

Shaping Development



Planning and Zoning Tools

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Personal Introduction

- 15 years local government planning experience in California and Virginia
 - ◆ Medium city (90,000 persons)
 - ◆ Small town (10,000 persons)
 - ◆ Large suburban county (300,000 persons)
- Land use planning, zoning administration, development review

The Little Town That Could



- Rural small town founded in 1920s
- 10,000 persons
- Traditional downtown
- Agricultural service center (oranges and olives)
- Three major employers: olive cannery, steel cable manufacturer, citrus packing houses

The Little Town That Could



- 1960s: Highway bypassed downtown
- 1970s - 1980s:
 - ◆ Decline of American olive industry
 - ◆ Retail moved out of downtown
- 1990s:
 - ◆ State contracts for cable lost
 - ◆ Cannery cooperative bankruptcy

The Little Town That Could



■ 1990s:

- ◆ Devastating freeze stops citrus industry
- ◆ Massive groundwater contamination at city-owned olive brine ponds
- ◆ Unemployment over 50%
- ◆ Rapid demographic changes
- ◆ Significant infrastructure problems

The Little Town That Could

- What would you do? Their response...
- Provide leadership
- Establish a community vision
- Bury the past
- Change the rules
- Leverage resources
- Settle litigation

The Little Town That Could

- Repaired and upgraded all major civic infrastructure
- Developed partnerships
- Engaged the housing issue
- Increased downtown investment

The Little Town That Could

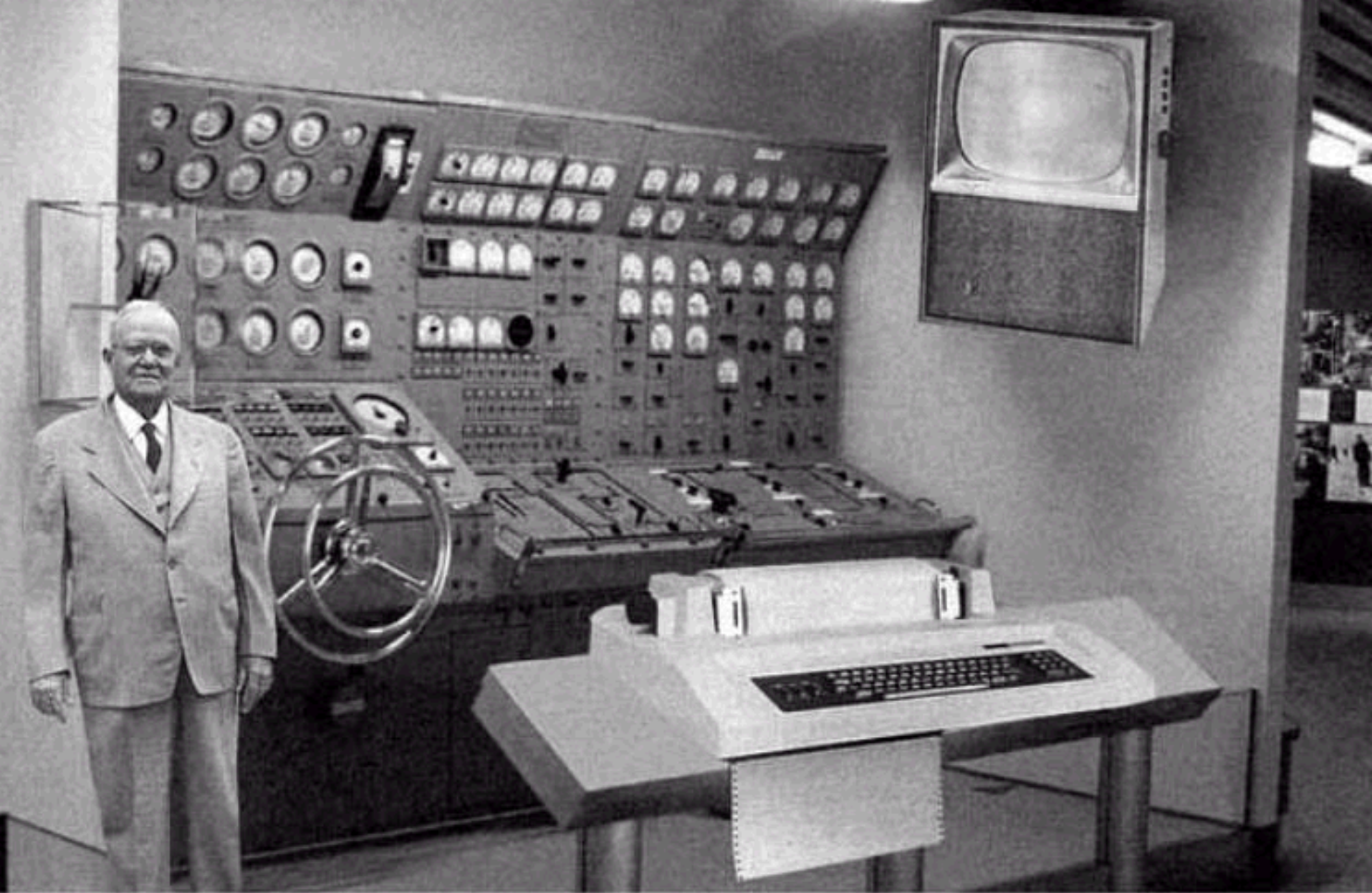
- Economic development strategy
- All American City
- Enterprise Zone
- Targeted Tax Area
- New jobs, new investment, new hope, new future

