MOTIVATING PRIVATE INVESTMENT THROUGH COMPREHENSIVE PLANNING

Economic Development Summit | April 2018

Brian D. Herrmann
City Planner, CNU-A, LEED AP
Professional Planning

Economic Development
Show of Hands:

Who in here would consider themselves to be a Professional Planner by training or occupation?
Show of Hands:

Who in here would consider themselves to be a Professional in Economic Development by training or occupation?
Show of Hands...Who in Here...

“focuses on the unique features of particular places, building on existing assets, and using them to attract new investment or strengthen existing businesses in a manner that maximizes the shared value of the community.”

“capitalizes on a local community's assets, inspiration, and potential, in order to create quality spaces that contribute to people's health, happiness, and well being.”
“focuses on the unique features of particular places, building on existing assets, and using them to attract new investment or strengthen existing businesses in a manner that maximizes the shared value of the community.”

**Placemaking** – “Place Based Economic Development”
James Tischler, Wells Fargo

“capitalizes on a local community's assets, inspiration, and potential, in order to create quality spaces that contribute to people's health, happiness, and well being.”

**Placemaking** – Project for Public Spaces
The New Paradigm

PLACEMAKING
Transformation of Place in Small Cities

Tuesday, April 24, 2018 from 8:30 a.m. - 9:45 a.m. CDT

9:15 - 10:00
Your Downtown, Your Secret Weapon
Jason Broadwater, Author “Old Town, New World”

Core: Main Streets & Placemaking
10:45 AM – 12:00 PM
SAVANNAH THEATRE

Rural on the Rise: Trends in Economic Diversification and Connectivity | CM: 1.5
10:30 AM – 12 PM
Continental Ballroom 9, CM 1.5

ED Leadership Essentials: How to Influence and Persuade

Speakers:
• Joseph Minicozzi, AICP, Principal, Urban3, Ashville, NC
• Buddy Rizer, CECd, Director, Loudoun County Economic Development, Leesburg, VA
The New Paradigm

PLACEMAKING

Economic Development and Professional Planning

This hasn’t always been the case....

Old Paradigm – More Independent than Inter-dependent (Silos)!
• Professional Planning – Primarily Local government (city, county, region), Consultants

New Paradigm – Professions Working Together, At Every Scale!
The Recipe for Placemaking includes BOTH Planning and Economic Development
The Recipe for Placemaking includes BOTH Planning and Economic Development

**Placemaking**
- Convenient
- Connected
- Welcoming
- Mix of Uses or Activities
- Comfortable
- Human-scaled

**Professional Planning**

**Economic Development**
Convenient
Connected
Welcoming
Mix of Uses or Activities
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“As Millennials are beginning to reach their home-buying and child-bearing years, there is an expectation that demand for suburban office space will rise, bringing with it an expectation for "urban" amenities in suburban locations.”

Emerging Trends In Real Estate - The Urban Land Institute
New Orleans Convention Center

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New Orleans Convention Center

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Comfortable
Human-scaled
Convenient
Connected
Welcoming
Mix of Uses or Activities
Comfortable
Human-scaled
Suburban Office Parks
Convenient
Connected
Welcoming
Mix of Uses or Activities
Comfortable
Human-scaled
Suburban Office Space: Old Paradigm!

Suburban Office Space: New Paradigm!
“Life sciences campuses, technology parks, and enclaves of light industry are embracing what it means to be a contemporary and appealing workplace….employees have rising expectations about access to amenities, the outdoors, and activities that contribute to well-being.”

Kathryn Firth – How to Put the “Park” Back in the Business Park
"Facebook plans to put 1,500 new housing units, a grocery store, pharmacy, and shopping center in the 56-acre Menlo Science & Technology Park it bought in 2015. The company calls the development a 'mixed-use village.'"

Business Insider Magazine
“Walkable urban office space in the 30 largest metros commands a 74% rent-per-square-foot premium over rents in drivable-only suburban area.”

“On a per acre basis, walkable economic development generates 12 times the tax revenues as drivable suburban economic development.”

