



# Planning for the Plan

## *Updating the Ames Land Use Policy Plan*



urban environmental planning

August 15, 2017  
Barry Miller, FAICP



- Discuss key decisions to be made in scoping a Comprehensive Plan Update for Ames
- Learn about best practices in comprehensive planning in Iowa and nationally
- Describe different styles and approaches to comprehensive plans
- Next steps

# PRESENTATION OVERVIEW

- Purpose of a comprehensive plan
- Overview of the existing Land Use Policy Plan
- Options for a Plan Update
  - Scope and breadth of the Plan
  - Major themes and goals
  - Planning process
  - Approach to community engagement
  - Level of subarea planning
  - Staffing, timeline, and budget
- Review “best practices” in comprehensive planning
  - Iowa cities
  - Comparable college towns
  - National trends

# COMPREHENSIVE PLAN PURPOSE

Provide data to inform local decision making and educate the public about their community

Provide legal basis for land use regulations (zoning)



Plan for orderly, efficient growth that protects property values and the quality of life



Protect and improve the natural environment and grow more sustainably

Position the community to capture future economic opportunities and increase prosperity



Provide opportunity for civic engagement and creating a shared sense of purpose



Provide a coordinated framework to plan for transportation, parks, utilities, schools, public services

Guide land use decisions to create / maintain healthy, attractive neighborhoods

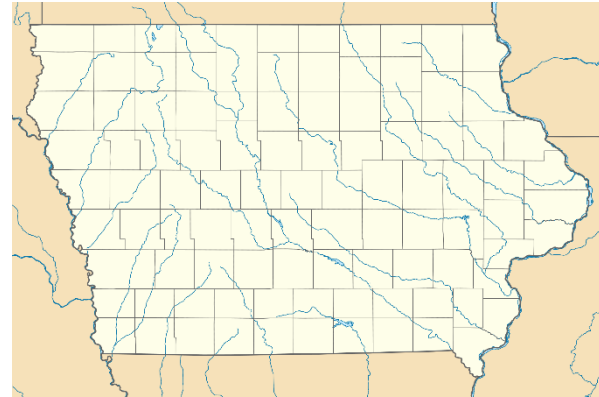
# A COMPREHENSIVE PLAN IS:

- **Long Range**
  - ✓ Typical horizon is 15-25 years
- **Aspirational**
  - ✓ Written to inspire and describe goals—not an ordinance or code
- **General**
  - ✓ Policies provide broad guidance
  - ✓ Framework for more detailed plans
- **Comprehensive**
  - ✓ Geographically and topically
- **Internally Consistent**
  - ✓ All policies and maps should support each other
- **Not the same as zoning**
  - ✓ A Plan is flexible, long range, and general
  - ✓ Zoning is prescriptive, immediate, and parcel specific



## Code of Iowa Chapter 414

- Cities are empowered to zone land and regulate land use and building form/ density
- Zoning must be consistent with a comprehensive plan
- Comprehensive plan shall consider smart planning principles



## 2010 Smart Planning Act

- Established 10 smart planning principles
- Provides comprehensive planning guidance and suggested elements
- However, all of the Smart Planning Act is advisory.

The American Planning Association (APA) has developed six principles for sustaining places through comprehensive plans:

1. Livable Built Environment
2. Harmony with Nature
3. Resilient Economy
4. Interwoven Equity
5. Healthy Community
6. Responsible Regionalism

APA also calls for:

1. Authentic participation
2. Accountable implementation
3. Consistent content
4. Coordinated characteristics



A “scoresheet” has been developed by APA to help cities plan for sustainable communities

0=Not present, 1=Low, 2=Medium, 3=High	N/A	0	1	2	3
PRINCIPLE 1: LIVABLE BUILT ENVIRONMENT. Ensure that all elements of the built environment, including land use, transportation, housing, energy, and infrastructure, work together to provide sustainable green places for living, working, and recreation, with a high quality of life.					
1.1 Plan for multi-modal transportation.					
1.2 Plan for transit-oriented development.					
1.3 Coordinate regional transportation investments with job clusters.					
1.4 Provide complete streets serving multiple functions.					
1.5 Plan for mixed land use patterns that are walkable and bikeable.					
1.6 Plan for infill development.					
1.7 Encourage design standards appropriate to community context.					



*Checklist continues on through 85 points covering the Plan’s principles, the planning process, and the Plan’s attributes*



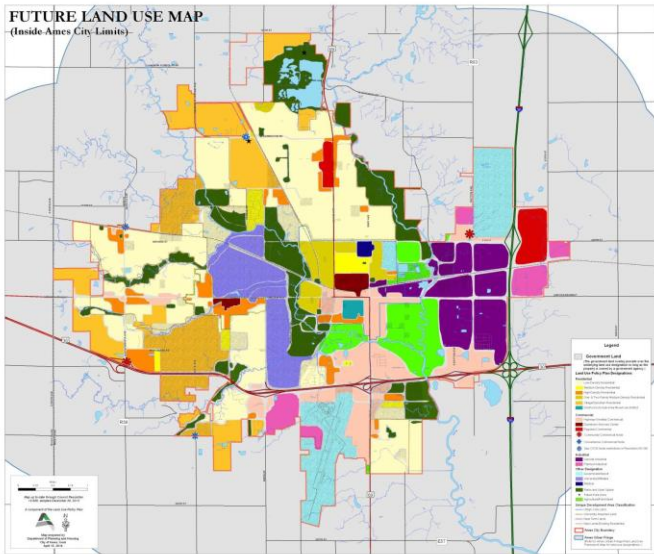
# EXISTING PLAN

- Prepared in 1993-1997
- City identifies “Allowable Growth Areas”
  - Incentives provided in the Southwest and Northwest Growth Areas
  - Provides options and flexibility for developing these areas
- Major themes:
  - Efficient growth and densities
  - Traditional mixed use neighborhoods
  - Environmental stewardship
  - New housing opportunities
  - Mobility and connectivity
  - Vibrant Downtown
  - Economic expansion
  - Cultural heritage preservation
- Plan has been regularly amended on an as needed basis

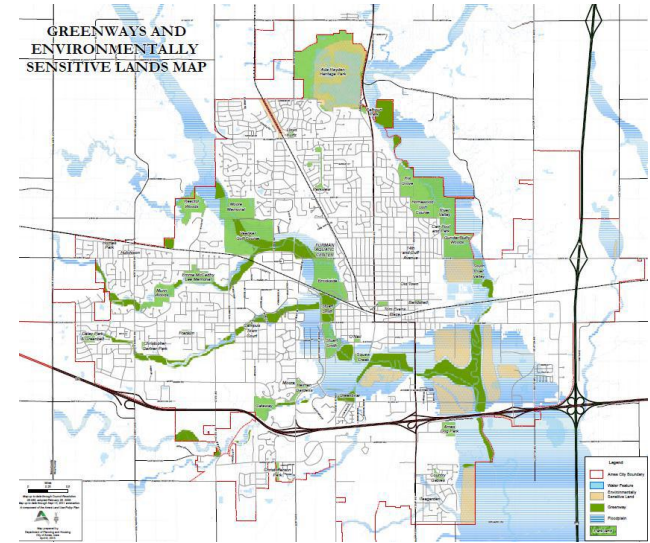
## Chapters

- Land Use
- Mobility
- Environmental
- Parks, Recreation, and Open Space
- Implementation

