

**WEST CHATHAM VILLAGE CENTER
VISUALIZATION AND LAND USE PLANNING PROJECT**

PROJECT FRAMEWORK

To complement the ongoing planning efforts to make traffic improvements in the West Chatham Area, The Board of Selectmen (BOS) has given direction to initiate land use planning activities with the Cape Cod Commission (CCC) for areas outside of the road layout in West Chatham. The proposed scope of this project will include a phased approach and close coordination / interaction with the ongoing traffic engineering project focused on Main Street/Route 28 improvements to the George Ryder Road and Barnhill Road intersections and the interconnecting corridor.

Phase I – Planning & Visualization – Cape Cod Commission (CCC)

1. **Data Gathering Meeting** – Public meeting to gather information and identify the specific limits of the study area, coordination with traffic alternatives under consideration and planned sewer infrastructure.
2. **Planning Charette** - Plan and facilitate a “charette” involving a broad array of citizens and interests, to develop and gain consensus on a vision for West Chatham. CCC responsible for meeting facilitation and will coordinate with the Town on all other meeting logistics.
3. **Conceptual Alternatives** – CCC develops alternatives based on input received at charette. CCC/Town staff holds a public meeting for input on conceptual alternatives resulting from the charette for consideration.
4. **Revised Alternatives** – CCC revises alternatives based on input received on conceptual alternatives. CCC/Town staff holds a follow up public meeting for input on revised alternatives for consideration.
5. **Present Final Visualizations** – At a meeting of the Board of Selectmen CCC/Town staff convey the endorsement of the community that participated in the process and seek executive approval to pursue zoning needed to implement the vision and initiate the next phase of the project.

Schedule: July 1, 2010 – December 30, 2010

Phase II - Zoning

- Develop zoning to implement vision under the review of the Planning Board from the endorsed vision and create zoning that implements the vision.
- Hold at least two public hearings on the zoning (one at Town Hall and one in West Chatham). Describe how the zoning implements the endorsed vision so that a material connection is made to

the importance of adopting the new zoning at Town Meeting. Invite all participants from the charette as well as the larger community.

- If necessary, make additional changes to ensure that the zoning reflects the endorsed vision.
- Planning Board holds final hearing and votes to send proposed zoning changes to Town Meeting.

Schedule: January 2011 – May 2012 (this task to be initiated upon completion of Phase I and endorsement by the Board of Selectmen)

Funding permitting the Town may also consider hiring a Project Coordinator to supplement the planning process, whose responsibilities could include the following activities:

- **Project Management** – Support in coordinating multiple project components.
- **Survey** - Implementing a mail/internet survey to businesses and residents in the area as to their desires for land-use change.
- **Public Relations** - Employing the services of a public relations consultant to disseminate information through journals, newspapers, radio and other media.
- **Funding** – Seeking additional funding sources for project implementation.
- **Education** - Create an informational campaign to ensure strong support at Town Meeting for adopting zoning changes. Seek involvement and support of local land and business owners. Engage a strong coalition of business, civic and environmental interests to support the concept; include regional compact-growth advocacy organizations. Identify and reach out to other boards, organizations and decision makers not otherwise directly involved in the issue to gain their support at Town Meeting; ensure to the extent possible the unanimous positive vote of all relevant boards. Use public media to enhance and disseminate message, including the visual designs.