

► REQUEST FOR
PROPOSAL

Design Charrettes, Regulating Plan & Zoning Amendments

Town of York, Maine

SUBMITTED BY //

TPUDC



Town Planning & Urban Design Collaborative LLC.



FEBRUARY 17, 2023

February 17, 2023



Dylan Smith, Planning Director
York Town Hall,
186 York Street
York, ME 03909

Dear Mr. Smith,

Town Planning & Urban Design Collaborative, LLC (TPUDC) is pleased to submit the enclosed response to the Request for Proposal for the Short Sands Road and Surrounding Area Design Charrettes, Regulating Plan, and Zoning Amendments for the Town of York, Maine. The TPUDC team is confident that our vast and varied planning and zoning experience, team of talented professionals, and innovative approach sets us apart from other project teams. We are experts in urban design, land use, form-based coding, public engagement, sustainability, and the creation of user-friendly documents and plans. We have conducted design charrettes, created corresponding regulating plans, and written zoning amendments for dozens of communities across the Country, including in Maine.

We will partner with the Town create a Regulating Plan and Zoning Amendments developed through a public process with overarching themes of environmental stewardship and sustainability to successfully guide future growth, redevelopment, and zoning changes in the Green Enterprise Recreational Overlay District (GEROD). The Zoning Amendments will be tailored to respond to York's existing development patterns and create the desired future character based on the community's priorities and values crystallized through a robust charrette process. The final plan and zoning amendments will be user-friendly and provide clear guidance, recommendations, and implementation strategies regarding mixed-use development, sustainable building design, housing variety, multimodal transportation, recreational and cultural amenities, and environmental stewardship. With our forward-thinking planning and expertise in context-based development, Character- and Form-Based Coding, and national reputation for successful public processes, we will work collaboratively with staff and stakeholders to create a Regulating Plan and Zoning Amendments that respond to the priorities, values and requirements of the Comprehensive Plan and the community while safeguarding the Town's environment, cultural heritage and sense of place.

The personal attention and quality of service we offer will allow the Town of York can more effectively achieve its goals and expectations for this project. Through a robust public process and unmatched planning, York will benefit from an implementable and supportable Regulating Plan and Zoning Amendments that ensure diverse, connected, and sustainable development that is authentic to the community's vision. No person acting for or employed by the Town of York is directly or indirectly related to the proposer, or to any agreement which may be entered into to which the Proposal relates, or in any portion of the profits therefrom.

TPUDC looks forward to the prospect of working with the Town of York on this exciting endeavor. If you have any questions regarding this proposal, please contact me directly at (615) 948-8702 or brian@tpudc.com.

Sincerely

Brian Wright CNU-A
Founding Principal
Town Planning & Urban Design Collaborative LLC.

CONTACT INFO //

Brian W. Wright, Founding Principal
Town Planning & Urban Design Collaborative LLC.
1027 Westhaven Blvd
Franklin, Tennessee 37064

t: 615.948.8702
e: brian@tpudc.com

Table of Contents

02

Cover Letter

04

Project Understanding
and Scope of Services

20

Statement of
Qualifications

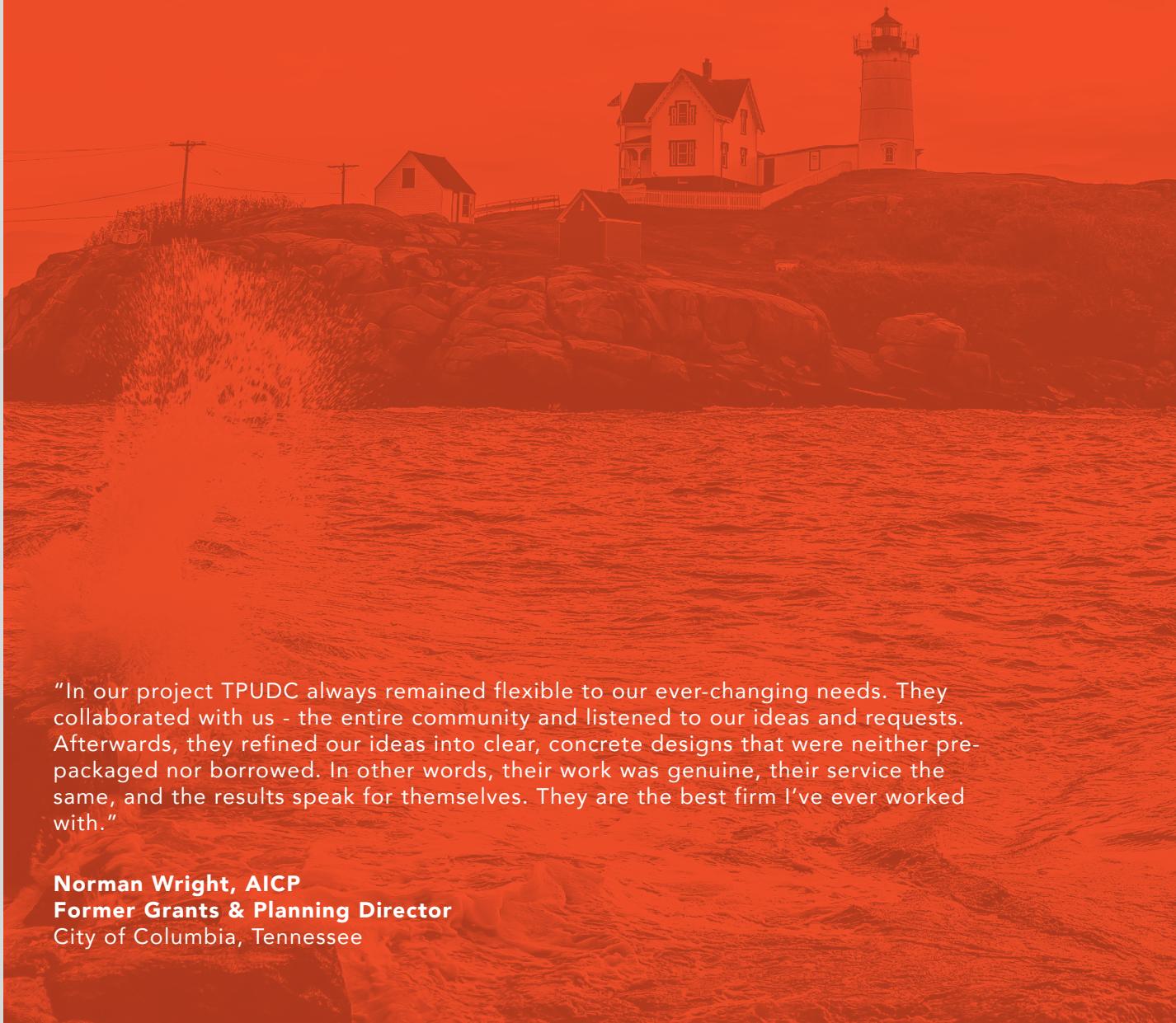
42

Schedule Matrix

43

Project Task
Milestones

**TOWN OF
YORK**



"In our project TPUDC always remained flexible to our ever-changing needs. They collaborated with us - the entire community and listened to our ideas and requests. Afterwards, they refined our ideas into clear, concrete designs that were neither pre-packaged nor borrowed. In other words, their work was genuine, their service the same, and the results speak for themselves. They are the best firm I've ever worked with."

Norman Wright, AICP
Former Grants & Planning Director
City of Columbia, Tennessee

APPROACH

SCOPE OF SERVICES //

Phases

01 Project Coordination

02 Preparation & Analysis

03 Public Design Process

04 Drafting The Regulations

05 Refining The Regulations

06 Final Regulations



Project Understanding

Based on the requirements detailed in the Request for Proposal, we have crafted a Scope of Services specifically tailored to best meet the Town's needs. Our approach will provide the Town with a high-quality Regulating Plan and Zoning Amendments informed by comprehensive public outreach, transparent community engagement, planning, and sound coding process. The regulations will align with the goals of the Town's existing Comprehensive Plan and Zoning Ordinance, studying these documents will allow TPUDC to provide fresh insight into the issues at hand and innovative approaches to engaging the public in an open and authentic manner.

We are particularly excited to offer the Town of York a creative and user-friendly Regulating Plan and Zoning Amendments, heavy in graphic design, which combines illustrative plans and materials and other graphical tools to convey ideas in a manner that is easy to read, understand, and administer. The Regulating Plan and Zoning Amendments will meet the requirements of the Town in a way that emphasizes the community's priorities, values, and goals for the future with a graphically detailed vision and a clear path toward the implementation of those goals.

THE GREEN ENTERPRISE RECREATIONAL OVERLAY DISTRICT (GEROD)

Our Team understands the District's extreme environmental sensitivity, and its prominent location makes it vitally important that the Town is taking a proactive approach to directing future development and conservation in the GEROD. As an underdeveloped area accessible to primary road corridors, the GEROD provides an opportunity for the Town to plan a high-quality community asset. We understand that it is essential to the Town that the area is developed in a way that reflects the priorities, values, and requirements of the Comprehensive Plan and residents. We will help the Town produce a Regulating Plan and Zoning Amendments that are authentic to the Town's cultural heritage and sense of place. We believe that the strategies and regulations developed through this process can create a national model for growth and conservation of sites with high ecological and placemaking characteristics.

HOUSING OPTIONS

TPUDC has experience working with cities to provide innovative housing strategies. We create regulation to can provide a variety of housing and building types specifically crafted to address the needs of the Town residents with diverse needs and seasonal workforce.

APPROACH

SCOPE OF SERVICES //

TRANSPORTATION

TPUDC plans to address transportation holistically, not just looking at how to move cars around but how to address transportation needs for all users. In all the codes we work on, we consider different modes of transportation. Codes that we write provide standards for both the public and private realms to consider the needs of people who walk and bike. Our Team is committed to designing a connected public realm and providing tailored regulations that consider each mode of transportation.

SUSTAINABILITY & SMART GROWTH

TPUDC believes that the thoughtful integration of conservation and development contributes greatly to a community's well-being, making what could be viewed as competing interests enriched, and more interesting. Our Team's commitment to, and experience with, environmental sustainability and resiliency are illustrated in our planning and zoning work with municipalities and private developers. It is important that the Regulating Plan and Zoning Amendments guide the preservation and proper stewardship of undeveloped lands while creating sustainable built results that embody best practices, the community's vision, and market realities.

ZONING STRATEGY

As a result of working on zoning ordinances all across the country and throughout New England, we know that no two codes are the same. Each of our codes considers the uniqueness of the town and the individual community needs.

Based on the recommendations in the recent Comprehensive Plan, our understanding of the project needs, and our professional experience, we recommend that the Regulating Plan and Zoning Amendments be developed as a Form-Based chapter for the GERO that can stand alone as a plug in to the existing ordinance. Simple language can be easily added to the existing ordinance that will activate the new chapter.

Our Team is excited at the prospect of working with The Town of York on the regulations. With our expertise as national leaders in Form-Based and Character-Based Zoning we will be able to expertly and efficiently move forward the Comprehensive Plan's recommendations. We believe that we are the most qualified partner for the Town to create regulations infused with innovation and sustainability.

APPROACH

SCOPE OF SERVICES //



Proposed Scope of Services

The following pages describe our proposed detailed Scope of Services based on the Request for Proposal and our experience working on similar projects. However, without the benefit of meeting with the Client before drafting a proposal, it is sometimes difficult to ensure that the proposed scope is completely in sync with the project's needs. The Tasks and timing outlined herein are intended to provide York with a robust public engagement process and high-quality deliverables that meet the project's needs. If selected, we look forward to working with the Town to refine this scope and craft a project approach that best addresses the particular challenges facing the Town in new and effective ways.



PHASE 1: PROJECT COORDINATION

The following Tasks will be performed to begin the process of collaboration between Town Staff and the TPUDC Team to ensure that expectations and needs are clearly defined.

Task 1.1 Project Initiation Meeting

We have found that planning processes are most effective when clear objectives are established upfront. We will kick-start the process with a goal-setting meeting with Town Staff to identify and confirm over-arching goals for the Project. This meeting will cover a multitude of topics, such as:

- Clarification and creation of Client/Team interface and collaborative structure;
- Project organization;
- Staff coordination;
- Procedures for sharing information;
- Goals based on the Client's perspective;
- Goals based on the Team's experience;
- Discussion of Project Schedule;
- Discussion of local initiatives and special interest groups;
- Establishment of measures of success;
- Discussion of outreach objectives and strategy, particularly to ensure an equitable outreach process;
- Identification of stakeholders, including citizens, Staff, elected officials, property owners, neighborhood representatives, design and engineering professionals, developers, businesses, nonprofit organizations, and other interested parties.

Task 1.2 Project Management Plan

TPUDC will create a Project Management Plan that identifies the roles of all Project team members, Staff, and participants, laying out the refined Project Scope, schedule, and significant milestones in detail.

Task 1.3 Interdepartmental Meeting

TPUDC finds it beneficial to bring all the relevant Town agencies/departments together near the beginning of the Project to jump-start the collaborative process. This will ease the review and adoption process and ensure that all departments are working as a cohesive team moving toward the same goal - creating regulations that Town Staff is comfortable with and excited about.

Those in attendance at this meeting should be individuals that will be directly involved in the approval and use of the regulations and may include individuals from (but are not limited to): Planning; Parks and Recreation; Engineering Services; Public Works; and representatives from any other relevant departments.

