

Smart Growth for the 21st Century

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Applying the Ten Smart Growth Principles

Thinking of your test community...

Which of the ten smart growth principles would make the most difference for quality of life?

Which of the ten smart growth principles would make the most difference for economic development?

Which of the ten principles would make the most difference for the environment?

Which of the ten principles would be the hardest to accomplish? Why? Would it be worth the effort?

Ten Principles of Smart Growth

1. **Create a Range of Housing Opportunities and Choices.** Providing quality housing for people of all income levels is an integral component in any smart growth strategy.
2. **Create Walkable Neighborhoods.** Walkable communities are desirable places to live, work, learn, worship and play, and therefore a key component of smart growth.
3. **Encourage Community and Stakeholder Collaboration.** Growth can create great places to live, work and play -- if it responds to a community's own sense of how and where it wants to grow.
4. **Foster Distinctive, Attractive Communities with a Strong Sense of Place.** Smart growth encourages communities to craft a vision and set standards for development and construction that respond to community values of architectural beauty and distinctiveness, as well as expanded choices in housing and transportation.
5. **Make Development Decisions Predictable, Fair and Cost Effective.** For a community to be successful in implementing smart growth, it must be embraced by the private sector.
6. **Mix Land Uses.** Smart growth supports the integration of mixed land uses into communities as a critical component of achieving better places to live.
7. **Preserve Open Space, Farmland, Natural Beauty and Critical Environmental Areas.** Open space preservation supports smart growth goals by bolstering local economies, preserving critical environmental areas, improving our communities quality of life, and guiding new growth into existing communities.
8. **Provide a Variety of Transportation Choices.** Providing people with more choices in housing, shopping, communities, and transportation is a key aim of smart growth.
9. **Strengthen and Direct Development Towards Existing Communities.** Smart growth directs development towards existing communities already served by infrastructure, seeking to utilize the resources that existing neighborhoods offer, and conserve open space and irreplaceable natural resources on the urban fringe.
10. **Take Advantage of Compact Building Design.** Smart growth provides a means for communities to incorporate more compact building design as an alternative to conventional, land consumptive development.

Promoting Smart Growth Personal Action Plan Worksheet

This is a plan for (circle one) Myself My Association (see reverse)

Individual Action Planning

1. A. To whom do you want to talk about smart growth? Why?

OR

B. Which issue(s) most interest and engage you? Why?

2. A. Which issues are most relevant to your intended audience?

OR

B. Whose help do you need to begin addressing those issues?

3. What more do you need to know to make the most persuasive arguments about your chosen issues. What questions do you need answered? _____

4. Refer to the Take Action Checklist. Mark specific actions that will help you answer your questions and/or engage other smart growth experts.

5. Refer to the Take Action Checklist. Use a separate symbol to mark specific actions that will help you reach your intended audience.

6. Are there other things you can do that are not on the Take Action Checklist? What are they? _____

Association Action Planning

1. Which issues raised in this course are most relevant in your Association's service area? _____

2. List three people or groups of people that are in a position to influence how these issues are addressed. _____

3. Focus on one of these parties. What kind of information would be most persuasive? For instance, data about market performance, environmental benefits, war stories from other elected officials? _____

4. What is the best method for delivering this information to this person or organization? Are there other partners that would make your case more stronger – more credible, more powerful, harder to ignore? _____

5. Refer to the Take Action Checklist. Identify and prioritize up to five action items that will prepare you to make the strongest case on behalf of your issue, engage important allies, and help you mobilize your Association's members on behalf of this issue.

Which action item must come first? Which one will have the most significant impact?