









	EXISTING USE	ORIGINAL PROPOSAL	APPROVED USE
Zoning	C7	C3	C2
<ul style="list-style-type: none"> • Program 	<ul style="list-style-type: none"> • 20,000 s.f. former auto dealership 	<ul style="list-style-type: none"> • 20,000 s.f. market • 6,000 s.f. retail • 6 story • 23 condos • 9 townhomes 	<ul style="list-style-type: none"> • 20,000 s.f. market • 6,000 s.f. retail • 5 story • 17 condos • 8 townhomes

WHY IS IT SO HARD?

- **Smart Growth programs are almost never by-right.**
- **Development opponents are rarely swayed by program nuances of a project.**
- **Region is probably “anti-growth,” smart or otherwise.**

LESSONS LEARNED

- **Give them their pound of flesh early and often – give all stakeholders a sense of ownership.**
- **The City gets it.**
- **Do your homework: anticipate the biggest concerns.**
- **You'll still miss something: zoning variance vs. re-zoning**

ONE BIG IDEA

“Zoning, Zoning, Zoning”