Task 1.4 Town Tour

TPUDC will conduct a reconnaissance tour of the Town, focusing on the Green Enterprise Recreational Overlay District, with Staff as our guide. This Task provides an opportunity to discuss and review location-specific opportunities and constraints and to familiarize ourselves with the area.

Task 1.5 Town Subcommittee

TPUDC will meet with the Town Subcommittee as necessary throughout the process to provide progress updates and confirm direction.

APPROACH

SCOPE OF SERVICES //

Task 1.6 Elected Official / Policy-Maker Interviews

The Team will conduct interviews with members of the Selectboard and Planning Board. The Client will arrange all meeting dates, times, and locations in coordination with TPUDC.

York's policymakers are representatives of the community and are one of the best windows through which to "see" the Town. During the interviews, they will be asked about the issues and opportunities facing York to begin the dialogue with the Team. They will have the opportunity to share hopes and concerns about the subject area. Through these interviews, we will begin to identify any potential barriers and issues that will need to be addressed during the planning process and help the Team prepare for public engagement by making us aware of topics of interest and potential "hot button" issues.

By interacting on a more personal level, the TPUDC Team will build rapport and trust with the Town decision-making authorities.

Task 1.7 Public Kick-off Event

A public event will serve as the initial community introduction to the Project. It will provide a brief overview of the process, generate and share ideas, build excitement, and gain an understanding. We understand the importance of engaging a broad cross-section of the community and will work with Town Staff to identify an appropriate location for this and all subsequent outreach events. This event can be conducted in person or online.

Community Kick-off Event SHAPING NOLENSVILLE'S FUTURE.

TUESDAY
AUGUST 31ST

6:00-7:30PM

Join the Town of Nolensville and planning consultant, Town Planning & Urban Design Collaborative LLC, (TPUDC) to find out more about the Nolensville Zoning Ordinance Update project.

Learn about the goals of the project, provide your ideas, and help us build excitement for the project.

ZONE NOLENSVILLE
ZONING ORDINANCE UPDATE

 NOLENSVILLE TOWN HALL
7218 Nolensville Rd, Nolensville TN

 For more information, please email D. Tomlin
Planning Director dtomlin@nolensville.org

 ZoneNolensville.com

Project Branding Examples

Task 1.8 Ongoing Project Management

TPUDC will continue to work closely with Town Staff to ensure on-time and on-budget delivery of all work products. The TPUDC Project Manager will be responsible for regular check-ins, file management, invoicing, and other Project-related responsibilities.

TASK	TEAM MEMBERS
1.1	Brian Wright Anna Underwood
1.2	Brian Wright Anna Underwood
1.3	Brian Wright Anna Underwood
1.4	Brian Wright Anna Underwood
1.5	Brian Wright Anna Underwood
1.6	Brian Wright Anna Underwood
1.7	Brian Wright Anna Underwood
1.8	Anna Underwood Jessica Wilson Sabrina Below

TUESDAY
AUGUST 31ST

6:00-7:30PM

Community Kick-off Event

REGULATIONS
for our
future.

THURS
JULY 2
6:00 - 7:30PM

Join the City of Norwalk
Planning & Urban Design
to find out more about the
Regulations Update project.

Learn about the goals of
the project, provide your
ideas, and help us build
excitement for the project.

NORWALK
REGULATIONS FOR OUR FUTURE

 For more information, please email Steve Kleppin,
Planning & Zoning Director skleppin@norwalkct.org

To register for the Zoom meeting, visit ZoneNorwalk.com

 Visit the project website at ZoneNorwalk.com

APPROACH

SCOPE OF SERVICES //

PHASE 2: PREPARATION & ANALYSIS

During the second phase, the Team will begin to study existing conditions, background documents, and current and proposed projects in order to prepare for the drafting phases. TPUDC will work with the Town to obtain any information relevant to the tasks at hand.

Task 2.1 Review Existing Documents

Current and completed planning documents and studies will be inventoried and reviewed to ensure that the Team's work builds upon existing knowledge and work. This will enable the Team to understand the Town's vision and goals, as well as important issues that impact development. This phase will include a detailed review of, but not limited to the current:

- Zoning Ordinance
- Comprehensive Plan
- Other plans and documents identified by staff

Task 2.2 Base Mapping

TPUDC will work with the Town to prepare base mapping for use during community engagement sessions and as the base for any design work. Base maps will include layers such as environmental constraints, as well as parcel lines, protected resources, existing buildings, roads, trails, and other pertinent data layers required.

Task 2.3 Ongoing Project Management

Project management will continue throughout Phase 2.

TASK	TEAM MEMBERS
2.1	Brian Wright Bill Wright Anna Underwood Anna Zendt
2.2	Anna Zendt
2.3	Anna Underwood Sabrina Below





Design Charrette





PHASE 3: PUBLIC DESIGN PROCESS

Task 3.1 Public Design Charrette/Codeapalooza™

TPUDC recommends that the bulk of discussions and decisions occur during a multi-day charrette we often refer to as a "Codeapalooza" to provide an opportunity for direct collaboration and sharing of ideas between the Consultant Team, the Town, key stakeholders, and the public.

In conjunction with technical meetings and other substantive discussions, the engaging format of the Codeapalooza™ has proven to be very successful at involving people who may not feel comfortable with the "usual" planning process. This process provides a forum for the exchange of ideas and offers the public the opportunity to contribute their ideas to the Team. They will, in turn, see their ideas directly reflected in the work products being created in real-time, giving them a sense of authorship of the project. During the Codeapalooza™, the TPUDC Team will work with the Town and the public to discuss topics as they relate to the regulations of the Green Enterprise Recreational Overlay District.

The schedule will include multiple presentations, topical round-table discussions, public input sessions, and client meetings. Crafting any public process requires a thorough conversation with the local leaders. Therefore, we expect the specific Codeapalooza™ approach will be further customized for York.



Sub-Task 3.1.A Public Presentation & Hands-on Citizen Workshop

On the first evening, the team will deliver an introductory presentation on the principles of planning and zoning as they relate to the Green Enterprise Recreational Overlay District, share the vision and recommendations of the Comprehensive Plan, and the process moving forward. A Q&A session will take place, allowing participants to ask questions and share initial thoughts about the project. Comment cards will be available at the meeting as an option for those who may be uncomfortable speaking in front of a large group.

Immediately following the presentation, the Team will facilitate a hands-on workshop where the public will be invited to contribute their ideas, working over base maps to identify any concerns or ideas they may have relating to the Green Enterprise Recreational Overlay District.

This intensive process will provide a preliminary inventory and assessment of issues and opportunities based on the concerns of the public, stakeholders, and elected officials who participate in this workshop. The input gathered during this workshop will help inform the draft regulations.

We expect this meeting will be open to all stakeholders interested in the future growth and development of Green Enterprise Recreational Overlay District. We suggest this public workshop be held in a location where the community feels comfortable and has a general sense of invitation.

Design Charrette



“Our charrette was one of the most incredible experiences of my life.”

John Cogswell
Developer & TPUDC Client

Codeapalooza™



Sub-Task 3.1.B Topical Meetings

During the first days of the Codeapalooza™, formal and informal meetings will be held with various agencies and stakeholder groups. Topics will relate to:

- Housing
- Multi-model transportation and connectivity
- Environmental stewardship and resiliency
- Sustainability, including sustainable building design
- Culture and sense of place
- Parks and recreation

Sub-Task 3.1.C Open Studio

TPUDC's open studio approach means that our Team and any participating Staff will set up a "pop-up" studio in a prominent location in the area to function as our office, meeting room, gallery, and studio. A central location makes it easy for the public to drop in at their convenience while giving our Team members the opportunity to immerse themselves in the study area and experience its unique character.

The studio is typically open to the public from morning into the evening. We know that community members lead busy lives and aren't always able to participate in planning events during "normal business hours." By allowing the public to drop in during their lunch hour, after work, or even late in the night, we ensure that everyone has an opportunity to participate in the process. Our team members are available to engage with the community, ask questions, accept feedback and ideas, and in turn, make "real-time" changes to our work products based on public input.

Design Charrette

Sub-Task 3.1.D Planning and Illustrating

To help clarify the implications of the regulations for the public, we will create plans and renderings of the area showing what could develop under the Zoning Amendment.

Sub-Task 3.1.E Work-In Progress Closing Presentation

On the final evening of Codeapalooza™, TPUDC will give a presentation that describes the process to date, explains the vision and proposed regulations, and presents other findings and products developed during the Codeapalooza™. This is another opportunity for the public to provide feedback and shape the direction of the vision.

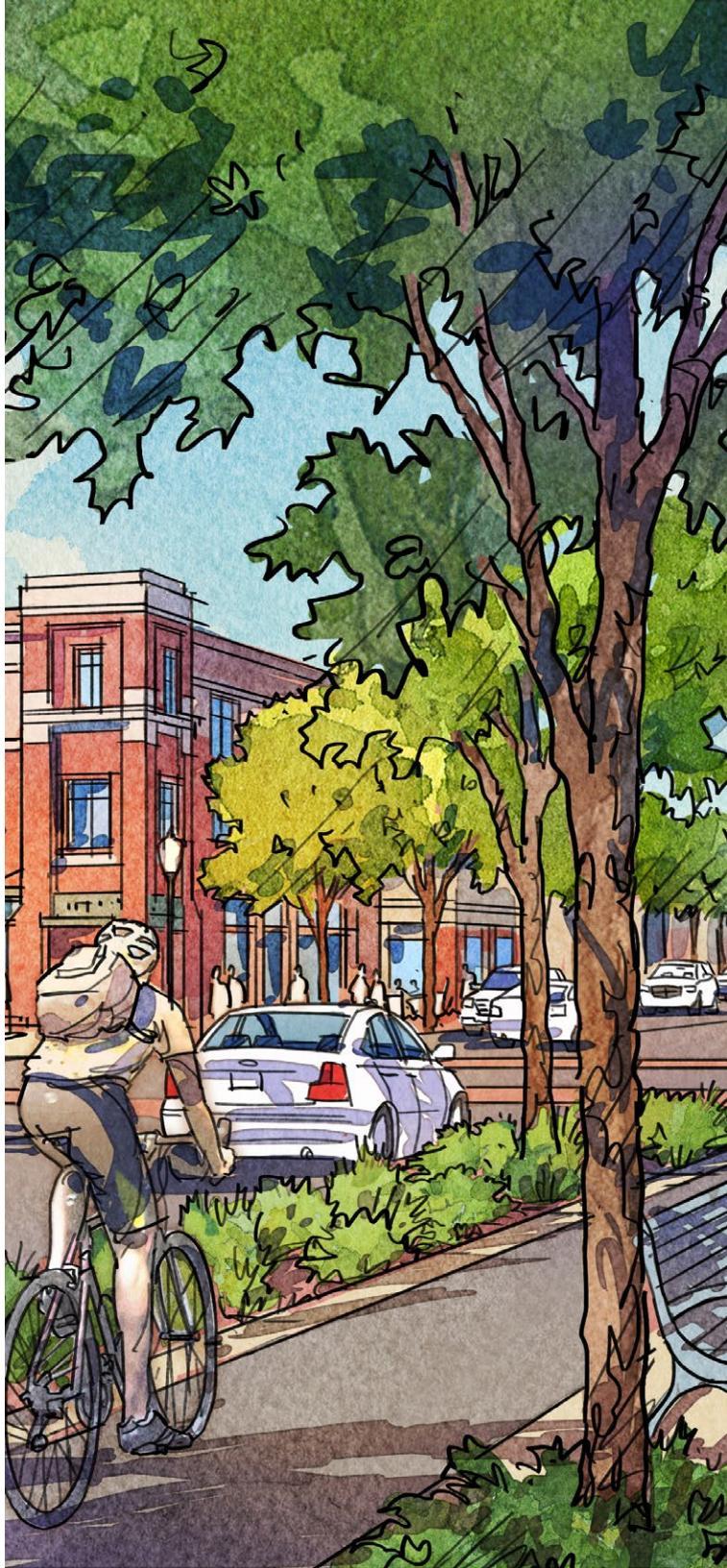
Task 3.2 Client Meeting

The Team will meet with Town planning staff to debrief on the Codeapalooza™, receive additional feedback on the vision and proposed regulations, and confirm the proposed organizational structure of the regulations. TPUDC will work with the Town to reconfirm the schedule for the last phases of work and to strategize on any issues that may arise during the Codeapalooza™.

Task 3.3 Ongoing Project Management

Project management will continue throughout Phase 3.

TASK	TEAM MEMBERS
3.1	TPUDC
3.1.A	TPUDC
3.1.B	Brian Wright
3.1.C	TPUDC
3.1.D	J.J. Zanetta
3.1.E	TPUDC
3.2	Brian Wright Bill Wright Anna Underwood
3.3	Anna Underwood Sabrina Below



APPROACH

SCOPE OF SERVICES //



PHASE 4: DRAFTING THE CODE

Task 4.1 Client Review Draft

TPUDC's Director of Coding and Zoning, Bill Wright, will lead our Team in the preparation of the Client Review Draft of the code. Bill will work in conjunction with our Planners and Urban Designers on the substantive elements of the Code related to form and character. In this way, the deliverables will be informed by the planning and visioning work as it progresses, as well as input received from community participation, discussions with Town Staff and elected officials, and review of existing studies.

