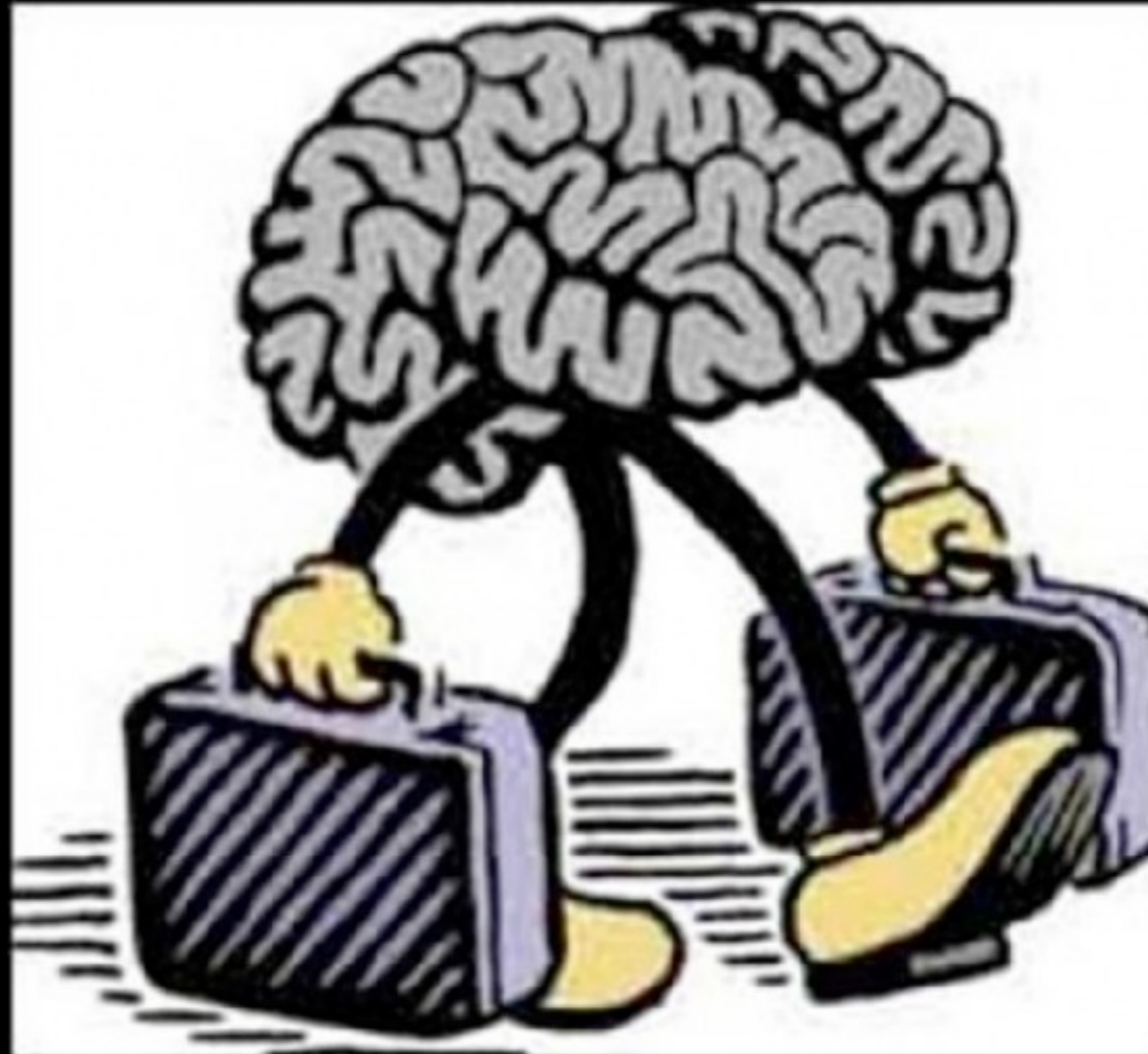


PlaceMaking as an Economic Development Tool

Nathan R. Norris
January 24, 2019

Attracting & Retaining Talent



Brain Drain or Brain Gain?

