the larger Chanhassen landscape should be reflected throughout the downtown.

MIX USES IN NEW DEVELOPMENT

Uses within the downtown should be mixed, encouraging people to visit at different times and for a variety of purposes.

ELEVATE THE PEDESTRIAN REALM

Users of the downtown should be able to walk conveniently and comfortably between destinations safely, thereby enlivening the public space and reducing automobile traffic.

ANTICIPATE THE FUTURE

The downtown should keep pace with technological change and readily adapt to the opportunities of the future.

ENHANCING CONNECTIVITY

Downtown Chanhassen's existing circulation network (seen in the figure to the right) highlights the existing vehicular, bike, and pedestrian circulation network into downtown. Additionally, this graphic articulates targeted enhancements to downtown's connectivity. Enhanced options for walking and biking downtown helping to:

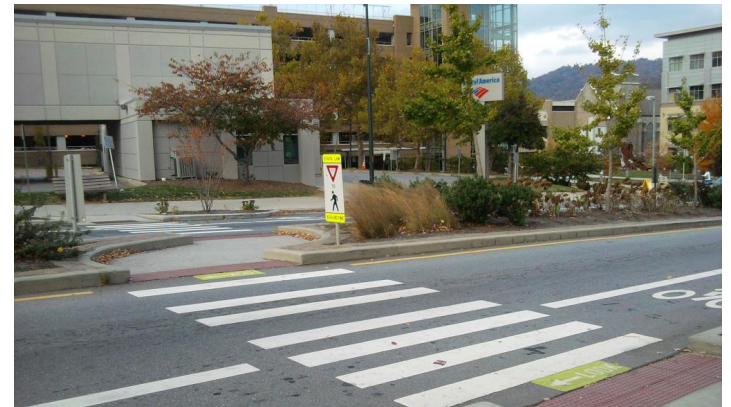
- » *Alleviate traffic congestion and demand for parking, by reducing trips within the Downtown area; through a park once approach.*
- » *Make Downtown a more desirable destination for retailers by making it more comfortable to walk from one part of Downtown to the next*
- » *Enhance the vitality of the street by activating it with pedestrians*
- » *Improve access to Downtown businesses and resources for nearby residents*

Continuing to enhance and strengthen these connections is an important component in maintaining the vitality and desirability of Downtown as a retail and housing destination long-term. During the community engagement process the following elements (listed below) were identified as key priorities for improving the overall connectivity of Downtown:

- » *Improved pedestrian crossings at roadways, making them safer and more comfortable for pedestrians and cyclists*
- » *Link businesses to the bicycle and pedestrian network, allowing users to walk from one destination to another safely and conveniently*
- » *Increase pedestrian lighting to enhance safety and provide a more attractive atmosphere*
- » *Strengthen the connections to surrounding neighborhoods*
- » *Provide a more attractive streetscape and public realm enhanced through landscaping, tree planting, signage, lighting, streetscape furnishings, and other amenities*
- » *Improve navigation by providing wayfinding and directional signage for visitors at key decision points and intersections*
- » *Improved Highway 5 crossing to link the uses to the south. Options could include:*
 - *Potential underpass*
 - *Signals timings*
 - *Expanded pedestrian landings*
 - *Enhanced night time lighting for safety*



Enhanced lighting, landscaping, paving, and pedestrian crossings can all contribute to a more attractive safer downtown environment

