



American Planning Association
Florida Chapter



**HIGH SCHOOL PRESENTATION
ROLE PLAY ACTIVITY**



SCENARIO 1: COMMUTE TIMES

SCENARIO 1: COMMUTE TIMES

Planning Process Phase: Public Meeting & Decision

Roles: Planner, Business owners, Residents, City Council Member, Department of Transportation, and Developer

Objectives:

- Evaluate the problem and determine if any action is necessary.
- Propose solutions to the problem.
- Make a decision about what the city will do moving forward.

DESCRIPTION:

It has come to the attention of the Community Council that community residents are having difficulty reaching the businesses that they frequent or are employed at. A population distribution map and aerial map have been provided to your planning professional to help with evaluating the problem and planning for a solution. Without better access to jobs and businesses, the community is already starting to see an influx in population and growth as businesses and residents that are frustrated by commute times migrate to neighboring communities.

PLANNER

Planners are in the middle of all three spheres that participate in the planning process: Community Residents, Government, and Development Related Businesses. They help facilitate communication between the three groups. They help residents develop and refine the community vision, help government develop the policy and code to implement the vision, and work with developers to help them understand the policy and code to improve projects so they match the community vision.

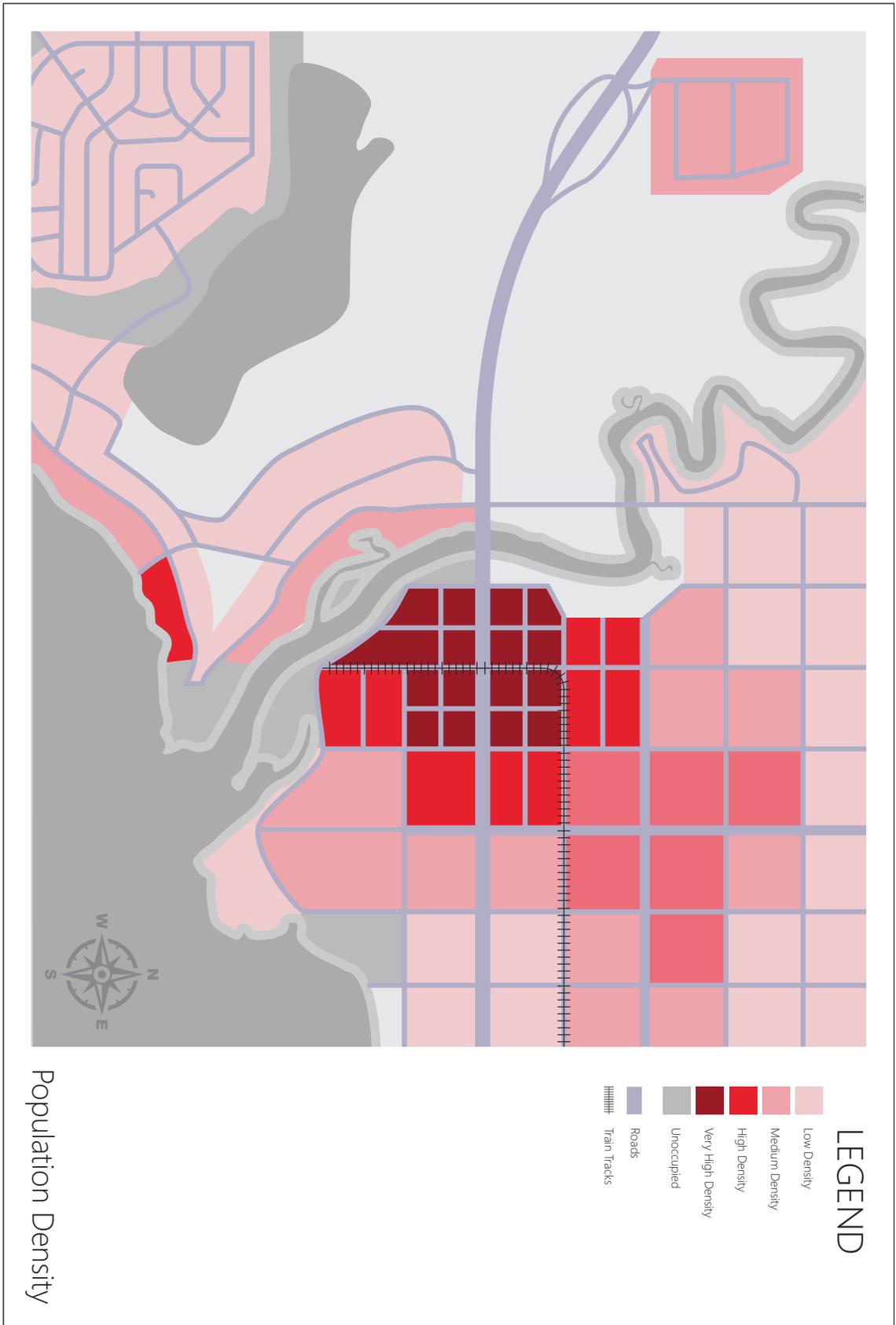
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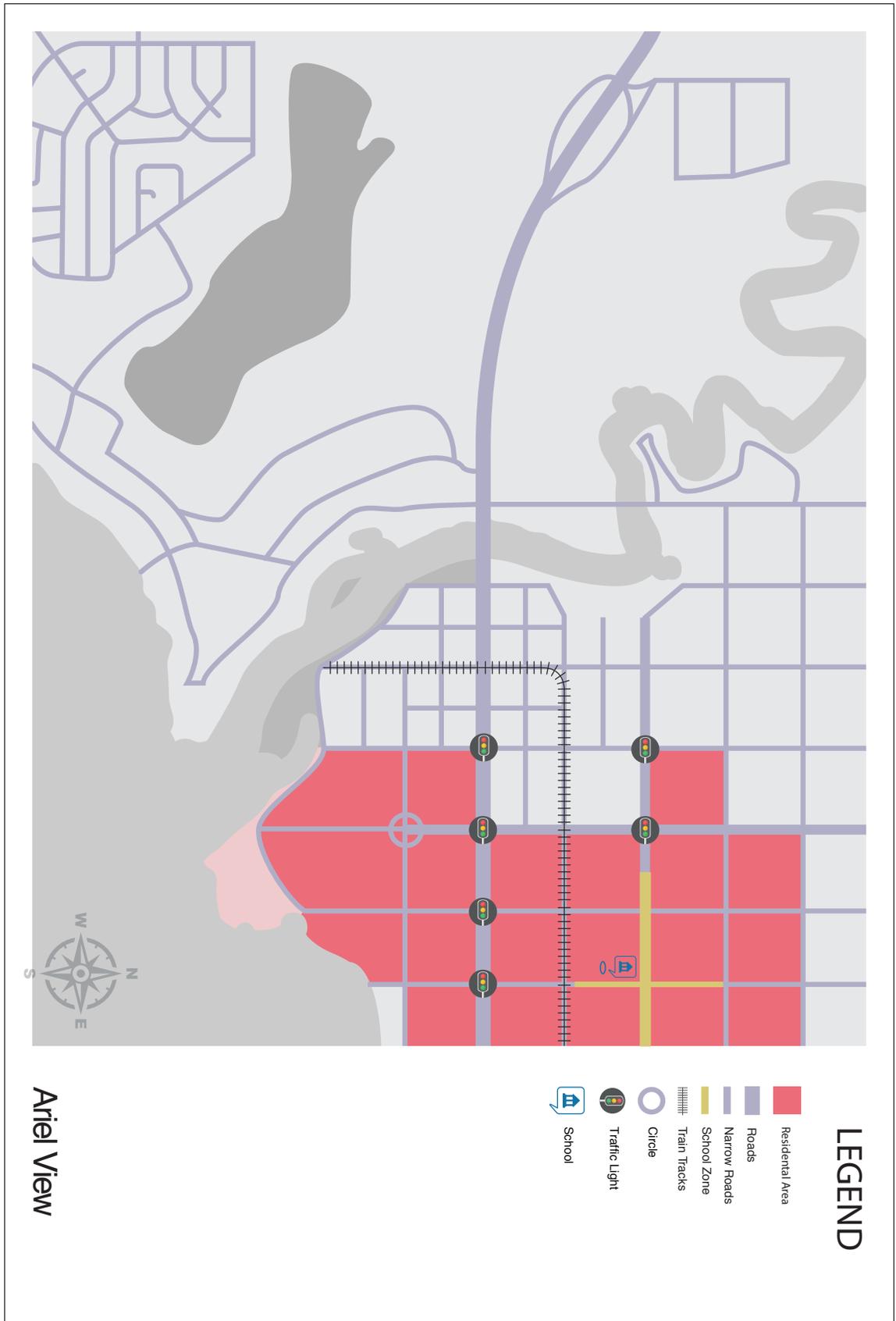
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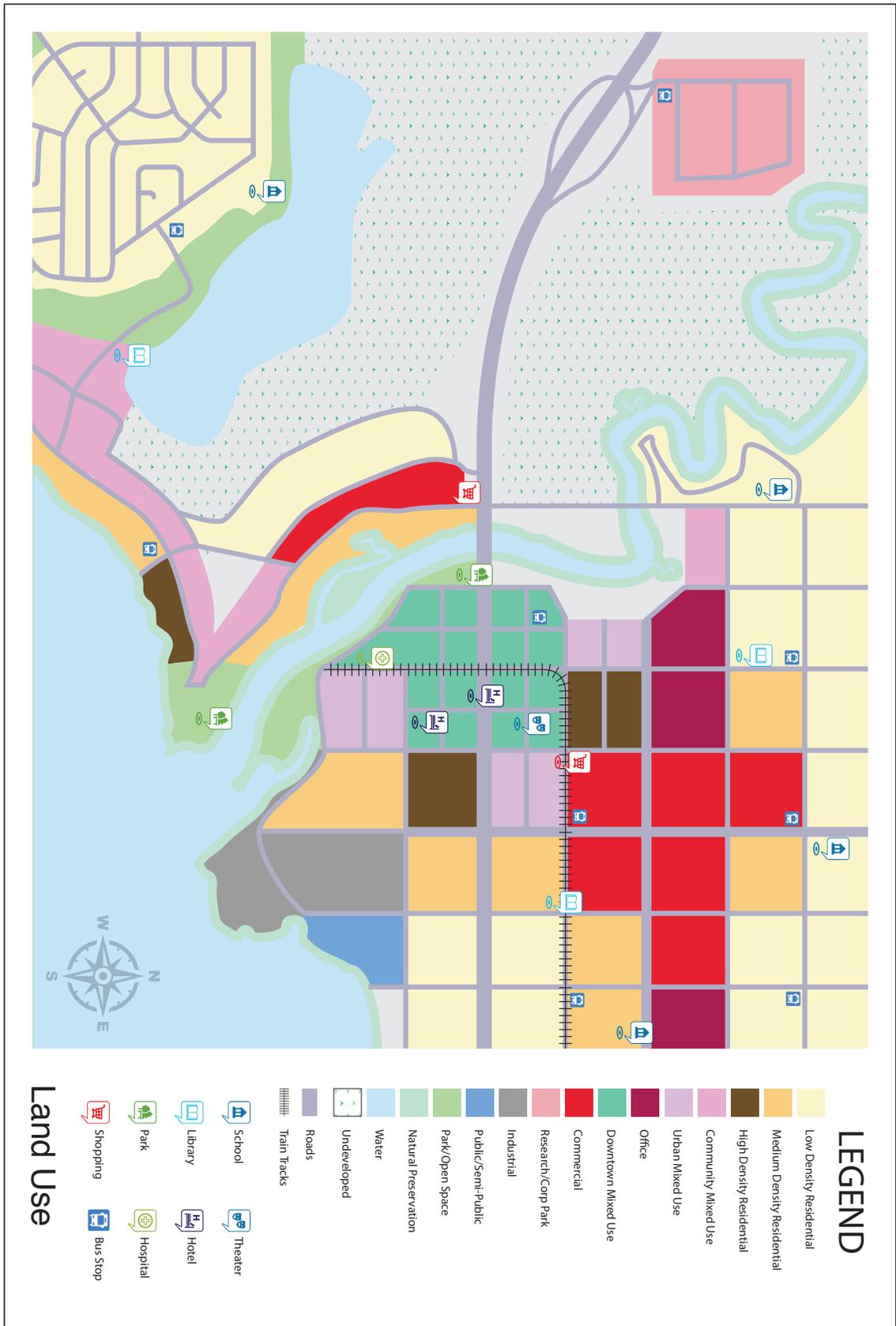
In this scenario, your job is to help the three groups come to an informed decision about how to move forward. You can accomplish this by providing information found in your supporting documentation and advising on solutions.

