

How can Local Municipalities Take Advantage of Adaptive Watershed Management?

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A stylized silhouette of a mountain range in a darker shade of teal, located in the bottom right corner of the slide.


Land as Economic Resource

- ◆ Watersheds = Land
- ◆ Land = Property
- ◆ States encouraged local governance of land because it facilitated the fastest economic use of land.
 - Increased the productivity of the nation
- ◆ Adaptive Watershed Management is a tool municipalities can use to support a different type of land use decision making process.

Other Tools

- ◆ Drainage & Stormwater Master Plans
 - ◆ Building Codes
 - ◆ Zoning Codes
 - ◆ General Plans
 - ◆ Subdivision Ordinances
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- ◆ *But why would a City want to go to all the trouble? What's in it for them?*

Land as Natural Resource

- ◆ Does Regulation make you care?
 - ◆ Regulation doesn't seem to benefit the City, only the public resource.
 - ◆ Perception is that open space costs money to maintain and doesn't create a revenue stream to justify it.
 - ◆ Cities have lots of things to care about and they all cost money.
 - ◆ There are many priorities that conflict and/or compete for revenue.
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Biggest Motivator is Revenue

- ◆ The biggest driver in both public and private land use decision making is the economy.
- ◆ That funds all of the other things a City cares about.
 - Local governments get their \$ from sales taxes.
 - How to encourage investment, real estate development/redevelopment, and how to increase sales tax revenue.

Try to Avoid Competing

- ◆ Don't compete with other important community needs, find ways to achieve mutual benefit.
- ◆ Create connections between urban elements.
- ◆ This is what a good system does. All the parts benefit each other.
- ◆ A community or City is a kind of system.

How-To Resources

- ◆ US Green Building Council
 - LEED
 - Guidance on Design
- ◆ EPA Office of Smart Growth
- ◆ Urban Land Institute
- ◆ American Planning Association

Green Infrastructure

- ◆ Can be used as a planning tool to serve both economic and environmental needs.
- ◆ What is infrastructure for economic growth and how can natural resources be integrated into the design of these things?
- ◆ Infrastructure is not a structure, it is the service provided.
- ◆ How can a restored river corridor be used as a new amenity to attract economic investment around it?
- ◆ Can alternative transportation enhance the utility & value of the amenity?

Terms Developers Recognize

- ◆ Smart Growth
- ◆ “Lifestyle” Developments
- ◆ “Cultural Creative” Demographic
- ◆ New Urbanism
- ◆ Sustainable Development
- ◆ Mixed Use
- ◆ Public/Private Partnership

Data Heavy Process

- ◆ Don't invest millions and create a mess.
 - Political suicide
 - Big Dig in Boston, Levy's in New Orleans....
- ◆ Cities need to know what natural resources there are, or were, and how to go about restoring them.
- ◆ Complex data costs a lot of money.
- ◆ Don't reinvent the wheel, just assemble it.
 - There are already a number of efforts underway
 - Every agency collects data, but only for themselves
 - These can be coordinated and leveraged to support decision making
 - SCCWRP is a good example of bringing data together


Ease Capital Interests Into It

- ◆ Develop conceptual strategies for mutual benefit that private interests, regulators, and environmentalists can all buy into.
- ◆ Gain consensus on the necessary information, governance structure, implementation process, etc...
- ◆ Then start defining what that could mean.
 - Site level opportunities
 - Look for areas that are underperforming economically
 - Pay attention to the real estate market
 - Look for partnering opportunities & pilot projects

Municipal Planning Office

- ◆ Where should indicators be used?
 - City/neighborhood planning phase.
 - Site development planning phase.
 - Lastly, the permitting phase.
- ◆ Get ahead of the game and partner with Industry also.
- ◆ Streamlined permitting & lower risk is money in their bank account.

Adaptive Management Enables and Empowers Local Government

- ◆ Ecosystem management requires accurate data about the resource, and the impacts of development.
 - ◆ Adaptive Watershed Management can help cities manage the natural resources that can contribute to their economic bottom line.
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