

# Scenario Planning with Envision Tomorrow

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### Why Use Scenario Planning?

- Weigh choices against consequences
- Test policy options quickly
- □ Prepare for uncertainty
- Develop strategies to optimize outcomes



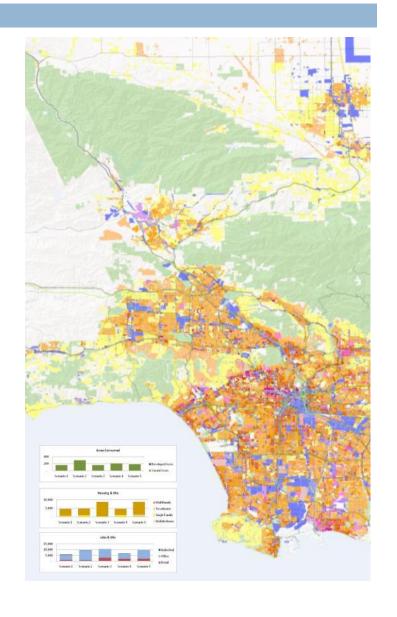




# What is Envision Tomorrow?

- Suite of planning tools:
  - Prototype Builder
    - Return on Investment (ROI) model
  - Scenario Builder
    - Extension for ArcGIS

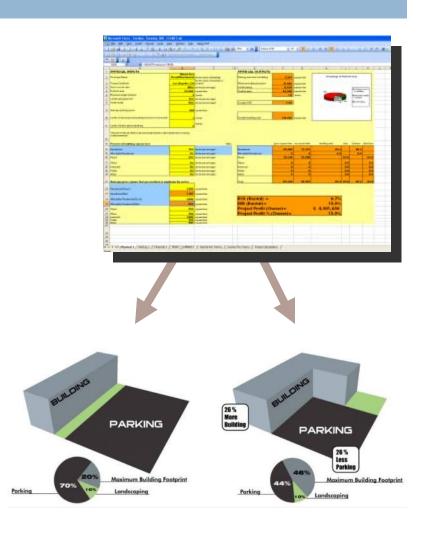




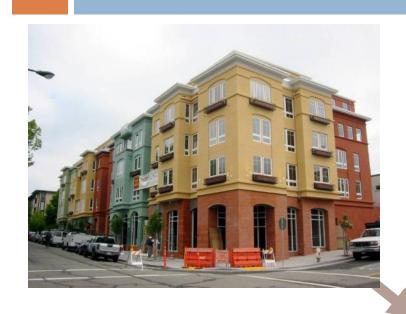
### Prototype Builder (ROI Model):

### Quick Building Modeler: Physical & Financial

- Powerful as standalone tool or integrated with Scenario Builder
- Test existing regulations for financial feasibility
  - Identify regulatory roadblocks
- Test impact of new development regulations on:
  - Financial feasibility
  - Fiscal impact
  - Housing affordability, etc.
- Experiment with sensitivity of key variables:
  - Height / FAR
  - Parking / Landscaping
  - Land Costs / Rents / Subsidies



# Model Prototypes Using Real Market Research: Allows for "Reality-based Visualizations"

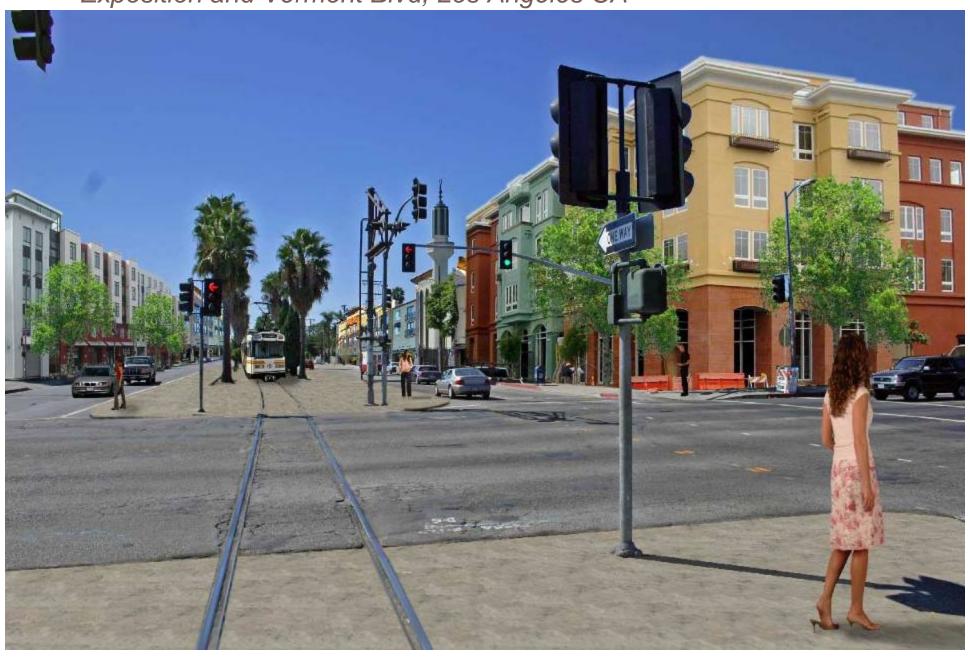


Use Prototypes for Reality-based Visualizations and 3D Modeling



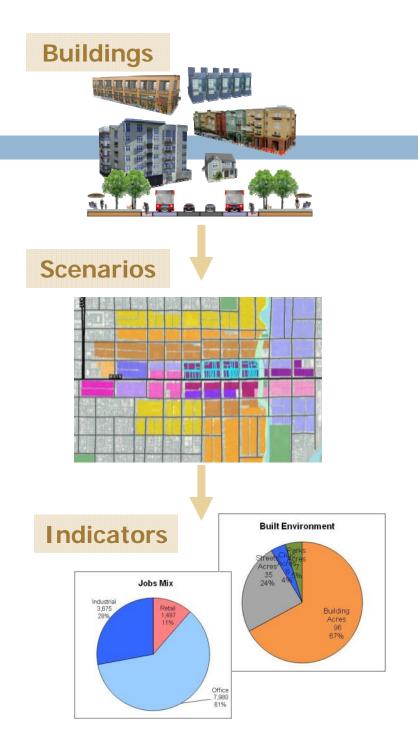
#### Reality-based Visualizations:

Exposition and Vermont Blvd, Los Angeles CA



#### Scenario Builder: Scenario Painter for ArcGIS

- Quickly paint scenarios using financially feasible building blocks
- Compare multiple scenarios across variety of indicators
- Track progress in real-time



### Scenario Indicators:

- Anything we can know about a building,
   we can know about a scenario...
  - Housing and Jobs: mix and density
  - Land Consumption: vacant, agricultural, infill
  - Housing Affordability
  - Employment Profile: sq ft, jobs, income
  - Resource Usage: energy and water
  - Waste Production: water, solid, carbon emissions
  - Fiscal Impact: local revenue and infrastructure costs



# Envision Tomorrow Apps in Development

- Household travel behavior (7Ds)
- Housing + Transportation Costs
- Transportation Safety
- Health Benefits from Active Transportation
- LEED-ND
- Redevelopment Timing:
  - Building age & value depreciation
- Impact of Public Investments on Development
  - Transit, streetscape, parks etc
- Housing Growth Model
  - Trend-based land growth model



## Who is Using Envision Tomorrow?

- Sonoran/Lincoln Joint Venture
- **Envision Utah**
- Southern California (SCAG)
- Chicago (CMAP)
- City of Portland
- **Portland Metro**
- City of Tulsa
- City of Long Beach, CA
- City of Indianapolis
- And now... Fresno COG!

