

Master Plan Steering Committee

Monday, June 6, 2023

1pm-2pm

Rye Town Hall

***Members Present:* Chair Rob Wright, Rob Patten, Kathryn Garcia, Joe Persechino, Ann Fox, Howie Lazeroich, Gregg Mikolaities and ad-hoc member Pat Losik, Planning Administrator, Kimberly Reed; Land Use Assistant, Kara Campbell**

***Also Present:* Maggie Kelly-Boyd, FB Environmental Associates; Steven Whitman, Resilience Planning & Design and Jenn Rowden, RPC.**

[Stream Video - Town Hall Streams](#)

Call to Order

Chair Wright thanks everyone in attendance and he would like the consultants to drive the kickoff meeting with Resilience Meeting first with the Master Plan then FB Environmental for the Build Out. May interlace them or take them separately.

Mr. Whitman today is a work session still trying to finalize the contract. Happy next steps. Overview of the scope of work and how to coordinate as a team.

Chair Wright asks about chart.

Mr. Whitman talks about timeline, level of flexibility your proposal, best guess anticipate June 2023 to December 2024.

Chair Wright explains statutory timelines with elections and time to get things on the ballot.

Mr. Whitman says task 1 is the least interesting task but most important how to communicate, these meetings. Only 4 tasks.

Ms. Reed speaks to process of streamline all communication through Ms. Reed, staff and she will forward and be centralized.

Chair Wright talks about standing meeting first Tuesday of each month at 1pm except for July which is the 4th so the meeting will be July 11th at 1pm.

Mr. Whitman is okay with standing meetings.

Mr. Mikolaities stated he wanted purpose; he hates to meet for the sake of meeting no need to meet to just check a box.

Mr. Whitman says in July bring back and start Task II existing conditions and some things we can coordinate with Kim. At July meeting jump into discussion of a couple of topics. Task II

existing conditions is a lot of background understanding, traditional topics in master plan, chance to look at data and look and bring into one place. In 2023 this is what we know about housing, transportation, etc. ... typically these 5 month and all of us has tasks. Each monthly meeting is informative and asks you some questions as we lead into these topics. Existing Conditions end of fall, any more outreach and serves as your appendix. 1-2 topics per month and you have 8 topics.

Chair Wright talks about context integrated and seamless, all parts of the Town, Town website, Town civic web design, like to hear it.

Ms. Garcia thought of going to organizational structure, assuming part of this, master planning. Does the current employee structure serve the town with the growth we have now, growth projected where does that need to go. A very important piece for the town to function.

Chair Wright states it is adjacent to what he was talking about and related to planning.

Mr. Whitman help to articulate, maybe actions of the plan.

Ms. Rowden talks about how everyone get to the goal, comes out of some of the actions.

Chair Wright not in your scope of your contract what you are asked to do.

Mr. Whitman knows they are interrelated. Please know this is an 18month process, please trust the process. Trust the process. The third piece is outreach and education. Start talking about it today. Look at the work you have done so far. Line up timelines with Maggie and Jenn and build on the work already started. The outreach and engagement is a spreadsheet. How dovetail tasks and projects. The outreach and engagement work on draft plan next month. Intended working document as a spreadsheet.

Chair Wright mentions we like to see items a week in advance.

Mr. Whitman outreach have to use budget to limit where we can help you, typically big public meeting or series of meetings centered around topics.

Mr. Rowden talks about the housing survey a place to add your name. Can be a central repository for everything in one place.

Chair Wright likes all working together, social media and people find it easy to weigh in.

Mr. Persechino mentions Rye 400 in August 19th and perhaps we attend and have a table and think about it.

Chair Wright would like to not use our budget to have the consultation at the tables. Discuss what the content of the table.

Mr. Whitman if want something to share like a table then think there is a message you want to get out, we can create the banner, UR Code and message as long as it is clear.

Mr. Wright next meeting most compelling story. This is an opportunity to create awareness and invite people into the process, themes people may not be aware of.

Ms. Rowden if people know of other events may be other venues to get the word out, picnics, church events.

Chair Wright our homework clarify what we want to communicate and what to get back. What is our ASK, bring it back to our next meeting. What are we asking them to do and topic what we want people to do.

Mr. Lazeroich, what is the strongest message.

Chair Wright says someone is going to stop by and say what is this about, you will give them your 2-minute speech and they are going to say, "Why do I care?" and a good question answer why do you care, what troubles you or like in Rye. Bring starter questions.

Mr. Persechino asks Mr. Whitman what does he typically see as start off, kick off engagement material.

Mr. Whitman know what you want to communicate and sometimes a simple question. Flier, URL Code tell them meeting coming up. Announce what you are doing and building on the housing project.

Mr. Persechino asks if they are going to put together a website.

Chair Wright said it is not in their contract.

Ms. Rowden talks about the Future of Rye website and can load everything there and can be very accessible.

Chair Wright likes to make that a durable asset. Take top hits on housing survey and then distill heat map.

Ms. Losik page 11 project feedback form, taking about and morph into this. Contact place along the way.

Ms. Rowden the software we use can be embedded into existing website.

Chair Wright wants to make sure we do not exceed our scope but hopes others can build seamless experience.

Mr. Whitman task IV pulls it all together will come quickly. Maybe talk next steps after Maggie and Jenn.

