

Planning for Economic & Fiscal Health in the 21st century

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Quitman, MS
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Improving lives by improving communities



Who is Smart Growth America?

Smart Growth America is a national non-profit organization dedicated to researching, advocating for, and leading coalitions to bring smart growth practices to more communities nationwide.



- SGA Leadership Institute
- Local Leaders Council



What makes successful communities?



The ways we plan our cities

PATTERNS OF DEVELOPMENT

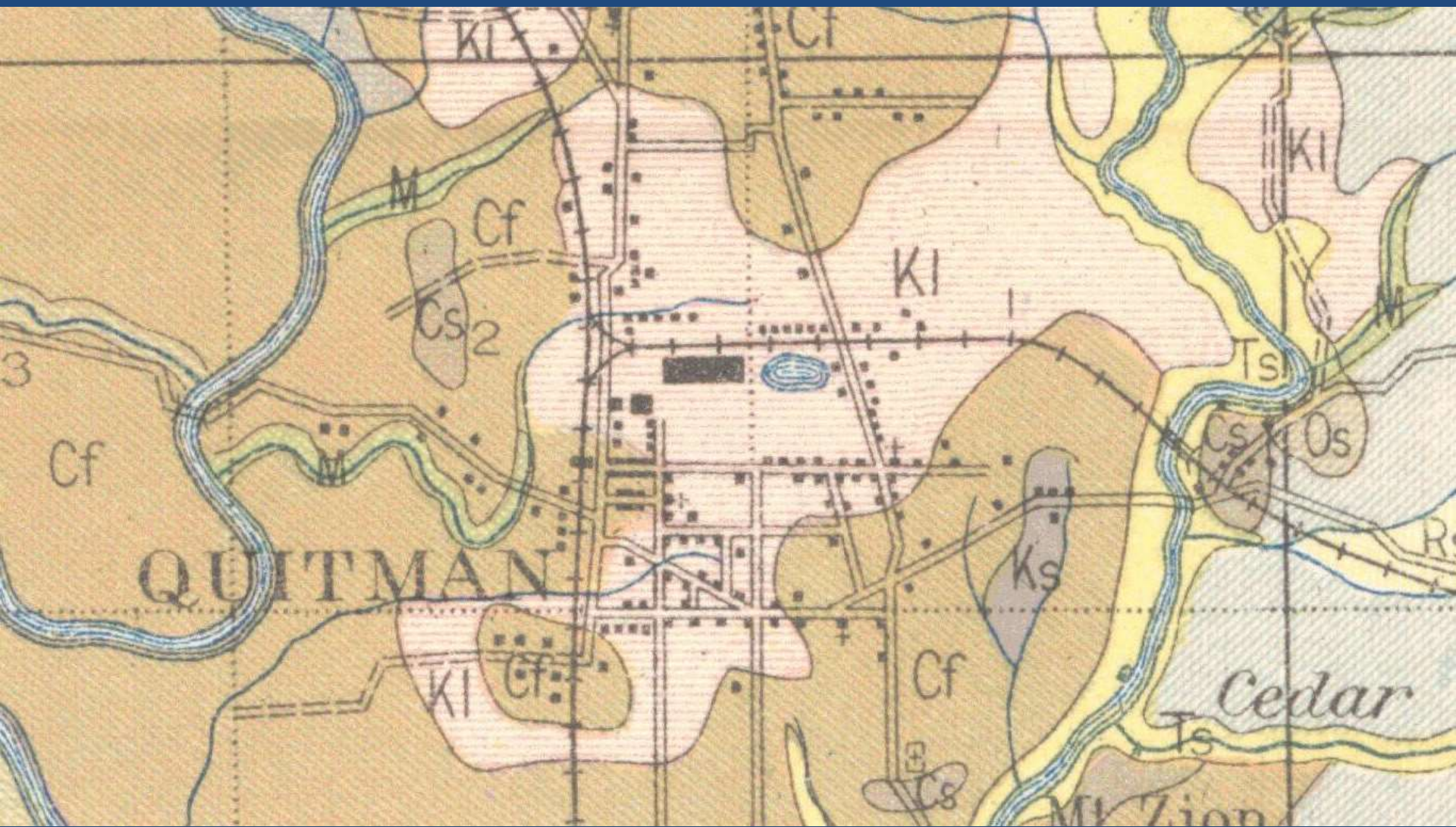


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Traditional town plan

- Mixed-use
- Compact
- Buildings of several stories
- Blocks with multiple building types
- Street grid



