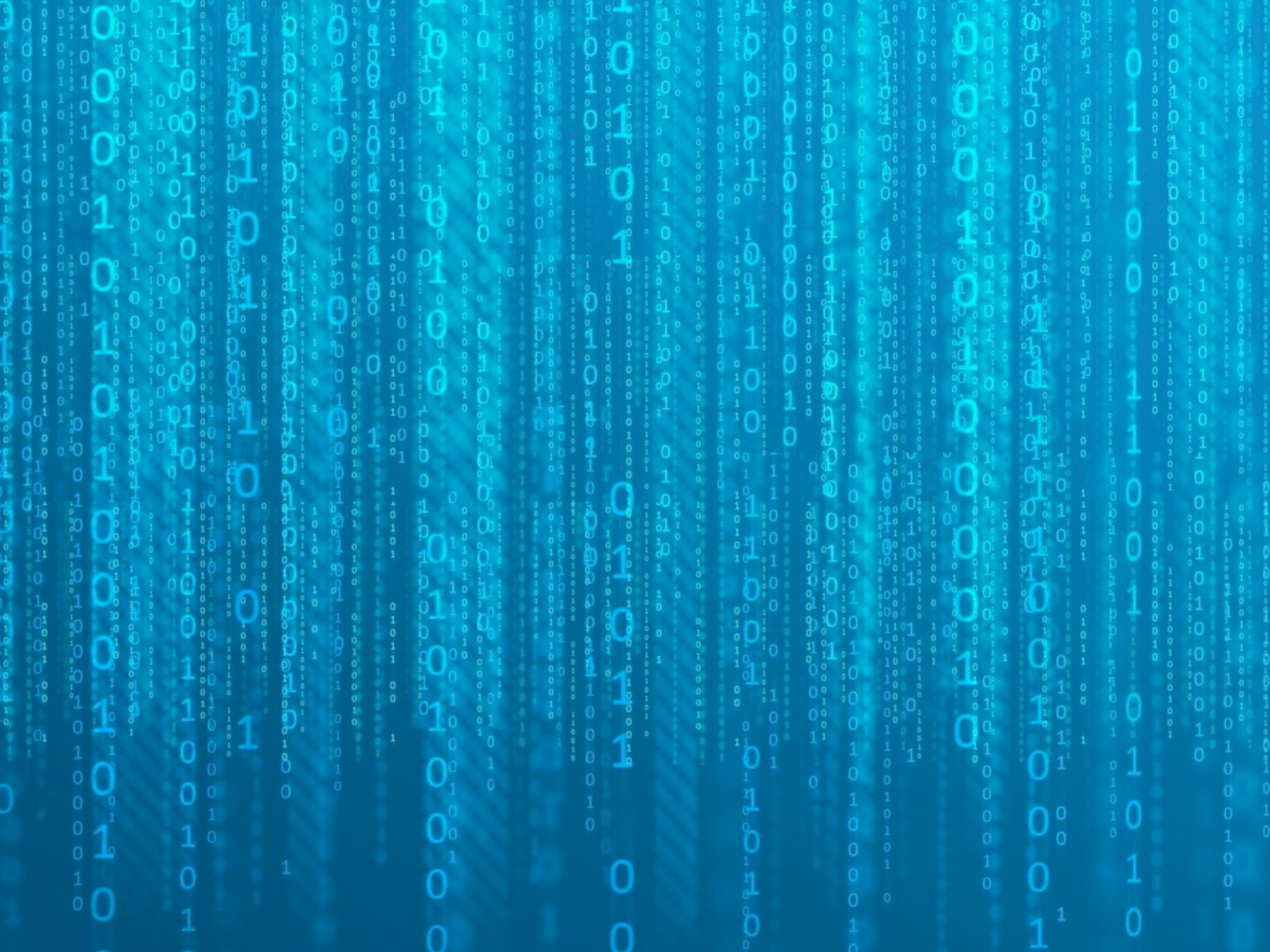




# **Developing for the Future:** **The Dollars and Sense of Land Patterns**

Urban<sup>3</sup>  
Joseph Minicozzi, AICP







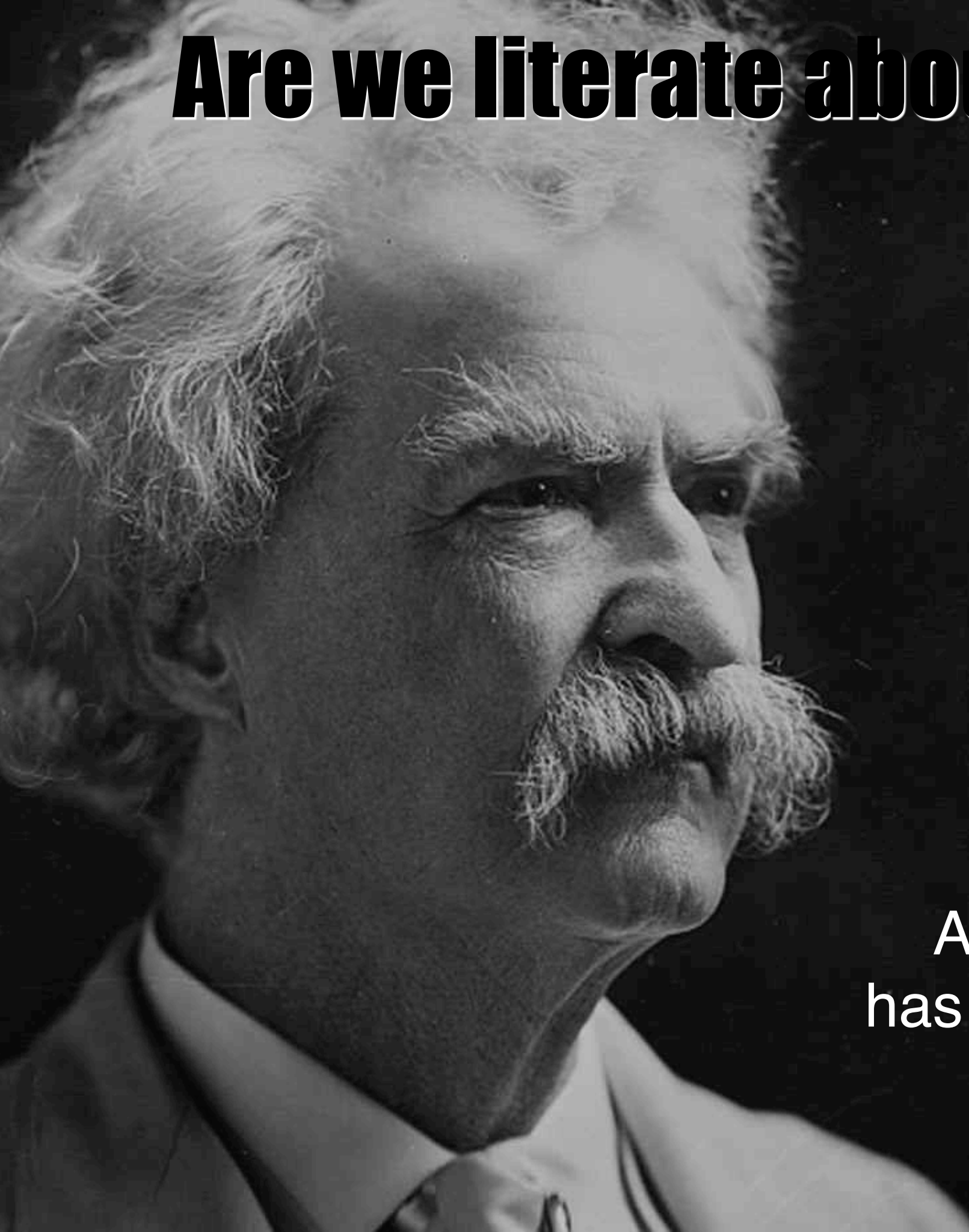


We can never see past the  
choices we don't understand.

The Oracle  
Matrix Reloaded (2003)



# Are we literate about tax policy?



A person who won't read  
has no advantage over one  
who can't read.

Mark Twain





York City

Ashevi

Miami





For 40 years this building remained vacant..... its tax value in 1991 was just over **\$300,000.**



Old Penneys

Today the building is valued at over **\$11,000,000** an increase of

over **3500%**

in **15 years**

The lot is less than **1/5 acre**

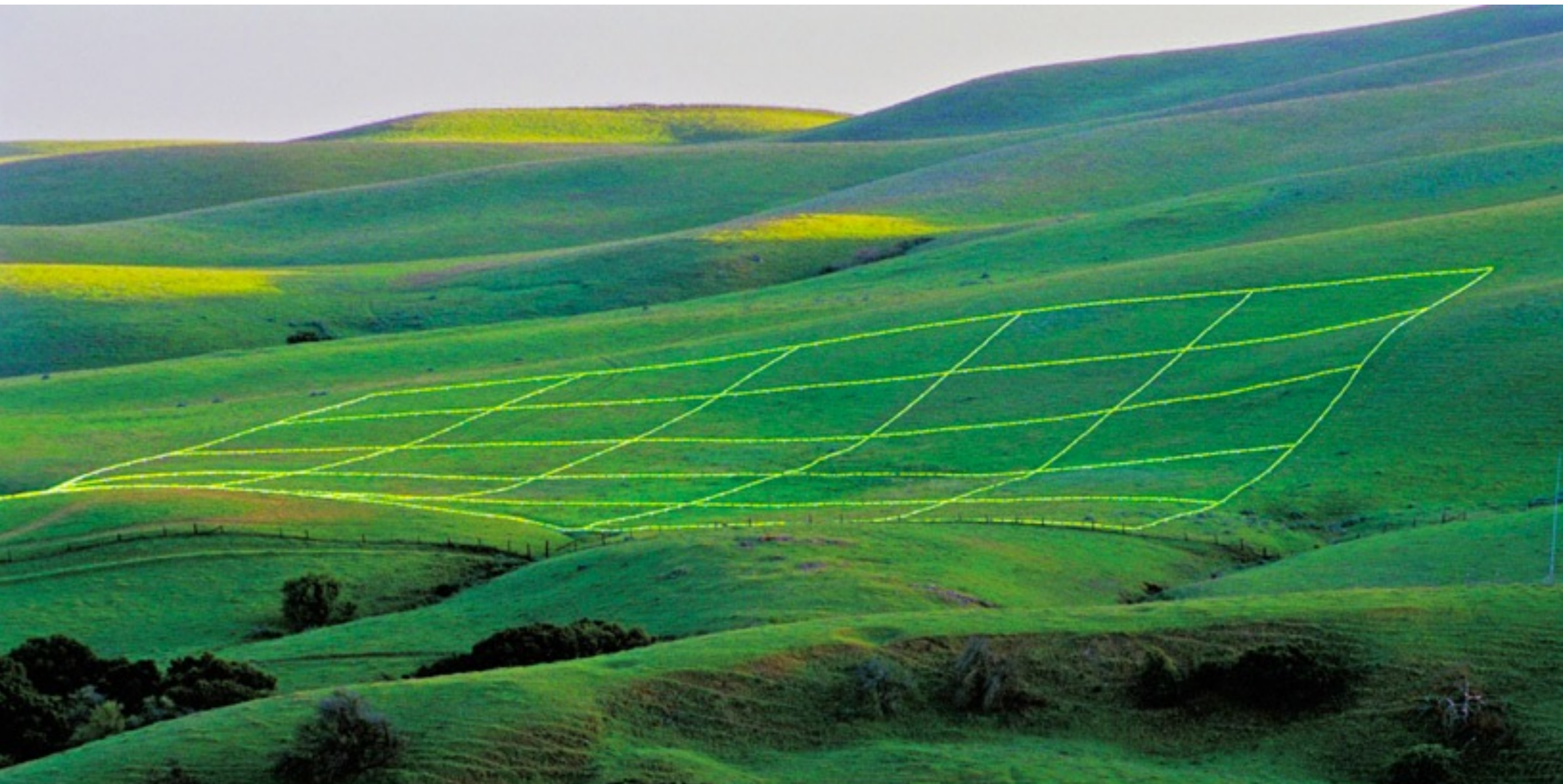






**What is a City?**





**What is a City?**





**What is a City?**



# Land Production





Urban<sup>3</sup>

# Asheville Wal-Mart



# Downtown



**Land Consumed (Acres):** **34.0**

**00.2**

**Total Property Taxes/Acre:** **\$ 6,500**

**\$634,000**

**City Retail Taxes/Acre:** **\$ 47,500**

**\$ 83,600**

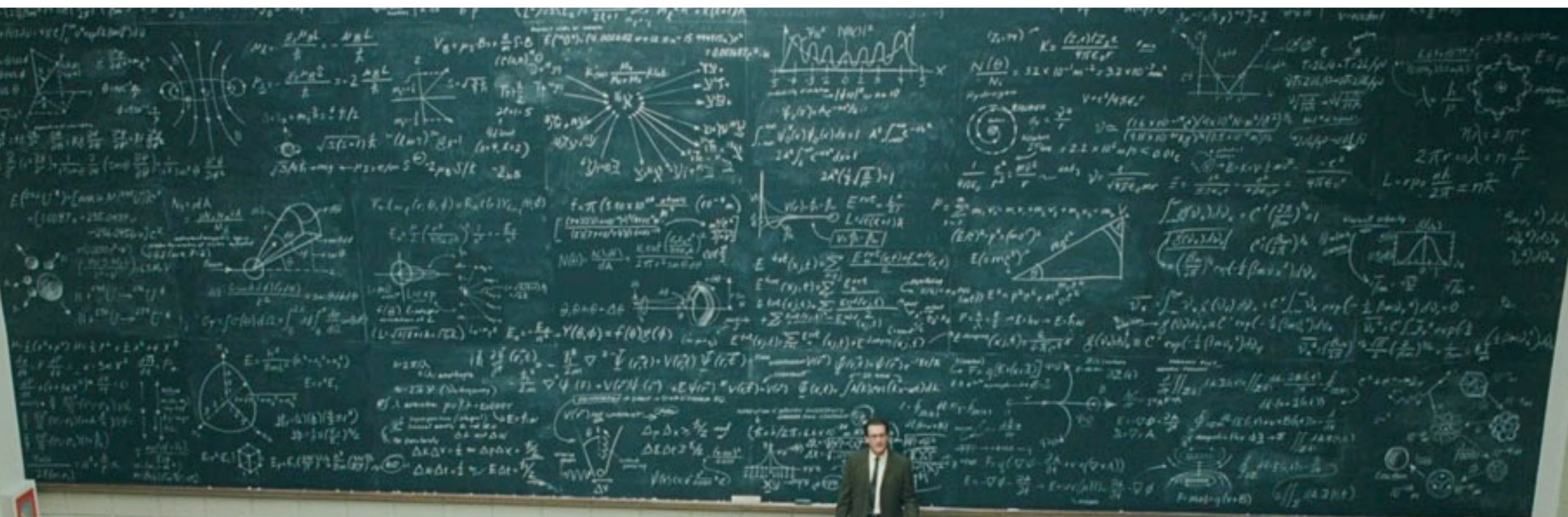
**Residents per Acre:** **0.0**

**90.0**

**Jobs per Acre:** **5.9**

**73.7**





# Scary Math



# How do you compare a car?



**Ford F150 Lariat LTD**  
**648 miles per tank**



**Toyota Prius**  
**571 miles per tank**



**1955 BMW Isetta**  
**245 miles per tank**



**Rolls-Royce Phantom Drophead**  
**380 miles per tank**



**Bugatti Veyron**  
**390 miles per tank**



# How do you compare a car?



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**Rolls-Royce Phantom Drophead**  
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# How do you compare a car?



**Ford F150 Lariat LTD**  
**13/18 mpg**



**Toyota Prius**  
**51/48 mpg**



**1955 BMW Isetta**  
**50/70 mpg**



**Rolls-Royce Phantom Drophead**  
**11/18 mpg**



**Bugatti Veyron**  
**8/15 mpg**



# How do you compare a car?



Ford F150 Lariat LTD  
13/18 mpg



Toyota Prius  
51/48 mpg



1955 BMW Isetta  
50/70 mpg



Rolls-Royce Phantom Drophead  
11/18 mpg

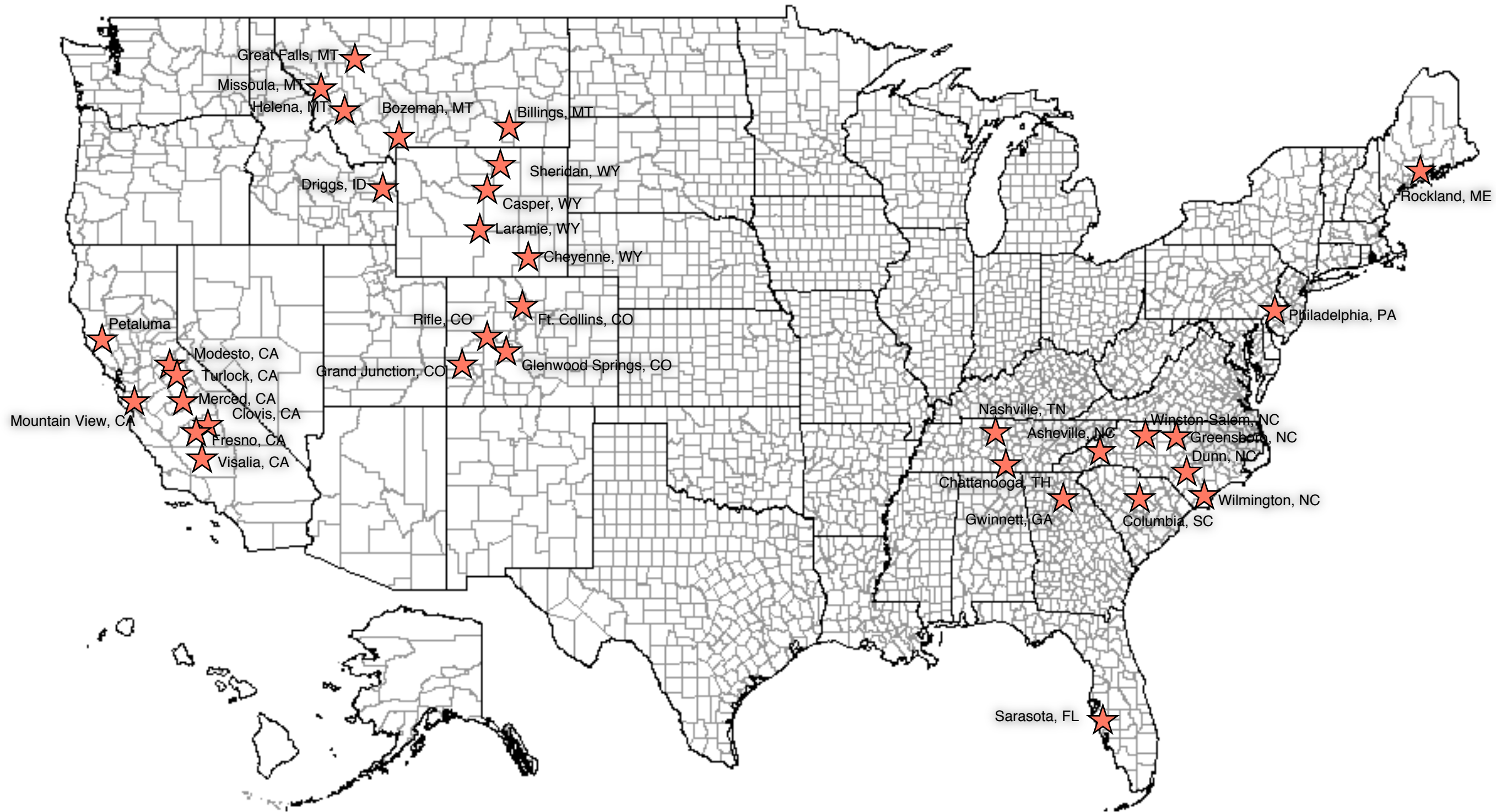


Bugatti Veyron  
8/15 mpg



# Urban3

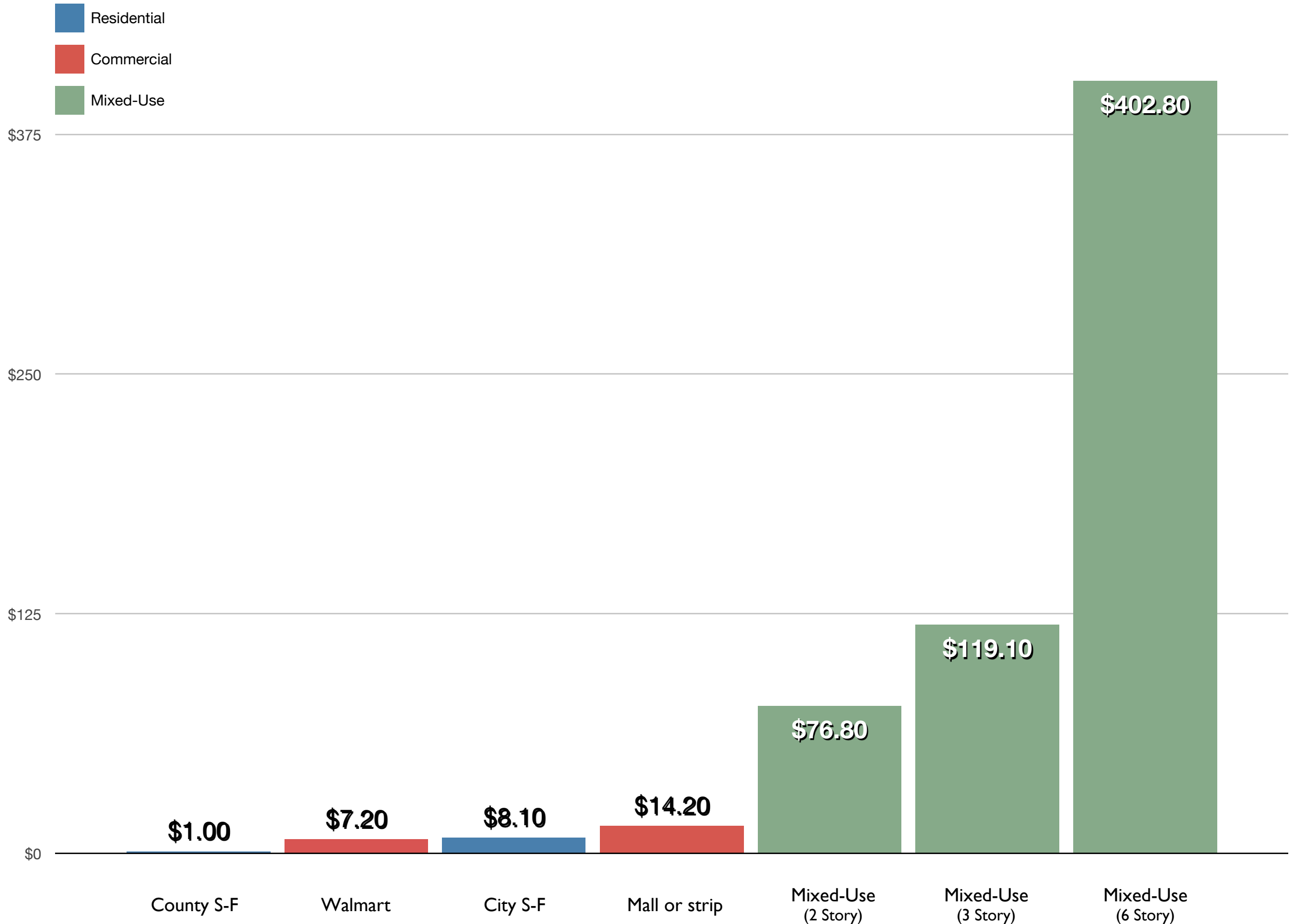
★ Completed Study





# County Property Taxes/Acre

Ratio Difference of 36 City Sample Set, in 11 States







**... the relentless  
rules of humble  
arithmetic.**

**Justice Louis Brandeis  
"Other People's Money", 1914**



**Asheville is**

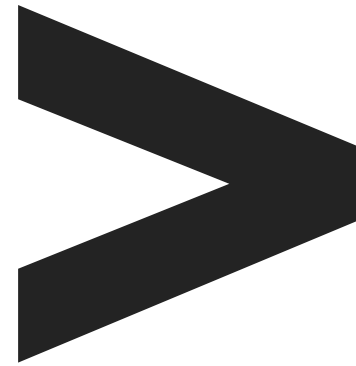
**4x >**







**Asheville**  
\$12.8B USD



**Orioles**  
\$618M

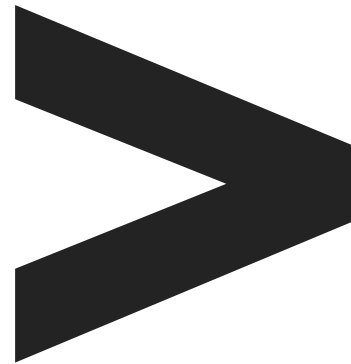


**Ravens**  
\$1.2B





**Asheville**  
\$12.8B USD



**WIZARDS**

**Wizards**  
\$397M



**Capitals**  
\$250M



**Orioles**  
\$618M



**Ravens**  
\$1.2B



**Nationals**  
\$631M



**Redskins**  
\$1.7B



**If you can't measure it,  
you can't  
manage it.**

Mayor Michael Bloomberg





**Do we balance out the cost?**

# Balance Sheet

*As at 31 December 2005*



2005  
'000

2004  
'000

2011

2007

2007

2007

2006

2006

2005

2005





**The Sarasota, FL**

**Case Study**



# Developer Costs

## Soft Costs

- ★ Permitting
- ★ Architect
- ★ Engineering
- ★ Legal Fees
- ★ Marketing
- ★ Profit

