

Creative Solutions for Thriving Communities

What's driving change in the 21st century?

Christopher Zimmerman
Vice President for Economic Development
December 3, 2015



Smart Growth America
Making Neighborhoods Great Together

How'd we get here?

Patterns of growth



Courtesy of Alex MacLean, Landslides

Traditional town plan

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

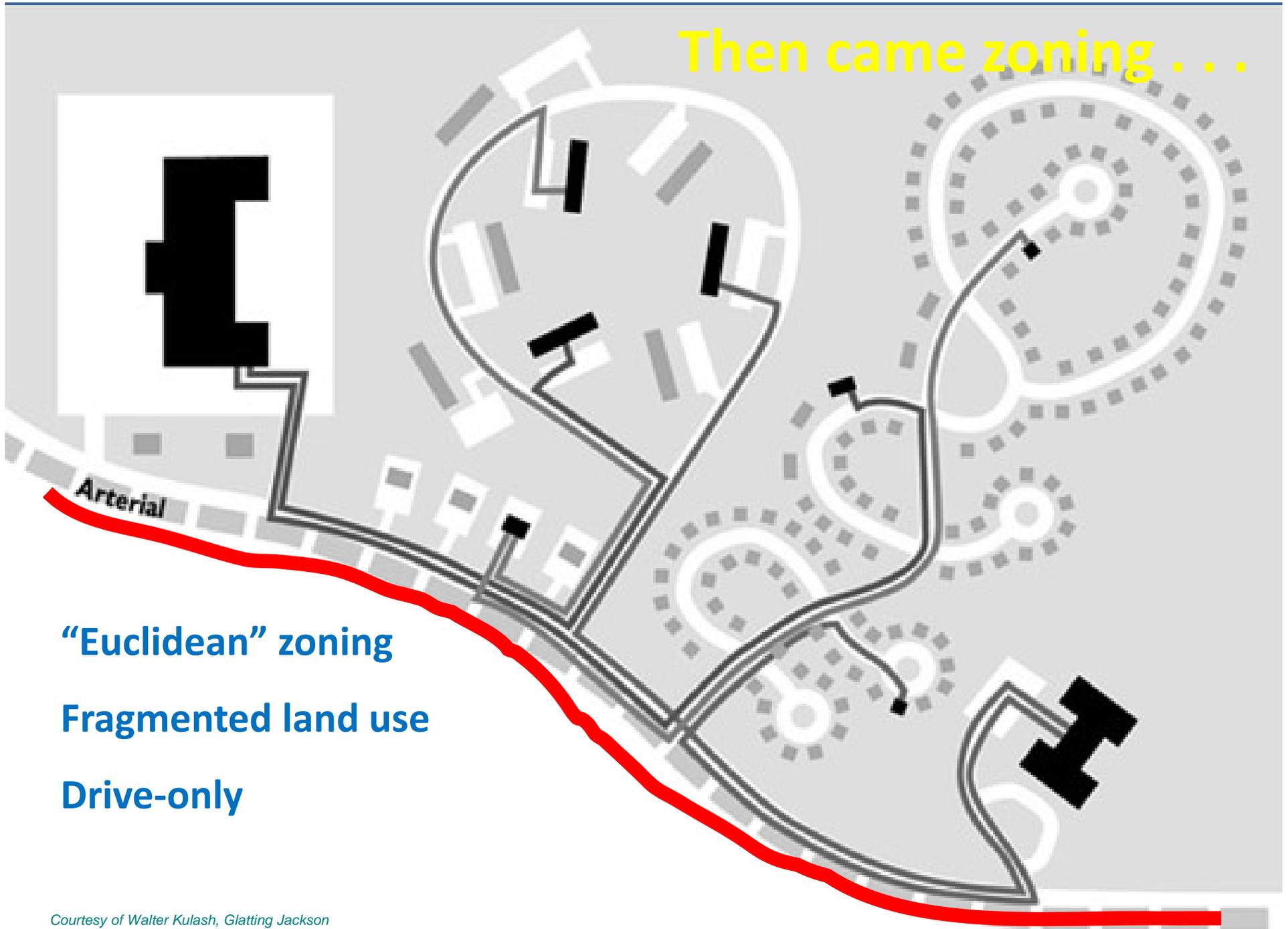


FRANKLIN, TENN.
 Copied from the Original Map prepared under the direction of
 Col. W. E. MEHILL, by Maj. BRIDGEMAN, 1862
 Survey by CHARLES PERCIVAL
 Scale.

Approved Inspection report of Brig. Gen.
 J. B. Dwyer, U.S. Army, dated Nov. 11, 1865.
 SERIES 1 VOL. XXIX

OFFICE OF GEN. FORTIFICATIONS
 201. 200. 200. 200.
 Drawn by
 W. C. H. H. H. H.

Then came zoning . . .



“Euclidean” zoning

Fragmented land use

Drive-only

... and the automobile ...

(and the interstate highway program, and new federal programs for homebuilding, and new rules for capital depreciation ...)

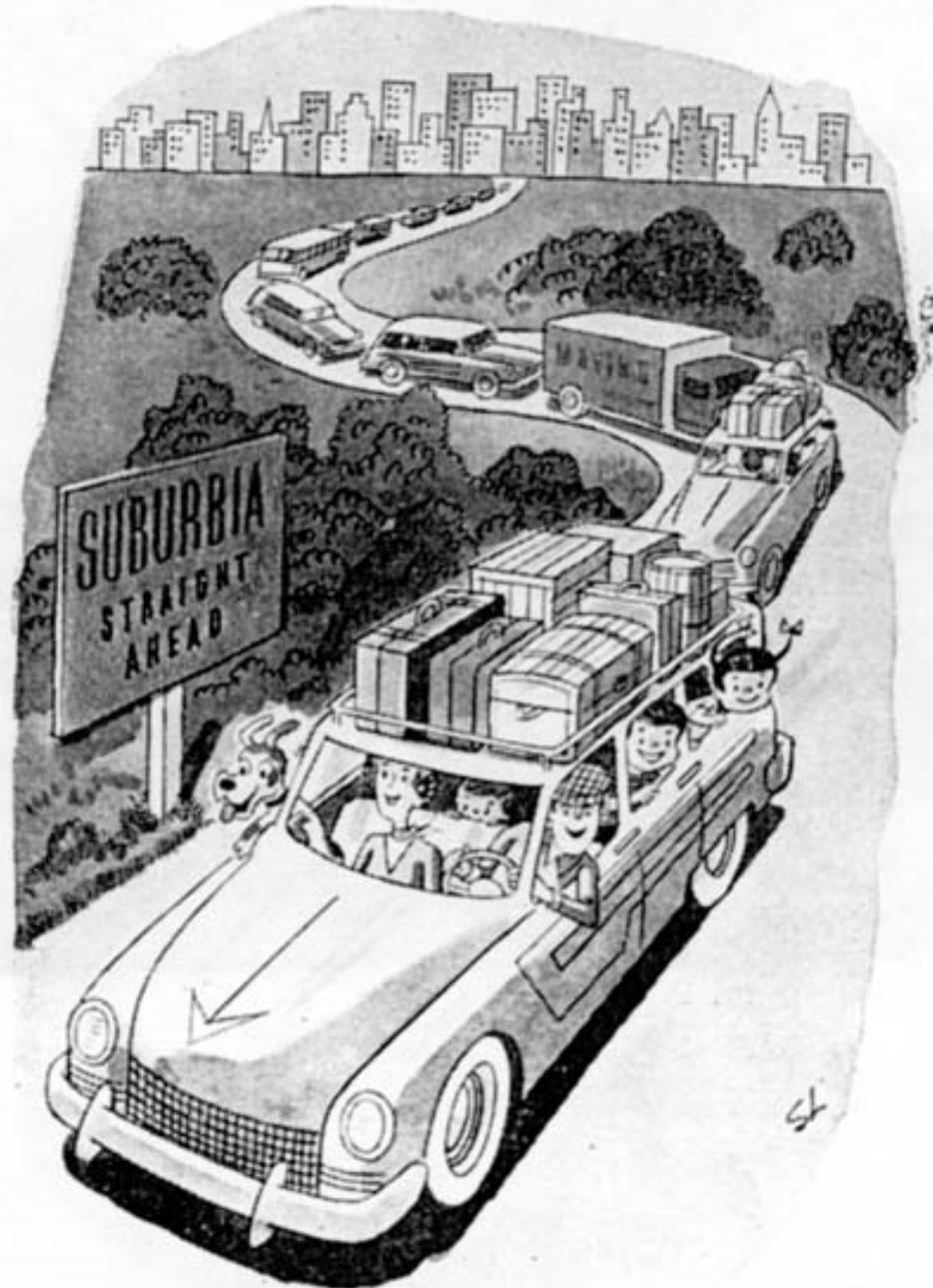
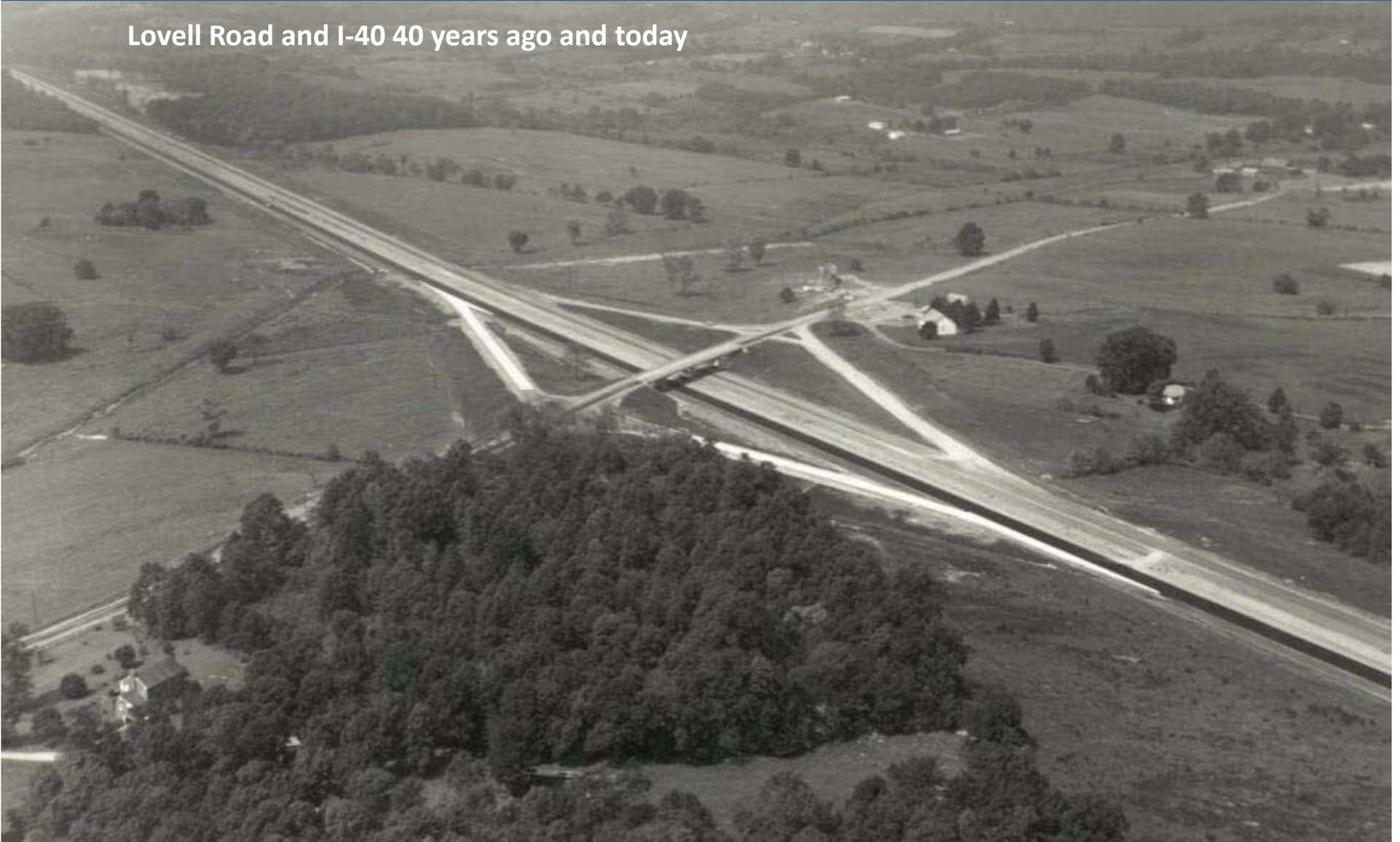




Photo of rural New Jersey by Alex MacLean

We built highways, expanded them . . .

Lovell Road and I-40 40 years ago and today



. . . and economic development followed.

Lovell Road and I-40 40 years ago and today





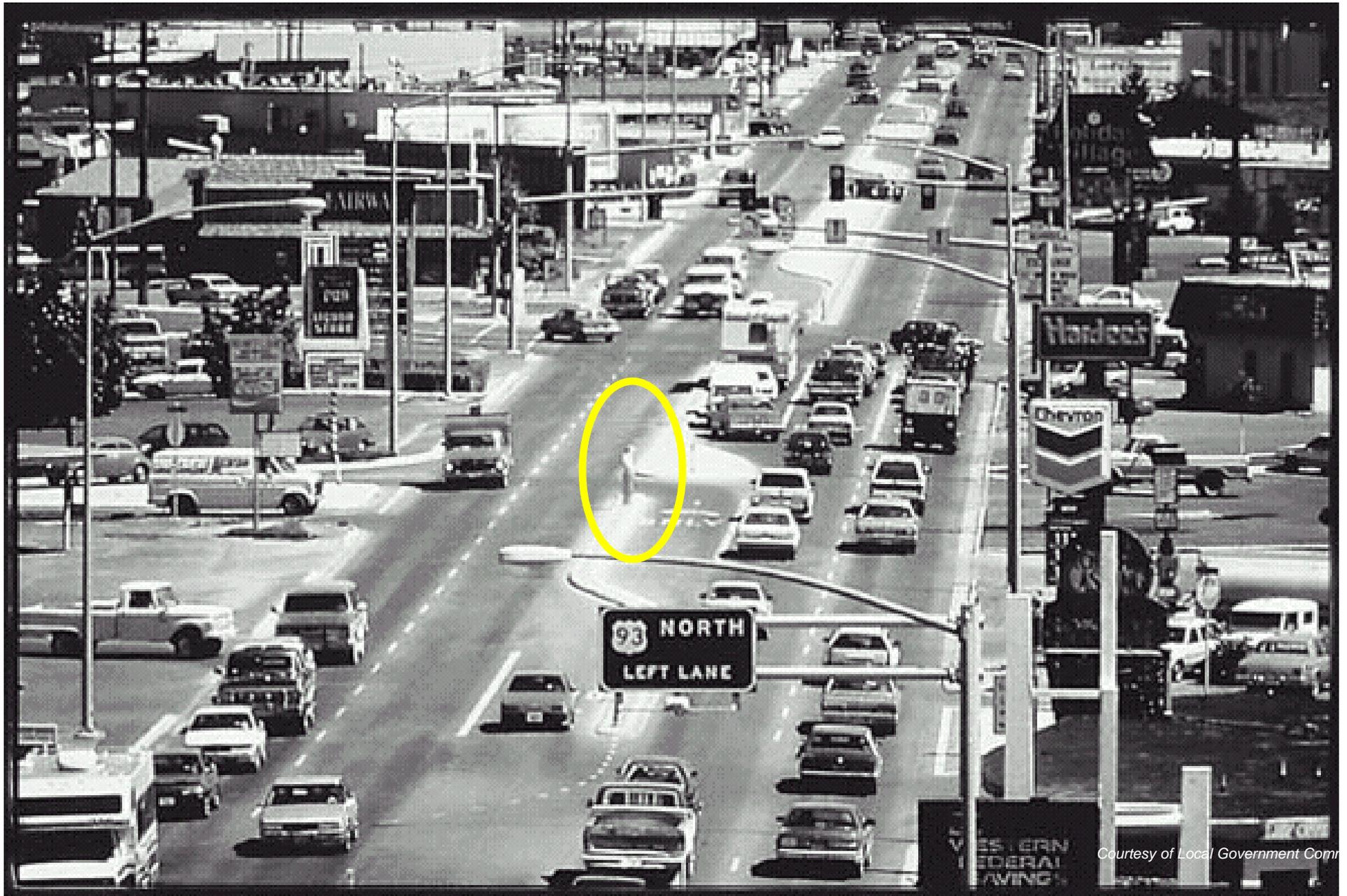
“Walmart Supercenter, an archetypal big box store, in Madison Heights, Virginia.”
(from Wikipedia entry for “Big-box store”)

Prime business location (late 20th century)

