PLANNING P2S 2 SUCCEED

ROCHESTER COMPREHENSIVE PLAN 2040

On-line CrowdGauge Introduction

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Planning · Landscape Architecture · Urban Design

CITY OF ROCHESTER MINNESOTA

Consultant Planning Team

Hoisington Koegler Group: Project lead, land use planning, park and recreation, housing and economic development, Comprehensive Plan document development

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Carroll, Franck & Associates: Community engagement

Kimley Horn Associates: Infrastructure analysis

Sasaki: Land use modeling, housing

Springsted: Public finance

COMPREHENSIVE PLAN OVERVIEW

What is a Comprehensive Plan?

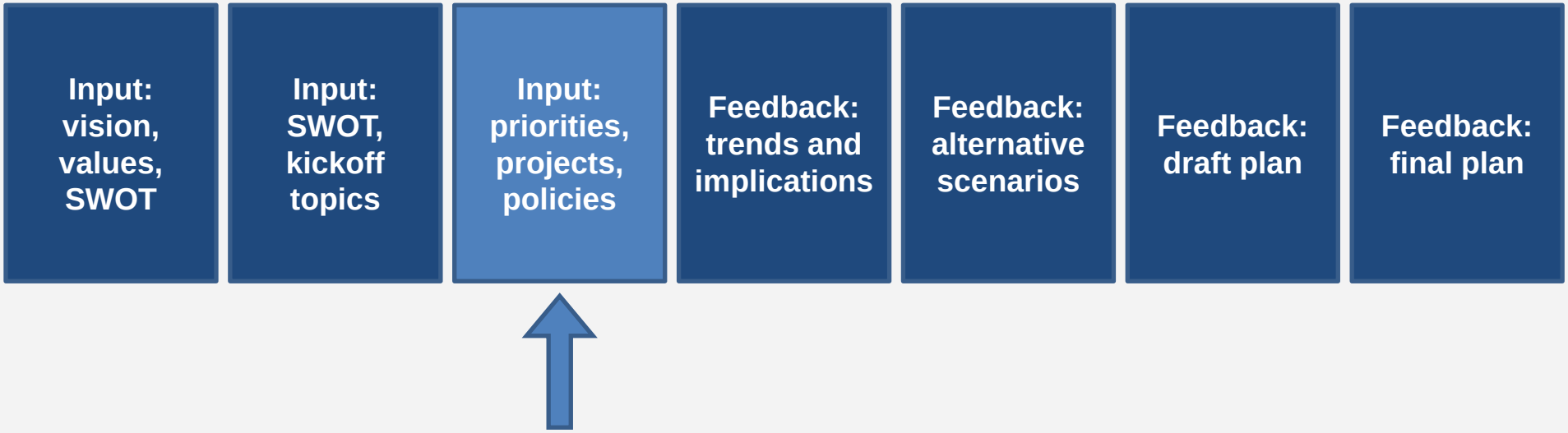
- Vision and priorities for how the community will look and function through 2040
- Plan for physical development, form, and future land use
- Guidance for property owners/developers, the Planning & Zoning Commission, City Commission and City staff in their decision making
- A resource for civic services organizations, businesses, tourists and prospects
- A set of policies and directions that are carried out through the regulatory provisions contained in the zoning ordinance

What is Included?

- Vision + Guiding Principles
- A “comprehensive” inventory of existing conditions
  - Land use patterns
  - Housing
  - Jobs
  - Transportation
  - Parks, Trail, Open Space
  - Utilities - water, sewer, stormwater
- Future Land Use Plan and Policy recommendations (e.g. zoning + capital improvements program)
- Implementation strategies

Purpose of this Phase of Engagement

Phases of Engagement



Trends: Where We Live

- Millennials shaping demand:
  - Urban / mixed use development
  - Compact, walkable development
  - Access to retail, shops, and services
- Baby boomers returning to urban areas
- Need for lifecycle housing
- Energy efficient buildings

Walkable, mixed use development

Local-serving retail and pedestrian-oriented design

Housing with greater social areas/amenities

Trends: Where We Work

- **Quality of life** is key to attracting new and younger labor force
- Urban environment (mixed use, accessible by transit, walk, bike)
- Employee-serving retail/services
- Live-Work Options

Corporate campus with plaza and outdoor amenities

Walkable, mixed use office development

Live-Work options

Co-work space

Trends: Where We Recreate

- Diversity in retail and food options
- Local/healthy foods, urban agriculture
- Non-traditional sports and flexible recreational facilities
- Placemaking: Public art, gathering spaces, pop-up programming
- Experience economy

