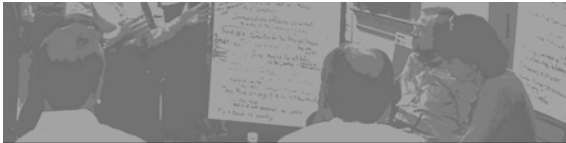


The Right Way to Get There

Case studies in smart growth implementation

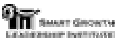
Moderator:
Will Fleissig
Director for Development
Urban Villages, LLC.





Nashville-Davidson County Tennessee

Rick Bernhardt, FAICP, CNU
Executive Director
Metropolitan Nashville-Davidson County Planning Department



Nashville/Davidson County

- 525.4 sq. miles with development patterns from farmland to urban core of Downtown Nashville
- Population - 595,714
- Joint city/county Metro government since 1963
- Government includes Mayor and 40-member Council
- Separate departments of Planning, Public Works, Codes



Prior Status of Smart Growth

- No public sector effort
- Limited private sector effort

Successful Efforts to Coalesce Support

1. Educating Community, Council members, media
2. Winning support of key advocates -
 - Tie to Mayor's agenda for neighborhoods
 - Council members with greenfields
 - Fieldtrips to see Smart Growth
 - Focus staff time on planning in these Council districts



Successful Efforts (cont.)

3. Tying Smart Growth to other current movements
 - Demand for higher design standards
 - Revitalized neighborhood groups
 - Downtown and inner-ring suburb redevelopment
4. Develop a Vision - Use of the Transect
 - Fourteen Community Plans
 - Dozens of Detailed Neighborhood Design Plans



Successful Efforts (cont.)

5. Two-tiered regulatory strategy
 - Slowly demand better conventional development
 - Make Smart Growth easier
 - Urban Design Overlays and Specific Plan Districts
 - Conservation and Walkable Subdivisions



How Did SGLI Tools Help?

- SGLI grant translating the Transect from idea to regulatory tool
 - Foundation for Subdivision Regulation revision
- Community education and stakeholder engagement

Next Steps

- General Plan update
- Create new tools to make Smart Growth easier and rewarding
- Continued education and engagement of stakeholders

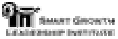


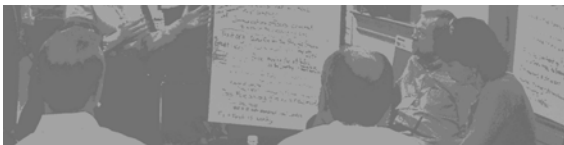
Smart Growth
Leadership Institute



Lessons learned from Nashville

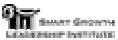
Harriet Tregoning
Executive Director
Smart Growth Leadership Institute





Mount Joy Borough, Lancaster County Pennsylvania

Jennifer Luciani
Community Development Director
Mount Joy Borough



Mount Joy Borough



- pop. 6,765
- western part of Lancaster County
- Main Street Community (Sept. 2002)
- 11,245.74 acres of preserved farmland around the borough
- Upgrading the water and sewer infrastructure to support the growth of 2,000+ new homes in the next 8–10 years.
- Plans for a new Amtrak rail station
- A taskforce of citizens has been formed to connect all of the parks and open space



Prior Status of Smart Growth

- Numerous organizations but no joint effort
- A community visioning meeting was held in 1999
 - smart growth practices needed to be implemented
- The Community did not understand what smart growth was
 - Public education was vital



Successful Efforts to Coalesce Support

- Main Street Community (State funding provided)
- The "pressure" of development
- County-wide Comprehensive Plan
 - defined boroughs as the center of all their growth areas
 - revitalization of boroughs was essential to the viability of the County- now and in the future.
- The citizens want more farmland to be preserved. (We are currently ranked #2 in the Nation.)



How Did SGLI Tools Help?

