MEETING NOTICE
CITY OF PAGE
ECONOMIC DEVELOPMENT ADVISORY BOARD

ECONOMIC DEVELOPMENT ADVISORY BOARD
CITY HALL, 697 VISTA AVE
PAGE, ARIZONA

JULY 23, 2019
5:30 P.M.

NOTICE OF PUBLIC MEETING AND AGENDA

Pursuant to Arizona Revised Statutes § 38-431.02, notice is hereby given to the members of the City of Page Economic Development Advisory Board and the general public that the Page Economic Development Advisory Board will hold a meeting open to the public in Page City Hall located at 697 Vista Avenue, Page, Arizona.

Members of the Economic Development Advisory Board will attend either in person or by telephone conference call.

1. CALL TO ORDER

2. ROLL CALL
   Chair, DeJay Lister
   Vice Chair, Ron Colby
   Bill Diak
   Robin Marquis
   Kay Leum
   Steve Blevins
   Brian Carey

   City Council Liaison, Mark Cormier

3. PRIORITY LIST
   1. The Board may discuss and possibly take action on updating the Economic Development Advisory Board Strategic Plan

4. MINUTES
   1. Discussion and possible action on the adoption of the March 28, 2019 and June 25, 2019 meeting minutes.

5. COMMUNICATIONS
   1. Presentation and possible discussion on a department and economic development update

6. HEAR FROM THE CITIZENS
   The public is invited to speak on any item or area of concern. Items presented during the Citizens portion which are not on the agenda, cannot be acted upon by the Economic Development Advisory Board. Individual members are prohibited by the Open Meeting Law from discussing or considering the item among themselves unless the item is officially on an agenda. Citizens may also use the Information Request Forms which are available.

7. PUBLIC HEARINGS

8. UNFINISHED BUSINESS
1. Discussion and possible action on economic development and additional opportunities at the Page Municipal Airport

2. Presentation, discussion, and possible action on economic development incentives

9. NEW BUSINESS

1. Presentation and possible discussion on the development and launch of a city economic development website

2. Presentation and possible discussion on the long range planning efforts of the City of Page

10. ADJOURN

FOR YOUR INFORMATION
Next Regular Meeting Tuesday, _____________, at 5:30 p.m.

Persons with disabilities should call the City of Page at 645-8861 for program and services information and accessibility. If you would like to receive City Council agendas via email, send your email address to klarson@pageaz.gov or call 645-4221.

DISCLAIMER
AGENDA ITEMS MAY BE TAKEN OUT OF ORDER.
THIS AGENDA MAY BE SUBJECT TO CHANGE UP TO 24 HOURS PRIOR TO MEETING. PLEASE SEE LOCAL CRIER BOARDS FOR CURRENT AGENDA.

CERTIFICATION OF POSTING OF NOTICE

The undersigned hereby certifies that a copy of the attached notice was duly posted at the following places: City Hall Bulletin Board located at 697 Vista Avenue, Page, Arizona, Justice Building Bulletin Board located at 547 Vista Avenue, Page, Arizona, U. S. Post Office Lobby located at 44 Sixth Avenue, Page, Arizona, on the ___ day of ____________, 2019, at ______ a.m./p.m.

By: ________________________
   CITY OF PAGE
Economic Development Advisory Board

Meeting Date: 07/23/2019
Brief Title: Strategic Priorities
Department: Community Development

SUBJECT:
The Board may discuss and possibly take action on updating the Economic Development Advisory Board Strategic Plan

BACKGROUND:
N/A

ALTERNATIVES CONSIDERED:
N/A

RECOMMENDED ACTION:
Discussion and possible action.

Fiscal Impact

Budget Impact:
None

Attachments
Strategic Plan
Draft Strategic Plan:  
*City of Page Economic Advisory Board*

**Statement of Purpose**
With the consistent growth of the City of Page, the Economic Advisory Board will increase prospective awareness of Page and enhance the quality of life for residents through increased economic development, tourism-based development and partnership opportunities, showcasing Page as an intentional tourist destination.

