

# SOUTHEAST FLORIDA REGIONAL VISION AND BLUEPRINT



INTERVIEW | AUGUST 24, 2011  
SOUTHEAST FLORIDA REGIONAL PARTNERSHIP  
GOODY CLANCY

# OUR TEAM: unleashing regional potential

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GOODY CLANCY

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SPECIALISTS**  
Placeways | PlaceMatters

**TOPIC SPECIALISTS**  
Kittelson & Associates | Mt. Auburn Assoc  
Miami Economic Assoc | Arup  
Rhodeside & Harwell | TischlerBise

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**SOUTH FLORIDA LOCAL  
PLANNING AND OUTREACH**  
The Curtis Group | Kristopher Smith

**TREASURE COAST LOCAL  
PLANNING AND OUTREACH**  
Lucido & Associates | McNicholas & Assoc

# AGENDA

- 1 Getting ready for the next 50 years
- 2 How we will work with you

**IMAGINE**  
**PLAN**  
**ACT**





# SETTING THE STAGE FOR THE NEXT 50 YEARS





# Planning Magazine...what will the next 50 years look like?

## Wish Fulfillment



An intersection near downtown Asheville, North Carolina, as it is today (right) and how it could be revamped into a more urban and pedestrian-friendly spot.



By David Dixon

American cities are entering an era of renaissance.

Even as a steep recession and a credit crisis slow the pace, unstoppable forces—demographic, cultural, economic, and environmental—remain firmly in place. If this generation channels these forces with respect for the past and with a sense of justice, it will write a remarkable chapter in this nation's urban history.

That said, I must acknowledge that predictions about the future of cities, particularly optimistic ones, often bomb. A century ago, Daniel Burnham had no doubt that Chicago would grow from three million (its population in 1909) to 10 million by 1950. In fact, it remained unchanged. In their 1956 plan for a new Brazilian capital, Lucio Costa and Oscar Niemeyer wrote that Brasília would have 500,000 residents by 2000 (the actual population: roughly three million). Of course, Burnham, Costa, and Niemeyer had the benefit of deep convictions but little data. I have both, leaving me with too much confidence and few excuses to fall back on if I'm way off.

I'm not writing as a "futurist," with Disneyland fantasies of Buck Rogers architecture. I'm much more interested in showing how what we do today can affect the environment and society our children and grandchildren will inhabit 40 or 50 years from now. I hope these predictions feel both tangible and achievable.

### At the half-century mark

In 2050, America's cities will be in stiff competition for the skilled workers that our knowledge-based economy will increasingly demand. In some parts of the country, cities will be constrained by growth boundaries, forcing them to accept far greater density than in the past. The result will be more humane and vital cities.

Cities throughout the country will emulate places like the Pearl District in Portland, Oregon—a walkable urban

district whose density supports a wide array of choices in transportation, housing, shopping, recreation, and other essential elements of daily life. Another model will be Oklahoma City, where in 2000 a new mayor moved from the suburbs to a near-downtown neighborhood. Over the next half-century, a succession of Republican and Democratic mayors will work together to invest public dollars in the visual and performing arts, transit, education, and a dramatic new riverfront.

By mid-century, Oklahoma City will be freed from dependence on the cyclical energy industry. Its tree-lined, walkable streets will attract creative entrepreneurs from all over the world. Local planners will partner with developers to focus growth within new urban neighborhoods along the Oklahoma River. And the riverfront itself will come to life with restaurants, shopping, entertainment, housing, and parks.

Now let's look back at some other cities from our 2050 vantage point.

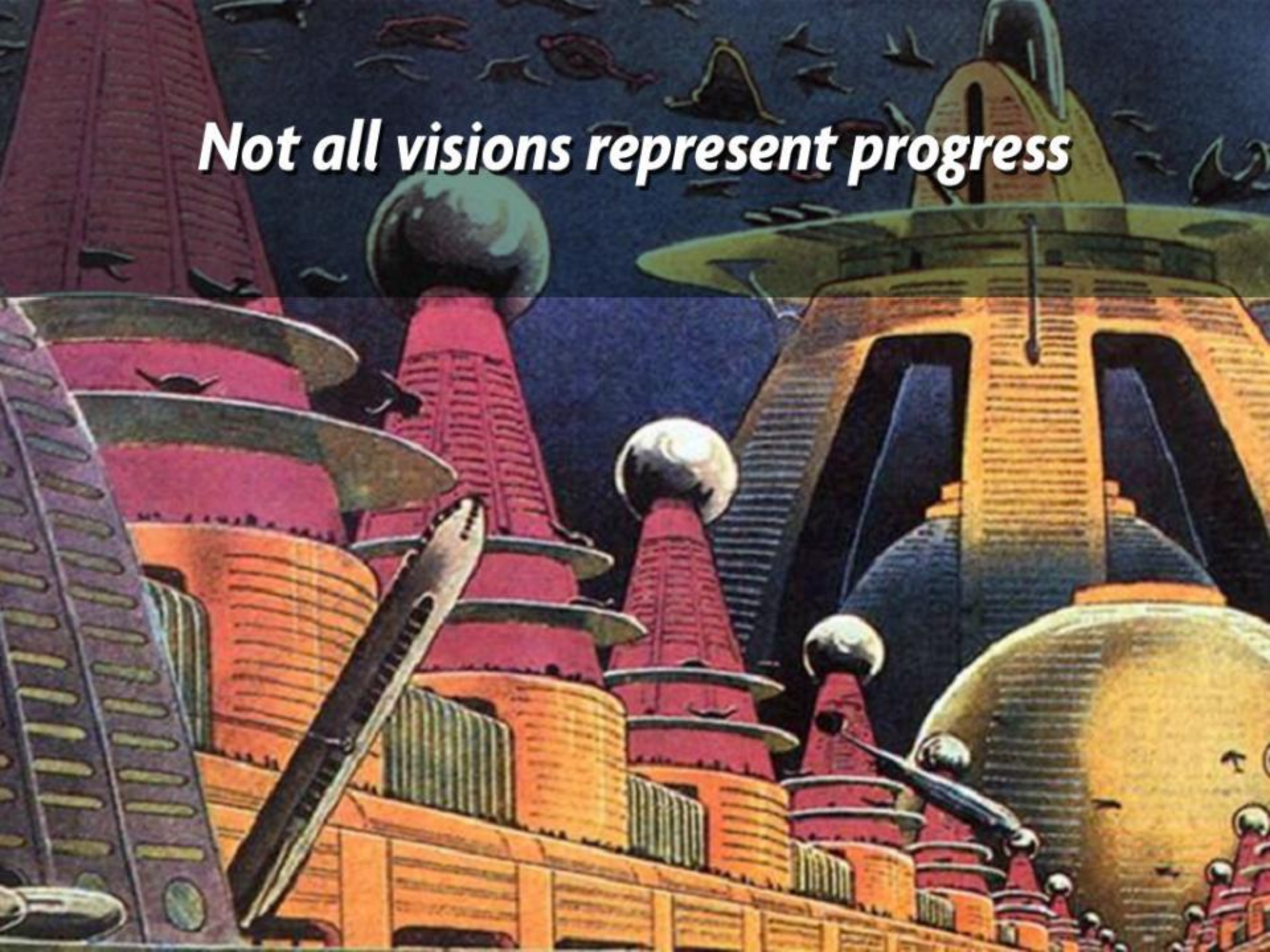
Asheville, North Carolina, a former textile center whose historic downtown had seriously declined by the 1970s, wins the American Planning Association's highly coveted 2050 "Furthest Place in America" award. The area had already begun to turn around by early 2009, thanks to the presence of all sorts of artists, craftspeople, performers, and creative entrepreneurs. They were followed by developers with proposals for luxury loft towers and boutiques. Meanwhile, preservationists proclaimed that "heterogeneity is our enemy."

The city's response was to create an unlikely partnership—with artists and property owners, developers and preservation advocates—to implement a plan aimed at preserving the downtown's diversity and unique character. The plan called for using some \$1 billion in anticipated development, among other things, build artists' studios and workforce housing, attract creative entrepreneurs to start small businesses, and preserve historic buildings. A new business improvement district made the bold decision to lease most of the downtown retail space and sublet it to a variety of independent retailers. Many

What U.S. cities could look like in 2050.



***Not all visions represent progress***





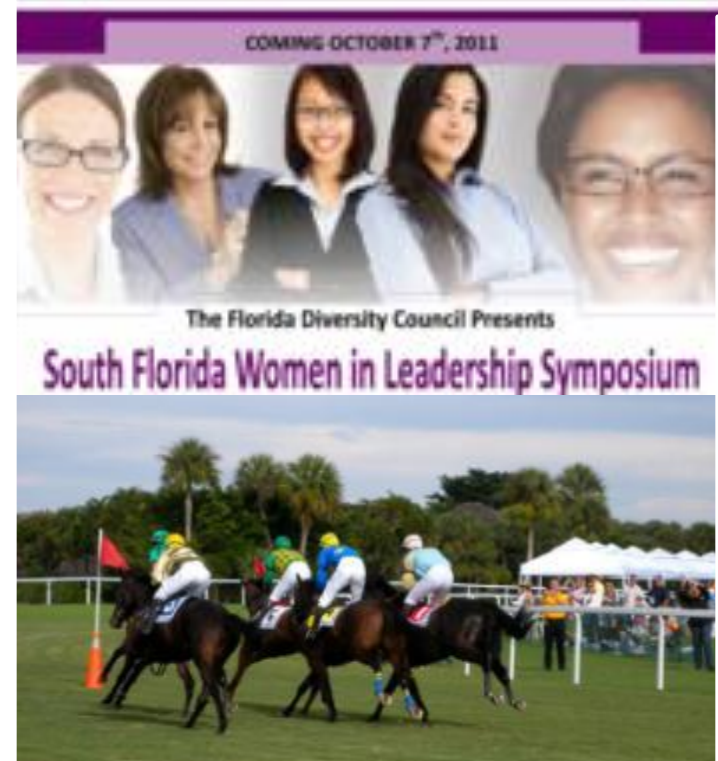
# A vision starts with finding support for shared outcomes...

1. Expand livability choices
2. Promote equity
3. Strengthen environmental resilience
4. Improve health
5. Enhance economic opportunities

[illegible]

# Implementing a vision requires finding a shared destiny

- Educated choices
- Planning culture
- Leadership
- Capacity
- Shared destiny







# Educated choices: underlying dynamics

- Demographics
- ...and changing values
  - Real estate
  - Economic development
  - Community
  - Personal





# Demographics: we built communities for an America that is changing

## Households are changing

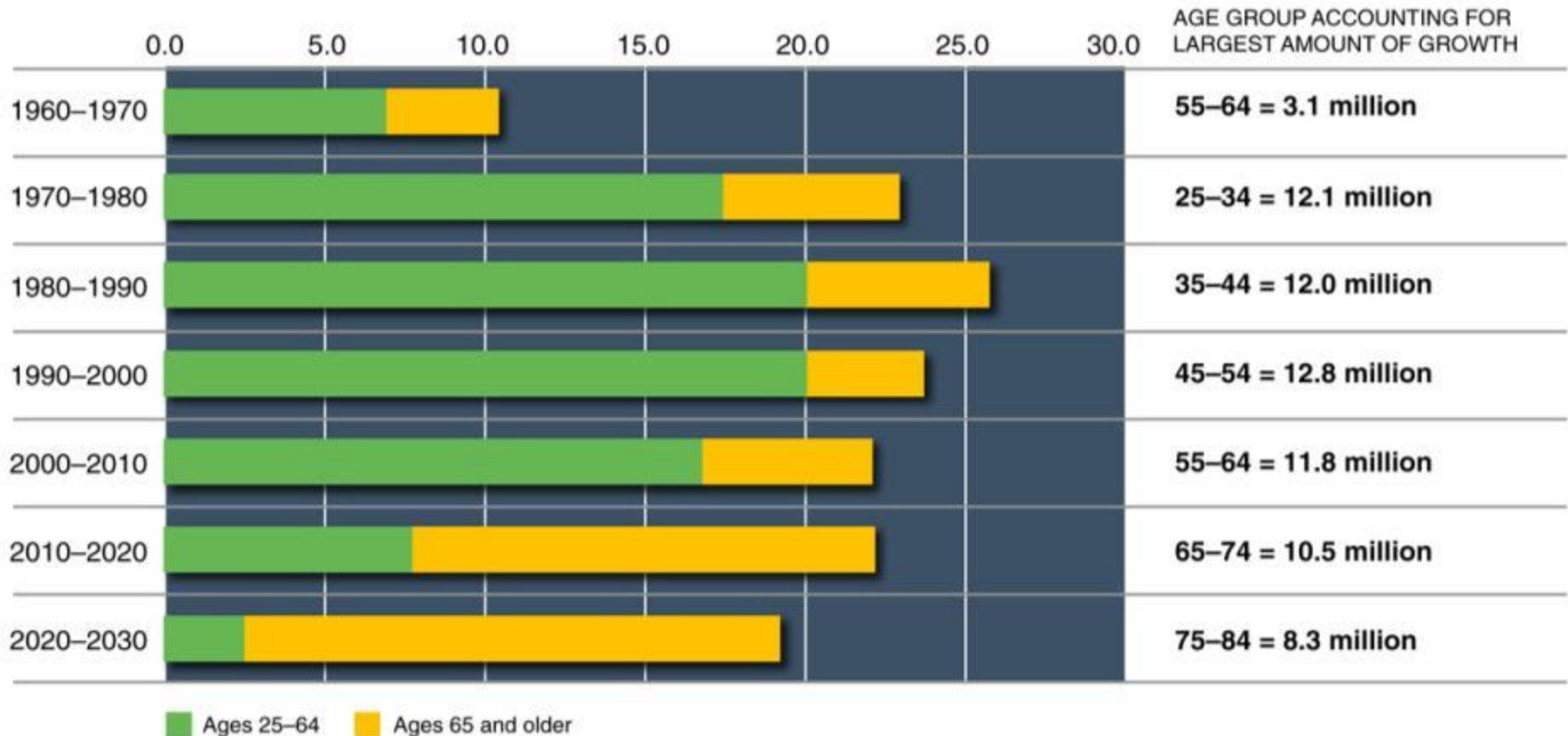
HOUSEHOLD TYPE	1960	2000	2040
<b>US</b>			
HH with children	<b>48%</b>	<b>33%</b>	<b>26%</b>
HH without children	52%	67%	74%
<i>Single/other HH</i>	13%	29%	34%

Source: Arthur C. Nelson, Presidential Professor & Director, Metropolitan Research Center, University of Utah.

