

“Smart Growth 101”

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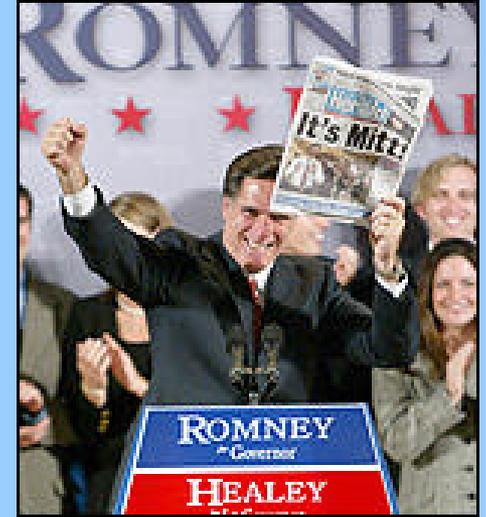
"All I want you to do is change the culture."

... Gov. Parris N. Glendening

Jennifer Granholm



National
Interest in
Smart Growth



Mitt Romney



Mike
Leavitt

The Three Ages of Environmentalism

- Preserving our wilderness: Creating the National Park System. [Early 1900s]
- Protection from polluters: Addressing the environment as a public health crisis. [Mid-1900s]
- Livability: Linking the environment with quality of life. [Late 1900s and forward]

What is Sprawl?

Sprawl is defined as “a form of urbanization distinguished by leapfrog patterns of development, commercial strips, low density, separated land uses, automobile dominance and a minimum of public open space.”

- Oliver Gillham, *The Limitless City* (Washington, DC: Island Press, 2002)

What are the Impacts of Sprawl?

- Environmental (land consumption, impacts of auto dependency on air and water)
- Fiscal (expensive to service)
- Social (race and class segregation; no public realm)
- Health (contributes to high rates of obesity)



Factors Contributing to Sprawl

- trends in land use planning and law
- the automobile-oriented culture
- concerns about quality schools and public safety
- racism and racial tension
- inadequate ecological awareness
- global economic change
- national tax policy and spending programs
- method of local government revenue generation
- owners' concerns over property values

Balance

➤ Development Playing Field

- Tilted Toward Urban Fringe
- Away From Center Cities and Older Suburbs



➤ Powerful Thesis Behind Smart Growth

-- If we can shift toward a more balanced development pattern, it will have tremendous environmental and economic benefits.

Ten Principles of Smart Growth

1. Mix land uses

- Provide retail or personal services near housing
- Incorporate parks, schools, and other public facilities.



2. Take advantage of compact building design

- Grow vertically rather than horizontally to preserve green spaces and reduce cost of providing public facilities and services



3. Provide housing opportunities and choices

- Provide quality housing for people of all income levels, household sizes, and stages in the life cycle.



4. Create walkable communities

- Mix land uses, build compactly, and provide safe and inviting pedestrian corridors



5. Foster distinctive, attractive communities with a strong sense of place



6. Provide a variety of transportation choices

- Coordinate land use and transportation investment
- Increase high-quality transit service
- Connect pedestrian, bike, transit, and road facilities



7. Preserve open space, farmland, natural beauty and critical environmental areas

- Identify areas with highest priority for preservation
- Use a variety of preservation tools, including purchase, regulatory, and incentive programs



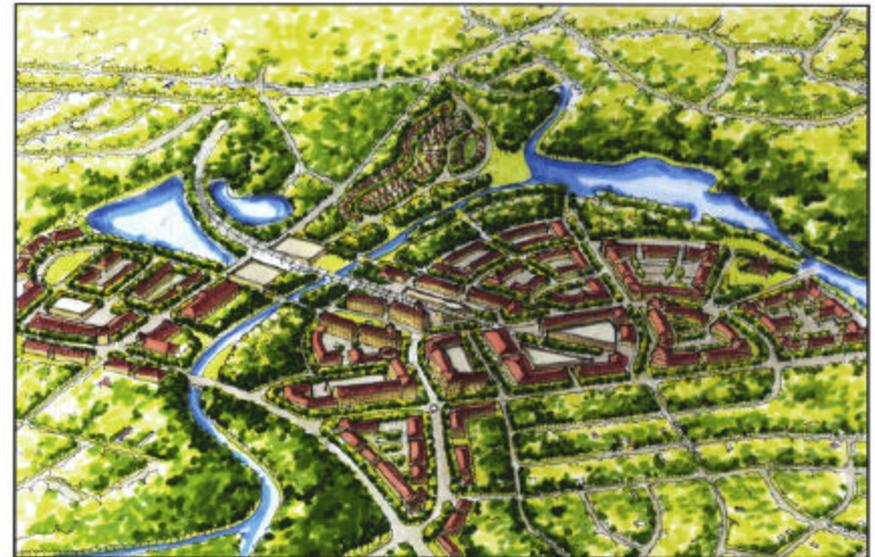
8. Strengthen, and direct development towards, existing communities

- Use incentives to achieve clean-up and re-use of “brownfield” and “grayfield” sites
- Preserve and repair historic buildings as part of redevelopment plans
- Build on the resources and amenities of existing communities



9. Make development decisions predictable, fair and cost-effective

- Update comprehensive plan and implementing regulations to incorporate smart growth, and apply regulations consistently



'VILLAGE' SCHEME AERIAL

WEST HYATTSVILLE
METRO TRANSIT ORIENTED DEVELOPMENT
Hyattsville, MD



10. Encourage community and stakeholder collaboration in development decisions

- The private sector does most of the development, but citizens and other stakeholders collaborate in this development to ensure it is consistent with community needs and concerns.



Reasons for Variation in State and Local Growth Management Practices

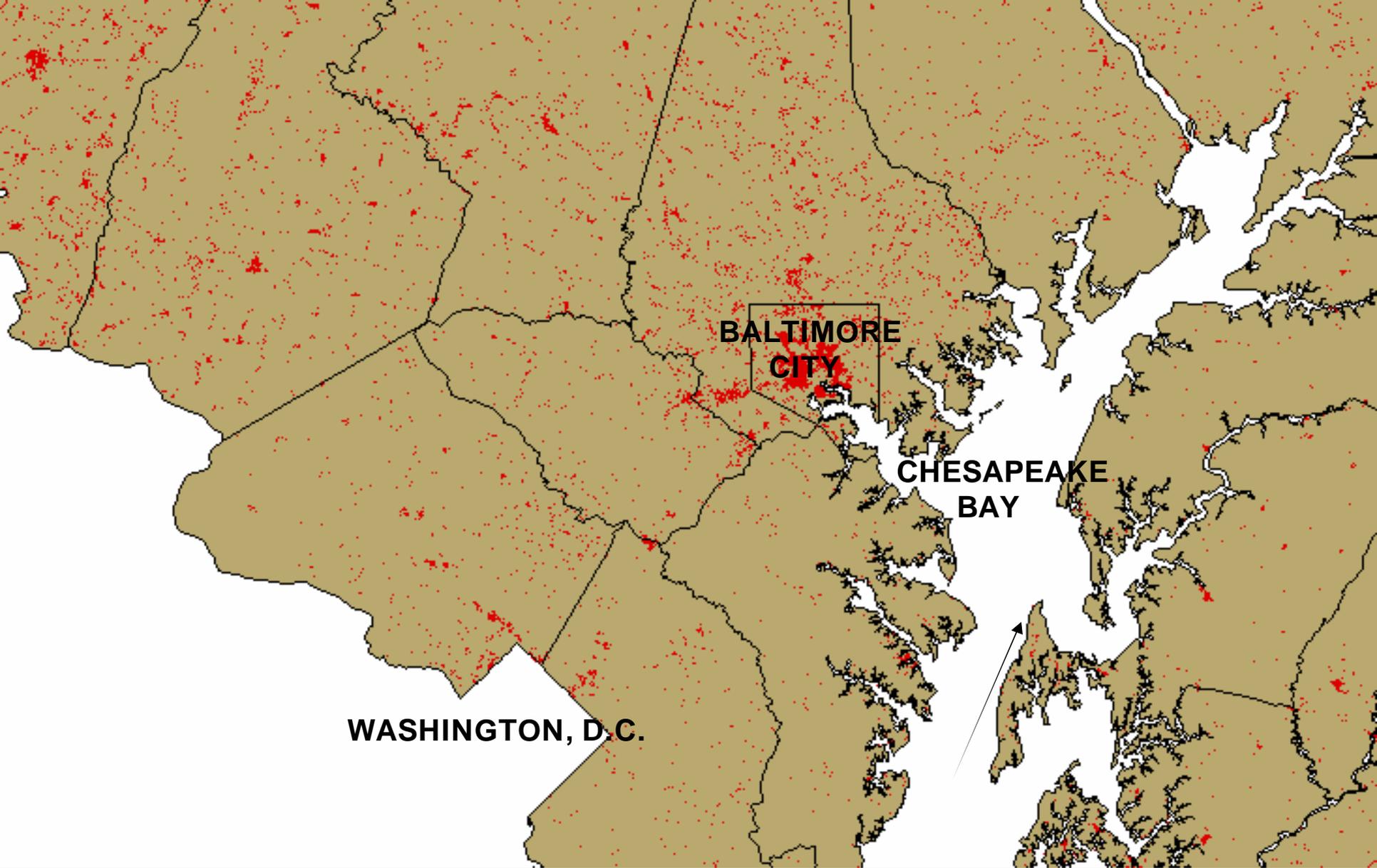
- the political culture of the state
- local notions of property rights
- growth trends, growth-related conditions and the nature and location of threatened environmental resources within the jurisdiction
- the existence of charismatic leaders favoring smarter growth

