
Exhibiting Jurisdictions: Community Profiles and Site Marketing Information



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URBAN CONSORTIUM FOR TECHNOLOGY INITIATIVES

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SAN ANTONIO, TEXAS
SAN DIEGO, CALIFORNIA
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The Urban Consortium for Technology Initiatives was formed to pursue technological solutions to pressing urban problems. The Urban Consortium is a coalition of 37 major urban governments, 28 cities and 9 counties, with populations over 500,000. These 37 governments represent over 20% of the nation's population and have a combined purchasing power of over \$25 billion.

Formed in 1974, the Urban Consortium represents a unified local government market for new technologies. The Consortium is organized to encourage public and private investment to develop new products or systems which will improve delivery of local public services and provide cost-effective solutions to urban problems. The Consortium also serves as a clearinghouse in the coordination and application of existing technology and information.

To achieve its goal, the Urban Consortium identifies the common needs of its members, establishes priorities, stimulates investment from Federal, private and other sources and then provides on-site technical assistance to assure that solutions will be applied. The work of the Consortium is focused through 10 task forces: Community and Economic Development; Criminal Justice; Environmental Services; Energy; Fire Safety and Disaster Preparedness; Health; Human Resources; Management, Finance and Personnel; Public Works and Public Utilities; and Transportation.

Public Technology, Inc. is a nonprofit, tax-exempt, public interest organization established in December 1971 as an institutional mechanism for applying available technologies to the problems of State and local governments. Sources of such technologies include Federal agencies, private industries, universities, and State and local jurisdictions themselves. PTI works in both the hardware and software fields.

Public Technology, Inc. was organized by several public interest groups representing State and local governments. Its present Board of Directors consists of Alan Beals, Executive Director, National League of Cities; Mark E. Keane, Executive Director, International City Management Association; Robert A. Kipp, City Manager, Kansas City, Missouri; and The Honorable Tom Moody, Mayor, City of Columbus, Ohio.



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PREFACE

The 1980 Joint Development Marketplace is sponsored by the Urban Mass Transportation Administration, U.S. Department of Transportation, and is coordinated by the Urban Consortium for Technology Initiatives, Public Technology, Inc., secretariat to the Urban Consortium, and The Urban Land Institute.

The Marketplace provides an opportunity for cities and counties to make representatives of the private sector aware of development sites that are closely linked to existing or proposed public transportation facilities. Nearly one hundred sites, located in jurisdictions throughout the United States, are being exhibited at the Marketplace.

This book contains community profiles of the participating jurisdictions and marketing information on the sites that are being exhibited. All of the material included herein was prepared by the participating cities and counties. The cooperation and hard work of many individuals from the exhibiting jurisdictions made possible the publication of this document.

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 - Government Center Station
 - Brickell Station
 - Coconut Grove Station
 - Douglas Road Station
 - Dadeland North Station
 - Gladeview Elementary School Site
- Decatur, Georgia
 - Court Square Site

Detroit, Michigan

Block bounded by: W. Jefferson, Griswold, W. Larned, Shelby
Block bounded by: Clifford, Bagley, Park, Washington Blvd.
Block bounded by: John R., Broadway, E. Grand River, Farmer
Block bounded by: E. Fort, St. Antoine, E. Lafayette, Beaubien
Block bounded by: Michigan, Third, Abbott, Lodge Freeway
Block bounded by: Michigan, Third, Abbott, Lodge Freeway
Block bounded by: Michigan, First, Abbott, Third

Galesburg, Illinois

Burlington Northern Depot

Gary, Indiana

Multi-Modal Transportation Center & Related Improvements
Union Station, 3rd and Broadway, Downtown
Enclosed Retail Mall and Light Industrial Area in Downtown

Highland Park, Illinois

Highland Park Central Business District

Jacksonville, Florida

Hogans Creek
Seaboard Coastline Properties
Charter Quad Block
St. Johns Place

Kansas City, Missouri

16th and Central
Northland Park
The Riverfront
Pershing Square
Crosstown

Long Beach, California

Hotel/Commercial
Office/Commercial

Montgomery County, Maryland

Silver Spring, Maryland - Loving Tract Site
Silver Spring, Maryland - Parking Lot 7B Site
Silver Spring, Maryland - Perry Site
Silver Spring, Maryland - Ripley Street Site
Rockville, Maryland - Courthouse Square Site
Rockville, Maryland - Middle Lane Site
Rockville, Maryland - Parcel 4-A Site

New York, New York

International Trade Complex
Atlantic Terminal Urban Renewal Area

Norfolk, Virginia

A-17 Downtown West (across from Federal Building)
R-8, Parcel 69A
R-8, Parcel 19
R-8, Parcel 18
R-8, Parcel 55

Oakland, California

City Center Regional Shopping Mall
City Center Development (Office)
Coliseum Area Industrial/Business Complex

Portland, Oregon

South Downtown Waterfront Redevelopment Project

Rochester, New York

San Francisco, California

Presidio Division Trolley Coach Yard
Kirkland Division Motor Coach Yard
Metro Center

San Jose, California

Hotel and Office Building - San Antonio Redevelopment Area
Major Mixed Use Development of Market Housing, Commercial
and Offices - San Antonio Redevelopment Area

Seattle, Washington

Mixed Commercial Development - Seattle Pike Place Market

Spartanburg, South Carolina

Opportunity Block
Spartanburg Airport Industrial Park
Fair Grounds

Springfield, Massachusetts

Morgan Square
Former Kresge Block
1391 Main - Former Forbes & Wallace Department Store
Springfield Redevelopment Authority Parcel 5
East and West Sides of Market Street
Former Springfield Redevelopment Authority Parcel 3

Washington, D. C.

Gallery Place North
Minnesota Avenue Metro Station Area
Navy Yard Station Area (Capital Gateway Project)
Anacostia

Wilmington, Delaware

Wilmington Dry Site
Customs House Square Site

AKRON, OHIO

CITY PROFILE
AKRON, OHIO

LOCATION

Akron, Ohio is the largest city in Summit County and fifth largest city in the state. The Akron SMSA is the 55th largest in the country. Located in northeastern Ohio, Akron is 35 miles south of Cleveland and 100 miles west of Pittsburgh. Akron serves as the transportation and distribution center of the area because of its excellent access to Interstates 77, 76 & 80 and close proximity to two major international airports.

POPULATION

City of Akron	250,000
Summit County	536,000
SMSA	690,500

From 1970 to 1980 the SMSA had a growth rate of 1.7%.

EMPLOYMENT

Akron CBD area	25,000
Summit County	242,350
SMSA	313,200

Employment sectors in the Akron Metropolitan Area:

Manufacturing	39%
Non-Manufacturing	61%

Average weekly earnings:

Akron Metropolitan Area	\$341.54
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Major manufacturing industries are rubber, plastics, fabricated metals, machines, electrical equipment, chemicals, food processing, printing and publishing, and primary metals.

The fastest growing employment sector has been finance, insurance, real estate, and trade, which added 25,000 new jobs since 1970.

Effective Buying Income:

The average household income for the Akron Area is \$16,500.

TRANSIT SYSTEM

The METRO Regional Transit Authority services the cities of Akron, Barberton, Cuyahoga Falls, and Fairlawn.

Service area	75.1 square miles
Number of routes	26
Daily ridership	20,000
Annual ridership	5 million
Trend in ridership	122% increase since 1972

Downtown Loop service and Special Citizens Area Transit services are provided.

DEVELOPMENT TRENDS - DOWNTOWN AKRON1. Office Space:

At this time there is a shortage of prime office space in the downtown area and an immediate demand exists.

Class A office space: 621,000 net sq.ft.
100% occupied
Rental rates between \$8 & \$10.50 per sq.ft.

Class B office space: 799,800 net sq.ft.
89% occupancy rate
Rental rates range between \$3.75 & \$7.50 sq.ft.

Overall CBD office occupancy rate of 93%

The CBD could capture 35% of the office space demand in the period 1980-85 for the SMSA area or a total of 275,000 additional sq.ft.

2. Retail/Commercial:

The downtown retail core is centered around Main Street between Mill and State Streets. There are 87 establishments in this area including a major department store, The M.O'Neil Company, a subsidiary of May Company Stores. There is a total of 546,000 sq.ft. of retail space downtown. The area is well served by the METRO Regional Transit as all bus headways are located downtown.

The Akron Metro Area generated \$2.4 billion in retail sales in 1978. The City of Akron accounted for \$1 billion of these retail sales through its 91,500 households. There are four major retail trade areas in the Akron region. The downtown area has a 31.8% share of the GAF market with an estimated GAF sales potential of \$31.5 million by 1985. This would represent an increase of market share for downtown to 34%.

3. Residential:

The housing market is tight with a 2.1% overall vacancy rate. Approximately 66% of all units are owner occupied while 34% are rented. The average price of a new three bedroom, 1800 s.f. home is \$70,000 per American Chamber of Commerce Research Association standards. A typical monthly rent for a two bedroom garden apartment is between \$245-\$285.

4. Industrial:

The City of Akron presently encompasses 57 sq. miles with approximately 2400 acres zoned for commercial or industrial uses.

There are approximately 150 acres of good quality industrial land vacant at this time. The range of industrial land prices varies from \$.35 to \$.80 per sq.ft.

Typical industries in Akron are rubber, plastics, chemicals, machinery, fabricated metal, and electrical equipment.

The City is currently pursuing an aggressive annexation policy to increase the availability of industrial and commercial land for expansion of existing business and new business development.

Special Features in the Akron Area

The Akron CBD is adjacent to the University of Akron, a four year state university with 25,000 students. Cultural attractions such as the 3,000 seat E.J.Thomas Performing Arts Hall, the Akron Art Institute, and the Civic Theatre, a National Historic Landmark, are nearby. The downtown area is serviced by the recently completed Recycle Energy System which provides low cost steam energy to downtown businesses.

A transitway and pedestrian concourse is proposed for Main Street in downtown. This would link the University of Akron campus and the downtown and enhance the transit ridership of METRO. The project has been submitted for funding under an UMTA Urban Initiatives Grant.

The corporate headquarters of the B.F.Goodrich Co., the Firestone Tire and Rubber Co., the Goodyear Tire and Rubber Co., and the General Tire and Rubber Co., with a combined headquarters employment of 20,000 are within a two mile radius of downtown. In addition, a \$75 million research and technical center is being constructed adjacent to the Goodyear Tire & Rubber Company headquarters.

Recent private redevelopment projects in the downtown area include the renovation of the YMCA building as a thirteen-story office/restaurant/health club facility, the Quaker Square hotel/shopping complex, and the expansion of the Akron Art Institute. Since 1970 there have been \$60.8 million of public investment and \$99 million of private investment in the downtown area.

SITE INFORMATION

SITE: RETAIL MALL (bounded by Bowery, Main and State Streets)

CONTACTS: Robert A. Edwards, Deputy Mayor Economic Development, #204 Municipal Building, 166 South High Street, Akron, OH 44308 216-375-2133

James A. Alkire, Director, Planning & Urban Development, #401 Municipal Building, 166 South High St., Akron, OH 44308 216-375-2771

SITE DESCRIPTION: The Retail Mall development consists of a 6.5 acre triangularly shaped site. The Retail Mall is adjacent to the M.O'Neil department store, a subsidiary of May Company Stores, the Civic Theatre, and the YMCA building, which is presently being rehabilitated as an office/health club facility. The Ohio Canal bisects the parcel.

TRANSPORTATION FACILITY: The block has immediate access to the METRO Transit System and the proposed Main Street Transitway.

LAND OWNERSHIP, COST, TAXES: The land assemblage will be coordinated with the developer's schedule. The estimated assessed valuation of the Retail Mall is \$7 million.

PUBLIC OBJECTIVES: The Retail Mall is proposed to have a gross leasable area of 195,000 sq.ft. and a public area of 48,750 sq.ft. The Retail Mall will be a multiple-level, enclosed mall with access to the 346,000 sq.ft. M.O'Neil Company department store.

The Retail Mall will become the retail/entertainment center of downtown, capable of supporting 52,000 sq.ft. of restaurant activity and 143,000 sq.ft. of specialty shops. The center will have access to the historic Civic Theatre as well as two smaller theatres to be built. A pedestrian skyway will cross Main Street and link the Retail Mall with the government complex.

SPECIAL FEATURES AND CONSIDERATIONS: The anchor store, O'Neil's, is committed to the project and has expressed an interest in a limited partnership in the Retail Mall development.

The Retail Mall will draw from a daytime workforce of 25,000 people. The location is immediately adjacent to the Cascade Plaza, an office/hotel complex; a government center of state, county, and city offices; and the offices of the telephone utility company. The Retail Mall is to be built around and above the historic Ohio Canal. This design feature will offer the developer the opportunity to create a landscaped, well-lighted open-air environment along the canal. Parking decks immediately adjacent to the Retail Mall will provide 1300 parking spaces.

SITE INFORMATION

SITE: CANAL PARK RESIDENTIAL AREA (bounded by Bowery St., Buchtel & State Sts.)

CONTACTS: Robert A. Edwards, Deputy Mayor Economic Development, #204 Municipal Building, 166 South High St., Akron, OH 44308 216-375-2133

James A. Alkire, Director, Planning & Urban Development, #401 Municipal Building, 166 South High St., Akron, OH 44308 216-375-2771

SITE DESCRIPTION: The Canal Park Residential Area consists of a 4.4 acre site. The area is bisected by the Ohio Canal which runs through the downtown area. The area is one block from Main Street and is adjacent to the main retail activity center in the CBD as well as a major hospital facility.

TRANSPORTATION FACILITY: The block is served by the METRO Transit System and is one block from the proposed Main Street Transitway.

LAND OWNERSHIP, COST, TAXES: The parcels will be assembled by the City of Akron and made available to the developer. The land acquisition for the site will commence in late 1980 and will accommodate the developer's schedule. The estimated assessed valuation of this project will be \$7 million when completed. The tax valuation is \$53.51 per \$1000 of value based on 35% assessment ratio.

PUBLIC OBJECTIVES: The Ohio Canal Residential Area south of the O'Neill's department store and the retail mall is to be developed as a new residential neighborhood. A total of 280 market rate condominium units are planned to be housed in two six-story structures of 80 units each and one 120 unit structure of ten stories. A total of 500 parking spaces would be provided in an adjacent parking deck.

It is anticipated that the old Ohio Canal will be converted into a landscaped park and walking trail area. The Ohio Canal Residential Area will be the first phase of new residential developments spreading along West Exchange and Bowery Streets.

SPECIAL FEATURES AND CONSIDERATIONS: A downtown residential community is a key to the retail/commercial redevelopment efforts. A market analysis supports the need for condominium housing based upon the close proximity of two major hospitals and the University of Akron as well as professional workforce in downtown Akron.

SITE INFORMATION

SITE: CASCADE EAST OFFICE/HOTEL COMPLEX (bounded by Main, Bowery, High, Mill Streets)

CONTACTS: Robert A. Edwards, Deputy Mayor Economic Development, #204 Municipal Building, 166 South High Street, Akron, OH 44308 216-375-2133

James A. Alkire, Director, Planning & Urban Development, #401 Municipal Building, 166 South High Street, Akron, OH 44308 216-375-2771

SITE DESCRIPTION: The Cascade East Office/Hotel project consists of a 3.3 acre site occupying an entire city block. The proposed complex will encompass 483,500 sq.ft. gross building area fronting on Main Street adjacent to government/financial center.

TRANSPORTATION FACILITY: The Cascade East development is well served by the METRO Transit system and the proposed Main Street Transitway. Pedestrian traffic through the office/hotel complex will be linked to the government center and the Cascade Plaza by elevated walkways.

LAND OWNERSHIP, COST, TAXES: The land assemblage will be performed by the City and is scheduled to coincide with developer's schedule. The project is anticipated to have an assessed valuation of \$9.5 million when completed.

PUBLIC OBJECTIVES: Cascade East will be a multi-use project in the heart of downtown. The market research indicates that downtown Akron can increase its share of the medium size conference and convention market. This will necessitate the construction of a 400-room high quality hotel of 280,000 sq.ft. gross building area and a 15,000 sq.ft. exhibition hall. A 20,000 sq.ft. athletic facility is proposed as an integral part of the conference center.

A portion of the demand for prime office space is to be met by the construction of 147,000 sq.ft. office building of 12 stories. A nationally known construction/development company has expressed an interest in developing the office tower and in a limited partnership in development of the complex. The ground floor of this tower will accommodate special tenants and shops. Completion of the office building is slated for late 1982.

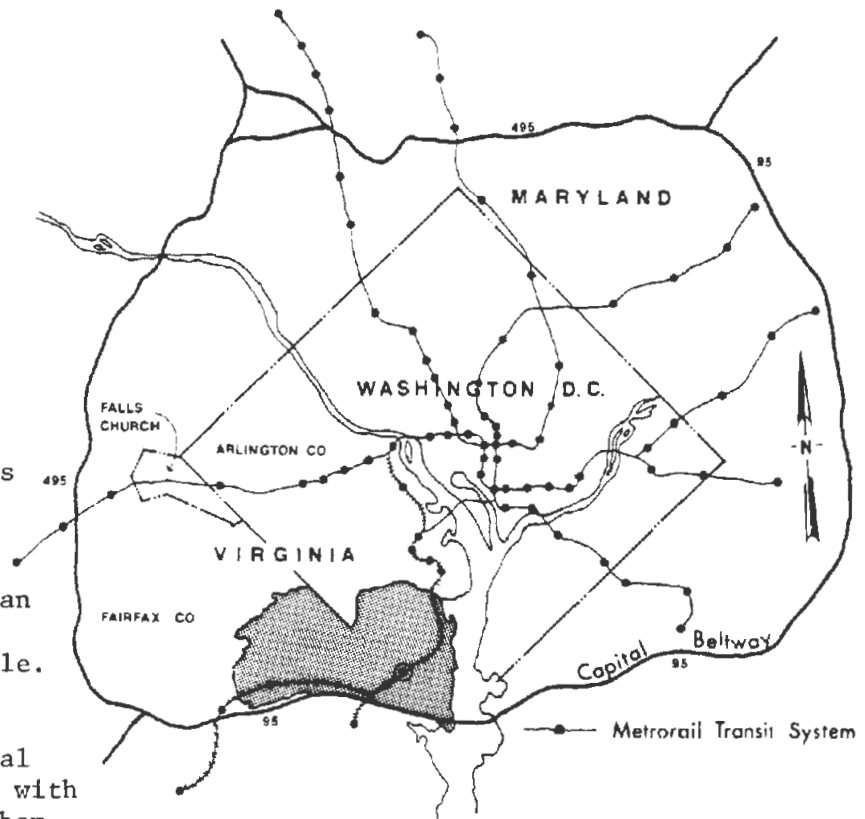
A 630 car parking deck below grade will be provided for hotel guests, office workers, and conventioners. The pedestrian skywalks will link Cascade East to Cascade Plaza, the government center and to retail shopping areas.

SPECIAL FEATURES AND CONSIDERATIONS: The Cascade East project is in an excellent location in the center of downtown. Vehicular access from the Innerbelt and South High Street is excellent and parking will be provided on-site. In addition, pedestrian traffic can move easily throughout downtown via pedestrian skywalks and METRO transit.

ALEXANDRIA, VIRGINIA



Location; Alexandria is located five miles south of the Nation's Capital, and lies within the Capital Beltway, only a few minutes away from Washington National Airport and metropolitan employment centers such as the Pentagon and the Federal Triangle. Excellent north-south access to downtown Washington is provided by the George Washington Memorial Parkway, U.S. Route 1 and I-395 with circumferential access to suburban employment centers provided by the Capital Beltway.



Population: The City's estimated 1979 population of 118,900 represents modest growth over the past few years. Increasingly the composition of the population reflects the trend towards smaller households with two wage earners and professional single person households. In 1977 Alexandria's per capita income was \$11,400 which ranked second among Northern Virginia jurisdictions. From 1973-1977, Alexandria's income increased more rapidly than the CPI for the Washington, D.C. Metropolitan Area.

Employment: Since 1974 employment in the City has risen to 61,700. This figure represents a 20.2% increase over the past five years. This rate of increase is approximately twice that of the Washington Metropolitan Area and slightly above that of Fairfax County. The number of employed Alexandrians in 1978 (51,700) compared to 1978 employment (59,800) indicates that the City can no longer be considered as a bedroom community but rather as an employment center in its own right.

The unemployment rate is 5.1%. Major employers include the U.S. Government, Sears Roebuck, The Virginia Electric and Power Company, and Time-Life Books, Inc.

Transit: By mid-1982 Alexandria will be served by the Metropolitan Washington Rapid Rail System (Metro). The Huntington Line (opening 1982) and the Springfield Line (1985) will enhance the City's already excellent access to Metropolitan employment centers. Alexandria's four rail stations - Braddock, King, Eisenhower, and Van Dorn-will be served by an improved feeder bus system which will also connect Metro commuters with Alexandria's employment centers. The City will develop an intermodal center at the King Street Station by interfacing commuter rail (Alexandria's Union Station AMTRAK depot) with the Rapid Rail System. The intermodal center will connect rapidly growing urban fringe areas with Metropolitan Washington employment centers.

Development Trends

Office - Alexandria, with 2.9 million square feet of office in 1977, has added close to one million square feet of office development over the past five years. It is projected that with the onset of Metro the City will absorb 350,000 square feet per year to 1984 and perhaps 500,000 square feet per year in the 1984-1989 period. This will add 4.25 million square feet of office space to an increasingly healthy Alexandria market over the next decade. Alexandria is proving its ability to attract trade associations and national headquarters which now include for example,

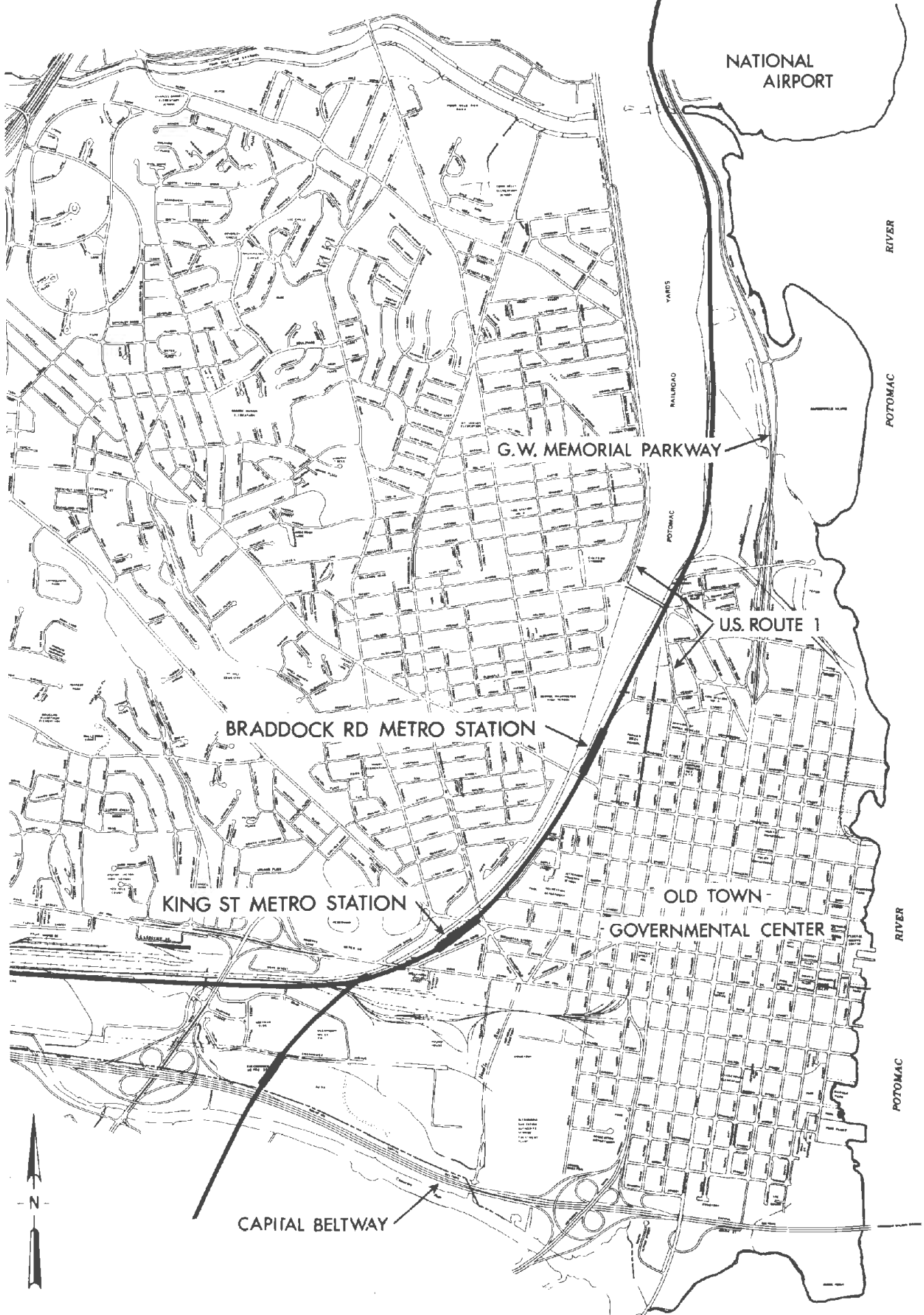
Time Life Books
 United Fresh Fruit and Vegetable Association
 National Association of Chain Drug Stores
 National Office Products Association
 Retired Officers' Association

Rents for new office space is \$12-\$14 a square foot. The vacancy rate is practically zero. Commercial land near the King Street Metro Station is expected to range from \$25- \$35 a square foot.

Retail - The City has over 2,000 retail establishments occupying 3.7 million square feet of space. Total retail sales in 1979 were \$500 million. The City contains a major regional shopping center (Landmark) and several community shopping areas. A unique feature of retailing in the City has been the development of the Old Town Specialty Shop District. This commercial area is located in the midst of the oldest part of the City near the Potomac River and government center and contains numerous boutiques, art galleries, antique shops and restaurants. The Old Town Area is a growing weekend attraction for metropolitan residents and for tourists from around the country. Tourists spent an estimated \$99 million in Alexandria in 1978.

Residential - Although somewhat slowed by the economy, Alexandria continues to demonstrate a strong market for residential development particularly single-family townhouses. As of July 1979 there were approximately 54,200 housing units in the City, 30% single-family dwellings, 55% rental apartments and 15% condominiums. The average assessed value of single-family houses has risen from \$39,200 in 1974 to \$77,900 in 1979. This 20% annual rate of increase over the last five years is double that of the consumer price index for the Washington Metropolitan Area. With the advent of Metro and the continued attractiveness of Old Town and the Waterfront it is expected that further residential development particularly condominiums will occur.

Special Features: Although Alexandria is largely built up there is still considerable land available for redevelopment. These development opportunities are focused on areas adjacent to Metro Stations where the City is encouraging a mix of office, retail and residential uses. Alexandria's amenities, its waterfront, its Old and Historic District, its close-in location and its excellent transit system will continue to make the City highly competitive in attracting quality development.

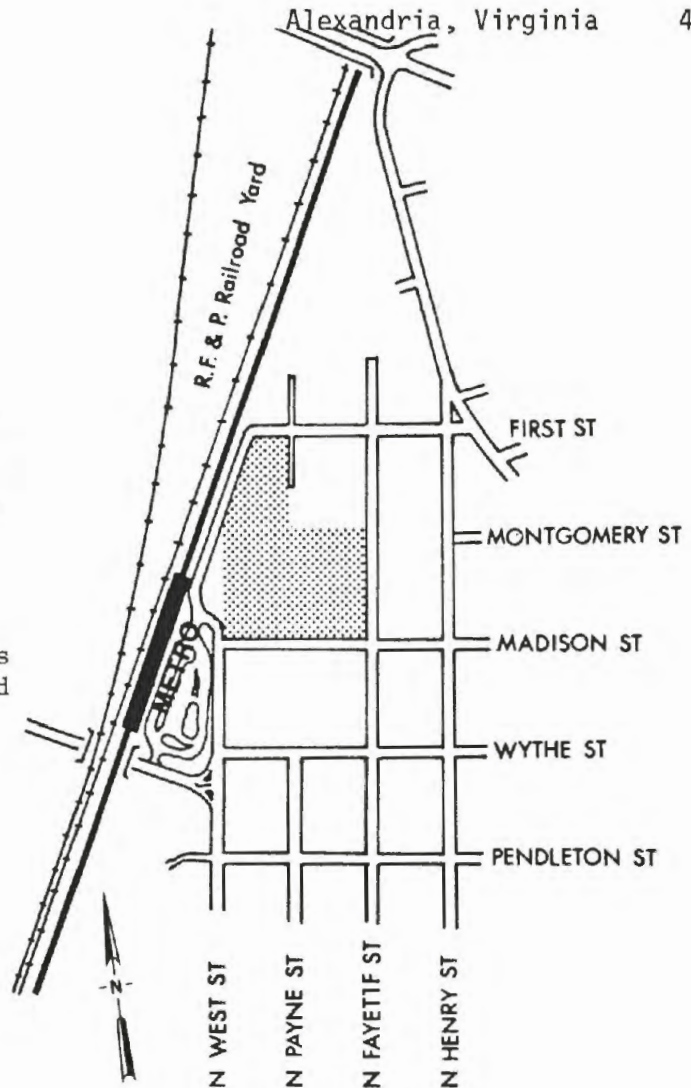




Site: Parker Gray School (see drawing)

Contact: Engin Artemel, Director
 Planning and Community Development
 or
 Larry K. Grossman, Senior Planner
 Raymond T. Johnson, Senior Planner
 320 King Street, Room 201
 Alexandria, Virginia 22314
 (703) 750-6311

Site description: The Parker Gray School has been declared excess by the School Board and is available for redevelopment. The site, consisting of a 97,000 square foot school building and a track facility, is 7½ acres and is located adjacent to the Braddock Road Metro Station. The site is bordered by vacant and underutilized commercial and industrial land to the north and east, residential uses to the south and the railroad and Metro tracks to the west. The Parker Gray School Site is zoned RB townhouse which allows 27 dwelling units per acre.



Transportation Facility: The Braddock Road Station is part of the Huntington Metro Line and will be open by mid-'82.

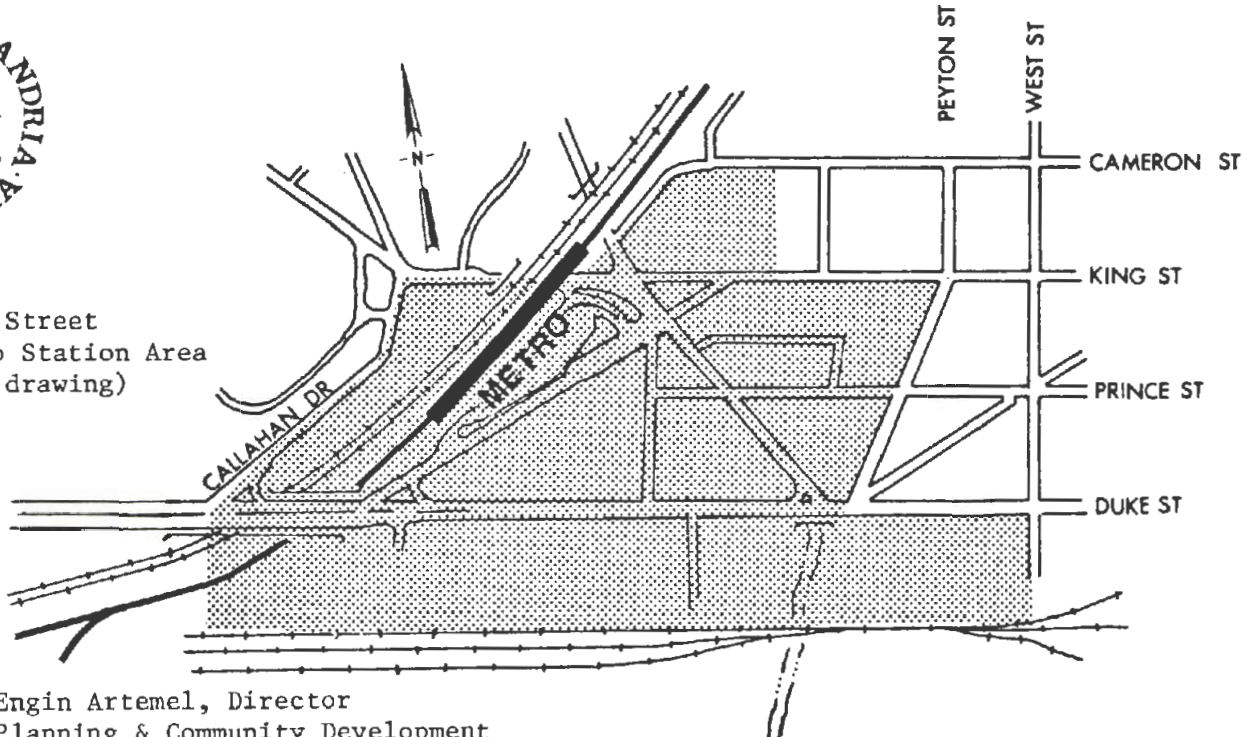
Land Ownership, Cost, Taxes: The Parker Gray site is owned by the City. There is also approximately 23 acres of private land that could be redeveloped in conjunction with the Parker Gray site. Although there has been no appraisal of the site, land in the area currently is assessed by the City at \$10 a square foot. The City assesses at 100% of the appraised value and taxes at a rate of \$1.39 per \$100 of assessed value.

Public Objectives: The City is encouraging a mix of residential, office and retail uses for the Parker Gray School redevelopment site. The City views the site as the catalyst for future redevelopment on nearby privately owned parcels. The City encourages developers to consider the possibility of purchasing adjacent sites or entering into joint venture with adjacent property owners to facilitate phased redevelopment of the entire 30 acres. New mixed use zoning proposed for the site will allow 77' for buildings with a 3.0 FAR and a residential density limit of 54.45 dwelling units per acre. The zone will also allow a reduction in parking requirements due to proximity to the Metro Station. The City is planning extensive public improvements including access roads, undergrounding utilities, new sidewalks, trees and street lamps. There will also be excellent bus service to the site and the Metro Station with connections to downtown Alexandria and to Crystal City.

Procedures for site disposition including site design and use criteria will be developed over the summer. The bidding process is expected to commence this fall.



Site: King Street
Metro Station Area
(see drawing)



Contact: Engin Artemel, Director
Planning & Community Development
or
Larry K. Grossman, Senior Planner
320 King Street, Room 201
Alexandria, Virginia 22314 (703) 750-6311

Site Description: The site consists of some 35 acres of multiple parcel, privately owned land within a five-minute walk to the Metro Station and within a ten-minute walk to the Downtown Historic District and government center. The development area is characterized by a mix of low intensity commercial and light industrial uses including four auto dealerships and a 30-year-old neighborhood shopping center. New zoning for the area allows for mixed residential, office and retail uses with a 77' height limit, 3.0 FAR and residential densities at 85 dwelling units per acre. Parking requirements are 2 per 1000 square feet for office and 1.1 spaces per d.u. for residential development.

Transportation Facility: The area is adjacent to the King Street Metro Station which will open in mid-1982. There is also an AMTRAK passenger depot located adjacent to the Metro Station.

Land Ownership, Costs, Taxes: Land ownership is entirely private and highly fragmented. However, there are several sites of at least 2 acres. Land has recently traded at \$20 a square foot. However, it is likely that future sales will range from \$25-\$35 a square foot. The tax rate is \$1.39 per \$100 of assessed value.

Public Objectives: As outlined in the Adopted 1978 King Street Plan the City desires a mix of office, retail and residential uses. Small retail shops and offices are encouraged along King Street, residential uses are preferred along Prince Street and a multi-use complex is desired directly across from the Station as a focal point for the area.

Special Features or Considerations: The City has programmed \$28 million in public improvements for the area over the next six years. These improvements include upgrading the street system, pedestrian facilities, undergrounding of all utilities, new sidewalks and street lighting, plazas, parks and parking facilities. To serve new development the transit parking district allows a developer to transfer up to 75% of required parking to off-site City designated parking facilities. The district is intended to alleviate possible traffic congestion and to mitigate the effect of a high water table on underground parking construction and development densities.

BALTIMORE, MARYLAND



MCDC

MARKET CENTER DEVELOPMENT
CORPORATION of BALTIMORE

15 CHARLES PLAZA SUITE 102
BALTIMORE, MARYLAND 21201
TELEPHONE (301) 752-5400

BALTIMORE CITY, MARYLAND

Location: Baltimore, America's eighth largest city, is located on Chesapeake Bay and features one of the World's major deep water, year-round ocean ports. Just 55 minutes from The Nation's Capital, Baltimore, a cultural and economic centerpiece, is historically considered the tie between the industrial Northeast and Midwest and the now burgeoning Southern states. The City is the confluence of a major federal and state highway and rail network, and a new international airport is merely minutes away from downtown.

Population: Baltimore, has a population of 810,000 while the SMSA, The Nation's fourteenth largest, records an estimated 2,220,500 citizens. Baltimore County has more than 30% of the SMSA. For the decade 1973 to 1983, a 5.5% population increase is forecast for the Baltimore Market, while households will see an estimated 21% jump.

Employment: A traditional Baltimore resource is the diverse, highly skilled, productive labor force, now numbering some one million workers. About 17,000 annually will join the labor force during this decade. More than 80% of all manufacturing categories contained in the United States Standard Industrial Classification are found in the Baltimore Region. Major employment sectors include shipping, manufacturing, money management, education, medical services, and retail/wholesale trade. The Johns Hopkins University Medical School is the largest employer in Baltimore. The City is the home of several national corporations, including McCormick, Noxell, USF&G and others.

Transportation: Baltimore transportation modes demonstrate a considerable degree of versatility and strength in responding to Area needs. An intricate network of all-points boulevards and limited access arterials are supportive of inner-city fast ingress-egress. A pedestrian skywalk system linking important downtown-inner harbor locations is now 50% completed, with more sections on the way. A 12 block transit mall down the spine of Metro-Center is scheduled for completion in 1982.

The federal/state highway system linking Baltimore to all United States points, is considered one of the Nation's best. The Baltimore, and Washington Beltways come within minutes of each other. More than 160 ICC - certified common carriers attest to Baltimore's importance as a highway transportation center. The Port of Baltimore is a \$12 billion annual business, with some 4,000 vessels calling yearly, and with volume rising. Baltimore is the hub of an intercontinental passenger and freight rail fabric - on the main line of two of The Nation's busiest lines.



MCDC

MARKET CENTER DEVELOPMENT
CORPORATION of BALTIMORE

15 CHARLES PLAZA SUITE 102
BALTIMORE, MARYLAND 21201
TELEPHONE (301) 752 - 5400

In 1982, the first eight miles of a 9 station rapid transit rail system will open and is expected to serve 83 thousand trips each week day. Three stations are funded by UMTA Value Capture/Joint Development Projects (as illustrated in this exhibit). The efficient Maryland Transportation Authority provides some 240 thousand riders daily traveling and stopping off in the Retail District on 43 of the 50 total MTA routes. Both major intercontinental bus depots are in the Retail District with 400 trips scheduled daily.

The Baltimore Market: Baltimore is a vibrant, growing market with a traditionally high stability factor. Proof is reflected in what are considered to be the key economic indices: Household Income - now at a \$19 thousand average and, a 14 billion dollar effective buying income. The City shows a 63% increase in family income in the past decade, which ranks Baltimore seventh nationally. The Baltimore Market is expected to complete a dramatic 88% jump in the average HI ** EBI by 1983.

Development Trends:

Office: Baltimore City is an acknowledged World leader in downtown urban renaissance. Award winning new structures grace the Charles Center-Inner Harbor developments with more coming. Exciting plans are being translated into action in the 82 acre Retail District. More than 4 million sq. ft. of new, prime office space in the heart of Metro-Center is currently 98% occupied, while another 535,000 sq. ft. of prime opening in 1982 is already tenant committed. Close to 3 million sq. ft. of secondary space, all downtown (and prime by many cities' standards) is substantially filled. Another 1 million sq. ft. is available for "rehab" in choice Metro-Center sites. For prime, lease rates range from \$10 to \$20 per sq. ft. Secondary goes for between \$6 to \$9.50 per sq. ft. with a firm need for 100,000 new sq. ft. in Metro-Center annually, in the foreseeable future.

Retailing: Retailing is a \$6 billion plus business in the Baltimore SMSA, an increase of 32% in five years. The market supports eight traditional department store chains and over 250 shopping clusters and centers. A detailed market survey and development program by the American City Corporation will be completed in June 1980, focusing on the downtown retail district.

Residential: The current estimated housing stock in Baltimore City is 307.7 thousand (784.3 for the Region). Substandard housing decreased dramatically from roughly 70 to 50 thousand units - a national record of excellence for a large city. Baltimore is famous nationally for its inner-city housing "rehab" programs and is a leader in new house construction. Awards have been heaped upon Coldspring, and The Village of Cross Keys as outstanding examples



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of new housing construction adequate for "people needs" in an urban setting. There is a pronounced renewal of interest in city living, with a current 6,500 new and "rehabed" apartments and single family homes planned or underway within a two mile radius of downtown, through the efforts of the City Office of Housing and Community Development. Of all major United States cities, Baltimore enjoys the highest percentage of those owning their home.

Industrial:

There are some 28 thousand acres of developed industrial land in The Region, about one third of which is in The City and another third in the immediate suburbs. There are close to 40 thousand acres of potential land use available, most of it in the near suburbs and some in The City. Direct services are provided to Industry through the Baltimore Economic Development Corporation, a quasi-public, non-profit entity. The group also develops Class A industrial parks. Financing is available.



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BALTIMORE CITY, MARYLAND

Site: Lexington Market Transit Station Joint Development Project, UMTA
MD-03-0015

Contact: Mr. C. William Pacy, President, or Mr. Robert Tennenbaum, Vice President
Market Center Development Corporation of Baltimore
15 Charles Plaza, Suite 102
Baltimore, Maryland 21201
752-5400 - area code (301)

Site Description: The site is located at the N.W. corner of the traditional 100% intersection of Howard and Lexington Streets. Approximately 76,500 square foot site for private development, F.A.R. of 14 and 100% building coverage. The site lies between the subway station and a proposed transit mall and between a proposed garage and a pedestrian mall, and is central to three anchors (two department stores and Lexington Market a major retail fast food market).

Transportation Facility: The Lexington Market Transit Station will be a two level underground station with three public entrances: 14,000-20,000 transit trips are expected to start and finish each day at the station. 1,000-1,100 buses with a 75,000 passenger capacity are expected to pass the site along the future transit mall during each day.

Land Ownership, Cost and Taxes: This site is within the Retail District Urban Renewal Area. Approximately one third is privately owned and is scheduled for acquisition. The remaining two-thirds are owned by the city and the State MTA. Developer offering prospective with development controls is under preparation. Cost not yet determined. The tax rate is 5.99 per \$100 of assessed valuation. The assessment rate is 45% of the property value.

Public Objectives: Approximately 100,000 gross leasable square feet of retail at 2-3 levels fronting a atrium linking two existing department store anchors. Major office building with residential mix above the retail levels. Direct pedestrian access from the transit station entrance to retail. Historic Preservation requirements on one third of the site.

Special Features or Considerations:

1. City will develop 400 space garage on-site
2. City will develop open and enclosed public spaces leading to the transit station funded by UMTA grant
3. Land write-downs.
4. UDAG application with developer
5. Historic preservation costs funded by UMTA grant



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CORPORATION of BALTIMORE

15 CHARLES PLAZA SUITE 102
BALTIMORE, MARYLAND 21201
TELEPHONE (301) 752-5400

BALTIMORE CITY, MARYLAND

Site: Penn-North Transit Station Joint Development Project, UMTA,
MD-03-0015

Contact: Mr. C. William Pacy, President, or Mr. Robert Tennenbaum, Vice President
Market Center Development Corporation of Baltimore
15 Charles Plaza, Suite 102
Baltimore, Maryland 21201
752-5400 - area code (301)

Site Description: The site is located at the N.E. corner of North Avenue
and Pennsylvania Avenue. 24,400 square foot for private development,
F.A.R. of 9.0 and 100% building coverage. The development parcel wraps
around a 17,600 square foot public subway entrance plaza.

Transportation Facility: The Penn-North station will be a two level under-
ground station with two public entrances: 5,400 transit trips are
expected to start and finish each day at the station.

Land Ownership, Cost and Taxes: This site is scheduled for acquisition in the
North Avenue Transit Station Urban Renewal Plan. The City plans to
acquire several lots and consolidate them into a single development par-
cel, and then offer it for sale as a disposition lot with development
controls. The tax rate is 5.99 per \$100 of assessed valuation. The
assessment rate is 45% of the property value.

Public Objectives: Approximately 260 units of housing for the elderly, elevator
building, with approximately 25,000 gross leasable square feet of commer-
cial and neighborhood retail space. The City would like to encourage
pedestrian oriented uses that have low parking requirements, and that
are directed towards patrons of the rapid transit line.

Special Features and Considerations:

1. City will develop public plaza with direct access to the subway
funded by UMTA grant.
2. Land write-downs.
3. Financing by State of Maryland Department of Economic and Community
Development.
4. The possibility of Federal financial assistance which would include
Section 8 and F.H.A. 231.



MCDC

MARKET CENTER DEVELOPMENT
CORPORATION of BALTIMORE

15 CHARLES PLAZA SUITE 102
BALTIMORE, MARYLAND 21201
TELEPHONE (301) 752-5400

BALTIMORE CITY, MARYLAND

Site: Reisterstown Road Plaza Transit Station Joint Development Site,
UMTA, MD-03-0015

Contact: Mr. C. William Pacy, President, or Mr. Robert Tennenbaum, Vice President
Market Center Development Corporation of Baltimore
15 Charles Plaza, Suite 102
Baltimore, Maryland 21201
752-5400 - area code (301)

Site Description: The site is located between a regional shipping center and a 260 acre tract suitable for an employment center and residential development. 150,000 square feet for private development, F.A.R. of 7.0 and 18% building coverage.

Transportation Facility: The Reisterstown Road Plaza station will be a two level aerial structure. It will be the terminal station of the first section of the line to be completed. Plans call for a 6-mile extension of the line into Baltimore County. 9,900 transit trips are expected to start and finish each day at the station.

Land Ownership, Cost, Taxes: This site is scheduled for acquisition in the Reisterstown Road Plaza Station Urban Renewal Plan and to be offered for sale as a disposition lot with development controls. Cost not yet determined. The tax rate is \$5.99 per \$100 of assessed valuation. The assessment rate is 45% of the property value.

Public Objectives: Approximately 50,000 square feet of office, and approximately 20,000 gross leasable square feet of retail lining the pedestrian path leading to the transit station entrance. The City would like to encourage pedestrian oriented uses that have low parking requirements, and that are directed towards patrons of the rapid transit line.

Special Features or Considerations:

1. City will develop tunnel under the Western Maryland Railroad tying the development parcel with the transit station.
2. City will develop pedestrian walkways leading to the transit station.
3. Land write-downs.
4. UDAG application with developer.

BOSTON, MASSACHUSETTS



MASSACHUSETTS BAY TRANSPORTATION AUTHORITY

Anthony Pangaro, Manager
Southwest Corridor Development Project
500 Arborway, Boston, Ma., 02130

Marvin E. Gilmore, Jr., President
Community Development Corporation of Boston
801 Albany Street, Boston, Ma., 02119

BOSTON CITY PROFILE

The Southwest Corridor Project (SWCP) represents a one billion dollar integrated program of transportation and revitalization. Transit improvements will link downtown Boston to five of the City's

neighborhoods. Parcel 18+ is the major development opportunity related directly to the SWCP's Ruggles Street Station—a station that serves rapid transit, commuter rail and major bus lines. The site is

located on the fringe of the City's downtown core, immediately adjacent to Northeastern University, the largest private university in the United States.

GENERAL INFORMATION

1) LOCATION AND ROLE IN THE REGION

Boston is the largest city in the six-state New England region. It is the center of commerce, government and the service industries for its surrounding Metropolitan area and for much of New England as well. Boston's historical and cultural significance are world-renowned with its many educational and medical institutions of particular note.

Logan Airport, the twelfth largest in the world, is linked to the downtown and Parcel 18+ by convenient rapid transit, highway, and bus connections. Boston is the focus of regional highway and rail systems, including the Rte. 495 and Rte. 128 ring-roads, interstate highways I-95 and I-93, and the Massachusetts Turnpike; the Southwest Corridor's new one mile long Crosstown Street ties Parcel 18+ directly into the system. Rail service ties the city to all of its outlying areas as well as to northern New England, Albany, Providence and New York.

2) POPULATION

Boston's population was set at 637,986 in the State Census of 1975. This reflects a stable population level, almost identical

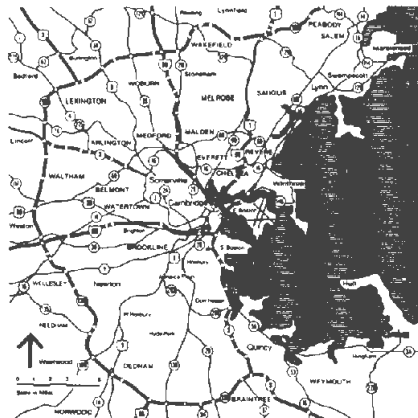
to the figure established in the 1970 Federal Census. The 1975 population of the Boston SMSA as a whole was 2,892,588, not substantially changed from the 1970 figure.

In the area surrounding Parcel 18+, the Fenway, South End and Roxbury neighborhoods contain over 122,000 people. Yearly, Northeastern University has a full-time enrollment of 39,000 students.

