

NEWS & *views*

Economic Development Division

SPRING 2007

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News & Views, published quarterly, is the newsletter of the Economic Development Division of the American Planning Association. We welcome articles, letters, suggestions and information regarding workshops and other educational opportunities for economic development professionals. Please forward your submissions by email to our Editor, Dr. Ned Murray, AICP (address below).

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Tools For Planning & Economic Development: Parking Districts

by William Anderson, FAICP, Director of City Planning & Community Investment, City of San Diego

What to do with the car? This seemingly simple question challenges more city planners, developers, urban designers, retailers and urban communities today than almost any other single question. The answer influences the cost of housing and commercial development, affects residual land values, molds architecture and urban design, impacts air quality and enhances or diminishes commercial competitiveness.

The challenges that parking the car present are most troublesome in existing urban communities where infill development and public or private redevelopment is encouraged as part of an urbanization or "Smart Growth" planning strategy.

Surface parking is a large consumer of land, which often carries a high opportunity cost where land is scarce relative to demand, such as

(continued on page 3)



Parking convenience can influence the public's travel choices.

THOUGHTS FROM THE CHAIR



Please join us in welcoming APA's 20th and newest Division: Latinos and Planning. At its meeting in Fort Worth in November, the APA Board of Directors approved the formation of the Latinos and Planning Division. During the past two years, volunteers throughout the country

organized and led forums — dialogos — to identify the major challenges facing Latino planners and Latino communities. These conversations gave impetus to the creation of APA's 20th division. For more information, see www.planning.org/newsreleases/index.htm.

Please join the Economic Development Division Networking Reception and Annual Business Meeting on Monday, April 16th from 5:45 p.m. to 8:00 p.m. This is held during the National APA Conference in Philadelphia, April 14-18th. Be sure to join us for refreshments and networking! We will discuss the proposed work plan along with a variety of interesting topics, including conveying this year's Student Scholarship and Economic Development Planning Project award-winners.

Right before our annual business meeting, the EDD will present one of its by-right sessions, "Benchmarking the Creative Class," at 4:30-5:45 (Monday, April 16th). It promises to be cutting-edge, with examples of creative economy strategies including Michigan's Cool Cities Initiative. Also, please join us for our other by-right session, on Sunday, 1:00-2:15, "The Urban Grocery," where the essential grocery store is explored as a critical element in developing urban villages, new town centers and creating a 24/7 environment for the creative class. We appreciate the work of our 2007 Conference Chair, Kristin M. Szwajkowski, AICP of The Pew Charitable Trusts in making these two exciting sessions happen.

One more invitation: APA is providing presenta-

tion times for each division at The Pavilion. The EDD's assigned time to present on economic development is Sunday, April 15 at 3:00 to 3:30 PM. Come by and support your division — and bring others interested in learning about economic development planning. As always, if you are interested in participating in any of the EDD's activities, please contact me at rhondap@ufl.edu. There are exciting opportunities available. We look forward to seeing you in Philly. ■

— Rhonda Phillips, AICP

IN THIS ISSUE OF NEWS & VIEWS



We are pleased to provide our members with two interesting articles from separate coasts in our winter issue. In our lead article, "Tools for Planning and Economic Development: Parking Districts," author Bill Anderson presents a compelling account of community park-

ing districts and smart growth in the mixed-use community of Hillcrest in San Diego, California. In our second article, "2007 Lake Okeechobee Regional Economic Alliance Economic Development Consensus," author Kaylee Collins provides the highlights and a progress update on economic development summit activities in the land of America's sugar cane industry.

We are encouraged by the range of economic development topics included in our articles and the geographic distribution of stories. However, we still have not heard from members in many of our mid-western and southern states. If you have an idea for an upcoming story, please send it along. It's a great way of publicizing the great work you're doing in your community. I can be reached by phone at (305) 348-1444 or email at murrayn@fiu.edu. ■

—Ned Murray, AICP, Editor

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in urban communities with growing economies and population. Surface parking fields conflict with urban design attempts to create community environments that are comfortable to the pedestrian. Structured parking that uses less land, however, is expensive to provide and construction costs keep rising. The convenience or inconvenience of parking can influence the public's travel choices, and can support or impede business' access to customers. Urban commercial districts of small shops compete with shopping centers that provide more ample parking.

