

TOWN PLANS THAT WORK

Using the New Planning Manual

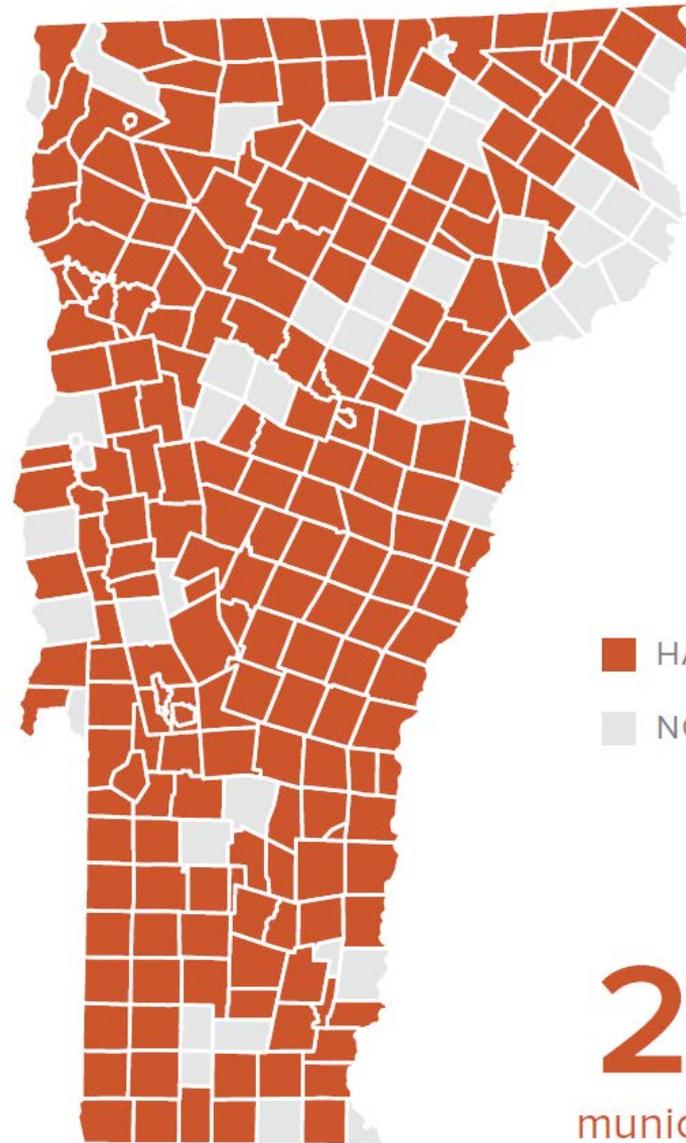


Municipal Day – September 2016

Faith Ingulsrud
Department of Housing and Community Development
Community Planning and Revitalization Division

Municipal Plans in Vermont

Regionally approved plans



■ HAVE A PLAN
■ NO PLAN

209
municipal plans

2016 Changes in Statute

24 VSA § 4350

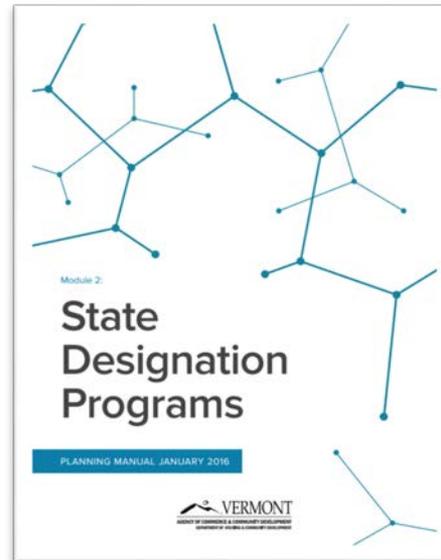
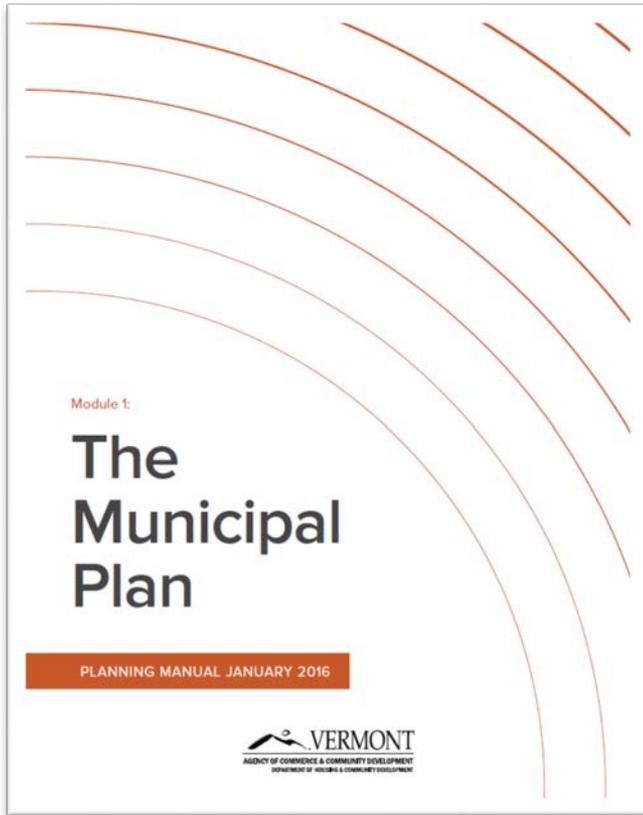
Town Plans expire in 8 years
if adopted after July 1, 2015

To maintain regional confirmation:

- Have Town Plan approved by the RPC
- Provide local funds for planning

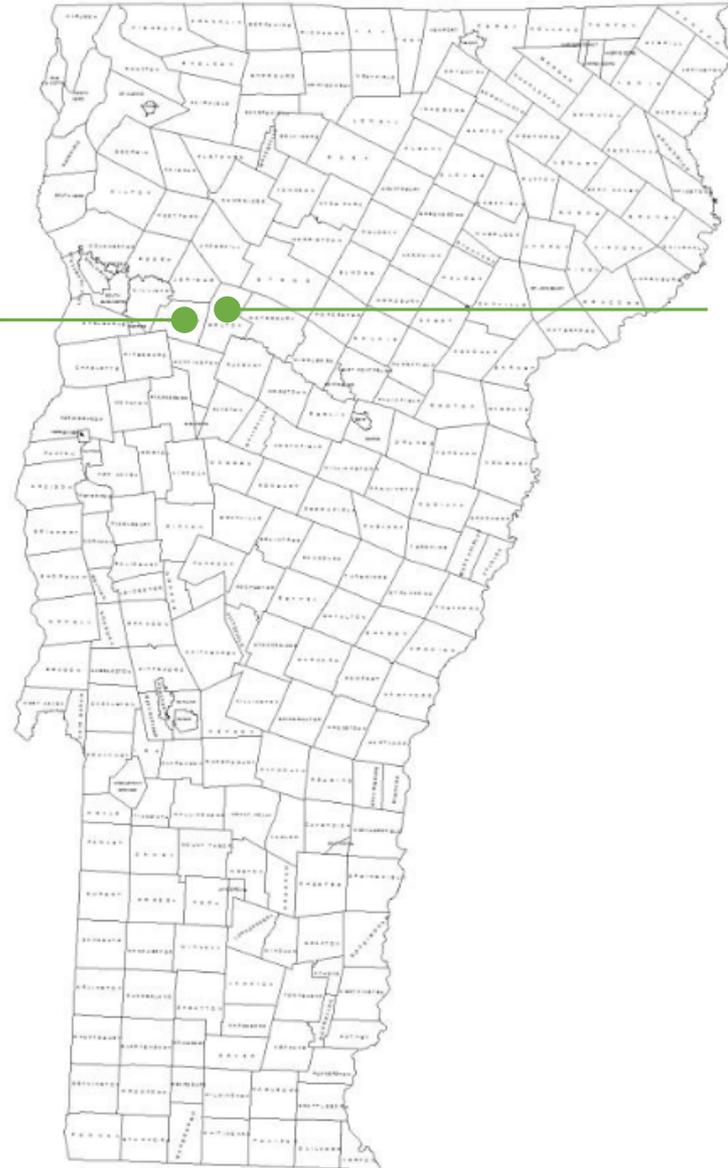
+

- **Actively engage in a process to implement the Town Plan**



PLANNING MANUAL

Richmond
Population 4,081
Clare Rock
Town Planner



Bolton
Population 1,182
Deb Shelby
Planning
Commissioner

Towns Represented
Today

Municipal Plans in Vermont



\$90 Billion

Property Value



PLAN PITFALLS – ‘The Hoarder’



PLAN PITFALLS – ‘The Kid in Candy Store’



Parking
For
Drive-Thru
Service
Only

Thank You

PLAN PITFALLS – ‘The Unintelligible’

Studies show that effective plans:

①

Clearly document a community's shared vision

②

Accurately represent community goals and include measurable objectives

③

Identify specific actions to achieve goals and objectives.

“We need shorter and clearer plans.”



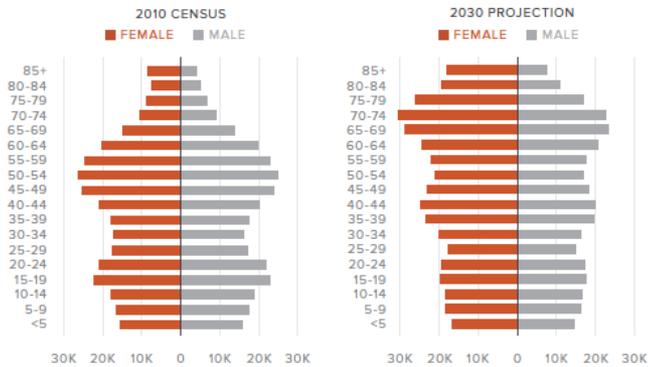
PLANNING MANUAL

The Five Steps

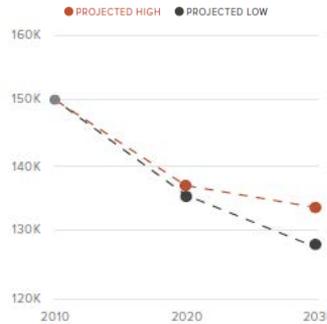
STEP 1

COMMUNITY ASSESSMENT

Information that tells you where you are and where you are headed. (Not the same as where you want to go.)



SCHOOL AGE POPULATION



ANR NATURAL RESOURCES ATLAS

The Natural Resources Atlas provides user-friendly geographic information about environmental features and sites that the Vermont Agency of Natural Resources manages, monitors, permits, or regulates. In addition to standard map navigation tools, the site allows you to link from sites to documents where available, generate reports, export search results, import data, search, measure, mark-up, query map features, and print PDF maps. In addition, the Atlas displays all of Vermont's designated village center and downtown boundaries. For questions and comments, please contact Erik Engstrom, ANR GIS Project Supervisor.

<http://anrmaps.vermont.gov/websites/anra/>

COMMUNITY ASSESSMENT

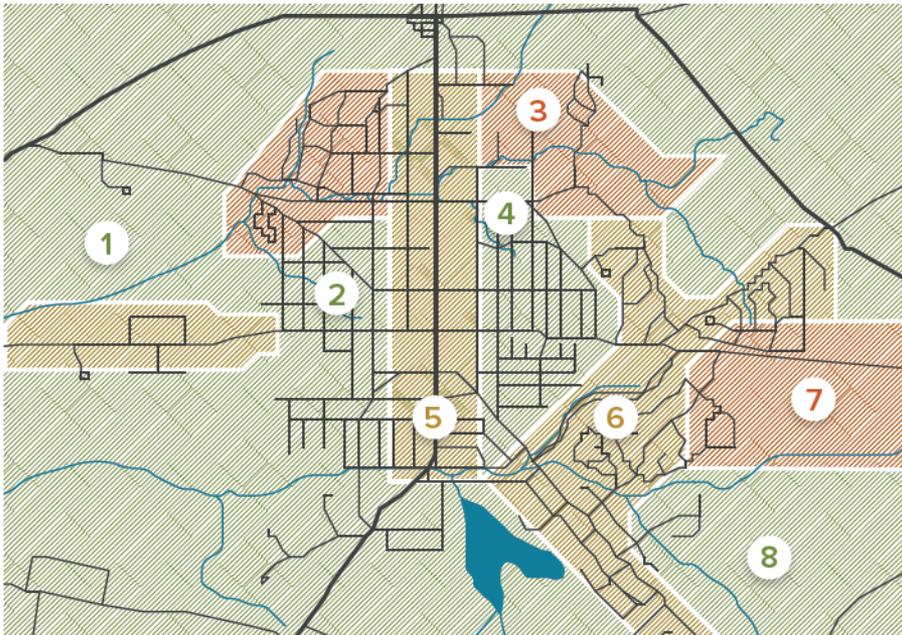
Create a plan for tomorrow,
not yesterday or today.

STEP 2

DEVELOP A SHARED COMMUNITY VISION



DEVELOP A SHARED COMMUNITY VISION



1: Maintain

Protect rural character and opportunities for agricultural enterprises.

2: Maintain

Preserve historic character of neighborhood while allowing for some more housing.

3: Transform

Cleanup and engage downtown waterfront.

4: Maintain

Keep up maintenance on this cherished park!

5: Evolve

Encourage second story housing and make improvements to Main Street.

6: Evolve

Promote infill housing and add bicycle lanes and sidewalks connecting to downtown.

7: Transform

Cleanup brownfield and establish new industrial park

8: Maintain

Preserve river corridor and mitigate downstream flooding.

DEVELOP A SHARED COMMUNITY VISION

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From Pizza Party To Art Contest, Bolton Innovates To Involve Residents In Town Planning

By AMY KOLB NOYES • JAN 9, 2016

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Bolton Planning Commissioner Deb Shelby (left) and Assistant Town Clerk Carol Devlin take a look at a town map where residents, including elementary school students, have posted planning priorities and comments.

AMY KOLB NOYES / VPR

DEVELOP A SHARED COMMUNITY VISION



MAINTAIN

- 1 Keep Smilie School open and maintain quality education for students.
- 2 Maintain the Preston Pond area and make minor parking improvements.