Place and Quality of Life

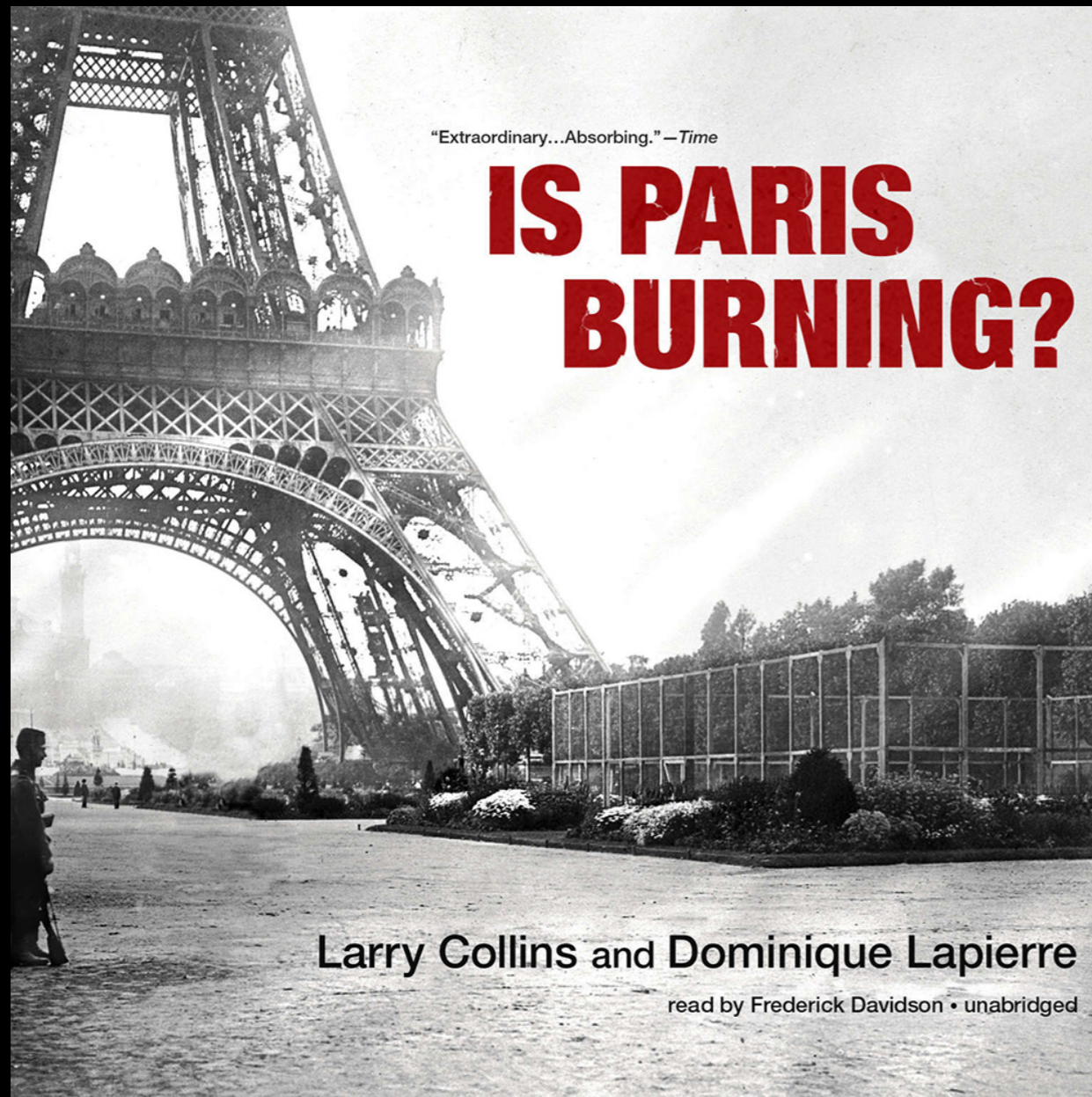


What is the
greatest economic development initiative
of all time?

Paris: 1850 - 1870



How Loved is Paris?



"Extraordinary...Absorbing." - Time

IS PARIS BURNING?

Larry Collins and Dominique Lapierre

read by Frederick Davidson • unabridged

"Burn Paris!"
was the order that had come shrieking over the phone.

All the private passions, all the rising up of the people, the Undergroundswell of heroism, the housewives who faced death and worse, the Liberation...all these come blazingly alive with an all-star cast from the film capitals of the world.

PARAMOUNT PICTURES
SEVEN ARTS / RAY STARK
present
IS PARIS BURNING?

FROM THE INTERNATIONAL BEST-SELLER

With a stunning international cast,
(listing in alphabetical order)

