

Beyond Appropriations and Fees: How to Stop Worrying Innovative, Market-Driven Funding Strategies and Love Conservation Finance for Nature Conservation

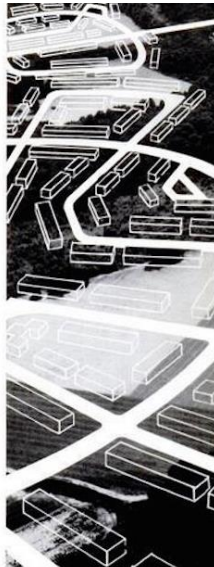


Steve Hollenhorst
steve.hollenhorst@wwu.edu

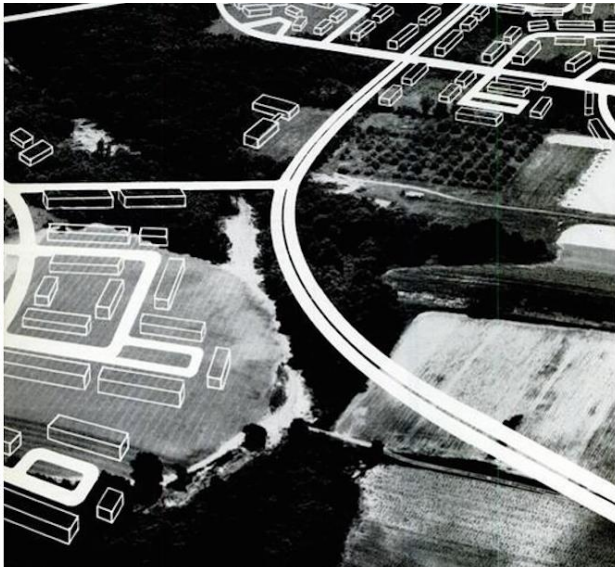
Life Magazine August 17, 1959



BULDOZING, here along away at hills in Los Angeles, is consuming U.S. scenery at growing rate.



CLUSTERS of houses, here shown in planners' design for neighborhood being built in Philadelphia,



show one way to save space and scenery. Instead of reversing whole areas with electrical plots, the plan groups housing, thus providing system of parks and greenways. Being within the city limits, these will be row houses but the basic idea is just as applicable to one-family subdivisions out in suburbs.

A PLAN TO SAVE VANISHING

An expert observer tells how to protect our open spaces and halt the land-killing

TAKE a last look. Some summer's morning drive past the golf club on the edge of town, turn off onto a back road and go for a short trip through the open countryside. Look well at the meadows, the wooded draws, the stands of pine, the creeks and streams, and fix them in your memory. If the American standard of living goes up another notch, this is about the last chance you will have.

Go back toward the city five or 10 miles. Here, in what was pleasant countryside only a year ago, is the sight of what is to come. No more sweep of green—across the hills are splattered scores of random subdivisions, each laid out in the same dreary upland curves. Gone are the streams, brooks, woods and forests that the subdivisions' signs talked about. The streams are largely buried in concrete culverts.

Where one flows briefly through a patch of weeds and tin cans it is fetid with the odor of septic tanks. A row of stumps marks the place where excavators used to shade the road and if a stand of maple or walnut still exists the men with power saws will soon be at it. Here and there a farm remains, but the "For Sale" signs are up and now even the golf course is to be chopped into lots.

U.S. COUNTRYSIDE

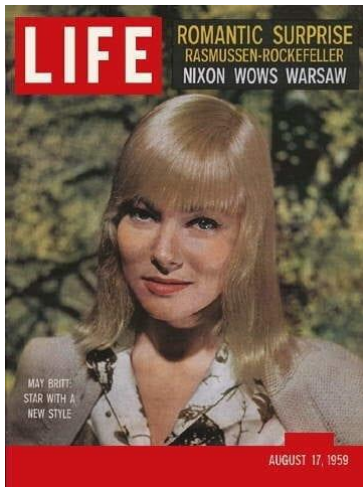
disease of urban sprawl

by WILLIAM H. WHYTE JR.