Ms. Boyd hands out printed schedule, start June. Broad overview three phases of work, first is the baseline assessment then move into alternative scenarios what see for future, final report and presentation will bring it all together and presentation full planning board.

Ms. Boyd first phase GIS data collection, setbacks, zoning look at setbacks different zones then pull in other components, natural resources. This is all pulled into GIS database. Over next 2 months baseline build out report and description what we found. What will full build out look like and based on population changes what that will look like. X,Y, Z these lots can build ... Then the end of summer move into alternative scenarios components. Dovetail into the master plan.

Chair Wright mentions the NRI, build on that database?

Ms. Boyd build off that for natural resource constraints and overlays with town files, GIS analysis.

Chair Wright give back to us one beefed up data base with lots of layers.

Ms. Boyd roof together what feeds into the model and give back, history and future.

Chair Wright one data set turn layers on and off. First task, existing assumptions.

Ms. Boyd talks about assumptions with lots, could within current zoning and ordinances. Gathering pieces for variables and how efficient.

Ms. Fox asks if they will be giving us “What If” scenarios. Do we use this what if we don’t want it all built out.

Chair Wright, two competing hurdles for state, reasonable opportunities for workforce housing, then we have people saying we don’t want any more build out.

Ms. Fox, gives us two different scenarios.

Ms. Boyd highlight areas where to build, conserve, etc.

Chair Wright says that is baseline, then scenarios what we ask them to do like amend this or that ordinance and/or amend something that we get to pick, Do we get 2?

Ms. Boyd yes may pick 2 scenarios in two different directions we will come with lots of ideas, great discussion.

Ms. Rowden there is a mapping question on the survey where people want to see more density it may form a scenario.

Chair Wright some of the scenarios may need infrastructure. Water, sewer, we have ideas.

Ms. Boyd good to explore.

Chair Wright when thinking about scenarios what do we want to accomplish. Do towns pre-dispose and steer.

Ms. Boyd often density is the highest debate. Timeline, wonders if flexible to move out to have alternative scenarios discussion if you want this part of future land use discussion.

Ms. Reed push timeline into winter 2024.

Chair Wright were thinking about 2 chances alternate and choices. Should have good sense where want to drive that to.

Ms. Fox question is to be informed and make shoes decisions we would do outreach to inform people.

Chair Wright has done it already, Charette and what did in 2021 and current survey, have sense of that and this obligation to comply with state statute. If conflict provides reasonable and realistic and if we can't, big discussion for us.

Ms. Garcia pushes task of alternative tasks back to gather this type of information. Will there be outreach for build out work.

Ms. Boyd not in build out analysis but since working on existing land use and natural resources component with Steven Whitman, what we are doing will be tied into it. We have the NRI and housing can inform alternative scenarios.

Chair Wright thinks end up with fairly obvious cant do here because of this, density, these will be preferences.

Ms. Garcia wants us to be careful that we do not steer the bus.

Mr. Patten asks for clarity.

Chair Wright explains 2 options and gives examples.

Ms. Boyd states existing plus 2 different scenarios.

Ms. Losik asks how granular the scenarios will be. How granular does the natural resources and how granular on the other side.

Discussion about changes and level of granularity. Differences 100' 200' or 300' setbacks and town level at certain point it gets confusing, change can be so minute.

Mr. Persechino to Mr. Patten this is a learning curve for most of us and move into better information to make a decision.

Mr. Lazeroich says patience and flexibility.

Chair Wright takes Ms. Boyd up on offer to be more flexible.

Mr. Whitman says to get by task I and see the baseline, conversations about exiting conditions.

Ms. Rowden expected to have all of the housing engagement and reports of first report and second engagement done by this fall. The timing works out. Housing will be one of the scenarios will want to tackle for the build out.

Chair Wright asked if they have access of the visioning.

Ms. Rowden agrees she does have access.

Ms. Reed states that this is a wonderful committee and grateful to have everyone at this table on this committee and appreciates all the committee members and asks the consultants to be patient with us since it is a learning curve.

Mr. Whitman agrees and states that in the fall we will be inundated with data and thinks flexible and take Maggie's lead to be flexible with timeline and think about a winter outreach where we can ask questions or showcase the scenarios and ask questions to show future land use. Where is rye going, fuzzy map not a zoning map, such a tool.

Chair Wright to Maggie Kelly-Boyd, yes we would like to take you up on your offer to be flexible. Then Maggie talk about the last piece, alternative scenarios.

Ms. Boyd ask for final report and presentation to the full planning board, push in line with what ever change. Things to think about ready to hit the ground running.

Ms. Reed says she will work with the consultants.

Ms. Rowden share actively happening, the surveys and housing components. Survey going on through June 23rd. July 15th meeting with Long Range Planning Committee and will have draft. About 130 people so far and 30 signed up for further information. Outreach around September, no date yet. The housing needs assessment draft was presented in August. Hope for 300 recipients for survey if hit that date by June 23rd, if not keep open til June 30th.

Chair Wright 30% so far and updating push.

Ms. Rowden sent out another social media push. Has received rich comments.

Ms. Reed asks if anyone answers a question does it get captured or do they have to hit send.

Ms. Rowden explains it gets captured and at the end will check to make sure someone is not submitting many surveys. She lists places where surveys are posted.

Next Meeting July 11th at 1pm.

Motion to Adjourn.

Respectfully Submitted,
Kimberly Reed