



MEMORANDUM

To: Village Council
From: Natalie Hawkins
Date: March 11, 2019
Subject: Update on Comprehensive Long Range Plan

After your February 26th Council meeting, I followed up again with our consultants, Town Planning and Urban Design Collaborative, to determine additional costs associated with an expanded scenario planning process and modifying the process to allow public input on all of the alternative scenarios. This memo describes the information I obtained from those discussions.

As our consultants have refined the choice areas and have identified the following scenarios based upon the information they have obtained from the public, key stakeholders, staff, the Think Tank, the Village Council, and their professional planning expertise:

1. Existing ETJ
 - Business as Usual: Allow development as currently zoned
 - Alternative Scenario 1: Allow three conservation neighborhoods and downzone remainder of land in the ETJ to one unit per 10 acres
 - Alternative Scenario 2: Allow three conservation neighborhoods and keep existing zoning on remainder of land in the ETJ at one unit per 5 acres
 - Alternative Scenario 3: Allow six to nine new single family neighborhoods and keep existing zoning on remainder of land in the ETJ
2. Highway 5 Commercial Area (Trotter Hills/Pinehurst South/Executive Center)
 - Business as Usual: Allow development as currently zoned
 - Alternative Scenario 1: Redevelop as an office/professional job center, similar to Turnberry Woods in Southern Pines
 - Alternative Scenario 2: Redevelop the area as an “Innovation Village” with one connected master plan concept and allow 1-3 story mixed use with retail, office, services, and upper level residential
3. Medical District
 - Business as Usual: Allow development as currently zoned on undeveloped parcels
 - Alternative Scenario 1: Allow development on undeveloped parcels and infill development on some parking lots and vacant areas between existing buildings to medical/office with structured parking and 3-4 story buildings
 - Alternative Scenario 2: Allow development on undeveloped parcels, infill development on some parking lots and vacant areas between existing buildings, and redevelop under-utilized parcels/older facilities for medical/office uses up to 6-8 stories with structured parking

- Alternative Scenario 3: Allow development on undeveloped parcels, infill development on some parking lots and vacant areas between existing buildings, and redevelop under-utilized parcels/older facilities for medical/office uses up to 8-12 stories and structured parking
4. Village Place/Rattlesnake Corridor
 - Business as Usual: Allow development as currently zoned with 1-3 story buildings
 - Alternative Scenario 1: Allow development and redevelopment at a higher intensities, especially in areas currently classified as industrial uses in the new core and retail/multifamily along Rattlesnake Drive
 5. Hwy 211 – North of Pinewild
 - Business as Usual: Allow development as currently zoned (Office Professional)
 - Alternative Scenario 1: Allow development as a strip retail center like others on the Highway 211 corridor (e.g. Olmstead Village).

A few weeks ago, staff proposed the consultants include all of the scenarios in the draft plan and change the agreed upon process under the terms of our contract to reflect this. They have had an opportunity to confirm the costs associated with this change, which are not insignificant. As a reminder, staff proposed the following process as a way to ensure the community is able to provide their input on the alternative scenario planning choices and that the presentation at the Open House is truly a draft plan:

The consultants prepare a draft plan that includes and describes the impacts of ALL the scenarios contemplated. Staff would review the plan before the Open House for scrivener errors only. The community would provide their input on the draft plan and indicate their preferred scenarios. The consultants would incorporate public input and prepare a revised draft plan for the P&Z Board and Village Council to consider. The P&Z Board and Council would provide their input and our consultants would prepare a final plan for Council adoption.

In my memo to you dated February 26th, I indicated that I did not think the process change described above would cost more than the \$18,000 quoted for additional public input sessions. However, after hearing from our consultants and reviewing the detailed estimate of fully preparing 15 scenarios instead of the 3 we contracted for, the estimated cost of this change would be approximately \$35,000. The unit cost per scenario is roughly \$2,900 and includes everything from initial concept to full layout in the draft document for the proposed Open House. A general framework for organizing the fifteen scenarios is attached for your reference. This is a proposed format for sharing with the community that may help articulate the scenario planning concept and the effort involved.

In addition, I also received an estimate to hold a two-day Open House where our consultants seek feedback on the 15 scenarios (versus the contracted single presentation) and that cost is approximately \$8,500. When combined with the proposed additional cost of \$20,000 for more illustrations, we would need a change order of \$63,500 to proceed with the previously discussed process changes. Staff believe these funds can be absorbed within the existing Planning Department budget given lapsed salaries and contingency and the Village Manager could reallocate the existing department budget to cover the incremental cost.

Ways to potentially reduce some of this cost could include eliminating some choice areas, eliminating scenarios evaluated, or reducing the additional amount allocated for illustrations. Alternatively, we could proceed as initially planned and allow staff and the consultants to evaluate and recommend preferred scenarios for inclusion in the draft plan based on all of the input received thus far and their professional expertise.

In a nutshell, to expand the public input process beyond what was originally contemplated in our contract will cost a sizeable amount. Staff is seeking your direction on how you would like to proceed and we urge the Council to provide clear direction at your meeting on March 12th, so staff and the consultants can plan accordingly and proceed with drafting our new Comprehensive Long Range Plan.

As a reminder, I have identified the timeline below to indicate the timing of major milestones in the project under the proposed revised process.

Task/Deliverable	Deadline	Responsible Party	Review Time
Complete and Post Scenario Planning Information on Envision the Village Site	March 31 st	VOP	
Deliver PRE-DRAFT PLAN	May 15 th	TPUDC	10 weeks for TPUDC to create PRE-DRAFT PLAN after scenario planning (with all scenarios presented)
VOP Comments Due	May 31 st	VOP	2 weeks for VOP staff to review PRE-DRAFT PLAN for scrivener errors only
Open House - DRAFT PLAN	June 17 th , 18 th , or 19 th	TPUDC	2 weeks for TPUDC to incorporate VOP scrivener error comments (should be fairly minimal) into DRAFT PLAN
Public Comments Due	July 15 th	VOP	4 weeks for VOP to seek and submit public comments on DRAFT PLAN
Deliver REVISED DRAFT PLAN to P&Z/Council	August 30 th	TPUDC	6 weeks for TPUDC to incorporate public comments and prepare REVISED DRAFT PLAN
P&Z/Council Comments Due	September 30 th	VOP	4 weeks for P&Z/Council to review and submit comments on REVISED DRAFT PLAN
Deliver FINAL PLAN	October 30 th	TPUDC	4 weeks for TPUDC to incorporate P&Z/Council comments and prepare FINAL PLAN

Should Council approve of the change in scope to the contract, Council would need to pass a motion authorizing the Mayor or her designee to amend the Long Range Comprehensive Plan contract with Town Planning & Urban Design Collaborative in the desired amount.