

## 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.

### MENU OF TOOL TOPICS (Choose 4 out of the 11 listed)



## Instructions:

Tool #11 begins with this slide. It focuses on the third goal and the third 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.



## 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 recognize and reward developers that build great places using smart growth and green building approaches. We will identify some tools and policies that support that strategy, and then we will focus in on one specific tool, smart growth recognition programs.”

Slide: 1

Time: 1 Minute

## Instructions:

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

## Script:

“Recognizing and rewarding developers who build great places using smart growth and green building approaches will raise awareness of successful development projects and encourage other developers to adopt similar practices.

Possible tools and policies related to this strategy include:

- Smart growth recognition programs, which publicly recognize developers who build projects aligned with the community’s smart growth goals
- Promoting green building, a resource-efficient and healthy alternative to conventional building practices. Green building practices save energy and water, create healthier indoor and outdoor environments, and can be voluntarily sought by developers or regulated by zoning and/or building codes.

These tools and policies may be most likely to be implemented at the local level, but could also be implemented at a regional level to increase the region’s competitiveness.

The following three slides will focus on recognition programs and include an overview, their benefits, and an example.”



**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**

**Slide:** 2

**Time:** 2 Minutes

## Instructions:

Explain the smart growth recognition program tool.

## Script:

“Smart growth recognition programs acknowledge and reward developers who are creating great new places that increase housing and transportation choices, preserve rural character, and enhance economic opportunity. Many statewide smart growth organizations have existing recognition programs. Recognition for exceptional smart growth development can occur during the development process or after its completion, and most programs include an application process.”

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



**Smart Growth Recognition Program**

- Acknowledges/celebrates developers building projects that achieve community goals
- Helps illustrate and elevate local smart growth practices
- Recognition can occur during the development process or after completion



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

**Slide:** 3

**Time:** 1 Minute



## Instructions:

Explain the benefits of a smart growth recognition program.

## Script:

“First and foremost, publicly recognizing developers who build projects that align with the community’s vision encourages private developers to do more of this type of project. The recognition may also provide a marketing and publicity boost for the developers of these projects.

Additionally, recognition programs can draw additional attention to the community’s vision, strengthening the clarity of the vision by providing actual models for future development. Awards can further serve to remind other developers that great new developments and community priorities are not necessarily at odds with one another, and that many communities welcome development if it is in alignment with community goals.”

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

#### Smart Growth Recognition Program Benefits

- Promotes types of development community wants
- Provides marketing/publicity boost for developers
- Allows community to point to actual development projects as models (“do this”)



Goal #3: Create Great New Places

Slide: 4

Time: 1 Minute

## Instructions:

Explain one example of a successful smart growth recognition program.

## Script:

“The Delaware Valley Smart Growth Alliance, which covers Southeastern Pennsylvania, Southern New Jersey, and Delaware, recognizes proposed projects for using smart growth and green building approaches. In this program, developers apply during the planning and permitting stage to receive a letter of endorsement and offer of testimony before local approval authorities, which can help the project get the go-ahead. This program has been in effect since 2005, recognizing projects in rural as well as urban locations.

To be successful, project applicants must meet five criteria that promote smart growth principles, including:

- Location-planned in a designated growth area
- Mobility-helps reduce dependency on cars by allowing for walking, biking, or transit use
- Community Design-promotes high-quality design, mixed-use development
- Environment-meets green building standards, conserves energy and water
- Community-involves the community in its design; provides affordable housing or other community benefits

The project shown on this slide is the Zurbrugg Mansion Redevelopment project in Burlington County, New Jersey. The aging property was converted into 25 affordable housing units for seniors, and an additional eight new market-rate townhomes were added to the site. The site has easy access to Main Street and county transportation for seniors. A strip of the property fronting along the Delaware River was retained as open space for passive public uses.”

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

### Smart Growth Recognition Program Example

#### Delaware Valley Smart Growth Alliance

(Greater Philadelphia tri-state region)

- Recognizes proposed projects
- Developers apply during entitlement stage, meeting 5 criteria
- Compliant projects receive a letter of endorsement and offer for testimony before local approval authorities



Goal #3: Create Great New Places

Slide: 5

Time: 3 Minutes

#### Additional Information:

For additional information about this program, visit the following website: <http://www.delawarevalleysmartgrowth.org/projects.htm>