

## 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.

## 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.

## 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.

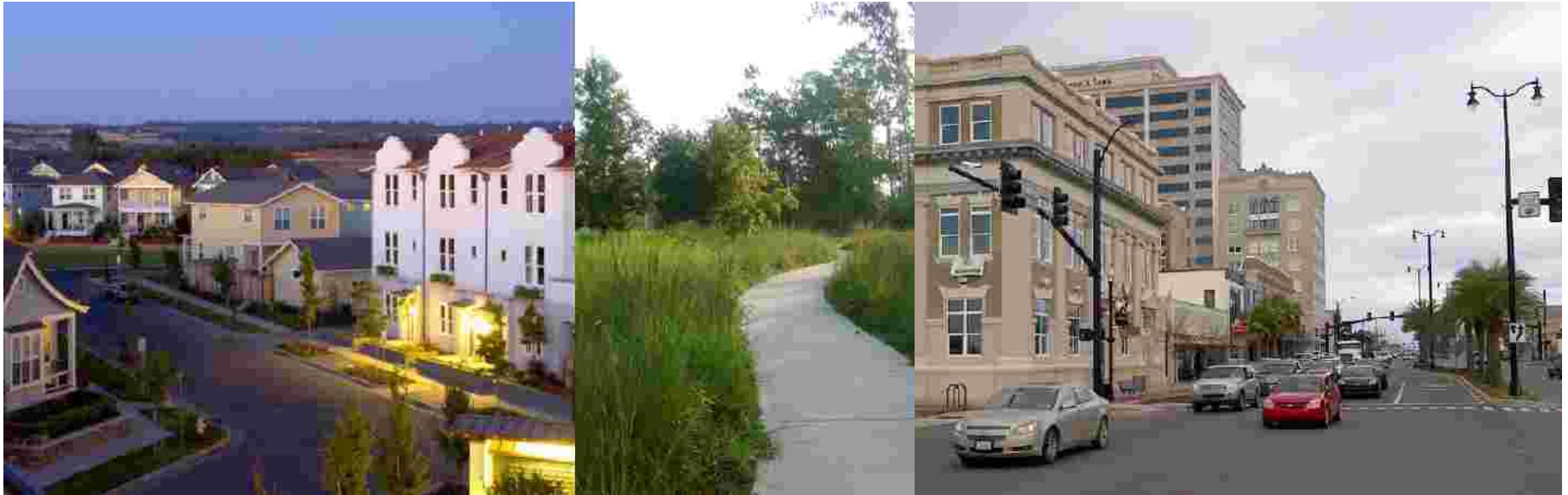


## RURAL+ UNINCORPORATED AREAS



16. Promote small business at crossroads.
17. Preserve + conserve natural and scenic locations.
18. Create connecting trails linking cultural destinations.

## 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.

## 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.

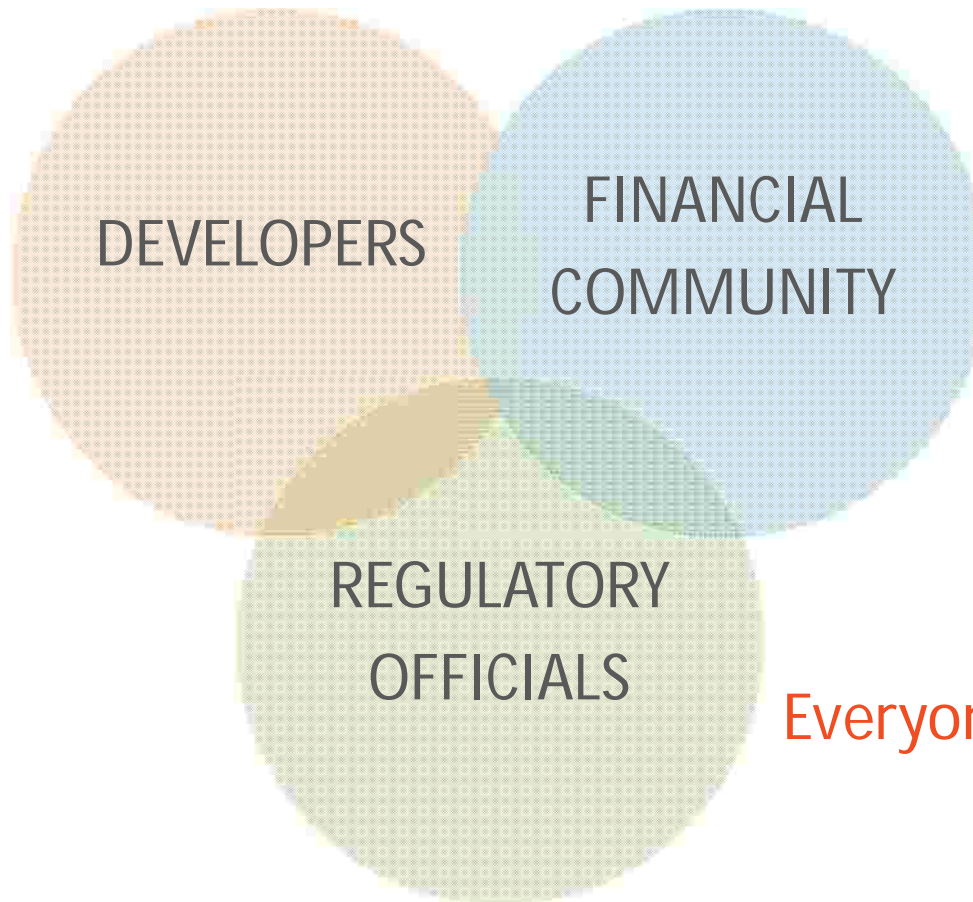
Insurance agents can mitigate risks through design review.

