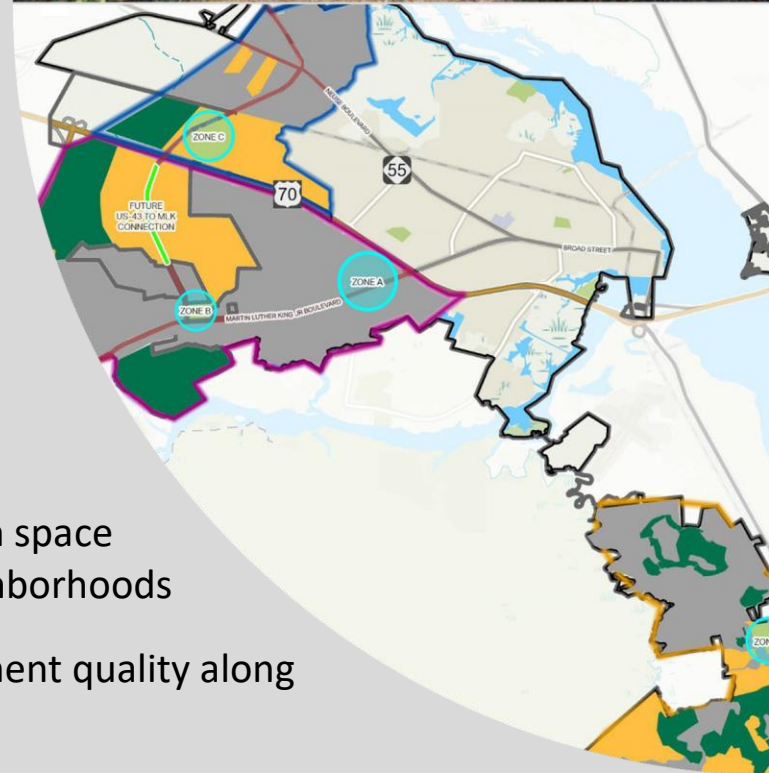# NEW BERN
## land use ordinance

## SUSTAINABLE DEVELOPMENT STRATEGIES

- Green stormwater infrastructure
- Mandatory LID in large parking lots
- More landscaping requirements for non-residential development
- Increase open space requirements (and lot size flexibility)
- Exclude elevation below BFE from maximum height
- Flood area density transfer
- Incentives for sustainable development features
- Reforestation options

## GRAPHIC COMMUNICATION STRATEGIES

- Dimensional schematics for each district
- Illustrated rules of measurement (setbacks, encroachments, height, standards)
- Precedent imagery for districts and standards
- Illustrations of community character
- Annotated photographs of what to do/what not to do
- Consistent graphic theme
- Native-format originals provided to City staff
- Procedural flowcharts

LEGEND
- **A** Primary Facade
- **B** Recess
- **C** Projection
- Primary Facade Plane

36" maximum
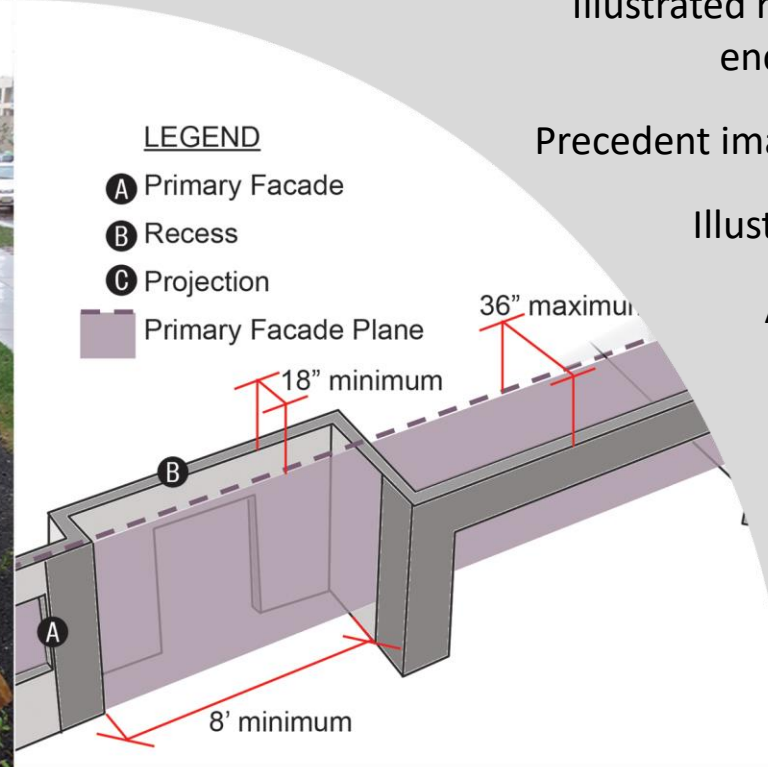18" minimum
8' minimum

## COMMUNITY CONNECTION STRATEGIES

- Unified regulatory framework that protects differing City contexts
- Street and parking lot connection requirements
- More thoughtful utility extension provisions
- Blend pedestrian and open space standards to connect neighborhoods
- Raise the bar for development quality along commercial corridors
- Convert commercial districts to mixed-use districts

## INCREASED HOUSING STRATEGIES

- Broader range of housing types, including small lot / small size & live/work options
- Short-term rental standards
- New residential standards to address compatibility while allowing for more uses by-right
- Density incentives for following single-family residential design guidelines
- Conservation subdivision option in areas served by public sewer
- Density incentives for inclusion of deed restricted housing

# innovation

**What does CodeWright do differently?**

**We relentlessly pursue innovation**. Our current code is better than our last one and we are driven by the desire to make the next code our best code.

