



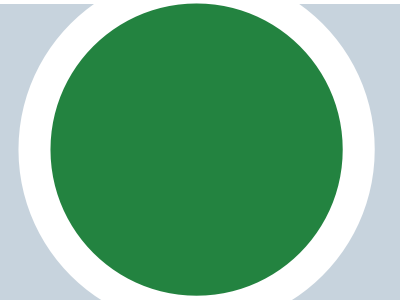
MABLETON 2045 Comprehensive Plan

Steering Committee Meeting #1

November 12, 2024



Agenda

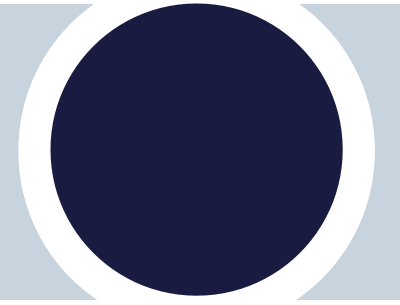


1. Introductions
2. Orientation to Mableton 2045
3. Build-a-Survey Activity
4. Closing and Next Steps

Introductions (and Activity)



Mableton Today, Mableton Tomorrow



Before we introduce ourselves, please use the sticky notes in front of you and write down short answers to these two questions:

Mableton Today

Picture Mableton today in 2024.

In one word or short phrase, what are the City's greatest needs today?

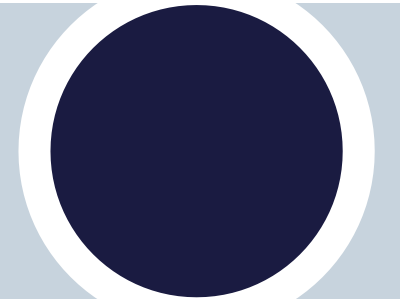
Mableton Tomorrow

Now, imagine Mableton in 2045.

In one word or short phrase, how will the City be different in the future?

Write down as many answers as you like but keep them short! We will share them momentarily.

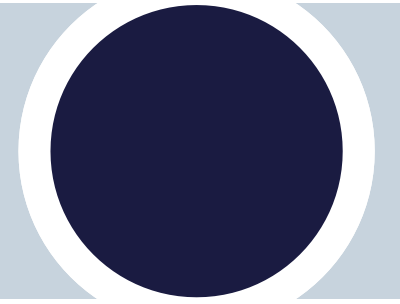
Introductions



Tell us:

- Your name
- Your organization / how you came to be a part of this committee
- One of your comments about Mableton Today
- One of your comments about Mableton Tomorrow

Project Team



City Staff

William B. Tanks
City Manager

Juliana Njoku
Community Development
Director

Allison Benson
Special Projects Manager

Lily Smith
Assistant to the Mayor

Consultant Team

John J. Funny, Project Lead
Grice Consulting Group

Allison Stewart-Harris
TSW

Nick Johnson
TSW

Tia Maxwell-Farmer
TSW

Contente Terry
Contente Consulting

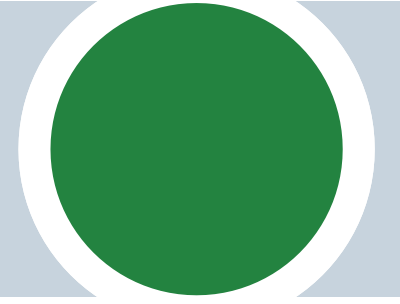
Sammy Powell
Atlas

Todd Noell
Noell Consulting Group

Orientation to Mableton 2045

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Welcome!

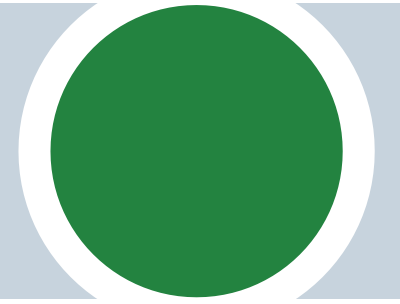


This is the City's first comprehensive plan...
and you are the first plan's Steering Committee!

What does that entail?

