#### MUNICIPAL PLANNING COMMISSION MINUTES

#### June 11, 2024, Meeting at 6 PM **Work Session with Board of Commissioners**

Emilee Senyard, Chairman Chris McDonald David Magner, Vice Chair Salvatore Cali Lisa Anderson, Mayor

Jeff Pape

Hayley Schulist **Shonda Schilling** LaRhonda Williams

Staff present: Tom Daughety, Rachel Jones, Ethan Greer, Bree Bailey, Curtis Broadbent, Kevin Chastine, Patti Carroll

Planning Commission present: Chris McDonald, David Magner, Jeff Pape, Sam Cali, Lisa Anderson, Shonda Schilling, Hayley Schulist

Board of Commissioners present: Lisa Anderson, Chris McDonald, Wayne Hall

Mr. Magner called the Work Session to order at 6:06 PM

Items for Discussion:

1. New Zoning Ordinance RFQ Finalist Presentation from T.P.U.D.C. - presented by Brian Wright

Mr. Wright's presentation to the board consisted of the following topics:

- 1. Introduction
  - A. Our Team
  - B. Where We Work
  - C. Selected TPUDC Experience
  - D. Approach To Zoning
- 2. Discussing Zoning Through Planning & Visioning
- 3. Varied Zoning Experience
  - A. Hybrid: Zoning With Conventional & Character-Based
  - B. Use Standards
  - C. Conventional Residential Standards
  - D. Character-Based Residential Standards
  - E. Hybrid: Non-Residential Standards
  - F. Portsmouth Built Results
  - G. Private Development Zoning
  - H. Achieving Results
- 4. Outreach & Engagement
  - A. Distracted Living
  - B. Combating Apathy
  - C. Captivate Their Imagination
  - D. Communication Is Key
  - E. Modern Strategies
  - F. Old-School Print Can Work Well Too
  - G. Deputizing Key Leaders In The Community
  - H. Creating A Forum For An Open Dialogue
  - I. Engagement That Is Actually Engaging

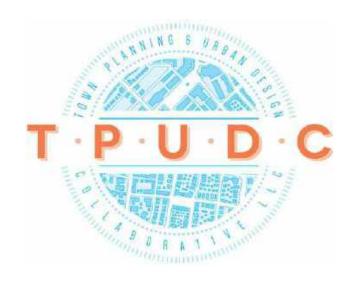
- J. Outreach & Engagement Success Stories
- 5. A New Zoning Ordinance That Works For Fairview
  - A. Something For Everyone
  - B. Something For Everyone: Policy-Makers
  - C. Something For Everyone: The Community
  - D. Something For Everyone: Business
  - E. Something For Everyone: All Stages Of Life
  - F. Something For Everyone: Visitors
  - G. Something For Everyone: Development Community
  - H. The Essence of Fairview
- 6. Project Timeline
  - A. Anticipated Project Schedule
- Adjournment 6:44 PM

