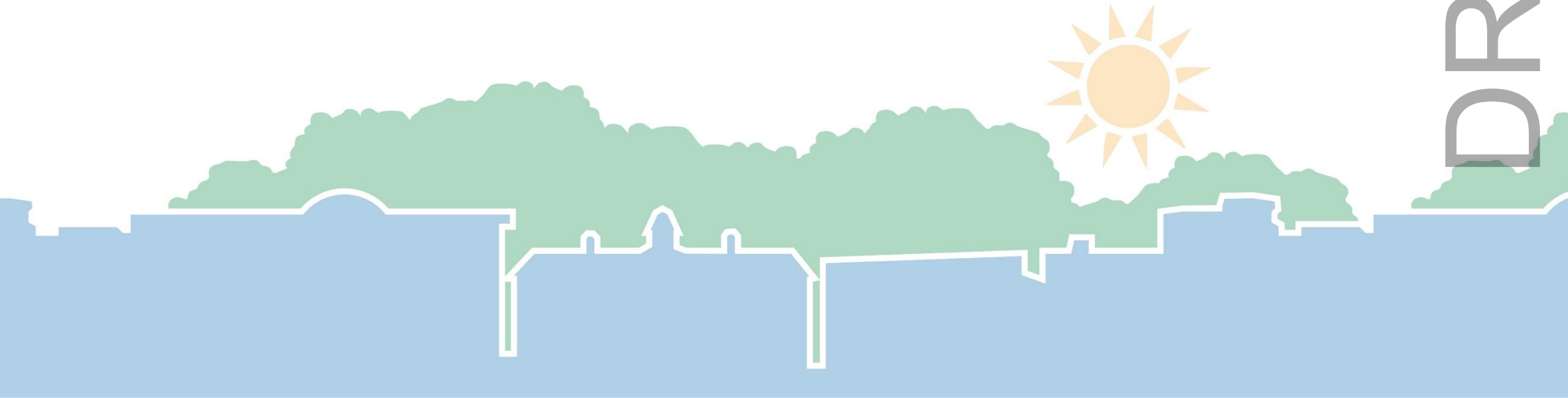
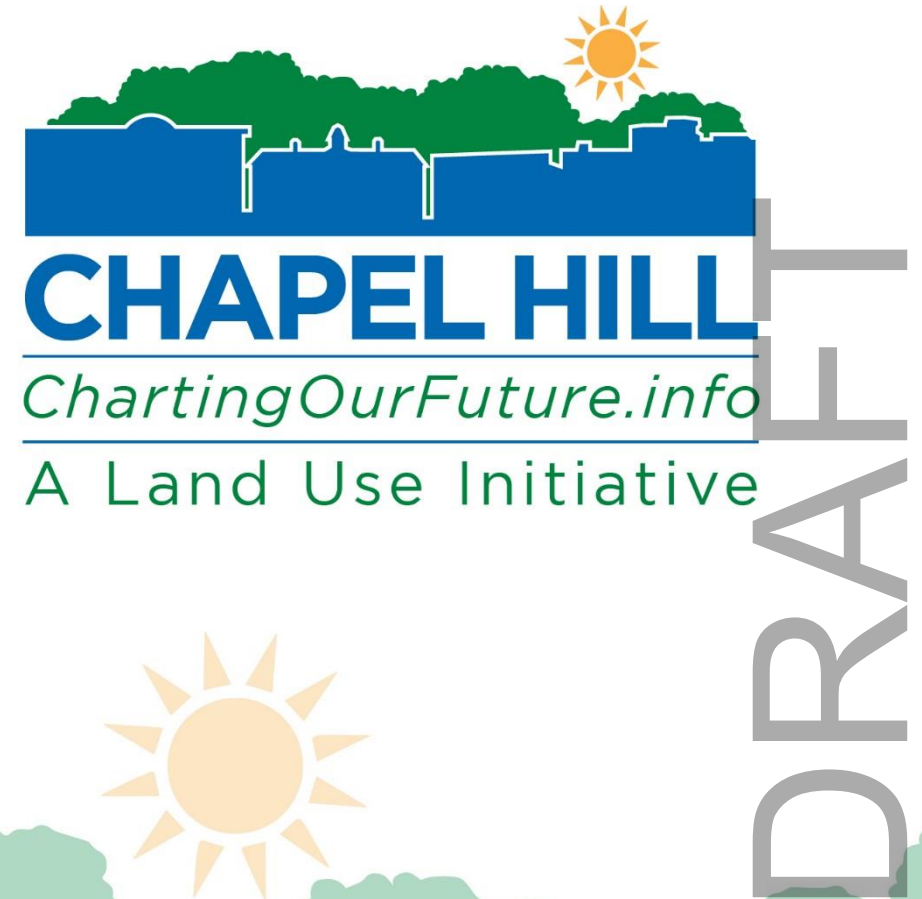


