



Central West Focus Area Steering Committee Process

January 29, 2013

DESIGN
CHAPEL HILL 2020

CONNECTIONS·CHOICES·COMMUNITY

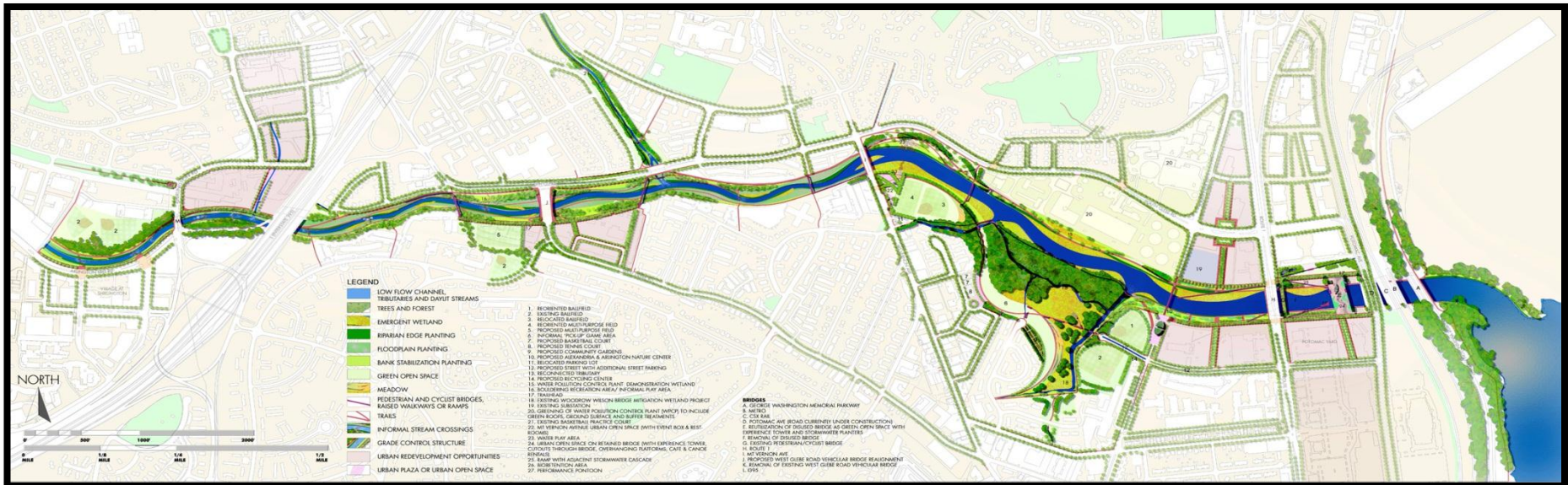
Agenda

- Introductions and Opening Remarks (Approximately 5 minutes)
- Public Participation/Comments (Approximately 5 minutes)
- Staff Presentation about Small Area Plans and the Committee's Discussion Points (Approximately 20 minutes)
- Committee Discussion (Approximately 50 minutes)
- Next Steps (Approximately 5 minutes)
- Public Participation/Comments (Approximately 5 minutes)

