



## ArcGIS Urban and the Role of Visualization in Community Engagement

COG Planning Directors Meeting

June 16, 2023

# Community Engagement Approach



## Who? Audience

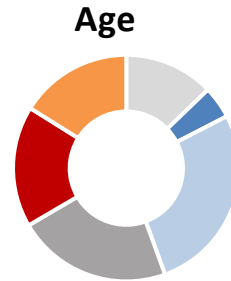
- Members of a specific community
  - Residents
  - Stakeholders
  - Local businesses
- Population demographics

## How? Methods

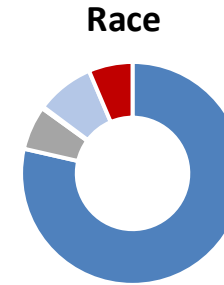
- Innovative methods and tools
- Partnerships with community organizations
- Staff training
- Digital, in-person, & targeted engagement

## What? Outcomes

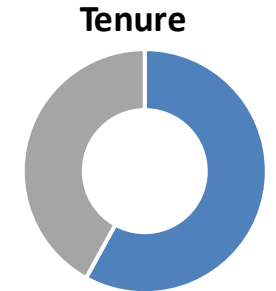
- Quantitative & qualitative metrics
- Public input and feedback



- Under 18 (12.8%)
- 18-24 (4.6%)
- 25-34 (27%)
- 35-49 (22.1%)
- 50-64 (17.3%)
- 65+ (16.1%)



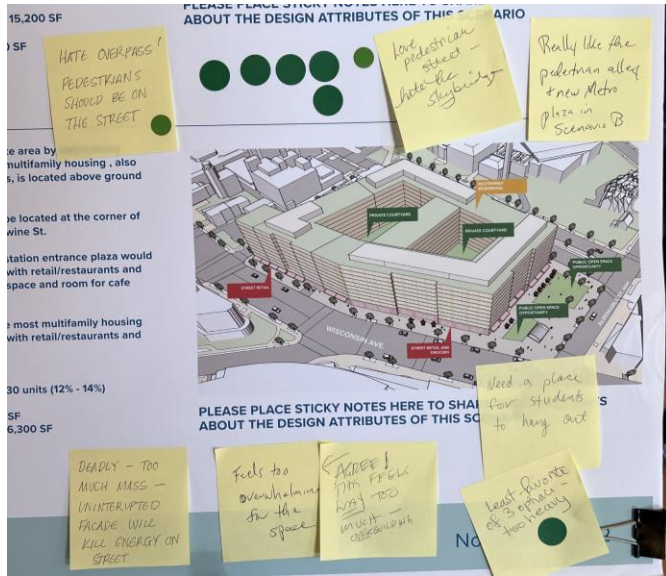
- White (77.5%)
- Black or African American (6.3%)
- American Indian (0.25%)
- Asian (8.3%)
- Two or more races (6.3%)



- Homeowner (58%)
- Renter (42%)