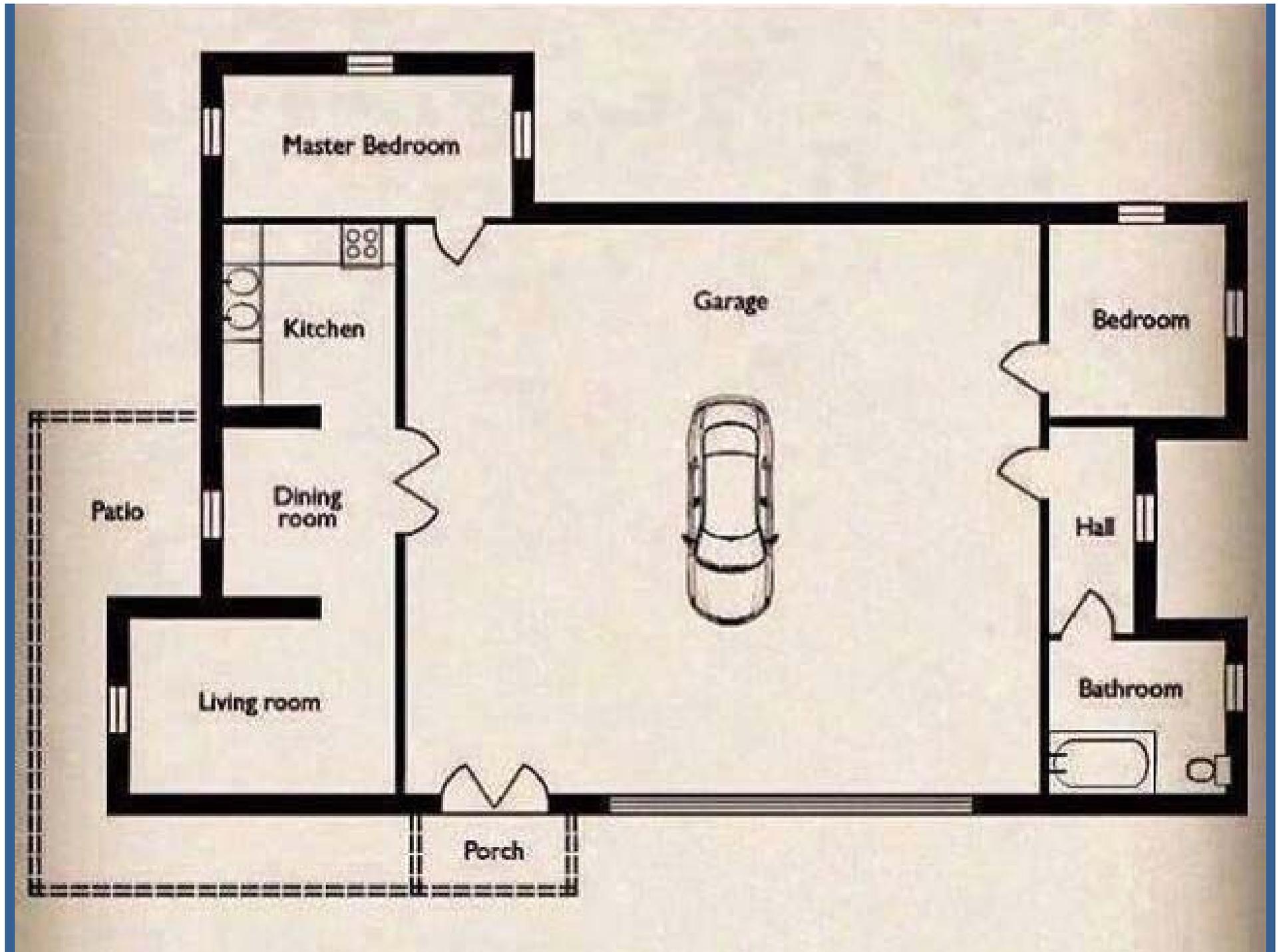
Photo: By TheRTP

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





Courtesy of Local Government Comm





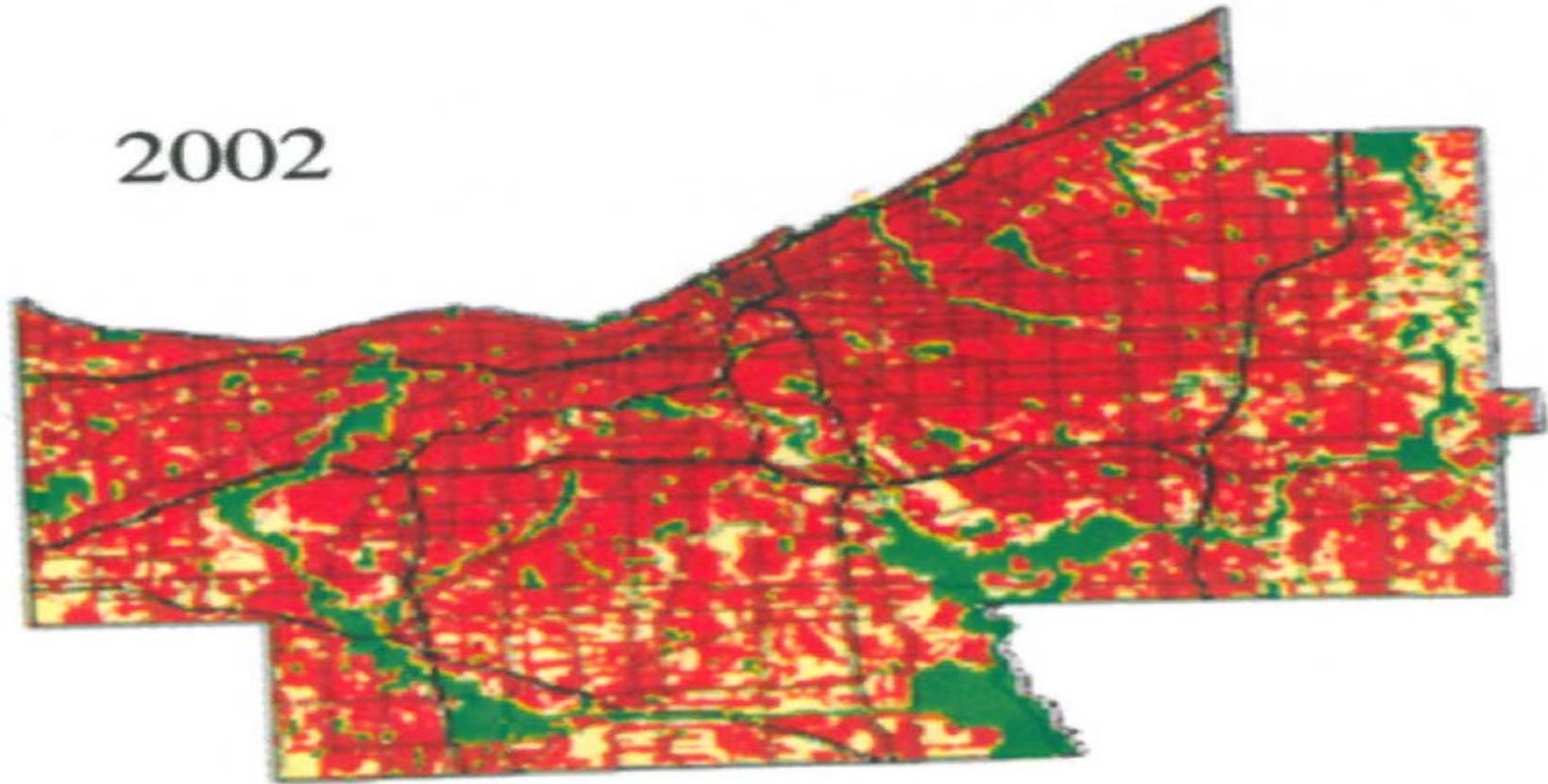






Cleveland: Same Population

2002

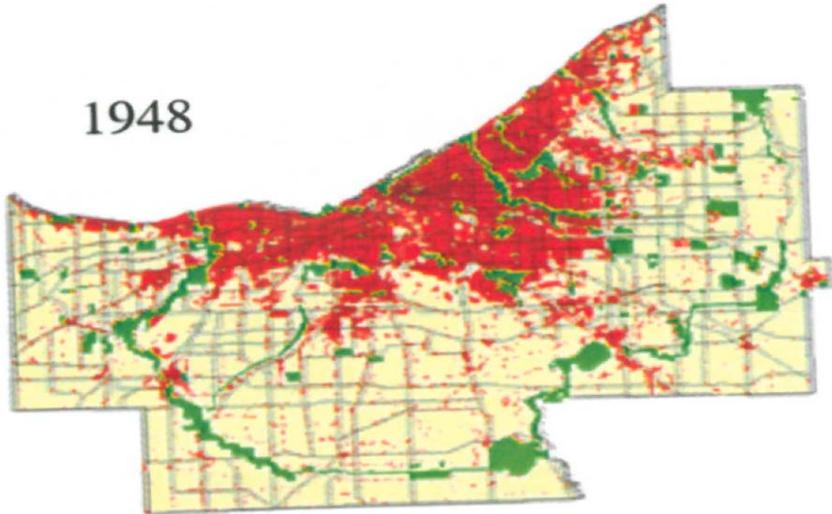


1950: 1,389,582

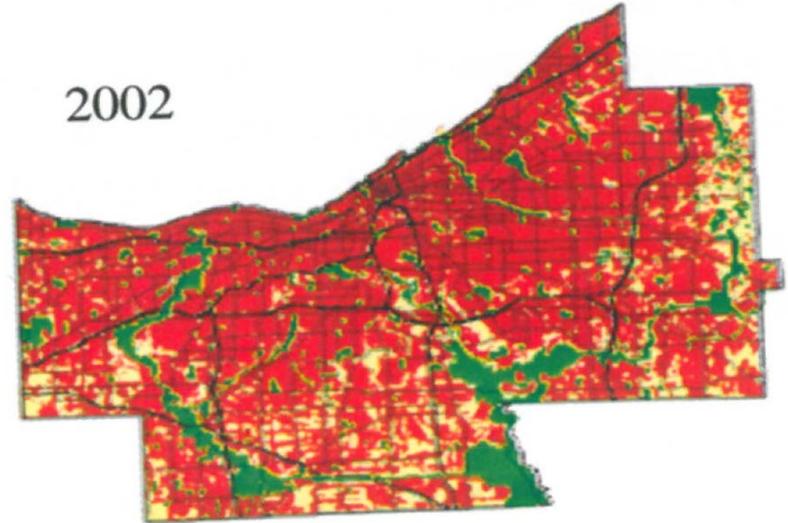
2002: 1,393,978

Cleveland: Same Population

1948



2002



1950: 1,389,582

2002: 1,393,978

| Source: TTI | 1982 | 2007 |
|-------------------------------|------|------|
| % peak VMT congested | 10 | 28 |
| % of lane miles w/ congestion | 10 | 23 |
| Number of rush hours | 3 | 5 |
| Freeway and arterial miles | 2420 | 4490 |

So, highway expansion doesn't necessarily ease congestion or improve mobility.

It also doesn't seem to generate economic development and grow the tax base like it used to.

NOW LEASING

Call 540-459-2212





PHOTO: SEPH LAWLESS

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

By Aaron Smith [@AaronSmithCNN](https://twitter.com/AaronSmithCNN) July 1, 2014

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



HAYLEY PETERSON

JAN. 31, 2014, 12:01 PM



62,757

67

Recommend

3.9k

Share

221

Tweet

626

+1

94

EMAIL

MORE

Shop T.J.Maxx® Clearance

www.tjmaxx.tjx.com

Save Up to 60% On Designer Brands. Shop The Latest In Women's Fashion!

All across America, once-vibrant shopping malls are boarded up and decaying.

Traffic-driving anchors like Sears and JCPenney are shutting down stores, and mall owners are having a hard time finding retailers large enough to replace them. With a fresh wave of



Nicholas Eckhart

The Canton Centre Mall in Canton, Ohio is boarded up and vacant.

“Within 15 to 20 years, retail consultant Howard Davidowitz expects as many as half of America's shopping malls to fail.

‘ . . . we haven't built a major enclosed mall since 2006.’ ”

<http://www.businessinsider.com/shoppi>

[ng-malls-are-going-extinct-2014-1](http://www.businessinsider.com/shopping-malls-are-going-extinct-2014-1)



Walmart with
housing,
Washington,
DC.

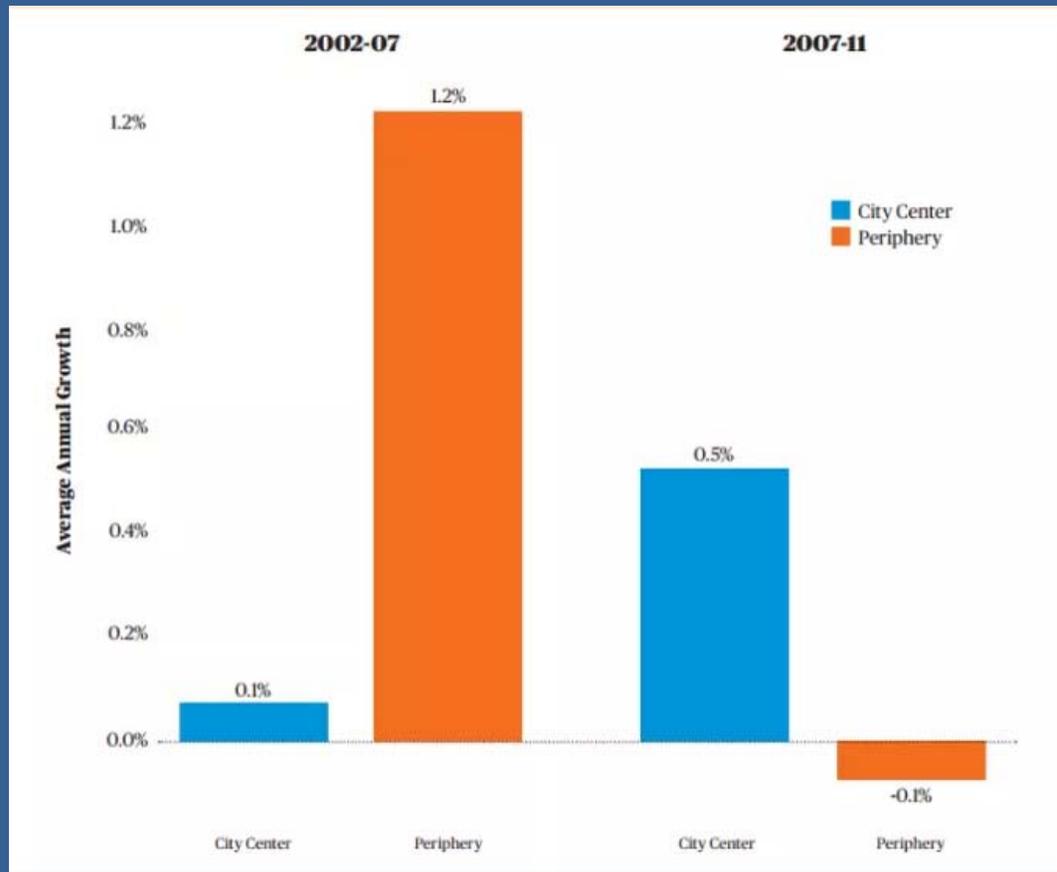


Photo: Planner's Web, Edward T. McMahon

Walmart
Neighborhood
Market in Chicago's
Loop.

“Surging City Center Job Growth,”

Joe Cortright, Feb. 2015



“During the economic expansion from 2002 to 2007, the historic trend of job decentralization was very much present.

. . .

But since 2007 . . . the picture changed dramatically. **While only 7 city centers outperformed their surrounding metros in the 2002-07 period, 21 outperformed the periphery in 2007-11.**”

Turns out, highway-driven,
sprawl development
affects
government **expenditures**
and **revenues.**

Infrastructure and services



Sprawl is expensive

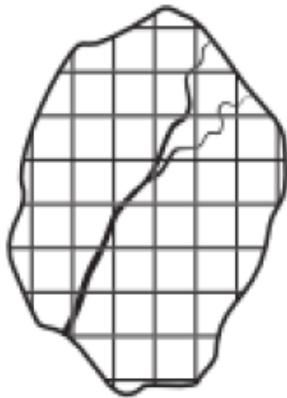
Delivering **services** is less efficient:

- Police and fire departments have more area to cover.
- More miles of road to cover for trash pickup, school buses.
- More miles of water and sewer pipes to maintain.



Comparative development patterns for the same population

Scenario A

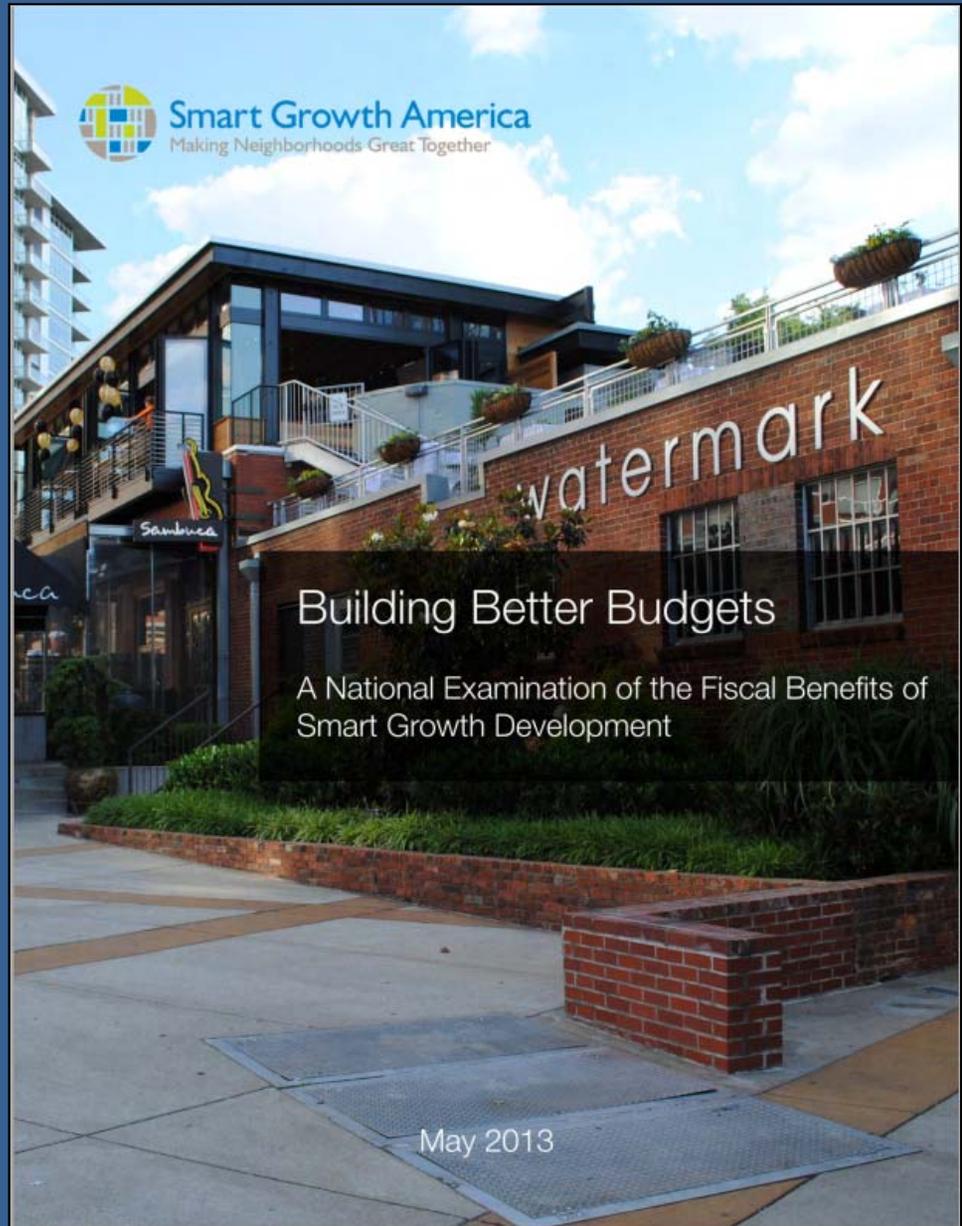


Scenario B



Scenario C







Smart Growth America
Making Neighborhoods Great Together

RCLCO



The Fiscal Implications of Development Patterns

A MODEL FOR MUNICIPAL ANALYSIS

April 2015

A scenario analysis tool

A fiscal impact model focused on the relative effects of sprawl versus compact development

