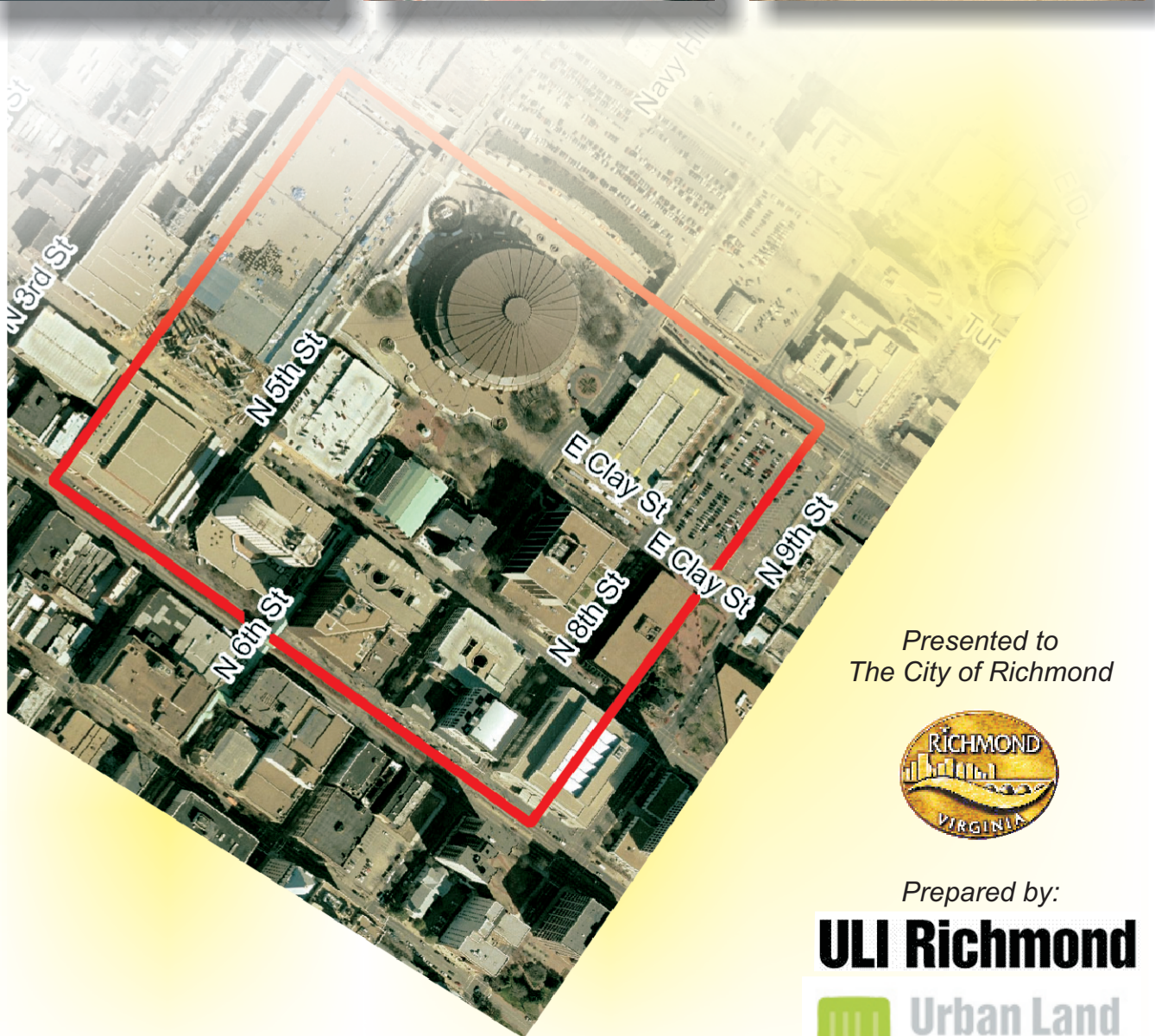


Sixth Street Marketplace

Richmond, Virginia

Technical Assistance Program (TAP) Report



Presented to
The City of Richmond



Prepared by:

ULI Richmond



June 10, 2008

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About ULI

ULI – the Urban Land Institute – is an international nonprofit research and education organization that promotes responsible use of land and responsible leadership to enhance and sustain communities worldwide. Founded in 1936, the institute now has more than 30,000 members worldwide representing the entire spectrum of land use and real estate development disciplines, working in private enterprise and public service.

