

SMART GROWTH VIDEO
COG Staff Review of Take Aim Media, Inc. Draft
 Working Title: Smart Growth Begins at the Local Level
 June 19, 2003

1	Montage: <ul style="list-style-type: none"> • Historical Still Images from locations in the Metropolitan Area 	(music) tempo increases throughout
2	Host On Camera (inter-cut with) <ul style="list-style-type: none"> • Current day Images of Same locations shown in prior scene that depict substantial growth. 	<p>HOST TBD (VO): Across the Metropolitan Washington region, communities are facing challenges that threaten our quality of life. Between now and the year 20-30, our region could add more than 55,000 people and more than 43,000 jobs <u>per year</u>. Where will all these people live?</p> <p>And can we accommodate them while preserving our remaining open spaces, controlling traffic congestion, and minimizing damage to our air and water quality?</p> <p>We need solutions to manage this unprecedented growth. One is called “Smart Growth.” It refers to development that revitalizes or creates communities that are compact, mixed use, pedestrian friendly and, connected to transportation options.</p> <p>In the next few minutes, we’ll explore Smart Growth and how it can help meet the challenges faced by the urban centers and inner and outer suburbs of the Metropolitan Washington region. Our local elected officials, developers and citizens must join together to address this challenge and forge common solutions.</p>
3	Title: SMART GROWTH BEGINS AT THE LOCAL LEVEL	(music)
4	Aerial shot or map of the region, then “snapshots” of downtown, suburbs, farmland, Chesapeake Bay.	<p>NARRATOR (VO): The Washington region radiates out from the urban core of our nation’s capitol.</p> <p>Vibrant neighborhoods can be found in the city, its suburbs and surrounding towns.</p> <p>Further out, new communities seem to spring up daily, bordering farm country to the north, south, and west... ...and the Chesapeake Bay to the east.</p>

5	Smithsonian, National Zoo, memorials, monuments, Kennedy Center, neighborhoods (Old Town Alexandria, Dupont Circle, Adams Morgan), etc. U St., Eastern Market, Arlington, Bethesda C&O Canal, Great Falls, farmland,.	NARRATOR (VO): Environmental, cultural, and historical treasures make this a diverse region that truly has something for everyone...
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7	Colleges and universities in the region.	NARRATOR (VO): ... many colleges and universities create a high education level... ensuring a world-class workforce...
8	Employees entering federal and private office buildings in city and suburbs.	NARRATOR (VO): ...that fuels a consistently strong and varied job market. We lead the nation in federal, bioscience, and high tech employment.
9	Crowds of people – on the Mall, the Metro, walking in Georgetown, Wolf Trap Footage blurs and animated graph showing population growth appears.	NARRATOR (VO): It’s no wonder so many thousands of new residents flock here each year.
10	Images of traffic congestion, new highways, new subdivisions, skyline with cranes?	NARRATOR (VO): But with our success comes the challenge of accommodating so many new people, without negatively impacting our high quality of life.
11	Word on screen: <i>Development</i> (NOTE: This word and the others marked throughout the script may pop on screen, float across the screen, “materialize” or otherwise appear in an interesting manner superimposed over video.) Land being cleared for development, shot of subdivisions stretching to the horizon	NARRATOR (VO): The Chesapeake Bay Foundation estimates that if we do not change our development policies, open land will be developed at a rate of nearly 150 square miles each year in the greater Chesapeake Bay watershed.
12	Animated map of development over time, tree canopy analysis,	Over the past x years this development has dramatically reduced our regional tree canopy, which in turn has negatively impacted our air and water quality.
13	Chart showing comparative cost to provide services. (Fuller stats on lost economic	NARRATOR (VO): This suburban development pattern is expensive for local and state governments – as well as for homeowners: Taxes rise to pay for new infrastructure and commutes

