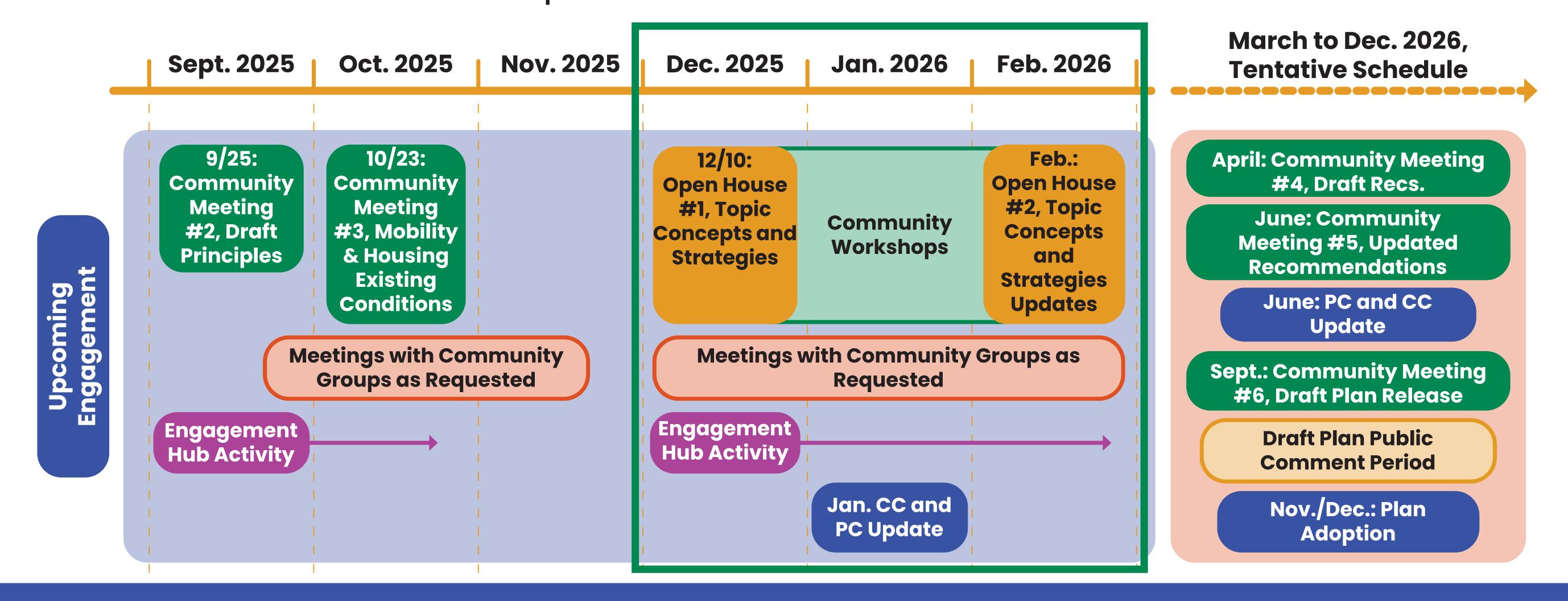


#### **Process Schedule**

Your feedback will shape the recommendations and plan concepts that will form the basis for the completed Duke Street Land Use Plan.

