Planning for Economic & Fiscal Health in the 21st century

John Robert Smith
Chris Zimmerman
Quitman, MS
December 13, 2016
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
- LOCUS
- Transportation for America
- GOVERNORS’ INSTITUTE on community design
- National Complete Streets Coalition
What makes successful communities?
The ways we plan our cities

PATTERNS OF DEVELOPMENT
Traditional town plan

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

From: http://dilemma-x.net/2012/11/10/research-triangle-park-unveils-new-master-plan/
Prime Residential location
(late 20th century)
Suddenly, things are different

THE DEMOGRAPHIC AND ECONOMIC FUNDAMENTALS HAVE SHIFTED
Boomers are a different kind of Senior Citizen:

Adulthood II
Boomers and housing

Boomers are **downsizing**
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.

(U.S. Census)
Preferences: Transportation
Preferences: Housing

47%

12%

40%
We’ve got the wrong housing stock for the 21st century
Occupied Housing Demand-Supply Mismatch 2011

Source: Adapted from American Housing Survey 2011 by Arthur C. Nelson, University of Arizona.
The economy is changing and with it, the formula for economic development.
Economic growth

Industrial Site:
The grand prize of the 20th century

Postcard from John Sharp Collection
Economic growth

20th century vs. 21st century

• Manufacturing economy vs. Knowledge economy

• Chasing smokestacks vs. Chasing talent
The 21st Century Economy

- Creativity, knowledge, innovation
- Importance of networking, interaction
- Demand for skilled workers
Core Values
Why American Companies are Moving Downtown

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

*Source: Steve Price, Urban Advantage*
Taking the Long View

Source: Steve Price, Urban Advantage
Taking the Long View

Source: Steve Price, Urban Advantage
Taking the Long View

Source: Steve Price, Urban Advantage
Taking the long view

*Source: Steve Price, Urban Advantage*
So, what to do?

Source: Steve Price, Urban Advantage
For the exciting conclusion, you’ll have to come back tomorrow

END PART 1