



MEMORANDUM

COMMUNITY DEVELOPMENT DEPARTMENT

To: North 40 Advisory Committee

From: Wendie R. Rooney, Director of Community Development

Subject: North 40 Advisory Committee Meeting Report

Date: April 20, 2012

This report outlines the topics, proposed process, and anticipated outcomes for the April 24, 2012, North 40 Advisory Committee (AC) meeting and highlights the intended outcomes from the following two AC meetings as well.

At the March 29, 2012, North 40 Advisory Committee (AC) meeting, the Committee discussed the Town Council's adopted vision for the North 40 Specific Plan, confirmed which general land use categories were consistent with the vision, and reviewed the draft 1999 North 40 Specific Plan policies that could be retained and carried over into the new Specific Plan.

April 24 AC Meeting Scope:

The two Council Member representatives on the Committee, Chair and Vice Mayor Barbara Spector and Council Member Joe Pirzynski, met with the Town Manager and Community Development Director to determine how best to proceed with the work of the AC.

The group decided that the AC would further consider each of the six principal land uses and decide which specific types of uses within each general land use category are consistent with the Council adopted vision.

The six principal land use categories to be considered are:

- Retail
- Restaurants
- Recreation/Entertainment
- Office
- Hotel
- Residential

The anticipated outcome of this process is to create a more detailed scoping of each of these general land use categories, as consistent with the vision. The discussion will use open-ended

questions and responses to help the AC determine what specific uses might be appropriate. The Chair will facilitate the discussion, and Town staff and consultants will create a visual record of the AC's comments. If possible, the AC may vote on which specific uses in each general land use category should be considered as fulfilling or potentially fulfilling the North 40 vision:

Attachment 1 contains questions to consider in advance of the meeting. While the focus of the discussion is on the more specific types of land uses to be considered in each broad category, the AC's definition and consideration of those specific types of uses may also lead to considerations of size, adjacent uses, and possibly other issues as well (e.g., medium box vs. neighborhood serving retail, hotel serving businesses). Note, however, that size, density, and location and other issues will be more fully addressed in the following AC meetings, as described below.

Next Steps (Two May AC Meetings):

To continue timely progress in completing the Specific Plan, we are planning two AC meetings in May. The outcomes of these meetings will be AC decisions on specifications and standards for the general land use categories and/or specific land use types, including locations and adjacent uses, sizes, and densities, and possibly even conceptual plans for the entire North 40 and refinement of the many CUP designated categories resulting from the last meeting. The organizing committee of the two Council Members and Town staff will determine the structure and process for those two meetings after the conclusion of the AC's work on April 24.

Staff requests that AC members bring their calendars to the April 24 meeting to assist with scheduling the two May Advisory Committee meetings.

Attachment:

1. Principal Land Use Questions to Prompt Discussion

Land Use Questions to Prompt Discussion with North 40 Advisory Committee

The following questions are intended to help Advisory Committee members begin thinking about the six general land use categories below and which specific types of uses within each general category are consistent with the Council adopted vision for the North 40.

Please review the questions in advance of the meeting to inform your thinking on the specific land uses appropriate for the North 40 in each category. Some, but certainly not all, of the questions will be used to guide the discussion and meeting.

1. Retail

- a. Certain retail uses were identified as an unmet need in the Market Study. What types of retail do you feel should be in the North 40? Please include your thoughts on general category sizes of retail (small, medium, and large) and general categories of merchandise and products.
- b. Do you envision that retail should be predominately formula, independent, or mixed, and if mixed, how much of each?
- c. How do you envision allowing flexibility for the retail space to accommodate future changes in market demands?

2. Restaurants

- a. What types of restaurants do you feel should be considered in the North 40 (high turnover, sit-down, fine dining, casual dining, fast food, café, theme restaurants, etc.)?
- b. Knowing that there will be a need for some synergistic restaurant uses to accompany office, hotel, and retail uses; do you see a need to cap the total square footage of restaurant uses?
- c. Should outside dining be permitted?
- d. Should stand-alone bars be considered?
- e. Should contemporary alcohol retail and/or wine tasting establishments be permitted?

3. Recreation/Entertainment

- a. Is a live theater an unmet need? What about a movie theater, comedy club, bowling alley, etc. Please think about why you feel these uses do or do not fill an unmet need.
- b. In the early part of the outreach process (the kickoff workshop and the community workshop) outdoor entertainment, recreation area, and event/festival area were well supported; other ideas were entertainment music/movies, performing arts venue, plazas, water play area, and pocket parks. Are there specific recreation or entertainment unmet needs that you see would fit well with the vision for the North 40?
- c. Is a Farmer's Market appropriate for the North 40?

4. Office

- a. The Market Study identified that there is a demand for office space, particularly Class A. Do you feel that office uses are an unmet need in the community and appropriate for the North 40?
- b. What types of office space should be in the North 40 (R&D, incubator, innovation, medical, corporate headquarters, etc.)?

5. Hotel

- a. Is a hotel an unmet need in the community?
- b. What types of hotel do you envision in the North 40 (boutique, family, extended stay, high end, mid-range, etc.)?
- c. It has been suggested that a meeting facility associated with the hotel would be desirable. Do you see that as an unmet need in the community?
- d. What additional amenities are needed in the hotel and the area adjacent to the hotel?

6. Residential

- a. Are residential uses an unmet need in the community and, if so, what types of residential uses?
- b. What types of residential would you encourage, allow, discourage, or not allow, and why?
 - (1) Single-family detached
 - (2) Multi-family
 - Townhomes
 - Condominiums/flats
 - Apartments/rentals
 - Senior housing
 - (3) Other
- c. The Town cannot legally regulate housing occupancies (i.e., number of residents, age of residents) except for senior and/or affordable housing in limited circumstances (e.g., one resident must be 55 years of age; median income restrictions based on family size). Consequently, please consider the following:
 - (1) What are the preferred locations for each housing type specified in Section 6.b. above.
 - (2) What types of housing specifications would be needed to ensure consistency with the vision: square footage of unit sizes, number of rooms, densities, amenities, building/neighborhood sizes, etc.