



Olympic Village Concept Study - Scope of Work

BACKGROUND

The Town of Falmouth (Town) has requested assistance from the Cape Cod Commission (Commission) to help facilitate the ongoing discussions about the future use of a 31-acre piece of property located on Route 151 (Nathan Ellis Highway) in North Falmouth, and to help the Town develop land use alternatives. The project is sponsored by the Falmouth Board of Selectmen who is seeking guidance on the economic development opportunities at the site and the viability of alternate land use proposals.

The viability of the future use of the 31-acre site is related to the long-term vision for the surrounding area and its relationship to surrounding uses both now and in the future. The Town has a key interest in the future development of this site, retaining a right of first refusal for any future disposition of this property. With this in mind, the project is intended to focus on establishing community consensus for options for the 31-acre site.

The study will focus on the 31-acre site and will explore community objectives in the wider context of the North Falmouth area. Figure 1 shows the general area of study, and the 31-acre parcel will be the main focus of this visioning and consensus building process.

31-ACRE SITE

The 31-acre property is currently owned by CLSV (Developer), with interior parcels owned by the Town and two private property owners. The property is zoned Agricultural that permits residential and agricultural uses as well as a limited number of non-residential uses by Special Permit. Seven acres are zoned “Senior Care Retirement District, which allows multi-family assisted living units and related accessory uses. The property



is currently wooded and located near the intersection of Route 151 and the ramps to Route 28.

The Town has created an informal ‘initial stakeholder group’ called the “31-Acre Working Group” (Working Group) that includes representatives of The EDIC, Office of the Town Manager, 2 members of the Board of Selectmen, Planning Staff and Owner. The group has identified public and private goals for this site as follows:

Public Goals

The Town’s goal is to promote a healthy sustainable economy attractive to all age groups but particularly to young families. The goal for this property is to create a regional/local amenity for the use of the residents of Falmouth and attractive to visitors. The Planning Board has discussed how to create an environment where the concept of an “Olympic Village” can be successful, bringing youth soccer, hockey (tournament overnight stays), lacrosse, basketball and aquatics together to provide year round activities for all age groups. We envision a relationship with Cape Cod Healthcare to provide space for wellness and therapy programs. Accessory uses will include related accommodations, commercial and retail support.

Private Goals

CLSV’s goal is to work with the Town of Falmouth to create a development climate to attract private investment opportunities for 31 acres of land strategically located at the intersection of Route 151 and Route 28. The owners envision a mix of uses including commercial, recreation and residential uses which could include, as market determines is feasible, short term accommodations (hotel).

The Town seeks to retain the Commission to:

- Develop and lead a series of workshops and facilitate discussion among stakeholders and citizens at those workshops on the vision for the 31-acre site.



- To gather and review relevant information (such as information on existing infrastructure (traffic counts, safety, wastewater treatment options) and existing land use) for the consideration of the workshop participants.
- Using scenario planning tools, and existing reports on recreational land use and hotel/motel accommodations, provide the Town with estimates of private sector return on investment and site development considerations for each land use alternative.
- Complete a survey of community members on potential land use alternatives.
- Provide visualizations of alternatives under consideration by the working group.

PROJECT REPORTING AND COORDINATION

Primary contacts for the Town will be the Town Manager or designee. Project Coordinator for the Commission will be Sharon Rooney, Chief Planner, or alternate as designated by the Deputy Director. The Project Coordinator will present alternatives, findings and reports. The Project Coordinator will report directly to the Town Manager or designee throughout the term of the contract, and the Project Coordinator will provide the Town Manager or designee with regular updates of the work completed under the scope of work via email.

Throughout the course of the work, the Town will be responsible for posting information concerning the project to the town's website, including relevant documents and illustrations, reports and minutes to assist in the public outreach effort. The Town will also respond to questions and comments raised by the public.

Materials generated for the project by the Commission will be presented at public workshops and will be available for distribution by the Town following those public presentations.



TASK 1 – PROJECT INITIATION/APPROACH

The Commission will meet with the Working Group to discuss project goals, issues of concern, constraints, opportunities and past experiences/efforts in order for the Commission to understand the context for development of this area and site.

The Commission and Town will identify stakeholders and the schedule for public meetings during this effort. The Town will coordinate meeting space, complete advertising and public outreach, including establishing a website and appropriate notices for the project workshops.

The Town and Commission will discuss and identify preferred strategies for public involvement, including workshops, neighborhood meetings, and/or web to encourage public participation. Any changes to the study area shown in Figure 1 will be established at this meeting. The Commission will produce a final base map of the study area, showing its boundaries and limits.

At the project initiation meeting, the Commission and Town will confirm whether the timeframe for completing the project allows for three workshops to be conducted. The parties may agree to condense the workshops into two provided the integrity of the project is maintained.

DELIVERABLES

1. Meeting with town officials to understand context
 - Confirm strategies for public involvement and workshops
 - Schedule of workshops and appropriate deadlines
 - Map of Study Area limits



TASK 2 – COLLECT AND ANALYZE EXISTING DATA, PLANS, AND PROPOSALS

The Commission will conduct site visits of the site and surrounding area to photograph and gather initial impressions of the site and its surroundings.

The Commission will review the Local Comprehensive Plan and Zoning to determine the consistency of the project goals with these local plans. The Town will provide any additional studies relevant to the area, including wastewater plans, transportation plans or other feasibility analysis previously conducted. The Commission will also conduct an initial assessment of relevant Regional Policy Plan issues within the study area, such as land use, natural resources, water resources and transportation.

The Commission will compile maps of the vicinity that include existing land use and zoning, building coverage (if available), environmental resource information (including wetlands, sensitive habitat, wellhead protection areas, etc.), transportation infrastructure and safety, using existing data sources. The Town will provide data necessary for completion of this task as needed, including past reports, GIS data-layers, etc.

