Smart Growth 101: Making the Connections

Paul Zykofsky, AICP, Assoc. AIA
Associate Director
Local Government Commission

New Partners for Smart Growth Conference

Portland, OR
February 11, 2016
We are a nonprofit organization that fosters innovation in local environmental sustainability, economic prosperity and social equity.
The LGC helps transform communities through inspiration, practical assistance and a network of visionary local elected officials and other community leaders.

How we do it...

- Workshops and Trainings
- Participatory Planning and Design Work
- Policy Development Assistance
- Tours of Model Projects
- Networking Events
- Annual and Biennial Conferences
Connecting Leaders

Implementing Solutions

Advancing Policies

LGC offers conferences, forums, training, and resources for local leaders in California and nationally.

LGC serves as a technical assistance partner on designing projects, engaging stakeholders, and shaping local policy.

LGC participates in local, regional, state, and Federal policy conversations to support local leaders.
# LGC Board Members

<table>
<thead>
<tr>
<th>Position</th>
<th>Member Name</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chair</td>
<td>Councilmember Jake Mackenzie</td>
<td>City of Rohnert Park</td>
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<tr>
<td>Vice-Chair</td>
<td>Councilmember Pam O’Connor</td>
<td>City of Santa Monica</td>
</tr>
<tr>
<td>Secretary / Treasurer</td>
<td>Supervisor Deidre Kelsey</td>
<td>County of Merced</td>
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<tr>
<td>Mayor</td>
<td>Mayor Thomas Butt</td>
<td>City of Richmond</td>
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<tr>
<td>Councilmember</td>
<td>Councilmember Miguel Canales</td>
<td>City of Artesia</td>
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<tr>
<td>Mayor Pro Tem</td>
<td>Mayor Pro Tem Dominic Farinha</td>
<td>City of Patterson</td>
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<tr>
<td>Councilmember</td>
<td>Councilmember Steven Hansen</td>
<td>City of Sacramento</td>
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<tr>
<td>Mayor Pro Tem</td>
<td>Mayor Pro Tem Jon Harrison</td>
<td>City of Redlands</td>
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<tr>
<td>Councilmember</td>
<td>Councilmember Beth Krom</td>
<td>City of Irvine</td>
</tr>
<tr>
<td>Supervisor</td>
<td>Supervisor Jennifer Montgomery</td>
<td>County of Placer</td>
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<tr>
<td>Vice Mayor</td>
<td>Vice Mayor Susan Ornelas</td>
<td>City of Arcata</td>
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<tr>
<td>Supervisor</td>
<td>Supervisor Jane Parker</td>
<td>County of Monterey</td>
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<tr>
<td>Supervisor</td>
<td>Supervisor Leticia Perez</td>
<td>County of Kern</td>
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</tbody>
</table>
The Ahwahnee Principles, 1991

- Response to our members’ concerns over sprawling, poorly planned development in their communities
- Assembled with assistance from leading architects and planners working on innovative solutions
The Ahwahnee Principles, 1991

- Revitalize existing parts of our communities through infill development
- Plan complete and integrated communities with mix of uses
  - Within walking distance of one another
  - Within walking distance of transit stops
  - With a diversity of housing types
  - With a center focus

Local Government Commission
U.S. Population Growth and Land Consumption, 1982-2027

- Land area in virtually every metropolitan region in U.S. has expanded substantially since 1950.
- Urbanized area increased 2.5 times faster than population growth between 1950 and 2010.

Data for 2012-2027 is extrapolated.
Expansion with Little Population Growth

U.S. Census 1950
1,389,582 pop.

U.S. Census 2002
1,393,978 pop.

Cuyahoga Co Land Use Maps – Cuyahoga County, Ohio, Planning Commission
Household Size Drops while Houses Get Bigger

Average U.S. Household Size
1947-2007

Data source: U.S. Census Bureau

Average Size of Single-Family Homes
1973-2009
Energy and Water Use Go Up...

Building Energy Use 1949-2009


Data source: U.S. Energy Information Administration
We Buy More Cars and Drive More...

