



Economic Development, Community Character & Quality of Life – What’s the Link?

Your Town Workshop
August 19, 2010
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“Sustainable development is development
that meets the needs of the present without
compromising the ability of future
generations to meet their own needs.”

Source: United Nations, Bruntland
Commission Report

It is about our children

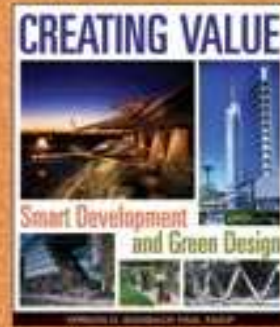


“Conservation is a state of
harmony between man and
nature.”

-Aldo Leopold

Sustainability Goals

- Healthy Environment
- Vigorous Economy
- Vibrant Community



“If a building, a landscape or a city is not beautiful, it will not be loved, if it is not loved, it won’t be maintained and improved. In short , it won’t be sustained.”

Doug Kelbaugh, Dean, University of Michigan, School of Architecture





The Patterns of Development

- Where you put development
- How you arrange development
- What development looks like





“Every community needs a long range conservation plan, just like it needs a long range transportation plan.”



Boulder, Colorado - Greenbelt

When people can't see where they are going, they want to slam on the brakes



Green Buildings – A Key to Sustainability

- Energy Efficiency
- Water Conservation and Reuse
- Indoor Air Quality
- Materials
- Site Planning and Waste Management
- 3rd Party Verification



Sustainable Development effects land development not just buildings





NEW URBAN NEWS
COVERING TRADITIONAL TOWN PLANNING AND DEVELOPMENT
VOLUME 2 • NUMBER 4

NOVEMBER • DECEMBER 1997

STUDY CONCLUDES

Narrow streets are the safest

Twenty-four foot wide streets are the safest, according to a study by Swift and Associates and the City of Longmont, Colorado. The study, *Residential Street Typology and Injury Accident Frequency*, looked at 20,000 automobile accident reports over an eight year period in Longmont, and examined fire department records. This data was correlated by street and 13 variables.

"The most significant causal relationships to injury and accident were found to be street width and street curvature," according to the report. "The analysis illustrates that as street width widens, accidents per mile per year increases exponentially, and that the safest residential street width is

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The Value of Trees

- “Studies show that developed lots with trees sell for an average of 15-20 percent more than similarly sized lots without trees.”
- Tree planting and preservation pays off not only on upscale properties, but on smaller inexpensive lots as well.
- Trees also help clean the air, provide a home for wildlife, slow stormwater runoff and reduce the urban heat island effect.”

Source: *Building Greener Neighborhoods: Trees as Part of the Plan*, NAHB





Value of Landscaping

- Increases financial return from 5 to 15 percent
- Increases the rate of project absorption
- Increases employee productivity, morale and job satisfaction
- Helps developers win support for proposals

