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.

Tool #6 begins with this slide. It focuses on the second 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.

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 encourage private sector investment. We will identify some tools and policies that support that strategy, and then we will focus in on one specific tool, overcoming barriers to infill development."

GOAL #2:
HELP EXISTING PLACES THRIVE

Strategy B: Encourage Private Sector Investment

Slide: 1

Time: 1 Minute

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

Strategy B: Encourage Private Sector Investment

Remove barriers and provide incentives to encourage private sector investments in places and development types matching regional and community visions.

Tools and Policies
• Infill development incentives
• **Overcoming barriers to infill**
• Redevelopment readiness certification
• Split-rate tax

Goal #2: Help Existing Places Thrive

Slide: 2

Time: 2 Minutes

"Economic development efforts will not be successful unless the private sector is willing to invest in land, buildings, equipment, and hiring employees. Public sector investment alone will not be sustainable, as private investment is needed to generate the tax base that makes public investments possible. But, public policies and incentives are needed to encourage private sector investment that supports community and regional goals. Sometimes regulations stop that from happening or slow it, and in those cases, regulatory barriers should be removed.

Possible tools and policies related to this strategy include: infill development incentives, overcoming barriers to infill, redevelopment readiness certification, and split-rate tax. 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 tools, and regional planning organizations can be key partners for gaining federal funding for infrastructure improvements. We're going to focus on overcoming barriers to infill. An overview of this option, a discussion of its benefits, and an example follow."

Explain the concept of overcoming barriers to infill.

Strategy B: Encourage Private Sector Investment

Overcoming Barriers to Infill
- Involves smaller projects in developed areas
- Existing codes and ordinances may make infill difficult
- More costly than development in "greenfield" areas due to lack of economies of scale and/or complexity
- Implement policy changes & incentives to support infill

Goal #2: Help Existing Places Thrive

"Infill development involves undertaking smaller development projects on sites that are mostly surrounded by property that is already developed, often in downtowns or on main streets. These projects can be critical for reviving town centers and creating new destinations/amenities there.

Slide: 3

Time: 2 Minutes

Existing codes and ordinances geared towards new development in undeveloped areas (open spaces often called "greenfields" because there is no development there yet, and they are typically vegetated not paved) may make infill development more difficult. For example, there may need to be more flexibility in site development standards –such as not insisting on large setbacks or side yards. Communities that want to encourage infill need to ensure that their regulations align with that goal.

Infill development can be more costly for developers, due to the lack of economies of scale and the inherent complexity that comes with trying to fit a new development into an existing neighborhood. To encourage infill, communities can provide incentives to help reduce costs. This could include programs such as expedited permit processing or reducing impact fees for infill development when the infill project can use existing infrastructure."

Explain the benefits of overcoming barriers to infill.

Script:

Strategy B: Encourage Private Sector Investment

Benefits of Overcoming Barriers to Infill
- Builds on prior public investments
- Limits need to consume farmland and open space
- Places new development closer to established stops

Goal #2: Help Existing Places Thrive

Slide: 4

Time: 1 Minute

"Infill development can fill the gaps in downtowns and on main streets, removing blight and helping to revitalize these important assets. It also saves communities money by building on prior public investments and maximizing the use of existing public facilities and services. Infill development reduces the need to consume farmland and open space, helping to maintain rural character and resource-based economies.

Infill also places new development closer to established shopping, schools, services, and employment centers. This can help to reduce transportation costs and travel time and improve mobility and access, particularly for the elderly and youth."

Explain this example of a successful approach to overcoming barriers to infill.

Strategy B: Encourage Private Sector Investment

Example of Overcoming Barriers to Infill
Land of Sky Regional Council, NC
- Used EPA grant to evaluate conditions in 4-county region & examined how to overcome barriers
- Identified 6 important barriers & possible solutions
- Cities/counties working to remove barriers

Goal #2: Help Existing Places Thrive

"The Land of Sky region in North Carolina is a mountainous area with a limited amount of land suitable for industrial development, and current development patterns are increasingly dispersed. The Land of Sky Regional Council was interested in mechanisms to preserve prime undeveloped industrial properties and also to encourage the redevelopment of vacant, underutilized, and brownfield sites. A system of incentives, policies, and regulations could make it more attractive to build compact development within and near existing growth areas and town centers. In order to achieve these goals, the Land of Sky Regional Council applied and used a grant from the U.S. EPA to evaluate local policies and regulations in a four-county region and examined how to overcome barriers to infill.

The report identified six local barriers including:
1. The need for leadership around the issue of regulations and strategic public investments to support infill
2. Lack of zoning appropriate for the type and intensity of development that would make infill feasible
3. The need for land assemblage and acquisition to facilitate infill
4. A lack of financial incentives for infill
5. Difficulties for developers to obtain financing for infill projects
6. Neighborhood opposition

The report then detailed a range of possible solutions that local governments could take to address the barriers. They include the need for leadership, strategic actions, and investments in infrastructure and public spaces; adjusting current zoning to make the desired type of development more feasible; land assemblage and acquisition; and financial incentives for infill development. Local governments have used the report as a tool to guide their work to remove barriers to infill."

Slide: 5

Time: 4 Minutes

Additional Information:
For additional information on this example, review the following publication: http://www.epa.gov/smartgrowth/pdf/losrc_brownfields.pdf