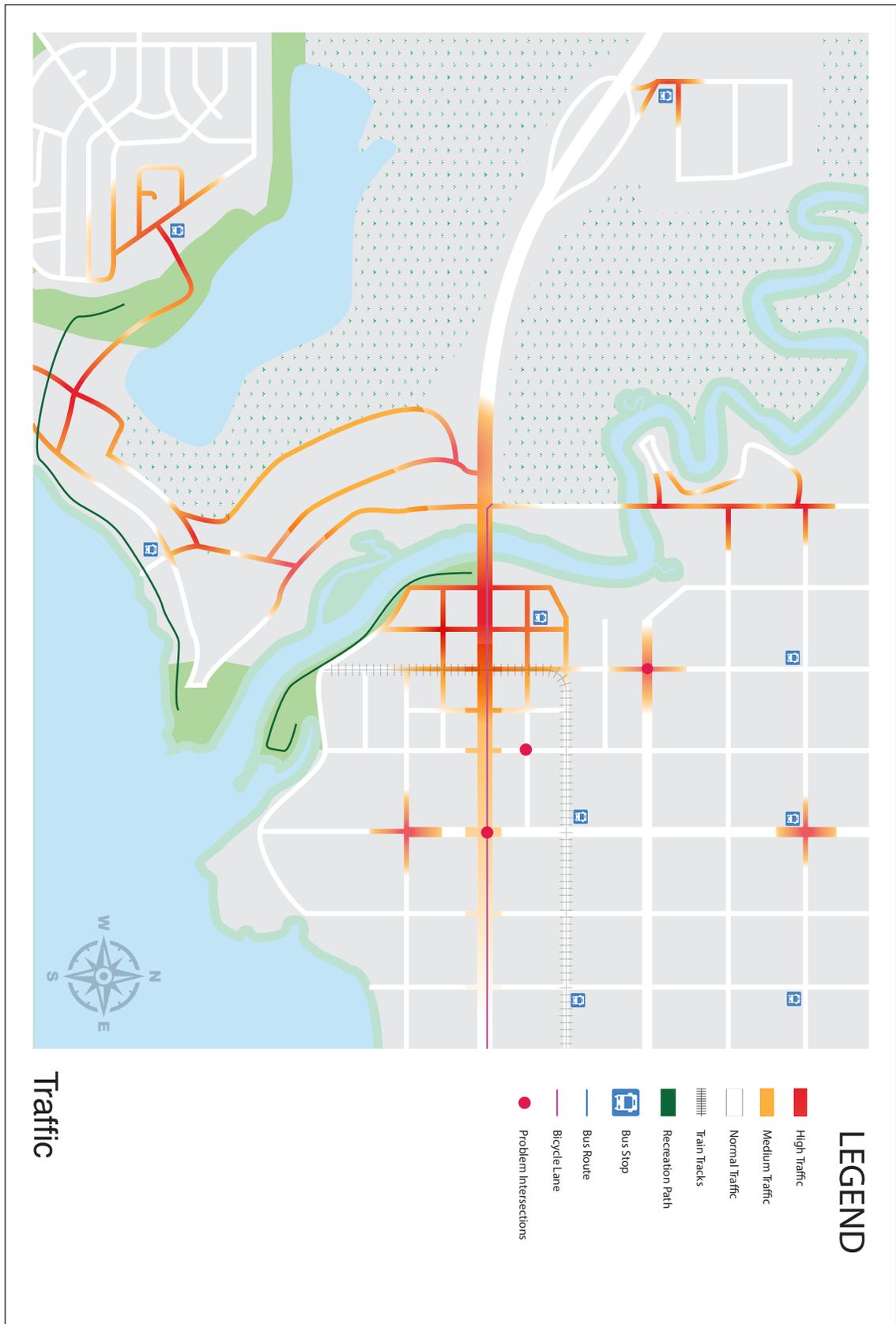
PLANNER: SUPPORTING ASSETS

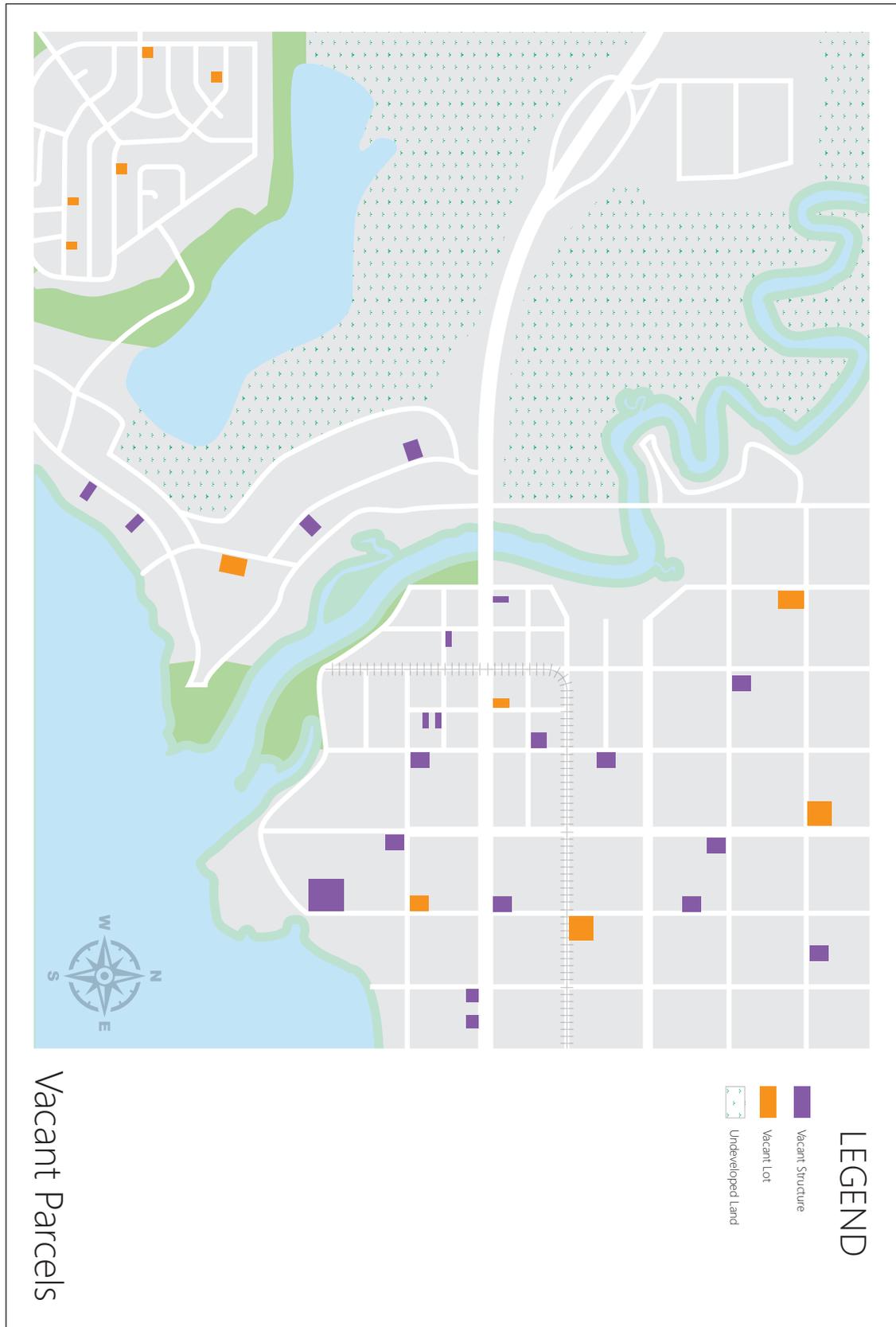
- Population Density Map
- Ariel View Map
- Land Use Map
- Traffic Map
- Vacant Parcels Map











COMMUNITY RESIDENTS (BUSINESS OWNERS, INDIVIDUALS)

Set the vision for the community through public workshops, surveys, meetings, etc. They let the planners know what they desire for their community. Planners create policy and code based on those ideas. The vision of the community is constantly changing so planners must be nimble and continuously update and refine plans.

BUSINESS OWNERS

In this scenario, you are one of the business owners who is having trouble getting your employees to work and attracting customers to your location. The frequent traffic delays and distance from major motorways that would bring in business pose major problems. This includes problems bringing in shipments of supplies.

Suggested Businesses:

- **Fast Food Restaurant Owner** – Due to traffic congestion, few people visit your restaurant outside of lunchtime when the most people are in your commercial area working. You want better access to your restaurant so customers aren't inconvenienced and because your business depends on a consistently high level of traffic.
- **Clothing Store Owner** – You do most of your business online but have difficulty with both getting shipments out of your location because it takes you too long to reach the airport shipping facility. Shipping vehicles have difficulty reaching your location and there are often delays. You would like to have more retail shoppers in and out of your store, but you believe that the congestion makes it difficult for people to visit your store.
- **Bank President** – Your employees are constantly showing up to work late due to the high volume of traffic and lack of parking in downtown. Between traffic jams and a 15-30 minute search for parking every morning, many of your employees are arriving late. The bank opens at 8:30 am and you cannot afford to have employees showing up late with customers waiting.
- **Marketing Agency Vice President** – Due to the lack of alternative modes of transportation and limited transit service near your business, you are having difficulty filling the entry-level positions because those workers without a car do not have a way to get to the jobs you have available.

RESIDENTS

You work in a commercial area of the city and frequently have to leave your house 2-3 hours early just to reach work on time, despite living within 15 miles of your work location. This is presenting a serious strain on you and your family.

Important Insight:

- Developers have a view that is often unique from other stake holders, like those of community residents, on how a community should look and feel.



SCENARIO 1: COMMUTE TIMES

GOVERNMENT (CITY COUNCIL MEMBER, DEPT. OF TRANSPORTATION)

Government is responsible for implementing the vision of the residents. Local government controls the adopted policy and code as well as provides the budget to make the community vision happen. Lack of funds can slow down implementation. Creative governments can succeed at implementing a vision with a limited budget.

CITY COUNCIL MEMBER

In this scenario, your job is to use the information you have available to guide the discussion, listen, and evaluate the perspectives of those that you are elected to serve. You are also tasked with proposing solutions, should the problem merit action, that are in the community's best interest.

Important:

- Make use of your advisors and resource documentation.
- Government is responsible for making sure developers are playing by the rules that were established to implement the community vision.

