

“What is my Property Zoned?”

A “Customer-Friendly” Zoning Map

The background is a teal-tinted photograph of a cityscape. In the center, a church with a prominent steeple is visible, surrounded by various residential and commercial buildings. The overall tone is calm and professional.

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

The background of the slide is a teal-tinted photograph of a town. In the center, a church with a tall steeple is visible. To the left, there is a large, multi-story apartment building. The foreground shows various residential houses and trees. The overall scene is a dense urban or suburban landscape.

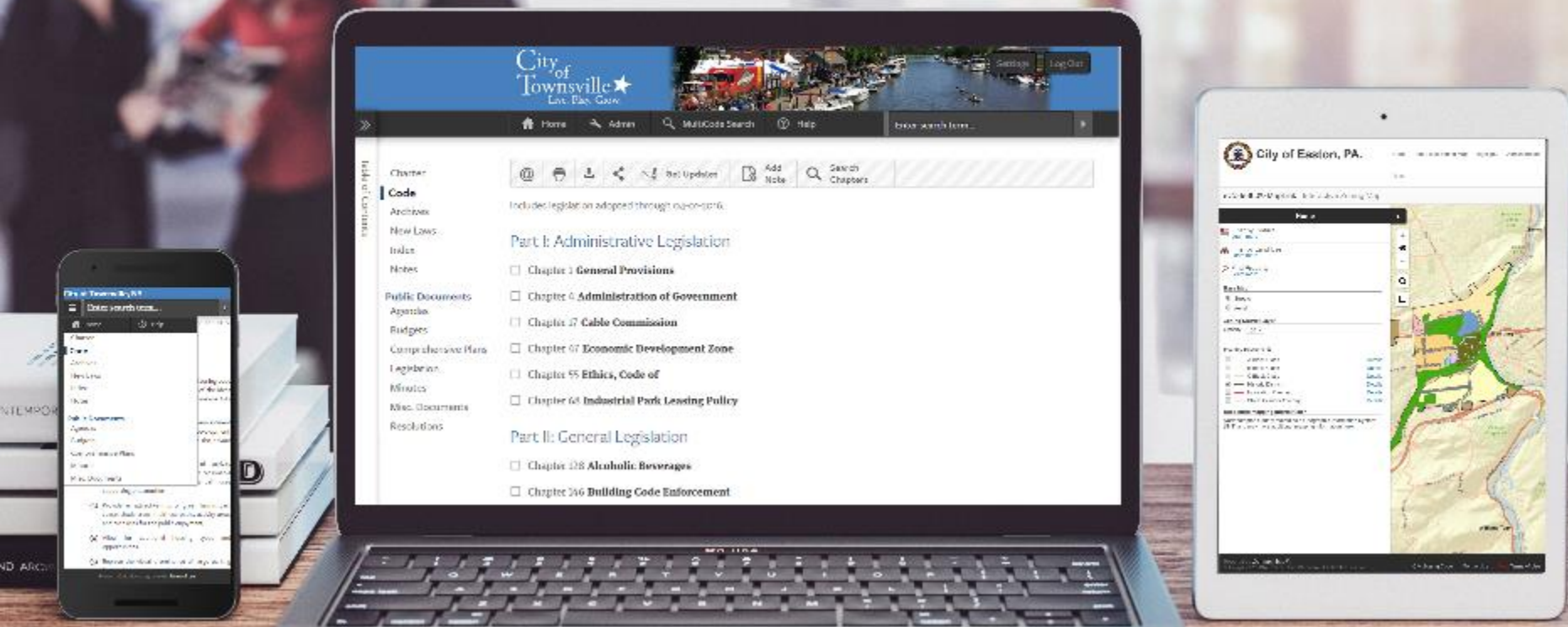
Easton's Story



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

**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!

What is My Property Zoned?
 an "Audience Response" Zoning Map
 Presented at the APWA Annual Conference
 Monday, October 15, 2010 at 2:00pm in D4

Speakers:
 TIM MCCREARY, Mayor, Denver, CO
 JEFF WILEY, Director, Planning & Development, Denver, CO
 TIM MCCREARY, Mayor, Denver, CO

Background:
 In 2007, the City of Denver started a project with Denver Tech and "The Urbanist" to find a solution to address problems faced by the City and other local governments in Denver.

