Getting Your Community from Vision to Reality

A CRASH COURSE IN COMPREHENSIVE PLANNING

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Agenda

1. Why planning is Important
2. How to Implement Plans
3. Ways to Engage your Community
4. Tips and Trends
Why is Planning Important?

idea ➔ plan ➔ action
Because without a plan of where you’re going, you might end up somewhere else.

You know change is coming. What do you want that change to look like?
TLGC Ch. 213 governs comprehensive plans
- Cities MAY elect to adopt a plan
- Each city decides what is included in the plan
- Each city decides what weight the plan is given
- Not a regulation by itself

**PROCESS:**
- Review by Planning Commission OR Planning Department
- Public hearing
- Adopted by ordinance
All zoning regulations must be adopted “in conformance with a comprehensive plan.” TLGC Sec. 211.004(a).

Mayhew v. Sunnyvale, (Tex. 1998) confirmed that IF a city had a plan, it MUST follow it.

Plan also provides a basis of information for subdivision plats, acceptance of infrastructure, and economic decisions.
The Comprehensive Plan helps cities and elected officials by providing:
- Legislative history and public input.
- A rational basis for adopting the implementing regulations and tools.
- A basis for budget decisions and staff work.
- Stability in plans and decision making.
What a Comprehensive Plan is not...

- It is NOT a zoning ordinance, it only informs zoning but does not regulate
WHY IS PLANNING IMPORTANT?

Standard Elements

- History and Demographics
- Future Land Use
  - Annexation plans
  - Growth patterns
  - Future land use map
- Transportation
  - Major thoroughfare plan/traffic/connectivity
- Infrastructure
  - Utilities/ Drainage
- Parks and Open Space
WHY IS PLANNING IMPORTANT?

Additional Elements

- Special Areas
  - Downtown
  - Historic Districts
  - Corridor Redevelopment
- Economic Development
- Disaster Planning
- Sustainability
- Resiliency
- Public Facilities
- Neighborhood Livability
- Energy
WHY IS PLANNING IMPORTANT?

Value of a Comprehensive Plan

“Putting the Pieces Together”
WHY IS PLANNING IMPORTANT?

How is a Comprehensive Plan Used?
WHY IS PLANNING IMPORTANT?

How is a Comprehensive Plan Used?

City Council ➔ Purpose: Make Decisions
WHY IS PLANNING IMPORTANT?

How is a Comprehensive Plan Used?

City Council ➔ Purpose: Make Decisions

How does the Council form their decisions?
City Council

Input
Comp Plan
P&Z
Commission
Public Meetings
Staff Input

Purpose: Make Decisions

WHY IS PLANNING IMPORTANT?

How is a Comprehensive Plan Used?
WHY IS PLANNING IMPORTANT?

How is a Comprehensive Plan Used?

City Council → Purpose: Make Decisions

Input:
- Comp Plan
- P&Z Commission
- Public Meetings
- Staff Input

What does the Council do with this input?
WHY IS PLANNING IMPORTANT?

How is a Comprehensive Plan Used?

City Council → Purpose: Make Decisions

Input

Comp Plan
P&Z
Commission
Public Meetings
Staff Input

Regulations
Zoning
Subdivision
Building
Other
Implementing Your Comprehensive Plan
## IMPLEMENTING YOUR COMPREHENSIVE PLAN