1914 Soil Map of Quitman, MS

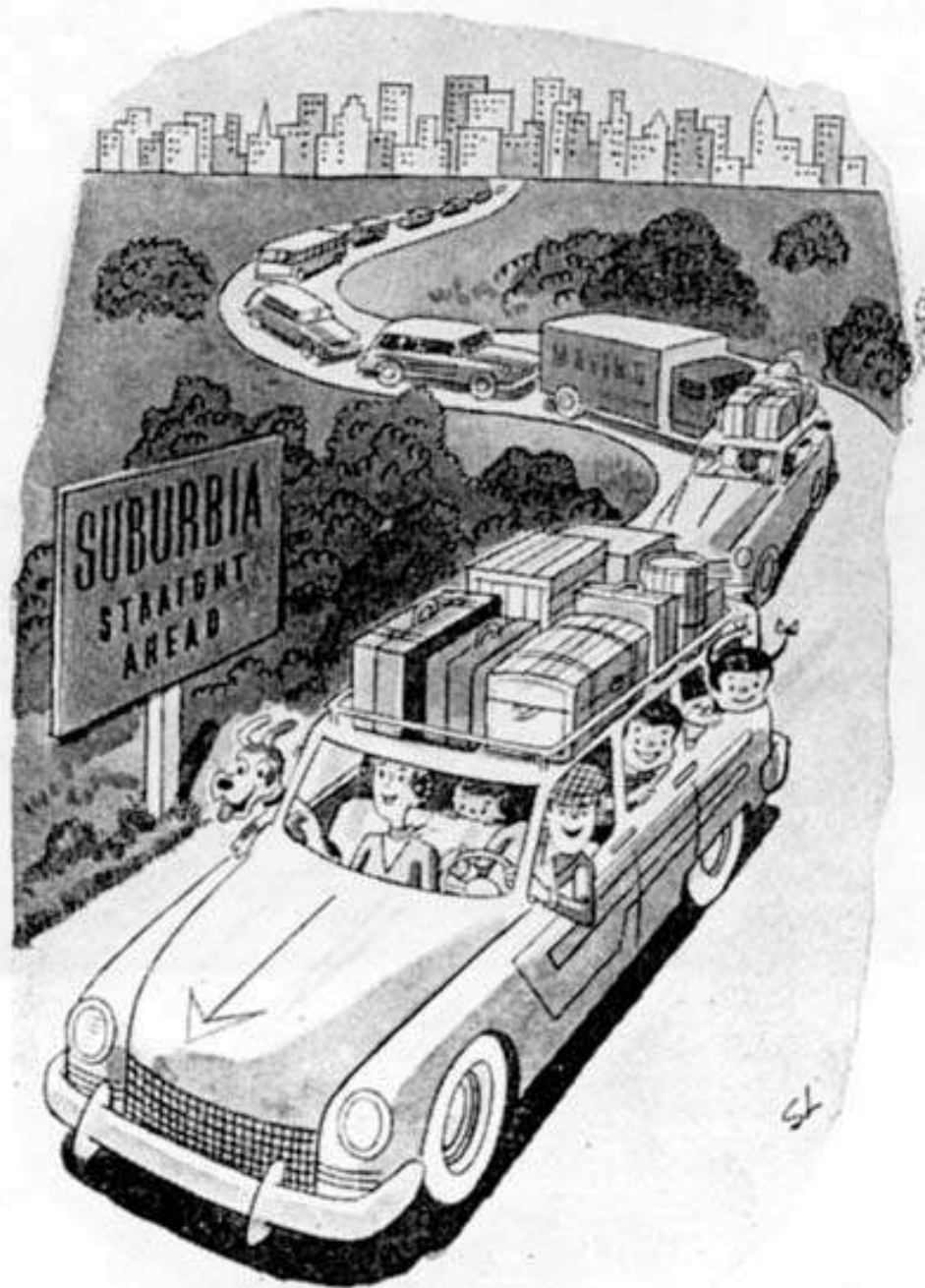
John Morgan Collection
Mississippi Rails



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We built highways, expanded them . . .

