

## INTRODUCTION



What, where, and how we build makes an impact on our personal lives, and on our visitors. We choose to create new neighborhoods and maintain old ones that are attractive, convenient, and healthy. We choose to foster design that encourages social, civic, and physical activity in the natural beauty of the coast.

**GROWING OUR COAST: DESIGN MATTERS**

## INTRODUCTION



**This process is slow.** Great places are not built overnight.

There are so few opportunities at any single point in time, it is critical to make good decisions for the long occupation of these sites.

**GROWING OUR COAST: DESIGN MATTERS**

## INTRODUCTION



**Every new development must add value**  
to the existing community.

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## INTRODUCTION



The National Principles of Smart Growth offer **10** guidelines.

Our **18** recommendations are a synthesis of what the Master's Class of 2012 learned through the travel and study program, and are applicable to our coastal region.

**GROWING OUR COAST: DESIGN MATTERS**

The most important Principles of Smart Growth are:

- Foster Distinctive, attractive communities with a strong **sense of place**
- Create a range of housing opportunities and choices
- Make development decisions predictable, fair, and cost effective

## SENSE OF PLACE



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## RANGE OF HOUSING CHOICES



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## PREDICTABLE, FAIR, AND COST EFFECTIVE



Will this development enhance or detract from the existing community?

Would you want it next to **your** property?

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## RECOMMENDATIONS

Our plan recognizes the differences between different environments, and encourages development that complements each community type:

- **GENERAL RECOMMENDATIONS**
- **URBAN AREAS**
- **CONNECTOR COMMUNITIES/GATEWAY CORRIDORS**
- **RURAL + UNINCORPORATED AREAS**

## GENERAL RECOMMENDATIONS



### **1. Make a difference through quality design.**

We know that poor building leads to low property values. Encourage good design that is innovative and timeless.

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## GENERAL RECOMMENDATIONS



### 2. Strengthen existing communities.

Before extending infrastructure and efforts on greenfield sites, promote infill and investment in downtown areas. Follow Montgomery's example and restore the city block-by-block and rebuild the center first.



## GENERAL RECOMMENDATIONS



### 3. Create mixed uses everywhere.

Help people meet their daily needs close to their homes. Support local business efforts to cluster services and housing, and help downtowns and rural areas alike to recover business and profits.

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## GENERAL RECOMMENDATIONS



### **4. Respect the tradition and heritage of the coast.**

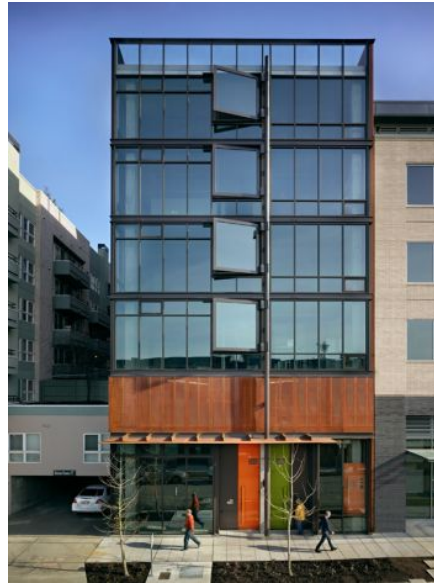
Restore historic structures, and find new uses.

Promote public use and admiration of these survivors.

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## URBAN AREAS



5. Renovate existing buildings.

6. Encourage mixed uses in buildings.

7. Create public space where there are gaps in the urban fabric.



## URBAN AREAS



8. Encourage diverse housing options downtown.
9. Build alternative transportation corridors.
10. Promote cultural vitality.

## CONNECTOR COMMUNITIES/GATEWAY CORRIDORS



11. Encourage compact, clustered development.
12. Promote low impact development.
13. Create unique, attractive corridors from the highway to downtown.

