

Royster-Clark  
Special Area Plan

Public Meeting  
Wednesday, July 23, 2008  
Olbrich Atrium



# Meeting Overview

- 6:00-7:00 Informational Open House & Activities
- 7:00-7:30 Short Staff Presentation
- 7:30-8:15 Small Group Design Exercise
- 8:15-8:45 Continued Open House Activities



# Presentation Outline

1. Project Origin
2. Planning Process to Date
3. What's Next?
4. Summary of Public Input
5. Site Analysis Overview
6. Summary of Market Study Findings
7. Conclusions and Preliminary Planning Goals
8. Introduction to the Design Exercise

# 2006 Comprehensive Plan

“If in the future, the current industrial use no longer operates on this site, alternative residential and mixed-use developments are recommended as more appropriate uses for the property than another industrial use.

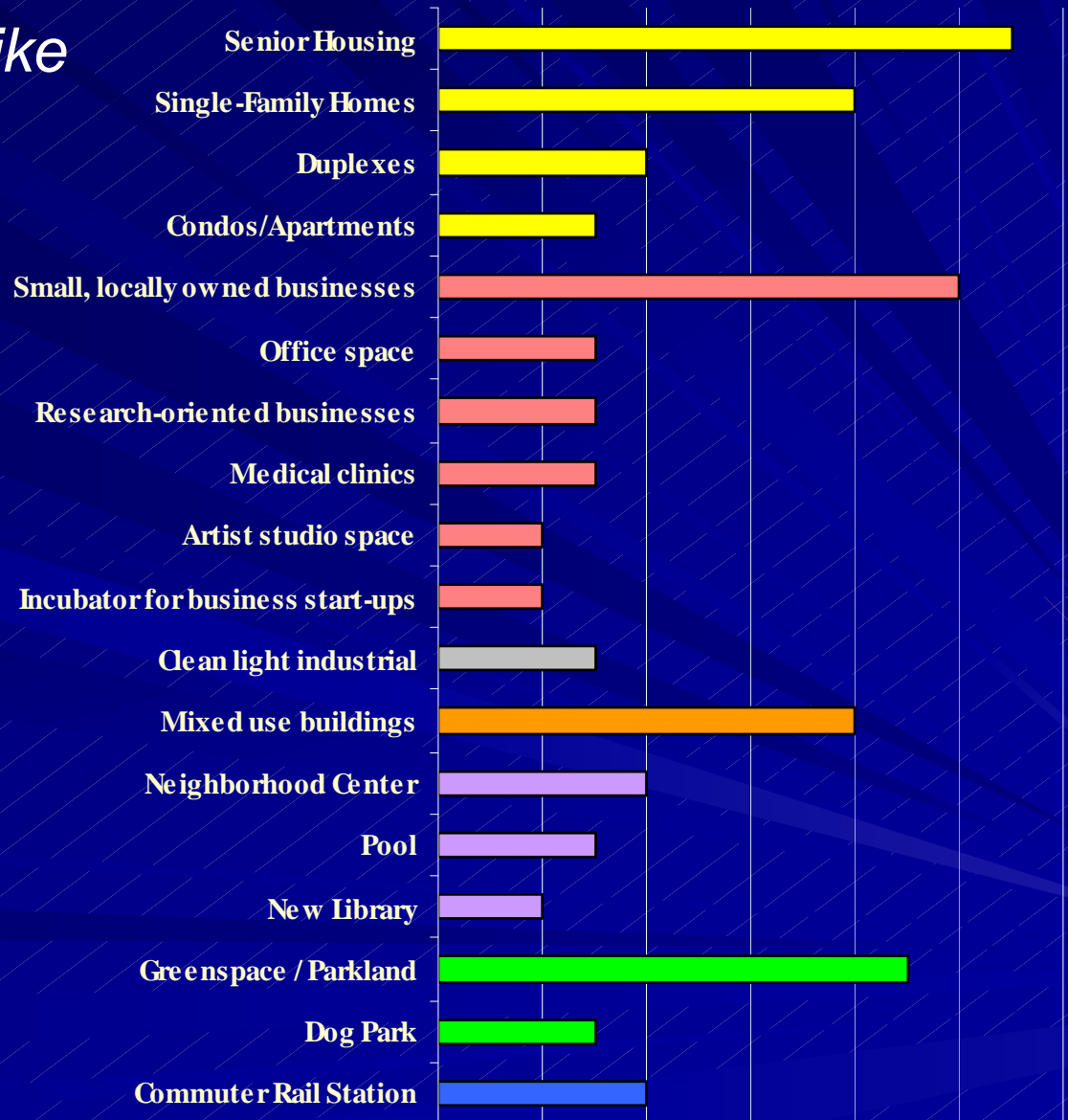
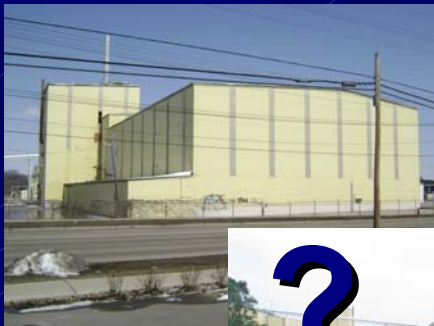
Redevelopment of the site should be consistent with a City-adopted neighborhood or special area plan, which ensures that development on this site is coordinated with uses in the surrounding neighborhood.”

