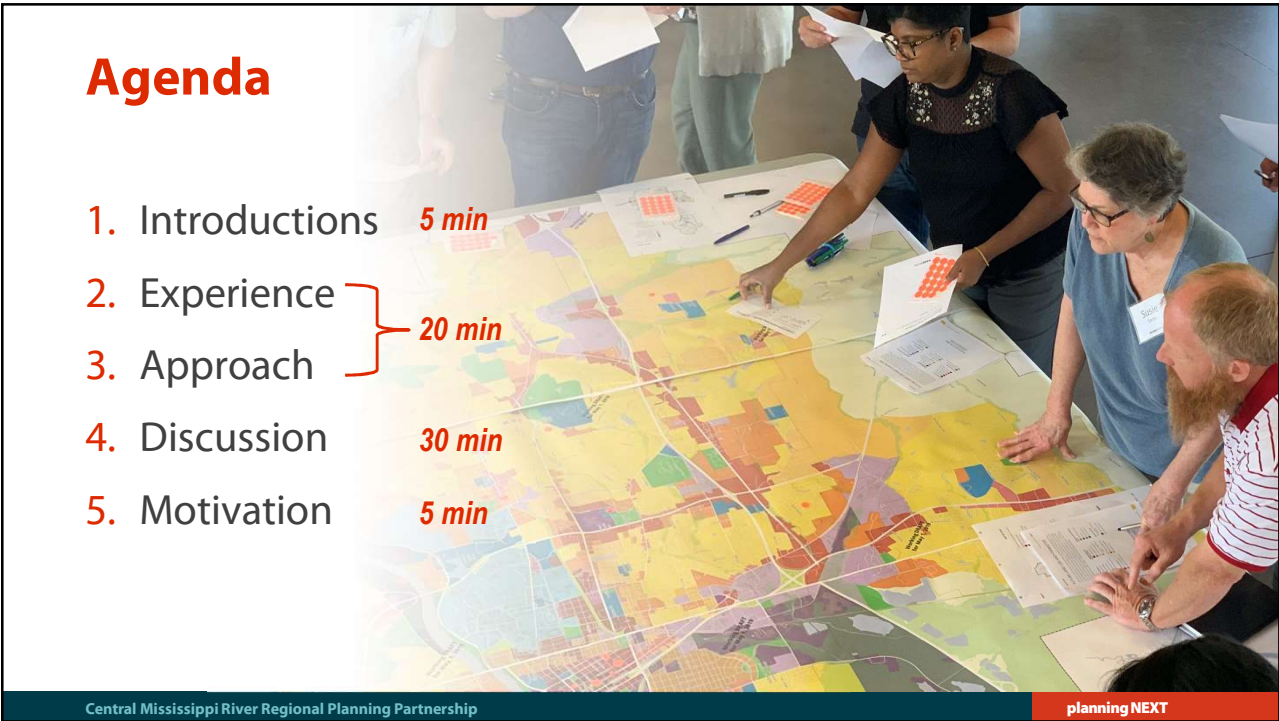




REGIONAL LAND USE AND ECONOMIC DEVELOPMENT FRAMEWORK

Central Mississippi River Regional Planning Partnership
October 23, 2019


In association with
Ninigret Partners



Agenda

- 1. Introductions **5 min**
- 2. Experience } **20 min**
- 3. Approach }
- 4. Discussion **30 min**
- 5. Motivation **5 min**

Central Mississippi River Regional Planning Partnership





Multi-jurisdictional Planning + Implementation

Select Examples

- Durham (11 units)
- NW Columbus (8 units) *
- Elkhart region (25 units)
- East Central Indiana (6 counties)
- NE Indiana (28 units)*
- Central Ohio region (203 units)*
- Cincinnati region (190 units)*
- Baltimore region (22 units)*
- Washington, DC (7 counties + District)*
- Knoxville (9 counties)
- Birmingham (6 counties)
- Montgomery (5 counties)
- Western Dayton (10 units)
- Lancaster (PA) (9 units)

* Land use, transportation, economic development

Award-Winning Work

National Recognition

**2019 APA Small Town & Rural Planning Division
Vernon Deines Award for a Special Project Plan**
Vibrant Communities, Elkhart County, Indiana

