

TOWN OF DAVIDSON COMPREHENSIVE PLAN RFP COMMITTEE KICK-OFF



College Town. Lake Town. *Your Town.*

Davidson Comprehensive Plan
RFP Committee Kickoff Meeting
Overview

May 14, 2018

COMP. PLAN RFP KICK-OFF

MEETING ROADMAP

1. **Comp. Plan Overview:** What/Who/Examples
2. **RFP Process:** Best Practices
3. **Schedule/Next Steps:** Comp. Plan, RFP
4. **Group Discussion:** Comp. Plans, RFPs



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WHAT IS A COMP. PLAN?

AMERICAN PLANNING ASSOCIATION

- **Comprehensive Plan:** The leading policy document and tool to help communities achieve a sustainable outcome.
- **Process:** Allows communities to understand historical context; acknowledge and look past immediate concerns; evaluate options for how to best proceed; and, to move toward a better future.
- **Range:** Long-Range/30 Years



COMPREHENSIVE PLAN

WHO'S INVOLVED?

- **Community-Led Initiative:** Directed by citizen vision and aspirations.
- **Stakeholders:** Citizens, Town Government, College, Businesses, Non-Profits (DHC, DLC, Ada Jenkins), Institutions (Schools, Religious Groups), Neighborhoods.
- **Process Leadership:** Typically managed by Planning Department, in close coordination with others:
 1. Public Information Officer
 2. Town Manager
 3. Public Works
 4. Economic Development
 5. Consultant(s)
 6. Stakeholders





WHY NOW?

WHY NOW?

VITICULTURE: DEGREE OF RIPENESS

- **Weight:** Sugar
- **Acidity:** Concentration
- **PH Level:** Balance
- **Physiological Characteristics:** Intangible Qualities
 - Tannins
 - Color
 - Flavor
 - Aroma

« BASIC MEASURES

« ARTFUL MEASURES



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TIME IS RIPE

- **Rule of Thumb/Experience:** Timing
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- « BASIC MEASURES
- «
- ARTFUL MEASURES
- «



THE GENERAL PLAN

EARLY 1990s

Town-Wide Meetings:

- What did we like about Davidson?
- What would we do differently as we grow, if we had the chance?
- What did we want to avoid as we grow?

Affirmed Common Values:

- Historic Main Street, Village Green, & Shops
- Davidson College
- Canopy Cover/Big Trees
- Sense of Community
- Diversity
- Narrow Streets, Sidewalks, & Front Porches
- Connectivity
- Commercial and Industrial Tax Base
- Rural, Open Spaces

“The General Plan is the first step in planning for Davidson’s future.”



DAVIDSON LAND PLAN

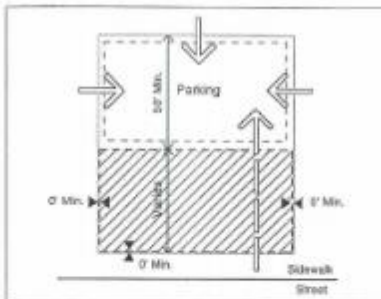
1995

IV. URBAN REGULATIONS

STOREFRONT BUILDING

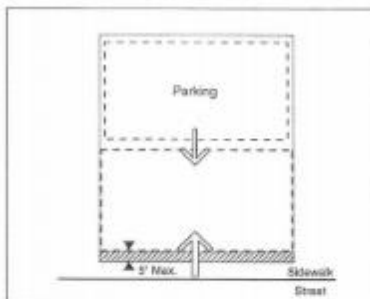
DAVIDSON LAND PLAN CODE

Building Placement/Parking/Vehicular Access



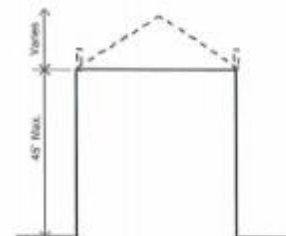
1. Buildings shall be placed on the lot within zone represented by the hatched area.
2. Generally, building and street facades must extend parallel to frontage property lines.
3. Parking shall be located to the rear of the building.
4. Points of permitted access to the parking indicated by arrow.
5. Hedges, garden walls, or fences may be built on property lines or as the continuation of building walls. A garden wall, fence, or hedge (min. 3' in height) shall be installed along any street frontage adjacent to parking areas.
6. Parking areas on adjacent lots should be connected.
7. Trash containers shall be located in the parking area (see Parking Regulations).
8. Mechanical equipment of ground level should be placed on the parking lot side of building and away from buildings on adjacent sites.