#### YSmall Area Plans

Calle Guanajato ASHLAND, OR

Dallas Arts District

Exposition Line Light Rail Station Areas

Hollywood Freeway Cap

Knoxville South Waterfront, KNOXVILLE, TN

Long Beach Boulevard LONG BEACH, CA

Ontario New Model Colony ONTARIO, CA

Sunset Junction

Ventura Freeway Cap VENTURA, CA

#### Regional Projects

Chicago Housing Chicago Metropolis 2020

Deseret Ranches, FL

Envision Utah **Envision Central Texas** 

The Grand Vision

Louisiana Speaks

Marion County, OR Metro 2040 Growth Concept

The Oregon Big Look Southern California Association of Governments Compass Blueprint

Superstition Vistas Area

#### Selected Projects



#### Powntown Plans Pcomprehensive

Arlington, TX Denton, TX El Centro, CA Jackson, WY Mountlake Terrace,

Talent, OR

#### Plans

Blueprint Denver Compton, CA ForwardDallas! Comprehensive Plan Pointe Coupee Parish, LA

Tulsa, OK West Feliciana Parish, LA Watsonville, CA

#### Other Projects

Denton Code Update DENTON, TX Damascus, OR

Envision Tomorrow Suite of Urban and Regional Planning Tools ENVISION

#### Tomorrow

#### **Ŷ**International Projects

ommune d'Arezzo TUSCANY, ITALY



# Lincoln Institute of Land Policy

Featured in *Urban*Planning Tools for
Climate Change
Mitigation (2009)

# Urban Planning Tools for Climate Change Mitigation









PATRICK M. CONDON, DUNCAN CAVENS, AND NICOLE MILLER

### How is Envision Tomorrow unique?

- Transparent and accessible tool
  - simple Arc-Excel link
  - most calculations performed in Excel
- Start at Building level
  - financially feasible scenarios
  - wealth of available data on buildings
  - easily modeled indicators (land use, energy, financial)
- Open Source platform
  - University and institutional partners keep cutting edge

## Scenario Building Process



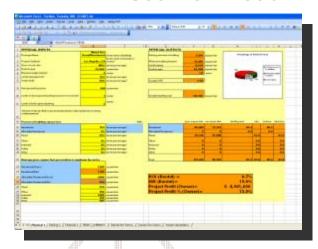
Step 1: Model a library of building types that are financially feasible at the local level.

## Create Prototype Buildings

#### Why start with buildings?

- Easily modeled & lots of existing data
  - Density and Design
  - Rents and Sales Prices
  - Costs and Affordability
  - Energy and Water Use
  - Fiscal Impacts

#### Use ROI Model...



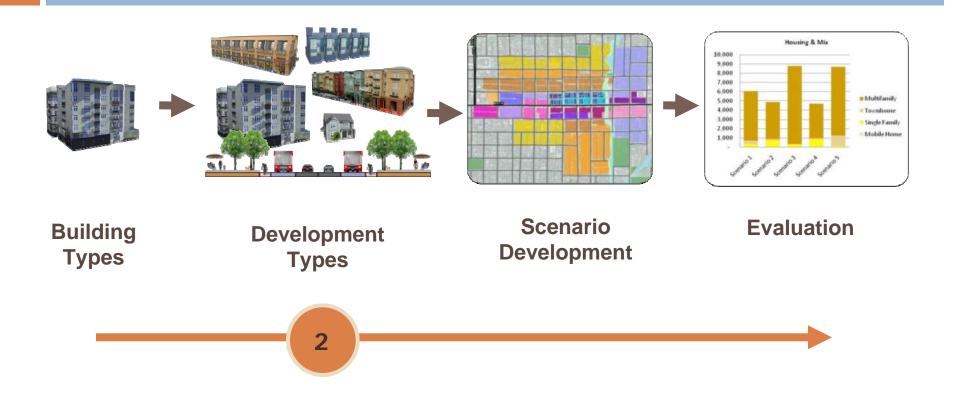
...to Create a Range of Buildings







## Scenario Building Process



Step 2: Define the buildings, streets and amenities that make up all the "places" in which we live, work and play.

### Development Type Mix

A Variety of Buildings, Streets and Amenities Create a "Place"





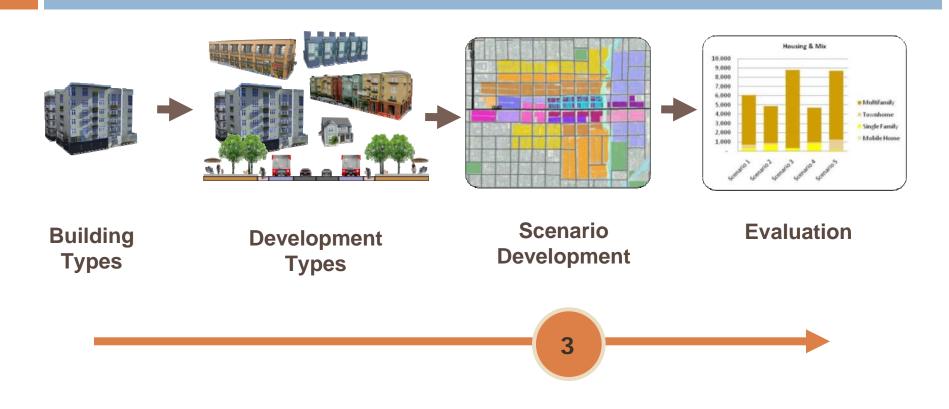


Medium-Density Residential



Single-Family Residential

## Scenario Building Process



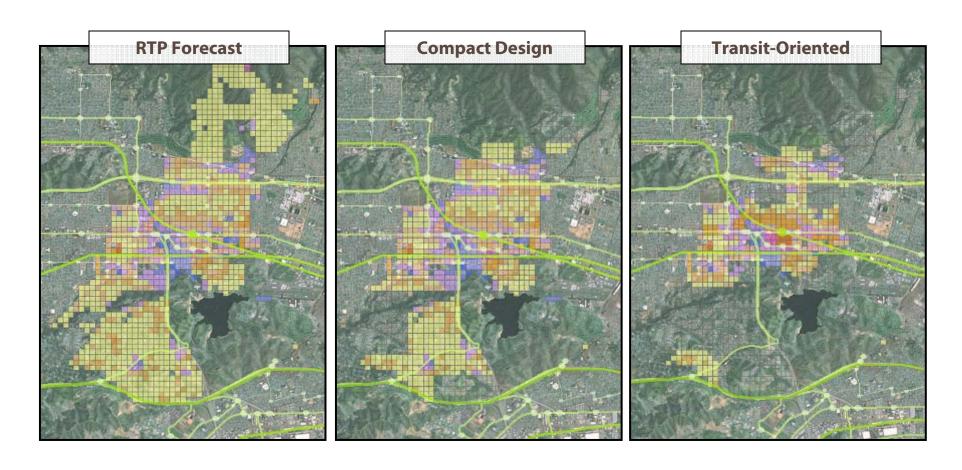
Step 3: Painter future land use scenarios to test the implications of different decisions or policies.