Lovell Road and I-40 40 years ago



Image: Bridgett Massengill, Greater
Chattanooga Regional Growth
Initiative (Thrive 2055) - 2015

... and economic development followed.

Lovell Road and I-40 **today**



Image: Bridgett Massengill, Greater Chattanooga Regional Growth Initiative (Thrive 2055) - 2015



Prime retail location (late 20th century)



"Walmart Supercenter, an archetypal big box store,
in Madison Heights, Virginia."
(from Wikipedia entry for "Big-box store")

Prime business location (late 20th century)



Photo: By TheRTP

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



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Prime Residential location

(late 20th century)





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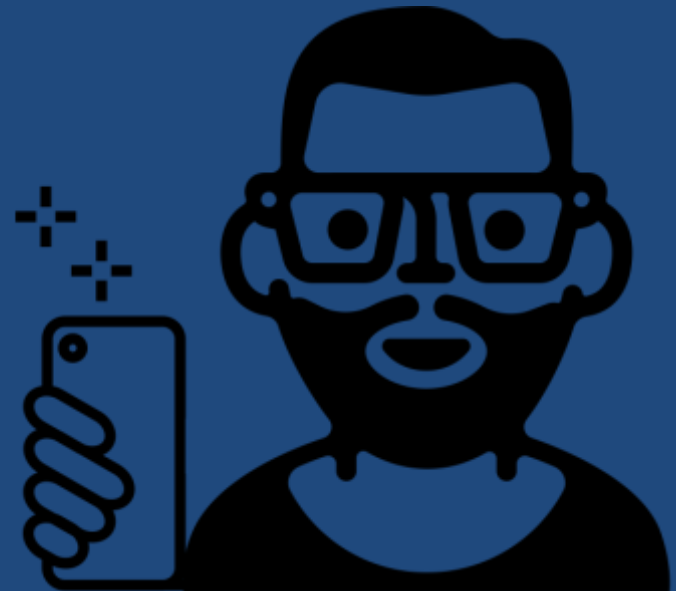
Suddenly, things are different

THE DEMOGRAPHIC AND ECONOMIC FUNDAMENTALS HAVE SHIFTED



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Demographic Change



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Boomers are a different kind of Senior Citizen:

Adulthood II





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Boomers and housing

Boomers are downsizing



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Millennials are different: Your children and grandchildren



Millennials

They follow lifestyle,
not jobs.

Millennials choose
where to live before
finding a job.

Of all college-educated 25- to 34-year-olds
64% looked for a job *after* they chose the city
where they wanted to live.



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(U.S. Census)

