

December 27, 2017

City of Beacon
One Municipal Plaza
Beacon, NY 12508

Re: City Planner Position

Mayor Casale and the Beacon City Council:

It has been a personal pleasure to work for Beacon over the last year. During my more than 20 years experience as Dutchess County's lead planner for the City and now as the City Planner, I have witnessed a remarkable transformation, as once empty buildings have been renovated with a mix of uses and Main Street sidewalks have come alive with more storefront businesses, new residents, and outside visitors. Land that was cleared 40 years during the Urban Renewal demolition period is finally being rebuilt and the link between Main Street and the Train Station is beginning to be restored.

This past year has been very active from a planning perspective, starting with the adoption of the Comprehensive Plan Update and rezoning of the waterfront area, then approving Complete Streets policy guidelines, reconfiguring the Affordable-Workforce Housing Law, and amending the Off-Street Parking section of the Code. To further implement recommendations in the Comprehensive Plan, I helped the Council revise the Fishkill Creek Development district, adding architecture and design standards, and worked on draft changes to the Main Street area zoning. Finally, I have been involved with the Water Supply Study as part of the moratorium, primarily providing the consultants city-wide short-term and longer-term build-out projections.

For planning work in 2018, the City Council has discussed a fairly long list of possible projects, including:

- Finish work on the Main Street area zoning map and text changes;
- Revise the Business Off-Street Parking (PB) district, considering more commercial uses;
- Expand the Historic District and Landmark Overlay Zone, especially in the Main Street area;
- Redo the use and bulk zoning tables with a simple and clear table format;
- Change certain districts to deduct natural constraints from development calculations;
- Complete the Natural Resources Inventory and incorporate results into regulations;
- Update the City's parking requirements and policies; and
- Create an urban design plan for the Beekman-Main Street corridor, targeting a series of public parks and squares to be coordinated with trolley stops and visitor information signs.

Of course, this list is open to change or additional initiatives. In terms of new public spaces and trolley stops, I have attached the map that inspired the idea and some of my sketches of various greenspaces tied to key civic buildings and potential infill development. I have also included a short version résumé and a copy of my original 2016 proposal for Council members who may want a broader understanding of my background.

As a professional planner with over 30 years experience and unique specialty skills in historic preservation and urban design, I previously set an hourly fee of \$125 per hour, which will continue through 2018. I understand that any administrative costs and customary overhead expenses will be covered by the basic hourly rate and that travel time is not to be reimbursed. I work as an individual consultant, keeping my overhead costs low and ensuring that Beacon gets my personal attention. I have turned down other job offers to focus all my planning time on this position. My goal is to help Beacon build on its success stories and make the City a better place to live.

Thanks for your consideration and I look forward to working with the City Council and Planning Board in the new year.

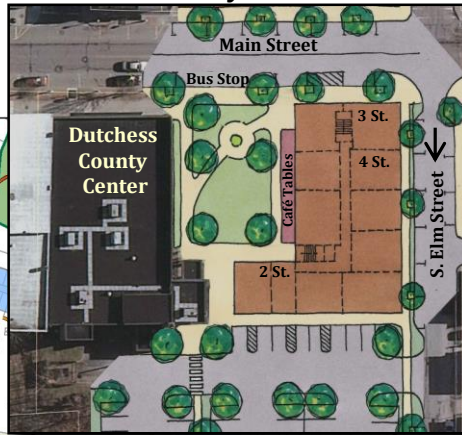
A handwritten signature in dark ink, appearing to read "J. Clarke", with a stylized, flowing script.