Rachel Jones
Rachel Jones City Recorder





## INTRODUCTION



ZONING / PLANNING / URBAN DESIGN / PUBLIC OUTREACH / GRAPHIC DESIGN



**BRIAN WRIGHT** PRINCIPAL



BILL WRIGHT DIRECTOR OF CODING



JESSICA WILSON PROJECT DIRECTOR



ANNA BLEVINS PROJECT MANAGER



ERICA GUERTIN PLANNER

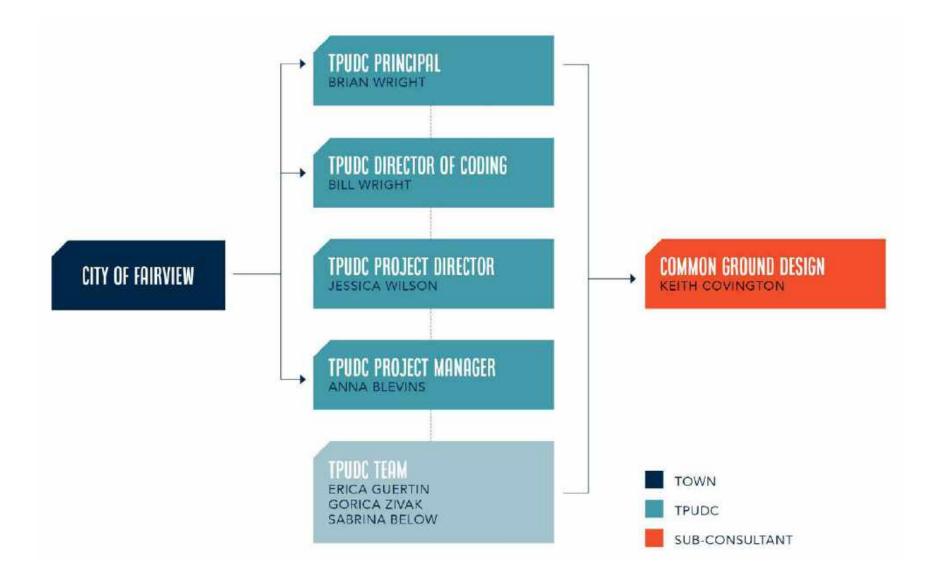


GORICA ZIVAK GRAPHIC DESIGNER



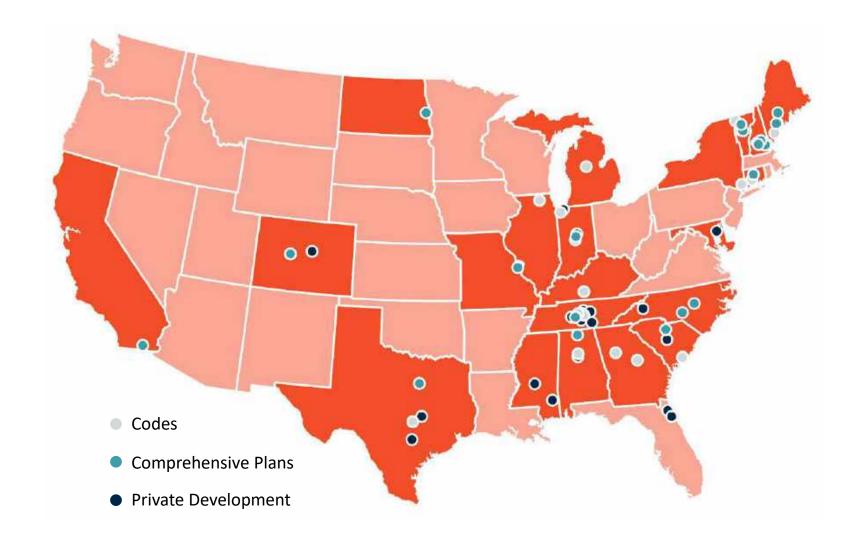
KEITH COVINGTON PRINCIPAL, COMMON GROUND



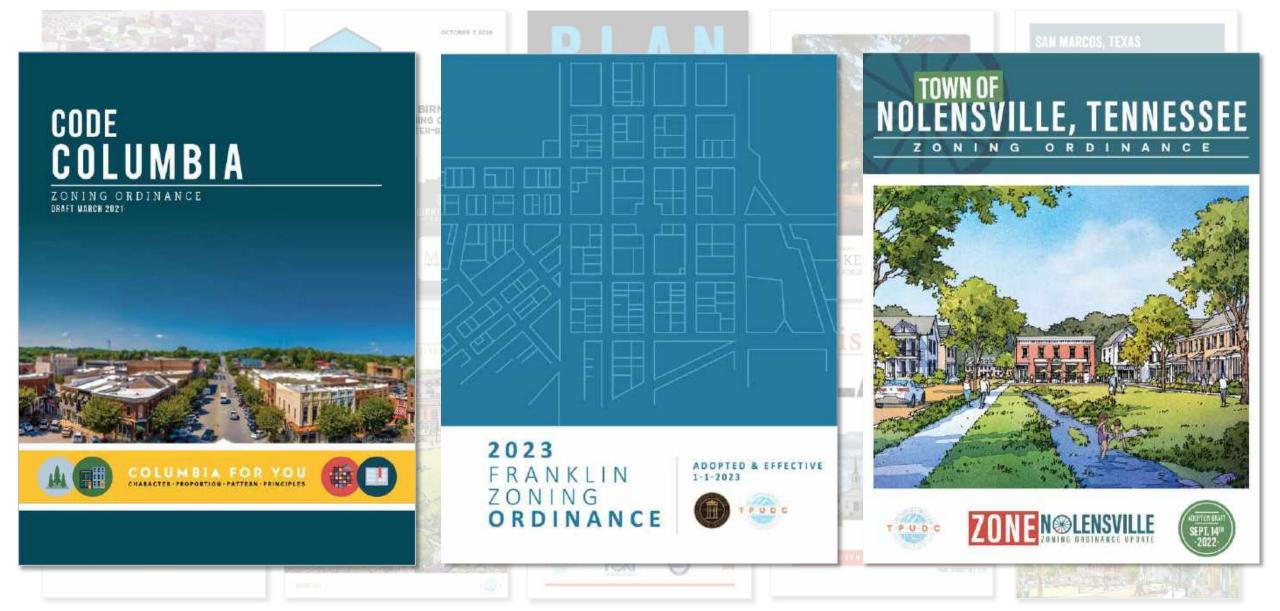


#### **OUR TEAM**





#### **WHERE WE WORK**



#### **SELECTED TPUDC EXPERIENCE**

- PROTECT THE MOST-LOVED AREAS
- MAINTAIN STABLE NEIGHBORHOODS
- ENHANCE AREAS THAT NEED IMPROVEMENT
- TRANSFORM UNDERUTILIZED PROPERTY
- INFILL GAPS IN THE COMMUNITY
- CREATE MORE PREDICTABLE OUTCOMES
- PROVIDE SOMETHING FOR EVERYONE
- ZONING AS AN ECONOMIC DEVELOPMENT TOOL
- CLEAN UP EXISTING ISSUES
- EASY TO USE & ADMINISTER