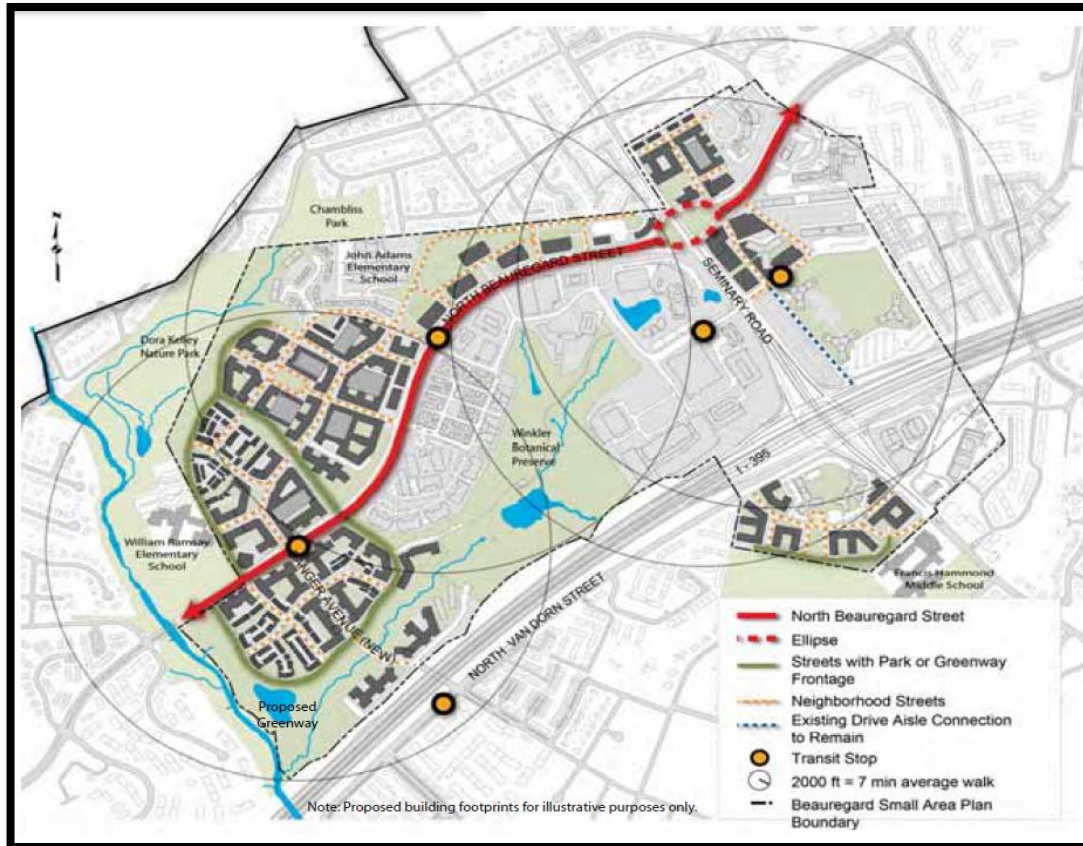
Objective for Meeting

- Gain a better understanding of
 - Small Area Plans
 - Process to develop small area plans
- Discuss unresolved topics
 - Approve the schedule
 - Electing co-chairs
 - Quorum
 - Voting procedures
 - Sub-committees
 - Other topics?
- Discuss next steps

Small Area Plans



What is the end product?



Small Area Plan

- Developed for a clearly defined area
- Provides detailed recommendations
- Does not replace a comprehensive plan, but augments it
- Builds on the goals, policies, and implementation strategies

