RURAL TOOLKIT

Presenter:
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What are some of those trends and challenges?

What is a toolkit?
What is a toolkit?

A toolkit is a flexible set of resources that can be used to implement a vision.
What is a toolkit?

Implementers in region or community—whether public, private, or community-based—can select and adapt tools that are the best fit.

The toolkit is a starting point that can expand over time as communities adapt tools and create new ones.
What are some of those trends and challenges?

Accessory Dwellings
Accessory Dwellings

A separate dwelling space within the same lot as the primary dwelling; include a kitchen and bathroom.

- Basement apartments
- Above garage units
- Separate, smaller structures on the same property
Accessory Dwellings

Accommodate a growing population in neighborhoods without the addition of apartment buildings or other multifamily attached structures.
Accessory Dwellings

Aspen, Colorado
Affordable Housing
Affordable Housing

Typically comprises living quarters that require less than 30% of median household income.

- Zone for More Housing Options
- Affordable Housing Mandates
- Affordable Housing Bonus Density
- Demonstration Projects
Affordable Housing

Availability means that one’s children can grow into adulthood in the same community in which they were raised.
What are some of those trends and challenges?

Agricultural Cooperatives
Agricultural Cooperatives

Cooperatives where the burden of services such as distribution and marketing are shared among a group of farmers.
Agricultural Cooperatives

- Increase Price Stability
- Lowers Overhead Costs
- Fosters Market Expansion
- Increase Tourism
Agriculture: Creating Direct Markets
Agriculture: Creating Direct Markets

Forming direct markets for agricultural products can reduce risk for farming ventures, provide increased access to fresh food, and help brand an area.

- Farmers Markets
- Farm-to School Programs
- Community Sponsored Agriculture
- Marketing
- Buy Local and Regional Branding
Agricultural: Creating Direct Markets

- Increase Price Stability
- Lowers Overhead Costs
- Foster Market Expansion
- Increase Tourism
Agricultural: Creating Direct Markets

Drake Family Farms
West Jordan, Utah
Agritourism
Agritourism

Refers to uses of a working farm or ranch which are for the entertainment or education of the public at large.

- Farm Stands
- Pick-Your-Own
- Petting Zoos
- Dairy Demonstrations
- Vineyard Activities
- B&B on a Working Farm
- Weddings/Events on a Working Farm
Agritourism

A few simple adaptations to codes can eliminate some of the major obstacles to operating an agritourism business.
What are some of those trends and challenges?

Artist-in-Residence
Can range from a simple showcase for a local artist to a more robust program that provides living & gallery space along with a living stipend.

- Goals
  - Obtaining a collection of public art
  - Fostering an emerging artist community
  - Economic development
Artist-in-Residence

Can be a valuable part of developing a tourist economy and can be a part of an overall economic development or cultural development program.

- Incorporation of artists’ designs for area plans, storefronts, community branding, etc.
- Community participation in the artwork
Artist-in-Residence

New York Mills, Minnesota
Attracting New Industry
Attracting New Industry

Investment in the form of an industrial or office operation can be a huge boon to a small economy looking to bring jobs and an increased tax base.

- Identifying Industry Focus
- Developing Sure Sites
- Financial Incentives
Attracting New Industry

Many industries can fit congruously into a local economy and culture, but exploring potential consequences early is usually preferred to dealing with unintended consequences later.
Clustering
Clustering

Gross density on a parcel remains the same, overall lot sizes are reduced in favor of setting aside acreage for conservation.

Homes with nearby open space are usually worth more than those without.
Clustering

Preserves critical lands, farmland or recreational space, usually in conjunction with the residential development of a greenfield.

- Used to protect:
  - Water Resources
  - Agricultural Land
  - Wildlife Habitat & Corridors
  - Recreation Systems
  - Trail Corridors
  - Scenic Views
Clustering

Hidden Springs, Idaho
What are some of those trends and challenges?

Community

Endowment
Community Endowment

When endowments are part of a larger economic development project, they have the power to transform a community for the better.