# Community Engagement



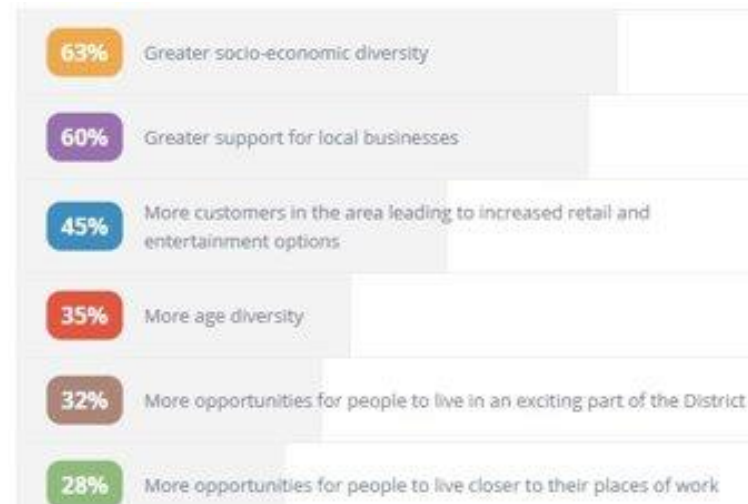
Presentation Boards



Facilitated Conversations



Group Conversations

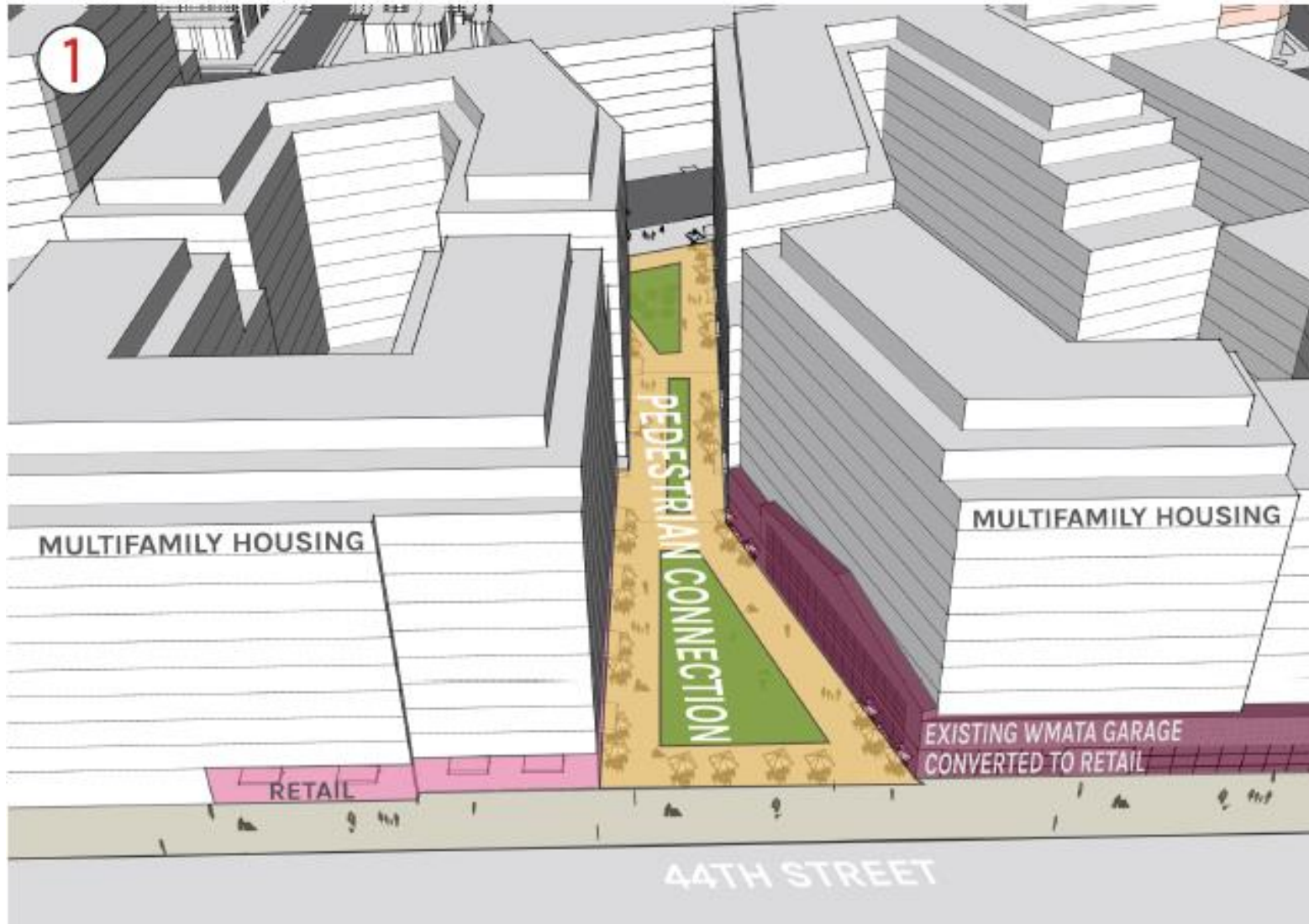


Online Surveys



Pop-up Community Events

# Visualizing Planning Policies and Initiatives



**Massing diagrams (Sketchup):**  
To generate alternative development scenarios, assess zoning, and evaluate impact of building configurations within surrounding context  
*(Wisconsin Ave Development Framework)*

# Visualizing Planning Policies and Initiatives



**Computer-generated renderings (Sketchup and Adobe Creative Suite):** Illustrate future conditions that give a more realistic view with building materials and streetscape conditions. *(Connecticut Ave Development Guidelines)*

# Visualizing Planning Policies and Initiatives



## Hand color renderings (Hand Sketch):

Apply architectural elements, materials, and streetscape characteristics to create a more textured visualization of the look and feel of a place.

*(Congress Heights Small Area Plan)*

# Visualizing Planning Policies and Initiatives



## Site plan studies

**(ArcGIS Map, Sketchup, and Adobe Creative Suite):**

Illustrate overall long-term vision within neighborhood context. Site plans show how buildings are situated within their lots and how they relate to the street and public spaces.