Many cities are attempting to enhance or create mixed-use, walkable, transit-served and affordable districts to accommodate future growth as an alternative to sprawl. For example, in San Diego, where I'm Planning Director, this planning strategy is fundamental to our new General Plan update, also known as the City of Villages plan. The parking strategy is fundamental to the



Plan's success. Except perhaps in the largest cities where public transportation alternatives are abundantly available and used by a high percentage of travelers, urban districts in most cities must still accommodate cars used by commuters, consumers and residents.

Hillcrest

Hillcrest, a pre-WWII urban, mixed-use community in San Diego near Balboa Park and a mile north of Downtown is a typical example. When land use zoning was first enacted in 1931, off-street parking was not required. Those requirements came decades later. Consequently, much of Hillcrest's commercial core and surrounding multi-family residential developments did not provide off-street parking. This created a pedestrian-oriented environment that many planners would like to replicate today in new communities. However, over time, Hillcrest's business district began to lose trade to

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PARKING DISTRICTS, CONT. FROM P. 3

the new competitive shopping centers in the 1950s to 1970s that offered free and convenient parking in lots.

In response, some commercial property owners during the 1960s through early 1980s tore down historic pedestrian-oriented buildings and replaced them with suburban-style strip retail with surface parking. Other commercial provided parking in odd-ways to avoid costs but still compete, such as building structures on piers over surface parking, front driveways to apartment buildings with wide curb cuts that destroyed the streetscape.

In the early 1990s, the community and City reacted by preparing new zoning codes under a Planned District Ordinance with urban design regulations that protected and enhanced the urban streetscape, and modified parking requirements. The community and City recognize that older development and historic resources are valuable assets for community character and, with less stringent parking requirements or more innovative ways

to approach parking, buildings can cover most of the lot area to create an urban environment. Future redevelopment will require smaller buildings that cannot easily accommodate parking and expensive underground parking in larger developments. It has helped that rising property and land values as San Diego grows better aligns development economics with these planning objectives.

Still, the question remains, what to do with the car? Underground parking is expensive. Private developments that provide it must recover the expense through higher rents and prices to make a project economically feasible, sometimes driving the building design to a mass and height that is unacceptable to many in the community.

The community and City recognize that older development and historic resources are valuable assets for community character and, with less stringent parking requirements or more innovative ways to approach parking, buildings can cover most of the lot area to create an urban environment.

Land Economics of Parking

In San Diego's redevelopment project areas, parking development costs of recent projects ranged from almost

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PARKING DISTRICTS CONT. FROM P. 6

Parking As a Managed Resource

Parking is a scarce resource that needs to be designed, supplied and managed. Parking must be designed to use the land efficiently, provide convenient access to destinations and fit within the streetscape and urban design context. Parking must be supplied as part of the community infrastructure to meet demand and regulated in a way that encourages innovation. Parking must be managed to coordinate supply and demand, tailored for location and time of day.

Parking management is the management of time. The demand for parking time is a function of the uses that draw people with cars to park (residences, workplaces, retail shops, entertainment, etc.), when each use generates demand, the length of time needed to park and number and convenience of alternative ways people can access their destinations without using a car, such as walking, bicycling and transit.

The supply of parking time is a function of number and location of spaces relative to demand, which varies by use, location, day and time of day.

Planners often try to manage parking at the community level and the project level. The community level management includes parking master plans and parking improvement districts to provide shared parking facilities, credit for transportation demand management reductions, allowance for different types of parking, such as tandem or stacked, the provision of public transportation and design for other modes of travel and the planning and creation of mixed-use districts with multiple land uses that generate off-setting demand for parking resources. The goal is create a community where people will park once, then walk further, if the environment is interesting and conducive to walking.

Planners try to manage parking at the project level through regulation, zoning and discretionary approvals. Project analysis includes service standards and thresholds, traffic impact guidelines and parking needs that consider the use of other modes, and reductions for af-



Parking management is the management of time and space(s).



fordable housing, transit area proximity, mixed-use and bicycling parking.

As with most commodities, however, pricing can be the major mechanism for reconciling demand and supply. Dr. Donald Shoup, from UCLA, in his book *The High Price of Parking*, discusses how parking policies and lack of pricing discipline distorts the allocation of parking resources, which ultimately affects community character.

Community Parking Districts to Manage the Resource

Community Parking Districts (CPDs) is one approach that allows communities to implement pricing-based parking solutions in communities that face serious parking challenges.