DEPARTMENT OF TRANSPORTATION

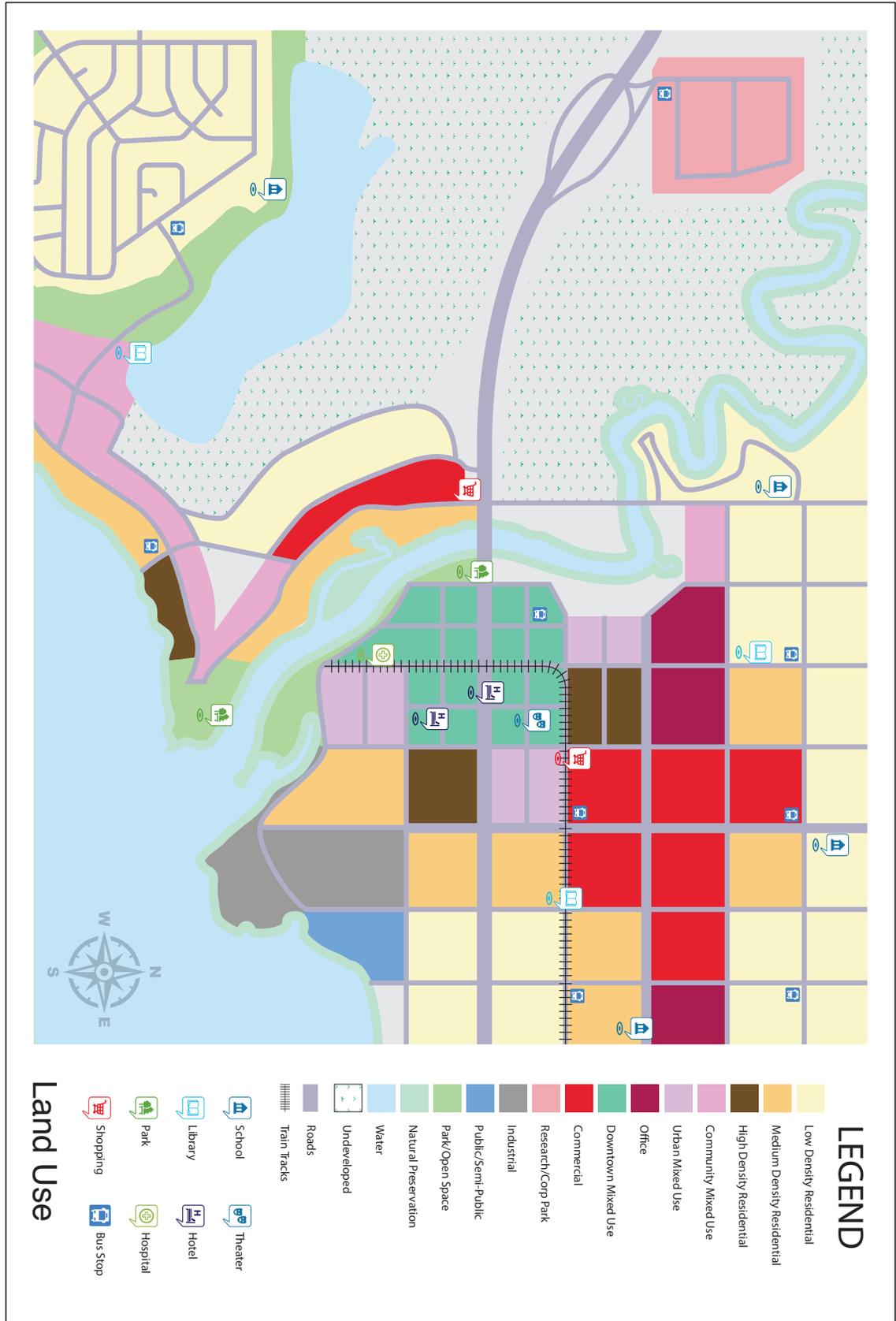
The DOT has a limited budget. It can plan for improvements but often those go onto a list and into a queue. It can take 5-10 years or more to get a project built. The DOT also has to deal with right of way acquisition which means sometimes homes need to be purchased and demolished or businesses might be bulldozed to make way for a new roadway. Often times, in a road widening project people will lose part of their front yard or businesses will lose parking. Planners would assist the DOT in finding ways to minimize the impact on a neighborhood.

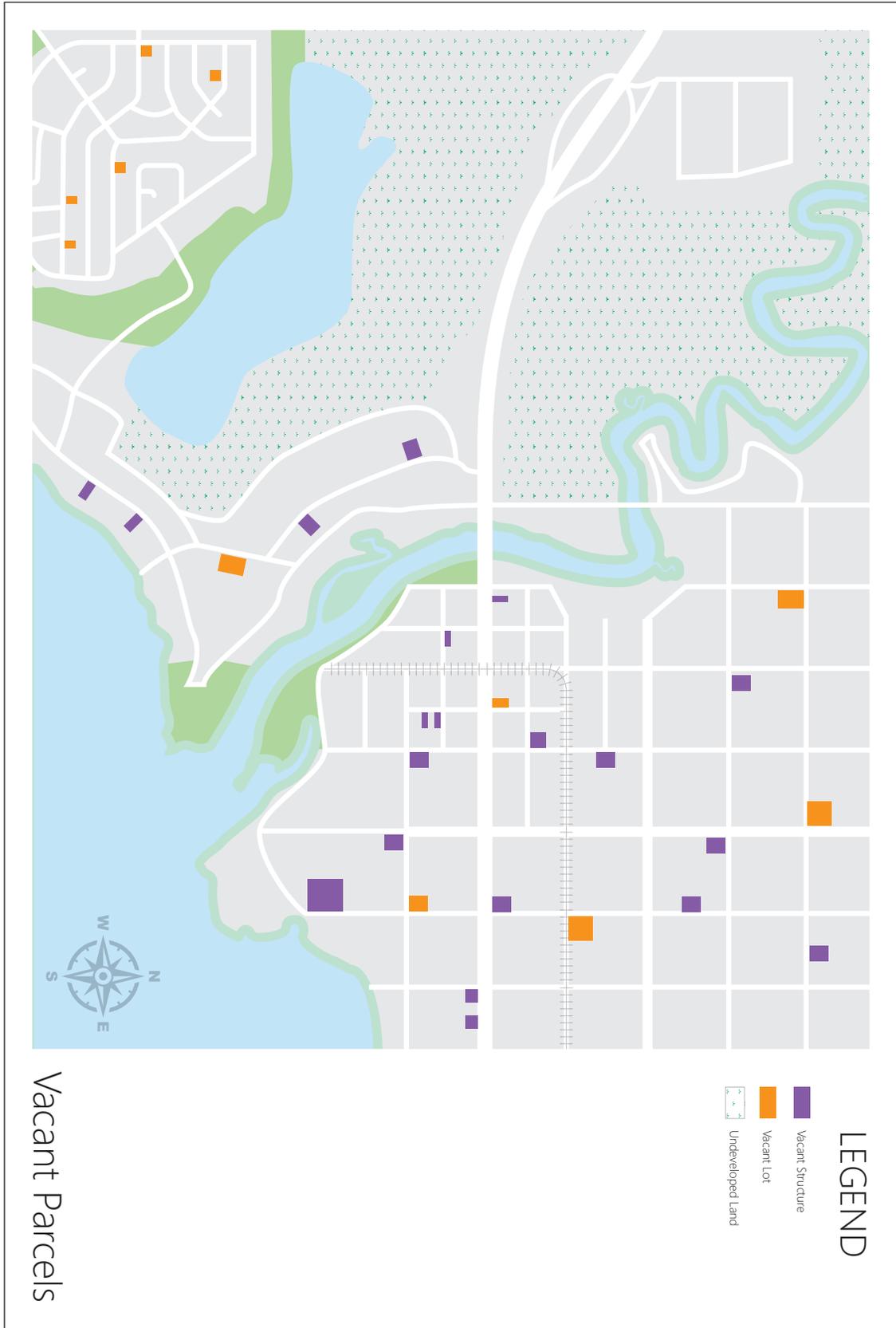
Important Insight:

- Imagine that in this role you are in charge of a bank account with limited funds but a surplus of projects that want funding, and you can only spend so much money on much needed improvements.

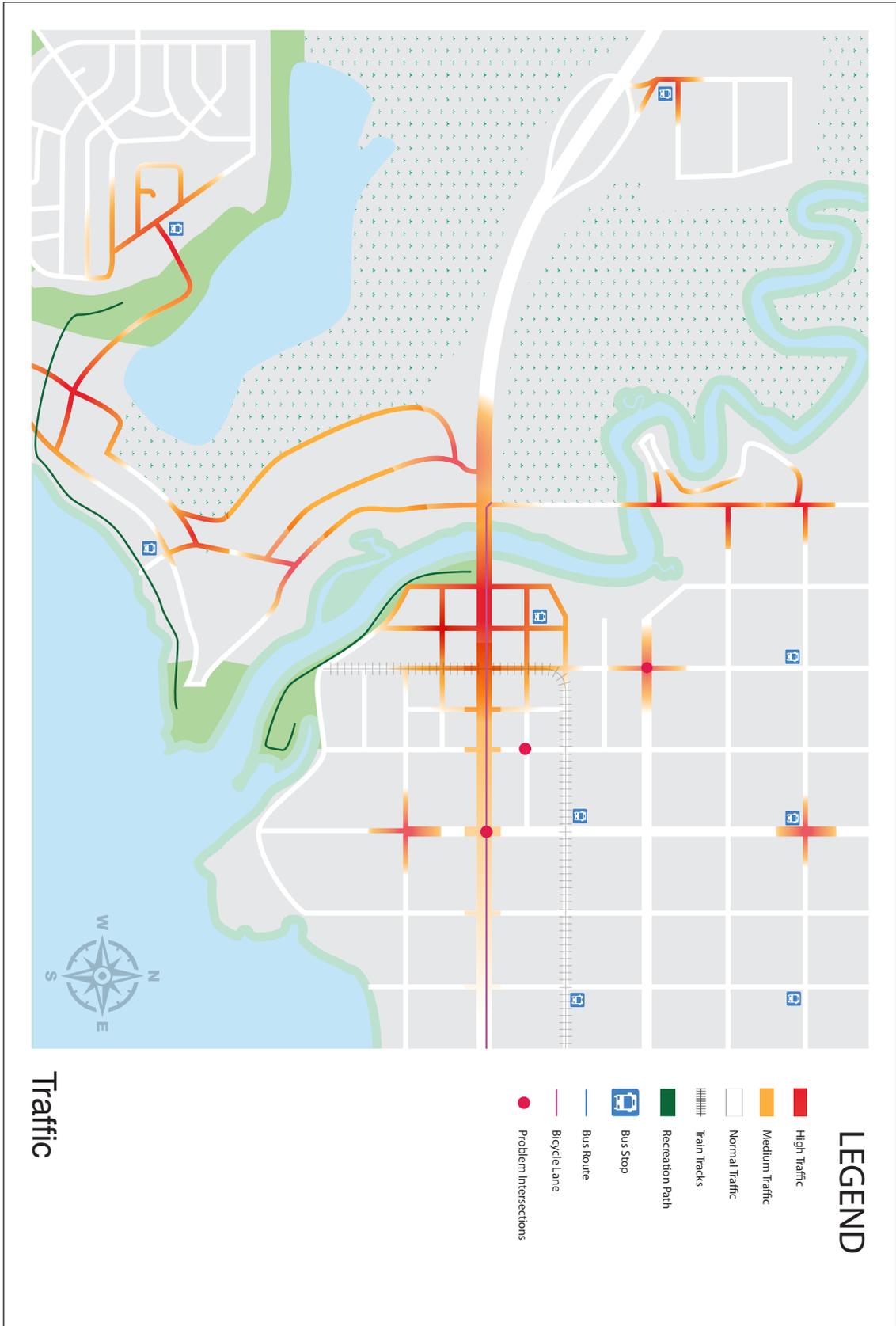
GOVERNMENT: SUPPORTING ASSETS

- Land Use Map
- Vacant Parcels Map
- Traffic Map





SCENARIO 1: COMMUTE TIMES



DEVELOPMENT RELATED BUSINESSES (DEVELOPER)

These are the players who are on the ground building and putting the vision in place through development and redevelopment projects.

In this scenario you are a representative of a very large land-owner who plans to create a 100-acre mixed use (or some type) development in close proximity to the downtown area. You are concerned about the current transportation limitations and you have enough land to contribute for an extension of an arterial road.

Important Insight:

- Be careful not to oversell projects that will seem outlandish to the government or residents.
- Developers come with passion and many opinions.
- They would hope the local government would pay for road or transit improvements but at the same time typically are against raising property taxes as it might scare potential home buyers into moving away from the area.
- This person should understand that he/she must be responsible to his/her client and/or employer, rather than solely to the requests of the community and government. They need to be in a mind set to represent business, which needs to make a profit to survive. Their return on investment must be considered.
- Developers tend to keep their development plans “close to the vest” until permits are requested. This is so that speculation does not prematurely alter property value or allow another developer to get ahead.

Some potential pitfalls in pitching your solutions include:

- Developers have a view that is often unique from other stake holders, like those of community residents, on how a community should look and feel.
- Land Owner – Owns a parcel along the roadway but traffic flow and access would make it difficult to get traffic in and out. In addition, the local government will not approve the proposed development due to the amount of additional traffic added to an already congested roadway. If your development is built, commute times would increase causing additional strain on the roadway. Existing property residents and businesses are opposed to the traffic and you must also consider the needs to the businesses and/or residents who will be move to your development once it's complete.



SCENARIO 2: THE GREAT OUTDOORS

SCENARIO 2: THE GREAT OUTDOORS

Planning Process Phase: Public Meeting & Decision

Roles: Planner, Community Residents, City Council Member, School Board Member

Objectives:

- Evaluate the problem and determine if any action is necessary.
- Propose solutions to the problem.
- Make a decision about what the city will do moving forward.

DESCRIPTION:

It has come to the attention of the City Council that despite the large concentration of people in surrounding residential areas there are very few places for children to play safely, or outdoor areas for the residents to access. The few parks that do exist are located in a more urban area that is difficult to access and not within walking distance for children.