Encroachment/ Pedestrian Access to Building



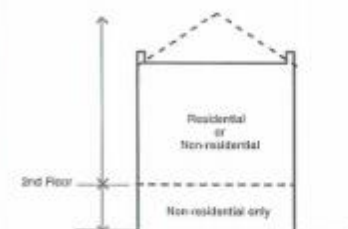
1. Balconies, bay windows, porches of an upper level and their supports of ground level, together with awnings above head height are permitted within the sidewalk as shown by the hatched area.
2. Main pedestrian access to the building is from the street (indicated by larger arrow). Secondary access may be from parking areas (indicated by smaller arrow).

Permitted Height



1. Building height shall be measured as the vertical distance from the highest finished grade relative to the street frontage, up to the eaves or the highest level of a flat roof.
2. The height of parapet walls may vary depending upon the need to screen mechanical equipment.
3. Building height to ridge may vary depending upon the roof pitch.

Permitted Uses



Permitted uses are indicated above.

Description:

The storefront building is a small scale structure which can accommodate a variety of uses. The structure is typically a maximum of 15,000 square feet. A group of storefront buildings can be combined to form a mixed-use neighborhood center. Individual storefront buildings can be used to provide some commercial service, such as a convenient food store, in close proximity to homes. Davidson's Main Street provides a good example of a neighborhood center of storefronts and the Village Market Cafe at Southern Village, Chapel Hill, NC., serves as a good single building example.

Photo: Neighborhood Center, Seaside, FL.

Special Conditions:

1. The intention of buildings in all locations must be to relate the principal facade to the sidewalk and public space of the street.
2. Drive-thru customer services are permitted only at the rear of building. Drive-thru facilities are prohibited in the Village Center.
3. Corners: Setback of street corners will generally replicate frontage conditions.
4. Front and side setbacks will vary depending upon site conditions. Setbacks should be used in a manner which affords pedestrian activity. Squares or plazas within building setback areas can act as focal points for pedestrians.



DAVIDSON PLANNING ORDINANCE

2001 & 2015

PLANNING AREAS

2.1 GENERAL

2.1.1 PLANNING AREAS

In order to implement the purpose and intent of the Planning Ordinance, planning areas are established in this section. Planning areas are different from conventional zoning districts in that they are defined not by land use but by geographical patterns of growth in the community and the Targeted Growth Plan from the 2010 Davidson Comprehensive Plan. Therefore, we have replaced the conventional terminology of "Zoning District" with "Planning Areas." These planning areas have the same legal authority as zoning districts.

There are detailed provisions, uses, and standards for the design of the built environment within each respective planning area, including dimensional standards, permitted building types, height, parking, lighting, signage, permitted uses and other development standards.

There are hereby established the following planning areas:

- Village Center (Section 2.2.1)
- Village Commerce (Section 2.2.2)
- Village Edge (Section 2.2.3)
- Village Infill (Section 2.2.4)
- Central Business District (Section 2.2.5)
- Neighborhood Center I (Section 2.2.6)
- Neighborhood Center II (Section 2.2.7)

SECTIONS

2.1 GENERAL	PAGE 2-1
2.2 PLANNING AREAS	PAGE 2-7
2.3 OVERLAY DISTRICTS	PAGE 2-79

2



the boundary of the village commercial and retail districts. Area promotes infill development that creates vibrant, spaces through a variety of commercial and residential uses. replaces and residential uses at the edges of downtown, it network necessary for a successful town center.

the permitted uses for the Village Edge Planning Area. are presumed to be prohibited (See Section 2.1.3). In Chapter 3, Uses with Additional Requirements.

C. PERMITTED BUILDING TYPES

The following table establishes the permitted building types for the Lakeshore Planning Area. Building types not listed in the Building Type Table are presumed to be prohibited (See Section 2.1.4). Additional requirements and exceptions are set out in Section 4, Site & Building Design Standards.

