

Using smart growth and sustainable community approaches across regions

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U.S. EPA's Office of Sustainable Communities

Smart growth and sustainable community approaches across regions

- Multiple requests to EPA's Office of Sustainable Communities:

- Training and education on SG and SC approaches

- Today:

- An overview of these approaches
- Broad strategies for rural/small towns
- Tools and guidance developed
- Messaging these approaches

- Need feedback

- What's relevant for your work?
- What should we add?



What is a smart growth or sustainable community?

- Opportunity and choice
- Affordable housing
- Fair development decisions
- Wise public investments
- Protecting working lands and open space
- Transportation choices
- Healthy communities
- Places for people

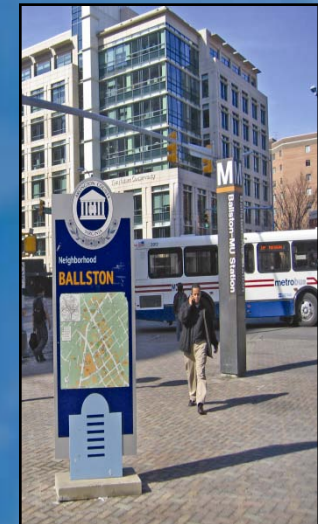


Introduction: Does this work?

What Is a smart growth or sustainable community?

A Sustainable Community is an urban, suburban or rural community that has more housing and transportation choices, is closer to jobs, shops or schools, is more energy independent and helps protect clean air and water.

- Balances economic and natural assets to meet the diverse needs of residents now and in the future
- Uses resources efficiently
- High quality of life attracts residents and businesses



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What Does it Look Like?

- Compact, walkable neighborhoods
- Transportation options within neighborhood and to the region
- Range of housing types
- Mix of uses — housing, offices, stores, schools, parks, etc.



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Two Examples

Could use any number of examples here

- Lancaster County, Pennsylvania
- Cotton District, Starkville, MS



Benefits of Sustainable Communities

- Economic benefits: Creating competitive jobs
- Environmental benefits: Protecting our air, land, and water
- Health benefits: Helping people lead healthier lives

Question: Are these the right arguments to make?
Here and following slides?



Economic Benefits

The Challenge:

- High unemployment rates
- Mortgage and foreclosure crisis
- Changes in the US economy (post-industrial / agriculture)
- Expensive infrastructure to serve suburban fringe development
- Transportation costs

The Opportunity:

- New businesses on America's Main Streets
- Better transportation options to connect workers with job opportunities
- Revitalizing neighborhoods and communities
- Reduced household / energy / transportation costs
- Utilizing infrastructure already in place

Saves Local Governments Money

Compared to the status quo, smart growth:

- Costs less to build and maintain;
- Provides services at a lower cost;
- Reduces maintenance costs by directing spending to existing infrastructure;
- Reduces tax burden by maximizing return on public Investment;
- Preserves existing communities;
- Reduces household transportation costs;
- Reduces health costs.

Saves local governments money

- In general, higher density and mixed use returns far more per acre than lower density and single use
- Specifics depend on local tax regimes
- Sarasota, FL
 - Pop 370,000 in county, 50,000 in city
 - Downtown mixed-use yields 3-100x more property tax per acre than big-box retail
- Asheville, NC
 - Population 70,000
 - Wal-mart returns \$50k/acre in property+sales tax
 - Downtown yields \$330k/acre in property tax alone



Promotes Economic Growth

- Attracts private investment
- Attracts employers and workers
- Supports small businesses
- Improves access to jobs
- Increases property values
- Provides greater stability in times of economic uncertainty and rising energy costs
- Responsive to demographic shifts



Silver Spring, MD:

Green Tape Removes Barriers to Investment Downtown

- Silver Spring, MD created a “Green Tape Zone—where the “red tape” typical of the planning process was reduced—to facilitate downtown redevelopment.
- \$1.4 billion private investment
- 800,000 square feet of office space and 2700 residences
- 1500 new jobs during first phase of redevelopment (2000-2005).

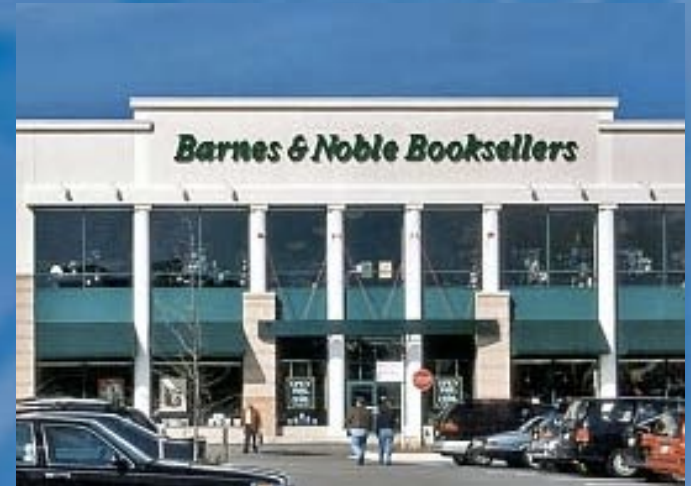


Smart Growth Delivers More People

Rockville store

A tale of two book stores:

- Bethesda store anchors a walkable downtown shopping area. Rockville store is in a strip mall.
- The Bethesda store earned **15% more** than Rockville in one year and made **20% more per sq. ft.**
- People stay longer, spend more and are more likely to hang out in Bethesda.



Bethesda store

Environmental Benefits

The Challenge:

- Loss of open space and wildlife
- Air and water pollution
- Increase in automobile use
- Climate change

The Opportunity:

- Protecting open space, natural habitats, and wildlife
- Encouraging compact development and infill projects that utilize existing infrastructure
- Reducing runoff by protecting green space and utilizing green stormwater techniques such as porous surfaces
- Reducing greenhouse gases and VMT by creating walkable communities and transportation options

Benefits of Sustainable Community Approaches

- They reduce emissions:
 - An EPA funded study found that more compact development along with complimentary pricing strategies could reduce CO2 emissions by 18-24% by 2050.*
- They reduce water demand:
 - Households use 60% of the public water supply in the U.S. Green building practices can reduce household water use by 20%.
- They encourage brownfield cleanup and redevelopment:
 - The GAO estimates there are 425,000 brownfields sites nationwide.
 - Redevelopment helps preserve open space and maximizes investments in existing infrastructure.

*Source: Moving Cooler, July 2009.

Public Health Benefits

The Challenge:

- High obesity rates
- Significant health care costs
- Polluted water and air
- Lack of transportation options, especially for seniors
- Impact on low-income communities
- Dangers of driving

The Opportunity:

- More walkable, healthier neighborhoods
- Reduced emissions and improved air quality
- Transportation options for all ages
- Reclaim abandoned, hazardous lands
- Make walking and biking safe, convenient, and comfortable

Benefits of Sustainable Community Approaches

- They create more walkable, healthier neighborhoods:
 - People in walkable neighborhoods are 7% less likely to be obese.
 - In Minneapolis, greenhouse gas savings from walking and biking equal shifting 12% of vehicles to hybrids.*

* The Short Trip with Big Impacts: Walking, Biking, and Climate Change August 2007.