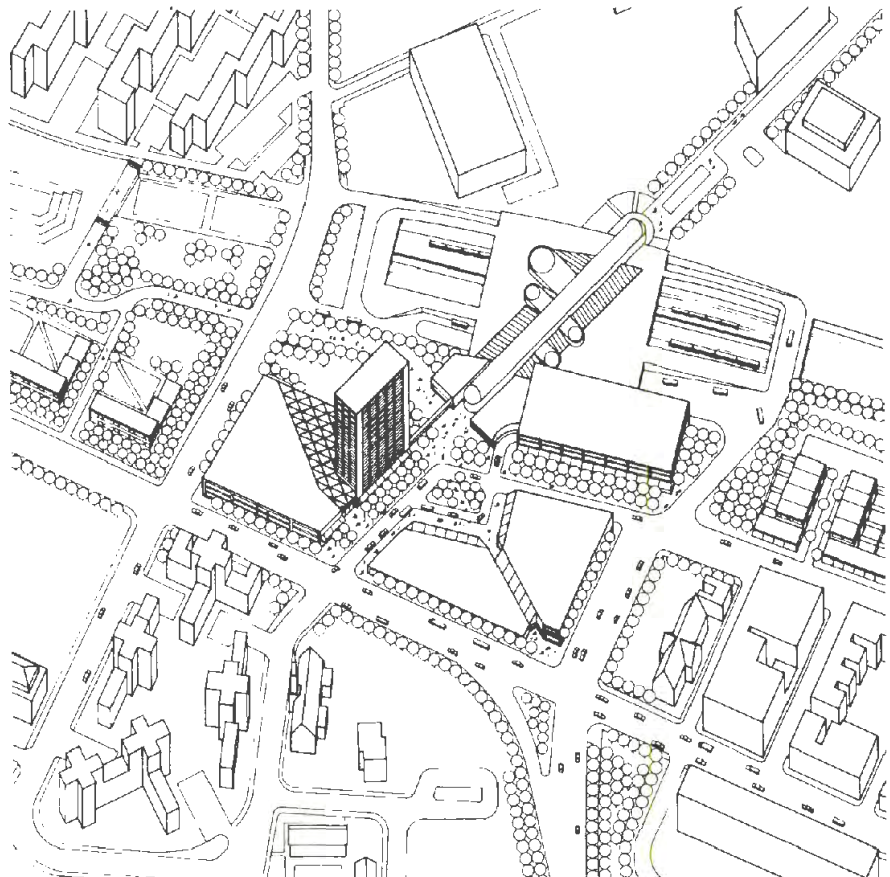
3) EMPLOYMENT

The Boston labor force totalled 379,433

in 1975. This reflects a slight increase over the comparable 1970 figure. The region's economy has undergone a dramatic shift from dependence on manufacturing to a more diverse economy with strong service and high technology sectors. This shift has greatly strengthened the region's prospects for growth, increasing the relative importance of businesses with a low dependence on energy and the ability to tap new technologies. The largest single employment sector is now general services, which accounts for 35% of the labor force. The wholesale/retail sector employs an additional 23%.



Area Highway System



Parcel 18+ Mixed-Use Development

An estimate for the combined areas of contract construction, manufacturing, transportation, communications and utilities is approximately 26%.

Unemployment in the city was 6.2% in February 1980. The average annual rate of unemployment for 1979 was 6.5% of the labor force. Both these figures compare favorably with national urban unemployment patterns.

4) EFFECTIVE BUYING INCOME

The 1978 EBI for the average household in the Boston metropolitan area is \$20,520. This figure is projected to rise to approximately \$28,000 by 1983. Boston, with its metropolitan area, ranks seventh in the nation in effective buying income.

TRANSIT SYSTEM

The Massachusetts Bay Transportation Authority (MBTA) provides extensive service to Boston and outlying areas. Its four major rapid transit lines include both subway and surface lines with a combined ridership of 520,000 passengers per average workday. MBTA buses travel over 170 routes throughout the city and to suburban locations. MBTA commuter rail trains include 10 major routes which enter the city at two terminals, North and South Stations; South Station routes will also stop at the Ruggles Street Station, adjacent to Parcel 18+. Amtrak service to New York City and Chicago is available at Back Bay Station, two stops from Ruggles Street Station on the new Orange Line.

Several important rapid transit improvements projects are underway or have been recently completed. Included are two extensions of the Red Line route, northwest through Cambridge and south through Braintree. The SWCP's Orange Line relocation is in construction through the South End, Roxbury, and Jamaica Plain neighborhoods. Extensions and other improvements for the Green and Blue Line routes are currently in planning stages. The Commuter Rail system is being upgraded by the addition of new rolling stock, rebuilt sections of track and station improvements.

DEVELOPMENT TRENDS

1) OFFICE

Approximately 36 million square feet of office space is currently in use through-

out the city. Over half of this office space has been constructed in the last 15 years as part of the intensive redevelopment of the downtown area. Current projections call for construction of several million square feet of office space over the next five years.

Generally, office space is concentrated in the downtown business district with smaller concentrations occurring in the center of each of the city's neighborhoods and along major cross-town streets. Downtown Class A office space leases for \$15 to \$20 per square foot (sq. ft.). The effective vacancy rate for this space is currently zero; this unavailability has encouraged construction of new downtown locations. Other classes of downtown office space range from \$9 to \$13 with some carefully rehabilitated spaces leasing for as much as \$16 per sq. ft. Offices in the small neighborhood centers range from \$3 to \$12 per sq. ft. with varying rates of vacancy.

2) RETAIL/COMMERCIAL

Wholesale and retail establishments in Boston total 5,100. Retail spaces in 100% locations in the downtown shopping district lease for approximately \$40 per sq. ft. Similarly well located space in other shopping areas range from \$25 to \$30 per sq. ft. Generally, 80% retail space can be leased for \$15 to \$20 per sq. ft. Currently, the rate of vacancy is extremely low throughout the city.

In Boston, retail sales reached 2.2 billion dollars in 1978. This figure represents a steady increase averaging 6% annually from 1976 through 1978, with the largest increase occurring in 1978. Boston's share in the metropolitan area market has remained steady throughout the period at approximately 16%. Retail sales in the metropolitan area in 1978 totalled \$14.6 billion.

3) RESIDENTIAL

1977 figures show 59% of Boston's housing stock in rental units and 38% in owner-occupied units. The City's 1979 vacancy rate was only 3%. Owner occupancy increased from 1970 to 1977 by approximately 12% with the growing condominium market contributing substantially to this increase.

Reflecting the tightly-knit character of the City's neighborhoods, single-family homes total 22% of the housing stock while two- and three-unit structures account for an additional 39%. Only 5% of the housing stock city-wide is in buildings of 50 or more units.

The City's housing shortage is keenly felt in the Parcel 18+ area, particularly by low

and middle income families, Northeastern students and faculty, and others seeking in-town housing.

Selling prices and the cost of an apartment rentals vary greatly throughout the City according to the neighborhood of location and other characteristics of the specific properties. A completely renovated two-bedroom condominium in a prime downtown neighborhood can be expected to cost between \$100 and \$120 per sq. ft. Given the size range for these units (1,400 sq. ft. to 2,200 sq. ft.) the selling price will fall between \$140,000 and \$264,000. A two-bedroom apartment in the same neighborhood will rent for approximately \$650 per month.

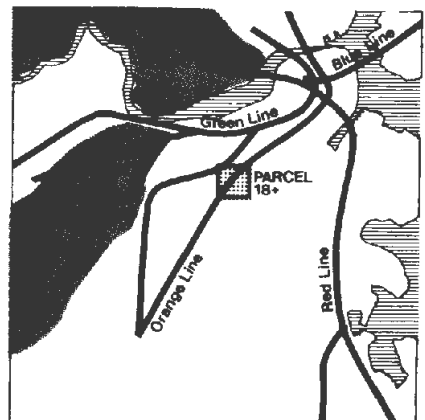
In outlying sections of the city, the cost of a single-family home may vary from the \$24,000 - \$40,000 range in some neighborhoods to the \$70,000 - \$100,000 and over range in others. Rents also vary. A two-bedroom apartment may cost from \$200 to \$500 in most Boston neighborhoods.

Currently, the housing market is extremely tight with very little vacancy. This applies particularly to in-town locations.

4) INDUSTRIAL

Within the city of Boston, 3,900 acres are zoned for industrial use. It is estimated that a maximum of 2,900 acres are presently being utilized for industrial activities. Generally, land costs are between \$2.00 and \$3.50 per square foot.

Industries experiencing particular growth are printing and high-technology manufacturing. The Southwest Corridor's CrossTown Industrial Park, a site which includes 40 acres of new industrial space. The Park's initial developer, Digital Equipment Corporation, is completing a manufacturing plant to employ 300 people; Healthco, a medical and dental supply manufacturer, has leased an additional facility and will employ 330 people.



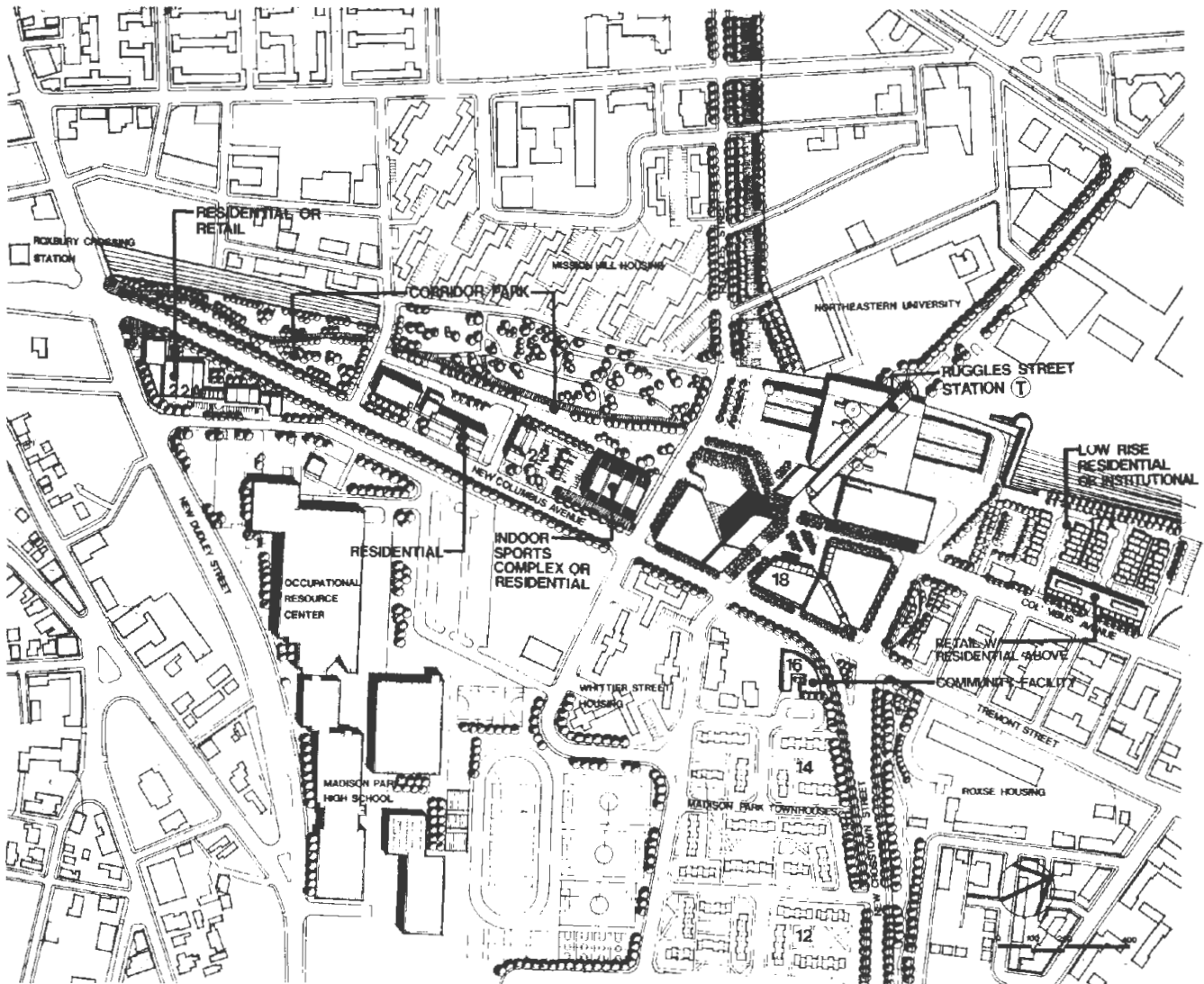
Boston's Rapid Transit Lines

SPECIAL FEATURES

Boston's recent history is one of successful urban revitalization, achieved by both the private and public sectors. Throughout the 1960's and 1970's, Boston's downtown financial district, its Waterfront area and its South End and Charlestown residential areas have been substantially redeveloped. Total investment including both public and private funds have averaged over \$1 billion per year for the past

ten years. This investment has now spread to Boston's neighborhoods; substantial residential renovation is occurring in Roxbury, Dorchester, Jamaica Plain, and Mission Hill. Current major downtown projects include Copley Place, a \$300 million mixed-use development located two transit stops away, in the Southwest Corridor; the South Station-Dewey Square

area which is the site of several important development projects as well as the modernization of South Station; and several million square feet of office and hotel construction. Major projects in neighborhoods and surrounding cities include redevelopment of the Charlestown Navy Yard, the Chelsea Naval Hospital, and the Lechmere Triangle area (Cambridge).



Parcel 18+ Development Plan

DEVELOPMENT SITE PROFILE PARCEL 18+

THE SITE

Parcel 18+ consists of three closely related parcels with a combined area of almost 10 acres located adjacent to the Massachusetts Bay Transportation Authority's new Ruggles Street Station. The site forms the meeting point for three major new transportation improvements: relocation of the Orange Rapid Transit Line, construction of the Crosstown Street which links the site to the Southeast Expressway and the Interstate Highway System, and reconstruction of Tremont Street and Columbus Avenue as tree-lined boulevards which link the site to downtown. Parcel 18+ is the most significant development opportunity to grow directly out of the Southwest Corridor Project, a billion dollar investment in transportation and neighborhood revitalization in the City of Boston.

Parcel 18+ touches three neighborhoods. The Fenway's cultural institutions and Northeastern University (which is contiguous with the parcel) connect to the site via the new Ruggles Street Station to the west; several educational institutions characterize the lower Roxbury and Mission Hill neighborhoods to the south and east; older commercial buildings and a solid housing stock characterize the historic South End neighborhood to the north.

SITE INFORMATION

Parcel 18+ is appropriate for intense mixed use development due to size and its direct proximity to rapid transit, commuter rail, and vehicular access. The diversity of surrounding land uses, particularly new housing, parkland, schools, and Northeastern University, also encourage intense use of the site. Northeastern University is a particular asset to the development of this parcel. Northeastern utilizes a work/study program generating for its students a significant amount of disposable income, to the benefit of local commercial and entertainment facilities. In addition, the University is expected to lease retail and office space on this parcel, when developed.

Current zoning is M-2 (light industrial use with a maximum FAR of 2); although the site's future land uses will not include industry, no zoning change is required to accommodate the projected mixed use program. A utilities easement runs through the site along the existing alignment of Columbus Avenue but should not prove an obstacle to development.

TRANSPORTATION FACILITY

MBTA's Ruggles Street Station is the major multi-modal transit facility outside of downtown. It will serve rapid transit, commuter rail, and buses at Parcel 18. These link directly to the site and have been integrated into planning for the parcel. Over 16,000 people will use Ruggles Street Station daily. This is a projection for the year 1995.

The new Crosstown Street connects Parcel 18+ to the Southeast Expressway and the interstate highway system. Tremont Street and Columbus Avenue connect the site to downtown. Major streets surrounding the parcel will carry over 85,000 cars each day.

LAND OWNERSHIP, COSTS, TAXES

Parcel 18 is owned by the Massachusetts Bay Transportation Authority. Land costs are not fixed. Due to public ownership, costs can be expected to be well below market rate and, to some extent, negotiable, based upon the public benefits generated. A tax agreement, whereby property taxes will be replaced by a percent-of-income payment, can be expected for this development.

PUBLIC OBJECTIVES

Parcel 18+ is a key element in the revitalization of the surrounding neighborhoods. The parcel will help to realize Massachusetts' commitment to use its extensive transportation improvement program to generate new housing, shopping, jobs, and neighborhood-oriented investment opportunities. The parcel is projected to contain a 250-room hotel with entertainment facilities; 75,000 to 125,000 square feet (sq. ft.) of retail, including 1 or 2 magnet tenants; 50,000 sq.ft. to 100,000 sq.ft. of office space; structured parking for 350-475 cars for which public funding will be sought; 150 housing units, and additional major institutionally related development. In addition, the Corridor Parkland System will include a recreation-oriented park adjacent to the site and a landscaped bikeway system, linking to downtown, which will pass through the combined parcels.

Complete design guidelines and further definition of the goals established for the development of this parcel are included in a Developer's Kit, which will be made through the office of the Manager of the Southwest Corridor Development.

SPECIAL FEATURES

Planning for Parcel 18+ has involved a unique program of cooperation between the MBTA, the City of Boston, and local residents and business people. The Parcel 18+ Task Force, working closely with the MBTA, has carried on a three-year planning process with frequent review by the larger Ruggles Street Station Area Task Force. Task Force members, consisting of the Community Development Corporation of Boston, Greater Roxbury Development Corporation, Lower Roxbury Community Corporation, the Roxbury Action Program, and Northeastern University, in addition to the MBTA, have all committed themselves to Parcel 18+'s development.

This community-based process has resulted in broad community enthusiasm for the land uses, scale, and character projected for Parcel 18+. Successful development of Parcel 18+ is a longstanding goal of this community.

CONTACT

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View of 18+ Area

BRIDGEPORT, CONNECTICUT

THE MAYOR'S
OFFICE FOR ECONOMIC DEVELOPMENT

City of Bridgeport, Connecticut

JOHN C. MANDANICI
Mayor
THOMAS F. GILL
Director

45 LYON TERRACE
BRIDGEPORT, CONN. 06604
Telephone: (203) 587-7221



34

CITY PROFILE

for

JOINT DEVELOPMENT MARKETPLACE 1980

BRIDGEPORT, CONNECTICUT

Location: Bridgeport, due to its strategic position on the Eastern Seaboard and its proximity to New York, offers tremendous possibilities for office building and corporate headquarters development. For that matter, the City of Bridgeport represents Fairfield County's most important development opportunity. Located on the coastline of Southwestern Connecticut, it is the state's largest city in population. Sixty miles from New York City and 200 miles from Boston, Bridgeport is strategically located in one of the largest market areas in the U.S. (32% of the country's population falls within a 500 miles radius of Connecticut). Both Conrail and Amtrak provide excellent train service to New York City, as does Interstate 95 for car travel. Bridgeport's surrounding suburban communities are among the wealthiest in the nation, and corporate headquarters within Southwestern Connecticut abound. Long Island Sound and Bridgeport Harbor are resources well utilized by both pleasure craft and ocean-going vessels.

Population: The City's estimated population for 1974 was 155,500, and the 1980 figure is expected to increase to approximately 159,000. The region's population (Bridgeport and six surrounding towns) is currently estimated to be around 332,000 people.

Employment: Bridgeport's total labor force was 68,600 in 1970, and is projected to be approximately 73,000 in 1980, about 45% of the City's total resident population. In 1975, the City provided 147,860 jobs, 58,000 of which were in manufacturing. Principle employment sectors of manufacturing are in primary metals, metal fabricating, transportation equipment, machine tools, and electrical equipment. Nonmanufacturing growth

areas include finance, insurance, real estate and office services.

Transportation: The Greater Bridgeport Transit District (GBTD) operates all bus lines servicing the City and adjacent towns and is presently making extensive improvements. Additionally, the GBTD is involved in several joint development area studies and demonstration projects aimed at improving the services it provides. Downtown Bridgeport serves as the central transfer point for all of GBTD's regular fixed routes and there is extensive intercity and interstate bus service serving downtown Bridgeport. Conrail and Amtrak provide excellent rail service from Bridgeport to other Connecticut cities, Boston, New York, Philadelphia and Washington. Bridgeport's municipal airport, Sikorsky Memorial Airport, is served by both Pilgrim and Altair Airlines, and can accommodate most corporate executive aircraft. The City's harbor has 35 piers and wharves, ten of which can accommodate deep draft vessels. Ferry service to Long Island is also available. The City's highway system is excellent, with Interstate 95, the Merritt Parkway, Route 8 - 25 Connector, all providing traffic convenient access into and out of Bridgeport.

Development

Trends:

Office:

Bridgeport's central business district has approximately 1.5 million square feet of existing private office space. Roughly, 85% of this space is occupied, with the remaining space rapidly being filled due to its low lease rates (\$4.50 - \$14.00 per sq. ft.) in comparison to rates found in Stamford and Hartford for similar space.

Retail/Commercial:

Bridgeport has over 1,239 retail establishments with sales of over \$400,000,000 in 1977. Although retail growth has flourished more in the suburbs and outer sections of Bridgeport than it has in the CBD, downtown Bridgeport with its large urban mall, Lafayette Plaza, has considerable retail growth potential. CBD retail space rents range from \$4 to \$8 per square foot.

Residential:

Bridgeport presently has the largest stock of moderately priced, soundly-built housing within the region. Housing in nearby suburbs has skyrocketed in price, leaving Bridgeport's attractive, but older, residential neighborhoods with housing of good quality at affordable prices. Approximately one-quarter of the City's housing is in the form of single family dwellings ranging in price from the low \$30,000s to over \$100,000 per home. More expensive housing is also available in the surrounding towns.

Industrial:

Approximately 2,334 acres of land in Bridgeport are zoned for industrial use, but only 1,150 acres are actually being used as such. Vacant industrial space is available in the City for rents ranging from \$1.50 to \$4.50 per square foot, depending upon the site and/or the conditions of the buildings which may be on the site. A large expansion of two area corporations, U.T.C.'s Sikorsky Aircraft Division and Avco-Lycoming, due to long-term military contracts for helicopters and tank turbine engines, has spurred other related large and small sized companies to expand their operations within the City. Manufacturing growth in the 1980's is assured.

Special Attractions:

Bridgeport has been nicknamed "The Park City" because of its 1,400 acres of recreational land. Beardsley Park and Zoo to the north, Seaside Park to the south and Pleasure Beach to the southeast are three of the largest and most attractive recreational resources in the region. The City's University of Bridgeport is known nationally for its excellence, in addition to the many other fine schools in Connecticut. Bridgeport contains numerous banking and financial offices and fulfills the role of judicial center for Fairfield County.

SITE: CONVENTION/CIVIC CENTER/HOTEL/OFFICE

DESCRIPTION: An approximately 9 acre parcel, mostly vacant within an existing urban renewal area directly north of Lafayette Plaza Bridgeport's downtown shopping mall, and west of the City's financial district.

TRANSPORTATION ACCESS: The Complex would have direct access to the local Bus system with 16 routes feeding the City and its suburbs. The site is a 5 minute walk from the railroad/bus terminal complex, and has direct access to I-95 and CT. Rt. 25. The site would have direct access to a 3,000 car parking garage built adjacent to the shopping center.

LAND OWNERSHIP COSTS, AND TAXES: All parcels are owned or are being assembled by the City through its redevelopment agency. The City will consider land write downs as part of overall project financing. Taxes are \$61.90 per \$1,000.

PUBLIC OBJECTIVES: Develop the proposed site with (1) a 12,728 seat sports arena, and 50,000 square feet of Convention hall exhibit space; (2) a 400 room Convention Hotel; and (3) a 150,000 square foot mixed corporate office and retail commercial structure with integrated pedestrian movement system which ties to the older and historically significant retail and financial district and the new retail shopping mall.

SPECIAL FEATURES & CONSIDERATIONS: The Civic/Convention/Hotel facilities could be publicly financed through local bonds, State bonds, and Federal UDAG, EDA and UMTA programs. The City is also prepared to apply for EDA loan and loan guarantee programs for the office complex. Construction costs can be substantially reduced because parking requirements are already met by available space in Lafayette Plaza and in the rest of the CBD.

CONTACTS: Members of the Bridgeport Economic Development Commission:
 Thomas F. Gill - Director of Economic Development
 City of Bridgeport (203) 576-7221
 Norwick R. Goodspeed - Chairman, Peoples Savings Bank
 Commerce (203) 579-7444
 Philip H. Burdett - Chairman, Bridgeport Area Chamber
 of Commerce (203) 335-3145
 Michael Gratt - Chairman, Grater Bridgeport Transit
 District (203) 366-7070
 Richard Ellis - President, Bridgeport Economic
 Development Corp. (203) 579-0808

SITE: EAST DOWNTOWN DEVELOPMENT ZONE

DESCRIPTION: This Development Area is comprised of three development parcels located in the heart of Bridgeport's CBD between the financial District and the Waterfront Area. The parcels are as follows:

- Parcel #1 "The Block" - 1.2 acres
- Parcel #2 "Park City Plaza" - 1.3 acres
- Parcel #3 "The Transportation Center" - 2.2 acres including the air rights over a municipal parking/bus terminal

TRANSPORTATION ACCESS All parcels within the development area have excellent Mass Transit and auto access:

- Local bus - direct access to 15 routes serving the region
- Railroad - direct access to Amtrak and Commuter rail services
- Bus Terminal - direct access to regional and interstate buses
- Highway - convenient access to I95 and Conn. Rt. 25

LAND OWNERSHIP COSTS, AND TAXES All parcels with the exception of parcel 3 are entirely owned by the City. A small portion of parcel 3 is owned privately and by the State but presents no assemblage problems. The City will consider land write downs if needed for project financing. Taxes are \$61.90 per \$1,000.




PUBLIC OBJECTIVES Development area is available for Corporate office or mixed office/retail/residential development. Each parcel should include direct pedestrian connections to rail and bus facilities. Parcel #1, "The Block", should be developed with uses and amenities to reflect its pivotal location in the CBD.

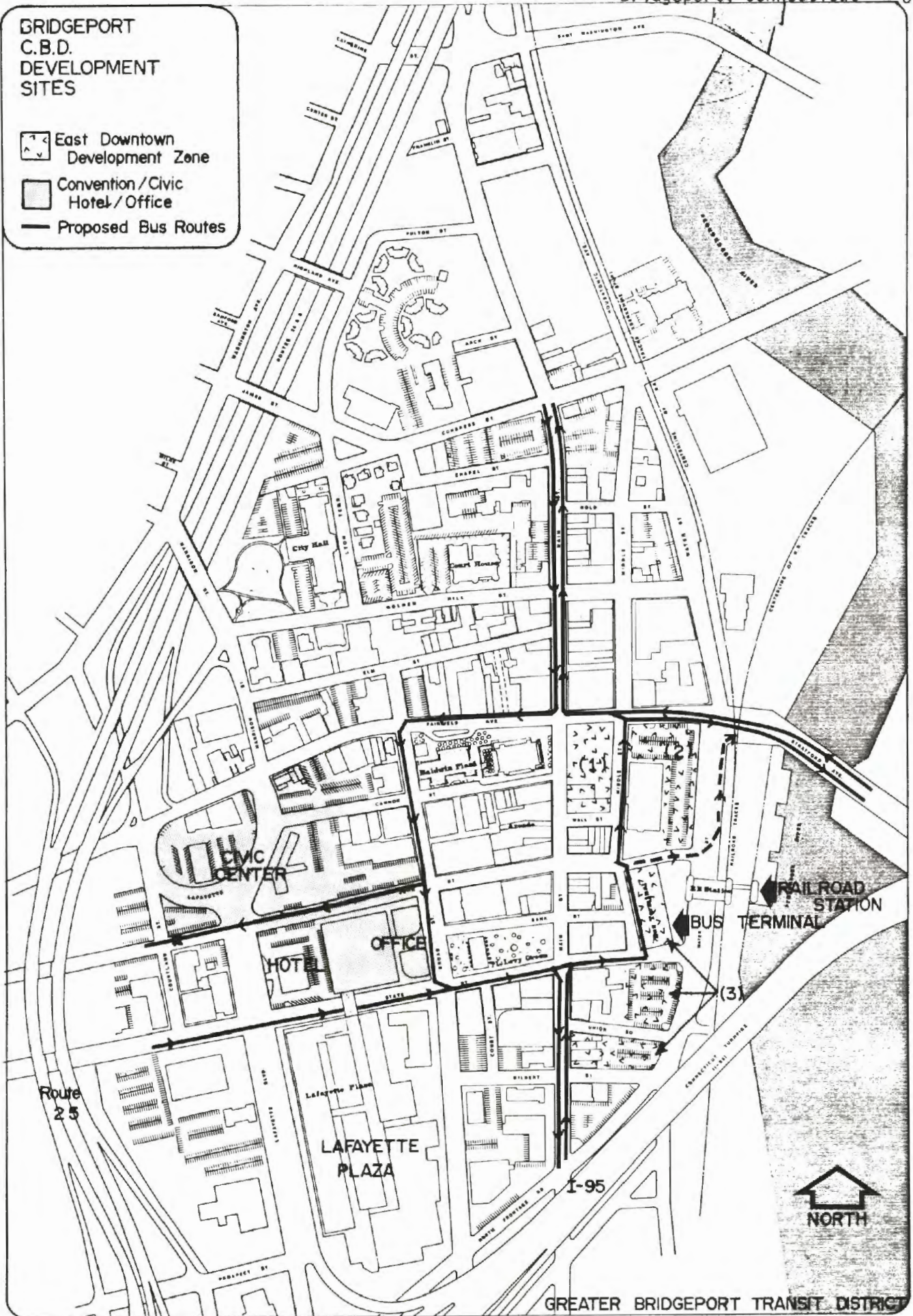
SPECIAL FEATURES & CONSIDERATIONS This area represents an excellent joint development opportunity. In order to foster the development of this area the City is prepared to use incentives such as tax abatements land write downs and to apply for Federal assistance, particularly HUD-UDAG, EDA loans and loan guarantees, and UMTA urban initiatives. Low interest bonding is also available from the State of Connecticut. Innovative energy programs and projects can also be applied.

CONTACTS Members of the Bridgeport Economic Development Commission:

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- Norwick R. Goodspeed - Chairman, Peoples Savings Bank
(203) 579-7444
- Philip H. Burdett - Chairman, Bridgeport Area Chamber of Commerce (203) 335-3145
- Michael Gratt - Chairman, Greater Bridgeport Transit District
(203) 366-7070
- Richard Ellis - President, Bridgeport Economic Development Corp. (203) 579-0808

BRIDGEPORT
C.B.D.
DEVELOPMENT
SITES

-  East Downtown Development Zone
-  Convention/Civic Hotel/Office
-  Proposed Bus Routes



CLEVELAND, OHIO



CLEVELAND, OHIO

Location: Greater Cleveland, located at the southern shore of Lake Erie, extends some 100 miles along the shore and more than 40 miles inland. Most of the city is on a level plain 60 to 80 feet above Lake Erie. Some of the suburbs away from the Lake are on land 100 to 300 feet higher.

Greater Cleveland is in the center of the industrial heart of America. Its strategic location makes it ideal as an industrial center and management headquarters for commerce and industry. Its excellent inner and outer harbors constitute one of the finest and busiest ports on the Great Lakes and on the St. Lawrence Seaway for handling export-import shipping.

Population: Greater Cleveland's population increased from 2,825,417 in 1960 to 3,098,513 in 1970 for a gain of over 273,000 or the equivalent of adding a city the size of Akron to this 8-county region.

Employment: Total employment for the greater Cleveland area reached 1,221,529 in March 1980. Greater Cleveland's unemployment rate was 7.0% for this period. Breakdown of non-farm employment by sector is: manufacturing, 32.2%; services, 17.4%; retail trade, 15.4%; government, 13.8%; wholesale trade, 6.7%; transportation and utilities, 5.9%; finance, insurance, real estate, 5.0%; contract construction, 3.4%; mining, .2%.

Effective Buying Income: Effective buying income per household is \$19,513.00 per year.

Transit System: The Greater Cleveland Regional Transit Authority, being one of the best in the nation, serves over 460,000 passengers/customers daily. With its 1,185 buses, 172 rapid cars, courteous personnel, and low fares, the greater Cleveland area is served well. In addition, forty-nine vehicles in the Community Responsive Transit Program are employed to provide individualized service to the handicapped and elderly in the largest program of its kind in the country. System ridership was up 8% in the latter part of 1979. In conjunction with other area planning agencies, the Authority is currently studying numerous alternatives for expanding the rapid transit system.

Cleveland As a Center of Commerce: Cleveland/Northeast Ohio is one of the most highly concentrated manufacturing, distribution, and office centers in the U.S. This concentration means that all the services, financial or otherwise, required by a new business are quickly available.

Cleveland is the 3rd largest headquarters town in the U.S. with more of Fortune magazine's top 1000 industrial corporations based in Cleveland than any other city in the U.S. other than New York and Chicago. Their high requirement for sophisticated services insures those same services are available to any company.

The wide range of services available is also insured by the requirements of Cleveland's highly diversified manufacturing facilities. Cleveland is more diversified--less a one industry town--than any comparable size city in the U.S.

Over the past several years, extensive office, retail and commercial development has occurred in Cleveland. A few examples of such development are 1) the third largest office tower in Cleveland (758,000 square feet) which is currently nearing completion at the corner of East 9th and Euclid, 2) the \$12 million Play House Square Development which has a broad base in theatres, hotels, restaurants, office buildings and retail establishments, 3) the \$10 million revitalization and beautification of Stouffer's Inn-on-the-Square, 4) the 13 story, \$34 million, 330,000 square foot State Office Building and 5) the \$5 million revitalization of the Convention Center--Public Hall.

A January 1977 report by the Ohio Bureau of Employment Services forecasts growth in service-related employment of 77,596 between 1974 and 1985. Much of this service-related employment; services; wholesale and retail trade; finance and real estate; government; transportation and public utilities will be centered close to downtown and existing rapid transit facilities.

Housing: There were 389,726 dwellings (residential structures excluding hotels, motels, dormitories and institutions) in Cuyahoga County, containing a total of 596,222 residential units, as of October 1977.

Over half, 52.8 percent, of the units in Cuyahoga County are one-family houses, and an additional 13.1 percent are in 2-family houses; 1.1 percent in 4-suite apartment houses; 20.9 percent in large apartments (5 suites or more); 2.2 percent in row houses or terraces; 1.5 percent in flats over stores; and 8.4 percent are classified as miscellaneous dwellings. This latter category includes chiefly one- and two-family houses that have been converted from their original use to include additional family units.

Vacancy rates in Cuyahoga County, as of October 1977, were lowest in one-family houses, 0.3 percent. They were also low in 2-family houses, 0.9 percent for side-by-side and 1.1 percent for up-and-down units. The highest vacancy levels were found in 4-family apartment units and flats over stores. The majority of these units are in the City of Cleveland and the older suburban cities.

Special Features: Although Cleveland has been long noted as an industrial city, it also contains cultural and medical facilities and talent which far excel those of most other U.S. cities.

Excelling in the arts, Cleveland has become a top-notch music and theatre town. Its orchestra is only the most renowned of its generous musical offerings.

If your tastes run more to theatre, Cleveland delivers both Broadway and Repertory. Cleveland museums, as rich and resonant as the City's musical life, have both strength and length. The Cleveland Museum of Art, founded in 1916 is now the second most heavily endowed art museum in the United States.

The phrase "International Medical Center" best characterizes the excellent organizations, institutions, agencies and individuals that make up the medical and health community of greater Cleveland. The extraordinary concentration of talent, expertise and service has gained world-wide recognition for greater Cleveland with numerous and highly significant contributions to medical knowledge, techniques and education.



TOWER CITY

Site: Below and behind the Terminal Tower in downtown Cleveland. The parcel is bounded by Superior Avenue, Ontario Street, and Canal Road in the City of Cleveland.

Contact(s): Mr. Edward V. Taylor, Director
Planning and Development
Greater Cleveland Regional
Transit Authority
1404 East 9th Street
Cleveland, Ohio 44114

Mr. Richard Green, President
Tower City Properties
1020 Terminal Tower
Cleveland, Ohio 44113

Site Description: The property is at the downtown hub of the Greater Cleveland Regional Transit Authority's rapid transit system. A total of 34 acres is involved in the project of which 27.5 acres is available for new transportation facilities. 750,000 square feet of office space in addition to 4½ million square feet of air rights are part of the development package. Over 17,000 people are currently employed within the boundaries of the site. Zoning is mixed-use commercial and retail. A large commercial office building, a post office, a hotel and a realty company currently occupy much of the air rights over the site and will not be directly involved in the project.

Transportation Facility: Cleveland Union Terminal. Nearly 3.7 million transit passengers use the terminal yearly.

Land Ownership: Land is currently owned by the Penn Central Corporation but will soon be purchased by Tower City Properties. Cost of the property is \$6.6 million. Taxes are approximately a quarter of a million dollars a year.

Public Objectives: First phase of the project consists of rehabilitating the old rail station within the Terminal and converting some of the old station into a mall. Future plans call for terrace apartments and a civic arena.

Special Features: This project will involve the rehabilitation of an historic property. Assistance from the city, federal government, and transit authority will be provided to the developers. Urban Development Action Grant monies will be used for the rehabilitation of bridges on the southwest side of the property.

The Greater Cleveland
REGIONAL TRANSIT AUTHORITY
 1404 East Ninth Street
 Cleveland, Ohio 44114
 Phone (216) 781-5100



THE RENAISSANCE PROJECT

Site: The Renaissance Project, bounded by RTA Park-and-Ride Lot and Emily Street, Eddy Road, Superior Avenue and Euclid Avenue in East Cleveland, Ohio.

<u>Contact (s):</u>	Mr. Edward Taylor Director of Planning and Development Greater Cleveland Regional Transit Authority 1404 East Ninth Street Cleveland, Ohio 44114 (216-781-5100)	Ms. Gwendolyn Fuller Assistant Director for Program Management Department of Community Development 1827 Noble Road East Cleveland, Ohio 44112
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Site Description: The area consists of approximately 30 acres of mixed use development. Within this area there currently exists apartments, retail outlets, fast food restaurants and single family housing. Zoning will be changed to allow the area to become a shopping mall district. The site is across the street from a strip development type shopping center.

Transportation Facility: Located in the western corner of the development site is the Regional Transit Authority's Superior Station. It currently serves 372,885 passengers per year. In addition, Superior and Euclid Avenues are main thoroughfares through the area.

Land Ownership: Within the development area there are 50 different property owners with Superior Savings being the biggest. Superior Savings is looking for someone to go into a joint venture with them on the project.

Public Objectives: The primary objective is to establish a new downtown for the City of East Cleveland. Within this new city center would be a Justice Center, shopping mall, commercial offices, multi-family housing and a new main library.

Special Features and Considerations: East Cleveland has a very aggressive and competent city government which is willing to assist developers. It has expressed its desire to get federal funds through HUD's Urban Development Action Grants and the Economic Development Agency's Title 9 Long-term Economic Deterioration Program.



EUCLID-MAYFIELD TRIANGLE

Site: The Euclid-Mayfield development triangle is bounded by Mayfield Road, Euclid Avenue and the Greater Cleveland Regional Transit Authority Right-of-Way in the City of Cleveland.

Contact (s):

Mr. Edward Taylor Director of Planning and Development Greater Cleveland Regional Transit Authority 1404 East Ninth Street Cleveland, Ohio 44114 (216/781-5100)	Mr. Kenneth McGovern Director of Community Development University Circle Incorporated 10831 Magnolia Drive Cleveland, Ohio 44106 (216/791-3900)
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Site Description: The Euclid-Mayfield triangle is a flat site containing approximately 14 acres (including contiguous parcels). Approximately 3 acres are occupied by a multi-storied factory warehouse which has national landmark designation and is currently available for development. The site also includes a modern highrise for the elderly. The remaining area within the triangle is used for surface parking as an interim use.

Transportation Facility: Located in the Northeast corner of the triangle is the East 120th Street Rail Rapid Transit Station. RTA is currently studying the relocation or redesign of the existing station.

Land Ownership: Most of the property within the project area is owned by the City of Cleveland and University Circle, Incorporated (U.C.I.). UCI also acts as the planning agency to guide and develop all aspects of the University Circle area, which this area is a part of. UCI is involved in an agreement with the City of Cleveland that gives them control of this parcel, with the option to buy portions as development plans progress.

Public Objectives: University Circle is the center of Cleveland's major private institutions. Increased housing and commercial development are actively being sought by UCI, with some new residential development in the advanced planning stages. Recycling of the warehouse for mixed use and also new medium-density housing related to the institutional employment base are the development goals.

Special Features or Considerations: Since the area is in an urban renewal area, the public improvements are underway. The State of Ohio has various development incentives available, including tax increment and abatement, subject to City designation. The City is also actively seeking UDAG applications. The location of the warehouse, available land, and the planned Rapid stop provide opportunity for joint development. UCI, a private, non-profit entity, provides supplemental police service in the area as well as a mini-bus system serving the institutions. The area provides an abundance of cultural and environmental amenities due to its concentration of 33 institutions.

COLUMBUS, OHIO



The City of Columbus
 Mayor Tom Moody
 Department of Development
 Director N. Jack Huddle

COLUMBUS COMMUNITY PROFILE



The City of Columbus is centrally located in the State of Ohio. This strategic location places Columbus within 600 miles of 60 percent of the nation's population and much of the nation's industrial capacity.

GROWTH

An important feature of the Columbus area has been its steady and consistent economic and population growth. As a result of this growth Columbus has been able to expand public service to recently annexed areas and to assist in the renewal and reuse of older areas in the city. The economic growth and geographical expansion of the City of Columbus have enabled it to avoid many of the problems found in older and larger cities.

COMPARATIVE POPULATION GROWTH

	<u>1970</u>	<u>1978</u>	<u>% Change 1970-1978</u>
United States	203,235,000	218,240,000	6.5
Ohio	10,657,423	10,749,000	0.4
Columbus Economic Region	1,152,714	1,254,958 ^a	8.9
City of Columbus	539,677	581,664	7.8

a=1977 estimate

COMPARATIVE EMPLOYMENT GROWTH

	<u>1970</u>	<u>1978</u>	<u>% Change 1970-1978</u>
U.S.	70,920,000	86,033,000	21.3
Goods - Producing Industries	23,507,000	25,501,000	8.5
Service Producing Industries	47,412,000	60,532,000	27.7
Ohio	3,880,600	4,344,400	12.0
Goods - Producing Industries	1,594,700	1,583,700	-0.7
Service Producing Industries	2,285,900	2,760,700	20.8
Columbus SMSA	403,000	484,800	20.3
Goods - Producing Industries	120,200	124,200	3.3
Service Producing Industries	282,800	360,600	27.5

STABILITY Typically, manufacturing employment is the most sensitive to cyclical or unusual national economic conditions. Columbus, however, has avoided many of the impacts caused by fluctuations in national economic conditions because it has a diverse economic base with strong growth in non-manufacturing Services, Wholesale and Retail Trade, and Finance and Insurance Sectors.

EMPLOYMENT BY SECTOR, COLUMBUS SMSA

	<u>1970</u>	<u>1978</u>	<u>% Change</u> <u>1970-1978</u>
Government	84,000	96,000	14.3
Manufacturing	101,200	100,600	-0.6
Services	66,600	92,500	38.9
Wholesale and Retail Trades	83,800	115,400	37.7
Finance and Insurance	26,000	33,000	26.9

COMPARATIVE UNEMPLOYMENT RATES

	<u>1970</u>	<u>1978</u>
United States	4.9	6.0
State of Ohio	5.4	5.4
Franklin County/Columbus	4.4	4.7

COMPARATIVE HOUSEHOLD INCOMES

	<u>1970</u>	<u>1978</u>
United States Median	\$9,586	\$15,016
Columbus Area Median	\$9,729	\$16,336

INVESTMENT TRENDS

RESIDENTIAL INVESTMENT 1970-1978

A large component of private sector investment occurs in the upgrading and expansion of Columbus' housing stock. Multi-family construction dominated residential growth between 1970 and 1978: 35,266 multi-family units and 13,096 single-family units were authorized by permit.

COMMERCIAL AND INDUSTRIAL INVESTMENT 1970-1978

Aggregated building permit data covering new construction, additions, alterations and repairs for Columbus show a relatively stable private investment pattern averaging 214 permits or \$96,556,150 per year.

DOWNTOWN INVESTMENT 1971-1978

Despite national construction declines, over \$580 million has been invested in downtown development. Highlighting these investments are the Borden Building, the new Federal Office Building, the State Office Tower, BancOhio Plaza, the Municipal Courthouse, the County Hall of Justice, Nationwide Plaza, the Bicentennial Park, the Riverfront Amphitheatre and the new Naghten Boulevard.

MAJOR PUBLIC INVESTMENTS UNDERWAY OR PROGRAMMED

1. Expansion and renovation at Port Columbus International Airport began in 1978. (Scheduled for completion in 1981)
2. Construction of a 90 mega watt coal and refuse powered electric generating plant. (Operational by 1982)
3. Construction of a major convention center/hotel complex in downtown Columbus. (Operational by September 1980)
4. Investment in long term water resources with the development of a Southern Wellfield. (Operational by 1981)

Development Site No.1 Ohio Center

Site Description

This major redevelopment site fronts on both High Street and Nationwide Boulevard. The site was the location of the former Penn Central Union Station. It continues to accommodate the Conrail/Amtrak main lines servicing Central Ohio. The site is multi-level to allow passage of the railroad tracks. The basic building area is below the elevations of the High and Third Street bridges. The site is 90% cleared and all utilities are available.

Battelle Commons Company has construction well underway on the southern portion of the site for a 750,000 square foot convention oriented activity center containing 115,000 square feet of exhibit area, a ballroom, 75,000 square feet of retail area, and 550 underground parking spaces. The facility is scheduled to be completed by 1980. It will be connected on several levels to a 660 room Hyatt Regency hotel, being developed at the southwest corner of the site by the John W. Galbreath Company. The hotel is under construction with completion expected at the same time as the activity center. Just north of the activity center and hotel, a new four lane divided roadway is under construction by the Battelle Commons Company and scheduled for completion this year. It connects High and Third Streets above the main Conrail tracks which are being realigned by the City. North of Ohio Center Way, the Battelle Commons company intends to construct a 1800 space temporary parking lot. Space is reserved for a future mass transit terminal, a 20,000 seat sports arena, and future interstate and busway connections through the site to High Street.

Surrounding Area

This site is directly northeast of the recently completed Nationwide Plaza containing 1.3 million square feet of office, supportive commercial, and walkway connected parking facilities of 1,800 spaces. The site is bounded on two sides by a new High Street viaduct and Nationwide Boulevard. Both are currently under construction by the City with completion scheduled by 1980. The site is directly north of the Portal Park to be located at the southeast corner of High and Nationwide. Sensenbrenner Park is under construction by the City. The Park is envisioned as a year round activity node that is unique to Columbus. The Park will provide connections between the Nationwide Plaza and Hyatt Regency hotel by second level walkways that are extensions of their respective systems. East of the site is open space with railroad land uses. Mixed uses, primarily manufacturing, and I-670 are to the north of the site. West of the site are several old brick warehouses, commercial uses and the North Market (a City operated produce market), all with rehabilitation and conversion potential. Site access is good and principally from High Street with access from I-670 and the interstate system through surrounding streets. Direct access to the site from I-670 and SR-315 is planned by the City to be provided by 1985 and 1986 respectively.

Public Objectives

1. Develop a multi-use activity center through the private sector that is turned over for public disposition at such time that its operational viability has been demonstrated.
2. Develop an activity center that operates as the primary generator of convention activities in Columbus as an integrated component of the Downtown fabric.

3. Provide for future expansion of development into multi-uses of a downtown and high density orientation with particular attention to indoor sports and mass transit terminal facilities.
4. Develop quality facilities with direct pedestrian connections which, in combination with the Nationwide Plaza and Federal Office facilities, provide a nucleus for continued revitalization of the northern sector of Downtown Columbus.

Land Ownership, Cost and Taxes

The 26.75 site was purchased by the City between 1974 and the spring of 1978 at a total cost of \$6.85 million. It is leased to the Battelle Commons Company at \$1/year for up to 75 years for redevelopment purposes. After 15 years, the lease has options for termination at 5 year intervals when both parties agree to do so based on profits and cash flow accruing from the redeveloped area and its operational costs. Tax information for the total 26.75 acre site is as follows:

	Assessed Value for Taxation Purposes	Tax Revenues
1963	\$597,010	\$21,194
1969	\$626,800	\$26,639
1975	\$1,843,870	\$73,018

Availability

Multi-use sites for high density office, hotel, commercial, residential and parking development are immediately available through the Battelle Commons Company.

Development Process

The City of Columbus has executed a financial and lease agreement with the Battelle Commons Company for redevelopment of the entire site. These agreements were as provided for by State of Ohio impacted cities legislation. The Battelle Commons Company has agreed to construct the convention oriented activity center on a portion of the site and act as development coordinator for remaining portions. The City has agreed to provide certain site and area access improvements, and to provide support and technical assistance to the project in order to expedite desired redevelopment. For specifics of this process, contact the Company.

Challenges and Incentives

Quality and coordinated development of a blighted fringe of Downtown is a challenge, as is participating economically in a joint development effort that contemplates major mass transportation facilities. Necessary parking facilities are to be developed as required. They are anticipated to serve as platforms for air rights development. Tax abatement on the increased value of redevelopment has been provided by the City of Columbus to the Battelle Commons Company on the entire site covering the maximum periods allowed by State law. Land assembly, clearance and basic infrastructure are being provided. The land is currently zoned manufacturing which gives latitude in developing desired facilities that are of a non-manufacturing nature.

Development Site No.2 High & Nationwide

Site Description

This site fronts on both Nationwide Boulevard and High Street, the focus of massive redevelopment. Both major streets are currently being completely reconstructed by the City of Columbus and will be finished by 1980. The City also realigned the depressed Conrail mainline tracks through the eastern third of the site in association with the Ohio Center project in 1978. The site is currently vacant, used in part for surface parking and is zoned a combination of commercial and manufacturing. The site has potential for expansion north across Maple Street and the east/west Conrail tracks if air rights development is contemplated. The site slopes away from High Street. All utilities except gas are available. Vehicular access is predominately from Nationwide Boulevard and Front Street.

Surrounding Area

Intense redevelopment of the area began in 1974 with the construction of the 40 story international headquarters of Nationwide Mutual Insurance Company. This \$80 million complex known as Nationwide Plaza was completed in 1978 and is located south of the development site across the new Nationwide Boulevard. It includes 1.3 million square feet of office space, a rooftop restaurant, ground and second level retail, and a 1600 car parking garage, all connected by a second level walkway system. Nationwide Plaza also contains a major pedestrian activity area fronting on High Street.

Southeast of the site is Sensenbrenner Park, a quarter block being developed by the City as a Partial Park and year-round activity center. It is projected to be completed by 1980 and will be connected to the Nationwide Plaza and Ohio Center projects by second level walkways. East of the site is the 27 acre Ohio Center site which is fully described under Columbus Development Site #1 - Ohio Center. North of the site are some small manufacturing uses and Conrail track facilities. West of the site is land currently used as surface parking and planned by the City to provide the necessary right-of-way for the future SR-315 connector to Naghten Boulevard.

