"We will never bring disgrace to this city, by any act of dishonesty or cowardice, nor ever desert our comrades; we will fight for the ideals and sacred things of the city, both alone and with many; we will revere and obey the city laws, and do our best to incite a like respect and reverence to others; we will strive unceasingly to quicken the public's sense of civic duty; that thus in all these ways, we may transmit this city, greater, better, and more beautiful that it was transmitted to us."

*The Athenian Pledge*
The Goal of Planning

To help communities and their stakeholders achieve the desired forms of character, economy and society.
Everybody Does Planning!
Everybody Does Planning!
Sometimes good...
Sometimes, not so good...
Planning gives communities direction
To Practice Planning... you need the right tools and the skills to use them.
The Tools of Planning...

- Comprehensive Plans
- Specialized Plans & Studies
- Development Regulations
- Data/Trend Monitoring
- Policy Reviews
- Infrastructure Planning
- Management of Outside Resources
- More...
The Tools of Planning...

Any resources, practices and advice that can help you as a planning commissioner make better decisions for your community.
Obligatory Family Image!
The Tools of Planning

- Data
- Policy
- Communication
- Process
The Tools of Planning: Data

- Comprehensive Plan
- Specialized Plans and Studies
- Development Trends
- Zoning Records
- GIS
- Etc.
The Tools of Planning: Data

How many of you have read your Comprehensive Plan?

No, I mean seriously read the thing?
The Tools of Planning: Data

- Planning is decision making involving assumptions, projections and estimates.

  *Make sure you have the information needed to make the right decision!*
The Tools of Planning: Data

Other types of good planning data

- Quality GIS database
- Track record of decisions
- Current inventory of development trends
- Traffic statistics
- Information about region
It all flows from the Plan

Plan

- Dev. Regs
- Capital Imp.

- Zoning
- Subdivision
- Utilities
- Funding Assistance
The Tools of Planning: Data

- Have a Vision/Character Area for all segments of your community
  - As detailed as appropriate
  - Clearly defined
  - Identifying the steps needed to make them a reality
- Specialty plans for complex areas
The Tools of Planning: Policy

- Development Regulations
- Subdivision Regulations
- Nuisance Restrictions
- PUDs, MUDs...
- Design Guidelines

These are the rules for implementing the Plan’s Vision.
The Tools of Planning: Policy

- Wide variety of policies available
- Don’t limit yourself... *but don’t go crazy, either!*
- Confirm Vision, then consider implementation
  - Consultant
  - RDC/RC
  - DCA
- Be sure to work with your lawyer
- Consistency with Plan is key
The Tools of Planning: Communication

- Who’s listening?
- Are the Vision, design ideals,... heavily promoted?
- Are they easily understood?
- Consistency and Compliance?
Are you sending the right message?

THE DEPARTMENT OF ECONOMIC MANAGEMENT URGES YOU TO PLAN AHEAD.
The Tools of Planning: Communication

Communicating the Plan

- Pictures, maps, graphics, etc.
- Accuracy of representation
- Consider your media (flyers, web...)
- Consider different applications
- Promote its use
The Tools of Planning: Process

Plans are living documents

- Planning offices and commissions must be aware of and responsive to their community’s conditions
- Approach to planning and community development must be designed to achieve goals
The Tools of Planning: Process

- How often do you review?
- Does process support objectives?
- Is it inclusive?
- Is it effective?
The Tools of Planning: Process

- Application (Subdivision, rezoning, ...)
  - How political is it? Should be administrative.
- Plan update/ amendment
- Administrative permit request
- Special studies
- Capital improvement planning
- Regular reviews of data
The Tools of Planning: Process

Opportunities to review for consistency and relevancy of planning data

- Consistency of PC decisions
  - With Plan
  - With Plan Dept.
  - With history
- Annual review of real estate and development trends
- Annual review of land use
- Follow up on results of past decisions and developments
The Tools of Planning: Process

Be sure to keep information and policies fresh!
The Tools of Planning

- Data - Comprehensive, Accurate, Current
- Policy – Consistent, Results Oriented
- Communication – Tells them what they need to know
- Process – Ensures effectiveness of all the above
... and we’re done!
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