

# SPUR

**Ideas + Action for a Better City**

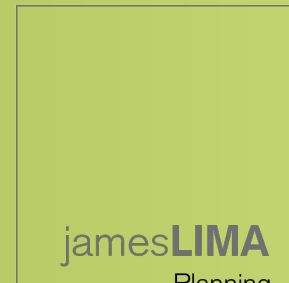
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#Placemaking*

# The Economics of Placemaking

## Inclusive Growth & Resilience

San Jose, CA  
23 April 2020



— Planning + Development

“A strategy of **resilience** will involve more than just changes to our physical infrastructure...governments and planners are now recognizing the importance of **social infrastructure**: the **people**, **places**, and **institutions** that foster **cohesion** and **support**.”

- **Eric Klinenberg**, Author of *Palaces for the People: How Social Infrastructure Can Help Fight Inequality, Polarization, and the Decline of Civic Life*

*What is the human experience of place?*

*What makes us choose the places we return to again and again?*





*How can **places** promote **inclusive growth**?*

*How can **places** support **resilient communities**?*

**Connect** assets to each other

**Create** vibrant communities

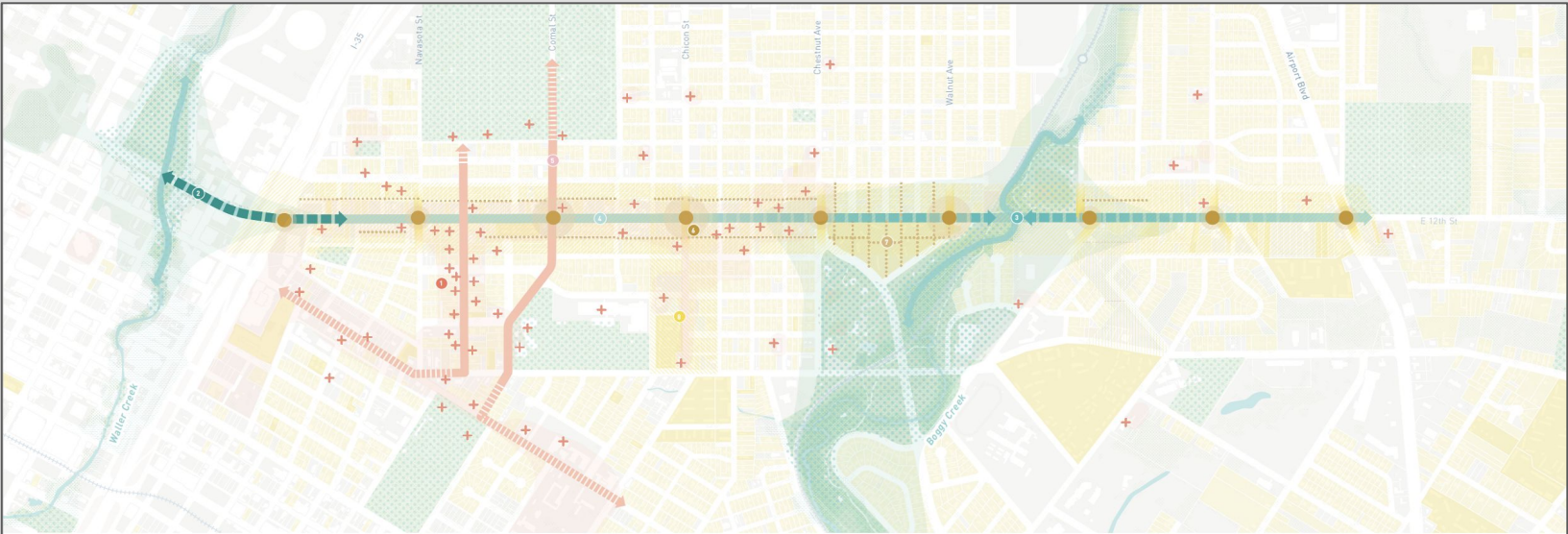
**Unlock** real estate value

**Capture** value created

**Redirect** captured value to achieve goals

# Place's Role in Inclusive Growth

# Equitable Economic Development in East Austin TX



1

**Honor Heritage**

2

**Connect to Waller Gateway**

3

**Create the Bogy Creek Open Space System**

4

**Make Street a Green Corridor**

5

**Nurture Cultural Connections**

6

**Define Key Intersections**

7

**Heal the Urban Fabric**

8

**Foster Residential Diversity**



# Honoring an Historic Cultural Corridor in Harlem



# Town Branch Commons, Lexington, KY





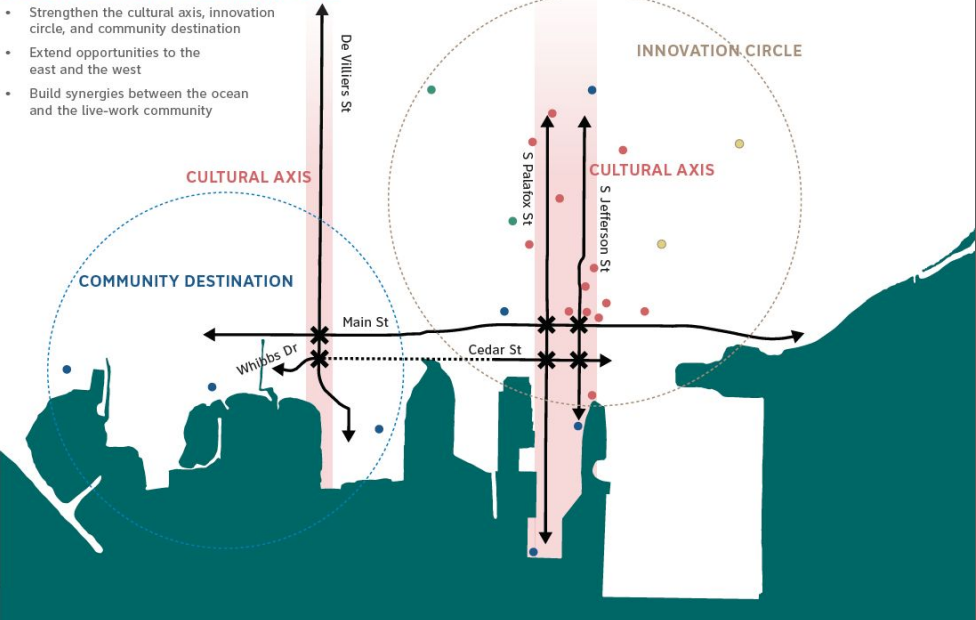
# Tech Embraces Equitable Economic Development





# Catalytic Waterfront Redevelopment Projects

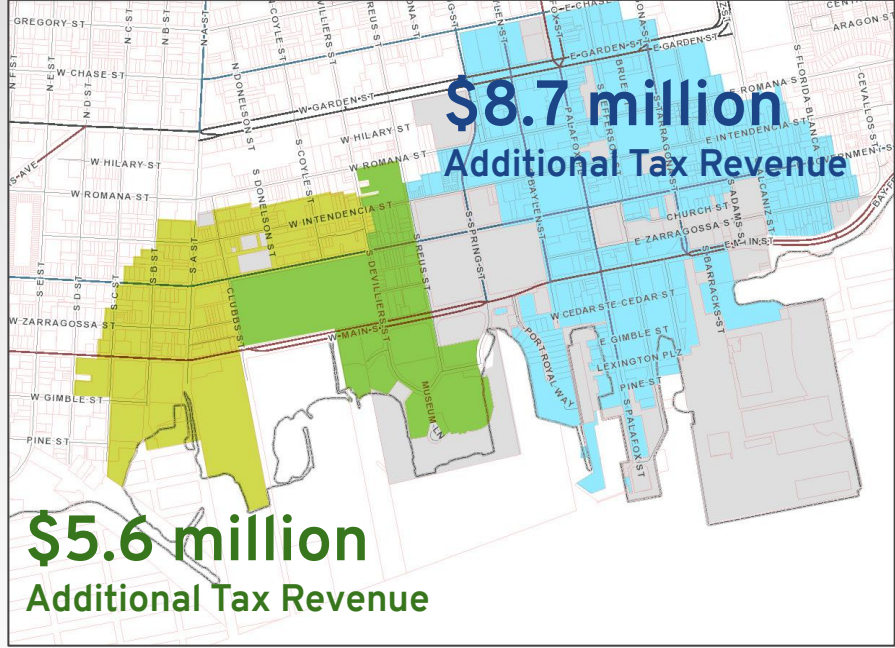
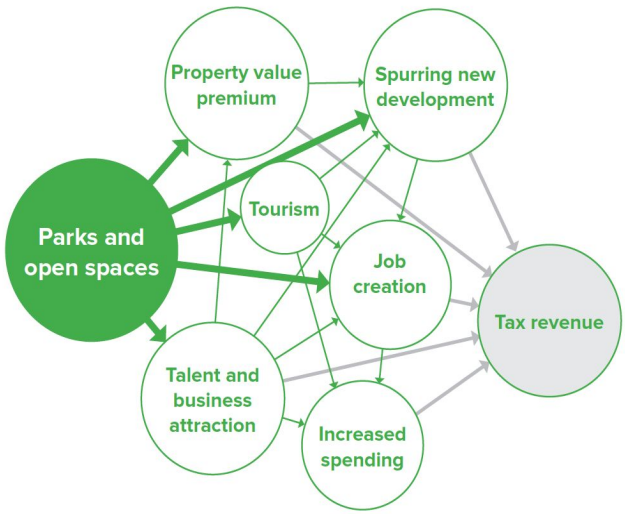
Pensacola, FL