Our zoning and coding experts have worked on zoning projects across the nation and will work in collaboration with the Town Attorney to ensure that the new regulations meets all local and state laws. We will work closely with Town Staff to determine the format of the regulations and ensure they include all the agreed-upon elements

While the specific content of the Code will be finalized during the project, our codes for similar projects typically include elements such as:

- Overview / General Provisions (including plug-in language);
- Illustrations (bird's eye views, street-level renderings, and/or "before and after" illustrations) to enhance usability;
- Building and Lot Standards, including Building Form and Height standards, Setbacks, and Building Types;
- Context-sensitive Private and Public Frontage Types;
- Regulating Plan;
- Use Regulations;

- Civic Space standards;
- Public Realm and Streetscape Standards;
- Landscape standards;
- Parking and Access standards;
- Sustainability standards;
- Design standards;
- Definitions

Task 4.2 Presentation of Client Review Draft

After delivery of the Client Review Draft, the Team will present it to Town Staff.

Task 4.3 Client Meeting

Prior to the client submitting comments on the client draft, TPUDC will host a meeting to answer any questions that have come up during the review. This meeting will happen approximately 10 days prior to comments being due.

Task 4.4 Ongoing Project Management

Project management will continue throughout Phase 4.

TASK	TEAM MEMBERS
4.1	Brian Wright Bill Wright Anna Underwood Anna Zendt
4.2	Anna Underwood
4.3	Brian Wright Bill Wright Anna Underwood
4.4	Anna Underwood

CLIENT TASK

CLIENT REVIEW PERIOD

Staff and the Town Attorney will review the Client Review Draft over an agreed-upon length of time, typically 30 days. At the end of that review period, Staff will provide a single set of consolidated revisions to TPUDC. The Client Review Draft will be provided in PDF format, and any comments on the draft should be provided through Adobe's commenting tools, which TPUDC can demonstrate if necessary.

APPROACH

SCOPE OF SERVICES //

PHASE 5: Refining The Regulations

Task 5.1 Update Meeting with Town Subcommittee & Planning Board

TPUDC will meet with the Town Subcommittee and Planning Board to discuss direction and progress. This meeting will be conducted via Zoom.

Task 5.2 Public Draft

TPUDC will review the comments provided by Staff at the end of the Client Draft Review Period and incorporate Staff's requested revisions into the Public Draft

Task 5.3 Presentation of Public Draft

TPUDC will present the Public Draft to the Planning Board, Town Subcommittee, stakeholders, Town Staff, and the public. During this meeting, we will give an orientation to the new regulations and provide opportunities for questions and comments from the public.

Task 5.4 Ongoing Project Management

Project management will continue throughout Phase 5.

TASK	TEAM MEMBERS
5.1	Anna Underwood
5.2	Brian Wright Bill Wright Anna Underwood Anna Zendt Gorica Zivak
5.3	Brian Wright Bill Wright Anna Underwood
5.4	Jessica Wilson Anna Underwood

CLIENT TASK

CLIENT REVIEW PERIOD

Town Staff will receive comments on the Public Draft over an agreed-upon length of time, typically 30 days. At the end of the Client Review Period, Staff will provide TPUDC with a single consolidated set of specific revisions based on the comments received.

PHASE 6: Final Regulations

Task 6.1 Final Draft

TPUDC will review the comments provided by Staff at the end of the Client Review Period and make the requested revisions to the Public Draft, creating the Final Draft, which will be ready for the adoption process.

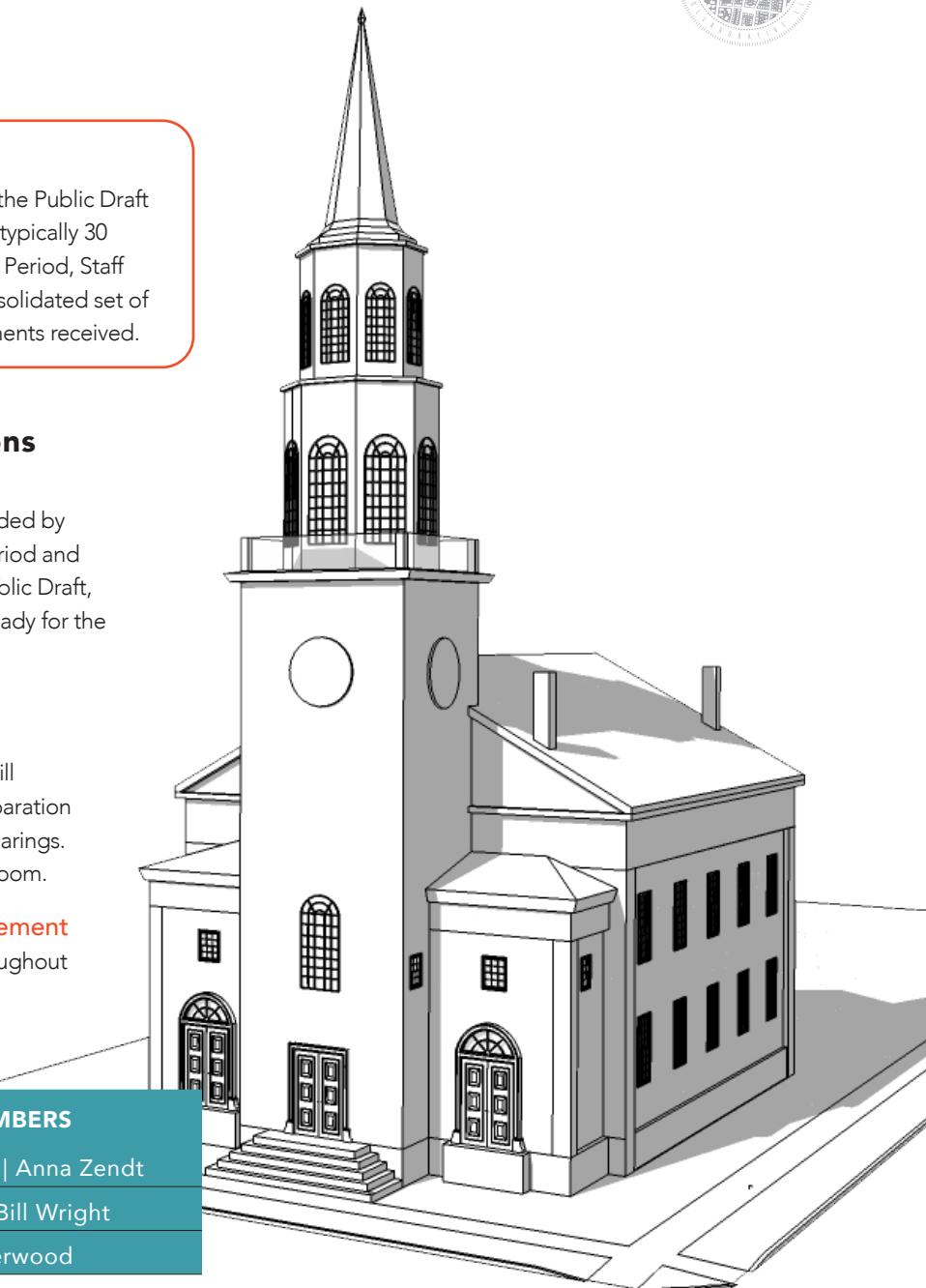
Task 6.2 Technical Assistance & Presentations

During the approval process, TPUDC will provide assistance to Town Staff in preparation for Planning Board and Selectboard Hearings. TPUDC will participate as needed via Zoom.

Task 6.3 Ongoing Project Management

Project Management will continue throughout Phase 6.

TASK	TEAM MEMBERS
6.1	Anna Underwood Anna Zendt
6.2	Brian Wright Bill Wright
6.3	Anna Underwood



APPROACH

COMMUNITY OUTREACH //



PROJECT MANAGEMENT & COMMUNICATION

The Scope of Services included in this Proposal details the specific interactions between the TPUDC Team, Client Staff, and the public. In addition to these important project milestones, TPUDC will establish and facilitate regular calls and meetings with key Town staff and the Town Subcommittee to review progress and assess needs as they arise. We typically find that at a minimum, a monthly or bi-weekly check-in call between the TPUDC Project Manager and the Town's Project Director helps keep everyone on-task and aware of upcoming events and responsibilities. It may be advantageous to involve the Towns communications and/or marketing staff member in these meetings in order to keep them informed and involved in the public outreach and engagement process. Upon Project Initiation, the Team will confirm project call and meeting schedules.



Franklin, TN Codeapalooza™

COMMUNICATING WITH THE PUBLIC

Gathering public input and building consensus is a critical aspect of creating the regulations. TPUDC has the unmatched ability to manage differing opinions through open and informative dialogue and discussion with the community, even when related to controversial or sensitive topics. We use subtlety, humor and intellect to engage, inform, and entertain participants, gaining trust and inspiring people's imaginations. No planning and coding endeavor is without controversy, but by dealing openly with ideas and issues, TPUDC is able to deliver a product that is generated through problem solving and informed decision making. TPUDC manages the public process directly, working closely with Town Staff, key stakeholders and the public. This personal approach is central to our work and allows us to actively engage in problem solving, communicating directly with the people most affected by decisions. Our process will grab the attention of the public, landowners, and a diverse cross-section of the citizenry, using tools that range from interactive media technology to old-fashioned word of mouth. The public process will inspire fresh ideas and generate regulations that reflects the collective community aspirations for a connected, healthy, sustainable, and exciting future.

APPROACH

COMMUNITY OUTREACH //

Community Outreach & Engagement Toolkit

By building a public outreach and engagement strategy using the following toolkit, and by being prepared for unexpected situations, we are able to offer an effective strategy that addresses the Town of York's specific demographics, strengths, weaknesses, and characteristics. We have provided some of these in our Scope of Services and can discuss adding additional items with the Town.

These tools reflect our time-tested work methods. Through our unique charrette process, termed "Codeapalooza™," TPUDC can lead one-on-one meetings, public workshops, and technical meetings to discover and articulate the community's goals, preferences, and priorities for the regulations. All of these different perspectives and input

mediums will allow for the creation of a clear and distinct vision for the Town of York.

In order to ensure a successful public process, the toolkit will be used to calibrate a strategy based on the community. The various types of tools used by TPUDC will allow us to create a public outreach and engagement program to interact with people of all backgrounds and income levels. These tools help educate the public about the planning process, and therefore get them involved in something they may have never been interested in before.

This list of tools for outreach and engagement represents our creative approach, and we are always coming up with new ideas for our projects.



BUILDING AWARENESS



Media &
Social Media
Campaigns



Print
Campaigns



Project
Branding



Underserved
Population
Outreach

GATHERING INPUT TOOLS



Online Tool



Meeting
Facilitation



Open Studio/
House



Surveying



Milestone
Celebrations



Codeapalooza

BUILDING AWARENESS

TPUDC will build awareness about the Project by sharing the goals of the planning and coding process and by keeping stakeholders abreast of progress. TPUDC will help citizens and other community stakeholders explore how those processes have helped shape York today and how this new Project will have an impact on the future. TPUDC uses a range of outreach mechanisms to ensure that anyone with an interest in the Town can become familiar with the project and subsequently get involved, participate and lend a hand in shaping its future. We partner closely with Town Staff, working hand-in-hand to reach as many constituents as possible.



PROJECT BRANDING

Project branding is an important component to a successful planning process. The Team can work with the Town from the onset of the Project to develop a Project brand that ensures the community knows about the Project, associates marketing material with each part and gets people interested and excited. Our Team can create the branding concept and design including a Project logo.



MEDIA & SOCIAL MEDIA CAMPAIGNS

Utilizing the Town's existing accounts, TPUDC can facilitate outreach through social media channels, such as Facebook, Twitter, and Instagram, as well as reaching out to more traditional media, such as local television and radio stations. This will provide a way to reach citizens through a variety of means, being sure that news related to meetings and events will reach everyone, regardless of the way they choose to use media.



PRINT CAMPAIGNS

TPUDC strives to reach people, regardless of technological ability, through print items that people can hold in their hand, put on the fridge, and receive in the mail. Through our graphic design and marketing skills, we produce cohesive and interesting graphic campaigns that use various types of print media, including post cards, ads, banners, and fliers to reach the entire population. This tool is especially important for reaching those who may not have access to a computer.



UNDERSERVED POPULATION OUTREACH

TPUDC utilizes the various tools in the toolkit to reach out to those not reached by traditional methods. We have experience doing this in many ways, using everything from creating marketing materials in different languages, adjusting event times and locations, working with neighborhood liaisons and leaders to strategize, determine best outreach methods, and just talking with people who normally aren't heard. While building awareness, TPUDC is constantly assessing our success in reaching these populations, and adjusting plans to include a different mix of tools if it is felt that the existing strategy is not working. Therefore, we can assure that everyone will have a voice.

APPROACH

COMMUNITY OUTREACH //



GATHERING INPUT

TPUDC will gather and analyze feedback in real-time from current York residents and other stakeholders. We will use innovative techniques to gather input on what people care about, and their needs and opportunities in the Town.

SURVEYING

Surveying is an important tool to reach people who may not be able to attend scheduled events. This tool is a great way to reach underserved populations because the surveys can be brought to them in paper form or distributed via email. TPUDC utilizes many different surveying strategies to ensure usable and informative results.

ONLINE ENGAGEMENT

To involve more community members in the project, TPUDC often utilizes an interactive web platform. We know that more than 50% of today's adult population will never attend a meeting in person. One way to allow them to also provide their input and engage in the process is through web platforms. A dedicated project website allows us to offer a number of tools in a one-stop-shop that includes interactive maps, surveys, forums, polls, and more.

