



AGENDA MEMO
10/17/2017 Agenda

TO: Honorable Mayor and City Council

FROM: Patrick Baugh, Community Development Director

SUBJECT: Discuss and provide direction on updating the City of University Park Master Plan

BACKGROUND:

On July 6, 1989, a City Council appointed Master Plan Leadership Group, Chaired by Mr. Walt Humann, presented an update of the 1976 edition of the Master Plan to Council for consideration and adoption. The Master Plan represented the culmination of efforts of over 400 citizens providing information on 40 topics to 16 Task Forces led by 6 guiding principles for the principal purpose of charting “a short-and long-range course for the City”.

The six Guiding Principles for the future of the City of University Park are:

1. Provide individual initiative in forging the community's future.
2. Continue to operate the City on a sound, fiscally conservative basis.
3. Preserve and enhance neighborhood character.
4. Maintain and improve safety and security.
5. Rejuvenate aging streets and facilities.
6. Expand two way communication.

The process, initiated in January of 1988, for the crafting the Plan to include as much citizen participation as possible included:

- Appointment of a citizen steering committee
- Distribution of surveys to every household (with a commendable 40% return rate)
- Large (200 persons) volunteer solicitation effort in public meeting
- Many public meetings, listening sessions for ideas
- Formation of study groups (returned 40 studies with recommendations, Q1 of 89)
- Coordination and compilation by consultants
- Study group chairs and staff reviewed draft
- Final review and recommendations of the Committee presented to the public
- Final Report presented to the City Council 18 months after start

After twenty eight years in use, the City Master Plan may benefit from an update.

Should the City Council desire to update the Plan, staff will require some direction. Some of the key questions to consider in the discussion of a potential update might include:

- Are the six principles still valid?
 - If not, how should they be modified?
- Is the process of the prior update a good path for another update?
- Is there a target budget for engaging a consultant?
 - If so, what should be that consultant selection process?
- A citizen survey is programmed for the upcoming year
 - Should that survey be expanded to include solicitation of ideas for the Master Plan?
 - Should the Master Plan survey supplant the programmed survey?
 - Should the Master Plan survey be in addition to the programmed survey?
- How would the steering committee look?
 - Can the existing boards and commissions be brought in to help lead discussions and task forces
 - Would the number of volunteers be adequate, too many, too few?
 - How would interest be generated and potential persons be motivated to volunteer?
- What would be the preferred start and end dates?
 - When would be a target completion date be preferred?
 - Are there any activities underway or anticipated that might indicate that the process should be advanced or delayed?

The current Master Plan Executive Summary is attached and provides additional details of the process and subject elements.

RECOMMENDATION:

Staff recommends that the City Council review the Master Plan and discuss the timing of updating the Plan, if necessary, and provide direction to staff.