

Steering Committee Meeting 1

City of Chillicothe, Ohio



COMPREHENSIVE PLAN

Welcome

Luke Feeney
Mayor, City of Chillicothe



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Introductions

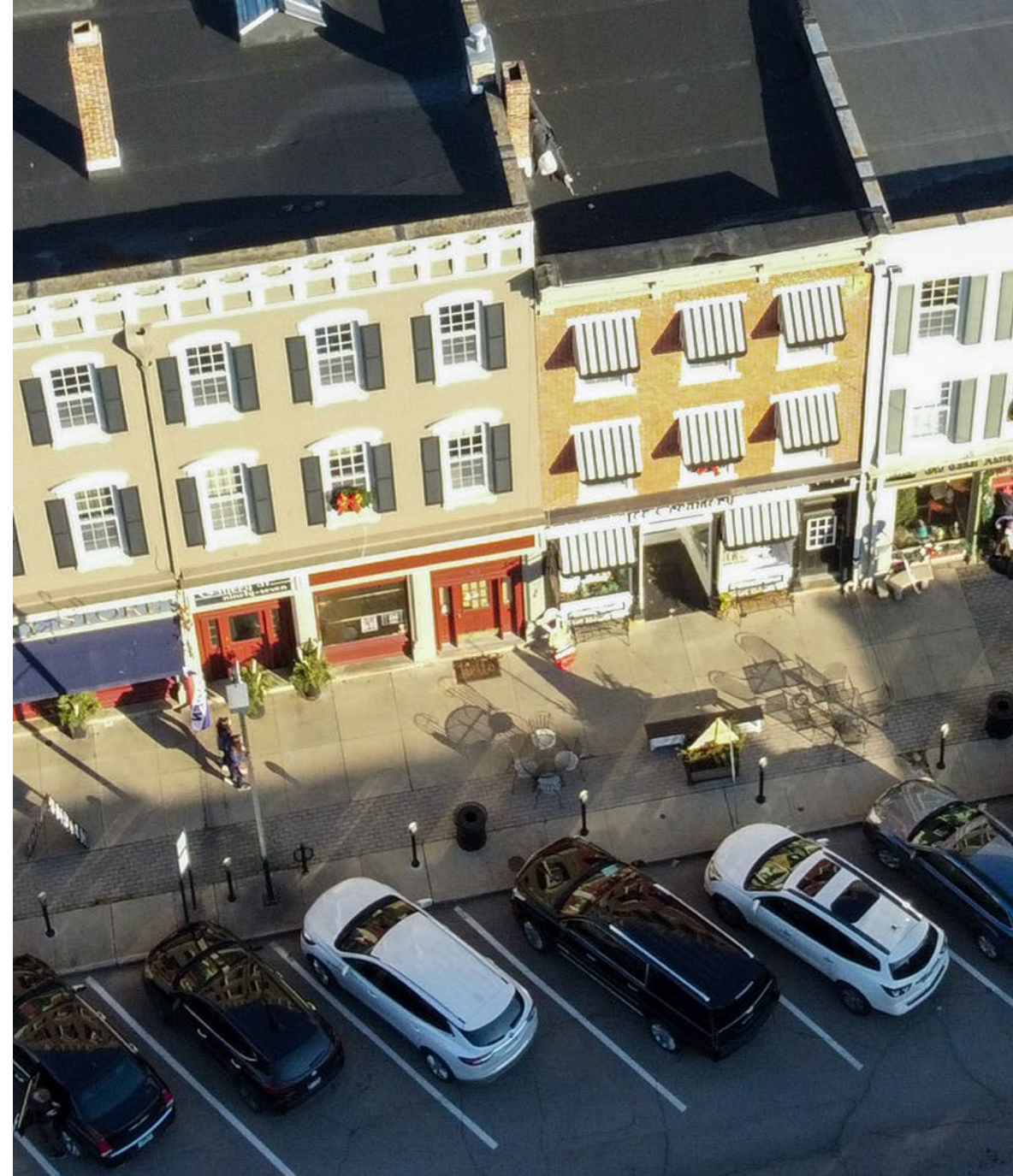
Jamie Greene
Principal, planning NEXT



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Agenda

1. Welcome
2. Introductions
3. Setting the Stage
4. Project Approach
5. Group Discussion
6. Next Steps



Team Organization

Multi-disciplinary consulting team led by Planning NEXT
(Columbus, OH)

- *Burgess & Niple (transportation)*
- *Ninigret Partners (economics)*
- *Toole Design (active transportation)*

Team has extensive experience in comprehensive planning,
in projects across the country

Setting the Stage



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Why now?

