



**Smart Growth America**  
Making Neighborhoods Great Together

## Regional planning for small communities

Northern Maine Development Commission  
February 28, 2012


## Smart Growth America . . .

. . . advocates for people who want to live and work in great neighborhoods. We believe smart growth solutions support businesses and jobs, provide more options for how people get around and make it more affordable to live near work and the grocery store. Our coalition works with communities to fight sprawl and save money. We are making America's neighborhoods great together.



## Presentation objectives

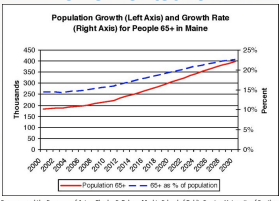
- Understand reasons for planning
- Articulate how and why planning is different in small communities
- Tools for shaping the future you want
  - Community character
  - Economic competitiveness
  - Quality of life



Trend is not destiny.  
-Lewis Mumford




## The "silver tsunami"



Population Growth (Left Axis) and Growth Rate (Right Axis) for People 65+ in Maine

Maine's Aging Economy and the Economy of Aging, Charles S. Gilpin, Master School of Public Service, University of Southern Maine, 2006.




## U.S. Housing Projections

Household	1960	2000	2025
With children	48%	33	28
Without children	52	67	72
Single	13	26	28

U.S. as a whole	Supply 2003	Change needed 2025
Attached	27 million	26 million more
Small Lot	22 million	30 million more
Large Lot (>7000 sq. ft.)	57 million	22 million less

Nelson, Arthur "Where Will Everybody Live?" EPA White Paper, Virginia Tech 2007



## Share of growth 2010-2030

- Households with children - 14%
- Households w/o children - 86%
  - Singles - 32%

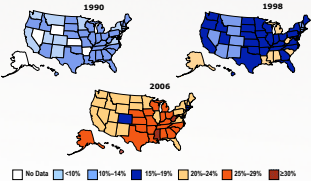


Bozeman, MT




## Obesity Trends\* Among US Adults

(\*BMI ≥30, or about 30 lbs. overweight for 5'4" person)



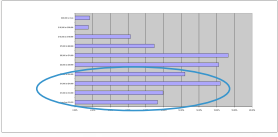
1990 1998 2006

Legend: No Data, <15%, 15%-14%, 15%-19%, 20%-24%, 25%-29%, ≥30%




## Housing affordability

About 50% of Aroostook County families can't afford to buy median value home (\$85,900)



American Community Survey



### What is our children's inheritance?


- Old?
- Fat?
- Broke?
- Alone?




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### Some recent, more hopeful trends

- The younger generation sees cars as a burden not a ticket to freedom
- Aging baby boomers want a more active and less isolated lifestyle
- Large lot housing in suburban areas is overbuilt
- Other housing choices in all price brackets are under-built
- People are willing to trade house size for proximity to key destinations





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### Why plan?

"By failing to prepare, you are preparing to fail."

- Benjamin Franklin






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### Why plan?

"The best way to predict the future is to invent it."

- Immanuel Kant






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### Why plan?

"Have a plan. Follow the plan and you'll be surprised how successful you can be. Most people don't have a plan. That's why it is easy to beat most folks."

- Paul "Bear" Bryant

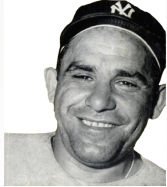




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### Why plan?

"You got to be careful if you don't know where you're going, because you might not get there."

- Yogi Berra

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### Why plan?




- Respond to an evolving market
- Provide housing and transportation choice
- Make efficient use of infrastructure
- Preserve open space
- Protect critical environmental areas and sensitive land
- Reduce urban runoff
- Reduce vehicle miles traveled




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### Types of plans



- Land use plans
- Transportation plans
- Economic development plans
- Housing needs assessments
- Emergency response plans
- Park and recreation plans
- Open space plans
- Village plans/downtown plans
- Neighborhood plans



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### Why plan regionally?



- Jurisdictional boundaries vs. "sheds" of various types
- Economies of scale
- Larger voice for small communities



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### Issues in rural/small town communities

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### The state we live in

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### Rural demographics

Year	0-17	18-33	34-49	50-64	65+
1980	185,000	195,000	205,000	215,000	225,000
1990	185,000	195,000	205,000	215,000	225,000
2000	185,000	195,000	205,000	215,000	225,000
2010	185,000	195,000	205,000	215,000	225,000

Source: U.S. Census Bureau, 2010  
Graph courtesy of Dr. Larry Swanson, O'Connell Center for the Rocky Mountain West, U. of Montana

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### Urban levels of traffic

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### Lack of transportation choice

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### Lack of housing for workers

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### Lack of housing for families

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### Infrastructure capacity

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### Environmental issues

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### Economic viability of downtowns

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### Workforce development

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### A desire for a vibrant cultural community

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### A need for lifelong learning and civic involvement

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### Remember why you live here...

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### Shaping the future you want

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### What is smart growth?