**We think about how a code will be provided** before we start drafting – color, layout, format.

**We prepare detailed annotated outlines** of new codes to create more opportunities for discussion and exploration before drafting starts.

**We use incentives and flexibility** to create win/win outcomes for applicants.

**We use a uniform procedural structure** to ensure predictability for applications.

**We track legislation** to find new ways to maintain legal sufficiency.

**We provide pro bono work and continuing services.** We stick around after adoption to learn what worked and to help fix what did not work.
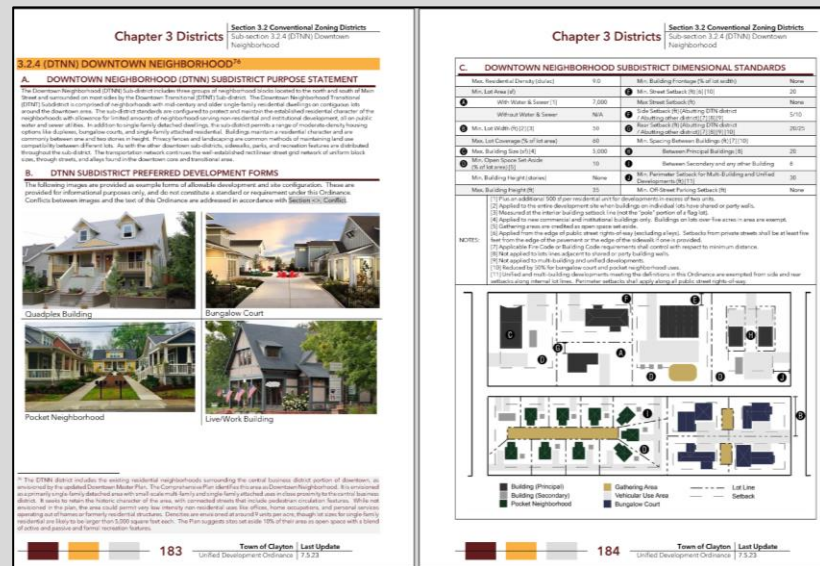
# engagement

**Code updates require unique engagement strategies – how do we approach them?**

**Approach to engagement**
Code projects are technical and require an approach targeted to the type of audience. We are firm believers in multiple iterations of review and discussion of deliverables throughout the process.

**Audiences and methods of engagement**
Differing audiences require different engagement methods. Examples include:
• The public - Public forums, webpages, zoning map workshops, and office hours.
• Staff –Document review and discussion, status updates, and the Basecamp platform for internal project management.
• Elected and appointed officials – Assessments, presentations, and work sessions.
• Development community –Testing, steering committee, and office hours.

**Additional tools for engagement**
We create unique branding for each project. Branding is used for meeting announcements and websites.
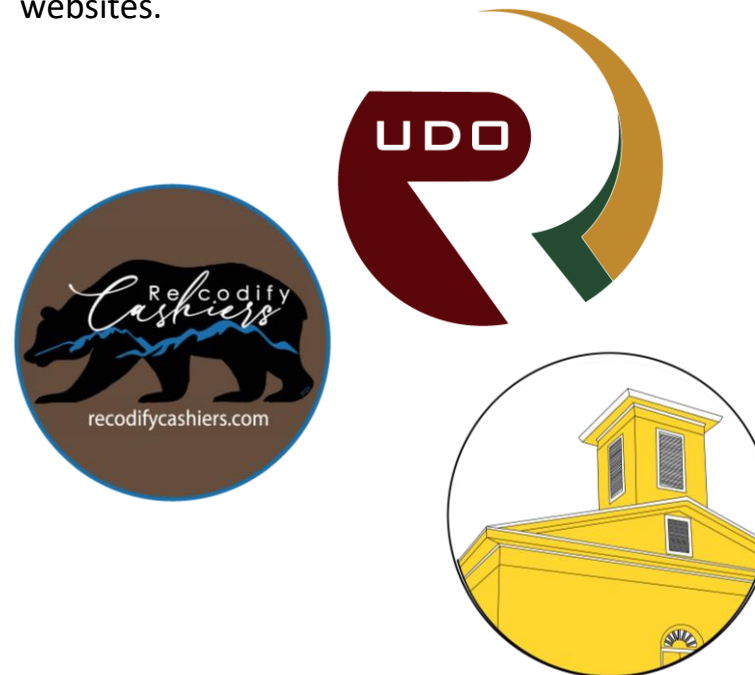
# 'wright' sized

**We are a small firm by design – here's why:**

**Value: We are stewards of finite resources**
• Project budget goes to drafting, graphics and outreach, not management or administrative overhead.
• Project budget goes to paying for an expert, not training one.
• We view learning as part of our compensation.
• We focus on work product quality, not billable hours.

**Specialists: Code drafting is our core practice**
• We focus on regulations instead of other disciplines.
• We spend a lot of time thinking about how to write better codes.

**Flexibility: We have more autonomy to adjust course**
• It is easier for us to adjust the work program or pivot as the needs of the project evolve.
• Because we are small, we can focus on getting the work done instead of contract amendments.

**Personal attention: More time with principals**
• Clients have direct access to seasoned professionals throughout the project.
• More time to discuss ideas and possibilities.

**30**
Founder's Experience

**50**
Clients Served

**28**
Codes Adopted

**15**
North Carolina Codes Adopted

**7**
Continuing Services Communities