- Help guide this process
- Ensure we are representing the viewpoints of Mableton's diverse stakeholders
- Provide feedback at critical points throughout the process to ensure the plan's success
- Help us spread the word about the plan!

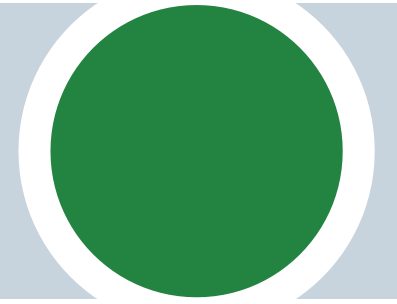
Orientation to Mableton 2045



In this section:

- Comprehensive Planning 101
- Role of the Steering Committee
- Community Engagement Program

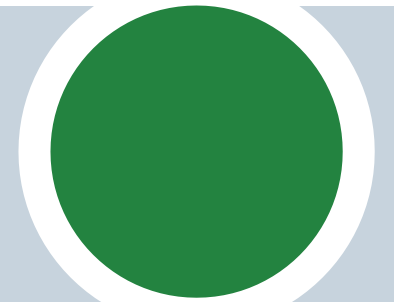
Comprehensive Planning 101



Why plan?

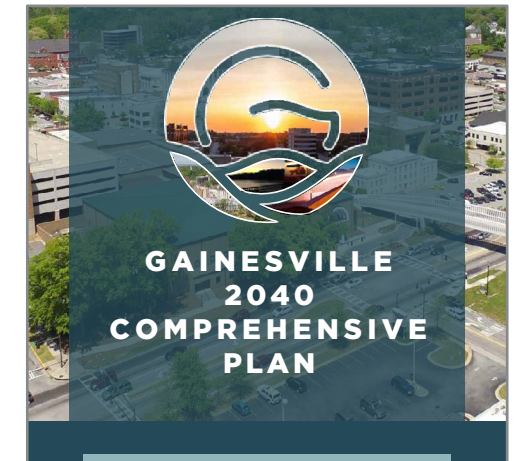
- Document needs, opportunities, and goals
- Provide guidance to City officials on policy and budget decisions
- Gain access to state and federal funding opportunities by obtaining **Qualified Local Government (QLG)** status
- Provide City leaders more control over future land use decisions