# Real-time Scenario Building and Evaluation



## Compare Multiple Scenarios

- Test land use policies
- Experiment with new development patterns

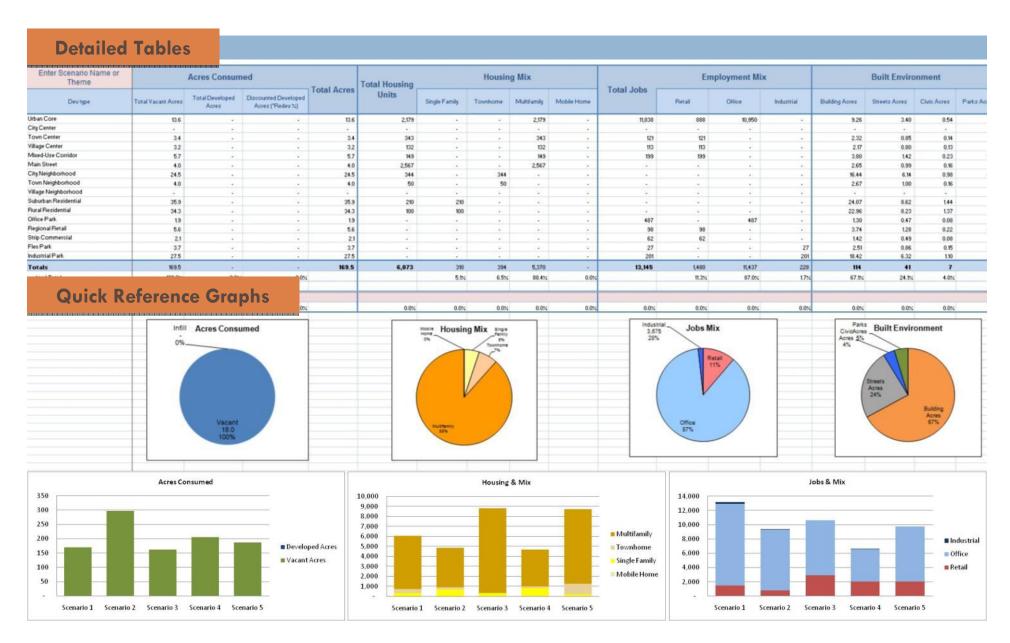


## Scenario Building Process



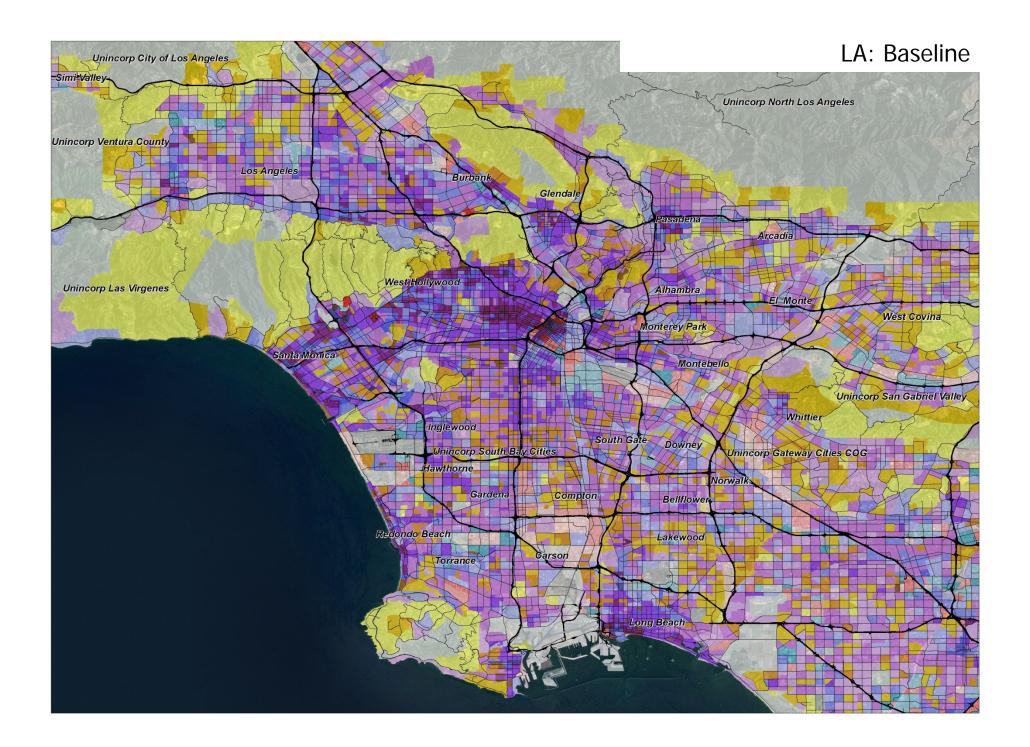
Step 4: Compare the scenarios and monitor the impact of land use decisions in real-time.

