

MEMORANDUM:

FROM: FREDERIC (RICK) LICHT, PE,LSE

TO: NATHANIAL RUDY, TOWN MANAGER
SANDRA CARDER, CHAIRPERSON, TOWN COUNCIL

RE: VILLAGE GATEWAY PROJECT
MAIN STREET, GRAY
CONCEPT VISIONING SKETCHES SUMMARY
(MAP 35 PARCELS 27, 28 & 29)

DATE: MAY 13, 2021

GATEWAY VISIONING FINAL MATERIALS FOR REVIEW:

Our design team, together with support from town staff, are pleased to be able to provide the attached final Gateway Project Visioning materials for Council review at the May 18th meeting. The attached messaging materials contain:

1. Updated Master Plan Perspective View (incorporated into items 2 and 3)
2. Newspaper half page article
3. Web Based branding message

MASTER PLAN and MESSAGING SUMMARY:

The following summarizes the updates to the master plan and messaging since the meeting of May 4th.

The final form of the master plan vision has been prepared as a perspective view. Council suggestions include adding a second access to the main parking lot, including reference to the VALT trail connection and incorporating the town hall into the “birds eye view” –all of which have been incorporated in the final branding graphic.

The messaging package includes two documents:

- A. One-half page informational piece to be submitted to the Lakes Region Weekly.
- B. Informational document for the website.

Materials have been created and reviewed with town staff. We look forward to meeting with the Council next week and working with staff to get the message on this important opportunity to the citizens of Gray for the June 8th referendum vote.

Respectfully,

Frederic (Rick) Licht, PE, LSE