Comprehensive Planning 101

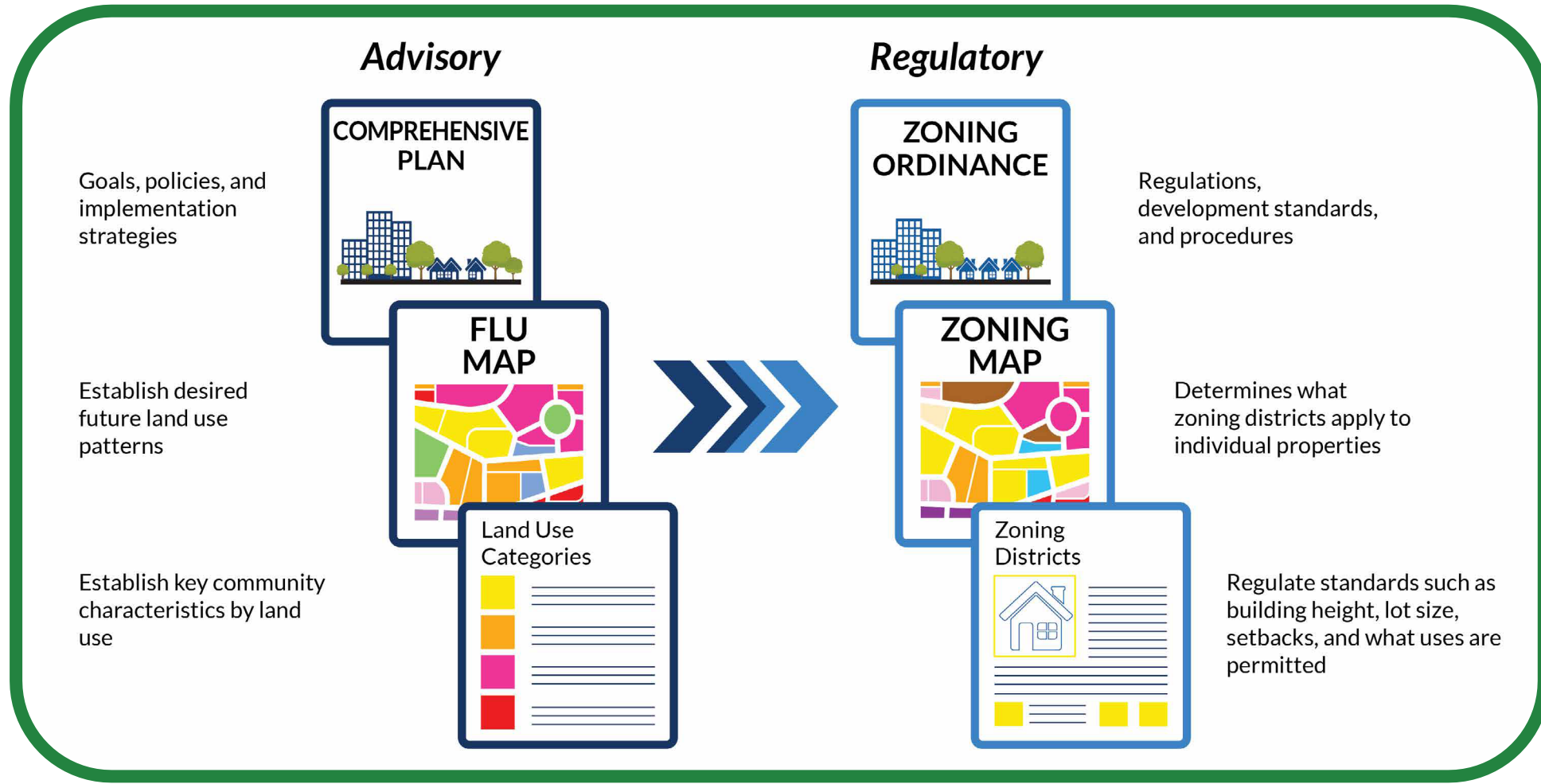
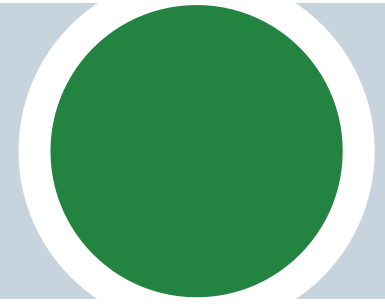


What does a comprehensive plan do?

- Sets long-term **community goals** related to all elements a city is responsible for—usually land use, transportation, economic development, housing, and infrastructure
- Recommendations **future land use** policies for the entire jurisdiction
- Provides a **Community Work Program** for all City-led tasks within five years of the plan's completion



Comprehensive Planning 101

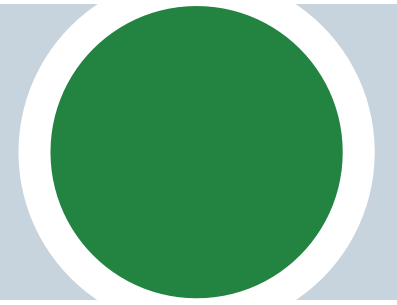


Advisory Policies vs. Regulations

The Comprehensive Plan and the Future Land Use Map set strategy and guidelines than regulated by zoning

