



## SUBMISSION FORM

All submission forms must include the following information. Separate submission forms must be turned in for each eligible program. **Deadline: Friday, April 3, 2026.** Please include this submission form as the first page of your electronic entry. Contact [Gage Harter](#) with any questions.

### PROGRAM INFORMATION

County: \_\_\_\_\_

Program Title: \_\_\_\_\_

Program Category: \_\_\_\_\_

### CONTACT INFORMATION

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Department: \_\_\_\_\_

Telephone: \_\_\_\_\_ Website: \_\_\_\_\_

Email: \_\_\_\_\_

### SIGNATURE OF COUNTY ADMINISTRATOR OR DEPUTY/ASSISTANT COUNTY ADMINISTRATOR

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Signature: \_\_\_\_\_

# ZOMod Conversion Map Interactive Viewer

## Summary

The ZOMod Conversion Map Interactive Viewer was developed to support Chesterfield County's comprehensive Zoning Ordinance Modernization (ZOMod) initiative by giving the public a clear, accessible way to understand how each of the County's **149,456 parcels** would convert from legacy zoning categories to new districts. Readily showcased on the County's website, the viewer provided an authoritative, publicly accessible tool where anyone could compare current and proposed zoning ordinances, view associated standards, and explore Conditional Use Planned Development (CUPD) layers in a single location.

Built with ArcGIS Experience Builder, the viewer unified complex spatial and regulatory datasets into a straightforward, **plain-language interface** designed for all users, including those with no technical background. Residents and staff could easily search for parcels, interpret zoning conversions, and identify regulatory implications with minimal effort. Because zoning classifications and CUPD case layers were updated monthly for more than six months, the project required disciplined data management workflows, cross-departmental coordination, and rigorous quality assurance.

By offering this **information transparently online**, the viewer reduced staff workload, improved public engagement, and provided a reliable reference tool for hearings, community interactions, and internal decision-making. The project demonstrates how complex land-use modernization can be translated into an intuitive, resident-friendly digital resource, and it serves as a scalable model for other localities undertaking similar zoning transformation efforts.

# Project Narrative

## Problem, Challenge, and Situation Faced by the Locality

Chesterfield County undertook a major zoning modernization effort to update outdated zoning regulations. While policy revisions were essential, helping the public understand **parcel-specific zoning conversions** was a central challenge. With **149,456 parcels** affected, residents needed a way to compare current zoning, future zoning classifications, and conditional use planned development cases without navigating multiple systems.

Data changed frequently as ZOMod was refined. **Both zoning classifications and conditional use planned development (CUPD) cases layers were updated monthly** for six months. Staff spent significant time performing parcel-level checks, and many public inquiries required cross-checking multiple systems to verify impacts. A consolidated, easy-to-understand solution became essential for transparency and operational efficiency.

## Innovation: Turning Complex Zoning into a Clear Digital Experience

The ZOMod Conversion Map Interactive Viewer introduced innovations that addressed long-standing barriers in zoning communication:

- **Unified zoning visualization** of parcels, current zoning, future zoning classifications, and conditional use planned development cases layers in a single tool.
- **Plain-language design** to ensure understandability for non-technical users.
- **Monthly update workflows** for evolving zoning data—an essential innovation for maintaining authoritative accuracy.

- **No-code/low-code platform implementation** using ArcGIS Experience Builder for quick iteration without costly development.
- **Integrated quality assurance**, including schema validation, spatial checks, and targeted parcel review.

These innovations transformed highly technical zoning data into a clear, accessible digital experience.

## **Partnering and Collaboration**

The viewer's success relied on strong collaboration:

- **Planning** defined zoning schema, conversion logic, and authoritative content.
- **GIS** integrated datasets, validated spatial accuracy, and maintained monthly updates.
- **Community Development Division departments** provided insights into common public questions.
- **Communications** crafted messaging, FAQs, and outreach materials including a public video.
- **Project leadership** ensured alignment and effective coordination.

Public training materials included:

- "How to Use the Map Tool" guide: <https://online.encodeplus.com/regs/chesterfieldcounty-va-zomod/page/how-to-use-map-tool>

- Public information video:

<https://www.youtube.com/watch?v=6wPlgKJHu7c&list=PLqg9bZPO08ucJP9RxvTb6qvZSyj1cO8BH&t=1s>

# **Implementation**

Implementation followed an organized, adaptable workflow:

**1. Requirements & Discovery** Stakeholders collaboratively defined essential data and UX components.

## **2. Data Integration**

Parcel geometry, current zoning, future zoning classifications, and conditional use planned development cases were consolidated. Monthly updates ensured continuity and accuracy.

## **3. Viewer Configuration**

Built in Experience Builder with a focus on clarity, accessibility, and ease of navigation.

