Instructions:

Before the course, select four of the 11 tool topics to insert into the presentation, including at least one tool from each of the three goal categories. Replace each tool placeholder slide with the slides associated with each selected tool by moving or copy/pasting the slides from this section into the placeholder space. Delete the placeholder slide.

The goal categories are identified at the bottom of each tool slide and include:

1. Support the Rural Landscape
2. Help Existing Places Thrive
3. Create Great New Places

Select tools that are relevant to the region where the module will be conducted. Each tool discussion features a real-world example of where it has been used. You may choose to select the tools with examples in a region the same or similar to the workshop location. For example, an instructor conducting a workshop in a rural Midwestern community may select tools that have examples pulled from other Midwestern areas (such as tools #8 and #10).

You may also tailor the selection of the tools to the workshop based on your knowledge about the needs or existing conditions of the region. For example, if a region is already using a Transfer of Development Rights Program (tool #4), it would be best to select a different tool from Goal #1 to introduce new concepts or ideas to the participants.

Finally, choose tools that you will be comfortable presenting and answering questions about. Prior to selecting the tools, you may find it valuable to review the detailed explanations of the tools are available in Handout Two: Putting Smart Growth to Work in Rural Communities.

Instructions:

Tool #10 begins with this slide. It focuses on the third goal and the second strategy listed under it on Handout One: Putting Smart Growth to Work in Rural Communities.

If you choose this tool to for discussion, replace one of the tool placeholder slides with the slides associated with this tool by moving or copy/pasting the slides from this section into the placeholder space. Delete the placeholder slide.

GOAL #3:
CREATE GREAT NEW PLACES

Strategy B: Reform Policies to Make it Easy for Developers to Build Compact, Walkable, Mixed-use Places

Slide: 1

Time: 1 Minute

Script:

"The third goal we discussed earlier was to create great new places that reflect the rural legacy and create economic, environmental, and community benefits for both new and existing residents. One strategy is to reform policies to make it easy for developers to build compact, walkable, mixed-use places. We will identify some tools and policies that support that strategy, and then we will focus in on one specific tool, policy alignment."

Introduce the strategy, and mention the possible tools and policies related to it.

Strategy B: Reform Policies to Make It Easy for Developers to Build Compact, Walkable, Mixed-use Places

Many communities want to build walkable and mixed-use neighborhoods to attract and retain residents and businesses, but need to put a new regulatory framework in place to do that.

Tools and Policies
- Policy alignment
- Walkability
- Parks and open space
- Traditional neighborhood development
- Form-based codes
- Context-sensitive design
- Green street design
- Low-impact design

Goal #3: Create Great New Places

Slide: 2

Time: 5 Minutes

"For many communities and regions, the visioning process results in a goal of walkable, mixed-use places, but local land use regulations do not support their vision. Policy and regulatory updates are needed for the community to achieve the new development they're looking for.

Possible tools and policies related to this strategy include:

- Policy alignment, ensuring that policies and regulations both reflect community goals, and make it easy for developers to create the desired patterns of development
- Promoting walkability, ensuring that new places are built that allow residents to walk or bike to their destinations
- Creating or protecting parks and open space, incorporating natural areas and recreational features into new development to provide important economic, ecological, and public health benefits
- Encouraging traditional neighborhood development in new places, which emphasizes compact, walkable, mixed-use neighborhoods that are similar to traditional rural town development patterns. Traditional neighborhood developments typically include a range of housing types, well-connected streets and blocks, public spaces, and have amenities such as stores and schools within walking distances of residences.
- Using form-based codes that regulate the look and feel of development rather than just focusing on the type of land use
- Using context-sensitive design that links roadway planning and design to adjacent land uses and neighborhood type, so that roadways are more supportive of community character
- Promoting green street design options, aimed primarily at environmental enhancement, for example, using street trees and landscape areas to reduce pollution (more examples are provided in the Putting Smart Growth to Work publication)
- Using low-impact development, which uses natural landscaping to manage stormwater close to its source

Most of these tools and policies will be implemented at the local level, since local governments are the ones with the most direct influence over land use policies and regulations. However, it is important that any policy and regulatory changes made at the local level align with the overall vision and policy framework for the region, to maximize the competitiveness of the region as a whole.

The following three slides will focus on the policy alignment option. We'll go through a brief overview, discuss benefits and look at an illustrative example."

