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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, Shani Porter (address below).

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SUBMIT!

Deadline for the Winter Issue of

NEWS & VIEWS

January 21, 2011

Economic Development is More Than Just a D.R.E.A.M. in Missouri

by Michael Hurlbert, AICP, Senior Project Manager, PGAV Planners

The State of Missouri closely mirrors the nation in politics, economics, and demographic make-up. With two major metropolitan areas surrounded by vast countryside, Missouri is a mix of urban and rural cultures and industries. The mix of these cultures, industries, and economic markets create a challenge when pursuing a statewide economic development strategy. Therefore, as in other states, in order to effectively and equitably implement economic development, there are numerous statewide agencies with a variety of programs and specialties.

In 2006, three Missouri state agencies discussed ways to combine efforts and assist rural communities in economic development with an emphasis on the revitalization of aging downtown districts. The three agencies, the Missouri Development Finance Board (MDFB), Missouri Department of Economic Development (DED), and the Missouri Housing Development Commission (MHDC) jointly developed the Downtown Revitalization and Economic Assistance for Missouri (DREAM) Initiative.

The DREAM Initiative provides designated small- to mid-sized rural Missouri communities discounted technical planning assistance and

(continued on page 5)



Riverfront Park Gateway in Washington, MO.

INSIDE THIS ISSUE...



“Dreaming”...“Who Are We”...“Outdoor Spaces”...“Food Without Walls”...all sound like great movie titles but, in fact, are all article topics included in your Fall 2010 News & Views newsletter. As we move into a new year, we will witness amazing

changes to our social environments, from the way we eat and play to the way we communicate and think. Access to information is at our fingertips but being able to comprehend the social media avenues so easily accessed is often mind-boggling.

The News & Views team has spent many hours discussing how to best share this newsletter with you. I’m certain some of you may be reading this issue on your iPhone or Blackberry while waiting in a checkout line or riding mass transit. Maybe you will read it the old-fashioned way and print it out. However you view this newsletter, I hope it provides you with additional insight into many issues we face in our communities.

Challenge yourself to find one new idea in this newsletter and implement it in your community. It is up to all of us as planners and economic developers to monitor all of the changes taking place while planning and designing successful communities. Effective communication is key to success in our ever-changing society. We know that if we “Dream It,” it often leads

Challenge yourself to find one new idea in this newsletter and implement it in your community.

to many of the most valued and appreciated developments and attractions in our communities. Knowing “Who We Are” provides a deeper appreciation for the impact we will leave. Enjoying our “Outdoor Spaces”

that we have created for ourselves and others is enlightening. Options for “Food Outdoors” reminds us all to sit back, relax and enjoy the moment...while reading your Fall 2010 News & Views newsletter, of course.

Happy Holidays and Happy New Year 2011! 🍷

— Shani Porter, Editor

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THOUGHTS FROM THE CHAIR



The Greater St. Louis Economic Development Network (GSLEDN) asked me to address its bimonthly meeting in late September. It's a huge honor, of course, to be asked by your peers with whom you have worked for three decades to talk about "Lessons Learned from Many Years of Consultancy." But it also focuses the mind on changes in our profession(s).

I say profession(s) with the parenthetical "s" because the 175-member GSLEDN is comprised of, well, economic developers but also planners, city managers, real estate brokers and developers, attorneys, and...you get the picture. Eighty of these people attended the September luncheon. Like planning, economic development has rapidly evolved as an inclusive discipline. Like planners, economic developers know that it takes a village to build a village. The more inclusive we are, the more progressive we can be in enhancing our collective prosperity.

Part of my talk was to contrast the old ways of economic development with the new. OK, I took some liberty with sharp distinctions by classifying the old ways as "blue collar" and the new ways as "creative classes" in order to make a point. The point is that planners and economic developers need each others' skills more than ever.

In the blue collar period, economic developers would develop an industrial park, sell and lease real estate, chase a smokestack or two, maybe get fancy with an IRB, and work directly with labor unions and corporations.

In the "modern era" of the creative class, economic developers are increasingly involved in strategic planning, balancing labor and business contacts with community engagement, retaining firms more than attracting them, enhancing the quality of life, attracting college grads so brain power jobs will follow, re-training the blue collar labor force, clustering of talent and companies, and complex financing with seed money, venture capital, mezzanine capital, and a multitude of incentives, loans, grants, and clawbacks.

After reading that lengthy list, is it any wonder that planning and economic development are so closely related? And no wonder that the Economic Development Division of APA is the second largest division. We as planners have a crucial role in the prosperity of our communities. We as economic developers cannot nurture such prosperity without good planning.

For a download of my PowerPoint presentation, go to www.stlrcga.org/x3556.xml and scroll down to September 30th.