DELIVERABLES

- Maps and photos illustrating existing conditions, environmental resources, issues and opportunities
- Summary of LCP/Zoning Review
- Analysis of issues relevant to the RPP

TASK 3 – COMMUNITY POLL

The Commission will create a poll for distribution to the public in Falmouth concerning the vision for the site and attitudes towards the kind of facility described in the Working Group goals at this location. The purpose of this poll is to understand community support for development in this location early in the process.



The Commission will establish a series of questions (8-10) to gather this input via an online poll. The Commission will provide these draft questions to the Town for its edits within two weeks of Task 1 completion.

The Town will gather comments and provide suggested edits to the Commission on the questions within no more than ten (10) working days of receiving the draft questions. Questions will then be modified as needed and set up in an online polling format. The Town will then advertise the availability of the ‘opinion poll’ through email contacts, newspaper and social media. The poll will be available to the public for a minimum of two weeks before closing. Following the close of the online poll, the Commission will gather information and summarize the findings in a report to the Town (2 weeks from close of survey).

DELIVERABLES

- Draft poll questions
- Online opinion poll
- Report summarizing responses

TASK 4 – DEVELOP ALTERNATIVES/CONDUCT PLANNING WORKSHOPS

The Commission will coordinate with the Town to plan and facilitate public workshops to gather public comment from stakeholders, town officials and a wide array of citizens, business, property owners and other interest groups.

The Town will develop a mailing and distribution list for meeting notices to interested parties, and will be responsible for advertising the workshops as appropriate.

Details of the schedule and content of the workshops will be finalized at the initial project meeting (Task 1), and may be modified during the course of the project. However, conceptually, the workshops will progress as follows:



1. Workshop 1 will consist of an overview of the resources of the site and surroundings and initial thoughts and ideas from participants about their vision for the site and constraints and opportunities.
2. Workshop 2 will involve reporting back on the results of Workshop 1 and the community poll conducted under Task 3, and a presentation (with feedback from participants) about possible land use alternatives for consideration based on ideas received so far and analysis by the Commission. This will include a summary of the potential benefits/impacts of each alternative and conceptual site plans.
3. Workshop 3 will present a more refined vision for the site based on discussion in previous workshops and the opinion poll, with accompanying visualizations of land use alternatives. These visualizations will be limited to sketches and plans for the purposes of communicating ideas and concepts. Visualizations will not be appropriate for construction or estimating purposes and will not be used for private marketing purposes.

The Commission will provide handouts, displays and other meeting materials needed for all public workshops. The Commission will facilitate group discussions to gather feedback from the participants.

The workshops will be facilitated by Commission staff, who with the Town Manager or designee will determine the content necessary for the discussions planned. The Project Coordinator will review the presentation content and materials with the Town Manager prior to the meeting. It is assumed that the workshop participants will not need to vote. The Town will be responsible for posting any meetings of any public body that may be present with a quorum of its members. The workshops will be publicized and members of the public will be allowed to comment and participate.

Illustrations presented at these workshops will be sufficient to communicate ideas and concepts, but the type of visualization used will be dependent on the time available and schedule. Any illustrations or graphics generated by the Commission for this project will be available to the Town for their use, but are not to be used by any private entity (including the property owner) for marketing purposes.



DELIVERABLES

- Prepare, present and facilitate workshops
- Conceptual plans of alternatives, and opportunities/constraints
- Visualizations of alternative development scenarios

TASK 5 – ASSESS FEASIBILITY OF LAND USE ALTERNATIVES

Understanding that the Commission does not have expertise in market research or financial feasibility analysis, the Commission can provide estimates for private sector return on investment by building type based on data compiled from local and national sources and used in the Envision Tomorrow scenario model specific to this region and owned by the Commission. The Regional Market Analysis completed in 2013 for the Commission will provide additional information on expected demand for different retail uses in the area. Commission staff will present the findings from the analysis to the Working Group for its consideration following the last of the three workshops.

DELIVERABLES

- PPT presentation on estimated ROI and site development considerations for each alternative
- Meeting with Working Group/Town to present analysis

TASK 6 - PREPARE FINAL CONCEPT PLANS AND REPORT

The Commission will prepare a final report that includes a summary of the process, input received, conceptual plans, and the Commission's evaluation. Commission staff will present the final report to a joint meeting of the Planning Board and the Board of Selectmen.



DELIVERABLES

- Final report with findings
- Conceptual plans and visualizations
- Joint Presentation to the Planning Board and Board of Selectmen

MEETINGS

Total number of public meetings:

- Up to three (3) public workshops
- One (1) meeting with Board of Selectmen and Planning Board (jointly)
- Up to two (2) meetings with Town staff and/or Working Group at the discretion of the Town. Includes the Project Initiation meeting

TIMEFRAME

WEEK	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Task 1 – Initiation	*																	
Task 2 – Data Analysis/gathering																		
Task 3 – Poll																		
Task 4 – Develop Alternatives/Conduct Workshops (numbers indicate workshop)							1			2			3					
Task 5 – Assess Feasibility of Land Use Alternatives																		
Task 6 – Final concept plans/ report																*		*

*required meetings



CAPE COD
COMMISSION

SCHEDULE

18 weeks from the start of the contract.

Approximately June 1, 2015 through October 10, 2015

PROJECT TEAM

Project Coordinator: Sharon Rooney, AICP, Chief Planner

Garry Meus, Planner II

Leslie Richardson, Chief Economic Development Officer

Phil Dascombe, Community Design Manager

Steve Tupper, Technical Services Planner

Tom Cambareri, Watershed Management Director

Monica Mejia, Hydrologist

Heather McElroy, Natural Resources Specialist

Anne Reynolds, GIS Director