

# THE COMMUNITY PLANNER'S WORLD



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Presented by:  
The Brick Industry Association

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# Introduction

- Meg Belmontes
  - Community Planner BIA-SW
  - Previously 15 years construction sales and management experience
  - Masters degree in International Marketing
  - Industry/Business Perspective



# Presentation Overview

- Introduction to Brick Industry Association
- Community Planning Program
  - ▣ Establishment of the program
  - ▣ Components
  - ▣ Measuring Success
- Community Planning 101
  - ▣ Roles and responsibilities of elected officials and city staff
  - ▣ Planning processes
- Case Studies



# Brick Industry Association

Mission Statement:

“to promote and advance the clay brick industry with the goal of increasing its market share and to safeguard the industry”



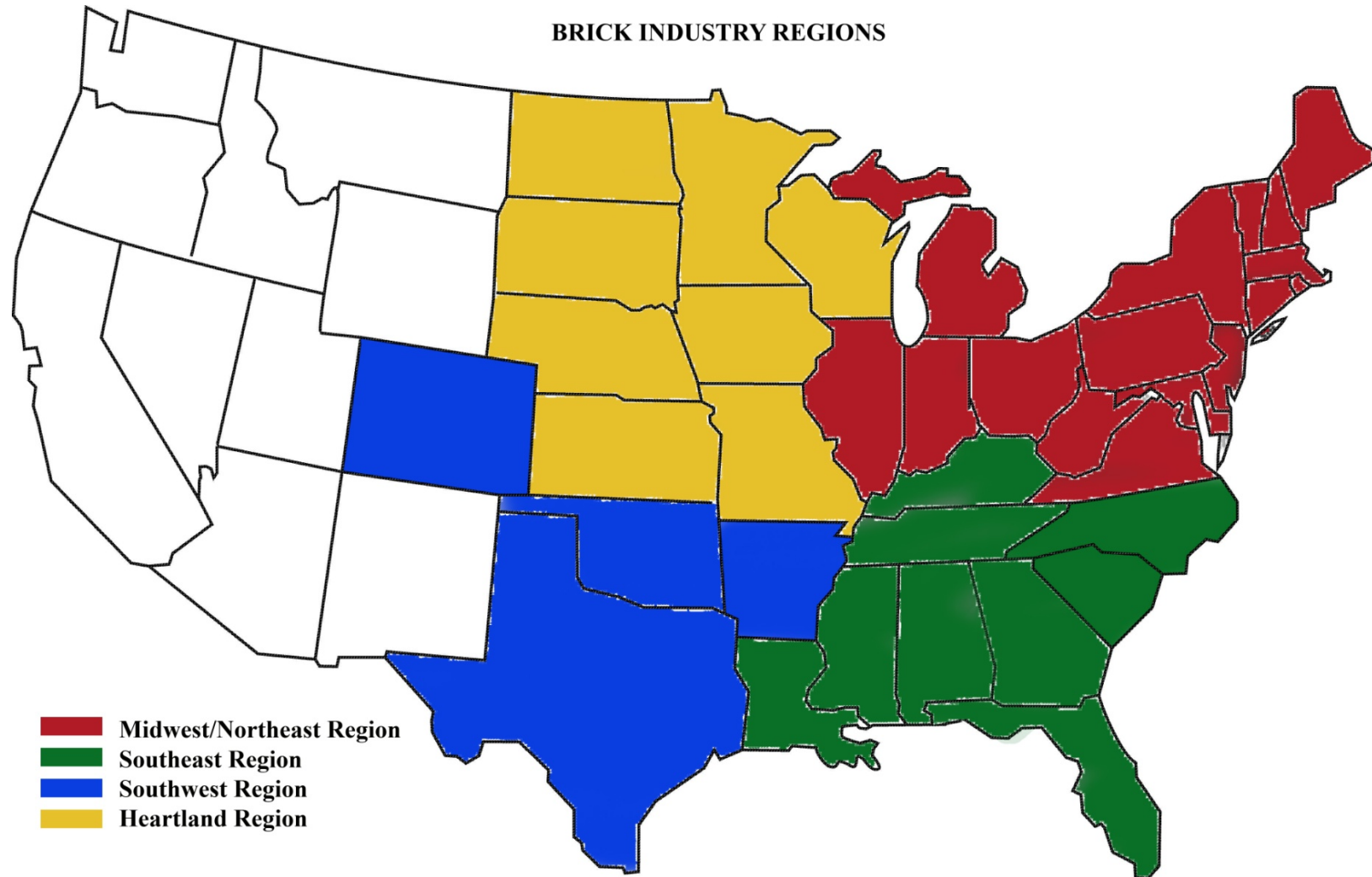


# Brick Industry Association

- Major programs and services provided by BIA
  - Lead the marketing effort for the industry
  - Technical assistance to architects, engineers, builders and general public
  - Technical support for and on behalf of the industry
  - Monitor and positively influence regulatory and governmental actions
  - Architectural Education