*How the State of Maryland
Created Its
Smart Growth Initiative*

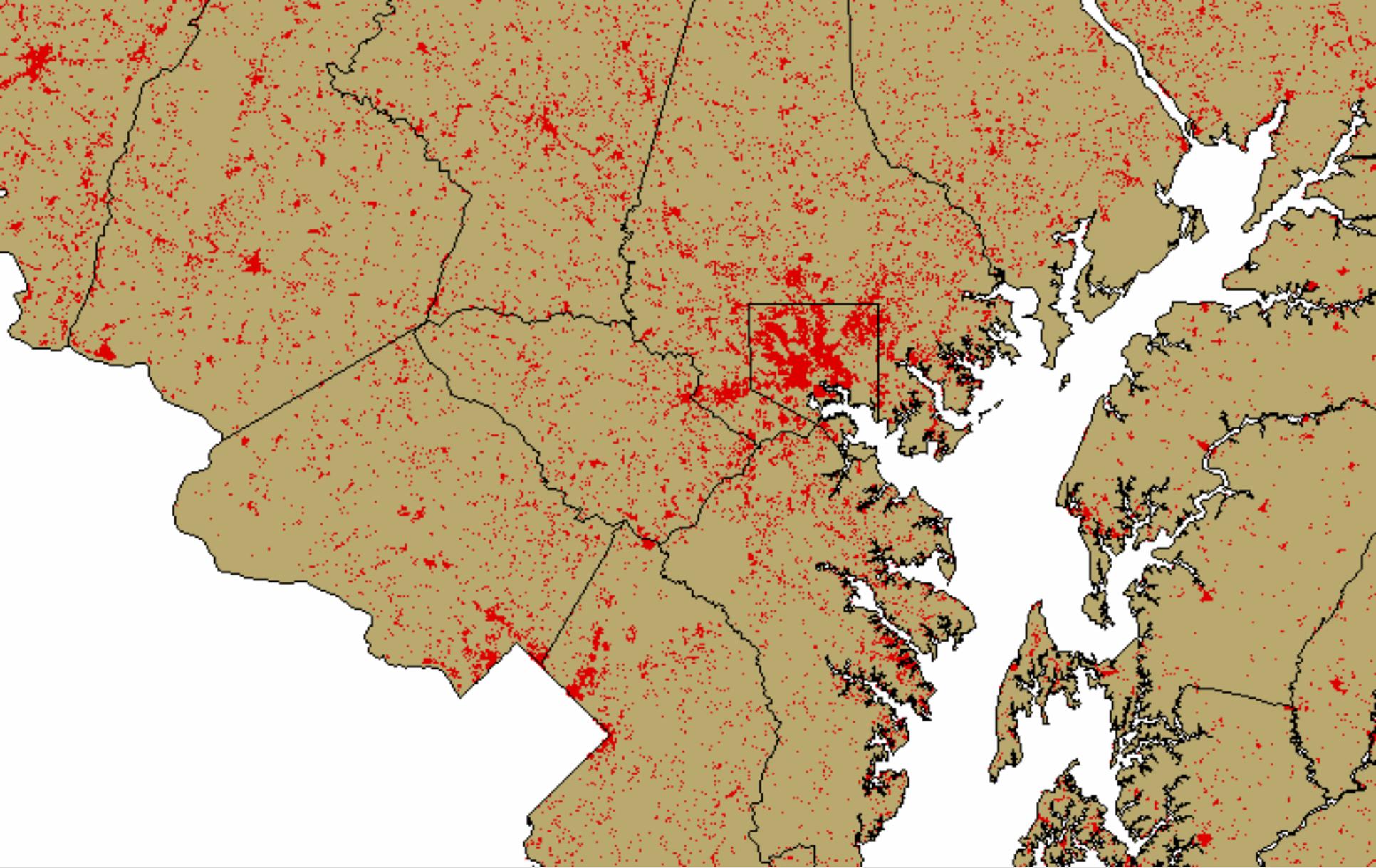
Smart Growth 101

1. Demonstrated the problem
2. Alerted stakeholders that change was coming and invited their input
3. Understood the political parameters and packaged the program for public consumption
4. Strategically developed a program that appealed to different audiences
5. Got agencies to work together
6. Showed examples -- the good, the bad and the ugly
7. Celebrated small victories and praised champions
8. Kept up momentum with leadership from the top.

