

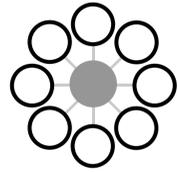
**1 SCOPING**  
the Project



**DEFINE THE CORRIDOR**

General Plan  
Community Vision  
Local & Regional Context

**2 INVESTIGATING**  
the Corridor



**OPPORTUNITIES & CONSTRAINTS**

Culture & History  
Design  
Economics  
Environment  
Governance  
Mobility  
Physical  
Regional Context  
Social  
Sustainability

**3 VISIONING**  
the Corridor



**CORRIDOR VISION PLAN**

Guiding Principles  
Community Goals & Statements  
Branding

**4 DESIGNING**  
the Corridor



**CORRIDOR CONCEPTS**

Land Use  
Economic Activities  
Mobility Systems  
Design Charrette  
Alternatives



**FOCUS AREA PLANS**

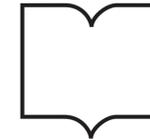
Land Use Mix  
Circulation/  
Connectivity  
Building Envelope  
Financial Models



**CORRIDOR DESIGN PLAN**

Land Use Plan  
Circulation Plan  
Infrastructure Plan  
Design Guidelines

**5 IMPLEMENTING**  
the Program



**REGULATORY**

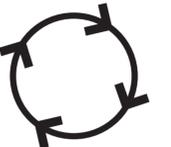
Area Plan  
General Plan Amendment  
Specific Plan  
Zoning Overlay  
Form Based Code  
MULTI-JURISDICTIONAL  
Joint Powers Authority  
Joint Specific Plan/RDA  
Sales Tax Sharing



**ACTION/PLANNING**

Entitlements  
Phasing & Sequencing  
Business Development  
Capital Improvement Program  
Redevelopment Activities

**6 MONITORING**  
the Program



**EVALUATION PROGRAM**

Benchmarks  
Progress Measurement  
Evaluation & Adaptation

Environmental Assessment



Existing Conditions

Outreach



Survey/  
Interviews

Market Assessment



Market Demand



Workshop



Sensitivity Analysis



Workshop



Workshop



Public Hearings



Development Feasibility



CEQA  
NEPA



Public Hearings



Site Assessment  
Remediation



Financing

**CORRIDOR PLANNING PROCESS**