

## *Instructions:*

Part 2 of this module's PowerPoint presentation features a placeholder for one optional activity. This menu contains four possible activities. Before the workshop begins, select one activity from the four options provided. The activities help reinforce concepts introduced in all of the tools, however, some activities align more closely with specific tools. See the table in the Instructor's Guide for a list of which activities closely align with which tools.

You should select the activity you are most comfortable with, as well as an activity that reinforces the concepts introduced by the tools. Additionally, you should select an activity that meets the needs and/or experience level of the regional team. For example, the virtual walking audit activity may not be challenging for participants who come from communities that have completed streetscape improvements.

Replace the activity placeholder slide with the slides associated with the activity you select by moving or copy/pasting the slides from this menu into the placeholder space, then deleting the placeholder slide. In addition, you also need to prepare the associated materials (instructor's notes and worksheets) that correspond with the selected activity.



## Instructions:

The activity is particularly relevant to regions/communities interested in enhancing the visual character and quality of development. It may also be useful for regions/communities that currently have limited land use regulations but that want to remain economically competitive and attractive in the future. The best location for this activity in Part 2 of the module is before the introduction to all 4 tools (at the beginning of Part 2).

This activity will get participants thinking about different types and forms of development that may emerge in rural areas, exploring which types they feel are most and least desirable based on their visual impacts and other characteristics. The Development Preference Survey will help illustrate how land use policies and decisions can greatly influence the type, form, and appearance of development and the character and economic development potential of rural areas. The activity will also raise awareness about the types and forms of development that participants find more and less desirable and the possible implications for economic development.

This activity requires:

- PowerPoint slides #101-120
- Development Preference Survey Participant Worksheet (one per participant)
- Development Preference Survey Instructor Notes (one copy for instructor only)
- Flip chart or white board and marker for instructor to take notes on group discussion

Before the workshop begins, if you select this activity as the desired activity, insert the slides from the Development Preference Survey into the activity placeholder section of the main presentation and delete the placeholder slide.

Exercise steps:

1. Distribute the Development Preference Survey activity worksheets to the regional team.
2. Explain the exercise and allow for clarifying questions. Participants will view each photo for 30 seconds, during which time they are to rate each photo using the scale of 1 to 5 from the worksheet (1 = don't like at all, 5 = love the photo). For each photo, participants should also record their ideas about what it is they like or dislike about that type of development and whether or not that type of development in their community/region would support or detract from its rural character and economic development potential.



**Slide: 1**

**Time:** 1 Minute (30 minutes total for activity)

3. Work through the PowerPoint slides, showing each photo for 30 seconds (8 minutes total).
4. Give participants 5 minutes to individually identify their three favorite photos and three they most dislike. Participants should record their selections on their worksheets.
5. Use the remaining 15 minutes to discuss the development preferences as a group. Ask participants to volunteer which photo(s) they liked best, and why, and then repeat the process for the photos they disliked. The Instructor's Notes provide some ideas to supplement the discussion about the photos and development characteristics. Take notes on a large flip chart for everyone to see.



**Strategy C: Recognize and Reward Developers who Build Great Places Using Smart Growth and Green Building Approaches**

Rural communities can recognize and reward developers who build new places that honor & reflect rural legacy and generate economic, environmental, & community benefits.

**Tools and Policies**

- Smart growth recognition programs
- Green building

**Goal #3: Create Great New Places**

## *Script:*

“This activity is intended to get you to think about different types of development that may emerge in rural areas, and identify which types feel most and least desirable based on their visual impacts and other characteristics. The activity will help illustrate how land use policies and decisions can greatly influence the type, form, and appearance of development and the character and economic development potential of rural areas. The exercise will also raise awareness about the types and forms of development that you find more and less desirable and the possible implications for economic development.”

**Slide:** 1 continued

**Time:** 1 Minute (30 minutes total for activity)

**Handout:** Development Preference Survey Worksheet

## Instructions:

Read the activity objectives and the instructions. Allow time for questions before the activity begins. The total length of the activity should be 30 minutes, so monitor the time as the activity progresses.

## Script:

“I will now showing you a series of photos on the screen. These photos, which also appear on your Development Preference Survey Worksheet, illustrate various types and forms of development that could emerge in rural areas. When you look at each photo, please assign a rating of 1 to 5 to each, using the rating scale provided. A rating of 1 means that you don’t like that type of development at all. A rating of 5 means that you love that type of development. Record your ratings next to the photos on your individual worksheet. I will show each photo for 30 seconds. Please work individually, and we will discuss your preferences afterwards.

