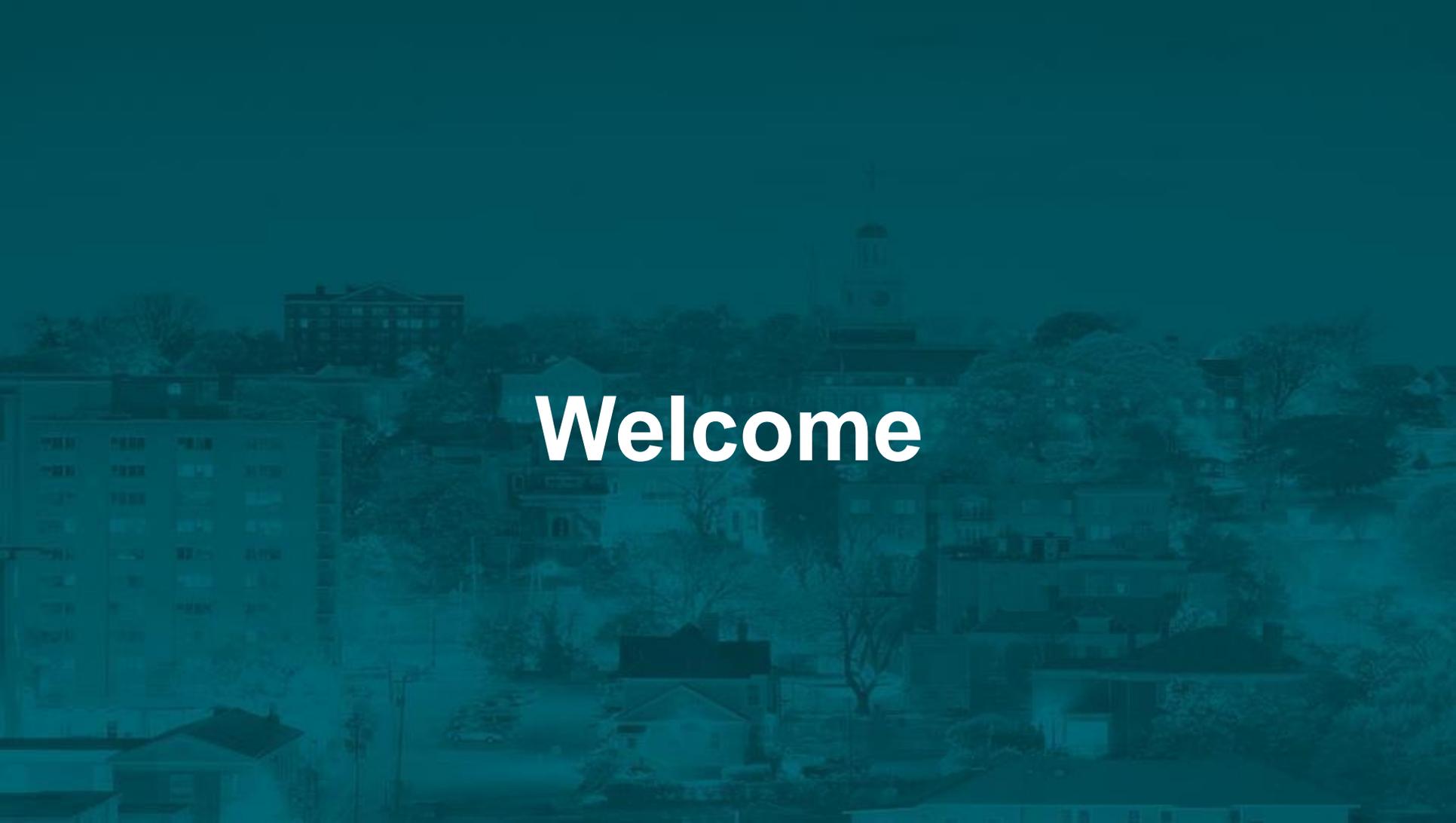


# “What is my Property Zoned?”

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A “Customer-Friendly” Zoning Map

The background is a teal-tinted aerial photograph of a city. A prominent church steeple is visible in the center, surrounded by various residential and commercial buildings. The overall scene is a dense urban landscape.