Christopher Leinberger – Chair, Center for Real Estate & Urban Analysis, GW School of Business. Founding Partner, Arcadia Land Co.
The Recipe for Placemaking includes BOTH Planning and Economic Development.
The New Paradigm

PLACEMAKING

The Beltline, Atlanta Ga.
The New Paradigm
PLACEMAKING

The Beltline, Atlanta Ga.
Comprehensive Planning Is Key To Placemaking

The Placemaking Process...

VISION → PLAN → CODE → IMPLEMENT
Recruit Designers for your Planning Staff!

Martha Reynolds, LEED AP
Neighborhood Planner
Master of Landscape Architecture (MLA)
Sustainability Consulting

Kenny Thompson, LEED AP
Urban Designer
Bachelor of Landscape Architecture (BLA)
Master of City and Regional Planning (MCRP)
Recruit Designers for your Planning Staff!
Educate and Inspire your Community!

THOMASVILLE: BLUEPRINT 2028
LET’S DISCUSS...

Economic Development

Whether recruiting a company with 100 jobs or encouraging a distinct business to open shop on main street, the importance of a common message focused on the unique qualities of community and place is critical to success.

Join us as Kevin presents “A Different Paradigm for Economic Development” and discusses his experience working in Savannah and smaller cities throughout the southeast.

Friday, August 25, 2017
8:00 a.m. - 9:00 a.m.
Downtown, Thomasville-Thomas County Chamber of Commerce

Kevin Klinkenberg
EXECUTIVE DIRECTOR OF THE SAVANNAH DEVELOPMENT AND RENEWAL AUTHORITY

Learn from others and help Thomasville as we begin the process of crafting our own unique message! For more information, visit www.blueprintthomasville.org or email Brian Herrmann at brian@thomasville.org.

THOMASVILLE: BLUEPRINT 2028
LET’S DISCUSS...

Great Streets

Victor Dover knows how to fix America’s neighborhoods, cities, and towns: make them walkable again. That begins with great streets—where people want to be, where they feel comfortable, safe, and charmed by their surroundings.

GREAT STREETS
Tuesday, September 19, 2017
6:00 p.m. - 8:30 p.m.
Thomas County Public Library

Victor Dover
FOUNING PRINCIPAL OF DOVER KOHL AND PARTNERS

As the preeminent go-to-change, Victor has led over 500 clients in communities across the country and the world. Victor lectures widely around the nation on the topics of viable communities and sustainable growth, and is the former national chair of the Congress for the New Urbanism (CNU). He is co-founder, with John Musacchio, of the bestselling book, Street Design: The Secret to America’s Great Cities and Towns (Island Press, 2012). Victor has been involved in over 500 local efforts for revitalization, and is an adjunct faculty member at the University of Miami.

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THOMASVILLE: BLUEPRINT 2028
LET’S DISCUSS...

Strong Towns

Strong Towns happen when people who care about their communities come together as strong citizens. Join us as we discuss a “neighborhoods first” approach that shows how a community can grow stronger by making small, incremental investments over time. Together with local government, we can collaboratively build a prosperous Thomasville.

Strong Town
Tuesday, February 27, 2018
6:00 p.m. - 7:30 p.m.
Thomas County Public Library, Flippin Room

Chuck Marohn, PE AICP
PRESIDENT AND FOUNDER OF STRONG TOWNS

Chuck Marohn founded the Strong Towns movement in order to support a mode of development that allows America’s cities, towns, and neighborhoods to become financially strong and resilient. He has presented the Strong Towns concept in hundreds of cities and towns across North America.

Learn from others and help Thomasville as we begin the process of crafting our own unique message! For more information, visit www.blueprintthomasville.org or email Brian Herrmann at Brian.Herrmann@thomasville.org.
Involve your Community Partners!
Use Your Comprehensive Plan!

