PAS MEMO

GEODESIGN AND THE FUTURE OF PLANNING
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COMPREHENSIVE PLANNING AND GEODESIGN
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Why the Comprehensive Plan?

Effective comprehensive plans are...

- **Inclusive**, involving citizens throughout the planning process
- **Integrated**, covering multiple, interconnected community systems
- **Implementable**, providing the legal mandate for action by local governments
- **Scalable**, down to the district and site levels and up to the region and beyond
What are Values?

2. The monetary worth of something: $$$ value

7. Something (as a principle or quality) intrinsically valuable or desirable

Source: Webster’s New Collegiate Dictionary
Plan for the Valleys

Ian McHarg, Design with Nature, 1969:
Values = ecosystem services provided by nature; “intrinsic suitability” of the landscape
The **values-driven planning** methodology is designed to understand and articulate a community’s aspirations through structured citizen involvement in the planning process. It differs from “top-down” approaches, such as data-driven planning, by emphasizing **issues and values** expressed by citizens in developing vision, goals, policies, and implementation strategies.

Source: Wallace Roberts & Todd (WRT), 1998
FOCUS Kansas City Comprehensive Plan (1998)

Phase 1: Where are we now?
- Comprehensive Database
- Perspective Group Reports
- Vision & 14 Principles for Policy

Phase 2: What do we want to be?
- Governance Preliminary Report
- Human Investment Preliminary Report
- Physical Environment Preliminary Reports
- Human Investment Plan
- Physical Environment Plans

Phase 3: How do we get there?
- Unified Direction & Building Blocks
- Work Teams Community Advisory Teams Gallery Sessions
- Steering Committee
- Work Teams Steering Committee

Plan Adoption & Implementation

FOCUS Kansas City planning process
Imagine Austin Comprehensive Plan (2012)

Vision Statement word cloud

Scenario planning exercise
Envision Victor (2011): Defining Values

Orton Family Foundation: Heart & Soul Process

planning.org
Envision Victor: Mapping Values

Drivers
- Inverse rate of population growth
- Senior housing
- Downtown commercial
- Historic Stories and Traditions
- Ratios to new buildings
- Historic Buildings
- Retail stores
- School quality
- Number of schools
- Jobs to housing ratio
- Affordable housing
- Inverse distance to grocery
- Inverse time spent commuting
- Inverse density to open space
- Economic Diversity
- Public access points
- Contiguous open space
- Inverse ag area consumed
- Inverse lit streets
- Inverse population
- Quiet Places and Times
- Recreation/Hunting
- Livestock/Agriculture
- Sustainable
- Connected to Nature
- Cost of Living
- Sustainability
- Inverse housing type mix
- Inverse distance to open space

Core Values
- Culturally Historic
- Self-Sustaining
- Sustainability
- Inverse lit streets
- Inverse building heights
- Inverse downtown commercial bldg sizes
- Inverse population
- Youth population
- Affordable housing
- Percent commercial downtown
- Inverse downtown building proximity
- Inverse downtown commercial bldg sizes
- Inverse speed limits downtown
- Building height/width ratio
- Downtown walkability
- Intersection density
- Inverse speed limits
- Sidewalk length
- Bike paths
- Inverse average traffic speeds
- Inverse commercial avg dist to bike trail
- Inverse distance to pathways
- Inverse distance to center

Policies & Actions
- Small Town Feel
- Attractive Main Street/Core
- Gathering Places and Community Center
- Victor 9-2010
- Sidewalk length
- Bike paths
- Inverse average traffic speeds
- Inverse commercial avg dist to bike trail
- Inverse distance to pathways
- Inverse distance to center

Placeways LLC: CommunityViz Value Tree
planning.org
Envision Victor: Values to Physical Form

Source: Orton Family Foundation
The “Science” of Change Management

Core principles of human change:

- Most people **resist change** if they don’t believe it is worth upsetting the status quo.
- People will **support change** when they trust the process used to propose it and believe it is better than the status quo.

**Overcoming human resistance to change:**

\[ D \text{ (Dissatisfaction)} \times V \text{ (Vision)} \times F \text{ (Implementation First Steps)} > R \text{ (Resistance)} \]

Sources: L McElvaney & Foster, Dannemiller Tyson Associates
A Model Comprehensive Planning and Geodesign Process

**Organizing for Change**
- Define the scope
- Characterize issues and values
- Identify key people and groups to involve
- Design the process

**Developing the Comprehensive Plan**
- **Phase 1:** What are we now and where are we headed?
  - Identify community values
  - Analyze existing conditions and trends
  - Determine issues for the future
- **Phase 2:** Where do we want to go?
  - Articulate future vision and goals
  - Construct GIS representation of vision
- **Phase 3:** How do we get there?
  - Develop and evaluate scenarios
  - Identify preferred scenario
  - Establish implementation plan

**Implementing the Plan**
- Begin with early actions
- Test the preferred scenario
- Adjust implementation plan annually
- Celebrate progress

**Evaluation:** Monitor progress using indicators tied to vision and values

**Community Input:** Involve and build consensus among key people and groups, including guiding coalition
Thank you.

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Making Great Communities Happen

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