Reality Check
2050
Envisioning our region’s growth
June 4, 2013
Metro Charlotte is a Great Region
CHANGES AHEAD
“The best way to predict the future is to create it yourself”

Abraham Lincoln
Regional Visioning

Over the last 15 years, regional visioning has emerged as an important tool in developing regional consensus.

- Envision Utah
- Sacramento Blueprint
- Metropolis Chicago 2020
- Richmond Reality Check
It is about our children
It’s about balance

“Conservation is a state of harmony between man and nature.”

Aldo Leopold
It’s About Win-Win Solutions

• Healthy Environment
• Vigorous Economy
• Vibrant Community
Sustainability = more than technology

- At its most basic, “sustainable” means enduring.

- Sustainable communities are places of enduring value.
Regional Problems Require Regional Solutions

Air Pollution

Traffic Congestion

Loss of Green Space

Water Pollution
Keys to Regional Visioning

Working Together
Regional Cooperation

• Begin with the end in mind

• Think win/win

• Seek first to understand and then to be understood
Visioning is About Choices

Should we try to recruit new industry?

Should we try to expand existing businesses?
Visioning is About Choices

Should we continue to spread out?

Should we grow more compactly?
You can build a region centered around the automobile.
You can build a region that provides transportation options & choices
Global Competitiveness

- Regions compete in the new global economy
- Quality of life matters (cool places to live, work and play)
- But so does world class infrastructure
- Mobility, Amenities and Sustainability
Why Visioning Now?

- Economic changes
- Population Growth
- Demographic changes
- Infrastructure Deficit
- New technologies
- Haphazard Land use
- Market Trends
- Changing consumer attitudes
How will the Crash Reshape America?

- “How we live, work, shop and get around will change.”

- “Communities that embrace the future will prosper. Those that do not will decline.”
## Economic Development

<table>
<thead>
<tr>
<th>20th Century Model</th>
<th>21st Century Model</th>
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</thead>
<tbody>
<tr>
<td>• Public sector leadership</td>
<td>• Public/Private Partnerships</td>
</tr>
<tr>
<td>• Shotgun recruitment strategy</td>
<td>• Laser recruitment strategy</td>
</tr>
<tr>
<td>• Low cost positioning</td>
<td>• High value positioning</td>
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<tr>
<td>• Cheap labor</td>
<td>• Highly trained talent</td>
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<tr>
<td>• Key infrastructure = roads</td>
<td>• Key infrastructure = education</td>
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<tr>
<td>• Focus on what you don’t have</td>
<td>• Focus on what you do have</td>
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<tr>
<td>• Driven by transactions</td>
<td>• Driven by an overall vision</td>
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</tbody>
</table>
“Communities and regions are in a global competition to attract and retain a talented workforce. Increasingly these talented workers are choosing where they want to live first and figuring out their job situations later.”

CEO’s for Cities, Segmentation Study, 2006
Population Growth

- 100 Million New US Residents by 2050
- 435,000 new Area residents by 2035
- 1 million+ New Units Per Year
- Demographic shifts and Immigration
- Decline of Traditional Households
Demographic Shifts

• Baby Boomers and Retirees – 80 million
• Immigrants – 40 million
• Millennials (18 to 32 year olds) – 85 million
• Single person households - 27 million
• 75 % of American households do not have school age children
• By 2025, 33% of all households will be a single person
Technological Changes

- “The Death of Distance”
- People can do business anywhere
- Most new jobs are in small and medium sized businesses
- Health care & education
- Industrial recruitment is a small part of new economy
Haphazard Land Use

Large Lot Subdivisions

Strip Commercial
Growth Trends Reinforce Driving
Infrastructur e Deficit

- US needs over $2 trillion for repairs and upgrades to roads, bridges & other infrastructure
- Fed. State & local government spend less than half this amount
- Federal Gas tax hasn’t been raised since 1993
- US is falling behind our global competitors

I-35 Bridge Collapse Minneapolis
Market Trends

• “It is becoming clear that homebuilders old one-size fits all marketing and product approach will not work for buyer groups whose interests & borrowing requirements differ widely, not only from buyers of the recent past, but also from each other.”

• Source: Builder Magazine, July 2009
Consumer attitudes are changing

COVER STORY

Malls are like, totally uncool, say hip teens

The bigger question for retailers is, will parents follow their offspring?

