How Web GIS Changed the Modern Role of GIS in Today’s Planning Department

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Esri
A Modern Community Development Solution
Delivering a complete GIS for Planning and Community Development

- Develop Partnership with the Community
- Prioritize Resilience Planning
- Stimulate Economic Growth
- Support Long-Range Planning Initiatives
- Track and Evaluate Current Planning Projects
GIS is a System of Systems
System of Record for Community and Economic Development
ArcGIS Solutions | Industry-Specific Apps, Maps, and Tools . . . Extending Your GIS

Planning and Community Development Solution Components

- Encourage Orderly Growth
- Popular (500K Downloads)
- Extensive (450+)
- Open Source
- Fully Supported

Solution Configurations

- Preconfigured
- Ready to Deploy
- Technology
- Workflows
- Implementation
- Training
- Support

Rapidly Delivering Value . . . 
. . . Implemented by Users, Partners, and Esri
Field GIS | Taking ArcGIS Beyond the Office

- Collecting Data
- Coordinating Work
- Advanced Navigation
- Mapping and Markup

Connecting the Field with the Enterprise
System of Insight for Community and Economic Development
Community Analyst | Understanding your neighborhoods….allocating resources fairly.

- Access to 1700+ variables
- Business Search
- Service Areas
- Reports
- Infographics
Opening Location Analytics and Business Intelligence to Everyone.
ArcGIS Urban | Revolutionizing City Planning and Design

Transforming Planning Operations and Design

Enabling Smart Cities

Plans
Land Use
Zoning
Overlays

Indicators
Baseline
Suitability
Impact Models

Projects
Buildings
Infrastructure

Stakeholders
• Government
• AEC
• Real Estate
• Citizens
• NGOs

Create Planning Scenarios

Track and Evaluate Projects

Immersive

Visual, Analytic & Interactive

Report and Engage
Sharing ArcGIS Urban Across Organizations

- Share to a select stakeholders within the organization
- Specific Plans and Projects can be shared to the public
System of Engagement for Community and Economic Development
Ready to Use

Story Maps | Every planner has a story to tell...

- Over a Million Stories
- 3,000+ / Day
- Millions of Views / Week

Building Heights
Height Restrictions in DTC-100, Along Spokane Falls Boulevard

Benefits of Greenbelts

New York City Department of City Planning
East New York Neighborhood Plan

11. Bring Broadband Access to the IBZ

The City will bring affordable, high-speed broadband access to 250 businesses in the IBZ. The new broadband will greatly improve the reliability, capacity, and speed of internet and phone service.
A Smart System for Planning

• Gain high-level insight into planning activities
• Insure a data-driven approach to planning projects.
• Stay on the same page with planners, developers and the public.

Executive Office

• Visualize and Analyze Proposed Development
• Streamline Permitting and Review Workflows
• Develop and Model Land Use Scenarios
• Evaluate Buildout Analysis

Field Staff

• Conduct Code Enforcement & Site Inspections
• Review digital plans in the field.
• Optimize routing to multiple sites.

Public

• Be Informed about initiatives for Comprehensive Planning, Development Reviews, and Special Projects
• Access to purposeful open data
• Public Notification
• Project-Focused Public Surveys

Planners

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Develop Partnership with the Community

- Inform Public About Priority Initiatives for Comprehensive Planning, Development Reviews, and Special Projects
- Launch Open Data Portal & Encourage Public Input
- Establish Public Notification and Monitor Opinions
- Conduct Project-Focused Public Surveys
- Support Charrette Activities

Track and Evaluate Current Planning Projects

- Review, Visualize and Analyze Proposed Development
- Streamline Permitting and Review Workflows
- Support Digital Plan Submission
- Conduct Code Enforcement & Site Inspections
- Perform Land Use Inquiry and Assessment
- Measure Green Infrastructure Impact
- Report on Building Activity and Code Violations

Support Long-Range Planning Initiatives

- Establish Data and Plan Foundations
- Develop and Model Land Use Scenarios
- Generate Environmental Impact Analysis
- Evaluate 3D Buildout Analysis
- Modernize Zoning Ordinances
- Asset, Resource, and Quality of Life Assessment

Prioritize Resilience Planning

- Assess Conservation and Preservation Activities
- Manage Acute Shocks & Mitigate Chronic Stresses
- Support Economic Sustainability Planning
- Promote Social Equity & Healthy Communities
- Analyze Green Infrastructure Impact
- Blight Remediation & Neighborhood Stabilization
- Establish Measurable Indicators

Stimulate Economic Growth

- Support BRE Efforts
- Attract New Investments
- Promote Destination Branding
- Manage Community Events

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Key Takeaways

• The Web GIS pattern puts GIS functionality in the hands of non-GIS professionals.
• Web apps allow planners to be more proactive and data-driven in their efforts.
• Story Maps will be your best friend.
• 3D is no longer a luxury.
• It’s not about public notification. It’s about citizen engagement.
• Digital collaboration between departments and organizations is easy and secure.