Thank you for being an EDD member and helping to advance our mission. ■

— Bob Lewis, AICP
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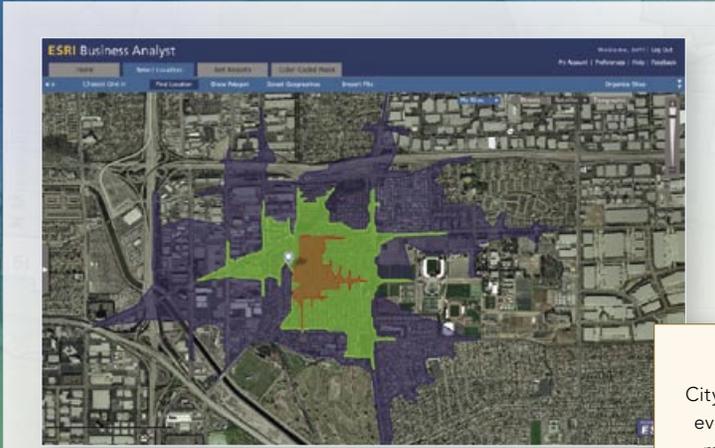
Planning Healthy Communities Forum

The American Planning Association's Planning and Community Health Research Center recently created and launched an exciting new online forum: Planning Healthy Communities, <http://planning-healthycommunities.webs.com>. The forum provides a venue for discussion among planning and public health practitioners and other stakeholders on topics related to healthy, sustainable communities — including air quality, brownfields, climate change, environmental justice, food systems, health impact assessments, housing choice & affordability, parks, open space & recreation, schools, social equity, transportation alternatives, urban design, and water quality.

The purpose of the forum is to share information about events, best practices, and the latest research in your field as well as learn about what other local and state governments are doing to create healthy, sustainable communities. Among other things, you can ask and answer questions, blog about a hot topic, post events, and participate in discussions. By contributing to this forum, you will help to strengthen and improve the health of urban and rural communities!

To view the forum, visit <http://planninghealthycommunities.webs.com>. To contribute to the content, create a FREE member profile by clicking here. Please feel free to circulate to your members. ■

The creation of this forum was made possible by a grant from the Centers for Disease Control and Prevention.



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D.R.E.A.M., CONT. FROM P. 1



B&B Theatres In-Fill Development in Hannibal, MO.

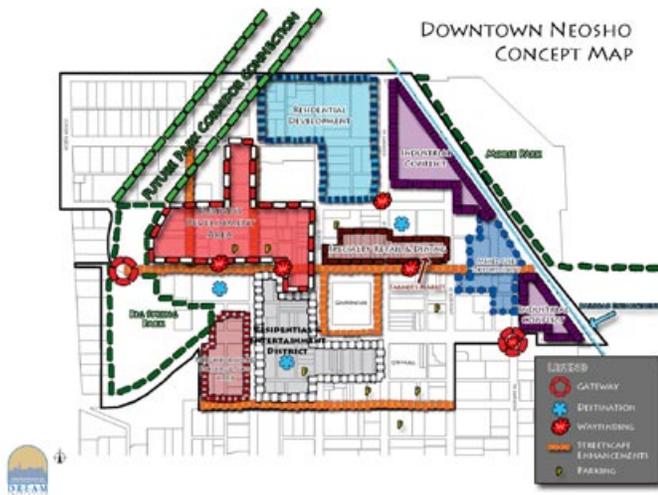
priority access to state programs to accomplish their Downtown revitalization goals. The Initiative focuses on activities that will encourage and leverage private investment to increase the productive use (or put back into use) of land and buildings. The goal of the Initiative is to increase the number of downtown businesses, jobs, tax base, and quality of life. DREAM provides

a community all the necessary planning, design, and strategic planning tools to address the broad spectrum of issues necessary to revitalize their unique downtown. DREAM makes these tools, which are utilized often in larger areas, accessible to smaller communities.

DREAM is unique because it concentrates efforts of three state development agencies and provides private planning and technical assistance tailored to the needs of each downtown. Additionally, other state agencies become involved as necessary including the Missouri Department of Transportation (MoDOT) for roadway improvements and wayfinding signage, Missouri Department of Natural Resources (DNR) for the state Historic Preservation Office, and Missouri Division of Tourism and the Missouri Arts Council for their respective expertise. Each agency brings specific development capabilities important to a comprehensive revitalization program.

In order to provide planning, architectural, and technical assistance, the state issued an RFP and selected PGAV. PGAV, an urban planning, architecture, and destination consulting firm, implements DREAM and assists with overall program administration. PGAV

(continued next page)



Concept Map from Downtown Strategic Plan for Neosho, MO.

D.R.E.A.M., CONT. FROM P. 5

staff and the state agencies work very closely with city staff, public officials, chamber representatives, locally organized DREAM committees, and regional planning organizations to develop recommendations and a vision desired by city leaders, downtown stakeholders, and various community groups.