PLANNER

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In this scenario, your job is to help the three groups come to an informed decision about how to move forward. You can accomplish this by providing information found in your supporting documentation and advising on solutions.

PLANNER: SUPPORTING ASSETS

- Survey (Graph)
- Parks Map (Population Density)
- Land Use Map
- Vacant Parcels Map

SURVEY

I believe that there should be more spaces for kids to be outside

85%

I don't feel like I can get to an outdoor space in a reasonable amount of time

70%

I think that more outdoor spaces would improve my neighborhood and attract buyers to my area

65%

I think there are sufficient outdoor areas in my community

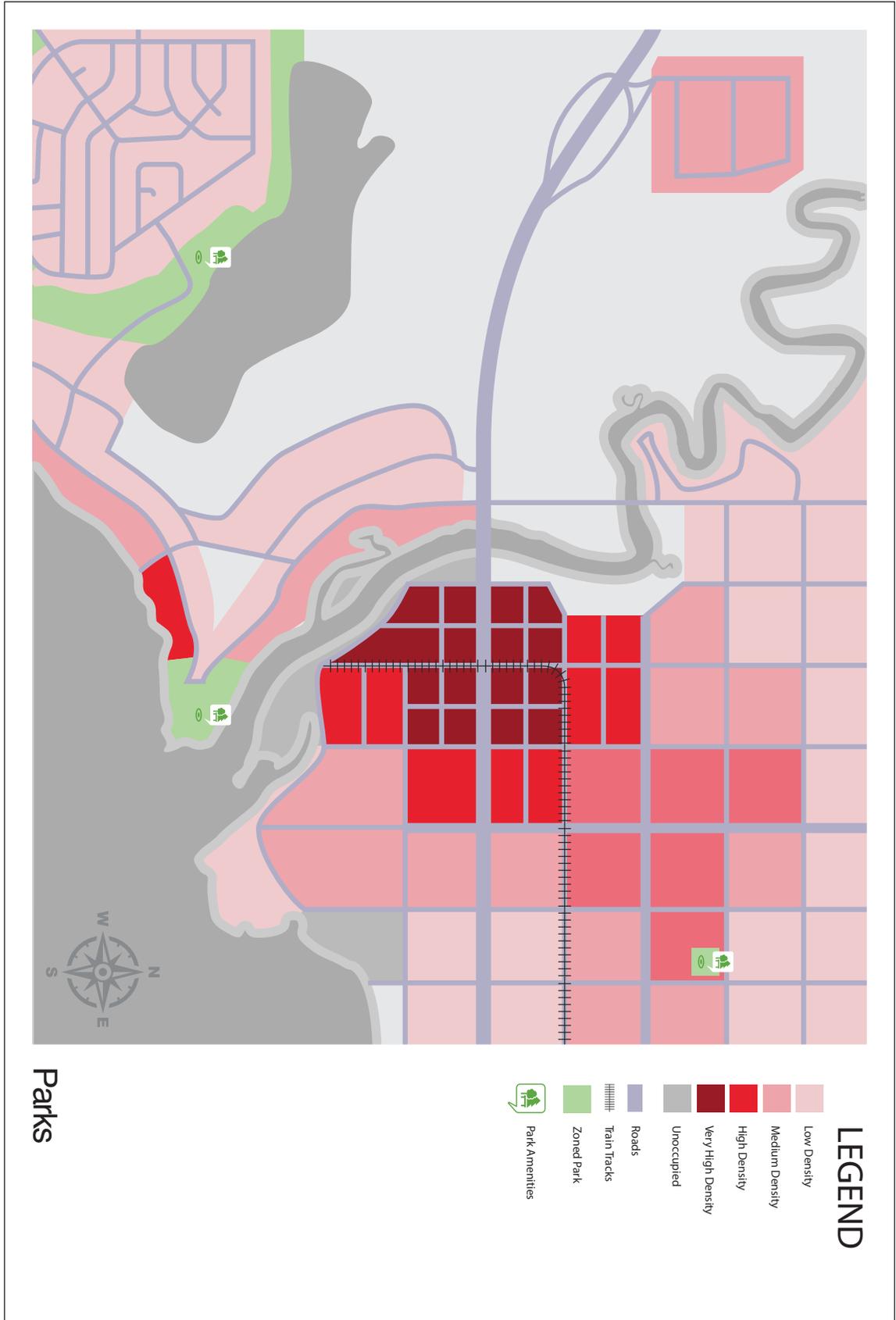
30%

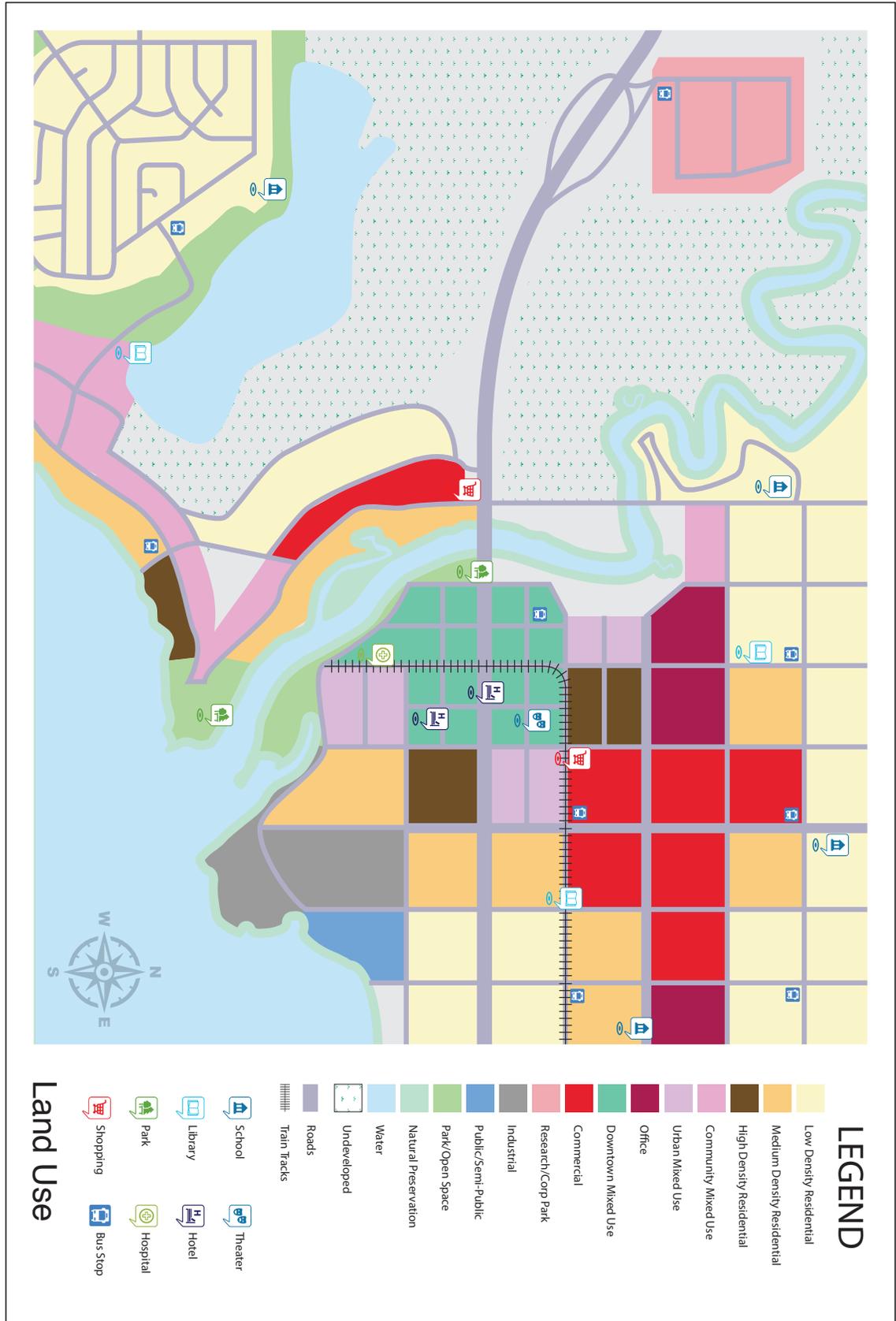
I am comfortable with financing some reasonable additions of public outdoor spaces

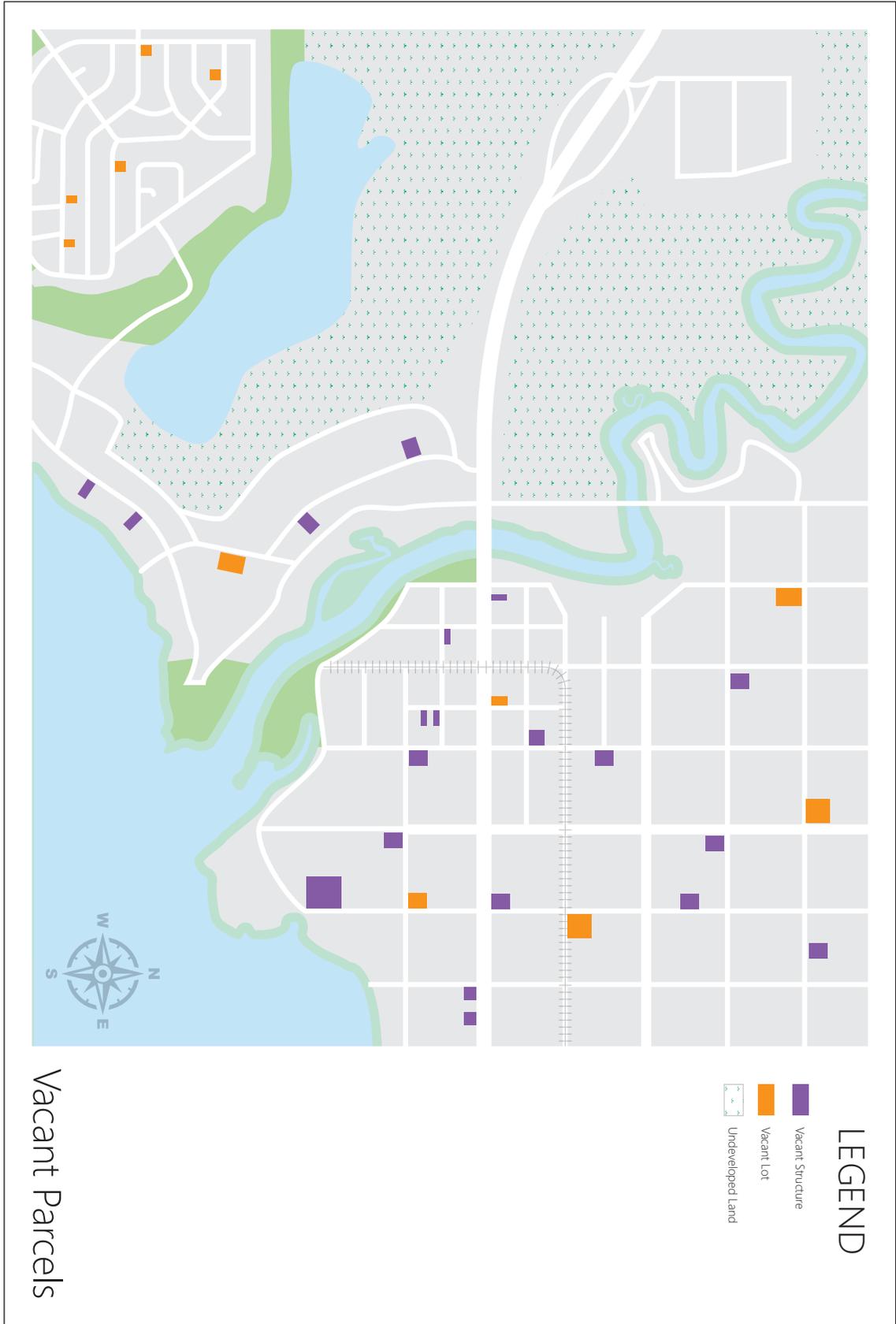
80%

I would prefer a small neighborhood park in my subdivision

80%







COMMUNITY RESIDENTS

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RESIDENTS (PARENTS)

Your kids don't have parks close to your home to play and socialize with other children. You have been asking your City Council member to do something for a couple years. Finally, the City is listening and considering where to locate new parks to serve the growing need for open space and recreation. Planners need your help determining where to put the parks and what kind of amenities the parks should have.