JEAN-PAUL BELMONDO · CHARLES BOYER · LESLIE CARON · JEAN-PIERRE CASSEL · GEORGE CHAKIRIS · ALAIN DELON · KIRK DOUGLAS · GLENN FORD · GERT FROBE · YVES MONTAND · ANTHONY PERKINS · SIMONE SIGNORET · ROBERT STACK · MARIE VERSINI · SKIP WARD · ORSON WELLES

Produced by **PAUL GRAETZ** · Directed by **RENE CLEMENT**

Screenplay by **GORE VIDAL** and **FRANCIS COPPOLA** · Additional dialogue by **MARCEL MOUSSY** · Music by **MAURICE JARRE**

Based on the Best Selling Book by **LARRY COLLINS** and **DOMINIQUE LAPIERRE** · A Co-Production **TRANSCONTINENTAL FILMS · MARIANNE PRODUCTIONS** · A **PARAMOUNT** Release · **PANAVISION**

Paris: 2017

40 square miles

No mountains

No beaches

No forests

40 Million Visitors

Alabama: 2017

52,000 square miles

Mountains

Beaches

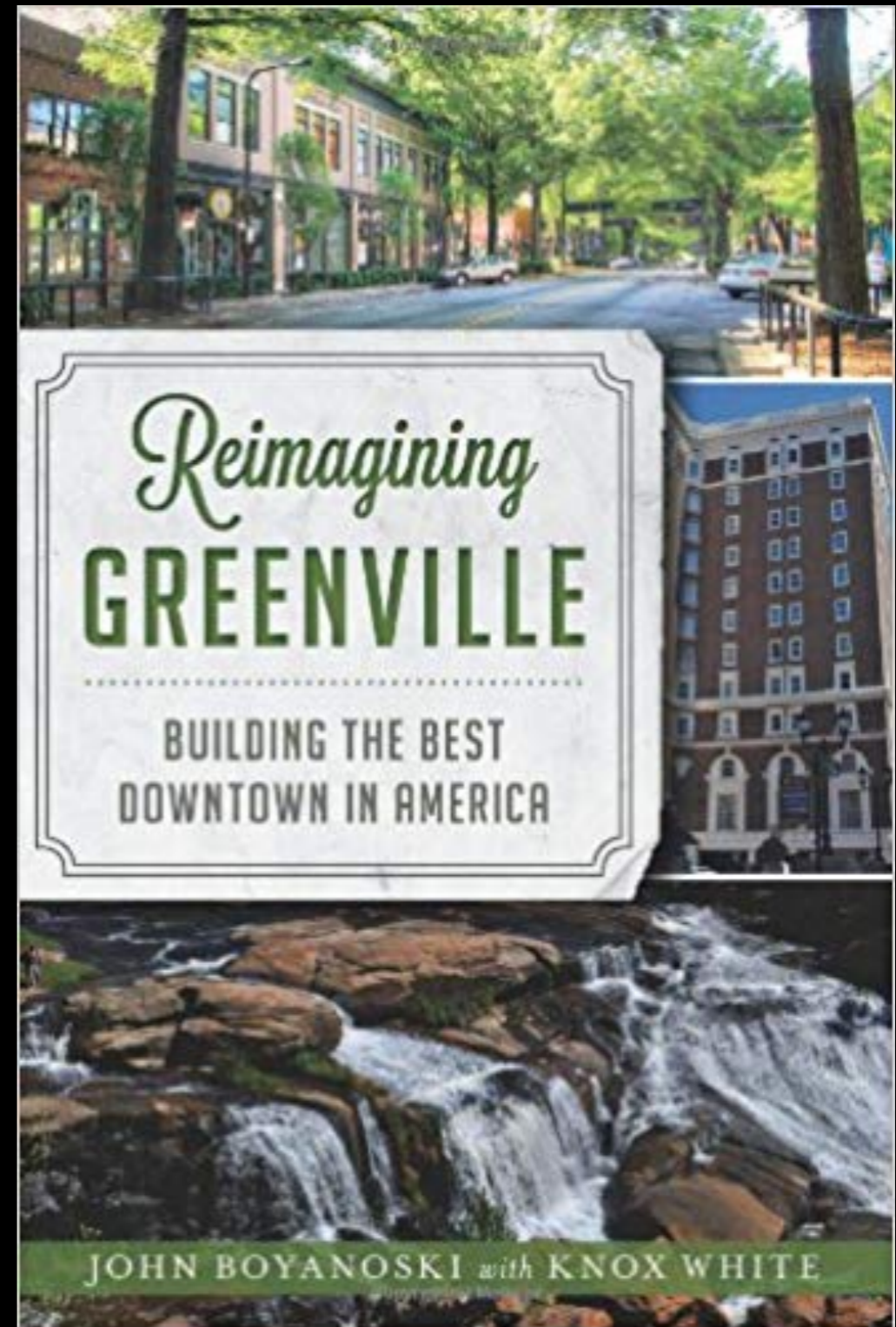
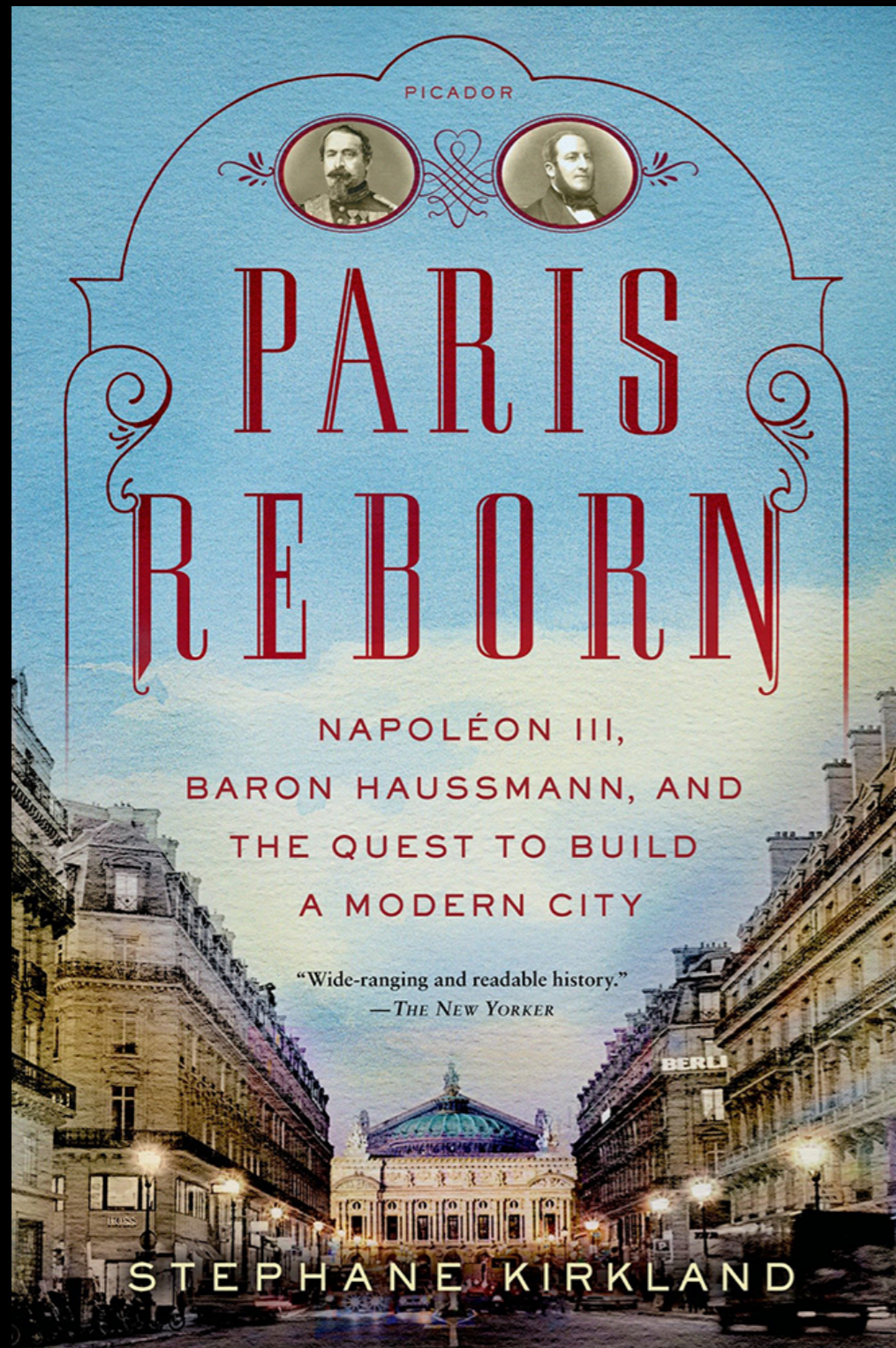
Forests

