

PLACE Design Task Force Minutes
November 9, 2017- 12:00 - 2:00
Neighborhood Development Services Conference Room

Members Present:

Rachel Lloyd, Mike Stoneking, Gennie Keller, Chris Henry, Scott Paisley, Fred Wolfe. Paul Josey, Kate Bennis, Andrew Monecheim, Tim Mohr

Staff Present: Alex Ikefuna, Missy Creasy, Carolyn McCray (Clerk)

Call to Order – Chairman Stoneking

Agenda

1. Public Comments (5 minutes) no public comments
2. Community Engagement Speaker – Tim Martin (60 minutes)

Timothy Martin joined the Government Finance Officers Association (GFOA) in August as Senior Manager for Member Engagement. He is responsible for social media and other engagement efforts for GFOA.

In his previous role in Roanoke, Virginia area as head of the Office of Citizen Engagement in the City of Roanoke, Timothy worked to bring government and citizens together to foster collaborative conversations, build positive relationships and promote new innovative ways for citizens to be involved, informed, and engaged. Roanoke has one of the most successful social media models of any city in the country with more than 60 accounts and 200,000 followers.

Since 2014, the city has won more than a dozen social media awards. In 2016, Timothy was named Top Social Media Advocate in Government by Government Social Media (GSM). He was also named a Top Government Influencer by Engaging Local Government Leaders (ELGL) in 2016 and 2017.

Mr. Martin holds a bachelor's degree in media studies from Radford University.

Mr. Martin's presentation covered the functions of Roanoke's new Office of Citizen Engagement. Manage Roanoke's award-winning social media accounts including the City's main Facebook page which currently has a following of more than 83,000. Oversee the city's award-winning Social Media Center featuring more than 60 social media pages from many of the city's departments, divisions, and offices. Create social media policies, goals, and strategies. Study analytics and algorithms to ensure social media message are reaching as many followers as possible. Provide tips, guidance, and round table discussions on how to engage and inform citizens through social media and other digital platforms. Share Roanoke's social media story to local governments across the country through presentations at regional and national conferences. Work with various departments to ensure that citizen engagement efforts are

consistent and up-to-date. Assist employees in various departments on event engagement and outreach. Produce and host various live and recorded videos for public engagement and feedback. Attend community events, festivals, and neighborhood meetings to promote and coordinate engagement efforts. Collaborate with outside partners to increase engagement at various city events. Utilize online advertising to promote city's website, social media channels, engagement initiatives, etc. Manage the city's award-winning website.

In times of greater emergencies, the Office of Citizen Engagement has been known to set up at the scene and broadcast live on Facebook or other social media channels. Having a city employee (Martin) with the essential credentials needed and skills and ability to get on the inside and keep the public (and other media outlets) informed is a clear advantage. We had a fire in one of those underground utility vaults that knocked out power in a good part of downtown, using social media; we were able to keep everyone reassured about the situation just as it was happening.

Lisa Green, Chair for City Planning Commission: said that using Facebook to inform the community of events and community engagement meetings is a "no brainer" and she has been screaming this for about five years now.

The office also believes in a good sense of humor. The 2016 report includes information on the city's April fool's Day activities -- especially outlining its bid for the Olympics, including illustrations of how proposed new sports facilities would fit into downtown Roanoke. Martin said the city also has proposed such things as shifting to autonomous vehicles in the city fleet and using drones to pick up garbage. Humor makes the social media numbers jump, he added. Martin stressed that there is a larger, overarching framework. Roanoke's Office of Citizen Engagement bases its work on three guiding principles:

1. Promote the city
2. Engage the user
3. Inform the citizens

Keller: asked did you have any experience with people trying to unpromote your city on social media?

Martin: said it just depends on where you are, every community is different and their preferences for community engagement platforms are different, as well.

The city of Charlottesville's social media accounts, specifically Facebook and the Police Department page, have received an influx of negative comments and reviews since this summer.

Chair Green: said we need to address the negative comments instead of being afraid of them, and we need to change the narrative of our city.

Councilor Galvin: said the use of Facebook could be the quickest, most cost-effective solution.

3. 3-D Modeling Update (20 minutes)

A very detailed overview of 3-D Modeling update was presented by Bart Pfautz and Zach Lofton.

