



TOWN OF FAIRFAX STAFF REPORT

TO: Mayor, Town Council

FROM: Garrett Toy, Town Manager *GT*
Jim Moore, Director of Planning and Building Services

DATE: April 6, 2016

SUBJECT: Approval of Work Program to Develop a Draft Town Center Plan

RECOMMENDATION

Approve the Work Program to develop a draft Town Center Plan through a public participatory process and direct staff to commence work.

DISCUSSION

The 2010 – 2030 General Plan's Town Center Element calls for the creation of a Town Center Plan (TC-3.1.1.1); with the participation of the Town Council, Planning Commission, Chamber of Commerce – and the Fairfax public at large.

Therefore, planning staff and the Town's prime planning consultant, LAK Associates, have crafted the attached Work Program to develop a Town Center Plan. The thoroughly public-participatory approach outlined in the Work Program is centered on three public workshops: one in the late spring, one in summer and one in the fall.

Each of the three workshops is proposed to be held on a Saturday from 9:00 AM to 1:00 PM (and/or until 3:00 PM for the middle community workshop) at the Women's Club. The proposed dates are:

- June 4, 2016
- August 6, 2016
- October 1, 2016

Staff will inform the community of the workshops through the Town newsletter, website, and Nextdoor. We also plan to notice the community workshops as joint special meetings of the Town Council, Planning Commission, and the General Plan Implementation Committee to allow for full participation by its members under the Brown Act. The overall goal is to have a draft Town Center Plan to the Council in December for discussion. At that time, staff will be better able to recommend a timeline and process for finalizing the plan.

FISCAL IMPACT

The cost for the June workshop is included in the Planning and Building Services FY 2015/16 budget. The proposed FY 2016/17 Budget will include the cost of developing and preparing the Plan.

ATTACHMENT

Town Center Plan Work Program

AGENDA ITEM # 5

Town of Fairfax
TOWN CENTER PLAN
WORK PROGRAM

Preparation for Community Workshop #1

The first two steps (Tasks #1 & 2 below) in preparing for the three forthcoming and successive public workshops in the spring, summer and fall will be for staff and the planning consultant (LAK Associates) to compile a “workbook” containing all pertinent background studies, plans, proposals and/or policies that require consideration in drafting a Town Center Plan. In addition, staff will prepare an urban design analysis using a series “data boards” that culminate in a summary board of preliminary “Issues & Opportunities”. Both the workbook and urban design analysis will be posted on a town-sponsored website, as briefing material, prior to Community Workshop #1.

TASK #1: Workbook preparation by staff & consultants to include

1. Relevant citations from the 2010 – 2030 General Plan
2. Pedestrian & Bicycle Master Plan - Update
3. Parkade Area Circulation Study
4. Best Practices in Managing Parking
5. Morgan Hall’s Bolinas Avenue - Streetscape Improvements Proposal
6. Other (?)

TASK #2: Urban Design Analysis by staff & consultants to include

- a. Data Boards; Land Use, Circulation, Physical Form, Focal Points, Other (?)
- b. Issues & Opportunities - Preliminary

Community Workshop #1: Saturday June 4, 2016 from 9:00 AM - 1:00 PM

The goals of the first community workshop is to: (a) review the workbook in order to bring the participants up to speed on existing background studies, plans, proposals and/or policies; (b) review the urban design analysis / data boards and the summary board of preliminary issues and opportunities; and (c) confirm through an iterative process an agreed upon list of issues and opportunities in the town center area.

TASK #3: Establish Plan Principles

1. Review of Workbook
2. Review of Urban Design Analysis
3. Issues & Opportunities – Community Input

Please note: the confirmed list of issues and opportunities coming out of Community Workshop #1 will be used as the starting point in Community Workshop #2 for brainstorming and exploring a variety of potential improvements in the town center area.

Community Workshop #2: Saturday August 6, 2016 from 9:00 AM - 3:00 PM

This middle community workshop, which will run until 3:00 PM, is where the creative thinking really takes place, with a goal of finding ways to improve the town center area along the lines envisioned in the 2010 -2030 General Plan. After reviewing the agreed upon list of issues and opportunities developed and confirmed in Community Workshop #1, there will be breakout sessions of small groups, each focusing on brainstorming ideas to address particular concerns, after which the entire assembly reconvenes and hears from each group. During this process each table will have a facilitator who will lead the discussion, and a “hand” for taking notes on a display board.

TASK #4: Brainstorming Plan Alternatives;

1. Breakout Sessions: Issues & Opportunities to be explored could include,
 - a. Parking Requirements & Resources
 - b. Multi-modal Circulation Improvements
 - c. Physical Form & Design Guidelines
 - d. Infrastructure Improvements (e.g., Parkade)
 - e. Use of Bolinas Avenue
 - f. Center Boulevard Improvements Revisited
 - g. North-South Commercial Divide
 - h. East-West Commercial Divide
 - i. East & West Side Nodes
2. Presentations by Breakout Groups
3. Comments and/or identification of necessary follow-up studies by staff & consultants

Please note: the ideas, comments and/or questions generated in Community Workshop #2 will be analyzed by staff and consultants in order to distill the feasibility of the ideas and/or interventions to the town center area that have been envisioned by the various breakout session groups and/or the assembly as a whole.

Community Workshop #3: Saturday October 1, 2016 from 9:00 AM - 1:00 PM

This third and final community workshop takes place after staff and consultants have reviewed the ideas and strategies developed in Community Workshop #2 – with the pros and cons of each analyzed. Staff will present that analysis as a starting point for discussing the various

alternatives (previously generated). The goal of this third and last community workshop is to gain a sense of the communities' preferences toward the alternatives previously generated in Community Workshop #2.

TASK #5: Select Preferred Alternatives;

1. Presentation by staff & consultants
2. Discussion on Alternatives
3. Community Preferred Alternatives

Please note: the community preferred alternatives coming out of Community Workshop #3 will be refined and then packaged into a draft Town Center Plan by staff and consultants.

Draft Plan Roll-Out: <i>December 2016 Town Council Meeting</i>

There will be a considerable amount of staff and consultant time and effort to assemble the community preferred alternatives into a draft Town Center Plan. It is the goal of staff that the draft Plan will include at a minimum, recommended design guidelines, circulation improvements, parking enhancements, and capital improvements.

TASK #6: Prepare a draft *Town Center Plan (TC-3.1.1.1)*; deliverables may include,

- Development Standards & Design Guidelines (LU-7.1.5.1)
- Multi-Modal Circulation Improvements Plan (Goal C-8)
- Managed Parking Program (C-6.2.1, TC-3.2.4)
- Capital Improvements Program
- Landscaping Improvements
- Implementation Strategy

Please note: we anticipate that some key components of the Plan will require more refinement and further discussion, such as prioritization of implementation actions and managed parking plan. However, the goal is to have a draft Town Center Plan to create the framework for future discussions. It is possible that one or two components of the Plan could be addressed as separate topics for discussion (e.g., managed parking) and developed separately from the Plan. These discussions would occur in 2017.

In December, staff would provide Council with a timeline and process for the finalizing the Town Center Plan.