

The image features a dark blue background. On the left, there are several concentric, dotted white orbital paths with small colored dots (yellow, cyan, green, pink) representing celestial bodies. On the right, a starburst pattern of white lines radiates from the center. In the foreground, a large orange magnifying glass is positioned, with its lens centered over the text. The text inside the lens is in a bold, magenta font.

THE
PLAN
**STRATEGY
LABS**

FUTURELV
FUTURE LEARNING VALLEY

COMMUNITY
ECONOMY
INFRASTRUCTURE
SUBDIVISION
PEOPLE + PLACES
TRANSPORTATION
RESOURCES
HIGHWAYS + BRIDGES
ORDINANCES + PLANS
RESEARCH + ANALYSIS
WATER
SEWER
UTILITIES
CARTOGRAPHY
PEDESTRIANS
ENVIRONMENT
PROJECTIONS
HOUSING
PARKS + RECREATION
CULTURE
FARMLAND PRESERVATION
HISTORIC PRESERVATION
OPEN SPACE CONSERVATION



What is a Comprehensive Plan?



A Regional Comprehensive Plan...

- is the official and legal strategy guiding the growth, development, redevelopment and preservation of the assets of the Lehigh Valley.
- consolidates all the information we already know about our community into one simple, organized, easy-to-read toolkit.
- articulates community goals and aspirations for the years ahead, based on an understanding of current, on-the-ground conditions and accurate projections and trends.
- demands strong community involvement and citizen participation during the creation process, and, once complete, it encourages further engagement to bring all of its various actions and directives into play.
- informs future decision making on how we shape the land, including changes in existing laws on zoning, land development, subdivision, or other key laws that help determine how our communities will change and grow.
- brings all 62 municipalities, private and non-profit sectors, and the public together to recognize shared objectives and collaborate on implementation.
- is a playbook for the region, guiding official decisions, research, reports and funding.

A Regional Comprehensive Plan is Not...

- the same as zoning or subdivision. It is not an actual code that establishes what is or isn't legal in how we use or develop the land.
- so dense and complicated that it requires a law degree to read and understand.
- a text-only document. Or, at the very least, a good comprehensive plan is not text only! It should also include maps, charts, graphs, tables, graphics and infographics and be accessible on as many platforms as possible.
- an end in itself. It should be MUCH more than a summary of what the region has achieved. In some ways, it's the launch pad for where we would like to go and how we expect to measure our success at getting there.

What is urban design? The sum of...



Urban design is the design of towns and cities, streets and spaces. It is the collaborative and multi-disciplinary process of shaping the physical setting for life in cities, towns and villages; the art of making places; design in an urban context. Urban design involves the design of buildings, groups of buildings, spaces and landscapes, and the establishment of frameworks and processes that facilitate successful development.

- Urban Design Group

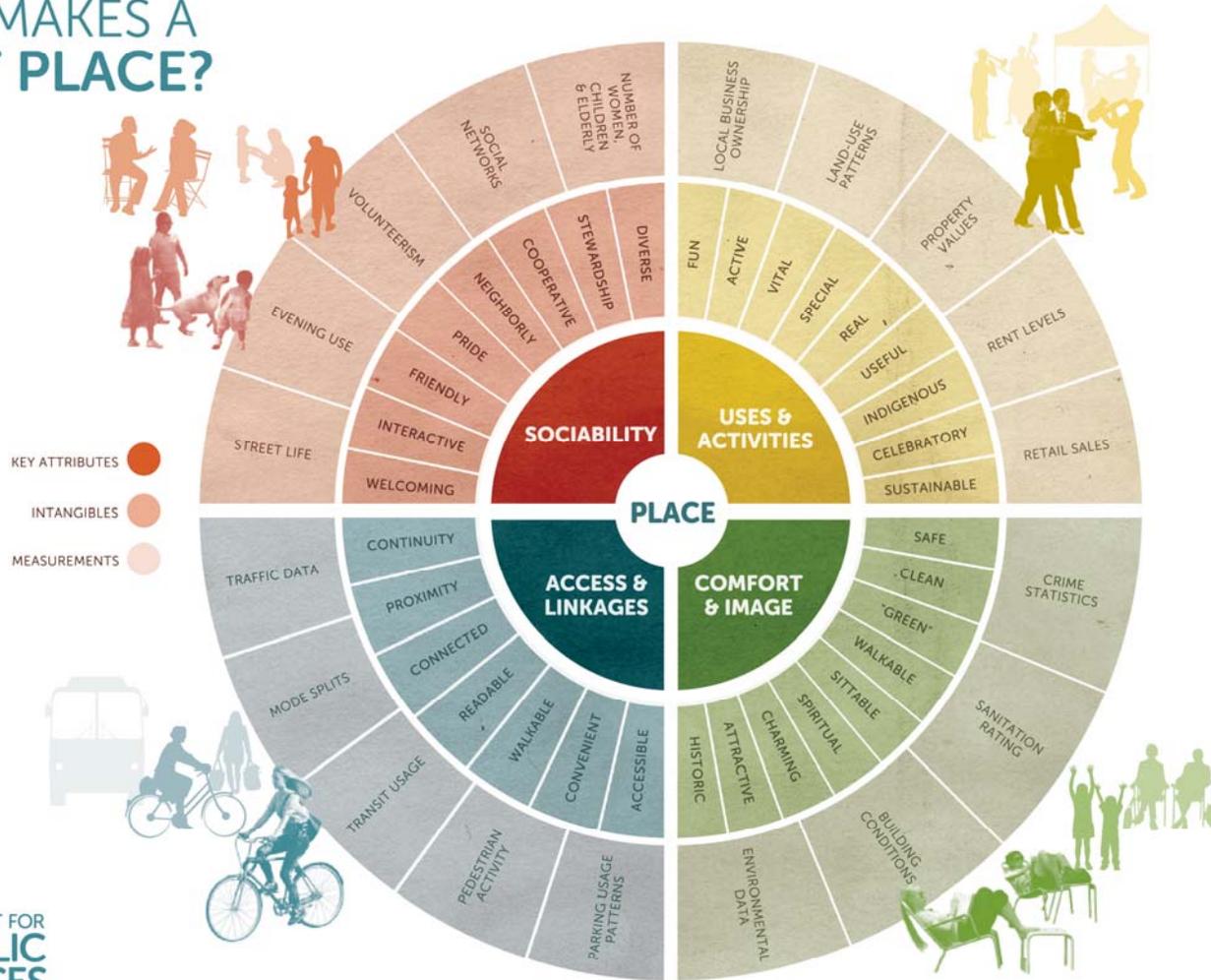
What elements contribute to “good” urban design?