**Board Tools**
- ***Advocate***—Advise City policy makers and departmental/municipal processes from the private sector perspective.
- ***Facilitate***—Work with entrepreneurial support organizations within the community to create an ecosystem of support that is coordinated and user-friendly.
- ***Market***—Brand Page as “open for business.”
- ***Coordinate***—Connect resources to strengthen the local business community through business retention and expansion.

**Focus Areas**
1. **Redevelopment**
2. **Tourism**
3. **Long-Term Economic Development for Page Residents**

**Focus Area 1: Redevelopment**

**Definition**
Make recommendations of programs and incentives to attract, retain, and expand business. Stimulate property owners to address deteriorating property conditions. Catalyze revitalization in key areas and enhance the overall housing options within the City of Page.

**Goals:**

1.1 **Encourage Business Growth**

*Action Items:*
- a. Assist in the creation and recommendation of a program that helps stimulate business owners to enhance property conditions
  - i. Establish area criteria, match percentage rate, match cap
  - ii. Policy recommendation
- b. Work with the Community Development Department and assist in the creation and recommendation of (a) program(s) or that is competitive for new businesses/industry attraction
  - i. Identify best practices and conduct community & outreach
  - ii. Policy recommendation
1.2 Increase Housing Options

*Action Items:*

- a. Understand strengths, weaknesses, opportunities, and threats (SWOT) as it pertains to housing development in Page
- b. Address elements in the SWOT
- c. Explore and advocate for creative housing programs and incentives to serve as a catalyst to increase housing options

1.3 Stimulate Property Owners to Address Deteriorating Property Conditions

*Action Items:*

- a. Assist in the creation and recommendation of a program that helps stimulate business owners to address deteriorating property conditions
  - i. Establish area criteria, match percentage rate, match cap
  - ii. Policy recommendation
- b. Work with city staff and community organizations geared towards residential property improvement
  - i. Advocate for resources to accomplish effective code-compliance
- c. Encourage community involvement and non-profit organizations in beautification and clean-up efforts

1.4 Catalyze Revitalization in Key Areas

*Action Items:*

- a. Streetscape enhancements, transportation, circulation, and parking
  - i. Promote pro-active planning and strategic activities
- b. Identify target areas and needs for development through analysis
- c. City Center (Greater Block-17 Area) redevelopment
  - i. Encourage Advocate for resources Investigate the formation of a business association or improvement area/district
- d. Encourage public art
- e. Advocate for resources to accomplish effective code-compliance

1.5 Regularly Engage with the Business Community

*Action Items:*

- a. Through partnerships hold regular meetings with the business community
- b. Accomplish business outreach, retention, expansion, and advocacy
- c. Inform business community on economic development efforts
- d. Ensure business community is represented in policymaking
Focus Area 2: Tourism

Definition
Cultivate partnerships that enhance tourism events and lead the development and/or enhancement of facilities or attractions increasing visitation and length of visitor stays.

Goals:

2.1 Cultivate Partnerships That Enhance Tourism Events

Action Items:
- a. Identify and attend recreation, sports and/or tourism related trade shows and conferences to establish best practices for a Tourism Board.
- b. Identify possible other partners within the city (businesses, professional groups, etc) to invest in the board activities to assist in board reach.
- c. Increase strategic collaboration with key partners to expand our ability to identify and target demographics for tourism.
  - i. Work with hotel and tour operation owners

2.2 Cultivate Partnerships that Lead to the Development/Enhancement of Facilities & Attractions

Action Items:
- a. Identify and attend recreation, sports and/or tourism related trade shows and conferences to establish best practices for a Tourism Board.
- b. Work with the local tourism industry leaders
- c. Look at ways to improve and enhance current facilities to increase event and entertainment
  - i. Explore amphitheater feasibility, development, and expansion
  - ii. Regional Trails
  - iii. Temporary market spaces

