



**TOWN OF FAIRFAX**  
**STAFF REPORT**  
**SPECIAL MEETING**  
**July 13, 2016**

**TO:** Mayor, Town Council

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

**SUBJECT:** Receive report regarding use of planning facilitator for the August 6<sup>th</sup>  
Town Center Plan Workshop #2

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**RECOMMENDATION**

Receive staff report articulating use of a planning facilitator to assist with conducting a public Workshop on August 6, the second in a series of three, to develop a "Town Center Plan".

**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.

Toward that end, planning staff and the Town's prime planning consultant, LAK Associates, crafted a public-participatory Work Program (attached) that was approved by the Town Council on April 6, 2016. That Work Program called for three public Workshops.

The first of the Workshops was held on Tuesday, June 14, and was well attended by the public. That first Workshop focused on the review of (1) the Town's existing General Plan Policies relative to the creation of a Town Center Plan (TCP), (2) existing plans (e.g., the Parkade Improvements Plan approved by the Town Council in August of 2010), and (3) proposed projects (e.g., the Bolinas Road Sidewalk Improvement proposal from Morgan Hall, AIA). At the meeting, staff memorialized the participants' comments on an "issues and opportunities" list.

The next Workshop, #2, is intended to distill the list of "issues and opportunities" that came out of Workshop #1 into possible options to address the problems and capitalize on opportunities for improving the town center area. This second Workshop is where the creative thinking (e.g., "brainstorming") with stakeholders will take place.

Staff had previously intended to prepare for and conduct the second TCP Workshop with the assistance of the Town's prime planning consultant LAK. However, both town planning staff and LAK are currently involved with processing three very time consuming project applications and/or zoning changes: those being (1) the Christ Lutheran Church Senior Housing application, (2) the "Wall" property pre-application

studies such as issuing an RFP for a firm to prepare the EIR required for any future project application, and (3) rezoning all Highway Commercial (CH) properties to Central Commercial (CC).

As a result of our limited staff resources as well as the need to facilitate more community input, staff sought out specialized planning expertise intended to help prepare for - and facilitate - TCP Workshop #2. Fortunately, given the short time frame required for this time-intensive help, staff has found Matt Taecker of *Taecker Planning & Design* in Berkeley. He recently completed the City of Berkeley's Downtown Plan. Mr. Taecker, has substantial experience in facilitating public workshops like Fairfax's TCP Workshop #2 with successful outcomes in reaching community consensus.

An additional benefit to bringing Mr. Taecker on-board for the second TCP Workshop is that it will bring a fresh set of "eyes" and "ears" to the process. One of the primary objectives of the workshops is to obtain and listen to community feedback. We believe Mr. Taecker has the demeanor to convey that message to the community.

Mr. Taecker will work with staff to prepare the necessary materials for the meetings including plans and drawings. He will also be instrumental in structuring the workshop to cover the topics while maximizing public participation within the 3 hour period. While staff is still developing the exact scope of work with Mr. Taecker, it will be under \$13,000 for his firm's labor. The scope will also include some follow up actions from the workshop.

It should be noted that we budgeted \$8,000 for the preparation/creation of materials and other assistance by LAK for Workshop #2. This also includes the development of follow-up materials from the workshop. The budgeted amounts for the consultants does not include the reimbursement for the production of materials such as display boards and plans.

### **FISCAL IMPACT**

Workshop costs are included in the FY16-17 Planning Division budget

### **ATTACHMENTS**

Work Program to develop a Town Center Plan

**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: December 2016 Town Council Meeting**

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.