## Hard Costs

- ★ Land Cost
- ★ Buildings
- ★ Road
- ★ Sidewalks
- ★ Sewer
- ★ Water
- ★ Buildings





# Developer Costs

## Soft Costs

- ★ Permitting
- ★ Architect
- ★ Engineering
- ★ Legal Fees
- ★ Marketing
- ★ Profit

## Hard Costs

- ★ Land Cost
- ★ Buildings
- ★ Road
- ★ Sidewalks
- ★ Sewer
- ★ Water
- ★ Buildings

# Municipal Costs

## Service Cost

- ★ Police
- ★ Fire
- ★ Government
- ★ Schools
- ★ Economic

## Hard Costs

- ★ Roads to here
- ★ Public buildings
- ★ Parks
- ★ Sewer
- ★ Water

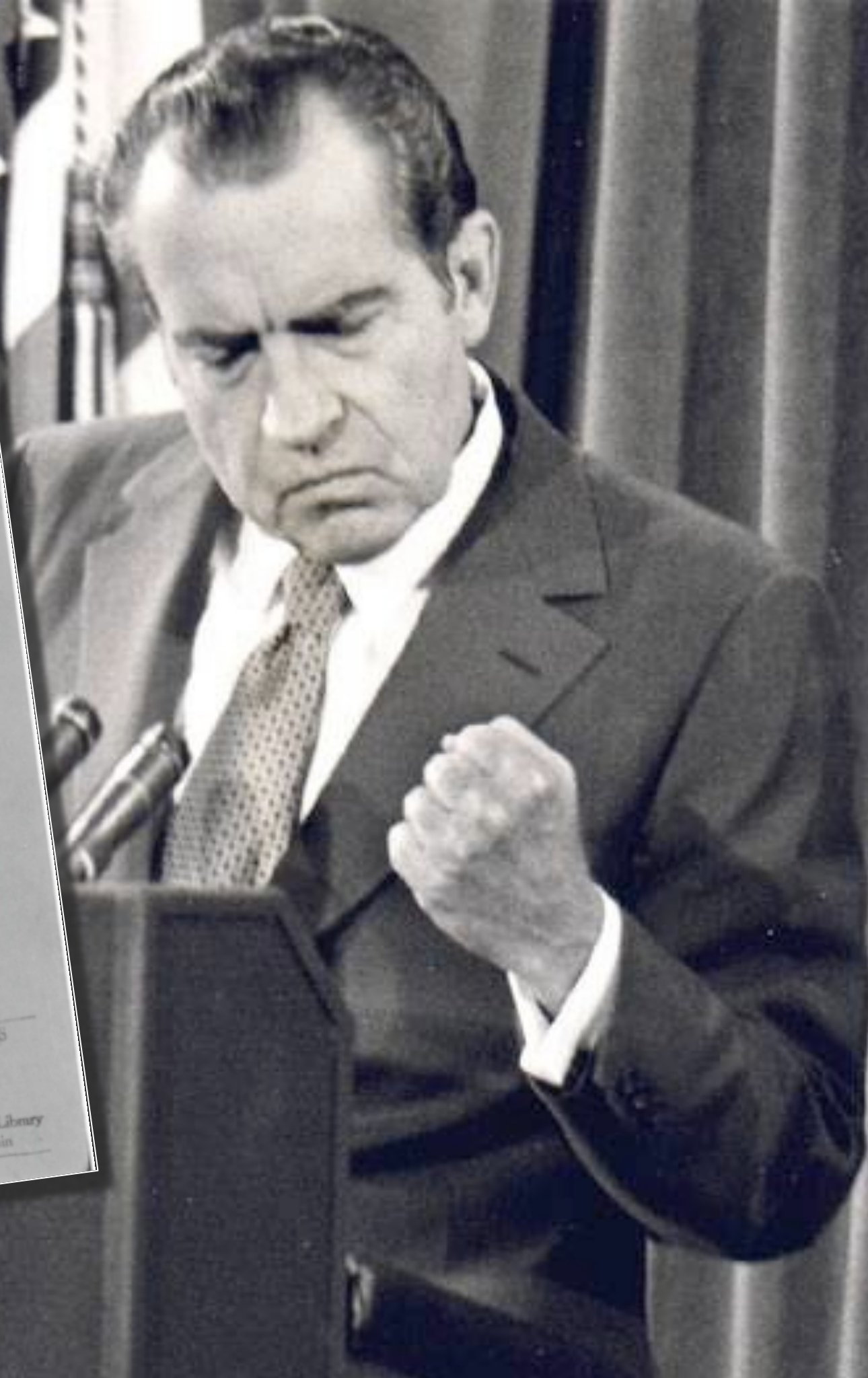






Photo: Barry Chowka







# THE SEARCH FOR EFFICIENT URBAN GROWTH PATTERNS:



How can communities direct their growth  
into more efficient patterns of development?  
What recipe of INCENTIVES AND REGULATIONS can we follow?  
These are the questions I put to you.  
Governor Bob Martinez, May 25, 1983

The physical form in which new development is created at the  
urban fringe of our metropolitan areas has a significant impact  
on the total amount of resources (both environmental and  
economic) needed to accommodate urban growth. Local gov-  
ernment officials make small decisions that aggregate to  
impact among alternative development patterns do, in fact, create  
cost burdens and adverse environmental effects.  
The Costs of Sprawl, 1974

## A Study of the Fiscal Impacts of Development in Florida



# TOTAL EXTERNAL CAPITAL PUBLIC FACILITY COSTS

(Per Single Family Dwelling Unit)

Rank	DSA	Urban Form	Unit Cost
1	Downtown	Compact	\$9,251
2	Southpoint	Contiguous	\$9,767
3	Countryside	Contiguous	\$12,693
4	Cantonment	Scattered	\$15,316
5	Tampa Palms	Satellite	\$15,447
6	University	Linear	\$16,260
7	Kendall	Linear	\$16,514
8	Wellington	Scattered	\$23,960
<b>AVERAGE</b>			<b>\$14,901</b>



# TOTAL EXTERNAL CAPITAL PUBLIC FACILITY COSTS

(Per Single Family Dwelling Unit)

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1	Downtown	Compact	\$9,251
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6	University	Linear	\$16,260
7	Kendall	Linear	\$16,514
8	Wellington	Scattered	\$23,960
AVERAGE			\$14,901



# Multi-Family Analysis



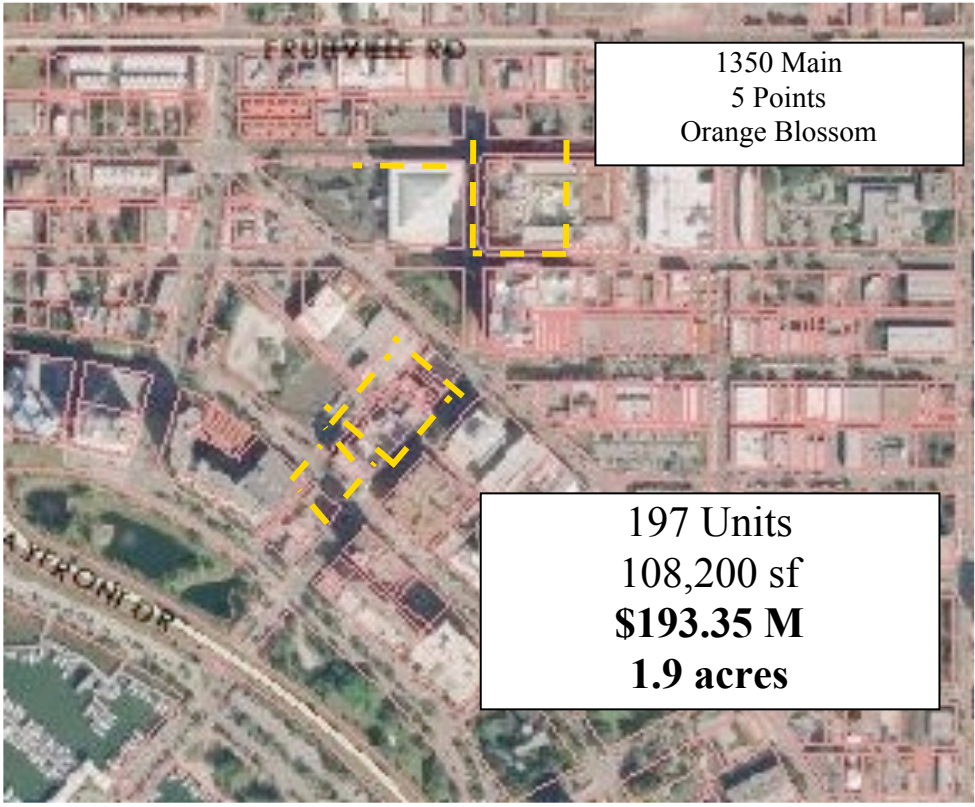
357 Units  
569,928 sf  
**\$18.9 M**  
30.6 acres

**NW Corner of Fruitville & I-75**



# Multi-Family Analysis

## Downtown



## NW Corner of Fruitville & I-75



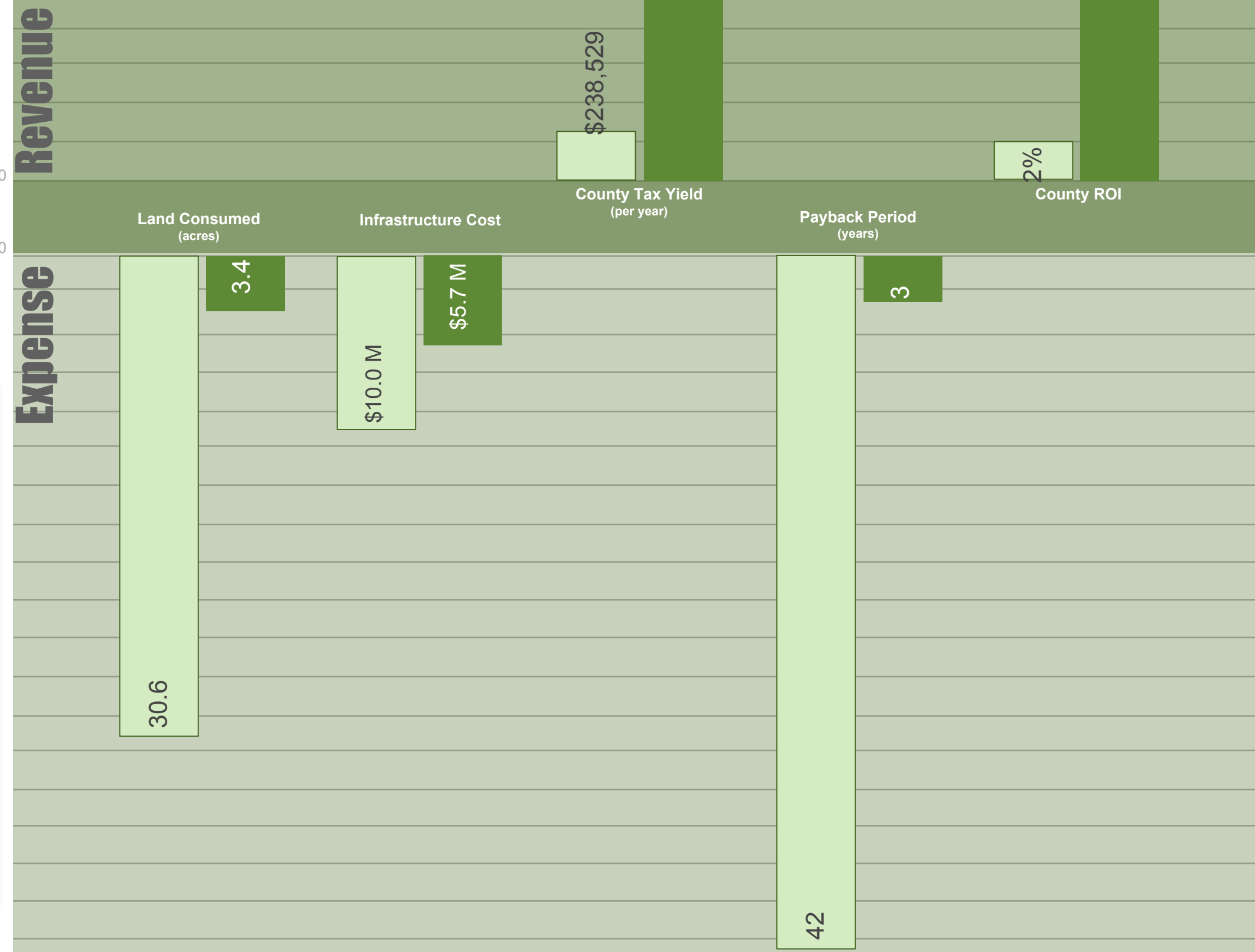
# Comparing the cost of 357 units of multi-family housing in Sarasota County



Downtown Sarasota



100 Marlin Lakes Circle





# Evaluating 357 multi-family units in Sarasota County

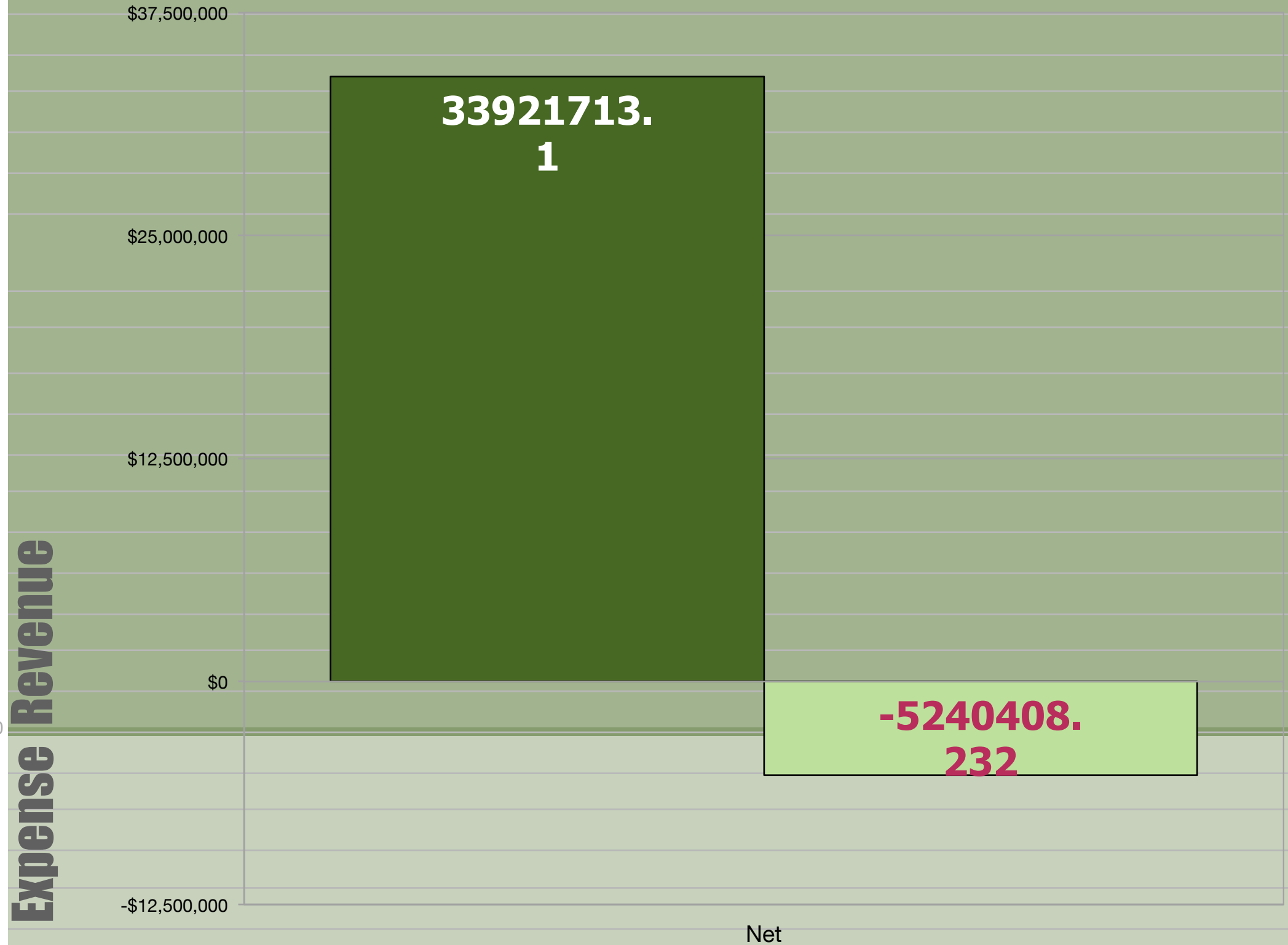


Downtown Sarasota



100 Marlin Lakes Circle

## Cumulative - at year 20



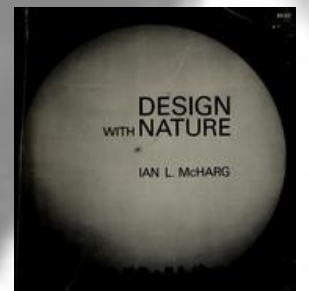
**Expense Revenue**

■ Urban □ Suburban



**We have but one explicit  
model of the world and  
that is built upon  
economics.**

**Money is our measure,**  
convenience is its cohort, the short  
term is its span, and the devil may  
take the hindmost is the morality.

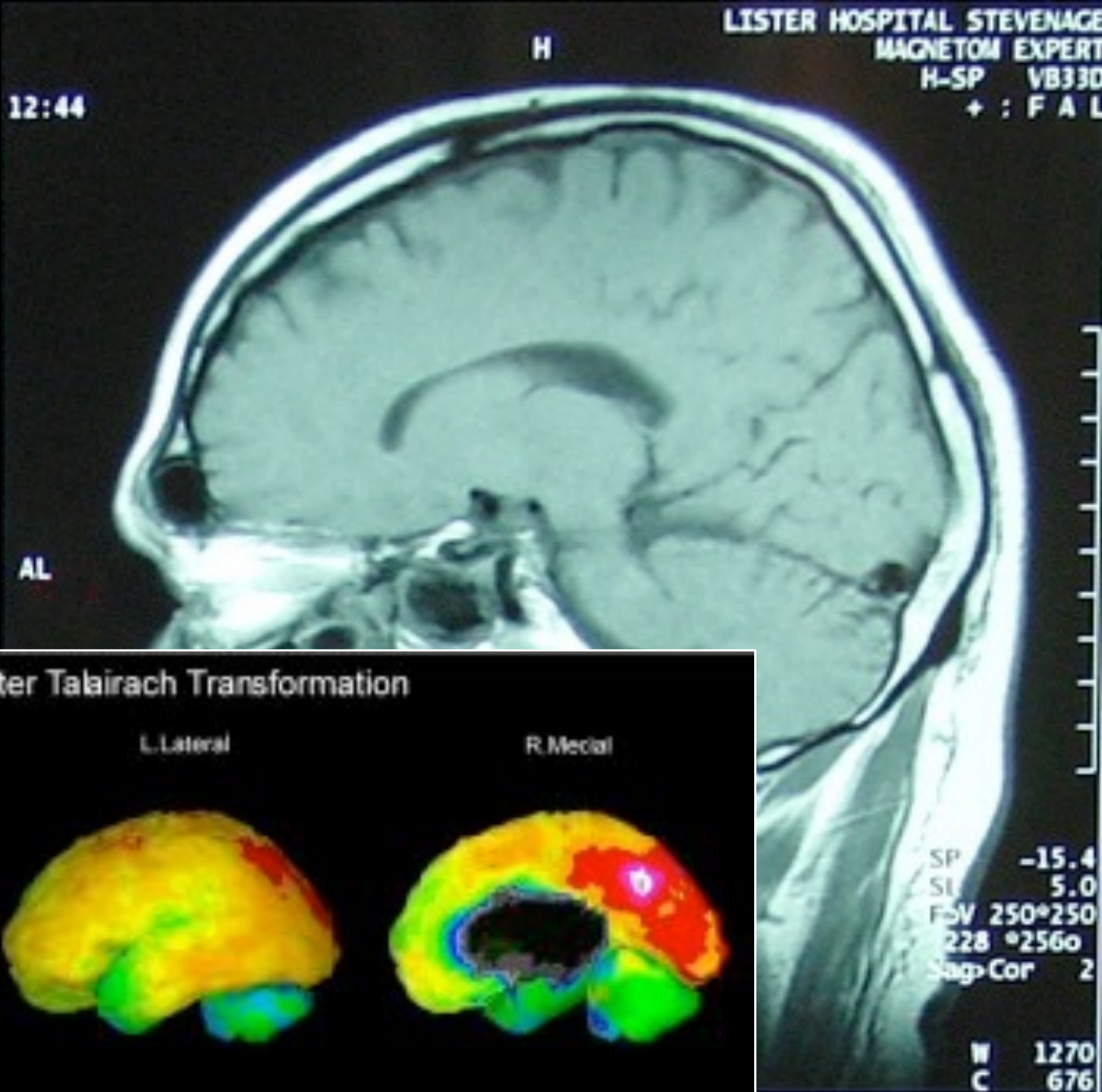


Ian McHarg  
Design With Nature  
1969

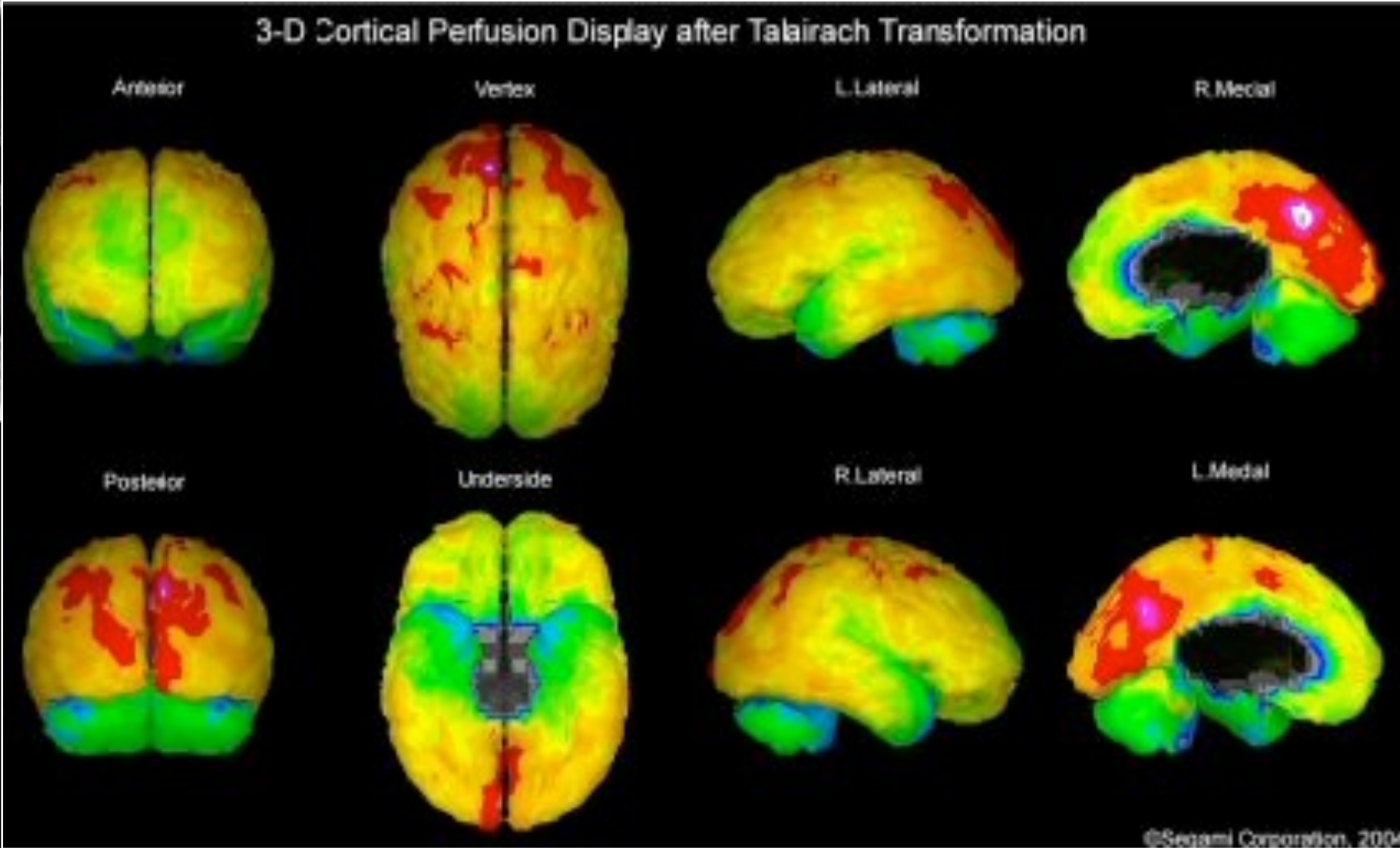




**X-Ray**



**MRI**



**3D Neuro Imaging**



# Money Is Our Measure





What are the numbers for Travis County?