Part of ULI's community outreach program is to offer professional services to evaluate specific issues. One of those programs is ULI's Technical Assistance Program (TAP). A TAP session is usually a day and a half long and brings together experts in the real estate and development industry to deal with three to four well defined questions related to a land use issue. The TAP is staffed by local ULI members and Fellows with ULI. Expenses are covered by the sponsor or contracting entity requesting ULI's services. Briefing books are provided to the TAP panel members prior to the TAP and a written report of the finding follows a few months following the event.

The Sixth Street Marketplace TAP was requested through a collaboration of the City's Departments of Real Estate Services, Community Development, and Economic Development; supported by the Richmond District Council of ULI, and coordinated by the TAP committee.

For more information about the Technical Assistance Program or to explore how a formal request can be made, please contact Laura Lee Garrett, Chairman of the Richmond TAP committee.

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Or contact ULI Richmond via email at abbie.zwicke@uli.org. For more information on the Urban Land Institute visit www.uli.org.

Acknowledgements

ULI-Richmond District Council would like to acknowledge those whose generous contributions made the 6th Street Marketplace/Blues Armory/Coliseum TAP a success. We recognize and thank TAP's sponsor representatives from the City of Richmond Jane Ferrara, Cary Brown, Carthan Currin, Alicia Zatcoff, Rachel Flynn and Michael Brown for their invaluable assistance. To Dolly Vogt and other Coliseum personnel, we thank you for your generous donation of the Coliseum Club room for the panel working sessions and refreshments. Special thanks go to the Economic Development Authority for sponsoring the panelists' dinner at 27 Restaurant. We gratefully acknowledge the City of Richmond for in kind contribution of print shop services for the production of the panel briefing books. We give a heartfelt thank you to each of the panel members for generously sharing their time and expertise. And finally, thanks to the ULI-Richmond TAP committee members Abbie Zwicke, Adena Patterson and Muriel Rodriguez for their hard work and diligence throughout the TAP process.

The Panel

The Urban Land Institute (ULI) Richmond District Council's Technical Assistance Panel (TAP) was tasked to formulate a vision for the redevelopment of the Sixth Street Marketplace and surrounding City-Owned properties. Based on the vision, the City will then select a master developer that will plan, finance, design, and construct a development featuring a use or combination of uses that will be compatible with



architectural style and character of the City's section of downtown that is located north of Broad Street.

A multi-disciplinary panel of mostly local business owners, managers, and private and commercial real estate professionals was assembled for this TAP.

Participating panel members are listed below followed by brief summaries of their individual qualifications.

Panelist	Specialty
Laura Lee Garrett	TAP Panel Chairperson, Moderator
Michael Beyard	Urban planner and economist; ULI Senior Resident Fellow for retail and entertainment development
Karl E. Bren	Consultant for application of green building and sustainable design, especially for affordable housing
John B. Levy	Real estate investment financier for multifamily and commercial projects
Robert (Robin) W. Miller, Jr.	Rehabilitation and adaptive reuse of historic buildings
T. K. Somanath	Neighborhood revitalization, community development, affordable housing
C. Samuel McDonald	Development, rehabilitation, and property management
Michael T. Byrne	Restaurateur
Andrew Basham	Development of mixed-use and apartment projects
Ralph B. Higgins	Landscape architect
Chris Lloyd	Consultant for business expansion services
Melvin Law	Local citizen/activist

Laura Lee Garrett, McCandlish Holton

Laura Lee Garrett, TAP Panel Chairperson, is a partner at McCandlish Holton in the firm's Corporate and Real Estate Practice Groups. With over 18 years of experience in the real estate industry, her practice focuses on shopping center and mixed use development, real estate investment, leasing and finance. She has worked as in-house real estate counsel for two Fortune 500 retailers, allowing her to experience first hand the business side of retail real estate as well as the operations of large public companies. Laura Lee represents investors, developers, tenants and lenders in a wide variety of complex transactions including anchor tenant leasing, tax-deferred exchanges, mergers and acquisitions, real estate purchases and sales, rehabilitation projects utilizing federal and state historic tax credits, and condominium development. She also works with the health care attorneys in the firm on development, leasing and finance of physician office buildings, nursing homes, and medical campus development.

