

**Task 1 Public Input:**

In Phase 1 of the Master Plan Update, a public open house is included, which provides an opportunity for input to the Planning Commission prior to the preparation of the plan elements of the document. The following describes additional opportunities for public input in Phase 2. Public participation is critical to the planning process. Our team offers the following public participation approaches in this project:

- A. Online engagement platform that will allow for users to provide input, share ideas, respond to surveys and tie feedback to geographic locations in the city.
- B. Public open house – an informal opportunity to share the findings of phase 1 and solicit input on direction for the long-range planning in phase 2.

**Timeline: Ongoing throughout project**

**Deliverables:** Summary of public input

**Cost: \$4,500**

**Task 2 Plan Preparation:** Our team proposes to incorporate the following into Master Plan update, with one optional chapter):

- 1. Future Land Use Plan Map and supporting recommendations based on the existing conditions analysis, public input, and goals and objectives. A narrative of the intent of each land use category will be provided. Graphics and implementation details illustrating specific proposals will be included as appropriate.
- 2. *Optional Mack Avenue Corridor Plan.* For this chapter, the city will review the findings and recommendations from the 2020 Vision Plan for Mack Avenue. After review, any necessary modifications will be incorporated in this Chapter. Topics to be reviewed include the following:
  - a. Coordinated New Streetscape Elements (Bike Racks / Benches / Trash Cans)
  - b. Street Light Pole Banners / Enhancements
  - c. Additional Pocket Parks
  - d. 30 MPH Speed Limit
  - e. Outdoor Cafe Enhanced Support
  - f. Enhanced Crosswalks / Traffic Calming Features
  - g. Commercial Beautification / Façade Improvement Incentives
  - h. Mack Avenue Marketing / Branding

This is not intended to be a comprehensive update of the Vision 2020 document, but rather modest adjustments and supplements necessary to bring the document up to date. The cost of this element is \$7,000.

- 3. Action Items Summary Table:
  - a. an easy-to-use checklist for prioritizing implementation strategies. Identify a Champion and Partners for each specific action item to ensure implementation success.
  - b. Zoning Plan: Prepare a Zoning Plan to guide short-range zoning decisions. Relate current and new districts to each land use category as necessary. Provide direction for zoning changes needed as a result of the Master Plan.

**Timeline: 6-7 months**

- Four meetings with Planning Commission to prepare the plan, review the Draft Plan and review materials for the Open House
- One meeting of the Planning Commission to review the final draft prior to release for public comment.

**Deliverables: Draft Master Plan**

**Cost: \$20,000 (\$27,000 with optional Mack Avenue Corridor Plan update)**

**Task 3: Public Hearing & Adoption**

1. Assist in preparing for the distribution of the draft plan to surrounding communities and designated agencies and utilities.
2. Prepare notice of public hearing in accordance with the Michigan Planning Enabling Act.
3. Present draft Plan at the public hearing. Prepare Resolutions of Adoption.
4. Assist Planning Commission with final adoption procedures.

**Timeline: 2-3 months**

**Deliverables: Final draft plan**

**Cost: \$3,000**

**Task 4: Plan Prep & Printing**

- A. Prepare document for printing and/or electronic copies to be distributed by a digital link. Print complete document for distribution (copies to be billed separately, with cost varying depending on number of copies printed).
- B. Print & Transmit Adopted Plan: Print Master Plan for final distribution as hard copy and an electronic document in PDF format. Coordinate with city staff to ensure the adopted Plan is distributed in accordance with State law.
- C. Executive Summary: Create an online story map of the Master Plan that includes the Future Land Use Plan Map and key concepts. This format provides the city with an excellent, low-cost method of sharing a concise summary of the Master Plan document with the public.

**Timeline: 1 month**

**Deliverable: Final Master Plan as identified above.**

**Cost: \$2,500**

**Total Cost: \$30,000 - \$37,000 with Mack Avenue Corridor Plan Update**