



# How Cool is Your Town?



Kimberly, Idaho  
Smart Growth Workshop

Monday, March 12, 2012

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# ■ Agenda

- Welcome and Introductions
- Why We're Here
- Presentation
  - What's "smart growth"
  - What's "cool planning"?
- Discussion: How Cool is Your Town?
  - How cool are you?
  - How cool can you get?
- What's Next?



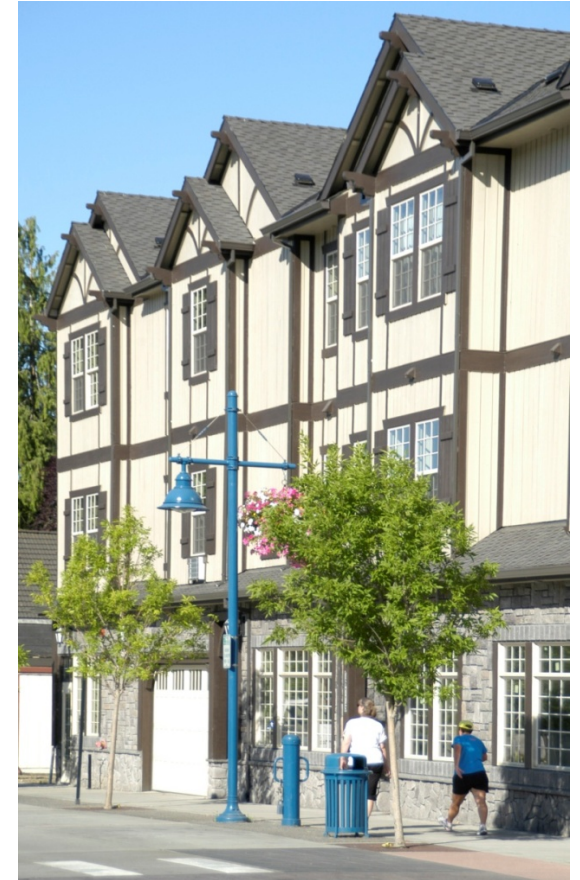
# ■ Tuesday's Workshop: Overview

- Smart growth and cool planning
  - “How we grow” matters...and why
- Identify Kimberly's opportunities
- Seizing opportunity: ideas and actions
- Action plan
  - Getting and keeping it moving



# ■ What is Smart Growth?

Smart Growth: planning principles directed at developing sustainable communities that are great places to live, to do business, to work, and to raise families



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# ■ Smart Growth: Top 10 Principles

- 1) Distinctive Communities
  - Attractive
  - Strong Sense of Place
- 2) Mix Land Uses
- 3) Compact Building Design
- 4) Range of Housing Opportunities
- 5) Walkable Neighborhoods



# ■ Smart Growth: Top 10 Principles

- 6) Preserve Open Space & Critical Resource Areas
- 7) Develop Towards Existing Communities
- 8) Provide Transportation Choices
- 9) Encourage “Smart” Development Decisions
  - Predictable, Fair and Cost Effective
- 10) Encourage Community Collaboration
  - Planning Processes
  - Development Decisions



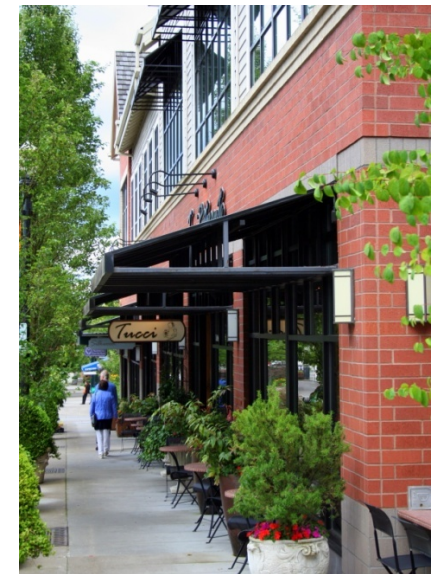
# ■ Smart Growth is Good For You

- Good for the community
- Creates great places:
  - Healthy, attractive, desirable communities
  - Places where people want to be
  - Family-friendly
  - Live, work, shop and play
- Good for the environment