Smart growth means building urban, suburban and rural communities with housing and transportation choices near jobs, shops, and schools.

These strategies support thriving local economies and protect the environment.

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### Strengthen and direct development towards existing communities

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### Outstanding in its field


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New Town at St Charles, MO

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### Foster Distinctive, Attractive Communities with a Strong Sense of Place



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Preserving Community Character

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Preserving Community Character

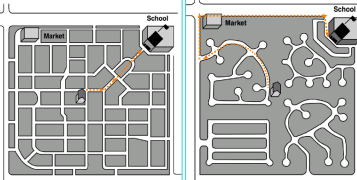
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### Create Walkable Neighborhoods



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Well-Connected Street Network

Typical Subdivision Cui-de-Sacs

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### Take Advantage of Compact Building Design



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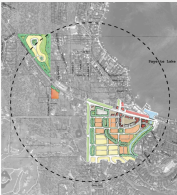
### Encourage Transportation Choice



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### Mix Land Uses



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### Create a Range of Housing Opportunities and Choices



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### Preserve Open Space, Farmland, Natural Beauty and Critical Environmental Areas



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### Support Pedestrian Scale Development

- Support the change of street standards to meet pedestrian needs
- Bring schools, stores, offices and other uses closer to where people live
- Promote development that's designed for people not cars



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### Make Development Decisions Predictable, Fair, and Cost Effective



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### Who is involved?

- Citizens
- Neighborhoods
- Civic organizations
- Government
- Developers
- Lenders
- Designers
- Builders



Portland, OR

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### The Role of Citizens

- **Get educated** about the importance of smart growth and spread the word.
- **Get involved** early in comprehensive community planning.
  - Urge local leaders to create a community-based vision for future growth
- **Attend planning meetings** and insist on:
  - Quality design that fits in with the community
  - Track record of success
  - Integrated with the transportation system

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### The Role of Business Leaders

- **Attend planning meetings** to support good projects
- **Advocate** for zoning law changes that allow for higher density and mixed uses
- **Locate** businesses near public transportation and existing infrastructure
- **Encourage employees** to actively support proposals for higher-density housing near jobs and transportation

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### The Role of Elected Officials

- **Change the regulatory climate**
  - Update our zoning/land use regulations
- **Change the economic climate**
  - Density bonuses
  - Tax deferrals and reductions
  - Fee waivers
  - Setting aside or buying down the cost of land
- **Change the dialogue**
  - Educate citizens – smart growth brings new amenities, new jobs, new tax revenues, new retail
- **Change the political climate**
  - Build citizen support for smart growth by creating a community-based vision for growth
  - Assure citizens you will insist on quality

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### Leveraging smart growth concepts



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### Missoula Urban Fringe Development Area Project



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### Planning for about 15,000 new households over the next 20 years

Building Permit Report (Units)			
	Single-Family	Double	Multi-Family
2008	261	10	24
2009	269	34	24
2010	253	129	24
2011	253	23	24
2012	415	24	24
2013	214	24	24
2014	313	24	24
<b>Missoula/Zone</b>	<b>2,078</b>	<b>204</b>	<b>2,078</b>
<b>Missoula/Zone</b>	<b>7,800</b>		


PT Runs from 7/1-6/30  
Based on City of Missoula Building Permit Data  
Date: 10/20/11  
20 years of new development = 720 dwelling units/year = 14,400 units

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### Information and Outreach

- Three cycles of meetings
- 70+ presentations, including:
  - BOC/Mayor/Council
  - Planning Board
  - Community Forum, Neighborhood Councils, Community Councils/County neighborhoods
  - Business/Economic Development groups
  - Service clubs
  - General public meetings
- Public Hearings
- Website and media





Bloomfield, NJ



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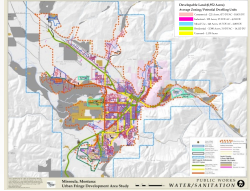

### Supply of developable urban lands

- Developable Land - 5,218 Acres
- Zoned - 26,694 dwelling units
- Unzoned - 3,641 dwelling units

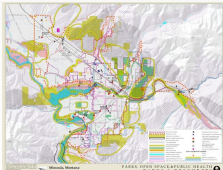

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### Infrastructure

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### Parks, Open Spaces, and Public Health

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### Scenario development

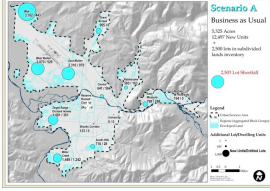



Wilmington, PA



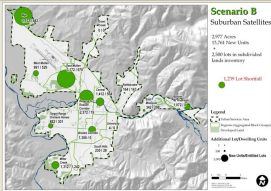

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### Scenario A

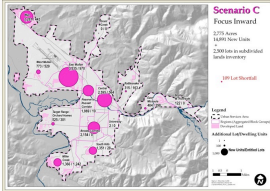

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### Scenario B

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### Scenario C

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### Suitability Analysis





Photo by Steve Delaney/istockphoto.com

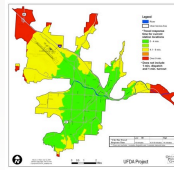


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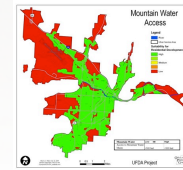
### Suitability Analysis

