“What is my Property Zoned?”

A “Customer-Friendly” Zoning Map
Welcome
Presenters

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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
Municipal need to assist staff and customers

Planning expertise
ZoningHub has the expertise/platform

Codification
Digital service platforms

General Code has the Zoning Code content
Process
Essential Elements

- Zoning Districts
- Dimensional Standards
- Land Uses
- Procedures
Solution Demonstration
Audience Participation

> Flip over your handout
> Pick a scenario
> Raise your hand!
How the Solution Meets Easton’s Needs

What can we do with this property?

Where can I put my business?
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

<table>
<thead>
<tr>
<th>Number of Zoning Codes</th>
<th>Complexity</th>
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- **1916**
- **Today**
User-Centered Zoning

Expectations for Readability

Expectations for Service Delivery

1916

Today
User-Centered Zoning

Expectations for Service Delivery vs. Reality
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

<table>
<thead>
<tr>
<th></th>
<th>Infrequent</th>
<th>Frequent</th>
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<tbody>
<tr>
<td>Neighbors</td>
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<tr>
<td>Design professionals</td>
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<td>Applicants</td>
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<td>Realtors</td>
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<td>Appraisers</td>
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<tr>
<td>What do they want to do?</td>
<td>Neighbors</td>
<td>Design Professionals</td>
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<td>----------------------</td>
</tr>
<tr>
<td>Get notified when development happens</td>
<td>✅</td>
<td></td>
</tr>
<tr>
<td>Receive periodic updates during review process</td>
<td></td>
<td>✅</td>
</tr>
<tr>
<td>Submit comments online</td>
<td>✅</td>
<td></td>
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<tr>
<td>View general zoning information</td>
<td></td>
<td>✅</td>
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<tr>
<td>View parcel-specific zoning details</td>
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<td>✅</td>
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<tr>
<td>Review procedures</td>
<td></td>
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<tr>
<td>Research “closed” applications</td>
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<tr>
<td>Get application forms online</td>
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<tr>
<td>Submit applications online</td>
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Moving the Needle to Be More User-Centered

Reinvent

The Code

Service Delivery

Reboot

Revise

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Moving the Needle to Be More User-Centered
Questions & Answers
“What is my Property Zoned?”

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