

Murray-Fireclay

A. Land use strategy

- Need incentives of city assistance
- Start at mid-block corners and foam company building
- RDA. Market priority locations (package incentives)
- City assembles property – may be needed
- Moving, temporary use assistance

B. Placemaking

- Use brickworks as identity
- Create self-sustainable urban project
- Consistent, uniform design elements, connectivity
- City to provide OK for street names, logo develop; street elements – use Fireclay
- Advertise, signage at major intersections along state 4500, main, interior roads, rail line – include art

C. MU & Walkability

- Increase density
- Allow heavier commercial use along state
- Retail along 4500, State, Main
- Ped connectivity between uses to rail (all types)
- Cottonwood Creek improvements
- CPTED good
- City to build parking structure

D. Financing

- #1 Rooftops in 1st
- Improvements: great up front
- #2 Obtain 2nd access
- #3 trade out county parcels for retail
- Incentives for public art-advertising