When communities are designated in DREAM, they enter into a three-year contract which frames the specific scope of work. The contract details a multi-faceted downtown planning effort with ongoing project support, financial guidance, and community engagement. The Initiative requires a local 20% match of the planning costs to ensure local buy-in.

The scope of work designed for a community is customized and typically includes organizational structure review, land use surveys, community and consumer surveys, residential and retail market analyses, streetscape and building design, financial projections, downtown marketing and destination assessments. Stakeholder engagement, public education, reports and specific recommendations accompany each of these components and culminate in a Downtown Strategic Plan. The Strategic Plan is designed to focus all the recommendations into a step-by-step process, including funding opportunities, to implement the plan. Strategic plans are adopted by the local governing body and recognized as representing the culmination of three years of public input and the community’s vision and goals for Downtown.

With the recent addition of five municipalities, the State of Missouri has designated a total of 40 DREAM communities ranging from smaller towns such as New Haven (population 1,867) to larger cities like St. Joseph (population 76,222). The first 10 communities designated in 2006 have recently “graduated” from the Initiative.

DREAM has directly affected nearly 475,000 residents of the 40 designated communities. DREAM has also influenced development in non-designated cities, provided seminars and training for all Missouri municipalities interested in Downtown revitalization, and reinvigorated downtown revitalization efforts across the state. DREAM’s effectiveness is best illustrated

by the completion of numerous community-specific projects. DREAM impact for the cities and towns designated in 2006 includes:

- 110 total projects with estimated job creation/retention of over 2,500
- about \$77 million leveraged in Missouri incentive funding to attract about \$200 million in 85 brick and mortar projects
- about \$2.50 of total project investment for every \$1 of state funds
- leveraged local community matching funds of \$466,000 for over \$2.4 million in state funds for downtown revitalization planning

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Silver Moon Plaza in Chilicothe, MO (as proposed, above; and as built, below).



D.R.E.A.M., CONT. FROM P. 6

Other tangible results from DREAM include Federal grant designations, statewide and national recognition for communities, the relocation of significant businesses and attractions to downtown areas, and assistance with new and existing businesses. Some specific examples include assisting Cape Girardeau in obtaining a "Preserve America" grant for wayfinding and marketing, formation



Groundbreaking at Schultz School in Cape Girardeau.



Ely & Walker Shirt Factory in Kennett, MO (\$12M vacant warehouse adapted to senior living).

of the Mid-Town Tax Increment Financing District in Sedalia, and design and construction of public enhancement projects, such as Silvermoon Plaza in Chillicothe and der Hermannplatz in Herman, Missouri. ■

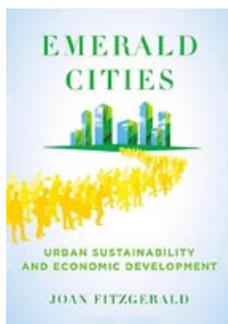
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Registration Details Forthcoming ❖ Questions? Contact Adam Ploetz at adam@495partnership.org

Food Without Walls: The Planning and Economic Development Benefits of Outdoor Food

by Alex Iams, Commercial Development Planner, Arlington Economic Development

Google describes its Trends tool, which tracks search volume and news references, as “interesting and entertaining,” but warns it shouldn’t be used “to write your Ph.D. dissertation.” Perhaps Trends isn’t good enough for a dissertation, but it is an accurate reflection of America’s interests, whether it’s “Super Bowl” every February, “Where do I vote” every other November, or “Justin Bieber” since the middle of 2009.

One of the latest sensations on Trends is “Food trucks” which — based on search volume — have probably arrived at a curbside near you. Food trucks and carts have come a long way since the wrinkled hot dog days, and now deliver some of the trendiest and freshest foods around. Add in regular farmer’s markets and festivals, and the prevalence of Food Without Walls is probably at an all-time high.

This is good news for food lovers, and for planners and economic developers. The outdoor food trend is enlivening public spaces, training entrepreneurs, and enabling consumers to buy local products. Vendors are also breaking from the traditional food distribution channels, purchasing from local suppliers and nearby farms. And with success at the curbside or in the market, some vendors have made the transition to permanent space.

Outdoor food has gotten ahead of the rules in many places, prompting communities to revisit their regulations. This is good — many regulations pre-date the hot dog days — and it has led to important civic discussions about how to balance the benefits of outdoor food against the potential drawbacks.

Building Community

According to research and plenty of anecdotal evidence, people are embracing the uptick in outdoor food. A study commissioned by the City of Portland, OR found that 94 percent of customers who had visited a food cart had a “positive or very positive” impression of them. In Arlington, Virginia, the Crystal City Business Improvement District found that 96 percent of patrons

at the Crystal City farmer’s market said it “improved or greatly improved” life in the neighborhood.