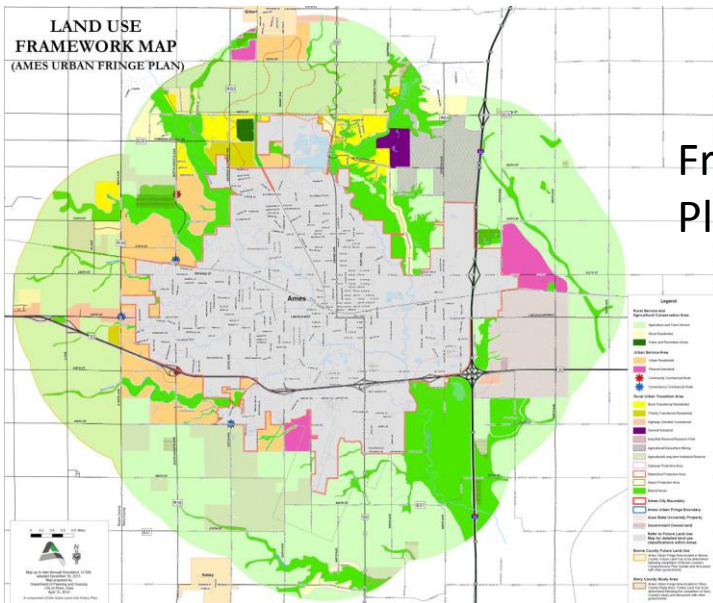
# PLAN MAPS



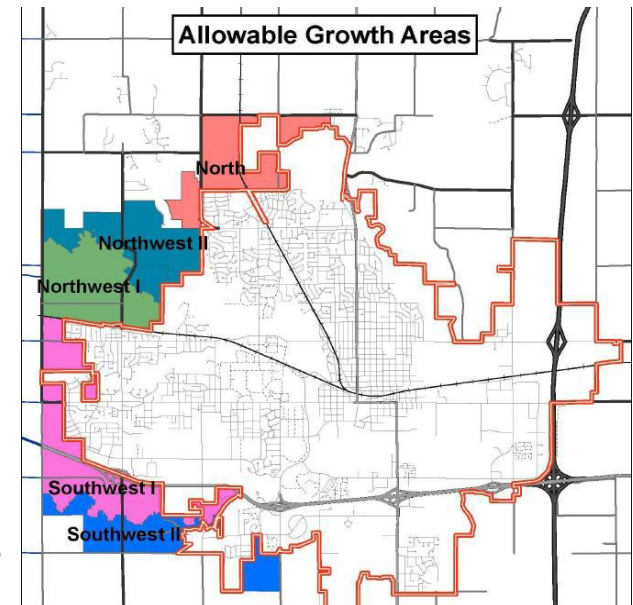
Future  
Land Use



Overlay  
Map



Fringe  
Plan Map



Allowable  
Growth Areas

- 1997 Plan included forecasts out to 2030
  - *Ames would grow from 48,238 to 59,600*
  - *Assumed ISU enrollment flat at roughly 26,000 students*
- City grew faster than projected and reached its 2030 forecast by 2011
- Plan updated in 2011 to reflect higher growth
  - *Ames would grow from 60,200 to [61,270 (low) to 72,771 (high)] by 2030*
  - *Current population (2016) estimated at 66,200*
  - *ISU enrollment has increased by 44 percent in last decade (11,200 additional students, to 36,660 in 2016)*
- 2008 analysis showed City had capacity for 83,372 residents (including Allowable Growth Areas)

- 1997 Plan is fundamentally a land use and growth management plan, rather than a true “Comprehensive Plan”
- ISU enrollment has driven population growth and housing needs—most of these needs are being met within the City rather than in “growth areas”
- Existing Plan policies are 20 years old and based on 1990s data and conditions
  - *Global changes (technology, economy, environmental) not reflected*
  - *Demographic changes not reflected*
  - *Turnover of residents (only 14% live in the same place they did in 2000)*

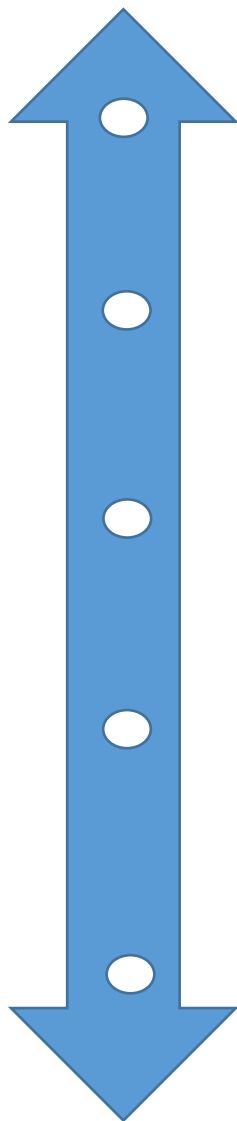
- 1997 Plan provides a good summary of community values and desired urban form, but does not reflect current best practices in comprehensive planning
  - *Key topic areas are missing – not a “systems” plan*
  - *Focus is still on “greenfields”: limited guidance for infill development*
  - *May not sufficiently respond to real estate market demand and land ownership patterns*
  - *Non-traditional goal, policy, action structure*
  - *Limited implementation program*
  - *Dated format*

## City Council Discussion 2014

- Summer of 2014 Council discussed scope of an update:
  - First considered incremental updates and meeting immediate needs
- Summer 2015 scoping discussion resulted in City Council direction to include full community outreach and an update of the entire plan
  - Directed staff to incorporate a comprehensive update to begin in 2017
- Fall 2015 Council received a report on immediate development opportunities and planning for a comprehensive update
  - *Included direction to proceed with Lincoln Way Corridor Plan*

# PLAN UPDATE SPECTRUM

LOW



**“Housekeeping.”** Amendments to update “facts” and projections—policies and maps mostly unchanged

**“Tune-Up.”** Same as housekeeping, but policies may be added or edited to cover new and emerging issues. Plan may be “refreshed” to look more modern.

**“Plan Update.”** Core goals remain, but all policies are revisited. Moderate public engagement and minor map changes. New topics added but Plan structure unchanged.

**“Major Update.”** Some goals and policies retained, but Plan mostly rewritten. Extensive public engagement, major map revisions. New themes and format introduced.

**“New Plan.”** Fully engage community to redefine city’s vision. Extensive data collection and analysis, and new policy framework. New Land Use Map and new Plan structure, often expressed in high-end graphic format.

HIGH

# WHAT'S DRIVING TODAY'S PLANS?

Quality of Life

Placemaking,  
New Urbanism, and  
"Complete"  
Communities

Resilience,  
Adaptation, and  
Hazard Mitigation



Fiscal Efficiency

Concurrency and  
Growth Management

Economic  
Competitiveness and  
Jobs



Health and Wellness

Equity and Inclusion

Sustainability





- Will this be a **Land Use Plan** focused on how and where the city grows?



- ✓ Provides policy framework for zoning

OR

- Will this be a **Comprehensive Plan** that addresses broader issues relating to the future of Ames?



- ✓ Provides policy framework for zoning and other ordinances
- ✓ Provides policy guidance for transportation, housing, economic development, natural resource management, delivery of City services, and broader quality of life issues

**Most communities identify four “core” elements:**

- Land Use
- Transportation
- Housing
- Natural Resources (Conservation)

**Second tier elements, often included:**

- Parks, Recreation, Open Space
- Hazards/ Safety
- Infrastructure/ Public Facilities
- Economic Development

**Third tier elements, sometimes included:**

- Community Design
- Historic Preservation
- Health
- Energy
- Sustainability

**Governance-oriented elements**

- Public Participation
- Intergovernmental Coordination
- Fiscal
- Capital Improvements
- Implementation

# DECISION POINT

# POTENTIAL ELEMENTS

REQUIRED ELEMENTS OF A COMPREHENSIVE PLAN	Land Use	Transportation	Housing	Recreation/ Open Space	Conservation	Safety	Energy	Water	Capital Improvements	Infrastructure	Intergov't <sup>1</sup> Coordination	Community Facilities	Historic Preservation	Economic Development	Other
California	X	X	X	X	X	X									(1)
Florida	X	X	X	X	X				X	X	X				(2)
Washington	X	X	X						X	X					
New Jersey	X	X	X	X						X		X	X	X	(3)
Vermont	X	X	X		X		X			X					(4)
Delaware	X	X		X	X								X	X	(5)
Illinois	X	X	X		X							X			(6)
New Hampshire	X	X	X	X	X					X		X			(7)
Arizona	X	X	X	X	X	X	X	X				X			(8)
Wisconsin	X	X	X		X					X	X			X	

*Additional Elements: (1) Noise; (2) Coastal Management; (3) Recycling; (4) Educational Facilities; (5) Community Design; (5) Public Participation; (6) Construction Materials; (7) Growth Areas; Cost of Development; Bicycling; Redevelopment*

**Iowa Smart Planning  
2011 Guide**

**Potential Plan  
Elements:**

- A. Public Participation
- B. Issues and Opportunities
- C. Land Use
- D. Housing
- E. Public Infrastructure and Utilities
- F. Transportation
- G. Economic Development
- H. Agriculture and Natural Resources
- I. Community Facilities
- J. Community Character
- K. Hazards
- L. Intergovernmental Collaboration
- M. Implementation

- Some cities are moving away from conventional “elements” toward “theme” based plans
  - ✓ Avoids issues being addressed in silos—many issues are cross-cutting
  - ✓ Links related topics
  - ✓ May resonate more with residents
  - ✓ May be easier to prioritize actions
- Plans organized around “big ideas” alone may pose challenges. Hybrids work better!