Building Types	TABLE 2-26: LAKESHORE BUILDING TYPE TABLE			
	Allowance	Design Review	Height	
Single House	P			
Two House	P	R-Duplex only	Minimum	Maximum
Family	P	R	2 stories	3 stories
Work	P	R	2 stories	3 stories
Office	P	R	2 stories	3 stories
Industrial	P	R	2 stories	4 stories
Warehouse	P	R	2 stories	4 stories
		See Section 4.5.8	2 stories	4 stories
			1 story	2 stories

R = Required, P = Permitted
50 percent of the heated floor area in a live/work building type must be residential dwellings unit(s).

STANDARDS

Requirements: The following table establishes the required setbacks for the Planning Area.

COMPREHENSIVE PLAN

PURPOSES

Establish Policy Framework: Land Use, Transportation, Resources, Development

Serve as Decision-Making Resource: Wide Range of Issues

- Land Use Policy
- Conditional Development Proposals
- Long-term Planning Initiatives
- Capital Investment Decisions

Provide General Guidance: Zoning Decisions

Provide Coordinated Vision: Future Policy & Growth

Examine Services & Roles of Town Government: Development & Growth Parameters

Consider Implementation Responsibilities: Government, Private Sector, Organizations, & Citizens



COMPREHENSIVE PLAN

2010

Framework: Themes; Goals & Recommendations; Targeted Growth Areas

Livability Themes: Organizing Elements

- Create Diverse Business & Job Opportunities
- Support Safe & Vibrant Public Spaces & Neighborhoods
- Promote Cultural, Socioeconomic, & Age Diversity
- Encourage Committed Civic Involvement & Responsibility
- Provide Sustainable & Healthy Choices for Transportation, Food, & Energy Use
- Enable Faithful Stewardship of the Natural & Historic Resources
- Continue to Provide Effective & Efficient Public Services
- Maintain Quality Design & Sound Planning Principles

Targeted Growth Areas: Phased Development Pattern

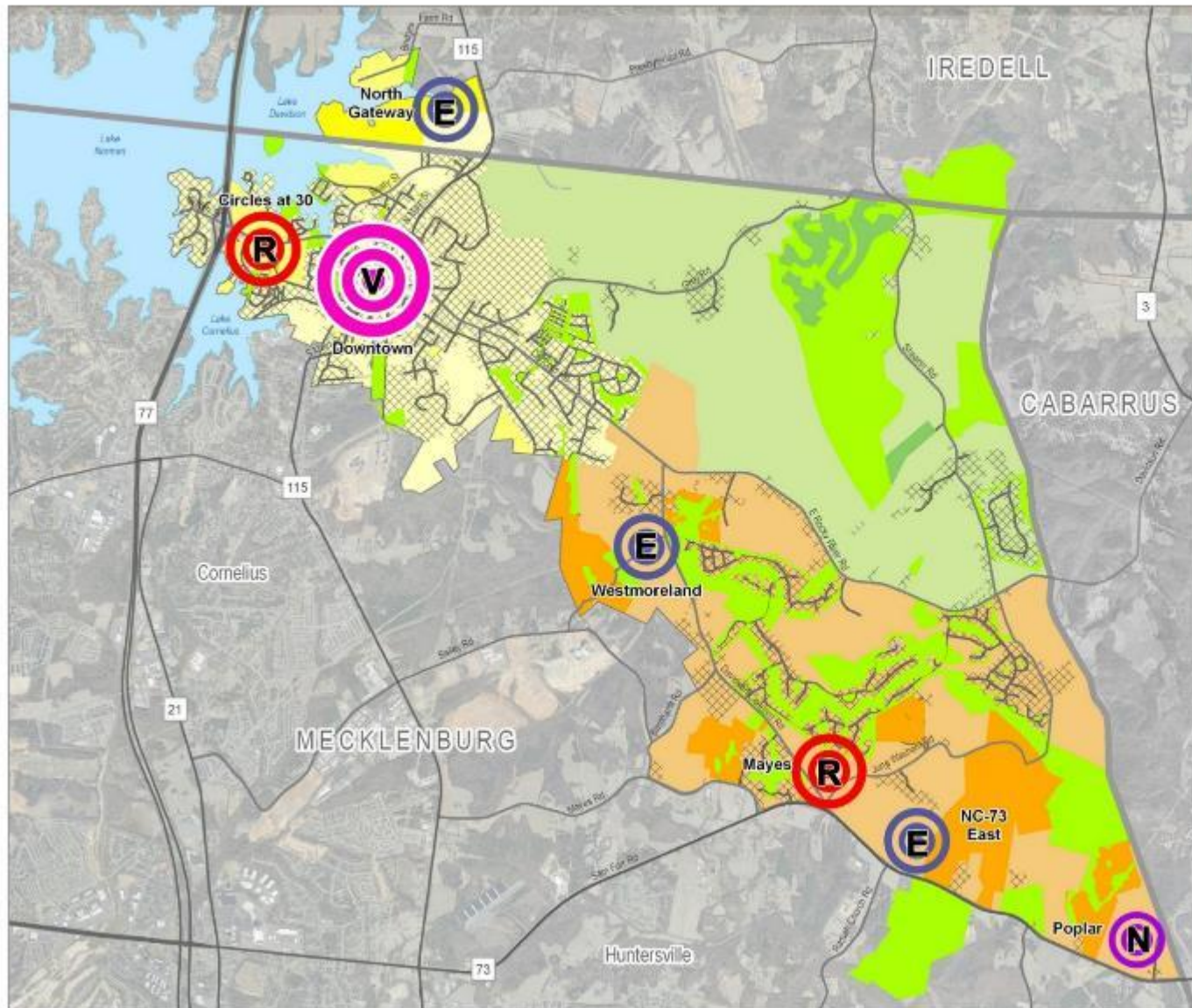
- Primary Growth Targets
- Secondary Growth Targets
- Sub-Areas, the Growth Reserve, & the Rural Area