# Planning Process to Date

- |             |  |
|-------------|--|
| 2005-2007   | Neighborhood discussion of Royster-Clark issues        |
| 2006        | Royster-Clark purchased by Agrium, Inc.                |
| Spring 2007 | BUILD and Neighborhood Grants Awarded for Market Study |
| Fall 2007   | City Planning Process Begins                           |
| Nov. 2007   | 1 <sup>st</sup> Public Meeting at Schenk School        |
| Winter 2008 | Neighborhood Survey                                    |
| June 2008   | Market Feasibility Study Completed                     |
| July 2008   | 2 <sup>nd</sup> Public Meeting at Olbrich Gardens      |

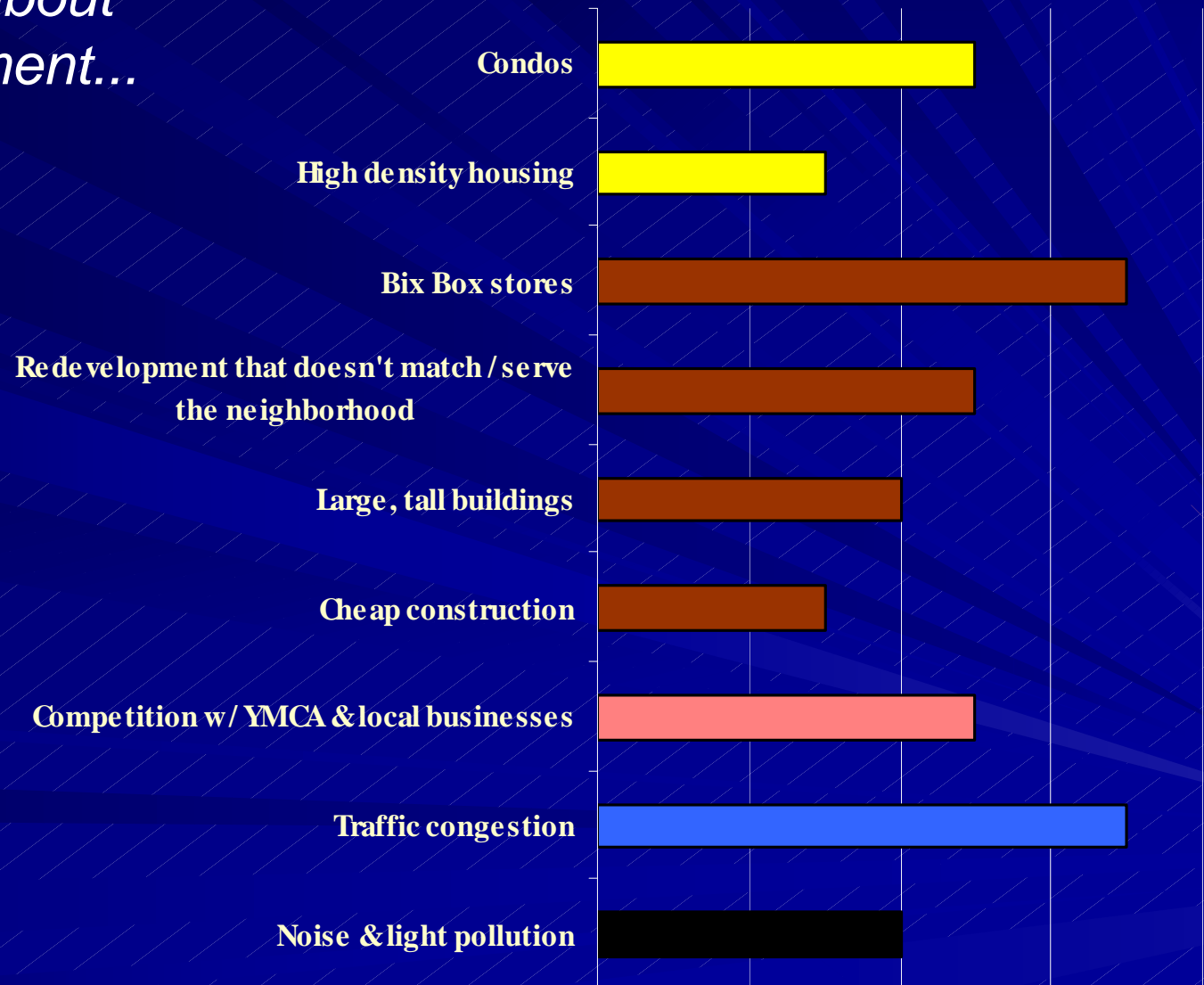
# November 2007 Public Meeting Responses

