

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

Meeting Agenda

To: Katherine Caffrey
From: Sommer McNamara
Date: November 20, 2014
Project Name: Bell Boulevard Corridor Master Plan
Project #: 5224
Subject: City Work Group Kickoff Summary
Meeting Date: November 19, 2014
Start/End: 2:30pm – 4:00pm
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: Lyle Grimes, Katherine Caffrey, Kaden Norton, Corbin Van Arsdale, Amy Link, , Chris Copple, Scott Carr, Kevin Harris, Curt Randa, Tony Moline, Larry Holt, Kelly Brent, Garret Bonn, Joseph Gonzales, Ryan Losch, Daniel Brooks, Brian Rice, Todd LaRue, Rebecca Leonard, Sommer McNamara, Ryan Wright

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

1. What does a gathering place mean to you?
 - it represents the heart of Cedar Park
 - outdoor games
 - seating
 - safety; good feeling
 - a place where I want to be, my kids want to be and not necessarily at the same time
 - entertainment
 - food
 - unique (with an added note about the sum of all the parts above – for kids and adults)
 - comfort
 - draws people to it
 - cool; family friendly
 - a place where people want to be; linger longer; mix of uses
 - purpose, shopping, eating
 - pleasant place to enjoy friends, family and food

DESIGNWORKSHOP

Asheville | Aspen | Austin | Beijing | Chicago | Denver | Dubai | Houston | Lake Tahoe | Los Angeles
800 Brazos Street, Suite 490, Austin, Texas 78701 • (tel) 512- 499-0222 • (fax) 512- 499-0229
www.designworkshop.com

- reflects the city's identity
 - attracts just the right number of people
 - context
 - natural amenities
 - nature, water, trees, vacation, inviting
 - ease of access, nice
2. Q: How is this different from the Comp Plan and other past studies?
 - a. This is the next step
 - implementable
 - short-term, mid-term, and long-term visions
 - will have direct action steps, trackable progress
 3. Thoughts on our goals:
 - a. We're using the right key words, but figuring out how we will measure our goals is crucial
 - b. ROI: take into consideration the tenants – they are concerned and they are taxpayers
 - Whose dollars and whose cents are being used / affected?
 - c. Rail stop options?
 - d. Consider phasing, only disrupt what we need to
 - e. What will happen to current tenants?
 - We will take a hard look at the businesses. Are they the highest and best use?
 - Todd at RCLCO will be instrumental in this aspect
 - () Todd: We'll look at current conditions and understand what conditions might contribute to a higher caliber of uses. Understand what is currently working and what is not.
 - f. Concern: instead of “maintaining mobility” maybe we should look at *improving mobility*
 - Brian: How to improve: we'll look at access management strategies, but our baseline goal is “first, do no harm”
 - g. Katherine made note of broad public involvement campaign:
 - Website
 - Bell Boulevard email address that goes directly to Katherine
 4. Thoughts on Stakeholders:
 - a. Include more property owners
 - They're going to want boots on the ground
 - b. Include homeowners
 - Door hangers, knock on doors
 - Tony and the City are willing and able to help with that
 - c. Include the county, school district(s), TCEQ
 - School district is concerned with appraised value
 - They are a key stakeholder
 5. Thoughts on previous plans and access to them. Are there any additional plans?
 - a. Transportation master plan (going to council in December)

DESIGNWORKSHOP

Asheville | Aspen | Austin | Beijing | Chicago | Denver | Dubai | Houston | Lake Tahoe | Los Angeles
 800 Brazos Street, Suite 490, Austin, Texas 78701 • (tel) 512- 499-0222 • (fax) 512- 499-0229
www.designworkshop.com

- b. 4B Strategic plan
- c. Arts Advisory Master Plan
 - **Katherine** will send to Design Workshop
- 6. Design Workshop's Wish List: if you have access to any of the below information please send it to Katherine.
 - a. Financial information
 - Current land values
 - Economic conditions
 - Property values
 - b. Lease terms
 - c. Topo maps
 - d. Demographics
 - e. Accident reports
 - f. Environmental conditions
 - g. Tree canopy survey
- 7. Concerns and Outcomes:
 - a. Prove the ROI potential (will get lots of input from Todd and RCLCO)
 - b. Concern over mobility and that the end result will be better
 - c. 183A is a "four letter word" Business owners like the traffic count high.
 - d. Communication, communication, communication.
 - This was a sentiment echoed by a number of people. It is a crucial component to this process and we will need to be transparent and ease the concerns of business and property owners, residents and all affected parties regularly.
 - We need to let the community know that there will be periods when they will be impacted, and when those are mostly likely to occur.
 - When individuals voice their opinion make sure they feel like they were heard. Be as honest as possible about why certain aspects get incorporated and why others don't.
 - Businesses may resist this process and be hesitant about it moving forward.
 - e. Should we include developers in this process?
 - f. Use benchmarks to show that this will work. Reference areas in Texas as well as areas outside of Texas.
 - Thoughts on benchmarks:
 - () Those that we showed are all single-owner
 - () Look at Sugar Land Town Square
 - () Take pieces from the benchmarks – there are parts of all of them that work.
 - () Look at Quarry Market, San Antonio
 - () May be closer to the demographics in Cedar Park
 - () Downtown Grapevine – Grapefest
 - () Multiple owners
 - () Multiple levels of retail
 - () Drivable and walkable
 - () Be careful when comparing to the Domain – is it the "feel" of the place people like (i.e. walkable shopping with restaurants, etc.) or the specific retailers?

DESIGNWORKSHOP

- g. Be sensitive to history.
 - Town Center residents may express concern over this project as some of them feel like the end result in their neighborhood did not reflect the original plans presented by the developer.
- h. Make it more authentic. Eclectic.
- i. Niche market.
- j. Demonstrate a commitment to follow through on implementation
- k. Bring up and anticipate any large hurdles early on in the process.
- l. General public may have questions about the timeline.
 - Communicate and articulate a realistic timeline.
 - Demonstrate feasible phases and what triggers the next phase to occur.
- m. Tony: Biz-walk
 - Door to door - reach out to all property owners in the immediate study area
 - Will help us with this effort
- n. Get the word out in multiple ways. City staff to assist with this effort.
 - Press releases
 - Record public meetings and post them to the website

Next Meeting

Date: January 13, 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. Stakeholder Engagement Strategy
2. Project Management Plan
3. FAQ Sheet
4. Kick Off Meeting Presentation

DESIGNWORKSHOP

Asheville | Aspen | Austin | Beijing | Chicago | Denver | Dubai | Houston | Lake Tahoe | Los Angeles
800 Brazos Street, Suite 490, Austin, Texas 78701 • (tel) 512- 499-0222 • (fax) 512- 499-0229
www.designworkshop.com