Michael Beyard, ULI Senior Resident Fellow

Michael Beyard is an urban planner and economist and is a ULI Senior Resident Fellow for Retail and Entertainment Development with more than 25 years' experience in the related fields of real estate development, land use planning, and economic development. His experience is focused in both the United States and Europe on commercial and retail development, shopping centers, e-commerce, location-based entertainment, and downtown revitalization. He is the author/project director of numerous books and is also a featured speaker in the United States, Europe, and South America on retail, entertainment, and downtown development issues. He created and directs ULI's International Conference on Reinventing Retail Development. He also created ULI on the Future, ULI's annual publication devoted to emerging land use and development trends and issues, and the Entertainment Zone newsletter.

Karl Bren, GreenVisions Consulting

Karl Bren is President of GreenVisions Consulting. GreenVisions provides consulting services relating to the application of green building and sustainable design, especially in single and multifamily affordable housing. He is also a nationally known conference speaker and conducts workshops on green building and sustainable design. He is a LEED Accredited Professional with the US Green Building Council and has been involved with green building and sustainable development for over ten years. He is a founding Board member of the James River Green Building Council and the Better Housing Coalition, a progressive non-profit community development corporation committed to affordable housing and sustainable design. He is also a member of the

Board of Directors of the Virginia Conservation Network. He was appointed to the Governor's Energy Policy Advisory Council by Governor Tim Kaine in 2007.

Robert W. Miller, Jr., Monroe Properties

Robert "Robin" Miller is a Principal at Monroe Properties with over 30 years of experience in the real estate industry. Robin Miller specializes in identifying creative approaches to the rehabilitation and adaptive reuse of historic buildings. As a graduate of the United States Military Academy at West Point and Harvard University, Mr. Miller's varied educational background includes a professional engineer certification, a Masters in Public Policy, and a license as a real estate broker. With this knowledge he has successfully developed projects in five states throughout the country including a 125-acre master planned community in his hometown of Kingsport, Tennessee. In 1994, Mr. Miller came to Richmond with his experience and vision for improving urban communities and quickly became a leader in the redevelopment of historic buildings in the state of Virginia. Mr. Miller has completed over a dozen projects in downtown Richmond approximating \$100 million. He is also currently involved in large multi-phase redevelopment projects in the historic cities of Staunton and Petersburg, Virginia.

T. K. Somonath, Better Housing Coalition

T. K. Somonath is President, CEO, of Better Housing Coalition, a nonprofit, community-based housing corporation. Mr. Somonath has become an advocate and a recognized voice for neighborhood revitalization and community development on the local, state and national scenes. Under Mr. Somonath's leadership, Better Housing Coalition (BHC) has developed several award-winning, healthier and more sustainable communities and has produced over 1,000 new and rehabilitated affordable homes, while providing quality services to thousands of residents, improving their quality of life in the Richmond metropolitan area. Before joining BHC, Mr. Somonath served as the Director of Development at Richmond Redevelopment & Housing Authority (RRHA) for 15 years and was responsible for developing affordable housing and other community- and neighborhood-oriented initiatives, including the redevelopment of a 300-acre neighborhood of about 2,500 families in the Richmond area.

C. Samuel McDonald, Property Results, LLC

C. Samuel McDonald is responsible for development, rehabilitation, and property management at Property Results, LLC – a development and consulting company. Sam has served as developer and/or managing member of numerous apartments, offices, condominium units, and historic warehouses. He serves as member of the Edgar Allen Poe Museum Board of Trustees; and is a Co-Sponsor of Clean Up the Bottom (CUB). He is also a member of the Alliance to Conserve Old Richmond Neighborhoods

(ACORN); Shockoe Bottom Merchants Association; and the Manchester Alliance Neighborhood Team.

Michael T. Byrne, LB Brewing Company

Michael T. Byrne is President of the LB Brewing Company which owns the Richbrau Brewing Company and the TapHouse Grill in Shockoe Slip. Mike was President of the Shockoe Slip Association for ten years and currently sits on the board of the Historic Shockoe Partnership. He was appointed to The Mayor's Inter-Agency Task Force on Community Infrastructure and for the last 15 years Mike has been the liaison from Shockoe Slip to the Richmond Police Department. Mike has developed a Parking Management Model for downtown Richmond and worked with GRTC to develop a Downtown Shuttle System.