# ...the nature of growth is changing

## GROWTH IN UNITED STATES POPULATION 25 AND OVER FOR EACH DECADE FROM 1960 TO 2030 (IN MILLIONS)

SOURCE: U.S. CENSUS BUREAU, 2003B, TABLES 12 AND HS-3.





# ...and becoming far more diverse

**2000-2030: Most  
of South Florida  
growth will be  
people under 35,  
over 65, and non-  
white**



# Values...real estate

- 1950s to 1990s:
  - Golf courses
  - Large backyards
  - Homogeneity
  - Escape from work
- 2000s
  - Main Streets
  - “Social places”
  - Diversity
  - Live near work





# America faces a shortage of urban housing

DEMAND FOR...

LARGE-LOT,  
SUBURBAN  
HOUSING

**2007**



**2030**



SMALL-LOT,  
URBAN  
HOUSING

**2007**



**2030**



# Mixed-use, walkable developments have higher values

GROWTH IN RENTS 2000-07 FOR  
SUBURBAN OFFICE PARKS: **0%**



GROWTH IN RENTS 2000-07  
FOR MIXED-USE, WALKABLE  
DEVELOPMENTS: **+35%**





# Walkable neighborhoods are gaining value



**Riverview public housing redevelopment, Cleveland**

Walk Score' point adds \$600 to \$3,000 to housing prices . For example, in Columbus, Ohio:

89	Weinland Park
89	Victorian Village (\$239,500)
86	Downtown
86	Brewery
86	Italian Village
82	Southside
80	Harrison West
77	University
67	Clintonville (\$188,100)
66	Franklinton

# Economic development

- Carol Coletta: “Economic diversity is job #1 for almost every region in America”
- Educating, retaining and attracting is critical to building and growing a diverse economy
- Over the next 20 years America will educate roughly half the “knowledge workers” employers will need.





# Younger, creative workers want downtown amenities

- 20 years ago, 25- to 34-year-olds were no more likely than the rest of the population to want to live in or near a downtown.
- Today they are 33% more likely.
- “Creative workers” in this age range are 53% more likely.



# Community

***Positive proof of global warming.***



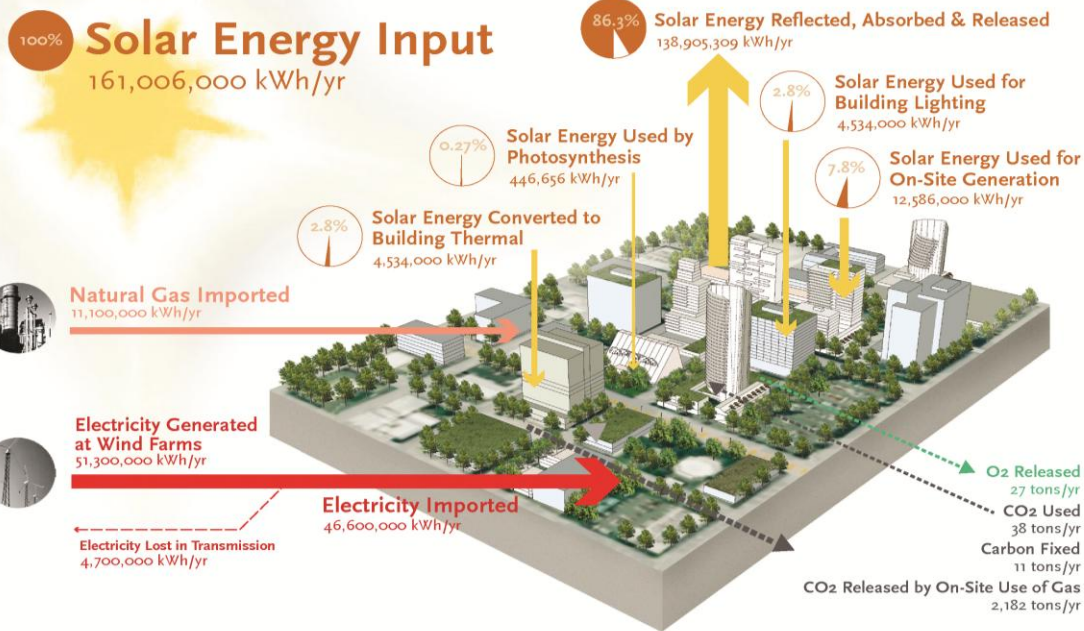


# Water...the indispensable resource



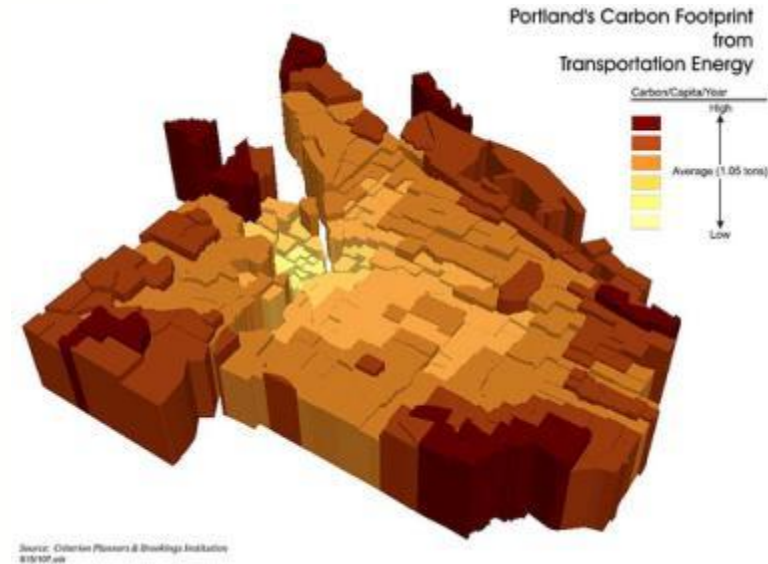
# Compact growth is the key to reducing “carbon footprint”

## 2050 Per Plan Energy Use Conditions



Note: This concept plan is not intended to represent specific planned or required development proposals

**Carbon Balance**  
Net add to atmosphere: 2,144 tons/yr



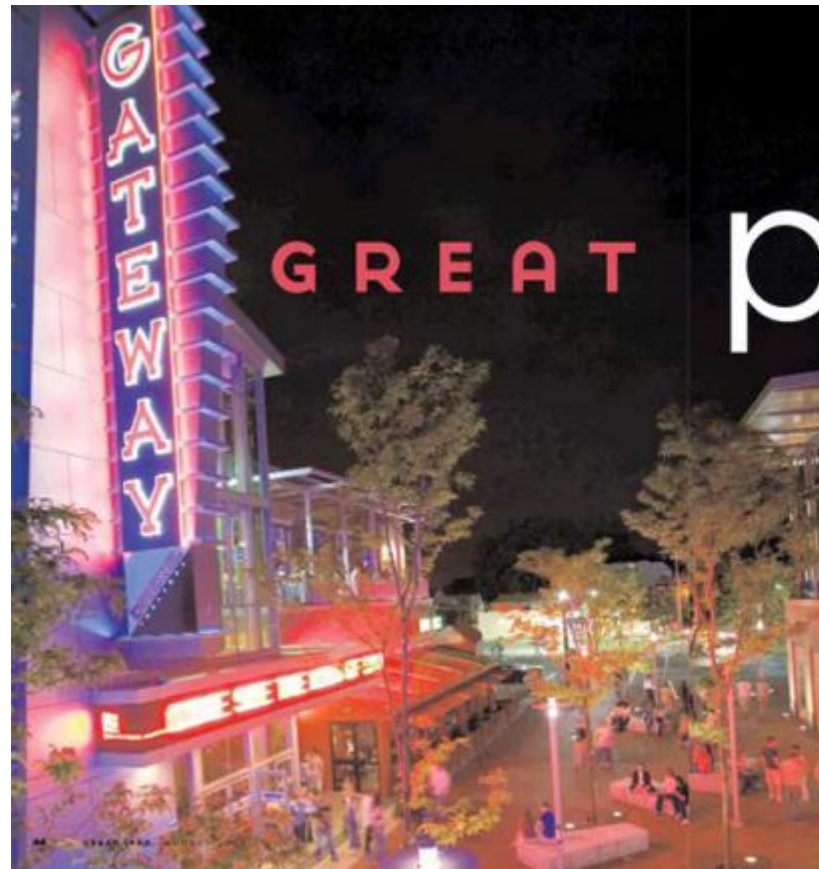
# Think *personally*...act *regionally*

- **Across the region...**
  - **Housing and transportation** ...support suburban and agricultural lifestyles—expand urban, walkable, housing options...and access for every lifestyle
  - **Community assets and culture**...preserve history, culture, diversity...and revitalize places that need to change
  - **Healthy communities**...expand access to walkable lifestyles, choice transportation, fresh food, recreation choices
- **Water, environment, climate change**...manage collectively as region's most fragile...and indispensable resource
- **Regional leadership**... nurture from culture of inclusion, equity, capacity,
- **Education and economic development**... pursue these policies regional to foster individual, shared economic opportunity



# Goody Clancy: working with communities across the US to shape growth and manage change

New Orleans  
Miami  
Atlanta  
Boston  
Chicago  
Shreveport  
Wichita  
Tyler, TX  
Biloxi  
Cleveland  
Kansas City  
Norfolk  
Cincinnati  
Columbus, OH...



**LEGEND**

- Priority Development Area
- Combined Protection/Development Area
- Priority Protection Area
- River and Open-Space Corridor
- Existing Protected Open Space
- Strighten Route
- Atoll Route
- Southern Triangle
- Rapid Bus Route
- Proposed Station
- Proposed Bus-Only Station
- 1-Mile Station Radius
- Existing Commuter Rail
- Existing Stations

