UNIVERSITY AND MESA DRIVE:
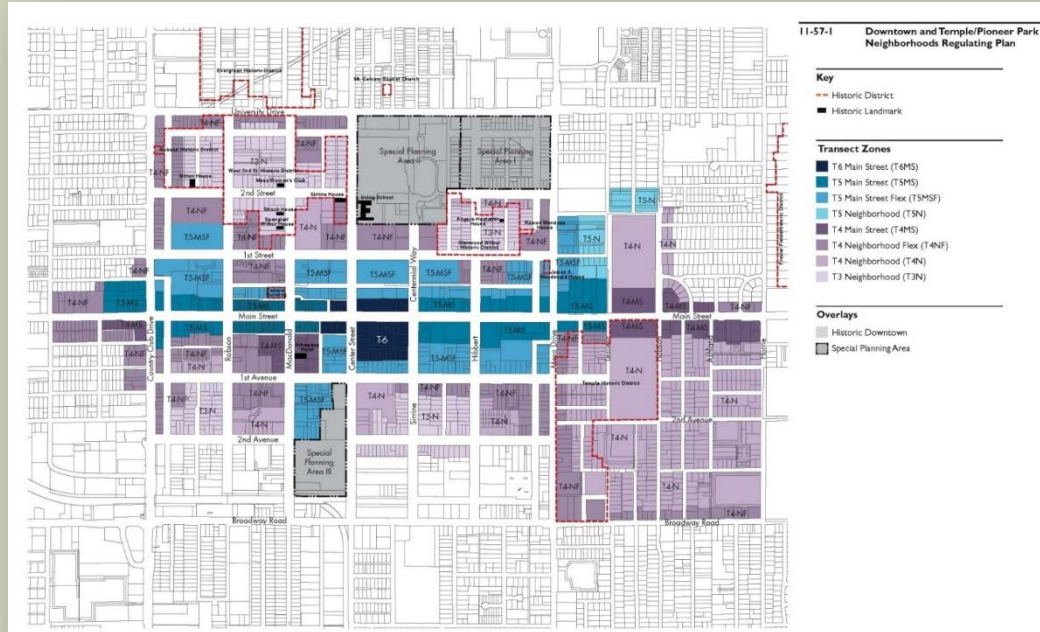## CONCEPTUAL MASTER PLANNING UPDATE

Jeffrey McVay, AICP
Manager of Downtown Transformation

Lindsey Balinke
Neighborhood Outreach Coordinator

PROJECT TIMELINE

April 2016

Council direction to conduct public outreach

Summer 2016

Online survey and two public meetings held

November 2016

Outreach results presented
Council direction to bring back master planning and development options

April 2017

Council direction to release RFP for master planning design consultant

April 2018

RFP for design consultant released
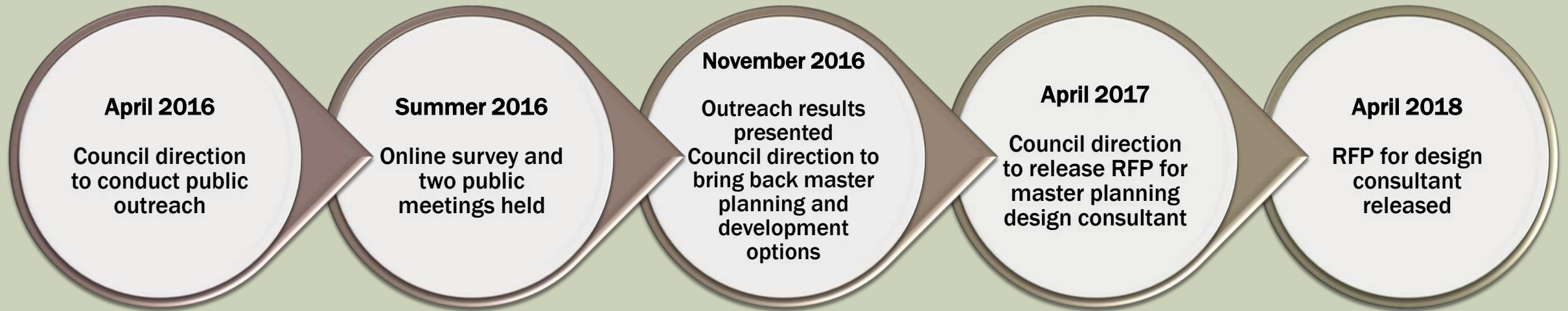
MASTER PLANNING PROCESS