## Great Places

Forecasts  
Community Character  
Land Use  
Growth Management  
Housing

## Environmental Legacy

Natural Communities  
Open Space  
Agriculture  
Air and Water Quality  
Climate Change

## Living Well

Parks and Recreation  
Arts and Culture  
Healthy Active Living  
Noise

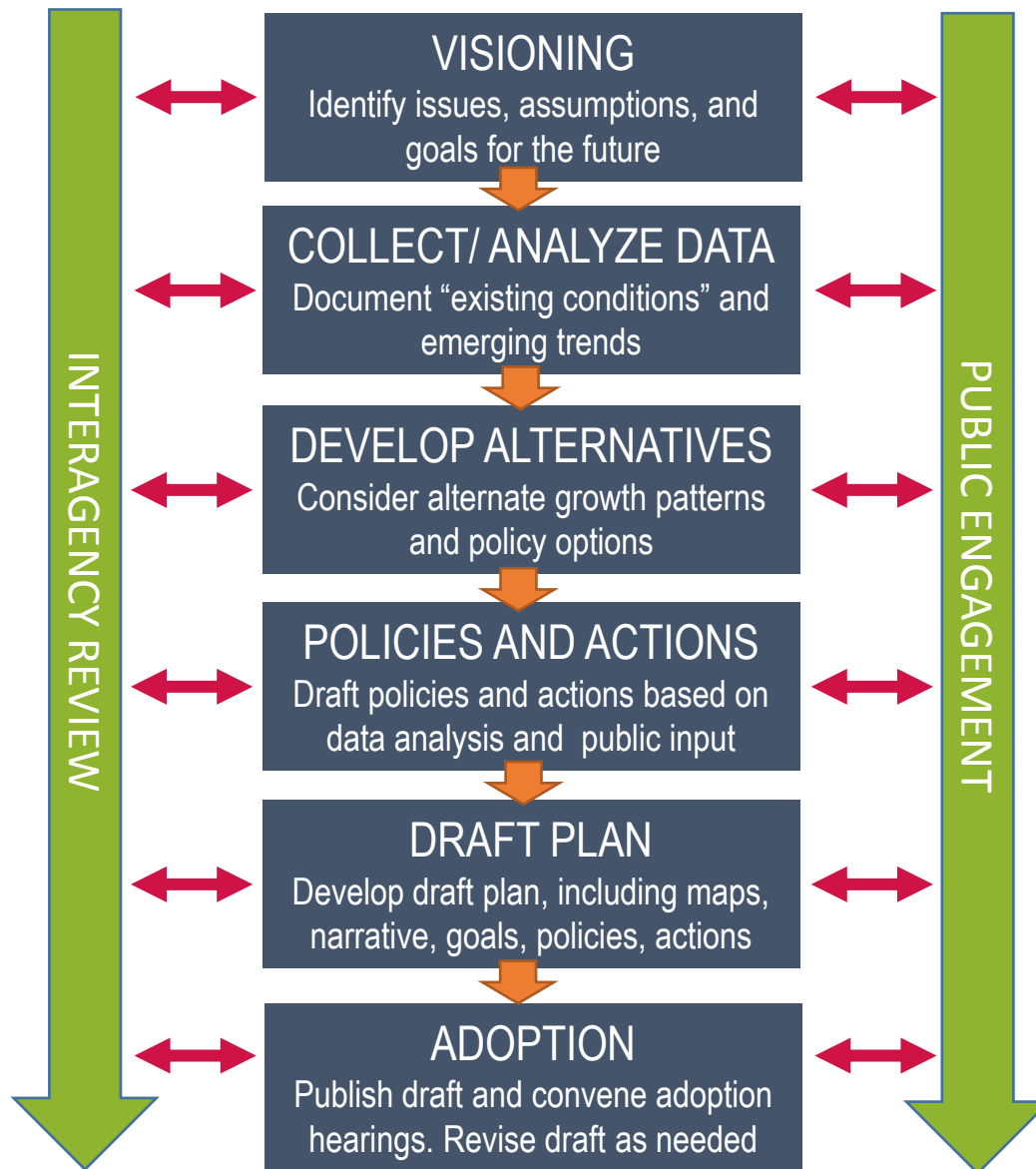
## Economic Vitality

Local Employment  
Office-Industry  
Retail

## A City That Works

Mobility  
Safety and Hazards  
Public Services and Facilities  
Governance

# PLANNING PROCESS



- Rely on boards and commissions?
- Create an advisory committee?
- Hold citywide workshops?
- Attend stakeholder group meetings?
- Create interactive project website?
- Comp Plan speakers bureau?
- Launch a social media/ video campaign?
- Use print media and mobile exhibits?

What's the metric  
for success?

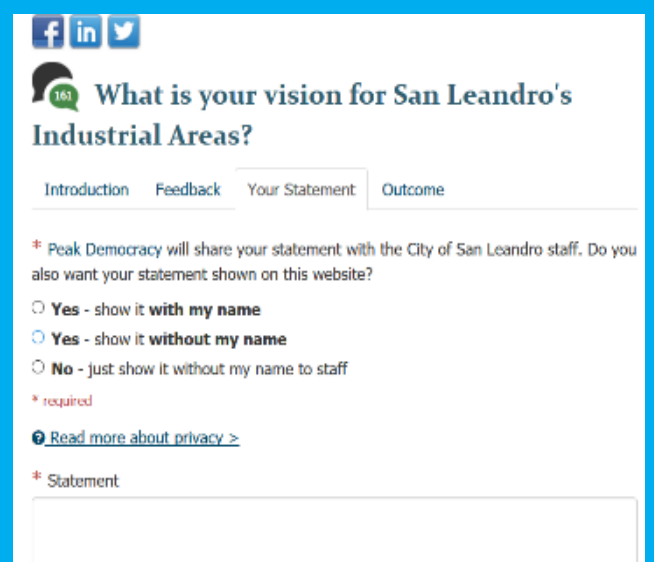
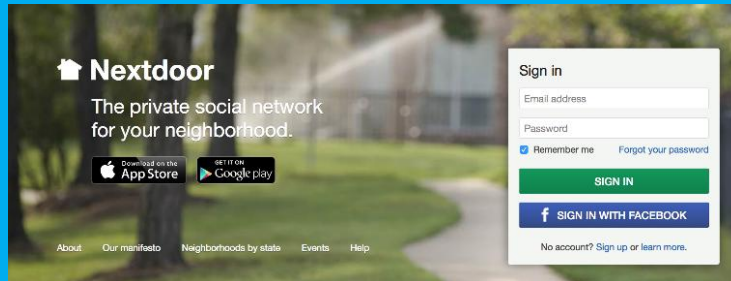
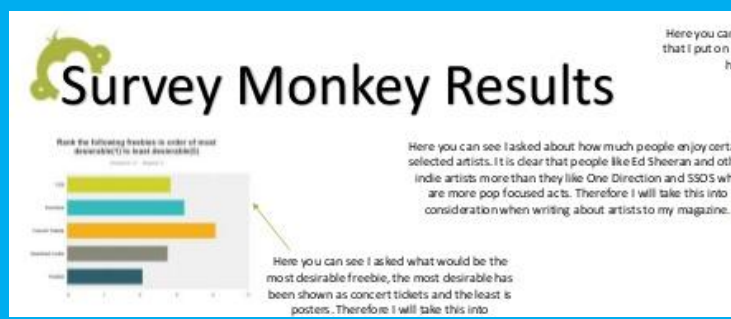
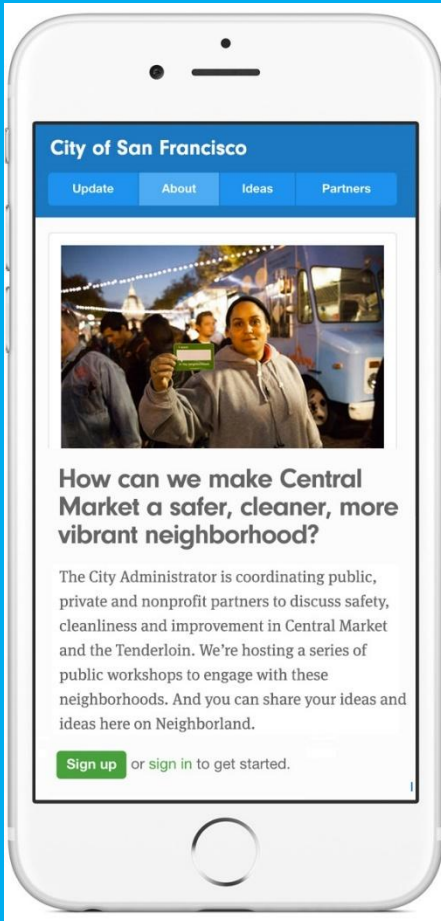
Washington, DC

- A minimum of 8,000 residents will participate
- Communication methods will reach 25% of the city's residents at least three times
- Participants will be representative of the City's demographics



Engagement must be  
authentic to be effective

## Community engagement in 2017 is very different than it was in 1997





## Pros and cons of a Comp Plan Advisory Committee

### PROS

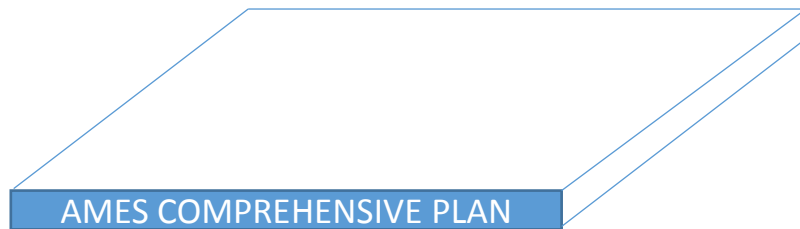
- Creates a Plan “constituency” (Plan defenders)
- Members can be ambassadors to the community and different stakeholder groups
- Can engage cross-section of the community
- Encourages robust discussion of issues
- Process may be perceived as less “political”—allows Council to focus on other issues

### CONS

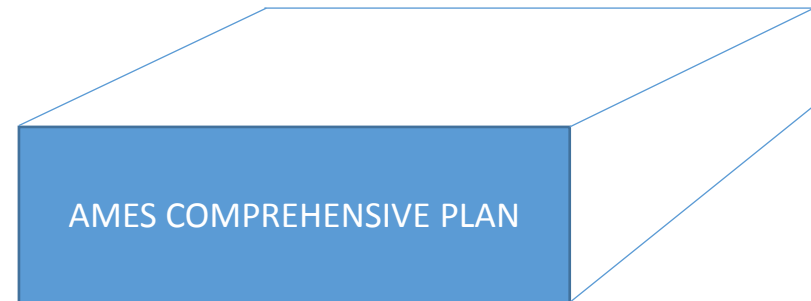
- Time-consuming (care and feeding of committee can be challenging!)
- Potential for dissonance and controversy
- May reduce Council influence in policy making
- Requires strong chair, skillful facilitation
- Difficult to include all groups and constituencies—will the “usual suspects” dominate the conversation?
- Views expressed by members might not represent or communicate with their constituent groups

Plan Elements typically include narrative, policies, and maps

What's the desired balance?