**Welcome**

# Presenters



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City of Easton, PA

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# Agenda

- > Welcome
- > Easton's Story
- > Solution
  - Introduction of General Code role
  - Demonstration
  - Audience participation
- > Easton's Results
- > User-Centered Zoning
- > Questions and Answers



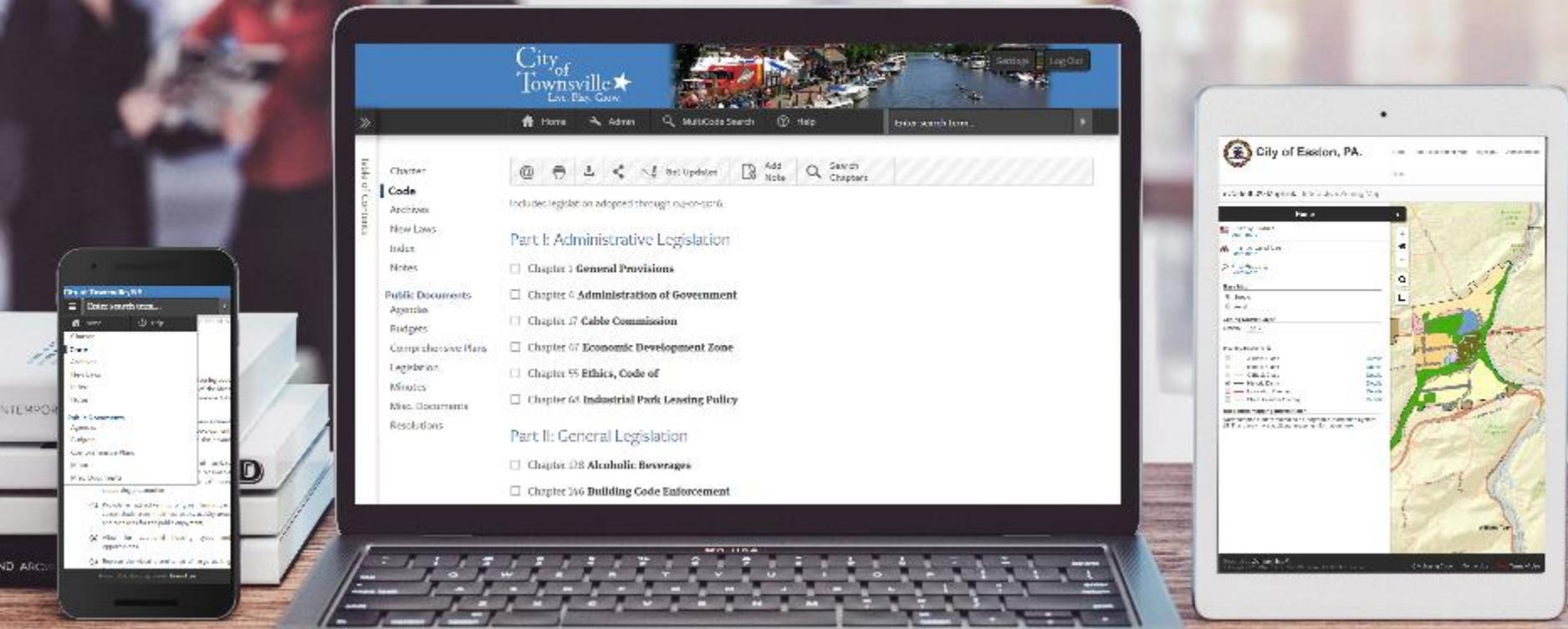
# Easton's Story



## About Easton

# Easton Pain Points

- > Time spent answering calls
- > Working with developers over the phone and at meetings
- > Sharing data with homeowners, realtors, appraisal companies
- > Information sharing while working on Planning projects
- > Linking Zoning Map with Zoning District information
- > Relieve confusion between County land use and local zoning



## Connection to General Code





# Process



# Essential Elements



Zoning Districts



Dimensional Standards



Land Uses



Procedures



# Solution Demonstration



eCode360® MapLink | Home



#### Highlights



Zoning Districts



Land Uses



Dimensional Criteria



Procedures



General Requirements



Definitions

#### Administration



Zoning Application Forms



Find Your Zoning

# Audience Participation

- > Flip over your handout
- > Pick a scenario
- > Raise your hand!



**ERIC SAWYER**  
 Planning Director  
 City of Davis, CA  
 @eric\_sawyer



**JEFF WILEY**  
 Director, Public Engagement  
 & Communications  
 Sonoma State  
 @jeffwiley



**TOM ICHNIOWSKI**  
 Co-Director  
 Civic Alliance  
 @tomichniowski

## Background

In 2017, the City of Davis started a project with several goals and "Eric Sawyer" to find a solution to address problems faced by the City and other local governments in Pleasanton.

