

Telling the Oregon Story... *planning for great communities while protecting our land*

1	<p>(Title)</p> <p>Talking Points:</p> <ul style="list-style-type: none">* Presentation is intended as a brief, 15-20 minute introduction to the value of good planning program and some background on Oregon's unique land use planning program.* This particular presentation was created in partnership with the Oregon Chapter of the American Planning Association and the Oregon Transportation and Growth Management Program (...and speaker's own organization).	
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Problems we sometimes face

(unattractive images depicting "why we plan")

Talking Points: When we think about the quality of our communities, some of the negative aspects we worry about are:

- * traffic congestion,
- * characterless, unfocused development (sprawl),
- * derelict neighborhoods, and
- * natural hazards



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What matters to Oregonians

(attractive images reflecting common values)

Talking Points: When we think about the positive attributes of what a community could be, we think of:

- * good places for people of all places (safe, friendly neighborhoods)
- * natural areas for open space and recreation
- * good jobs and
- * community facilities such as schools, libraries, places to gather)



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It's how we get there... *good planning matters!*

Good planning balances common values

Talking Points:

- * Good planning strives to first identify and then seek balance in implementing a wide range of common goals.
- * Common values held by Oregonians include:
 - * healthy, sustainable natural environments,
 - * distinctive, memorable places, and
 - * safe, walkable neighborhoods.



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It's how we get there... *good planning matters!*

Good planning is good business (part 1 of 2)

Talking points:

- * Good planning provides predictability to builders, thus saving money.
- * Good planning also requires that the permitting and governmental review process be completed in a timely manner.
- * Good planning also leads to stable property values

*It's how we get there...
good planning matters!*

Good planning is good business

Predictability matters

- Time is money
- Stable property values



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It's how we get there... *good planning matters!*

Good planning is good business (part 2 of 2)

* the costs of sprawl... infrastructure is costly

Talking points:

* Good planning helps diversify the job base by ensuring that there is enough land for both industrial and commercial job creation...

* and helps to redevelop downtowns into healthy, vibrant environments.

*It's how we get there...
good planning matters!*

Good planning is good business

- Provides job diversity
- Redevelop/reinvest in downtown

Before **After**

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It's how we get there... *good planning matters!*

Good planning is good government

- * the costs of sprawl... infrastructure is costly

Talking points:

- * more compact (or "focused") development patterns can substantially reduce costs of infrastructure
- * clarify examples of hard infrastructure (roads, water, sewer, etc) and public services (schools, emergency services, etc)

It's how we get there... good planning matters!

Good planning is good government

Sprawl costs taxpayers more... compact development provides more efficient public services



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It's how we get there... *good planning matters!*

the word "**land**" is highlighted

Talking points:

- * land is not just a flat surface to site structures upon... it includes the natural systems above and below the surface
- * land is interconnected with air quality and
- * land affects water quality



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It's how we get there... *good planning matters!*

the word "**use**" is highlighted

Talking points: We use land for many different uses:

- * industrial,
- * commercial,
- * agricultural,
- * recreation,
- * transportation, and
- * housing.

Planning strives to ensure enough land is "zoned" for a range of uses that are not in conflict when adjacent to one another... and, of course, within each use there are often specific "conditions" to address community concerns.



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It's how we get there... *good planning matters!*

the word "**planning**" is highlighted

Talking points:

- * Good planning is ultimately a community process... about determining, as a community, what we want our community to be
- * "mapping out" how to get to there
- * and following through to get it built... turning a common vision into a reality.



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In Oregon... *planning is at the heart of the matter*

graphic of "Land Use Planning" surrounded by other subject areas: "Economic Development", "Natural Resource Management", "Transportation Planning", "Social Services and Education" and "Housing".

Community Solutions

Talking points:

- * each area of concern is interconnected ... a good land use planning process brings together many disciplines
- * the land itself is often the common, most costly, element uniting these concerns

Speaker's option: (if you're familiar with the Governor's CST efforts, it might be highlighted as an approach to problem solving on this slide)



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Tools
for Oregonians ...
*the statewide
planning program*

*(transition slide from
"why plan" to more
specifically, Oregon's
program)*

A 30 Year Legacy with
McCall's photo:

- * Tom McCall's vision
and leadership
- * Award winning;
internationally
acclaimed

Talking points:

- * Since 1973 and the
passage of Senate Bill
100, a statewide land
use planning program
has evolved into a
model which is widely
considered one of the
best in preserving a
state's livability.
- * SB 100 established a
framework in which
each city and county
would adopt
comprehensive
plans consistent with
broad statewide goals.
(option to continue
with a few more
specifics...)