** US EPA unpublished modeling analysis, 2004.

*** Summary report of the Atlantic Steel, 1999.



Compared with conventional development, Atlantic Station, a 139-acre redevelopment in midtown Atlanta, delivered significant regional environmental improvements:

- Avoided 20 million cu/ft of runoff ***
- Protected 100+ acres of development ***
- Residents travel half as much as the regional average – 13.9 vs. 33.7 miles/day ****

How are Development Patterns Shaped?

- Many influences
- Government policies and investments
 - Local
 - Regional
 - State
 - Federal
- Developers
- Private landowners
- Economic, demographic, and cultural trends
 - Gas prices
 - Aging baby boomers
 - Increasing interest in walkability and proximity to destinations

How deep is the dive here? Point: “Zoning” and “Regulation” are small parts and there are many influences.

Local Government: The Primary Land Use Decision Maker and Communities can choose to grow in particular ways

- Where are public and private investments made, including:
 - Federal
 - State
 - Local
- Private investments often follow catalytic public investments
- Communities can make these investments achieve multiple goals

Are we escaping the “zoning” and “regulation” frame?

The State Role

- Every state is different
- State statutes determine which planning tools are available to localities
 - Impact fees, incorporation and annexation, conservation easements, inter-jurisdictional planning
- States structure taxes and provide credits for certain activities
- States create environmental and other regulations
- States distribute some federal funds
- Some states take a more direct role in setting land use priorities or planning standards

Worth a deeper dive?

The Federal Role

- Local governments make decisions about development patterns, but the federal government can influence land use through policy & spending
- Allocates funding to states, regions, and communities for housing, transportation, other infrastructure, environmental protection
 - Decides who this funding will go to, what types of projects it can be spent on, etc.
- Sets policy priorities that are reflected in programs, regulations, and investments
- Try as it might, (history tells us) Federal gov't priorities are not always community priorities and programs are often not flexible

Market trends, consumer preference, and developer decisions

- Market Acceptance
- Valuing the New Urbanism (Eppli & Tu. 1999.)
 - 13% price premium for Kentlands, 1995 - 1997
- Updated paper by Eppli & Tu, 2007
 - Kentlands, Lakelands, and 20878 zip code
 - 4,744 resales between 1997 - 2005
 - Kentlands 16.1% price premium
 - Lakelands 6.5% price premium
 - 1997-2005 year-over-year:
 - Kentlands - sustained premium
 - Lakelands - sustained and growing (9.5% between 2002 - 2005)



Source: EPA White Paper: Market Acceptance of Single-Family Housing Units in Smart Growth Communities. Mark Eppli, Charles Tu. 2007.

Premiums for urbanism and density

- Urban SFD versus Suburban SFD: 100 – 150%
- Urban infill condo units versus Urban SFD: 40%
- Urban infill condo units versus Suburban SFD: 51 – 200%

- Case study markets (2007):
 - Denver and Highland Ranch
 - Seattle and Kirkland
 - New York City and Westchester County
 - Detroit and Birmingham



Demographics and Market Demand



- At least 1/3 of potential homebuyers prefer walkable, compact communities
- Millennials and baby boomers, the two largest demographic cohorts, are particularly interested in these places
 - More than 2/3 of households today have no children living at home
 - By 2050, almost 3/4 of households will have no children living at home
- *Emerging Trends in Real Estate* annual report consistently identifies these neighborhoods as top investments

EPA's Office of Sustainable Communities

- Agency mission: Protect public health and the environment
- The way we use our land influences public health and the environment
- OSC's work:
 - *Changing the conversation*
 - *Changing the rules*
 - *Helping the willing*



HUD-DOT-EPA (and sometimes USDA) Partnership for Sustainable Communities section.

A New Federal Approach

- HUD, DOT, and EPA created the Partnership in June 2009
- Goal is to coordinate investments and align policies to support communities
- Meet multiple economic, environmental, and social objectives with each dollar spent

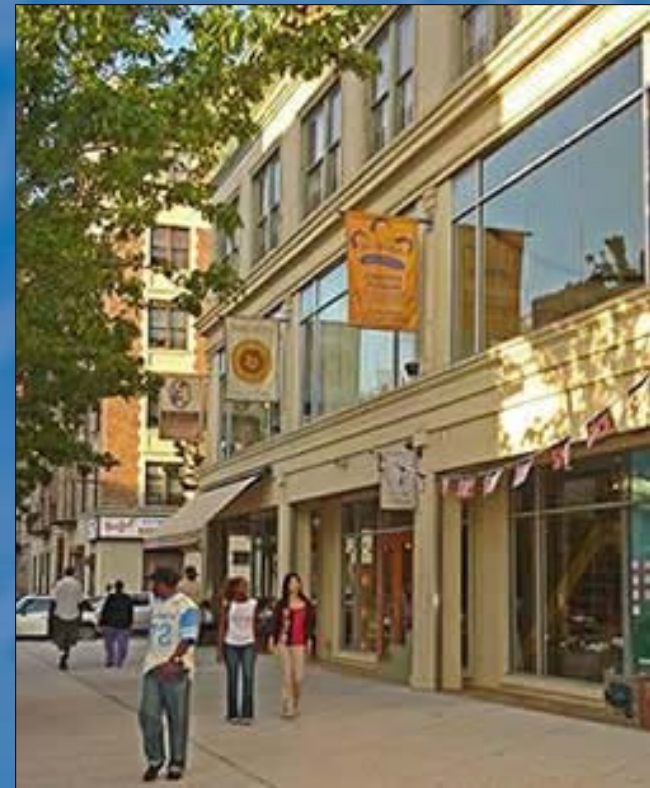
“By working together, [HUD, DOT, and EPA] can make sure that when it comes to development—housing, transportation, energy efficiency—these things aren’t mutually exclusive; they go hand in hand. And that means making sure that affordable housing exists in close proximity to jobs and transportation. That means encouraging shorter travel times and lower travel costs. It means safer, greener, more livable communities.”

--President Barack Obama



The Partnership's Guiding Livability Principles

- Provide more transportation choices.
- Promote equitable, affordable housing.
- Increase economic competitiveness.
- Support existing communities.
- Leverage federal investment.
- Value communities and neighborhoods.



The Livability Principles in the Rural Context (Partnership work group in collaboration with USDA)

- Enhance economic competitiveness.
 - Leverage unique natural & land-based resources to raise rural standard of living.
- Support existing communities.
 - Direct investment to towns, villages and historic Main Streets and preserve the surrounding landscape.
- Provide more transportation choices.
 - Take advantage of towns' compact, mixed-use designs and locations along major corridors to renew intra- and inter-community transportation options.
- Promote equitable, affordable housing.
 - Revitalize & diversify aging housing stock to attract and retain residents at all stages of life.
- Value communities and neighborhoods.
 - Conserve and build upon unique and historic features like downtowns, Main Streets, barns, and iconic rural landscapes.
- Coordinate policies and leverage investment.
 - Federal investments are extremely influential, and must support community goals and be coordinated across agencies. Support communities' efforts to plan/codify goals.

