

# Town Center Community Engagement Process Recommendations

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# Goal and Values

- **Goal:**

Timely adoption—by early in 2016 (March or April) -- of the City Comprehensive Plan update, and a Town Center development code update, to provide greater assurance that future development in Town Center reflects the community's vision for Town Center.

- **Values:**

- Transparency
- Value and build on the extensive community input received to date
- Effective communication with the community throughout
- Effective and efficient City government
- End product supported by the community



# Overview of recommendations

- **The City should move forward building on the stakeholder input received to date. The next phase of work should be assigned to the Planning Commission. The Interim Report should serve as the starting point for the work.**
- **The Planning Commission process should be adjusted in several respects, to engage the Design Commission in deliberations and provide an expanded opportunity for additional public input and community outreach.**



## **Strategic Objectives for Completing Town Center Vision and Development Code Update**

1. Next phase of work should be assigned to the Planning Commission meeting jointly with the Design Commission.
  - enhanced public process should accompany the work.
  - based on and build from the Interim Report.
  - recommendations forwarded to City Council as soon as practicable in early 2016.
2. The draft updated Town Center vision statement should serve as a touchstone and be broadly communicated to residents and businesses this fall.
3. Throughout the rest of the process, ensure effective communication to the community around Town Center vision and development code update project.
4. The City Council should be able to take up deliberation on both the updated Comprehensive Plan (incorporating updated Town Center vision statement) and Town Center development code update in early 2016.



# 1. Next phase of work should be assigned to the Planning Commission meeting jointly with the Design Commission.

- 1.A** Do not reconvene Stakeholder Group
- 1.B** Direct the Planning Commission to convene jointly with the Design Commission
- 1.C** “Joint Commission” work plan should be prepared by staff & consultant team, with input from Planning and Design Commission and approved by action of the City Council
- 1.D** The City’s Planning Development Services Director should manage the project going forward
- 1.E** The TCLG and Council Subcommittee for the Town Center should be disbanded following the hand-off meeting and review of additional visuals for communicating the Town Center vision statement
- 1.F** The Planning Commission should target forwarding its final recommendations to the City Council by March 2016



2. The draft updated Town Center vision statement should serve as a touchstone for the work, and be broadly communicated to residents and businesses this fall.

**2.A** An effective communications piece on the updated vision statement, incorporating additional visual depictions, should be created and broadly communicated.



3. Throughout the rest of the process, ensure effective communication to the community around Town Center vision and development code update project.

- 3.A Conduct an ongoing, multi-faceted communication effort focusing on sharing the Town Center vision as preliminarily endorsed by the City Council, as well as updates on progress on updating the Town Center development code, highlighting opportunities for public engagement.
- 3.B Do not conduct polling at this time.
- 3.C Make it a regular practice to have an “after action review” of processes.



4. The Council should be able to take up deliberation on the updated Comprehensive Plan (incorporating updated Town Center vision statement) and Town Center development code update in early 2016.

- 4.A Plan to extend the Town Center development moratorium before end of year. 4-5-months likely needed
- 4.B Offer briefings to any new Councilmembers or existing Councilmembers who have not served on the TCLG
- 4.C Adjustments to the Council's normal process for acting on the proposed development code and Comprehensive Plan updates may or may not be appropriate.





## *Recommended Joint Commission Work Plan Scope and Key Components*

1. Scope: The Interim Report of the Stakeholder Group should be the foundation
  - Current borders of Town Center
  - Directly related Comp Plan issues
  - Proceed now – ST data will likely come much later
  - No retail strategy
2. Initial “hand-off” meeting: **Interim Report**. Stakeholder Group members invited to attend & comment
3. Vision Statement communications piece
  - Additional visuals
  - TCLG review
  - Return to Vision statement at end of process for final adjustment
4. Confirm any additional studies needed & timeframe
  - Traffic and possibly public amenity requirements assessment
5. Focus work on same major topics as in Interim Report
6. Working sessions
7. At least one additional public hearing early in process. Extra effort to encourage and review written and online input.
8. Monthly written updates for City Council



## Projected Study Costs

Item	Projected cost range
Traffic Analysis	\$14,000 +/-
Vision Graphics	\$17,000 +/-
Code Graphics	\$15,000 +/-
Feasibility of Proposed Retail	\$5,000-\$25,000
Feasibility of Proposed Amenity Program	\$15,000-\$20,000
TOTAL	\$66,000-\$91,000

## Key Next Steps

1. Two joint meetings of the Planning Commission and Design Commission in early October.
  - Meeting 1: Handoff
  - Meeting 2: Work plan, schedule, additional studies
2. City Council decision on work plan, schedule, additional studies and funding in late October or early November
3. Vision Statement communications piece following item #2 in early November

Item	Timing	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR
Council Direction	9/21	X							
Handoff Meeting-PC/DC	Oct. 1-15								
Work Plan Outline	Sept.-Nov.								
Vision-related graphics	10/5-10/22								
Prepare communications	10/15-11/5								
Code drafting	Oct. 2015-April 2016								
Joint PC/DC Meetings	Nov. 2015-Feb. 2016								
Extend TC Moratorium	11/2 and 11/16			X X					
City Council Action on Comp. Plan and TC Code	Mar.-April 2016								