

..... CITY OF HEATH

COMPREHENSIVE PLAN

Community Open House | Feb. 23, 2017



team
introduction



Erica
Craycraft-Bartlett



Daniel
Harrison



Corry
McClellan

tonight's
agenda

1 Introductions

2 Planning 101

3 Background

4 Input overview

5 Plan unveiling

6 Next steps

7 Open comment

remaining schedule

Meetings	Date	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M
1 RC+PZ: kickoff	10/15	█																	
2 Community: input	11/12	█	█																
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7 RC: revised draft feedback	1/19	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	
8 Community: input	2/23	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
9 RC: final draft	3/13																		█
10 PZ+CC: public hearing	TBD																		█

We are
here





*“Destiny is not
a matter of chance.
It is a matter of
choice.”*

- William Jennings Bryan

planning 101

what is a comprehensive plan?

A comprehensive plan is...

- ✓ Vision for the future
- ✓ Decision-making guide
- ✓ Guide for future land use
- ✓ Basis for City policy
- ✓ Basis for zoning
- ✓ Flexible and adaptive

A comprehensive plan is not...

- X Zoning ordinance
- X Rigid, unchanging policy



how a plan is used

City Council

how a plan is used

City Council



Purpose: Make Decisions

how a plan is used

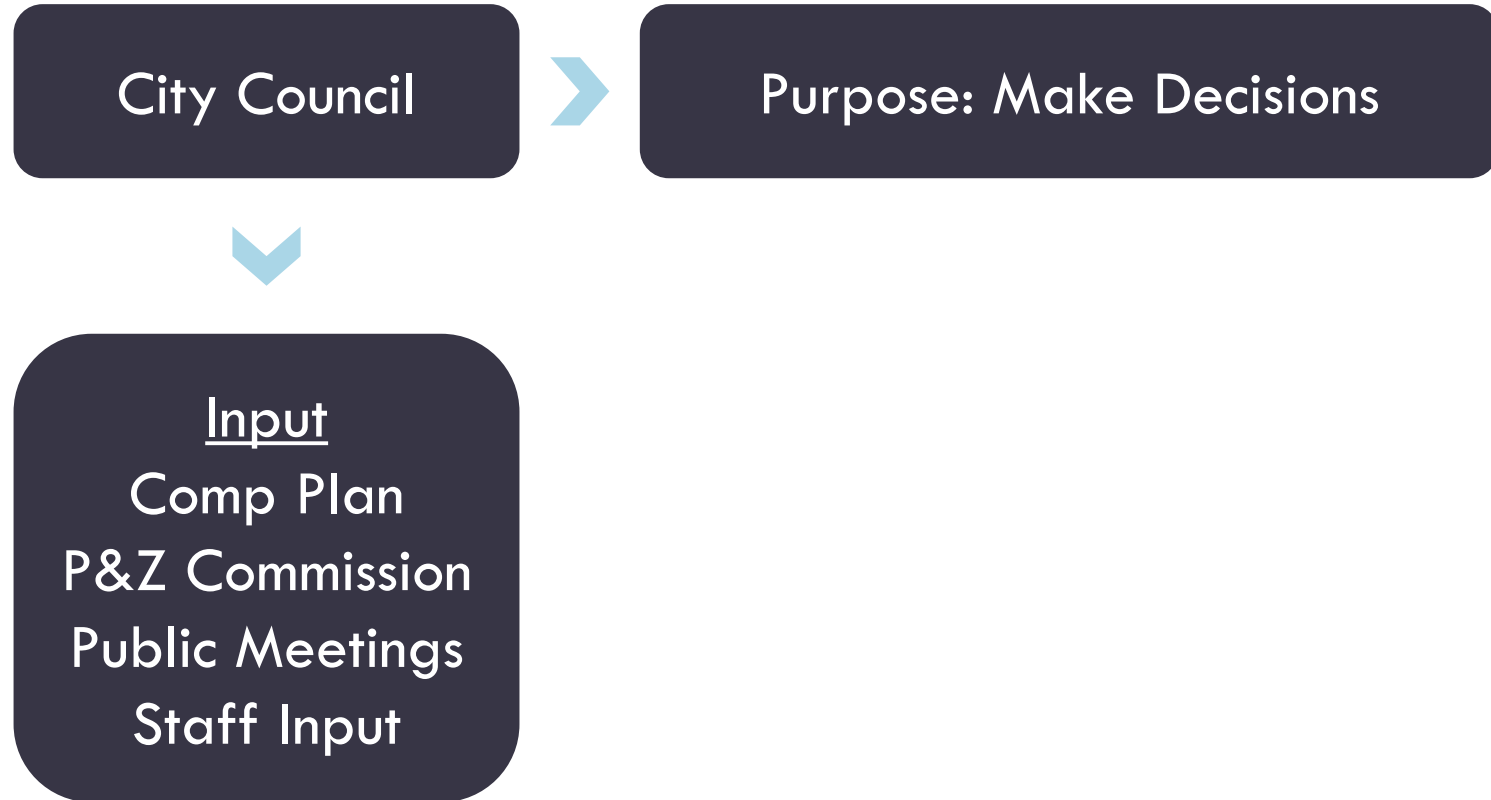
City Council



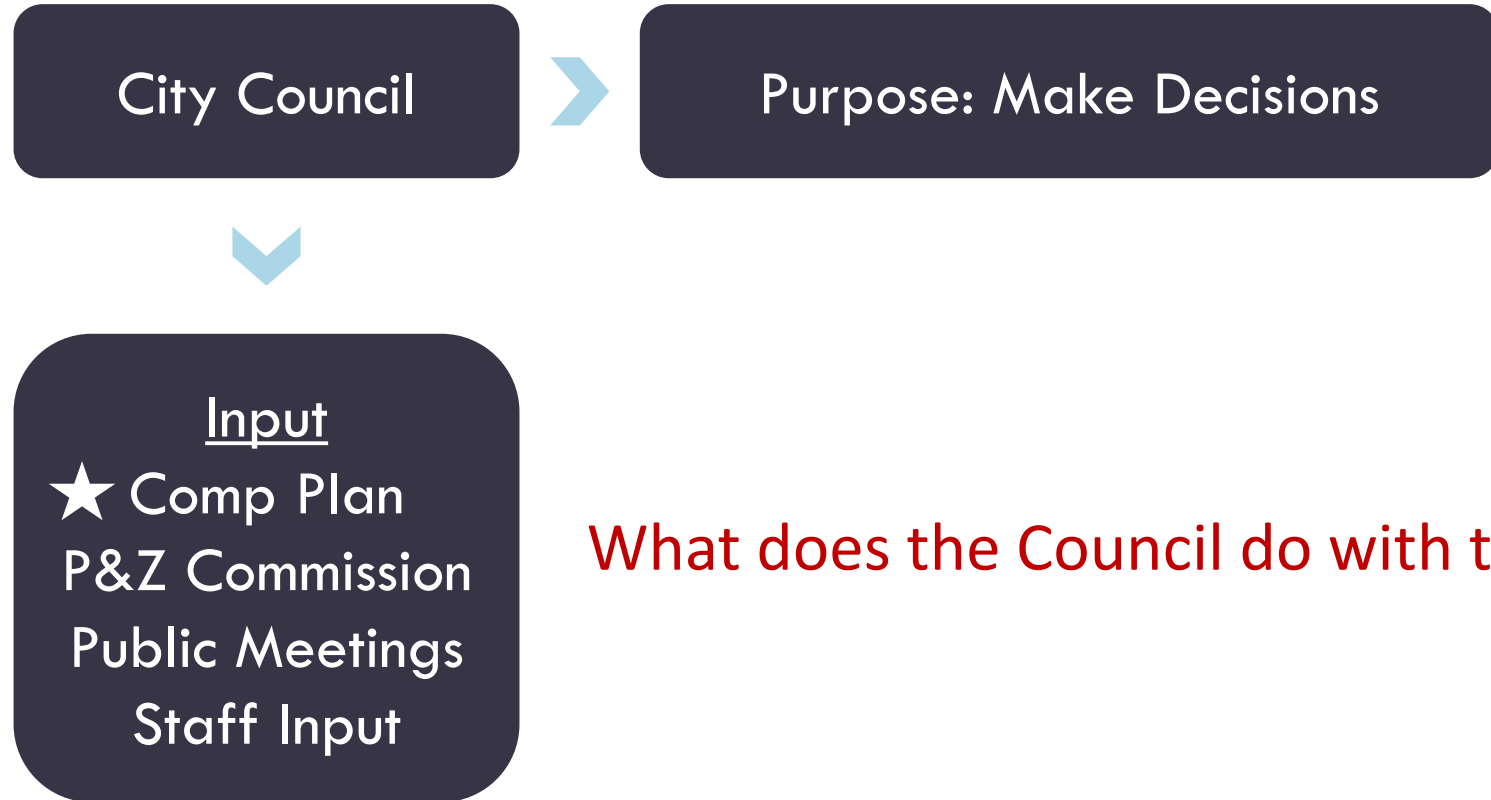
Purpose: Make Decisions

How does the Council form their decisions?