- Plan has minimal narrative and primarily consists of goals, policies and actions
- Technical appendices are used for context, forecasts, and background information



- Plan has extensive narrative and maps describing existing conditions, projected conditions, and issues, followed by goals, policies and actions
- Technical appendices are still used for background information

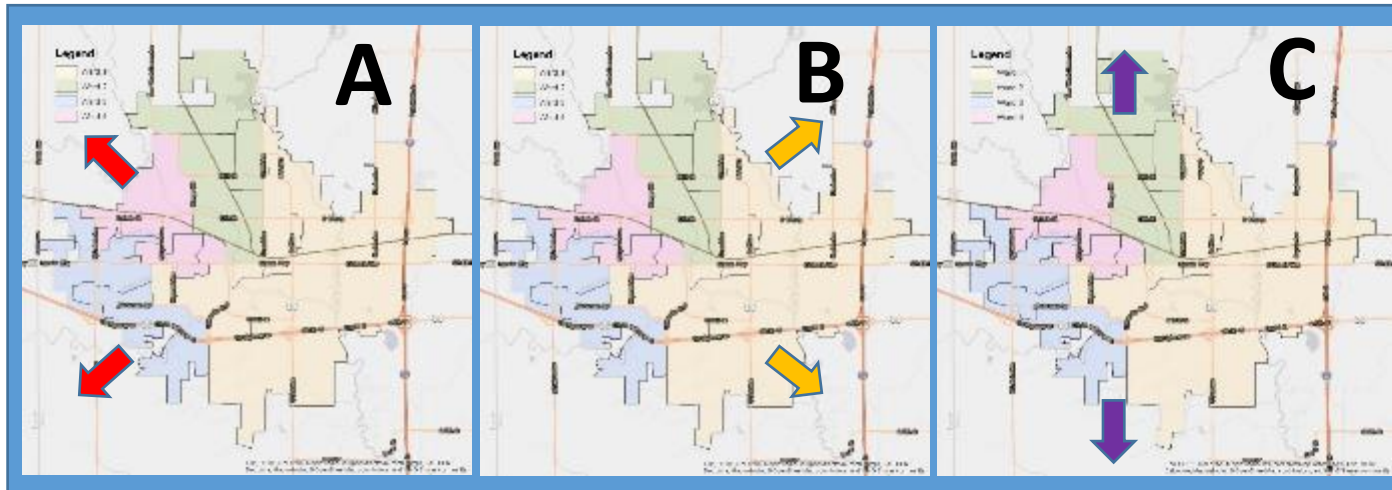
- Land use studies
- Traffic studies
- Economic and market studies
- Environmental inventories
- Hazard mitigation assessments
- Urban design studies/ design guidelines
- Engineering assessments (utilities)
- Community services evaluations (parks, schools, etc.)
- Historic building/ cultural resource inventories
- Fiscal impact studies

- What's needed?
- What's "nice" but non-essential?
- What's not needed?

**To what extent will the New Plan examine spatial alternatives for accommodating future growth?**

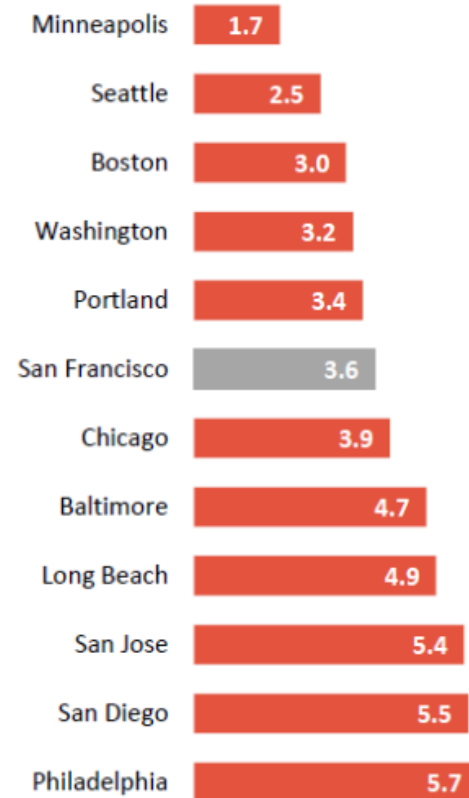
Alternatives Process

- Develop alternatives
- Test alternatives
- Solicit public input
- Select alternative or hybrid



- Many cities are using metrics to gauge the effectiveness of the Plan and demonstrate accountability to residents
- New metrics are being introduced
  - Vehicle miles traveled
  - Transit boardings
  - Walkscores
  - Health indicators
- Infographics are being used to communicate key facts and indicators

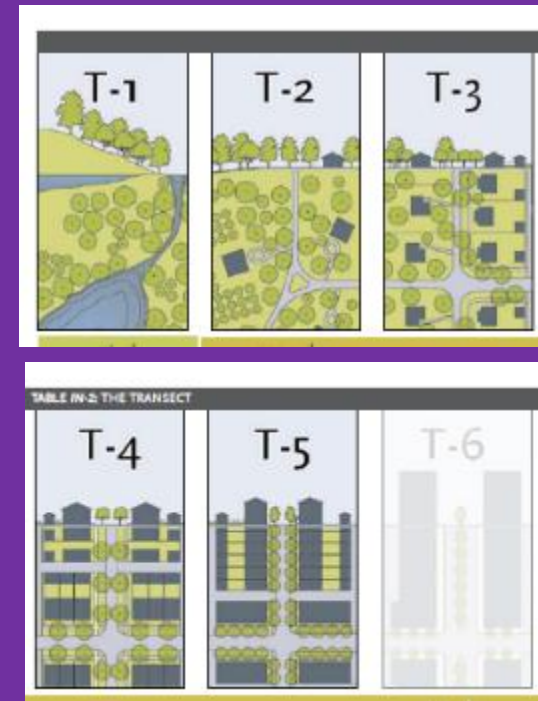
Traffic Fatalities per 100K Population



- Future Land Use
- “Change” Areas (Policy Maps)
- Transportation (Thoroughfares, Bike/ped, Transit)
- Housing / Economic Opportunity sites
- Natural feature / open space systems
- Existing/ future parks and community facilities
- Historic resources and districts
- Area plans

### Emerging Trend:

Some cities are choosing to use “Form Based” maps instead of traditional land use plans.



**Some comprehensive plans include more prescriptive, place-based plans for subareas.**

**Ames could:**

- Divide the city into community plan “districts” and include a plan for each district in the Comp Plan
- Prepare subarea plans only for “change” areas
- Prepare subarea plans only where existing neighborhood/ district plans have already been prepared
- Have no subarea plans in the Comp Plan, and simply have place-based narrative and policies as needed

**Accountable implementation is an essential part of a good plan.**

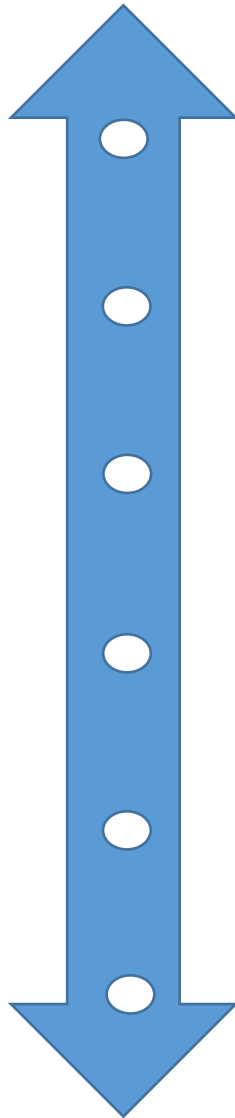
- Will there be an Implementation Element?
- Responsibilities for carrying out key actions should be clearly identified

Number	Action	Responsible Agency	Time Frame	Action Type	Capital Funds Needed (Y/N)
Action LU 7.2	Reserved				
Action LU 7.3	Promoting Commercial Reinvestment	DCP, H&N	On-going	Study/ plan	N
<b>A.8 Neighborhood Conservation and Development</b>					
Action LU 8.1	Reserved				
Action LU 8.2	Reserved				
Action LU 8.3	Acquisition of Vacant Lots	DCP, CAO	On-going	Program/ organization	N
Action LU 8.4	Reserved				
Action LU 8.5	Reserved				
<b>A.9 Research and Development/Institutional Land Uses</b>					
Action LU 9.1	Reserved				
Action LU 9.2	Small Area Studies in Institutional Areas	DCP	On-going	Study/ plan	N
Action LU 9.3	Reserved				
<b>A.10 Retail Land Uses</b>					
Action LU 10.1	Reserved				