**2014 American Planning Association
Planning Excellence**
East Franklinton Creative Community District Plan

**2014 American Planning Association
Burnham Award for a Comprehensive Plan**
Plan Cincinnati, Cincinnati, Ohio

**2013 Congress for the New Urbanism
National Honor**
East Franklinton Creative Community District Plan

State APA

Alabama 2018, 2017, 2015, 2011

Georgia 2018

Hawai'i 2009

Indiana 2018, 2016, 2015

Ohio 2017, 2009

Pennsylvania 2007

South Carolina 2016, 2010

Virginia 2019

Planning NEXT
Jamie A. Greene, AIA FAICP
Kyle May, AICP

Ninigret Partners
Kevin Hively

Current Collaboration
Tuscaloosa, AL
Montgomery, AL
Athens-Clarke County, GA
Dayton, OH (2)
Genesee County, MI
Previous
East Central Indiana
Athens-Clarke County, GA

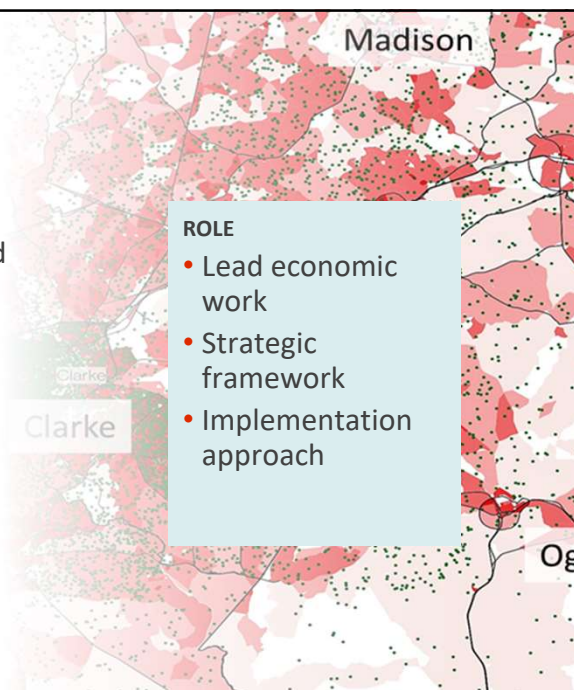
Central Mississippi River Regional Planning Partnership

planning NEXT

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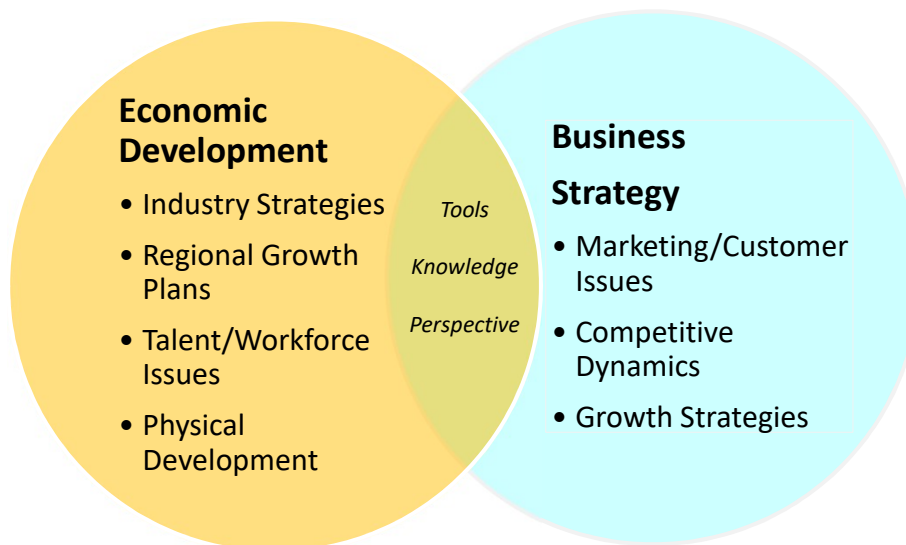
Key Qualifications

1. "Best in Class" firm with projects recognized in places like *Fast Company* and *Sustainia*
2. Unconventional approach to the complex issues facing cities and towns
3. Positive history with Planning NEXT, including Athens, GA; Tuscaloosa, AL; Genesee County, MI; Dayton, OH; and East Central Indiana



Ninigret Partners

Economic AND Business-level Approach





Crossroads: Central Ohio

Collaborative Land Use, Infrastructure and Economic Agenda

Purpose: To create a common plan for land use, infrastructure, and economic development for the area at the crossroads of US 33, State Route 161 / Post Road and Hyland Croy Road.

This effort is unprecedented for this area.