- Answering basic Zoning inquiries took many weeks from the time they were first.
- Homeowners, visitors, and other stakeholders wanted faster access to the most current zoning information for specific parcels.
- Most services and other zoning-related services were switching between multiple data sources, including zoning regulations, the zoning map, and property information.

Solution:
 An interactive City of Denver 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 enables users to identify a basic use and quickly locate the district where that use is permitted. (<http://www.denvergov.org/zoning>)

Diagram:
 A Venn diagram showing the intersection of three circles: "Map and Data", "Digital", and "Interactive". The intersections are labeled: "Map and Data", "Digital", "Interactive", "Map and Data", "Digital", "Interactive".

For questions or more information, please do not hesitate to get in touch.

How the Solution Meets Easton's Needs



The background of the slide is a photograph of a cityscape, likely Boston, featuring a prominent church steeple with a cross on top. The image is overlaid with a semi-transparent teal color. The word "Results" is centered in the middle of the slide in a large, white, sans-serif font.

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

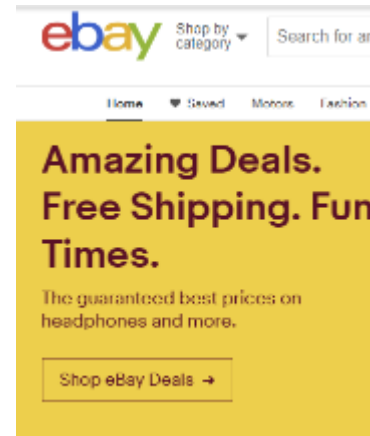
> Customer-Driven Retail



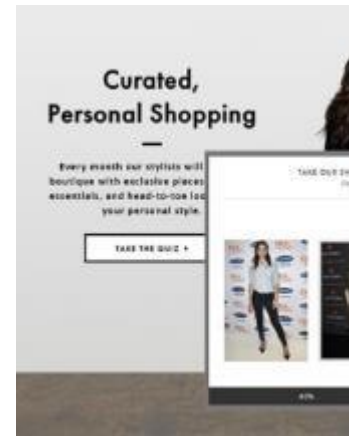
Catalogs
1890s - 1940s



Malls & Department Stores
1940s - 1990s



E-Commerce
1990s - 2010s



Curated Retail
2010s - ??