Vehicles per Household

Data source: Federal Highway Administration
Growth in Vehicle Miles Traveled (VMT) Far Outpaces Growth in Population

Data sources: U.S. Census Bureau; Federal Highway Administration
How have we built our urban roadway system?

To facilitate travel over longer distances
Will 23 lanes be enough?

Proposal would put I-75 among country’s biggest

By ARIEL HART
ahart@ajc.com

It’s wider than an aircraft carrier. Far wider than the carving on Stone Mountain. Wider than the White House stretched end to end, twice.

It’s the planned I-75, all 23 lanes, coming soon to Cobb County. As currently conceived it’s 388 feet across, wider than a football field is long.

23 LANES: The state Department of Transportation is planning to expand I-75 (below) and I-575 in Cobb and Cherokee counties. The 23-lane stretch would be between Delk and Windy Hill roads on I-75.

<table>
<thead>
<tr>
<th>Truck lanes</th>
<th>General purpose lanes</th>
<th>HOV lanes</th>
<th>General purpose lanes</th>
<th>Truck lanes</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Southbound</td>
<td>Northbound</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Obesity* Trends Among U.S. Adults

* BMI ≥ 30, or ~ 30 lbs overweight for 5’ 4” woman

Source: Behavioral Risk Factor Surveillance System, CDC
Obesity* Trends Among U.S. Adults

21 Years later…

* BMI ≥ 30, or
~ 30 lbs
overweight for
5’ 4” woman

Source: Behavioral Risk Factor Surveillance System, CDC
Trends in Child and Adolescent Overweight

Note: Overweight is defined as BMI >= gender- and weight-specific 85th percentile from the 2000 CDC Growth Charts.
Source: National Health Examination Surveys II (ages 6-11) and III (ages 12-17), National Health and Nutrition Examination Surveys I, II, III and 1999-2004, NCHS, CDC.
“Reliance on physical activity as an alternative to car use is less likely to occur in many cities and towns unless they are designed or retrofitted to permit walking or bicycling. The location of schools, work sites, and shopping areas near residential areas will require substantial changes in community or regional design.”

An American Epidemic: Diabetes

The silent killer: Scientific research shows a 'persistent explosion' of cases—especially among those in their prime

BY JERRY ADLER AND CLAUDIA KALB

Something terrible was happening to Yolanda Bentz's eyes. They were being poisoned; the fragile capillaries of the retina attacked from within and were leaking blood. The first symptoms were red lines, appearing vertically across her field of vision; the lines multiplied and merged into a haze that shut out light entirely. "Her blood vessels inside her eye were popping," says her daughter, Jeannette Roman, a Chicago college student. Bentzler, who was in her late 40s when the problem began four years ago, was a cleaning woman, but she had to stop working. After five surgeries, she has regained vision in one eye, but the other is completely useless. A few weeks ago, awakening one night in a hotel bedroom, she walked into a dust, setting off a paroxysm of pain and nausea that hasn't let up yet. And what caused this catastrophe was nothing as exotic as pesticides or emerging viruses. What was poisoning Bentzler was sugar.
Diabetes Projected Risks: For Babies Born in 2000

- **Girls:** 38% lifetime risk
  - Latino girls: 53%
  - African-American girls: 49%
  - If diabetic before age 40, Lifespan shortened by 14 years (Quality of life by 19 years)
- **Boys:** 33% lifetime risk
  - Latino boys: 45%
  - African-American boys: 40%
  - If diabetic before age 40, Lifespan shortened by 12 years. (Quality of life by 22 years)


- Illinois
- U.S. as a whole
- California
- Washington
- Georgia
- North Carolina
- Idaho
- Utah
- Texas
- Florida
- Arizona
- Nevada

Source: U.S. Dept. of Commerce, Census Bureau
Future Trends

2010 to 2050

- Population growth: 42%
- New housing: 52 million units
- Replacement housing: 37 million units

One estimate of acres that will be lost between 1997 and 2060:

- Rural land: 60-85 million acres
- Forests: 24-38 million acres
- Cropland: 19-28 million acres
- Rangeland: 8-11 million acres

“Researchers estimate that the number of new and replacement units projected to be built between 2005 and 2050 is equivalent to about two-thirds of the 132 million housing units that existed in 2011.”