Factors Beyond Local Control

- Highway relocation (state)
- Retailer decisions (various)
- Cable contracts (state)
- Olive industry (international)
- Citrus freeze (nature)
- Demographics (national)
- Brine ponds (city)

Why Plan? The Big Picture

- If you aim at nothing, you'll surely hit it
- If you fail to plan, you plan to fail
- The future isn't what it used to be
- Change is the only constant
- Planning: preparing to manage future change (manage or be managed)
- Plan before you need a plan



Scientists from the RAND Corporation have created this model to illustrate how a "home computer" could look like in the year 2004. However the needed technology will not be economically feasible for the average home. Also the scientists readily admit that the computer will require not yet invented technology to actually work, but 50 years from now scientific progress is expected to solve these problems. With teletype interface and the Fortran language, the computer will be easy to use.

Overview

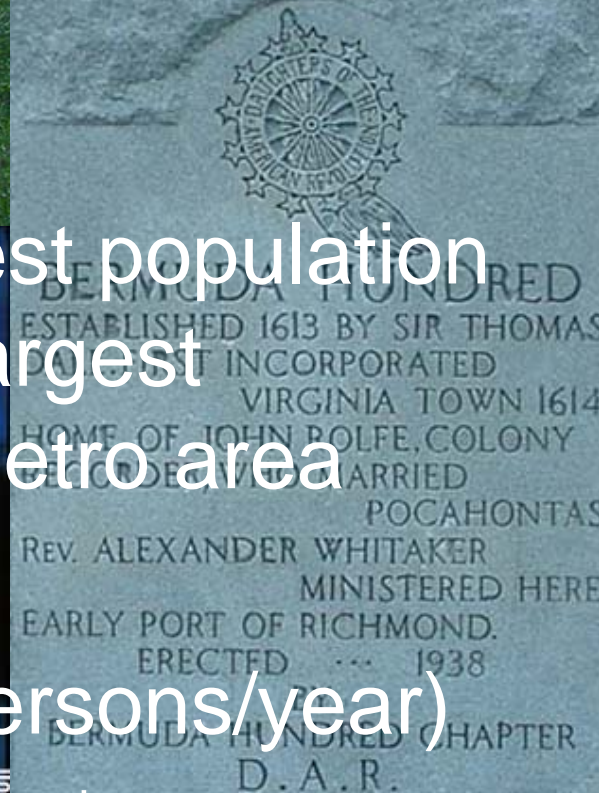
- Chesterfield County Basics – why we do what we do
- Planning Tools
- Zoning Tools
- Discussion

Chesterfield County Basics

- Regional context
- Size
- Historic development patterns
- Village, corridor, subdivision, rural areas
- Growth and development factors

Chesterfield County Basics

- 446 square miles
- 299,000 persons: 4th largest population of any Virginia locality -- largest population in Richmond metro area
- 82% SFR / 16% MFR
- 2% growth rate (+5,000 persons/year)
- Median household income: \$62,000



Chesterfield County Basics

- 3,700+ new housing units in 2004
- 17,000 businesses
- 22 square miles of commercial development (64 million sq. ft. GFA)
- 1.5 million sq. ft. of new commercial space per year (equiv. to 15 WalMarts)
- \$3 billion in taxable sales in 2004

Chesterfield County Basics

- Six major commercial corridors
- 90 shopping centers (26 community scale or larger)
- 15+ stand-alone “big box” stores

Development Factors

- Early plantations
- Historic villages
- Rural fabric
- Older suburbs
- Strip commercial -- major radial roads
- Large planned unit developments
- Suburban subdivisions
- Westward/southward growth pressures



Early Plantations

Historic Villages



Rural Fabric





Older Suburbs



Strip Commercial



Large Planned Unit Developments (PUDs)