- **Imageability** (distinct, recognizable and memorable)
- **Legibility** (visual cues that allow for easy navigation)
- **Enclosure** (how streets and public spaces are defined by buildings, walls, trees)
- **Human Scale** (size and articulation of physical elements match human proportions)
- **Transparency** (the degree of perception about what lies beyond street edges)
- **Linkage** (continuity of form between buildings and streets, sidewalks)
- **Complexity** (the condition and cleanliness of a place)
- **Coherence** (buildings complement each other in size and style)
- **Tidiness** (nothing looks damaged or in need of repair)

- Derived from research by Reid Ewing (National Center for Smart Growth)

Anything
missing?

WHAT MAKES A GREAT PLACE?



What is historic preservation? The sum of...

Architectural Interest

(design, features,
elevations,
plan-form, settings)

+

Historic Interest

(witness to an age/type,
association with past
events/people)

+

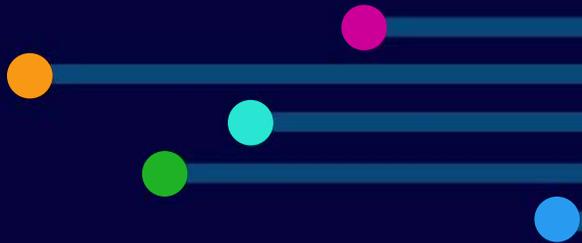
Cultural Interest

(archaeological
remains, etc.)

The practice of recognizing, protecting, using and appreciating diverse cultural resources so that generations to come may benefit from them. It is an economic development tool that is proven to effectively revitalize neighborhoods and downtowns.

– *preservationpa.org*

How is **Urban Design** + **Historic Preservation** relevant to the plan and the community?



Urban Design is relevant to the plan because ...

- it provides an overriding vision for coordinating development with regional growth management, mobility, economic development and capital planning goals.
- it supports municipalities' efforts in setting local urban design and historic preservation strategies and developing the tools and policies to implement them.

Urban Design is relevant to communities because it...

- Supports reuse and revitalization
- Facilitates infill development
- Uses existing infrastructure more efficiently
- Increases mobility options
- Contributes to better health outcomes
- Improves access to housing, employment and amenities
- Creates unity and engages communities
- Contributes to a unique place identity
- Adds value to built environments

Other resources that can help us collectively achieve GREAT urban environments!

- Atlas of Reurbanism forum.savingplaces.org/act/pgl/atlas
- The Project for Public Spaces *Placemaking + the Future of Cities Handbook*
- Smart Growth America *Complete Streets Program*
- The National Trust for Historic Preservation *This Place Matters Toolkit*
- The Main Street America Movement mainstreet.org
- Transportation for America's *Scenic Route Online Guide to Transportation Placemaking*
- American Planning Association's *Healthy Community Design Toolkit*

This Place Matters Toolkit

How to Create a Campaign for a Place You Love



POWER OF 10+

HOW CITIES TRANSFORM THROUGH PLACEMAKING



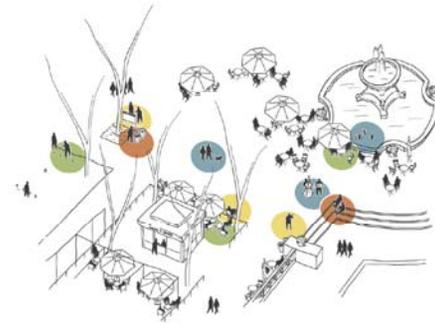
City/Region

10+ MAJOR DESTINATIONS



Destination

10+ PLACES IN EACH



Place

10+ THINGS TO DO,
LAYERED TO CREATE SYNERGY





THANK YOU

for joining us on this journey and for contributing to making the Lehigh Valley a place in which we're proud to live and work for years to come!

SEE YOU SOON!

April 20, 2017

STRATEGY LAB: Land Use

8:30 AM - 10:30 AM

April 20, 2017

STRATEGY LAB: Economy

10:30 AM - 12:30 PM

Visit lvpc.org/futurelv.html