Graphic: City of Fort Worth

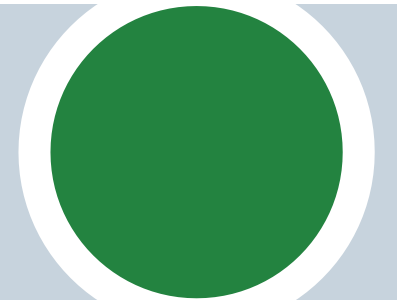
Comprehensive Planning 101



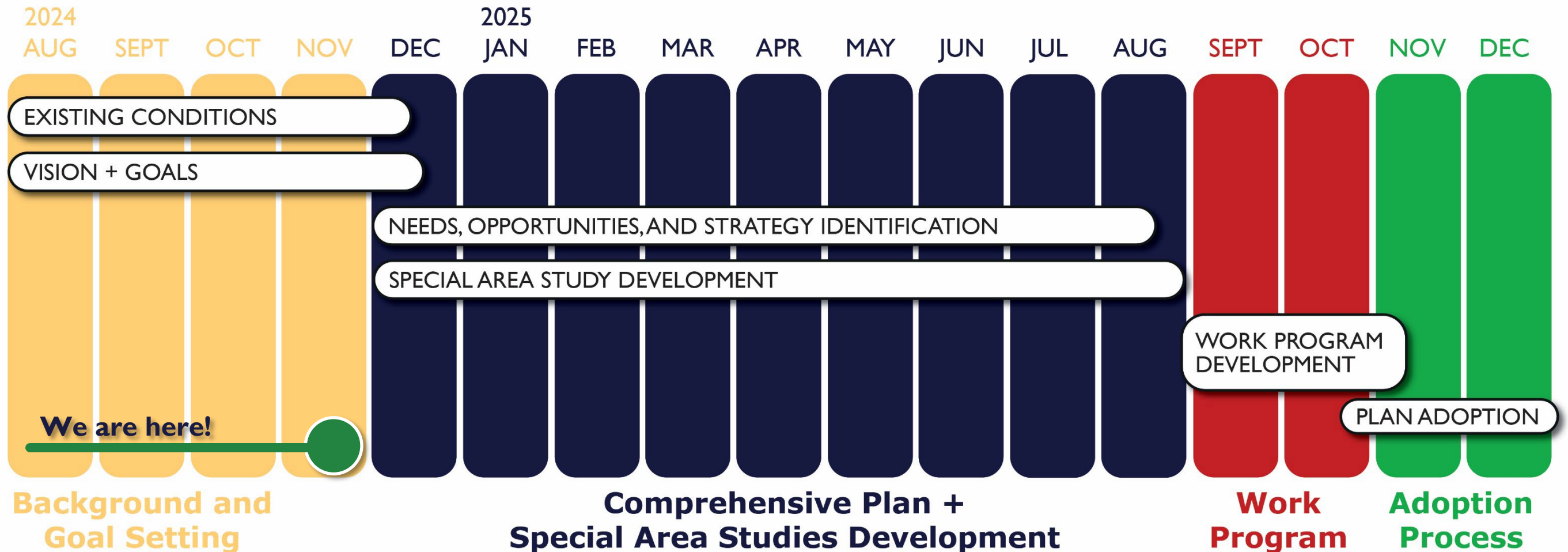
Typical Planning Process



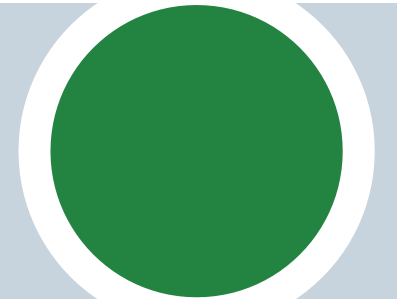
Comprehensive Planning 101



Mableton 2045 Schedule



Comprehensive Planning 101



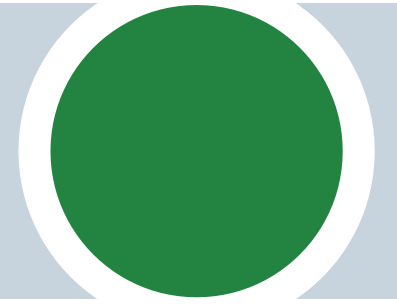
Benefits

- Unified and community-supported direction for City's future
- Clear, long-range policy for major aspects of City governance
- Step-by-step work plan that enables incremental change
- Builds support for other planning processes, grants, and further studies

Challenges

- Final product is high-level by necessity
- Building consensus among community members—or more involved stakeholders
- Balancing a desired policy direction with market and physical realities
- Project phasing—can't do everything right away or all at once