# Brick Industry Association



# Regional Programs

- ❑ Each region is independent and autonomous
- ❑ Each region is supported by and under the direction of manufacturers and distributors active within that region
- ❑ Additional regional activities may include:
  - ❑ Project Investigation
  - ❑ Technical Education and Employee Training
  - ❑ Architectural Outreach
  - ❑ Professor's Roundtable
  - ❑ Region Specific Marketing
  - ❑ Community Planning



# Birth of Community Planning

- ❑ Since its inception, BIA has tried everything conventional to gain and maintain wall share
  - ❑ Architectural outreach, support, advertising, training
  - ❑ Home Builder outreach, support, advertising, training
  - ❑ Engineering and Technical Assistance
  - ❑ Fact based consumer advertising and marketing
  - ❑ Design Build outreach and support
  - ❑ Total Masonry in Schools promotion
- ❑ Research still indicated that brick was still losing wall share residentially and commercially

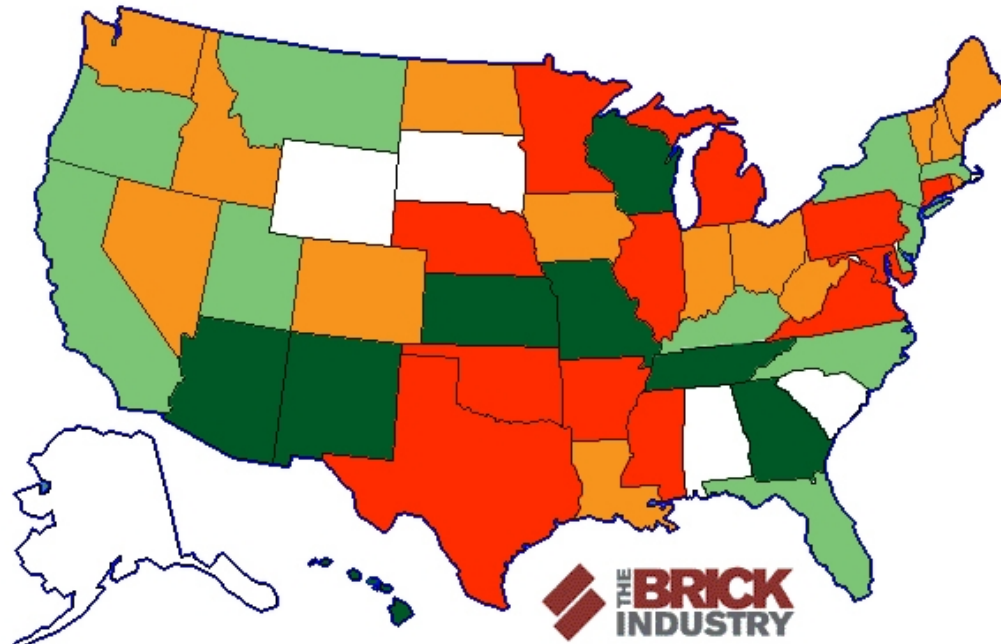


# Community Planning Program



If you can't convince them to use brick, force them to use it.



# State Courts and Zoning for Aesthetics



State court dicta stance on zoning for aesthetics

-  Do not allow zoning based on aesthetics alone (12 states)
-  Zoning based on aesthetics alone may be improper (14 states)
-  Aesthetics are a proper basis for zoning regulations (11 states)
-  Zoning regulations based *purely* upon aesthetics are proper (8 states)
-  State court dicta has not established a stance on the issue (5 states)

Data source: Pace Law School, Land Use Law Center  
"Municipal Regulation of Aesthetics," Patrick Morrell, Spring, 1997

# Community Planning Program

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- ❑ Requirements
  - ❑ Organized, focused, and consistent message
  - ❑ Professionally developed collateral materials
  - ❑ Trained staff
- ❑ Not a hard sell.....idea sells itself



