



PlanIt

Webinar Series for
Comprehensive Plan Updates

Integrating Economic Development Strategies into Everyday Planning

Presented by Corrin Wendell, AICP
July 13, 2017





Today's Topics



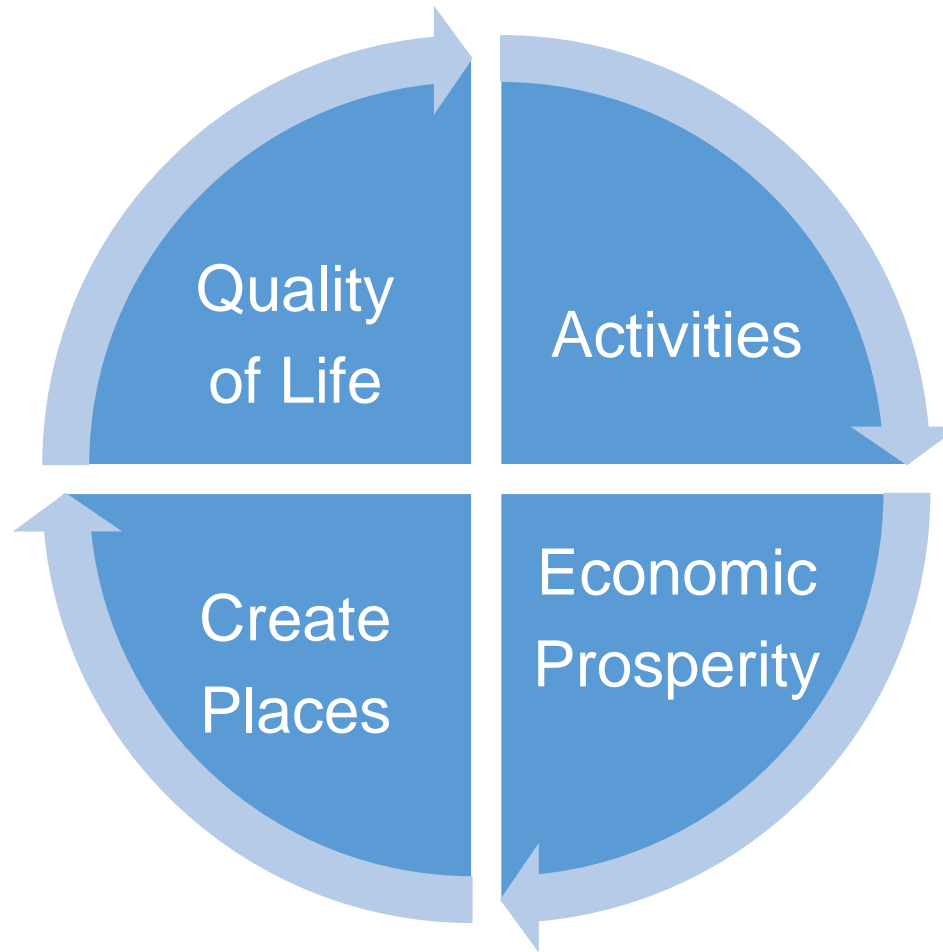


Economic Development





Economic Development



Economic Development - Fundamentals

- Local Government in Economic Development
- Intersection of Community & Business
- Strategic Development Plan
- The Development Process
- Plan Implementation
- Regional Initiatives & Local Economic Development



Source: Advisor Analyst





“PLANNERS CAN
GENUINELY INFLUENCE
ECONOMIC DEVELOPMENT
OUTCOMES.”

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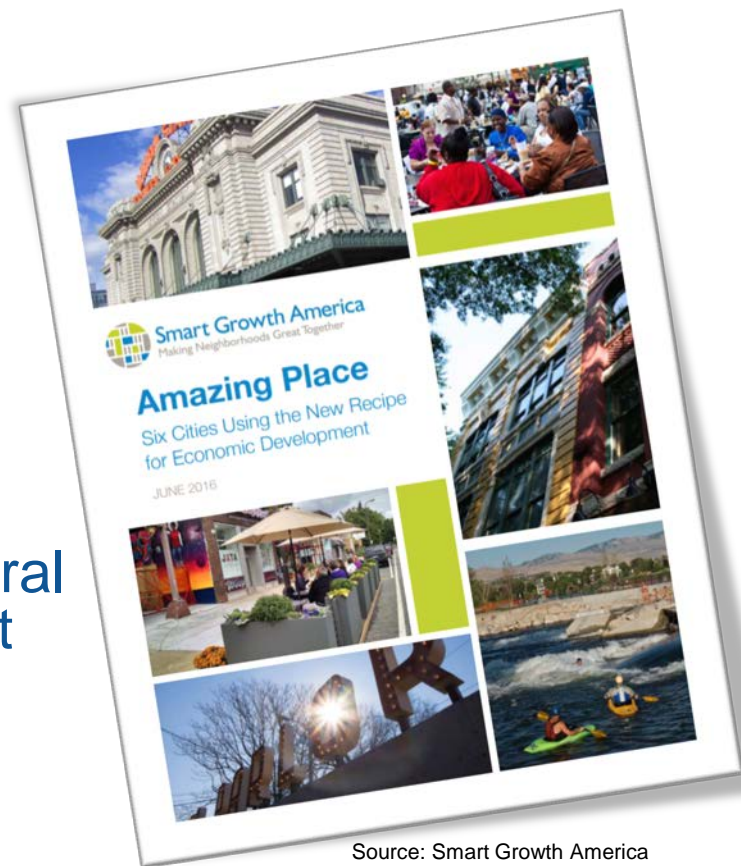
Economic Development