# Total Taxable Value Travis County, TX

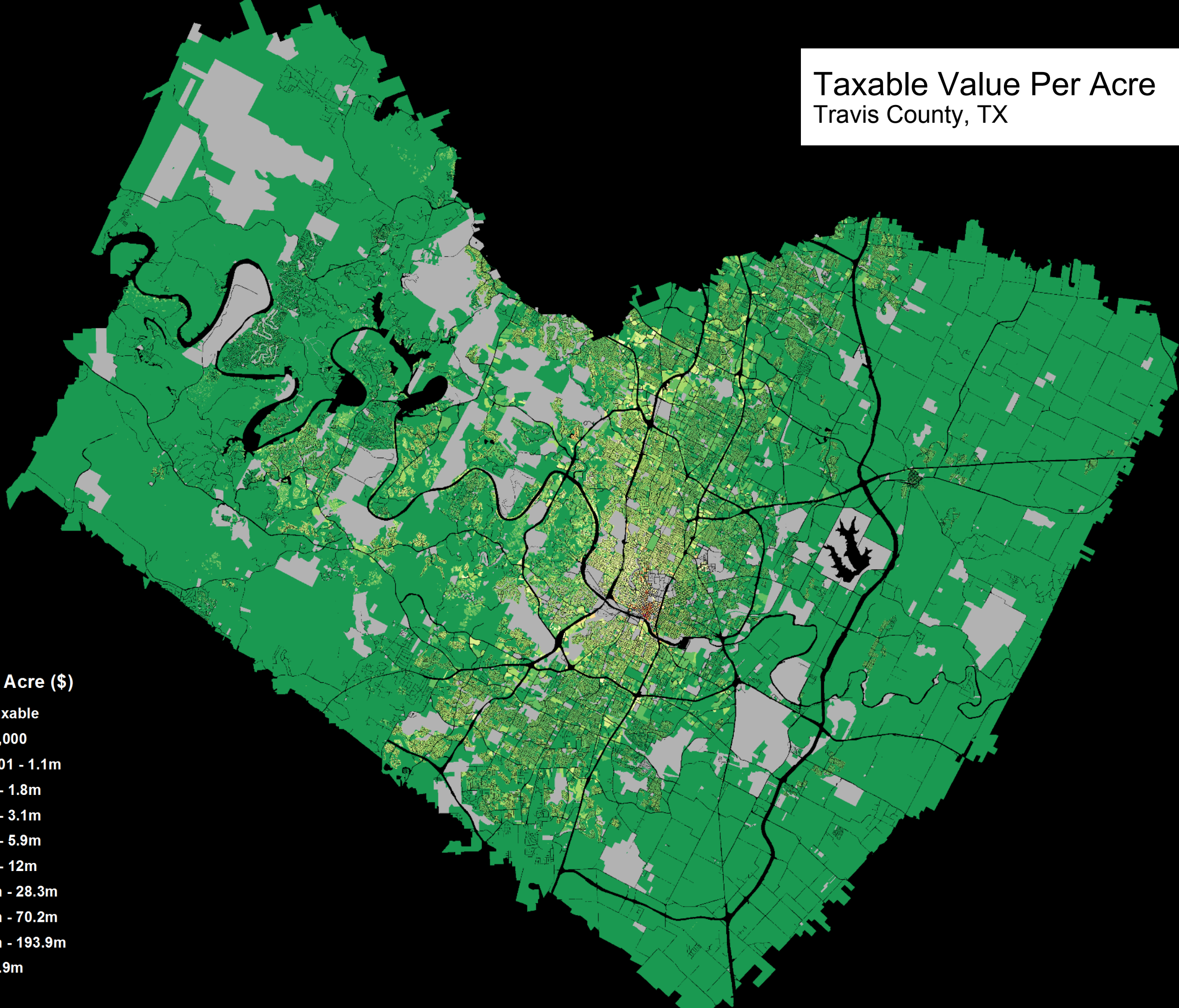


## Taxable Value (\$)

- not taxable
- < 450,000
- 450,001 - 1,800,000
- 1,800,001 - 5,400,000
- 5,400,001 - 12,000,000
- 12,000,001 - 22,000,000
- 22,000,001 - 35,000,000
- 35,000,001 - 58,000,000
- 58,000,001 - 98,000,000
- 98,000,001 - 190,000,000
- > 190,000,000



# Taxable Value Per Acre Travis County, TX



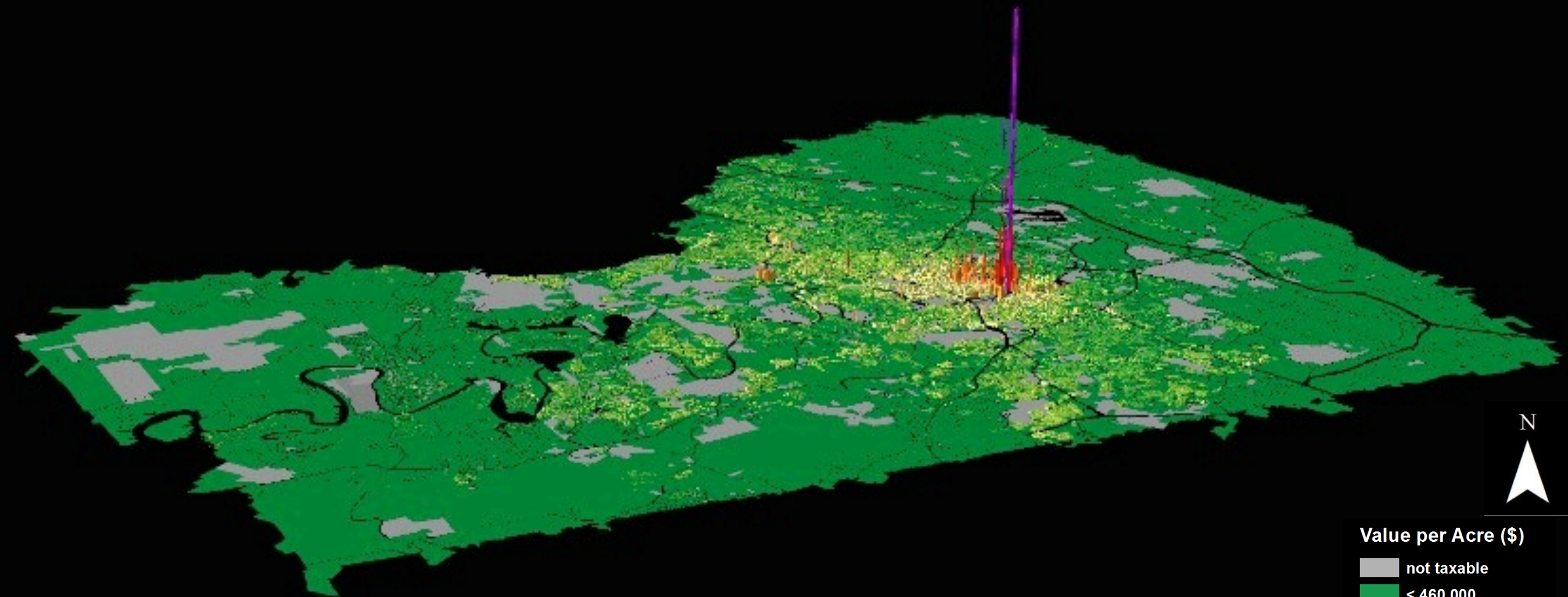
### Value per Acre (\$)

- not taxable
- < 460,000
- 460,001 - 1.1m
- 1.1m - 1.8m
- 1.8m - 3.1m
- 3.1m - 5.9m
- 5.9m - 12m
- 12.1m - 28.3m
- 28.3m - 70.2m
- 70.2m - 193.9m
- > 193.9m



# Taxable Value Per Acre

Travis County, TX

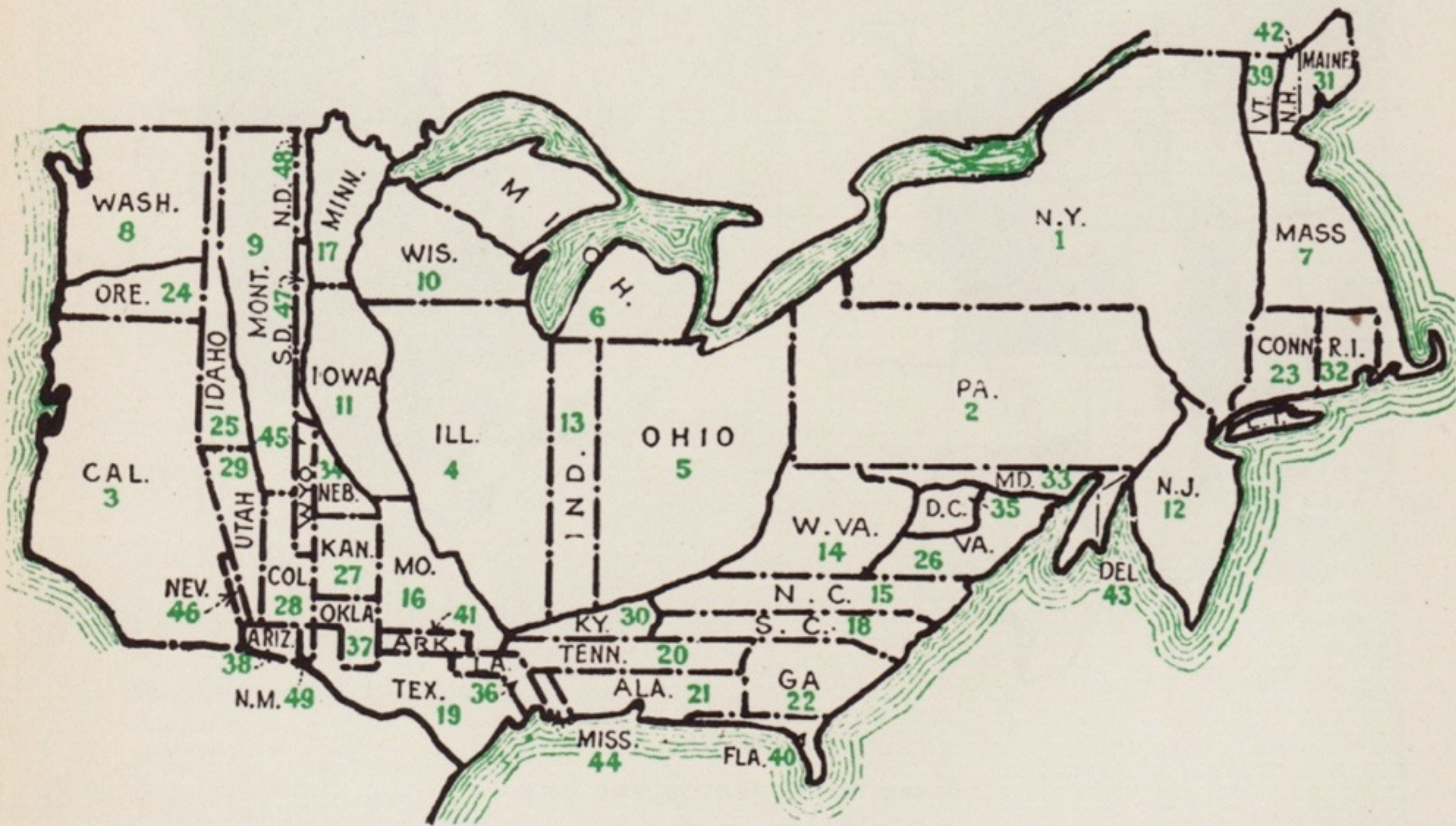


## Value per Acre (\$)

not taxable
< 460,000
460,001 - 1.1m
1.1m - 1.8m
1.8m - 3.1m
3.1m - 5.9m
5.9m - 12m
12.1m - 28.3m
28.3m - 70.2m
70.2m - 193.9m
> 193.9m



# Cartogram Mapping



Literary Digest, April 23, 1921.

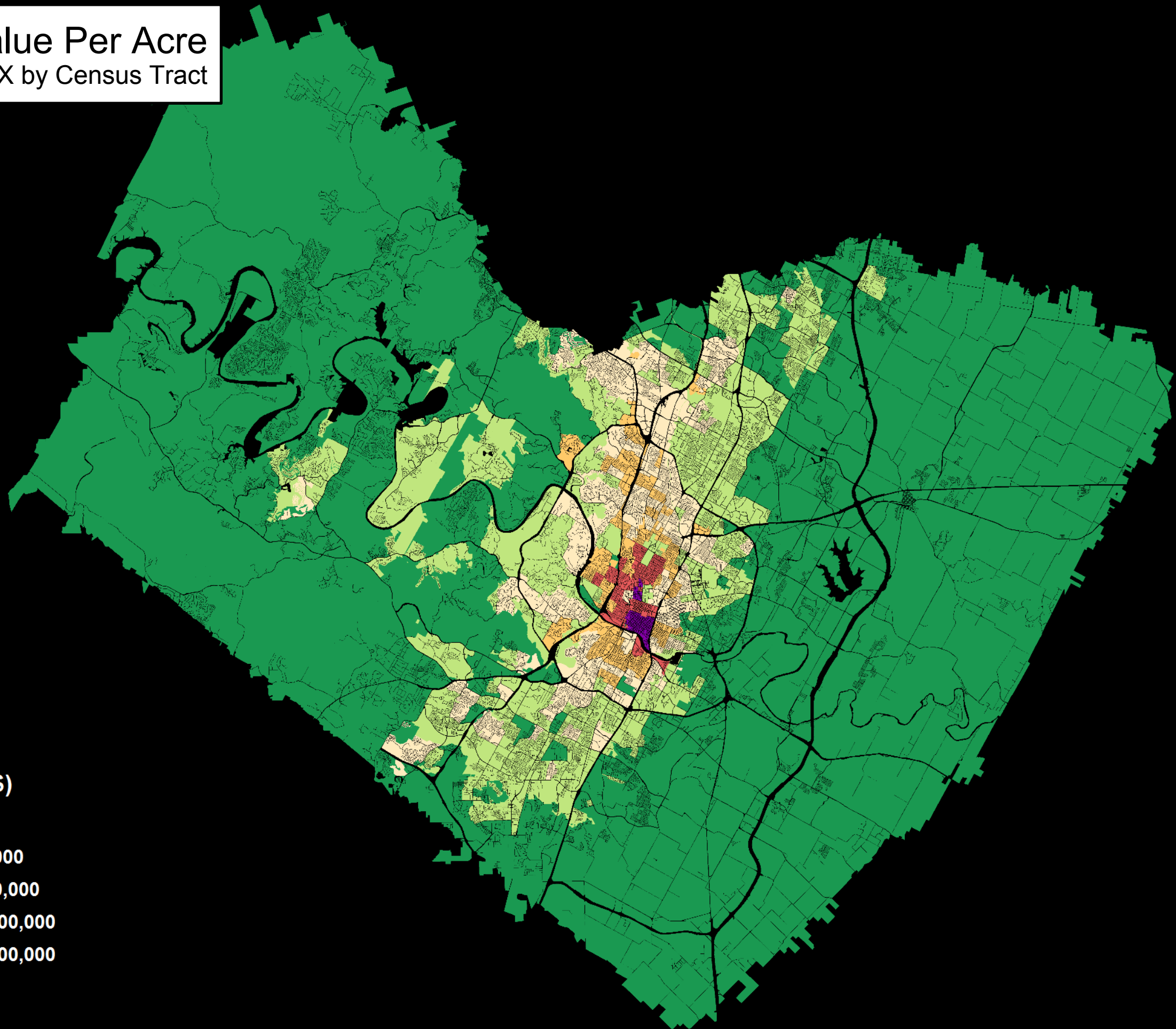
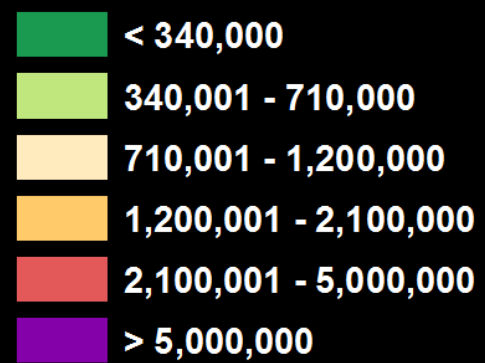
Relative Size of Each of the United States If Based on Electrical Energy Sold for Light and Power in 1921.



# Taxable Value Per Acre

Travis County, TX by Census Tract

## Value per Acre (\$)

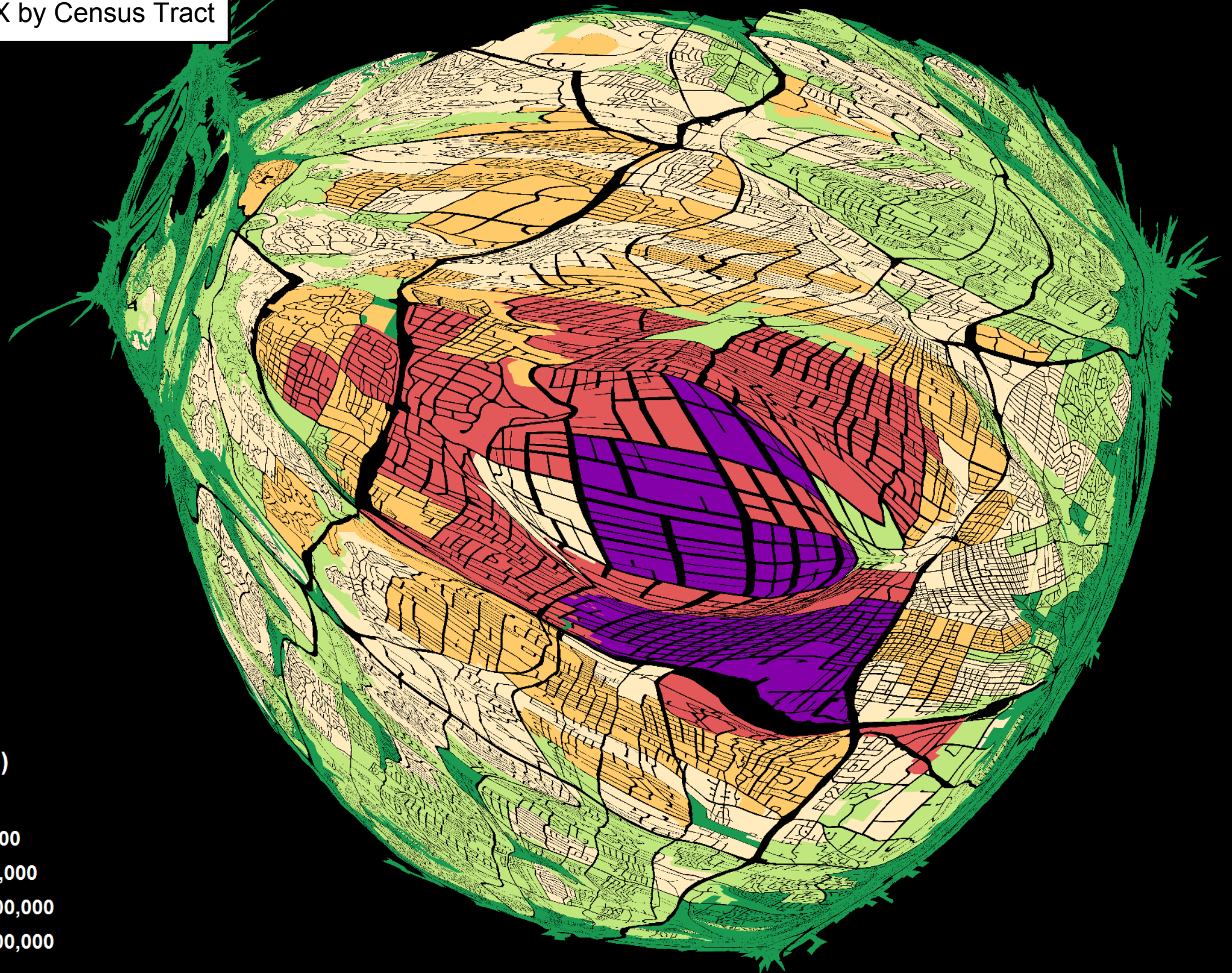
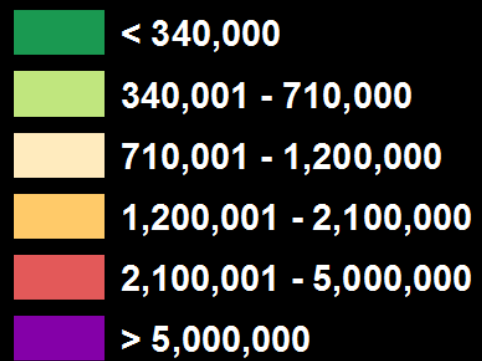




