



CITY OF TACOMA

PLANNING VIDEO LIBRARY

UNIVERSITY OF WASHINGTON
URBAN DESIGN AND PLANNING

CEP 460 PLANNING IN CONTEXT

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LIVABLE CITY YEAR 2017-2018
IN PARTNERSHIP WITH
CITY OF TACOMA





LIVABLE
CITY YEAR

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ABOUT LIVABLE CITY YEAR

The University of Washington's Livable City Year (LCY) initiative enables local governments to engage UW faculty and students for one academic year to work on city-defined projects that promote local sustainability and livability goals. The program engages hundreds of students each year in high-priority projects, creating momentum on real-world challenges while enabling the students to serve and learn from communities. Partner cities benefit directly from bold and applied ideas that propel fresh thinking, improve livability for residents and invigorate city staff. Focus areas include environmental sustainability; economic viability; population health; and social equity, inclusion, and access. The program's 2017–2018 partner is the City of Tacoma; this follows a partnership with the City of Auburn in 2016–2017.

The LCY program is led by faculty directors Branden Born (Department of Urban Design and Planning), Jennifer Otten (School of Public Health) and Anne Taufen (Urban Studies Program, UW Tacoma), with support from Program Manager Teri Thomson Randall. The program was launched in 2016 in collaboration with UW Sustainability and Urban@UW, with foundational support from the Association of Washington Cities, the College of Built Environments, the Department of Urban Design and Planning, and Undergraduate Academic Affairs.

LCY is modeled after the University of Oregon's Sustainable City Year Program, and is a member of the Educational Partnerships for Innovation in Communities Network (EPIC-N), the collection of institutions that have successfully adopted this new model for community innovation and change.

For more information, contact the program at uwlcyl@uw.edu.



ABOUT TACOMA

The third largest city in the state of Washington, Tacoma is a diverse, progressive, international gateway to the Pacific Rim. The port city of nearly 210,000 people has evolved considerably over the last two decades, propelled by significant development including the University of Washington Tacoma, the Tacoma Link light rail system, the restored urban waterfront of the Thea Foss Waterway, the expansions of both the MultiCare and CHI Franciscan health systems, and a significant influx of foreign direct investment in its downtown core.

Washington State's highest density of art and history museums are found in Tacoma, which is home to a flourishing creative community of writers, artists, musicians, photographers, filmmakers, chefs, entrepreneurs, and business owners who each add their unique flair to the city's vibrant commercial landscape. The iconic Tacoma Dome has endured as a high-demand venue for some of the largest names in the entertainment industry.


A magnet for families looking for affordable single-family homes in the Puget Sound area, Tacoma also draws those seeking a more urban downtown setting with competitively priced condos and apartments that feature panoramic mountain and water views. The city's natural beauty and proximity to the Puget Sound and Mount Rainier draws hikers, runners, bicyclists, and maritime enthusiasts to the area, while its lively social scene is infused with energy by thousands of students attending the University of Washington Tacoma and other academic institutions.


The City of Tacoma's strategic plan, Tacoma 2025, was adopted in January 2015 following unprecedented public participation and contribution. The plan articulates the City's core values of opportunity, equity, partnerships, and accountability, and expresses the City's deep commitment to apply these values in all of its decisions and programming. Each Livable City Year project ties into the principles and focus areas of this strategic plan. The City of Tacoma is proud of its 2017–2018 Livable City Year partnership with the University of Washington and of the opportunity this brings to its residents.





TACOMA 2025 STRATEGIC PLAN


The *Planning Video Library* project supports the Livability, Civic Engagement, and Equity and Accessibility goals of the Tacoma 2025 Strategic Plan and was sponsored by the City's Planning and Development Services Department.

- 

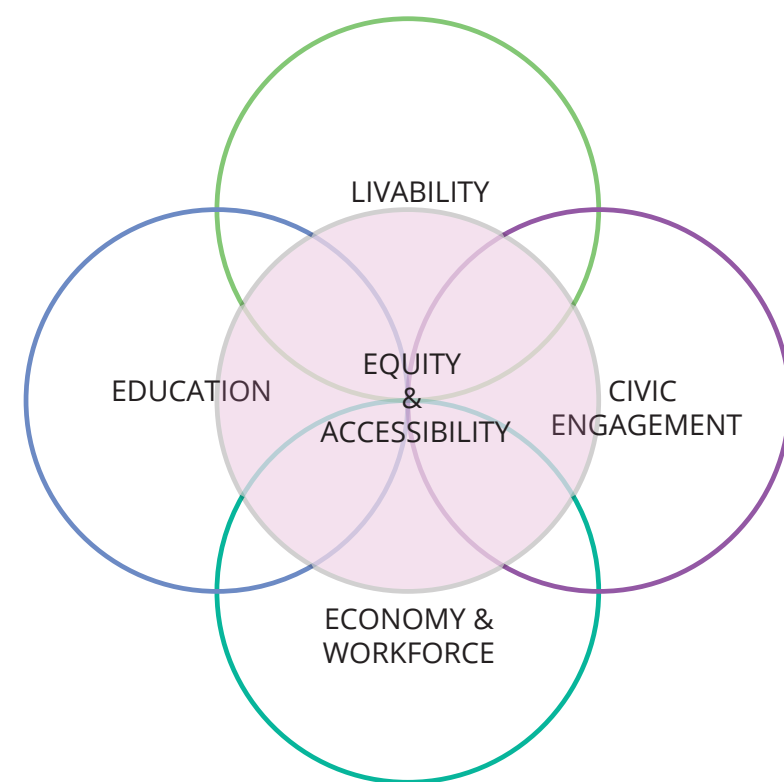
Goal #1 Livability
The City of Tacoma will be a city of choice in the region known for connected neighborhoods, accessible and efficient transportation transit options, and vibrant arts and culture. Residents will be healthy and have access to services and community amenities while maintaining affordability.
- 

