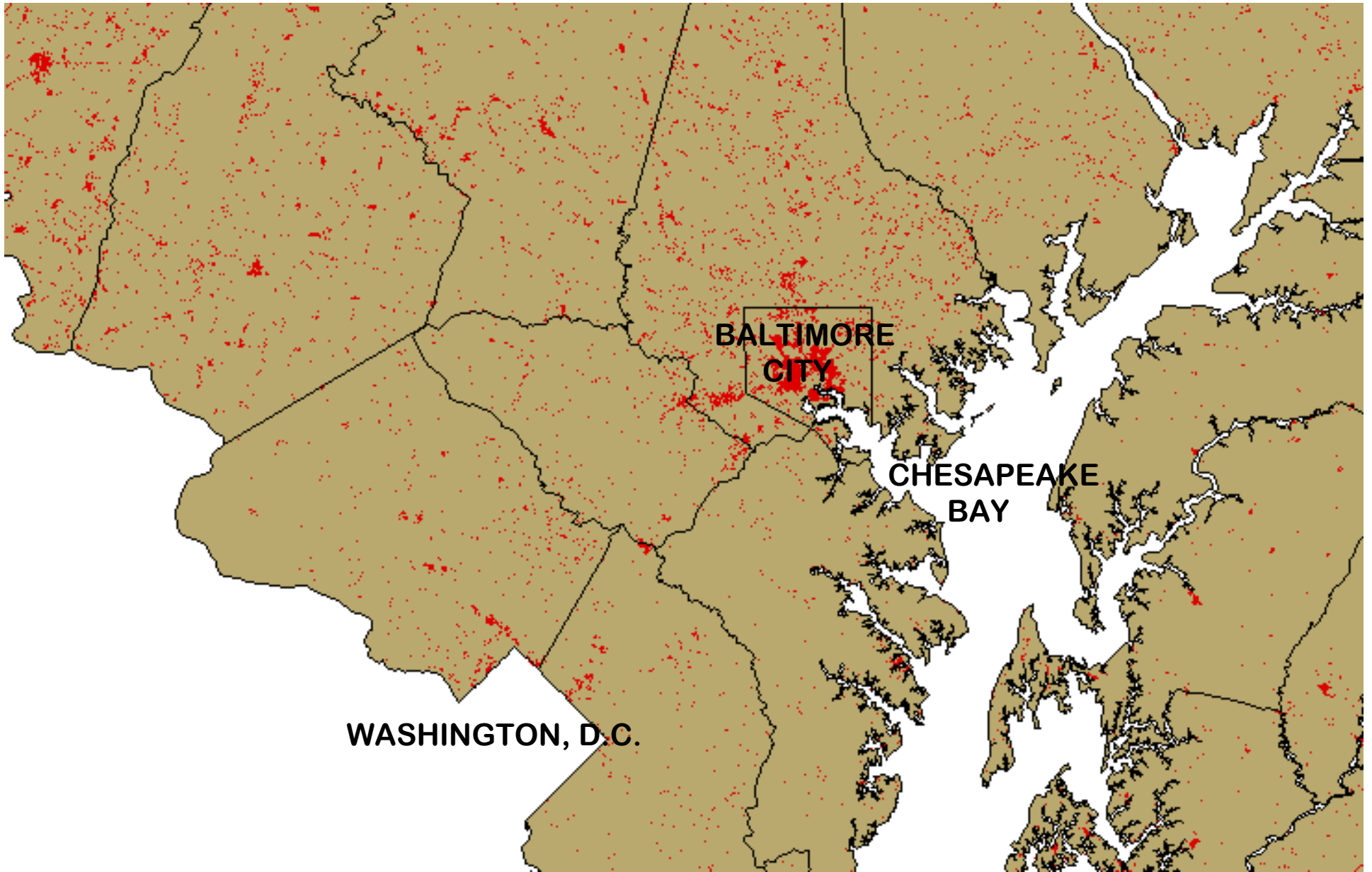