CODEAPALOOZA™

TPUDC understands that the Town would like to conduct the Project through an open and public forum, so that all stakeholders can have a voice in the future. Our Team shares this approach and, in all our projects, we perform work in public, setting up studio workspace within the heart of the study area to facilitate dialogue and personal interaction between the Team and the community. A central location will make it easy for the public to drop in and

check on our progress, while giving our Team members the opportunity to immerse themselves in the Town and experience its unique character.

The Codeapalooza™, is an experience that typically includes a variety of TPUDC's more innovative and creative engagement tools. The process would allow York's citizens an informal forum to provide ideas and goals for the future of their Town in a casual and accessible way, over events like scavenger hunts, walks or bike rides, street parties, barbecues, and other fun engagements. TPUDC can also lead one-on-one meetings, public workshops, and technical meetings to discover and articulate the community's goals, preferences, and priorities for the regulations. The charrette or Codeapalooza™ provides a forum for the exchange of ideas, and offers the public the opportunity to provide "real-time" feedback to the Team. By seeing their ideas directly reflected in the Project and how our Team responds to public feedback and suggestions, those who participate in the process will begin to feel a sense of authorship over the regulations.

OPEN STUDIO/HOUSE

Over the entire course of the project, the TPUDC Team and participating Town Staff will be set up in a space centrally located within the area. The studio will function as an office, meeting room, and gallery, open to the public from morning through night. Because stakeholders differ in their times of availability, the open studio will ensure that everyone can find a time to engage in the process and contribute their ideas. Any citizen or official that wishes to stop in and provide comments, suggestions, or simply watch us work, will be able to stop by at their own convenience. This is a great way for people who could not

make it to planned events to take part in activities they missed, or provide input.

MILESTONE CELEBRATIONS

It is important to recognize the time that citizens take to participate in planning activities, as well as inform them of milestones that have been reached. These celebrations not only thank the citizens that have already participated, but also show newcomers that the process can be fun and exciting. These events give everyone a moment to relax, look back at work that has been completed, look forward to problems down the road, and just enjoy the company of their neighbors. We even consider the start of the Project a milestone, using a community gathering event, such as a BBQ or picnic, as a fun way to spread the word and get started.

MEETING FACILITATION

Within a Town, there are certain groups of citizens and officials that may have information to share about a certain topic. Therefore, TPUDC organizes technical, topic-specific meetings throughout the process that allow stakeholders to use their expertise to provide specific types of information that may otherwise go uncollected. These meetings allow for small groups to discuss specific details.

QUALIFICATIONS

FIRM OVERVIEW //

TPUDC is a national multi-disciplinary firm that specializes in urban design, land use regulation, and public outreach and engagement. TPUDC has worked with towns, cities, developers, and non-profit organizations across the country.

As our name suggests, TPUDC is based on a model of collaboration, not only among the members of our company, but also with other consultants and with the communities in which we work. We believe that the cross-pollination of ideas yields holistic, innovative, and effective solutions. TPUDC was established in 2005 as an LLC headquartered in Franklin, Tennessee. Our specific skills, technical expertise, and experience with similar coding engagements throughout the country qualify us for this Project.

Along with other talented planners and designers, and administrative staff, the TPUDC core Team will include:

- Principal and founder **Brian Wright**, a national leader in public planning processes, planning, urban design, and coding. Brian will be the main representative in public outreach and oversee the project.
- Director of Coding and Land Use Attorney **Bill Wright**, who will contribute his expertise in land use law, ordinance writing, and Smart Growth principles. Bill is the co-author of the SmartCode & Manual.

- Director **Jessica Wilson**, who will bring her experience in municipal coding and planning.
- **Anna Underwood** will be leading the individual and contact regarding the deliverable contents, billing, and overall project management.
- Planner **Anna Zendt**, who will bring her experience in coding, planning, and public engagement.
- Designer **Gorica Zivak**, graphics and layout expert.

ZANETTA ILLUSTRATION //

J.J. ZANETTA

Zanetta Illustration will provide illustrative services, preparing artist renderings and illustrations that will bring the vision to life. J.J. Zanetta, owner of the firm, has worked with the TPUDC team on nearly all of the sample projects presented in this proposal.

AVAILABILITY & LOCATION

TPUDC is selective about the number of projects it pursues each year and has the personnel and availability to complete this project on time and on budget. Core team members included in this proposal are located in TPUDC's office in Franklin, TN.



TOWN OF YORK

TPUDC PRINCIPAL

► BRIAN WRIGHT

DIRECTORS

► BILL WRIGHT
► JESSICA WILSON

TPUDC PROJECT MANAGER

► ANNA UNDERWOOD

TPUDC TEAM

ANNA ZENDT
►GORICA ZIVAK
SABRINA BELOW

ZANETTA ILLUSTRATION

►J.J. ZANETTA

TOWN TPUDC

SUB-CONSULTANT

QUALIFICATIONS

TPUDC //

2005

Year Founded

Franklin^{tn}
Headquarters



Brian Wright,
CNU-A
Principal

Brian Wright is the Founding Principal of Town Planning & Urban Design Collaborative (TPUDC). He began his career at Duany Plater-Zyberk & Company. Over the years, he has worked on many zoning and master planning projects across the country. Brian leads internal quality control activities and big picture strategy for all our projects. Brian is an expert in public outreach and engagement, a specialty of TPUDC. He assists communities in reaching consensus where none could be reached before. As a highly skilled public speaker, Brian will lead a dynamic and inspiring public engagement process as well as providing design expertise and strategic leadership.



William Wright,
J.D.
Director of Coding
& Land Use
Attorney

Bill is a Smart Growth land use attorney and consultant who, prior to joining TPUDC, was partner with the firm, Balch & Bingham LLP for over 30 years, practicing in the areas of real estate and land regulation. He is one of a handful of coding experts in the country having both legal experience in Smart Growth and land regulatory matters as well as a comprehensive understanding of planning and the interface between the two. Bill's unique understanding of planning and related principles and its relationship with land use regulation can help ensure that the York regulations will have the desired results.



Jessica Wilson,
AICP, CNU-A
Director/Planner

Jessica Wilson is a Director at TPUDC with experience in community planning, coding, urban and architectural design, and project management. She joined the TPUDC team after spending over four years in the Metro Nashville Planning Department Design Studio where she worked with communities and developers on multiple planning, zoning and urban design projects in variety of areas, from rural to downtown.



Anna Underwood
Project Manager

Anna Underwood is a project manager with TPUDC. Her interests lie in municipal planning, coding, social equity planning, and gathering public input through extensive outreach processes. Her background in sociology lends to a knowledge of research and understanding differing points of view—both of which are crucial in the municipal planning process. She is currently managing the Manchester NH code project and will manage this project.



Anna Zendt
Planner

Anna Zendt is a planner and GIS specialist with TPUDC. She joined the TPUDC team after working in Metro-Atlanta municipal planning where she gained experience in long-range planning, economic development, and community outreach.

QUALIFICATIONS

TPUDC + SUB-CONSULTANT //



Gorica Zivak
Graphic Designer

Gorica is TPUDC's talented graphic designer. She will be responsible for the creation of diagrams as needed for the Zoning Ordinance Update. Her eye for detail and creative approach ensures that all of the graphics created for the York project will be eye-catching, exciting, professional and cohesive.



Sabrina Below
Practice Manager

Sabrina Below handles the day-to-day operations of TPUDC. For each project, she coordinates travel and meeting arrangements and assists with administrative duties including Team coordination, scheduling, and other related tasks to ensure that the project runs smoothly and efficiently. As a charrette coordinator, Sabrina handles on-the-ground logistics, allowing the creative consultant Team to maximize their design and production time.



J.J. Zanetta
Illustration &
Rendering

► **ZANETTA
ILLUSTRATION**

J.J. Zanetta, owner of Zanetta Illustration, is a valuable member of the design Team, testing concepts through three-dimensional drawing. Through a design loop process incorporating computer modeling, hand drawing, and digital enhancement, Zanetta's illustrations evolve throughout the charrette, responding to feedback and design changes in real time. The final product will be a series of professional renderings that will excite the community and serve as a tool for the implementation of the community plan. J.J. has experience participating in dozens of charrettes across the United States and contributed the three-dimensional renderings for many of the TPUDC projects included in this Proposal.



QUALIFICATIONS

RESUMES //



EDUCATION

Master of Landscape
Architecture, Auburn
University

Bachelor of
Environmental Design,
Auburn University

AWARDS

2017 Plan of the
Year for Legacy
Lewiston, Lewiston
Comprehensive Plan,
Northern New England
Chapter of the APA

2013 Plan of the Year
for planBTV Downtown
& Waterfront, Northern
New England Chapter
of the APA

AFFILIATIONS
Congress for the New
Urbanism Founder -
Next Generation of the
New Urbanists



W. BRIAN WRIGHT, CNU-A

PRINCIPAL

SELECTED PROJECT EXPERIENCE

Coding & Master Planning

Land Use Code, City of Manchester, NH, 2022
Master Plan and Marketing Booklet, Marquette Mall Property, Michigan City, IN 2022
NICTD TOD Zoning and Design Guidelines, Northwest IN, 2021
Zoning Ordinance, Town of Nolensville, TN 2021
Building Zone Regulations, City of Norwalk, CT 2021
Unified Land Development Code, Rome-Floyd County, GA 2021
Hybrid Character-Based Code, City of Columbia, TN 2020
Hybrid Character-Based Code, City of Franklin, TN 2019
Historic Downtown Master Plan, Middlebury, VT 2019
Form-Based Code, Town of Munster, IN 2018
Form-Based Code, Village of Port Chester, NY 2018
Form-Based Code, Town of Mt. Pleasant, MI 2017
Zoning Code Analysis, Keene, NH 2016
Form-Based Code, City of Birmingham, AL 2015
Form-Based Code Sewanee Village, University of the South, Sewanee, TN 2015
Form-Based Code & Master Plan - Historic Village, Town of Yarmouth, ME 2014
Hybrid Form-Based & Unified Development Ordinance, San Marcos, TX 2014
Form-Based Code - Spring Grove, Charleston & Dorchester Counties, SC, 2013
Form-Based Code and Master Plan Islington Street Corridor, City of Portsmouth, NH 2013
Form-Based Code and Master Plan North End, City Portsmouth, NH 2013 & 2014
Form-Based Code and Master Plan Downtown, City of

Portsmouth, NH 2013

Coding & Master Planning (Cont.)

Form-Based Code, Town of Jericho VT 2013
Form-Based Code, Route 1 Commercial Corridor, Town of Yarmouth, ME 2012

Comprehensive Plan

Manchester Next Plan of Conservation and Development, Manchester, CT 2022
Athens2040 Comprehensive Plan, Athens, AL 2021
Spartanburg Comprehensive Plan, Spartanburg, SC 2020
Cedar Hill Next Comprehensive Plan, Cedar Hill, TX 2019
Plan Manchester Comprehensive Plan, Manchester, NH 2019
Envision Chesterfield Comprehensive Plan, Chesterfield, MO 2019
Downtown Action Plan, Holly Springs, NC 2018
Blueprint Bedford - Master Plan Update, Bedford, NH 2018
Village of Pinehurst Long-Range Comprehensive Plan, Pinehurst, NC 2018
Comprehensive Plan, Scarborough, ME 2017
Comprehensive Plan, West Fargo, ND 2017
Comprehensive Plan, Snowmass Village, CO 2017
Lewiston Comprehensive Plan, Lewiston, ME 2013
Londonderry Comprehensive Plan, Londonderry, NH 2012

QUALIFICATIONS

RESUMES //



EDUCATION

J.D. Cumberland
School of B.S.
University of Alabama
in Birmingham

AWARDS

Driehaus Award -
Form-Based Code
Institute

PUBLISHED WORK

SmartCode & Manual
Co-author

The SmartCode is a guide to the customization, adoption and implementation of the SmartCode, a model form-based planning, zoning and subdivision code that enables and encourages Smart Growth development and infill.

LICENSURE

Bill is licensed to
practice law in
Tennessee.



WILLIAM S. WRIGHT, J.D.

DIRECTOR OF CODING & LAND USE ATTORNEY

SELECTED PROJECT EXPERIENCE

Coding & Master Planning

Land Use Code, City of Manchester, NH, 2022
Master Plan and Marketing Booklet, Marquette Mall Property, Michigan City, IN 2022
NICTD TOD Zoning and Design Guidelines, Northwest IN, 2021
Zoning Ordinance, Town of Nolensville, TN 2021
Building Zone Regulations, City of Norwalk, CT 2021
Unified Land Development Code, Rome-Floyd County, GA 2021
Hybrid Character-Based Code, City of Columbia, TN 2020
Hybrid Character-Based Code, City of Franklin, TN 2019
Historic Downtown Master Plan, Middlebury, VT 2019
Form-Based Code, Town of Munster, IN 2018
Form-Based Code, Village of Port Chester, NY 2018
Form-Based Code, Town of Mt. Pleasant, MI 2017
Zoning Code Analysis, Keene, NH 2016
Form-Based Code, City of Birmingham, AL 2015
Form-Based Code Sewanee Village, University of the South, Sewanee, TN 2015
Form-Based Code & Master Plan - Historic Village, Town of Yarmouth, ME 2014
Hybrid Form-Based & Unified Development Ordinance, San Marcos, TX 2014
Form-Based Code - Spring Grove, Charleston & Dorchester Counties, SC, 2013
Form-Based Code and Master Plan Islington Street Corridor, City of Portsmouth, NH 2013
Form-Based Code and Master Plan North End, City Portsmouth, NH 2013 & 2014
Form-Based Code and Master Plan Downtown, City of

Portsmouth, NH 2013

Coding & Master Planning (Cont.)