# Community Planning Program

## □ Program

### ▣ Conferences

- Target both city staff and elected officials
- Sponsorships and giveaways
- Opportunity to present our message

### ▣ Work directly with cities to pass masonry planning policies

- Meetings and outreach
- Presentations
- Drafting ordinances





# Community Planning Program

- Regional Differences Impact Approach
  - ▣ Regional threats
    - Competitive materials
    - Natural Disasters
  - ▣ Existing wall share varies geographically
  - ▣ Members
    - Manufactures
    - Distributors
  - ▣ Government structures
- Program differences
  - ▣ Acceptable materials
    - Brick VS Masonry
  - ▣ Appropriate percentages



# Is it Working?

- In Texas, residential brick sales comprised about 85% of all brick sales in 2005.

## Greater Houston

- Less than 30 masonry planning policies to date
- 2005, 28% more single family homes built in Greater Houston Area

## Dallas / Fort Worth

- Over 70 masonry planning policies to date
  - ▣ Average 80% Residential,
  - ▣ Average 90% Commercial
- 2005, 31% more brick shipped to DFW market

# Is it Working?

- ❑ Impact on other materials
  - ❑ Did not include other masonry materials in our statistic
  - ❑ Did not account for any commercial, retail, or institutional construction that followed in 2006/2007
- ❑ Remember:
  - ❑ Although commercial standards are easier to pass, quality residential development attracts quality commercial development



# Is it Working?





# Is it Working?



# Is it Working?



# Community Planning 101

Who is the community planner?

What is community planning?

What do planners do, what are they planning?

How are local governments structured?

How does the public hearing process work?

What is an MPP?

Why do communities want/need MPPs?