Goal #2 Economy and Workforce
By 2025, Tacoma will be a growing economy where Tacoma residents can find livable wage jobs in key industry areas. Tacoma will be a place of choice for employers, professionals, and new graduates.
- 

Goal #3 Education
Tacoma will lead the region in educational attainment amongst youth and adults. In addition to producing more graduates from high school and college, more college graduates will find employment in the region. Lifelong learning and access to education will be prioritized and valued.
- 

Goal #4 Civic Engagement
Tacoma residents will be engaged participants in making Tacoma a well-run city. The leadership of the city, both elected and volunteer, will reflect the diversity of the city and residents and will fully participate in community decision-making.
- 

Goal #5 Equity and Accessibility
Tacoma will ensure that all residents are treated equitably and have access to services, facilities, and financial stability. Disaggregated data will be used to make decisions, direct funding, and develop strategies to address disparate outcomes.



RESOURCES

- Tacoma 2025: https://www.cityoftacoma.org/tacoma_2025
- Planning and Development Services Department: <https://www.cityoftacoma.org/pds>
- Livable City Year: <https://www.washington.edu/livable-city-year/>
- University of Washington Urban Design and Planning: <http://urbdp.be.washington.edu/>

EXECUTIVE SUMMARY

From September to December 2017, the senior class of the Community, Environment, and Planning major at the University of Washington worked in collaboration with the City of Tacoma’s Planning and Development Services Department (PDS) to begin a video library. This report explains the impetus for the videos, the production process, and outcomes of making of the video library.

PDS felt it important to communicate its goals for the city of Tacoma in light of recent population growth. It is important to PDS that all residents of Tacoma are aware of and understand the improvements being made to the city’s built environment. Based on this need, the city requested three videos to be shared with the public, each of which would explain a department-specific topic. The team for the first video, titled “Introduction to PDS,” was tasked with introducing viewers to the department, its staff, their core values, and their common operations. A second team, the “One Tacoma Plan” video team, summarized the City’s comprehensive planning document, the One Tacoma Plan (OTP) In this video, they discuss the ways Tacoma’s population and economy have experienced change, and how public transportation, zoning code, and street design can interface with this change in a constructive manner. The final video about “Mixed-Use Centers” provided a brief overview of new development guidelines that influence the future of the city’s built environment. In it, the team explains how thoughtfully organized mixed-use developments can benefit a city’s housing services, local businesses, transportation efficiency, and sense of community.

The three video teams employed a similar set of methodologies to complete their respective projects. The strategies are explained in this paper in the following order: (1) Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis, (2) Concept Development, (3) Project Planning, (4) Client Communication, (5) Storyboarding, (6) Scriptwriting, (7) Filming in Tacoma, and (8) Editing. Future video creators are encouraged to follow, or take inspiration from, the methods used by the Community, Environment, and Planning video teams.

Beyond procedural recommendations, the paper includes recommendations for future products placed into the video library. Consistency across the collection of videos is particularly important. The academic setting for these videos allowed the senior class to coordinate their presentations so that they made sense in succession, and aligned in length and structure. Given that PDS may work with other parties on future videos, we recommend that they build a “resource library” of reliable stock images and stock footage for consistency.



The Old Town Dock along the Ruston Way waterfront.

Photo Credit: City of Tacoma.

The City of Tacoma's Planning and Development Services Department (PDS) asked our class to help them build a video library. The video library serves as a communication tool between the planning department, residents, and leadership in Tacoma. It is meant to clarify the role of the PDS within the city by explaining some of its processes, goals, and projects. PDS asked that we create engaging and digestible videos that could be shared with a multitude of audiences. Our class created three foundational videos to start a video library, upon which the office intends to build their collection of videos over time. Each video addresses a key function or exemplary project that pertains to the goals and abilities of PDS. Together, the videos illustrate the wide breadth of work this office does for the City of Tacoma.

