



Objective: The overall objective of the West Morgan Area Study is to provide predictable expectations of how the West Morgan neighborhood and surrounding area should be developed.

Outcome: The study will provide information that will guide the creation of land use classification consistent with the intent of the 2030 Comprehensive Plan, an update to the Future Land Use Map (FLUM), potentially resulting in a city-initiated zoning proposal and map amendment. Transportation recommendations may lead to an amendment to the Thoroughfare Map. This study will also test the potential to create form based code regulations related to a Pedestrian Business Overlay District (PBOD).

Project Team Members:

<u>Role</u>	<u>Responsibility</u>
Grant Meacci	Project Management Oversight/Urban Design
Roberta Fox	Urban Design Transit Alternative
Carter Pettibone	Project Manager/Project Planner
Elizabeth Alley	Project Planner Transit Alternative
James Marapoti	Project Planner
Trisha Hasch	Communications and Public Participation Planning
Eric Lamb	Transportation Planning Coordination
Frank Holyfield	Graphic Design Support

TASK 1.0 PROJECT COORDINATION AND INFORMATION GATHERING

Task 1.1: Project Briefing Book

Purpose: To gather all pertinent information related to the study area and immediately adjacent areas.

Work Description: Create document containing all pertinent information, maps, and early character inventories the area. Early coordination will be required within the department and possibly with outside entities to compile data.

Products and Responsibilities:

- Briefing Book document to contain the following information:
 - Summary of current Zoning Handbook for Study Area
 - Excerpt of Future Land Use Map for Study Area and adjacent context
 - Relevant City-wide Capital Improvements Projects to Study Area
 - Relevant City-wide Thoroughfare Upgrade Projects to Study Area
 - Triangle (Regional) Transit Route and Station Location Map*
 - Needed to determine the likelihood and feasibility of an in-street light rail option within Morgan Street
 - Bus Map Route and Station Location Map
 - Publicly-Owned Land
 - Current allowable non-transit supportive uses
 - Cultural & Historical Resources
 - Map & List of Property Owners
 - List of additional Stakeholders (Neighborhood Groups, etc)
 - Map & List of Properties for sale in study area
 - Map & List of vacant properties in study area
 - Map of existing land use in and around study area
 - Map of existing zoning in and around study area
 - Map summarizing 1989 Comprehensive Plan land use recommendations
 - Map of existing floor area ratios in study area
 - List of Projects under Construction (or soon to be under construction)
 - Site plans, Elevations of Projects where relevant
 - Photographic Evidence of Existing Area Character
 - Description of Past and Potential Issues

Estimated Timeline: 2 weeks

Task 1.2: Project Coordination

Purpose: To ensure that the organizations and City Departments are involved at all stages of the study process.

Work Description: Determine if there are groups in addition to those identified in the Briefing Book and include all of the identified organizations in regular meetings to coordinate project efforts, and public involvement initiatives. Coordinate with ongoing studies (e.g. the Blair-Hunt-Morgan connector study), currently planned thoroughfare upgrade projects (e.g. roundabout construction at Hillsborough and Morgan) and potential projects (e.g. light rail potential on Morgan Street) to develop a unified plan which addresses issues related to pedestrian activity, connectivity to transportation and a compact livable community.

West Morgan Area Study
Scope of Work

Products and Responsibilities:

- Regularly scheduled meetings
- Provide updates regarding any activities that may affect the creation of the Area Study
- Review and comment on draft document

Estimated Timeline: Ongoing

TASK 2.0 ANALYZE DATA

Task 2.1: Evaluate Data for Opportunities and Constraints

Purpose: Review the data collected for the study area to determine the best locations and types of rezoning, Pedestrian Overlay Business Districts, and any and all changes required to the Future Land Use Map as implemented November 1, 2009.

Work Description:

Using data gathered during task 1.1, determine the positive features that can be enhanced within the neighborhood. The data should also be used to list major issues that may impede the objectives of the plan.

Products and Responsibilities:

- Produce a list of the opportunities in the area that may contribute to the success of the Study Area
- Produce a list of the constraints facing the Study Area
- Map areas of opportunity and constraints
- Create Draft future land use and zoning recommendations for Alternate I: Transit and Alternate II: No Transit
- Observation Video Analysis

Estimated Timeline: 4 weeks

TASK 3.0 PUBLIC OUTREACH

Task 3.1: Focus Groups

Purpose: Involve the relevant stakeholders to create a vision for the study area.

Work Description: A team comprised of members of the Core Project Team will assist with the preparation of informational material to educate and answer potential questions from the public.