#### **OUR APPROACH TO ZONING**





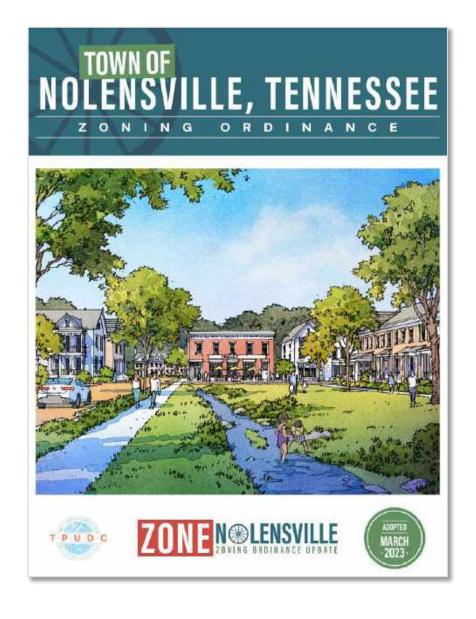


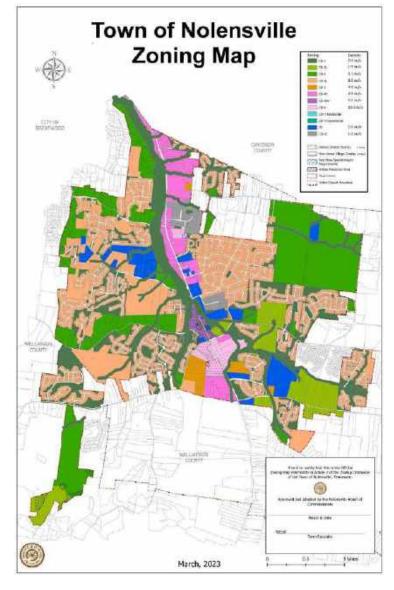




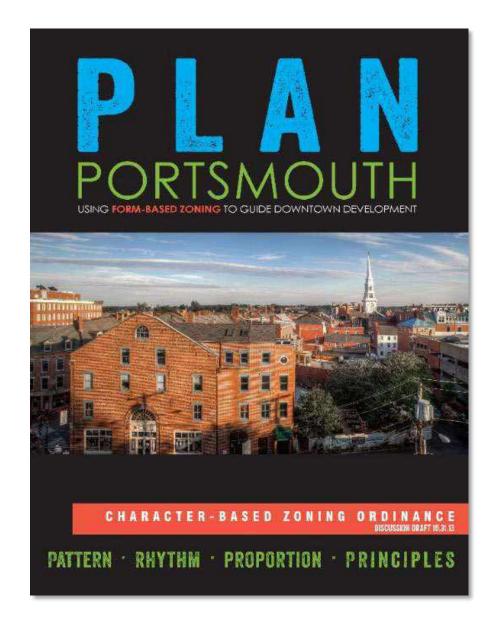


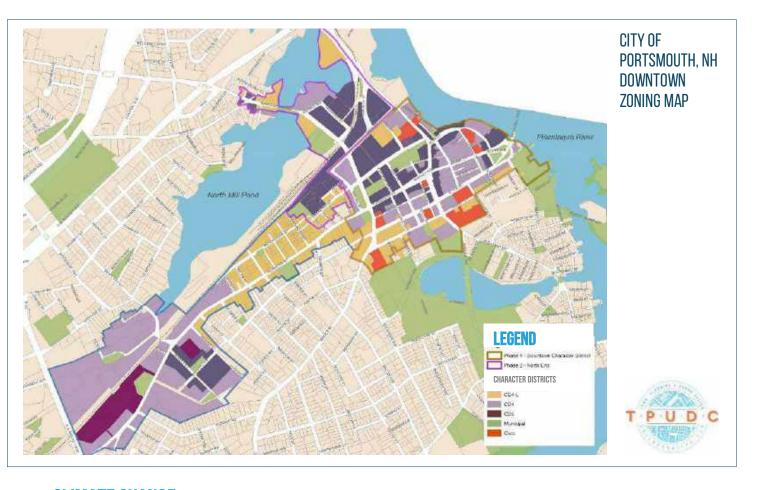
## VARIED ZONING EXPERIENCE





#### HYBRID: ZONING WITH CONVENTIONAL & CHARACTER-BASED



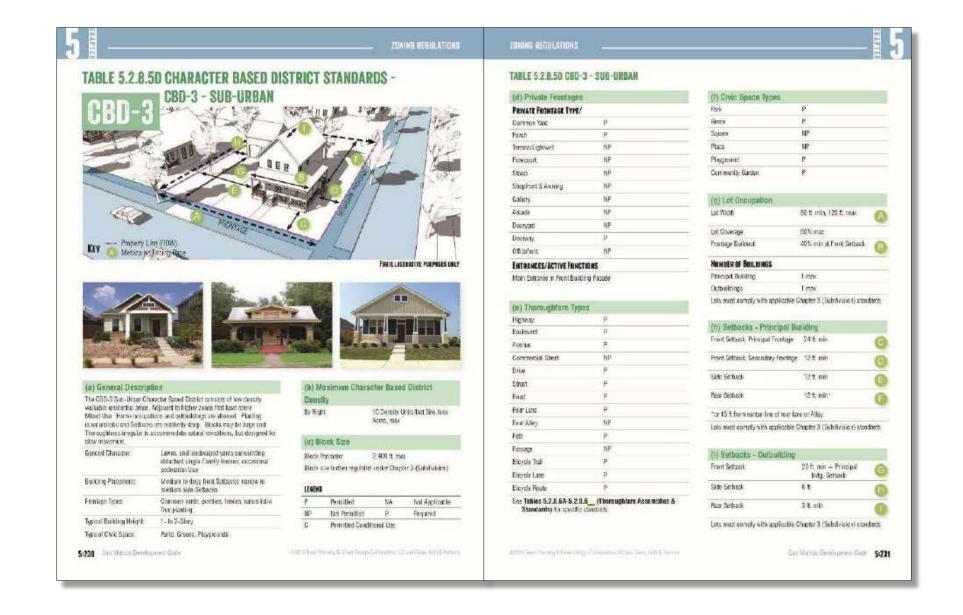


- CLIMATE CHANGE
- AFFORDABLE HOUSING
- HISTORIC PRESERVATION

#### HYBRID: ZONING WITH CONVENTIONAL & CHARACTER-BASED