**ROADS**

- Interstate
- U.S. Highway
- State Route

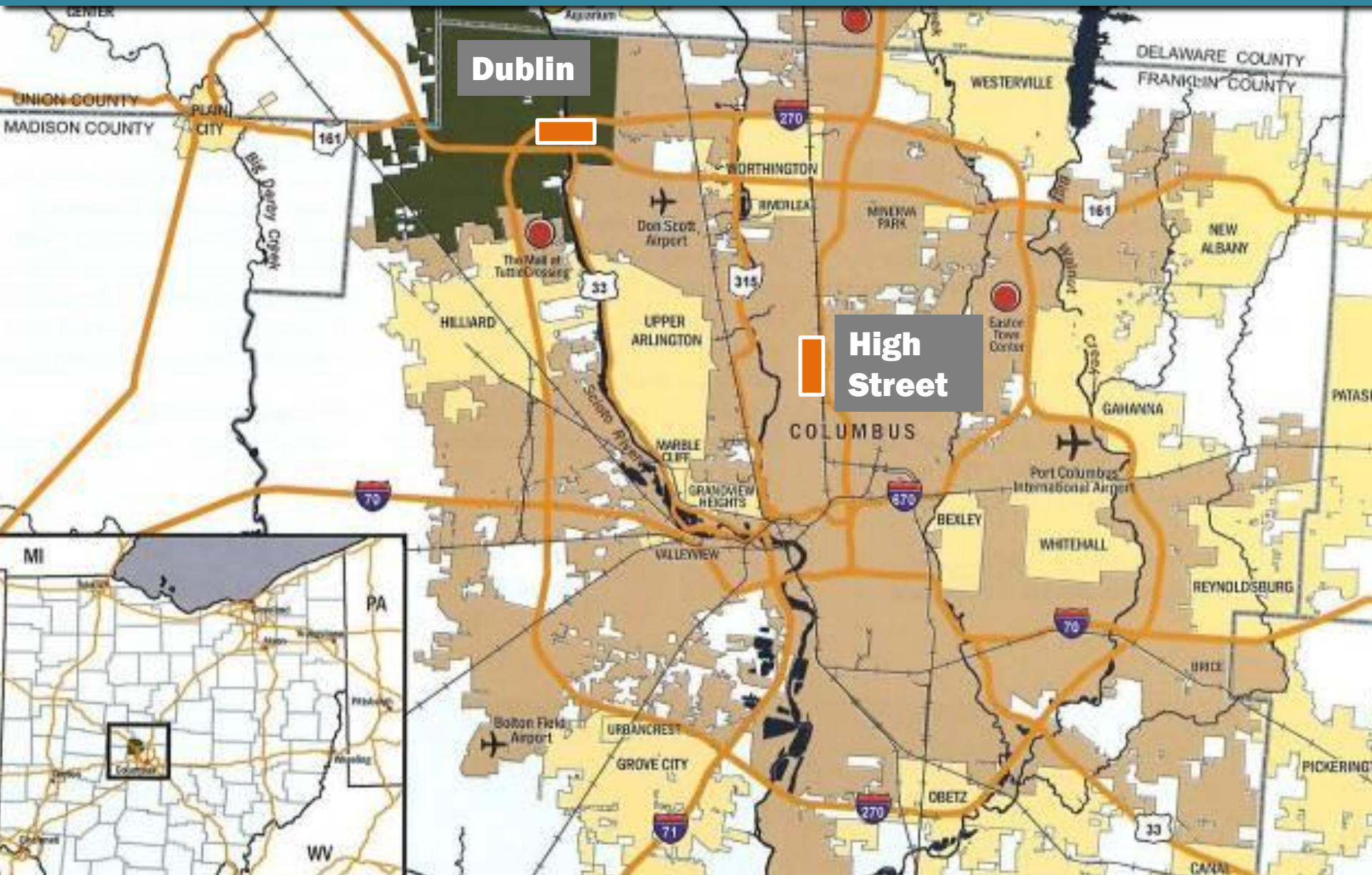
Source: Smart Growth America, 2007; DCRTA, 2007; DCRTA, 2007; DCRTA, 2007

