

Amazing Place(-making)

The new recipe for economic development

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Vice President for Economic Development

LOCUS Summit/TOD Peer Network Convening

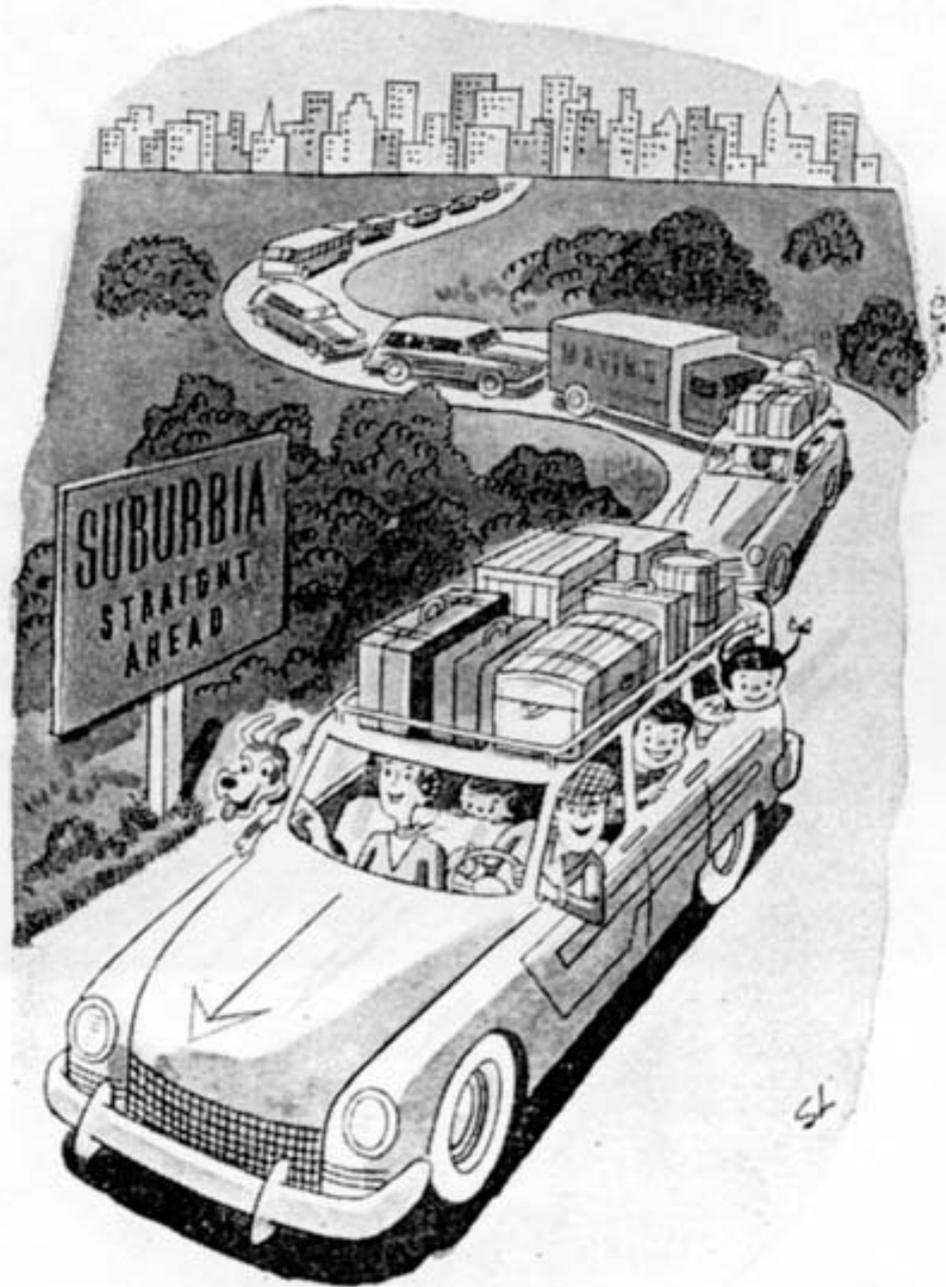
April 24, 2017



Smart Growth America
Making Neighborhoods Great Together

In the 20th century
America moved to
the suburbs . . .

