

Addressing 4 Key Barriers to Downtown Redevelopment

RMLUI 2015 Annual Conference

Denver University Sturm College of Law

3/12/15



Today's Itinerary

Introductions (by way of existential questions):

Who are you?

Why are you here?

Addressing 4 key barriers to downtown revitalization:

Creating value with transportation investments

Catalyzing downtown living

Connecting opportunity sites with developers

Coordinating ongoing stewardship

Questions & discussion

A Little About Me

15+ years experience as a planner

Dilettante: land use, urban design, transportation

Last 8 years as a multimodal transportation planner

Started REgeneration Development Strategies

Focus on catalytic redevelopment projects

My family splits our time between Durango & SF



Small Downtowns = Wicked Problems

“A wicked problem is:

a problem that is difficult or impossible to solve
because of...

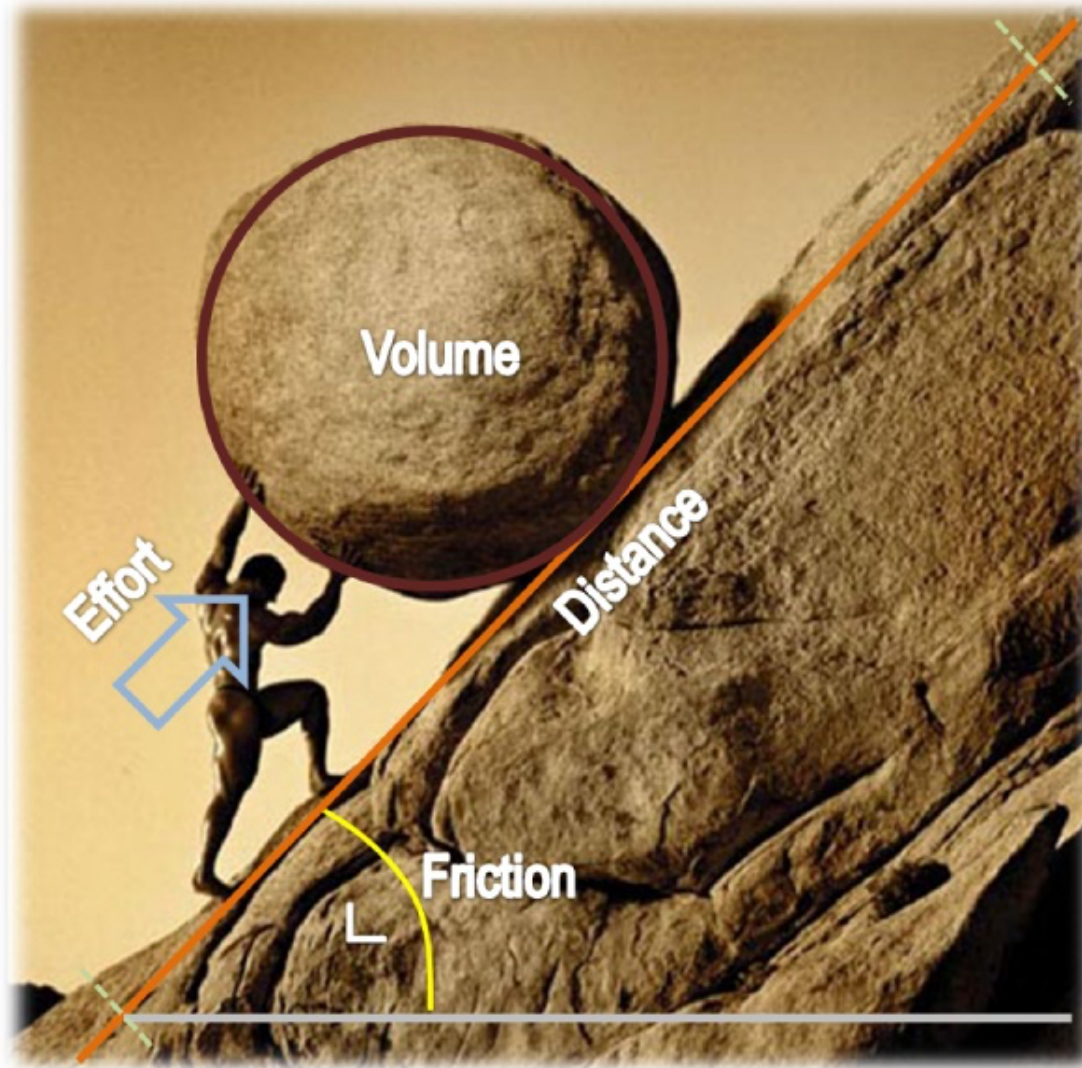
incomplete, contradictory, and **changing**
requirements that are often difficult to recognize,
moreover...

