



**PROSPERITY
PLANNING**

**THE CORE
OPPORTUNITY**
REINVESTMENT AREA





WHAT IS IT?

A multi-year endeavor to securely position our community for long-term economic prosperity. The dramatically changing landscape due to the COVID-19 Pandemic has further prioritized these efforts.

THE NEED



With community growth, development constraints present challenges for long-term community prosperity. The availability of developable land and transportation infrastructure is limited or severely restricted. In addition, the transition to electronic commerce and current supply chain issues will present opportunities and challenges.

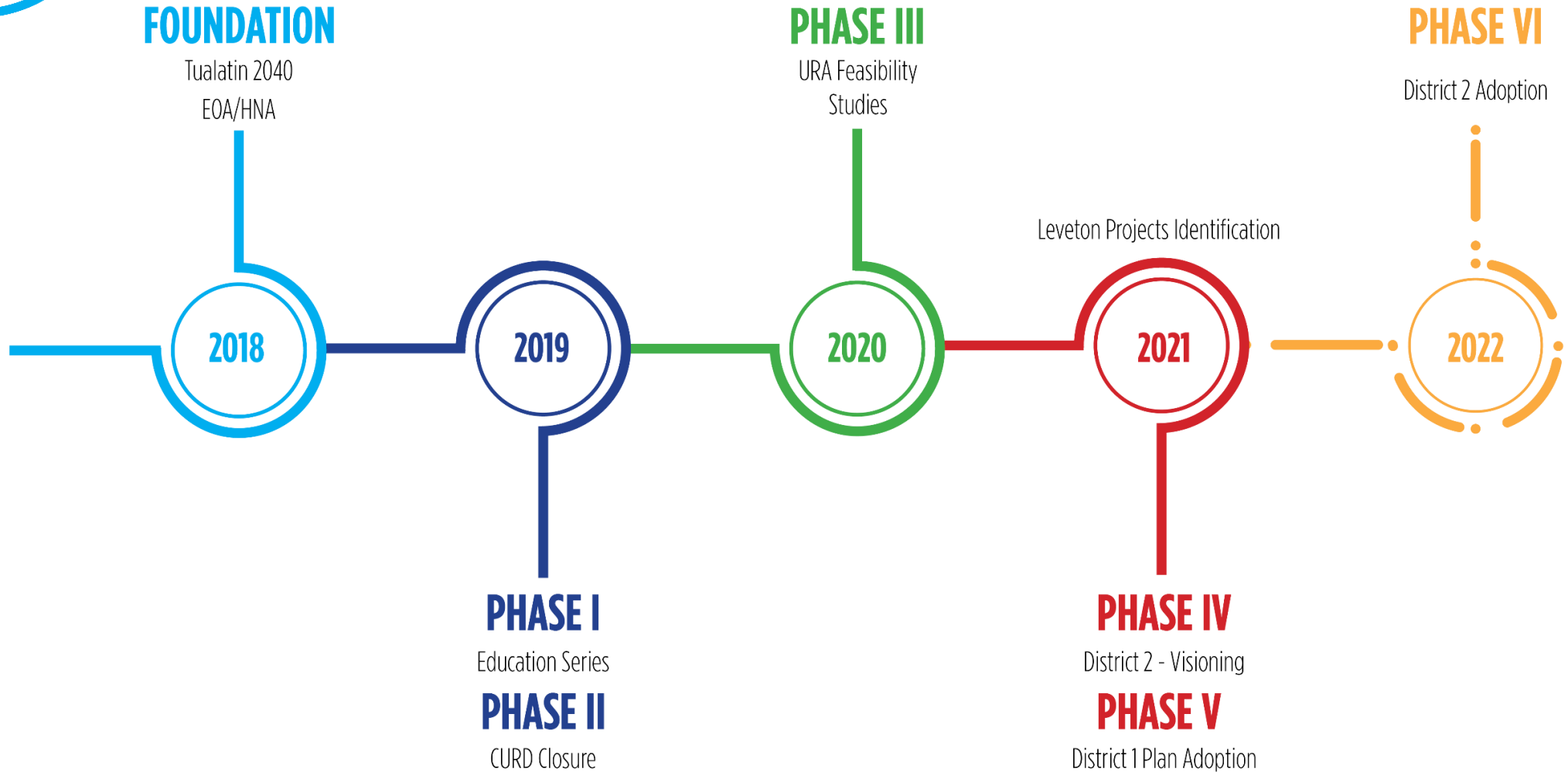




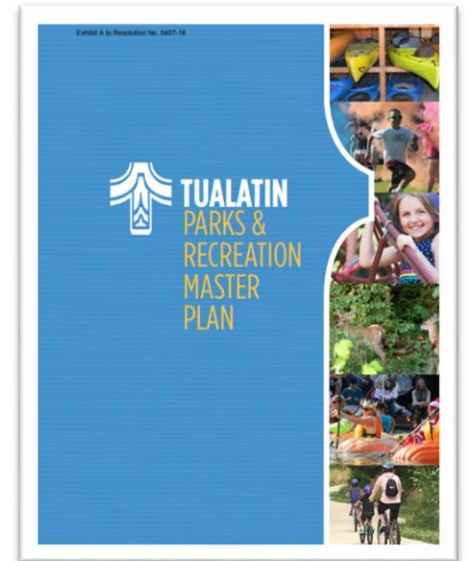
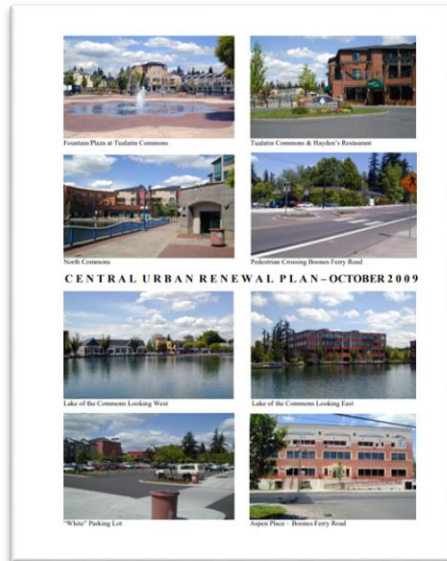
