AGENDA

• Introductions 20 min
  – Consultant Team
  – City Staff(s)
  – Citizens Advisory Committee (CAG) – Question: Why did you volunteer for this committee?

• Planning Process + Schedule 10 min
  – Project Goals and desired outcomes
  – Key Dates, Milestones and Timing of Next Meeting

• Community Engagement Plan 15 min
  – Generate ideas for other key stakeholder groups

• Visioning Exercise 40 min
INTRODUCTIONS
CONSULTANT TEAM

John Slack
Project Manager + Senior Landscape Architect
Perkins+Will

Jay Demma
Senior Planner
Perkins+Will

Mike Lamb
Senior Planner + Urban Designer

Ben Sporer
Senior Landscape Architect
Perkins+Will

Lydia Major
Public Engagement Lead + Senior Landscape Architect
LHB
PLANNING PROCESS
+ SCHEDULE
A SHARED COMMUNITY VISION THAT...

- Facilitates the use or reuse of existing infrastructure and community assets
- Creates or preserves green space, recreational amenities, and other legacy landuses
- Stimulates economic development
- Achieves sustainable and equitable development outcomes
MOST IMPORTANTLY IT IS A PROCESS THAT...

- Brings people together committed to creating positive change
- Identifies local champions who will implement new ideas
APPROACH

• Understanding of local conditions and community needs
• Engage with community members and stakeholders
• Examine market conditions, assess the existing real estate market and identify target uses
• Define recommendations to enhance multi-modal access
• Reality-based recommendations for future improvements/redevelopment
• Action steps into implementation
ENGAGE THE COMMUNITY IN A DYNAMIC PROCESS

• Community engagement plan to maximize involvement

• Multiple outreach strategies
  ▪ Public meetings + Open Houses
  ▪ Pop-up events/walkabouts
  ▪ Website
  ▪ One-on-one interviews/Focus Group Meetings
  ▪ Other tactics as needed/appropriate

• GPC: help identify hard to reach groups and best strategies

• Build support of advocates to share in implementation
BALANCE BUSINESS AND RESIDENT NEEDS

• Identify shared goals and collective vision to be integrated into the plan
• Define what success looks like for all stakeholders
• Balance needs with outcomes
• Prioritize recommendations and improvements for the gateway project area
PLACEMAKING: RECOGNITION OF COMMUNITY CHARACTER AND SENSE OF PLACE

• Reinforcing positive elements of the gateway area
• Collectively reimagine and reinvent the gateway area
• Strengthen the connections between residents and the places they live
• Enhance physical, cultural, economic, and social identities
SUSTAINABLE APPROACH COMMUNITY HEALTH

• Define Gateway Economic Opportunities
• Safe Multi-modal Options
• Community Resiliency: land use and infrastructure
• Supportive Social Systems
• Environmental Health: Access to Clean Water, Clean Air, and Places to Play
COMMUNITY ENGAGEMENT GOALS AND OBJECTIVES
COMMUNITY ENGAGEMENT PLAN

GOALS

• Identify stakeholders, including populations not traditionally involved in neighborhood decision making.

• Engage all stakeholders, including residents and businesses, in meaningful and accessible ways.

• Solicit early and continuous involvement.

• Seek collaborative input on alternatives and evaluation criteria.

• Provide transparency during the planning process.

• Build understanding of redevelopment opportunities and build support for the plan that evolves from the planning process.
STAKEHOLDER GROUPS

• Gateway Area Planning Committee (GPC) and Community Advisory Group (CAG)

  • What other community stakeholder groups should be engaged during this planning process?
  • What are the best methods to engage underserved stakeholder groups?
SCHEDULE
### PHASE 1 DISCOVERY

1.1 Community/Stakeholder Engagement Plan

1.2 Kick-Off Meeting

1.3 Visioning Worksession

1.4 Review background Studies

1.5 Market Analysis

1.6 Urban Design Analysis

1.7 Stakeholder Meetings

### PHASE 2 VISION + MASTER PLAN ALTERNATIVES

2.1 Town Hall Charette #1

2.2 Stakeholder Meetings

2.3 Prepare Draft Plan

### PHASE 3 REDEVELOPMENT CATALYST SITES + IMPLEMENTATION

3.1 Town Hall Charette #2

3.2 Concept Redevelopment Plans

3.3 Draft Implementation Plans

3.4 Stakeholder Meetings

### PHASE 4 DOCUMENTATION + APPROVAL

4.1 Draft Master Plan Report

4.2 Final Document

4.3 Stakeholder Meetings

4.4 Present to Cities

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**Milestone Meetings**

**Charette**

**GPC Meetings**

**CAG Meetings**
SCHEDULE

• GPC Visioning Session (Meeting #2)
  • April 20th
• GPC Meeting #3
  • May 18th
• CAG Meeting #1
  • May 10th

• Town Hall Charrette #1
  • End of May/Early June
• GPC Meeting #4
  • June 22nd
• CAG Meeting #2
  • TBD

Define future days/times/location that will work for CAG meetings
VISIONING EXERCISE
EXERCISE #1: ISSUE IDENTIFICATION

Part 1: (20 Minutes)

- Separate into two groups. Each group will have a scribe to document the comments
- Group 1: Identify corridor strengths/opportunities and unique things to remain
- Group 2: Identify corridor issues/concerns/things that should change

Part 2: (15 Minutes)

- Groups switch to respond to other topic area
- Group 1: Identify corridor issues/concerns/things that should change
- Group 2: Identify corridor strengths/opportunities and unique things to remain
EXERCISE #2

Resource Mapping: (Homework due on May 15th)

On the provided map please identify/draw connections, barriers, special places, or unique possibilities within the project area.

Please also provide written comments as needed.
Exercise 2:
Draw connections, barriers, special places, or unique possibilities on the map, and/or provide comments below...
QUESTIONS
Exercise 2:
Draw connections, barriers, special places, or unique possibilities on the map, and/or provide comments below...