because of complex interdependencies, **the effort to**
solve one aspect of a wicked problem may reveal
or create other problems.”

- Wikipedia



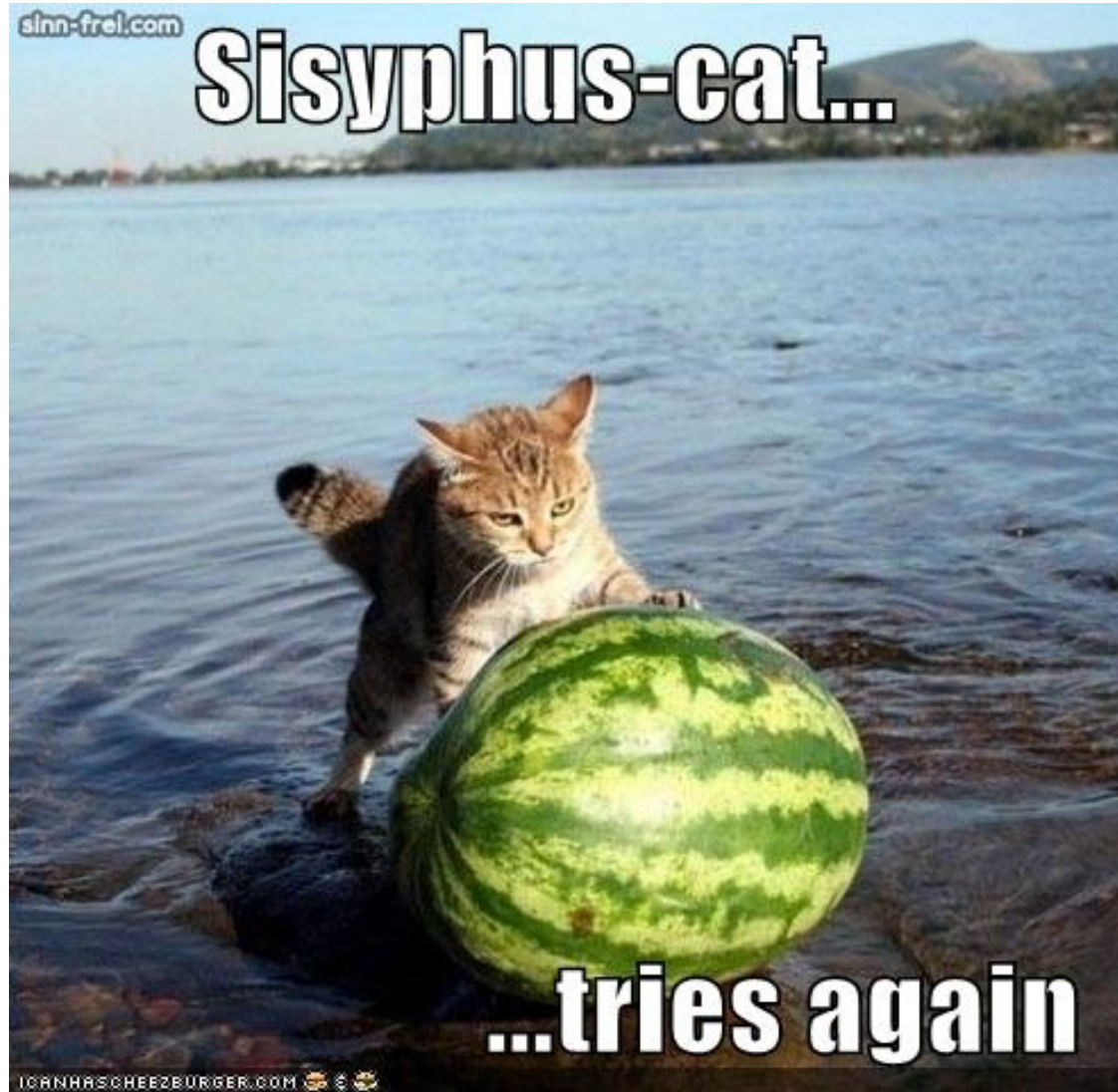