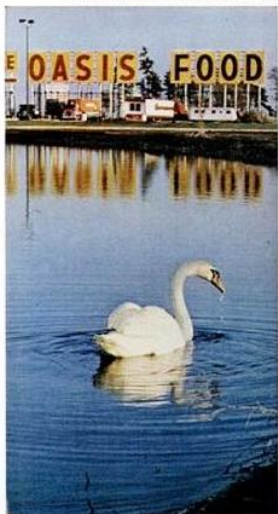
THE AUTHOR

William H. Whyte Jr. edited the book, *The Expanding Metropolis* which dealt with the rapid growth of U.S. cities. He previously wrote the 1957 best-seller about American corporate life, *The Organization Man*. For the past year Whyte has been touring the country on leave of absence from *Fortune*, where he is assistant managing editor, analyzing and seeking solutions to the problem of urban sprawl as it encroaches on the U.S. countryside. A fuller and more technical version of this article, which resulted from his research, will be available also full from the Urban Land Institute of Washington, D.C.

Most of the housing to take care of the increase will be built on the edges of our metropolitan areas. And long before that the pattern will have been set. The new federal highway program, just now getting into gear, will visibly accelerate the exploitation of outlying areas. This is only a foretaste of the future. The mess we have made so far has been achieved with a population reaching 175 million. By 1970 there will be 250 million more Americans.



A car couldn't ask for a nicer place to be dumped than the blue shadow of the Tucson mountains



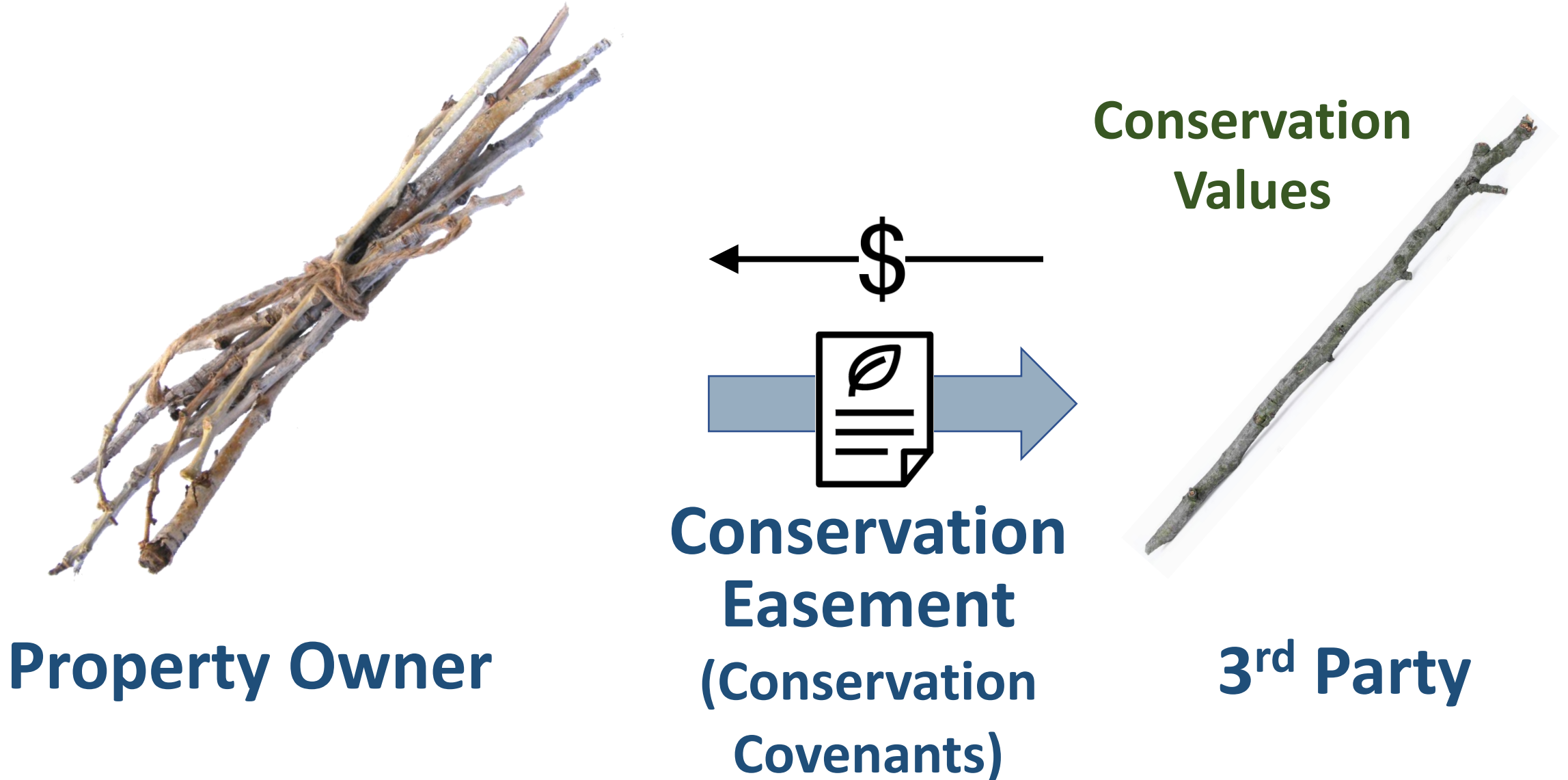
This swan in Wisconsin comes from a better background