- Outdated Methods
 - Data Dump
 - Impractical Recommendations
 - Ignoring Your Community's Unique Character
 - Disregarding Economic Conditions
 - Generalizing Public Engagement Tactics
 - Covering Economic Development Under the Wrong Element
 - Only Utilizing Tax Breaks, Subsidies, Favorable Tax Rates



Economic Development

- Investing Companies Want:
 - Great Quality of Life
 - Walkable Downtown Locations
 - Live/Work/Play Neighborhoods
 - Regional Centers
 - Affordable Housing Options
 - Vibrant Mix of Restaurants, Cultural Attractions, Shops, Entertainment Venues, Cafes
 - Multiple Transportation Options
 - Skilled/Talented Employees
 - Excellent Access to Customers & Suppliers



Source: Smart Growth America



Economic Development

- Marked Shift in Methods – The Planning Role
 - Create Vibrant/Walkable Neighborhoods
 - Street Improvements/Increase Foot Traffic
 - Investment in Transit/Bike Infrastructure
 - Support for Public Parks & Gathering Spaces
 - Ensure Housing for Full Range of Job Types & Income Levels
 - Create Reuse in Historic Buildings



Economic Development

- Marked Shift in Methods – The Planning Role
 - Foster Growth of Existing Local Businesses
 - Support Entrepreneurs
 - Create Flexible Office/Coworking Space
 - Changes to Zoning to Support Businesses
 - Incentives for Infill Development



Source: CoWorking Insights





The Big Questions



How Do I
Get More
Out of My
Plan?



How Can
Economic
Development
Be Cross-
Cutting in My
Comp Plan?



What
Components
Make Your
City or the
Region
Competitive?





Comprehensive Plan

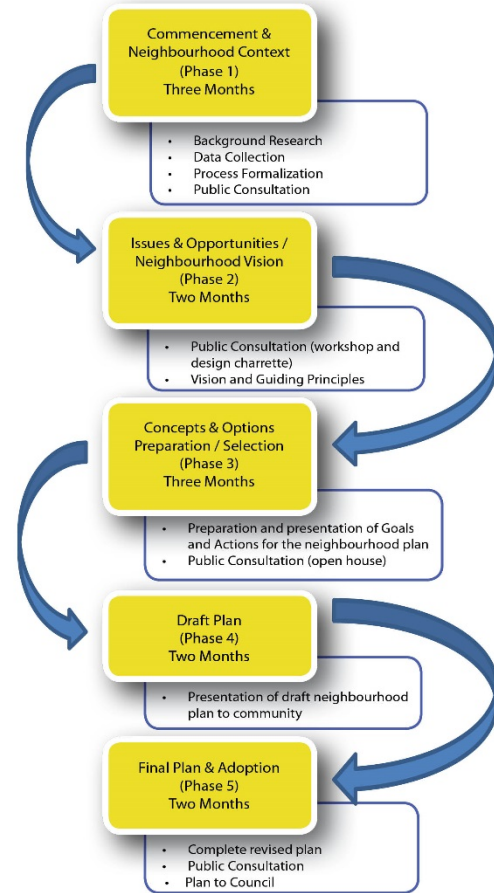


Day-to-Day Operations



Comprehensive Plan - Overview

- 20-Year Plan for Your Community
- The Framework
- Comprehensive Plan as a Tool
- Living, Breathing, Everyday Guiding Document
- Vision of Comp Plan Integrated into Economic Development Chapter



Source: Nanaimo





Economic Development Element – Comprehensive Plan

- Economic Development as an Element Within Your Comprehensive Plan (get more out of your plan)
- Integrate Economic Development with Transportation, Housing, & Land Use Goals (cross-cutting)
- Address Economic Competitiveness (components that make your city competitive)





Economic Development Element – Comprehensive Plan

- Common Components
 - Land-Use Connection
 - Data
 - Goals/Policies/Strategies
 - Action Items/Programs
 - Tools/Indicators
 - Opportunity Sites/Development/Redevelopment
 - Market Analysis
 - Placemaking & Public Art
 - Implementation Plan/Indicators of Success





