

Get the Right Results from Your “Silent Planners”

They’re sending signals that can affect your community’s growth. Be sure the signals are what you want.

Your “Silent Salesperson”—the website, brochure, advertising, or video you use to promote local growth—can quietly turn companies, developers, and real estate investors on to the value opportunities in your county, city, business district, or neighborhood.

But your land use controls and permit approvals, uncertainties, and delays may unnecessarily turn them *off*. And you may never know it happened.

Just as each of your town’s marketing materials quietly serves as your Silent Salesperson, your zoning, subdivision, sign, design review, historic preservation, and other land use codes quietly act as your Silent Planners.

Silent Planners can affect growth and job creation even if you don’t have an urban planner on staff. But not always in the way that you want.

Your Codes Send a Signal

Silent Planners can send a strong and sometimes inaccurate signal about your community’s politics and attitude toward development.

An expert can tell a lot about what may face builders or property owners in your town simply by analyzing these documents. Are they sending the signal you want to send?

Very often land use regulations were adopted decades ago by previous officeholders at the urging of planning consultants or staff who are no longer around. Their provisions may no longer work well. Today’s elected officials and business leaders may not even know what they mandate or prohibit.

Often many do not agree with what the old rules say and would not vote for them today. But these codes operate *independently* of what your planning commission, zoning board, or city council do. And there may be little you can legally do to provide relief.

It’s Good Management

So if you want to grow sales, jobs, or tax base, it can be good to do a Silent Planner Performance Review (SPPR).

Every good manager does performance reviews of staff every year. It’s not be-

cause employees are known to be falling short but because reviewing even the best workers is *good management*.

And it’s also important to evaluate how well those years-old Silent Planners are furthering *your* objectives *today*.

That’s a good reason to include Silent Planners in your performance reviews.

Answers You Need

Are your Silent Planner provisions:

More restrictive than they need to be?

Ill-suited to today’s development?

Hiding undesirable loopholes?

Overly complex--or too simplistic?

User-unfriendly and legalistic?

Are they too dependent on subjective interpretation? Do they create more work for your boards and staff by requiring too many variances? Are they better suited for a larger or different kind of community?

Do they boost building costs without compensating benefits? Do they need review for legal sufficiency (SPPR is not a legal review)? And do they encourage win-win outcomes for public and private sectors?

Making It Better

What you don’t evaluate, after all, you can’t improve.

John L. Gann, Jr. can personally do your SPPR. John has prepared all kinds of land use regulations in multiple states, gotten them adopted, and written extensively nationwide on land use control and business development.

Trained and credentialed as a city planner, he now emphasizes a win-win approach that protects the public without discouraging business and growth.

He’s prepared innovative and user-friendly regulations for cities large and small. And he knows the value of evaluation, having done for the International City/County Management Association the only manual on evaluating cities’ marketing programs.

The Payoff from SPPR . . .

Your SPPR will be useful to:

- Review dated codes
- See your rules as outsiders see them
- Analyze provisions before adopting
- Get a second opinion on a draft
- Set the specs for a code update
- Win support for regulatory reforms.

The SPPR will not correct identified problems, but will give you information for your own actions.

Get a Preview

Want a sample of what John can do? Contact him about his article “Robinson Replaces Underperforming Zoning With a Common Sense Code.”

. . . for Just a Small Investment

All of the benefits of an SPPR are yours for just a small investment.

For Places Under 50,000 population:

Zoning code	\$ 5,000
Subdivision ordinance	\$ 5,000
Unified development code	\$ 7,500
Preservation (landmark) code	\$ 3,000
Sign regulations	\$ 5,000
Design review provisions	\$ 3,000
Other	Will quote
Places 50,000 & over:	Will quote

25% due with order, balance within 15 days of delivery

Your SPPR comes to you by e-mail within 45 days of receipt and acceptance of your order.

But the SPPR is *only* for those who want to do even *better*. It’s not for those who dislike hearing about how things could be improved.

How well are your Silent Planners working for you—or against you? Now you can easily find out.

To order your SPPR, reach John at citykid@uwalumni.com. Get started now on making your Silent Planners work the way you want.