

2014 Comprehensive Plan Update
Council Finance and Economic Development Committee Meeting
March 13, 2014

Purpose of the Comprehensive Plan

The *Des Moines Comprehensive Plan* is a blueprint that expresses our community's goals and aspirations for how we want to grow and prosper into the future. It is the City's official policy guide that defines—through goals, policies and implementation strategies—how Des Moines should best accommodate forecasted household and job growth, manage traffic, and provide open space and recreational opportunities and other vital services. The plan is "comprehensive" in both scope and coverage. It addresses the use of land and buildings, the movement of traffic and pedestrians, the provision of parks, schools, and public facilities, and protection of the environment. It also addresses residential neighborhoods, commercial areas, public and institutional lands, and public rights-of-way. The plan also provides a guide for public investments and capital improvements, and can help to ensure that local public dollars are spent wisely.

Finally, the comprehensive plan can serve as a marketing tool to promote Des Moines's unique assets, and help to attract new families, businesses, investment and development to the community.

Community Outreach

Public involvement is vital to the update effort and also a requirement of the Growth Management Act. An open house is planned for Wednesday, April 23, 2014 from 5 to 7 PM at Des Moines Activity Center. We will also be providing information on the City website and are considering other opportunities to obtain input throughout the update process such as an online survey and/or comment forum.

Staff Recommended Updates and Additions

- Formatting: update text and layout, add color and pictures, remove numbered paragraph format, and make text more concise and reader friendly (e.g., Healthy Des Moines Element).
- Background Sections: update to clarify purpose, streamline text, remove numbered paragraph format
- Goals/Policies: remove duplicative language, combine like policies, improve layout, make goal/policy numbering consistent between plan elements (see proposed outline)
- Strategies: rename "Implementation Strategies," remove duplicative language, streamline
- Overall: create a positive tone, update or remove negative language
- Consider replacing the General Planning Element with a Vision Statement for the City and general introduction to the Comprehensive Plan
- Consider adding an Economic Development Element or Economic policies to the Land Use Element

Policy Questions:

- Does the Committee concur with the direction?
- Is there anything else the Committee would like Staff to consider?

Proposed Outline

Chapter No: Element

BACKGROUND AND CONTEXT

GOALS AND POLICIES

Goal 1

Goal 2

Goal 3

Policies

1.1

1.2

1.3

IMPLEMENTATION STRATEGIES

1.1.1

1.1.2

1.1.3