PlaceMaking as an Economic Development Tool

Nathan R. Norris
January 24, 2019
Attracting & Retaining Talent

Brain Drain or Brain Gain?
Place and Quality of Life
What is the greatest economic development initiative of all time?
Paris: 1850 - 1870
How Loved is Paris?

“Extraordinary... Absorbing.” — Time

IS PARIS BURNING?

Larry Collins and Dominique Lapierre
read by Frederick Davidson • unabridged

“Burn Paris!” was the order that had come shrieking over the phone.
All the private passions, all the rising up of the people, the Undergroundswell of heroism, the housewives who faced death and worse, the Liberation... all these come blazingly alive with an all-star cast from the film capitals of the world.

PARADIGM PICTURES
SCRIPT: RITZA / KRA IYAK

IS PARIS BURNING?

With a stunning international cast,

JEAN-PAUL BELMONDO · CHARLES BOYER · LESLIE CARON
JEAN-PIERRE CASSEL · GEORGE CHAKIRIS · ALAIN DELON
KIRK DOUGLAS · GLENN FORD · GERT FROBE · YVES MONTAND · ANTHONY PERKINS
SIMONE SIGNORET · ROBERT STACK · MARIE VERSINI · SKIP WARD · ORSON WELLES

Produced by PAUL GRAETZ directed by RENE CLEMENT

Based on the Best-Selling Book by LARRY COLLINS and DOMINIQUE LAPIERRE. A Co-Produced Transcontinental Films-Marriage Productions. A Paramount Pictures Presentation.

CITYBUILDING PARTNERSHIP
<table>
<thead>
<tr>
<th>Country</th>
<th>Year</th>
<th>Area</th>
<th>Features</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paris</td>
<td>2017</td>
<td>40 square miles</td>
<td>No mountains, No beaches, No forests</td>
<td>40 Million</td>
</tr>
<tr>
<td>Alabama</td>
<td>2017</td>
<td>52,000 square miles</td>
<td>Mountains, Beaches, Forests</td>
<td>26 Million</td>
</tr>
</tbody>
</table>
Books Document These Models

PARIS REBORN
NAPOLÉON III, BARON HAUSSMANN, AND THE QUEST TO BUILD A MODERN CITY

STÉPHANE KIRKLAND

"Wide-ranging and readable history."
—The New Yorker

Reimagining Greenville
BUILDING THE BEST DOWNTOWN IN AMERICA

JOHN BOYANOSKI WITH KNOX WHITE
Distinctive Communities are a Brand
The Two Operating Systems

Drive-only
Conventional Suburban Development

Walk-able, Bike-able,
Drive-able, Transit-able,
Linger-able
Traditional Neighborhood
New Apartments Next to New Homes = - 4

Visual Preference Survey: Montgomery, AL by Anton Neessen
New Apartments Over Shops = +7
Same Densities, Different Results

Visual Preference Survey: Montgomery, AL by Anton Nelessen
Design Matters at the Smallest Scale
Design Matters at the Smallest Scale
Incremental Transformation: Design Matters

Urban Advantage
Incremental Transformation: Design Matters
Incremental Transformation: Design Matters
Incremental Transformation: Design Matters
Incremental Transformation: Design Matters
Incremental Transformation: Design Matters

Existing conditions
Incremental Transformation: Design Matters

Add new trees, sidewalks, on-street parking, lighting; upgrade medians; and remove overhead wires.
Incremental Transformation: Design Matters

Add new mixed use building
Incremental Transformation: Design Matters

Add more new mixed use buildings
Incremental Transformation: Design Matters

Add flowers and more new mixed use buildings

Image by Urban Advantage, Inc./Steve Price
How to Design a City
How to Design a City: The Cheat Sheet

Mall of America
“What if we don’t change at all ... and something magical just happens?”
Downtown Lafayette
Action Plan

Prepared by Wallace Roberts & Todd and Zyscovich Architects, with
Lambert Advisory

June 10, 2014
Arm supporters with easy to understand reasons WHY it matters.

**WHY DOWNTOWN?**

The importance of downtown can be exhibited from many perspectives. Written from the perspective of economic development, the Downtown Action Plan is inextricably linked to the many other reasons that Downtown is such an important regional asset.

