Design for the Broader Environment

Building Places that Matter
4 Key Areas of Work

- Land use, adaptive reuse, infill
- Procurement
- Cultural Tourism
- Economic Development
Money Does Not Spend the Same

For every $100 spent in a local business, $45 recirculates and stays right in the community.
For the same $100 spent in any national chain, only $13 remains.
Jobs per $10 Million in Sales

- Amazon: 14
- Chain Retailers: 50
- Independent Retailers: 110

source: Civic Economics
Economic Gardening

The Secret to Job Growth in America: Think SMALL

Harvard Business Review - 2010
"The heyday of exurbs may well be behind us," Yale University economist Robert J. Shiller said.

Shiller, co-creator of a Standard & Poor's housing index, is perhaps best known for identifying the risks of a U.S. housing bubble before it actually burst in 2006-2007. Examining the current market, he believes America is now at a turning point, shifting away from faraway suburbs to cities amid persistently high gasoline prices.
The Changing Face of Work Environments
Transit Pulls It All Together
Adaptive Reuse + Transit = Vibrancy
City districts
25+ New Restaurants in the Past 3 Years
20+ New Retailers
Why is adaptive reuse important?

Existing vintage buildings create vital incubator spaces for entrepreneurial spirit essential to any thriving city.

THE GREEENEST BUILDING OF ALL IS AN EXISTING BUILDING
Roosevelt Row: 12 years later

- 12 galleries
- 5 restaurants
- 3 wine bars
- 2 coffee shops
- 4 retailers
- LIGHT RAIL STOP “ARTS DISTRICT”
OLD Pasadena Outperforms NEW 2-to-1 in sales tax revenues

- **OLD**
  - Privately funded
  - Grew organically
  - Almost 100% locally owned businesses
  - Located in primarily older buildings
  - Limited parking/near transit

- **NEW**
  - Publicly funded
  - Planned
  - Almost 100% national brands
  - Located in all new development
  - Maximum planned parking
Predicting the Market

- Where will tech workers want to live?
- What lifestyle will they want?
- Offering a suite of living opportunities is the best strategy overall.
The Next Generation
How do we compete?

- Shorter commute times
- Quality public transportation
- Vibrant, dense, walkable neighborhoods
- Character
- Diverse Culture
- Unique Experience
- Quality of Life
- Green and Sustainable Living
Disconnect between Economic Development strategies and Urban Planning
Leverage the Small Projects to Attract and Retain Knowledge Economy Companies
FINANCE vs Planning

Localized decision making is the BEST way to go!