



## MEMORANDUM

**Date:** March 28, 2019

SENT VIA EMAIL

**To:** Amy Miller, AICP, CFM  
Assistant Director – Planning  
City of Lawrence, Kansas

**From:** Nik Davis – Principal

**Re:** Downtown Lawrence Master Plan  
Additional Outreach and Engagement Activities

The purpose of this memo is to provide City Staff an updated scope of work for the Downtown Lawrence Master Plan that incorporates additional outreach and engagement activities. We understand that a one-size-fits-all approach to community engagement is ineffective, and that the City of Lawrence places great value on an extensive and authentic outreach process. Houseal Lavigne recommends a multiphase approach to outreach that will be essential in engaging the community, addressing local issues, and most importantly, ensuring the inclusion of a diverse swath of Lawrence's populace.

We have identified several additional community outreach and engagement activities that would serve as the foundation for the Downtown Lawrence Master Plan and categorized them in three phases that can be incorporated into the current planning process. Additional discussion on these outreach activities can be found in the following section. We've provided an updated project scope to help show where these additional outreach activities would occur. Note that while certain outreach activities are directed toward specific user groups anyone is welcome to attend any activity.

### List of Additional Outreach and Engagement Activities

#### Present to City Commission

- City Commission Work Session Discussion (Meeting #1)

#### Phase 1 – Upfront Engagement

- Community Workshop (Rescheduled Event)
- Downtown Business Workshop (Rescheduled Event)
- Do-it-yourself (DIY) workshop kits
- Send flyers and online surveys to KU, Haskell, and grades 5–12

#### Phase 2 – Visioning

- Downtown Visioning Workshop
- Visual Preference Survey (VPS)
- Student/Youth Visioning Workshops (up to three)
- City Commission Work Session Discussion (Meeting #2)

#### Phase 3 – Draft Plan Feedback

- Community Open House
- City Commission Work Session Discussion (Meeting #3)

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## **Phase 1 – Upfront Engagement**

### **City Commission Work Session Discussion (Meeting #1)**

As part of the community engagement step it is important that the Project Team sit down with the City Commission to discuss their ideas regarding Downtown Lawrence and their hopes for the Downtown Lawrence Master Plan and planning process.

### **Community Workshop (Rescheduled Event)**

The community workshop is the first of several face-to-face outreach events scheduled throughout the planning process. The purpose of this workshop is for City Staff and the Project Team to actively listen and to allow residents and citizens to provide input before any plans or recommendations are formulated. The function of this workshop is to: 1) define the purpose of the Downtown Plan, 2) review the planning process and project schedule, and 3) understand local concerns, issues, desires and potential outcomes within the community. The Project Team will summarize results from the Workshop.

### **Downtown Business Workshop (Rescheduled Event)**

This workshop will be targeted specifically to Downtown Lawrence's business owners, property owners and corporate citizens – an important interest group. The primary purpose of the workshop is to establish a dialogue and obtain feedback from those members of the business community that have a unique insight and perspective and whose assistance and involvement is crucial to the Plan's ultimate success. The Project Team will summarize results from the Workshop.

### **Do-It-Yourself (DIY) Workshop Kits**

The Project Team will make DIY workshop kits available to City Staff, as well as community groups throughout Lawrence (e.g., downtown retail district, churches, community organizations, and neighborhood groups). DIY workshop kits will allow Staff and residents to facilitate their own workshops and gather input from specific segments of the population that may not otherwise participate in more formal planning activities.

The Project Team will develop the Kit and deliver to City Staff. The bulk of work for the DIY Kits is review, analysis and summarization by the Project Team. The time it takes per Kit naturally depends on the number of participants per Kit. It is the expectation of the Project Team and City Staff that the Lawrence community will be heavily engaged and will readily utilize DIY Kits to conduct their own workshops. The adjusted costs accounts for 25 completed Kits, each with around 10-12 participants. DIY Kits would cost \$200 per additional Kit to collect and summarize.

## **Phase 2 – Visioning**

### **Downtown Visioning Workshop**

The Downtown Visioning Workshop will include the identification, mapping, and rendering of specific improvements within Downtown that will serve to guide the actions that will make the community's vision a reality. More physically and geographically site specific, this exercise will allow a clear vision for the Downtown to emerge that could include new-development location and character, pedestrian-connectivity improvement and mobility investment, streetscape-and-gateway-enhancement concepts and projects, and location-specific projects to enhance Downtown's overall sense of place. The outcome of this Visioning Workshop will provide a foundation for the development of the Downtown framework plans. The Project Team will summarize results from the Workshop.

### **Visual Preference Survey (VPS)**

An online Visual Preference Survey (VPS) will be used to solicit community feedback on potential development and land use related components such as mix of uses, density, “visual bulk”, architecture, streetscape, pedestrian-realm amenities, and overall desired character of the different areas of Downtown. This feature further strengthens the City's outreach and improves the level of participation from the community. The Project Team will analyze survey results and prepare a summary report.

### **Student/Youth Visioning Workshops**

What would a student in Lawrence say should be done to make Downtown Lawrence a better place? Children and young adults are key citizens of Lawrence and should be engaged in the outreach process. Through direct collaboration with local schools and teachers, The Project Team will facilitate up to three visioning workshops to engage students and ask them questions about life in Downtown Lawrence—what they like, what they do not like, and what they would like to see done differently. These workshops will be held in a public space to allow students of all grades and schools to join and provide input. This is a tremendous opportunity to hear from, listen to, and involve the youth of the community. The Project Team will summarize results from these Workshops.

