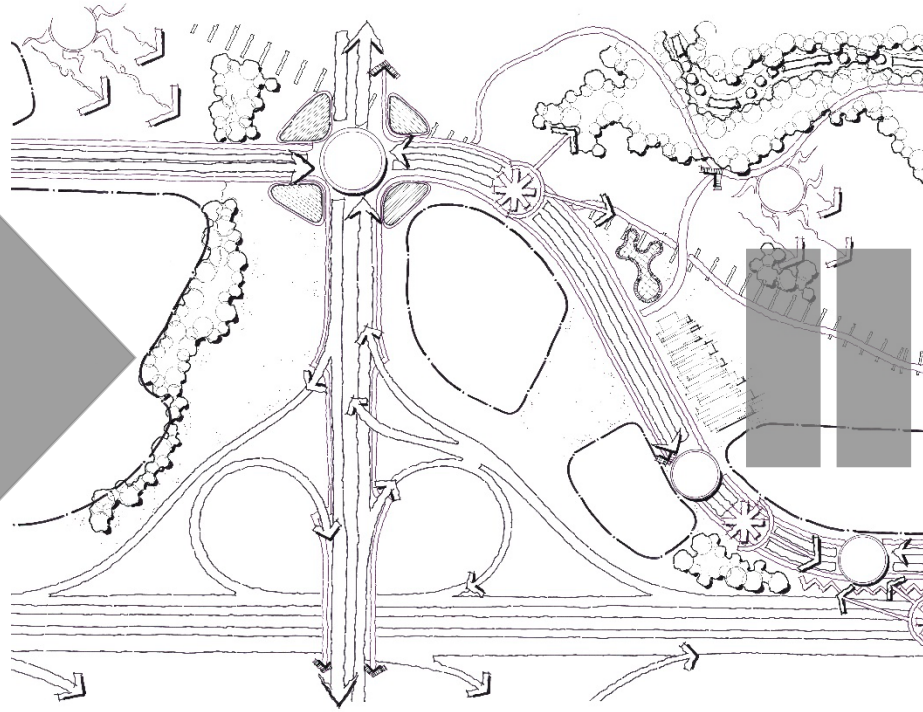
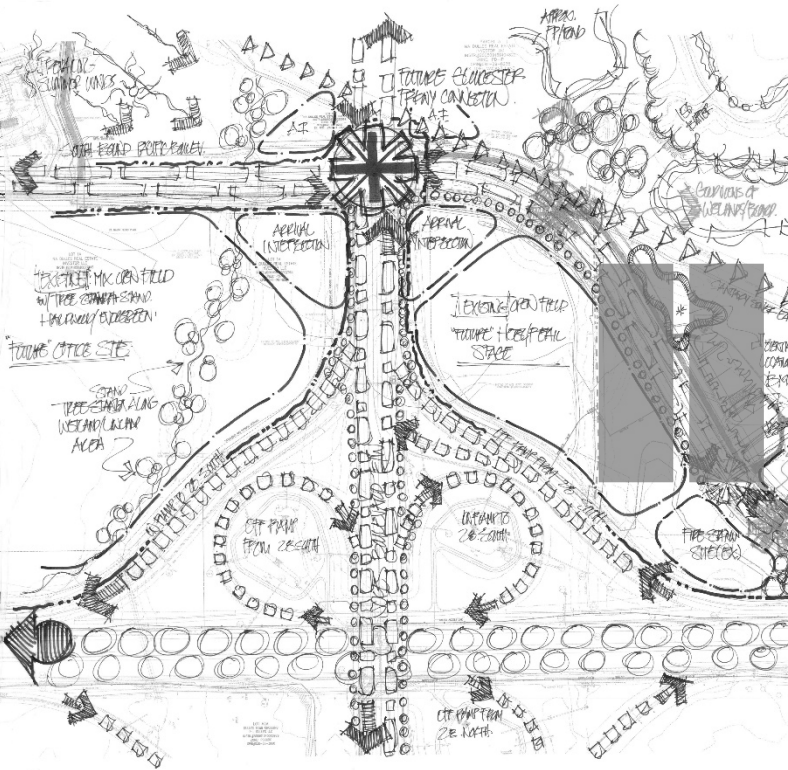




CONCEPT PLAN-Pilot Program

Council Committee on Economic Sustainability-2020.6.5





CONCEPT PLAN-Why Are we Here?