- It has been 73 years since Chillicothe has made a comprehensive plan.
- The City, State, and Nation have experienced a lot of change, especially over the past five years.
- The primary objective is to create agreement amongst the Steering Committee, establishing long term goals for the next 10-15 years.

What is a Comprehensive Plan?

A strategic guide that expresses the values and aspirations of a community. It sets forth a long-range vision and actions for development, housing, environment, economic development, transportation, and related topics.



Drivers for the plan

- Conduct a collaborative plan process
- Evaluate current land use with a character-based approach
- Identify supportive transportation improvements



Project Approach

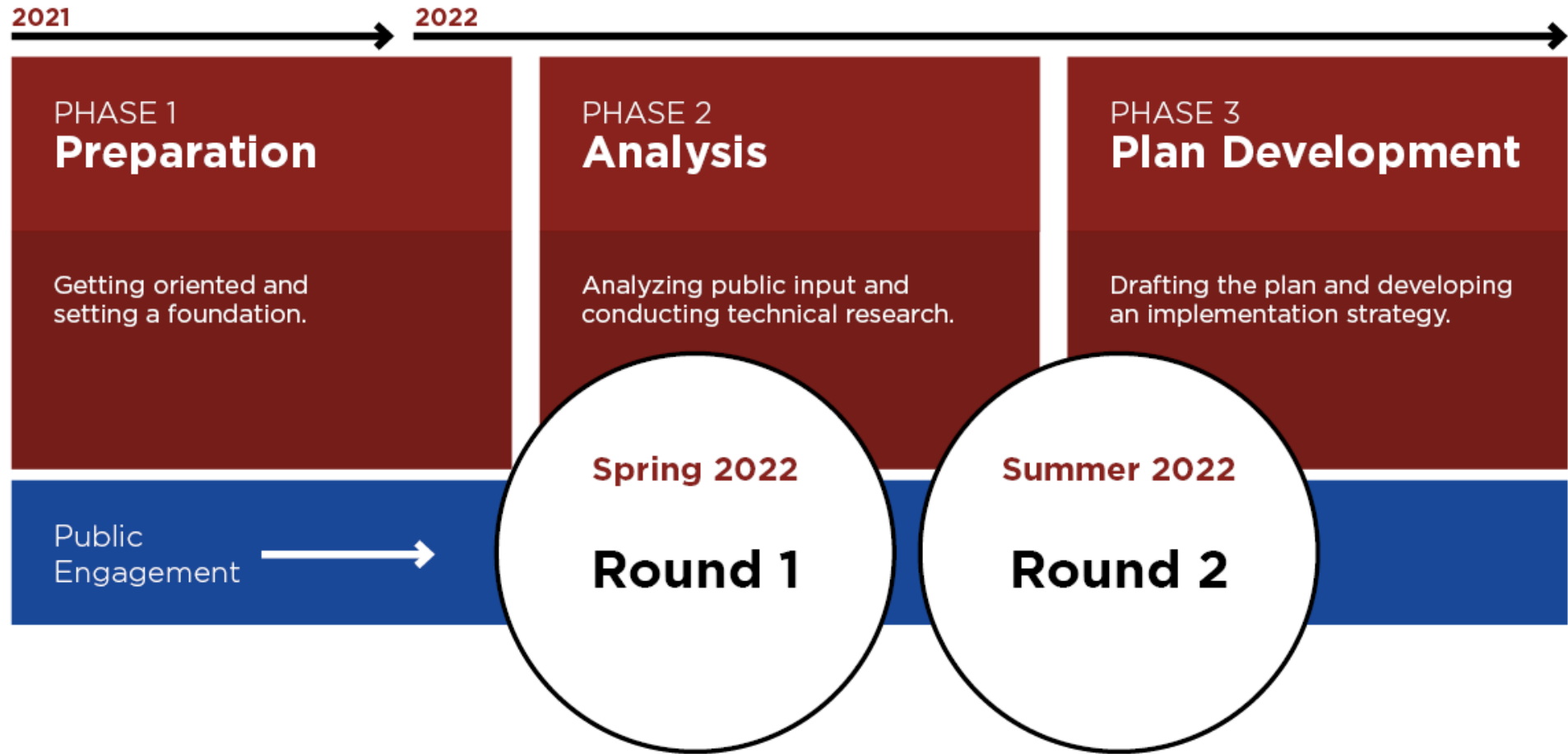
Brian Ashworth

Senior Planner, planning NEXT



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Planning Process Overview



Preparation

- Evaluate existing plans and studies
- Collect data
- Formulate Steering Committee
- Develop Communications and Outreach Plan



Communications Strategy

Making the process a household word...