	opportunity?)	become longer and costlier.
14	Word on screen: Transportation Traffic congestion, HOV lanes, trucks at a standstill on the Beltway, belching smoke, busy Metro stations	NARRATOR (VO): Traffic congestion has become a daily hassle for hundreds of thousands of commuters, even with buses commuter rail, three major airports, and our world class Metrorail system -- the nation's second busiest.
15	Traffic shots blurred as background with charts showing comparative congestion, lost time, air pollution.	NARRATOR (VO): The Washington region ranks third in the nation in congestion, and fifth in time spent in travel delays. The cost is time away from work, leisure, friends, and family – and some of the worst air pollution in the country.
16	Word on screen: Environment Run-off of storm water from parking lots and into creeks. Shot of stenciled storm drain: “Drains to the Chesapeake.”	NARRATOR (VO): But building more roads and parking lots cannot be the sole solution -- in fact, it ultimately <i>adds</i> to our environmental problems. Paved surfaces allow chemicals and sediment to run into the tributaries of the Potomac River and Chesapeake Bay, harming our sensitive ecological resources.
17	Blurred Scenic shots in background with Charts / graphs showing impacts to air and water quality	NARRATOR (VO): The Metropolitan Washington region has been cited by the U.S. Environmental Protection Agency for poor air quality. On hot, humid, hazy days, ozone reaches dangerous levels for those with respiratory diseases – especially children and the elderly. If we don't meet federal air quality standards, we stand to lose more of our region's already-limited federal transportation funds, worsening land use and transportation problems.
18	Word on screen: Housing Housing development going up in further-out suburbs. Firemen / Police Officers	NARRATOR (VO): Last but not least, new housing construction has not kept pace with the increase in residents. The result: a workforce housing crisis that prevents many of our essential service workers from living near their jobs, forcing them to venture further out – creating auto-dependence, longer commutes, and negative impacts to rural areas and other greenspaces.
19	Housing shots blurred as background with animated graph showing shortfall of housing units	NARRATOR (VO): A recent study found a shortage of about 67,000 units to house the region's workers -- a shortage that is projected to increase six-fold by 20-10.
20		NARRATOR (VO): So what <i>are</i> the answers? One of them is Smart Growth.
21	WHAT IS SMART GROWTH?	(music)
22	Quick images from Smart	NARRATOR (VO):

	<p>Growth case studies.</p>	<p>‘Smart Growth’ means different things to different people, however, it does not mean ‘no-growth.’</p> <p>Here in Metropolitan Washington, Smart Growth means finding smart solutions to the challenges of continued development that are inevitable in our vibrant and prosperous region. We must ensure that new development and transportation facilities are wisely tied together, and promote growth that revitalizes existing communities or creates well-planned new ones.</p> <p>Old or new, Smart Growth communities must be desirable places to live, work, and play that create a sense of place and draw people to them.</p>
<p>23</p>	<p>Logos for Smart Growth Network, American Farmland Trust, Natural Resources Defense Council, National Association of Realtors, Int’l City/County Management Assoc., and the Urban Land Institute.</p>	<p>NARRATOR (VO): The Smart Growth Network is a coalition of diverse organizations formed to encourage Smart Growth development that serves the economy, the community, and the environment. The Network has developed a set of principles in an effort to define Smart Growth.</p>
<p>24</p>	<p>Ten “Smart Growth Principles:</p> <ul style="list-style-type: none"> • Provide a Variety of Transportation Choices • Create Walkable Neighborhoods • Mix Land Uses • Create a Range of Housing Opportunities and Choices • Take Advantage of Compact Building Design • Foster Distinctive, Attractive Places with a Strong Sense of Place • Preserve Open Space, Farmland, Natural Beauty, and Critical Environmental Areas • Strengthen and Direct Development Towards Existing Communities • Encourage Community and Stakeholder 	<p>NARRATOR (VO): The first of the Network’s ten principles is to provide a variety of transportation choices...</p> <p>...second, to create walkable neighborhoods...</p> <p>...third, to mix land uses...</p> <p>...fourth, to create a range of housing opportunities and choices...</p> <p>...fifth, to take advantage of compact building design...</p> <p>...sixth, to foster distinctive, attractive places with a strong sense of place...</p> <p>...seventh, to preserve open space, farmland, natural beauty, and critical environmental areas...</p> <p>...eighth, to strengthen and direct development towards existing communities...</p> <p>...ninth, to encourage community and stakeholder</p>