- Problems
 - Context related Discussion
- Priorities
 - Framing a New Direction
- Path
 - Pilot Program

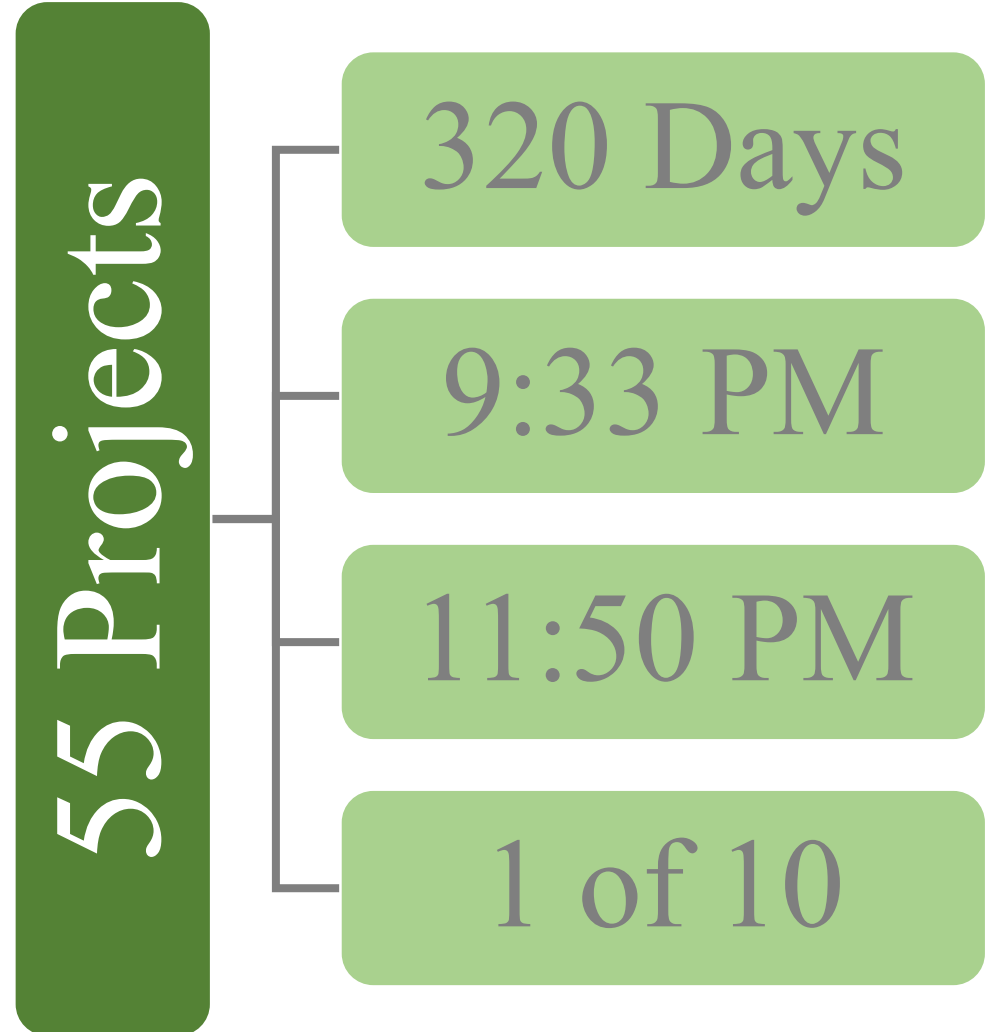




CONCEPT PLAN-By the Numbers

❑ Concept Plan Submissions

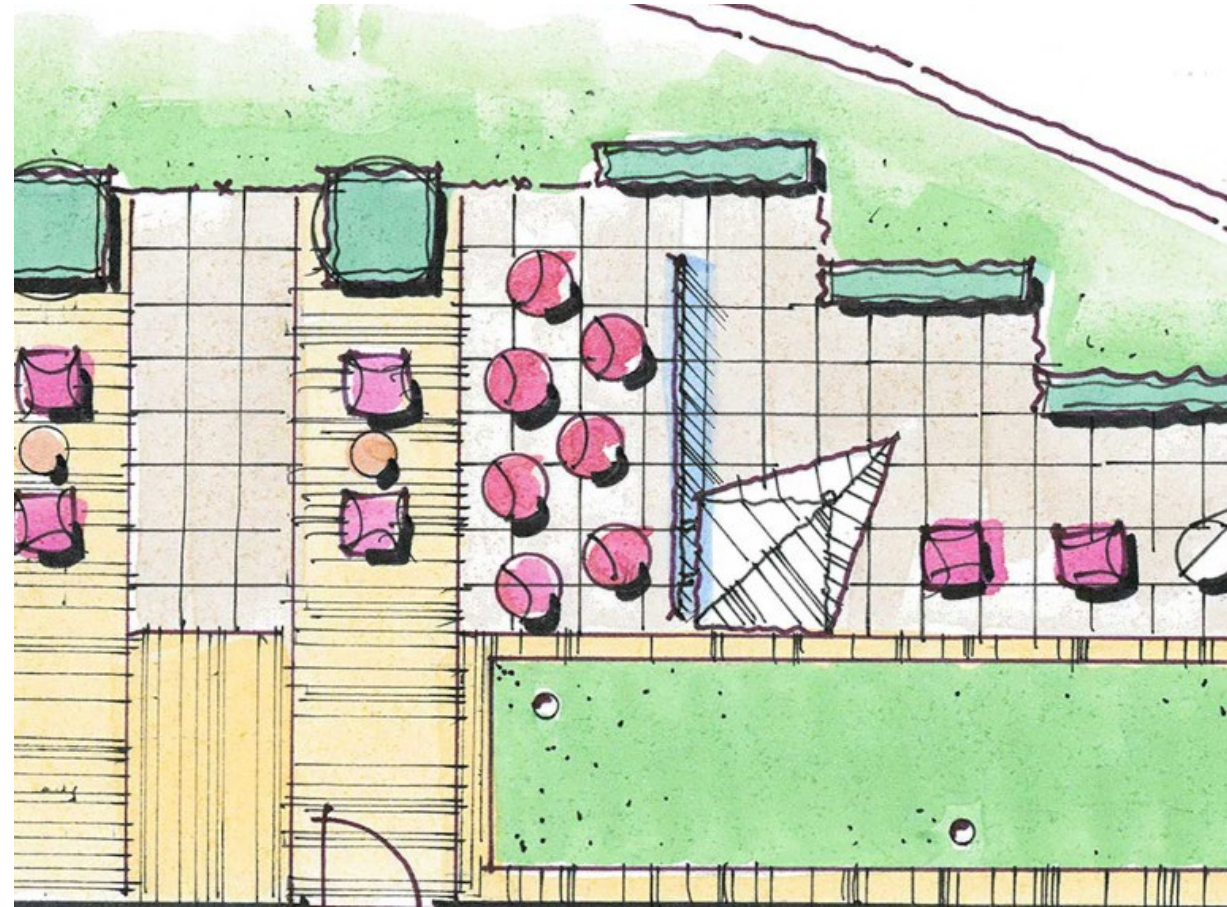
- 320 Days-Between Council Concept review and a Formal submittal (Expected Project Path)
- 6-9 Months before Formal Council review
- 9:33PM-Average Discussion Start Time at Town Council Meeting
