

Notes on Board Lessons Learned:	Notes:	Last Week Review:
• Clear Vision	The Zoning Ordinances	This is about getting a good working
• Community Support	- The tool that implements the vision	Understanding of the process, preparing plans,
• Market Analysis – Again & Again		Doing the approval process, and what the
• Good RFQ RFP Process	The Comprehensive Plan	Developer does do go thru to get things built
• Strong Partners	- The Cities book for land use	
• Refined Expectations		Zoning about the garment industry that was
• Understand Strengths and Weaknesses	The Zoning Map	Encroaching into the shopping district of
• Need to be Flexible	- Checked to see if a development has the	5 th Avenue. So our first zoning laws came in
• Parking and Transformational	Required zoning	
• Public Relations		
• PATIENCE!		

Lecture Land from the Beginning:	Lecture Land from the Beginning:	Lecture Land from the Beginning:
If you claimed your 160 acres when the West was expanded.	Now we will have easements and setbacks	So now we have the professionals
	Roads need to be plotted for	- urban Designer
Now with development you land is close		- the civil engineers
To the edge of the city	10% for easements	- the architects
	10% for utilities	- the landscape architects
So it is time to sell into one acre lots	10% for setbacks	All this has to be platted.
We have plats that designate parcels	Now all you have is 2/3 of your original	Then we have the building process to protect
	lots	Public and welfare of the community with
Title companies for ownership		Implementation codes

Clear Vision:	Community Support:	Market Analysis:
Responsibility of the Designers	Community to make sure before you	What sets the price of what you want to build
	Design that you take it to the neighbors	
Refer to the board as it reflects to the		This is what the market
Getting Real About Urbanism	You want their support	
		If I build it will they come – after the cost of
As this is about the developer that has a	Attract the kind of project for the area	The land, the raw materials, the total cost of
Different idea about what he wants to put	Such as the Victoria Apts next to Victoria	The unit will be ___?
On his parcel.	Park (Broward and US1)	
		There was a reference to 20% Impact fees can
This is the job of the Urban Designer		Determine if things can get built.

Good RFQ/RFP Process:	Strong Partners:	Refined Expectations:
Request for Qualifications – this is about	Local Government in a partnership with	Is when the relationship changes between the
Putting it out there what we want to do,	A local company to build something	Strong partners.
To find the company to build it.		
	What is the staying power of the builder	What is the reality of the situation.
The Request for Proposal comes back in	To put his monies into the project	
By the company to build something with		This is the same thing that the gov't and the
Their companies qualifications.	What will support the project	Private sector company build together
Then the developer can pick the builder		When the elected body changes this is the
		“refinement” unless if the gov't can be the
		Guarantor of the loans

Understand Strengths & Weaknesses:	Need to Be Flexible:	Parking and Transformational:
SWAT Analysis Strengths, Weaknesses, Opportunities, And Threats	How do you meet the facts that what was Designed cannot be built	Is when people will not come when it is Inconvenient to the user
	The realization that due to economy Changes the project will not support the outcome	We need to look at the large empty pkg lots Because it was a requirement to support the Shopping mall. But people do not want to Walk .25 of a mile to get in the store
Public Relations	Patience	Zyscovich Book
We are the first generation of land use Designers entering into the market place With social media.	Apply these factors when writing and Discussing the articles in the newspaper And when we write our papers.	Class participants are sharing what they Expect to learn from the class
People can come out to support the cause, The project, with the a tweet.	Use these questions to the speakers	Page 10 read the first bullet. This is important
Bloggers, it's on the web, it can be live cast And archived. It will live forever	When researching use these ideas and concepts	They are role playing developer to two Gov't employees.