

Good Planning = Economic Growth

Community Planning Association of Alberta

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About your presenters

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Content

- What are Economic Development and Land Use Planning?
- How do they relate?
- Why coordinate them?
- Tools of the trades

What is Economic Development?



What is economic development?

- “Economic development is the creation of jobs and wealth, and the improvement of quality of life. Economic development can also be described as a process that influences growth and restructuring of an economy to enhance the economic well-being of a community”

IEDC

- “It is a process by which public, business and non-governmental sector partners’ work collectively to create better conditions for economic growth and employment generation”

World Bank

What is Economic Development

- Business attraction
- Business retention
- Business nurturing
- Business advocate
- Import replacement
- Community development

Who does economic development?

- Council
- Municipal staff (all)
- Business groups and organizations
- Community members
- Provincial and National government/agencies

What is Land Use Planning?



What is planning?

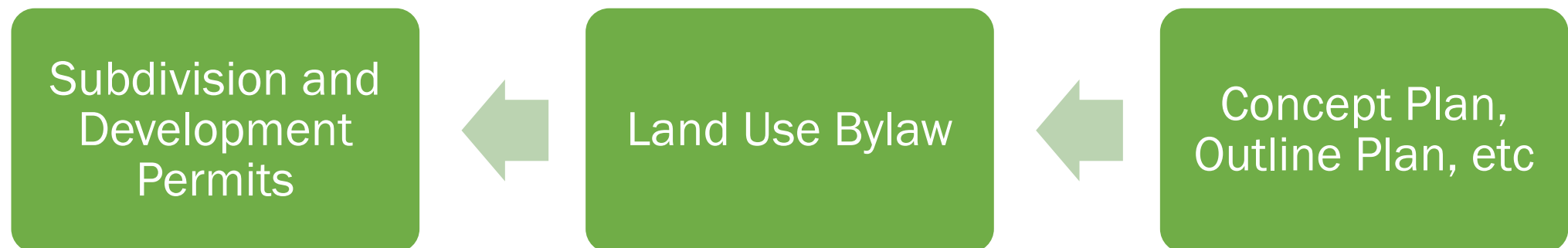
- Improve the welfare of people and their communities by creating more convenient, equitable, healthful, efficient, and attractive places for present and future generations
- Work with stakeholders and the wider community
- Helps communities to:
 - Improve housing choice
 - envision their future
 - balance new development and essential services, environmental protection, and change

What is planning?

- Higher level plans



- Implementation plans / processes



**How does
economic
development
relate to land
use planning?**



How do they relate?

- Strategies for planning and design are developed and implemented in ways that directly link the built environment to economic well-being.
- Example: Walkable neighbourhoods
 - People are healthier, more relaxed, better mental health
 - Reduced automobile costs / dependency
 - Walkable neighbourhoods may be more economically successful
 - Stronger communities

How do they relate?

- Long-term intent is to add value to the community – socially, culturally, environmentally, and economically – resulting in greater community distinctiveness and identity.
- Examples
 - Urban design guidelines
 - Signage control bylaws
 - Parks and open space plans
 - Business improvement districts/zones

How do they relate?

- Communities can become “destinations” or “places of choice” for people and businesses
- Placelessness vs Sense of Place



**Planning for
the future**



Hire a Psychic? Not necessary.

- Municipal Development Plans, Growth Strategies, Area Structure Plans require realistic scenarios for future development
- Planners help establish the community's vision for future development and growth
- Not necessarily any better at seeing the future than you are

Hire a Psychic? Not necessary.

- Vision for future development should be based on past trends, balanced with future expectations
 - Do not build exclusively on past history in development, but also consider trends and changing economic conditions.
 - Ensure adequate land (and zoning) is in place to accommodate growth of “existing” businesses, as it is easier to retain an existing business than it is to attract new.

Hire a Psychic? Not necessary.

- Reduce barriers to development
 - For example a publicly sponsored Area Structure Plan can remove risk that a development will not be approved
 - Mackenzie County Example: Industrial ASPs



**Rules that
say “No”,
but shouldn’t**



Rules that say “No”, but shouldn’t

- Land Use Bylaws regulate the location, types, appearance and sizes of development in a community.
- They set out the approval process and information requirements.
- Having a clear, consistent and straightforward approach to development makes it easier.

