Ideas + Action for a Better City
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#Placemaking
The Economics of Placemaking
Inclusive Growth & Resilience
“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
Honoring an Historic Cultural Corridor in Harlem
Town Branch Commons, Lexington, KY
Tech Embraces Equitable Economic Development
Catalytic Waterfront Redevelopment Projects
Pensacola, FL

- Strengthen the cultural axis, innovation circle, and community destination
- Extend opportunities to the east and the west
- Build synergies between the ocean and the live-work community
Catalytic Waterfront Redevelopment Projects
Making the Case for Parks Funding

How Do Parks and Open Spaces Generate Economic Benefit?

- Property value premium
- Spurring new development
- Tourism
- Job creation
- Increased spending
- Tax revenue

$5.6 million Additional Tax Revenue

$8.7 million Additional Tax Revenue
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

Proposed Civic Terrace (Adams Avenue through Union Avenue)
The Cobble Grove and Bluff Walk form a unified destination tying together downtown and the river—including the Mud Island Eco Hub across the harbor.
THE CASE FOR OPEN SPACE

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

**FUNDING SOURCES**

- General Fund
- GO Bond
- Parkland Dedication Fee
- Concessions
- Events
- Corporate Sponsorships
- Philanthropy & Grants
- Property Improvement District
- Tax Increment Reinvestment Zone

**public**  earned income  **private**
Snug Harbor Cultural Center & Botanical Garden

Staten Island, NY

Snug Harbor Cultural Center & Botanical Garden

CAPITAL PROJECT SCOPE DEVELOPMENT - RECOMMENDATIONS TO BE IMPLEMENTED IN PHASE 1

POLICY AND ECONOMIC ANALYSIS

From Strategic Capital Investment
To the Long-Term Efficiency Gain in City Asset Management

January 2020

James LIMA
Planning + Development
Community Driven Equitable Parks Stewardship

Spectrum of Governance Models

Stewardship Models: Scale & Degree of Public-Private Management

- Park Advocacy
- Alliance
- Community Development Corporation
- Business Improvement District
- Public Benefit Corporation
- Park Development Corporation
- Park Conservancy
- Friends of Parks

Publicly managed vs. Privately managed

City-scale vs. Park/site scale
Community-Driven Equitable Parks Stewardship
A Trust for Public Land & James Lima Planning + Development Report

East River Park, NYC
Thank You!
jameslimadevelopment.com
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