

City of Fayetteville Staff Review Form

2017-0774

Legistar File ID

2/6/2018

City Council Meeting Date - Agenda Item Only
N/A for Non-Agenda Item

Garner Stoll

12/22/2017

City Planning /
Development Services Department

Submitted By

Submitted Date

Division / Department

Action Recommendation:

Resolution for the update to City Plan 2030: Submitted by City Planning Division to request City Council support for the update to City Plan 2030 in 2018 and its associated work program.

Budget Impact:

Account Number	Fund
Project Number	Project Title
Budgeted Item? <u>NA</u>	Current Budget \$ -
Does item have a cost? <u>No</u>	Funds Obligated \$ -
Budget Adjustment Attached? <u>NA</u>	Current Balance \$ -
	Item Cost
	Budget Adjustment
	Remaining Budget \$ -

V20140710

Previous Ordinance or Resolution # _____

Original Contract Number: _____

Approval Date: _____

Comments:



CITY COUNCIL AGENDA MEMO

MEETING OF FEBRUARY 6, 2018

TO: Mayor; Fayetteville City Council

THRU: Garner Stoll, Development Services Director
Peter Nierengarten, Sustainability and Resilience Director

FROM: Andrew Garner, City Planning Director
Leif Olson, Long Range Planner
Jonathan Curth, Senior Planner
Rachael Schaffner, Sustainability Project Coordinator

DATE: December 22, 2017

SUBJECT: **2017-0774: Resolution to update City Plan 2030:** Submitted by City Planning Division to request City Council support of a work program to update City Plan 2030 in 2018.

RECOMMENDATION:

Staff requests City Council support the update to the Comprehensive Land Use Plan of the City (City Plan 2030) in 2018 and its associated work program.

BACKGROUND:

In 2006, the City hired Dover, Kohl and Partners to completely overhaul the comprehensive land use plan, then called General Plan 2020. This effort led to the adoption of City Plan 2025. City Plan 2025 was a major shift in land use policy away from the continuation of suburban sprawl. The primary goals of City Plan 2025 discourage suburban sprawl and make compact, traditional town form patterns of infill and revitalization the highest priority. Over the past decade, the city's development codes followed suit and were substantially modified by in-house staff to be generally consistent with the land use plan. Significant code changes including form-based zoning districts and pedestrian oriented design standards were adopted and enforced. Denial of annexation and rezoning requests for suburban growth on the periphery of the city have become more common.

City Plan 2025 was updated in 2011 by in-house staff and re-named City Plan 2030. City Plan 2030 continues to instill principals of new urbanism and smart growth, without major changes to the plan from 2006. City Council policy is to update the comprehensive land use plan every five years. City Plan 2030 was due to be updated in 2017. However, the Master Transportation Plan was a large city-wide community planning effort that took place in 2017. The decision was made to let the Master Transportation Plan move forward before the update to City Plan 2030, which

has occurred. Staff now proposes to update City Plan 2030 and has devised a work program to accomplish this update with direction and input from the Planning Commission.

DISCUSSION:

On November 27, 2017, the Planning Commission discussed the update to City Plan 2030. They discussed that the primary six goals of the plan are valid and should remain. These are:

Goal 1 - We will make appropriate infill and revitalization our highest priorities

Goal 2 - We will discourage suburban sprawl

Goal 3 - We will make traditional town form the standard

Goal 4 - We will grow a livable transportation network

Goal 5 - We will assemble an enduring green network

Goal 6 - We will create opportunities for attainable housing

The Commission provided direction and agreed with staff on major ideas to include in the work program for the plan update including:

1. Focus on education and implementation
2. Create a "Growth Concept/Targeted Infill Map" to compliment the "Future Land Use Map"
3. Integrate Mayor and City Council Strategic Plan, "Fayetteville Vision 2050"
4. Complete a corridor vision and regulating plan for College Avenue
5. Update the Master Street Plan Map and street cross sections
6. Integrate Economic Development Plan into update of City Plan 2030
7. Strengthen the historic resources section
8. Strengthen attainable housing definitions and goals
9. Update all charts and maps with current demographic and economic data

BUDGET/STAFF IMPACT:

2016 Capital Budget Project No. 16001 contains \$100,000.00 for the Comprehensive Land Use Plan Update. These funds would be utilized to hire a consultant to facilitate the College Avenue Corridor component of the plan. Depending on the scope of work that is developed in response to the request for proposals, it is possible that staff may need to request additional funding for the College Avenue Corridor Plan. The primary update to City Plan 2030 will be done with an interdisciplinary team of in-house staff and existing operations budget to complete the project during 2018.

