

## New Partners for Smart Growth/Equitable Development Tract

*After the Coal Plant Closes: An Environmental-Justice Approach to Redevelopment & Economic Opportunities*

January 29, 2015 2:00-3:30 PM

**BACKGROUND:** Community stakeholders have identified and shut down an undesirable and incompatible land use – such as a coal plant, waste management facility, or intermodal facility that undermines quality of life for residents.

### **NOW WHAT?**

**GOAL:** Foster improved community-level economic viability, improved quality of life for nearby residents, and improved functions through engaging community stakeholders to achieve equitable, economic development solutions.

### **PART 1A: IDENTIFY STRATEGIES FOR ENGAGING RESIDENTS THROUGH THE ENTIRE PLANNING AND REDEVELOPMENT PROCESS (10 minutes total for 1A and 1B):**

Oftentimes, too few residents are too infrequently involved with the planning and redevelopment process. Keeping residents continually involved makes it easier to guarantee that the redevelopment project confers social and economic benefits to the community.

#### STARTING QUESTIONS

- What outreach strategies might you use to engage residents?
- How might you balance residents representing themselves versus organizations claiming to represent residents?
- What communication strategies could you use to achieve a network effect in disseminating information to residents and organizations?
- What resources do you have to directly contact residents?
- Do you have access to outreach staff and volunteers?

### **PART 1B: IDENTIFY RESOURCE STAKEHOLDERS (10 minutes total for 1A and 1B):**

Review the list of stakeholders below and ADD regional/ local stakeholders from your community who should be engaged in a discussion about revitalization of an industrial corridor.

**CITY OF :** \_\_\_\_\_

**My List of Additional Regional/Local Stakeholders** \_\_\_\_\_

- Chamber of Commerce
- Local Business Owners
- State Department of Transportation
- State Department of Environmental Management
- State Finance Authority
- State Housing and Community Development Authority
- Local Residents
- Community Development
- Neighborhood Associations
- Faith-based Organizations
- School Board
- Health Department
- State Department of Workforce Development
- Local Universities
- Federal Agencies

**PART 2: ASSESS THE EXISTING CONDITIONS (5 minutes)**

Planners, Developers and Community Organizers all play a critical role in the planning process. Just as professional planners must assess existing conditions, so must developers and community residents. Environmental justice groups, green organizations, and community organizations are planners, too. The main difference is that unofficial planners prioritize their organization’s mission, which may be different than the Metropolitan Planning Organization, City, County or official economic development corporation. For this reason, all parties must assess the existing conditions.

**Discuss how you might assess the existing conditions and what questions you should answer. See example SWOT tool, community resource tool, and assets and barriers tool:**

**STARTING QUESTIONS**

- What information do you think is important to collect?
- Who owns the site now and who has owned it over the last 50 years?
- What types of users were they? Previous heavy industrial users may suggest contamination.
- What is the land use and zoning for that area?
- How does that part of the community function?
- Is the land use type industrial, residential, commercial or mixed?
- What is the site’s proximity to transportation infrastructure (rail, road, river)?
- Are there specific assets that you can leverage for growth?
- Are there specific assets that your community needs?