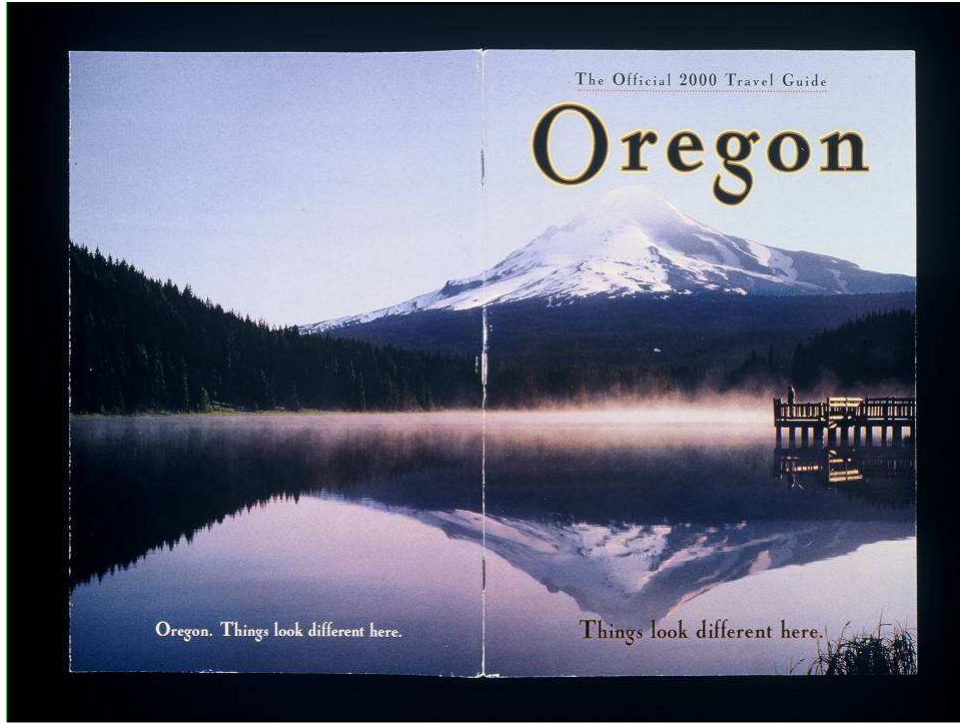
- ULI, *Value By Design*



COMMUNITY IMAGE
IS CRITICAL
TO ECONOMIC VITALITY
AND QUALITY OF LIFE

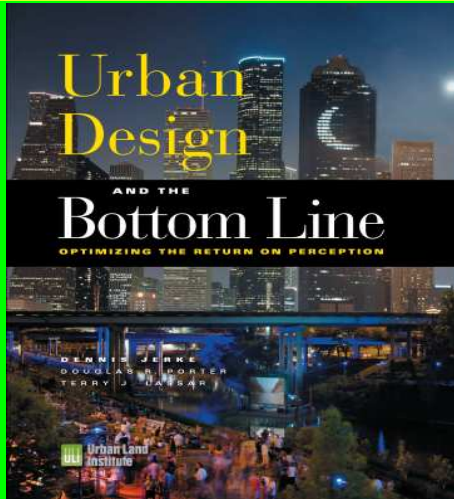
“How people think of a place is less tangible, but more important than just about anything else”

Richard Florida, Author
The Creative Class





Green Space & Property Values



- “The relationship between rising property values and green spaces is well documented.”
- “Some studies find as much as a 15 to 30 % increase in the value of properties adjacent to parks and open space.”



Charleston Waterfront - Before



Charleston Waterfront - After



"You Give the Best of the City to Everyone"

Joe Riley, Mayor of Charleston



Value of Open Space

- Developers build golf courses because golf courses sell real estate at premium prices
- Very expensive to design, build & maintain golf courses
- Parks and open spaces also sell real estate at premium prices at lower costs to create and maintain



Community Amenities Sought by Homebuyers

- Walking trails/bike paths - 36%
- Parks/natural areas - 26%
- Playgrounds - 21%
- Daycare - 14%
- Soccer Fields - 9%
- Golf Course - 6%