2.3 Strategically Market Page as an International Recreation & Activity Destination

Action Items:
- a. Assist in the acquisition of data to provide information for informed decision-making for tourism marketing.
- b. Develop a tourism strategy for all event participants, visitors and spectators designed to find ways to extend their average stay in Page.
  - i. Assist in maximizing multimedia channels and marketing opportunities
  - ii. Create a tourism survey
  - iii. Assist in creating, identifying, and supporting marketing leads to create a consistent marketing brand
- b. Work with other cities/partners/boards to establish what markets we want to advertise to (geographical, special interest, partner connections, etc.).
Focus Area 3: Long-Term Economic Development for Page Residents

Definition
To enhance the quality of life for the residents of Page.

Goals:

3.1 Assist in The Planning/Strategy Execution to Establish Public-Private Partnerships to Develop Local Facilities/Attractions

Action Items:
   a. Continue to work with current partners to find creative ways to create, utilize, and expand facilities to enhance quality of life.
      i. Trails
      ii. Bike Routes, Facilities, and Accessibility
      iii. Parks and Recreational Facilities
      iv. Amphitheater
   b. Work with landowners and developers to support tourism and entertainment development in Page.

3.2 Work with city staff, public, and private partners to create a new regional event

Action Items:
   a. Annual Festivals
   b. Monthly Festivals
SUBJECT:
Discussion and possible action on the adoption of the March 28, 2019 and June 25, 2019 meeting minutes.

BACKGROUND:
None

ALTERNATIVES CONSIDERED:
None

RECOMMENDED ACTION:
Approval of minutes

Budget Impact:
None

Attachments
6.25.19 Minutes
4.23.19 Minutes
A Regular Meeting of the Economic Development Advisory Board was held at 5:30 p.m. on the 25 day of June 2019, in the Council Chambers at City Hall in Page, Arizona. *Chair DeJay Lister, *Vice-Chair Ron Colby Members *Steve Blevins, *Bill Diak, *Brian Carey, *Kay Leum, *Robin Marquis, City Council Liaison Mark Cormier was present.

*indicates members present for voting purposes, unless otherwise indicated.

Staff members present: Community Development Director, Tim Suan; Planner/GIS Technician Maryam Moeinian and Community Development Administrative Assistant, Sheri Ptacek

CALL TO ORDER
Chair, DeJay Lister called the meeting to order at 5:44 p.m.

PRIORITY LIST
The Board may discuss and possibly take action on updating the Economic Development Advisory Board Strategic Plan

Chair DeJay Lister ask the board if anyone has any points or discussion from last meeting Strategic Plan. No discussion was brought forward.

MINUTES
Economic Development Advisory Board regular meeting- May 28, 2019

Motion made by Bill Diak to approve the minutes. The motion was duly seconded by commissioner Brian Carey and passed upon a unanimous vote.

COMMUNICATIONS
Presentation and possible discussion on a department and economic development update

Community Development Director Tim Suan Informed the Board on what the Community Development Department was currently working on.

1. Introduction of Gregg Martinez our new Economic Development Coordinator
2. Business improvement in the Downtown area
3. The Wave Asset
4. League of the City’s and Town’s that coming up August 20, 2019 to show case The City of Page
5. New Website

6. Education and Workforce Group that’s meeting once a month

7. Airport improvements

8. Long term Marketing and Communications plan

Board Member Brian Carey had discussion on Strategic plan, prioritizing tourism and Brian thought we dismantled the tourism board? It will be a board or a group of people that will be putting on events? Board Member Kay Leum ask about the SelectPage.com website. Council Mark Cormier suggested a City App. Board Member Bill Diak is doing research on tourism and will be doing a presentation in the future. The City of Page is losing revenue on not charging a landing fee at the airport.

HEAR FROM THE CITIZENS
None.

PUBLIC HEARING
None.