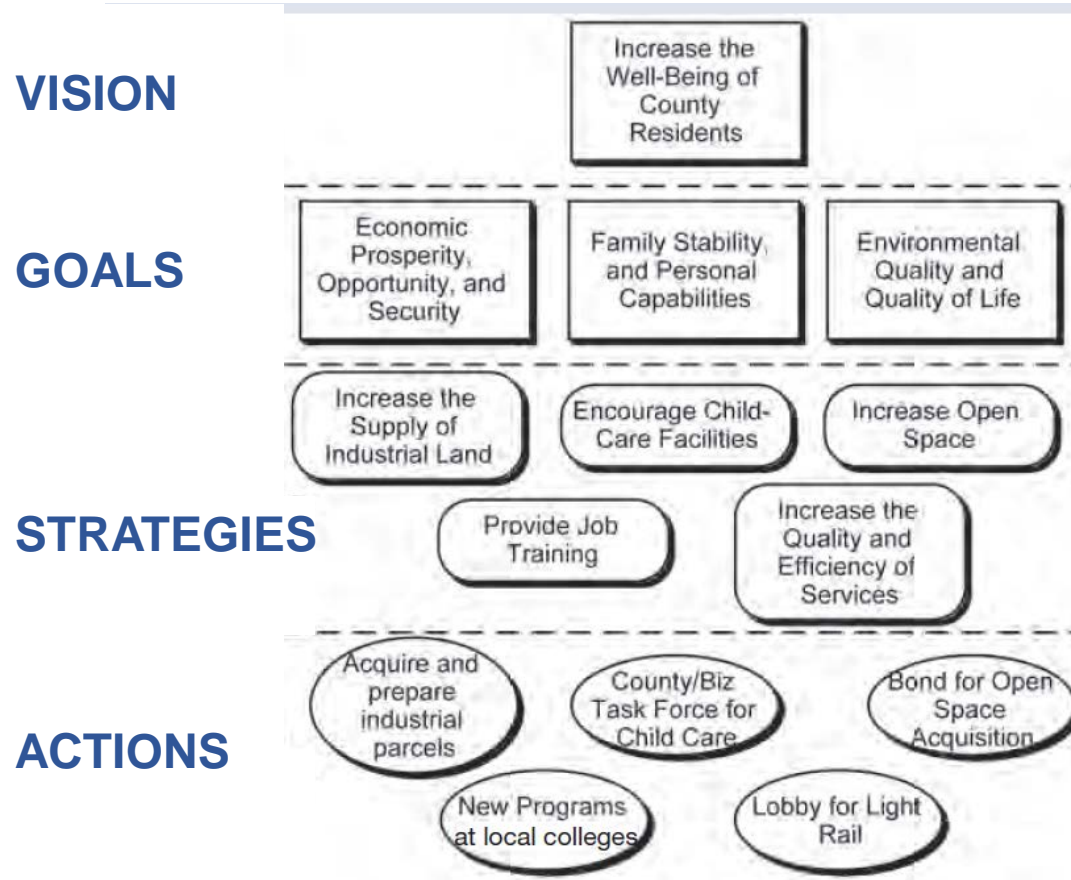
Economic Development – Framework



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Economic Development – Framework



Economic Development – Implementation

CHAPTER 5: IMPLEMENTATION

OVERVIEW & DECISION PRINCIPLES CHECKLIST

OVERVIEW - USING THE ACTION PLAN, A TOOL KIT

The 101 Corridor Marketing Plan, combined with the City of Shakopee's Comprehensive Plan are intended to guide the big picture decision making by City officials, staff, key stakeholders and the public. How will staff, City officials, and stakeholders take the actions outlined in the Marketing Plan, which are more general in scope and translate it into rational and defensible choices about making changes with the City? It is intended to act as a guide to evaluating new projects, actions and initiatives and to help with decision making city-wide and within downtown. The implementation section helps to:

- Organize the actions, and demonstrate the interconnected benefits of each project, action or initiative.
- Create a set of principles on which to evaluate projects / initiatives.
- Provide a prioritization of key projects at the forefront of the Downtown.
- Provide a master "matrix" of the actions outlined in the report.

THE DECISION PRINCIPLES CHECKLIST

The Decisions Principles Checklist is a set of critical questions based on the core values of the Action Plan. When faced with a new initiative or project all the questions should be asked. Not every action will receive a "check" for every question, but each question should be asked during the evaluation process. Simply because a certain contemplated action meets many or few principles it should not be the sole grounds for acceptance or rejection, but it should be a significant factor in the decision process. If an action does not receive a "check," critical questions need to be asked about how the project can be adapted to meet a decision principle; and, if it cannot be adapted, whether the action meets enough other decision principles to justify moving forward. The Decision Principles tool can be particularly effective when comparing several competing actions.