- Endowment Fund Sources:
  - Gifts from Local Residents
  - Land Sales
  - Fund Raising Campaigns
Community Endowment

A clear and concise explanation of what the money will be used for is a great help.
Community Endowment

Ord, Nebraska
Community Endowment

Wabi Sabi
Moab, Utah
Community Gardens
Community Gardens

Give people the opportunity to grow their own food while sharing resources, knowledge and ideas.
Community Gardens

When gardens operate on a volunteer basis or use land temporarily, they can be fairly inexpensive.

- Gardens can:
  - Provide fresh local food
  - Build community
  - Create volunteer opportunities
  - Provide youth programs
  - Teach valuable agricultural skills
Critical Lands
Inventory and
Protection Strategy
Critical Lands Inventory and Protection Strategy

An inventory is a database of maps and narrative that identify types of resources that are important to the community.

- Resource Types:
  - Ecological
  - Agricultural
  - Recreational
  - Cultural
  - Historical
Critical Lands Inventory and Protection Strategy

The purpose of the inventory is to compile data into a single source.

- Increases accessibility to data.
- Enables more thorough analysis.
- Identifies critical lands protection priorities.
Critical Lands Inventory and Protection Strategy

Rich County Coordinated Resource Management (RICHCO)
Critical Lands
Overlay Zone
Critical Lands Overlay Zone

A zoning area that is placed on top of one or more (or part of) existing zones.

- Place special regulations on an area due to special needs.
  - Ridgelines
  - Watershed Protection
  - Working Farms or Ranches
  - Wildlife Corridors
  - Riparian Areas
Critical Lands Overlay Zone

Overlay zoning is a relatively inexpensive method of critical lands preservation.
Critical Lands Overlay Zone

Shoreline and River Environ Overlay District
McCall, Idaho
What are some of those trends and challenges?

Dark Sky Ordinance
Dark Sky Ordinance

Can help a community to maintain their view of the night sky without imposing a burden on residents.
Dark Sky Ordinance

Implementing a dark sky ordinance in a rural area negates the need for a retroactive clause in the future.

- **Benefits**
  - Great view of the stars
  - Awareness of how to focus lights where they are useful to save energy.
  - Dark nights may have positive health effects including reduced rates of cancer and depression.
Development Standards
Development Standards

Regulations ensuring certain needs are met when new development occurs.

- Can range from additions to zoning code to incentives toward adopting green building practices.
- Can apply to specific spaces.
  - Downtown/Main Street
  - River Corridor
Development Standards

The U.S. Green Building Council has established preset standards, known as LEED, to make neighborhoods and individual buildings more environmentally friendly.
What are some of those trends and challenges?

Downzoning
Downzoning

Is a process, usually voluntary, in which a landowner, or group of landowners, opt to have a property’s zoning reduced in density.

- Avoids controversy of a mandate.
- Cannot be perceived as a “taking.”
- Significant ordinance updates aren’t necessary.
Downzoning

Success depends upon land owners willing to give up rights to sub-divide their land for at least the foreseeable future.
What are some of those trends and challenges?

Economic Development Plan
Economic Development Plan

Thinking at the regional level is key to the plan’s chances of success.

- Creation of the Plan:
  - Establish an Economic Development Vision
  - Conduct a Baseline Assessment
  - Prioritize and Select Implementation Strategies
  - Benchmark Progress
Regional cooperation not only makes an area more attractive to business, but it also helps to balance the regional economy.
Economic Development Plan

The Delta Bridge Project
Phillips County, Arkansas
What are some of those trends and challenges?

Educational Access
Educational Access

Lack of access to quality higher education is a major problem for many rural areas.

- Addresses two major challenges:
  - Smart, young people leave rural areas to seek higher education.
  - Community is denied the cultural & business opportunities that a community college, university or other institution can bring.
Educational Access

Courses and degrees could be designed to highlight and build upon the region’s strengths and future goals.

- Grow the region’s share of the economy.
- Explore leading-edge practices.
- Grow specific economic sectors.
  - Recreation
  - Value-added Agriculture
Educational Access

Redlands Community College, Darlington Campus
El Reno, Oklahoma
Entrepreneurial Development/Business Incubators
Entrepreneurial Development / Business Incubators

A set of resources that support expanding and new businesses in the community.