Could go real deep here: talking about programs/funding, etc...

Rural regions/small towns and smart growth/sustainable communities context

Challenges Facing Rural Communities

- Fewer farms and farmers
 - Although there is a growing interest in farming
- Loss of forest and other natural and working land
- Some communities are growing, some are shrinking
 - Rapid growth at metro edges
 - Shrinking population in some communities
- Limited access to jobs, services, and transportation
- Limited planning capacity

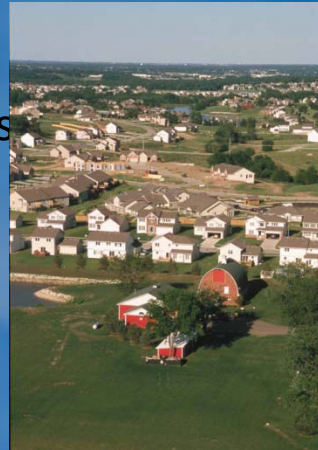
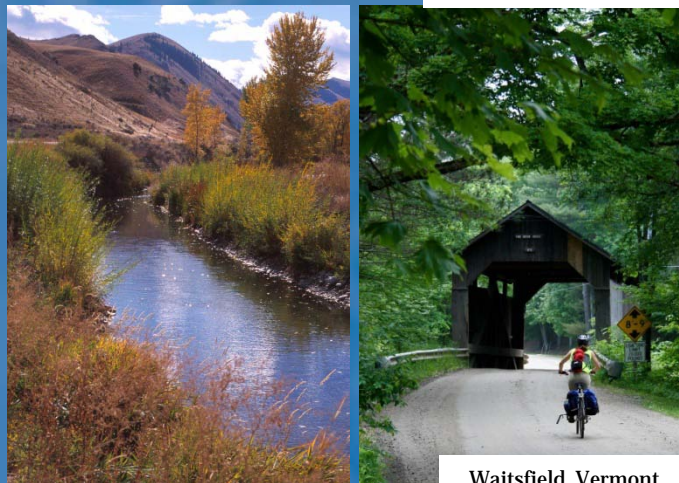


Photo Credits (top to bottom, left to right): NRCS, NRCS, EPA

A Response to Rural Challenges: smart growth and sustainable communities



Skaneateles, New York



Waitsfield, Vermont

- Development that provides:
 - Choices for where to live and how to get around
 - A stronger, more resilient economy
 - A safer, healthier place to live
 - Opportunities to protect the things that you love about the place you live (farmland and open space, natural beauty, sense of community, etc.)

What's Changing in Rural America Today

Seneca Rocks, West Virginia: Seneca Motor Company Building (top);
U.S. Forest Service Seneca Rocks Discovery Center (bottom)



- Economy, culture, transportation has changed
- Some rural communities are growing rapidly, others are declining
- Clearly a need for economic diversity and a need for expanded choice for where to live, how to get around, where to work

So what does smart growth mean for a rural community?

When you've seen one rural community...
you've seen one rural community.



Vienna, Maryland





Crested Butte, Colorado
Photo Credit: Clark Anderson







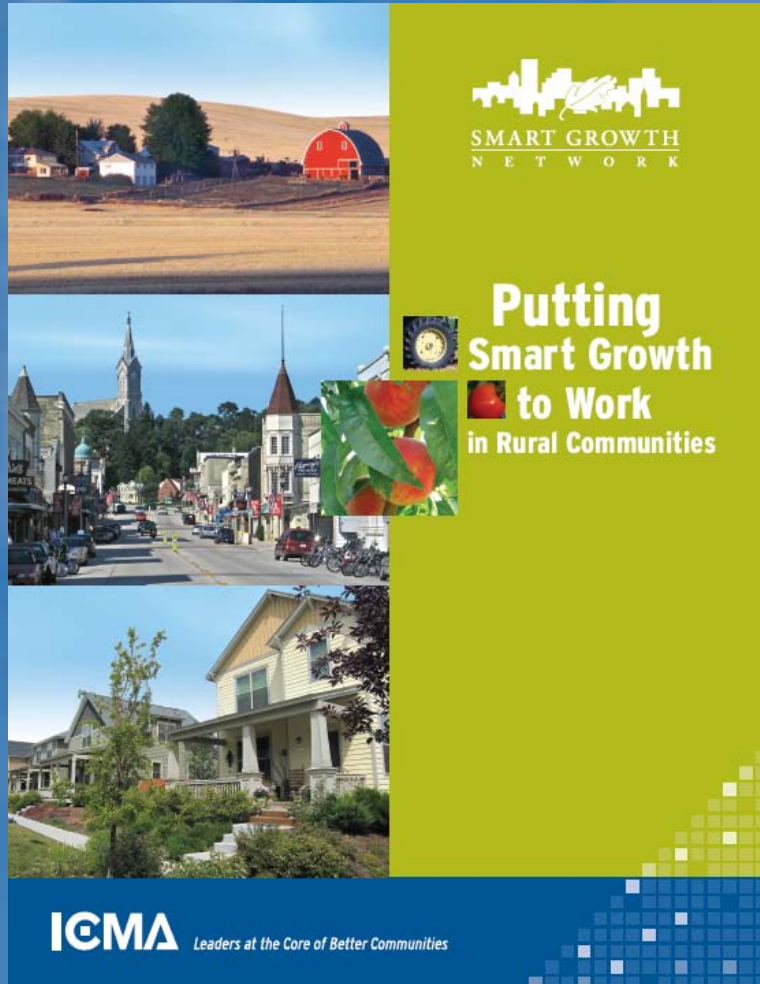
Fiddlers Festival in Berlin, Maryland
Photo Credit: Worcester County





A New Publication:

Putting Smart Growth to Work in Rural Communities



- Partnership between the U.S. EPA and ICMA – a Smart Growth Network publication
- Lays out a framework for rural communities and small towns seeking to implement smart growth
- Set of tools, case studies, and resources

How to Grow and Maintain Rural Character: Three Broad Goals

1. **Support the rural landscape** by creating an economic climate that enhances the viability of working lands and conserves natural lands.
2. **Help existing places thrive** by taking care of assets and investments such as downtowns, Main Streets, existing infrastructure, and places that the community values.
3. **Create great new places** by building vibrant, enduring neighborhoods and communities that people, especially young people, don't want to leave.



Staunton, Virginia



National Forest in Colorado

Would an audit tool based on this be helpful?

(Photos: Flickr trip photo.com, left to right): EPA, NRCS, NRCS



Photo courtesy of Jeff Speck, NEA

Smart growth in a rural community: How could it work in the landscape?