Important Insights:

- Parents typically come to community meetings with passion and ideas.
- Keep in mind how far you would have to travel to get to the closest park.
- Keep in mind whether or not your kids could ride a bike to the closest park.
- Keep in mind the safety of the area and how safely kids can commute to park areas.
- Recall when you were younger:
 - Did you play at a local park?
 - How was that experience for you?
 - If you did not, why not?
 - Could you get to one on your own?



SCENARIO 2: THE GREAT OUTDOORS

GOVERNMENT (CITY COUNCIL)

Government is responsible for implementing the vision of the residents. Local government controls the adopted policy and code as well as provides the budget to make the community vision happen. Lack of funds can slow down implementation. Creative governments can succeed at implementing a vision with a limited budget.

In this scenario, your job is to use the information you have available to guide the discussion, listen, and evaluate the perspectives of those that you are elected to serve. You are also tasked with proposing solutions, should the problem merit action, that are in the community's best interest.

Important Insight:

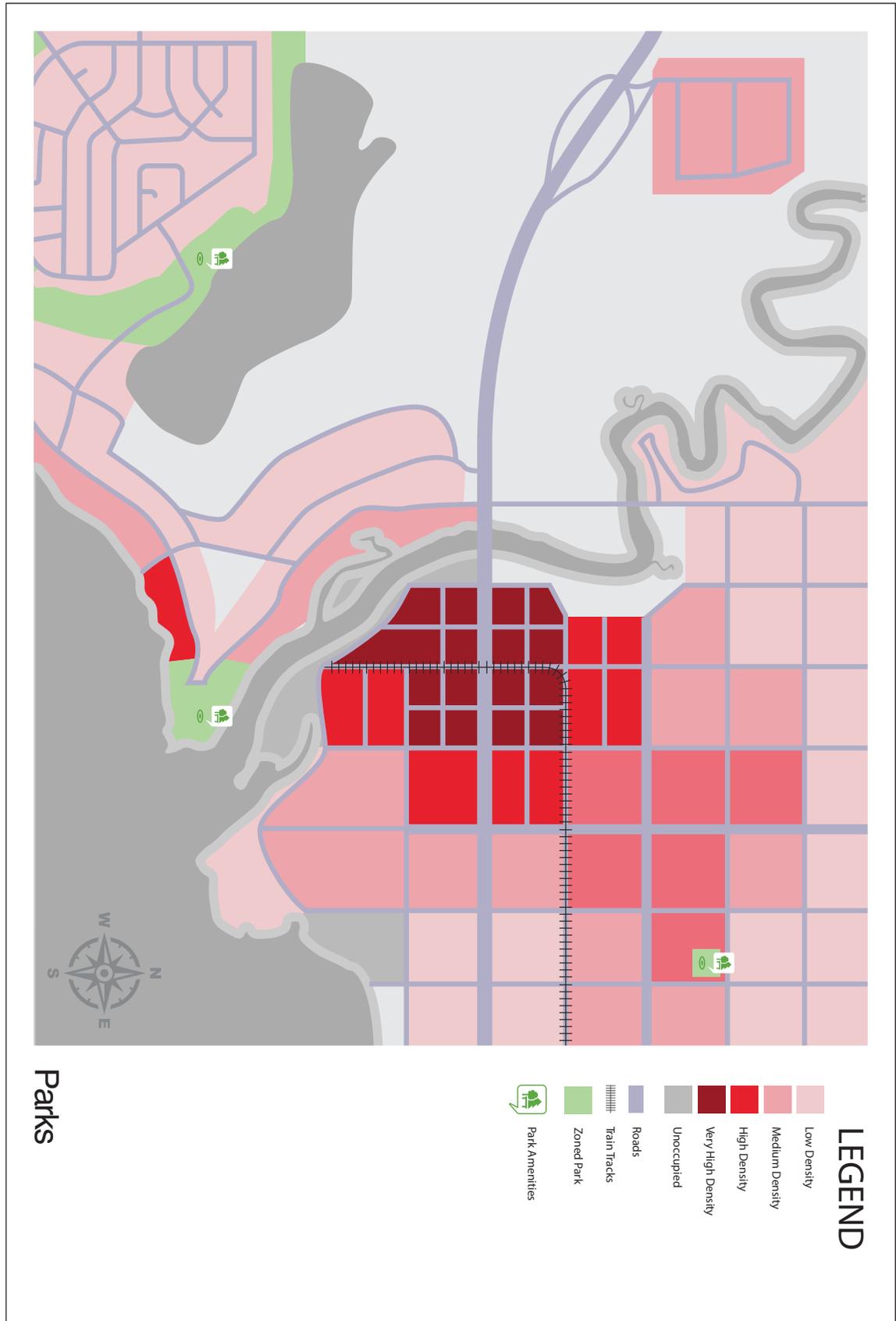
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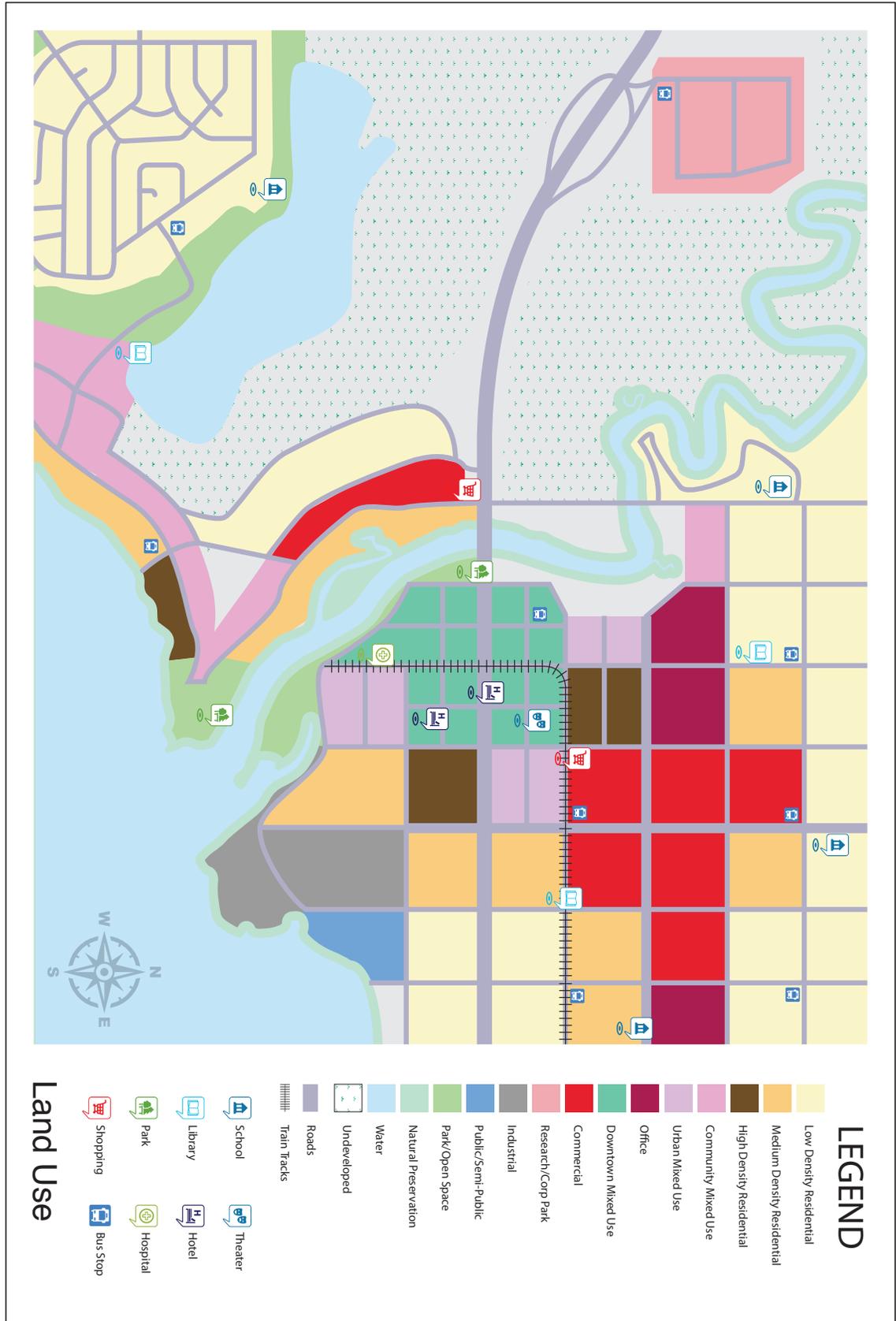
GOVERNMENT: SUPPORTING ASSETS

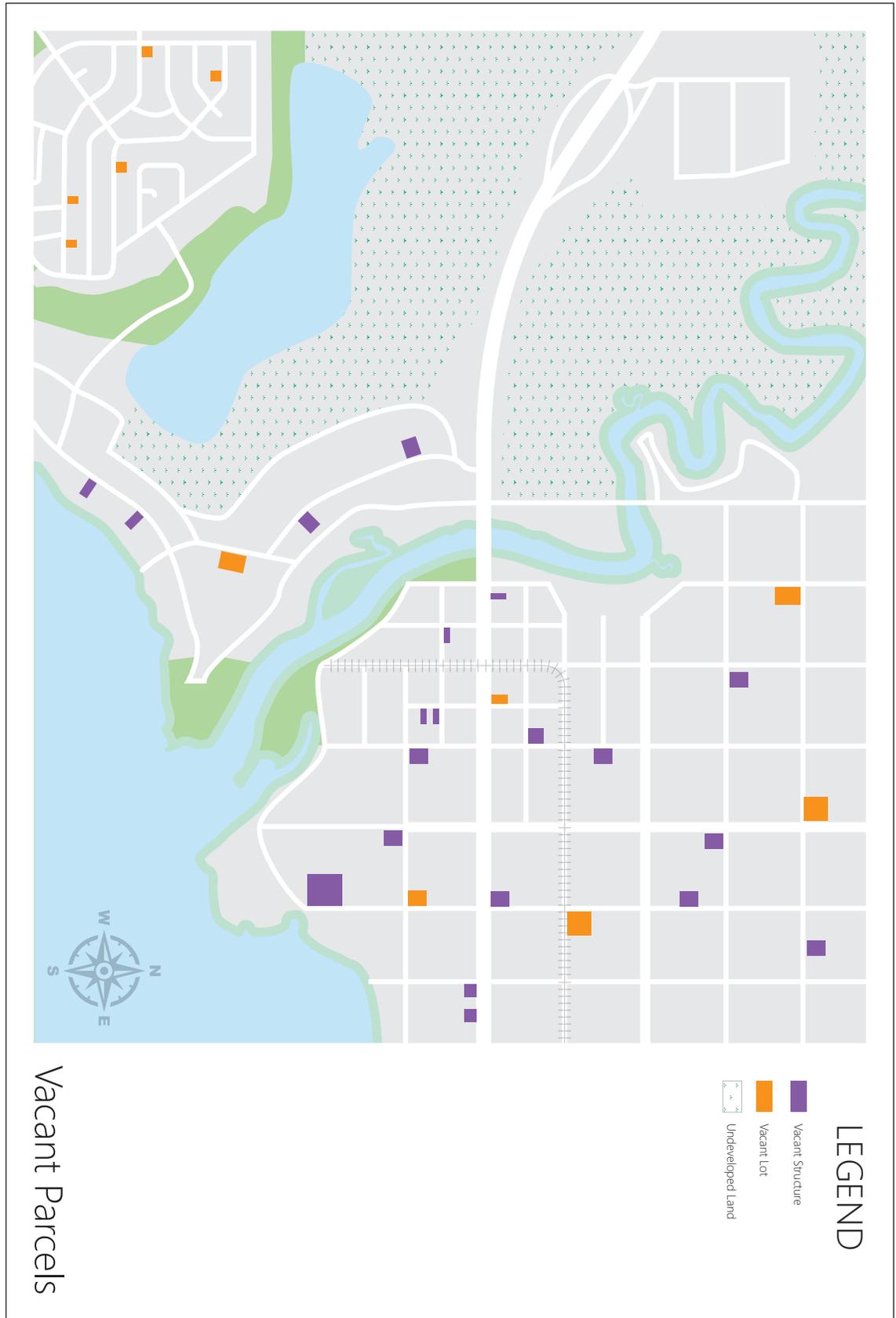
- Park Amenities (List)
- Parks Map
- Land Use Map
- Vacant Parcels Map