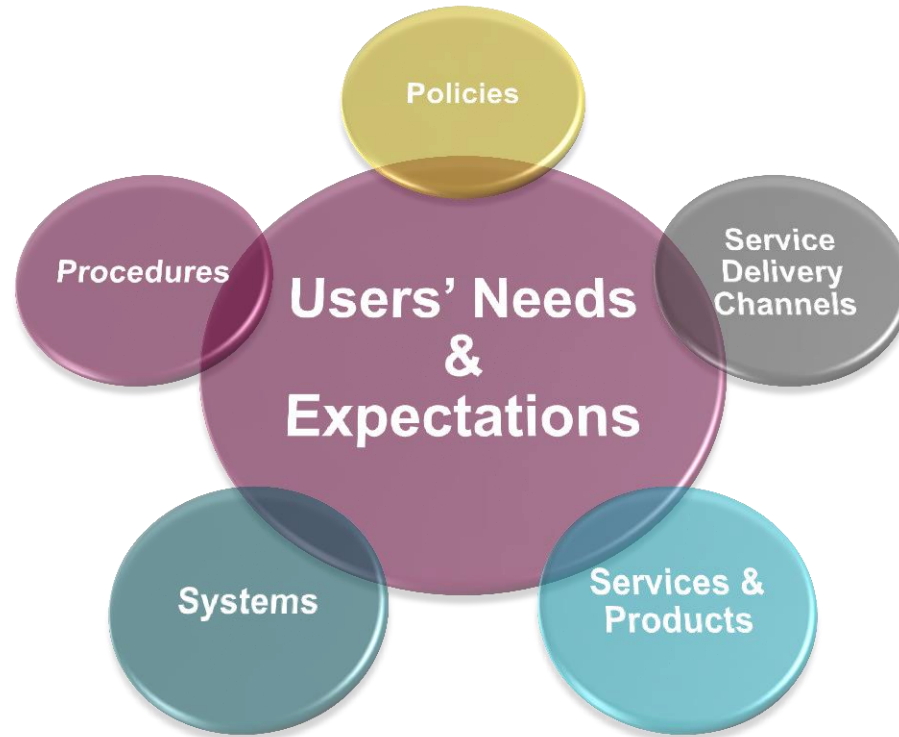
Lessons From the Private Sector

> Customer-Driven Retail



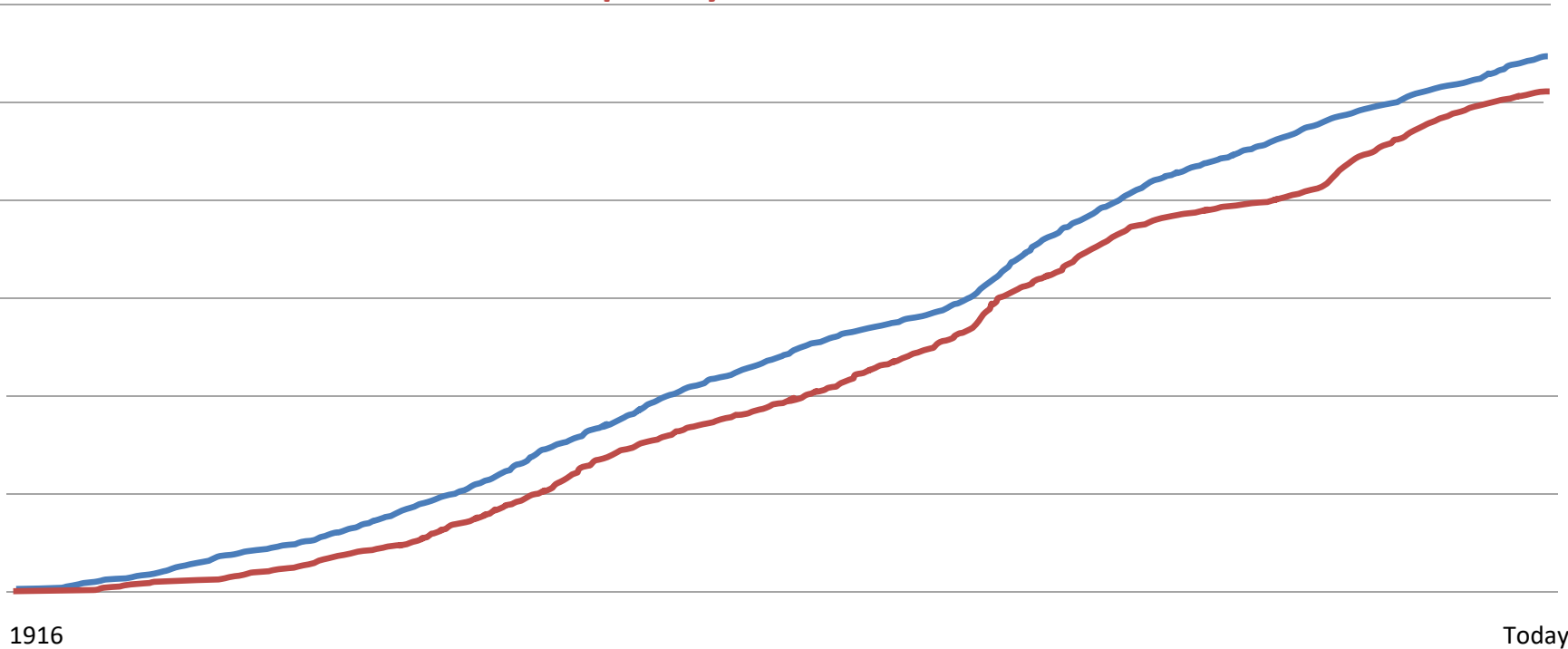
What's Next?