PDS is the primary liaison between City of Tacoma jurisdiction and city residents who are curious about growth and development. As such, the office felt it necessary to close gaps in public understanding of PDS and the concrete mandates and functions of the department. The first video in the library, then, is a profile of PDS itself, in which viewers meet Department staff and learn about their duties. Following that are two other videos. One explains the One Tacoma Comprehensive Plan (OTP), a document that outlines what Tacoma may look like in the future as it relates to long-range planning policy. A third video showcases Mixed-Use Centers in Tacoma. This is a form of community enhancement that

brings businesses, people, and affordable transit options closer together. PDS understands that the technical and long-winded nature of their documents make them difficult to navigate for most people, and therefore believe in the importance of effectively communicating their work by other means. These videos are therefore meant to distill complex, critical information into viewer friendly videos. We hope that, when educated on the role, capacity, and orientation of PDS, public stakeholders will be able to better understand how and when to engage the office.

Over the course of ten weeks, students, faculty, and City employees worked in partnership to create accurate, informative, and engaging videos. We worked diligently to stay in contact with PDS. We routinely brought all of the groups together to share progress and ideas, and make sure all parties contributed to the creative process. The resulting exchange ensured that the videos were accurate and true to the Department's desired image.

Effectively communicating the role and orientation of the department was a challenge because PDS holds a multitude of responsibilities in Tacoma. These responsibilities fall under the umbrellas of development, planning, and historic preservation. In just the planning portion of this department the office houses seven long-range planners and 10 land use planners. These dedicated staff work with residents to address the growth and

The video library serves as a communication tool between the Planning Department, residents, and leadership in Tacoma.



Photo Credit: Teri Thomson Randall

Each video addresses a key function or exemplary project that pertains to the goals and abilities of PDS.

Project Lead Stephen Atkinson (far left) discusses the Planning Video Library project with Community, Environment, and Planning (CEP) students.

These videos are meant to distill complex, critical information into viewer-friendly videos.

development of the city in a manner that encourages environmental health, enhanced quality of life, a flourishing downtown, and distinctive neighborhoods. Their services include frequent public forums so that they may develop close relationships with those they serve. These alterations, as suggested by the public, are then reflected in documents such as OTP, the city's long-range comprehensive plan. Further significant areas of city development that fall under the purview of PDS include those regarding correctional facilities, land use implementation, commercial zoning updates, open space corridors, and emergency temporary shelter regulations. Because PDS has so many responsibilities in the City's growth and management, it is common for people to misunderstand their precise role within each of their undertakings. This is problematic for several reasons, including the fact that PDS relies heavily on public input through public comment periods or forums in their work.

The development services division of this department is made up of 52 site and building inspectors, fire code officials, building and site review staff, and permit specialists. Their responsibility concerns granting permits and managing development within the city limits. They work closely with the planning services division as well as with the historic preservation office.

The staff of the historic preservation office oversee the restoration and protection of Tacoma's rich history. They accomplish this goal by managing historic landmark nominations, setting standards for historic projects, conducting design reviews of slated updates to historic sites, overseeing financial incentive programs for historic preservation, and providing resources about Tacoma history and historic sites.

Considering the wide-ranging responsibilities of PDS and the role of public input in their work, it is important to the department to remain accessible to Tacoma residents. Video libraries are one effective way to do this. Videos can extend the reach of PDS by providing an alternate means of communication beyond public meetings, planning documents, and codes. It is our hope that through our work, the people of Tacoma now have an opportunity to learn about future goals for the built infrastructure in their city without having to read lengthy policy documents.



Aerial view of the Port of Tacoma and Mount Rainier.

Photo Credit: City of Tacoma.

In the following paragraphs we will briefly describe the methods the three groups consistently used while working on the video library for the City of Tacoma's PDS. We chose to omit descriptions of some methods specific to each of the three groups, primarily because they were not significant components within the process of creating the videos.

Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis

Each group began by assessing the strengths and weaknesses of each team member. Based on this exercise, each group assigned roles, whereby the groups would be composed of at least one digital designer, one videographer, and one scriptwriter. The process of identifying strengths and weaknesses also allowed the groups to foresee opportunities and threats they might encounter in the following weeks. Those who lacked sufficient video production skills tended to work early in the academic quarter on concept development, script writing, and, in the case of one group, graphic creation. In the group that used a three-dimensional computer model as a central component of their video, students had to be especially proactive to ensure they had enough time to optimize it. By starting at the individual level, the SWOT Analysis made clear the preparations that would be necessary for the ten weeks of video production.



Photo Credit: Teri Thomson Randall

Instructor Rachel Berney (standing) and students Ben Peabody, Conor Curran, and Zoe Frumin (right to left) explore Tacoma's Planning and Development Services' website.