DCRTA



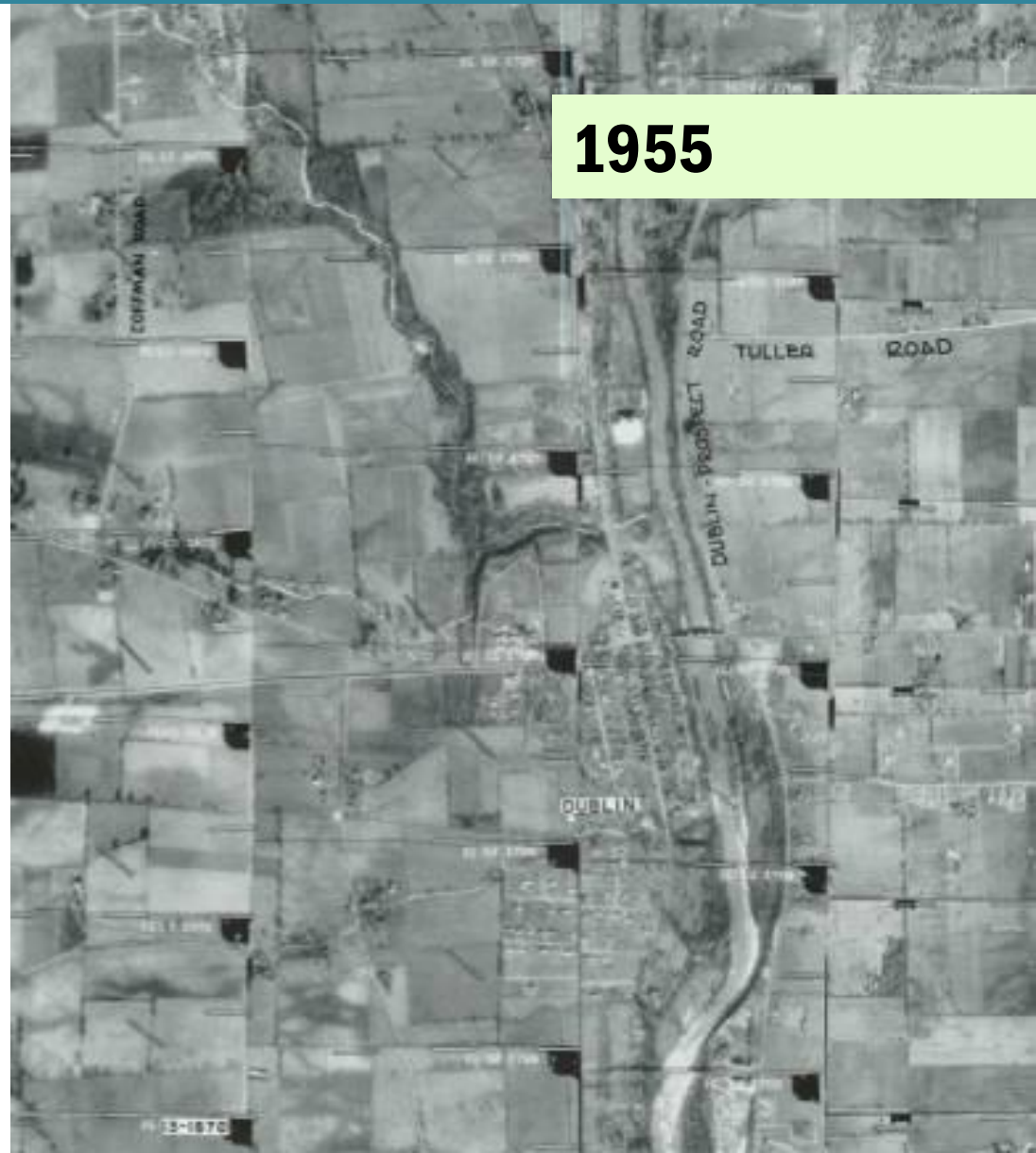


# Reinvigorating an affluent suburb launching an innovation district



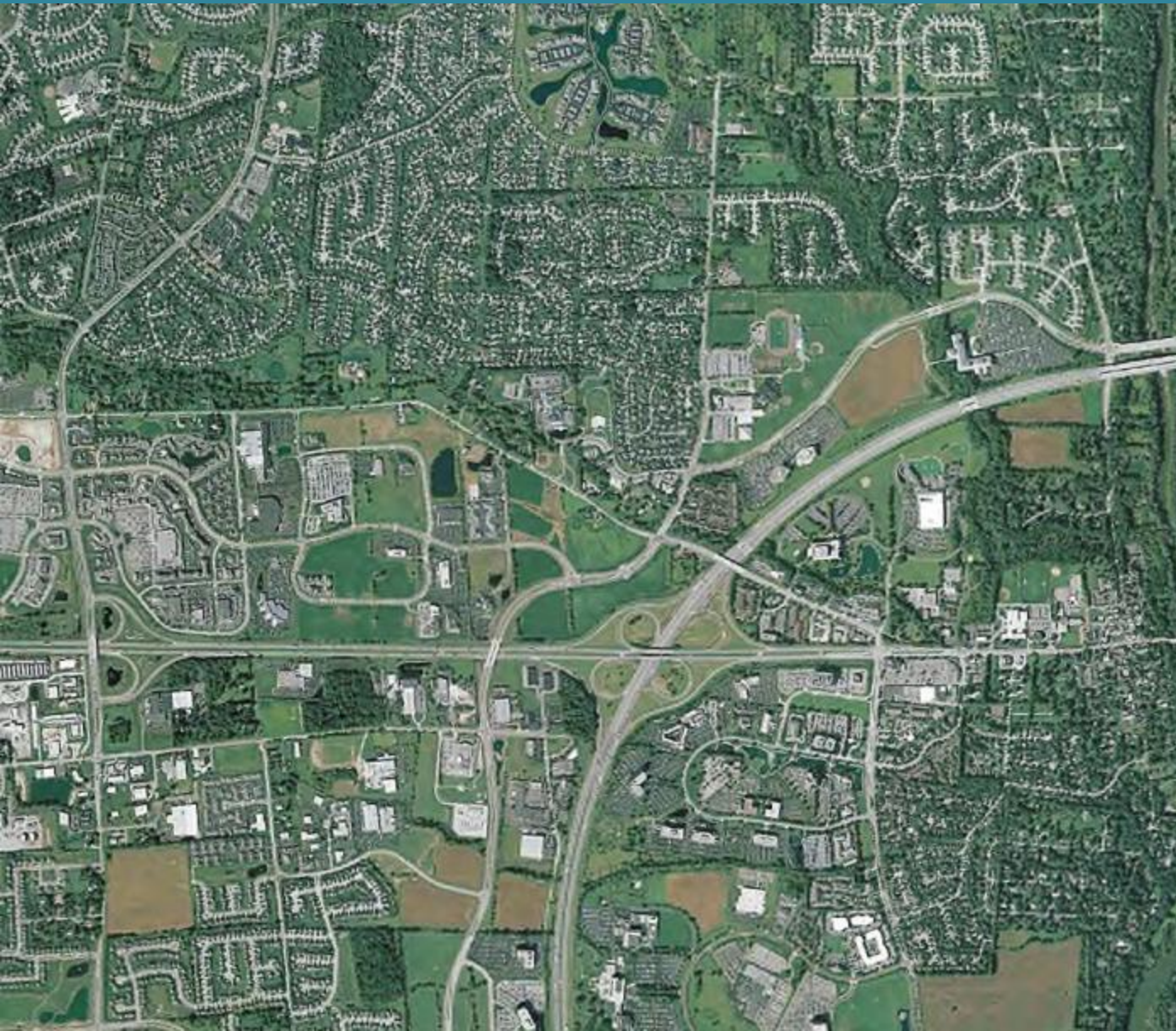


# Dublin...farms outside of Columbus





**...became Ohio's wealthiest suburb**



**2009**



# The suburban model has worked really well...until now



Intelligent  
Community  
of the Year  
2010



Top Seven Intelligent Community, 2010

Fox Business News:  
Top Small City to Start a Business

Forbes.com:  
One of best 25 places to move in 2009

BusinessWeek:  
Top Small City in Ohio to Start a Business

Columbus Monthly:  
Best Suburban Community



# 4% of Dublin's land will host 50% of the community's growth 2010-2050









**Growth is about creating more choices for the entire region**



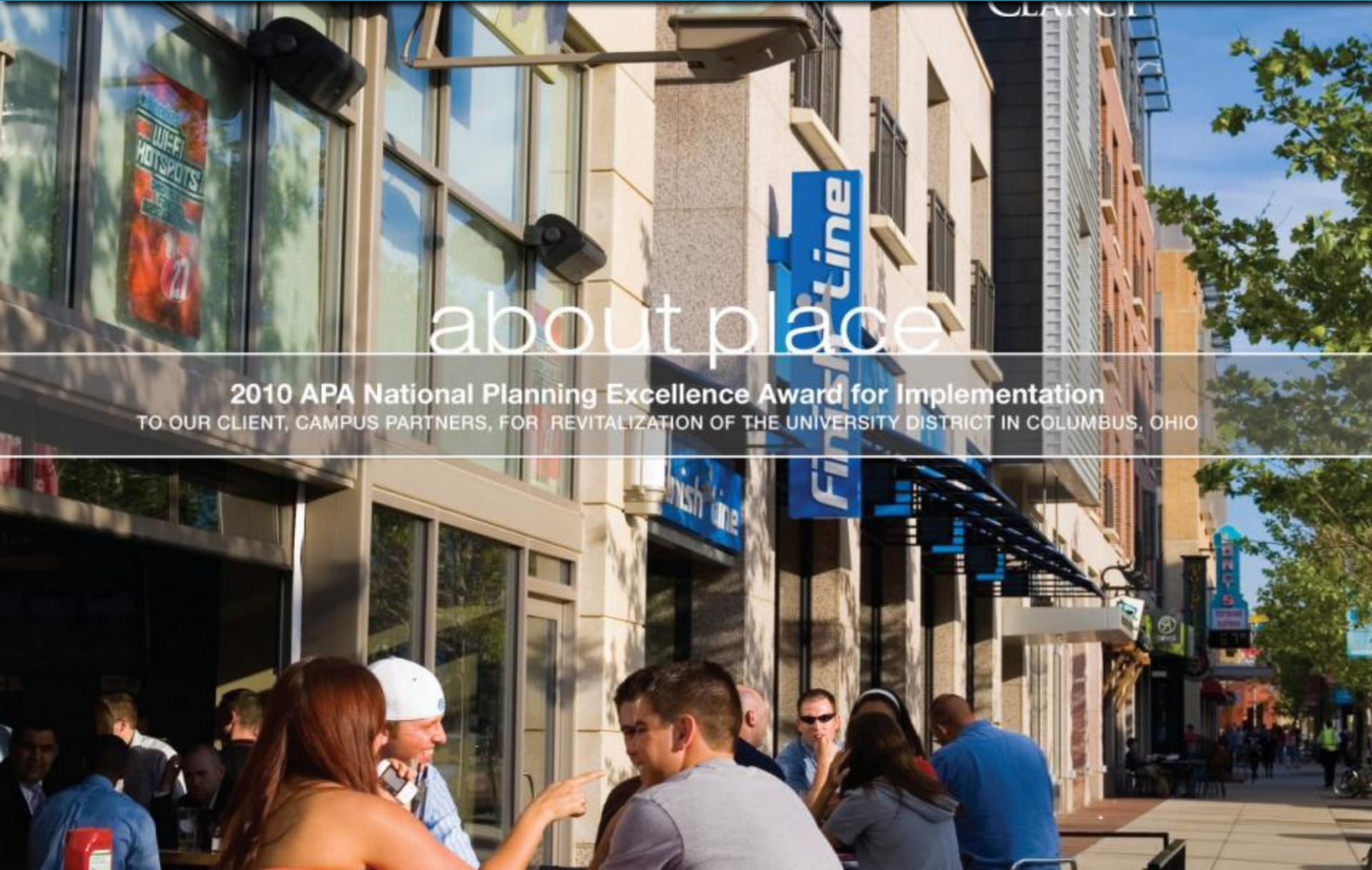


# High Street...creating a heart for the region's innovation economy

about place

2010 APA National Planning Excellence Award for Implementation

TO OUR CLIENT, CAMPUS PARTNERS, FOR REVITALIZATION OF THE UNIVERSITY DISTRICT IN COLUMBUS, OHIO











# New Orleans: support for shared goals from a diverse community

GOODY CLANCY  
ARCHITECTURE  
PLANNING  
PRESERVATION

## THE OFFICIAL POST-KATRINA PLAN FOR THE CITY OF NEW ORLEANS

- > APA 2011 National Planning Achievement Award
- > APA Louisiana 2010 Award for Outstanding Plan—Large Jurisdiction

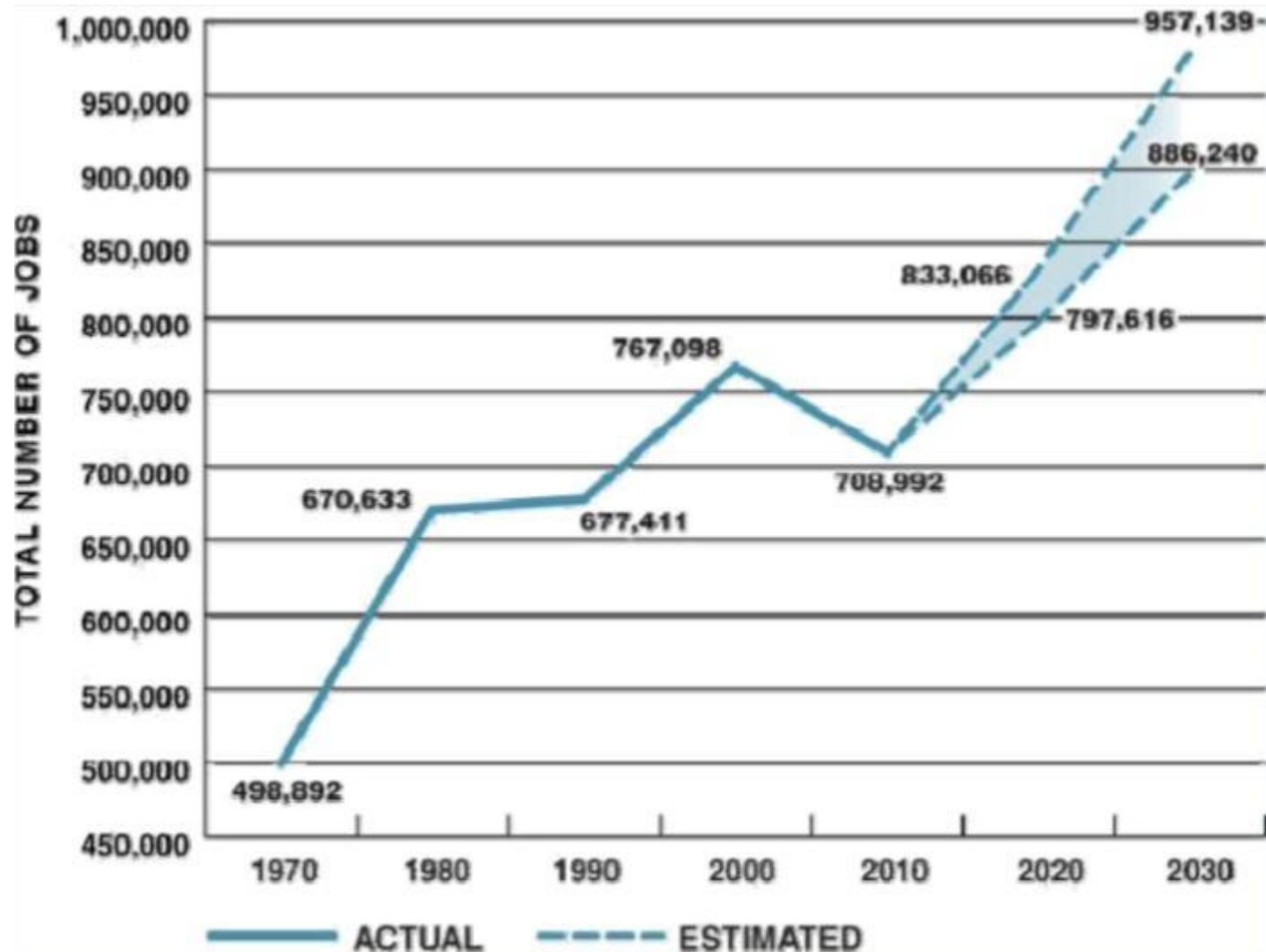






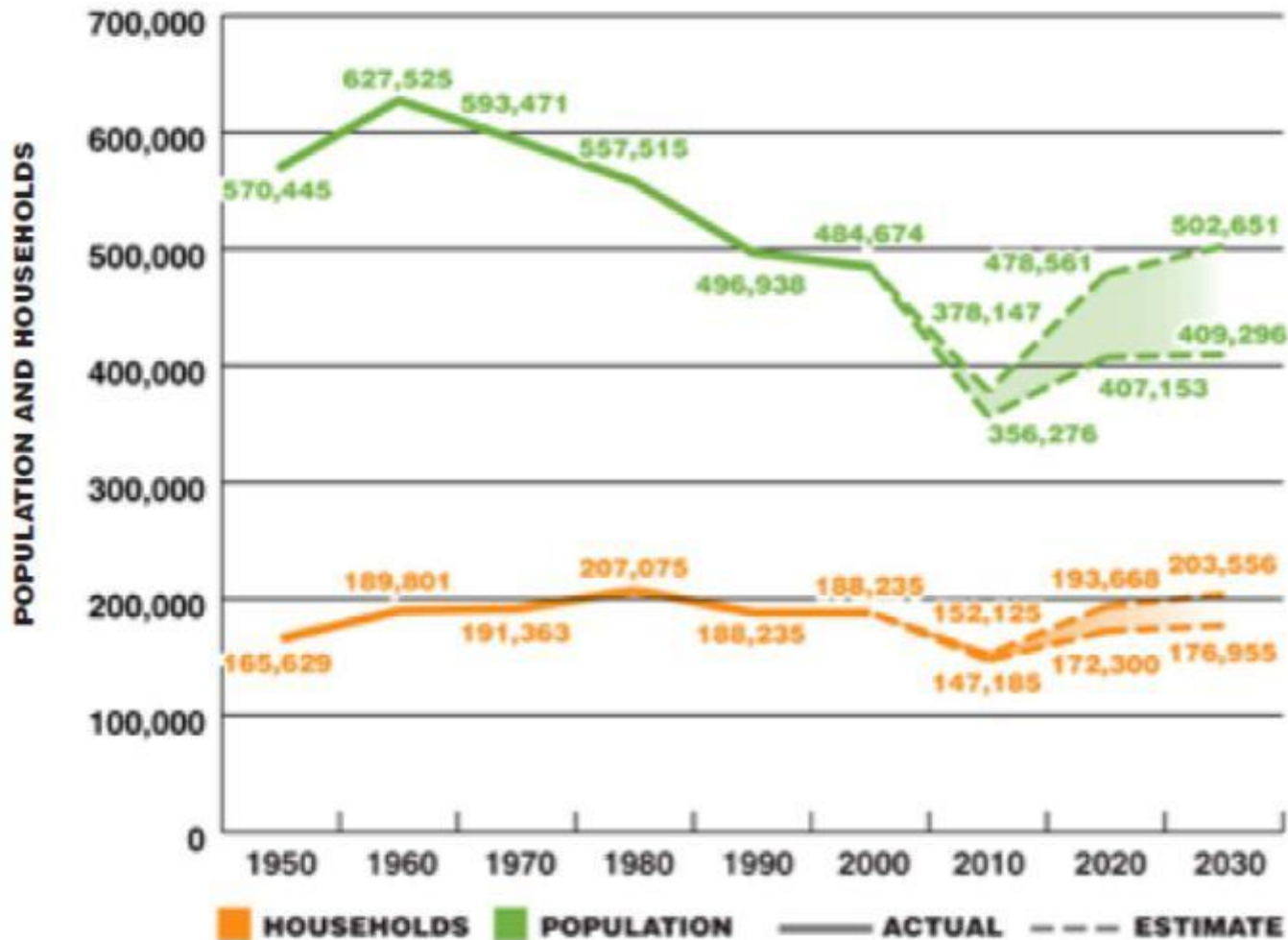


# Planning can make a difference... more jobs



# ...and a chance to “refill” the city

POPULATION AND HOUSEHOLDS IN THE CITY OF NEW ORLEANS, 1950–2030





# Miami Parks: involving and enriching every neighborhood



*Be a part of the most ambitious urban design project ever*



Creating the Blueprint for the **Miami** of the **21<sup>st</sup>** Century

**Saturday, April 16, 2005**

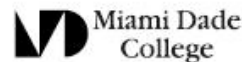
**8:00 am - 12:30 pm**

Miami Dade College Wolfson Campus

Chapman Conference Center • 300 NE 2nd Avenue, Bldg. 3

*Presented by Mayor Manuel A. Diaz and Commissioner Johnny L. Winton, City of Miami*

In Partnership with:



For more information, visit [www.miamigov.com/miami21](http://www.miamigov.com/miami21)

# Planning & Urban Design Awards

## national recognition

### AMERICAN INSTITUTE OF ARCHITECTS

#### Honor Award for Regional and Urban Design

- Boston's Newest Smart Growth Corridor (2007)
- Harvard University/North Allston Strategic Framework for Planning (2005)
- UrbanRiver Visions (2004)
- A Civic Vision for Turnpike Air Rights in Boston (2001)

#### Thomas Jefferson Award for Public Architecture

Awarded to David Dixon, principal-in-charge of planning and urban design (2007)

### AMERICAN PLANNING ASSOCIATION

#### Planning Excellence Award for Implementation

Campus Partners' University District Revitalization (2010)

#### Merit Award

West Broadway Housing

### AMERICAN SOCIETY OF LANDSCAPE ARCHITECTS

#### Award of Excellence for Analysis and Planning

Charles River Basin Master Plan (2001)

### BRUNER FOUNDATION

#### Rudy Bruner Award for Urban Design Excellence

Harbor Point

### CONGRESS FOR THE NEW URBANISM

#### Charter Award

- Clifton Corridor Urban Design Guidelines (2010)
- Boston's Newest Smart Growth Corridor (2006)
- Harvard University/North Allston Strategic Neighborhood Plan (2004)
- UrbanRiver Visions (2003)
- Initiative for a 20/20 Vision for Concord, New Hampshire (2002)
- Cleveland Riverview HOPE VI Redevelopment (2002)
- A Civic Vision for Turnpike Air Rights in Boston (2001)

### INTERNATIONAL DOWNTOWN ASSOCIATION

#### Merit Award in Planning

- Asheville Downtown Master Plan (2010)
- Unified New Orleans Plan—District 1 (2007)

### SOCIETY FOR COLLEGE AND UNIVERSITY PLANNING

#### Excellence in Planning Award

University Village Land Use Plan—Faculty of Arts Sciences, Aga Khan University (2010 Merit Award)  
Clifton Community Partnership Urban Design Guidelines (2009 Merit Award)

Harvard University/North Allston Strategic Framework for Planning (2005)

High Street/University District Plan (2004)

Emmanuel College Endowment Campus Plan (2001)

### URBAN LAND INSTITUTE

#### Special Award for Excellence

Harbor Point

### THE WATERFRONT CENTER

#### Excellence on the Waterfront Award

UrbanRiver Visions (2003)