UNFINISHED BUSINESS
Discussion and possible action on economic development and additional opportunities at the Page Municipal Airport.

The Board took a tour of the Airport to see the future/possibilities at the Airport. There was discussion on the fee schedule and how to lease out the offices in the Airport. Board Member Brian Carey brought up the lack of the elevator not operating, doing a roll out of office space available before we spend any money on upgrades. Board Member Ron Colby suggested improving TSA area and bathroom. Discussion continued among board members about the Airport.

Motion made by Steve Blevins to recommend to Council to appropriate money for the elevator at the airport. The motion was duly seconded by commissioner Brian Carey and passed upon a unanimous vote.

Recommendation and possible action on the Facade Improvement Project

Community Development Director Tim Suan discussed the façade packet and the process and approvals to receive the funding including the boundaries and cycles.

Motion made by Bill Diak to present the Façade Improvement Program to City Council
for their consideration. There was discussion to amend Step #7 delete Economic Development Commission wording, Step #4 adding the City Council Table, delete #6 and take City Hall out of the boundary line. The motion was duly seconded by DeJay Lister with the motion being amended and passed upon unanimous vote.

NEW BUSINESS
Discussion and possible action on the addition of parking Kiosks at the Page Municipal Airport.

Community Development Director Tim Suan gave a presentation on the different types of parking Kiosks available to the Airport. The maintenance fees that would apply and how they will be monitoring the parking area. The Kiosks can be use for advertising and produce revenue for the City. Council Mark Cormier suggested we clean up the parking lots before we move forward with the Kiosks.

Board members had a discussion on the cost of the Kiosks, long term parking and relocating employee parking. Chair DeJay Lister asked is this something we would entertain as a board? Would the Board consider taking to Council? Members would like more information on how the Kiosk were going to be funded.

Motion was made by Steve Blevins to recommend utilizing the Flowbird Pay Stations with the employee parking being relocated outside the fee area. The motion was duly seconded by Robin Marquis there was further discussion on the pay Kiosk. Steve Blevins amended the motion to add single pay with credit/debit card pay only to the motion and Robin Marquis agreed to amend the motion and passed upon a unanimous vote.

Discussion and possible action on public arts and a public art Navajo Generating Station memorialization

Planner/GIS Technician Maryam Moeinian gave a presentation on the different locations and types of art monuments. The City can locate around the City. Putting art monuments around the town will bring tourist to see NGS/SRP, Glen Canyon Dam and Navajo Nation Culture place making. Tim Suan add to the presentation. Planner/GIS Maryam Moeinian stated the art monument can be hidden gems for tourist to try and find them around town.

Board members had a discussion on the different locations around the City and other locations they would like to see the art monuments located. Member Kay Leum brought forward a historic walk at John C Memorial Park. Tim Suan asked for them to pick sizes and agree on locations, members agreed to John C Memorial Park, Rimview, Parr Club/Sports Park, Amphitheater and Library were added to the list. Hwy 89 roundabout and Grandview were taken off the list.

Discussion and possible action of economic development incentives
Chair DeJay Lister asked about giving incentives to developers, which would give them Tax/land sales breaks. Steve Blevins noted we are giving enough incentives. Council Mark Cormier discussed there was a lot of items he could not discuss at this time that were in motion already. Chair DeJay Lister asked to reopen the discussion next meeting.

**ADJOURN**

Motion was made by Chair DeJay Lister to adjourn the meeting at 7:54 p.m. The motion was duly seconded by Bill diak and passed upon a unanimous vote.

Sheri Ptacek
Community Development
Administrative Assistant

DeJay Lister
Chair

**CERTIFICATION**

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the City Page Economic Development Advisory Board, held on the 23rd day of April 2019. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 23 day of July 2019

Sheri Ptacek
Community Development
Administrative Assistant
A Regular Meeting of the Economic Development Advisory Board was held at 5:30 p.m. on the 23rd day of April 2019, in the City of Page Public Library located at 479 S Lake Powell Blvd, Page, Arizona. *Chair DeJay Lister, *Vice-Chair Ron Colby Members *Steve Blevins, *Bill Diak, *Brian Carey. City Council Liaison Mark Cormier was present. *Kay Leum joined the meeting at 5:37. Robin Marquis was excused.