	<p>Collaboration</p> <ul style="list-style-type: none"> Make Development Decisions Predictable, Fair, and Cost-effective 	<p>collaboration...</p> <p>...and tenth, to make development decisions predictable, fair, and cost effective...</p> <p>In the next few minutes, we'll visit some communities that exemplify the Smart Growth principles. These developments are models for areas seeking their own Smart Growth solutions.</p>
25	Words on screen: “Providing Transportation Options”	(music)
26	<p>Core/ Central: King Street Station – Alexandria, VA</p> <p>or</p> <p>Inner: Downtown Silver Spring – Montgomery, MD</p>	<p>NARRATOR (VO):</p> <p>Providing a variety of transportation options is crucial to the quality of life in Metropolitan Washington. And coordination between land use and transportation is part of the equation – planning connections between pedestrian, bike, transit, and road systems helps alleviate traffic congestion and offers alternatives to driving.</p>
27	Inner: Rosslyn / Ballston Corridor – Arlington, VA	<p>NARRATOR (VO):</p> <p>Transit Oriented Development is a term used to describe building neighborhoods in conjunction with developing transit infrastructure. These lively and productive neighborhoods attract new homes and businesses, thereby reducing development pressures in other parts of the region.</p>
28	<p>Outer: Downtown Manassas, Prince William, VA Heritage Railway Festival / VRE station, farmer’s market, Harry pavilion events, etc</p> <p>or</p> <p>Belmont Bay and golf course, close to Woodbridge VRE</p> <p>Inner: The Kentlands – Montgomery, MD</p> <p>Inner: Reston – Fairfax, VA</p> <p>Bikes on buses, parents with strollers, elderly people, kids, etc.</p>	<p>NARRATOR (VO):</p> <p>Fostering walkable neighborhoods is another transportation option. Locations that encourage walking to jobs, shopping, schools, public transportation and other services are attractive to residents and good for the environment. Walkable neighborhoods must be safe and accessible for pedestrians of all ages and abilities.</p>
29	Words on screen: “Mixing Land Uses and Expanding Choices”	(music)
30	<p>Core: Dupont Circle, DC</p> <p>or</p>	<p>NARRATOR (VO):</p> <p>Mixing land uses in close proximity to each other allows people to live near jobs, shopping, and other services. Residents are more likely to walk, bike and use public</p>

	<p>Core: Court House Hill – Arlington, VA</p> <p>Core: Pentagon Row – Arlington, VA</p>	<p>transportation, making for active, safe, and environmentally-friendly communities.</p>
31	<p>Outer Suburbs: “Affordable Dwelling Unit” townhouses in “South Riding” /Loudoun County (Washington Area Housing Partnership (WAHP) brochure photo)</p> <p>Core/Central: “Clarendon Court Apts. In Arlington “Special Affordable Housing Protection District” (WAHP brochure)</p>	<p>NARRATOR (VO): Within these communities must be a range of housing opportunities and choices – to provide quality housing for people of all income levels. A mix of single and multi-family homes serves a varied population.</p> <p>Of course, Smart Growth will not solve all of our housing needs -- building affordable housing in desirable communities remains a major financial and political challenge in our expensive region.</p>
32	<p>Inner: Bethesda Row</p> <p>or</p> <p>Inner: King Farm – Rockville, MD</p>	<p>NARRATOR (VO): Taking advantage of compact development patterns is another positive land use choice. It provides an alternative to conventional development. Compact Development makes more efficient use of land and resources, creates convenient access to activities, supports more transit options, reduces the cost of providing public services and utilities, and encourages a sense of community through close proximity to friends and neighbors. “Infill” projects such as The King Farm can be balanced with parks and open space preservation.</p>
33	<p>Words on screen: “Fostering a Sense of ‘Place’ and Preserving Open Spaces”</p>	<p>(music)</p>
34	<p>Outer: Frederick, MD</p> <p>or</p> <p>Core: MCI Center/Gallery Place – DC</p> <p>Core: Old Town Alexandria, VA</p>	<p>NARRATOR (VO): Fostering distinctive, attractive locations with a strong sense of place makes for communities that reflect the values and culture of their residents. Buildings should enhance a neighborhood not just because of the services inside, but because they make an aesthetic contribution to the look and feel of the place.</p>
35	<p>Core: U St./14th St. “Main Street” Corridor – DC</p> <p>or</p> <p>Inner: Bladensburg – Prince Georges County, MD</p> <p>Inner: Bethesda Row - Montgomery, MD</p>	<p>NARRATOR (VO): Directing new development into existing neighborhoods and corridors throughout the region encourages reinvestment and revitalization, helps cure urban decay, and takes advantage of existing infrastructure. It limits the costs of expanding roads and public services into undeveloped areas – because access to transportation, jobs, shopping, and schools are already in place. And it generates new jobs and services in existing communities,</p>