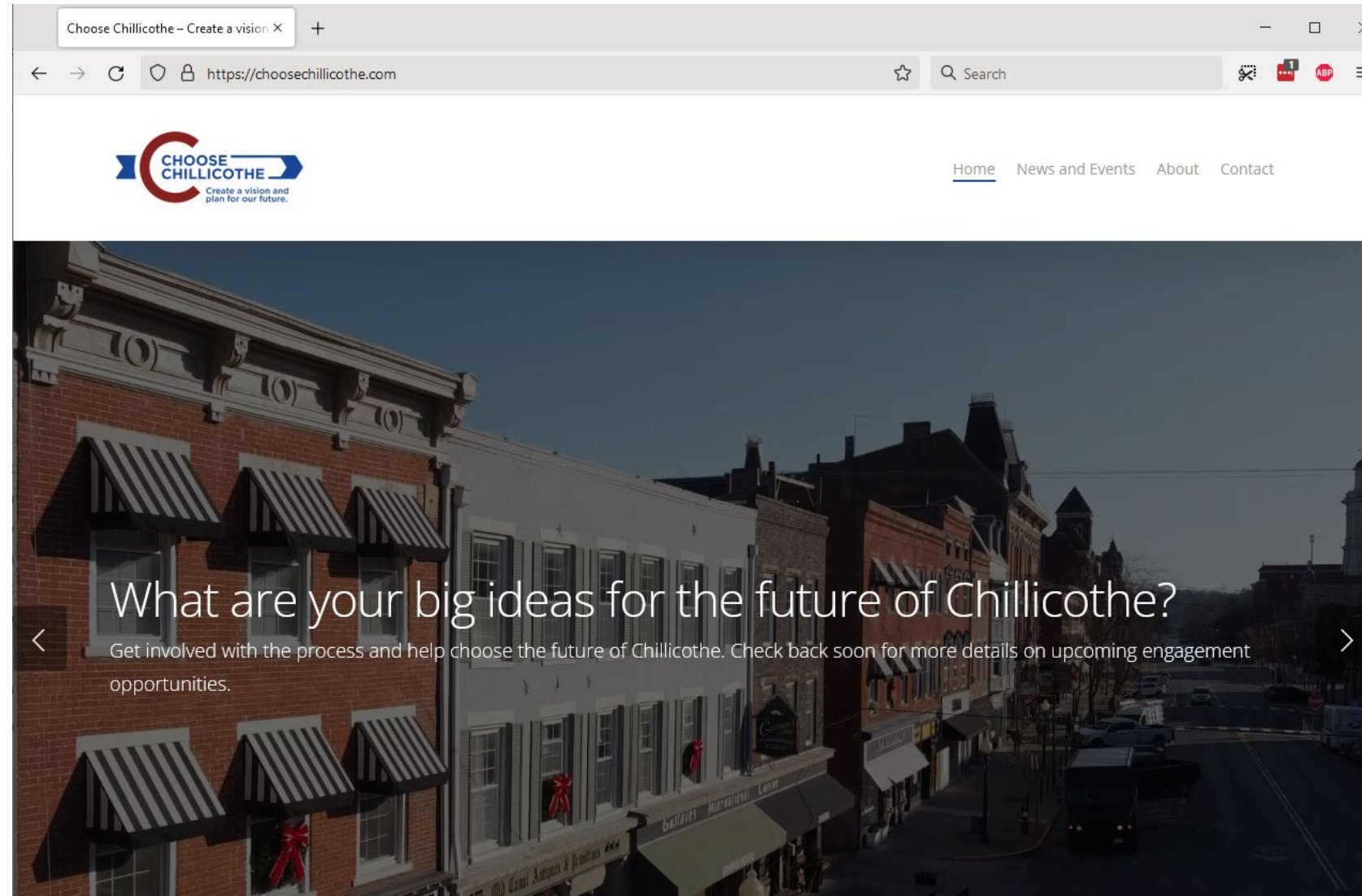
- Project identity
- Communication Messages
- Website
- Other Tactics
 - *Print*
 - *Email*
 - *Social media*
 - *Etc.*



Project Website

Supplementing to face-to-face engagement activities...