*indicates members present for voting purposes, unless otherwise indicated.

Staff members present: Community Development Director, Tim Suan; and City Planner/GIS Tech, Maryam Moeinian

CALL TO ORDER
Chair, DeJay Lister called the meeting to order at 5:36 p.m

PRIORITY LIST
None.

MINUTES
Economic Development Advisory Board regular meeting- April 9th
Economic Development Advisory Board special meeting- March 26th.

Chair made a motion to approve minutes for the April 9th and March 26th meetings subject to correction of the Agenda from March 9th to April 9th. The motion was dully seconded by Brian Carey and passed upon a unanimous vote.

COMMUNICATIONS
Community Development Director, Tim Suan gave update on redevelopment and tourism items. He stated Housing is a major concern for the town. He invited the board members and public to attend the Housing Symposium, scheduled for May 20th at 6 p.m. at the Marriott to promote home ownership at the rental rates that already exist in town. He stated that the housing is a priority for the City of Page.

Suan stated that the city has received the concept plan for downtown revitalization, prepared by Community Planning Assisted Teams (CPAT). He continued that City is planning to provide a master plan for downtown revitalization based on the recommendations provided in the concept plan.

HEAR FROM THE CITIZENS
None.

PUBLIC HEARING
UNFINISHED BUSINESS
None.

NEW BUSINESS
A. Discussion and possible action on Façade Improvement Program guideline recommendations

Tim Suan presented some examples of façade improvement plans that were successfully implemented in different cities in Arizona. He stated that the Community development Department has budgeted the amount of $50,000 for next fiscal year to fund façade improvement program in the city of Page. He mentioned that this amount still needs the council approval and it’s not guaranteed yet. Council Liaison, Mark Cormier, stated that the council is in favor of this program.

Tim Suan asked the board members to discuss the main key issues and determine what is the focus area. Should this program be open to all businesses? Should this plan only apply to certain zoning districts or area in town? Who can apply for this program? How is the city going to spend the $50,000?

He stated that staff believes the best practice is to reimburse 50% of the money spent by the qualified applicant. However, the council will make the final decision for the applications on how to allocate this money to each individual. He stated that the stipulations of this program will be approved by the city council.

Board Member Diak stated that there should be a design guideline, and everyone should follow the city unique design standards. He continued that we need to find out how we would like the façade to exactly look like. Board members agreed.

Tim Suan stated the reason he brought this topic to the board meeting is to ask board members to help staff in gathering the design guidelines.

Board Member Brian Carey suggested with the limited budget for this program, City should focus on Block 17. Tim Suan thanked him for his suggestion.

Council Liaison, Mark Cormier, stated that since the focus of the Council is on Block 17, the focus of this board also should be block 17. Board members agreed.

Board Member Steve Blevins added we can start with block 17 and then extend the focus on other areas in following years.

Board Member Kay Leum asked how we’re going to spend this limited money? Chair stated we can ask for more from the council, Steve added, if the project is a success, we can ask for more money. He continued; we need to define who is eligible for this fund...
first. Bill Diak agreed with his opinion and added that there are multiple vacant properties in Block 17 that the owners are having a hard time to selling/renting them. We suggested that the city can start with those properties. He added this will encourage other owners to upgrade their properties.

The board members are in favor of providing and implementing a façade improvement program.

Tim Suan answered that the renter also can apply with owner authorization.

Chairman Lister asked if there are there other ways besides reimbursement to incentivize programs like this? Tim Suan answered yes, and he continued that he will provide a more comprehensive answer in next meetings.

Chairman Lister entertained a motion to form a subcommittee for further research on this topic. Due to disagreement of the members, motion died.