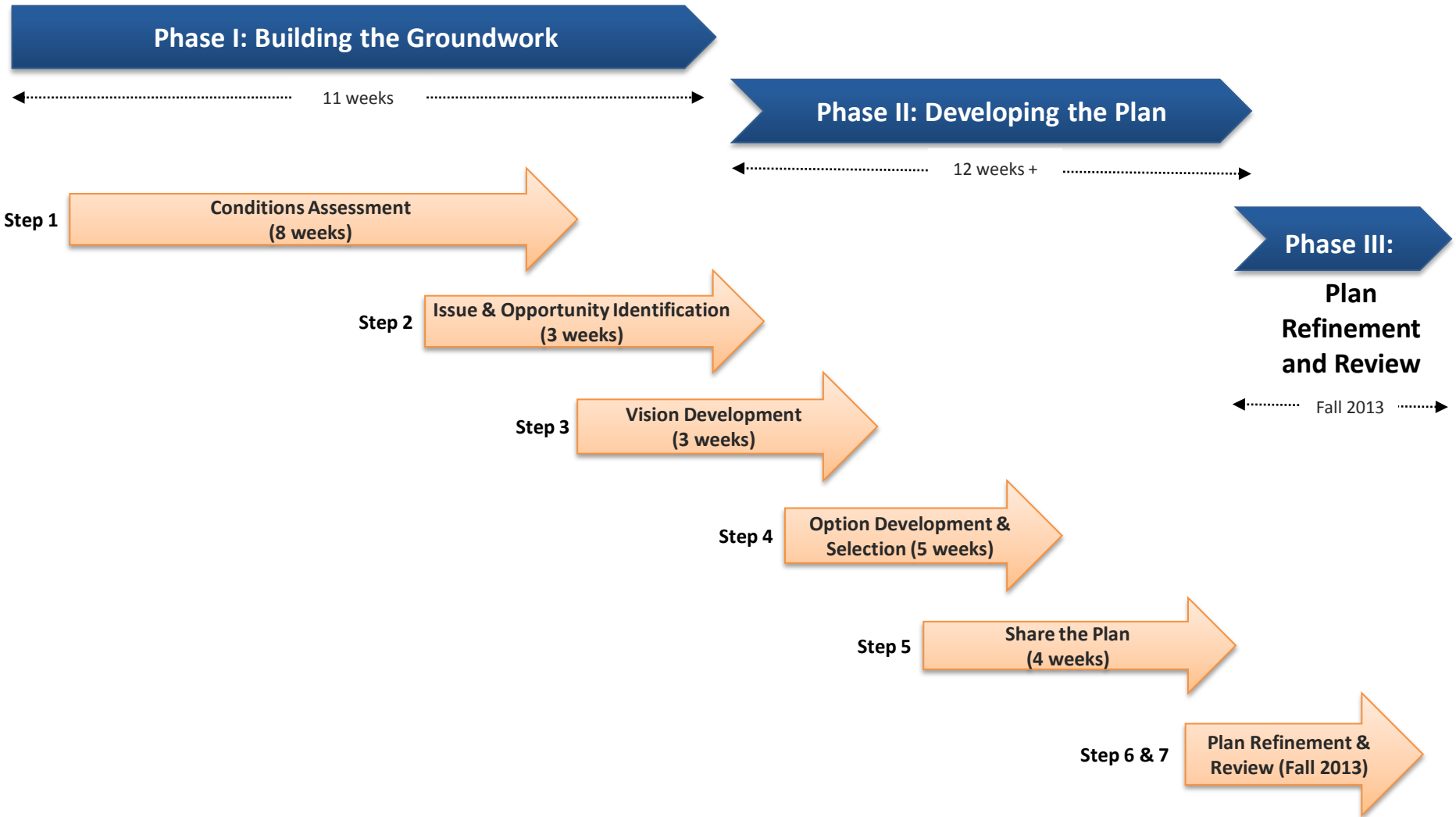


Process to Develop a Small Area Plan



Phases I, II, and III

Three-phased Approach to Develop the Plan



Phase I: Building the Groundwork (Steps 1 & 2)

Step 1

Conditions Assessment

January to February

Step 2

**Issue & Opportunity
Identification**

March

Community Workshop

March 1-3, 2013

Community discussion and
planning for the Central West
Focus Area

Step 1

Conditions Assessment

- Timeframe: January to February
 - 2 Steering Committee Meetings
 - 2 Informational Sessions
- Purpose: Provide context for the Central West Focus Area Plan
- Action Steps
 - Review existing plans and information
 - Watch key topic videos
- Gather new information
 - Walk the area
 - Gather community input at the Community Workshop



Image from: Beaugard Small Area Plan (Alexandria, VA)

Output: Conditions Assessment Document

Deliverable: Conditions Assessment

Figure 2: City Annexations

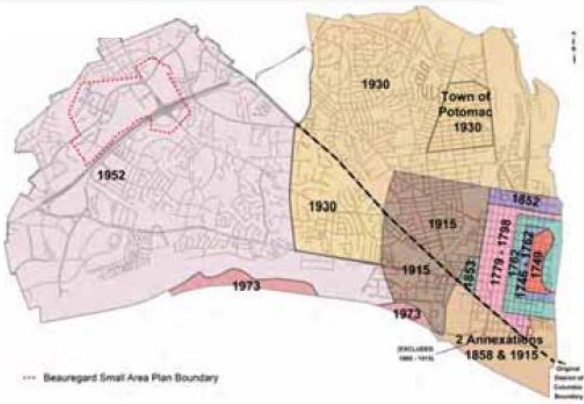


Figure 3: Adjacent Regional Growth



Figure 1: Regional Context

A. IMPLICATIONS OF LOCAL AND REGIONAL GROWTH
 The future of Beaugard requires consideration of its place within the context of the City and the region (Figure 1). The West End was annexed as part of the City in 1952 (Figure 2). Since the initial large scale development within Beaugard in the 1950s, the City's population has grown from approximately 62,000 to 140,000 in 2010. The majority of the development within Beaugard occurred primarily in the 1960s to 1980s, when the area was transformed to the current development pattern.

The Washington metropolitan region is expected to gain approximately 1,270,000 new jobs and 1,500,000 new residents within the next 30 years¹ (Figure 3). The City's projected portion of this regional growth is expected to be approximately 52,000 new jobs, 43,000 new residents, and 24,000 new housing units (Figure 4). While these projections may be high, it is clear that over the long term this region and the City will continue to grow. A challenge and opportunity for the City will be to manage the growth in a sustainable manner consistent with the City's goals, policies and existing neighborhoods.