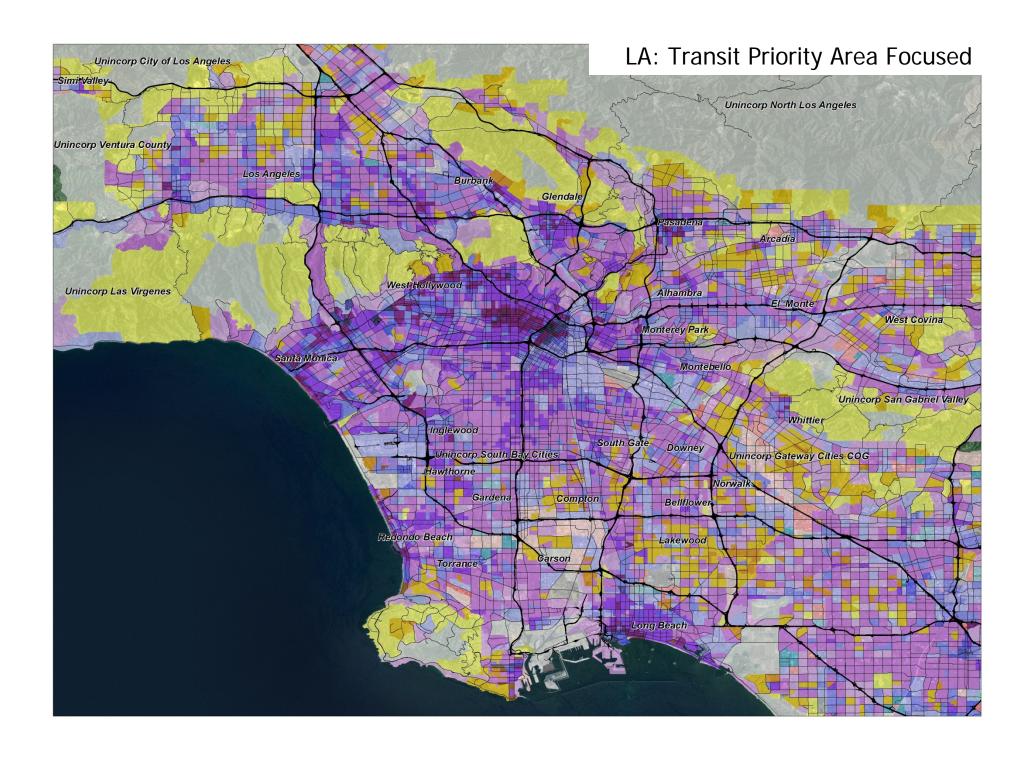
### Monitor Indicators in Real-time

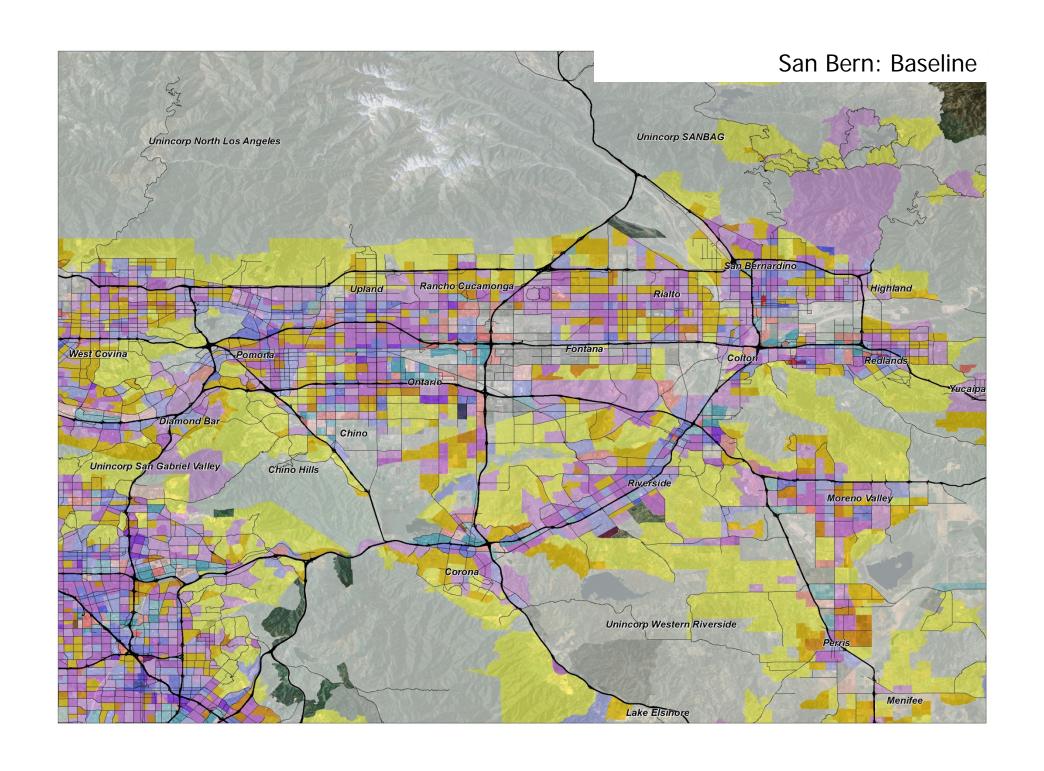


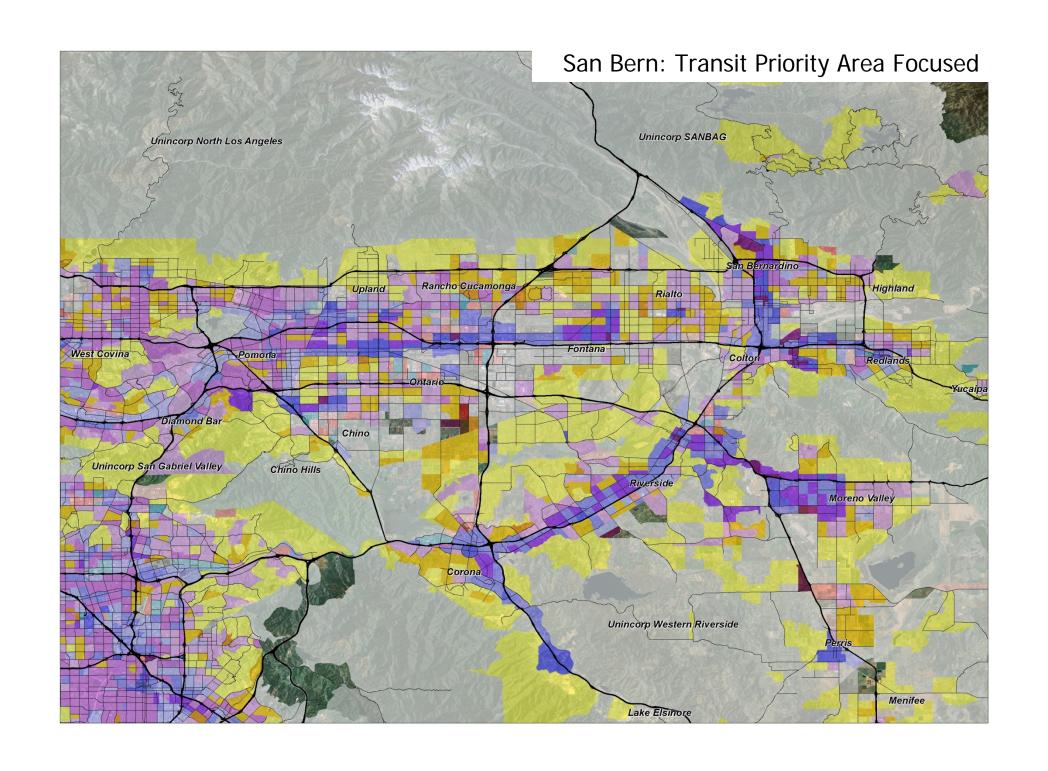
# DRAFT SCAG SCS SCENARIOS

Fregonese Associates



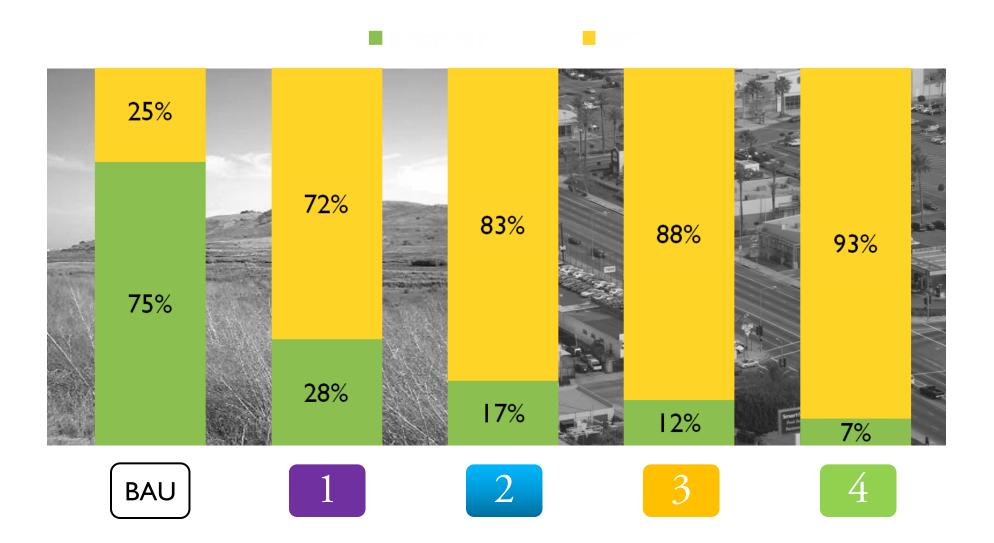






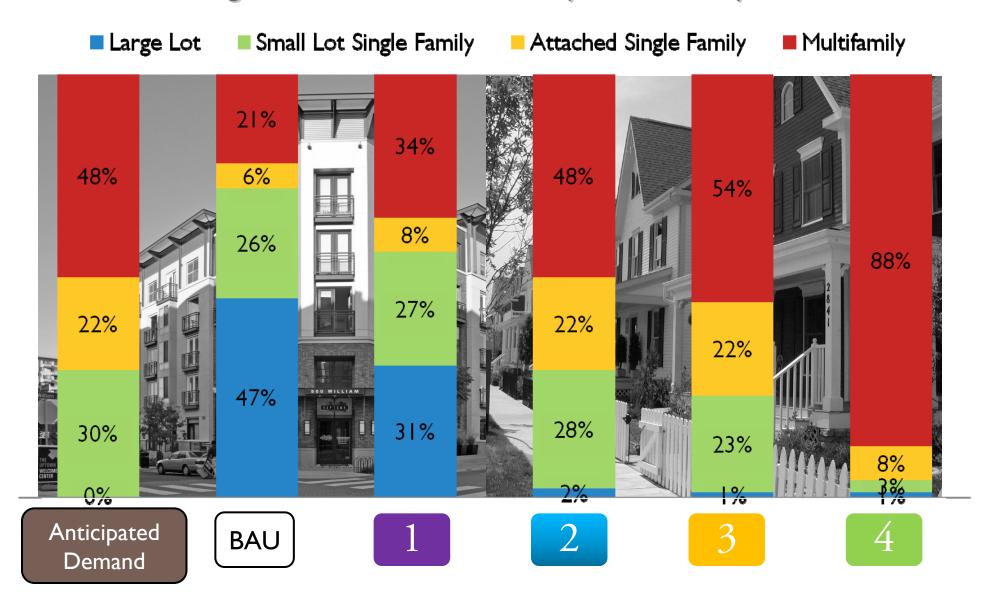
## Greenfield vs. Refill Development

New Development 2008-2035

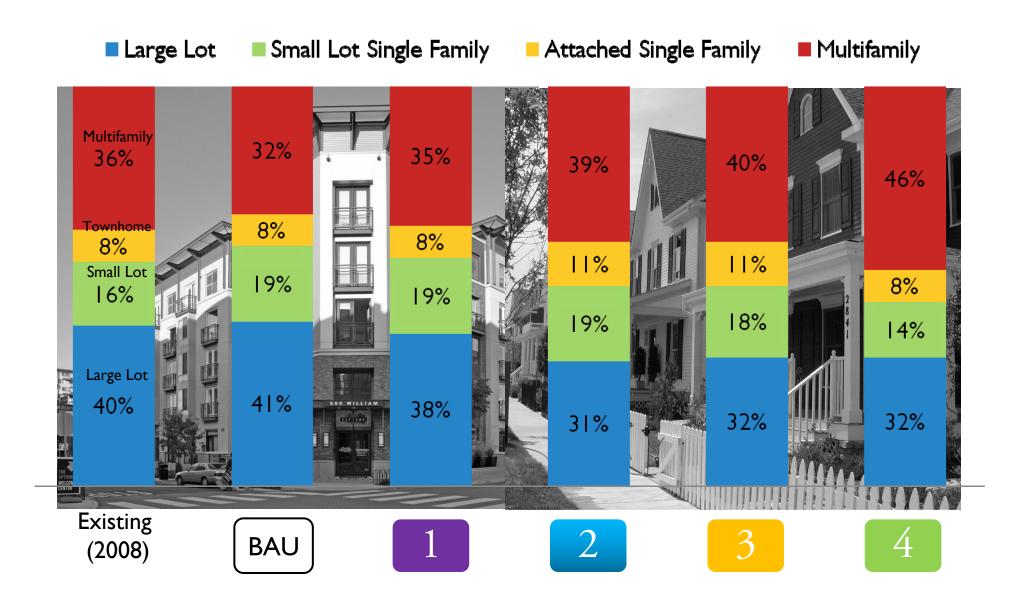


### SGAG Region:

#### New Housing Units 2008-2035 (Increment)

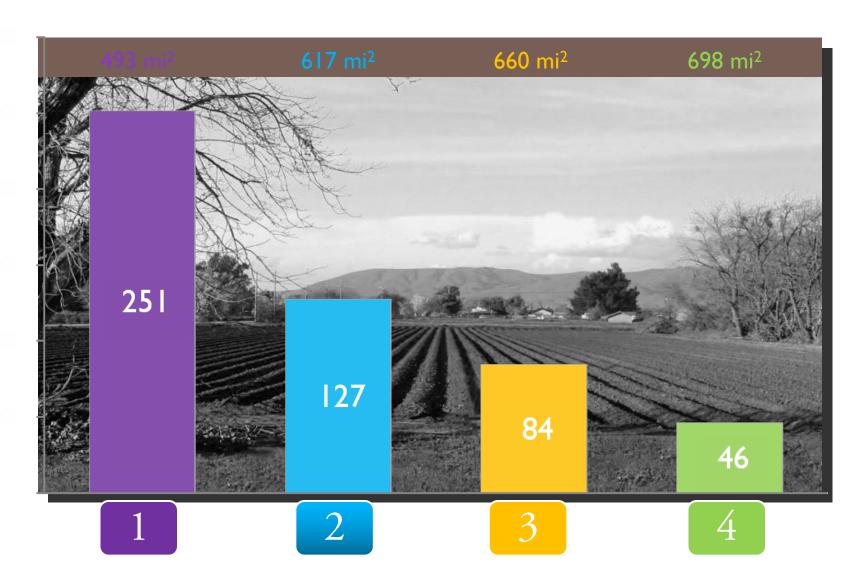


