

## ATTACHMENT "A"

### CITY OF PARMA MASTER PLAN SCOPE OF WORK

The planning process for the Parma Town Center Master Plan consists of five (5) phases outlined below and collectively referred to as the "Scope of Work." Each Phase includes specific tasks, meetings, and deliverables; these items build on previous work and contribute to the Final Plan.

#### **Phase 1 - Plan Initiation and Current Conditions**

It is necessary to understand current conditions and assets that make the city of Parma unique in order to begin to identify where future opportunities exist. During Phase 1, the City will designate: A) Project Team to serve as the primary point of contact between County Planning and the City during the planning process and, B) Steering Committee to assist, provide feedback and advance the Master Plan.

#### **Phase 1 Tasks:**

1. Draft project management materials to guide the planning process;
2. Gather and review existing planning studies, with a special emphasis on the recommendations of the Mayor's Parma Town Center Task Force (2014), the First Suburbs Consortium Site Profile for the Shoppes at Parma, and the ongoing Cuyahoga Greenways TLCI Plan;
3. Hold kick-off meeting with Project Team;
4. Conduct stakeholder interviews;
5. Combine and integrate data to develop a Project Area profile that includes key assets, anchor institutions, and opportunity and problem areas, to include land and building vacancies;
6. Review and summarize local regulations, zoning, land use, and policies; and
7. Map information and write the associated report text.

#### **Phase 1 Meetings:**

- 1 Project Team Meeting (#1)

#### **Phase 1 Deliverable:**

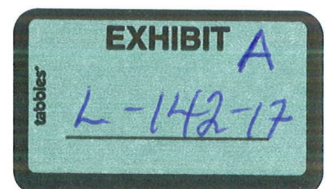
The Phase 1 *Current Conditions Report* will include historical and baseline data on the current conditions of the Project Area, existing assets, and overarching trends. The report will include text, tables, charts and maps.

#### **Phase 2 - Community Vision**

This phase will outline the community's vision for how it wants Parma Town Center to grow and develop in the coming decade. This will necessarily be a broad and visionary document that will not outline specific action steps, but instead identify more general directions for the Project Area.

County Planning will work with Parma to draft broad vision statements that address the issues identified in the *Current Conditions Report*. Statements will also be drawn from Project Team and Steering Committee meeting results, and stakeholder interviews.

#### **Phase 2 Tasks:**



1. Undertake brainstorming and idea generation meeting with Project Team to develop the community's vision;
2. Undertake brainstorming and idea generation meeting with Steering Committee to develop the community's vision;
3. Combine idea generation and brainstorming results into draft vision statements;
4. Hold a Public Meeting to present Current Conditions Report and draft community vision; and
5. Update and finalize vision statements based on community input.

**Phase 2 Meetings:**

- 1 Project Team Meeting (#2)
- 1 Stakeholder Committee Meeting (#1)
- 1 Public Meeting (#1)

**Phase 2 Deliverable:**

A *Community Vision Document* will outline the community's vision for how it wants Parma Town Center to grow and develop in the coming decade.

**Phase 3 - Policy Development**

This phase will identify specific policies and actions that Parma and various stakeholders should undertake to accomplish the vision and goals outlined in Phase 2. Policies will be designed to address the issues and opportunities identified in the Phase 1 *Current Conditions Report* while working toward reaching the visions outlined by Parma.

**Phase 3 Tasks:**

1. Review best practices and local action steps for accomplishing stated visions;
2. Identify policy solutions related to land use, zoning, connectivity, urban design and storm water management issues in and around the Parma Town Center Project Area;
3. Present draft policies and actions to Planning Team;
4. Present draft policies and actions to Steering Committee;
5. Present draft policies and actions at a Public Meeting; and
6. Update action steps based on input from Project Team, Steering Committee and Public Meeting.

**Phase 3 Meetings:**

- 1 Project Team Meeting (#3)
- 1 Steering Committee Meeting (#2)
- 1 Public Meeting (#2)

**Phase 3 Deliverable:**

The *Policy Document* will outline the specific action steps to accomplish the Community's vision.

**Phase 4 - Implementation Plan**

This phase will outline the strategies, responsibilities, and priorities for accomplishing the policies described in Phase 3. Each action step will include a timeline for completion, possible funding sources, and specific organizations that will be tasked with undertaking the action. The Implementation Plan section will be formatted as a table for use as an action plan.