Plan Steps

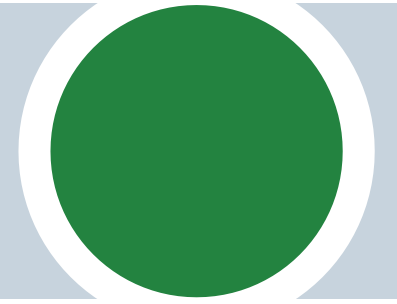


Assess Existing Conditions

Goal: understand the lay of the land and what is changing

- Review previous planning efforts within and around the city
- Compile data on demographics, land use, transportation and travel behavior, and market dynamics
- Not limited to just data—interviews and input from stakeholders is critical

Plan Steps

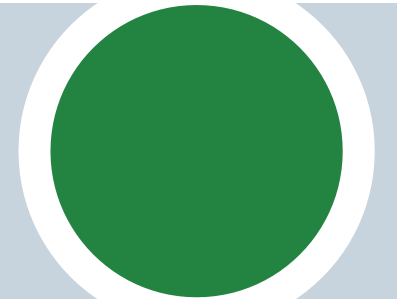


Engage the Community

Goal: understand community priorities and build support for the plan's recommendations

- Identify community assets, opportunities, and greatest needs for change
- Communicate what the plan does and does not govern
- Co-create solutions with community members
- A two-way street—planners learn what the community wants, then use professional experience to craft a plan that achieves the desired outcome

Plan Steps



**Develop
Mission, Vision,
and Goals**

Goal: develop a target for Mableton to reach over the next 20 years

- Devise desired outcomes for:

Land Use

Economic Development

Housing

Transportation

Environment and Sustainability

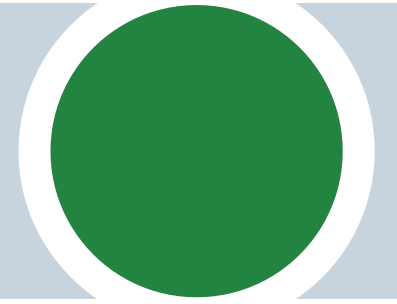
Arts and Culture

Historic Preservation

Capital Improvements

- Conduct technical analysis for each element, determining opportunities for improvement
- Each element should work together with the others, providing the City with a holistic package

Plan Steps

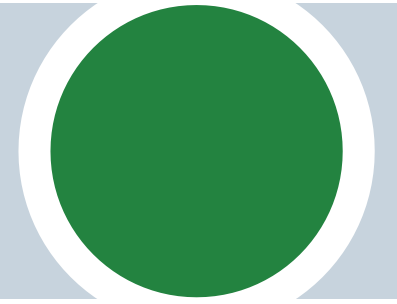


Recommend Policies and Projects

Goal: propose a set of policies, projects, and programs that can achieve each element's goals

- Complete technical work that highlights opportunities for advancing toward goals
- Develop recommendations and proposed actions for each goal and sub-goal
- Develop Community Work Program (CWP)
- Often comprised of a mix of short-term and long-term tasks

