



Visioning and Goal Setting for a Comprehensive Plan

Tug Hill Commission
18th Annual Local Government Conference
Thursday, March 29, 2007



Agenda

- Comprehensive Planning
 - Starting the comprehensive planning process
 - Key questions to consider
 - Developing initial considerations for a project vision
- Developing a Vision and Goals
 - Study purpose and process
 - Collecting background information
 - Focus on process & public input
 - Developing a vision statement
 - Goals and recommendations
 - Organization of comprehensive plan
- Graphically Articulating the Vision and Goals
- Implementing the Plan



Comprehensive Planning

Starting the Comprehensive Planning Process



- What is happening in your community?
- What would you like the community to be and how should it look?
- How do you accomplish and sustain that vision?



Key Questions to Consider



- How is the land being used?
- Where is the growth occurring and in what form?
- How have the demographics changed?
- Where should there be open space?
- Where should there be housing?
- Where should there be businesses?
- What do we need to protect?
- What should we try to improve?



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Typical Initial Considerations



- Changing rural character?
- Type of development: residential, commercial, mix
- Role of the Hamlets/Villages
- Quality vs. quantity of development
- Community role in regional growth
- Maintaining community character and high quality of life



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Project Approach



Study Purpose



- Build on previous planning efforts
- Engage public to help determine community assets, opportunities, and needs
- Examine demographics for economic development opportunities
- Create a future land use plan that exhibits a sustainable approach for growth in the community
- Produce a shared vision for the future of the community
- Outline specific actions to achieve that shared vision
- Prepare an implementation as an overall guide



The Process



Task	Month	1	2	3	4	5	6	7	8	9	10	11	12
Task 1 - Project Coordination/Initiation		★											
			Key Issues Summary										
Task 2 - Information Gathering and Analysis			★	★									
				Inventory Report									
Task 3 - Comprehensive Plan Vision and Goals				★	★								
			Stakeholder Interviews	Community Visioning Workshop	Vision and Goals Report								
Task 4 - Draft Comprehensive Plan Update					★	★	★						
						Public Presentation	Draft Comprehensive Plan Update						
Task 5 - Implementation Strategy							★						
							Public Presentation	Town Board Briefing	Public Meeting				
Task 6 - Final Comprehensive Plan Report and Brochure								★	★	★			
										Final Comprehensive Update & Brochure			
Task 7 - Plan Adoption Process and SEQOR													

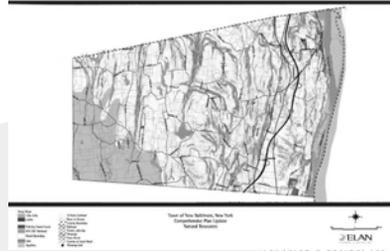
- ★ Steering Committee Meeting
- ⚙️ Additional Public Input
- ▭ Deliverables



Inventory and Analysis



- Overview of demographics
- Mapping completed to analyze:
 - Current Land Use
 - Natural Resources
 - Existing Zoning
 - Build Out Potential
 - Development Potential
 - Conservation Potential
- Information used to refine Goals and Recommendations



Education and Public Participation



- Creates community buy-in – partnership between public and private sector
- Ownership = Involvement = Commitment
- Long-term success
- Active engagement of multiple stakeholders
- Builds capacity for implementation of plan



Tools:

- Diverse steering committee
- SWOT
- Interactive public meetings
- Stakeholder interviews
- Web (if available)
- Local media outlets



Visioning Workshop – Proposed Agenda



First Hour:

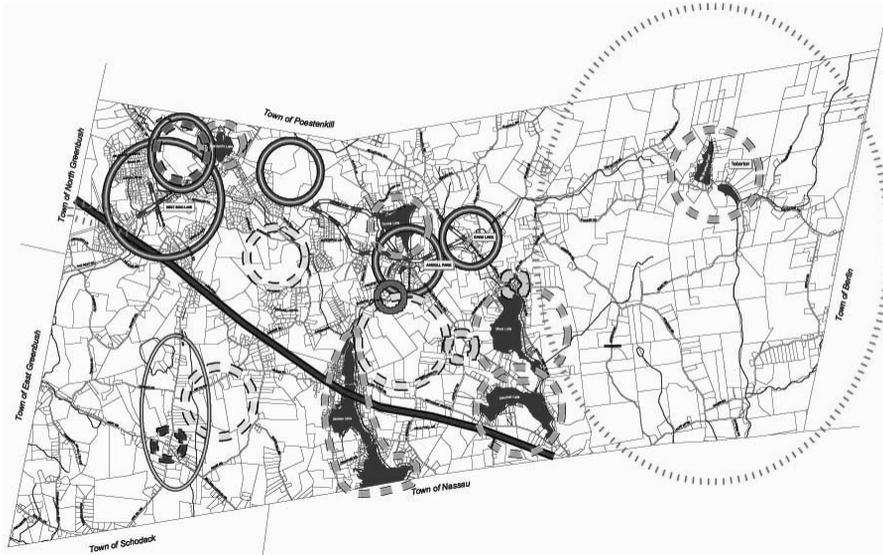
- Brief presentation of study and purpose of meeting
- Group exercise - visioning:
 - Likes and dislikes
 - Does it fit with your Community?



Second Hour:

- Group mapping and land use preferences:
 - Graphically articulate ideas for community, including areas to be protected and areas for growth
- Summaries
- Conclusion and next steps: how to stay involved

Summarizing Public Input



Characteristics of A Vision Statement



- Idealized, yet realistic, picture of what a community would like to be
- Forward looking
- The Vision Statement is written as if describing your town in the year 2020
- This is how you hope to be able to describe your community in fifteen years



Vision Statement Examples



Town of Sand Lake

The intent of the Sand Lake Comprehensive Plan is to maintain the Town's distinctive rural character in the face of increasing demographic change while protecting the rights of property owners.

This includes:

1. Preserving and enhancing the hamlets as walkable, mixed-use centers of activity with small-scale commercial development, while creating connections within and to these centers.
2. Promote and encourage growth in a variety of land uses that protects the rural and historic character of the community while increasing the tax base.
3. Protect natural resources, (including lakes, streams, forested areas, and wetlands), scenic beauty, and historic character through preservation, conservation, and appropriate siting of development.
4. Enhance recreational amenities to support the needs of a growing population.



Vision Statement Examples



Town of New Baltimore

Our town's peaceful, rural, historic character and its natural beauty continue to make New Baltimore a special place to live. Economic prosperity makes New Baltimore affordable. Together these make our community a great place to live for all our citizens - a place where young people grow up then stay to raise a family, and where older residents can enjoy their senior years.

From the hills to the river natural beauty is protected. Active and adaptive agriculture is promoted and preserved. Working landscapes of prosperous farms and productive forests, as well as carefully selected protected areas, provide open lands that offer views, recreation opportunities, and wildlife habitat. The hamlet of New Baltimore National Historic District continues to be an outstanding example of a traditional riverfront community.

The community is actively engaged in preserving and appreciating its natural resources and historic character. Throughout the town, special natural and historic places have been identified and inventoried. Preserving and protecting these resources is a source of pride for their owners and the community.

The Route 9W and thruway corridor is a thriving and attractive commercial area. Businesses are compatible with our small town character. Commercial buildings fit well into their rural surroundings. Careful improvements to the highway maintain traffic flow. Commerce contributes significantly to the town tax base and helps provide economic opportunity and security for all our citizens.

With community input and volunteer support, our local government has established and enforces local regulations, policies, and programs that maintain the character of our community and improve our quality of life.

New Baltimore has a strong sense of civic pride and community spirit. Citizens recognize that volunteerism is vital to providing the services and programs we want and need while keeping our small community an affordable place to live. Volunteers provide our excellent emergency services, are a key to the success of youth activities, senior services and other programs.



Goals and Recommendations of a CP



- Broad goals identify the major objectives of the comprehensive plan.
- Followed by a series of specific goals directed in a number of topic areas:
 1. Hamlet Centers
 2. Rural Character, Open Space, and the Environment
 3. Economic and Community Sustainability
 4. Infrastructure and Community Services
- The specific goals, objectives, and recommendations are intended to achieve the intended vision.
- Recommendations detail specific actions or policies the Town should pursue to accomplish the plan goals.
- Recommendations are the suggested method to accomplish the vision, but they may not be the only approach.
- The intent is to provide the Town with options to address the issues and concerns that were identified during the comprehensive planning process.