Technical Problems



Regulatory Problems



Political Problems



My experience...

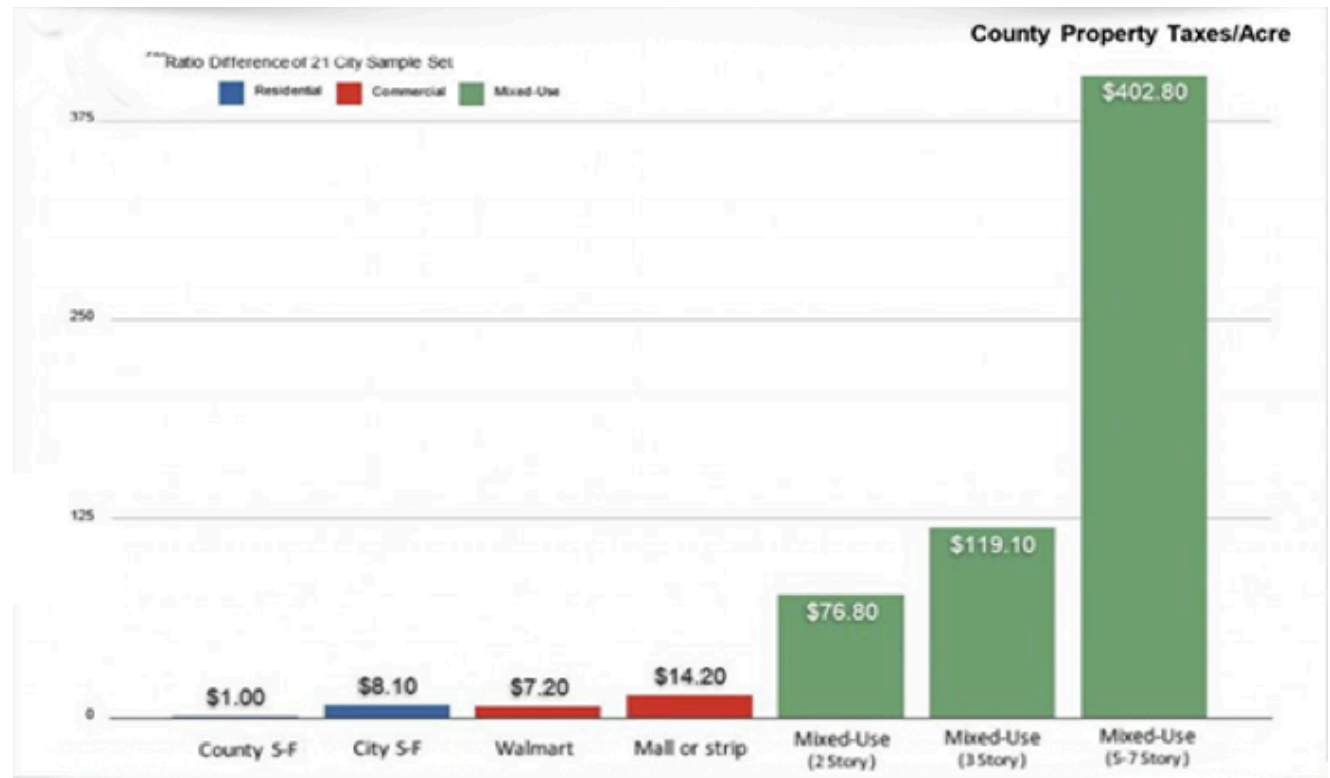
The fundamental Wicked Problem facing small downtowns is...