While you review the photo, also consider what it is about that type of development that you like or dislike. Is it the landscaping, building materials, position of the building on the lot, or other factors? Also, please consider whether this type of development in your community or region would support or detract from its rural character and potential to achieve economic development goals. Record your notes and observations in the comment area on your worksheet.”

## Instructions

- Rate each photo

|                       |              |         |           |            |
|-----------------------|--------------|---------|-----------|------------|
| 1                     | 2            | 3       | 4         | 5          |
| Don't like it at all! | Not my thing | Neutral | I like it | I love it! |

- For each photo, consider
  - What is it about this type development that you like or dislike?
  - Would this type of development in your community or region support or detract from its rural character and economic development potential?



**Slide: 2**

**Time: 2 Minutes**

## *Instructions:*

Show this slide for 30 seconds and read the brief overview of the type of development pictured. Allow time for participants to rate and comment on each photo on their individual scoring sheets. No group discussion.

## *Script:*

“Our first photo shows single family housing in a neighborhood setting. What is it about this type of development that you like or dislike? Would this type of development in your community or region support or detract from its rural character? Record your notes and observations in the comment area on your worksheet.”

### 1. New Single-Family Housing



**Slide:** 3

**Time:** 30 Seconds

## *Instructions:*

Show this slide for 30 seconds, providing a brief overview of the type of development and allowing time for participants to rate each photo. No group discussion.

## *Script:*

“This photo also shows single-family housing in a neighborhood setting. Again, what is it about this type of development that you like or dislike? Would this type of development in your community or region support or detract from its rural character? Record your notes and observations in the comment area on your worksheet.”

## 2. New Single-Family Housing



**Slide:** 4

**Time:** 30 Seconds

## *Instructions:*

Show this slide for 30 seconds, providing a brief overview of the type of development and allowing time for participants to rate each photo. No group discussion.

## *Script:*

“This photo shows new multi-family housing. Please rate this photo and record your notes and observations in the comment area on your worksheet.”

### 3. Multi-Family Housing



**Slide:** 5

**Time:** 30 Seconds

## *Instructions:*

Show this slide for 30 seconds, providing a brief overview of the type of development and allowing time for participants to rate each photo. No group discussion.

## *Script:*

“This photo shows new multi-family housing. Please rate this photo and record your notes and observations in the comment area on your worksheet.”

### 4. Multi-Family Housing



**Slide:** 6

**Time:** 30 Seconds



## Instructions:

Show this slide for 30 seconds, providing a brief overview of the type of development and allowing time for participants to rate each photo. No group discussion.

## Script:

“This photo shows a shopping area. Please rate this photo and record your notes and observations in the comment area on your worksheet.”

### 5. Retail Shops



Slide: 7

Time: 30 Seconds

## *Instructions:*

Show this slide for 30 seconds, providing a brief overview of the type of development and allowing time for participants to rate each photo. No group discussion.

## *Script:*

“This photo shows a downtown retail area. Please rate this photo and record your notes and observations in the comment area on your worksheet.”

### 6. Retail Shops



Slide: 8

Time: 30 Seconds

## *Instructions:*

Show this slide for 30 seconds, providing a brief overview of the type of development and allowing time for participants to rate each photo. No group discussion.

## *Script:*

“This photo shows a large retailer, often called a ‘big box’ store. Please rate this photo and record your notes and observations in the comment area on your worksheet.”

### 7. Large Retail Development



Slide: 9

Time: 30 Seconds

## *Instructions:*

Show this slide for 30 seconds, providing a brief overview of the type of development and allowing time for participants to rate each photo. No group discussion.

## *Script:*

“This photo shows another big box store. Please rate this photo and record your notes and observations in the comment area on your worksheet.”

### 8. Large Retail Development



**Slide:** 10

**Time:** 30 Seconds

## *Instructions:*

Show this slide for 30 seconds, providing a brief overview of the type of development and allowing time for participants to rate each photo. No group discussion.

## *Script:*

“This photo shows an general industrial use or a flex-space used for activities like distribution, warehousing, and manufacturing. Please rate this photo and record your notes and observations in the comment area on your worksheet.”

## 9. Industry



**Slide:** 11

**Time:** 30 Seconds

## Instructions:

Show this slide for 30 seconds, providing a brief overview of the type of development and allowing time for participants to rate each photo. No group discussion.

## Script:

“This photo shows an industrial use that includes processing and distribution. Please rate this photo and record your notes and observations in the comment area on your worksheet.”

## 10. Industry



Slide: 12

Time: 30 Seconds

## *Instructions:*

Show this slide for 30 seconds, providing a brief overview of the type of development and allowing time for participants to rate each photo. No group discussion.

## *Script:*

“This photo shows a civic use building, a post office. Please rate this photo and record your notes and observations in the comment area on your worksheet.”