Case Studies



# Introduction

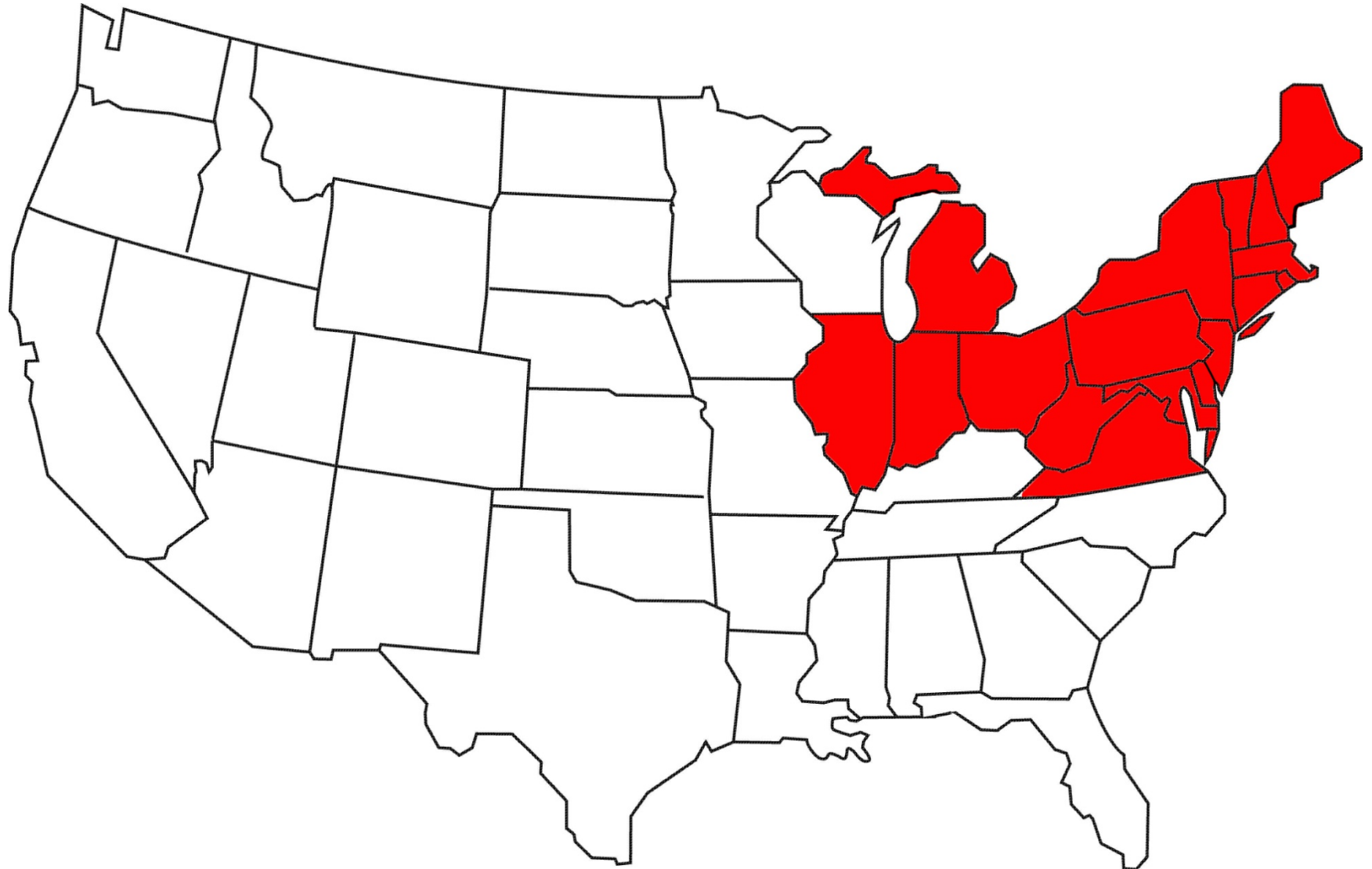
## Brandie Schaeffer, LEED-AP

- ▣ Director of Community Planning for MNR of BIA
- ▣ Bachelors of Public Administration from Texas State University
- ▣ Masters of Urban and Regional Planning from Virginia Tech
- ▣ Worked for engineering and law firm prior to joining BIA in 2007





