FINDING COMMON GROUND
BRIDGING THE GAPS BETWEEN PUBLIC & PRIVATE SECTOR PLANNERS
DURING THE DEVELOPMENT PROCESS

NORRIS DESIGN
FINDING COMMON GROUND: BRIDGING THE GAPS BETWEEN PUBLIC & PRIVATE SECTOR PLANNERS DURING THE DEVELOPMENT PROCESS
WHAT WE’LL COVER

THIS IS A DISCUSSION ABOUT OVERCOMING OBSTACLES, MAKING PROGRESS AND LESSONS LEARNED DURING THE ENTITLEMENT PROCESS.
• The land development process
• Goals and priorities of the public and private sectors
• The importance of relationships
• Lessons learned
• Processes that work
THE PROCESS
THE PROCESS
WHAT ARE ENTITLEMENTS?

FORMAL  VS  INFORMAL
THE FIVE P's

- **PROJECT**
  » Clearly defined

- **PRIORITIES**
  » Understand the goals of both parties

- **PROCESS**
  » Beginning, middle and end
  » Legal requirements

- **PEOPLE**
  » Mutual respect, understand the perspective and roles

- **POLITICS**
  » Staff, public, clients, elected officials
WHAT PERCEPTIONS DO YOU HAVE?

PUBLIC SECTOR  VS  PRIVATE SECTOR
Ensuring the project meets the health, safety, and welfare of the public

Provides for economic growth at the time of completion and into the future

Meets the context and expectations of the community

Working with appointed and elected officials

Long-standing policies and regulations
Ensuring their vision is realized and approved
Monitoring project to not incur additional capital outlays throughout the entitlement process
Defined project budget
Preliminary due diligence and site planning
Designing to meet the needs and goals of the client
LESSONS LEARNED

DECIDING WHAT NOT TO DO IS AS IMPORTANT AS DECIDING WHAT TO DO

- STEVE JOBS
LESSONS LEARNED

IF YOU DON’T ASK, YOU CAN’T KNOW

» Make sure communication is clear and transparent

» Understand the goals of the developer, the organization, the community and various interest groups
CAN YOU HEAR ME NOW?

» When two people read the same code it can mean different things

» Be clear about standards and make sure everyone is on the same page

» Even the clearest codes are sometimes impractical

» Understand that there may need to be a give and take to achieve the entitlement goal

» Requests for modifications are not always based in the bottom line but assuring the project can be accomplished
DON’T BE LATE FOR THE BUS

» Deadlines
» Digital processes
THE STRUGGLE IS REAL

» They are going to show up
» They are going to surprise you with their perspective
» You are not alone
» Treat each idea and person with respect
» Repeat the comment, provide perspective
» Reinforce project realities
CALL ME... MAYBE?

» Narrative is powerful and there is no more powerful narrative than one that has profit built into it

» Avoid putting yourself between a developer and his goals

» Avoid putting the code between a developer and his goals

» Counter narrative with narrative — identity is powerful
LESSONS LEARNED

PLAYING WELL IN THE SANDBOX
INCENTIVIZING MUTUAL GOAL ACCOMPLISHMENT THROUGH THE DEVELOPMENT PROCESS

» Understand the realities of the pressures on both sides of the table

» Create a project that the public sector wants to embrace and is excited to complete

» Make the process fun
LOCAL GOVERNMENT PROCESSES

» Windsor | Development review process
» Lakewood | Development consultation
» Aurora | Pre-submittal meeting
THE TABLES ARE TURNED

WHEN THE PUBLIC SECTOR BECOMES THE DEVELOPER

» How does the code that you wrote become the code in your way?

» Perspective gained from being on the opposite side of the table
THE TABLES ARE TURNED
TAKE AWAY ITEMS

- Treat people with respect
- Understand the other person’s perspective
- Forge working relationships
- Communicate clearly and transparently