Sources: Vincent & Velkoff 2010; Ewing et al. 2008; Wear 2011
Smart Growth/Livable Communities

- Common Themes
  - Efficient use of land
    - Fill in older parts of communities before spreading out
    - Build new communities in more compact way
  - Mix of uses
    - Mix commercial and retail uses with residential
    - Support/create town and neighborhood centers
    - More destinations in walking/bicycling distance
  - Support walking, bicycling and transit use
  - Create strong local and regional economies
  - Involve residents in planning process
Three “E’s” or “P’s” of Sustainable Development

- Development that meets the needs of the present without compromising the ability of future generations to meet their own needs

Courtesy: sustainableschmidt.com
Social Equity

- Social equity implies:
  - Fair access to livelihood, education, and resources;
  - Full participation in the political and cultural life of the community; and
  - Self-determination in meeting fundamental needs

Credit: Reliable Prosperity
Equitable Development

- Approach to creating healthy, vibrant, communities of opportunity.
  - Equitable outcomes come about when smart, intentional strategies are put in place to ensure that everyone can participate in and benefit from decisions that shape their neighborhoods and regions.
  - PolicyLink developed an online toolkit with 27 tools
    - Affordable Housing
    - Economic Opportunity
    - Health Equity and Place
    - Land Use and Environment

Credit: PolicyLink
Economic Benefits of Smart Growth

“Just as companies now compete on quality, communities will too.”
— Collaborative Economics, *Linking the New Economy to the Livable Community*

“Livability isn’t some middle class luxury. It is an economic imperative.”
— Robert Solow, Nobel Prize-winning Economist
<table>
<thead>
<tr>
<th>What Smart Growth “Is” And “Is Not”</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>More transportation choices</strong></td>
</tr>
<tr>
<td>and less traffic</td>
</tr>
<tr>
<td><strong>Not</strong> against cars and roads</td>
</tr>
<tr>
<td><strong>Vibrant cities, suburbs</strong></td>
</tr>
<tr>
<td>and towns</td>
</tr>
<tr>
<td><strong>Not</strong> anti-suburban</td>
</tr>
<tr>
<td><strong>Wider variety of housing</strong></td>
</tr>
<tr>
<td>choices</td>
</tr>
<tr>
<td><strong>Not</strong> about telling people where or how to</td>
</tr>
<tr>
<td>live</td>
</tr>
<tr>
<td><strong>Well-planned growth that</strong></td>
</tr>
<tr>
<td>improves quality of life</td>
</tr>
<tr>
<td><strong>Not</strong> against growth</td>
</tr>
</tbody>
</table>

Courtesy: Smart Growth America
Principles of Smart Growth/
Livable Communities
Ten Principles of Smart Growth

1. Preserve Open Space, Farmland, Natural Beauty and Critical Environmental Areas
2. Strengthen and Direct Development Towards Existing Communities
3. Take Advantage of Compact Building Design
4. Mix Land Uses
5. Create Range of Housing Opportunities and Choices
6. Provide a Variety of Transportation Choices
7. Create Walkable Neighborhoods
8. Foster Distinctive, Attractive Communities with a Strong Sense of Place
9. Encourage Community and Stakeholder Collaboration
10. Make Development Decisions Predictable, Fair and Cost Effective
1. Preserve open space, farmland, and critical environmental areas

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

- 1973-1992 forest land was reduced by 15 percent and grassland and cropland by about 6 percent.
- The Georgia Conservancy estimates that 27 acres of tree cover are lost in the region every day.
Charlantingham: Welcome to the big city

By Maurice Tamman
mtamman@ajc.com

Charlotte — Over the past 40 years, satellite lenses have clicked away, 450 miles high, capturing the nation's night lights.