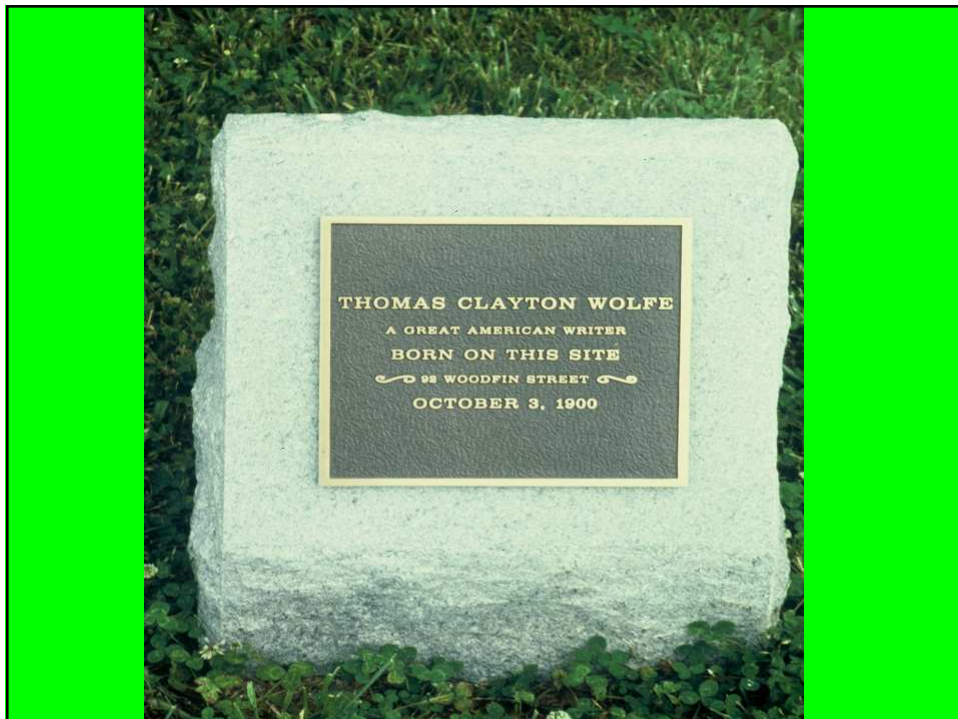


- April 2004

National Association of Realtors
National Assn. of Homebuilders



Identify and preserve
historic buildings,
neighborhoods and
landscapes





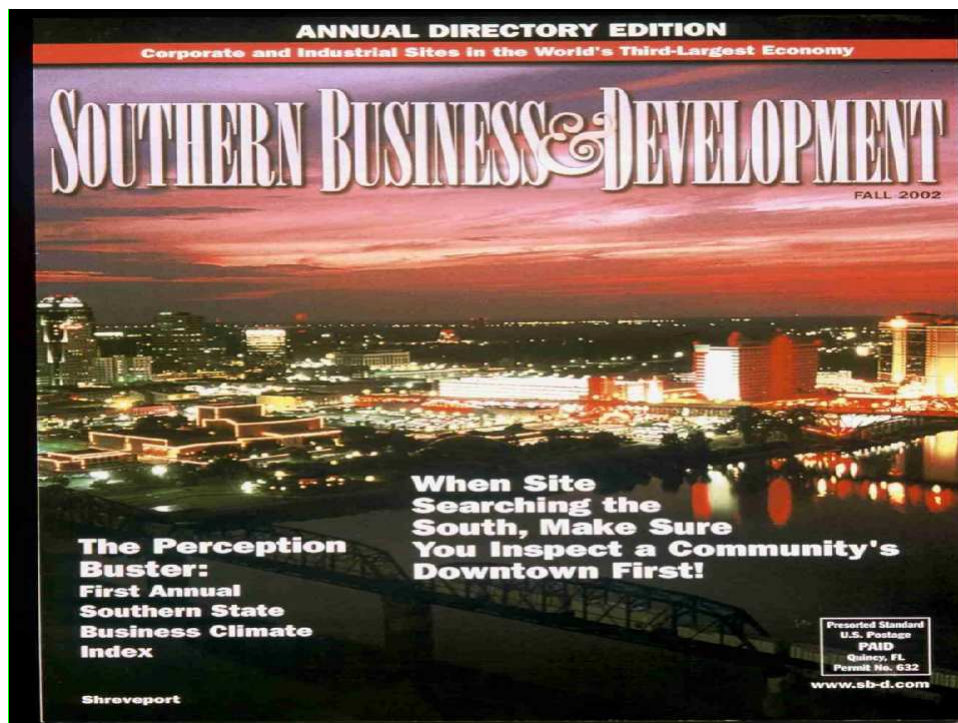






"Among cities and towns with no particular recreational appeal, those that preserve their past continue to enjoy tourism. Those that haven't, receive Almost no tourism at all. Tourists simply won't go to a city that has lost its soul."

- Arthur Frommer





New Construction
Should Enhance
Community Character











You Have a Choice!

“When a chain store developer come to town they generally have three designs (A, B, or C) ranging from Anywhere USA to Unique (sensitive to local character).”

“Which one gets built depends heavily upon how much push back the company gets from local residents and officials about design & its importance.”

Source: Bob Gibbs, Retail Consultant, Birmingham, MI





















“We’ve reached a stage
Where we can be flexible.
We no longer have to build
a gray-blue battleship box.”