Town Council – Work Session

Prescriptive Nature of the Draft Future Land Use Map

November 18, 2019





Initial Feedback

Character Types &
Focus Area Maps are too specific





Certainty vs Flexibility



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3 Central Questions

- Should Character Types be mapped in specific locations?
- Should Character Types and height be mapped separately?
- Utilize revised nomenclature and descriptions for Character Types or retain existing Character Types?



Should Character Types be mapped in specific locations?

Depicting Character Types in Specific Locations

Pros	Cons	Other Considerations
Provides certainty to community regarding future land uses	May be too restrictive given time frame of FLUM	Community Members have expressed concern that showing land uses in specific locations without detailed site evaluations is shortsighted
Communicates to development community exactly what the Town expects to be developed	Could force numerous changes to the FLUM over time that can't be evaluated comprehensively	
	Seems to depict that every parcel will develop or redevelop over the next 30 years	

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Should Character Types be mapped in specific locations?

North Martin Luther King Jr. Boulevard (Example of Most Flexible Option)

A gateway corridor with mixed-use nodes.

Predominant Character Types:

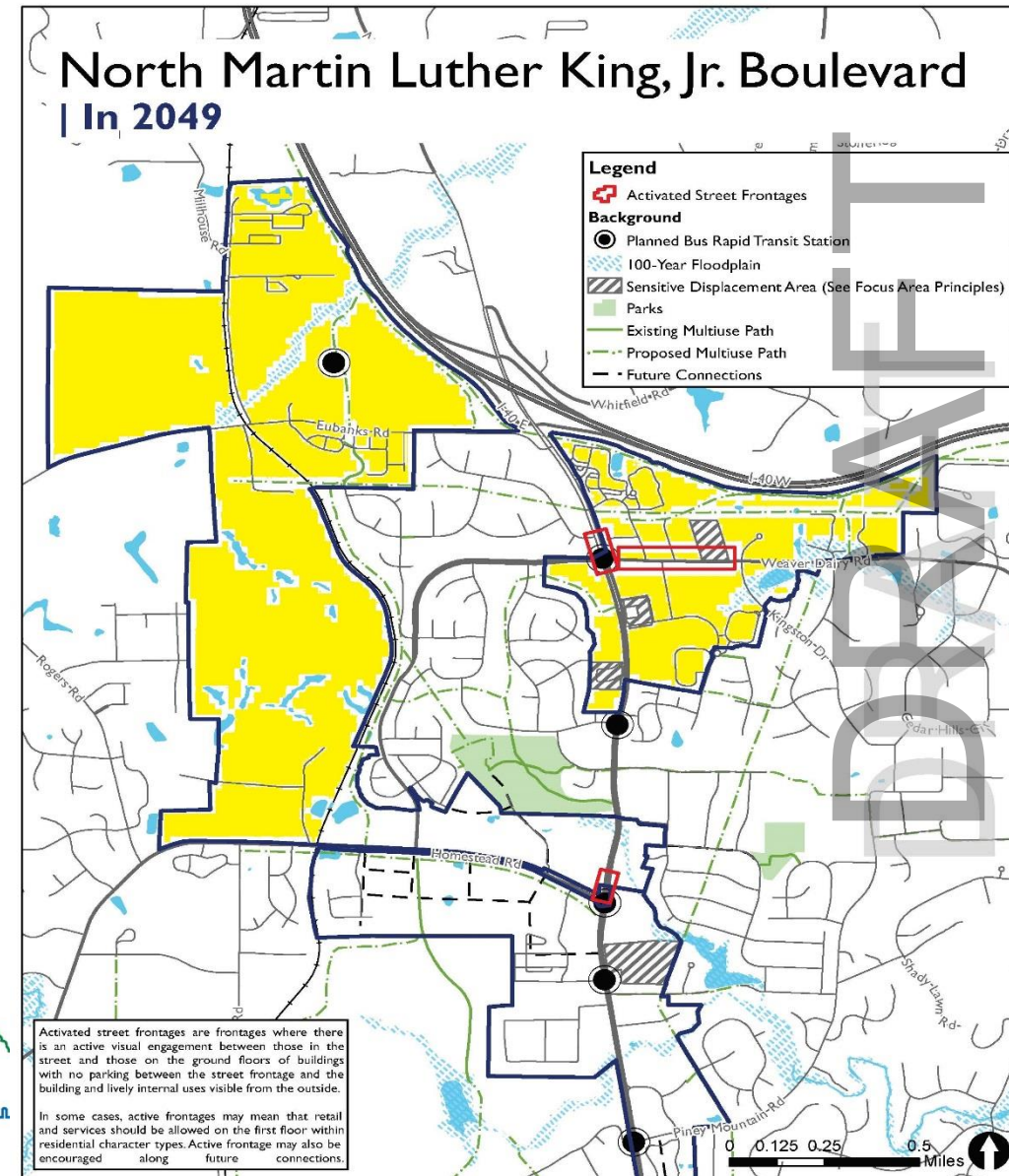
**Townhouses, etc.; Shops & Offices; Multifamily, Shops, and Office;
Parks and Open Space**

Other Character Types:

Apartments; Light Industrial; Institutional

Excluded Character Types

None



Should Character Types be mapped in specific locations?

North 15-501 (Example of Some Flexibility)

A destination with a mix of higher intensity uses.

 Sub-Area A

Predominant Character Types:

Shops & Offices; Multifamily, Shops, and Office;

Other Character Types:

Townhouses, etc.; Parks and Open Space; Apartments

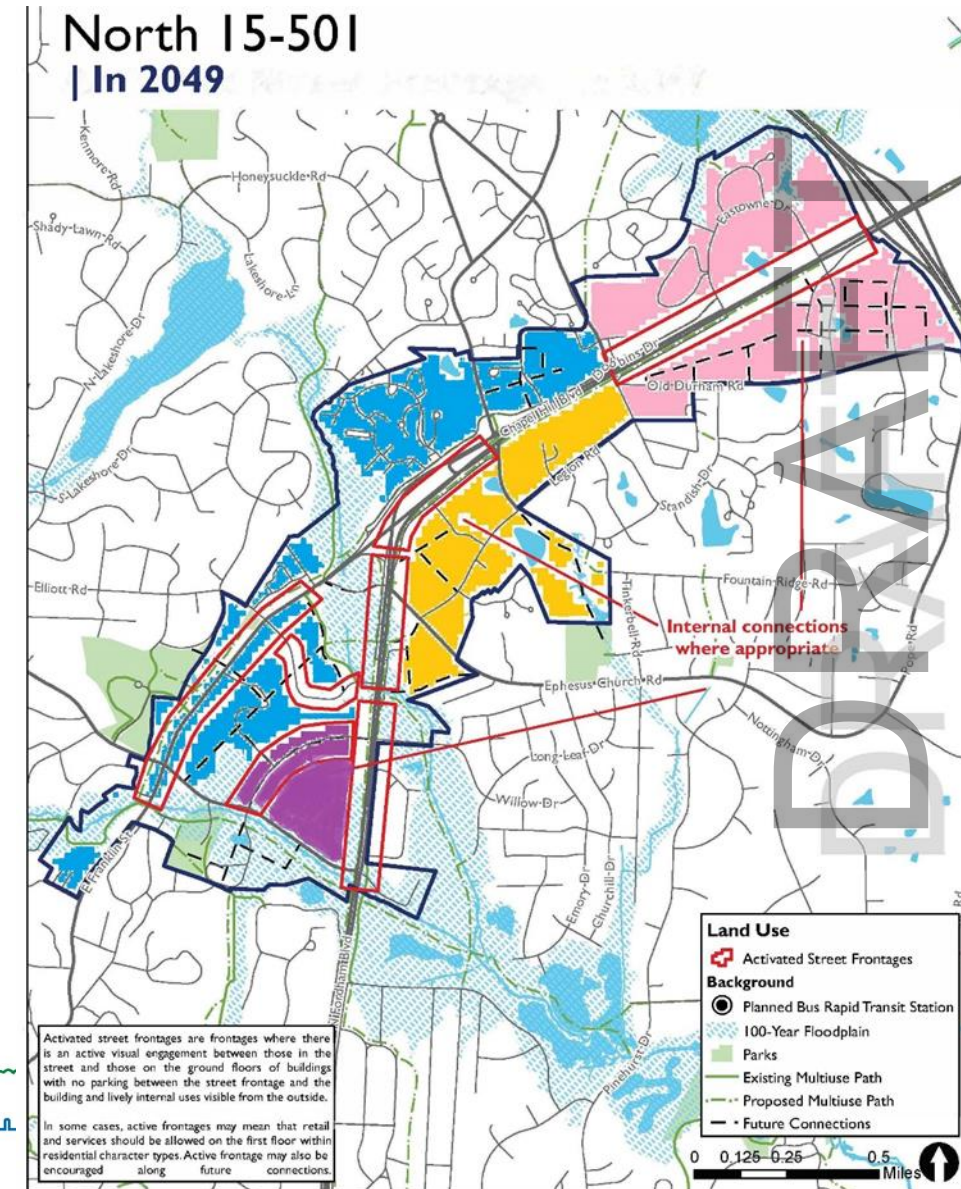
Excluded Character Types:

Light Industrial

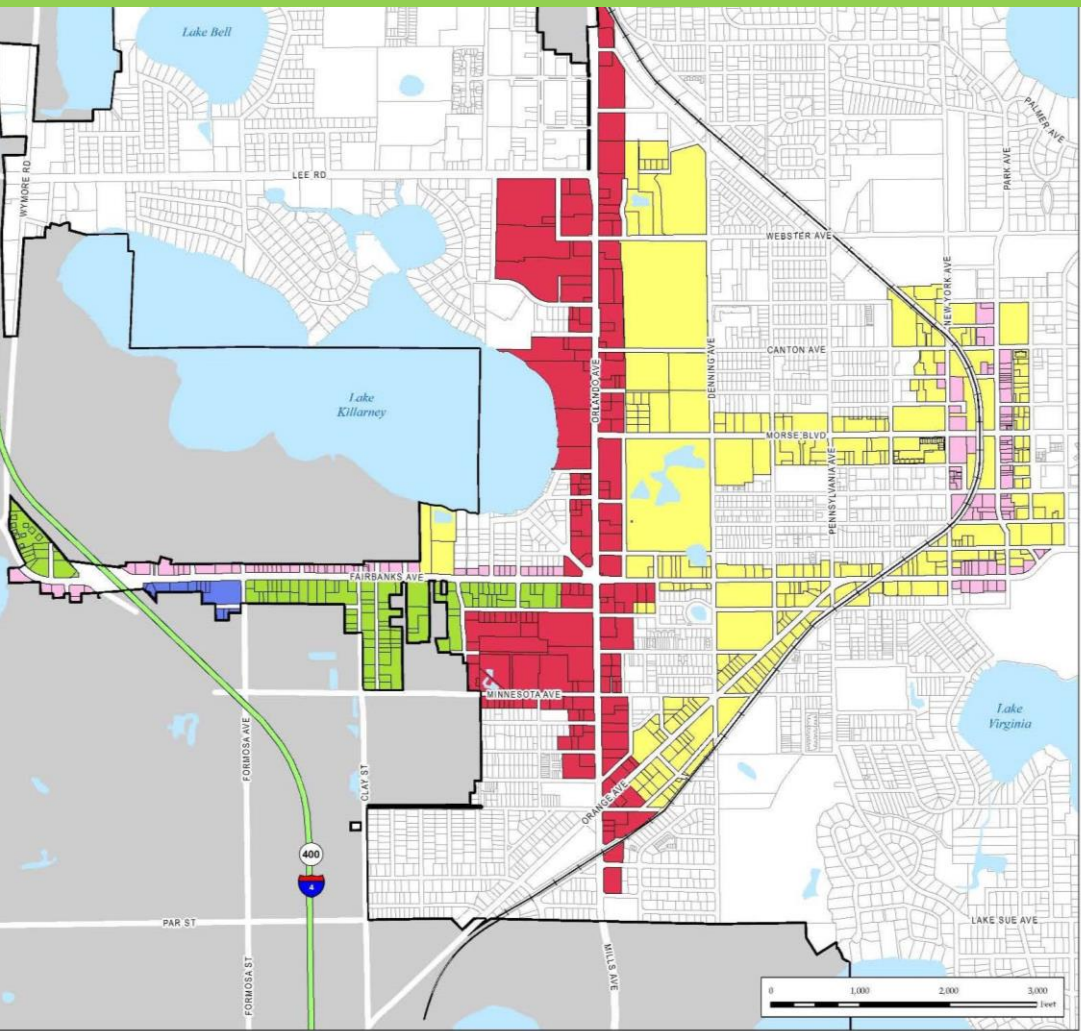
 Sub-Area B

 Sub-Area C

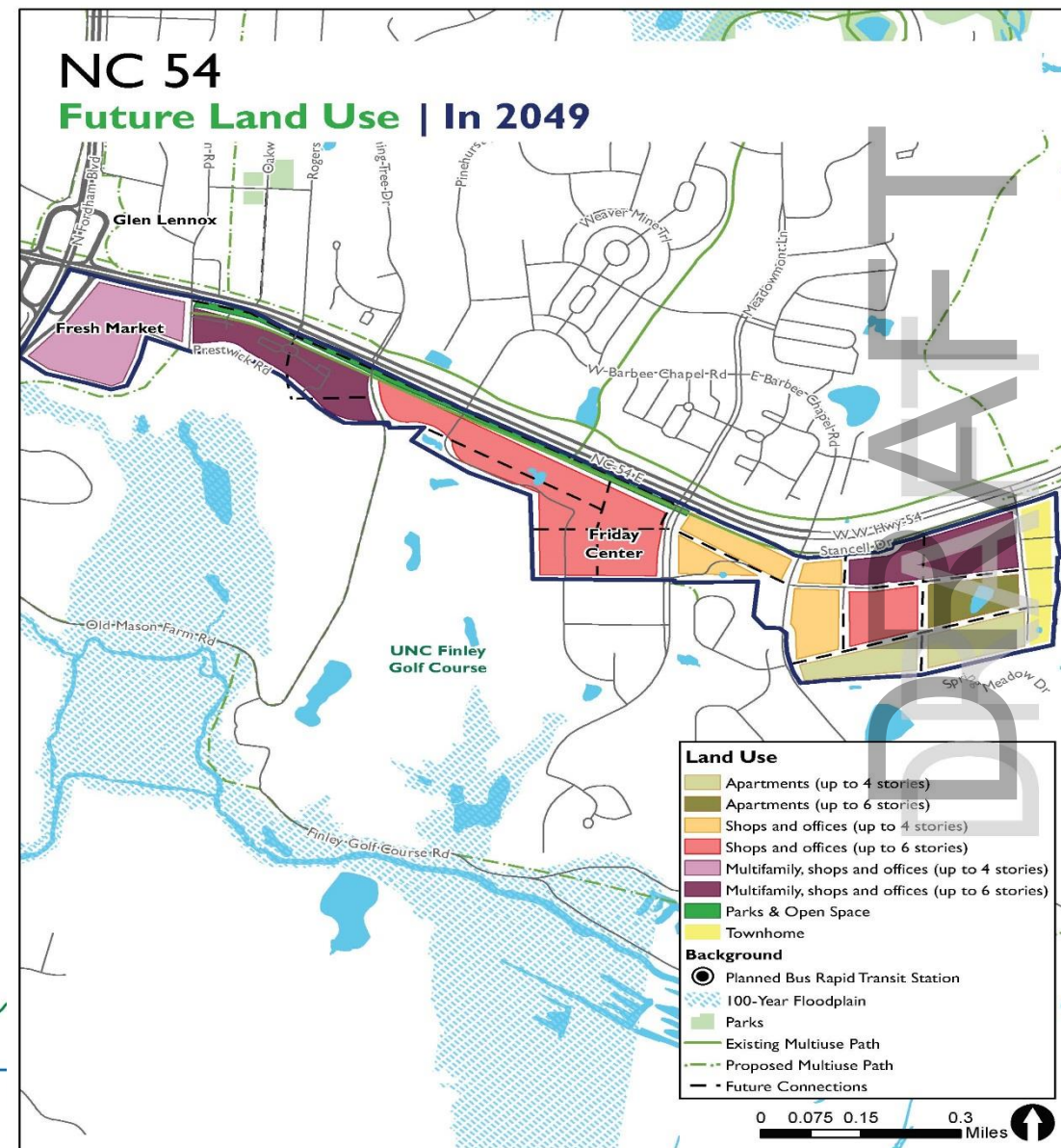
 Sub-Area D



Should Character Type & Height be mapped separately?



VS



Should Character Type & Height be mapped separately?

Combining Character Type and Height	
Pros	Cons
One map depicts most pertinent site information	Makes map too confusing & hard to understand with so many colors
	Clouds underlying land use priorities
	Community members hone in on height rather than future land use

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Utilize revised nomenclature and descriptions for Character Types or retain existing Character Types?

Revised Character Types

- Multi-family Residential
- Mixed Use
- Commercial/Office
- Institutional/Civic
- Parks & Open space
- Light Industrial
- Transitional

OR

Existing Character Types

- Apartments
- Multi-family, Shops & Offices