In the 1970s, those lenses detected only a few blips from Georgia, Alabama, Tennessee, and the Carolinas. Today, the region glows like a wheel-shaped constellation, with Atlanta at its hub.

During that time, metropolitan areas grew from 1.39 million people to 4.11 million people today; it pushed out 1-20, 1-75 and I-85 from Birmingham to Greenville, S.C., Charlotte and even Raleigh and from Chattanooga to Macon. This shows how the regions are growing together as people move to areas along the interstates. A look at those metropolitan statistical areas and their populations:

PIEDMONT MEgalopolis

Atlanta is the hub of what has been called the Piedmont megalopolis, stretching along I-20, I-75 and I-85 from Birmingham to Greenville, S.C., Charlotte and even Raleigh and from Chattanooga to Macon. This shows how the areas are growing together as people move to areas along the interstates. A look at those metropolitan statistical areas and their populations:

Source: Analysis of U.S. Census Bureau data by David A. Milliron and Maurice Tamman / Staff

Atlanta Journal-Constitution,
April 15, 2001
Analyze where you can accommodate future growth

Mapping Method
Developed by Ian McHarg

Geology
Hydrology
Slope
Soils
Woodland
2. 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
Impacts of Infill vs. Greenfield Development in the San Diego Region

Source: Study by Criterion Planners/Engineers for U.S. Environmental Protection Agency, 1998
Potential benefits of infill

- Revitalize town centers, neighborhoods
- Provide more housing options
- Support transit service
- More efficient use of land
- Reduced costs for infrastructure/services
- Preserve agriculture
- Conserve open space
Commercial Strips — The Next Frontier

- ULI’s Principles to Reinvent Suburban Strips
  - Ignite Leadership/Nurture Partnership
  - Anticipate Evolution
  - Know The Market
  - Prune Back Retail-Zoned Land
  - Establish Pulse Nodes of Development
  - Tame the Traffic
  - Create the Place
  - Diversify the Character
  - Eradicate the Ugliness
  - Put Your Money (and Regulations) Where Your Policy Is
3. Take advantage of compact building design

- Grow vertically rather than horizontally to preserve green spaces and reduce cost of providing public facilities and services
What is the Purpose of Towns and Cities?

Cities are an invention to maximize exchange (goods, culture, friendship, knowledge) and to minimize travel.

The role of transport is to maximize exchange.
What do downtown Florence, a freeway interchange and a big box store have in common?
Take up approximately the same amount of space…

Bottom line, don’t need a lot of space to foster great culture and civilization.
## Lower Cost of Infrastructure

### Low Density vs. Compact Development

<table>
<thead>
<tr>
<th>Category</th>
<th>Additional Cost</th>
</tr>
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<tbody>
<tr>
<td>Land Consumption</td>
<td>45% more*</td>
</tr>
<tr>
<td>Cost for Roads</td>
<td>25% more**</td>
</tr>
<tr>
<td>Cost for Utilities</td>
<td>15% more**</td>
</tr>
<tr>
<td>Cost for Schools</td>
<td>5% more**</td>
</tr>
<tr>
<td>Other Costs</td>
<td>2% more**</td>
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</tbody>
</table>

Suburban
City’s Annual Cost, per Household

$3462

- Parks & Recreation $129
- Fire Department $406
- Transportation $171
- Sidewalks & Curbs $194
- Culture / Economy $36

(U Total)

- Solid Waste $185
- Governance $297
- Libraries $72
- Roads $280
- Storm & Waste Water $613

Urban
City’s Annual Cost, per Household

$1416

- Parks & Recreation $69
- Fire Department $177
- Transportation $91
- Sidewalks & Curbs $27
- Culture / Economy $30

(U Total)

- Solid Waste $185
- Governance $158
- Libraries $30
- Roads $26
- Storm & Waste Water $147