# Catalytic Waterfront Redevelopment Projects

## Making the Case for Parks Funding

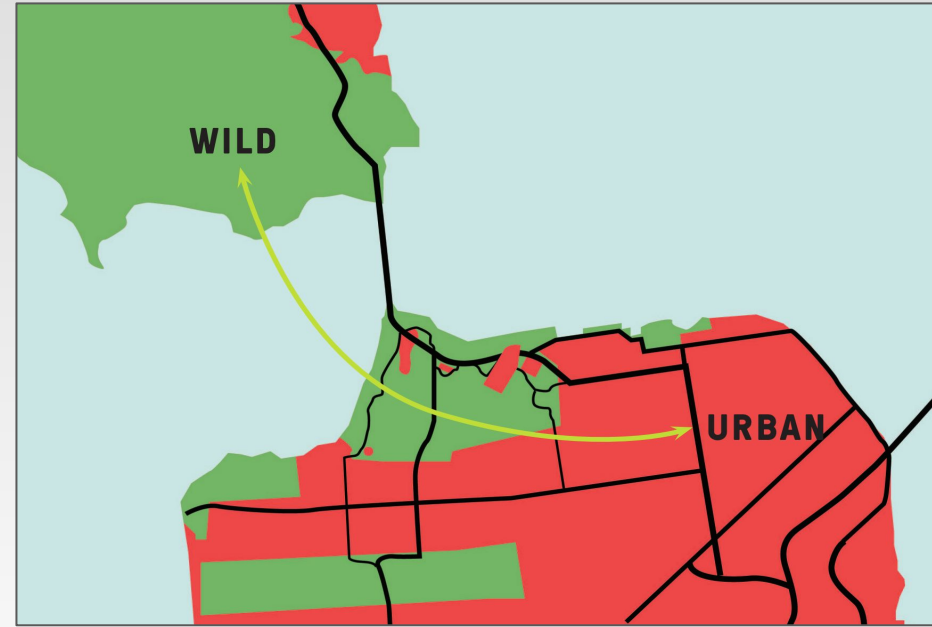
### How Do Parks and Open Spaces Generate Economic Benefit?