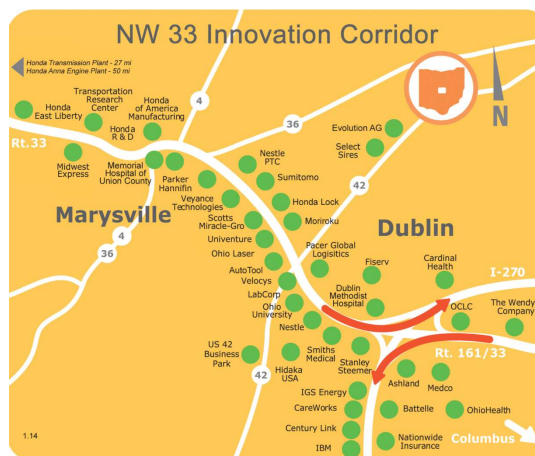
- 3 counties**
- 2 cities**
- 3 townships**
- 3 school districts**
- 3 utility providers**
- 2 regional planning entities**

Crossroads: Central Ohio

Collaborative Land Use , Infrastructure and Economic Plan

Considerations

1. **Economic Potential of US 33 is very significant**
2. **High level of investment (transportation, utilities) in past 10 years**
 - \$62M plus \$70M+ at 270/33. (Another \$65M anticipated)
 - Return on investment is critical consideration
 - Dublin is the significant leader of public contributions
3. **Market**
 - Jobs/employees need amenities and housing choice in close proximity
 - Long-term view is essential
 - Investments can impact market

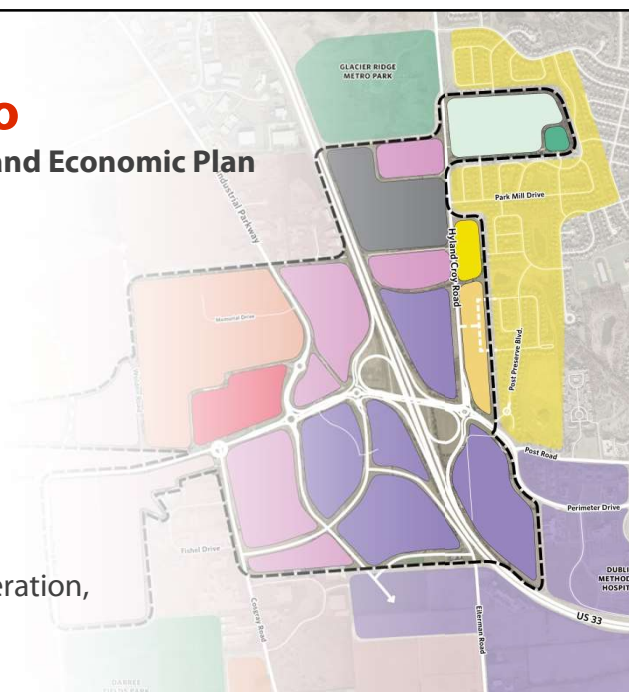


Crossroads: Central Ohio

Collaborative Land Use , Infrastructure and Economic Plan

Terms of Engagement

1. Work in good faith
2. Be inclusive
3. Find common ground on land use, infrastructure and economics of area
4. Act collaboratively
5. Use this plan as a step to greater cooperation, progress



Crossroads: Central Ohio

Collaborative Land Use , Infrastructure and Economic Plan

Key Recommendations

1. **Formalize a protocol for pre-development consultation.** This needs to include thoughtfully addressing infrastructure issues prior to accepting applications.
2. **Create a stronger, coordinated development review process** Key entities need to be aligned in the process, timing and communication of active development applications .in the planning area.
3. **Improve transportation infrastructure.** This needs to address capacity, safety and funding.
4. **Create strong physical development standards** For all development, but especially in proximity of the interchange and along US 33, SR 161 and Hyland-Croy.
5. **Explore an Annexation boundary.** This will reduce uncertainty about the provision of utilities and may be part of a broader collaborative economic development agreement.
6. **Conduct fiscal analysis.** All jurisdictions desire to strengthen their financial situation. Infrastructure investments are needed to address existing and anticipated development. Initial outlays and return on these investments needs to be more equitable.
7. **Identify preferred land uses** This will acknowledge existing plans, existing zoning, known trends and best practices.
8. **Continue the work.** The entities should continue to nurture mutual trust by maintaining open dialogue and monitoring this plan's progress.