Sustainable
Economic
Development

All other wicked problems are linked to this one.

Planning = Economic Development

- Must create positive tax yield by...
...catalyzing private economic investment



Source: Joe Minicozzi, www.urban-three.com

Planning = Economic Development



Public Interest Projects, Inc.
Joseph Minicozzi, AICP
Joem@pubintproj.com

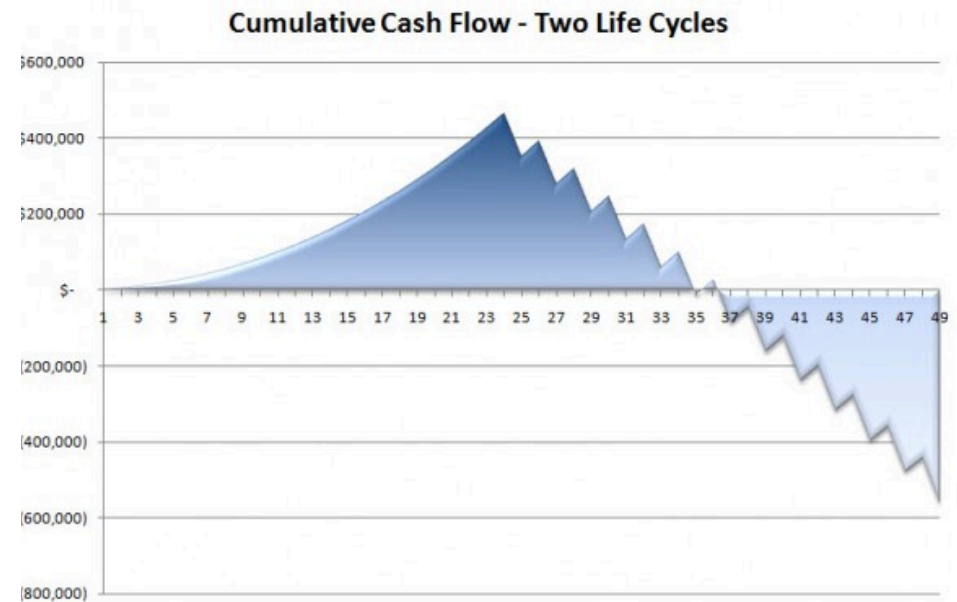
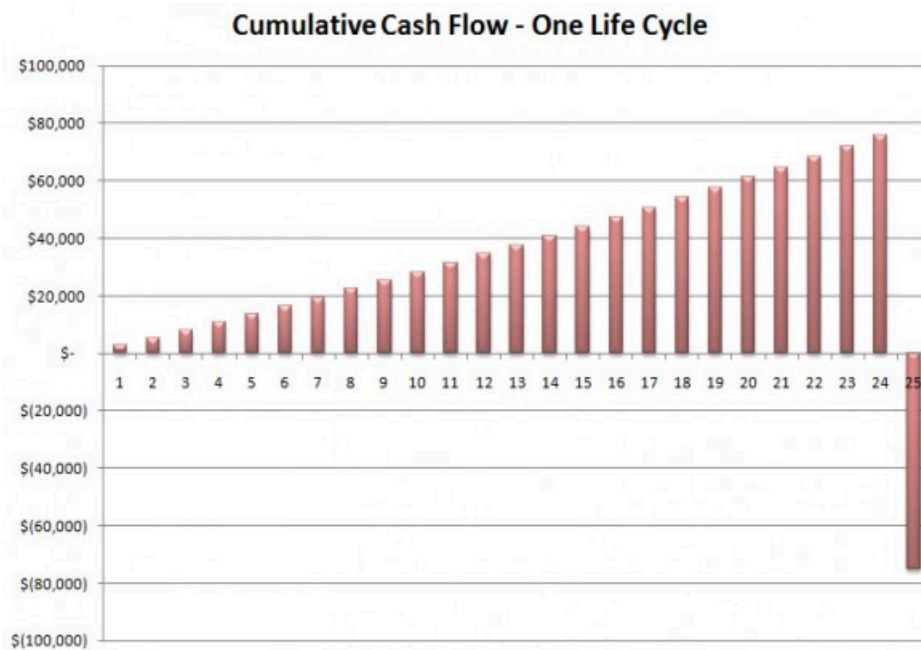