Plan Steps

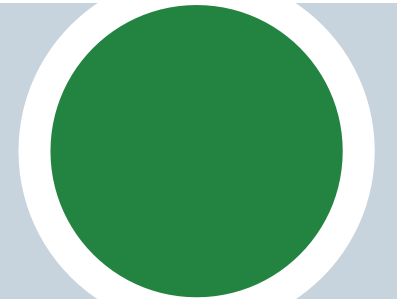


**Finalize Plan
and Begin to
Implement**

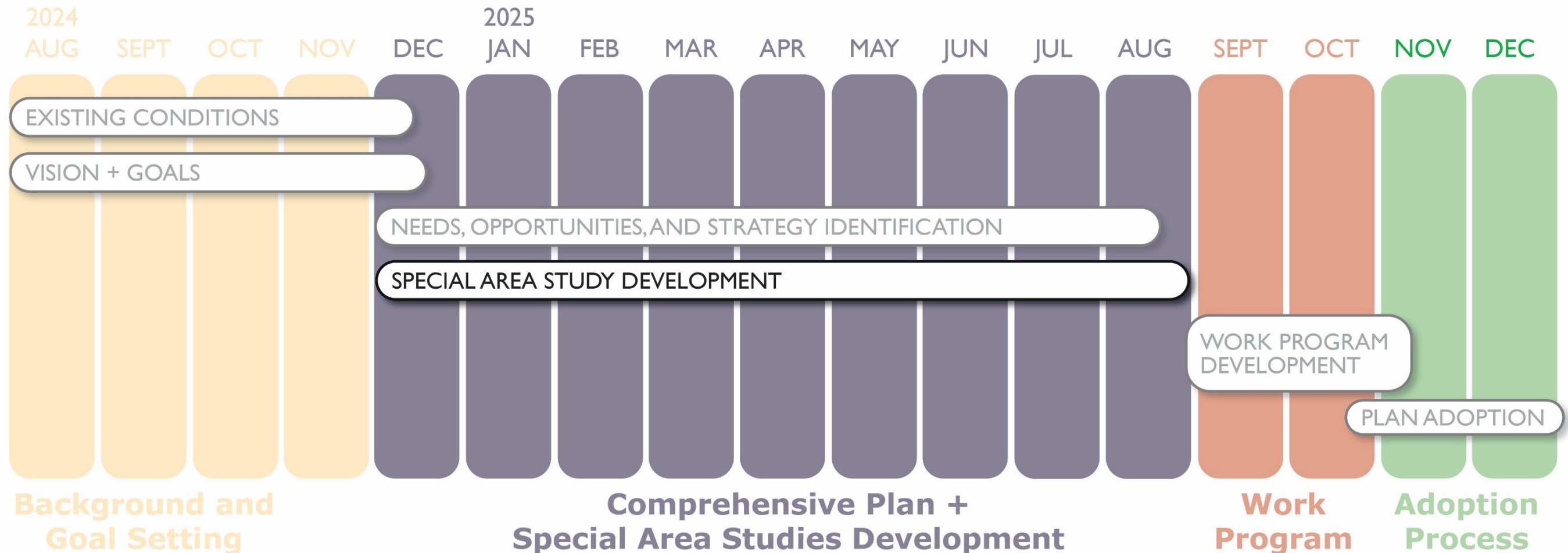
Goal: produce a plan the City can use as a guide for growth and development