For more data and more reports, visit thecostofsprawl.com
Data based on Halifax Regional Municipality
<table>
<thead>
<tr>
<th></th>
<th>Asheville</th>
<th>Downtown</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land Consumed (Acres)</td>
<td>34.0</td>
<td>00.2</td>
</tr>
<tr>
<td>Total Property Taxes/Acre</td>
<td>$6,500</td>
<td>$634,000</td>
</tr>
<tr>
<td>City Retail Taxes/Acre</td>
<td>$47,500</td>
<td>$83,600</td>
</tr>
<tr>
<td>Residents per Acre</td>
<td>0.0</td>
<td>90.0</td>
</tr>
<tr>
<td>Jobs per Acre</td>
<td>5.9</td>
<td>73.7</td>
</tr>
</tbody>
</table>
Land Use Pattern Affects Travel — Higher Density can reduce Vehicle Trips

Significant reduction as we go from 3-4 units/acre to over 20 units/acre

Source: John Holtzclaw, PhD, Sierra Club
Land Use Pattern Affects Travel — Density to Support Transit

Source: Jeffery Tumlin, Sustainable Transportation Planning, 2012
Land Use Pattern Affects Travel — Density to Support Retail

For a 10,000 sq.ft. Convenience Store
- 7 units/acre

For a 25,000 sq.ft. Small Supermarket
- 18 units/acre
Compact Development in Appropriate Locations

Traditional Neighborhood Code

Knoxville, TN
In 1991 there were 31.8 million people over the age of 65 in the U.S.

By 2030 that number will increase to 66 million.
Moving to downtowns and older neighborhoods
Driving less and looking for other transportation options.

Demographic Trends: Millennials
“The traditional family — married couples with children — is slowly declining in number, while households made up of single persons living alone, singles living together, and married couples without children are growing rapidly. These three groups will account for 90 percent of the net new household growth projected in this decade, according to U.S. Census Bureau figures.”

Why Community Design Matters…

Traditional View:
Cities produce large amounts of GHGs.

Source: www.travelmatters.org
(Center for Neighborhood Technology)
Why Community Design Matters…

Emerging View:
City dwellers produce relatively low amounts of GHGs.

Source:
www.travelmatters.org
(Center for Neighborhood Technology)
4. Mix land uses

- Provide retail or personal services near housing
- Incorporate parks, schools, and other public facilities
Alternative Patterns of Development

Traditional

Conventional
Housing over retail shops

Sacramento, CA
Housing over restaurant, shops
Sacramento, CA
Housing next to retail
Salinas, CA
5. Provide housing opportunities and choices

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

Fourplex, Doe Mill, Chico, CA
Mixed housing types

Fourplex, Doe Mill, Chico, CA
Mixed housing types

Bungalow Court, Doe Mill, Chico, CA
Mixed housing types

Townhouses, Doe Mill, Chico, CA
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
Portland, Oregon Streetcar
Los Angeles Metro Rapid Bus
Mexico City Metrobus
Paris, France — Bus Rapid Transit
Bicycle Share Programs

Lyon, France

Paris, France

Mexico City, Mexico

Omaha, NE
Protected bicycle lanes — New York City
STREET SPACE FOR 60 PEOPLE

Cars: 60
Bus: 60
Bicycle: 60

Press office, City of Münster, Germany
Will traffic volumes always increase? Maybe not.
Future VMT trends are unknown

Source: Phineas Baxandall, U.S. PIRG
Future trends are unknown

- Changing demographics and preferences
  - Two largest age groups — Millennials and Boomers — want better access and proximity
  - Coming soon: connected vehicles, expanded shared mobility opportunities
- Plan for what you want in your community
Millenials are walking/cycling more and driving less

- Moving to downtowns and older neighborhoods
- Driving less and looking for other transportation options.

www.copirg.org/sites/pirg/files/reports/Millenials%20in%20Motion%20CoPIRG.pdf
7. Create walkable communities

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

- Create "Complete Streets"
  - Accommodate pedestrians, bicyclists, transit users
What’s the first thing a child wants to do and the last thing an older person wants to give up?
“Cars are happiest when there are no other cars around.”

— Dan Burden, Blue Zones
“People are happiest when there are a lot of other people around…”
— Dan Burden, Blue Zones
Tremendous Potential of Active Transportation

Of all trips:

50% are less than 3 miles... a 12-minute bicycle ride

28% are less than 1 mile... a 20-minute walk

60% are driven of these trips...

