

East Central Area Plan

Steering Committee Meeting
January 10th, 2019

Tears-McFarlane House Community Room



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CHUN Tears-McFarlane House Community Room | 1290 Williams St

AGENDA

	Time	Item	Objective
1	6:00-6:10	Approval of December Meeting Summary	Confirm or make edits to meeting summary
2	6:10-7:10	East Central Market Analysis	Understand the market conditions for housing, retail, jobs, and real estate
3	7:10-7:45	Role of the Steering Committee in Upcoming Community Engagement	Provide input on upcoming community engagement and how Steering Committee members can help ensure a successful outcome.
4	7:45-8:00	East Central Plan Outline	Review the outline of the plan document and provide input on organization and length.



East Central Market Analysis and Focus Group Debrief



Market Team Task Progress

- Led Housing and Economic Development Focus Groups last 2 evenings
- Retail inventory complete – nearly 1,000 storefronts inventoried throughout both study areas including 525+ in East Central
- Initial Housing and Retail analysis task 90% complete – preparing summary memos



Housing, Social Services, Financial Stability Focus Group

Focus Group Key Themes

- New thinking needed for small lot development concepts
- Retain motel buildings and/or lots for affordable housing
- Zoning discussed in context of local politics & NIMBY
- Importance of integrating support services with affordable housing



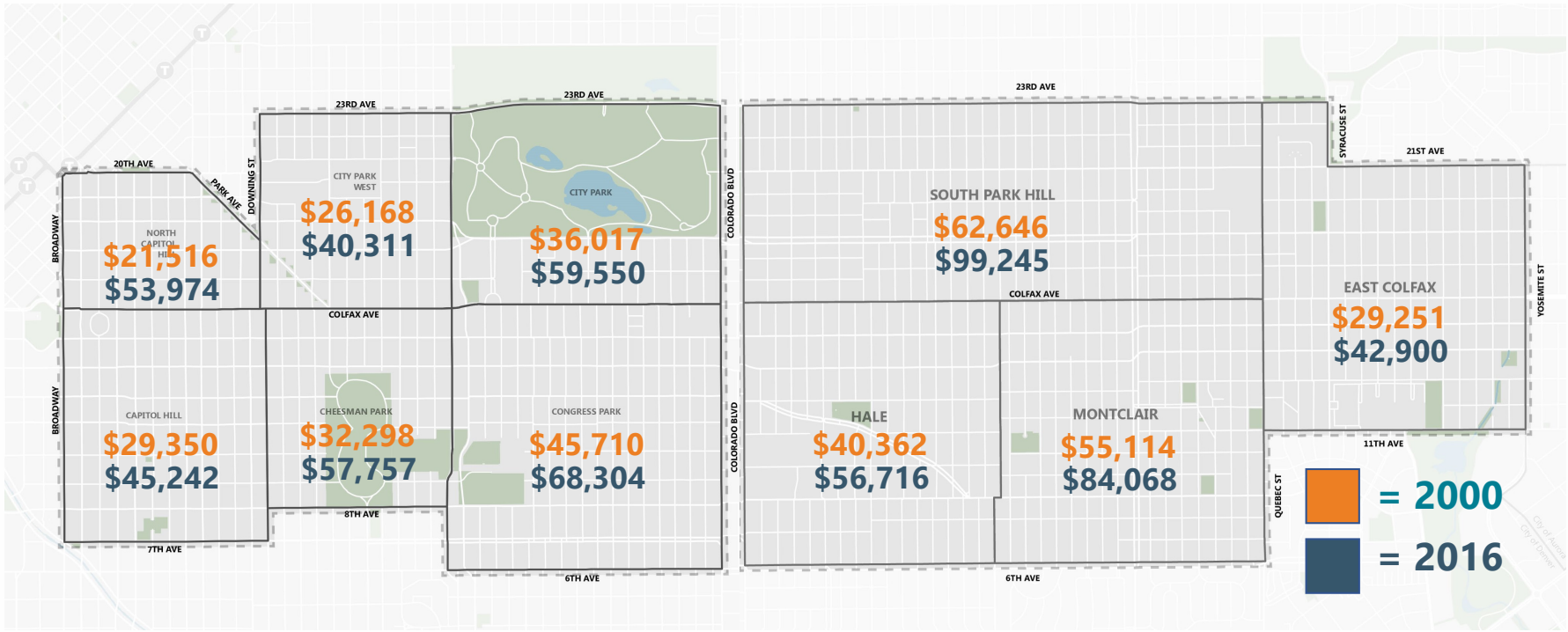
Economic Development, Small Business Retention, TOD, Healthy Food Access Focus Group

Focus Group Key Themes

- Small lot development is a key challenge
- Current zoning, codes, and related regulatory processes need updates
- Balance the affection for older buildings and businesses with the need to change and grow over time
- Need to anticipate market trends affecting retail, including fresh food



Median Household Income



Source: 2000 U.S. Census and 2012-2016 American Community Survey 5-Year Estimates

Retail Storefront Inventory – November 2018

Location	Total	Local	Chainlet	Chain
East Central	523	352	29	102
East	464	345	8	74
TOTAL	987	697	37	176
%		77%	4%	19%
Colfax Total	639	453	23	124
%		75%	4%	21%

Community-Serving and/or “Legacy” Businesses

Goal: To not displace businesses important to our community

Definition?

- Longevity – Survived business cycle(s)
- Continuous local ownership
- Provides unique product or service
- Can demonstrate local notoriety/customer loyalty

Caution from team retail consultant:

- *Be very selective to not impair natural evolution of community retail*