# Taxable Value Per Acre

Travis County, TX by Census Tract

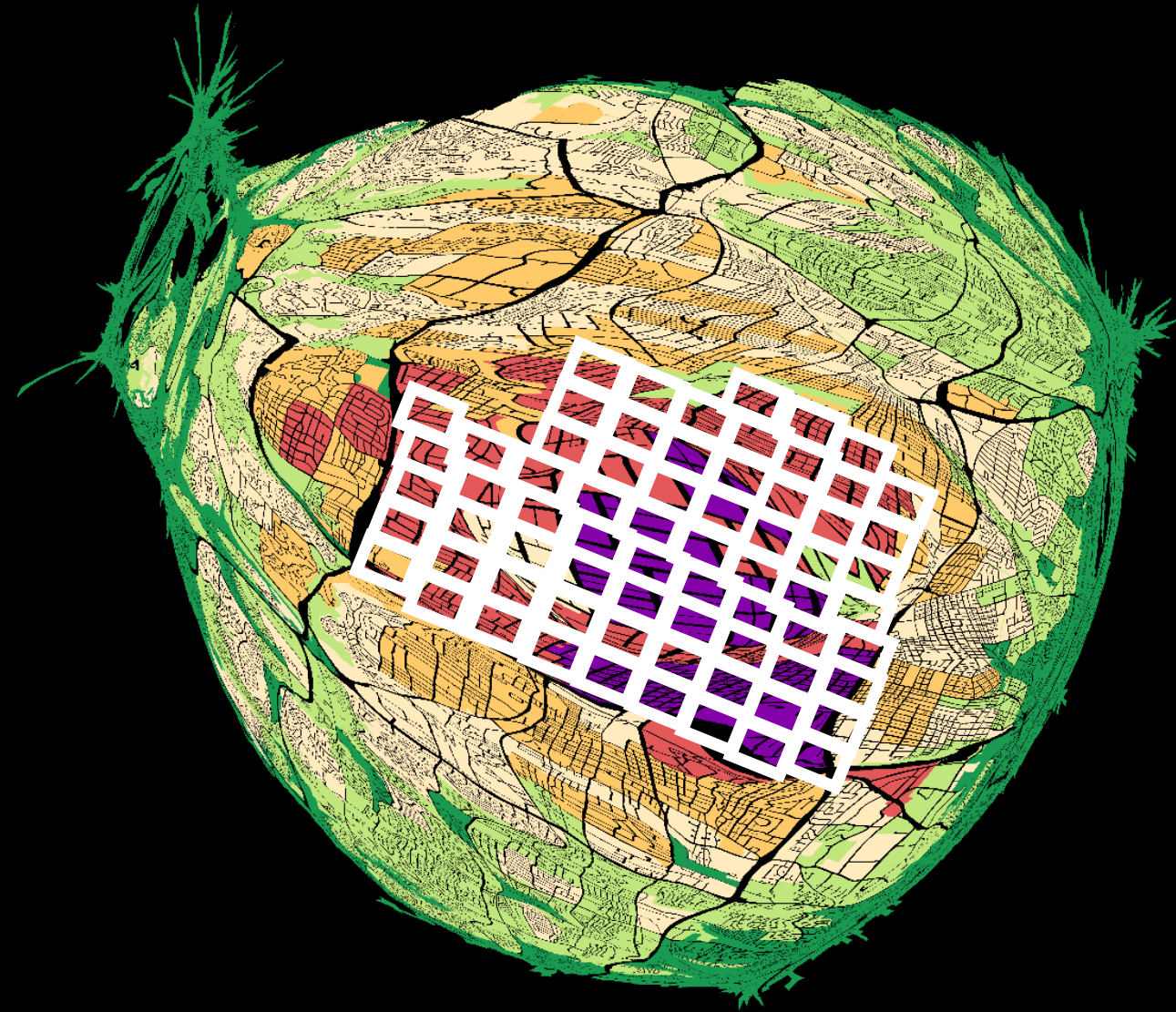
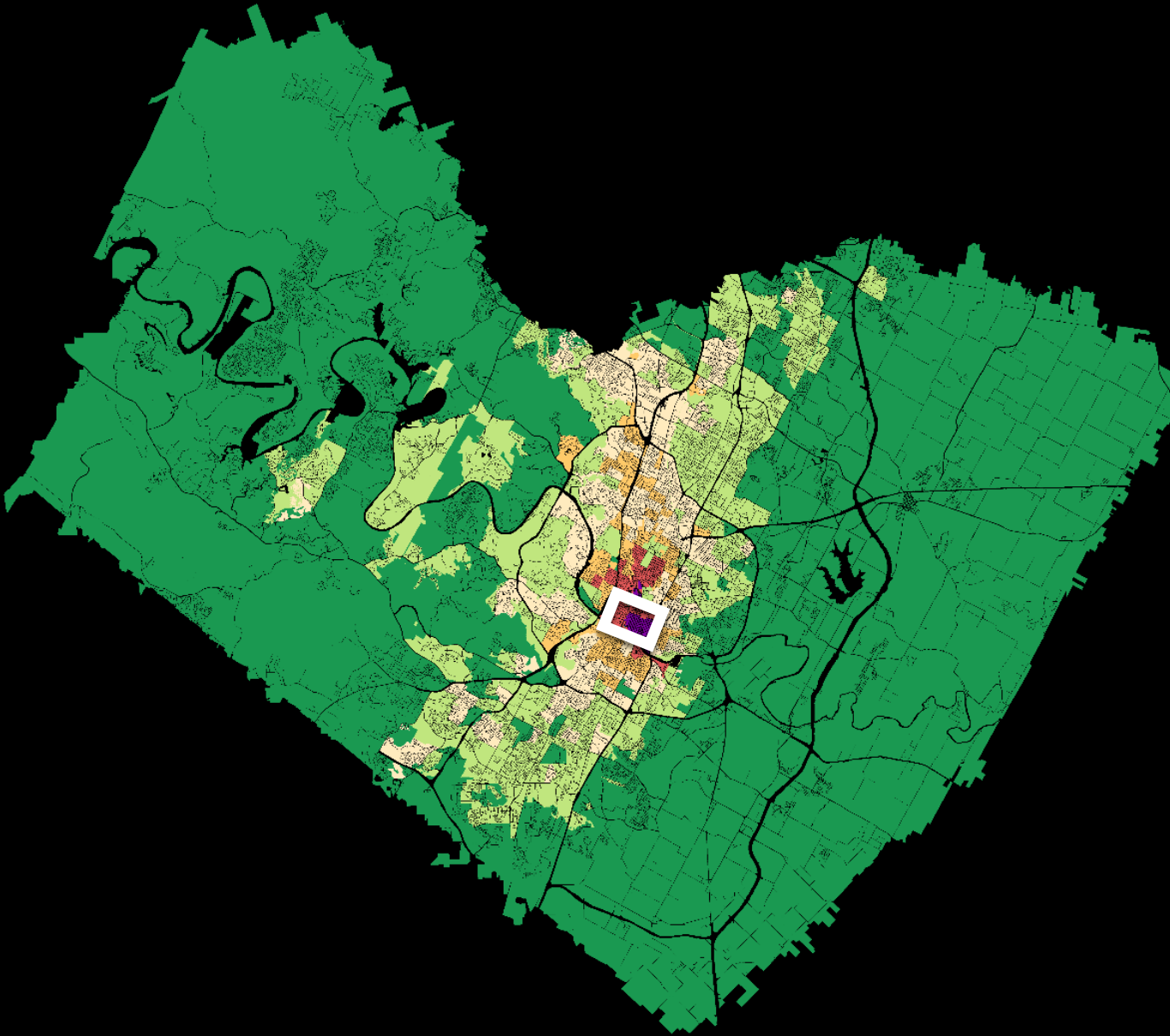
## Value per Acre (\$)



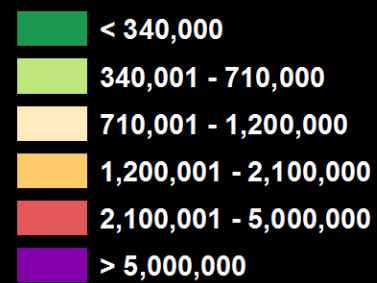


# Taxable Value Per Acre

Travis County, TX by Census Tract

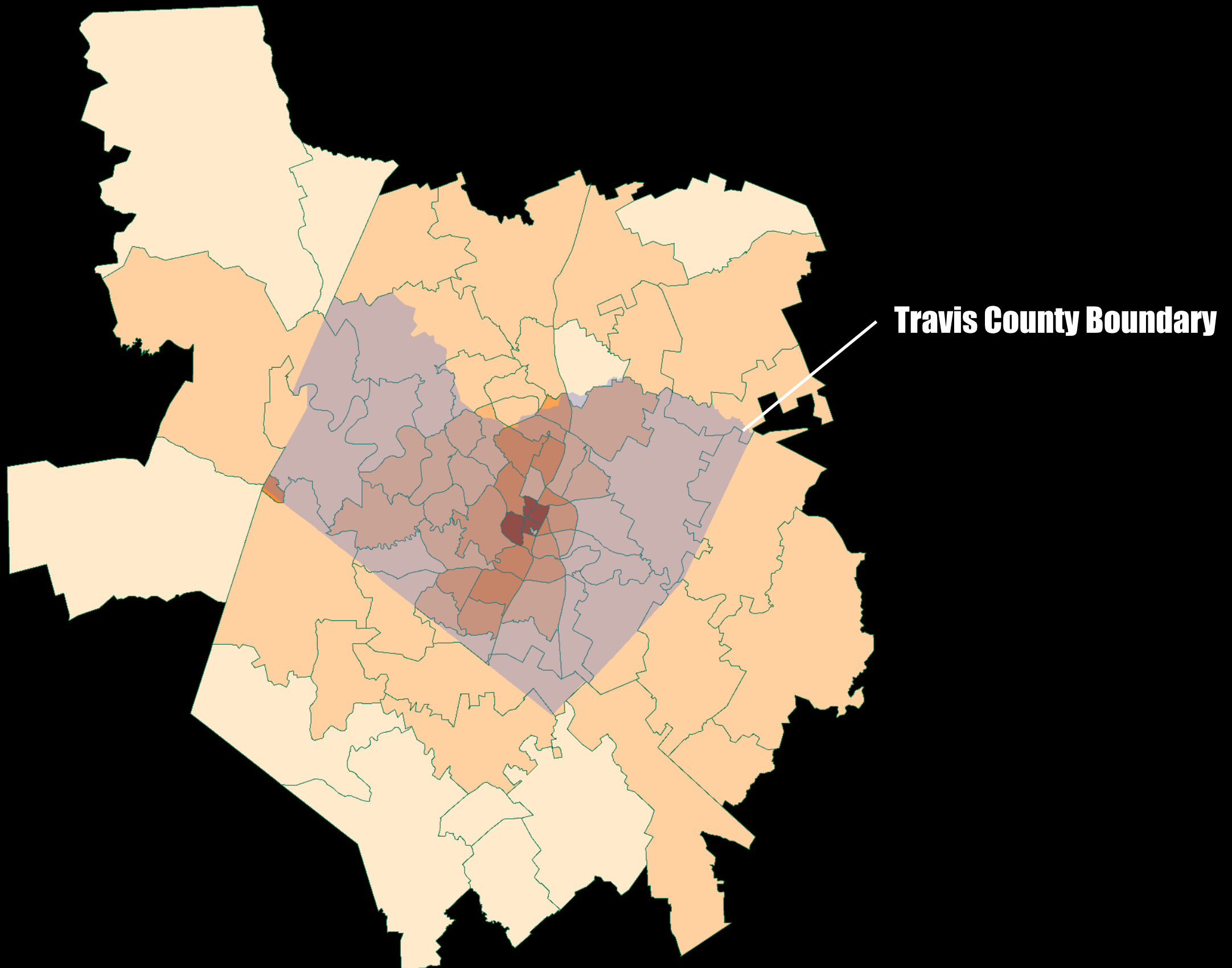


## Value per Acre (\$)



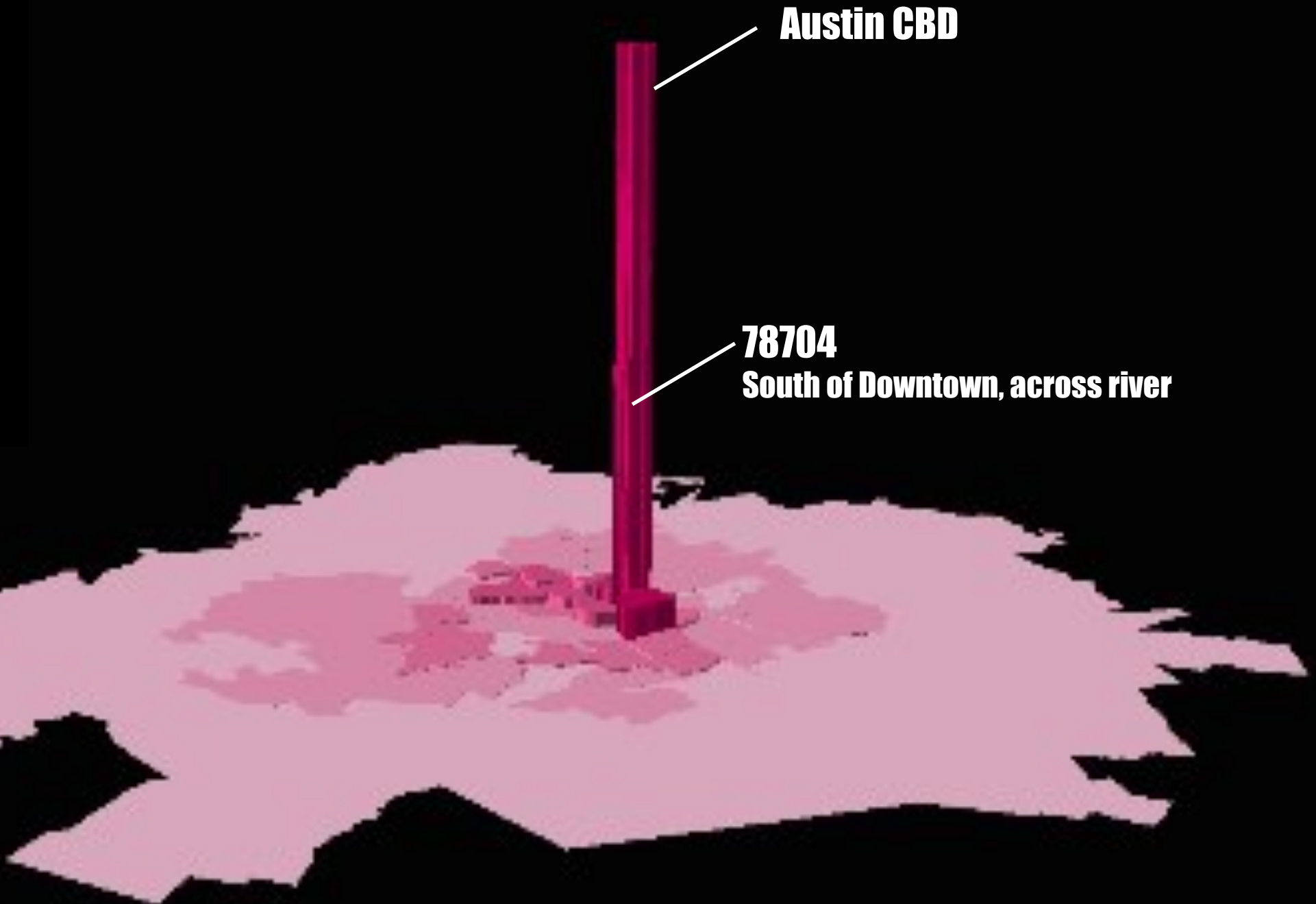
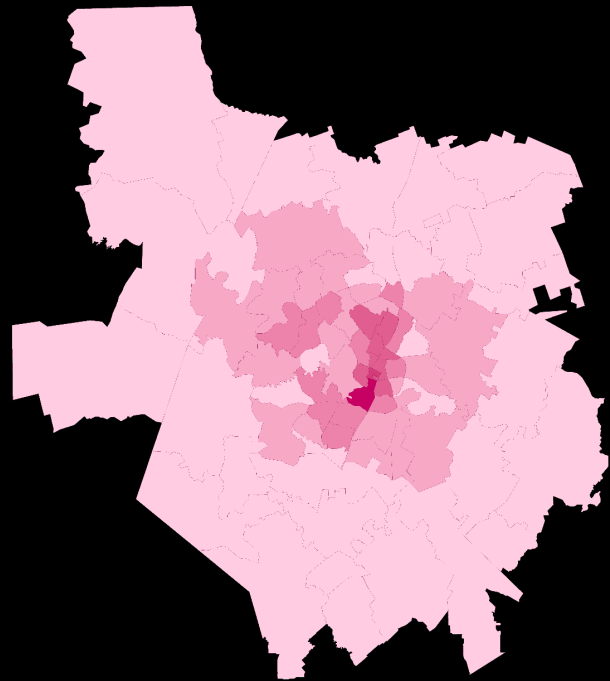


# Taxable Sales by Zipcode, Study Area

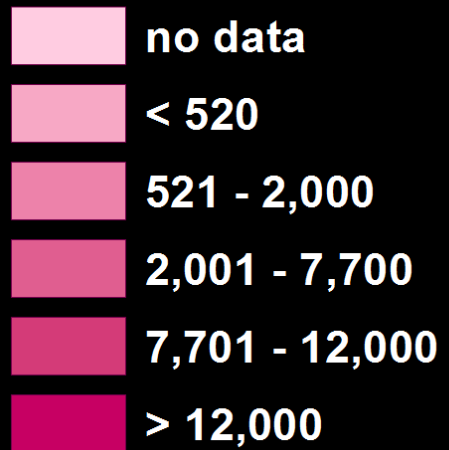




# Mixed Beverage Sales per Acre Six County Austin Area

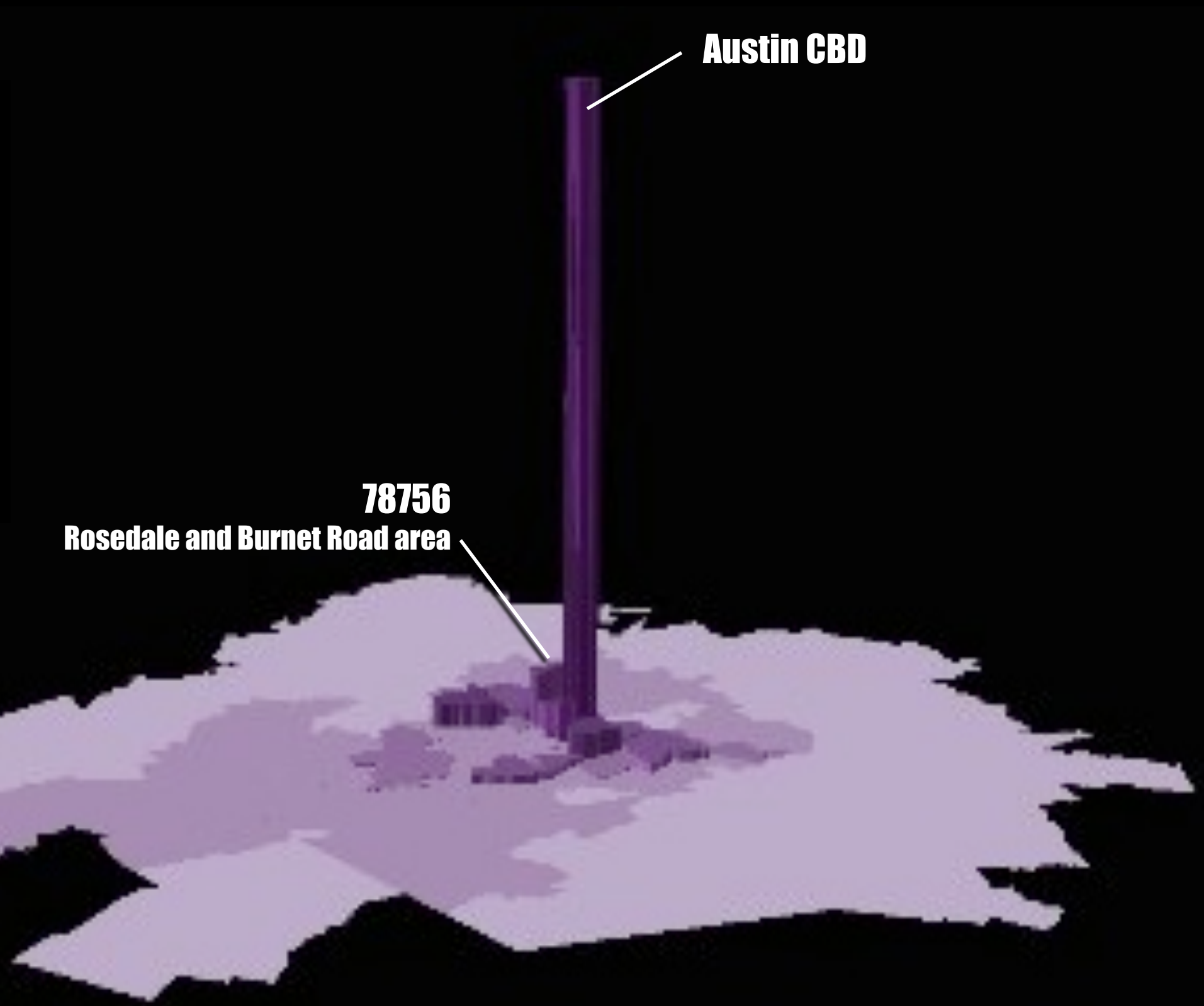
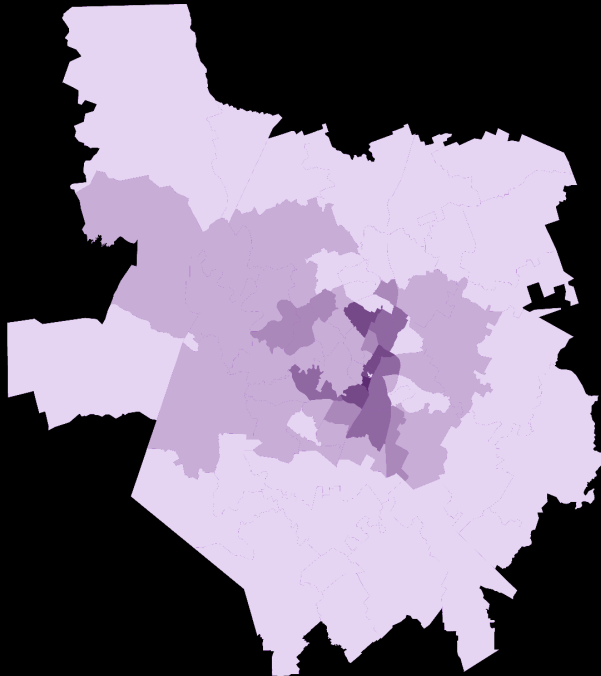