- A new zoning map that would take into account the future of Davis
- Transparency, equity, and digital tools to give citizens better access to the most current zoning information for specific parcels
- Build on existing and new tools to give citizens the ability to quickly understand specific zoning regulations for a specific parcel or district. The solution also allows users to identify in basic use and quickly locate parcels where that use is permitted. (<http://www.cityofDavis.org>)

## Solution

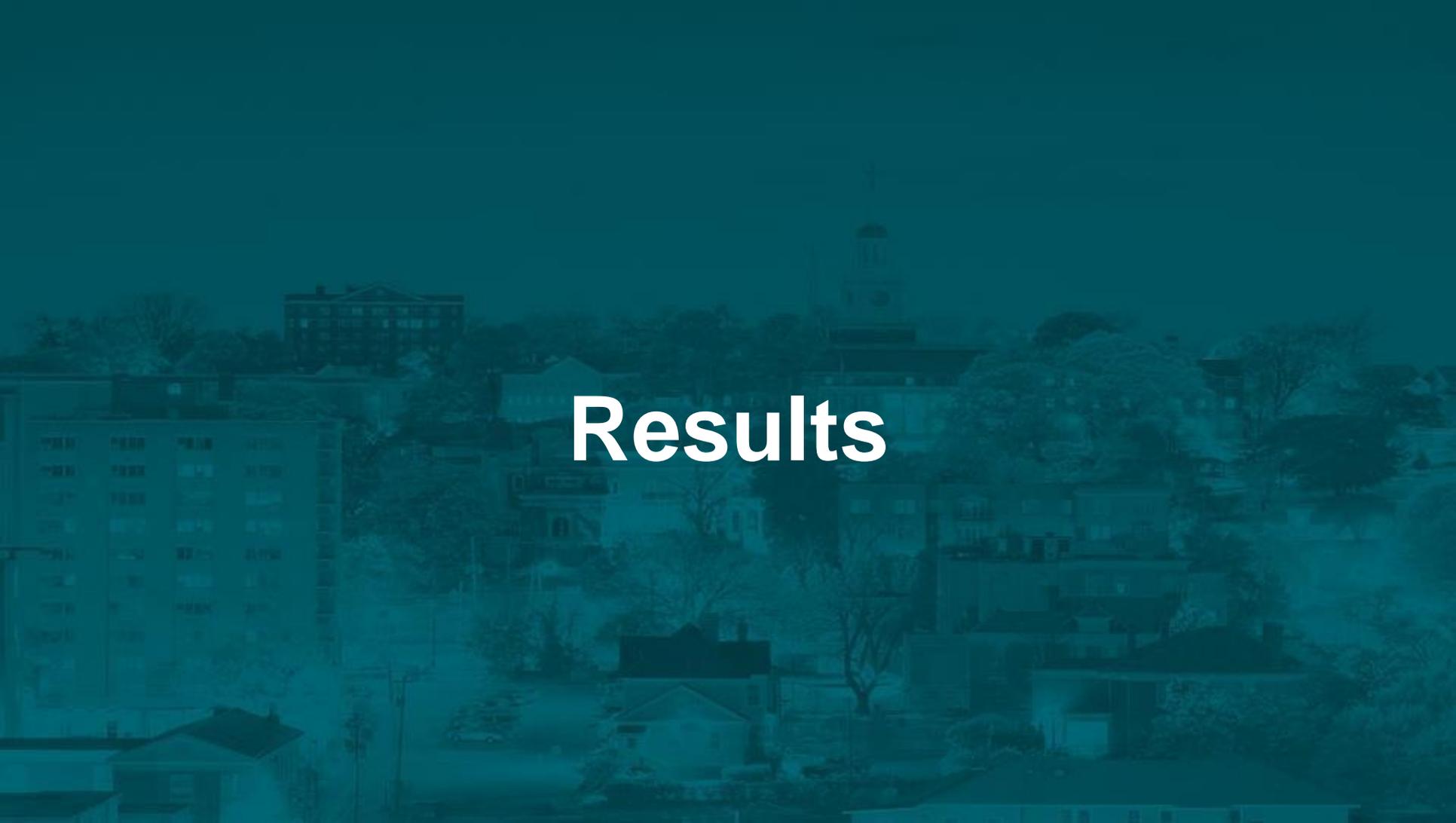
An Interactive City of Davis Zoning Map was created that provides staff, officials, developers and the public with the ability to quickly understand specific zoning regulations for a specific parcel or district. The solution also allows users to identify in basic use and quickly locate parcels where that use is permitted. (<http://www.cityofDavis.org>)

Are you a Davis resident? Please let us know to get in touch.



