

CITY COUNCIL STUDY SESSION

20 January 2015
5:30 – 7:00 PM, City Hall

ATTENDEES

City Council

Troy Walker, *Mayor*

Bill Colbert

William Rappleye

Jeff Stenquist

Alan Summerhays

Marsha Vawdrey

City Staff

Russell Fox, *Assistant City Manager*

Keith Morey, *Community Development Director*

WFRC

Ted Knowlton, *Executive Director*

Julia Collins

Callie New

Stephen Hanamaikai

Logan Simpson Design

Bruce Meighen, *Principal in Charge*

Buck Swaney

Megan Moore

SESSION PURPOSE & GOALS

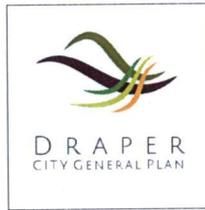
The Study Session and subsequent lobby display will introduce the General Plan to generate interest and buy-in from local leaders, and actively engage participants in establishing the values and vision that should drive the General Plan. This event will launch the community engagement efforts and begin the promotional campaign.

Primary goals for the event include:

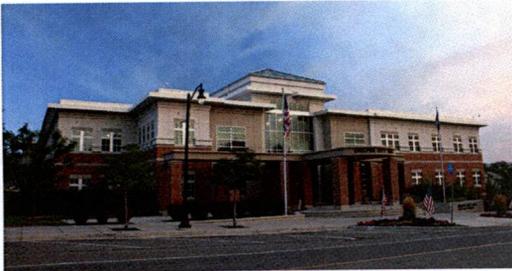
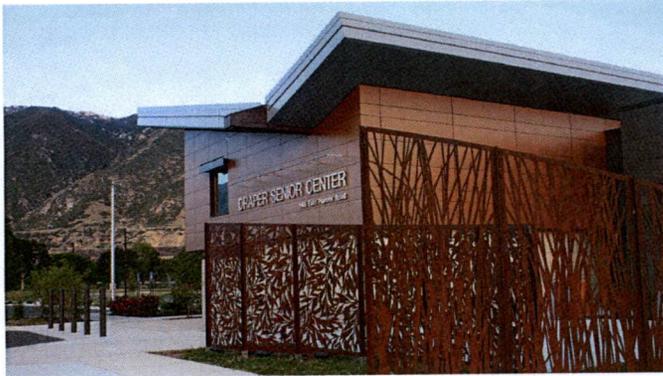
1. Inform both elected officials and the public of the planning process
2. Outline the planning process
3. Reconfirm City Council's goals and objectives for the Plan Update
4. Identify preliminary vision and value statements
5. Announce initial outreach techniques, including the PhotoVoice contest and stakeholder interviews

AGENDA

- I. Welcome
- II. Process & Schedule
- III. Challenges, Vision & Outreach Opportunities Exercise
- IV. Next Steps



DRAPER CITY GENERAL PLAN



CITY COUNCIL STUDY SESSION Kickoff Event

20 January 2015

www.draper.ut.us/generalplan

WHAT IS THE GENERAL PLAN?

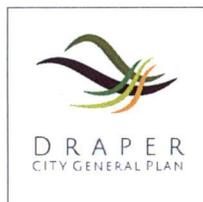
The General Plan serves as Draper's primary policy document containing a vision for the development of Draper over the next 20 years.

The Plan provides a clear future vision for City decision-makers, residents, and others working with the City to evaluate policy changes and to make funding and budget decisions. It is used by staff in their evaluation of building and development projects, and is used by residents to understand the City's long-range plans and proposals for their surrounding neighborhoods and the City in its entirety.

WHY UPDATE THE GENERAL PLAN?