Form-Based Code, Town of Jericho VT 2013
Form-Based Code, Route 1 Commercial Corridor, Town of Yarmouth, ME 2012

Comprehensive Plan

Lewiston Comprehensive Plan, Lewiston, ME 2013
Londonderry Comprehensive Plan, Londonderry, NH 2012

Corridor Planning

Pinardville Corridor Plan & Form-Based Code, Goffstown, NH 2013
Route 1 Commercial Corridor & Character-Based Code, Yarmouth, ME 2012
James Campbell Corridor Master Plan, Town of Columbia, TN 2011

QUALIFICATIONS

RESUMES //



EDUCATION

M.S. Urban & Regional Planning - Specialization in Urban Design University of Wisconsin - Madison

B. Architecture University of Notre Dame

CERTIFICATIONS

American Institute of Certified Planners #31381

AFFILIATIONS

Congress for the New Urbanism

JESSICA WILSON

DIRECTOR/PLANNER

SELECTED PROJECT EXPERIENCE

Coding & Master Planning

Land Use Code, City of Manchester, NH, 2022
Master Plan and Marketing Booklet, Marquette Mall Property, Michigan City, IN 2022
NICTD TOD Zoning and Design Guidelines, Northwest IN, 2021
Zoning Ordinance, Nolensville, TN 2021
Building Zone Regulations, Norwalk, CT 2021
Historic District Design Guidelines Graphics, Franklin, TN 2021
Hybrid Character-Based Code, Columbia, TN 2020

Comprehensive Plan

Athens2040 Comprehensive Plan, Athens, AL 2021
Spartanburg Comprehensive Plan, Spartanburg, SC 2020
Cedar Hill Next Comprehensive Plan, Cedar Hill, TX 2019
Plan Manchester Comprehensive Plan, Manchester, NH 2019

ADDITIONAL QUALIFICATIONS

Small Area Plans

With the Metro Nashville Planning Department

Haynes Trinity Small Area Plan
Lebanon Pike Small Area Plan
Highland Heights Study
Charlotte Avenue Corridor Study
Wedgewood-Houston and Chestnut Hill Planning Study
Dickerson South Corridor Study
21st Avenue South Study (Project Manager)

Metro Nashville Planning Department, Nashville TN

Design Studio - Urban Designer / Planner 2

December 2015 - April 2020

Worked in the Community Design Division of the Planning Department to create design scenarios for multiple sites in Metro Nashville; participated in numerous charrettes; created new Urban Design Overlays (hybrid-codes); reviewed applications in Urban Design Overlays and The Downtown (form-based) Code; and provided design consultations to developers and other divisions within the Planning Department.



QUALIFICATIONS

RESUMES //



EDUCATION

Master of Community Planning, Auburn University

Bachelor of Sociology & Minor in Psychology, Auburn University, Summa Cum Laude

AWARDS

LeBleu Outstanding Graduate Student Award Recipient

Dean's List at Auburn University



ANNA UNDERWOOD

PROJECT MANAGER

SELECTED PROJECT EXPERIENCE

Coding & Master Planning

Land Use Code, City of Manchester, NH, 2022
NICTD TOD Zoning and Design Guidelines, Northwest IN, 2021
Zoning Ordinance, Town of Nolensville, TN 2021
Building Zone Regulations, City of Norwalk, CT 2021
Unified Land Development Code, Rome-Floyd County, GA 2021

Comprehensive Plan

Manchester Next Plan of Conservation and Development, Manchester, CT 2022
Athens Comprehensive Plan, Athens, AL 2021
Spartanburg Comprehensive Plan, Spartanburg, SC, 2021
Howard County General Plan 2040, Howard County, MD

ADDITIONAL QUALIFICATIONS

Auburn University, Political Science Department

Graduate Research Assistant

August 2019 - May 2020

Helped edit manuscripts and reference pages. Researched, reviewed, and annotated scholarly articles and newspaper articles on various subjects to be included in research and book chapters (Sustainability and Smart Living on the Atlanta Beltline, Land Readjustment, Local & State Resiliency Plans, New York City Resiliency Plan). Assisted another graduate research assistant in compiling socioeconomic data for the Alabama Department of Child Abuse and Neglect Prevention. Edited Auburn University's Master of Community Planning Program Alabama City Year website for accreditation.

QUALIFICATIONS

RESUMES //



EDUCATION

Master of Community Planning, Auburn University

Bachelor of Public Administration, Auburn University

Graduate Certificate in Geographic Information Systems, Auburn University

ANNA ZENDT

PLANNER

SELECTED PROJECT EXPERIENCE

Coding & Master Planning

Land Use Code, City of Manchester, NH, 2022
NICTD TOD Zoning and Design Guidelines, Northwest IN, 2021
Zoning Ordinance, Town of Nolensville, TN 2021
Building Zone Regulations, City of Norwalk, CT 2021

Comprehensive Plan

Manchester Next Plan of Conservation and Development, Manchester, CT 2022

ADDITIONAL QUALIFICATIONS

City of Duluth, GA

Planner | GIS Specialist

May 2021- May 2022

Assisted in long range and short term development planning processes. Conceptualized, strategized, and facilitated development within the City of Duluth Tax Allocation District. Assisted in the outreach for and drafting of a residential infill ordinance. Managed land use cases. Coordinated, presented to, and regularly attended meetings with Planning Commission, Zoning Board of Appeals, and City Council. Completed plan review and permitting. Maintained GIS data, maps, software, and applications for entire City. Produced analytical and conceptual GIS maps.

City of Auburn, AL & Auburn University

GIS Fellow

August 2020-May 2021

Assisted The City of Auburn's award-winning GIS division in projects. Updated, digitized, and maintained GIS data. Tested field applications and software. Incorporated relevant resources into graduate studies and research.



QUALIFICATIONS

RESUMES //



EDUCATION

Associate of Applied Science Degree (A.A.S.) with a concentration in Multimedia Design, Nashville State Community College

GORICA ZIVAK

GRAPHIC DESIGNER

SELECTED PROJECT EXPERIENCE

Coding & Master Planning

Land Use Code, City of Manchester, NH, 2022
Master Plan and Marketing Booklet, Marquette Mall Property, Michigan City, IN 2022
Zoning Ordinance, Town of Nolensville, TN 2021
Building Zone Regulations, City of Norwalk, CT 2021
Historic District Design Guidelines Graphics, City of Franklin, TN 2021
Hybrid Character-Based Code, City of Columbia, TN 2020
Hybrid Character-Based Code, City of Franklin, TN 2019
Form-Based Code, Town of Munster, IN 2018
Form-Based Code, Village of Port Chester, NY 2018

Comprehensive Plan

Manchester Next Plan of Conservation and Development, Manchester, CT 2022
Athens2040 Comprehensive Plan, Athens, AL 2021
Spartanburg Comprehensive Plan, Spartanburg, SC 2020
Cedar Hill Next Comprehensive Plan, Cedar Hill, TX 2019
Plan Manchester Comprehensive Plan, Manchester, NH 2019
Envision Chesterfield Comprehensive Plan, Chesterfield, MO 2019
Downtown Action Plan, Holly Springs, NC 2018
Blueprint Bedford - Master Plan Update, Bedford, NH 2018
Village of Pinehurst Long-Range Comprehensive Plan, Pinehurst, NC 2018
Comprehensive Plan, Scarborough, ME 2017
Comprehensive Plan, West Fargo, ND 2017
Comprehensive Plan, Snowmass Village, CO 2017

ADDITIONAL QUALIFICATIONS

Self-Employed

Graphic Designer

January 2017 - Present

Created merchandising, including branding customization, album packaging, book and magazine editing and layouts, and poster designs.

Showcased skills with calligraphy, photoshop, company branding, photography, videography, and video editing.



QUALIFICATIONS

RESUMES //



EDUCATION

Bachelor of Arts in Art
Education Mercyhurst
University Erie, PA

PROFESSIONAL EXPERIENCE

Urban Design
Associates
Illustration Intern;
2007-2009

Depiction, LLC
Co-owner; 2017-2019

Zanetta Illustration
Owner; 2009-2017;
2019-present

HONORS

Award of Excellence,
ASAI 2015-2019

John Russell Pope
Award, 2017

Driehaus FBC Award,
2017

J.J. ZANETTA

ILLUSTRATION & RENDERING

JJ Zanetta's passion of art and architecture attracted him to the profession of architectural illustration. A student of his craft, he is continually inspired by the master's of architectural illustration as well as the new possibilities that technology brings. Along with his dedication to his craft, he has an understanding and practical knowledge of architectural and urban design principles evident at the foundation of his renderings.

Beyond the technical aspects of a drawing, it is JJ's goal to help his clients reach their audience on an emotional level. The composition of the renderings are focused on breathing life into the design. He aims to collaborate with the design team to gain an understanding of the vision and character of the place, and also help imagine what kind of life that environment will foster within it. Whether, remotely or on charrette, his ability to quickly conceptualize and visually communicate plays an integral role on the design team.

He has had the good fortune to work with excellent clients on projects that present unique challenges and opportunities. His project experience is wide-ranging; of all scales, character and project types. For over 10 years he has served his clients, which consist of architects, urban designers, landscape architects, developers, and municipalities, with reliability and professionalism.



SELECTED PROJECT EXPERIENCE

Zoning Ordinance, Nolensville TN,
Town Planning and Urban Design Collaborative

Etiwanda Heights Neighborhood & Conservation Plan
Rancho Cucamonga, CA
Sargent Town Planning

CodeNEXT
Austin, TX
Opticos Design

Envision Pinehurst
Pinehurst, NC
Town Planning & Urban Design Collaborative

University of Pittsburgh Campus Master Plan
Pittsburgh, PA
Ayers Saint Gross

SPEAKING/WORKSHOPS

Art Room presenter at CNU 20, 22, 24, 27

Planetizen Courses: Conceptual Drawing for Planners Mobile
Drawing Apps

CONTACT INFO //

Address: 1092 Glencoe Ave, Pittsburgh, PA 15220

Phone #: 412-780-7971

QUALIFICATIONS

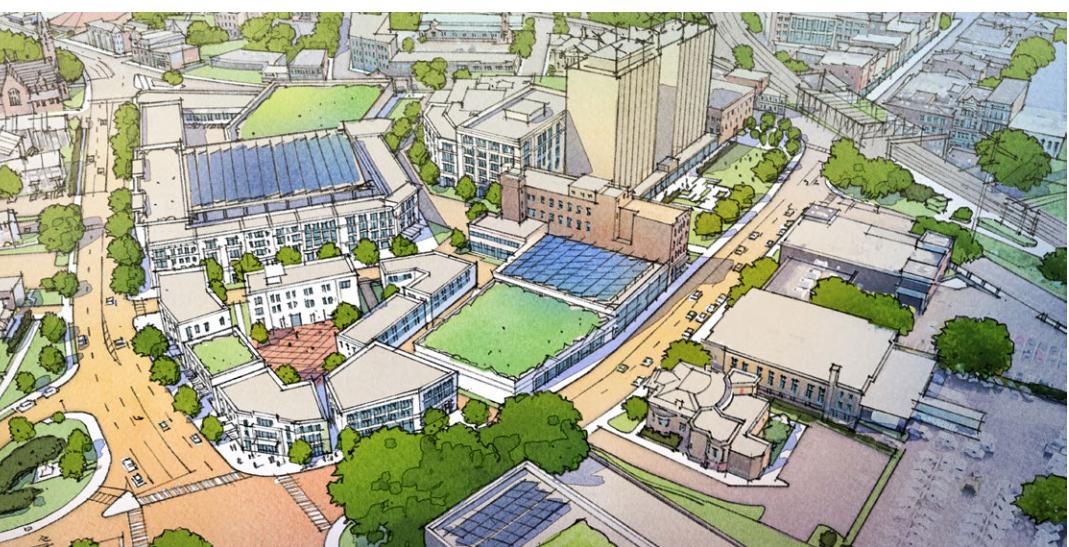


SIMILAR PROJECTS //

Building Zone Regulations Update

NORWALK, CONNECTICUT

TPUDC was hired by the City of Norwalk to conduct an update of its Zoning Regulations. Norwalk is built out and the new regulations focus on form-based regulations for the neighborhoods, downtown and corridors while primarily keeping the existing standards for the single family neighborhoods. Due to the coronavirus pandemic all public engagement has been held virtually, with the community able to participate and share ideas through an interactive website and online meetings. The new regulations will address Norwalk's goals of protecting the historic and marine character, providing a greater diversity of housing types, making land use decisions that support walking, biking and transit use, creating sustainability provisions, and overall making the regulations easier to use and understand.



PROJECT DETAILS //

Size	Entire City
Status	In Progress
Type of Code	Hybrid Form-Based Code
Timeline	January 2021 - Present
Website	ZoneNorwalk.com
Reference	Steve Kleppin Director 125 East Ave. Room 129 Norwalk, CT 06856 t: (203) 854-7780 e: skleppin@norwalkct.gov



THURSDAY
JULY 29TH
6:00-7:30PM



This event
will be held
virtually.