John Levy, John B. Levy & Company, Inc.

John Levy is President of John B. Levy & Company, Inc., a real estate investment-banking firm headquartered in Richmond. The company raises equity and debt for developers and owners of commercial and multi-family projects from both institutional investors and its own proprietary funds. Mr. Levy is the co-founder of the Giliberto-Levy Commercial Mortgage Performance Index and authored the Barron's/John B. Levy & Company National Mortgage Survey, a regular monthly feature of Barron's. Additionally, he is a member of the Board of Directors of Anthracite Capital Inc. (NYSE: AHR), a New York Stock Exchange REIT managed by BlackRock, Inc and a former director of Value Property Trust.

Andrew Basham, Colonial Properties Trust

Andrew Basham is the Vice President of Development for Colonial Properties Trust, a Birmingham, Alabama based REIT. Mr. Basham manages the Virginia Development office based in the City of Richmond. Andrew and his team are responsible for sourcing and developing mixed-use and apartment projects throughout the state with a focus on key locations in suburban and infill settings in Richmond, Hampton Roads and Northern Virginia. Colonial's goal is to conscientiously develop large scale mixed-use communities, urban and New Urban vertical mixed-use apartment product and suburban Class A+ apartments for their own portfolio.

Ralph B. Higgins, Higgins and Gerstenmaier, PLC

Ralph Higgins is Senior Principal/Lead Designer and a Virginia Certified Landscape Architect at Higgins and Gerstenmaier. His 37 years of land planning and landscape architectural experience have lead to a number of professional design awards. In

addition, Mr. Higgins has over 25 years experience as an instructor for Land Use and Site Planning at Virginia Commonwealth University.

Christopher D. Lloyd, McGuire Woods Consulting

Chris Lloyd is Senior Vice President and Director of Business Expansion Services at McGuire Woods Consulting. Chris Lloyd served for nearly five years in the Office of the Secretary of Commerce and Trade under Virginia Governors Allen and Wilder, including service as the Assistant Secretary for policy. In this position, he was responsible for legislative, budgetary, and regulatory coordination and development for the fifteen agencies within that Secretariat which oversees the state's economic development marketing, workforce training and business assistance programs.

The Stakeholders

Local businesses and organizations considered interested/relevant parties to any significant changes that may occur at the Sixth Street Marketplace were identified as Stakeholders. These Stakeholders included:

- City of Richmond
- Richmond Coliseum
- Richmond Convention Center
- Greater Richmond Chamber of Commerce
- Greater Richmond Partnership
- Historic Richmond Foundation
- Jackson Ward
- Metropolitan Business League
- Philip Morris USA
- Richmond Redevelopment and Housing Authority
- Valentine History Center
- Venture Richmond
- Virginia Biotechnology Park
- Virginia Commonwealth University

Stakeholders were invited to meet with the Panel for discussions regarding history, challenges, concerns, and needs at the subject property. The following stakeholders were in attendance:

Stakeholder	Business/Specialty
Kelvin Hanson	Developer with Hanson Company; adaptive reuse; City of Richmond Economic Development Authority
Bill Martin	Director, Valentine Museum
Jack Berry	Director, Greater Richmond Convention Center
Brian Jackson	Legal Counsel, Ukrop's Super Markets
Jack Berry	Director of Venture Richmond, downtown marketing
Paul Jez	Associate Vice President of Business Services and Treasurer, VCU. Responsibilities include retail operations and VCU parking.

Russ Uzzle	University Planner, VCU
Dolly Vogt	Coliseum General Manager, also oversees the Landmark Theater
Charles Finley	Historic Jackson Ward Association
Oliver Singleton	President of Metropolitan Business League located in Jackson Ward
Peter Larkin	Staubach Real Estate Advisory
Alicia Zatcoff	City of Richmond, Real Estate Project Development Manager
Michael Jackson	Senior Assistant to Chief Administrative Officer

Stakeholder Feedback

A brief summary of issues and concerns raised by the stakeholders is provided below:

- Residents of downtown are looking for more services including grocery stores and drug stores to make city living easier and more convenient.
- Restaurant/retail space is needed because of the demand from biotech park and the two campuses. In addition, office workers in the area have limited options for lunch, coffee, or occasional retail needs.
- Before and after Coliseum events, there is no where within walking distance to have a meal or a drink. Patrons want to make a night out of going to the Coliseum, but without either public transportation or restaurants/bars within walking distance, there is nowhere to go.
- Transportation is a real need. Stakeholders proposed a trolley that would run between major areas of the city allowing tourists and convention goers to get around easily.
- The Convention Center would greatly benefit from quick casual dining in the area. They are losing conventions because of the lack of fast food and other amenities in the area.