**Tools for Oregonians
... the statewide planning program**

A 30 year legacy

**Governor Tom McCall's
vision and leadership**

**Award winning,
internationally acclaimed**



Tools
for Oregonians ...
*the statewide
planning program*

Partnerships are key...
a guiding principle in 3
parts

- * local decisions shape communities
- * statewide goals provide building blocks
- * informed public involvement ensures success

Talking points:
(paraphrasing bullets
above) The Statewide
program has 3
components-

- * an emphasis on local decision making,
- * a statewide framework that is used by local communities as building blocks, and
- * opportunities for Oregon residents to get directly involved.

The following series of
slides elaborate on each
of these principles...

Tools for Oregonians
... the statewide planning program

Partnerships are key

Local decisions shape communities

Statewide goals provide building blocks

Informed public involvement ensures success

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Tools
for Oregonians ...
local decisions
shape communities

**Shaping local
character... ensuring
distinctive places**

Talking points: For
example, 4 very
different communities
operate within the
statewide program
to create and enhance
their distinctive
community centers.

- * Newport's historic
bayfront
- * The suburban
community of
Tualatin's creation of a
"new" town center,
Tualatin Mews
- * Lakeview's classic
eastern Oregon "main
street" and
- * Downtown Portland's
public plaza and
retail center... Pioneer
place



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Tools
for Oregonians ...
goals provide building blocks

19 goals provide the foundation for local decisionmaking (5 categories similar to DLCDC brochure)

Talking points:

- * 19 goals reflect the values of Oregonians and serve as local building blocks.
- * these 19 goals fit into 5 general categories.

Tools for Oregonians
... the statewide planning program

19 goals provide the foundation for local decision-making

- Planning for people
- Agriculture and Forestry
- Urban Growth
- Natural Resources
- Coastlands

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Tools
for Oregonians ...
goals provide building blocks

Planning for People

Talking points:

- * The first goal exists to make sure Oregon communities have systems in place to ensure citizens have an opportunity for active, direct involvement.
- * The 2nd goal established the statewide land use planning system.

