

HARBOR AND PIER AREA GUIDING PRINCIPLES

(Not in Priority)

Financial/Economic:

- Improve net financial return to provide a means to enhance resident and visitor amenities and services.
- Utilize best practices for public/private real estate transactions.
- Ensure compliance with applicable governmental regulations as required.
- Provide positive cash flow to the City's General Fund (net of costs).
- Pursue the best mix of leaseholds, direct or through master lessees, to facilitate achievement of the Guiding Principles.
- Maintain adequate resources to protect public investment in the Harbor and Pier areas and provide opportunities to achieve the Guiding Principles.
- Provide initial focus on a number of projects and funding sources to jump start progress in achieving Guiding Principles.
- Enhance and expand business and job opportunities.

Development:

- Ensure gateways to the Harbor and Pier areas are attractive and active.
- Provide and enhance boating, water, recreation, entertainment, and sports related activities.
- Encourage public art.
- Encourage a high level of design and architecture complimentary to the Harbor and Pier areas character and use.
- Reinforce and expand hospitality offerings including hotels, timeshare, conference, banquet, and/or meeting places.
- Ensure development of high quality Harbor and Pier areas including the best possible mix of resident and visitor serving commercial uses including, but not limited to, retail, specialty retail, water/marine related retail, restaurants and hospitality.
- Encourage high quality special events complimentary to a vibrant Harbor and Pier area.

- Provide user friendly and safe parking.
- Utilize shared parking to meet regular demand.
- Provide enhanced public access including public plazas and other public spaces for sitting, viewing and gathering along the waterfront.
- Provide enhanced public boating access and facilities.
- Provide land use and development standards that will ensure sustainable success of the area.
- Require development to be designed to encourage pedestrian activity and accommodate safe bike and pedestrian paths.

Environmental:

- Ensure responsible environmental stewardship by incorporating the principles of sustainable development with the goal of enhancing water, soil, air quality, and biological diversity.
- Minimize negative impacts on surrounding areas.
- Improve traffic circulation in the Harbor and Pier areas.
- Promote the safety of the Harbor and Pier areas.