Comprehensive Plans
Considerations for planning a vibrant tomorrow
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Function of A Comprehensive Plan:

- The plan provides continuity
- Provide a means to balance competing private interests
- Method to protect public investments
- Identify ways that protects valued resources
- Offer guidance that influences community appearance
- Promote economic development
- Provide justification for decisions
- Express a collective vision for the future

Predictability, Community, Efficiency, Environment, Place, Vibrancy, Policy, People
S.C. Code Requires the Following:

The Plan must be updated *every 10 years* with periodic evaluations every 5-years and include the following elements:

- Population element
- Economic development element
- Natural resources element
- Cultural resources element
- Community facilities element
- Housing element
- Land use element
- Transportation element
- Priority investment element

“The extent of detail should be based on community needs.”
Changing Times Lead to Changing Priorities

When things are great
- Protect and Promote

When there are significant pressures
- Manage and Attract

Provide a North Star to guide future decisions and establish policy direction on relevant topics.
How Are They Assembled?
Quilting together and/or Conflict resolution

- What do we know?
- Our options
- What have we heard?
- What's best?
- Research
- Technical Analysis
- Public Engagement
- Plan and Prioritization
Technical Analysis: strategy

Informed Decision Making

Mobility
Economic Development
Quality of Life
Growth

Strategic Framework

Growth Scenarios

Preferred Growth Strategy

Path to Success
Scenario Evaluation and Screening

- Travel Choice
- Commuter Delay
- Economic Prosperity
- Affordability

- Health and Safety
- Sustainability
- Placemaking
- Innovation
Preferred Growth Strategy

Framework Plans

- Land Use
- Economic Development
- Community Resources
- Community Services
- Multimodal Transportation
- Environment and Open Space
- Housing
- Infrastructure
Modern Challenges

21st Century Challenges require 21st Century Solutions

• Affordability
• Economic Competitiveness
• Equity
• Authenticity
• Mobility
• Fiscal Integrity
• Quality of Place
Why are they changing their strategy?

Washington DC
- Historic focus on in-migration
- Extreme Constraints
- Strategy Not Sustainable
- Change in Housing Market
- Emphasis on Placemaking

Austin, TX
- Extreme congestion
- Imagine Austin
- Compact & Connected
- New Development CodeNext
- Affordable Housing

Asheville, NC
- Extreme Constraints
- Limited Funding
- Affordable Housing
- Hospitality Economy
- Changing Demographics
Communities Are Demanding It
Millennials (83 million) and Boomers (74 million) make up almost half of the current US population.

Millennials and Boomers have some things in common.
Millennials and boomers are driving less and looking for other transportation options.
Building an Engagement Strategy

**Coalition Building**
Solutions are important but building a coalition of support is a key to success.

**Respect Past Engagement**
Past engagement will help bring efficiency and build trust.

**Setting Expectations**
Establishing realistic expectations helps increase credibility: Informed Consent vs Consensus building.

**Expanded Relevancy**
Defining the problem in broader terms increases relevance to participants and increases the volume of support.
Attitude vs. Motivation

Level of Motivation

Positive  Moderate  Negative

Attitude
What do you need to gather to be successful?
- Set Goals

When in the process do you need it?

What resources have been identified for engagement activities?
- Who else can help

Gather sufficient volume and diversity so resulted can be trusted
What about the Upstate?

Considerations
2015 Population 1.42 million
2040
Population
1.74 million

New Land Developed
2015-2040

725 sq. mi.
920 sq. mi.
The traditional measure of affordability recommends that housing cost no more than 30% of household income. Under this view, a little over half (55%) of US neighborhoods are considered “affordable” for the typical household. However, that benchmark fails to take into account transportation costs, which are typically a household’s second-largest expenditure. The H+T Index offers an expanded view of affordability, one that combines housing and transportation costs and sets the benchmark at no more than 45% of household income. Source: htaindex.cnt.org
Initial Observations

- Rapid, low-density and decentralized growth
- The cost to serve the region is outpacing growth
- Loss of Rural and agricultural lands
- Growing traffic congestion
- Skyrocketing housing costs
- Schools operating above capacity
- Poor air quality and loss of natural resources
• City of Greenville and Greenville County Comp Plans
• Opportunity for enhanced coordination (without losing autonomy)
• Complementary goals (example may be preservation of rural places and natural treasures)
Panel Discussion