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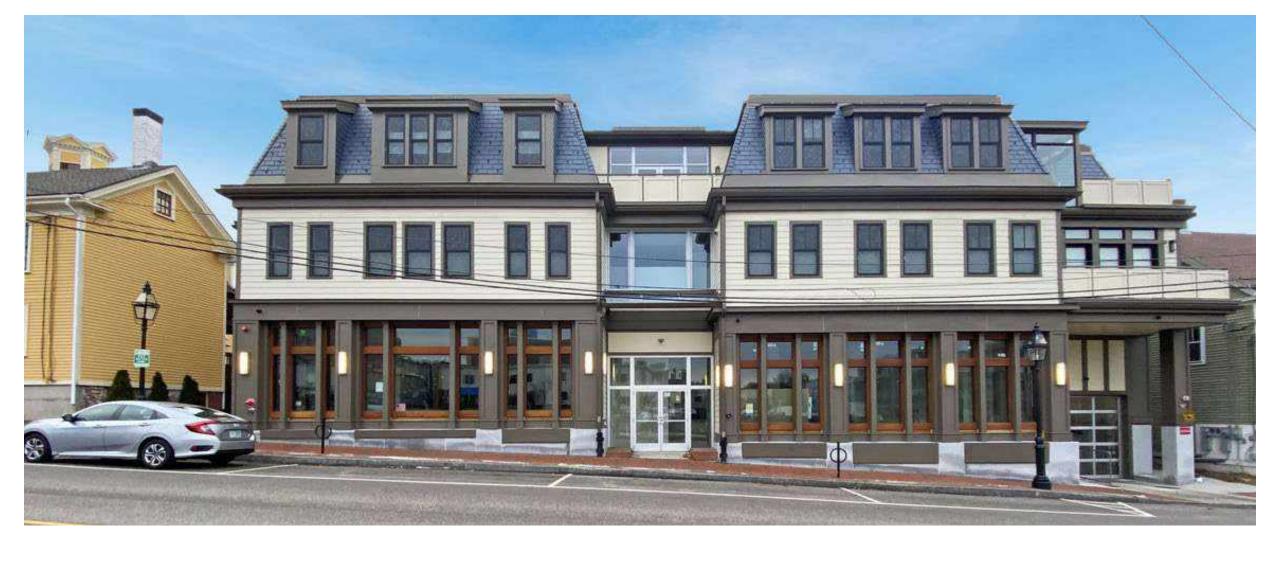
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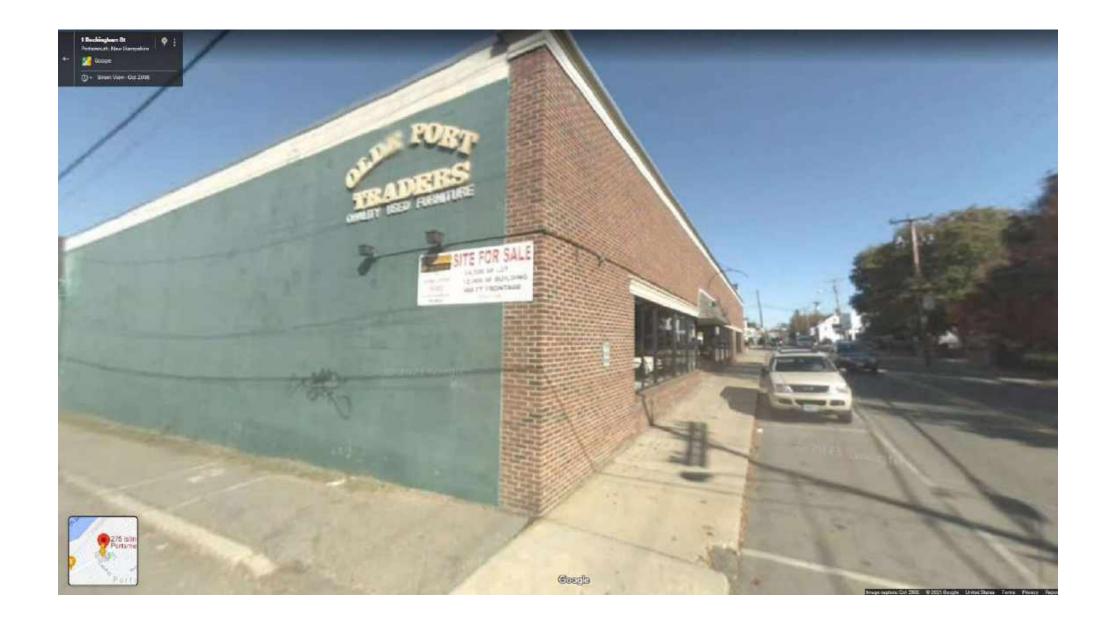
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#### HYBRID NON-RESIDENTIAL STANDARDS