Concept Development

PDS provided one topic for each of the three video groups in our class. Each group had the freedom to approach their assignment in whatever way they saw fit, so long as their product conveyed the City of Tacoma's message clearly and respectfully. For most groups, the concept development stage occupied the first two to three weeks of the quarter. This process most often began with precedent studies. Last year's completed projects from the inaugural year of the University of Washington's Livable City Year program helped us imagine how our deliverables might be useful to the city. Additionally, we turned to video projects that resembled ours and those that the City of Tacoma had made in the past. After brainstorming, revision, and discussion between groups, group members, and Tacoma staff, each group moved forward with a rough concept for their project.

Project Planning (Scope of Work Outlined)

Each group created a scope of work at the beginning of the academic quarter. This resulted in the establishment of deadlines for each group and clarified individual responsibilities within each group. It was necessary that the team members, professors, and city staff be aware of when they could expect the various deliverables within the project. From there, groups identified which individuals and how many individuals would be necessary to achieve each desired outcome. We identified four basic categories of tasks: (1) tasks for one group member, (2) tasks for the whole group, (3) tasks involving the group and its client, (4) tasks that pertained specifically to our classroom setting. Individual tasks were most common. Every member was expected to make progress on their respective assignment and report back to the group. Groups also completed collective tasks to work toward a product with a cohesive tone and narrative. These included storyboarding and script editing. In order to include the client's perspective, groups also met with City of Tacoma staff. Most frequently, this involved groups meeting with their individual planning department representatives. On three occasions, the entire class met with Tacoma staff. Finally, the groups had class-specific requirements. In addition to requirements that fulfilled requests by the City of Tacoma staff, we completed several additional class-specific assignments.

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

Client Communication

Our groups agreed to update our clients on our activity every two weeks or, if necessary, more frequently. It was important to us that we build client feedback into our production process such that the final product would reflect PDS' vision. In addition to providing critical feedback on the content of the video, this communication ensured that we tracked our progress and remained accountable to our client. Our system of working with our clients ultimately meant that we were able to work on our projects more efficiently and effectively.

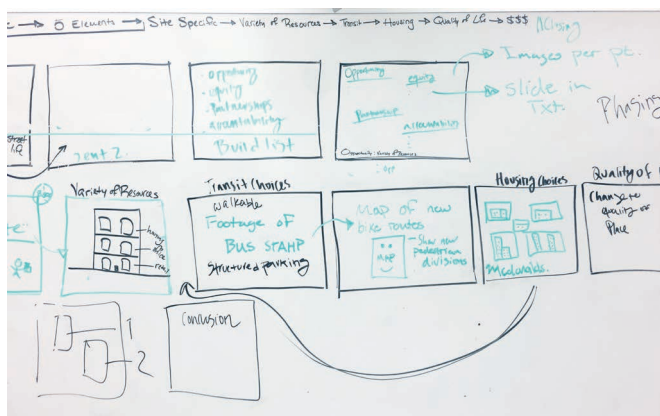
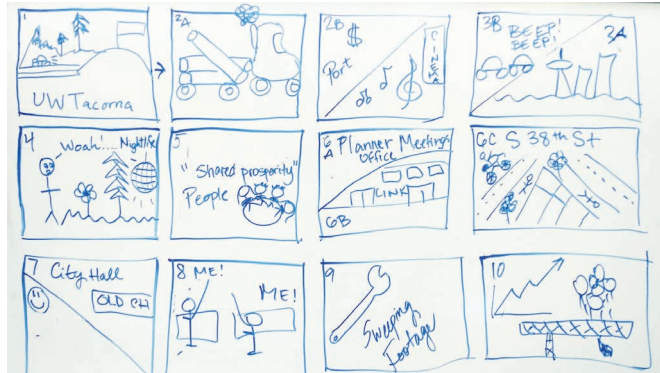
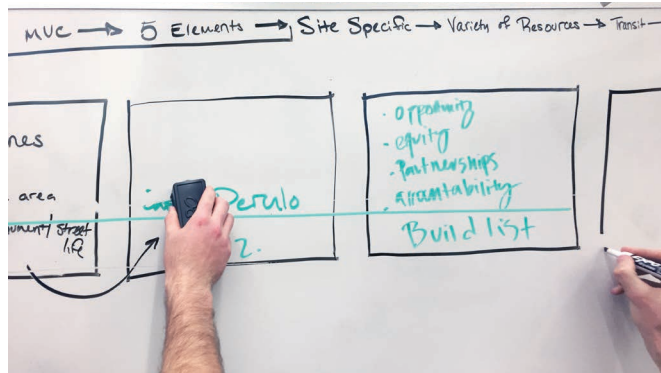
In addition to providing critical feedback on the content of the video, [client feedback] ensured that we tracked our progress and remained accountable.



Students Miasha Barnett, Kiana Ballo, Will Pearson, and Alex Wheeler (left to right) present to PDS staff, peers, and UW instructors at mid-quarter reviews.



PDS staff Stephen Atkinson, Tanisha Jumper, and Christopher Bell (left to right) give students feedback during mid-quarter reviews.



Students created storyboards to guide their video creation process.