Strategy B: Reform Policies to Make It Easy for Developers to Build Compact, Walkable, Mixed-use Places

Many communities want to build walkable and mixed-use neighborhoods to attract and retain residents and businesses, but need to put a new regulatory framework in place to do that.

Tools and Policies
- **Policy alignment**
- Walkability
- Parks and open space
- Traditional neighborhood development
- Form-based codes
- Context-sensitive design
- Green street design
- Low-impact design

Goal #3: Create Great New Places

Slide: 2 continued

Time: 5 Minutes

Instructions:

Explain policy alignment.

Script:

Strategy B: Reform Policies to Make It Easy for Developers to Build Compact, Walkable, Mixed-use Places

Policy Alignment
- Reflects and supports the community vision
- Removes barriers for developers to pursue desired type of development
- Adds predictability
- Reduces the need for time-consuming code amendments or variances

Goal #3: Create Great New Places

Slide: 3

Time: 1 Minute

"By aligning the various policy documents that regulate new development, such as master plans, zoning and subdivision ordinances, and engineering standards, communities can encourage developers to follow the community's vision by reducing barriers, such as time consuming zoning amendments or variances. For example, when the underlying regulations don't permit building what the community wants, the developers have to go through a legal process to get the rules changed project by project. Most developers and builders are looking for a clear path to build their project. Policy alignment creates a powerful incentive by making it easy to build what the community wants. It also contributes to predictability in the development and decision-making process, which can save time and reduce the developers costs."

Explain one example of successful policy alignment.

"Hamilton County, Ohio, is a diverse county that includes a mix of 49 jurisdictions, many of which are small, rural communities. The Community Compass, the master plan for the county, sets forth a shared vision for the county and establishes long-range goals related to the physical, economic, and social issues and opportunities in the region. These regional goals strive for agricultural opportunities, energy and resource management, walkability, compact development, and transportation options, in rural and urban areas throughout the county. However, many of the adopted development regulations and codes for the county did not align with these regional goals.

In 2012, the county conducted a policy alignment project to help implement and advance the sustainability goals of the Community Compass Plan. The county's development codes and regulations apply to very few of the townships and municipalities within its boundary because many of them adopt their own development regulations, so the project involved two levels of alignment. First the project involved an analysis of the county's own codes. It also involved training for the smaller townships and communities to help them conduct a similar policy alignment exercise for their own codes and regulations.

The first step of the project involved an inventory and review of existing county policies and regulations that support the sustainability goals. Next, the county identified potential code barriers, incentives, and gaps for achieving its sustainability goals. Finally, the county identified a series of amendments that it could make to its development codes to better align them with the desired goals.
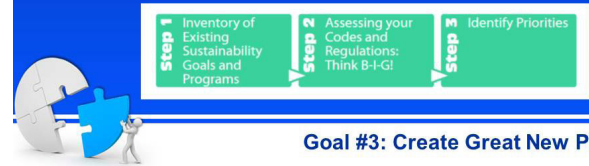
In addition to the internal work the county conducted on its own development codes, a training session was held to introduce the rural townships and communities to the idea and process for a policy alignment project. Using the county codes and findings as a model, the communities worked to diagnose their own codes and identify potential amendments to enhance alignment with the regional sustainability goals."

Strategy B: Reform Policies to Make It Easy for Developers to Build Compact, Walkable, Mixed-use Places

Policy Alignment Example

Hamilton County, Ohio
- Existing codes and policies did not align with regional goals
- Examined potential code barriers, gaps, & incentives
- Identified priority development code amendments

| Step 1 Inventory of Existing Sustainability Goals and Programs | Step 2 Assessing your Codes and Regulations: Think B-I-G! | Step 3 Identify Priorities |

Goal #3: Create Great New Places

Slide: 4

Time: 4 Minutes

Additional Information:
Read the full report online at the following link:
ttp://www.hamiltoncountyohio.gov/hcrpc/pdf/Hamilton%20County%20Diagnosis%20-%20FINAL%20Jan%2030%202012.pdf

The training manual for the rural communities can be found here:
http://www.hamiltoncountyohio.gov/hcrpc/pdf/Hamilton%20County%20Sustainable%20Development%20and%20Building%20Code%20Project%20Training%20Manual%201%2030%2012_SI.pdf