

CPAC Meeting #1

CITY OF CONVERSE

Comprehensive Plan

August 19, 2024

MEETING AGENDA

1. PROJECT OVERVIEW
2. ROLE OF A CPAC
3. DISCUSSION
4. ENGAGEMENT PLAN REVIEW
5. NEXT STEPS

PROJECT TEAM

FREESE AND NICHOLS

Chance Sparks, FAICP, CNU-A
Senior Advisor

Caitlin Admire, AICP, LEED AP, ENV SP
Project Manager

Chris Wesseln, AICP-C
APM, Planner

Seth Pilger
Planner

Caroline Stewart, AICP
Planner

Lora Socarras
Planner

Riley Belcher
Intern

Ethan Shires, PE
Infrastructure

Mallory Scates, PE
Transportation & Mobility

Will Huff, PE
Stormwater

Kelsey Calvez
Environmental Science

txp

Travis James, MBA
Market & Economics

CD&P

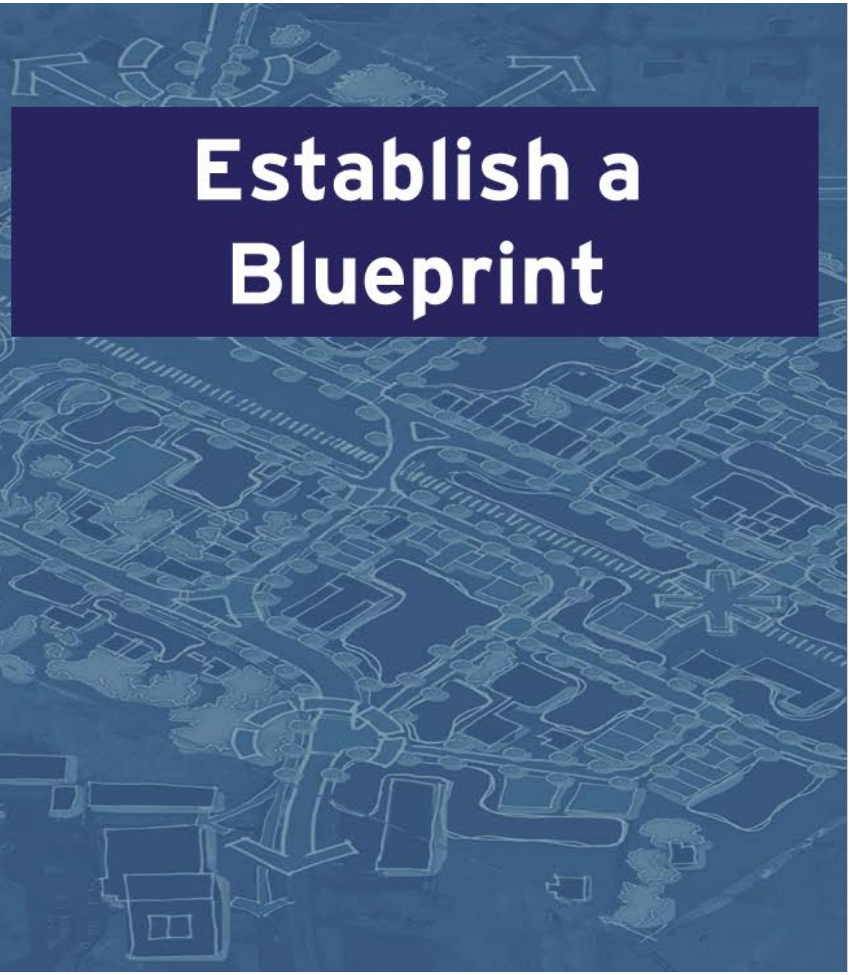
Arin Gray

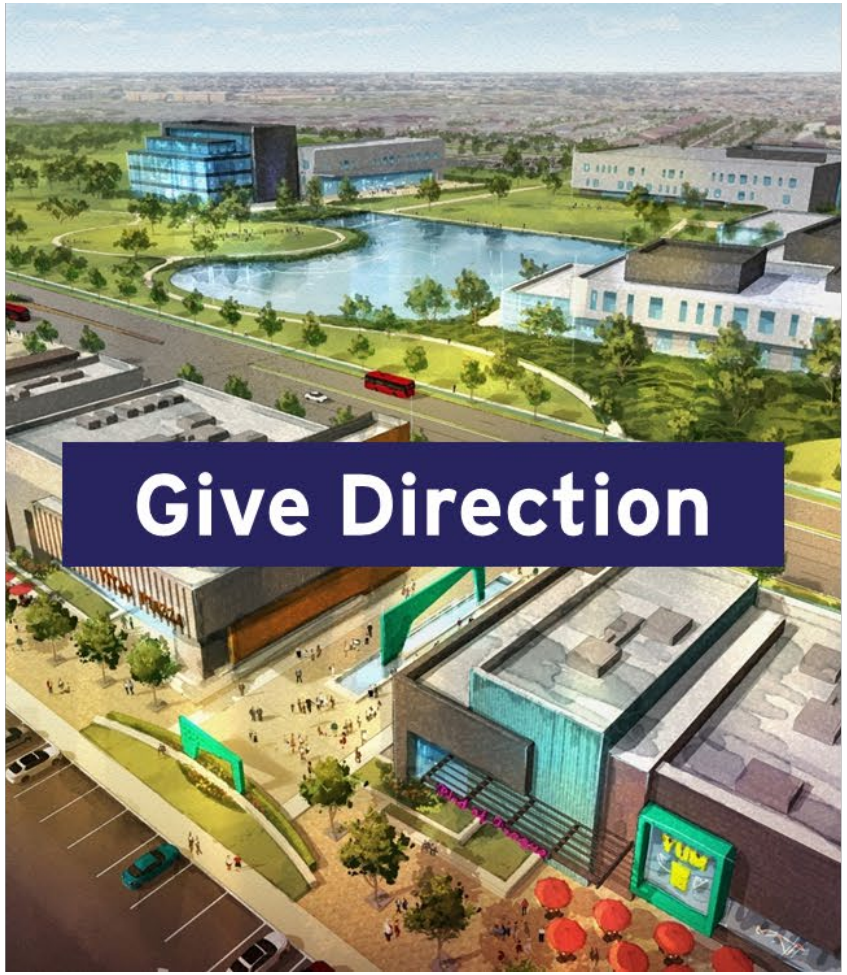
Mary Anne Connolly

Jacqie Wilson

Alyssa DeRosa
Public Outreach & Engagement

Why a Comp Plan?







What is a Comp Plan?

It is…

- Reflection of the community's vision
- Long term statement that guides policy
- Basis for subsequent ordinances
- Tool for decision making

It isn't…

- Legally binding
- Zoning ordinances
- Meant to sit on a shelf

FREESE AND NICHOLS

PRIOR WORK