National Household Travel Survey (2009)
Street Design

- Influences trip choices

- Safe, quiet, slow, shaded streets encourage people to walk, ride bicycle or take transit instead of driving a car
Conventional Pattern of Development
Trip Assignment: Conventional
Traditional Pattern of Development
Trip Assignment: Traditional
Traditional vs. Conventional

Central Business Districts at the same scale

Portland, Oregon

Walnut Creek, California
Connectivity creates a walkable street system by:

- Reducing walking distances;
- Offering more route choices on quiet local streets;
- Dispersing traffic – reducing reliance on arterials for all trips.
<table>
<thead>
<tr>
<th></th>
<th>Safer Cities</th>
<th>Less Safe Cities</th>
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</thead>
<tbody>
<tr>
<td>Population</td>
<td>65,719</td>
<td>59,845</td>
</tr>
<tr>
<td>Population Density</td>
<td>5,736 per sq. mi.</td>
<td>2,673 per sq. mi.</td>
</tr>
<tr>
<td>Intersection Density</td>
<td>106 per sq. mi.</td>
<td>63 per sq. mi.</td>
</tr>
<tr>
<td>Mode Share</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Driving</td>
<td>84.1%</td>
<td>95.8%</td>
</tr>
<tr>
<td>Walking</td>
<td>5.4%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Biking</td>
<td>4.1%</td>
<td>0.7%</td>
</tr>
<tr>
<td>Transit</td>
<td>6.6%</td>
<td>1.7%</td>
</tr>
<tr>
<td>Road Fatalities per 100,000 population</td>
<td>3.2 per year</td>
<td>10.5 per year</td>
</tr>
</tbody>
</table>

**CALIFORNIA CITY COMPARISON**

Courtesy: Wesley E. Marshall, Ph.D., P.E., and Norman W. Garrick, Ph.D., "Street Network Types and Road Safety: A Study of 24 California Cities"
Principles of Safe, Walkable Streets

- Complete Streets designed for people, not just cars
- Friendly to cars, pedestrians and cyclists
Principles of Safe, Walkable Streets

- Streets designed so drivers feel comfortable at slow speeds
  - 15-25 mph on neighborhood streets
  - 25-35 mph on avenues and boulevards
Principles of Safe, Walkable Streets

- Narrower streets are slower and safer
  - Longmont, CO study of 20,000 accidents
    - Found street width had the greatest relationship to injury accidents
  - Accidents/mile/year were higher on wider streets
    - 40-foot wide street: 2.23 a/m/y
    - 36-foot wide street: 1.21 a/m/y
    - 24-foot wide street: 0.32 a/m/y

Safe Streets Need Good Sidewalks

- Detached from curb
- At least 5 feet wide
- Planting strip helps shade street and sidewalk

SIDEWALK FEATURES

- Width (minimum 5'), ADA
- 6 feet if at back-of-curb (AASHTO)
- Crossfall 1:50
- Pedestrians need a 2 foot wide buffer to all edges, curb, buildings, bridge railings etc.
- Buffer to motor vehicles (4-10'), nature-strip 7 feet wide to plant trees
- Street lighting, shade
- Pavers can be used for enhancement
Safe Streets Need Good Sidewalks
Healthy Neighborhoods Need Good Street Crossings
Parklets or plazas take underused street space to create people places, support local businesses.
8. Foster Distinctive, Attractive Communities with a Strong Sense of Place
“There is little sense of having arrived anywhere, because everyplace looks like no place in particular.”