User-Centered Government



User-Centered Zoning

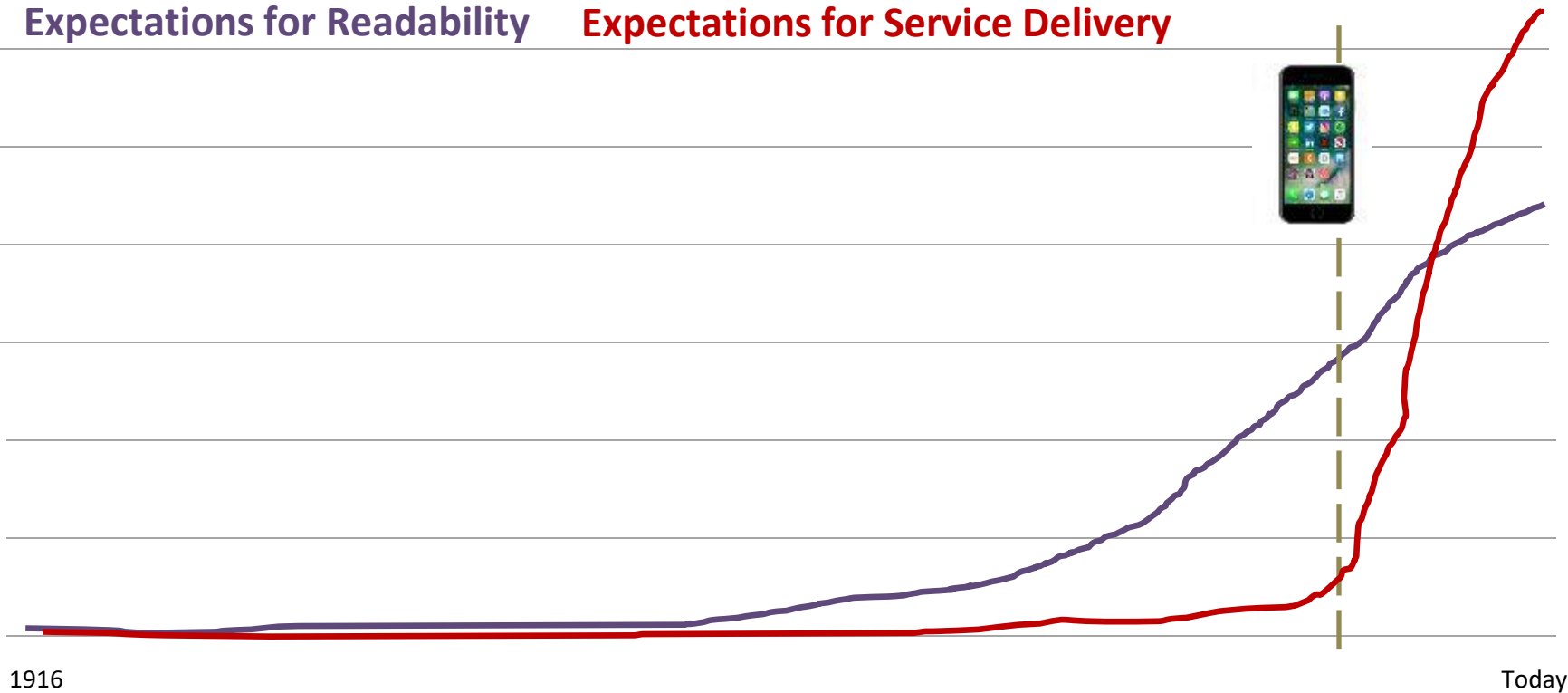
Number of Zoning Codes Complexity



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

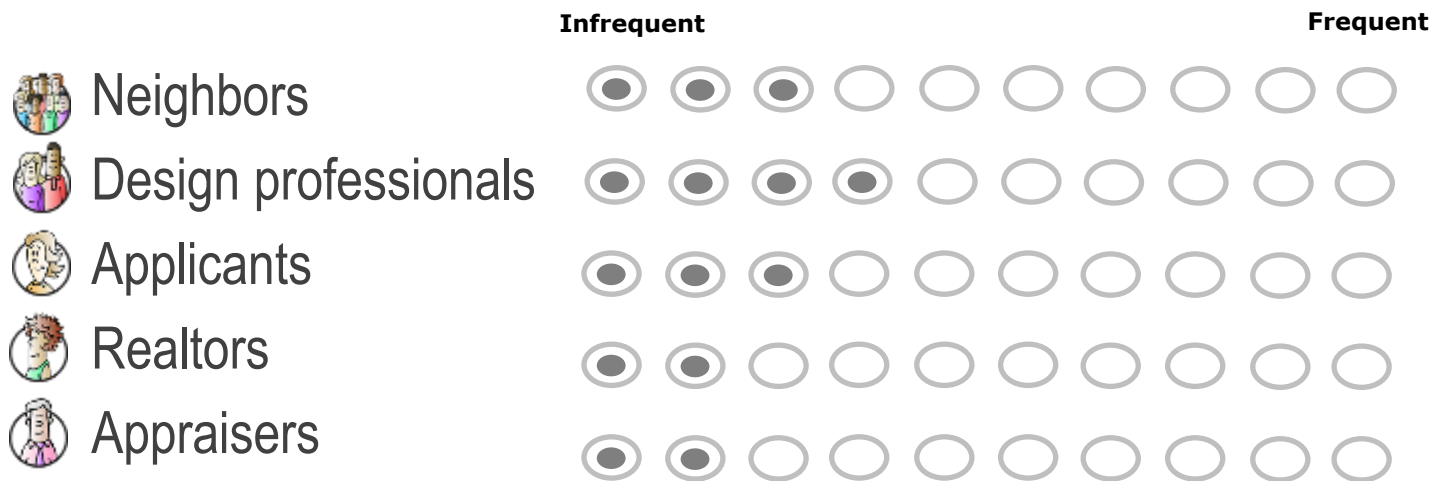
Find information for a seller or a potential buyer
























