

Land Use and Transportation

Future Land Use

Estimates of future travel demand are based on established travel behavior relationships, travel and demographic trends, and future levels of activity. Activities are related to the land uses in which they occur. The region's *Horizon 2020* Comprehensive Plan provides a vision for the amount of growth, location of new development, and types of new development and redevelopment expected to occur in the future. From *Horizon 2020's* future land use map, estimates of socioeconomic activity were made for the year 2025. Forecasted socioeconomic data was then applied in the Lawrence Travel Demand Model to estimate future levels of travel demand.

The Lawrence Travel Demand Model estimates travel demand using two socioeconomic variables: households and employment. Employment data is further divided into retail and non-retail categories to be sensitive to the amount and type of trip making associated with these employment types. For more information on the Lawrence Travel Demand Model, see the sidebar in the 2025 Roadway System Plan chapter.

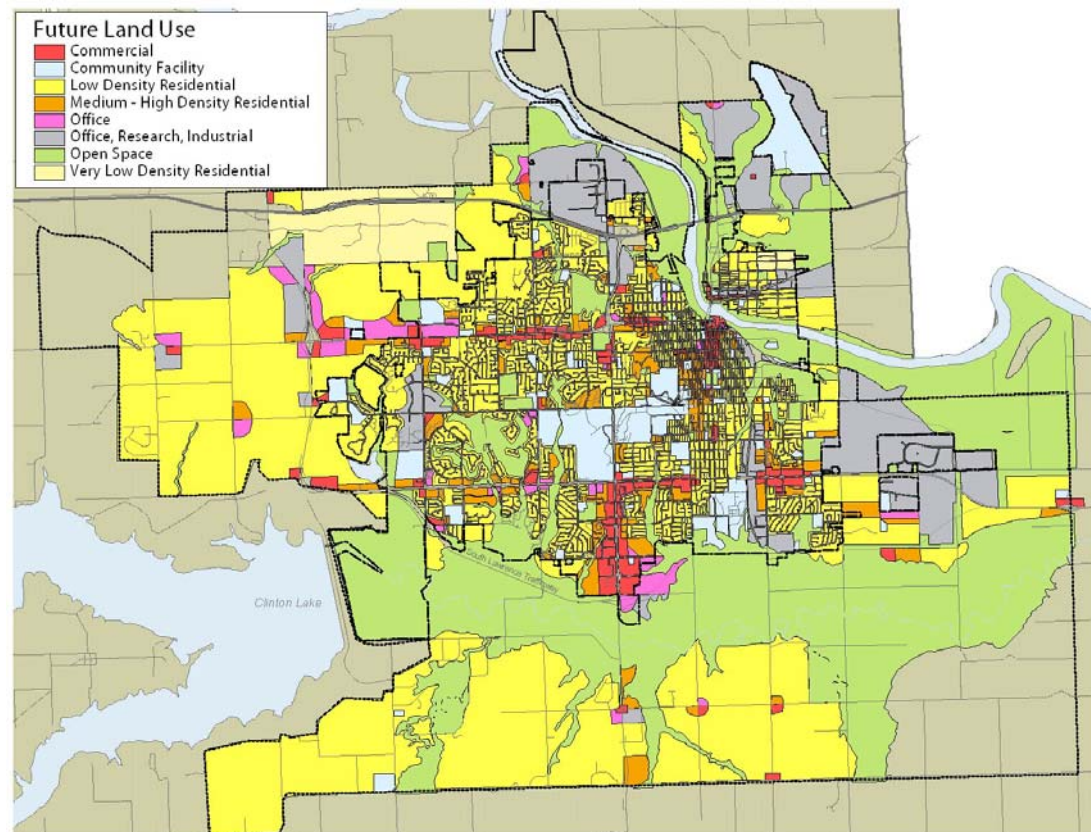
Households and employment forecasts were estimated for the year 2025 by applying conversion equations to the *Horizon 2020* land use map (Figure 5.1). For employment categories, control totals were developed at the county level to restrain future employment

What we've heard...

Transportation and zoning should go hand-in-hand.

Figure 5.1
Future Land Use

Source: Lawrence/Douglas County Metropolitan



What we've heard...

Lawrence should put restrictions on urban sprawl and developments that make travel without a car difficult.



estimates to reasonable levels. The Lawrence Travel Demand Model roughly covers the current Urban Growth Area, which is an area smaller than the county but larger than the City. Socioeconomic data is reported in Table 5.1 for each of these areas. City figures are estimates based on the model's traffic analysis zones that approximate the city limits. No household data was available at the county level.

**Table 5.1
Current and Forecasted Socioeconomic Data**

		City	Model Area	County
Households	1998	29,289	31,315	n/a
	2025	39,201	59,313	n/a
	Annual Growth Rate	1.1%	2.4%	n/a
Retail Employment	1998	9,574	9,839	11,941
	2025	12,758	15,221	18,473
	Annual Growth Rate	1.1%	1.6%	1.6%
Non-Retail Employment	1998	28,308	31,316	47,958
	2025	36,361	45,378	69,493
	Annual Growth Rate	0.9%	1.4%	1.4%
Total Employment	1998	37,882	41,155	59,899
	2025	49,119	60,599	87,966
	Annual Growth Rate	1.0%	1.4%	1.4%

Sources: Lawrence/Douglas County Metropolitan Planning Office; U.S. Census; Lawrence Travel Demand Model

Land Use Action 1: *Combine Planning Cycles*

Combine the development cycles of the region's Comprehensive Plan and Long-Range Transportation Plan into a maximum 5-year process that allows for the analysis of land use, transportation, and environmental interactions.