- 11:50PM-Latest Noted Start Time at Town Council Meeting
- 1 of 10-No Formal Applications after 2yrs.





CONCEPT PLAN-Agenda

- Concept Plan History
- What's the Problem?
- Solution Priorities
- Pilot Proposal
- Let's Talk





CONCEPT PLAN-History

☐ Break out the Trace (Practice)

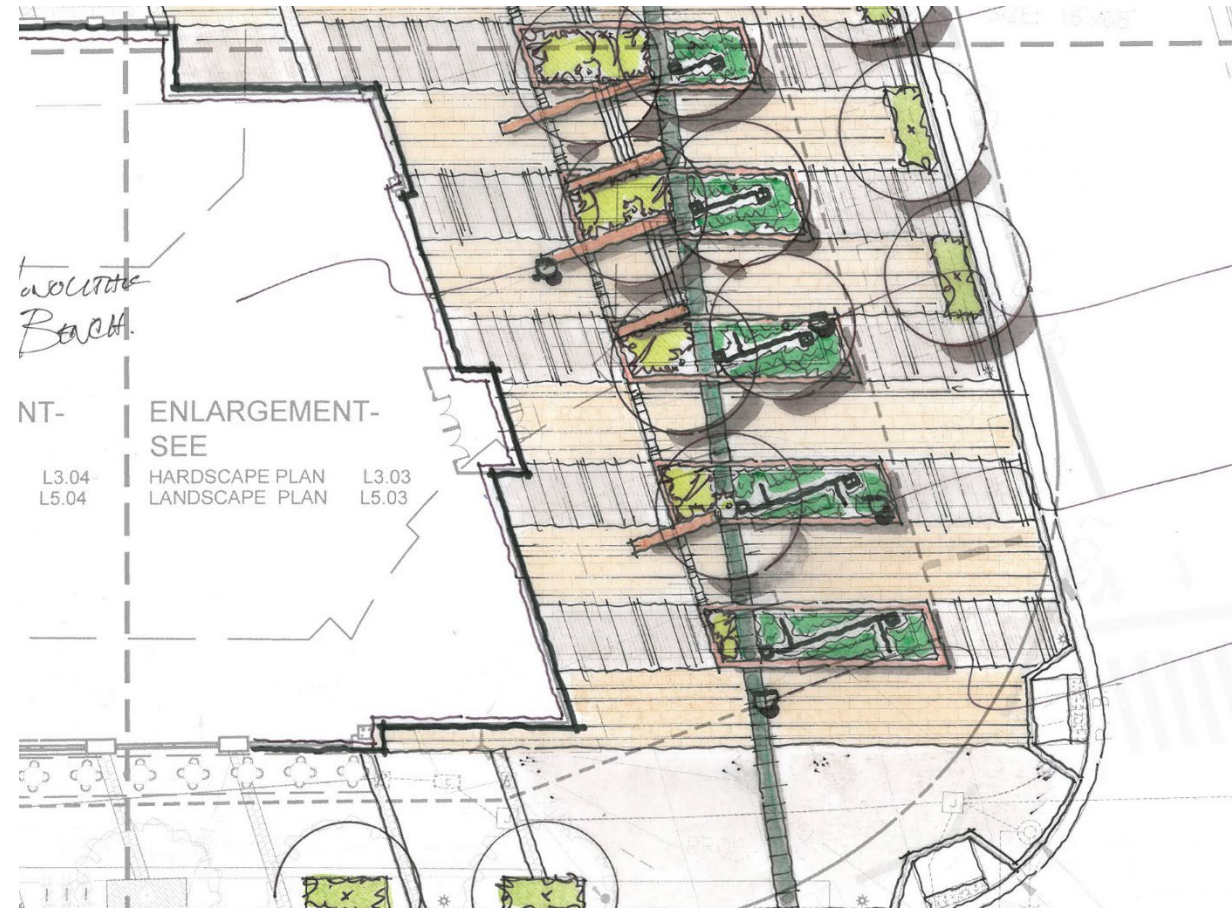
- Pen meets Paper
- Where the Design Process/Intent Starts