#### **Phase 4 Tasks:**

1. Identify action steps;
2. Identify major stakeholders and describe their role in the process of implementing the plan;
3. Define measurable outcomes;
4. Assign timeline for action steps;
5. Provide estimated project costs;
6. Identify any gaps in organizational capacity for implementing the plan;
7. Prioritize action steps; and
8. Develop Action Plan summary table.

#### **Phase 4 Meetings:**

- 1 Project Team Meeting (#4)
- 1 Steering Committee Meeting (#3)

#### **Phase 4 Deliverable:**

The *Implementation Plan* will outline the strategies for implementing the action steps, the stakeholders and groups that should undertake each action step, and the priority timeline for undertaking actions.

#### **Phase 5 - Final Plan**

This phase will combine the work of the previous phases into a final, coherent document for presentation and adoption by the appropriate boards and committees. There are two major elements to this phase; A) the Draft Master Plan and, B) the Final Master Plan. The final document will include policy recommendations regarding issues related to Land Use and Zoning, Building and Land Vacancy, Economic Development, Environment and Green Infrastructure, and Transportation.

##### **A. Draft Master Plan**

1. Prepare complete Draft Master Plan. This document will synthesize all of the deliverables accumulated in the previous sections and phases into a single document that includes goals, visions, policy recommendations, implementation steps and stakeholder and community input;
2. Present and discuss Draft Master Plan with Project Team;
3. Present and discuss Draft Master Plan with Steering Committee;
4. Prepare power point presentation to summarize the planning process and the outcomes, recommendations, and strategies of the Draft Master Plan; and
5. Hold Public Meeting to present Draft Master Plan;

##### **B. Final Master Plan**

1. Summarize public involvement and incorporate summary into the plan;
2. Make any final changes to Draft Master Plan based on public, Steering Committee and Project Team involvement;
3. Finalize, package, and present the Final Master Plan to Project Team; and
4. Present to Planning Commission, Mayor, and City Council as identified and authorized by Parma.

**Phase 5 Meetings:**

- 2 Project Team Meetings (#5 and #6)
- 1 Steering Committee Meeting (#4)
- 1 Public Meeting (#3)

**Phase 5 Deliverables:**

The project will be completed with the *Draft Master Plan*, power point presentation for the public meeting and *Final Master Plan*.

**ROLES AND RESPONSIBILITIES**

In order to complete the Parma Town Center Master Plan in a timely and efficient manner, roles and responsibilities will be divided between County Planning and planning staff at the City of Parma. The general outline of these roles and responsibilities is explained below.

**The City of Parma will:**

- 1. Identify and provide contact information for the stakeholders and those persons who will sit on the Project Team and the Steering Committee;
- 2. Work with County Planning to download and format all requested data and provide planning-related policy documents;
- 3. Assist in coordinating, advertising, organizing, and hosting all public and Steering Committee meetings; and
- 4. Assemble, describe, and evaluate potential local funding sources as well as local groups capable of completing action items.

**County Planning will:**

- 1. Conduct Project Team, Steering Committee, and Public Meetings;
- 2. Conduct a series of in-person interviews with key stakeholders such as elected officials and representatives of advocacy groups, as identified and authorized by Parma;
- 3. Provide interim planning materials and all Public Meeting materials to the City of Parma for posting on the City's website;
- 4. Review and analyze all data, prepare all maps, and write associated report text;
- 5. Coordinate the policy development phase, undertake all research and analysis; and
- 6. Assemble and finalize all documents, presentations, and public meeting materials.

**ATTACHMENT "B"**

**PROPOSED MASTER PLAN TIMELINE**

Description	Target Start	Target Complete	Meetings
Phase 1: Plan Initiation and Current Conditions	Now	tbd	Project Team (#1)
Phase 2: Community Vision	tbd	tbd	Project Team (#2) Steering Committee (#1) Public Meeting (#1)
Phase 3: Policy Development	tbd	tbd	Project Team (#3) Steering Committee (#2) Public Meeting (#2)
Phase 4: Implementation Plan	tbd	tbd	Project Team (#4) Steering Committee (#3)
Phase 5A: Draft Master Plan	tbd	tbd	Project Team (#5) Steering Committee (#4) Public Meeting (#3)
Phase 5B: Final Master Plan	tbd	June 30, 2018	Project Team (#6)