

Smart Growth Learning Lab

Chart your community's future with Smart Growth resources

Wednesday, April 30th, 2025 | 2:00 – 3:00 pm ET



NATIONAL
ASSOCIATION OF
REALTORS®

REALTORS® are members of the National Association of REALTORS®.



NARdotRealtor



nar.realtor

Agenda

- 1. What is Smart Growth, why it matters, and what it looks like*
- 2. NAR resources supporting smart growth development*
- 3. Success stories from the field*
- 4. Peer brainstorming sessions & report out*
- 5. Adjourn*

What is Smart Growth

Why it matters

What it looks like

#1

Create Walkable Neighborhoods



Del Ray, Alexandria, Virginia

#2

Take advantage
of compact
building design



Ladera Ranch, Irvine, CA

#3

Mix land uses



Atlantic Station, Atlanta, GA

#4

Create a range of
housing
opportunities



Glenwood Park, Atlanta, Georgia

#5

Strengthen and
direct
development
towards existing
communities



Carroll Creek, Frederick, MD

#6

Foster distinctive
attractive
communities
with a strong
sense of place



River Walk, San Antonio, Texas

#7

Preserve open
space, farmland,
natural beauty
and critical
environmental
areas



San Francisco, California

#8

Provide a variety
of transportation
choices



Missoula, Montana

#9

Make
development
decisions
predictable, fair,
and cost-effective



#10

Encourage
community and
stakeholder
engagement in
development
decisions











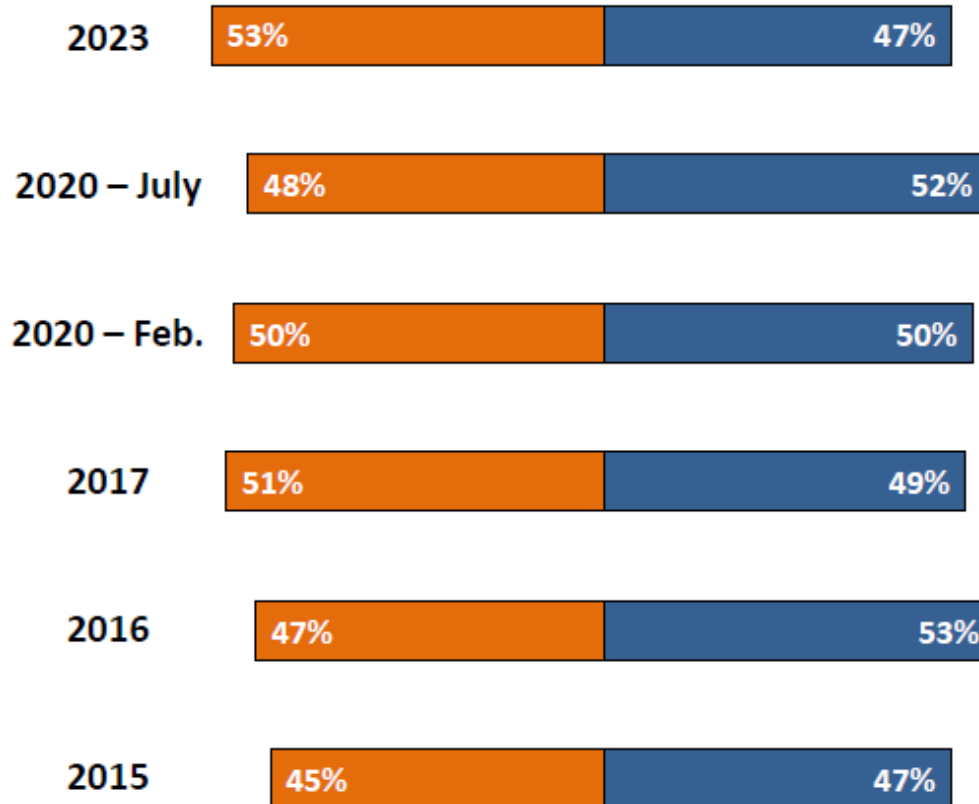






Compared to Previous Years, 2023 Shows Biggest Advantage for Denser More Walkable Communities

Preferred Community:



Own or rent an apartment or townhouse and you have an easy walk to shops and restaurants and have a shorter commute to work.

Own or rent a detached, single-family house and you have to drive to shops and restaurants and have a longer commute to work.

NAR Resources Supporting Smart Growth Development

Smart Growth Grants

Support public policies related to mixed land uses, walkability, public transit, and green space preservation to create livable communities.



[Learn More](#)

Grant Toolkit include
criteria, resources and
success stories



SUCCESS STORIES



Adirondack/Champlain Valley
REALTORS® Helps Area Become
Model of Smart Growth Planning



Boise Regional REALTORS® Trains
Local Communities in the Basics
of Smart Growth Development



Five Years Later, Walkability
Study Commissioned by Coastal
Carolinans Association of
REALTORS® is Still
Paying Dividends

State and Local Growth Polling Program

NAR's polling consultant surveys the opinions of ~400 local or state residents, living in a defined area, as a tool for government officials and to focus community opinions.

National Association of REALTORS®
SMART GROWTH / ENERGY EFFICIENCY / SUSTAINABLE COMMUNITY POLLING REQUEST FORM
Program criteria: NAR Smart Growth Polls must be related to land use/growth/transportation issues and not building/building-code issues. The poll cannot contain any candidate-specific political questions.

