

A2P5 PLANNING PROCESS

A framework for using community goals & needs to create an area concept plan

What has already been articulated through previous planning efforts?

- Allowable height and uses in D1 & D2 zoning
- The appropriate building frontage and density to align with the character areas
- Acceptable design guidelines
- The infrastructure upgrades and protocol needed to support various development intensities
- Some recommended uses and broad community goals & visions for downtown

Where are the gaps? What still needs to be articulated?

- Goal progress & Needs: More in-depth understanding of needs to continue meeting goals that have been set
 - Goals: Record our progress to date, what still needs to be accomplished?
 - Needs: What are we missing that could enable these goals to be met? Ex/goal is downtown as a jobs center. Need - lack of large floor plate may cause downtown to lose out on attracting large or growing firms (and jobs)
 - Planning Area: Our planning area can't fulfill all of these needs, but which can it fulfill within zoning guidelines, etc, how can it help further these goals? What is it's role?
- Connectivity: Ways to strengthen existing uses, sectors, and increase connectivity downtown
 - A2D2 Character areas began this dialogue, but there are opportunity areas/links between business districts could be further defined in order to support existing businesses and support a community vision.
- Implementation: RFP criteria that successfully articulates the existing guidelines and refined community goals and needs

How are others filling in the gaps and seeing an impact?



Community Goals & Needs:

AATA County-wide plan – underwent an extensive 30 year planning process, by:

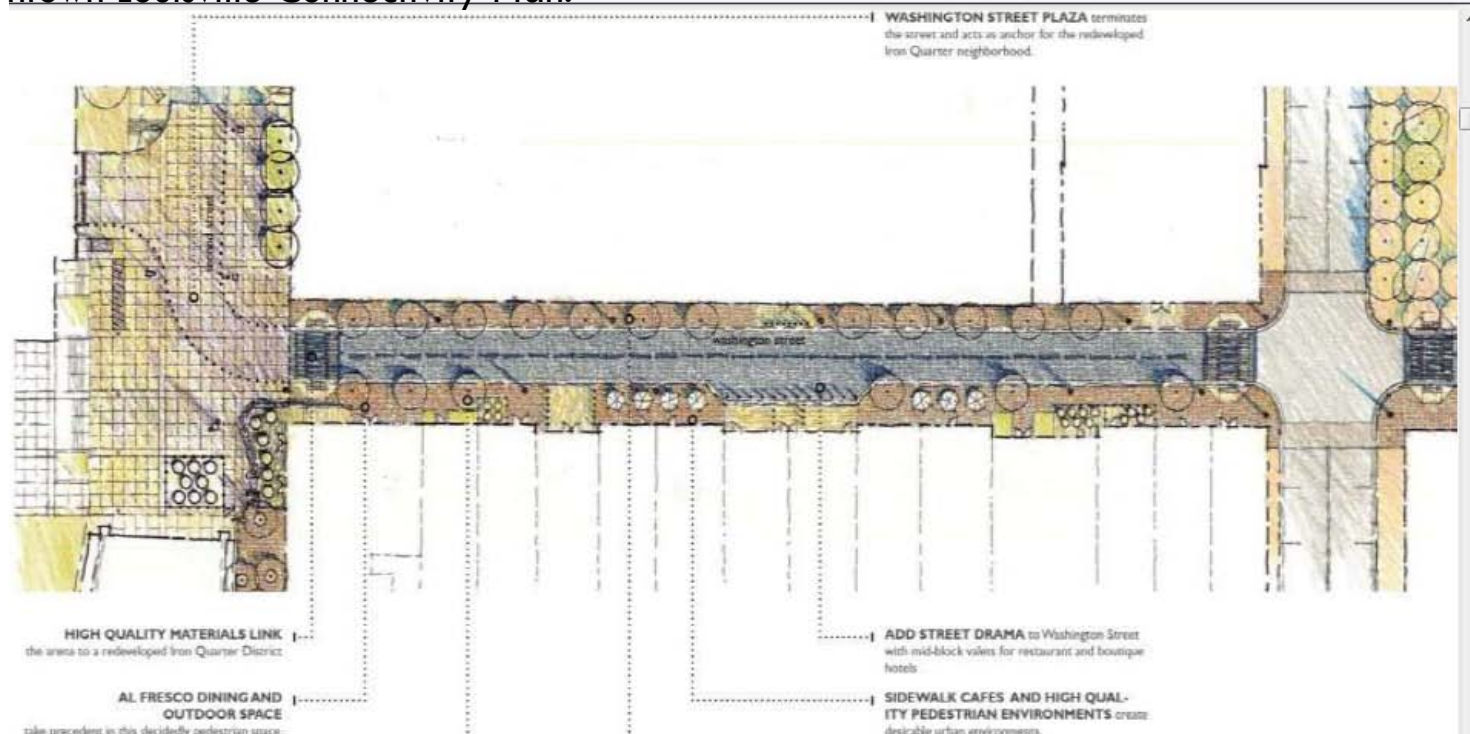
- ▣ Examining and distilling the work of previous plans
- ▣ Reaching out to the public – citizens, community leaders, community organizations, the business community, and those with technical knowledge
- ▣ Asking, how can transit fulfill these needs?
- ▣ Distilling this work into a 30 year transit vision

How are others filling in the gaps and seeing an impact?

