

**PROFESSIONAL BUSINESS/MEDICAL DISTRICT
MASTER PLAN AND DEVELOPMENT STRATEGY**

PROJECT GOALS AND OBJECTIVES

District Goals

1. Promote professional job development.
2. Increase tax base.
3. Increase quality of life.

District Objectives

Objectives are specific outcomes that fulfill the intent of the goals

1. Raise perceptions of district
 - a. Excellence of services
 - b. Excellence of physical environment
 - c. Distinctive brand.
2. Identify and accommodate catalytic anchor tenants.
3. Respond to current and anticipated trends in healthcare.
4. Efficiently leverage public funds.
5. Create an environment that attracts professionals.
6. Help existing businesses succeed while preparing for district's evolution.
7. Create a regional destination for quality medical care.
8. Establish high standards for public improvements and private development.
9. Provide easy and intuitive access to and mobility within the district.
10. Engage property and business owners in transforming the district.