☐ In the Beginning (Town)

- Back of Napkin Sketch
- Designer Peer Review

☐ LUMO

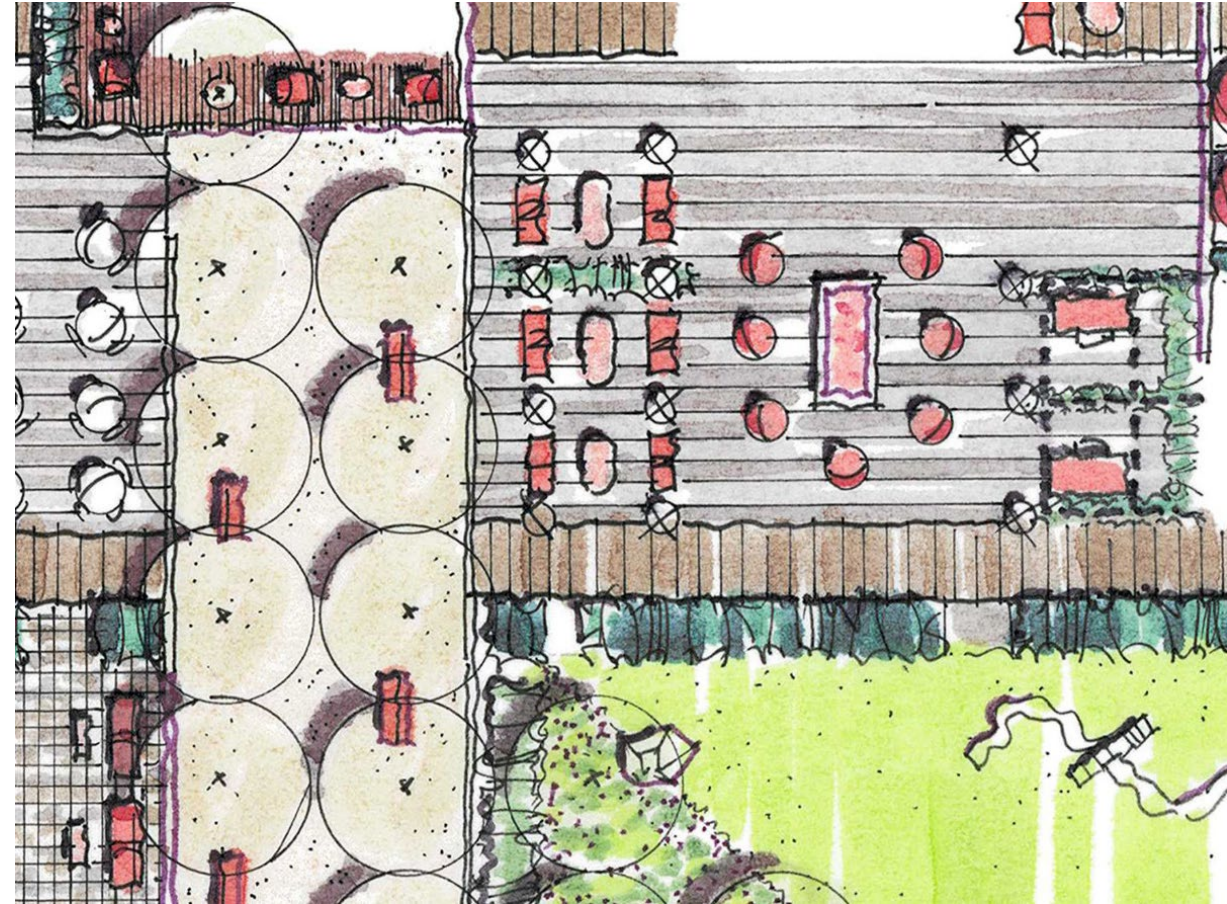
- Formal Process
- Significant Application Materials
- Boards/Commissions Review
- Council Review
- Written Recommendations





CONCEPT PLAN-What's the Problem?