26 Million Visitors

Greenville: 1990 - 2010



Books Document These Models



Distinctive Communities are a Brand



The Two Operating Systems



Drive-only
Conventional Suburban
Development



Walk-able, Bike-able,
Drive-able, Transit-able,
Linger-able
Traditional Neighborhood

New Apartments Next to New Homes = - 4



Visual Preference Survey: Montgomery, AL by Anton Nelessen

New Apartments Over Shops = + 7



Visual Preference Survey: Montgomery, AL by Anton Nelessen

Same Densities, Different Results



- 5



+ 6

Design Matters at the Smallest Scale



Google

Design Matters at the Smallest Scale



Incremental Transformation: Design Matters



Incremental Transformation: Design Matters



Incremental Transformation: Design Matters



Incremental Transformation: Design Matters



Incremental Transformation: Design Matters



Incremental Transformation: Design Matters



Image by Urban Advantage, Inc./Steve Price

Existing conditions

Incremental Transformation: Design Matters



Add new trees, sidewalks, on-street parking, lighting; upgrade medians; and remove overhead wires

Image by Urban Advantage, Inc./Steve Price

Incremental Transformation: Design Matters



Image by Urban Advantage, Inc./Steve Price

Add new mixed use building

Incremental Transformation: Design Matters



Image by Urban Advantage, Inc./Steve Price

Add more new mixed use buildings

Incremental Transformation: Design Matters



Image by Urban Advantage, Inc./Steve Price

Add flowers and more new mixed use buildings

How to Design a City



How to Design a City: The Cheat Sheet



Mall of America



“What if we don’t change at all ...
and something magical just happens?”



Cocktail Conversation Action Plan

Downtown Lafayette **Action Plan**

Prepared by Wallace Roberts & Todd
and Zyscovich Architects, with
Lambert Advisory

