### SWC UNIVERSITY AND MESA DRIVE COMMUNITY AND DEVELOPER OUTREACH



City Council Study Session 11/21/2016

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# HOW THE PUBLIC CONTRIBUTED ONLINE SURVEY



RESIDENTIAL USE NON RESIDENTIAL USE PUBLIC AMENITITES STREETSCAPE

TRANSITION TO HISTORIC DISTRICT



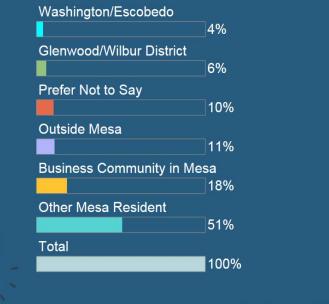
options per category including "none of the above"

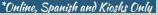
# HOW THE PUBLIC CONTRIBUTED ONLINE SURVEY - KIOSKS



# HOW THE PUBLIC CONTRIBUTED ONLINE SURVEY

### Survey Respondents Are From...











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# HOW THE PUBLIC CONTRIBUTED





# **SURVEY RESPONSES**

# ONLINE SURVEY AND COMMUNITY MEETING RESULTS

# CATEGORY: RESIDENTIAL USE



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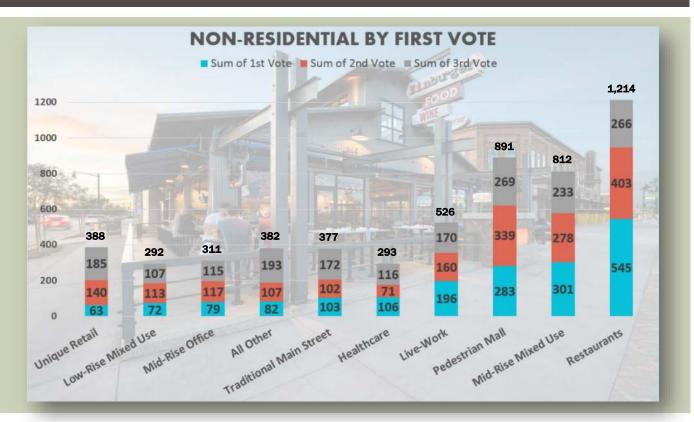