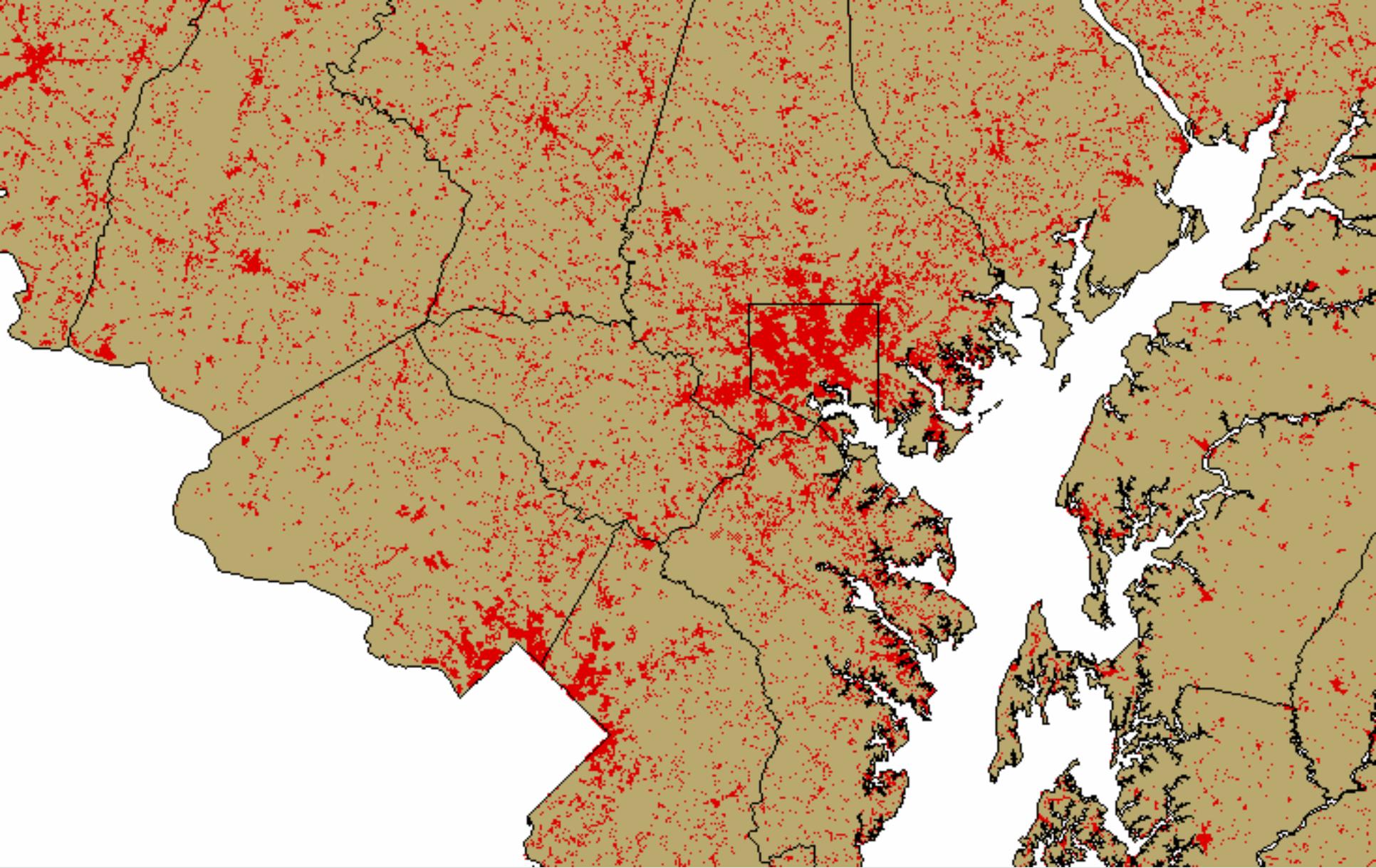
1. Demonstrate the problem



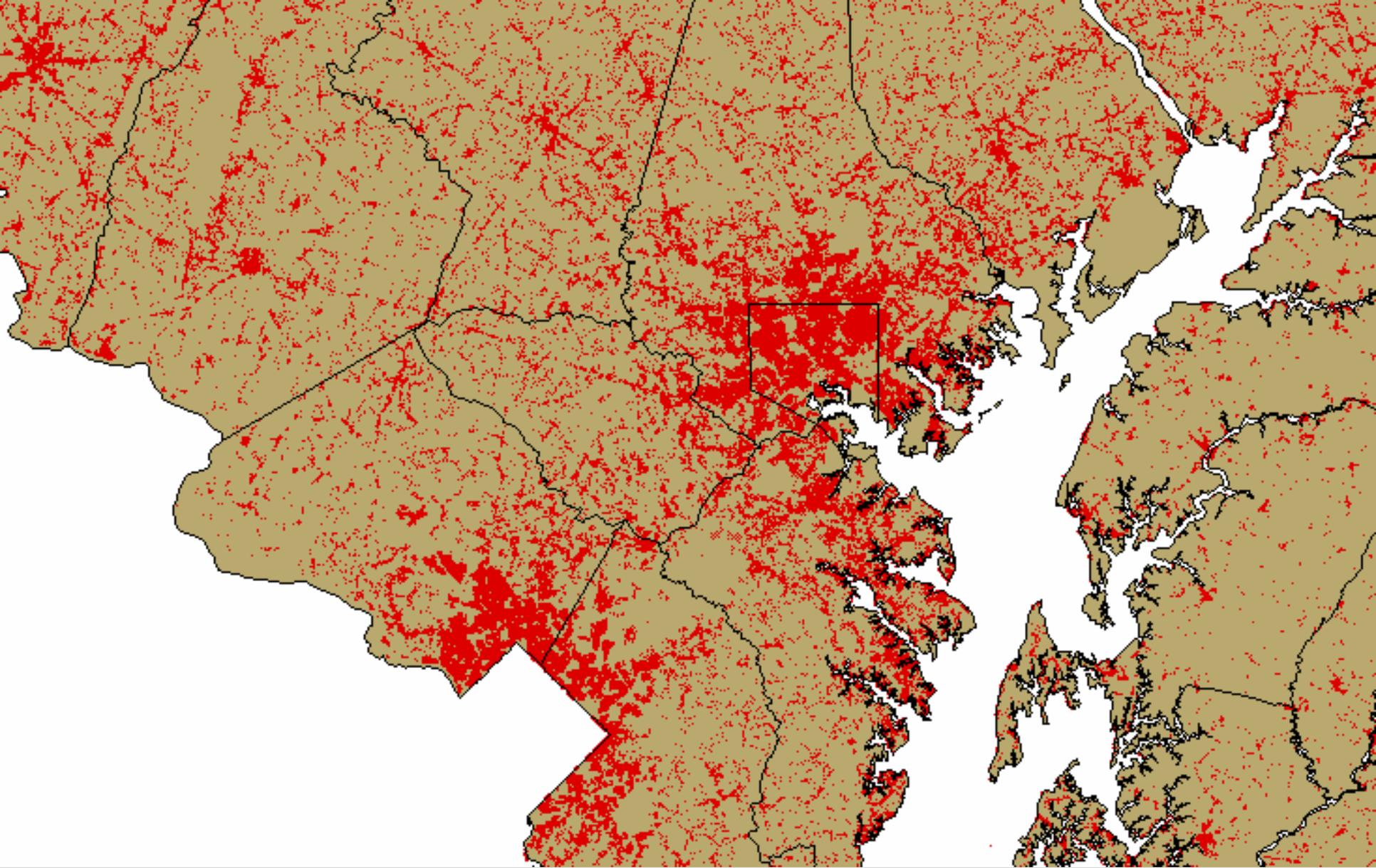
Development Patterns Before
1900



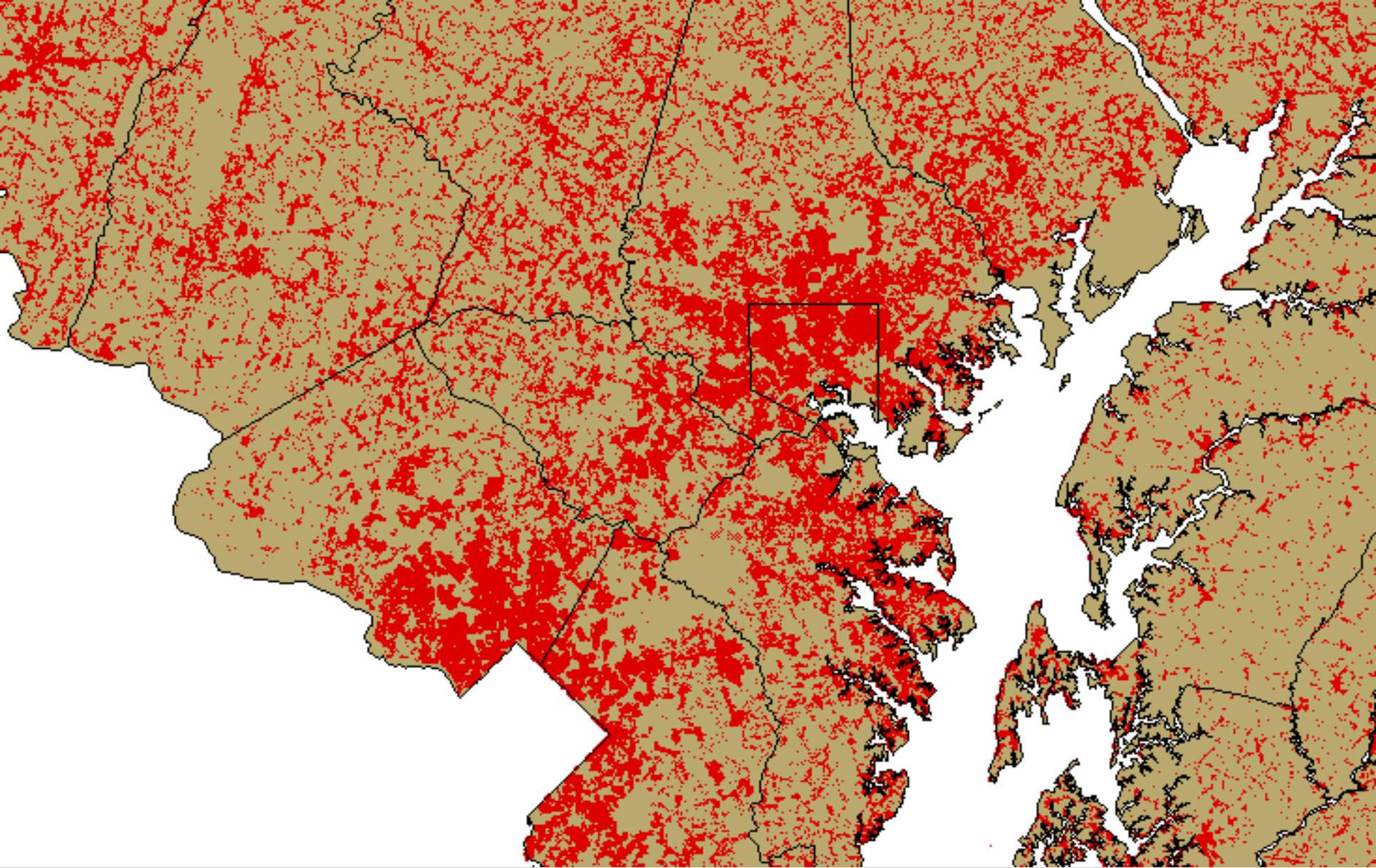
Development Patterns up to
1920



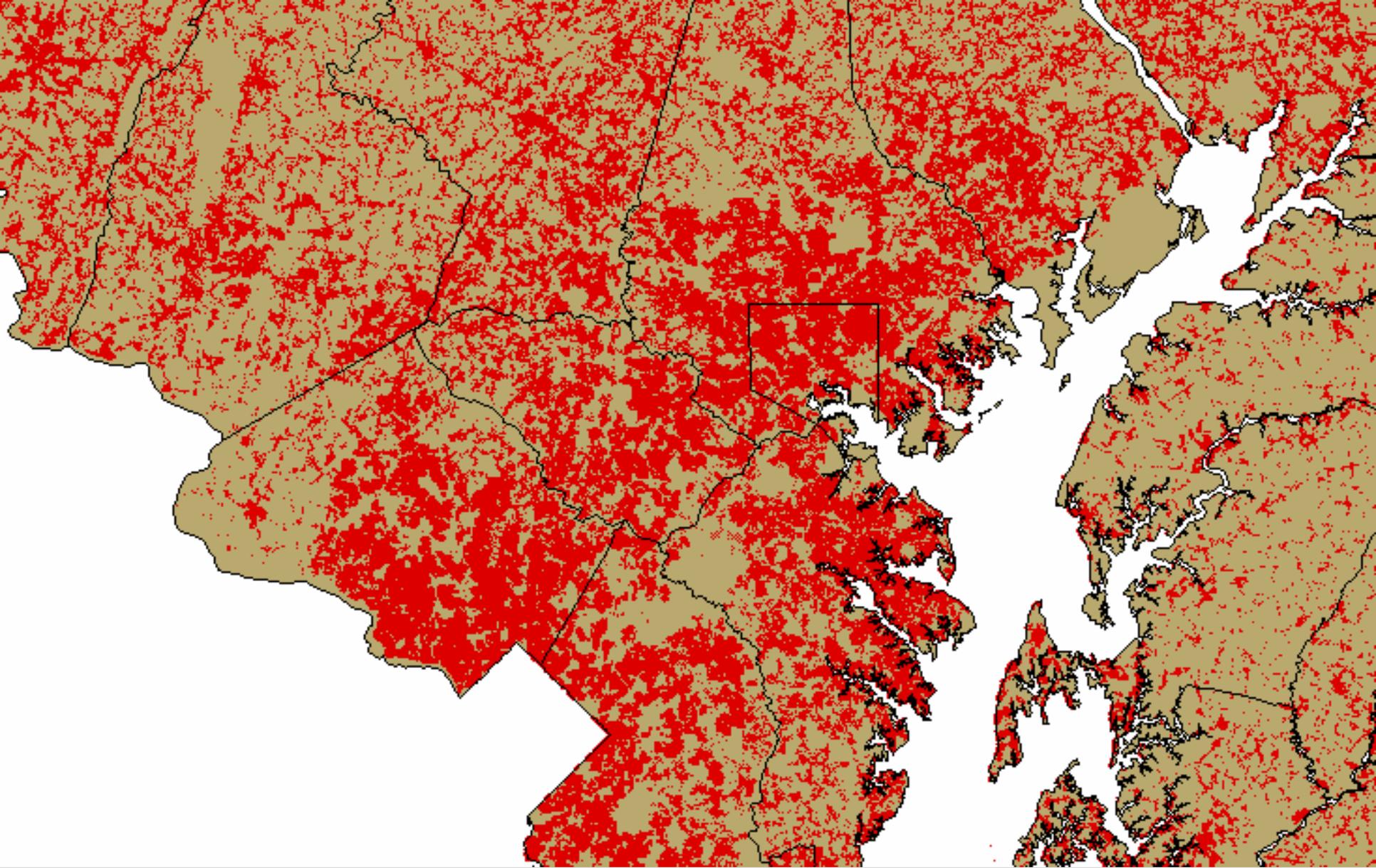
Development Patterns up to
1940



Development Patterns up to
1960



Development Patterns up to
1980



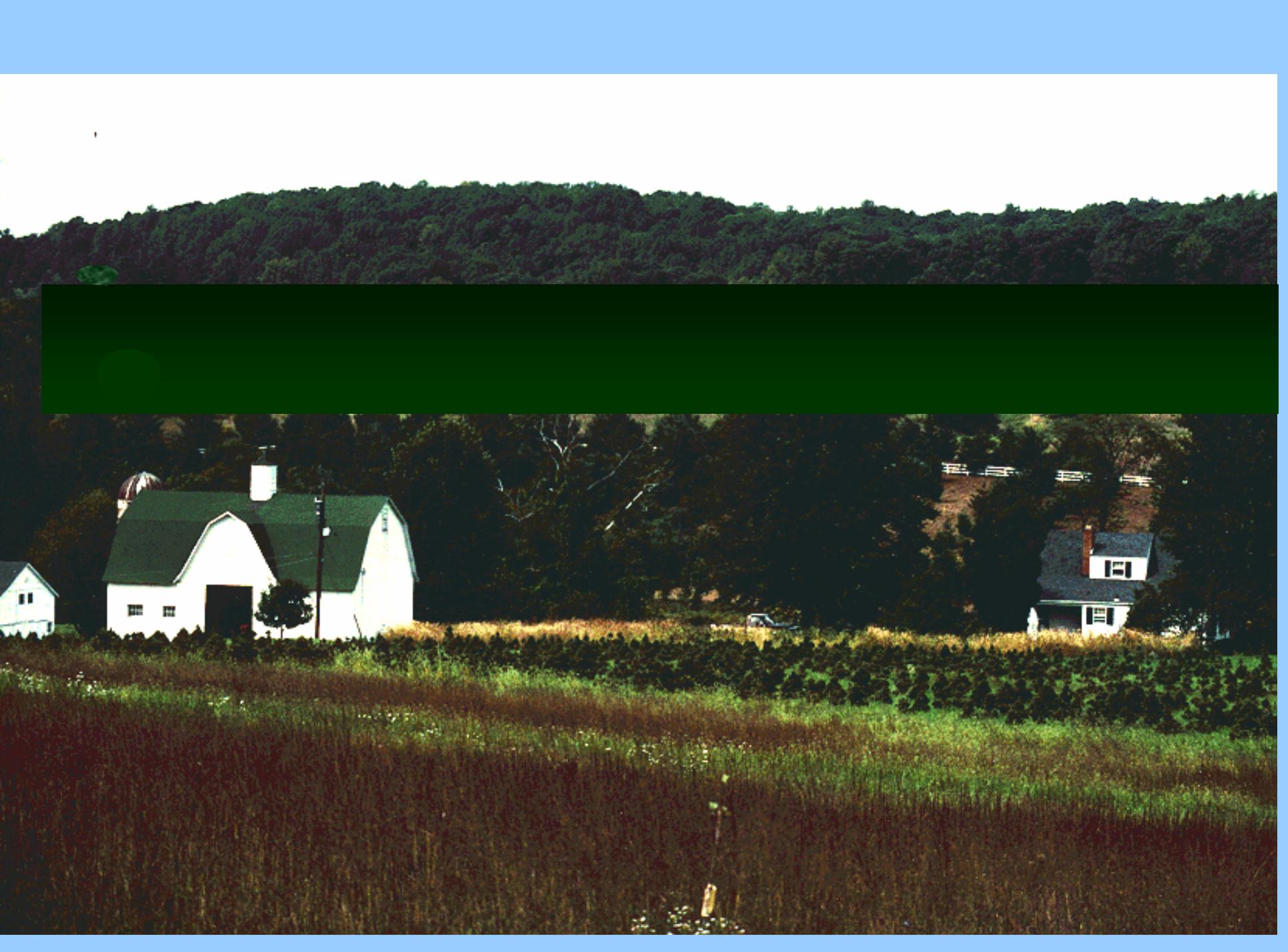
Development Patterns through
2000

Abandoned Cities and Suburbs



Large Lot
Development
in
Rural Areas







Traffic Congestion



2. Alert stakeholders that change is coming
and invite their input

Smart Growth 101

- Help constituents identify the problem
- Demonstrate to stakeholders that you value their input (“We Asked, You Proposed”)
- Bring together diverse groups affected by the problem
- Seek common ground – work on what you agree on rather than fight over what you don’t
- Demonstrate what’s at stake

Retail Experiences



Housing



Transportation Investments



Community Character



Photo courtesy of The Conservation Fund

Farming



3. Understand your political parameters and package the program strategically

*Parameters
for
Maryland's
Smart Growth
Initiative*

- Must preserve local decision-making authority
- Must not be a big new spending program
