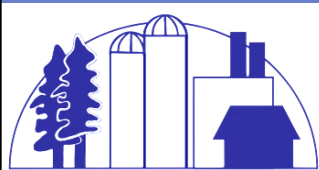


Planning for Parks and Open Space



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Today's Topics

- Local economic benefits
- Using visioning
 - Why use visioning
 - How visioning works
 - An example



Does open space pay?

- Salem, OR
 - \$1,200 an acre more than land 1,000 feet away
- Oakland, CA
 - Greenbelt added \$41 million to property values
- Front Royal, VA
 - Quick selling property along easement and trail
- Seattle, WA
 - 6% higher selling price when adjacent to a trail
- Dayton, OH
 - 5% of selling price of home attributed to proximity of open space.
- Boulder, CO
 - Increase of \$5.4 million in total property values generating \$500,000 in additional property tax



Does open space attract investment?

- Open space is 3rd most important factor in location a business (Corporate CEOs)
- Open space is highest priority for small companies in choosing a new location.
- Travel and tourism is 3rd largest retail sales industry
 - Outdoor recreation is a vigorous growth area in the U.S. economy
 - Generating over \$40 billion in 1996
 - Recreation is the 2nd largest producer of direct revenue from U.S. Forest Service lands




Are there savings from protecting open space?

- Estimated cost to NYC to buy watershed land to protect upstate drinking water supplies: \$1.5 billion
- Estimated cost to NYC to build a filtration plan if upstate watershed lands are developed: \$6-\$8 billion
- Savings: \$4.5 - \$6.5 billion



Are places protecting open space?

- Austin, TX: \$130 million in local bonds for parks and greenways, purchase open space
- St. Paul, MN: tear down old shopping center to uncover lake and wetland
- Larimer County, WY: in 1995 voters passed an 8 year, ¼ cent sales tax earmarked for purchasing open space
 - 4 years later: \$18 million and protected 7,000 acres
- New Jersey: 9 open space bond acts 1961-1995
 - Total \$1.4 billion
- Boulder, CO: 1967 dedicated sales tax
- Town of Dunn: portion of property tax to PDR program, bonds, grants

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- How can we tell which lands to protect?
 - What tools would be most appropriate for our community?
 - How should our community begin?