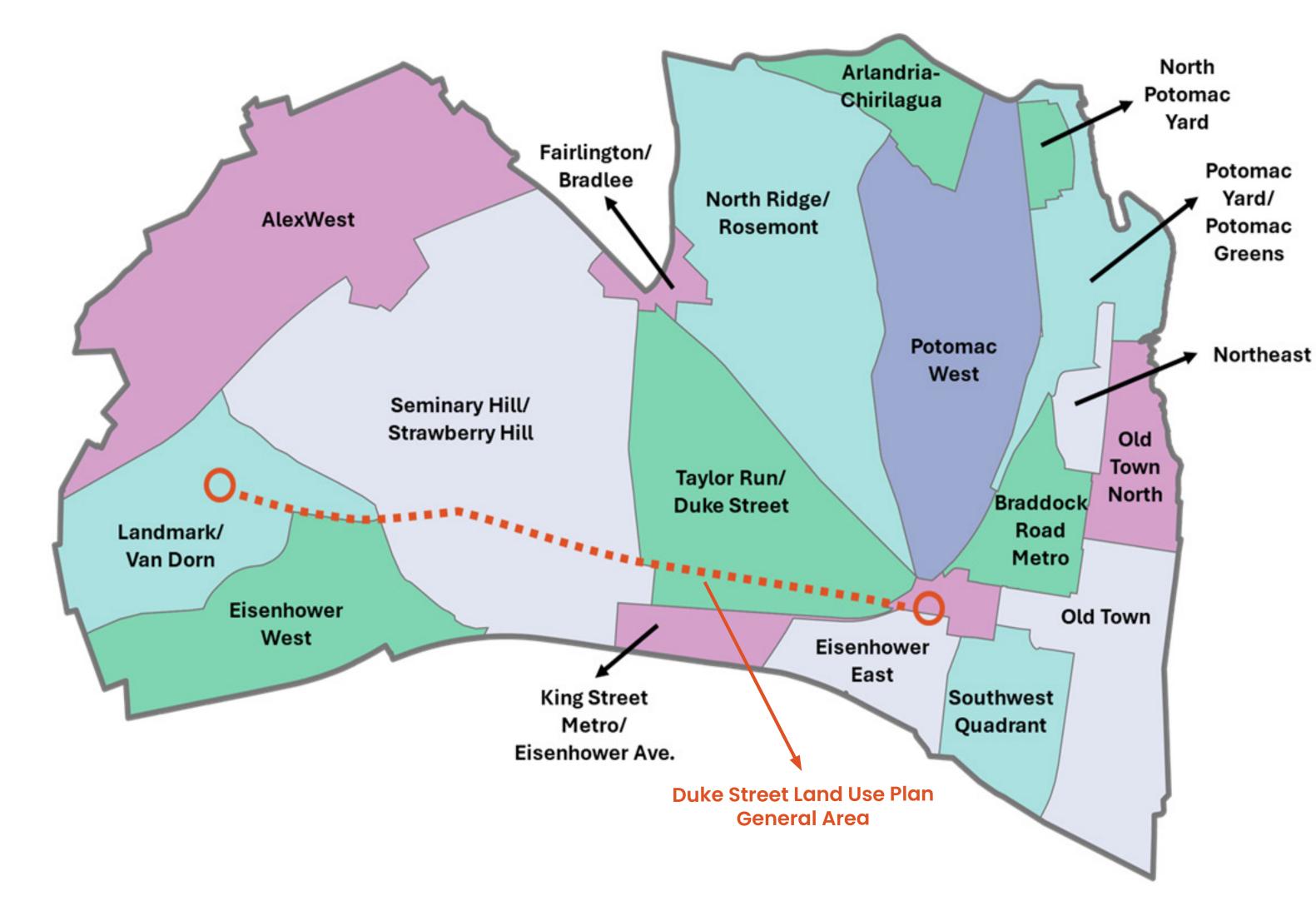


# What is a Small Area Plan?

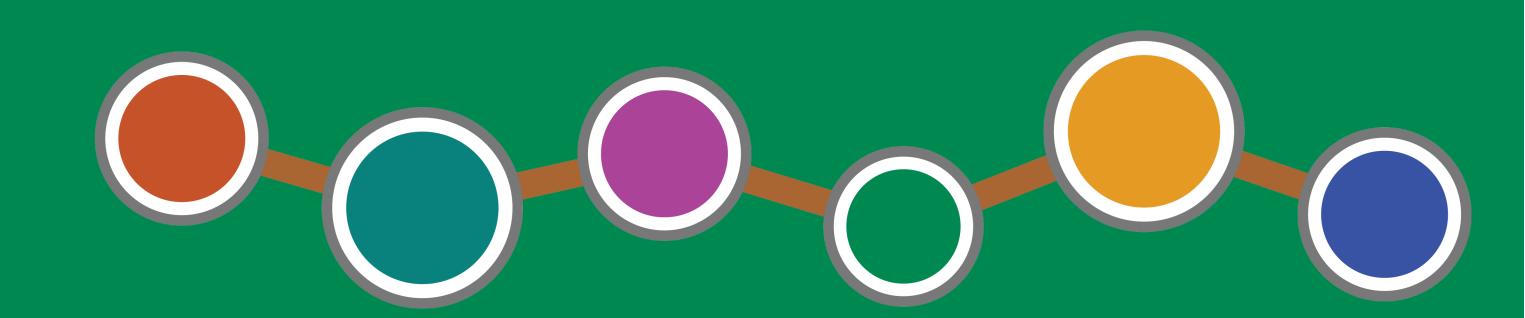
**The City** works with community members, businesses, property owners, the Planning Commission, and City Council to create **Small Area Plans**, which are long-term land use plans.

Why should you get involved in the City's processes for Small Area Plans?

- You are the expert in your life and in your neighborhood we need your expertise.
- Small Area Plans are a chance to proactively plan for the future and bring benefits to your neighborhood.
- Different ideas and perspectives are crucial for making sure everybody's needs for the future are met.







## GUIDING PRINCIPLES

# Land Use + Design

- Create walkable neighborhoods with a mix of land uses, public spaces, streetscapes, and services.
- Ensure that new development is well-designed and enhances the corridor.
- Ensure that new development enhances access to neighborhood retail, civic uses, transit options, and community focal points.
- Prioritize uses that serve the daily needs of the residents.
- Promote economic opportunities and the retention and growth of small businesses.

# Mobility + Safety

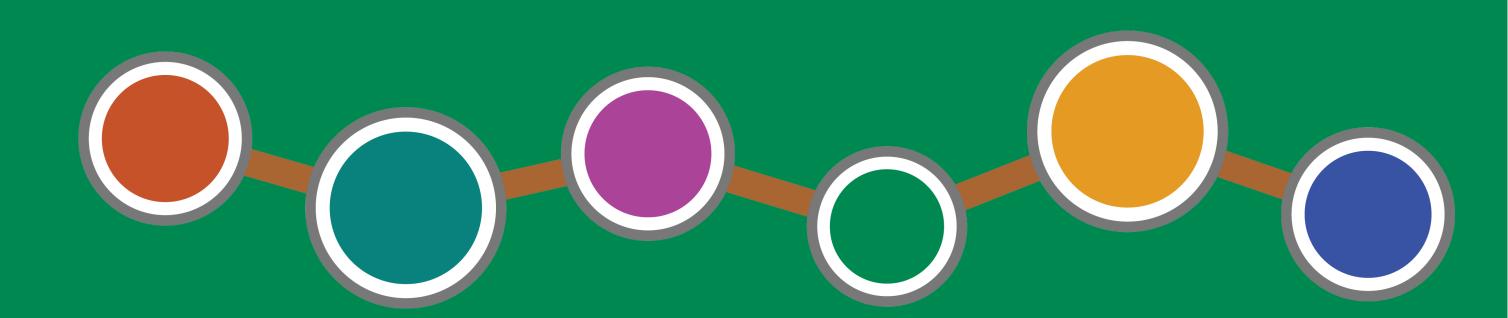
- Provide safe ways for people to get around along the corridor.
- Create a well-connected system of streets, alleys, sidewalks, and trails that makes it easier to get around.
- Support a variety of travel choices, including walking, biking, transit, and driving.
- Incorporate current and emerging technologies to enhance mobility and safety.

# Housing

- Increase the supply and diversity of housing options accessible to households of all incomes.
- Expand committed affordable rental and homeownership opportunities.
- Improve housing quality, safety, and long-term stability in existing and new development, where feasible.
- Prioritize anti-displacement and preservation strategies to the greatest extent possible, including the potential preservation of existing committed and naturally occurring affordable housing.







## GUIDING PRINCIPLES

## Parks + Open Space

- Pursue new neighborhood-serving parks and public open spaces.
- Pursue opportunities for new City-parks and public open spaces.
- Make it easier for people to connect to and enjoy existing parks and public open spaces.
- Ensure parks and public open spaces include a wide range of amenities.