how a plan is used

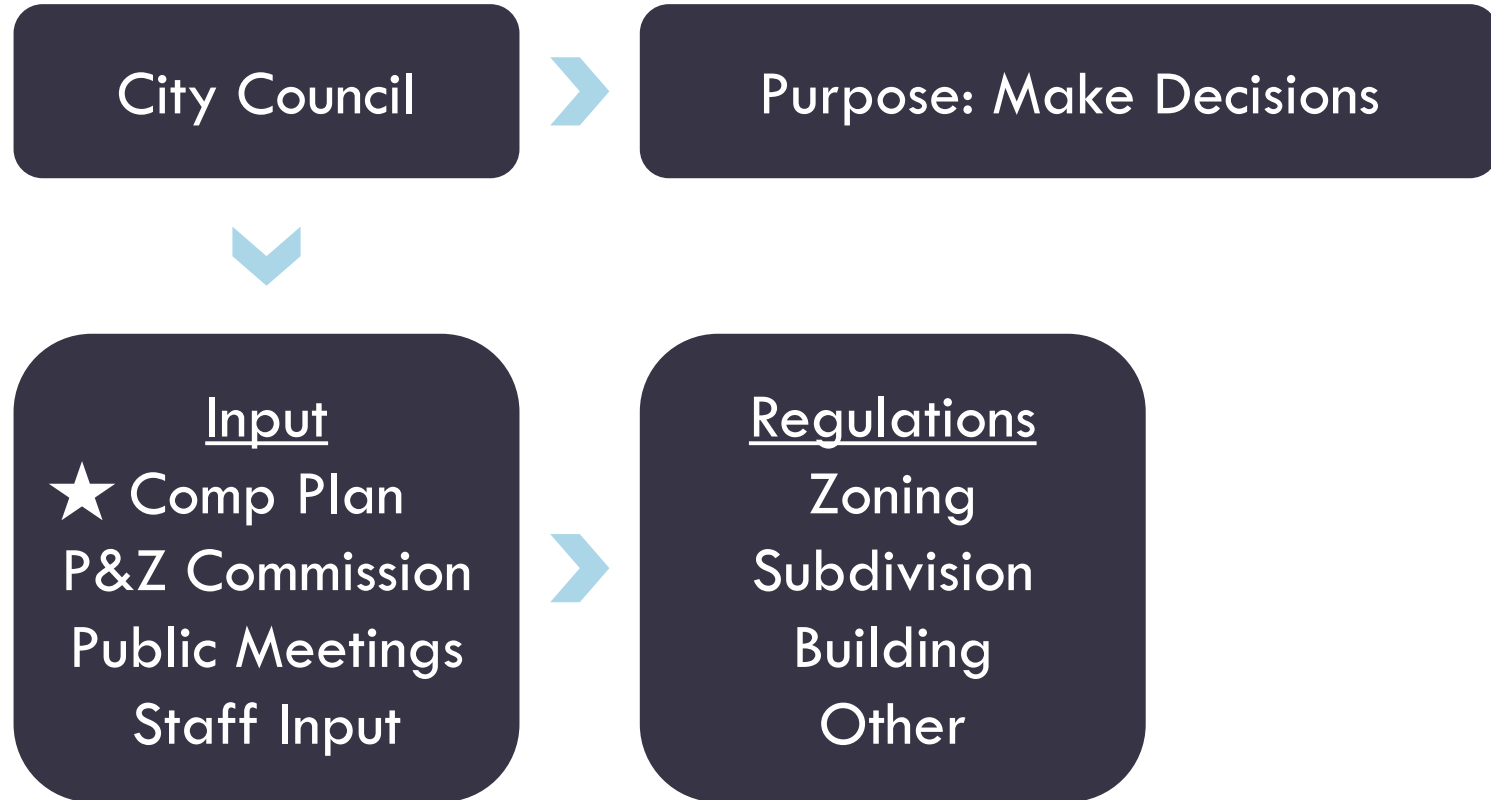


how a plan is used



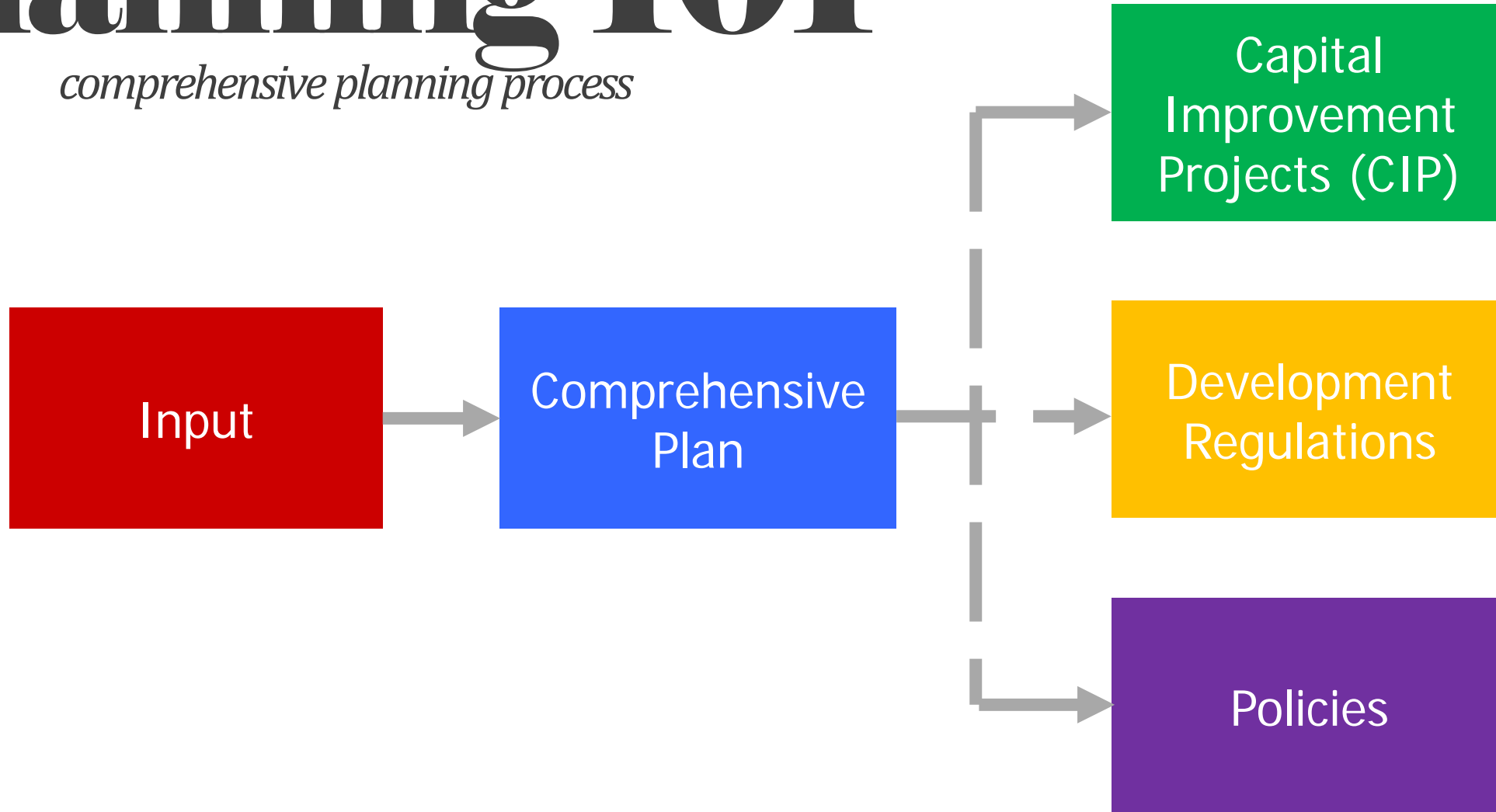
What does the Council do with this input?

