

**COG STAFF DRAFT
MARCH 12, 2003**

**Outline for Educational Multimedia Project
Smart Growth Begins at the Local Level:
Sensible Strategies for Creating Livable Communities Across
the Metropolitan Washington Region.**

Purpose: This multimedia project is being developed to inform and educate the target audience about “Smart Growth.” The commonly accepted principles of “Smart Growth” will be candidly introduced and discussed in the context of the varied and distinct communities across the region. Case studies will examine several different projects that exemplify the ideas of the 10 Principles of the Smart Growth Network. Finally, the discussion will focus on developing partnerships that engage all stakeholders, aim to minimize conflicts and result in the highest quality growth. Web links throughout will lead the reader to more detailed information on a continuously updated web page.

Target Audience: *Elected officials, civic groups, the development community and citizens who are not familiar with or are concerned about “Smart Growth.”*

Format: 10-15 minute CD ROM with interactive links to extensive web materials

I. Introduction

A. Welcome

1. Brief introduction to Smart Growth
2. Overview of geographic area to be discussed

B. Existing Conditions and Challenges Facing the Region

1. People
 - a. Population and population growth
 - b. Diversity
 - c. Educational attainment
2. Employment
 - a. Economic health
 - b. Employment growth
 - c. Economic development vs. urban growth
3. Development Patterns
 - a. Land consumption
 - b. Jobs/housing balance
4. Housing
 - a. Affordable housing
5. Transportation
 - a. Existing transportation systems
 - b. Congestion
 - c. Suburb to suburb travel
 - d. Transportation – land use connection
6. Environment
 - a. Cultural positives
 - b. Environmental positives

- c. Air pollution
- d. Water pollution
- 7. Fiscal Impacts
 - a. Public costs
 - b. Private transportation costs

C. Web Links to more detailed information

II. *What is Smart Growth in the Washington Region?*

A. Introduction to Smart Growth

1. Introduction to Smart Growth
2. The Smart Growth Network
 - i. Ten Principles of the Smart Growth Network
3. Case Studies Based on the Ten Principles of the Smart Growth Network
 - i. Create Range of Housing Opportunities and Choices
 1. King Farm, Rockville, MD
 2. Court House Hill, Arlington, VA
 3. Bryan Square, Capitol Hill, DC
 4. Harrison Square, Shaw, DC
 - ii. Create Walkable Neighborhoods
 1. Reston, Fairfax, VA
 2. The Kentlands, Montgomery, MD
 - iii. Encourage Community and Stakeholder Collaboration
 1. Bethesda Row, Montgomery, MD
 - iv. Foster Distinctive, Attractive Places with a Strong Sense of Place
 1. Old Town, Alexandria, VA
 - v. Make Development Decisions Predictable, Fair and Cost Effective
 1. MCI Center / Gallery Place, Washington, DC
 - vi. Mix Land Uses
 1. Pentagon Row, Arlington, VA
 2. Clarendon Market Common, Arlington, VA
 3. Prince George's Plaza / University Park, Prince George's, MD
 4. Mount Vernon Walk, Washington, DC
 - vii. Preserve Open Space, Farmland, Natural Beauty and Critical Environmental Areas
 1. Montgomery County Agricultural Reserve, Montgomery, MD
 2. Loudoun County Revised Comprehensive Plan, Loudoun, VA
 3. Lorton Prison Redevelopment, Fairfax, VA
 - viii. Provide a Variety of Transportation Choices
 1. Downtown Silver Spring, Montgomery, MD
 2. King Street Station, Alexandria, VA
 - ix. Strengthen and Direct Development Towards Existing Communities
 1. Bladensburg, Prince George's, MD
 2. U St / 14th St "Main Street" Corridor, Washington, DC
 3. Old Town Village, Alexandria, VA
 - x. Take Advantage of Compact Building Design
 1. Rosslyn – Ballston Corridor, Arlington, VA

B. Web Links to Case Studies / Tools and Techniques

III. *Collaboration: What Can I Do?*

A. Working together for the benefit of the region

1. Justified concerns
 - a. Some projects have negative impacts upon communities that warrant local scrutiny and concern.
 - b. Some projects are opposed because of perceived negative impacts or issues related to unwanted changes.
 - c. "Growth is coming, and the whole region must adapt so lets do together and lets do it right."
2. Involve all stakeholders in decision making, rather than expecting each interest group to "accept" development
 - a. "Will we be able to get high quality development?"
 - b. "Will I have choices?"
 - c. "Will my concerns be properly addressed?"
 - d. "How can we create a stronger sense of place?"
 - e. "Why are my development projects often opposed from the beginning?"
 - f. "What can we do to preserve the feel of our community?"
 - g. "How can we work together to minimize conflict and maximize quality?"
 - h. "How do I balance the concerns of my constituents with the need for economic growth?"

IV. *Closing*

A. Working together to solve problems

1. Central/Urban Areas - Inner Ring/Suburban Areas - Outer Ring/Rural Areas; "We all sink or swim together"

B. Challenges remaining

C. Recap of why you need to get involved