Long Range Planning

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Ideation Planning

On the Agenda Today

- Types of Planning
- Types of Long Range Planning
- Four Basic Questions
- Business Case for Long Range Planning—Pros and Cons
- Importance of Long Range Planning
- Updates/Amendments
- Trends in Comprehensive Planning and Long Range Planning
- Roles and Questions
- Urban Design and Placemaking

Types of Planning

- Development Review/ Current Planning: "The Rules"
  - Zoning
  - Subdivision
  - Other Regulatory Approvals
  - Historic Preservation
- Long Range Planning: "The Vision"
  - Comprehensive Planning
  - Small Area/Specific Area Planning
  - Mobility/Transportation and Corridor Planning
  - Strategic Planning
  - Neighborhood Planning
  - Historic Preservation

Long Range Planning: "The Vision"

- Comprehensive Planning>> typical elements/components
- Small Area/Specific Area Planning>> types
- Mobility/Transportation and Corridor Planning
- Strategic Planning
- Neighborhood Planning
- Historic Preservation

Small Area/ Specific Area Planning

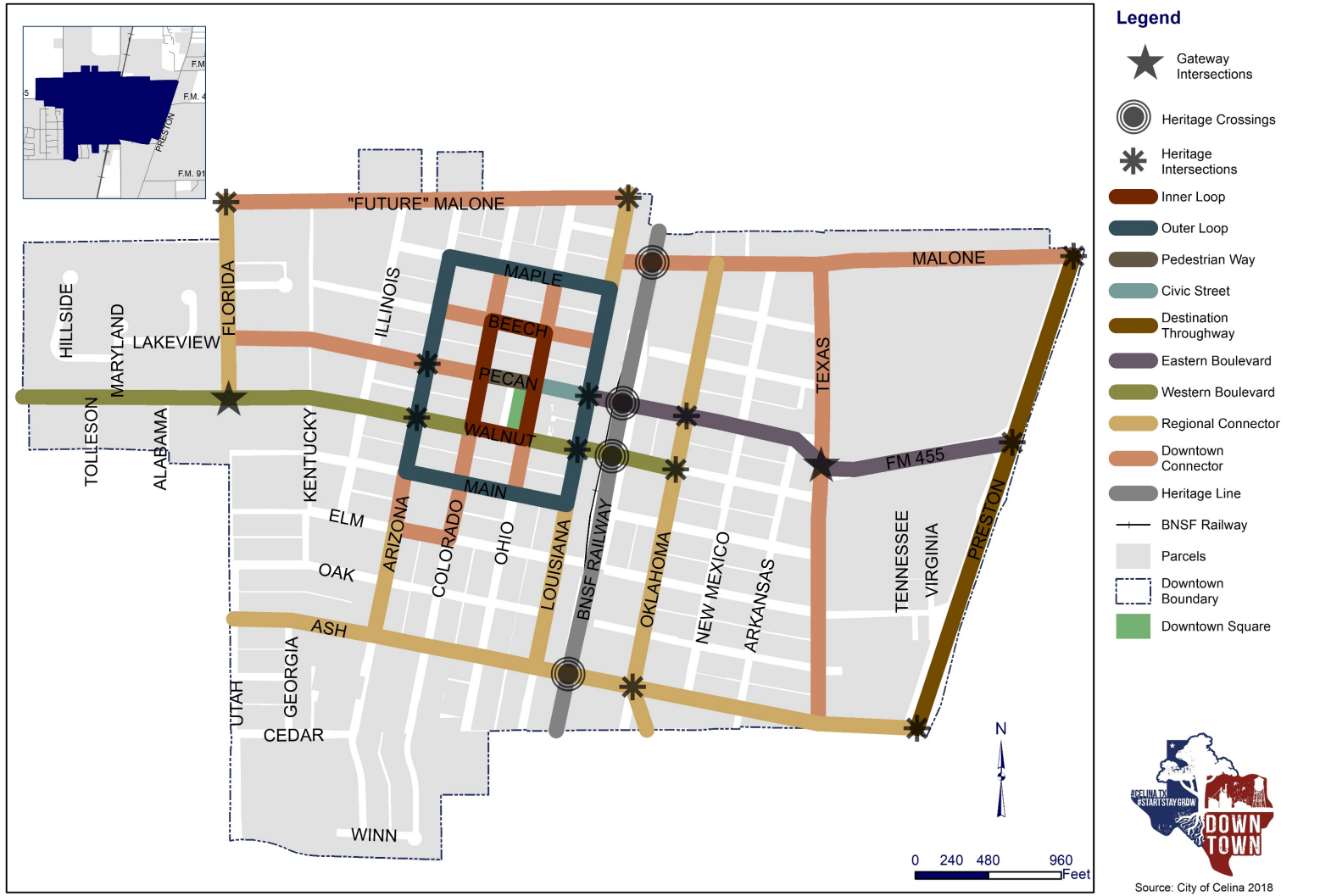
THE VISION: SPECIAL FOCUS AREAS

DOWNTOWN CORE ILLUSTRATIVE VISION

