Opportunity Siting

- Adopted by City Council as the primary strategy for mixed-use development in established areas.

  An “opportunity site” is a particular parcel (one or more tax lots) that has the potential for medium- or high-density residential development in a way that protects the health and stability of established neighborhood(s) near the site.

- Enhance the health and stability of existing neighborhoods
- Promote compact and livable residential development
- Provide a variety of housing types
- Establish residential populations that support neighborhood-scale, mixed-use development

Incentives
(e.g., more dwellings and flexibility in design standards)
stimulate appropriate development.

Siting and design standards and neighborhood involvement in the approval process ensure appropriate development.

Vacant or underutilized lot

Appropriate medium- or high-density development

Potential inappropriate development

Developers Win + Residents Win
Opportunity Siting (simplified)

Potential Site

Site Selection Criteria

Proposed Project

Project Approval Criteria

Site Selection & Project Approval Processes

Incentives

Approved Project

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JWN: Jefferson-Westside Special Area Zone and Potential Opportunity Sites
Hypothetical Example of Opportunity Site

Potential for 100 to 150 apartments