ASSOCIATION INFORMATION	
Association name:	
Contact name:	
Job Title:	Phone:
Date:	Email:

☐ Please check this box to confirm acknowledgement that campaign finance or lobbying laws may restrict or prohibit our association from sharing results with public officials, candidates or political committees.

PROJECT SUMMARY
Please provide a brief description of the need for the poll, the land use/transportation issue(s) you are trying to understand and why, the geographic designation (statewide, city, legislative district, etc.)

How will this poll assist your association in its advocacy efforts?

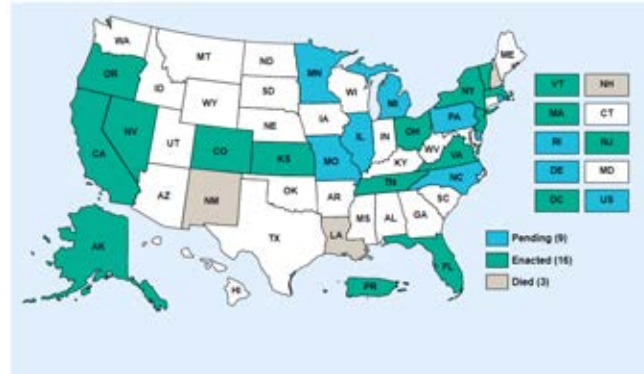
Survey Goals

- 1. Goal/Objective.** Briefly describe each goal or objective to be accomplished by the poll.
- 2. Measurement.** Please include at least one measurable goal and evaluation process (expected public relation, advocacy; coalition building; press coverage, etc.)
- 3. Importance.** Rank the goal as Essential, Important, or Desirable as follows:
Essential – required for job performance
Important – helpful for job performance
Desirable – asset for job performance

1st GOAL/OBJECTIVE

Goal/Objective Description:

Measurement:

AMERICAN STRATEGIES

June 27-29, 2020
400 Respondents
200 Split A Respondents, 200 Split B Respondents
233 Wireless Respondents, 49 VOIP, 118 Landline
Margin of error: ± 4.9 percentage points

National Association of REALTORS®
IL - Naperville Smart Growth
Frequencies

Q.2 First of all, are you registered to vote in Naperville?

(If NO) i'm sorry. Is there a registered Naperville voter available i can speak to?

Yes	100
No (TERMINATE)	-

Q.3 Sex of respondent (INTERVIEWER CODE—DO NOT ASK RESPONDENT)

	Total
Male	48
Female	52

Q.4 Next I would like to ask you some questions about the coronavirus pandemic.

Let me ask you about several elected officials. Please tell me if you (ROTATE) approve or disapprove of their handling of the coronavirus crisis.

(READ NAME BELOW) Overall, do you (ROTATE) approve or disapprove of their handling of the coronavirus crisis?

(FOLLOW UP) And is that strongly APPROVE/DISAPPROVE or somewhat APPROVE/DISAPPROVE?

	Approve strongly	Approve somewhat	Disapprove somewhat	Disapprove strongly	[D/R Ratio]	Total Approve	Total Disapprove	Net
A. Mayor Steve Chirco	27	35	9	8	21	62	17	45
B. Governor J.B. Pritzker	53	20	8	16	3	72	24	48

Transforming Neighborhoods

The NAR Partnership with Counselors of Real Estate (CRE) Consulting Corps

helps associations address critical real estate issues such commercial disinvestment, housing gaps, and redevelopment after natural disasters.

CRE Consulting Corps provides analysis, plans, and recommendations for REALTOR® associations and key stakeholders.

[Learn More](#)

Applications Open December 1st, 2025

CRE Consulting Corps Projects with Local REALTOR Associations



CRE® Consulting Corps: Action Steps to Increase Spokane's Housing Supply on behalf of the Spokane Association of REALTORS®
Including innovative and proven housing solutions from similar cities across the country, the report provides an unbiased, objective review of relevant demographic and housing data, examination of barriers to development, best practices, and implementable solutions to increase housing options that will meet the full range of the city's housing needs.

[More information about the CRE® Consulting Corps](#)

“ We highly recommend the Counselors of Real Estate process. These are volunteers, with unparalleled expertise to solving housing and land use problems.

Darin Watkins, Government Affairs Director, Spokane Association of REALTORS®

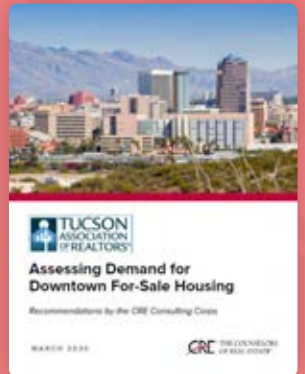
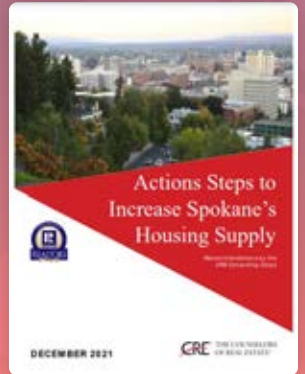
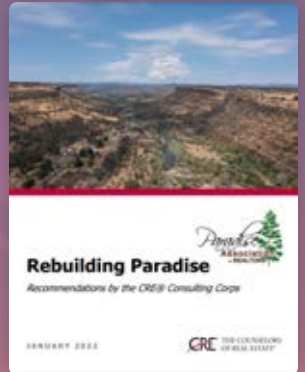


CRE® Consulting Corps: Rebuilding Paradise on behalf of the Paradise Association of REALTORS®
Recommendations focus on immediate action steps, within the next three to five years, to rebuild Paradise's housing stock and commercial properties and services that were lost in the wildfire.