how a plan is used

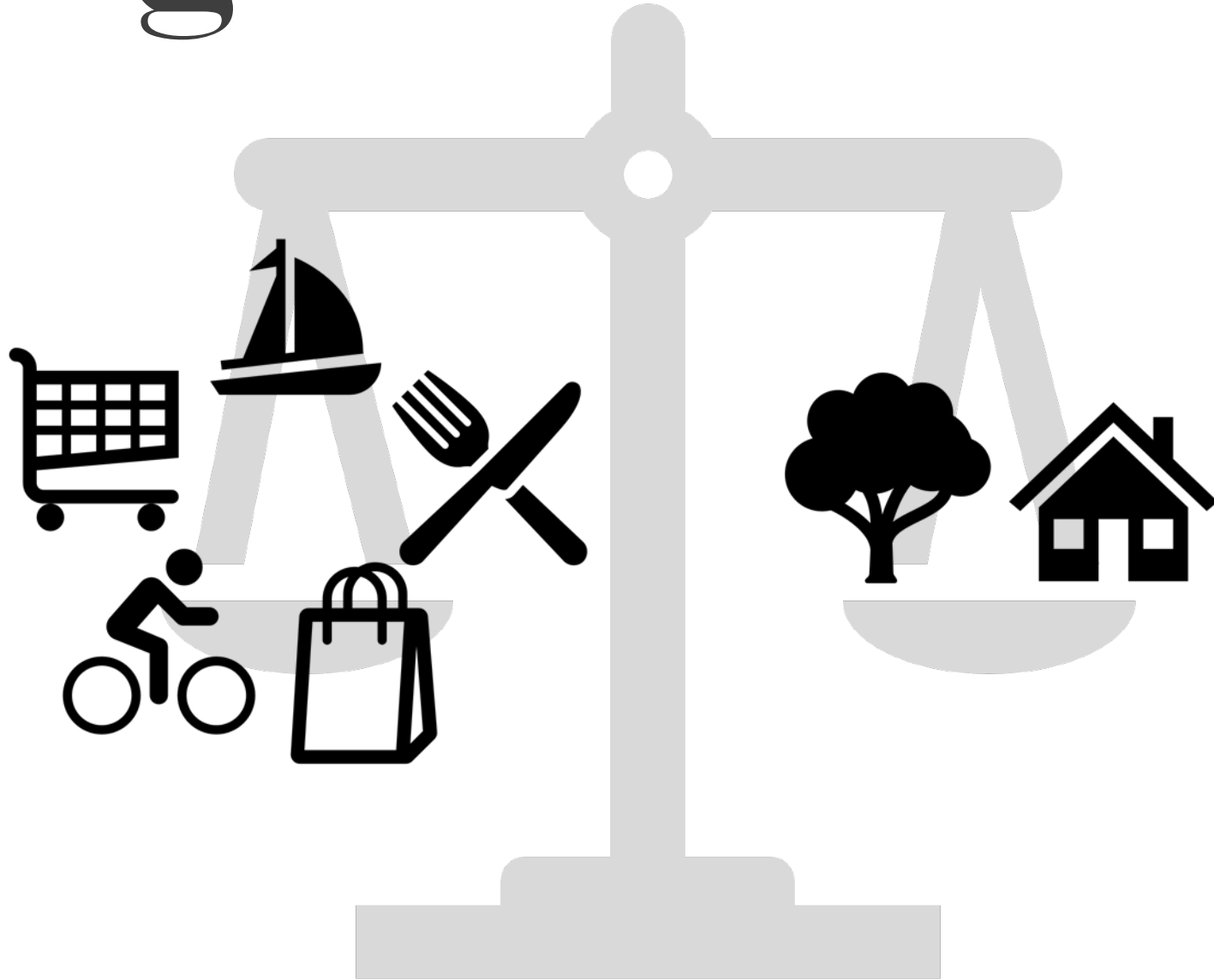


planning 101

comprehensive planning process



finding a balance

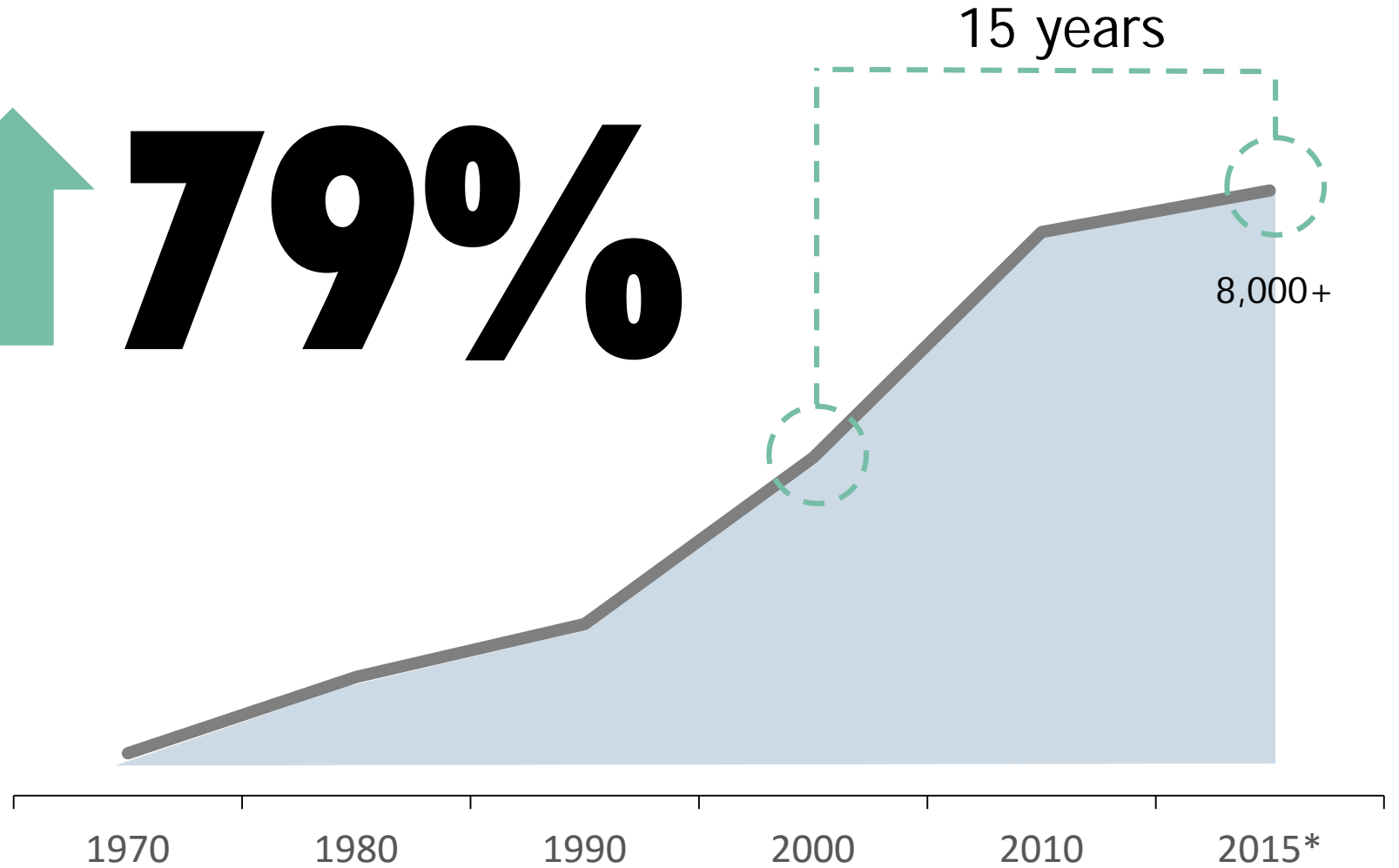


background

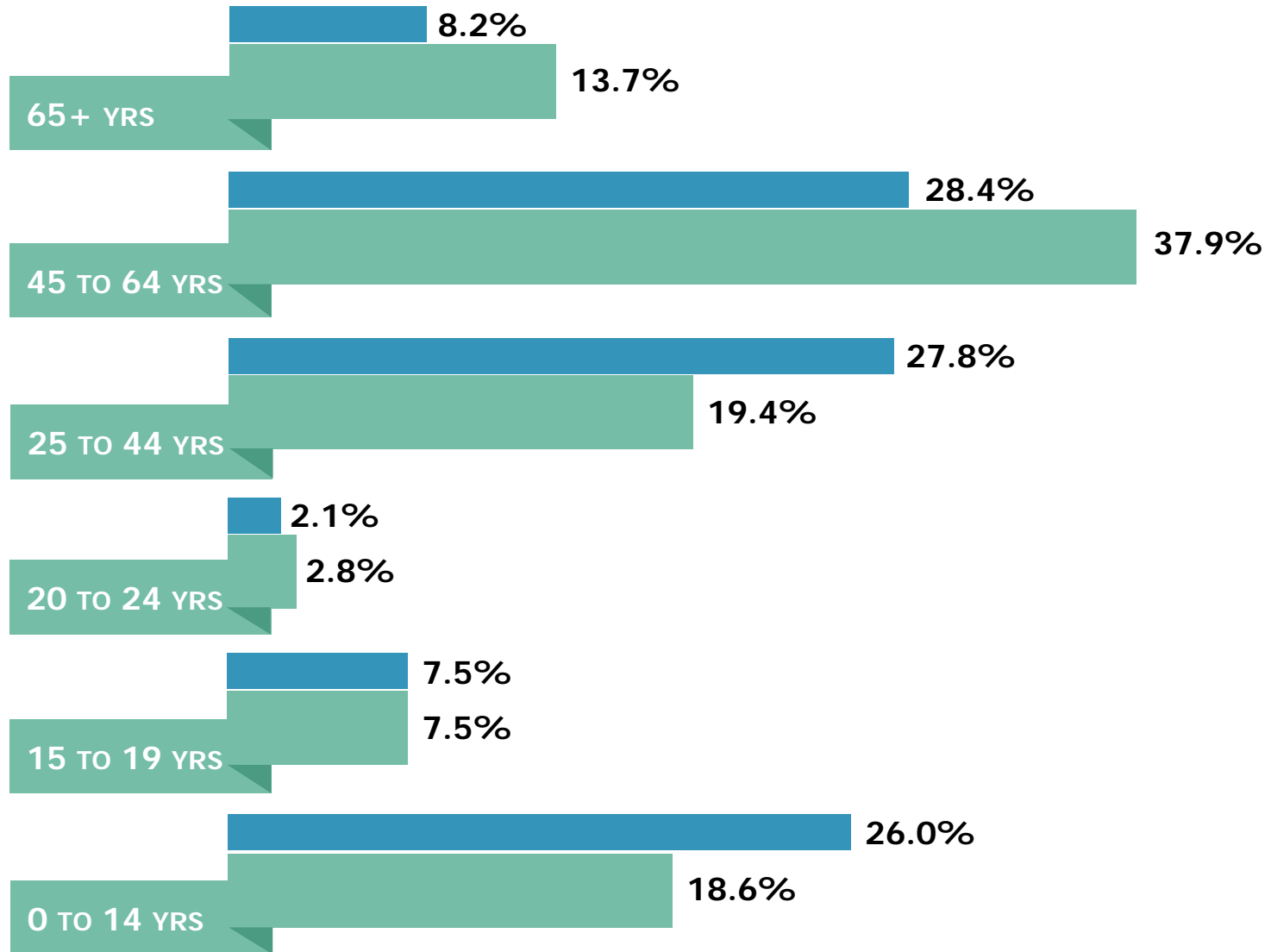
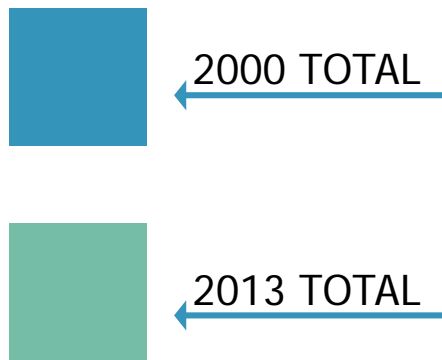
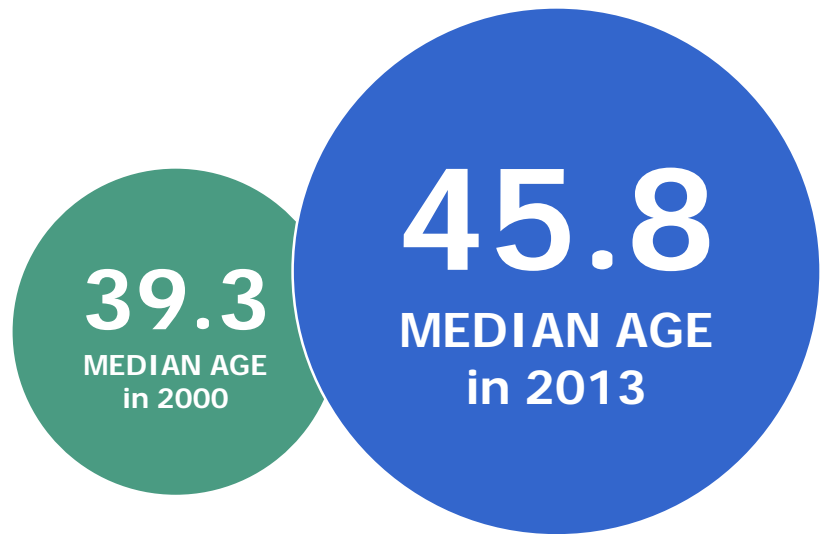