# BIA-Midwest/Northeast Region



# Who is a community planner?

## Significant Points

- Employment is projected to grow 19 percent, which is faster than the average.
- Planners have bachelor's degree and some have master's degrees; additional skills in GIS and statistics.
- Local governments employ about 66% of urban and regional planners.





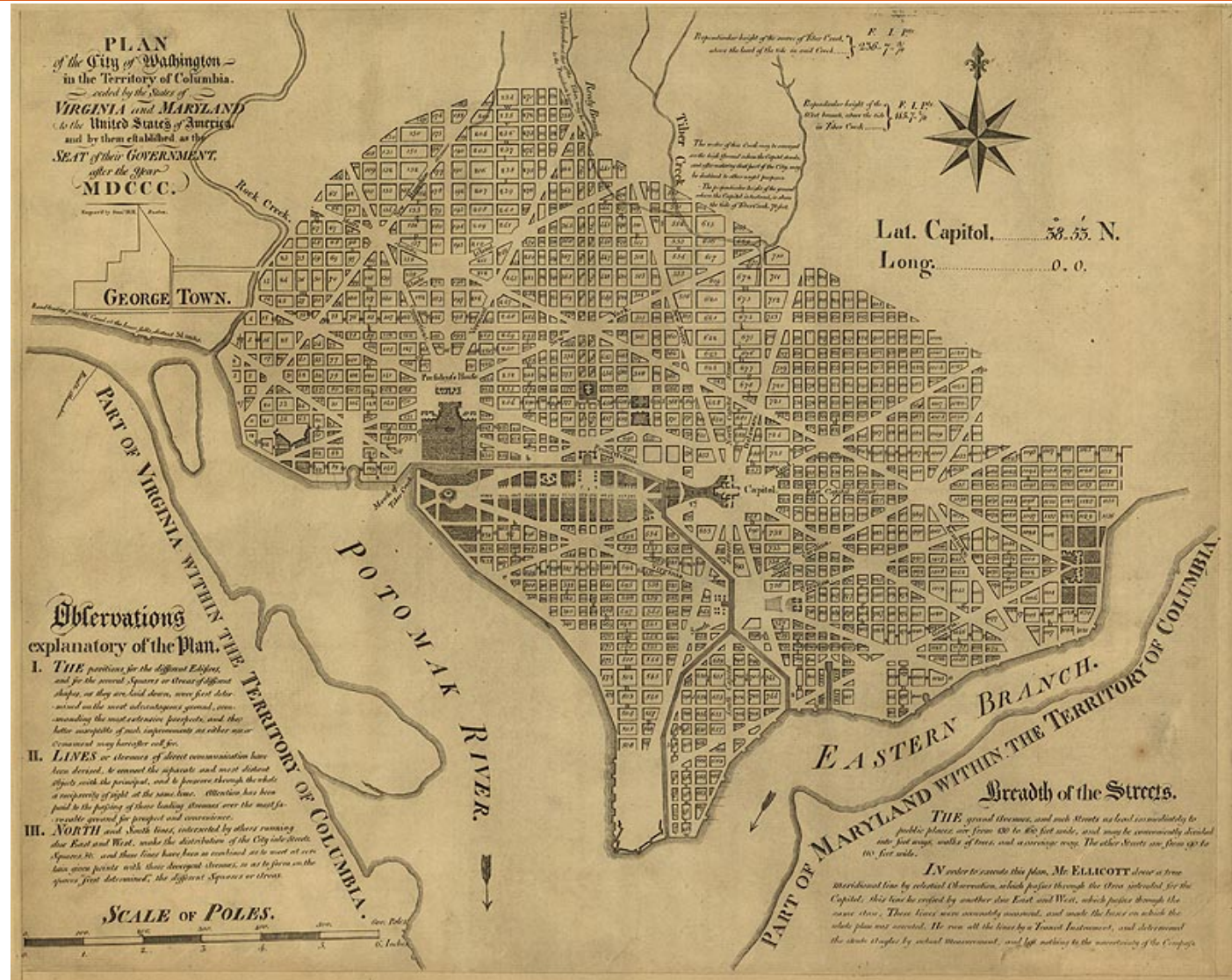
# What is community planning?