A reimagined Downtown Core of Celina reflecting an improved and expanded Downtown Square, new development, preserved historic structures, an improved Founder's Park, shared patio spaces, and use of rooftops for dining or passive recreation.

Mobility/ Transportation and Corridor Planning

Mobility Framework

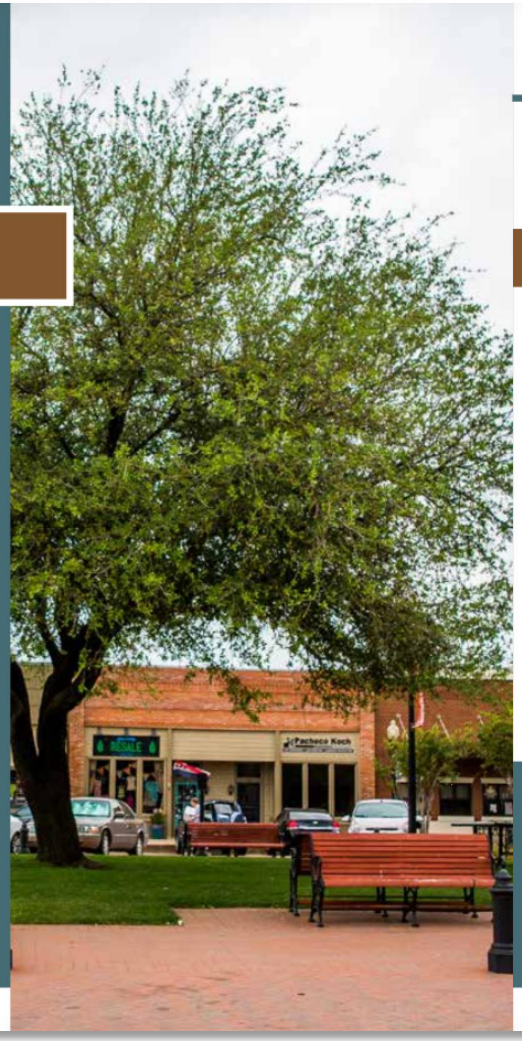


Strategic Planning

OUR WHY
Core Purpose

The City organization exists to:

- Provide a unique and extraordinary quality of life;
- Deliver services and amenities of the highest value and efficiency;
- Ensure a safe and peaceful community;
- Encourage and refine a strong sense of community and a unified Celina Family;
- Create and improve technology and mobility connections;
- Preserve and amplify the city's assets; and
- Make it easy for the uses and businesses consistent with our Vision to locate/start, stay, and grow in Celina.



OUR VISION // CELINA'S FUTURE

We have a deep understanding that to be truly great, we must make a series of good and strategic decisions, which are consitent with our Vision Framework, over an extended period of time. Our efforts and resources will reside in the areas where our three spheres intersect.