- Adopt the plan!
- Ensure future success for the City of Mableton

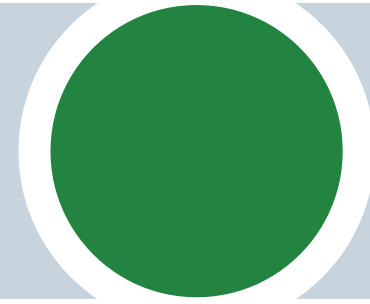
Additional Components



Mableton 2045 Schedule



Special Area Studies

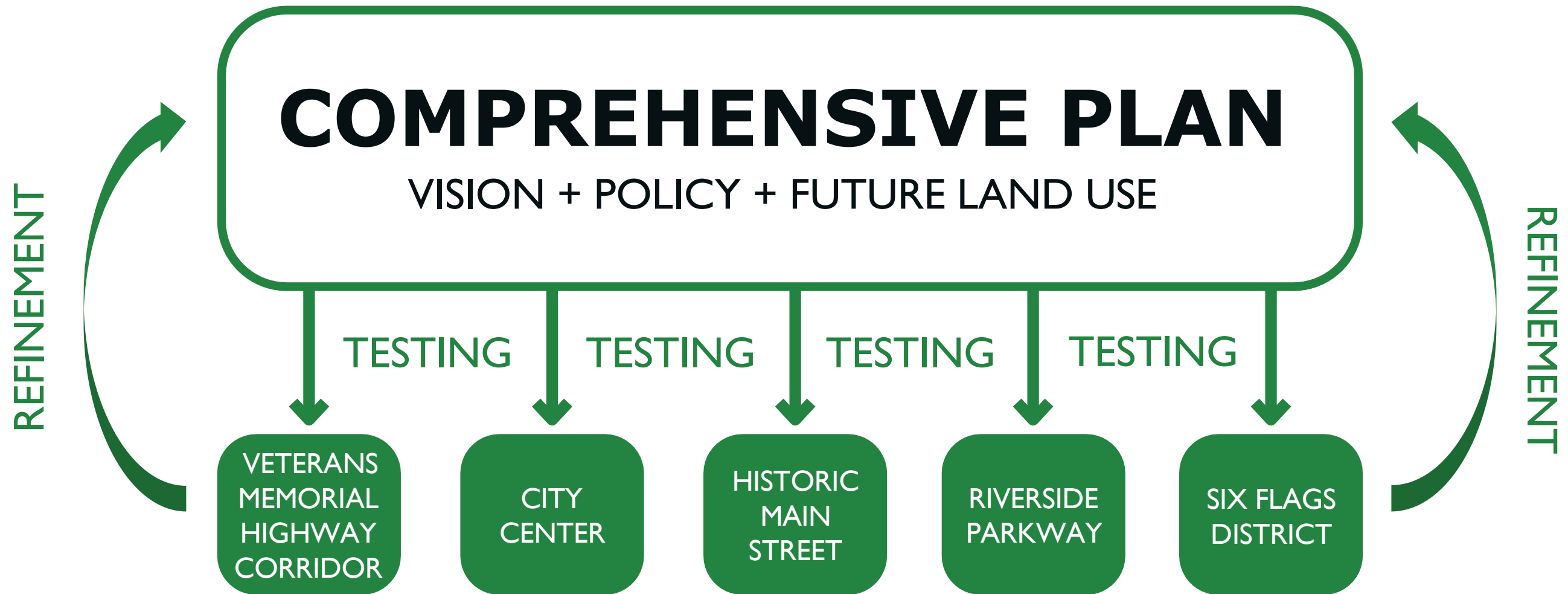
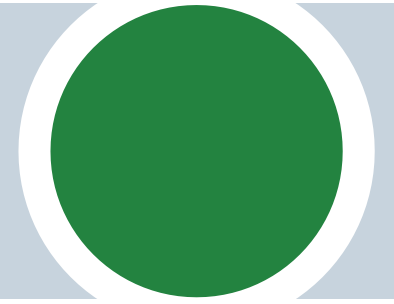


What is a Special Area Study?

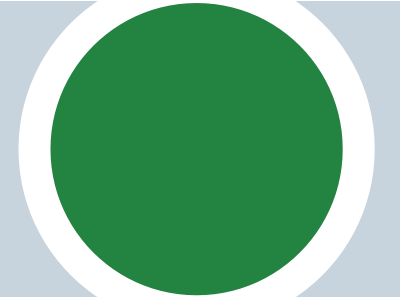
- Applies high-level policy from the comprehensive plan in more detail within specific areas
- Often explores redevelopment, connectivity, new public spaces, and more
- Provides a vision for community design, public space, mobility, and new amenities **within the comprehensive plan's framework**



Special Area Studies



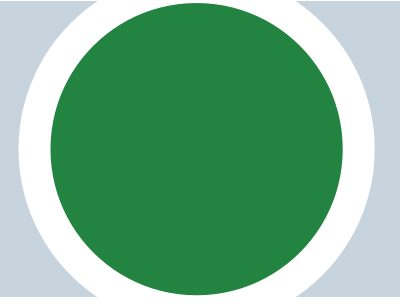
Steering Committee



Expectations:

- 1 Provide feedback and contribute ideas related to goals and recommendations for Mableton (4 meetings total)
- 2 Attend community engagements, speaking with community members and relaying information about what you've heard
- 3 Spread awareness about Mableton 2045!