## Comprehensive Plan

The Comprehensive Plan is required by most state law to be used as a **guide** in decision-making about the built and natural environment.

## Zoning

Zoning is a device of land use regulation. Derived from the practice of designating permitted uses of land based on mapped zones which **separate one set of land uses from another.**





# What do planner do?





# Government Structure

- **Council Manager**
- **Mayor Council**
- **Commission**
- **Township**
- **Borough**
- **Village**
- **Town Meeting**
- **Representative Town Meeting**



*City of Chicago, City Hall Green Roof*

# Government Structure: Mayor Council



The diagram illustrates the Mayor Council government structure. At the top, a horizontal orange bar spans the width of the slide. Below this bar, two large orange arrows point in opposite directions. The left arrow points left and contains the text 'Mayor Elected Position' and a description of the strong mayor variation. The right arrow points right and contains the text 'Council Elected Position' and a description of the strong council variation.

## Mayor Elected Position

In a strong mayor variation, the mayor holds almost all authority. The council and public have limited oversight. New York City uses this variation as do most major cities.

## Council Elected Position

In a strong council variation, the council holds almost all authority, leaving only ceremonial duties to the mayor. This variation is most common in small towns.

# Government Structure: Council Manager

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Mayor  
Elected Position



Council Member  
Elected Position



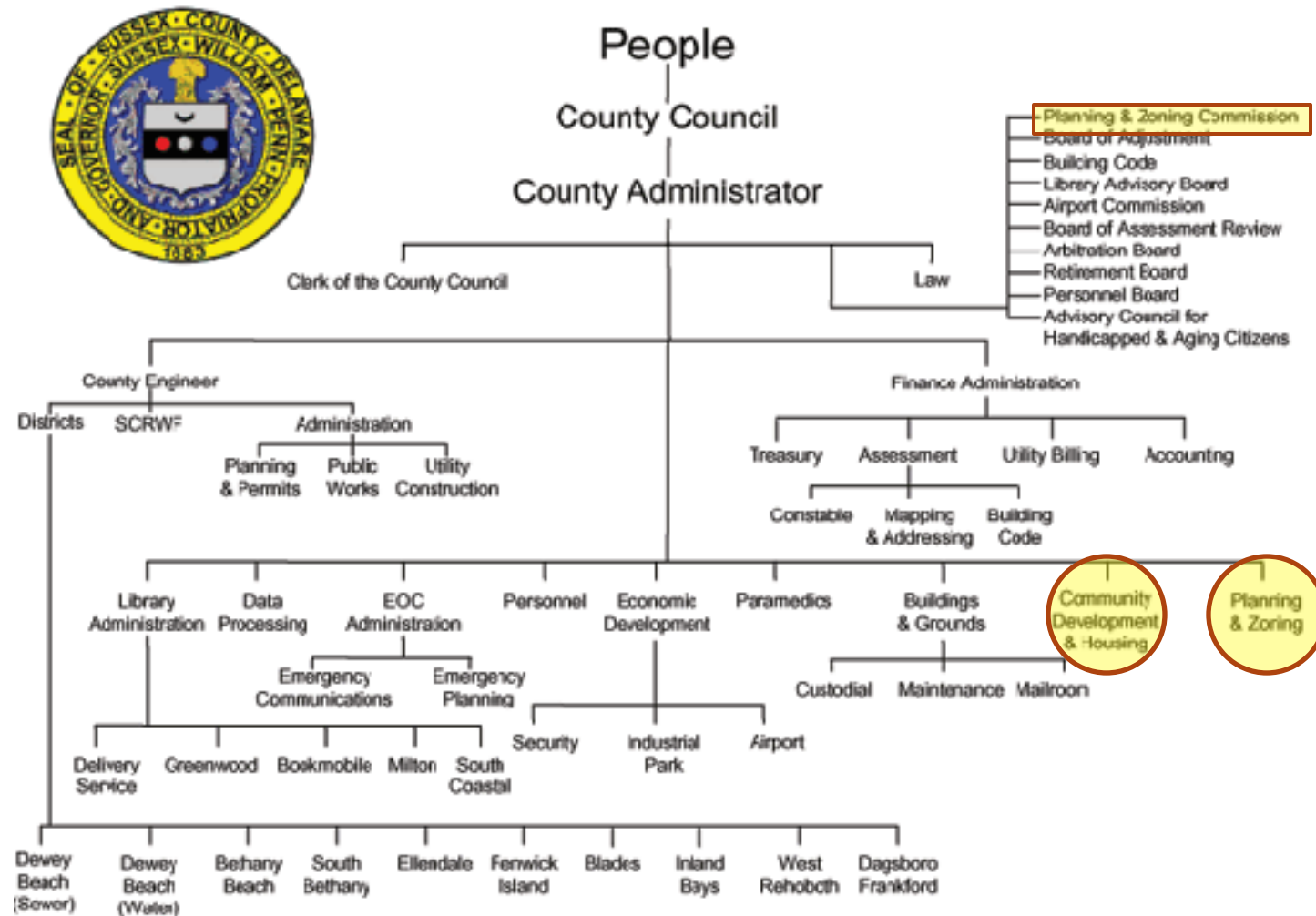
City Manager  
Hired Position

The mayor typically serves as the chairman of the council, serving a largely ceremonial role.

There are usually multiple council members elected. The number often depends on the city.

City managers are appointed or hired by the council to implement municipal policy and supervise city government.

# Government Structure: Planning





# Government Structure: Commissions and Boards

Commissions and boards advise community council's on any proposal that directly affects policy related to any element of land use issues. There are many different forms of boards and commissions and there can be several in one community.

**Planning  
Department** drafts  
proposed MPP.

**Commission and/or  
Board** makes  
recommendation on MPP to  
Council/Mayor

**Council/Mayor** vote  
on MPP and it becomes  
law.



# Government Structure: Council

A Public Hearing is a process in which interested parties and any other persons who may be affected by the result have the opportunity to make submissions, ask questions or register objections to a development application or other matter under a City by-law.

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drafts proposed MPP.

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# What are Masonry Planning Policies (MPPs)

- ❑ Definition Varies by Community
- ❑ Array of Planning Policy Methods
- ❑ Discretionary ↔ Mandatory
- ❑ Wide Range of Land Uses





## Overview of MPP Benefits

- ❑ Promote Community Fiscal Health
- ❑ Promote Community Safety in Severe Weather Events
- ❑ Promote Community Safety in Fires
- ❑ Promote Energy Efficiency
- ❑ Do Not Slow Growth
- ❑ Do Not Negatively Effect Homeowner Cost Burden





# Enforcement: Types of policies

- ❑ Zoning Ordinance
  - ❑ Overlay Districts
  - ❑ Gateway Districts
  - ❑ Use Based Requirement (Commercial/Residential)
  - ❑ Special Uses (Hotels, Fastfood)
  - ❑ Big Box Requirements
- ❑ Building Code
  - ❑ Use Based Requirements
  - ❑ Fire Zones and Safety
- ❑ Incentives
  - ❑ Tax Abatement
  - ❑ Density Bonus
- ❑ Subdivision Ordinances
- ❑ Annexation Agreements



# Why Communities Use MPPs

## Health, Safety & Welfare

- Promote safer, more durable structures
- Minimize nuisances related to blight
- Improve tax base
- Contribute to smart growth / sustainability



## Aesthetics

- Enhance corridors or gateways
- Create neighborhood cohesiveness





# Masonry Planning Policy: Santa Fe, Texas

## Just The Facts

- ❑ City of Santa Fe, Texas
- ❑ Population: 10,500
- ❑ Area: 12 Square Miles
- ❑ Type of Government: Mayor/City Council
- ❑ Masonry Requirement: Overlay District, requiring 20% on front façade.