- Must be incentive-based, *not* regulatory
- Must be pro-growth, *not* no-growth or slow-growth

Describe the Goals of your Program



- Support and enhance existing communities
- Preserve natural resources and agricultural areas
- Save on the cost of new infrastructure

Brand Your Program with a Name People Will Recognize

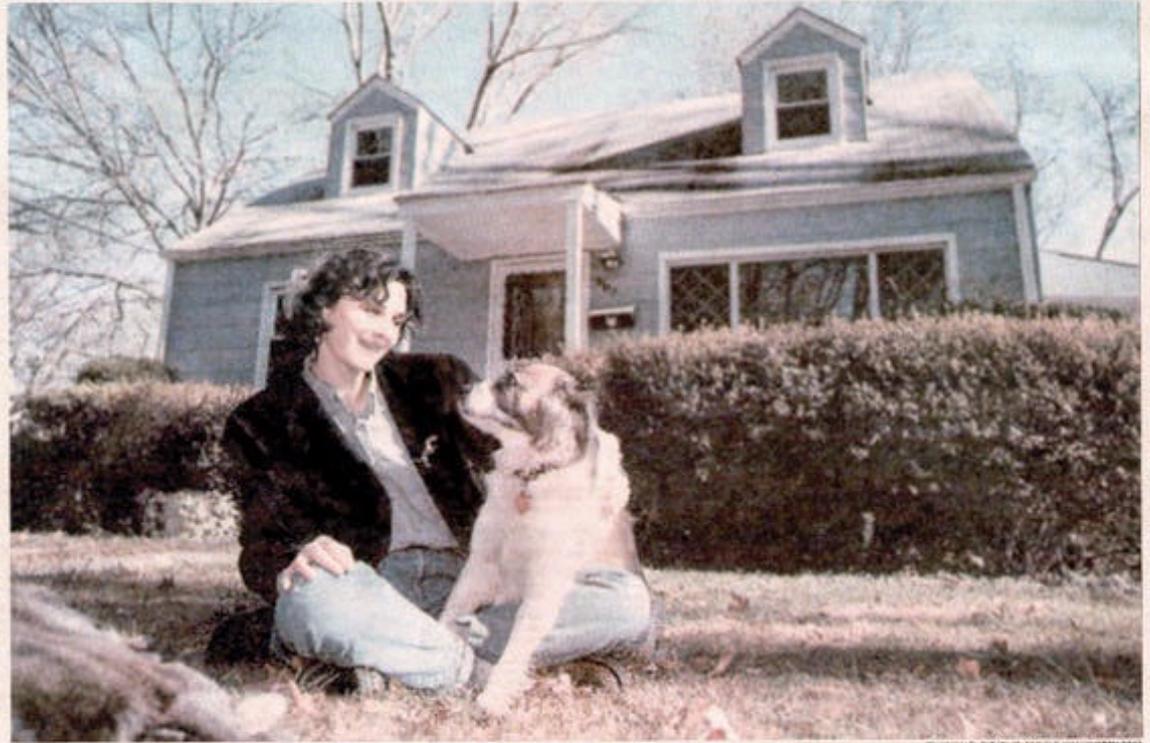


Photo Courtesy of the National Center for Smart Growth Research And Education, University of Maryland

4. Develop a program that appeals to different audiences

Appeal to
People's Love
of Beauty
and Nature





BY MICHAEL OSHRIN JR. FOR THE WASHINGTON POST

University of Maryland researcher Wendy Fineblum, with dogs Elsa and Calli, got \$3,000 in home-buying assistance for a house in College Park.

Help Is for Just Around the Corner

In Maryland, Some Buyers Win Grants for Staying Close to Work

By SANDRA FLEISHMAN
Washington Post Staff Writer

Wendy Fineblum, a veterinary medicine researcher at the University of Maryland, found a state home-buying assistance program that's a bit different from many others—income was not a factor.

Maryland's Live Near Your Work Program is aimed at reducing sprawl and cutting commutes, rather than just helping out needy families. Because only certain neighborhoods targeted for redevelopment are eligible, however, it may not appeal to everyone.

The program is a component of Gov. Parris N. Glendening's "Smart Growth" initia-

targeted areas. The state provides \$1,000, the local jurisdiction gives \$1,000 and the employer gives \$1,000. Employers can give more if they wish.

Fineblum had been traveling to the College Park campus from Towson for three months before she found a house through the program. The commute "was horrible." On average, the ride took 90 minutes "but it could easily be stretched to 2½ hours for who knows what reason."

Fineblum had doubted that she would be able to buy near the university because of the frenzied market.

"I thought Baltimore prices were high when I moved there four years ago from

that she couldn't afford to rent in many nearby neighborhoods, let alone buy.

After discovering Live Near Your Work, Fineblum said she concentrated on College Park to get the \$3,000 grant.

The money covered the down payment on a \$103,000 postwar Cape Cod she bought last October.

"It's hard to know for sure" that the grant sold her on College Park, Fineblum said, "but it certainly made it much easier and more feasible. I didn't have to hit up any relatives for loans."

