



## Legislation Details (With Text)

**File #:** 07-1084      **Version:** 1  
**Type:** Agenda Item      **Status:** Department Matters  
**File created:** 6/13/2007      **In control:** Board Of Supervisors  
**On agenda:** 6/19/2007      **Final action:**  
**Title:** Chief Administrative Office recommending the Board receive and file the second quarterly report concerning the development of the Missouri Flat corridor, and the Missouri Flat Retail Market Absorption Study, prepared by Economic Planning Services (EPS).

**Sponsors:**

**Indexes:**

**Code sections:**

**Attachments:** 1. Missouri Flat Corridor Activity 2007 Chart.pdf

Date	Ver.	Action By	Action	Result
6/19/2007	1	Board Of Supervisors		

Chief Administrative Office recommending the Board receive and file the second quarterly report concerning the development of the Missouri Flat corridor, and the Missouri Flat Retail Market Absorption Study, prepared by Economic Planning Services (EPS).

### Background

The County is taking advantage of the opportunity to coordinate future development in the Missouri Flat corridor so that the area becomes a regional/sub-regional retail and commercial destination point. In November 2005, a multi-departmental team was developed and charged with reducing traffic congestion to meet level of service standards, fostering economic development by encouraging retail development and job growth, and creating a "sense of place" through the development of design standards. In addition, two consulting firms (RRM Design Group and DAS - Development Advisory Services) have been retained and have commenced their assigned tasks related to the preparation of Design Guidelines and overall Missouri Flat area Project Management, respectively.

The Board of Supervisors received the first quarter report pertaining to the development of the Missouri Flat corridor at its February 13, 2007 meeting. This staff report provides the Board with the second quarter report. Staff will continue to provide quarterly updates to the Board throughout the year as major milestones are achieved.

### Fiscal Impact

None. Funding for activities outlined in this staff report during 2007 have previously been approved by the Board of Supervisors. No request or allocation of funding is being requested at this time.

### Analysis

- **Missouri Flat Interchange Improvements.** Work has commenced on Phase 1A improvements. The Department of Transportation coordinated a groundbreaking event held on May 17. Completion of the improvements is expected in November 2008.

- **Application Processing:** Planning staff has received a development application for approximately 430,000 square feet of retail/commercial use located on the property behind (west of) the Prospectors Plaza shopping center north of U.S. 50. However, staff has been informed recently that a revised project with a reduced footprint of approximately 150,000 square feet will be submitted in the near future. Other development proposals within the corridor are nearing internal completion and will soon be ready to be submitted to the Planning Department for processing.
- **Economic Development Absorption/Market Study:** Staff has received and distributed the draft report from EPS that updates the previous 1997 analysis for the corridor. In the presentation scheduled for the Board's June 19 meeting, EPS representatives will present their findings that the corridor can currently accommodate over a half million square feet of retail on top of the currently proposed 430,000 square feet contained within the Marketplace project. They will also present their analysis that concludes that the County is leaking approximately \$229 million in taxable sales tax receipts annually, a 64% increase from 1997.
- **Design Guidelines:** At the time of the preparation of this staff report, planning staff and their consultants have completed two community workshops for the Design Guidelines. Staff anticipates that a Planning Commission hearing draft of the Design Guidelines will be available in early Summer 2007. The Board is tentatively scheduled to hear the item in late Summer 2007.

### Future direction

- Staff and the business community are working together toward the preparation of a Specific Plan for the Missouri Flat Corridor that will address existing conflicts between the General Plan and current zoning. This joint effort will be coordinated through the Office of Economic Development and the business community. The final work product will be prepared by the business community.
- The multi-department team will develop an "opportunity sites template" for this corridor, which will then be expanded for use along the U. S. 50 corridor. The Office of Economic Development will coordinate analyses of potential sites, making preliminary recommendations, review zoning issues, refining the permit process, and developing and distributing marketing materials.

Several County Departments will participate in this work effort over the next 18 to 24 months and will assign staff as necessary to ensure that the work products are consistent with County policies and regulations.

Staff and I are available to answer any questions you may have concerning this update.

Attachment:

1) EPS Draft Absorption/Market Study