

Mutual Goals Realized Through Phase II

Greenfire's Goals



Near-term transformational change
Diverse community
Committed public partner
Local involvement in community changes
Walkable downtown
Headquarters location

City's Goals



Preserving number of & control over pub. pkg.
Mitigating financial risk
Performance assurances
Generating revenue for the City
Demonstrated Need

Shared Goals

Increased retail
Increased residential options
Revitalized Parrish Street
Connection to surrounding neighborhoods
Active streetscapes
Sustainable design