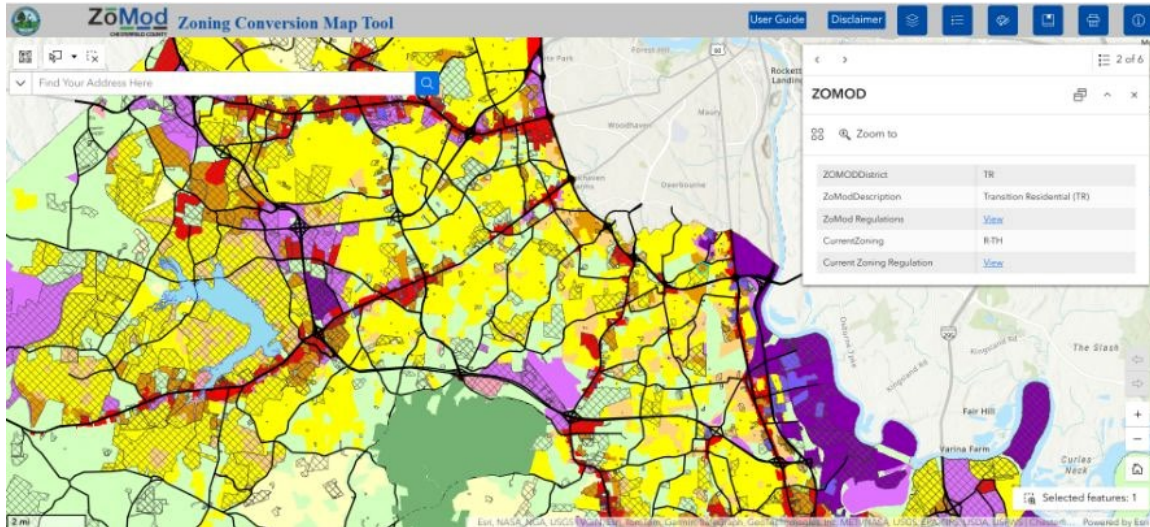
## **4. Quality Assurance**

Data was validated through schema checks, spatial integrity review, and parcel-level spot-checks.

## **5. Communication & Training**

Staff received training; residents were supported with online guides, a public video, and meeting demonstrations.

## Example View of the Tool (at time of public release)



(The included screenshot depicts a digital zoning map with color-coded parcels, a search bar, a panel listing parcel zoning attributes, and standard map navigation elements.)

## Financing and Staffing

The project was delivered entirely using existing County resources:

- Existing ArcGIS licensing eliminated new software costs.
- Experience Builder reduced the need for external contracting or custom coding.
- Internal staff across Planning, GIS, Community Development, and Communications carried out all work.

### Teams:

- **Project Lead:** Requirements, coordination, and stakeholder alignment.
- **GIS Analysts:** Data integration, spatial validation, and monthly updates.
- **Planning Staff:** Zoning interpretation and schema definition.

- **GIS Specialists:** Experience Builder configuration, UX testing, and accessibility review.
- **Communications Team:** Public messaging, FAQs, and meeting materials.

## **Results**

The viewer delivered clear, measurable benefits:

- **Staff experienced a substantial reduction in repetitive inquiries** after launch because residents could answer many of their own questions using the self-service viewer.
- **Questions that previously required 10–15 minutes**—often involving cross-checking several systems—**could be answered in under 2 minutes** with the consolidated map.
- Staff reported that using a single authoritative tool **improved accuracy and consistency**, especially during public meetings.
- The tool **supported strong public engagement**, with significant traffic during hearings and community discussions.
- The structured update process, involving **six months of monthly zoning classifications and conditional use planned development case layers update**, enhanced internal data governance practices beyond the ZOMod project itself.

## **Replicability and Lessons Learned**

Key practices that other jurisdictions can adopt:

- Prioritize plain-language UX to make zoning understandable to all residents.
- Use platform-based GIS tools to avoid costly development.

- Build update/QA pipelines early for evolving policy data.
- Ensure early collaboration across planning, GIS, community development, and communications.
- Standardize datasets to enable seamless parcel and development standard overlay layers integration.

## **Conclusion**

The ZOMod Conversion Map Interactive Viewer transformed complex zoning modernization into a clear, accessible experience for both staff and the public. By unifying parcel data, current zoning, future zoning classifications, and conditional use planned development case layers—and maintaining monthly updates—the County delivered a transparent, user-friendly tool that improved operational efficiency and strengthened public trust. The viewer also became a critical resource for elected and appointed officials, enabling them to quickly answer site-specific questions and address constituent issues with accuracy and confidence. The project serves as a replicable model for jurisdictions seeking to modernize zoning and make policy changes understandable for the communities they serve.