Rules that say “No”, but shouldn’t

- Keep it simple (Calgary’s LUB is nearly 1000 pages!)
- Focus on outcomes, not regulation
- Consistent process, strong policy framework, clear regulations
- Up-front consultation with development community and residents
- Reduce Council’s involvement day-to-day to speed things up
- Be aware of the impact that regulations can have on growth
- Build trust between Council/Planners

**Developers
aren't always
wrong**



Developers aren't always wrong

- It might be desirable to include “ideal” development standards for the community
- Care and attention must ensure development restrictions are not hampering the developer's ability to operate in the community
- Competitive marketplace, and development may follow the path of least resistance
- Work *with* the industry

Risky Business



Risky business

- Sometimes we want to encourage development or redevelopment.
- Developers' risks can be reduced by Municipalities:
 - Clear, reasonable regulations
 - Speedy approval processes
 - Consistency in decision making and interpretation
 - Removing risks of approvals or technical studies

**Silos aren't
just for
farmers**



Silos aren't just for farmers

- An interdisciplinary approach to planning and economic development will lead to greater opportunities for your community.
 - Supply the right land use for employment demand
 - Support sustainable commercial floorspace / vibrancy
 - Attract new residents/business/employees

Silos aren't just for farmers

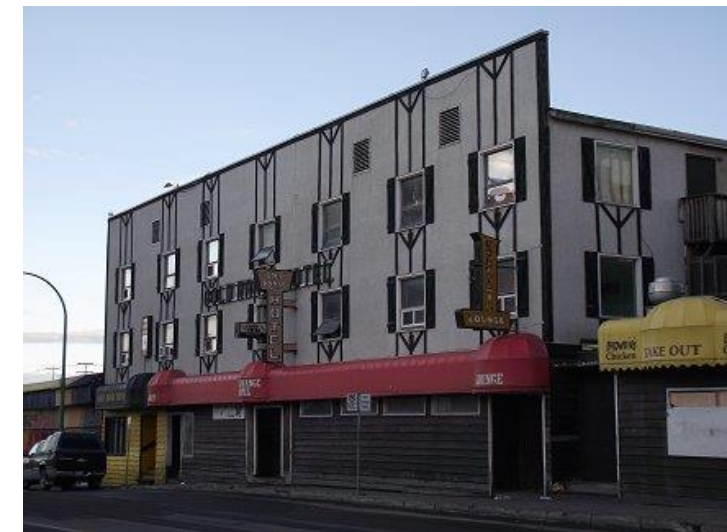
- Planning staff need to educate economic development staff on the various statutory plans and what they are trying to accomplish.
- Economic developers need to educate/work with planners to understand the impacts that the various rules and regulations may have on the businesses they are trying to attract/retain.
- Economic developers can work with planners to help them understand the consequences/costs attributed to certain policies/requirements

**Coordination
is financially
sound**



Coordination is financially sound.

- City of Yellowknife – 50th Street
- Safety, image, pride






Coordination is financially sound.

- City of Yellowknife

Land Assembly



-  Lands Identified for Assembly
-  Lands Acquired to Date
-  Lands for Potential Redevelopment

Coordination is financially sound.

- Why???
- City image
- \$ Spin-offs
- \$ Tax base
- Health
- Safety
- Community
- Pride



- Investment by the City
- Development of:
 - Park/Plaza
 - Public Amenities
 - Private Amenities
 - Streetscape Design
 - Anchors
- Ongoing economic spin-off



Coordination is Financially Sound

- **Cost of Community Services**

- Toronto

- 80% profit on industrial taxes collected
 - 40% loss on residential taxes collected

- Red Deer County

- \$1 generated in commercial taxes costs \$0.74 in services
 - \$1 generated in industrial taxes costs \$0.09 in services
 - \$1 generated in residential taxes costs \$1.81 in services

- Spruce Grove Econ Dev Strategy

- \$1 from non-res taxes costs \$0.20 – \$0.60 in expenditure
 - \$1 from residential taxes costs \$1.10- \$1.25

**Coordination
is politically
sound**



Coordination is politically sound

- Pride in your community.
- Sense of Place: characteristics that make a place special or unique, as well as to those that foster a sense of authentic human attachment and belonging
- Balancing Sense of Place with being pro development can support economic development strategies

Coordination is politically sound

- Understand the value of good design
 - Local character = attract skilled workers, promote/brand, stronger community,
 - Connectivity = savings on land, infrastructure and energy, stronger community
 - Mixed use = choice, more efficient transportation, enhance safety
 - High quality public realm = attract more people and activities

Coordination is politically sound

- Downtown Heritage Perth Business Improvement District



Tools of the trades.



Tools of the trades.

- Consultation/collaboration with residents/business/developers
- Joint involvement in statutory plans
 - MDP/Land Use/Economic Dev Strategy, etc
- Developer/Planning/Economic Development pre-application meetings

Tools of the trades.

- Regulations and incentives which can be used now:
 - Grant programs
 - Application fee incentive programs
 - Height and Density Exchange
 - Reduction of cash-in-lieu requirements
 - Parking requirements
 - Public sector led planning initiatives
 - Targeted levies
 - Business Improvement Districts
 - Clear and effective regulations
 - Consistent, speedy decision-making
 - Pro-active planning for growth
 - Public realm improvements
 - Tax increment financing and tax abatement programs

Tools of the Trade

INCENTIVES:

- Clear, concise regulations
 - Fair and equitable
 - Timely processing
 - Don't adjust mid-stream
-
- Time is \$\$

Thank you!

Any questions...?