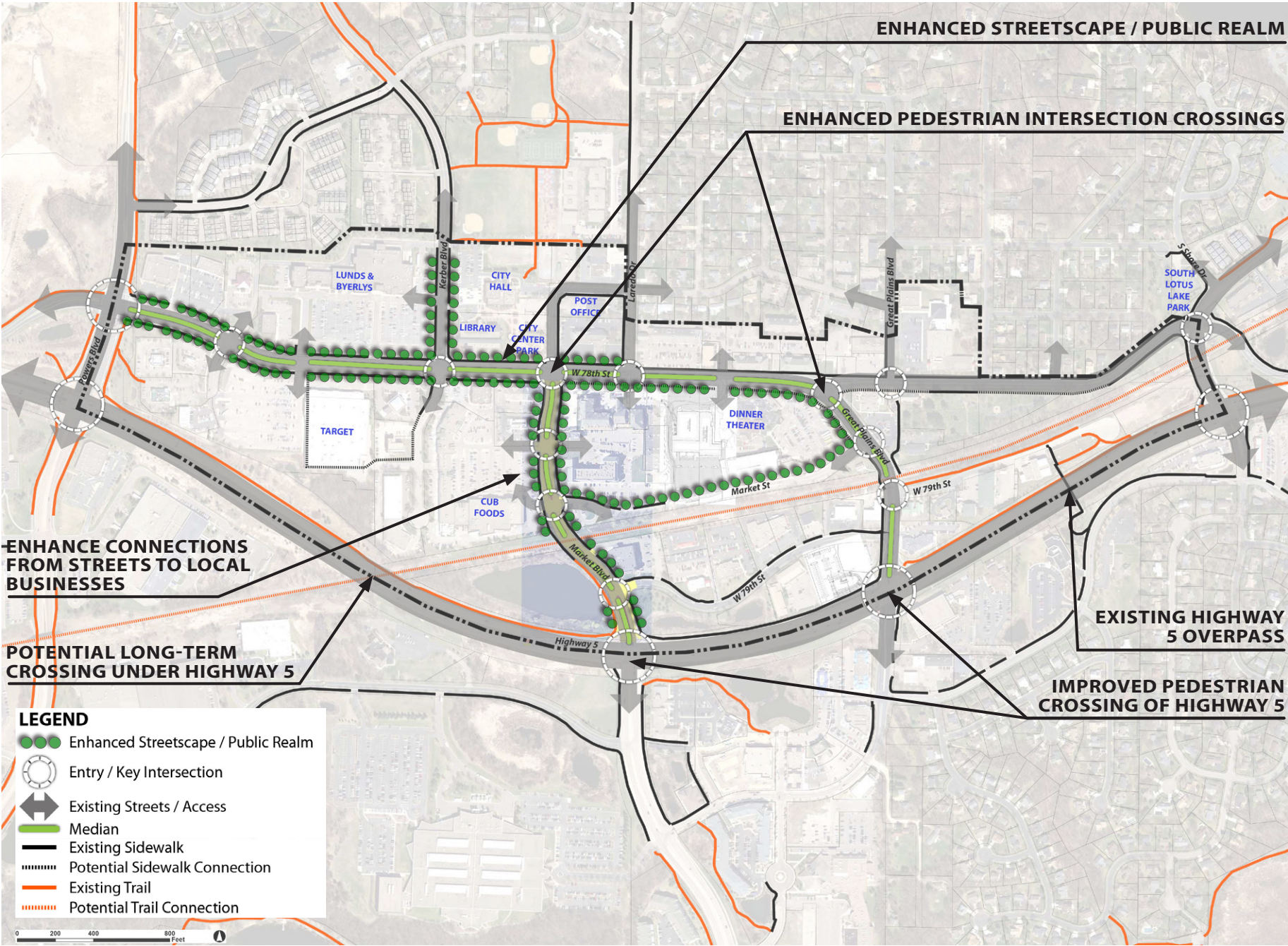


Enhanced pedestrian crossings make pedestrian experience safer and more attractive for all Downtown users



Pedestrian and bicycle amenities contribute to identity and attractiveness, reinforcing the sense of a place and helping to establish an identity

CONNECTIVITY AND PROPOSED ENHANCEMENTS



LAND USE AND SUB-DISTRICTS

The land use and sub-districts diagram (on the next page) identifies through physical analysis, market analysis, and community feedback where the most appropriate locations for future land uses. It also identifies which areas have the potential to support housing in Downtown. This diagram paired with the opportunity sites map should be used as a framework to guide development into areas where it best fits with the overall vision for Downtown.

Downtown can be divided into a series of sub-districts. The west portion is largely characterized by existing anchor retailers (Target / Byerlys) with opportunities for traditional commercial out lots development. Development in this area should have architecture features and amenities that signal arrival into the downtown area and help establish the architectural character of downtown as a whole. The area between the railroad and Highway 5 will likely remain oriented towards the highway commercial uses, capitalizing on good access and views. Development in this area should focus on providing a mix of retail, restaurants, and services. The north and east areas are likely to remain unchanged, offering important services and attractions that contribute to the character of downtown and drawing a significant number of visitors. These areas, like the anchor retail sites are foundational pieces upon which new development in Downtown should build. At the core of Downtown is a mixed use district which may include entertainment, fine dining, boutique retailers, public plazas, and housing. Long term this area will be the central focus of activity for downtown and should draw from adjacent uses like the Chanhassen Dinner Theater, City Center, Library, and City Hall. This sub-district can be a substantial attraction for downtown and provide visitors the opportunity to conduct all of their activities on a well connected and attractive pedestrian network. This core area of Downtown is the most appropriate district for increased housing density and could provide a range of housing options.