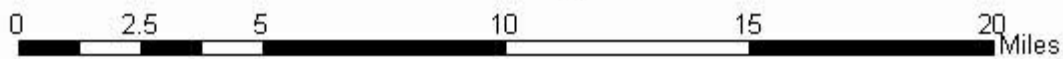
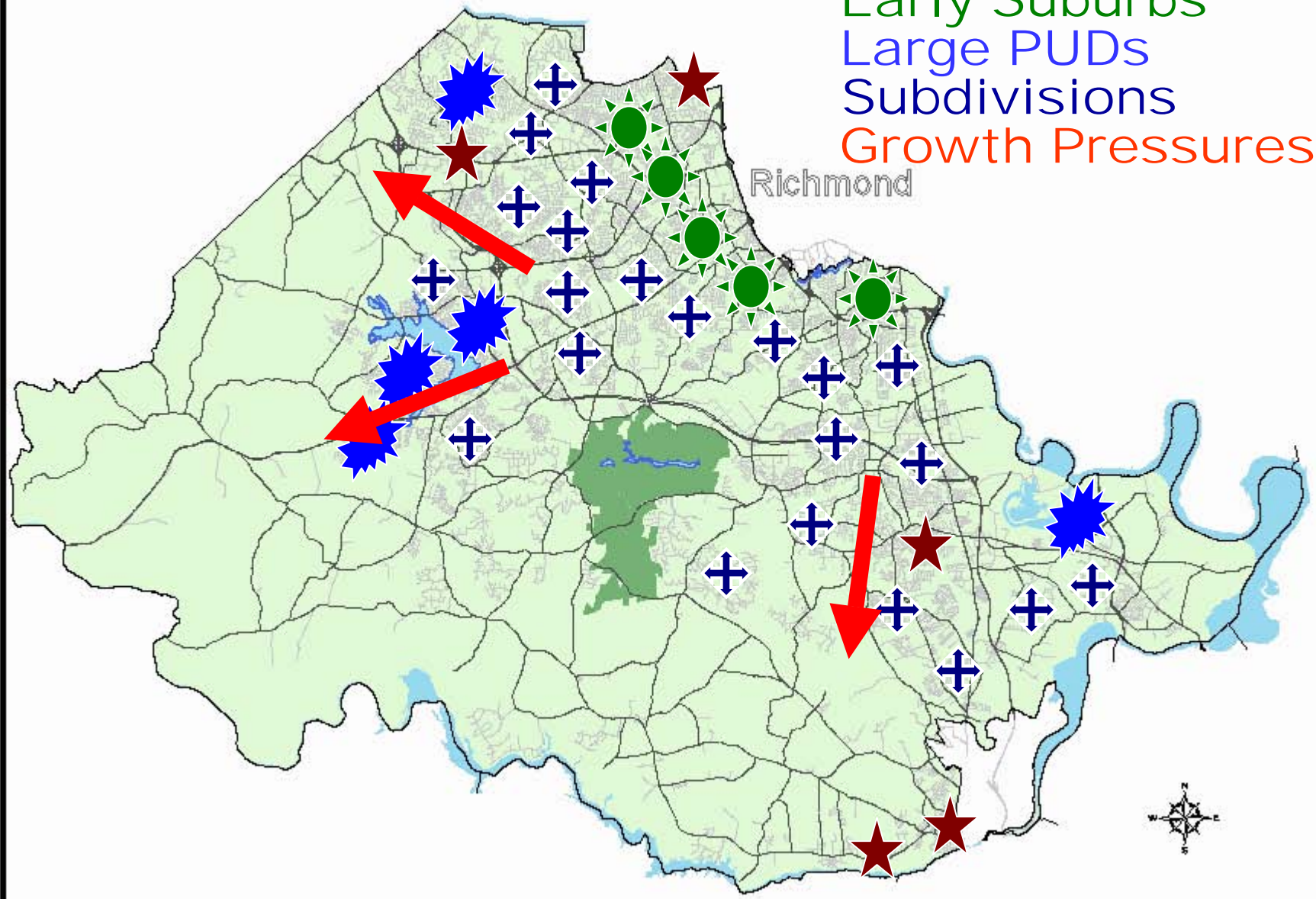
Suburban Subdivisions