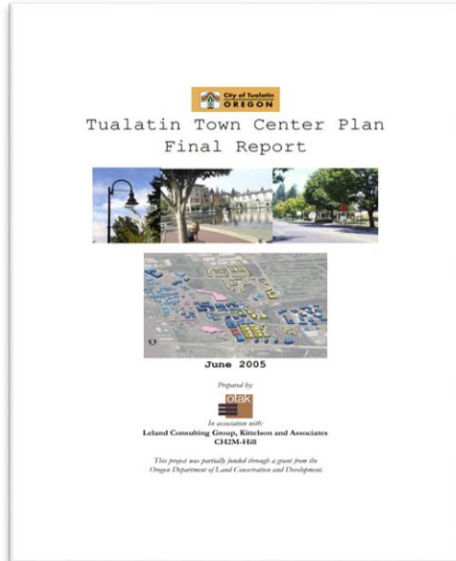
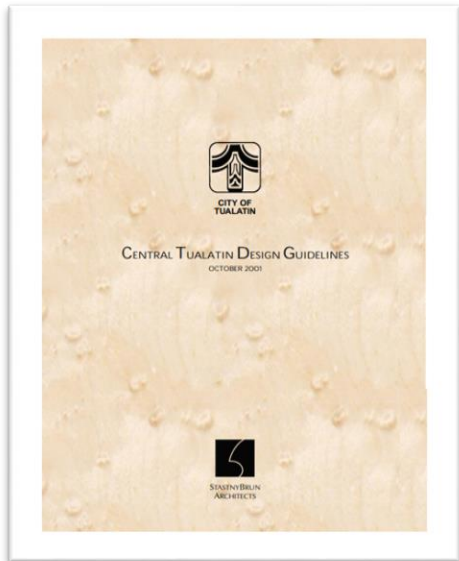
THE PURPOSE

To utilize a variety of financing tools to meet the community needs in alignment with broader community vision.

BACKGROUND



PRIOR STRATEGIC WORK





The Core Opportunity and Reinvestment Area Plan will be a guiding document in our community's efforts to establish and fund projects to create an active civic core; redevelop areas with vibrant high-quality mixed-use developments offering a variety of additional residential dwelling and retail options; increase opportunities for living wage professional and creative employment; promote and develop recreational and cultural facilities, and integrate all efforts into the natural landscape with environmental stewardship.