Because of the projected local and regional growth, existing and proposed transportation infrastructure and existing zoning, Beaugard will transform in the coming decades. The Plan proposes a framework to guide the expected growth in a manner that will be economically, socially, and environmentally sustainable for the City. Land use and transportation are major components of sustainability, as much as the ways we generate our energy, grow and consume our food, and produce and consume the products that fill our lives (Figure 5).

¹Source: Metropolitan Washington Council of Government Growth Trends, to 2040 Round 8

Beaugard Small Area Plan
 Regional and Local Context

Figure 4: Alexandria Population Forecast¹

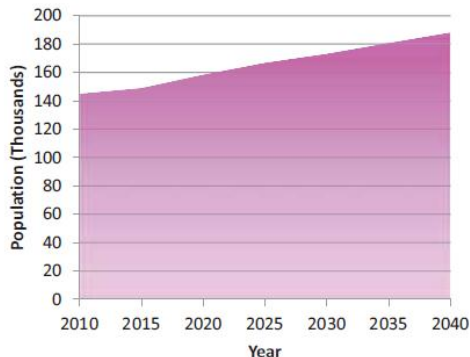


Figure 5: Land Use and Transportation

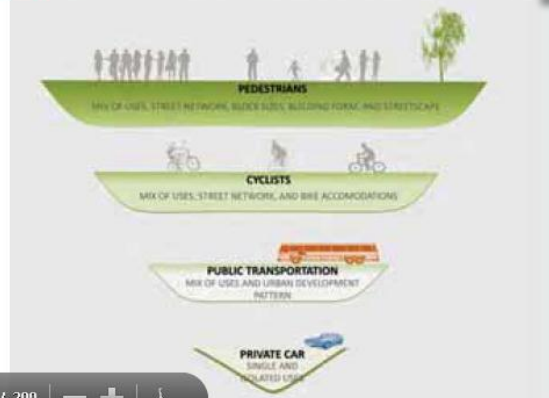


Figure 6: Existing Zoning
 The proposed Plan accommodates the existing and proposed zoning in a manner compatible with the adjacent neighborhoods while creating a transit-oriented, mixed-use series of neighborhoods that are reflective of the City's goal for a more sustainable approach to growth.

B. The Existing Land Use Amenity - A Strategic Plan
 In 1952, the City adopted the Small Area Plan for the Plan area, with subsequent approval of the zoning (Figure 6). However, although the existing zoning permits approximately 630,000 sq. ft. of additional development within the redevelopment sites (Figure 6), there are not standards or design requirements in place for elements such as streets, open space, phasing of infrastructure, etc.

Figure 7: Planned Redevelopment Sites

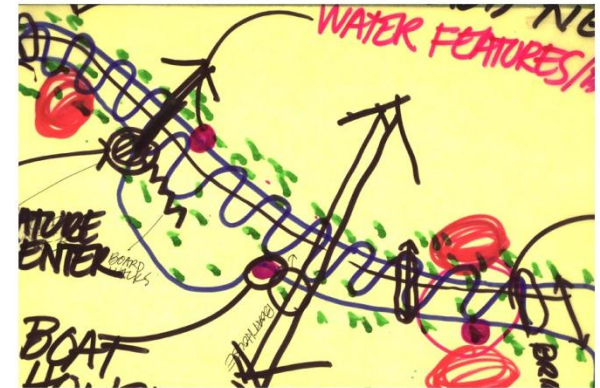
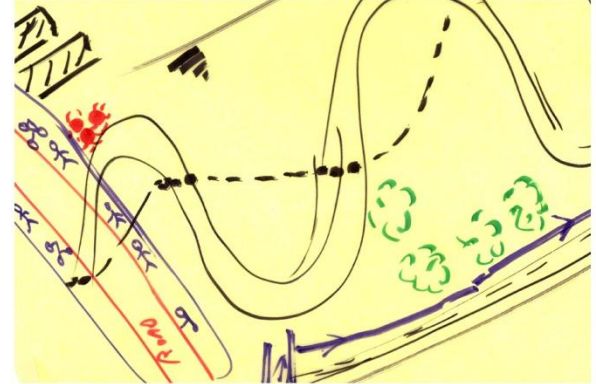
Beaugard Small Area Plan
 Regional and Local Context

Images from: Beaugard Small Area Plan (Alexandria, VA)
<http://alexandriava.gov/uploadedfiles/BeaugardSAPAdopted.pdf>