**THE master plan for capturing the community’s vision for the future of your City**

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**COMMUNITY GOALS**

**Build Truly Great Streets**

**Complete the Streets**

Complete streets means streets that are planned, designed, implemented, and maintained to enable safe travel, by all users, regardless of their mode of transportation. Rather than just a driving street, complete streets are designed to accommodate all users of transportation, not just the personal vehicle. This begins with a complete streets approach to the road network, including safe connections from neighborhood connectors to central network corridors. Enhancing the bike and pedestrian networks are key to making the streets safe and welcoming for all. Complete streets can make the city more livable and affordable for those who cannot afford or do not want to drive, as well as provide for recreational biking.

**Elevate Streetscape Quality**

High-quality streetscapes are essential to creating vibrant, walkable, and attractive streets that can accommodate multiple modes of transportation. Complete streets do not have a “one-size-fits-all” approach, nor do they fit into the overall network and the purpose it serves. Complete streets help change the behavior and mindset that the right way should be the same way.

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**Enhance Gateways To Town With Active and Attractive Multimodal Corridors**

Enhance gateways to the downtown and main streets. When visitors cross Pheasant Drive, which is the main gateway to Thomasville, they should be able to experience the visual quality and sense of arrival. Active streets, trails, and bus routes should be part of the gateway to the downtown and main streets. Enhance the gateway to the downtown and main streets with pedestrian and bicycle connections.

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**Add New Destinations & Uses**

Updated land use planning could unlock economic opportunities along the corridors. New destinations are needed, but they must be accessible by bike and walking. Key areas in Thomasville are service centers and the primary commercial corridors. Enhance these streets to create lively and attractive destinations for people and businesses. Enhance the gateway to the downtown and main streets with pedestrian and bicycle connections. Enhance the gateway to the downtown and main streets with pedestrian and bicycle connections. Enhance the gateway to the downtown and main streets with pedestrian and bicycle connections. Enhance the gateway to the downtown and main streets with pedestrian and bicycle connections.
Comprehensive Planning
The Conventional Approach
Policy-Based

Recommendations

**Recommendation 4-1: Use the Comprehensive Plan and Future Land Use Element as an Implementation Tool**

This comprehensive plan and the future land use element were created to serve as a guide for future growth and development. As such, the comprehensive plan and the future land use element should be used as a strategy to implement the recommendations of the regional plans and other county planning efforts. More specifically, the plan can be used:

- As an evaluation tool to ensure that proposed developments, proposals, and other proposals that may impact, or be impacted by, growth (e.g., public facilities).
- As a framework for the cooperation of planning activities and plan review with the municipalities as outlined in this plan and the regional plans.
- To update the ZDO as described in Recommendation 4-6.

**Recommendation 4-2: Implement the Northern and Southern Beaufort County Regional Plans**

Beaufort County has adopted both the Northern and Southern Beaufort County Regional Plans and will strive to implement the plans as outlined in each individual plan. This effort will involve county actions as described below and as detailed further in each of the individual plans:

- The county will assist in the implementation of the regional plans through participation in the Northern Beaufort County Regional Plan Oversight Committee and the Southern Beaufort County Regional Plan Implementation Committee;
- The county will participate in the drafting and execution of intergovernmental agreements to clarify key plan elements, and
- The county will participate in the Technical Advisory Group and various working groups, organized during the regional planning efforts, for ongoing planning initiatives.
Comprehensive Planning
The Thomasville Approach

Policy-Based and Place-Based

Issue: Housing Diversity

Currently, Thomasville has a large stock of single-family housing. A lot of the homes have great charm and character. However, as population changes occur and lifestyle and market preferences shift, Thomasville will have to adapt to provide multiple choices for multiple populations with varied incomes looking for a wide range of options.

Goal 2.6: The City of Thomasville highly values the historic neighborhoods that were laid out in a grid around the downtown and will maintain and improve their highly walkable character, diverse mix of land uses, and historic building stock.