The magnificence of mountains, the serenity of nature—nothing is safe from the idiot marks of man's passing—a clutter of junk or a garble of messages nobody needs

From Mr. Rainier you get a marvelous view of Denry's



“Bundle of Rights” of Property Ownership



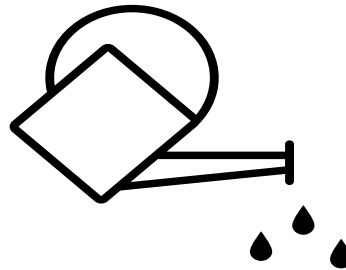
What if...



we applied the easement concept to tourism resourcing?



Protect in Place
(restrictive covenants)



**Support Sustainable
Tourism**
(affirmative covenants)



Market-Based
(voluntary, locally-
oriented markets)

Scalability: Conservation Easements in the U.S.



-  CONSERVATION EASEMENT
-  FEDERAL LAND



Case Studies:

- Transfer of Development Rights (TDRs) - Seattle Metro Area
- Cooperative Conservation - Whidbey Island

Transfer of Development Rights (TDR), Seattle Metro Area, WA

2006

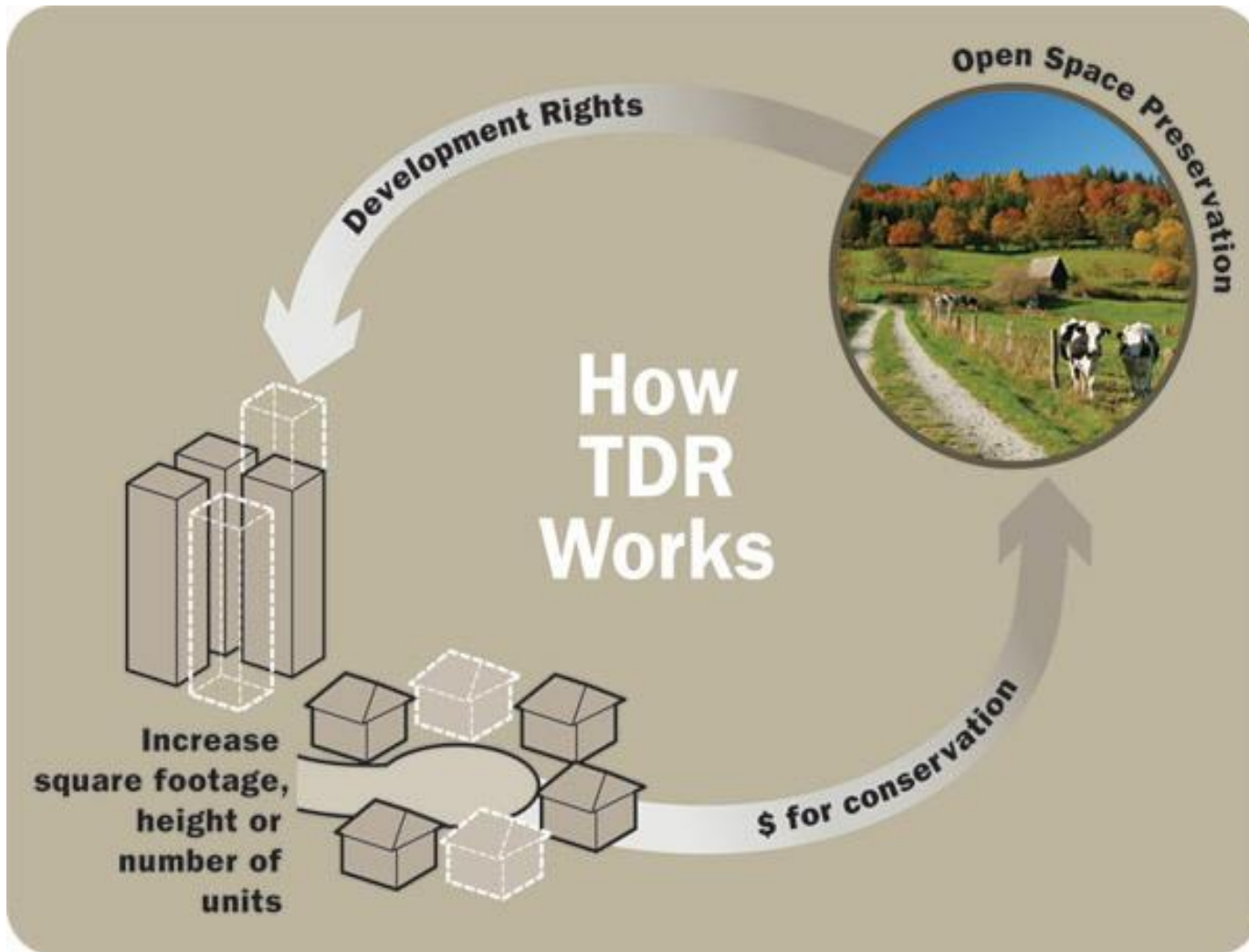


- Focus:
 - Preserve rural and natural Lands
 - Smart Growth: shift growth to urban areas
- Voluntary market-based system of:
 - Sending sites
 - Receiving sites
- Interjurisdictional (City and County)

2023



- TDR Bank



Criteria for a Successful TDR Program

1. Strong Demand for development rights
2. Well-defined sending and receiving areas
3. Supportive land use and zoning regulations
4. Fair market value for development rights
5. Strong government and community support
6. Developer/corporate interest
7. Clear legal framework and enforcement
8. Infrastructure and services in receiving areas

Impact

- 57,500 hectares protected (Seattle is 36,826 hectares)
- Value of conserved land: \$14.5 billion