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TARGETED GROWTH AREAS



Targeted Growth Plan

Davidson Comprehensive Plan

Legend



Village Center (Downtown)



Regional Commercial Centers



Employment Centers



Neighborhood Service Centers

Existing Road Network

Protected Open Space

Rural Approved Development

Smart Suburban Approved Development

Village Area Approved Development

Existing Development

Rural Area Reserve

Smart Suburban Growth Reserve

Village Area Growth Reserve

The Davidson Comprehensive Plan describes the vision for future development by the Targeted Growth Plan. The Targeted Growth Plan is based on criteria for development set by the Livability Themes and the plan's goals and recommendations.

Davidson's zoning jurisdiction is divided into three growth reserve areas: the Village Area, Smart Suburban, and the Rural Area. Within each growth reserve, primary and secondary targets for future development are identified, as well as areas for land conservation and farming.

The primary and secondary growth targets are described as one of four types: Village Center (Downtown Davidson, a large civic and mixed-use center), Regional Commercial Centers (highly visible and accessible mixed-use centers), Employment Centers (office, industrial, or service job centers), or Neighborhood Service Centers (small residential-support retail uses). Actual target locations and land uses may change based on current trends, but all will be designed as walkable, mixed-use settings.



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WHO?

WHY ENGAGE A CONSULTANT?

OVERSEEN BY STAFF

1. **Particular Skill Sets:** Design, Facilitation
2. **Expertise:** Creative Thinking/Broad Experience
3. **Tools:** Document Production
4. **Increased Staff Capacity:** Multiplier



HOW DO YOU HIRE A CONSULTANT?

OVERVIEW

- **Request for Proposals (RFP) Process:** Tool to Recruit Desired Skill Sets
- **Process:**
 - Draft RFP
 - Provide Project Description/General Scope of Services
 - Explain Project Context
 - Include Budget
 - Include General/Not Specific Scope
 - Release RFP



HOW DO YOU HIRE A CONSULTANT?

OVERVIEW/ PROCESS [Continued]

- **Process:**
 - Answer Questions for RFP
 - Collect RFPs by Deadline
 - Review RFPs
 - Shortlist Candidates
 - Interview [Skype/In-Person]
 - Select Finalists/In-Person Interview
 - Hire/Execute Contract



Can this team help?



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WHAT ARE BEST PRACTICES FOR RFPS?

TRIED & TRUE + NEW IDEAS

- **Scope:** Keep Clear but General (Don't Overprescribe)
 - *Encourage Creativity in Responses*
- **Context:** Explain Town/Planning History, Local/Regional Contexts
 - Allow to Draw on Other Experiences
- **Information Distribution:** Consistent Info. to All Candidates
 - Hosting FAQs Call
- **Practical/Professional Courtesy:** Adequate Reaction Time
- **Specify Budget:** Generates Apples to Apples Comparisons





BEST PRACTICES

WHAT ARE BEST PRACTICES FOR COMP PLANS?

