

**What is the difference
between a
comprehensive plan
and a strategic plan?**

Strategic Plans

- employ strategic thinking
- express clear purposes/mission
- provides guiding principles that represent shared values and standards of conduct
- articulate and commit to a clear and compelling vision for the target year (3-10 years)
- establish goals, objectives and time-phased, measurable action/implementation plans toward vision attainment
- include performance indicators, timelines, and key assignments
- are routinely referenced and used to track and report progress

Comprehensive Plans

- are statutorily required
- have a 10-20 year timeframe
- exist as a framework to be filled in as private investment and public capital allow
- set context for public and private development and land use
- guide zoning and land use decisions and identify need for regulation amendments
- provide a template against which private development proposals are reviewed, in order to “react” comprehensively
- land use/zoning components are amended regularly or as needed
- helps create unified development ordinance

Strategic planning focuses aspirations and aligns the community to fulfill them. The comprehensive plan is the implementation tool.

Comprehensive Plan

Serves as the basis for planning and development issues for the next 10-20 years and provides guidance for future planning and zoning actions. The comprehensive plan provides the backbone for the unified development ordinance.

Future Land Use Map

The future land use map brings together all the elements of the comprehensive plan, especially natural resources, economic development, housing and transportation into a parcel based map of what development should look like in the future.

Unified Development Ordinance

The unified development ordinance is a document that lays out the rules for physical development and designates zoning of properties. The unified development ordinance is crafted to result in a built environment that meets the goals of the comprehensive plan.