# How the Solution Meets Easton's Needs





# Results

# Expected Outcomes

- > Staff is using on-line codes more frequent than paper
- > Customers are becoming more involved in zoning
- > Mapping tool makes it easy to understand zoning!
- > Customers have real interest in using the tool

# Other Benefits

- > New Tool in the tool belt  
(when other tools are often dated)
- > Aligned to world by becoming data-centric
- > ROI
  - Expected time savings from call reduction
  - Internal efficiency
- > Blighted projects process simplified using this tool

# Anecdotes

- > Press
- > Council
- > Neighboring Communities



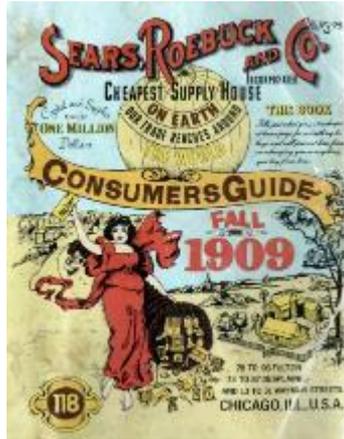
# User-Centered Zoning

# User-Centered Zoning

- > What is it?
- > Who are the “users”?
- > Why does this matter?

# Lessons From the Private Sector

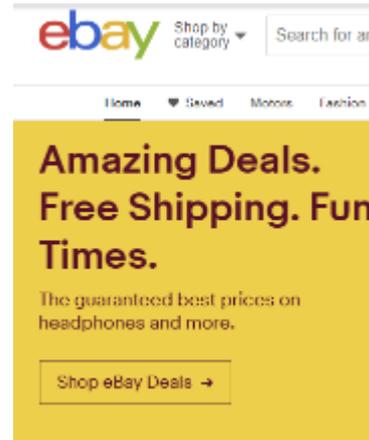
## > Customer-Driven Retail



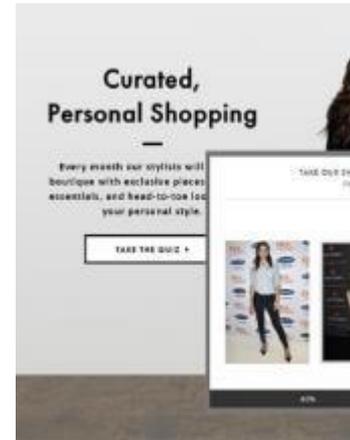
**Catalogs**  
1890s - 1940s



**Malls & Department Stores**  
1940s - 1990s



**E-Commerce**  
1990s - 2010s



**Curated Retail**  
2010s - ??

# Lessons From the Private Sector

## > Customer-Driven Retail



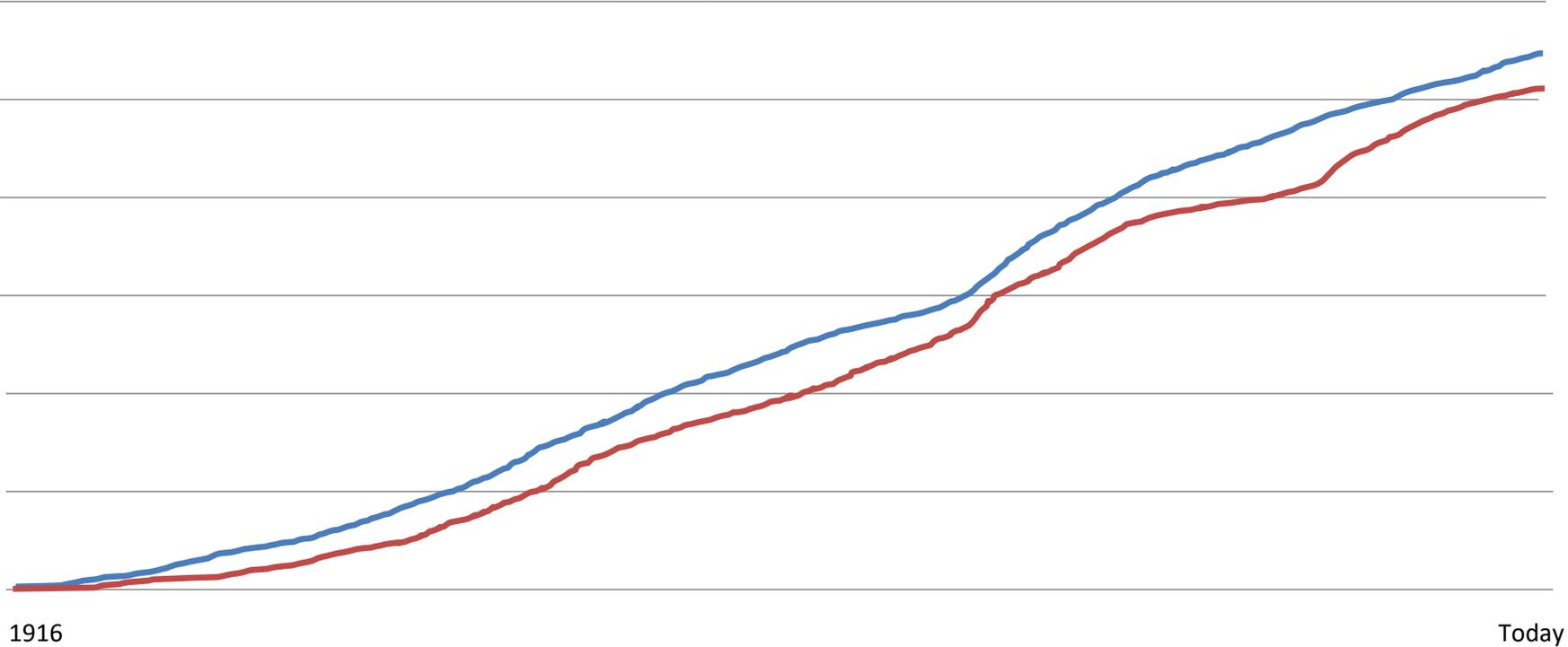
**What's Next?**

# User-Centered Government



# User-Centered Zoning

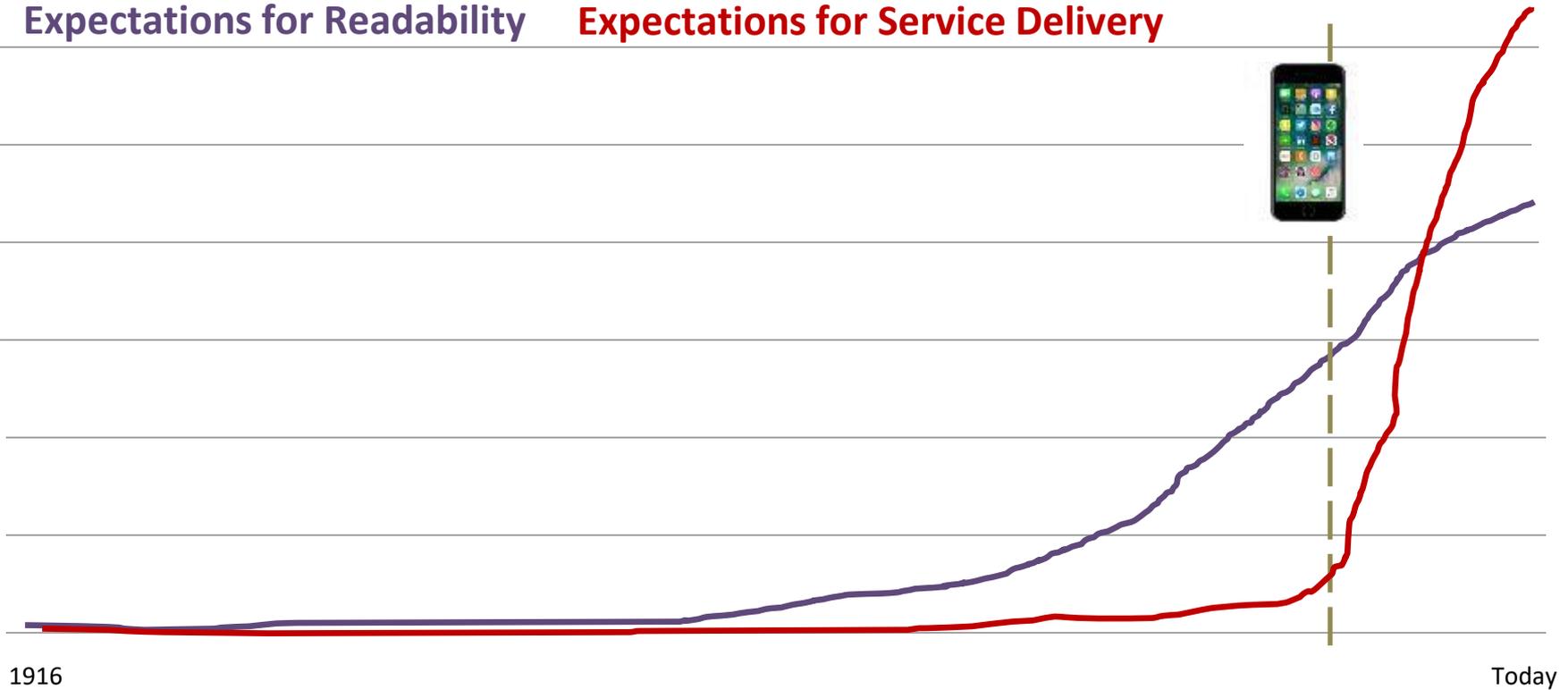
Number of Zoning Codes    Complexity



# User-Centered Zoning

Expectations for Readability

Expectations for Service Delivery



# User-Centered Zoning

## Expectations for Service Delivery vs. Reality



1916

Today

# They know their business.



- > Zoning?
- > Not so much.
- > They are just one set of users you need to think about.