1. Support the Rural Landscape

- Creating an economic climate that enhances the viability of working lands and conserves natural lands is the first step
- Strategies, tools and policies that support this goal include:
 - Right to Farm policies
 - Agricultural zoning
 - Renewable energy development



Country Store in Vermont



Peach Farm in Delaware



Wind Turbines in Iowa

Strategies, Tools, and Policies

GOAL 1: SUPPORT THE RURAL LANDSCAPE

Strategy	Tools & Policies	
1.a. Ensure the viability of the resource economy in the region	<ul style="list-style-type: none">• Use value taxation• Tax credits for conservation• Right to farm policies	<ul style="list-style-type: none">• Renewable energy development• Value-added farm and forest products processing• Ecosystem services markets
1.b. Cultivate economic development strategies that rely on traditional rural landscapes	<ul style="list-style-type: none">• Purchase of development rights• Conservation easements	<ul style="list-style-type: none">• Fee simple acquisition• Agritourism and ecotourism
1.c. Promote rural products in urban areas and support other urban-rural links	<ul style="list-style-type: none">• Direct marketing to consumers• Government purchase of local products	<ul style="list-style-type: none">• “Buy local” campaigns
1.d. Link rural land preservation strategies to great neighborhoods	<ul style="list-style-type: none">• Transfer of development rights• Priority funding areas	<ul style="list-style-type: none">• Agricultural, ranching, or forestry zoning• Rural home clustering

Could do a deeper dive here

Supporting the Rural Landscape: Direct Marketing of Rural Products



- Communities can help support the rural economy by promoting rural products in urban areas, like this Farmers' Market in Ithaca, NY.
- Other strategies include:
 - Community Supported Agriculture (CSA)
 - Agritourism
 - Value-added farm and forest products processing

Supporting the Rural Landscape: TDR and Priority Funding Areas



Farm in Montgomery County, Maryland



Silver Spring, Maryland

- Transfer of development rights policies and priority funding areas can direct growth to desired locations while protecting important working and natural lands, like in Montgomery County, Maryland (pictured here).

Supporting the Rural Landscape: Investing in the Farm Economy

- Yolo County, California is a largely agricultural county on the edge of a major metro area, important for local and state agricultural economy.
- Pursued farmland preservation through:
 - Marketing of locally grown and organic produce (“Capay Valley Grown”)
 - Right to farm ordinance
 - Land trust involvement in conservation efforts



2. Help Existing Places Thrive



- Communities can help their downtowns, Main Streets, and other existing places to thrive through:
 - Fix-it first policies
 - Rehabilitating existing structures, like schools
 - Incentives to encourage infill and brownfield redevelopment
 - Updated zoning ordinances and development codes that support compact, walkable development

Strategies, Tools, and Policies

GOAL 2: HELP EXISTING PLACES THRIVE

Strategy	Tools & Policies	
2.a. Invest public and private funds in existing places	<ul style="list-style-type: none">• Fix-it-first• Historic Preservation and the Main Street Approach• Parks and natural resource areas as destinations	<ul style="list-style-type: none">• Streets and streetscape improvements• Targeted new development
2.b. Encourage private sector investment	<ul style="list-style-type: none">• Infill development incentives• Overcoming barriers to infill	<ul style="list-style-type: none">• Redevelopment readiness certification• Split-rate tax
2.c. Build on past community investments	<ul style="list-style-type: none">• Adaptive reuse	<ul style="list-style-type: none">• School rehabilitation
2.d. Foster economic development in existing downtowns	<ul style="list-style-type: none">• Local business survey	<ul style="list-style-type: none">• Business recognition program

Could do a deeper dive here

Helping Existing Places Thrive: Historic Preservation



- Renovating existing buildings, like the James Dean House in Rosemont, New Jersey, can help preserve a community's historic assets.

Helping Existing Places Thrive: Streetscape Improvements

Before



After



- **Future Scenario**



3. Create Great New Places

- When building new neighborhoods, they should be vibrant, enduring places where people want to live.
- Strategies, tools, and policies that can help create great new places include:
 - Community visioning and policy alignment
 - Designating growth areas and areas for preservation
 - Recognizing developers that build great places



Keene, New Hampshire

Strategies, Tools, and Policies

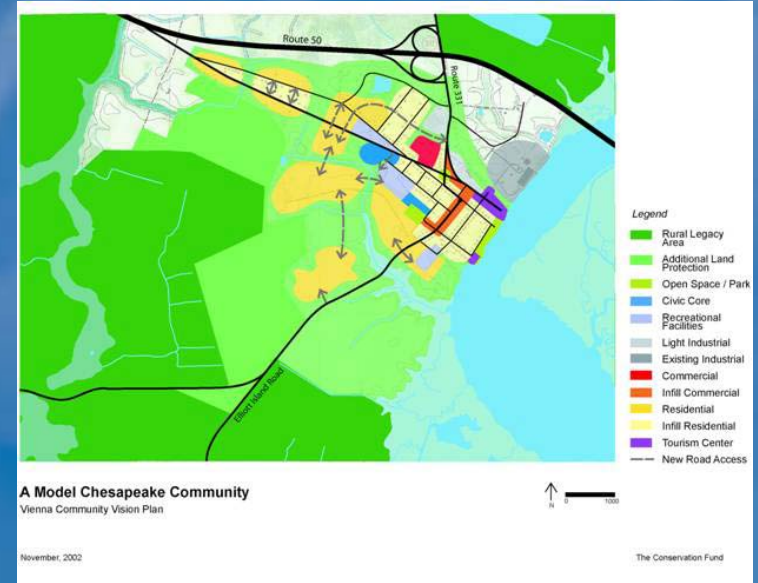
GOAL 3: CREATE GREAT NEW PLACES

Strategy	Tools & Policies	
3.a. Update strategic and policy documents to accommodate new growth through compact and contiguous development	<ul style="list-style-type: none">• Visioning• Places worth preserving• Designated growth areas	<ul style="list-style-type: none">• Infrastructure grid and transportation options• Distinctive local character
3.b. Reform policies to make it easy for developers to build compact, walkable, mixed-use places	<ul style="list-style-type: none">• Policy alignment• Walkability• Parks and open space• Traditional neighborhood development• Form-Based Codes	<ul style="list-style-type: none">• Context-sensitive design• Green street design• Low-impact development
3.c. Recognize and reward developers that build great places using smart growth and green building approaches	<ul style="list-style-type: none">• Smart growth recognition programs	<ul style="list-style-type: none">• Green building

Could do a deeper dive here

Creating Great New Places: Comprehensive Planning in Vienna, Maryland

- New places – build places where people, especially young people, want to live.
 - Compact, walkable, mixed-use
 - Historic connection
 - Form is part of the rural paradigm of places
 - Places where young people can stay (or return) and older residents can age in place
- Vienna, Maryland created a community vision plan and got their codes in order to attract this type of development.



Creating Great New Places: Fostering Transportation Options



- Bozeman, Montana has created a fixed-route bus system (Streamline) to serve students, faculty, commuters, enhancing the viability of downtown.
- Provides a great example of a fixed-route bus system that has thrived, even with small population.