During storyboarding sessions, writers, designers, and videographers came together to work on the narrative and details of the videos. Scriptwriters usually led the storyboarding sessions by reading their preliminary script drafts aloud.

Storyboarding

Storyboarding was a group activity. During storyboarding sessions, writers, designers, and videographers came together to work on the narrative and details of the videos. Group members discussed the progression of scenes one-by-one, and often returned to previous scenes as they noticed gaps in the narrative. Scriptwriters usually led the storyboarding sessions by reading their preliminary script drafts aloud. Graphic designers and videographers provided input, including feedback about what they were or were not capable of providing for the video.

Scriptwriting

For all three groups, the next step was to write a script, and that writing process continued throughout the production process. Each of the three videos included narration as the primary mode of communicating concepts. Typically, the scriptwriters began with scripts that were longer than necessary, and pared them down as the supplementary video and graphic materials began to take shape. The writers therefore aimed to be as succinct as possible without sacrificing clarity.

Filming in Tacoma

Group trips to film in Tacoma had to be planned carefully. First, transportation and scheduling conflicts among students narrowed the number of opportunities to film. Further constraining the filming of the videos was the desire to film under clear skies to portray the city in its best light, literally and figuratively speaking. Based on the time of year, this was a challenge, as sunny weather was not commonplace. Lastly, videographers had to plan the videos' scenes. Beyond the necessity of doing this for efficient shooting, the videographers in some cases needed to rent specific equipment. For example, tripods were necessary to capture time lapses and drones were helpful for flyovers and site photos.

Editing

For each video, the editors began production by inserting files of pre-recorded dialogue into Adobe Premiere, the software we used for all editing. Then, they overlaid that audio with accompanying video clips, and paired it with the appropriate background music. The editors then synchronized the dialogue, video, and music by adjusting lengths and audio levels. Finally, they exported a rough cut, made notes of their video, did color correction and color grading, and converted the final video into an .mp4 file.

Video 1: Introduction to PDS

The primary goal of the video library is to build a platform for PDS to communicate with Tacoma residents. The first step in this process is explaining who makes up the department and what they do. It follows that the first of our class' three videos was an introduction to the department, its staff, their primary role in Tacoma, and their goals for city growth in the coming years.

When we started the project, many staff members from PDS expressed a concern that city residents did not completely understand the role of the department in city growth, and because of this, partnership between city and residents is not as smooth as it could be. We therefore aimed to create a video about exactly what the department does through interviews with several department staff members, footage of interactions between staff and community members, and highlights from projects on which they had worked in the past several years. Based on this approach, we felt that we would inform residents about how they could become better acquainted with the PDS, including how they could best collaborate with staff. Furthermore, by sharing the faces and everyday tasks of staff members, we hoped to make the department more accessible to residents.



An image capture of the Introduction to PDS Video spotlights the Planning and Development Services Department.

Photo Credit: Introduction to PDS Video



Student Carolyn Birkenfeld presents her team's video to peers, PDS staff, and UW instructors.

Photo Credit: Teri Thomson Randall

PDS chose the One Tacoma Plan for the video library because, while its language may be accessible, its length is formidable: two books and 18 chapters.

Video 2: One Tacoma Plan

The second of these videos introduces Tacoma’s largest, most important planning-related document: the One Tacoma Plan (OTP). OTP is a complex long-range planning and development publication that is publicly available. It outlines Tacoma’s goals for the future of the city’s built infrastructure. This includes a variety of influential policies that will alter the city as it exists today, and which are meant to service all of Tacoma’s residents. Examples of topics covered in OTP are alternative transportation strategies, modernized zoning considerations, and improved street design standards. Within these topics, they explain how they arrived at their various policy objectives. By publishing this document, PDS therefore sought to provide an open line of communication and a common reference item for the public.

PDS chose the OTP for the video library because, while its language may be accessible, its length is formidable: two books and 18 chapters. Residents of the city could hardly be blamed for considering this a barrier to informing themselves. The intentions of the plan are good, but its medium might be an impediment for some community members.

Our video team for the OTP video included main sections in their video. The first explains the ways in which Tacoma has grown due to urbanization and rising rent costs in adjacent cities like Seattle. These patterns provide Tacoma with the opportunity to reimagine their entire city. The video then introduces the core tenets of the comprehensive plan. These core tenets highlight the ways in which growth in the Tacoma



The One Tacoma Plan (OTP) outlines development plans in Tacoma.

area can benefit residents. Finally, using recent images, the video shows where these improvements have already begun within Tacoma. The video therefore summarizes the most important themes of the OTP, and does so in less than three minutes.

Video 3: Mixed-Use Centers

After watching the video explaining the OTP in general terms, Tacomans can learn more about mixed-use centers, which are an important focus within the OTP, in this video. New development is often seen as a threat in growing areas, but mixed-used centers hold potential to mitigate negative effects like gentrification. When designed well, they add to the housing market, make public transit more convenient, and foster support for local businesses. It was essential that we convey all these points to Tacoma residents.