# Know Your Users

- > Who are they?
- > How often do they interact with you?
- > What do they want to do?

# Who are your users?



## Neighbors

Something is happening that they may be concerned about



## Design professionals

They get hired to design a project and get it approved



## Applicants

See what they can do, and get it approved



## Realtors

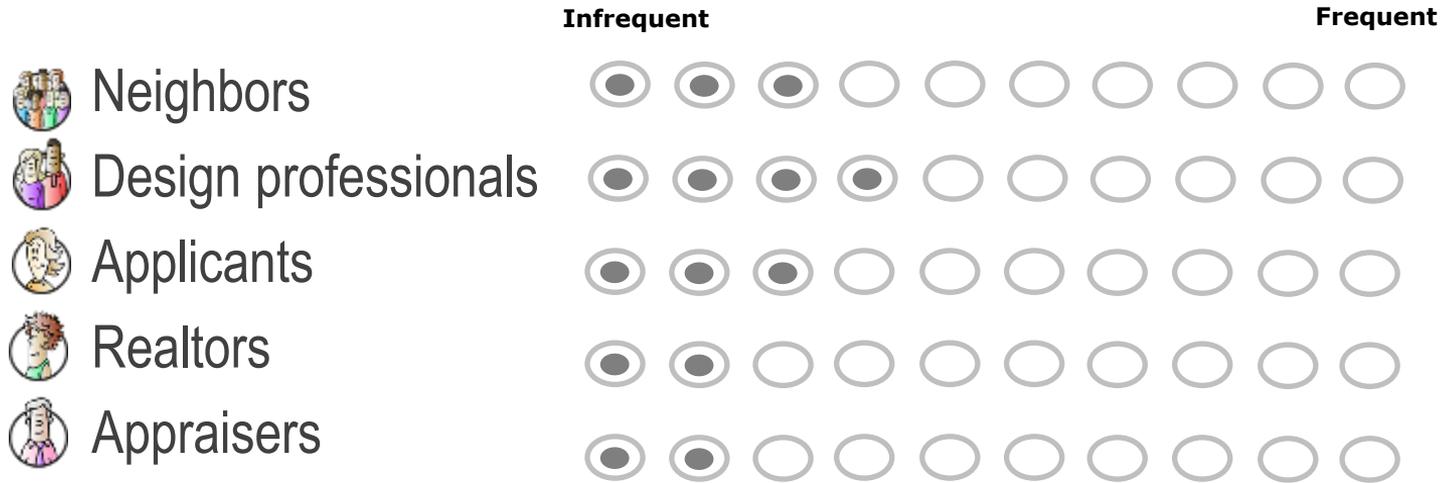
Find information for a seller or a potential buyer