With consumers hungry for more, the number of outdoor food facilities is rising. Portland added 125 food carts in the past two years. Arlington issued 65 additional vendor permits in 2010. Columbus, Ohio has developed a fleet of 40 taco trucks. Los Angeles, the mobile food vending capital of America, has more than 9,500 mobile food vendors.

New York City caps food cart permits at 3,100 and allows an additional 1,000 permits on a seasonal basis.

Outdoor food facilities are making economically productive use of public spaces, and making them more active, colorful and fun. Sometimes a food facility accentuates an already strong urban place — like a busy park or plaza — and other times it creates a place where none existed before, like a surface parking lot.

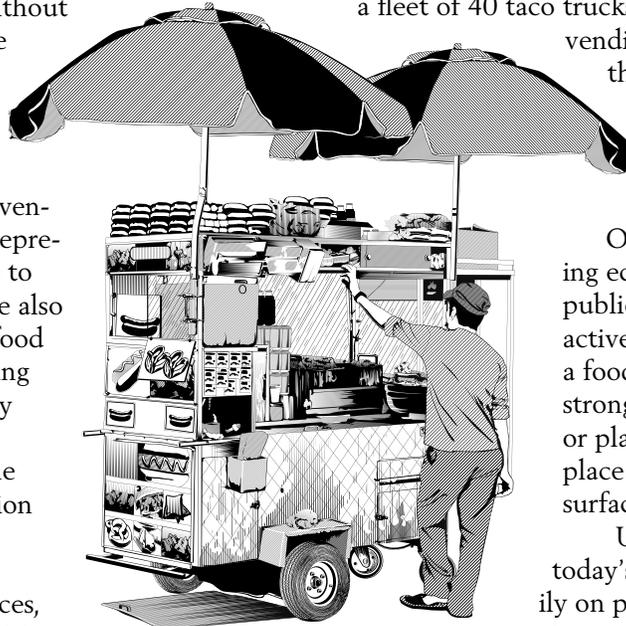
Unlike food vendors of the past, today’s vendors do not depend as heavily on passersby for business. They are using social media, particularly Twitter, to announce their location each day, and tell customers what they’re serving and how much food they have left.

Developing Entrepreneurs

Like any small business, operating an outdoor food facility is not for the unserious. However, it is an opportunity to start a business at less cost than the typical restaurant or retail store. With the economy in flux, bank financing for any food endeavor has been non-existent, and banks would be unlikely to fund an outdoor vendor regardless of economic conditions.

Thus, food entrepreneurs must come up with cash.

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FOOD WITHOUT WALLS, CONT. FROM P. 8

Tara Palacios of Arlington Economic Development's small business unit, BizLaunch, estimates that it costs between \$50,000 and \$100,000 to acquire and equip a mobile food business. Operators must also pay for a business license (\$1,000/yr. in Arlington), a vending license (\$300/yr. in Arlington), and any applicable taxes.

Palacios, who works with hundreds of small businesses each year, says the success rate for food-related

scratch using locally-grown ingredients. Drawing from at least ten farms (most within 100 miles), the menu at Harvest Moon changes all the time by design. In Portland, the Over the Top cart makes burgers from Oregon-raised game, such as elk, bison, and wild boar. In Seattle, Tiny's Organic Fruit — available through farmer's markets and Community Supported Agriculture (CSA) programs — was formed when

Outdoor food facilities have responded to demand for fresh and locally grown products. In Charlotte, the Harvest Moon Grille cart serves dishes made from scratch using locally-grown ingredients. Drawing from at least ten farms, the menu at Harvest Moon changes all the time by design.



businesses is only about ten percent. Those who succeed typically have significant experience in the food business, and have a well-conceived business plan. If a business gets off the ground, years of long hours, hard work and trying conditions await — particularly for a business model that requires being outside regardless of the weather.

Despite the challenges, most outdoor food entrepreneurs love what they do. If they can endure, it's possible to save enough cash to invest in a permanent space. In Arlington, two businesses have made the transition recently. Papatella, which operated a brick oven pizza food cart in the bustling Ballston neighborhood, moved into a permanent restaurant space less than a mile away. District Taco, a food cart commonly vending in the Crystal City and Rosslyn areas, is currently opening a store in North Arlington.

Expanding Food Choices

Outdoor food facilities have responded to demand for fresh and locally grown products. In Charlotte, the Harvest Moon Grille cart serves dishes made from

a wholesale fruit business transitioned to selling exclusively organic products.

Some initiatives are designed to bring fresh foods to lower-income neighborhoods and food assistance centers. The Greener Grocer, in Columbus, Ohio's North Market, created "a farm market on wheels" called the Veggie Van. The van sells only Ohio-grown produce, and sets up in neighborhoods that may not have a nearby grocery store. The Arlington County Library, in partnership with the Arlington Food Assistance Center (AFAC), created a vegetable garden on the library grounds. Harvests from the garden are donated to Arlington families in need.