- Services offered:
  - Phone lines/High-speed Internet
  - Office Space
  - Marketing Assistance
  - Legal Assistance
  - Accounting Services
  - Networking Activities
  - Topical Seminars/Webinars
  - Mentor Programs
  - Capitol Strategies
  - Loan Guarantee Programs
Entrepreneurial Development / Business Incubators

A successful incubator will tailor its services to its community and entrepreneurs, and support existing or desired market assets.
Entrepreneurial Development / Business Incubators

Davis Applied Technology Center
Morgan City, Utah
What are some of those trends and challenges?

Farmland Preservation
Farmland Preservation

Agriculture not only enhances the scenic beauty of the rural area, it is a large part of its economic engine and provides a culture and lifestyle that make an area unique.

- Techniques:
  - Protective Zoning
  - Transfer of Development Rights
  - Conservation Easements
  - Right-to-Farm Legislation
  - Agricultural Districting
Farmland Preservation

Without preservation measures, farmland, particularly near bodies of water, will likely be developed over time.
What are some of those trends and challenges?

Flexible Lot Size Policy
Flexible Lot Size Policy
Flexible Lot Size Policy

Allowing flexible lot sizes increases the options available, allowing for increased housing diversity & attention to critical lands or recreational amenities.
What are some of those trends and challenges?

Form-Based Code
Form-Based Code

Encourages a predictable community form and high-quality public spaces by using the physical form of a community as the organizing principle rather than the separation of uses.

- Generally consist of the following:
  - A regulating plan defining the geographic boundaries
  - Public Space Standards
  - Building Form Standards
  - Use of Administrative Guidelines
  - Definitions of Uncommon Terms
Form-Based Code

Incorporates recent advances in urban design. The ideas, however, are often based on early American towns.

- Urban Design:
  - Buildings placed closer together.
  - Parking is located in the rear.
  - Blocks are smaller.
  - Streets are narrower.
  - Architecture is varied.
  - Buildings frame important civic space.
Impact Fees
Impact Fees

One-time charges assessed by a local government to offset the additional public-service costs of new development.

- Applied Services:
  - Water & Sewer Systems
  - Roads
  - Schools
  - Libraries
  - Parks & Rec Facilities
Impact Fees

By adopting impact fees, the burden on current residents is eased by shifting the expense of new infrastructure costs onto the new development.
What are some of those trends and challenges?

Infill and Redevelopment
Infill and Redevelopment

Creating a cohesive downtown or main street includes filling in vacant properties & redeveloping those that are shut down or underutilized.

- Policies to encourage Infill:
  - Overlay Zone
  - Tax Incentives
  - Infrastructure Support
  - Dissuading Greenfield & Outlying Development
Infill and Redevelopment

Revitalizing a main street or downtown area is more than sprucing up existing structures & attracting new business.
Infill and Redevelopment

Selma, North Carolina
What are some of those trends and challenges?

Intergovernmental Coordination
Regional coalitions provide more expertise, more political influence, a larger tax base and greater potential to implement change.

- Methods:
  - Annexation
  - Consolidation
  - Interlocal Agreements
  - Association of Governments
  - Regional Commissions
Intergovernmental Coordination

Infrastructure and services can benefit from an economy of scale. Integrated systems are more efficient than an agglomeration of smaller systems.
What are some of those trends and challenges?

Main Street Revitalization
Revitalizing existing economic centers allows for growth in the economy without much of that growth consuming land in outlying areas.

- **Tips:**
  - Seek Broad Involvement
  - Change is Incremental
  - Do it Yourself
  - Catalog and Maximize Existing Assets
  - Do it Right
Main Street Revitalization

Main streets not only provide places for permanent residents to live, work and shop, they can also be a central focus for an economy tied to recreation.
Mixed-Use Zoning
Mixed-Use Zoning

Allow for compatible mixes of land use in specific locations. They can create small town centers, usually mixing residential, retail, office and commercial.
Mixed-Use Zoning

Mixing uses allows for greater density in town centers by incorporating residential units into the mix of retail or office space.

- Mixed-Use can:
  - Allow for higher density
  - Add desired vibrancy
  - Preserve critical lands
  - Lower vehicle miles traveled
  - Provide for walkable/bicycle friendly communities
What are some of those trends and challenges?

Open Space Requirements and Fee-in-Lieu Programs
Open Space Requirements and Fee-in-Lieu Programs

Maintains open space by adopting open space preservation requirements for subdivision plat approval.