Appraisers

Find zoning classification for a specific property

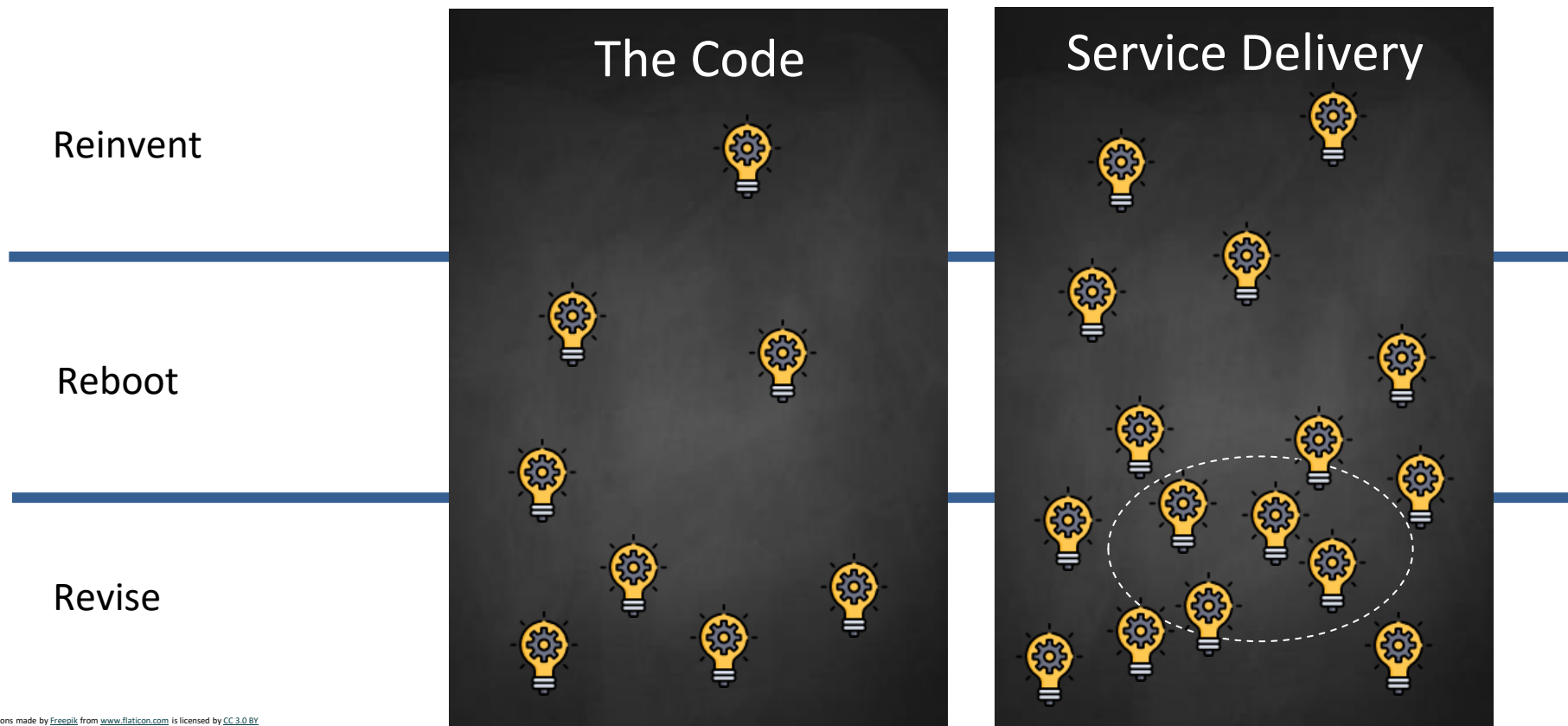
Frequency of Interactions