Regulatory and Policy Questions

With the increase in outdoor food facilities, jurisdictions have been revisiting regulations for outdoor vending and public space. For food trucks, the discussion has focused on where they can be and for how long. The trucks would like enough time to cover the morning rush or lunch break, but the rules often say they have to

(continued next page)

FOOD WITHOUT WALLS, CONT. FROM P. 9

move every hour (or as little as five minutes). In many cities, the reality is that enforcement cannot keep up; in others, trucks accumulate bundles of parking tickets — preferable to paying rent, and accepted as a cost of doing business.

On sidewalks and public spaces, vendors must maintain a clear space from walking paths, bus stops, nearby buildings, and other vendors. Ten feet is considered an acceptable distance. Cart size is also regulated. In Arlington, carts may not exceed seven-and-a-half feet in height, eight feet in length and five feet in width. In Portland, carts without wheels are considered buildings and they are subject to building and zoning code requirements.

Health standards are the first mobile food issue that officials are tackling in Los Angeles, where carts and trucks may soon receive letter grades, just like brick-and-mortar restaurants. Most cities require vendors to have a license from the Health Department and undergo regular inspections. Jurisdictions typically require that food vendors have a base of operation (or depot), where food conveyances can be cleaned and stored.

Communities are also considering the public resources expended in support of special events, like festivals. For example, sometimes the jurisdiction is compelled to close streets, deploy traffic or foot patrols, or pick up after events. Special event permit fees may not be enough to cover the costs, leading jurisdictions to wonder how often they want to allow events, and how much they are underwriting them.

Finally, outdoor food vending has sometimes been received negatively by rent-paying businesses in nearby buildings. Conflicts are more common in districts that already have healthy levels of foot traffic, and where outdoor vendors are selling similar products to what's being sold indoors. As a result, mobile vendors may be unwanted where it is felt they are canceling out sales for existing businesses. Some jurisdictions are interested in setting up zones where vendors would (and would not) be allowed; others have instituted rent or fee programs for staking out in already-popular areas.

Here to Stay?

Most of the sensations on Google Trends, like “food trucks,” eventually lose some steam. Celebrities and politicians may flame out entirely, but food-related trends appear to be more resilient. For example, “Sushi,” “Farmer’s market” and even “Cupcakes” have maintained healthy search volumes for years. “Gourmet burger” began jumping in 2008 and has yet to come down.



While the growth in outdoor food facilities may level off, they probably aren't going away. People are having too much fun buying, selling, and eating food outdoors. And on balance, our public spaces are benefiting. As planners and economic developers, it is our job to ensure that these facilities can exist harmoniously with the uses around them, and keep the fun going. ■

Alex Iams is a Commercial Development Planner in the Real Estate Development Group at Arlington (Va.) Economic Development. Special thanks to Tara Palacios and Jill Griffin of Arlington Economic Development for their contributions to this article.

Resources

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Donald E. Hunter Excellence in Economic Development Planning Award



American Planning Association
Economic Development Division

The annual Donald E. Hunter Excellence in Economic Development Planning Award from the APA Economic Development Division (EDD) is awarded to a community that shows innovation and success with an economic development plan or project.

Award winners receive a plaque and a monetary award of \$1,000 as well as recognition at the annual Division business meeting and reception at the APA National Planning Conference. In addition, the award winner will be featured in the Division's newsletter, *News & Views* (distributed to 1,000 organizations throughout North America), and the EDD will prepare a press release for the winning community and for *Planning* magazine.

Application/Nomination Deadline for 2011 Award: Friday, February 11, 2011

Eligibility

Any economic development plan implemented in the United States or Canada within the last 10 years is eligible. Any member of the American Planning Association may make a nomination (*except for the members of the Economic Development Division Executive Committee and Awards Committee, APA Board Members, and AICP Commissioners*).

Submission Information

Deadline: Friday, February 11, 2011.

Please submit to the Award Committee Chair:

Julie Herlands
TischlerBise
4701 Sangamore Road, Suite S240
Bethesda, MD 20816
julie@tischlerbise.com; (301) 320-6900, ext.15

Applications can be submitted by:

- Email: to julie@tischlerbise.com. Please indicate in the subject line: "[Your Jurisdiction] EDD Award Application."
- Hard copies: to the above address. Please send three copies of everything for distribution to the committee.

Application Requirements

There is no formal application form or fee. Please follow these guidelines:

Overview: Narrative Description of the Plan/Project

Provide description (up to 250 words) of the plan or project showing that the project fits the following definitions:

- **Economic Development:** The creation of new employment and wealth-generating activities through the mobilization of human, financial, physical, and natural resources.
- **Economic Development Planning:** A series of deliberate activities leading to initiatives that enhance the jurisdiction's economic opportunities and quality of life.