### **CATEGORY: NON-RESIDENTIAL USE**



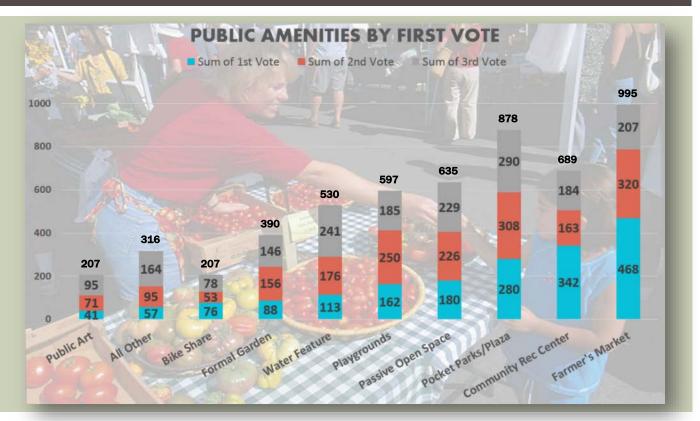
### **CATEGORY: NON-RESIDENTIAL USE**



# **CATEGORY: PUBLIC AMENITIES**



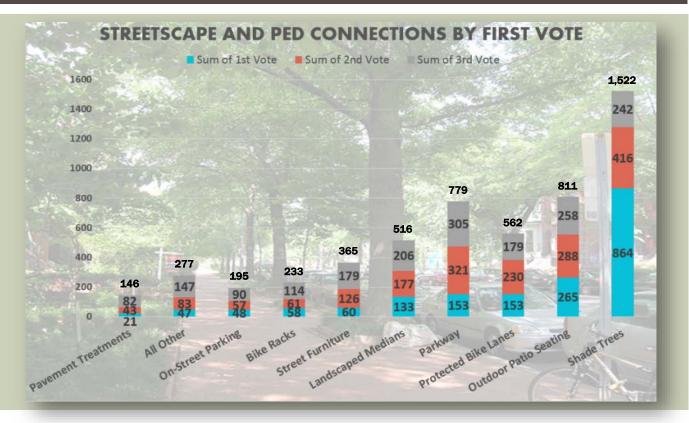
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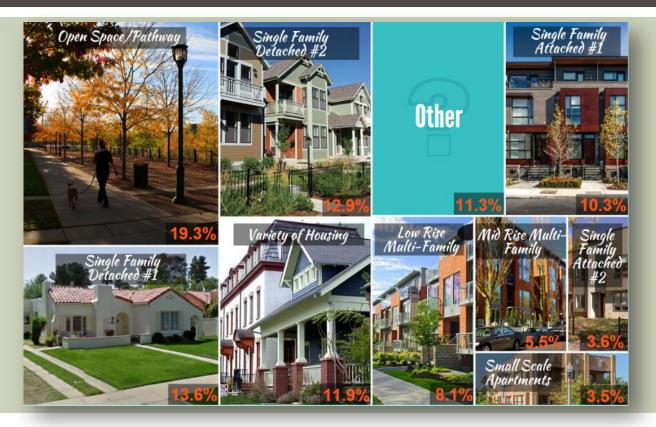
# CATEGORY: STREETSCAPE AND PEDESTRIAN CONNECTIONS



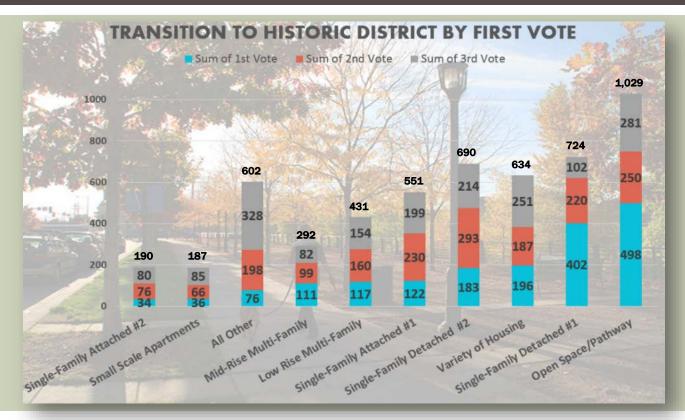
# CATEGORY: STREETSCAPE AND PEDESTRIAN CONNECTIONS



# CATEGORY: TRANSITION TO WILBUR HISTORIC DISTRICT



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# SUMMARY OF THE COMMUNITY VISION

# Future development of University and Mesa Drives:

- Provides a significant market-rate residential component, with an emphasis on for-sale product such as attached and detached singlefamily and condominiums
- Low-scale residential development provides a transition between the Wilbur Historic District and future development
- Future residents have access to public open space connected with tree lined streets
- Future residents have safe and convenient access to an active restaurant and retail district in the downtown core, with commercial development limited within the neighborhood



# DEVELOPER'S FORUM



# HOW DEVELOPERS CONTRIBUTED



# DEVELOPER'S PERSPECTIVE: RESIDENTIAL

#### **Residents See:**

An aesthetically pleasing, primarily residential neighborhood of owner occupied units, such as attached and detached single-family and townhomes

### **Developers See:**

An aesthetically pleasing, primarily residential neighborhood that could include single family, condo, or *apartment* uses depending on market demand









# DEVELOPER'S PERSPECTIVE: NON-RESIDENTIAL

#### **Residents See:**

Opportunity for some mixed-use development with retail that supports the neighborhood with access to restaurants and retail within the downtown core

#### **Developers See:**

Potential for some office development and limited neighborhood serving commercial, such as livework units, *rather than a mixed-use development* 









# DEVELOPER'S PERSPECTIVE: PUBLIC AMENITIES

#### **Residents See:**

Neighborhood system of pocket parks and open space that can be programmed with elements, such as a farmer's market, and connected to a larger open space network





#### **Developers See:**

Public amenities as an important part of *any* successful development





# **DEVELOPER'S PERSPECTIVE:** STREETSCAPE AND PEDESTRIAN CONNECTIONS

#### **Residents See:**

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Attractive, shade tree-lined streets with room for pedestrian amenities



#### **Developers See:**

Attractive, shade treelined streets with room for pedestrian amenities



# DEVELOPER'S PERSPECTIVE: TRANSITION TO WILBUR HISTORIC DISTRICT

#### **Residents See:**

Attached and detached single-family housing with a walkable, green buffer along 2<sup>nd</sup> Street

#### **Developers See:**

Low-intensity residential "feathering" to higherintensity use further away from Wilbur Historic District



# DISCUSSION AND DIRECTION ON FUTURE DEVELOPMENT