Preferences: Transportation



Preferences: Housing

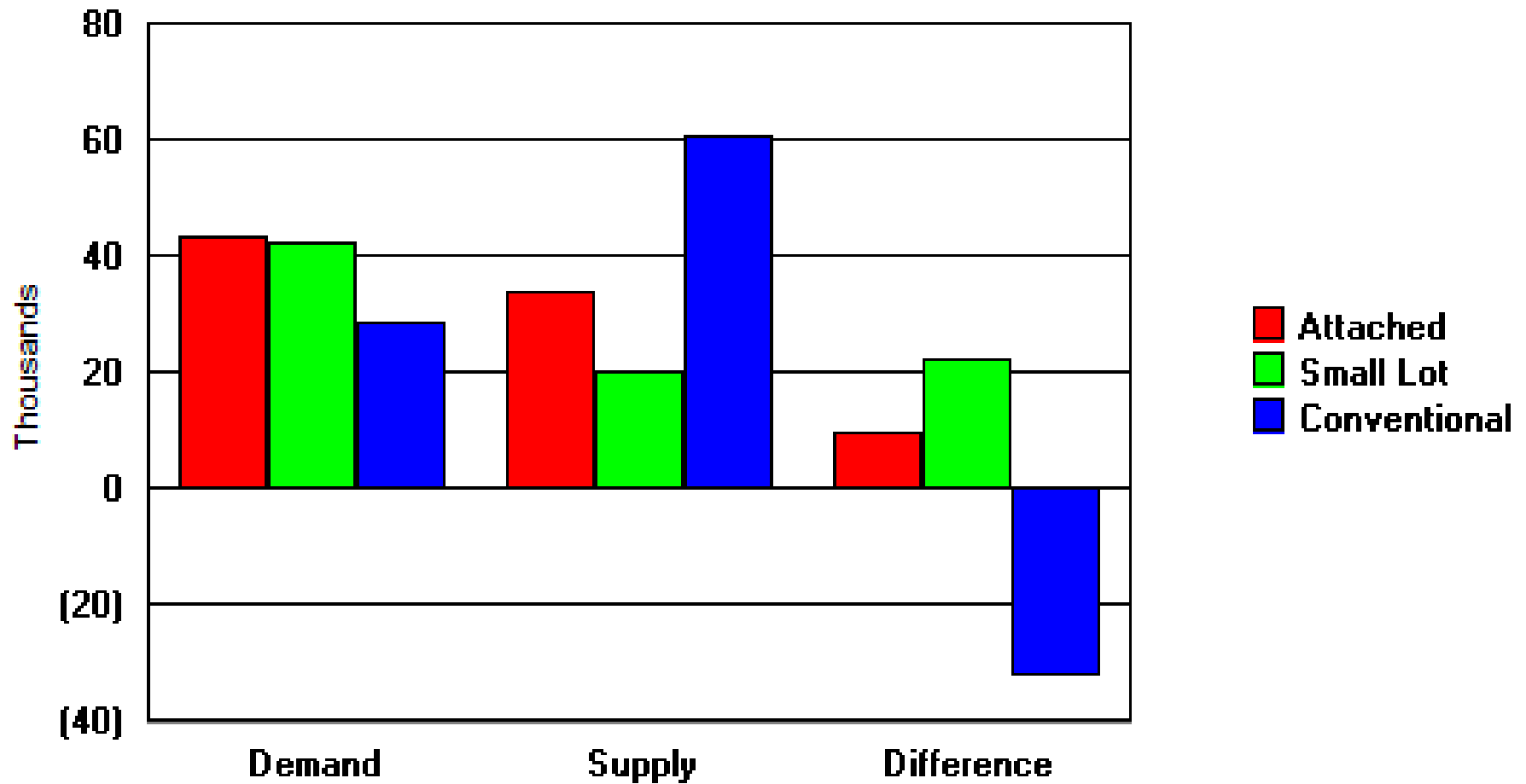


**We've got the wrong housing stock
for the 21st century**



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Occupied Housing Demand-Supply Mismatch 2011



The economy is changing
and with it, the formula for economic development



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Economic growth

Industrial Site:
The grand prize of the 20th century



Saw Mill, Mississippi Lumber Co., Quitman, Miss.

18255

Postcard from John Sharp Collection



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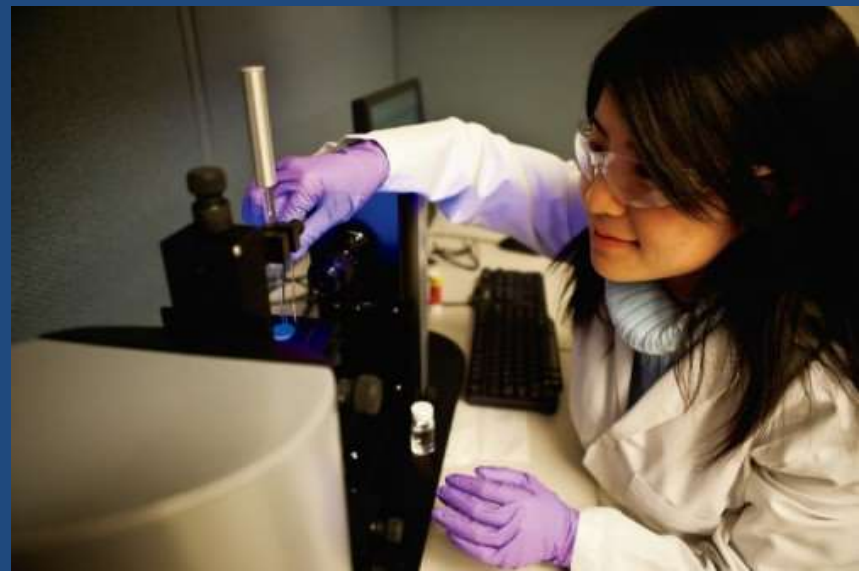
Economic growth