\*Excerpt City of Raleigh NC



**LOW**



Council holds hearings to adopt the Plan—no other involvement

Participation/ welcoming remarks at Plan workshops—minimal policy involvement

Appoints task force. Receives periodic briefings on Plan from staff

Appoints task force. Receives briefings and holds occasional study sessions on policy issues

Planning Commission serves as Task Force. Council heavily involved with policy setting and map decisions

**HIGH**

Council serves in lieu of Plan Task Force. Convenes regular special meetings and acts as vetting body for Plan

# CASE STUDIES AND TRENDS

Iowa

College Towns

USA

# WHAT'S HAPPENING IN IOWA?

City	2016 Est. Population	Pop. Change since 2000	Year Plan Adopted
Des Moines	214,472	7.9%	2016
Cedar Rapids	131,127	8.6%	2017
Davenport	102,612	4.3%	2016
Sioux City	82,872	-2.5%	Underway
Iowa City	74,398	19.6%	2013
Waterloo	67,934	-1.2%	N/A
<b>Ames</b>	<b>66,191</b>	<b>30.5%</b>	<b>1997</b>
West Des Moines	64,560	39.1%	2010
Council Bluffs	62,524	7.3%	2014
Ankeny	58,627	116.2%	Underway
Dubuque	58,531	1.5%	2007
Urbandale	43,018	48.0%	2003

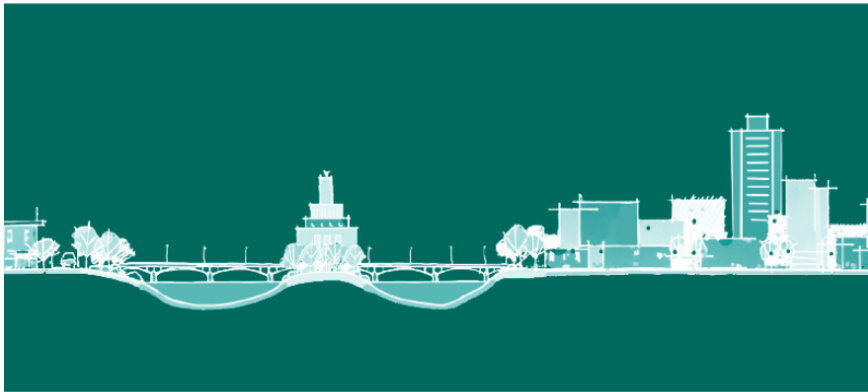


## PLAN ELEMENTS

- Vision Statement
- Land Use
- Transportation
- Housing
- Economic Development
- Public Infrastructure and Utilities
- Parks and Recreation
- Community Character and Neighborhoods
- Community Facilities
- Social Equity
- Implementation

- Adopted in April 2016
- 18-month update process
- Estimated project budget of \$650,000
- Relatively short (85 pages)—nicely formatted and very readable and user-friendly
- Minimal narrative – Plan is supplemented by a background report
- Traditional structure with topical “elements” following IA Smart Growth guidelines
- Goal and Policy format
- Traditional Land Use Map and categories
- Anticipates 60,000 new residents between 2010 and 2040, mostly through infill
- Roll up of “action-oriented policies” in Implementation chapter and Appendix at end of document

## EnvisionCR



A COMPREHENSIVE PLAN  
FOR CEDAR RAPIDS, IOWA



UPDATED MARCH 28, 2017

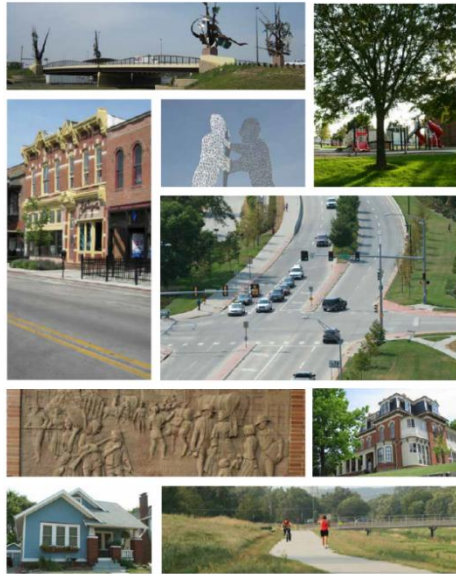
PREPARED BY  
RDG PLANNING & DESIGN  
HR GREEN, INC.

### PLAN ELEMENTS

- Strengthen
- Grow
- Connect
- Green
- Invest
- Protect

- Adopted March 2017
- Moderate length (192 pages)—graphics rich!
- Four Themes: Health, Sustainability, Placemaking, and Efficiency
- Seven Guiding Principles
- Innovative structure, with six non-traditional elements
- Anticipates 14-33 K new residents (23 years)
- Each Element includes several broad goals, followed by specific “initiatives”—no policies
- Form-based Land Use Map uses “typologies” instead of traditional categories (e.g., “Urban Low Intensity” includes single family homes, schools, neighborhood commercial, etc.)
- Implementation matrix includes schedule and lead agency for each initiative

# focus on COUNCIL BLUFFS



CITY OF COUNCIL BLUFFS  
**Comprehensive Plan**  
PREPARED BY HOUSEAL LAVIGNE ASSOCIATES & HDR, INC. | AUGUST 2014

**Adopted September 2014**

## PLAN ELEMENTS

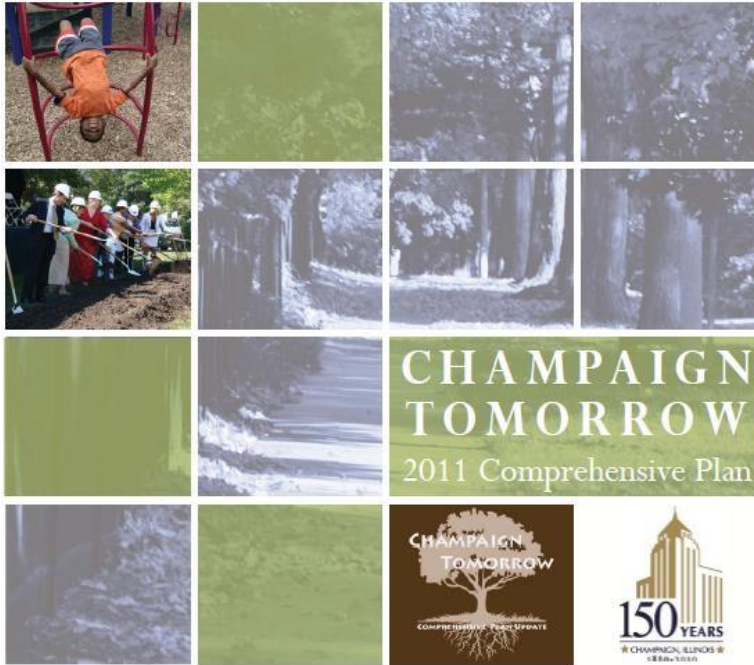
- Land Use
- Transportation
- Parks, Open Space, and Environmental Features
- Community Facilities and Infrastructure
- Hazard Mitigation and Sustainability
- Community Character
- Subarea Plans
- Implementation

- Adopted in 2013, two-year process
- \$250,000 budget for consultants
- Relatively short (114 pages), 11 x 17 format, organized by traditional elements
- “Community Profile” summarizes existing conditions and trends
- “Vision” includes goals and objectives on key topics (growth, neighborhoods, industry, etc.)
- Traditional land use map, plus “character maps” describing urban form
- Each Element describes existing system and planned improvements, along with Map
- No policies and actions—some “recommendations”
- Includes diagrams for 4 change areas
- Implementation chapter provides a menu of programs and procedures

# College Towns BEYOND IOWA

City	2016 Est. Population	University Enrollment	Year Plan Adopted
<b>AMES</b>	<b>66,191</b>	<b>36,660</b>	<b>1997</b>
Flagstaff, AZ	71,459	29,000	2014
Davis, CA	68,111	35,100	2001 (amended '07)
Bloomington, IL (*)	78,005	21,000	2015
<b>Champaign, IL (*)</b>	<b>86,687</b>	<b>44,000</b>	<b>2011</b>
<b>Bloomington, IN</b>	<b>84,465</b>	<b>48,500</b>	<b>2017</b>
Lawrence, KS	95,358	30,450	1998 (amended '16)
<b>Manhattan, KS</b>	<b>54,983</b>	<b>27,870</b>	<b>2015</b>
<b>Columbia, MO</b>	<b>120,612</b>	<b>32,700</b>	<b>2013</b>
<b>Chapel Hill, NC</b>	<b>59,256</b>	<b>29,000</b>	<b>2012</b>
Stillwater, OK	49,504	29,174	2013
Corvallis, OR	57,110	28,800	2000
San Marcos, TX	61,980	38,800	2013