## regional and local recognition

### AMERICAN INSTITUTE OF ARCHITECTS

#### AIA NEW ENGLAND

#### New England Regional Award

Cabrini-Green Revitalization Plan

#### Outstanding Planning Award for Comprehensive Planning

A Civic Vision for Turnpike Air Rights in Boston (2000)

### TEXAS SOCIETY OF ARCHITECTS

#### Citation of Honor

Tyler 21 Comprehensive Plan

### AMERICAN PLANNING ASSOCIATION

#### APA CONNECTICUT

#### Community Development Award

Quinnipiac Terrace/Riverview HOPE VI Redevelopment (2003)

#### APA FLORIDA

#### Award of Merit

Miami Parks and Public Spaces Master Plan (2007)

#### APA GEORGIA

#### Outstanding Implementation Plan Award

West Savannah Revitalization Plan (2007)

#### APA ILLINOIS

#### Excellence in Planning Award

Near North Redevelopment Vision, Plan and Guidelines (2003)

#### APA KANSAS

#### Sod Award

Wichita's Mayor Carl Brewer for his work on the Wichita Downtown Master Plan (2010)

#### Outstanding Planning

- South Coast Rail Corridor Rail (2009, President's Award)
- A City-Building Vision for Lowell's Hamilton Canal District (2009, Social Advocacy)
- Concord-Alewife Plan (2006, Planning Project)
- Advancing Downtown Attleboro (2006, Planning Project)

#### Excellence in Planning

Brookline Comprehensive Plan (2005)

#### Award for Comprehensive Planning

- Wellesley Comprehensive Plan (2007)
- A Strategic Action Plan for Plymouth (2004)
- Fort Point Channel Plan (2003)
- Charles River Basin Master Plan (2002)
- Quinnipiac Terrace/Riverview HOPE VI Master Plan (2002)
- Eastern Cambridge Planning Study (2001)

#### Social Advocacy Award

- Hamilton Canal District Neighborhood Visioning Plan (2009, Honorable Mention)

### APA NORTH CAROLINA

#### Outstanding Comprehensive Planning in a Large Community

Downtown Asheville Master Plan (2010)

### OHIO PLANNING CONFERENCE

#### President's Award

Rebuilding the Uptown Neighborhood (2005)

### APA UPSTATE NEW YORK

#### Outstanding Comprehensive Community Plan

Jamestown Urban Design Plan (2007)

### BOSTON SOCIETY OF ARCHITECTS

#### Campus Planning Award

Clifton Community Partnership Urban Design Guidelines (2008)

#### Urban Design Award

- A Civic Vision for Turnpike Air Rights in Boston (2001)
- Cleveland Riverview HOPE VI Redevelopment (2001)
- Charles River Basin Master Plan (2001)
- Federal Courthouse Area Master Plan
- MIT University Park Master Plan

### CONGRESS FOR THE NEW URBANISM

#### CNU NEW ENGLAND

#### New England Chapter Award

Boston's Newest Smart Growth Corridor (2006)

### COMMONWEALTH OF MASSACHUSETTS

#### Governor's Smart Growth Innovation Award

- Master Plan for Salem's North River Canal (2005)
- Concord-Alewife Planning Study (2005, honorable mention)



# HOW WE WILL WORK WITH YOU



# Process and product

## IMAGINE

visioning with regional stakeholders

## PLAN

creating the blueprint

## ACT

thinking about implementation from the beginning



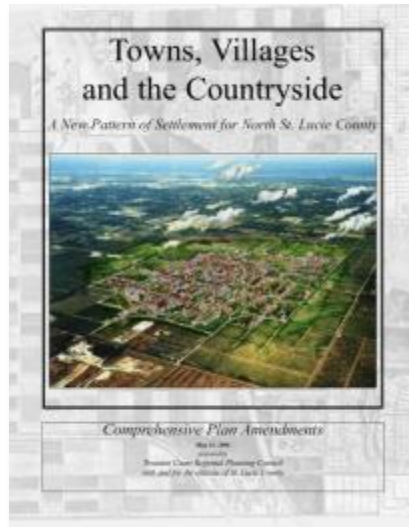
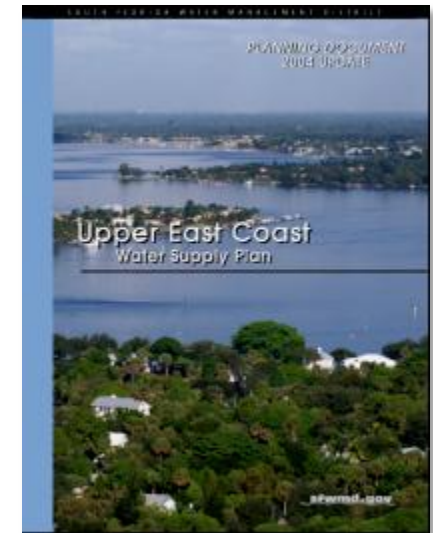
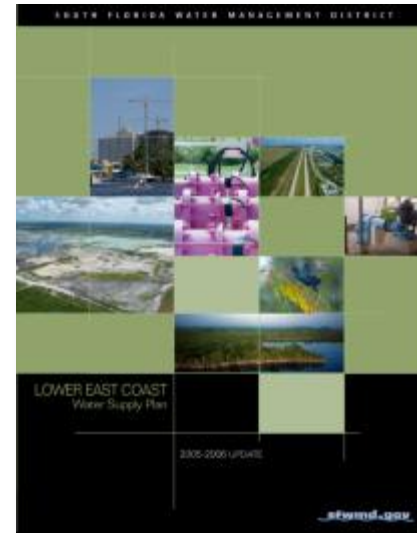
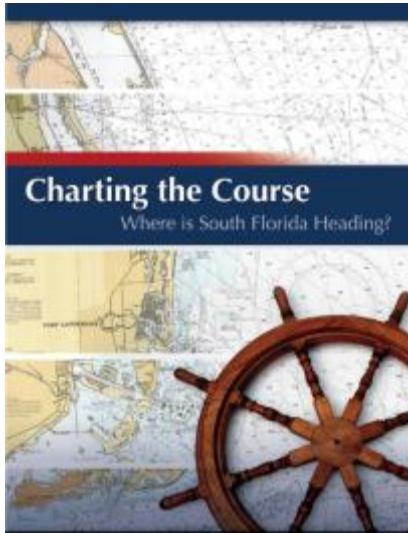
**imagine**

# Building, modeling, engaging

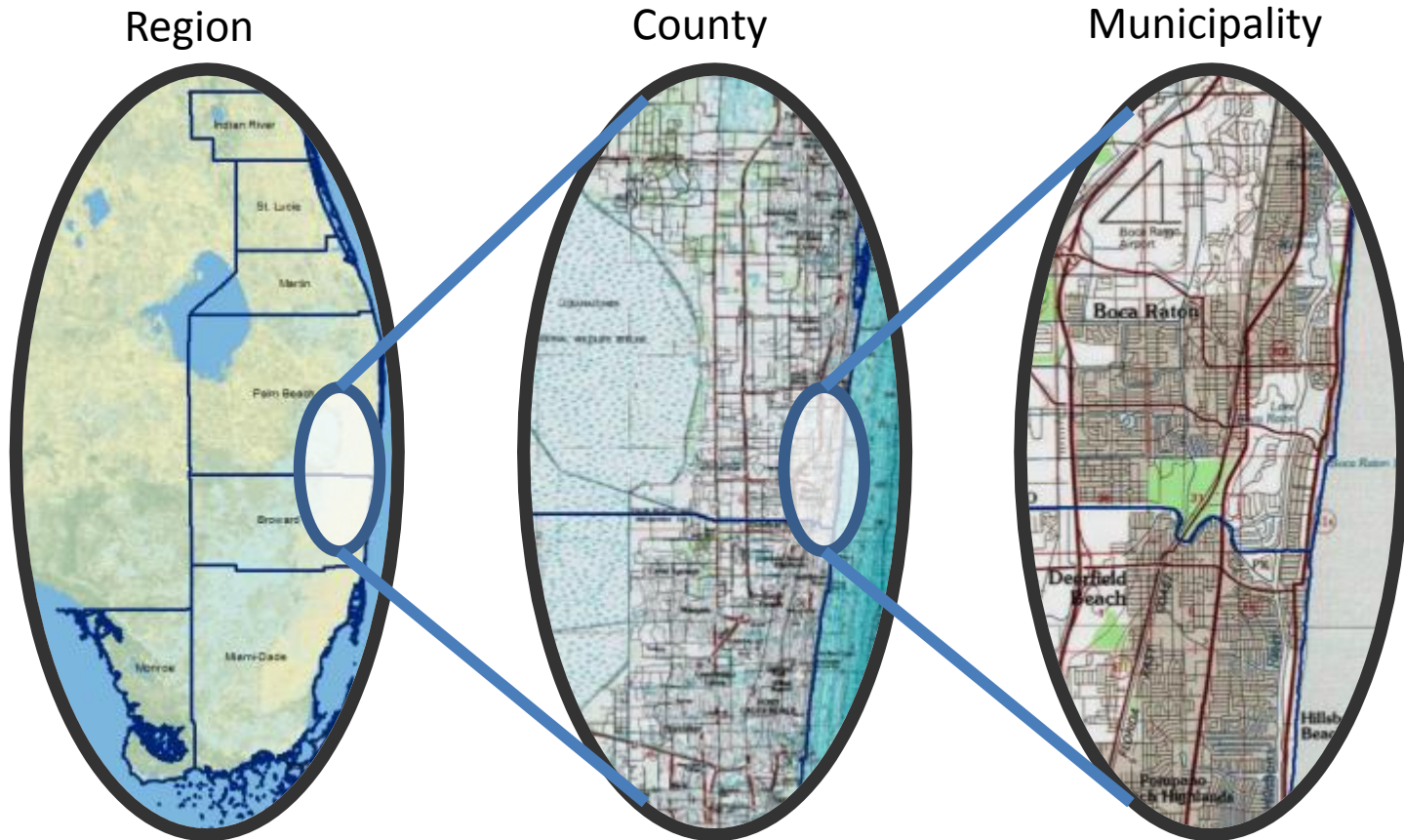
- Regional Resource Library - build on previous plans
- Data warehouse
- Values and indicators
- Regional Scorecard of present conditions
- Trends extended scenario
- Alternative scenarios
- Engaging grassroots and “grasstops” in workshops and summits



# Build on previous plans



# Plan across scales





# Regional workshops and summits



# Innovative workshop tools, such as...



- Brainstorming tools
- Keypad polling
- Interactive touch-tables
- Feedback via cellphone





# En español también...et kreyol...

Create New List I II III You are logged in as Default Group in Default Topic

## Valores

[create new idea](#)

1. La diversidad debe se adaptada en todas sus formas
2. Cooperación, un espíritu de cooperación para lograr los mejores resultados
3. Diversidad
4. Ofrecer un currículum diverso. Mas ala de los académicos, empezar en ECE. (Teatro, danza, arte, banda, tecnología)
5. Unidad – un sentido de unidad donde todos en la comunidad trabajan juntos para lograr el existo académico.
6. Expectativas altas generan un comromiso y responsabilidad para los estudiantes y la comunidad.
7. Un curriculum robusto y riguroso.
8. Exito para todos los ninos
9. El valor de la educación como una ventana para entender al mundo
10. Escuelas del vecindario de alto rendimiento que reflejan la diversidad del vecindario y la comunidad en los estuniantes y en la comunidad escolar.
11. Colaboraciones
12. Confianza
13. Transparencia y mejor acceso
14. Comunicación entre todos en la comunidad aunque tengan un hijo/a en la escuela o no.
15. Involucrar a todos y el como mantenerlo al tanto
16. Orgullo y respeto – respeto mutuo entre todas las culturas
17. Dar e inspirar poder y orgullo.
18. Mas mensajes en involucracion en la comunidad y apoyo para desarrollar familias fuertes.
19. Centrarse en el estudiante con la participacion de los padres.
20. Oportunidades iguales y avenidas para tener exito.
21. Desarrollar estudiantes que estan orientados en civismo, usando experiencias del mundo reales para que puedan involucrarse en la escuela, la comunidad, etc. y que se conviertan en ciudadanos globales.