Public Objectives

1. Develop quality multi use facilities on this site as an integral part of the Downtown fabric.
2. Re-establish pedestrian activity, particularly retail, along the High Street frontage.
3. Connect Nationwide Plaza across Nationwide Boulevard and Ohio Center across High Street to the subject site by means of grade separated pedestrian walkways that are developed to function as high activity generators.
4. Redevelop the site in accordance with urban design guidelines established for the area in 1976 by the City Department

of Development, Nationwide Mutual Insurance Company and the Battelle Commons Company.

5. Develop the site conceptually in accordance with the Nationwide Development Master Plan established in 1973 by Nationwide Mutual Insurance Company.

Land Ownership, Cost and Taxes

This site is assembled under single ownership through Nationwide Mutual Insurance Company and its affiliated companies. Assessed value and tax revenues are as follows:

	Assessed Value for Taxation Purposes	Tax Revenues
1963	\$57,870	\$2,054
1969	\$48,780	\$2,073
1975	\$193,880	\$7,678

Availability

The site is available for multi-use development including office, hotel, commercial, and residential facilities through the Nationwide Mutual Insurance Company and its affiliated companies. They will consider ground lease, outright sale, joint venture or other suitable means for development of the site, including participation if appropriate.

Development Process

The process for development of this site will be established between the owner and developer. The City of Columbus, Department of Development, coordinates the public aspects of the development plan review and approval process involving other City agencies, the Board of Zoning Adjustment, Capital Square Commission, Development Commission, and Graphics Commission as appropriate. Technical assistance and additional information are available from the Department.

Challenges and Incentives

The key challenge in developing this site is to incorporate a plenum of space that accommodates the mainline Conrail tracks. This site lies just north of the Central Business District boundary and consequently adequate parking is required under the current Zoning Code. Secondary streets may be vacated dependent on their impact on surrounding streets, and the provision of utility relocation and off-street service/delivery access to the site.

Development Site No.3 Nationwide Plaza Phase II

Site Description

This very significant site fronts on High Street. The site is basically level and is currently zoned commercial with the northwest quarter block zoned for manufacturing. The site consists of three square quarter blocks measuring approximately 187 feet which are separated by secondary service streets. The site has been cleared and is being used for surface parking. Site access is excellent from all surrounding major streets. Chestnut Street to the north is vacated from the center of the site, east to High Street. All utilities are available.

Surrounding Area

Intense redevelopment of the area began in 1974 with the construction of the 40 story international headquarters of the Nationwide Insurance Companies. This \$80 million complex known as Nationwide Plaza was completed in 1978 and is located north of the development site. It includes 1.3 million square feet of office space, a rooftop restaurant, grade and second level retail and a 1600 car parking garage, all connected by a second level walkway system. Nationwide Plaza also includes a major pedestrian activity area fronting on High Street which is directly across the street from the development site.

Across High Street and slightly north of the site - at the northeast corner of High and Chestnut Streets - Nationwide Development Company has started construction on an 18 story, \$23 million multi-tenant investment office building. Completion is anticipated in Fall, 1981. Architect is Welton Becket Associates.

Directly across High Street from the site is the former office and parking complex of Nationwide which is currently being occupied by State of Ohio agencies. Also east is the new Federal Office Building which includes a second level walkway that connects it to a parking garage on Spring Street. At the southeast corner of the development site is the beginning of the proposed High Street semi-mall which is intended to increase priority of transit and pedestrians and significantly upgrade the environment as a setting for business. South of the site is a block mixed with surface parking, commercial, and office uses. To the east of the site lies the headquarters and new parking facility for Columbus and Southern Ohio Electric Company. The western area is characterized by surface parking and older commercial and manufacturing uses.

Public Objectives

1. Develop quality, multi-use facilities on this site as an integral part of the downtown fabric.
2. Re-establish pedestrian activity, particularly retail, along the High Street frontage.
3. Directly relate the development of this site to both Nationwide Plaza and High Street through orientation of facilities and extension of the existing Plaza south into the subject site.
4. Provide second level walkways that are developed as high activity generators and extend south from the Nationwide Plaza system to the existing Nationwide and Federal Office complexes.
5. Redevelop this site in accordance with urban design guidelines established for the area in 1976 by the City Department of Development, Nationwide Mutual Insurance Company and Battelle Commons Company.

6. Develop the site conceptually in accordance with the updated Nationwide Development Master Plan formulated in 1979 by Nationwide Insurance Companies.

Land Ownership, Cost and Taxes

This full city block site is assembled under single ownership through Nationwide Mutual Insurance Company and Nationwide Development Company.

Availability

The site is immediately available for multi-use development including office, hotel, commercial, and residential facilities through the Nationwide Development Company. This site is considered by Nationwide as a high priority for redevelopment. It will consider ground lease, outright sale, joint venture, or other suitable means for development of site, including participation if appropriate.

Development Process

The process for development of this site will be established between the owner and developer. The City of Columbus, Department of Development coordinates the public aspects of the development plan review and approval process involving other City agencies, the Board of Zoning Adjustment, Capitol Square Commission, Development Commission and Graphics Commission as appropriate. Technical assistance and additional information are available from the Department.

Challenges and Incentives

Development of this site will be a challenge in relating to the Nationwide Plaza, providing a facility that functions as a gateway to the proposed High Street semi-mall, and in creating a significant portion of the pedestrian walkway system emerging in the area.

Development Site No.4 Gay & High

Site Description

The site fronts on High Street and is located two blocks from the 100% corner of Downtown Columbus at Broad and High Streets. It consists of two square quarter blocks divided by a secondary street perpendicular to High Street. Vehicular access to the site is principally from Wall Street to the west which runs perpendicular to Long and Gay Streets to the north and south that function as one way pairs. The site is zoned commercial and slopes approximately eight feet to the north from Gay Street down to Long Street. The S.S.T. Corporation, Jim Foley Architect, has purchased the southern portion of the site and proposes to develop a 20 story multi purpose office building which is projected to break ground in late 1980. The remaining two thirds of the site includes two small office buildings and four stores, one of each being vacant. Over 80% of the existing building area is currently vacant and the site has been determined to be blighted for redevelopment purposes by the Department of Development. All utilities except gas are available.

Surrounding Area

The site is two blocks north of the State Capitol and a block to the west is the site of the proposed Columbus Civic Center that the City anticipates developing in the early 1980's. The site is central to an area of High Street that provides supportive commercial and office facilities. Within one block of the High Street frontage are five banking institutions and the headquarters of the Central Ohio Transit Authority. Within several blocks are numerous office buildings housing over 1500 employees. South-west of the site is a one acre parcel now being used for surface parking, but with potential for parking garage and mixed use development. The many transit lines which pass the site on High Street provide excellent access for commuters and the site fronts on the proposed semi-mall.

Public Objectives

1. Stimulate economic revitalization of North High Street with a direct stimulus provided by the proposed semi-mall.
2. Develop quality, multi-use facilities on this site as an integral part of the downtown fabric.
3. Maintain and reinforce pedestrian activity, particularly retail, along High and Gay Street frontages.
4. Upgrade the pedestrian environment along both High and Gay Streets and provide, through new developments, opportunities for extension of the second level walkway system which is emerging to the north.

Land Ownership, Cost and Taxes

Land costs are undetermined at this time. June, 1978 ownership, assessed value and tax revenues are as follows:

22 E. GAY STREET Charles Mac Realty Corp. 22 W. Gay Street Columbus, Ohio 43215	65 N. HIGH STREET 67 Corporation c/o Dollar Savings & Loan 35 E. Gay Street Columbus, Ohio 43215
68 - 75 N. HIGH STREET Lucretia S. Hart et. al. c.o First National Trust Dept. Box 2668 Zanesville, Ohio 43701	77 N. HIGH STREET 1st Trust Company of Ohio 100 E. Broad Street Columbus, Ohio 43215

79 - 81 N. HIGH STREET
 Charles & Stephen Young
 42 E. Long Street
 Columbus, Ohio 43215

84 - 89 N. HIGH STREET
 S.S. Kresge Company
 3100 West Big Beaver
 Troy, Michigan 48084

97 - 103 N. HIGH STREET
 W. Schottenstein Realty Co.
 c/o Dollar Savings & Loan
 35 E. Gay Street
 Columbus, Ohio 43215

111 NORTH HIGH STREET
 Edward M. Nichols
 653 Canyon Road
 Sante Fe, New Mexico 87501

113 - 119 N. HIGH STREET
 William S. Kimmel, et. al
 c/o Huntington National Bank
 Trust Department
 37 W. Broad Street
 Columbus, Ohio 43215

	Assessed Value for Taxation Purposes	Tax Revenues
1963	\$424,200	\$15,059
1969	\$262,070	\$11,137
1975	\$454,100	\$17,982

Availability

Several property owners are currently attempting to assemble this site for redevelopment. Columbus City Council has tabled legislation submitted by the Development Department pending this effort. The legislation would declare the site blighted for land assembly purposes as provided by Ohio Impacted Cities legislation. The Development Department does not currently recommend tax abatement on the increased value of development for this site. Such tax abatement is possible under the same Ohio legislation.

Development Process

The process for development of this site will be established between the owners and developer. The City of Columbus, Department of Development, coordinates the public aspects of the development plan review and approval process involving other City agencies, the Board of Zoning Adjustment, Capitol Square Commission, Development Commission, and Graphics Commission as appropriate. Technical assistance and additional information are available from the Department.

Challenges and Incentives

Land assembly and development of a site central to a portion of High Street that has not significantly provided renovation or redevelopment activities is a challenge. Land assembly assistance from the owners or the City is a possibility. Re-use of the site will be enhanced through City efforts to improve High Street with the proposed transit semi-mall. Parking will be needed to support the site but actual spaces can be determined by the developer as parking requirements of the current Zoning Code are exempted in this area of the Central Business District. Secondary streets may be vacated to provide an unencumbered half block for development. City approval of such vacations is dependent on their impact on surrounding streets, and the provision of utility relocation and off street service/delivery access to the site.

Development Site No.5 Broad & High

Site Description

The site fronts on both Broad and High Streets, the crossroads of Columbus. This square is considered to be the 100% corner of Downtown. The entire site is cleared and used for surface parking. A hotel and several retail shops were formerly on the site. The hotel used to tie in to the west by second level walkway with a major office building (LeVeque Tower, 350,000 sq.ft.). The site slopes down eight feet to the northwest from the corner of Broad and High. Vehicular access is from the two secondary streets bounding the site to the north and west. All utilities except gas are available. The site has been declared by City Government to be blighted for redevelopment purposes.

Surrounding Area

Being in the heart of Capitol Square, the site has considerable assets. Immediately southeast of the site is the State Capitol building and grounds that include a 2000 car underground garage. Directly across Broad Street from the site is the Huntington Bank Complex (3000 employees) and the historic Wyandotte Building which was renovated in 1978. One block west of the site is City Hall which is planned to be the focus of a new Civic Center to be developed in the early 1980's. North of the site are many commercial and office facilities. Across High Street from the site is the State Office Tower (4000 employees) and the Lynn/Pearl Mall which is currently under construction by the City. As a result of these facilities and their central Capitol Square location, 18 private renovation projects have been implemented within that block since 1971. The intersection of Broad and High Streets continues to demonstrate one of the highest pedestrian volumes within the downtown. This intersection is also the center of the High Street transit spine with its proposed development into a semi-mall.

Northwest of the site is another square quarter block site now used for surface parking. This second site at the southeast corner of Gay and Front Streets could be developed for multi-uses, including parking. This development could be related to and support a development at Broad and High Streets through the second levels of either the LeVeque Tower or the adjacent secondary streets.

Public Objectives

1. Develop quality multi-use facilities on this site as the predominant corner of Capitol Square.
2. Reinsert pedestrian activity, particularly retail, along the High and Broad Street frontages.
3. Upgrade the pedestrian environment along both High and Broad Streets and provide for extension of the existing below grade walkway system which connects the Huntington Trust Complex to the State Capitol and State Office Tower.

Land Ownership, Cost and Taxes

Land costs are undetermined at this time. Current ownership and tax values are as follows:

Broad & High Corp. A. Patrick Tonti 1921 Harwich Road Columbus, Ohio 43221	Huntington Trust Company c/o Larry Green 37 W. Broad Street Columbus, Ohio 43215
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	<u>Assessed Value for Taxation Purposes</u>	<u>Tax Revenues</u>
1963	\$1,019,970	\$36,208
1969	\$1,054,860	\$44,831
1975	\$1,409,760	\$55,826

Availability

This site is available for development pending land assembly. Columbus City Council has passed legislation that declares the site blighted to assist in land assembly if necessary as provided by Ohio Impacted Cities legislation. The Department of Development does not currently recommend tax abatement on the increased values of development for this site. Such tax abatement is possible under the same Ohio legislation.

Development Process

Process for development of this site will be established between the owner and the developer. The City of Columbus, Department of Development, is available to assist with land assembly through application of the Ohio Impacted Cities legislation. The Department of Development coordinates the public aspects in the development plan review. Technical assistance and information is available from the Department.

Challenges and Incentives

Land assembly and quality development with adequate support services on this key site is a challenge given a history of efforts that have not been fruitful. Land assembly assistance from the City is available. Development of the site will be enhanced through City efforts to upgrade both High and Broad Streets and the implementation of the proposed High Street semi-mall. Parking will be needed to support the site, but actual space can be determined by the developer as parking requirements of the Zoning Code are exempt in this area of the Central Business District.

Development Site No. 6 State & High

Site Description

This rectangular site fronts on Capitol Square and the State House grounds. It is composed of two half acre sections separated by Wall Street, which is a north/south secondary street. There is 125 feet of frontage on High Street and Front Street with a total of 375 feet along State Street. The east portion of the site includes two to three story structures now being used for a drug store, camera shop, and state liquor store. The west segment is cleared and currently used for surface parking. The site is zoned commercial. It slopes approximately 26 feet from High Street down to Front Street. Vehicular access is good from State Street (one-way west), High Street (one-way north) and Broad Street (via Wall Street).

Surrounding Area

The site is located in the center of major downtown office, retail, and government activity. The site fronts on the center portion of the proposed High Street semi-mall. The intersection of State and High Streets measures among the top pedestrian volumes in Downtown. The State Capitol building and grounds immediately east of the site also include a 2,000 car underground garage. A half block south of the site is Lazarus Department Store with approximately 1.3 million sq. ft. of retail space. Also within one half block is the Union Department Store (300,000 sq. ft.). Both Lazarus and the Union Department stores will be tied along High Street and through second level walkways into the Capitol South redevelopment project. This project begins just southeast of the subject site. The project will include retail shops, office buildings, residential units, parking garages, and a cultural arts center. Construction has begun and is estimated at over \$200 million worth of development by the mid 80's. Just east of the site on State Street is the restored 3,000 seat, historical Ohio Theatre. North of the site are retail shops and the Neil House Motor Hotel (300 rooms) all in the same block. West of the site are three major State Office buildings with inter-connecting plazas that overlook the Scioto River.

Public Objectives

1. Develop quality, multi-use facilities on the site as an integral part of the Downtown fabric.
2. Maintain and reinforce pedestrian activity, particularly along the High Street frontage.
3. Develop a project which is in proper scale and design relationship to Capitol Square.

4. Upgrade the pedestrian environment along High and State Streets, and provide, through new development, opportunities for extension of the existing below grade walkway system in the Capitol Square area.

Land Ownership, Cost and Taxes

Land costs are undetermined at this time. The land is assembled for development purposes through the United Redevelopment Corporation which is a joint venture of the Nationwide Mutual Insurance Company and the Galbreath Mortgage Company. Assessed value and tax revenues are as follows:

	<u>Assessed Value for Taxation Purposes</u>	<u>Tax Revenues</u>
1963	\$724,550	\$25,721
1969	\$725,710	\$30,849
1975	\$1,027,390	\$40,683

Availability

The parcel is immediately available for commercial development. The method is open for discussion.

Development Process

The process for development of this site will be established between the owner and developer. The City of Columbus, Department of Development coordinates the public aspects of the development plan review and approval process involving other City agencies, the Board of Zoning Adjustment, Capital Square Commission, Development Commission and Graphics Commission as appropriate. Technical assistance and additional information are available from the Department.

Challenges and Incentives

The topography of the site presents a challenge to development while providing the opportunity for interconnecting the two site sections. Parking may be desired to support redevelopment of the site, but actual spaces can be determined by the developer as parking requirements of the Zoning Code are exempted in this section of the Central Business District.

Development Site No.7 Capitol South

Site Description

This is the major site available for development in Downtown that fronts on High Street. The three block area is characterized by dilapidated low-rise commercial and mid-rise office structures with approximately 65% of the land being used for surface parking. It has been declared blighted for redevelopment purposes by City government. The site slopes away approximately eight feet from High and State Streets. It is zoned commercial and all public services, except natural gas, are available. Access from all sectors of Downtown to the site is excellent via the one-way pair street system with Third, Town and Main Streets directly engaging the site. With Lazarus Department Store across High Street, the site is located adjacent to the area of highest Downtown pedestrian and mass transit volumes. Also, with three blocks facing the southern portion of the proposed High Street semi-mall, development of the site has a major impact on the feasibility of upgrading High Street.

The northwest portion of the site will be retained as development occurs. It contains the Halle Department Store, (300,000 s.f) and the Ohio Theatre (3,000 seats). The theatre is restored and on the National Register of Historic places, and is the center of performing arts in Downtown.

The City of Columbus has executed financial and lease agreements as provided by State Impacted Cities legislation with the Capitol South Community Urban Redevelopment Corporation for development of this three block area. The Corporation is responsible for coordinating and causing development to occur by 1985. Demolition and relocation is underway by the Corporation for the entire site. They will also be responsible for expanding the Ohio Theatre into a visual and performing arts center, and are now constructing a major Urban Activity Center at High and Town Streets. Ground was broken in April, 1978 for the \$4.7 million Urban Center which is funded by the Federal Economic Development Administration, local private foundations, and the City. It consists of a winter ice skating rink convertible to sports and cultural exhibitions in the summer, an outdoor cafe and restaurants in a landscaped environment including water and sculpture. The Urban Center was dedicated in December, 1979.

The Capitol South Corporation is working with the John W. Galbreath Company to develop a 425 room Western International Hotel in 1980, and a 500,000 square foot office building in 1981. They anticipate the first 130,000 square feet of office space as part of a three building 400,000 square foot project to begin construction in the southern portion of the site by 1980. In late 1979 Banning & Pickett and the Aetna Casualty & Surety Company started construction on a 216,000 square foot twelve story building in the middle block. This is the first of two buildings, the second of which is anticipated to be approximately 300,000 square feet. An office tower site accommodating up to 800,000 square feet has been reserved east of and adjacent to the Urban Center.

The Capitol South Corporation is also working with Cadillac Fairview to develop the first retail phase in the northern block, which will entail approximately 210,000 square feet of new gross leasable area as well as incorporate the existing Halle's Department Store. Cadillac Fairview is also anticipating building related retail facilities in the middle block at a later date. All development is being planned to be interconnected by a multi level pedestrian galleria and Town Square with access from High, Third and State Streets. The proposed retail will connect with the existing Lazarus and Holle's Department Stores by second level walkway to form a retail complex of approximately 1.8 million square feet. The Western International Hotel and the block one Cadillac Fairview retail as well as the galleria and Town Square are dependent on approval of an Urban Development Action Grant.

Surrounding Area

This site lies adjacent to the center of Columbus Central Business District. The northern portion of the Capitol South site is on Capitol Square. It faces along State Street, the State House grounds which includes a 2,000 car underground garage. Also north lie several new office buildings along Broad Street. To the east of the site lies the completed portion of the \$72 million Market Mohawk Urban Renewal Project. It was initiated in the early 1960's and contains mid-rise office and commercial facilities, all with supportive parking. Immediately south lie older buildings and the Southern Hotel. One block to the south, the County Government Center is nearing completion with construction of a new 19 story Municipal Courts building and a multi-level parking garage, both to be connected by above grade walkway. West of the site along High Street lie the bulk of Downtown retail including the 1.3 million s.f. Lazarus Department Store.

Public Objectives

1. Revitalize a significant blighted portion of Downtown to its highest and best use in such a manner as to provide a catalyst for continual surrounding area upgrading.
2. Develop a major, multi-use project that generates people activities beyond the eight to five business day.
3. Develop quality facilities on the site that are an integral part of the Downtown fabric and that have proper design and pedestrian activity relationships to Capitol Square and High Street.
4. Integrate the entire site with grade separated walkways that are developed as high activity generators and tie directly to High Street and Capitol Square.
5. Utilize State of Ohio Impacted Cities legislation in cooperation with private enterprise to accomplish public objectives with land profits reinvested into the site or distributed to local choraties.

Land Ownership, Cost and Taxes

The City of Columbus is currently 80% complete with land acquisition across the three block site using negotiation or its powers of eminent domain as appropriate. Costs are not expected to exceed \$18 million and this activity is scheduled for completion in 1978. As the land is purchased by the City, it is leased to the Capitol South Corporation for development within five years. At such time as the Corporation has final contracts with a developer, the Corporation will purchase the land from the City at cost. Developer land costs will be based upon acquisition costs, overhead and carrying costs with resale prices estimated to range from \$20 to \$120 s.f. depending on location and proposed use. Office rents for new hi-rise buildings in Downtown are ranging between \$11 and \$12 for net rentable area. Currently the office market is strong since the substantial Class A, hi-rise office developments since 1970 are all operating at capacity. The City has provided tax abatement on the increased value of redevelopment for the entire site to the Capitol South Corporation over the maximum periods allowable by law. Tax abatement may be passed on to developers by the Corporation if needed to make proposed improvements economically viable. Present taxes are averaging around 40¢/s.f. of land area and are summarized for the entire site as follows:

Development Site No.7 Capitol South (Continued)

	Assessed Value for Taxation Purposes	Tax Revenues
1963	\$4,111,311	\$143,952
1969	\$3,571,280	\$151,777
1975	\$5,007,220	\$198,296

Availability

Multi-use sites will be available for mid to hi-rise developments between 1981 and 1983. Sites will be made available through the Capitol South Corporation. Disposal of development sites by the Corporation will be either through outright sale or land lease dependent on the most mutually advantageous arrangements.

Development Process

The specific process for development of the site will be established between the Capitol South Corporation and the developer. All improvements will be subject to local codes and reviews. The City of Columbus, Department of Development, provides technical assistance and coordinates the public review process. The Corporation requires all development to be in accord with a land use plan and urban design standards now under development.

Challenges and Incentives

Coordinated development and revitalization of a major segment of Downtown is a special challenge. Large buildable sites in an active area of the Central Business District are being assembled and tax abatement may be given for up to 20 or 30 years dependent on the type and economic feasibility of a proposed facility. Long term land leases are possible at favorable rates. The Capitol South Corporation is making maximum use of public funds that can be made available to increase the effectiveness and viability of the site.

This publication was prepared and financed by the City of Columbus, Department of Development, as authorized by City Council on May 22, 1978. It was prepared by Department staff under the direction of Bruce Miller, Planning Assistant Administrator, and Fred Myers, Visual Communications Coordinator.

Site Information:

Battelle Commons Company for Community Urban Redevelopment
 Capitol South Community Urban Redevelopment Corporation
 Nationwide Mutual Insurance Company
 United Redevelopment Corporation

DADE COUNTY/MIAMI, FLORIDA

**METRO-DADE COUNTY/MIAMI****LOCATION**

Dade County, the southernmost major metropolitan area in the United States, is located on the southeast corner of the Florida peninsula bordered by the Atlantic Ocean to the east; the Everglades to the west; the Florida Keys to the south; and, contiguous urban growth to the north. Twenty-seven municipalities plus unincorporated areas make up Dade County, the largest county in the State of Florida.

POPULATION

The County's estimated 1980 population is 1.56 million people, including a 35 percent Latin population. Dade County has grown primarily through in-migration. For example, it is estimated that from 1970 to 1976, for every ten additional residents, nine were due to in-migration and only one attributable to births. This in-migration is expected to continue, and by the year 2000 an additional 600,000 people are projected to live in the county.

EMPLOYMENT

The twelve month average labor market data for the Miami SMSA has continued to show an upward trend in employment. The rise in employment from the year beginning December 1978 to the year ending December 1979 was 4.1 percent, while the civilian labor force increase was 2.9 percent. Total employment is anticipated to be over 700,000 jobs by 1985, and will approach 1,000,000 by the Year 2000.

TRANSIT SYSTEM

The County's bus network transportation system has failed to keep pace with Dade's explosive growth since the 1950's. In an effort to solve this transportation problem, a balanced system of surfaced streets, expressways, buses and a rail rapid transit system was recommended; and, in 1972 approved by a 2:1 vote as part of the "Decade of Progress" bond issue. Ultimately, a fixed rail system of over 50 miles (Metrorail) will serve the community, the initial 21-mile segment of which constitutes the first stage. In addition to the 20 stations planned as part of this initial stage, a bus fleet of over 950 buses will provide access to the stations and a 4.2-mile downtown people mover will integrate downtown Miami into the regional transit system. The first stage of the Metrorail system is under construction and final design for the people mover begins next year. Both systems will open in mid-1984.

DEVELOPMENT TRENDS

Over \$1.65 billion in new development is presently underway in downtown Miami. There are 60 projects currently proposed. These projects represent a summary of public and private investments in a city that is experiencing a massive development boom. These developments in progress, or recently completed, add to the Brickell, Omni and Miami CBD areas approximately 4.5 million square feet of office space, 5,600 residential units, 3,500 rooms and 900,000 square feet of retail space.

OFFICE

Metropolitan Dade County has approximately 12 million square feet of office space, with proposed construction of new office buildings increasing the amount of office space to 16.5 million square feet. The Class A office space has a vacancy factor of 1.6 percent in the Miami CBD; 2.4 percent for areas outside of downtown. As a result of the tight office market, rental rates now range from \$14 to \$17 per square foot for any available first class space, with buildings under construction expected to open at \$17 per square foot and higher.

RETAIL/COMMERCIAL

The Miami central business district (CBD) has the greatest concentration of commercial business activity within Metro Dade County. Besides the larger department stores, there are now 700 small merchants in the CBD who reported sales last year of \$1 billion. Sales on a whole are also reported to be up 45 percent over those of last year. Presently, there is more than 3,000,000 square feet of retail space in and surrounding the Miami CBD. The vacancy rate is extremely low while land cost in the area range from \$40 - \$150 a square foot. Rental rates for downtown retail space are as high as \$45 per square foot. Dade County is constantly growing, causing retail/commercial trade to expand also. As a result of this growth, there are now nine business districts excluding the Miami CBD, which have major concentrations of retail business, office, and service establishments.

RESIDENTIAL

The real estate market is thriving in Metropolitan Dade County especially with the extensive and intense mix of residences. Sixty-seven percent of all units are single family. The average purchase price of a new home is \$67,000; used, \$59,500. The apartment vacancy rate county-wide is less than 1 percent. The condominium market is also thriving as rentals are converted and new units are added in both suburban and downtown locations.

INDUSTRIAL

Just over 7,000 acres of land is being used for industrial purposes. Presently, it is estimated that 12,000 acres have industrial zoning and are shown to be vacant and available. The average price of developed industrial land ranges between \$85,000 - \$100,000 an acre. Dade County has the largest manufacturing employment and total manufacturing firms in the State of Florida, predominantly in the areas of apparel, textile and fabricated metals

SPECIAL FEATURES

Metropolitan Dade County/Miami is called the bridge to the two Americas. It is the home of the largest professional bilingual work force in the country. Miami International Airport is second only to New York in the amount of international traffic it handles. There are non-stop flights to every major Latin American city. The inauguration over the past two years of new air routes to Tel Aviv, Santiago, Paris, Frankfurt, Amsterdam along with the potential of future routes to Africa and the Middle East enhances Miami's appeal to international business.

The Port of Miami is first in the nation in the number of cruise passengers. Completed in 1967, the Port remains one of the world's most functional and efficient. Another 2,000 linear feet of dockage will soon be developed to accommodate more vessels.

In 1977, the Florida Legislature passed the International Banking Act, leading to the establishment of 13 foreign banks in Miami from such diverse countries as Spain, Brazil, Canada, Great Britain and Argentina. There are also an additional 13 federally chartered Edge Act banks which are American-owned banks with foreign banking offices here.

Taxes in Metropolitan Dade County are lower than in most metropolitan areas. There is no personal income tax, no gross receipts tax, no inheritance tax, no gift tax, and one of the Nations's smallest sales tax at 4%. Corporate taxes are levied after the first \$5,000 with the remainder taxed at 5%.



METRO-DADE COUNTY/MIAMI

WASHINGTON HEIGHTS STATION (PARK WEST)

SITE DESCRIPTION

Located northeast of the new downtown Government Center complex, north of the Miami Central Business District (CBD), the site is on the southwestern corner and part of an 86-acre area under study for redevelopment as the proposed Park West New Town-In Town. The project proposes major redevelopment of the area into a high-density unique urban residential community. The site, which is immediately adjacent to the Washington Heights Metro-rail station, comprises 8.15 acres (352,450 square feet). The present C-5 (commercial restrictive) zoning of the site is under study and will be changed to encourage redevelopment of the two blocks in relation to both the rapid transit station and the proposed Park West New Town-In Town. The proposed zoning will allow high-intensity mixed-use commercial and residential development.

TRANSPORTATION FACILITY

The site is just east of the Washington Heights Metrorail Station presently under design and scheduled to be completed in 1984. Patronage is estimated to be 8,000 daily.

LAND OWNERSHIP, COST, TAXES

The site consists of 12 parcels under separate private ownership. The present assessed land value is \$890,283 and the assessed value of the improvements is \$655,266 for a total assessed value of \$1,545,549 or \$4.39 per square foot. The total combined City, County, and other local tax is \$31.50 per \$1,000 of assessed value.

PUBLIC OBJECTIVES

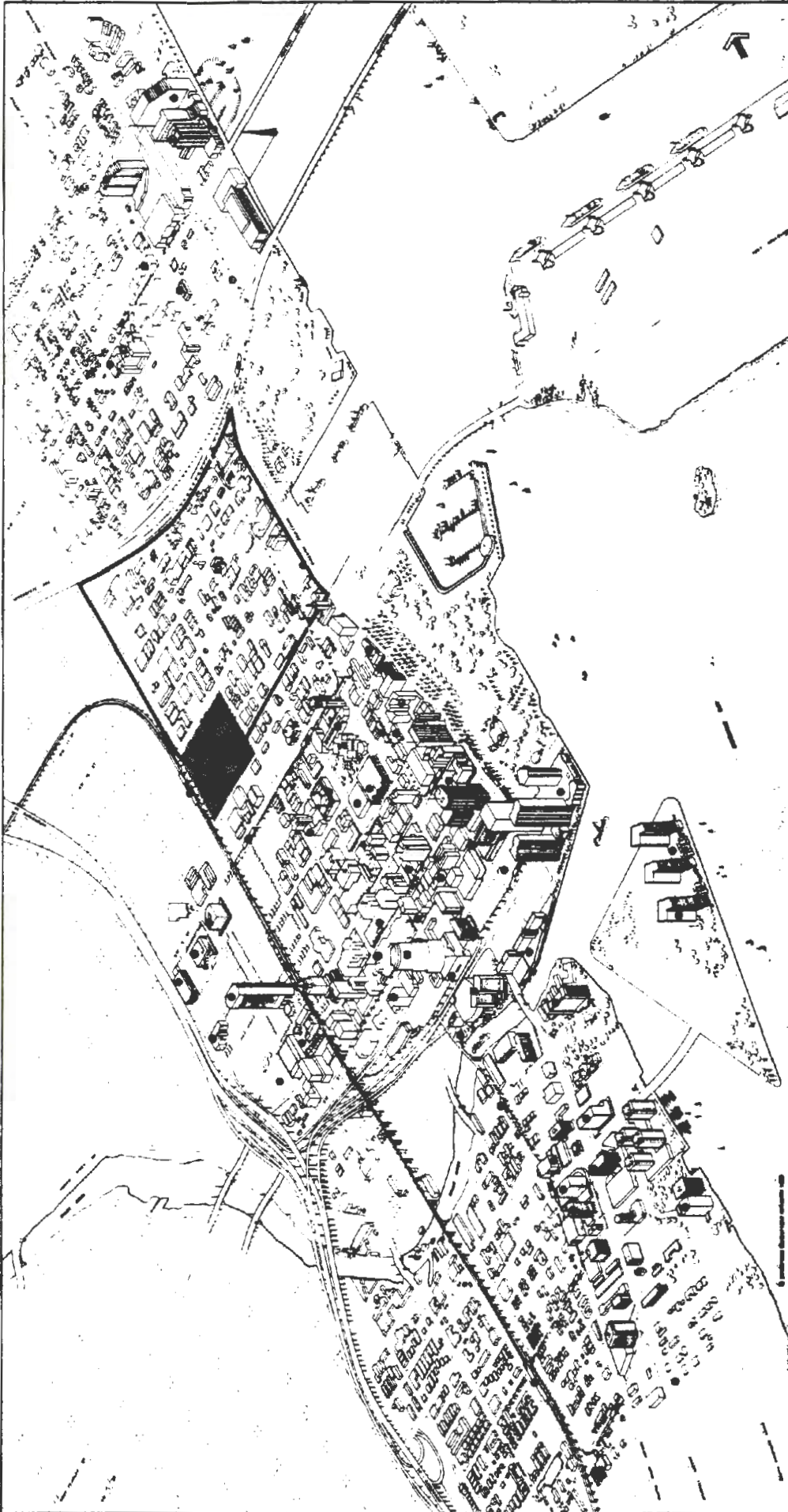
To encourage quality development which maximizes the use of mass transit facilities and is compatible with the Park West redevelopment program to reinforce the area as a viable focus and service area of the proposed Park West residential community. The preferred program is a mixed-use residential development with office and hotel uses and ground floor retail and restaurants with appropriate pedestrian amenities.

SPECIAL FEATURES OR CONSIDERATIONS

The Downtown Development Authority in cooperation with the City of Miami will encourage, coordinate, and facilitate developments which are in conformance with current downtown development objectives.


CONTACT

Roy Kenzie, Executive Director, Downtown Development Authority
2099 One Biscayne Tower, Miami, Florida 33131 (305) 579-6675



- 1. Office Building
- 2. Parking Garage
- 3. Interstate
- 4. Interstate
- 5. Clubhouse
- 6. Interstate
- 7. Interstate
- 8. Holiday Inn Hotel
- 9. Interstate
- 10. Interstate
- 11. Interstate
- 12. Interstate
- 13. Interstate
- 14. Downtown People Mall, Stage 1
- 15. Southern Department Store
- 16. Capitol Mall
- 17. Interstate
- 18. Interstate
- 19. Interstate
- 20. City of Miami Police Headquarters
- 21. Interstate
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JOINT DEVELOPMENT OPPORTUNITY SITES
 WASHINGTON HEIGHTS STATION : PARK WEST / NEW TOWN-IN TOWN



**downtown
development
authority**

downtown miami / new world center



METRO-DADE COUNTY/MIAMI

WASHINGTON HEIGHTS STATION (URBAN INITIATIVES)

SITE DESCRIPTION

The site consists of four blocks immediately west of the Washington Heights Metrorail Station. The site is one block north of the Government Center complex and immediately west of the proposed Park West New Town-In Town on the northwestern edge of the Miami central business district. The site is within the area declared for redevelopment as part of the Overtown Redevelopment Plan and is currently occupied by blighted residential structures, marginal retail facilities and vacant land. An Urban Initiatives grant has been filed with UMTA for acquisition of the 10-acre site, in order to allow for redevelopment as a high density mixed-use area.

TRANSPORTATION FACILITY

The site is just west of the Washington Heights Metrorail Station presently under design and scheduled for completion in 1984. The Station is the first stop north of the Government Center and is expected to serve 8,000 daily patrons.

LAND OWNERSHIP, COSTS, TAXES

The site consists of several parcels under private ownership; however, public acquisition is planned pending UMTA funding. Land and improvements costs are estimated at \$5,168,000 or approximately \$11.00 per square foot. The combined City and County tax rate is 31.50 mills.

PUBLIC OBJECTIVES

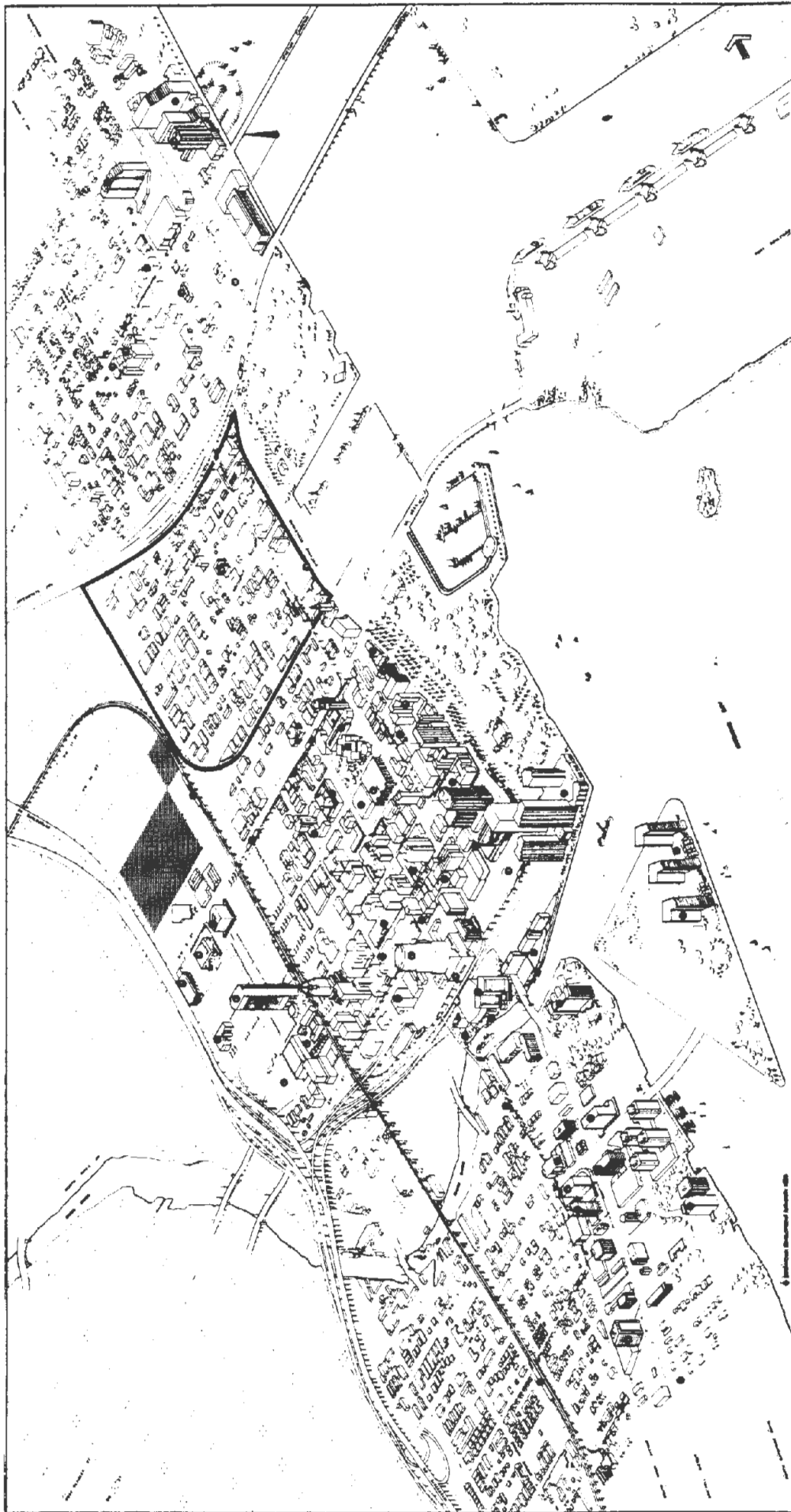
To encourage redevelopment of the area as a high-intensity, transit-compatible activity center. The preferred use is primarily residential with service-related office and retail uses and the incorporation of a hotel to serve Government Center.

SPECIAL FEATURES OR CONSIDERATIONS

The site is part of an Urban Initiatives project proposal involving \$6.7 million in Federal and local funds. The funds will be used to undertake land acquisition and make infrastructure and environmental improvements.

CONTACT

John T. Spillman, Manager, Development Group, Office of Transportation Administration, 44 West Flagler Street, Miami, Florida 33130 (305) 579-5323



- 1. Office Building
- 2. Flagship Center
- 3. Interconnected Bank
- 4. Interbank
- 5. Downtown Tower
- 6. Bank of America
- 7. Bank of America
- 8. Holiday Inn Hotel
- 9. Brickell City - Phase I
- 10. Newhall Center
- 11. Fortis Plaza
- 12. Brickell City, Phase II & III
- 13. Brickell Regional Station
- 14. Downtown People Mover, Stage II
- 15. Bankers Department Store
- 16. Capital Mall
- 17. Gateway International
- 18. Gateway Center
- 19. City of Miami Police Headquarters
- 20. City of Miami Police Headquarters
- 21. State of Florida Employment Services Center
- 22. Dillard's Department Store
- 23. City of Miami/University of Miami
- 24. United States District Building
- 25. Sun Belt
- 26. City of Miami Administration Building
- 27. American Business Center
- 28. J. Brown Department Store
- 29. Everglades Hotel
- 30. Everglades Center
- 31. Miami-Dade Community College - Expansion - Phase II, Building 11
- 32. United States Courthouse Annex
- 33. U.S. Courthouse Complex
- 34. Miami Post Hotel
- 35. United Methodist Church
- 36. El Plaza Hotel
- 37. Miami Center, Phase I & Phase II
- 38. Southeast Building Corporation
- 39. West Fifth Center Parking Garage
- 40. World Trade Center
- 41. Fort Collins Park
- 42. Miami River Walkway, Phase II
- 43. Cruise Support Facility and Parking Garage
- 44. Metro-Dade Cultural Center
- 45. World Trade Center
- 46. Parking Garage
- 47. Miami-Dade Community College, Phase II, Building 10
- 48. Miami-Dade Community College, Phase II, Building 11
- 49. Park West
- 50. Government Center Metrolink Station
- 51. Washington Heights Metrolink Station
- 52. Downtown People Mover, Stage I
- 53. Downtown People Mover, Stage II
- 54. Plaza Venetia, Phase I
- 55. Jefferson 1 Department Store
- 56. Government Center Metrolink Station
- 57. Plaza Venetia, Phase II
- 58. Dade County School Board Administration Office
- 59. Miami Avenue Mayor Education Administration Office
- 60. Downtown People Mover, Stage II

JOINT DEVELOPMENT OPPORTUNITY SITES
 WASHINGTON HEIGHTS STATION : REDEVELOPMENT AREA



**downtown
development
authority**

downtown miami / new world center



METRORAIL

METRO-DADE COUNTY/MIAMI

GOVERNMENT CENTER STATION

SITE DESCRIPTION

Located in downtown Miami, this three-block site divided by N. W. 2nd and N. W. 3rd Streets is adjacent to the new downtown Government Center complex and the main Rapid Transit and Downtown People Mover station. The site is also one block from the 100% corner of the Flagler Street/Miami Avenue retail core. The 11.43 acre (494,625 square feet) site presently consists of 4.16 acres of surface parking and 29 retail/commercial structures mostly two and three stories with approximately 722,300 square feet of space. About half of the structures are in need of some type of repair. The present C-3 (CBD) Commercial zoning allows for high intensity commercial development up to a Floor Area Ratio (F.A.R.) of 30.

TRANSPORTATION FACILITY

The site is adjacent to the Government Center Metrorail Station presently under design and scheduled to be completed in 1984. The station is projected to handle over 30,000 persons daily and will allow patrons to transfer between the north-south Metrorail line, the Downtown People Mover, and the proposed second stage east-west rapid transit line. The station will serve Government Center which will house more than 10,000 employees by 1985.

LAND OWNERSHIP, COST, TAXES

The site consists of 27 parcels under separate private ownership; however, the vacant land immediately adjacent to the transit station is in single ownership. The present assessed land value is \$4,610,172 and the assessed value of the improvements is \$4,114,026 for a total assessed value of \$8,724,198 or \$17.64 per square foot. The combined City, County and other local tax is \$31.50 per \$1,000 of assessed value.

PUBLIC OBJECTIVES

To encourage quality high-intensity development which maximizes the use of the mass transit facilities and reinforces the area as a center of business and commerce. The preferred use is office, mixed with residential apartments, and ground floor retail and restaurants with appropriate pedestrian amenities.

SPECIAL FEATURES OR CONSIDERATIONS

The Downtown Development Authority in cooperation with the City of Miami will encourage, coordinate and facilitate large-scale developments which are in conformance with current downtown development objectives.

CONTACT

Roy Kenzie, Executive Director, Downtown Development Authority
2099 One Biscayne Tower, Miami, Florida 33131 (305) 579-6675



- 1 Office Building
- 2 Freestyle Center
- 3 International Bank
- 4 Interbank
- 5 Southbank Tower
- 6 Sunbank Center
- 7 Bickel-Cheyne
- 8 Holiday Inn Hotel
- 9 Bickel Key - Phase I
- 10 Harbor Center
- 11 Fortis Plaza
- 12 Bickel Key, Phase II & III
- 13 Bickel Bayfront Station
- 14 Downtown People Mover, Stage II
- 15 Portwest Department Store
- 16 Capital Mall
- 17 Southco Interexchange
- 18 Southco Express
- 19 City of Miami Police Headquarters
- 20 City of Miami Police Headquarters Parking Garage
- 21 State of Florida Regional Service Center
- 22 DuPont Plaza Hotel Remodeling
- 23 City of Miami/University of Miami James L. Knight International Center and Forum Hotel
- 24 United States Jewelry Building
- 25 Sun-Tec
- 26 City of Miami Administration Building
- 27 American Business Center
- 28 J. Brysons Opportunity Store
- 29 Everglades Hotel
- 30 Everglades Hotel Expansion - Phase II
- 31 City of Miami Administration Building
- 32 U.S. Courthouse Complex
- 33 U.S. Courthouse Annex
- 34 Newcom Park Hotel
- 35 United Methodist Church
- 36 El Plaza Hotel
- 37 Miami Center, Phase I & Phase II
- 38 Southwest Building Corporation
- 39 Royal Trade Center Parking Garage
- 40 World Trade Center
- 41 Fort Dulles Park
- 42 Miami River Walkway, Phase II
- 43 Central Support Facility and Parking Garage
- 44 Metro-Dade Cultural Center
- 45 Metro-Dade Administration Building
- 46 Parking Garage
- 47 Miami-Dade Community College, Phase I, Building III
- 48 Elamly Housing Tower
- 49 Park West
- 50 Government Center Mainlevel Station
- 51 Washington Heights Metrorail Station
- 52 Downtown People Mover, Stage I
- 53 Oneil Intermodal
- 54 Plaza Venable, Phase I
- 55 Johnson's Department Store
- 56 Boulevard Shops
- 57 Plaza Venable, Phase II
- 58 Dade County School Board Administrative Offices
- 59 Aventura Branch Miami Educational Telecommunications Center
- 60 Downtown People Mover, Stage II



**downtown
development
authority**

JOINT DEVELOPMENT OPPORTUNITY SITES
GOVERNMENT CENTER STATION : CENTRAL BUSINESS DISTRICT

downtown miami / new world center



METRO-RAIL

METRO-DADE COUNTY/MIAMI

BRICKELL STATION

SITE DESCRIPTION

This site contains 19 acres in several blocks located directly between the prestigious Brickell Avenue office corridor in downtown Miami and the Brickell Metrorail Station. The Brickell area is the most rapidly developing market in Miami today, with over 1 million square feet of quality office space, 1,300 luxury condominium units, and 600 hotel rooms under construction or advanced planning. As the few remaining building sites are utilized along Brickell Avenue, this development trend is expected to move westward into the subject site.

TRANSPORTATION FACILITY

The site borders the east side of the Brickell Metrorail Station, with all points within a 2-block walk of the faregates. The station is presently under design and scheduled to be opened in 1984 with an estimated 8,000 daily riders. In addition, the proposed south leg of the Downtown People Mover (DPM) serves the site with three stations, including a transfer facility at the Metrorail Station. The DPM will provide direct access to all major activity centers in Downtown Miami, with average 3 to 8-minute travel times.

LAND OWNERSHIP, COST, TAXES

The property is in multiple private ownership; however, about two thirds of the area has been assembled by two investors. Current land values average \$14 per square foot. Local property taxes total \$31.50 per \$1,000 assessed value.

PUBLIC OBJECTIVES

The City of Miami is promoting mixed-use development in this area, combining innovative high density housing with office space and support services. A total Floor Area Ratio of 6-8 may be achieved by utilizing intensity bonuses for incorporating residential development, as well as retail, entertainment, and cultural activities oriented to pedestrian streets. Requirements for parking and open space will be minimal, recognizing objectives to create an intensive urban center oriented to sidewalk activities and transit access.

SPECIAL FEATURES OR CONSIDERATIONS

The public sector will provide street and sidewalk improvements designed to create a high quality pedestrian environment throughout the site area. A pedestrian/transit mall proposed on S. W. 10th Street will provide an outstanding opportunity for ground floor retail and entertainment activities.