population

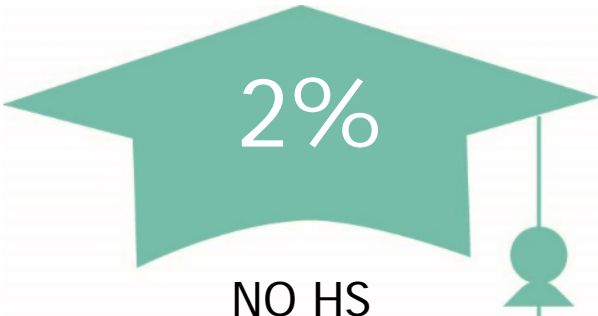
↑ **79%**



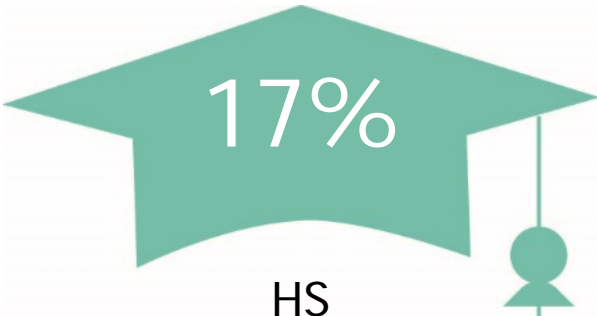
age



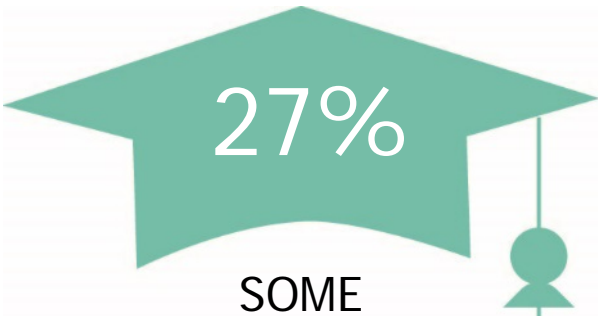
income



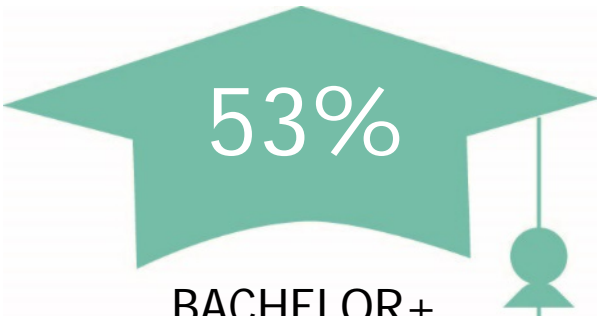
NO HS



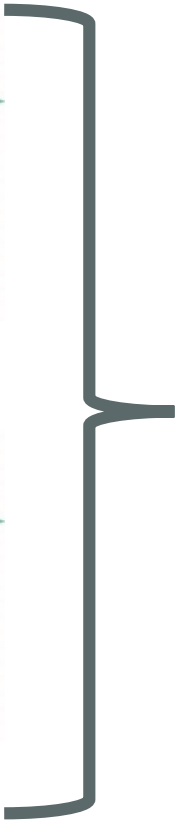
HS



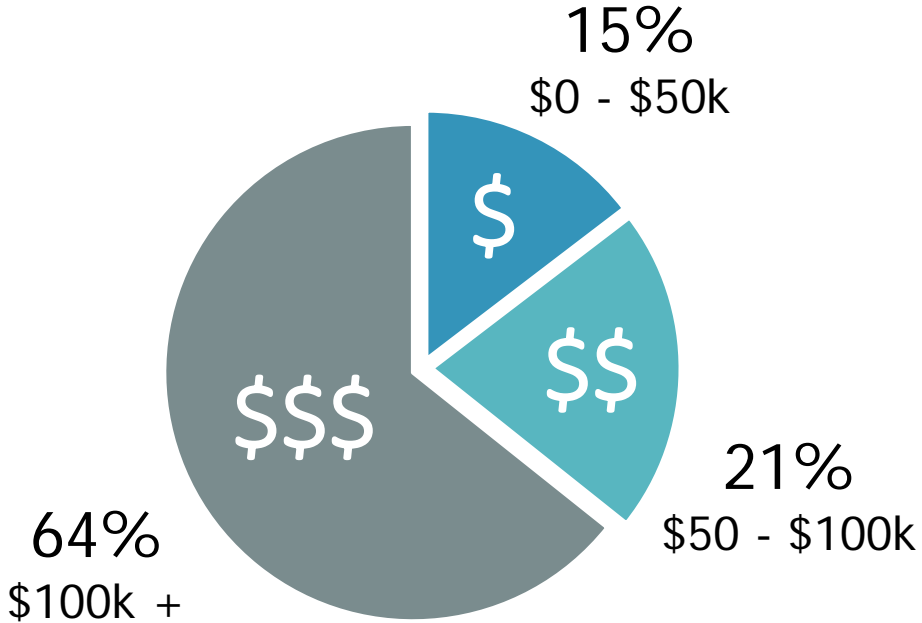
SOME COLLEGE



BACHELOR+



EDUCATIONAL ATTAINMENT



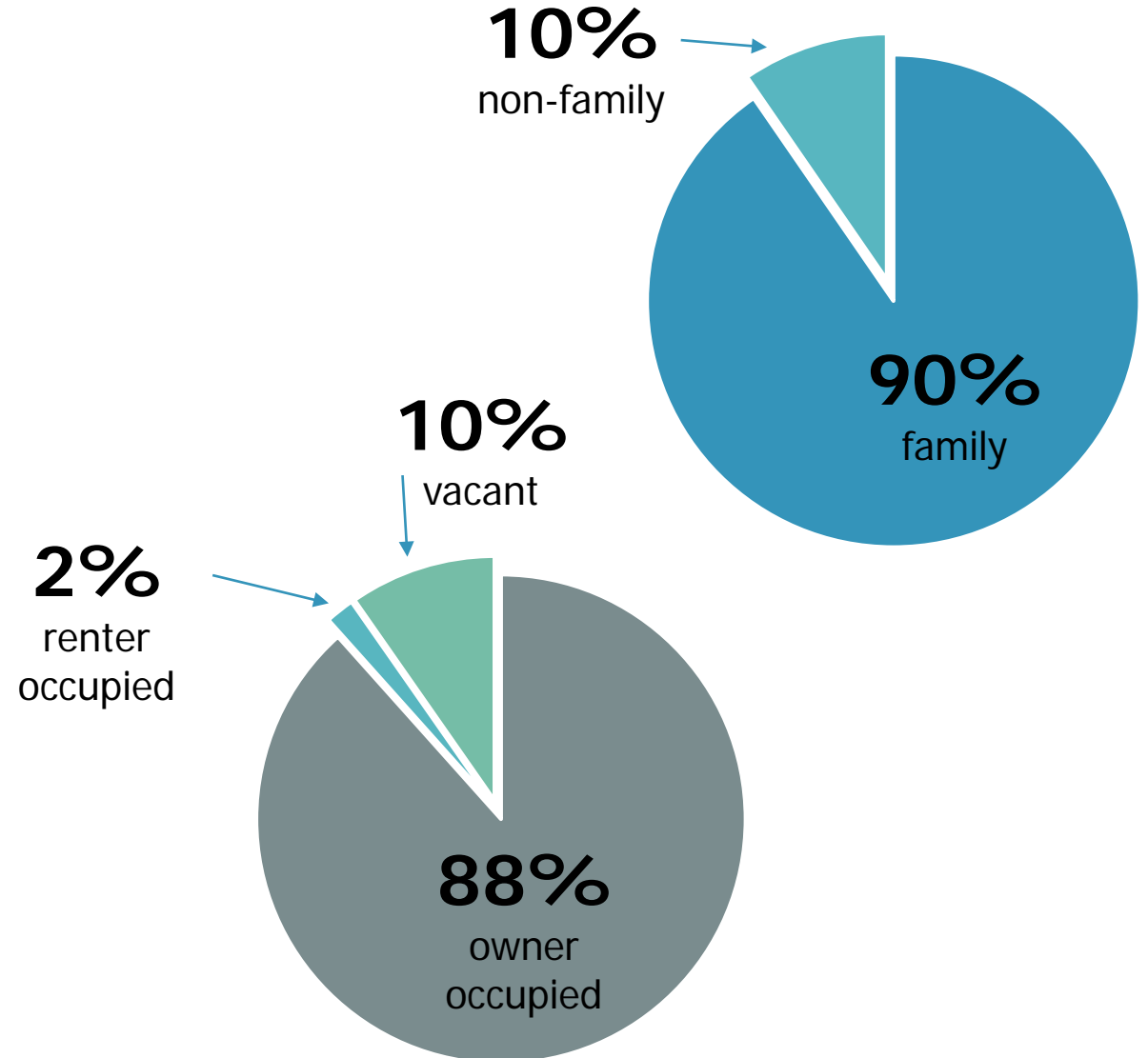
INCOME

homes



79%

of homes are valued
\$300,000 to \$499,999



input → **update**



input overview

a plan designed by Heath, for Heath



Input sources:

- Online survey
 - Open Nov. 2015 to Apr. 2016
 - 499 responses
- Public meeting
 - Nov. 12, 2015
 - 80+ residents
- 7 Review Committee meetings



input overview

a plan designed by Heath, for Heath

Input sources:

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Key themes:

- Small town, rural charm
- High quality of life
- Sense of place
- Provide/improve amenities and services

2017 Plan



2008

City of Heath

2008 Comprehensive Plan

City planning is the systematic and continuing application of organized knowledge and foresight in pursuit of clearly defined and properly related urban development objectives. Physical form and function, the most obvious manifestations of city planning, are not the only elements of planning concern; the physical city is both a cause and effect of the social and economic city. The kind of planning discussed here is applied through local government to guide public and private actions for the common good.

Source: Frederick H. Bair, Jr. - Planning Cities, City planning: what it is and what it should do, page 18

Chapter 1

Snapshot of the City



2017



COMPREHENSIVE PLAN
CITY OF HEATH



2017

goals and objectives

Neighborhood Livability

- Unique development
- Community image
- Livable community
- Bike and pedestrian connectivity

Land Use Strategy

- Identity
- Land use mix
- Resource protection
- Lakefront

Transportation

- Maintenance
- Planning
- Coordination

Town Center

- Objective 1.1. Maintain a residential gross density of one dwelling unit per acre of developable land.
- Objective 1.2. Encourage a diversity of residential properties in terms of size, type, views and orientation of lots to amenities.
- Objective 1.3. Require non-residential development to be pedestrian-oriented and have connections to adjacent neighborhoods.
- Objective 1.4. Develop non-residential design guidelines that encourage distinctiveness and pedestrian orientation.
- Objective 1.5. Establish a strategy that minimizes the local impact of non-residential uses while maximizing the economic benefit of such uses.
- Objective 1.6. Promote unobtrusive building height, mass, and scale with respect to non-residential development and the surrounding properties.
- Objective 1.7. Preserve agricultural use of land best suited for agricultural purposes within the city.
- Objective 2.1. Distinguish Heath as a City of unique attributes—access to the Lake, cultural amenities, an abundance of parks, open space, pedestrian orientation, small-scale retailing, quality housing, and educational opportunities.
- ~~Promote civic pride by encouraging involvement in public decision-making by citizens of all age groups.~~
- Objective 2.2. Explore options for land conservation efforts, through City initiatives and incentives for the development community.
- Objective 2.3. Create attractive public open spaces to serve as focal points and gathering areas inviting to both citizens and visitors.
- ~~Consider whether a formal name change, from the “City of Heath” to the “Village of Heath,” is necessary to more accurately reflect the community’s desired image.~~

format

Chapter 1 | Executive Summary

Chapter 2 | Introduction

Chapter 3 | Visioning

- Input summary
- Goals and objectives

Chapter 4 | Land use

- Existing land use
- Future land use
- Population capacity/projection
- Land use strategies