To illustrate, the City of San Diego has six Community Parking Districts with more proposed. Often community districts, particularly commercial districts, resist paid public parking, fearing that it would discourage customers. The key to their formation and success is to create a financial, management and pricing policy partnership with the community.

Each CPD has a designated Advisory Board responsible for developing plans and expending allocated revenue. The advisory boards operate either through business improvement associations or nonprofit community development corporations, contracting with the City, to develop an Implementation Plan, manage CPD funds and fulfill the community's parking goals as stated in each Implementation Plan.

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	<p><i>Experts In:</i></p> <table> <tr> <td>Feasibility Studies</td> <td>Market Prioritizations</td> </tr> <tr> <td>Real Estate Market Strategies</td> <td>Highest and Best Use Analyses</td> </tr> <tr> <td>Economic and Fiscal Analyses</td> <td>Economic Growth Strategies</td> </tr> <tr> <td>Expert Testimony</td> <td>Downtowns and Main Streets</td> </tr> <tr> <td>Planning Advisory Services</td> <td>Residential and Commercial</td> </tr> </table>	Feasibility Studies	Market Prioritizations	Real Estate Market Strategies	Highest and Best Use Analyses	Economic and Fiscal Analyses	Economic Growth Strategies	Expert Testimony	Downtowns and Main Streets	Planning Advisory Services
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The City of San Diego allows each CPD to retain forty-five percent of new parking meter revenues collected within its boundaries, providing them a financial incentive to introduce paid parking while also maintaining the City's existing revenue streams by pricing more efficiently. Each CPD dedicates its revenue to fund improvements and activities that increase the availability, supply and effective use of parking to residents, visitors and employees in its district. Funds may be used for financing an increase in new parking supply, marketing for the district, signage, printed materials, websites, landscaping and security to the benefit of commercial districts. These resources, often combined with the resources from a Business Improvement District, help the districts compete with shopping centers.

Besides providing revenue to the districts, pricing is used to manage parking demand. The City is introducing new multi-space electronic meters that allow variable pricing, payment for actual time a space is used (as opposed to 10 minute increments) and flexible ways of paying including credit and debit cards. Some technology can electronically report real time demand and utilization data, even violations.

The City is testing a pilot program with the Downtown CPD whereby the City and CPD together establish pricing policy, such as operating hours and variable pricing policies, in coordination with private parking facilities. Variable pricing technology allows districts to charge different rates throughout the day; for example, lower rates during times when demand is low to encourage more customers, and higher rates during peak demand times when the parking supply may be overwhelmed to encourage carpooling or use of transit. The meters can

be calibrated differently so that meters a premium is paid for the most desirable spaces close to the district core and a discounted price is paid at spaces further out, (but within walking distance or accessible by shuttle), perhaps where land and parking development costs are lower. Districts may choose to charge a rate that varies by length of use, such as a higher hourly rate for longer stays to discourage excessive use or employee parking in



certain locations if the district's businesses primarily provide services that depend on turnover, or, conversely, a lower hourly rate for a longer stays to increase the average length of say of shoppers if the district is a dining, entertainment and specialty shopping district where sales increase as people walk around and explore the district.

If the pilot program is successful, each community parking district, in partnership with the City and in coordination with private parking, will develop their own strategy to fit their land use circumstances, competitive concerns, marketing strategies, financial considerations and parking demand issues, to answer the question themselves: what to do with the car? ■

Variable pricing technology allows districts to charge different rates throughout the day; for example, lower rates during times when demand is low to encourage more customers, and higher rates during peak demand times when the parking supply may be overwhelmed to encourage carpooling or use of transit.

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The 2007 Lake Okeechobee Regional Economic Alliance Economic Development Consensus: Key Highlights and Progress Update

by Kaylee Collins, Conference Coordinator, LORE Alliance Economic Development Summit

The Lake Okeechobee Regional Economic (LORE) Alliance of Palm Beach County Economic Development Summit was held on January 4, 2007 at the Dolly Hand Cultural Arts Center in Belle Glade, Florida. Approximately 150 residents, city, county and state officials, business leaders and agency directors met to continue the dialog and discussion of issues developed at the Tri-Cities Economic Development Summit of 2005, to review activities and developmental progress since that time and to consider prospects for future economic development in the Lake Region.