TDRs as a Tourism Resourcing Strategy

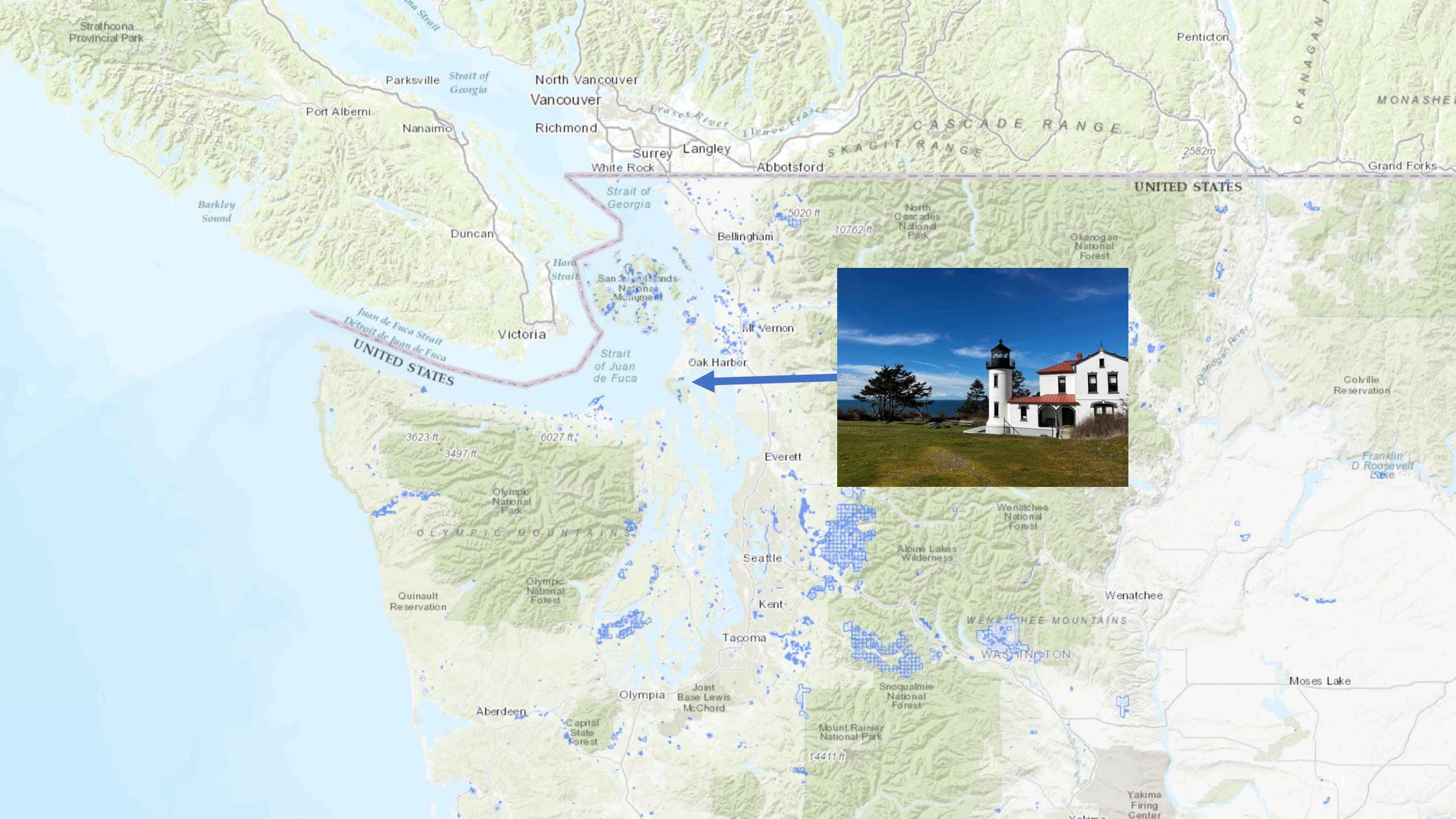
Benefits

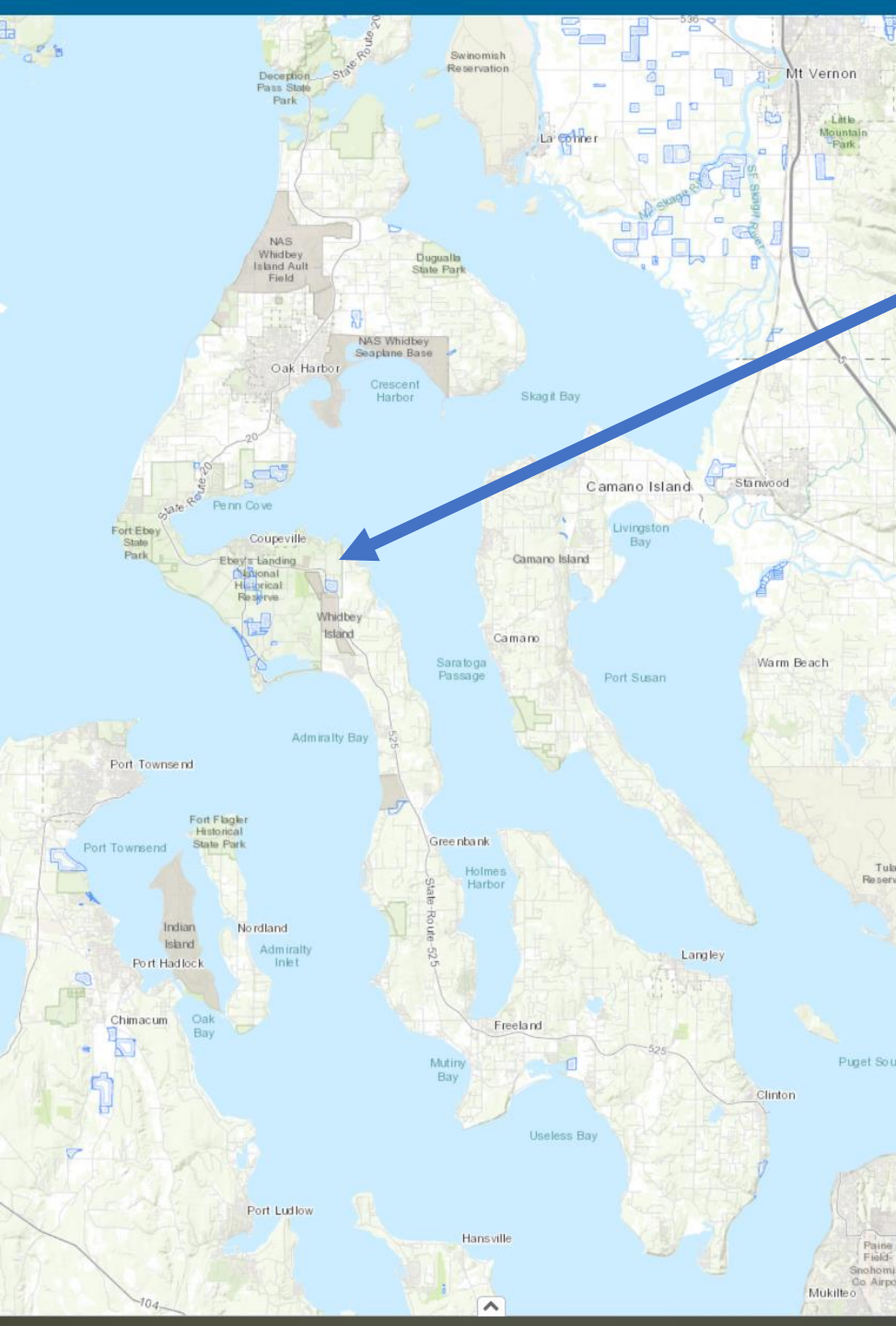
- Land conservation & environmental protection
- Smart growth & urban development
- Economic development
- Climate resilience & sustainability
- Scalability
- Policy innovation

Challenges/Limitations

- Market & economic challenges
- Regulatory & administrative complexity
- Equity & social concerns
- Environmental & land use limitations
- Political & public perception issues