# Sustainability

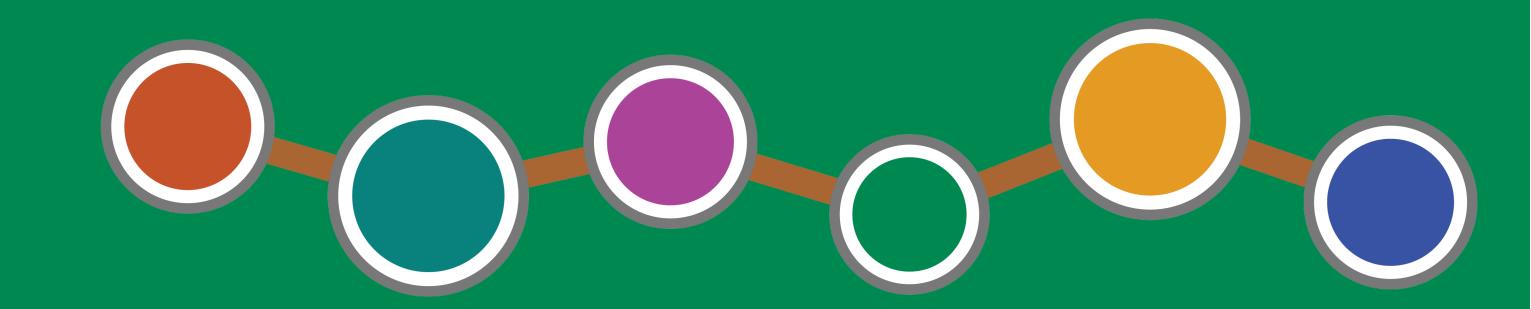
- Promote a sustainable urban environment, energy-efficient buildings, and renewable energy.
- Implement green infrastructure throughout the corridor.
- Protect the integrity of the corridor's stream valleys, floodplains, and resource protection areas and expand the tree canopy.
- Strengthen the corridor's resilience against the impacts of extremes in heat and cold through the design of new development, parks and infrastructure.

## Health

- Ensure equitable access to services and resources that improve physical and mental health and wellbeing.
- Provide opportunities for physical activity, community gathering areas, and social connection.
- Expand access to affordable goods and services such as food and other resources.





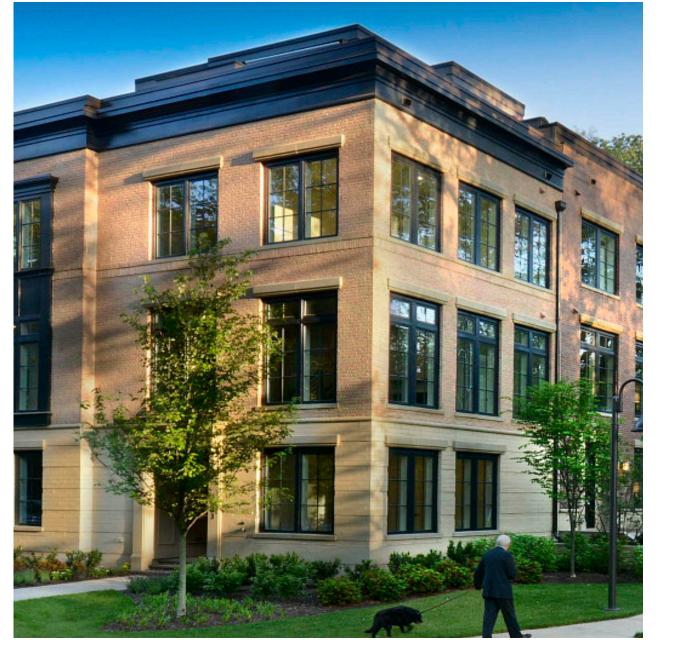


## GUIDING PRINCIPLES

#### Overall

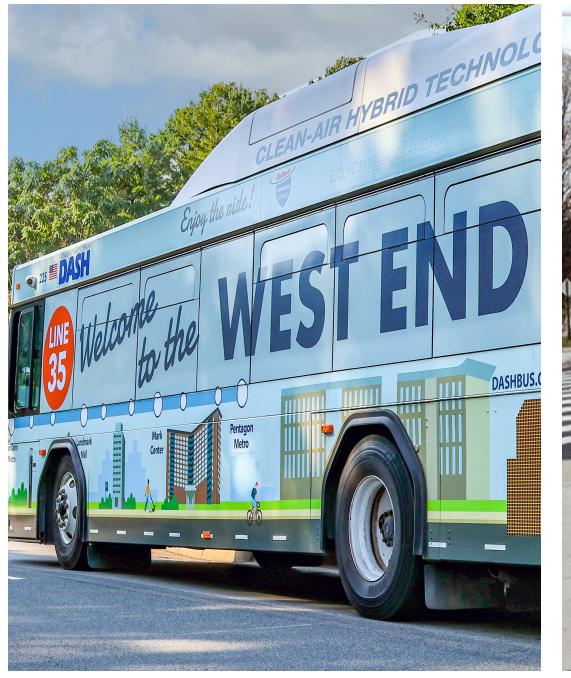
In all of these principles, ensure that community members of all ages, abilities, backgrounds, and needs

