




ONE-DAY WORKSHOP ON EVALUATION COMPONENTS OF PLANNING ADVOCACY REPORTS

Organized by: The Association of Town Planning Consultants of Nigeria
(ATOPCON)

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INTRODUCTION

- Welcome distinguished professionals, ATOPCON members, and government officials. Today we want to explore the Evaluation Component of Planning Advocacy Reports (PAR) as a strategic tools to justify the approval or rejection of development proposals.
- **Today's Focus:**
 - Understanding the definition and purpose of a PAR
 - Examining evaluation criteria and best practices
 - Supporting sustainable urban growth through effective planning advocacy

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IMPORTANCE OF PLANNING ADVOCACY

- Planning advocacy ensures development projects align with planning regulations, environmental standards, and public needs. It prevents haphazard growth and promotes community welfare.
- **Key Benefits:**
 - **Regulatory Compliance:** Adherence to laws and planning policies
 - **Sustainable Development:** Promote balanced economic growth, health, safety and environmental sustainability.
 - **Conflict Resolution:** Mitigating disputes between stakeholders (Developers, affected communities and Government agencies)
 - **Public Interest Protection:** Safeguarding community welfare (Affordable housing and job creation)
 - **Risk Mitigation:** Minimizing infrastructural and environmental hazards (Erosion, Flooding, etc.)

PLANNING ADVOCACY REPORT (PAR)

- A Planning Advocacy Report (PAR) is a professional document prepared by a town planner, planning consultant, urban development expert to evaluate whether a development proposal should be approved or rejected.
- **Key Aspects:**
 - Provides technical justification based on data-driven analysis
 - Advocates for or against a project based on professional analysis
 - Assesses legal, environmental, social, and economic impacts of the proposal
 - Guides government agencies decision-making with evidence-based recommendations

ROLE OF TOWN PLANNERS IN PAR

Technical Justification

- ✓ Conducting site analysis and feasibility studies
- ✓ Ensuring compliance with zoning and planning regulations
- ✓ Assessing environmental, traffic, and social impacts of a development


Stakeholder Engagement

- ✓ Organising stakeholders meetings, community consultations, and public hearings.

Balancing Interests

- ✓ Negotiating between government agencies, developers, and communities
- ✓ Advocating for equitable and environmentally responsible development

Presentation

- ✓ Defending reports during government hearings and addressing technical queries
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CRITERIA FOR EVALUATING A PAR

Government agencies use several key criteria when evaluating a PAR:

Legal & Policy Compliance	Alignment with planning laws and zoning regulations
Site Suitability	Compatibility with surrounding land uses and infrastructure
Socio-Economic Impact	Considerations like job creation and community services
Infrastructure & Public Services	Adequacy of roads, power, and waste management
Environmental & Sustainability Factors	EIA, climate resilience, and environmental quality
Traffic & Transportation	Potential for congestion and alternative transport options
Community Engagement	Level of stakeholder involvement and response
Design & Aesthetics	Urban integration and heritage preservation
Economic Feasibility	Financial viability, funding sources, and timelines
Smart City Integration	Use of digital tools, GIS, and energy efficiency

Structure of a Planning Advocacy Report for Maximum Impact

An effective PAR should be clearly organized into the following

sections:

Cover Page	Project title, Planner's name, Submission date.
Executive Summary	Overview with key findings and recommendations.
Project background & description	Purpose, location, size and necessary permits.
Policy & Regulatory Context	Applicable laws, zoning codes, planning policies, government approvals and permits required.
Site Analysis & Feasibility Study	Detailed study of the topography, soil conditions and existing Infrastructures as well as accessibility.
Impact Assessment	Evaluation of environmental, social and economic effects with mitigation strategies.
Conclusion & Recommendation	Final project stance and suggested actions.

BEST PRACTICES FOR PRESENTATION

When presenting a PAR, ensure clarity and professionalism by:

- ✓ Using clear, concise language
- ✓ Supporting arguments with data, maps, and visual aids
- ✓ Being prepared to answer technical and policy-related questions
- ✓ Maintaining a neutral, Fact-based, and evidence-driven approach

LESSON LEARNT

In today's session, we covered:

- ✓ The definition, purpose and structure of Planning Advocacy Reports
- ✓ The critical role of town planners in preparing and defending PARs
- ✓ The key criteria used by government agencies in evaluation
- ✓ Best practices for presenting advocacy reports

Thank you for your participation. Please feel free to ask any questions or share your insights.

CONCLUSION

In conclusion, we, as town planners, hold a **pivotal responsibility** in shaping the future of our cities and communities. A well-prepared **Planning Advocacy Report** is not just about seeking project approvals; it is about **ensuring that urban development is sustainable, compliant with regulations, and beneficial to society**

THANK YOU
