

THE RESIDENCES AT ECHELON

**A LUXURY MULTI-FAMILY
LAND USE PROPOSAL**

CDO VISION

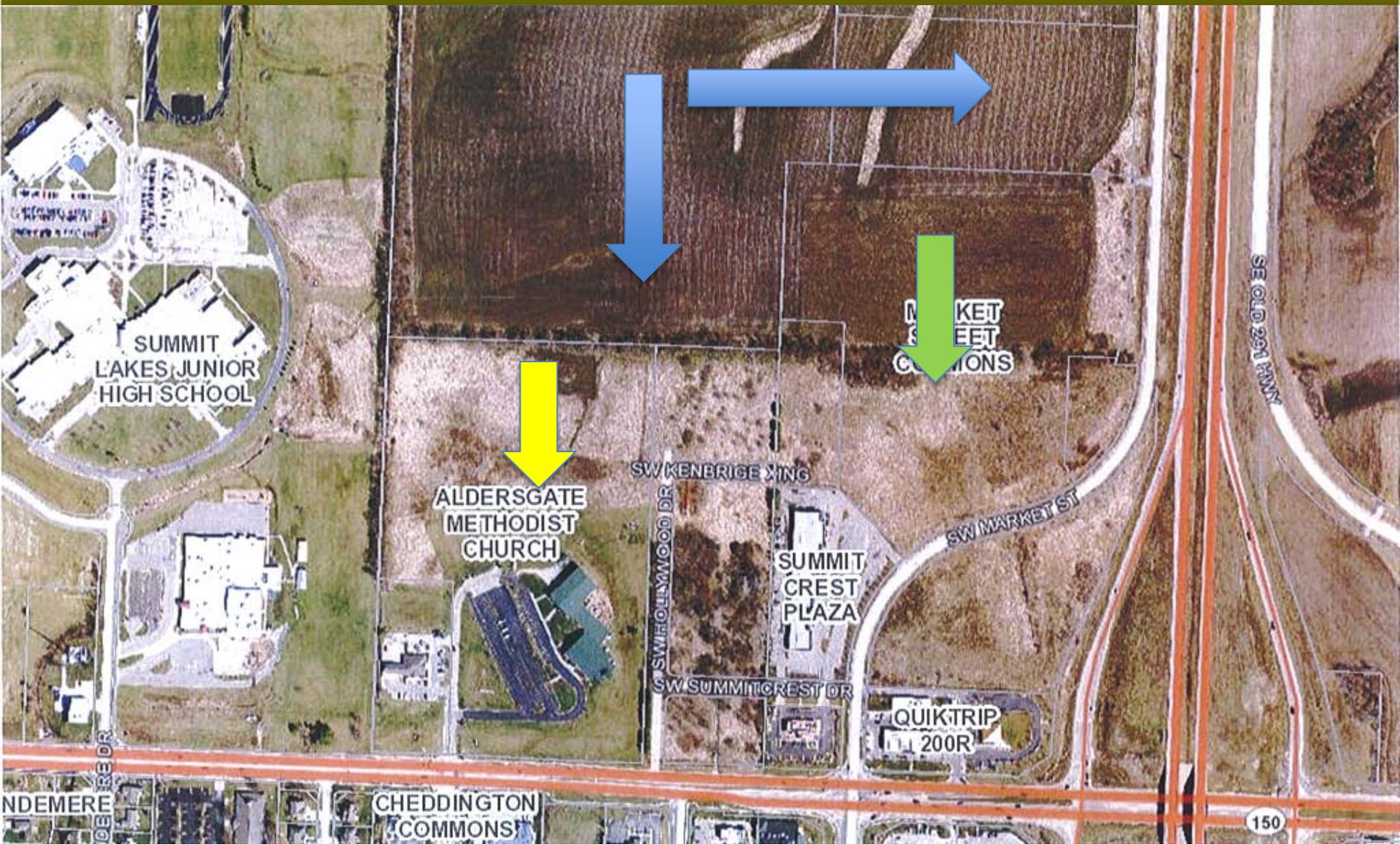
- **Desire for:**
 - **Strong, stable economy**
 - **A healthy environment**
 - **A livable community**
- **Balancing economic opportunities and fiscal stability with a quality built environment**

M-150 CORRIDOR DEVELOPMENT OVERLAY INTENT

- **Encourage high quality development**
- **Implement community design preferences**
- **Well coordinated development**
- **More sustainable development**

Adopted Framework Plan:

- **Project area is identified as Commercial (Office/Retail)**
- **Project is located north of the church (considered a 3rd tier property)**
- **Market indicates 3rd tier properties are better suited for residential than Commercial**



PMIX – What Is It?

- **Provides greater flexibility in development standards to facilitate adaptation of development to the unique conditions of a particular site**
- **Permits a more comprehensive response to market demand**
- **Allows greater economic vitality including high standards of site and building design**
- **Provides a higher level of environmental sensitivity**

WHY PMIX?

- **Provides the greatest leverage of uses and control of features**
- **Standards are established with the development plan approval**
- **Provides the highest degree of design including more amenities and green space**
- **Opportunity to establish higher end finishes for users resulting in higher market rental rates**

PMIX Cont.

