Next Steps

On April 12, 2005, City Council directed staff to proceed with a Requests for Qualifications document for possible consultants to develop a Master Plan for this area. The chosen consultant will hold charettes (workshops) over the summer for a completion of the Plan estimated by the end of the summer.

A charette is an intense effort to solve any architectural problem within a limited time. This tool helps build a broad base of input and is used for building consensus. From a creative standpoint, a charette can be divided into three portions:

**Listening:** The consultant will listen to suggestions from financial backers, realtors, land owners, neighbors, developers, and other specialists. These stakeholders will work together to come to an understanding about the project, identify goals and limitations, and make sure they align with the City’s vision.

**Envisioning:** The group imagines all of the identified considerations to come up with a realistic and creative proposal which will be attractive, financially feasible, and environmentally appropriate.

**Picture this:** The consultant will then work with creative people to bring these ideas to a tangible design sketch quickly, allowing for instant communication . . . . . a picture is worth a thousand words!

Once consensus is established, the consultant will develop the Master Plan. The City will then proceed with distributing the Plan and recruiting developers for the area. The Williams Drive Gateway Master Plan also will be utilized to develop separate standards for the Future Land Use Plan and Unified Development Code, tools that will be used for review of future projects in this specific area.