- Boards & Commissions
 - Additional Visuals & Information
 - Additional Review Boards
- Council
 - Meeting Functionality and Meaningful Applicant Feedback
- Applicants
 - Focus on Sketches and Precedent images to relay design intent
- Staff
 - Staff time allocation vs. time spent
 - Other municipal process





CONCEPT PLAN-Priorities

- Quality Final Projects
- Quality Public Participation and Engagement
- Efficient Use of Staff and Applicant Resources
- User Friendly
- New Process





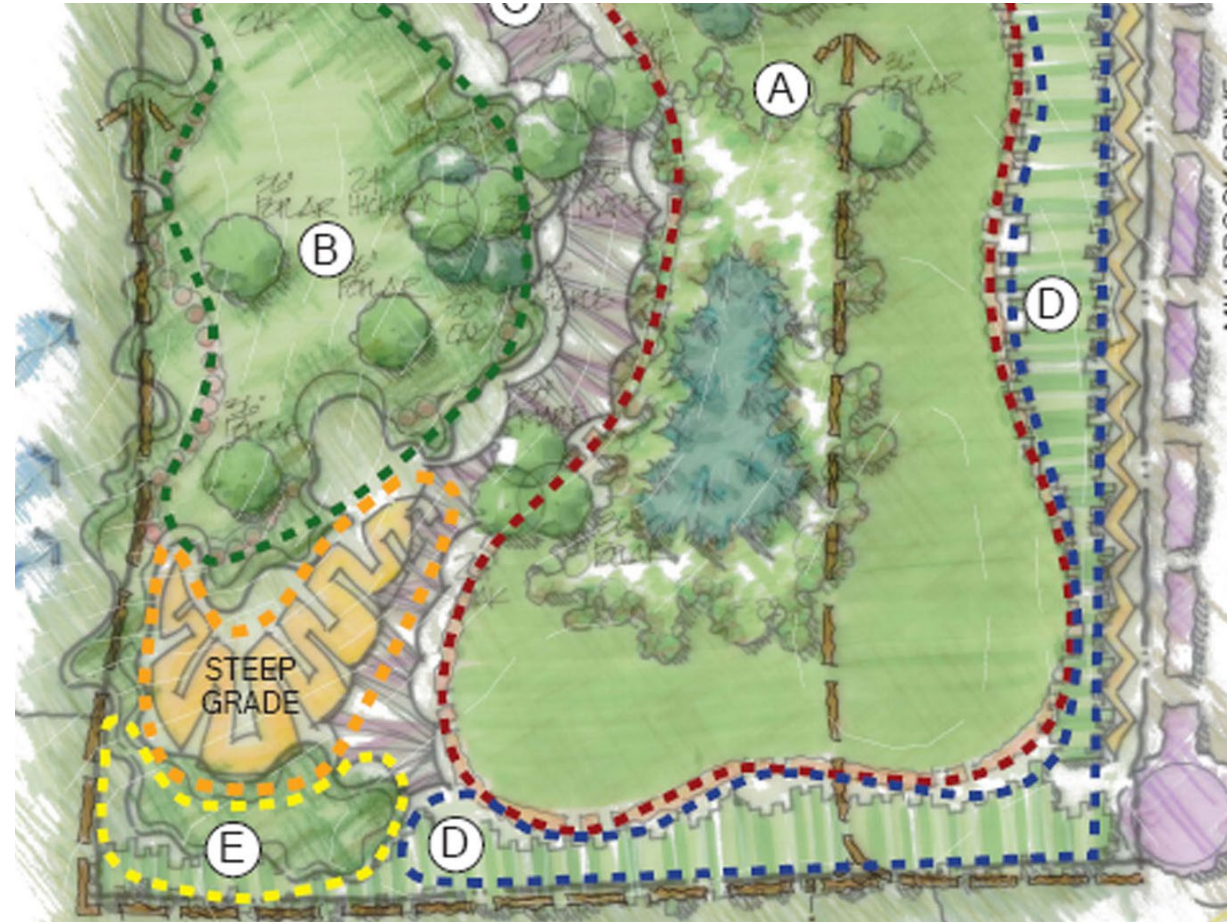
CONCEPT PLAN-Pilot Program

☐ Community Concept Meeting (CCM)

- Occurs Early in the Process
- Workshop Style/Informal Review Meeting
- Attendees include Neighbors and General Public, Applicant Team, Staff, Boards/Commissions and Town Council
- Sketch Plans to be Presented by Applicant
- Opportunity for Public to Ask Questions of Applicant and Staff

