



## MEMORANDUM

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**To:** Strategic Plan Task Force & Planning Forum Members

**Date:** June 10, 2010

**CC:** Greg Thomas-City of Cleveland  
Corey Divel-Bradley County Planner  
Gary Farlow-Chamber of Commerce

**File Loc:** 2521/Task Force

**From:** Emily Crow, AICP  
McBride Dale Clarion

**RE: Phase I of the Assessment & Materials for June Meetings**

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On Thursday, June 17, and Friday, June 18 the Planning Forum and Task Force will be meeting to continue our work on the Strategic Plan. These meetings will be devoted to reviewing and discussing three growth scenarios and the evaluation methodology being used by the consultant in the assessment portion of the strategic planning process. The purpose of this memorandum is to introduce the materials provided for review prior to the meetings and establish some preliminary understanding of the expectations for the meetings next week.

In this packet of information, there are several documents you will need to review which we will discuss at the meetings. These materials are being sent to you via email and will be available on the website [www.bcc2035.com](http://www.bcc2035.com) starting on June 10. We will also be posting the Power Point presentation early next week so you can also get a preview of that material.

The documents in this month's packet include:

- Summary Memo of April meeting (April 26)
- June Meeting Agenda/Written Comment Form
- Draft Common Goals
- Needs Assessment/Growth Scenarios Comparison Document

### *Planning Forum Meeting*

*Thursday, June 17-6:00 pm  
Public Library-Large Meeting  
Room*

### *Task Force Meeting*

*Friday, June 18-9:00 a.m.  
Public Library-Large Meeting  
Room*

At our last meetings in April we discussed several policy themes and the results of background reports that covered public facilities, utilities, transportation, and land use. That meeting is summarized in an attached memo dated April 26. Since that meeting, the consultant team has worked with the City and County planners, the Chamber of Commerce, Cleveland Utilities, and Ocoee Utilities to develop three potential growth scenarios for public discussion.

### ***The Common Goals***

We are also presenting a draft set of common goals, which can represent the vision. This document is our first attempt at putting into words the values we believe both the Task Force and Planning Forum have expressed. These statements are preliminary and we would anticipate that they will evolve based on the findings of the scenario assessment and direction from the Task Force and Planning Forum.

### ***The Scenarios***

The planning team has prepared three growth scenarios that allocate the forecasted 14,000 new households and 19,000 new jobs in different patterns throughout the County. The three scenarios account for:

1. a continuation of the last ten-year's growth patterns;
2. one that depends heavily on infill, redevelopment and intensification of development within the current urbanized areas and locations where sewer infrastructure is available; and
3. a third that can be used to examine the implications of the creation of a mixed use community in the I-75/McDonald/South Lee Highway Area that would accommodate population and employment growth in a "complete community" with schools, fire stations, parks open spaces and other community amenities in response to anticipated growth pressures created by the Volkswagen Plant, as contrasted with a primarily employment growth in the southern corridor.

***The Needs Assessment/Growth Scenarios Comparison Document*** (best viewed on your computer screen or printed out at 11x17-we will have large copies available at the meeting) presents an overview of the three scenarios, a general description, and a preliminary comparison of each of the scenarios. It is not our intent recommend any one of these scenarios as a preferred scenario, but to use them to discuss the implications of different growth patterns which can inform the Task Force and Planning Forum and assist in the creation of a preferred scenario for inclusion in the Strategic Plan. Also in this document we have prepared a Scenario Performance Comparison Template which can be used to evaluate the scenarios ability to attain the common goals (presented here as a draft for discussion). This performance comparison has not been completed-we intend to do that once our analysis is complete.

### ***The Assessment***

At the meeting next week we will also be presenting tools that we are using to evaluate the scenarios. These include the fiscal impact and transportation modeling, and an assessment of the Cleveland Utilities sewer capacities. This assessment is a complex

modeling process and many of the community's agencies are working with the consultant team to compile benchmarks to apply to the scenarios. This will allow us to provide the Task Force and Planning Forum with information about how much each scenario will cost the community, new road miles needed, and the magnitude and kind of utility improvements necessary to serve the scenarios. We will be explaining the methodology and providing individual examples; however, the net results will be prepared for our next meeting in August. All of these things will help you to evaluate the scenarios and determine which features of the scenarios are best to attain the vision for the community.

### ***Other Discussion***

In addition to our meetings, we are expanding the opportunities for the community to participate in the planning process by hosting discussion on the BCC2035 Facebook page. Over the next several weeks, we will be encouraging open discussion of the topics associated with the plan. We are hopeful this forum will allow more people to participate.

### ***Next Steps***

The consultant team will continue working on the assessment of the scenarios and preparing results for the Task Force. In August, we will be meeting again to review the results, and discuss options for a preferred scenario and refinement of the Common Goals. We look forward to seeing you all again next week.