Final Report
Commercial Connections

“ I kept hearing about all the problems [preventing rebuilding]...This powerhouse of brilliant people who can process the information objectively is helping us get out of our own way. This has far exceeded my expectations.

Aubrey Prais, Association Executive, Paradise Association of REALTORS®



Planning and Zoning: *Advocating for your Community's Future*



Sponsored by REALTOR® Associations, the Planning & Zoning Resource: Advocating for your Community's Future class is a six-hour course that teaches REALTORS:

- The basic process of community planning and zoning.
- State-of-the-art community planning concepts that they can apply.
- How to get their community to live up to its potential.
- What is needed to make their community a better place to live and do business.
- The value and benefits of smart growth neighborhoods to homebuyers and communities.
- How they can help make smart growth possible.



Interested in sponsoring a class? Apply for the Smart Growth Action Grant to get up to \$3,000 to cover the hosting fees. [Learn More](#)

Placemaking Grants

Create new, outdoor public spaces and destinations on unused or underused sites.

> **Level 1:** Construct outdoor demonstration and **temporary** projects to test a project's viability or inspire permanent projects that increase livability and revitalization.

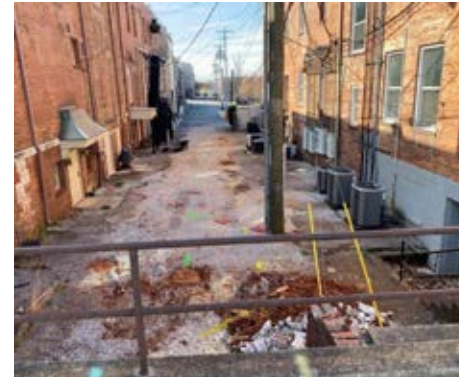
> **Level 2:** Create **permanent** outdoor public spaces such as trails and trailheads, playgrounds, pocket parks, pedestrian plazas, community gardens, dog parks, gathering spots, and alley activations.

MIBOR REALTORS®

Temporary Butterfly Art



Morgan County Association of REALTORS®



Before



After

[Learn More](#)

Updated Placemaking Resources

[LOGIN](#)

[REALTOR® PARTY HUB](#) [MEDIA ROOM](#) [CAMPAIGN SERVICES](#) [COMMUNITY OUTREACH](#) [MEMBER & CONSUMER MOBILIZATION](#) [RPAC](#) [GAD & FPC CORNER](#)

Placemaking Resources

- [Placemaking Promotional Video \(NEW!\)](#)

A promotional video (7:18) that spotlights the stories of numerous successful projects around the country. Shorter, individual stories pulled from the full-length video are also provided. This video could be used to share the Placemaking program with your members, Board, or even local leaders and elected officials in your community.

- [Placemaking Toolkit for REALTOR® Associations \(RECENTLY UPDATED!\)](#)

The toolkit offers practical tips and showcases successful examples from associations nationwide, covering activities like parks, community gardens, and pedestrian plazas, serving as a valuable resource for enhancing community relationships and strategies.

- [Placemaking Grant Informational Flier \(NEW!\)](#)

This double-sided informational flier provides information on the Placemaking grant, examples of projects, a summary of the grant criteria, and QR codes for additional information. Two versions: In House Printing/Digital Use OR Outsourced Printing with Print Shop

- [Spaces to PlacesBlog](#)

Read success stories from REALTOR® associations across the country who have used a Placemaking Grants to make a difference in their communities. A great source for Placemaking project ideas.

- [Smart Growth Grant](#)

Funds the planning and community input activities related to Placemaking and land-use policies, such as Better Block events, Placemaking visioning and Main Street® analyses. A Smart Growth Grant can also be used to fund a Placemaking training event.



Fair Housing Grants

Furtheres the mission of fair housing.

LEVEL
01

Initiatives

- Education for REALTORS® to learn about fair housing, implicit bias and legal responsibilities.
- Develop a curriculum with fair housing experts to design an education course.
- Hold a book club with a book that highlights Fair Housing history

LEVEL
02

Initiatives

- Conduct a fair housing summit with stakeholders to discuss fair housing and local efforts.
- Create a fair housing marketing campaign, documentary or exhibit.
- Create a fair housing educational materials.

[Learn More](#)

Grant Toolkit includes
criteria, resources and
success stories

[View Toolkit](#)



SUCCESS STORIES



[Associations Around the Country Tap into Training that Helps Members Recognize and Correct a Significant Obstacle to Fair Housing: Implicit Bias](#)



[Kansas City Regional Association of REALTORS® Sponsors Event at Museum Exhibit Revealing the History and Legacy of Redlining](#)



[Greather Rochester Association of REALTORS® Produces Video on Local History and Continued Impact of Discriminatory Real Estate Practices](#)

Housing Opportunity Grants

Support REALTOR® Associations in developing systems, programs, and policies to increase affordable housing access, positioning REALTORS® as leaders on housing solutions.