CASE STUDIES

- Madison, Wisconsin
- West Des Moines, Iowa
- Doña Ana County, New Mexico
- Macon, Georgia
- Indianapolis, Indiana

MACON MODEL PROJECTS THAT MOVING FROM 1 UNIT PER ACRE (NET) TO 16 REDUCES PER CAPITA COUNTY COSTS BY 25%

0.9 units per acre



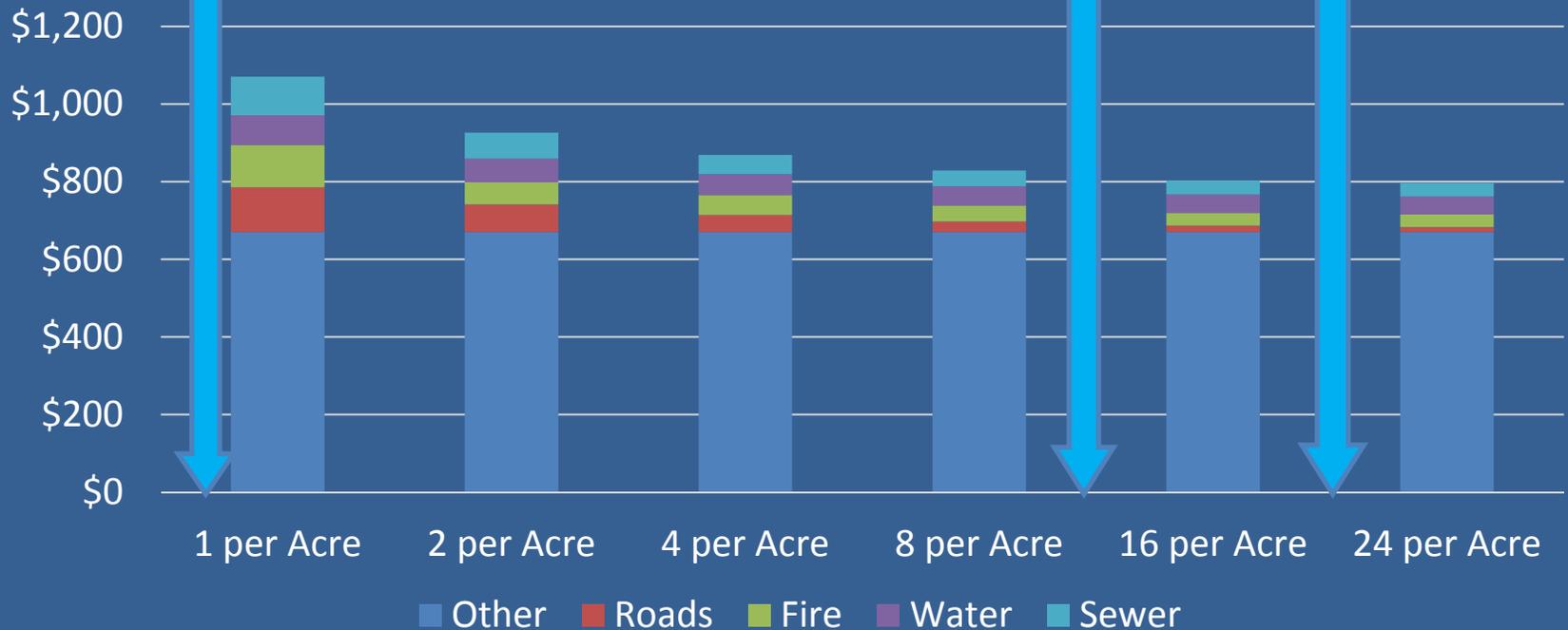
11.7 units per acre



21.8 units per acre



Hypothetical Residential Programs in Macon-Bibb



MACON MODEL PROJECTS THAT MOVING FROM 1 UNIT PER ACRE (NET) TO 16 REDUCES PER CAPITA COUNTY COSTS BY 25%

0.9 units per acre



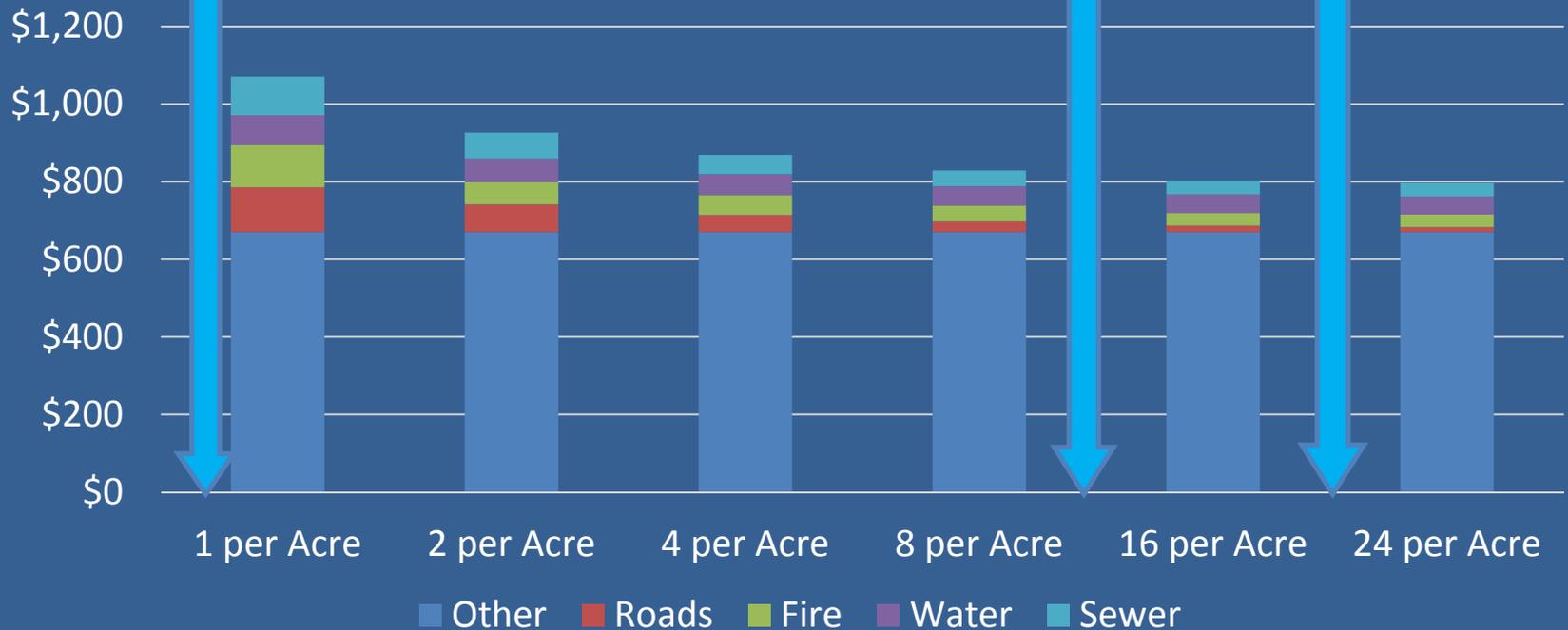
11.7 units per acre



21.8 units per acre

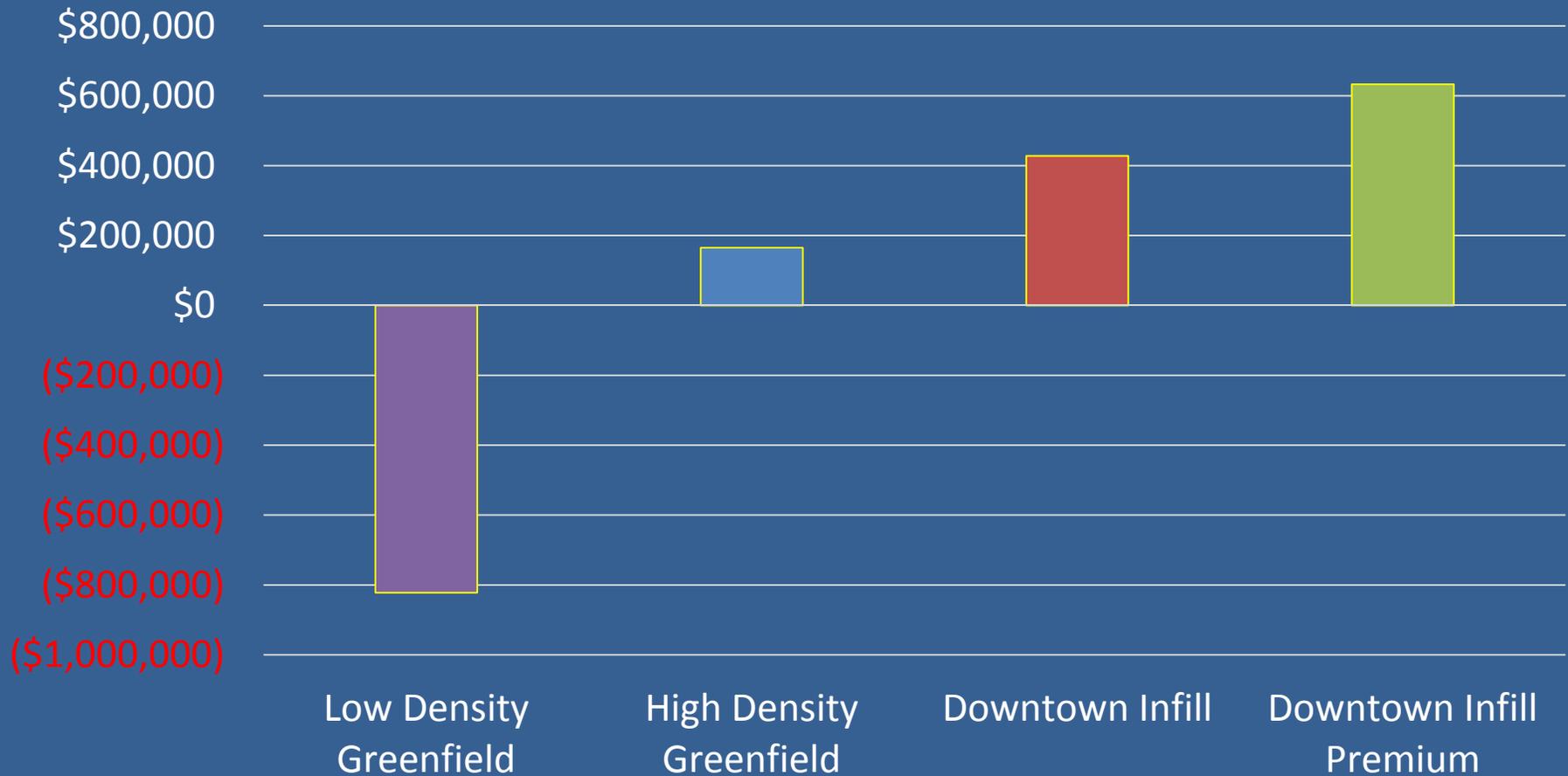


Hypothetical Residential Programs in Macon-Bibb



SUMMARY OF RESULTS BY SCENARIO

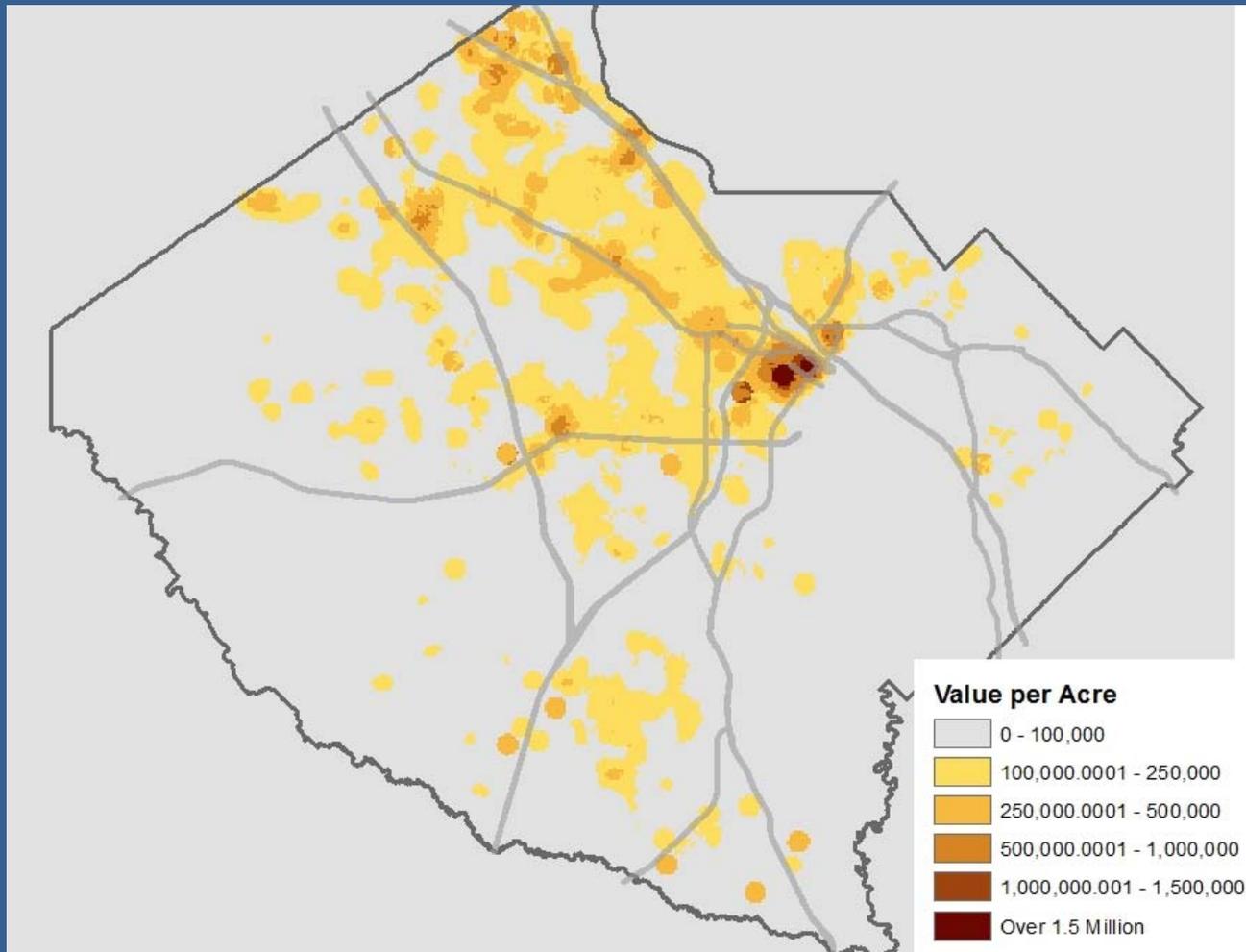
Total Annual Budgetary Impact Macon-Bibb County and Schools Combined



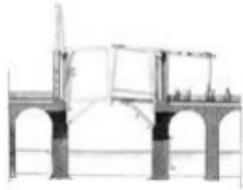
Development affects revenue

- Low-density suburban development generates much less per acre revenue.
- “Main streets” and dense mixed-use areas create synergies that produce substantially higher revenues than commercial sprawl.

DOWNTOWN MACON HAS HIGHEST AVERAGE PROPERTY VALUES PER ACRE IN BIBB COUNTY



- Downtown Avg. Assessed Value per Acre: \$1.3 million
- Shoppes at River Crossing: \$967,000 per Acre
- County Avg: \$77,000



Public Interest Projects, Inc.
Joseph Minicozzi, AICP
Joem@pubintproj.com



Joe Minicozzi, AICP - Public Interest Projects : Asheville NC

| | | |
|-----------------------------------|------------------|------------------|
| Land Consumed (Acres): | 34.0 | 00.2 |
| Total Property Taxes/Acre: | \$ 6,500 | \$634,000 |
| City Retail Taxes/Acre: | \$ 47,500 | \$ 83,600 |
| Residents per Acre: | 0.0 | 90.0 |
| Jobs per Acre: | 5.9 | 73.7 |

“Compact development patterns and investment in projects to improve urban cores could save taxpayers money and improve overall regional economic performance”

Mark Muro and Robert Puentes,
Investing in a Better Future: A Review of the Fiscal and Competitive Advantages of Smarter Growth Development Patterns.
Washington, DC: The Brookings Institution, 2004.

The demand for walkable, downtown development

What the market wants



ABOUT NAIOP

[Who We Are](#)

[What We Do](#)

[Why Join](#)

News

[Member News](#)

[NAIOP News](#)

[Industry News](#)

[NAIOP Source
Weekly E-Newsletter](#)

[NAIOP Photos](#)

[Home](#) / [About NAIOP](#) / [News](#) / [NAIOP Source Weekly E-Newsletter](#) / [NAIOP](#)

[Source January 6 2015](#) / [Today's Office Tenants Prefer Live, Work, Play Locations](#)

 [Print](#) [+ Share](#)

Today's Office Tenants Prefer Live, Work, Play Locations

Office tenants today prefer to be located in amenity-rich, mixed-use suburban vibrant centers (also known as “live, work, play” locations) rather than single-use suburban office locations by a margin of 83 percent to 17 percent, according to a recent NAIOP Research Foundation report. The report, “[Preferred Office Locations: Comparing Location Preferences and Performance of Office Space in CBDs, Suburban Vibrant Centers and Suburban Areas](#),” combines expert opinion and accurate property-level data to explain what tenants seek in their office location – and how different office locations perform on key metrics.