[textify](#) [create polling slide](#) [create lists from ideas](#) [sort by score](#)

Create New List I II III You are logged in as Default Group in Default Topic

## Values - English

[create new idea](#)

1. Diversity embracing in all forms
2. Cooperation, a spirit of cooperation to achieve the best results
3. Diversity
4. Offer diverse curr., beyond core academics, beginning in ECE (theater, dance, art, band, choir, tech)
5. Unity – a sense of unity where all stakeholders within the community are all working together to achieve academic success.
6. High expectations convey a commitment and responsibility to the students and community.
7. Rigorous and robust curriculum
8. Success for every child
9. The value of education as a window to understand the world
10. High performing neighborhood schools that reflect diversity of neighborhood community in student and teaching pop.
11. Partnerships
12. Trust
13. Transparency and accessibility
14. Communication among all stakeholders whether they have children in the schools or not.
15. Accountability and engagement
16. Pride and respect – mutual respect of different cultures
17. Empowerment and pride
18. Community outreach/support for strong families
19. Student centered with parent participation
20. Equal opportunities and avenues to success
21. Develop early civic oriented students using real world experiences so they will actively engage in school, community, etc and become global citizens

[textify](#) [create polling slide](#) [create lists from ideas](#) [sort by score](#)

# CommunityViz – customized scenarios



- Popular and award-winning GIS-based scenario planning tool
- Models multiple systems, relationships, and uncertainties
- Powerful-yet-flexible framework makes analysis local and relevant
- More spatial than spreadsheet-based systems; easier to use than “heavyweight” models
- Highly visual and interactive



# CommunityViz – customized scenarios

Analysis Wizards

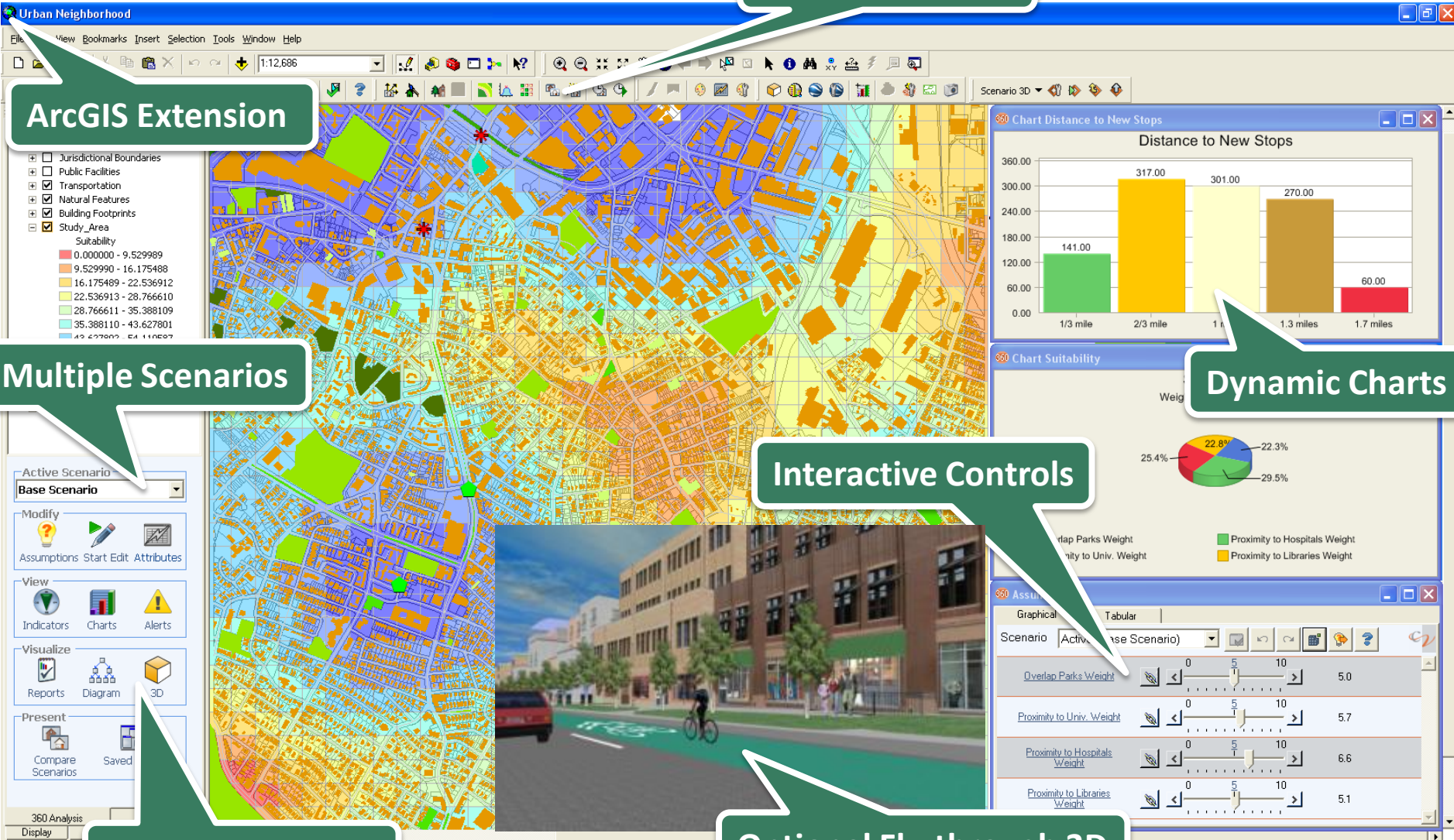
ArcGIS Extension

Dynamic Charts

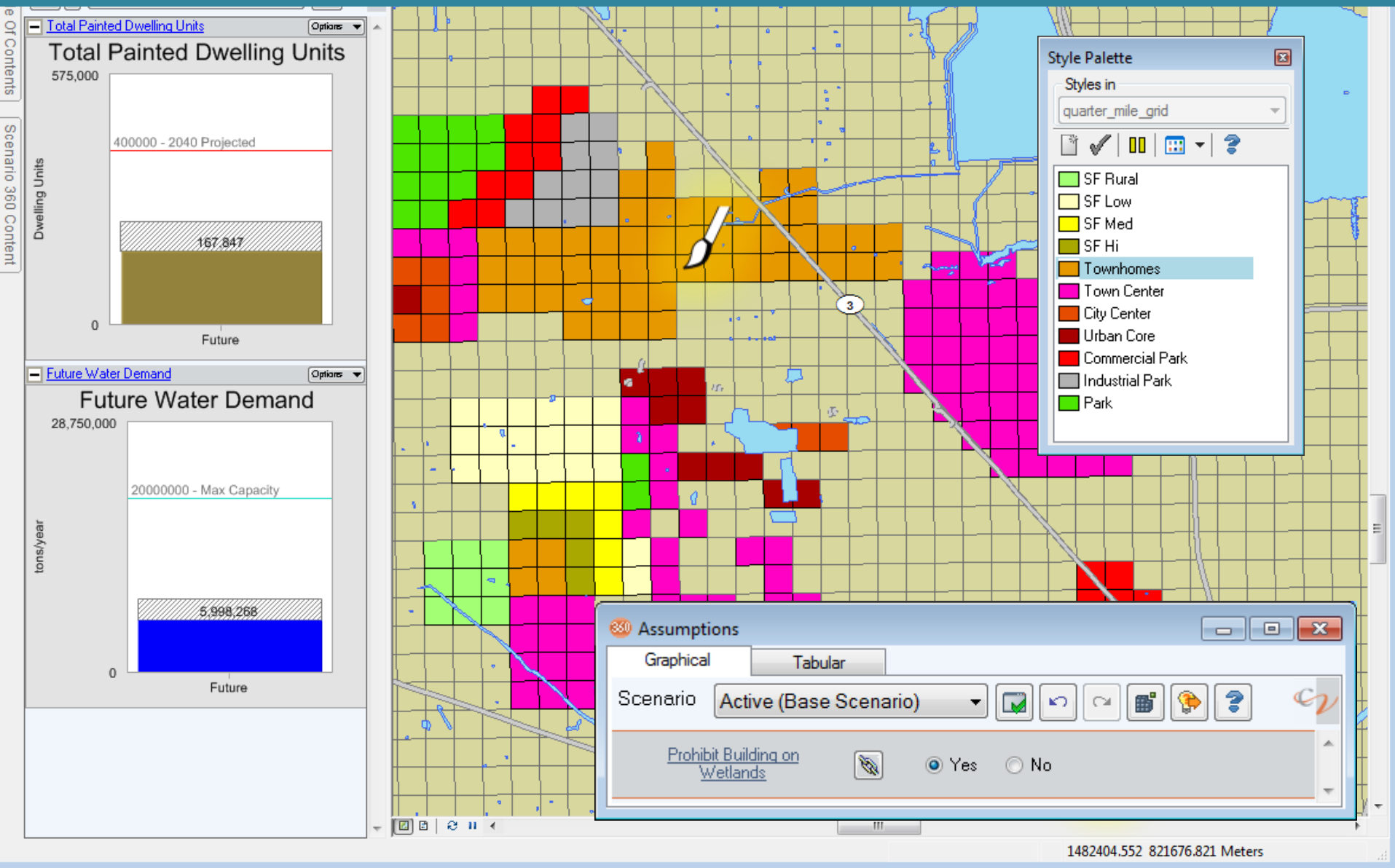
Interactive Controls

Intuitive Interface

Optional Fly-through 3D

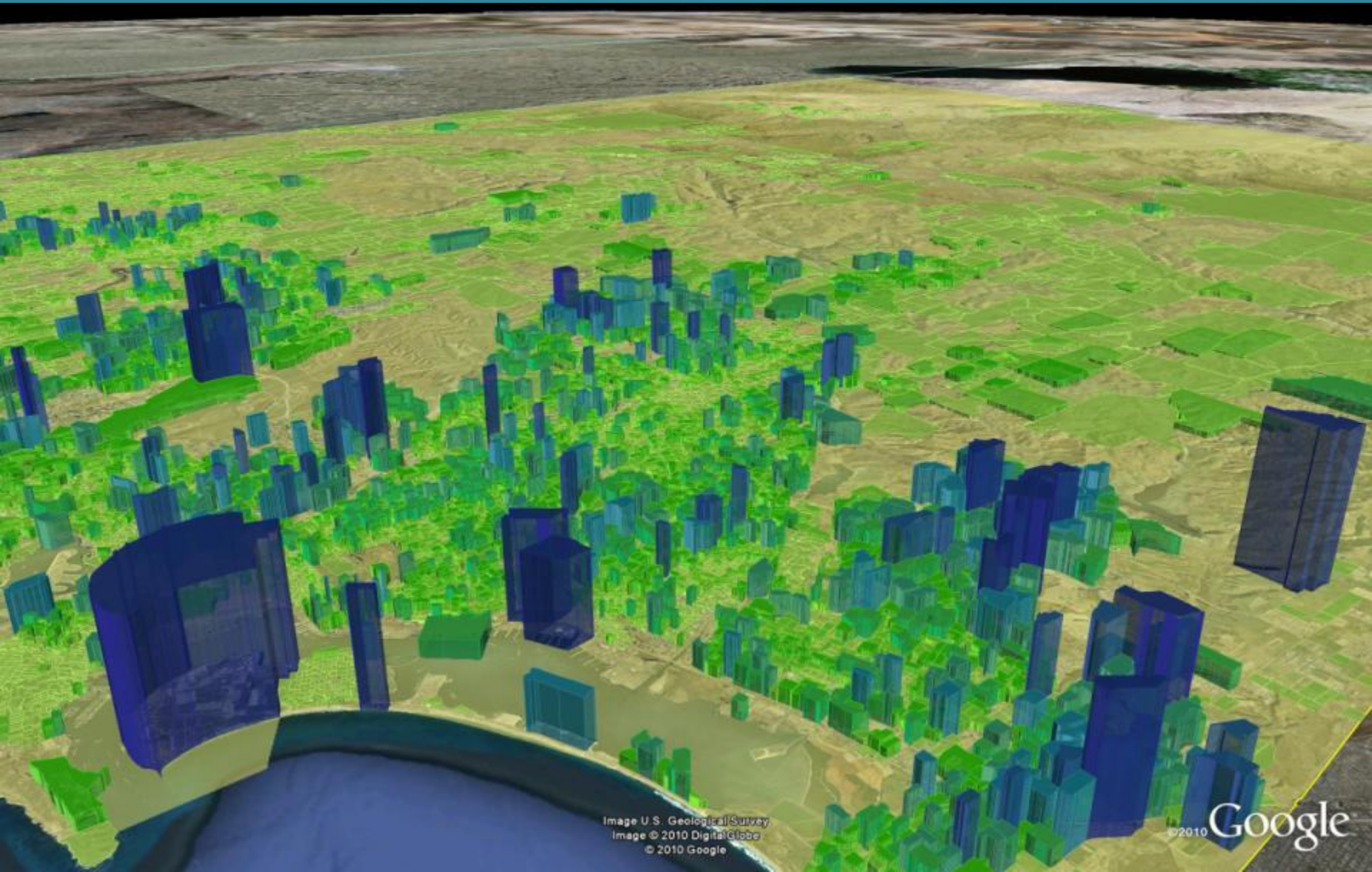


# Interactive sketching





# Rich visuals





# Regional vision



"Our master plan is a map for our journey into a flourishing future. Given as a sacred trust to every leader and decision maker. It empowers and challenges every citizen to participate in a shared vision that is our gift to future generations."  
SHREVEPORT RESIDENT

connection community collaboration communication

## GREATER SHREVEPORT'S VISION FOR THE 21ST CENTURY

In 2030, greater Shreveport is the dynamic, creative and flourishing powerhouse of the ArkLaTex region. Our region combines the economic opportunity, diversity and cultural excitement of a growing city with the friendliness of a small town.