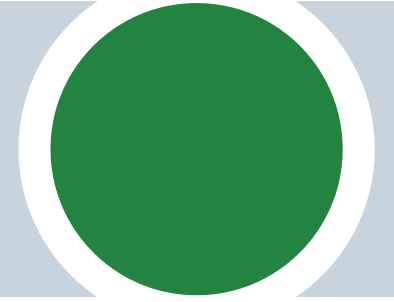
Community Engagement



Goals of our approach:

- Reach and incorporate feedback from diverse audiences
- Build capacity and a sense of pride and ownership among residents and other stakeholders
- Facilitate honest dialogues about Mableton's future
- Ensure the plan's outcomes are as equitable and inclusive as possible

Community Engagement

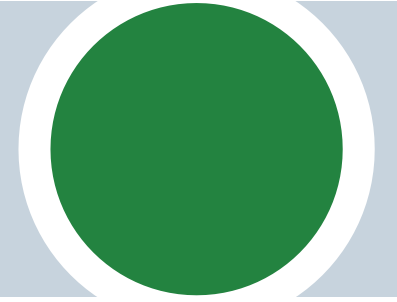


Audience

Who do we hope to reach?

- Underserved populations (seniors, youth, people of Hispanic origin, low-income households)
- Residents
- Business owners
- Property owners
- Developers / real estate interests
- Civic groups
- ...and more!

Community Engagement

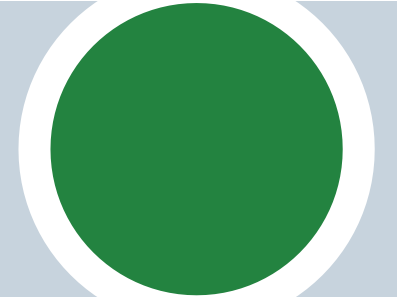


Engagement Methods

How will we structure engagements?

- Steering committee meetings
- Stakeholder interviews and focus groups
- Community meetings (some focused on the Comprehensive Plan, some focused on the Special Area Studies)
- Pop-up events
- Online surveys

Community Engagement



Outreach Methods

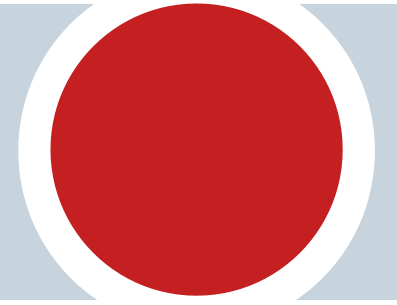
How will we conduct outreach?

- Project website
- Email distribution list and consistent project communications
- Social media
- Pop-up events
- Press releases and other digital and print materials

ACTIVITY: Build-a-Survey

4

Build-a-Survey



Your task:

- Divide up into groups of 3-4.
- Review the prepared questions.
- In your group, **choose up to 7 questions** that you think would be useful to ask Mableton residents and other stakeholders.
- Build out your survey using the provided boards!



Notes:

If you have comments on how questions/answers are worded, please write them on a sticky next to that question.

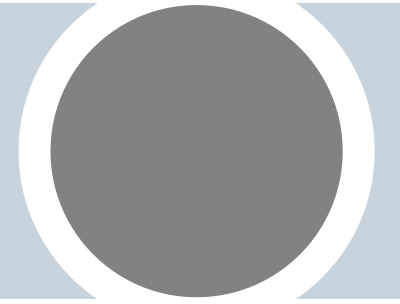
One write-in question is okay, otherwise please stick to the ones provided!

Demographic questions will be included in the survey already.

Next Steps

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Next Steps



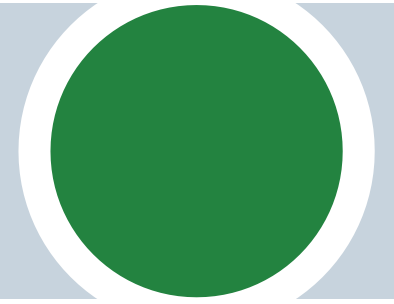
Upcoming engagements:

- December 10, 2024 – Public Meeting #1, location pending

Going forward:

- Does this time and day of the week work for you?
- Are there other locations we should consider for Steering Committee meetings?
- Are there upcoming events you are involved in that we could attend?

Thank You!



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**ALLISON STEWART-
HARRIS**
astewart-harris@tsw-design.com