Fineblum said that "the only real problem [with the program] was convincing my lender that it was real . . . that there were no

SMART GROWTH

AND NEIGHBORHOOD CONSERVATION

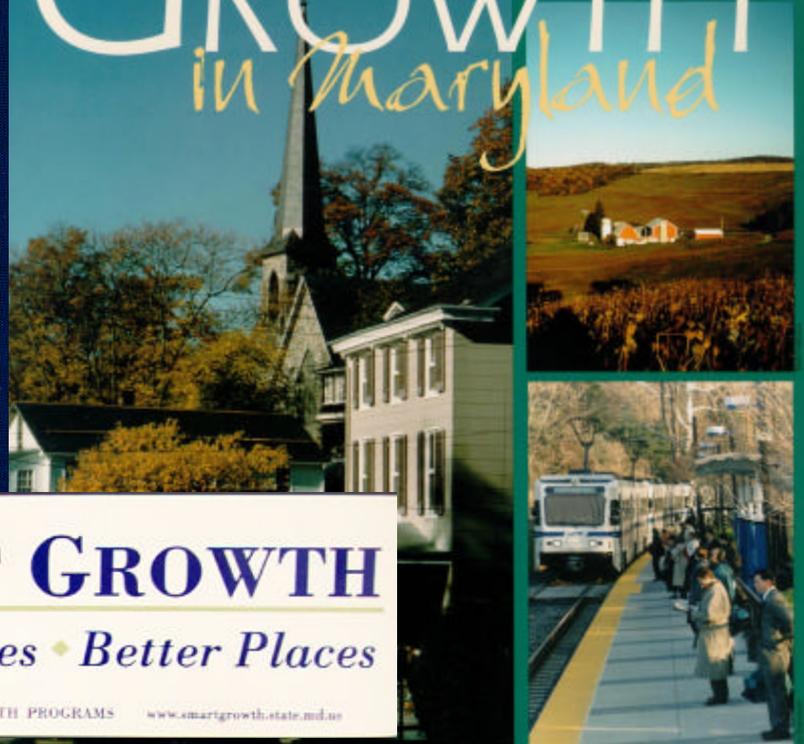


"A Legacy for Our Children"

Put a Public Face
on Your Program

SMART GROWTH

in Maryland



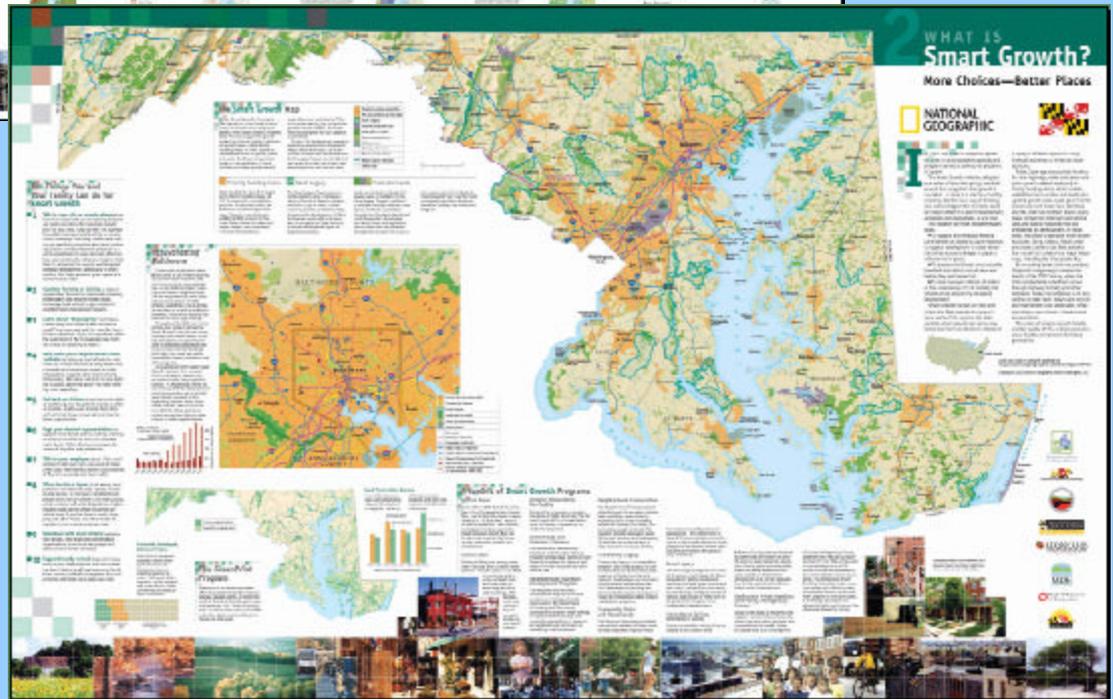
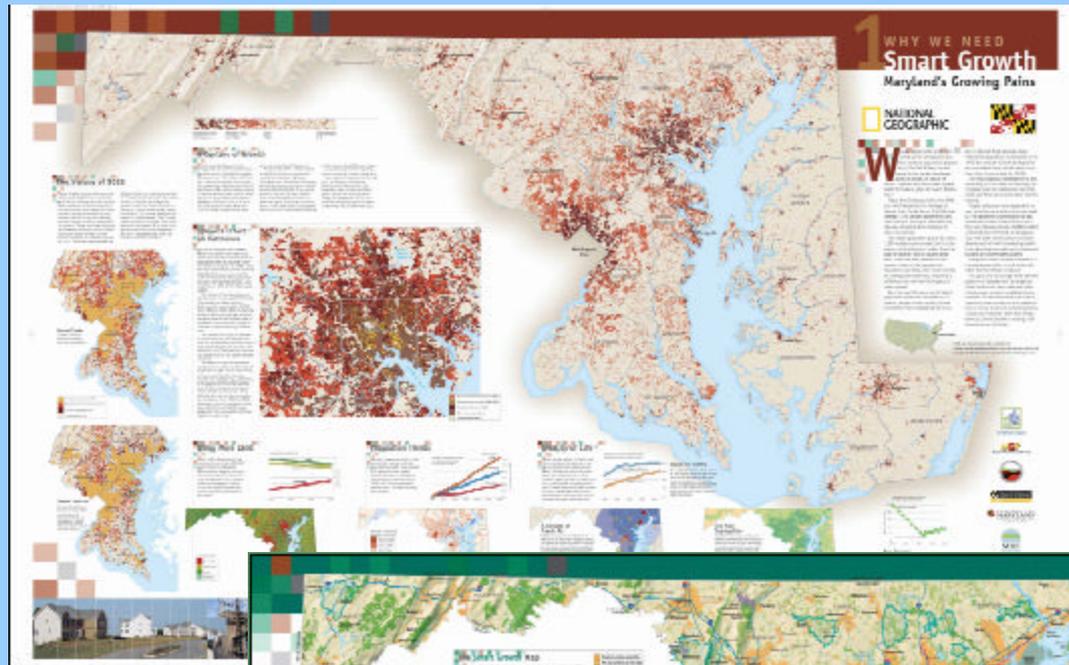
SMART GROWTH