EVOLVE

- 4 Move the Long Trail out of the Notch Road tunnel.
- 5 Bolton Potholes – Improve parking situation and manage use of the area.
- 6 Bolton Valley - Improve various aspects / Increase year round activities and amenities.
- 7 Explore development options for wheeler field.

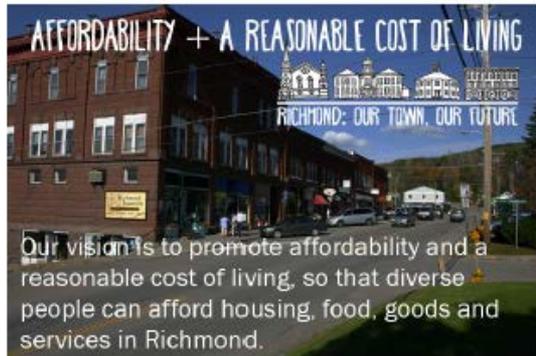
TRANSFORM

- 8 Route 2— Create a 'place' somewhere along corridor with commercial development such as a restaurant, market, bakery, local store, etc Consider flooding/erosion hazards and make area more resilient to future extreme weather events.
- 9 Create a park and ride for commuters/bus stop.
- 10 Build a new interstate off exit.
- 11 Construct a wildlife overpass.

DEVELOP A SHARED COMMUNITY VISION

RICHMOND VERMONT'S VISION STATEMENT

The Town of Richmond aims to be the most livable small town in Vermont. We value our unique combination of authentic Vermont character, diverse local services, and accessible location in Chittenden County. We want Richmond to be an affordable and appealing place for people to live, work, play, shop, and connect. We will take a forward-thinking approach to emerging opportunities and challenges while honoring and strengthening our close-knit community and rural character.



STEP 3

IDENTIFY GOALS, POLICIES/OBJECTIVES, TARGETS

Goal

Make the community more walkable and bicycle friendly.

Objective

Encourage the construction of sidewalks and bike paths.

IDENTIFY GOALS, POLICIES/OBJECTIVES, TARGETS

Goal

Integrate Complete Streets approaches and design features into road construction, upgrades, and maintenance to create safe and inviting environments for all users to walk, bicycle, and use public transportation.

Objective

Establish a network of bicycle and pedestrian facilities that connects the village neighborhood district to the village center. (Target: Increase percentage of residents walking or bicycling to work by 10 percent in 2020.)

Policy

Sidewalk upgrades focused on major arterial routes will be a funding priority and included annually in the capital budget.

Actions

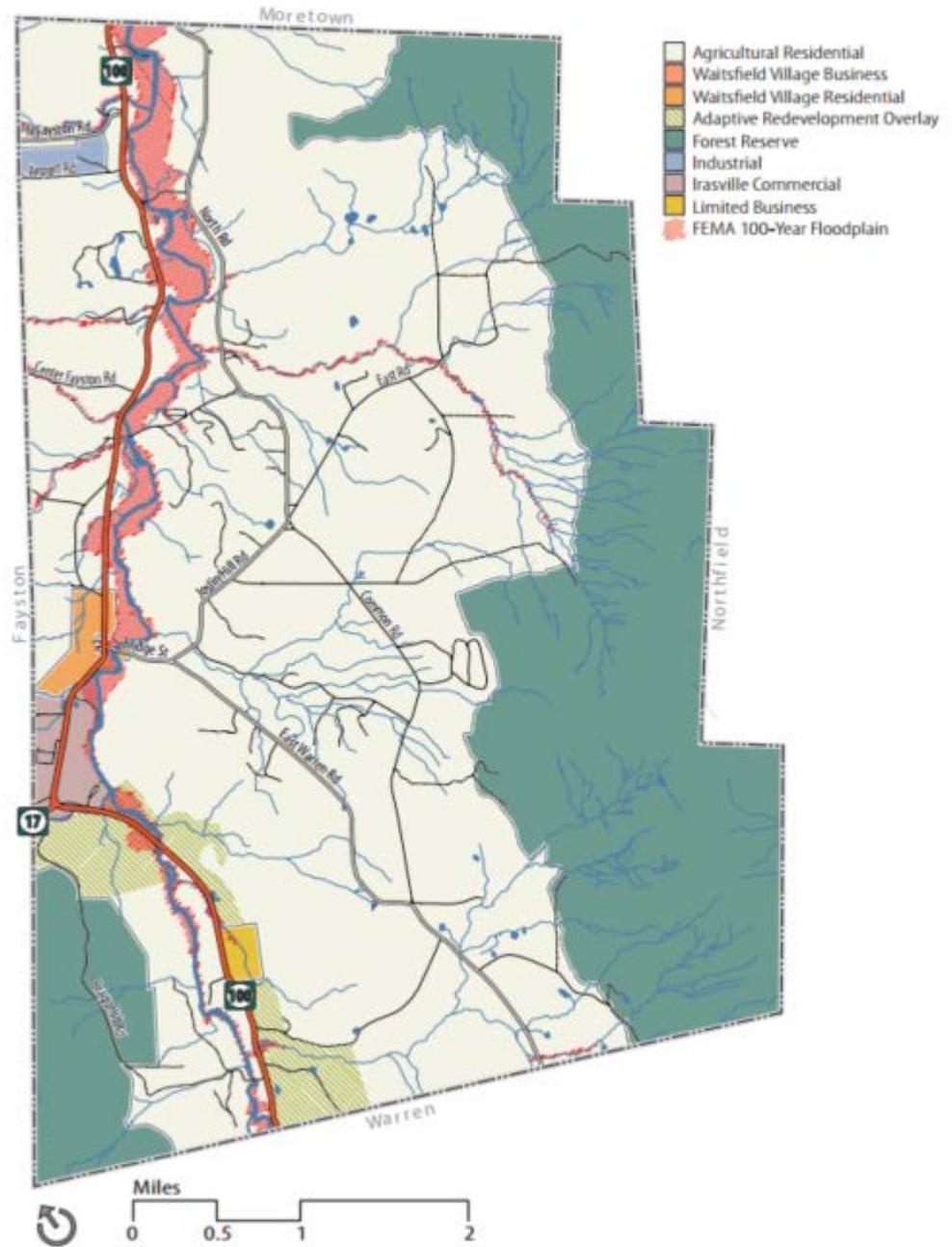
- Prepare a sidewalk plan for the village and neighborhood districts to improve existing sidewalks and identify new pedestrian and bicycle connections for improved access throughout the village and adjoining neighborhoods.
Responsible: Village Improvement Committee and Select Board
Completion: November 2017
Funding/Assistance: Seek Municipal Planning Grant funds
- Update the land use regulations so that all new development and redevelopment projects in the village and neighborhood districts include pedestrian facilities that conform to the sidewalk plan.
Responsible: Planning Commission
Completion: March 2018
Funding/Assistance: Planning Commission budget with help from the Regional Planning Commission

