

Comprehensive Plan 101

Central Texas Planning Workshop
for Elected and Appointed Officials
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Chris Holtkamp, AICP
Principal
Holtkamp Planning



Why do you need a Plan?

- Identifies Challenges and Opportunities Facing your Community
- Creates Public Buy In to Tackle Challenges
- Outlines Prioritized Short and Long Term Goals
- Provides the Opportunity to Identify and Address Interrelated Issues and Challenges
- Allows for Consistency in Decision Making

Typical Plan Elements

- Demographics
- Existing Conditions Assessment
- Land Use (Required for Zoning)
- Transportation
- Public Utilities
- Parks and Recreation
- Community Facilities & Services
- Preservation & Urban Design
- Environment
- Public Safety
- Housing & Neighborhoods
- Downtown Revitalization
- Economic Development
- Public Health

Additional Elements

- Vision and Mission Statements
- Identification of Values
- Implementation Guide
 - Prioritized List of Goals
 - Specific Action Steps for Each
 - Timelines
 - Responsible Parties
 - Benchmarks
- Capital Improvements Plan

Planning Process

- Community Preparation
 - Reason for Doing the Plan
 - Is it just to have one, or is there a real desire to have a long term, guiding document
 - Is Community Ready for It?
 - Internal Relationships
 - Political Environment
 - Review Other Plans to See What you Like and Don't Like
 - Internal vs. Consultant
 - Internal is less expensive, but staff may not have time and resources to do it

Planning Process

- Steering Committee
 - Representative of the Community
 - Provides ongoing oversight of the process to ensure Plan reflects community
 - Can Serve as On-going Oversight for Plan Implementation
 - Vision and Mission Statements

Planning Process

- Public Engagement –

THIS IS CRITICAL

- Surveys
- Town Hall Meetings
- Focus Groups
- Interviews
- Social Media
- On-line Public Engagement Tools
 - e.g. MindMixer

Planning Process

- Plan Development
 - Community Assessment
 - Demographics
 - Community Tour to Identify Challenge and Opportunities
 - Review of Existing Plans and Projects
 - Coordination with County, Regional Entities, etc.

Planning Process

- Plan Goals
 - For Each Plan Topic
 - Based on Public Input, Community Assessment, etc.
 - Short and Long Term
 - Should be Community-wide, not just for City Action
- Implementation Guide
 - Detailed Action Steps for Each Goal
 - Timelines
 - Responsible Parties
 - Benchmarks

Planning Process

- Draft Review and Discussion
 - Steering Committee takes lead
 - Presentation to Public
 - Use of Online Public Engagement Tools
- Adoption
 - Becomes Official Guide for City Action
- Regular Reviews and Updates
 - Yearly, 5 Year, 10 Year, When Major Change Happens

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Working the Plan

- Someone Needs to Own The Plan
 - Steering Committee, P&Z, Council Member, Staff, somebody
- Set Low Hanging Fruit
 - Small, quick victories to build support for bigger, harder projects
- Plan Needs to Be Incorporated into City Processes
 - P&Z Reviews in land use decisions
 - Staff uses in determining projects
- Plan Needs to be Part of Budget Process
- Other Organizations Engaged
- Celebrate Successes

Why Plans Fail

- No Clear Implementation
 - No Detailed Action Plan with Specifics, Benchmarks, etc.
- No Partnerships and Help
 - Plan Shouldn't be City Responsibility, use EDC, ISD, Chamber, Civic Groups, others
- No Ownership
 - City Council, P&Z, City Staff don't feel responsible

Questions and Discussion

Chris Holtkamp, AICP
512-217-0173

www.HoltkampPlanning.com