Line 1

RCA & Walk Score CPPI

Suburban - Highly Walkable

Line 2

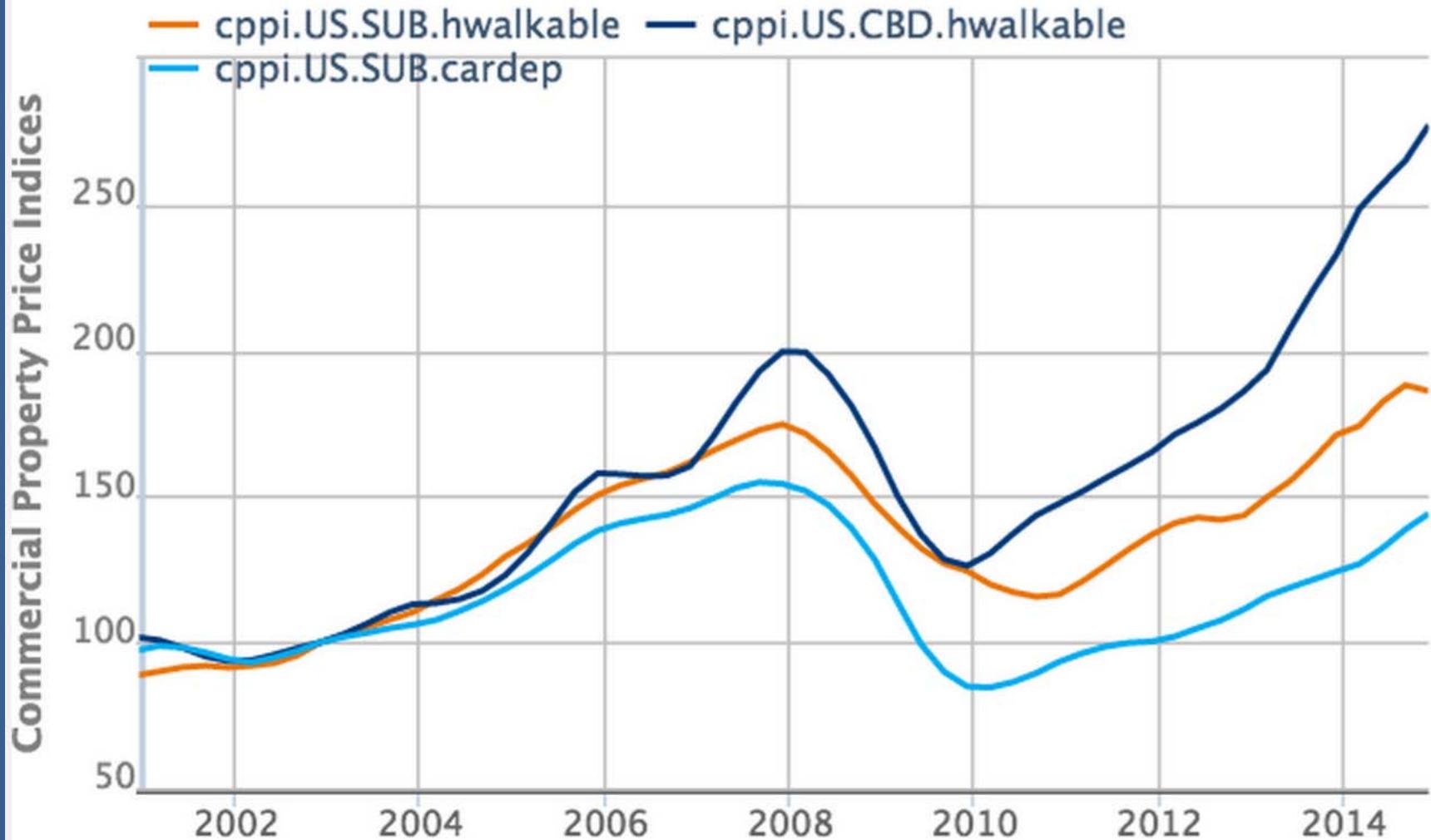
RCA & Walk Score CPPI

CBD - Highly Walkable

Line 3

RCA & Walk Score CPPI

Suburban - Car Dependent





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

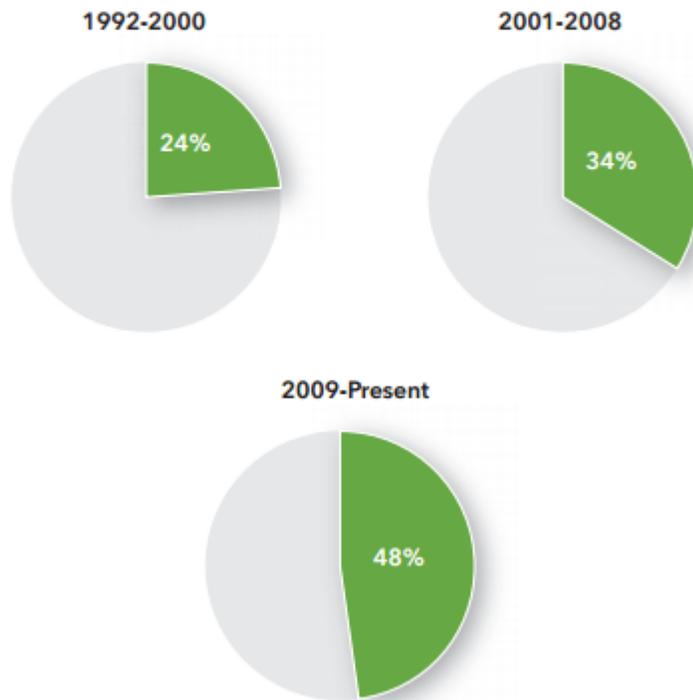
How do you attract the best workers? Set up shop in a walkable downtown

Tony Semerad

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

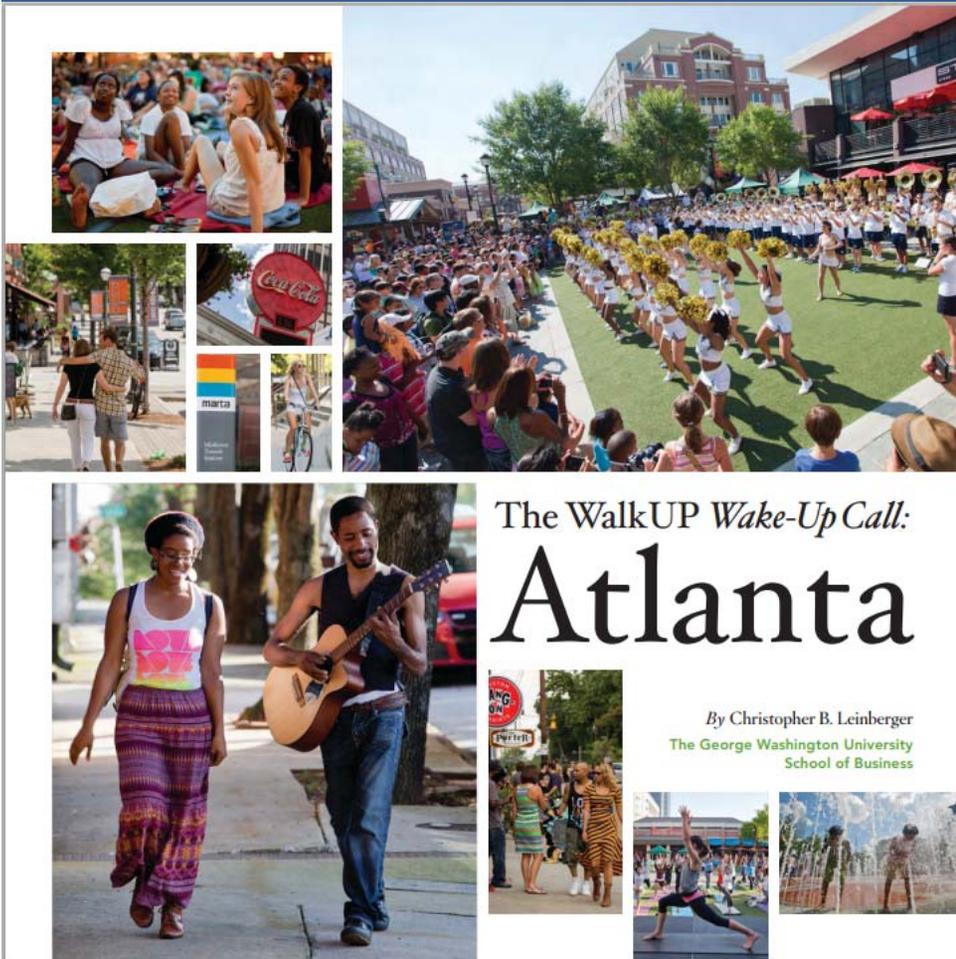
Walkable Urban Places

Share of Income Property
in WalkUPs Over the Last 3 Real Estate Cycles
Income Property = Office, Retail, Apartment and Hotel



“ . . . walkable urban places and projects will drive tomorrow’s real estate industry and the economy”

Walkable Urban Places - Atlanta



Report finding:

From 1992-2000, roughly 13 percent of real estate investment in the region went into Current and Emerging 'WalkUPs.'

From 2001-2008, that number **doubled** to 26 percent.

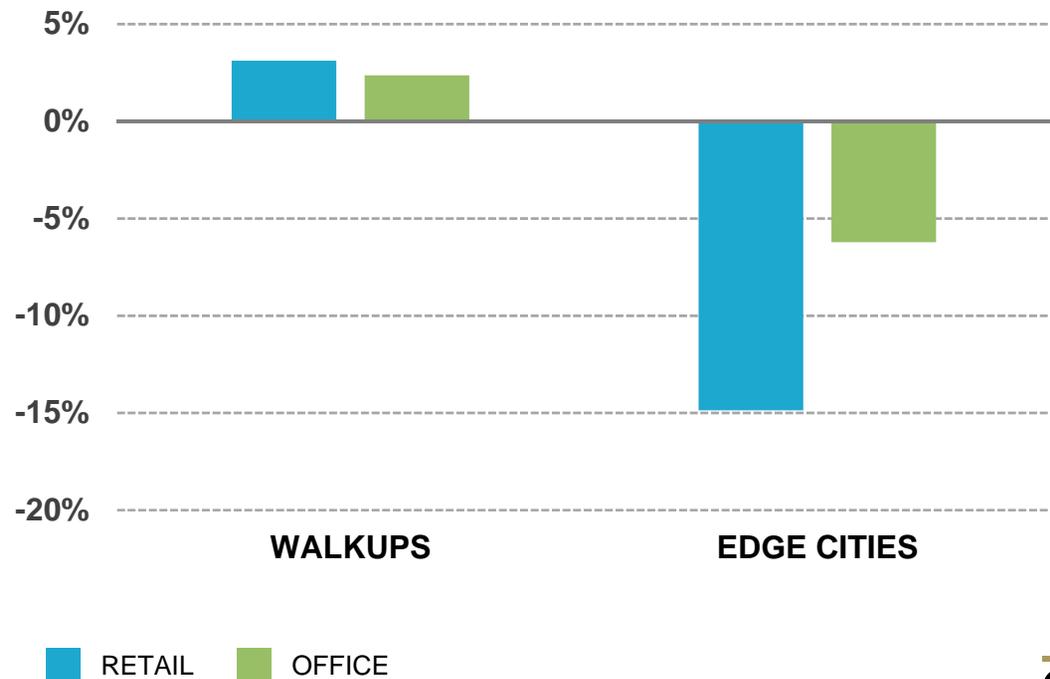
Since 2009, it more than **doubled again**, reaching 60 percent.

Office & Retail in WalkUPs Outperforms Edge Cities

- Average Edge City Office and Retail rents are still *lower now than in 2008*.
- **But WalkUP rents have risen**, indicating market preference.

Change in Average Rents per Square Foot Since 2008:

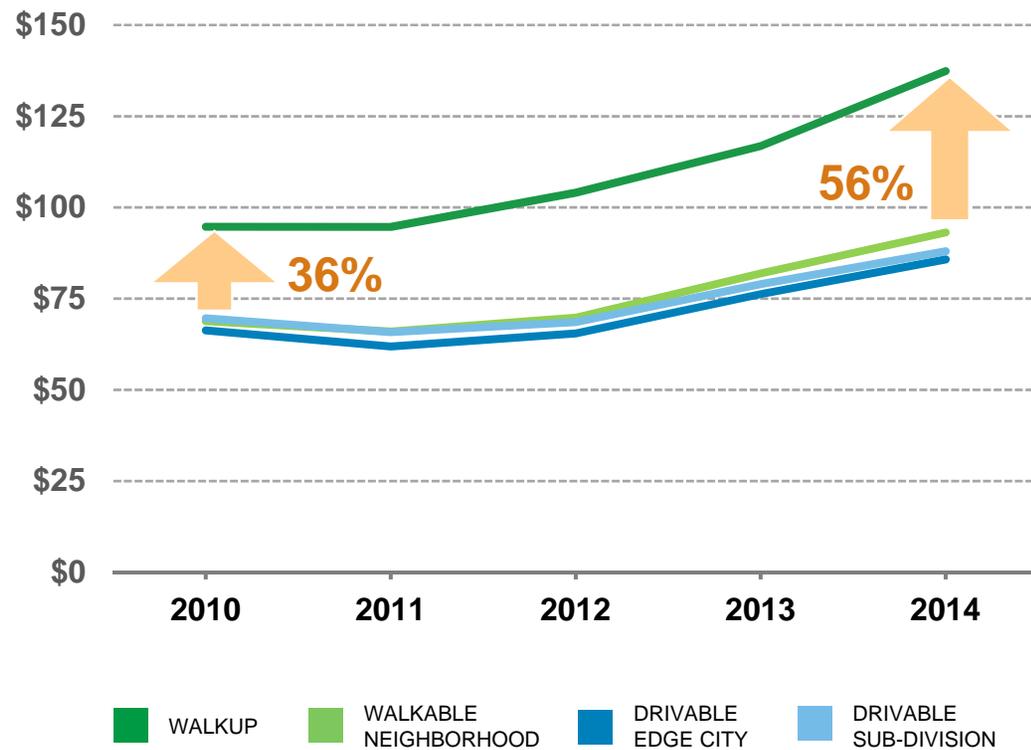
Weighted Average Across All Michigan Metros



For-Sale Residential Prices Are Rising Fastest in WalkUPS

- The WalkUP price premium has increased since 2010
- A slight premium has also emerged for Walkable Neighborhoods

Average Home Prices per Square Foot in the Michigan Metros



Why is this important?

Investment in town centers
("Main Streets" and "downtowns") is a
Priority Economic Development Strategy

Factors

- Increasing demand for walkable live/work/play destinations
- Downtowns – old and new – are structured to provide those places

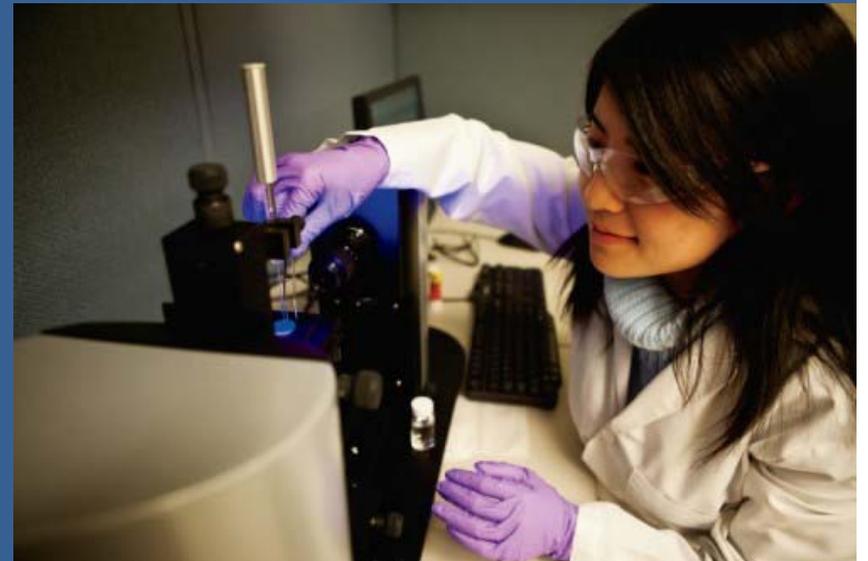
What's been happening?

The economic and demographic fundamentals have shifted

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

“A region’s most important source of competitive advantage is its workforce. . . it’s the pool of talent that attract firms, particularly in the knowledge economy.”

-- Ania Ania Wieckowski,
Harvard Business Review, May 2010

Demographic Change

20th century **vs.** 21st century

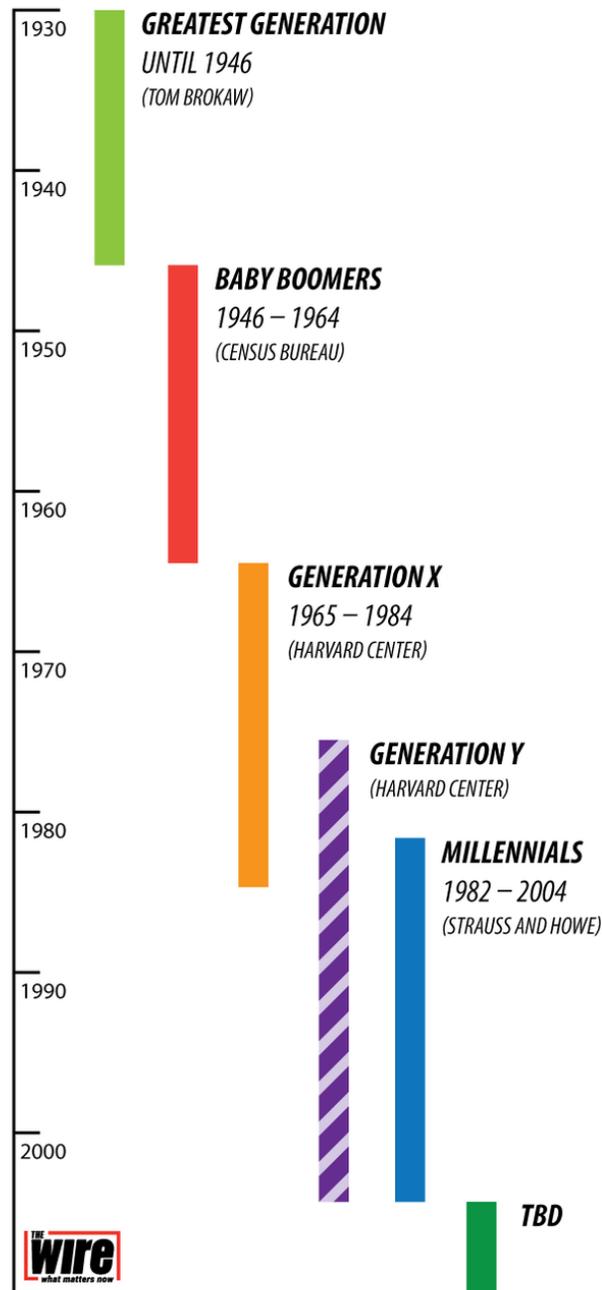
Retirement of the Baby Boom

Rise of the Millennials

Smaller households

Different preferences

GENERATION, BY BIRTH YEAR



Generations

Silent or Greatest?