35 101
County Road 101 Marketing Plan

- Will the action enhance business and development opportunities?
- Will the action increase the tax base in the downtown?
- Does the action fill a vacancies in retail street frontage?
- Does the action create a vertical mix of uses (i.e., housing above retail)?
- Will the action increase the number of visits downtown?
- Does this action redevelop underutilized land in the downtown area?
- Does this action provide more retail and/or entertainment options?
- Does this action increase the number of housing options downtown?
- Does this action diversify the mix of living units downtown?
- Does the action provide better connection to the Minnesota River?
- Will the action promote walking & biking in downtown?
- Does the action create a multi-modal network of transportation?
- Will the action help visitors navigate downtown and cross physical barriers?
- Does the action create a venue for public gathering?
- Does this action offer more opportunities for people of all ages to gather downtown?
- Does the action reinforce the historic downtown character?
- Will the action diversify the reasons to visit or live downtown?
- Are life cycle and operational costs sustainable?
- Does the action hold true to the downtown's vision?
- Will the action leverage other investments?
- Does the action improve downtown's organizational structure?



Economic Development – Day-to-Day Operations

CHAPTER 5: IMPLEMENTATION

IMPLEMENTATION ACTIONS MATRIX SUMMARY

ACTION	RESPONSIBILITY	COST	TIMING	FUNDING OPTIONS	VISION PRINCIPLES
ENHANCE BUSINESS CLIMATE AND COMMERCE					
FOCUS ON THE DOWNTOWN CORE...CREATE AN EXPERIENCE	M&CC, EDAC, CC	\$\$\$	I - L	PF, PV	● ● ● ● ●
CREATE A BLEND OF UNIQUE BUSINESSES THAT ARE LACKING IN DOWNTOWN TODAY	M&CC, EDAC, PC, CD/P	\$\$\$	I - L	PF, DEED, FR, CF, PV	● ● ● ● ●
LEVERAGE THE RIVERFRONT	M&CC, EDAC, PC, CC, CD/P	\$\$	S - L	PV	● ● ● ● ●
CONSOLIDATE COMMERCIAL / RETAIL AREAS INTO KEY NODES	M&CC, EDAC, CC, CD/P	\$\$\$	M - L	PF, PV	● ● ● ● ●
WORK TO ESTABLISH NEW DESTINATIONS IN DOWNTOWN	M&CC, EDAC, CC	\$\$	S - L	PF, FR, PV	● ● ● ● ●
CONTINUE TO PROMOTE ENTERTAINMENT USES	M&CC, EDAC, PC, CD/P	\$\$\$	I - L	PF, FR, PV	● ● ● ● ●
CELEBRATE LOCAL HERITAGE	PC, CC, CD/P	\$\$	S - L	LEG, PV	● ● ● ● ●
CONTINUE TO PROMOTE INDUSTRIAL / BUSINESS PARK USES ON THE EAST END	M&CC, EDAC, CC	\$	I - L	PF, PV	● ● ● ● ●
DEVELOP ATTRACTIVE HOUSING OPTIONS					
IMPROVE HOUSING IN THE NEIGHBORHOODS SURROUNDING DOWNTOWN	M&CC, SCCDA, PC, CD/P	\$	I-S	FR, PV	● ● ● ● ●
ADD NEW HOUSING OPTIONS IN THE DOWNTOWN	M&CC, SCCDA, PC, CD/P	\$	S-L	PF, FR, CF, PV	● ● ● ● ●
ESTABLISH LONG-TERM HOUSING IMPROVEMENT AND REDEVELOPMENT DISTRICTS	M&CC, SCCDA, PC, CD/P	\$\$\$	S-L	FR, CR, PV	● ● ● ● ●
ENHANCE THE RESIDENTIAL AMENITY PACKAGE FOR DOWNTOWN NEIGHBORHOODS	M&CC, SCCDA, PC, CD/P, P&R	\$	I-L	PF, FR, CF, PV	● ● ● ● ●
IMPROVE CONNECTIONS					
INCREASE WALKABILITY THROUGHOUT THE DOWNTOWN / FIRST AVENUE	M&CC, CC, EDAC, CD/P, P&R	\$\$	I-L	FR, PV	● ● ● ● ●
IMPROVE ACCESS BETWEEN DOWNTOWN AND THE RIVER / HUBER PARK	PW/E, CD/P	\$\$\$	I	CF, FR, PV	● ● ● ● ●
CONNECT THE SURROUNDING NEIGHBORHOOD / JOBS TO DOWNTOWN	CD/P	\$\$	S	PF, CF	● ● ● ● ●
PROMOTE ACTIVE LIVING (WALKING / BIKING)	CD/P, P&R	\$	S-L	CF, LEG	● ● ● ● ●
IMPROVE TRAFFIC CIRCULATION	PW/E, CD/P	\$\$\$	M	CF	● ● ● ● ●
IMPROVE PARKING DOWNTOWN	PW/E, CD/P	\$\$\$	S-L	CF	● ● ● ● ●
ENHANCE DOWNTOWN BUSINESS SIGNAGE	PC, CD/P	\$\$	I-M	CF, FR, PV	● ● ● ● ●