Vision *Framework*

To preserve our agricultural heritage and flourish as a close-knit and ever-growing Celina Family during explosive and planned growth of our city, while providing a unique and extraordinary quality of life, complemented by a significant array of high tech and desirable businesses, agritourism assets, special places, and connections.

25-Year Goal
Our Mission

Four Basic Questions for Long Range Planning

1. Where is the community now?
2. How did the community get here?
3. Where does the community want to go?
4. How does the community get there?

With effective planning, communities can:

- Make informed decisions
- Develop and preserve community character
- Achieve predictability
- Produce positive economic development
- Adopt a balanced and thoughtful approach

When communities fail to plan effectively (or at all), they may experience:

- Negative fiscal impacts
- Negative agricultural impacts
- Negative water impacts
- Possible negative impacts on the private property owners
- Negative transportation impacts
- Negative air and/or environmental impacts

Clear Vision

- Long-range plan or guidebook for a community's growth, development, and redevelopment.
- Examines local conditions and trends, and it coordinates the efforts of many different aspects of a community, such as defining the most efficient use of land (i.e. land use), transportation, community services, and natural resources.
- Guides current development and City operations.
- Provides certainty to developers, residents, and businesses.
- Establishes a clear vision to make decisions that best reflect what the community wants and needs. **Clear vision = more control**

People

- Assessing current population and estimating population change, we can better determine how community services such as schools, parks, police, fire stations, hospitals, and water supplies will be affected in the future and plan for these services accordingly.
- If a community does not adequately anticipate its facility needs, then critical shortages, costly urgent remedies, and lost opportunities can result.
- Plans should guide investment in new infrastructure and maintenance policies so that taxpayer money can be spent in the most efficient and strategic manner.

Places to Live

- Where people live, their homes, is perhaps the most important aspect of a person's life.
- Planners and community leaders must determine, based on the input of community members and their needs, the types of housing that will be constructed in the future and how it will look and function.
- In addition to new housing, existing houses and neighborhoods must also be taken into consideration in order to protect and plan for how neighborhoods will mature over time.

Jobs & Market

- When jobs are abundant, communities prosper. Plans should address how to attract and maintain major employers and cultivate small businesses.
- Having high-quality places to enjoy entertainment, shopping, and other commerce is also important. Quality of life hinges on a city's economy.
- Analyze current conditions and utilize feedback to create strategies consistent with a new/updated vision for competitive advantage.

Environment and Risk Management

- Natural resources and the environment, in addition to people and property, are under constant environmental pressure and threats. From drought and flooding and fires, to development and resource extraction.
- Preserving and restoring natural systems can reduce flooding risks and improve air quality.
- Clean air, clean water, and green areas contribute to quality of life.
- Currently, Collin, Dallas, Denton, Ellis, Johnson, Kaufman, Parker, Tarrant, and Wise Counties are in an ozone nonattainment region. This means that air pollution levels in the region persistently exceed national air quality standards.

Design

- Comprehensive plans address the way different land uses function, where they are located, and how they fit into life in cities.
- How to improve quality of life while defining the highest and best use of land that is appropriate for each area.
- Transportation, walkability, mobility, connectivity.
- In order to keep taxes low, community leaders need to determine how to most efficiently regulate growth while letting the market flourish.
- Gather valuable community input to determine how cities should look and operate so that a clear vision can be established with priorities that reflect community values. Every city is different!