- 5-Year Strategic Plan 2019
- Park Vision Plan 2016
- Loop 1604 Corridor Study
- AAMPO Mobility 2050 Plan
- AAMPO TIP Short-Range Plan
- JBSA-Randolph Joint Land-Use Study
- JBSA-Randolph AICUZ Study

PROJECT SCHEDULE

INITIATION
(Jul-Aug '24)

- Final Contract
- Initiation Meetings
- Preliminary Workplan
- Data Collection & Review
- Kickoff Workshop + CPAC #1

ANALYSIS
(Sep-Nov '24)

- Branding & Website
- Existing Context & Conditions Analysis
- Public Survey
- Public Engagement Event #1
- CPAC #2
- Community Vision Goals & Guiding Principles

LAND USE SCENARIOS
(Dec '24-May '25)

- Change Study
- Scenario Planning & Analysis
- Preferred Scenario Selection
- Public Engagement Event #2
- CPAC #3
- Council Briefing #1

TOPICAL CHAPTERS
(Jun-Aug '25)

- Future Land Use
- Transportation & Mobility
- Infrastructure & Facilities
- Economics
- Implementation
- CPAC #4
- Public Engagement Event #3
- Council Briefing #2

FINALIZATION
(Sep-Dec '25)

- Final Production
- Full Draft Plan
- Review & Revisions
- Online Public Review & Comment
- Public Engagement Event #4
- Adoption Meetings

What is a CPAC Role?