ChooseChillicothe.com



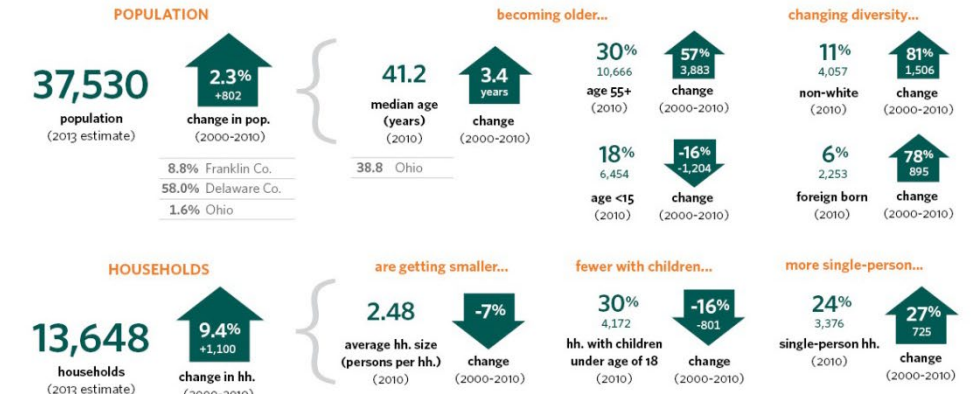
Analysis

- Demographics
- Character Types
- Transportation
- Active Transportation

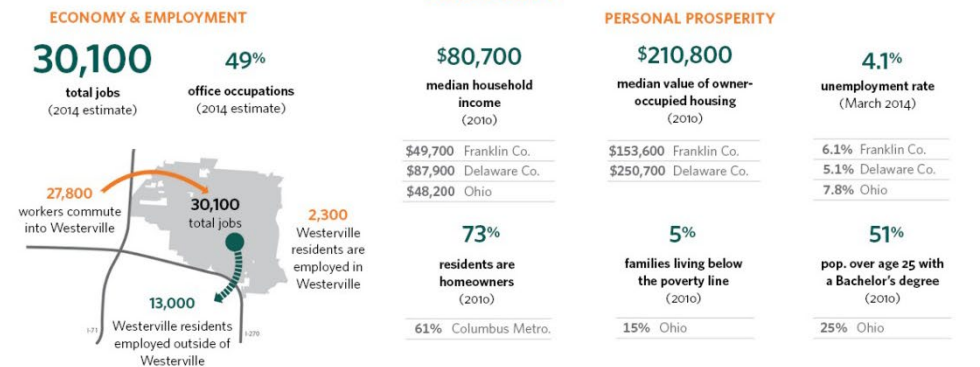
The following is a summary of the Community Snapshot report released in May, 2014.
To view the full report, visit www.imaginewesterville.org/resources.

Note: Demographics reflect population within Westerville city limits.