Ethnic food stores and markets

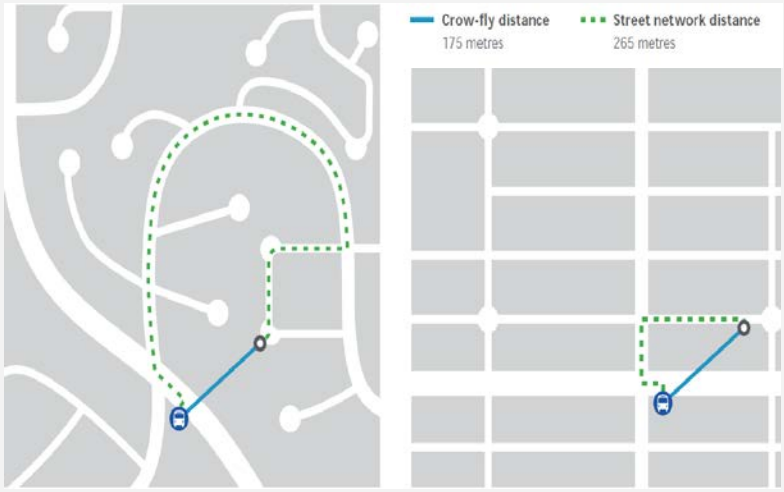
Pickleball

Pop-up public spaces

Farmers market

Trends: How We Build

- Multimodal transportation planning
- Bike and pedestrian facilities
- Compact development /20-minute neighborhood
- Green Infrastructure



Transit-oriented community design guidelines

Bus Rapid Transit

Bicycle and pedestrian facilities

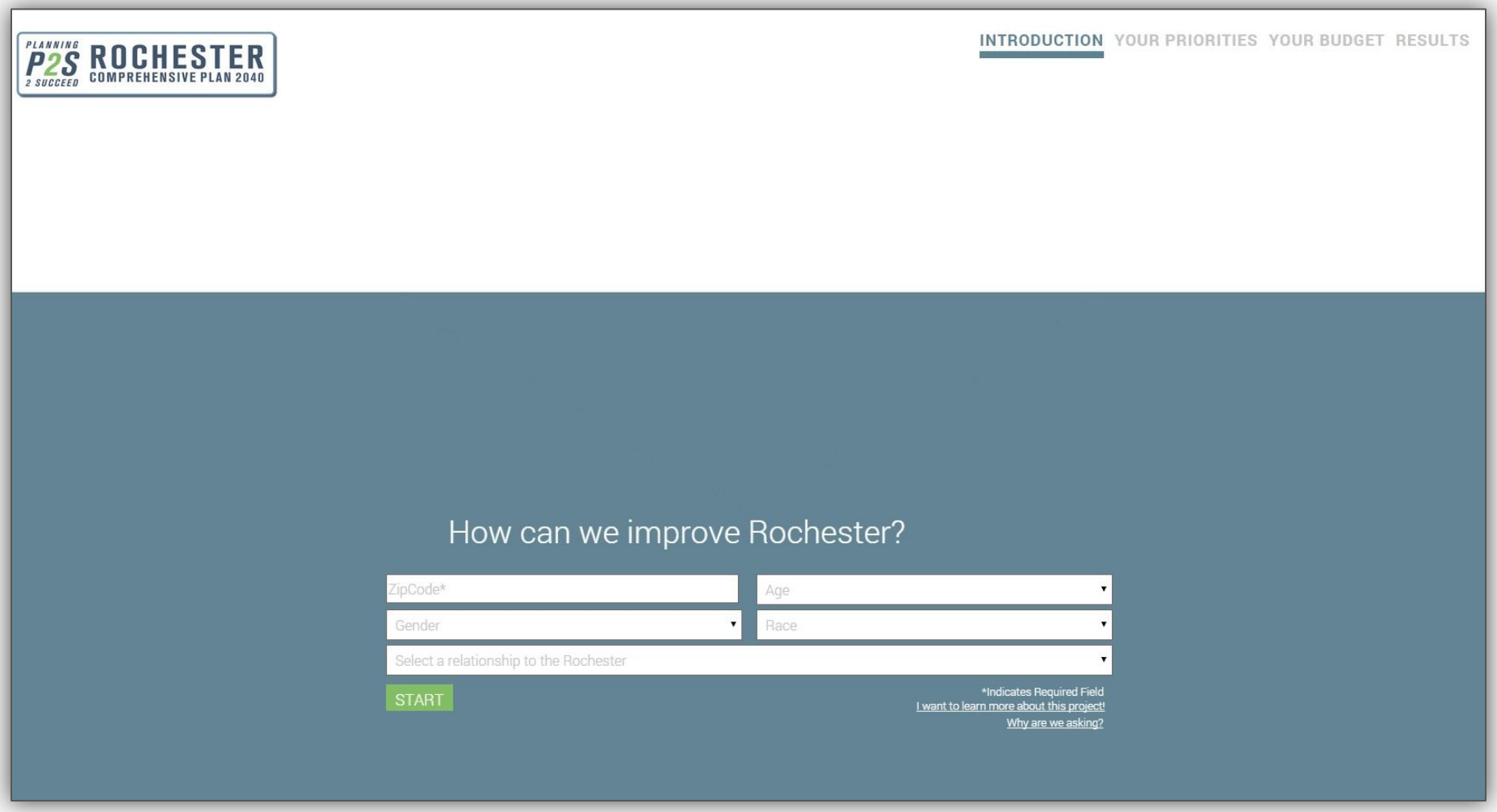
Green stormwater infrastructure

CROWDGAUGE ONLINE ENGAGEMENT

What is CrowdGauge?