PARK AMENITIES

- Little League baseball/softball fields
- Soccer fields
- Basketball courts
- Tennis courts
- Picnic area/shelters
- Dog Park
- Restroom
- Concession building
- Amphitheater
- Playground equipment (swings, slides, etc.)
- Lighting
- Parking
- Community center
- Park furniture
- Trash receptacles
- Boat ramps
- Beach
- Trails









SCENARIO 2: THE GREAT OUTDOORS

SCHOOL BOARD MEMBER

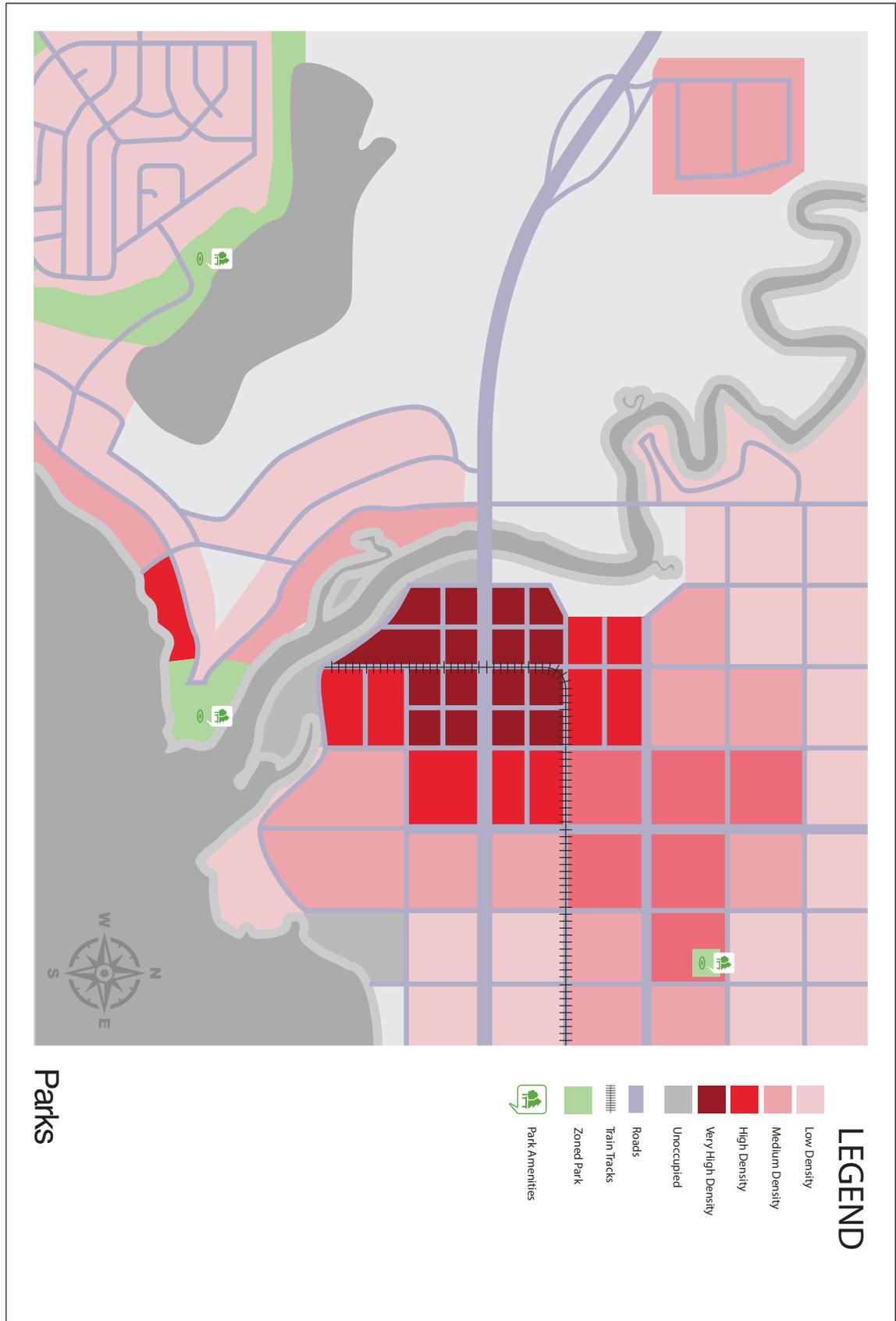
The School Board has received requests from citizens and some City Council members to open their play spaces to the area residents for after school and weekend recreation. As a School Board member, you are concerned about liability and maintenance as well as vandalism at the school play yards when no one is there. You appreciate the needs of the local community for recreation space, and want to find the win for the residents and the school as well.

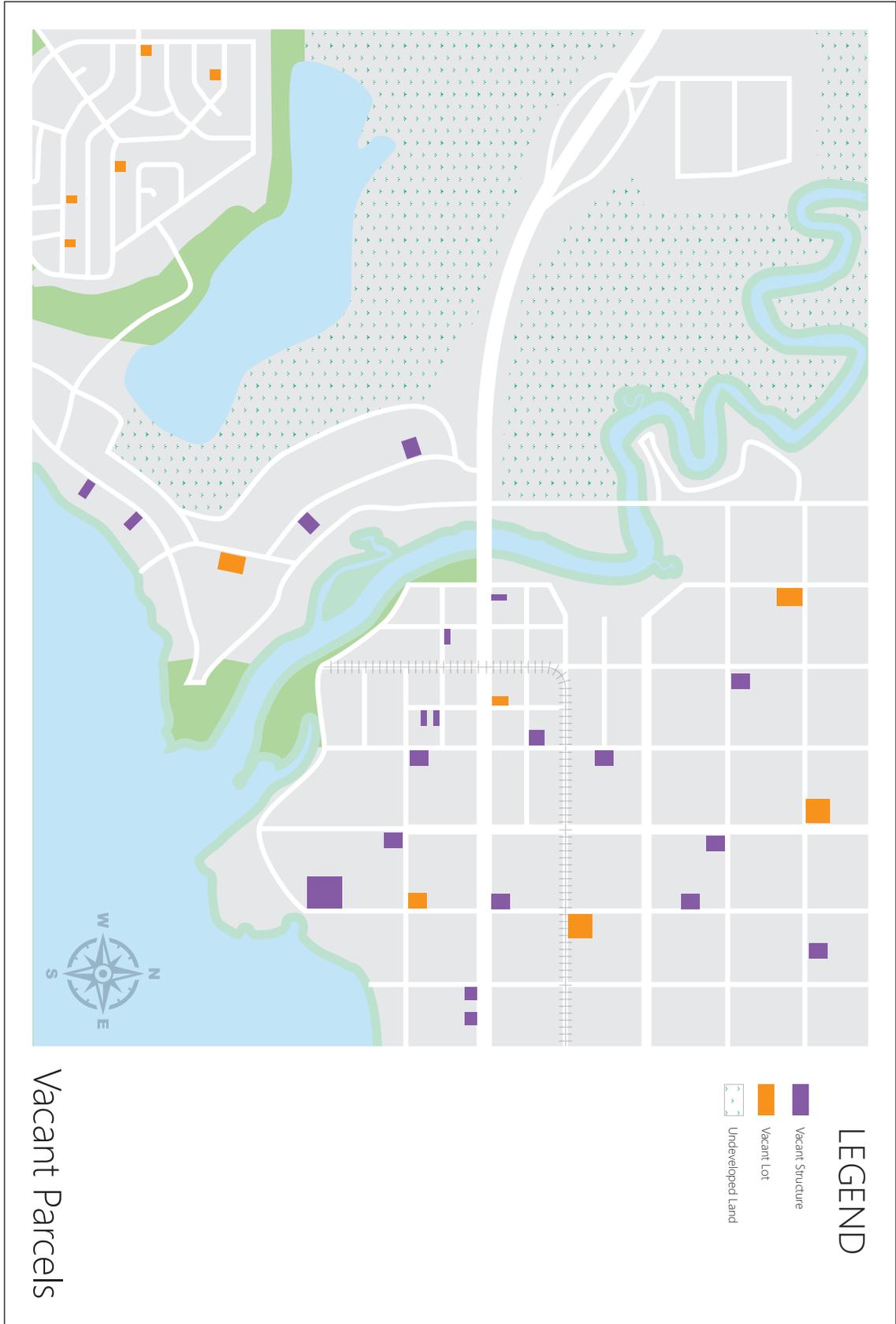
SCHOOL BOARD MEMBER: SUPPORTING ASSETS

- School Play Yard Amenities (List)
- Parks Map
- Vacant Parcels Map

SCHOOL PLAY YARD AMENITIES

- Swings
- Slides
- Climbing equipment
- Crawl tubes
- Merry go rounds
- Music and sound equipment
- Climbing nets
- Playhouses
- Monkey bars
- Sandboxes
- Basketball hoops
- Soccer nets
- Signs







SCENARIO 3: ENVIRONMENTAL DEGRADATION

Planning Process Phase: Public Meeting & Decision

Roles: Planner, Business Owners, Residents, Local Environmental Conservation Organization, City Council, Developer

Objectives:

- Evaluate the problem and determine if any action is necessary.
- Propose solutions to the problem.
- Make a decision about what the city will do moving forward.

DESCRIPTION:

It has come to the attention of the Community Council that as more of the community has developed, there has been an increase in the amount of impervious surfaces. Impervious surfaces do not channel storm water towards retention or detention areas has led to flooding. Further, roadways and yards and have begun picking up pollution in the form of nutrients (e.g. from fertilizers), chemicals (e.g. vehicles on the road), or litter and dumped it unfiltered into local waterways. This pollution has had a variety of effects on the local environment; environment that, at the very least, the tourism industry relies on and community residents enjoy.