Land Consumed (Acres):	34.0	00.2
Total Property Taxes/Acre:	\$ 6,500	\$634,000
City Retail Taxes/Acre:	\$ 47,500	\$ 83,600
Residents per Acre:	0.0	90.0
Jobs per Acre:	5.9	73.7

Source: Joe Minicozzi, www.pubintproj.com

Planning = Economic Development

- Minimize new infrastructure costs
- Maximize ROI from existing infrastructure

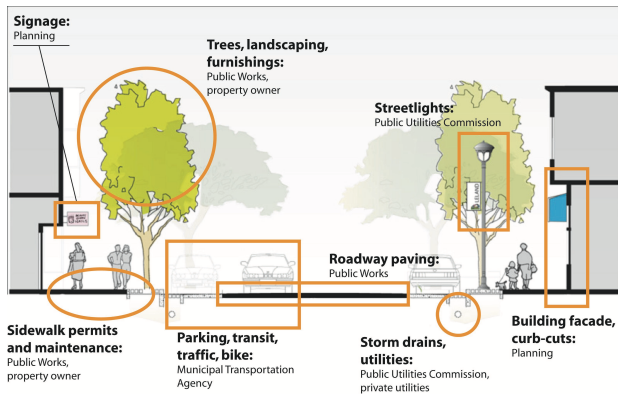


Source: Charles Marohn, www.strongtowns.org

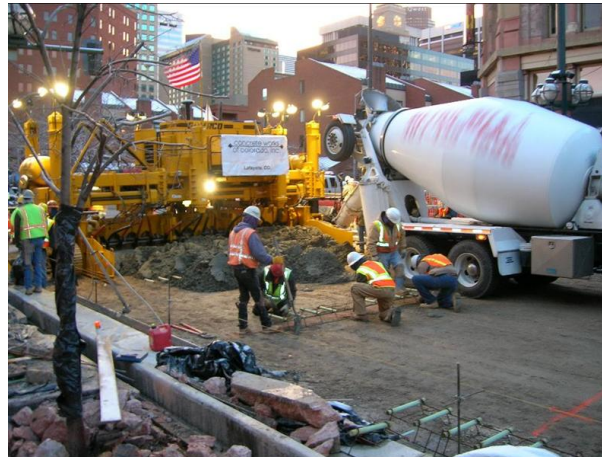
Transportation = Value Creation

- ❑ Think of transportation \$ as a means to an end that...

...can and must catalyze private sector reinvestment and redevelopment.



Source: SF Planning Dept.



Source: Denver Public Works



Source: <http://blogs.westword.com/cafesociety>

Transportation = Value Creation

- ❑ Countless studies of this relationship
- ❑ Examples from communities of all sizes



Source: www.cardcow.com/220702



Source: www.fortlewis.edu

Transportation = Value Creation

- ❑ Roads can create economic value *and* still move a lot of cars...



Adopting new policies is not enough!

- ❑ Typical transportation planning policies...
 - Encourage alternative modes
 - Create “ped-friendly” streets
 - Promote bicycle safety
 - Reduce vehicle travel
 - Honor motherhood
 - Enjoy apple pie...



Image source: Diabetes Daily



Image source: Dan Burden

Mixed message?