**Environment.**
More people living downtown means fewer car trips, and therefore a smaller environmental footprint.

**Economic Development.**
As set out in the plan, providing high quality city living as an option is the easiest way for us to retain and attract a talented workers.

**Health.**
Living in a downtown provides people the opportunity to improve their health by walking or biking more.

**Tourism.**
Visitors to any region assess the community by the strength of its heart. The downtown is the heart of Acadiana and therefore serves as the primary identity to both visitors as well as prospective tourists.

**Fiscal.**
Downtown produces the greatest revenue return to the government due to its efficient infrastructure.

**Culture.**
Downtown is home to our most important cultural assets. Ensuring a strong downtown enhances the value of those existing assets.

**Social.**
Strengthening the downtown will strengthen all the surrounding neighborhoods. It provides more time to spend with family and friends when you do not have to spend time sitting in traffic. A strong downtown serves old and young, rich and poor.

**Congestion Relief.**
More people living downtown results in fewer people clogging up the suburban arterial streets.
Giving the Vision to Future Generations

WACKER'S MANUAL
OF THE
PLAN OF CHICAGO

Municipal Economy

Especially Prepared for Study in the Schools of Chicago
Auspices of the
CHICAGO PLAN COMMISSION

BY
WALTER D. MOODY
Managing Director, Chicago Plan Commission

1912
Meaningful Vision

Rules & Tools

Implementation
Great Places Do Not Happen By Accident

Ranson, WV
Coding for Character

Photo courtesy of Anton Nelessen
Coding for Character

Photo courtesy of Anton Nelessen
Coding for Character

Photo courtesy of Anton Nelessen
Coding for Character
Downtown Character Program

Competitive Advantages

1. Convenience
2. Vibrancy
3. Outdoor Rooms
Keep It Simple with Easy to Read Graphics

Downtown Lafayette, LA Zoning Code

Between 0.0’ and 10.0’ of the Walkway.

Minimum Transparent Glazing Area:
“A” Street: 50%
“B” Street: 30%

Does not include mullions and frames smaller than 4.0”

All glass shall be transparent with a maximum 15% reflectivity.

Setback areas shall be paved.
(Red line denotes Front Lot Line.)
Exposed upper stories of the parking garage shall be enhanced with an architectural facade having a minimum 20% vertically proportioned fenestration or openings.

Min. 12.0' Depth for Min. 40% Lot Width (Frontage Buildout § (d)(2)) For First Story

Min. 18.0' Depth for Min. 80% or 90% Lot Width (Frontage Buildout § (d)(2)) To Height of Garage

“B₀” Street Interface
Parking garages along “B₀” streets shall be masked from view of the Walkway by the required Frontage Buildout (Frontage Buildout § (d)(2)) for the first story.

“A₀” Street Interface
Parking garages along “A₀” streets shall be fully masked by the required Frontage Buildout (Frontage Buildout § (d)(2)) to the height of the parking garage.
### VILLAGE CENTER REGULATING PLAN CHECKLIST