**Westward/Southward
Growth Pressures**

Chesterfield County

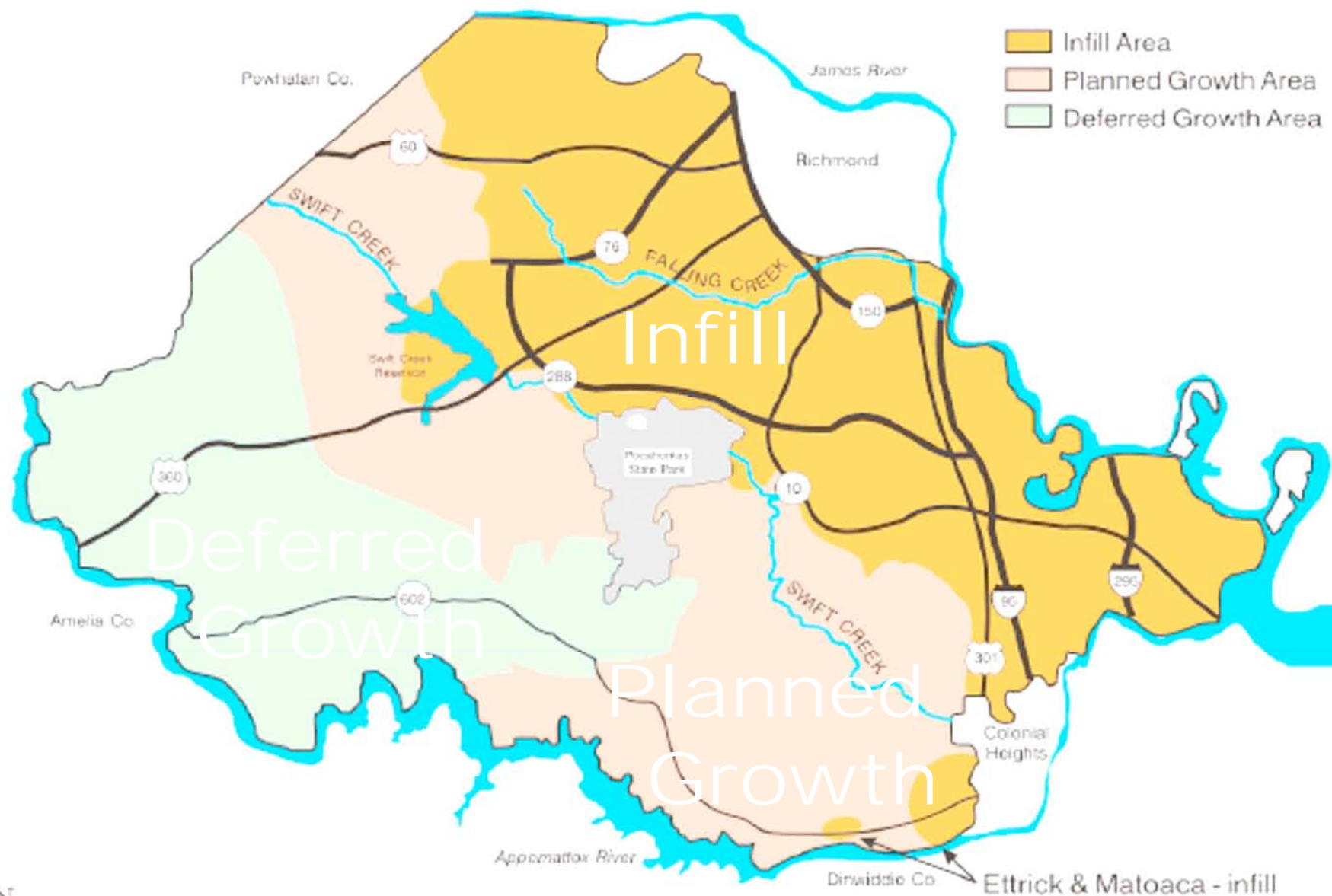
- Historic Villages
- Early Suburbs
- Large PUDs
- Subdivisions
- Growth Pressures



Chesterfield County Planning Strategies

- **Phased Development:** infill, planned growth, and deferred growth areas
- **Land Use Plans:** countywide, area, corridor, and village plans
- **Zoning:** overlay districts, design standards, and conditional zoning
- **Community Building**

Chesterfield County Development Strategy



Boundaries are generalized. Refer to the Chesterfield County Comprehensive Plan for more specific land use recommendations.