Image source: Diabetes Daily



Image source: Carbolic Smokeball

5 Key *Principles* of a Value-Creating Transportation Strategy

Congestion =
Economic Activity

Demand management =
Fiscally conservative

Emphasizing *access* +
placemaking =
Success

Emphasizing *mobility* + ever
expanding auto capacity =
Failure

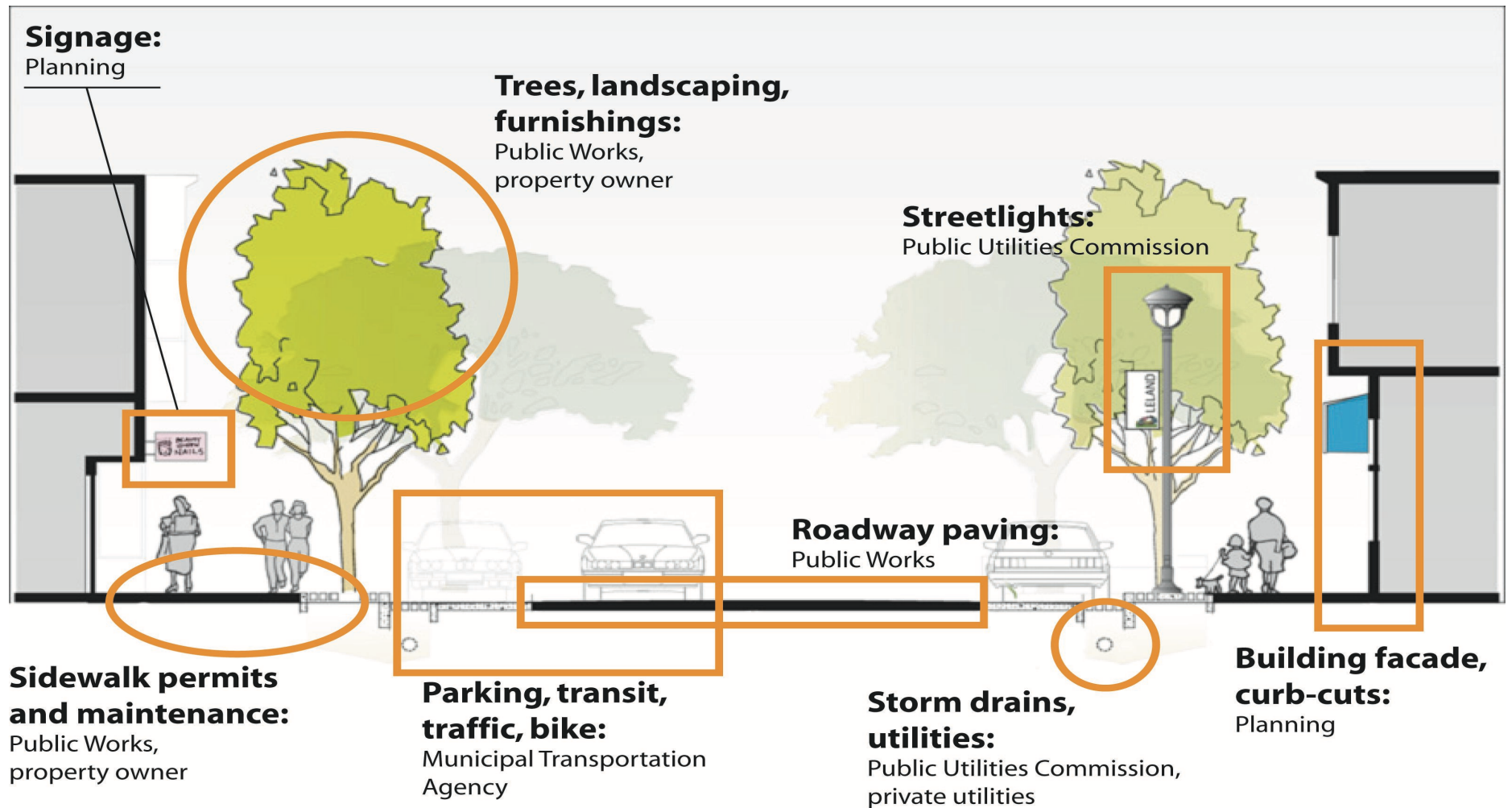
Transportation (like life) =
Tradeoffs

To balance the tensions
and tradeoffs in a strategic way...