## 11. Civic Use



**Slide:** 13

**Time:** 30 Seconds

## *Instructions:*

Show this slide for 30 seconds, providing a brief overview of the type of development and allowing time for participants to rate each photo. No group discussion.

## *Script:*

“This photo shows another civic use building, a community center. Please rate this photo and record your notes and observations in the comment area on your worksheet.”

## 12. Civic Use



Slide: 14

Time: 30 Seconds



## *Instructions:*

Show this slide for 30 seconds, providing a brief overview of the type of development and allowing time for participants to rate each photo. No group discussion.

## *Script:*

“This photo shows a gas station. Please rate this photo and record your notes and observations in the comment area on your worksheet.”



**Slide:** 15

**Time:** 30 Seconds

## *Instructions:*

Show this slide for 30 seconds, providing a brief overview of the type of development and allowing time for participants to rate each photo. No group discussion.

## *Script:*

“This photo shows another gas station. Please rate this photo and record your notes and observations in the comment area on your worksheet.”

### 14. Gas Station



**Slide:** 16

**Time:** 30 Seconds

## *Instructions:*

Show this slide for 30 seconds, providing a brief overview of the type of development and allowing time for participants to rate each photo. No group discussion.

## *Script:*

“This photo shows a rural residential development pattern. Please rate this photo and record your notes and observations in the comment area on your worksheet.”

### 15. Rural Residential Development



Slide: 17

Time: 30 Seconds

## *Instructions:*

Show this slide for 30 seconds, providing a brief overview of the type of development and allowing time for participants to rate each photo. No group discussion.

## *Script:*

“This photo shows another rural residential development pattern. Please rate this photo and record your notes and observations in the comment area on your worksheet.”

### 16. Rural Residential Development



**Slide:** 18

**Time:** 30 Seconds

## Instructions:

Allow a minute for participants to complete their ratings and comments for each photo, if necessary. Next, ask them to select the top 3 photos they like most and the 3 that they dislike the most and record their opinions at the end of the worksheet. They will also need to think about and identify any common themes or characteristics among their groups of likes and their group of dislikes (for example, a person may discover that all of their likes have extensive landscaping, whereas there dislikes lack sidewalks or buildings without character).

## Script:

“Using your ratings and comments, please take a moment to identify your 3 favorite photos, as well as the 3 you most dislike. Record your choices in each category using the photo number in the space provided at the end of your worksheet.

After you’ve identified your top likes and dislikes, please work individually to review your comments for those photos to determine if there are any common characteristics or themes among these different types of developments that make you like or dislike them (for example, landscaping, building materials, parking lots, sidewalks, etc.)”

### Top Likes and Dislikes

- Identify your top 3 likes and top 3 dislikes
- Note any common characteristics among the photos you like and the photos you dislike



Slide: 19

Time: 2 Minutes

## Instructions:

After participants have identified their top likes and dislikes and the common themes in each of these groups, use the remaining time to have a large-group discussion about several photos participants liked, and several photos participants disliked. There will likely be consensus among many of the participants on which photos they liked and disliked. Many of the most liked photos will probably be walkable, welcoming, mixed-use, safe, green, attractive, taking advantage of historic assets and traditional development patterns, and showing other characteristics that have been discussed in this module. Use Development Preference Survey Instructor's Discussion Notes to point out any qualities the participants did not notice. You may choose to record notes from this reporting out on a flip chart or whiteboard for the other participants to see. Close the exercise with a few take-aways about land use and economic development.

## Script:

“Let's take a few minutes to talk about your reactions to the photos we've seen. Would someone like to share which photo was their favorite, and why? Did anyone else like that photo (or dislike it)? Why?”

[Repeat this several times to get different participants' thoughts on photos they liked.]

Now would anyone like to share which photo they liked the least. Why? Did anyone notice X quality... Did anyone else dislike that photo (or like it)? Why? Did anyone notice X quality? [Repeat.]

All of the places we've looked at — the ones you liked and the ones you didn't like — didn't just happen. They were shaped by the public policies, regulations, private decisions, economic trends, and other factors we talked about earlier. Some of those policies and regulations, particularly, do not encourage the kind of development you expressed preferences for. Don't worry, there are tools and policies you can use to create the types of places you like, and we'll talk about those many of these tools during today's training session.”

## Development Preferences

- Let's discuss
  - Likes?
  - Dislikes?
- Other observations
  - Surprised by any of your ratings or observations?
  - Does the type, form, & appearance of development influence the character and economic development potential of rural areas?
  - Thinking differently about development in your community or region?



Slide: 20

Time: 15 minutes