### **City Commission Work Session Discussion (Meeting #2)**

As part of the visioning step the Project Team will sit down with the City Commission to discuss the Issues and Opportunities Memo, preliminary summaries of the Downtown Visioning Workshop and Visual Preference Survey, and the next steps in the planning process.

## **Phase 3 – Draft Plan Feedback**

### **Community Open House**

The Project Team, along with City Staff, will be present for a community open house that will allow residents, business/property owners, and community interest groups to examine, discuss, and comment on the draft Downtown Lawrence Master Plan. Anyone interested will be able to drop in at any time to learn about the Plan and ask questions. If the City wishes to obtain comments from the Universities, this would also be a good time to solicit their input. We will be available throughout the community open house to present material, answer questions, and get draft-plan feedback prior to initiating the approval process.

### **City Commission Work Session Discussion (Meeting #3)**

As part of the Draft Downtown Master Plan step, the Project Team will sit down with the City Commission to review and discuss the draft framework plans. Feedback from this meeting will inform revisions and additions needed as we prepare the draft Downtown Lawrence Master Plan.

## Revised Project Scope

Additional engagements efforts have been added into the current project timeline and are shown in red.

### Step 1: Project Initiation

*Step 1 has been completed.*

### Step 2: Community Outreach & Engagement

- 2A Press Releases, Notices, and Newsletter Article
- 2B Outreach Materials
- 2C Interactive Project Website
- 2D map.social
  - City Commission Work Session Discussion (Meeting #1)
- 2E Community Workshop (RESCHEDULE)
- 2F Downtown Business Workshop (RESCHEDULE)
- 2G Downtown and Adjacent Neighborhoods Workshop
- 2H Stakeholder Interviews and Focus Groups
- 2I Staff Coordination Meeting #2
  - Do-it-yourself (DIY) workshop kits
  - Send flyers and online surveys to KU, Haskell, and grades 5–12

### Step 3: Market & Demographic Analysis

*No recommended changes to Step 3.*

### Step 4: Existing Conditions Summary

*No recommended changes to Step 4.*

### Step 5: Downtown Vision, Goals & Objectives

- Visual Preference Survey (VPS)
- Downtown Visioning Workshop
- Student/Youth Visioning Workshops (up to three)
- 5A Vision Statement/Goals and Objectives Memorandum
  - City Commission Work Session Discussion (Meeting #2)
- 5B Staff Coordination Meeting #4
- 5C DPSC Meeting #2

### Step 6: Draft Downtown Master Plan

- 6A Land Use and Development Framework
- 6B Multimodal Transportation Plan and Parking Strategy
- 6C Cultural and Historic Resources
- 6D Public Spaces, Streetscapes, and Landscape Infrastructure
- 6E Environmental Features and Natural Resources
- 6F Implementation Program
  - Community Open House
  - City Commission Work Session Discussion (Meeting #3)
- 6G Staff Coordination Meeting #5

### Step 7: Final Downtown Master Plan & Implementation Strategy

*No recommended changes to Step 7.*

## Cost for Additional Outreach and Engagement Activities

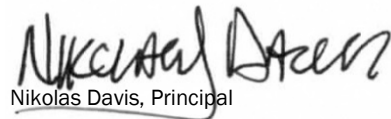
Below is a breakdown of estimated project costs for additional outreach and engagement activities.

Step 2: Community Outreach & Engagement		Cost	
City Commission Work Session Discussion (Meeting #1)	\$ 2,100		Trip #1, 1 HLA staff in Lawrence
Community Workshop (RESCHEDULE)	\$ 1,140		Trip #2, 2 HLA staff in Lawrence
Downtown Business Workshop (RESCHEDULE)	\$ 1,140		Trip #2, 2 HLA staff in Lawrence
Do-it-yourself (DIY) workshop kits	\$ 4,090		
Send flyers and online surveys to KU, Haskell, and grades 5-12	\$ 2,020		
<b>Subtotal Fees</b>	<b>\$10,490.00</b>		
Step 5: Downtown Vision, Goals & Objectives			
Visual Preference Survey (VPS)	\$ 2,190		
Downtown Visioning Workshop	\$ 3,160		Trip #3, 3 HLA staff in Lawrence
Student/Youth Visioning Workshops (up to three)	\$ 2,810		Trip #3, 3 HLA staff in Lawrence
City Commission Work Session Discussion (Meeting #2)	\$ 3,420		Trip #4, 2 HLA staff in Lawrence
<b>Subtotal Fees</b>	<b>\$11,580.00</b>		
Step 6: Draft Downtown Master Plan			
Community Open House	\$ 2,720		Trip #5, 2 HLA staff in Lawrence
City Commission Work Session Discussion (Meeting #3)	\$ 2,280		Trip #5, 2 HLA staff in Lawrence
<b>Subtotal Fees</b>	<b>\$ 5,000.00</b>		
<b>Subtotal Project Fee</b>	<b>\$27,070.00</b>		
<b>Total Direct Expenses</b>	<b>\$ 10,000</b>		
<b>TOTAL ADDITIONAL OUTREACH BUDGET</b>	<b>\$37,070.00</b>		

We appreciate the opportunity to submit this scope of work and budget for the Additional Outreach Activities. Please do not hesitate to contact us with any questions or comments you may have.

Sincerely,

Houseal Lavigne Associates:

  
Nikolas Davis, Principal