

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.

Why should we support the arts?



Source: Allentown Art Museum



Source: Lafayette College

Arts and culture do not really have a geopolitical boundary so it is probably one of the best ways of cultivating **understanding between people.**

– *Diana Lee*

1. Arts promote true prosperity. The arts are fundamental to our humanity. They inspire us, foster creativity, help us express our values, build bridges between cultures, and bring us together regardless of ethnicity, religion, or age.

2. Arts improve academic performance. Students with an education rich in the arts have higher GPAs and standardized test scores, and lower drop-out rates - benefits regardless of socio-economic status.

3. Arts strengthen the economy. They contribute to 3.25% of the national GDP, more than tourism and agriculture. However, between 2010-2040 the arts, entertainment + recreation sector in the LV is expected to increase by only 1%, an increase of just 41 jobs!

4. Arts are good for local merchants. Attendees who live outside the county in which the arts event takes place spend twice as much as their local counterparts - valuable revenue for local businesses and the community.

5. Arts drive tourism. Arts travelers seek out authentic cultural experiences. International travelers including museum visits on their trip has increased from 18% to 24% since 2003. The share attending concerts and theater performances has grown from 14% to 17% since 2003.

6. Arts are an export industry. U.S. exports of arts goods (e.g., paintings, jewelry) grew to \$72 billion in 2011, while imports were just \$25 billion.

7. Arts spark innovation. The Conference Board reports that creativity is among the top 5 applied skills sought by business leaders—with 72% saying creativity is of high importance when hiring.

8. Arts have social impact. U-Penn researchers have demonstrated that a high concentration of the arts in a city leads to higher civic engagement, more social cohesion, higher child welfare, and lower poverty rates.

9. Arts improve healthcare. Nearly half of the nation's healthcare institutions provide arts programming for patients, families, and staff. 78% deliver these programs because of their healing benefits to patients—shorter hospital stays, better pain management, and less medication.

- Sourced from americansforthearts.org

Anything
missing?

Which
benefit
tops your
list?



Source: Discover Lehigh Valley

Why should we support culture?



Source: The Morning Call

Our faculty, staff and students hail from across the United States, more than 79 countries, and all walks of life. We treasure this diversity in all its forms. We recognize and embrace our many differences. They make the Lehigh family who we are.

– *Lehigh University*

The Plan Schedule



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!

May 18, 2017

STRATEGY LAB: Hazard Mitigation + Resiliency

8:30 AM - 10:30 AM

May 18, 2017

STRATEGY LAB: Energy Conservation + Climate Change

10:30 AM - 12:30 PM

Visit lvpc.org/futurelv.html