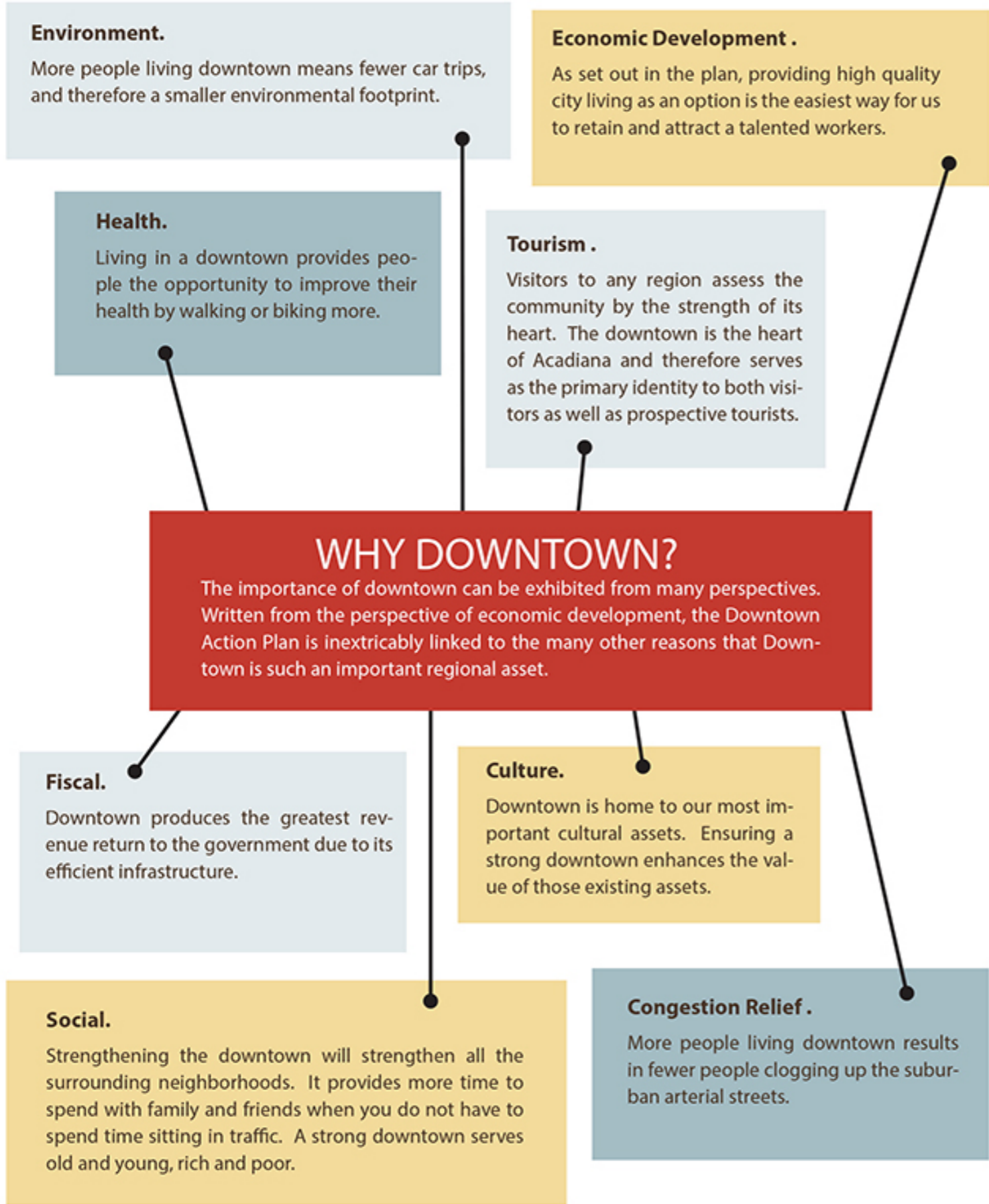


ZYSCOVICH
ARCHITECTS

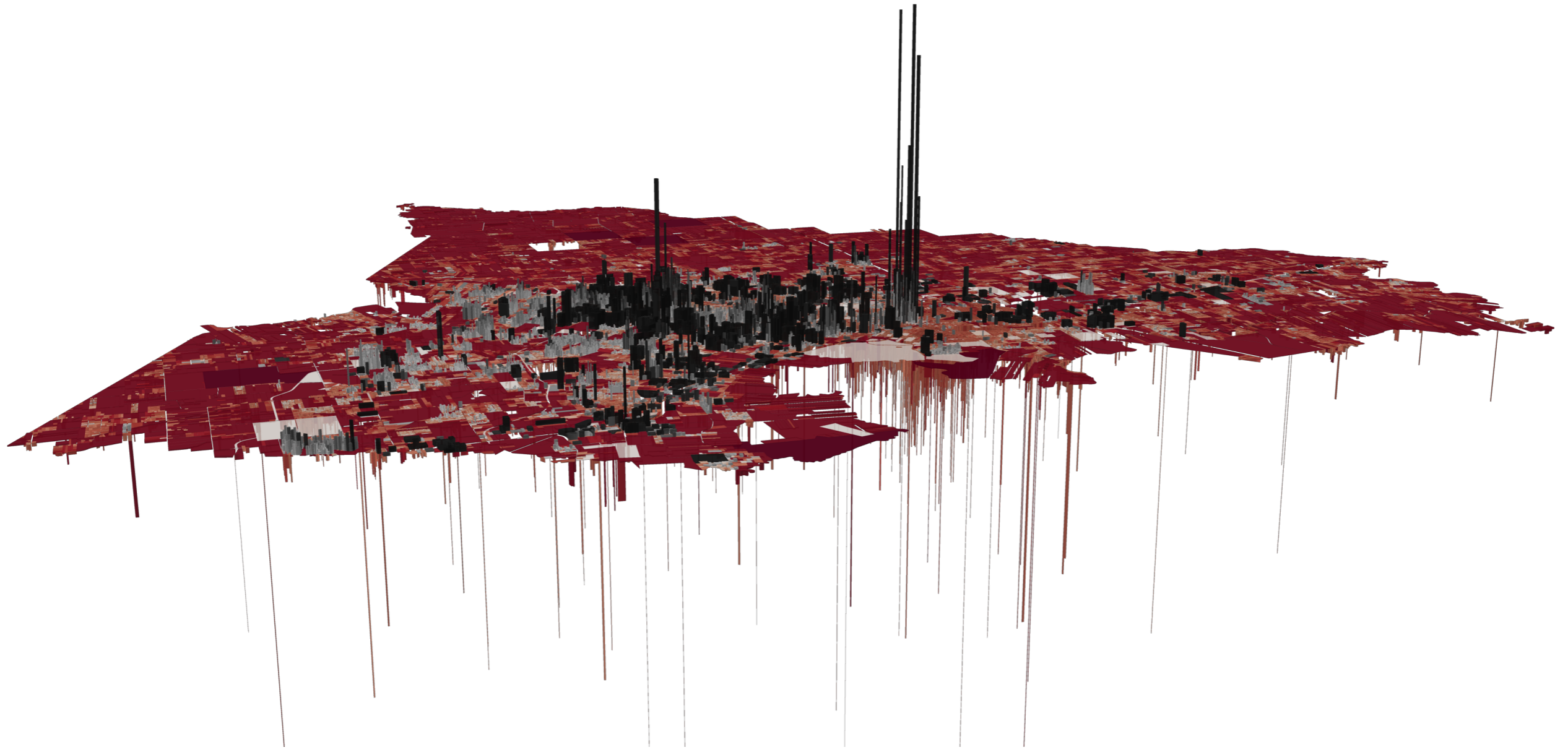


June 10, 2014

Arm supporters with easy to understand reasons WHY it matters.