PROPOSED WORKING VISION STATEMENT



PLAN EFFORT VALUES & PRIORITIES

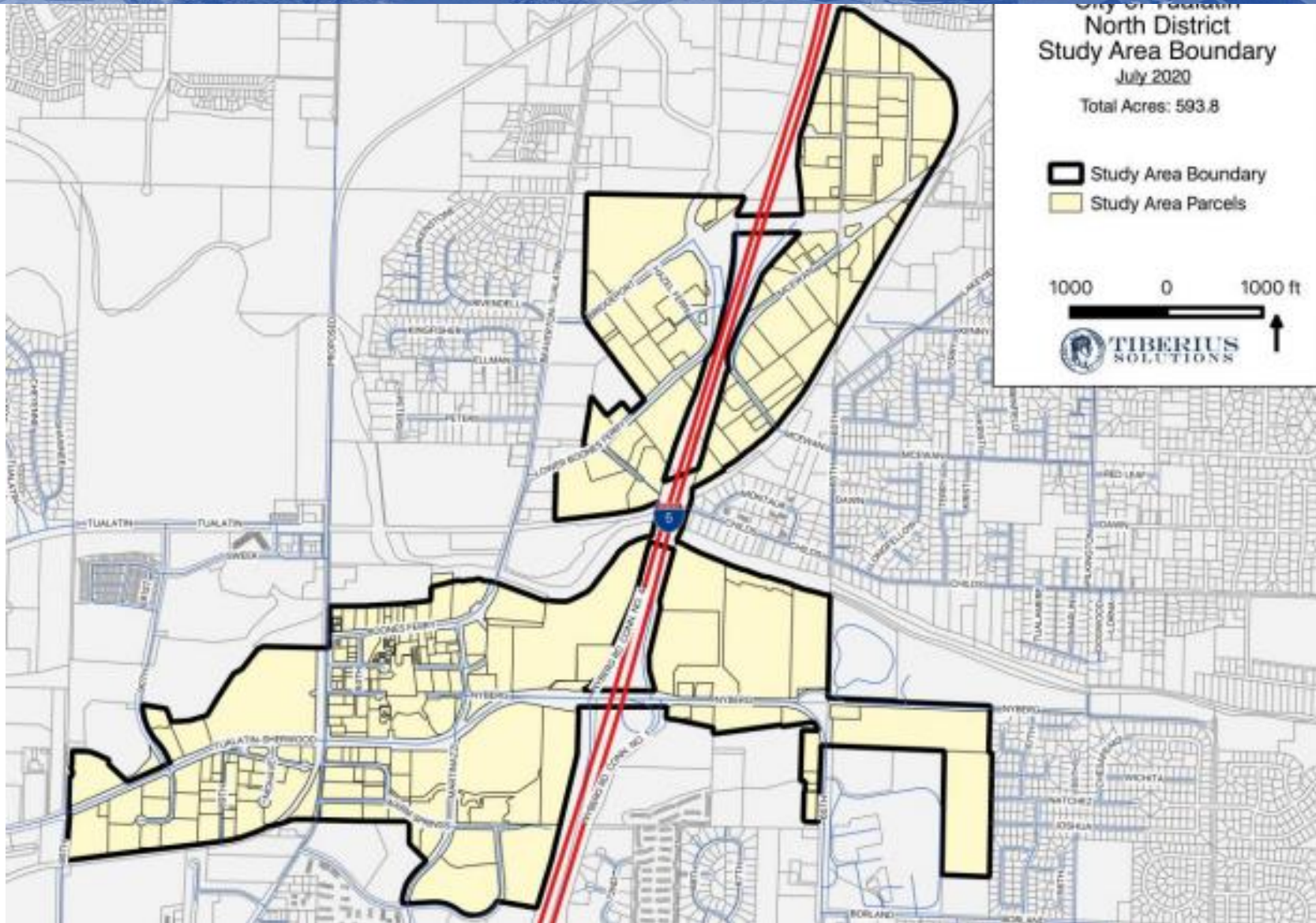
VALUES

1. More Housing
2. Leave No Existing Business Behind
3. Enhance Connectivity
4. Foster, create, enhance, and promote identity
5. Maintain and grow existing employment lands
6. Economic prosperity for ALL.

PRIORITIES



OPPORTUNITY STUDY AREA





PLAN EFFORT VALUES & PRIORITIES

WHY THIS AREA?

1. Focus on keeping future redevelopment **near major transportation** modes.
2. **Enhance current employment lands** by increasing capacity.
3. **Prepare** for major regional transportation projects.
4. Remedy areas that are prone to **environmental issues**, i.e. flooding.
5. Enhance existing **connectivity**, or provide new connectivity.
6. Fund major infrastructure projects to prepare for **future growth**, leverage area for needs.
7. Based on previous **community needs and desires**.



PLAN TIMELINE

January – April

Boundary determination and financial impact analysis with consultants.

January – July

Led by City Council, staff will propose projects and bucket list concerns and opportunities for long-term prosperity. Multiple advisory groups may be consulted.

August – December

The City will confer with all regional partners in the preparation of the final adoption of this plan.

- Adoption November 2022
- In effect December 2022



PUBLIC ENGAGEMENT

WORKING GROUP (APRIL – JULY)

STAKEHOLDER INTERVIEWS (June – July)

COMMUNITY GROUP PRESENTATIONS (APRIL – AUGUST)

TECHNICAL ADVISORY COMMITTEE (APRIL – AUGUST)



QUESTIONS