Products and Responsibilities:

- Coordinated Outreach effort for property owners focus group within the area to educate them on the study process and receive input
- Presentation for Citizens Advisory Council (CAC) explaining the objectives of the study and presentation of the material gathered during Tasks 1.0 and 2.0.
- Coordinated Outreach effort for resident focus group within the area to educate them on the study process and receive input.

Estimated Timeline: 4 weeks

Task 3.2: Public Engagement Process

West Morgan Area Study Scope of Work

Purpose: Provide the public with information on issues relating to zoning, future land use, and the potential of connecting to mass transit and collect initial public response.

Work Description: Conduct a series of three focus group workshops, and one Charrette/Workshop facilitated by the team. The public will be given the opportunity to address their concerns and relay their vision for the future development of the area. Informational material will be used to educate and answer potential questions from the public.

Products and Responsibilities:

- (3) Focus Group Work Sessions (Property/Business Owners, Residents, Other Interested Stakeholders)
- Compendium of opinions and suggestions from the CAC, property/business owners, neighborhood activists, and stakeholders.
- (1) Charrette/Workshop including all interested stakeholders
- Sort information from Public Outreach to find common themes/ areas of consensus that can be presented in the study.

Estimated Timeline: 4 weeks

Task 3.3: Public Outreach Survey

Purpose: Provide the public with a tangible outcome from the Charrette/Workshop process that will be available for comment.

Work Description: Conduct an online survey (free through “Survey Monkey” or similar) to allow members of the public an opportunity to evaluate the draft product generated by the project team.

Products and Responsibilities:

- Opportunity for the public to provide input which will create quantifiable evidence of consensus

Estimated Timeline: 2 weeks

TASK 4.0 DRAFT STUDY

Task 4.1: Draft Plan, Policies & Actions

Purpose: Develop plan, policies and recommended actions for the study area

Work Description: Draft goals and policies will be developed using the analyzed data from task 2.0, and comments received during task 3.0.

Products and Responsibilities:

- Goals for the development character of the neighborhood will be established
- Recommendations for the characteristics of a PBOD or other special-purpose zoning district will be identified if applicable
- Policies will address topics such as: land use (current and future), recommended zoning amendments, vehicular and pedestrian circulation, and other items derived from tasks 2.0 and 3.0

Task 4.2: Supporting Illustrations, Diagrams and Models

West Morgan Area Study
Scope of Work

Purpose: Artist-generated character sketches (hand-drawn vignettes and/or 3D massing models) and diagrams will provide examples of buildout alternatives.

Work Description: Character sketches, models and photographs/photo renderings (from locations within area or other cities) will be generated and collected to graphically convey the goals and policies of the study.

Products and Responsibilities:

- Determine the graphic examples of character (sketches) needed to communicate goals and policies of the study area.
- Photographic examples of the goals to be accomplished with the study.
- Sketches may include but not be limited to: desired applications of pedestrian and vehicular circulation, site design, streetscape, and parking layouts; examples of types of uses and degree of density desired.
- Create physical model of study area to use during workshop and focus group meetings and to test alternatives.
- Create 3d digital model to of the study area to be used as a baseline for form studies and an analysis tool during workshops and focus group meetings.

Task 4.3: Report Preparation

Purpose: Develop a complete report for the study area

Work Description: Create a draft study that includes the following elements: intent, boundary description, existing character of the area, policy framework, identified issues, goals/ vision, policies, and outcomes.

Products and Responsibilities:

- DCP staff along with identified experts and resources from task 1.0 will work together to create a draft study
- Illustrations and maps will be integrated into the draft study to support land use and zoning recommendations
- The draft plan will be placed on the web for review utilizing the Limehouse Portal

TASK 5.0 FINAL STUDY

Task 5.1: Draft Plan Refinement

Purpose: Incorporate internal and external comments on the draft study to finalize study content.

Work Description: Refine the draft study that includes the following elements: intent, boundary description, existing character of the area, policy framework, identified issues, goals/ vision, policies, and outcomes.

Products and Responsibilities:

- DCP staff will prepare a presentation and supporting document for the public distribution
- DCP staff will coordinate a public meeting to present the final study recommendations

West Morgan Area Study
Scope of Work

- DCP staff will incorporate public comments, as appropriate, into a refined version of the draft study.

Task 5.2 Adoption Process

Purpose: Present study results in final form to the public and city officials.

Work Description: Present area study to elected and appointed officials. Outline clear recommendations regarding future land uses, transportation and implementation.

Products and Responsibilities:

- Deliverables include the final area study with future land use, transportation, zoning and implementation recommendations.
- A list of amendments to the Comprehensive Plan, including any changes to the Future Land Use Map and Thoroughfare Plan, will be prepared
- Presentation material will be prepared for Planning Commission and City Council meetings
- Finalized study will be made available on the web

TIMELINE