STEP 4

MAP IT OUT



MAP IT OUT



STEP 5

EVALUATING ALTERNATIVES & IDENTIFYING PRIORITIES

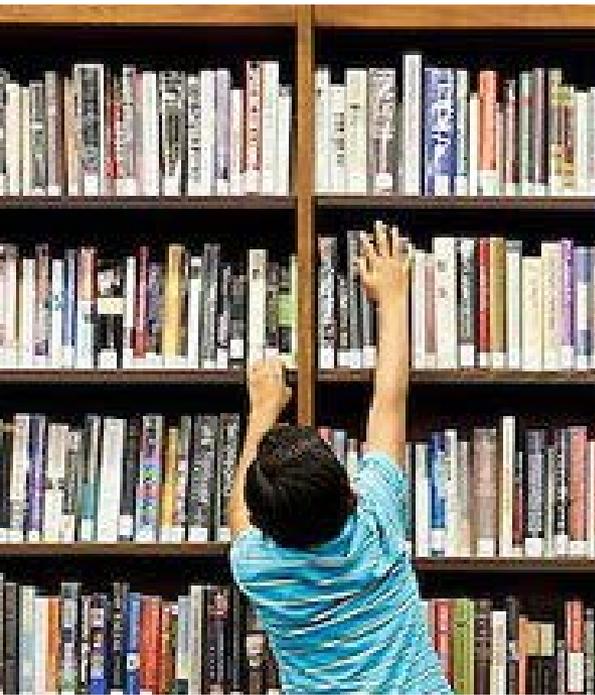
Table 13.A - 2011 Williston Town Plan – Objectives and Policies – Implementation Table						
Chapter – Objective		Policy	Responsibility	Timeframe	Cost	Proposed Source
	3.6.3	Examine Density Standards in the VZD	Planning	2012-2013	no additional	n/a
Objective 3.7 – Other Land Use Areas	3.7.1	Consider a Porterwood Area Overlay District	Planning	2012-2013	no additional	n/a
	3.7.2	Consider a Lake Iroquois Area Overlay District	Planning	2012-2013	\$20,000	Grants, Operating Budget
	3.7.3	Consider Land Uses in the Williston Road/ South Brownell Area	Planning	2012-2013	no additional	n/a
Chapter 4 – Community Design						
Objective 4.1 – Village Design and Historic Preservation	4.1.1	Review and Revise the Village Design Guide	Planning	2012-2013	no additional	n/a
	4.1.2	Maintain Character of Historic Properties Outside the VZD	Planning	ongoing	no additional	n/a
Objective 4.2 – Commercial Design	4.2.1	Require Landscaping	Planning	ongoing	no additional	n/a
	4.2.2	Use of native plants	Planning	ongoing	no additional	n/a
	4.2.3	Minimize Parking	Planning	ongoing	no additional	n/a
	4.2.4	Minimize Visual Impact of parking	Planning	ongoing	no additional	n/a
	4.2.5	Avoid Dead Walls	Planning	ongoing	no additional	n/a
	4.2.6	Revise Setbacks for Consistency	Planning	2011-2012	no additional	n/a
Objective 4.3 – Mixed Use Design		Apply Design Guidelines to Mixed- Use Projects	Planning	ongoing	no additional	n/a
Objective 4.4 – Urban Parks	4.4.1	Enliven Existing Urban Parks	Planning	ongoing	no additional	n/a
	4.4.2	Encourage New Urban Parks	Planning	ongoing	no additional	n/a
	4.4.3	Develop and Maintain Urban Parks	Developers and HOA's	ongoing	no additional	private
Objective 4.5 – Neighborhood Parks	4.5.1	Require Neighborhood Parks in New Developments	Planning	ongoing	no additional	n/a
	4.5.2	Maintain Existing Neighborhood parks	Developers, HOA's	ongoing	no additional	n/a

EVALUATING ALTERNATIVES & IDENTIFYING PRIORITIES

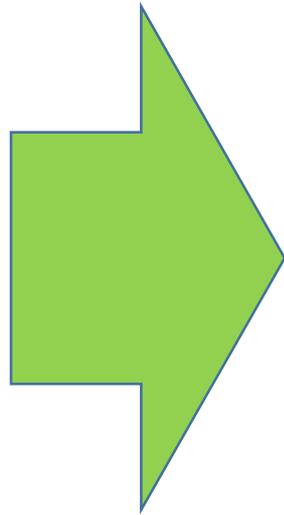
Considerations:



- Available financial resources
- Need and availability of staff
- Community buy in
- Compatibility with other actions
- Effectiveness in meeting vision and goals



Off the shelf

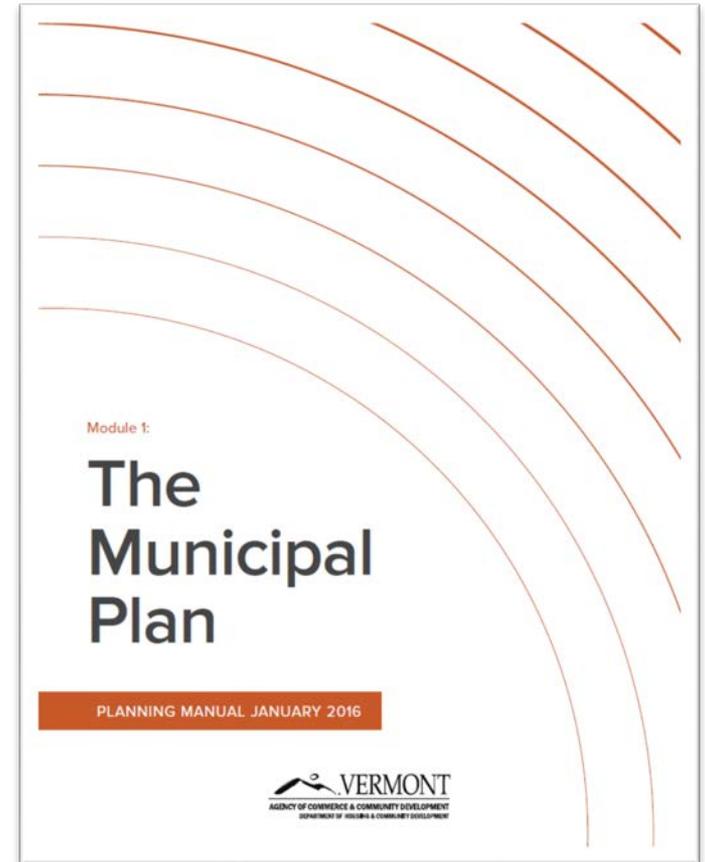


Getting the work done



FAITH.INGULSRUD@VERMONT.GOV
(802) 828.5228

<http://accd.vermont.gov/community-development/town-future/municipal-planning-manual>



PLANNING MANUAL

Bolton Town Plan

Municipal Day, Sept 9, 2016

Lessons

- Never make assumptions
- Town Plan budgets should include line items for food as well as printing and mailings
- Be sure to allocate enough time to gather data, write drafts, refine, and present the town plan (create a schedule that is realistic for your team)
- Make sure someone on your team has experience with the rules and regulations that must be met with a town plan.



