

## The Purpose

A Comprehensive plan is a collective vision for the future of the Alamo Heights community. The purpose of the plan is to give guidance and direction to the City Council and staff on the physical development within the city limits. It should provide guidance on zoning, capital expenditures, regulations and policy decisions for the next fifteen years.

The plan addresses all the issues and opportunities holistically because they are almost always interrelated. While it is possible to propose only singular projects, such as a street improvement, or to study only a single issue like flooding or to develop design regulations for each use type, a comprehensive plan evaluates the whole and the inter-relationship between all projects, policies and regulations.

It is a guide that informs the whole. Each action step (whether it is a new regulation, expenditure, project or policy) will require a public process, a public hearing and a vote from the City Council. The details of each action step recommended in the plan will be worked out by the elected officials with help from staff, consultants, citizens and appointed Boards and Commissions.

The Plan suggests a general direction for moving ahead by articulating and highlighting the hopes and dreams of the community. It informs elected officials about what is important to the citizens in a documented, defensible process. Approximately 450 citizens were involved in an open public dialogue between October and May.

Outreach included individual invitations to every property owner, newspaper articles prior to large community events, TV and radio coverage, street banners, e-mail blasts and postings on the City website for both the fall and spring meetings. The Alamo Heights Chamber of Commerce assisted by delivering 600 postcards to every business in Alamo Heights, while special focus groups were held for the business sector.

The overwhelming response illustrates the commitment that the citizens of Alamo Heights have to *LOOKING AHEAD* and making their community an even better place to live, to work and to play.