Join the City of Norwalk and planning consultant, Town Planning & Urban Design Collaborative LLC, (TPUDC) to find out more about the Norwalk Building Zone Regulations Update project.

Learn about the goals of the project, provide your ideas, and help us build excitement for the project.

To register for the Zoom please visit ZoneNorwalk.com



✉ For more information, please email Steve Kleppin,
Planning & Zoning Director skleppin@norwalkct.org

🌐 Visit the project website at
ZoneNorwalk.com

ƒ **Planning Norwalk
Tomorrow**

ARTICLE 4: BUILDING & LOT/BUILDING SITE STANDARDS

CD-4W TABLE 4.3.1-E DISTRICT STANDARDS:
GENERAL URBAN - WATER CHARACTER DISTRICT

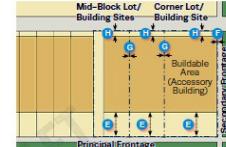
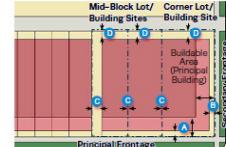


General Description

The City's General Urban - Water Character District consists of a medium-density area that has a mix of Building Types and primary Residential, Lodging, Office, Commercial, and Civic Uses near the waterfront, as well as Marine Uses; there are medium, narrow or no front Setbacks and narrow-to-medium side Setbacks; it has variable private landscaping; and it has streets with curbs, Sidewalks and trees that define medium-sized blocks.

ARTICLE 4: BUILDING & LOT/BUILDING SITE STANDARDS

CD-4W TABLE 4.3.1-E DISTRICT STANDARDS:
GENERAL URBAN - WATER CHARACTER DISTRICT



Lot Occupation

Lot/Building Site Width 50 ft. min; 100 ft. max; 18 ft min for Townhouses

Frontage Bulidout 60% min.

Lot/Building Site Area 80% max.

Inpervious Surface Coverage Must Enfront a vehicular street, except < 20% of the Lots or Building Sites within each type of Character District of a Development Parcel may Enfront a Pedestrian Path, Public plaza, or walkway or waterbody if such Lots have legal and physical vehicular access to a vehicular street via Driveway or Easement.

Lot/Building Site Access All Lots must have legal and physical vehicular access to a vehicular street via Driveway, Easement, or Alley.

Setbacks

Principal Building

Front Setback 6 ft. min; 12 ft. max.

Principal Frontage



Front Setback 6 ft. min; 12 ft. max.

Secondary Frontage



Side Setback, each side

0 ft. min.



Rear Setback 15 ft. min.



Accessory Building

Front Setback 20 ft. min. + Principal Building

Principal Frontage Front Setback



Front Setback 0 ft. min.

Secondary Frontage



Side Setback, each side

0 ft. min.



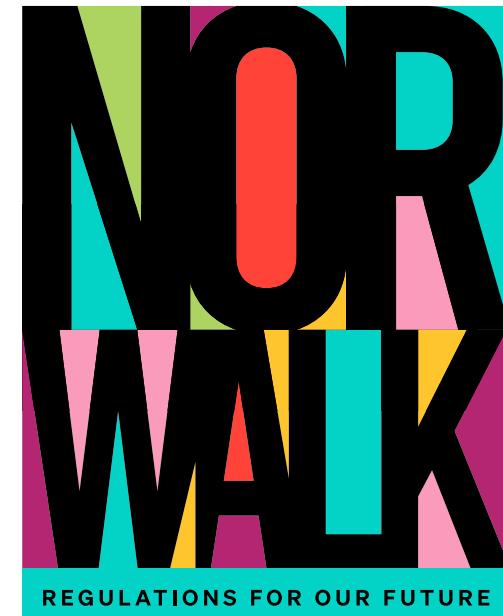
Rear Setback 3 ft. min.



LEGEND

The following notations are utilized in this table:

● Permitted ● Not Permitted ● Not Applicable ● Required ● Not Regulated



QUALIFICATIONS



SIMILAR PROJECTS //

Corridor & Village Master Plan & Character-Based Code

YARMOUTH, MAINE

Yarmouth, Maine hired TPUDC to conduct a public 'Planapalooza' to reimagine the Route 1 Corridor and the historic Village and to develop character-based codes to make the vision legal. Though the town had just completed a conventional engineering study that primarily considered traffic flow, they wanted to take a more aggressive approach, transforming the high speed arterial into a slow-flow street. With the addition of tree-lined medians and the incorporation of complete street elements such as broad sidewalks, on-street parking, and cycle tracks, the wide right-of-way is narrowed. Proposed buildings are pulled to the street, with parking located in the rear, providing a safer and more interesting pedestrian experience.

PROJECT DETAILS //

Size 4 mile corridor

Status Adopted

Type Suburban Retrofit, Infill, Form-Based Code

Timeline June 2012 - May 2013, edits 2017

Reference Nat Tupper
Town Manager, Town of Yarmouth, ME

t: (207) 846-9036

e: ntupper@yarmouth.me.us

The full code document has been included with this proposal to show an example of a Form-Based Code Plug-In.

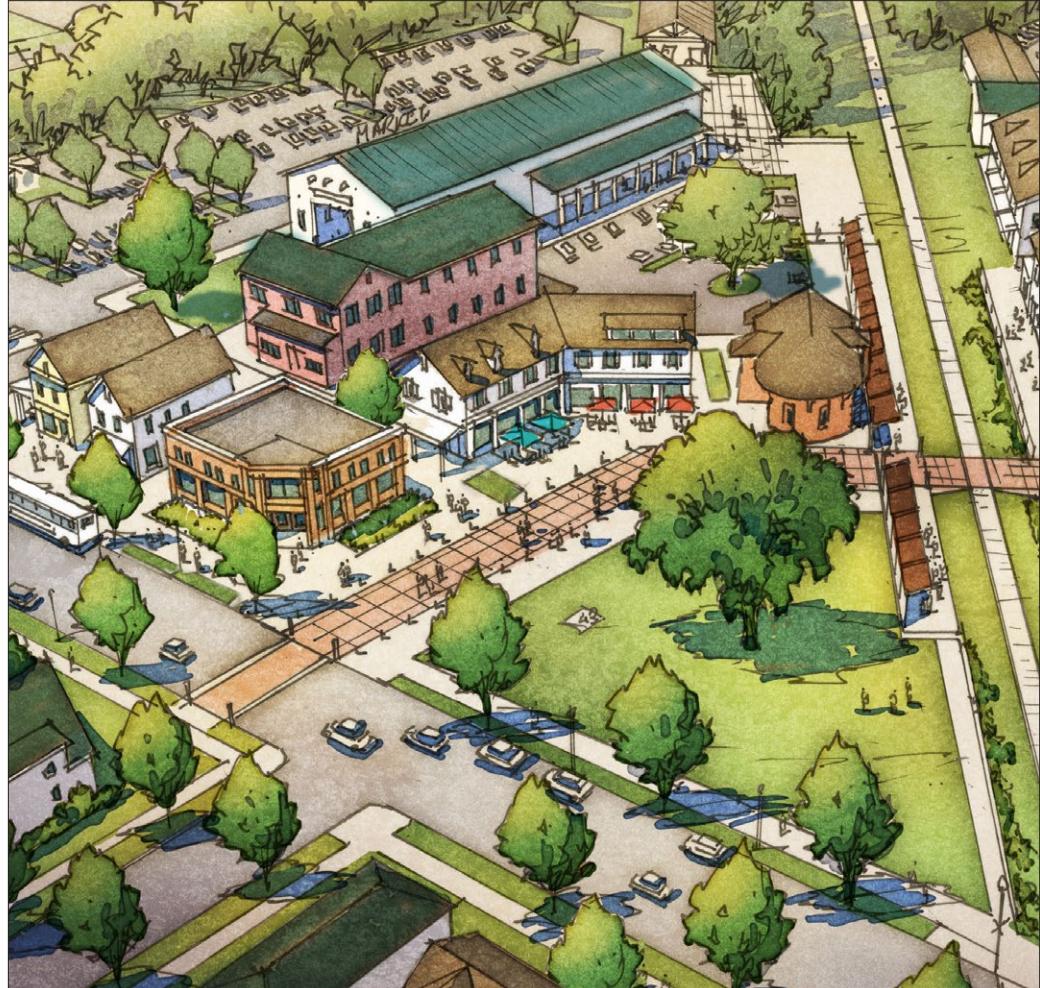


TABLE 6.E.3B BIKEWAY TYPES (CONT'D)



Riding Surface Width	8.0 min each way
Lane Marking	Blue lines
Buffer	2 ft min, painted buffer
Movement	With traffic or contra-flow
Intersection Detailing	Signed, Bicycle Box, Pop-a-track
Bicycle Parking	Pack, bicycle shelter, bicycle station

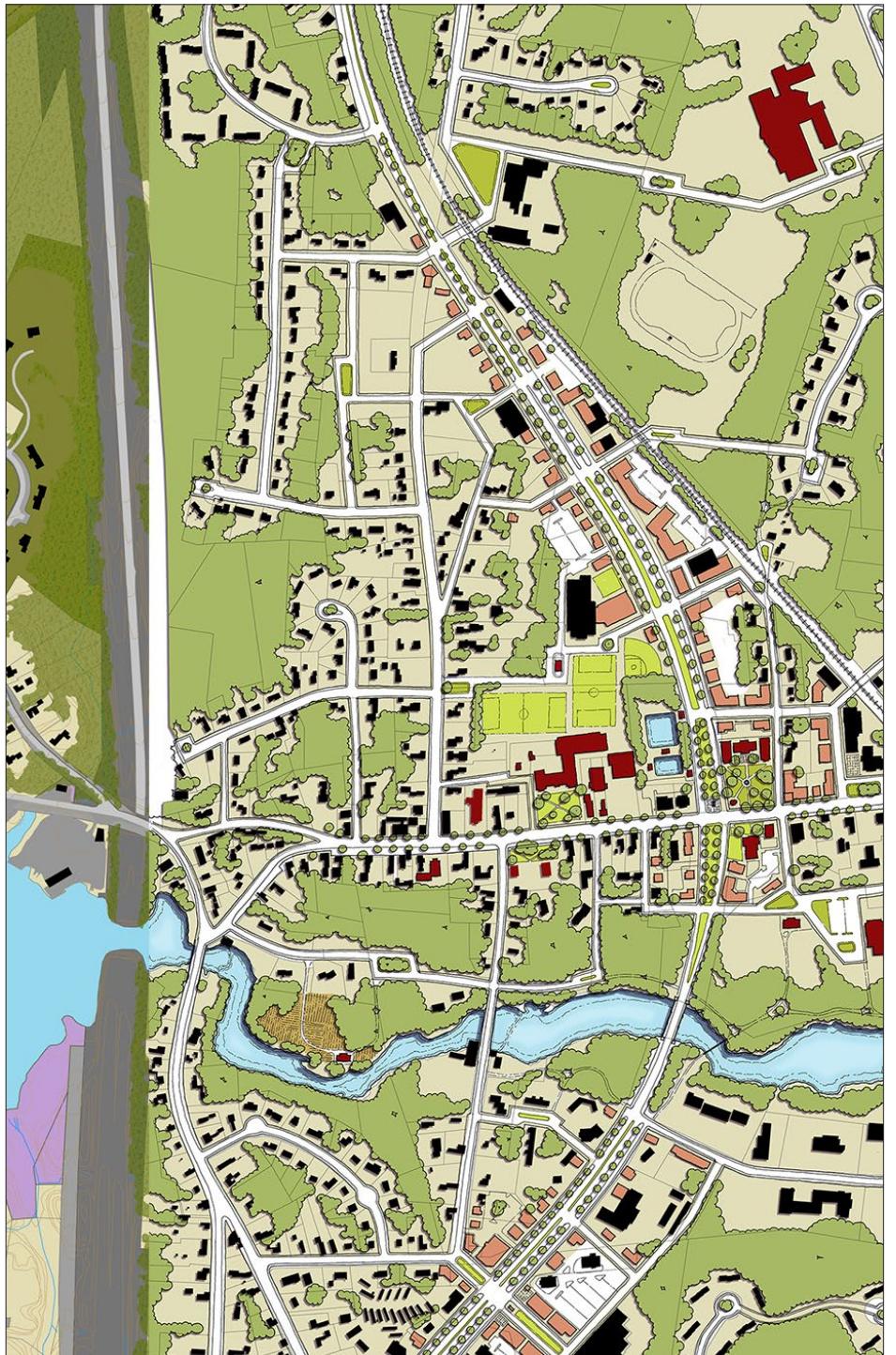


TABLE 6.E.3C BIKEWAY TYPES (CONT'D)



Riding Surface Width	Same as vehicular lane
Lane Marking	Shared Lane Marking
Buffer	None
Movement	With traffic
Intersection Detailing	Signed
Bicycle Parking	Opportunist, rack, bicycle shelter





QUALIFICATIONS

SIMILAR PROJECTS //



Land Use Code Update

MANCHESTER, NEW HAMPSHIRE

Following the adoption of the City of Manchester Master Plan in August 2021, which was written and designed by TPUDC, the City followed the Master Plan's recommendation to update its Zoning Ordinance and hired TPUDC to create a regulatory document that is simple, visually appealing, and stems from community feedback.

