

City of Terrell

Comprehensive Plan & Downtown Plan

March 28, 2017

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Introduction to Planning

Agenda

- Introduction
- Planning 101 (What is planning? Why is it important?)
- Planning Principles
- Project Goals
- Terrell's Future
- Next Steps

Planning Team



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catalyst

Catalyst



LEE



LPC

PMI logo

Public Management



Pavlik & Associates



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P&Z Introductions (interaction with audience)

- Your name?
- How long have you lived in Terrell?
- How will you define Terrell in one word or phrase?

What is Planning?

What is Planning?

- Process of thinking about and organizing the activities required to achieve a **desired goal**.
- Preparing a sequence of action steps to achieve some **specific goal**.
- **Way** to determine how **cities grow and function** (i.e. roads, buildings, people) – economically, socially, and environmentally

Planning 101

Planning 101

- What is a comprehensive Plan?
- Why is it important?
- How is a Comprehensive Plan Implemented?

...make no small plans...

They have no magic to stir humanity's blood
and probably themselves will not be
realized.

Make no small plans...

....Make big plans...

Aim high in hope and work, remembering that a noble, logical plan once recorded will never die, but long after we are gone will be a living thing, asserting itself with ever-growing insistency...

Think big!

Daniel Burnham, Architect and City Planner

What is a Comprehensive Plan?

- Comprehensive
- Vision for your community
- Long range policy to make that vision a reality
- Evaluates:
 - Where are we now? (existing conditions)
 - Where do we want to be? (vision)
 - How do we get there? (plan elements and implementation)
- Comprehensive Planning is NOT Zoning

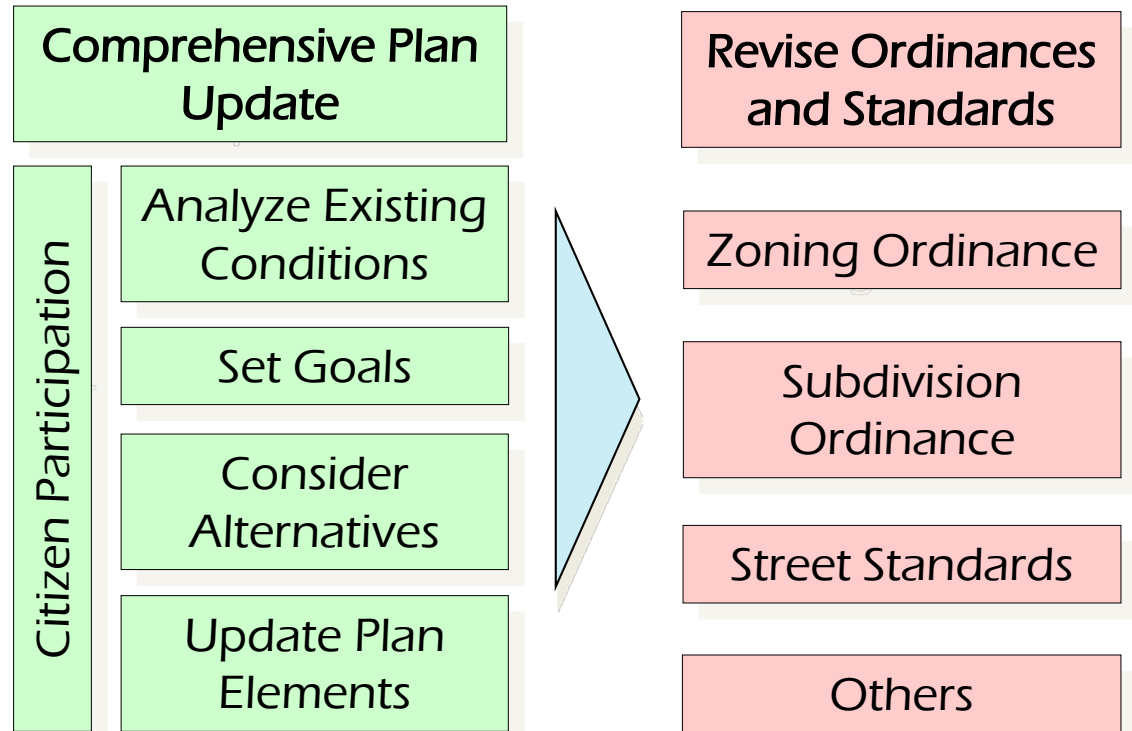
Why is it important?

- A common vision drives common goals
- Considers how you want Terrell to grow and change over time
- Predictable and fair for residents and developers
- Clear parameters for new development and redevelopment
- Help to coordinate city budgets to allow for the growth you want for Terrell
- Tool for prioritizing policies, programs, and projects of the city and it's partners