CONTACT

Jack Luft, Chief of Station Area Planning, City of Miami Planning Department,
3342 Pan American Drive, Miami, Florida 33133 (305) 579-6086



- 1. Office Building
- 2. Hospitality Center
- 3. Intercontinental Bank
- 4. Caribbean Tower
- 5. Brickell Centre
- 6. Holiday Inn Hotel
- 7. Brickell Centre
- 8. Brickell Centre
- 9. Brickell Centre
- 10. Brickell Centre
- 11. Brickell Centre
- 12. Brickell Centre
- 13. Brickell Centre
- 14. Downtown People Mover, Stage II
- 15. Building Department Store
- 16. Central Bank
- 17. Galileo Emporium
- 18. City of Miami Public Headquarters
- 19. City of Miami Public Headquarters
- 20. City of Miami Public Headquarters
- 21. State of Florida Regional Service Center
- 22. Dignity Plaza Hotel Remodeling
- 23. City of Miami/University of Miami James L. Knight International Center and Hyatt Hotel
- 24. United States Justice Building
- 25. Sun Hat
- 26. City of Miami Administration Building
- 27. American Business Center
- 28. J. Byrnes Department Store
- 29. Evangelical Hotel
- 30. Evangelical Center
- 31. Miami-Dade Community College Expansion - Phase II, building II
- 32. United States Court House Annex
- 33. U.S. Courthouse Complex
- 34. Marine Park Hotel
- 35. United Methodist Church
- 36. El Plaza Hotel
- 37. Miami Center, Phase I & Phase II
- 38. Spalding Building Corporation
- 39. World Trade Center Parking Garage
- 40. World Trade Center
- 41. Fort Dallas Park
- 42. Miami River Walkway, Phase II
- 43. Central Support Facility and Parking Garage
- 44. Miami-Dade Cultural Center
- 45. Main-Deck Administration Building
- 46. Parking Garage
- 47. Miami-Dade Community College, Phase II, building III
- 48. Embassy Housing Tower
- 49. Park West
- 50. Government Center MetroRail Station
- 51. Washington Heights MetroRail Station
- 52. Downtown People Mover, Stage I
- 53. Canal International
- 54. Plaza Venetia, Phase I
- 55. Jefferson's Department Store
- 56. Boardwalk Shops
- 57. Plaza Venetia, Phase II
- 58. Dade County School Board Administration Offices
- 59. Arman Hammer Meyer Educational Telecommunications Center
- 60. Downtown People Mover, Stage II

JOINT DEVELOPMENT OPPORTUNITY SITES
 BRICKELL STATION : REDEVELOPMENT AREA



**downtown
development
authority**

downtown miami / new world center



METRO-DADE COUNTY/MIAMI

COCONUT GROVE STATION

SITE DESCRIPTION

This 158,600 square foot site is strategically located at the intersection of two major arterial streets, U.S. 1 and S. W. 27th Avenue. The location is a gateway to the Coconut Grove neighborhood, a uniquely diverse environment considered to be one of the most desirable markets in South Florida for exclusive residential and specialty commercial development. The site is an entire block, triangular in shape and largely undeveloped.

TRANSPORTATION FACILITY

The site is directly across U.S. 1 from Coconut Grove Metrorail Station which is presently under design and scheduled for opening in 1984. Projected to serve over 7,400 daily passengers, the station will be within a 7-minute ride of Downtown Miami.

LAND OWNERSHIP, COSTS, TAXES

The entire site is under single private ownership and is currently available for sale. Sharply rising land values in the Coconut Grove market require direct negotiation between prospective developers and the private landowner. Local property taxes total \$31.50 per \$1,000 assessed value.

PUBLIC OBJECTIVES

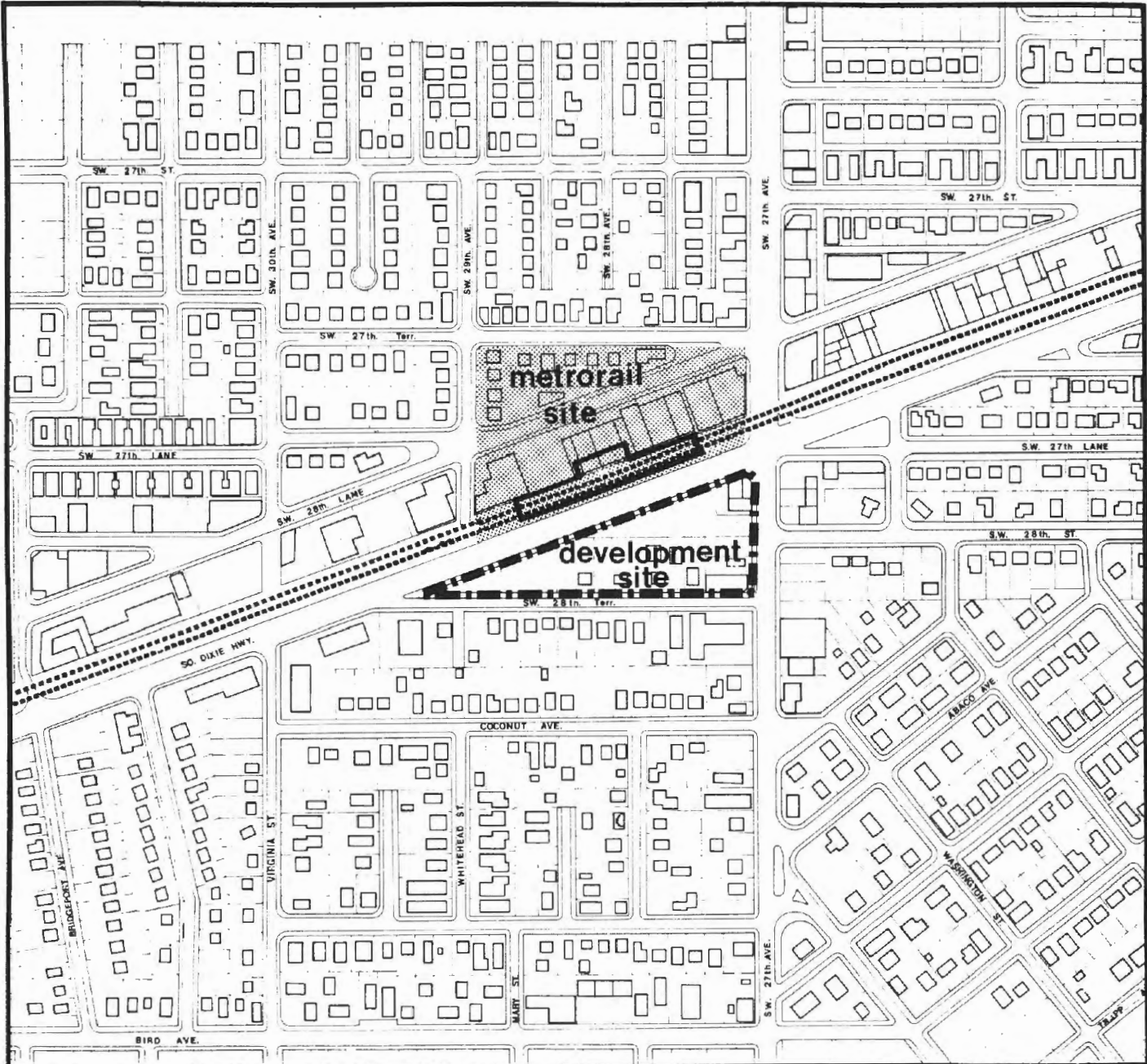
Recently adopted station area development plans call for an integrated mixed-use project of office, hotel, and/or residential space as a principal use, with supportive retail and entertainment space at ground level. Moderate intensities will be maintained in keeping with the intimate scale and character of Coconut Grove. Reduced parking requirements will promote transit access.

SPECIAL FEATURES OR CONSIDERATIONS

Development on this site will be encouraged to link directly into the transit station site via an overhead pedestrian walkway. Substantial floor area bonuses and additional parking reductions will be available for developer participation.

CONTACT

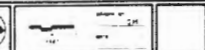
Jack Luft, Chief of Station Area Planning, City of Miami Planning Department, 3342 Pan American Drive, Miami, Florida 33133 (305) 579-6086



COCONUT GROVE METRORAIL STATION

STATION AREA DESIGN AND DEVELOPMENT

COCONUT GROVE





METRORAIL

METRO-DADE COUNTY/MIAMI

DOUGLAS ROAD STATION

SITE DESCRIPTION

The site encompasses a small industrial triangle immediately west of the Douglas Road Station. This area is currently characterized by older, low intensity manufacturing, warehouse and commercial uses and large amounts of underutilized land such as vacant lots, used car sales and storage yards. An Urban Initiatives grant has been submitted to UMTA for public acquisition of approximately 11 acres of land within the area. In addition, air rights over the approximate 8-acre station parking site are also available for development. The Douglas Road Station is located within one mile of the rapidly growing activity centers in Coral Gables and Coconut Grove and is central to the southern leg of the Metrorail line, approximately half way between Dadeland and Downtown Miami. Excellent regional access is offered by the major arterial roads which surround the site.

TRANSPORTATION FACILITY

The Douglas Road Metrorail Station is currently under design and is scheduled to be completed in 1984. The Station is designed to serve over 11,000 patrons daily and, because of its excellent regional access, will have one of the largest parking capacities on the system. Initially about 780 cars will be parked on the site, but the station plan calls for an eventual 5-level structure containing 1,300 spaces.

LAND OWNERSHIP, COSTS, TAXES

The property to the west of the station site is in multiple ownerships; however, public acquisition of approximately 11 acres is planned. The air rights over the station parking site are owned by Metro-Dade County. Land values in the area are approximately \$10 per square foot. Tax rates are \$31.50 per \$1,000 of assessed value in the City of Miami and \$24.80 in Coral Gables.

PUBLIC OBJECTIVES

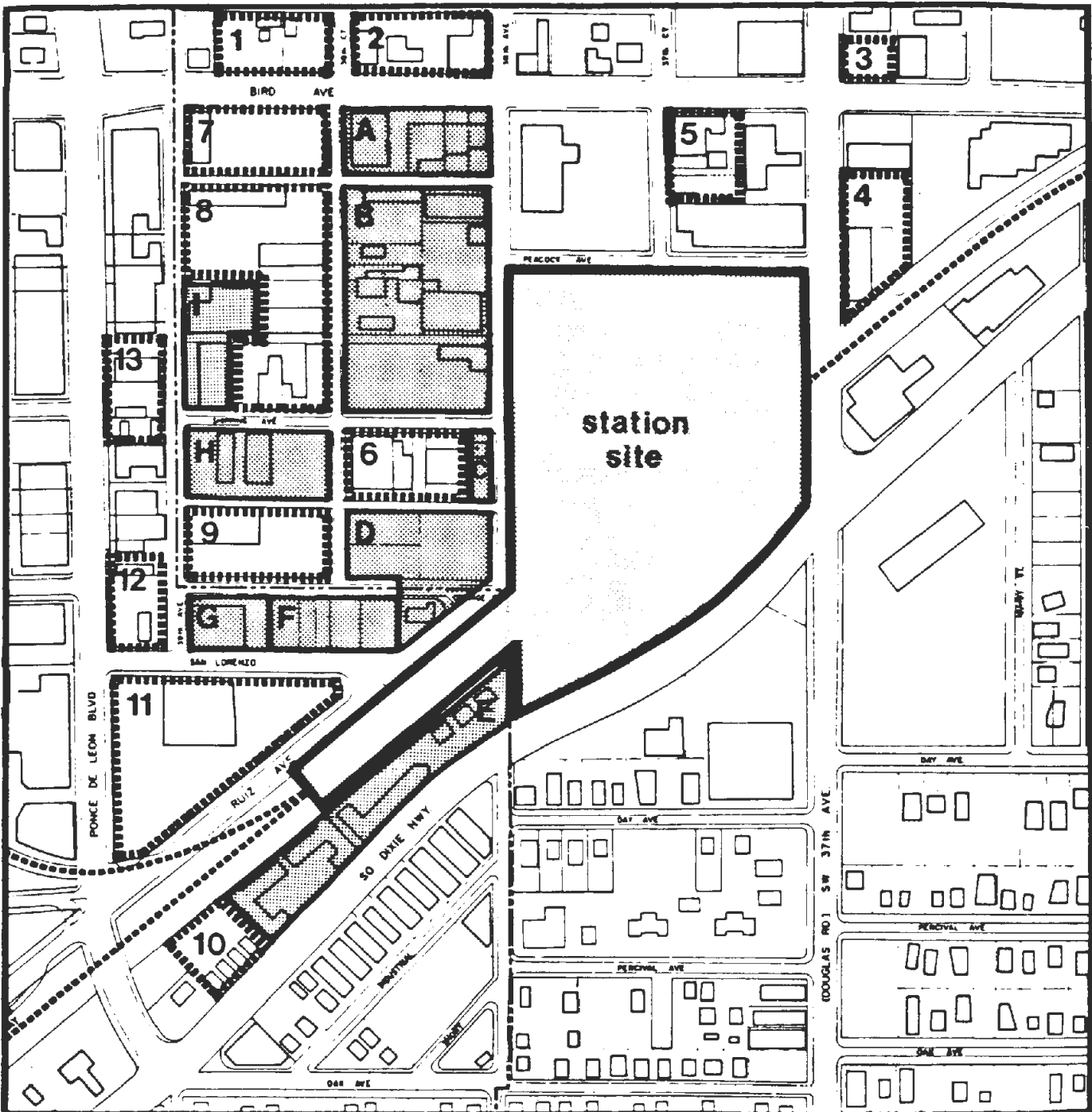
Major rehabilitation and redevelopment is envisioned. High-density multiple-use development incorporating office and residential uses with direct transit linkages is encouraged.

SPECIAL FEATURES OR CONSIDERATIONS

The site is part of an Urban Initiatives project proposal involving \$8.5 million in Federal and local money. The funds will be used to undertake land assemblage and provide the infrastructure necessary to support the projected redevelopment.

CONTACT

John T. Spillman, Manager, Development Group, Office of Transportation Administration, 44 West Flagler Street, Miami, Florida 33130 (305) 579-5323



PRIVATE MARKET REDEVELOPMENT



DIRECT PROJECT REDEVELOPMENT



ANTICIPATED SPIN-OFF REDEVELOPMENT

STATION AREA DESIGN AND DEVELOPMENT

DOUGLAS ROAD




METRORAIL

METRO-DADE COUNTY/MIAMI

DADELAND NORTH STATION

SITE DESCRIPTION

The Dadeland North site consists of air rights over a 229,600 square foot parking site acquired as part of the Dadeland North transit station site. The station plan calls for a multi-level parking structure to be built in three phases to ultimately accommodate more than 3,000 short and long-term spaces. The phasing plan is designed to accommodate integrated commercial/residential development on the site. The Dadeland area is a major regional activity center, anchored by the million-plus square feet Dadeland Mall. The mall is the focal point of a high density, mixed use mode including office, commercial and multi-family residential uses. Dadeland is located in unincorporated Dade County at the convergence of two expressways, giving the site excellent regional accessibility.

TRANSPORTATION FACILITY

The Dadeland North Station is the second station from the southern terminus of the 20.5-mile, 20-station metrorail system scheduled for opening in mid-1984. The station is designed to serve over 22,000 riders daily and will serve west Dade County, with 12 minute travel times to downtown Miami.

LAND OWNERSHIP, COSTS, TAXES

The Dadeland North site is owned by Metropolitan Dade County. Land costs in the Dadeland area range from \$6 to \$10 per square foot; however, the station air-rights have not been appraised. The Dade County tax rate is \$17.50 per \$1,000 of assessed value.

PUBLIC OBJECTIVES

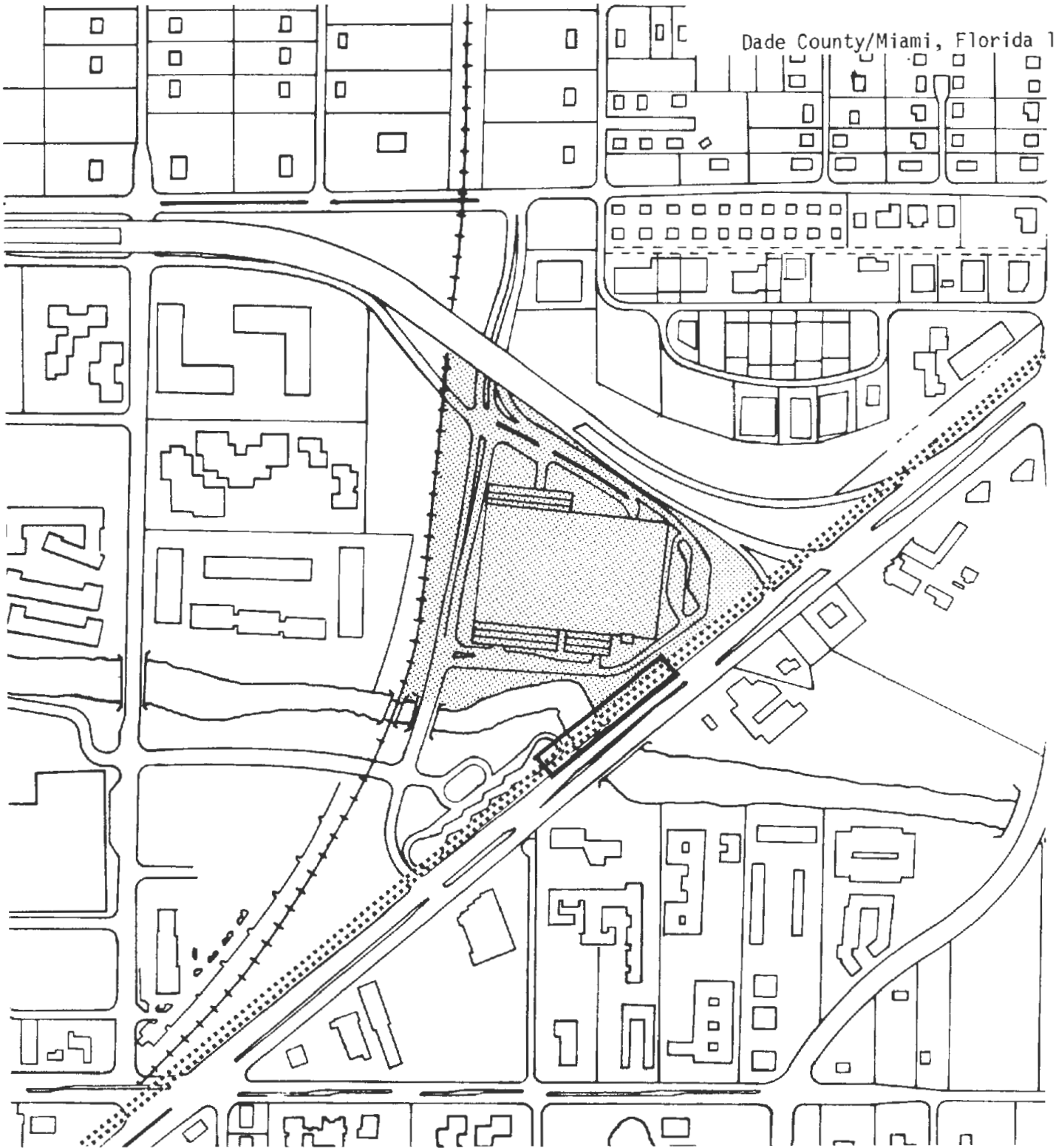
To integrate a major development project with the transit station in order to encourage ridership and generate system revenue. The preferred use of the site is a mixed office/residential development with enough retail to service the residents and transit patrons.





SPECIAL FEATURES OR CONSIDERATIONS

The development of this site will involve maximum coordination between public and private sectors to accomplish the objectives of both. The site will be available through a lease with Dade County, pending a competitive bid process. Appropriate arrangements for the construction and operation of the parking garage will be negotiated.

CONTACT

John T. Spillman, Manager, Development Group, Office of Transportation Administration, 44 West Flagler Street, Miami, Florida 33130 (305) 579-5323



legend METRORAIL SITE 	<p>0 200 500 north feet</p>  <p>METROPOLITAN DADE COUNTY PLANNING DEPARTMENT transit planning division</p> 
	<p>STATION AREA DESIGN AND DEVELOPMENT </p> <p>DADELAND NORTH STATION AREA</p>



GLADEVIEW ELEMENTARY SCHOOL SITE

SITE DESCRIPTION

This school site, located on the N. W. corner of N. W. 27th Avenue and 62nd Street, is directly across from the transit station providing direct transit access to the site. This area is characterized by single and multi-family housing and commercial development. The area is centrally located with excellent access to the employment centers of North Dade, the Miami CBD, the Civic Center, the Hialeah Industrial District and the Miami International Airport.

TRANSPORTATION FACILITY

The school site is west of the Dr. Martin Luther King, Jr. Plaza transit station. This station, located about 6.3 miles southwest of the Miami CBD, will provide service to the transit-dependent population in an area called Model City. The Dr. Martin Luther King, Jr. Plaza is designed to handle a projected volume of 5,800 patrons daily. Proposed station facilities include bus bays to accommodate feeder bus access, limited kiss-and-ride facilities and a parking structure providing spaces for over 900 cars.

LAND OWNERSHIP, COST, TAXES

This site is presently owned by the Dade County School Board. The area is currently being reappraised but the land costs are approximately \$.70 to \$2 per square foot. The Dade County tax rate is 17.5 mills.

PUBLIC OBJECTIVES

The Gladeview School site lies within an area that has been planned with a multi-use community concept. This plan creates a community-scale focus consisting of a service center containing 200-300,000 square feet of commercial and office floor space, a variety of housing types and a community-scale park and recreation facility.

SPECIAL FEATURES OR CONSIDERATIONS

The New Century Development Corporation, a non-profit organization, is being formed for the area for the purpose of promoting the opportunities available to local residents and groups to own, manage and operate businesses. The Corporation, in cooperation with Metro-Dade County is seeking an Urban Development Action Grant to acquire the site.

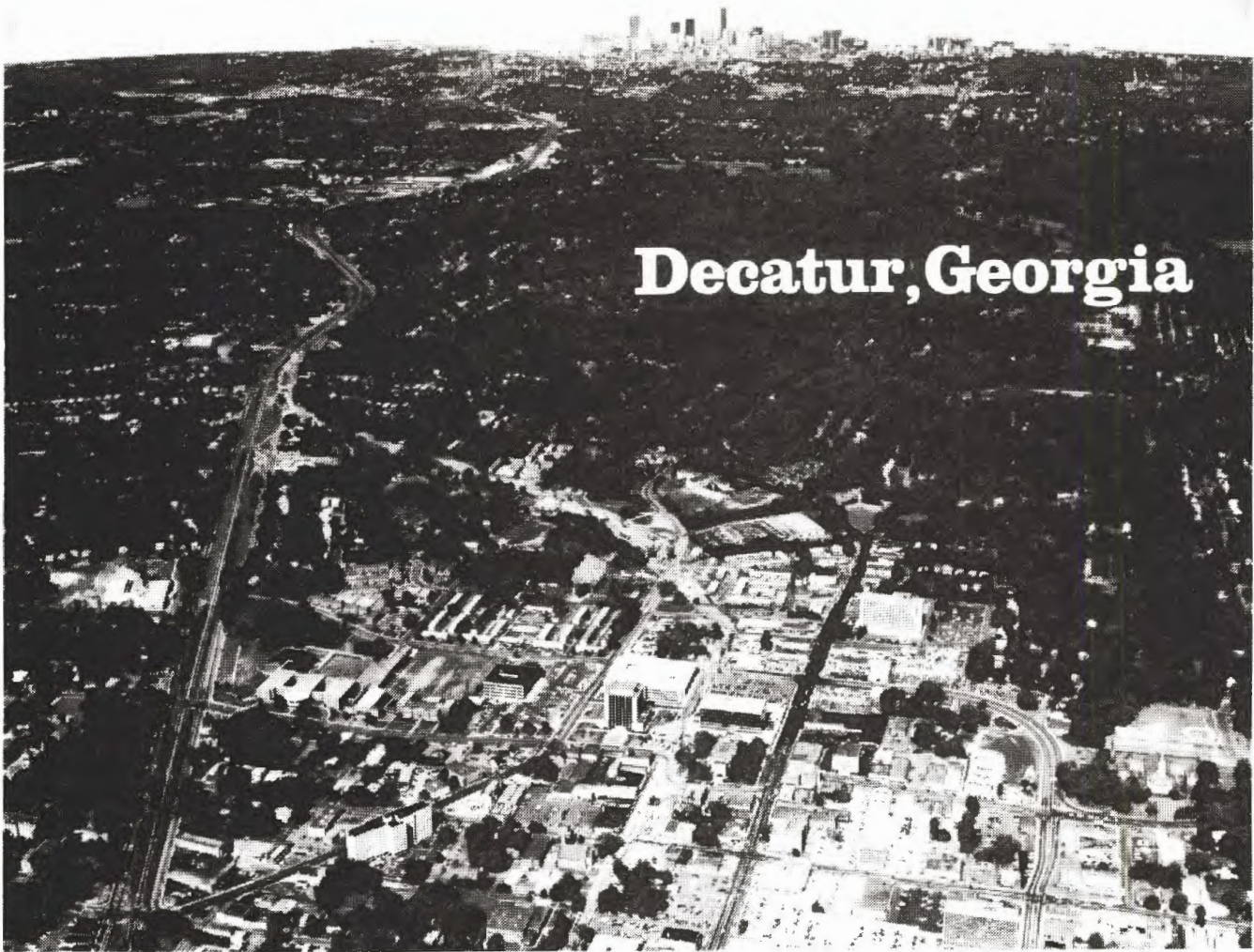
CONTACTS

John T. Spillman, Manager, Development Group, Office of Transportation Administration, 44 West Flagler Street, Miami, Florida 33130 (305) 579-5323



<p>Legend</p> <p>METRO RAIL SITE</p> <p>DEVELOPMENT SITE</p>	<p>0 200 500 feet</p> <p>north</p> <p>METROPOLITAN DADE COUNTY PLANNING DEPARTMENT</p> <p>TRANSPORTATION DIVISION</p> <p>STATION AREA DESIGN AND DEVELOPMENT</p>	<p>DR. MARTIN LUTHER KING, JR. PLAZA</p> <p>STATION AREA</p>
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DECATUR, GEORGIA



Decatur, Georgia

© 1977 Dillion Aerial Photography, Inc.

Summary

Decatur is the governmental, financial and professional center of DeKalb County, one of the most affluent counties in the Southeast. Over 10,000 persons work in Decatur.

Decatur has a commercial office space inventory of 600,000 square feet, including 300,000 square feet built in the last decade. Occupancy is 95%. Average rents range between \$7.50 and \$11.00 per square foot.

Decatur Station is the first subway station in the southeastern United States. Rail service between Decatur and Atlanta began in 1979. About 4500 riders use Decatur Station on an average weekday.

Sizeable parcels of land within 1000 feet of Decatur Station are available for sale or lease. Recent sales indicate land costs are between \$10 and \$20 per square foot.

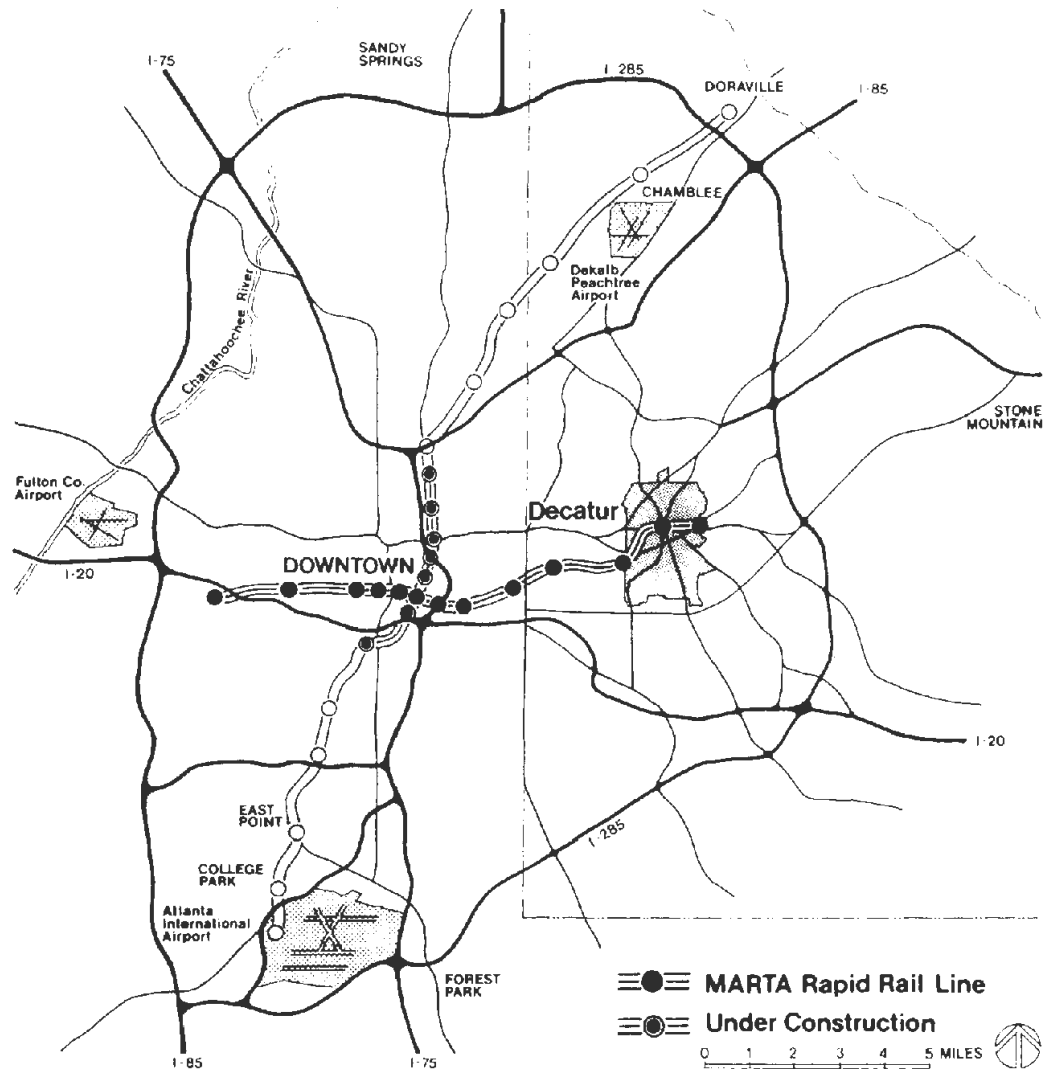
Downtown Decatur is planned as a mixed-use center. Quality development and rehabilitation are encouraged and assisted.

Contact:

Hugh Saxon, Director of Economic Development
 City Hall
 Decatur, Georgia 30031
 404 377-9911



Atlanta Region



Decatur, Georgia

Decatur rests in central DeKalb County, six miles east of downtown Atlanta, three miles west of Interstate 285. The oldest community in the region, known for its established neighborhoods, schools and churches, Decatur is also the seat of government, finance, and city life in suburban DeKalb. The focal point of Decatur's central business district is Court Square, site of the old DeKalb Courthouse, now a museum of local history. Six office buildings, a private hospital, and two high-rise homes for the elderly have joined the skyline of the 100-acre Court Square area in the last decade.

Community facilities in downtown Decatur include a 200,000 volume public library, an arts and recreation center, Decatur High School, and parking for 6,500 cars. Agnes Scott College, a 600-student liberal arts institution for women, lies 2,000 feet south of MARTA's Decatur Station. The campus of Columbia Theological Seminary is in Decatur and Emory University is located just outside the city limits.



Decatur residents enjoy the quiet pace of small town living, yet live next door to the capital of the Southeast. The city is experiencing a renaissance of investment in its tree-lined neighborhoods and housing values are increasing faster than any other area in the Atlanta region.

MARTA

Decatur Station is a rapid rail subway facility adjacent to Court Square in the middle of Decatur's central business district. It is a destination station, one of 17 stops on MARTA's 13.7 mile first phase. Two commuter stations, Avondale and East Lake, are on the east and west boundaries of the city.

Service between Decatur and Atlanta began in mid-1979. At present, about 65,000 riders use the rail system on an average weekday. Completion of the MARTA Phase A system is expected by late 1981. Subsequent phases are under construction and will extend the rail system to 53.4 miles, joining 40 commuter and destination stations. The projected completion date for the entire MARTA rail system is late 1985.

To complement the rail system, MARTA has established an extensive feeder bus network.

Land Costs

Recent sales prices for properties in downtown Decatur have ranged between \$5.00 and \$18.00 per square foot. Current land costs within 1000-1500 feet of Decatur Station are estimated to be \$10 to \$20 per square foot.

Taxes

Tax rate per \$1,000 value		Assessed valuation rate	
City:	\$34.76	City:	50%
County and State	<u>12.52</u>	County:	40%
	\$47.28		

Effective tax rate (Tax rate x Assessed valuation rate)

City, County and State: \$22.39

Sales tax rate: 4%





© 1991, City of Decatur, Georgia

Site Description

A total of 13.2 acres of developable property has been identified in the center of downtown Decatur. Most of this site is within 500 feet of MARTA's Decatur Station and the city's major commercial and governmental office buildings and retail establishments. Several one and two story retail stores and offices, an old residential hotel, and surface parking are presently developed on the site.



Land Ownership

Much of the site has been assembled and is available for redevelopment.

<u>Size</u>	<u>Ownership</u>
1. 8,460 SF	Storey Theatres, Inc.
2. 23,600 SF	City of Decatur
3. 47,180 SF	Central DeKalb Properties, Inc.
4. 18,770 SF	Scott Candler, Jr.
5. 31,890 SF	Rockdale Industries, Inc.
6. 25,090 SF	First National Bank of Atlanta/Speer Estate
7. 18,840 SF	MARTA
8. 22,120 SF	Decatur Presbyterian Church
9. 61,860 SF	Ponce de Leon Company
10. 17,200 SF	Central DeKalb Properties, Inc.
11. 23,520 SF	Wheat Williams Realtors
12. 11,250 SF	W. Tom McCollister
13. 2,768 SF	H.E. Matthews
14. 31,370 SF	Central DeKalb Properties, Inc.
15. 77,881 SF	Georgia Associated Services, Inc.
16. 46,534 SF	Georgia Power Company
17. 21,400 SF	Professional Properties, Inc.
18. 42,319 SF	Fulton National Bank of Atlanta
19. 28,900 SF	Mrs. F.W. Sanders, Jr.

Site Availability

This site can be acquired by lease or purchase. While further land assembly is necessary, property owners of the site support its redevelopment.

Development Objectives

This is an excellent site for mixed-use development, including mid-rise office, retail, hotel, high-density residential, and parking development.

Development Process

Decatur has a Commission-Manager government. The City Commission has established economic development as a high priority, and the City's Economic Development Director is available to assist investors and developers.

Robert E. Carpenter, Mayor

J. Lamb Johnston, Mayor Pro Tem T. P. "Ted" O'Callaghan, Commissioner
 Marian H. Cunningham, Commissioner William F. Mealor, Commissioner



Court Square Planning

Decatur's Court Square area is planned as a mixed-use regional center. The greatest scale of commercial and retail activity is proposed for the immediate transit station area. A system of malls and pedestrian ways is being planned to encourage an active street life near the transit station, as well as extending its impact beyond the station area.

Zoning and Codes

All sites in the Decatur central business district are zoned for general commercial uses. Buildings must meet the following codes: National Building and Electrical Codes, Southern Standard Housing and Plumbing Codes, Life Safety Code, and a Heating, Ventilation and Air Conditioning Code based on the City of Atlanta's.

Utilities

DeKalb County is currently improving the city's water and sewer system under a 10 year service improvement agreement. The Georgia Power Company is converting transmission lines from overhead to an underground system. Southern Bell provides all modern communication services.

Development Incentives

The Decatur Parking Authority can issue revenue bonds to help finance parking facilities.

Decatur is eligible for development assistance from the Economic Development Administration, the Department of Housing and Urban Development (UDAG), and the Urban Mass Transit Administration (Urban Initiatives).

School System

The City of Decatur operates an independent public school system, with one high school, one middle school, and seven elementary schools.

Decatur Condominium Market

Over 290 condominiums and townhouses have been build in Decatur since 1970. All are currently occupied. Sales prices for recently developed units are in the \$85,000 - \$100,000 range. An additional 97 units are in the early development stage, with estimated sales prices up to \$165,000 per unit.

Source: City Manager's Office



Demographics

Decatur covers four square miles in area. The central business district is 100 acres.

	<u>Decatur</u>	<u>DeKalb County</u>	<u>Metro Atlanta</u>
Population - 1979	20,397	480,200	1,773,000
Households - 1979	7,959	178,447	670,669
Employment - 1978	10,148	199,513	779,580
Population by Race - 1979			
White	13,027 (64%)	376,100 (78%)	1,366,100 (77%)
Black and Others	7,370 (36%)	104,100 (22%)	406,900 (23%)

Source: Atlanta Regional Commission

Average Household Income - 1980 \$21,417

Source: Urban Decision Systems

Decatur Employment Profile - 1978

Services	31.9%
Public Administration	27.0%
Finance, Insurance, Real Estate	10.6%
Retail Trade	10.6%
Transportation, Communications & Public Utilities	6.4%
Construction	5.7%
Wholesale Trade	4.1%
Manufacturing	3.6%
Agriculture	0.1%
	<u>100.0%</u>

Source: Atlanta Regional Commission

Major Decatur Employers - 1980

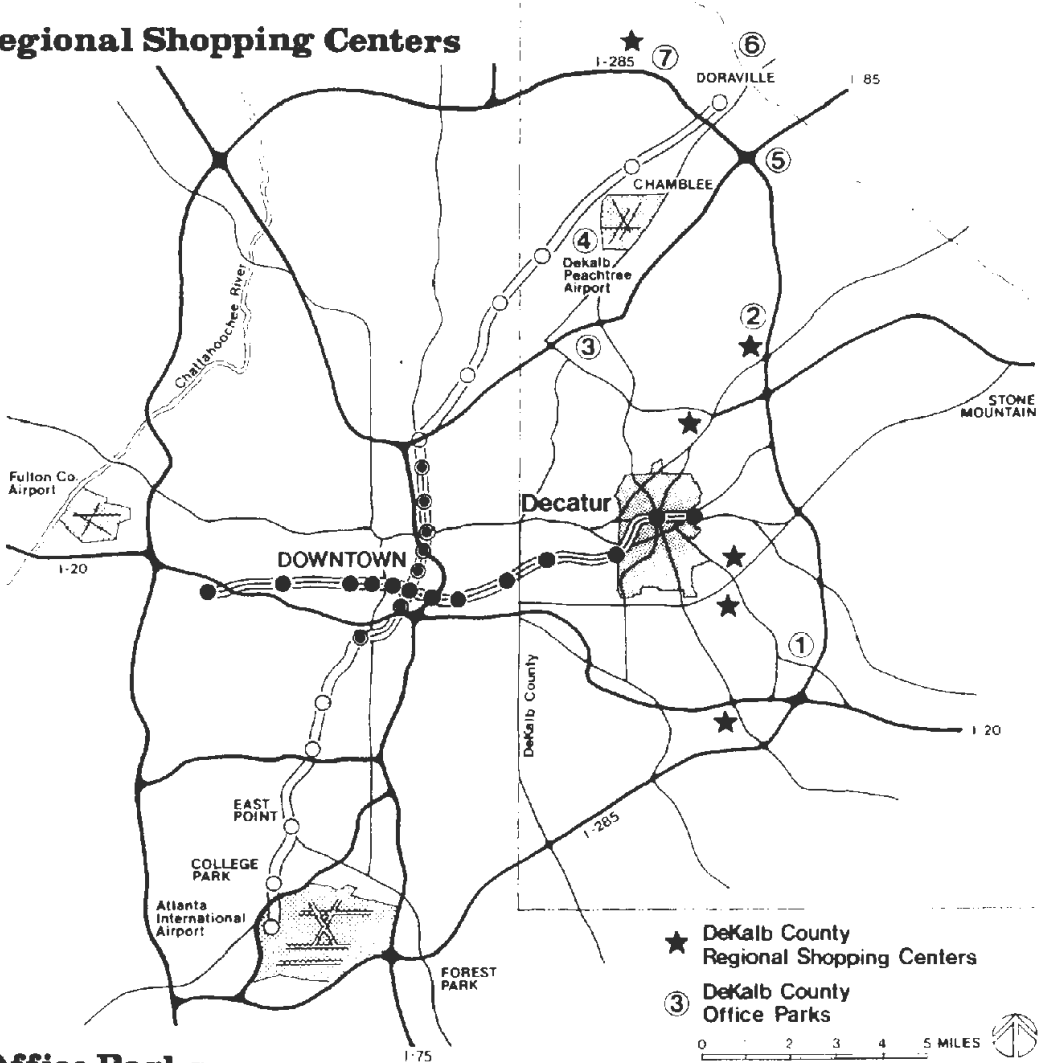
	<u>Type</u>	<u>Employees</u>
DeKalb County	Government	1,950
Southern Bell	Private Utility	475
Simons-Eastern Company	Engineering	350
Decatur Board of Education	Education	320
Agnes Scott College	Education	315
Decatur Federal	Financial	254
Decatur Hospital	Medical	200
City of Decatur	Government	182
Bio-Lab, Inc.	Chemical	103

There are 225 attorneys, 125 doctors, and 81 dentists in Decatur.

Source: City Manager's Office, Georgia Department of Industry and Trade



DeKalb County Regional Shopping Centers



DeKalb County Office Parks

Area	Square Feet	Rent per Square Foot
1. South DeKalb	484,000	\$ 6.00 - 8.00
2. Northlake/Lavista	1,450,000	6.00 - 11.00
3. I-85/N. Druid Hills Road/ Buford Highway/Monroe Dr.	3,010,000	6.50 - 10.00
4. DeKalb-Peachtree Airport	157,300	5.50 - 9.50
5. I-85 North/I-285	1,212,000	6.00 - 9.75
6. Peachtree Industrial	119,000	6.50 - 7.50
7. Dunwoody	2,997,000	6.25 - 12.00

Source: Business Atlanta Magazine, December, 1979

Office Space Occupancy Survey – October, 1979

Competitive Office Rentable Area Surveyed:
Building Owners and Managers of Atlanta, Inc.

	Metro Atlanta	Urban Atlanta	Suburban Atlanta
Occupied	20,456,298 sf (87%)	9,885,952 sf (86%)	10,570,346 (88%)
Vacant	3,035,008 sf (13%)	1,625,828 sf (14%)	1,409,180 (12%)
Total	23,491,306 sf (100%)	11,511,780 sf (100%)	11,979,526 (100%)



DETROIT, MICHIGAN



City of Detroit
Coleman A. Young, Mayor

DETROIT PROFILE

LOCATION: Situated on one of the busiest inland waterways in the world - the Detroit River, which connects the upper and lower Great Lakes - Detroit lies within a 500 mile radius of 48% of the population of the United States.

Being the center of the nation's largest megalopolis, Detroit's industry is able to serve most of the U.S. market overnight; 60% of the U.S. population may be reached within a one-day drive or a one-hour flight.

Detroit, the home of the nation's first expressway, is accessible by six major highways covering more than 160 miles of territory in the immediate area including I-75, I-96 and I-94. The Port of Detroit is the nation's third most active, exceeded only by New York and Los Angeles in dollar value cleared by U.S. Customs. More than 300 million tons of cargo are carried over the 32 miles of Detroit River deep water footage annually and more than 100 ships are able to tie up at its docking facilities without aid of tugs. Detroit Metropolitan Airport serves 7 domestic and 4 international airlines on a scheduled basis. In addition, both Detroit Metro and City of Detroit Airports serve the general aircraft, freight and commuter needs of the area. Detroit is also served by major railroads and 46 motor freight carriers.

Windsor, a major manufacturing center and Ontario's sun belt rich in agriculture are linked to Detroit by both international bridge and tunnel.

POPULATION: It is estimated that the city's current population is about 1,300,000. Over the last eight years there has been a slight decline. This decline was partially balanced by an increase in the suburban population. The three-county Greater Detroit area contains a population estimated at 4,350,000 - about $\frac{1}{2}$ that of the entire State of Michigan. Many former Detroit residents continue to commute to jobs which still remain in the core city. Detroit area population will increase by an estimated 13 percent by 1990.

Joint Development Marketplace 1980

EMPLOYMENT: The tri-county economy has generated a constantly growing complement of non-manufacturing activities. This growth has accounted for approximately 146,000 new jobs. Forecasts indicate that tri-county employment will increase to 1,817,300 by 1990 and by another 47,700 jobs by 1996. More than 70 percent of the work force is employed by non-manufacturing employers. The scope of Detroit's diversity can be better understood with the fact that only 13 percent of Detroit's work force is actually employed in the auto industry. Two out of every seven of these Detroit area workers are skilled craftsmen or technicians, nearly twice the national average.

The unemployment rate for Detroit was 15.0 in March, 1980, a slight drop from the previous month's high of 15.2. Unemployment rates in Michigan, and the Detroit SMSA also dropped slightly, while the U.S. rate increased.

EFFECTIVE BUYING INCOME: Median household income for Detroit in 1977 was \$12,726 and median family income was \$17,991. In the \$18,000 - \$20,000 income range, Detroit has about the same proportion as the region and the United States. Also, Detroit has about the same proportion of households in the over \$20,000 bracket as the United States. Detroit's median family income has increased since 1969 faster than the region and the United States.

TRANSIT SYSTEM: Transit services for the City of Detroit and the southeastern Michigan region are provided by the City of Detroit's Department of Transportation (D-DOT) and the Southeastern Michigan Transportation Authority (SEMTA). D-DOT operates approximately 800 buses, SEMTA operates approximately 280 large buses within the suburbs and between Detroit and the suburbs. The CBD is more than adequately served by bus services. A Downtown People Mover (DPM) system is planned for construction in 1981. Preliminary engineering work for a light-rail transit system has been approved by the state legislature.

INDUSTRIAL: Detroit has 7,181 acres (approximately 8% of the total) zoned for industrial use. 6,338 acres are in use. Typical area industries are manufacturing, chemical processing, and transportation.

RESIDENTIAL: Detroit has the highest ratio of single owned-occupied homes of any large city in the nation. Nearly 70 percent of metro Detroit families own their own homes.

It is estimated by the City of Detroit Planning Department that the City has about 483,000 units. In 1970, the normal vacancy rate for Detroit was 5.9 percent. Estimated total occupied housing units (1976) 450,000. Units by structure type (1976), 57% single-family units, 22% duplex or flat, 3% row houses, 15% apartment house and 4% others. The median appraised value for single family unit is \$16,300.

RETAIL & COMMERCIAL: Retail concentration trends show that between 1978 and 1990 Detroit retail sales will increase to more than \$3.38 billion. In the CBD, the Renaissance Center will contribute to stronger retail sales. The inflow of retail expenditures for Detroit stores indicates that persons living outside of the City but employed within account for a large portion of convenience goods sales. Visitors to the City such as tourists, conventioners will contribute to this increasing sales trends. Sale levels will increase from \$109 per square foot of sales space in 1978 to \$132 in 1996. In 1978, about 81.7 million square feet of store space were available in the tri-county area. It is estimated that 1,100,000 square feet per year in the tri-County area is needed.

OFFICE: In 1978 Detroit (CBD) gross office space was 21.8 million square feet with approximately 16.2 percent vacant. The tri-county study indicated 53.7 million square feet. Detroit accounts for about half of the office space in the region. Trend changes show that between 1978 and 1990 office space occupied will increase by 22.3%.



City of Detroit
Coleman A. Young, Mayor

SITE: Block bounded by: W. Jefferson - Griswold -
W. Larned - Shelby

CONTACT: Emmett S. Moten, Jr., Director
Community & Economic Development Department
150 Michigan Avenue
Detroit, Michigan 48226

SITE DESCRIPTION: This block consists of approximately 72,000 sq.ft. of land. This is the second block west of the seat of local government, the City-County Building. Presently on this site are:

Parking Lots - Approx. 75% of the area
Structures -

122-128 W. Jefferson - unoccupied
409 Griswold
415 Griswold
Fast Foto Hut and 4 parking lot booths

The block is bisected by an east-west alley. The entire block is zoned PCA, a designation that allows the municipal government wide controls on uses to prevent any uses or structures that would have a deleterious effect on the Central Business District.

TRANSPORTATION FACILITIES: Adjacent to several local express bus routes.

LAND OWNERSHIP: Entire block is privately held. There are four separate owners.

SPECIAL FEATURES: This site is half way between the Renaissance Center and Cobo Hall, Detroit's premier exhibit and convention center.



City of Detroit
Coleman A. Young, Mayor

SITE: Block bounded by: Clifford - Bagley - Park -
Washington Boulevard

CONTACT: Emmett S. Moten, Jr., Director
City of Detroit
Community & Economic Development Department
150 Michigan Avenue
Detroit, Michigan 48226

SITE DESCRIPTION: Area consists of three (3) unoccupied buildings on 48,650 sq.ft. of land in an irregular shape. The largest structure is the 1,000 room former Statler-Hilton Hotel on the north end of the block. At the south end is a former Stouffer's restaurant. Between is a small former car rental agency.

TRANSPORTATION FACILITIES: Terminal of the downtown trolley is located in front of this site on Washington Boulevard.

LAND OWNERSHIP: City of Detroit



City of Detroit
Coleman A. Young, Mayor

SITE: Block bounded by: John R. - Broadway - E. Grand River -
Farmer

CONTACT: Emmett S. Moten, Jr., Director
City of Detroit
Community and Economic Development Department
150 Michigan Avenue
Detroit, Michigan 48226

SITE DESCRIPTION: Now one large parking lot, of an irregular shape,
containing 58,525 sq.ft. Area is zoned B-5.

TRANSPORTATION FACILITIES: Buslines stop along the Broadway front-
age of this block.

LAND OWNERSHIP: City of Detroit

PUBLIC OBJECTIVES: Parking garage tied to proposed downtown shop-
ping mall.



City of Detroit
Coleman A. Young, Mayor

SITE: Block bounded by: E. Fort - St. Antoine - E. Lafayette -
Beaubien

CONTACT: Emmett S. Moten, Jr., Director
City of Detroit
Community and Economic Development Department
150 Michigan Avenue
Detroit, Michigan 48226

SITE DESCRIPTION: A single-city block of approximately 135,000
sq.ft. There is one building, the Detroit Cornice and
Slate Building. This building occupies, at most, 10%
of the site. The rest of the site is used for parking,
either by a private lot operator or by the city govern-
ment. This block is roughly bisected by an east-west
alley. The area is zoned B-6. This is a general des-
ignation in a wholesaling area.

LAND OWNERSHIP: There is a split between public and private owner-
ship at this site.

SPECIAL FEATURES: This site is adjacent to Michigan Blue Cross-
Blue Shield headquarters.



City of Detroit
Coleman A. Young, Mayor

SITE: Block bounded by: Michigan - Third - Abbott -
Lodge Freeway

CONTACT: Emmett S. Moten, Jr., Director
City of Detroit
Community and Economic Development Department
150 Michigan Avenue
Detroit, Michigan 48226

SITE DESCRIPTION: This irregular parcel consists of approximately
3.72 acres of urban renewal land and is located in the
first block east of the John Lodge Freeway which is zoned
B-5 covering those uses which are permitted in a major
business district.

TRANSPORTATION FACILITIES: Adjacent to several local and express
bus routes.