## CONNECTOR COMMUNITIES/GATEWAY CORRIDORS



**14. Invest in accessible public transportation.**

**15. Create signage that contributes to the visitor experience.**

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## RURAL + UNINCORPORATED AREAS



**16. Promote small business at crossroads.**

**17. Preserve + conserve natural and scenic locations.**

**18. Create connecting trails linking cultural destinations.**

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## IMPLEMENTATION

**A plan is only as good as its champions.**

The Master's Class made believers of us.

Now we need the Gulf Coast Business Council to support the recommendations, and take up the challenges of implementation.

## IMPLEMENTATION

**Everyone has a role in implementation.**

**Everyone must be an advocate for quality.**

Elected officials can show economic benefits.

Zoning staff can hold property owners to high standards.

Bankers may demand more of the buildings they finance.

Insurance agents can mitigate risks through design review.

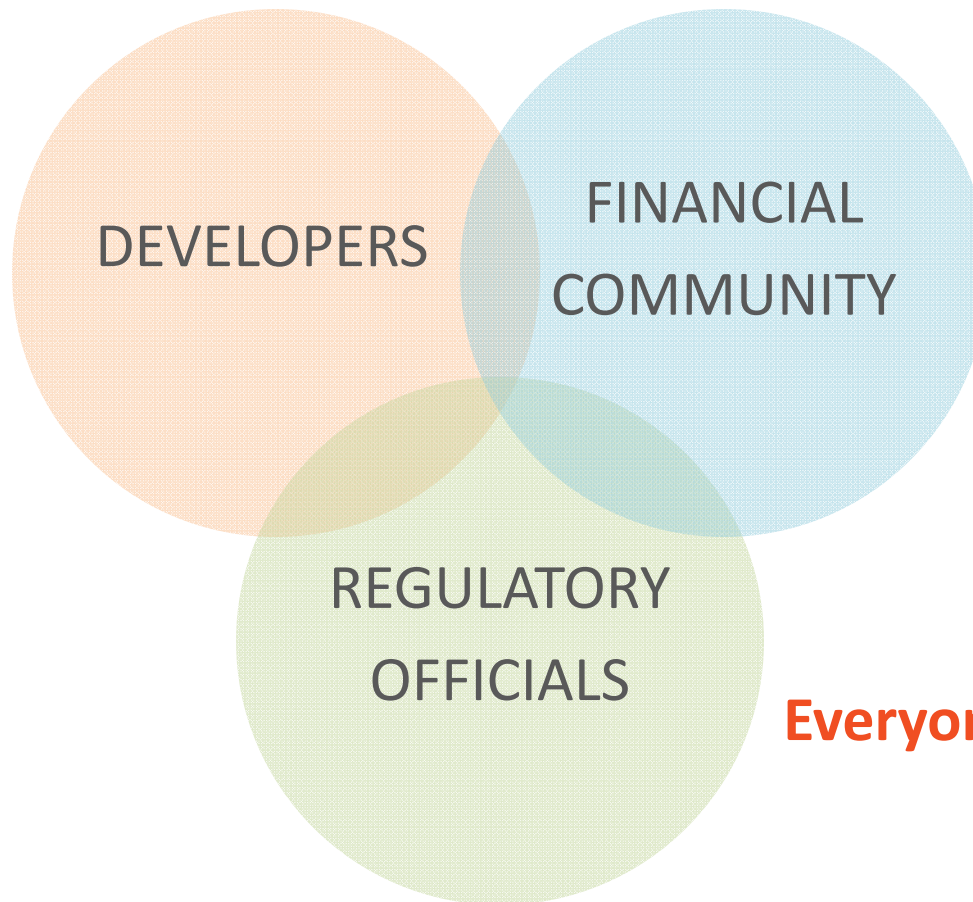
Property owners will receive higher dividends.

Neighboring properties will increase in value.



## IMPLEMENTATION

**Everyone has a role in implementation.**



**Everyone needs education.**

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Our white paper is a **visual and permanent** reminder of the principles of smart growth applicable along the coast.

We hope it will be displayed in the office of every Mayor, Supervisor, Planning and Building Department, and shared with developers, realtors, bankers, insurance agents, architects, engineers, and others who contribute to the built environment.

