



PROJECT SCOPE

Project Initiation and Planning

The preliminary meeting with the client forms the bedrock of our project's success. During this crucial stage, we engage in open dialogue to comprehensively establish project goals, ensuring a clear and shared vision. It is here that we identify the key stakeholders and community members whose input will be pivotal throughout the project, ensuring their voices are heard and integrated into our strategies. This collaborative approach allows us to define the project's scope, laying out the boundaries and objectives that will guide our efforts. By setting a strong framework in this initial phase, we create a roadmap that will lead us to the successful realization of the project's objectives.

Task 1. Meet with Berkshire Township administration and Trustees.

Task 2. Identification of stakeholder groups and finalize public participation plan.

Task 3. Confirm project schedule.

Evaluation of Zoning Overlay Districts

Our comprehensive review of the existing zoning overlay districts is a meticulous examination aimed at ensuring their alignment with the Township's evolving needs and goals. We delve into an in-depth analysis to gauge their effectiveness in promoting the desired land uses within the community, carefully assessing their success in achieving these objectives. Simultaneously, we identify any challenges or inconsistencies that may hinder the districts from fully realizing their potential. This thorough evaluation provides a robust foundation for pinpointing areas for improvement, ultimately enhancing the functionality and success of our zoning overlay districts to better serve the community. By focusing on these key aspects, we aim to lay the groundwork for a zoning framework that is both responsive to the Township's needs and capable of fostering responsible growth and development.

Task 4. Conduct evaluation of current zoning overlay districts.

Creation of a New Zoning Overlay District

Our commitment to this project extends to the creation of a strategic plan for the development of a new zoning overlay district. This plan, meticulously crafted, will serve as the blueprint for a dynamic and forward-thinking district that captures future commercial tax revenue and aligns with the Township's vision for responsible growth. Additionally, we will draft a comprehensive zoning code specifically tailored to the proposed district, ensuring it meets the unique needs of the community. This will include the mapping and classification of the new overlay area, designed to optimize land use and development. Our strategy also extends to recommending permitted uses and design guidelines that foster a vibrant and harmonious environment, catering to the Township's long-term vision while preserving its distinctive character. Through this strategic approach, we aim to create a zoning framework that promotes sustainable development and supports the Township's economic and aesthetic aspirations.

Task 5. Create new zoning overlay.

Task 6. Investigate economic development tools and programs for inclusion in, or in addition to, the zoning overlay.

Gateway and Placemaking Program

A core element of our project involves the thoughtful design and development of a visually appealing gateway program that will be a hallmark of Berkshire Township. We are committed to integrating placemaking elements along the identified corridor, enhancing its visual appeal, and creating a welcoming atmosphere. Our recommendations span a wide spectrum, from infrastructure improvements that enhance functionality, to landscaping that brings greenery and beauty to the area, and signage that ensures clear direction and a sense of identity. Moreover, our proposal includes the incorporation of public art, pedestrian-friendly amenities, and unique community identity features to create a vibrant and memorable gateway. By addressing these critical aspects, our approach is not only about aesthetics but also about fostering a strong sense of place that resonates with the community and visitors alike.

Task 7. Meet with Township administration and Trustees to determine initial ideas of Gateway District.

Task 8. Conduct stakeholder group interviews and public meetings.

Task 9. Preparation of exhibits and visuals.

Robust Community Engagement

Community outreach planning and strategy development are at the heart of our project's success. We understand the importance of transparent and inclusive engagement, and thus, we meticulously plan and develop strategies to involve the community throughout the entire process. This begins with organizing a series of public meetings, workshops, and stakeholder consultations that provide platforms for residents, businesses, and other interested parties to voice their thoughts and concerns. These gatherings serve as critical avenues for us to hear and understand the perspectives of those who live and work in the Township.

Gathering public input on the evaluation of zoning overlay districts is a pivotal part of our strategy. We believe that the community's insights are invaluable in assessing the effectiveness of existing zoning regulations and identifying areas that may require improvement. By soliciting public feedback and involving the community in this decision-making process, we aim to create zoning districts that truly reflect the Township's unique character and meet its evolving needs.