...you need a DAM strategy!*

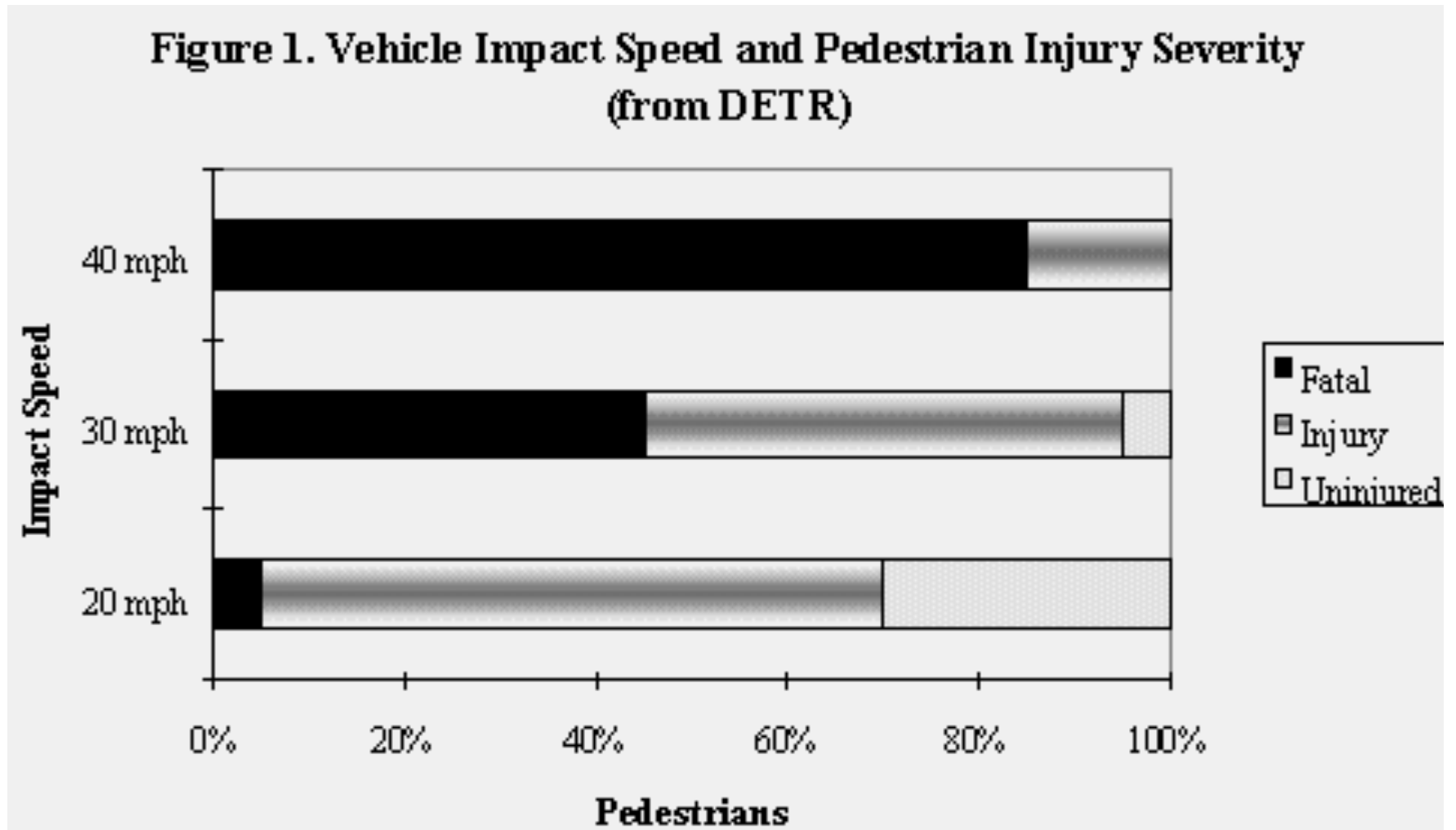
(*Demand and Access Management)

Streets = Humans as the Design Vehicle



Source: SF Planning Dept.