Questions for TAP Panel

1. How does the surrounding environment (including the Coliseum, Convention Center, Phillip Morris, and Performing Arts Center) affect the ultimate outcome of the Sixth Street Marketplace redevelopment? What can the City do to facilitate success of the project?
2. What are the linkages that can be created – through a redevelopment of the Sixth Street Marketplace - with the Convention Center, the Coliseum, the Performing Arts Center, the Biotech Park, MCV, VCU, area hotels, office space market, other parts of the City (including the Court End)? What are the benefits of these linkages?
3. What role should the Coliseum play in the redevelopment of the Sixth Street Marketplace? Given the City’s desire to ensure the success of the redevelopment, what should be done with the Coliseum?
4. What would be a recommended development concept for the subject properties?
5. What steps can the City take to improve the attractiveness of the Sixth Street Marketplace and Coliseum as stand alone redevelopment opportunities to the private sector?
6. How can we ultimately make this neighborhood more “friendly” to residents, business community, and visitors?

Overview

The City of Richmond (the City) is highly interested in initiating a redevelopment of the Sixth Street Marketplace and surrounding City-owned properties. The City plans to select a private sector Master Developer who will plan, finance, design, and construct a development featuring a use or combination of uses that will be compatible with architectural style and character of the City's section of downtown that is located north of Broad Street. The City expects that the Master Developer will bring their own vision of reuse for the Sixth Street Marketplace and associated land parcels. The City is keenly interested in examining all of the dynamics surrounding the redevelopment of the entire site. Accordingly, the City is seeking advice on what actions to implement on publicly controlled parcels and assets (including the Sixth Street Marketplace, Coliseum and the public plaza to the north of the marketplace) that will ensure the success of the redevelopment. The City requested assistance from the Urban Land Institute Richmond to convene a Technical Assistance Panel (TAP). It is hoped the TAP can provide expert information as to how best to position the various City-owned properties to facilitate a private sector sponsored redevelopment initiative.



Background

The subject properties are bordered by Broad Street to the south, the Greater Richmond Convention Center to the west, The Philip Morris Bio-Tech Center to the north and the 8th Street to the east. In the center of the properties is the Sixth Street Marketplace which consists of approximately 60,000 square feet (the structure is the remaining portion of a much larger marketplace, but now consists of a four-story atrium food court attached to a historic armory that houses office uses in the upper floors). Sixth Street Marketplace is a prominent site that will have significant impact on the surrounding area given the site's importance to downtown and its proximity to major economic drivers.



The properties additionally include the City-owned Festival Park and an adjacent 11 acre site that is improved with the Richmond Coliseum.

The majority of the site is currently zoned CM (Coliseum Mall); however, surrounding properties are zoned B-4. The City's new Master Plan suggests a change to a Form-Based zoning code that is geared

more towards design of the vertical improvements than land use. The City of Richmond's zoning ordinance may not contain a zoning classification that will allow for the type of development ultimately recommended by the TAP panel; however, the City is supportive of a combination of uses that encourage a higher and better use and design than may otherwise be permitted under the current zoning classification.

Key Assumptions

While the City has provided overall objectives for the project; no decision has been made with regards to a specific transaction structure or development vision for any proposed development plan. The TAP study should consider the following assumptions:

- The City envisions a sustainable development that offers quality and architecturally compatible development that will incorporate an appropriate amount of green space and public areas.

- The City is willing to entertain creative strategies to partner with a Master Developer to redevelop not only the Sixth Street Marketplace, but the surrounding City-owned properties
- The City wishes to maximize the short-term and long-term revenue generated by the property and/or surrounding City-owned properties. This could be accomplished through a variety of scenarios.

The TAP is requested through a collaboration of the City's Departments of Real Estate Services, Community Development, and Economic Development.

