

APPLICATION

SMALL TOWN DESIGN INITIATIVE/COMMUNITY DESIGN INITIATIVE

School of Planning, Design and Construction

The Process. See the appendix to this application for a detailed explanation of the application process and tips for developing a strong application. For more information about the process or the application, contact Small Town Design Initiative/Community Design Initiative (STDI/CDI), Warren J. Rauhe, Director, 517/432-0704, fax him at 517/432-8108, or e-mail him at rauhe@msu.edu

Financial Costs. Project costs for STDI/CDI assistance will be determined on a project by project basis. A fixed cost will be agreed upon prior to work being initiated.

Due Dates. Complete written applications are due **March 15** and **September 15**.

Application Review. The applications will be reviewed within one month of the deadlines. The STDI/CDI will likely contact key people for additional information. After the initial application review, communities with strong applications will receive a screening visit from the STDI/CDI. The screening visit involves a brief community meeting and a tour of the community. The STDI/CDI will arrange this visit with the key local contacts.

Acceptance. The community will be notified within two months of the application deadline whether the project has been accepted or held for future consideration.

Notification. The STDI/CDI will notify applicants within one week of the final decision. If the community's application is accepted, instructions for proceeding from that point will accompany the notification. If the application is held for future consideration,

the applicant will be contacted and reasons for non-acceptance will be explained together with suggestions for possible resubmittal.

Mailing Address. Mail the completed application to:

Warren J. Rauhe, Director

Small Town Design Initiative/Community Design Initiative

Michigan State University

101 Human Ecology Building

East Lansing, MI 48824-1030

Agreement. The communities with an accepted project will receive a contract and preliminary cost for completing the project. The STDI/CDI and community will modify these

documents, as appropriate, and execute an acceptable agreement, including costs, prior to any work being initiated.

DATA AND CONTACTS

This application is best completed by a representative group from the community.

Different individuals may need to respond to certain questions. Some questions may be best addressed through broad-based discussions before a final response is made.

Presentations and town meetings can help to educate people about the STDI/CDI process and philosophy.

NAME OF COMMUNITY:

COUNTY:

NAME OF GROUP/ORGANIZATION:

CONTACT PERSONS (3 required):

	Public Official	Representative of Community Organization	Other Contact
Name			
Phone			
Affiliation			
Mailing Address			
E-mail Address			

Name and phone number of application committee chairperson(s).

RESOURCES

Some of the information needed to complete this page may be obtained from the city clerk, municipal planner, planning/zoning board members, civil engineer, MSU County Extension Director, or county surveyor.

List the resource maps available (for example, aerial photography, utility maps, topography maps, or zoning maps and ordinances):

Title	Area mapped and context	Date	Scale	Size	Reproducible?
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What other resources are available which could be informative for the STDI/CDI?

Potential

topics would include economy, land use, business and retail studies, master plans, park and recreation plans, consultant's studies, demographic reports and history. Written or graphic formats are most useful, and the information should be as current as possible.

Title and format	Context	Date
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What is the name and phone number of the person(s) who responded to questions on this page?

Please include up to 12 photographs of your community, focusing on the project that the STDI/CDI would be asked to address. Include a street map of the community with the project area highlighted.

SHORT-ANSWER QUESTIONS

Please respond to each question listed below. Attach and return a separate sheet of paper with your responses.

About your community

1. List and briefly describe the three most important concerns related to your community today.
2. List and briefly describe the three best opportunities for your community today.
3. List and briefly describe the three most important problems your community will face ten years from now.
4. What do residents want the community and the surrounding area to look like ten years from now?
5. Has your community held meetings and discussions about its future? If yes, what were some of the major issues or plans that came out of these discussions?
(Examples: jobs, roads, schools, recreational facilities, etc.....)
6. Attach up to five pieces of supplemental information that you think will help STDI/CDI better understand your community.

About your project

7. Describe, in detail, the community's proposed project.
8. What are the potential positive impacts of the project?
9. What are the potential negative impacts of the project?
10. Has your community held meetings and discussions concerning the project? If yes, what were the major outcomes of those meetings and discussions?

11. Attach up to five pieces of supplementary information that you think would help the STDI/CDI better understand your project.

About the process

12. One important review criterion is your plan to publicize and review the results of a STDI/CDI project. Please outline possible steps that you will take.
13. Identify who will be responsible for coordinating the follow-through and implementation of the project results, what related experience do they have, and what is their understanding of your project?