Policy 2.6.2: Create small area plans for the Infill areas, prioritizing Neighborhood Centers and Crossroads.
Comprehensive Planning
The Thomasville Approach
Policy-Based and Place-Based
Comprehensive Planning
The Thomasville Approach
Policy-Based and Place-Based

Future Character Areas

The Future Character Areas Map categorizes the City into six character area types, largely based on existing development patterns and physical extensions into the future. The purpose of the Future Character Areas Map is to guide future development to help ensure that it is compatible with existing development and to achieve the City's vision. The Future Character Areas have been defined such that they can be further subdivided into more specific place types and tracts. Character Areas are vital to guide street design that is compatible with the City's vision.
Comprehensive Planning
The Thomasville Approach
Policy-Based and Place-Based
Comprehensive Planning
Thomasville Blueprint 2028

Public Input: Walk the Neighborhoods
Comprehensive Planning
Thomasville Blueprint 2028
Public Input: Community Charrette
Comprehensive Planning
Thomasville Blueprint 2028
Investment Areas

Investment Sector Map
The Investment Sector Map indicates where development should be encouraged and areas that should be conserved. The sectors define a prioritization of lands for development to maximize the public investment already made on roads, utilities, and services. This map will guide the City in its policies and public investments.
Comprehensive Planning
Thomasville Blueprint 2028
Investment Area: Downtown

Investment Sector Map
The Investment Sector Map indicates where development should be encouraged and areas that should be conserved. The sectors define a prioritization of lands for development to maximize the public investment already made on roads, utilities, and services. This map will guide the City in its policies and public investments.
Comprehensive Planning
Thomasville Blueprint 2028
Investment Area: **Downtown**

Illustrative plan of downtown Thomasville showing several surface parking lots replaced with structured parking and new buildings.

- **Downtown's best streets are lined with buildings and parks, not parking lots.**
- **Other streets in the downtown do not exhibit the same qualities as they are fronted by parking lots.**

- **Street Trees**
- **New Buildings replace parking along the streetfront**
- **Parking decks replace some midblock lots to provide enough parking.**
Investment Areas: Downtown
Investment Areas: Downtown

Convenient
Connected
Welcoming
Mix of Uses or Activities
Comfortable
Human-scaled
Comprehensive Planning
Thomasville Blueprint 2028

Investment Area: Creative District
Comprehensive Planning
Thomasville Blueprint 2028

Investment Area: Creative District

Tactical Thomasville Creative District Installation Illustrative Map

The map above shows potential locations within the Creative District that could accommodate tactical installations. A series of sites were identified and then the tactical approaches were planned at each location. It is important to note that these plans are suggestions and could be easily substituted with another tactical installation. For example, a location that shows food trucks may also benefit from a pop-up park, pop-up entertainment, or guerrilla art.

TACTICAL INSTALLATION OVERVIEW
Investment Areas: Creative District
Investment Areas: Creative District

Convenient
Connected
Welcoming
Mix of Uses or Activities
Comfortable
Human-scaled
Comprehensive Planning
Thomasville Blueprint 2028

Investment Area: Neighborhood Center / Crossroad
Comprehensive Planning
Thomasville Blueprint 2028

Investment Areas: Neighborhood Centers
Comprehensive Planning
Thomasville Blueprint 2028

Investment Areas: Neighborhood Centers
Investment Areas: Neighborhood Centers
Investment Areas: Neighborhood Centers
Investment Areas: Neighborhood Crossroads

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Investment Areas: Neighborhood Crossroads
Comprehensive Planning
Thomasville Blueprint 2028

Investment Areas: Sprawl Repair
Comprehensive Planning
Thomasville Blueprint 2028

Investment Areas: Sprawl Repair
Comprehensive Planning
Thomasville Blueprint 2028

Investment Areas: Sprawl Repair

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Main Street Center as a model for sprawl retrofit

Brian Herrmann

"The Sprawl Retrofit Organization would provide jurisdictions with policy proposals, regulatory frameworks, databases, and design tools to repair sprawl with sustainable compact, connected, and complete communities."

