

Design Workshop, Inc.
Landscape Architecture
Land Planning
Urban Design
Strategic Services

Meeting Agenda

To: Katherine Caffrey
From: Sommer McNamara
Date: January 16, 2015
Project Name: Bell Boulevard Corridor Master Plan
Project #: 5224
Subject: City Work Group #2
Meeting Date: January 13, 2015
Start/End: 3:30pm – 5:00pm
Location: City of Cedar Park, Bldg 3
Copy To: City Work Group Attendees

Meeting Telephone Conference Call

Following are the minutes of the above referenced meeting. The following people were present: Lyndee Matthews, Darwin Marchell, Mauro Lopez, Lyle Grimes, Katherine Caffrey, Corbin Van Arsdale, Amy Link, Kevin Harris, Curt Randa, Tony Moline, Joseph Gonzales, Brian Rice, Todd LaRue, Rebecca Leonard, Sommer McNamara

Items in bold print indicate what action is required, who will perform the action and the deadline to complete action.

1. Stakeholder interview comments

- Need to retain high traffic counts
- Try to keep mom and pop businesses in
- Improve access in and out of businesses
- Commercial business is moving northwest
- Like that Bell Blvd cannot become another 1431

2. Updates to the goals

- Goal #3: include ROI for investors
- Goal #4 about natural assets needs to include historical assets
- Goal #1 about identity needs to be differentiated from past studies, re-word the goal
- Need to define the identity of Cedar Park and how it can be reflected along Bell Blvd
- Bell Blvd will be one center in all of Cedar Park, there are/will be multiple developments in Cedar Park such as neighborhood centers and community centers
- Cedar Park currently has an entertainment district by the new Cedar Park Center, and a regional shopping district on 1431

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- Bell Blvd could be the historical district
 - Bell is the central location so really needs to be the sense of identity for all of Cedar Park
 - Need to think about a memorable identity
 - Identity is the question that keeps circulating, it's the allusive concept that Cedar Park is looking for
 - The development along Bell Blvd needs to blend in, it should not look like a bright and shiny development that doesn't fit in with Cedar Park
 - Some of the existing mom and pop businesses that will remain will help define the area to not make it feel new and shiny and help it blend into the area
 - It is important to identify this as a place, not just another project
3. Site Analysis
- Concerned that the floodplain could be a potential roadblock but we can work around it and incorporate it as an amenity for the area
 - We can adjust the floodplain and make detention ponds where needed
 - The floodplain is not part of the Brushy Creek spillway
 - The Smokey Denmark property has beautiful aesthetics and could be a huge asset
4. Market Analysis
- ROI numbers in Cedar Park are down compared to comparable projects
 - There is not currently a good office supply in Cedar Park, it is decentralized
 - Some comparable projects in the area such as Domain show that employers are seeking a diverse and mixed use area to invest in new office space
 - Employers feel that having a diverse area for living and lifestyle gives employees more opportunity
 - Employers are willing to pay to get into these types of mixed use areas
 - The existing opportunities for office in mixed use is limited in Cedar Park
 - To figure out what Bell needs we need to look at the regional, neighborhood, and commercial needs
 - The big regional centers are along major corridors, with direct access from/to them
 - Bell is on an interior corridor
 - It is a neighborhood mix that should have night life, retail, and entertainment
 - Keep everyone on track with what we are working with in the area, understand what people want, and how we can get there
5. Public Workshops
- The comprehensive plan had several hundred people attend the public workshops
 - We are shooting for 5% (around 3,000) which might be a lofty goal
 - 1,200 people responded to the library plan
 - Concerned about the number of attendees to make the public workshop productive
 - Doing lots of social media outreach to get people there!

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6. Comments on Key Pad Polling Questions

- Fix answers in question #8 to reflect the words eclectic and consistent, not edgy and sophisticated
- Make sure we follow up with individuals about what they see the future identity of Cedar Park being. We are only asking what the existing identity is at the 1st public workshop, we will ask what they see the future being at public workshop #2.
- Revise question #12 that compares Cedar Park to being youthful or mature. Are we talking about the people or the look and feel of the area?
- Youthful is a hard word to digest exactly what it means
- Incorporate a question that is family oriented

Next Meeting

Date: March 11, 2015

Time: 3:30 to 5:00

Location

END OF NOTES

The record herein is considered to be an accurate depiction of the discussion and/or decisions made during the meeting unless written clarification is received by Design Workshop within five (5) working days upon receipt of this meeting record.

Attachments:

1. Key Pad Polling Questions

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