Baby Boomers

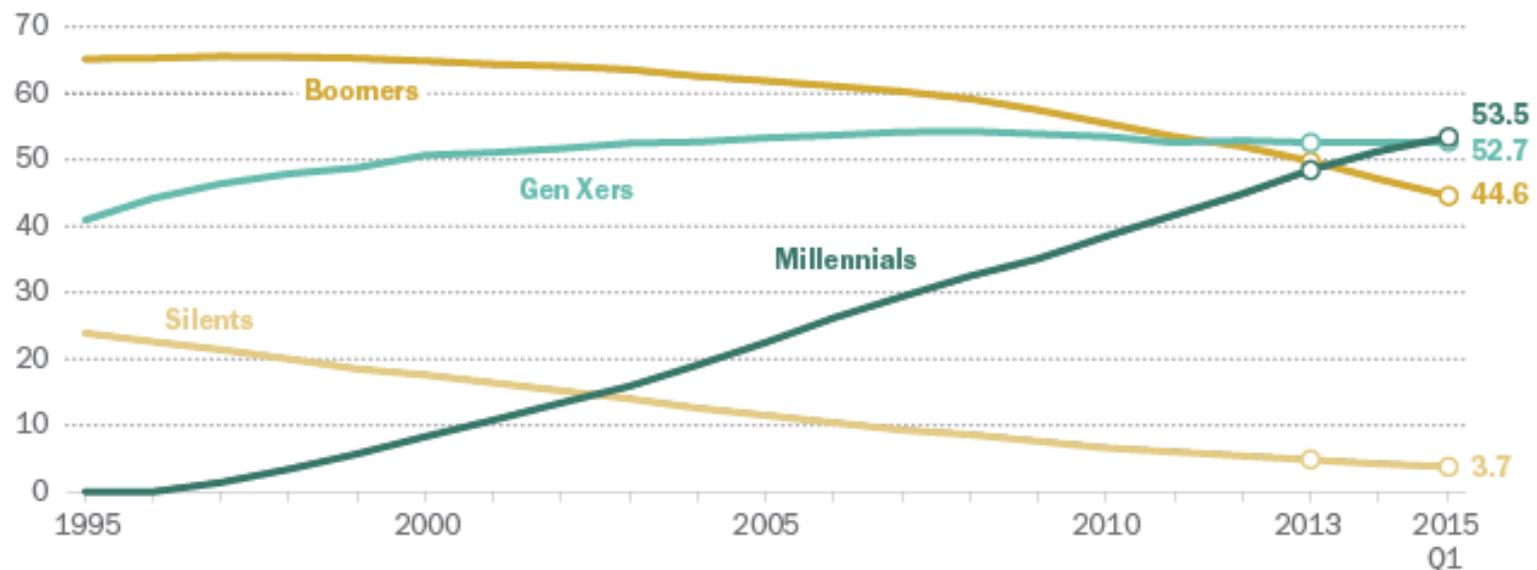
Gen X

Millennials

Millennials now largest share of the work force

U.S. Labor Force by Generation, 1995-2015

In millions



Note: Annual averages plotted 1995-2014. For 2015 the first quarter average of 2015 is shown. Due to data limitations, Silent generation is overestimated from 2008-2015.

Source: Pew Research Center tabulations of monthly 1995-2015 Current Population Surveys, Integrated Public Use Microdata Series (IPUMS)

PEW RESEARCH CENTER

Millennials are different

Millennials

mil·len·nial

/miˈlɛnᵻəl/ 

noun

plural noun: **millennials**; plural noun: **Millennials**

a person reaching young adulthood around the year 2000; a Generation Yer.

"the industry brims with theories on what makes millennials tick"



Millennials

“But millennials – the largest generation in American history – will soon define how America does business, how America thinks and feels, and whether America holds fast to its free speech ideals.”

Julie Lythcott-Haims, *The New York Times*
November 2, 2015



Millennials

“We can all agree that
Millennials are the worst.”

Philip Bump, The Atlantic, March 25, 2014



Millennials

CAN WE STOP WORRYING ABOUT MILLENNIALS YET?

BY MATT
BORS

CAN WE? MAYBE? I KNOW IT'S VERY SCARY TO BE REMINDED THAT YOU ARE AGING, BUT OLDER PEOPLE CAN PROBABLY STOP PRETENDING YOUNG PEOPLE ARE GOING TO **DESTROY THE PLANET**. WE GOT THIS. (BY THE WAY, THANKS FOR LEAVING IT IN TIP-TOP SHAPE.)

THOSE OF US BORN BETWEEN 1980 AND 2000 ARE NOT NEARLY AS GOD-AWFUL AS THE WRITERS WHO CONSTANTLY PROFILE OUR TECH-ADDLED, BE-HIPSTERED PEOPLE WOULD HAVE YOU BELIEVE.

CNN



Sorry, no . . .

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)



They want urban living

The New York Times | <http://nyti.ms/1pahHvV>

N.Y. / REGION

Suburbs Try to Prevent an Exodus as Young Adults Move to Cities and Stay

By JOSEPH BERGER APRIL 16, 2014

It is a well-trod trail: Suburban youngsters enter their early 20s, leave their parents' comfortable Tudors or colonials for the pizzazz of the city, dawdle a few years until they find mates and begin having children and then, seeking more space and good public schools, move back to the suburbs and into their own Tudors or colonials.

But that pattern is changing, or at least shifting. A recent report on the suburb-dotted New York counties of Westchester, Nassau and Suffolk, based on United States census data, found that those young people seem to be lingering longer in New York City, sometimes forsaking suburban life

BUSINESS INSIDER

Millennials Are Renting Instead Of Buying And The Retail Industry Is Freaking Out



ASHLEY LUTZ
AUG. 14, 2014, 12:01 PM



Flickr/Ivan Bandura

Millennials' tendency to rent instead of buy is turning the retail industry upside down.

*They want
experiences
more than
things.*



Young Americans ditch the car

By Steve Hargreaves @CNNMoney September 17, 2012: 11:30 AM ET



PHOTO: THINKSTOCK

NEW YORK (CNNMoney) -- America's young people just aren't buying cars like they used to.

The share of new cars purchased by those aged 18-34 dropped 30% in the last five years, according to the car shopping

*And they
don't
seem to
want cars*

Preferences: Transportation

Millennials are **driving less**

- From 2001 to 2009, the average annual number of vehicle-miles traveled by people ages 16-34 **dropped** 23 percent.

(source: National Household Travel Survey)

- 26 percent lacked a driver's license in 2010, up 5 percentage points from 2000

(source: Federal Highway Administration)



NATIONAL
ASSOCIATION *of*
REALTORS®



NEWS RELEASES

Millennials Favor Walkable Communities, Says New NAR Poll

MEDIA CONTACT: JANE DOLLINGER / 202-383-1042 / [EMAIL](#)

WASHINGTON (July 28, 2015) – Millennials prefer walking over driving by a substantially wider margin than any other generation, according to a new poll conducted by the National Association of Realtors® and the Transportation Research and Education Center at Portland State University.

The *2015 National Community and Transportation Preference Survey* found that millennials, those aged 18–34, prefer walking as a mode of transportation by 12 percentage points over driving. Millennials are also shown to prefer living in attached housing, living within walking distance of shops and restaurants, and having a short commute, and they are the most likely age group to make use of public transportation.

The poll also found that millennials show a stronger preference than other generations for expanding public transportation and providing transportation alternatives to driving, such as biking and walking, while also increasing the availability of trains and buses. Millennials likewise favor developing communities where people do not need to drive long distances to work or shop.

“Realtors® don’t only sell homes, they sell neighborhoods and communities,” said NAR President Chris Polychron, executive broker with 1st Choice Realty in Hot Springs, Ark. “Realtors® aid in improving and revitalizing neighborhoods with smart growth initiatives, helping create walkable, urban centers, which is

Millennial housing preferences

Millennials especially are trending away from traditional suburbs

- 47% would prefer to live in a city or a suburb with a mix of houses, shops, and businesses
- 40% would prefer a rural or a **small town**
- 12% say they would prefer a suburban neighborhood with houses only

A downtown apartment is an elusive and expensive dream for millennials



Ziev Beresh and his girlfriend Bailey Walsh, both 23, have recently moved into a loft apartment above Flanagan's Irish Pub in downtown Grand Rapids. The couple chose to live downtown because of the accessibility to shops, nightlife, and other activities. (Emily Rose Bennett | MLive.com)



By [Jim Harger](#) | jharger@mlive.com
[Follow on Twitter](#)



on March 02, 2014 at 7:17 AM, updated March 09, 2014 at 8:53 AM

GRAND RAPIDS, MI – Ziev Beresh and his girlfriend, Bailey Walsh, are living the new American Dream.

The couple, “millennials” in their early 20s, recently moved into a third-floor loft apartment above Flanagan’s Irish Pub on Pearl Street NW in the heart of downtown.

Beresh, a freelance media consultant, and Walsh, a digital marketing consultant, moved into the 800-square-foot, two-bedroom unit earlier this year after moving out of the house they were renting in the city’s Easttown neighborhood.

At \$1,400 a month, Beresh said they are delighted to be in the heart of downtown, where summer concerts, outdoor festivals and winter ice skating are less than a block away at Rosa Parks Circle.

“We just know that in the summer, everybody is going to be congregating where we live. It’s just really exciting for us to be here, and we see it as a great value because of that.”

“We're happy to pay a slight premium to be close to all these things that enrich our lives.” --
Downtown resident Ziev Beresh

Boomers are a different kind of Senior Citizen

“Adulthood II”

Boomers not ready for the rocking chair

- Today’s retiree can live past 90
- “These additional 31 years of expected life have not been just tacked on at the end . . . Today’s 65-year-olds are starting new careers or continuing old ones, traveling around the world, and eloping with new loves, in a stage of life we are calling ‘Adulthood II.’”

- cultural anthropologist Mary Catherine Bateson,
quoted in ULI report

Boomers and housing

Boomers are **downsizing**

- Increasing numbers, smaller households
- The number of senior households will grow twice as fast as all others over the next couple decades (A.C. Nelson)
- Shrinking, aging households will be a source of supply of SFD housing, and demand for smaller and multi-family housing

Boomers and housing

- From 1990 to 2010, downsizing households (with residents 65 and older) made up 20 percent of new housing demand. But over the next 20 years they will account for **85 percent** of the demand share.
- Market research shows this segment prefers smaller **homes on smaller lots** or **attached options**.

Aside:

They're not that interested in moving to "retirement communities."

Average age entering senior housing used to be 70 – **now it's 86.**

Source: Nelson.

Boomers and transportation

Turning in their keys

- Using local buses and trains more (source: National Household Travel Survey)
- Bike trips increased 64 percent between 2001 and 2009. (AARP)



Americans Value “Sense of Place,” Whether City, Village, or Rural Town

New urban apartments drawing young professionals



Several new apartment developments in downtown Milwaukee and the east side are drawing young professionals who want an urban lifestyle.



- 1. Latitude Apartments**, southwest corner, N. Farwell Ave. and E. Kenilworth Place, 90 units, opened August 2010
- 2. 1150 North**, northwest corner, E. North Ave. and N. Commerce St., 122 units, proposed
- 3. 1910 on Water**, 1910 N. Water St., 68 units, under construction
- 4. The Mod**, 1910 N. Water St., 68 units, under construction
- 5. The North End**, between N. Water St. and the Milwaukee River, south of Pleasant St., 83 units opened in 2009, construction to begin this fall on 155 additional units, completion by spring 2013.
- 6. The Bradley Center**, 6th and N. Water St., 150 units, under construction

The Washington Times

Detroit's downtown 'starting to fight back'

Upwardly mobile lead the way



“The young, smart and mobile are a key demographic that cities across the country are trying to attract.”

- The Patriot-News, July 23, 2011

“Americans Prefer to Live in Mixed-Use, Walkable Communities”

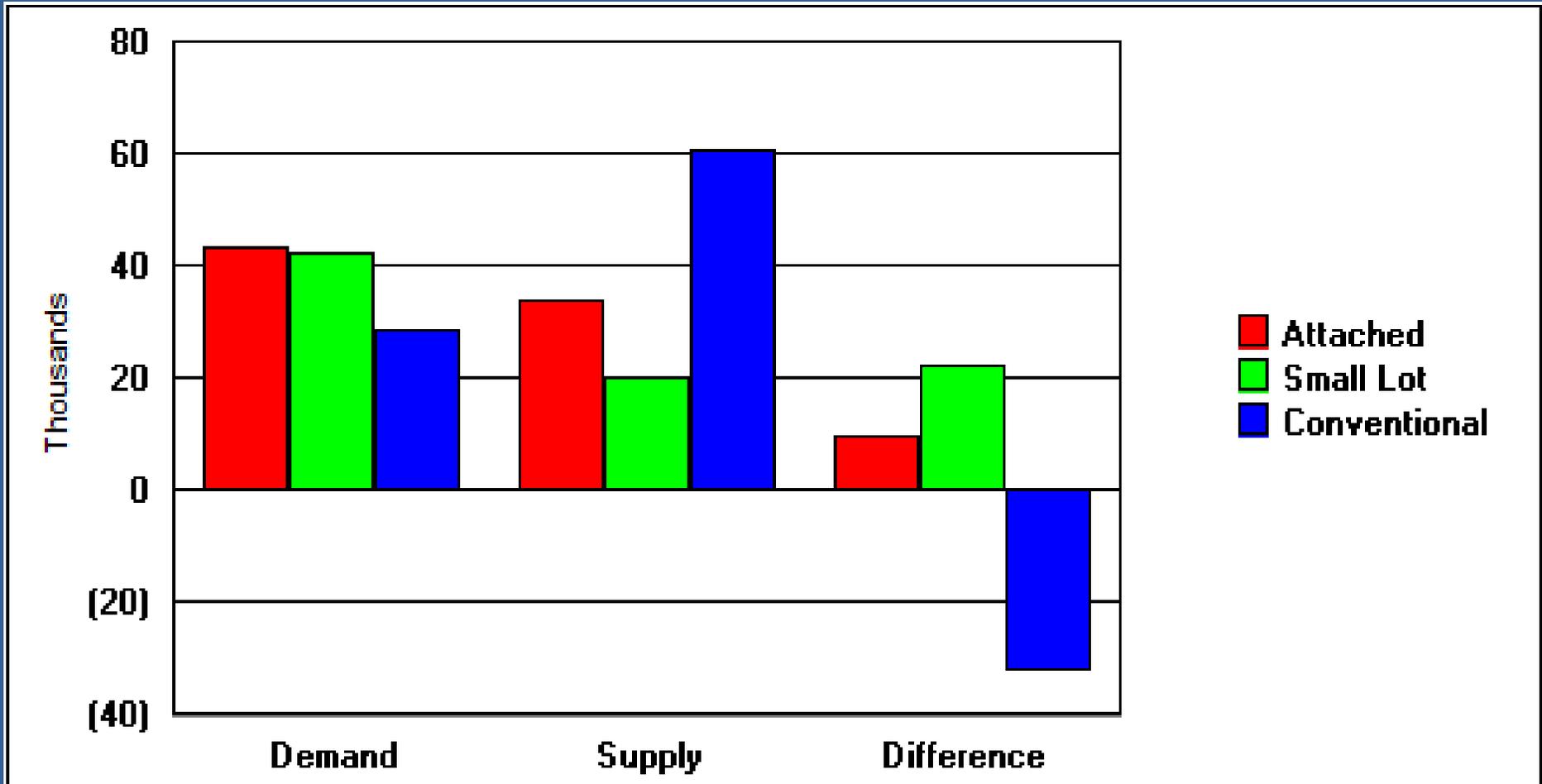
-- **National Association of Realtors**

(October 2013):

- 78 percent say neighborhood is more important than the size of the house
- Fifty-seven percent would forego a home with a larger yard if it meant a shorter commute to work

Source: Oct. 2013 Consumer survey conducted for the
National Association of Realtors