## Sales per Acre (\$)

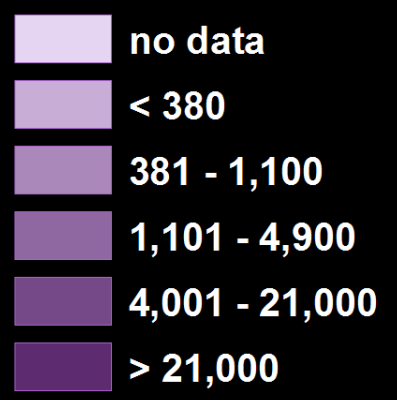




# Hotel Sales per Acre Six County Austin Area

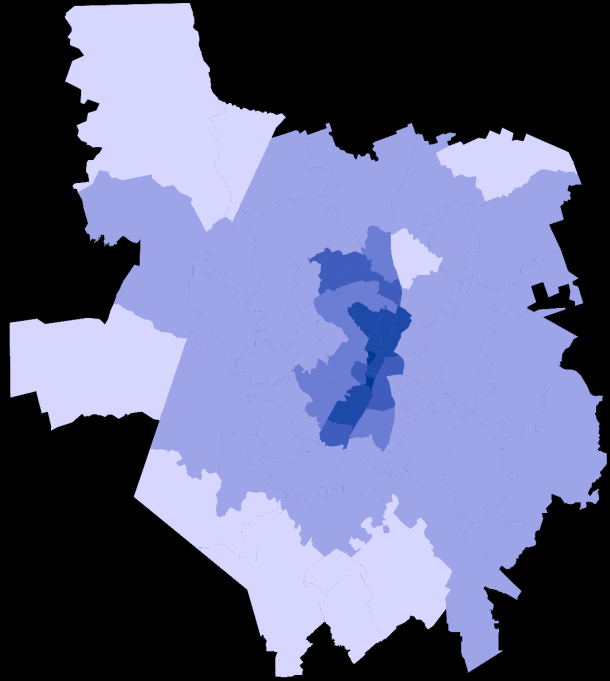


## Sales per Acre (\$)

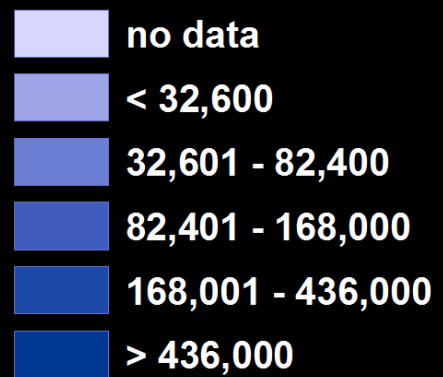




# Retail & Food Sales per Acre Six County Austin Area

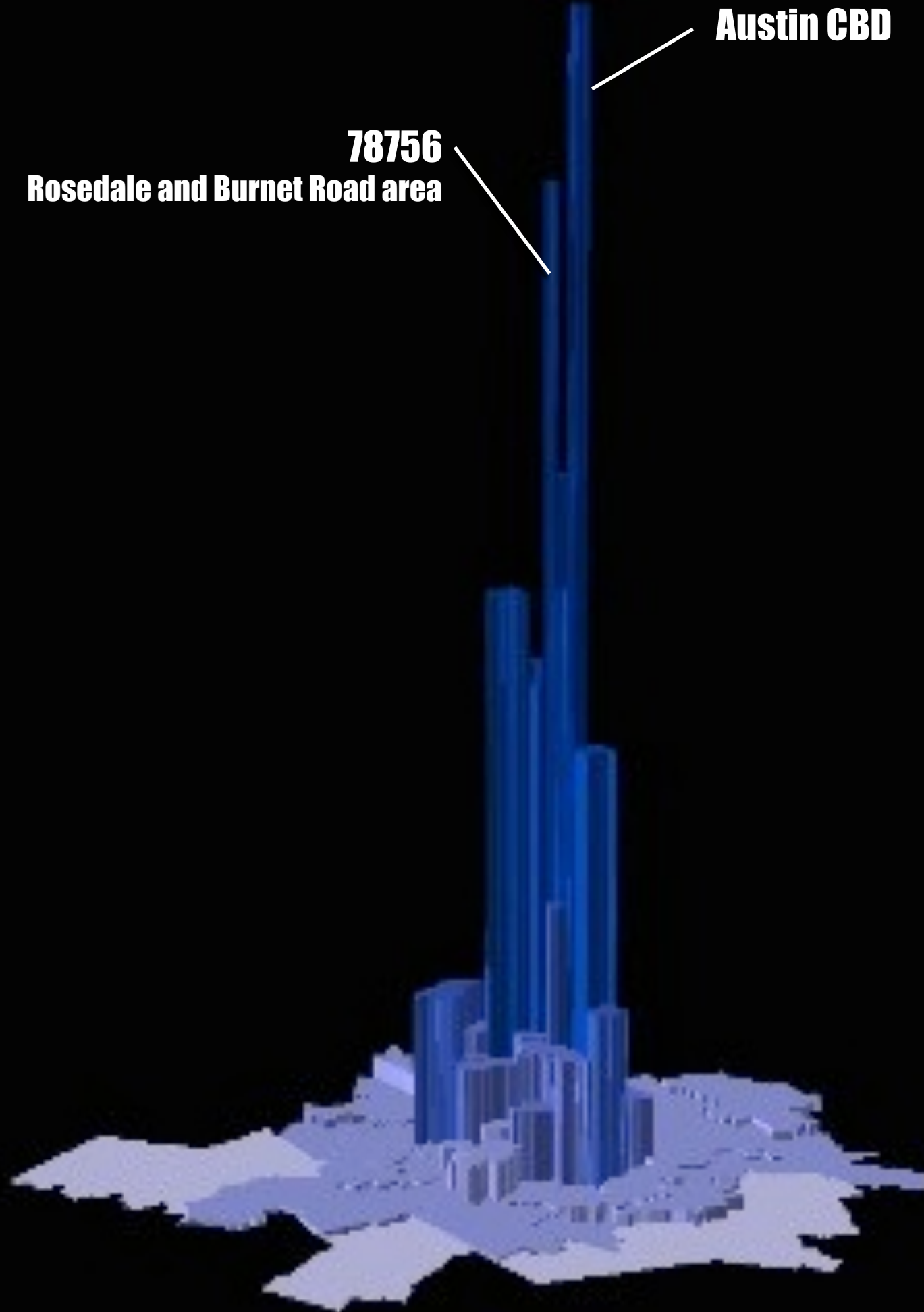


## Sales per Acre (\$)



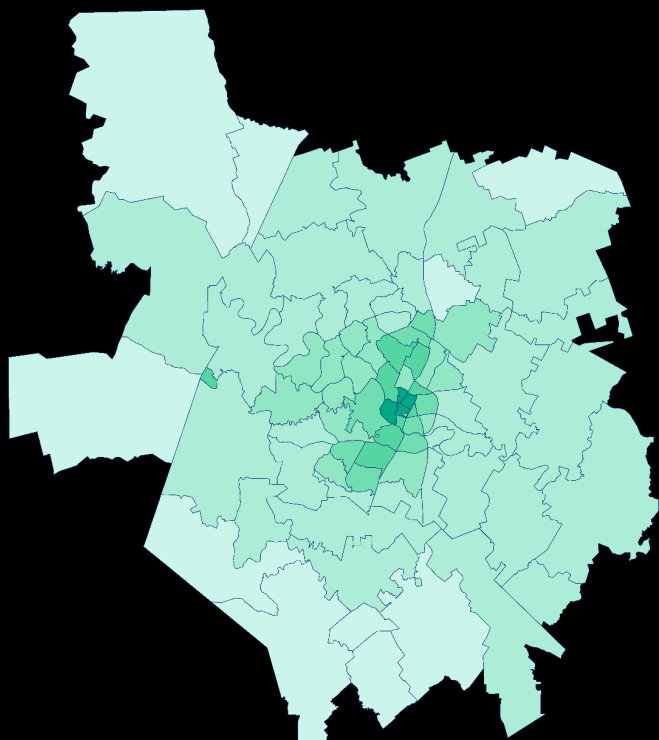
**78756**  
**Rosedale and Burnet Road area**

**Austin CBD**

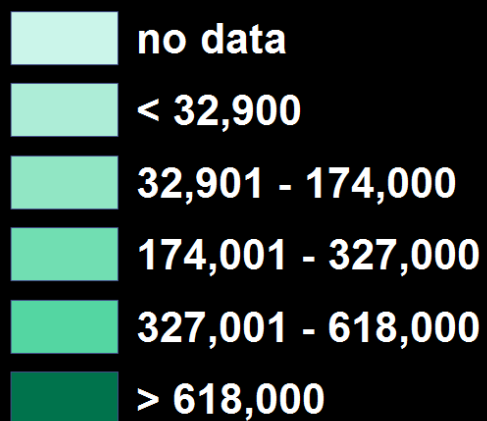




# Total Combined Sales per Acre Six County Austin Area

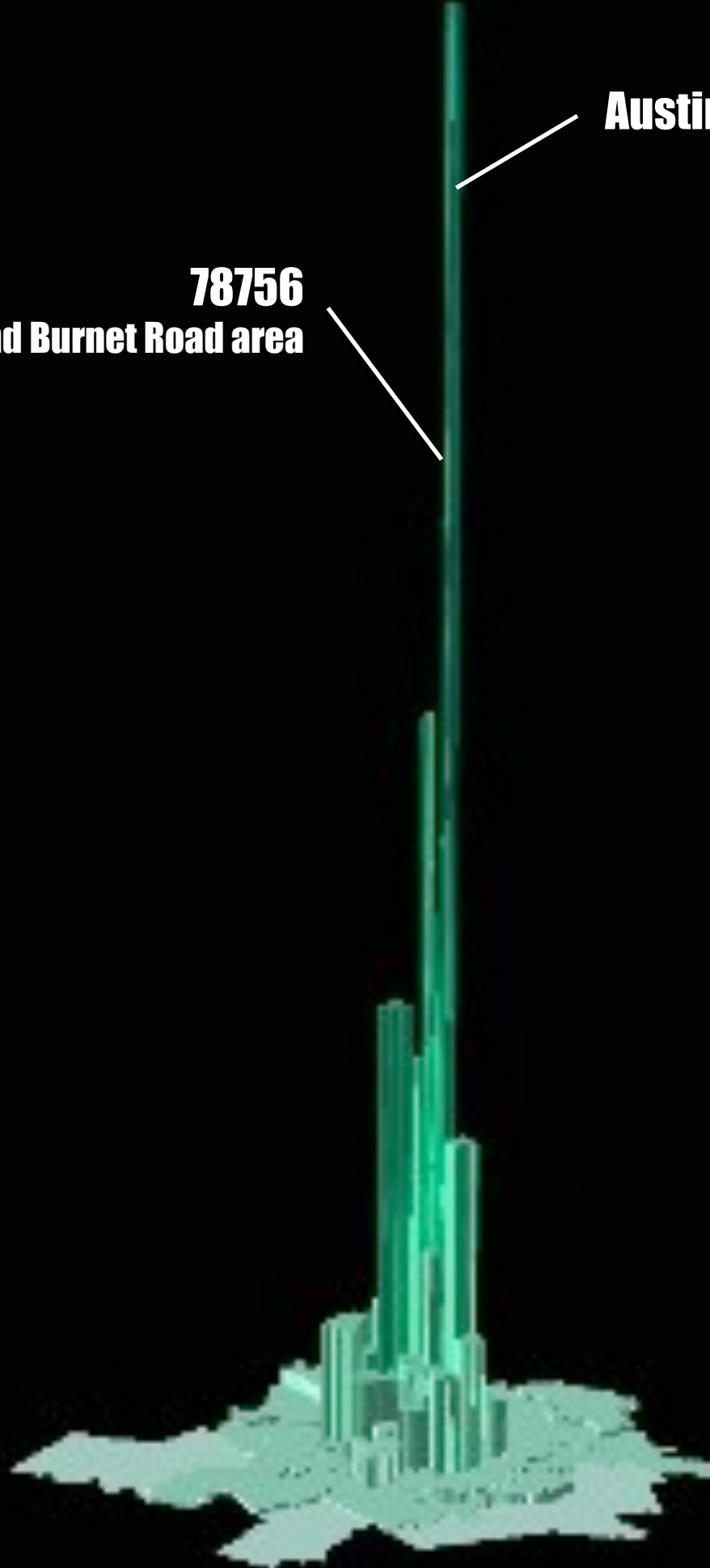


## Sales per Acre (\$)



**78756**  
**Rosedale and Burnet Road area**

**Austin CBD**





# A Lasting Value





**Walmart**  
\$784,721 value per acre



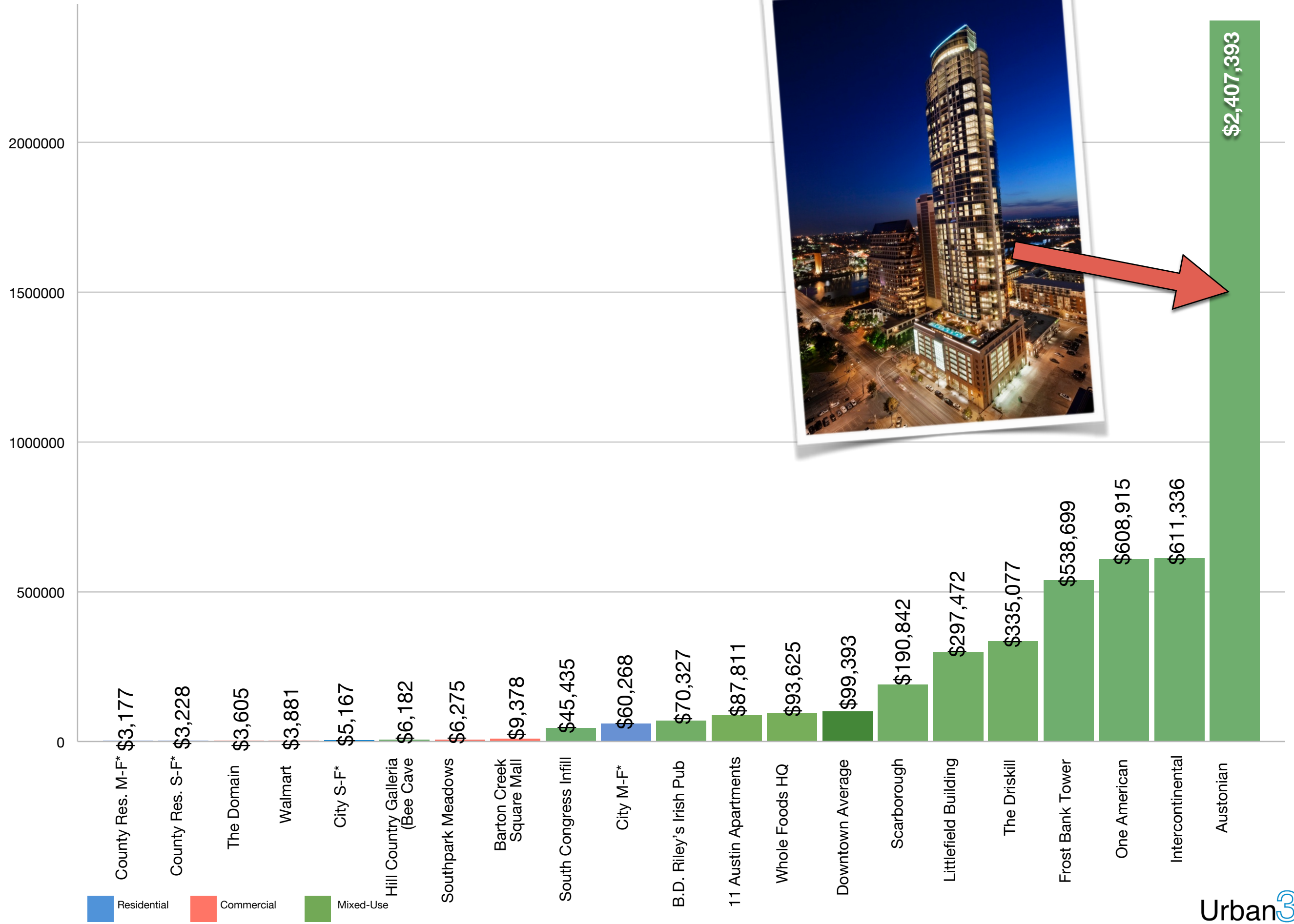
1912



Littlefield Building  
\$60,143,992 value/acre



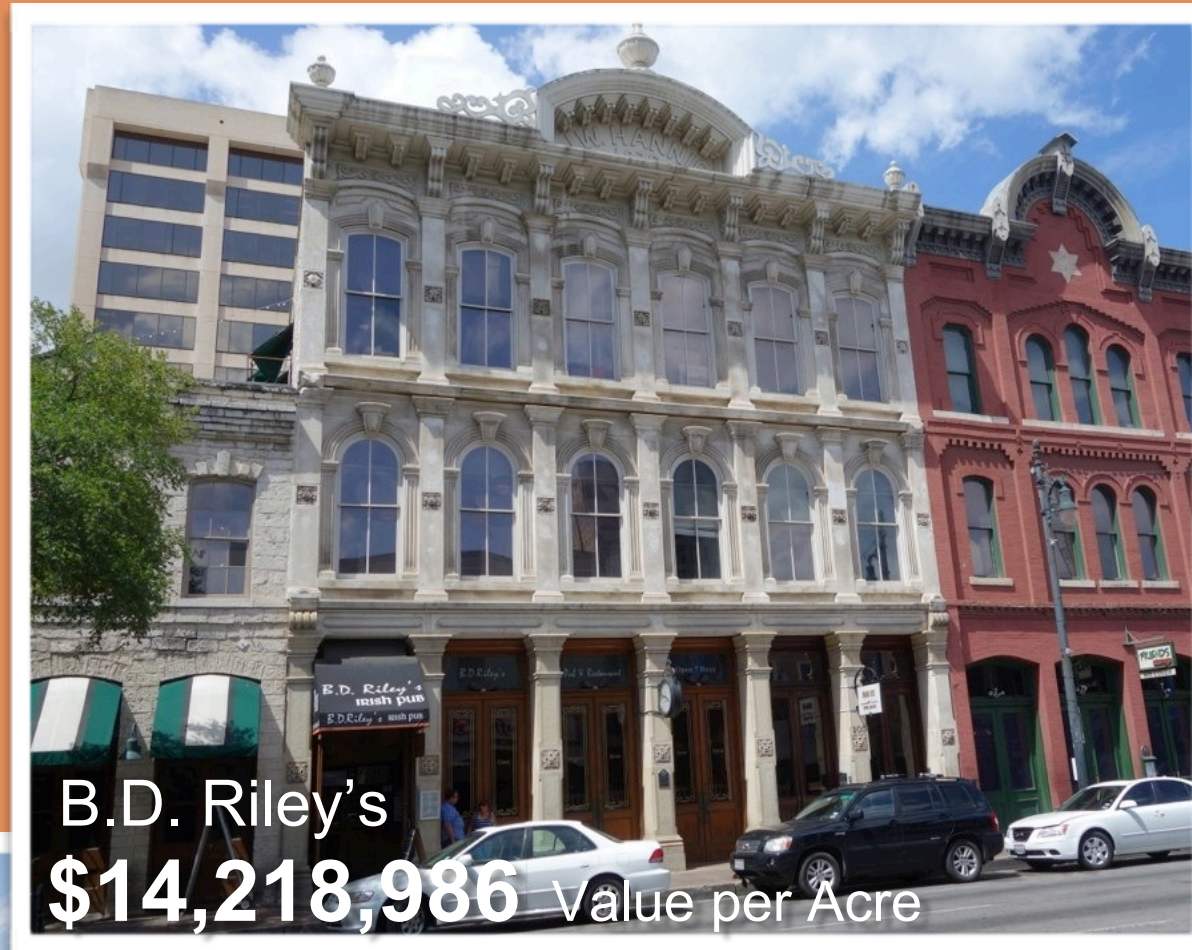
# Travis County Property Tax\* Revenue Profile: 2014 Tax Year Per Acre



\*Average values per Travis County Assessor File



# Travis County Property Tax Revenue Profile: 2014



**1.1 acres of B.D. Riley's would equal the 20.4 acre Walmart**





**South Park Meadows**  
\$1,268,778 value per acre

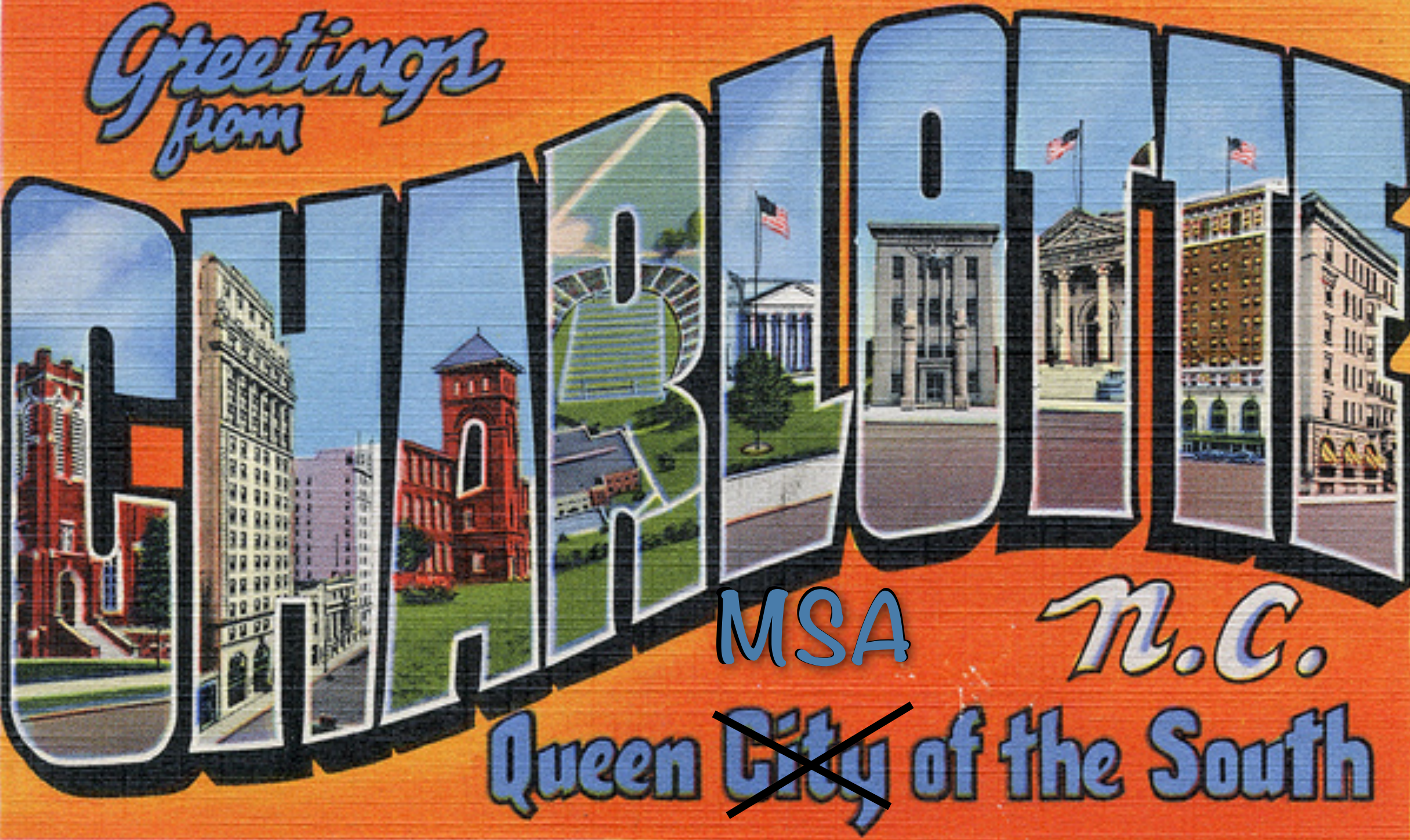


**Intercontinental Hotel**  
\$123,602,159 Value per Acre

**1.8 acres of Stephen F. Austin would equal the 172.1 acre Southpark Meadows power center**



What are the numbers for the Charlotte MSA?