Return on Infrastructure Investment



Return on Infrastructure Investment Analysis by Urban3 (Joe Minicozzi) for Lafayette, LA

Giving the Vision to Future Generations



WACKER'S MANUAL OF THE PLAN OF CHICAGO

Municipal Economy



Especially Prepared for Study in the Schools of Chicago

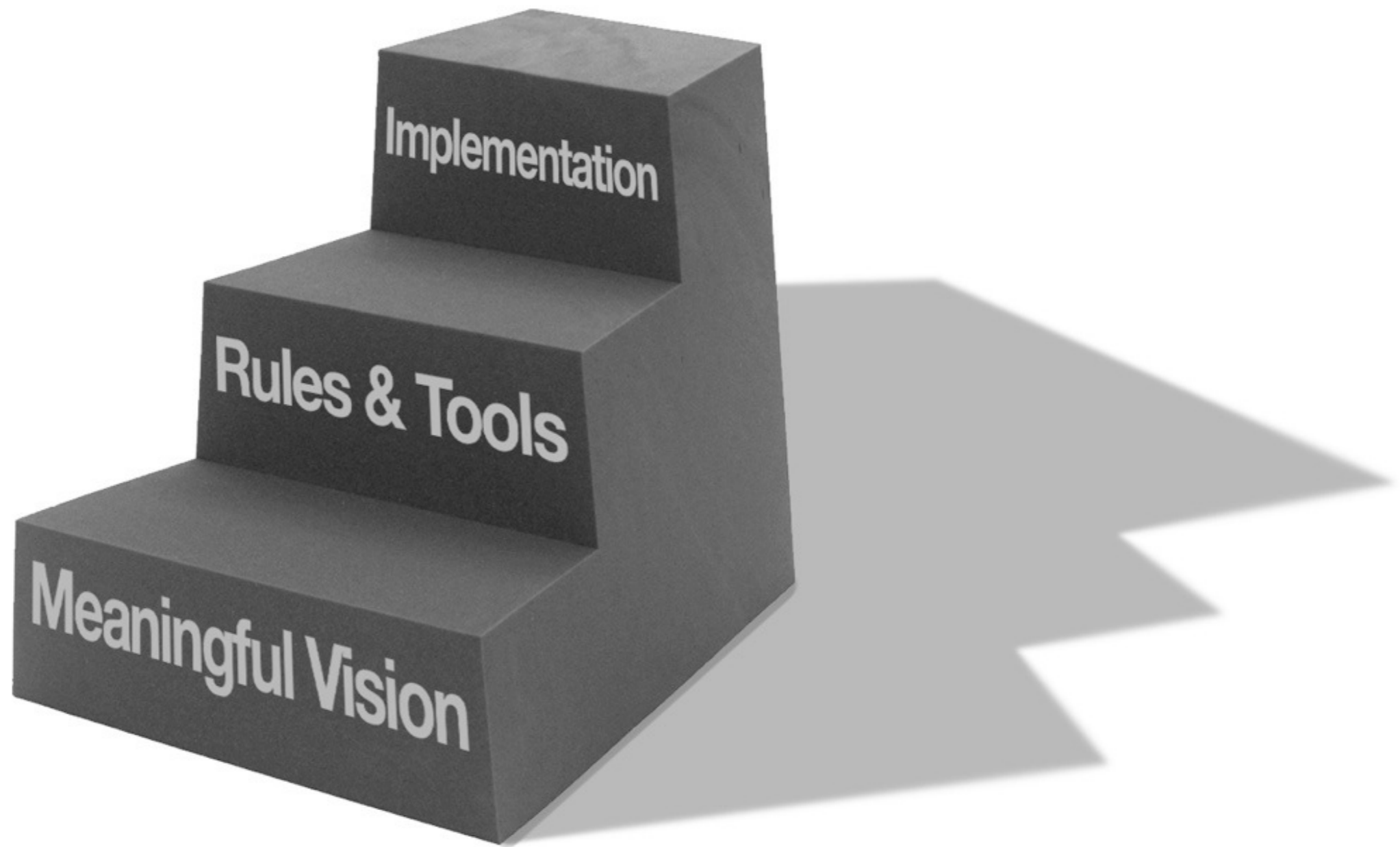
Auspices of the
CHICAGO PLAN COMMISSION

BY

WALTER D. MOODY

Managing Director, Chicago Plan Commission

1912



Great Places Do Not Happen By Accident



Ranson, WV

Coding for Character



Photo courtesy of Anton Nelessen

Coding for Character



Photo courtesy of Anton Nelessen

Coding for Character



Photo courtesy of Anton Nelessen

Coding for Character



Photo courtesy of Anton Nelessen

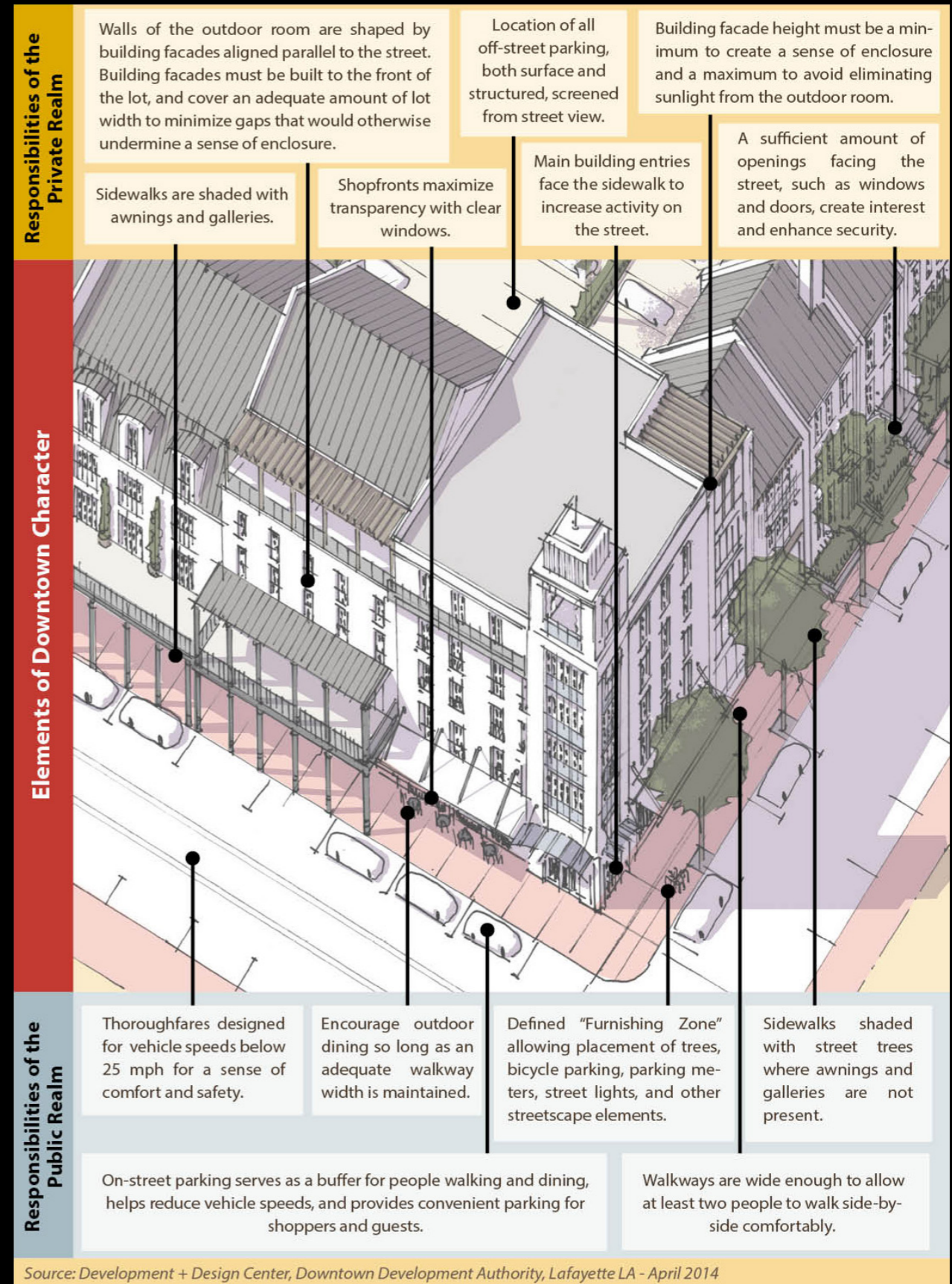
Coding for Character



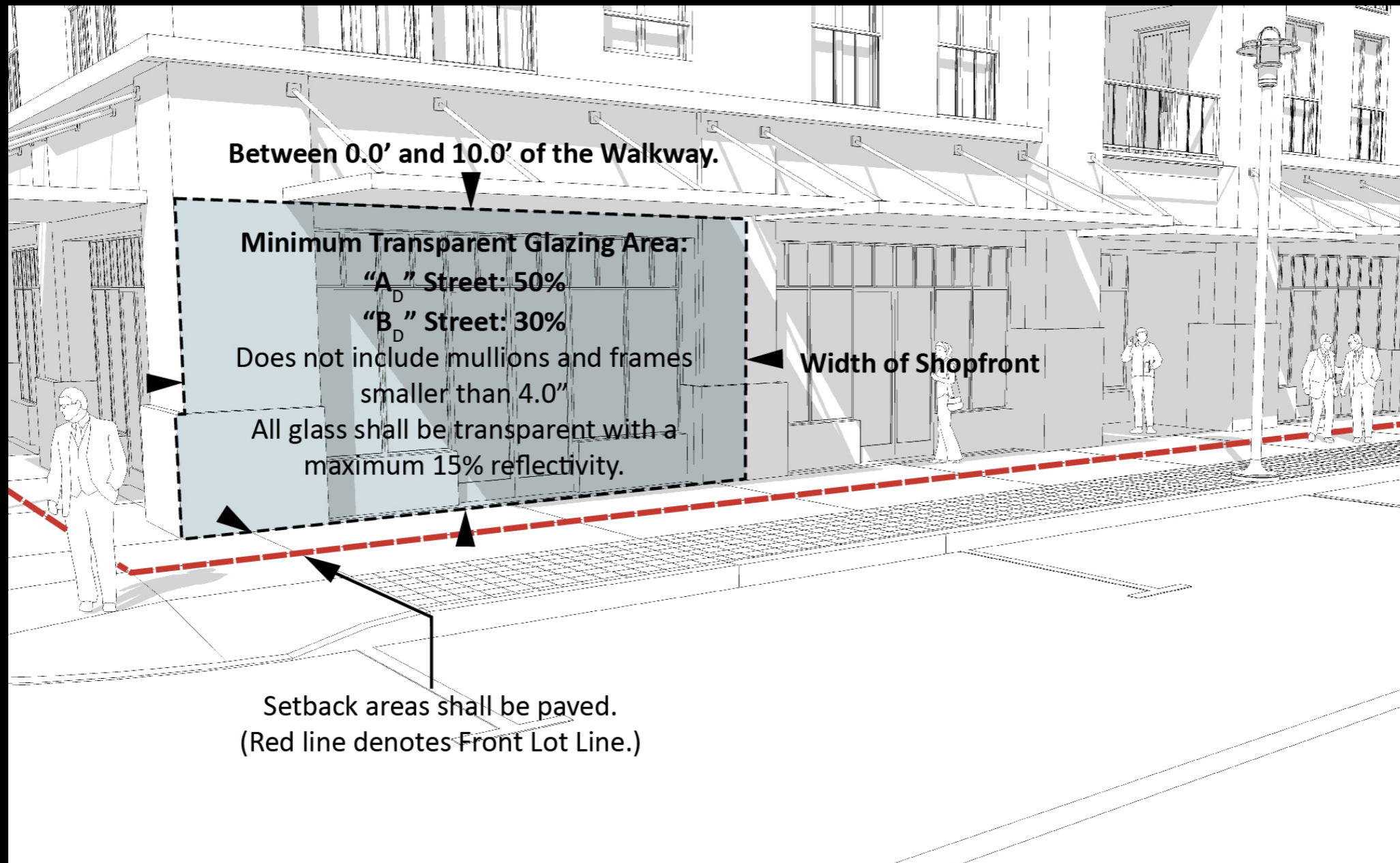
Downtown Character Program

Competitive Advantages

1. Convenience
2. Vibrancy
3. Outdoor Rooms



Keep It Simple with Easy to Read Graphics



Downtown Lafayette, LA Zoning Code

Keep It Simple with Easy to Read Graphis

Exposed upper stories of the parking garage shall be enhanced with an architectural facade having a minimum 20% vertically proportioned fenestration or openings.

Min. 12.0' Depth for
Min. 40% Lot Width
(Frontage Buildout § (d)(2))
For First Story

Min. 18.0' Depth for
Min. 80% Or 90% Lot Width
(Frontage Buildout § (d)(2))
To Height of Garage

"B_D" Street Interface
Parking garages along "B_D" streets shall be masked from view of the Walkway by the required Frontage Buildout (Frontage Buildout § (d)(2)) for the first story.

"A_D" Street Interface
Parking garages along "A_D" streets shall be fully masked by the required Frontage Buildout (Frontage Buildout § (d)(2)) to the height of the parking garage.