#### All Housing Units in 2035 (Existing + New)



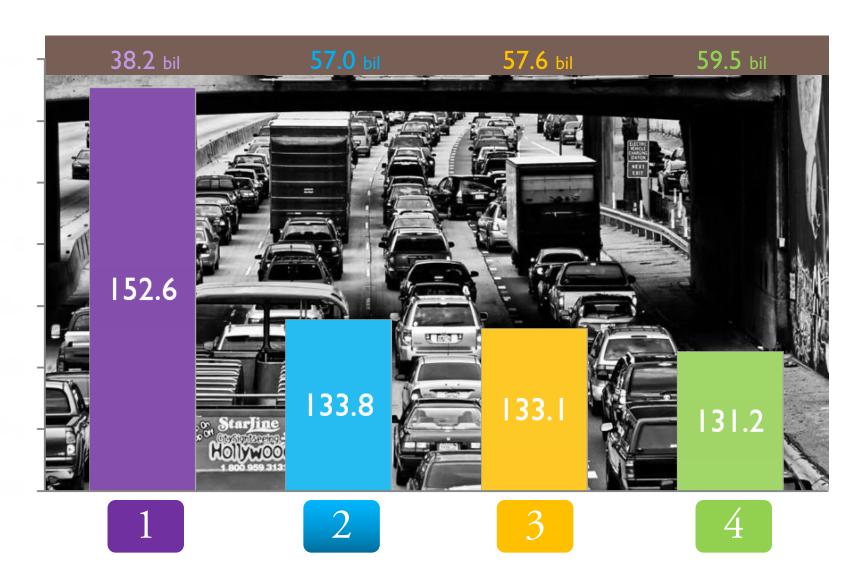
### Land Consumed

**Square Miles** 



### Vehicle Miles Traveled

Billions of Miles, Annual, 2035



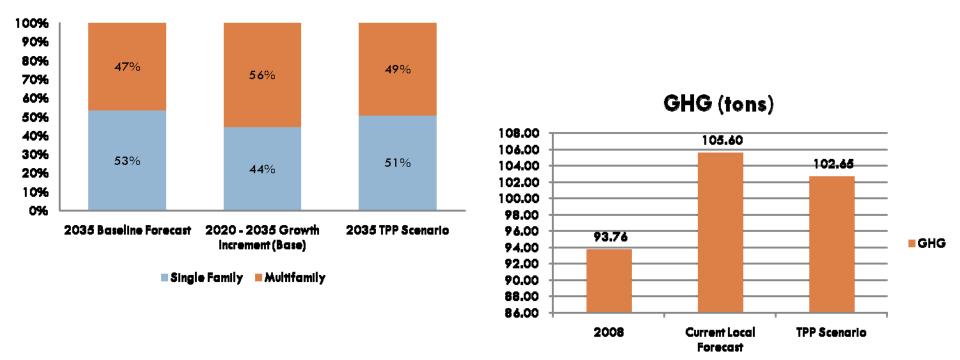
### Greenhouse Gas Emissions

Annual Emissions from Buildings and Auto Transportation, 2035



# Responding to the Changing Housing Market – Reduce GHG

- Relatively small shift in housing type (small lot single family, townhomes, cottage homes)
