



The Process

2.0 THE PROCESS

This report is the result of a several month process of site analysis and stakeholder meetings culminating in a four-day public design charrette. The charrette included an opening evening presentation that outlined the existing conditions and provided community participants the opportunity to voice their issues and concerns. The charrette design studio was located in a storefront along North Orange Avenue which allowed the Design Team the ability to work directly with local business owners, neighbors, property owners, and City staff. The charrette ended in a closing presentation that summarized the Urban Design Plan and included recommendations for implementation.

2.1 Stakeholder Interviews

Leading up to the design charrette a number of meetings were held with individual stakeholders in the area. These meetings were one-on-one sessions intended to identify the issues, concerns and future development plans of major property owners in the district. Stakeholders included various City staff, the Downtown Development Board, local businesses and property owners, and neighborhood associations. These meetings resulted in a clear picture of current issues, as well as redevelopment potential.

2.2 The Design Charrette

With the completion of data collection, preliminary analysis, and stakeholder interviews, a public design charrette was held involving over 150 participants over a four-day process. The kick-off event for the four-day charrette was held at the Loch Haven Neighborhood. The presentation began with a brief overview of the team's initial findings, illustrating how the area's context will influence the design process. The preliminary market analysis and basic "main street" design principles were presented. The public was then asked to participate in work sessions that allowed people the opportunity to voice specific issues and concerns they have for the future of the area. The participants wrote, talked and drew, jump-starting the design charrette and giving clear direction to the design team.

The charrette design studio was located in a storefront along North Orange Avenue. The public was asked and encouraged to visit the design studio and offer ideas to the team. During the four-day process the design team worked directly with over 50 local business owners, neighbors, property owners, and City staff. The product of this intensive process was a preliminary Urban Design Plan that was displayed on the evening of the final day in a public reception and presentation.

Following the charrette, the team made additional refinements to the plan based on public comment and review. This report illustrates the completed Urban Design Plan with the purpose of establishing the design intent, development strategies, and vision for the future of the district. This report is intended to be a flexible blueprint that illustrates concepts that can accommodate change over time while still maintaining the overall vision.



Public kick-off event



Public kick-off event



Public Charrette Presentation