TPUDC initiated the project with an in-person Community Kick-Off Meeting in December 2021, followed by a two-day Code-a-Palooza in March 2022 to gather additional public input and inform Manchester residents on the project. The Code-a-Palooza involved an open studio on both days, three focus meetings (streets and connectivity; sustainability; character and housing), and a closing presentation on the second night. Every meeting and the closing presentation were broadcasted on Manchester Public Television. Vibrant print and social media marketing materials were created by TPUDC for all events to draw people in.

Shortly after the Code-a-Palooza wrapped up and all feedback was compiled, TPUDC created the Client Draft Land Use Code for City Staff comments. The project is currently in the next phase, which is to revise the draft based on Staff feedback. It is anticipated that the Final Draft will be completed in the Fall of 2023.

MANCHESTER LAND USE CODE CODE-A-PALOOZA™



WHAT'S A CODE-A-PALOOZA ?

\(code-uh-puh-loo-zuh\).

A Code-a-Palooza is an intense, participatory design, and public input process where you are invited to work directly with your neighbors, fellow business owners and a multidisciplinary consulting team. The entire process is open to the public. So please join us as we work together to prepare a Land Use Code that will protect and enhance Manchester and set a clear vision for the future.



LOCATION

Spotlight Room
95 Hanover St, Manchester, NH 03101



BROADCAST

Broadcasted on Manchester Public
Television (Ch. 22)

MARCH 7TH & 8TH CODE-A-PALOOZA SCHEDULE

Monday, March 7, 2022

9:00am - 8:00pm
Open Studio (Open to public)

12:00pm - 1:00pm

Focus Meeting #1 (Streets and Connectivity)

6:00pm - 7:00pm

Focus Meeting #2 (Sustainability)

Tuesday, March 8, 2022

9:00am - 3:00pm

Open Studio (Open to public)

12:00pm - 1:00pm

Focus Meeting #3 (Character and Housing)

6:00pm - 7:00pm

Closing Presentation

Contact us at
LUC@manchesternh.gov

For more information, visit the project website at
Manchesternh.gov/LandUseCode



CityofManchesterNH



Manchester_NH

PROJECT DETAILS //

Size Entire-City
Status In Progress
Type Hybrid Form-Based Code
Timeline December 2021 - Present
Reference Jeffrey Belanger
Planning & Community Development
Director
P: (603) 624-6450
E: jbelaenger@manchesternh.gov



QUALIFICATIONS

SIMILAR PROJECTS //



Zoning Update, Build-Out Analysis & SEQRA PORT CHESTER, NEW YORK

The Village of Port Chester hired TPUDC to conduct a Village-wide zoning update that includes an in-depth zoning diagnosis, an update of the existing code that incorporates form-based code elements, specific area planning, build-out analysis and SEQRA.

TPUDC worked with the Village to brand the project "Plan The Port," and to develop a logo and marketing material, including content in Spanish for Port Chester's large Latino population. An eight-day Planapalooza was conducted in March 2018, during which TPUDC worked to create plans and illustrations for several of Port Chester's future redevelopment areas, and to develop the updated zoning code.

PROJECT DETAILS //

Size	Entire Village
Status	Adopted
Type	Form-Based Code
Timeline	January 2018 - May 2020
Reference	Eric Zamft, Former Director Department of Planning & Economic Development 222 Grace Church Street Port Chester, NY 10573 t: (914) 937-6780; e: ezamft@PortChesterNY.com



TABLE OF CONTENTS

PREAMBLE

1 - WHAT IS A CHARACTER-BASED ZONING CODE? P2

2 - CHARACTER DISTRICTS: THE FRAMEWORK FOR THE PORT CHESTER ZONING CODE P2

3 - CHARTING A ROAD TO INTEGRATION FOR THE CODE P3

4 - PLAN THE PORT VILLAGE ZONING CODE REVISION PROJECT P3

5 - THE PORT CHESTER CHARACTER DISTRICTS P4

6 - ORGANIZATION OF THE VILLAGE ZONING CODE P5

ARTICLE 1: GENERAL

SECTION 345.101 EFFECTIVE DATE. 3

SECTION 345.102 SHORT TITLE. 3

SECTION 345.103 AUTHORITY. 3

SECTION 345.104 COMPREHENSIVE ZONING PLAN. 3

SECTION 345.105 PURPOSES, INTENT & OBJECTIVES. 3

 A. General. 3

 B. Other Purposes & Objectives. 5

SECTION 345.106 APPLICABILITY. 6

 A. General. 6

 B. Suspension. 6

 C. Exclusive & Mandatory. 6

SECTION 345.107 PLANS UNDER THIS CHAPTER. 6

 A. Building & Lot Plans. 6

 B. Site Plans. 6

 C. Development Parcel Plans. 6

 D. Zoning Map. 7

 E. Sign Plan. 7

SECTION 345.108 RELATIONSHIP TO PRIVATE COVENANTS & AGREEMENTS. 7

 A. Effect of Chapter. 7

 B. No Encroachment. 7

ARTICLE 4: BUILDING AND LOT PLANS & STANDARDS

COMMON YARD TABLE 345.405.G-1 PRIVATE FRONTAGE TYPES

Permitted Districts
CD-3 | CD-4

A planted Frontage wherein the Façade is set back substantially from the Frontage Line, and the Front Yard so created remains unfenced and is visually continuous with Adjacent yards, supporting a common landscape.

The diagram shows a house with a large front yard, labeled 'CD-3' and 'CD-4'. Below are four photographs of residential streets with houses and yards, illustrating the 'common landscape' concept.

ARTICLE 4: BUILDING AND LOT PLANS & STANDARDS

FENCE

TABLE 345.405.G.1 PRIVATE FRONTAGE TYPES

Permitted Districts

CD 3 | CD 4

A Frontage wherein the Façade is set back from the Frontage Line, and the Front Yard so created is separated from the Public Frontage by a Fence.

The diagram shows a house with a front porch and a fence separating the private frontage (the area between the fence and the frontage line) from the public frontage. Below the diagram are five photographs of houses in different styles, each with a white fence separating the private frontage from the public street.

©2020 Town Planning & Urban Design Collaborative LLC

VILLAGE OF PORT CHESTER, NEW YORK | CHAPTER 345 ZONING CODE

ARTICLE 4

ARTICLE 4: BUILDING AND LOT PLANS & STANDARDS

CD-5

TABLE 345.405.A-6 DISTRICT STANDARDS:
URBAN CENTER CHARACTER DISTRICT

Setbacks - Principal Building

Front Setback, Principal Frontage	0 ft. at corners; 0 ft. min; 15 ft. max elsewhere	
Front Setback, Secondary Frontage	0 ft. at corners; 0 ft. min; 15 ft. max elsewhere	
Side Setback	0 ft. min; 24 ft. max per side	

Rear Setback

	0 ft.	
--	-------	--

Setbacks - Accessory Building

Front Setback, Principal Frontage	40 ft. max from rear property line	
Side Setback	0 ft. min	
Rear Setback	3 ft. max	

Building Standards

Building Height*

Principal Bldg	2 Stories min; 6 Stories max
Accessory Building	2 Stories max

*Stories do not include Attics and Basements

Principal Building (continued)

Corner Height

First floor	must be a minimum of 11' with a maximum of 25 ft. from finished floor to finished ceiling. Floors above the first floor must be a minimum of 9' with a maximum of 11'. for Residential uses: a minimum of 11' with a maximum of 13' for Non-Residential uses, such as Business/Commercial, Office, Rental/Personal Service, or Lodging Use
-------------	--

Facade

Frontage	80% min.
----------	----------

Main Entrances	Must be in Facade of Principal Frontages, If Shopfront Frontage at corner, Main Entrance may be as Principal Frontage or at corner
----------------	--

Entrances	Entrances may be as Principal Frontage or at corner
-----------	---

Location of Building at Frontage	Parallel to Frontage Lines
----------------------------------	----------------------------

Facade	Parallel to straight Frontage Line or to corner of building if not a straight frontage
--------	--

Design Proportions	Proportions must be approximately on a simple ratio, i.e. rational (a ratio of whole numbers, such as 1/2, 1/3, 2/3, 4/3, etc.)
--------------------	---

Blank Walls	NP at Frontage
-------------	----------------

LEGEND
*Standard notations are utilized in this table.

30 VILLAGE OF PORT CHESTER, NEW YORK | CHAPTER 345 ZONING CODE

©2020 Town Planning & Urban Design Collaborative LLC

ARTICLE 4: BUILDING AND LOT PLANS & STANDARDS

CD-5

TABLE 345.405.A-6 DISTRICT STANDARDS: URBAN CENTER DISTRICT

Building Standards (continued)	
Façade Void Areas	20-40% of total Façade area, except for first Story of Shopfront Frontages, where it must be a 70% min.
Façade Openings	Windows and/or recessed ≥ 20 ft. apart, must be a minimum of vertical in proportion except Shopfront, Gallery and Arcade Frontages and except for transoms and pilasters, must be above 1st. Façade openings must be a 50% of total Façade area
Façade Glazing	20% of total Façade area for non-Shopfront, 30% of total Façade area, for Shopfront
Window Alignment	Upper floor windows and other features must be aligned with those of first floor

Building Standards (continued)	
Façade Articulation	Projecting elements ≥ 60 in width must be differentiated so that it appears to be comprised of two (2) or more Adjacent Buildings, by dividing such element into two (2) segments each of which: (1) includes a separate entrance and (2) differs from each of the other segments with respect to all of the following: (a) a change in shape, and height, including building rhythm, and pattern and width of windows, (b) a change of Building or cornice height, (c) a change in cornice details; (d) a change of wall material or wall color; (e) a change in trim courses and other horizontal elements; (f) a change in dormer or balcony design, if any, and (g) projecting or cantilevered pilasters, columns, or other Façade elements; and (h) is composed with a defined center and egression (see illustration to the below)
Façade Window Sill Height	If Residential: 5 ft. min above avg. grade at Façade. Shopfront Frontages: at knee wall
Shopfront Frontages	12'-24" knee wall required at Frontage
Decks	At Frontage

LEGEND:
Horizontal notations are utilized in this table.

Permitted

Required

Not Required

Façade Articulation (Illustration)

Façade Window Sill Height
If Residential: 5 ft. min above avg. grade at Façade. Shopfront Frontages: at knee wall

Shopfront Frontages
12'-24" knee wall required at Frontage

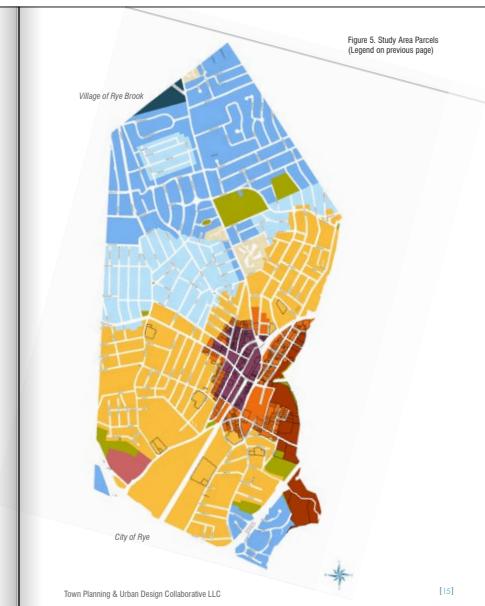
Decks
At Frontage

ARTICLE 4

©2020 Town Planning & Urban Design Collaborative LLC

VILLAGE OF PORT CHESTER, NEW YORK | CHAPTER 345 ZONING CODE 13

VILLAGE OF PORT CHESTER: BUILD-OUT ANALYSIS



QUALIFICATIONS



SIMILAR PROJECTS //

Master Plans & Form-Based Codes

PORTSMOUTH, NEW HAMPSHIRE

TPDUC was retained by the City of Portsmouth, New Hampshire to develop the City's first form-based code for the historic heart of the City and two adjacent districts. Widely considered one of the most quintessential downtowns in the region, which is facing increasing development pressure as part of the greater Boston market, the stakes were high for protecting the City's assets while allowing for appropriately scaled infill to restore gaps in the streetscape and keep the downtown strong. The master plan generated during the process as well as before and after renderings helped to build consensus around the new zoning approach.

Priorities of the corridor project included allowing appropriately scaled infill to restore gaps in the streetscape while preserving each area's unique character, improving connectivity and focusing on safe alternative transportation networks.