(\*) "Twin" cities with most of campus in adjacent city



## PLAN ORGANIZATION

- Introduction
- Vision and Guiding Principles
- Future Land Use

- Adopted in 2011
- U of I enrollment up 7,000 students since 2000. Plan assumes continued enrollment growth.
- Overall Plan focus is on building a “complete community”
- Fundamentally this is a **land use plan**, with guiding principles addressing growth, sustainability, complete neighborhoods, community identity, health, and public facilities
- Cross-references other plans guiding other systems (transportation, etc.)
- Silent on campus planning, but calls for good working relationship with U of I.
- Land Use categories include “University Neighborhoods”





 City of Bloomington  
Comprehensive Plan

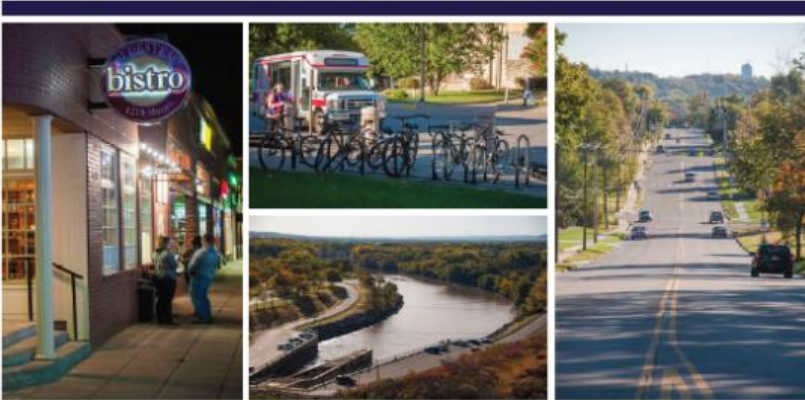


Draft June 2017

### PLAN ORGANIZATION

- Community Profile
- Community Services and Economics
- Culture and Identity
- Environment
- Downtown
- Housing and Neighborhoods
- Transportation
- Land Use

- Released in June 2017—still a Draft
- Relatively short (less than 100 pages)
- Strong focus on non-land use issues (services, arts, governance, equity)
- Anticipates 20,000 new residents over 25 years. Land Use Plan focuses on infill rather than “new lands”
- Goal-Policy format, with menu of action programs for each goal
- Each goal includes outcomes and indicators to measure progress
- Form-based land use categories (“Mixed Urban Residential,” etc)
- Does not address enrollment forecasts—plan shifts focus away from University toward non-student population
- Appendix includes matrices listing all actions, timelines, and responsibilities



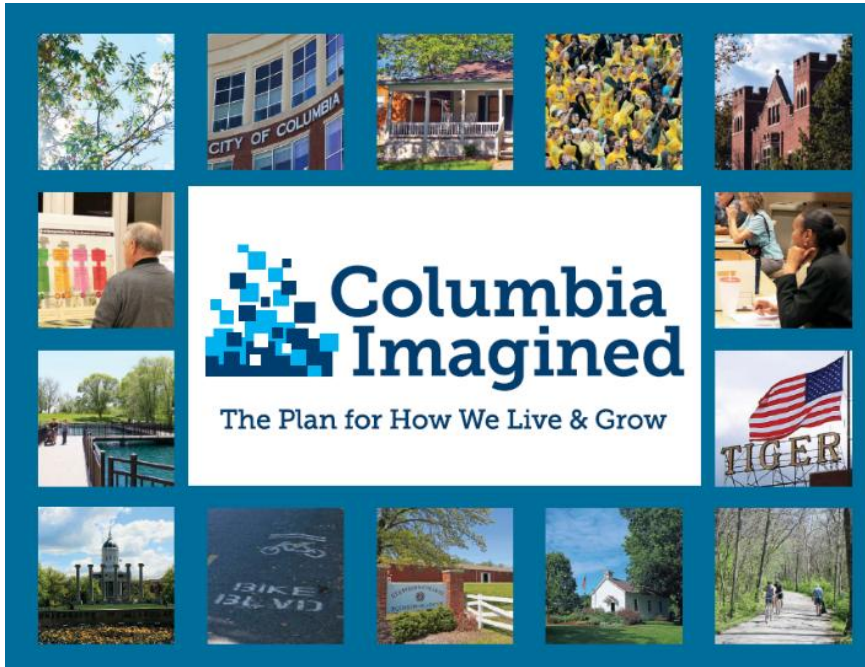
## Manhattan Urban Area Comprehensive Plan

March 2015

### PLAN ORGANIZATION

- Growth Vision
- Coordinated Efficient Growth
- Preserve Natural Resources/ Resilience
- Efficient Public Facilities and Services
- Community Involvement/Regional Cooperation
- Multi-modal Transportation
- Healthy, Livable Neighborhoods
- Quality of Life/ Strong Sense of Place
- Diversified Economic Base
- Special Planning Area Policies

- Adopted in 2015
- Anticipates 20,000 pop increase (2013-35), including 5,000 at KSU
- Elements follow “guiding principles” — growth, resilience, sense of place, diverse economy, etc.
- Includes chapter for “special areas” where policy guidance is needed— including campus edge, downtown, key corridors, and growth areas
- Traditional Land Use Map, with second map showing “areas of stability” and “areas of change.”
- Elements have Principles, Goals, and Policies. Policies include narratives.
- Focus on land use, community character, and growth management
- Includes an “Action Plan” at end listing actions, lead agencies, priority ranking



**Columbia  
Imagined**  
The Plan for How We Live & Grow

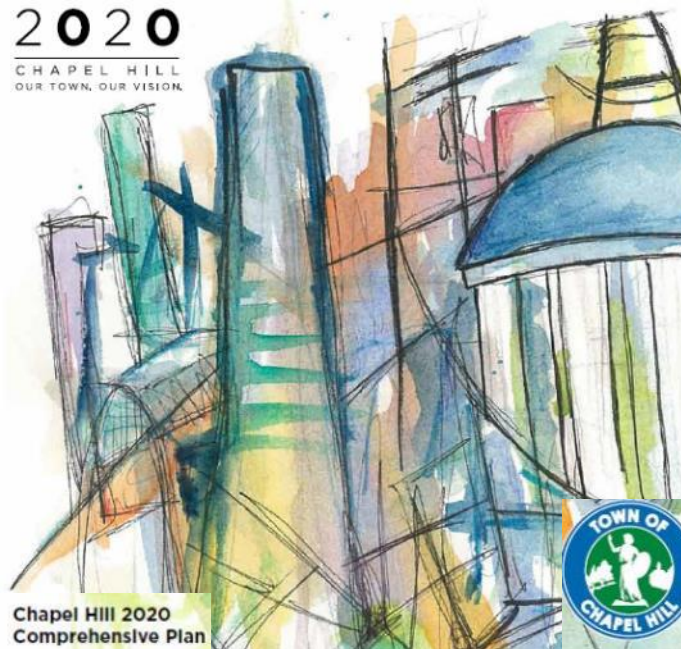
**PLAN ORGANIZATION**

- Existing Conditions
- Planning Process
- Big Ideas
- Growth Patterns and Policies

**GUIDING PRINCIPLES**

- *Livable/ Sustainable Communities*
- *Growth Mgmt*
- *Infrastructure*
- *Environ. Mgmt*
- *Mobility/ Connection*
- *Intergovtl Coop*
- *Economic Dev*

- Adopted in 2013, three year process
- Plan prepared without consultants (Staff, plus UM extension)
- Anticipates 23,000-38,000 new residents over 20 years
- UM enrollment up 11,000 (50%) since 2000; 1% annual growth forecast
- Plan organized around 7 principles
- 19 core policies. Each has a narrative describing an issue and future direction.
- Presents “Big Ideas” for 2030
- Directs infrastructure investments to new growth areas
- Detailed implementation table for prioritizing and tracking strategies to achieve each policy
- Very generalized Land Use Map—five broad categories



#### PLAN ORGANIZATION

- Chapel Hill's Story
- Themes and Goals
- Implementation
- Future Focus Areas
- Closing

#### PLAN THEMES

- *A Place for Everyone*
- *Community Prosperity and Engagement*
- *Getting Around*
- *Good Places, New Spaces*
- *Nurturing Community*
- *Town and Gown*

- Eight-year time frame – focus is on short-term actions
- Untraditional format and focus
- 5 “big ideas” (specific plans or processes to put in place by 2020)
- Six themes—a few goals for each
- Emphasis on connections and community building
- Specific action plans are included for City Council, Staff, and community
- Six geographic areas are identified as “future focus areas” (to be covered by area plans)
- Includes traditional land use map and categories—no transportation plan
- Does not include forecasts or address enrollment changes