Step 2

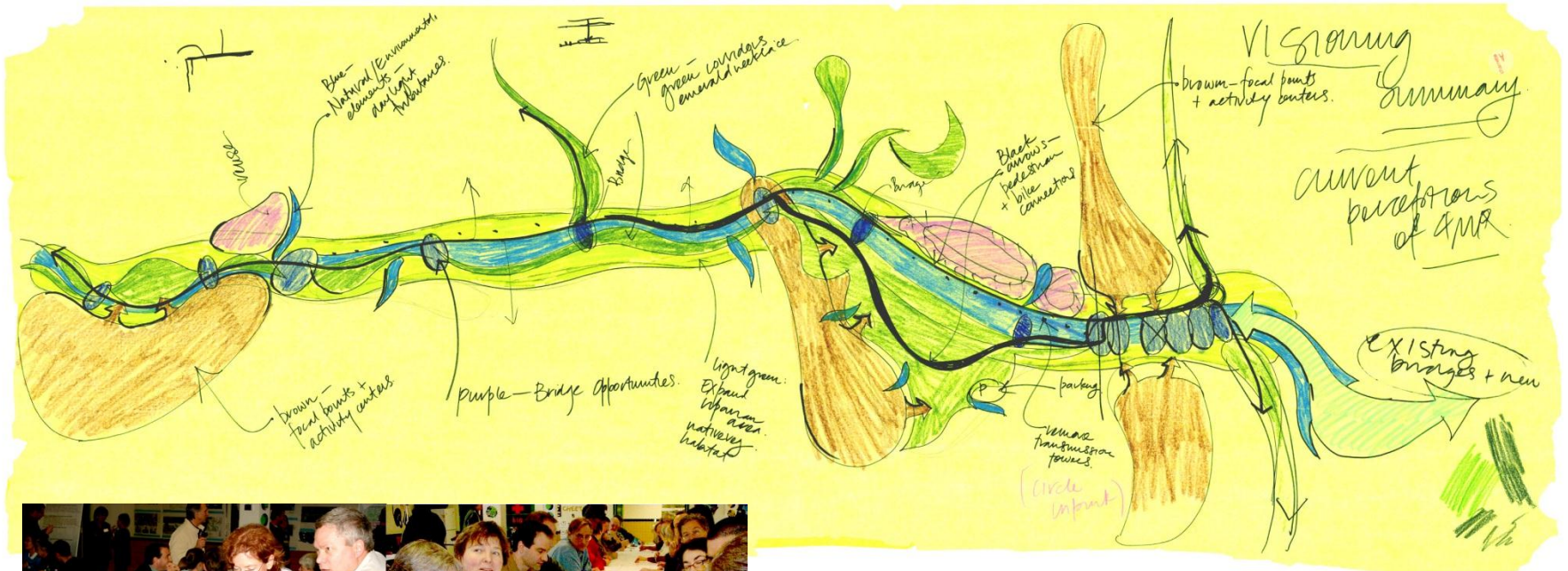
Issue/Opportunity Identification

- Timeframe: March
 - Community Workshop
- Purpose: Identify issues and area of focus for the Plan
- Action Steps
 - Determine where Plan can guide/direct change
 - Prepare for Community Workshop
 - Publicize
 - Engage the community
 - Participate in the Community Workshop
- **Output: Images and ideas for the Central West Area**



COMMUNITY DRAWINGS
VISIONING WORKSHOP

Deliverable: Images and Ideas



VISIONING WORKSHOP
SYNTHESIS MAP

- GREAT GREEN CORRIDOR (EMERALD NECKLINE)
- GREAT GREEN CORRIDOR (ARROYOS)
- GREAT GREEN CORRIDOR (BRIDGES)
- GREAT GREEN CORRIDOR (ACTIVITY CENTERS)
- GREAT GREEN CORRIDOR (FOCAL POINTS)
- GREAT GREEN CORRIDOR (PEDESTRIAN + BIKE CONNECTORS)
- GREAT GREEN CORRIDOR (URBAN EXPANSION)
- GREAT GREEN CORRIDOR (TRANSMISSION TOWERS)
- GREAT GREEN CORRIDOR (PARKING)
- GREAT GREEN CORRIDOR (BRIDGES)
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Phase II: Developing the Plan (Steps 3 – 5)



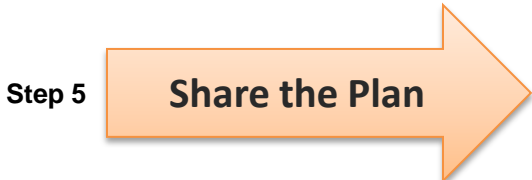
March

- Brainstorm the vision
- Synthesize the vision
- Share the vision with the community and ask for feedback
- Finalize the vision