20th century *vs.* 21st century

- Manufacturing economy *vs.* Knowledge economy
- Chasing smokestacks *vs.* Chasing talent

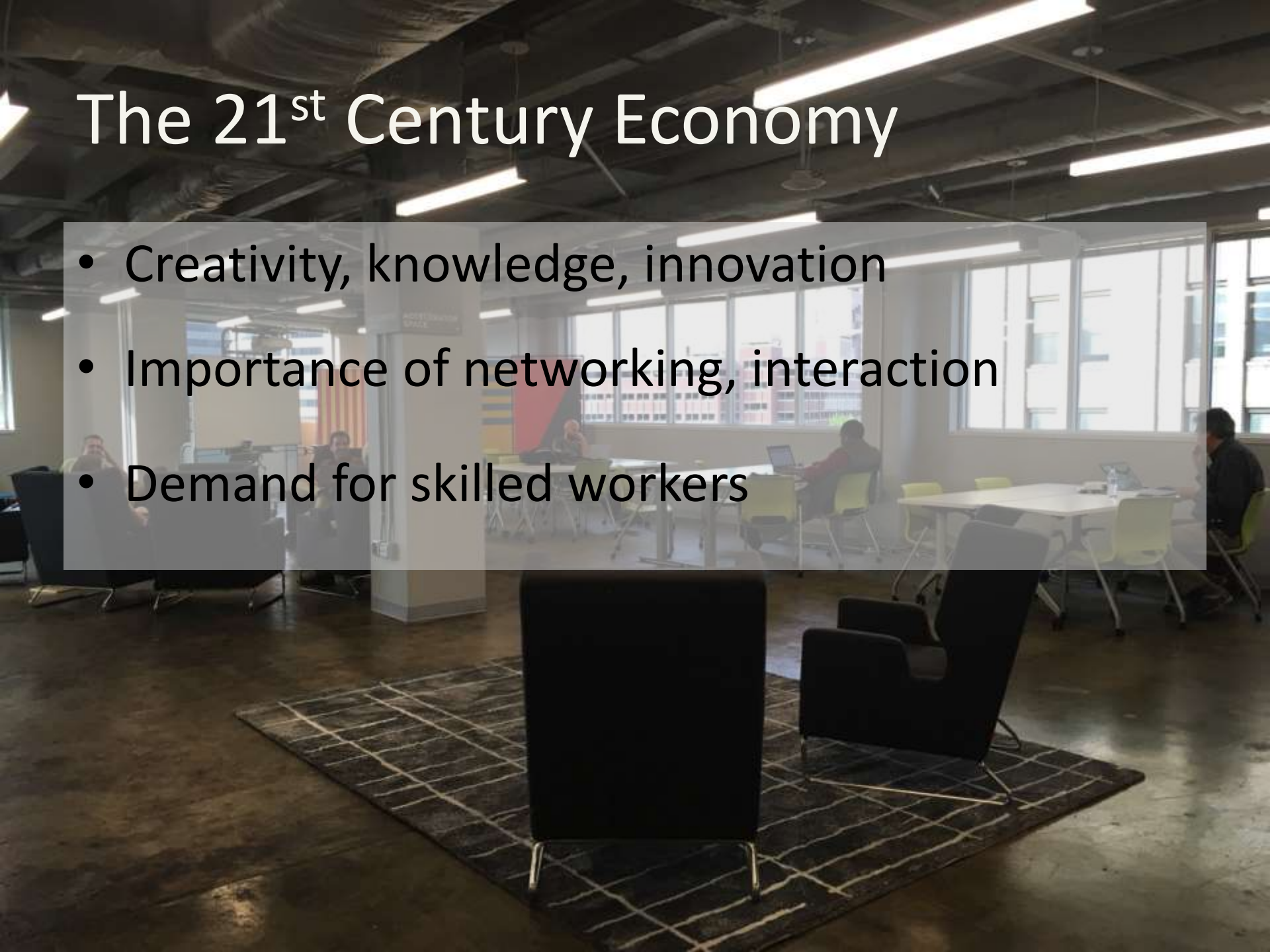


with America
improving communities



The 21st Century Economy

- Creativity, knowledge, innovation
- Importance of networking, interaction
- Demand for skilled workers