Attachment I: Nominee's Fulfillment of Award Criteria

For each of the following criteria, provide up to a 50- to 100-word description of the project. The entire attachment (all six criteria) should be no more than two pages (500 words).

1. **Originality:** Unique concept or appreciable refinement of existing techniques or procedures.
2. **Transferability:** Potential application to other areas or projects.
3. **Quality:** Excellence of thought, analysis, writing, graphics, and professional character of the presentation.
4. **Implementation and Results:** Effectiveness of work proposals that have been carried out or show the promise of being carried out.
5. **Comprehensiveness:** Submittal demonstrates a thorough and in-depth approach.
6. **Contribution to Community:** Demonstrates application to community needs and desires.

Attachment II (Optional): Supporting Materials

Applicants may provide relevant supporting material such as news clippings, brochures, slides, videos, etc. If items need to be returned, please clearly mark them as such.

Leveraging Real Estate Value With Open Space

by Matthew Wetli, AICP, Associate, Development Strategies

Prior to the Great Recession, downtowns were finding their groove. Newfound market demand for downtown housing (fueled in part by the housing bubble, granted, but broad demographic trends indicate that most of the growth was and is sustainable), coupled with a growing awareness by city policymakers that more livable downtowns translate into vitality and economic growth, energized downtowns in a way that they had not experienced in at least two generations. Among the most promising trends is the reintroduction of public spaces — in particular, civic squares and human-scaled urban parks — as centerpieces in urban revitalization strategies.

Creating — or even upgrading — public spaces involves change and, therefore, controversy. Critics will point to previous failures: pedestrian malls, high-rise public housing towers, even earlier generations of parks. To some degree, they have a point, or at least a reason to be distrustful of urban revitalization programs. But there are several reasons to be confident that the new generation of urban plazas, squares, and parks will enhance the vibrancy and economic vitality of our downtowns and other dense, walkable places.

Planners Learned Their Lessons: Planners' understanding of the way cities work has come a long way since the urban renewal period in the 1950s and 1960s.

- Planners and designers now design to a human scale, as opposed to an automobile scale. They recognize that streets need to accommodate cars, yet be pleasant and human-scaled for pedestrians.
- Technology plays a role in ensuring well-received designs: 3-D rendering software lets designers, policy makers, and the public “fly through” public space designs before they are built.
- The roles of the public and private sectors are better-defined, with renewed emphasis on market analysis. The development of buildings has been placed firmly in the hands of the private sector, while infrastructure defaults to the public sector, requiring true public/private partnerships. Plans that put forth housing, retail, and office development, but fail to demonstrate that market demand exists, are rightfully viewed with skepticism.
- Public engagement is understood to be essential in designing for local users, thus building consensus and minimizing opposition.

- Private and institutional champions are stepping forward. Companies and institutions no longer view their organizations in vacuums. Instead, they recognize that the environments in which they are located have never been more important to their image and their ability to recruit and retain talent. In planning for a \$50 million renovation for

(continued next page)



Fountain Square, downtown Cincinnati (Fifth-Third Bank headquarters is shown in the background).

LEVERAGING REAL ESTATE VALUE WITH OPEN SPACE, CONT. FROM P. 12

Fountain Square in Cincinnati, for example, Fifth-Third Bank, which is headquartered next to the square, was an obvious private-sector champion of the renovation, which received significant non-governmental support.

- Time-honored community building blocks are valued over gimmicks and fads. As a result, housing is central to downtown revitalization strategies. Retail is often viewed through the lens of support services that help enhance the marketability of downtown as a place to live and work, rather than “silver bullet” solutions such as festival marketplaces.
- Planners and developers increasingly understand the value of being “open air and connected.” Retail formats need to take advantage of what it means to be downtown, rather than turning their backs on it. Diminishing are enclosed shopping malls that sought to seal off shoppers and citizens from the outside world. Escalating are mixed-use, urban entertainment districts that are placed on a street grid and open to the outside world.

Demographic, cultural, and economic patterns have shifted: A “perfect storm” of trends has converged to the benefit of downtowns. Members of the boomer generation are becoming empty-nesters and thus able to downsize their housing options. These boomers are more open to active lifestyles than previous generations. The millennial generation is more accepting of urban living, spurred in no small way by popular culture television programs such as Friends and Seinfeld. And there is a renewed emphasis on placemaking as a means to attract and retain talented workers in a knowledge economy. This latter concept is perhaps best presented in Richard Florida’s book, *The Creative Class*.



At New Town in St. Charles, Missouri, lots fronting along canals achieve 50 percent price premiums.

