

## *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:

This Land Use Mapping activity is recommended for regions/communities that are experiencing rapid growth and development because it will enable participants to think comprehensively about their land use decisions and the impacts on their rural character and economic development potential. It may not be suitable for areas not experiencing growth or development pressures, since those regions/communities may not have many choices or opportunities for new land uses. This activity may be located midway between the discussion of the four selected tools, or after introducing all four tools. It would be meaningful to do this activity after introducing Tool #6: Overcoming Barriers to Infill or Tool #7: Adaptive Reuse. The total length of the activity should be 45 minutes, so monitor the time as the activity progresses. This activity lasts 15 minutes longer than the other optional activities, so be aware that the entire module will last an extra 15 minutes (4 ¼ hours).

This activity will expose participants to different types of land uses and their influence on a rural economy. The objective is to identify ways to protect rural character through land use decisions while also creating opportunities for economic development. Familiarize yourself with the Land Use Mapping Instructor's Notes for Discussion document. These notes are provided as background information so you will be knowledgeable about the benefits/tradeoffs associated with locating different land uses in the different areas of a community. During the activity, don't read these notes verbatim, but have them on hand to bring up additional points for consideration as the groups explain their choices.

This activity requires:

- PowerPoint slides (see slides #14-154)
- Land Use Mapping Participant Worksheet (one per participant)
- Land Use Mapping Instructor's 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 Land Use Mapping as the desired activity, insert the slides into the activity placeholder section of the main presentation and delete the placeholder slides.

Exercise steps:

1. Divide the participants into groups of 4 or 5 people. Each group will receive one worksheet to complete together.



**Slide: 1**

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

2. Explain the instructions, and allow time for questions before the activity begins.
3. Spend five minutes on the introductory slides, followed by two minutes to briefly introduce each type of land use (spend 15 seconds for each land use type slide).
4. Each group should work to identify the area(s) where they think the land use makes the most sense to locate. Groups should also consider whether their selected locations support or detract from the goals listed on the worksheet by putting a + or – sign in the appropriate column. They should also identify other related issues or impacts associated with allowing that land use in their selected area. Spend about three minutes on each land use (24 minutes total).
5. Spend the remaining time (12 minutes) asking each group to report out which uses they selected for each area, highlighting a few reasons why they selected those locations and how those locations support the goals. The Instructor’s Notes provide some ideas to supplement the discussion about each location.



**Slide:** 1 continued

**Time:** 1 Minute (45 minutes total for activity)

## *Script:*

“This activity will explore the influences of the different types of land uses present in rural communities on the local character and regional economy. During this activity you will be determining what types of land uses make sense in different areas of the community, and what opportunities and challenges are associated with different types of development. You’ll also focus on finding ways to protect rural character through land use decision-making, while also creating opportunities for economic development. This is important for economic development because, as we discussed earlier in the module, the location of development has a lot of implications for quality of place, and high-quality, walkable, mixed-use places will be more likely to thrive in the future.”

## Instructions:

Introduce the different areas of a rural community where growth is most likely to occur.

## Script:

“Each community will develop differently over the years, however, most rural communities have three main types of places:

- Downtown core – typically the historic center of the community, which includes the Main Street area, along with the surrounding blocks and buildings. In some rural communities, this will simply be a short main street.
- Town – generally the developed area surrounding the downtown core, which includes neighborhoods, community facilities, other business and industrial areas, and parks.
- Countryside – the rural area surrounding the town where development is generally very limited.

For purposes of this exercise, let’s assume our community has developed in a pattern similar to the map shown on this slide.”



Slide: 2

Time: 1 Minute



## Instructions:

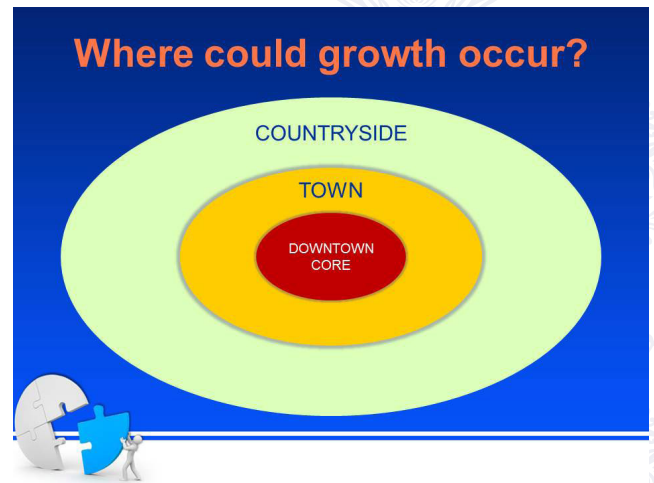
Introduce the different areas of a rural community where growth is most likely to occur.

