

MARKET ANALYSIS

RESIDENTIAL OPPORTUNITIES 2017 - 2027

	Market Rate Rental: \$875+/month	For-Sale Single-Family: \$150K+	For-Sale Attached: \$150K+
New Units 2017-2027	875 - 925	150 - 200	160 - 210
TOTAL POTENTIAL NEW HOMES: 1,185 – 1,335			

- For Rent Residential: Mix of attached housing types and accessory dwelling units
- For Sale Residential: Mix of single-family, townhomes and other “missing middle” housing types



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RETAIL OPPORTUNITIES 2017 - 2027

	"Dry Goods" Retail	Food and Beverage Stores	Restaurants
New Sq. Ft. 2017-2027	25,000 – 29,000	11,000 – 15,000	23,000 – 27,000
TOTAL POTENTIAL NEW RETAIL SF: 60,000 – 70,000			

- Grocery, pharmacy, and other store types to serve growing local populace
- Additional restaurants to serve both locals and visitors



Sidewalk Cafes: “Silver Bullets of Walkable Places”

NEXT STEPS

- Final Development and Mobility Framework Plans
- Downtown Growth Strategies and Priorities
- Design Concepts
- Public Workshop #3 on 02/15/18
- Action Plan
- Final LCI Plan - end of March