- GIS tool to assess the lands inside the Urban Services Area as to their relative suitability for residential development.
- Suitability can be defined in terms of:
  - physical and cultural limitations of the land and public services
  - community goals as expressed in the Growth Policy

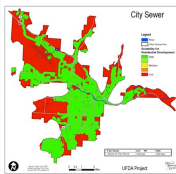
### City Fire travel response time



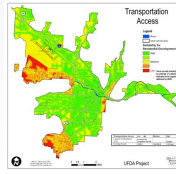
### Access to Mountain Water lines



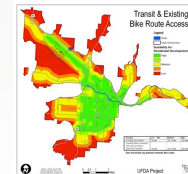
### Access to City sewer



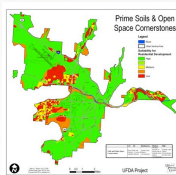
### Access to roads



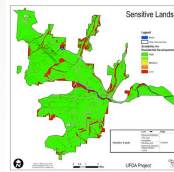
### Access to transit and bike routes



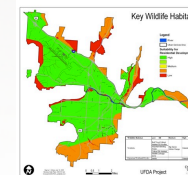
### Prime soils and open space cornerstones



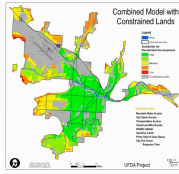
### Sensitive lands



### Key wildlife habitat



### Combined model with constrained land




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### Residential Allocation Map

- Annexation and zoning decision
- Infrastructure investment
- Neighborhood planning



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### McCall, Idaho

- A community of 3,700 people
- Boise metropolitan area, approximately 100 miles to the south
- A 5,500 acre alpine lake
- Three ski mountains and a lift served tubing hill
- Ponderosa State Park
- Established downtown
- Established second home community
- Airport with capacity for expansion
- Physical and civic infrastructure and a city government staffed to manage change
- www.mccall.id.us



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### Zoning and subdivision ordinances

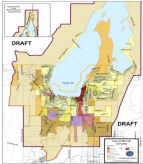
- Project commenced in late 2000
- Public review draft – July 2005
- Rewrite advisory committee – July-August 2005
- Commission adoption draft – October 2005
- City and County Planning & Zoning Commission recommendation for adoption – December 2005
- City Council adoption – February 23, 2006
- County Commission adoption – March 27, 2006

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### Regional Cooperation

- Code modified to create McCall Area P&Z
- Four members appointed by Mayor with Council confirmation
- Three members appointed by County Board
- Hears all cases in City and Impact Area
- City decisions go to City Council
- Impact Area decisions go to County Board



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### Regional competitiveness

- Professional offices not permitted on ground floors fronting the street in the CBD
- Ten percent formula restaurant cap
- Ten percent formula retail cap
- 40,000 SF max building footprint
- 100,000 SF max shopping center square footage
- Drive-ups prohibited in CBD




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### Dark sky

- New code in response to citizen input
- Protect and promote the public health, safety and welfare, the quality of life, and the ability to view the night sky, by establishing regulations and a process for review of exterior lighting.
- Three years to commercial compliance
- Twelve months to residential, institutional compliance




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### Design review

- Process for using Design Guidelines
- The City of McCall Design Guidelines is a separate document
- Design review approval required for just about everything except a single family home less than 3,500 square feet that is not in the Scenic route or Shoreline zones
- Subdivisions with design review procedures approved by the City would be exempt from this requirement




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### Affordable Housing Incentives in Zoning Ordinance

- R-16 Zone District
- 60 dwelling units/acre in CBD
- 40 dwelling units/acre in CC
- New NC zone
- Residential development in commercial zones only as a part of mixed use project




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### EPA smart growth grant

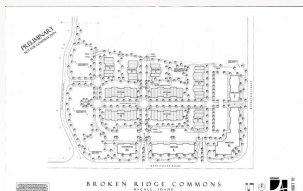



- Grant award – July 2005
- Workshops – October 2005
- Comprehensive plan amendment recommended by P&Z – January 2006
- Comprehensive Plan Amendment adopted February 9, 2006





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### Results

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### Results





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### Lessons learned




- Seize the day
- Communicate
- Share
- Leverage
- KISS



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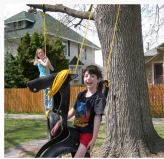

### Presentation objectives

- Understand reasons for planning
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  - Quality of life



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We have the freedom to make informed, humane, and intelligent choices about the kind of world we want to leave for our children and grandchildren. We also have the freedom to make uninformed, selfish, and stupid choices. Which will it be? - Greg Pahl

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