

The Toolkit

Franklin County's LAND DEVELOPMENT ORDINANCE UPDATE



October 16, 2009

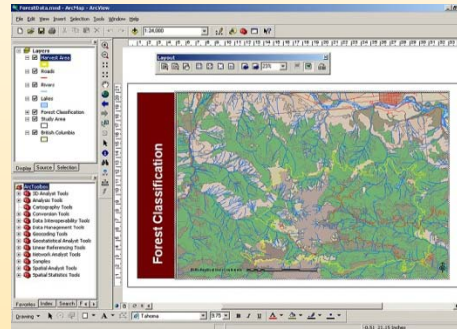
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In the News

Projecting residential demand, development potential, and cumulative impacts using GIS

Franklin County's land development ordinance update is taking advantage of cutting-edge mapping technology to understand the relationship between regulation and market demand.

Using GIS (Geographic Information Systems) and detailed census information, the County hopes to anticipate the demand for new housing and commercial development, along with the implications for jobs, services, and other community needs. This analysis will help the County to draft land development regulations that more accurately reflect the future demand for development, while recognizing the limitations of the land. Once the new ordinances are in place, this GIS analysis will help decision makers better understand the cumulative effects and impacts of each development project.



Most people associate GIS with mapping. The true power of GIS, it turns out, lies in the data that supports the graphic display. Maps are essentially a collection of shapes – points (addresses), lines (roads), and polygons (parcels). GIS works by assigning data to each of these shapes, allowing the user to sort the shapes by data type or intensity. Almost any form of data can be mapped.

The ordinance update project will use detailed population forecasts to project the future demand for housing by housing type – single-family, multi-family, owner-occupied, rental, etc. Projections related to income levels, age distribution, and other socio-economic factors will further refine the model to understand housing price-points and lifestyle demands.

It will then be possible to map this demand into geographically specific areas (Magisterial Districts, zip codes, Census tracts, etc.), based on past development trends and existing land availability. The model will determine how much land is needed in order to satisfy market demand. The goal of the project is to create regulations that take into account real-world demand and land capacity, and – where necessary – take steps to influence market demand.

The Project

Franklin County, Virginia, is currently updating its code requirements related to land use and development – commonly known as the Zoning and Subdivision ordinances. These ordinances help to guide growth and development by governing how land is used, arranged, and built upon. The ordinances play a vital role in protecting property rights by mitigating the potential impacts of development, and by establishing clear expectations for investment decisions.

The process of updating Franklin County's land development ordinances will take approximately two years, with intense public input and in-depth analysis of various growth management strategies.

Project Scope

The Land Development Ordinance Update consists of six phases or “tasks.”

- (1) **Project Initiation:** Identify critical issues; establish a Technical Advisory Committee to review assumptions and draft ordinance text.
- (2) **Demand/Capacity Analysis:** Analyze land availability, market demand, and the effects of regulation under various scenarios.
- (3) **Diagnosis:** Assess how the existing code is working; prepare a detailed outline for efficient and user-friendly code structure.
- (4) **Public Outreach:** Employ various and innovative approaches to maximize public input in all areas of the County.
- (5) **Recommendations:** Present a series of “best practices” for code development.
- (6) **Draft Ordinance Language:** Develop the code; solicit public comment; adopt and implement.

TAC appointments

The Board of Supervisors is forming a Technical Advisory Committee (TAC) to assist in the technical aspects of code development. The TAC will help analyze assumptions about the County's future growth potential, and will offer constructive feedback on the implications of various regulatory techniques. The TAC will represent a broad cross-section of the community, including neighborhood, agricultural, environmental, business and development interests.

The Board is scheduled to finalize TAC appointments at its October 2009 meeting. To date, more than three dozen citizens have been nominated to serve on the committee. Planning Staff recommends that all nominees be invited to serve, with TAC meetings scheduled to begin in November 2009.



Project Schedule

Task #	2009		2010				2011		Task Status
	3	4	1	2	3	4	1	2	
1. Project Initiation									90% complete; appointing TAC
2. Demand/Capacity Analysis									Underway
3. Diagnosis									Underway
4. Public Outreach									
5. Recommendations									
6. Draft Ordinance Language									

Meet the Consulting Team

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October 2009

Monday	Tuesday	Wednesday	Thursday	Friday
			1	2
5	6 BZA – 6:00 pm	7	8	9
12	13 PC – 7:00 pm	14	15	16
19	20 BOS – 1:30 pm BOS – 6:00 pm	21 Roanoke Regional Homebuilders Assoc. 8:30 am - Franklin Ctr.	22	23
26	27	28	29	30

November 2009

Monday	Tuesday	Wednesday	Thursday	Friday
2	3 Election Day	4	5	6
9 BZA – 6:00 pm	10 PC – 7:00 pm	11	12	13
16	17 BOS – 1:30 pm BOS – 6:00 pm	18	19	20
23	24	25	26	27
30				

