



Solid Communities are Built with Brick

The Community Planner's
Guide to Masonry Planning Policies

Five Community Benefits of Enacting a Masonry Planning Policy

It's a solid fact: When communities adopt a formal masonry planning policy, the benefits are tangible and long-lasting.

1. Masonry planning policies lead to **increased property values** — typically 6% or more for brick homes — which increases the tax base and enhances the overall fiscal health of the community.
2. Masonry buildings are naturally fireproof and stronger than other cladding materials, creating **safer structures** that better resist extreme weather and its hazards.
3. Research shows that communities with masonry ordinances have **continued quality economic and population growth**.
4. The **greater durability and reduced maintenance** of masonry ensures the lasting value and beauty of residential, commercial, and public buildings.
5. Nothing creates a **greater sense of place and permanence** than brick structures.

These benefits are confirmed by researchers at the A. Alfred Taubman College of Architecture & Urban planning, University of Michigan and by communities across the nation that have included brick in their planning policies.

Case in Point: Carmel, Indiana

The Architectural Standards of Carmel, Indiana, one of the nation's fastest-growing communities, call for brick and masonry products in new housing subdivisions and commercial sites. Carmel has also created an overlay district in its busiest commercial corridor that requires 100% of new development to be masonry, and 80% of that to be brick. Carmel has successfully achieved a consistent, high standard of architectural quality by requiring brick in virtually every design.



Case in Point: Falls Church, Virginia

Threatened by sprawl from neighboring Washington, D.C., historic Falls Church sought to preserve its unique character and heritage dating to pre-Colonial times. The city formulated design guidelines that specify masonry products as the standard for the community. While the percentage of brick is not mandated, approximately 80% of new development proposals have followed these design guidelines to include clay and masonry as the exterior building material.



Masonry Planning Policies Are the Foundation of Solid Communities

Look at the communities that have stood the test of time — the neighborhoods that have kept their value, their beauty, and their charm. You'll see that their common foundation is brick. Community planners today recognize the many benefits of using brick and are increasingly incorporating minimum usage into their planning policies which cover the gamut of housing, retail and office, government and public buildings, public spaces, and all types of land uses. Many have turned to the Brick Industry Association for information and help in crafting their masonry planning policies.

Your Partner in Planning: BIA's Complimentary Community Planning Services

The Brick Industry Association (BIA) is the nation's leading resource for information, technical assistance, engineering services, and research on clay brick. BIA is the recognized authority on clay brick construction and also offers a variety of complimentary planning services, including:

- Community planning assistance for local governments who want to design safety and enduring value into their communities.
- Sample masonry planning policies that illustrate how to mandate or encourage the use of brick and masonry in all types of construction.
- On-site workshops, educational sessions, and presentations for government agencies and community leaders.

Pave the Way to High-Value Public Spaces

Genuine clay pavers add a beautiful finishing touch to a community's sidewalks, streets, and public spaces. Proven to last for decades and even centuries, brick pavers offer unmatched charm, distinction, and value. Properly installed clay brick pavements are ADA compliant, and University of Pittsburgh research concludes that they provide suitable access for wheelchair users. A wealth of information about clay brick pavers can be found on the BIA website at www.gobrick.com/pavers.

Types of Masonry Planning Policies

More and more communities are using planning policies and/or design guidelines to require or encourage the use of clay brick or masonry through methods such as:

Zoning Ordinances that specify a certain percentage of clay brick and masonry for a variety of land uses. These ordinances are the most effective and clear method for mandating a masonry planning policy — creating an even playing field for builders and developers.

Overlay Districts that mandate the use of clay brick and masonry in a defined area of a community such as corridors and downtown districts.

Design Guidelines/Corridor Guidelines that govern the appearance of land development within a specified area.

Planned Unit Developments that mandate the aesthetics and durability of brick for smaller-scale development within a larger community.

Form-Based Codes that primarily specify the physical form of buildings and streets and are increasingly being used to mandate architectural standards and the use of clay brick and masonry.

Financial Incentives such as density bonuses and tax abatements that favor development that specifies the use of clay brick and masonry.

Your Comprehensive Online Source for Masonry Planning Policy Information

Everything you need to create and implement an effective masonry planning policy is just a few clicks away. Find information, research, sample guidelines, case studies, and more — log on today!

www.gobrick.com/planning

Masonry Planning Policies:

Helping Build Stronger Communities

Case in Point: Orland Park, Illinois

In 1993, Orland Park passed an ordinance requiring 50% brick in all new residential construction and noncombustible materials — typically brick — for all commercial structures. University of Michigan research shows that by the end of the decade, Orland Park enjoyed 43% population growth, and significantly higher home values and property and sales tax receipts than nearby communities.





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