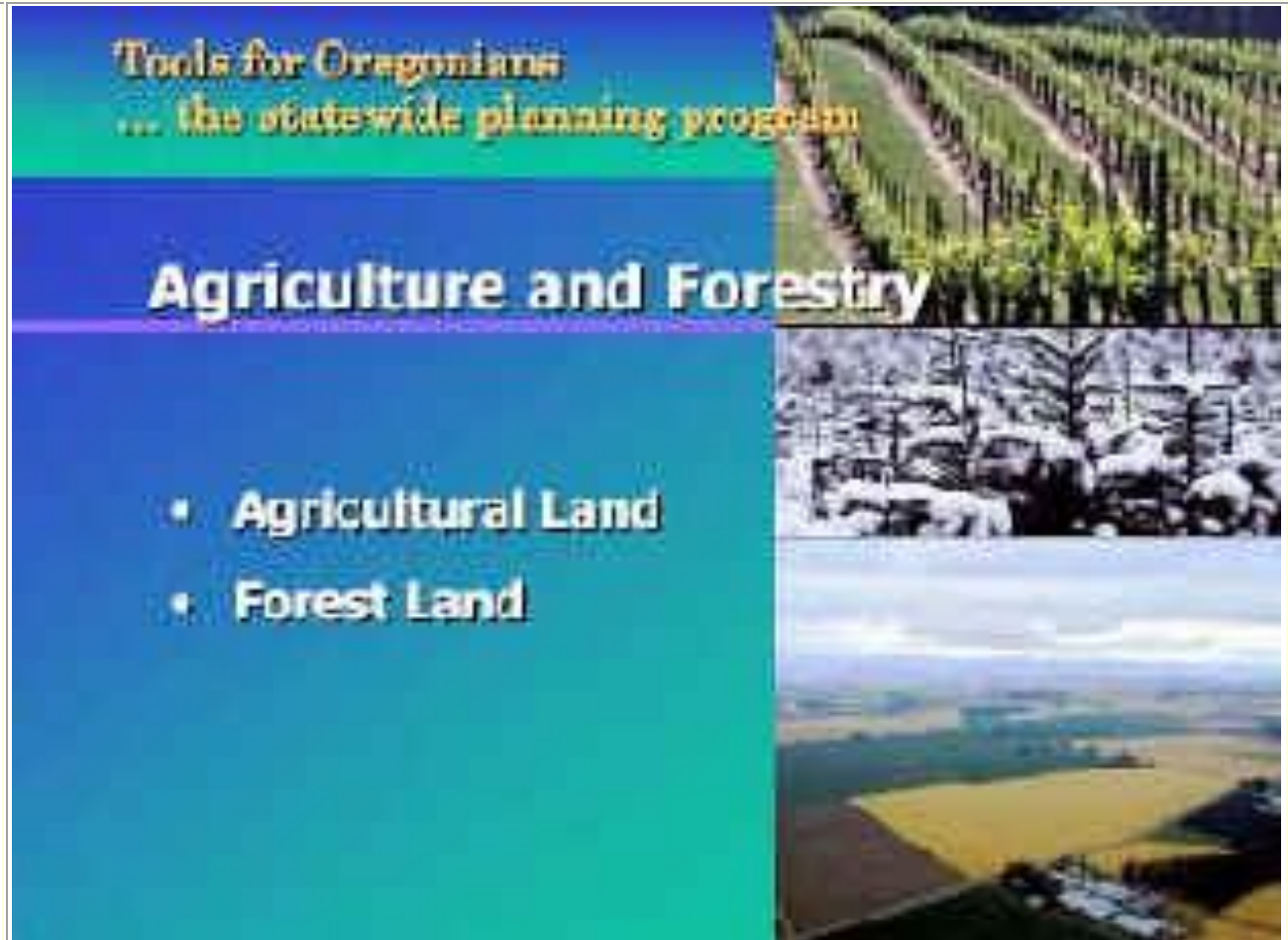


Tools
for Oregonians ...
goals provide building blocks

Agriculture and Forestry

Talking points:

- * The preservation of farmland has been a fundamental tenant of the statewide land use program... emphasizing the viability of farming as a key state industry (include statistics on saving farmland).
- * The program also intends to ensure that forest lands will be available now and in the future for growing and harvesting of trees.



The slide features a blue and green background with a vertical image strip on the right showing a vineyard, a snowy forest, and a farm. The text is as follows:

Tools for Oregonians
... the statewide planning program

Agriculture and Forestry

- **Agricultural Land**
- **Forest Land**

Tools
for Oregonians ...
goals provide building blocks

Urban Growth Management (part 1 of 2) list of urbanization, economic development, housing, public facilities and services, and transportation

Talking points:

- * The urban goals work together to ensure an adequate supply of land is available for a wide range of uses.
- * For example, the public facilities goal ensures a coordinated, thoughtful process is followed between local governments to avoid wasteful duplication of services.

Speaker's option:
(opportunity to talk about Transportation Planning Rule, and/or affordable housing, etc)

Tools for Oregonians
... the statewide planning program

Urban Growth Management

- **Urbanization**
- **Economic Development**
- **Housing**
- **Public Facilities and Services**
- **Transportation**