Additions to Planning Manual

Start by meeting with all boards and commissions to:

- Define goals for each board and commission to start the process
- Review town goals from the last plan
- Define milestones with due dates for town plan along with who is doing what by when
- Identify roles for completing the town plan based on milestones
- Identify existing documents that will supplement the town plan



Publicizing Community Engagement

- We mailed bright pink cards to all residents with event dates
- Updated the web site with relevant information about the events
- Used press releases to notify publications (Seven Days and Vermont Public Radio – resulting in 2 news stories on our process)
- Added information to the town newspaper, The Bolton Gazette
- Made direct contact with neighbors (emails, phone calls)
- Promoted FOOD as part of the gathering – people love food!



Community Engagement Results

- Over 100 people (about 10%) attended our kick-off event!
- We held 4 neighborhood events following the Kick-off event - participants ranged from 15-30 people
- Reaching out to as many groups as possible, we met with Smilie school children, our Seniors, and local Businesses (this meeting resulted in a new group the Economic Resource Committee)
- The Art contest with prizes was another successful outreach for all ages
- The participation resulted in defining our vision that was then presented at Town Meeting Day.



Writing the Town Plan

- Make the document accessible to all town residents (use language that is clear, precise, with limited jargon)
- Incorporate documents through reference to keep the size of the document smaller
- Utilize images to present information and reduce text (such as a chart to present data or a drawing to define terrain issues more clearly)



SMART Objectives and Action Items

Great way to determine if a goal, objective, and action item makes sense in your town plan, is it:

- Specific
- Measurable
- Attainable
- Relevant
- Time-bound



Tracking Action Items

- Write down ALL ideas to start so nothing is left out
- We are using excel to help organize our to action items
- Centralize all items so that everyone can see all the items identified
- Ask town officials to prioritize this list based on:
 - Budget, is there money to complete the action?
 - Resources to complete the action
 - Importance to the town to complete the action
- Create a method for tracking Action Items as they are completed (after the town plan has been approved)



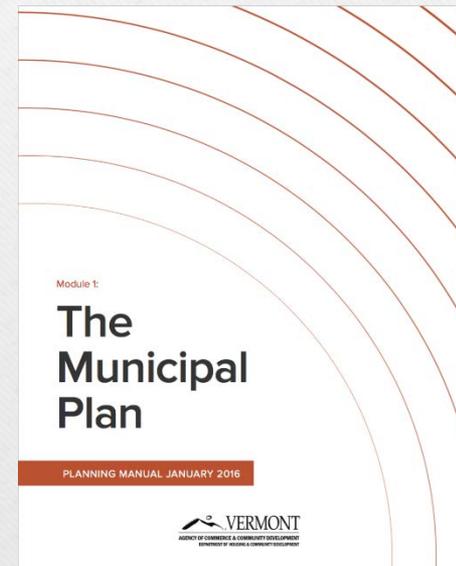
Share with Town Officials EARLY

- To ensure we are aligned, we are sharing the sections that are complete with other governmental groups as we complete them, like the Select Board and the Conservation Commission.
- Define a deadline for providing feedback to the section
- Meet with the groups or request written feedback depending on the team



Things to Think About

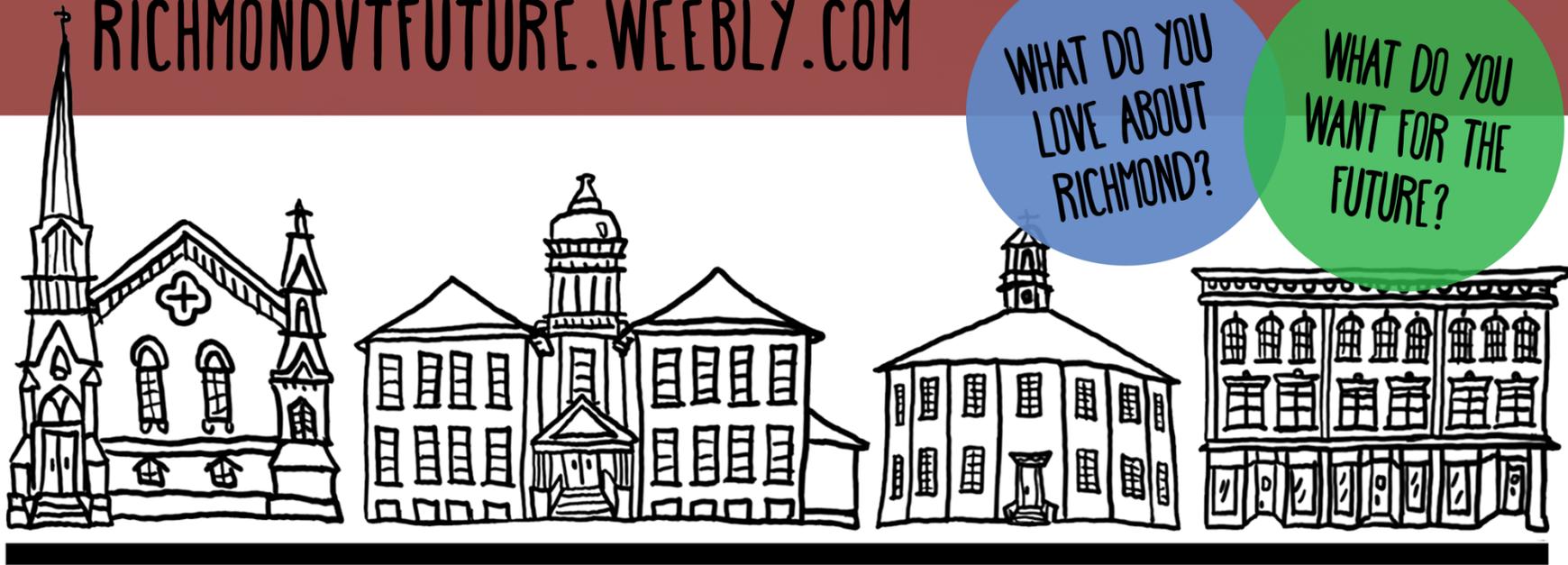
- Use the Municipal Plan Manual as a guide
- Don't hesitate to contact your RPC for help
- Be creative in your communications to encourage participation in the process
- Think about who you are writing this for and use appropriate images and language
- Create SMART Objectives and Action Items
- Track your progress and share your success



RICHMONDVTFUTURE.WEEBLY.COM

WHAT DO YOU
LOVE ABOUT
RICHMOND?

WHAT DO YOU
WANT FOR THE
FUTURE?