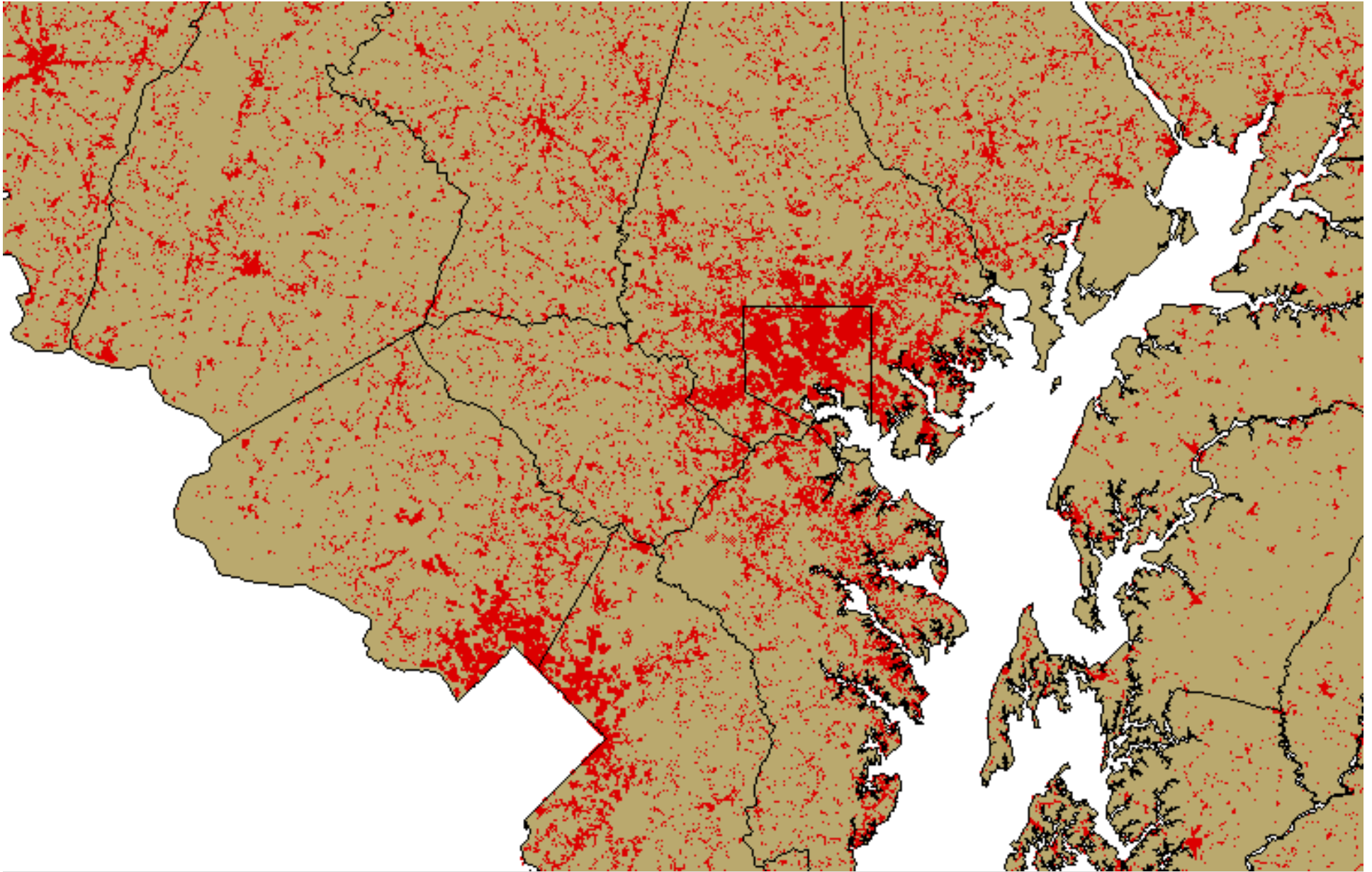