# Place's Role in Resilient Communities

# Nature-City: More Urban, More Wild

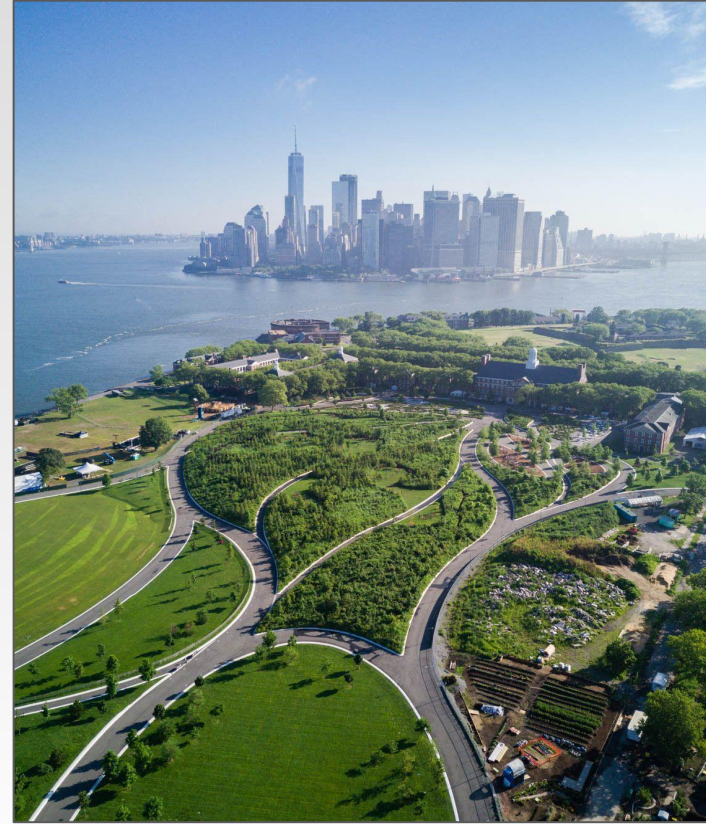
The Presidio, San Francisco





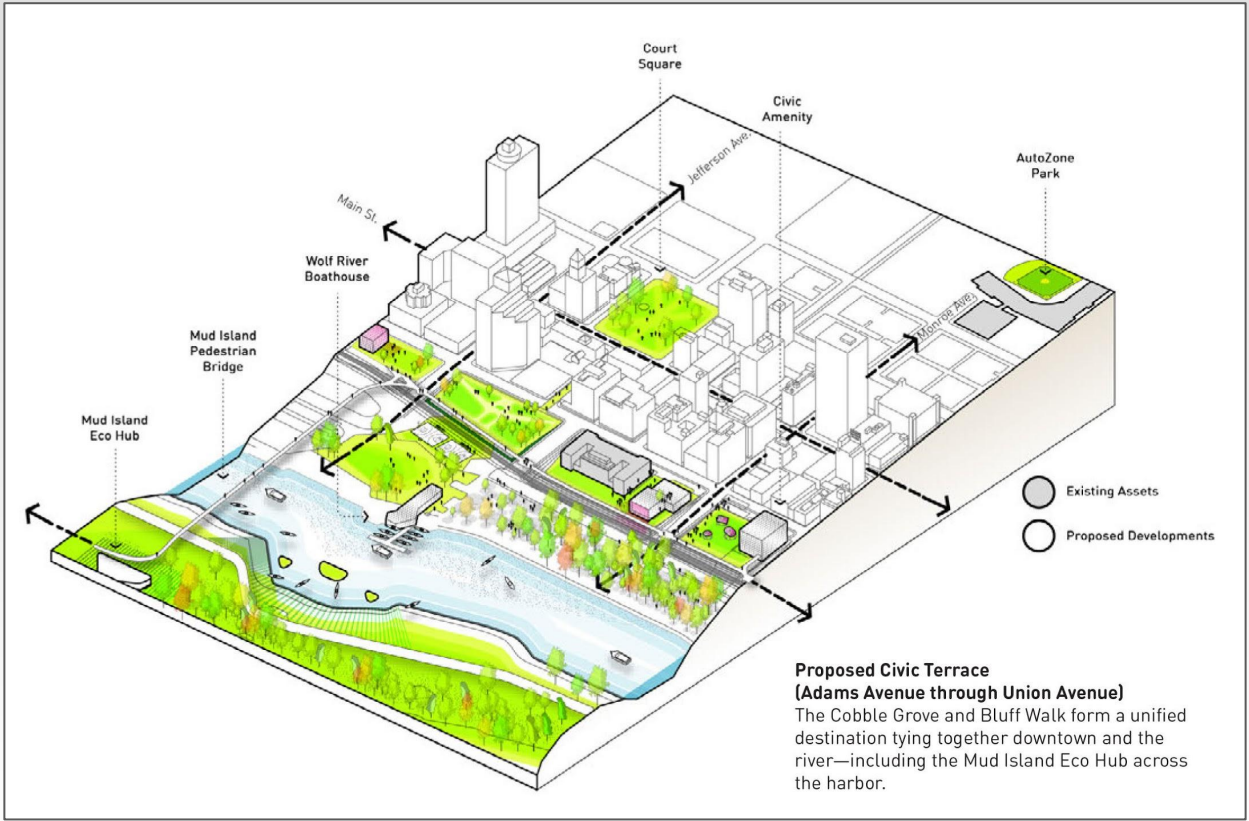
# From Military Base to Parks and Recreation