Topics included:

- Economic Development: Creating Jobs, Attracting Businesses and Enhancing Our Community
- Education: Preparing Our Students for Successful Careers
- Area Infrastructure: Maintaining and Improving the Essentials for Economic Development
- Housing Choice and Opportunities
- What's Next? Conclusions

Progress Since 2005 Economic Development Summit

The following addresses the progress of the Lake Region since the Tri-Cities Economic Development Summit in October 2005, and the needs and hopes of the community, region and state for area economic development in the upcoming years.

Accomplishments Since October 2005

The Tri-Cities Economic Development of 2005 sought many solutions to the multi-faceted issue of



Sugar cane being mechanically harvested in the Lake Region

economic development. The 2005 Economic Development Consensus requested important infrastructure, education and housing needs. The LORE Alliance of Palm Beach County Economic Development Summit of 2007 displayed evidence of economic development in the Lake Region and the beginnings of some significant improvements to help the area move forward. Actions taken as a direct result of the 2005 Tri-Cities Economic Development Summit are as follows:

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1. Education

Since 2005, higher education providers in the Lake Region have made remarkable progress. Palm Beach Community College has increased its training programs. It now includes a correctional officers' academy, welding, diesel, practical nursing, child care and criminal justice. The Community College has future plans to add programs in the areas of electrical, plumbing, Commercial Driver's License (CDL) classes and cosmetology. Webster University is working with PBCC's Belle Glade Campus to offer psychology degrees. Nova Southeastern University is also partnering with PBCC to offer Bachelors and Masters degrees in business in the Lake Region. Florida Atlantic University and PBCC have collaborated to launch the "Grow Your Own" teacher education program — Project Good FIT (First Introduction to Teaching). Freshmen and sophomore education majors will have the opportunity to intern in public school classrooms with model teachers in the Lake Region. Upon graduation and passing the teacher certificate exam, participants commit to teach three years in the Lake Region. These programs are just the beginning in improving the educational opportunities available to the Glades Area.

2. Area Infrastructure

The Tri-Cities Economic Development Summit of 2005 highlighted many areas of concern in regards to area infrastructure. Since the summit, the U.S. Army Corps of Engineers has, and still is, surveying the safety of the Lake Okeechobee dike system. However, federal funding and enhanced information from the U.S. Army Corps of Engineers is still needed to move forward on the project. Funding to implement the creation of the Belle Glade boat lock to provide recreational access to Lake Okeechobee and to promote tourism has been appropriated by the Florida legislature. The South Florida Water Management District is partnering with PBCC and the Department of Labor to provide a fast track introduction to construction course to assist in bringing local work to fulfill Lake Okeechobee needs. Plans are underway and fundraising has begun for a new 70-bed hospital that will be constructed in the Lake Region and will serve the Tri-Cities. These projects can be the foundation upon which a revitalized area infrastructure for the Lake Region is built.

3. Housing

In the area of affordable housing, Local Initiatives Support Corporation (LISC) has taken the first step in alleviating the housing problem in the Lake Region. In

the past year it has initiated the Belle Glade Renaissance project in Belle Glade which has already completed 22 of 100 homes with prices ranging from \$138,000-\$175,000. These homes are currently the most affordable new homes in Palm Beach County. However, much more needs to be done in this area. The Lake Region has the potential to address some of the affordable housing crises that exist in Palm Beach County, but it must be utilized and planned thoroughly.

Priorities of the 2007 Summit

The following are the detailed priorities of the 2007 LORE Alliance of Palm Beach County Economic Development Summit. Included in the text are those points that were not addressed after 2005's Tri-Cities Economic Development Summit.

A. Area Infrastructure

Goal: Prepare the Tri-Cities communities for upcoming economic development.

Specific Objectives:

- The Business Development Board should designate at least one full-time staff person to ensure economic development in the area. The County should fund this activity.
- Prepare the Glades for Economic Development including area infrastructure, job training, housing, land and funding.
- Continue feasibility study of an inland port and pursue possible positive opportunities to help improve the area, region and state.
- Seek legislation and funding to create a Glades Regional Plan for infrastructure, including: wastewater, storm water, the full implementation of the Regional Potable Water System and the completion of roadway systems to allow for area economic development.
- Fund a feasibility study for an air-cargo facility to be located along U.S. 27 near the Palm Beach/Broward county line.
- Update land development regulation to provide flexibility in housing types and densities.
- Revitalize deteriorating neighborhoods, buildings and commercial corridors.