The Bottom Line for Rural Communities to Consider

- Assess current conditions (best assets, key challenges)
- Engage in a collaborative visioning process
- Develop and implement policies to achieve that



Berlin, Maryland



Sonoma County, California



Cumberland, Maryland

EPA's Office of Sustainable Communities: Working in Rural America

- Active in many rural communities
- Governors' Institute workshops include rural focus – Montana, Wyoming, Arizona, New Mexico, Iowa, and North Carolina
- Rural guidebooks:
 - *Putting Smart Growth to Work in Rural Communities*
 - *Essential Smart Growth Fixes for Rural Planning, Development and Zoning Codes* (upcoming)
- Rural focus moving forward:
 - Smart Growth Achievement Awards: Rural development category
 - Partnering with USDA Rural Development



Coming in September 2011

Building Federal Support for Sustainable Rural Communities

Partnership for Sustainable Communities



In collaboration with the U.S. Department of Agriculture



Focus on Building Blocks Program

- This section reviews the EPA Building Blocks Program including the process for delivering the assistance and the modules used in the work. As this Program is a work in progress, input and feedback is appreciated.

Specific EPA Funding and Investments:

Sustainable Communities Building Blocks Program:

- Provides quick, targeted technical assistance to communities using a variety of tools that have demonstrated results and widespread application.
- This technical assistance will help selected local and/or tribal governments to implement development approaches that protect the environment, improve public health, create jobs, expand economic opportunity, and improve overall quality of life.



Denver Housing Authority is partnering with the Nature Conservancy to increase public access to waterfronts in distressed communities.

For the Sustainable Communities Building Blocks Program,

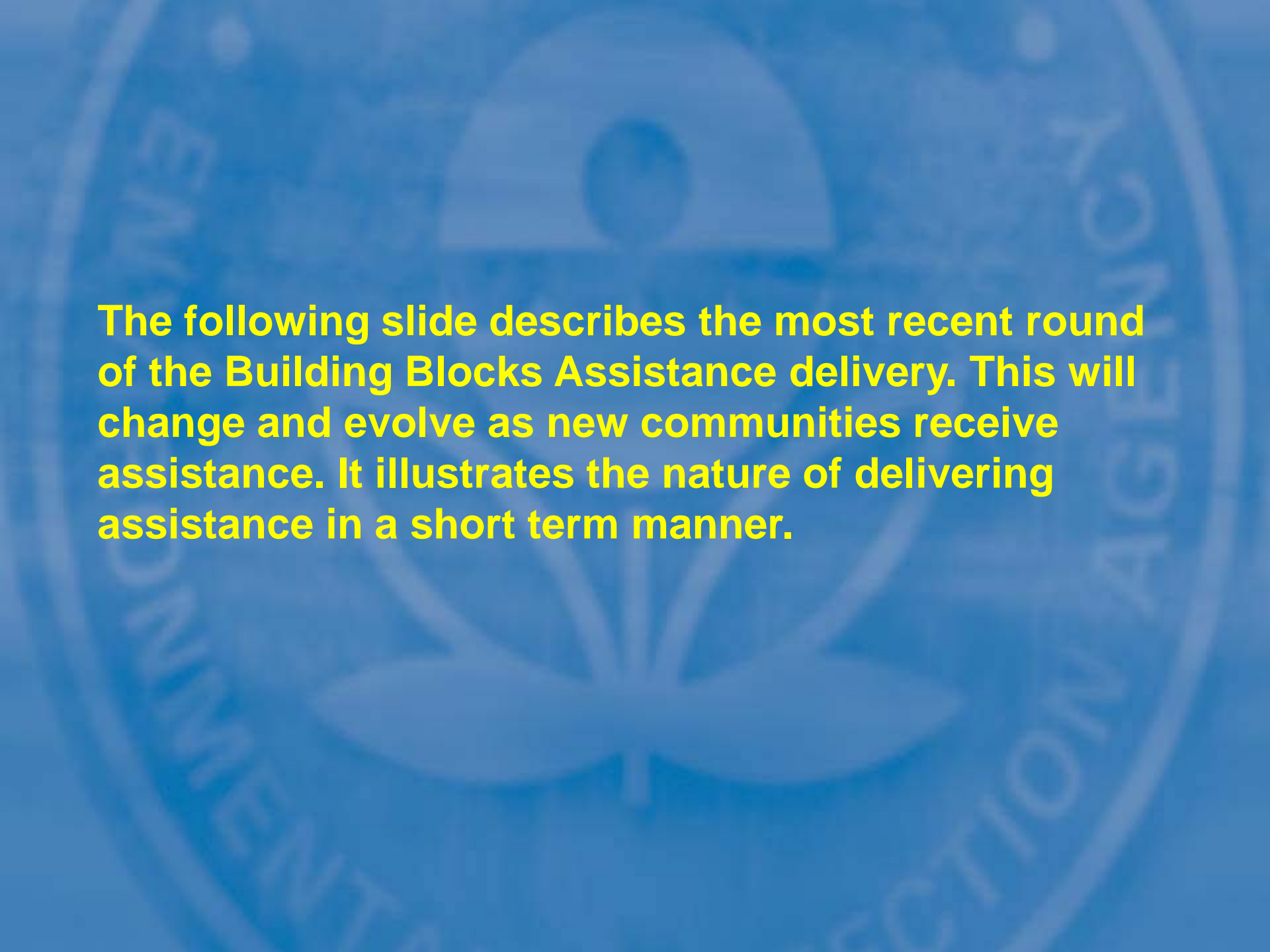
a tool

is defined as tool is body of materials, that could include, but not limited to an agenda, presentations, exercises, formatted in a manner so that a group can have a facilitated discussion around a series of inputs and outputs. Ideally, a tool shall have some process or mechanism by which data or information is analyzed resulting in an output of potential next steps for policy change. A tool is not just a series of presentations, but rather an action oriented process.

Eight Tools Offered to 30 communities (first round)

1. Walkability Audits
2. Sustainable Land Use Code Audit
3. Rural and Small Town Code Review
4. Economic and Fiscal Health
5. Complete Streets
6. Sustainable Design and Development
(Green Building)
7. Preferred Growth Areas
8. Linking Land Use to Water Quality



The background of the slide features a large, faint, light blue watermark of the Department of Education logo. The logo is circular, with the words "DEPARTMENT OF EDUCATION" around the perimeter. In the center is a stylized sun with rays and a lotus flower below it.

The following slide describes the most recent round of the Building Blocks Assistance delivery. This will change and evolve as new communities receive assistance. It illustrates the nature of delivering assistance in a short term manner.

The background of the slide features a large, faint, circular watermark of the Department of Education seal. The seal contains a stylized sun with rays and a flower-like design at the bottom. The words "DEPARTMENT OF EDUCATION" are visible around the perimeter of the seal.

This next section features two tools that have been developed by the Building Blocks Program. Both illustrate the elements of a successful tool development process. These might change depending on the issues of the audience.