Chapter 5 | Livability

- Parks and open space
- Bike and pedestrian integration
- Trail Plan
- Environmental sensitivity

Chapter 6 | Implementation

- List of all recs and action items
- To be prioritized by Review Committee

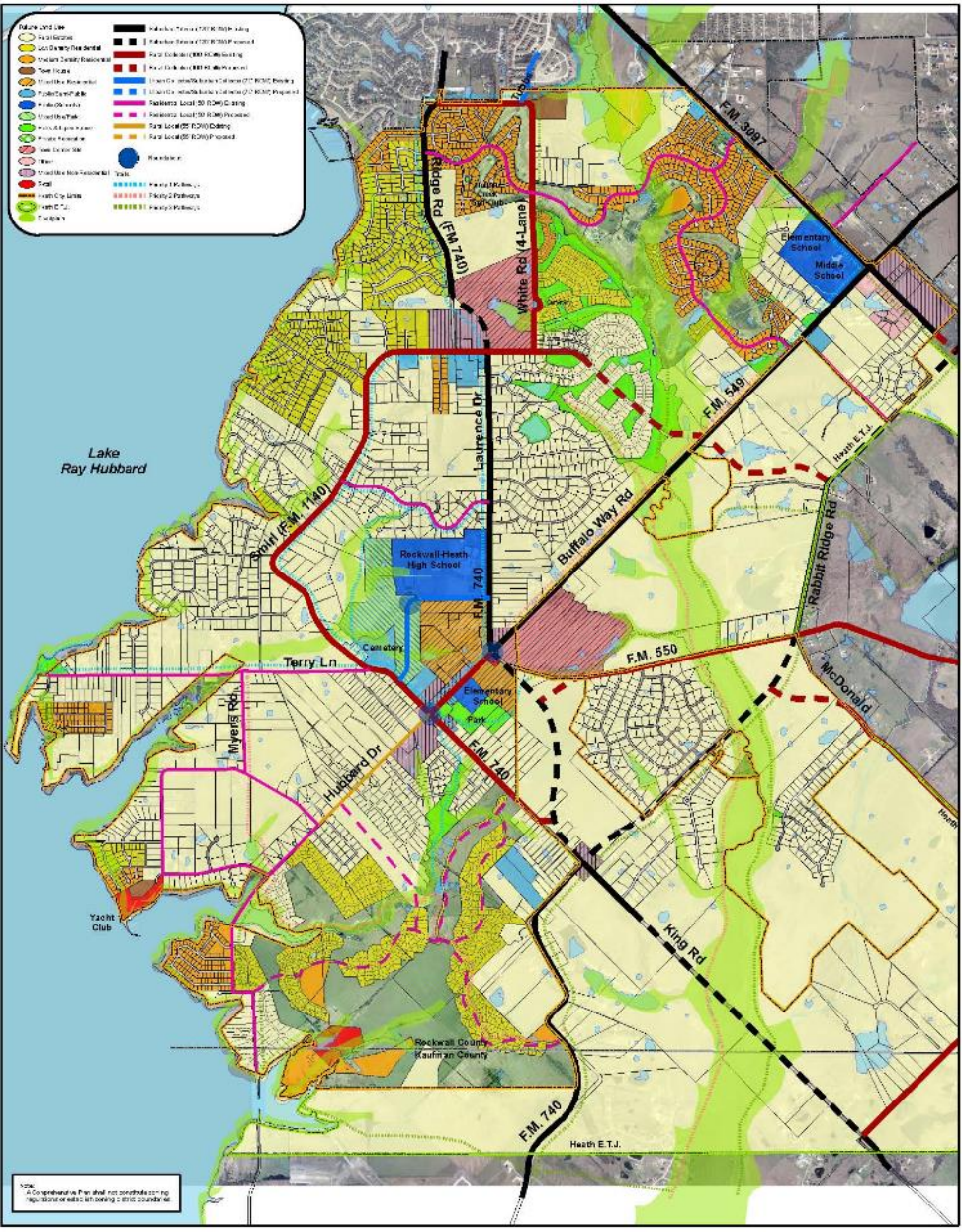
Chapter 7 | Appendix

- Demographic information
- Existing conditions

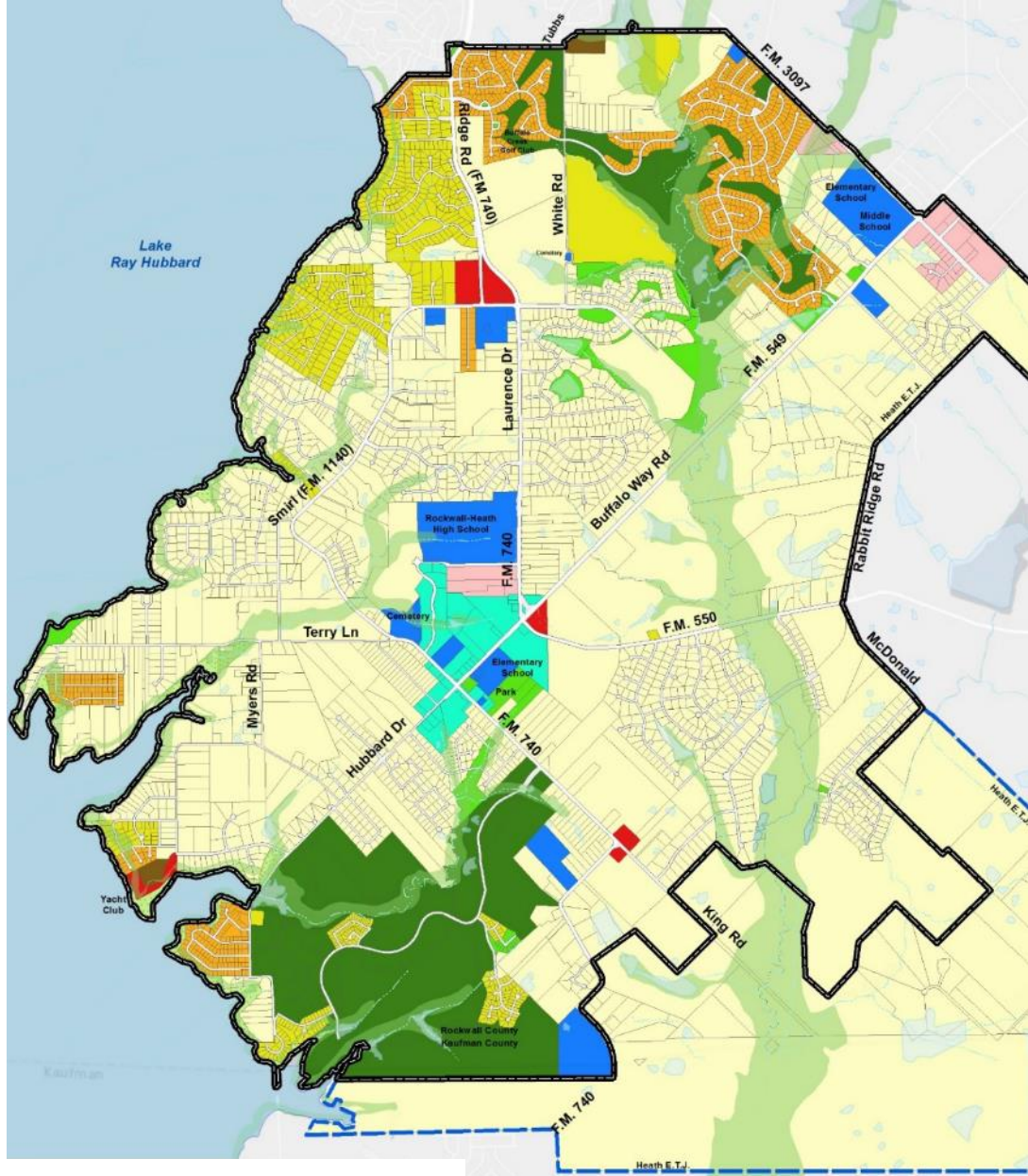
land use



2008

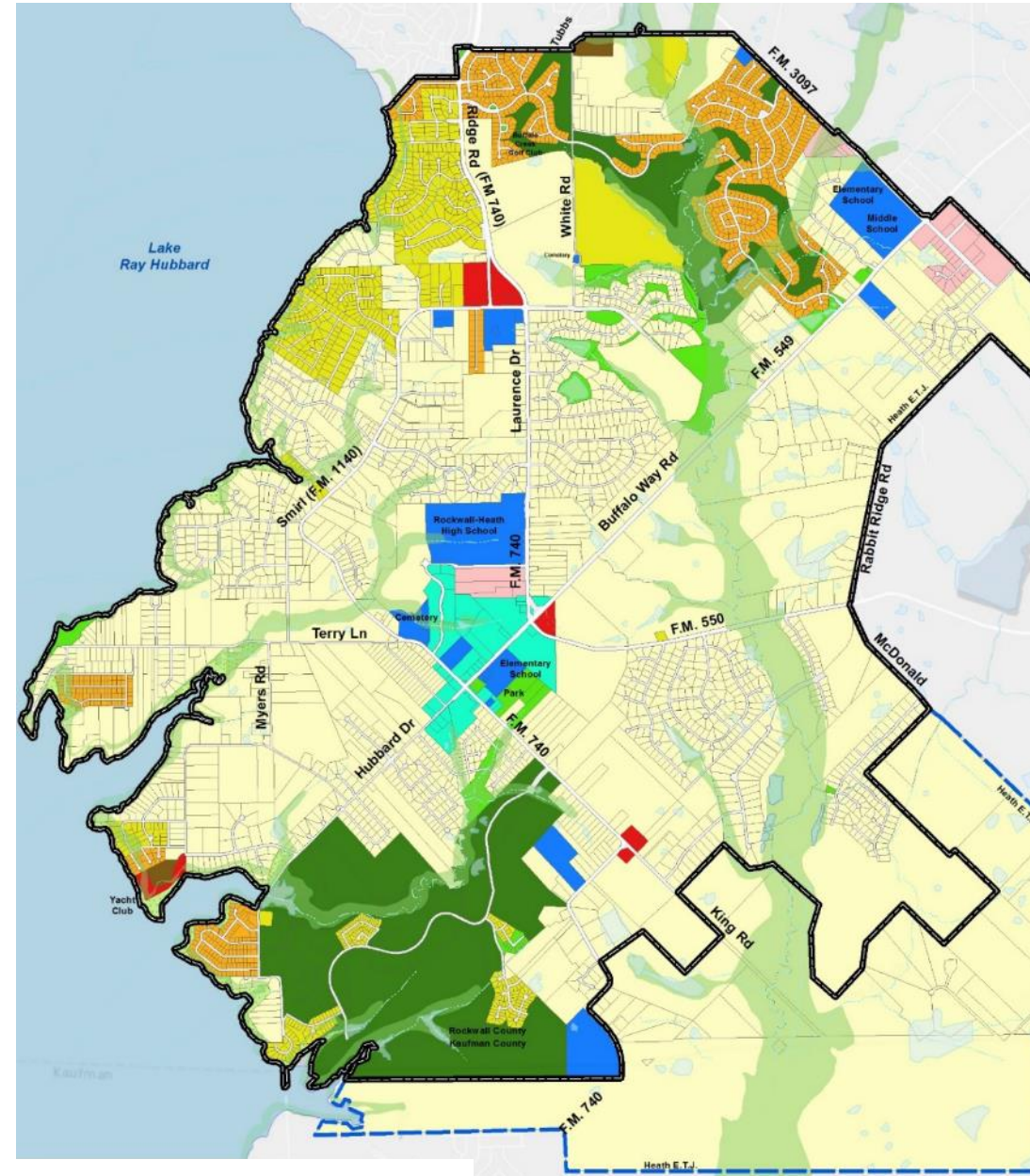


2017



2017

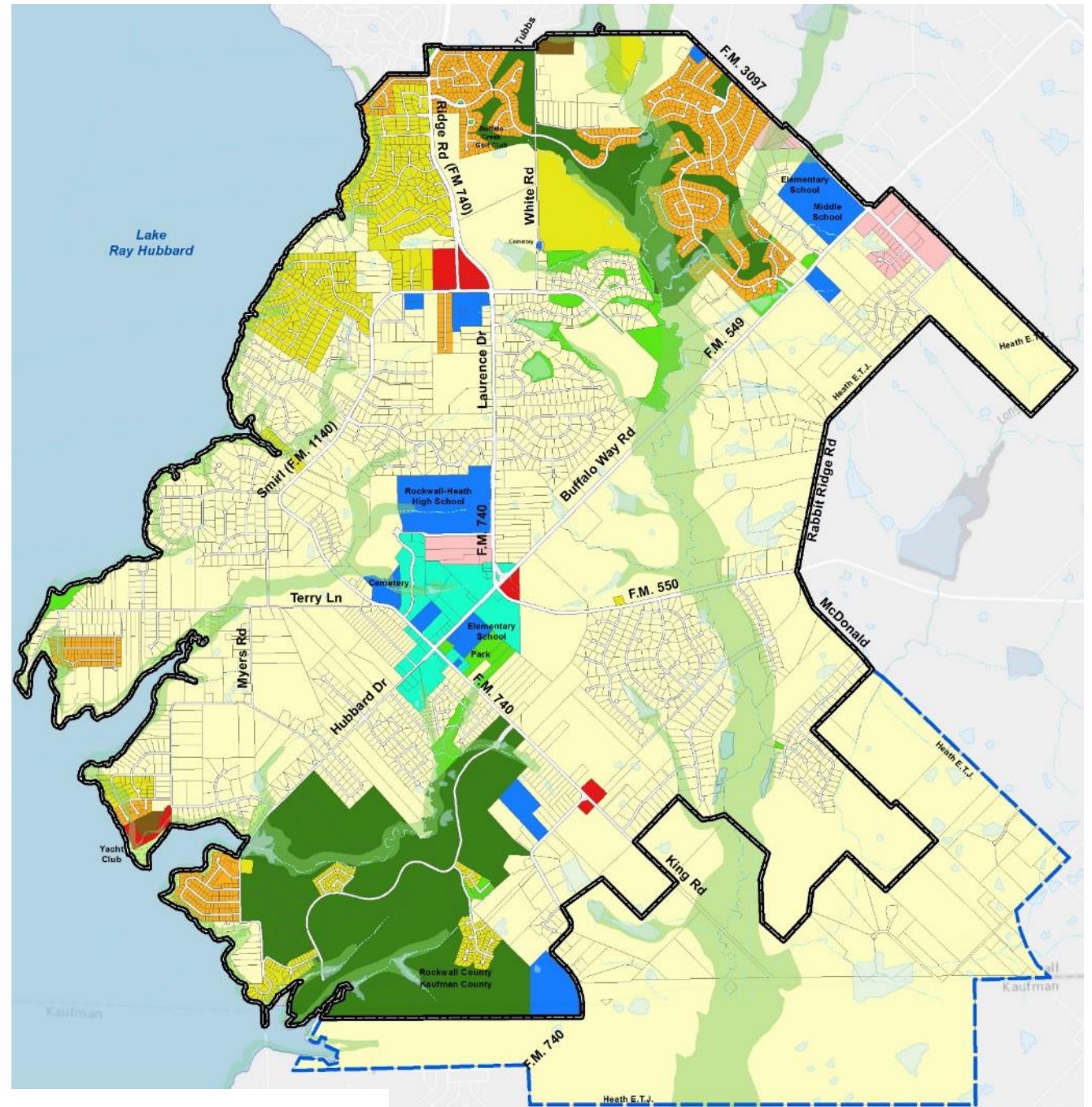
- | | | |
|--|--|--|
|  Rural Estates (SF-43) |  Retail |  Lake Ray Hubbard |
|  Low Density Residential |  Parks and Open Space |  Small lakes and Ponds |
|  Medium Density Residential |  Private Recreation |  Floodplain |