- SGLI's technical support team helped to "paint a bull's-eye" on the wall
- Interested groups organized a task force to review the SGLI recommendations.
- Organized the Donegal Region UGA Smart Growth task force



Next Steps

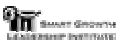
- LUPTAP (Land Use Planning and Technical Assistance Program) grant from PA-DCED
- Legislative initiative grant for task force for regional greenways hiking/biking trail
 - A community survey
- DOT to complete a TOD at the site of the Amtrak station
- Traditional neighborhood (Florin Hill) was approved
 - density bonus for workforce housing
 - narrow streets
 - Architectural design guidelines
 - community design charette
 - \$1,000 per DU to the borough for a regional recreational facility
- Currently assisting other communities with their Smart Growth agendas

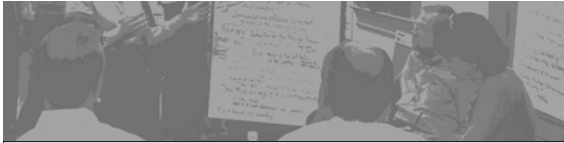


Lessons learned from Mount Joy Borough

Deepak Bahl
Associate Director

Center for Economic Development
School of Policy, Planning, and Development
University of Southern California





Lawrence Massachusetts

Andre Leroux
Neighborhood Planner, Lawrence CommunityWorks

Maggie Super-Church
Executive Director, Groundwork Lawrence



City of Lawrence

Revivendo Gateway Initiative

- Classic "third-tier" city: population decline since WWII, 12M sq.ft. of mill space, deteriorated alleyways and canals, car theft capital and arson capital of US in late 80s and early 90s
- City of immigrants: 70% of the population from Puerto Rico and the Dominican Republic; new emerging populations from Southeast Asia
- Challenges: Median household income half of state average; unemployment 2 to 3 times state average; 43% of population under the age of 25; homeownership is half of state average; 42% of residents over 25 did not graduate from high school



City of Lawrence
Massachusetts

Smart Growth in 2000

- Non existent
- No significant zoning reform in over 60 years
- Single-use zoning; residential and other uses prohibited in mills
- 1100 vacant lots or abandoned buildings
- Historically dense, small blocks and parcels



City of Lawrence
Massachusetts

Reviviendo Gateway Initiative

- Focus Groups: 2001
- Vision Report: November 2002
- Trip to DC & Zoning Overlay Campaign: 2003
- North Canal Charrette: 2004
- Alleyways and Canals: 2005
- Citywide Zoning Reform and Linkage Campaign: 2006



SGLI Tools

- Charrette presentation by SGLI
- Connection to broader smart growth movement
- Smart Sites Tool helped us think systematically about ways to package incentives
- Challenge: Lack of municipal capacity



Next Steps

- Citywide Public Policy Agenda
- Citywide zoning reform and district improvement financing
- Investments in people: linkage of smart growth incentives to family and community asset building



Status of Smart Growth

- 1998 Flagstaff 2020 Vision
- 1998 Greater Flagstaff Open Space Plan
- 2001 Flagstaff Area Regional Land Use and Transportation Plan—urban growth boundaries, minimum densities, planning reserve areas
- 2003 County Comprehensive Plan—conservation based, with many smart growth principles and guidelines



Events Leading to Smart Growth

- Desire to protect open space, as captured in the Open Space plan
- Collaboration that led to 2020 Vision and Regional Plan
- Desire for accessibility to public open space lands
- Move toward walkable neighborhoods
- Community interest in sustainability, conservation-oriented development



SGLI Tools

- Report is brand new (December 21, 2005)
- Conservation subdivisions
- Streamline process
- Incorporate smart growth principles in community area plans
- Design guidelines
- Collaboration with Flagstaff and with NAU



Next Steps to Implement Smart Growth

- Adoption of zoning and subdivision ordinance amendments to implement the comp plan— conservation design, clustering by right, more housing choices
- Environmentally sensitive lands ordinance
- Review the 1998 Vision
- Work on one key project with conservation principles and sustainability features



Lessons learned from Coconino

Susan Weaver
President
Weaver Research and Consulting Group



Strategy Clinics

(1:30 p.m. to 3:00 p.m.)

Governor's Square 12
with Greenville and Coconino

Where do you start?

How to begin a smart growth implementation program.

What do you do when people in your community don't even know what smart growth is?

Picking up speed and building on political will.

You've got the political leadership, they've got the political will, you've even got the policies. What do you tackle next? How do you generate a quick win?

Governor's Square 14

with Nashville, Lawrence & Mount Joy Borough

Facing the hurdles. (How to handle opposition)

Major organized opposition, or very stubborn opponents -how do you get around them?

Getting bogged down in the details, how do you keep up the winning streak?

Someone keeps moving the finish line. (Leadership for the long term)

We've had a big victory, should we celebrate or plan our next implementation project?

How do you build on past successes to keep your momentum?