~~MSA~~

~~N.C.~~

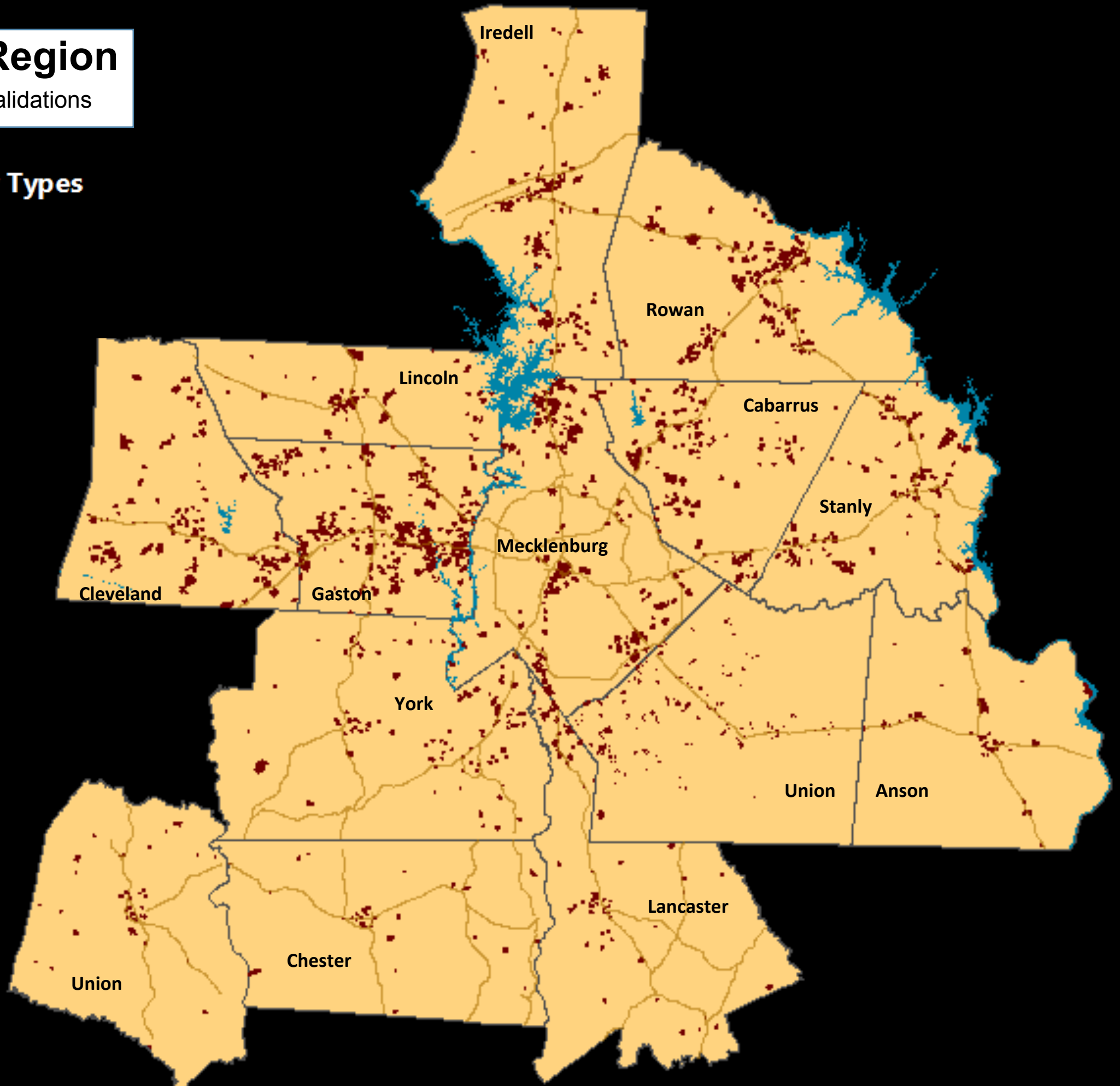
~~Queen City of the South~~



# CONNECT Region

Community Type Validations

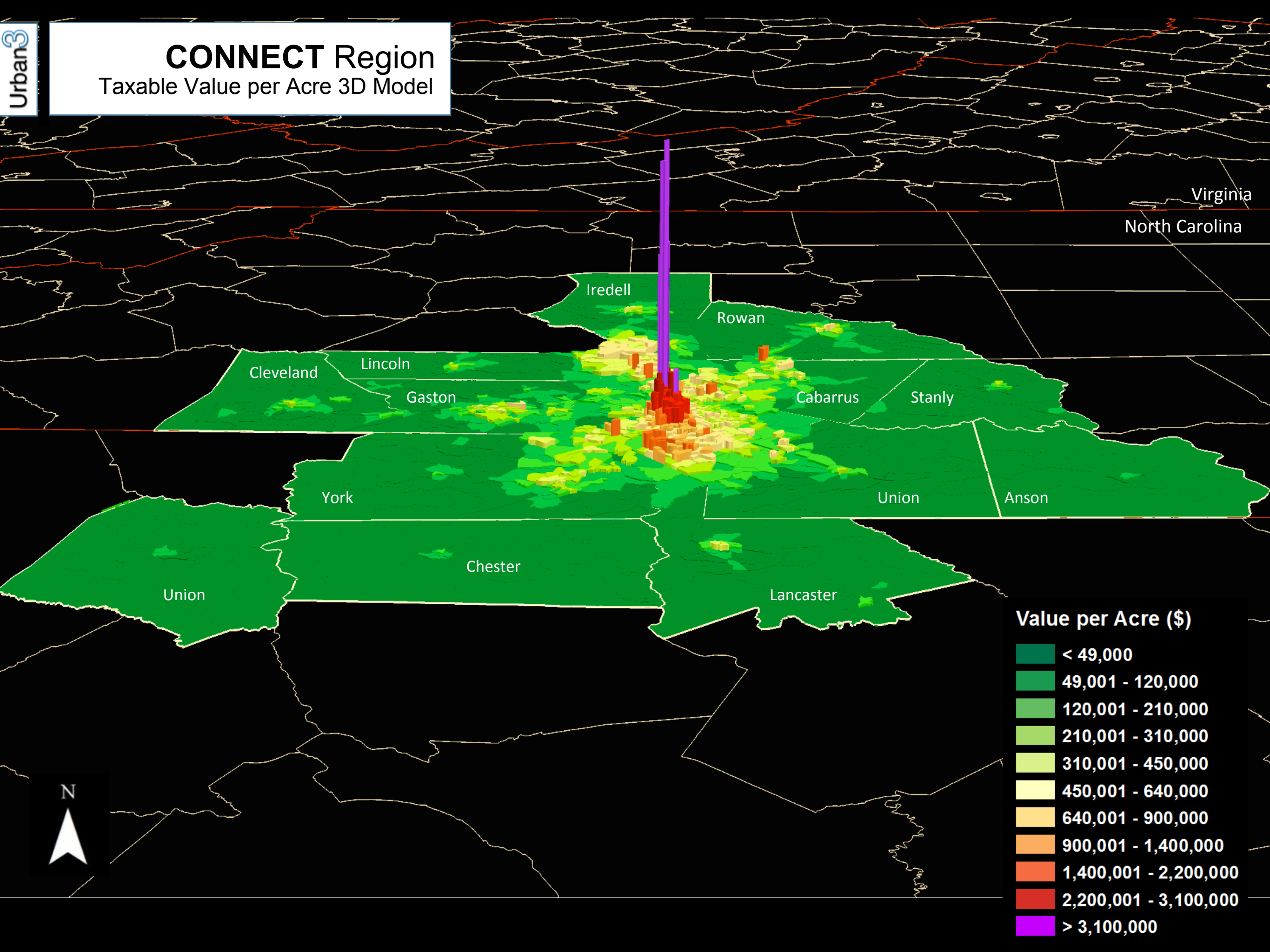
-  Community Types
-  Water
-  Primary Roads





# CONNECT Region

## Taxable Value per Acre 3D Model



Virginia  
North Carolina

Iredell

Rowan

Cleveland

Lincoln

Gaston

Cabarrus

Stanly

York

Union

Anson

Union

Chester

Lancaster

### Value per Acre (\$)

- < 49,000
- 49,001 - 120,000
- 120,001 - 210,000
- 210,001 - 310,000
- 310,001 - 450,000
- 450,001 - 640,000
- 640,001 - 900,000
- 900,001 - 1,400,000
- 1,400,001 - 2,200,000
- 2,200,001 - 3,100,000
- > 3,100,000

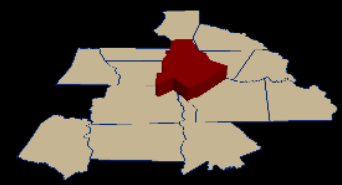




# City of Charlotte, NC

Taxable Value per Acre

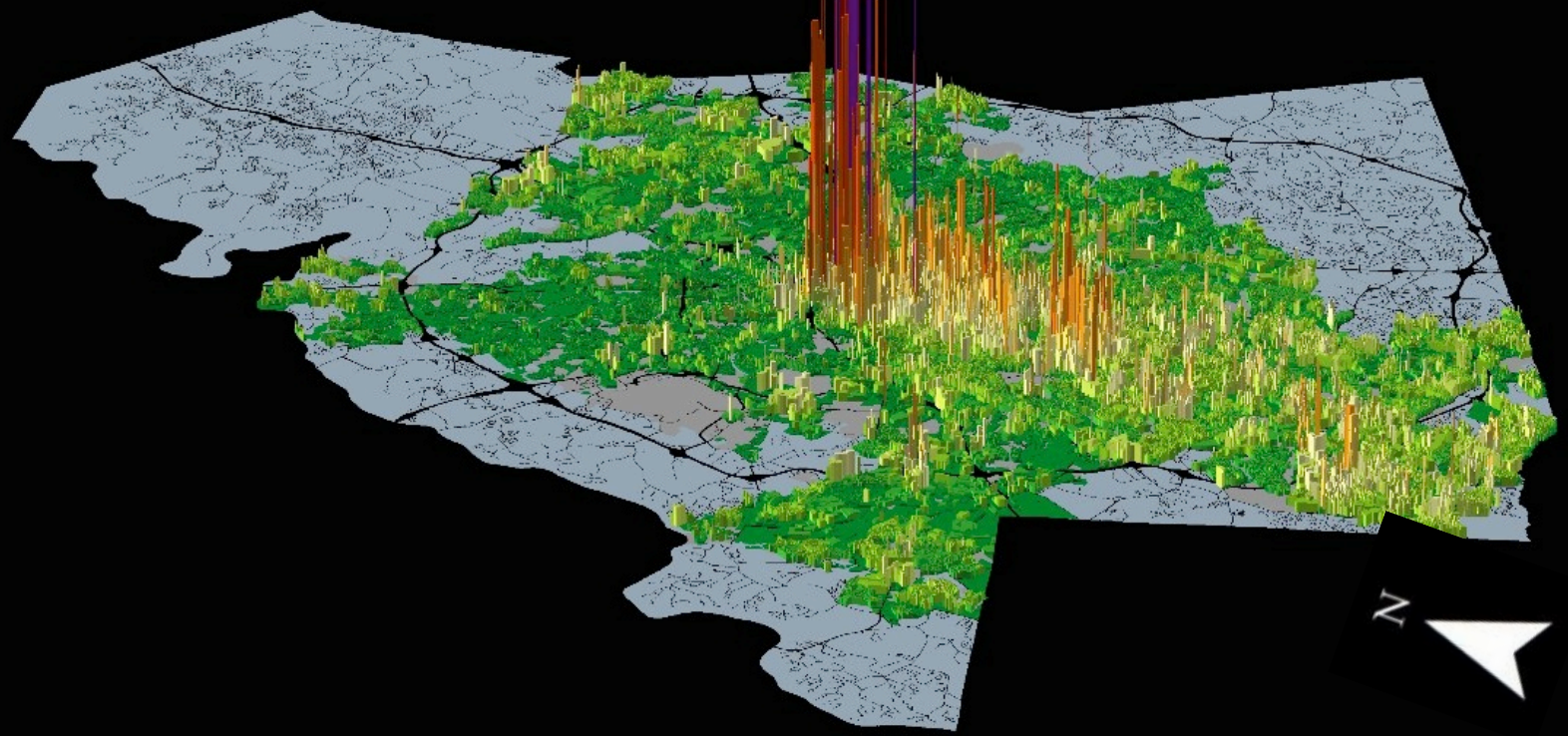
Peak VPA \$150M/acre



CONNECT Key

### Value per Acre (\$)

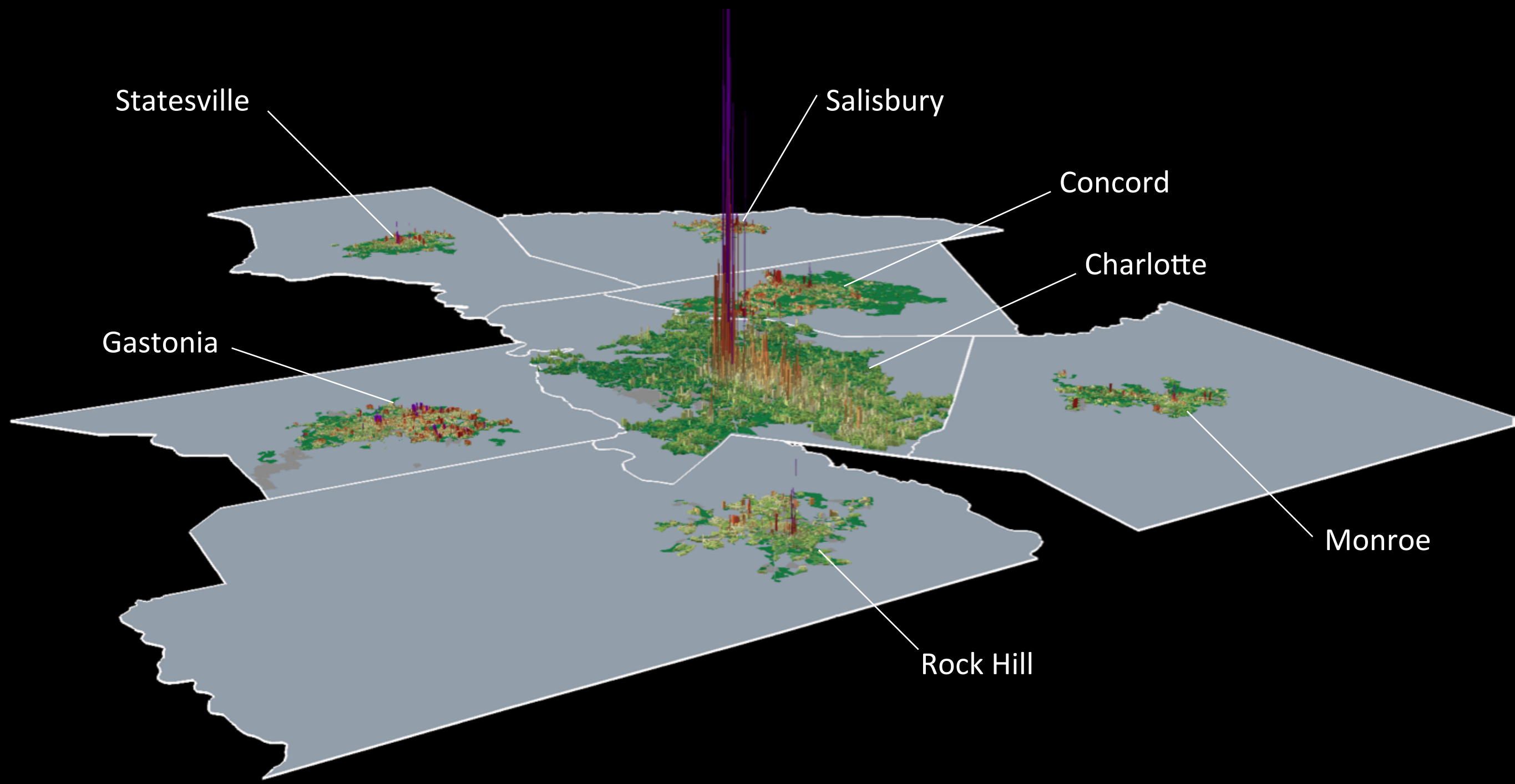
- not taxable
- < 360,000
- 360,001 - 740,000
- 740,001 - 1,300,000
- 1,300,001 - 2,200,000
- 2,200,001 - 3,600,000
- 3,600,001 - 6,700,000
- 6,700,001 - 15,000,000
- 15,000,001 - 35,000,000
- 35,000,001 - 73,000,000
- > 73,000,000





# Prime Cities

Taxable Value per Acre 3D Models





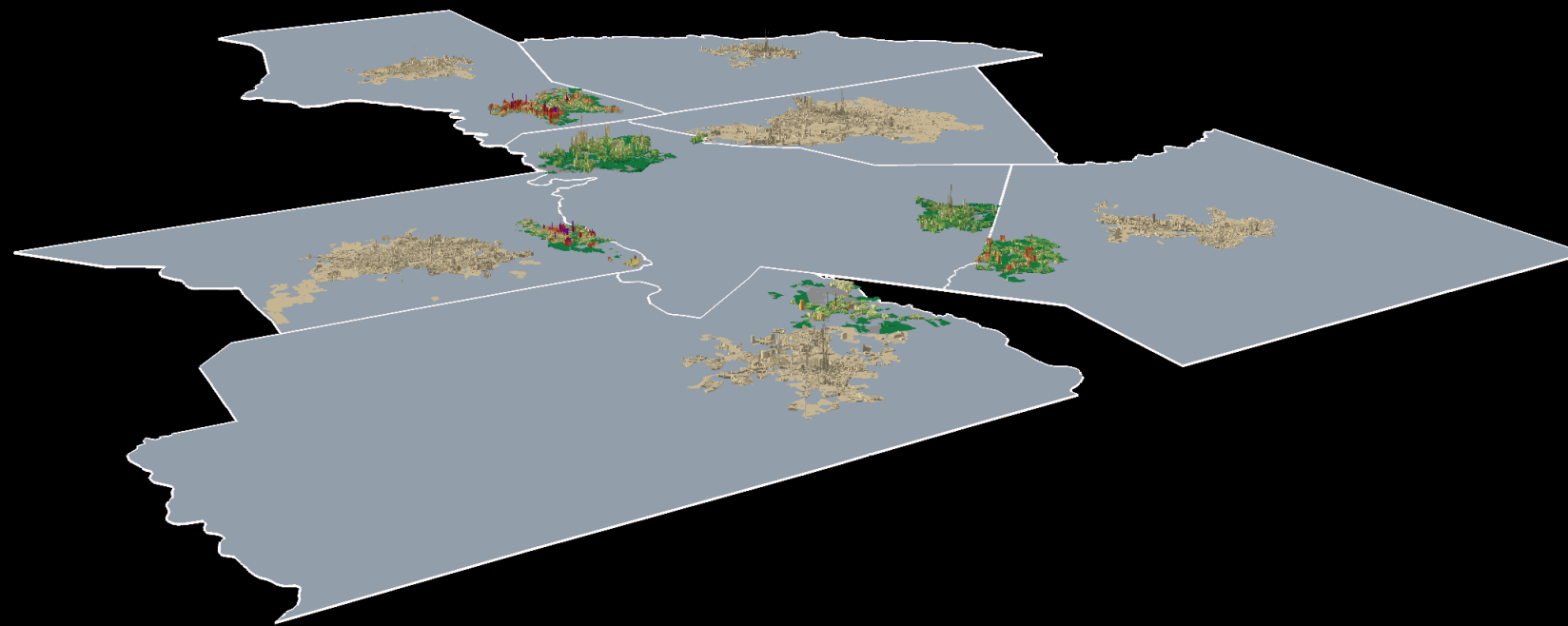


**Patterns of Community**



# Rural Municipalities

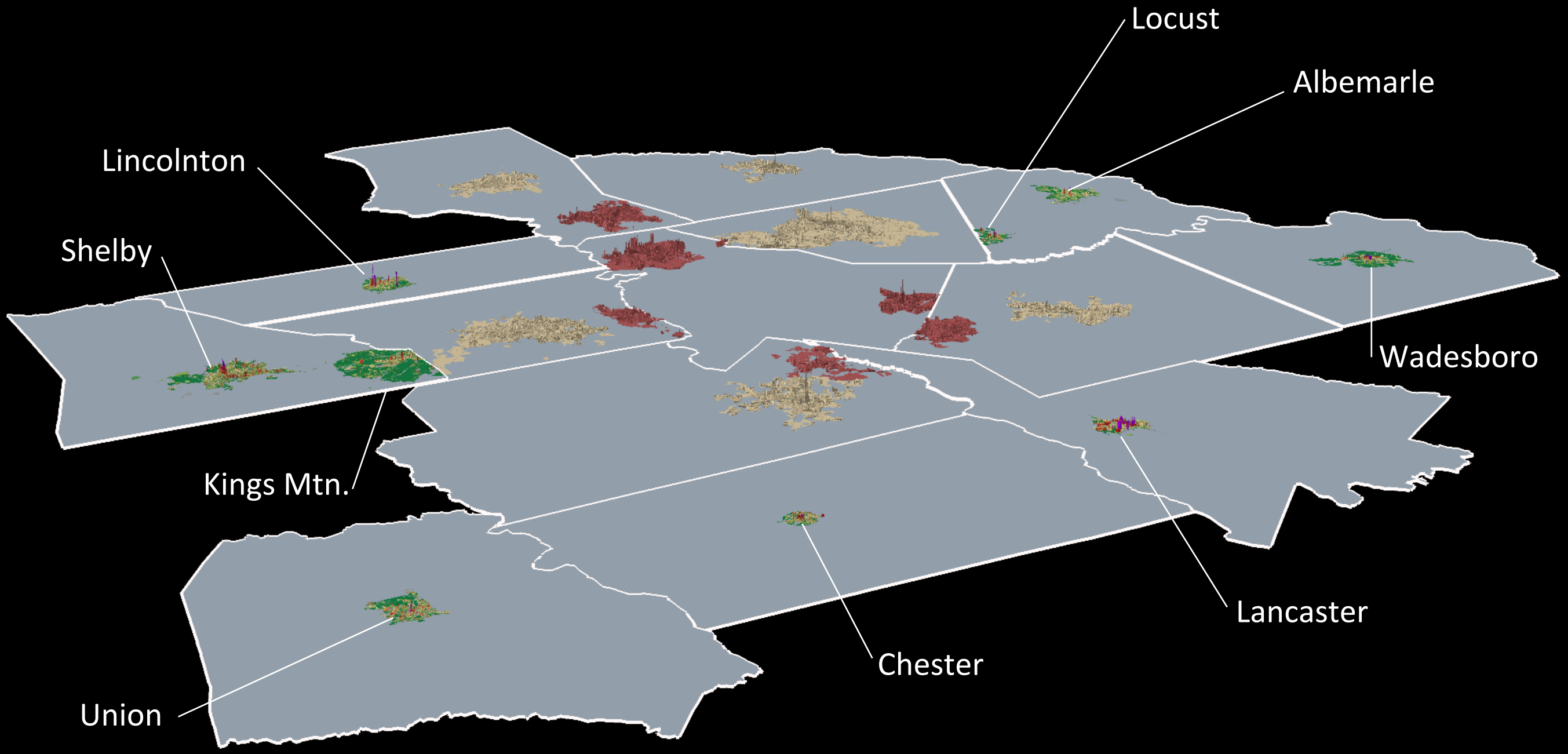
Taxable Value per Acre 3D Model





# Rural Municipalities

Taxable Value per Acre 3D Model





# Comparing Community Types

Walkable vs. Suburban Centers

Walkable Center

I-77

Suburban Center



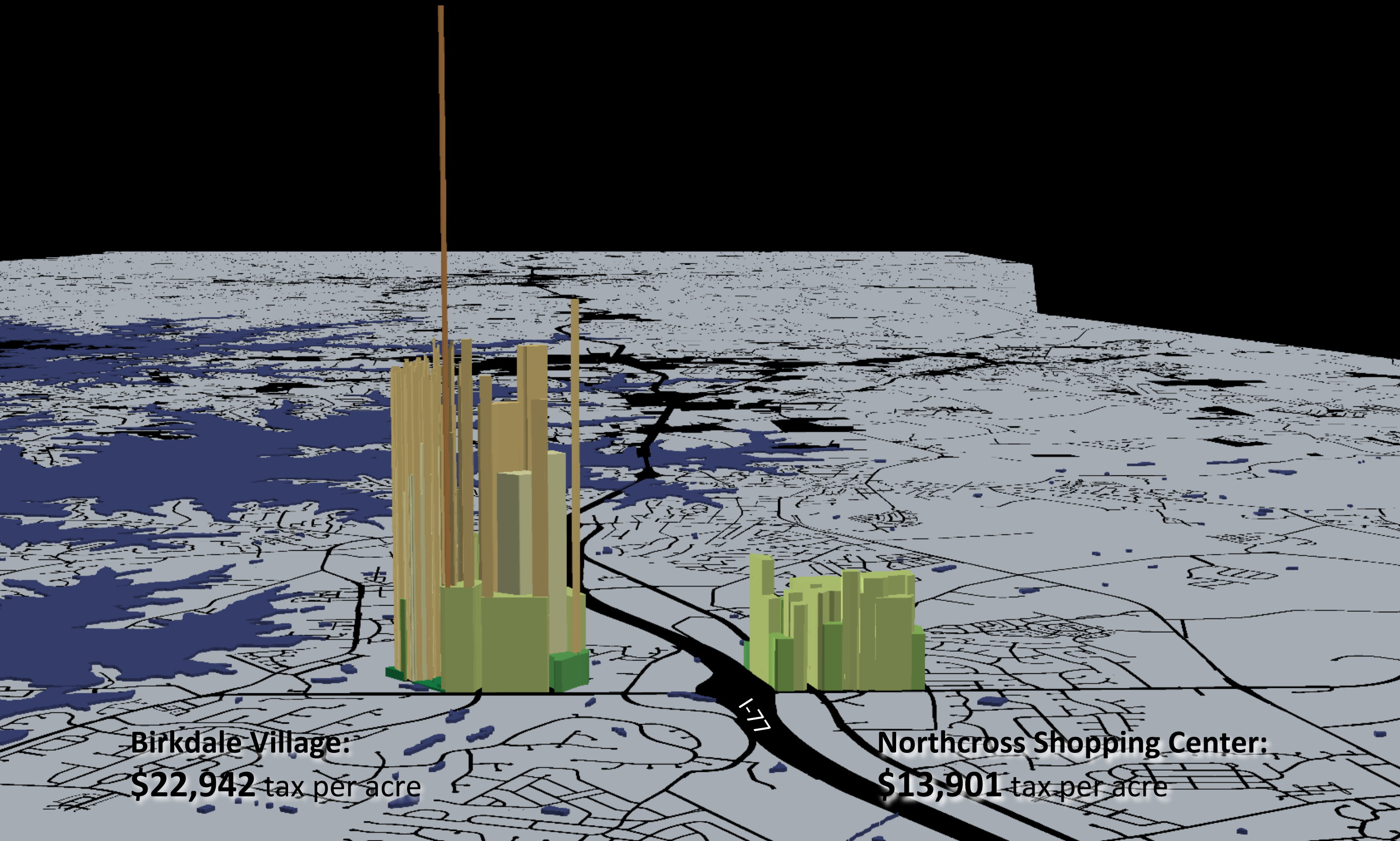
**Birkdale Village:**  
**\$22,942** tax per acre