Economic benefits of urban parks are better documented:

- **New Development:** At New Town St. Charles, a New Urbanist development in suburban St. Louis, land value premiums for lots fronting canals are roughly 50 percent. At Upper Albany, a traditional neighborhood design (TND) community in suburban Columbus, Ohio, lot premiums for homes that are attractively oriented around a village green were roughly 25 percent. While values are demonstrably higher, the adjacency of attractive public spaces also accelerates sales. In both instances, annual residential sales at these developments exceeded those of other developments in their respective regions.
- **Established communities:** John L. Crompton, a leading academic researcher on the effect of open space on property values, frequently demonstrates that parks generate significant value for surrounding real estate, resulting in greater tax revenue for cities. Dubbing it the “proximate principal,” he has

(continued next page)

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LEVERAGING REAL ESTATE VALUE WITH OPEN SPACE, CONT. FROM P. 13

shown that the closer a property is to a public park, the greater the property value benefit of that park. A study in Dallas-Fort Worth demonstrated a 20 percent property premium for lots within 100 feet of parks, a 10 percent premium at 300 feet, and a negligible premium at roughly a quarter mile.

- **Areas where demographics are strong:** In Clayton, Missouri, an affluent community with a dense, walkable business district on a traditional street grid, new office properties on Shaw Park achieve the highest lease rates in the St. Louis region and operate at high occupancies.



the quality of the public space itself, the condition of surrounding real estate, and market-driven desires for certain kinds of spaces.

The need for continuing research on the economic impacts of public space is essential in understanding how to catalyze economic activity and vibrant urban spaces in our urban and even suburban settings. Future studies need to account for qualitative elements of public spaces — their look, feel, maintenance, sense of enclosure or openness — and this likely requires an interdisciplinary team of, at minimum, planners, designers, and market analysts. But the research that is available — generally in new greenfield developments, established residential communities, and affluent business districts

— points to a significantly positive economic impact. When a broader, interdisciplinary study is finally conducted, it may very well reveal what many urbanists and the “invisible

The new Citygarden, a vibrant, interactive public space in downtown St. Louis, enhances the image and visibility of nearby real estate, creating instantly recognizable addresses.



Unfortunately, it remains difficult to quantify the catalytic effects of open space and/or public space in the complex environments that downtowns tend to be. Positive case studies abound, with Millennium Park in Chicago being exemplary. Still, critics can just as easily point to failed public/open space improvements, underscoring the need for more detailed study.

For an accurate examination of the influence of open space on real estate values, there are many variables that need to be controlled, the most obvious of which include marketability issues like perception of schools, crime, et cetera. But other issues, some of which are more difficult to quantify come into play, such as

hand” already inherently know — that public space is a considerable catalyst in invigorating the economic vitality of our urban/suburban real estate, far more so than many of the “silver bullet” solutions that were attempted a generation ago. ■

Who Are We? Membership Patterns in the Economic Development Division

by Bob Lewis, AICP, APA Economic Development Division Chair

The Economic Development Division is still the second largest of APA's 20 divisions. But membership is declining throughout all divisions.

Comparison data across divisions is, unfortunately, about a year old — as of September 2009. The Economic Development had 759 members at that point, slightly ahead of the Urban Design & Preservation Division (745 members) but way behind the Transportation Planning Division (1,278 members). Our numbers, by the way, incorporate the former Resorts & Tourism Division which is now formally a section of the Economic Development Division and is represented on the executive committee by J.T. Lockman.

As it turns out, we used to be as large as the Transportation Division is now. In 2004, we had 1,232 members. But Transportation had 1,549 members back then while Urban Design had 970. We were also 1-2-3 in those days. We've all lost members during the economic recession.

So has APA as a whole, but APA's decline is more recent. The entire association grew from 34,400 members in 2004 to 44,500 in 2008, dropping rapidly in 2009 to 41,200. It appears that members started dropping their

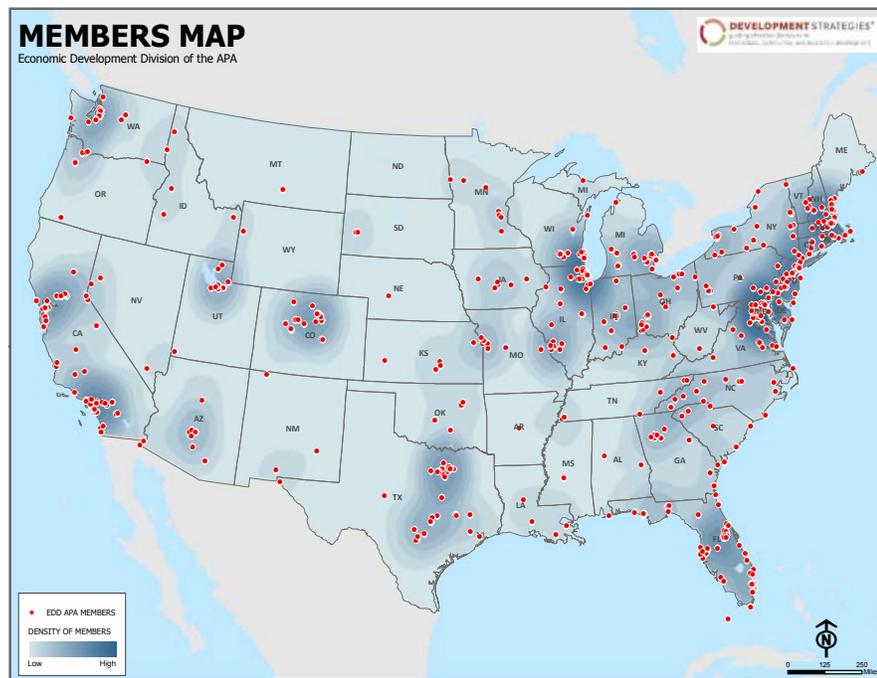
division memberships sooner than their general APA memberships. There has been a pretty steady decrease in division membership since 2004 when divisions made up 31% of APA's membership; in 2009, the ratio was down to 21%.