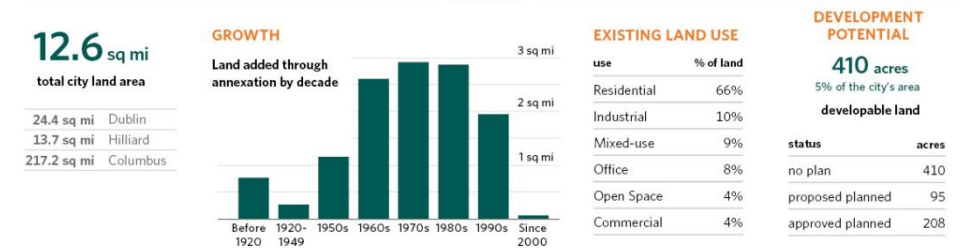
PEOPLE

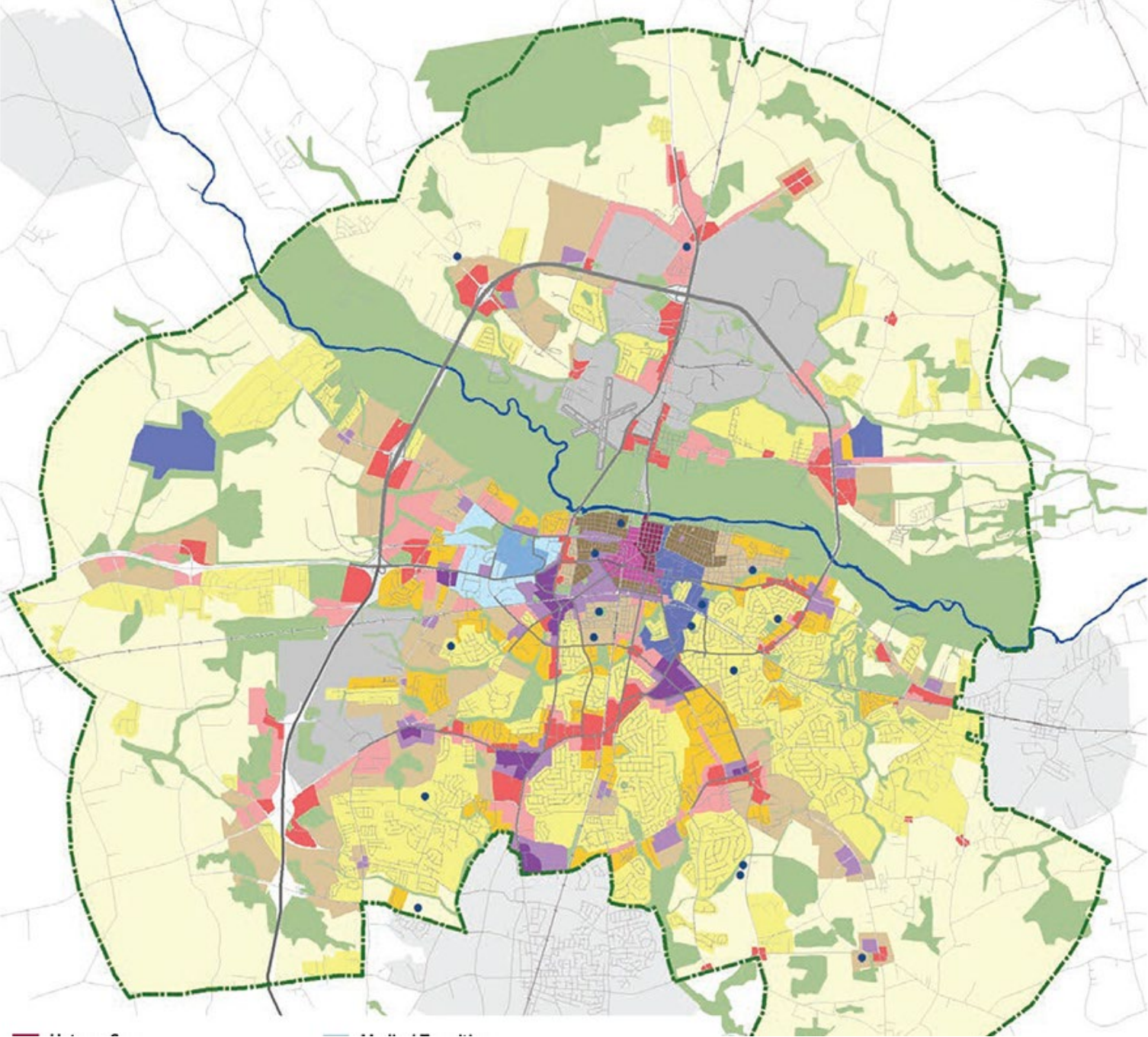


PROSPERITY



PLACE





Public Input



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Public Input

Preparation: significant return on investment

1. Communications

- *Key messages*
- *Impactful channels*

2. Outreach

- *Word of mouth invitation*
- *Ambassadors of the process*

3. Engagement

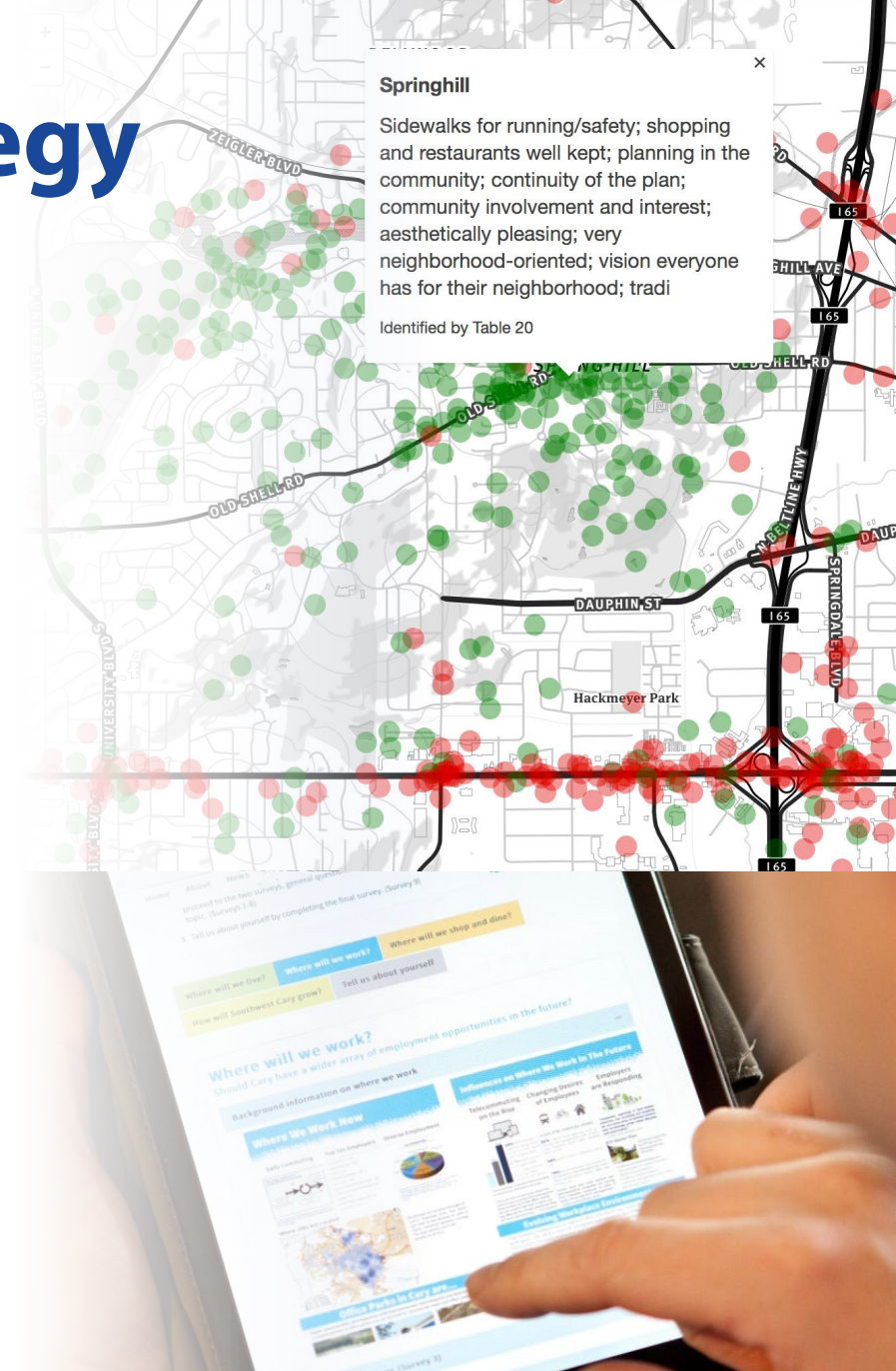
