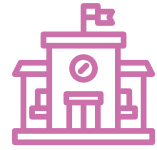


SENSE OF PLACE DEVELOPER INSIGHTS

What did developers have to say about the future of Warrendale?



Capitalize on top school district, socioeconomic status, access to highways, and local history.
-Unanimous



Warrendale as a location is an easy sell. But getting this done takes time. McCandless Crossing took about 25 years to complete, and Warrendale is a more complicated site.
- McCandless Crossing Developer



Relax certain code requirements to incentivize development and maintain good relations with developers and business owners.
-Commercial Developer/Construction Professional



Speak with business and land owners to understand what it would take to invest in Warrendale.
- Unanimous



Explore long-range solution for better ingress/egress from Warrendale to the interstates.
-Executive Director, NAIOP (Commercial Real Estate Development Association)



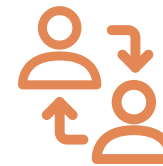
When a community intentionally creates a plan, a developer is more apt to buy in: They know who the neighbors will be and what the end result will be.
-Local Commercial Real Estate Expert



Implementation has to be stepwise. Attract a local restaurant, brewpub, tech company, additional businesses. Then look to attract larger-scale residential. The whole community will support this if it's done right.
-Residential Developer



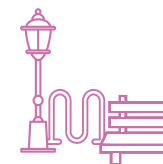
Warrendale is an ideal location for local commercial, mixed-use, and high-end residential development.
- Unanimous



People want to be in this location. Parcel assembly is a challenge, but Warrendale will change over time.
- Residential Developer



Allow and encourage density and height to attract developers.
- McCandless Crossing Developer



Seek RACP and other grant money to make redevelopment/sense of place investments.
- Executive Director, NAIOP (Commercial Real Estate Development Association)



Sense of place and identity will entice developers. Warrendale has to distinguish itself.
- Executive Director, NAIOP (Commercial Real Estate Development Association)



Explore partnerships with the school district to create TIF (tax increment financing) district.
-Unanimous