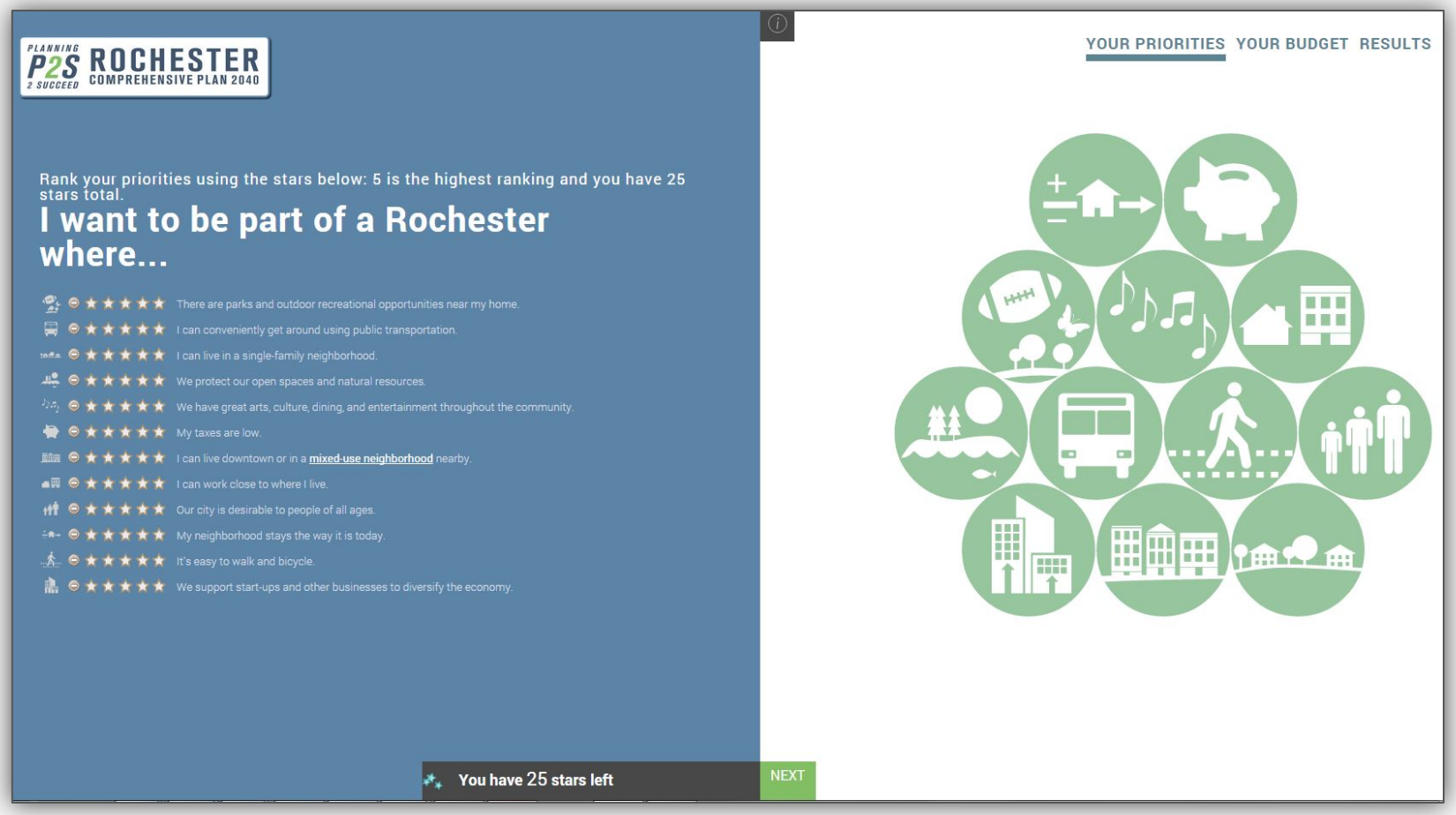
- Crowdgauge is an open-source, online tool developed by Sasaki
- Explores tradeoffs and priorities
- Game-like tool allows users to show their top priorities and choose local projects and policies
- Feedback will be used to create future scenarios and inform the eventual plan content
- Launches today, January 15th!
- Tool will remain online throughout project
- Cut-off for responses to be included in scenarios: March 30th

