

# THE DURANGO HERALD

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## County planners want public input

**Advertising plan seeks community involvement**

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La Plata County is planning an advertising blitz ahead of the launch next week of its comprehensive planning effort.

### If you go

The comprehensive planning kickoff will take place 6-8 p.m. Wednesday at the Durango Community Recreation Center. Child care will be provided. For more information about the plan, visit [www.laplatacountyplan.com](http://www.laplatacountyplan.com).

Earlier this year, county commissioners voted to scrap a more than 400 page land-use code that was passed more than a year ago but never put into effect for fear it would create more red tape and increase sprawl rather than combat it.

Instead, the county is creating a Comprehensive Plan - a central guiding document that will inform all its functions - and from that, it expects a land-use code will flow easily.

On Wednesday, Jason Meininger, the county's senior long-range planner, updated commissioners about the status of the plan, which officials hope to have complete in 18 months.

When it comes to involving the public, Meininger said the county is taking out a number of large advertisements, rather than relying only on the standard public notices in the back of the paper. He also has made broadcast appearances and met with about a dozen boards and organizations to explain the process.

At the kickoff event Wednesday, attendees will help judge a photo and logo contest the county held for the plan's promotional material. Winners will receive cash prizes.

"Because the community involvement is so important, we're putting a lot of our effort into that," Meininger said after the meeting with commissioners.

The county has hired consultants Community by Design, with experience in growing Western "amenity communities," to assist with the process.

Meininger acknowledged there is some planning fatigue in the community because the years of effort that went into the previous land-use code, now shelved.

But he said that done right the process will proceed quickly.

"Doing this logically and sequentially should allow us to achieve the goal set out,"

he said.

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