# ■ Good for the Environment?

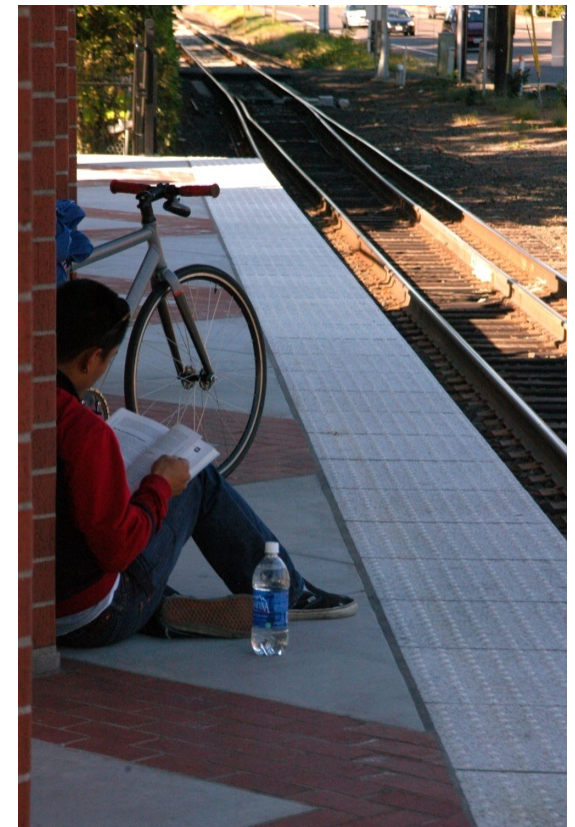
- Local growth and development decisions affect how we get around
- How we get around affects our climate
  - Greater need to drive, more miles travelled
  - Greenhouse gas emissions
- Policies and decisions can be changed
  - Reduce carbon emissions
  - Make more desirable places
  - Increase economic competitiveness



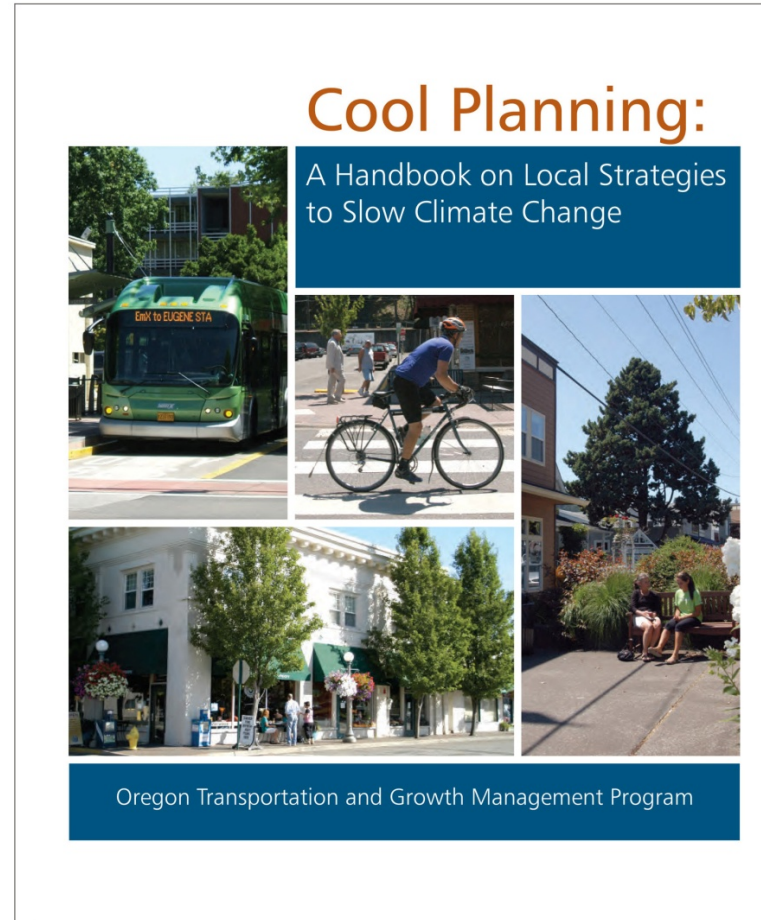


# ■ What's "Cool Planning"?

- "Smart growth" through climate change lenses
- Reducing carbon emissions & improving sustainability through smart decisions
  - Land-use planning
  - Transportation planning
  - Investment decision-making
- We have the planning tools to make a difference



# ■ Cool Planning Handbook



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# ■ Cool Planning Strategies

- Get Centered
  - Create a vibrant, attractive town center
- Grow More Compact: Density Dividend
  - Avoid sprawl and minimize travel
- Make Streets More Complete
- Make Way for Pedestrians
- Make Your City Bike Friendly for All
- Put Parking in its Place



