



MEMORANDUM

TO: Comprehensive Plan Citizen Advisory Committee

FROM: Laura Weigel, Associate Planner

DATE: March 4, 2011

SUBJECT: Alternative Land Use Patterns & Implications Matrix Memo

ACTION

Make recommendations for changes to the scenario matrix that will be presented with other materials at the Community Open House scheduled for March 29, 2011.

BACKGROUND

Based on the draft vision statement and the five themes that were explored at CAC design workshop on January 6, staff and the consultants presented two narrowed themes - Centers, and LOconomy (a.k.a. Glocal, but still open to suggestions for a theme name) in map format to the CAC at the January 26 meeting as well as a baseline scenario (Comp Plan as it exists today). Based on that discussion the scenario maps have been revised and text has been developed to describe the differences between the three alternatives.

DISCUSSION

As we prepare for the Community Open House on March 29 we need to be sure that these alternative land use patterns and their implications are distinct enough for the general public to understand the differences between the scenarios in order to provide feedback on what they like and/or dislike about each scenario. The language also needs to be simple enough (no jargon) for people to understand what is being discussed.

Question to consider as you review the matrix:

Are the scenarios distinct enough?

Outline the appropriate implications?

Are the descriptions simple enough for "non-planner" to understand?

Do the scenarios reflect what CAC members have heard from the public up to this point?

How can they be improved prior to the open house?