*We moved our homes
out, our shops followed,
and then our jobs; all to
new communities built
around the automobile.*



Prime business location (late 20th century)



Photo: By TheRTP

From: <http://dilemma-x.net/2012/11/10/research-triangle-park-unveils-new-master-plan/>

Schumpeter

Leaving for the city

Lots of prominent American companies are moving downtown

Sep 3rd 2016 | From the print edition

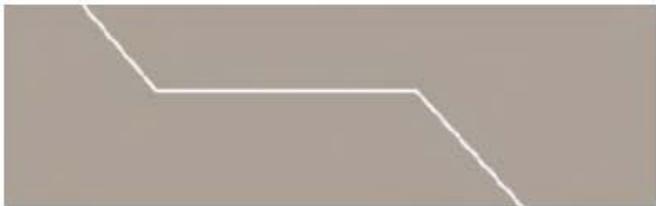


Brett Ryder

FIFTY years ago American companies started to move their headquarters away from city centres to the suburbs. Some critics blamed the exodus on “white flight”, as businesses

Core Values

Why American Companies are Moving Downtown



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Facility Planning

28th Annual Survey of Corporate Executives: Availability of Skilled Labor New Top Priority

The results of our survey show a modest improvement in short-range new facility and expansion plans, as well as a realignment of site selection priorities with the availability of skilled labor being the number one concern, outranking highway accessibility and labor costs.

“This year, the highway accessibility and labor costs factors were outranked by the availability of skilled labor.”

“Talent is replacing the tax incentive as the No. 1 economic-development tool in America.”

Mark Wilson, president and CEO
Florida Chamber of Commerce

Quoted in *Palm Beach Post*,
June 9, 2016



Salt Lake City 66 °
Traffic

The Salt Lake Tribune

WWW.SLTRIB.COM

2015

“Business leaders say that walkable downtowns are becoming a crucial tool in what they do.”