*Things you would most like to see as part of site redevelopment...*



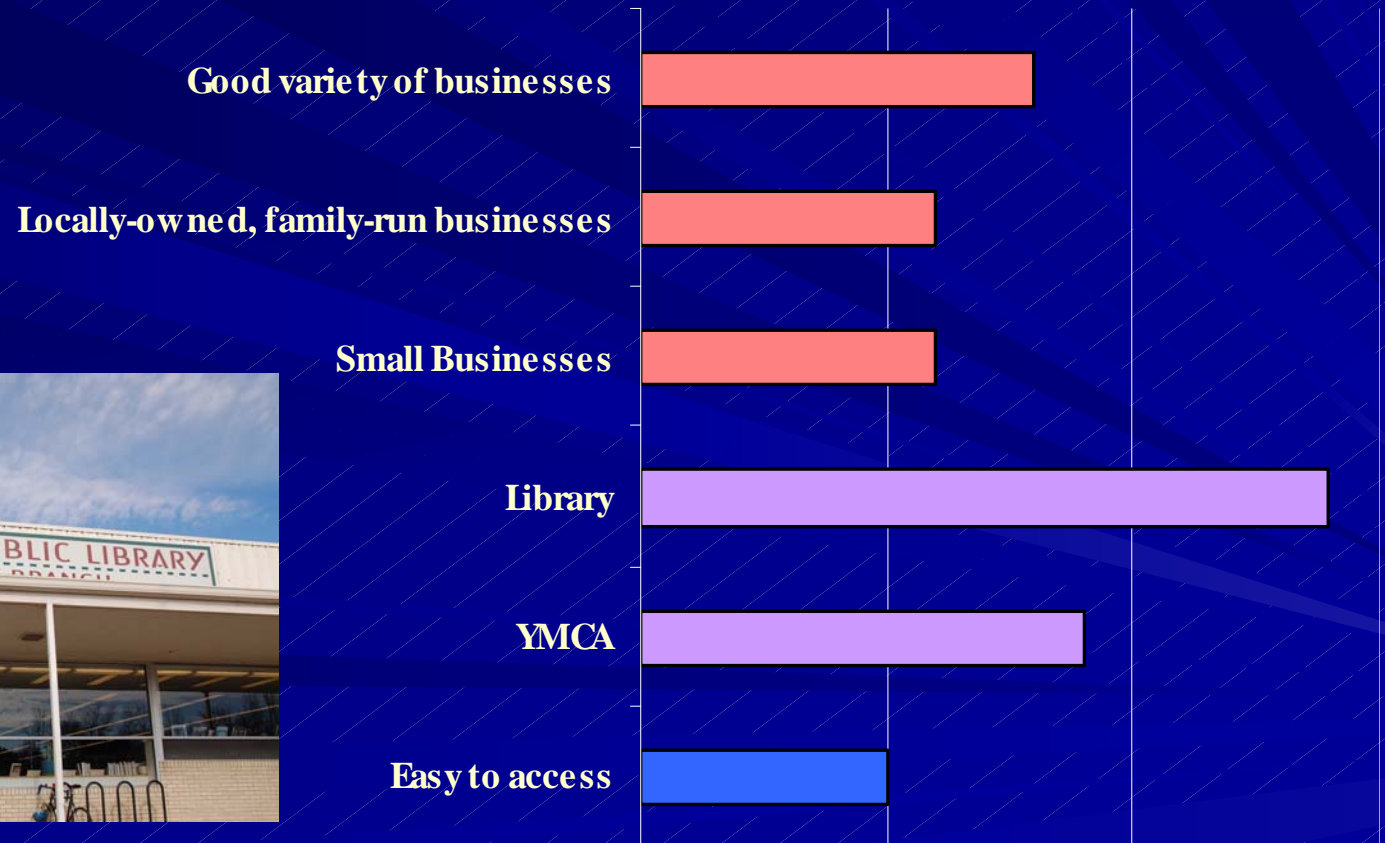
# November 2007 Public Meeting Responses