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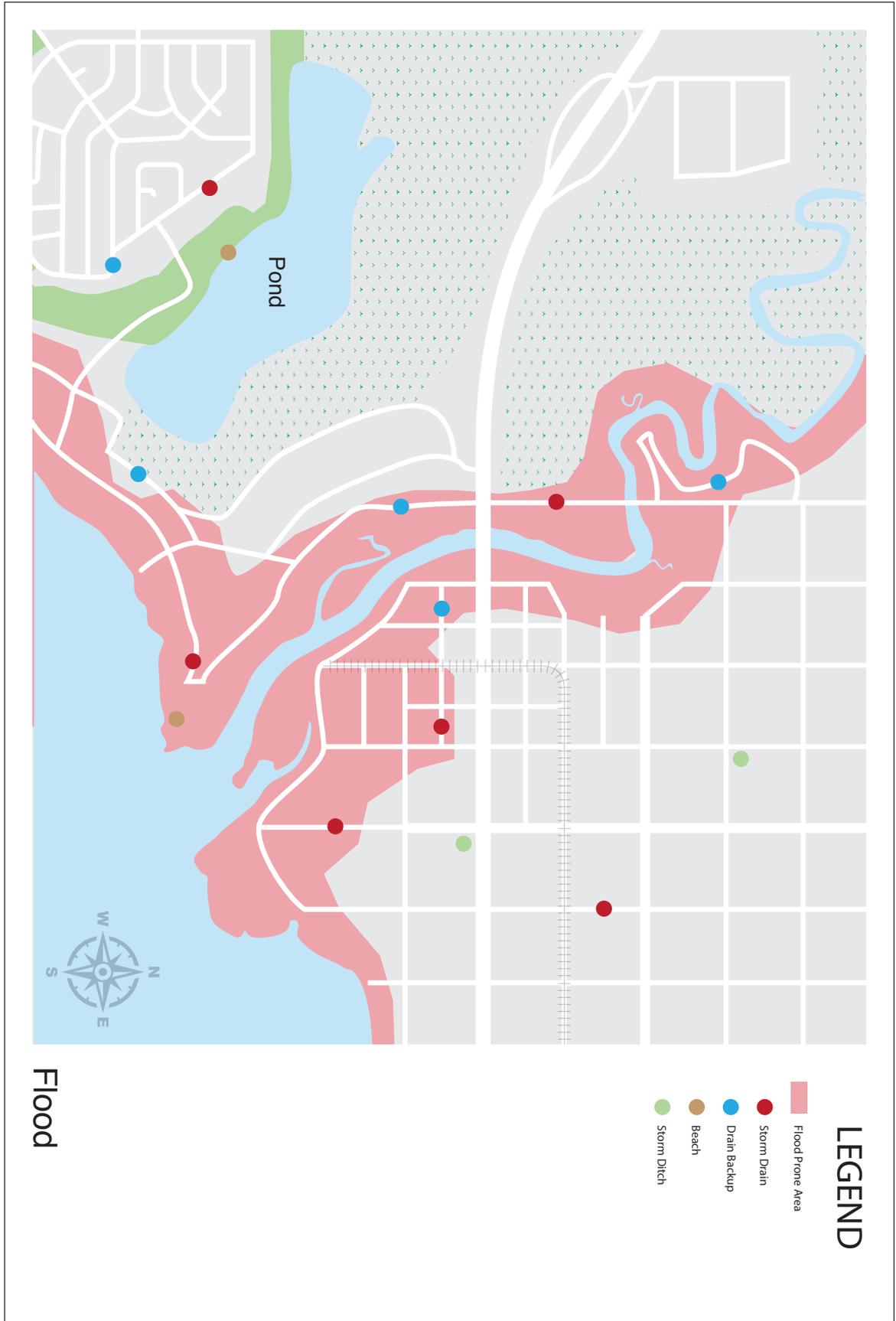
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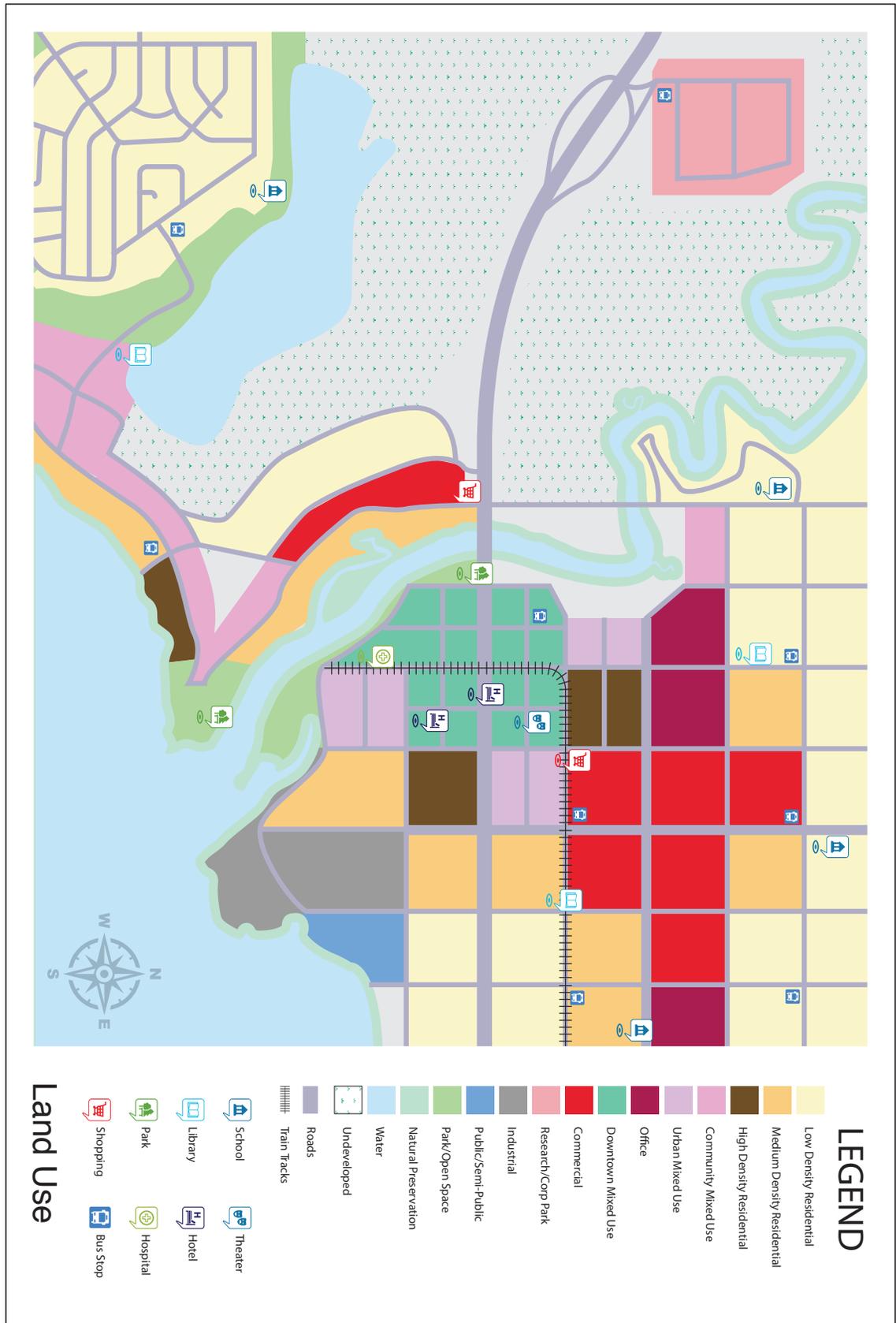
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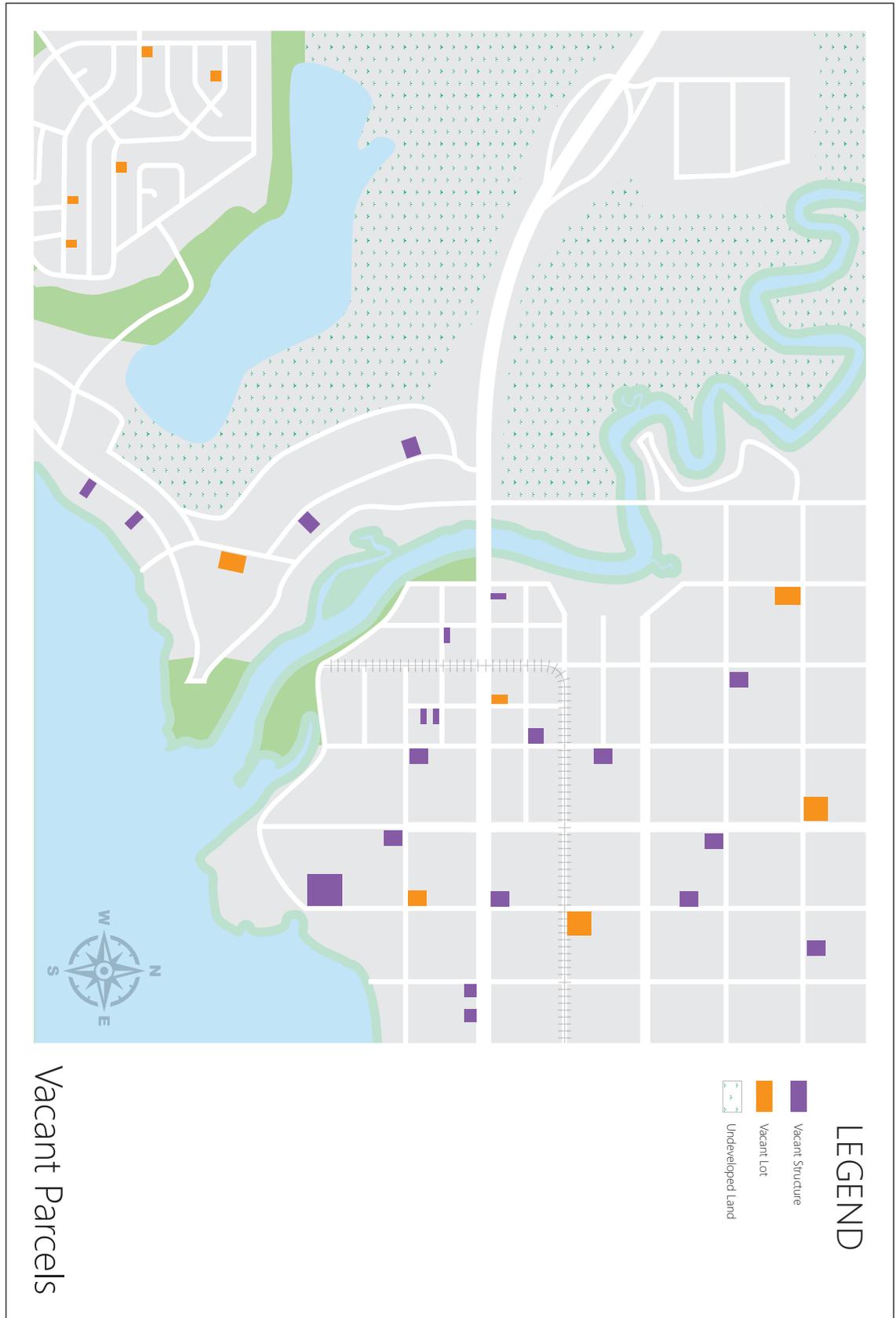
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PLANNER: SUPPORTING ASSETS

- Flood Map
- Land Use Map
- Vacant Parcels Map







COMMUNITY RESIDENTS (BUSINESS OWNERS, INDIVIDUALS, LOCAL ENVIRONMENTAL CONSERVATION ORGANIZATION)

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BUSINESS OWNERS

In this scenario, you are one of the business owners who is worried about greater regulation that could impact your bottom-line with additional precautions.

Suggested Businesses:

- **Grocery store** – Shoppers can't get into parking lots due to flooding at the entrances during heavy downpours.
- **Coffee shop/café** – Water is flooding the parking lot and at times will be so high it enters the café causing the business to shut down for a day or two to clean up and dry out. This is lost revenue.
- **Restaurant on a local lake** – The lake has seen a massive algae bloom and the smell has become overwhelming to diners. The restaurant is losing business during the summer months because the runoff has created environmental conditions that are toxic to the lake. The restaurant owner doesn't know if he can survive another summer and might have to close for good.
- **Canoe/Kayak Outfitter** – A local kayak/canoe outfitter has seen a major decline in business which he attributes to pollution washing into the river he relies upon for his business. Poor water quality has affected the number of fish and wildlife along the river. Beyond that, there are massive amounts of garbage along the riverbanks that has washed into the river during rainstorms.

RESIDENTS

- **Outdoors person** – You and your family moved to Florida specifically because of the access to clean, beautiful, and inviting natural areas. Several of your favorite species like the manatee and loggerhead sea turtle are already endangered and losing their habitat. You enjoy kayaking with the manatees and would hate to see their numbers dwindle further or for pollution to ruin your favorite landscapes.
- **Beach goer** – Pollution that washes out of the developed areas has started ending up on the beach, ruining the landscape. Some days the local government will issue pollution warnings to swimmers as the water has become unsafe to swim in. The turtle nests that you are used to seeing are almost non-existent these days and many of the birds that used to be found in the area are gone. Your concern is for protecting your favorite beach spot and the activities that you enjoy there.



SCENARIO 3: ENVIRONMENTAL DEGRADATION

LOCAL ENVIRONMENTAL CONSERVATION ORGANIZATION

Your main goal is to protect and clean up the water bodies your community relies upon for drinking water and recreation. You are dedicated to making sure citizens, local government, and developers adhere to the local, state, and Federal rules and regulations established to protect the environment. Lately there has not been sufficient enforcement of these rules as all levels of government have seen budget reductions and a lack of staff to monitor water quality and enforce established rules. You feel the local government hasn't been doing a good job educating citizens on how to protect the environment and you fear developers have been given free rein to build whatever they want, wherever they want, however they want.