Core Values

Why American Companies are Moving Downtown



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Making Neighborhoods Great Together

IN PARTNERSHIP WITH



**CUSHMAN &
WAKEFIELD®**

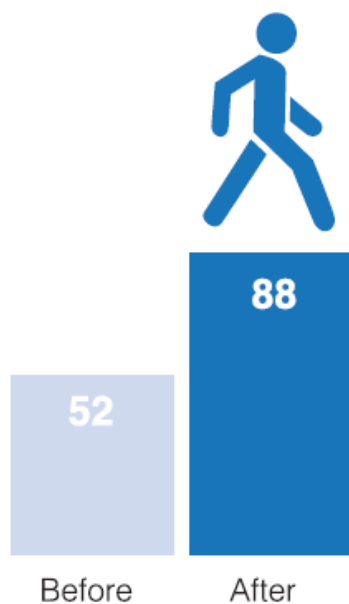
Center for Real Estate
and Urban Analysis
THE GEORGE WASHINGTON UNIVERSITY

Download the report at
www.smartgrowthamerica.org/core-values

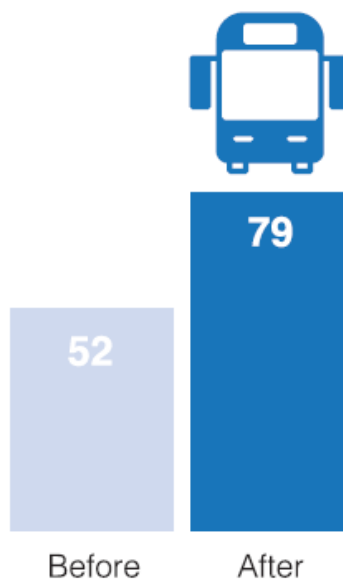


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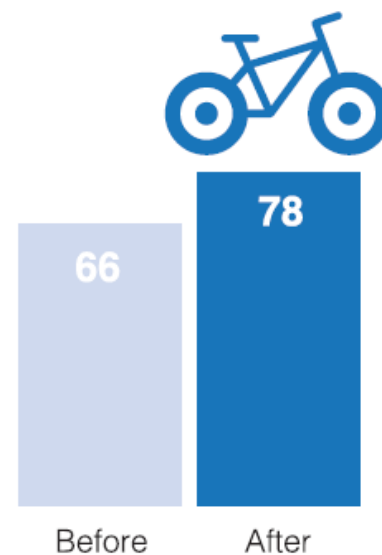
WALK SCORE



TRANSIT SCORE



BIKE SCORE



Be The Match



Fifth Third Bank



Panasonic



Downtown Cleveland Alliance



Conway, AR Chamber of Commerce



A photograph of a street scene in a town. The street is paved with red bricks. On the right side, there are brick buildings with storefronts. One storefront has a sign that says "CAPITAL" and another says "PASTRIES". Two people are sitting at a small table outside a cafe. On the left side, there is a black trash can and a sign that says "BAGEL'S DELI". The text "Communities are now in a ferocious competition over place" is overlaid on the image in white and yellow. The word "ferocious" is in yellow, and the rest is in white. Below the main text, there is a subtitle in white italicized font: "(whether they know it or not)".

Communities are now in a
ferocious competition
over
place

*(whether they know it
or not)*

Sense of place?

Not so competitive in the 21st century



Sense of place!



Sense of place?



Sense of place!



Sense of place?



Sense of place!



Taking the Long View



Source: Steve Price, Urban Advantage



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Taking the Long View



Source: Steve Price, Urban Advantage



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Taking the long view



Source: Steve Price, Urban Advantage



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So, what to do?



Source: Steve Price, Urban Advantage



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For the exciting conclusion, you'll have to come back tomorrow

END PART 1



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