CCM Follow Up

- Staff and Urban Design Reports will be prepared to identify key points the applicant should address





CONCEPT PLAN-Pilot Program

Time Frame

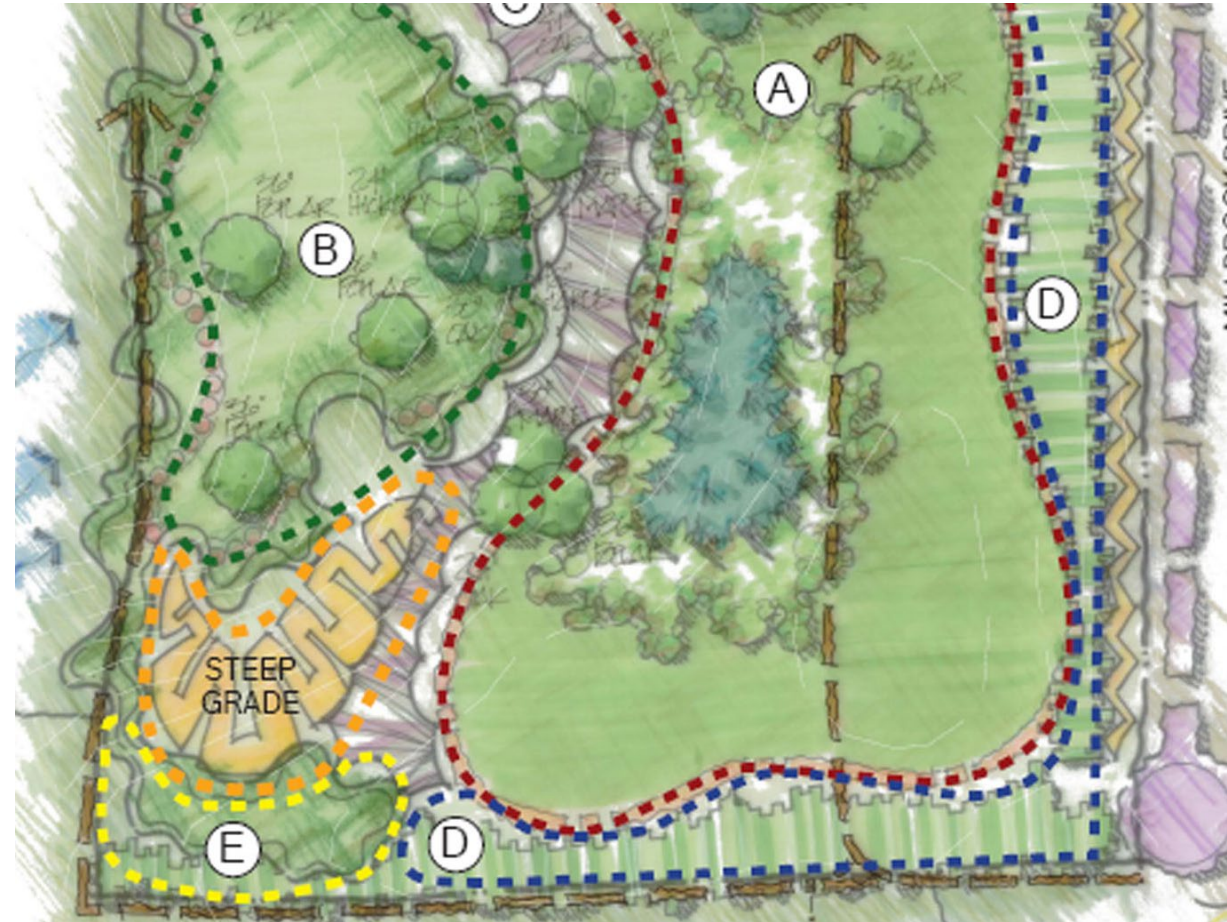
- Fall Test Run
- Schedule Impacts via Current Events
- Applicant Volunteer for Test Run

Potential 'Optional' Reviews

- Modified Advisory Board Review
- Council (Add. Fee)
- Urban Design summary provided pending project thresholds.