Examples of Goals



TOWN OF BOLTON COMPREHENSIVE PLAN & HAMLET STRATEGIC PLAN

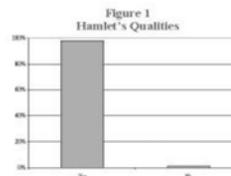
HAMLET STRATEGIC PLAN

Vital community centers have several common characteristics. These include (1) a physical setting which is compact and walkable, (2) a center that functions as the social, cultural, and economic center of the community, and (3) a center that provides diverse "layers" of activity that are both seasonal and daily. The Hamlet of Bolton Landing serves as this center and, as such, the focus is to maintain these attributes, as well as purpose and plan ahead for the next ten-year period. Toward this end, the purpose of the Hamlet of Bolton Landing is to serve as the economic/cultural/civic/ceremonial center for all other parts of the community. As the community continues to grow, the Hamlet center can provide opportunities to complement the high quality of life found throughout the Town.

Survey Results:

Based on your experience or in your opinion, is it important to preserve the unique qualities of Bolton Landing?

According to the chart to the right, 98% of respondents feel that the unique qualities of Bolton Landing should be protected. This figure solidifies the importance of Bolton Landing's character to the residents of the community.



POLICIES AND RECOMMENDATIONS FOR BOLTON'S FUTURE

Examples of Goals



TOWN OF BOLTON COMPREHENSIVE PLAN & HAMLET STRATEGIC PLAN

In your opinion, how do you rate the following Town priorities?

Over 90% of respondents believe that the Town should be encouraging historic preservation. Furthermore, a majority of respondents (79%) feel that vacant and deteriorated buildings should be demolished for revitalization purposes, and that streetscape improvements (i.e., tree planting, sign control, etc.) should be performed in the Town. The construction of sidewalks in the Hamlet to highly visited areas is also considered a Town priority by more than 60% of respondents.

Figure 2
Historic Priorities

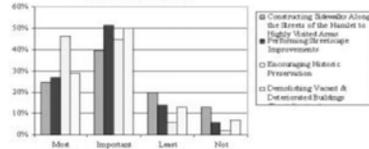
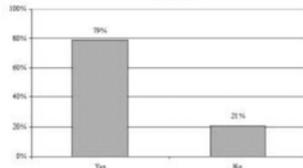


Figure 3
Signage



Do you think Bolton should establish and enforce regulations for simplified and consistent signage?

An overwhelming 79% of respondents feel that there should be enforced regulations for consistent signage in Bolton.

POLICIES AND RECOMMENDATIONS FOR BOLTON'S FUTURE

Examples of Goals



TOWN OF BOLTON COMPREHENSIVE PLAN & HAMLET STRATEGIC PLAN

Community Meeting Results:

What is the defining feature of the Town?

There were, of course, several different defining features including: the quality of life; the small town charm; the quaintness of the town; the sense of community and the fact that commercial development has been contained in the Hamlet, allowing for pedestrian access to stores and services.

What do you like about Bolton and what needs to be protected?

Those attending the meeting were concerned about the protection of the built environment, the pedestrian friendly atmosphere in the hamlet, the character of the Town, the local ownership of businesses, and the fact that there are no "big box" stores in the Town. Furthermore, the attendees would also like to see the Town protected from becoming automobile dependent.

What current/future concerns need to be addressed in the Town?

Meeting attendees believed that chain/franchise establishments and franchise architecture should be restricted from the community, and that architectural guidelines and or standards be established to protect the character of the Town and especially the Hamlet. The neighborhoods in the Hamlet setting should also be protected and pedestrian connections expanded and enhanced.

Plan Goal:

Preserve and enhance the unique qualities of Bolton Landing for the benefit of the community as a whole.