Intro Screen



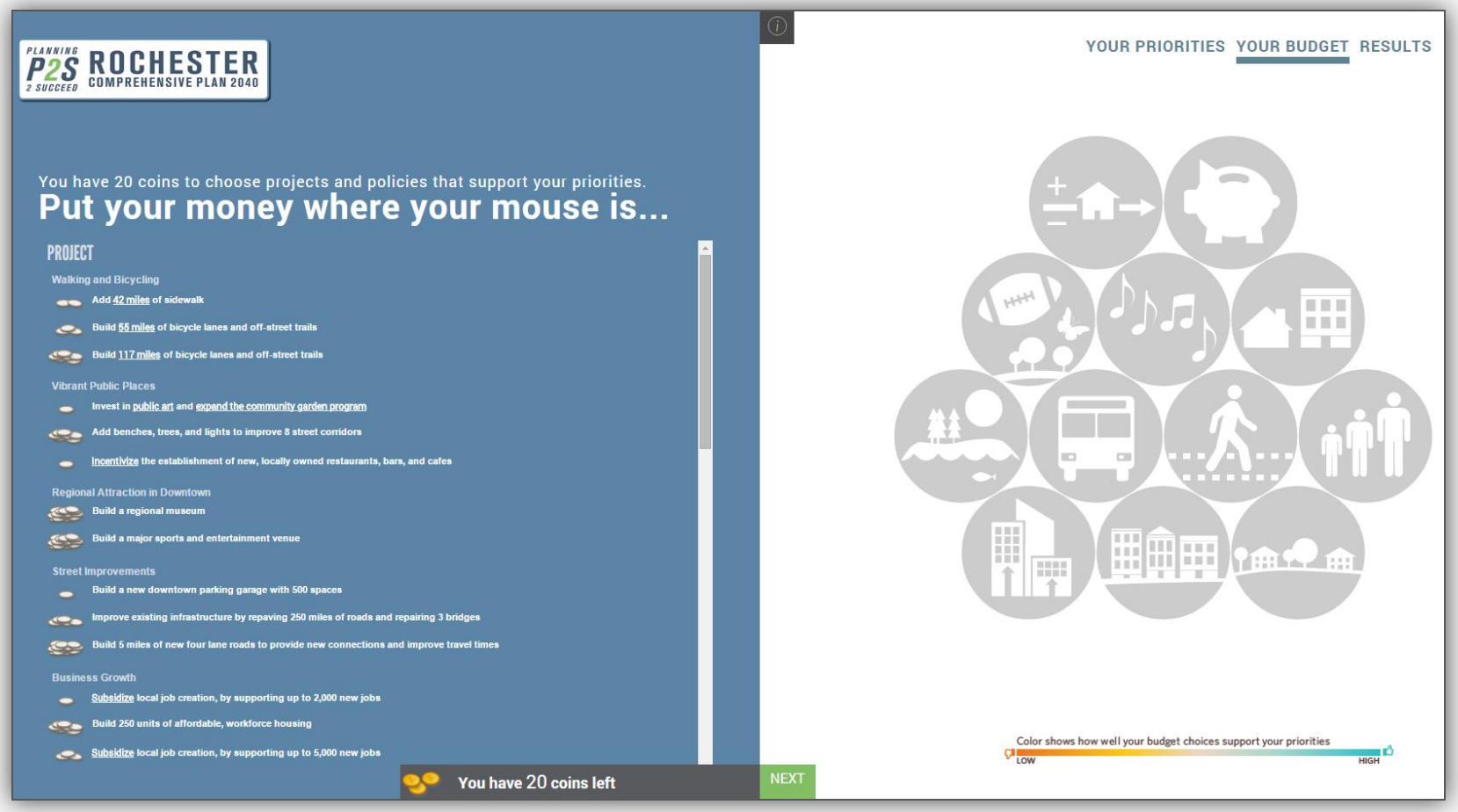
1. Identify Priorities

- Assign stars to your top priorities
- Each priority receives 0-5 stars; you have 25 stars total



2. Choose projects & policies

- Spend up to 20 coins on projects & choose policies to enact
- See how spending and policy choices impact your priorities



How will Crowdgauge results be used?

- View results after submission
- Full results will be compiled, summarized, and made available
- Helps inform the scenario development process
  - Ex. Should new neighborhoods be a mix of uses or primarily residential?
- Will influence plan recommendations
  - Ex. Which policies could help achieve priorities that residents feel are most important?

Example of Crowdgauge priority results in Northeast Ohio

http://planning2succeed.crowdgauge.org/