Preferred Growth Areas:

What Objectives Can
Targeted Smart Growth
Achieve?

- Compact community design
- Strengthen + direct development towards existing communities



Preferred Growth Areas:

Making Smart Growth Work – Exercise 1

Please Identify on the Provided Cards Three Smart Growth Values, Constraints, Opportunities and Tools. Provide Specific Examples for your Community

VALUE: High Quality Work Force Housing

*Develop High
Quality
Options*



CONSTRAINT: Sensitive Resource Areas

*For the May
River*



OPPORTUNITY: Housing Density 5.3 Du/Ac

*Near
Downtown*



TOOL: Unified Development Ordinance / Code Updates

*Add Smart
Growth
Incentives in
Our Update*



Preferred Growth Areas:

Making Smart Growth Work – Exercise 2 Please place your values, constraints and tools on the following board. Please locate and target your smart growth opportunities on the following map

EXERCISES 2 + 3

INSTRUCTIONS | Exercise 2: Place your top Values, Constraints and Tools notecards on the board below.
Exercise 3: Using the map pins provided, tack your Opportunities notecards on the appropriate area of the Framework Map.

VALUES

House High Quality Work Force Housing

House High Quality Work Force Housing

TOOLS

Land Development Ordinance - Land Use Map

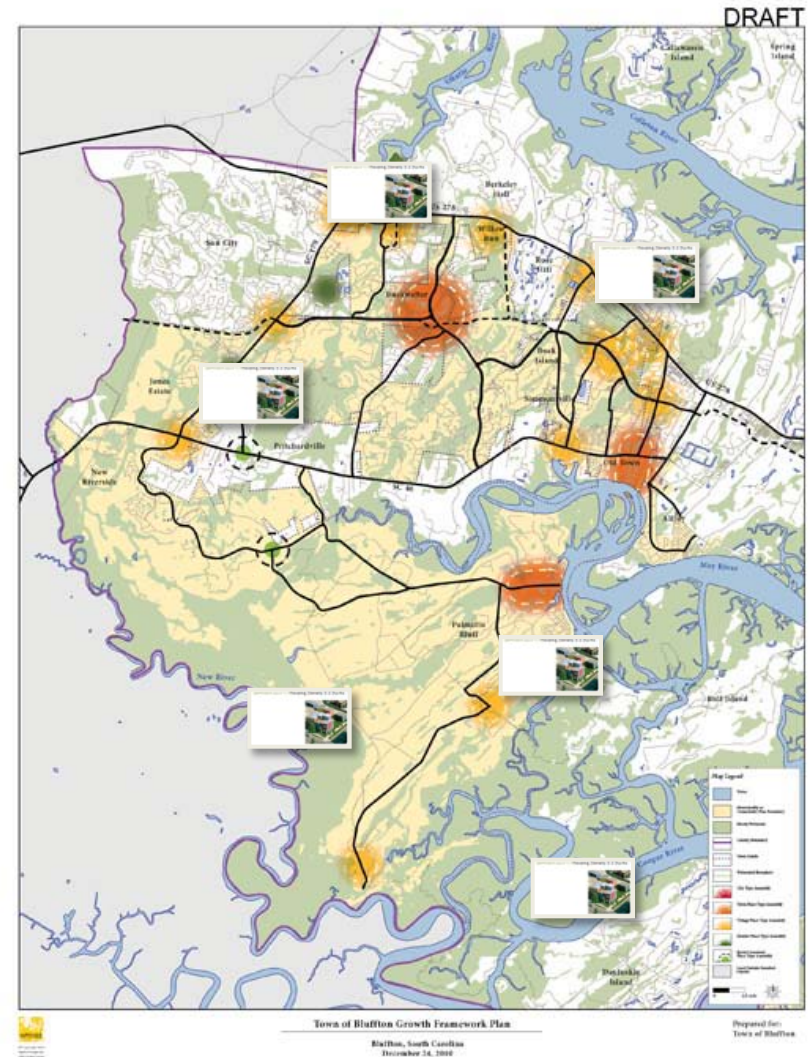
Land Development Ordinance - Land Use Map

CONSTRAINTS

Land Use Ordinance - Land Use Map

Land Use Ordinance - Land Use Map

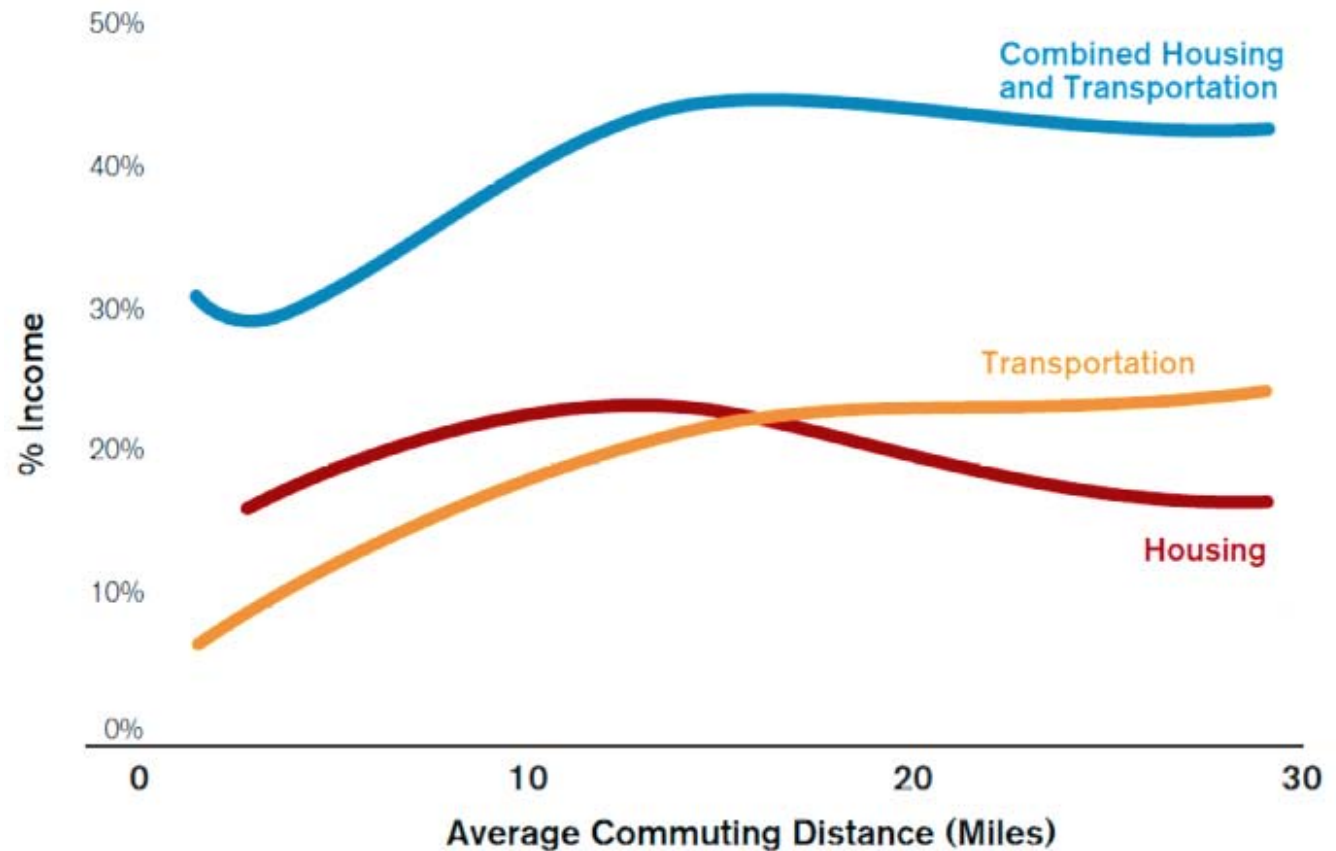
TECHNICAL ASSISTANCE FOR SUSTAINABLE COMMUNITIES
 ESSENTIAL FIXES: DESIGNATE + SUPPORT PREFERRED GROWTH AREAS + DEVELOPMENT STRATEGIES