Produced by the Chesterfield County Planning Dept. April, 2004

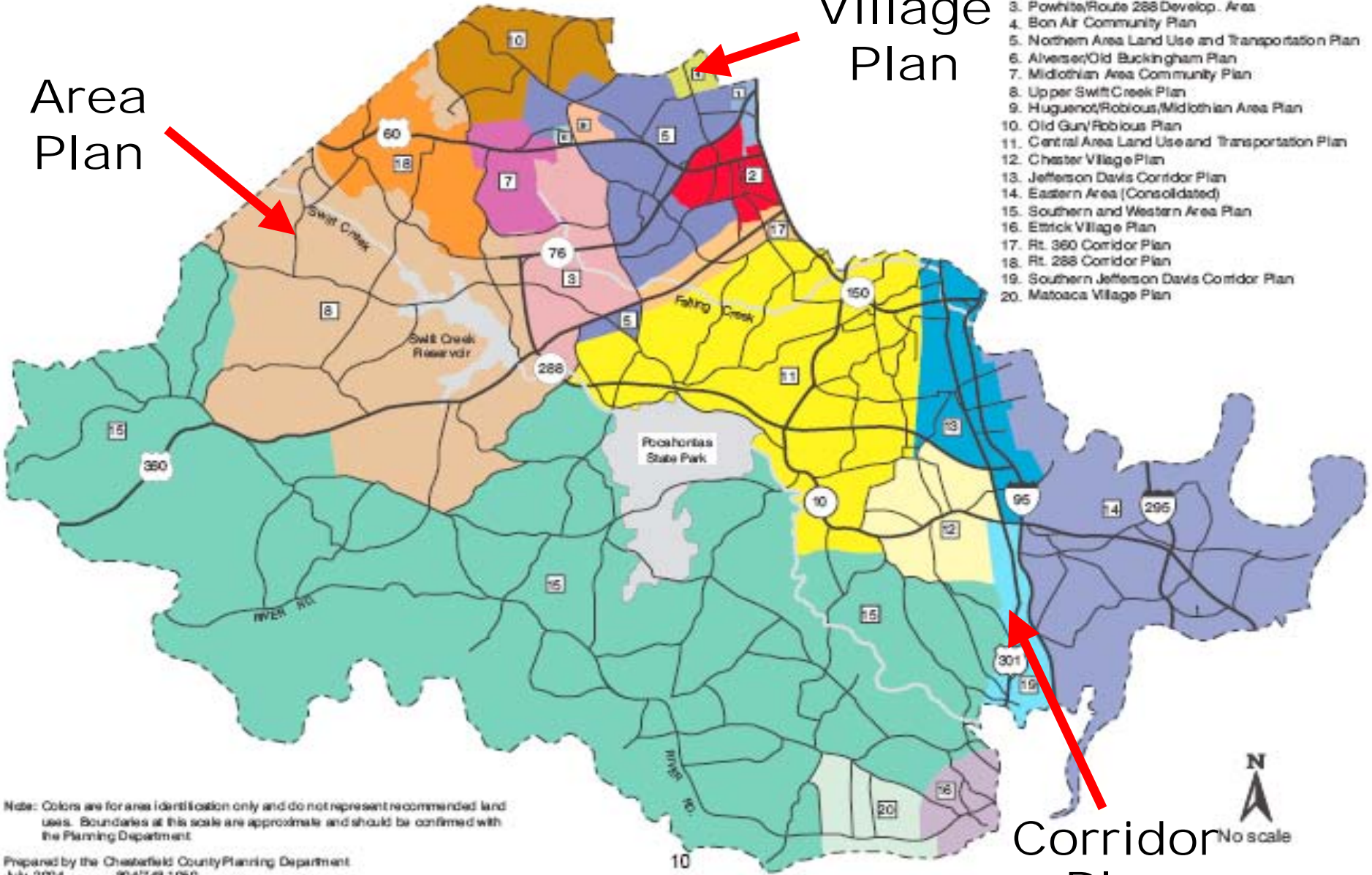
Components of The Plan For Chesterfield

1. Jahnke/Chippenham Plan
2. Eastern Midlothian Plan
3. Powhite/Route 288 Develop. Area
4. Bon Air Community Plan
5. Northern Area Land Use and Transportation Plan
6. Alversen/Old Buckingham Plan
7. Midlothian Area Community Plan
8. Upper Swift Creek Plan
9. Huguenot/Robious/Midlothian Area Plan
10. Old Gun/Robious Plan
11. Central Area Land Use and Transportation Plan
12. Chester Village Plan
13. Jefferson Davis Corridor Plan
14. Eastern Area (Consolidated)
15. Southern and Western Area Plan
16. Etrick Village Plan
17. Rt. 360 Corridor Plan
18. Rt. 288 Corridor Plan
19. Southern Jefferson Davis Corridor Plan
20. Matoaca Village Plan

Area
Plan

Village
Plan

Corridor
Plan



Note: Colors are for area identification only and do not represent recommended land uses. Boundaries at this scale are approximate and should be confirmed with the Planning Department.