# ■ Grow More Compact

- Housing trends shifting to more compact types
- Density dividend:
  - Lower density = more traffic
  - More compact = better access to amenities, services, schools, less traffic
  - Growing demand for well-designed, compact development
  - Infrastructure cost efficiencies
- No “one size fits all” solution



# ■ Get Centered

- Provide combination of uses & services
  - Main Street and activity centers, not strip malls
  - Avoid spreading economic viability too thin
- Key benefits:
  - Improved tax base
  - Decrease infrastructure costs
  - Improved quality of life
  - More vibrant street life
  - Reduced need to travel



# ■ Make Streets More Complete

- Streets serve variety of purposes
  - Moving goods and services
  - Walkways for pedestrians & shoppers
  - Travelways for bicyclists
  - Public meeting places
- Maximize number of people & functions the street may serve
- Our most important public places
  - Attractive streetscaping matters



# ■ Make Way for Pedestrians

- Walkability = successful places
  - Safe
  - Convenient
  - Accessible
  - Attractive
  - Good for business
- Make it easier to get from place to place
- Less traffic



# ■ Make Your City Bike Friendly

- Well-connected continuous systems
  - Make it easy to “get there” by bike
  - Identify and close the gaps
  - Bike lanes, off-street multi-use paths
- Make it easy to “be a biker”
  - Provide amenities (bike parking, signage, maps)
- Good for business
- Good for families
  - Safe routes to school & activities





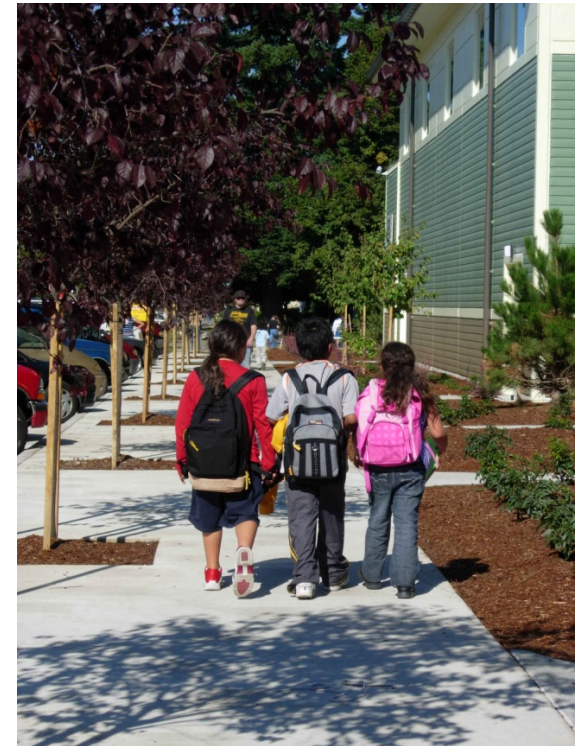
# ■ Put Parking in its Place

- Create great places for people, not cars
  - Avoid providing more parking than needed
  - Bring buildings forward to the sidewalk
  - Put parking on the side or behind buildings
  - Screen parking lots from view
  - Landscape parking lots
  - Make parking a good neighbor



# ■ Develop an Action Plan

- Benefits of action plan
  - Builds local partnerships (common objectives)
  - Generates momentum
  - Better positioning for grants
  - Keeps community focused and moving forward



# ■ Plan Ahead!

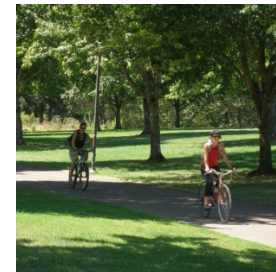
- It's the right thing to do now!
- Smart growth & cool planning...multiple wins:
  - Improved tax base thru higher-value development
  - Reduced infrastructure expenditures
  - Reduced travel and carbon emissions
  - Environmental impact is less



# ■ How Cool is Your Town? Initial Ideas & Opportunities

## Discussion

- Are there issues that should be addressed in Tuesday's workshop?
- Any initial ideas or opportunities to explore?



# ■ Opportunity Awaits

- Make smarter decisions today
  - Get a handle on growth
    - Before it gets a handle on you
  - Pro-active, not reactive
  - Capture your share of the benefits of growth
  - Make Kimberly the “place to live”



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# Stay Cool!



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