

A photograph of a balcony with a person, overlaid with text. The balcony has a decorative wrought-iron railing and potted plants. The person is standing on the balcony, looking out. The background shows a building facade with windows and shutters.

**Next Steps:
"What now?"**

**Success isn't a result of
spontaneous combustion.
You must set yourself on
fire.**

Arnold H. Glasow

A photograph of a building facade with a balcony, serving as a background for the text. The balcony has a decorative metal railing and potted plants. The building has several windows with shutters.

Next Steps: “What now?”

“Action without vision is a nightmare. Vision without action is a daydream. Vision with action is the best recipe for success.”

old

**Adapted from an
Japanese proverb**



Need to Act NOW!

- **Property owners expectations and actions are based on existing plans and land development regulations with regard to the use of their land**
- **Existing plans and regulations lack specificity and may not always reflect community goals and objectives**



Need to Act NOW!

- **Although the real estate market is currently soft, particularly with regard to residential condos, the market will rebound and the City needs to be ready when it does**

A photograph of a building facade with a balcony and a person standing on it. The balcony has a decorative metal railing and potted plants. The building has several windows with shutters. The overall scene is somewhat dimly lit, suggesting an overcast day or a shaded area.

Required Actions

- **CRA and City endorse the Master Plan**
- **CRA amends the CRA Plan**
- **City amends the City's Comprehensive Plan to reflect amended CRA Plan**



Required Actions

- **City amends City LDRs to establish specific rules and standards for community redevelopment**
- **CRA develops and implements a strategic action plan for community redevelopment projects**



CRA, DDA and City endorse the Master Plan

- CRA and the City review and *endorse* the Master Plan and direct professional staff to take all appropriate actions for the adoption and implementation of the Master Plan according to a firm schedule



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A photograph of a building facade with a balcony and a person standing on it, overlaid with text. The image is dark and serves as a background for the text.

CRA and DDA amend the CRA Plan

- **Preparation of amended CRA Plan including:**
 - **Uses and intensities of land**
 - **Pedestrian and vehicular circulation**



CRA and DDA amend the CRA Plan

- **Urban design principles (form, character and function of public and private spaces and buildings)**
- **Community redevelopment projects (e.g. waterfront initiative in Downtown Core)**



CRA and DDA amend the CRA Plan

- **Strategic action plan for community redevelopment projects, including:**
 - **Economic incentives for promoting redevelopment**
 - **Public investment priorities**



City Amends Comprehensive Plan

- City prepares and approves amendments to Comprehensive Plan and Future Land Use Map to reflect the CRA Plan
 - Goals, policies and objectives



City Amends LDRs

- Prepare proposed amendments to LDRs, including:
 - new land use districts tailored to the specific design principles and objectives of the CRA Plan
 - urban design standards



City Amends LDRs

- **Establish coordinated development review procedures for community redevelopment projects – collaborative approach to facilitate and expedite community redevelopment projects**

A photograph of a building facade with a balcony, serving as a background for the text. The balcony has a decorative wrought-iron railing and is adorned with several potted plants, including red flowers. The building has multiple windows with dark shutters. The overall scene is somewhat dimly lit, suggesting an overcast day or a shaded area.

Strategic Action Plan

- **Specific actions – analysis, investment, promotion and response**
- **Measurable objectives**
- **Established schedule**



Strategic Action Plan

- **Infrastructure**
 - **Priority/Funding**
 - **General revenue**
 - **TIF**
 - **Special Assessments**



Strategic Action Programs

- **Catalytic Community Redevelopment Projects**
- **Feasibility studies**
- **Developer solicitations**



Strategic Action Plan

Development Incentives

- Tax increment/rebates
- Land write-downs, e.g. purchase lease back
- Disposition of public land
- Central parking authority

A photograph of a building facade with a balcony and a person standing on it. The image is dark and serves as a background for the text.

Strategic Action Plan

Development Incentives

- Public financing of infrastructure/parking, e.g. special assessments
- Priority infrastructure improvements to support particular project