April and May

- Develop the Central West Focus Area Plan outline
- Develop initial Plan recommendations
- Host a community information meeting



May and June

- Share the draft plan with the community
- Review input from the community
- Meet Council deadline for their review of the draft plan by June 24, 2013

Step 3

Vision Development

- Timeframe: March
 - 2 Steering Committee Meetings
- Purpose: Define the focus of the Plan
- Action Steps
 - Develop the vision
 - Share the vision with the community
- **Output: A vision that encapsulates the future character of the area**

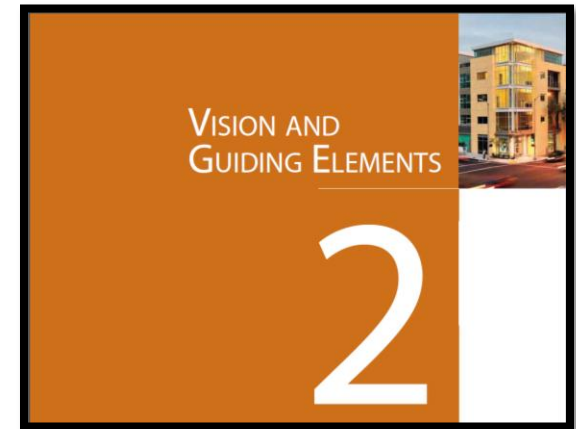


Image from: Beauregard Small Area Plan (Alexandria, VA)

Example of a Vision Statement

This area has a series of new urban neighborhoods containing a mix of uses; open spaces; a diversity of housing opportunities; and integrated transit that is compatible with the adjacent neighborhoods. The seven distinct neighborhoods are economically and environmentally sustainable for the Town.





Figure 11. Interconnected Open Spaces



Note: Depicts existing and planned public open spaces.

A. INTEGRATE TRANSIT, LAND USE AND URBAN DESIGN:

The Plan is based on convenient access to transit for pedestrians, bikes and seeks to reduce single-occupancy vehicles by providing an urban mixed-use development pattern around the transit stops. The Plan is based on the density and land uses being within a 5-10 minute walk from the transit stops.

This approach:

- Minimizes the number of car trips;
- Enables a mixed-use and transit-oriented character;
- Concentrates and interconnected open spaces;
- Enables pedestrian-friendly streets;
- Provides services necessary to create a more self-sufficient community;
- Enables densities that allow more efficient transit; and
- Provides accessible transit for the affordable/workforce housing.

B. CREATION OF SEVEN DISTINCT ALEXANDRIA NEIGHBORHOODS:

A strength of Alexandria is the unique character and individuality of its many great neighborhoods. The Plan reflects a commitment to this City tradition. The Plan reinforces distinct neighborhoods (Figure 12), a walkable scale, transportation options and open space connections. These are many of the same qualities that have allowed many of Alexandria's neighborhoods to thrive over decades of economic, social and technological change.

10 Vision and Guiding Elements

C. ENCOURAGE DIVERSITY OF USES AND HOUSING:

A variety of neighborhood services and retail such as a new grocery store and amenities will be accessible within each neighborhood or accessible by transit, giving residents and employees the choice of meeting many of their daily needs without the need to use their cars.


The Plan recommends a significant level of committed affordable and workforce housing to be dispersed throughout the Plan area, which will enable Beaugard to support a range of ages, household types and incomes.

D. INTEGRATE URBAN ECOLOGY – SUSTAINABILITY:

The Plan emphasizes sustainability at a neighborhood scale and for each building. The Plan also recommends green infrastructure and stream restoration/revitalization for Turkey Run and a portion of Holmes Run. The Plan also recommends aspirational environmental goals, given the expected 20-30 year build-out of the Plan.

E. PROVIDE INTERCONNECTED OPEN SPACE NETWORKS:

The Plan proposes that public open spaces be centrally located within each neighborhood. In addition, the Plan proposes a new approximately 18 acre greenway adjacent to the existing Winkler Botanical Preserve (Figure 11). The Plan also provides an approximately 7 acre expansion of the Dora Kelley Nature Park (Figure 42 and Figure 33E). The proposed new public open spaces, parks, and greenways will constitute approximately 44 acres. In addition to the parks and greenways, ground level open space and roof-top open space will be required within each neighborhood.