Our neighborhoods—safe, clean and welcoming—are connected by shared civic spirit and by a network of inviting public spaces and transportation choices. Downtown and nearby neighborhoods in the city core are vibrantly alive with residents and businesses in historic and new buildings. A revitalized waterfront district links Caddo Bayou and the city center to Shreveport's origins on the banks of the Red River. Underutilized properties throughout the city have been restored to community use with housing, shops, offices, or parks and other public spaces. Downtown and our diverse neighborhoods offer attractive and affordable choices for young singles and couples, families with children, empty nesters, and retirees.

Because of its culture of excellent education and access to lifelong learning,

from the cradle to the senior years, the Shreveport-Caddo area has the qualified workforce to support an expanding 21st century economy. Established and emerging industries, such as natural gas, manufacturing, education, biomedicine, cyber security, green building and energy, health care, tourism, film production, and digital media depend on local talent and entrepreneurial start-ups nurture new industries. As a transportation crossroads of rail lines and highways, including an extended I-49, and with a successful river port, we reach out to the nation and the world.

Shreveport is the "greenest" and healthiest city in the South, committed to resource and energy sustainability and enhancing access to healthy lifestyles. Our landscape is enriched by a natural network of greenways and bayous offering recreation in nature. Shreveport's youth and college graduates, as well as newcomers, are proud of their beautiful city, cohesive community, and culture of opportunity. All citizens choose to be part of an innovative city on the move.

"Looking simultaneously through the present and the future is how we create new worlds and make them real. We must see ourselves holding hands in the present to hand future generations a sustainable and beautiful Shreveport.... The vision statement is like a candle bringing light to a room that has been dark too long...It's what makes a stack of paper and detailed plans come alive and engage the energetic participation of our citizens. [In writing a vision] we are striking the match that will ultimately light the way to the life our grandchildren hope for."

WORDS OF A SHREVEPORT RESIDENT WORKING ON THE VISION STATEMENT

## PRINCIPLES TO GUIDE THE GREAT EXPECTATIONS 2030 PLAN

### Connected people and places

- Connect people in different neighborhoods and across barriers of race and class to work together for the benefit of the whole Shreveport-Caddo area.
- Connect our natural features in a usable network of greenways and blueways.
- Provide safe and efficient transportation choices including alternatives to the car, such as bicycle and pedestrian routes, and enhanced public transit.



### Fairness and opportunity for everyone

- Make every neighborhood a "neighborhood of choice" with excellent infrastructure, services, and amenities.
- Balance educational and economic access and opportunity for all residents.



### Strengthened assets and enhanced possibilities

- Support, maintain and expand on the economic and community assets that sustain our area today. Create a community with easy access to all aspects of community life—work, travel, cultural events, recreation, shopping, and faith-based and non-profit opportunities.



### Good stewardship of our natural and cultural heritage

- Protect the quality of the water, air, and landscape.
- Build greater understanding of our historic roots through organized preservation and historic heritage activities and incentive programs.
- Support arts and culture as a source of community pride and a distinctive economic competitive advantage.

### A green and healthy community

- Promote cleaner energy and resource sustainability.
- Maintain and improve existing infrastructure before expansion to new areas.
- Encourage healthy lifestyles through access to nutritious food and a wide range of healthy activities that meet the diverse needs of our population.



### High standards of quality in development and design

- Develop a "culture of planning" where decisions are based on a set of principles designed to attain the community's vision.
- Make public investments a model of quality, excellent design, and long-term vision.
- Promote and enforce quality design standards in private development regulations.



### A business-friendly environment

- Establish policies that create the conditions and climate to support the growth of local businesses and attract investment and entrepreneurship.
- Streamline regulations while preserving appropriate safeguards to our resources and quality of life.



### A community of learners

- Make Shreveport-Caddo a center of lifelong education and learning for all its citizens, young and old, from the first explorations all the way through advanced training and degree programs.

### Strong local and regional partnerships

- Partner among government, business, institutions and nonprofits to achieve master plan goals.
- Promote collaboration among governmental entities as well as communities across the entire metropolitan region to work toward a shared vision.
- Reach out to partner with other regions to grow and sustain our economy.



### Communication, transparency and community participation

- Promote civic engagement of all community members, with an emphasis on engaging young people.
- Keep residents, businesses and others informed about community measures (quality of life indicators, both good and bad), decisions and options.
- Expand community participation in decision-making—every voice counts.

### Shreveport-Caddo 2030 planning area





**plan**

# Regional blueprint strategies

## **Mount Auburn Associates**

- Economic development
- Workforce and education

## **Miami Economic Associates**

- Equitable housing

## **Kittelson & Associates**

- Long range transportation

## **Arup**

- Regional water supply
- Climate resiliency

## **Goody Clancy**

- Environmental stewardship
- Community assets
- Healthy communities
- Regional leadership
- Putting it all together



# Economic base and workforce development



# Growing the regional economy

- Strengthen and build on current industries and add value
- Develop research base and promote tech transfer
- Create entrepreneurial ecosystem
- Construct 21<sup>st</sup> century infrastructure
- Raise workforce skills at all levels and align with industry needs



# Quality of life and regional coordination

- Provide quality of life that attracts talent
- Incorporate sustainability
- Strategies sensitive to local differences—suitable to rural and urbanized areas--while capitalizing on regional synergies
- Promote collaboration among key stakeholders

# Housing





# Diversity of housing types and housing tenure

Mixed income environments

Leveraging private sector development to produce affordable housing



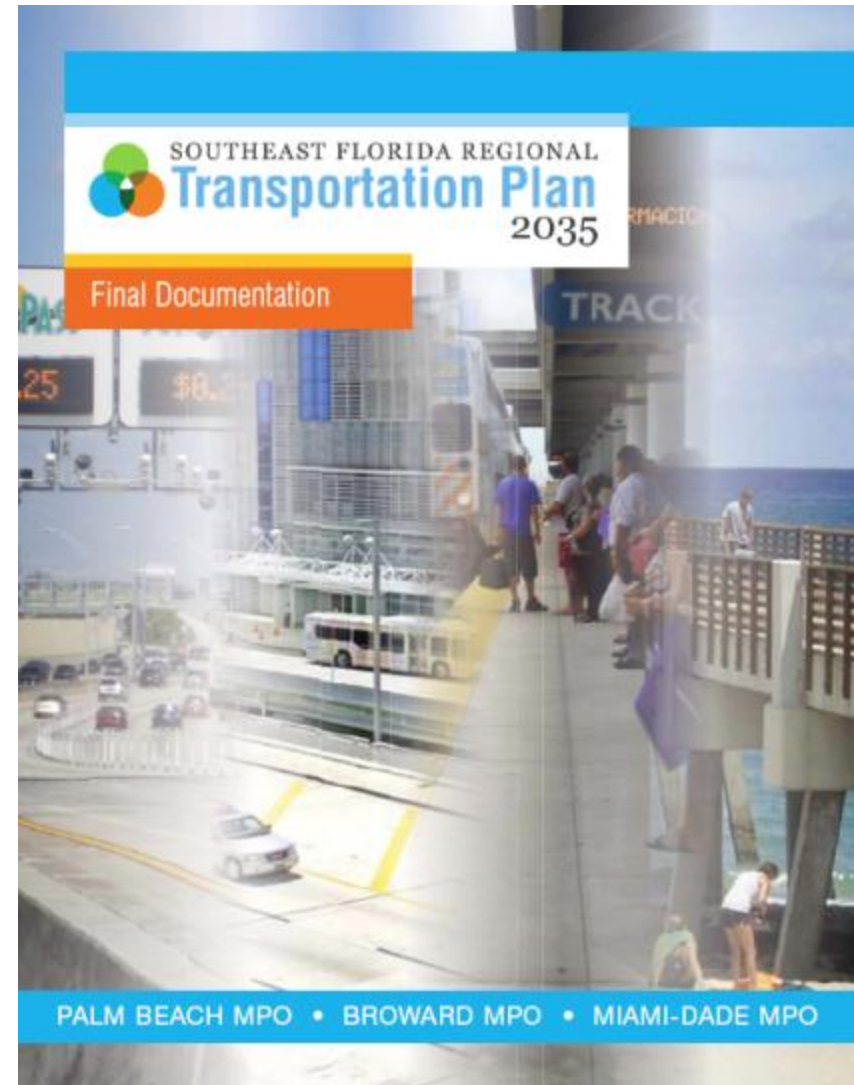
# Transportation and mobility





# Lessons Learned from the SE Florida Regional Transportation Plan

- Data rich, technically strong--but information poor
- Regional transportation planning needs:
  - Consistent collaboration
  - An all-encompassing regional approach
  - Effective land use integration



# Connecting transportation and land use

Home

Work



Shopping

The regional vision and blueprint brings all the players to the table:

- How does our current transportation system serve our society? What needs to change?
- How does our transportation system support the multiple facets of our regional vision?
- How do we guide decisions being made about our system over the next 50 years?



# Transportation and land use...





# Transit across the region





# Enhanced corridors and complete streets





# Water

*Welcome to South Florida*

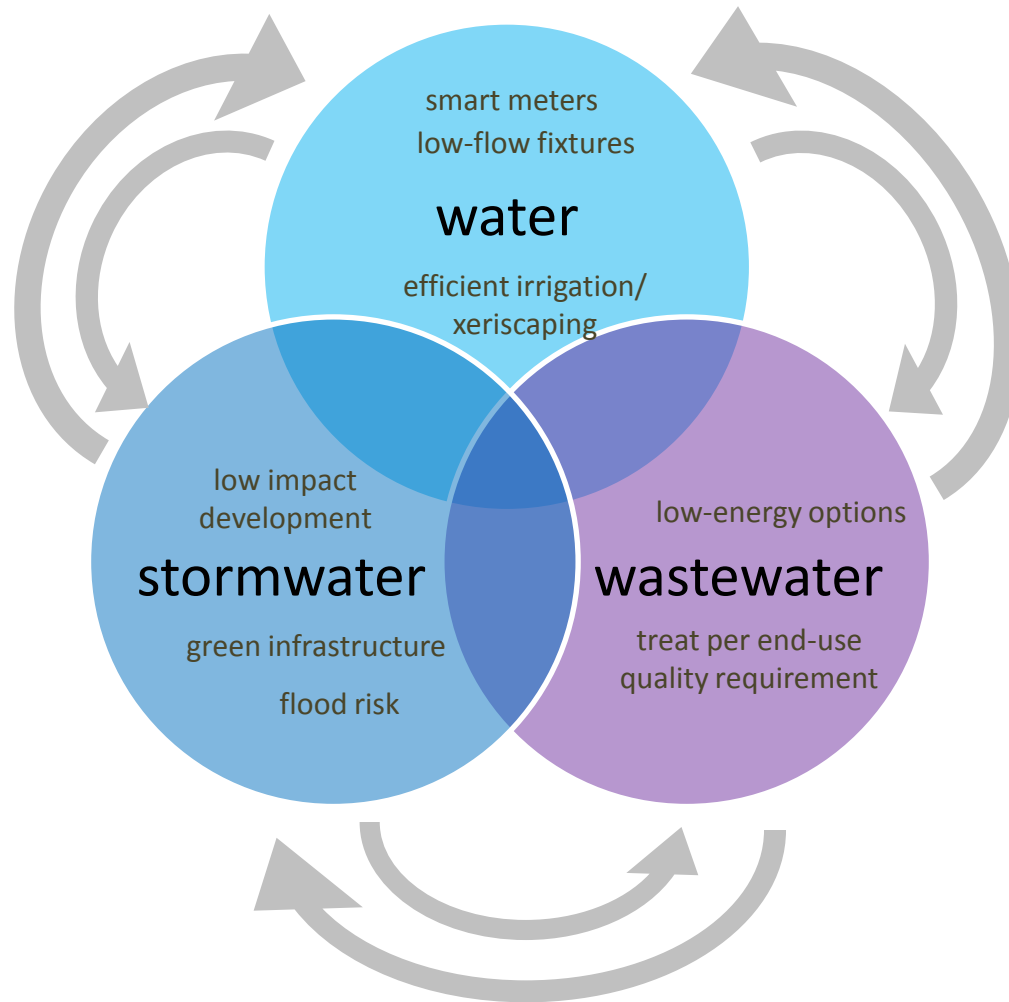
**“I turn off the water while  
I’m brushing my teeth!”**