One Grant Per Level Each Year

10% Financial Commitment Requirement Waived

Applications Accepted until 10/15 or until Commitment Level Reaches 100% in 2025

[Learn More](#)

Grant Toolkit include
criteria, resources and
success stories



SUCCESS STORIES



Award-Winning Initiative to allow missing middle housing in Spokane Spurred by Housing Opportunity Grant



Seattle King County Association of REALTORS® Brings Elected Officials on "Missing Middle" Bus Tour Highlighting Design and Applicability



Greater Lakes Association of REALTORS® Supports Housing Study that Leads to a Housing Trust Fund for Crow Wing County, Minnesota

Land Use Initiative

Upon request, NAR provides analysis of proposed state and local land-use measures that impact the transfer of real property.

ISSUES COVERED

- › Planning Enabling Legislation
- › Point-of-Sale Requirements
- › Property Maintenance
- › Regional Planning
- › Residential Rental Property Regulation
- › Sign Regulations
- › Subdivision Regulations
- › Transfer Taxes
- › Transferable Development Rights
- › Tree Preservation/Landscaping
- › Vacant Properties
- › Zoning Enabling Legislation
- › Affordable Housing
- › Annexation
- › Community Character Preservation
- › Comprehensive/General Plan
- › Design Standards/Review
- › Eminent Domain
- › Environmental Regulations
- › Growth Management
- › Historic Preservation
- › Impact Fees/Exaction
- › Moratoria

[Learn More](#)

MEMORANDUM

Proposed Short-Term Rental Ordinance
City of Greensboro, NC

March 12, 2022

CONFIDENTIAL

The information and analysis contained in this memorandum was developed and provided to NAR by Robinson & Cole LLP as consultant to NAR for the NAR Land Use Initiative Program. Users of this information and analysis are specifically reminded that the license agreement, to which all users agree as a condition of gaining access to Realtor.org, limits the use of content provided by others, including that contained here, as follows: Users may download only one copy of such content for their own personal, non-commercial use, and such content may not be copied, reproduced, republished, updated, posted, transmitted, or distributed in any way without the express permission of NAR. The analysis contained in this memorandum is for informational purposes only and users who have any legal questions concerning the analysis in this database should consult with their attorneys before relying or acting upon any information or analysis contained in this memorandum.

SUMMARY OF REQUEST

The National Association of Realtors® ("NAR"), on behalf of the Greensboro Regional Realtors' Association (the "Association"), has requested an analysis of the short-term rental ordinance (the "STR Ordinance") proposed for the City of Greensboro, North Carolina (the "City"). The STR Ordinance would amend the City's Land Development Ordinance (LDO) by defining "short-term rental" and classifying short-term rentals as a use that is permitted, in the R-3, R-5, R-7, RM-5, RM-8, RM-12, RM-18, RM-26, RM-40, O, MU-1, MU-M, and CB zoning districts, subject to the standards of proposed Section 30-8-10.4(U).¹ The proposed standards would require that short-term rentals obtain a "zoning permit" that would have to be renewed annually and would be subject to revocation by the Planning Department based on "continuing violations" of the STR Ordinance. The additional use standards would also limit short-term rentals to a maximum of two adults per bedroom and would prohibit any publicly announced or promoted gathering that involves more than twice the number of persons renting a short-term rental. For "whole house"² short-term

¹ See STR Ord. § 3 (amending Table 8-1) and § 6 (defining "short-term rental") to mean: "The rental (for a fee or other valuable consideration) of a portion or all of a residentially used property for a period of at least 2 nights and no more than 30 days.".

² "Whole house short-term rental" is defined as the "rental of an entire residence (at any time) to persons for a fee." STR Ord. § 6.

[East Tennessee
REALTORS® Defeats
Detrimental Zoning
Proposals with Trifecta of
REALTOR® Party
Resources](#)



Success Stories From the Field



Chris Bailey, RCE
Chief Executive Officer
Greater Greenville Association of REALTORS®



Becky Wegscheid
Government Affairs Director
St Paul Area Association of REALTORS®

Greenville Connects: Connecting Us to Opportunity



Greenville
CONNECTS >>>



We all have a memory
of our first bus ride,
right?



“South Carolina has a labor force participation rate of 57.3%, which is fifth lowest in the country,” Bryan Grady, Labor Market Division Director for SC Works said. “This means that a relatively low share of people eligible to work are working or looking for work.”

“In many cases, these people may want to work, but have some sort of barrier to entry, such as the lack of reliable transportation.”