Prepared by the Chesterfield County Planning Department
July, 2004 804/748-1050

Planning Tools: Types of Plans

- Comprehensive Plan
 - ◆ Community-wide plans
 - ◆ Area plans (corridors, places, districts)
 - ◆ System plans (public facility, utility, transportation)
- Master plans (outside of Comp. Plan)
- CIP / budget

Planning Tools: What Makes a Plan?

- Plan process

- ◆ How the plan is created and adopted

- Plan product

- ◆ Maps, studies, goals, policies, etc.

- Plan implementation

- ◆ Ordinances, action plans, enforcement, etc.

Planning Tools: Qualities of Good Plans

- | | |
|-----------------|--------------|
| ■ Visionary | ■ Flexible |
| ■ Guiding | ■ Timely |
| ■ Comprehensive | ■ Relevant |
| ■ Credible | ■ Reasonable |
| ■ General | ■ Achievable |

Planning Tools: Plan Example

- **Goal:** “Maintain community character by emphasizing pedestrian oriented, people-scale development.”

Planning Tools: Plan Example

- **Policy:** “Encourage new development that is compatible in size and intensity with existing development.”

Planning Tools: Plan Example

- **Standard:** “New commercial buildings should not significantly exceed the height or floor area of nearby buildings.”

Planning Tools: Plan Example

- **Implementation Measure:** “Zoning standards should be amended so that new commercial buildings do not exceed 150% of the average floor area of buildings located within 1,000 feet of the project site.”

Planning vs. Zoning

- **Planning:** general guide to establish a long-term community vision for future growth and development
- **Zoning:** legal implementation tool that achieves the vision of the plan by controlling land use and development

Zoning Tools: Schools of Thought

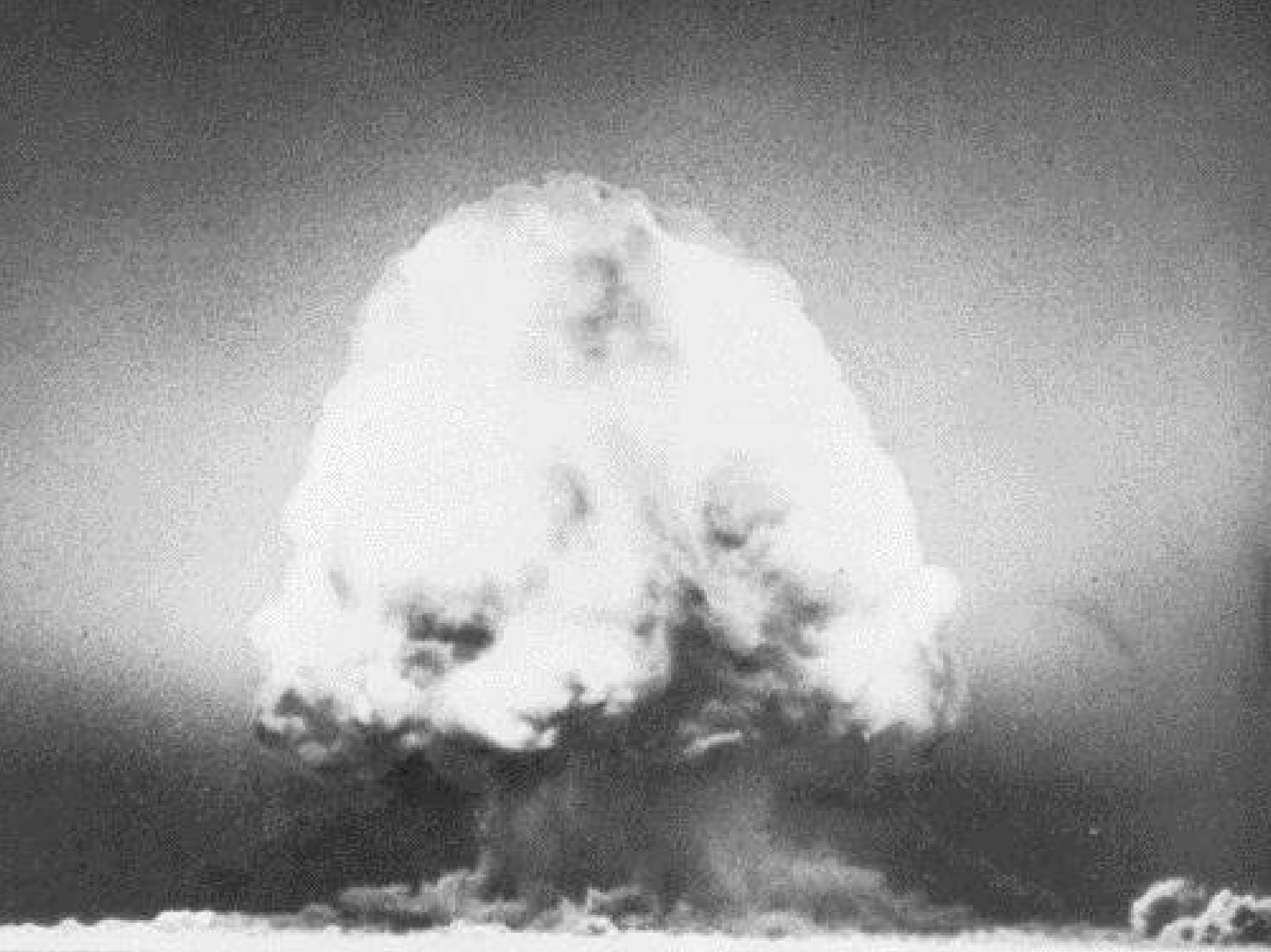
1. Traditional / Euclidian (separation and control of land use types)
2. Performance-based (focus on land use impacts)
3. Form-based (focus on building design)