Central Mississippi River Regional Planning Partnership

planning NEXT



Origins

Purpose: Develop a visionary, yet achievable strategy to guide community and economic development for the next 20 years

- Build a shared sense of accountability and commitment to implementation
- Not be “just another plan”
- Open and inclusive, intuitive and informed, and carefully-designed and facilitated
- Funded inside and outside of government through an 11-member funding coalition



Technical Analysis

Baseline study

- *Community Assessment looking recent studies, plans and data to determine key conditions and trends*
- *Identifying outliers: major unique challenges, opportunities*

Targeted analysis

- *Digging in, delving deeper in the data, finding the real contributors / causes for target issues*
- *Pulling best practices*
- *Eliciting additional expertise*

Engagement by the Numbers

TOTAL PARTICIPANTS

1,621

The thousands who participated in Envision Athens represent the diversity of the Athens community.

NO. OF COMMENTS / IDEAS

8,613

Insights were gathered through in-person meetings, online forms and stakeholder / focus group discussions.

LARGE & SMALL MEETINGS

59

Focus groups, stakeholders, the Steering Committee, and the public engaged in dozens of large and small meetings.

OVERALL MEETING SATISFACTION

99%

Participants reported high levels of satisfaction with the engagement program, also pledging to stay involved.

ACTION WORK GROUPS

14

Work groups were convened following the Community Summit to develop draft action recommendations.

IN-PERSON DISCUSSION TIME (HOURS)

170+

Hundreds of facilitated conversations led to the completion of the Action Agenda.

The Focus



BUILDING AN EQUITABLE COMMUNITY

Empathize with the experiences of others to build a community where all voices are heard, ambitions are pursued, and lives are fulfilled.

OPPORTUNITIES

- » Provide opportunities for all
- » Remove arbitrary barriers to entry
- » Think holistically, community-wide
- » Lift up every individual



LEADING, INNOVATING, PUSHING FORWARD

Join the vanguard in technological, industrial, and human innovation to unlock new opportunities for current and future residents, all in the name of Athens.

OPPORTUNITIES

- » Fully leverage the University
- » Invent new jobs, careers, economies
- » Build a sustainable future
- » Broadcast Athens globally



PROVIDING PATHWAYS TO PROSPERITY

Illuminate a path for individuals and families to escape the cycle of poverty, find gainful employment, and fully explore their unique potential.

OPPORTUNITIES

- » Reduce poverty
- » Improve educational outcomes
- » Unlock human capacity
- » Inspire community reinvestment



PROTECTING, ENHANCING AND LEVERAGING ASSETS

Identify the positive and unique characteristics in Athens' people and places, finding leverage opportunities, and passing them, enhanced, to the next generation.

OPPORTUNITIES

- » Improve our environment
- » Create dynamic, fun and functional places
- » Leverage natural advantages, overcome disadvantages
- » Protect our human capital



KEEPING ATHENS...ATHENS

Maintain those authentic, Athenian attributes that make the place unique, create identity, and build a strong attachment between residents and where they live.

OPPORTUNITIES

- » Leverage the arts "scene"
- » Allow room for experiments
- » Demand thoughtful design
- » Keep the past in sight



RAISING THE TIDE

Fight to expand the economic capacity of the region through competition, collaboration, and innovation that leverages the community's natural advantages.

OPPORTUNITIES

- » Create more livelihoods
- » Improve wages for all
- » Capture entrepreneurial growth
- » Build on existing assets

The Focus



TAPPING THE TALENT

Consider the full potential of every resident and meet their abilities with opportunities, their aspirations with willing partners, and their career goals with local options.

OPPORTUNITIES

- » Keep the brains
- » Train for the next economy
- » Unleash new leaders
- » Build and grow locally



LIVING BETTER, LONGER AND STRONGER

Inspire individuals to live healthy, safe lifestyles through education, community design, and collaboration between healthcare, social service, and non-profit organizations.

OPPORTUNITIES

- » Improve health outcomes
- » Create safer communities
- » Coordinate communication
- » Protect human assets



IMPROVING CONNECTIONS

Build strong and lasting connections that are both physical - with multiple modes - and relationship based - between individuals and organizations.

OPPORTUNITIES

- » Consider the future of transportation
- » Connect the region to the world
- » Forge new connections between organizations and institutions
- » Cross-pollinate ideas



COMING TOGETHER, STAYING TOGETHER

Create a strong understanding and recognition of the power of Athens' diversity through community conversations, vibrant events, and new-found relationships.

