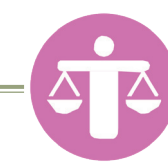




## CITY OF TACOMA

University of Washington  
Urban Design and Planning  
CEP 460: Planning in Context  
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# PLANNING VIDEO LIBRARY



## Introduction

Urban planning and development are complex processes, and it can be difficult for municipalities to effectively communicate with the public about them. For this reason, the City of Tacoma's Planning and Development Services Department (PDS) asked our class to help them build a video library. Our goal was to create short, legible videos explaining the goals and operations of the PDS. The hope is that these videos will help PDS explain their planning and development principles, and how their work builds bridges between the City of Tacoma and its communities.

In the end, three video teams created three separate videos. The three teams employed a similar set of

methodologies to complete their respective projects.

The three videos provided 1) an introduction to PDS, 2) a description of the One Tacoma Comprehensive Plan, and 3) an explanation of mixed-use development in Tacoma.

Videos can extend the reach of PDS by providing an alternate means of communication beyond public meetings, planning documents, and codes.

## Overview of Videos

The three final videos worked in tandem to articulate PDS' values. The **first was an introduction to the department**, its staff, their primary role in Tacoma, and their goals for city growth in the coming years. The video team for this project focused on explaining the department's works through the faces and names of those who work in PDS. Interviews with the men and women of the PDS office provided a personality and dialogue to those Tacomans unable to attend town hall meetings.

The **second video tackled the department's most important publication: the One Tacoma Comprehensive Plan**. This document outlines PDS' long-range planning goals for their city as it embraces a substantial population growth. The video team

separated their presentation into three chapters. They first explained the how the city was changing. They then outlined the ways in which PDS will help ensure that the city develops in a way that benefits all. Finally, they demonstrated the ways in which Tacoma already has adapted their city infrastructure for the better.

The **final video focused on mixed-use centers**, a type of development that is often seen as a threat in communities. The video team first explained the concept of a mixed-use development. They then clarified the ways in which this density-driven building approach can encourage equitable development of affordable housing, local businesses, and public transportation. The team ended by highlighting development along Pacific Avenue that serves as an example of how mixed-use centers can be respectfully integrated into community.



Students visited Tacoma throughout the process to collect footage.

Photo Credit: Kiana Ballo

## Recommendations

We have three essential recommendations for any city administration who wants to begin a video library for its constituency. The first is to ensure that at least one individual in each team (i.e., filming, graphic design, scriptwriting, editing) specializes in that area of the production process. The second is to establish consistent guidelines for the structure and aesthetic of the video library so that each video fits into a consistent collection. Our final recommendation is that PDS create a resource library of images and footage for use in future videos. That may include material we used in our videos, much of which captured the exceptional and unique character of Tacoma.



Professor Rachel Berney, Urban Design and Planning, conducts background research with students for the LCY project Planning Video Library, Fall 2017.

Photo Credit: Teri Thomson Randall