LORE ALLIANCE ECONOMIC DEVELOPMENT CONSENSUS, CONT. FROM P. 10

- Facilitate the annexation of lands into South Bay, Pahokee and Belle Glade.
- Help implement the creation of the Belle Glade boat lock to provide recreational access to Lake Okeechobee.
- Explore opportunities of expanding Palm Beach County’s needed industrial space by using area land.
- Provide improvements needed to U.S. 27 and SR 80 and develop a “Heartland Corridor” for future highway development.

Justifications

One of the findings of the 2002 Strategic Economic Plan for the Glades is, “Commercial and industrial land is limited. Land for commercial and industrial use is limited.” With the help of the County in facilitating land annexation, this hindrance can be resolved.

Many of the panelists of the LORE Alliance of Palm Beach County Economic Development Summit advocated for an inland port. As Michael Williamson of Cambridge Systematics, Inc. pointed out, as “congestion continues to worsen, population continues to grow, the global economy is driving international trade and the transportation system capacity is being outpaced, we need to explore more solutions.”

Mr. Williamson is doing just that. In the company’s South Florida Port Feasibility Study, they have noted that an inland port can “Expand existing seaport capacity, increase system reliability, improve intermodal connectivity, improve congestion management activities, improve/modify local and regional distribution patterns, create new market opportunities and support regional economic development.” The study is ongoing, but seems to show promise.

Another noted barrier in the 2002 Strategic Economic Plan is, “Housing limitations. Housing is limited in the Glades.” The need for housing is prevalent, and the availability for the area to fulfill both its needs and the County’s needs for attainable housing is possible with the proper support and infrastructure. As the

Study states, “One of the primary roles of the public sector with respect to economic development is infrastructure, i.e., roads, water, sewer, electricity.”

At the 2005 Tri-Cities Economic Development Summit, Mary Helen Blakeslee, Chief Analyst of the Governor’s Office of Tourism, Trade and Economic Development stated the infrastructure can and should be in place for more housing and business developments on agricultural land in order to accommodate the growing economy.

B. Economic Development

Goal: To promote policies that encourage economic development, including eco-tourism, while ensuring the sustainability of agriculture in the area.



Aerial view of planting being done in the Lake Region.

Specific objectives:

- Promote the expansion of equestrian activity in the Lake Region.
- Promote policies that will ensure the sustain ability of agriculture in the area.
- Promote legislation and public policy that will increase the use of renewable energy derived from agriculture.
- Create a large regional farmers’ market in the area.

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LORE ALLIANCE ECONOMIC DEVELOPMENT CONSENSUS, CONT. FROM P. 11

- Fund a feasibility study for an air-cargo facility to be located along U.S. 27 near the Palm Beach/Broward county line.
- Implement the creation of the Belle Glade boat lock to provide recreational access to Lake Okeechobee.
- Develop a plan for Eco-tourism in the Lake Region coordinated among the Business Development Board, Tourist Development Board and Palm Beach County to capture the potential of the Torrey Island Plan and the Lake Okeechobee Scenic Trail (LOST).
- Develop and enhance the relationship with Visit Florida to promote the eco-tourism, fishing and water-oriented recreation of Lake Okeechobee.
- Continue with plans and fundraising for the new hospital in the Lake Region.
- Develop high-quality and affordable workforce housing.
- Request the Arts Council to identify the quality of life benchmarks for Lake Region heritage and culture.
- Implement a plan to decrease crime in the area.
- Accelerate the inspection and any necessary repairs to the Herbert Hoover Dike surrounding Lake Okeechobee to ensure the safety of the surrounding communities.

Justifications

The Lake Region has been an agricultural area for decades. The area is a major supplier of the nation's winter vegetables, and the sustainability of agriculture is important to the success of the area and the country. Additionally, the 2002 Strategic Economic Plan for the Glades, recommended, based on the potential need for "additional commercial airport facilities," that the County "Conduct a feasibility study for a commercial airport located along U.S. 27." This possibility may lead to economic success for the area and the entire County. Kevin Johns explained at the LORE Alliance of Palm Beach County Summit that economic development

tends to occur heavily around airports.

The 2002 Strategic Economic Plan also stated that, "A significant hindrance to tourism development in South Bay and Belle Glade is the lack of direct access to the Lake. For the southern part of the Glades to compete with other Lake communities, direct lake access is important." Access to the Lake will allow for more tourism and a thriving economy.