### Action Oriented

<table>
<thead>
<tr>
<th>What</th>
<th>When</th>
<th>Who</th>
<th>How</th>
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<tbody>
<tr>
<td>Action Item 11: Continue to promote pedestrian connectivity by planning for walkable streets and distributing information on existing routes to residents.</td>
<td>2016 Comprehensive Plan</td>
<td>City Council and City Staff (Development Services and Engineering)</td>
<td>Conduct an inventory of existing sidewalks, identify priority areas, allocate funding for sidewalk installation, prepare informational material regarding routes.</td>
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<td>Action Item 12: Continue to record accident information to track improvement priority areas.</td>
<td>2016 Comprehensive Plan</td>
<td>City Staff (Engineering and Police Department)</td>
<td>Coordinate with the police department to inventory reported accidents and identify critical areas.</td>
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<td>Action Item 13: Identify various transportation options and conduct analysis to determine the most desirable options.</td>
<td>2016 Comprehensive Plan</td>
<td>City Staff (Engineering and Development Services)</td>
<td>Select additional community input on preferences and collaborate with stakeholders as appropriate.</td>
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<td>Action Item 14: Continue coordination with TCDOT and the Capital Area Metropolitan Planning Organization (CAMPO).</td>
<td>2016 Comprehensive Plan</td>
<td>City Staff (Engineering)</td>
<td>Continue to ensure that regional plans reflect the City’s goals and representation in forecasts/investments.</td>
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<tr>
<td>Action Item 15: Identify alternatives to improve north-south traffic flow, and continue to evaluate the feasibility of frontage roads along I-384.</td>
<td>2016 Comprehensive Plan</td>
<td>City Staff (Engineering and Development Services)</td>
<td>Maintain contact with TCDOT, redirect traffic volume from I-384 to I-35.</td>
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<td>Action Item 16: Continue to pursue the redevelopment of Bell Boulevard and supporting initiatives.</td>
<td>2016 Comprehensive Plan</td>
<td>City Council and City Staff (Development Services and Community Affairs)</td>
<td>Determine any additional necessary studies and create partnerships with stakeholders.</td>
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IMPLEMENTING YOUR COMPREHENSIVE PLAN

Why Plans Fail

No Clear Implementation
No Detailed Action Plan with Specifics, Benchmarks, etc.

No Partnerships and Help
Plan Shouldn’t be solely City Responsibility, use EDC, ISD, Chamber, Civic Groups, others

No Ownership
City Council, P&Z, or City Staff don’t feel responsible
How to Get Your Community Involved
HOW TO GET YOUR COMMUNITY INVOLVED

Give your citizens a PURPOSE to come together
HOW TO GET YOUR COMMUNITY INVOLVED

Not One Size Fits All
HOW TO GET YOUR COMMUNITY INVOLVED

Make it Fun
HOW TO GET YOUR COMMUNITY INVOLVED

Educate and Inspire the Citizens

Raffles from local businesses draw a packed crowd for Seabrook’s Comprehensive Plan!
HOW TO GET YOUR COMMUNITY INVOLVED

Get your citizens to interact
HOW TO GET YOUR COMMUNITY INVOLVED

Make is simple for the tech-savvy

Do You want a Sustainable City?
Yes No

Vision
HOW TO GET YOUR COMMUNITY INVOLVED

Go to them
HOW TO GET YOUR COMMUNITY INVOLVED

Build Consensus
Tips and Trends
Resiliency is the ability to bounce back.
Should disaster strike, how would you rebuild your City?? The Comp Plan is your blueprint!
Shift in market preferences from “drivable suburban” to “walkable urban”

77% of Millennials prefer an urban environment
71% of Baby Boomers say walking environment is #1 housing criteria

TIPS AND TRENDS
Demographic Shift
“Millennials aged between 17 and 34 are expected to spend more than $200 billion annually from 2017 and $10 trillion in their lifetimes – the largest consumer generation in history.”

– Advertising Age, “The New Economy”
TIPS AND TRENDS

Building Resilient/Healthy Communities

- Disaster Resiliency
  - NOT Mitigation
- Healthy/Active Communities
- Aging Populations
TIPS AND TRENDS

Built for all ages and modes

- Housing Preferences
- Transportation Preferences
- Drought & Climate
TIPS AND TRENDS

Good Relationships = Successful Plan

Unified Vision

Funding Assistance

Implementation

A Healthy (relationship) doesn't drag you down. It inspires you to be better.

mandy hale
TIPS AND TRENDS

Lighter, Quicker, Cheaper

- Low-Cost Experiments
  - Create & Test Immediately
- Harness Local Talent
- Smaller Scale, but VISIBLE
- Interim Actions That Can Refine Bigger Future Project

- Core Principles
  - Community Vision
  - Cost-Effective
  - Collaborative
  - Citizen Led Change
WHAT ARE WE PLANNING FOR?

Planning for the Next Generation