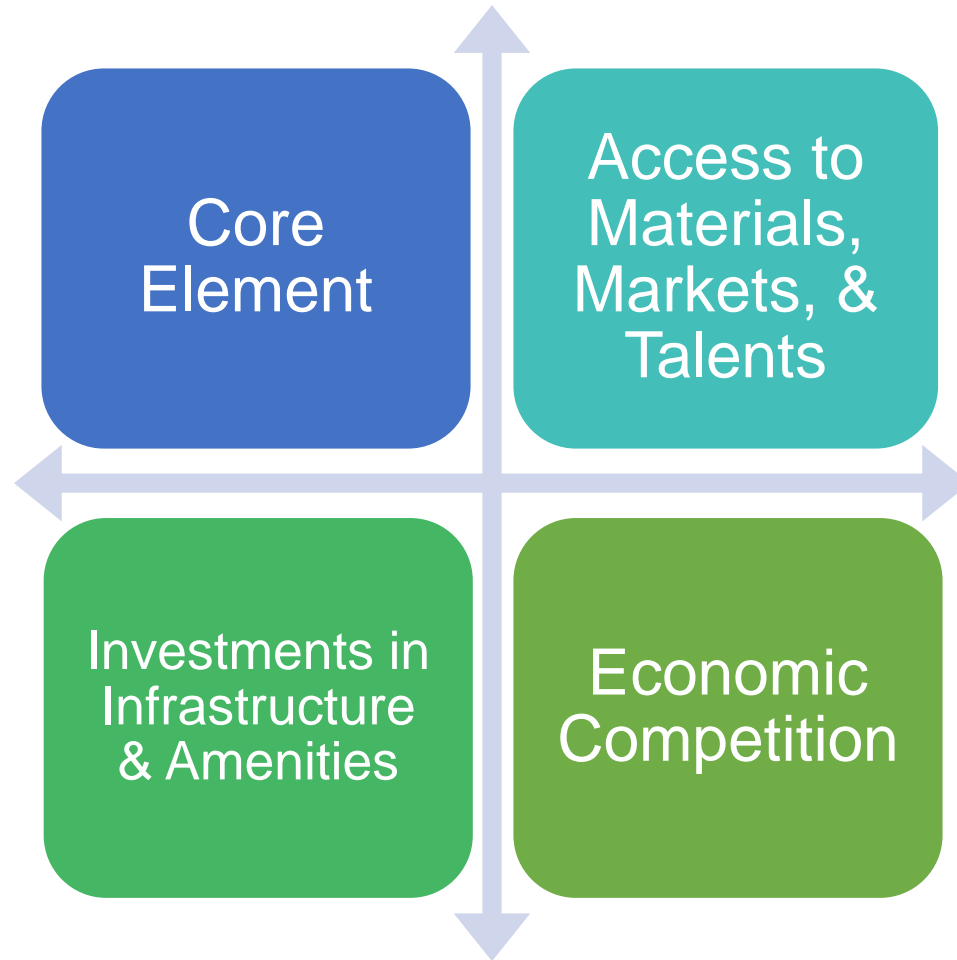
Economic Development – Tools

- Zoning Codes/Design Standards
- Small Area Plans/Master Plans/Strategic Plans
- Land Use Maps
- Business Retention & Expansion (BRE)
- Economic Market Analysis
- Financial Tools/Funding Sources/Grant Funding
- Regulatory Tools/Development Review Process
- Best Practices/Land Assembly
- Placemaking/Urban Design
- Historic Preservation





Economic Competitiveness



What Planners Say About Economic Development

Involve Your Economic Development Staff in the Development Review Process

Be Aware of What Incentives Your City Offers

Adopt a Customer Service Orientation to Development Review

Utilize a Mapping System of Available Sites

Planning and Economic Development Departments Should Be Connected

Build Relationships

Know What Industries Your Community is Trying to Attract

Create Policies, Plans, & Codes that are Supportive of Economic Development

Source: Bike morelike



What Economic Development Professionals Say About Planning

Promote & Emphasize Infrastructure

Work With Local Chambers on BRE Efforts

Focus on Running a Good City

Enhance the Sustainable Economic Development Capacity of Your City

Follow Trends in Changing Technology

Increase Productivity of Existing Establishments

Increase Entrepreneurial Activity

Source: Smart Growth Tulsa

The Business Perspective

“We want to locate where we are wanted, where government appreciates our contribution to the economy, and values local ownership, where people understand that it is a good thing for the community if we make money. We want to work with officials who are focused on growing the economic pie, and who value our business activity. We want local government to create a favorable playing field for all business activity, and to be active in keeping track of the “customer satisfaction level” of its businesses. We want to be in a city where government is strategically focused on providing a business-friendly place.”