Planning in a Larger Context

- Specific Area
- City
- Region
- State
- Country
- Continent
- Globe

Importance of Long Range Planning

- Planning allows the opportunity to create, set, and publish shared expectations
- Assists in goal-setting, prioritization, funding, timing, etc.
- Brings some stability and the larger community into inherently political policymaking>> should be the foundation of decision-making
- Allows opportunities for catalyst projects and exciting and bold programs

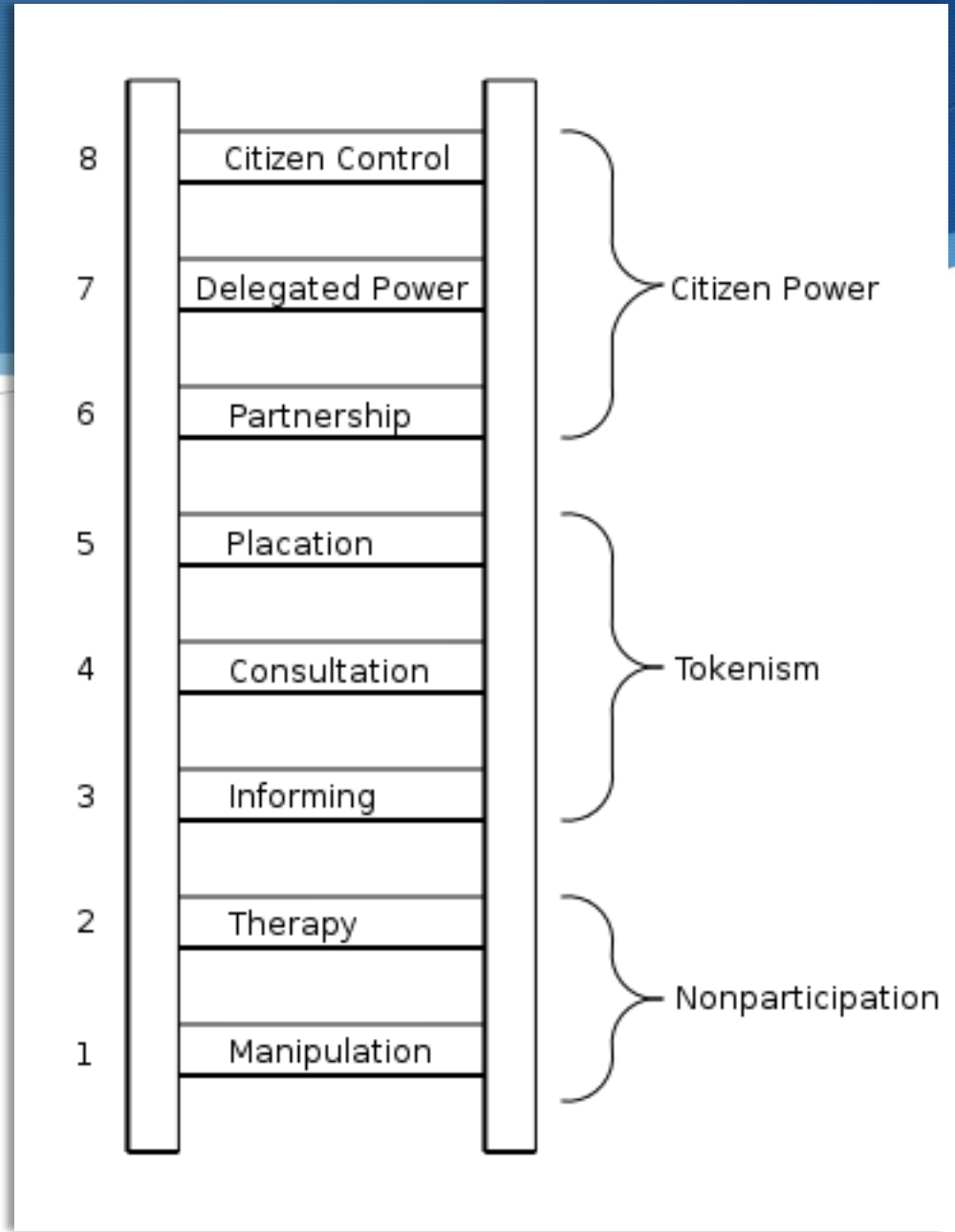
Amendments/Updates

- Different schools of thought
- Updates and amendments should be made in the same fashion as the item being updated or amended
  - Community engagement
  - Existing conditions analysis
  - Vision and strategy alignment
  - Trends and best practices
- Comprehensive plans should be updated every three to five years