This document is one of a series of created for Build a Better Burb, the Hub of Great Suburban Design. The series emerged from the Build a Better Burb Sprawl Retrofit Council in Miami, Florida, in March, 2016—an event aimed at expanding transportation choices, areas of choice, and walkability of the suburbs.
Comprehensive Planning Is Key To Placemaking

The Bottom: Creative District Vision Plan
Comprehensive Planning Is Key To Placemaking
The Bottom: Creative District Vision Plan
Comprehensive Planning Is Key To Placemaking

The Bottom: Creative District Vision Plan

Amphitheater
Trailhead
Stevens St. Multi-use Trail
Jefferson St. Streetscape
West Jackson Streetscape
South Trail Extension
On and Off Street Parking
Comprehensive Planning Is Key To Placemaking
Private Sector Investment
Comprehensive Planning Is Key To Placemaking

MacIntyre Park Charrette and Vision Plan
Comprehensive Planning Is Key To Placemaking
Weston Park Charrette and Vision Plan
Placemaking – Common Sense Codes
Form Based Codes – Victoria Place Overlay
We Do This Because....

**Block Width and Depth:** The Town of Port Royal’s streets were originally laid out as a grid (See Cover). Much of the traditional Town (primarily south of 16th Street) maintains this pattern. Blocks are typically 500 feet in length by 200 feet in width. The Port Royal Code allows for the continuation of this historic pattern.

We Do This Because....

**Rear Alleys and Lanes:** Alleys and lanes have both a functional and aesthetic basis. An alleyway is where all of the “messy stuff” should go. This includes driveways, garage doors, trash containers, recycling bins, and utility boxes and meters. When utilities are located on an alleyway the street can be significantly narrower, resulting in less pavement, more trees, and wider sidewalks. Freeing the street of such clutter allows a building’s front façade to be sited closer to the street and places greater emphasis on human habitation (e.g. porches and stoops over garages and driveways). Finally, alleyways provide occupants of accessory dwelling units with vehicular access to their unit, but more importantly, they afford fire trucks with an alternative path to the main building (or buildings) on the block.
Placemaking – Common Sense Codes
Form Based Codes – Victoria Place Overlay

5. **Blocks with Industrial Development.** Blocks intended for industrial development may vary from the elements of design contained in this Section if the nature of the use requires other treatment. In such cases, safe and convenient access to infrastructure, utilities, parking, and the thoroughfare system shall be provided. Deviations from the standards in this Section shall be approved by Administrative Adjustment as set forth in Section 8.6.10 (Administrative Adjustments).
Placemaking – Common Sense Codes
Form Based Codes – Victoria Place Overlay
Placemaking – Common Sense Codes

Form Based Codes – Victoria Place Overlay
Placemaking – Common Sense Codes
Form Based Codes – Victoria Place Overlay
Common Sense Codes
The Makers – South Life
Common Sense Codes
The Makers - Everfan
Common Sense Codes
The Makers – Grassroots Coffee
Placemaking - Common Sense Codes
Makers Need Space, Upper Story Vacancy
Common Sense Codes
Main Street Manufacturing

Manufacture

Wholesale

Retail
Common Sense Codes
International Existing Building Code
Common Sense Codes

Code Audit – Identifying the Problem

Topic 9: Unified Development Plans

What are we trying to solve?
- Most districts discourage coordinated master planned developments.
- If master planned developments are subdivided, each lot must comply with all zoning requirements, despite being part of a master planned development. This discourages common parking areas, larger open spaces, and good urban design.
- Relief may only be granted by variance/special exception, but master planned developments often do not meet the code’s technical hardship requirements.

What is being proposed?
- Allow unified development plans by Special Administrative Permit in all districts, except R-1 through R-5, R-LC, and PD- districts.
- Use the current provisions of SPI-12 as a model for the citywide standards.
- Allow the site (before subdivision) to determine conformance with side and rear setbacks, transitional yards, transitional height plains, lot coverage, on-site parking and loading, open space, and floor area ratio.
Comprehensive Planning that Includes

Place-Based Planning +
Place-Based Economic Development +
Design Professionals on Staff +
Partnerships +
Public Input +
Visioning +
Common Sense Codes +
Easy Implementation =

PLACEMAKING

= A LOCAL COMMUNITY THAT CAPITALIZES ON ITS ASSETS, INSPIRATION AND POTENTIAL TO CREATE QUALITY SPACES THAT BETTER PEOPLE’S LIVES AND INCREASE THEIR HAPPINESS!