Source: DNA info

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METROPOLITAN
COUNCIL

Economic Development for Everyone

- Five Dimensions of Empowerment
 - Empower Your Residents
 - Enhance Your Community
 - Diversify Your Economy
 - Encourage Your Entrepreneurs
 - Sustain Your Development

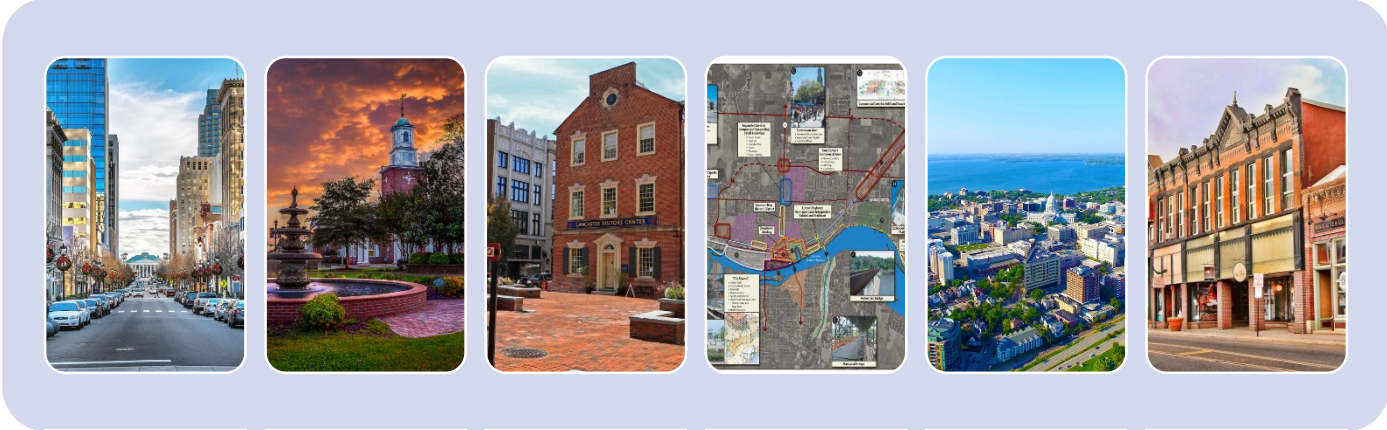
Source: Only in Your State

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Community Examples



Raleigh, North Carolina

Sussex County, Delaware

Lancaster, Pennsylvania

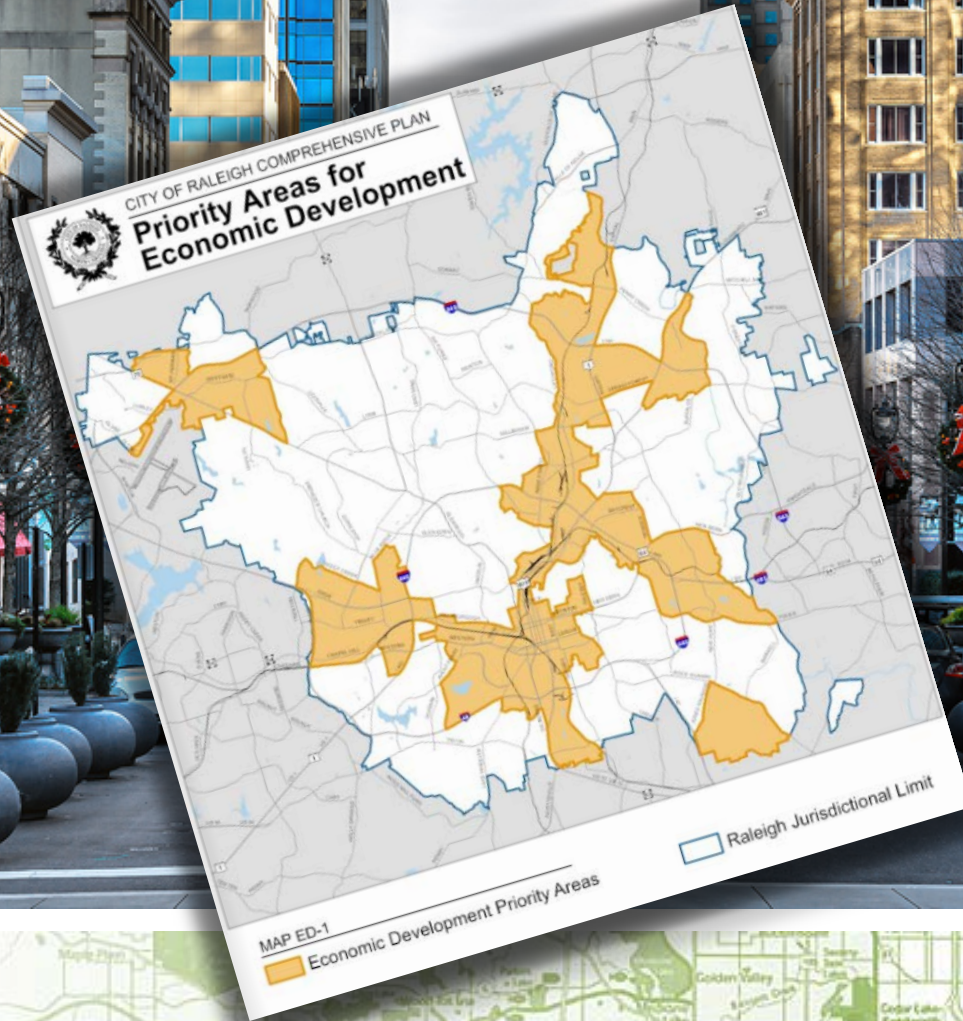
Sterling, Illinois

Wisconsin

Stillwater, Minnesota



Raleigh, North Carolina



Source: The Crazy Tourist

Sussex County, Delaware

MICHAEL H. VINCENT, PRESIDENT
SAMUEL R. WILSON JR., VICE PRESIDENT
ROBERT B. ARLETT
GEORGE B. COLE
JOAN R. DEAVER



Sussex County Council

REPORT TO GOVERNOR'S ADVISORY COUNCIL ON PLANNING

SUSSEX COUNTY

2015-2016

JULY 1, 2016

INTRODUCTION

Sussex County's current Comprehensive Land Use Plan was adopted on June 24, 2008 (the "Plan"). Each year after adoption, Sussex County is required to prepare a Report on the status of its Plan for submission to the Cabinet Committee on State Planning Issues and the Office of the State Planning Coordination ("OSPC"). This is the Fifth Annual Report to the Cabinet Committee on State Planning Issues and OSPC covering the one-year period between July 1, 2015 and June 30, 2016. This Report is intended to comply with Title 9, Section 6958 of the Delaware Code.

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Lancaster, Pennsylvania

PLAN FOCUS

The focus for this Plan includes the Downtown Core and the Commercial Hubs that serve as neighborhood centers for the City:

1. Downtown Core
2. East King Street
3. West King Street and Manor Street
4. South Duke Street
5. South Prince and Queen Streets
6. Harrisburg Avenue/Northwest Gateway
7. Train Station Area
8. New Holland Avenue

PLAN OUTCOMES

Looking Ahead: The Future of Lancaster City
By 2030 Lancaster City will:

- Increase in the per capita income to 70% of that of Pennsylvania.
- Have 300 new hotel rooms in the Downtown and Commercial Hubs.
- See 2,500 new residential units constructed.
- Achieve 100,000 square feet of new and renovated retail/restaurant space in Downtown and Commercial Hubs.
- Fill/create 300,000 square feet of office and flex space.
- Realize \$1 billion in private capital investment.
- See ongoing private investment that will outweigh public investment in economic development.