Slow Streets = Fewer Dead Pedestrians



Source: US and UK Departments of Transportation, 1999

More walking = safer walking

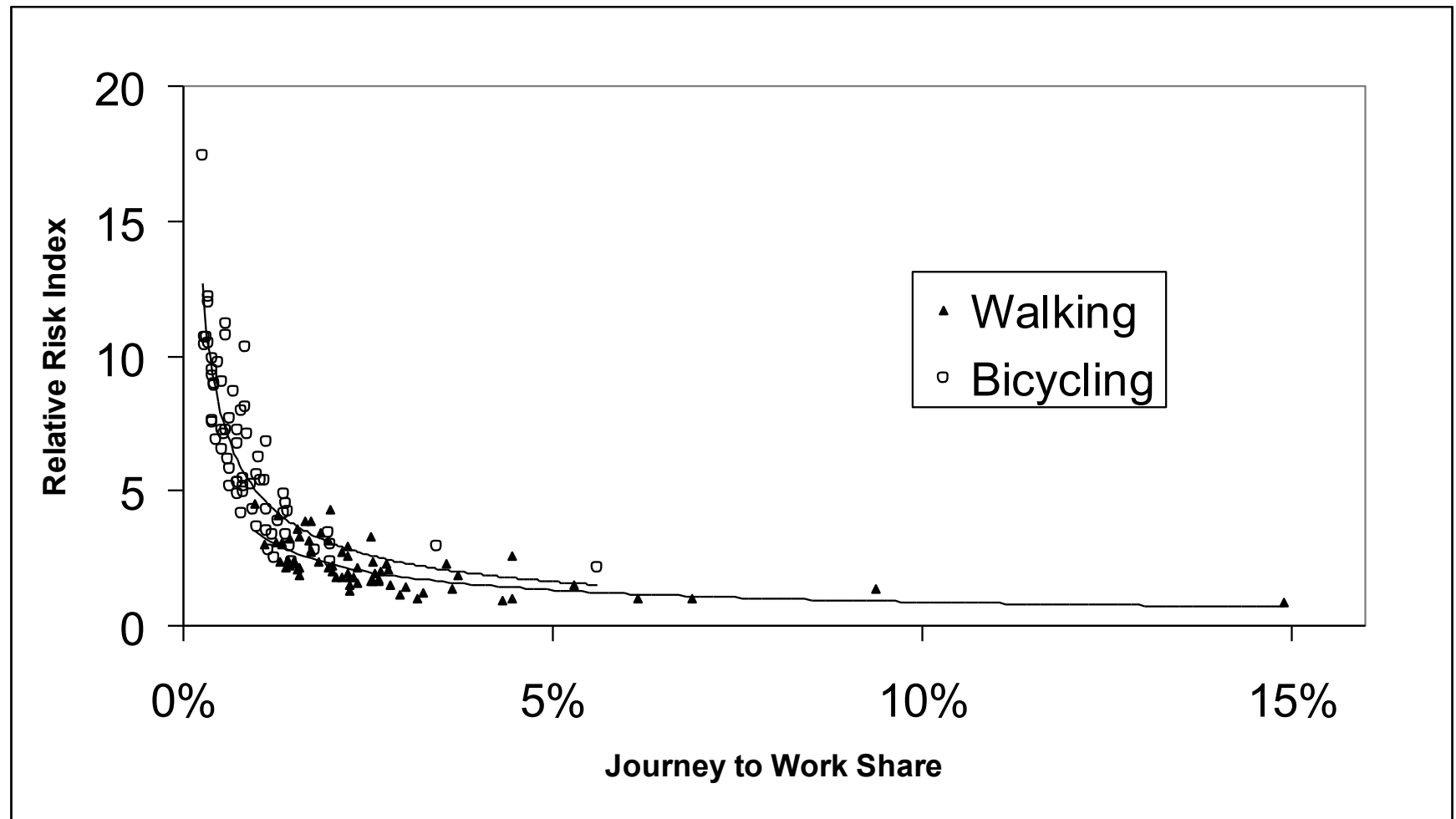


Image source: Peter Jacobsen

Parking = A District Approach



Parking = A District Approach



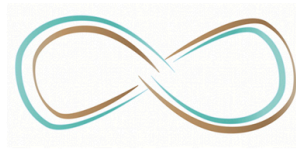
Transit = Walking Accelerator



Transit = Shared Mobility



Thank you!



REgeneration Strategies

San Francisco | Durango

Jeremy Nelson

jnelson@REgenerationDevelopment.com

(415) 425-9858