LAND OWNERSHIP, COST: City of Detroit owns the entire parcel in
fee and the property has been appraised at \$1.25 per sq.
ft. which amounts to \$203,054.

PUBLIC OBJECTIVES: This parcel lies in the Central Business District
of downtown Detroit within a few city blocks of the Federal
and State Government buildings as well as the Detroit Edison
and Michigan Bell Telephone buildings. This parcel is
presently available for sale to a private developer.



City of Detroit
Coleman A. Young, Mayor

SITE: Block bounded by: Michigan - Third - Abbott -
Lodge Freeway

CONTACT: Emmett S. Moten, Jr., Director
City of Detroit
Community and Economic Development Department
150 Michigan Avenue
Detroit, Michigan 48226

SITE DESCRIPTION: This irregular parcel consists of approximately 3.15 acres of urban renewal land which covers the east half of an entire city block. This parcel is situated in the first block adjacent and east of the John Lodge Freeway and is zoned B-5 (to encompass these uses in a major business district).

LAND OWNERSHIP, COST: City of Detroit owns the entire parcel in fee and this parcel has been appraised at \$1.25 per sq. ft. which amounts to over \$183,000.

PUBLIC OBJECTIVES: This parcel lies in the Central Business District of downtown Detroit within several city blocks of both the Federal and State Government buildings as well as the Detroit Edison and Michigan Bell Telephone buildings. This parcel is presently available for sale to a private developer.



City of Detroit
Coleman A. Young, Mayor

SITE: Block bounded by: Michigan - First - Abbott -
Third

CONTACT: Emmett S. Moten, Jr., Director
City of Detroit
Community and Economic Development Department
150 Michigan Avenue
Detroit, Michigan 48226

SITE DESCRIPTION: This irregular parcel consists of 3.60 acres of urban renewal land is situated in the second block east of the John Lodge Freeway. This parcel is zoned B-5 which encompasses those kind of uses which are permitted in a major business district.

TRANSPORTATION FACILITIES: Adjacent to several local and express bus routes.

LAND OWNERSHIP, COST: City of Detroit owns the entire parcel in fee and this property has been appraised at \$1.25 per sq.ft. which amounts to approximately \$190,000.

PUBLIC OBJECTIVES: This parcel which lies in the Central Business District within downtown Detroit just a few blocks from both the Federal and State Government buildings, as well as the buildings which house the offices of Detroit Edison and Michigan Bell Telephone Company. Presently the City of Detroit is offering this parcel for sale, preferably to a private developer.

GALESBURG, ILLINOIS

GALESBURG, ILLINOIS

City Profile

- Location: The City of Galesburg is located in Western Illinois, approximately 40 miles from the Peoria SMSA (362,000 population) and 60 miles from the Quad Cities SMSA (377,000 population) at the junction of Interstate Route 74 and Illinois Routes 34, 41, and 150. Galesburg is the trading area for Knox County (60,700 population), draws regionally from the Peoria and Quad Cities areas. The City is served by Britt Airways' commuter service and is one of the few cities in the United States to have two Amtrak stations, the Burlington Northern and Santa Fe railroads.
- Population: The City's estimated population for 1980 is 37,000. Annual growth trends for Galesburg and Knox County show a 1977 estimate of 60,700 population with a projection for 1980 of 62,100 population and for 1985 a projection of 62,600 population. This is estimated by the Illinois Bureau of the Budget.
- Employment: The County's labor force numbers 32,580 for 1979. Our countywide unemployment rate was 7.5% in 1978, dropping to 7.2% in 1979. Galesburg has traditionally been oriented toward agri-business (Archer-Daniels-Midland Company and Farm Services Company), manufacturing (Gale Products Div. of Outboard Marine Corporation, Admiral Div. of Magic Chef, and Gates Rubber Company) and transportation (Santa Fe Railroad and Burlington Northern Railroad).
- Effective Buying Income: The per capita personal income for Knox County has increased steadily and was estimated at \$6,299 in 1975, \$6,751 in 1976, and \$7,378 for 1977. Our latest estimate for July, 1979 from the Department of Housing and Urban Development shows median family income for Galesburg at \$17,200.
- Transit System: Galesburg Transit, Inc. operates on a contract with the City on a regular service Monday through Saturday from 7:15 a.m. to 6:15 p.m. The system consists of two routes with one bus on each route beginning and ending in the Central Business District. Ridership has averaged approximately 137,000 per year over the last five years. During the first quarter of 1980, ridership increased 14.8% over the same time period of 1979. The City also operates a "demand activated" Handivan service from 8:00 a.m. to 5:00 p.m., Monday through Friday.

GALESBURG, ILLINOIS

City Profile

Development Trends

Office: The City has about 273,000 square feet of office space in the Central Business District out of an estimated 400,000 square feet in the total city, or about 68% of the office space is in downtown. Office space rents for \$4 to \$7 per square foot on average with a vacancy rate of approximately 5%.

Retail/Commercial: Galesburg has 618 retail establishments with an estimated annual retail sales of \$300 million for 1979. There is approximately 1,250,000 square feet of retail space in the City divided into 600,000 square feet in the Central Business District, 450,000 square feet in the Carl Sandburg Mall and 200,000 square feet in other areas. Retail space is renting from \$5 to \$9 per square foot in all areas except the Mall where it rents for \$14 per square foot. There are 125 retail establishments in the CBD near the Burlington Northern Depot site location. The vacancy rate for retail establishments is estimated at 8%.

Residential: There are an estimated 15,250 units of housing in Galesburg at the present time. 37% of these are rental units, with the remaining 63% being owner-occupied. 80% of the total structures are single-family. The remaining 20% are duplex and multi-family. The vacancy rate for Galesburg was 2% in February of 1979. This can be broken down into a 1.6% vacancy rate for single-family and 3.5% rate for multi-family units. The average sale price for single-family units was \$37,421 in 1978 and \$41,144 in 1979. The average rental for a 2-bedroom apartment was \$250 in 1979.

Industrial: There were approximately 2,000 acres zoned industrial in the Galesburg area in 1979. Approximately 350 acres were available for development in the City. We estimate the annual absorption rate for industrial property has been 25 acres per year over the last five years. The Galesburg area has been a production center for durable goods, metalworking, consumer appliances, transportation and health care. Raw industrial land would sell for from \$5,000 to \$8,000 per acre. Fully developed industrial property might sell for \$8,000 to \$15,000 per acre. The City's greatest need in the future is to develop small 3-10 acre parcels for industrial usage in an effort to diversify its economy.

GALESBURG, ILLINOIS

City Profile

Special Features: Galesburg has been fortunate in having a diverse and well-balanced economy. Knox College and Carl Sandburg Junior College provide excellent higher education opportunities. Galesburg has St. Mary's Hospital, Cottage Hospital and Galesburg Mental Health Center, a state operation, within its city limits providing superior health care with a large number of health care related jobs. Industrial growth has been jointly promoted between the City, County and Chamber of Commerce through the Economic Development Council. The EDC is actively engaged in the development of a 60-acre industrial park as well as promoting industrial sites throughout the county. Galesburg has been a transportation center due to its location since the first railroad passed through. It is estimated that some 60 million people live within 500 miles of Galesburg in major urban areas; and with the ever-increasing cost of transportation, central location will become very important.

Site - Specific Information

Site: The Burlington Northern Depot is located on property bounded by the Burlington Northern RR main track, S. Seminary Street & Mulberry Street.

Contact(s):

Ray Townsend, Vice President Property Management Burlington Northern Railroad 547 West Jackson Blvd. Chicago, Ill.	John Pfiffner, Architect Wehner, Nowysz, Pattschull + Pfiffner 201 Dey Building Iowa City, Iowa 52240
Frank Ward III, Attorney Weinberg Arcade Galesburg, Ill. 61401	Lawrence Asaro City Manager 161 South Cherry Galesburg, Illinois 61401

Site Description: This property consists of 4.2 acres located on southeast edge of the Galesburg Central Business District retail area. It is a triangular parcel with parking for 75 autos in two lots. Present zoning is B3, allowing retail and light industrial. The main depot and freight storage area plus an auxiliary maintenance structure contain 35,000 sq. ft.

Transportation Facility: Amtrak maintains an office at this terminal. There is an Amtrak office at the Santa Fe station five blocks northwest. Besides a taxistand, a Trailways Bus Depot is one block west and city buses go pass the depot.

Land Ownership, Cost, Taxes: The 4.2 acre tract is owned and maintained by Burlington Northern. The BN Depot Committee, under the auspices of the City of Galesburg, has been working to negotiate a price for the land and buildings. The property had a taxable valuation of \$87,000 for 1978. The City's tax levy for 1978 was 5.396 per \$100 assessed valuation and in Illinois only 33 1/3% of assessed valuation is taxable.

Public Objectives: The City Council and the BN Depot Committee are working with the Burlington Northern Railroad to make possible the re-use of this facility. These groups feel that any viable economic use which would not cause adverse economic impact on the City, including residential, commercial or industrial facilities, should be considered.

Special Features: The City of Galesburg has had a strong retail trade position in this region which has provided for a healthy downtown economy. In 1975 and 1976, a \$2.5 million project for downtown renovation under the Illinois Special Service District provisions was completed using district taxes to pay off 20-year bonds. The Downtown Council receives maintenance funds from the City and provides a Director and year-round maintenance people much as is done in a mall. A group of investors has purchased property on both sides of S. Seminary Street adjacent to the depot site. An entire block has been re-worked on both sides into a unique retail and restaurant area using historic preservation methods. It is expected this area will continue to develop and the depot site will become an integral part of this redevelopment. The State of Colorado is funding a feasibility study for an Auto Train to originate in Galesburg going to Denver in anticipation of increasing tourist trade. This study, plus the complete marketing and architectural study for the depot, will be available in 1980.

GARY, INDIANA

CITY PROFILE

GARY, INDIANA

LOCATION

Gary is located at the southern tip of Lake Michigan in close proximity to three major industrial cities: Chicago Illinois, (nw) 25 miles, Detroit, Michigan (ne) 240 miles and Indianapolis, Indiana (s) 165 miles. It is served by one waterway, six rail lines and 11 U. S. and Interstate highways. Gary's position in relation to Lake Michigan provides necessary water for industrial development and numerous recreational activities.

POPULATION

The city's estimated 1980 population is 171,800 while that of the SMSA* is 687,700. Gary's population declined by 4.5% during the early 1970's; however, current projections indicate that the population will begin to stabilize during the early 80's with rapid growth expected after 1985.

EMPLOYMENT

The city's civilian labor force totaled 91,000 as of January, 1980; 33% of the total employment for the entire SMSA. The unemployment rate for the month of March, 1980 for the SMSA was 9.2%. Major sectors include manufacturing, education, government and utilities with manufacturing taking the lead in employment of unskilled persons.

EFFECTIVE BUYING POWER

The City of Gary has a medium household effective buying income of \$5,517.00. The current retail sales capture rate figure for the city is \$625,873.00.

TRANSIT SYSTEM

The Gary Public Transportation Corporation (GPTC) operates 35 regular routes within the city, six regular routes in the neighboring community of Hammond and provides 15 buses to U. S. Steel for in-plant service riders. Bus service is also made available for transportation of students enrolled in the public school system. The bus network is city-wide oriented and carries approximately 25,000 passengers each day. During 1979 ridership increased by 10%. GPTC will soon become a part of Gary's mass transportation system, linking its services with commuter rail systems in existence now and proposed new lines of service.

The South Shore commuter rail services provides 60 daily trains between Gary, Chicago and other N. W. Indiana cities. This electric inter-urban service is now undergoing an extensive revitalization program which includes a new fleet of rail cars. The proposed transportation terminal will include a new South Shore station, Amtrak stop, airport limousine service and act as an intersection point for all GPTC stops.

DEVELOPMENT TRENDS

1. Office

Office space in the City of Gary is largely concentrated in the central business district. There is approximately 589,000 square feet of office space, with a vacancy rate of 40%.

Current lease rates range from \$6.00 per square foot to \$1,000.00 monthly. Parking areas are provided by leasing agents at a cost generally not exceeding \$20.00 per month or employees may avail themselves of the free city lots in close proximity to their working area.

2. Retail/Commercial

There are over 1,500 retail establishments located within the central business district and the four main shopping centers surrounding it. The estimated sales amount of potential retail demand is in excess of \$53,000,000.00.

There exists a significant demand for a variety of goods and services in the downtown area. The public facilities and services required for new and expanded development are all in place and will not limit the nature or scale of any project.

3. Residential

Vacancy rates in the housing market is 3%. Over 90% of all units are single family. Similarly, 59% of all units are owner occupied and 41% are rental units. The average sales price for a single family dwelling in 1979 was \$55,000.00. Rents on a two bedroom apartment averaged \$275.00 monthly.

4. Industrial

There are over 5,200 acres of land zoned for industrial use that are vacant. Currently 17 sq. miles are in use. Over the last ten years the absorption rate has averaged 5%. Area industries typically are manufacturing and distribution facilities. Industrial land prices vary between \$9.50 and \$13 per square foot.

SPECIAL FEATURES

Current development actions within the central business district, (private and public sector dollars) include:

1. Genesis Civic Center: a 162,00 square foot convention center combined with a Civil Rights Hall of Fame and a 350 car parking structure;
2. Parks Board Headquarters and Sports Complex: A 10,000 square foot structure which will house tennis courts, a jogging track, gymnasium, basketball and racquetball/handball courts, etc.

3. Public Safety Building: An 80,000 square foot building which house the Gary Police Department, City Court, detention center and parking facilities.
4. Gary Hotel Rehabilitation: This building, currently undergoing rehabilitation, will accomodate 140 one-bedroom units of traditional public housing for the elderly. 57,000 square feet will be utilized for service, office, recreation and meeting space.
5. U. S. Steel Office Building: A 100,000 square feet in one or two seven to ten story towers will be constructed in the commercial core area.
6. Genesis Office Building: A 40,000 square foot building will be located on the southeastern corner of 5th & Broadway, directly across from the Civic Center.
7. Retail Mall: The mall will consist of approximately 300,000 square feet of retail and service use on two levels, located between 5th & 6th Avenues from Broadway to Adams Street.
8. Broadway Interchange with Indiana Toll Road: The Indiana Toll Road is now committed to constructing a new Toll Road Interchange at Broadway.
9. The Medical Center Complex: The Medical Center of Gary is responsible for the long range development of a 55 acre Medical Complex. The complex is being located on a site adjacent to the St. Mary's Medical Center and Methodist Hospital.
10. Rehabilitation of Union Station: This project element consists of the rehabilitation of Union Station into a multi-use facility including an Amtrak station stop, a historical museum for the city and a visitor center/entrance to the Indiana Dunes National Lakeshore. It will also serve as an origin point for tours of U. S. Steel's Gary Works. Another portion of this area will be used by the National Park Service as a visitor information center for the Indiana Dunes National Lakeshore and entrance to the trail system emanating from this point to the rest of the park.
11. Transportation System: The proposed facility is to be constructed between Washington and Jefferson Streets north of 4th Avenue in downtown Gary.
12. Office Apartment Complex: This complex would be located adjacent to the transportation center and would include a parking garage, recreational facilities and direct accessibility to the transportation center.
13. Indiana Dunes National Lake Shore: The Indiana Dunes National Lake Shore will have a major entrance to the park in downtown Gary. The National Park is located within 60 miles of more than 8 million people and last year attracted more than 2 million. The park borders the southern tip of Lake Michigan and is now one of the most popular trout and salmon fishing sites. A proposed Gary Boat Harbor near downtown Gary is now being considered by the National Park Service.

Site: Multi-Modal Transportation Center & Related Improvements
(bounded by Washington & Jefferson Streets, 3rd and 4th Avenues
in Downtown Gary).

Contact(s):

Gail H. Pugh
Department of Planning
Development
401 Broadway
Gary, Indiana 46402

Maurice E. Baptiste
Office of Economic
Development
504 Broadway
Gary, Indiana 46402

Dave Marr
Office of
Redevelopment
115 W. 5th Avenue
Gary, Indiana 46402

Site Description

The Transportation Center, consisting of 600,000 square feet of land, will be located on the northern edge of the retail district - one block from the Civic Center and other developmental activities. The project will require acquisition and clearance by the city, of 4 acres of land currently zoned for residential use. A zoning change from residential to commercial has already been applied for. The Office/Apartment complex, located adjacent to the transportation center and open for development, consist of 217,000 square feet of land.

Transportation Facility:

The development site will be directly adjacent to the multi-modal Transportation Center which incorporated existing South Shore line commuter, Amtrak, intercity and city bus service.

Land Ownership, Cost, Taxes:

All of the property on this site is privately owned with the city now making plans for acquisition, clearance and site clearance. The transportation center grant included funds for the acquisition and preparation of the land for this proposed development. It is estimated that the cost of the land, once this has been completed, will be in excess of \$33,000.00. The tax rate will be \$14.48 per \$100.00 of assessed value.

Public Objectives:

The site lies within the downtown revitalization district. The basic objectives are to attract tenants of a middle income level in order to support the downtown area and office users that will provide employment of a high caliber for residents of the City.

Special Features:

This site lies directly adjacent to the proposed transportation center and Civic Center. A proposed skywalk will connect this development site to both facilities. This will provide direct access from the site to 40 daily South Shore transit, 50 intercity buses, 12 Amtrak trains, and all of the city's bus routes.

Site: Union Station located at 3rd and Broadway in Downtown Gary

Contact(s):

Gail H. Pugh
Department of Planning & Development
401 Broadway, Room B-4
Gary, Indiana 46402

Maurice E. Baptiste
Office of Economic Development
504 Broadway, Suite 629
Gary, Indiana 46402

(219) 944-6471

(219) 883-9691

Site Description

Union Station is located along a railroad right-of-way bordered by Broadway on the West, Conrail on the North and Baltimore & Ohio Railroad on the South. A three story structure is located on this site with dimensions of approximately 5,000 square feet and parking facilities for over 100 cars; located just east of this historic structure is an abandoned REA Express Office Building.

Transportation Facility:

The site is an integral part of the City's Mass Transportation Center. It is located one block north of City Hall and the Civic Center as well as the Sheraton Inn, all within walking distance.

Land Ownership, Cost, Taxes:

The property is owned by Conrail with an assessed valuation of \$300,000.00 plus. It is a state assessed property and will be purchased as part of the transportation center grant.

Public Objectives:

By providing a number of important uses for this facility, Union Station will become a focal point of activity in the City and also serve as the Northern Anchor for the downtown revitalization program. At the same time it will serve several functions as part of the Transportation Center project.

Special Features or Considerations

This is prime site for development of a restaurant/ retail shop complex. A portion of the building could also be used as a historical museum for the city as well as a display area and origin point for tours of U.S. Steel's Gary Works. Another portion of this building can be utilized as a visitor information center for the Indiana Dunes National Lakeshore and entrance to the trail system emanating from this point to the rest of the park. Smaller rooms in this building can be utilized as storage areas for bicycles and cross-country skis which will be rented to park visitors. Plans for this site also include a pedestrian/ bicycle/shuttle bus access corridor from the site to the Indiana Dunes National Lakeshore and proposed Gary Marina. This will be a major entrance to this urban national park which last year attracted more than two million visitors.

Site: Enclosed retail mall and light industrial area in downtown Gary.

Contact(s):

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Gary, Indiana 46402

Dave Marr
Office of Redevelopment
115 W. 5th Avenue
Gary, Indiana 46402

(219) 944-6471

(219) 883-9691

(219) 944-6481

Site Description

The proposed retail mall will be located on the west side of Broadway between 5th and 6th Avenues in the heart of Gary's CBD. The light industrial park is located on the east side of Broadway, and includes a four square block area between 8th Avenue and the Indiana Harbor Belt railroad tracks. Both of these sites are located in the city's commercial/retail core.

Transportation Facility

These sites are located within walking distance of the proposed transportation center. Their location along Broadway (Gary's major north-south arterial street) also makes them directly accessible to most Gary PTC bus routes. The proximity of the transportation center would make these sites accessible to South Shore rail commuter service which serves several northwest Indiana cities as well as Chicago.

Land Ownership, Cost, Taxes

The property is currently privately owned. The city has begun negotiations with the owners for acquisition, building demolition, and site preparation of the properties. A study is now being undertaken to determine the value of the land. The tax rate is \$18.10 per \$100 assessed value with a rebate of 20% provided by the state.

Public Objectives

These sites lie within the downtown revitalization area, and will provide more space for retail and light manufacturing activities within the city. The enclosed retail mall will provide approximately 350,000 square feet of retail space on two levels. This mall is an important step in the city's efforts to consolidate existing businesses into its retail core to compete with several suburban shopping malls in the area. The proposed light industrial area is designed to broaden Gary's economic base to provide additional employment.

Special Features and Considerations

These sites are directly accessible to the proposed transportation center and city bus system. Plans are now being developed to connect the retail mall with the enclosed skywalk system which will connect the transportation center with the Civic Center, Gary National Bank, a downtown hotel, and two parking garages. The proposed light industrial area will complement another, larger industrial park being developed near Gary's municipal airport which is now undergoing a \$10 million expansion program.

HIGHLAND PARK, ILLINOIS

HIGHLAND PARK, ILLINOIS

City Profile

LOCATION:

Highland Park is an upper middle class full-service city of 40,000 population located on the shore of Lake Michigan, 25 miles north of downtown Chicago. The community is part of one of the most concentrated economic markets in the United States - and in the 1970 census had one of the highest per capita incomes in the nation for cities over 25,000 population. The City is served by an extensive transportation network, including I-94 and U.S. 41.

POPULATION:

The City's estimated 1980 population is 40,000. More importantly, in an economic analysis performed in 1975 - the market area population was projected at 400,000. The City itself is a community of single-family homes (93%) with home values ranging from \$80,000 to \$800,000. Projected saturation population in 20 years is 50,000 - with most of this increase concentrated around the CBD.

EMPLOYMENT:

The community's labor force is primarily executives and professionals - a large number of whom commute daily into the Loop. Residents include an estimated 3,000 attorneys and doctors. Employment is not significantly impacted by fluctuations in the national economy.

TRANSIT SYSTEM:

The Chicago metropolitan area is served by the Regional Transportation Authority, the second largest in the nation. Highland Park has five commuter stations on the North Line as well as a full bus system connecting with the Milwaukee Railroad commuter line in adjacent Deerfield. Moreover, the City operates a full service intra and intercity bus system, carrying nearly 400,000 passengers annually. Weekday ridership exceeds 1,000.

DEVELOPMENT TRENDS:

In 1975 the City of Highland Park retained Angelos Demetriou and Associates to update the City's Master Plan, with particular emphasis on the downtown core redevelopment. The Highland Park CBD has been adversely affected by regional shopping centers in the area and the community leadership determined that a systematic and City-supported redevelopment effort was necessary. By 1978 the planning and financial analysis was completed and the City in the summer of 1979 began purchasing a square block of properties for commercial redevelopment adjacent to the downtown commuter station.

"Requests For Proposals" were issued in the fall of 1979, seven national and metro area development firms submitted credentials and were interviewed - the three finalists are now preparing detailed submittals for final selection by the City Council in September, 1980 for resale and development of this

120,000 square foot property. In addition, the City has retained Sasaki Associates of Boston to prepare an Urban Design Plan for the entire CBD of Highland Park with construction scheduled for the spring of 1981. The Plan will integrate both public and private redevelopment projects, including \$20 million in public works replacement underwritten by tax increment financing.

It should be noted that the City of Highland Park is using its own local funding to provide financial incentives and leveraging for private development - and therefore is and will continue to honor its financial and scheduling commitments.

SITE - SPECIFIC INFORMATION

City of Highland Park, Illinois

SITE:

Highland Park Central Business District

CONTACT:

Larry L. Rice
City Manager
1707 St. Johns
Highland Park, IL 60035

SITE DESCRIPTION:

The Highland Park Central Business District straddles the Chicago & Northwestern Rail Commuter Line, encompassing more than 40 acres of downtown commercial area. The CBD is zoned for high density commercial (including mixed-use office and residential), medium-density commercial (including office) - and a residential-office zone on the perimeter.

TRANSPORTATION FACILITY:

The Downtown rail commuter station of the Chicago & Northwestern Railroad is within the site area and serves more than 3,000 executive and professional commuters daily. The station is also served by the North Suburban Transit System and the City of Highland Park Transit Systems, providing both inter and intracity bus service connecting at the downtown commuter station.

LAND OWNERSHIP, COST, TAXES:

The Site area includes more than 2,000 on and off-street parking spaces - not including two or more City parking structures planned during the next five years to serve anticipated redevelopment. The City will consider both airrights leasing and land exchange of these parking lots for private development. The City has recently purchased a square block (12,000 ft.²) of privately owned property adjacent to the commuter station for assembly resale to a developer to be selected from three current finalists this September. Development will be a mixed-use retail/office/condominium effort. Additional sites of varied size are available for interested developers. Current land prices vary from \$12 to \$40 per foot and the current tax rate is \$9 per \$100 of assessed value (25%-30% of true cash).

PUBLIC OBJECTIVES:

The City of Highland Park is actively encouraging the commercial and office redevelopment of the central business district on a partnership basis. The City has revised its zoning ordinance to provide increased densities and mixed uses, has assumed responsibility for and is expanding its public parking system to handle current and anticipated needs, and encourages innovative private-public cooperation - including airrights leasing of City-owned parking lots along each side of the rail commuter line.

SPECIAL FEATURES OR CONSIDERATIONS:

Highland Park is committed to the redevelopment of its downtown area to preserve the unique character of the community and to continue providing the amenities of living for which our City has long been famous. To that end, the City is using its own funds to provide financial incentives and leverage private development. The City has retained Sasaki Associates of Watertown, Mass. to develop an Urban Design Plan for the CBD to be constructed in 1981 - and welcomes proposals from development firms which are interested in this unique private-public partnership.

JACKSONVILLE, FLORIDA



JACKSONVILLE ON THE MOVE

JACKSONVILLE, FLORIDA

LOCATION:

Fashioned from seashore and forest, nurtured by the northward flowing St. Johns River, Jacksonville - Florida's "River City by the Sea" - is the largest city in land area in the 48 contiguous states - 840 square miles. Jacksonville is located in Northeast Florida, immediately across the Georgia border.

POPULATION:

The City's estimated population is 591,282, with an average growth of four percent. In the downtown area 32.5 percent population growth is expected within the next twenty (20) years. The population enjoys the lowest ad valorem tax rate of the thirty largest cities in the United States.

EMPLOYMENT:

With a civilian labor force in 1980 of 229,165, Jacksonville is experiencing an average annual growth rate of approximately seven percent in employment. About one out of every five non-agricultural employees is working in wholesale and retail trade, the largest employing sector of the Jacksonville economy with a work force of 73,600. Jacksonville has consistently maintained a low unemployment rate, and its leadership is committed to a major and spirited revitalization of its downtown area.

TRANSIT SYSTEM:

The Jacksonville Transportation Authority (JTA) operates the regional bus transit system with a peak-hour fleet of 196 buses. There are 63 regional routes, including several neighborhood looper routes and four downtown shuttle routes in operation. The bus system serves an average 59,000 riders per week and had a 16 percent growth during this year. A new \$10 million maintenance facility is nearing completion which will improve maintenance operations and reduce costs. The JTA is also responsible for the city's expressways and major river bridges. The JTA has been awarded a grant from the Urban Mass Transit Administration to complete preliminary engineering and environmental impact studies for a 4.6 mile Downtown People Mover System which will serve over 90% of the major existing and proposed development in the Central Business District.

DEVELOPMENT TRENDS:

Jacksonville has over 800 square miles of land area of which only 25% of available acreage has been developed. Therefore, the city has a significant propensity for continued growth and development far into the future.

- OFFICE:** Jacksonville has 5.3 million square feet of competitive office space, 2.4 million of which is located in the downtown area. Current downtown facilities are 98% occupied. By August 1982, 1.5+ million additional square feet will be available, 1.3 million of which will be in the downtown area.
- RETAIL/
COMMERCIAL:** The entire City has more than 5,900 retail establishments in its metro area with an annual sales of \$2.8 billion. The core area has 2.85 million square feet of retail space. Underway retail projects include Regency Square, Central Park Mall, St. Johns Place, and Northbank.
- RESIDENTIAL:** The housing market is currently tight with a 2.8% vacancy rate. Sixty-four percent of all units are single family. The average sales price for a single family home in 1980 is \$50,000. Rents on a two-bedroom apartment average \$280.00.
- INDUSTRIAL:** Jacksonville's industrial base is diversified with non-durable goods dominating. The food and related products sector is the principal employment group among the non-durable goods industry in Jacksonville. In excess of 15,000 acres is available for industrial use.
- SPECIAL
FEATURES:** Jacksonville is the insurance capital of the South as well as the Southeast's leading distribution and manufacturers' center. The historic St. Johns River, flowing northward to the Atlantic Ocean has made Jacksonville into Florida's leading deepwater port. Its stable economy has been deemed "recession-proof." A city rich in culture as well as natural resources, Jacksonville boasts three museums, one professional ballet company, an opera company, 19 theatre companies, and an outstanding symphony. Jacksonville is also a city of exceptional sports events from nationally televised golf, to football and tennis.



JACKSONVILLE ON THE MOVE

HOGANS CREEK Site Marketing Data

CONTACT: John Van Ness, Director
Department of Housing & Urban Development
1300 Broad Street
Jacksonville, Florida 32202
904/633-3510

LAND OWNERSHIP: The area known as Hogans Creek was acquired and cleared by the City of Jacksonville through a redevelopment program. The three (3) sites available can be developed in concert. Land cost is approximately \$1-\$2 per square foot. The Downtown Campus of Florida Junior College, with a present enrollment of 5,000 students, was developed on land made available through the redevelopment program. The Junior College is currently planning a major expansion on an adjoining 15 acres.

SITE DESCRIPTION: Individual sites are 2.6 acres, 2.8 acres, and 1.7 acres. The latter two (2) could be combined for an individual site of 4.5 acres. All sites are essentially rectangular, with good drainage. Public utilities are easily accessible to this area. All or part of this land can be used for residential office or neighborhood commercial development. A major hospital complex is located 1/2 mile north of the site, with Florida Junior College being located one block to the east.

TRANSPORTATION: The sites are located within one mile of a full access interchange to Interstate 95. Bus service is available to this area. A proposed Downtown People Mover System is locating a station in the vicinity of two (2) parcels. An option may be available to design the station directly onto the site.



JACKSONVILLE ON THE MOVE

SEABOARD COASTLINE PROPERTIES Site Marketing Data

CONTACT: Currie B. Davis
Manager - Real Estate Development
Seaboard Coastline Industries
500 Water Street
Jacksonville, Florida 32202
904/359-3100

SITE DESCRIPTION: 13.5 acres of prime waterfront and interior property located on the S. W. edge of the Northbank Project. The property is flat and is bulkheaded. Approximately 2 acres has been committed for a speculative office building. The remaining property surrounds the headquarters building of Seaboard Coastline Industries.

TRANSPORTATION FACILITY: Access to and from the property is provided by two major boulevards, Water St. and Coastline Dr. All bus service is available and the project area is two blocks from the Greyhound Bus Terminal. Jacksonville's proposed Downtown People Mover will have a station within the property.

LAND OWNERSHIP: The property is wholly owned by SCLI. A value of \$16 per square foot is placed on property other than waterfront. Waterfront property is available for a quality development at a price of approximately \$25 per square foot. SCLI prefers a venture arrangement for any development of its property.

PUBLIC OBJECTIVES: The site is on the periphery of the Northbank. It is the desire of the owner to develop the property consistent with the development scheme of Northbank. Commercial and specialty retail are preferred.

SPECIAL FEATURES: A public parking facility is planned on the edge of the site. The facility will accommodate the parking demand of the SCLI development as well as the first phase development of Northbank. The Federal Reserve has announced plans to construct a 250,000 square foot facility on the western edge of the subject property.



JACKSONVILLE ON THE MOVE

CHARTER QUAD BLOCK Site Marketing Data

CONTACT: Charles A. Kelley
The Charter Company
Post Office Box 2017
Jacksonville, Florida 32231
904/358-4275

SITE DESCRIPTION: Four and one half acres of land in a four block area in the center of the Northbank Project. Located one block from the 100% Corner, the Quad Block is presently occupied by a 250,000 square foot Sears retail outlet, a Sears Auto Care Center, and approximately 600 black-top parking spaces. The property is one block north of the St. Johns River and directly across from the Civic Auditorium.

TRANSPORTATION FACILITY: The site is serviced by regular as well as shuttle bus service. A Greyhound Bus Station is one block to the northwest of the site. A proposed Downtown People Mover will border the property with a central transfer station contiguous to the site.

LAND OWNERSHIP: The site is privately owned by the Charter Company who places a value of \$30 per square foot on the property.

PUBLIC OBJECTIVES: The site is the central focal point of the Northbank Project. The Charter Company has committed to constructing one or more office buildings on the property, one of which will house its headquarters. Additionally, some retail development has been considered.

SPECIAL FEATURES OR CONSIDERATIONS: Sears has committed to a relocation to a suburban shopping mall. The Quad Block area will be ready for development in the Spring of 1981.



JACKSONVILLE ON THE MOVE

ST. JOHNS PLACE Site Marketing Data

CONTACT: James P. Citrano
President
1608 Gulf Life Tower
Jacksonville, Florida 32207
904/399-3625

TRANSPORTATION: The site is bordered on the east by the Main Street expressway, on the north by Gulf Life Drive, on the south by Prudential Drive, and the west by the St. Johns River. The Downtown Shuttle Bus route services the site. A proposed Downtown People Mover System plans to locate a multi-modal transfer station adjacent to the site.

SITE DESCRIPTION: Forty acres of land on the south side of the St. Johns River, in Jacksonville's Central Business District. The site is accessed by local arteries and Interstate 95. The waterfront development will be anchored by a 350-room convention hotel and restaurant complex utilizing a wharfside theme. It should be the evening activity center of the city. The site is essentially flat, at sea level and bulkheaded along the river's edge.

LAND COST: \$15 per square foot.

LAND OWNERSHIP: The land is wholly owned by subsidiary corporations of Fruehauf Corporation and Gulf United Corporation. It is available for sale, lease or joint venture, with suitable development entities and requires no further assembly. At present, 16+ acres is in a limited partnership called Wharfside II which will underlie the hotel/restaurant/boutique shopping center complex. Two office buildings of approximately 120,000 square feet each are under construction. Market rate, multi-family residential development is currently being considered for a portion of the project.

SITE AVAILABILITY: Portions of the site are being developed as of June 1980. The balance is immediately available for development.

KANSAS CITY, MISSOURI



Kansas City, Mo.



LOCATION, SIZE AND POPULATION. Kansas City, Missouri, is the central city of a seven county metropolitan area including Clay, Jackson, Cass, Ray and Platte counties in Missouri, and Johnson and Wyandotte counties in Kansas. The City is located in parts of Clay, Jackson and Platte counties on the western border of Missouri at the junction of the Kansas and Missouri Rivers, and is intersected by Interstate Highways I-35, I-70, and I-29.

Since World War II, Kansas City has pursued a vigorous policy of annexation, and, according to the U. S. Bureau of the Census, is today the 8th largest city in land area in the United States. As a result of this policy, the City has large tracts of developable land as well as an established industrial base and residential areas. In 1977, the population of the City was estimated by the U. S. Bureau of the Census to be 458,573, and the population of the Kansas City Metropolitan Area was estimated at 1,305,677.

ECONOMIC INFORMATION. Kansas City has a diversified economy. Employment is distributed across all major groups of industries. Though agribusiness is the area's leading economic activity, activities centered in government, auto production, steel production, printing and publishing, and production of electrical equipment combine to give the area economic stability. Among its many enterprises, Kansas City ranks first in the country in frozen food storage and distribution and in greeting card publishing; it ranks second in freight car handling and auto assembly; third as a rail center; and fourth in consulting engineering. Kansas City is fourth in per household retail sales, among metropolitan areas of over one million in population, with total estimated retail sales for 1977 of \$5.3 billion.

TAX STRUCTURE. Kansas City's tax structure is favorable, compared to most large cities. Reliance on the property tax has diminished and Kansas City is fortunate to have annexed large amounts of land over the years so that the property tax base includes much more than just the older central part of the City. The City earnings tax is the largest local revenue source for the City, followed closely by revenues derived from occupational license taxes and permits.

PUBLIC TRANSPORTATION. The Kansas City Area Transportation Authority (ATA) is a publicly-owned transportation system governed by a bi-state authority. It is supported by a one-half cent retail sales tax. Currently, the ATA has a total fleet of 303 buses and 89,000 daily riders. The Metro operates 32,000 miles of transit service on forty transit lines.

PROJECTED IMPROVEMENTS IN PUBLIC TRANSPORTATION. The Mid-America Regional Council, serving eight counties, has adopted a long range transit plan identifying improvements to the metropolitan area's transit system to the year 2000. The plan also examines in detail capital and operating improvements over the next five years. Greatly expanded bus service is the core of this plan. This is allowing for the possibility that energy, environmental factors, and increased traffic will result in the implementation of the plan. The current goal is 1,188 Metro buses covering 128,000 route miles daily. This system encompasses the utilization of rapid transit corridors, more express bus routes, fixed guideways, and more park and ride transfer points.

ECONOMIC GROWTH.

The pace and diversity of construction and economic growth in Kansas City is highlighted by the following:

Major Recent Facility Expansions:

- Braniff International Reservation Center
- Fellowship of Christian Athletes
- Sears, Roebuck & Company
- Wilcox Electric
- Western Electric

Recent Major Announcements & Locations:

- AOC (Admiral Overseas Corporation)
- Internal Revenue Service
- Reynolds Aluminum
- Federal Grain Inspection Service
- Frankona Reassurance Company
- Primary Steel
- Sony Corporation of America-national parts center
- Vista International Hotel
- Camp Fire Girls
- Consul General of Japan
- National Federation of State High School Associations-national headquarters
- American College of Sports Medicine-national headquarters

Major New Municipal Facilities:

- Kansas City International-\$250 million International Airport
- Truman Sports Complex-Twin Baseball and Football Stadiums-\$65 million
- Kemper Arena-Dual Basketball and Hockey Arena \$21 million
- Bartle Exposition Hall-\$30 million Convention Center

Tax and Financing Incentives Available:

- Kansas City Industrial Development Authority
- Clay County Industrial Development Authority
- Jackson County Redevelopment Authority
- Land Clearance for Redevelopment Authority (Urban Renewal)
- Jackson County Industrial Development Authority
- Industrial Revenue Bonds—Tax exempt industrial revenue bonds providing 100% financing for land, building and equipment at low interest rates.
- Missouri Urban Redevelopment Corporation Law (Chapter 353)—Tax abatement (10 years—100% abatement, 15 years—50% abatement) (eminent domain)
- KCCID Financing Group (cooperative lending program)—financial pool of \$20 million from area financial institutions.
- EDA Business Assistance Loans and Guarantees—Business Assistance Loans and Lease Guarantees through the Economic Development Administration. Providing low interest rates for facility expansion in Jackson County.
- Income Taxes—Deduction of Federal Income Tax on state income tax return. Two alternative methods for determining Missouri Income Tax liability.
- Foreign Trade Zone—Custom Duty Deferral and Quota-Free Entry for imported products.
- Others—Community Development Corporation, Kansas City Industrial Foundation, Small Business Administration, private financing through insurance companies and commercial banks.

SITES AND BUILDINGS.

Sites—30 office and industrial sites are available ranging in size from 5 acres to 2,000 acres. Prices range from \$5,000/acre for raw land to \$100,000/acre for fully improved industrial sites, and from \$20,000/acre for raw land to \$150,000/acre for fully improved office sites.

Buildings—Over 50 industrial buildings are available in sizes ranging from 10,000 sf to over 100,000 sf. Over 25 multitenant and single tenant office buildings are available ranging in size from a few hundred square feet to 500,000 sf.

Underground space—Over 25,000 sf of office and industrial space developable, providing cost advantages in rent, energy, security and insurance.

CONSTRUCTION COSTS.

Average Construction costs 1979 excluding land:

- Residential Housing: \$35-45/square foot
- Commercial Office: \$27-40
- Industrial Building: \$14-18

SITE AND BUILDING DATA.

Data available includes aerial photographs, site specifications and location map for office and industrial sites; color photographs, building specifications, and location map for office and industrial buildings. Full-time industrial development professionals are available to provide community analysis and facility planning assistance to businesses desiring to learn more about Kansas City and its advantages. Additional data is available as well as the capacity to develop in-depth studies and long range planning for community analysis.



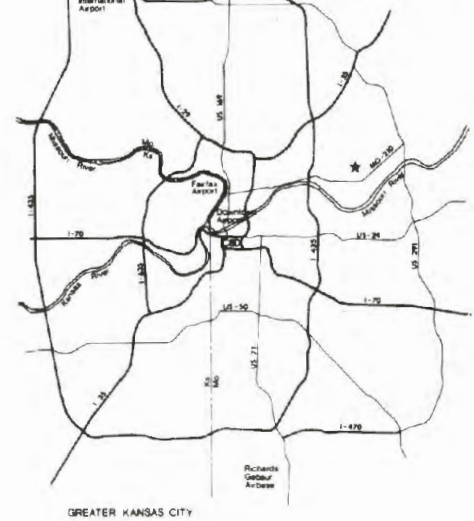
**Kansas City
Standard Metropolitan Statistical Area**



Northland Park

KANSAS CITY, MISSOURI

Kansas City, Missouri 5



SITE: Northland Park (located 12-15 minutes northeast of the Kansas City, Missouri Central Business District, via Interstates 29-35 and Missouri Highway 210).

CONTACT: Mr. Antony Sarver, Agent for
Northland Park, Inc.
8300 N.E. Underground Drive
Kansas City, Missouri 64161
(816) 455-2824

SITE DESCRIPTION: Northland Park is a totally planned business community of 2,200 acres, located northeast of Downtown Kansas City. The park offers maximum flexibility to meet any size development requirements for commercial and industrial users. Strategically located at the heart of the Kansas City Metropolitan region, near the geographical center of the United States, Northland Park offers the ideal location for nationwide distribution headquarters. The property is zoned M2aP (Heavy Industry—Limited District), in accordance with the Kansas City, Missouri Zoning Ordinance.

TRANSPORTATION FACILITY: Northland Park offers immediate access to Interstates 29, 35, 70 and 435 as well as Missouri Highway 210 which bisects the property. Additionally, the park is served by the Norfolk and Western Railroad. Two potential dock sites along the Missouri River are conducive to port development.

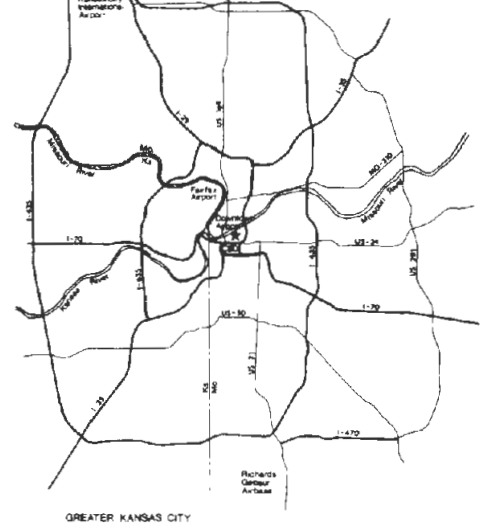
LAND OWNERSHIP, COST, TAXES: The property is owned and being marketed by Northland Park, Inc. represented by Mr. Antony Sarver. Land values range from \$1.00 to \$2.00 per square foot. The present tax rate is \$7.05 per \$100 of assessed land value.

DEVELOPMENT OBJECTIVES: It is a prime objective of Northland Park to offer the industrial developer/user maximum flexibility in site selection. Northland Park represents the largest assemblage of land for this purpose in the Metropolitan area and can therefore meet any size space requirements. With the availability of highway, rail and barge transportation, along with air service only minutes away, Northland Park presents unlimited opportunities for growth.

SPECIAL FEATURES OR CONSIDERATIONS: Northland Park is situated in one of the fastest growing areas in the region with tremendous potential for continued growth within a well planned, controlled, environment. The joint cooperation exhibited by the private and public sectors in the initial stages of development has laid the groundwork for streamlined processing from site evaluation through construction. All utilities are in and available to the site including a regional sewage treatment plant which is relatively new and operating at only a small percentage of its 20 million gallon per day capacity.

The Riverfront

KANSAS CITY, MISSOURI



SITE: The Riverfront (situated on the south bank of the Missouri River between the ASB and Paseo Bridges).

CONTACT: Edward G. Bruske, President
 Kansas City Corporation for Industrial Development
 1102 Grand — Suite 310
 Kansas City, Missouri 64106 (816) 474-3560

SITE DESCRIPTION: The Riverfront, sixty-four acres of cleared land located immediately northeast of the Kansas City, Missouri Central Business District offers opportunity for industrial or commercial development unparalleled elsewhere in the metropolitan area. The area is served by the Burlington Northern railroad, has immediate interstate highway access, and has 4,500 feet of frontage on the Missouri River. All utilities are available to the site and the present zoning is M-2a (heavy industry).

TRANSPORTATION FACILITY: Perhaps the most appealing feature of the Riverfront is the added flexibility which can be incorporated into any development simply by the fact that it does offer almost a mile of river frontage. Existing studies indicate that this location offers one of the prime opportunities along the Missouri River for port development. The southern boundary of the site is the Burlington Northern tracks expanding even further its distribution potential. Adding to this, immediate access to the interstate freeway system (I-29, 35 and 70), and the proximity (within five minutes), to the Kansas City, Missouri Downtown Airport, the transportation benefits become even more appealing.

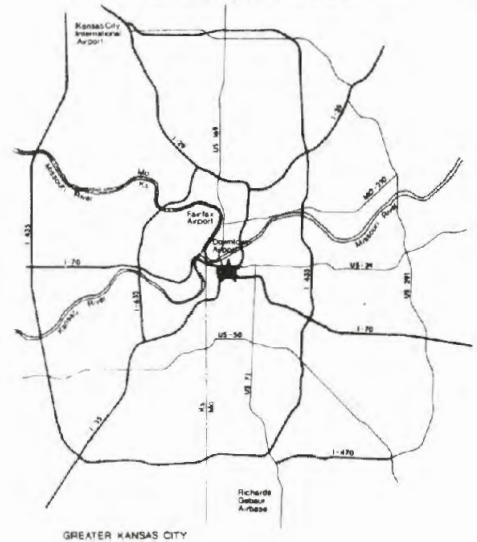
LAND OWNERSHIP, COST, TAXES: The entire sixty-four acres are owned and being offered for development by the City of Kansas City, Missouri. Developers interested in submitting proposals should contact KCCID at the address listed above. The present tax rate is \$7.57 per \$100 of assessed valuation.

PUBLIC OBJECTIVES: The basic objective is to generate new industrial, commercial or office use which will complement the adjacent central business district while also enhancing river oriented activities.

SPECIAL FEATURES OR CONSIDERATIONS: Again, the Riverfront offers a unique opportunity for flexibility and creativity in its development. It is clear of major improvements; under one ownership; in the center of a metropolitan area with a population of over 1.5 million; immediately adjacent to a major central business district; offers immediate accessibility to air, rail, barge and truck; and offers the possibility of creative design by enhancing the attributes of river-oriented activities coupled with a striking view of the downtown skyline.

Crosstown

KANSAS CITY, MISSOURI



SITE: Downtown Kansas City, MO; bounded by 12th Street on the north, I-35 on the south, Baltimore Avenue on the west, and Grand Avenue on the east.

CONTACT: Robert P. Lawrence or Terry S. Wendt
 Vice President of Real Estate/Development Vice President of Planning
 Crosstown Development Company
 City Center Square
 1100 Main Street, Suite 1985
 Kansas City, MO 64105
 (816) 221-4000 or (816) 474-6150

SITE DESCRIPTION: This mixed use development project is in the heart of Downtown Kansas City, directly adjacent to the proposed Mall at Petticoat Lane, a retail center being developed jointly by Crosstown and Cadillac Fairview Shopping Centers (U.S.) Ltd.

TRANSPORTATION FACILITY: Virtually all bus routes in Kansas City converge on the Crosstown site. Many of the routes will be consolidated onto the planned Walnut Transit Mall which will run through the center of the project.

LAND OWNERSHIP, COST, TAXES: The site is controlled by the developer under the Missouri 353 development law, which provides for tax abatement and eminent domain privileges. Most of the property is cleared and ready for development.

PUBLIC OBJECTIVES: A mixed use development is planned consisting of: single-tenant office building sites along Grand Avenue, a hotel site adjoining the Kansas City Convention Center, a freeway-oriented motel site, and a high-rise atrium office/residential center surrounding a public plaza which connects the development to the Mall at Petticoat Lane.

SPECIAL FEATURES OR CONSIDERATIONS: The 25-acre project site is a large, contiguous development area within the Downtown freeway loop. Location is a primary feature: the site adjoins the retail and financial districts on the north, the civic office center on the east, and the convention center on the west. The Mall at Petticoat Lane, an 800,000 s.f. retail/office/entertainment complex, scheduled to open in Fall of 1983, will be connected directly to both the Crosstown office/residential center and the hotel site. The planned Walnut Transit Mall will run through the center of the project, providing further direct links to Crown Center, Pershing Square, and the Country Club Plaza.

The City considers the Crosstown project to be instrumental in the ongoing revitalization of Downtown Kansas City and will be extremely cooperative in helping to meet the needs of potential new businesses. To back up this commitment, the City has provided the project site with a 25-year tax abatement; also, the developer can exercise the power of eminent domain, making land available without time constraints.

Crosstown Development Corp. is prepared to offer attractive terms for prospective occupants and is interested in structuring imaginative types of development participation for those interested in an ownership position.

LONG BEACH, CALIFORNIA

CITY PROFILE

Long Beach, California

Location: The City of Long Beach encompasses approximately 50 square miles of land area on the southern coast of Los Angeles County. The City Center is 22 miles south of downtown Los Angeles, 450 miles south of San Francisco and 110 miles north of San Diego. Long Beach is the second largest city in Los Angeles County and the fifth largest in California. For many years, Long Beach has been noted as a major industrial, oil producing and beach resort area of Southern California. The Port of Long Beach and a number of large Federal installations impart strength to the local economy. Six freeways provide direct access to the City in addition to three major railroad systems.