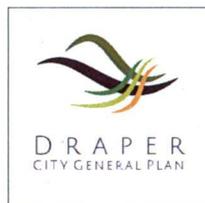
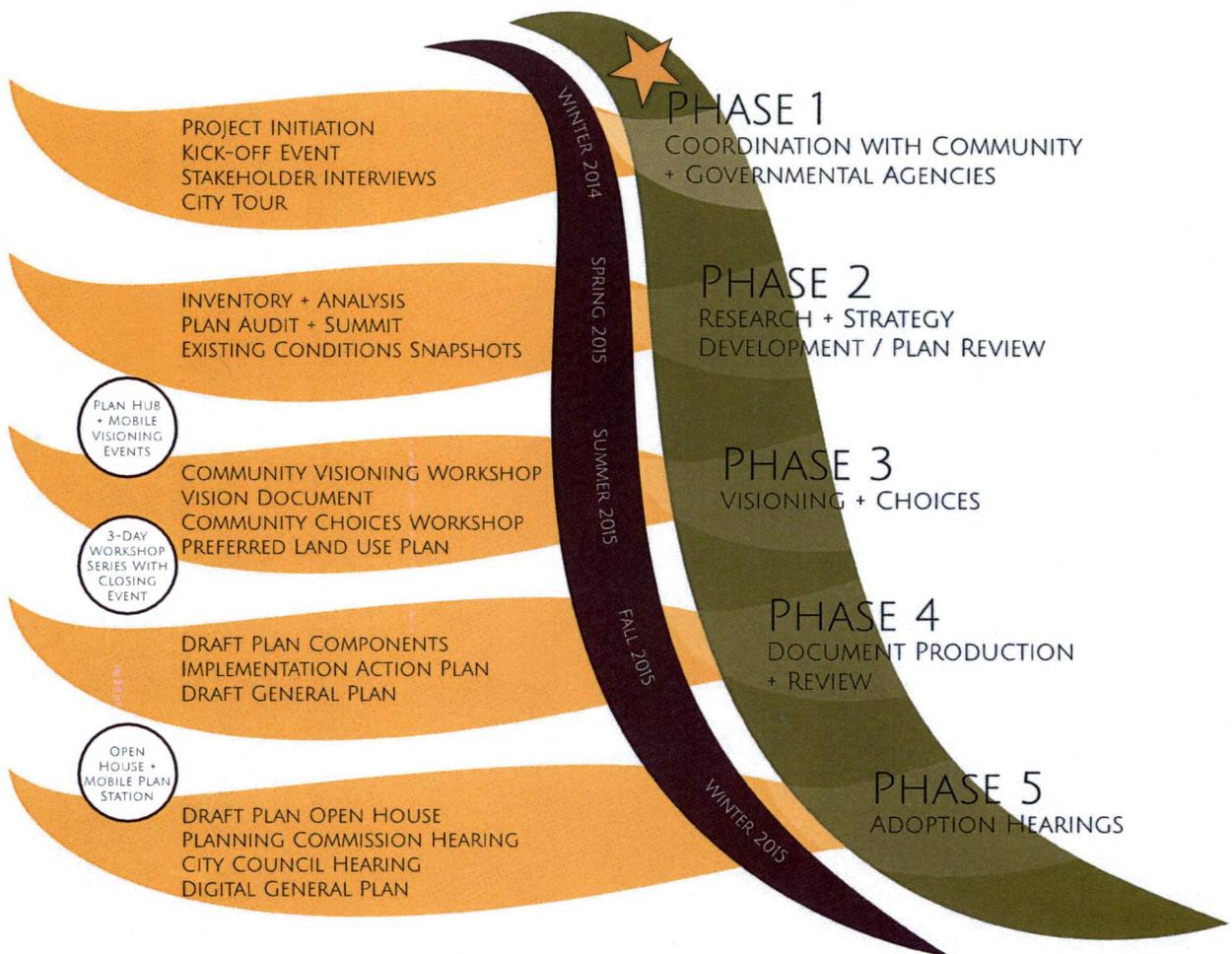
The update of the Draper City General Plan offers an extraordinary opportunity to join in a planning dialogue focused on further enhancing the quality of life we have come to expect in our community. In the 10 years since the 2004 General Plan was adopted, the City has changed in important ways – not the least of which is significant population growth, with new land acquisition and redevelopment opportunities. Within this planning horizon, Draper will continue to see substantial changes to its demographics, transit, economics and identity.

The General Plan update will reinforce the values of those who live in Draper, leverage redevelopment opportunities, and re-envision the desired future in terms of geography, form of the built environment, and functions of environmental and transportation systems.



THE FIVE-PHASE PROCESS

The true success of this general plan process must be based on wide and diverse community input. There will be opportunities to describe what you love about the community and to attend events designed to gather ideas about Draper's future. In addition to open houses, workshops, fun events, and public hearings, there will also be opportunities to participate in online activities.



HOW TO STAY INVOLVED



Stay up to date with the latest information on meetings, online activities, and events by visiting the General Plan website: www.draper.ut.us/generalplan

ONLINE ACTIVITIES:



PhotoVoice Competition

Express what you love about Draper through photography with the General Plan PhotoVoice Competition.

Virtual Workshops

Online surveys will be available after each public event, for those unable to attend meetings.

UPCOMING EVENTS:

Stakeholder Interviews

What are Draper's biggest opportunities and challenges? What is your vision for Draper over the next 20 years? Why do you live in Draper and what do you love about your community?

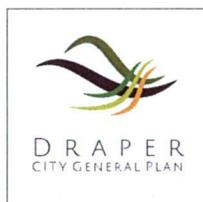
Request a stakeholder interview on the sign-up sheet!

Visioning Event

Input from this event will help develop an overarching vision that reflects the values and priorities of Draper, and will form the basis of policies and action items.

Community Choices Workshops

These workshops will be used to evaluate scenarios and choices. "What if?" questions will be vetted and big ideas tested and refined to reflect community preferences.



OUR PARTNERSHIPS

WFRC is utilizing *Envision Tomorrow Plus (ET+)*, a planning tool used to model, compare, and evaluate multiple land use scenarios. It will be applied to the General Plan as a way to test a variety of plausible futures as well as development feasibility in order to ultimately provide data comparisons on the different approaches for the community. Through collaborative testing and refinements, ET+ can provide a cohesive decision for the future.

Benefits + Process:

1. A variety of scenarios can be explored quickly, through “painting” land uses within parcel data
2. Output data, or Performance Measures, are calibrated through utilizing local and national development impact data, allowing scenarios to be comparatively evaluated
3. Data allows the user to understand how development affects a variety of outcomes, and Performance Measures can then be voted on in a variety of capacities
4. A collaborative evaluation process of multiple scenarios can identify a Preferred Scenario

1

2

3

4

Commercial

Multi-Family Residential

Town Center

Light Industrial

Open Space

Urban Center

Metropolitan Center

Property and Sales Tax
revenue generated from development

Land Use Mix
percentage of space (square feet) dedicated to each land use

Scenario Evaluation Card

	Existing	Scenario	TOD	Mixed Use
Population	1	2	3	4
Employment	1	2	3	4
Land Use Mix	1	2	3	4
Light Industrial	1	2	3	4
Metropolitan	1	2	3	4
Urban Center	1	2	3	4
Open Space	1	2	3	4
Multi-Family Residential	1	2	3	4
Commercial	1	2	3	4

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