Divisions in 2009 had almost 8,500 members, down from 10,600 in 2004. So the Economic Development Division represents 8.9% of all division members. Not bad!

The map below shows how we are distributed geographically across the U.S. I know this will come as a shock to you, but our largest state-based membership group is in California — 8.6% of all our members, following by 8.1% in Florida. Illinois comes in third at 6.3%. Texas is fourth with 6.1%.

We have at least one division member in every state plus DC. Eighteen of us live in other countries: eight in Canada, two in South Korea, and one each in Bermuda, Cayman Islands, China, India, Indonesia, Mexico, Singapore and Spain.

Moreover, precisely half of EDD members are in AICP, including three percent who are Fellows of the AICP (FAICP).



More Facts About EDD Members:

- 45% of our members work in a local or county government setting (i.e., City of... or Town of... or County of...) as economic development planners, directors or other capacity.
- private sector members (consultants, attorneys, architects, site designers, etc.) account for 30% of the whole.
- 8% of our members work for a community development corp. or redevelopment authority.
- 5% of our members are University/academic based.
- 4% of our members work for state or federal government agencies.
- the remaining 8% is a mix of non-profits, tribal councils, think tanks, and other promotional organizations.
- 38% of our public sector members have "Director" in their title.
- 32% of our private sector members have "President" or "Principal" or "Director" in their title.

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www.planning.org/calendar/

International Economic Development Council

www.iedconline.org/?p=Conferences

Lincoln Institute of Land Policy

www.lincolnst.edu/news/lectures.asp

National Association for Business Economics

www.nabe.com/calendar.htm

Urban Land Institute

www.uli.org/Events.aspx

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Upcoming Events

- Save the DATE! 2011 **APA National Planning Conference**, April 9-12, 2011, Boston. Visit www.planning.org/conference/index.htm for more details.

- And, when you're in Boston, don't miss "**Growing the Green Economy: Linking Environmental Sustainability and Economic Development**," a dinner event sponsored by the APA Economic Development Division and Environment, Natural Resources and Energy Division, Sunday, **April 10, 2011** at 7:00 p.m. at Legal Seafoods Restaurant, Boston. Keynote speaker: Joan Fitzgerald Ph.D, Northeastern University. For more information, see page 7. Registration details forthcoming! Questions, or want to help out? Contact Adam Ploetz at adam@495partnership.org.

- **The International Economic Development Council's 2011 Leadership Summit**, January 23-25, in San Diego, CA, will provide economic development leaders with the keys to unlock the innovations that lead to a competitive future. Innovation and Competitiveness: Unlocking Your Region's Future, www.iedconline.org/LeadershipSummit/index.html

- Upcoming **International Economic Development Council Webinars** (www.iedconline.org/?p=Web_Seminars) include:

Going Global to Grow Local: Tools, Trends, and Best Practices in FDI, December 8, 2:30-4:00 p.m. EST. Presented in partnership with the National League of Cities.

Tapping into Technology Transfer and Commercialization: How to Build a Knowledge-Driven Economy, January 19, 2:30-4:00 p.m. EST. Presented in partnership with the National League of Cities.

For a complete listing of all National Economic Development Organizations, see www.eda.gov/Resources/NationalEDOrganizations.xml.

Welcome to Our New Members...

Matthew B. Banks	Buffalo Grove, IL	Wesley D. Green	Orlando, FL	Andrea Milne	Goshen, IN
Todd Barman	Stoughton, WI	Andrew C. Hecker	Norfolk, VA	Christine Newbold	Dundas, ON
Dara L. Braitman	Denver, CO	Marguerite C Kenny	Woodridge, IL	Donald Pecano	Los Angeles, CA
Lauren E. Branneman	East Lansing, MI	Traci L. Koenig	Houston, TX	Bernard Rodriguez	Weslaco, TX
Rafael Crecente-Maseda	Lugo, Spain	Brian M. Kurtz	Buffalo, NY	James T. Summers	Granada Hills, CA
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