- **Urban Design Consultant Selection – Crandall Arambula**
  - **Contract amount: $229,048**
- **Conceptual Master Plan Development (3)**
  - Public design process/engage development community
  - Conceptual parceling plan that allows phasing
  - Smart Growth Community Plan provisions of Form-Based Code
- **Market Analysis/Feasibility**
  - Engage development community

MASTER PLANNING PROCESS
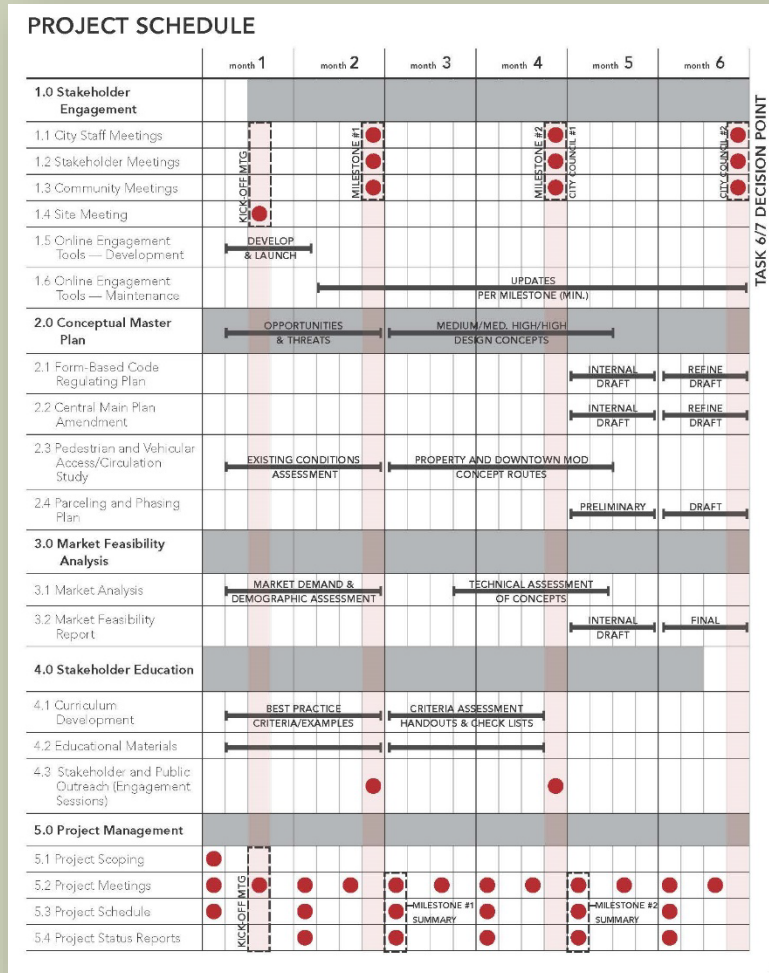
- **6 Month Design Timeline**
  - **Month 1:** Design kick-off – market analysis
  - **Month 2:** First 2-day public design events – Stakeholder/Council Engagement – market analysis
  - **Month 3:** Concept development
  - **Month 4:** Second 2-day public design event – present concepts to public and Council – market feasibility
  - **Month 5:** Revision of concepts – market feasibility
  - **Month 6:** Final concepts – Presentation to Council

FOLLOWING MASTER PLAN

- **Preferred Master Plan selection**
  - Preparation of implementation strategy
  - 5-10 year implementation plan
- **Public Solicitation for Development Proposals**
  - Conceptual master plan(s) provide framework for solicitation
  - Solicitation can be released for a single master developer, or for several developers over time.
- **Negotiate Development Agreement(s)**
  - Establish performance measures
  - Quality of development key consideration in negotiation
- **Negotiate Purchase and Sale Agreement(s)**
  - Take down parcels over time
- **Selected Developer(s) Develop Final Plans**

DISCUSSION