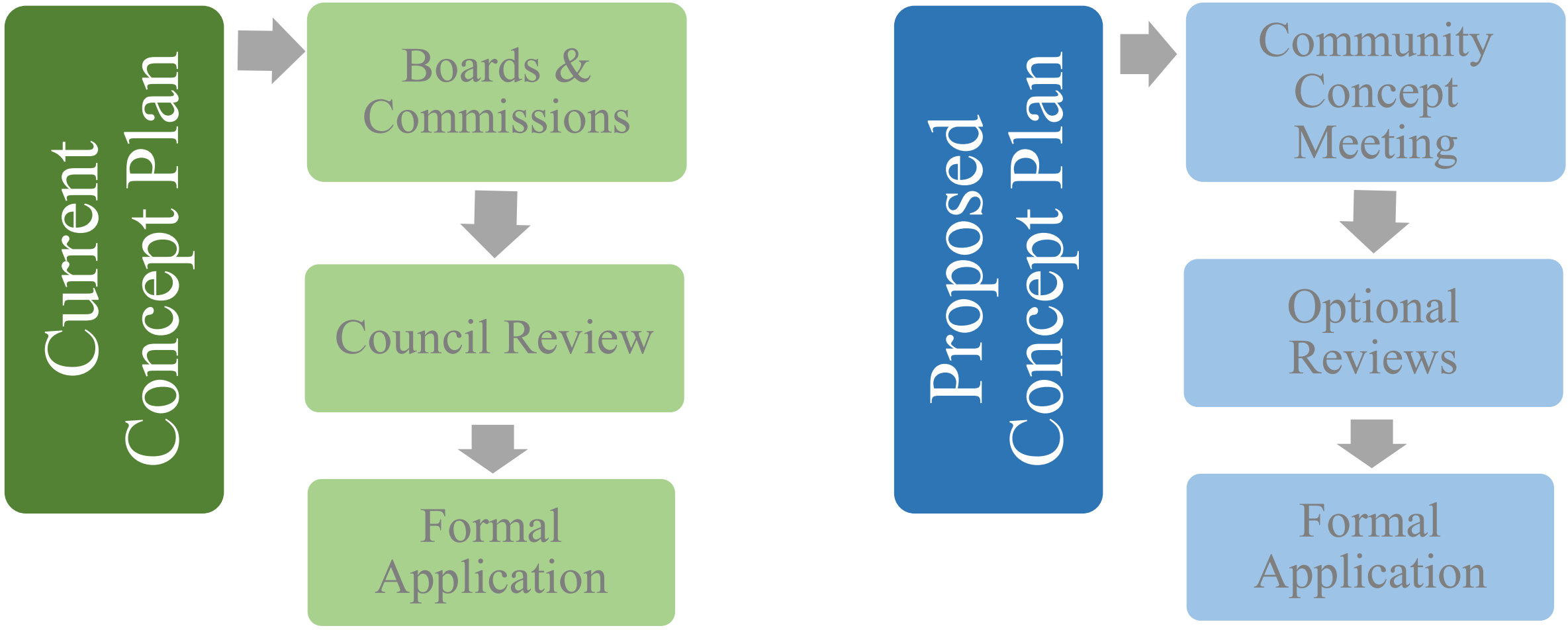
Staff Output

- Quarterly Concept Plan Reports to Council
- Supplemental Information provided at CCES