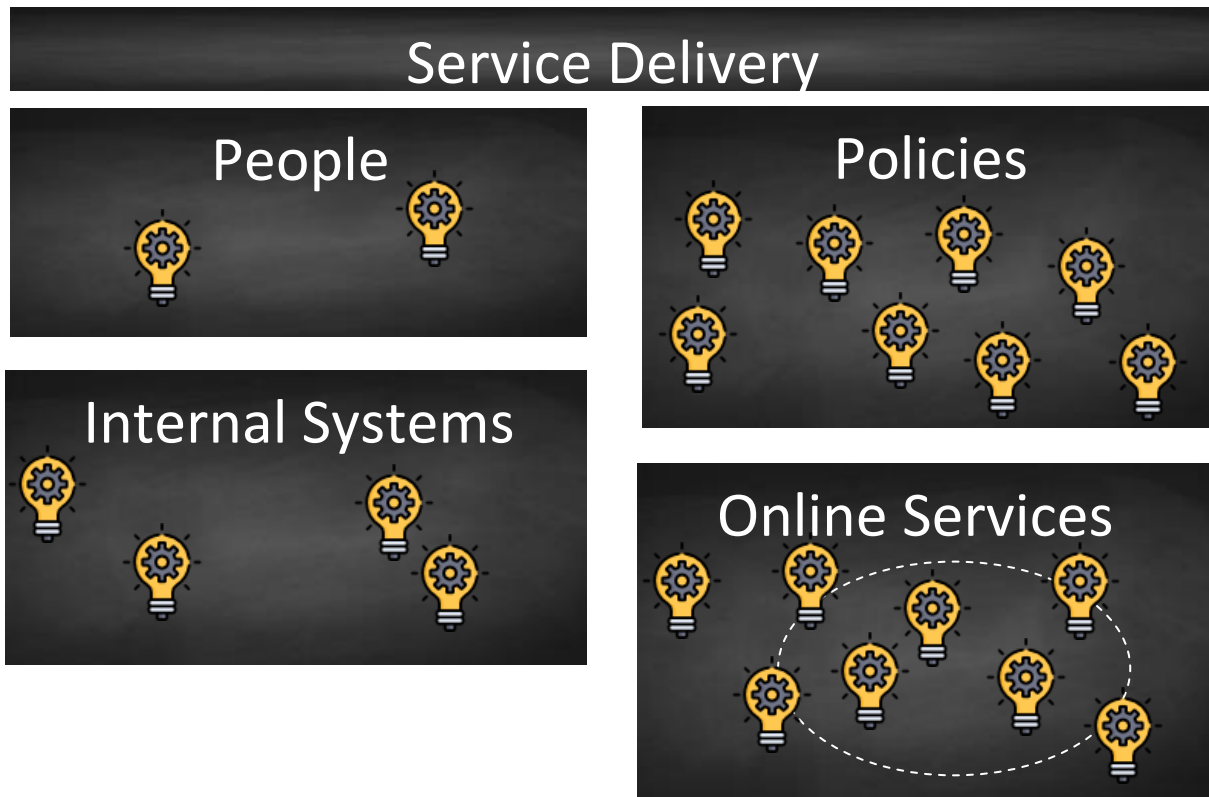
What do they want to do?

	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?”

A “Customer-Friendly” Zoning Map