

Win-Win: A New Way to Think About Zoning

After over 100 years, land use zoning by cities and counties is still controversial. And cases are still struck down by the courts.

What has fueled the controversy and prompted successful litigation against some of its uses has been its win-lose character. For the public to win, property owners and developers had to lose.

In its second century, land use control can become more of a win-win activity that endeavors to make winners of both the public interest and private property rights. That is the message of *Win-Win Regulation: A Concise Guide to Making Zoning Work for Everyone*.

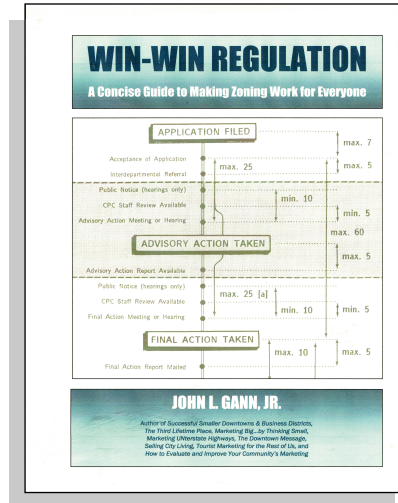
In its pages, John Gann says this can be done with new thinking about both the substance and the form of local land use ordinances in both large matters and small.

The substance involves rethinking what really needs to be regulated, what alternatives there are for doing that, and how rules can be made more flexible.

And rethinking the form can make regulations more user-friendly--easier to find, to read, to interpret, and to apply. The manual consists exclusively of illustrations of both from approved examples from real ordinances.

New Things You'll Know

- * Eight keys to Win-Win Regulations: p. 4
- * Three innovative ways to treat nonconformities: p. 6
- * The advantages of "rezoning in advance": p. 16
- * Are you regulating sign content without knowing it? p. 18
- * A remedy for approval delays: p. 12
- * Graphics to use; graphics to avoid: p. 26
- * Should your regulations be more colorful? p. 11



More Things to Think About

- * Sign face area: if you don't use it, you don't lose it: p. 19
- * Where to put numbers and frequently consulted verbiage: p. 24
- * A suburban village enjoys Reader's Digest zoning: p. 14
- * Controlling *all* signs by regulating only *three* types: p. 18
- * Unless you have a Playmate, avoid centerfolds: p. 25
- * Advantages of zoning for groups rather than uses: p. 14
- * Staff approvals of variances for homeowners: p. 11
- * Trading sign face area for extra height: p. 19
- * Two things to put on the top of an ordinance page: pp. 25 & 26
- * Zoning manufactured and stick-built homes the same: p. 15

New Ways, More Winners

There are new ways of thinking about zoning, subdivision control, sign regulation, historic area restrictions, and rules for mobile homes, billboards, drive-thrus, and "nuisance" land uses.

And new ways of thinking can help you create more winners.

John L. Gann, Jr. (citykid@uwalumni.com), President of Gann Associates, has prepared and gotten adopted municipal land use regulations of all kinds in multiple states. He created a unique four-code system to replace the antiquated zoning code of Cleveland, Ohio.

He developed and conducted two full-day public seminars on land use control. He has presented at conferences of state and national municipal and trade associations.

John wrote regular columns on sign regulation for two national trade magazines and has been published on land use control in national real estate and government publications.

John has a master's degree in city planning from the University of Wisconsin and served on the national Board of Examiners of the American Institute of Certified Planners.

What They Say About John

"The smartest decision on hiring a consultant that this City has ever made." *Philip S. Phillips, Law Director, City of Zanesville, OH*

"The most competent and responsive consultant with whom I have associated." *William Taylor, esq., Kincaid, Cultice & Geyer*

"He doesn't talk like a planner, nor does he think like one. He makes sense: he proposes stuff that just might work." *Dave Richardson, Editor, Barberton (OH) Herald*

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