— James Howard Kunstler, *The Geography of Nowhere*
9. **Encourage community and stakeholder collaboration in development decisions**

- The private sector does most of the development, but residents and other stakeholders collaborate in this process to ensure it is consistent with community needs and concerns.
Cutler-Orosi Design Charrette – Opening Night Workshop
1. Sidewalk Finished
2. Better Lighting
3. Stop sign on Main St
These maps may not be accurate!
Implementation – Public Participation is Key

- Get Better Plans
- Engage Residents in their Community
- Good Plans Survive Political Changes
- Way to insure that residents feel not that they have access to City Hall but that they own City Hall
10. Make development decisions predictable, fair and cost-effective

- Update comprehensive plan and implementing regulations to incorporate Livable Communities, and apply regulations consistently
Plan proactively
Develop a Vision for Community

Pasadena General Plan

Point of Agreement: Targeted Growth

Strategy Areas
- Directed Development Areas
- Transition Areas
- Enhancement Areas
- Areas to Stabilize
- Central District (Area 19)

Light Rail
- Light Rail Route
- Light Rail Stations
Plan proactively

Develop a Vision for Community

Pasadena General Plan

Holly Street Village

Infill, mixed use rental housing

Model: Early 1990s
Implementing the Vision

- State-of-the-Art Development Codes — Form-Based Codes
  - Recognition that current zoning and land development regulations are flawed
  - New approaches to fixing them
  - New emphasis on form-based codes, SmartCode
  - Problems with conventional codes that emphasize use and intensity of development

Source: Duany Plater-Zyberk
### Important things when deciding where to live

<table>
<thead>
<tr>
<th>Important things when deciding where to live...</th>
<th>Important (very or somewhat)</th>
<th>Very Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sidewalks and places to take walks</td>
<td>85%</td>
<td>55%</td>
</tr>
<tr>
<td>Easy access to the highway</td>
<td>82%</td>
<td>42%</td>
</tr>
<tr>
<td>Being within an easy walk of other places and things in the community</td>
<td>79%</td>
<td>42%</td>
</tr>
<tr>
<td>Being within a short commute to work</td>
<td>76%</td>
<td>44%</td>
</tr>
<tr>
<td>Having public transit nearby</td>
<td>64%</td>
<td>37%</td>
</tr>
<tr>
<td>Bike lanes and paths nearby</td>
<td>57%</td>
<td>24%</td>
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</tbody>
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May 2015 Survey: Q10-16. If you were deciding today where to live, please indicate how important having each of the following is to you - is it very important, somewhat important, not very important, or not at all important.
Smart growth responds to new market preferences

“The 2011 Community Preference Survey reveals that, ideally, most Americans would like to live in walkable communities where shops, restaurants, and local businesses are within an easy stroll from their homes and their jobs are a short commute away.”

Source: Consumer survey conducted for the National Association of Realtors
Some preferences vary by generation

Millennials are more interested in being within easy walking distance of places and having public transit nearby. Both Millennials and Gen Xers are more interested in sidewalks and bike lanes and paths.

May 2015 Survey: Q10-16. If you were deciding today where to live, please indicate how important having each of the following is to you - is it very important, somewhat important, not very important, or not at all important.

- Sidewalks and places to take walks
- Being within a short commute to work
- Easy access to the highway
- Being within an easy walk of other places and things in the community
- Having public transit nearby
- Bike lanes and paths nearby

% indicating “very important” in deciding where to live
Benefits of $mart Growth Approaches

- **SAVE MONEY** through lower transportation and infrastructure costs.
- **CREATE JOBS** in construction, maintenance, rehabilitation of older buildings, or cleanup and redevelopment of brownfields.
- **INCREMENT PRIVATE INVESTMENTS** by providing amenities like public transportation that tend to attract such investment.
- **MAKE MONEY** through higher property values from redeveloped shopping centers, reclaimed buildings or lots, or by providing places with more transportation or housing options.
- **MEET MARKET DEMAND** at both ends of the demographic spectrum:
  - Helps Millennials who yearn for lively urban settings; and,
  - Baby Boomers who increasingly look for amenities — health care, theaters, or grocery stores — reachable by foot or transit.
Additional Resources

- Smart Growth Network
  - www.smartgrowth.org

- Smart Growth America
  - www.smartgrowthamerica.org

- Local Government Commission
  - www.lgc.org

- Congress for the New Urbanism
  - www.cnu.org

- Center for Neighborhood Technology
  - www.cnt.org
Thank You!

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