

TOWN COUNCIL STAFF REPORT

Subject: Town Council and Planning & Economic Development Commission
Joint Workshop - The Parcel

Meeting Date: June 26, 2019

Written by: Grady Dutton, Public Works Director
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RECOMMENDATION:

Staff recommends Town Council and Planning and Economic Development Commission (PEDC) receive a presentation on public outreach efforts to date, discuss goals and objectives for development of The Parcel, and provide consensus on guiding principles and development objectives for The Parcel.

BACKGROUND:

On April 3, 2019, Town Council received a progress update on The Parcel and authorized an agreement with Lisa Wise Consulting (LWC) for preparation of a Conceptual Land Use plan. A number of tasks associated with the LWC contract have been completed and a key milestone is this joint Town Council/PEDC meeting to discuss and provide direction on development objectives for The Parcel. The direction received at this workshop will inform the next steps of the process.

ANALYSIS/DISCUSSION:

The purpose of this joint workshop is to receive direction from the Council and Commission regarding guiding principles and development objectives for The Parcel. The development objectives and guiding principles should be informed by the responses to the Plan the Parcel survey, public comments received as a part of the workshop, and specific direction from Council and Commission. The workshop will include a detailed discussion of the responses to the Plan the Parcel survey which is intended to help focus the discussion regarding prioritizing development objectives. This joint workshop builds upon public outreach including:

- More than 260 responses to The Parcel Survey.
- In order to publicize this process staff mailed 5,000 Post Cards with information on the process and direct links to The Parcel webpage.
- Staff has been sending regular emails to over 1,200 email addresses that include participants in previous housing processes, staff/board members of local businesses and government entities, as well as people who have signed up through Notify Me.
- Personal contacts by Town and MLH staff to encourage participation in the survey/planning process.
- Encouraging participation using Facebook, Instagram, and Twitter. The Parcel Facebook page has been updated to include known events.

As stated above, the direction received from the Council and Commission at this workshop will inform the next steps of this process. The next steps in this process include LWC and staff working to refine development objectives in order to inform the multi-day planning process scheduled for August 20-23. Some important upcoming events include:

- August 11 & 17: Engagement with the Spanish-speaking community - Public meetings presented in Spanish at Aspen Village and TOML Community Center
- August 17: Public engagement with a pancake (“plancake”) breakfast at Mammoth Creek Park
- August 20-23: Plan The Parcel Multi-Day Design Workshop.
 - Tuesday, 8/20 - 6pm-8pm (Opening Presentation, recorded on Granicus)
 - Wednesday, 8/21 - 9:30am-12pm and 1pm-5:30pm
 - Thursday, 8/22 - 9:30am-5:30pm and 7pm-8pm
 - Friday, 8/23 - 9:30am-1pm and 6pm-8pm (Closing Presentation, recorded on Granicus)
- October 2: Town Council/PEDC Workshop #2 – provide feedback on draft conceptual land use plan
- December 4: Town Council/PEDC Workshop #3 – review and accept final conceptual land use plan

Agenda/Expectations of Joint Workshop

In this workshop, the Team will provide a detailed look at Vision and Concept Level Opportunities, Constraints, and Development Objectives, and ask that the workshop participants strive for meaningful dialogue on these issues. While we will discuss some design aspects, this workshop is *not* about specific design issues except as they help define and refine the next steps of the process. The agenda will include:

- A. Introduction: The Town Parcel Team will provide a brief introduction/overview. LWC will provide an overview of existing planning efforts to date and will identify critical issues and obstacles to the success of the project. Financial and design implications as well as State and Federal regulatory framework will be described and discussed.
- B. Plan The Parcel Approach/Process: LWC/staff will describe the pre-development planning process, including where we are in that process and next steps.
- C. What We Have Heard So Far: LWC will summarize the public outreach/engagement, summarize the feedback received from May 7 and 8 interviews (Attachments 1 and 2) and The Parcel Survey results (Attachment 3 being translated and will be provided at the meeting). Additionally, ongoing/future public participation opportunities will be discussed.
- D. Guiding Principles and Development Objectives: LWC will introduce potential guiding principles and development objectives based on input described in Item C above. The discussion will be focused on developing a framework for concept plan development which will be used to inform the August 20-23 design workshop.¹

The guiding principles and development objectives presented in the workshop are not intended to be all-encompassing or concrete recommendations. The information is intended to facilitate a discussion between the Council, Commission, and the public to refine and focus on principles and objectives. This discussion is intended to allow input on objectives/principles that are either:

¹ In order to inform the August 20-23 workshop, staff will continue to solicit public input on guiding principles and development objectives through public workshops, Engage Mammoth Lakes, and other social media outlets.

- “Absolutely A Must”
- Strong Consideration
- Nice to Have
- Not Important/Appropriate
- “No Go”

This type of direction will allow LWC and staff to prepare rough preliminary concepts for The Parcel which will be presented to the public in the form of a visual preference survey either just prior to or as a part of the multi-day design workshop. To preserve the integrity of the community-driven process, rough preliminary concepts will not include land use bubble diagrams or potential configurations of streets, buildings, or other future infrastructure.

STAFFING CONSIDERATIONS:

Adequate staffing has been provided for this project. That includes dedicated Public Works and Community and Economic Development staff as well as assistance from other Town Departments on an as needed basis.

FINANCIAL CONSIDERATIONS:

Staff is completing a comprehensive project budget for Town-related costs for all aspects of the project with the most detail being focused on the near term budget items as described above.

ATTACHMENT

Attachment 1: May 7-8 Interview Summary English

Attachment 2: May 7-8 Interview Summary Spanish

Attachment 3: Plan the Parcel Survey Summary (English and Spanish) – To be provided at the June 26 meeting