

Central Gateway – What would make a project catalytic?

Results of Brainstorming (CAC, TAC, PMT)

- Cleans area up
- Uses better quality of urban development
- Creates home ownership opportunities
- Multi-story
- Brings critical mass to the area
- Creates a nucleus
- Changes your thinking about an area
- Raises the bar
- Brings in a mix of uses
- Not solely a residential project
- Provides momentum
- Generates excitement and gets people to think differently
- Has an identity marker
- Surrounding area has amenities that are necessary to sustain the catalyst project
- Adds more bike lanes, but only on appropriate sides of the street
- Has regional appeal
- Has access to transportation system
- Raises TIF money
- Increases density
- Increases educational attainment levels
- Increases income levels
- Brings jobs

What Rose to the Top?

A catalytic project:

- Changes your perception about an area
- “Raises the bar” for future development
- Increases regional appeal of the area
- Raises educational and income levels
- Creates a new sense of place