Over the last 15 years, The City's vision for the area has changed due to the variable market conditions and the site's proximity to major economic drivers. Today, the City recognizes the need to consider a variety of development concepts, and is prepared to incorporate the proposed development scheme into the new City Master Plan, provided that it is compatible with the City's vision for the area. This vision is for development that will be reinforced by the Convention Center and Phillip Morris Bio-Technology Center and their combined role as vital regional and local economic engines.

The site is strategically located in close proximity to a number of key economic drivers that include: the Richmond Coliseum, the Richmond Convention Center, the Virginia Bio-Technology Research Park, Virginia Commonwealth University/MCV Campus, Philip Morris Research facility, the Federal Courts building, state governmental offices and emerging neighborhoods. This diversity of surrounding uses makes the site highly marketable as a mixed-use/mixed-income development opportunity. The site's location makes it a critical linchpin asset in creating a healthier and more vibrant corridor in an emerging center of activity for the central business district of the city.

Discussion and Recommendations

Process Overview

In advance of the meeting, panelists were provided briefing books containing pertinent demographic information, surveys, maps, etc., for review. On the initial meeting day, the panel took a walking tour of the subject site and met with stakeholders prior to discussions. Day two involved discussion of the questions provided by the City and development of the recommendations followed by a presentation of the recommendations to the City.

Development Concept

The subject property is approximately a 13-acre parcel of land surrounded by the Convention Center to the east, the VCU Medical Campus to the west, the Biotechnology Research Park to the north, and hospitality, government and private office space to the south. This area is bustling with a wide range of visitors, faculty, staff, and employees. At present, there is an unmet demand for restaurants and retail establishments located within walking distance to these existing developments.

The panel agreed that the overall development concept for the Sixth Street Marketplace should be mixed-use/mixed-income. The Panel suggests creating a new “brand” for the Coliseum-Armory district that links this new district to the surrounding neighborhoods. New and old buildings will be integrated with sustainable design along with market-driven land uses that build community.

The Panel recommends building in multiple anchors, upgrading the exterior of the Richmond Coliseum, restoring the historic Blues Armory, re-landscaping and energizing the park space and creating a food walk. To keep the flow of consumers in the area during after office hours, new residential buildings and a hotel south of the Coliseum are also recommended. A visitor center/hospitality shuttle that would connect the new Coliseum-Armory District to downtown and surrounding neighborhoods such as Shockoe Slip and midtown hotels is also recommended.



On Seventh Street facing northwest towards existing park.

The Richmond Coliseum

The Richmond Coliseum is an anchor that draws people to this part of the City; without



On Fifth Street facing east.

it the subject site is left with significant dead space. At present, there are no amenities in the area and no transportation to get people from events to other activities.

The Coliseum is an approximately 13,000 seat facility owned by the City. There are 140+ events held here per year attracting over 600,000 visitors. The facility serves

the secondary market in regards of type of events, primarily because of its limited seating. Investments to the Coliseum are not expected to increase ticket sales; however, investment is still necessary as a generator of nearby activity.

Exterior enhancements to the Coliseum, with emphasis on the south-facing portion of the site are recommended. Cosmetic/aesthetic focus should be placed on creating a gateway from Broad Street to the new “front door” of the Coliseum. Ticket



Atrium attached to Blues Armory.

office/booths should face Broad Street and improved signage will assist in reorienting the new entrance of the Coliseum.

Removing the atrium at the Sixth Street Marketplace will create a connection to the Coliseum from Broad Street. Adding the food walk will also create a “pathway” toward the new front door of the Coliseum. Significant landscaping, improvements to

the streetscape, and new and improved lighting to the perimeter of the Coliseum are also recommended.

The Panel also recommends re-opening Clay Street allowing for two-way traffic south of the Coliseum. Clay Street can be closed off for festivals and other events, as warranted.

The Blues Armory

The Panel recommends soliciting for a private developer to preserve this historic building and redevelop it as a mixed-use facility with green building standards and allowing for historic tax credits.

The street level of the Blues Armory and any new uses will be specifically designed for restaurant space to create a casual food walk to serve the Convention Center, Coliseum,



nearby offices and new and existing residences.

Rehabilitation of the Blues Armory with hospitality shuttle stop and tourist information will also be located at the street level.