LETTERS OF SUPPORT

Letters of support are very important to the STDI/CDI application. It is important that each letter writer demonstrate an understanding of the project objectives in applying for STDI/CDI assistance. The letters of support need to indicate support for the STDI/CDI effort from all parts of the community (representative of all ages, socioeconomic status, professions, different levels of civic commitment, etc.). In addition to a general understanding of the project, each writer should explain the type of support that they will bring to the STDI/CDI effort --very importantly-- to the long-term follow-through efforts after the STDI/CDI assistance has concluded. It is suggested that letters from the following people be secured and included as part of the application:

- An elected person (examples: mayor, city/town council president).
- A municipal staff person (examples: city clerk, administrator, planner).
- A representative number of leaders of civic and service associations (examples: Lions, Rotary, churches, historical society, etc.).
- Representatives from business and economic development associations (examples: Chamber of Commerce, downtown business association, etc.).
- Representatives from the local school district (examples: administrators, teachers, and students).
- Other government organizations related to the project, such as the County Extension Office and the Regional Planning and Development Council.
- Additional letters of support from other sources may also be included.

PROJECT SPONSORS AND SUPPORT

The STDI/CDI asks each community for financial support to cover out-of-pocket and other related project costs. In addition, STDI/CDI requires that each community provide a workspace for the STDI/CDI to meet to discuss plans and a larger hall for town meetings. The community should publicize the STDI/CDI on-site efforts and town meetings. Many of these items and services may be donated, but it will require some effort to find the appropriate sources.

On this page, list all the STDI/CDI project sponsors and supporters. Include all persons and organizations that will provide financial support. Also include brief descriptions of potential publicity from volunteers and support from the local media (radio, newspaper, and television).

Name	Organization	Type and Mount of Support
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APPLICATION CHECKLIST

- Letter of transmittal from the MSU County Extension Director
- Completed Application
- Letters of Support
- Photographs or slides of community
- Various maps of community
- Other supporting materials for the community and project (not to exceed five pieces each for the community and project)

The Small Town Design Initiative/Community Design Initiative gratefully acknowledges the West Virginia University Community Design Team for sharing its materials. Much of the material in this application is based on CDT materials.

APPENDIX

Details on the STDI/CDI Application Process

The application process for a STDI/CDI project is designed to help ensure that a community is ready to benefit from the assistance. By the time your community decides to apply, there should be widespread knowledge, commitment, and excitement about the STDI/CDI project. Applying for STDI/CDI assistance requires a significant time commitment. Your community will be a strong candidate for STDI/CDI assistance if your application and attachments indicate:

- Broad-based, active citizen support for the STDI/CDI project.
- Appropriate, community-wide design issues/context.
- A phase in the community development process where STDI/CDI assistance would be appropriate.
- Resources to support the project and follow through on the recommendations.

As the application and attachments are reviewed by the STDI/CDI, needs for additional information may be identified. If your community appears to be a good candidate for a project, the STDI/CDI will arrange a community-screening visit.

Following the screening visit, the STDI/CDI will make a final decision on whether to accept the application.

Getting Community Support. To get community support for the STDI/CDI application and follow-through, you need to spend time educating community members about the STDI/CDI. The first step is to decide who you will target for support.

Obviously, it is important to gain support from people in private and public leadership

positions in the community, but support from other constituencies in the community is just as important.

Press Releases. Your local paper may be willing to publish short stories about the STDI/CDI. Local community or business newsletters may also be interested in publicizing the application.

It is best to make a personal contact with each editor before sending a press release. This allows the editor to ask questions, give you an idea of how much copy can be used, and provide you with deadlines. Information that you provide can cover such topics as:

- The purpose of the STDI/CDI project
 - Why your community wants STDI/CDI assistance
 - Discussion of the STDI/CDI project
 - How the community must work with the STDI/CDI to ensure the success of the project
- Flyers. A simple, one-page information sheet on the STDI/CDI can be easily reproduced. The flyers might be distributed door-to-door, at schools, in church bulletins, with utility bills, or through local merchants.

Informational Meetings. Some communities may want to schedule town meetings to provide information on the STDI/CDI. Others may arrange smaller presentations to community groups, such as the Chamber of Commerce or other special interest groups. These groups can be valuable sources of volunteers.

Word of Mouth. Never underestimate the power of a personal invitation.
Members of your planning committee should take every opportunity to encourage other people to participate in the STDI/CDI process.

APPLICATION SEQUENCE

1. Discuss and define the potential project within the community.
2. Decide on a key contact person and supporting committee.
3. Contact the MSU-Extension Director to act as the community's initial contact with the Small Town Design Initiative/Community Design Initiative.
4. Complete the project application. (Interact with the STDI/CDI as appropriate to address questions and clarify any concerns about the application.)
5. Submit the complete application to the STDI/CDI.