## Land Use + Design





Mobility + Safety



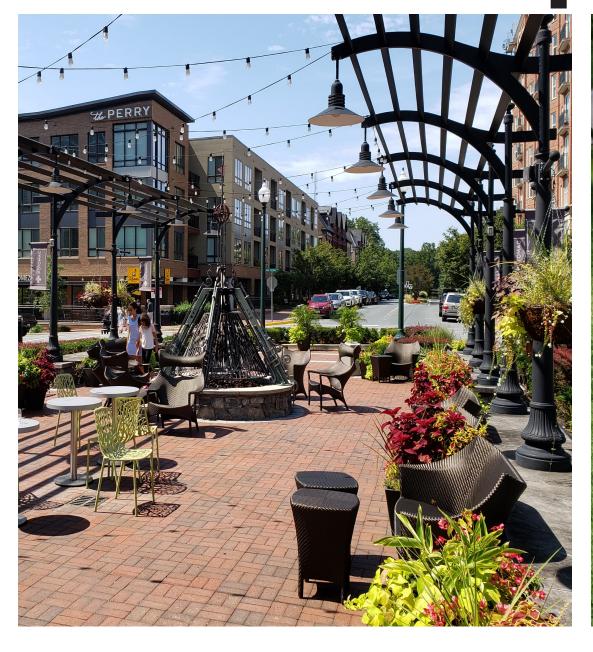


## Housing





## Parks + Open Space





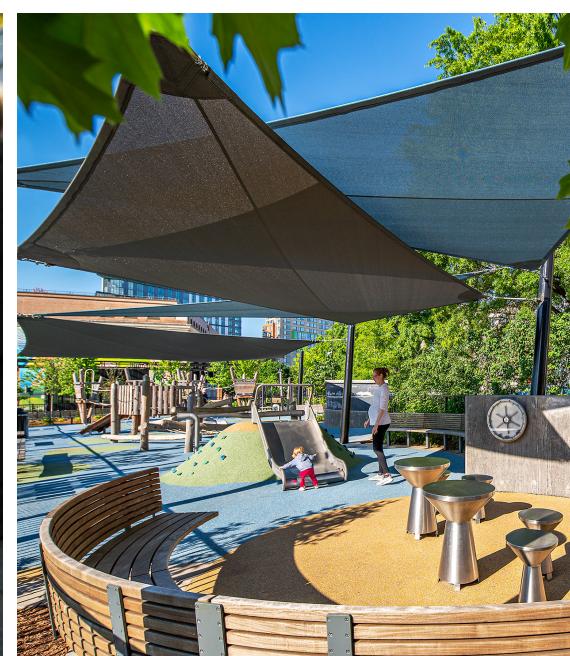
Sustainability





#### Health



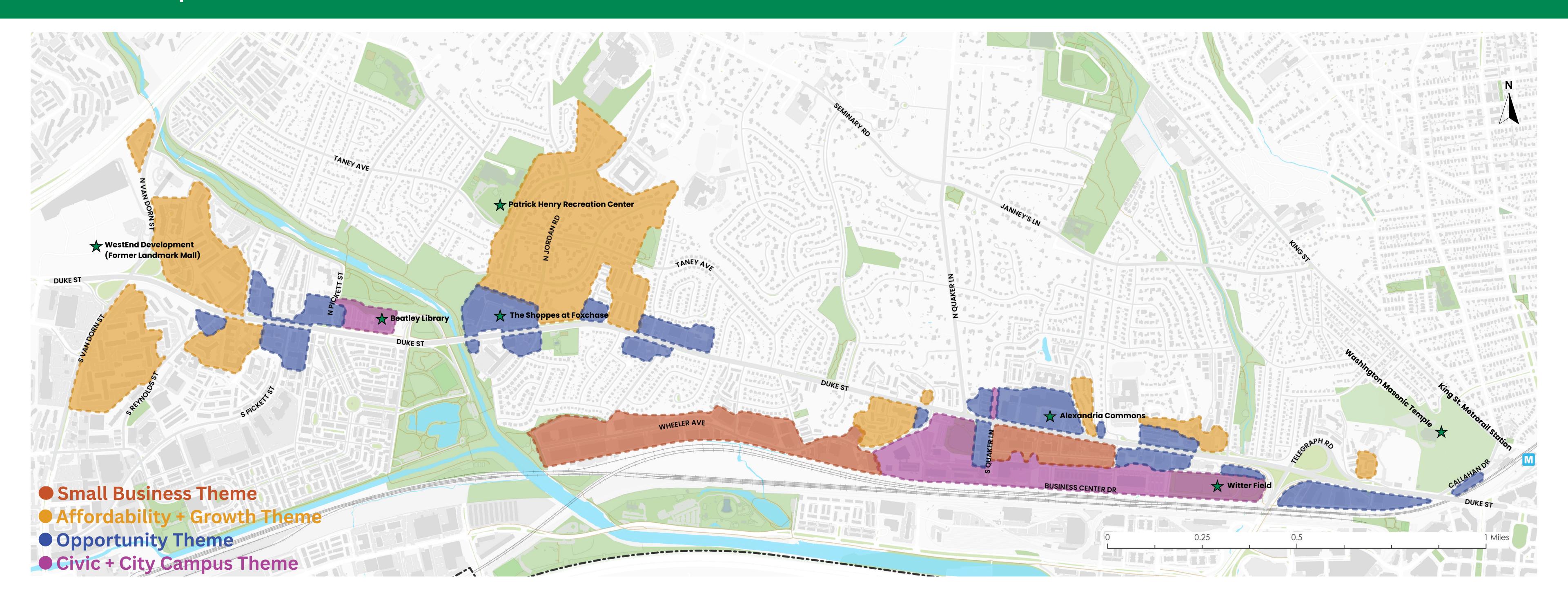




# Corridor Themes

December Open House | 12.10.2025





#### Small Business

Areas with concentrations of existing commercial uses that can accommodate a diversity of small businesses and promote entrepreneurial activity.

#### **Affordability + Growth**

Areas with rental residential that should be retained due to their existing affordability and where strategic redevelopment and regulatory tools can be utilized to ensure longer-term affordability and the retention of units.

#### Opportunity

Areas with the potential for reinvestment and redevelopment that implement the plan principles and provide opportunities for new housing, commercial, and retail use.

#### Civic + City Campus

Areas that consist of Cityowned land that can accommodate City uses and other land uses in existing buildings and new development.

# Corridor Theme: Opportunity DUKE STREET COPPORTUNITY DUKE STREET COPPOR

December Open House | 12.10.2025



#### Description

Areas with the potential for reinvestment and redevelopment that implement the plan principles and provide opportunities for new housing, commercial, and retail use.

#### Criteria

• Existing commercial areas with surface parking lots adjacent to Duke Street.

#### Principles

This theme will help meet the Draft Principles across all the plan topics. For example:

- Create walkable neighborhoods with a mix of land uses, public spaces, streetscapes, and services.
- Increase the supply and diversity of housing options accessible to households of all incomes.

#### What We Heard From You:

A more cohesive and functional [redevelopment] that brings communities [on Duke] together.

Retain what it has now even in development: demographic mix, economic viability, ease of transit, and green space.

Make it a place to visit, not travel through [...]. It's [about] quality of life for surrounding communities.

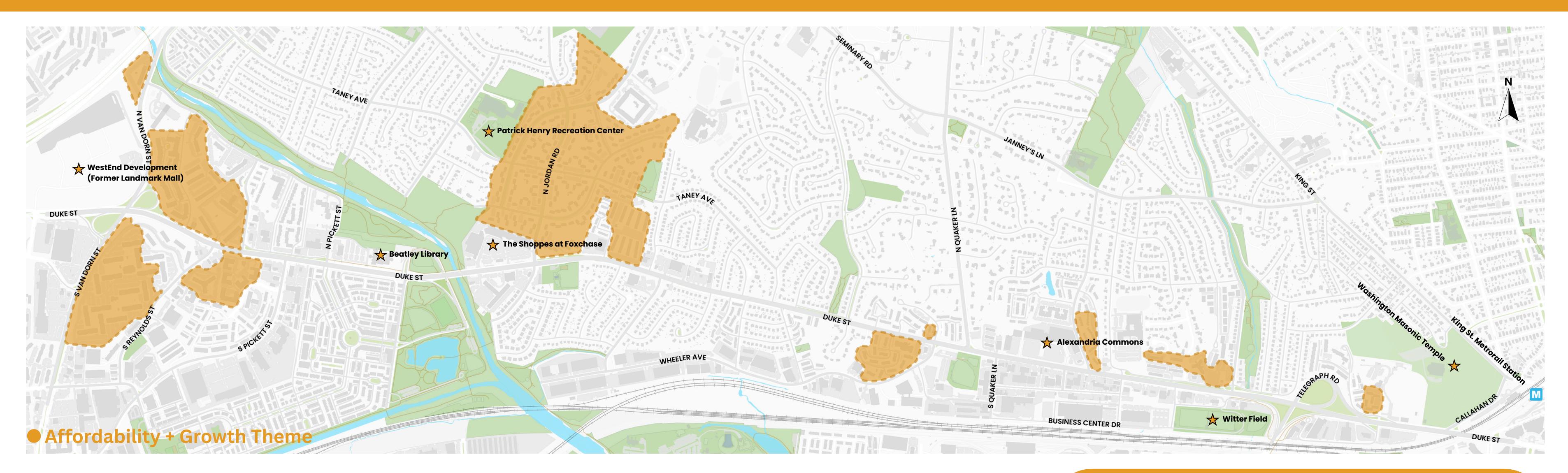
How well does the Opportunity theme addres
the Draft Guiding Principles? Add a dot below