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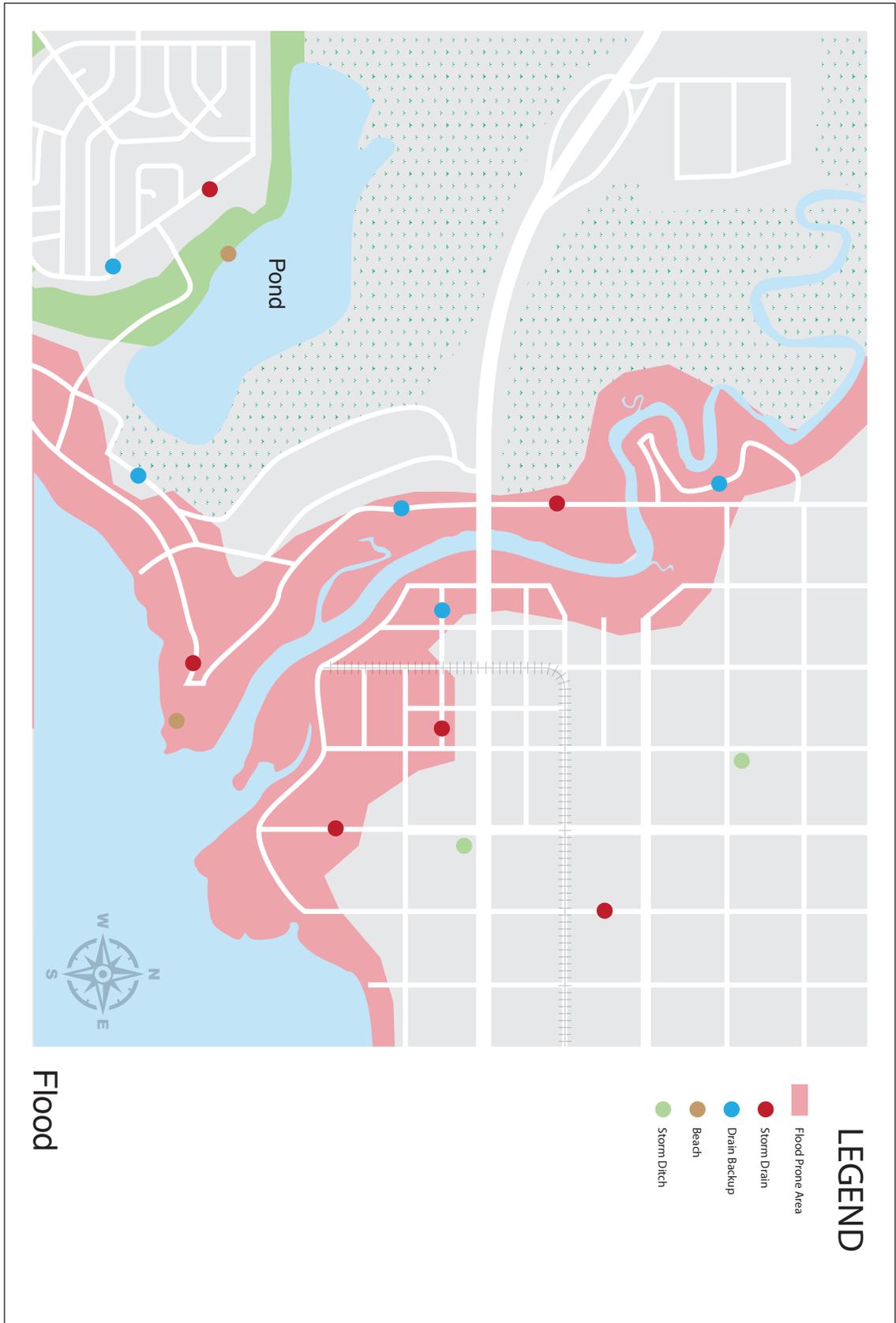
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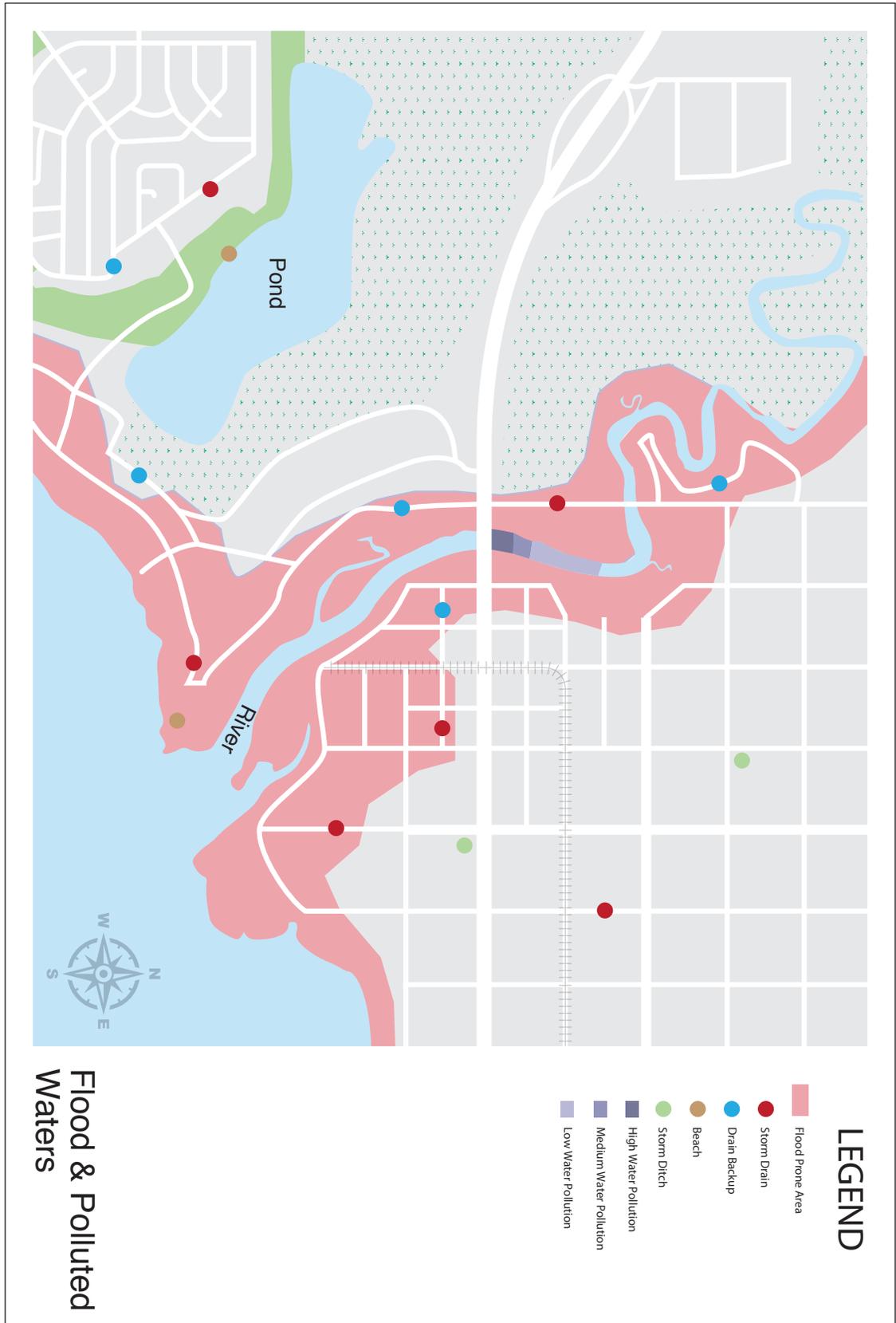
Important Insight:

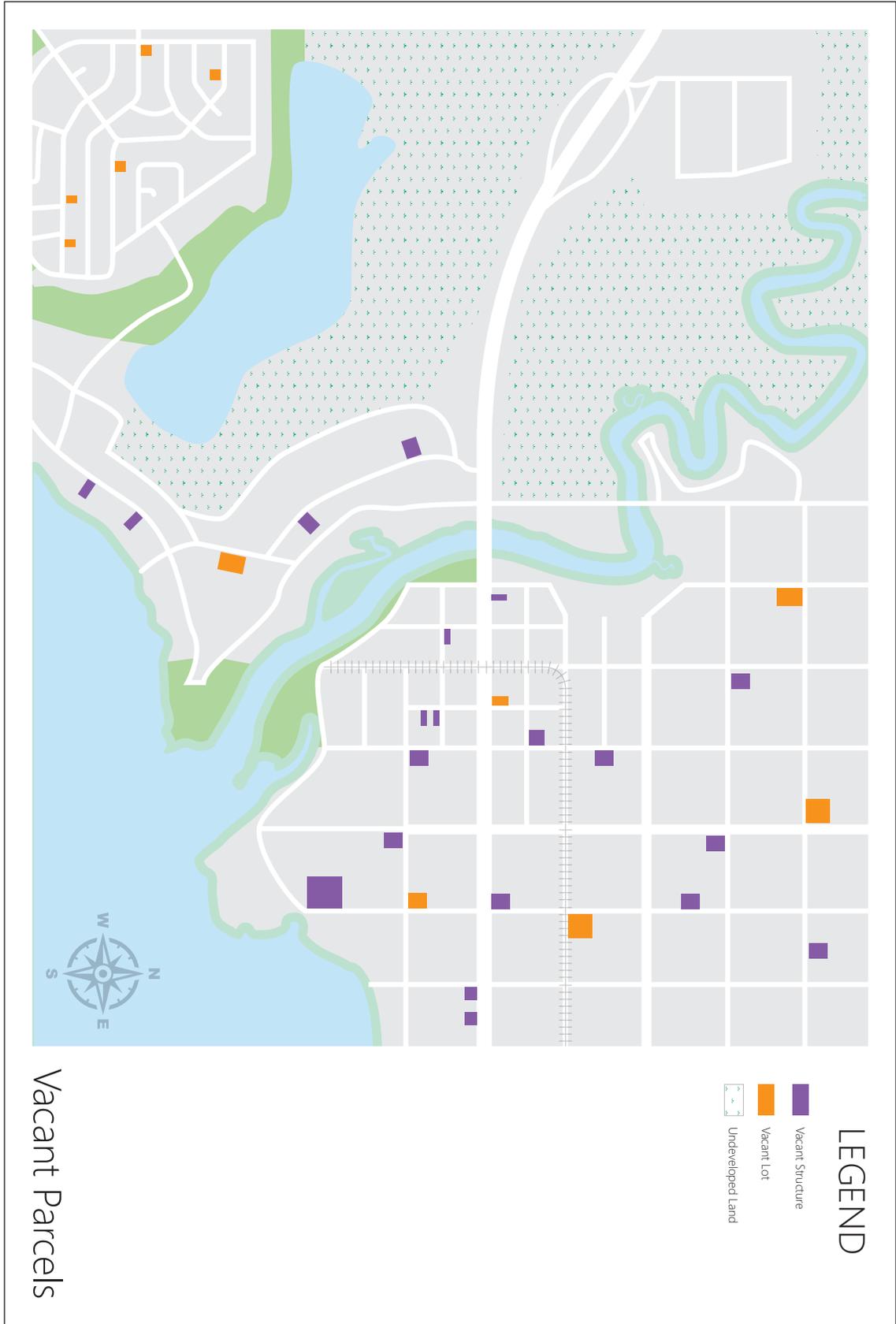
- Make use of your advisors and resource documentation.
- Consider some alternatives for controlling storm water like additional ponds, culverts, larger storm water pipes, treatment areas, etc.

GOVERNMENT: SUPPORTING ASSETS

- Flood Map
- Polluted Waters Map
- Vacant Parcels Map









SCENARIO 3: ENVIRONMENTAL DEGRADATION

DEVELOPMENT RELATED BUSINESSES

These are the players who are on the ground building and putting the vision in place through development and redevelopment projects. Often developers and residents don't see eye to eye on how a community should look and feel. It's up to government to make sure developers are playing by the rules that were put in place to implement the community vision.

In this scenario, your job is to represent your interests as a developer looking to secure work and shape the community to what you see as the best version of itself, which will keep you employed and keep the community happy with what you provide them.

Important Insights:

- Be careful not to oversell projects that will seem outlandish to the government or residents.
- Developers are required by state law to maintain every drop of storm water on the parcel. This is an added cost which for many makes projects unfeasible. Many projects have to integrate unsightly storm water ponds or install storm water vaults to hold the water under their parking lots.
- Many older and urban parts of the city will have exemptions for developers to provide storm water facilities. As cities become denser and we see redevelopment in the urban core, many open fields are now home to multi-story apartment buildings, office buildings, and parking lots. These new developments have led to less pervious surfaces and more storm water runoff.

BREAKDOWN OF PROJECT COSTS

Source U.S. Environmental protection Agency, 2016

Type of stormwater system	Typical Cost (\$/system)	Application
Retention Basin	\$100,000	50-Acre Residential Site (Impervious Cover = 35%)
Wetland	\$125,000	50-Acre Residential Site (Impervious Cover = 35%)
Infiltration Trench	\$45,000	5-Acre Commercial Site (Impervious Cover = 65%)
Infiltration Basin	\$15,000	5-Acre Commercial Site (Impervious Cover = 65%)
Bioretention	\$60,000	5-Acre Commercial Site (Impervious Cover = 65%)
Grass Swale	\$3,500	5-Acre Residential Site (Impervious Cover = 35%)
Filter Strip	\$0-\$9,000	5-Acre Residential Site (Impervious Cover = 35%)