**Northcross Shopping Center:**  
**\$13,901** tax per acre



# Comparing Community Types

Walkable vs. Suburban Centers



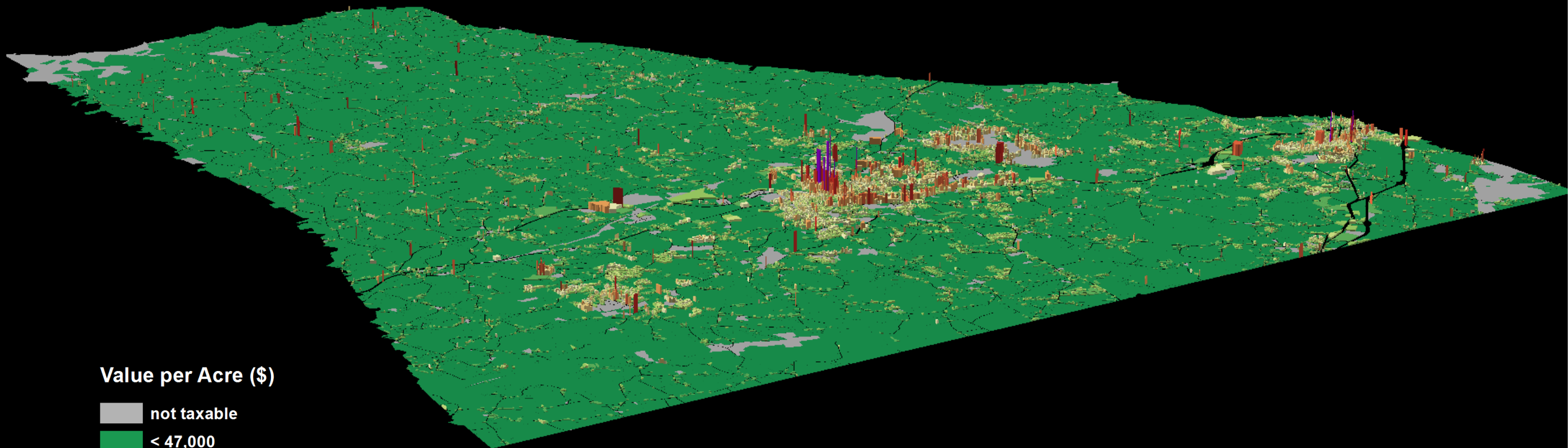
**Birkdale Village:**  
**\$22,942** tax per acre

**Northcross Shopping Center:**  
**\$13,901** tax per acre



# Cleveland County, NC

Taxable Value per Acre



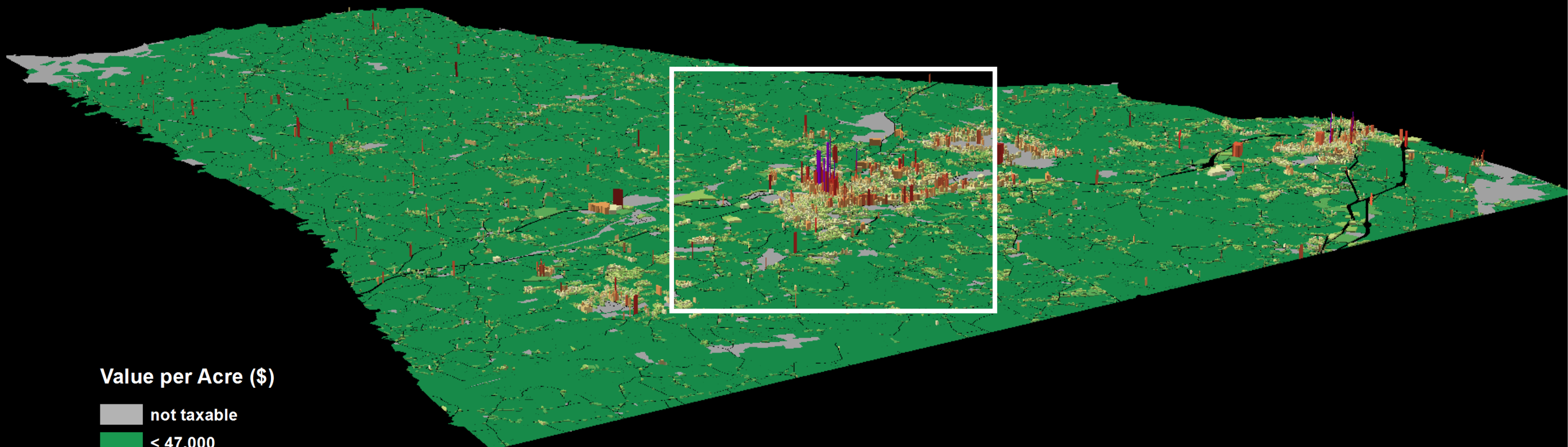
## Value per Acre (\$)

- not taxable
- < 47,000
- 47,001 - 120,000
- 120,001 - 190,000
- 190,001 - 290,000
- 290,001 - 430,000
- 430,001 - 650,000
- 650,001 - 1,000,000
- 1,000,001 - 1,700,000
- 1,700,001 - 3,000,000
- > 3,000,000



# Cleveland County, NC

Taxable Value per Acre



**Shelby Town Center**

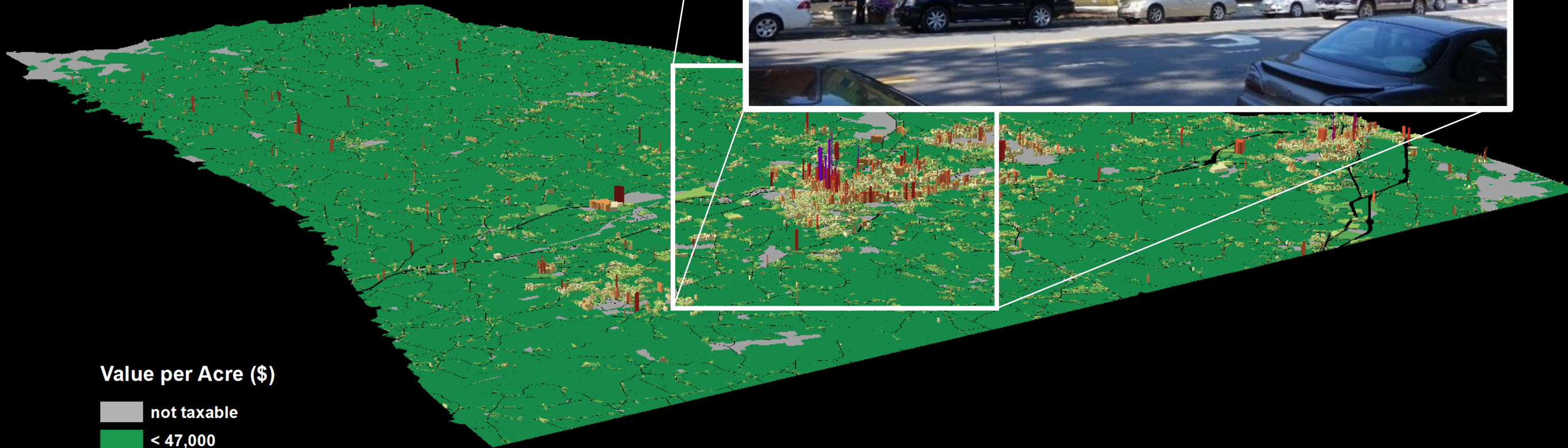
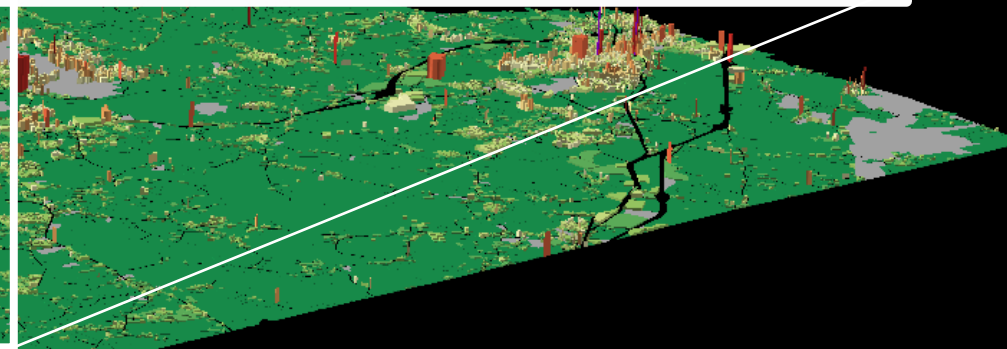
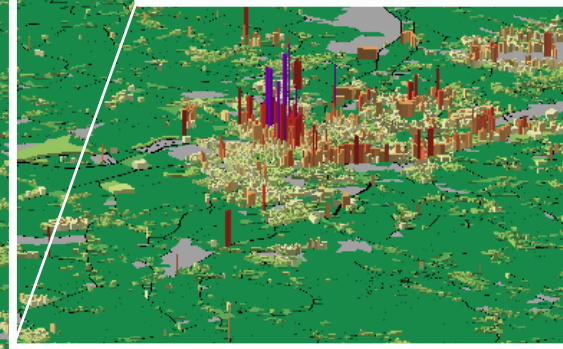
### Value per Acre (\$)

- not taxable
- < 47,000
- 47,001 - 120,000
- 120,001 - 190,000
- 190,001 - 290,000
- 290,001 - 430,000
- 430,001 - 650,000
- 650,001 - 1,000,000
- 1,000,001 - 1,700,000
- 1,700,001 - 3,000,000
- > 3,000,000



# Cleveland County, NC

Taxable Value per Acre



### Value per Acre (\$)

- not taxable
- < 47,000
- 47,001 - 120,000
- 120,001 - 190,000
- 190,001 - 290,000
- 290,001 - 430,000
- 430,001 - 650,000
- 650,001 - 1,000,000
- 1,000,001 - 1,700,000
- 1,700,001 - 3,000,000
- > 3,000,000

**Shelby Town Center**  
**\$12,200 taxes/acre**





Ni Fen Bistro:  
\$6,479,146 value/acre

**2.1 acres** of  
Ni Fen Bistro buildings  
would equal the total  
property taxes of the  
**40.3 acre**  
Cleveland Mall.