# NATIONAL TRENDS: PLANO, TX



## BUILT ENVIRONMENT

Land Use & Community Design

Transportation

Housing & Neighborhoods



## SOCIAL ENVIRONMENT

Quality of Life

Sense of Community



## NATURAL ENVIRONMENT

Building & Site Efficiency

Environmental Quality



## ECONOMIC ENVIRONMENT

Diverse & Resilient Economy

Jobs & Workforce Development



## REGIONALISM

Our Place  
in the DFW Region

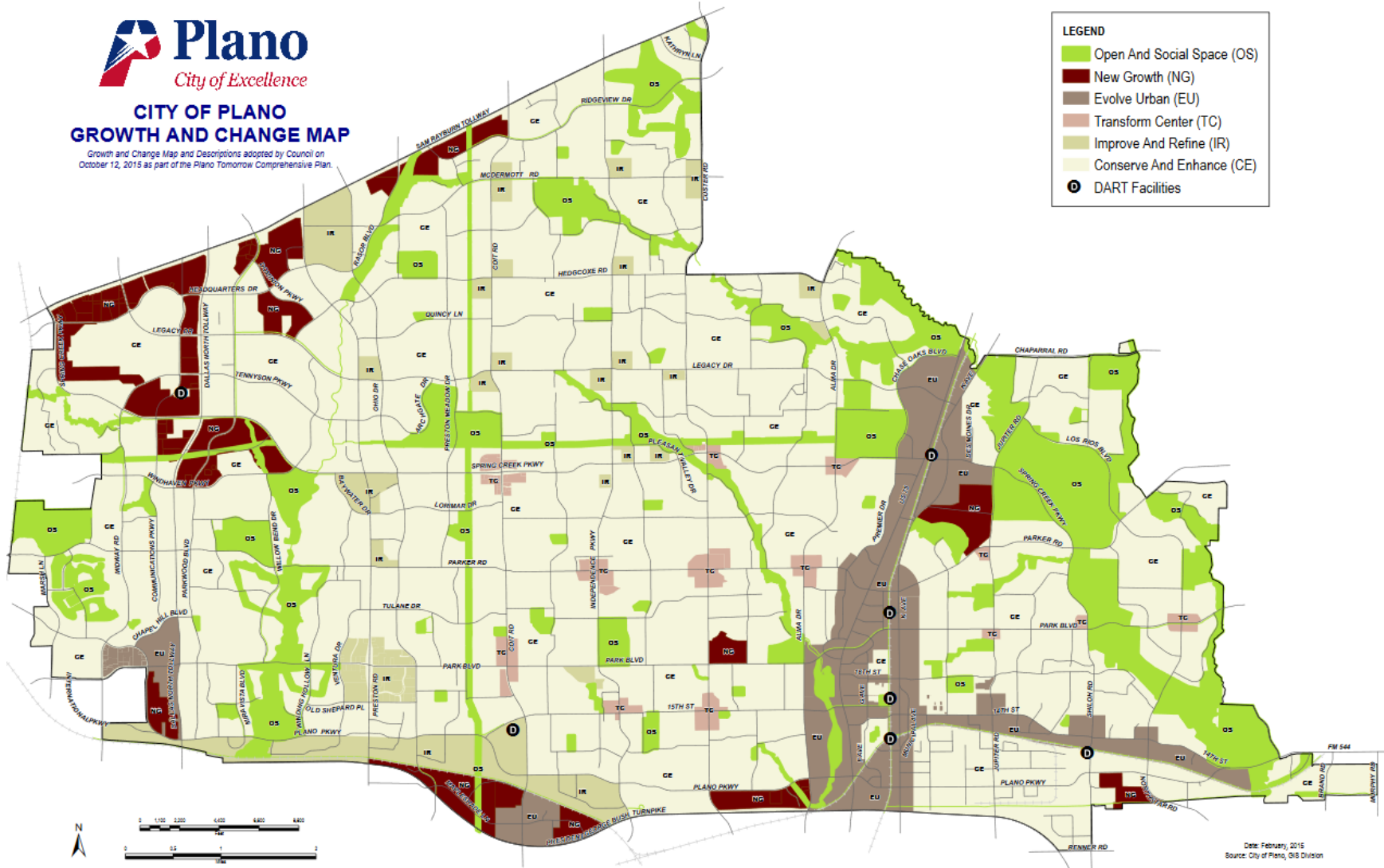
- 2017 National Award Winner
- Plan uses an interactive web-based format; much of the public engagement program was achieved on-line
- Guides City services as well as growth—informs CIP
- Implementation-focused—every action is measurable
- Aim is to “improve,” not “change”
- Focus on metrics for sustainable growth---walkability and density

# NATIONAL TRENDS: PLANO, TX



## CITY OF PLANO GROWTH AND CHANGE MAP

Growth and Change Map and Descriptions adopted by Council on October 12, 2015 as part of the Plano Tomorrow Comprehensive Plan.



**LEGEND**

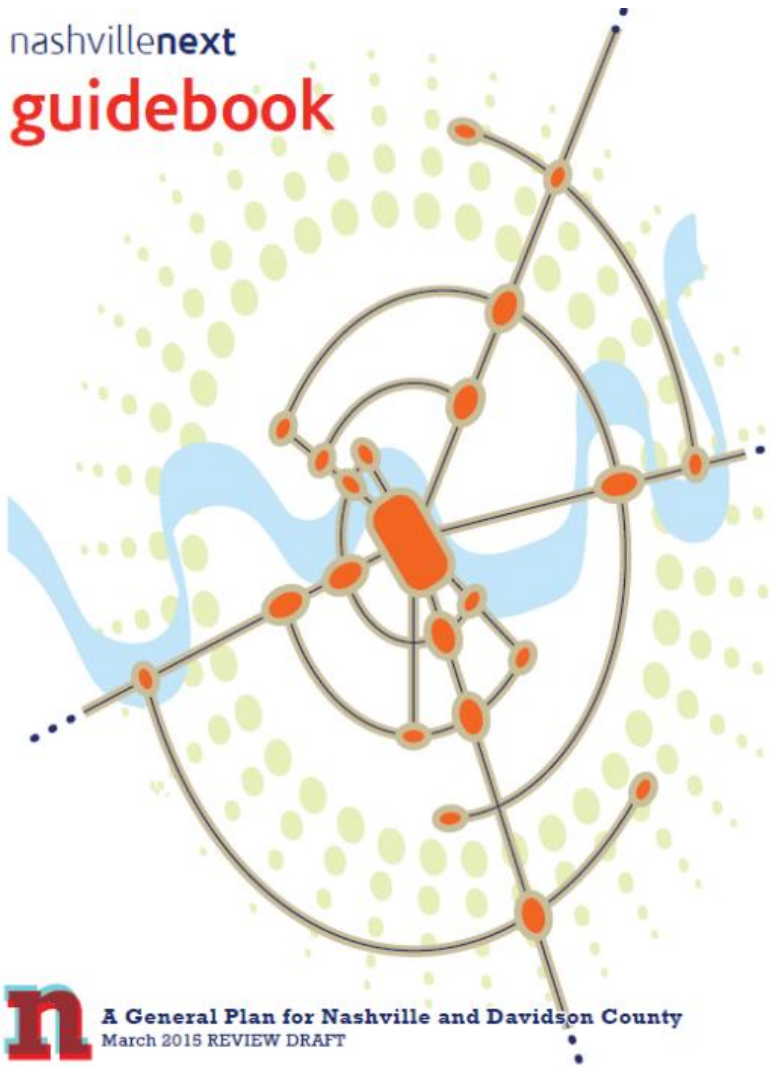
- Open And Social Space (OS)
- New Growth (NG)
- Evolve Urban (EU)
- Transform Center (TC)
- Improve And Refine (IR)
- Conserve And Enhance (CE)
- DART Facilities

Date: February, 2015  
Source: City of Plano, GIS Division

The Growth and Change Map shall not constitute zoning regulations or establish zoning district boundaries.