Zoning Tools: Basic Approaches

- Process – how you do zoning
- Regulation – what you allow/control
- Enforcement – making sure laws are followed (“stick” approaches)
- Incentives – encouraging positive development (“carrot” approaches)

Zoning Process

- Discretionary review (CUPs, conditional zoning, special exceptions, etc.) – public process, ability to conditionally approve or deny projects
- Administrative review (site plan review, design review, architectural review)



Zoning Regulation

- Use restrictions (permitted, restricted, conditional) – “What boxes are ok?”
 - ◆ Does your ordinance anticipate obnoxious land uses?
 - ◆ Are your land use definitions adequate and updated?

Zoning Regulation

- Zoning districts – “Where can the box go?”
 - ◆ Classification: appropriate number and type of zoning districts?
 - ◆ Area: adequate land in each district for anticipated development needs
 - ◆ Location: appropriate boundaries
 - ◆ Need for real analysis

Zoning Regulation

- Transportation standards – *“How do you get from box to box?”*
 - ◆ Access (getting in/out)
 - ◆ Connectivity (going between)
 - ◆ Vehicular / Pedestrian / Transit
 - ◆ Capacity (network adequacy)
 - ◆ Street design (people places / car places)

Zoning Regulation

- Bulk standards – *“How big a box is ok?”*
 - ◆ Size (maximum floor area)
 - ◆ Building height
 - ◆ Floor area ratio (floor area ÷ site area)
 - ◆ Lot coverage (percentage of site covered by structures)