Attachments:

- Draft Work Program for the update to City Plan 2030

City Plan 2030 Update/City Plan 2035 Project Scope

Project Goal – To update the City’s Long Range Comprehensive Plan, Future Land Use Map, Master Street Plan, Street Cross-sections and develop a Growth Concept/Targeted Infill Map.

Work Product Outcomes – City staff, in consultation with appointed and elected officials, have identified several work product outcomes that are critical to creating and implementing a successful long-range comprehensive plan. These outcomes include necessary updates for the various existing plan components, the development of new plan elements, and the integration of complementary plan elements from additional adopted plans, policies, and programs across all City Departments. Essential components and updates include:

- Develop an education and outreach component to the plan that guides the visioning, consensus building and implementation processes. The education components long-term implementation should identify priorities, responsibilities, performance metrics and tools.
- Update the core planning components of the plan based on objective analysis and community input including: community context, demographics, housing, employment and income, land use, transportation, historic and cultural resources, the planning process, framework, economic analysis and guiding policies.
- Integrate and coordinate the inclusion of complimentary goals, objectives and actions from the many adopted plans and policies used by various City Departments and Divisions to guide their work programs. Identified plans include: The City Council’s Strategic Plan, Fayetteville’s Mobility Master Plan, Fayetteville First Economic Development Plan, the Energy Action Plan, the Active Transportation Plan, The Master Water Plan, existing complete neighborhood plans and the Parks and Recreation Master Plan.
- Strengthen plan components that have been identified as needing additional definition, investigation, analysis and refinement. Specific sections identified for strengthening include: the attainable housing goal area, the historic resources section and the economic development section.
- Update the Future Land Use Map. Utilize geo-based data to analyze the nexus between the existing land use and development patterns in relation to the optimal future land use and development patterns.
- Update the Master Street Plan Map and Street Cross-sections utilizing analysis provided by the recently completed Fayetteville Mobility Plan and the Future Land Use Map update completed in the previous step.
- Develop a Growth and Density Concept Map/Targeted Infill Map to compliment the Future Land Use Map. This component will rely heavily on stakeholder and public input to define boundaries, identify incentivizes and guide the implementation path.
- Coordinate the inclusion of a College Ave. Corridor Study and Regulating Plan into the final City Plan 2030 Update document.
- Solicit continuous feedback from appointed and elected officials periodically throughout the plan update process.

Public Input Process – A robust and inclusive public input process is critical to creating a successful plan. The public input process for this plan update should employ outreach strategies designed to engage a very

large and diverse representative sample of residents in the most convenient and meaningful way possible. The advent of smart phones and targeted social media platforms provide new possibilities for the City to increase participation in the planning process. Currently, the public input process is envisioned in two phases: 1) Collect ideas and input, and 2) Public review of draft plan and maps. Public input work product flow has been ordered as follows:

- Create necessary branding, logos and web resources.
- Develop an overarching vision for the comprehensive plan update depicted both graphically in the form of a map and in a narrative form – Vision 2050.
- Develop public input activities, educational methods, surveys, and data collection methods. The public input process should be determined up front and designed holistically so that the data collected is consistent across collection methods and can be easily compiled, analyzed and summarized. The input activities should be designed to foster public understanding of the planning process, excite curiosity about City processes, and should build relationships across diverse community groups.
- Identify opportunities for community meetings distributed across the planning process timeline to collect continuous face-to-face input. Strive to schedule public input opportunities to align with existing events and locations that draw a diverse, representative sample of Fayetteville residents.
- Determine dates and locations for both fixed and mobile public input opportunities. Establish a calendar for identified in-person input gathering events.
- Review demographic data of public input as the team nears the end of each phase. Identify any missing segments of the population and conduct targeted outreach (in person or virtual) to attempt to achieve equitable reach of education and input opportunities.
- Create an on-going web-based public input portal that can be widely distributed via traditional outreach methods and social media.
- Hold at least one large public design workshop to explore a growth concept or infill boundary map. Market this through diverse methods and targeted approaches to ensure that a wide variety of citizens are aware of and invited to participate.
- Seek ongoing Planning Commission input throughout the plan development process with a monthly update and input session tied to the Planning Commissions agenda setting sessions.
- Seek City Council input with four work/input sessions tied to the four phases of the planning process framework. These meetings should be conducted at regularly scheduled City Council agenda setting sessions as work product is completed during the planning process.

Internal Work Product – This City Plan update will be accomplished through a team process that will assign work product and completion responsibilities to specific team members from numerous City Departments.

Detail Work Program

Phase I – Public Outreach

Work Product	Responsible Department or Division	Timeline or completion date for deliverable
Brief CC on CP 2030 Update work plan at agenda session and Resolution of support from the City Council blessing the CP 2015 work plan	Development Services	February 6
Develop necessary branding, logos and Website	Communications Planning	Create branding and logos by Jan. 31. Website development completed by February 28.
Draft and release a RFP to hire a consultant for the College Ave. Corridor Plan	Planning	February 28
Interview, hire and approve a contract with the College Ave. Corridor Study Consultant	Planning	March 15
Develop public outreach strategy and materials.	Sustainability Planning Communications Information Technology	March 15
Schedule and conduct one large public input session	Planning	March 31
Schedule and conduct multiple mobile workshops	Communications Sustainability Planning	April 31
Conduct City Council Work Session to review final draft documents and maps and make final edits	Planning	May 15

Phase II – Compilation of public input and draft documents.

Work Product	Responsible Department or Division	Timeline or completion date for deliverable
First draft of updated community background chapters	Sustainability	March 31
First draft of the economic development chapter	Economic Vitality	March 31
First draft of historic and cultural resources chapter	Planning	March 31
Public input session for the College Ave. Corridor Plan	Consultant Planning Sustainability	April 15

First draft of the Future Land Use Map update	Planning Sustainability GIS	May 31
First draft schematic design of College Ave. Corridor	Planning	May 31
First draft of Growth Concept Map	Planning Sustainability GIS	May 31
First draft of Master Street Plan update	Planning Engineering GIS	May 31
First draft of the Street Cross-section update	Engineering	
Attainable housing goal update, definition and strategy	Community Resources Planning	May 31
Conduct City Council Work Session to review draft documents and maps and make final edits	Planning	May 31

Phase III – Review, edit and finalize draft document, maps and goal updates.

Review, edit and finalize CP 2035 document – Word Document	Planning Sustainability Communications	July 31
Review, edit and finalize FLUM, Growth Concept Map, Master Street Plan Map and Street Cross-sections	Planning Engineering Sustainability GIS	July 31
Review, edit and finalize College Ave. Corridor Study	Planning	July 31
Conduct City Council work session to review final draft documents and maps	Planning	August 31
Create final document in In-Design format	Planning Sustainability	August 31

Phase IV – Public review and adoption

Post final draft CP 2035 and College Ave. Corridor Study documents and maps online and solicit public feedback	Planning Communications Sustainability	September 31 – October 31
Conduct City Council work session to review final CP 2035 and College Ave. Corridor Study draft documents and maps and make final edits	Planning	October 31
Present final draft CP 2035 College Ave. Corridor Study documents and maps to the City Council for adoption	Planning	November – December 2018
Develop post-plan adoption web resources (maps, document, etc.)	Planning Communications Information Technology	February 2019

Budget –College Avenue Corridor Plan consultant will be paid with an existing CIP approved budget.

Other preliminary items to cost out include:

- Mobile workshop vehicle rental.
- Targeted social media add buys.
- Outreach materials including graphic design, printing and display supplies.
- Refreshments for public input workshop(s).