Elements of Smart Growth on the Waterfront

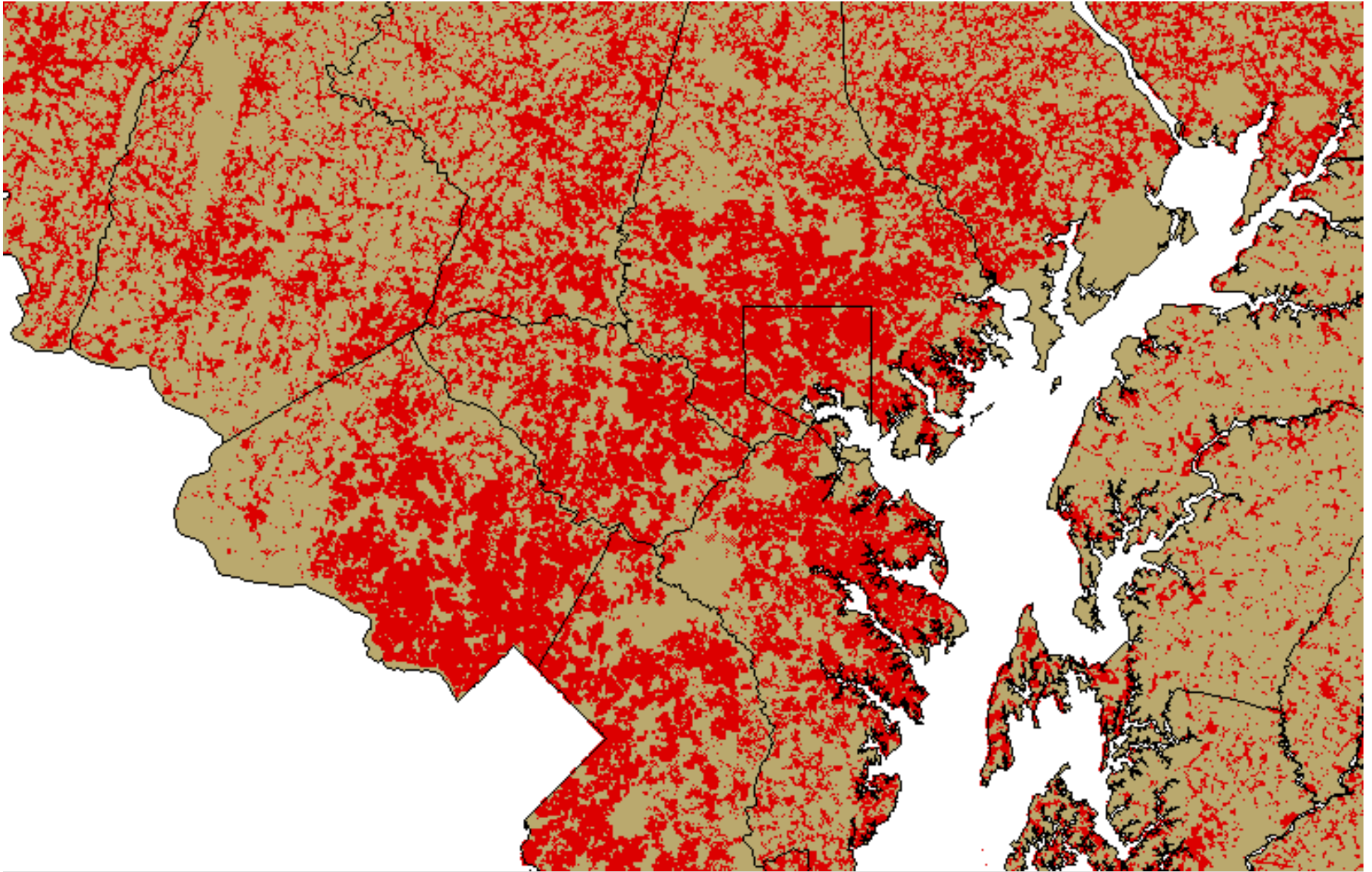
Framing the Public Conversation About Coastal Development





University of Maryland
National Center for Smart Growth

Development Patterns up to
1950



University of Maryland
National Center for Smart Growth

Development Patterns through
2000



Plan Ahead! Take the Long View

- Does your town have specific goals for the waterfront?
- Assess each project proposal as if it were being built for your grandchildren,
- The little increments of change make a difference
 - Think of the “seventh generation”
 - Remember all three legs of the sustainable stool
 - Economic
 - Ecologic
 - Cultural

Ecologic

Economic

Cultural

Sustainable Communities



always....Engage the Community


- Include waterfront landowners and non-owners in public hearings when project proposals affect the waterfront
 - Allies will emerge from inland
- Create coastal policies for your Master Plan
 - Asset mapping can help
 - What makes our community wealthy?
 - Talk about the values of the waterfront
 - Conduct public events near the water
- Create incentives and regulations for your policies
 - Create a Waterfront District, PDR/TDR, conservancies
 - Zoning needs to be modern, offer the latest tools
 - Is “residential” a lesser included use in your prime industrial zone?