Mixed Use (Ground floor retail with upper floor residential) should have attractive architecture, enhance the street edge, and be the appropriate scale for downtown

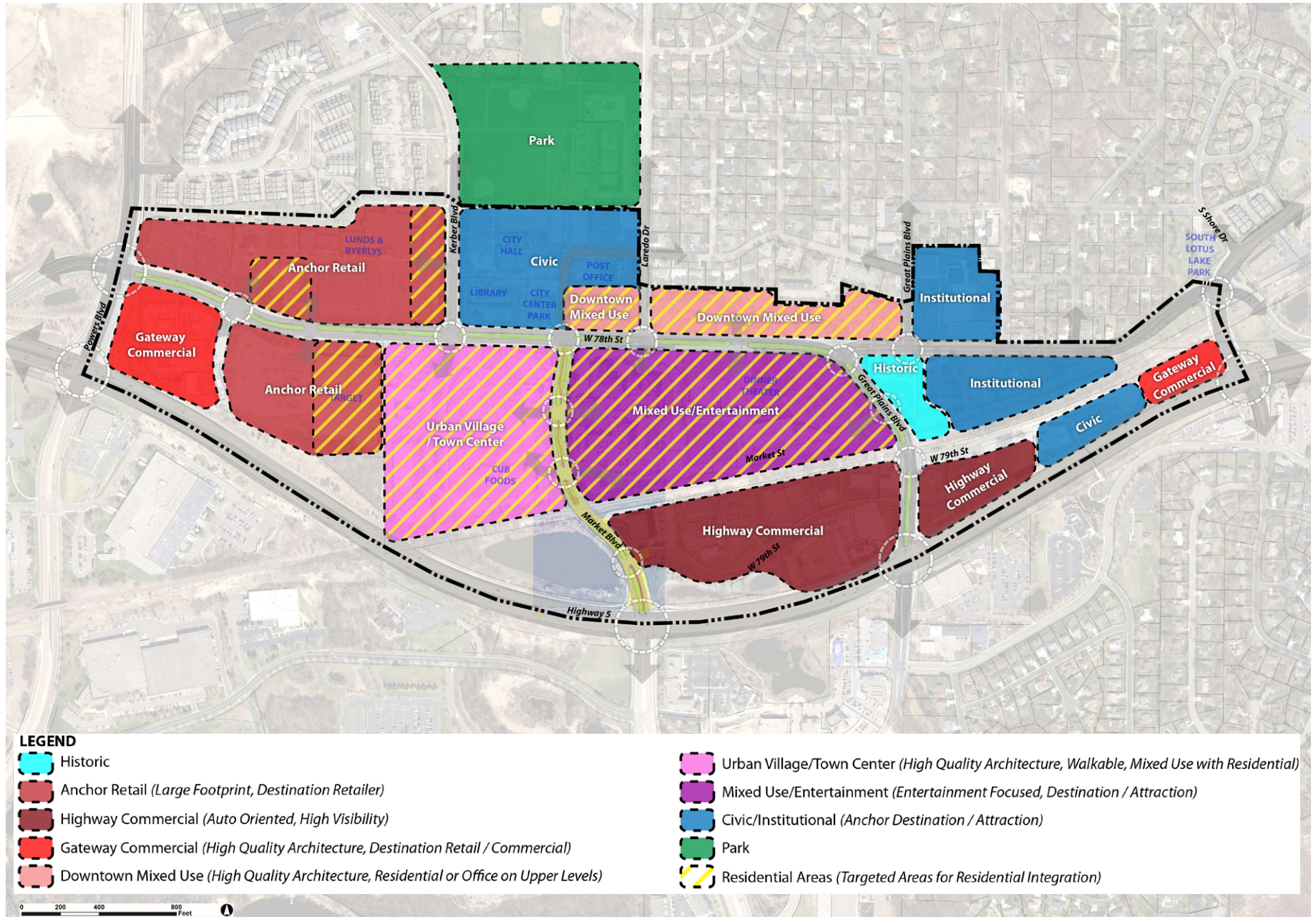


New retail development should add to the sense of place and downtown identity and attract a range of retail and dining options



Preferred character for new office /medical services development focuses on attracting small tenants which provide local services

LAND USE AND SUB-DISTRICTS



NEXT STEPS

The following represents a list of targeted initiatives for Downtown Chanhassen over the next five years and beyond. The initiatives highlighted in green have been identified by the city council as higher priorities. The city council, boards and commissions and city staff should focus on these high priority initiatives as first steps in Downtown's evolution.