*Key concerns about site redevelopment...*



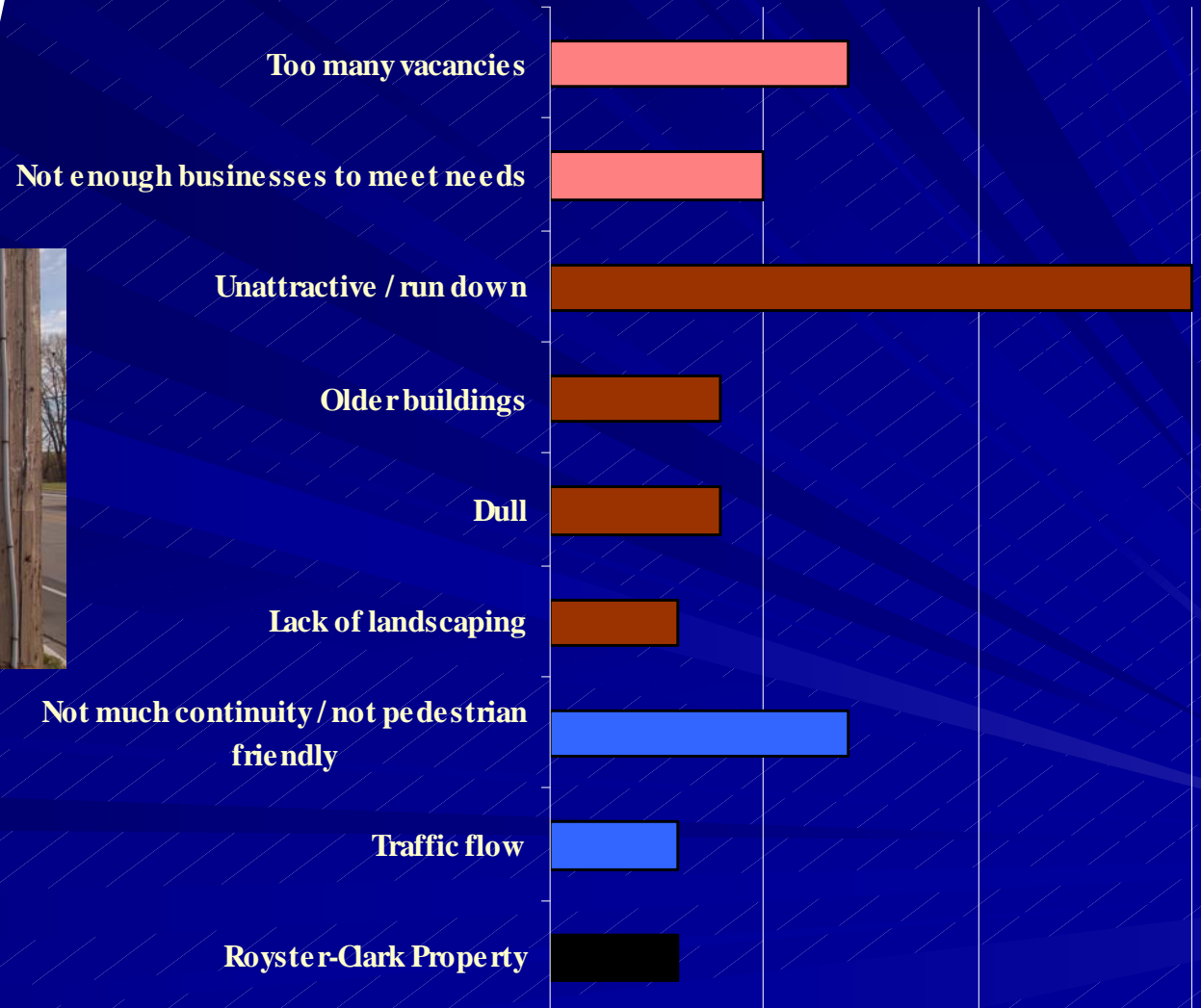
# November 2007 Public Meeting Responses

*Things most liked about  
Cottage Grove Road  
Business District...*



# November 2007 Public Meeting Responses

*Things least liked about Cottage Grove Road Business District...*



# 2008 Neighborhood Survey Responses

*Services / businesses wanted in neighborhood...*

## Most important

- Bakery
- Parks & Recreational Facilities
- Grocery / Produce Market
- Restaurants
- Hardware / Housewares
- Senior Housing

## Least important

- Auto Repair
- Gasoline
- Building Supply
- Laundry / Dry-cleaning
- Jewelry / Gifts
- Prescriptions / Cosmetics

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\*More jobs in the neighborhood was considered *important* or *very important* by a majority of respondents.

# 2008 Neighborhood Survey Responses

*Uses for Royster-Clark site redevelopment...*

## Most desirable

- Parks & Open Spaces
- Community Gardens
- Community Center
- Well-paying Jobs
- Restaurant