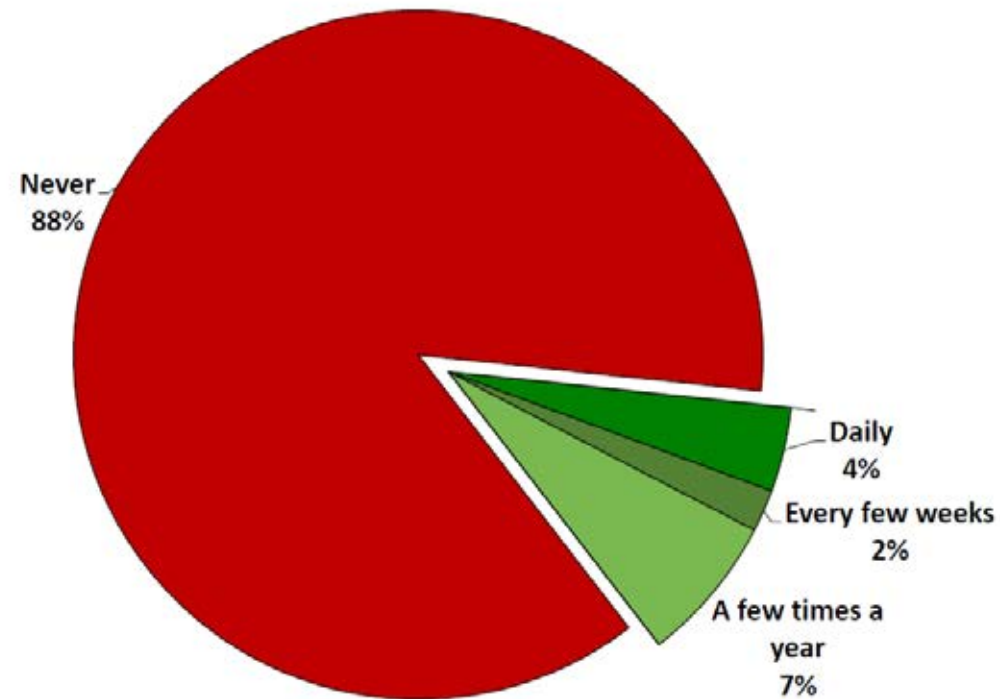
Greenville News, June 8, 2022

- ▶ Greenlink estimates that approximately \$25 million in local taxes would be needed to operate the proposed expansion each year. **This implies that for every \$1 spent by Greenville County taxpayers, up to \$80 in new economic activity could be generated for the county as businesses gain access to a larger labor pool that will help them to expand and grow.**
- ▶ **The TDP capital investments would be expected to generate a total economic impact of approximately \$512 million in Greenville County by the year 2030, with an average of 206 jobs supported (directly or indirectly) per year between 2021 and 2030.** The largest impacts would occur between 2021 and 2024 during Phase I, at which time the annual economic impact of Greenlink's capital investments would total nearly \$66 million and support 263 jobs.

6,347
**POSSIBLE
NEW JOBS**

Nine-in-Ten Voters Say They Never Use Public Transit in Greenville County

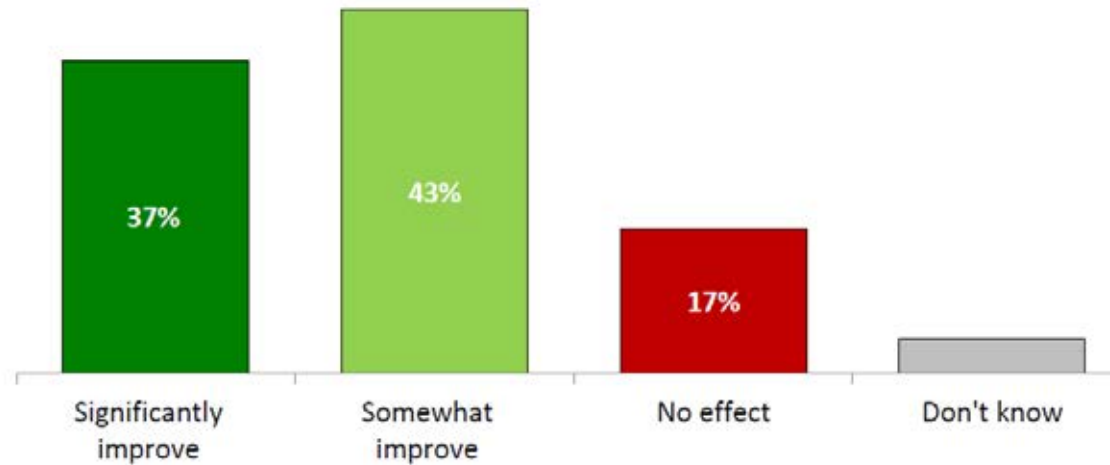
How Often Do You Use Public Transit?



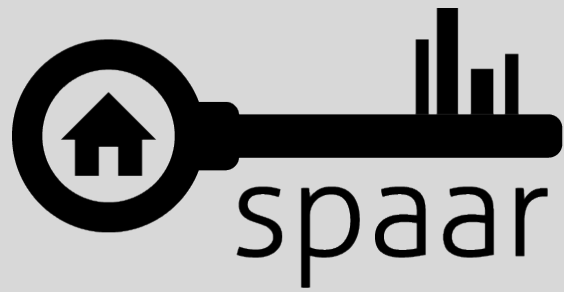
Q.14 Moving on, how often do you use public transportation to get to places in Greenville County?

Majority of Voters Say That Expanded Public Transit Will Improve Access to Jobs and Education