Occupied Housing Demand-Supply Mismatch 2011



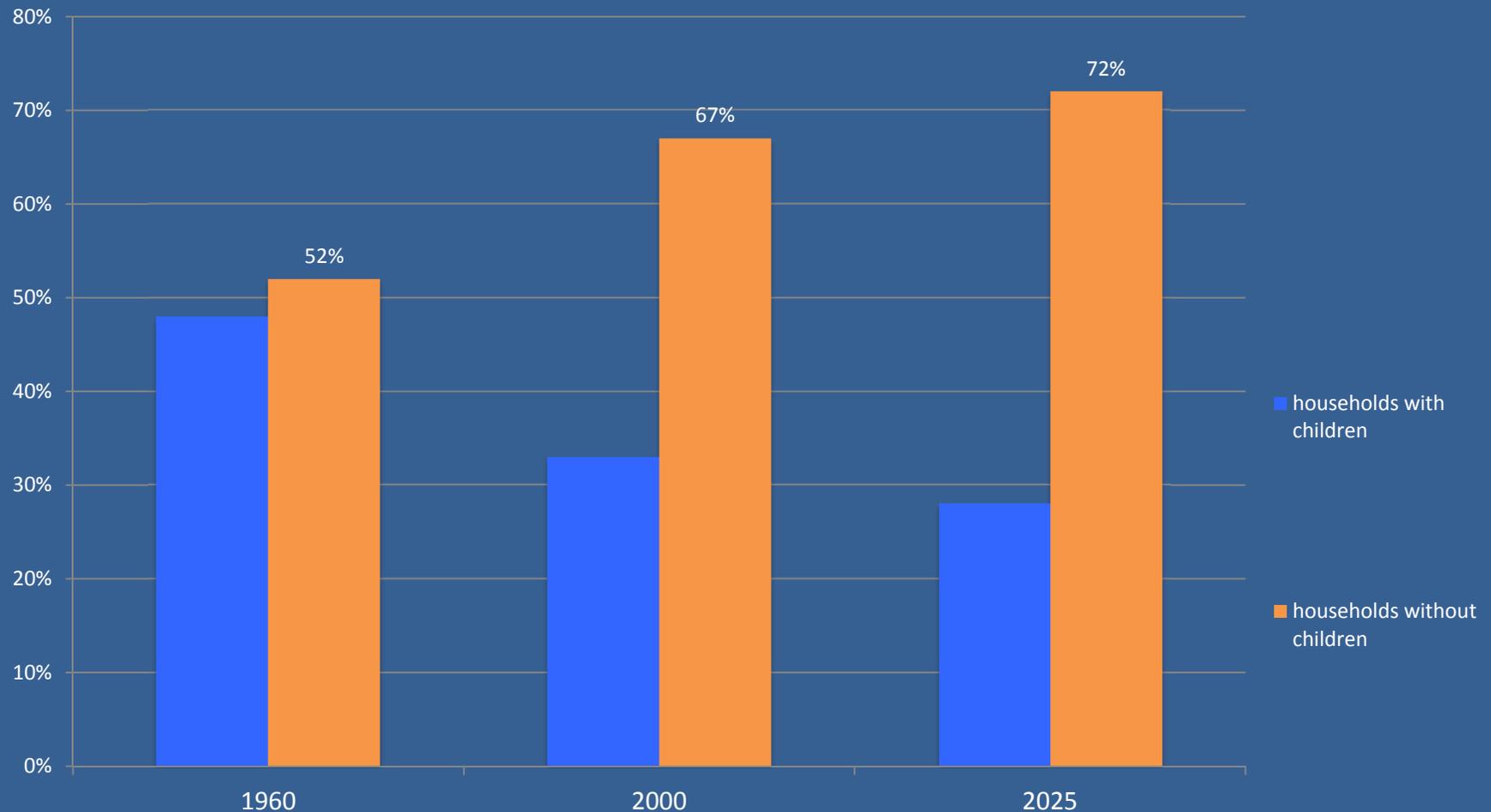
Source: Adapted from American Housing Survey 2011 by Arthur C. Nelson, University of Arizona.

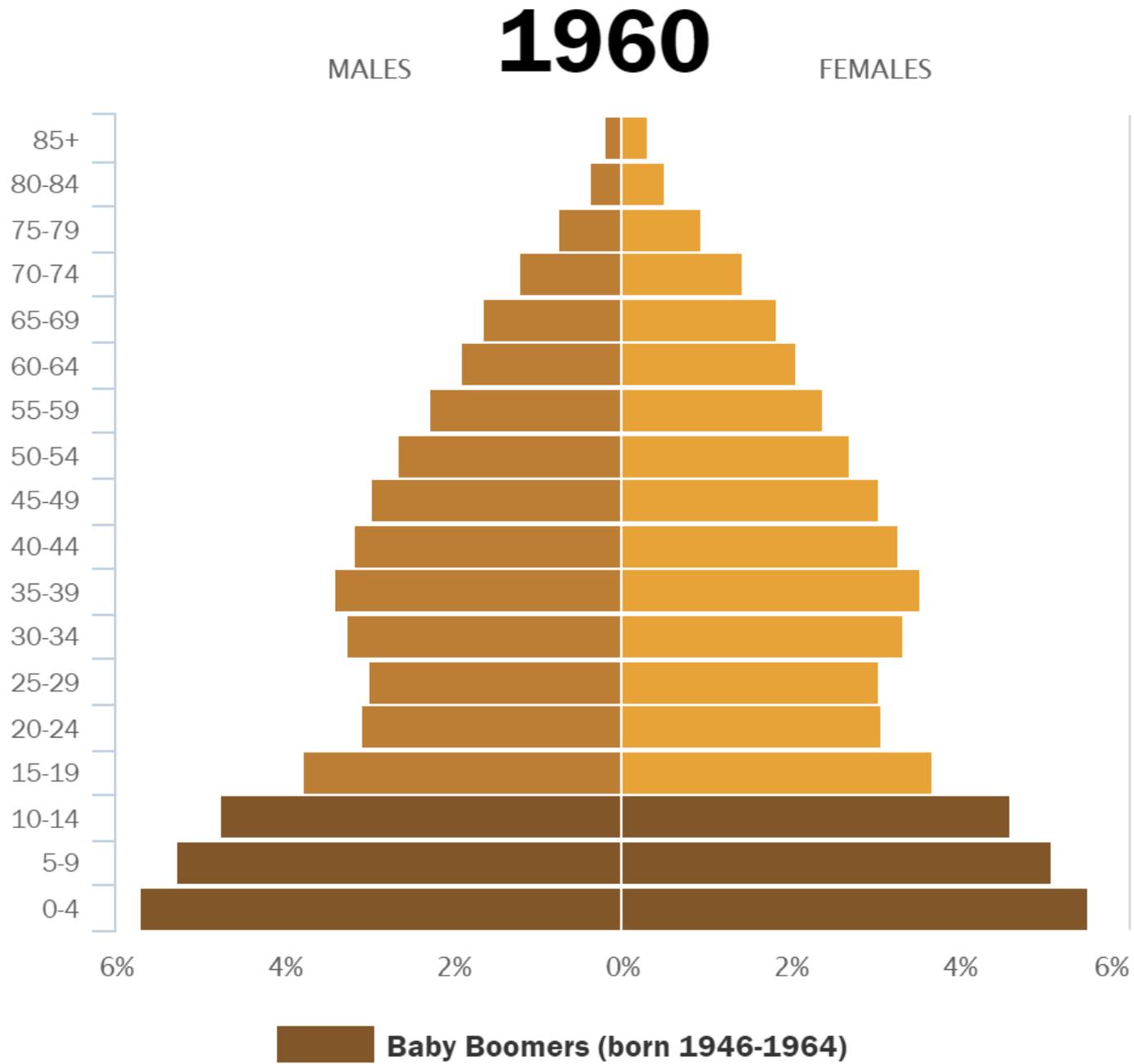
Why this is probably not
a short-term fashion,
but a structural change

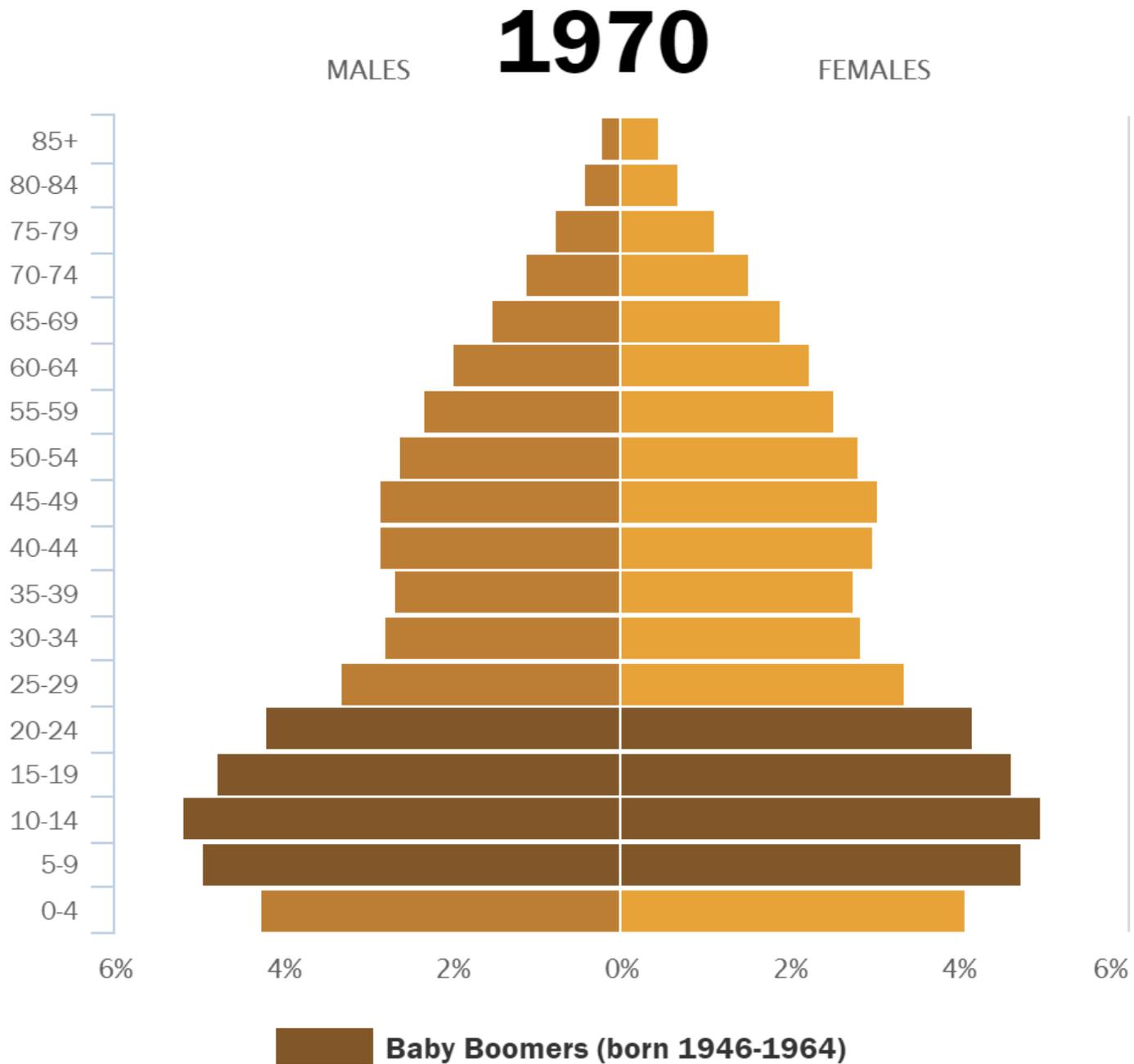
(We're getting steadily older – not just individually,
but as a whole)

