

Draft Language

Request to Amend the University Area Plan (UAP)

This plan amendment application proposes adding the following new section to the existing University Area Plan (UAP):

Section 3.G. Helen-Warren Station Area (HWSA)

The Helen-Warren Station Area (HWSA) is established in recognition of the new Helen-Warren streetcar station located on the south side of Helen Street, approximately one hundred feet (100') east of its intersection with Warren Avenue and approximately five hundred feet (500') west of Campbell Avenue. The purpose of the HWSA is to provide a framework for the development of nearby properties in a way that is consistent with the opportunities which the streetcar station provides, as well as to promote other multi-modal transportation opportunities in conjunction with it.

The HWSA does not have a strict physically boundary, but is generally comprised of the area in and around the intersection of Speedway Boulevard and Campbell Avenue, with particular recognition being given to those properties north and west of the intersection. The HWSA will be definitively comprised of a set of formally delineated Sub-Areas, each of which will constitute an amendment to this Section and which will proceed through the established plan amendment public process.

This Section 3.G will be implemented by a series of *Policies* and *Guidelines*. for each delineated Sub-Area. A *Policy* is a statement of principle or of guiding action that implies a clear, specific-commitment and which is viewed as a firm standard; a *Policy* must be demonstratively met at the time of any rezoning. A *Guideline*, on the other hand, expands on the overall policy direction by providing complementary or supplemental direction or by illustrating ways to meet the policy objectives. While *Guidelines* provide direction, alternative methods and approaches can be utilized to achieve the overall *Policy* direction if sufficient justification is provided.

Sub-Area 1

Sub-Area 1 is hereby established, as illustrated on the attached Exhibit 3.G.1, comprising that 2.49-acre property located north and west of the intersection of Speedway Boulevard at Campbell Avenue.

Intent Statement: The intent of Sub-Area 1 is to provide for a mixed-use development, consistent with the primary Sub-Goals defined below, that complements the Helen-Warren streetcar station.

Sub-Goals: Promote a complement of *land uses* that is appropriate for a transit-oriented infill development; this mix of uses could include indoor and outdoor commercial retail and services, restaurants, a full-size grocery, professional offices, and residential condominiums.