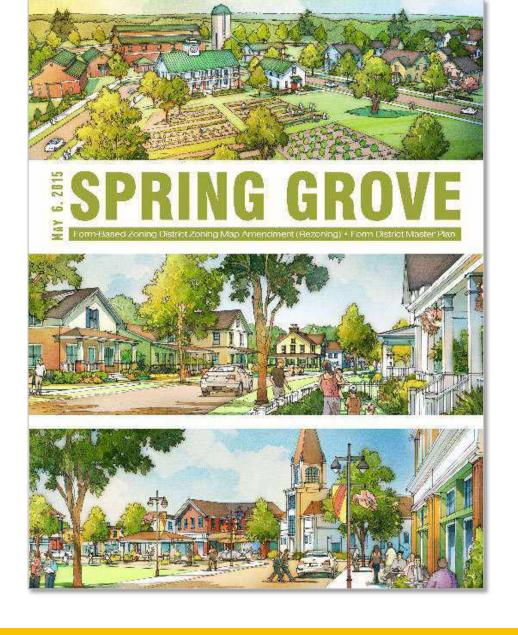
#### PORTSMOUTH BUILT RESULTS - 40 BRIDGE STREET











#### PRIVATE DEVELOPMENT ZONING



#### PRIVATE DEVELOPMENT ZONING





















#### PRIVATE DEVELOPMENT ZONING

#### WESTHAVEN

TPUDC's Founding Principal, Brian Wright, worked for the Weishaven's developer as Director of Town Planning and Urban Design. In this capacity, he was responsible for master plan revisions and project execution and implementation. The site for Westhaven consists of approximately 1,543 acres located three miles from historic downtown Franklin, Tennessee. Westhaven's plan accommodates 2,596 units and an accompanying 550,000 square feet of neighborhood commercial in addition to a system of approximately 800 acres of greenways, playing fields, parks, and squares.

The original master plan was created by Duany Plater-Zyberk & Company prior to Brian's involvement. Because the master plan had been compromised in the years following DPZ's departure from the project, Brian was hired to serve as Director of Town Planning to revise the master plan and focus on the amplementation of the project as well as other large scale new urbanist project they were working on around the southeau.



















