

Public Meeting Presentation Hints & Tips

General:

All presentations or discussion during the meeting shall occur at the podium in front of the dais. Audio recordings are made to have a record of the discussion and our microphones are unable to pick up comments from the audience. Answers to any questions that arise should be directed to the members on the dais, not the audience.

When you approach the podium and are recognized, please give your name and address for the record. You may use your home or business address as appropriate. The recording secretary may ask you to spell your name so it's accurately reflected in the minutes. Also note if you are there as a representative for a company or an individual.

If you have multiple team members or ownership present, feel free to provide a quick introduction. If you are new to our community and want to provide an overview of your company before going into the project specifics, please be brief.

As you begin your presentation, the first step is orienting the members on the dais and the audience to your project site. Place a location map or site plan on the presentation camera table (north is always on top) and point out the major streets and landmarks as appropriate.

Project specifics to note in the presentation:

- ❖ Note the Land Use (Comprehensive Plan) and Zoning designations for the property, existing and proposed if applicable.
- ❖ Note the proposed uses and tenants if known.
- ❖ For platting projects, note the number of each lot type being created.
- ❖ If applicable, provide an overview of the improvements to the site:
 - Note how services (sewer, water, gas, electric, etc.) are or will be provided to the site
 - Review site circulation, site access and parking
 - Provide an overview on grading, landscaping, storm water management and site drainage, lighting, etc.
 - If included in the project scope, provide illustrations of any new buildings or building additions and the proposed materials
- ❖ Note any improvements intended to respond to the specific site context, such as a buffer to be installed between dissimilar land uses.
- ❖ If there are any conditions of approval, note if the applicant has read and is in agreement with the conditions. If there are any disagreements with the conditions, specifics on the concerns or questions can be discussed at this time.

Exhibits:

If you have exhibits as part of your presentation, an overhead camera is located next to the dais that will provide an image of the exhibit on the monitors for the members at the dais and the large overhead monitors that face the audience.

- ❖ You will also see the image on the monitor right next to the camera. If you need to call attention to something, point at the exhibit under the camera rather than the monitor next to the camera.
- ❖ It's best if your exhibits are no larger than 11x17 inches, the camera cannot capture images larger than that. Avoid glossy paper as it will reflect the camera lighting and the image will be lost in the glare.
- ❖ The camera will focus automatically on the image, but it may take a moment for the focus to adjust. You are able to zoom in and out on the exhibit with the zoom wheel on the front of the camera head.

Video:

If you have a video or slide show as part of your presentation, or need to access a website or a remote file, there is a computer available at the podium, connected to the video monitors to allow the members at the dais and the audience to view the presentation.

- ❖ Please let your case planner know ahead of time that you will have a video presentation.
- ❖ We will ask you to arrive before the meeting start time so a staff member can help load the presentation, test it and give you a quick overview on how to operate the computer.

Architecture:

Most development proposals will overview of the exterior design of any proposed buildings or building additions. It's best if the project team member who worked on the building design is at the meeting to present the design and be available for questions. But if they are not able to attend, another project team member can present if they are familiar with the design and materials of the proposed buildings.

Exhibits for architecture review:

- ❖ Avoid using large presentation boards for renderings or material samples. You will not be able to use them with the overhead camera and the presentation boards are difficult to position so that they can be seen from the dais and the audience.
- ❖ At a minimum, bring straight on elevations, in color, of all sides of all buildings. Materials shall be noted on the drawing or keyed to a separate building materials exhibit. Elevations should be labeled with the direction they are facing.
- ❖ Additional illustrations can be utilized, such as perspective renderings and the material palette exhibits.
- ❖ If the project is a building addition, the elevations should include all or a portion of the existing building in addition to the proposed construction. Photos of the existing buildings can be helpful.
- ❖ Many times computer drawings do not render color or textures well. It's recommended that a materials palette be included on the drawing or in a separate exhibit, with close-up photos to better illustrate the materials to be used on the building (staff can provide examples if you are unsure on what to include in the exhibit). If the project is using a new or unique material, Staff may request that you bring actual material samples to the meeting.

Project specifics to note in the architecture presentation:

- ❖ Orient the members on the dais and the audience on which direction the elevations face and where the major building entries are located.
- ❖ Provide a brief overview of the building specifics such as building height, change in building massing and footprint, unique architectural elements, use of materials, lighting, and any specific issues or constraints that are being addressed with the architecture.
- ❖ Note how the building design meets any PUD or zoning requirements and how the design is compatible with the context of the surrounding buildings if in a developed area.



The City of West Des Moines is pleased to have accommodations provided to disabled individuals or groups and encourages their participation in the City government. Should special accommodations be required, please contact the Development Services Department, at least 48 hours in advance, at 222-3620.