

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.

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.

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



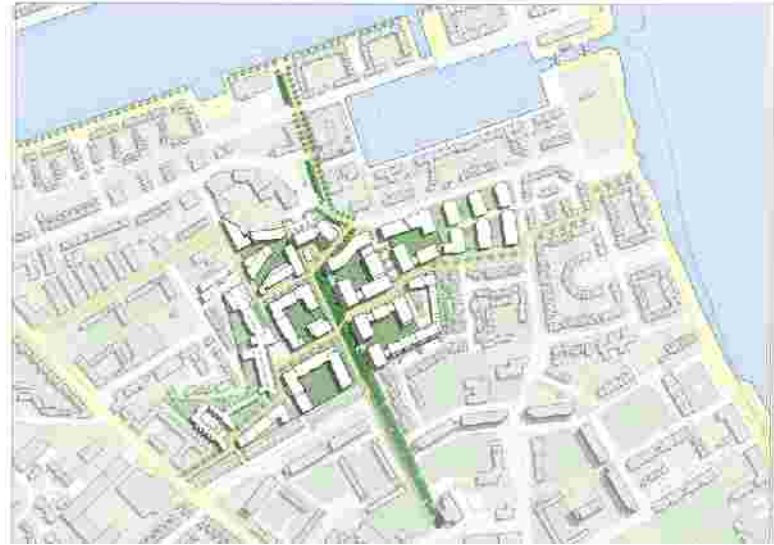
GROWING OUR COAST: DESIGN MATTERS

RANGE OF HOUSING CHOICES



GROWING OUR COAST: **DESIGN MATTERS**

PREDICTABLE, FAIR, AND COSTEFFECTIVE



Will this development enhance or detract from the existing community?

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

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.

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.