Tim Suan suggested to table this item for the next meeting. He continued that as a result of this discussion, he has some guidelines regarding the focus area (block 17 and possibly the businesses that are visible to South Lake Powell Blvd between Navajo Dr and Elm St) and eligible uses are only commercial at this point.

He presented the City of Florence Façade Improvement Program.

Bill Diak asked if there are any ADA reequipments that can limit the flexibility of the Façade Improvement Programs? Tim answered that some façade improvement practices such as painting the building doesn't require a permit. Planner, Maryam Moeinian added, the only concern will be in renovating the sidewalk. The city requires a safe access from parking lot to the entrance of the building.

Vice-Chair Ron Colby suggested to allocate maximum of $5,000 for each applicant so more people can use the fund.

Tim Suan added the applicant can apply for the fund couple times and the application can be open ended. Board members agreed with his statement.

Tim Suan increased the proposed limit to $10,000 for each applicant. Board members agreed. He continued that he will present the draft in the next meeting.

Ron Colby entertained a motion to table this item. Chairman seconded. Motion was carried unanimously.

B. Discussion and possible action on the Economic Development Advisory Board strategic objectives and focus areas
Chairman asked the board members what direction the board wants to focus on? He continued “Redevelopment” is one of the items that were discussed in previous meetings. He added “Quality of life” and “Tourism” are other important items that the board should focus on.

Tim Suan added establishing the focus areas, gives staff direction on what areas we provide additional input and what this board wants to talk about the most.

Vice-Chair Ron Colby suggested to table this item for the next meeting as Brian had to leave for another meeting.

Board Member Steve Blevins suggested to focus on mountain bike lanes, Mark Cormier agreed with his statement.

Tim Suan stated that the next Economic Development Advisory Board will be held at 5:30 p.m. on May 28th, at the Council Chamber.

ADJOURN

Vice-Chair Ron Colby made a motion to adjourn the meeting. Steve Blevins seconded. The motion was carried unanimously. The meeting was adjourned at 7:05 p.m.

Maryam Moeinian
Planner/GIS Technician

DeJay Lister
Chair

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the City Page Economic Development Advisory Board, held on the 23rd day of April 2019. I further certify that the meeting was duly called and held and that a quorum was present.

Dated this 23rd day of May 2019

Maryam Moeinian
Planner/GIS Technician
Economic Development Advisory Board

Meeting Date: 07/23/2019
Brief Title:
Department: Community Development

SUBJECT: MINUTES

BACKGROUND:

ALTERNATIVES CONSIDERED:

RECOMMENDED ACTION:
Economic Development Advisory Board  
Meeting Date: 07/23/2019  
Brief Title: Director's Update  
Department: Community Development  

SUBJECT:  
Presentation and possible discussion on a department and economic development update  

BACKGROUND:  
Presentation  

ALTERNATIVES CONSIDERED:  
N/A  

RECOMMENDED ACTION:  
Presentation and discussion  

Fiscal Impact  

Budget Impact:  
None
SUBJECT:
Discussion and possible action on economic development and additional opportunities at the Page Municipal Airport

BACKGROUND:
N/A

ALTERNATIVES CONSIDERED:
N/A

RECOMMENDED ACTION:
Discussion and possible action
SUBJECT:
Presentation, discussion, and possible action on economic development incentives

BACKGROUND:
Presentation

ALTERNATIVES CONSIDERED:
N/a

RECOMMENDED ACTION:
Discussion and possible action
SUBJECT:
Presentation and possible discussion on the development and launch of a city economic development website

BACKGROUND:
Presentation

ALTERNATIVES CONSIDERED:
N/A

RECOMMENDED ACTION:
Presentation and discussion only

Fiscal Impact

Budget Impact:
N/a
SUBJECT:
Presentation and possible discussion on the long range planning efforts of the City of Page

BACKGROUND:
Presentation

ALTERNATIVES CONSIDERED:
N/A

RECOMMENDED ACTION:
Presentation and discussion only

Fiscal Impact

Budget Impact:
None

Attachments

Long-Range Planning Presentation
• Long Range Planning provides the foundation of overall conservation district operations.

