

## **Plan for Orange Street Corridor**

### **I. Design Objectives of the Redevelopment Plan for Orange Street:**

- Create an overall development project rather than a series of loosely related ad hoc developments;
- Create an attractive commercial/office Corridor on the West Side of Downtown Richland Center-emphasizing basic office and hospitality services; (Hospitality will create major benefit to downtown)
- Provide a strong visual link to the downtown via Court Street;
- Create opportunities for high density, upscale housing oriented to Pine Creek Corridor;
- Emphasize opportunities for new employment;
- Devise an attractive streetscape plan and Provide stronger visual and pedestrian connections to Pine Creek Corridor;
- Tie Orange Street to Ocooch Mountain Tourism Concept and Railroad Station to enhance tourism;
- Create a construction trade center on south side of Orange from 2<sup>nd</sup> to 6<sup>th</sup> Street;
- Create a housing conservation/ Reh. housing area on Congress from 2<sup>nd</sup> to 6<sup>th</sup>;

### **II. Strategies for Promoting Development;**

- Check potential for expanding zone up Court;
- Utilize TIF financing and coordinated private investment to plan to help assemble property-develop block by block in stages;
- Use emerging developments (jobs and assessed valuation) and TIF financing to leverage State and Federal Funding for infrastructure;
- Establish strong design standards for the project (consider design committee);

### III. Development Concept

- ✓ Capture Value For The Development Process
- ✓ The Overall Quality Will Be Determine by Attention to Detail
- ✓ Make no Small Plans for The Will Not Attract Development
- ✓ Make Plans Which Will Enhance Existing Trends
- ✓ Use incentives to encourage the desired developments

### IV. Definitions of Development Areas

- ✓ **Greenway**-The existing greenway/open space system on Pine Creek;
- ✓ **Conservation Area**-Housing area which encourages conservation and rehabilitation of existing homes without demolition;
- ✓ **Construction Business Area**- Area devoted to encourage construction related business while enhancing the quality of area through treescapes, parking lot improvements and better building designs;
- ✓ **Redevelopment Area**-Area which focus on redevelopment creating Hospitality and highway services on Orange Street, Offices, and High Density Housing on Congress;
- ✓ **Downtown Expansion**-Area encouraging commercial development to tie area to Orange street corridor while allowing for downtown expansion;.

- Consider closing some streets to improve circulation and increase development space;
- Have a plan to positive market the desired development patterns using land write downs, RLF funding and tax incentives to attract designed groups;
- Consider establishing an ongoing Design Standards Committee and overlay zone;
- Considered moving housing and development of low cost housing subdivision to located moved housing –partnered with NHS;

Orange Street  
Corridor Plan

KEY

- Greenway Area
- Conservation Area
- Construction Bus.
- Redevelopment
- Downtown Expansion



10/10/2001