Robert W. Stoker
Wal-Mart’s Senior Real Estate Manager

The Changing Shape of Big Box Stores

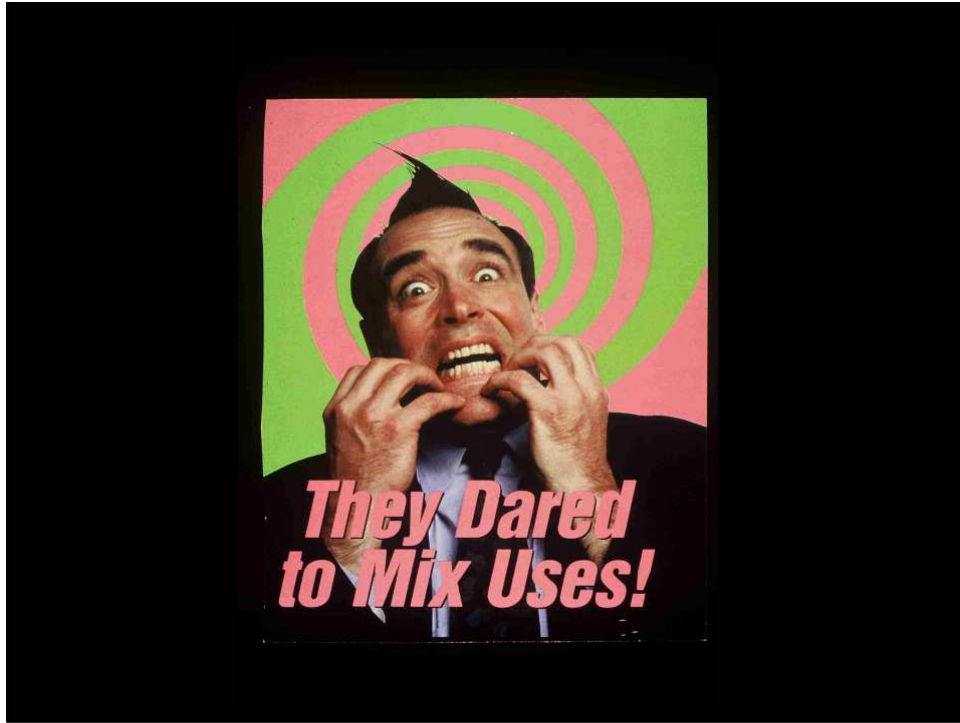


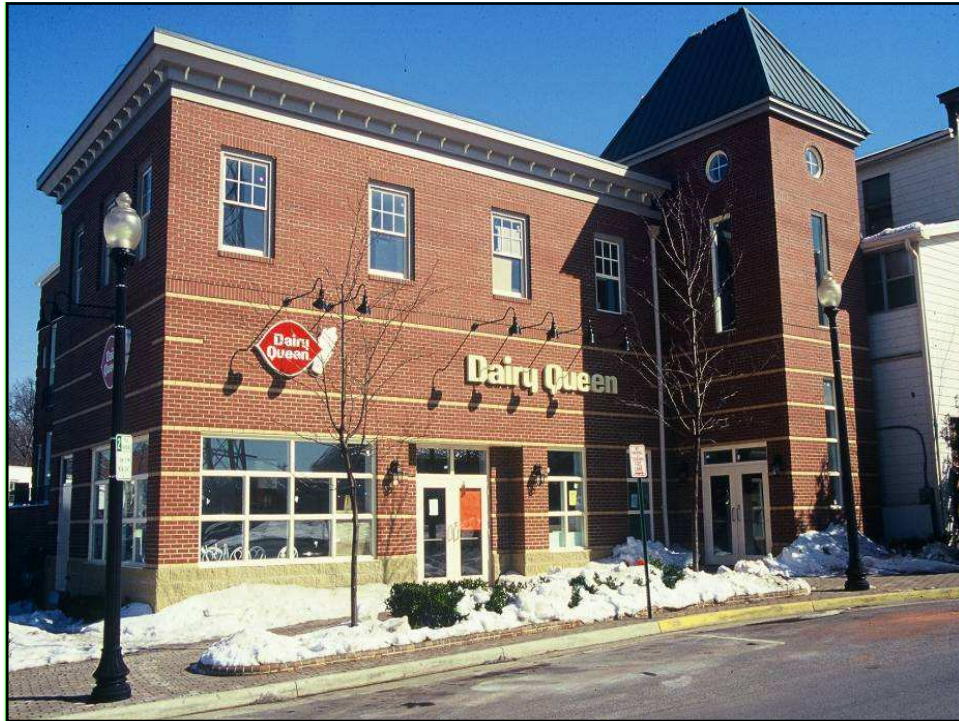
A growing number of big box stores are located in multi-story buildings, which means they use less land, fit better with the community and are accessible on foot or by transit.