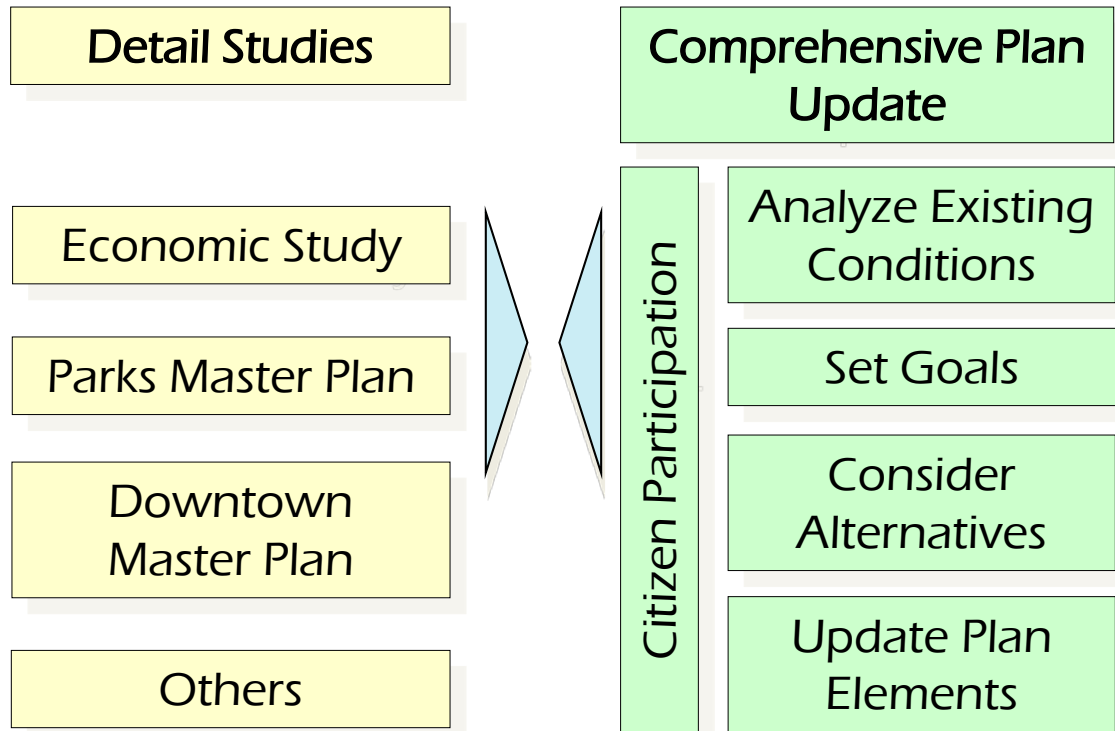
How is it implemented/applied?

- Guides the City's Capital Improvements Program (CIP)
- Guides development regulations and city policies
- Identifies need for future special studies

The Planning Process



The Planning Process



Planning Principles

Smart Growth

Planning Principles

1. Inclusive and collaborative community involvement
2. Mix land uses and walkable neighborhoods that are compact
3. Variety of transportation choices
4. Range of housing opportunities and choices
5. Distinct communities with a strong sense of place
6. Preserve open space, farmland, natural beauty, and critical environmental areas
7. Build on partnerships and synergy
8. Leveraging existing and future infrastructure with market opportunities
9. Listening to the public and valuing participation
10. Make a plan to use , not a plan to shelve

Building on Terrell's Strengths

- Committed to the core neighborhoods & businesses
- Reinvestment in Downtown
- A commitment to Excellence
- Local Partnerships
- Regional, State, Federal Partnerships
- Innovative Development Agreements
- Involved neighborhoods, strong church community, active non-profits
- Diversity and Unity

Terrell's achievements

- A legacy of “doing it right”
- Recognized by Harvard (and others) for innovative partnership programs
- First City in Texas to adopt a Council-Manager form of Government
- One of the best and earliest water systems in this part of Texas
- 90% of 2002 Comprehensive Plan Goals Achieved

Terrell's achievements

- Success based on Partnerships
 - Kaufman County
 - TISD/TVCC
 - Developers/TEDC
 - NTMWD
 - TXDOT
 - Citizens
 - and more.....
- An intact community: 16,000 citizens, 11,000 jobs, and a thriving retail market with a trade area of 150,000

Typical Suburban Challenges

- How not to be cookie cutter?
- Find a way to be unique
- Start utilizing smart growth principles
- Get folks to feel a sense of home, community and commitment to the neighborhood/city

Terrell's Unique Planning Challenges

- Continue through market pressures and changing technology/changing times to maintain and enhance an **intact community** that is **uniquely Terrell**
- Allow the existing sense of neighborhood and community to inform new opportunities and challenges

Project Goals

Outcome of the Project (interaction with audience)

- What outcomes do you wish for the Comprehensive Plan effort?
 - Mention 3 to 5 outcomes

(Draft) Project Goals (shared with audience as is)

- Comprehensive public engagement by maximizing public input opportunities
- Define a Vision for the Future
- Road map and decision making tool
- Clear implementation pathway
- Easily understood; no jargon or technical terms
- Council and P&Z to “own” the plan
- Empower Council and P&Z to implement the plan

Break

(10 minutes)

The Future of Terrell

Discussion (interaction with audience)

- Imagine moving through Terrell 25 or 30 years in the future...
 - What would you want to be the same?
(3 things) – think both tangible and intangible

Discussion (interaction with audience)

- Imagine moving through Terrell 25 or 30 years in the future...
 - How would you want it to look different from today? (3 things) – think both tangible and intangible

Discussion (interaction with audience)

- What are the hot button issues that the Comprehensive Plan needs to address?
 - Mention 3 to 5 issues

Next Steps

Next Steps

- Public Engagement
 - Two-day Visioning Workshop
 - Focus Group Meetings
 - Interviews
 - Visioning Sessions
 - Public Meetings
- Develop Vision Statement & Goals

Next Steps

- Comprehensive Plan Elements
 - Neighborhoods
 - Future Land Use
 - Multi-Modal Transportation System
 - Parks and Recreation
 - Downtown
- Implementation Recommendations
- Final Report

Resources

City Website – Comp Plan Page

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