By Bruce Horovitz
USA TODAY

The future of retailing in America may all come down to where Jessica Pfeifer shops. There's one place it's not: the mall.

Anywhere but the mall.

For this 18-year-old high school senior and her 15-year-old sister, Andrea, the mall has become entirely uncool.

Most malls are filled with cubicles that all sell similar stuff. And many teens get the heebie-jeebies being followed around by walkie-talkie wielding security guards and suspicious store clerks who keep flashing them evil eyes.

The Pfeifer sisters live in Manhattan and used to take the train to regional malls. Now they and their friends who live in that part of town...
Saving Landmarks
Losing Landscape
Cleaning-Up Our Air & Water
Losing Our Sense of Place
The Patterns of Development

• Where you put development

• How you arrange development

• What development looks like
• How we arrange development
We Can Have This:

Spread Out
Single Use
Drivable Only
Or This!

Compact
Mixed-Use
Walkable
Americans say they don’t like 2 Things

- To much sprawl
- To much density
Compact: Can Be Attractive & Valuable
Keys to Walkable Communities

- High Quality Design
- Access to Green Space
- Amenities
- More choices in ways to get around
- High Density only in clearly defined areas
Compact design should come with compensating amenities.

- Sidewalks
- Green space
- Parks
- Bike paths
Density does not demand high rises

Las Vegas, 37.4 Units per acre

New Orleans, 38.9 units per acre
As we grow our communities we must also green our communities.
How Do We Green A Region?

Street Trees

Green Parking Lots

Green Roofs

Greenways
How Do You Green A Region?

- Green Sound Walls
- Community Gardens
- Rain Gardens
- Regional parks
Green Space & Property Values

• “The relationship between rising property values and green spaces is well documented.”

• “Some studies find as much as a 15 to 30% increase in the value of properties adjacent to parks and open space.”
What does development look like?
COMMUNITY IMAGE IS CRITICAL TO ECONOMIC VITALITY AND QUALITY OF LIFE
“We take stock of a city like we take stock of a man. The clothes or appearance are the externals by which we judge.”

- Mark Twain
Distinctiveness has value!

- “Sameness is a minus, not a plus in today’s world.”

- “If you can’t differentiate your community or region, you will have no competitive advantage.”
1. Develop a shared vision for the future
2. Inventory regional & local assets
3. Build plans around the enhancement of assets
4. Use education, incentives, partnerships, and voluntary initiatives, not just regulation
5. Cooperate for mutual benefit
6. Pick and choose among development proposals
7. Consider community character as well as ecology and economics
8. Have strong leaders and committed citizens
Most Polluted City
Model for Community Revitalization
Inventory Assets

• Natural Resources
• Cultural Resources
• Human Resources
• Economic Resources
• Educational Resources
Sometimes They Are Not Obvious
Explore Beyond Regulation

- Education
- Incentives
- Partnerships
- Voluntary Initiatives
Why Do We Educate?
Why Should We Use Incentives?

"It's the latest trend in real estate... a little incentive to sweeten the deal."
Successful Regions Cooperate for Mutual Benefit

Research Triangle, NC
Fast Tracks Transit, Metro Denver
SUCCESSFUL COMMUNITIES PICK AND CHOOSE AMONG DEVELOPMENT PROPOSALS
Two Suburbs – 2 Approaches

Rockville, MD
1 story
Lots of parking in front of building

Bethesda, MD
3 stories
No parking in front of building
Which one is more profitable?

1 Way to get here:
- Drive your car

Rockville Pike

4 Ways to get here
- Drive your car
- Take Metro
- Ride your bike
- Walk

Downtown Bethesda
“People stay longer, spend more money and come back more often to places that attract their affection.”

Source: Urban Design and the Bottom Line, ULI, 2009
Hometown Heroes

“Never doubt that a small group of committed individuals can change the world. Indeed, it is the only thing that ever has”

-Margaret Mead
It’s Not Always Easy
Leadership is important
But often unappreciated

“Apart from sanitation, medicine, education, wine, public order, roads, irrigation, public health and a freshwater system, what have the Romans ever done for us?”
Monty Python’s, Life of Brian
A Final Thought

Vision counts, but implementation is priceless!

THANK YOU!