- Serves as the primary steering committee for the plan's development
- Works with the consultant team and city staff to provide guidance and ensure the process and recommendations are keeping in line with the community's needs and vision

- Generates the overall vision and provides feedback on the best ways to engage the community
- Directly involved both in the determination of the process and the proposed recommendations
- Become champions of the comprehensive plan
- Attend CPAC meetings and attend community events, if possible
- Encourage fellow residents to get involved in the planning process

FREESE AND NICHOLS

Why are you doing this?

SWOT DISCUSSION

ASPIRATIONS

- **Family-friendly**.
- **Downtown** with shops and restaurants for families.
- **A busy city with a wider variety of businesses**; dining, entertainment, accommodations, and family destinations.
- **Cleanliness and beautification**; public streets & private properties, code compliance.
- **Parks & recreational amenities** for all ages; pool, bowling, YMCA.

SWOT DISCUSSION

STRENGTHS & OPPORTUNITIES

- **Strong youth and military population,** engage our service members and youth in work opportunities and local events.
- **Potential for growth**
- **Housing market**
- **Proximity & size**

SWOT DISCUSSION

WEAKNESS & THREATS

- **Too many charges and restrictions** for residents to access city services, especially those that need help the most.
- **Lacking amenities** compared to local peers.
- **Not enough progressive thinking.**
- **Underutilization of land**, esp. for auto-oriented businesses.
- **Communication and connection** between residents and the City, lack of trust/accountability.
- **Lack of upkeep** and maintenance of public realm.
- **Traffic and road construction.**

SWOT DISCUSSION

SUCCESS

- Increase in growth.
- Recruitment of companies, more commercial businesses and business investment.
- More involved families, citizen engagement
- Less crime.
- More for the youth to do.
- The city could be more inviting, a more desirable place to live.

SWOT DISCUSSION

RESULTS

- Understandable planning model.
- Financial/economic growth.
- Development of new businesses and happy current businesses.
- Additional amenities.
- Decrease in youth crime.
- Increase in people wanting to move here.
- Increase in site plan applications.
- Community input impacts future decision-making.
- Move from just talk to action; the work is getting done, tangible changes and noticeable improvements.
- Higher voter turnout and city function attendance.

SWOT DISCUSSION

COMMUNITY INSIGHTS

- The need for sit-down restaurants, family gatherings areas, family-friendly activities and eateries
- There are subdivisions that would like to be annexed.
- Less gas stations & car washes.
- Lacking community pride, the City should invest in the community to promote pride and stewardship.
- The rules and regulations make it hard, especially for senior citizens and low income.
- Desire for development that enhances the community, addresses community needs and values.

WHAT ELSE?

Questions, concerns, anxieties?

Anything we need to know?

MEETINGS & ENGAGEMENT

- INITIATION CALL
- ENGAGEMENT WORKSHOP & PLAN
- MONTHLY STATUS MEETINGS
- KICKOFF MEETING & TOUR
- INTERACTIVE PROJECT WEBSITE

8 TO 12 TRIPS
- KICKOFF
- 4 WORKSHOPS
- 4 PUBLIC ENGAGEMENT EVENTS
- 2 COUNCIL BRIEFINGS
- 2 ADOPTION MEETINGS

Stakeholder & Public Engagements

- 4 CPAC MEETINGS (P&Z)
- 10 STAKEHOLDER MTGS (VIRTUAL UNLESS W/ TRIP)
- 4 PUBLIC ENGAGEMENT EVENTS
- 2 COUNCIL BRIEFINGS
- 1 PUBLIC SURVEY
- 1 P&Z ADOPTION MEETING
- 1 COUNCIL ADOPTION MEETING

NEXT STEPS

- Baseline & Context Analysis
- Website & Survey launch – Late September
- First Public Engagement – 10/1 (National Night Out)
- Stakeholder Meetings
- Next CPAC Meeting – November