Will Expanded Public Transit Improve Access to
Jobs and Education



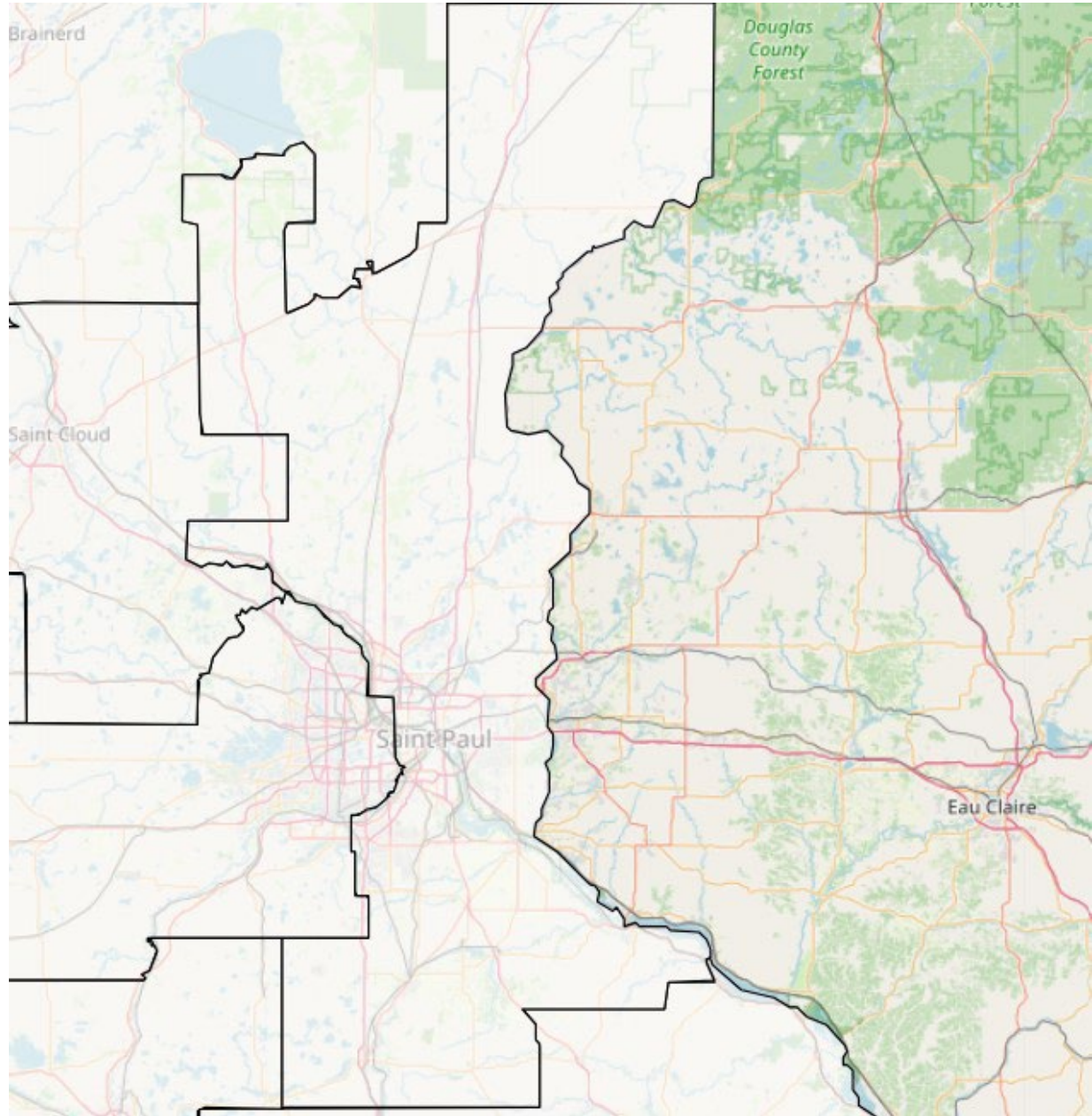
Q.15 And overall, do you think an expanded public transportation system would (ROTATE FIRST TO LAST AND LAST TO FIRST) significantly improve access to jobs and educational opportunities, somewhat improve access to jobs and educational opportunities, or would it not have an effect on access to jobs and educational opportunities?



NAR Smart Growth Learning Lab

Becky Wegscheid, Government Affairs Director
The Saint Paul Area Association of Realtors® (SPAAR)

The Saint Paul Area Association of Realtors® Territory



SPAAR's Key Communities Program



BETTER AGENTS ♦ BETTER COMMUNITIES
SAINT PAUL AREA ASSOCIATION OF REALTORS®

The Saint Paul Area Association of Realtors® 2025 Key Communities Grant Program

The Saint Paul Area Association of Realtors® is excited to announce the fifth year of the Key Communities Grant Program!

The purpose of the [Advocacy Key Communities Program](#) is to get to know and build connections with communities within SPAAR's jurisdiction. Three communities will be chosen by the members of SPAAR's Government Affairs Committee.

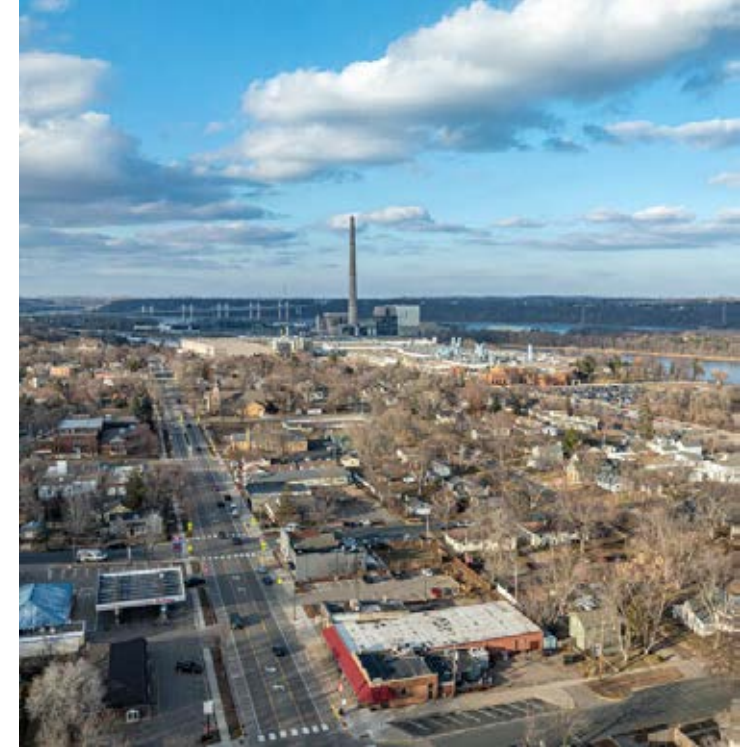
Faribault, MN



Farmington, MN



Bayport, MN



Smart Growth Grants



Saint Paul, MN

Saint Paul, MN



Coon Rapids, MN

Northfield, MN



Burnsville, MN

Placemaking Grants



Blaine, MN



Columbia Heights, MN

Housing Opportunity Grants

Breakout Rooms

Develop ideas for initiatives that you can advance within your association (15 minutes)