## Appraisers

Find zoning classification for a specific property

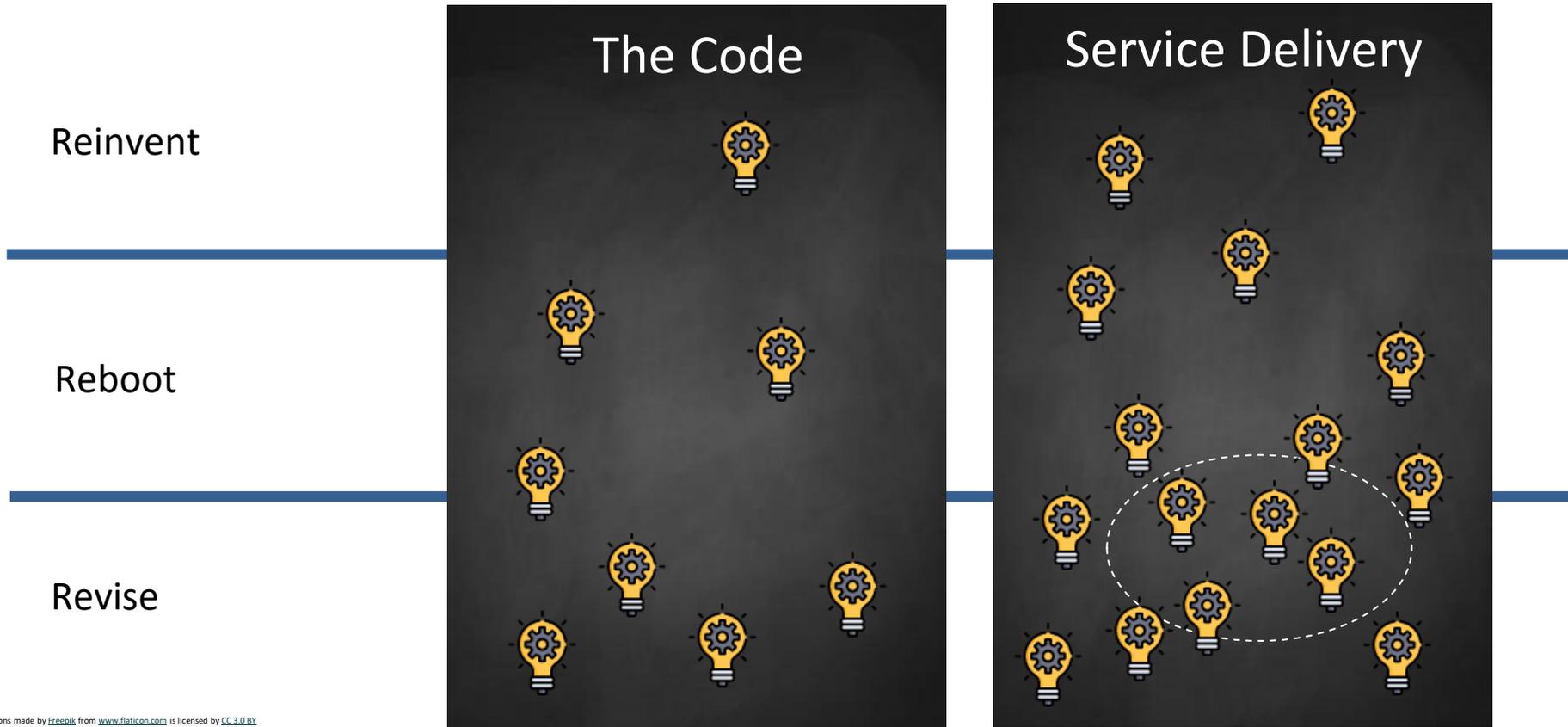
# Frequency of Interactions



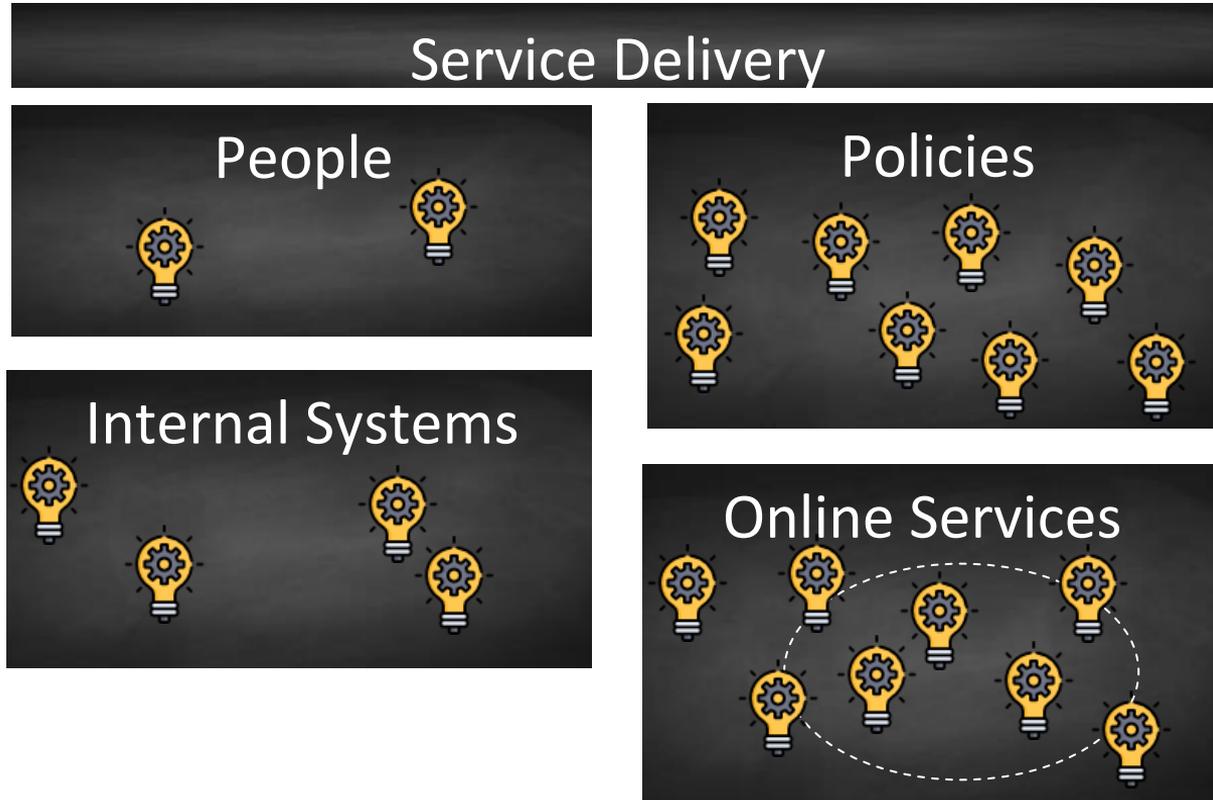
# What do they want to do?