Not at all Very

Have additional thoughts? Add them below:

# Corridor Theme: Affordability + Growth LAND USE PLAN CONTROL OF CO

December Open House | 12.10.2025



#### Description

Areas with rental residential that should be retained due to their existing affordability and where strategic redevelopment and regulatory tools can be utilized to ensure longer-term affordability and the retention of units.

#### Criteria

• Existing market rate and committed affordable rental properties.

#### Principles

This theme will help meet multiple Housing and Land Use + Design Draft Principles. For example:

- Increase the supply and diversity of housing options accessible to households of all incomes.
- Prioritize anti-displacement and preservation strategies to the greatest extent possible, including the potential preservation of existing affordable housing.

#### What We Heard From You:

[Duke Street is] one of the more affordable corridors in the City to live on.

Growing up in the area, it is important for me to make sure housing and the overall community remains accessible and affordable for not only myself, but for the current community.

More housing (mixed use), less parking lots, tree lined sidewalks, walkable neighborhoods, good quality housing that is affordable for professionals.

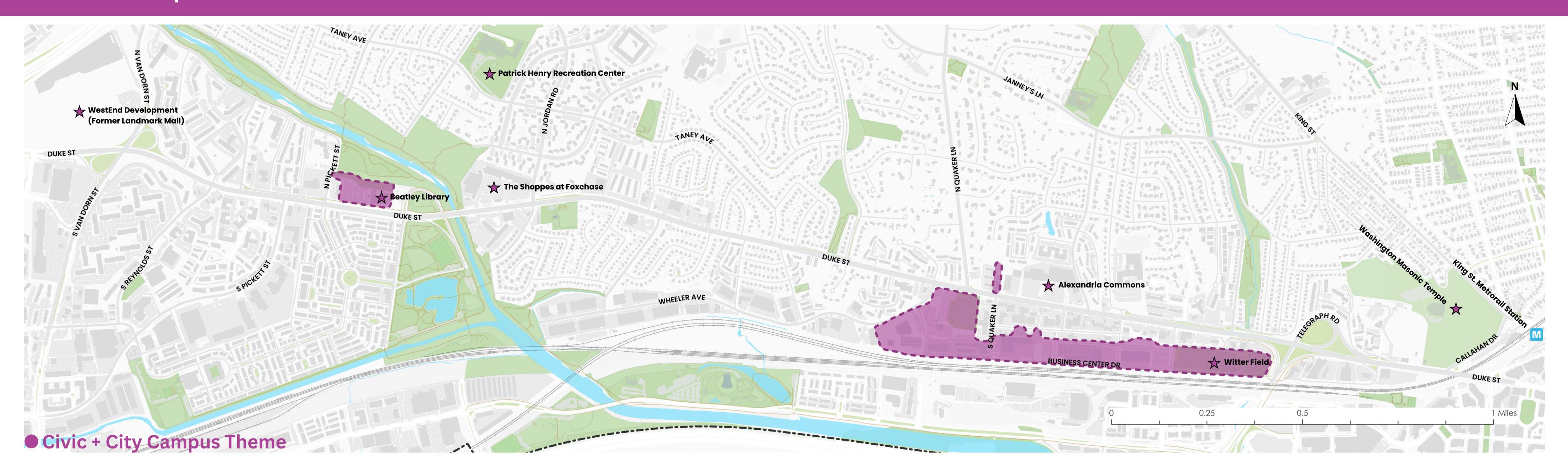
How well does the Affordability + Growth theme address the Draft Guiding Principles? Add a dot below!

Not at all Very

Have additional thoughts? Add them below:

# Corridor Theme: Civic + City Campus LAND USE PLAN PLANNING & CONTROL C

December Open House | 12.10.2025



#### Description

Areas that consist of City-owned land that can accommodate City uses and other land uses in existing buildings and new development.

#### Criteria

Existing City-owned properties.

#### Principles

This theme will help meet the Draft Principles across the different plan topics. For example:

- Pursue new neighborhood-serving parks and public open spaces.
- Ensure equitable access to services and resources that improve physical and mental health and wellbeing.
- Promote a sustainable urban environment, energy-efficient buildings, and renewable energy.

#### What We Heard From You:

I like the services along the road such as the library, Brenman Park, and restaurants.

There are a lot of good things along the Duke St corridor that I enjoy and a lot of stores, restaurants, and services that I use, but they all feel like little islands of activity along a highway.

It will be a safe place for all residents and visitors to work, play and shop.

**How well does the Civic + City Campus theme** address the Draft Guiding Principles? Add a dot below!

Not at all Very 

Have additional thoughts? Add them below:

# Corridor Theme: Small Business puke street 2000 Colono Col

December Open House | 12.10.2025



#### Description

Areas with concentrations of existing commercial uses that can accommodate a diversity of small businesses and promote entrepreneurial activity.

#### Criteria

• Locations that provide market affordable commercial rents.

#### Principles

This theme will help meet the Land Use + Design and Mobility + Safety Draft Principles. For example:

- Promote economic opportunities and the retention and growth of small businesses.
- Support a variety of travel choices—including walking, biking, transit, and driving.
- Prioritize uses that serve the daily needs of the residents.

#### What We Heard From You:

businesses to thrive

alongside new and

more commercial

businesses.

[I love the] incredible diversity of businesses and cultures!

I want to keep our businesses thriving, [I] want healthy development that does not impede business.

A good use of space that allows for small

How well does the Small Business theme address the Draft Guiding Principles? Add a dot below!

