

City of Sunset Valley

A Framework for Comprehensive Planning





What is a Comprehensive Plan?

A comprehensive plan is a long-range plan intended to help communities direct and manage their physical growth



Why Plan?

- Direct a community's physical growth
- Ensure that adequate infrastructure and services are provided and that social needs are met
- Preserve quality of life
- Achieve a common vision for the future



Typical Plan Elements

- Demographics
- Land Use
- Transportation
- Environment & Natural Resources
- Economic Development
- Parks & Recreation
- Schools
- Housing
- Community Facilities
- Utilities
- Community Design
- Historical & Cultural Resources
- Telecommunications



Other strategic documents that should be tied to master plan

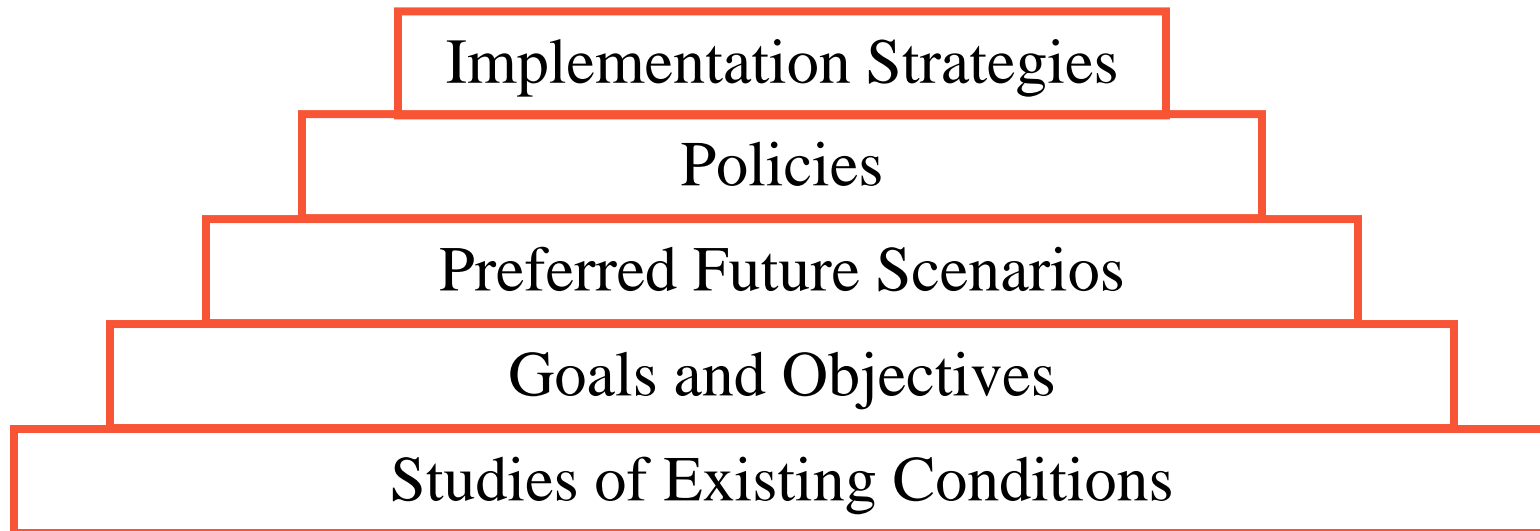
- Zoning and Subdivision Ordinances
- Environmental Studies
- Capital Improvement Plan
- Public Facilities
- City strategic plan
- Economic Development documents

Should be mutually reinforcing relationship!



Typical Plan Making Process

Public Participation





Typical plan horizons:

- Typical period envisioned in plan:
20-25 years
- Time after which most plans need substantial updates: 5-7 years



To plan or not to plan

Benefits of new plan:

- Reflects new development since last plan
- Reflects current issues facing city
- Incorporates any new statutes/legal issues affecting city



To plan or not to plan

Consequences of not making new plan:

- Existing plan will contain dated information
- Existing plan may differ from newer studies, documents and policies
- Existing plan may not be able to withstand legal challenges



Options for updating plan:

- Simple update (only update outdated information)
- Revision (update policy and text in existing format)
- New plan (both policy and text are completely new)



New Plan Options

- **Traditional plan structure**
Chapters based on standard list of subjects
- **Innovative structure**
Approach based on core theme or themes, with content covered in untraditional manner



Innovative Example: Baltimore



CITY OF BALTIMORE 2007
COMPREHENSIVE
MASTER PLAN 2012
A Business Plan for a World-Class City.



