ARTICLE III.

FUTURE LAND USE PLANS AND POLICIES
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CHAPTER 15

BUSINESS PLANNING SECTORS
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The City can be logically divided into four (4) distinct Business Sectors for Planning purposes. These include:

1. The Central Retail District
2. The Peripheral Commercial Areas
3. The Industrial Core
4. The Peripheral Industrial Areas

“MAP 15-1- A” – The Business Planning Sectors

The business entities that are located within these sectors provide City Residents with the services, shopping opportunities, employment, and entertainment opportunities that are essential to a healthy, well rounded community. Of equal importance is the economic
activity that is generated within each of these areas. This activity provides the City with the majority of its tax revenues, which in turn enables the community to provide high quality government services and a first class City School system to its residents.

It is essential that each of the separate business sectors remain viable, and that redevelopment opportunities within these areas - when warranted - be actively supported and encouraged. It should be noted that the deterioration of any one business sector can negatively impact all other land use sectors within the Community.

A detailed examination of each of the four (4) Business Planning Sectors follows. The current conditions particular to each sector are examined, threats and opportunities are identified, and strategies are recommended to ensure the current and future viability of these important segments of the larger Community.