RICHMOND: OUR TOWN, OUR FUTURE



Steering Committee



Recruit help & build support



Project Name & Logo

Richmond: Our Town, Our Future
 Approved May 6, 2015

Process Goals
 The Town Plan Committee agrees to the following goals for Richmond's 2015 Town Planning Process:

- 1. Create a...** ...thorough, and has a strong vision for action for the Town, builds on existing plans and residents.
- 2. Engage residents** ...informally around town. People proactively offer ideas.
- 3. Informal process** ...ly go to and engage a broad range of residents (including diverse & extensive beyond the "usual" participants). Provide opportunities to participate and feel valued.
- 4. Inclusive processes** ...in general and across all planning & zoning decisions, including future conversations around town.
- 5. Respectful** ...nondominant voices in Richmond. A growing network of community members and leaders, ensuring that everyone has a role to play in Richmond.
- 6. Positive**
- 7. Forward-thinking**

Process Ideals
 The Town Plan Committee seeks to lead a process that is:

- 1. Transparent**
 Process is open, information is freely and widely shared, participants are honest and direct.
- 2. Objective**
 Process is impartial; participants and leaders set aside private agendas and self-interest; decisions are based on facts.
- 3. Informed**
 Process and decisions are grounded in accurate and thorough information; participants understand and pay attention to the impacts of decisions.
- 4. Inclusive**
 Process proactively reaches out to a broad cross-section of the community (including the "quiet"); process seeks equal representation of stakeholder groups; participants listen and promote a democratic process.
- 5. Respectful**
 Participants listen to different opinions with civility and consideration; people are free to express, and are comfortable with expressing, individual opinions.
- 6. Positive**
 Process builds on and appreciates Richmond's strengths; process strengthens community ownership and energy; process is rooted in good faith and trust among all participants.
- 7. Forward-thinking**
 Process focuses discussions and decisions on the future, while appreciating and learning from the past.

Process Goals & Ideals



Name the project & define project goals



RICHMOND: OUR TOWN, OUR FUTURE

Richmond's Town Plan Committee and Planning Commission are launching a process to choose our community's future and create a plan to make it happen.

We need your input to make sure our town plan reflects what you want in Richmond.

- Take the vision survey
- Host a community conversation with a group of friends or neighbors



We need YOUR input to make sure our town plan reflects what YOU want for Richmond's future.

@richmondvtfuture
f i

TEXT YOUR ANSWERS TO 802-458-0093

WHAT DO YOU LOVE ABOUT RICHMOND?

WHAT DO YOU WANT FOR THE FUTURE?

RICHMOND: OUR TOWN, OUR FUTURE

Richmond's Town Plan Committee and Planning Commission are launching a process to choose our community's future and create a plan to make it happen. Text us at the number above or go online to take our survey and learn more.



Contact: Clare Rock, Planner
townplanner@gmavt.net
802-434-2430

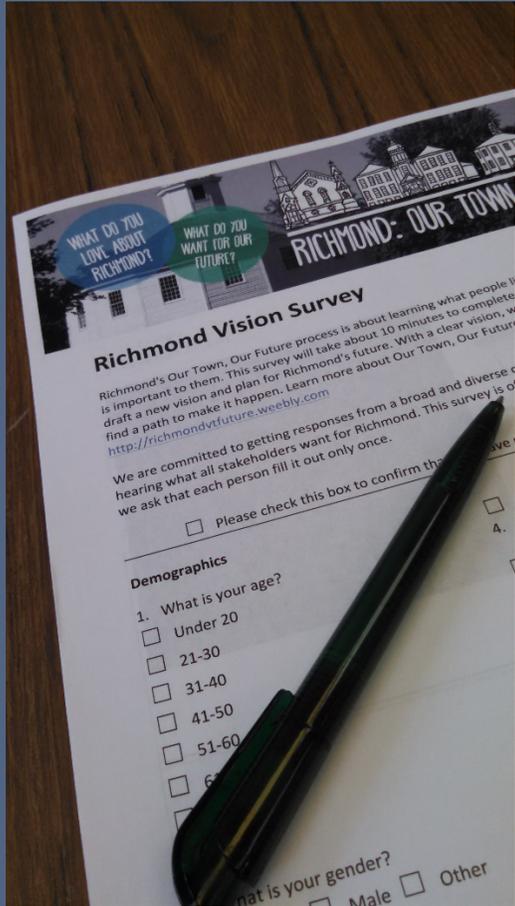
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Mailed postcards

Distributed Posters



Increase awareness



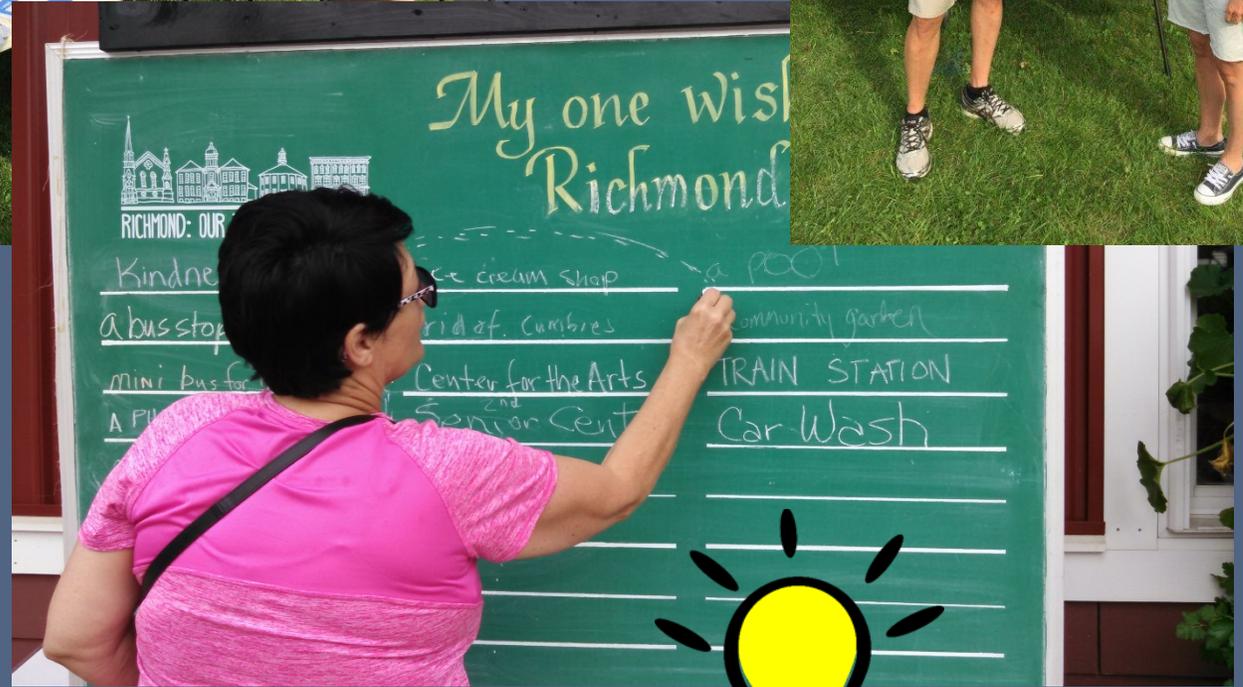
394 Surveys Completed
(paper and on-line)



Farmers Market

One-on-one interviews

Meet with community
groups



370+ chalkboard comments



Get out & gather input



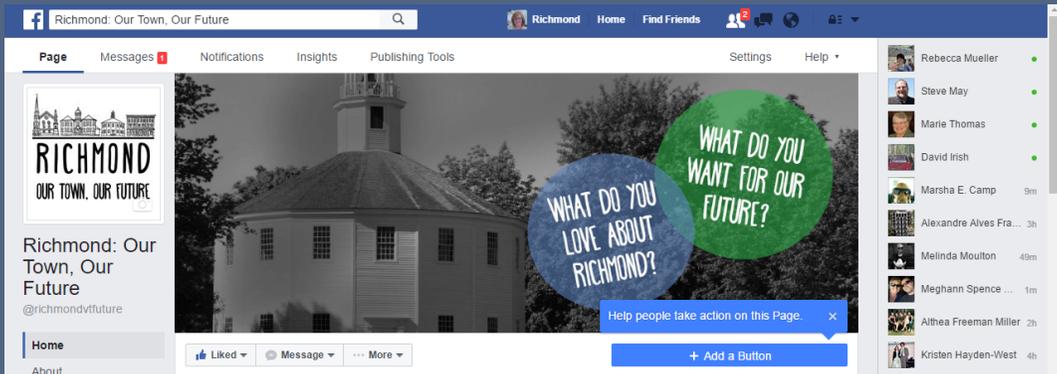
July 4th 2015



Have fun!