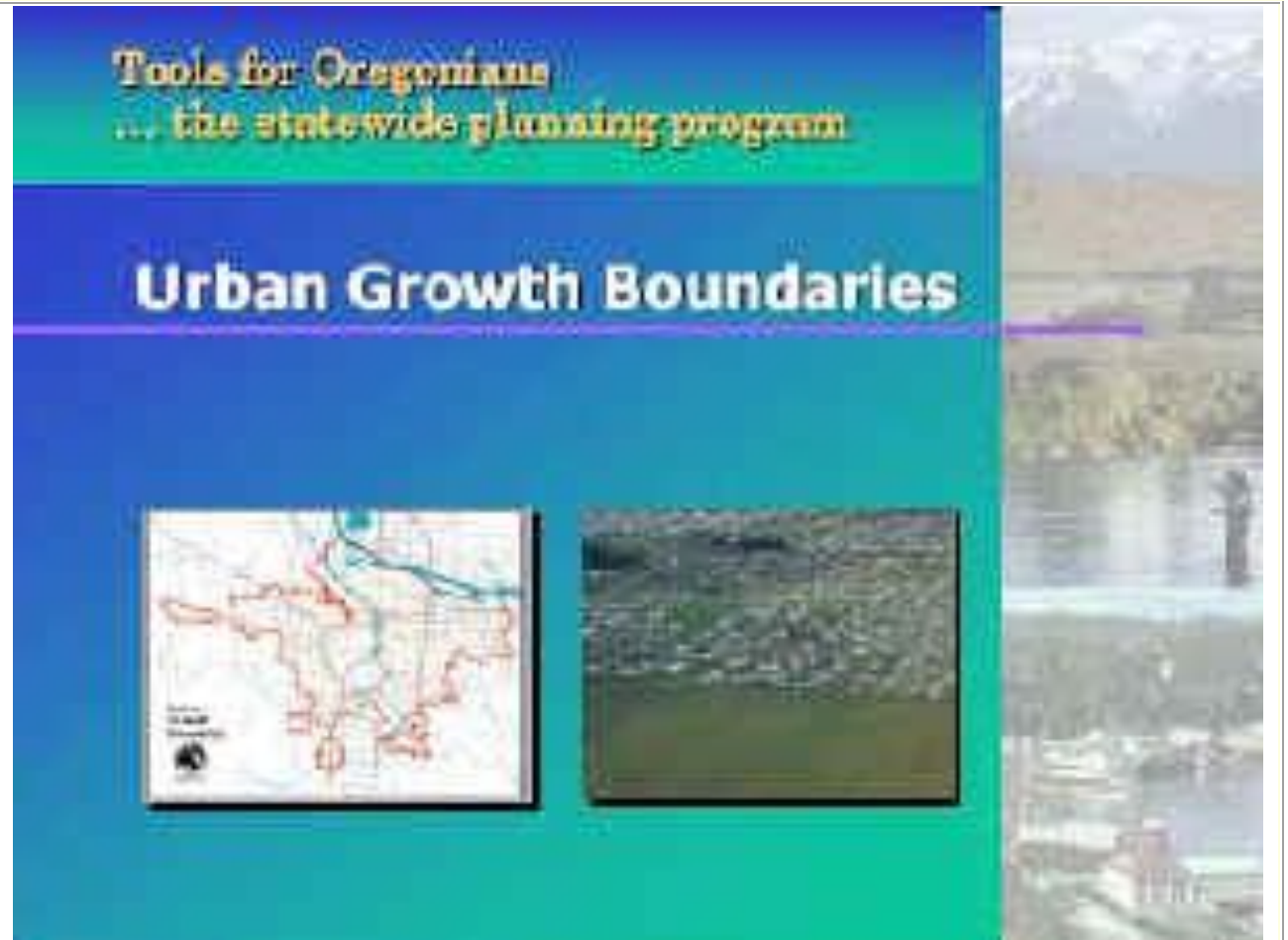
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Tools
for Oregonians ...
goals provide building blocks

Urban Growth Boundaries (part 2 of 2)

Talking points:

- * a key feature of the statewide land use planning program is a requirement for each of the 240 cities in the state to establish an urban growth boundary.
- * UGB's separate urban and rural uses and makes it predictable to know where to focus future growth and to cost-effectively plan for the associated public facilities and infrastructure.



Tools
for Oregonians ...
goals provide building blocks

Natural Resource Protection

Talking points:

- * After what many have perceived as an emphasis on agricultural and urban goals, natural resource goals are again gaining in emphasis... especially "within the boundaries" (i.e. urban as well as rural areas)
- * Most notably, the federal listing of endangered fish species is prompting many local governments to take a closer look at how well the natural resource goals are being achieved.

Tools for Oregonians
... the statewide planning program

Natural Resource Protection

- **Natural / Scenic / Historic Areas**
- **Air, Water, and Land Resources**
- **Natural Disasters / Hazard Areas**
- **Recreational Needs**
- **Energy Conservation**
- **Willamette River Greenway**

Tools
for Oregonians ...
goals provide building blocks

Coastline Protection

Talking points:

- * The coast is a distinctive part of Oregon, and the statewide planning program reflects the common values of all residents who want to ensure it remains both an environmental treasure and a vital part of our economy.

Tools for Oregonians
... the statewide planning program

Coastline Protection

- **Estuarine Resources**
- **Coastal Shorelines**
- **Beaches and Dunes**
- **Ocean Resources**

Tools
for Oregonians ...
*working it out
together*

McCall quote (speaker's
option to read or not)

Talking points:

- * The third and perhaps most important ingredient in the statewide program is the direct involvement of Oregonians.
- * In order to make the program work, Oregonians must get involved... creating a vision and monitoring to see it is being achieved.
- * Citizens can choose to get involved at the neighborhood, community, regional or state levels... ranging from working groups on specific developments to long range planning efforts.

Tools for Oregonians *...working it out together*

**"Heroes are not statues framed
against a red sky; they are people
who say ... *this is my community
and it's my responsibility to make
it better.*"**

Tom McCall, Governor



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Your next steps:

Talking Points:

* if you would like more information, please contact us.

Your next steps...

For more information

Contact your local city or county planning department via the Oregon Blue Book website

<http://bluebook.state.or.us/local/cities/cities.html>

Oregon Department of Land Conservation and Development

phone: (503) 373-0360

www.lcd.state.or.us

Oregon Chapter of the American Planning Association

phone: (503) 550-8358

www.oregonapa.org