## Script:

“This general diagram helps illustrate the sizes and relationship of these different potential growth areas. Generally the downtown core is a somewhat compact area located near the center of the community. New development opportunities may be limited in the downtown core area because of established buildings and patterns of development.

The town surrounds the downtown core, and generally has much more space to accommodate new development than the downtown core. However, new development in this area should complement the character of the downtown core and provide access to its amenities. Development in the town should capitalize on existing infrastructure investments, such as major roadways, rail corridors, and water and sewer services.

The countryside generally surrounds the Town. The potential for development in the countryside appears to be limitless, but in reality, the availability of public services and infrastructure, and the presence of important agricultural uses and natural features such as forests and rivers can limit where potential growth could (or should) occur.”



Slide: 3

Time: 2 Minutes

## Instructions:

This slide makes the point that in any of the three areas, there might be places where growth should not occur.

## Script:

“Before we go on to the exercise, I just want to make the point that in all three of these areas, there are places where growth should not occur. These include valuable natural spaces, from small parks to large open spaces or stream corridors, and important working lands, such as prime agricultural lands and forests. It is important to identify these assets and designate them as areas for preservation (i.e., not for growth) when doing your regional and local visioning and planning. Additionally, preservation of natural spaces and working lands can help support your region’s economic development goals by providing unique amenities to attract visitors and supporting natural resource-based employment.”



Slide: 4

Time: 1 Minute

## Instructions:

Explain that this activity involves determining where these different types of land uses should be located in their hypothetical rural community.

## Script:

“I’m going to spend a few minutes going through examples of the kinds of growth and development that typically occur in rural areas. After I finish showing you these various types of land uses, you’ll work with your group to complete a worksheet to identify where you these land uses they should be located in the community.”

### Types of Land Uses

1. Single-Family Housing
2. Multi-Family Housing
3. Retail Shop
4. Big Box Store
5. Civic Use
6. School
7. Industry
8. Energy Production/Resource Extraction



**Slide:** 5

**Time:** 1 Minute

## *Instructions:*

Spend 15 seconds to introduce this type of land use by reading the script below.

## *Script:*

“I’m going to spend a few minutes going through some examples of types of growth and development that typically occurs in rural areas. After I finish showing you these types of land uses, you’ll complete a quick activity to identify where you think they should be located in the community.

The first photo in the series is of single-family housing. Single family housing units stand alone on their own lots, with one family living in each unit.”

## 1. Single-Family Housing



**Slide:** 6

**Time:** 15 Seconds



## *Instructions:*

Spend 15 seconds to introduce this type of land use by reading the script below.

## *Script:*

“This photo is of multi-family housing. This means that the housing units are attached or share one lot. Some examples of multi-family housing include townhomes, apartments, condos and housing for senior citizens.”

## 2. Multi-Family Housing



**Slide:** 7

**Time:** 15 Seconds

## *Instructions:*

Spend 15 seconds to introduce this type of land use by reading the script below.

## *Script:*

“This photo is of a retail shop. Retail shops can be developed individually or as part of a larger planned development or center.”

### 3. Retail Shop



**Slide:** 8

**Time:** 15 Seconds

## Instructions:

Spend 15 seconds to introduce this type of land use by reading the script below.

## Script:

“This photo is of a large “big box” retail store. This is a slang term for a physically large retail establishment, usually associated with a major chain. Big box stores can develop individually or in a group as part of a large planned shopping center. They are generally rectangular, single-floor structures, surrounded by large parking areas, like the example shown on this slide. However, in some communities, big box stores are designed differently (e.g., with a smaller building footprint or multi-story) to fit within other patterns of styles of development.”

### 4. “Big Box” Store



Slide: 9

Time: 15 Seconds

## *Instructions:*

Spend 15 seconds to introduce this type of land use by reading the script below.

## *Script:*

“This photo is of a civic use. Civic uses include public buildings and spaces such as the town hall, library, post office, and museum.”

## 5. Civic Use



**Slide:** 10

**Time:** 15 Seconds



## *Instructions:*

Spend 15 seconds to introduce this type of land use by reading the script below.

## *Script:*

“This photo is of a typical school building. Schools can include public and private schools for the primary and secondary levels, plus universities, community colleges, trade schools, and other educational institutions.”

## 6. School



**Slide:** 11

**Time:** 15 Seconds

**Additional Information:**  
EPA's School Siting Guidelines:  
<http://www.epa.gov/schools/siting/>

## *Instructions:*

Spend 15 seconds to introduce this type of land use by reading the script below.