POLICIES AND RECOMMENDATIONS FOR BOLTON'S FUTURE



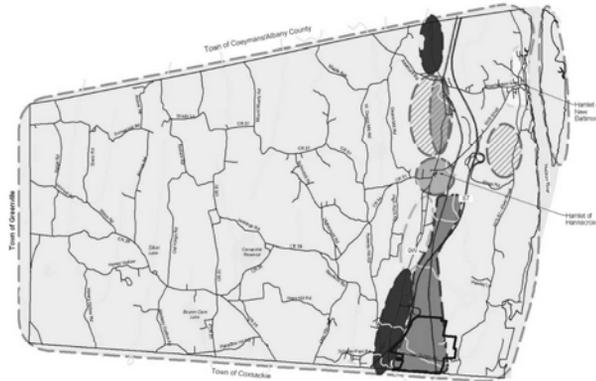
Graphically Articulating the Plan

Purpose of a Future Land Use Plan



- The Future Land Use Map is a graphic depiction of the goals and recommendations
- It illustrates how the suggestions in the plan will shape development patterns in the Town.
- The boundaries shown on this map should be general and not conform to specific property boundaries.
- The map does not denote zoning changes – it merely depicts the concepts of the plan graphically.

Future Land Use Plan



- Residential/Agriculture
- Professional/Office/Home Occupation
- Mixed Use
- Rural Residential
- PUD
- Commercial
- Development
- Roads
- Waterbody
- Elyria Zone

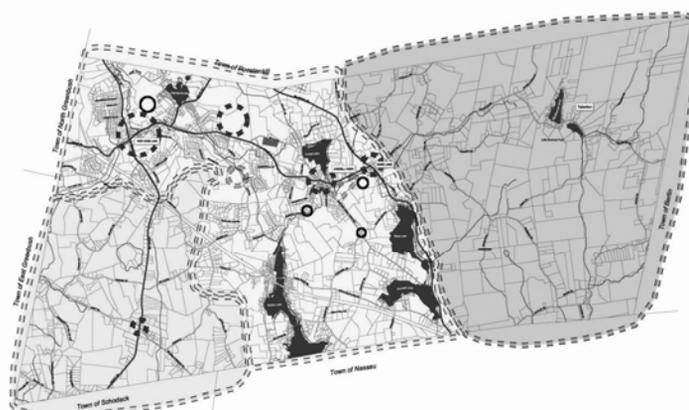
New Baltimore Future Land Use Map



Future Land Use Plan



Town of Sand Lake, NY



- Agricultural/Residential
- Residential
- Rural Residential
- PUD
- Open Space/Recreation
- Forest
- WS Highway
- Town Park

Town of Sand Lake, New York
Comprehensive Plan Update
Future Land Use



Implementation Matrix

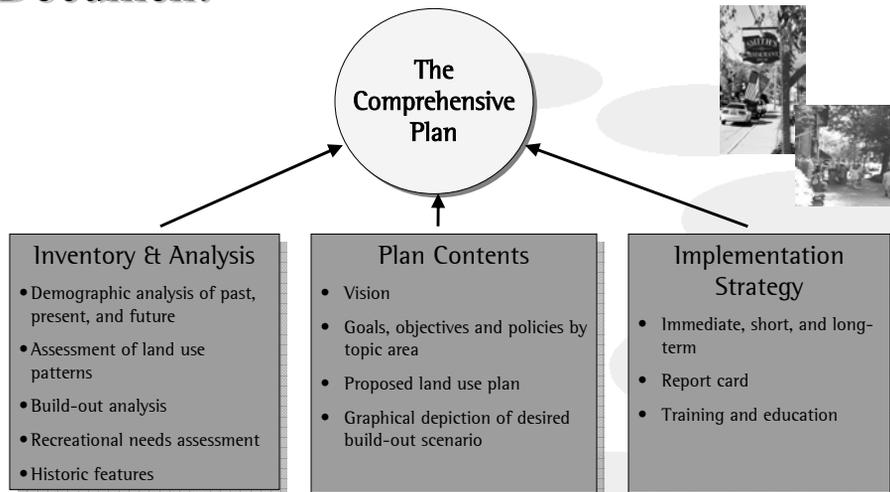


- Clearly outline recommendations and who is responsible
- Provides a 'road map' for interested citizens

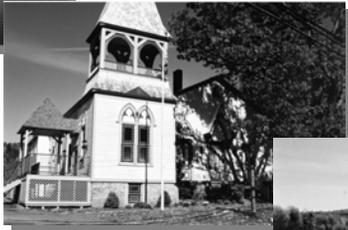
Implementation Element	Project Leader	Other Involved Organizations	Implementation Timing		
			1 st year	2-5 years	5 or more years



Creating a Strategic Based Planning Document



Thank You



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