Report from the APA Task Force on Planning and Economic Development

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Mission

- 2012 August/September 2012 *Planning* Magazine
- Survey found 60 percent of respondents expect planners to address basic needs, namely:
  - job creation
  - education
  - safety
  - neighborhood protection
  - clean water
Provide APA members — *Planners first* — with tools to tell the story of how *Planning* is essential to *Economic Development* in this country.
Economic Growth vs Economic Development

• Complementary and mutually supportive—but different concepts.

\[\begin{align*}
\text{Economic growth is about bigger.} \\
\text{Economic development is about better.}
\end{align*}\]
Economic Base Theory

Local Workers

Local Industry

Goods and Services

Inputs

Revenue

Earnings

Source: commons.Wikimedia.org

Source: Wikimedia.commons.org

Source: pixabay.com

Source: commons.Wikimedia.org
Multiplier

Local Workers ➔ Local Businesses ➔ Local Industry ➔ More Local Workers ➔ Local Economy
Understanding Your Economy

• Planners should understand & support their local economy in regional context
  • Industries → What’s made in a place
  • Occupations → What workers do
• Knowledge economy = importance of human capital

Economies are regional.
Land use decisions are local.
Role of Planners: Growth Facilitation

- Providing land and infrastructure for economic growth
- Understanding the needs of different industries, including land use and workforce

Source: commons.Wikimedia.org
Role of Planners: Development Enhancement

• The Proximity of Uses and Redevelopment for Economic Development
• Importance of Physical and Virtual Channels
• The Balance between basic industries and self-reliance

Source: commons.Wikimedia.org
Role of Planners: Local Economic Activities

- Use market research and analysis to prevent speculative development
- Redeveloping existing structures, especially for commercial uses
- Understanding the role of land use decisions and fiscal sustainability
- Being aware of the locality’s role in the regional economy

Source: commons.Wikimedia.org
Case Studies

Based upon different APA divisions to illustrate how different planning specialization contribute to economic development
Gainesville, Florida Innovation Square
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Source:
Gainesville, Florida Innovation Square

Source: Gainesville Community Redevelopment Agency
Atlanta Regional Commission Comprehensive Economic Development Strategy (CEDS)
Hartsfield-Jackson Atlanta Airport

Source: commons.Wikimedia.org
Huntington Park, California Pacific Boulevard

Source: commons.Wikimedia.org
Historic Pacific Boulevard-1907

Source: commons.Wikimedia.org
Parklet

Source: Streetsblog LA
Devens, Massachusetts and Sustainability

Source: Peter Lowell, Devens Enterprise Comissions
Fort Devens Military Base

Source: epa.gov and U.S. Army
Recycling Center

Source: Peter Lowell, Devens Enterprise Commission
Greater Grand Forks, North Dakota-Minnesota
The Greenway – Greater Grand Forks
Town Square of Greater Grand Forks

Source: commons.Wikimedia.org
1. Can planners help carry out meaningful local economic development strategies and build community assets for sustainable economic development?

2. How can planners be more than mere conveners?

3. How do planners mitigate the inherent conflicts between planning for the long term and incentivizing short-term benefits?
Queries

• Take a moment and think about your position, your role, your history with organization (current/past) as it relates to job/wealth creation or revitalization, redevelopment, local economy …
• Can you point to an example or two where you/your office had a pivotal role?
• Describe and discuss.
  • What was role of PLANNING?
  • Conflicts/consensus? Who were actors? What were the roles? Who took the lead? Why?
  • What happened? Why?
  • What else do you think will happen? Why?
  • Is this what you expected? Why/why not?
  • What would you do differently next time?
Takeaways: Planners can...

- Understand/communicate/support the local economy and its role in the regional economy
- Create/maintain/redevelop places attractive to “talent”
- Recognize/anticipate/address changing needs and one-time shocks to the economy
Contact

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Link to report:
http://www.econdev.vt.edu/images/pdfs/Econdevtaskforce.pdf