



Centralina Council of Governments

GROWING Jobs and Our Economy | CONTROLLING Cost of Government | IMPROVING Quality of Life

# Helping You Create a Community-Supported, Integrated Land Use Plan

## The Challenge

Communities throughout the region are seeking to create livable places with lasting value. As local elected officials consider options for how their community can grow and improve, coordinating the many diverse aspects of planning can be challenging. Transportation options, future land use, parks and recreation plans, and economic development strategies are often found in multiple documents and are not always developed with a view of the ultimate goal – a vibrant community that meets the needs of current and future residents. Equally important is understanding the impact of individual development decisions on a community's ability to provide services in a cost effective manner.



## Helping Communities Plan for the Future

A land use planning process that includes a comprehensive set of development goals and combines scenario planning and return on investment elements helps a community to understand existing land use patterns, future potential land use options, the implications of different growth patterns. The result is a single document that will help to coordinate transportation, land use, and economic development strategies to implement informed, comprehensive community goals.



- **Understanding local needs and values**

By engaging a broad range of public voices, local leaders can better understand current issues and what the community wants for the future. Engagement also creates early support for plan recommendations. Centralina can design public engagement process that works best for the community, which can include a combination of hand-on public workshops, forums, focus groups, online surveys, and social media.

- **Compiling and developing robust local data**

By combining local and state and federal databases with newly created maps and the wealth of data collected through the CONNECT Our Future project, communities have the information needed to make defensible land use and development decisions.

- **Coordinating the Vision**

Centralina will synthesize existing data and plans with public opinion and best practices to create strategies that will encourage well-planned, livable communities to meet the needs of our region's growing population while maintaining a sense of place for the community.

**For more information contact:**

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