*(Chevy Chase Small Area Plan)*

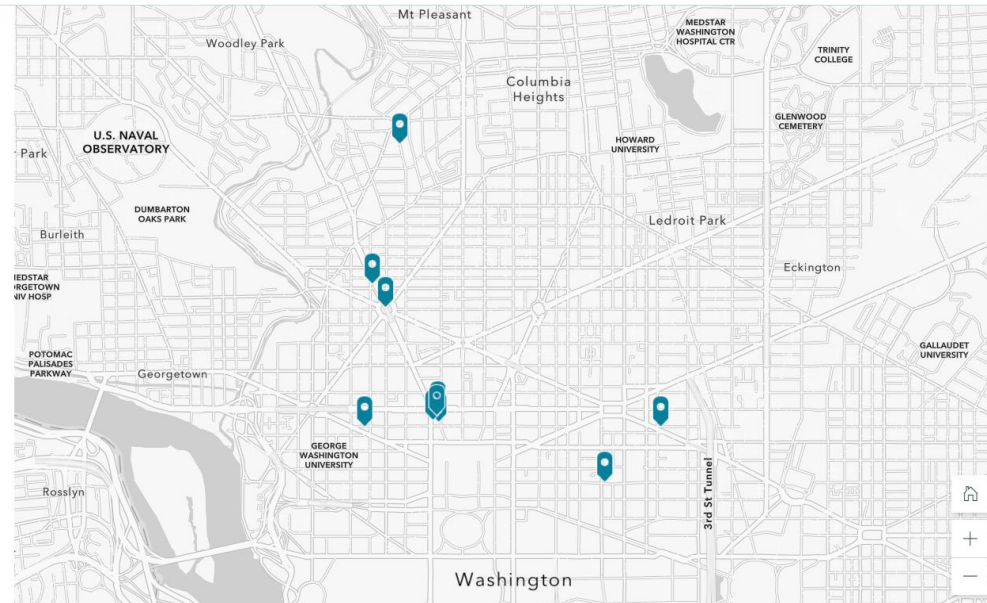
# Visualizing Planning Policies and Initiatives



## Streets for People

Check out the locations of 2022 programs!

-  **GLDN+ Sounds**  
A free six-week lunchtime music series that will be held on Wednesdays starting May 25. Sounds will feature...
-  **ArtWalk Dupont**  
Join us each month for a gallery walk, live music, and lots of fun as we celebrate the arts!
-  **Pop of Spring**  
Enjoy LIVE music, video game consoles, anime movie screenings and #SoMuchMore from April 8-17, 2022, a...
-  **Tunes in the Triangle**  
Grab a blanket and join friends and family in Milian Park (499 Massachusetts Avenue) every Wednesday in...
-  **GLDN+ Cinema**  
Cinema is a free outdoor movie series that is hosted by the Golden Triangle BID. Everyone is invited to enjoy...
-  **GLDN+ Trifit**  
Bring your mat and water bottle, and make TriFit your healthy happy hour! Join us in Farragut Square every...



## ArcGIS StoryMaps:

Easy to navigate website that can provide a description of a project or initiative and uses maps and images to locate certain relevant information such as events or focal points.

*(Streets for People Program)*



# ArcGIS Urban Deployment for the District



**Another tool in the toolbox:** The Office of Planning continues to look for innovative ways to increase community participation and improve our communications around planning and land use policy.



- MU-27
- MU-3A
- MU-4
- MU-5A
- MU-7B
- R-10
- R-11
- R-12
- R-13

Integration of datasets into the ArcGIS Urban Model

# ArcGIS Urban in Land Use Planning and Design



Modeling massing scenarios and assessing outputs such as yield of household units.



Households

360

Market Rate Units

292

Affordable Units

68

# Looking Ahead



## Value added by ArcGIS Urban:

- Enables visual comparison of different development scenarios and their impacts
- Demonstrates the implications of alternatives to residents in a dynamic way, in place of static images which were previously the norm
- Displays design options with more detail and context

## The Office of Planning will continue to integrate ArcGIS Urban into our planning practice through:

- Maintenance of the ArcGIS Urban data
- Building staff expertise
- Analyzing land use and development scenarios for place-based plans such as the Nannie Helen Burroughs Small Area Plan and Ivy City Small Area Plan

# Knowledge Sharing



1. How has your jurisdiction integrated ArcGIS Urban and ArcGIS CityEngine into its planning analysis?
2. What has been the greatest benefit to integrating these tools?
3. If you have not yet deployed ArcGIS Urban, what are the primary hurdles?