

chapter **5**

**IMPLEMENTATION**

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NEW RIVER MASTER PLAN REPORT



# IMPLEMENTATION

## AN OVERVIEW

The New River Master Plan will follow the lead of the 2003 Downtown Master Plan and 2007 Master Plan Update, which set a pattern for implementation on several different fronts:

**PUBLIC AGENCY FOLLOW-UP PLANNING INITIATIVES:** Based on a number of Master Plan Framework concepts and Design Guidelines recommendations, special street design task forces were set up to accomplish streetscape design of various Downtown streets. Similar public sector planning will be critical to the success of the Riverwalk Master Plan, given the variety streetscape, greenway, and promenade concepts.

**INCORPORATION OF DESIGN GUIDELINES INTO PROJECT REVIEW PROCESS:** Planning review staff developed a system for incorporating an evaluation matrix based on the Master Plan Design Guidelines to review incoming project proposals. It is anticipated that a similar evaluation system will be used with an overlay of Riverwalk District Framework Recommendations and Design Guidelines.

**DISSEMINATION OF MASTER PLAN TO PRIVATE DEVELOPMENT COMMUNITY FOR PREDICTABLE EXPECTATIONS:** The most recent generation of development proposals has had the advantage of access to and understanding of the consensus-based Master Plan and Guidelines, so that private-sector and public-sector expectations can be measured from the beginning of the development process.

### EARLY ACTIONS & NEXT STEPS

- **Draft ordinance amendment to implement guidelines in this New River Master Plan**
- **Kick-off Public Realm Master Plan for the Riverwalk District**
- **Incorporate ferry crossing stops in Public Realm Master Plan for the Riverwalk District**
- **Kick off Arts & Entertainment Precinct Plan**
- **Implement retail infill sites along the river below bridge overpasses**
- **Hire retail consultant to develop retail/entertainment destination concept and management plan strategy**