To do so effectively, we split up our video into two parts. In the first half of the video, a camera pans over and around a three-dimensional mixed-use computer model while we explain the basic concept of mixed-use centers. We then list the ways in which mixed-use centers promote communities that are sustainable, equitable, and accessible.

In the second part, we explain how a mixed-use center might be carefully integrated into the surrounding neighborhood in a way that is respectful of the community, using the example of the Fred Meyer in the southern Tacoma. In this part, a montage portrays how gradual and respectful accommodation of mixed-use development occurred. The City’s hope is that Tacoma residents who watch this video will understand that mixed-use development may occur in their neighborhood, and why the city will advocate for this model.

New development is often seen as a threat in growing areas, but mixed-used centers hold potential to mitigate negative effects like gentrification.

This publication from 2015 describes mixed-use centers, an important focus within the One Tacoma Plan.



Through this project, our class produced three compelling and informative videos that serve as the first entries in PDS's video library. These videos provide an alternative means for the department to connect with residents. In creating them, students engaged in careful planning, intentional communication with the city, and persistent creativity. Above all else, consistent communication and storyboarding proved key so that all collaborators could remain on the same page.

We also found that it was important to recognize the different strengths students brought to the video creation process: some excelled at video editing and production, and others in concept development or script writing. We split up tasks accordingly, which had its risks. If done poorly, it could have led to a disjointed assembly of individual parts. To add an additional layer of complexity, we were checking in with the city and university faculty throughout the process, receiving feedback and modifying the projects accordingly. It was crucial that we did this consistently and regularly to ensure that stakeholders would have ample opportunities to assess the videos and contribute to their productions. This is where storyboarding became especially important, as it served as a useful tool for helping stakeholders visualize the flow of the video, and to identify components of the narrative that were either missing or needed to be edited.

In deciding about the length of our videos, we felt that, given the Department's goals, videos of three minutes or less would be most engaging. We felt that this provided enough time to synthesize and present essential information, while also ensuring that residents would find them approachable and digestible.

Our final recommendation for the video library is that PDS create a resource library of images and footage for use in future videos. That might include much of the material we used in our videos, which included sweeping views of Tacoma that can be useful for capturing the character of the city in future videos. In addition, we hope that our videos have provided the Department with useful templates for future additions to the video library, a public outreach tool with great potential.

We hope that our videos have provided the Department with useful templates for future additions to the video library, a public outreach tool with great potential.



Aerial view of Tacoma showing the Tacoma Dome, Port of Tacoma, and downtown.

Photo Credit: City of Tacoma.

Appendix A: Introduction to PDS Video Script

Current timing:

Legend:

italicized = background visuals

blue highlight = script (words spoken out loud)

“in quotes” = interviews from staff

Scene 1

****music plays****

CURRENT:

0:06 -0:14 Invest in Tacoma water, bridge, link, UWT shots, cars timelapse

The City of Tacoma is a diverse and vibrant place with a growing population...

Sc 2

MunicipalBuilding3.MTS shot of Tacoma municipal building; Tacoma Report January 28, 2017

4:13 - 4:18 showing PDS sign on desk

The City of Tacoma Planning and Development Services Department provides planning and permitting services, guiding Tacoma’s path to be a sustainable, world class city

Sc 3

Invest in Tacoma 1:47 - 1:50 air view of waterfront and corner of city block; 3:49 - 3:50

kayaking, biking, people walking in beach;;

We guide community growth and development in a manner that protects environmental resources, enhances quality of life, promotes distinctive neighborhoods and a vibrant downtown, we work with the community to involve the residents of Tacoma in the decisions that affect them.

Sc 4

CURRENT: shoreline master plan, cap facilities, one tacoma (*find other footage*) ; words in bold *Comprehensive Plan, neighborhood and subarea plans, and associated regulations and implementation strategies*

REPLACE WITH *Invest in Tacoma 4:54-4:56*

In long range planning, we work together with the community, City Council, and Planning Commission to guide the future development of Tacoma. We develop and update the Comprehensive Plan, neighborhood and subarea plans, and associated regulations and implementation strategies

Sc 5

Steve at desk

words on screen: Stephen Atkinson, senior planner, long range planning

0:00 - 0:12

“I’m Stephen Atkinson, I’m a senior planner with the city of tacoma’s planning services division, ~~one of the divisions within the planning and development services dept, long range planning in Tacoma~~”

0:13 -0:32

“As a senior planner I handle more complex projects so 2015 Comp Plan update, Shoreline master project, projects that have a citywide significance and involve a lot of different stakeholders”

5:10- 5:20

“We’re at that front end of the process where people can have a greater role in shaping the eventual look, feel, and function of the city in which they live”

Sc 6

(replace mountain)00002.MTS other angle of meeting 0:27 - 0:48 , people walking in park with big building in background (watermarked), intersection (watermarked)

REPLACE WITH *0:54-0:56 Invest in Tacoma*

Next is current planning, here we review building permit and land use applications for compliance with the city’s Comprehensive Plan, Tacoma zoning regulations, and relevant design guidelines. We are responsible for reviewing project applications, implementing historic preservation and operating the Permit Center.