- **Staff identified an opportunity to capture additional properties for mixed use**
- **Additional properties included the church and bank – both having additional development parcels**
- **Opportunity to include development of future properties to the north and east**
- **PMIX provides approval of additional design standards and increased sustainability features**

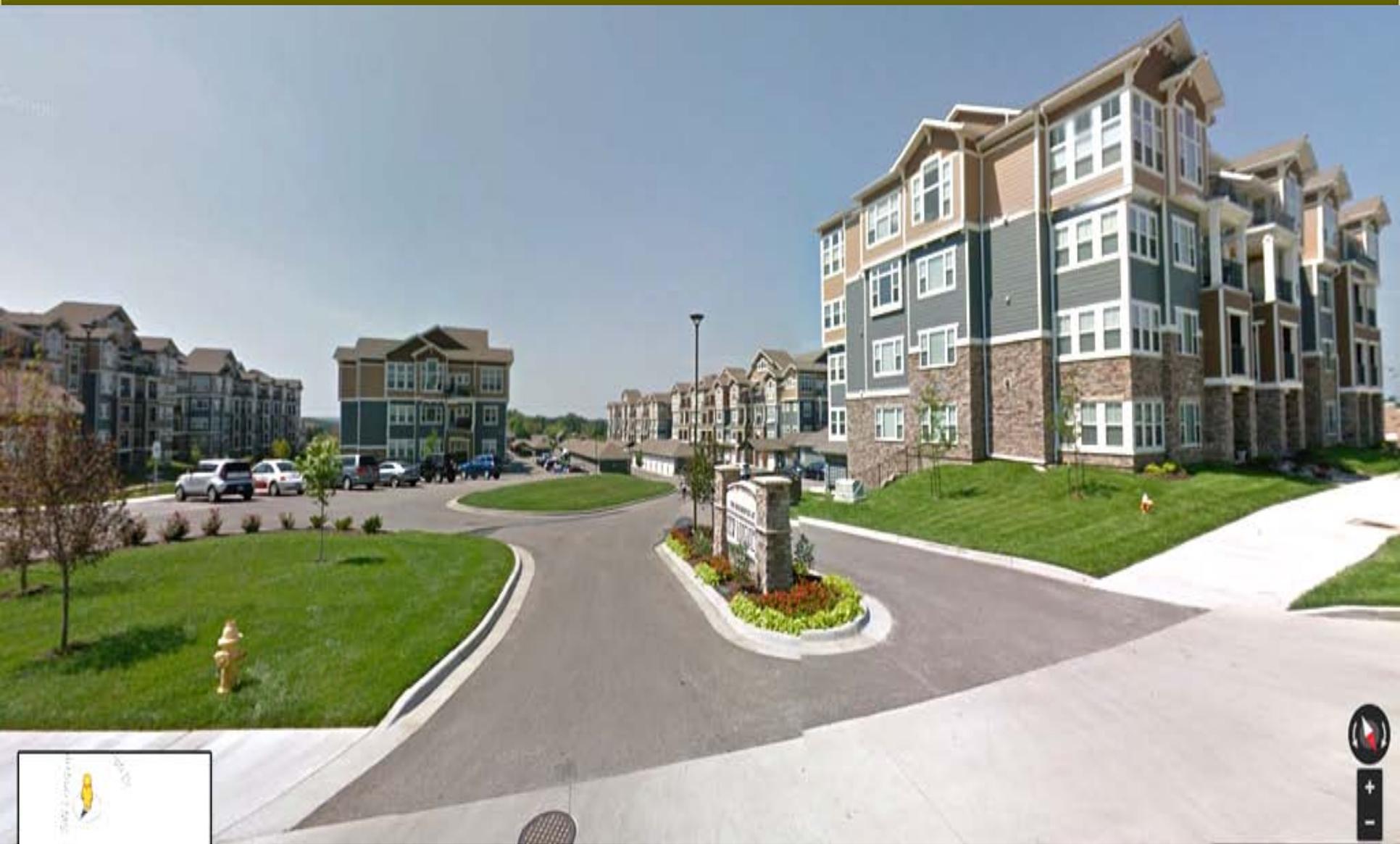
ALTERNATIVE EQUIVALENT COMPLIANCE

- **Purpose**
 - Allows development through an alternative design that does not strictly adhere to the CDO's standards
 - Not a general waiver of regulations
 - Authorizes site specific plan that is equal or better than the strict application of CDO's standards
 - Approval – only applies to specific site – does not establish precedent

WHY NEW LIFE STYLE DENSITY?

- **Affords greater opportunities for increased site amenities**
- **Provides opportunity for increased quality development and adjusting to market demand**
- **Increases sense of neighborhood and community**
- **Creates opportunity for additional green space by building up-not out and decreasing stormwater runoff**

19.9 Units/Acre



LS

Residences at New Longview

19.9 Units/Acre





25.6 Units/Acre



AMLI at New Longview

25.6 Units/Acre



25.6 Units/Acre



13 Units/Acre



Fairways at Chapel Ridge

13 Units/Acre



13 Units/Acre



LS

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SUMMARY

- **PMIX provides the highest level of leverage and control for project approvals**
- **PMIX maintains the intent of the CDO**
- **PMIX provides for standards in excess of the CDO**
- **PMIX provides for better response to market demands**