



HYDRAULIC SMALL AREA PLAN – PHASE I

MEETING INFORMATION: ADVISORY PANEL CHARETTE

Date: April 11, 2017

Location: Virginia Transportation Research Council - 530 Edgemont Road

Time: 8:30 a.m. to 12:30 p.m.

Overview

The [HYDRAULIC SMALL AREA PLAN CHARETTE](#) will be an interactive workshop with the project advisory Panel utilizing a series of quick, value-based exercises with focus on community values and prioritization of desired outcomes.

Objectives

1. Capture key themes regarding our collective understanding of existing conditions
2. Share and document input regarding functional and aspirational goals to inform the planning process.
3. Identify community values through a variety of interactive exercises
4. Identify challenges and accepted, or assumed, constraints
5. Identify key elements for a Vision Statement to guide the Small Area Plan

Agenda Topics

The event will be organized around broad topics, idea generators and hands on activities. Ideas will be captured in writing by the consultant on display boards or on hand written notes by the participants. The main organizational topics will include:

- A. Hydraulic: What is it today: Existing Conditions
- B. Hydraulic: What could it be tomorrow
- C. Challenges and Opportunities
- D. Measures of Success
- E. Building a Vision Statement

Agenda Outline

Opening Thoughts	08:30 – 08:40
Facilitated Activities (A)	08:40 – 10:00
Break #1	10:00 – 10:10
Facilitated Activities (B)	10:10 – 11:30
Break #2	11:20 – 11:30
Facilitated Activities (C,D,E)	11:30 – 12:25
Conclusions and Next Steps	12:25 – 12:30

DETAILED OUTLINE

Introduction

8:30 to 8:40

Target Time: 10 minutes

Intent: Review the event process, timeline and expected outcomes

Description: The consultant will provide a brief outline of the event logistics, timeline and expected outcomes.

Opening Thoughts: The balance between Realism, Pragmatism, and Vision

8:40 to 8:50

Target Time: 10 minutes

Intent: Establish a thinking framework for the planning process to acknowledge preconceived ideas and unlock potential visionary ideas.

Description: A brief presentation of thoughts about how visionary thinking and leadership can transform a community and uncover otherwise missed opportunities.

A. Hydraulic: What is it Today?

Set-Up: Study Area Data

8:50 to 9:05

Target Completion Time: 15 minutes

Intent: Provide brief overview of documented trends within the study area to provide a basis for understanding existing conditions relative to real estate, economic development, and transportation

Description: Participants will comment on background reading material reviewed prior to the event and identify any specific takeaways that should inform planning activities.

Activity A.1 Warm-Up Activity: One Word

9:05 to 9:15

Target Completion Time: 10 minutes

Intent: Gather high level descriptions of the community's perception of the study area in its current condition

Description: Participants will be asked to quickly describe in writing their perception of study area today in one word. Each participant will then be asked to read their response to the group. Consultant will write these words on the appropriate display board.

Outcome: This activity will capture existing sentiments regarding the study area. Responses will be briefly analyzed for thought clusters and repeating themes.

Materials:

- 1- Display Board

Activity A2: What Works

9:15 to 9:30

Target Time: 15 minutes

Intent: Identify key qualities or characteristics of the existing study area to preserve, enhance or eliminate

Description: Open discussion to make a list of study area characteristics that should be preserved, enhanced, or corrected in the small area plan.

Outcome: Provides common ground and value based assessment of what is important in the new small area plan which will facilitate their understanding and participation in other workshop activities.

Materials:

- Display Board

Activity A3: Opportunity for Change

9:30 to 9:40

Target Time: 10 minutes

Intent: Identify realities or perceptions of what elements within the existing study area that are either more likely, or less likely to change

Description: Open discussion to identify on a map of the study area characteristics that may be supportive or obstacles to change.

Outcome: Provides improved understanding of the study area and framework for which elements should be the focus of change to create the small area plan.

Materials:

- Display Board with study area map

B. Hydraulic: What could it be Tomorrow?

Set-Up: Relevant Trends

9:40 to 9:50

Target Completion Time: 10 minutes

Intent: Provide high level review of trends in real estate and community development that may inform how we think about the future of development within the study area

Description: Consultant will give a brief overview of trends in community planning and development and thoughts about visionary thinking and political will that may inform our thinking about the study area with an emphasis on thinking big and thinking long term

Activity B1. Warm Up Activity: One Word

9:50 to 10:00

Target Completion Time: 10 minutes

Intent: Gather high level descriptions of aspirational goals for the study area

Description: Participants will be asked to quickly write down in one word a description of what study area could become. Each participant will then be asked to read their response to the group. Consultant will write these words on the appropriate display board.

Outcome: This activity will begin to capture elements of quality, form, function and character regarding the potential for what the study area could be in the future. Responses will be briefly analyzed for thought clusters and repeating themes.