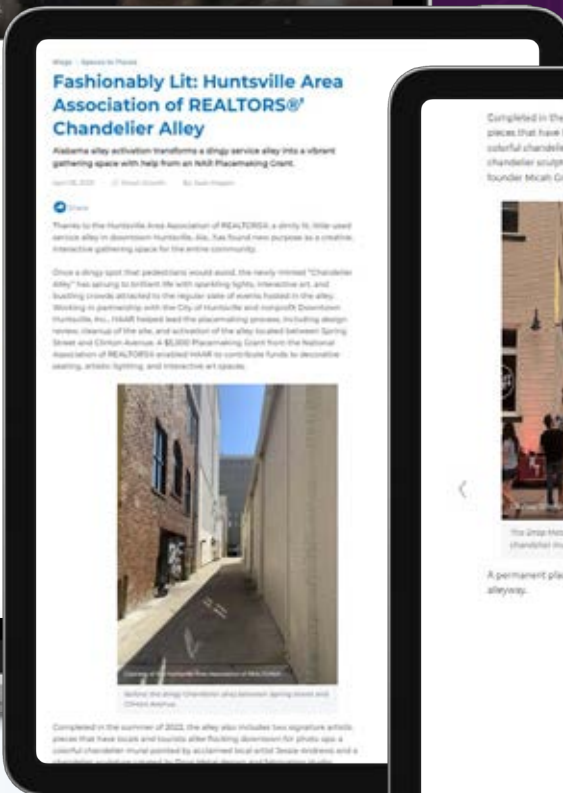
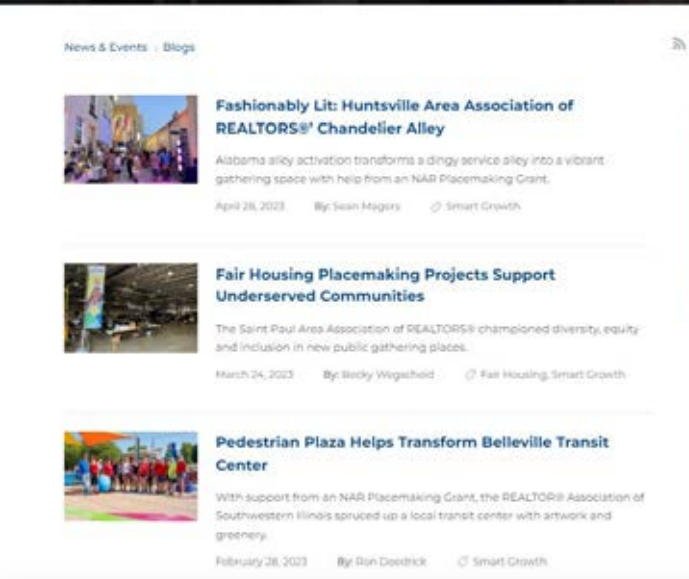
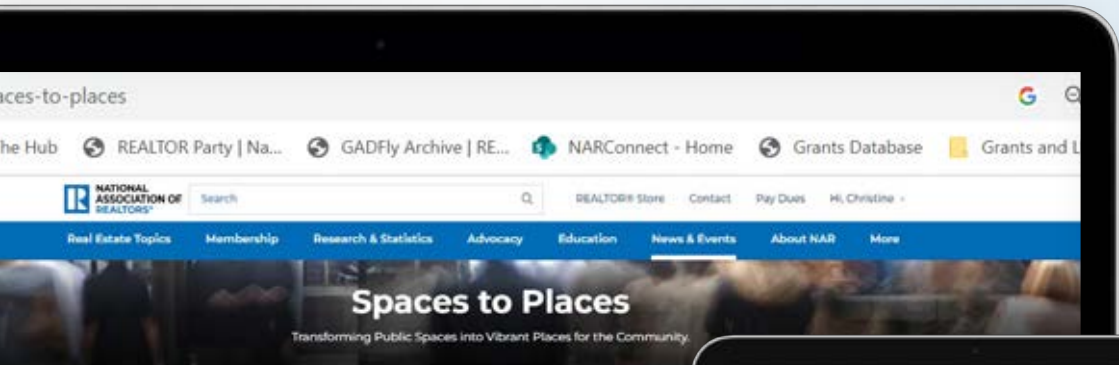
- ❖ Don't forget to assign a speaker to share at the end!

Share Out

Share top takeaways and ideas from your breakout room

- Please keep your comments to 30-45 seconds

Additional NAR Resources!



Spaces to Places Blog



Showcase the transformative efforts of REALTORS® and REALTOR® associations in revitalizing and improving public spaces within communities. This blog serves several important functions.