Governors Island, NY



# Memphis Riverfront: A New Civic Terrace

Memphis, TN



# The Case for Open Space

## Analyzing the benefits of real estate investments in parks and open spaces

# THE CASE FOR OPEN SPACE

WHY THE REAL ESTATE INDUSTRY SHOULD INVEST IN PARKS AND OPEN SPACES



**ULI** Urban Land Institute  
Center for Sustainability and Economic Performance

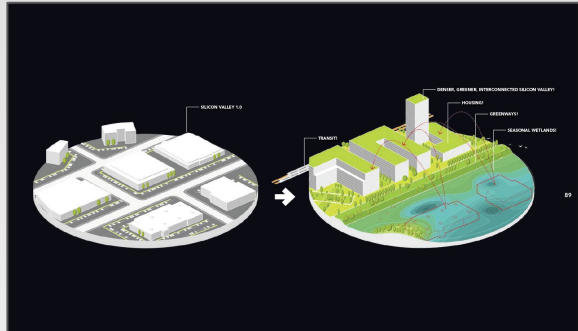
CONTENTS	INTRODUCTION	THE CASE FOR OPEN SPACE	NOTES
		<a href="#">CASE 1</a> <a href="#">CASE 2</a> <a href="#">CASE 3</a> <a href="#">CASE 4</a>	
<p>The following four cases present compelling reasons for developers to support open space. The Case for Open Space was developed through research with industry experts. Examples of developer-supported open-space projects as well as peer-reviewed research reports to further illustrate these cases.</p> <p>Ultimately, The Case for Open Space conveys that through investments in open space, developers can provide needed community benefits, while ensuring opportunities to realize residential, commercial, and mixed-use projects with near-term, liquid and sustainable, long-term value.</p>			
<b>The Case for Developer-Supported Open Spaces</b>			
<b>01</b>	By investing in equitable access to parks and open space, developers can help <b>improve community health and wellness</b> , <b>boost economic development</b> , and enhance a project's <b>financial success</b> .		
<b>02</b>	Developer-supported parks and open spaces can help <b>mitigate</b> the impact of insufficient public resources for parks, thereby providing communities with <b>access to beneficial open space while enhancing long-term real estate value</b> .		
<b>03</b>	Community-driven programming supported by the private sector can <b>activate open spaces</b> , <b>foster social interaction</b> , and strengthen the overall <b>value and marketability</b> of associated projects.		
<b>04</b>	Creating or funding parks and open spaces can help developers secure <b>community buy-in</b> , <b>public sector support</b> , and valuable <b>zoning incentives</b> in communities where these incentives are available.		

