Planning for Economic Prosperity

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APA President
2010s:

Mission Bay, SF

Kansas City, MO
2000s:

Arlington, VA

Pearl District, Portland
1990s:

Vancouver, BC

LoDo, Denver
1980s:

Miami Beach

Pittsburgh, PA
1970s:

Oregon’s Urban Growth Boundary

Quincy Market, Boston
1960s:

Research Triangle, NC

UC Irvine
1950s:

Interstate Highway

Mission Bay, San Diego
1900s:
The Burnham Plan for Chicago
Suburbs & Small Towns Too
What Towns, Cities & Regions Do Influence

- Capacity for targeted industries
- Infrastructure quality and effectiveness
- Education
- Institutions
- Cost of living and of business
- Place & history
- Quality-of-life and environment
- Market image
What is Your Economic Vision & Roles?

Region within the world

City within the region

Community or place within the city
Know your base sectors, their linkages, and potential for convergence, then .......

source: freepixal.com
Plan for Capacity

- Land and space for growth
- Goods movement
- Infrastructure
- Bandwidth
- Workforce
- Workforce housing
Plan for the Market

• Market demand
• Supportable price points
• Flexibility to adapt
Plan to Reduce Risk & Transaction Costs

- Land use policies
- Zoning
- Environmental clearance
- Entitlement
- Public facilities provision
Plan for Efficiencies & Effectiveness

- Shared & joint use, private & public
- Cost/benefit of alternatives
- Return-on-public investment
Plan for Market Choices

- Mobility
- Housing
- Community
Plan to Build & Capture Value

- Infrastructure & amenities
- Urban design & architecture
- Entitlements
  - Design driven codes
  - Flexible mixed-use codes
  - Performance or bonus zoning
  - Development agreements
- Foundation for public financing & public-private partnerships
Plan to Retain & Attract Talent

- Affordable housing
- Culture
- Educational excellence
- Superior environment
- Employment choices
- Quality-of-Life

“Des Moines Tops List Of The Best Places For Business And Careers”
Source: Forbes
Plan for Fiscal Health

- Return on public investment
- Fiscal balance
- Revenue diversity
- Cost efficiency
- Public facility financing plans
- Affordable plan standards
Plan for Shared Opportunity & Prosperity

- Job opportunities linked to workforce & communities
- Transportation choices to jobs
- Education
- Job training
- Healthy living
- Decent affordable housing
Plan for Innovation

- Diversification
- Entrepreneurship
- Adaptability
Plan for Sustainability & Resiliency

- Environment, Economy & Equity
- Triple-Bottom Line Analysis
Resilient Economy Example

As a shrinking city, Cleveland had to re-imagine itself as a city based on a new form of sustainability.

Almost any Clevelander can see the city’s challenges. The Connecting Cleveland 2020 Citywide Plan asks Clevelanders to look beyond the challenges, to view the city and its neighborhoods through a new lens, bringing into focus the incredible opportunities for rebirth that are now blurred by the shadow of the city’s challenges. “Cleveland re-imagined” can be a city where challenges have been transformed into opportunities.

- Contaminated “brownfield” sites can become opportunities for contemporary large-scale redevelopment.
- Obsolete industrial buildings can be converted to trend-setting “live-work” space for artists and others seeking alternative housing.
- Neglected commercial buildings in the heart of city neighborhoods can be renovated as fashionable “mixed-use” projects, with shops on the ground floor and housing above.
- Troubled neighborhood schools can be redesigned and reprogrammed as neighborhood resource centers that promote interaction between students, parents and the community.
- Abandoned rail lines represent opportunities to create trails for bicycling and hiking.

http://planning.city.cleveland.oh.us/cwp/Economic
Plan for Inspiration

• The Big Ideas
Plan to Attract Investment = Jobs

Downtown San Diego:
$900m public investment = $7.5b over 30 years

Charleston, SC MSA: 27% job growth 2000-2012 vs. 17.7% in SC and 11.5% nationally
Great Places in America
Thank you

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