|  Townhomes |  Public/Semi-Public |  Streams |
|  Mixed Use |  Corps of Engineer Land |  City Limits |
|  Office | |  ETJ |



land use

- Maintain density of 1 DU/acre
- Deemphasis of housing variety
- Revised future land use plan
 - Ultimate population of 13,905 (formerly 19,296)
 - Changes to recommendations
 - Deemphasis of Town Center

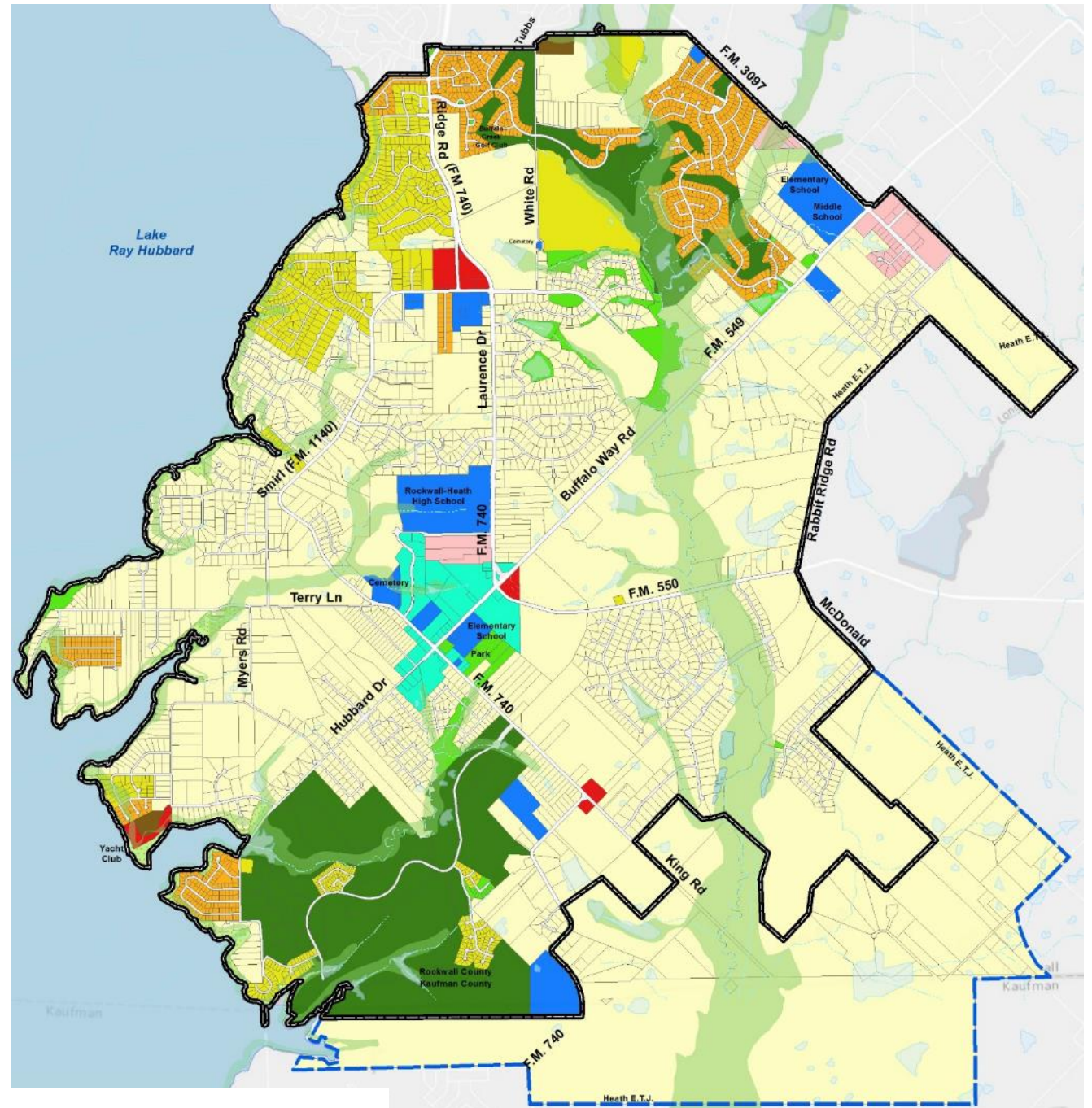
Note following the open house:
The ultimate population will increase due to map revisions in the golf course area



land use

Changes to recommendations

- Recommendation for additional rural estate zone for 3-5 acre lots
- Cluster developments permitted by PD only (removed as a land use)
- All mixed use consolidated into one land use