- *Tailored to the community*
- *Multiple techniques*



Community Engagement Strategy

Importance of creativity, versatility, and commitment

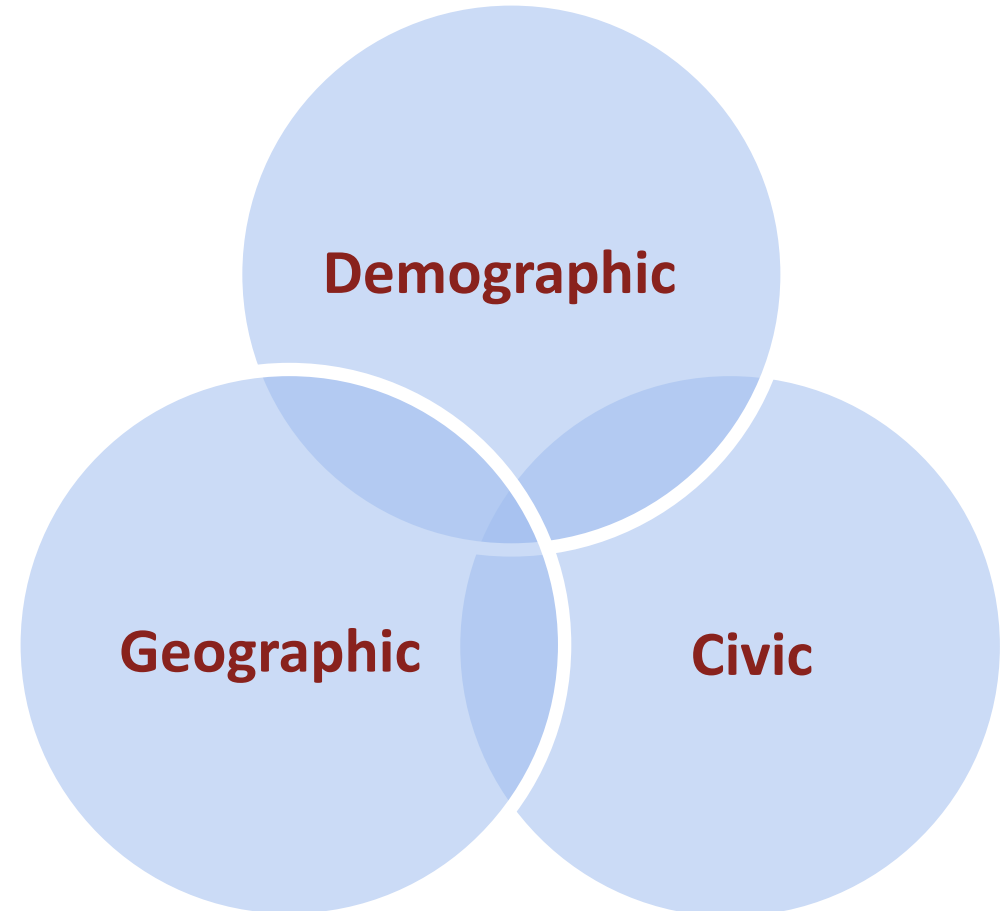
- Difficult but necessary time for community conversations
- A successful campaign is tailored to the community and the opportunity
- Team is prepared with a variety of tools and techniques to ensure participation is a choice for everyone



