

Cottonwood Heights Town Center Master Planning Process



2 | 16 | 2024

2023

2024

	October	November	December	January	February	March	April	May	June	July	August
Phase 1: Understanding the history, constraints and social environment											
Technical tasks											
Review existing plans	■	■	■								
Understand site constraints	■	■	■								
Review previous studies	■	■	■								
Public engagement tasks											
Understanding big picture themes and values important to the public (online survey and community outreach)		■	■	■	■	■	■				
Deliverable: constraints and opportunities report, project vision, brand											
Phase 2: Concept Development + Input											
Technical tasks											
Develop concepts based on constraints, project goals, and public values/input to date					■	■	■	■			
Site plan refinement					■	■	■	■			
Economic and marketing analysis					■	■	■	■			
Public engagement tasks											
AC Town Halls				■	■	■	■				
Receive AC test fits and data					■	■	■	■			
Review and Coordinate site concepts with AC						■	■	■	■	■	■
Test broad concepts (3-5 site concepts) with the public						■	■	■	■	■	■
Determine what they like and don't like about each concept (visual preference surveys, web tools, advisory committee feedback, etc.)											
Provide public feedback to the technical team						■	■	■	■		
Deliverable: Concepts reviewed by the public & market analysis report											
Phase 3: DRAFT Master Plan											
Technical tasks											
Develop draft master plan (3 site options)								■	■	■	■
Public engagement tasks											
Review and Coordinate with AC								■	■	■	■
Share 3 draft plans with the public (open house, website, etc.)								■	■	■	■
Generate report of feedback for the technical team								■	■	■	■
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Phase 4: Finalize the master plan											
Technical tasks											
Incorporate public feedback where feasible or necessary									■	■	■
Develop Final MP (3D images, fly thru, etc.)									■	■	■
Public engagement tasks											
Review and Coordinate with AC									■	■	■
Share final plan with the public									■	■	■
Final site master plan selected and submitted to Council										■	■
Deliverable: Final master plan submitted to Council											