Target, Stamford, Connecticut



Downtown Target
Nicollet Mall, Minneapolis

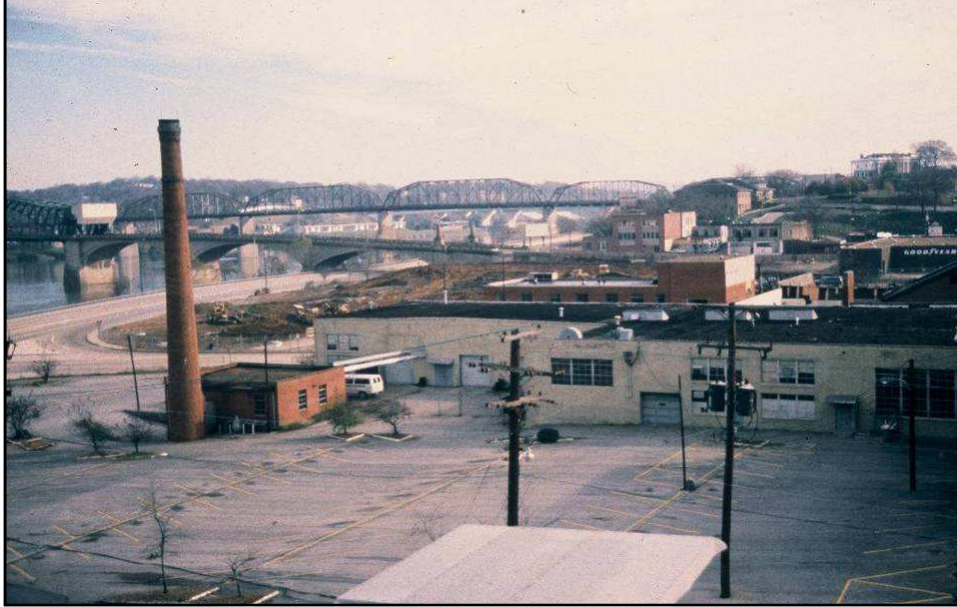




Secrets of Successful Communities

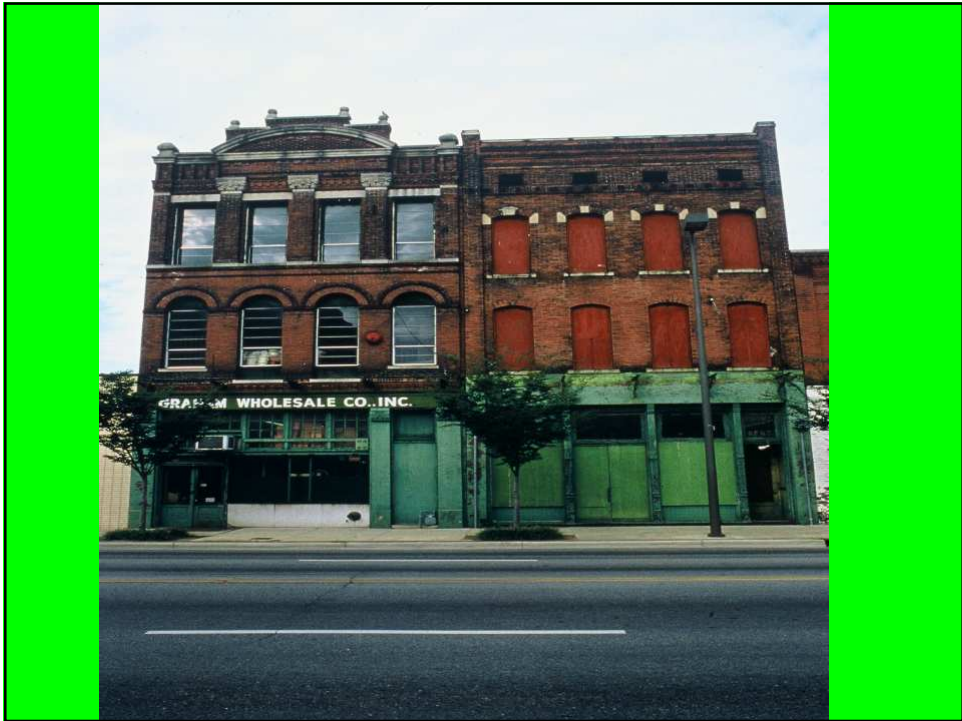
- Develop a vision for the future
- Inventory local assets and resources
- Build plans around the enhancement of assets
- Use education, incentives, partnerships and voluntary initiatives – not just regulation
- Pick and choose among development proposals
- Cooperate with neighbors for mutual benefit
- Protect community character as well as ecology and economics
- Have strong leaders & committed citizens

Most Polluted City



Model for Sustainable Development










T

The initial segment of the Tennessee Riverpark near the C.B. Robinson Bridge has become the most loved and used park in Hamilton County. More than one million people of all ages, races and economic status visit the park annually.





