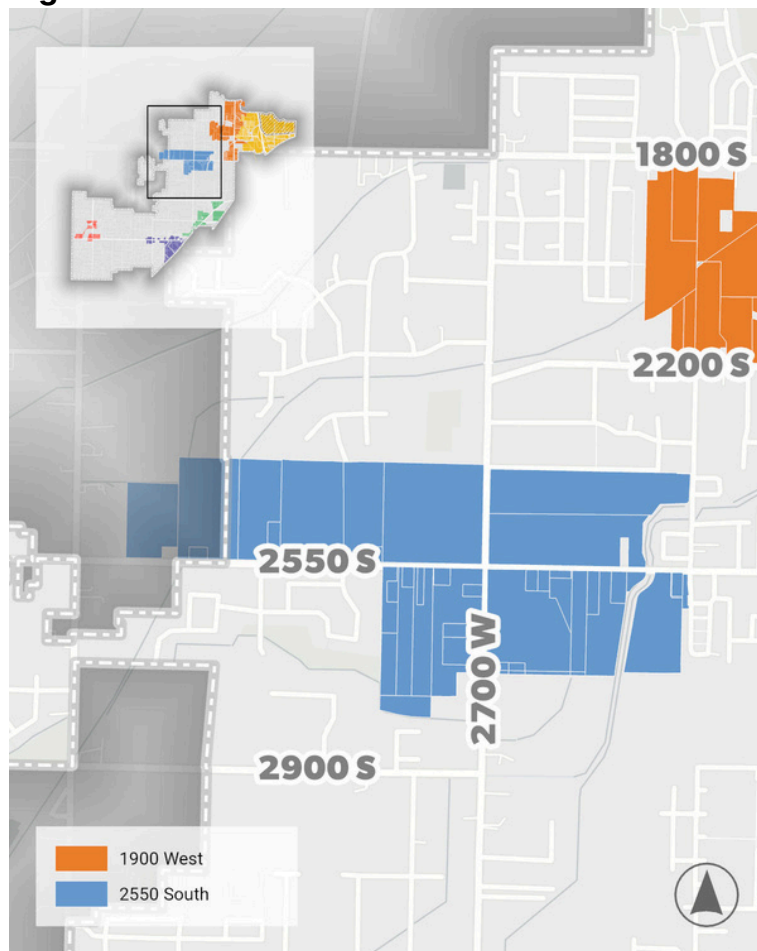


## 2550 South

The 2550 South Area was selected due to the presence of a large concentration of vacant land under single ownership, creating an opportunity for coordinated, master-planned development. The scale and configuration of these vacant parcels along an important collector-distributor road provide flexibility to accommodate a mix of commercial uses that are difficult to achieve in more fragmented parts of the City.

In addition, the area has previously attracted market interest, signaling unmet retail demand and the potential to serve surrounding neighborhoods with essential goods and services.

**Figure 4.5 2550 South Area**



This interest, combined with the availability of developable land, positions the 2550 South Area as a key opportunity to strengthen local retail options, reduce retail leakage, and support a more complete neighborhood development pattern.

## Advantages

- **Large Vacant Parcels with Single Ownership:** The presence of sizable, contiguous vacant land under unified ownership reduces barriers to development and enables thoughtful site planning, phasing, and infrastructure coordination.
- **Demonstrated Retail Interest:** Prior interest from a grocery operator indicates market viability and pent-up demand for neighborhood-serving retail in this portion of the City.

## Impediments

- **Limited Land Availability:** A portion of the vacant land in the 2550 South Area is controlled by an owner who is unlikely to sell in the foreseeable future, potentially limiting the scale of future development.
- **Traffic Impacts from Commercial Uses:** Introduction of grocery and commercial uses may generate increased traffic volumes, requiring careful access management and potential roadway improvements.

## Potential Development

- **Grocery Store**
- **Neighborhood Commercial**
- **Residential**
- **Town Center**

Land	Amount
Vacant	232.52
Underutilized	72.27
Developed	15.66
<b>Total</b>	<b>320.45</b>



- **Massing and Location:** Commercial properties should be concentrated along the frontage of 2550 S and at the intersection of 2550 S and 2700 W, with supporting residential placed adjacent to and between new commercial growth and existing residential and agricultural development. The maps below represent two different possibilities in which the specific land-uses and development options of the center will be realized when the district is completely built out. These maps do not necessarily dictate the future land-use of the underlying parcels, but may serve as a guide for the land-use plan and eventual zoning of the properties.

2550 S and 2700 W: Interpretation 1

