

## **MEMORANDUM**

**To:** Mayor and City Council

**From:** Rebecca Keefer, AICP

**Date:** April 13, 2015

**Subject:** **Update on Perimeter Center Zoning Project**

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### **ITEM DESCRIPTION**

The Perimeter Center Zoning Project has been ongoing since Fall 2014, and staff is before City Council to present a brief update on the status of the project and steps moving forward.

### **BACKGROUND**

At the onset of the Perimeter Center Zoning project, the exact zoning tool had not been determined, but through the process, we have recommended a two-part approach: an overlay code that addresses streetscape and design standards and a distinct zoning district that regulates land use and bulk standards. The recommendation is to adopt and require the overlay standards for all properties in the Perimeter Center boundaries. Additionally, the Perimeter Center Zoning District would be adopted fully as a parallel code to the districts that exist on each parcel today. Each of these processes entails a city-initiated rezoning for the affected properties. The effect would be that property owners have the ability to choose between the codes but would be required to comply with the overlay standards, regardless. This method preserves the rights of each property owner for the zoning they have in place today, but it also encourages the option to use the parallel code. The character of development stipulated in the Perimeter Center Code reinforces Perimeter Center to be the more walkable, vibrant place envisioned through the City's planning efforts, so the incentives and requirements in the code are being carefully crafted to strike a balance between incentivizing property owners to choose the preferred district and maintaining adequate control over quality and development standards.

The project has proceeded, and there is currently a draft outline circulating for public comment. All documents to this point have been posted on the website, and the content is maintained and updated regularly. The adoption process is anticipated to begin in late summer/early fall, but will be adjusted as necessary.

### **CIVIC ENGAGEMENT**

The sounding board has convened twice to discuss the goals of the project and to provide feedback on the draft outline. Two public meetings have been conducted with limited attendance, so staff is working closely with consultants to develop alternative outreach techniques. In particular, the consultant team will return in May to host a series of focus groups, similar to the original stakeholder meetings, to solicit feedback on the drafts as they evolve. The team will meet with design professionals and property owners, in particular, and would like to set up a working meeting to discuss the content and adoption strategies with the City Council in more detail. Staff finds that these more intimate groups will provide more in-depth feedback at this stage in the project.