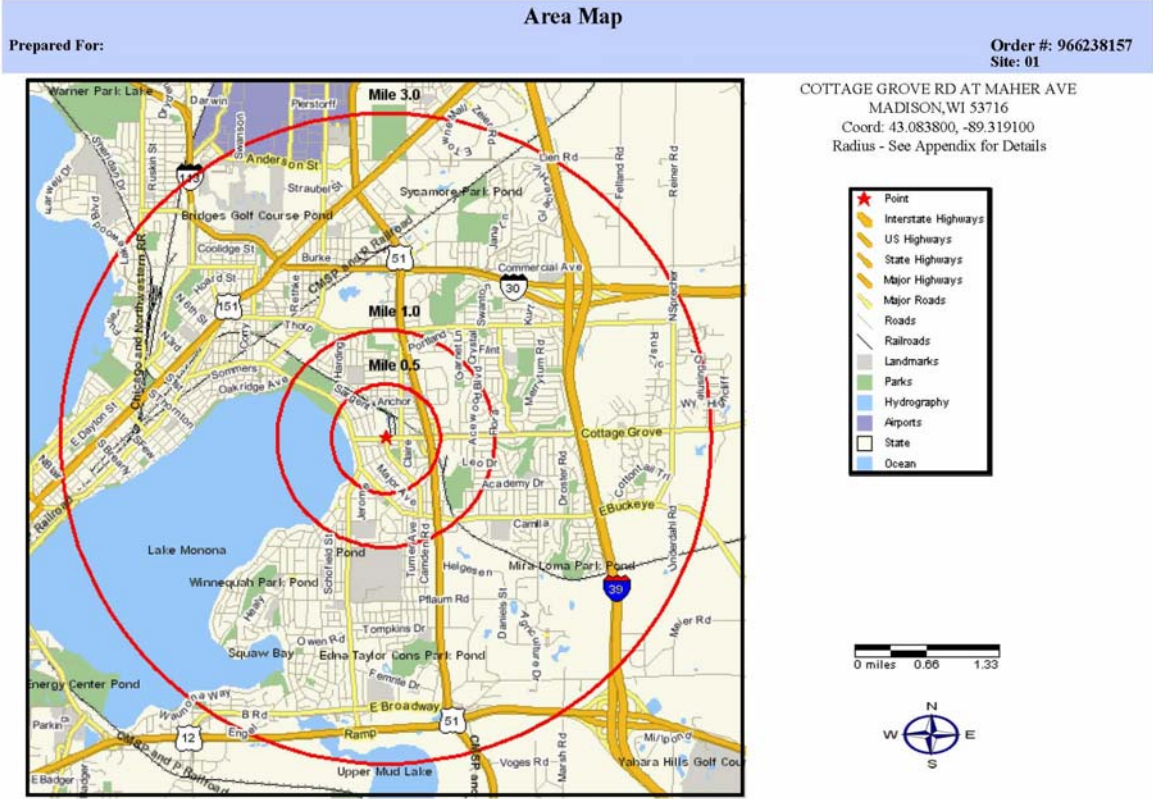
## Least desirable

- Manufacturing
- Rental Housing
- Light Industrial
- Government Services
- Multifamily Owner-Occupied Housing

# Site Analysis Map



# Market Areas



Immediate or  
Walking Market  
( $\frac{1}{2}$  mile)

Primary Market  
(1 Mile)

Secondary Market  
(3 Miles)

# Summary of Market Study Findings

## Retail

- Full range of existing stores and services within market areas
- Limited market support for new retail commercial

## Employment

- Some demand for light industrial / flex space
- Attractive location for contractors
- Very little market for Class “A” Office

## Residential

- Market support for small single family homes under \$200,000
- Likely market support for affordable rental units for seniors or families
- Little current market support for condominiums citywide

# Draft Planning Goals

## Overall Vision

Redevelopment on the Royster-Clark site is an opportunity to create something special that brings new and engaging activities to the neighborhood and acts as a catalyst to encourage additional improvements in the neighborhood.

# Draft Planning Goals

- Integrated site redevelopment
- New development should fit in with existing uses
- “Gateway” to Cottage Grove Rd. business district
- Sustainability, creativity, and superior design
- Local employment and business opportunities
- Innovation and entrepreneurship
- Enhance existing businesses
- Avoid heavy traffic and increased pollution
- Variety of residential opportunities
- Transportation access, safety, and amenities
- Provide new transportation connections

# Design Exercise

4 hypothetical land use & design concepts to generate discussion and get comments on:

- Mix of land uses
- Building scale and massing
- Site layout and design
- Street connections
- Other Details