Outreach Strategy

Word-of-mouth is the most effective way to bring people into the process

- Target approach to specific geographies
- Develop a civic infrastructure that maps the networks
- Identify potentially underrepresented demographic groups





PUBLIC ENGAGEMENT STAGES

Idea Gathering

idea generation / issue identification

Community Choices

setting goals / choosing direction

public hearing (adoption)



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Plan Development

Initial Plan Elements

- *Vision and Goals*
- *Future Character Area Map*
- *Economic Development Strategy*
- *Implementation Plan*

THE PLANNING CONTEXT

Map for Mobile is a statement of the City's overall vision and policy direction. It will be implemented through various specific actions plans and regulations. The City's many existing and future plans fit into a clear hierarchy as shown below. As the plan unfolds, it sets the stage for future implementation.

OVERALL CITYWIDE DIRECTION
vision, goals, principles, high-level policies



FOCUSED PLANNING
Detailed studies and specific strategies for a topic or area.



IMPLEMENTATION
Policies adopted to implement the plans

Comprehensive Plan / Map for Mobile

A comprehensive plan is a long-term plan for the future physical development of a city. It includes goals and policies for the built environment, mobility & connectivity, neighborhoods, natural resources, historic preservation, city facilities & services, economic development and collaboration & cooperation. **Map for Mobile sets the vision and principles for future planning in the City.**

Area Plans

Detailed plans focused on a portion of the city such as a special district, a neighborhood or corridor.

NEIGHBORHOODS CORRIDORS
SMALL AREAS SPECIAL DISTRICTS

- › Considers all aspects of an area, including future land use, community design, transportation and connectivity, parks and open space, historic resources, economic development and infrastructure.
- › Provides specific recommendations tailored to the needs of the area.

Capital Improvement Plan

Identifies specific projects that will be pursued in the near-term and how those projects will be funded. The Capital Improvement Plan will recommend projects from the area plans and citywide master plans that are grounded in Map for Mobile. Each year the City will update the Capital Improvement Plan based on the budget and needs.

Citywide Master Plans

Detailed plans focused on a particular city service, facility or resource that affects the city as a whole.

PARKS & RECREATION WATERSHEDS
MOBILITY STORMWATER MANAGEMENT
CITY FACILITIES HOUSING GREENWAYS
HISTORIC PRESERVATION OTHER NEEDS

- › Examines aspects relevant to the master plan topic
- › Provides specific recommendations tailored to the needs of the service, facility or resource.

Codes & Ordinances

The governing regulations adopted by the City. Over time these rules should be reviewed and updated to make sense to future projects and development. The Map for Mobile, area plans and citywide master plans all might have specific recommendations for updates to the codes and ordinances.



