

Dorothea Dix Park

Master Plan Advisory Committee

Date: Wednesday, January 23, 2019
Time: 6:00pm-8:00pm
Location: Room 305, Raleigh Municipal Building, 222 West Hargett Street

Meeting Agenda

6:00pm: Welcome & Dinner

6:10pm: Consent Agenda- Majority Vote

- We agree to the consensus process outlined in the attached document
- We agree to vote today on the Dorothea Dix Park Master Plan
- We agree to accept call-in votes

6:15pm: Draft Master Plan Discussion- Changes since last meeting

6:45pm: Action Item: Recommendation of the Dorothea Dix Park Master Plan to Master Plan Executive Committee

7:10pm: Next Steps

8:00pm: Meeting Close

Summary

The Master Plan Advisory Committee Chair: Bill Padgett and Vice Chairs Ashton Smith and Jai Kumar led the meeting along with Kate Pearce, the Dix Park Project Manager. They explained the process for voting on master plan approval. Four members joined the meeting via phone.

Bill Padgett made a motion to agree to accept call-in votes. Jai Kumar seconded the motion to allow for call-in votes. There was unanimous voice vote approval by the committee.

Bill Padgett made a motion to agree to the consensus process as outlined. Shana Overdorf seconded the motion. There was unanimous voice vote approval by the committee.

Bill Padgett made a motion that the committee would vote on the Dorothea Dix Park Master Plan that night. Meg Rader seconded the motion. There was unanimous voice vote approval from the committee.

Pearce then explained updates to the master plan based on comments received during the two-week public comment period. The description of the Gateway was changed to be an iconic entrance with play elements acknowledged the need for safety. Downtown connection proposals were improved and expanded upon. The areas in the Gateway landscape that previously said, "areas reserved for future buildings" were changed to "areas reserved for future study." These areas will have an in depth separate

study process that will subject to public process. Determinate language was replaced with more suggestive language. A foreword was written for the plan and it explains the purpose, intent and use of a master plan.

One member asked if the Legacy Committee Report will be added to the Appendix of the Master Plan. Pearce noted that it is referenced in the Plan. She also shared that staff is working on a direct response to each of the Legacy Committee Report requests/suggestions.

Bill Padgett asked when the public will be able to see the updated Master Plan book. Pearce stated that the city will receive a full updated copy next week, prior to the Master Plan Executive Committee Meeting.

Ashton Smith then began the consensus process by first opening the floor for the committee to address any major reservations. One committee member stated that he wanted to see how the committee feels about the most recent changes to the Master Plan that Pearce announced, specifically the Lake Wheeler Road edge changes. Committee members shared that they believed it was a good decision because it opens up that area for future opportunity while keeping it under city guidance and city studies. They agreed that it was good the word “building” was removed from “area for future buildings” because by the time that phase it reached, buildings may not be the best use for that side of the park or for connecting to our rapidly changing city. Members also noted that reserving that space for future study shows that the master plan is a high level, guiding document as well as a living, breathing document. Padgett also noted that for the event hub, it is important to note that that will come in a later phase and will respond to the transportation needs of the time.

Ashton Smith and Kate Pearce then led the vote. Pearce read each committee member’s name and asked for their vote. The following five-point scoring system was used:

1. Endorsement – Member fully supports it.
2. Endorsement with minor point of contention – Basically, member likes it.
3. Agreement with minor reservations – Member can live with it.
4. Stand aside with major reservations – Formal disagreement, but will not block or hold up the proposal/provision.
 - Abstain
 - Require more information
5. Block – Member will not support the proposed plan.

The votes were 1s, 2s, “enthusiastic 2s”, and one 3. The votes can be seen on the spreadsheet below.

The Chairs will prepare a write up of the vote along with a recommendation to the Master Plan Executive Committee for review. The Executive Committee will review the Master Plan next week along with the Advisory Committees votes and comments. They will then make a final recommendation to City Council. City Council will review and vote on the Master Plan on February 19th.

Following the vote, Kumar explained that the Advisory Committee will have another meeting to discuss the committee's role following the master plan process. Members were asked to think about this in the meantime.

Pearce explained the format for the February 6th, Master Plan Community Meeting at the Raleigh Convention Center. She explained that the meeting will create an experience of the future park. The Advisory Committee members will be asked to volunteer.

Sean Malone, of the Dix Park Conservancy gave a short talk about the next steps going forward in advocating for the park. It is the role of the Conservancy to lead those efforts. The park will need continued support, especially since we are asking council to approve plans that will be built over a long period of time, well outside their council election cycles. The public must continue to explain the huge public benefit that this park will have for Raleigh today and for the future generations to come. Committee members asked for unified messaging/ talking points and high-quality photos for social media that they can share when advocating for the park online. Malone also thanked the amazing philanthropists who have made all to date possible. The Conservancy as donated around \$4.6M to the City for the master planning, outreach work, and programming work to date for the park.

Joey Voska provided an update about upcoming events at the park this spring. Those included:

March 9th First Annual Dix Park 5K

April 13th Spring Fling Adult Egg Hunt

May 18th Destination Dix 2

Lastly, Dan Parham provided an overview of the online public engagement process via Neighborland. Over the past 18 months of the planning process, the Dix Park Page on Neighborland had 14,000 participants online, 22,508 sessions, 92,000+ page views, 1,300+ hours (80,000 minutes) of engagement. Dan noted on the engagement time how many hours of meetings that saved while still allowing us to broaden the public outreach process.

Dan explained that over the two-week public comment period, we collected over 1,000 comments, comment replies, and comment ratings on the Master Plan. We scored comments with an independent natural language processing tool (Google Cloud Natural Language, Sentiment Analysis). 90% of all comments on the Master Plan were positive (53%) or neutral (37%). We then calculated an aggregate score based on the principle of equality of voice, where each resident is given an equal "seat at the table." This allows us to prevent individual residents from dominating the conversation by re-posting the same feedback. 93% of comments received were positive (60%) or neutral (33%).

Dan closed by stating the reason why reaching such a broad audience during this public planning process is so important. He quoted Jane Jacobs who said, "Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody."

Pearce and the Committee leadership closed the meeting by thanking everyone for their hard work over the past 2+ years and congratulating them on reaching a major milestone.