

WEST END SHOPPING CENTER

SUMMARY OF FINDINGS BY HAMMER & ASSOC.

1. Shopping center should include all land possible since market study shows more need than land in original blocks. This is true whether or not Oaks Street is closed (City Traffic Engin. states that Oaks St. cannot be closed).
2. For above reasons, Adelaide Apts. should be acquired and included in shopping center area.
3. Gulf Station, since a service station should be included in Center, should remain "as is", expansion and possible re-orientation should be a subject of negotiation between Gulf interests and the future redeveloper.
4. Construction of center can be staged satisfactorily and can be begun before demolition of Lee St. School.
5. Sufficient of the business along Gordon St. can and should be relocated to the first stage of construction that it is desirable to provide for this opportunity.
6. General design criteria should be included in the Invitation to Bid but these should not include either site or construction design.
7. If developers do not propose to use the area north of Oak St., then a motel reuse would be desirable. The project area and the market will support two motels. It is essential that the area north of Oaks St. not be developed to include fringe area businesses to the detriment of the center itself.
8. There is no direct relationship between the project motel site and the shopping

center. Neither is essential to the other. Each would complement the other. The visual relationship would be between the proposed project motel and the existing Sears building and its parking garage rather than to new construction in the new shopping center.

9. Staff proposals will be ready within 30 days.
10. Initial advertising of the project motel site can begin at once, if authorized.