- To maintain the legal “essential nexus” requirement when adopting a fee-in-lieu program, it is helpful to create a designated open space fund.
Open Space Requirements and Fee-in-Lieu Programs

Adds functionality, attractiveness, and ecological sustainability to an urban or suburban environment.
What are some of those trends and challenges?

Parking Policy
Parking Policy

Design and policy standards can be implemented to create parking solutions that are compatible with the scenic and economic goals of the area.

- Policy Tools
  - Relax Standards
  - Peak Parking Plans
  - Shared Parking
  - Credits for Existing Parking
Parking Policy

By employing creative parking strategies, a city is better able to create pedestrian-friendly environments and realize benefits of walkability in commercial and town centers.
Public Outreach and Education
Public Outreach and Education

Authentic public outreach and education processes trusts that the public will make good decisions if provided with good data.
Public Outreach and Education

Identifies examples of best practices in similar regions to help people see how the new tools are best implemented.

- Some vision principles will be best implemented with tools that have not been used or have not been used well in the past.
What are some of those trends and challenges?

Public Transportation for Rural & Recreational Places
Public Transportation for Rural & Recreational Places

Rural systems are marked by flexibility in scheduling, routing and even in mode.

- Integrating disparate services into a comprehensive system, rather than attempting to start from scratch, is often a more economical option for rural communities.
Public Transportation for Rural & Recreational Places

- **Transportation Options:**
  - Van Pool
  - Shuttles
  - Destination-Specific Public Transportation
Public Transportation for Rural & Recreational Places

Road Runner Transit
Southern Ute Reservation, Colorado
Purchase of Development Rights
Purchase of Development Rights

Public provides a cash payment to a landowner for the value of the development rights associated with a parcel.

- The landowner maintains ownership of the land but is compensated for relinquishing the right to develop it as real estate. Agriculture and other uses of the land continue.
PDR Approaches:
- Tax or Bond for Conservation of Critical or Working Lands
- Land Trusts

Often involves a partnership among the public and private landowners to preserve valued land and uses on a parcel.
Purchase of Development Rights

Peaceful Valley Ranch Reserve
Utah Open Lands & Utah State Division of Forestry, Fire and State Lands
Recreation Districts
Recreation Districts

An assessment district created by two or more municipalities for the creation or improvement of a recreational area or facility.

- Services can include:
  - Trail Systems
  - Ball Fields
  - Sports Complexes
  - Greenways
Recreation Districts

May provide recreational opportunities, a healthy means of transportation, and opportunities to enjoy nearby natural areas.
Revenue Sharing / Balancing Economic Growth
Revenue Sharing / Balancing Economic Growth

Alleviates an unbalanced regional tax structure by agreeing to share tax proceeds from new development.

- Allows for the sharing of revenue from development in a manner agreed upon by the participating governments.
Communities can be less concerned with competing against one another for retail development and more focused on attracting high quality jobs that actually grow the market.
What are some of those trends and challenges?

Street Connectivity
Street Connectivity

A diversity of routes to the same destination reduces congestion and allows for pedestrian- and bicycle-friendly routes.

- Greater connectivity allows greater access for emergency service vehicles and makes waste collection and other services more efficient.
Street Connectivity

While buildings come and go in a relatively short time span, the layout of streets will likely exist for generations.
What are some of those trends and challenges?

Street Design Standards
Street Design Standards

Streets are our shared community spaces. The way streets look and feel, as well as the modes of transportation they support, define our communities.
Street Design Standards

Complete street design is not simply an act of beautification but also one of function.

- Street design standards can:
  - Improve mobility choices
  - Provide commercial benefit
  - Create a sense of community
Trails Plan
Trails Plan

Provides appropriate recreational access while fostering the health of a community’s natural resources.

- Steps in implementing a Trails Plan:
  - Create an Advisory Group
  - Conduct Research
  - Develop the Plan
    - Address Concerns
    - It’s a System
    - Phasing
    - Funding
Trails Plan

By integrating trails plans into the larger planning and development processes, a trail system can be beneficial without being intrusive.
Trails Plan

Utah Trails Master Plan

Brian Head, Utah
What are some of those trends and challenges?