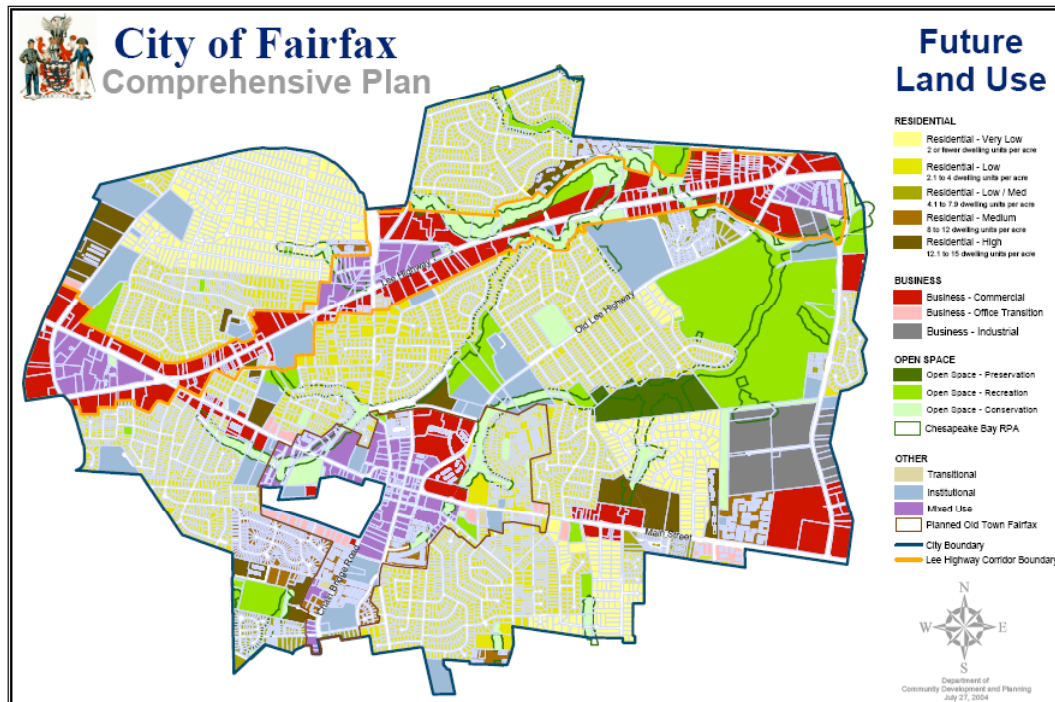
Issues special to Sunset Valley

- Heavy retail/commercial component
- Economy and market area considerations
- Changing commercial development styles
- Unique stakeholder composition
- Need for regional coordination/services
- Local environmental concerns

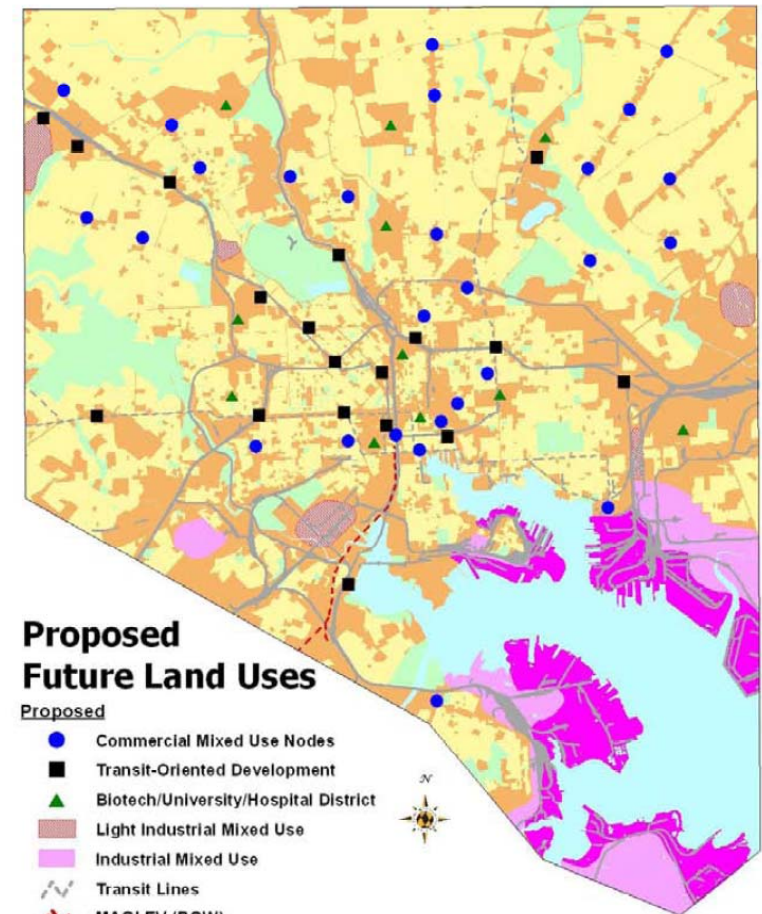
A Framework for Planning Comprehensive Plan



Future Land Use Map



Proposed Future Land Uses



April 19, 2010

May 2006



Future Land Use Map issues

- **Most important component of plan**
Most readers' first stop
- **Often mistaken for plan itself**
Many readers' *only* stop!



Future Land Use Map approaches:

- **Specific**—Nearly a zoning map, with high level of consistency expected
- **Broad**—designed to be conceptual and flexible



Approaches to proposals not on map:

- **Specific**—require a map amendment if differing proposal accepted
 - also more difficult to adapt to variations
- **Broad**—Map adjusted next time around
 - May lead to diminished credibility of map and plan if city does not comply with it



Make it the City's Plan

- Use as opportunity to bring agencies, elected officials and stakeholders together
- Make other city actions follow through on plan (CIP, agency strategic plans, legislative agenda)
- Roll other existing plans into new plan



Really make it the City's plan

Work carefully with consultants and/or committee and staff to make sure city's vision is truly being reflected and local ideas and opinions are reflected.



Use the plan as marketing/ identity-defining document

- Use it as an opportunity to assess the community's identity among residents, businesses and other users of the community
- Use it to market or define Sunset Valley within the region



Make the plan implementable

- Make all goals, objectives and strategies real actions with measurable outcomes
- Avoid passive verbs for all recommendations
- Assign responsible parties and implementation dates



For more information....

- American Planning Association – <http://www.planning.org/>
- Urban Land Institute – <http://www.uli.org/>
- PlannersWeb – <http://www.plannersweb.com/>
- Cyburbia – <http://www.cyburbia.org/>
- PlanningWiki – <http://www.planningwiki.org/>
- CAPCOG – <http://www.capcog.org>

David Fowler, AICP

Senior Planner

Regional Planning

Capital Area Council of Governments

dfowler@capcog.org

www.capcog.org