Downtown Lafayette, LA Zoning Code

Keep It Simple
 Make It Easy To Administer



VILLAGE CENTER
 REGULATING PLAN CHECKLIST

SECTION	REQUIREMENT	COMPLIANCE	NOTES
19.27010(F)III.C.	Does the Regulating Plan include a Map or Maps drawn to scale showing the following? Thoroughfare Network Thoroughfare Types Sub-District Allocation Blocks Lots	<input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> yes <input type="checkbox"/> no	
Table 27-7	Are the Thoroughfares used on the Thoroughfare Network map and indicated in the list of Thoroughfare Types of the types permitted in the Village Center Zoning District?	<input type="checkbox"/> yes <input type="checkbox"/> no	
19.27.020(C)III.	Has the Regulating Plan designated a contiguous Main Street at least 500 feet in length using one of the Commercial Street Thoroughfare types permitted for the Village Center Zoning District?	<input type="checkbox"/> yes <input type="checkbox"/> no	
19.27.020(B)I.	Has the proper land area of the Village Center, excluding Thoroughfares and undevelopable land, been allocated to each Sub-District? a. T3 - Edge 10-30% b. T4 - General 30-75% c. T5 - Center 10-30% d. CD - Civic 5-20%	<input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> yes <input type="checkbox"/> no	
19.27.020(B)IV.	Are all of the Lots of each Block Face assigned to the same Transect Sub-District?	<input type="checkbox"/> yes <input type="checkbox"/> no	
19.27.020(C)III.	Are the Lots of each Block Face abutting the Main Street allocated to the T5 Sub-District?	<input type="checkbox"/> yes <input type="checkbox"/> no	
19.27.020(C)II. Table 27-7	Are the Lots abutting each Thoroughfare designated with the proper Sub-District (context)? a. AV-75-40 (T3, T4, or T5) b. CS-104-72 (T4 or T5) c. CS-80-44 (T5 only) d. CS-60-34 (T4 or T5) e. ST-60-34 (T3, T4, or T5) f. ST-50-28 (T3, T4, or T5)	<input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> yes <input type="checkbox"/> no <input type="checkbox"/> yes <input type="checkbox"/> no	

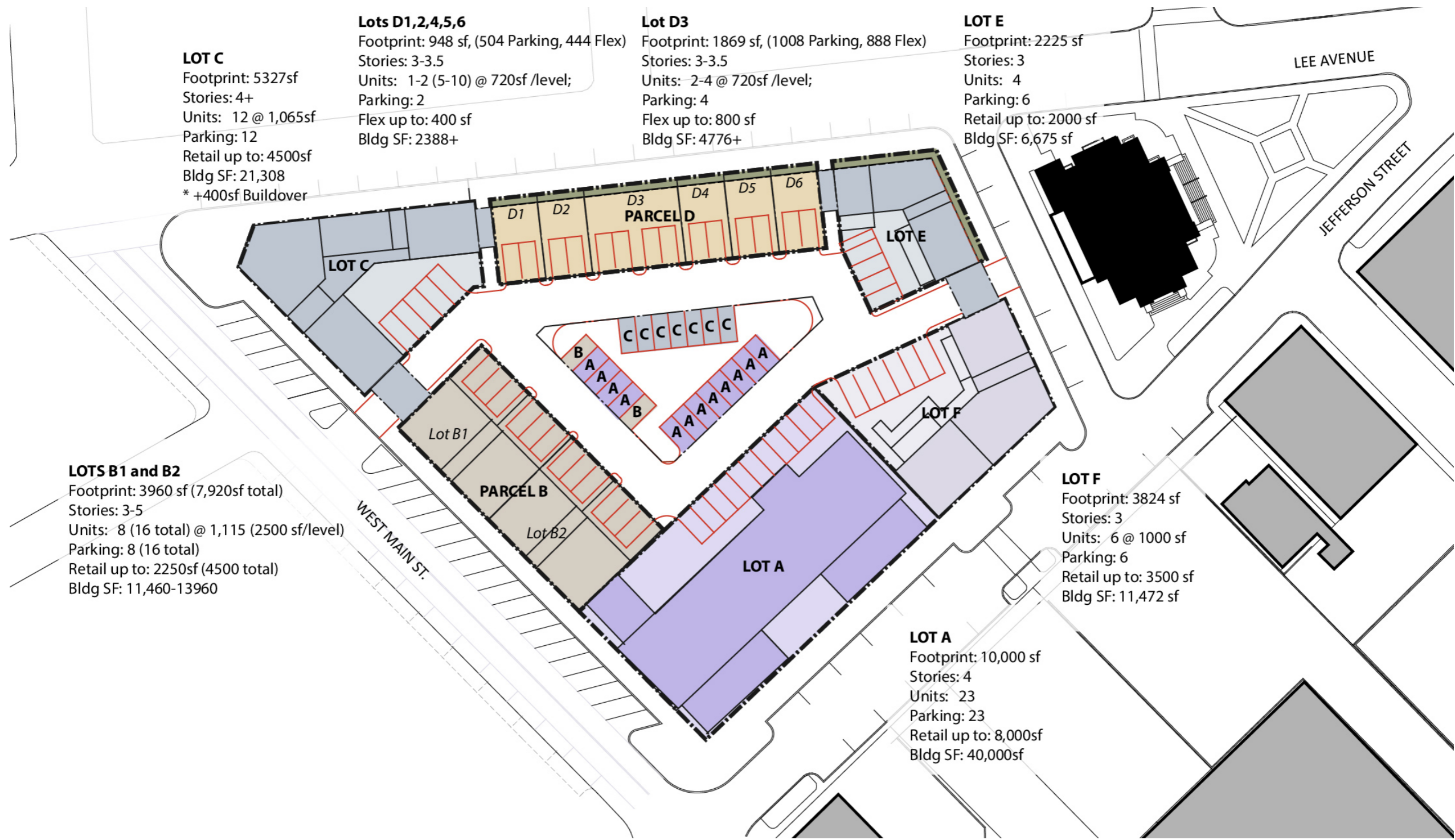
Avoid letting big, monolithic projects dominate over
small, resilient building types.





Seek small, resilient building types to create character and provide opportunities for small builders/developers to be involved in large projects that are normally reserved only for large developers.

Plan for Redevelopment of Downtown Block for Character and Small Builders/Developers



LOT C
 Footprint: 5327sf
 Stories: 4+
 Units: 12 @ 1,065sf
 Parking: 12
 Retail up to: 4500sf
 Bldg SF: 21,308
 * +400sf Buildover

Lots D1,2,4,5,6
 Footprint: 948 sf, (504 Parking, 444 Flex)
 Stories: 3-3.5
 Units: 1-2 (5-10) @ 720sf /level;
 Parking: 2
 Flex up to: 400 sf
 Bldg SF: 2388+

Lot D3
 Footprint: 1869 sf, (1008 Parking, 888 Flex)
 Stories: 3-3.5
 Units: 2-4 @ 720sf /level;
 Parking: 4
 Flex up to: 800 sf
 Bldg SF: 4776+

LOT E
 Footprint: 2225 sf
 Stories: 3
 Units: 4
 Parking: 6
 Retail up to: 2000 sf
 Bldg SF: 6,675 sf

LOTS B1 and B2
 Footprint: 3960 sf (7,920sf total)
 Stories: 3-5
 Units: 8 (16 total) @ 1,115 (2500 sf/level)
 Parking: 8 (16 total)
 Retail up to: 2250sf (4500 total)
 Bldg SF: 11,460-13960