More Choices • Better Places

MARYLAND'S SMART GROWTH PROGRAMS www.smartgrowth.state.md.us

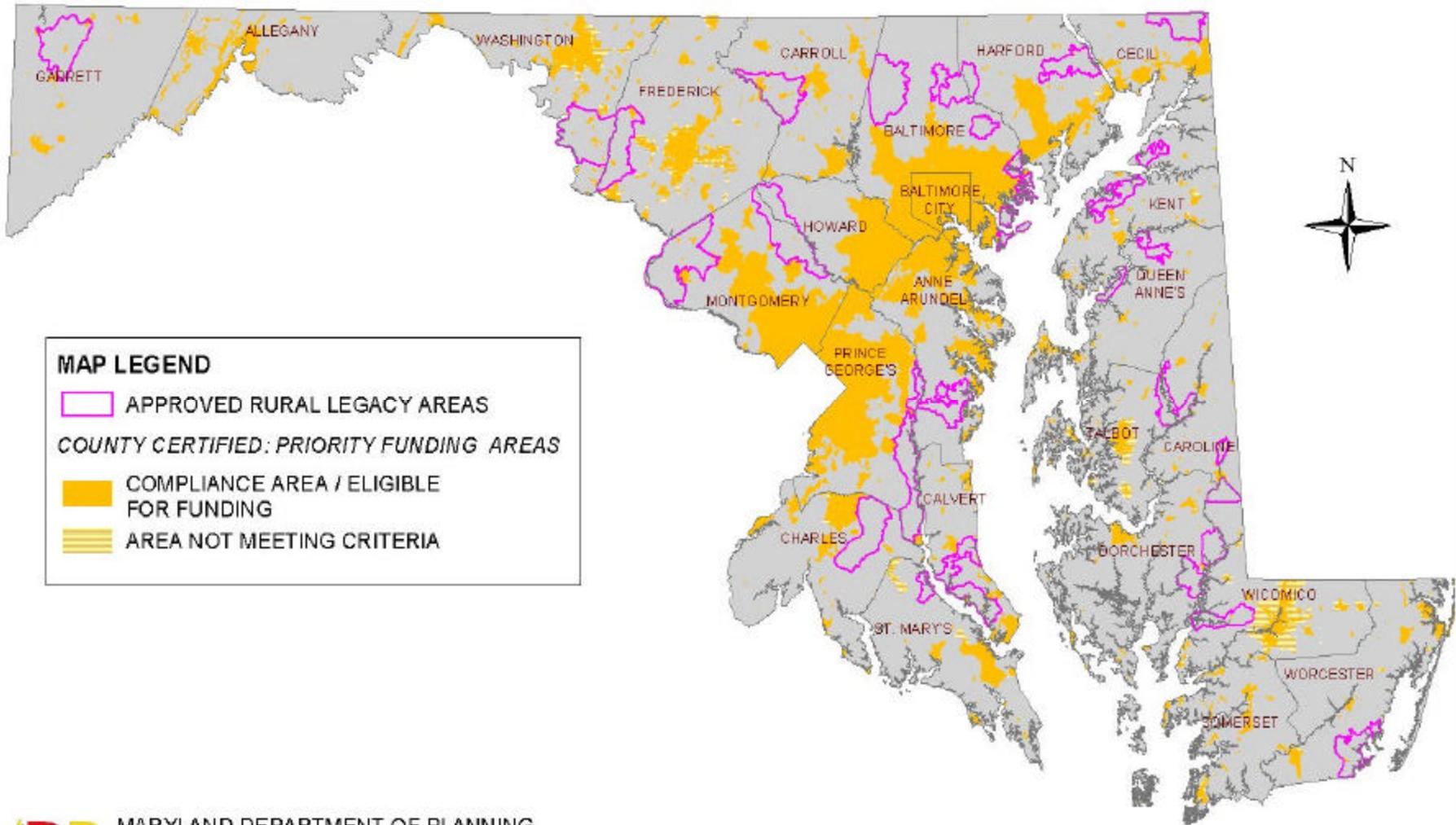
Develop
Student
Learning Tools

National
Geographic
Smart Growth
Wall Map
for
Schools



5. Get all your agencies to work together

STATEWIDE PRIORITY FUNDING AND 2003 RURAL LEGACY AREAS



MARYLAND DEPARTMENT OF PLANNING
COMPREHENSIVE PLANNING DIVISION
JANUARY 2003

30 0 30 Miles

*Maryland
Smart
Growth
Sub-
Cabinet*

- Secretary of Planning
- Secretary of Agriculture
- Secretary of Budget and Management
- Secretary of Business and Economic Development
- Secretary of Environment
- Secretary of General Services
- Secretary of Health and Mental Hygiene*
- Secretary of Higher Education
- Secretary of Housing and Community Development
- Assistant Secretary of the Office of Neighborhood Revitalization
- Secretary of Natural Resources
- Secretary of Transportation
- Executive Director, National Center for Smart Growth Research & Education, University of Maryland

6. Show examples –
the good, the bad and the ugly

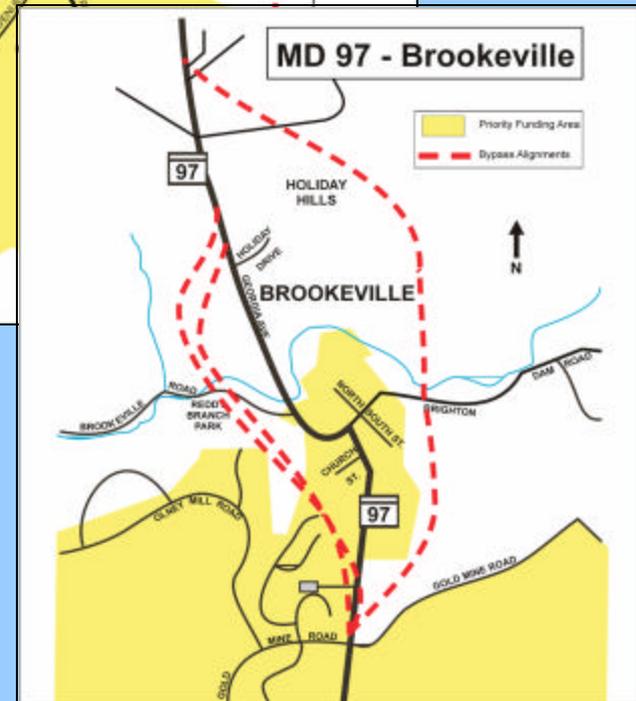
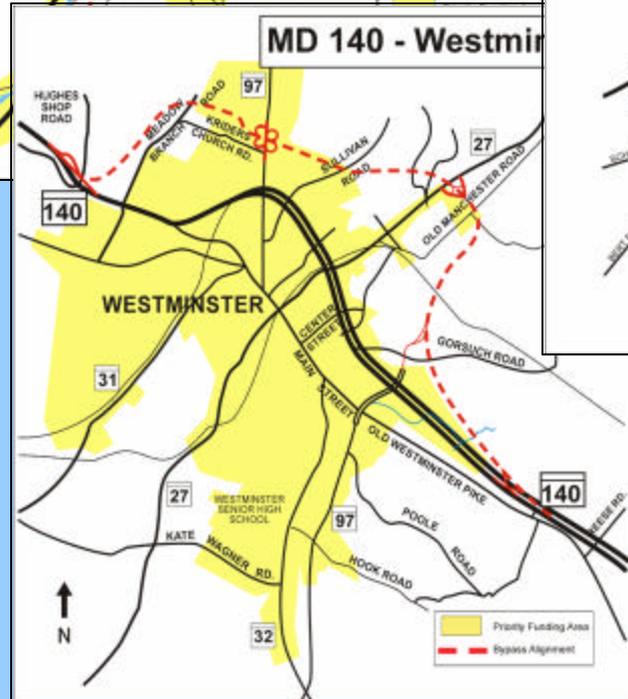
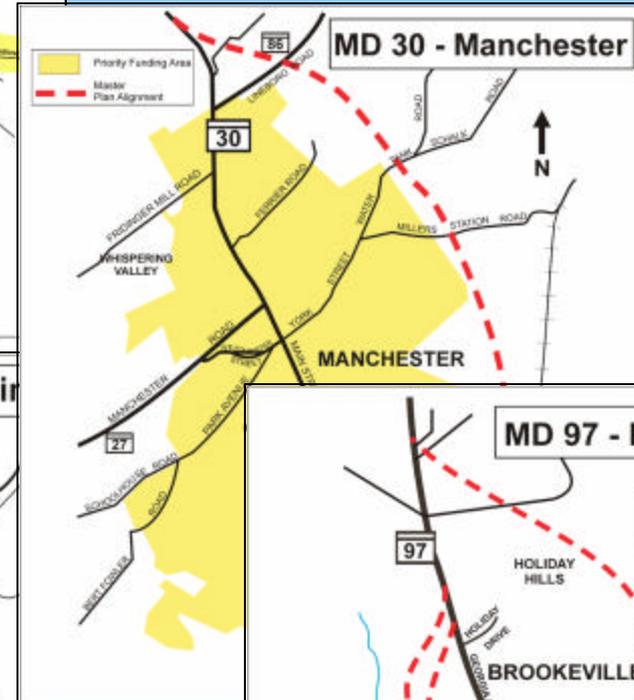
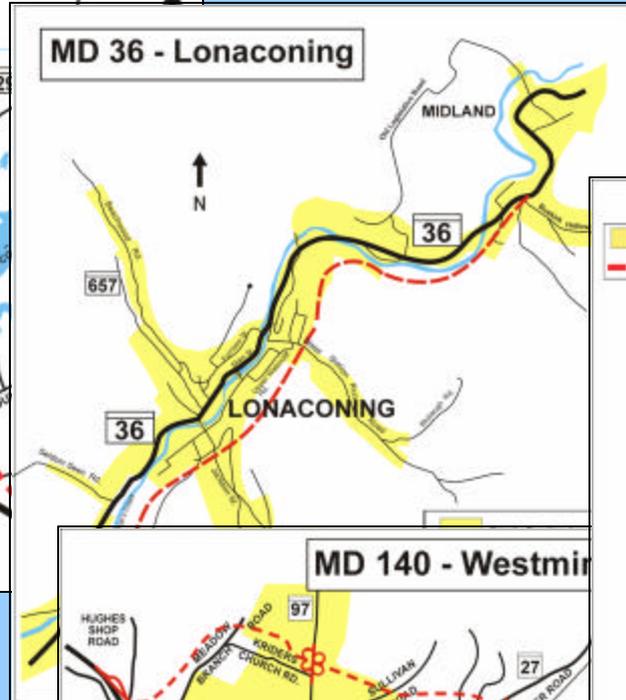
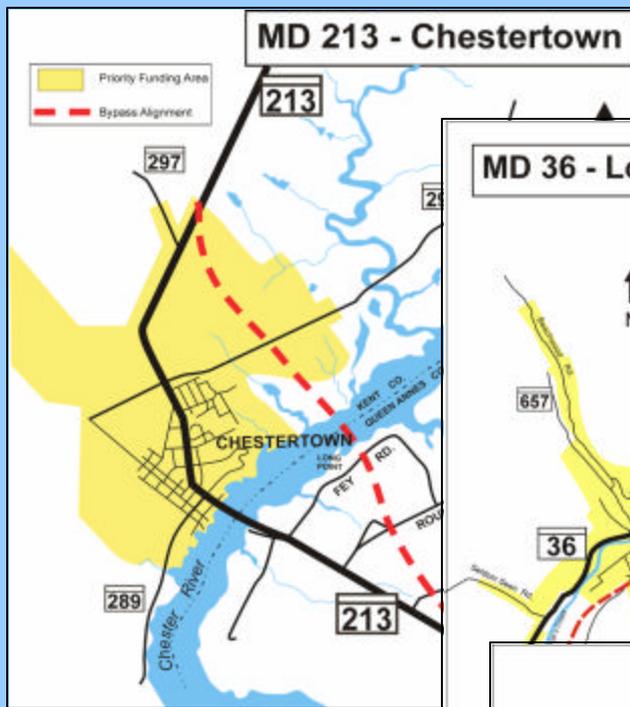
Sprawl Greet
Visitors
to
Hagerstown,
Maryland



