

**ESTRELLA GIN FOCUS GROUP SESSION:  
GROUP CAPTAIN PRESENTATIONS**

**QUESTION 1: PUBLIC FACILITIES**

- Group 1: Believes the proposed fire station is important to serve the site and nearby residential areas as there are no emergency services in the area. Okay with the proposed Amtrak station and public works yard.
- Group 2: In favor of locating the Amtrak station on the site. Believes that there should be a buffer area (e.g. park space) on the east side of the site to isolate the residential area to the east from the on-site commercial and industrial uses.
- Group 3: Agreed that the proposed public uses make sense for the site. Believes that there should be a park on the east side of the site to serve as a buffer between residential and light industrial and commercial uses. Concerned that the proposed placement of the public works facility would negatively impact development on the site by splitting the industrial/commercial land into two separate areas.

**QUESTION 2: PRIVATE USES**

- Group 1: Proposes a mix of 50% light industrial, 30% office and 20% entertainment/retail. Believes that there should not be any residential development on the site.
- Group 2: Likes the strong employment model focusing on light industrial and office development. Believes that residential should not be on the site as there is no market for additional residential development.
- Group 3: In favor of focusing on light industrial (e.g. manufacturing, assembly, etc.) with flex space. Believes corporate offices are not realistic for the site as they will seek to locate in the area around the future City Hall. Believes that the road infrastructure layout is critical as it will dictate value and use.

**QUESTION 3: OVERALL CONCEPT**

- Group 1: Likes the overall concept and is in favor of moving forward with a public-private partnership. Believes that the City needs to do its due diligence with regard to assessing the financial strength of the partner. Believes that the project should only move forward if all parties are going to benefit (i.e. City, development partner and community).
- Group 2: Likes the overall concept and believes that a public-private partnership makes sense. Concerned about the use of incentives and wants to ensure that they are equitable (i.e. balance between incentive offered and revenue gained). Wants the City to do its due diligence regarding the selection of the developer – concerned about ending up with a half finished project or a partner that pulls out and leaves after a few years.
- Group 3: Believes that a public-private partnership would be a good use of public funds if the incentives offered are based on jobs gained. Suggests creating a business incubator on the site with space for start-ups and existing businesses.