LOT F
 Footprint: 3824 sf
 Stories: 3
 Units: 6 @ 1000 sf
 Parking: 6
 Retail up to: 3500 sf
 Bldg SF: 11,472 sf

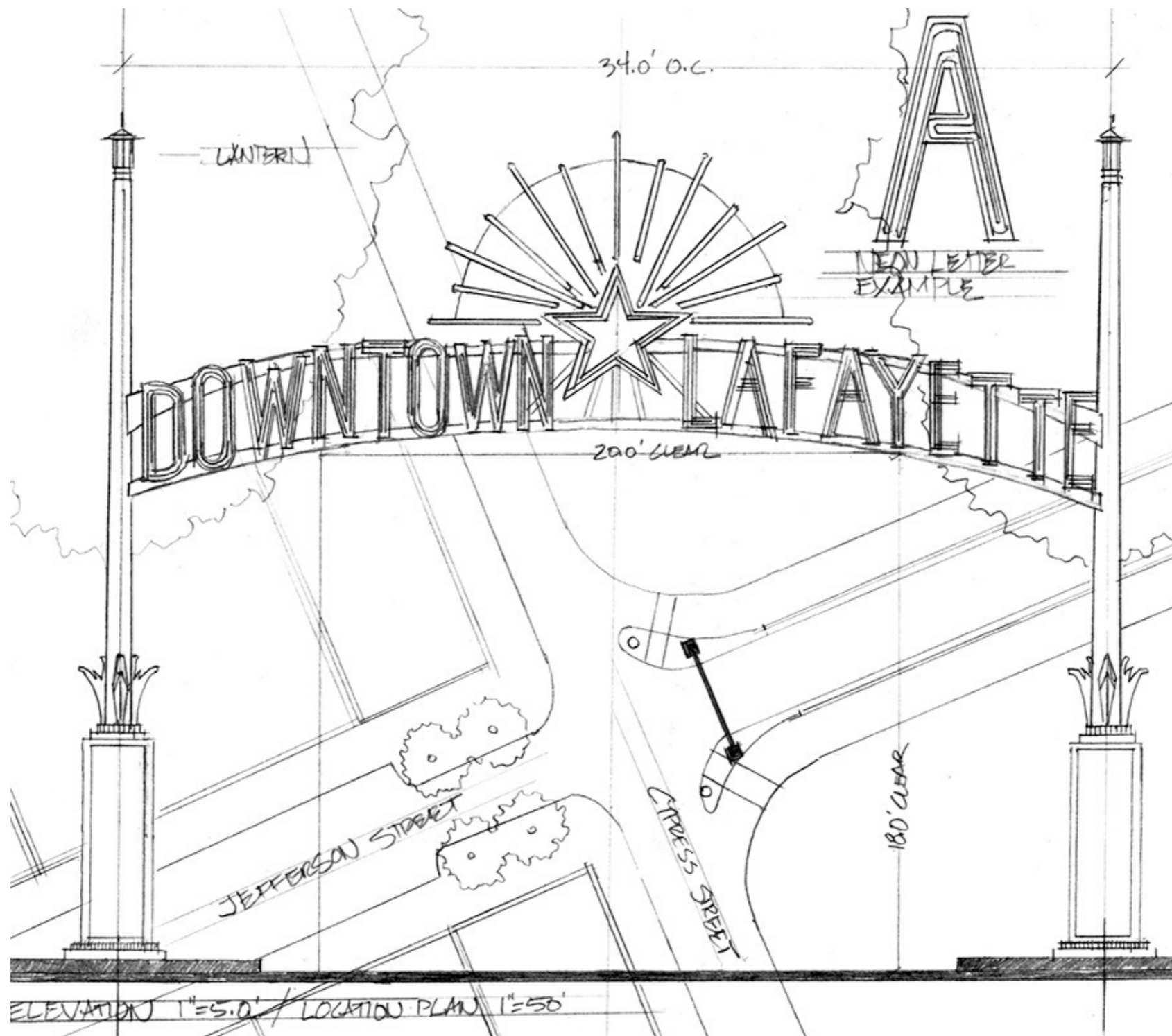
LOT A
 Footprint: 10,000 sf
 Stories: 4
 Units: 23
 Parking: 23
 Retail up to: 8,000sf
 Bldg SF: 40,000sf

Baby Steps for Increasing Pride in Your Community



Our Low-Hanging Fruit— the Gateway Sign

Gateway Sign: Our Low-Hanging Fruit



Gateway Sign: Our Low-Hanging Fruit



Develop an Iconic Photo-Op for Your Community



Develop an Iconic Photo-Op for Your Community



Develop an Iconic Photo-Op for Your Community: Paintable



Develop an Iconic Photo-Op for Your Community: Paintable



Develop an Iconic Photo-Op for Your Community: Paintable



Develop an Iconic Photo-Op for Your Community



It's All About the Love



Andrés Duany and the **CITYBUILDING EXCHANGE**



NEW ORLEANS, LOUISIANA | MARCH 8-10, 2017

FIND OUT MORE:
WWW.CITYBUILDINGEXCHANGE.COM

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  @CITYBUILDINGEX

CITY

BUILDING

EXPRESS 2019



Never doubt
that a small group of thoughtful, committed people
can change the world.

Indeed, it is the only thing that ever has.

Nathan Norris



Provides Guidance and Planning Services for Cities and Developers

Prior to establishing the CityBuilding Partnership, Nathan served as the CEO of the Lafayette Downtown Development Authority where he and his team spearheaded the development of the award-winning Downtown Action Plan and the Creativity Everywhere initiative; created the Development and Design Center; secured the adoption of a groundbreaking and graphically-intensive form-based code; established the CityBuilding Exchange educational conference for community leaders; and initiated a major road diet on one of the two main thoroughfares, as well as the development of the Return on Infrastructure Investment Analysis Tool.

Previously, Nathan was the co-founder and Director of Implementation Advisor for the international urban design firm PlaceMakers, LLC. At PlaceMakers, Nathan worked with developers and municipalities to plan, entitle, develop and market neighborhoods, towns and cities. During this time Nathan started the Magical Mystery Tour series of intensive site tours of leading projects and places. Prior to the creation of PlaceMakers, Nathan served as the Director of Marketing & Sales for multiple large scale traditional neighborhood developments.

He is a contributor to the Charter of the New Urbanism and the SmartCode Manual; a co-founder of the New Urban Guild; a founding board member of the Transect Codes Council; the primary author of the Smart Growth Schools Report Card; a certified instructor for the National Association of Realtors Smart Growth course; and the project manager for the Appraisal System which rates the merits of development from the perspective of Smart Growth principles.

He regularly speaks across the country on how communities can leverage placemaking as an economic development tool. He received his undergraduate degree from the University of Virginia and his law degree from the University of Alabama. Nathan can be reached at nathan@citybuildingpartnership.com

