

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 #9 begins with this slide. It focuses on the third 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 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 update strategic and policy documents to accommodate new growth through compact and contiguous development. We will identify some tools and policies that support that strategy, and then we will focus in on one specific tool, visioning.”

Slide: 1

Time: 1 Minute

Instructions:

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

Script:

“As we discussed earlier in the workshop, it’s not uncommon for rural communities to have community plans and development regulations that are not up-to-date. These regulations often promote development that is not in keeping with the community’s character or desired development patterns. For instance, in many communities, current regulations require single-use development — only residential or only commercial in a given area — and prohibit the mix of uses, such as homes above shops, that is integral to so many traditional downtowns.

These outdated plans and codes are unlikely to produce the vibrant places people want today. Updating strategic planning, policy, and regulatory documents to accommodate new growth through walkable, contiguous development can help create great new places by providing the framework, codes, and specific policies to allow such development.

Possible tools and policies related to this strategy include:

- Visioning, a process communities use to define broad and long-term community and regional aspirations
- Defining places worth preserving, where the community considers which natural and working lands (forests, stream corridors, farms) are most important to protect and/or conserve
- Designating growth areas, which involves directing new growth into areas that are best suited for the creation of new places
- Defining infrastructure grid and transportation options, which develops sewer, water, and transportation infrastructure in a traditional grid pattern
- Preserving and strengthening distinctive local character, which emphasizes guidelines to ensure that new development reflects the cultural character of the region

These tools and policies apply at both the local and regional levels. Regional plans and policies can set a vision and goals for the broader area and ensure that growth happens in a way that benefits all communities and strengthens the region’s economy and competitive advantage. Local plans lay out a vision for that specific community and provide the framework for the regulations that implement the vision. Regional and local plans should be aligned and coordinated.

The following three slides will focus on one strategy, visioning. We’ll begin with a brief overview, focus on the benefits and end with an example.”

Strategy A: Update Strategic and Policy Documents to Accommodate New Growth through Compact and Contiguous Development

Policies and codes should be up-to-date and reflective of the community’s and region’s goals.

Tools and Policies

- **Visioning**
- Places worth preserving
- Designated growth areas
- Infrastructure grid & transportation options
- Distinctive local character



Goal #3: Create Great New Places

Slide: 2

Time: 4 Minutes

Instructions:

Use this slide and the two that follow to explain visioning as a way of implementing this strategy.

Script:

“As you know from participating in the SET training, visioning brings a community or region together to understand and articulate the community’s broad aspirations for the future. The visioning process is best suited for identifying broad and long-term aspirations, as well as an area’s strengths and assets. Visioning can work as a stand-alone process for community and regional goal setting. It can also be incorporated into the steps of a larger planning effort, such as the creation or revision of a comprehensive or master plan.”

Strategy A: Update Strategic and Policy Documents to Accommodate New Growth through Compact and Contiguous Development

Visioning

- Understanding, articulating and documenting the community’s aspirations for the future
- Generally broad and long-term
- Recognizes strengths & assets
- Stand alone process or part of a larger regional planning effort



Goal #3: Create Great New Places

Slide: 3

Time: 1 Minute

Instructions:

Explain the benefits of visioning.

Script:

“Visioning, especially when used as a precursor to the creation or update of a comprehensive plan, has the benefit of serving as means of creating additional excitement in the community or region. In looking long-range at the aspirations shared by residents, visioning may serve as a catalyst for change, or help to keep programs and projects on track. Visioning can build consensus around a direction for the community’s or region’s future and create momentum for policies and programs.”

Strategy A: Update Strategic and Policy Documents to Accommodate New Growth through Compact and Contiguous Development



Benefits of Visioning

- Creates excitement
- Serves as a catalyst for change
- Keeps projects on track
- Serves as a branding/marketing tool



Goal #3: Create Great New Places

Slide: 4

Time: 1 Minute

Instructions:

Explain one example of a successful policy initiative through regional visioning.

Script:

“Envision Utah is a well known example of a large, regional visioning project. In 1997, the Envision Utah program acted as a neutral facilitator to bring together residents, elected officials, developers, conservationists, business leaders, and other interested parties to understand the region’s values and empower people to make informed decisions about how they should grow to create the communities they envision. The first phase of the project, the visioning process, lasted two years and engaged more than 20,000 residents in over 200 workshops. Before Envision could help preserve “Utah’s high quality of life” for future generations, it had to explore what residents value about living in the area. The workshops and research revealed a common dream: safe, close-knit communities; opportunities for children; time to do what matters most; and the security of a good job. The graphic on this slide shows the “peace of mind diagram” that illustrates the Envision Utah participants’ values and priorities.

This vision helped serve as the backbone for the Quality Growth Strategy, which provides voluntary, locally-implemented, market-based solutions for regional growth and development. Since facilitating the Quality Growth Strategy, Envision Utah has partnered with more than 100 communities in Utah. The Envision Utah approach of regional visioning and civic engagement has been replicated by dozens of regions around the country.”

Strategy A: Update Strategic and Policy Documents to Accommodate New Growth through Compact and Contiguous Development

Example: Visioning

Envision Utah

- Involved 100+ communities, 200+ workshops, 20,000+ participants
- Explored values and vision for growth
- Empowered people to make informed land use decisions



Goal #3: Create Great New Places

Slide: 5

Time: 2 Minutes

Additional Information:

For additional information on this example, visit the following website: www.envisionutah.org