Key Lesson Learned

How much something costs is not the most important question.



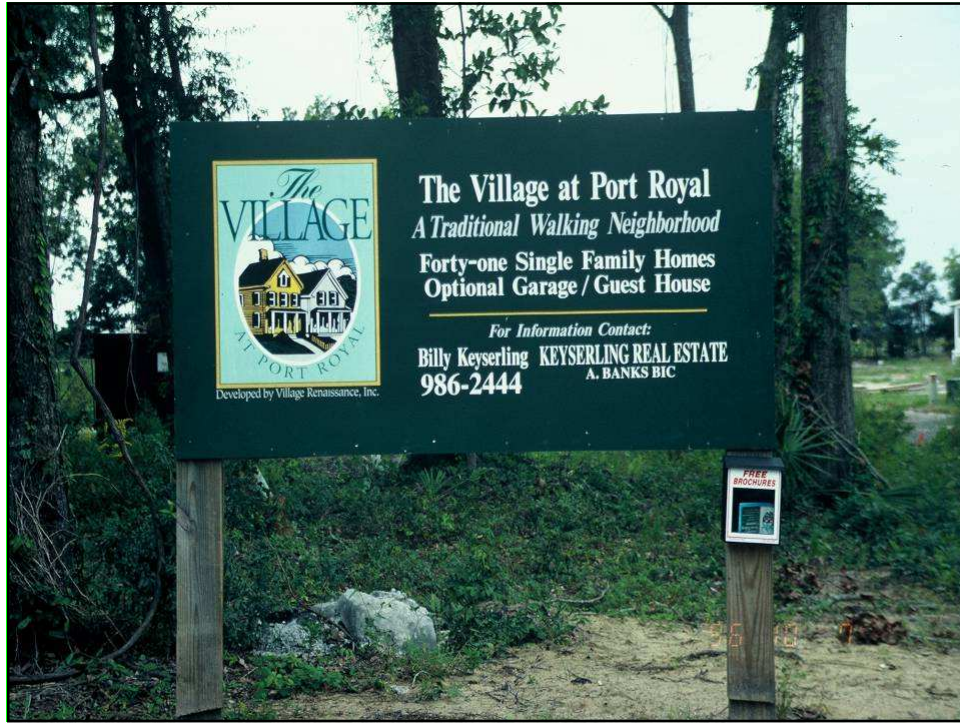


Key Lesson Learned

Why would anybody invest in a community that won't invest in itself?













Inventory Assets

- Natural Resources
- Cultural Resources
- Human Resources
- Economic Resources
- Educational Resources

Sometimes the Assets are Obvious









Explore Beyond Regulation

- Education
- Incentives
- Partnerships
- Voluntary Initiatives

Why Do We Educate?



Why Should We Use Incentives?





Community Character Matters



“We take stock of a city like we take stock of a man. The clothes or appearance are the externals by which we judge.”

- Mark Twain



Community Character



Grand Union Hotel, Saratoga Springs, New York

Deteriorates One Project at a Time



Grand Union Grocery Store, Saratoga Springs, New York

And it Can Get Better – One Project at a Time



Grand Union Plaza & Hotel, Saratoga Springs, New York

**SUCCESSFUL
COMMUNITIES PICK
AND CHOOSE AMONG
DEVELOPMENT
PROPOSALS**

Would you rather shop here?



Or here?



“People stay longer, spend more money and come back more often to places that attract their affection.”

Source: *Urban Design and the Bottom Line*, ULI, 2009

Hometown Hero's!

“Never doubt that a small group of committed individuals can change the world. Indeed, it is the only thing that ever has.”

- Margaret Mead

It Is Not Always Easy



Leadership is Important!

But Sometimes Unappreciated!



“Apart from medicine, education, wine, public order, roads, irrigation, public health and a fresh water system, what have the Romans ever done for us?”

Source: Monty Python’s, *Life of Brian*

A Final Thought

Vision counts, but
implementation is
priceless!

Thank You!

Ed McMahon, Urban Land Institute
emcmahon@uli.org