

Downtown Working Group Meeting #7

June 12, 2013



DWG Meeting #7: Agenda

- Meeting Purpose and Objectives (Jessica/Martha)
- Review DWG objectives and recap (Mickey Brown)
- Working Groups
- Working Group reports
- Group Discussion of the Use of FAR

DWG Purpose & Objectives

- *Purpose: Develop recommendations for commercial zoning, land use, transportation and physical development standards and programs that can successfully implement the accepted District Planning concepts for the Downtown Core and adjacent commercial areas.*

Parameters

- Use existing accepted plans as a starting point
- Respect and understand relationships to the General Plan and District planning policies
- Test feasibility of concepts and standards and make sure they work in the real world - physical and financial
- Receive input from the community and stakeholders
- Use information to inform Commercial Zoning Chapter and Main Street Project

DWG Recap

- Reviewed objectives of commercial district NDPs (Downtown concept, S. OMR, and NOMRDSS)
- Tested standards of draft Commercial Districts Chapter
- Discussed permit streamlining and improving clarity of standards
- Discussed physical standards to achieve character goals
- Discussed density and FAR
- Discussed parking
- Held Main Street workshops

Testing the Standards

Tested the physical and financial feasibility of the standards through 3-D modeling and proforma analysis of three hypothetical case study projects.

Findings - Constraints

- Development fees (DIF, building, planning, fire, school, etc.)
- Construction costs (labor, materials, etc.)
- Operational costs (labor, conditions)
- Low occupancy and rental rates
- On-site parking requirements
- Limited density/height allowed
- Current economic condition

Testing the Standards: Conclusions

To be development ready:

- Updated development standards and process streamlining
- Reevaluate fees
- Solve parking (set up districts, reduce onsite requirements)
- Reduce operating costs through pooled resources (snow management, streetscape management, parking, transit)
- Increase revenue (improve property and business value, marketing, provide amenities, infrastructure, etc.)

Triple Bottom Line