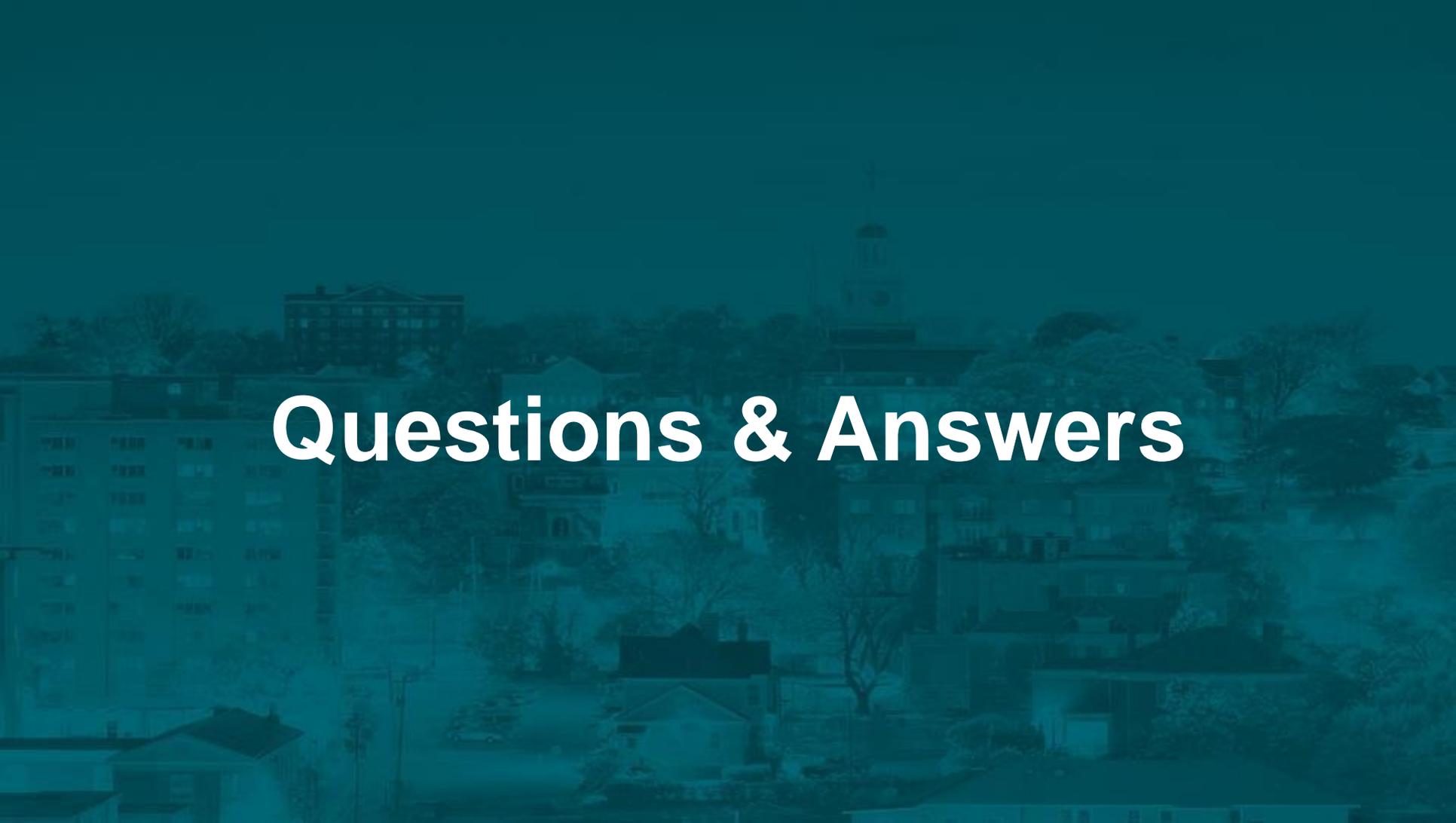
	Neighbors	Design Professionals	Applicants	Realtors	Appraisers
Get notified when development happens.....					
Receive periodic updates during review process .....					
Submit comments online .....					
View general zoning information .....					
View parcel-specific zoning details .....					
Review procedures .....					
Research “closed” applications .....					
Get application forms online .....					
Submit applications online .....					

# Moving the Needle to Be More User-Centered



# Moving the Needle to Be More User-Centered





# Questions & Answers

# “What is my Property Zoned?”

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A “Customer-Friendly” Zoning Map