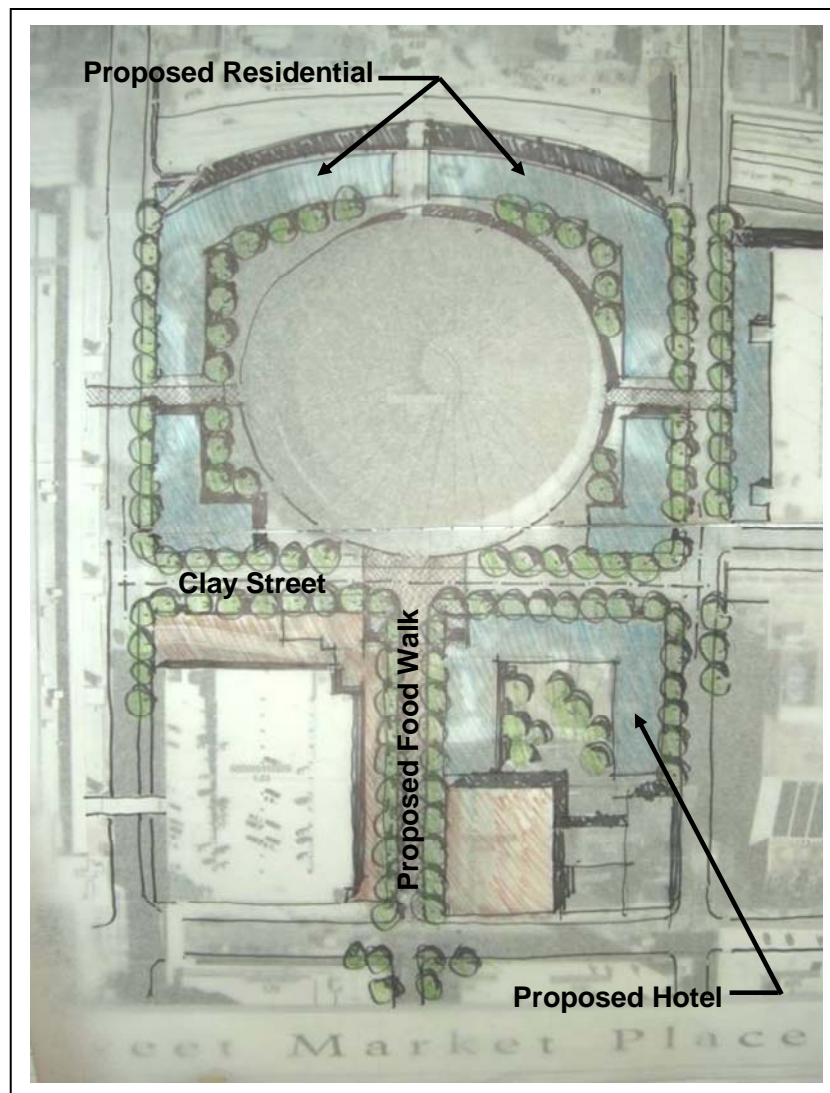
Market rate apartments/condos to include 10% workforce

housing are recommended for the second and third floors of the Blues Armory. New hospitality and residential along a proposed food walk on Sixth Street and into the open spaces south of the new Clay Street are also recommended. Preference for specific location of hotel and residential uses should be market driven, but a minimum of 100 new residential units required.

The panel and stakeholders identified a need for more meeting spaces in the downtown area. Discussions also included possible use of the Blues Armory as banquet space or public use space.

Food Walk

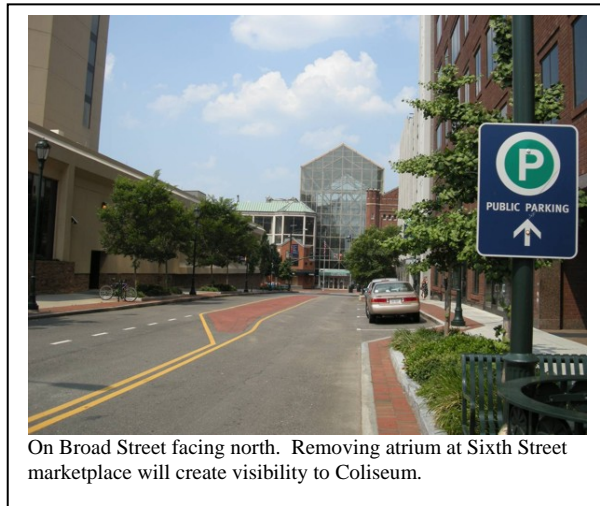
In order to create intensive, continuous activity at the subject property, the Panel recommends removing the atrium located in the existing Sixth Street Marketplace and re-opening Sixth Street to create an intimate pedestrian environment containing a mix of quick casual cafes, take-out food, coffee shops, deli, and/or pastry shop. High quality, healthy choices should be considered. The food walk will be intensively landscaped and would provide indoor and outdoor dining establishments and should include at least one signature restaurant in the Blues Armory.



