The Market Study Area

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Key Planning Issues

- Think long-term
- Central location
- Connectivity between shopping centers and interior street pattern
- Under-utilized today – parking lots not full
  - Replace some parking with buildings?
- Consider more extensive redevelopment
  - Mixed use (retail, office, housing)
  - Downtown housing
    - Helps retail
    - Creates "eyes on street"

Revitalizing Retail Areas

- New retail patterns possible
- Housing will create demand for retail

"Big Box" Main Street

Sr. Housing over Retail

Transitioning Light Industrial to Mixed-Use

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