CONTENTS	INTRODUCTION	THE CASE FOR OPEN SPACE	NOTES
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<b>Suburb Green (Tulsa, Oklahoma)</b> <b>Grand Park (Los Angeles, California)</b> <b>Hunter's Point South (Queens, New York)</b>			
<b>Long Park (Houston, Texas)</b> <b>Common Street (San Antonio, Texas)</b> <b>Edy Trail (Dallas, Texas)</b>			



# Resilient by Design: Bay Area Challenge

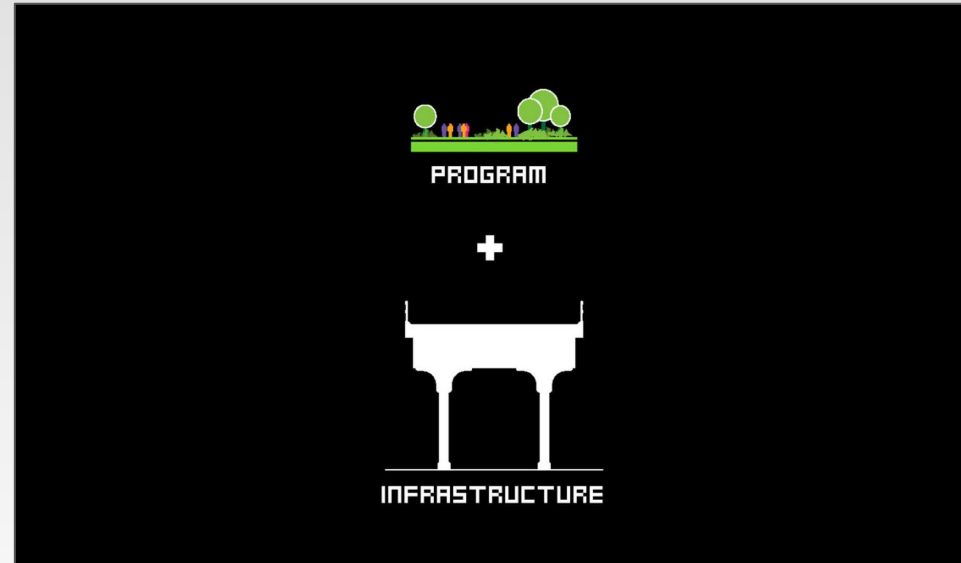
## Regional Planning for Resilient Ecological Environment and Infrastructure





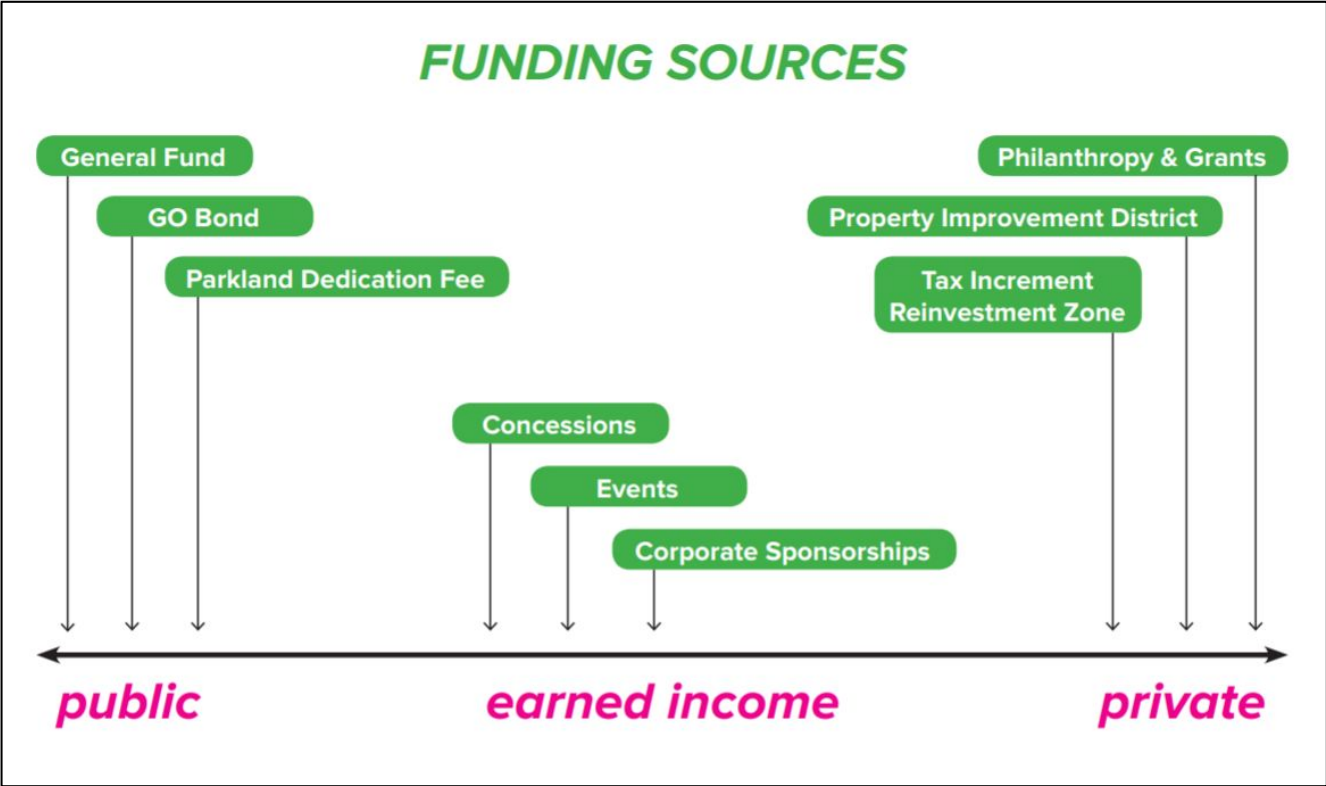
# The BIG “U”