Connectivity Plans - Connect Districts through physical and development planning

- Identify complementary uses to support existing businesses sectors, public entities, and transportation options to fulfill long-term community goals (increased connectivity makes the community vision more viable)
- Can also help provide a greater context in order to identify locations for public art, outdoor seating, public space, etc

Downtown Louisville Connectivity Plan:



How are others filling in the gaps and seeing an impact?

Successfully articulating the community goals & needs through RFP's:

Madison Wisconsin – Capitol East district RFP

An example of Site Project Goals:

- Create a significant intensity and mix of employment, residential and retail development that serves as a catalyst for additional reinvestment within the District.
- Bring significant high wage and family-supporting jobs to the District.
- Create a development that maximizes and propels the rebirth of Breese Stevens Field into a lively community destination.
- Maximizes green building potential.

Very clearly articulates the community goals for the site and for development in general and ensures that important institutions in the District are strengthened.

How are others filling in the gaps and seeing an impact?

Successfully articulating the community goals & needs in a user-friendly format: Farmingdale Long Island – Regulating Plan

SUMMARY OF KEY REGULATING PLAN FEATURES

The points below are excerpted from the complete East Farmingdale Urban and Architectural Regulations (the Code) and summarized here due to their specific reference to the Regulating Plan (the Plan). Please note that the entire Code is equally applicable to the study area.

Streets: Six different street types occur in the Regulating Plan. These are indicated by the letters A – F in the plan and shown in detail at right. Greater description of these streets and their constituent parts occurs in the Code.

Public Spaces: Eight Public Spaces are indicated in the Plan, shown in the most basic schematic design, including the locations of trees and paths. Each is further described in the Code.

Frontage Lines: The Frontage Lines indicated in the Plan ensure that buildings walls will be properly located to provide successful edges to public spaces. These lines are located only in areas where a pedestrian-centric environment is desired; all other plan areas are not held the same level of urban performance. Rules surrounding Frontage Lines, such as setback opportunities, can be found in the Code.

Arcades: Arcades are allowed on all south-facing facades and are required where indicated in the Plan.

Curb Cuts: Curb cuts are permitted at Frontages only in those locations specifically indicated in the Plan. They are not regulated in non-Frontage locations.

Vista Terminations: The Plan contains numerous locations where the walls along a Street frame a perspectival view of a building – called a Vista Termination. Buildings located at Vista Terminations shall respond with a building element of appropriate size and impact to terminate the vista meaningfully.

Trees: Frequent and regularly-spaced trees are required along all streets and in all new surface parking lots as further described in the Code. In addition, shade trees and evergreen (screening) trees are also required roughly in the number and locations indicated in the Plan.

Civic Art: Four pieces of Civic Art are enumerated in the Plan, one of which occurs twice. Each is further described in the Code.

Retail/Entertainment: Retail or Entertainment Use is required at the Frontages indicated in the Plan, and allowed at all Frontages.

Building Heights: Building heights are indicated in the Plan and further described in the Code. When an existing building is indicated with a height that differs from its current condition, that designation refers to the allowed height of any future construction.

REGULATING PLAN

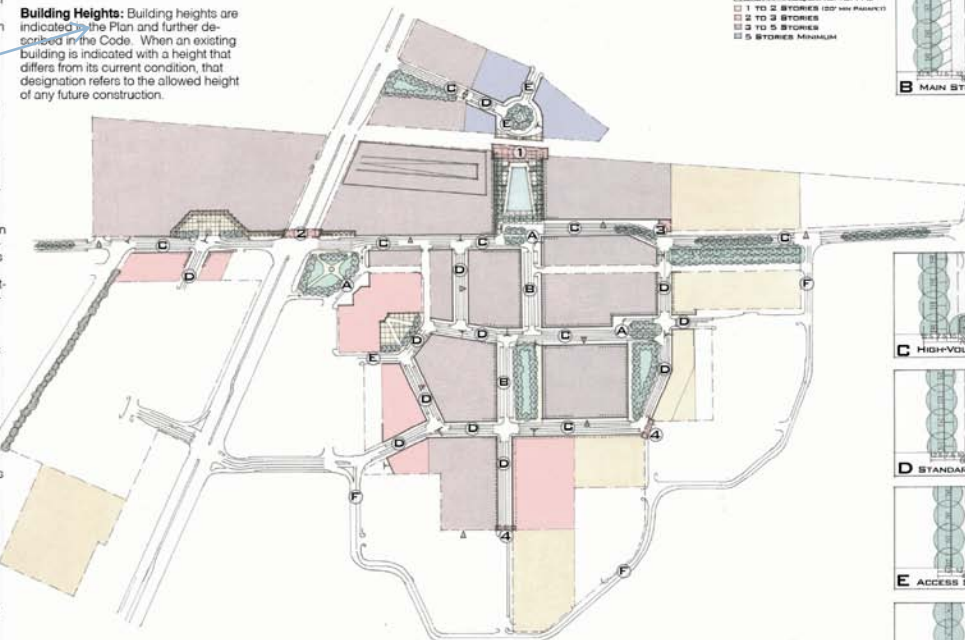
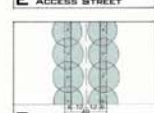
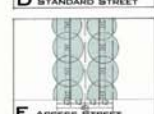
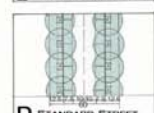
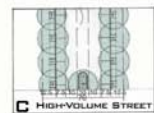
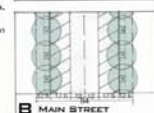
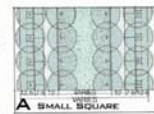
KEY