In current planning, we implement the long term vision for the city by ensuring that development meets our city codes and comprehensive plan

Sc 7

Shirley talking

words on screen: Shirley Schultz, Principal Planner, current planning

0:00-0:13

“My name is Shirley Schultz and I am a principal planner in the current planning section of planning and development services, which means I a lot of plan review and permitting and working with applications to bring their projects to life.”

00014.MTS shot of Alex approaching desk at 0:11 - 0:20;

Insert building shot from Invest in Tacoma 1:17-1:20, 2:44-2:47, 2:50-2:57, 4:08-4:10, 4:12-4:23

Appendix A: Introduction to PDS Video Script Continued

0:19 - 0:46
“So our division is involved kind of in the entire process, we will meet with applicants at the very beginning stages when they’re just doing feasibility about a project to talk about whether their proposed use is allowed somewhere then we will work with them through the pre application process to talk about what the different requirements for development will be, we do permit review, and we even end up doing some inspections when development is done.”

Sc 8
000010.MTS Shannon walking through shrubs 0:00 - 0:13
We also review projects for potential environmental impacts on critical areas in Tacoma’s natural environment

Sc 9
Shannon on screen/ cut in 00009.mtv park shot
1:24 - 1:35
“My name is Shannon Brenner and I am an environmental specialist, I work for Planning and Development Services and my role in planning and development services is to review for critical areas.”

CURRENT: “By doing this review and having standards in our code, it pushes the developer to try to accommodate for those sensitive areas and avoid them so they can be protected and preserved.”

Sc 10
Shirley on screen
4:00-4:18
“Our goal is really to help people achieve their goals, in a way that fits in with the long term vision and codes for safety and codes for access that makes this a really safe and livable community for everybody.”

Sc 11
Tacoma Report January 28, 2017 3:25 - 3: 29 construction equipment, construction site;
CHANGE to : Lastly, in site development, we assist with all types of projects, ranging from small to large scale developments. We provide pre-development consultations, plan reviews, permitting and inspections for residential, commercial, industrial, and site related development.

Sc 12
Noah on screen
0:01 - 0:06
“My name is Noah Yacker, I am a Development Specialist in the Applications Services group”

Tacoma Report January 28, 2017 4:04 - 4:18 man approaching PDS counter and interacting with Noah
0.10-0.39
“My role and my group's role is to work with customers, developers to ensure that when submitting for a project large or small, that they are aware of all the city regulations and that they can provide the best application possible to help them make it through the permitting process as easy as possible.”

Sc 13
Tacoma Report January 28, 2017 people at public park, link moving 2:58 - 3:05
1.54-2.24
“Development is a very delicate balancing act between the need for economic growth, affordable housing, protecting the environment and investing in our community

Sc 14
insert Mountain shot
Come by our office and our friendly staff can help you with all your planning and development needs.

Sc 15
Scrolling shot of 4260643179_15fa9e76d4_o.jpg from Tacoma Stock Photos

LOGO??

words on screen:
Planning Services
747 Market St., Rm 345
Tacoma, WA 98402

Phone: (253) 591-5030
Fax: (253) 591-5433

00010.mtv park shot

Clip from Fountain1.mts

00011.mtv dog walker shot

Opening:

Text: Tacoma – City of Destiny

Appendix A: Introduction to PDS Video Script Continued

“One of the most livable areas in the United States” MostLiveable.Org

“One of the most walkable cities in the country” Prevention.com

Voice: What ensures that Tacoma stays on the straight and narrow? What ensures proper new development practices, the protection of existing areas in the city, and keeping Tacoma’s community intact?

Text / Voice: The City of Tacoma Planning and Development Services

Section I:

Interview with Steve (Voice): Everything that gets built in Tacoma goes through Planning and Development Services – we hand out building permits, we handle new and existing transportation policies, we deal with historic preservation issues, and much much more.

Voice / Footage: PDS works with the City Council, Planning Commission, and community interest groups to craft the City’s policies and development regulations pertaining to urban form, transportation, housing, the environment, parks and recreation, and many other topics. They also conduct all phases of the development review process, including permit intake and coordination, land use and building review, infrastructure and utility improvement requirements associated with development, as well as inspections.

Section II:

Example of PDS project?

PDS Graphic Chart

Closing:

More Specifics?

Planning: One Tacoma Plan • Subarea Plans • Land Use Regulatory Code • Design Guidelines

Development: Land Use Regulatory Code • Stormwater Management Manual • Right-of-way Design Manual • International Building Code

Preservation: One Tacoma Plan • Secretary of the Interior’s Standards for the Treatment of Historic Properties • National Park Service’s Preservation Briefs • Historic District Design Guidelines for Individual Historic and Conservation Districts • Tacoma Municipal Code 13.06 and 13.07.