# NATIONAL TRENDS: NASHVILLE, TN

nashvillenext  
**guidebook**

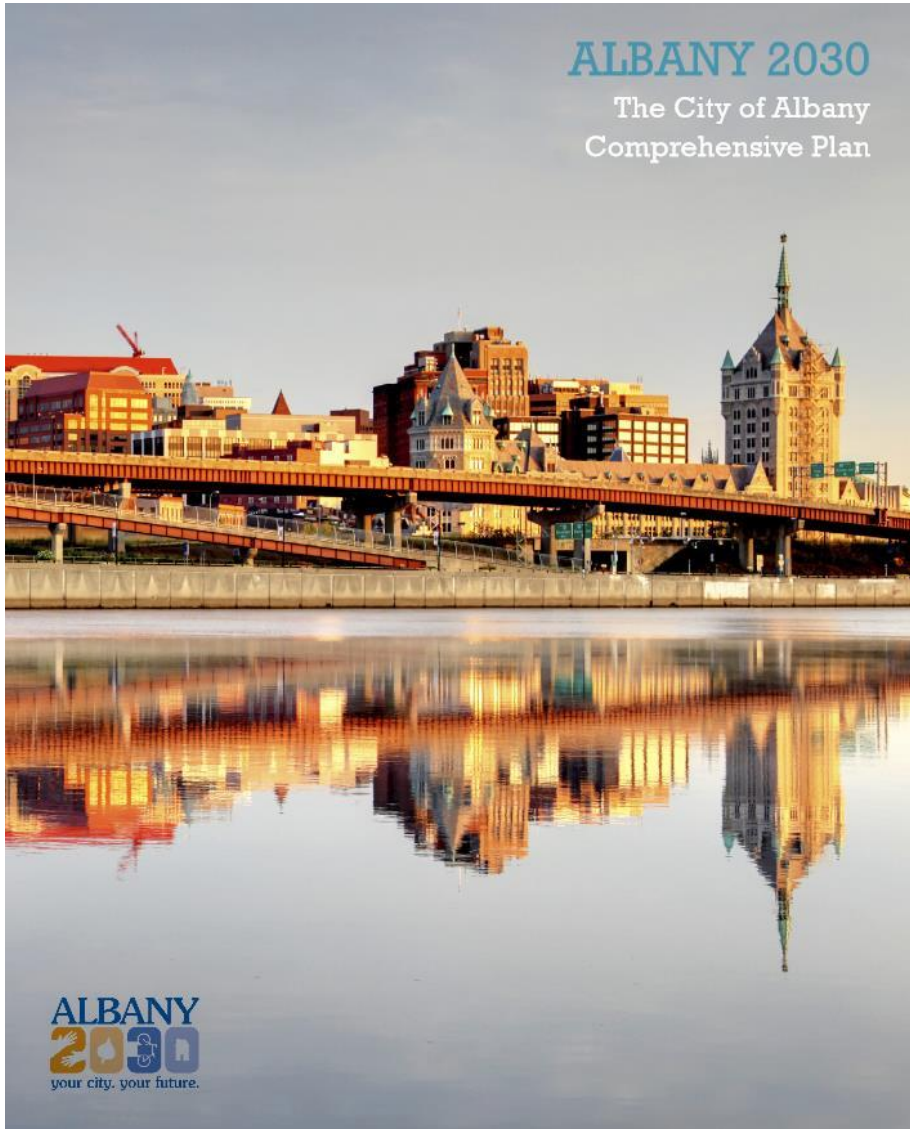


- 2016 National Award Winner
- Joint city-county plan covering 528 square miles and 685,000 residents
- Strong focus on participation—more than 18,500 residents took part
- Plan has five volumes, one of which are the six “Elements”:
  - Land Use, Transportation, and Infrastructure
  - Arts, Culture, Creativity
  - Economic and Workforce Development
  - Health, Livability, and the Built Environment
  - Housing
  - Natural Resources and Hazard Adaptation
- Another “volume” contains Community Plans covering 14 subareas
- Another volume is the Transportation Plan, and another is the “Action Plan”

# NATIONAL TRENDS: ALBANY, NY

## ALBANY 2030

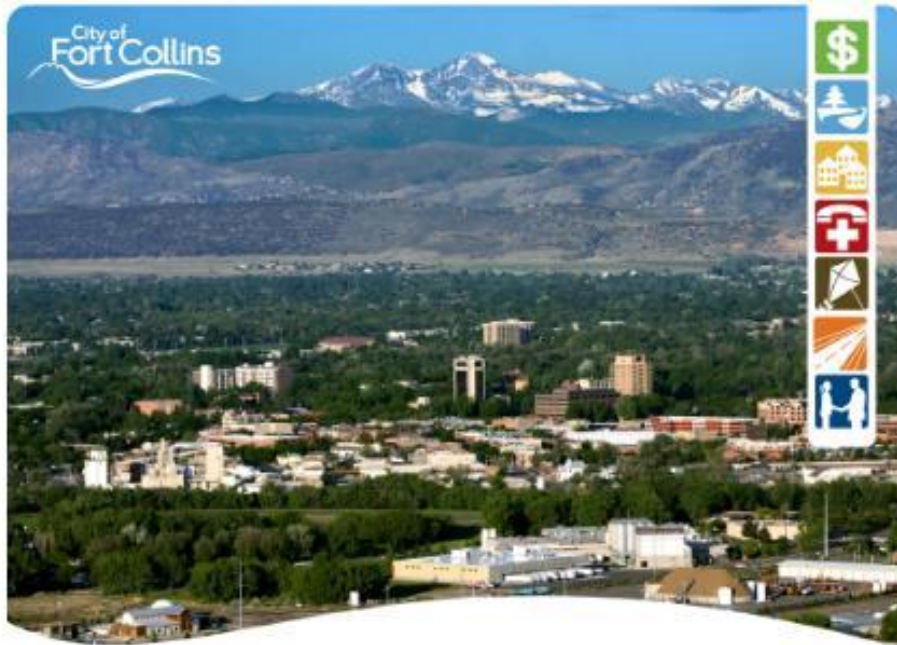
The City of Albany  
Comprehensive Plan



- Adopted in 2012
- Plan is built around a vision for:
  - Safe, Livable Neighborhoods
  - Model Educational System
  - Vibrant Urban Center
  - Multi-Modal Transportation Hub
  - Green City
  - Prosperous Economy
- Plan takes a “systems” approach, and focuses on the ways that each aspect of the vision is shaped by:
  - *Community Form*
  - *Economy*
  - *Social Networks*
  - *Transportation*
  - *Natural Resources*
  - *Housing and Neighborhoods*
  - *Utilities and Infrastructure*
  - *Institutions*



# NATIONAL TRENDS: FORT COLLINS, CO



Plan Fort Collins

PLAN SUMMARY  
February 2011



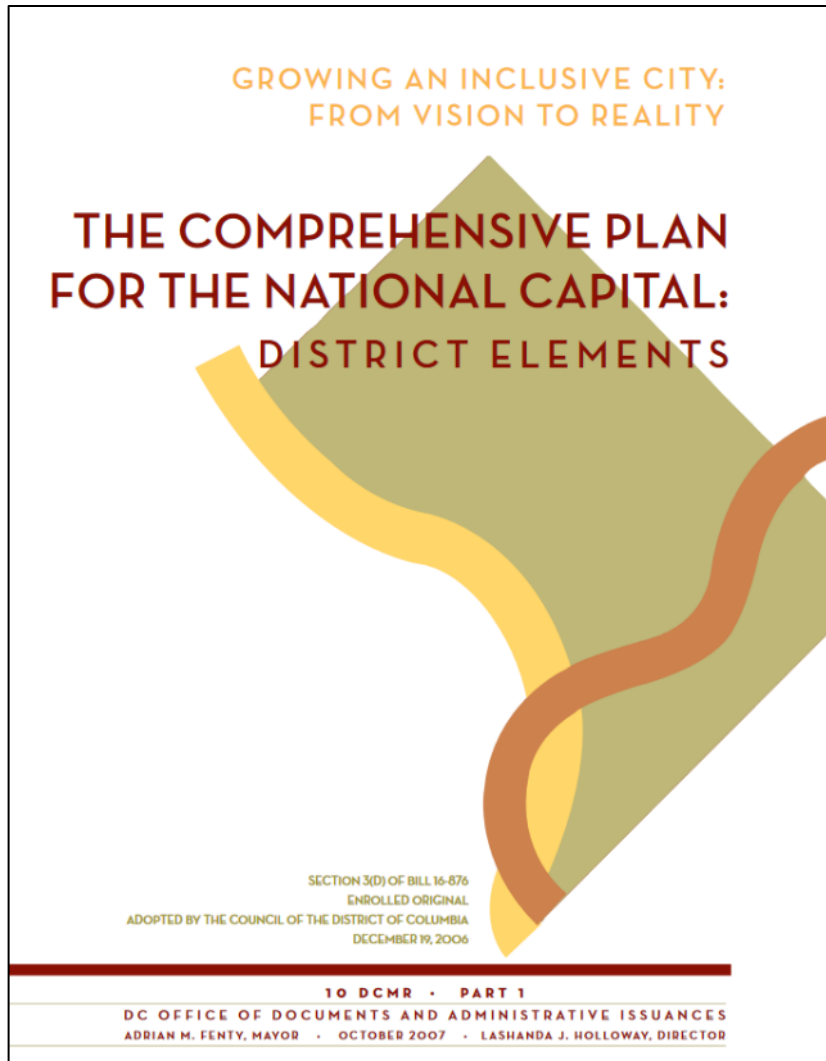
innovate.sustain.connect

Also focuses on “systems” rather than traditional elements

Plan Themes:

- Economic Health
- Environmental Health
- Community and Neighborhood Livability
- Safety and Wellness
- Culture, Parks, and Recreation
- High Performing Community
- Transportation

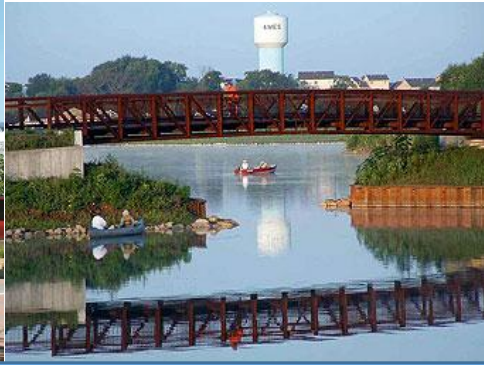
Themes align with City’s Budget categories and Council priorities



- DC has 20 colleges and universities, with over 80,000 students
- University expansion into neighborhoods is a major issue and is covered by several policies/actions
- Comp Plan includes an “Educational Facilities” Element
- Universities are required to prepare campus plans, subject to Zoning Commission approval
- Enrollment caps apply
- Universities are required to add housing as they add students

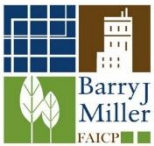
# NEXT STEPS

1. Provide guidance to staff on key decision points.
2. Prepare RFP/ RFQ.



# Thank You

## *Questions?*



urban environmental planning

August 15, 2017  
Barry Miller, FAICP

