



LOCAL-MOTIVE TOUR

IDENTIFYING OBSTACLES TO DEVELOPMENT & MAKING WAY FOR SMALL-SCALE CHANGE

You've seen the need for greater housing options, affordable commercial spaces, and small-scale development in your city. But **how do you actually make it happen**, especially when the forces of bureaucracy and regulation seem to work against you and your neighbors?

WHAT IS A PINK ZONE?

Pink Zones are **areas where red tape is lightened**, so that it is easier, faster, and cheaper to create small businesses and develop small properties.

They are **small, carefully defined locations**, making it possible to concentrate resources, focus public and private initiatives, and energize existing businesses and residents. A successful Pink Zone will be a powerful proof of concept that can create momentum for larger-scale changes.

FIND OUT WHICH BARRIERS ARE BLOCKING SMALL-SCALE DEVELOPMENT IN YOUR PLACE

Barriers are regulatory, procedural, and economic, and can include zoning regulations, building codes, utility and public works requirements, and lengthy, unpredictable, and seemingly random approval steps. They also include costly requirements and fees, limited access to capital, disinvestment, and depressed real estate markets.

IMPLEMENT A PINK ZONE IN YOUR TOWN IN 5 STEPS

1

SET YOUR GOALS

- What do you want to achieve?
- Can you convene a team to help you?
 - Do you have the institutional support you need?

2

LAY THE GROUNDWORK

- Identify candidate Pink Zone areas.
- Gather data on conditions and trends in these areas.
- Prepare to pitch and discuss the idea.
- Engage residents, businesses, and community organizations.



CONTINUED...

3

DO THE LEAN SCAN ASSESSMENT

- Meet with the municipal departments a local business or developer might have to interact with.
- Schedule interviews with all stakeholders likely to be affected by the project.
- Finalize the Pink Zone location and boundaries.
 - Write the Lean Scan report.

4

HOLD YOUR PINK ZONE WORKSHOP

- Bring together municipal departments and other relevant parties to agree on new protocols for the Pink Zone.

5

IMPLEMENTATION AND EVALUATION

- Be sure new protocols are put into effect, tested with real projects, and adjusted if needed.
 - Write a detailed Action Plan.
- Reorganize your team to an advisory/monitoring role.
 - Measure, evaluate, and adjust as needed.
 - Set quantifiable indicators of progress (e.g., loan approvals/business start-ups/building permits).



WHAT IS LEAN URBANISM?

Lean Urbanism is an international campaign to facilitate small-scale economic development and enable neighborhood revitalization by providing free tools, low-cost solutions, and technical assistance to level the playing field for small projects, allowing more people to participate in building their homes, businesses, and communities.

The nonprofit Project for Lean Urbanism offers a powerful set of tools for this. To access the free, downloadable Lean Toolkit, visit

<https://leanurbanism.org/tools/>