- FRONTAGE LINE
- ARCADIE REQUIRED
- CURB CUT ALLOWED
- VISTA TERMINATION REQUIRED
- SHADE TREES REQUIRED
- SCREENING TREES REQUIRED
- CIVIC STRUCTURE REQUIRED
- 1. TRAIN STATION CANOPY
- 2. PEDESTRIAN BRIDGE
- 3. DECORATIVE TOWER
- 4. DECORATIVE ARCHWAY (2)
- RETAIL/ENTERTAINMENT REQ'D.

HEIGHT REQUIREMENTS

- 1 TO 2 STORES (NOT LESS THAN 10')
- 3 TO 4 STORES
- 5 TO 6 STORES
- 7 TO 8 STORES
- 9 TO 10 STORES

STREET DIMENSIONS



This Regulating Plan will be attached to the developer RFP for the site.

Much of this has already been shaped through previous planning processes. Taking the next step will allow us to provide another layer of detail and fill in the gaps in this user-friendly-format.

How can we best fill in the gaps and see a positive impact?

A planning process that incorporates these elements: community goals and vision, connectivity, and successful RFP communication/implementation

Process should include:

- Distilling what has already been planned to date
- Identifying ways to increase connectivity
- Refining community needs to continue fulfilling high-priority goals
- Communicating these elements in a user-friendly format.

The final product from this planning phase will include:

- Planning area role (further defining the role of the planning area and how it can help fulfill community needs)
- Concept Plan (a user-friendly package similar to the regulating plan, that is shaped by what's already been determined, connectivity, and community goals & needs)
- RFP evaluation criteria (shaped primarily by community goals & needs similar to Madison's site project goals)

Process overview

Led by the DDA – project needs consistent momentum, organization, and capacity. Other organizations and leaders will be heavily involved.

2 parallel tracks

- Technical Component: consists of input from those who have technical expertise - the Partnerships Committee (which includes representation from City Council and Planning Commission), DDA Staff, and City Planning Staff
- Community Outreach Component: consists of input from the public, organizations, businesses, leaders, etc.
- Steering Committee to guide the process: Creation of an Outreach & Leadership Committee to ensure broad spectrum input and consistent public engagement.
 - The Partnerships Committee will of course play a dual technical and leadership role, but a steering committee will allow others to help own the process and allow Partnerships to devote some of its meetings to other projects

Process Roadmap



Technical Component
Outreach Component

Phase 1 Preliminary Assessment

Audit existing plans,
conditions, and trends

Begin identifying ways
to increase connectivity
(uses, transit, open
space, etc)

Begin evaluating goal
progress

Public Speaker
Series & Feedback

One on ones

Phase 2 Needs Assessment

Begin identifying what
is needed to fulfill high-
priority goals?

Best Practice Review –
how are other
communities meeting
similar needs and
increasing connectivity?

Focus Group Meetings

Organizations

One on ones

Phase 3 The Emerging Regulating Plan

Synthesize
feedback and
findings into
regulating plan
scenarios

Public presentations

Organizations

Creating a Great Places Series “Great Places: what makes communities like ours viable?” :

Possible topics include:

- Great Places Overview Intro/Overview: What makes a great place (generally) and current population & living trends (ex/Where are people choosing to live by demographic, what resources do they need, what attracts residents, employees, , etc?) Possible speaker – Chris Leinberger, UM
- Great Places and Economic Viability: Thoughtful development increases the tax revenues, decreases the tax burden, lowers infrastructure costs, attracts jobs & entrepreneurs, etc. Possible speaker – Sean Mann, Let’s Save MI
- Great Places and Social Viability: Thoughtful downtown planning and development increases opportunities for social interaction (near neighbors, people watching) and increases access to cultural and educational opportunities – building great places is good for families in addition to baby boomers and millennials. Possible speaker – Michigan Municipal League
- Great Places and Environmental Viability: The more people that share downtown infrastructure – sidewalks, water lines, etc – the fewer resources are used; the more people who live and work near amenities, the fewer driving that occurs. Possible speaker – Larissa Larsen, UM
- Great Places and Smart Development: Change is inevitable, what happens if we prevent it from occurring in our downtowns? What are developers motivations and how do they choose projects? Possible speaker – Melanie Piana, Michigan Suburbs Alliance
- Great Places and Community Space: What elements must be in place to build successful community space in downtowns of our size? Possible speaker – Kirk Westphal

These topics should be broken up further to fit schedule, time allotment, estimated demand, etc