Closing Credits

Cast

Stephen Atkinson

Shirley Schultz

Shannon Brenner

Frank Marescalco

Noah Yacker

Narrator

Conor Curran

Video Team

Kiana Ballo

Maisha Barnett

Will Pearson

Alex Wheeler

Song Credits

Special Thanks

Planning Development Services

City of Tacoma

Livable City Year

University of Washington, Seattle Campus

Terri Randall

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Appendix B: One Tacoma Video Script

Tacoma One Comprehensive Plan - Final Script

Tacoma is a growing city in a growing region. Over the past several decades, the city has experienced a significant influx of population and has grown into a major center of commerce and culture in the Pacific Northwest. In order to embrace this opportunity to expand the breadth and richness of our community, we must be well prepared for the opportunities - as well as the challenges - that growth presents.

The Tacoma of today is the product of decades-worth of incremental decision making from every level of government, from the construction of a light rail line in 2003 to the ongoing streetscape improvements in the Lincoln District. Every infrastructure upgrade and street redesign represents the city increasing its capacity to provide a high quality of life for it’s residents.

To achieve such coordinated transformations across the city, Tacoma has a comprehensive plan, which acts as a blueprint for the future character of the city through guiding decisions over land use, transportation, housing, capital facilities, parks, and the environment.

In 2015, the City of Tacoma had the opportunity to redefine the community’s collective vision for the future, through an updated comprehensive plan: the One Tacoma Plan. This document, created through an extensive collaboration among city officials and community members, translates Tacoma’s overarching vision for the future into guiding principles that inform the development of policies for the city’s growth.

As we anticipate an additional 127,000 residents and 97,000 more jobs by 2040, accommodating growth is a central challenge. Tacoma’s Commercial Zoning Updates are designed to increase capacity as well as improve the pedestrian experience. By investing in alternative forms of transportation, we can provide residents with improved access to vibrant neighborhoods while promoting a healthy, equitable and sustainable city.

Zoning updates and other facility improvements are examples of the city implementing projects that reflect the vision for growth articulated in the One Tacoma Plan.

Tacoma’s comprehensive plan approaches development holistically, by focusing on the relationships between sectors to plan for the future of the city. For example, when planning for waterfront development, we must also consider its impacts on our world class seaports and biodiverse natural habitats.

The One Tacoma Plan considers all segments of public life and approaches them in the context of each other. Our comprehensive plan is a tool that allows all of us to work together in building the Tacoma of the future.

Appendix C: Mixed-Use Centers Script

Mixed-Use Centers - Final Script

In the past few years Tacoma has attracted the most residents of any city in Pierce County, and the population is projected to grow more and more in the coming years. One of the strategies the City is using to accommodate this growth while maintaining the character of Tacoma that we know and love is the implementation of mixed-use centers.

These centers will help steer new developments to achieve the City’s long term goals and visions for the future that highlight opportunity, equity, partnerships, and accountability as core values.

Mixed Use Centers help Tacoma reach these goals by building sites that:

- support a diverse mix of uses
- create housing opportunities that are safe, convenient, and range in price and form,
- enhance the character and identity of the area while reducing dependence on cars,
- foster efficient provisions of services and utility,
- and support neighborhood business development.

Let’s take a look at the Fred Meyer on Pacific Avenue and 72nd street, as a model for what these mixed-use guidelines might indicate for future developments in Tacoma.

Keep in mind this is an example meant to inspire positive routes to growth and is not a part of Tacoma’s current plans for development.

Mixed-use centers provide a hub of commerce and resources to support the diverse communities and neighborhoods which they serve in the greater Tacoma area.

A fundamental quality of mixed-use centers is that they support a variety of resources that help Tacoma’s diverse community thrive. They create community hubs with shopping, recreation, and services near the home and work.

A key aspect of making these centers accessible is a focus on increased transit choices. This would entail:

- Pedestrian oriented walking paths that are safe and comfortable.
- Easy transit access that will increase ridership.
- Reduced dependence on cars through access to bikes and transit.

Housing choices in and around mixed use centers are vital for the community.

The mixed use guidelines encourage:

Appendix C: Mixed-Use Centers Script Continued

- A variety of housing available to all, accommodating a mix of incomes, and support of homeowners.

Livability will be supported in these centers by:

- Providing usable public spaces,
- fostering a sense of community,
- and pedestrian accessibility.

The locations contribute to local economy by:

- Creating new and varied employment opportunities,
- attracting patrons from throughout Tacoma
- and revitalizing current businesses.

These projects are products of a great deal of collaboration and will necessarily progress in phases to seamlessly integrate into the existing neighborhoods.

We understand that development often raises concerns among residents. The intent of this video is to demonstrate that mixed-use centers are designed with the community in mind. We hope to inspire among its citizens a vision for the future of Tacoma.

Appendix D: Video Screenshots

Introduction to PDS Video



One Tacoma Video



Mixed Use Centers Video