Transfer of Development Rights
A willing landowner sells some or all of the right to subdivide and develop to another, who then uses those rights to develop at a greater intensity on another site in a targeted growth area.
Transfer of Development Rights

Like other tools, TDR will not work everywhere. Where there are landowners willing to use TDR, with its emphasis on private property rights and market-based trades, it can be a great asset in a region’s development toolbox.
Transfer of Development Rights

Mapleton, Utah
Transit Ready & Transit-Oriented Development
Transit Ready &
Transit Oriented Development

Places developed with densities that support an adjacent transit system.

- Sidewalks create a walkable environment by connecting:
  - Stores
  - Restaurants
  - Offices
  - Recreation
  - Schools
  - Housing
Transit Ready & Transit Oriented Development

Both residential and commercial property values rise as access to transit is increased.
What are some of those trends and challenges?

Transportation Master Plan
Transportation Master Plan

Transportation planning can and should happen at the city, county and regional level.

- Plan Considerations:
  - A Plan for the Entire Region
  - Improving Connectivity
  - Land-Use Connection
  - Securing Rights-of-Way
  - Capital Improvement Plan
  - Multimodal Focus
  - Access for All
Transportation Master Plan

- Benefits:
  - Focus investment toward priority projects
  - Improve safety
  - Quality of life
  - Economic growth
  - Encourage social strength of small communities
  - Protects the environment
  - Increases walking and biking
What are some of those trends and challenges?

Urban Containment
Urban Containment

A more intensive technique for “keeping the city the city and the country the country.”

- Can take one of two forms:
  - Urban Growth Boundary
  - Urban Service Area
Urban Containment

Urban Growth Boundary:
- When a city defines its boundaries and then creates an area around the city where development cannot occur.

Urban Service Area:
- Does not dictate where one can and cannot build, but rather where a municipality will and will not provide services.
What are some of those trends and challenges?
Viewshed Preservation

Some lands may be worthy of protecting on the basis of the scenery they provide, particularly in areas tourists enjoy or where residents value a common experience of their landscape.

- Viewshed examples:
  - Hillsides
  - Valleys or Lakes
  - Roadway Corridors
Viewshed Preservation

Often a breathtaking view is one of a rural area’s best assets. Once a view is lost, it is often gone forever.
What are some of those trends and challenges?

Water Efficient Design Guidelines
Water Efficient Design Guidelines

In developed areas, the largest drain on a community’s water resources is outdoor use – often residential lawns.

- Water efficient design standards are not about telling people what to do with their yards, but rather creating options and incentives.
Water Efficient Design Guidelines

By expanding residential codes to encourage a mix of hardscape areas and a variety of plants and shrubs, residents have more freedom to design their yards.
Water Quality Protection in Developed Areas / Low-Impact Development
Water Quality Protection in Developed Areas / Low-Impact Development

Low-impact development (LID) is a management strategy using a combination of code and design to improve water quality by mitigating storm water.

- **Strategies:**
  - Reduced Impervious Surface Requirements
  - Bioswales
  - Rain Gardens
LID techniques are most effective when they permeate all layers of government. Like the watershed itself, LID techniques work as a system.
Youth Retention
Youth Retention

Many rural communities experience the exodus of its youth in a gradual “brain drain” of its population.

- Tools:
  - Youth Advisory Panel
  - Third Places
  - Cultural Opportunities
  - Social Events
Youth Retention

Key youth retention strategies include providing quality educational options and interesting living-wage jobs.
What are some of those trends and challenges? Questions?
“ENVISION UTAH HAS WON THE PLANNING EQUIVALENT OF FOUR OSCARS” (MICHIGAN LAND INSTITUTE)

“THE MOST CITED REGIONAL VISIONING SUCCESS IS ENVISION UTAH” (WASHINGTON POST)

“THE GOLD STANDARD OF QUALITY GROWTH PLANNING” (SACRAMENTO BEE)
ENVISION UTAH’S IMPACT

- Influenced over 80 regions in the country
- 18 regional and 22 local visioning efforts in Utah
- Involved over 50,000 Utahns
- Used values analysis for 1st time to develop public policy
- Pioneered the process of regional visioning
- Brought scenario analysis to community planning
- Developed the ‘map game’
- Created IMPACS modeling software
- Met with representatives from 14 countries