John Clarke
Planning and Design

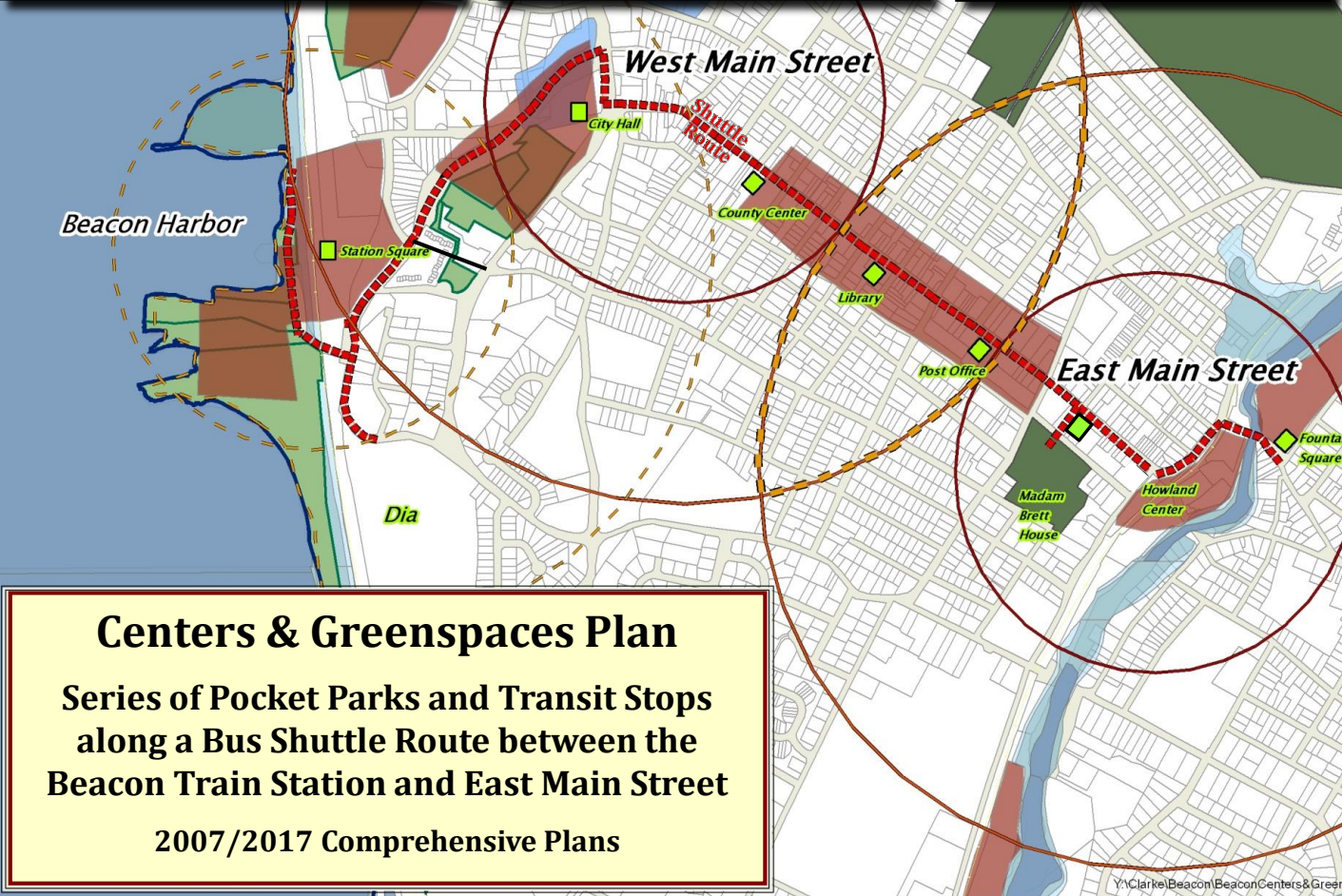
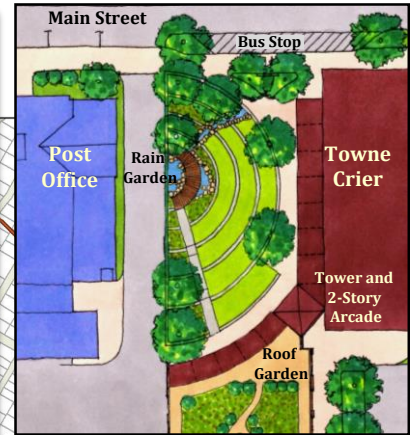
City Hall



County Center



Post Office



Centers & Greenspaces Plan
 Series of Pocket Parks and Transit Stops
 along a Bus Shuttle Route between the
 Beacon Train Station and East Main Street
 2007/2017 Comprehensive Plans



Station Square



Madam Brett Homestead

PLANNING AND DESIGN EXPERIENCE

Beacon City Planner, September 2016 - Present

- Provided professional recommendations to the City Council and administration on planning policies, zoning regulations, grant applications, and development strategies.
- Advised the City Council, Comprehensive Plan Committee, and consultants to complete the Plan Update, adopt new zoning for the waterfront area and Fishkill Creek corridor, and propose changes for Main Street zoning.
- Assisted the City Council to update the Affordable-Workforce Housing Law, adopt Complete Streets policy guidelines and checklist, and amend the Off-Street Parking section of the zoning code.
- Worked closely with the Planning Board, Architectural Review Subcommittee, and City Engineer reviewing proposed development projects and offering technical recommendations and design alternatives.
- Contributed to the ongoing Water Supply Study, evaluating past census trends and preparing short-term and longer-term build-out projections.

Dutchess County Planning and Development, Development and Design Coordinator, April 1985-November 2015

- Organized the Hudson Valley's model Greenway Compact Program and principal author for the award-winning *Greenway Connections* with illustrated design guidelines for Dutchess County communities.
- Created Department's groundbreaking Centers and Greenspaces initiative, most fully implemented in the Town of Red Hook, which won awards from the NYS Planning Federation and Pace Land Use Center.
- Completed major community planning projects, including Poughkeepsie Waterfront Redevelopment Strategy, LaGrange Town Center, City of Poughkeepsie Transportation Strategy and comprehensive plans for the Village of Rhinebeck and the towns of Clinton, Dover, Pleasant Valley, and Poughkeepsie.
- Facilitated adoption of innovative form-based zoning codes, including the City of Beacon Central Main Street and Linkage districts and City of Poughkeepsie Waterfront-Transit Oriented Development district.
- Designed a wide variety of alternative site plans for proposed developments and illustrative plans for centers, including pedestrian-oriented designs for Rhinebeck, Hyde Park, Millerton, and Pine Plains.
- Wrote and illustrated more than a dozen Department publications, including issue-oriented newsletters and an affordable housing booklet entitled *Housing Designed to Build Neighborhoods*.
- Directed referral program for county recommendations on zoning changes and development proposals.
- Coordinated three-year historic survey project, documenting all significant resources in the County.
- Prepared numerous presentations, including statewide and regional conferences, Planning Federation training courses, and more than 10 years as an Adjunct Lecturer for the Vassar College Urban Studies program.

Scenic Hudson, Inc., Historic Preservation Consultant, June 1984–April 1985

- Completed three National Register Historic District nominations in the towns of Hyde Park and Wappinger.

EDUCATION

Pratt Institute, Brooklyn, NY Master of Science in Urban Design, May 1994

Department of Graduate Architecture Certificate of Excellence for Outstanding Merit in Urban Design

Vassar College, Poughkeepsie, NY Bachelor of Arts in Urban Studies, cum laude, May 1984

Phi Beta Kappa, General Honors and Department Honors

University of Oregon, Eugene, OR School of Architecture, September 1968 – June 1971