Goals

1. Create functional 3D models with Sketch-Up for SIA.
2. Develop workflow to import and archive 3D models in the City's geo database.
 - Dr. Huang has spent time exposing us to possible solutions for importing new models.
 - There is no easy or automated process at this point.
 - Archiving can be handled fairly straightforwardly with time stamps on buildings and/or multiple datasets representing different time periods.
 - City Engine web scenes hold their own data so will need to be republished occasionally to reflect changes.
3. Create web scene to publish the 3D models with contextual models in the background.
4. Develop application to help the City compare design scenarios and get public feedback.
 - Show existing built conditions, current zoning at build out and new form-based code scenarios.
 - CIP request
 - Develop a 3D modeling program that can be used to show existing built conditions, build out at current zoning, and build out at different proposed zoning scenarios including form-based code.
 - Add functionality to the web scene to allow users to adjust zoning code parameters.
 - Develop workflow to update the 3D model with new buildings and demolished buildings.
 - Develop ability to show past built conditions of the City.
 - Develop workflow to import developers' proposed projects for before and after comparison.
 - LiDAR acquisition schedule.
 - Producing 3D models without LiDAR.
 - Base elevations.
 - Modeling existing zoning.
 - Modeling form based code.
 - Staffing.

Pfautz: said he considered this a scientific success and if we were going to make this part of what the city does we would have to figure out a way to streamline it or have more resources.

Stoneking: asked how do you handle the topography or maybe this means going back to the SIA but if you have building data as an animation and you have this photographic aerial which are flat.

Mohr: said they are not flat, you can tell they are draped.

Pfautz: said you will be able to see that better if we pulled up the application. All of the elevation data used including those more genetic gray buildings in the background is from LiDAR light radar but with a laser.

Mohr: asked if you turn the image off does the LIDAR give you find enough detail that you would be able to read a road bed.

Pfautz: the LiDAR has the potential.

Mohr: the image to him is quite distracting.

Henry: if you were in the neighborhood in the background you could see a little more and this one does not have the building model next to the scale seems a little warped.

Lloyd: it seems like the potential you could identify whatever it is, the template of information that is required for every architect or engineer that is going to give you project information so they can make sure the specs for the drawings fit what you need and will become a lot simpler and automated.

Henry: One complication to that is not everyone who is doing the development is providing a digital model.

Lloyd: Could it become a requirement though? Over time we could minimize the complexity.

Councilor Galvin: said this does seem extremely cumbersome.

Stoneking: asked who entered the data for this presentation.

Pfautz: said Ms. Creasy, Ms. Rainey who knew about zoning told him what the relative perimeter were; and then he had to digitized stepbacks and setbacks.

Mohr: asked can you export quadrants; like a tile to put (like an architect) their building in there and study it or to export pieces of the model. Everything you are saying lives in the database and so depending on what format is needed it can be enter changeable.

Stoneking: maybe a 10 block piece of the City

Henry: or maybe one block

Mohr: or one block a 200x200 foot square, so the developer has a 3 dimensional piece of the city to work with because it has the adjoining buildings. Export it to 3DS or any of those platforms.

Keller: it reveals that they are super blocks and the initial redevelopment of the street pattern.

3. Mixed Use Definition Discussion (30 minutes)

(1) July 11 2017 materials—these materials present the various issues that are problematic within the Mixed Use Districts (including the “commercial” districts—B1, B2, B3, ES and IC).

(2) Problems include:

- a. Density and/or height bonuses with no reference to what criteria need to be satisfied before the bonus is available
- b. Inconsistencies between the Use Matrix and zoning text—including the provisions of 34-1123 (generally applicable to all zoning districts) which establishes certain minimum lot sizes for single-family, two-family and townhouse residential buildings. These lot sizes represent a different way to control density

Idea Number One:

In urban conditions where buildings abut (or nearly so) the sidewalk and/or property line, height shall be measured from the street upon which the building faces. Lot boundaries without street frontage will not be considered when measuring height. (See elsewhere in the ordinance for transition requirements at those conditions). If multiple streets are involved, each street will generate its own result(s).

Corner conditions remain to be resolved with this approach.

Idea Number Two:

Buildings will be measured at the median point of grade along each principle building façade segment. If the building presents only one façade segment there will be a single point of measure at the median grade along that façade. If the building steps in height, multiple points of measure will be established at the center of the several façade segments.

See attached “Height sketch”- red lines A-E depict an example of this approach. Parapets and sloping roofs will be defined in the standard way.

Idea Number Three:

Regardless of stepping, every building must establish height measuring points (similar to A-E in the attached “Height sketch”) that do not exceed 100 feet in separation. Meaning horizontal distances a-d and x & y. must be 100 feet or less each, located at the discretion of the applicant.

Ms. Ashley Long: a planner with law firm Williams Mullen and a member of CADRe: said we all want to come up with a resolution that works for the building height issue that has been

under review for several months and we have been working with staff to make sure the building we design is very context-sensitive and is actually meeting the current definition of building height, and we don't want to be caught in a situation where the building height definition changes mid-stream for our project.

PLACE had consensus for 1 and 2 but not for 3 but there is interest in that approach.

PLACE members expressed opinions of mixed use and the mixture of uses in a building as well as questions and ideas for solutions

Meeting Adjourn 2:05 p.m.

The PLACE Design Task Force schedule a two-hour workshop on mixed-used corridors Nov. 21st.