IMPLEMENTATION - CONNECTIONS

- » *Enhancement of sidewalks, plazas, and other connections between particular developments in Downtown, to encourage walking and biking from destination to destination.*
- » *Enhanced private walkways to connect storefronts to the walkways and trails located in the public right-of-way.*
- » *Enhance crosswalks and pedestrian landing areas along major streets in the Downtown (Hwy 5, 78th Street, Market Blvd. Great Plains Blvd, etc.).*
- » *Implementing a "pedestrian priority phase" for signalized intersections allowing a head start for people walking or bicycling across the street. (Already underway)*
- » *Maintain lower traffic speeds in the Downtown area.*

IMPLEMENTATION - PUBLIC REALM

- » *Consider the creation of a City-led plan for public spaces (including plans for new public streets and enhanced streetscapes, and potential civic plazas or gathering places) that includes conceptual plans, cost estimates, and schedules for completion, as development in the Downtown area proceeds.*
- » *Consider the creation of a formal future street and mobility plan for Downtown, which would formally establish the future alignments for internal roads (as well as sidewalks and promenades) that would connect the different districts within downtown.*
- » *Encourage additional landscaping, boulevard trees, site furnishings, seasonal decor, unique paving and pedestrian scaled lighting to enhance the pedestrian experience.*

IMPLEMENTATION - SUB-DISTRICTS

- » *Consider the creation of a formal incentives policy for Downtown, including potentially a formal scoring system in which projects that meet specific criteria tied to the Downtown Vision (in terms of enhancing the aesthetic appeal of Downtown, walkability, and other factors) would achieve better scores and therefore have a better chance of gaining approval of incentives*
- » *Further articulation of the sub-districts as identified in the Downtown Vision Plan to help guide expectations for urban design and development aesthetics within the Downtown area.*
- » *Consider the refinement of the identified sub-districts to determine desired locations for mixed use projects in the Downtown area.*

IMPLEMENTATION - DESIGN

- » *Consider changes in zoning requirements for various sub-districts within Downtown, articulating the desired mix of uses, height and scale for buildings in Downtown.*
- » *Consider Design Guidelines on a sub-district basis that articulate the desired height & relationship to the street for buildings, public realm features and overall design aesthetic to help guide the quality and character expected within the different sub-districts of Downtown.*
- » *Consider a reduction in parking requirements for mixed use and retail projects in Downtown.*
- » *Consider the facilitation of shared parking arrangements between different property owners in Downtown, particularly with mixed use projects combining retail, office and residential.*
- » *Consider working with property owners in targeted downtown residential areas to create a “park once” environment, in which visitors could park in one location and traverse from business to business in Downtown Chanhassen without driving, in order to minimize traffic congestion*

IMPLEMENTATION - OUTREACH

- » *Consider efforts for on-going recruit of entertainment-oriented and unique speciality tenants (i.e. Brewery/distillery or other restaurants/entertainment) to locate downtown districts*
 - *Work with prospective developers to integrate restaurant or entertainment uses within their projects.*
- » *Consider recruitment of developers experienced in mixed-use to explore and pursue projects in Downtown Chanhassen.*
- » *Ongoing networking with and recruitment of developers to consider project opportunities in the Downtown Chanhassen area*
 - *Ongoing interaction at regional development organizations such as Urban Land Institute (ULI) and at national conferences such as the International Council of Shopping Centers.*

IDENTIFYING AREAS OF OPPORTUNITY

Downtown Chanhassen's greatest challenge as it relates to the community's overall vision is rooted in its typical suburban development pattern. Existing development prioritizes the automobile, resulting in a disconnected patchwork of stores and offices with substantial land area devoted to parking and roadways, land which could otherwise be used to attract new development. Parking lots occupy large areas of street frontage and push buildings to the back of lots creating street edges that are less attractive for pedestrians and ineffective at creating a sense of places or identity. While downtown's development pattern presents a certain set of challenges, there are also a number of opportunities to build on including: the Chanhassen Dinner Theater; large retail and grocery anchors; new townhome development and existing park, school, and park resources. Leveraging these strengths, identifying where (and how) redevelopment occurs, and understanding how that redevelopment can support the overall vision for downtown will be a critical to the long term success of downtown.

Potential redevelopment sites were initially identified based on the analysis work conducted as part of the market research and issues and opportunities analysis done at the start of the project. These findings were presented to groups of developers, business owners, residents and other interested groups during a multi-part community engagement process in order to prioritize the sites (see map on right). Generally, the highest priority areas are centered around the Target and Lunds & Byerlys locations. These areas are highly visible from Highway 5 and Powers Boulevard and the large numbers of shoppers attracted by the retail anchors present opportunities for redevelopment to build on existing strengths. Generally, the center of downtown is largely viewed as an existing strength which may change in the longer term as opportunities arise. The area south of the railroad tracks was also viewed as a short to medium priority for change as the community looks to transition many of the auto-oriented uses to those more in-line with the downtown vision.

In addition to identifying and prioritizing development areas, the community engagement process also identified where certain types of development should occur and what the character of that development should be, this information is discussed in detail in the Districts (Land Use and Character) section.



New retail development south of downtown may act as a template for siting development to enhance the pedestrian environment without sacrificing automobile accessibility or visibility



Caption



Caption

OPPORTUNITY SITES FOR REDEVELOPMENT / REINVESTMENT