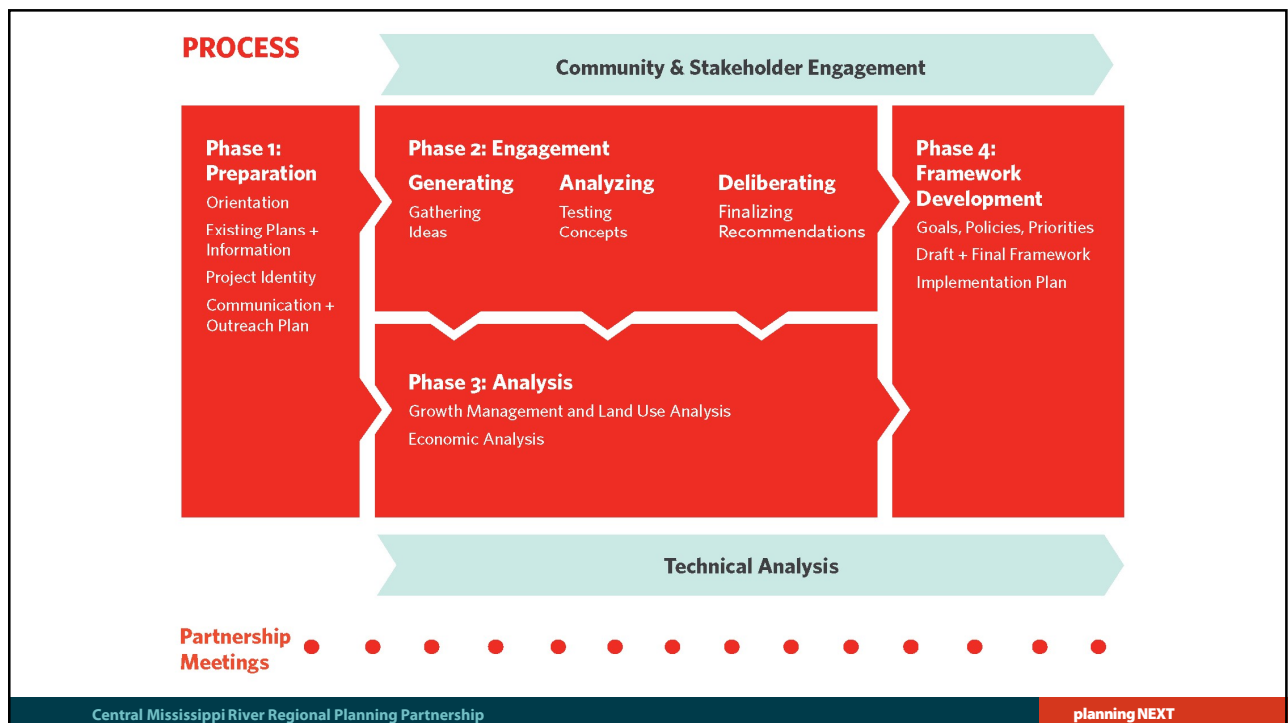
OPPORTUNITIES

- » Foster better understanding and commitment
- » Celebrate more often
- » Build strong and stable neighborhoods
- » Develop inclusive policies



Approach

Our understanding and proposed tasks



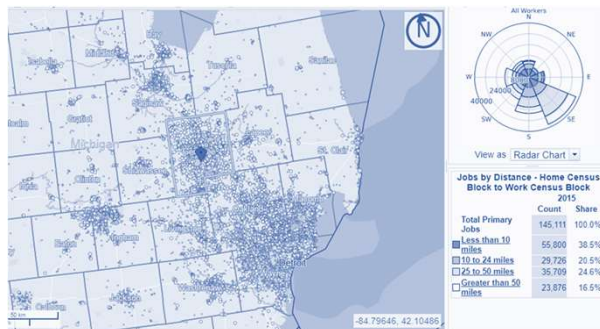
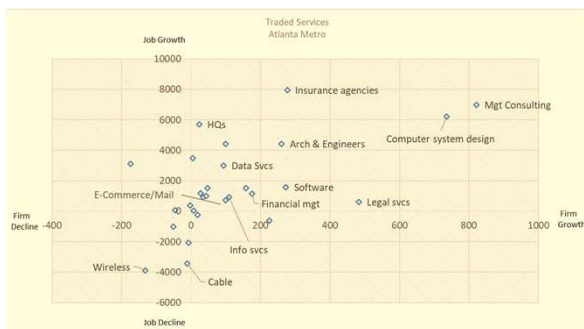
Economic Development