11 Vision and Guiding Elements

Step 4

Option Development and Selection

- Timeframe: April and May
 - 2 Steering Committee meetings
 - 1 Community Report Out
- Purpose: To discuss the various options for the area
- Action Steps
 - Discuss and refine options developed during the Community Workshop
 - Select an option
 - Develop the Plan outline
 - Develop initial plan recommendations
- **Output: Synthesize the information and start focusing on a direction for the Plan**

Deliverable: Information Synthesis and Definition of Direction

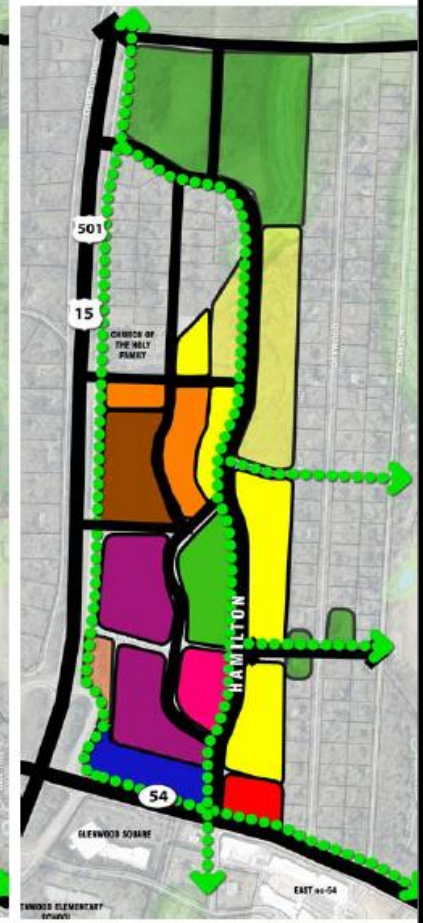
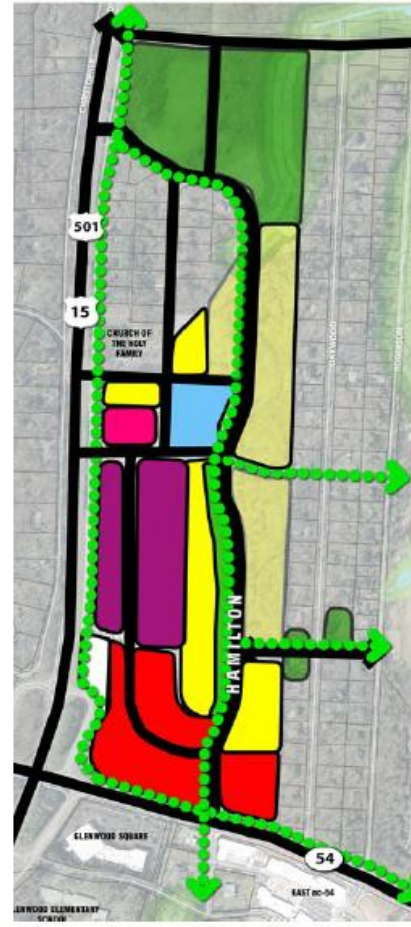
Development Framework Comparison

Base

Edge

Main St

Village Green



Step 5

Share the Plan

- Timeframe: May and June
 - 1 Steering Committee meeting
 - 1 Community Report Out
 - 1 Town Council meeting
- Purpose: Receive community and Council feedback about the draft Plan
- Action Steps
 - Share the Plan and receive feedback
 - Community
 - Council
- **Output: First draft with public and Council comment**



Phase III: Refining and Review of the Plan (Steps 6 & 7)

Step 6

Plan Refinement

July and August

- Review input from the June Council meeting
- Recommend adjustments
- Refinement of plan