PROJECT DETAILS //

Size 80 acres (Downtown)

Status Phase 1 Approved, Phase 2 Complete

Type Corridor Master Plan, Historic Preservation, Infill, Form-Based Code

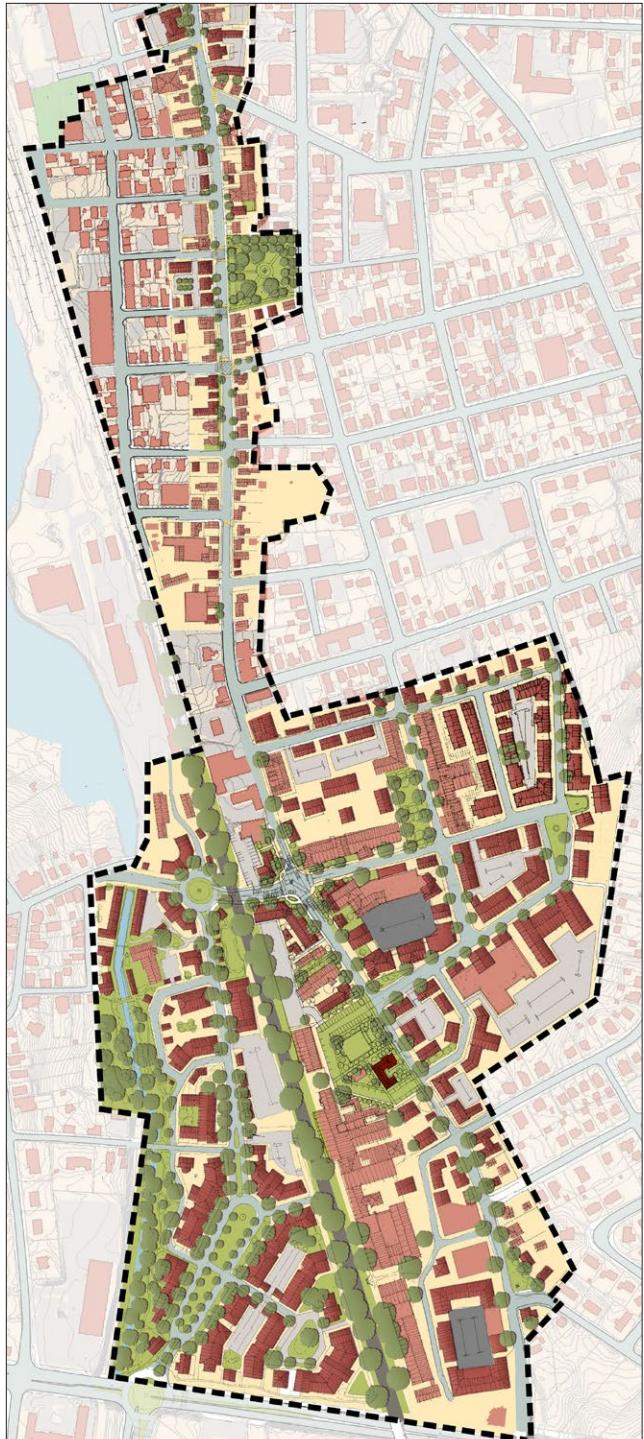
Timeline 2013-2015

Reference Nicholas Cracknell
Principal Planner, City of Portsmouth

t: (978) 270-4789

e: njcracknell@cityofportsmouth.com





QUALIFICATIONS



SIMILAR PROJECTS //

Downtown & Waterfront Master Plan & Form-Based Code

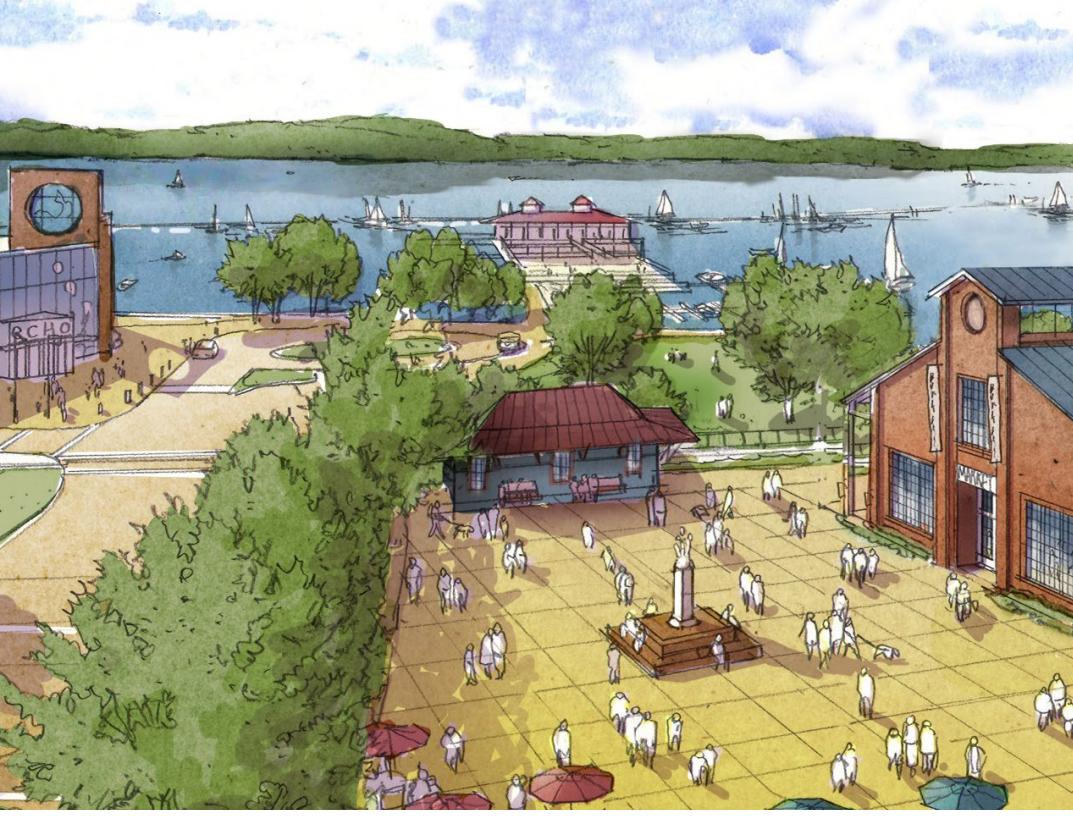
BURLINGTON, VERMONT

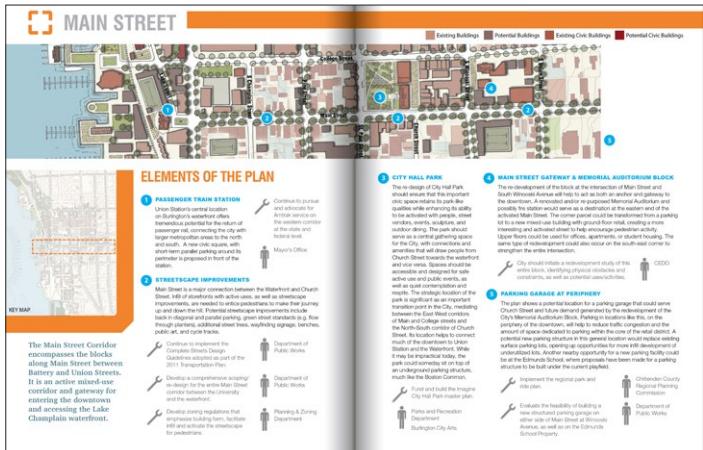
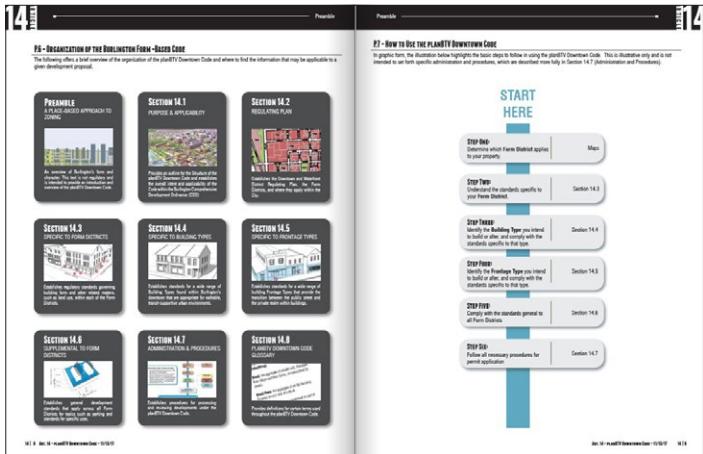
TPUDC was hired by the City of Burlington to develop a master plan for the downtown and waterfront as well as a form-based code to implement the vision. The project used a number of creative outreach methods to generate public involvement, including an art contest, a speaker series, targeted communication with key stakeholders groups, Facebook marketing, and other social media tools. The community engagement efforts culminated in a 7-day charrette during which the master plan was produced, working closely with the community and the City planning staff. The final document is a graphics-heavy "magazine" style plan that is already being implemented and has won multiple awards.

PROJECT DETAILS //

Size 58 Block and the Downtown Waterfront
Status Adopted
Type Downtown & Waterfront Redevelopment, Form-Based Code
Timeline 2011-2014
Reference David E. White, AICP, Director, Department of Planning & Zoning City of Burlington, VT
t: (802) 865-7194
e: dewhite@burlingtonvt.gov

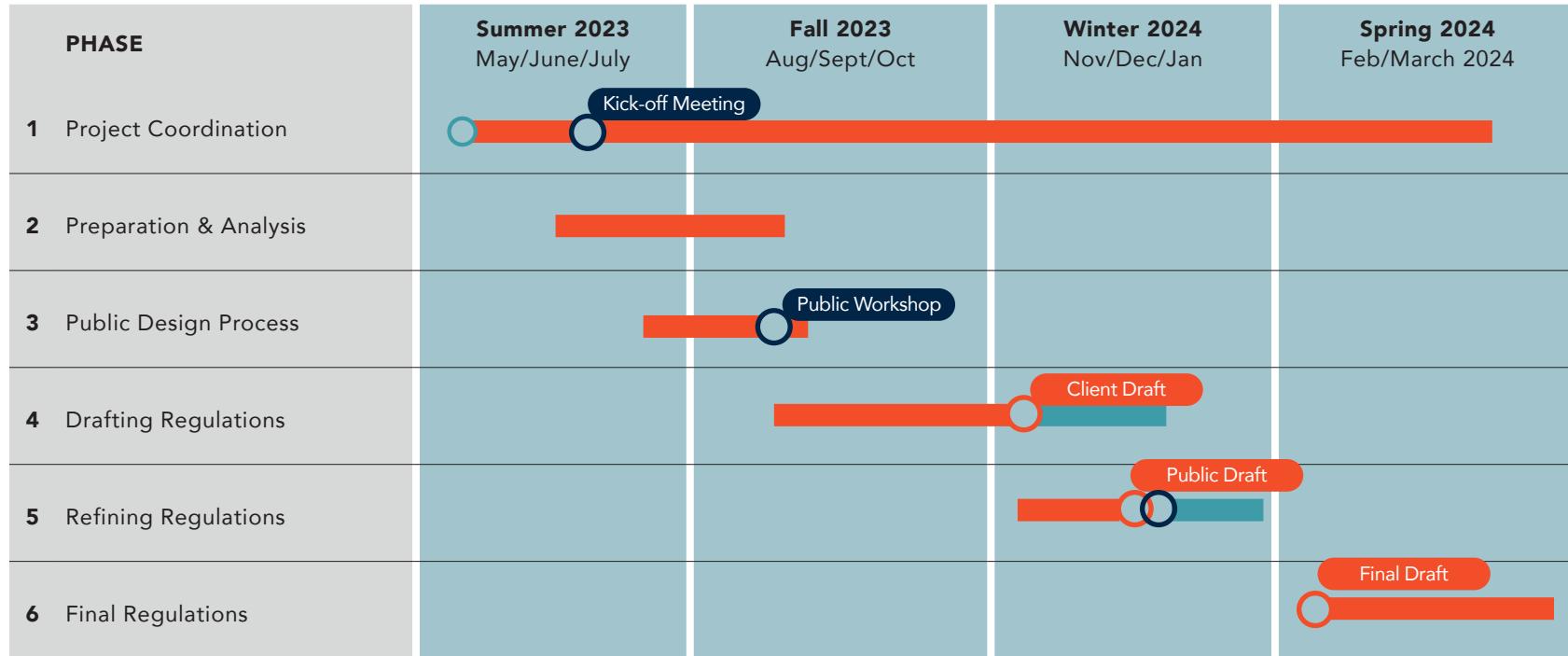
The PlanBTV Downtown & Waterfront Master Plan and the Form-Based Code have been included with this proposal.





SCHEDULE MATRIX

PROPOSED TIMELINE //



The following proposed timeline is based on the Project Approach described in the Scope of Services. We plan for the Design Charettes, Regulating Plan & Zoning Amendment to be completed in approximately 10 months. The timeline below assumes a start date in May 2023. The details of the timeline and Project milestones will need to be carefully considered in cooperation with the Client during preparation of a detailed Scope of Services.

LEGEND

-  Public Event
-  Client Meeting
-  Key Deliverable
-  Client/Public Review Period
-  General Project Timeline

PROJECT TASK

MILESTONES

The following tables identify major project tasks and milestones and their estimated completion date and associated team members

CODEAPALOOZA™ (DESIGN CHARRETTE)		
TASK	TEAM MEMBERS	COMPLETION DATE
3.1	Brian Wright Bill Wright Jessica Wilson Anna Underwood Gorica Zivak JJ Zanetta Sabrina Below	8/2023
3.2	Brian Wright Bill Wright Anna Underwood	8/2023

FINAL DRAFT REGULATIONS		
TASK	TEAM MEMBERS	COMPLETION DATE
6.1	Anna Underwood Anna Zendt	2/2023
6.2	Brian Wright Bill Wright	3/2023

CLIENT & PUBLIC DRAFT REGULATIONS		
TASK	TEAM MEMBERS	COMPLETION DATE
4.1	Brian Wright Bill Wright Anna Underwood Anna Zendt	10/2023
4.3	Brian Wright Bill Wright Anna Underwood	11/2023
5.2	Brian Wright Bill Wright Anna Underwood Anna Zendt Gorica Zivak	12/2024
5.3	Brian Wright Bill Wright Anna Underwood	1/2024