Linkages/Connectivity

Integrating restaurants, residential, hospitality sports, entertainment and parking within the subject property will create a viable mixed-use development. Providing a hospitality shuttle at the Blues Armory will link the new Coliseum-Armory district to the surrounding neighborhoods and to downtown.

The Richmond Coliseum should become the spectacular visual focal point at the terminus of Sixth Street. Sixth Street should be re-opened as a pedestrian food walk. The narrowed Clay Street should be reopened to two-way traffic and eventually extended west in order to link the VCU medical campus. This extension would require demolition of the Public Safety Building. A new Coliseum sign marketing the new destination hub as a mixed-used development should be placed at Fifth and Leigh Streets.



Future development of residential, hotel and/or office uses based on market demand wrapping the Coliseum are recommended. Additional parking and vertical uses could be built on the John Marshall Court lot at 8th and Clay Streets.

Summary of Recommendations

Overall Development Concept

- Create a mixed-use/mixed-income heart for the north of Broad Street neighborhood
- Create a new brand for the Coliseum-Armory district
- Create a pedestrian friendly food walk
- Link this new district to surrounding neighborhoods
- Develop a Three-Phase Planning Approach

Coliseum

- Upgrade exterior of Richmond Coliseum
- Create a south-facing gateway to the Coliseum
- Add new residential buildings and hotel south of the Coliseum
- Re-landscape and energize existing park space

Blues Armory

- RFP to private developer to restore historic armory and create a mixed-use project to include:
 - Casual dining (high end coffee and/or upscale deli)
 - Market rate apartments/condos (10% workforce housing)
 - Address parking challenges
 - Provide a downtown hospitality shuttle and information hub
 - Preserve historic design
 - Include green building standards

Food Walk

- Create an intimate and safe pedestrian environment that is intensively landscaped
- Produce continuous activity by adding a mix of quick casual, cafes, take out, coffee shops, deli, and pastry shops - affordable for everyday. Include high quality, healthy choices
- Indoor/Outdoor seating
- Perhaps one signature restaurant in the Armory

Linkages/Connectivity

- Reopen narrowed Clay Street on the site
- Reopen Sixth Street as a pedestrian food walk
- Create a spectacular visual focal point on Coliseum at terminus of Sixth Street
- Extend Clay Street to VCU Medical Campus
- Demolish Public Safety Building
- Add special lighting along Sixth Street from Broad Street to Coliseum
- Use the proposed new Coliseum sign at 5th/Leigh Streets to market the overall mixed development
- Create visitor center/hospitality shuttle

The panel developed the following phasing plan for implementing the recommendations provided herein.

Phase I:

- Coliseum updates—appearance
- Demolition of glass atrium and parking lot side of atrium
- Streetscape improvements and lighting from Broad Street to Marshall Street
- Opening of Clay Street on non-event days—new improvements to allow for two-way traffic. Clay Street can be closed during festivals and other special events
- Significant landscaping of Coliseum perimeter

Phase II:

- Rehabilitation of the Blues Armory with hospitality shuttle stop, tourist information center, and food space
- New hospitality and residential along Sixth Street alley and into open spaces south of new Clay Street
- Provide ground level restaurant space in the Blues Armory and any new use facilities to create a casual food walk to serve the Convention Center, Coliseum, nearby offices and residences
- Preference for specific location of hotel and residential uses should be market driven, but a minimum of 100 new residential units required

Phase III:

- Additional development of residential, hotel and/or office uses based on market demand wrapping the Coliseum
- Additional parking and vertical uses could be built on the John Marshall Court lot at 8th and Clay Streets