

## Better Models for Development in the Shenandoah Valley 2010



Meeting  
21st Century  
Challenges



Updated and Expanded  
by Sara S. Hollberg  
Adapted from the original book by  
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Valley Conservation Council

### Read the Book

*Better Models for Development* uses more than 300 full-color images to show how to make communities more efficient, attractive, affordable, and sustainable.

### See Award-Winning Projects

VCC has honored dozens of exemplary development projects with “Better Development” awards. Find them on our website.

### Want to learn more?

Contact Valley Conservation Council. We will gladly help you and your community learn about the choices you have to plan for and build the future.

### Request a Presentation

VCC offers free presentations to localities, community organizations, business associates, and other groups. Call for information.

### Wide Range of Topics:

- How Local Planning Works
- Designs that Protect Water Quality
- Rural Protection Strategies
- Improving Commercial Corridors
- Designing for Good Density
- Protecting Historic and Scenic Assets
- Conservation Site Design
- Trails and Greenways
- Voluntary Land Conservation
- Green Infrastructure
- Any of the Six Principles (inside)

Give us a call.  
Host a presentation.  
Promote the principles.



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*Founded in 1990, Valley Conservation Council is a private, member-supported, nonprofit organization promoting land use that sustains the farms, forests, open spaces and cultural heritage of the Shenandoah Valley region of Virginia.*

## Better Development in Your Community



Growth doesn't have to mean  
losing the things you love.

*Design of development matters,  
now more than ever.*

*Learn about the choices in  
development and new directions  
for future growth.*

Valley Conservation  
Council can help.

## *Better Development is helping communities*

- minimize the expense and impact of new development
- keep farm and forest lands intact
- promote healthier lifestyles
- give everyone easier access to nature
- keep history alive
- protect drinking water
- maintain our natural resources
- reduce energy use
- protect local character
- reduce time spent in the car
- foster walking, biking, and transit
- encourage strong, vibrant downtowns
- provide services more efficiently
- provide attractive, affordable housing
- draw tourists who appreciate cultural and natural sites
- improve everyone's bottom line



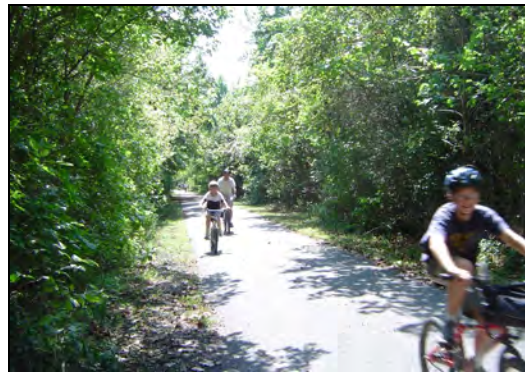
**Conserve working landscapes**



**Build vibrant neighborhoods**



**Strengthen downtowns**



**Enjoy healthier lifestyles**

## **Six Principles for Better Development**

### **1. Conserve Natural and Scenic Assets**

Protecting unique resources and working landscapes enhances scenic views, maintains natural systems, and adds economic vitality.

### **2. Conserve as You Grow**

Even as a community builds and prospers, it can conserve the essential lands necessary to safeguard the environment, saving money by having nature provide free services. These also can be special places people respond to.

### **3. Build Livable Communities**

Villages, towns, and cities can absorb most of the growth in an area. Creating attractive and livable communities brings people to town and takes pressure off the rural countryside.

### **4. Preserve Historic Resources**

Preserving the region's wealth of historic buildings and sites keeps heritage alive, generates jobs, and attracts tourists.

### **5. Respect Local Character in New Construction**

New buildings can complement the natural setting and local architectural traditions.

### **6. Reduce the Impact of the Car**

Better designed roads and facilities for walking, biking, and transit make it easy to get around without a car, reducing costs and supporting healthy lifestyles while increasing the independence of young and old alike.