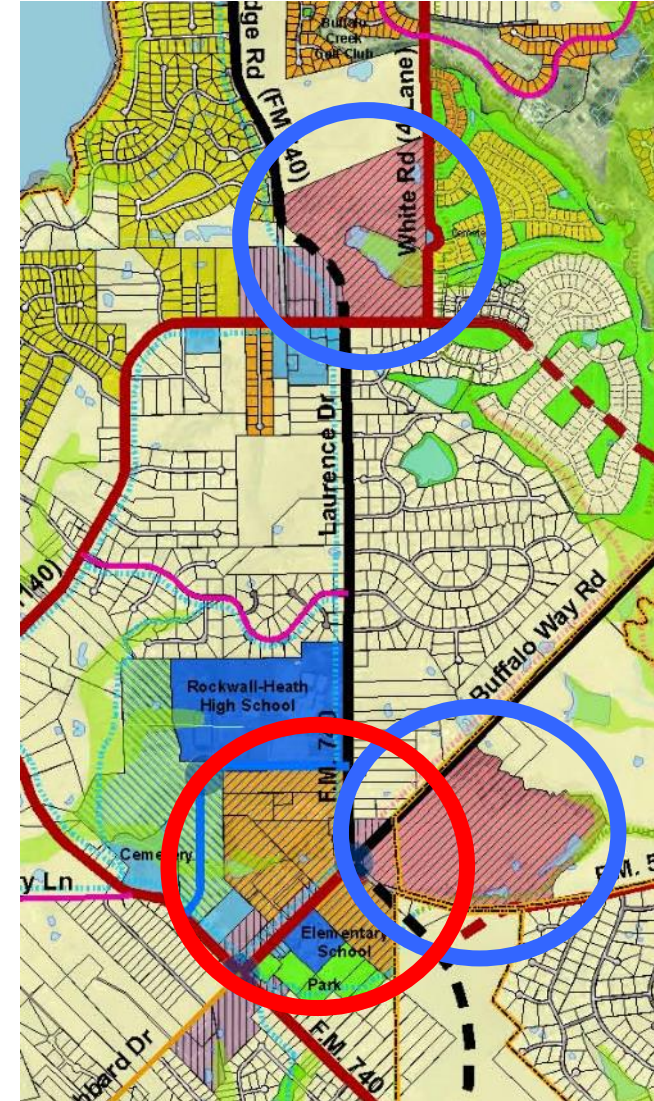
land use | town center

Clarification

- Two possible Town Center sites identified in **2008 Plan**
- These are separate from the **Town Center Overlay established in 2003**

Problems

- Differing opinions about the definition, location, and purpose of a Town Center
- Desire to let market forces drive TC development



land use | town center

New approach:

- Kept recommendations for amenities
- Kept emphasis of only one Town Center
- Added flexibility for market forces
 - Removed references to any specific site or layout
 - Removed Town Center as a future land use classification
 - Recommendation to formally rename the Town Center Overlay

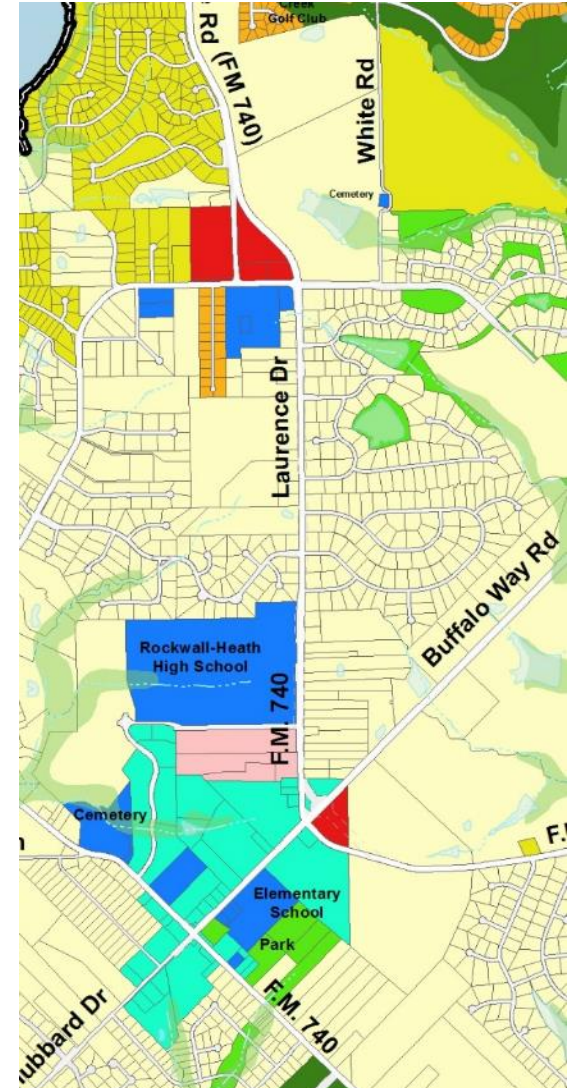


- Restaurants
- Shopping
- Parks
- Recreation amenities
- Amphitheatre

land use | town center

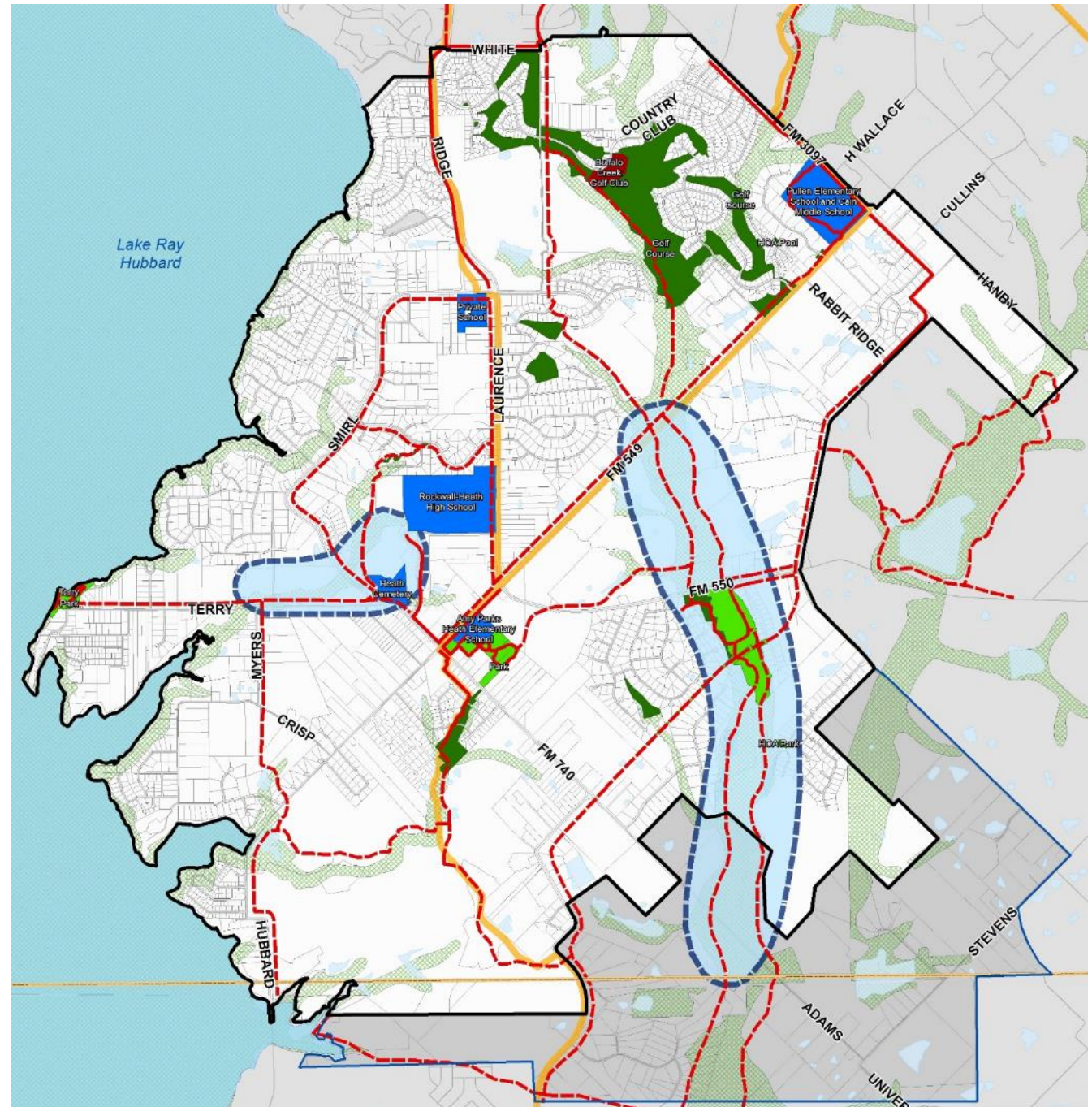
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livability

