

## 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 #5 begins with this slide. It focuses on the second goal and the first 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 second goal we discussed earlier was to help existing places thrive. We must take care of existing assets and investments, such as downtowns, infrastructure, and places the community values. One strategy is to invest public and private funds in existing places. We will identify some tools and policies that support that strategy, and then we will focus in on one specific tool, street and streetscape improvements.”

Slide: 1

Time: 1 Minute

## Instructions:

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

## Script:

“Investing public and private funds in existing places can help those existing places thrive by leveraging future economic value out of prior investments. These existing places — whether they are main streets, historic buildings, walkable residential neighborhoods, or large, beautiful natural areas and parks — are assets that make a community distinctive and attractive to new residents and businesses.

Possible tools and policies related to this strategy include:

- Fix-it-first, an approach that prioritizes funding to repair and restore existing infrastructure before building new infrastructure
- Historic preservation and the Main Street Four-Part Approach, both of which emphasize preservation and revitalization of older, traditional business districts (developed by the National Trust for Historic Preservation, the Main Street Four-Part Approach is a national support program and revitalization strategy for participating communities)
- Street and streetscape improvements
- Targeted new development areas, where communities designate areas that are most suitable for new development in a comprehensive plan
- Highlighting large parks and natural resource areas as destinations, an approach that draws visitors and helps build an economy based on tourism

Many of these tools and policies are implemented at the local level. However, they strengthen the region as a whole, and the more communities that implement them, the more competitive the region will be. Regional plans are important for setting the policy priorities that can encourage municipalities to implement these ideas, and regional planning organizations can be key partners for gaining federal funding for infrastructure improvements.

We’re going to focus on street and streetscape improvements, starting with a brief overview of the tool, then moving on to benefits and an implementation example. For information on the other tools, see *Putting Smart Growth to Work in Rural Communities* (ICMA/EPA).”

### Strategy A: Invest Public and Private Funds in Existing Places



Development that leverages future economic value out of these prior investments can be the foundation for helping existing places thrive.

#### Tools and Policies

- Fix-it-first
- Historic preservation and the Main Street approach
- **Street and streetscape improvements**
- Targeted new development
- Parks and natural resource areas as destinations



### Goal #2: Help Existing Places Thrive

Slide: 2

Time: 4 Minutes

## Instructions:

Explain street and streetscape improvements using the information on the slide.

## Script:

“One good example of investing public and private funds in existing places is to invest in street and streetscape improvements in business districts and downtowns, making them more appealing to residents and visitors and helping to attract patrons to local businesses. These can include street paving, lighting, sidewalk improvements, trees and planters, and street furniture. Enhancing pedestrian and bicycle features as well as public transit stops and shelters can also make town centers more accessible to populations who do not drive, such as seniors and low-income communities.

In many states, funding is available through state departments of transportation, metropolitan planning organizations and regional planning commissions for these improvements.”

### Strategy A: Invest Public and Private Funds in Existing Places

#### Street and Streetscape Improvements

- Government organizations often have funding available
- Physical improvements encourage more investment
- Street paving, lighting, sidewalk improvements, trees and planters, and public transit structures



#### Goal #2: Help Existing Places Thrive

Slide: 3

Time: 1 Minute

## Instructions:

Explain the benefits of streets and streetscape improvements.

## Script:

“In addition to making downtowns more appealing to residents and visitors and attracting customers to local businesses, street and streetscape improvements can also limit or slow automobile traffic by narrowing streets, making the area safer and more pleasant for walkers and increasing the likelihood that motorists will stop and shop. The addition of on-street parking spaces increases shopper access to local businesses and has the added advantage of narrowing the travel lanes, which can slow traffic and improve walkability. Improved walkability brings more pedestrians downtown to shop and also brings the community a host of health and social benefits.”

### Strategy A: Invest Public and Private Funds in Existing Places

#### Street and Streetscape Improvement Benefits:

- Unique character and amenities draw people
- Increased pedestrian activity benefits/attracts retailers
- Lower traffic speeds encourage drivers to stop and shop
- Close-in parking for businesses
- Improved walkability



#### Goal #2: Help Existing Places Thrive

Slide: 4

Time: 1 Minute

## Instructions:

Explain one example of successful implementation of street and streetscape improvements.

## Script:

“The town of Victor, Idaho, located near the Teton Mountains, is a good example of streetscape improvements on a tight budget. The community faced several challenges in revitalizing their Main Street, which also serves as a state highway and major transportation artery. The wide road’s heavy, fast-moving truck and car traffic passing through town created an unpleasant experience for pedestrians and a disincentive for quality future development in the downtown area. Victor did not have much funding for physical improvements to the street, so they elected to implement low-cost street re-striping options. Working with the Idaho DOT, Victor restriped Main Street to narrow travel lanes to help reduce truck and automobile speeds. They also created on-street parking and bike lanes. All these improvements have set the stage for future transformation into a landscaped boulevard. These improvements have helped lower traffic speeds, provided parking to serve local businesses, and created a more attractive environment for new businesses to open.

Their initial effort was relatively low cost, using re-striping to create narrower lanes to reduce speeds and create more on-street head-in parking. The town hopes to reconstruct the road to a boulevard with a wide, landscaped median in the future.”

### Strategy A: Invest Public and Private Funds in Existing Places

#### Street and Streetscape Improvements Example

**Victor, Idaho** - Faced challenges of a wide road that serves as both a state highway and its Main Street

- Low cost initial efforts to re-stripe Main Street to reduce speeds & create on-street parking
- Future transformation into a boulevard



#### Goal #2: Help Existing Places Thrive

Slide: 5

Time: 1 Minute

## Instructions:

Continue explaining this example of successful implementation of street and streetscape improvements.

## Script:

“These pictures illustrate the difference between Victor’s Main Street before and after the streets and streetscape improvements. The rendering at the right of this slide shows the potential for a future boulevard in Victor that further enhances the change in the street’s character from a wide highway to a downtown street, especially the addition of a wide median.”



**Slide: 6**

**Time: 1 Minute**