Additionally, one of the conclusions from the 2002 Strategic Economic Plan is that, "A Lake Okeechobee Marketing Plan for tourism," should be in place. Tourism

will help the economy thrive and bring dollars to the community. Jim Sheehan from Everglades Adventures is working on this promotion for Pahokee.

Mary Weeks, head nurse at Glades General Hospital, discussed at the Tri-Cities Economic Development Summit that available and affordable housing is needed to ensure that the nurses, teachers, firefighters and others that are recruited live and continue to live and work in the area. They are able to recruit nurses and teachers, but cannot encourage them to stay for the long term because of the commute that many must make

due to the lack of housing in the area.

The 2002 Strategic Economic Plan for the Glades noted "The Glades area has a long agricultural history in Florida along with a diverse set of cultures that can be an asset for the community." As the area develops, cultural and historical opportunities should be embraced, not overlooked or forgotten.

Also noted is that the crime rates in the Lake Region should be lowered significantly. In one of the cities, the violent crime rate is 4.98 times the National Average (cityrating.com), and the others are similar. The area needs a more successful program in place to keep crime rates down. As of 2006, the Palm Beach County Sheriff's Office is overseeing the Lake Communities. Unfortunately, gang activity is on the rise and should be halted.

Available and affordable housing, cultural and historical concepts, community safety and a thriving tourism industry will greatly enhance the area's economy.

C. Education

Goal: To improve the quality of education at all levels

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The Lake Region has been an agricultural area for decades. The area is a major supplier of the nation's winter vegetables, and the sustainability of agriculture is important to the success of the area and the country.

LORE ALLIANCE ECONOMIC DEVELOPMENT CONSENSUS, CONT. FROM P. 12

to enhance employment opportunities and improve poverty levels in the Lake Region.

Specific objectives:

- Immediately and fully implement in all the Lake Region schools the Palm Beach County School Board's Accelerated Academic Achievement Program.
- Continue and improve partnerships with the Palm Beach County School Board, PBCC, FAU and the State Board of Education.
- Maintain and continue to expand vocational training programs at the high school and community college level.
- Substantially increase the incentives for quality teachers to live and work in the Lake Region by adding additional pay increments and providing housing assistance.
- Add funding for accelerated high school programs in the Lake Region to enhance the Pahokee International Baccalaureate program or create new programs at Glades Central High School.
- Expand mentoring and scholarship programs, like Take Stock in Children, to increase opportunities for higher education.
- Require the SFWMD to assure that the job opportunities generated by the multi-billion dollar Comprehensive Everglades Restoration Plan (CERP) are available to the workforce of the Lake Region.
- Determine the potential for the Lake Region to capture new jobs from emerging biotechnology, marine science, telecommunications, IT and film/television industries.

Justifications

There is a need for jobs in the Lake Region and employees from the Lake Region. As stated in the 2002 Strategic Economic Plan for the Glades:



Mentor tutoring students in an after school program

Most of the persons providing professional and technical services in the communities drive in daily from the Royal Palm/Wellington areas. While this is certainly understandable, one consequence is that their earnings are not circulated in the community. A second consequence is that the civic leadership that these persons provide in their evenings and weekends is not being provided in the Lake Region. "Community identity"—so vital to development of a strong business and civic infrastructure—is missing among many who make their livelihoods in the Glades.

The Strategic Economic Plan also stated that a barrier to economic development is, "a labor pool lacking requisite job skills for the present and emerging job markets." Increasing education opportunities will increase the labor pool. Along the same lines, maintaining key vocational programs will assist in the continued success of certain occupations.

According to the 2000 U.S. Census, in South Bay, 65.5% of residents over the age of 16 are not in the labor force. In Pahokee, there is a 38% unemployment rate. In Belle Glade, the average travel time to work is 26.6 minutes.

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LORE ALLIANCE ECONOMIC DEVELOPMENT CONSENSUS, CONT. FROM P. 13

According to the 2000 U.S. Census, in Belle Glade and Pahokee, 9.2% of families and 12.4% of individuals are below the poverty rate. In South Bay, 65.5% of the people over the age of 16 are not in the labor force. People who are able to work must be trained. Vocational training is essential so that residents are employable and poverty levels and unemployment rates are lowered.