Trends in Comprehensive Planning

- Mobility
- Housing
- Mixed-use
- Land use
- Communication & Engagement
  - Ladder of Citizen Participation

Ladder of Citizen Participation



Role of P&Z

- Appointed but independent
- Knowledge of the vision>> that means READ City plans and fully participate in engagement activities for new plans
- Knowledge of the process>> ex. discussion about drainage is not applicable with a straight/general rezoning request
- Informed recommendations and actions
- Listen with an open mind
- Think of all impacts
- Get to “yes” when possible>> solution-minded
- Listen to City Staff and recognize technical expertise

Role of City Council

- ELECTED
- Knowledge of the vision>> that means READ City plans and fully participate in engagement activities for new plans
- Knowledge of the process>> ex. discussion about drainage is not applicable with a straight/general rezoning request
- Informed DIRECTION and actions
- Listen with an open mind
- Think of all impacts
- Get to “yes” when possible>> solution-minded
- Listen to City Staff and recognize technical expertise

Role of a Comprehensive Plan

- State law requires that zoning be in conformance with the comprehensive plan
- Sets the vision
- More than just a Future Land Use Plan/Map
  - Other maps, plans, schematics, and illustrations that support the vision
  - Goals, strategies, actions for consideration>> don't pick and choose>> think "comprehensively"
  - Community feedback
  - Vision statement

Long Range Planning Considerations with Planning Applications at P&Z, ZBA, and City Council

- Which City plans apply to this request?
- What do they say about this area or this topic?
- Is this consistent with the vision set forth in all of the applicable City plans?
- Traffic impacts
- Access
- Street layout
- Layout and design
- Trails and walkways
- Common areas
- Preservation of open space and/or trees
- Connections to adjacent areas