# Masonry Planning Policy: Texas City, Texas

## Just The Facts

- ❑ City: Texas City, Texas
- ❑ Population: 46,000
- ❑ Area: 62.4 Square Miles
- ❑ Type of Government: Mayor/City Council
- ❑ Masonry Requirement: Residential 60%, Commercial 80% Masonry.





# Masonry Planning Policy: Carmel, Indiana

## **Just The Facts**

- ❑ City: Carmel, Indiana
- ❑ Population: 57,000
- ❑ Area: 39.14 Square Miles
- ❑ Type of Government: Mayor/City Council
- ❑ Masonry Requirement: Site-specific, requiring 100% Masonry with 80% being brick.



# Masonry Planning Policy: Lewisville, Texas

## Just The Facts

- ❑ City: Lewisville, TX
- ❑ Population: 93,000
- ❑ Area: 43 Square Miles
- ❑ Type of Government: Mayor/City Council
- ❑ Masonry Requirement: Corridor Overlay District 80% brick. Old Town, Historic Significance of Brick and Stone



# Masonry Planning Policy: Lewisville, Texas

Before





After



# Masonry Planning Policy: Lewisville, Texas

## Façade Grants

Before



After





# Masonry Planning Policy: Lewisville, Texas

## Façade Grants

Before



After



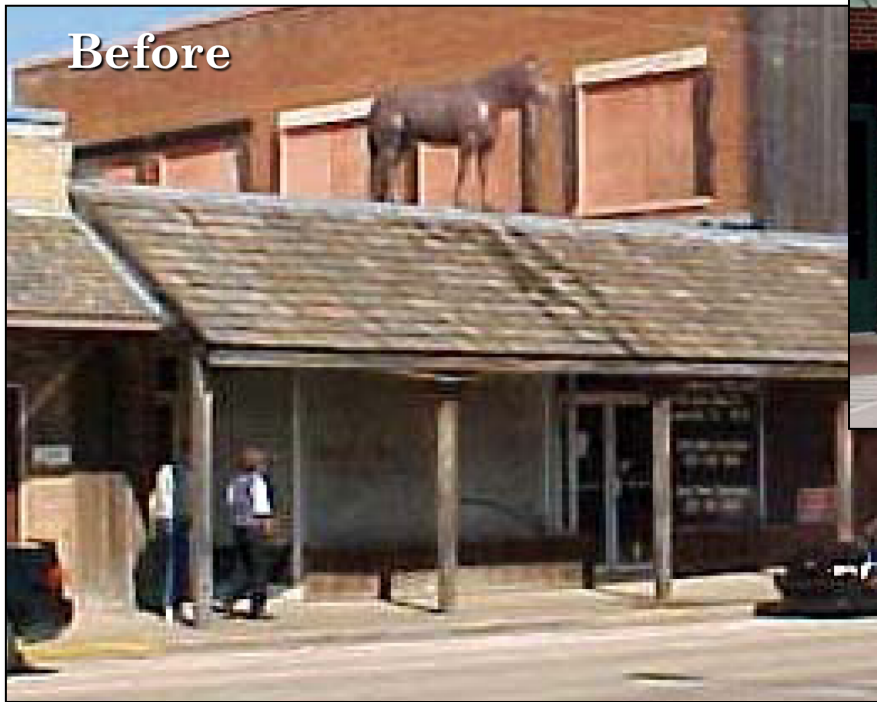
# Masonry Planning Policy: Lewisville, Texas

## Façade Grants



# Masonry Planning Policy: Lewisville, Texas

## Façade Grants







## OVERVIEW OF MPP BENEFITS

- Promote Community Fiscal Health
- Promote Community Safety in Severe Weather Events
- Promote Community Safety in Fires
- Promote Energy Efficiency
- Do Not Slow Growth
- Do Not Negatively Effect Homeowner Cost Burden



*“We build our cities  
first with words and  
then with bricks.”*

*—Winston Churchill*

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