

Abstract

CREATIVE PROJECT: The Resident's Guide To Development In Lexington, Kentucky:

Enhancing Public Engagement In The Development Planning Process

STUDENT: Meghan Jennings

DEGREE: Masters in Urban and Regional Planning

COLLEGE: R. Wayne Estopinal College of Architecture and Planning

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In order to foster informed engagement and meaningful input within Lexington, Kentucky's development planning process, educational materials for the public to learn about the foundational concepts of development planning are needed. This research will create an engaging, graphic-based guide for the public to learn about Lexington's development planning process, called, *The Resident's Guide to Development in Lexington*. Using engaging graphics and approachable narrative, this resource will review the purpose development serves, regulations it abides by, and standards it must meet. Accompanying this guide is a write-up highlighting public education as an integral component to successful public engagement within the development planning process. This research's context will be explored through a review of Lexington's recent history with public engagement within planning processes. A literature review will lay the foundations of this project by reviewing the methods and processes of public participation and graphic communication. Utilizing five comparable projects as guides and inspiration, the details of the graphics and narrative for the final project will be established.

Keywords: public engagement, public participation methods, planning communication, development planning, graphic communication, Lexington, Kentucky