Furthermore, our engagement extends beyond the zoning overlay districts. We are equally dedicated to involving the community in the development of the new zoning district and the placemaking program. This means not only seeking input but actively collecting feedback to ensure that the new district and the placemaking features align with the Township's vision and are met with enthusiasm from the community. In essence, our approach revolves around active engagement, open dialogue, and the collaborative spirit of the Township's residents and stakeholders, guaranteeing that the project truly serves their best interests and aspirations.

Task 10. Conduct a series of four (4) public meetings and six (6) stakeholder meetings. Create summary reports for each.

Task 11. Develop project website for public consumption.

Task 12. Create, implement, and monitor social media messaging campaign.

Data Collection and Analysis

Our project is founded on rigorous data gathering, encompassing an in-depth analysis of current land use and zoning, along with comprehensive surveys, interviews, and focus groups to capture a wide spectrum of community perspectives. We meticulously analyze public feedback to integrate it seamlessly into our project recommendations, ensuring that the community's ideas and concerns are central to our decision-making process. Additionally, we conduct comparative studies of successful zoning and placemaking programs to draw upon best practices. This data-driven, community-focused approach guarantees that our recommendations are both informed by data and deeply rooted in the unique aspirations and needs of Berkshire Township.

Task 13. Gather existing GIS data including parcel, zoning, and other Berkshire Township pertinent data.
Task 14. Compile public meeting and stakeholder comments.

Graphics and Visualization

Our commitment to effective communication and engagement is epitomized through the development of compelling visual representations. This includes creating maps, renderings, and graphics that vividly showcase the proposed changes, making them easily comprehensible and engaging for the community. Moreover, we place a strong emphasis on designing promotional materials that are not only informative but also aesthetically appealing, ensuring that the community is well-informed and inspired to actively participate in the process. These visual tools serve as essential instruments to convey our vision, enhancing transparency and fostering community involvement in shaping the future of Berkshire Township.

Task 15. Creating maps, renderings, and graphics for the project.

Final Recommendations and Reporting

Our commitment to a comprehensive and transparent process culminates in the presentation of final recommendations for the zoning overlay districts. These recommendations represent the culmination of rigorous research and collaborative efforts. They are meticulously crafted to strike a balance between the preservation of Berkshire Township's unique character and the promotion of responsible growth and development. The presentation also includes detailed reports, offering a comprehensive overview of the creation of the new district and placemaking program. These reports not only shed light on the strategic decisions behind our proposals but also serve as a testament to our dedication to thorough planning and vision implementation.

Furthermore, our presentation encapsulates the spirit of community and stakeholder involvement. We provide summarized documentation of the invaluable input we've gathered throughout the project. The voices and perspectives of the community and stakeholders are at the forefront, ensuring that the recommendations are reflective of the Township's collective vision. Additionally, we emphasize the importance of transparency by offering a clear and well-founded rationale for all proposed changes and actions. Our goal is to convey that each decision is rooted in thoughtful analysis and aligns with the shared vision of a thriving and vibrant Berkshire Township.

Task 16. Provide draft for review to Berkshire Township.

Task 17. Present final report to Berkshire Township Board of Trustees.

Conclusion and Deliverables

Our project proposal places a strong emphasis on accountability and community engagement. As such, upon the project's completion, we will provide a comprehensive summary of key outcomes and project achievements. This will serve as a testament to our commitment to delivering tangible results that align with the Township's vision for responsible growth and community well-being. In terms of final deliverables, our package will encompass detailed reports, visually compelling graphics, well-considered recommendations, and succinct community engagement summaries. We believe that transparency and communication are integral to success, and these deliverables will provide a roadmap for the Township's future development. Furthermore, we will offer recommendations for continued community involvement and effective zoning management. Our goal is to foster an ongoing partnership with the Township, ensuring that its residents and stakeholders remain actively engaged in shaping the community's future, reflecting the shared values that have underpinned this project from its inception.

Task 18. Provide comprehensive document containing supporting documents from all project tasks.

Task 19. Provide draft zoning resolution overlay revisions and/or new zoning overlay documents.