  - Significant reduction in GHG per capita



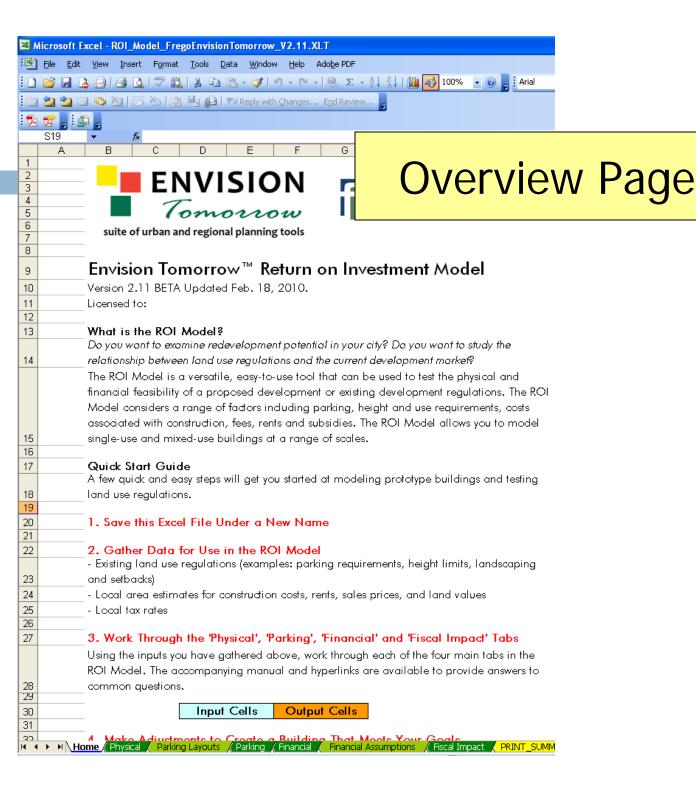
## What is Prototyping?

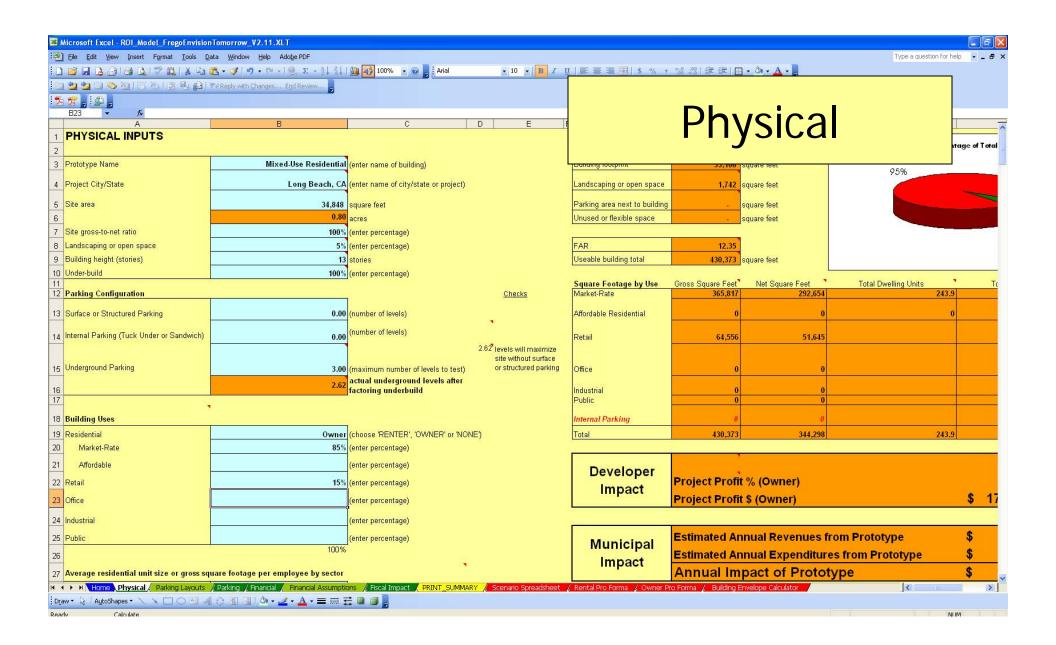
- Approach used by innovation leaders around the world
  - IDEO: "Right, Rapid & Rough"
  - Apple: "We make lots and lots of prototypes: the number of solutions we make to get one solution is quite embarrassing, but it's a healthy part of what we do."

