



DATE: November 26, 2018
TO: Mayor Pugh and City Council
FROM: Eric Mendenhall, Senior Planner
RE: **Town Center Plan Update**

As previously presented, there are three separate ordinances that will update the Town Center Plan. First, is the Town Center Plan, or the Comprehensive Plan component of the update. Second, is the Town Center Code, this is the regulatory framework of the plan. And finally, the Planned Action Ordinance, which is the environmental review of the impacts and mitigation associated with the proposed plan. All three items are broken down below in more detail:

Town Center Plan

The Town Center Plan articulates a vision for the area's future, as well as goals and policies that provide a roadmap to guide public and private investments. The Town Center Plan reflects city and community aspirations for the center and plans for anticipated growth. It supports business retention and growth, strengthens existing historic downtown business district and neighborhood assets, and builds on regional transit access choices.

Town Center Code

The Town Center Code creates the regulations that implement the Town Center Plan and vision for the area's future, and includes creating performance standards, allowed and conditional uses, parking and landscaping regulations, and updates the architectural design standards. Additionally, it includes street standards that will fulfill the goals and policies for a walkable community and creates places for the public to gather.

These regulations form the base for aesthetics, design and form of development connects to the streetscape and defines the surrounding character and vision. They also create a ceiling for development that promotes focused smart growth and economic opportunity to support existing and future businesses that has flexibility and options.

Environmental Review-Planned Action Ordinance

Part of the Town Center Plan included the request to provide a holistic review of the environmental impacts of the desired and planned development. The adoption of a planned action ordinance expedites the permitting process because the environmental review work has been done in advance during the planning stage. This reduces project review times and creates a higher level of certainty for both the public and future developers.