Ten Principles of Smart Growth


- Mix Land Uses
- Use Existing Community Assets
- Increase Housing Choice
- Encourage Walking
- Create a Sense of Place
- Protect Farms, Unique Natural Features, Open Spaces
- Direct Development to Existing Communities
- Offer Transportation Variety
- Make Development Process Fair, Predictable, Efficient
- Involve Stakeholders

Adopted by the Smart Growth Network



Elements of Coastal Smart Growth

- *Encourage working waterfronts and water dependent uses that promote a stable, year-round waterfront community*
- *Effectively use land to maximize waterfront and water-based activities in appropriate areas*
- *Accommodate seasonal population flux while retaining the livability and affordability of the community*
- *Assure physical and visual access to and from the waterfront for the public*
- *Protect, preserve, and enhance coastal character while capturing local opportunities for growth*



Elements of Coastal Smart Growth

- *Protect natural coastal features and processes by designing with respect for the sea and the land-sea interface*
- *Encourage revitalization of waterfronts*
- *Encourage waterborne transportation options to compliment to land-based options*
- *Facilitate state and federal waterfront permit processing at the local level*
- *Seek participation from diversity of sectors to represent the values and legacy of the public trust of coastal waters*



Message Framing

Caveat....

- Issues about growth are understood best when a picture with details is presented. Leading with statements of principles is largely unsuccessful, because reactions vary according to each individual's needs, beliefs, and examples.
- Communications framing is based on cognitive research. People hear a message in terms of what they already know and believe.



“How advocates talk about the issues of change and growth can dramatically change the terms of debate and the criteria considered in development decisions.

By using language and rhetoric based in how citizens think and understand these issues, leaders and advocates can gain support from broad constituencies for better planning, policy and decision-making.”

Evoked Values

Establish Context

Define Issue

from work of Action Media for the Funder's Network



Original text: Curbing sprawl reduces the cost of providing public infrastructure and delivering services.

Rewritten with frame: Thoughtful design and planning reduces the cost of providing public infrastructure and delivering services.



Some Current Waterfront Issues

- Family-owned charter fishing businesses and commercial fishing operations are threatened in coastal communities
- Marina and harbor site decay and under-use while there is pressure to develop new sites
- Waterfront recreational access is increasingly limited, particularly in urbanized areas
- Maintaining the physical & biological integrity of aquatic, wetland and coastal ecosystems (regional thinking is rare)
- Development of waterfront sites for uses (such as casinos) that are not water-dependent often harms communities



We Need Your Help With Examples!

<p>Waterfront Smart Growth Element</p> <p><i>Each element is intended to distill the waterfront-related aspects of a smart growth principle to help communities address their unique waterfront characteristics</i></p>	<p>Suggested Re-phrasing</p> <p><i>How would you change the phrasing of this element, if at all?</i></p>	<p>Top Five Ranking</p> <p><i>Indicate your opinion of this element's appeal to funders or policymakers as written or re-phrased (1,2,3,4,5)</i></p>
	<p>Field Examples</p> <p><i>Provide illustrative community example(s) of the coastal element - (name the place; city and state)</i></p>	
<p><i>Encourage working waterfronts and water dependent uses that promote a stable, year-round waterfront community</i></p>		
<p><i>Effectively use land to maximize waterfront and water-based activities in appropriate areas</i></p>		
<p><i>Accommodate seasonal population flux while retaining the livability and affordability of the community</i></p>		



We Need Your Help With Phrasing!

Assure physical and visual access to and from the waterfront for the public

Protect, preserve, and enhance coastal character while capturing local opportunities for growth



We Need Your Help With Ranking!

Protect natural coastal features and processes by designing with respect for the sea and the land-sea interface

Encourage revitalization of waterfronts



Encourage waterborne transportation options to compliment to land-based options

Facilitate state and federal waterfront permit processing at the local level

Seek participation from a diversity of sectors to represent the values and legacy of the public trust of coastal waters



Thank You!

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