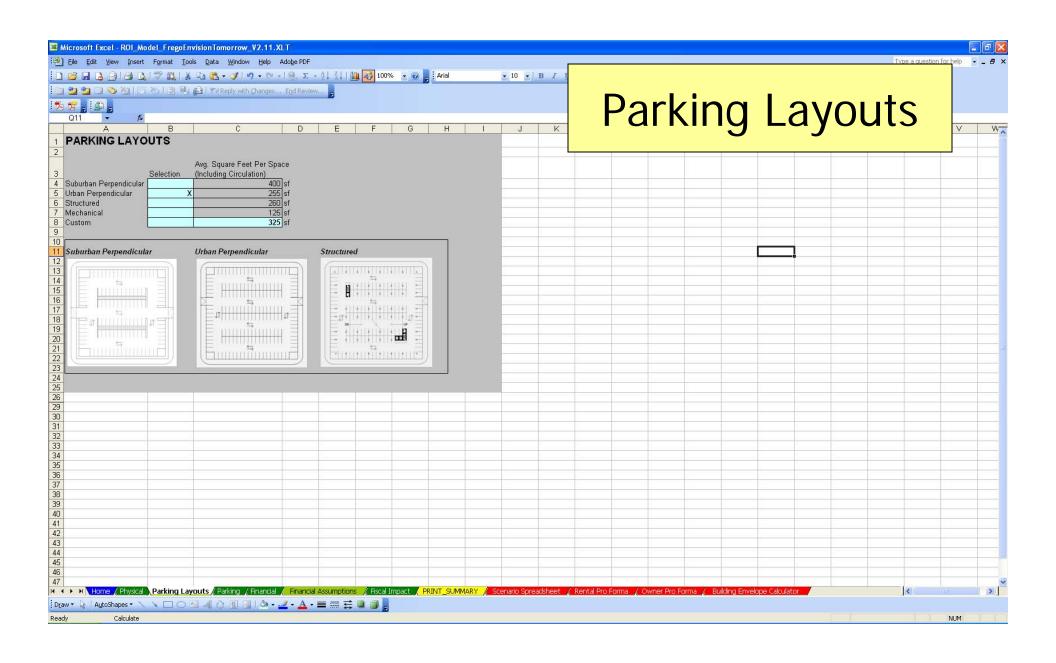
Apple Chief Designer Jonathan Ive

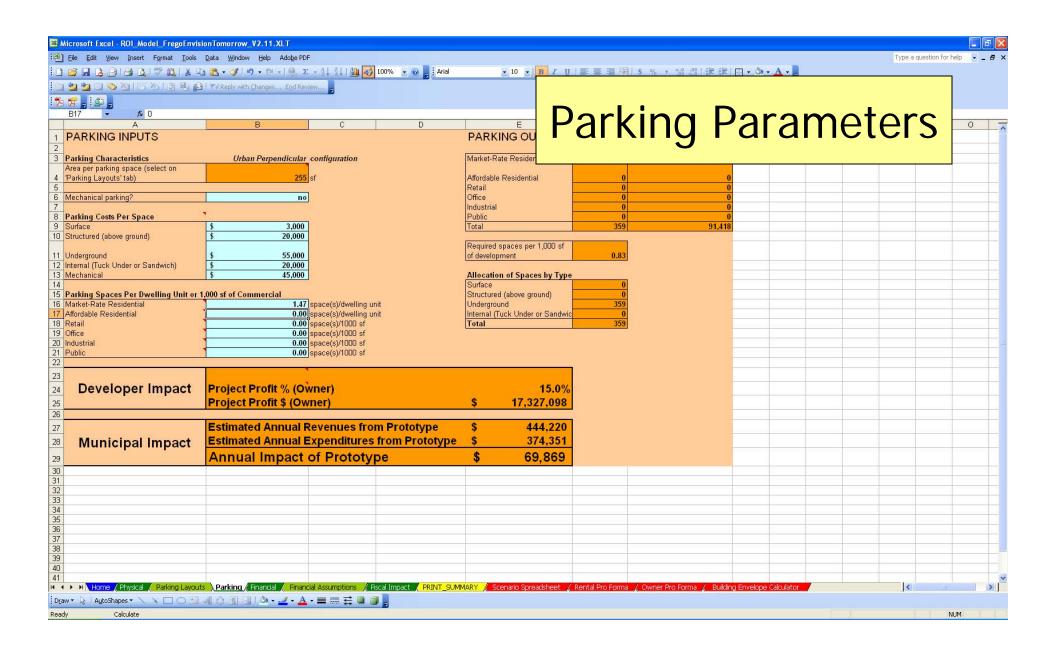
# Prototyping is Like Using a Crash Test Dummy

