

# McLoughlin Area Plan Phase II Comment Log 12/09/2011

## Discussion Agenda

This table represents the comments and input received in response to the October 26 draft of the MAP Phase II plan document for which the consultant team suggest further discussion is warranted. The McLoughlin Area Plan committee will review and consider these suggestions at the December 19, 2011 meeting.

Comment	Source	Suggested response or amendment from consultants	Incorporated in 12/09 draft?
<b>Existing Conditions</b>			
PG 14 and 15 – Market Analysis...To attract and support new commercial development and businesses, it will be necessary to increase the mean income of the study area above the current level. To achieve this, the focus must be on building housing that will appeal to income brackets which raise that median level.	William Wild	If edited, refer only to the importance of total income in a business district, "rooftops" no to increasing median level (ECONorthwest).	
<b>Planning Process</b>			
PG 18 - Make mention of Phase I committee	MAP Meeting notes	A thank you to the Phase I committee occurs on PG 4. Do we want to add committee member names to this?	
<b>Building on the MAP Vision</b>			
<b>Short Term Strategic Priorities</b>			
McLoughlin Boulevard Improvements			
Pg 39 - Re-word first paragraph in <i>Project: Construction Improved Pedestrian Crossings on McLoughlin Boulevard.</i>	Trish Nixon	Clarify intent with Ms. Nixon	
Neighborhood and Community Priorities			
PG 42 - Request from BFG to remove long term priority <i>Review and improve sign code to reduce glare, distraction and clutter</i> - concern that it is repetitive of <i>Stricter enforcement of existing sign ordinances.</i>	BFG	Suggest committee discussion	

PG 42- BFG would like to see <i>Update Comprehensive Housing Affordability Strategy and local housing plan</i> removed or the wording changed to take out mention of “affordability”. It could be changed to “Develop a local housing plan.” There is a concern from the business community about building more low-income housing.	BFG	Suggest committee discussion.
PG 42 - Remove <i>Identify and increase partnerships with non-profit housing development organizations.</i>	BFG	Suggest committee discussion
PG 42 - Fire protection in new construction (sprinklers) is more important and cost effective than providing new fire stations. (Kyle Gorman) re: <i>Help provide fire protection facilities such as waterlines, hydrants or stations</i>	Kyle Gorman	Suggest committee discussion
PG 42 - Move <i>Improve lighting at key intersections</i> from long term to short term 34% in polls at the public rollout	BFG	Suggest committee discussion
Two important analysis are SERIOUSLY missing in our planning:  1. A detailed summary of traffic incidents, whether involving pedestrians, bicyclists or vehicles. 2. Speed Surveys over the years, which would provide some insight into driver behavior. (Jim's comments about speed violators don't apply to me. I don't speed. If anything, I can be accused of not Moving to the Right that applies on freeways [Slower Traffic Move to the Right] :).)	Pat Russell	No edit request is apparent. Clarify with Mr. Russell if there is a content suggestion for the plan.

Strengthening Connections

Development and Redevelopment

Economic Development

**Project Funding Mechanisms**

**Appendix**

PG 71 - Instead of providing new fire protections facilities replace with other kinds of investments such as sprinklers and retrofitting of buildings	Kyle Gorman - TAC	Need potential allocation cost numbers from Kyle to make edit
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**General Comments gathered from the website and the public rollout**