• Long range planning is generally a **ten-year** future planning process that defines the vision for the future of town.

• Long range plans focus on a vison for the future, establishes broad goals and outcomes, and provide clear strategies to achieve those goals.
Long-Range Planning Highlights

- General Plan & Land Use Map
- Zoning Ordinance & Zoning Map
- Small-Area Transportation Plan
- Parks Master Plan
- Airport Master Plan
- Economic Implementation Plan
- Streetscape Plan
- Specific Area(s) Masterplan
- Engineering & Design Standards
- Tourism Plan
- Building Code
- Subdivision Regulations
- General Plan Element & Comprehensive Update
- Target Industry Analysis
- Housing Study & Market Analysis
- Passenger Transportation Study
- Land Use Map Update & Zoning Audit
- Water Study
- Master Drainage Study
The General Plan, updated in 2008, is the foundation upon which all land use decisions in the City are based.

It expresses a citywide vision and provides a comprehensive policy framework for how the City should grow.

The plan is a visioning document that guides public and private growth.

A tool that addresses land-use, transportation, housing, economic development, and more.

Collaboration with Planning Commission, Public Agencies, City Council, Residents, Stakeholders, Professionals.
General Plan Elements

- Land Use
- Transportation
- Housing
- Economic Development
- Public Services & Facilities
- Environment
- Open Space & Parks
- Heritage Preservations
- Arts & Culture
- Urban Design
Community Profile

POPULATION 7,532

MEDIAN AGE 32.1 YEARS

HOUSING UNITS 2810

MEDIAN HOUSEHOLD INCOME $59,850

LAND AREA 7,813.8 VACANT LAND
Why are Plans Updated?

TO ADDRESS ECONOMIC AND DEVELOPMENT CHANGES

TO COMPLY WITH STATE LAW

TO ANTICIPATE CHALLENGES AND PROPOSE SOLUTIONS

TO STRENGTHEN AND CLARIFY EXISTING POLICY

COMPLETE A FUTURE LAND USE MAP THAT REFLECTS THE CITY’S VISION

IMPROVE THE FORMAT OF THE PLAN
Planning Approaches

**Goal-Driven Approach**
Set long range (~20 years) goals covering wide range of issues

**Vision-Driven Approach**
Strong community leadership

**Issue-Driven Approach**
One issue at a time, e.g. traffic management in downtown core, homeless shelters, mixed use development, etc.

**Blended Approach**
Most common method
Combination of methods
Public Engagement

- Community Forums, Public Surveys, open Houses, Planning Commission Public Hearings, Multi-media Outreach
Implementation

- Deliberate or Free-Market
- Adoption of the Comprehensive Plan by the Planning Commission and City Council
- Adoption of a Zoning Code, regulation, and policy that reflects the concepts in the Comprehensive Plan
- Prioritization of projects by City Council in the capital budgeting process
- Partnerships with private developers and public agencies to implement vision
Connectivity to the General Plan

- General Plan & Land Use Map
- Zoning Ordinance & Zoning Map
- Small-Area Transportation Plan
- Parks Master Plan
- Airport Master Plan
- Economic Implementation Plan
- Streetscape Plan
- Specific Area(s) Masterplan
- Engineering & Design Standards
- Tourism Plan
- Building Code
- Subdivision Regulations
- General Plan Element & Comprehensive Update
- Target Industry Analysis
- Housing Study & Market Analysis
- Passenger Transportation Study
- Land Use Map Update & Zoning Audit
- Water Study
- Master Drainage Study
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Next Steps

- General Plan Element Update
- Land-Use Map Amendments & Zoning Audit
- Subdivision Regulation
- Design Standard Criteria