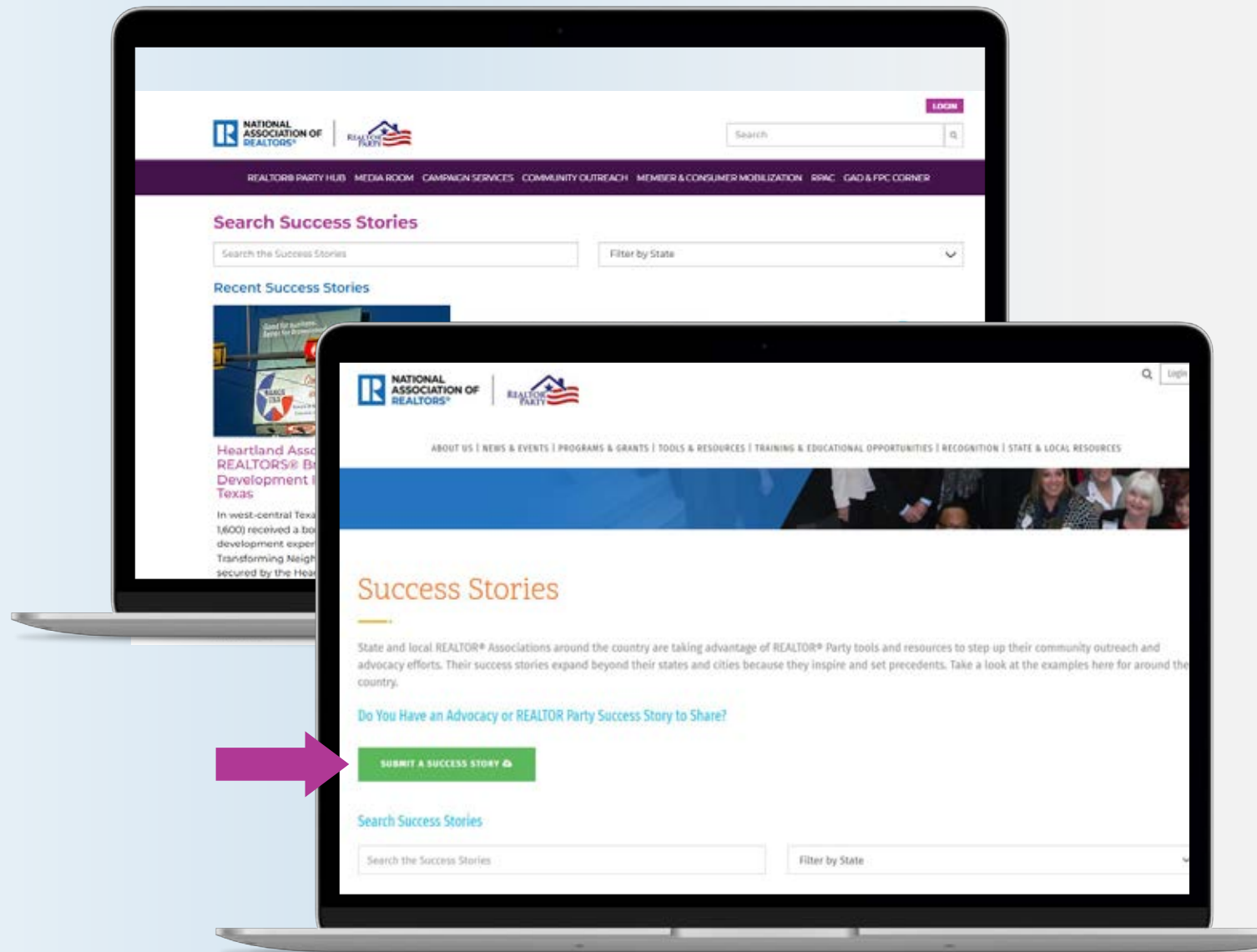
REALTOR® PARTY

Success Stories



Highlight achievements and best practices of REALTOR® Associations in advocating for real estate industry interests, strengthening communities, and promoting property ownership.

<https://realtorparty.realtor/news/success-stories>



Community Outreach Planning Sessions



30 Minute Zoom Session
with Community Outreach
Team for GADS, AEs



Brainstorm ways to use a
grant or resource



Wednesdays and Thursdays,
1 pm or 2 pm ET

Sign up at RealtorParty.realtor/community-outreach-planning-sessions



2025 Community Outreach Webinars and Learning Labs



Deep dive into a variety of **Community Outreach** tools and resources provided to state and local **REALTOR®** associations to enhance engagement and influence in community development issues.

<https://realtorparty.realtor/training/community-outreach/community-outreach-webinars>



MARCH 22

Fair and Attainable Housing Ideas Forum: Collaborating for Inclusive Homeownership



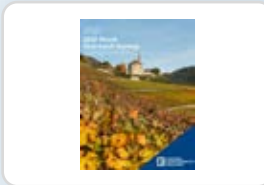
APRIL 30

Smart Growth Learning Lab: Learn how to leverage resources to build better communities.



JUNE 17

Space to Grow: Using Rural Outreach Grants to Tackle Broadband Access, Open Space Preservation, Environmental Standards and More



AUGUST 15

Leverage the Land Use Initiative to Oppose Transfer Taxes, Impact Fees, Growth Moratoria, Short-Term Rental Restrictions, and More



OCTOBER 8

Transforming Neighborhoods: Help Your Community Solve a Challenging Real Estate Problem

Thank You!

Please stick around for about three minutes to help us complete a short survey

Soon, you'll receive via email: training recording, comprehensive survey, and links to resources