## Overlaying Social Infrastructure on New Resilience Infrastructure



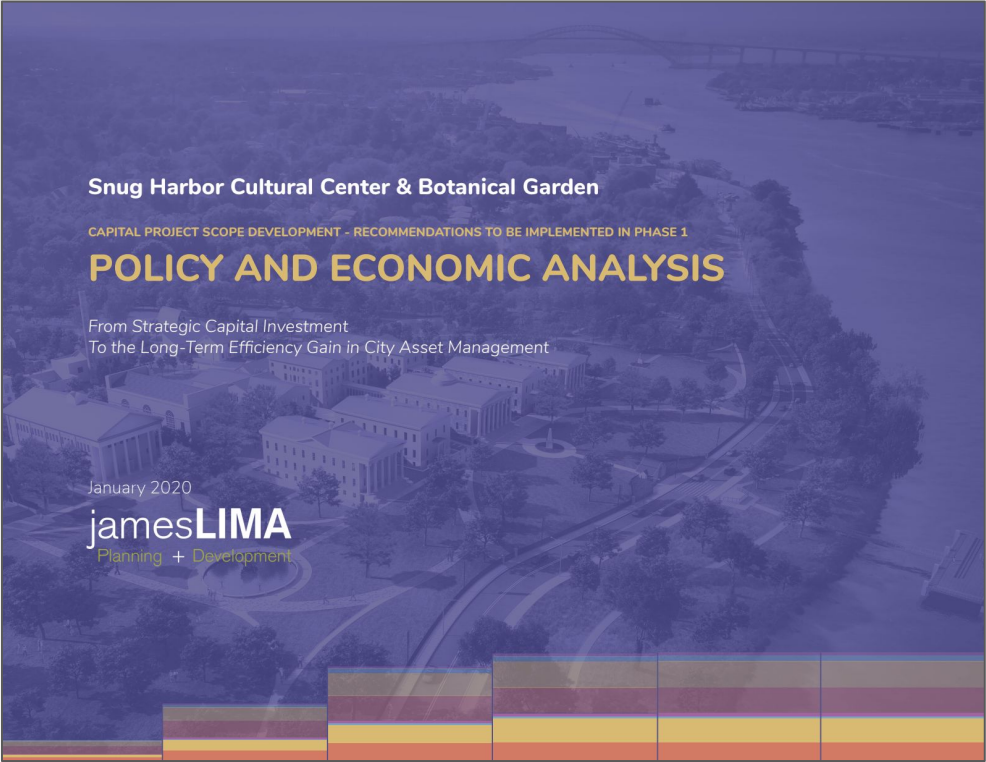
# The Stewardship of Place

# Generating Capital and Operational Funding



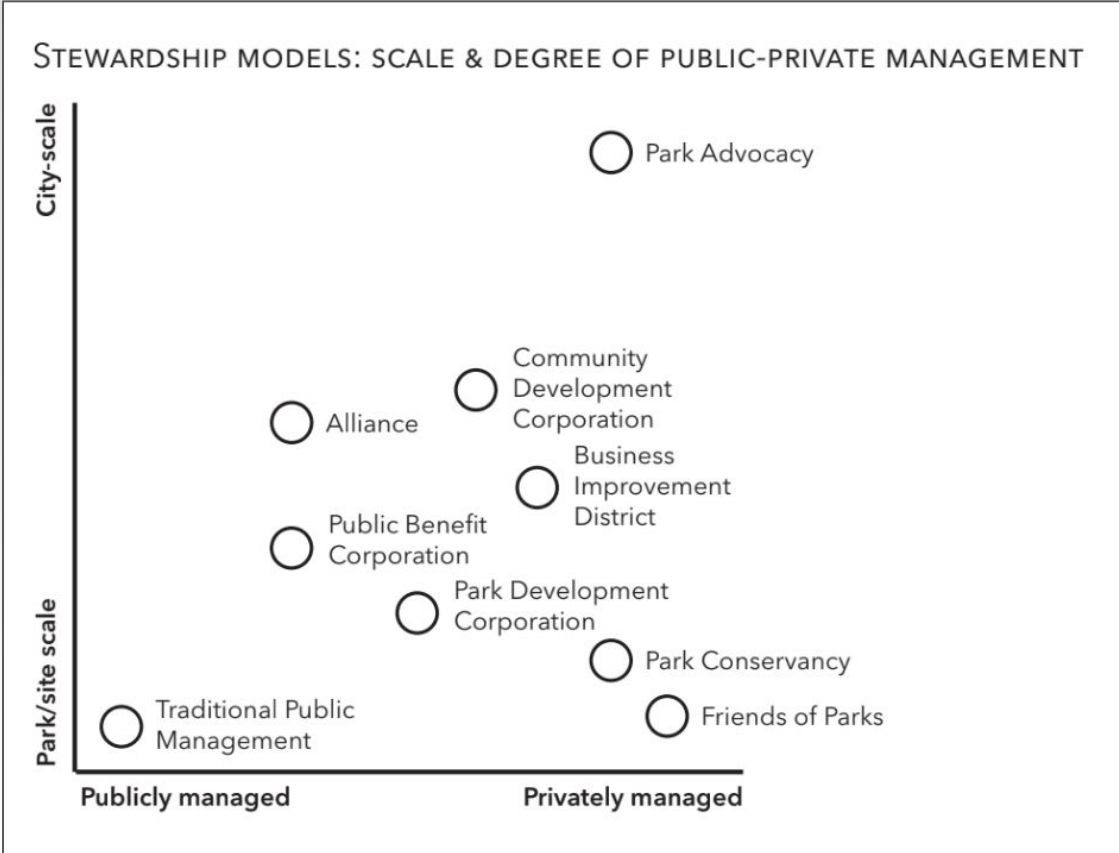
# Snug Harbor Cultural Center & Botanical Garden

Staten Island, NY



# Community Driven Equitable Parks Stewardship

## Spectrum of Governance Models





# Community-Driven Equitable Parks Stewardship

A Trust for Public Land & James Lima Planning + Development Report



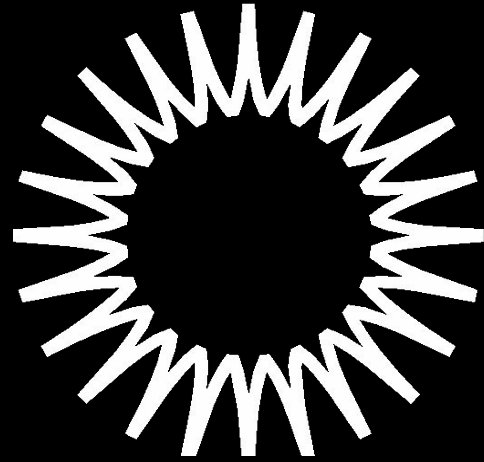
East River Park, NYC



# Thank You!

[jameslimadevelopment.com](http://jameslimadevelopment.com)

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Planning + Development



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