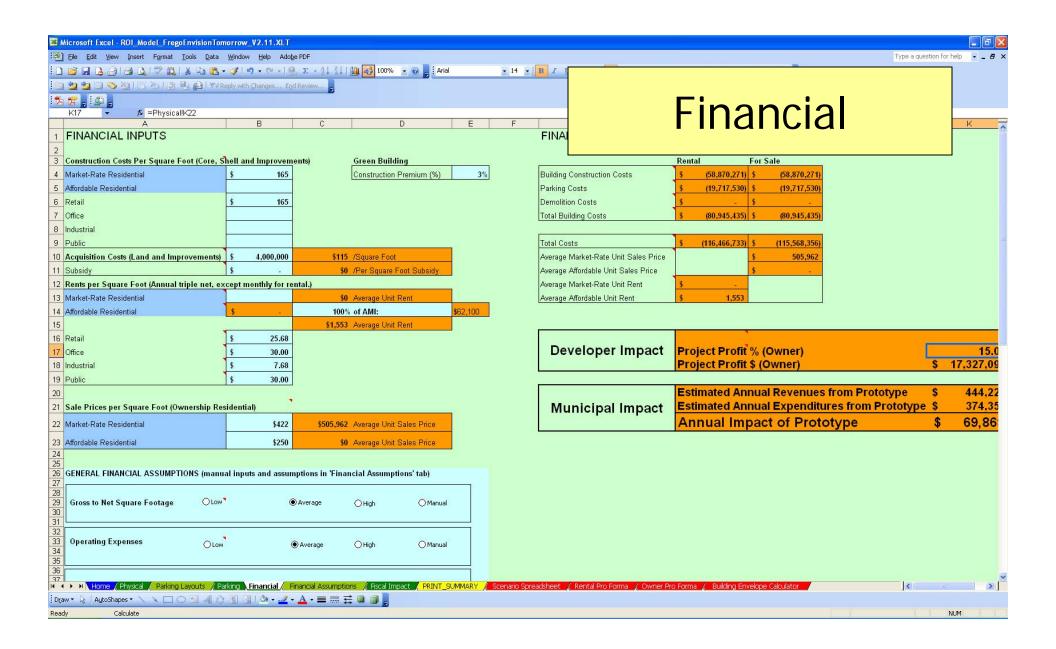


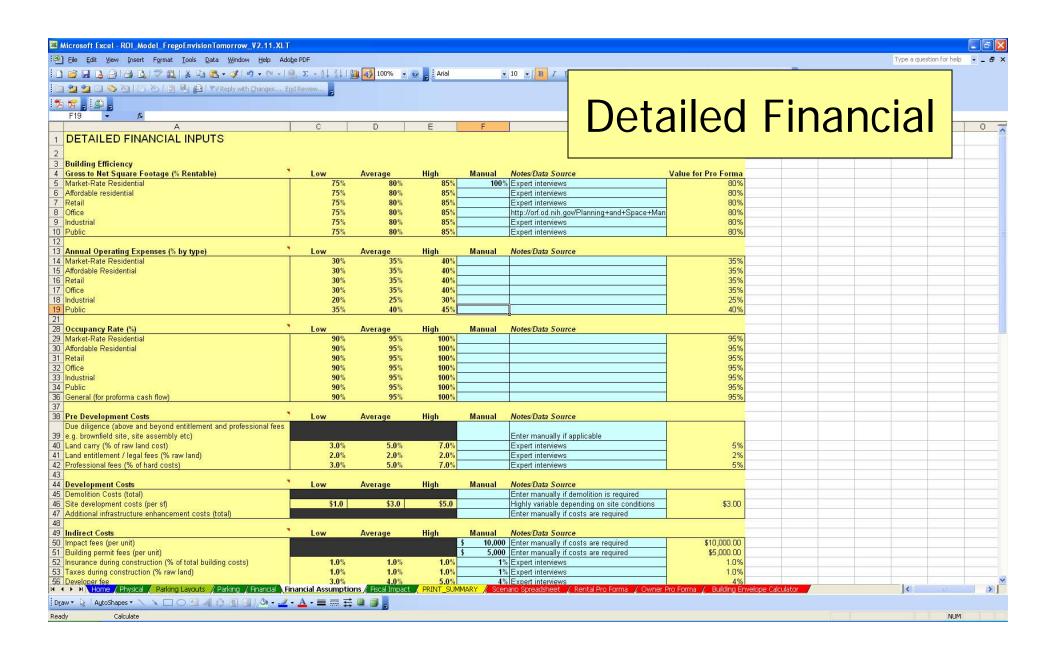


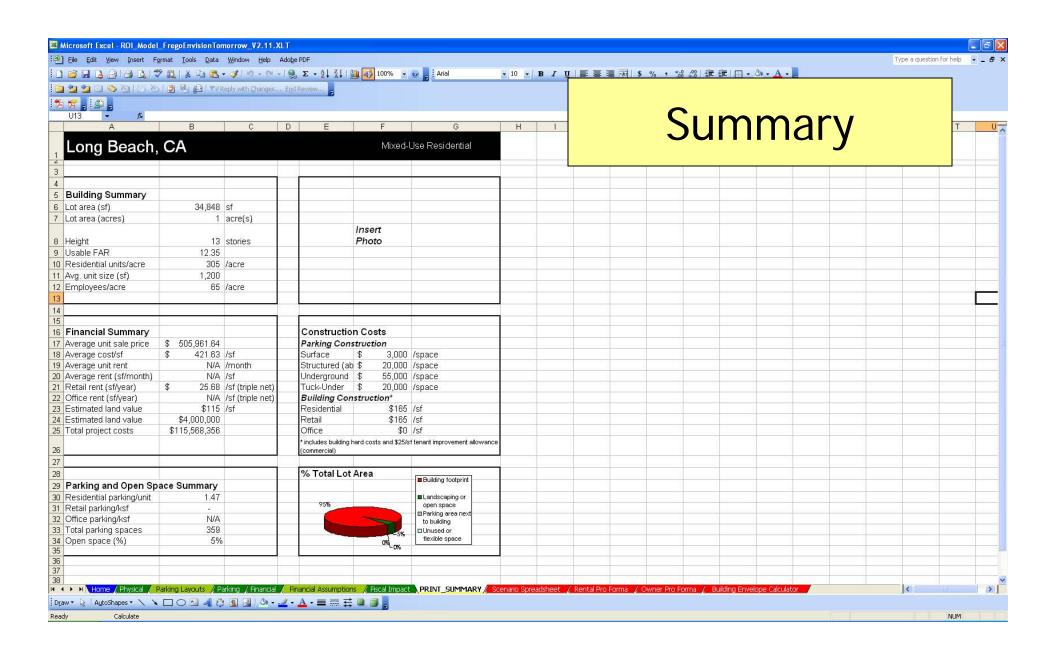












# Prototype Brainstorm

- Our next step is to create a prototype library for Fresno COG
- This library will include about 30 buildings including mixed-use, residential, and commercial
- Some of these buildings may be commonly seen in the Fresno region, while others may be more "aspirational"
- Your help is critical in helping us:
  - Identify any building types we may be missing
  - Prioritize crucial building types

### Mixed-Use

- Neighborhood Mixed-Use
- Mixed-Use Residential, Suburban Low
- Mixed-Use Residential, Suburban Medium
- Mixed-Use Residential, Suburban High
- Mixed-Use Residential, Mid-Rise
- Mixed-Use Residential, High-Rise
- Live-Work Units







#### Residential

- Student Housing
- Apartment (3-Story)
- Senior Housing
- Courtyard Apartment
- Affordable Apartment
- Duplex
- Townhomes
- Cottage Home
- Small Lot Single Family
- Traditional Single Family
- Large Lot Single Family
- Estate Single Family
- Rural Residential (5 acre lots)
- Rural Residential (20 acre lots)
- Farmworker Housing







### Commercial

- Low Rise Office
- High Rise Office
- Large Format Retail
- Strip Commercial
- Shopping Center
- Main Street Commercial
- Business/Flex Space
- Light Industrial
- Heavy Industrial







# Other

Agricultural

# Next Steps

- Market research to refine financial parameters of the buildings
- Create draft building prototype library
- Create draft development types (based on the building prototypes)