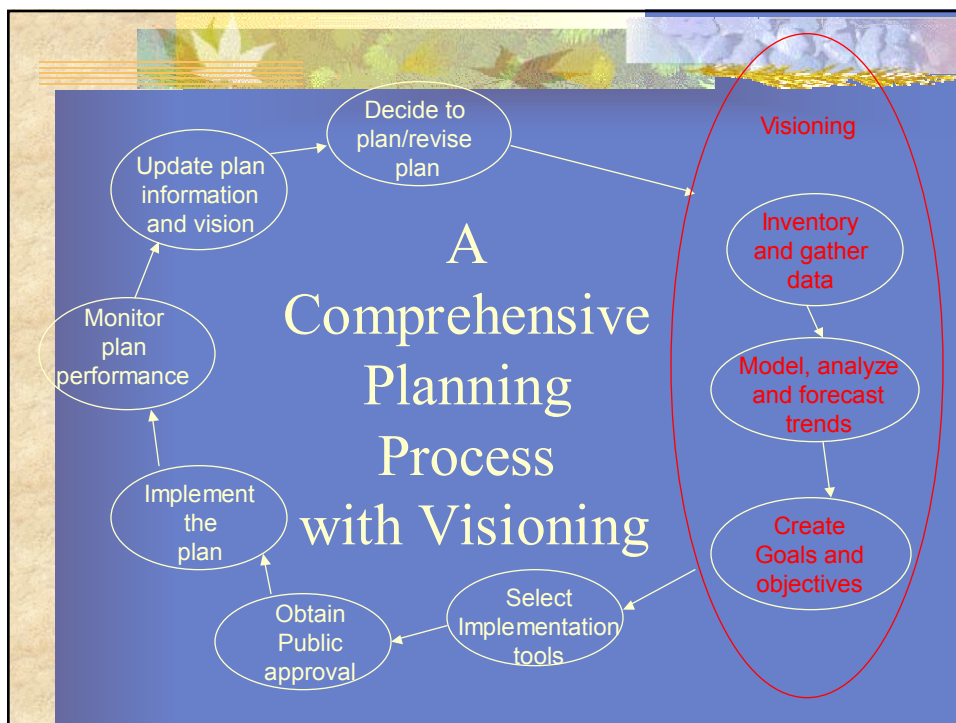


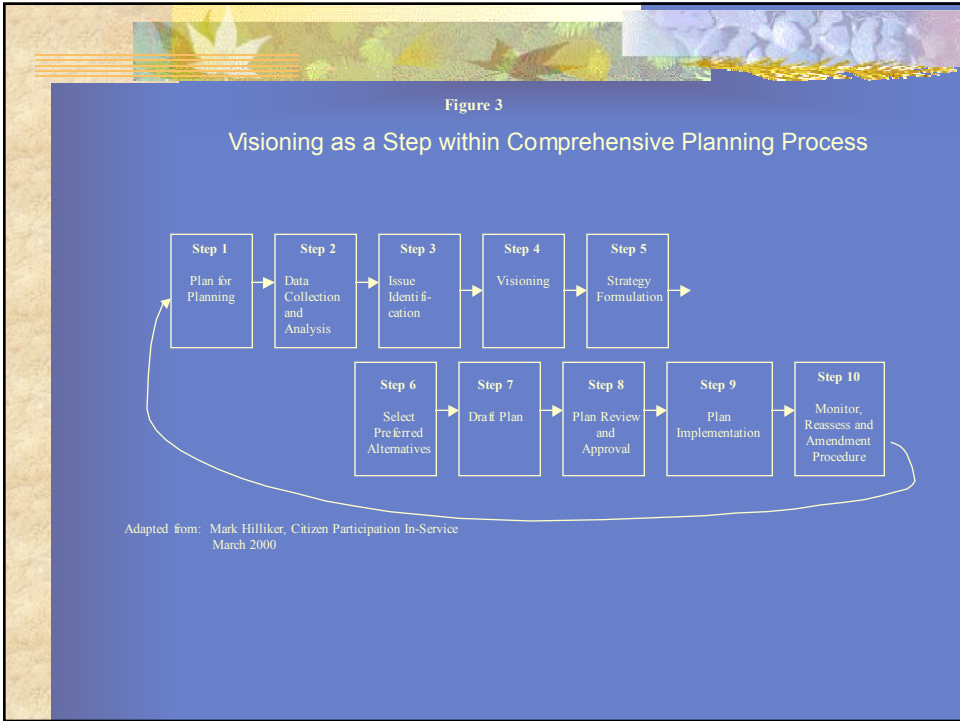
Comprehensive planning in WI

- Natural resources element
 - Data collection and analysis
 - Portage county – lakes research
 - Use visioning

What is comprehensive planning?

- An orderly, open approach to determining local needs, setting goals and priorities, and developing a guide for action.
- A concentrated effort by a community to reach a balance between the natural environment and other land uses.
- A plan is a guide for public officials and private citizens to use in making informed decisions that will affect their community.






What is Visioning?

- Visioning is a *process* by which a *community* envisions the *future* it wants, and plans how to achieve it.





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- Visioning emphasizes community assets rather than needs
 - Visioning weighs options and opportunities on the basis of shared purpose and values.
 - Visioning stresses early and continuous public involvement in the process.



Visioning Road Map I

- getting started
- conducting a community visioning workshop
- establishing key area task forces
- developing goals and strategies
- developing action plans
- implementing
- monitoring, evaluating and revising activities



Pre-Visioning

- Why are we interested in parks and open space in our community?
- What do we hope to accomplish with a vision of parks and open space?
- How will a parks/open space vision complement a community vision?
- How will a parks/open space vision complement other important issues in our community, such as economic development, downtown revitalization, etc.



The Visioning Workshop

- What kind of parks/open space do we want to preserve in our community?
- What kind do we want to create in our community?
- Do we want to change parks/open space in our community?
- Are there special parks or open spaces that hold historic, cultural meaning for our community?
- What kinds of parks do we want in our community? And what kinds of open spaces?
- Which parks could be improved?
- In the next 10 to 20 years, what do we want our parks and open space to look like?
- How do we want them to function?



Other visioning activities

- Photos
- Walking/driving tour
- Focus groups
- Experts



Pros and Cons of Visioning

- Pros
 - Serves as a catalyst
 - Gets community/public excited about the planning process
 - Can keep process on track
 - Can keep implementation moving forward
- Cons
 - Adds to cost of planning process, but does not need to
 - Facilitator dependent
 - Creates expectations

Conclusions

- Visioning can:
 - easily be included into a comprehensive planning process.
 - guide the rest of the comprehensive planning process.
 - provide a rationale for goals and objectives.
 - Identify the important and current issues in a community.
 - An open process to get lots of people in a community involved.

That's it!

- The Center's website:
- www.uwex.edu/ces/landcenter/index.html