Step 7

Plan Review

September to November

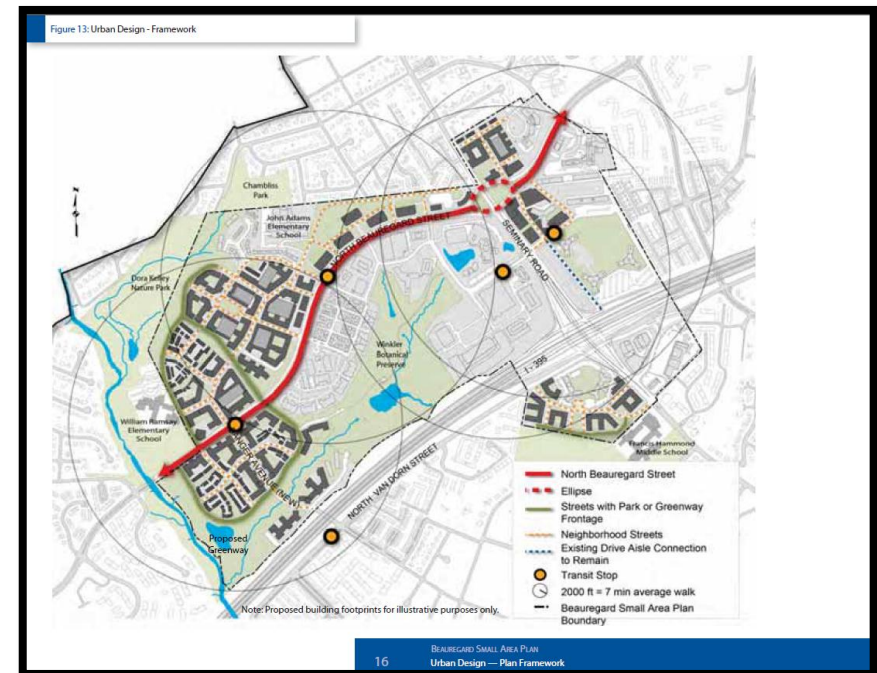
- Review of plan by:
 - The Committee
 - Planning Board (required)
 - Public Hearing (required)
 - Town Council reviews for possible endorsement (required)

Step 6

Plan Refinement

- Timeframe: July and August
 - 1 Steering Committee meeting
- Purpose: Provide direction to make adjustments to the Plan
- Action Steps
 - Review input from the Council
 - Recommend adjustments
- **Output: Revised draft of the Plan**

Images from: Beauregard Small Area Plan (Alexandria, VA)



Step 7

Plan Review

- Timeframe: September to November
 - 3 Steering Committee meetings
 - 1 Planning Board meeting
 - 1 Public Hearing
 - 1 Council meeting
- Purpose: Have the Plan reviewed and considered for possible endorsement
- Action Steps
 - Review of Plan by Steering Committee and Planning Board
 - Receive public comments at Public Hearing
 - Make adjustments re: comments
 - Council review for possible endorsement
- **Output: Central West Focus Area Plan**



Committee Discussion Points

Committee Discussion Points

- Schedule
- Co-chairs
- Quorum
- Voting Procedures
- Sub-committees
- Other topics

- Question:
 - Prefer to go through each topic with the full Committee?
 - Or to break into small groups to discuss by topic?

Schedule

- Discussion Point: Meeting schedule for the process
- Proposed Schedule
 - January to February: Conditions Assessment
 - March: Issue/Opportunity Identification
 - March: Vision Development
 - April and May: Option Development and Selection
 - May and June: Share the Plan
 - July and August: Plan Refinement
 - September to November: Plan Review
 - November: Possible endorsement by Council

Co-Chairs

- Discussion Point: Should co-chairs be appointed/elected?
- Precedent: Glen Lennox and Planning Board chairs
- Responsibilities
 - Collaborate with and design the meeting agenda with consultant and staff
 - Pre-meeting conference call with consultant and staff
 - Help focus Committee discussion
 - Help maintain the schedule

Quorum

- Discussion Point: Advisory Board quorum
- Committee may only act with a quorum (Town rule)
- Practice of other Advisory Boards
 - Planning Board, Community Design Commission, and Historic District Commission
 - Each have 10 members
 - A quorum is 5 members

Voting Procedures

- Discussion Point: How should the Committee make decisions?
- Precedent
 - Glen Lennox: Only made decisions based on consensus
- Some options
 - By consensus – An acceptable resolution that can be supported, even if not the “favorite” of each member
 - Simple majority
 - By 2/3 votes
- No Voting by secret ballot

Sub-Committees

- Discussion Point: Potential sub-committees
- Sub-committee Information
 - Considered a public body
 - Must include Steering Committee members
 - All meetings must be noticed
 - Requires staff attendance
 - Meetings need to have a specific focus/purpose that aligns with the project schedule
- Recommendation: Decide if sub-committees are useful after input is received from the Community Workshop

Committee Discussion

Next Steps

- “Making Transportation Decisions on a Local Level”
 - Steering Committee Information Session
 - Monday, February 4th at 7:00-8:00pm in the Council Chamber
 - Presentation by Bill Martin and Miller Cochran from Martin/Alexiou/Byrson consulting firm
 - Spread the word to your neighbors and colleagues!
- Steering Committee Meeting
 - Tuesday, February 12th at 7:00-8:30pm
 - Location? (Possibilities: the Siena Hotel; or the Council Chamber)
 - Topics
 - Begin conditions assessment
 - Review existing information