The area and the County should implement multiple workforce training programs for many different jobs. The programs should exist not only at the community college level, but also at the high school level.

Only about half of the area's population over the age of 25 has a high school degree or more according to the 2000 U.S. Census. Therefore, the high schools, too, must train their students and prepare them for successful careers. Students will be better off if they learn a trade they are interested in at an early age, especially if they are not planning on attending a community college.

Aside from vocational training, the area would like to see the implementation of the Palm Beach County School Board's Accelerated Academic Achievement Program. All schools in the area should receive a passing grade and ensure that all County residents are ensured a good education.

To help provide a quality education, the Lake Region needs quality teachers. As Marcia Andrews from the School District of Palm Beach County stated at the Tri-Cities Economic Development Summit, available and affordable housing is needed to recruit teachers to the area and attract them to stay here. The homeowner vacancy rate is as low as 1.5% according to the 2000 U.S. Census. There are very few homes available right now, but it is possible to have many attainable homes. This potential must come to fruition to attract quality teachers to the area. The Lake Region must be trained and needs to have employment and housing opportunities follow.

D. Housing

Goal: Make workforce housing available in the Lake Region.

Specific Objectives:

- Update local comprehensive plans to allow for smart growth development and flexibility in housing types and densities.
- Develop high-quality and affordable workforce housing.
- Facilitate the annexation of lands into South Bay, Pahokee and Belle Glade.

- Promote the Lake Region as a solution for workforce housing in Palm Beach County and work with the County.
- Streamline the development process and reduce development fees within the County and appropriate agencies to reduce or eliminate unnecessary procedural and financial burdens.

Justifications

With the median house costing over \$370,000 in Palm Beach County, there is a desperate countywide need for attainable housing. Even though the real estate market is soft, the national average is less than 50% of Palm Beach County's average. There is still a crisis, and families are still unable to afford houses.

According to Dr. Ned Murray, AICP, of the Metropolitan Center at Florida International University, "70.6% of large employers (100 or more employees) indicated the cost of housing in Palm Beach County has impacted their business/institution's ability to recruit new employees" and "72.6% of large employers indicated that the cost of housing in Palm Beach County has impacted their ability to retain existing employees." The Lake Region has the ability to fulfill the County's housing needs and to help the area and the entire County's businesses be more successful in recruiting and retaining employers by being part of the housing solution.

As mentioned previously, area-housing vacancy rates reach as low as 1.5% according to the 2000 U.S. Census. Therefore, in order to see this attainable housing potential come to fruition, the area will need more land — land that has not reached the cost heights that much of the County has seen. Help from the County is needed in obtaining this land and creating codes and regulations that allow for successful economic development.

(continued next page)

SUBMIT!

