Project Sequence & Strategy

Component 1
Block Analysis & Redevelopment Strategy

Component 2
Branding & Marketing Strategy

February	March	April	May	June	July	August	September	October

Plan Adoption (October 3rd)

Timeline boxes:

- Kick off Meeting
- One-On-One's
- Site Walkabout

Market Analysis / Highest & Best Use Recommendations

Regulatory/ Technical Analysis

LEAN URBANISM Scan Workshop

Prepare/ Review Block Revitalization Strategy Report

Commission / P&Z / Council Review

Branding/ Marketing Staff Kick Off

Old Town Business Owner Focus Group

Electronic Survey/ Old Town Business Owners

Community Open House

Create Brand / Visual Identity

Roster of Placemaking Elements

P&Z Commission City Council Review

Prepare Final Plan Recommendations

Key Takeaways

February
- Refine approach and stakeholders
- Identify physical assets & impediments on site
- Confirm project objectives

March
- Market study and broker/developer interviews
- Define spectrum of redevelopment options
- Infrastructure & Ordinance/Code Review
- Identify market entry barriers/opportunities; pro-forma
- Identify/inform mature market scenarios

April
- On site workshop with key stakeholders
- Sift through findings of studies to prioritize specific opportunities
- Identify objectives/ sources of social, financial, and political capital
- Develop strategies to reduce market entry barriers

May
- Two options: with and without cooperative owners
- Description and illustrations
- Review with staff

June
- Review findings & recommendations
- Gain consensus or make changes
- Prepare final report

July
- Refine approach and mechanics of process
- Identify focus group participants

- Define how branding works
- Explore their values, iconic branding concepts and strategic deployment of brand
- Identify existing marketing techniques

August
- Broader sampling of Old Town property owners
- Visual preference survey
- Gain community feedback

September
- Media Arts Studio
- Create iconic brand unique to Old Town
- Placemaking elements with locations and planning level cost estimates

October
- Review findings / recommendations
- Make final adjustments
- Prepare final plan