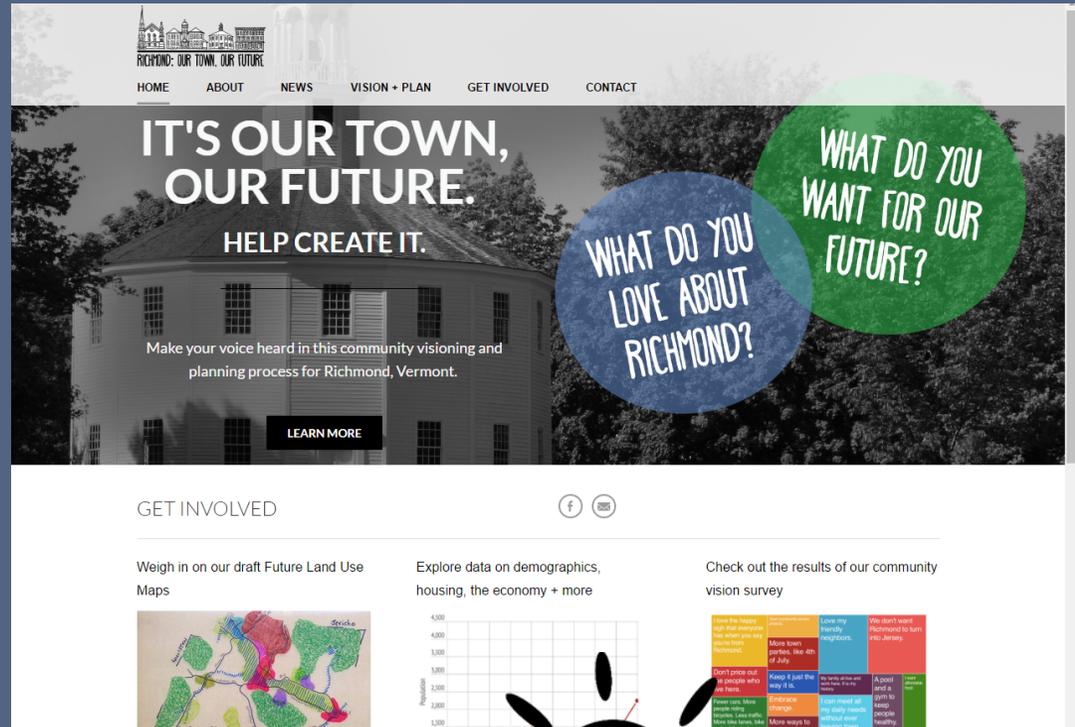
Planning Wall



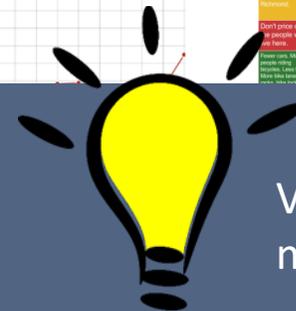
Facebook



Email newsletter



Project website



Variety of communication methods

What You Love About Richmond...

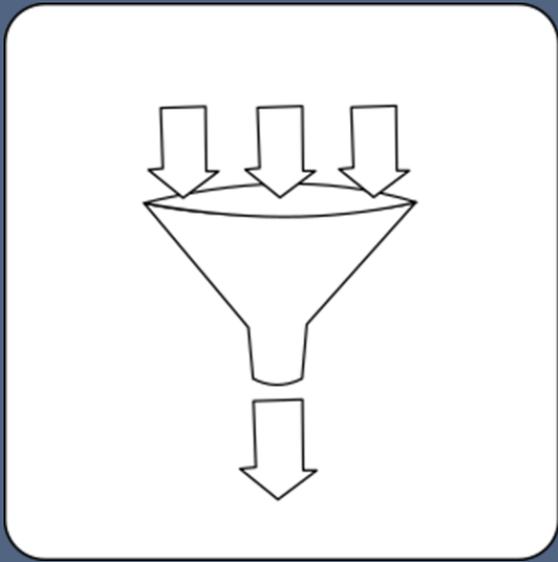
We asked people what they loved about Richmond, and gave them a blank space to reply. The answers ranged from one word to short novels, and covered just about every aspect of the community.

To analyze the responses, we first "coded" them - identifying common categories of responses, and recording whether or not each response mentioned that category. Turns out the top five categories are important across the board, for nearly all age groups. Location is also in the running for 21-60 year olds.

-  **1 (tie!): Strong Community**
Close community connections, cohesiveness, and support
-  **1 (tie!): Services & Amenities**
Everything you need, right in Richmond!
-  **3: Small Town Character**
Beautiful, quiet, and convenient village & countryside
-  **4: People**
Great neighbors and friendly, diverse folks
-  **5: Landscape & Environment**
Beautiful views, rural landscape & healthy environment



Understand what people want



Process feedback

OUR VISION



RICHMOND: OUR TOWN. OUR FUTURE

The Town of Richmond aims to be the most livable small town in Vermont. We value our unique combination of authentic Vermont character, diverse local services, and accessible location. We want Richmond to be an affordable and appealing place for people to live, work, play, shop and connect. We will take a forward-thinking approach to emerging opportunities and challenges while honoring and strengthening our close-knit community and rural character.



Define the Vision



Share the Vision

Richmond Community Vision

The Town of Richmond aims to be the most livable small town in Vermont. We value our unique combination of authentic rural character, diverse local services, and accessible location. We want Richmond to be an affordable and enriching place for people to live, work, play, shop and connect. We will take a forward-thinking approach to emerging opportunities and challenges while honoring and strengthening our close-knit community, healthy environment and agricultural economy.



Our vision, organized alphabetically by topic, is...

