



ImagineBloomington Framework Concepts

Below is a general overview on several approaches that can be taken as ImagineBloomington moves into developing a Vision Statement. This is an important step because it will establish the framework to work within once plan development commences later in the process.

The vision statement will state the purpose of the plan and likewise make clear the boundaries or the framework to work within. This will allow the plan process to maintain its focus and help avoid issues not intended to be part of the scope of work. Establishing a clear framework will set the objectives of the plan and guide plan development.

Approach A: Growth Policies Plan (GPP) Framework (land use, zoning, and agency coordination)

The Vision Statement would be tailored to fit within the same policy context of the GPP using the prevailing themes from the initial feedback from ImagineBloomington. This context would use the Seven Guiding Principles from the existing GPP where the ImagineBloomington themes would conform into this framework. However, some themes may not clearly fit within this context and will need further consideration. This may require us to alter the GPP's Seven Guiding Principles, add additional ones, or decide that some themes from ImagineBloomington not be included in the plan.

The GPP framework is from a development and growth vantage point, which influences the nature of policies and their recommendations/implementation measures. This approach would keep the scope of the plan relatively narrow. As an example, two of the most common ImagineBloomington themes identified are listed below to give an idea of how a GPP framework could accommodate these themes.

- *Today Theme: Culture (Bloomington's identity and uniqueness, entertainment, quality of life, progressive)* – Would fit within Sustain Economic and Cultural Vibrancy, but may be difficult to foster through only land use, zoning, and agency coordination implementation measures while being consistent within the existing GPP framework.
- *Tomorrow Theme: Transportation (automobile, walk, bike, parking, transit, infrastructure)* – Would fit within Mitigate Traffic and the Master Thoroughfare Plan, but zoning alone would result in piecemeal implementation. Agency coordination would be needed for most implementation measures related to infrastructure, transportation, and related services.

Approach B: Conventional Comprehensive Plan Framework (land use, zoning, agency coordination, and other policy areas such as housing, transportation, education, and services).

The Vision Statement would be tailored to fit within a broader policy context again using the prevailing themes from the initial feedback from ImagineBloomington. The difference would be a departure from The Seven Guiding Principles and use categories to group together ImagineBloomington themes (e.g. Housing, Transportation, Education). An advantage to this approach can allow for each topic area to have its own set of policies and implementation measures, but will require more thorough plan development and vetting by all interested parties. This framework would provide more clarity and a more straightforward approach in addressing major themes within the document for instances when a theme might not fit well within one of the GPP's Seven Guiding Principles.

Like the GPP framework, a conventional framework also uses a development and growth vantage point. However, a conventional framework also looks towards agency services (Education/Higher Education, Police/Fire, Utilities, Parks, Engineering, HAND) for additional policies and implementation measures. This framework allows for a broader scope for the plan to cover. Again, the same two common themes are provided as examples to illustrate how a conventional framework could accommodate these themes.

- *Today Theme: Culture (Bloomington's identity and uniqueness, entertainment, quality of life, progressive)* – Would create a Culture theme/policy with a range of strategies to implement. However, these strategies would need to focus around agency services because of limitations from a development and growth perspective.
- *Tomorrow Theme: Transportation (automobile, walk, bike, parking, transit, infrastructure)* – Would create a Transportation theme/policy with a full range of strategies to implement ranging from land use, zoning, and agency services, such as more frequent transit service, changes in maintenance and outreach programs, and/or targeted capital improvements.

Approach C: Sustainability Plan Framework (all under the umbrella of economic, social, and environment)

The Vision Statement would be fit into a broad policy context much like a conventional framework, however the time horizon will be further into the future than the others and the framework would be based upon the three principles of sustainability: social, economic, and environmental systems. People and their communities are made up of social, economic, and environmental systems. These systems are in constant interaction with each other and under a sustainability rubric must be kept in harmony if the community is to continue to thrive — now and in the future.

This is a significant departure from the other frameworks and their perspectives. This perspective allows the scope of the plan to have the broadest focus. The ImagineBloomington themes, policies, and their respective implementation measures would use performance measures based upon the three principles of sustainability. The other frameworks typically use performance measures that are used within each policy and not across all policies. Again, the same two common themes are provided as examples to illustrate how a sustainability framework could accommodate these themes.

- *Today Theme: Culture (Bloomington's identity and uniqueness, entertainment, quality of life, progressive)* – Would create a Culture theme/policy with a range of strategies that would strive to address each of the three principles of sustainability in some measurable fashion.
- *Tomorrow Theme: Transportation (automobile, walk, bike, parking, transit, infrastructure)* – Would create a Transportation theme/policy with a range of strategies that would strive to address the three principles of sustainability in some measurable fashion.

Discussion: A Bloomington Framework

The Vision Statement will establish a framework that is right for Bloomington. It can be one of the above examples, a unique blend, or perhaps something new. Each framework offers tradeoffs towards the scope of the plan and its development.

Looking at the themes ImagineBloomington identified, each approach can be used to craft a Vision Statement and be used to facilitate plan development. A challenge to using a GPP framework will be the degree of how much of the existing plan is used, updated or completely altered. Additionally, several ImagineBloomington themes don't fit well within a pure GPP framework and scope.

Both the conventional and sustainable framework have the ability to address all themes with a broader scope and the added advantage of starting from scratch, although this will take more work, coordination, and vetting. The conventional framework uses shorter timelines and discrete recommendations within each policy that offer a straightforward approach. A sustainable framework uses longer timelines and recommendations that perform to economic, social, and environmental measures that offer the most comprehensive approach.