



February 5, 2020

McCordsville Town Council
c/o Ms. Tonya Galbraith, Town Manager
Town of McCordsville
6280 West 800 North
McCordsville, IN 46055

Re: McCordsville Town Center - Vision Document

Dear Councilmembers:

Thank you for the opportunity to work with the citizens of McCordsville on this important community visioning project. As mentioned during January's presentation, the steady engagement and voice from local patrons was impressive. Rarely do you see a combination of well attended public workshops, pop-up events, and survey participation on top of a committed Advisory Group. This process was unique in its breadth and consistency.

This memo intends to make a recommendation for your consideration as the February Town Council meeting approaches.

Context is very confident that the proposed Town Center plan represents the image, quality, and character the community told us they desire for the future of McCordsville. The process the Advisory Committee undertook in establishing vision principles and testing solutions through vigorous public engagement was strong and clear. This "roadmap" will be extremely valuable in communicating with the development community about the goals and aspirations for McCordsville. We have a consensus vision.

Knowing that the 'Next Steps' in the process must include equally vigorous investigation of financial tools, cost models, phasing, zoning, and implementation strategies for how the vision may be achieved over the next 20+ years, our suggestion would be for the Council to consider a two-part endorsement of the plan.

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| Adoption of Plan Principles and Vision | Embracing the plan framework and its aspirational character, quality, and image |
| Adoption of Financial Principles and Phasing | Endorsing the funding tools and cost model resulting from 'Next Steps' evaluation |

Please let us know if you have any questions or want to discuss the details further.

Respectfully,

A handwritten signature in black ink that reads "Fred J. Prazeau". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

CONTEXT, LLC
Fred J. Prazeau, PLA, ASLA, CLARB
Partner