- To promote **affordability and a reasonable cost of living**, so that people from a mix of ages, backgrounds, and income levels can afford housing, food, goods and services in Richmond;
- To be a healthy and accessible community for **all ages**, where youth are nurtured and included; teens have opportunities and support; young adults can live and raise families; and seniors can comfortably live and actively contribute;
- To foster **economic opportunity** by supporting local businesses, developing good jobs, nurturing a diverse local economy, and promoting renewable energy;
- To enhance our **history and traditions**, celebrating our agricultural heritage, treasured community events, and unique historic sites and architecture;
- To support **safe, sustainable and convenient mobility and transportation options**, so that people can bike, walk, ride and drive in Richmond and beyond;
- To wisely steward our **natural and working lands**, ensuring the beauty and health of our landscapes, waterways, open spaces, wildlife and agricultural resources;
- To nurture a **safe and resilient community** with strong volunteerism, and public services, caring and self-reliant neighbors, and a proactive approach to preparing for challenges;
- To protect and enhance our **small town character**, including our quiet pace and rural way of life, friendly and involved community, and scenic beauty;
- To provide a wide range of **social, cultural and recreational offerings**, including open space and recreation facilities, arts and cultural activities, and community gathering places
- To ensure **transparent and inclusive decision-making**, with a representative and open government, civil discourse, and an active and informed community;
- To have a **vibrant and appealing downtown**, with attractive streets and buildings, convenient services and diverse businesses, where people can connect and meet their daily needs.

Achieving our vision means:

Affordability and a Reasonable Cost of Living

- Ensuring that people with a mix of ages, backgrounds, and income levels can afford to live in Richmond
- Encouraging local businesses that offer quality, affordable goods and services
- Managing town spending, local taxes and public service rates
- Providing a range of housing options for people of all ages and income levels

Community for All Ages

- Providing social opportunities, gathering places and resources for youth, teens, young adults and families
- Ensuring that youth and elders can meaningfully contribute to the community
- Providing services and housing to help seniors remain independent and active
- Ensuring that all children have access to healthy food and child care
- Supporting local schools

Economic Opportunity

- Growing good local jobs and a skilled workforce
- Supporting renewable energy and energy efficiency
- Ensuring that Richmond is friendly for businesses

- Nurturing a local food and farm economy
- Promoting tourism and drawing visitors to Richmond

History and Traditions

- Growing and continuing our celebrations and community events, such as the 4th of July
- Preserving and restoring historic buildings and architecture
- Supporting the historic society, library, places of worship and other cultural institutions
- Protecting our unique historic sites and cultural landmarks, such as the Round Church
- Honoring our agricultural past and preserving our rural community

Mobility and Transportation Options

- Increasing safe bicycle and pedestrian options in Richmond
- Providing safe and convenient travel between downtown, neighborhoods, and key locations
- Creating convenient connections to Chittenden County destinations and transportation systems
- Increasing sustainable and affordable public transportation options

Natural and Working Lands

- Protecting the health of our rivers, streams, forests, floodplains, wildlife and habitat
- Maintaining public access to open spaces and nature



Adopt the Vision & define Goals

WE HAVE A VISION...

NOW LET'S MAKE A PLAN

RAPID FIRE PLANNING NIGHTS

Fast-paced conversations to identify strategies and prioritize action on all eleven components of our vision. Held at Town Center.

- 5:30 Food & socializing
- 6:00 Working sessions

WEDS. JAN. 6, 6-9 PM

- Affordable Community
- Community for All Ages
- Social + Recreational Offerings

WEDS. JAN. 20, 6-8 PM

- Natural + Working Lands
- History + Traditions

WEDS. FEB. 3, 6-9 PM

- Economic Opportunity
- Vibrant + Appealing Downtown
- Small Town Character

WEDS. FEB. 17, 6-8 PM

- Transportation + Mobility
- Safe + Resilient Community

WEDS. MARCH 2, 6-8 PM

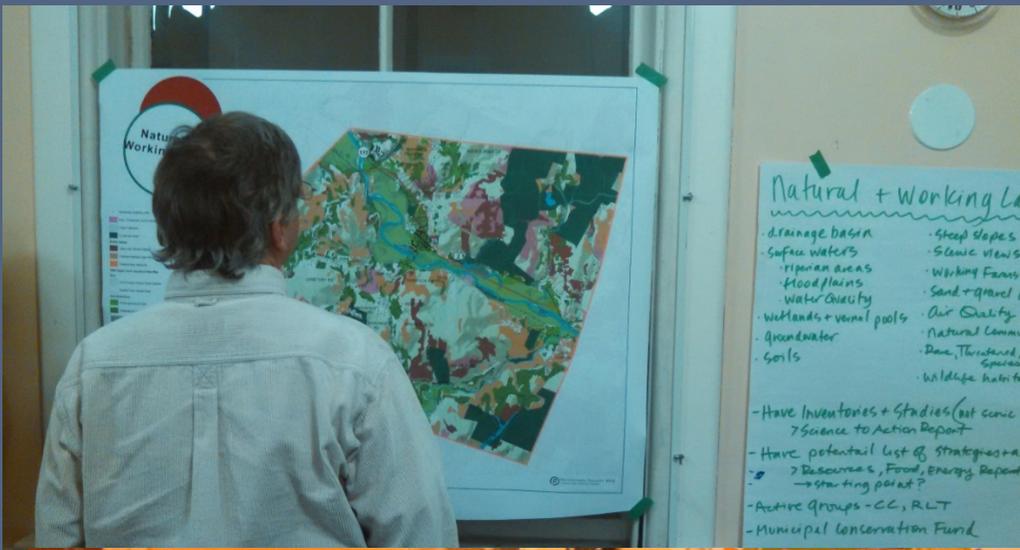
- Transparent + Inclusive Decision-Making

@richmondvfuture

RICHMOND: OUR TOWN, OUR FUTURE

We know what we want for Richmond's future. Help make it real.

community building, and critical discussions about how to... values a reality. ALL WELCOME!
 comments if you can't attend!



Review Goals & Identify Action Items

Town Meeting Day 2016



Continue informal discussions

WEDS. MAY 4
6-9 PM

FREE DINNER
+ WORKSHOP

MAPPING
OUR VISION

AFFORDABILITY
VILLAGES
OPPORTUNITY
CHARACTER
SAFETY
WORKING LANDS
HISTORY
NATURAL LANDS
HOUSING
RESILIENCE
RECREATION
BUSINESS
CULTURE
TRANSPORTATION

@richmondvfuture
f Instagram QR

RICHMOND: OUR TOWN, OUR FUTURE

Where will we live, work, grow, farm, and play?

Join us for a community mapping workshop this month and help figure it out. Small groups will identify and map strategies to make our vision real. Come at 5:45 for dinner; presentation and work groups start at 6:00. ALL WELCOME! More info, agenda online.

Contact: Clare Rock, Planner
richmondvfuture@gmail.com
802-434-2430

RICHMONDVFFUTURE.WEEBLY.COM



Mapping Workshop, May 2016



Map out the future



Draft Future Land Use Maps, 2016



Share outcomes & create opportunities for comment

Green Up Day & Tree Planting 2016



Undertake small projects



Richmond: Our Town, Our Future – draft August 11, 2016

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What now?
Write the plan!

Shorter!
Shorter!
Shorter!



Listen
Listen
Listen



Clare Rock, Town Planner

Town of Richmond P.O. Box 285, Richmond, VT 05477

Phone: (802) 434-2430 Email: townplanner@gmavt.net Web: www.richmondvt.gov

Visit: <http://richmondvtfuture.weebly.com>

YOUR QUESTIONS COMMENTS STORIES

Clare Rock
Richmond Town Planner

Deb Selby
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