Examples of Comp Plan Actions for Subdivision

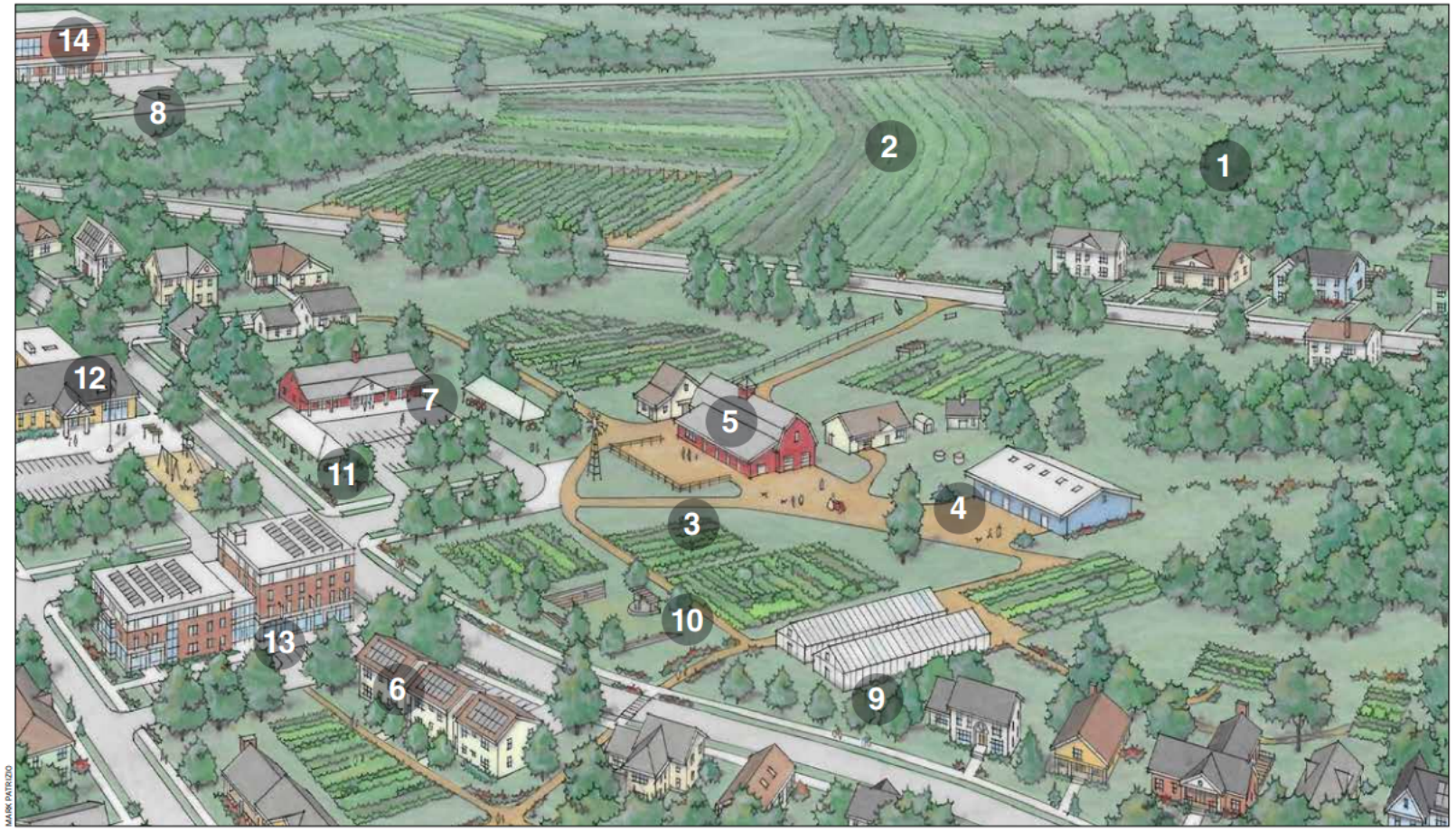
- New residential development should be organized to promote walkability, access to parks, open space, and recreation amenities and ideally should locate all residences within a five to ten minute walking distance from neighborhood-serving retail and other amenities such as parks and school facilities.
- Compact developments that include clustered, small lots with substantial retained open space are encouraged.
- **Urban agriculture is encouraged.**

“Urban agriculture is encouraged.”

AGRIHOOD FEATURES

KEY

1. Conservation area
2. Protected farmland
3. Food-production space
4. Farm service corridor
5. Event space
6. Clustered homes
7. Farm stand and market area
8. Grid pattern and connections to streets outside of development
9. Active transportation features
10. Trails
11. Edible landscaping
12. Clubhouse or community center
13. Shops and restaurants
14. Proximity to schools and other important community features



Source: ULI

“Urban agriculture is encouraged.”

Source: serenbe.com

“Urban agriculture is encouraged.”

Source: pocket-neighborhoods.net

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RECAP!

Discussion regarding different types of zoning requests and how to check conformance with comprehensive plan

Long Range Planning Considerations with Planning Applications at P&Z, ZBA, and City Council

- Timing of considerations>> there is an appropriate time to make certain comments and ask certain questions
- Development process>> PD zoning versus plat in conformance with PD (off the table)
- Discretionary vs. non-discretionary approvals
- Asking questions is different than requiring