# IMPLEMENTATION

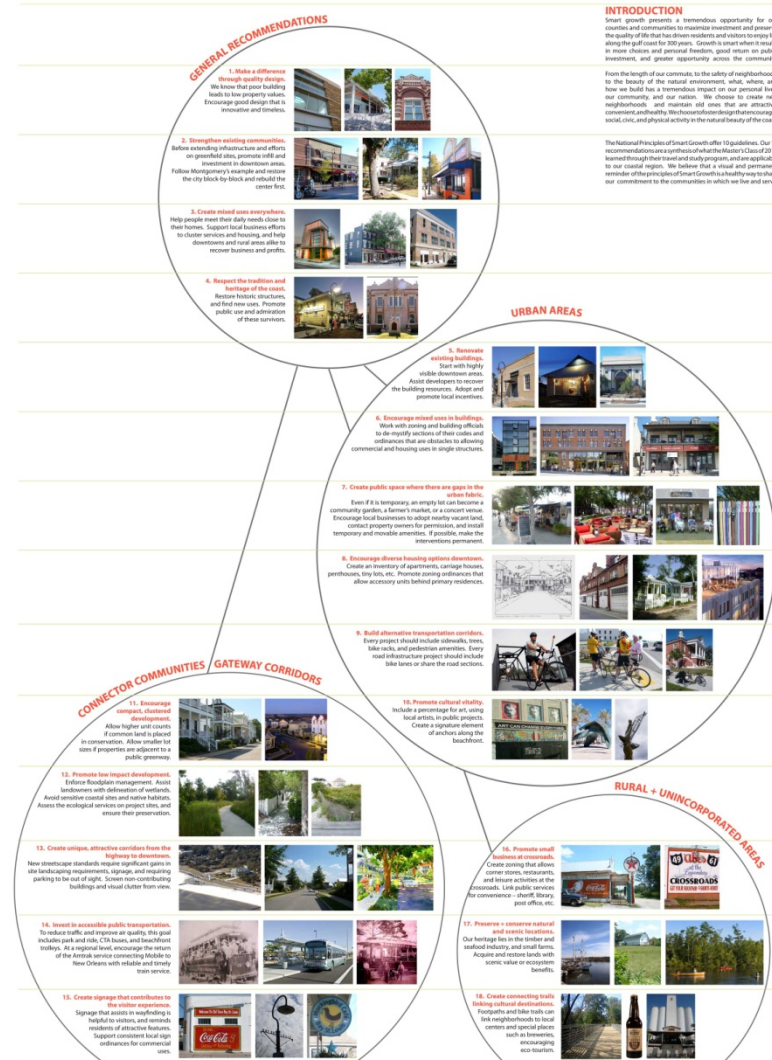
## GROWING OUR COAST: DESIGN MATTERS

GULF COAST BUSINESS COUNCIL, 2012 MASTERS PROGRAM

### INTRODUCTION

Smart growth presents a tremendous opportunity for our residents and communities to maximize investment and preserve the quality of life that has drawn visitors and visitors to enjoy life along the Gulf Coast for 200 years. Growth is smart when it results in more choices and personal freedom, good returns on public investment, and greater opportunity across the community.

The National Principles of Smart Growth offer 10 guidelines. Our 18 recommendations are a synthesis of the National Principles of Smart Growth learned through their travel and study program, and are applicable to our coastal region. We believe that a visual and permanent reminder of the principles of Smart Growth is a healthy way to share our commitment to the communities in which we live and serve.



Participants included: Brent Bentley, Facilities; Aida Lynn and Susan Jacobs, Co-Chairs; Milton Anderson, Mike Bennett, Patrick Beck, Leah Bray, David Buckner, Andrew Butler, Maria Cobb, Karen Cole, Alice Graham, Craig High, Leigh Jaussen, Laurie Knowles, Steve Linton, Bill Mitchell, Harry Schmitt, and Justin Struble.

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