*WHAT OTHER QUESTIONS MIGHT YOU ASK?*

**IMPORTANT CONSIDERATIONS**

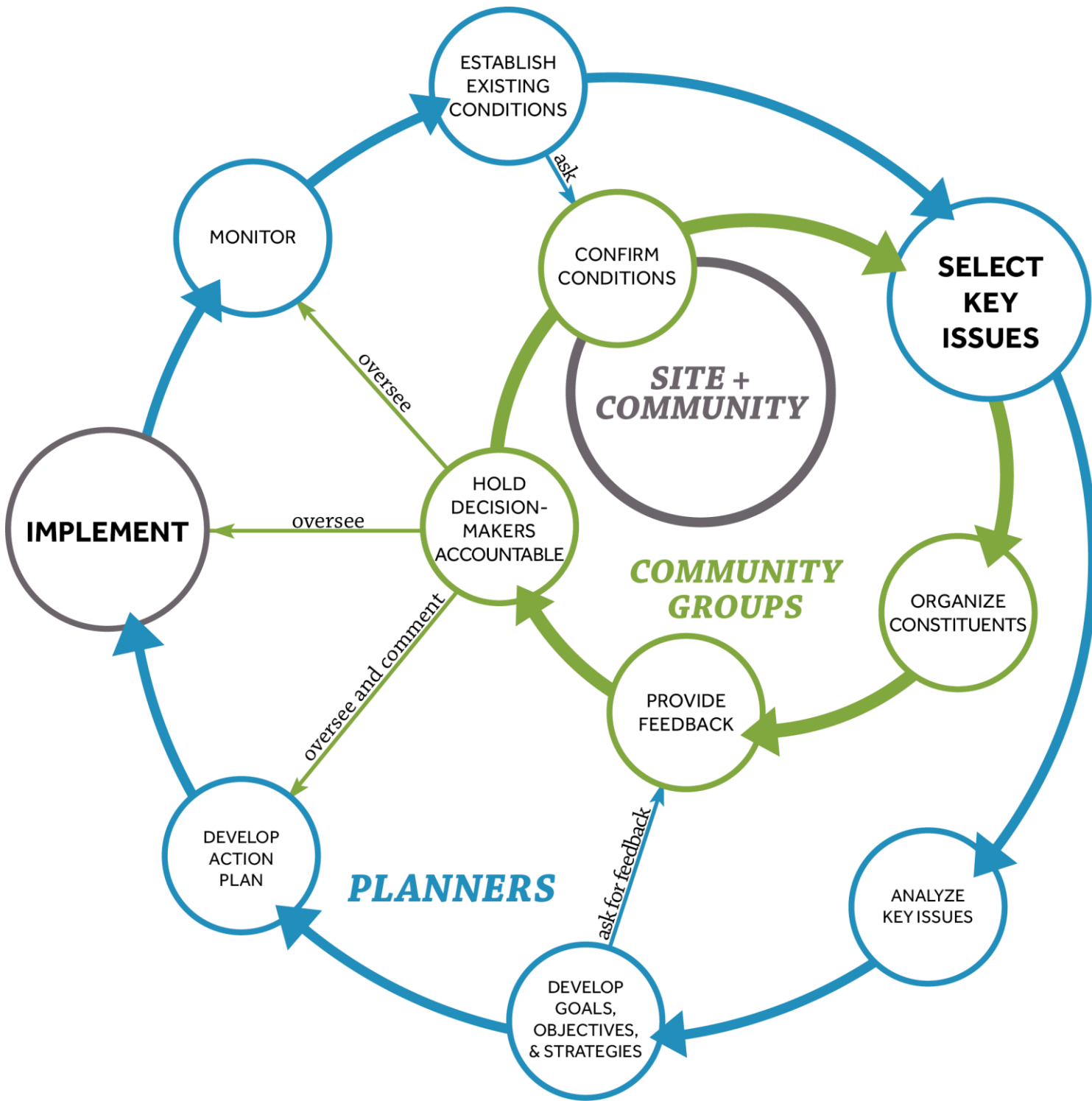
- **LAND USE**
- **ECONOMIC**
- **TRANSPORTATION**
- **ECONOMICS**
- **AESTHETICS**
- **REDEVELOPMENT**
- **HISTORIC PRESERVATION**
- **COMMUNITY NEEDS**
- **WORKFORCE DEVELOPMENT**

**My questions**

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**PART 3: GET A STRATEGY (5 minutes)**

Based on your current or previous experience, discuss how you as a local government planner might strategize to ensure engagement with residents, community groups, advocates and developers through the process, or how you might as an advocate seek specific time to engage with local government.



**PART 4: RECRUIT/AMASS SOCIAL, HUMAN AND FINANCIAL CAPITAL TO ATTAIN THE PROJECT YOU WANT FOR YOUR COMMUNITY (10 minutes)**

- What **TYPES** of businesses and community resources are you trying to attract?

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- What type of **WORKFORCE/ SKILLS** will be needed for these jobs?

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- What **RESOURCES** might you need to attract this asset?

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- **SUSTAINABLE DESIGN GUIDELINES** (Site Design, Building Design and Energy Use, Materials and Resources, Construction/ Demolition, Indoor Environmental Quality, Operations and Maintenance).

*ARTICULATE YOUR VISION: How should the new resource/asset/investment look, feel and operate in the community? What ideas do you have for helping your community inform the look and feel of the development?*

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**PART 4: REPORT OUT – DISCUSS**