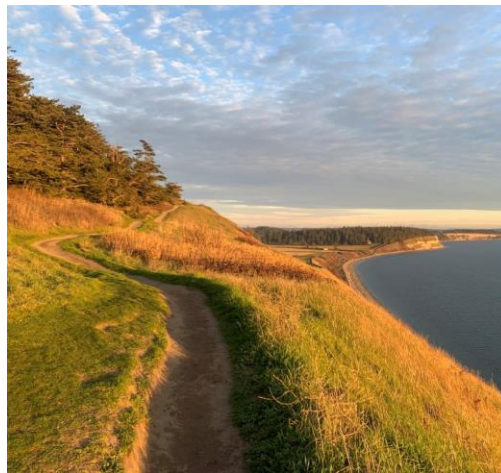


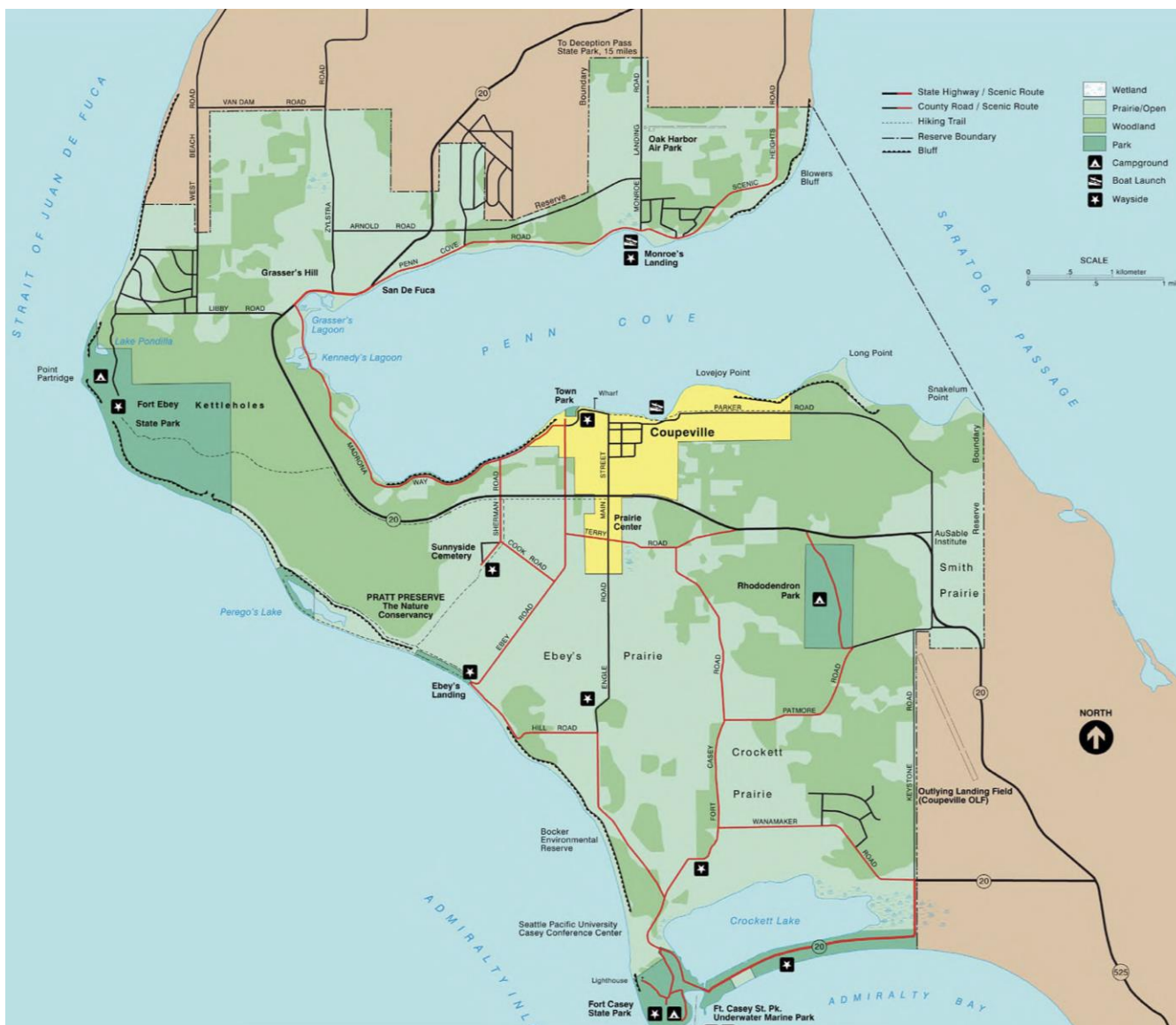




Cooperative Conservation

Ebey's Landing National Historical Reserve
Whidbey Island, Washington





Conservation Finance Strategy

- Federal Historic Reserve designation
- Partnership-Based Management Structure:
 - Legislation establishing a co-management model.
 - Trust Board represents federal, state, local governments and private interests.
- Multiple Conservation Strategies:
 - Public Land (federal, state, county, municipal)
 - Conservation easements on private land
 - Local zoning and land use regulations
 - Historic preservation programs
 - Stewardship and restoration programs
 - Federal assistance to states and local communities
 - Community engagement and education

Cooperative Conservation as a Tourism Resourcing Strategy

Benefits

- Flexibility & adaptability
- Local engagement & buy-in
- Cost efficiency
- Maintains private land for sustainable uses, i.e., tourism
- Encourages innovation
- Builds partnerships across sectors

Challenges/Limitations

- Conflicting interests
- Voluntary participation
- Funding uncertainty
- Coordination complexity
- Long-term commitment
- Monitoring & accountability



Thank You!



steve.Hollenhorst@wwu.edu