Not at all Very

Have additional thoughts? Add them below:

# Factors that Impact Development

#### How do the characteristics of a piece of land influence what gets built?

Every potential development site is unique in its own way, with its own opportunities and its own challenges. Below are some examples of characteristics that make a piece of land what it is and how these characteristics influence how it will be developed.



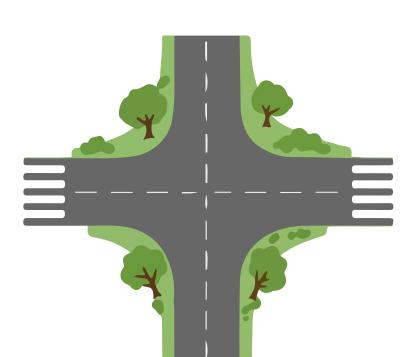
#### Topography

How **flat** or **hilly** a piece of land is can make it difficult or expensive to build certain kinds of buildings or add new roads.



#### **Existing Buildings**

Renovating or tearing down existing buildings impacts the overall cost of developing on a piece of land.



#### **Existing Mobility Network**

The current **streets** and **sidewalks** form a natural boundary for a property. The type of street can impact what kind of building can be built on a parcel.



#### Ownership

Current owners often have their own plans for what happens on a particular piece of land. Different owners have different shortand long-term goals.



#### Land Use Regulations

Land use regulations, like zoning, require that developers meet **certain standards,** like stormwater treatment, open space, streetscape improvements (sidewalks, bike lanes, utility undergrounding), and building height.



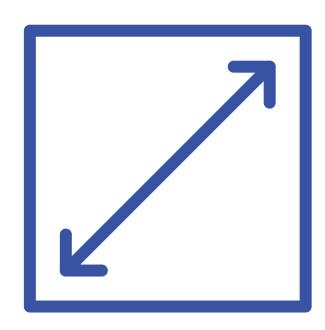
#### Other Environmental Factors

Sometimes parcels are close to protected environmental resources, like streams and wetlands. This can impact the size, location, intensity, and type of development on a site.



#### Infrastructure

The scale of a development must be accommodated by the existing infrastructure capacity, such as utilities, sewer, and schools.



#### Size

The size of a piece of land can impact what kinds of development are feasible. Larger parcels can have larger buildings or a variety of different uses.

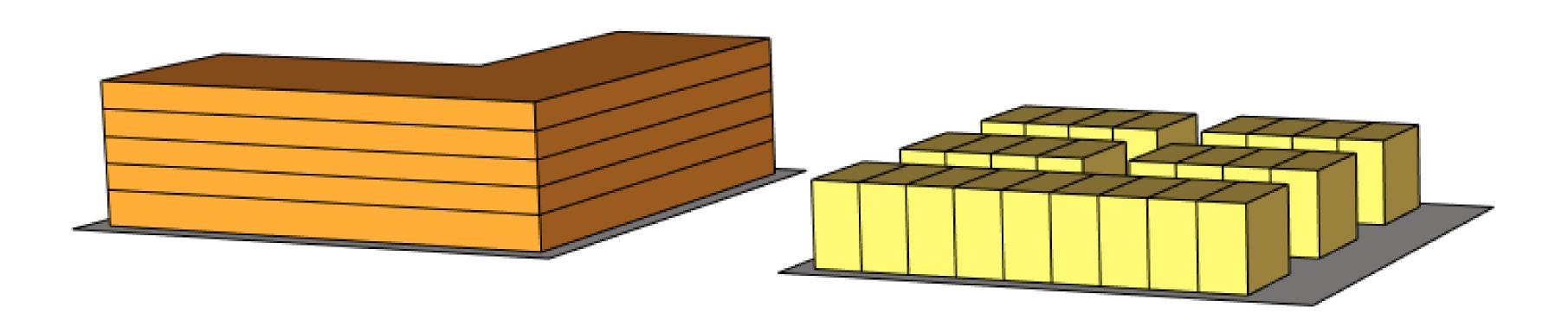




# Revenue of Different Land Uses DUKE STREET LAND USE PLAN COLORS DU

December Open House | 12.10.2025

How much revenue the City takes in through fees and taxes and the costs that are incurred for providing City services is dependent on the type and size of development.