		lessening the need for long commutes.
36	<p>Inner: Montgomery County Agricultural Reserve – Montgomery, MD</p> <p>or</p> <p>Core: Rock Creek Park, DC</p> <p>Outer: Loudoun County Revised Comprehensive Plan – Loudoun, VA</p> <p>Outer: Manassas Battlefield, Prince William, VA</p>	<p>NARRATOR (VO):</p> <p>Improving existing locations also preserves open spaces, which does even more than protect critical and beautiful habitats. It actually helps existing communities in many ways: It bolsters local economies, improves the quality of life, increases property values, opens tourism opportunities, and decreases the need for the construction of expensive new infrastructure.</p>
37	Words on screen: “Encouraging Community Equity and Collaboration”	(music)
38	Video of charette	<p>NARRATOR (VO):</p> <p>The Smart Growth Principles also encourage community and stakeholder collaboration in finding solutions that suit the people they affect. When citizens have ownership in plans and projects, there’s a much better chance of successful community building. Development decisions must be kept predictable, fair, and cost-effective. When planning and decision-making can be easily anticipated, the projects that result are in the best interest of residents.</p>
39	Montage of projects just featured	<p>NARRATOR (VO)</p> <p>One size does not fit all areas, and the principles of Smart Growth should be uniquely applied to each project. Whatever the local goals may be, a focused vision of where and how to grow is important, as is an understanding of how each community fits into the larger regional picture. Smart Growth is not a panacea, but it can be used to help manage existing development and guide how we grow in the future.</p>
40	WORKING TOGETHER	(music)
41		<p>NARRATOR (VO):</p> <p>There are many Smart Growth solutions to meet the challenges of living in a thriving region. But only when all interested parties work together from the beginning of the process will a development project satisfy the whole community. Developers, planners, local officials, and citizens need to collaborate, so all of their hopes and concerns are heard – and the project becomes a shared vision.</p>
42	Citizen (OnCamera) , in a park	CITIZEN (words to the effect that):

	like setting intercut with scenes of town meeting with residents raising their hands and being called on to speak.	<i>I like my neighborhood the way it is now, but I understand growth is coming and I want us to do it right. I want to be sure we get high quality development, and that we have choices in building sizes, housing types, and prices. I want assurances that property values and traffic won't be negatively impacted. I want to know how our parks and open spaces will be affected, and whether the neighborhood will still be safe for my children. I guess what I'm saying is that I want to be included in the process – I want to have a say.</i>
43	Developer (On Camera), intercut with he/she reading blueprints	DEVELOPER (words to the effect that): <i>I want to make the project approval process as smooth as possible, and I know that means gaining the support of local citizens and government officials. They need to know that I want my development to be a positive addition to the community, just as much as they do. To do that requires open dialogue.</i>
44	Public Official (On Camera), with scenes of town meeting with official talking to small group of residents, perhaps gathered around the plans.	PUBLIC OFFICIAL (words to the effect that): <i>I need to balance the concerns of my constituents with the needs of incoming residents. We need economic growth but must also be concerned with fostering a stronger sense of place and a feeling of community. The fact is, development is coming, so let's manage it to the best of our ability.</i>
45	Charette, Community meeting, or neighborhood planning tour.	NARRATOR (VO): The most effective way to achieve neighborhood buy-in is through participatory citizen meetings held before project design-work begins. Time spent upfront will ensure that the residents and the developer end up with a well designed neighborhood that best suits the desires of each community.
46	<i>THE BOTTOM LINE</i>	(music)
47	Quality of Life Montage	NARRATOR (VO): The bottom line is that growth in the Metropolitan Washington region is inevitable because more and more people continue to be drawn to the benefits of the region. Just as inevitable are the challenges of continued growth – from a lack of available funds for transportation, to concerns about air and water quality. As we've seen, the principles of Smart Growth can help us direct our limited resources to meet these challenges and encourage well-planned communities, with efficient transportation, good housing choices, that help to

		<p>preserve clean air, water, and open spaces for everyone.</p> <p>But it's up to us to make sure we grow smarter. We are the stewards of our region's future, and only we have the power to make growth serve us well. These are regional concerns and no one jurisdiction can solve them alone. We need individuals at the local level throughout our region to understand the issues and contribute to the solutions. So we must let our voices be heard – and make wise choices <u>now</u> to manage growth and maintain the high quality of life we all enjoy.</p>
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