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May 15, 2007

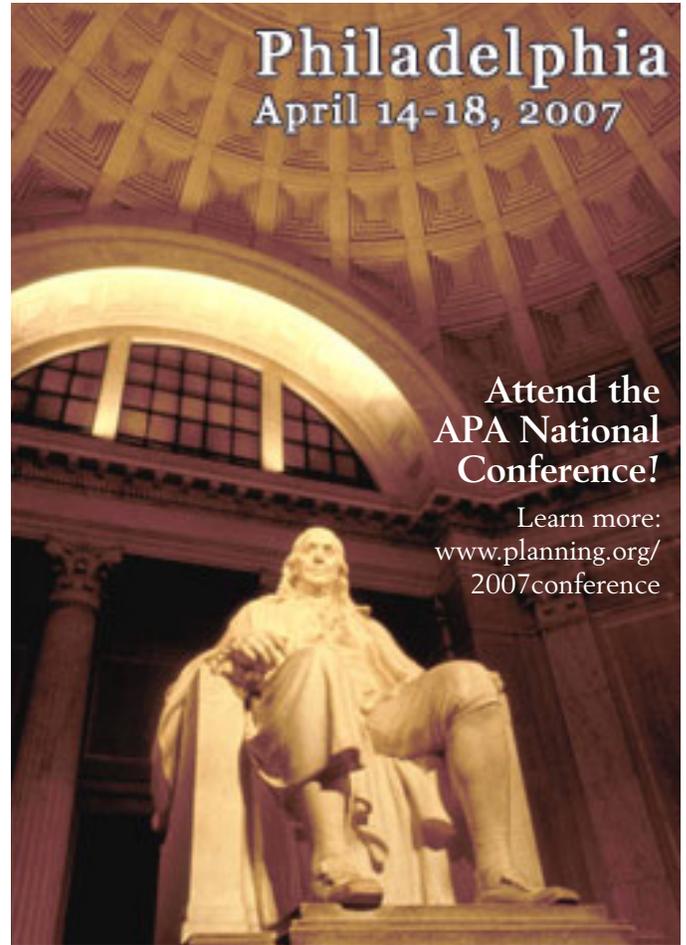
LORE ALLIANCE ECONOMIC DEVELOPMENT CONSENSUS, CONT. FROM P. 14

Conclusions

The Lake Region of Palm Beach County, Florida is encouraged and enthusiastic for a well thought out and expedited economic development plan and implementation in the community. Together with Palm Beach County, the Governor’s Office of Tourism, Trade and Economic Development, Florida’s Heartland Rural Economic Development Initiative, the Business Development Board, Enterprise Florida and many others, success can be formulated.

As the County grows further and further west, the Lake Region becomes closer and closer to the rest of the County. With the level of commuting constantly rising, the Lake Region wishes to capture some of the County’s residents who are looking for attainable housing and a community full of nice and welcoming neighbors. It needs more teachers, nurses and sheriff’s deputies, and the area and the County requires homes for these outstanding citizens. It also must ensure that there is a place for its current residents and that those residents are trained and have jobs, and that all residents have safe drinking water and an enhanced area infrastructure.

The Lake Region has beauty and charm. Lake Okeechobee is an asset that can be tapped into and used for tourism, residential, industrial and recreational purposes. The possibilities for the region are endless, and the time to move on this potential is now. ■



Welcome to Our New Members...

Courtney E. Anderson, AICP	Richmond, VA	Karen A. James	Joliet, IL	Jason Safford	Rosedale, NY
Angela R. Baker	Tallahassee, FL	Kim Jeong Seob	Seoul, S. Korea	Patricia Saternye	Charlottesville, VA
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Keren-or Costanzo	Davis, CA	Alyssa S. Marino	Boston, MA	Andrew Taylor	Columbus, OH
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Katherine E. Ennis, AICP	Northport, AL	Ellen Miller-Wolfe	Kirkland, WA	Mike Tedesco	Pueblo, CO
Eric D. Fazzini	East Lansing, MI	Terri Murray	West Palm Beach, FL	Pamela Thompson	Dallas, TX
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Tom Ginter	Madisonville, TX	Dana O'Connor	Pittsburgh, PA	John K. Trant, AICP	Cranberry Township, PA
Justin S. Givens	Paola, KS	Ryan Pettit	Des Moines, IA	Nathan Willingham	Muscle Shoals, AL
Sara Hage	Chicago, IL	Fred Querry	Altoona, PA	Dani Wray	Los Alamitos, CA
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We invite you to learn more about the Economic Development Division of APA at our website: www.planning.org/economic.

Calendar of Upcoming Events

April 12

EDA/IEDC Regional Economic Development Roundtable Symposia, "Building Business in the Southwest Border," San Antonio, TX, Marriott Rivercenter.
www.iedconline.org/edasymposia/San_Antonio.html

April 14-18

2007 APA National Conference, Philadelphia Convention Center, Philadelphia, PA.
www.planning.org/2007conference/

April 30-May 2

IEDC Economic Development Training Class, "Introduction to Economic Development," Reno, Nevada.
www.iedconline.org/?p=Training_Intro_NV

May 16

EDA/IEDC Regional Economic Development Roundtable Symposia, "Global Gateways," Hilton Long Beach and Executive, Long Beach, CA.
www.iedconline.org/edasymposia/Long_Beach.html

May 17-18

IEDC Economic Development Training Class, "Real Estate Development & Reuse," Kansas City, MO.
www.iedconline.org/?p=Training_Real_Estate_MO

May 20-22

IEDC, "If You Build It Conference," Kansas City Westin Crown Center, KC, MO.
www.iedconline.org/IfYouBuildIt/index.html

June 14

EDA/IEDC Regional Economic Development Roundtable Symposia, "Disasters and Economic Dislocations: Building a Disaster-Proof Economy," Atlanta, GA.
www.iedconline.org/edasymposia/atlanta.html

September 16-19

2007 IEDC Annual Conference, Westin Kierland, Phoenix, AZ.
www.iedconline.org/AnnualConference/index.html