#### Multi-Unit Residential

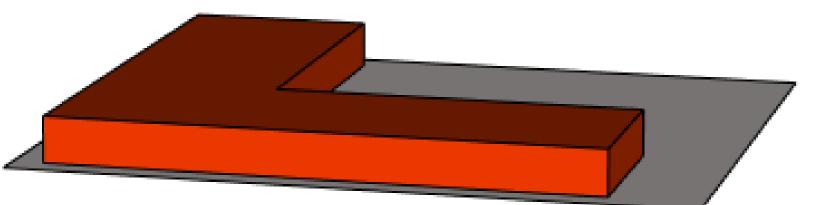
5 Stories 110 Units

Net Revenue per Year: +/- \$300,000

#### **Townhouse Residential**

3 Stories 25 Units

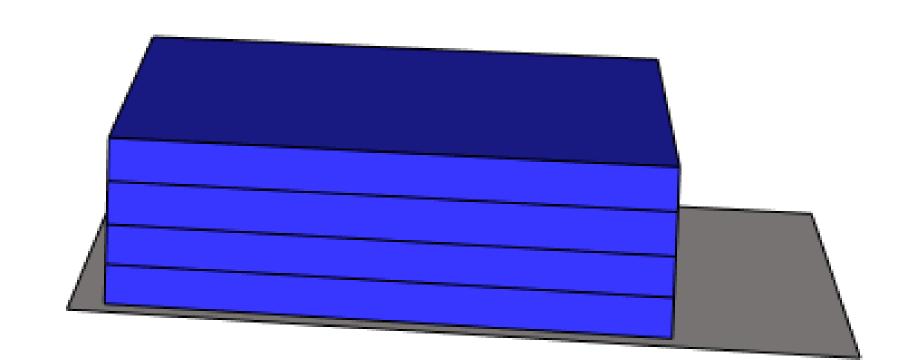
Net Revenue per Year: +/- \$100,000



#### Retail

1 Story

Net Revenue per Year: +/- \$150,000



#### Office

4 Stories

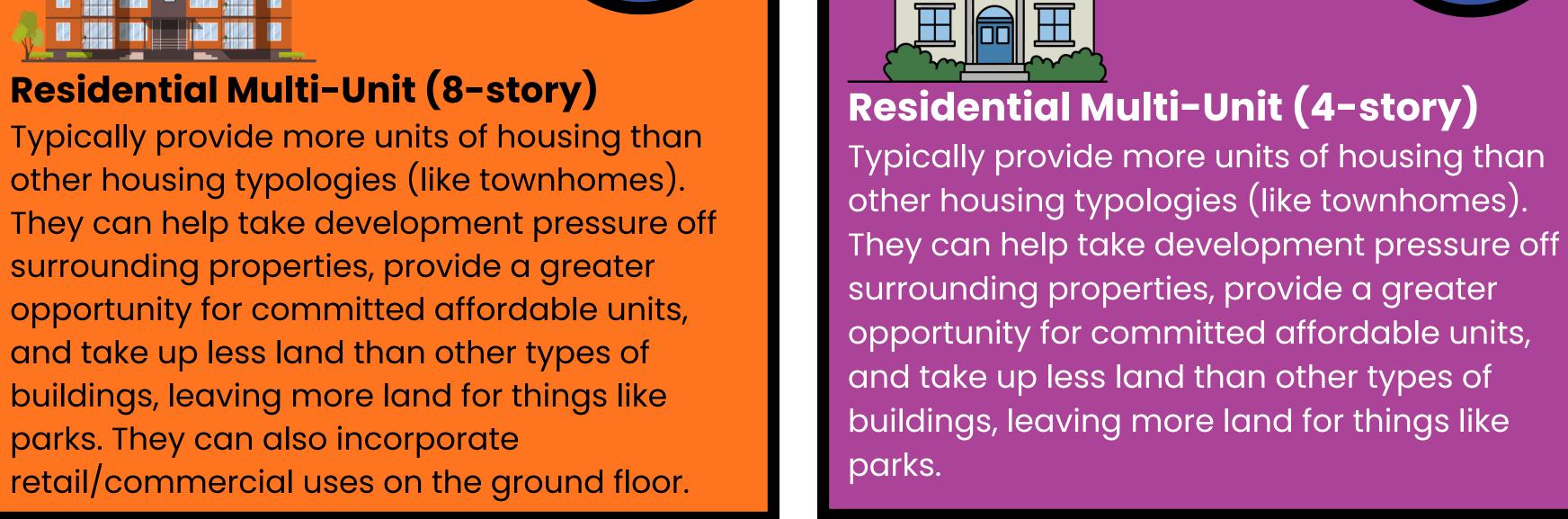
Net Revenue per Year: +/- \$400,000

# Pick a development you'd like to build

# Development Typologies

Choose one development typology for your parcel. Each development type generates potential for public improvements.















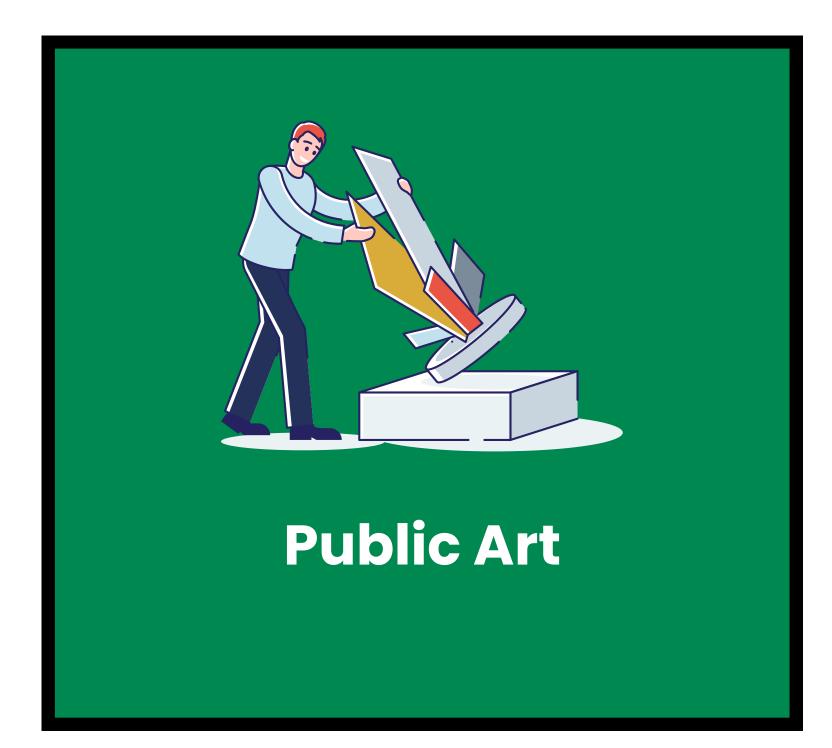
# Choose which community benefits you want to fund

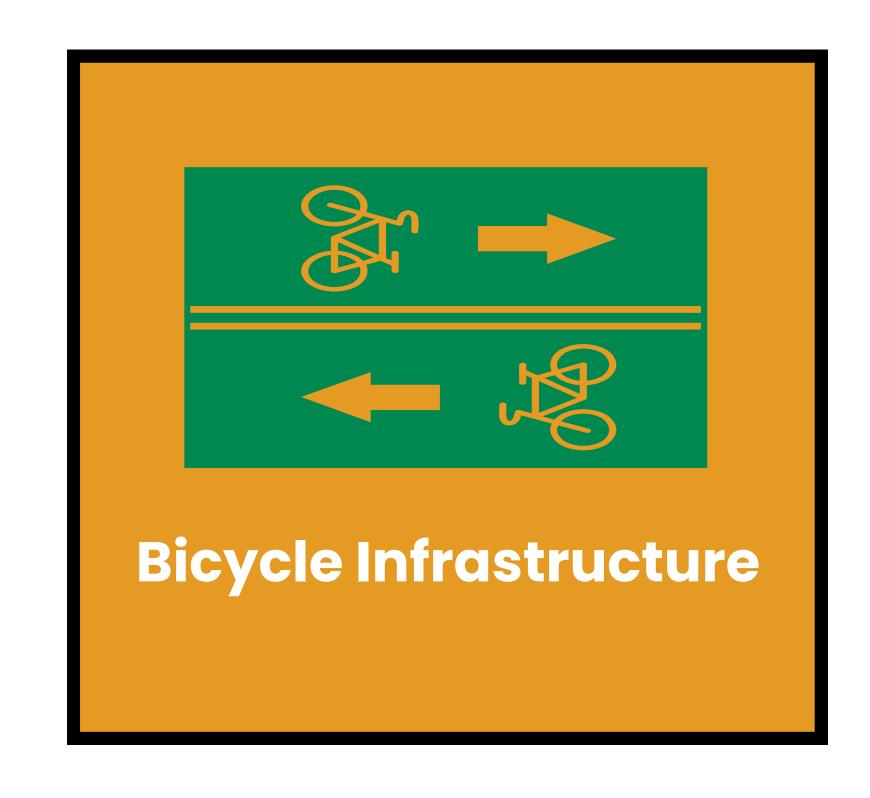
## Directions

Now that you've chosen which development type you want to build you can distribute your chips to any of the community benefits below.