Changing household composition

Households with and without children, 1960-2025



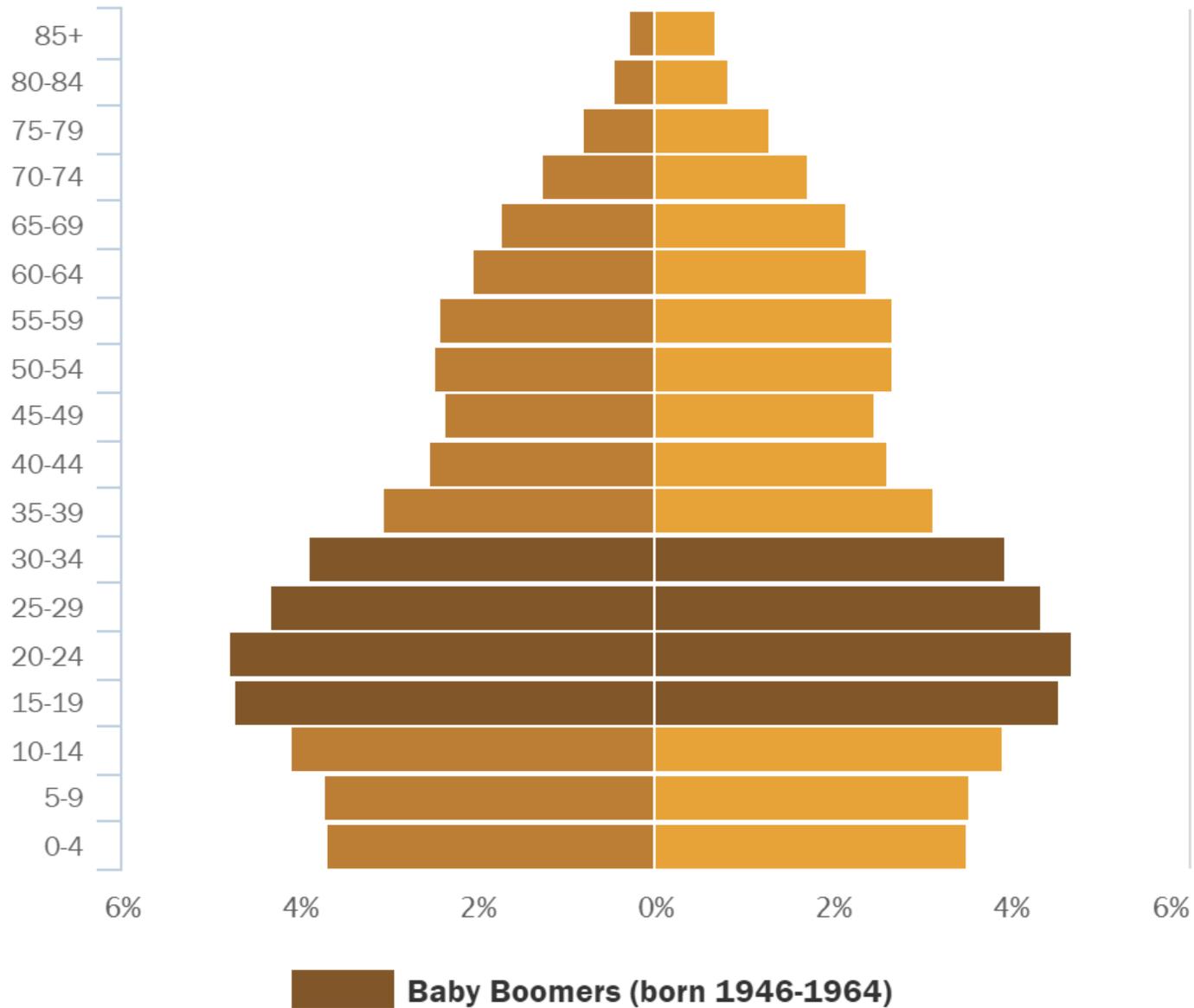




1980

MALES

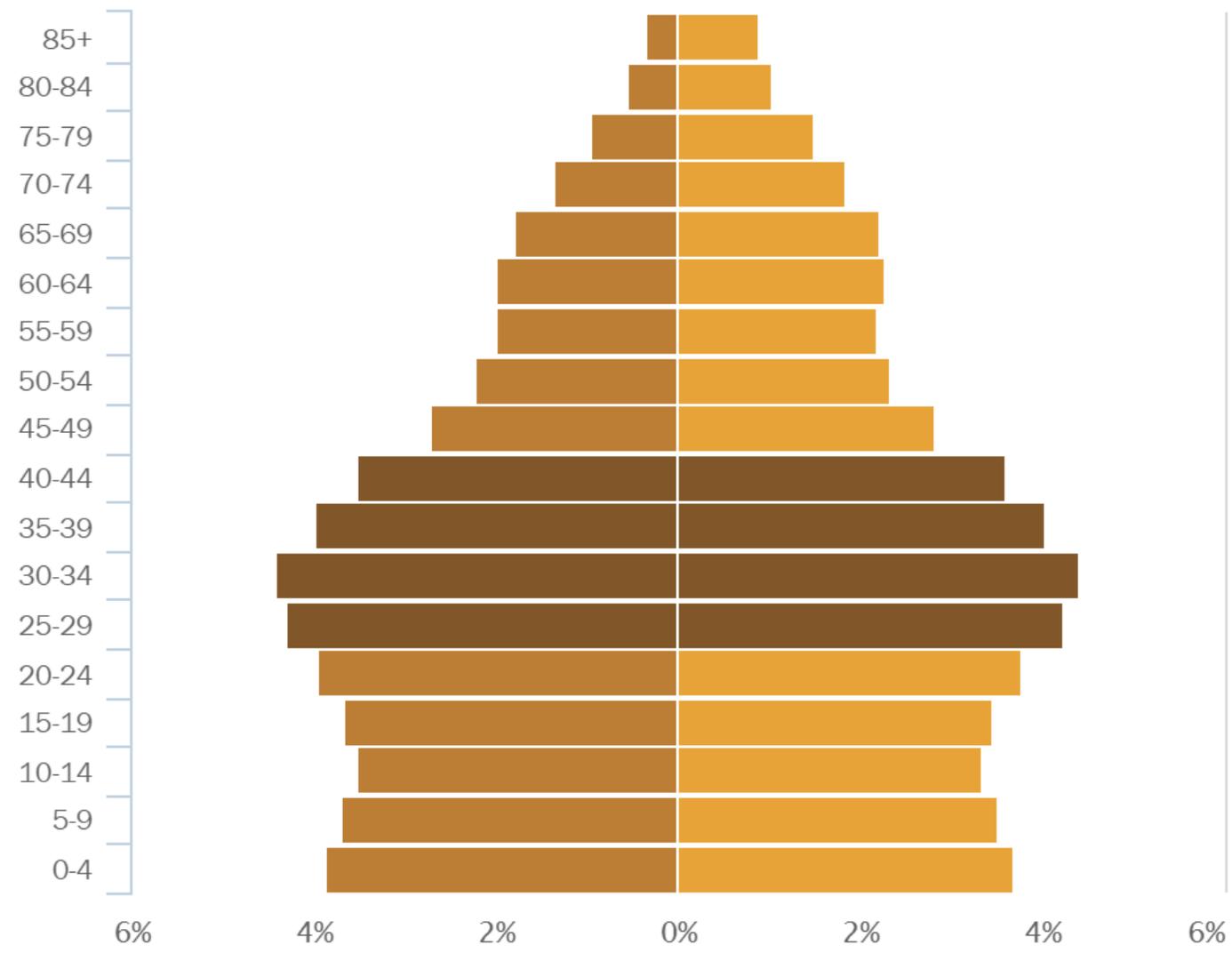
FEMALES



1990

MALES

FEMALES

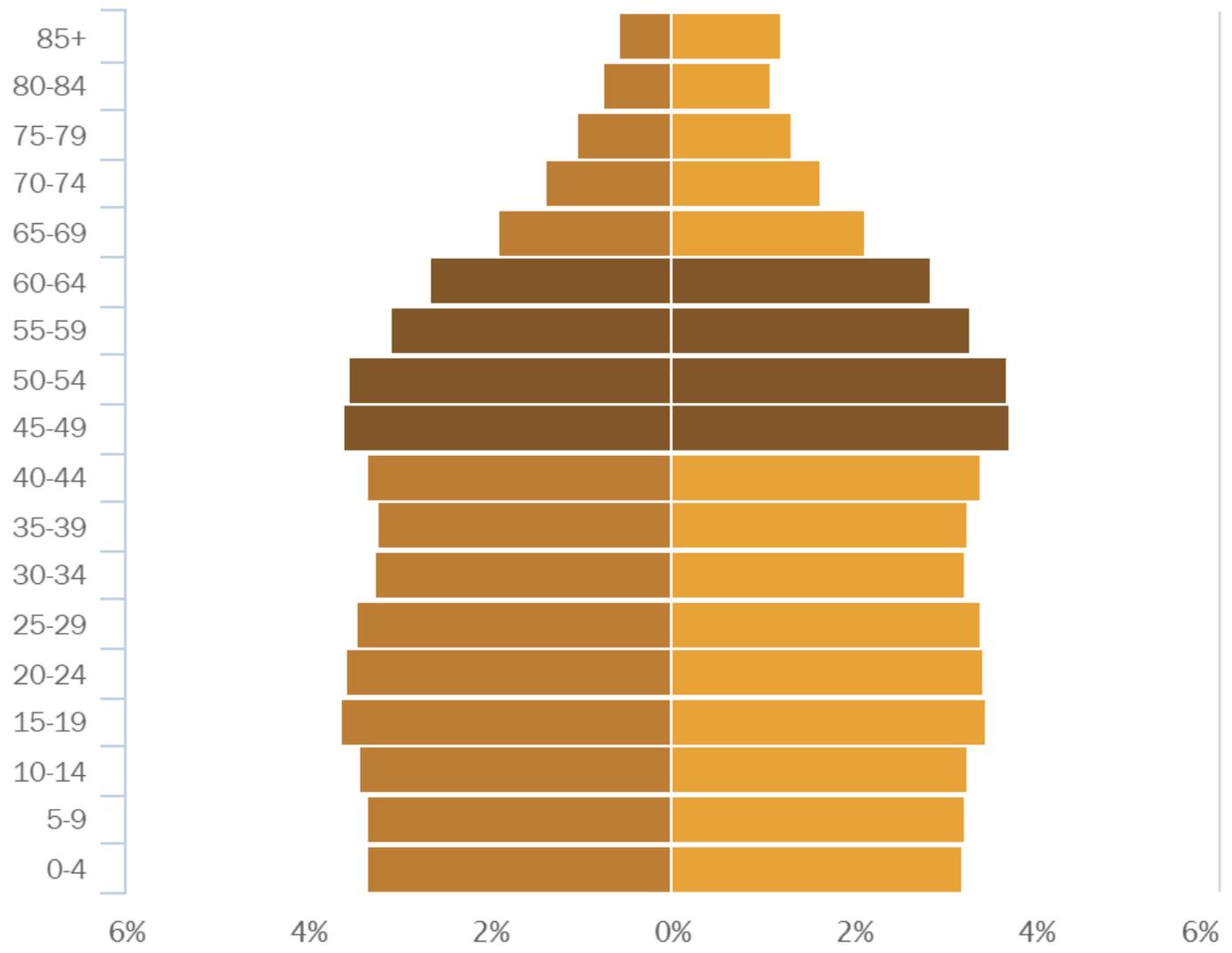


 **Baby Boomers (born 1946-1964)**

2010

MALES

FEMALES

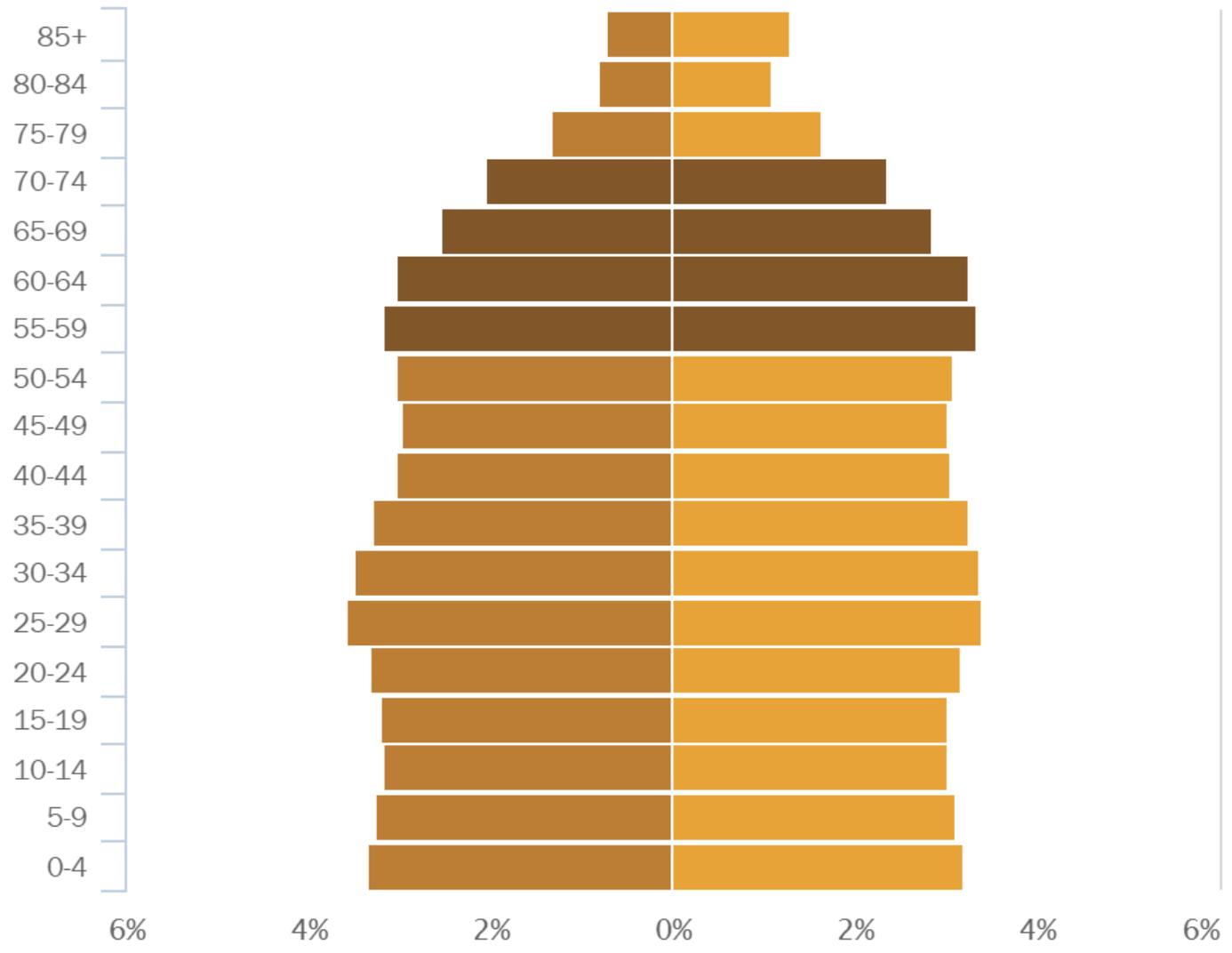


Baby Boomers (born 1946-1964)

2020

MALES

FEMALES

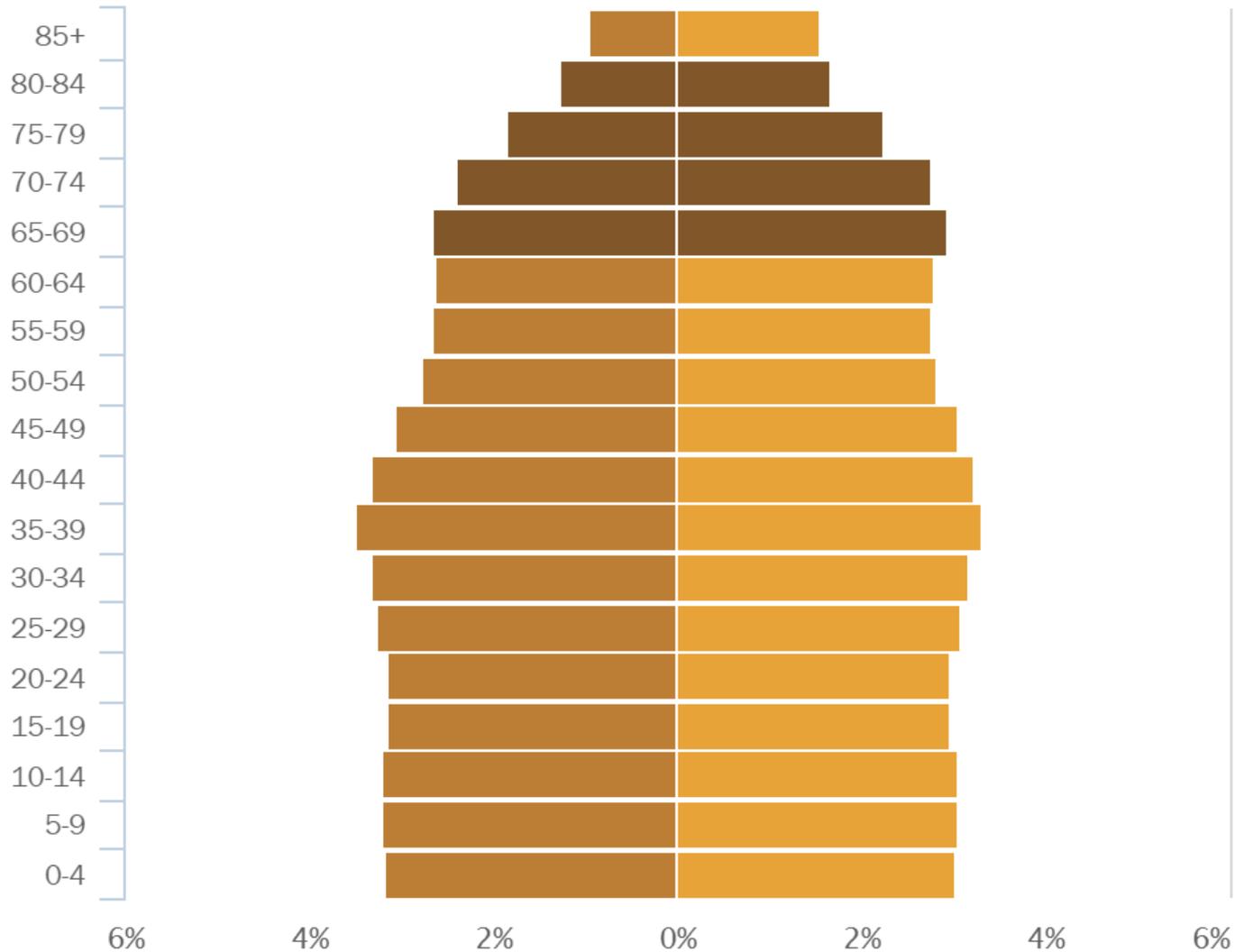


Baby Boomers (born 1946-1964)

2030

MALES

FEMALES

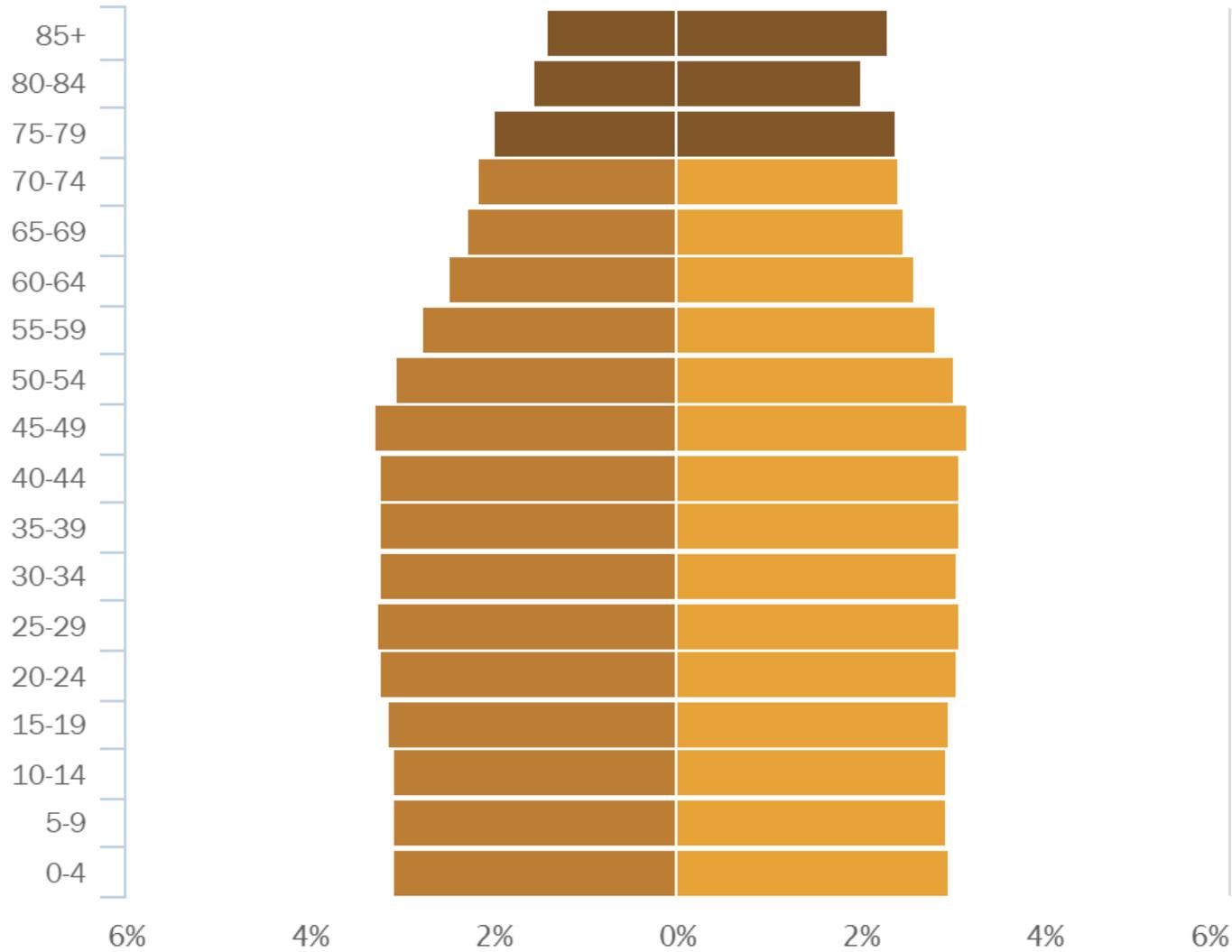


Baby Boomers (born 1946-1964)

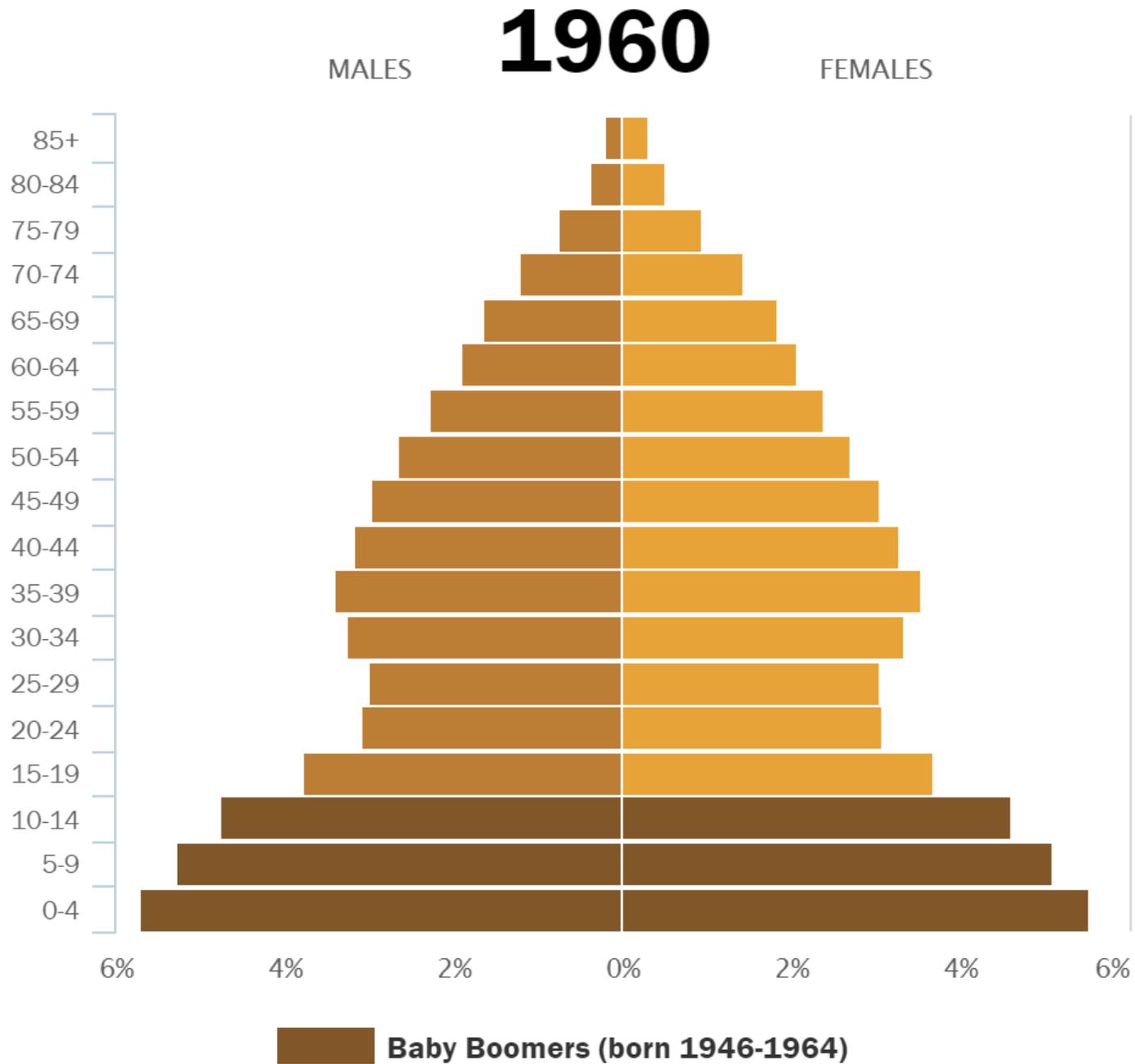
2040

MALES

FEMALES



Baby Boomers (born 1946-1964)



Responding to the market

Business moves back downtown

Businesses respond to changing preferences



THE WALL STREET JOURNAL.