Population: The 1970 Census estimated Long Beach's population to be 358,633. This represents a 4.2 percent increase in population growth since the 1960 census was taken. The most recent update of Long Beach census (1976) projects a population increase of 6.3 percent or 22,576 people from 1970 pushing the total population upward to 381,209. The projected population for the SMSA in 1976 was 6,994,724, of which 5.4% resided in Long Beach.

Employment: As of December, 1979 (latest estimate available to the City) the City of Long Beach civilian labor force consisted of approximately 178,000. The 1980 unemployment rate is projected to be 6.1 percent. Over 22 percent of all employed persons in Long Beach are in manufacturing. The next largest sources of employment are government, services and retail trade. Long Beach is an important component of the Los Angeles County industrial complex, the largest concentration of major industrial firms in the western United States. As is true throughout the County, the aircraft/aerospace products group is the most important single industrial category in the Long Beach area. Other important industries include shipbuilding, petroleum products, chemicals, fabricated metals, food and kindred products.

Transit System: The Long Beach Public Transportation Company provides primary bus services for Long Beach residents through an extensive 15 route system. This system will be augmented in the near future through the development of the Long Beach Transportation Project. This design concept links transportation and land use functions together into mutually supporting activities. The proposed transportation improvements will connect the various uses and activities in the downtown area, greatly enhancing the urban setting and serving as a major catalyst for private development.

One of the key aspects of the transit system will be the First Street Transit Center. This will become the hub of public transit in the Long Beach area and will provide convenient transfers between lines. It will have 142 buses per hour with the anticipated increases in level of services that will be required to accommodate increased ridership resulting from the full implementation of the Long Beach Redevelopment Program. The Los Angeles,

Torrance, and Orange County transportation systems are proposed to be linked to the transportation project thereby affording access to, and from Long Beach from neighboring areas.

Airport limosine services are provided from the Los Angeles and Long Beach airports thereby making intra-state or inter-state travel an accessible alternative.

Development Profile

Office: As of October, 1979, there were 2.2 million net square feet of office space in downtown Long Beach. Approximately 85% of that space was occupied with annual rents comparable to those within the Los Angeles area. Redevelopment in the Central Business District (CBD) should produce over one million square feet of new office space when completed.

Retail/Commercial: As of 1977, Long Beach had 2,800 retail outlets with annual retail sales in excess of \$1.2 billion. Available data (1976) for the Long Beach Central Business District reflects 459 retail outlets with annual retail sales in excess of \$54 million. Retail outlets in the CBD decline from 598 in 1958 to 313 in 1972, however, this trend has been reversed as evidenced by the 68% increase in retail outlets from 1972-1976. With the development of the Long Beach Plaza mall, the increase in retail outlets and annual retail sales should continue.

Residential: Long Beach has approximately 164,000 housing units with a vacancy rate of 3 percent. Forty-seven percent of all units are owner-occupied, with 53% rented. The average sales price for a single family home in 1977 was \$57,500 and the median contract rent was \$219 per month. These figures are higher in 1980 considering the rapid increase in real estate costs in California in recent months.

Industrial: Approximately 2,880 acres of land in Long Beach are zoned for industrial use. Approximately 90% of this industrially zoned land is in use. Area industries are typically aircraft/aerospace, petroleum, chemical, fabricated metals and food and kindred products oriented.

Special Features: Long Beach has one university and one junior college with two campuses and total student enrollment approaching 58,000. This substantial student body assures a highly skilled group of potential labor force participants upon which businesses expanding or relocating in Long Beach can draw. Additionally, the City of Long Beach directs an extensive employment and training program through CETA which adds to the skilled labor force.

Long Beach's waterfront location served as an excellent site for its newly constructed \$52 million convention center. Previously known as the Pacific Terrace Center, the complex is one of the world's largest and provides outstanding convention, trade show, and meeting room facilities, as well as accommodations for major entertainment and cultural events. The development is linked to the existing Arena and includes a 100,000 square foot Exhibition Hall, the 3,141-seat Terrace Theater, the 862-seat Center Theater, 22 major meeting rooms and parking for 4,000 cars.

These elements in addition to many others, make Long Beach an excellent and attractive place for development opportunities.

Site: Hotel Commercial

Size: 3.3 acres

Contact(s): Ronald E. Winkler, Redevelopment Officer or
Robert E. Wissmann, Project Manager
City of Long Beach
Community Development Department
333 West Ocean Boulevard
Long Beach, California 90802
(213) 590-6841

Site Description: The hotel/commercial site consists of approximately 143,900 sq. ft. of land and is one of the last prime hotel properties in Long Beach. The site is bounded on the north by First Street, on the south by Ocean Boulevard, on the west by Long Beach Boulevard and on the east by Elm Avenue. There are existing structures on the site which are subject to the City's acquisition powers.

Area Description: This site is located in an area with existing office and commercial facilities. The site has Ocean Boulevard frontage on its southerly boundary and lies across the street from the Long Beach Convention Center. In the immediate vicinity of the hotel site are the following: the Home Savings and Loan Office Complex (currently under construction); a 50,000 square foot Bank of America office and banking facility; a 96,000 square foot, 6-story office facility; and a 111,000 square foot office/commercial facility.

Transportation Facility: To the northwest of the site is the First Street Transit Center which will become the hub of public transit in Long Beach. Additionally, the westerly frontage on Long Beach Boulevard (which is slated as a major north/south transit route) affords easy access to the site.

Land Ownership, Taxes: The site currently houses several structures which are privately owned. The tax rate is 1% of the fair market value of the property.

Public Objectives: The block lies within the Downtown Redevelopment Project area. The basic objectives are to encourage the development of a 500 to 600 room hotel with on-site parking and ancillary commercial space.

Special Features or Considerations: Long Beach has been and will continue to aggressively promote downtown redevelopment, will consider participating in site assemblage, and will expedite the approval process. Land sale price incentives may be available.

Site: Office/Commercial

Size: 2.75 acres

Contact(s): Ronald E. Winkler, Redevelopment Officer or
Robert E. Wissmann, Project Manager
City of Long Beach
Community Development Department
333 West Ocean Boulevard
Long Beach, California 90802
(213) 590-6841

Site Description: This office/commercial site consisting of approximately 120,000 sq. ft. of land, is located in the heart of the downtown central business district. The 3/4 block site is bounded on the north by Broadway, on the south by First Street, on the west by Locust Avenue and on the east by Long Beach Boulevard. There are existing structures on the site which are subject to the City's acquisition powers.

Area Description: The westerly frontage of the site borders the planned Locust Avenue Pedestrian Mall and transit improvement route for downtown Long Beach. There is a plaza slated for the remaining 1/4 portion of the block's westerly frontage which will be pedestrian oriented. The plaza will include a large public amphitheater, water themes, seating areas and extensive landscaping. With the pedestrian orientation and transit improvements, easy access is afforded to the development of this block. In the immediate vicinity of the office/commercial site are the following: the Home Savings and Loan Office Complex (currently under construction); a 50,000 sq. ft. Bank of America office and banking facility; a 96,000 sq. ft., 6-story office facility, the Long Beach Civic Center which is two blocks west of the site; and the Locust Avenue Pedestrian Mall.

Transportation Facility: The site's southerly boundary fronts on First Street which is slated to become the First Street Transit Center and the hub of public transit in the Long Beach area. Additionally, the easterly frontage on Long Beach Boulevard (which is slated as a major north/south transit route) affords easy access to the site.

Land Ownership, Taxes: The site currently houses several structures which are privately owned. The tax rate is 1% of the fair market value of the property.

Public Objectives: The 3/4 block lies within the Downtown Redevelopment Project area. The basic objectives are to encourage the development of at least 300,000 sq. ft. of commercial space with on-site parking. Retail uses are encouraged on the Locust Avenue and pedestrian plaza frontages of the project.

Special Features or Considerations: Long Beach has been and will continue to aggressively promote downtown redevelopment, will consider participating in site assemblage, and will expedite the approval process.

6
7280 | 28
SCALE 1" | 60'

Long Beach, California

1978



(27)

AVE.

LOCUST

80

80

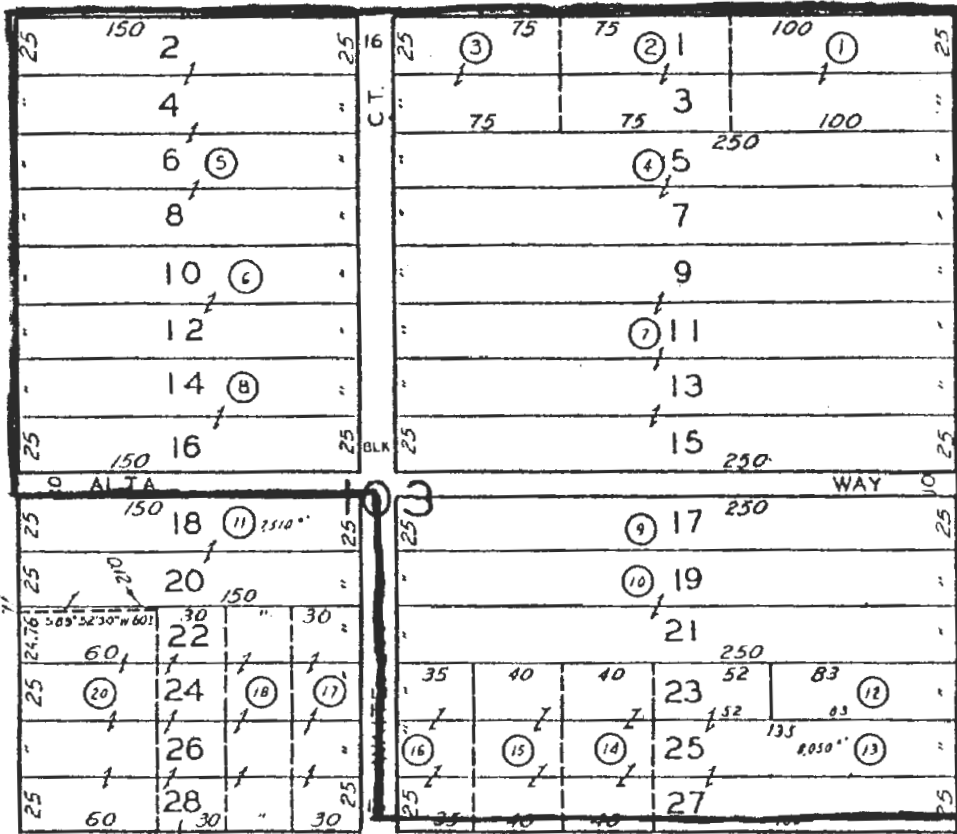
BROADWAY

(19)

A.M. 16309

80

80



124

BLVD.

LONG BEACH

124

BK.
7281

1ST

ST.

(29)

TOWNSITE OF LONG BEACH

M.R. 19-91-96

CODE
5542

FOR PREV. ASSMT. SEE:
7277-23

MONTGOMERY COUNTY, MARYLAND
AND
CITY OF ROCKVILLE

Montgomery County, northwest gateway to Washington, D.C., is a community of over 600,000 residents. The County is well served by three major airports (two of them international), two interstate highways (I-270 and I-495), the port of Baltimore and nearby rail lines.

Montgomery County is one of the nation's leading centers of high-technology industry. Some 42 percent of its private sector employment is in research and development, light electronic manufacturing and assembly, telephonic and satellite communications, and other high technology industries. Retail and wholesale trade is the second largest private employment category, with 24 percent.

Bethesda, Silver Spring, Rockville and Gaithersburg are the County's major employment centers. Several multinational and national corporations and associations have selected Montgomery County as the home for their headquarters and facilities. Two major corridors, I-270 and Route 29, contain a wide range of R&D, light manufacturing and service industries. Key federal installations include the National Institutes of Health, the National Bureau of Standards, the Department of Energy, and the Nuclear Regulatory Commission.

The County's population is among the most highly educated in the country. More than 40 percent of the adults have college degrees, and another 20 percent have spent at least one year in college. County residents also have one of the highest income levels in the nation. The 1978 average household income was \$35,725. The County's nationally acclaimed public school system produces three times the U.S. average of National Merit scholars.

The County is the home of more than 30 percent of all engineers, chemists, physicists, economists, lawyers and physicians in the Washington Metropolitan area.

The outstanding quality of life in Montgomery County has long been a magnet attracting industry and its employees from other parts of the country. The quality of public services, from simple information and referral service to the complex educational system, is consistently high. Residents here enjoy a seemingly endless variety of cultural offerings and shopping opportunities, and an extensive recreation and park system.

MONTGOMERY COUNTY AT A GLANCE

GENERAL INFORMATION:

Population (1980): 609,500
 Land Area: 493 square miles
 Median Age (1977): 30.3
 Public School Enrollment (1979): 107,430
 Households (1980): 209,575

THE ECONOMY:

Average Household Income (1978): \$35,725
 Household Effective Buying Income (1978) \$27,950
 Labor Force (1979): 318,642
 Employment (1979): 308,082
 Unemployment Rate (1979): 3.4
 Private Sector Employment (1978): 218,000
 Government Employment (1978): 77,500
 Per Capita Retail Sales (1978): \$3,942

HOUSING:

Dwelling Units (1978): 201,197
 Average sale price of new units (1979): \$77,740
 Average sale price of used units (1978): \$78,370

CONVENIENT TRANSPORTATION

The County's already first-rate transportation system is continually improving. Two major interstate highways I-270 and I-495 serve the County. The Capital Beltway (I-495) connects with I-66 and I-95 and the Baltimore-Washington Express Parkway.

Baltimore, a major eastcoast seaport, is only an hour away by highway. Air travel and freight services are available at three airports—Washington National, Dulles International, and Baltimore-Washington International—all within easy reach via interstate routes. The centrally located Montgomery County Airpark, which can accommodate corporate aircraft, is convenient to many businesses.

Rail service is provided by the Chessie System. The Penn Central, Southern and Seaboard Coast lines are also present, and high speed Amtrak Metroliner passenger service is only minutes away at the Capital Beltway station.

A FIRST-CLASS TRANSIT SYSTEM

County residents enjoy an excellent public transit system. Metrorail is a network of rapid rail facilities serving the nation's Capital and nearby areas of Maryland and Virginia. Already commuters can zip downtown from Silver Spring station in comfortable ultra-modern air-conditioned trains.

Construction is underway for the whole County's system and all eleven stations will be open by 1983. Metro station locations are coordinated with bus and automobile parking facilities, and Ride-On, a neighborhood-oriented feeder transit service is operated by the County.

DEVELOPMENT TO CLUSTER AROUND METRORAIL

Development in Montgomery County is characterized by a strong partnership among various levels of government and between government and business. Metro station development has maintained this tradition. The Montgomery County Government, Montgomery County Planning Board and Washington Metropolitan Area Transit Authority (WMATA) have spearheaded urban design studies and joint development prospect uses for two prime stations, Bethesda and White Flint. Developers are currently competing for joint development of these two stations.

The Silver Spring Station of the Washington Metro system is already in operation and prime development sites are assembled and ready to go! In Rockville, a major urban design study has recently been approved by the city council which focuses on several key sites adjacent to the station. ■

SILVER SPRING: GROWING SPIRIT WITH BASICS BEHIND IT

Silver Spring is the hub of commercial action in southeast Montgomery County. Just over the northern District of Columbia border, it forms the southern anchor of the Washington-Baltimore growth corridor.

The unincorporated Silver Spring area covers 20 square miles and has a population of 77,496.

TRANSPORTATION TO WHEREVER

Silver Spring is near everywhere. Fast, comfortable, frequent Metrorail service links it with all of downtown Washington, with other Maryland suburbs and with the entire National Capital region. Metro-bus lines spread from the Silver Spring terminal over Montgomery County and the District. The County's Ride-On bus system fans out its 22 routes from the same terminal. Greyhound, Trailways and the Chessie Railroad System have stations in the Silver Spring business district.

Downtown Silver Spring has the unique advantage of housing two primary routes leading into Washington D.C. and two major highways feeding into the interstate system all within a two-mile radius.

ONLY BALTIMORE IS BIGGER

In all Maryland, Silver Spring has a central business district second only to Baltimore in size. There are more than 2.6 million square feet of office space and over 1.45 million square feet of retail space. Six hotels and motels offer 800 rooms and a variety of conference accommodations.

STILL MORE OPPORTUNITY

Yet wide-open opportunities abound in downtown Silver Spring. Buildable land area, in prime locations, totals six million square feet. People living here have an

annual buying power of \$30 to \$35 million. Because essential services are in place, Silver Spring is an excellent investment. Additionally, the County has budgeted more than \$28.5 million for capital improvements in the business district, and \$3.5 million has been targeted for streetscaping. It's the kind of confidence that adds considerably to Silver Spring's attractiveness.

Businesses in Silver Spring show the same sort of confidence. A strong private-public partnership is in force to guide capital investment.

A GOOD LIFE TO LIVE

Silver Spring, of course, spreads its amenities beyond the workplace and hours of business. People take quickly to the quality of life here. Neighborhoods surrounding the central business district have a pleasantly settled, established air, for they're part of one of the earliest suburban developments in Montgomery County.

Following high school, there's the Montgomery College campus in nearby Takoma Park, plus six major universities within easy commuting distance.

SILVER SPRING KNOWS THE FEELING

Today's surge of growing spirit, backed by substantial strengths, is a tradition in Silver Spring. Earliest growth happened in the 1900's. Post-World War II years brought status as a major retail center. By the 1960's, Silver Spring achieved its present position as business and residential hub of the southeast County. To meet the challenges of the eighties Silver Spring has begun a dynamic new thrust forward. Momentum is strong, tools of growth are at hand, and opportunity opens everywhere for the farsighted to grasp. ■

ROCKVILLE: METRO'S COMING, GROWTH RESULTING

Located in the heart of Montgomery County, Rockville is a vigorous, growing city of 45,000. It is the second largest city in Maryland and county seat of Montgomery County. The population is educated, the median family income nearly double national levels, and the unemployment rate typically half the national average.

Rockville offers an ideal location for firms that wish to be near the centers of national and international decision-making, but prefer a high quality suburban environment for their businesses and their employees.

GETTING THERE FROM HERE

Rockville's location is enhanced by the excellent transportation systems that serve Montgomery County. Rail service in Rockville includes Amtrak passenger trains, Baltimore and Ohio freight and passenger service, and six-day commuter trains. The City is served by the area-wide Metrobus system.

The transportation system will continue to improve with the inauguration of an intra-city minibus system in 1981 and of Metro rapid rail service in 1983. Two Metro stations will be located in Rockville, enhancing both the City's role as a government and office center in its own right and its convenience to the rest of the National Capital region.

A HEALTHY ECONOMIC DIAGNOSIS

Rockville's economy is exceptionally strong. The City maintains a healthy balance of residential and commercial development. The tax rate has been reduced by 23.3 percent over the past three years, and employment opportunities in the City are increasing at a faster rate than the resident work force.

Rockville's excellent location, available public utilities, and other amenities have resulted in numerous national firms and associations locating here, some in the pres-

tigious I-270 Corridor and others in the downtown commercial area.

To facilitate this high quality development, the City government offers a streamlined review process and one-stop service for licenses and permits.

Major business interests include research and development; professional services; printing, publishing, and allied industries; financial institutions; real estate; warehousing, and retail sales.

There are an estimated 28,000 jobs in Rockville. Completion of the 500,000-square-foot County Office Building and Courthouse Complex in the City's central business district (Town Center) is expected to bring an additional 1,000 employees to Rockville in 1982. New private office and commercial development is projected to add another 8,500 jobs. In addition, the inauguration of the Metro rapid rail system will increase Rockville's position as an employment center.

Rockville is a strong retail center in Montgomery County, where the average household income in 1978 was \$35,725.

WHERE DEVELOPMENT IS HAPPENING

Private office development in Rockville, both current and planned, totals two million square feet. An additional 300,000 square feet of office facilities has recently been completed. The value of the new office development will total \$119.7 million.

Rockville's industry is comprised primarily of scientific and technological corporations as well as of service industries such as business service companies. The average cost per acre for industrial-zoned land in Rockville is \$110,000.

Commercial development in the City totals approximately 4.5 million square feet. Development activity is profoundly impacting the City's tax base and job market. New office development totals \$110.7 million, and the aggregate of new commercial development is \$7.7 million.

To ensure that the future development, resulting in part from the County Complex and the Metro station, will be an asset to the community, the City has developed a Town Center Plan to guide the redevelopment of the City's 438-acre central business district.

The plan provides for the urban design standards, green space, public facilities, and other amenities essential to a thriving and attractive City center. Among the measures undertaken to implement the Town Center Plan are the streamlined development review process and establishment of a Development Coordination Team to promote, coordinate, and accelerate new development activity. Bonus provisions are included in the plan and offered to developers under specified conditions. In addition, the City has recently undertaken market feasibility studies in the hotel/office areas to provide current data to developers interested in the Town Center.

A CITY, NOT A SUBURB

Rockville neighborhoods reflect the healthy diversity of the City's population and offer a variety of housing appropriate for a whole range of lifestyles. The selection of homes in Rockville includes spacious Victorian houses, high-rise condominiums, moderately priced Cape Cods, well-designed contemporaries on wooded lots, garden apartments, townhouses, and traditional homes on tree-lined streets. Prices for single-family homes range from \$50,000 to over \$200,000.



Prepared by:
Montgomery County Government
Office of Economic Development
51 Monroe Street, Suite 1600
Rockville, Maryland 20850
Telephone: (301) 279-1462

SILVER SPRING, MARYLAND

LOVING TRACT SITE

SITE:

Loving Tract—East West Highway at Colesville Road.

CONTACT:

Ioanna T. Morfessis, Director
Office of Economic Development
51 Monroe St., Suite 1600
Rockville, Maryland 20850
(301) 279-1462

Owner's and/or Broker's name can be supplied with additional site information

SITE DESCRIPTION:

This site contains 280,080 square feet of land presently zoned CBD-3 high-rise office/commercial. If fully developed, this property could accommodate approximately 2,240,640 square feet of buildings under the optional method of development. The site is presently housing several automobile dealerships who have varying-length leases in effect. The site is bordered on the east by the METRO System, on the north by Colesville Road and on the west by East-West Highway. Direct access is possible to both the transit station and a commuter rail station. The existing entrance to the

METRO station is along Colesville Road. Parking facilities, with more than 3,000 spaces, are within 800 feet of the site. The terminus of the regional (METRO Bus) and local (Ride-On) bus systems is within 400 feet of the site. The site is flat and readily buildable with few encumbrances.

TRANSPORTATION FACILITY:

The site is within 400 feet of the terminus of the regional and local bus systems and is equidistant between the two major routes into Washington, D.C., Georgia Avenue and Sixteenth Street. The METRO station is immediately adjacent to the site as is the commuter rail station that serves communities between Harper's Ferry, West Virginia and Washington, D.C. Direct connections to the METRO Station are possible during the design process.

COST:

Terms and conditions are negotiable.

PUBLIC OBJECTIVES:

The County encourages quality development on this site that would incorporate the imaginative use of various urban design techniques including, but not limited to, multiple uses, pedestrian amenities and unique site usage.

SPECIAL FEATURES OR CONSIDERATIONS:

Flat topography — Site has few encumbrances — Easy access to METRO station and commuter rail station.

SILVER SPRING, MARYLAND

PARKING LOT 7B SITE

SITE:

Air Rights Parking Lot 7B — on Second Avenue at Cameron Street.

CONTACT:

Ioanna T. Morfessis, Director
Office of Economic Development
51 Monroe Street, Suite 1600
Rockville, Maryland 20850
(301) 279-1462

SITE DESCRIPTION:

The property is gently rolling with approximately 155,243 square feet of CBD-3 zoned land. The holding capacity of the site under the optional method of development is 1,242,944 square feet of highrise office/commercial space. Any structure built would be constructed over a 1,500-car parking garage to be owned and operated by Montgomery County. The site is approximately 500 feet from the METRO station. To the north of the site is a 700-car parking garage. Office and

commercial buildings surround the site in the other three directions.

TRANSPORTATION FACILITY:

The site has easy access to Georgia Avenue, a primary route into Washington, D.C., and Colesville Road, a primary highway between Washington, D.C. and Baltimore. Public parking will be available under the building and across the street. The METRO station is located 500 feet to the south, as is the terminus to the local and regional bus systems.

LAND OWNERSHIP AND COST:

The site is owned by Montgomery County. Air rights can be acquired through competitive bidding.

PUBLIC OBJECTIVES:

The County encourages quality development on this site that would incorporate the imaginative use of various urban design techniques, including but not limited to, multiple uses, pedestrian amenities, and varying grading and entrance possibilities.

SPECIAL FEATURES OR CONSIDERATIONS:

500 feet to the METRO station — Good topography for multiple-grade entrances — Can be built upon immediately — Public parking for 1,500 cars will be located within the building.

SILVER SPRING, MARYLAND

PERRY SITE

SITE:

Perry Property – 8411 Colesville Road, intersection of Colesville Road and Second Avenue at METRO (rapid rail system).

CONTACT:

Ioanna T. Morfessis, Director
Office of Economic Development
51 Monroe St., Suite 1600
Rockville, Maryland 20850
(301) 279-1462

Owner's and/or Broker's name will be supplied with additional site information.

SITE DESCRIPTION:

The site contains 54,807 square feet of land presently zoned CBD-3, high-rise office/commercial and is presently used for parking. Maximum holding capacity of the land under this zoning category is 438,450 square feet with approval of the local planning commission. The site slopes upward from Colesville Road allowing a variety of entrance capabilities off of Second Avenue. Direct entrance to the METRO is available on site. A 700-car parking garage is currently available within 400 feet of the site to the north, and a

1,500-car parking garage is planned across Second Avenue from the site to the east. The METRO system forms the western border of the site with apartments located on the other side of the METRO entrance. To the south of the site, across Colesville Road, is the main transit station with the terminus of the regional and local bus systems.

TRANSPORTATION FACILITY:

The site contains a direct entrance into the transit station. The terminus of the local (Ride-On) and regional (METRO Bus) bus systems is located across Colesville Road from this site. Colesville Road (U.S. Route 29) is a primary four-lane road offering direct access to I-495 and I-95; it is also a major transportation route between Washington, D.C. and Baltimore. The site is two blocks from both Georgia Avenue and Sixteenth Street, primary routes into Washington, D.C.

COST:

Terms and conditions of the sale are negotiable.

PUBLIC OBJECTIVES:

The County encourages quality development on this site that would incorporate the imaginative use of various urban design techniques, including but not limited to, multiple uses, pedestrian amenities, and varying grading and entrance possibilities.

SPECIAL FEATURES OR CONSIDERATIONS:

Direct entrance into METRO system – Good topography for multiple grade entrances – Can be built on immediately.

SILVER SPRING, MARYLAND

RIPLEY STREET SITE

SITE:

Ripley Street site — south of METRO station between Ripley Street and Bonifant Street.

CONTACT:

Ioanna T. Morfessis, Director
Office of Economic Development
51 Monroe Street, Suite 1600
Rockville, Maryland 20850
(301) 279-1462

Owner's and/or broker's name will be supplied with additional site information upon request.

SITE DESCRIPTION:

This is a long narrow site containing 175,472 square feet and is bounded by Georgia Avenue, Ripley Street, METRO system/B&O Railroad and Bonifant Street. The site is immediately south of the METRO station and abuts a 3000-space parking garage owned by Montgomery County. The property is generally flat; however, it is totally occupied with one and two story residential and industrial buildings. The Commuter Rail

Station is on the western boundary of the site. The holding capacity of the land is 1,403,780 square feet under the optional development method for CBD-3 zoned land.

TRANSPORTATION FACILITY:

The site is 400 feet from the METRO station entrance and is 100 feet from the Commuter Rail Station. The site has direct access to Georgia Avenue, a primary route into Washington, D.C. and to I-495. Colesville Road, a primary route between Washington, D.C. and Baltimore, is approximately two blocks away. Local and Regional bus transportation is readily available at the METRO station.

COST:

Terms and conditions of the sale are negotiable.

PUBLIC OBJECTIVES:

The County encourages quality development on this site that would incorporate the imaginative use of various urban design techniques, including but not limited to, multiple uses, pedestrian amenities, and physical connection to the Commuter Rail Station and the METRO station.

SPECIAL FEATURES OR CONSIDERATIONS:

Direct access to the Commuter Rail Station — Direct access to METRO — Good topography — Above-average parking available.

CITY OF ROCKVILLE, MARYLAND

COURTHOUSE SQUARE SITE

SITE:

The site at Courthouse Square is located in Rockville's central business district (Town Center) at the corner of North Washington Street and Middle Lane.

CONTACT:

Douglas F. Horne, Director
Department of Community Development and Housing Assistance
City Hall
Maryland at Vinson
Rockville, Maryland 20850
(301) 424-8000, ext. 217

SITE DESCRIPTION:

The site is comprised of four contiguous City-owned parcels totalling 108,300 square feet, of which 62,000 square feet are situated over an existing municipal parking garage adjacent to The Commons at the Courthouse Square Shopping Center. Sloping gently downward to the northeast, the site is now occupied by a City-owned brick veneer commercial building which is one story at the front and two stories at the rear. Directly north of the site there exists a 250-car City parking lot which is also available for development. To the west of Courthouse Square is found small scale commercial/office development fronting on North Washington Street. To the south, the site opens onto Courthouse Square and faces two historically significant County Courthouse buildings. To the east is a 300,000-square-foot commercial shopping mall and 1,580-car municipal parking garage directly underneath the shopping mall. The site, which is available with no out-

standing long-term lease commitments, has been rezoned to two new mixed-use zones providing for commercial, office and residential uses.

TRANSPORTATION FACILITY:

The site is within 1600 feet of the future Town Center Metro (rapid rail system) Station scheduled to be open in 1983. Direct access is provided via a covered arcade and enclosed pedestrian bridge. Additional public transportation which is accessible includes Amtrak Train Service, the Chessie Train System, and Metro bus service. For automobile transportation, the site is accessible to Interstate 270 at the Maryland 28 interchange and the future Falls Road interchange. Additionally, the site is in close proximity to Rockville Pike/Route 355, a main arterial leading north to Gaithersburg, Maryland, and south to Bethesda, Maryland and Washington, D.C.

LAND OWNERSHIP, COST:

The site is owned by the Mayor and Council of the City of Rockville. Terms and conditions of the sale are negotiable.

PUBLIC OBJECTIVES:

The objective is to encourage quality development of the site incorporating imaginative uses and urban design schemes which reinforce pedestrian activity and circulation emphasizing dependence on balanced transportation access.

SPECIAL FEATURE OR CONSIDERATIONS:

To foster development in the rapidly expanding Town Center, the Mayor and Council recently enacted legislation to streamline the development process and to provide for flexible land uses. In addition, recent market feasibility studies have been undertaken by the City to provide up-to-date information to prospective developers.

CITY OF ROCKVILLE, MARYLAND

MIDDLE LANE SITE

SITE:

The Middle Lane site is located in the center of the central business district (Town Center) superblock formed by Hungerford Drive to the east, North Washington Street to the west, Jefferson Street to the south, and Middle Lane to the north.

CONTACT:

Douglas F. Horne, Director
Department of Community Development and Housing Assistance
City Hall
Maryland at Vinson
Rockville, Maryland 20850
(301) 424-8000, ext. 217

SITE DESCRIPTION:

The site, which has an area of 200,896 square feet (4.5 acres), comprises the heart of an expanding commercial/office core where development is expected to continue due to the arrival of the Washington Metropolitan Area Transit Authority rapid rail system (Metro) in 1983 and completion of the 570,000-square-foot County Office Building and Courthouse Complex. Currently being used as a municipal surface parking facility for approximately 250 cars, the gently sloping southeast property is free of structures. The site is bounded on the east by small townhouse office and commercial structures and to the west by the "One-Stop Shop" neighborhood convenience shopping center. Directly south across Middle Lane is an enclosed 300,000-square-foot shopping mall atop a City-operated 1,580-car parking garage. The parcel to the north is

primarily surface parking. The Middle Lane site has been rezoned to a mixed-use zoning category providing for development incorporating any combination of office, commercial, and multi-family residential uses.

TRANSPORTATION FACILITY:

The site is one block from the future Town Center Metro Station, scheduled to open in 1983. Other accessible forms of public transportation include Amtrak train service, the Chessie Train System, and Metro bus service. For automobile transportation, the site offers access to Interstate 270 at the Maryland Route 28 interchange and at the future Falls Road interchange; and access to Rockville Pike/Route 355, a main arterial leading north to Gaithersburg, Maryland, and south to Bethesda, Maryland and Washington, D.C.

LAND OWNERSHIP, COST:

The site is owned by the Mayor and Council of Rockville. Terms and conditions of the sale are negotiable.

PUBLIC OBJECTIVES:

The City's objective is to encourage development through mixed-use or multiple-use development techniques incorporating imaginative urban design schemes which reinforce pedestrian activity and circulation emphasizing dependence on balanced transportation access. Development should include high-density residential apartment, office, and retail with on-site structured parking.

SPECIAL FEATURES OR CONSIDERATIONS:

A streamlined development process has recently been approved by the Mayor and Council to promote, coordinate, and accommodate development in the expanding Town Center under redevelopment. Additionally, market feasibility studies have been undertaken by the City in the hotel/office areas to provide up-to-date information of value to prospective developers.

CITY OF ROCKVILLE, MARYLAND

PARCEL 4-A SITE

SITE:

Parcel 4-A is located in Rockville's central business district (Town Center) at Rockville Pike and Jefferson Street.

CONTACT:

Douglas F. Horne, Director
Department of Community Development and
Housing Assistance
City of Rockville
30 Courthouse Square, Suite 300
Rockville, Maryland 20850
(301) 424-8000, ext. 217

SITE DESCRIPTION:

The site is an unimproved tract of land with an area of 50,182 square feet or 1.15 acres, which has excellent exposure to Rockville Pike. This site will provide a natural transition between the intense Town Center planning area and the existing commercial development of Rockville Pike. Directly northwest of the site is the Americana Centre complex of high-rise and garden-style residences and Town Center Apartments, a new high-rise apartment building for the elderly. Other facilities in the immediate vicinity of the site include a new townhouse office development on Jefferson Street and the new Montgomery County office

and Courthouse Complex. The site is zoned for office use (O-1).

TRANSPORTATION FACILITIES:

The site is approximately two blocks from the future Town Center Metro Station, scheduled to open in 1983. Other accessible forms of public transportation include Amtrak train service, the Chessie system, and Metro bus service. For automobile transportation, the site is accessible to I-270 at the Maryland Route 28 Interchange and the future Falls Road Interchange. The site has exposure to Rockville Pike (Maryland Route 355), a main arterial leading north to Gaithersburg and south to Bethesda and Washington, D.C. The site is directly accessible by automobile from Jefferson Street.

LAND OWNERSHIP COSTS:

The site is owned by the Mayor and Council of Rockville. The cost of the site is \$8 per square foot or \$401,500.

PUBLIC OBJECTIVES:

The City's objectives is to encourage quality development of a low-to mid-rise office facility incorporating an imaginative urban design scheme because of the site's location at the entrance to the Town Center.

SPECIAL FEATURE OR CONSIDERATIONS:

A streamlined development process has recently been approved by the Mayor and Council to promote, coordinate, and accommodate development in the expanding Town Center under redevelopment. The site may qualify for the MIDFA loan insurance program.

NEW YORK, NEW YORK

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NEW YORK, NEW YORK

Population: The population of the five Boroughs of New York City is approximately 7.1 million; the New York S.M.S.A. encompasses some 9.4 million people and represents the largest effective buying income in the country -- 27 percent larger than the second-ranking city, Los Angeles.

Employment: The resident labor force of New York City is more than 3.2 million workers. The Midtown Manhattan CBD is the employment center for more than 1.1 million workers and attracts employees from all parts of the City and the surrounding areas, including the adjoining states of New Jersey and Connecticut.

Transit System: The City's 24-hour-a-day subway and bus systems carry an average of 5 million riders a day. Suburban buses and commuter railroads transport more than 1/2 million more people to and from the City each day from Connecticut, New Jersey and New York State communities. The City's dependence on its mass transit system is reflected by the fact that more than 90 percent of the commuters to Midtown arrive by mass transit.

Development Trends (Midtown Manhattan):

Office: Since World War II, Midtown Manhattan has been the preferred location for the corporate office sector. This demand is reflected by the fact that 145 million square feet of office space has been constructed in Midtown since World War II; another 3.5 million is presently under construction, and an additional 4.8 million in the planning/design stage. In spite of this activity, the office sector market is extremely tight, with the vacancy rate for first-class office space presently below 5%. Current rentals in prime locations are in the range of \$25 to \$40 per square foot.

Retail/Commercial: Midtown contains the region's retail center, with the great department stores of Herald Square, luxury and specialty stores along Fifth and Madison Avenues and the expanding retail activity centering at Lexington Avenue and 59th Street. With a regional commercial service population of over nine million shoppers and 10.8 million square feet of floor space, the commercial activity in Midtown accounts for \$2.2 billion in annual retail sales, the greatest concentration of retail sales in the country.

A 1.5 square mile section, bounded by Third and Eighth Avenues between 30th and 54th Streets, accounts for approximately twelve per cent of all retail trade in New York City. Transactions in this area alone represent 18.5 per cent of all New York City apparel sales and 28 per cent of all general merchandise sales, which are largely in department stores.

Residential: The Midtown area contains approximately 73,000 dwelling units which house a population of about 112,000 individuals. This population has an exceptionally low proportion of children, with only 7.4 per cent under 18 years of age, compared to 28.3 per cent in the City as a whole.

Industrial: The City of New York is acknowledged as a major manufacturing center. More than 20,000 manufacturers operate in the City's five Boroughs, with 1,000 of these employing 100 or more workers. The garment industry is headquartered in West Midtown and one-third of the clothing worn in the United States is manufactured by New York's garment workers. This industry is the number one employer in the City and a large number of the supporting functions required by the industry are located in the area.

Special Features: In addition to its preeminence as a business center, New York City is a mecca for tourists. Because New York City offers both familiar and unique attractions, more than two million foreign visitors were among the record-breaking 17.5 million tourists and visitors who came to the City in 1979 and spent \$2.25 billion. Tourists came to New York City because it has more museums, opera and ballet companies, theaters, parks, beaches and sports facilities than anywhere else in the world.

INTERNATIONAL TRADE COMPLEX

(125th Street/Lenox Avenue Station Urban Initiative)

Site: Directly east of the Harlem State Office Building, between 125th-126th Streets, west of Lenox Avenue.

Contact: Mr. Donald C. Cogsville, President
Harlem Urban Development Corporation
163 West 125th Street
New York, New York 10027

Site Description: The 17 story State Office Building occupies the western end of the block and a 4 story Municipal Parking Garage is presently under construction near the center of the block. The unencumbered parcel of land at the eastern end of the block measures 150' by 200'.

Transportation Facility: The 125th Street Station of the IRT/Lenox Avenue subway is located at the southeast corner of the site.

Program: Modern international office facility; trade/tourism display area; Third World retail bazaar; 500-room first class hotel with a 3,000-seat convention center; a 459-space parking garage now under construction; one-stop support services for international trade; and programs for conferences, trade shows and exhibits.

<u>Development Cost:</u> <u>(1980 figures)</u>	<u>Component</u>	<u>Estimated</u> <u>Dev't Cost</u>
	Hotel/Convention	\$ 29,848,609
	Retail/Trade Mart	14,300,650
	Office Building	<u>48,984,250</u>
		\$ 93,133,509

Timetable: Construction start in early 1981 with Complex becoming operational within two to three years thereafter.

Financing: Combination of private and public financing, using public investments to leverage maximum private financing. \$30-million hotel for development by a private concern; non-hotel components capable of supporting operating costs and debt financing of at least \$33-million. Remaining \$30-million anticipated in federal investments returned through new export trade.

Contextural Objectives:

- Reinforce the vitality of 125th Street and provide coherence and diversity to the pedestrian experience.
- Integrate with the State Office Building to create a unified complex while providing a distinctive image which expresses the symbolic importance of the ITC as the focal point of the Harlem Community.

ATLANTIC TERMINAL URBAN RENEWAL AREA

(Atlantic Terminal Subway Complex Urban Initiative)

Site: The City of New York invites development proposals for Sites 1 and 5 of the Atlantic Terminal Urban Renewal Area.

The Atlantic Terminal Urban Renewal (ATURA) contains approximately twenty sites. The most notable site impacting on both Sites 1 and 5 is the Atlantic Avenue Terminal Building of the Long Island Railroad. The Metropolitan Transportation Authority has proposed a renovation to transfer the existing station into a modern one-story building with extensive underground improvement.

Contact: Mr. Charles Reiss
Assistant Commissioner for Community Development
New York City Department of Housing Preservation
and Development
100 Gold Street - Room 9246
New York, New York 10038

Site Description: Site 1 of the ATURA (Block 180) is bounded by Flatbush Avenue, Fourth Avenue, Atlantic Avenue and State Street. The area of the site is approximately 40,599 square feet. Site 1 is partially cleared with approximately eleven remaining buildings. Commercial uses (Florist and Pawnshop) exist along Fourth Avenue. The remaining uses are vacant commercial and residential along Fourth Avenue, Atlantic Avenue, and Flatbush Avenue. The remainder of Site 1 is comprised of parking lots along Atlantic Avenue and State Street.

Site 5 of the ATURA is bounded by Flatbush Avenue, Atlantic Avenue, Fourth Avenue and Pacific Street. The area of the site is approximately 58,915 square feet. Site 5 is currently being used as a parking lot for the Brooklyn Academy of Music and as storage for other vehicles. During the summer the site is used as a farmers market. There are no existing buildings remaining on the site.

Transportation Facility: The Atlantic Terminal subway complex and connections to the LIRR commuter rail terminal will be renovated and modernized as part of a comprehensive area upgrading project. The first phase of the reconstruction of the LIRR Terminal is presently underway, and plans envision the development of commercial and retail space using air rights over the terminal.

Development Criteria: The criteria for the development of Sites 1 and 5 are as follows:

Unified Development

Proposals will be accepted for either Site 1, Site 5 or both. In any event the entire site or sites under proposal must be fully developed. While HPD would prefer both sites to be developed within a reasonable time, economic justification will have to be submitted to develop both sites.

New construction or rehabilitation will be allowed on Site 1 while only new construction can be implemented on Site 5. In the event of new construction on Site 1, the site shall be delivered to sponsors free and clear of all existing buildings.

Use

The Urban Renewal Plan allows residents and/or institutional as well as general commercial use on both Sites 1 and 5. As per the Zoning Resolution Site 1 is zoned C6-1 while Site 5 is zoned R6. Every effort should be made to conform to zoning requirements. However, justifiable zoning changes will not eliminate a proposal from consideration.

Bulk

No restriction or controls other than the requirements of the as of right or special permit sections of the Zoning Resolution.

Parking

No restrictions or controls other than the requirements of the Zoning Resolution. However due to the proximity of Atlantic Terminal which is a major mass transit facility, HPD will support waivers of parking if justified. However any waiver of parking will be subject to the approval of the City Planning Commission, Board of Estimate and Board of Standards and Appeals.

Open Space

Landscape open space will be required for any residential development. The open space should provide seating, play areas, trees, planting and paving. All open space must be well secured. Direct access to the open space must be provided from either the lobby or the units depending on the type of development. Both sites should provide street trees.

Noise

Since both sites are located at the intersection of Flatbush Avenue and Atlantic Avenue, one of the City's major automobile intersections, noise control should be a key design element. Design methods should include double or triple glazing, setbacks, screening, apartment layouts, air conditioning, etc.

Height

All new construction must be built not to exceed 60 feet or six stories in height whichever is less.

NORFOLK, VIRGINIA

NORFOLK

Location: Norfolk is the social and economic hub of the five city area of South Hampton Roads, Virginia. The area ranks 50 of 138 large metropolitan areas in the United States. The area is served by the N & W and Southern railways, by five major passenger air carriers and numerous other commercial and charter air facilities. I-64 and U.S. 13 pass through the city. Norfolk's location on the southern shore of the Chesapeake Bay and the entrance from Atlantic shipping lanes establishes her identity with the many facets of maritime activity. From massive bulk and general cargo carriers to fishing and ocean research vessels to small pleasure craft, Norfolk is the focal point of them all.

Population: The Norfolk metropolitan area population was 784,000 in 1975 with Norfolk's share 285,000.

Employment: The March, 1979 figure for Norfolk's civilian labor force is 95,479 with an unemployment rate of 5.4%. Downtown Norfolk is the concentration point for professional and administrative services to the maritime industry, the financial center, government services, research and education.

Effective Buying Income: Figures for March, 1979 indicate median household income at \$10,635 for the City of Norfolk. The median household income for the Norfolk SMSA is \$14,875.

Transit System: Norfolk is served by Tidewater Regional Transit a mass transit system which operates in Portsmouth, Chesapeake and Virginia Beach in addition to Norfolk. Norfolk is also serviced by Trailways and Greyhound lines at downtown terminals.



Development Trends

Office: Downtown Norfolk contains about 1,000,000 square feet of new, first class office space and another 500,000 square feet of renovated older space. This space is now approximately 95% occupied. New construction planning is now underway as are several renovations.

Retail/Commercial: The Granby Mall Retail area of downtown Norfolk is the old retail hub of the area. Recent financing assistance to retailers has generated intensive facade renovation and precipitated additional investment in structural and interior renovation of old structures.

A former six story department store building has been converted to the International Merchandise Mart, displaying imported consumer goods for domestic retail store buyers. Two old theater buildings have been renovated, one for a downtown racquet club and restaurant, the other for the Virginia Stage Company, a professional, legitimate theater group.

Residential: New townhouses have been built and sold on the west downtown waterfront, with condominium housing to begin soon on an existing pier. Zoning has recently been modified in the Granby Mall area to encourage conversion of structures to housing above the first floor level. A major housing/retail complex is now planned for the south waterfront near the Omni International Hotel. Selling prices of existing townhouses and planned condominiums ranges upward from \$100,000 and \$75,000 respectively.

Special Features: Some of the factors that make Norfolk popular to developers include the presence of Old Dominion and Norfolk State Universities, the Eastern Virginia Medical School and some of the finest medical facilities

on the east coast, including Norfolk General, DePaul and the King's Daughters Children's hospitals.

Several major developments are now in various stages of planning on the downtown waterfront. A hotel/World Trade Center complex of some 500,000 square feet, waterfront housing and retail areas and a restaurant/market/marina complex.

In December 1979, Captain Jacques Cousteau announced that the Cousteau Society is centralizing its world wide operations on the Norfolk waterfront. From this, a Cousteau Ocean Science Center will be built on the waterfront next to Calypso's home berth. The Ocean Science Center will be the international focal point for ocean science research and education. In conjunction with existing ocean technology bases at Old Dominion University, NOAA, NASA, the U.S. Navy, the U.S. Coast Guard, and the Virginia Institute of Marine Science (VIMS), the Cousteau Society will generate powerful international attention.

NORFOLK

Site: A-17 Downtown West (across from Federal Building)

<u>Contact(s):</u>	Tom Blanchard City of Norfolk Dept. of Development 407 City Hall Building Norfolk, VA 23501 (804) 441-2941	Tom House Norfolk Redevelopment & Housing Authority 200 Granby Mall Norfolk, VA 23510 (804) 623-1111
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Site Description: 31,540 square feet - .70 Acres

Zoned Special Public Interest (SPI-4)

Located across from the new Federal Building and at the foot of Granby Mall.

Transportation Facility: This site is located in the heart of the downtown CBD/financial district and is served by the existing regional transit routes through downtown.

Land Ownership, Cost, Taxes: Owned by NRHA; cost of land negotiable; real property tax \$1.30/\$100 on 100% assessment.

Public Objectives: This property is located in the heart of the downtown financial, professional complex.

Special Features and Considerations: This site lends itself to medium density office uses which can draw upon existing and planned public parking facilities.



NORFOLK

Site: R-8, Parcel 69A

<u>Contact(s):</u>	Tom Blanchard City of Norfolk Dept. of Development 407 City Hall Building Norfolk, VA 23501 (804) 441-2941	Tom House Norfolk Redevelopment & Housing Authority 200 Granby Mall Norfolk, VA 23510 (804) 623-1111
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Site Description: 49,067 square feet - 1.126 Acres

Zoned Special Public Interest (SPI-3)

Transportation Facility: Adjacent to regional transit system routes.

Land Ownership, Cost, Taxes: Owned by NRHA; cost of land negotiable; real property tax \$1.30/\$100 on 100% assessment.

Public Objectives: This property is located in the heart of the downtown financial, professional complex.

Special Features and Considerations: This site lends itself to medium density office uses which can draw upon existing and planned public parking facilities.



NORFOLK

Site: R-8, Parcel 19

<u>Contact(s):</u> Tom Blanchard	Tom House
City of Norfolk	Norfolk Redevelopment
Dept. of Development	& Housing Authority
407 City Hall Building	200 Granby Mall
Norfolk, VA 23501	Norfolk, VA 23510
(804) 441-2941	(804) 623-1111

Site Description: 130,171 square feet - 2.988 Acres
Zoned Special Public Interest (SPI-2)

Transportation Facility: Adjacent to regional transit routes serving the Granby Mall CBD and the downtown waterfront development areas.

Land Ownership, Cost, Taxes: Owned by NRHA; cost of land negotiable; real property taxes \$1.30/\$100 on 100% assessment.

Public Objectives: Development in a form and function which will enhance downtown commercial growth and downtown office activities.

Special Features or Considerations: This site abuts the commercial area, the Scope/Chrysler Hall complex and the large 17.26 acre parcel 55.



NORFOLK

Site: R-8, Parcel 18

<u>Contact(s):</u> Tom Blanchard	Tom House
City of Norfolk	Norfolk Redevelopment
Dept. of Development	& Housing Authority
407 City Hall Building	200 Granby Mall
Norfolk, VA 23501	Norfolk, VA 23510
(804) 441-2941	(804) 623-1111

Site Description: 121,891 square feet - 2.79 Acres

Zoned Special Public Interest (SPI-2)

Transportation Facility: Stands at the intersection of two major arterial streets, served by regional transit system.

Land Ownership, Cost, Taxes: Owned by NRHA; cost of land negotiable; real property \$1.30/\$100 on 100% assessment.

Public Objectives: Development in a form and function to serve and be served by the adjacent Scope/Chrysler Hall complex.

Special Features or Considerations: Scope/Chrylser Hall is the focal point of the growing entertainment cultural complex in downtown Norfolk. Scope seats up to 10,000 persons in arena form, Chrysler Hall is a 2,500 seat theater.