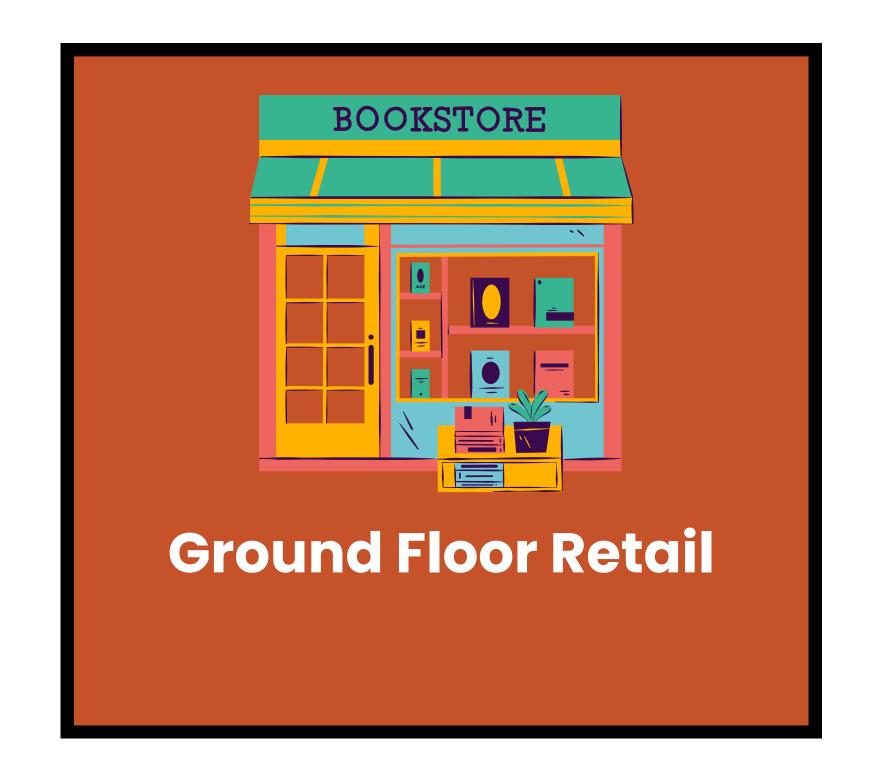


















#### Opportunities Map

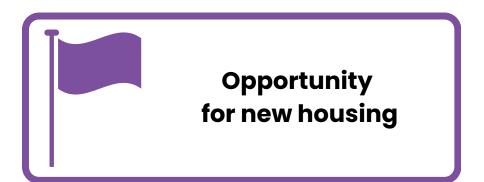
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What specific opportunities do you see on Duke Street? Use the sticky notes to add your opportunity to the large corridor map. Jot down an opportunity you see on a sticky note, place it on a pick, and mark it on the map.

Each sticky note color represents the following different opportunities: bicycle and pedestrian connections, retail/commercial activity, new housing, preservation of existing housing, improving existing parks and/or adding new parks, etc. You can write any additional context on the individual flags.







Opportunity for a new bicycle/pedestrian connection





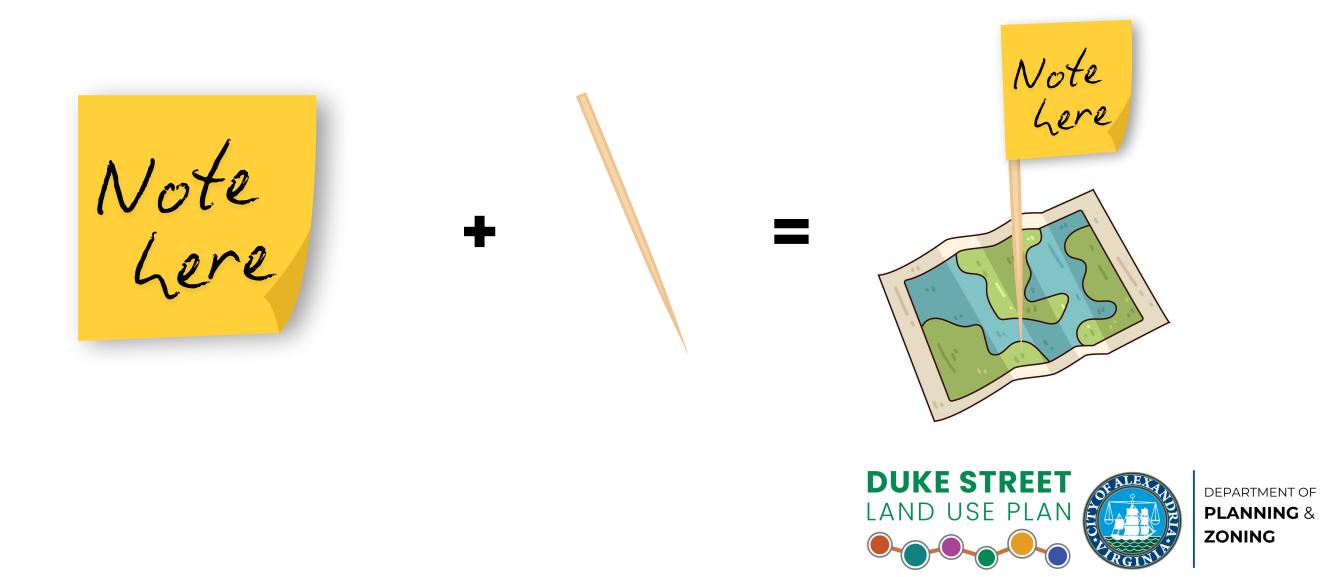


#### Opportunities Map

December Open House | 12.10.2025

What specific opportunities do you see on Duke Street? Jot down an **opportunity** you see on a **sticky note**, place it on a **stick**, and **mark it on the map**.

Examples of opportunities include: **bicycle and pedestrian connections**, **retail/commercial activity**, **new housing**, **preservation of existing housing**, **improving existing parks and/or adding new parks**, etc.



# Use these spaces to add more information about your opportunity/ies: Opportunity for retail/ commercial activity Opportunity for preservation of existing housing Opportunity for new housing Opportunity for new housing Opportunity for a new bicycle/ pedestrian connection Pedestrian connection Opportunity for improving existing parks or new parks Write your own opportunity