HIGHLIGHTS

1. **Community Engagement:** Consistent, Decentralized, Diverse
 - Judicious Hosting, Dedicated Pursuit, Digital Outreach
 - Dinners, Business Engagement, Polling/Surveys
2. **Thematic-Based Plans:** Interwoven Goals, Objectives
3. **Pre-Plan:** Diagnostic Report, Public Engagement Report
4. **Charrette:** Centerpiece, Targeted Use, Limited Use, or No Use?
5. **Digital Capabilities:** Webpage, Plan Documents, Surveys
6. **Implementation:** Actionable Plan, Not Just a Matrix
 - Continuous Ranking/Annual Report [Transparency]
 - Tied to CIP/Budget



PLANO, TX

Menu



Search *Plano Tomorrow* 

Plano Tomorrow NATIONAL PLANNING AWARD

Plan receives prestigious Daniel Burnham Award - the profession's highest honor

THE PLANO STORY

Where we've been and where we are going.

[LEARN MORE](#)

YOUR PLAN. YOUR FUTURE.

How the plan is implemented. How you can participate.

[STAY CONNECTED](#)

BROWSE THE WEB-BASED PLAN BY TOPIC

Plano Tomorrow is based on five pillars with ten components, all of which are intended to work together to improve Plano for the future, balancing the diverse needs and desires of our dynamic community. Choose a component below for an in-depth look at our goals, challenges, and actions.

 BUILT ENVIRONMENT	 SOCIAL ENVIRONMENT	 NATURAL ENVIRONMENT	 ECONOMIC ENVIRONMENT	 REGIONALISM
Land Use & Community Design	Quality of Life	Building & Site Efficiency	Diverse & Resilient Economy	Our Place in the DFW Region
Transportation	Sense of Community	Environmental Quality	Jobs & Workforce Development	
Housing & Neighborhoods				

- » Completely Digital
- » Continuous Ranking

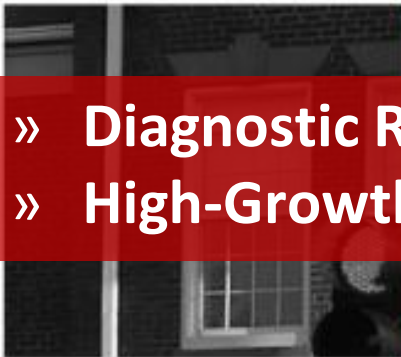
CARY, NC



THE CARY 2040 COMMUNITY PLAN



THE COMPREHENSIVE PLAN FOR THE TOWN OF CARY



- » Diagnostic Reports
- » High-Growth Area

SCHEDULE



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SCHEDULE

COMP PLAN OVERVIEW: 12-18 MONTHS (TENTATIVE)

- **Fall 2018:** Intense Decentralized Community Engagement
 - Produce Diagnostics Report
 - Produce Public Engagement Reports
- **January 2019:** Community Meeting [Summit] to Present Findings
- **Spring 2019:** Charrette?
- **Summer 2019:** Plan Composition
- **Fall 2019:** Present Draft Plan
- **Winter 2019-20:** Consider Adopting New Comp. Plan

**Subject to consultant availability/input on engagement + overall framework.*



SCHEDULE/NEXT STEPS

REQUEST FOR PROPOSAL/HIRING

- **Week of May 14:** Present Draft to Team via Email
- **May 22 at 11:00 a.m.:** Meet to Seek Input on Draft RFP
- **Week of May 28:** Finalize RFP via Email
- **June 1:** Send out RFP
- **June 5 from 1:00 to 3:00 p.m.:** RFP Committee Meeting
 - Provide Update
 - Review “Wish List” of Comp Plan Output
- **June 29:** Receive RFP Responses
- **July:** Interviews
- **August:** Select + Hire Consultant
- **September:** Committee is Dissolved/Comp. Plan Process Begins



WHAT ARE YOUR THOUGHTS ON COMP PLANS?

GROUP DISCUSSION

1. Move Kannapolis Forward 2030
2. Town of Davidson Comp. Plan
3. RFP: How to Structure?



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QUESTIONS/COMMENTS



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