NORFOLK

Site: R-8, Parcel 55

<u>Contact(s):</u> Tom Blanchard	Tom House
City of Norfolk	Norfolk Redevelopment
Dept. of Development	& Housing Authority
407 City Hall Building	200 Granby Mall
Norfolk, VA 23501	Norfolk, VA 23510
(804) 441-2941	(804) 623-1111

Site Description: 751,804 square feet - 17.26 Acres

Zoned Special Public Interest (SPI-2)

Transportation Facility: This site is in the center of the free downtown shopper shuttle bus system which is now now operating.

Land Ownership, Cost, Taxes: Owned by NRHA; cost of land negotiable; real property taxes \$1.30/\$100 on 100% assessment.

Public Objectives: This site abuts the Norfolk government Civic Center, the Scope/Chrysler Hall complex, Granby Mall retail area and is near on-going downtown housing construction and the proposed Cousteau Center. Objectives include expansion of office facilities, retail, and entertainment.

Special Features or Considerations: Downtown Norfolk is evolving into a center for professional offices, government services, cultural and entertainment activities, waterfront oriented activities and marine research/educational activities. The sum of these activities form a growing base for tourism and convention activities.



OAKLAND, CALIFORNIA

OAKLAND, CALIFORNIA

LOCATION:

Stretched into a long crescent between California's coastal hills and San Francisco Bay, Oakland is the natural link between the American West and the Pacific nations. Geography has determined much of Oakland's development, and the city today maintains its role as the West's largest port, as the transport key to the San Francisco Bay Area, and the East Bay's urban focus.

POPULATION:

Oakland's 333,000 residents make up about 10% of the 5.8 million citizens of the Bay Area. The city's demographics are typical of other mid-size American cities, including large numbers of young people and numerous small household units. Oakland's labor force numbers 164,000, with the surrounding county providing an additional 325,000 wage-earners.

EMPLOYMENT:

The largest employment sectors in Oakland are government, services, retail, trade, manufacturing and transportation/communication in that order. These five sectors account for 80% of Oakland's jobs. Projections indicate that manufacturing and government employment will remain stable, while services, retail and finance sectors will continue to expand. East Bay workers have an average household income of \$19,219. Oakland's unemployment rate is presently 7.1%, comparable to an SMSA rate of 6.8%.

PUBLIC TRANSPORTATION:

Oakland is at the center of all Bay Area public transit systems. Each day, the metrorail system makes 160,000 passenger-trips over the 76 miles of track. Eight of the 34 stations making up the Bay Area Rapid Transit (BART) system are located within Oakland. Via BART, Oakland's financial and commercial district is only 11 minutes from downtown San Francisco. In addition, the AC Transit System provides local and transbay bus service on 93 routes throughout the area.

DEVELOPMENT TRENDS:

Office development is one of Oakland's fastest growing sectors. Oakland currently boasts 7.4 million square feet of office space, and has a minimum projected absorption rate of 1 million sq. ft. annually. The vast majority of this space is concentrated in the central business district, though some new construction is occurring in the Oakland Airport area. Ready sites are now available in the City Center project which is discussed below. The occupancy rate for Oakland office buildings is presently 92%. Lease rates range from \$.45 to \$1.35 per sq. ft. with the average being between \$.85 and \$1.10. The demand trend is for new, Class A space.

Oakland is the center of two retail trade markets of 6,500,000 people. Private research indicates that 40,000 households in this trade area have annual incomes in excess of \$25,000. Approximately 60% of these homes are located inside of Oakland. This same research indicates that 85% of the trade area's upper income shoppers would patronize an urban shopping location. As well, 65,000 people within Oakland's current daytime population work within a ten minute walk of central Oakland. Any retail project in Oakland is expected to benefit from three major developments discussed below. Approximately two million square feet of retail space is currently in use, and planned developments will nearly double this amount in the next three years. Retail sales in Alameda County, after a 52% increase

between 1968 and 1978, are projected to increase another 58% before 1983. Annual retail sales inside of Oakland totalled \$1,562,573.

Oakland's housing stock of 150,253 homes has increased an average of 500 units per year for the last seven years. However, the increasing demand for housing in the city has brought a vacancy rate of under 2%. Home ownership in Oakland has recently begun to increase, and now averages 42.7% across the city. About half of the city has ownership rates of over 50%. As with much of California, median home values rose dramatically over the past seven years. The city's average reached \$34,700 in 1977, with many sections topping \$52,000. Between 1970 and 1977 all city housing prices increased an average of 63% - a trend which has continued until now. Oakland's Multiple Listing Service today inventories homes between \$25,000 and \$500,000. Median rents have followed the housing price trends, and increased 49% to \$155 during the same period. These rents usually range from \$130 to \$350 per month.

Oakland's industry is led by fabricated metal products, clay and glass products machinery, and primary metal industries. Oakland has 702 manufacturing plants, including 69 machine shops, six grey iron foundries, two steel foundries, 11 non-ferrous metal foundries, and 15 public warehouses. These industries are spread over nearly 4,000 acres of industrially zoned land. Approximately 10% of this land is vacant and available in parcels ranging in size from 1/2 to 30 acres. The city has three industrial parks. Typical sales prices during 1978 ranged from \$65,000 to \$175,000 per acre. Oakland's industrial sites offer no unusual construction problems or restrictions.

Oakland industries profit from one of the best transportation networks on the West Coast. Oakland is served by three railroads, 1,100 truck carriers, nine major airlines, the largest containerized port on the West Coast, four interstate highways, three state highways, and excellent public passenger transportation.

SPECIAL FEATURES:

The most singular feature in Oakland's economy is the spectacular development in the downtown. Oakland's urban renewal program stands at the take-off point for nearly one billion dollars worth of commercial and retail development in the central downtown renewal area. Of the city's core 70 blocks, more than one of every three will be rebuilt, creating more than four and a half million square feet of new commercial, retail, office and residential space.

The base for this development will be a 42 acre commercial/retail development containing five office towers, a 900,000 square foot Regional Shopping Center, parking for 4,300 cars, and a historic Victorian commercial park. Of the five office towers planned, two have already been built and leased. The Regional Shopping Center will be a two-level fully enclosed mall servicing a range of consumer tastes.

The most unusual development is Hong Kong/USA, a huge Asian Trade Center planned to cover four entire blocks. Hong Kong/USA will be the first concentrated extension of Hong Kong marketing in the United States, and will enclose over two million square feet of commercial, office, hotel and residential space.

A third downtown project will restore two blocks of what was Oakland's central business district in 1875. The completed project, known as Victorian Row, will be comparable to Pioneer Square in Seattle and the Vieux Carre in New Orleans. Construc-

tion has begun on the central buildings which eventually will be used for general retail, food service, craft stores, galleries and antique shops.

Demolition has begun to clear a site between Victorian Row and City Center for a major regional convention center/hotel. This unusual building will combine a 500 room Hyatt Hotel and a 77,000 square feet convention facility in one building. This project will allow Oakland to advance her tourism trade and enter a regional convention market serving meetings of 6,500 people.

In addition to these projects, Oakland is initiating a foreign trade zone, and with the Port of Oakland will undertake extensive industrial and transportation associated development. Private investment is also adding two new downtown office towers and refurbishing two more.

OAKLAND, CALIFORNIA

SITE: City Center Regional Shopping Mall

CONTACTS: George Williams, Director Grubb and Ellis Development
Office of Economic Development 1330 Broadway
City of Oakland Suite 925
1417 Clay Street Oakland, CA., 94612
Oakland, CA., 94612 (415) 444-1313
(415) 273-3692

SITE DESCRIPTION: The Regional Shopping Mall is an enclosed, two-level mall with attached parking, restaurants, and entertainment facilities. Anchor tenants serve a range of consumer tastes, and include Bullock's, Liberty House and J.C. Penney. Construction is scheduled to begin in 1981. Site is in the urban business core of Oakland, located one block from main business concourse. Site is surrounded by new office and retail development.

TRANSPORTATION: Shopping market includes 1.5 million people with site in the center of this market. The Shopping Center is at the confluence of all bus transportation, and adjacent to the metrorail station. The site is immediately off a major freeway, and will have 17,000 office workers within one block.

LAND OWNERSHIP;
COST, TAXES: The City holds title to the site with a negotiated disposition agreement in effect with the Grubb and Ellis Development Company. Adjoining prepared land sites sell for \$20 per square foot. Taxes are 1% of assessed value. There are no special assessments. Some area property available at \$10 to \$12 per square foot.

PUBLIC OBJECTIVES: City seeks to expand regional retail nucleus to a level more commensurate to market.

SPECIAL BENEFITS: Assistance in financing may be available. City has provided public assistance for prime users. Site has rapid transit access and free off-street parking for 4,000. Co-generation of heating and cooling will provide utilities at below market rates. Key personnel can expect housing relocation benefits.

OAKLAND, CALIFORNIA

SITE: City Center Development (Office)

CONTACT: Mr. George Williams, Director Grubb and Ellis, Inc.
Office of Economic Development 1330 Broadway
1417 Clay Street Suite 925
Oakland, CA., 94612 Oakland, CA., 94612
(415) 273-3692 (415) 444-1313

SITE DESCRIPTION: City Center is a 42 acre commercial/retail development in the heart of downtown Oakland. Site presently contains two Class A office structures (totaling 715,000 square feet), with a third scheduled for construction. Site is shared with a planned 900,000 square foot shopping mall. Site is adjacent to City's main thoroughfare, convention facilities and shopping district. Pads are in place for new construction, garage exists on site. A one acre, two-level public plaza is in place.

TRANSPORTATION: City Center office site is directly above the metro-rail station for downtown Oakland. The location parallels the main business thoroughfare and is just off two freeways. Five parking garages are within three blocks of the site.

LAND OWNERSHIP,
COST, TAXES: The City holds title to the site. A negotiated disposition agreement with the Grubb and Ellis Development Company is in effect. Adjoining prepared land sites sell for \$20 per square foot. Taxes are 1% of assessed value. There are no special assessments. Nearby sites may be purchased for \$10 to \$12 per square foot.

PUBLIC OBJECTIVE: City seeks to attract major employers to expand existing downtown economy.

OAKLAND, CALIFORNIA

SITE: Coliseum Area Industrial/Business Complex

A 1,900 acre industrial and business park located along the Oakland Estuary, five miles from the city center. Park is adjacent to Oakland/Alameda County Coliseum.

CONTACT:

City of Oakland	Port of Oakland
Business Services	Properties Department
1417 Clay Street	66 Jack London Sq.
Oakland, CA., 94612	Oakland, CA., 94607
(415) 273-3626	(415) 444-3188

SITE DESCRIPTION: Complex now contains 1,300 companies, employing 28,000 workers in various industrial and commercial concerns. Coliseum is zoned to accommodate, and is suitable for, almost any industrial, service, or commercial activity. Lots are available in various sizes from one to 30 acres.

TRANSPORTATION: Immediate access is available to the interstate expressway system. Marine terminals and International Airport are within one mile of the site. Direct on-site service is available from two transcontinental railways. Local bus and metro-rail service is close by. More than 600 trucking companies serve the site.

LAND OWNERSHIP, COST, TAXES: Land is controlled by various private companies and the Port of Oakland. The Oakland Business Park (300 acres) and Oakland Distribution Center (90 acres) are owned by the Port of Oakland. Various private developers own an additional 140 acres. Lease rates for new buildings run between \$32 and \$50 per square foot. For older buildings lease rates run between \$15 and \$20 per square foot.

PUBLIC OBJECTIVE: City actively seeks industries with labor intensive employment.

PORTLAND, OREGON

General Information:

Population: The Portland Standard Metropolitan Statistical Area has an estimated population of 1,173,900 with an annual growth rate of 1.59. This makes Portland the 13th fastest growing city in the nation.

Location: The Portland SMSA is located in the Northwest part of the United States and the Northwest part of the State of Oregon. The Columbia River runs through the Portland Standard Metropolitan Area (SMSA) which is composed of four counties.

Employment: The Portland area had 542,900 nonagricultural jobs as of July 1979. Job growth in the metropolitan area has been rising at an average rate in excess of 4% since the early 1970's, and is expected to continue at this rate through the mid 1980's. Since 1970 employment increases have been greatest in the Trade Service, and Manufacturing sectors.

Income: Median household income of the Portland SMSA for 1979 was an estimated \$21,471. It is estimated to be 6.2 percent higher than the median level in the U.S.

Transit System: The Portland Mall, completed in 1977, at a cost of approximately \$15.8 million, has served to strengthen the downtown as a focal point of the tri-county metropolitan region and rekindled interest in realizing Portland's strength as a commercial, office and financial corridor. The 22 block Portland Mall runs through the heart of the retail and office core.

It's most significant contribution is to the increase in efficiency of the regional transit system. Decreased transit operation time within the downtown core by approximately 50% has allowed system-wide improvement in bus headways and schedule reliability, thus encouraging greater transit ridership. In short, more people have chosen to ride the bus to their destination than ever before as evidenced by the increase in system-wide weekday ridership from 110,000 in 1977 to 155,000 at present.

A \$161 million light rail system and related freeway improvements will be constructed in the early 1980's running along a 15 mile route connecting downtown with suburbs to the east.

Development Trends:

Office: The Portland SMSA contains nearly 11.4 million square feet of general office space for lease in some 260 major buildings located in six key office markets. These buildings are concentrated in two downtown and four suburban markets. The downtown core, with a total of 7.3 million square feet, contains 64% of the area's office space. The second largest concentration is in Southwest Portland which experienced substantial growth in 1979 in terms of new construction. It is expected that downtown office space demand will grow by some 400,000 square feet annually from 1981 to 1985, followed by 450,000 square feet per year in the following five year interval. Overall, downtown is expected to absorb about 4 million square feet of office space in 1990 in a variety of locations.

Retail/Commercial: Portland is served by a variety of major department stores. Portland's central business district contains six major department stores, more than one-million square feet of department store space and over 25 percent of the SMSA's total department stores space. Outside the Central Business District, the Portland area contains five regional shopping centers of more than one-million square feet of space. Total retail sales increased in the Portland SMSA from \$2.5 billion in 1972 to \$4.5 billion in 1977, a 79.5 percent increase. There has been 400,000 square feet of new retail space added in the Portland Downtown since 1974, in a variety of locations. In addition, there has been a substantial upgrading of space in existence in 1974. For example, well over \$5 million was invested in existing department stores in the area. At least 100,000 square feet of new retail space is expected to be added in on an average annual basis over the next decade, distributed principally in a variety of special centers but also with the introduction of major new department store or two during this time.

Absorbtion of Hotel and Motel: Absorbtion of hotel and motel rooms in the Portland metro area has been on the order of 500 rooms per year since 1974. The \$22 million, 502 room Marriott opened in April, 1980. In addition, there has been major investment in existing Downtown lodging facilities for upgrading. Occupancy levels in the downtown are very high and room rates have been exalating, suggesting continued opportunity for additional rooms in the future.

New Housing: New housing in the Portland SMSA has sustained high levels of growing in the years since 1974. In 1978 the number of units issued permits reached the all-time high with a total of 11,750 single family and 7,507 multi-family. Even after allowance for a projected decline in 1979, the average number of units during the years 1976-1979 exceeds the average for any previous three or four-year period. The percentage of new multi-family untis in Portland (47 percent) is appreciably greater than in the United States (36 percent). Within the last 11 years six major, large-scale residential communities have been developed within the Portland SMSA, of which five are located on the Westside. There are golf-course oriented communities.

The average single family home price in the first eight months of 1979 was \$68,500 per unit (new and used), the annual rate of increase in Portland home prices between 1973 and 1979 was 11.4 percent. The rent market consists of 110,263 units. An overall area vacancy rate of 4.5 percent in 1979 and an absorbtion rate of 3,329 units annually attest to a strong rental market in Portland. Rental rates have increased at approximately 9 percent per year.

Industrial: There are more than 99 million square feet of industrial building space occupying more than 11,000 acres of industrial land in the Portland Industrial Market. Industrial demand is estimated at 4.6 million square feet of building space per year; and demand for industrial land is estimated at 350 acres per year. About 73 percent of the Industrial building space is occupied by owner/users and 62 percent is rail served. The majority of industrial space is occupied by firms in whole-sale trade, motor freight, fabricated metal products, food and kindred products and electrical machinery.

While the Portland area economy remains relatively balanced, the principal source of new growth during the past decade has been growth in the electronics and scientific instruments industries. These industries have an annual employment growth of 8.8 percent annually.

Special Features: Portland is a major world seaport, ranking among the most active on the U.S. West Coast. Nationally, the Port of Portland is the tenth largest port in the United States, and is port-of-call for more than 1,500 vessels serving every area of the world.

The Portland International Airport is the 22nd busiest airport in the United States with more than 230,000 operations per year. More than 4.2 million passengers are served annually by more than 250 scheduled daily arrivals and departures.

Portland has two major sports facilities the 12,666 seat Memorial Coliseum and the 33,000 seat Civic Stadium. The City has eight four year Colleges and Universities and three Community Colleges. It is an educational and cultural center for the City.

SOUTH DOWNTOWN WATERFRONT
REDEVELOPMENT PROJECT

- o Project Description: The South Downtown Waterfront Project is one of the last major redevelopment opportunities in downtown Portland. The program for this 73-acre riverfront site calls for a low to medium rise extension of the nationally acclaimed South Auditorium Renewal Area to the river. The project capitalizes on the economic and environmental success of downtown Portland. Uses include a 150-200 slip marina and adjacent "Waterfront Center" with restaurants and retail shops; up to 500-600 units of housing, office uses and open space and recreational facilities including a terraced waterfront area and riverfront esplanade and bikeway.
- o Site Description: The downtown site is located on the west bank of the Willamette River immediately east of Front Avenue between the Hawthorne and Interstate 5 (Marquam) Bridges. It contains 73 acres, with 2,600 feet of water frontage. The triangular site is largely flat, sloping gently to the river. Approximately 25 acres will be made available for private development. Upon project completion, 12-15 acres of park will be developed throughout the site. The remainder will remain in public ownership for streets and utilities.

The site will potentially be served by Portland's light rail system. A proposed route for the second leg of the light rail system runs through the site.

- o Surrounding Area: The site is adjacent to the South Auditorium area, a 109-acre redevelopment with high-rise housing, office, commercial uses, and extensive landscaped open space. The project extends this development to the Willamette River. The site also ties to the existing mile-long Waterfront Park along which major office construction is occurring. A new 502-room Marriott Hotel is directly adjacent to the site.
- o Land Costs and Taxes: Waterfront development parcels will be offered through long term leases with the Commission. Lease rates will be negotiated subject to development proposals.
- o Land Ownership: Riverfront property is owned by the City of Portland and Pacific Power and Light Company.
- o Site Availability: The redevelopment program is phased over a 5 to 15 year period beginning with the marina, waterfront open space improvement, and waterfront commercial center. Subsequent phases include housing, followed by development of individual office parcels and an office/business park.

The waterfront commercial center site will be offered for redevelopment in the winter of 1981. Housing sites will be offered for redevelopment in mid-1981. Property west of Harbor Drive will be marketed at a later date.

o Public Objectives: The following community objectives for the renewal of this site have been adopted by the City:

- To provide extensive, direct public access to the river's water.
- To provide active, permanent waterfront uses that attract families and individuals to the riverfront throughout the year.
- To provide non-recreational land uses that stimulate public access and use of the waterfront.
- To strengthen downtown Portland through land use and transportation systems which reinforce the Portland Downtown Plan and the Housing Policy for Portland.

o Market Analysis: A market study and site capability analysis have resulted in the approval of the following basic program:

<u>Renewal Development Parcel</u>	<u>Acres</u>	<u>Use</u>	<u>Activity</u>
A	4.6	Marina, Restaurants, Office, Retail	150,000-180,000 sq.ft. commercial
B	3.9	Housing	100-200 units
C	1.1	Office	140,000-160,000 sq.ft. office
D & E	3.6	Housing	400-500 units
F	1.2	Office	140,000-160,000 sq.ft. office
Office/Business Park	10-13		400,000-600,000 sq.ft. office

o Site Development Process: The Portland City Council and Portland Development Commission have adopted a redevelopment program with appropriate commitments and controls to implement the program.

The Development Commission will construct street, park and shoreline improvements and assist in obtaining other permits and approvals for private developers.

The parcels will be competitively offered.

o Special Site Opportunities & Challenges:

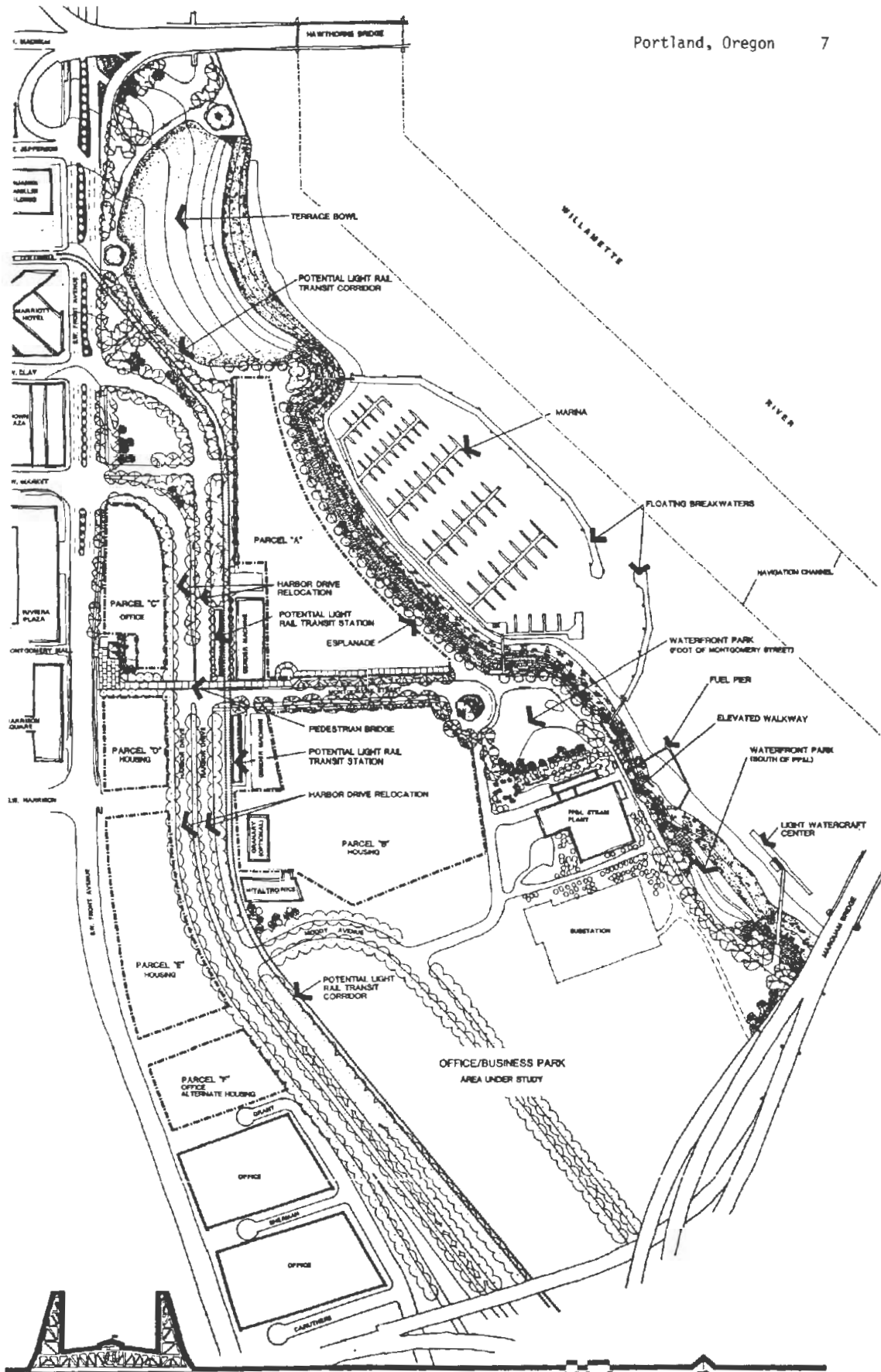
- Opportunities - The site is located at a major entrance to downtown Portland and is highly visible from Interstate 5, Front Avenue and the Hawthorne Bridge.
- View of Willamette River and downtown.
 - Direct access to riverfront and park.
 - Light rail corridor has been reserved through the site.
 - Adjacent to the acclaimed South Auditorium office and housing area.

- Challenges - Relatively high noise level over site, 60-70 DBA.
- Extensive utility network traverses site. (Many easements will need to be retained.)
 - Unstable soil base due to unconsolidated fill which results in differential settlement.
 - The Portland Downtown Parking Plan will limit the number of parking spaces on the site.

- o Special Development Incentives: \$2 million of local tax increment funds have been spent in site preparation and land assembly. \$8 million in park, marina, utility and street improvements are being initiated. The City has aggressively supported downtown development and the South Waterfront Project has facilitated the various approval processes. Because of the light rail potential, a possibility of UMTA funding for transportation-related portions of the development exists.

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For information contact: Robert J. Holmes
Executive Director
Portland Development Commission
1500 S.W. First Avenue
Portland, Oregon 97201



**South Downtown Waterfront
Portland, Oregon**

City of Portland Development Commission
CHAMBERLAIN
The Office of Robert P. Brown

**REDEVELOPMENT MASTER PLAN
MAY 1980**

ROCHESTER, NEW YORK



City of Rochester

Office of
The Commissioner
Department of
Community Development

City Hall
30 Church Street
Rochester, New York 14614

CITY OF ROCHESTER, NEW YORK

Location: Rochester is situated in the western part of New York State on the south shore of Lake Ontario. Within a 400-mile radius are located twelve of the northeastern states and the most populous sections of two Canadian provinces. The Rochester Area is strategically located in relation to the large industrial market; with ready access to such centers as Baltimore, Boston, Cleveland, Detroit, Montreal, New York, Philadelphia, Pittsburgh, Toronto and Washington; as well as to the important industrial areas of upstate New York.

Population: 1980 City population is estimated at 252,000. The five county SMSA population is estimated at 984,000.

Employment: The City's labor force totalled 135,000 in 1979. The average unemployment rate for the year was 6.4%. Major employers include Kodak, Xerox, Sybron, Bausch and Lomb, General Motors, Chesebrough Ponds, Gannett Publishing, Burroughs Corporation, Harris Corporation, General Signal and Farrell Company.

Transit System: The Regional Transit Service operates 255 buses over 647 route miles in the Rochester Area. Transit ridership has increased approximately 15% during the past twelve months to 24 million riders yearly. Free bus service is provided in the Central Business District. The Transit Authority completed a new, modern operations center to improve service in 1976.

Development Trends

Office: There is approximately 7.5 million square feet (gross) of office space in the downtown area, which is approximately 70% of the total office square footage in the metropolitan area. Total downtown employment is over 36,000 of which nearly 30,000 are office workers. First class buildings are estimated at 96% occupancy.

Retail/Commercial: The downtown area has approximately 3 million square feet in retail use. New development such as the proposed transit mall, the cultural district development, and the riverfront project are expected to enhance downtown retail business.



City of Rochester

**Office of
The Commissioner**
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City Hall
30 Church Street
Rochester, New York 14614

Residential: The housing vacancy rate is currently 5.4% City-wide. Approximately 50% of the units are owner occupied while the remainder are rented. Average sales price in 1979 was \$25,000. Typical rent for a standard unit in good condition was approximately \$250. The market for downtown space is on the rise as evidenced by the increased interest in conversion of downtown space to rental units and loft apartments/condominiums.

Industrial: Prime industrial sites are available near the CBD and in outlying areas for commercial and manufacturing purposes. Land prices are in the \$20,000 - \$30,000 per acre range with all City services included. Also a number of older manufacturing buildings suitable for rehabilitation are available. The City of Rochester offers special tax incentives and technical assistance to encourage industrial development.

Quality of Life: Rochester ranked sixth nationally and first in the East in terms of "quality of life" as reflected by a composite of economic, political, environmental, health, educational and social indicators according to a study by the Midwest Research Institute. Housing values in the Rochester area are exceptional when compared to other areas of the country. The average sale price of a home in Monroe County in 1980 through May was \$44,300. Air quality in Rochester ranked third best in the country according to a report released this year by the Whitehouse Council on Environmental Quality which monitored pollution levels in 42 U. S. cities.

CBD Development Areas:

- A. Pedestrian Transit Mall: As part of the City of Rochester's Downtown Plan, a mall is planned from St. Paul Street to the new Chestnut Street extension. The initial phase of an improved traffic circulation system which would permit the diversion of all but transit vehicles from the mall is under construction. The mall is in the prime retail district of the downtown area. Retail and office development opportunities exist along the mall at the Granite Building and the Edwards Building. Other buildings within 1-2 blocks of the mall would



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also be suitable for redevelopment. The 1979/80 City and County tax rate is \$148/\$1000 assessed valuation.

- B. Cultural District: The City of Rochester, in cooperation with the County of Monroe, is undertaking a joint development project in an area of downtown just past the eastern edge of the proposed pedestrian transit mall. The City Council has approved a special Facade Improvement Grant Program for buildings in this area. Under this program developers may receive up to \$16,000 in Community Development Block Grant matching funds for improvements to the exterior of existing buildings. The renowned Eastman School of Music is located in the Cultural District. Opportunities exist for office and residential development in this area, as well as restaurant and movie theater, and drama theater, development.
- C. Riverfront Site: The 3.2 acre Rochester Riverfront site covers almost the entire city block where Main Street crosses the Genesee River in the downtown area. The development plan calls for a 200,000 - 270,000 square foot office building, a convention exhibition center, a 200-250 room hotel, and a public concourse and winter garden.

For further information, contact:

James Hibben, Director of Downtown Development
City Hall
30 Church Street
Rochester, New York 14614
716 - 428-6978

SAN FRANCISCO, CALIFORNIA

SAN FRANCISCO

- Location: The City and County of San Francisco is the hub of the San Francisco Bay Region in northern California. The Golden Gate Bridge links San Francisco with the North Bay counties (Marin, Napa), and the Bay Bridge connects the East Bay counties with "the City." To the south lie the Peninsula counties of San Mateo and Santa Clara. San Francisco is the financial, retail, and tourist center for the whole nine-county Bay Area.
- Population: The City's estimated 1980 resident population is 670,000, but each day 235,000 commuters also enter the City. Tourists and visitors, estimated 70,000 daily, swell the population further, bringing the total daily population to 975,000.
- Employment: In 1978, there were 570,000 jobs in San Francisco, a 14% increase over 1972. Approximately 60% of the work force lives in San Francisco, with the rest commuting in from surrounding counties. The resident unemployment rate was estimated at 6.5% in 1978. By far the largest employment sector is tourism/service (providing 25% of all jobs, up 36% from 1972), with the financial, insurance, real estate and retail sectors large and growing steadily (up 20-23% since 1972).
- Transit System: The San Francisco Municipal Railway provides intensive transit service within San Francisco, operating 83 routes and carrying approximately 500,000 passengers daily. The new MUNI Metro light rail subway opened in February, 1980. Over the next five years, both capital and service improvements and expansions are scheduled to improve crosstown, neighborhood service and increase ridership by about 14%.
- BART and AC-Transit serve the East Bay and San Francisco, SamTrans and the Southern Pacific Railroad serve the Peninsula commute, and Golden Gate Transit serves the North Bay both by bus and ferry.
- Development Trends:
- Office: San Francisco has approximately 50 million square feet of office space, with over half of it constructed since 1965. Over 1.6 million square feet is constructed annually, with an additional 9 million square feet projected by 1985.
- Lease Rate: Ranges from \$.50 per sq. ft to \$1.50 per sq. ft.

Development Trends: (Cont.)

Retail/Commercial:

The City has more than 8,000 retail establishments, with annual retail sales of 2.85 billion in 1977. Tourism activity and revenues were approximately \$829 million in 1978, up 49.6% from 1975. San Francisco retail sales amounted to about 19% of total Bay Area sales in 1973.

Lease Rate: Ranges from \$.75 per sq. ft. to \$2.50 per sq. ft.

Residential:

San Francisco's housing market is phenomenally tight with a $\frac{1}{2}\%$ to $1\frac{1}{2}\%$ vacancy rate. Two-thirds of the City's 319,000 units are rental, with the remainder owner-occupied. Since 1971, there has been an annual increase of 1,165 in the number of units. In 1979, an average new single-family home was valued at \$130,000. Multi-family properties of more than four units were valued at \$60,000 per unit in 1979, an increase of 100% over 1977.

Industrial:

Approximately 1,924 acres (8% of the total net acreage in San Francisco) is reserved for industrial use.

Land Prices per Sq. Ft.:

Unimproved: \$5.00 to \$6.00

With warehouses: \$15.00 to \$20.00

Rents (already developed): \$17.50 to \$22.50 per sq. ft.

PRESIDIO DIVISION

Site: Presidio Division trolley coach yard (one block bounded by Geary Boulevard, Masonic, Presidio, and Euclid Avenues)

Contact: Barbara Brown
Transit Planner
San Francisco Municipal Railway
949 Presidio Avenue
San Francisco, CA 94115

Site Description: Presidio Division consists of 5.4 acres of land, most of which is used as a trolley coach parking area. The only building on the site houses the Municipal Railway administrative and operations staff, and was constructed in 1912. This building stands at the corner of Geary and Presidio, the southeast corner of the lot.

The site is located at the eastern end of the Richmond District's residential and neighborhood commercial area. A Sears store is directly across the street on Geary, and Kaiser Hospital is one block away.

The site is currently zoned P for public use, but the surrounding area is zoned C-2 (for the Sears), RM-1, RM-2, RH-2, and RH-3. The RM designations allow for mixed house/apartment uses, while the RH-2 and RH-3 designations specify two- and three-family houses. The height limits for the area vary from 80 to 160 feet.

Transportation Facility: The site houses the Presidio Division trolley coach yard, as well as Municipal Railway offices. Railway plans call for the double-decking of the trolley coach yard in order to create a motor coach operating facility with access to/from Geary Boulevard. The 38-GEARY bus line is the most heavily patronized in the City, carrying over 50,000 passengers daily.

Land Ownership: The entire block is City-owned.

Public Objectives: The City would like to see both transit and residential uses on the site. Double-decking of the trolley coach yard for motor coach storage and use would solve many transit operating problems, and room would still remain for residential air rights development. Because of the City's very tight housing vacancy rate and because of the site's attractive location in the popular Richmond District, residential development offers many benefits.

Special Features or Considerations: Air rights development of the site is dependent upon completion of the second transit deck. Consequently, the Railway is interested in seeing private capital also construct the second transit level, perhaps in partial exchange for air rights.

Construction would have to be phased carefully so that trolley coach operations could continue throughout the process.

KIRKLAND DIVISION

Site: Kirkland Division motor coach yard (one block bounded by North Point, Stock, Powell, and Beach Streets) in Fisherman's Wharf.

Contact: Barbara Brown
Transit Planner
San Francisco Municipal Railway
949 Presidio Avenue
San Francisco, CA 94115

Site Description: Kirkland Division consists of 2.6 acres, all of which is currently used as a motor coach maintenance and storage facility. There are two buildings on the site: one an administrative office and maintenance garage, the other a social area for transit operators.

Located in the heart of San Francisco's famed Fisherman's Wharf -- one block from the Bay -- the site is near hotels, restaurants, and the new Pier 39 development.

The block is currently zoned P for public use, but the surrounding area is zoned RM-3 and C-2, allowing mixed (house/apartment) medium density and commercial use. The height limit is 40 feet.

Transportation Facility: The site currently houses the Municipal Railway Kirkland Division and its motor coach fleet. A new waterfront streetcar line, the E-EMBARCADERO, is planned for construction along the Embarcadero and Beach Street, passing directly in front of the site. The San Francisco cable cars terminate a few blocks away.

Land Ownership: The entire block is City-owned.

Public Objectives: The site lies within the City's growing Northeast Waterfront area. Because of this, it is often felt that a motor coach maintenance facility is a less than perfect use. Consequently, the City is prepared to explore proposals for either joint transit/private uses (be they residential or commercial) or outright lease of the land for other-than-transit uses.

Special Features or Considerations: Any development of this site is contingent upon one factor: completion of the second transit deck at Presidio Division. (See other site description.) The additional capacity at that facility would substantially reduce the transit burden for Kirkland Division. In addition, for outright lease to be possible, a suitable alternative site must be found for the remaining Kirkland Division motor coaches.

METRO CENTER

Site: Metro Center light rail vehicle maintenance and storage facility (bounded by Geneva, San Jose, Ocean Avenues and I-280 freeway.

Contact: Barbara Brown
Transit Planner
San Francisco Municipal Railway
949 Presidio Avenue
San Francisco, CA 94115

Site Description: Metro Center consists of 6.56 acres, all of which are currently used as a light rail vehicle maintenance and storage facility. There is one building on the site housing both offices and transit shops.

The site is located in the residential Balboa Park area, just off the Ocean Avenue neighborhood commercial district. It is one block from City College of San Francisco and one block from Balboa Park (open space).

The site is currently zoned P for public use, but the surrounding area is predominantly zoned RH-1 (single-family), with only a small RC-1 (low density residential/commercial combined) portion. Height limits vary from 105 to 160 feet.

Transportation Facility: The site houses the Metro Center light rail operating division, and is directly served by the Railway's light rail lines. In addition, the Balboa Park BART Station is immediately adjacent, and the Geneva (streetcar) Division is across the street.

Land Ownership: The entire block is City-owned.

Public Objectives: When Metro Center was constructed in 1979, the possibility of air rights development was left open. The yard and structural columns were designed so that, should additional fortification be needed to support further development above, this would not disrupt basic facility design and operation. In fact, room was left for the additional columnar support.

Light rail operation and maintenance would continue on-site, but the City is prepared to explore proposals for residential and/or commercial air rights development.

SAN JOSE, CALIFORNIA

C I T Y O F S A N J O S E

Location: San Jose, situated at the southern tip of the San Francisco Bay, provides excellent access to major markets of the world, the nation, and the Western United States. The area's central city, San Jose is also the County's government and business center. The city encompasses 155 square miles.

Population: With a population of over 600,000, San Jose is the fourth largest city in California, and the 21st largest in the nation, one of the country's fastest growing cities. Population projections for 1990 range between 706,000 and 785,000. For the year 2000, the lowest estimate says there'll be 845,000 San Joseans.

Employment: The City's civilian labor force totalled 598,000 in 1978, with an unemployment rate of 6.0 %. San Jose has a balanced economic base, with major employment sectors which include electronics, food processing machinery, airline support equipment, automobile assembly, publishing and printing, rubber products, and carpeting.

Transit System: The Santa Clara County Transit District now operates a 516-bus program with both regular and express bus service, projected at 750 buses by 1985. Current ridership is 15,000 per day to the downtown area alone. Commuter rail is being upgraded, and a light rail system is under study. A Downtown Transit Mall will be completed in 1982.

Development Trends:

Redevelopment Activity: The City of San Jose is committed to high quality development of the metropolitan center. Successive City Councils have strongly supported an investment strategy that has resulted in the expenditure of over \$23 million for public facilities designed to encourage private development.

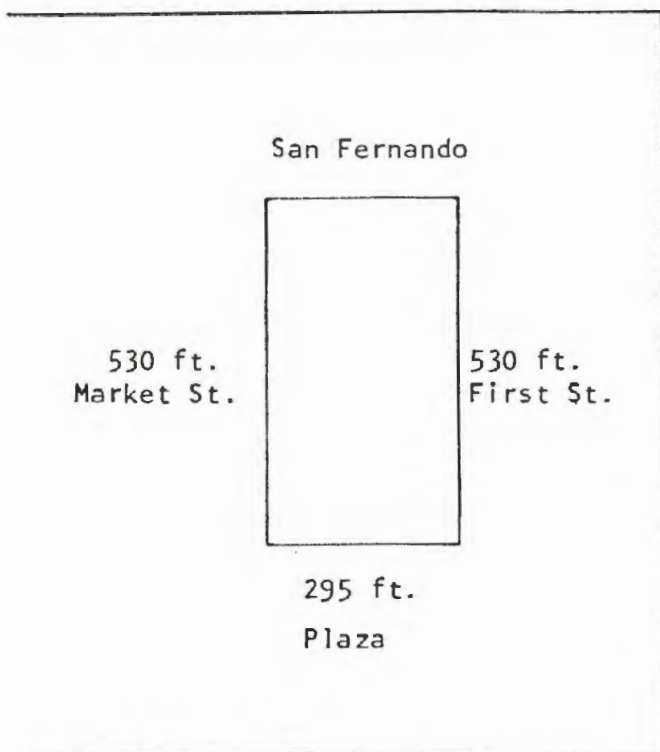
Financial: As financial hub of the metropolitan area, Park Center Financial Plaza comprises 14 blocks and houses 2,500 employees. The Plaza, undertaken in 1961 by the San Jose Redevelopment Agency, is valued at well over \$75 million and affords an example of what government and private business can do together to revitalize a city.

Retail/Commercial: There are 15 regional and specialty shopping centers in the area, eight of them in San Jose, as well as 131 smaller centers. Taxable retail sales for the metropolitan area in 1977 were \$3.9 billion.

Industrial: San Jose has 6,357 acres specifically designated for industrial or commercial use. In 1979, the County's industrial construction was valued at \$312 million, a 27% increase over the preceding year.

SITE 1HOTEL AND OFFICE BUILDING

Site 1 is in Block 1 of the San Antonio Redevelopment Area. Across Market Street is the San Jose Convention Center and Center for the Performing Arts. This is the hub of the San Jose Convention and Cultural Facilities. The site will be served by the Transit Mall on First Street, the San Jose Municipal Airport is only three miles away, and Interstate 280 is immediately south of the block. The City and Redevelopment Agency want to receive proposals for the development of the following:



- 500+ Deluxe High-Rise Hotel
- High-Rise Office Building
- Parking Facilities to Insure
Adequate Parking to Serve the Site
- Commercial Including Ground Floor
Shops and Restaurants

The Redevelopment Agency is prepared to receive proposals in September, 1980 for the site. The land will be sold to the preferred developer on the basis of an appraisal and a development agreement. The site is now cleared and owned by the Redevelopment Agency.

The City in past projects has provided direct and indirect financial assistance in other projects. The City would expect to provide similar kinds of assistance depending on the specific nature of the proposal which is being negotiated.

SITE 2

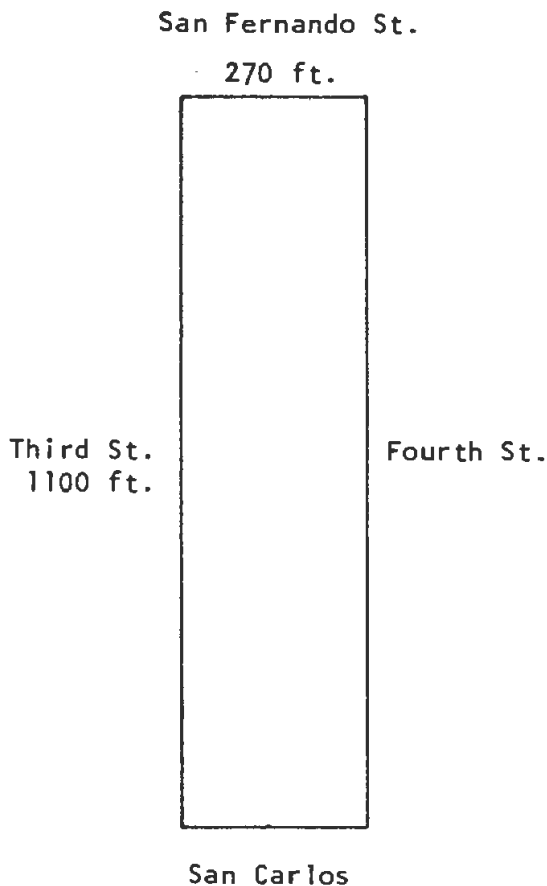
MAJOR MIXED USE DEVELOPMENT OF
MARKET HOUSING, COMMERCIAL & OFFICES

Site 2 is in Blocks 4 and 5 of the San Antonio Redevelopment Area. The City and Redevelopment Agency will receive proposals for quality housing development for upper level income owner-occupied condominium development. On this site, the Agency is expecting to approve high density market housing. (Ground floor shops and restaurants

and service shopping is expected to be integrated into the development. Adequate parking will be incorporated within the design.)

Transportation is available to the Southern Pacific Railroad commute and the Countwide transportation system served by the Transit Mall. The San Antonio Center for Performing Arts, a new office building for the State of California and a new office building by the Federal Government are indicated on the general area photo.

The Agency is prepared to received development proposals in September, 1980. The land will be sold to the preferred developer on the basis of an appraisal and a development agreement. The site is now clear and owned by the Agency.



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SEATTLE, WASHINGTON

CITY PROFILE - CITY OF SEATTLE

1. Location The Seattle metropolitan area is located in the Northwest corner of the United States, approximately 110 miles south of the U.S./Canadian border. The Seattle/Everett Standard Metropolitan Statistical Area (SMSA) is composed of Snohomish and King Counties. The City of Seattle is located on Puget Sound near the southern edge of the SMSA. It is the primary office, retail, commercial center for the region.

2. Population	1976	1977	Change
SMSA	1,421,700	1,442,600	1.5%
Seattle	503,500	500,000	-0.7%

Seattle's population declined from 557,087 in 1960 to about 500,000 in 1977. In spite of the long period of population decline, the number of households in the City has steadily increased. According to recent estimates, the number of households has grown from 200,577 in 1960 to 222,463 in 1978, an increase of 21,885 or 10 percent. Furthermore, most of this increase has taken place since 1975. Seattle's average household size has dropped from 2.48 persons in 1970 to an estimated 2.12 in 1979.

Approximately 85 percent of Seattle's population is white, and 15 percent is made up of minority groups. In 1970 the total white population of Seattle was 483,870, and all minorities numbered 66,961 (12.6%). Between 1970 and 1976 the total population of Seattle declined from 530,831 to 503,500. The white population decreased to 426,756 (84.8%) and the minority population increased to 76,744 (15.2%).

3. Employment Categories

Retail	42,688
Services	91,034
Manufacturing	58,830
Wholesale/Transportation	
Communications and Utilities	53,245
Government	63,512
	<hr/>
Total	309,309

Recent Trends and Outlook

1. Seattle is not experiencing the highly publicized decline and out-migration of industrial businesses which many Eastern and Midwestern cities have experienced. In fact, the amount of land devoted to manufacturing uses in Seattle has remained generally constant over the past 15 years. This is even more significant given the relatively slow growth nationally in the manufacturing sectors.
2. Seattle has recovered from the aerospace recession of the early 1970's. While the aerospace industry has made strong employment gains, major sectors which led the recovery include: finance/insurance/real estate (FIRE); business services; and wholesale trade. These sectors are expected to continue their relatively rapid growth rate through 1990. Other sectors which may experience employment decline are likely to be subsectors of the manufacturing category.
3. Clerical, sales, professional, technical and service occupations will constitute the bulk of Seattle's jobs in the future. These occupation categories now include the greatest number of jobs held by Seattle residents.
4. In the downtown, construction of major new office buildings will continue through the mid-1980's and will provide the major source for new jobs in the decades to come.
5. Unemployment rate is near 5%.
6. The average annual income of each employee in the State of Washington in 1977 was \$12,154.

Transit System

Seattle is part of the METRO Transit System. Ridership in 1979 increased more than 25% over 1978. The METRO system-wide annual trips for 1978 totaled 48,925,000.

Development Trends

1. Office Space

Downtown Seattle accounts for 76.7% of the rentable office buildings over 15,000 sq. ft. in the SMSA. Total rentable space is approximately 9,175,000 sq. ft. The current vacancy rate is 2.85%. In 1977, 837,000 sq. ft. of office space at a cost of \$47 million was added to the inventory. During 1978, construction began on an additional 1.7 million sq. ft. of space estimated to cost \$100.6 million. Lease rates for office space in the downtown range from \$25-\$45 sq. ft.

2. Retail Commercial

Seattle has seven major shopping districts in addition to the downtown which is the largest. A recent survey of retail space in the downtown estimates a total of 4,160,000 sq. ft. This is nearly as large as all of the suburban regional shopping centers which have a combined total of 4,633,248 sq. ft. From 1974 to 1977, retail sales citywide have increased by 8.2%. During this period, sales in building material/hardware has increased by 34.8%, in apparel by 78.9%, and in eating and drinking by 19.1%.

3. Residential

Housing Inventory (1977)	Single Family 133,351 (58%)	Multi-Family 94,766 (42%)
Ownership: Owner-occupied	75%	30%
Renters	25%	70%
Vacancy	-1.5%	-2.0% Fall, 1979
Average Rent (city-wide)	\$157/month (studio) \$361/month (3-bedroom)	

4. Industrial

5680 acres or 14% of the area of the City is zoned for industry. Vacant land in industrial areas declined by over 40% from 1971 to 1977, from 422 acres in 1971 to 231 acres in 1977. Consequently, there are few vacant parcels in industrial areas and most are one-half acre or less. Aero-space and related manufacturing activities dominate industrial activity, although all sectors of industrial activity have shown growth.

The price of industrially zoned land varies greatly. A 1974 survey of sales indicated a range from \$1.50 to \$5.00/sq. ft. for unimproved property.

Special Features

Seattle has three major universities: University of Washington, Seattle University, and Seattle Pacific University. The Seattle Center, located at the north edge of the downtown, offers a wide range of cultural and civic activities. Development activity has been city-wide; major concentration of new construction activity has occurred in the downtown area.

Since the beginning of the decade, nearly \$143.9 million was spent on civic-oriented projects such as the King County Stadium, Seattle Center improvements, Seattle Aquarium, Pike Place Market, government office buildings, the Freeway, Waterfront, Pioneer Square and Occidental Parks.

MIXED COMMERCIAL DEVELOPMENT
SEATTLE PIKE PLACE MARKETSite:

MC-I (bounded by First Avenue, Union Street, Post Alley Avenue and the Pike Place Market Historical District)

Contact:

Thomas Brunton
Director of Downtown Projects
City of Seattle
1923 First Avenue
Seattle, Washington 98101

Michael Carroll
Project Manager

Site Description:

MC-I measures 240 feet by 111 feet and is located on the southeastern edge of the world famous Pike Place Public Market; two blocks from the downtown retail core and two blocks from the Central Waterfront. The site has a steep slope which encourages a step-like development along the fall of the land. The site is to be offered clear of existing building, although the rehabilitation on one large brick structure is encouraged. Development must conform to the Pike Place Market Urban Renewal Plan Guidelines.