Advantages of Sustainable Development

Housing and Transportation Cost Burdens by Commute Distance

Source: Urban Land Institute Terwilliger Center for Workforce Housing, Beltway Burden: The Combined Cost of Housing and Transportation in the Greater Washington, DC, Metropolitan Area (2009)



Cited in "Growing Wealthier," Center for Clean Air Policy, January 2011.

Sustainable Design and Development:

Criteria
Is the site free of wetlands, water bodies, or land within 100 ft of these areas?
Is the site free of prime agricultural soils?
Is the site free of unique or prime forest soils?
Is the site free of threatened or endangered species habitat?
Is the site outside of aquifer recharge areas?
Are slopes on the site less than 15%?
Is the site outside of 100-year floodplains?
Does the site free of highly erodible soils?
Does the site have access to existing roads, water, sewer, and other infrastructure?
Is this site contiguous to existing development?
Is the site a greyfield site (underused or abandoned site)?
Is the site a brownfield site (underused/abandoned site with environmental contamination)?
Is the site an infill site?
Would a private septic system be required on the site?
Is the site served by or walking distance (1/4 mile) from:
Bus line?
Train (light rail, subway, heavy rail)?
Ferry?
Bicycle lanes and designated bike routes?
Car share?
Is the site served by or within a 15 minute walking distance of community-oriented services, such as:
Grocery store?
Convenience store?
Civic, community, educational facilities?
Cultural and entertainment facilities?
Child care?
Job centers?
Health clinic (medical or dental)?
Post office?
Pharmacy?
Laundry/dry cleaner?
Police or fire station?
Place of worship?
Public park or recreational facility?

Three Sites

Jackson
Square

Highland View

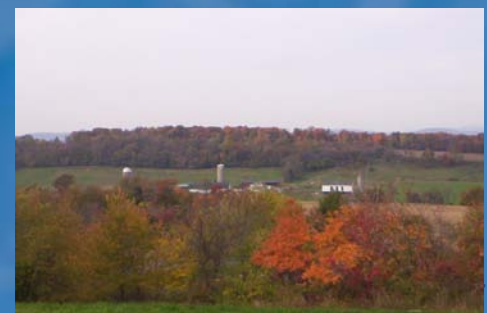
Oak Ridge

Scarboro

Sustainable
Design and
Development

Seven Tools Offered to 30 communities (second round)

- 1. Green Building Toolkit**
- 2. Parking Audits**
- 3. Creating a Green Streets Strategy**
- 4. Economic and Fiscal Health**
- 5. Sustainable Design and Development**
- 6. Linking Land Use to Water Quality**
- 7. Rural and Small Town Zoning Codes**



Small Town and Rural Development Tool

1. Background information about the community.
2. Determine important issues that face community:
 - Discuss key challenges facing community. What are the growth and development challenges facing community?
 - What are the community's assets and goals?
 - How is community connected with other jurisdictions in the region (e.g., Sauk County) and what are the opportunities?
3. Review against policies recommended in *Essential Smart Growth*
Fixes for Rural Planning, Zoning and Development Codes.
4. Discuss appropriate policies that match needs and resources.

Question: Does this process make sense for assessing rural communities?

Designate Town Growth Areas... and Promote Quality Development

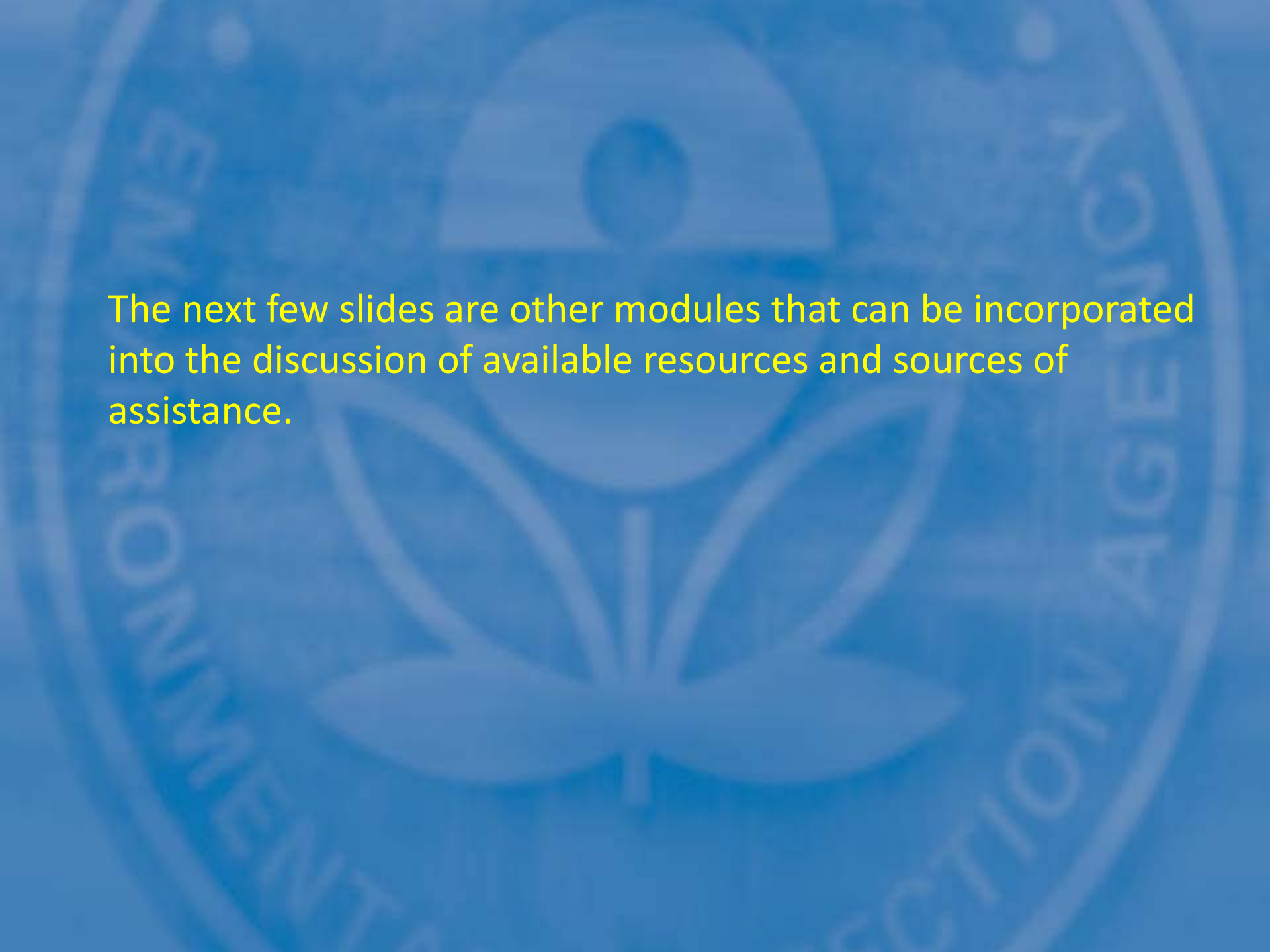
Challenge: Small city planning is often reactive:

- Developers often dictate growth location;
- No incentives for preferred development types or areas.
- No tools to assure quality development in those areas

Possible Responses:

- Designate preferred growth areas based on fiscal impacts, impacts on natural areas, etc. and zone accordingly
- Revamp development regulations to promote mixed-use development.
- Enact architectural/site design stds.

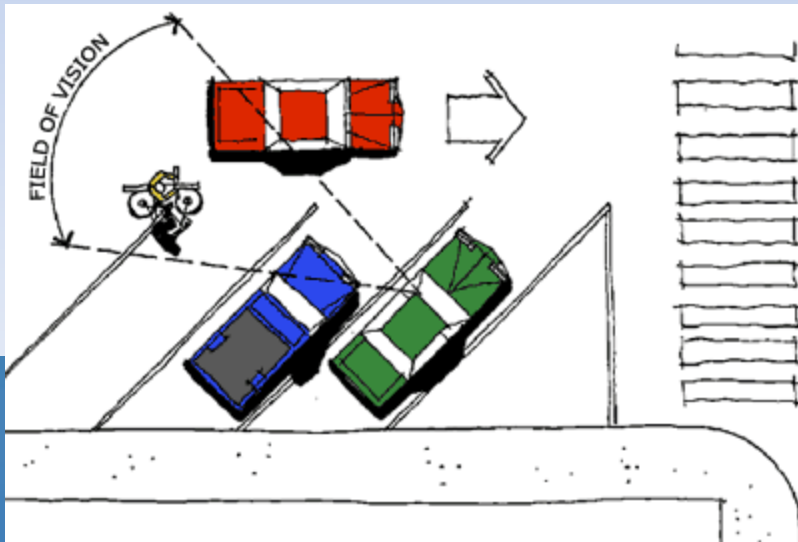




The next few slides are other modules that can be incorporated into the discussion of available resources and sources of assistance.

Other Modules and Tools

- **Healthy Development Checklist** – This is a 3-page yes/no checklist covering land use; transportation, streetscape, and street design; and parks and open space.
Source: Walkable and Livable Communities Institute
- http://www.walkable.org/assets/downloads/healthy_development_checklist.pdf



Other Modules and Tools

- **Water Quality Scorecard** – This document and scorecard assists communities with linking land use policy decisions with water quality at the site, neighborhood and community levels.
- http://www.epa.gov/smartgrowth/water_scorecard.htm





Messaging and Framing the smart growth and sustainable communities work

Two Components of Communicating: Tone and Message

- **Tone**
 - The quality of a speech or writing that reveals attitudes and presuppositions of the author
 - Tone can determine how you are perceived and whether your message is accepted
- **Message**
 - The point or points conveyed
 - An underlying theme or idea



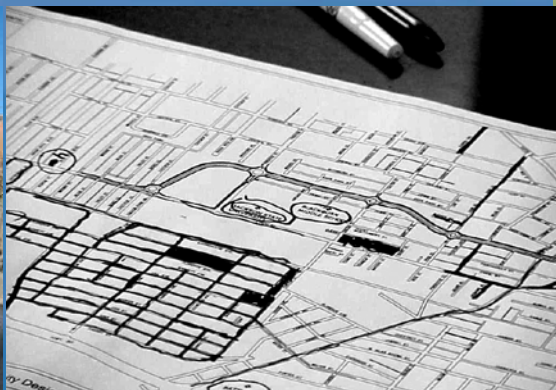
Bad Message / Wrong Tone

- We're here to tell you how to grow.
- We will use regulations to dictate land use.
- We know what's best for your community.
- Where you live is bad.
- The sky is falling.
- You have to sacrifice, live in small houses, and walk everywhere.



Good Message / Right Tone

- Balance trade-offs.
- Emphasize choices/options.
 - Not everyone wants the type of community we're describing, but a lot of people do, and demand far outweighs supply.
- No judgment.
 - Each person's choice is valid and up to them.
- Don't "activate the negative frame."
- Positive vision – what people want the community to be.



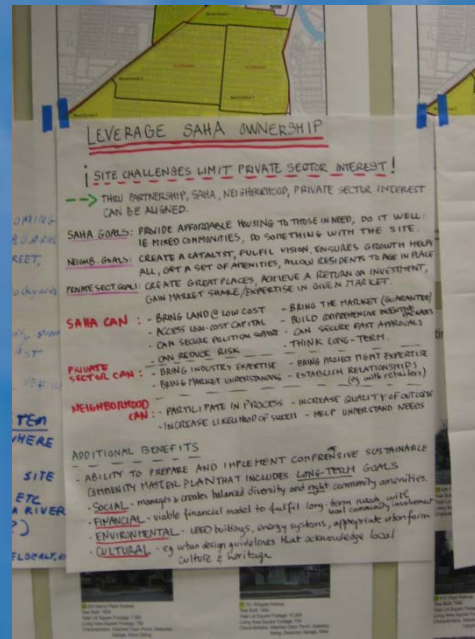
Framing with Shared Values

- Emphasize the big-picture values that the community shares
 - Fairness
 - Choice
 - Freedom
 - Conservation
 - Safety
 - Community benefit
 - Convenience
- Can do values mapping to learn what a specific community values most



Clear Communication

- Avoid jargon and terms of art.
- Talk about policies or actions in terms of what they will accomplish (safer streets, protecting agricultural land, creating housing choices).
- Emphasize benefits, but be honest about costs or drawbacks.



Dealing with Conspiracy Theorists

- You will probably not change the minds of the people accusing you of being part of a conspiracy; your goal is to make sure the rest of the audience understands your role and what sustainable communities are.
- Do not engage on their terms.
- Keep your message positive.
- If accused of something untrue, say simply, “That’s not true,” and explain clearly what the truth is.

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