The Realty Show

How do you attract the best workers? Set up shop in a walkable downtown

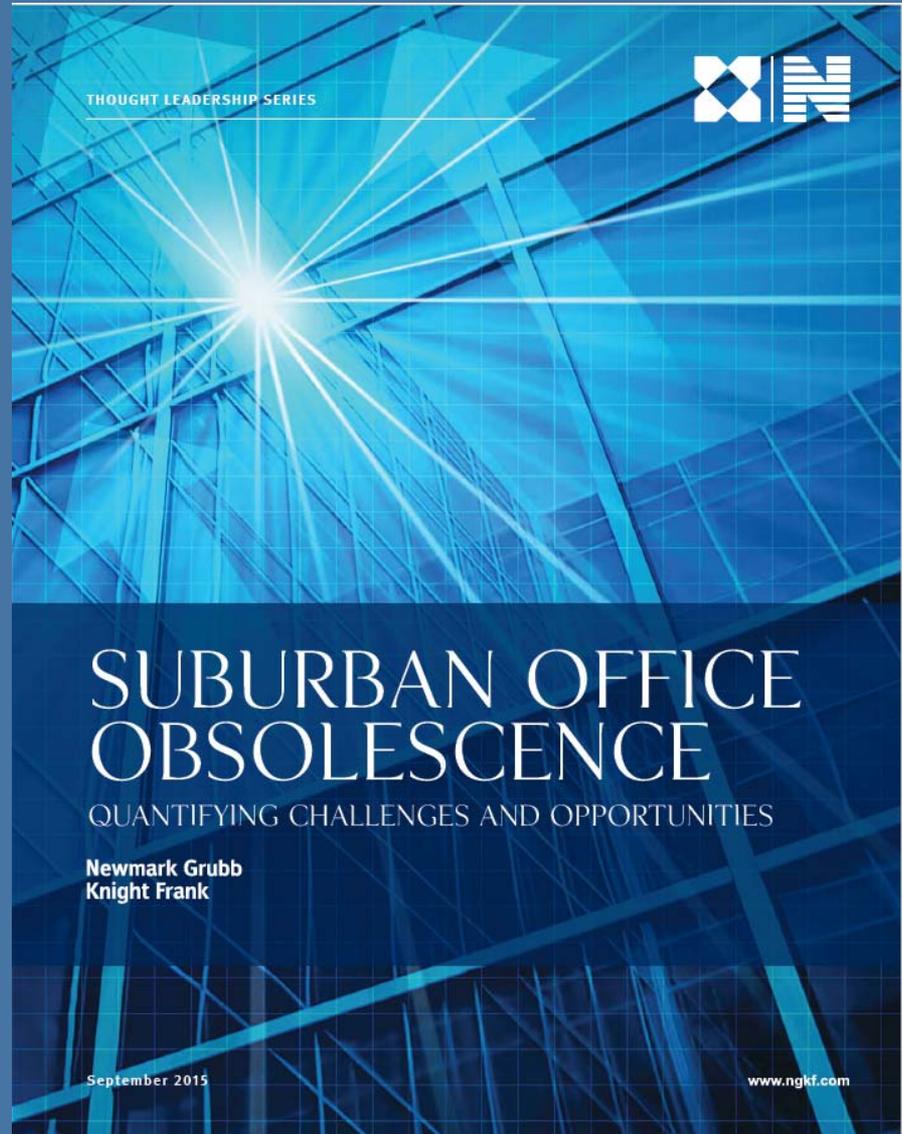
Tony Semerad

First Published Jun 19 2015 04:18PM • Last Updated Jun 19 2015 04:18 pm

“Walkability and activated environments are at the top of many tenants’ list of must haves”

“ . . . the old model of the isolated suburban office park is going the way of the fax machine.”