- Shops and Offices
- Institutional
- Parks & Open space
- Light Industrial
- Townhouses, etc.

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Utilize revised nomenclature and descriptions for Character Types or retain existing Character Types?

Existing Character Types		
Pros	Cons	Other Considerations
Names are easy to understand	Both too specific and too vague	Community members expressed that they really couldn't determine what specific uses, beyond those listed in the name, would be allowable
Somewhat tailored to each Focus Area	Specificity might exclude some appropriate uses	

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Striking a Balance



What We Have Heard Community Members Value:

1. Some degree of certainty – Tired of “Whack a Mole”
2. Easy to understand maps
3. The importance of transitions
4. Show us the Green Space

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Striking a Balance



Predictable, Functional & Intentional



Striking a Balance



Some Flexibility Option with:

- Mapped Transitional & Park/Open Space Character Types
- Separate Height Map
- Revised Character Types
- Precedent Images

Why?

- ☐ Provides some certainty while building in flexibility
- ☐ Demonstrates a commitment to meaningful transitions
- ☐ Shows the importance of Parks/Open Space
- ☐ Maps easier to understand

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Striking a Balance



Discussion

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Striking a Balance



← Discussion →



1. Should Character Types be mapped in specific locations?
2. Should Character Types and height be mapped separately?
3. Utilize revised nomenclature and descriptions for Character Types or retain existing Character Types?

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