Home World U.S. Politics Economy Business Tech Markets Opinion Arts Life **Real Estate**

 'The Secret' Author Rhonda Byrne Cuts Price of Home

 Home Prices Continue to Climb

 Boutique Bohemian: High-End Hostels Come to America

 Calgary's Office Boom Skids on Oil Slump

REAL ESTATE | DEAL OF THE WEEK

Companies Trade Suburbs for City Life

Locations deemed 'walkable' appreciate more than those that are car-dependent, firm says

By ROBYN A. FRIEDMAN
April 21, 2015 4:33 p.m. ET

Earlier this month, online travel agency Expedia Inc. said it plans to relocate its headquarters from a Seattle suburb that it has called home for nearly 20 years to the city's downtown. That announcement was the latest in a string of high-profile companies making moves from the suburbs back to the city.

Last year, Motorola's Mobility LLC unveiled its

“Locations deemed walkable appreciate more than those that are car-dependent”

Businesses respond to changing preferences

The screenshot shows the azcentral website interface. The top navigation bar includes categories like LOCAL, SPORTS, THINGS TO DO, BUSINESS, TRAVEL, POLITICS, OPINION, USA TODAY, VIDEO, JOBS, CARS, HOMES, and MORE. The main article is titled "State Farm exec: Transit helped Tempe get \$600M hub" and is attributed to Parker Leavitt. It features a photo of a modern building under construction and a "STORY HIGHLIGHTS" section with two bullet points.

azcentral THE ARIZONA REPUBLIC
A GANNETT COMPANY

LOCAL SPORTS THINGS TO DO BUSINESS TRAVEL POLITICS OPINION 75° USA TODAY VIDEO JOBS CARS HOMES MORE

State Farm exec: Transit helped Tempe get \$600M hub

Parker Leavitt, The Republic | azcentral.com 9:55 a.m. MST February 20, 2015

291 CONNECT 83 TWEET 1 LINKEDIN 8 COMMENT EMAIL MORE

(Photo: Parker Leavitt/The Republic)

STORY HIGHLIGHTS

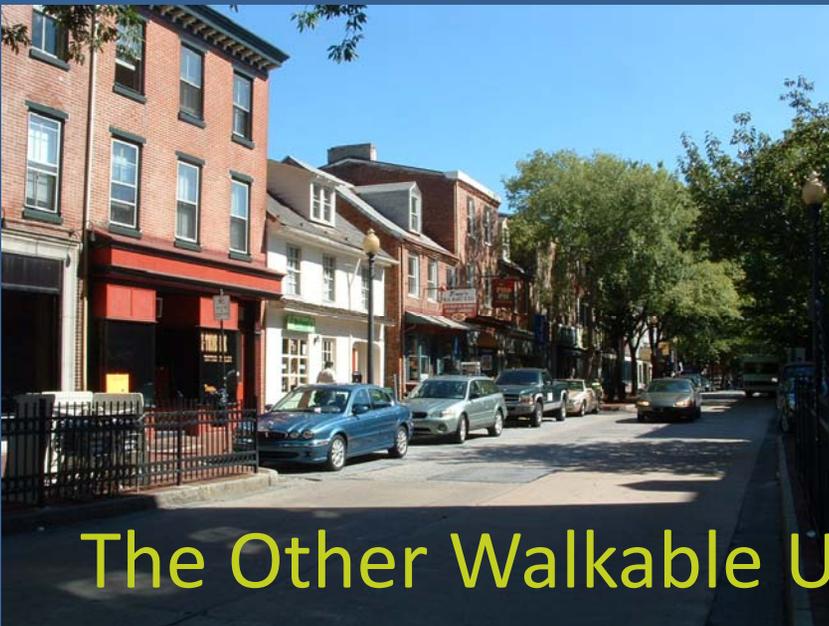
- A State Farm executive credited Tempe's transit system as a major factor in site selection
- The company is adding thousands of new jobs in

Tempe's public transportation network, which includes neighborhood shuttles, buses and light rail, played a major role in State Farm's decision to build a massive regional headquarters overlooking Tempe Town Lake, a company executive said last week.

Michael Tipsord, chief operating officer for Illinois-based State Farm Insurance Cos., discussed the reasons for choosing Tempe at a Feb. 12 event organized by Arizona State University's W. P. Carey School of Business. State Farm will anchor a \$600 million development by Sunbelt Holdings and Ryar Companies.

Major insurance company chooses new location in Phoenix area – for transit

It's not just big metropolitan areas, but small towns too



“The same demographic and market trends that are driving a return to big cities can also boost the prospects of smaller cities and towns surrounded by suburbs and countryside.”

-- Robert Steuteville, *Small cities and towns are urban places, too* - **Better! Cities & Towns**

The Other Walkable Urban Trend

Mini-D.C.'s: A small-city boom revitalizes downtowns once left for dead

“ . . . Many of the same forces fueling Washington’s renaissance are driving a small-city boom regionally and nationally. ”



“The same demographic and market trends that are driving a return to big cities can also boost the prospects of smaller cities and towns surrounded by suburbs and countryside.”

-- Robert Steuteville, Small cities and towns are urban places, too - Better! Cities & Towns

The Other Walkable Urban Trend



ArkansasOnline



58°
Little Rock

Home News Obituaries Business Entertainment Sports Photos Videos Features Events Classif

Crime Right2Know Archives Submit a News Tip Whole Hog Sports Sync Weekly Arkansas Life Place an

Wednesday, April 22, 2015, 12:25 a.m.



RED RIVER
CHRYSLER DODGE RAM SRT Jeep
2015
AWARD SEASON EVENT
REDRIVERDODGE.COM CLICK HERE TO LEARN MORE

Home / Business / Business in Arkansas /

3 tech firms to add 140 jobs in Conway

By [ArkansasOnline](#)

This article was originally published January 29, 2015 at 10:48 a.m. Updated January 29, 2015 at 10:57 a.m.

   8

 Comments

  Font Size

Three technology companies announced Thursday that they will add locations in downtown Conway, spending a total \$2.5 million and creating a combined 140 new jobs.

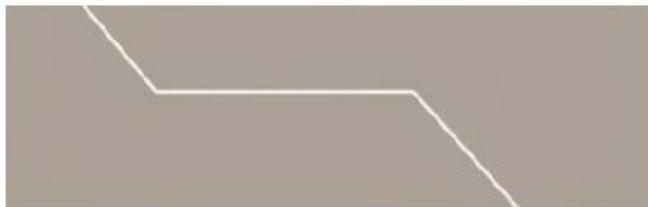
The companies are: Metova Inc., a mobile-app development company founded in Franklin, Tenn.; Atlanta-based Big Cloud Analytics, a predictive analytics software company; and Eyanalyze, a Conway-based company that develops software for use in the food service sector, the Arkansas Economic Development Commission said in a statement.

Gov. Asa Hutchinson joined Conway officials and representatives from Metova, Big Cloud Analytics and Eyanalyze to make the announcement in downtown Conway.



Core Values

Why American Companies are Moving Downtown



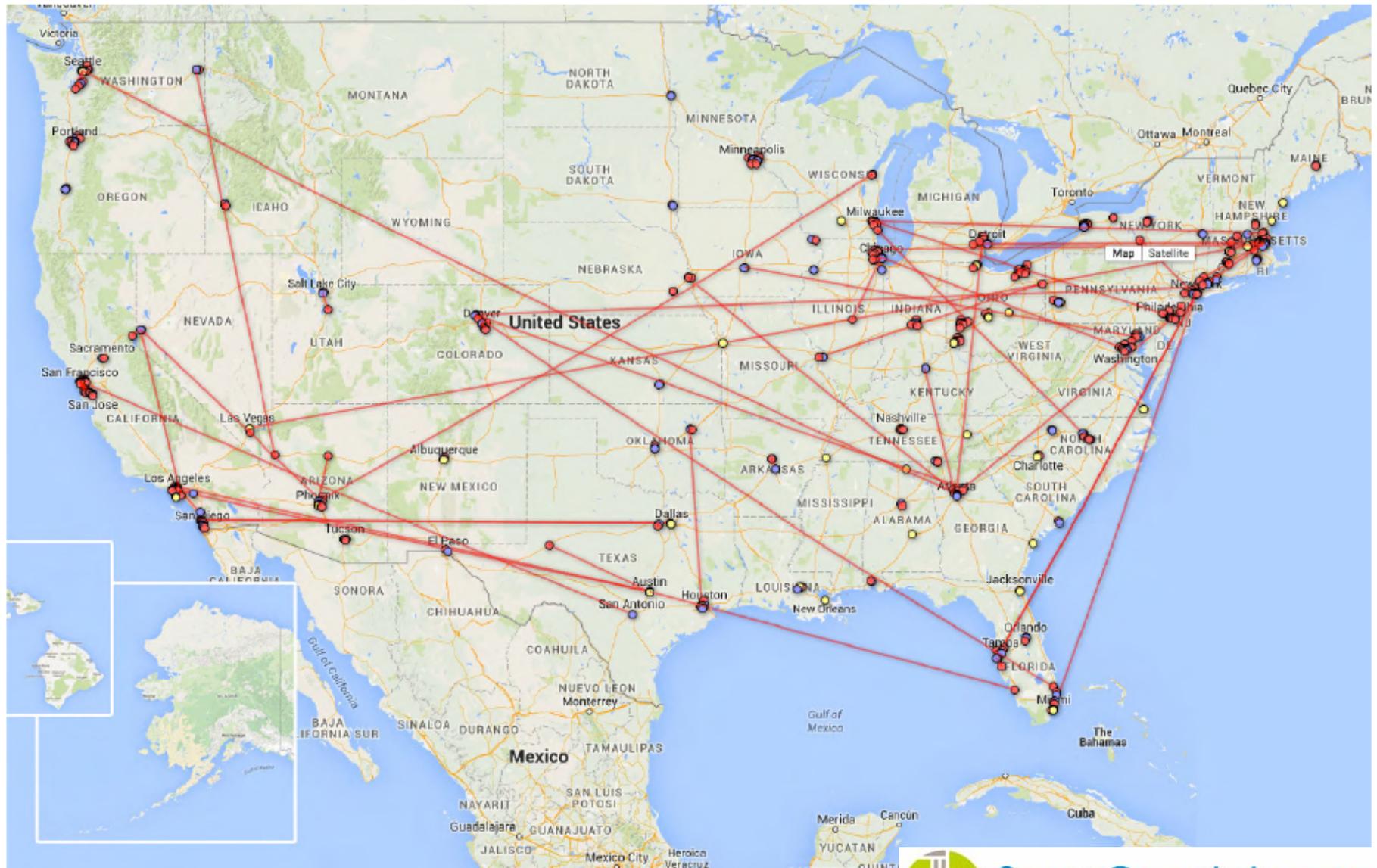
IN PARTNERSHIP WITH



Center for Real Estate
and Urban Analysis
THE GEORGE WASHINGTON UNIVERSITY

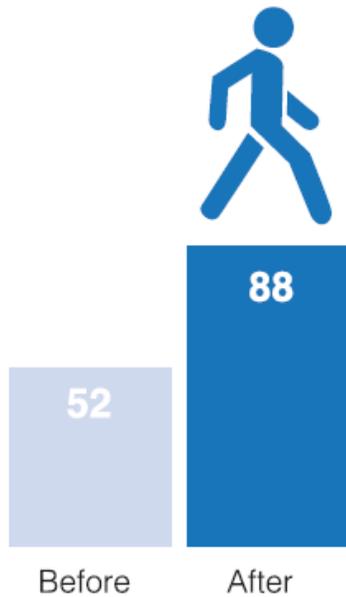
FIGURE 3

Map of where companies are moving

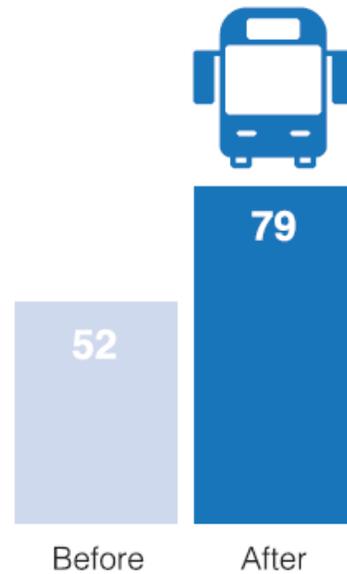


Smart Growth America
Making Neighborhoods Great Together

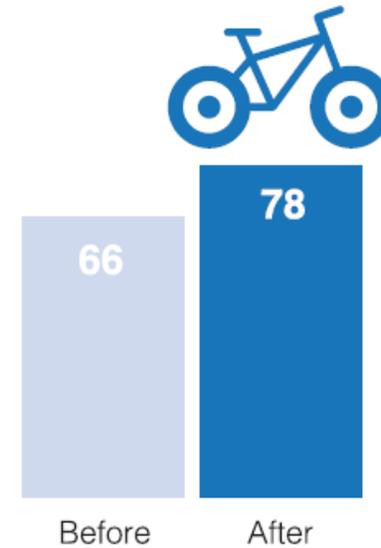
WALK SCORE



TRANSIT SCORE



BIKE SCORE



Businesses respond to changing preferences

- Across the country corporations are responding to employee preferences and **moving to the talent**.
- They are **choosing to relocate** from drive-only office parks to walkable locations.

Young Smart People Like Dense, Walkable Communities so Top Companies Are Moving There

Like it?



205

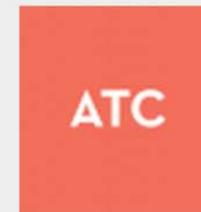
Posted April 15, 2015

0

comments

Keywords: Demographics, downtowns, toronto, urban density, Innovation, Best Practices, Housing, Leadership & Management, Communications & Messaging, Urban Planning, Populace, Resources, Transportation, Economy, Urbanism, Policy

Posted by:



Brandon Donnelly

Posts

Profile

Comments

Follow



Companies know that their greatest asset is human capital. And they have recently realized that a lot of young smart people want to live and work in dense walkable communities in cities, so they are moving to where their most talented employees are likely to be.

Last month it was announced that [Amazon will be taking 127,000 square feet](#) across 5 floors in a new office tower in Toronto's emerging South Core neighborhood. The space will be used for about 800 employees and they're expected to take occupancy this fall.

What does this mean?

Implications for policy



Photo: By TheRTP

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



Research Triangle Park unveils new master plan

Research Triangle Park leaders announced that Hines, an international real estate firm with a U.S. headquarters in Houston, has been selected to support the redevelopment plan of the Triangle's business park.

RALEIGH (WTVD) — The Research Triangle Foundation, which manages Research Triangle Park, announced a new master plan for the park Friday. Officials said the plan gives RTP a more urban design that's intended to "attract a new generation of entrepreneurs and creative employees."

"Companies and employees today want an environment and an experience that encourages collaboration and creativity. Our new Master Plan is designed to do just that," offered Bob Geolas, President and CEO of the Research Triangle Foundation in a statement. The new master plan calls for a transformation of the Park's 7,000 acres into an innovative design that is more sustainable than the current model, according to officials.

It addresses access and land use issues and proposes adding more housing and shops, along with links to future transit.

<http://abclocal.go.com/wtvd/story?section=news/local&id=8879836>

Park Center

THIS IS NOT YOUR GRANDFATHER'S RTP

“Fifty-five years ago, the Research Triangle Park transformed the economy of North Carolina. Now we’re poised to do it again — pointing the state toward a brighter future with a redevelopment we call Park Center.

. . . the first redevelopment in RTP’s long and storied history. It will bring to the Park, for the first time ever, an array of eateries, retail, recreation and entertainment. There will be places for people to live, close to where they work, or stay while they are visiting.

More importantly, it will be a place where leaders in technology, science, the arts and the humanities can come together, collaborate and create a better future for us all. Creating a place where collaboration can occur between industry and academia, nonprofits and corporate titans, entrepreneurs and government is our goal. We want to create spaces for people to gather, meet, hang out and be inspired.

. . . We imagine an area that is walkable, bikeable, accessible to all — and eventually linked to regional transit.”

The bottom line

“A region’s most important source of competitive advantage is its workforce. In the past, employers attracted workers, **but now**, according to a study by CEOs for Cities, **it’s the pool of talent that attract firms**, particularly in the knowledge economy. The vast majority of college educated young people chose where to live based on factors other than employment opportunities.

Creating attractive, mixed use communities attracts the talent, and that business.”

-- Ania Ania Wieckowski,
Harvard Business Review,
The Magazine, May 2010
108

Economic development is increasingly a competition over *placemaking*.



COURTESY: CITY OF FRANKLIN

- Revitalizing old main streets and legacy downtowns
- Retrofitting suburban centers

These are the key opportunities.

But you have to be positioned to take advantage of it.





Smart Growth America

Making Neighborhoods Great Together



(Re)Building Downtown

A Guidebook for Revitalization

Coming December 14, 2015



Thank you

Christopher Zimmerman



Smart Growth America

Making Neighborhoods Great Together

- Example of success
 - Meridian; Arlington; Conway; Asheville; Franklin
- Types of success
 - Big city, TOD
 - Suburban revit, TOD
 - Suburban retrofit
 - Small town, traditional Main Street