Loss of
Farmland
Continues



Demonstrate You'll Do Things Differently



Five Highway Bypass Projects Cancelled in Maryland

Brownfield
Cleanup
at the
Can Company,
Baltimore, Md.

Before & After



Commercial
Area
Revitalization



Towson Business District - Before

Commercial
Area
Revitalization

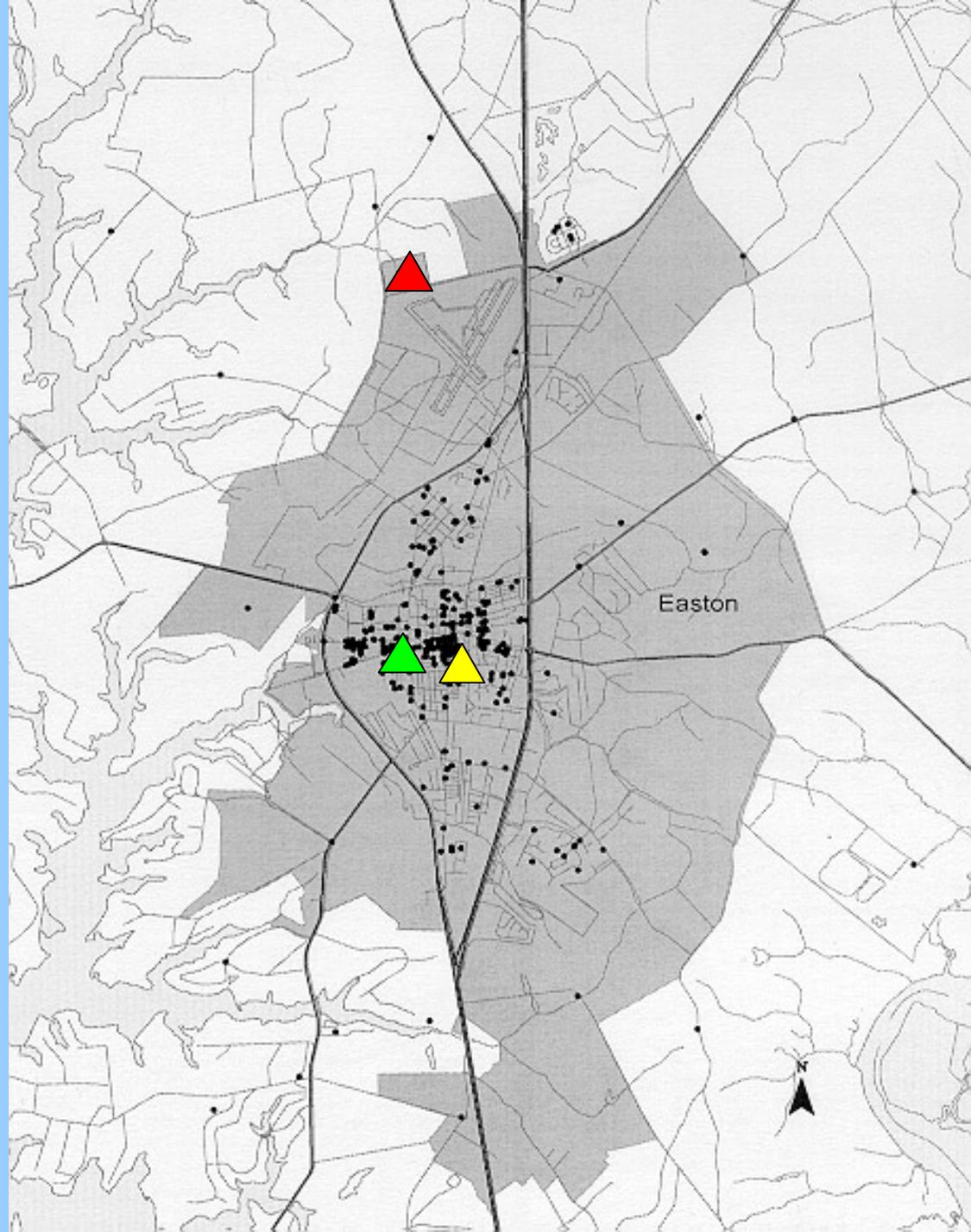


Roundabout in Towson - After

7. Celebrate small victories and
praise all champions

Site Selection for Social Services Building in Easton

- ▲ Existing Site
- ▲ Proposed Site
- ▲ Selected Site



Governor's Youth Environmental Summit



Recognizing
Support
--
"Smart Growth
Champs"



8. Keep up momentum with leadership
from the top.



UNIVERSITY OF
MARYLAND

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