Working along a continuum



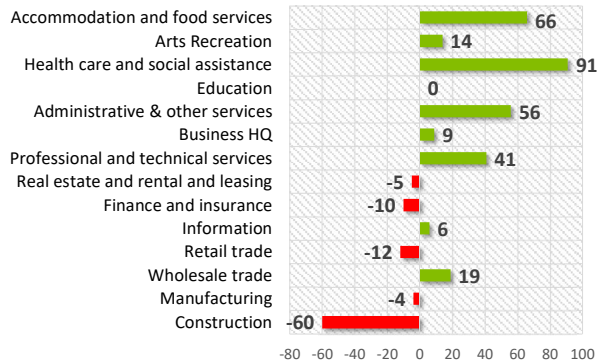
Economic Development

Understand regional context



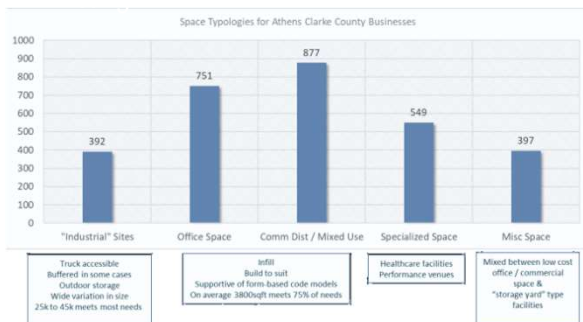
Economic Development

Understand on-the-ground dynamics



Economic Development

Translate business operations to space needs

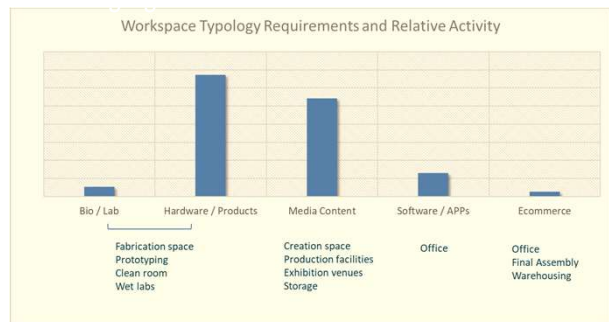


Truck accessible
Buffered in some cases
Outdoor storage
Wide variation in size
25k to 45k meets most needs

infill
Build to suit
Supportive of form-based code models
On average 3800sqft meets 75% of needs

Healthcare facilities
Performance venues

Mixed between low cost
office / commercial
space &
"storage yard" type
facilities



Fabrication space
Prototyping
Clean room
Wet labs

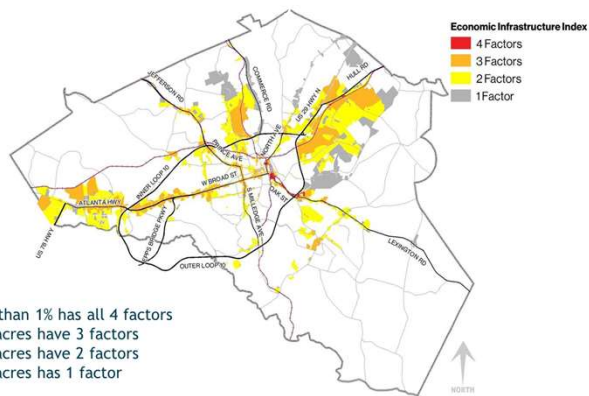
Creation space
Production facilities
Exhibition venues
Storage

Office

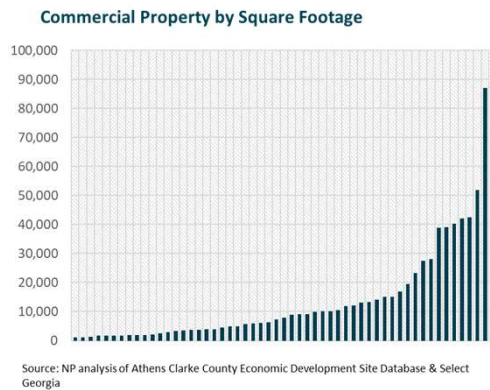
Office
Final Assembly
Warehousing

Economic Development

Matching real estate need to physical asset capacity



Less than 1% has all 4 factors
30% acres have 3 factors
46% acres have 2 factors
23% acres has 1 factor





Why We Are Here

1. Aligned on planning philosophy
2. Served in similar role
3. Intrigued by the challenge
4. Confident we can help
5. This is what we do



Thank you



planning
NEXT