#### **ACHIEVING RESULTS**











#### **ACHIEVING RESULTS**

## **OUTREACH & ENGAGEMENT**



#### **DISTRACTED LIVING**



### **COMBATING APATHY**



#### CAPTIVATE THEIR IMAGINATION

#### **BUILDING AWARENESS**



**PROJECT BRANDING** 



**MEDIA & SOCIAL MEDIA CAMPAIGNS** 



**PRINT CAMPAIGNS** 



**UNDERSERVED POPULATION OUTREACH** 

#### **GATHERING INPUT**



**SURVEYING** 



**ONLINE TOOL** 



**CODEAPALOOZATM** 



**OPEN STUDIO/HOUSE** 



**MILESTONE CELEBRATIONS** 



**MEETING FACILITATION** 





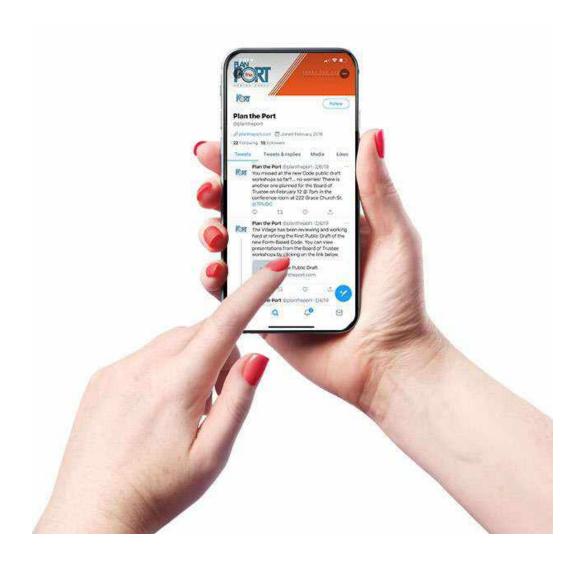


- Tools to TEACH
- Tools to INFORM
- Tools to COLLABORATE
- Tools to **OBTAIN FEEDBACK**
- Tools to CREATE BUY-IN





#### **COMMUNICATION IS KEY**





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## DEPUTIZING KEY LEADERS IN THE COMMUNITY