<table>
<thead>
<tr>
<th>SECTION</th>
<th>REQUIREMENT</th>
<th>COMPLIANCE</th>
<th>NOTES</th>
</tr>
</thead>
<tbody>
<tr>
<td>19.27010(T)ll.l.C</td>
<td>Does the Regulating Plan include a Map or Maps drawn to scale showing the following?</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Thoroughfare Network</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td></td>
<td>Thoroughfare Types</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td></td>
<td>Sub-District Allocation</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td></td>
<td>Blocks</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td></td>
<td>Lots</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>Table 27-7</td>
<td>Are the Thoroughfares used on the Thoroughfare Network map and indicated in the list of Thoroughfare Types of the types permitted in the Village Center Zoning District?</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>19.27.020(C)(II)</td>
<td>Has the Regulating Plan designated a contiguous Main Street at least 500 feet in length using one of the Commercial Street Thoroughfare types permitted for the Village Center Zoning District?</td>
<td>yes</td>
<td>no</td>
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<tr>
<td>19.27.020(B)(I)</td>
<td>Has the proper land area of the Village Center, excluding Thoroughfares and undevelopable land, been allocated to each Sub-District?</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. T3 - Edge 10-30%</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td></td>
<td>b. T4 - General 30-75%</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td></td>
<td>c. T5 - Center 10-30%</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td></td>
<td>d. CD - Civic 5-20%</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>19.27.020(B)(IV)</td>
<td>Are all of the Lots of each Block Face assigned to the same Transect Sub-District?</td>
<td>yes</td>
<td>no</td>
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<tr>
<td>19.27.020(C)(III)</td>
<td>Are the Lots of each Block Face abutting the Main Street allocated to the T5 Sub-District?</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td>19.27.020(C)(III)</td>
<td>Are the Lots abutting each Thoroughfare designated with the proper Sub-District (context)?</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>a. AV-75-40 (T3, T4, or T5)</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td></td>
<td>b. CS-104-72 (T4 or T5)</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td></td>
<td>c. CS-80-44 (T5 only)</td>
<td>yes</td>
<td>no</td>
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<tr>
<td></td>
<td>d. CS-80-34 (T4 or T5)</td>
<td>yes</td>
<td>no</td>
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<tr>
<td></td>
<td>e. ST-60-34 (T3, T4, or T5)</td>
<td>yes</td>
<td>no</td>
</tr>
<tr>
<td></td>
<td>f. ST-50-28 (T3, T4, or T5)</td>
<td>yes</td>
<td>no</td>
</tr>
</tbody>
</table>
Avoid letting big, monolithic projects dominate over small, resilient building types.
Seek small, resilient building types to create character and provide opportunities for small builders/developers to be involved in large projects that are normally reserved only for large developers.
Plan for Redevelopment of Downtown Block for Character and Small Builders/Developers

Downtown Development Authority of Lafayette, LA
Baby Steps for Increasing Pride in Your Community

Our Low-Hanging Fruit — the Gateway Sign
Gateway Sign: Our Low-Hanging Fruit
Gateway Sign: Our Low-Hanging Fruit
Develop an Iconic Photo-Op for Your Community
Develop an Iconic Photo-Op for Your Community
Develop an Iconic Photo-Op for Your Community: Paintable
Develop an Iconic Photo-Op for Your Community: Paintable
Develop an Iconic Photo-Op for Your Community: Paintable
Develop an Iconic Photo-Op for Your Community
It’s All About the Love
Never doubt that a small group of thoughtful, committed people can change the world.

Indeed, it is the only thing that ever has.
Prior to establishing the CityBuilding Partnership, Nathan served as the CEO of the Lafayette Downtown Development Authority where he and his team spearheaded the development of the award-winning Downtown Action Plan and the Creativity Everywhere initiative; created the Development and Design Center; secured the adoption of a groundbreaking and graphically-intensive form-based code; established the CityBuilding Exchange educational conference for community leaders; and initiated a major road diet on one of the two main thoroughfares, as well as the development of the Return on Infrastructure Investment Analysis Tool.

Previously, Nathan was the co-founder and Director of Implementation Advisor for the international urban design firm PlaceMakers, LLC. At PlaceMakers, Nathan worked with developers and municipalities to plan, entitle, develop and market neighborhoods, towns and cities. During this time Nathan started the Magical Mystery Tour series of intensive site tours of leading projects and places. Prior to the creation of PlaceMakers, Nathan served as the Director of Marketing & Sales for multiple large scale traditional neighborhood developments.

He is a contributor to the Charter of the New Urbanism and the SmartCode Manual; a co-founder of the New Urban Guild; a founding board member of the Transect Codes Council; the primary author of the Smart Growth Schools Report Card; a certified instructor for the National Association of Realtors Smart Growth course; and the project manager for the Appraisal System which rates the merits of development from the perspective of Smart Growth principles.

He regularly speaks across the country on how communities can leverage placemaking as an economic development tool. He received his undergraduate degree from the University of Virginia and his law degree from the University of Alabama. Nathan can be reached at nathan@citybuildingpartnership.com

Provides Guidance and Planning Services for Cities and Developers