-- Angie Schmitt,
StreetsblogUSA



America's Shopping Malls Are Dying A Slow, Ugly Death



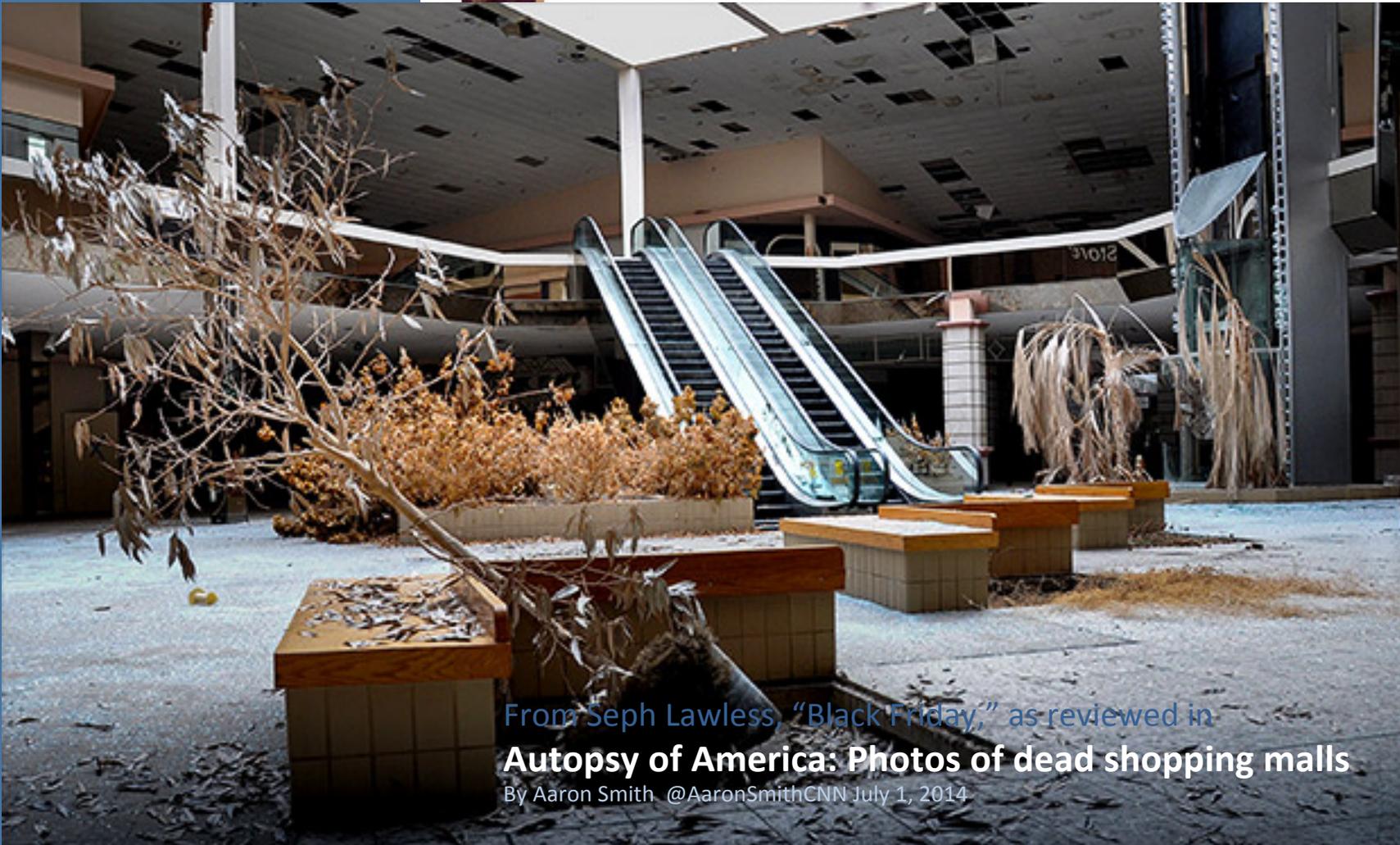
HAYLEY PETERSON

JAN. 31, 2014, 12:01 PM



62,757

67



From Seph Lawless, "Black Friday," as reviewed in
Autopsy of America: Photos of dead shopping malls

By Aaron Smith @AaronSmithCNN July 1, 2014

Why is this happening?

Economic and demographic change
in the 21st century

Shift to the Knowledge Economy

Retirement of the Baby Boom

Rise of the Millennials

Different preferences

There is a price/value premium for walkable places

Economic development is increasingly a competition over placemaking.



Traditional Main Streets are back

Credit: clariontoday.com



(Re)Building Downtown
A Guidebook for Revitalization



Downtown revitalization

1. Walkability
plus transportation options
(transit, bikes, car sharing)
2. Creation of great public
spaces
3. Leveraging unique local
assets
4. Adding housing
esp. multi-family, townhouse, and
smaller-lot single family
in or close to town center areas
5. Place management



Create an attractive, walkable place

1. Make the area clean and safe
2. Improve public spaces
3. Activate empty spaces (short term)
4. Facilitate redevelopment (long term)
5. Provide multiple transportation options

Normal, Illinois

Courtesy Uptown Normal



Transit station as placemaking tool

Cuyahoga Falls, Ohio



Complete streets project as temporary placemaking

Indianapolis “Cultural Trail”

T-Mobile



JIMMY JOHN'S



Permanent bike facility for downtown placemaking

Asheville, North Carolina



Programmed activities as part of
place management

“ . . . looks at how six cities are using smart growth and placemaking strategies to gain a competitive edge.”

- Boise, ID
- Denver, CO
- Greenville, SC
- Minneapolis, MN
- Nashville, TN
- Pittsburgh, PA



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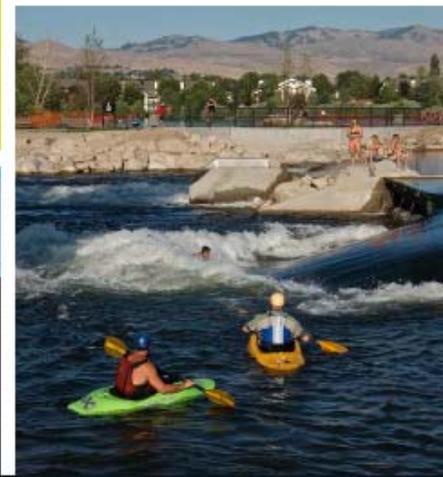
Amazing Place

Six Cities Using the New Recipe
for Economic Development

JUNE 2016



KE KNIGHT
FOUNDATION



Boise

Big city amenities in the Mountain West



Denver

Transit creates a magnet for Millennials



Greenville

The Main Street attraction



Minneapolis

Where mid-career talent puts down roots



Nashville

Capitalizing on cool



Pittsburgh

The Steel City recasts itself for the digital age



“FIVE COMMUNITIES, UNLIMITED IDEAS”

Akron OH
Charlotte NC
Columbia SC
Macon GA
Wichita KS

Amazing Place Ideas Forum



Thank you

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• COFFEE
• & MORE!



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