Materials:

- 1- Display Board

Break #1 10:00 to 10:10

How should it Work? - Desired Performance Measures

Activity B2: Planning Principles Prioritization

10:10 to 10:20

Target Completion Time: 10 minutes

Intent: Allow individuals to prioritize specific project performance measures

Description: A form will be provided for use by each participant. The form will include a list of planning elements or performance measures on one side and boxes for participants to rank the relative importance of each item. Once completed, the forms will be collected by the consultant and the . lead a brief discussion of the results.

Outcome: The exercise will give an indication of values and relative importance for selected planning principles. Asking participants to rank the relative importance of these criteria offers valuable insight into potential tradeoffs.

Materials:

- Priorities Form

Activity B3: Connections: Mapping Exercise

10:20 to 10:50

Target Completion Time: 30 minutes

Intent: To develop concepts regarding key points of origin and destination and where critical connective tissue is required utilizing a multi-modal approach to planning.

Description: A project base map will be provided for use by three groups of 4 participants. Stickers representing destinations and colored markers representing systems for connectivity (pedestrian; bike; auto; transit) will be provided. Participants will be challenged to create a connectivity exhibit illustrating key points of origin and destination and opportunities for connecting various land uses. Once completed, the maps will be displayed together and discussed relative to common themes and variations of thought.

Outcome: Better understanding of the study area. Visual representation of key locations and destinations that could be connected via various mobility facilities and ideas regarding the transportation network needed to serve the area.

Materials:

- 3 - Study area maps (2'x3')
- Stickers and markers to represent origins and destinations and mobility systems

How should it Look and Feel? – Urban Form and Character

Activity B4: Urban Form and Character - Visual Preference Survey

10:50 to 11:10

Target Completion Time: 20 minutes

Intent: To gain insight into the aspirational goals and design sensibilities for the small area plan character.

Description: large image boards will be presented that represent distinct urban form and character traits that could represent desired outcomes for the Plan. Each board will feature a variety of photographs from around the country that reflect possible similarities in scale, land use patterns and context to the study area. Participants will be asked to place dots on their favorite images and identify which image is not an appropriate model for the study area. Images may include reference to the following:

- Land use
- Streetscape
- Scale / height / massing / parking solutions
- Public spaces
- Architectural style
- Branding
- Transportation systems

Outcome: Through this exercise, we will gain valuable insight into the community's specific land use and urban form preferences through the images selected. The data will be reviewed to help inform the process moving forward.

Materials:

- Visual preference display boards
- Colored Stickers

Activity B5: BIG IDEAS

11:10 to 11:20

Target Time: 10 minutes

Intent: To broaden the discussion and capture ideas about larger, long term solutions that reflect creative thinking and response to changing lifestyles and development patterns

Description: A brief list of big ideas from other communities will be referenced by the consultant. We will have a brief open discussion and capture in writing specific ideas from participants that might be relevant for the study area. Consultant will write down ideas on the appropriate display board.

Outcome: Provides a framework for drafting a formal vision statement for the project

Materials:

- Memo board

Break #2 11:20 to 11:30

C. Hydraulic: Challenges and Opportunities

Activity C1: What could challenge our success?

11:30 to 11:40

Target Completion Time: 10 minutes

Intent: To generate a list of potential obstacles to success and an approach dealing with those challenges.

Description: facilitated, open discussion of ideas regarding known and perceived challenges to developing and implementing a successful plan. Consultant will document ideas on the appropriate display board.

Outcome: Develop an understanding of potential obstacles and ideas about how to overcome those toward creation and implementation of the plan.

Materials:

- Memo board

Activity C2: What can we use to our advantage to achieve success?

11:40 to 11:50

Target Completion Time: 10 minutes

Intent: To generate a list of advantages and opportunities to success and an approach taking advantage or enhancing those opportunities.

Description: facilitated, open discussion of ideas regarding known and perceived advantages within the study area. Consultant will document ideas on the appropriate display board.

Outcome: Develop an understanding of potential advantages and how to leverage them toward creation and implementation of the plan.

Materials:

- Memo board

D. Measures of Success

Activity D1: Media Headline

11:50 to 12:10

Target Time: 20 minutes

Intent: To gain insight into the aspirational goals for the ultimate finished product.

Description: Each participant will be asked to write down a future media headline describing the Hydraulic Small Area upon completion of its development. They will be asked to envision an ideal headline that would best describe a successful project outcome in ten years by completing the statement:

“The implementation of the Hydraulic Small Area Plan.....?”

Outcome: Through this exercise, we will gain insight into the community’s aspirational goals and measures for success for a fully realized development.

Materials:

- Note cards
- Display board

E. Building a Vision Statement

12:10 to 12:25

Target Time: 15 minutes

Intent: To capture in writing key elements of an overall Vision Statement during the event as ideas surface from topic-specific conversations

Description: A display board will be attended to throughout the event to capture in writing specific ideas that the group collectively feels should, or could, be part of a guiding vision statement. We will review the notes capture during the event and highlight specific elements that are thought to embody the overall vision for the project. Following the event, the consultant will draft a vision statement for review by the Advisory Panel at the subsequent meeting.

Outcome: Provides a framework for drafting a formal vision statement for the project

Materials:

- 1 Display board

Closing

12:25 – 12:30