CONCEPT PLAN-Process Comparison





CONCEPT PLAN-Priorities

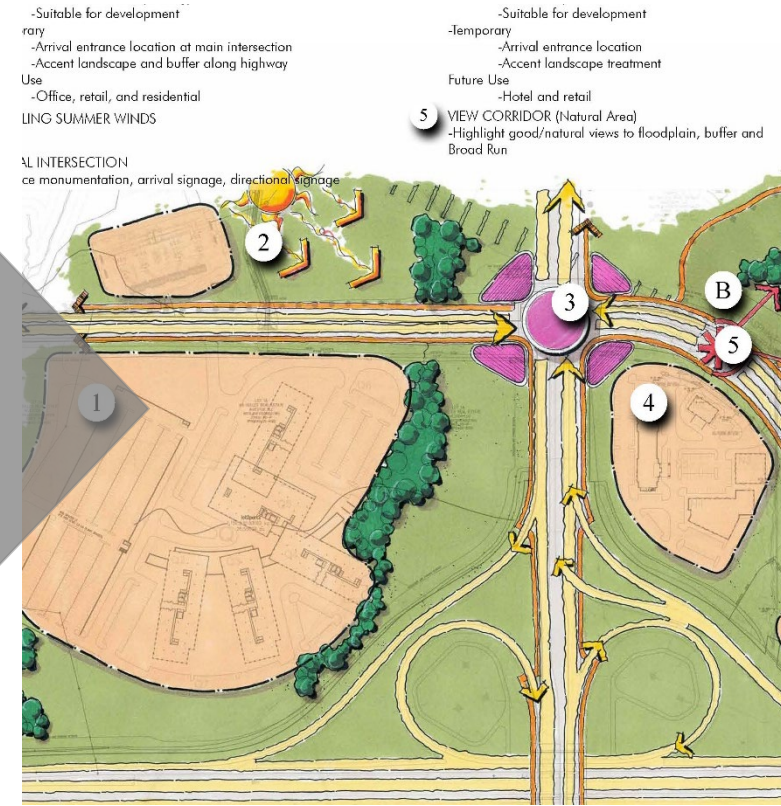
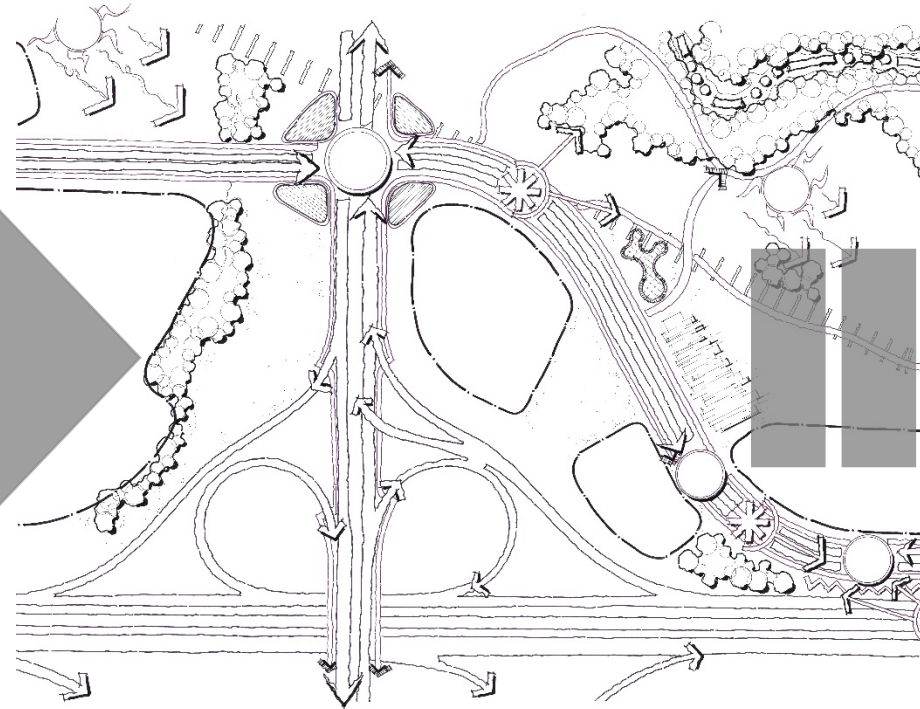
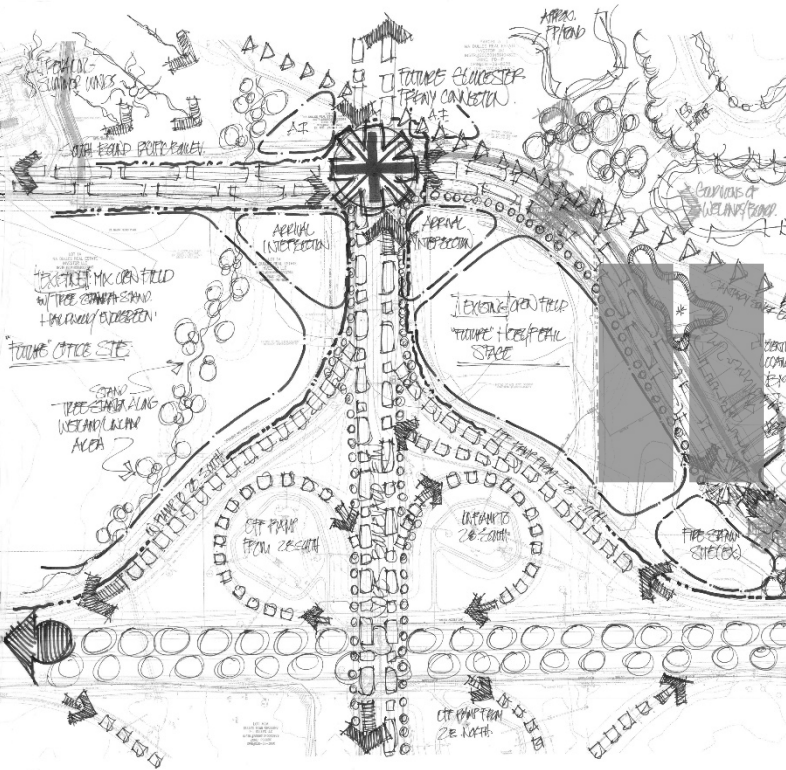
- Quality Final Projects
- Quality Public Participation and Engagement
- Efficient Use of Staff and Applicant Resources
- User Friendly
- New Process





CONCEPT PLAN-Pilot Program

Questions/Concerns/Feedback



- Suitable for development
- Arrival entrance location at main intersection
- Accent landscape and buffer along highway
- Use
 - Office, retail, and residential
- LING SUMMER WINDS

INTERSECTION
ce monumentation, arrival signage, directional signage

- Suitable for development
- Temporary
- Arrival entrance location
- Accent landscape treatment
- Future Use
 - Hotel and retail
- 5 VIEW CORRIDOR (Natural Area)
 - Highlight good/natural views to floodplain, buffer and Broad Run