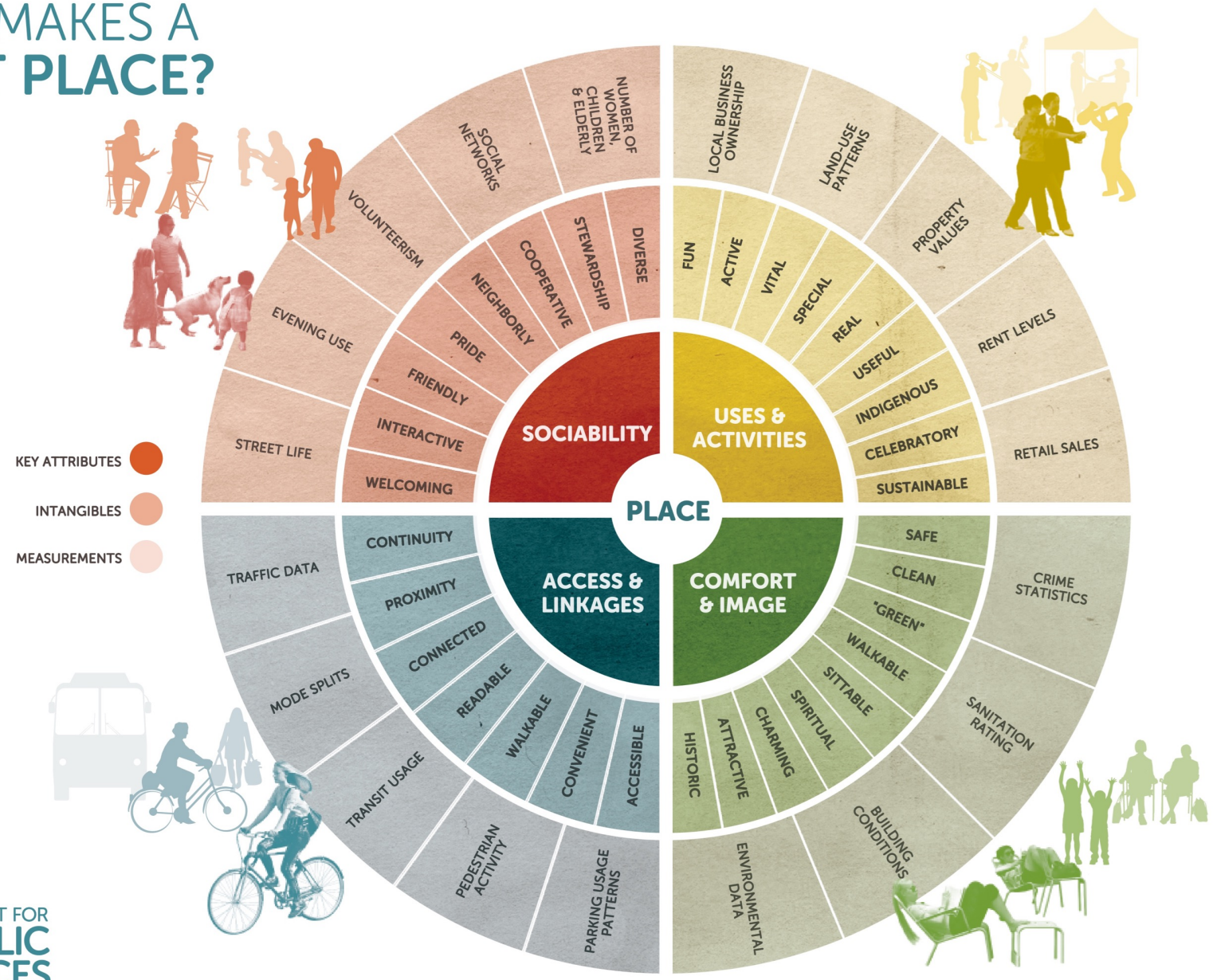
Urban Design & Placemaking

- Confusion regarding land use vs. urban design
- Movement toward making special places that people enjoy
- Project for Public Spaces:

*Facilitates creative patterns of use, paying particular attention to the **physical, cultural, and social identities** that define a place and support its ongoing evolution*

Placemaking

WHAT MAKES A **GREAT PLACE?**



PROJECT FOR PUBLIC SPACES

Questions and Discussion

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