Source: Mike Ponerros

Sterling, Illinois

3. Making It Happen

- a. Pursue Regionally-based Economic Development
 - Mature and expand the Sauk Valley Partnership
 - Engage in targeted business recruitment
 - Partner with outside investors including Union Pacific Railroad
 - Involve business leaders
- b. Build Institutional Supports
 - Establish young professionals networks
 - Establish Downtown Sterling Unlimited (development corp.)
 - Formalize the Sauk Valley Partnership
 - Create individual project management teams for major projects, initiatives
- c. Downtown/Riverfront Reinvestment
 - Work with the hospital and local companies to develop employee walk-to-work programs (down-payment assistance, forgivable loans) targeted toward specific neighborhood reinvestment zones.
 - Organize, mobilize Downtown Business Association
 - Establish a Downtown Redevelopment Authority
 - Program Downtown for special events, activities
 - Capitalize façade improvement grants and start up loans for Downtown businesses

Source: Sterling, Illinois



Wisconsin



Source: Fox Valley Web Design

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Stillwater, Minnesota

Goals

- Goal 1:** Increase the tax base and provide opportunities for economic growth for Stillwater and Stillwater area residents.
- Goal 2:** Promote and maintain the downtown as a central focus for community, economic and cultural activity.
- Goal 3:** Provide new locations for job growth in close proximity to housing and with convenient access.

Objectives

- Support business expansion in the downtown commercial district and West Stillwater Business Park area.
- Provide local incentives to encourage clean light industrial and office development.
- Actively promote the creation of the Research and Development (R & D) office park at the appropriate time along TH 36 east of CR 15.
- Cooperate with regional and local economic development organizations to promote the local economy.
- Work with the Stillwater Area Chamber of Commerce to promote local industries.

Policies

- Policy 1:** Designate land for commercial and industrial uses properly located with adequate support services to accommodate future forecast and anticipated economic development.
- Policy 2:** Protect the city's industrial land base for industrial development.
- Policy 3:** Assist local industries to prosper and grow in the community consistent with the city's needs.

Policy 5: Encourage downtown as a relocation destination for successful businesses.

