

MEMORANDUM

To: Planning Commission

From: John R. Jackson, AICP, LEED-GA
Vidya Krishnan

Date: March 24, 2011

Subject: Master Plan Update – March 17th meeting notes



Based on the discussion from the previous meeting, McKenna prepared an outline of action items from the previous master plan that had not yet been addressed. While there has been progress made on a number of zoning text amendments, there was still no guiding policies regarding key redevelopment areas.

There was discussion regarding these items and it was determined that it would be appropriate to develop a prioritized list of key issues to present to City Council for direction. These issues should be based on the list of key issues as well as other issues identified by the Committee.

A map illustrating the focus areas from the previous master plan update was distributed. There was discussion regarding the relevance of the previous “focus areas” and it was determined that a different approach was necessary to address the desire to encourage quality development while preserving the character of the communities.

The concept of Potential Intensity Change Areas or PICAs was introduced. This would allow the City to identify appropriate areas of the City that were currently under developed and establish redevelopment strategies for these sites, where it was zoning, infrastructure, parking, or other strategies.

Most of the areas discussed were on the edges of the downtown. However, it was pointed out that strategies should be explored to encourage the redevelopment of some of the older multiple family developments around the City.

The Committee requested that at the next meeting maps be provided to identify PICAs within the City and that they prioritize the key issues.

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