

VI. Preliminary Design Concepts

A. Overview

Three preliminary design concepts were developed for the Prime Study Area. The concepts were developed in charette format during a working session at the SLDC offices. Themes and strategies developed in “First Directions” were a starting point. Three big picture transportation alternatives became the framework for the concept developments. The transportation framework plans were based on current transportation proposals as well as variations on these developed by the planning team’s transportation expert. Ongoing discussions in team meetings with the stakeholders contributed to these ideas. The underlying principles for the concepts come from the Principles and Priorities identified in Phase I of the Downtown Plan. The Principles that directly relate to these concepts are:

- Downtown revitalization will focus on residential and business retention, promotion, and growth in order to strengthen and diversify the economic and residential base.
- Downtown revitalization will be interdependent with the economic, physical and functional strengths of the City’s neighborhoods in order to maintain its role as the economic anchor of both the City and the region.
- Downtown revitalization will concentrate immediately on targeted development areas and incremental growth strategies, which build upon past investments to achieve major transformation.
- Downtown revitalization will consist of identifiable and unique places and districts that are compact, pedestrian-scaled, and have a distinct character and diversity of uses and users.
- Downtown will incorporate a public space network that links each district with one another, city neighborhoods and the region through attractive, clearly identified corridors and landmarks.
- Downtown will be supported by a hierarchical transportation system consisting of an effective access, circulation and parking system that integrates and balances the use of public transit, the highway system, city streets, and pedestrian and bike corridors in a manner consistent with each district’s character and use.

Market

The three planning concepts considered by the Planning Team are driven by transportation and public space network alternatives. While roadways and green space are not quantifiable as use demand generators, they together create the backbone that supports the introduction of new market driven real estate products and their appeal or lack of influences the marketability of various projects. In this light, the Market Team reviewed the three preliminary planning concepts. All three concepts build heavily on the existing stock of public and private buildings and venues as well as on the well-developed infrastructure. Together they create the backdrop for the new development, which will make market driven revitalization of Downtown feasible. The opportunity matrix in Exhibit 1 presents the market driven product opportunities that appear in the three concepts. It serves as a menu of



feasible uses that become increasingly or decreasingly desirable depending upon the concept.

Purpose

These concepts were developed to serve as urban design framework plans for further detailed plan development within the Downtown Core and its sub-districts. These sub-districts will become the focus project areas, the catalysts for re-investment.

