



MEMORANDUM

To: Strategic Plan Task Force
Plan Forum

Date: July 7, 2010

CC: Greg Thomas-City of Cleveland
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File Loc: 2521

From: Emily Crow
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RE: June Meetings Summary and Project Update

On June 17th and 18th the consultants meet with the Planning Forum and Task Force to discuss three alternative growth scenarios which are being used in the assessment phase of the Strategic Plan to help determine the preferred growth scenario to assist the community in achieving a series of common goals. The consultants presented the draft common goals, the three scenarios, initials comparison of the three scenarios, and an evaluation methodology that can be employed to evaluate the suitability of the scenarios. The consultants also explained that the next step in the process is to review the results of the fiscal assessment of the three scenarios to evaluate the impacts of the potential growth patterns on the ability of the Cities and County to provide services and what the fiscal implications of each scenario may be. To support the fiscal and transportation analysis of the three scenarios. Cleveland utilities is also working on capacity analysis within the sanitary sewer system to help add information to the comparisons.

In the preliminary discussion of the three scenarios (the trend scenario, the infill scenario, and the southern corridor scenario) there was more support from the participants in both the Planning Forum and the Task Force for the infill scenario. Provided the community can find appropriate mechanisms to implement this type of a growth pattern of infill and redevelopment. This scenario was described by the consultant as an option to help contain some of the projected growth within the urbanized areas and maintain a more rural character in the outlying areas of the county.

Participant expressed benefits for the infill scenario included, opportunities to improve the image of the community through reinvestment and improvements, maintaining

rural and urban areas to satisfy a wider range of living choices, and advantages to infrastructure planning and fiscal responsibility.

In our preliminary assessments and the input from the Task Force and Planning forum, there appear to be a number of benefits to this infill type of growth pattern however; those are not without counterbalancing challenges. As we move into the next phase and get results on the fiscal and utility service implications of these scenarios, the impacts of the growth patterns and the community's options to manage growth will hopefully become clearer.

The general comments collected at the meetings are also attached below for review. Key themes in these comments include:

- Desire for some kind of growth management that balances infill and redevelopment with rural preservation efforts.
- Concern over what happens with transportation and land use in the Exist 20/McDonald area.
- Inclusion and preservation of natural and cultural heritage in the vision for the community through rural character preservation, open spaces, trails, and cultural recognition and enhancement.
- Balancing quality services with the ability to pay for services.

Many of the comments reinforce or build on the topics included as goals and guiding principles. These comments also reemphasize the importance of a strategic plan that is multi-dimensional and covers a comprehensive set of topics across jurisdictional borders.

For more information on the scenarios and other materials presented at the June meetings please see the meeting documents posted on the strategic plan website at www.bcc2035.com

General Comments

In addition to the general discussion in both meetings, two topical questions were presented to the Task Force and Planning Forum to allow for more open sharing of issues or topics of concern either with the scenarios themselves or for the overall strategic plan. The topic questions and responses collected are provided below. These comments reflect only the opinions of the participants and do not reflect the official policy of the cities or county. However, the planning team will consider these comments in our continued work on the Strategic Plan.

(These comments have not been edited.)

Do you have any comments or questions about the three growth scenarios or the evaluation/assessment approach?

1. The # 2 growth needs to stay in the city limits. They seem to want the growth at the county landowners expense. Let them handle the growing pains and infrastructure problems. Leave county landowners alone. Thank you

2. The meeting tonight was opened up stating that there is a lot of underutilized area currently in the ugb.

Also stated was the 70% residential population is in more out lying areas- people like to reside slightly removed. .

With both of these things said, scenario 2 makes the most sense. It is under developed currently.

There are numerous areas that are poor reflection of Bradley County, if revitalized- would greatly improve our environment.

3. So far, very impressive, a departure from past actions.

*Positive scenario is # 2 – in fill: redevelopment

*Positive scenario is # 3- southern corridor

Awful is # 1.

4. The # 2 scenario can be flexible

5. When does census figures plan on being introduced into scenarios, pertaining to growth predictions?

On a preservation standpoint the term “redevelopment” cause concern pertaining to historical areas, buildings and culture.

6. I like # 2 the best, I do not like either # 1 or # 3.

7. well done

8. It is not too clear as to these approach’s more explanation as to the 3 scenarios and their relations to each other. Are we leaving some areas, which will not be aspired use for common areas and industrial areas? Use a more practical approach.

9. Regarding transportation- area g – exit 20 is a current 2010 issue that should be addressed. This area is full or potential that is untapped and poorly executed. With the city annexation, it would be ideal to improve, enhance, support, and promote this area.

Is there anything else you would like us to consider as we precede/topics of particular concern?

1. improve exit 20, protect rural areas and natural landscape/wildlife, thank you for recognizing cultural resources, many historical aspects to our community are what make Bradley county unique example: trail of tears thank you

2. keep quality of life and consider walking trails and some wildlife area for the total area.

One item I do not see in the scenarios is police protection and security for the scenarios. Have Bradley county area to have a distinctive theme "gateway to smokies or Ocoee" or other type theme. Stress the cultural and historical aspect of the area. Cultural in the north, and historical in the south. An absolute opportunity for this area.

3. Keep doing what you are doing using what comes out of you as experience and attaching a part of it.

4. Adding additional parks and recreational areas. Increase walking / jogging trails/greenways.

5. What about a possible high-speed rail? The Chickamauga track has been under consideration for several years connecting to Atlanta, has transportation assessment looked at this?

6. Natural resources

7. The county/city is going to have a state veterans nursing home here at Westland drive. Please use this as extra employment and extra benefit to the Bradley/Cleveland area.

8. Please continue to stress/focus/act upon the areas within city limits that must be included, cleaned, reinvented for the future. Perhaps the time has come for one governing body in Bradley County.

9. Please also be aware that in fall 2009 there were several meetings regarding growth for the McDonald community. These meetings involved citizens, politicians, and community leaders. Most people in the McDonald community have chosen to live there because it is rural. A decision was made to live outside of the city. While growth is inescapable, please be respectful of those of us who have chosen to make it our home while going through your process. I would love, if McDonald were going to be greatly affected for it to be developed very high standards. Parks and recreation areas would be embraced here.

10. We are desperate for a adequate animal shelter. We need a shelter much more than we need an airport. We need enforcement on our current codes. Then we need stronger ordinances to protect the community from spot zoning, favoritism, trash "litter

control”, beautification and Hodge-podge development that currently exist. Cleveland is a diamond in the rough, if the planners could get a vision. Yes our taxes are cheap but you get what you pay for. I would gladly pay higher taxes for better services and enforcement. I despise seeing dumpsters on the roads and in front of buildings. Again – the ordinance to gate dumpsters is not enforced and it looks like crap. Four lee students in one single family home are asinine. They bring down the subdivision.

11. We choose to live outside the suburban area for a reason. If I wanted to live inside the city or neighborhood I would. Let us keep our rural area and our property rights our own, not giving the city rights to county landowners land.