



GUIDING PRINCIPLES FOR DOWNTOWN DEVELOPMENT

This project preserves Downtown as the cultural and commercial heart of the City
by accomplishing at least three of these five objectives:

1. The project builds upon the unique spirit of Downtown by encouraging diverse cultural activity and inclusivity.
2. The project builds responsible residential density.
3. The project improves upon the mix of commercial real estate, contributing to an environment that is supportive of local and small businesses.
4. The project plans for the impact on public facilities and offers solutions to mitigate those impacts while fitting in with the fabric of Downtown.
5. The project considers and engages its neighbors in the planning and development process.