### CREATING A FORUM FOR AN OPEN DIALOGUE



## ENGAGEMENT THAT IS ACTUALLY ENGAGING



#### OUTREACH & ENGAGEMENT SUCCESS STORIES

# A NEW ZONING ORDINANCE THAT WORKS FOR FAIRVIEW



#### **SOMETHING FOR EVERYONE**



#### **SOMETHING FOR EVERYONE: POLICY-MAKERS**













**SOMETHING FOR EVERYONE: THE COMMUNITY** 









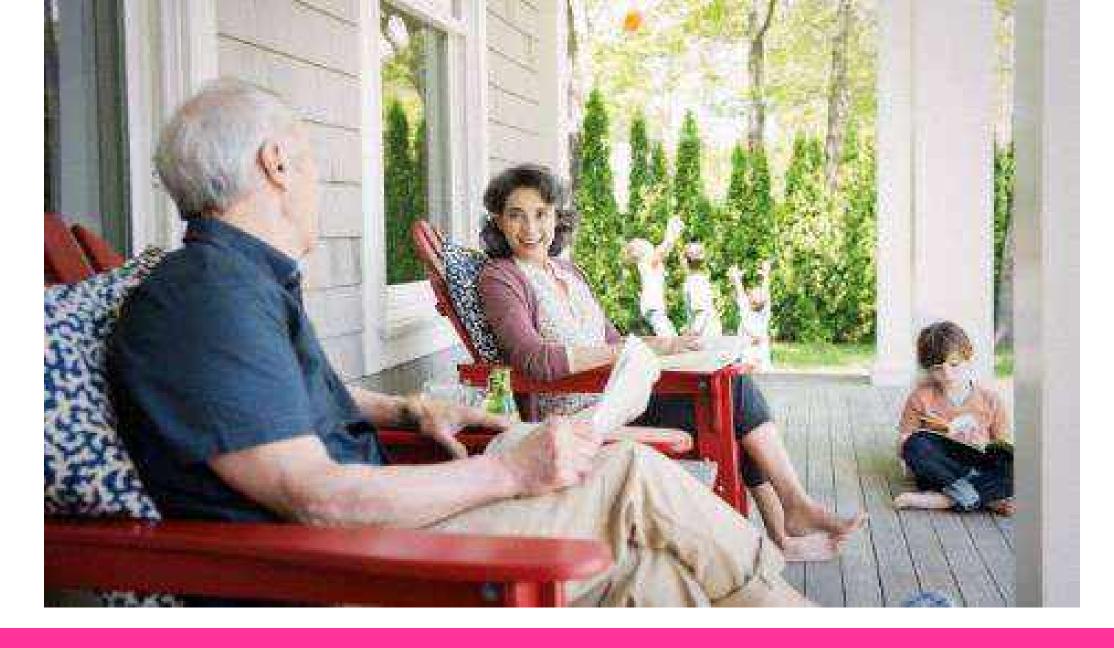








#### **SOMETHING FOR EVERYONE: BUSINESSES**



#### SOMETHING FOR EVERYONE: ALL STAGES OF LIFE













#### **SOMETHING FOR EVERYONE: VISITORS**



### SOMETHING FOR EVERYONE: DEVELOPMENT COMMUNITY









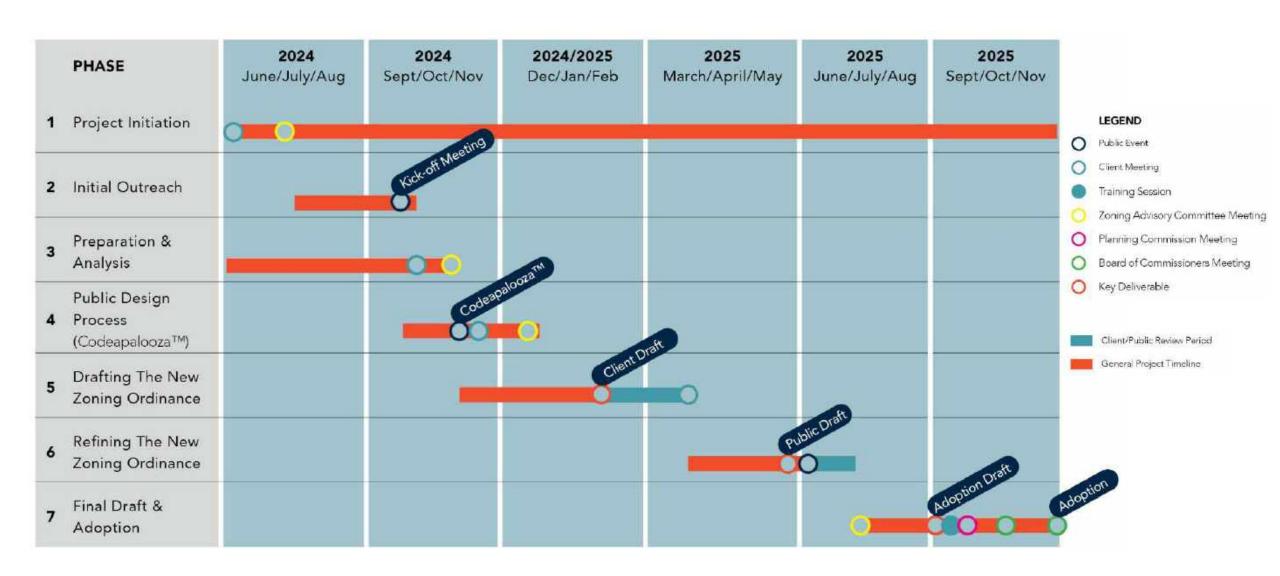






#### THE ESSENCE OF FAIRVIEW

# PROJECT TIMELINE



#### ANTICIPATED PROJECT SCHEDULE