Transportation Facility:

The steep slope that characterizes much of the land west of First Avenue has been a barrier for pedestrian and vehicular linkages between the retail core and the Central Waterfront. The City has recently completed a pedestrian corridor between the Central Waterfront and Post Alley. The corridor consists of terraced and landscaped walkway, footbridges and an elevator. Opportunity exists to continue this pedestrian route through the site to the level of First Avenue and the retail core. The site is within walking distance of the major routes of the regional bus system.

Land Ownership, Cost, Taxes:

The property is owned by the City. Disposition appraisals will be complete in the fall of 1980. The minimum sale price will consider the development restrictions placed on the land.

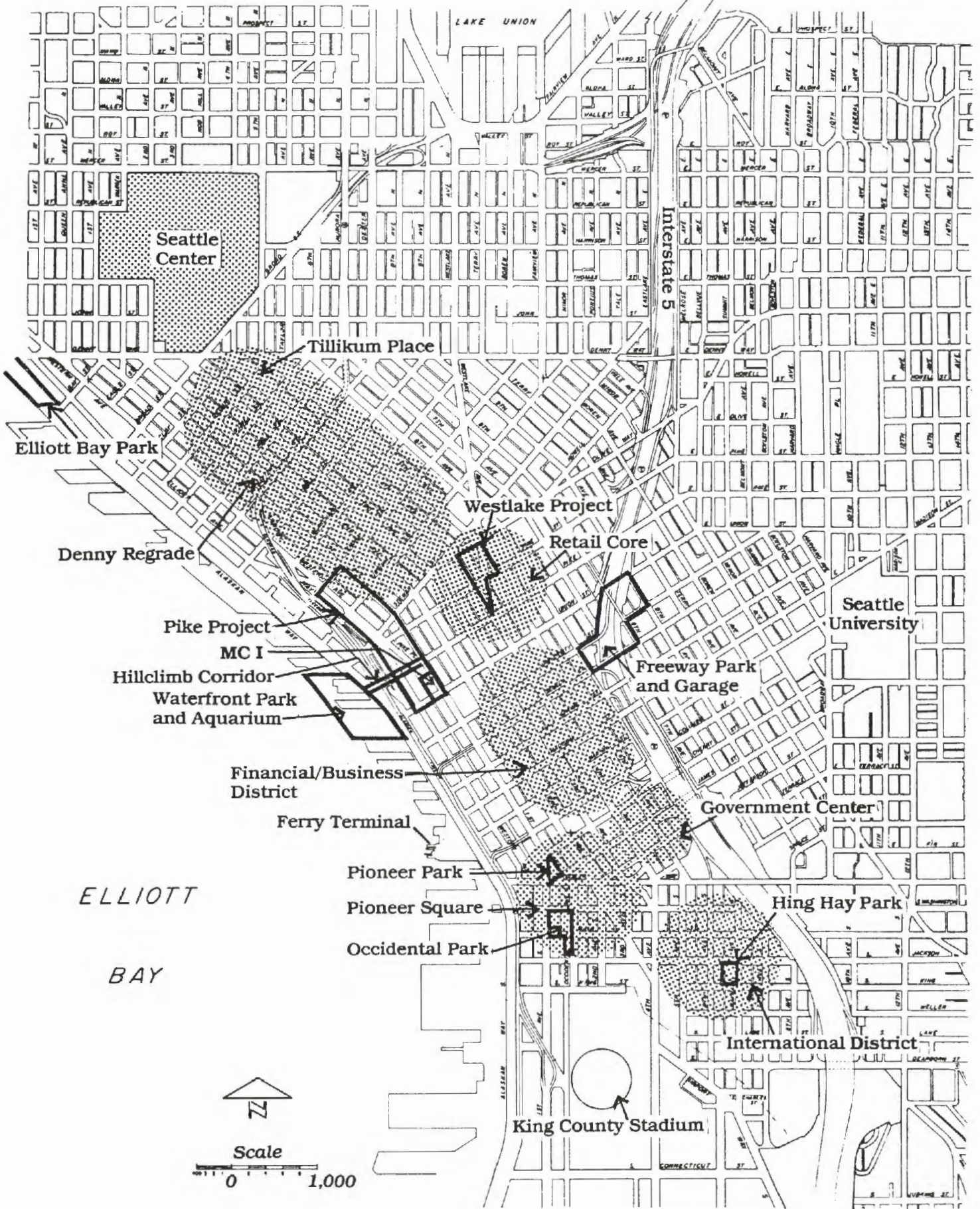
Public Objectives:

The development of this site should accomplish the following objectives:

- (1) The creation of a mixed-use development which will provide a variety of housing opportunities, as well as retail and commercial spaces that are compatible with the function of the Pike Place Public Market.
- (2) The provision of a public mechanical pedestrian route across the grade differential of the site.
- (3) The provision of uses on Post Alley which continues its entertainment and pedestrian character.
- (4) The provision of space for a professional resident theater company.

Special Features or Considerations (describe possible participation by the private sector, if applicable):

The site will be offered for development early in 1981 by a fixed price competition. Selection will be based on the nature and quality of the proposed development, as well as the qualifications of the development team. The City will assist developers in identifying federal loans and grants to assist in meeting the City's development objectives.



SPARTANBURG, SOUTH CAROLINA

CITY OF SPARTANBURG, SOUTH CAROLINA

CITY PROFILE

Location: The City of Spartanburg is located at the center of Spartanburg County in the Piedmont Section of South Carolina. It is approximately 25 miles from the nearest ridge, and 60 miles from the main ridge of the Appalachian Mountains. The City is between Charlotte, North Carolina and Atlanta, Georgia - at the intersection of Interstates 85 and 26. It is also halfway between New York and New Orleans on the Southern Railway. It is a major transportation and industrial center from the region.

Population: The 1980 estimated population for the City is approximately 48,000; however the urban area (5 mile radius of CBD) has an estimated population of 105,400. The County population is 201,050. This represents an overall County growth rate of 1.6% per year since 1970. The area is considered one of the fastest growing areas in the country due to rapid industrial expansion.

Employment: The County labor force was 95,840 at the end of 1979, with an unemployment rate of 4.1%. This is an 18% increase since 1970. Although non-manufacturing is the major general employment sector with 55% of the total, manufacturing is extremely important with textile related industry accounting for 57% of this sector. New line non-textile industries have been increasing at a faster rate through conscious marketing strategies.

Although subarea employment figures are not available, the City of Spartanburg is absorbing much of the service related business growth which supports the industrial expansion.

Effective Buying Income: The 1978 EBI for Spartanburg County was \$1,127,798,000 or \$14,702 per household. The per household EBI for the City was slightly higher. Approximately 50% of all households were in EBI groups over \$15,000.

Transit System: The Spartanburg Transit System is privately operated by Duke Power Company. Fifteen radial routes cover the City and adjacent areas, with the major transfer point in the CBD. These include regular 20 minute headway and peak hour service. Although ridership decreased over 1978 by 16% due to fare increases, 1979 ridership showed

a 3.2% increase to a present level 2400 daily passengers. Construction of a multimodal surface transportation facility is under study.

Development Trends:

Office: Most of the office space in the City is located in the outer portions of the CBD. In recent years office corridors have developed on U.S. 29, a major arterial through the City, both east and west of the CBD. Medical offices are located in the northeast portion of the City. Since a CBD inventory in 1973, office space has increased from approximately 448,800 to 734,590 square feet, an increase of 285,740. Current lease rates range from \$5 to \$7 per square foot. Although space is available, office development continues along thoroughfares.

Retail: While the CBD maintains several retail activities, a regional mall in the western edge of the City, and community shopping centers, on the north and east are the major retail concentrations. In 1977 the County had 1760 retail establishments with annual sales of \$612,456,000. The City's proportion of sales was approximately 65%.

Retail lease rates range from \$3 to \$10 per square foot in suburban centers. There is currently little or no space available in these centers. Retail/commercial space in the CBD is abundant and ranges from \$2 to \$5 per square foot.

Residential: In January 1980, the City had 16,560 dwelling units with a 2% - 3% vacancy rate. Approximately 52% were renter occupied. Of the total dwelling units 21% are multifamily units with a 2.8% vacancy rate. A new single family house sells for about \$60,000 and a 2-bedroom unsubsidized apartment rents for an average \$202 per month.

Industrial: Within the City of Spartanburg there are only 60 acres of improved and 65 acres of vacant industrial property. However, the County is highly industrialized with approximately 320 firms located on several thousand acres. The

County is unzoned and has significant amounts of vacant developable land. While a substantial portion of the industries are textile related, the area's rapid growth is occurring in new line industries such as chemicals and electrical machinery.

Development Needs: There are needs and opportunities in each of the four areas. Within the City, office development continues along thoroughfares. There is a need to centralize this development in or near the CBD, thus absorbing underutilized CBD property and protecting residential neighborhoods. While retail development has slowed since the construction of a regional mall, shoppers still appear to travel out of the City for many specialty items. Residential vacancy rates are very low for both single family and multifamily units, reflecting the need for additional residential construction. Industrial growth outside the City will continue to emphasize diversification and increase the demand for supportive service businesses and housing.

Special Features: The areas most significant feature is its attraction for foreign investment. Over 40 foreign companies have located in the area since 1965. The Greenville-Spartanburg Airport, completed in 1962, the Foreign Trade Zone, dedicated in 1979, the interstate access, the rail access will support the areas continuing growth. The City has active housing rehabilitation and redevelopment programs, and a renewed interest on economic development. A most notable joint project currently underway is a combined City/County Human Resources Center. The project combines several funding sources to renovate an old school for use by senior citizens and all of the County's social service functions.

CITY OF SPARTANBURG

Site: Opportunity Block. (Bounded by North Church Street, Dunbar Street, Magnolia Street and St. John Street)

Contacts:

Dan B. Porter
Economic Development Coordinator
Post Office Box 1749
Spartanburg, South Carolina 29304

Charles A. Spann
Real Estate Officer
Post Office Box 1749
Spartanburg, South Carolina 29304

Marion Bryson, Assistant City Manager
for Community Services
Post Office Box 1749
Spartanburg, South Carolina 29304

Site Description: Opportunity Block, consisting of approximately 4-1/2 acres of land, is located on the west end of an open air Main Street Pedestrian Mall. The area is cleared and served by adequate utilities. The present B-2 zoning is very flexible.

Transportation Facility: The site is adjacent to a completed parking deck and pedestrian mall. A site 2 blocks north of Opportunity Block is proposed for a multi-modal surface transportation facility.

Land Ownership, Cost, Taxes: The property is owned by the City of Spartanburg and has a value of \$3 per square foot. The total City/County tax rate is 36.75 per \$100 assessed value, of which \$14 is for the City. Assessed value is 6% of the total value. The City will consider sale or lease of the property.

Public Objectives: The basic public objective is to generate activity in the CBD. Consideration has been given to office, hotel/convention center, retail, housing, and transportation developments. A combination of uses would be very appropriate.

Special Considerations: The City of Spartanburg continues to support CBD revitalization through site assemblage, public improvements, a rehabilitation program, and technical assistance support for private efforts.

CITY OF SPARTANBURG

Site: Spartanburg Airport Industrial Park. (Bounded by the Downtown Airport and South Carolina Highway 295)

Contacts:

Dan B. Porter
Economic Development Coordinator
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Spartanburg, South Carolina 29304

Charles A. Spann
Real Estate Officer
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Spartanburg, South Carolina 29304

Marion Bryson, Assistant City Manager
for Community Services
Post Office Box 1749
Spartanburg, South Carolina 29304

Paul H. Bjorkman
Airport Manager
Post Office Box 1749
Spartanburg, South Carolina 29304

Site Description: The Spartanburg Airport Industrial Park contains 54 acres of which 38 could be easily developed. The site is graded, landscaped, surrounded by natural woods, and fully serviced by utilities.

Transportation Facility: The industrial park is directly adjacent to Spartanburg's general aviation airport. Facilities include 2 runways 5,203 x 150 feet and 4,403 x 150 feet, two fixed base operators, and a control tower. The runways serve aircraft ranging to 45,000 pounds, and is being reinforced to accommodate 60,000 pound loads. In addition the industrial park is convenient to downtown Spartanburg, I-26, I-85, U.S. 221 and U.S. 176.

Land Ownership, Costs, Taxes: The property is owned by the City and is immediately available for leasing. Sales' contracts would currently be subject to negotiations with the Federal Aviation Agency. The total City/County tax rate is \$31.99 per \$100 assessed value at a 10% assessment ratio. Current land values are not available.

Public Objectives: The City is seeking to attract industries dealing in manufacturing or distribution of electronic components, medicines, and other pharmaceutical or high technology items. Service firms with air transportation needs are also invited to locate in the park.

Special Considerations: The availability of utilities, low labor costs, and low land costs, and excellent air and road access make this an ideal location for small and medium sized industrial and service firms.

CITY OF SPARTANBURG

Site: Fair Grounds. (Located off Howard Street, bounded on the south by Franklin Street, on the north by Myrtle Street, and on the west by the Southern Railway.)

Contacts:

Dan B. Porter
Economic Development Coordinator
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Spartanburg, South Carolina 29304

Charles A. Spann
Real Estate Officer
Post Office Box 1749
Spartanburg, South Carolina 29304

Marion Bryson, Assistant City Manager
for Community Services
Post Office Box 1749
Spartanburg, South Carolina 29304

Site Description: The Fair Grounds is located on the northwest side of Spartanburg and consists of 25.93 acres. The present zoning is Light Industrial. The site has a few deteriorated structures (easily removed) and a concrete grandstand. The adjacent 13.21 acre site could probably be easily acquired. The surrounding neighborhood is deteriorating.

Transportation Facility: The site is adjacent to the Southern Railway switching area.

Land Ownership, Costs, Taxes: The 25 acre site is owned by the City and the 13 acre site is owned by the Piedmont Interstate Fair Association. The tax rate is \$36.75 per \$100 of assessed value with a 10% assessment ratio. The land has not recently be appraised. The City will assist in assembling the entire site.

Public Objectives: The site would be appropriately developed as a light industrial or warehousing use. However other uses would be considered.

SPRINGFIELD, MASSACHUSETTS

SPRINGFIELD, MASSACHUSETTS

City Profile

General Information

- Location: Springfield is located in southwestern Massachusetts in the scenic Connecticut River Valley. It is 98 miles west of Boston and 140 miles northeast of New York City. Both Interstate highways 91 and 291 pass through the City, and I-90 (the Massachusetts Turnpike) passes along the City's northern boundary. Major north-south and east-west national rail lines also pass through the City. Bradley International Airport, which also serves the City of Hartford, Connecticut, is 18 miles away.
- Population: Springfield's estimated 1980 population is 168,000. It is the hub of a metropolitan area of over 560,000 people and ranks as the second largest city in Massachusetts and the third largest in New England. The population of the metropolitan area has experienced modest growth, increasing 3.2 percent from 545,768 in 1970 to an estimated 563,310 in 1977.
- Employment: Springfield's civilian labor force is 77,806 in a metropolitan labor force of 266,600. The unemployment rate for March, 1980 for both the City and the region was 5.6 percent according to the Massachusetts Division of Employment Security. About 30 percent of Springfield's labor force is employed in manufacturing, with approximately 27 percent in services and 23 percent in wholesale and retail trade. There is great diversity in the economic base of the region, particularly in the manufacturing sector. Some of the leading employers are: Massachusetts Mutual Life Insurance, Moore Company, Smith and Wesson, Milton Bradley, Monsanto, American Bosch, U.S. Envelope, Digital Equipment Corporation and G & C Merriam.
- Income: The 1979 median income for the City was \$16,910. For the metropolitan region, total personal income was estimated at \$3,420.1 million in 1977 with a shoppers goods expenditure potential of \$564.3 million. Projections for 1985 are \$4,256.3 million and \$702.3 million, respectively.
- Transit System: Regular route bus service is provided by private carriers under contract to the Pioneer Valley Transit Authority (PVRTA) which sponsors service in 21 communities, including Springfield. Transit service focuses on Downtown Springfield which is the origin or destination of 18 regular routes and approximately 8,000 daily adult bus trips. PVRTA recently acquired a fleet of 125 Advanced Design Buses and has instituted numerous service improvements. Ridership has increased steadily in recent months resulting in an increase of 15-18 percent over the ridership levels of two years ago.
- Development Trends:
- 1) Office: Downtown Springfield is the center of the region's governmental and financial institutions. There are currently 1.2 million square feet of office space in the Downtown area, which includes over 200,000 sq. ft. in the recently completed Hampden County Hall of Justice and 294,000 sq. ft. in the 28-story Bay Bank Office Tower. Current lease rates range from \$5.00 to \$14.00 per sq. ft. Downtown Springfield is expected to absorb an additional 400-500 sq. ft. of office space in the current decade.

- 2) Retail/Commercial: There are 800,000 sq. ft. of retail space in the CBD which is expected to generate 458.6 million dollars in sales in 1980 or 10 percent of the metropolitan area sales. Based on market forecasts, an additional 423,000 sq. ft. of retail space can be supported in the downtown area over the period to 1985. Downtown retail space leases range up to \$16.00 per sq. ft.
- 3) Residential: Of the 58,324 residential units in the City of Springfield, 34,553, or 59% are in multi-family structures with the remaining 23,771, or 41%, in single-family units. Rental units outnumber owner-occupied units by approximately 4,500:
- | | |
|-------------------|----------------------------|
| 30,875 (53%) | Renter units |
| 26,292 (45%) | Owner units |
| <u>1,157 (2%)</u> | Boarded/under construction |
| 58,324 | |
- The vacancy rate is estimated at 1.5% for owner units and 7.0% for renter units for an overall vacancy rate of 4.5%.
- 4) Industrial: There are over 800 acres of land in industrial use and another 200-300 acres of developable vacant land zoned for industry. Much of the industrial activity is concentrated in the East Springfield Industrial Parks where 11,000 people are employed. Industrial land prices range from \$9,000 to \$42,000 per acre.

Special Features

- 1) Education: Four of the seventeen colleges and universities in the Greater Springfield area are located within the City.
- o American International College - Enrollment: 2,200. A.I.C. offers a wide range of undergraduate degrees in liberal arts and nursing, as well as graduate-level programs in business administration and specialized educational fields.
 - o Springfield College - Enrollment: 2,500. Its nationally-respected School of Health, Physical Education, and Recreation is joined by the undergraduate programs in liberal arts and community education, and several graduate programs.
 - o Western New England College - Enrollment: 4,000. WNC grants undergraduate degrees in business, engineering, and the arts and sciences and has graduate programs in business and law.
 - o Springfield Technical Community College - Enrollment: 7,000. STCC offers two-year courses preparing students for further study or giving them technical training for immediate employment.
- 2) Cultural Activities: "The Quadrangle" refers to Springfield's historic complex of City Library headquarters plus four museums: Fine Arts exhibiting current works; William Pynchon Memorial preserving Springfield's history; George Walter Vincent Smith preserving his paintings and sculptures; and the Science Museum which houses the first American designed and built planetarium in the nation. The City Library, with 650,000 volumes, is New England's second largest.

The Springfield Symphony Orchestra, under the director of Robert Gutter, offers a regular concert series featuring guest soloists at the newly renovated Symphony Hall in Downtown Springfield.

Springfield is also the home of the Basketball Hall of Fame, and the Springfield Armory Museum, which has been designated a National Historic Site and is under the control of the National Park Service. A variety of athletic entertainment, and cultural events are regularly scheduled at the 10,000 seat Civic Center located in the Downtown area.



SPRINGFIELD CENTRAL BUSINESS DISTRICT · INC.

338 WORTHINGTON STREET, SPRINGFIELD, MASSACHUSETTS 01103 TEL. 413/732-7467

Springfield, Massachusetts

Site: Morgan Square (bounded by Main Street, Worthington Street, Dwight Street, Lyman Street)

Contact: Carlo A. Marchetti Duncan Barrett
Executive Director Uccellini Enterprises, Inc.
Springfield Central, Inc. P. O. Box 305
338 Worthington Street Troy, New York 12181
Springfield, MA 01103

Site Description: Four empty buildings - a former office building, a retail clothing building and two mill buildings. Approximately 300,000 square feet. The site is located on the northern edge of the core of Downtown Springfield.

Transportation Facility: The Morgan Square neighborhood will sit at the northeast corner of the Main Street Transit Mall, when completed. All local bus routes under the PVRTA (Pioneer Valley Transit Authority) converge at Main Street in Downtown Springfield. Routes serve communities in a 25-mile corridor from Amherst to Downtown Springfield.

Land Ownership, Cost, Taxes: Properties are presently owned by the Springfield Redevelopment Authority but will be conveyed to Springfield Central Associates in August 1980 for \$337,500.

Public Objectives: The overall objective is to take these blocks and transform them from a mini-combat zone to a safe, wholesome and attractive residential neighborhood. Two hundred and sixty-seven units of market rate housing will be created in this recycling venture.

Special Features or Considerations: Urban Development Action Grant to the City of Springfield of approximately \$3.2 million dollars will be used to construct parking facilities for 420 cars and to create a new streetscape that will visually enhance the environment.



SPRINGFIELD CENTRAL BUSINESS DISTRICT · INC.

338 WORTHINGTON STREET, SPRINGFIELD, MASSACHUSETTS 01103 TEL. 413/732-7467

Springfield, Massachusetts

Site: Former Kresge Block (bounded by Main Street, Bridge Street, E. Columbus Avenue and Worthington Street)

<u>Contact:</u> Lawrence Bretta Regional Administrator General Services Administration Boston, Mass	Christ Kamages Vice President Cannon Design, Inc. 377 Chestnut Street Springfield, MA 01103	John J. Benoit Commissioner Community Development City Hall 36 Court Street Springfield, MA 01103
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Carlo A. Marchetti
Executive Director
Springfield Central, Inc.
338 Worthington Street
Springfield, MA 01103

Site Description: Several months ago, three buildings at the Main Street (east) end of the site were demolished to provide space for a new Federal office building. The \$14.7 million, six-story building will contain 186,000 square feet of office space. Behind it, at the East Columbus Avenue end of the site, the City will construct a 490-car parking garage. The ground level of the garage will have space for a four-cinema complex and public/private economic development center. A walkway between the buildings will connect on two levels with Baystate West, Springfield's largest commercial development.

Transportation Facility: The Federal Building will face directly onto the Main Street Transit Mall, when completed.

Land Ownership, Cost, Taxes: The Federal government recently purchased the Main Street end of the site from Springfield Central, Inc. The City has plans to acquire the other end of the site for its parking facility. Thus, the entire site will be publicly-owned.

Public Objectives: It has been a long-standing goal of Federal government representatives to consolidate the Federal Offices and court houses scattered around the city. Three objectives of local government will be met: 1. provision of jobs Downtown. 2. addition of innovative architecture to streetscape. 3. addition of parking spaces to support revitalization projects.

Special Features: Planning for this block has been shared by a number of local and federal agencies and private interests. They have cooperated remarkably in designing a block that will function in the best interests of all concerned.



SPRINGFIELD CENTRAL BUSINESS DISTRICT · INC.

338 WORTHINGTON STREET, SPRINGFIELD, MASSACHUSETTS 01103 TEL. 413/732-7467

Springfield, Massachusetts

Site: 1391 Main Street (corner of Vernon), former Forbes & Wallace department store.

<u>Contact:</u> Jeffrey Carrington-Leo MacDonnell Commercial Investment Group 1500 Main Street Springfield, MA 01115	John J. Benoit Commissioner Community Development City Hall Springfield, MA 01103	Carlo A. Marchetti Executive Director 338 Worthington St. Springfield, MA 01103
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Site Description: Forbes & Wallace, a department store containing over 300,000 square feet, closed its doors at 1391 Main Street four years ago. Commercial Investment Group recently purchased the building and plans an extensive, \$14.5 million rehabilitation of it. The basement, first and second levels will have 110,000 square feet of marketable retail space; floors 3-6 will contain 130,000 square feet of leasable office space, all surrounding a glass atrium. The two top floors will house an athletic club. The building connects by airwalk to Baystate West, a major retail/office/hotel complex and sits at the 100% corner of Downtown. It is zoned Central Business.

Transportation Facility: When completed, the Main Street Transit Mall will pass by the front door.

Land Ownership, Cost, Taxes: Commercial Investment Group now owns the building. Back taxes are being negotiated with the City. The tax rate is \$87/\$1,000.

Public Objectives: The City has been trying to revitalize this building since its previous owners went out of business. It is a key component of the 1978 Downtown Master Plan, both economically and psychologically.

Special Features: The City has included \$1.6 million for public improvements and energy efficiency in this building as part of its latest Urban Development Action Grant request.



SPRINGFIELD CENTRAL BUSINESS DISTRICT · INC.

338 WORTHINGTON STREET, SPRINGFIELD, MASSACHUSETTS 01103 TEL. 413/732-7467

Springfield, Massachusetts

Site: Springfield Redevelopment Authority Parcel 5 (bounded by Main Street, Court Street, City Hall Place and Pynchon Street)

<u>Contact:</u> Lawrence O. Pearl President-Director Intercoast Management Consultant, Inc. 1 Financial Plaza Hartford, CT 06103	John J. Benoit Commissioner Community Development City Hall 36 Court Street Springfield, MA 01103	Carlo A. Marchetti Executive Director Springfield Central 338 Worthington Street Springfield, MA 01103
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Site Description: SRA Parcel 5, consisting of 43,000 square feet of land, is located immediately east of Springfield City Hall, one block south of the 100% corner of Downtown. The block is presently vacant, but the SRA has named Chase Enterprises as preferred developer. Chase's plans call for the construction of a \$25 million, 17-story office tower containing 310,000 square feet of net rentable space. The parcel is zoned Central Business.

Transportation Facility: The site will lie at the Southwest corner of the Main Street Transit Mall, when completed.

Land Ownership, Cost, Taxes: The parcel is publicly-owned by the Springfield Redevelopment Authority, for the moment. The assessed valuation of the land is \$525,000. The tax rate is \$87/\$1,000.

Public Objectives: Chase's plans for the site fit the City's objective of providing new jobs Downtown. While not specifically included in the 1978 Downtown Master Plan the project clearly agrees in spirit.

Special Features: \$One million of a \$6 million Urban Development Action Grant received by the City has been earmarked for public improvements to this parcel. The City is also committed to keeping 800 parking places available (at market rates) for tenants of this project.



SPRINGFIELD CENTRAL BUSINESS DISTRICT · INC.

338 WORTHINGTON STREET, SPRINGFIELD, MASSACHUSETTS 01103 TEL. 413/732-7467

Springfield, Massachusetts

Site: East and West sides of Market Street (bounded by Main Street, Harrison Avenue, Civic Center Garage and East Court Street)

<u>Contact:</u> Lester Fontaine Vice President Fontaine Brothers 66 Industry Avenue Springfield, MA	Raymond Fontaine President Fontaine Brothers 66 Industry Avenue Springfield, MA	John J. Benoit Commissioner Community Development City Hall 36 Court Street Springfield, MA 01103
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Carlo A. Marchetti
Executive Director
Springfield Central, Inc.
338 Worthington Street
Springfield, MA 01103

Site Description: The Market Place block contains seven buildings on the west side of Market Street (facing Main), four on the east side and a 26,000 square foot vacant parcel presently used as a parking lot. Several of the buildings are fully or partially vacant as well. Fontaine Brothers is developing a retail/office/banking/restaurant complex that will tie all the buildings together with interior and exterior walkways. Townsley Avenue, an alleyway bisecting the complex perpendicular to Market Street, will be covered and climate-controlled for all-weather use. Market Street itself will be closed to vehicular traffic and become a pedestrian way.

Transportation Facility: Market Street is located at what will be the southeast corner of the Main Street Transit Mall.

Land Ownership, Cost, Taxes: Most of the buildings are privately-owned by individual banks and companies. The vacant ones were purchased by Fontaine Brothers to be developed as described above. The thoroughfares are public ways. Taxes are paid by individual owners at the rate of \$87/\$1,000. Some abatements have been granted.

Special Features: The City has received a \$1.9 million Urban Development Action Grant to finance public improvements such as converting Market Street to a pedestrian way.

**SPRINGFIELD CENTRAL BUSINESS DISTRICT · INC.**

338 WORTHINGTON STREET, SPRINGFIELD, MASSACHUSETTS 01103 TEL. 413/732-7467

Springfield, Massachusetts

Site: Former Springfield Redevelopment Authority Parcel 3 (bounded by Main Street, Hillman Street, Dwight Street and Harrison Avenue)

<u>Contact:</u> B. John Dill	John J. Benoit	Carlo A. Marchetti
Executive Vice-President	Commissioner	Executive Director
Center Square, Inc.	Community Development	Springfield Central
1500 Main Street	City Hall	338 Worthington Street
Springfield, MA 01115	Springfield, MA 01103	Springfield, MA 01103

Site Description: Parcel 3 is located on the east side of the 100% corner of Downtown, covering a land area of 131,000 square feet. Two buildings have recently been demolished on the Main Street (west) side to make room for Center Square, a retail/office complex of some 250,000 square feet. A ten-story office tower, with a gross business area of 144,000 square feet, will be 40-50% occupied by Springfield Institution for Savings, leaving over 60,000 square feet of gross leasing area available. A two-level retail mall under the tower will have a gross leasable area of over 70,000 square feet out of 110,000 square feet of total floor space. The mall will connect directly to an existing department store. The east side of the parcel will not be immediately developed, although Center Square, Inc, is contemplating a second development phase that would include it. The parcel is zoned Central Business.

Transporation Facility: Center Square will front on the Main Street Transit Mall, once it is completed.

Land Ownership, Cost, Taxes: Center Square, Inc. (a wholly-owned subsidiary of Springfield Institution for Savings) has recently acquired the site. Land acquisition and construction costs of its project total \$20 million. The tax rate is \$87.00/\$1,000 of assessed valuation, although Center Square has a Chapter 121A Tax agreement.

Public Objectives: The parcel lies within the Court Square Urban Renewal Area. The 1978 Downtown Master Plan called for intensive retail and office use of this site. Center Square is a strong beginning.

Special Features: The City received a \$4 million Urban Development Action Grant to provide financial assistance in land acquisition, public improvements and parking.

WASHINGTON, D.C.

WASHINGTON, D. C.

Location: Washington, D. C., the nation's capital, is located on the banks of the Potomac River between Virginia and Maryland, at the tip of the Sun Belt and in close proximity to the industrial Northeast.

Population

The 1977 population estimate for the Washington region was 3,065,000. By 1990, the region is expected to reach between 3.5 and 3.7 million persons, a 16% increase.

The latest District of Columbia population estimate is 676,100, approximately 22% of the region. In other words, more than one in every five residents of the Washington region live in the capital city. The 1990 population forecasts for the city range up to 734,000, an increase of 8%, over a 12-year period.

Households

Households, the basic economic unit of the community, are expected to increase at a much faster rate than population. As of 1977, there are an estimated 1,064,000 households in the Washington region; the 1990 forecasts range between 1,281,000 and 1,355,000, an increase of over 18%.

The District had approximately 265,000 households as of 1978, representing 1 in every 4 households in the region. The 1990 forecast anticipates approximately 290,000 households, an increase of over 9%.

Visitors

The District of Columbia is a prime tourist center in the nation. On a daily basis, it plays host to an estimated 19,000 overnight visitors; these numbers are forecast to reach well over 22,000 by 1985. Some 27,000 additional visitors from the region and elsewhere come into the city each day.

Employment

Employment in the Washington region reached 1,702,000 in 1979, of which almost 1,480,000 are wage and salaried workers, another quarter of a million are employed by international organizations, the uniformed armed services or are self-employed.

The 1990 forecast for the region is between 1,990,000 and 2,050,000.

Over 655,000 persons work in the District of Columbia, almost 39% of the total employment in the Washington region. This number is expected to reach between 670,000 and 680,000 by 1990. The major industry employers in the District, in addition to the Federal government with 38%, are the service group which includes health and medical services, legal, engineering, technical and other professional services, education, hotels and the like, which account for 29% of total employment; wholesale and retail trade with 10% and Finance, Real Estate, Insurance, Transportation, Communication and Utilities, another 10%. Approximately one-third of the District's resident labor force is employed in higher paying occupations: Professional, Technical, Administration and Management.

Education

The region and the city have a remarkably large percentage of persons who have attained higher levels of education. Well over 1 in every 4 household heads in the District have attained 4 or more years of college.

Income

The median income of District households in 1978 was estimated at \$12,366, an increase of 49% over the 1970 figure. Per capita income at \$6,061 represented a 58% increase over 1970. This faster rate of increase reflects the significant reduction in average household size during the decade.

Transit System

The Washington region has in operation and under construction a rapid rail system, Metro. This rail system began operations in 1976 and has grown year-by-year since then. Already in the city twenty-four (24) stations are in operation with five (5) more scheduled to open by 1981. A total system of 101 miles and 84 stations are planned for completion in the early 1990's. People in Washington love their Metro. The popularity of the system has been dramatic. It is important also to point out that the Metro system is more than a fixed rail line, it is a truly coordinated system with feeder bus lines and connections with the major rail and air facilities.

The success of this system provides outstanding development opportunities along the Metro line, particularly at the Metro stations.

Development Trends

According to our research, we can expect by 1990:

- Over 235,000 new housing units will be built in the region, representing \$19 billion--in today's dollars--in construction.

- Combining a 16% increase in population on top of an annual 3.5% increase in real per capita income will result in a total increase in retail spending of 62% in 1990 for the region
- The huge growth in retailing activity will translate into a demand for 87,000,000 square feet of new retail space--in addition to the current base of approximately 125,000,000 square feet--or an increase of about 44%.
- This translates into a need for some 250 new supermarkets and neighborhood shopping centers.
- 935 more restaurants.
- 10 more regional malls (with 2 or more major department stores anchoring each mall).
- Of course, we realize that not all of these projects will be built due primarily to the limitation of zoned sites with utilities. Much of this demand will, therefore, lead to expansion and redevelopment of existing retail centers, especially in the old downtown core.
- In terms of office space, we anticipate that by 1990 the District of Columbia will grow by 18,000,000 square feet. Suburban Maryland will grow by 7,000,000 square feet, and suburban Virginia will grow by 12,000,000.
- In all, total office space throughout the SMSA will grow from a current status of about 65,000,000 square feet to a total in 1990 of more than 100,000,000 square feet. This will be an increase of approximately 37,000,000 square feet--or a growth of about 57%.
- The area's industrial property will increase from a current base of 90 million by 40,000,000 to more than 130,000,000 square feet.
- And, we project that the District of Columbia will need an increase in hotel rooms in the 30-50% range--from a current status of 12,000 rooms to about 16,000 - 18,000 rooms in 1990.

WASHINGTON, D. C.

Site: Gallery Place North

Contact: John Fondersmith, Chief
Downtown Section
D. C. Office of Planning and Development
1420 New York Avenue, N. W. - Room 717
Washington, D. C. 20005
727-6514

Henry Cord, Chief
Real Estate Division
Washington Metropolitan Area Transit
Authority
500 - Fifth Street, N. W.
Washington, D. C. 20001
637-1425

Site Description

The Gallery Place North site, owned by the Washington Metropolitan Area Transit Authority, is generally rectangular in shape, with a length of 454 feet and a width of 129 feet, with a total area of 50,616 square feet. The site is located at a strategic position at the east end of the Downtown Retail Core (Square 454, bounded by 7th, 6th, F, and G Streets, N. W.). Adjacent private property to the east, owned and occupied by Bergman's Laundry, might possibly be developed in conjunction with the WMATA site. The site is zoned C-4, permitting a height of 110 feet and an FAR of 8.5

Transportation Facility

The site is adjacent to the Gallery Place Metro Station, one of the two Metro transfer stations in Downtown Washington. An entrance is located in the block immediately to the south (Square 455) and the north entrance is located at the north end of the WMATA site.

Land Ownership, Cost, Taxes

WMATA owns the 50,616 square foot parcel adjacent to Seventh Street, and plans to offer it for development on a long-term land lease basis for 50 years, with an option for another 49 years.

Public Objectives

The City would like to see an innovative mixed use development on this site, combining retail, office, hotel and possibly residential

development. The Gallery Place project, on the renewal site immediately to the south, combines all these uses.

Special Features or Considerations

G Street between 6th and 7th Streets is designated as a special street in the Downtown Plan, and the roadway may be narrowed or closed to traffic to create a pedestrian area.

Washington's Chinatown is located along H Street, with a focus between Sixth and Seventh Streets. The development of the site, in architecture and use, should contribute to the City's objective of maintaining and enhancing Chinatown.

WASHINGTON, D. C.

Site: Minnesota Avenue Metro Station Area

Contact: John J. Protopappas, Transportation Planning Specialist
D. C. Office of Planning and Development
1420 New York Avenue, N. W. - Room 702
Washington, D. C. 20005
727-6514

Site Description

The old Benning School site and related Washington Metropolitan Area Transit Authority (WMATA) properties adjacent to the station.

The school site is approximately 125,000 square feet and fronts Minnesota Avenue, a neighborhood commercial area.

The WMATA property currently has a 500 space parking facility, which is available for air rights development. Current zoning in the area is neighborhood commercial.

Transportation Facility

The sites available are adjacent to the Minnesota Avenue Metrorail station. This station began operation in November 1978. It has direct access to downtown Washington and suburban areas. The area is also served by a number of Metrobus routes.

Land Ownership

The land is owned by the District of Columbia and WMATA.

Public Objectives

The intention of the District government is to use these sites to spur the revitalization of the neighborhood commercial area adjacent and to the south of the station area.

At present, there is a 25-acre parcel to the west of the station under development as a townhouse apartment complex.

WASHINGTON, D. C.

Site: Navy Yard Station Area: (Capitol Gateway Project) bounded by South Capitol Street; M Street, S. E.; First Street, S. E.; and the Anacostia River.

Contact: Paul Berger, Project Coordinator
D. C. Office of Planning and Development
1420 New York Avenue, N. W. - Fifth Floor
Washington, D. C. 20005
727-6661

Site Description

The project area consists of 51.6 acres, of which 25.9 acres is privately held and available for development. The site is about one mile due south of the U. S. Capitol and is near the Douglass Bridge north approach. The area is characterized by a mix of incompatible uses (mainly industrial and storage) and will be rezoned based on an adopted redevelopment plan.

Transportation Facility

Transit access to this area will improve in 1985 when Metrorail service begins. The west entrance to the Metro Navy Yard Station is located south of M and Half Streets, S. E. and is within the project boundaries. A pedestrian walkway will run along the project's central spine, connecting the Metro station with the waterfront.

Land Ownership, Costs, Taxes

Of the 25.9 acres available for development, 14.4 acres are owned by eight owners. The remaining land has been subdivided into numerous small lots. Estimated public acquisition cost is \$11 million. The property tax rate for owner-occupied residences is \$1.22 per \$100 assessed value, with a \$9,000 deduction. Office space is taxed at \$1.83 per \$100 value.

Public Objectives

The \$350 million project is designed to revitalize approximately 42 acres of waterfront land located near the Capitol, to increase public revenues, and to stimulate the redevelopment of the entire Buzzard Point/James Creek area of Washington.

Special Features or Considerations

The project is being undertaken as a joint public-private endeavor through the District's community development program. The project amenities include parks, a waterfront walkway, boat basin, and marinas.

WASHINGTON, D. C.

Site: Anacostia

Contact: Terry Brooks, Chief, Urban Design Section
D. C. Office of Planning and Development
1420 New York Avenue, N. W. - Fifth Floor
Washington, D. C. 20005
727-6504

Site Description

The land which is suitable for development lies on both sides of a Freeway, I-295. There are 20 acres which will become available in the near future.

Transportation Facility

Transportation access will be improved with the introduction of Metrorail service in 1985. Currently, the sites have direct access by automobile and bus to downtown Washington, as well as Southeast Washington and Prince George's County, Maryland.

Land Ownership

The land is currently owned by the National Park Service, the D. C. government, and the Architect of the Capitol. Prior to opening the Metrorail station, the land to be developed would be assembled by the District government.

Public Objectives

Since this site has good freeway and mass transit access, it would be a prime site for a high-medium density mix of office, retail and residential uses. The waterfront area should be devoted to active and passive recreational uses with guaranteed public access to the water. A boat marina would also be an appropriate use. To the east side of the freeway along Howard Road, S. E. near the eastern access point of the Metrorail station, WMATA will acquire most of the private property for a station entrance and for busbays and kiss-and-ride spaces. Medium density commercial air rights use of this site would be appropriate.

WILMINGTON, DELAWARE

JOINT DEVELOPMENT MARKETPLACE 1980CITY OF WILMINGTON, DELAWARE

Wilmington, Delaware, is located almost at the mid-point of the New York-Washington megalopolis approximately 30 miles southwest of Philadelphia and 65 miles northeast of Baltimore. Situated on the west bank of the Delaware River in the northeast corner of the State, the City serves as an urban center for over 390,000 residents of New Castle County and approximately 75,000 residents of the City. It is the corporate home of two Fortune 500 companies - E. I. du Pont de Nemours and Company and Hercules Incorporated. Thirty percent of the United States' population, representing an even larger share of the country's purchasing power, lives within a 350-mile radius of Wilmington.

Strategically located in the northeast corridor, the City is conveniently linked with the entire region by I-95, I-295, I-495, and I-895 and full Amtrak passenger service, including the New York-to-Washington Metroliner route and Conrail and Chessie System freight service. The Philadelphia International Airport is located approximately 20 miles northeast of the City and can be reached within 30 minutes via I-95. The Greater Wilmington Airport, located four miles from the Central Business District, provides easy access for private and corporate aircraft and also offers a full schedule of freight service.

Wilmington's population is estimated at 75,000, which is augmented by a daytime influx of 35,000 employees working in corporate headquarters, banks, government, and utility offices in the Central Business District. In addition to serving as the corporate and financial hub of the State, the Wilmington area provides jobs in large chemical, heavy machinery, and paper industries as well as automobile assembly plants.

The Wilmington SMSA, which includes Cecil County, Maryland, and Salem County, New Jersey, as well as New Castle County, Delaware, had a population of 579,405 as of 1979. The total labor force is 235,900, of which 94 percent were employed. The average production worker in the Wilmington SMSA in 1979 earned \$7.98 per hour, worked 39 hours per week, and had an effective buying power of \$18,847.

TRANSIT SYSTEM

The Delaware Authority for Regional Transit (DART) operates 22 routes, all of which pass through the Central Business District. DART carries nearly 25,000 passengers daily and has established many express routes at peak hours to serve suburbanites who work in the City. With the forthcoming development of the Brandywine and Christina Gateways, implementation of a transit loop through center City linking these two areas is a major objective. In addition to DART, the Delaware Authority for Specialized Transportation (DAST) provides service to the handicapped, making over 10,000 trips per month. Wilmington is also served by SEPTA commuter trains to Philadelphia, Continental Trailways and Greyhound bus services, and a fleet of taxicabs which operate 24 hours a day.

DEVELOPMENT TRENDS

Through the initiation of an economic development strategy which builds on existing strengths, Wilmington is focusing its energies and resources toward a systematic revitalization of the major sectors of the City's economy. Wilmington enjoys considerable advantages as the corporate, banking, and governmental hub of the State and region; of being centrally located in the northeast megalopolis; and of having a diversified and far-reaching transportation network.

Of the 7,500,000 square feet of office space available within the City of Wilmington, 3,946,000 square feet is located in the Central Business District. The occupancy rate averages 98 percent, even with the recent construction of the Civic Center and Rodney Square developments.

As in most cities, the most concentrated retail/commercial area in the City is the Central Business District, including the six-block Market Street Mall. Employees in the Central Business District spend approximately \$900 per year per capita in the CBD. Most of the sites along the Mall still available for development are in the southern section, one of which was recently purchased by the Wilmington Economic Development Corporation, a City-created economic development corporation which provides assistance to existing and prospective businesses.

Wilmington has concentrated on opening up new areas for industrial development to enable new and existing industries to expand. The present estimated square footage of industrial centers in the City is 6,388,000. Land still available for industrial or heavy commercial development is concentrated in the vicinity of the Port, which is on the Christina River at its confluence with the Delaware River. The Port itself is a key to Wilmington's economic development program and with the forthcoming purchase of a multi-purpose container crane and container handling equipment, the range of services provided by the Port will be greatly enhanced. Wilmington is also pursuing the creation of modern industrial parks around already established groups of firms which will enhance the efficient reuse of existing infrastructure.

Wilmington's Industrial Revenue Bond Program has been active for a year as an incentive to businesses and industries, including commercial and retail projects, to locate within the City. So far 18 businesses have received financing totalling over \$19.3 million, which meant the retention of over 300 jobs and the creation of 500 more.

Residential housing units within the City number approximately 28,346, of which half are owner occupied. Wilmington's experience with the back-to-the-City movement has resulted in a vacancy rate of only 4 percent, which is continually declining. During the life of Wilmington's pioneering Home Mortgage Revenue Bond Program, \$15 million was committed to over 400 homeowners at 8 1/2 percent interest. The average mortgage went to a first-time homebuyer of a

\$34,000 home. County and State programs have continued to provide low-interest mortgage money to qualified buyers. The City currently has available a revenue bond program which will provide mortgages for private developers to rehabilitate rental dwellings of three units or more.

SPECIAL FEATURES

The City has recently announced its downtown development strategy for the 1980's which will utilize the concept of two major development anchors linking the rivers of the City to the downtown. The underlying reasons for this development strategy are:

- o First, the two Gateways will capitalize on the City's under-utilized waterfront areas which offer a valuable development resource.
- o Second, by placing anchors at the natural limits of north and south growth, the Gateways will provide a powerful stimulus to downtown development between the Gateways and the existing downtown core.
- o Third, the Gateways will serve to better integrate the downtown area with surrounding neighborhoods, at the same time offering a more effective buffer between downtown and the neighborhoods.

The northern anchor - Brandywine Gateway - will have as its centerpiece the new corporate headquarters of Hercules Incorporated. The \$90 million investment by Hercules will leverage additional retail, office, and recreation investments in the Brandywine Gateway area. The southern anchor - Christina Gateway - capitalizes on rehabilitation of the City's historic railroad station. This \$15 million investment will create a downtown multi-modal transportation center that will attract additional office and transportation-related investments. Linking these two anchors are retail, residential, and office developments that will enhance a new downtown environment.

CITY OF WILMINGTON, DELAWARE
SITE SPECIFIC INFORMATION
WILMINGTON DRY SITE

ADDRESS: 414-418 North Market Street
411-425 North King Street

OWNER: Wilmington Economic Development Corporation
2 East Seventh Street
Wilmington, DE 19802
Robert S. Burnham, Executive Director
(302) 571-9088

AVAILABILITY: Immediately

LAND ASSESSMENT VALUE: \$259,300

ACREAGE: Square Footage-21,000 (First Floor), 87,000 (All Floors)

ZONED: C-3 - Central Retail

DESCRIPTION - The building, consisting of four floors, a basement and two mezzanines, is located along the eastern side of the Market Street Pedestrian Mall between Fourth and Fifth Streets and provides an anchor for its southern end. It is an L-shaped brick building on a slope from Market to King Streets composed of a number of older buildings now interconnected as sales floors. The roof is built of asphalt with some sections covered with crushed stone. The front elevation is reflective glass veneer. There is one masonry fire tower enclosed from the King Street level to the upper floors with an emergency exit to Fifth Street. The site is contiguous to the Customs House Square site outlined on the following page.

RELATIONSHIP TO

TRANSIT FACILITIES - The site is located three blocks north of the Wilmington Amtrak Station, which will become the Multi-Modal Transportation Center. All 22 DART bus routes pass within three blocks of the site, and the City's proposed transit loop will pass the eastern side of the site.

PREFERRED DEVELOPMENT - Retail/Office/Recreational

MARKET DATA - A recently completed analysis shows that in 1978 the metropolitan area contained \$547,300,000 in shoppers goods expenditure potential. Continued household growth combined with the gradual expansion of personal income will increase the area's expenditure potential for shoppers goods merchandise to \$572,800,000 in 1981 and subsequently to \$589,900,000 by 1983.

ESTIMATED SALES FOR A 30,000 SQUARE FOOT
GENERAL MERCHANDISE UNIT IN THE CBD

Market Source	1981	1983	Sales Capture		Sales (000)	
			1981	1983	1981	1983
Central Submarket						
Shoppers Goods						
Expenditure Potential (000)	\$29,820	\$30,140	5.0%	5.0%	\$1,491	\$1,507
Downtown Employees	34,500	37,400	\$30 per year		1,035	1,122
Subtotal					\$2,526	\$2,629
Other Sources					274	291
TOTAL					\$2,800	\$2,920

NOTE: All dollar figures expressed in terms of constant 1978 dollar values.

CITY OF WILMINGTON, DELAWARE
SITE SPECIFIC INFORMATION
CUSTOMS HOUSE SQUARE SITE

ADDRESS: 400-600 North King Street
 (including blocks between Walnut and French Streets)

OWNER: Customs House Square Associates
 Box 1407
 Wilmington, DE 19899
 James B. Eversmann, Executive Director
 (302) 571-9928

AVAILABILITY: Immediately

LAND ASSESSMENT VALUE: \$338,100 Building: \$110,400

ACREAGE: Approximately 9.14

ZONED: C-4 - Central Office

DESCRIPTION - This site, located one block east of the Market Street Pedestrian Mall, will be served directly by Wilmington Boulevard, which will link it to I-895. Fourth Street, the southern boundary of the site, is presently a major arterial roadway. The site is predominantly used for parking, both paved and unpaved lots, and slopes from Seventh to Fourth Streets. It is directly below the Radisson Wilmington Hotel and the Government Center Complex and is contiguous to the Wilmington Dry site outlined on the previous page. The historic Customs House building is the only structure currently on the site.

RELATIONSHIP TO

TRANSIT FACILITIES - The site is located three blocks north of the Wilmington Amtrak Station, which will become the Multi-Modal Transportation Center. All 22 DART bus routes pass within three blocks of the site, and the City's proposed transit loop will pass the western side of the site.

PREFERRED DEVELOPMENT - Retail/Office/Recreational

MARKET DATA - A recently completed analysis shows that in 1978 the metropolitan area contained \$547,300,000 in shoppers goods expenditure potential. Continued household growth combined with the gradual expansion of personal income will increase the area's expenditure potential for shoppers goods merchandise to \$572,800,000 in 1981 and subsequently to \$589,900,000 by 1983.

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