Amazing Place(-making)

The new recipe for economic development

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LOCUS Summit/TOD Peer Network Convening
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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)

From: http://dilemma-x.net/2012/11/10/research-triangle-park-unveils-new-master-plan/
Leaving for the city

Lots of prominent American companies are moving downtown

Sep 3rd 2016 | From the print edition

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
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
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

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
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

Transit station as placemaking tool
Cuyahoga Falls, Ohio

Complete streets project as temporary placemaking
Indianapolis “Cultural Trail”

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
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