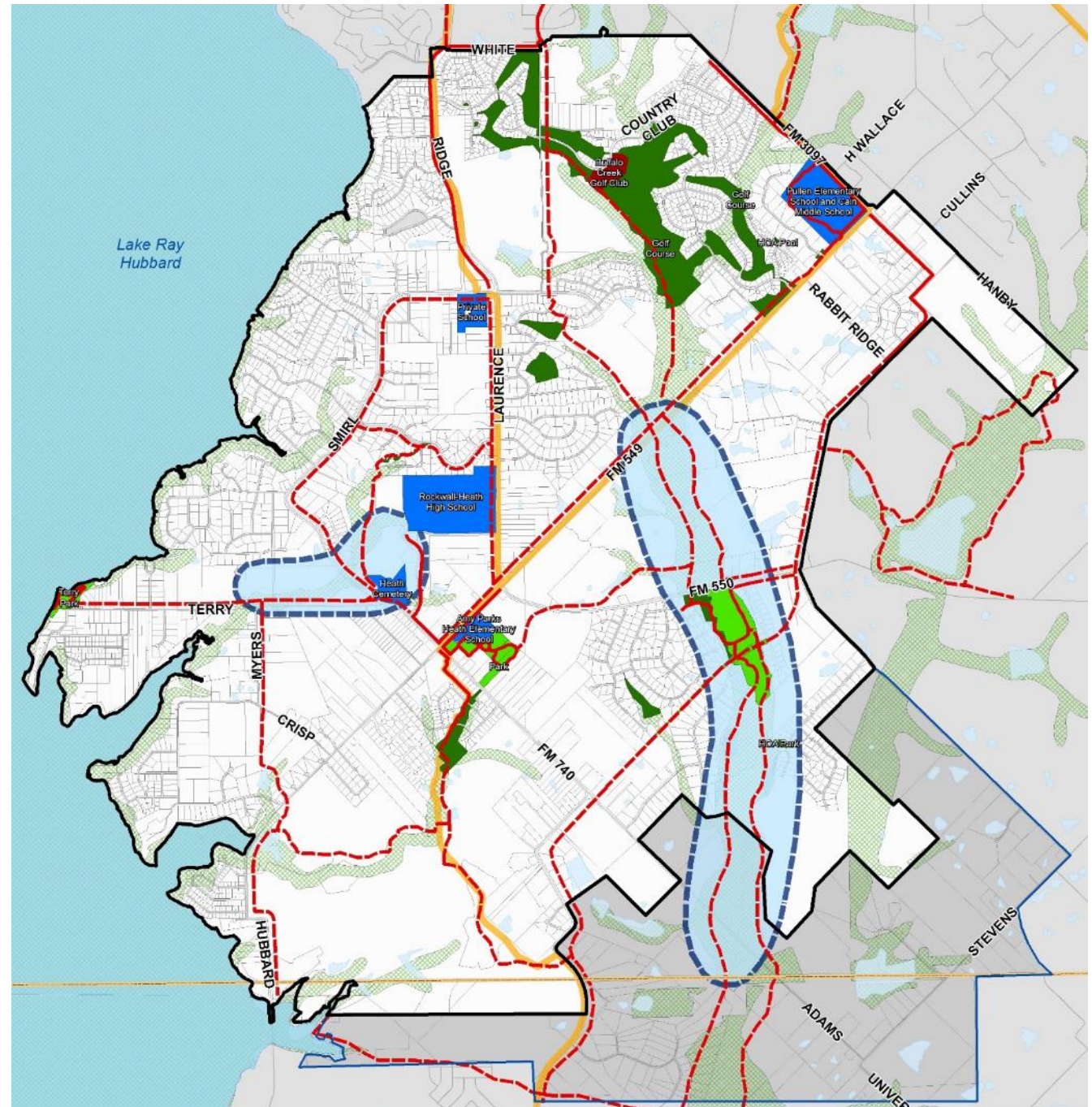
- Updated Trail Plan
- Relatively unchanged recommendation areas:
 - Uniqueness
 - Parks and open space
 - Resource management
 - Pedestrian/bicycle integration
 - Streetscape and building design



livability

Six criteria for prioritizing trail projects:

- Connectivity to other trails
- Coordination with CIPs
- Connecting public uses
- Connecting to recreational areas
- Maximizing service
- Availability of funding sources



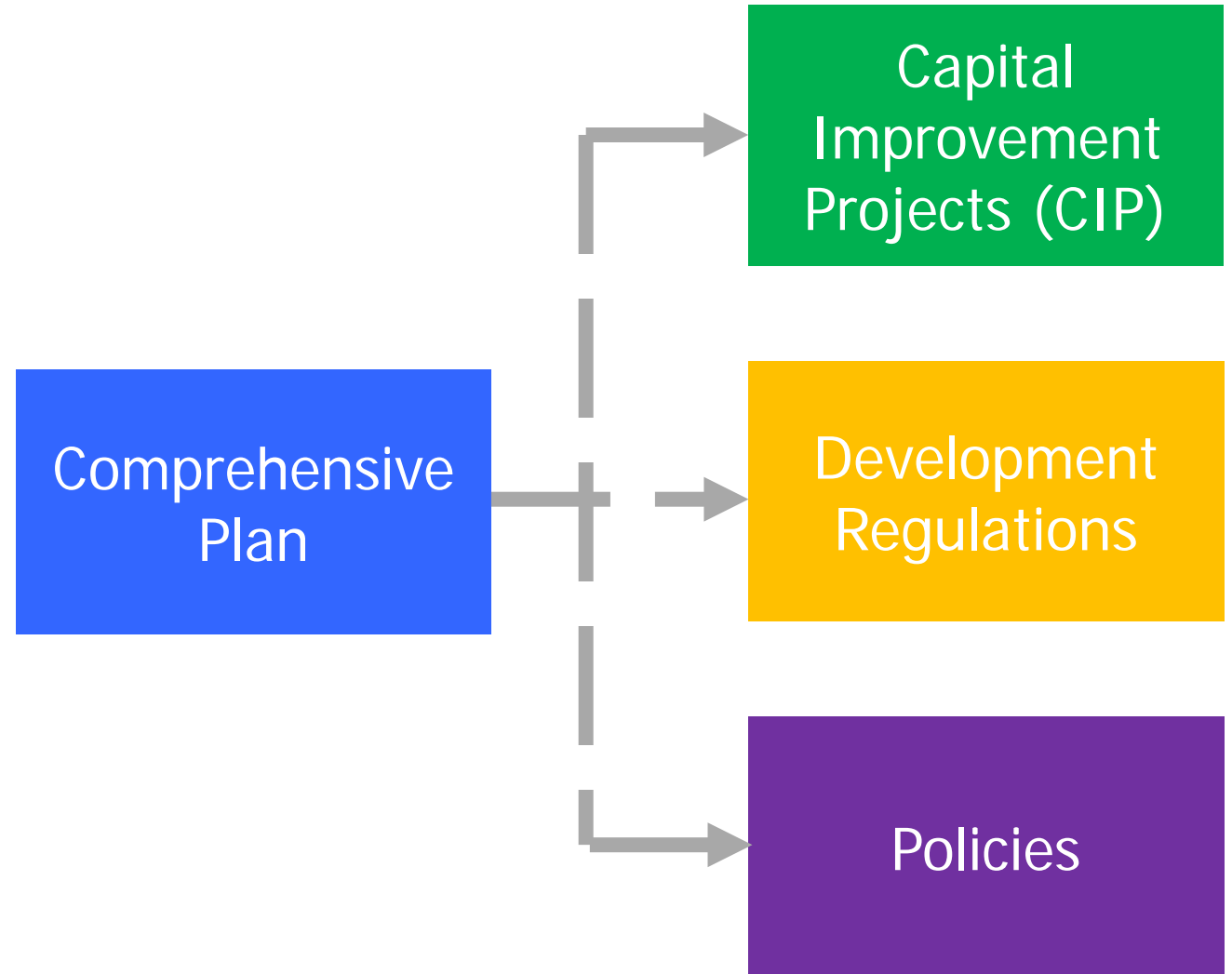
implementation



implementation

Recommendations from Plan compiled into matrix

- Classified by type of action (ordinance, CIP, policy, etc.)
- To be prioritized by Review Committee



Citizens

(Residents, business owners, developers)

Use Plan to:

- Make informed land use decisions
- Submit development/zoning requests to City



City Council

Use Plan to:

- Update City codes
- Approve zoning and subdivision regulations
- Oversee mid-level and master updates



City Staff

Use Plan to:

- Base daily decision-making (development/zoning)
- Make minor updates to Plan
- Provide recommendations to P&Z



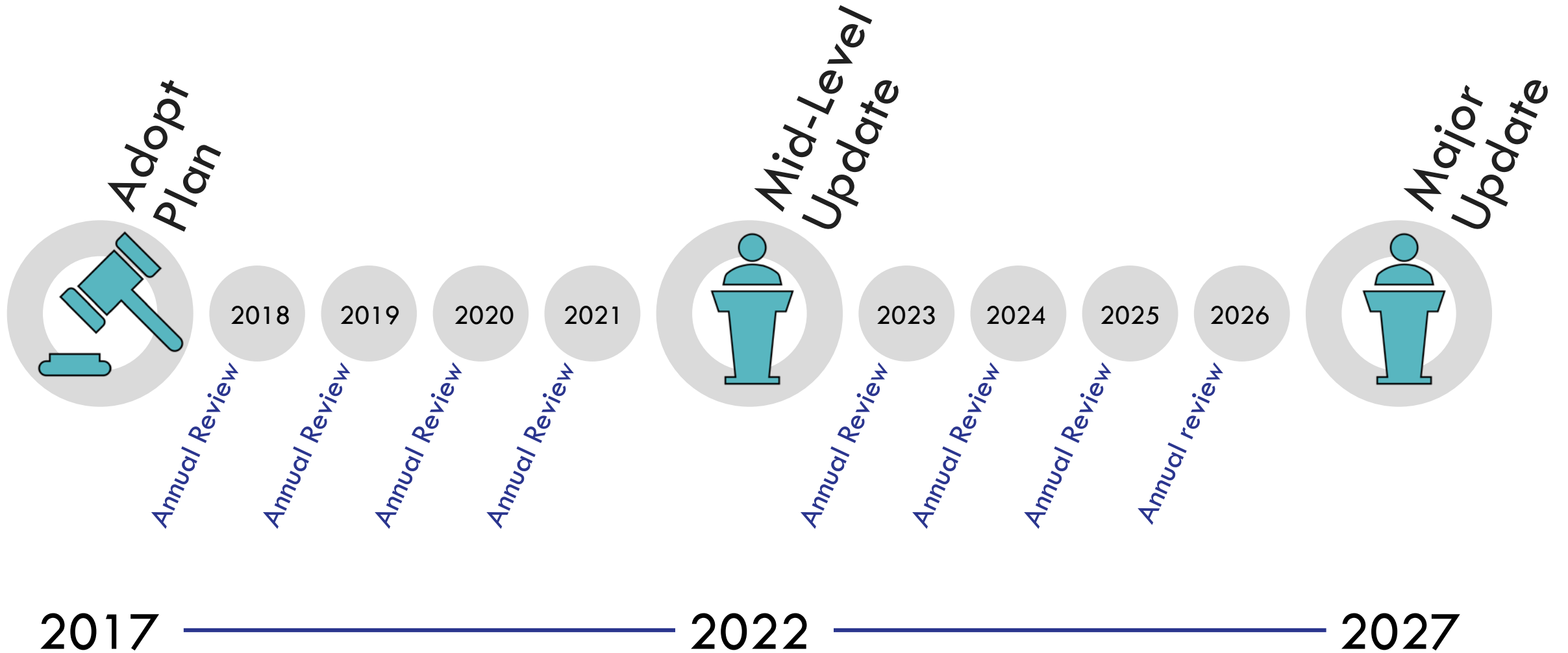
Planning and Zoning Commission

Use Plan to:

- Conduct annual review of Plan
- Provide policy recommendations to Council



Timeline for Ensuring a Successful Plan



remaining schedule

Meetings	Date	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F	M
1 RC+PZ: kickoff	10/15	█																	
2 Community: input	11/12	█	█																
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9 RC: final draft	3/13	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█	█
10 PZ+CC: public hearing	TBD																		█





open comment

Please limit comments to *two minutes* per person

Please email any questions or comments to:
corry.mcclellan@freese.com