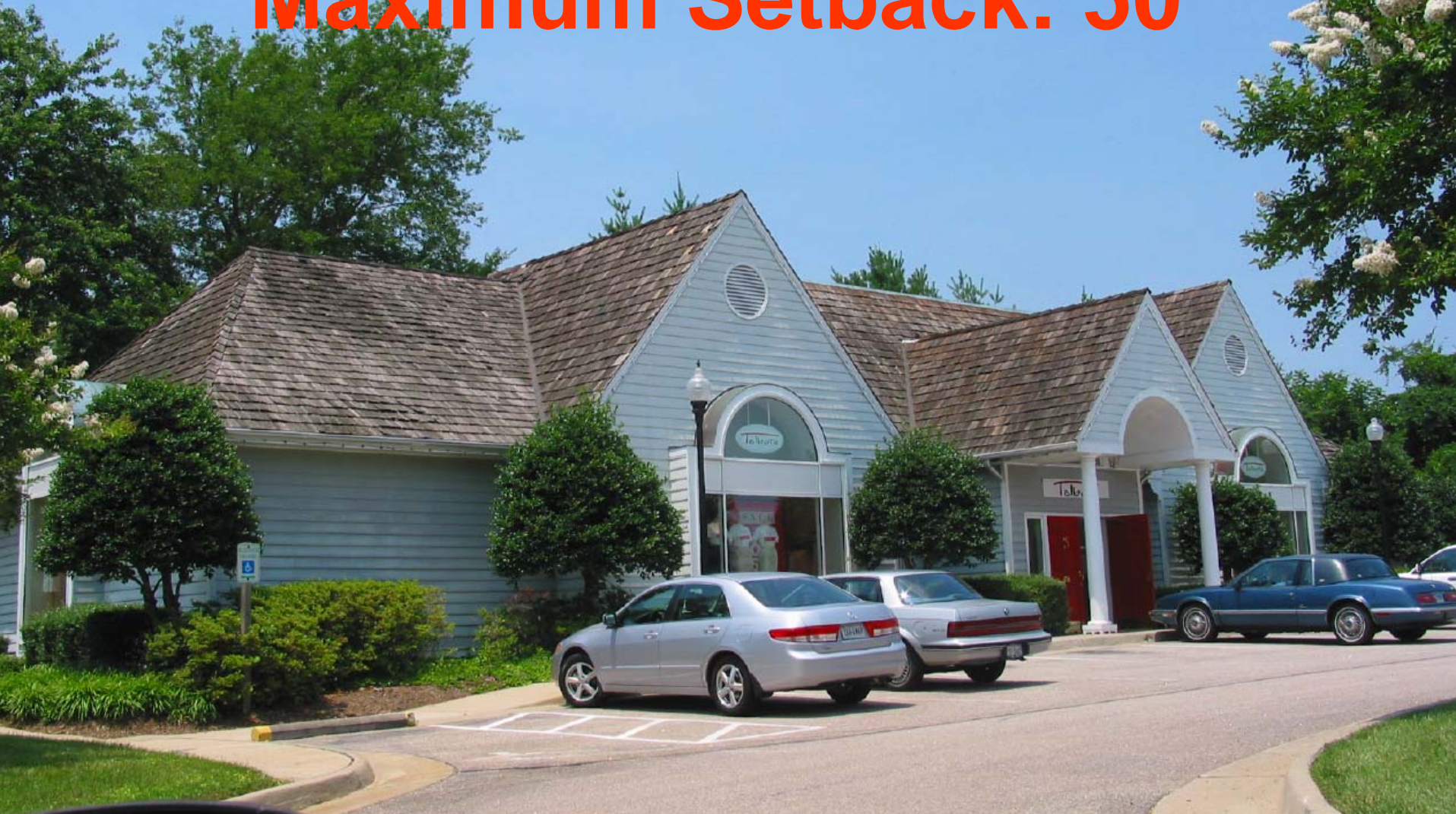
Zoning Regulation

- Setbacks and buffers – *“How close together can the boxes be located?”*
 - ◆ Setbacks: minimum, maximum, average
 - ◆ Frontage: separation from road
 - ◆ Interior: separation from other buildings
 - ◆ Buffers: land use transition areas



**Standard “Big Box” –
Parking in Front**

Village District Standards: Minimum Setback: 15' Maximum Setback: 50'



Zoning Regulation

- Architectural standards – *“What should the box look like?”*
 - ◆ Is the goal variety or conformity?
 - ◆ What is “compatible”?
 - ◆ Who decides and on what basis?
 - ◆ Internal / external compatibility
 - ◆ Overlay districts and conditional zoning

Zoning Regulation

- Architectural standards – *“What should the box look like?”*
 - ◆ Mass / scale (size based on context)
 - ◆ Arrangement (building relation to site)
 - ◆ Form (building shape / articulation)
 - ◆ Composition (color, texture, materials) – walls, windows, roofs
 - ◆ Style (colonial, craftsman, art deco)







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FOOD  LION



TOP'S CHINA


PETSMART

SPENDING







PORTFOLIO INNOVATIONS

PRECISION CARE

STARBUCKS COFFEE



MOOIE
GALLERY



Pharmacy

**Rite
Aid**

**Rite
Aid**



S & V MENSWEAR

MATTRESS Warehouse

4513



Zoning Regulation

- Site standards – “What goes around the box?”
 - ◆ Accessory structures (canopies, out buildings)
 - ◆ Parking and loading areas
 - ◆ Mechanical equipment
 - ◆ Required amenities
 - ◆ Lighting

Zoning Regulation

- Landscaping standards – “How green should the box be?”
 - ◆ Amount (“x” trees every “y” feet)
 - ◆ Type
 - ◆ Trees, shrubs, landscaping
 - ◆ Deciduous, evergreen, perennial
 - ◆ Installation and maintenance



Zoning Regulation

- Sign standards – “How do you advertise the box?”
 - ◆ Number
 - ◆ Type (building, freestanding, directional, portable)
 - ◆ Size / area
 - ◆ Design (color, materials, lighting)

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Zoning Enforcement

- Non-conforming uses
- Proactive enforcement
- Performance monitoring

Zoning Incentives

- Density bonuses
- Conditional zoning / CUPDs
- Improvement standard flexibility based on provision of other amenities

Questions to Consider

- Is your community prepared to manage future change?
- Will you be ready for the “next Walmart” or other “LULUs”?
- How should you balance community and individual development rights?
- How much government do you want?
- Do you have the capacity to plan?

Questions to Consider

- Do you have the conviction to say no, even if this requires politically difficult choices?
- Do you have the staying power to work hard for 5, 10, or 20 years?
- Are you developing civic leadership?
- Will you manage future change or be managed by future change?

Discussion

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