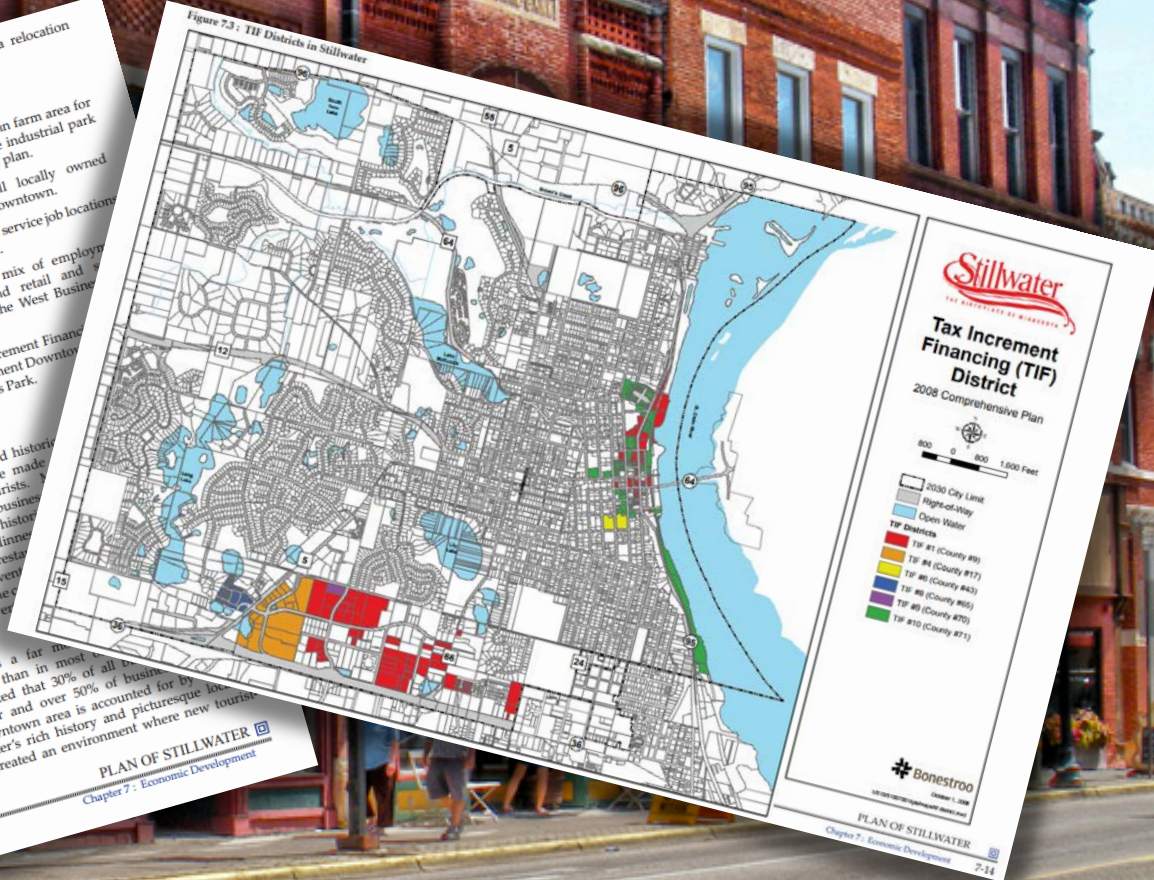
Programs

- Program 1:** Designate the Bergmann farm area for a research and development office industrial park as a part of the proposed land use plan.
- Program 2:** Encourage small locally owned businesses particularly in the Downtown.
- Program 3:** Promote office and service job locations in and around the Downtown.
- Program 4:** Encourage a mix of employment multifamily residential and retail and activities in and around the West Business Park area.
- Program 5:** Use Tax Increment Financing to assist major new investment Downtown Stillwater West Business Park.

Tourism

Stillwater's preserved historic lumbering era have made a destination for tourists. The area is filled with historic trade including historic riverboats, the Minnesota Days, The Riverfront. Tourism is a far more important part of Stillwater than in most other communities. It is estimated that 30% of all business in Stillwater and over 50% of business in the downtown area is accounted for by tourists. Stillwater's rich history and picturesque location have created an environment where new tourists

Figure 7.3: TIF Districts in Stillwater



Source: Explore Minnesota



Questions?

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Upcoming Events

[Planning for the Environment - Resilience as Racial Equity Workshop](#)

In partnership with Government Alliance on Race and Equity (GARE)
Thursday, July 27, 2017 | 12:30 – 4:30 PM

[Mississippi River Planning in Your Comprehensive Plan Workshop](#)

Presented by MnDNR
Wednesday, August 2, 2017 | 9:00 AM - 12:00 PM

[Community Engagement Workshop](#)

Friday, August 18, 2017 | 9:30 - 11:30 AM

*Look for the 2017 PlanIt Schedule of Events on the website