**DO YOUR PART, CONSERVE WATER.**



# Integrated water systems

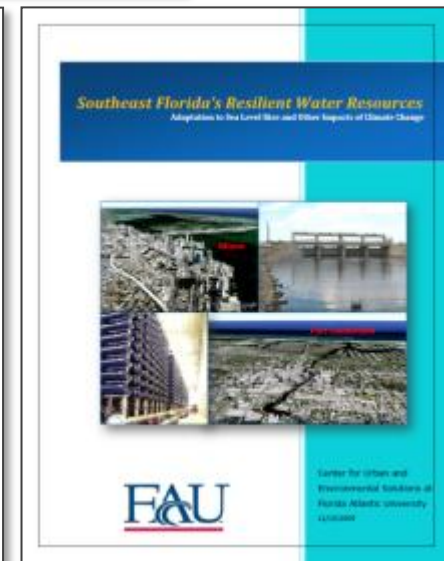
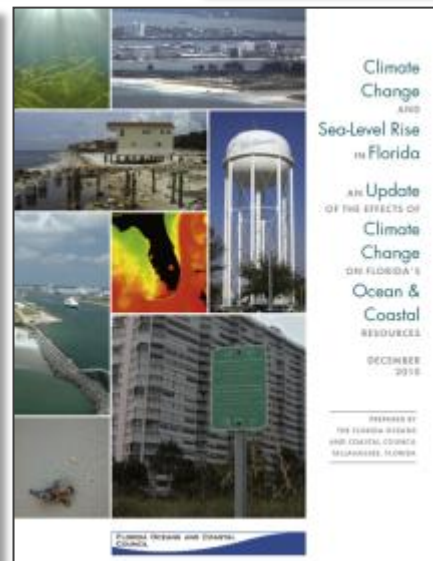
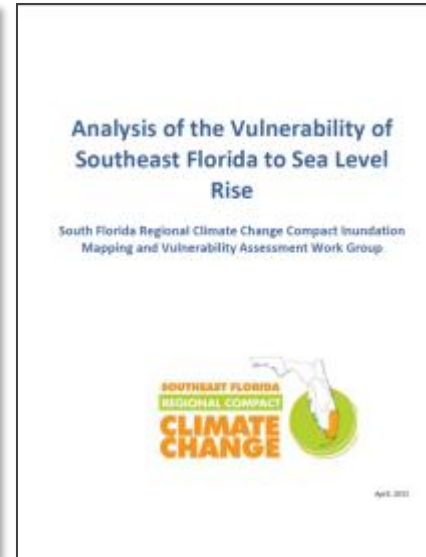


# Climate resilience

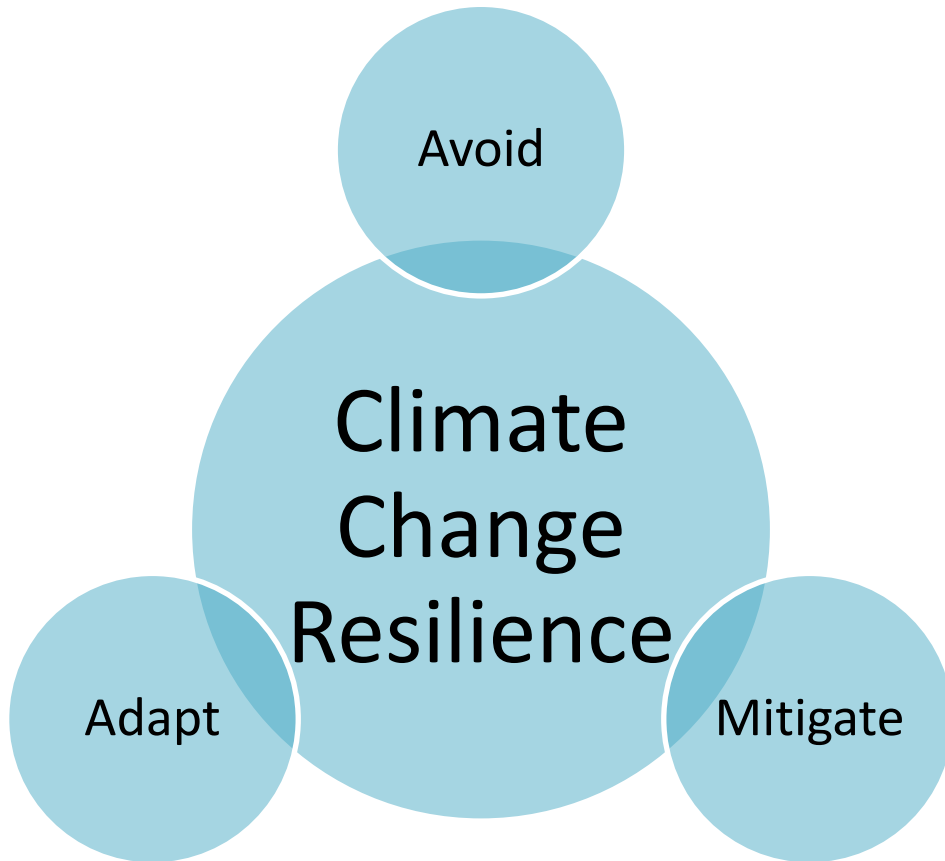




# Building on Current Work



# Climate Change

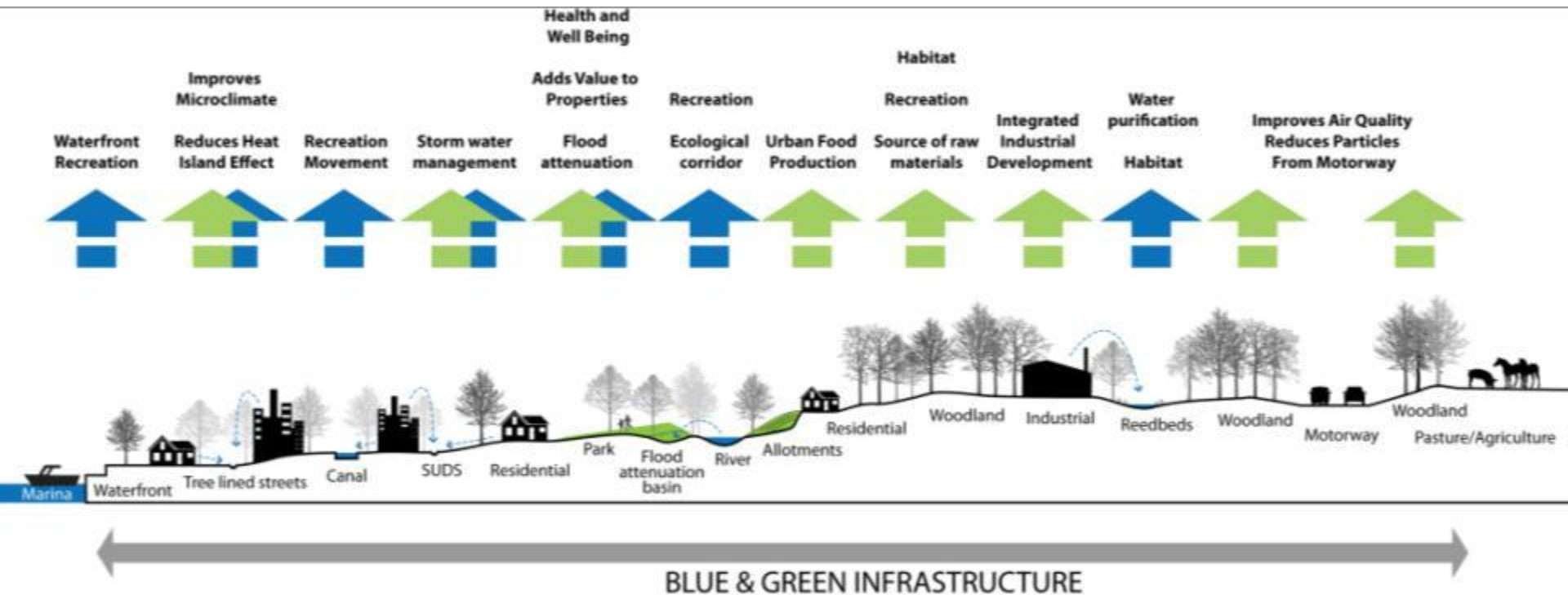


IF WE **ACT TODAY:**  
Cost ~ **1%** global GDP  
each year

IF WE **DO NOTHING:**  
Cost ~ **5–20%** global GDP  
each year



# Integrated sustainable infrastructure



# Environment

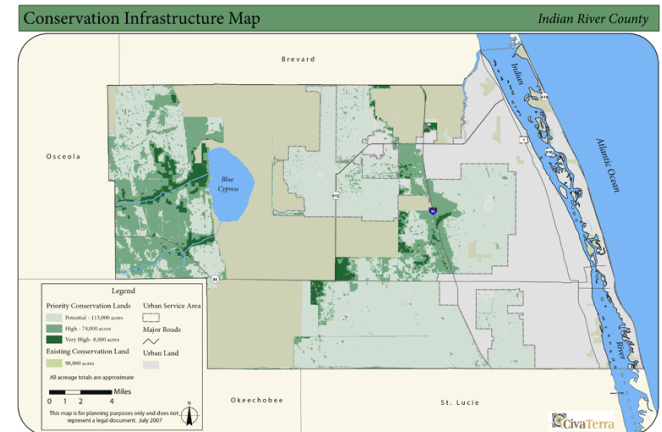




# Conservation

Protect sensitive environments and habitat in networks

Conserve working landscapes



# Community assets





# Revitalize communities around history and culture

- Historic and cultural sites anchor community revitalization



# Healthy communities





# Healthy lifestyles and access to health care

- Walkability and bikability
- Food systems and healthy food sources
- Community based health care



# Putting it all together



Integrating economy, housing, transportation, environment, culture, health—and land use and urban design--into a holistic blueprint for Southeast Florida 2060



# Neighborhoods

## NEIGHBORHOOD: Providing choices through housing clusters

Each of four neighborhoods contains an active mixed-use neighborhood square (200–300,000 SF—including 100 to 150 graduate student housing units) surrounded by 1,200 to 1,800 housing units.



# Retrofitted suburbs



Dublin Bridge Street Corridor  
Street Hierarchy Diagram  
© 2011





# Traditional and new villages



# City life





**act**

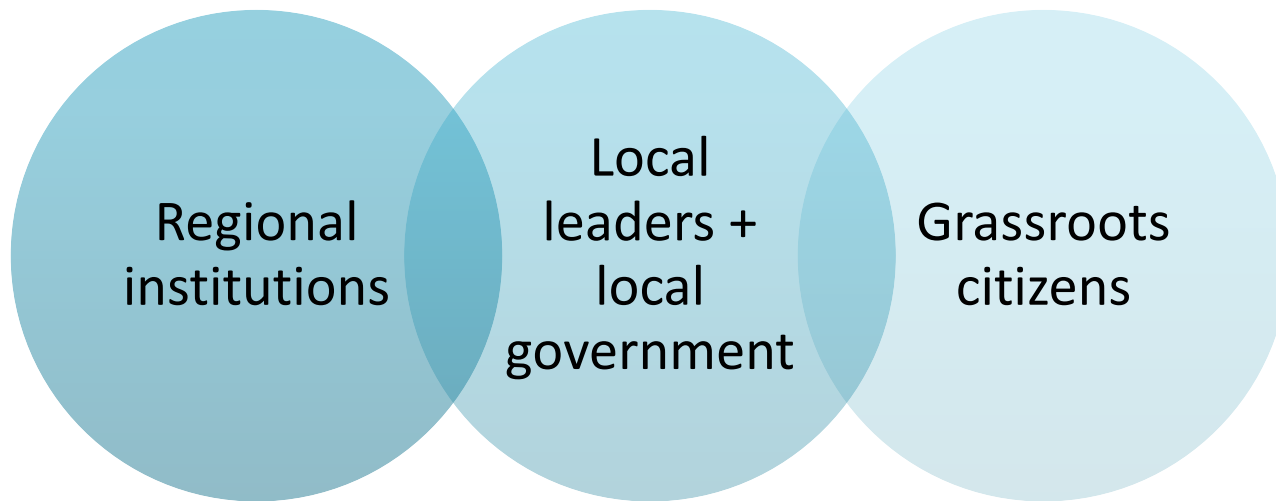
# Leadership and capacity





# Leadership is Critical

Identify leaders – grassroots and grassroots



# Implementation to shape the future

Appeal to shared personal values

Every area finds something in the vision and blueprint that they want

A blueprint that can attract resources for implementation





# Make incremental improvements to the public realm





# Join C40 Cities Climate Leadership Group

**C40CITIES**  
CLIMATE LEADERSHIP GROUP

- C40 LARGE CITY
- C40 AFFILIATE CITY





# MANAGING THIS COMPLEX PROJECT

- Highly experienced in managing complex, interdisciplinary projects in diverse planning areas
- Award-winning projects with complex multi-disciplinary teams include New Orleans, Miami, South Coast Rail, and Shreveport
- Active stakeholder input and public engagement is a hallmark of Goody Clancy projects.
- We have worked with low- and high-income, multi-racial, multi-ethnic, and linguistically diverse populations.
- We have worked successfully with almost all team members before.

# SETTING THE STAGE FOR THE NEXT 50 YEARS





# SOUTHEAST FLORIDA REGIONAL VISION AND BLUEPRINT



INTERVIEW | AUGUST 24, 2011  
SOUTHEAST FLORIDA REGIONAL PARTNERSHIP  
GOODY CLANCY