12 Month Schedule

TASK	2021		2022									
	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV
1. Preparation	█											
2. Public Engagement												
• <i>Engagement Round 1</i>				█								
• <i>Engagement Round 2</i>								█				
3. Analysis			█									
4. Plan Development												
• <i>Vision & Goals</i>					█							
• <i>Plan Document</i>						█						
5. Steering Committee		●	●			●	●		●		●	

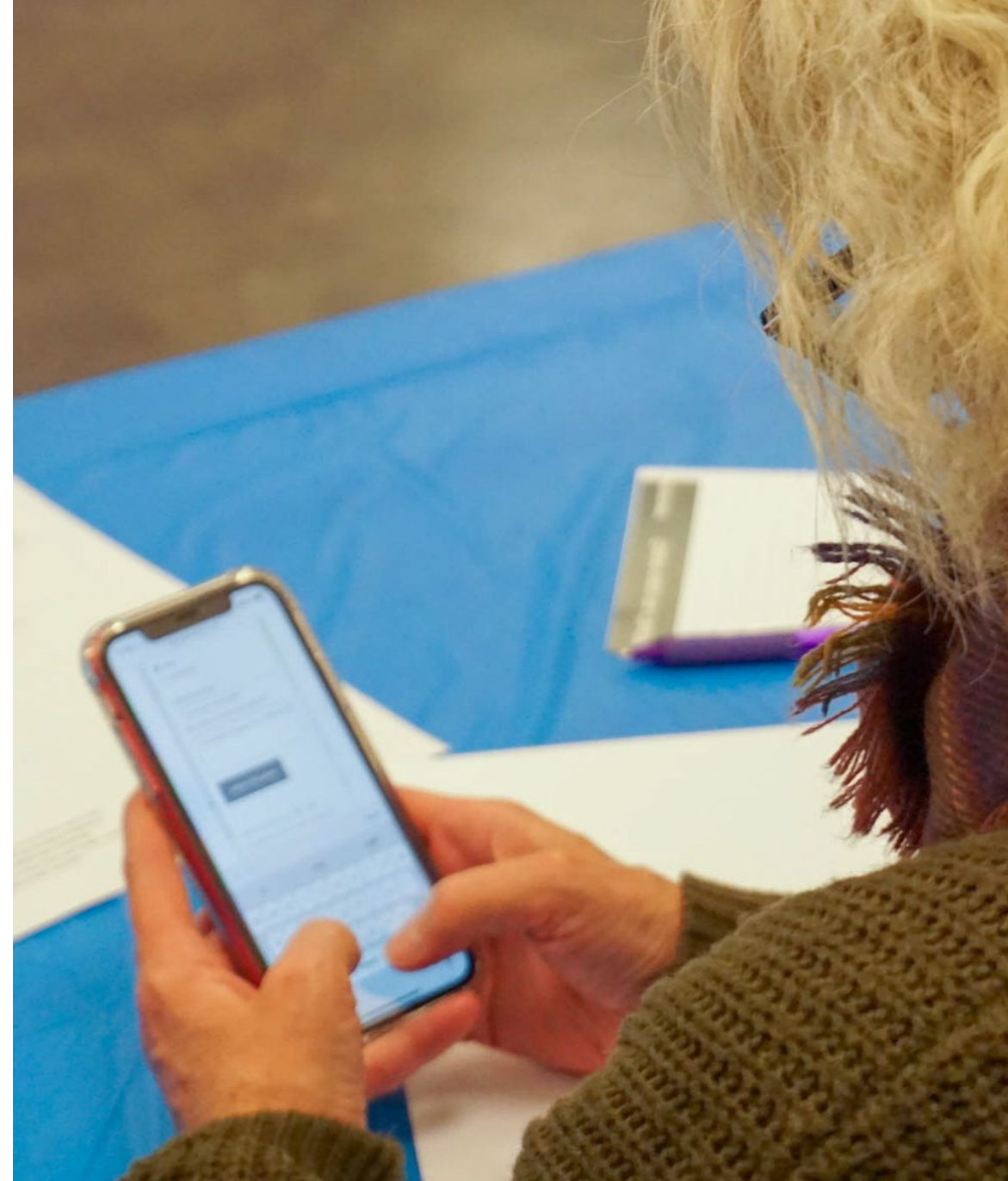
Group Discussion



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Mentimeter

- 1. Utilize your smart device or new tab**
- 2. Menti.com**
- 3. Use code: 78 58 27 2**



Question 1:

What are the greatest opportunities in Chillicothe?



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Question 2:

What are the key messages for motivating participation in the process?



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Next Steps



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Future Meetings and Next Steps

1. Upcoming Dates

- *Steering Committee 2 – February 23*

2. Plans, studies, and data collection

3. Co-chairs