Property owners will receive higher dividends.

Neighboring properties will increase in value.

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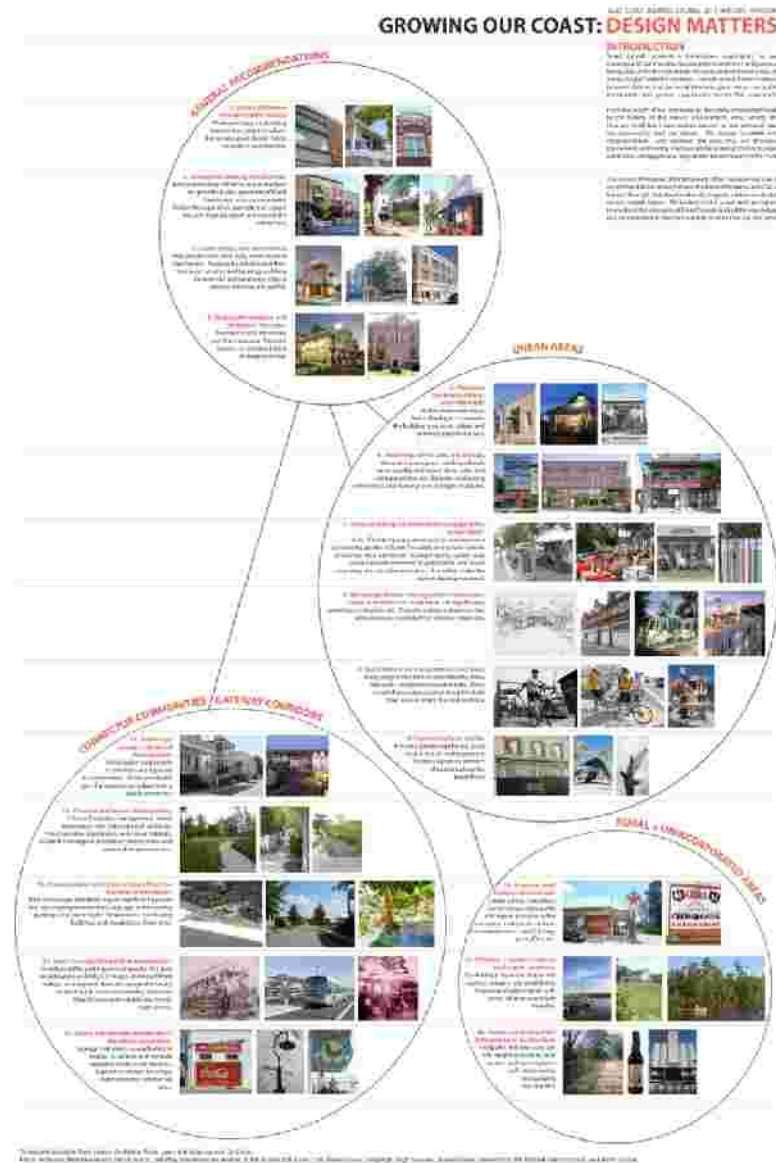


Everyone needs education.

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