## *Script:*

“This photo is of a industrial use. There are a wide variety of types and intensities of industrial uses, but in general they provide employment opportunities for rural communities. Typical rural industrial uses include mills, factories, transportation/distribution uses, and warehouses. In many cases, the storage of goods and materials (indoors or outdoors) is associated with industrial uses.”

## 7. Industry



**Slide:** 12

**Time:** 15 Seconds

## *Instructions:*

Spend 15 seconds to introduce this type of land use by reading the script below.

## *Script:*

“This photo is of an energy production/resource extraction uses. There are a wide variety of types and intensities of energy production and resource extraction uses, but in general they provide revenue and/or employment opportunities for rural communities.”

## 8. Energy Production/ Resource Extraction



**Slide:** 13

**Time:** 15 Seconds

## Instructions:

Now that you've familiarized the group with the different types of land uses and potential locations, begin the Land Use Mapping activity by handing out the Land Use Mapping worksheets. Read the activity instructions to the groups and allow time for questions before the activity begins. Groups should have 24 minutes to complete the worksheet and should aim to spend about three minutes on each land use.

## Script:

“We just walked through an assortment of land uses that are typical in rural areas. You should assume that each land use wants to locate in your community, and it is up to you to determine where in the community it makes sense for this use to be located (downtown core, town or countryside). Work in your small group to identify the area(s) where you think each land use makes the most sense. There are no right or wrong choices, but each land use can bring opportunities as well as challenges for rural communities.

Please consider the following questions as your group discusses each land use:

- What are the important issues that arise from allowing that land use in that particular area?
- Does locating this use in a particular area help or hinder the goal of supporting the community's rural landscape?
- Does locating this use in a particular area help or hinder the goal of helping existing places?
- Does locating this use in a particular area help or hinder the goal of creating great new places?
- Does locating this use in a particular area support your region's economic development goals and its long-term economic development potential?

Nominate one person in your group to serve as the scribe and take notes, and nominate another person to report out when we're finished with the worksheets. Work your way through the worksheet, and identify your community's desired location for each land use. If you believe that this location helps advance the goals identified, use a plus sign (+) to denote that the location supports the goal. If you believe that this location detracts from the goal, use a minus sign (-). Leave the cell blank if you don't think the goal is applicable or if the location that you selected has no impact on the goal.

## Instructions

- Decide the best location for each land use
  - Downtown Core, Town, Countryside
- Discuss whether or not this location
  - Supports the rural landscape
  - Helps existing places thrive
  - Creates great new places
  - Supports your region's economic development goals
- Identify any key issues or impacts associated with allowing the land use in this area



Slide: 14

Time: 25 Minutes



## Script (Cont.):

Finally, for each land use, please note any thoughts or ideas that you have related to potential impacts, benefits, issues, opportunities, or challenges associated with locating that use in your selected area. For example, what sort of traffic, noise, visual, or other impacts may result if you put a use in that location? You will have 24 minutes to complete this group work, so aim to spend about 3 minutes on each land use.”

### Instructions

- Decide the best location for each land use
  - Downtown Core, Town, Countryside
- Discuss whether or not this location
  - Supports the rural landscape
  - Helps existing places thrive
  - Creates great new places
  - Supports your region’s economic development goals
- Identify any key issues or impacts associated with allowing the land use in this area



**Slide:** 14 continued

**Time:** 25 Minutes

## Instructions:

Each group should spend some time reporting out which uses they think are most appropriate in the downtown core, town, and countryside areas, and some of their observations about potential opportunities and impacts associated with the different uses. Ask participants to discuss what the land uses in their chosen locations mean in terms of the goals related to supporting the rural landscape, helping existing places thrive, and creating great new places. The Land Use Mapping Instructor's Notes will help you guide or supplement the discussion about the land uses, as necessary. Spend the remaining 12 minutes on this portion of the activity.

## Script:

“Now that you have identified your desired locations for each land use, let's spend a few minutes hearing from each group. Please pick one representative to tell us which uses you selected for the downtown core area, town area, and countryside. Why did you chose these locations? How do these locations help support the goals listed on the screen?”

Did your group note any potential impacts or other opportunities that should be considered when making decisions about land uses? For instance, did you talk about parking, traffic, utility services, or other issues? Did this exercise make you think differently about the location of these and other land uses in your community?”

## Report Out

- Which land uses did you choose for the Downtown Core area? Town area? Countryside?
- How do these locations help support the goals?
  - Support the rural landscape
  - Help existing places thrive
  - Create great new places
- What other impacts & opportunities must be considered when making land use decisions?
- Did this exercise make you think differently about the location of different land uses in your community?



Slide: 15

Time: 12 Minutes