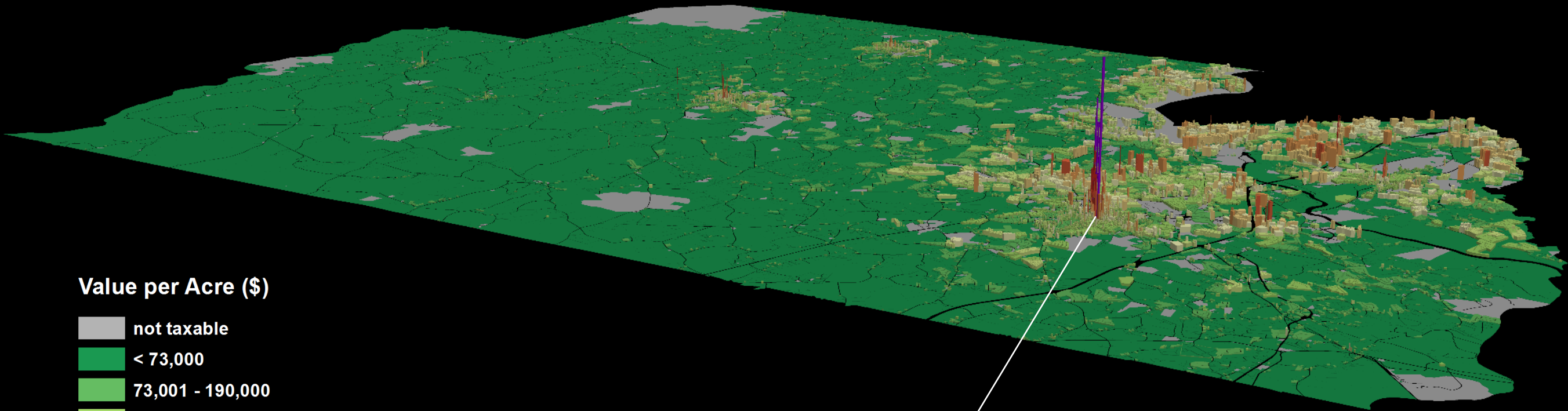
Cleveland Mall:  
\$337,708 value/acre



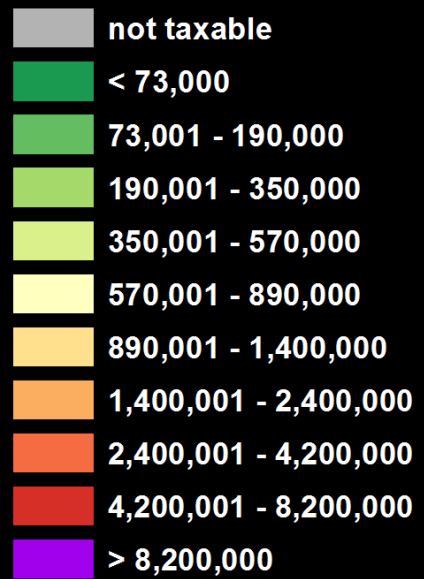


# York County, SC

Taxable Value per Acre



## Value per Acre (\$)



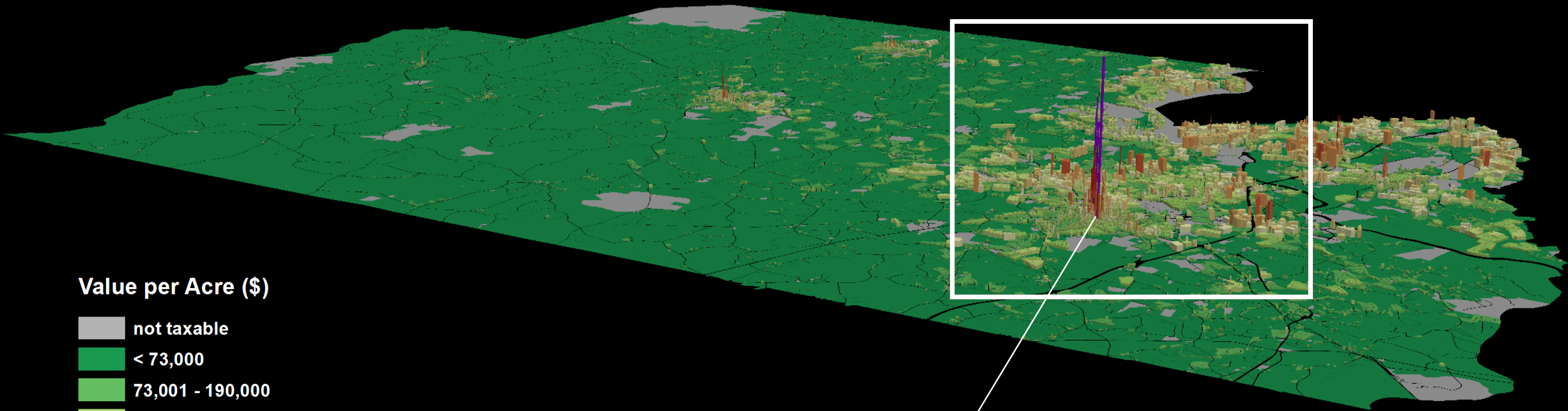
Rock Hill



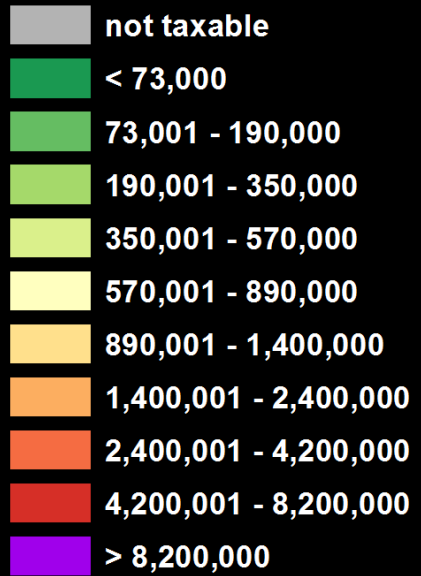


# York County, SC

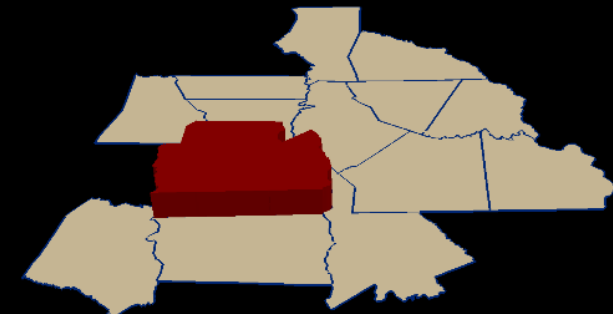
Taxable Value per Acre



## Value per Acre (\$)



Rock Hill

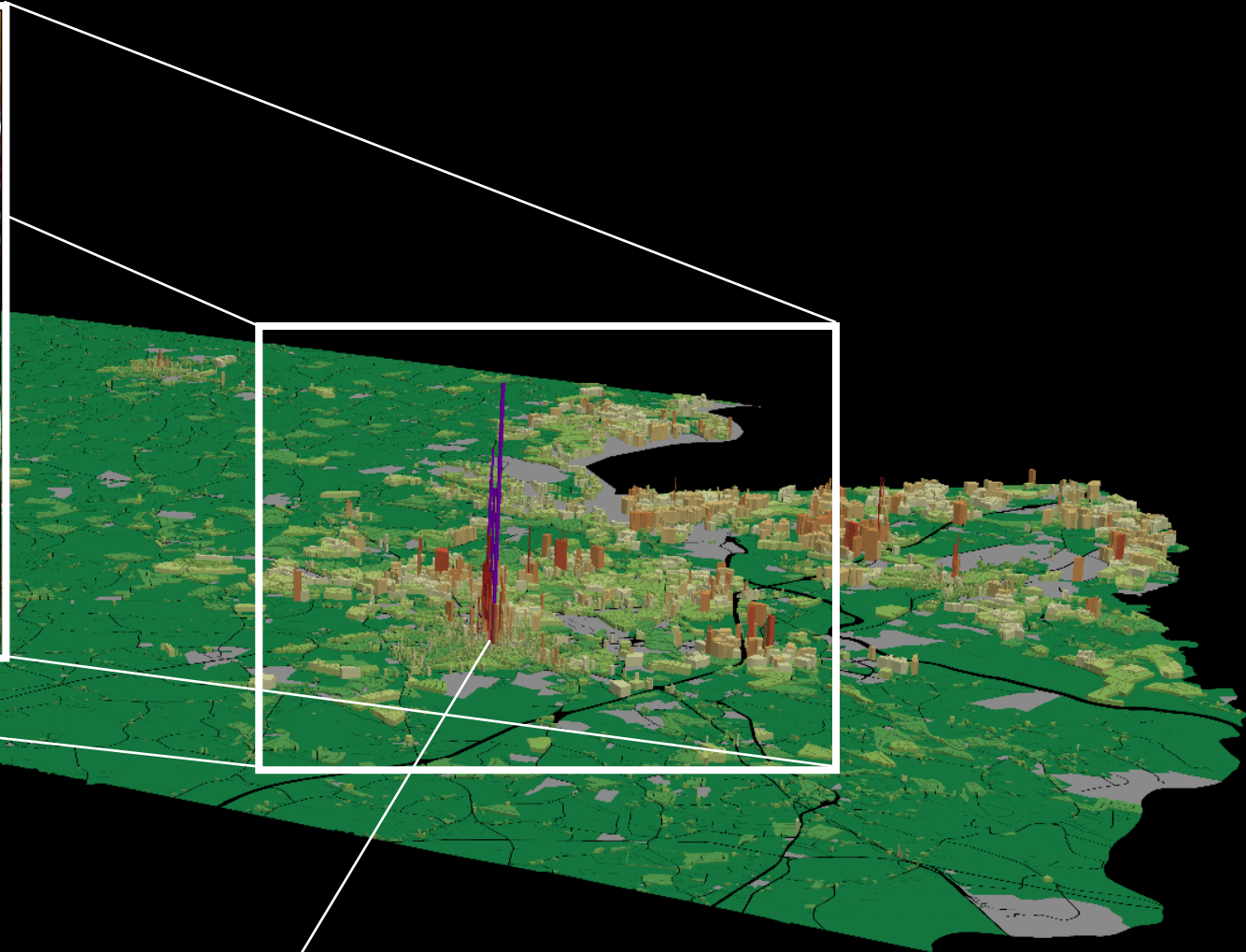




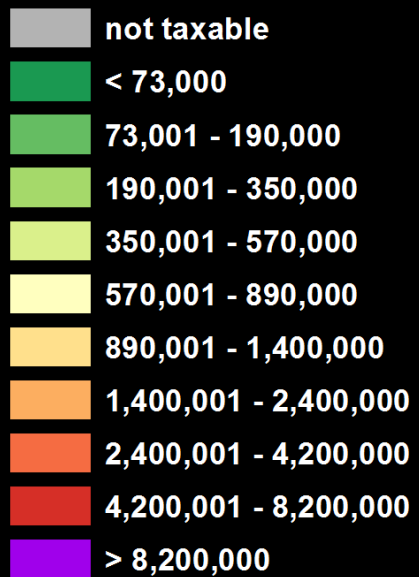
# York County, SC

Taxable Value per Acre

## Rock Hill – Downtown



### Value per Acre (\$)



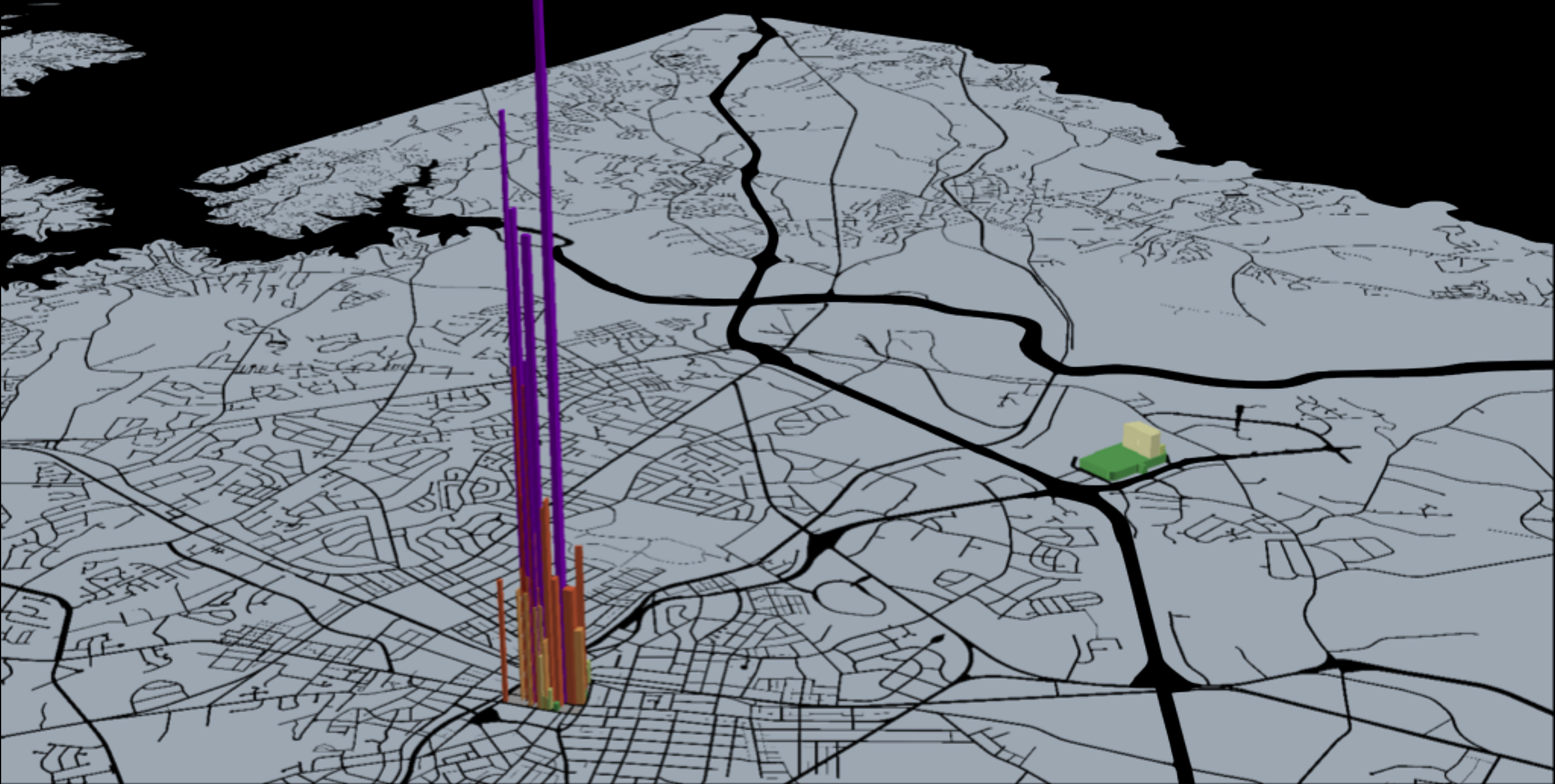
Rock Hill





# Rock Hill, SC

Downtown Rock Hill vs. Galleria Mall



## Downtown

\$31.8M on 12.96 acres

**\$2,453,424** taxable value/acre

## Galleria Mall

\$19.8M on 71.8 acres

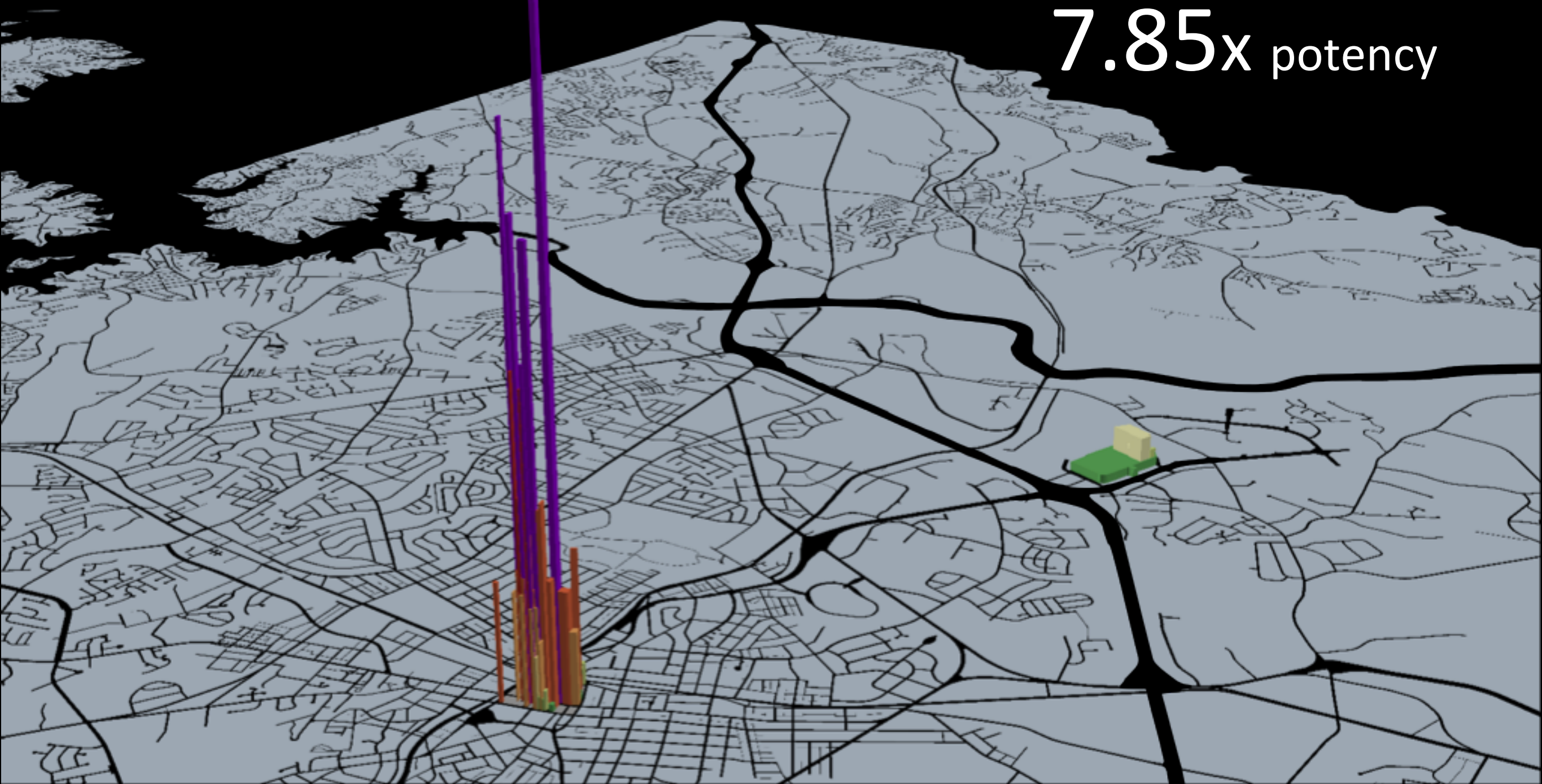
**\$275,410** taxable value/acre



# Rock Hill, SC

Downtown Rock Hill vs. Galleria Mall

7.85x potency



## Downtown

\$31.8M on 12.96 acres

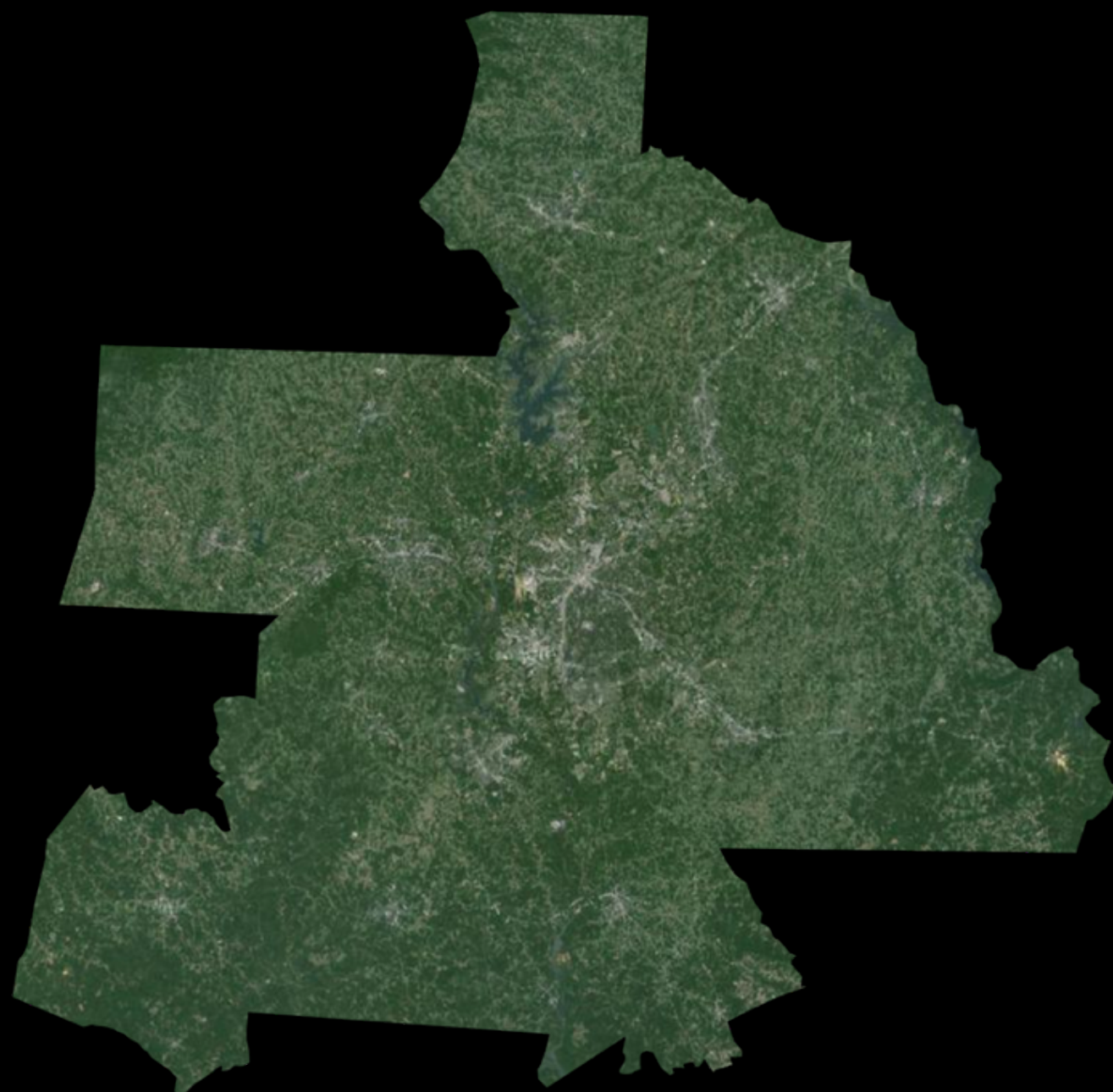
**\$2,453,424** taxable value/acre

## Galleria Mall

\$19.8M on 71.8 acres

**\$275,410** taxable value/acre





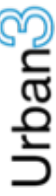
**CONNECT MSA Area**

5,926 Sq. Mi.

2,493,040 population



**CONNECT**  
Land Area Analysis

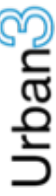


**Rhode Island**  
1,212 Sq, Mi.  
1.05M population

**CONNECT MSA Area**  
5,926 Sq, Mi.  
2,493,040 population



**CONNECT**  
Land Area Analysis



**Rhode Island**  
1,212 Sq. Mi.  
1.05M population

**CONNECT MSA Area**  
5,926 Sq. Mi.  
2,493,040 population

**Connecticut**  
5,543 Sq. Mi.  
3.6M population



*“You are about to show me shadows of the things that have not happened, but will happen in the time before us.”*

Ebenezer Scrooge  
*The Ghost of Christmas Yet to Come*  
A Christmas Carol



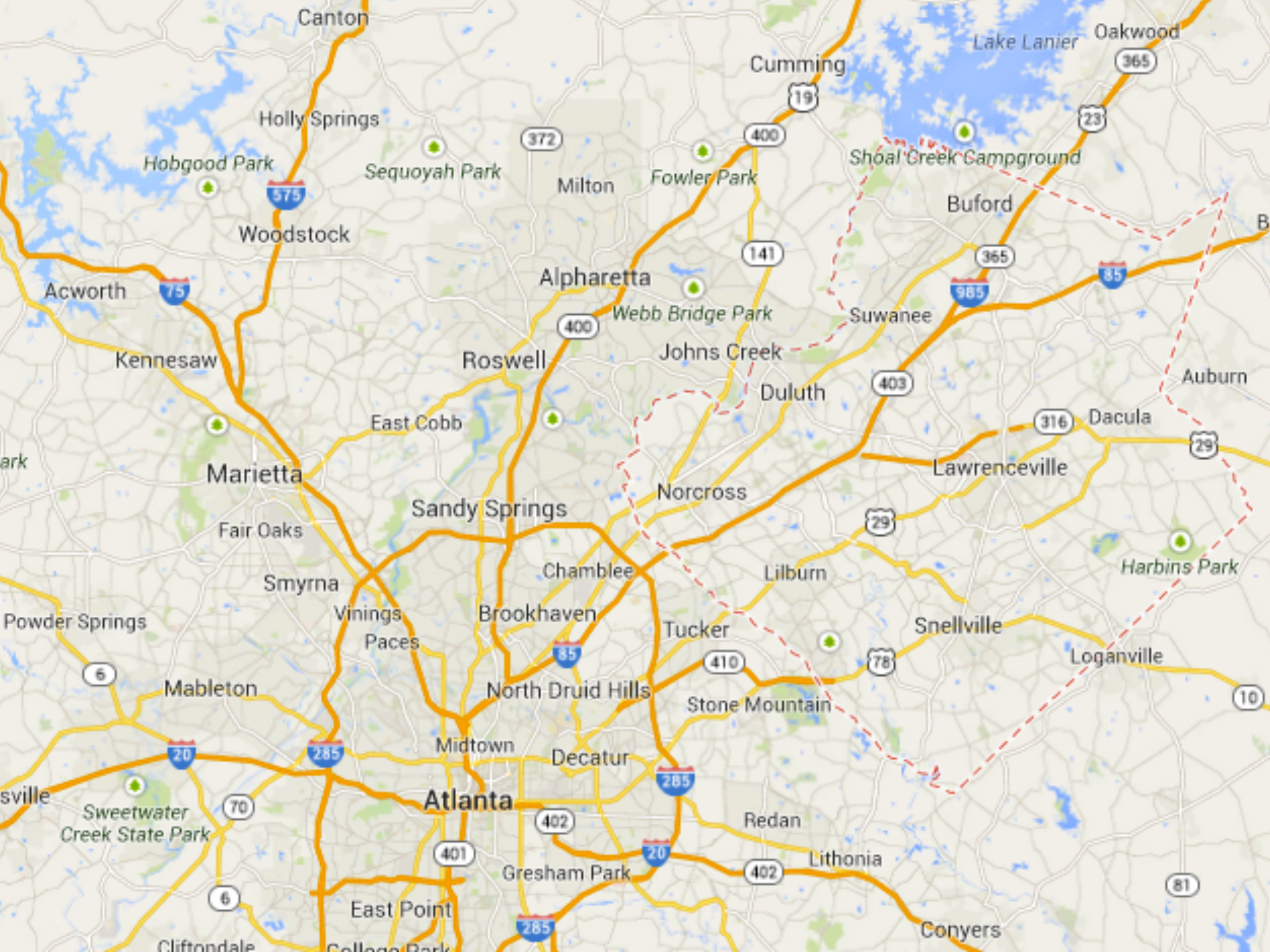


# What are the numbers for Gwinnett County?

Crogan Street, Lawrenceville, Ga.



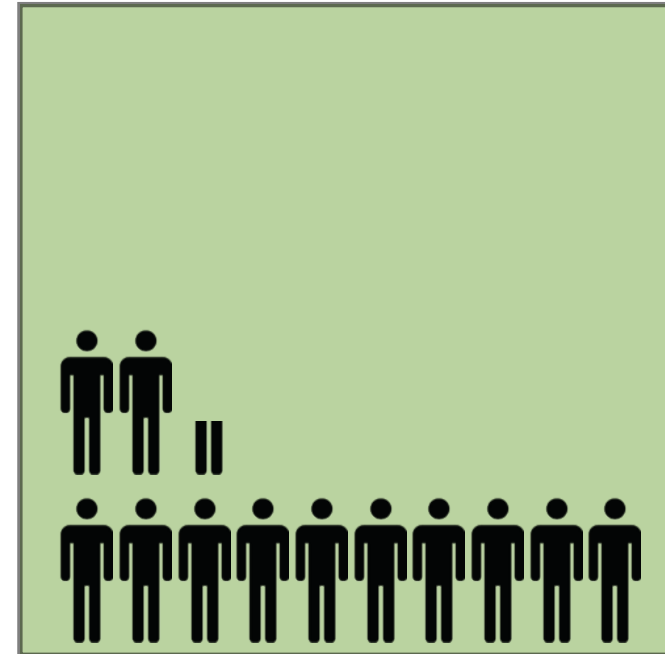
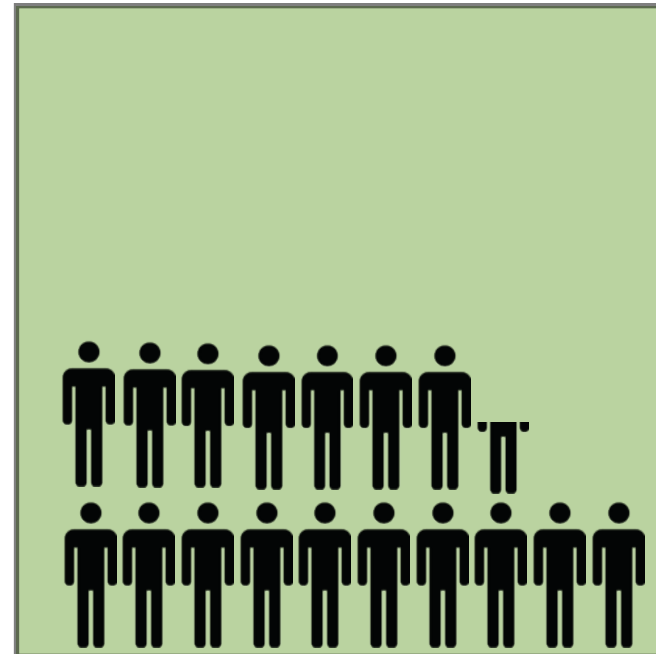
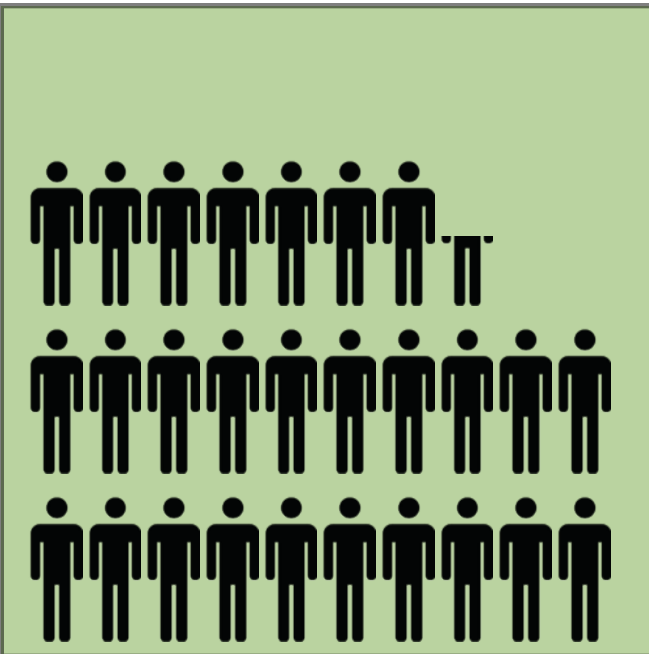
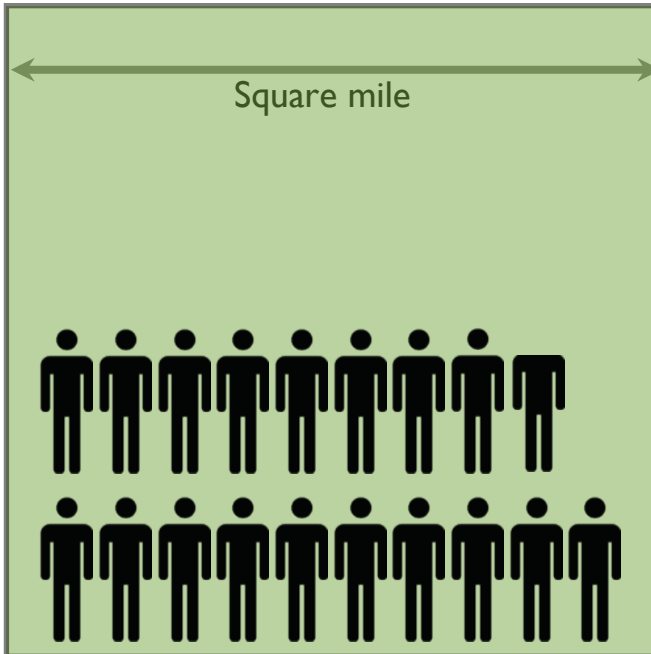






# People per Square Mile

 = 100 people  
Source: US Census

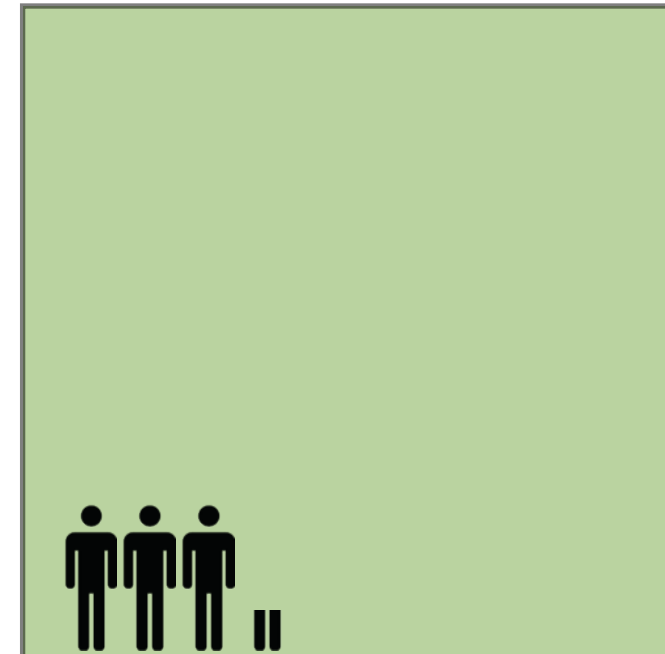
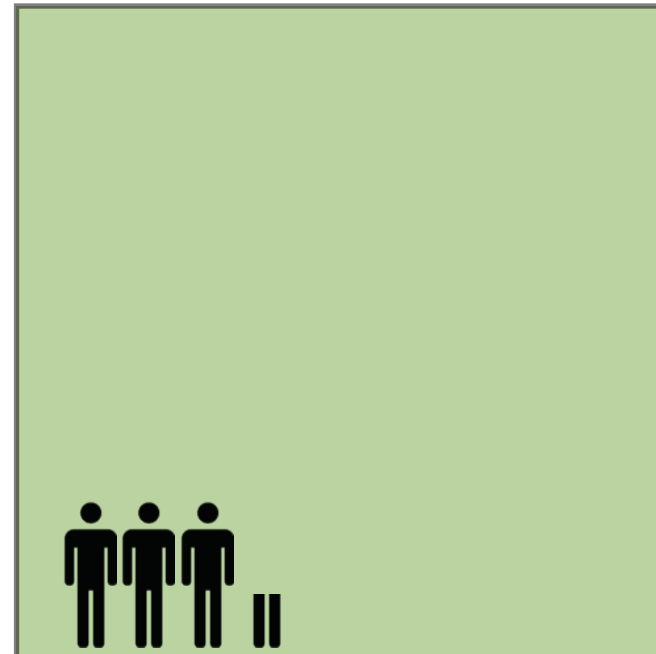
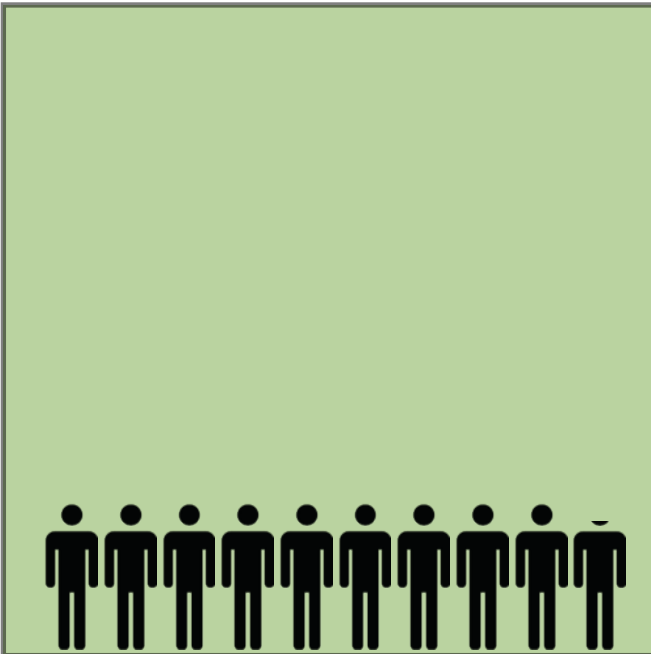
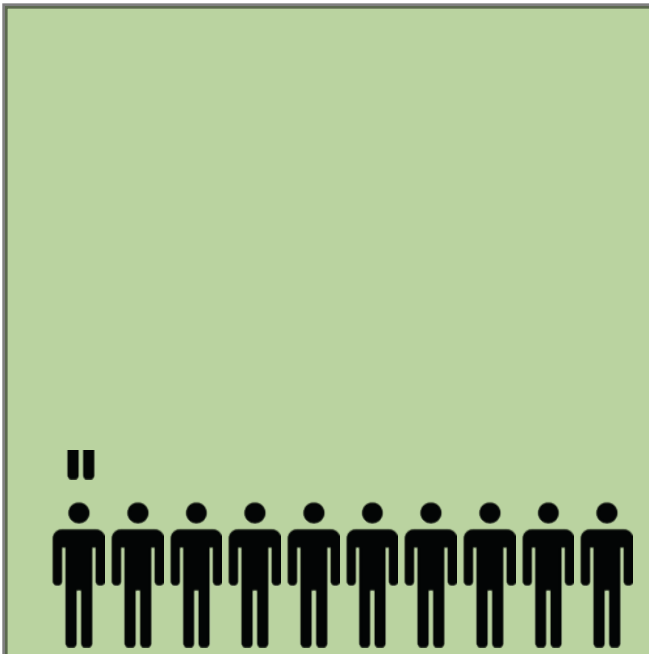


**DeKalb, GA**  
2,740 people/Sq. Mi.

**Gwinnett, GA**  
1,871 people/Sq. Mi.

**Mecklenburg, NC**  
1,756 people/Sq. Mi.

**Davidson, TN**  
1,243 people/Sq. Mi.



**Travis, TX**  
1,034 people/Sq. Mi.

**Wake, NC**  
992 people/Sq. Mi.

**Buncombe, NC**  
344 people/Sq. Mi.

**Orange, NC**  
313 people/Sq. Mi.



# Gwinnett County, GA

Total Value Per Acre

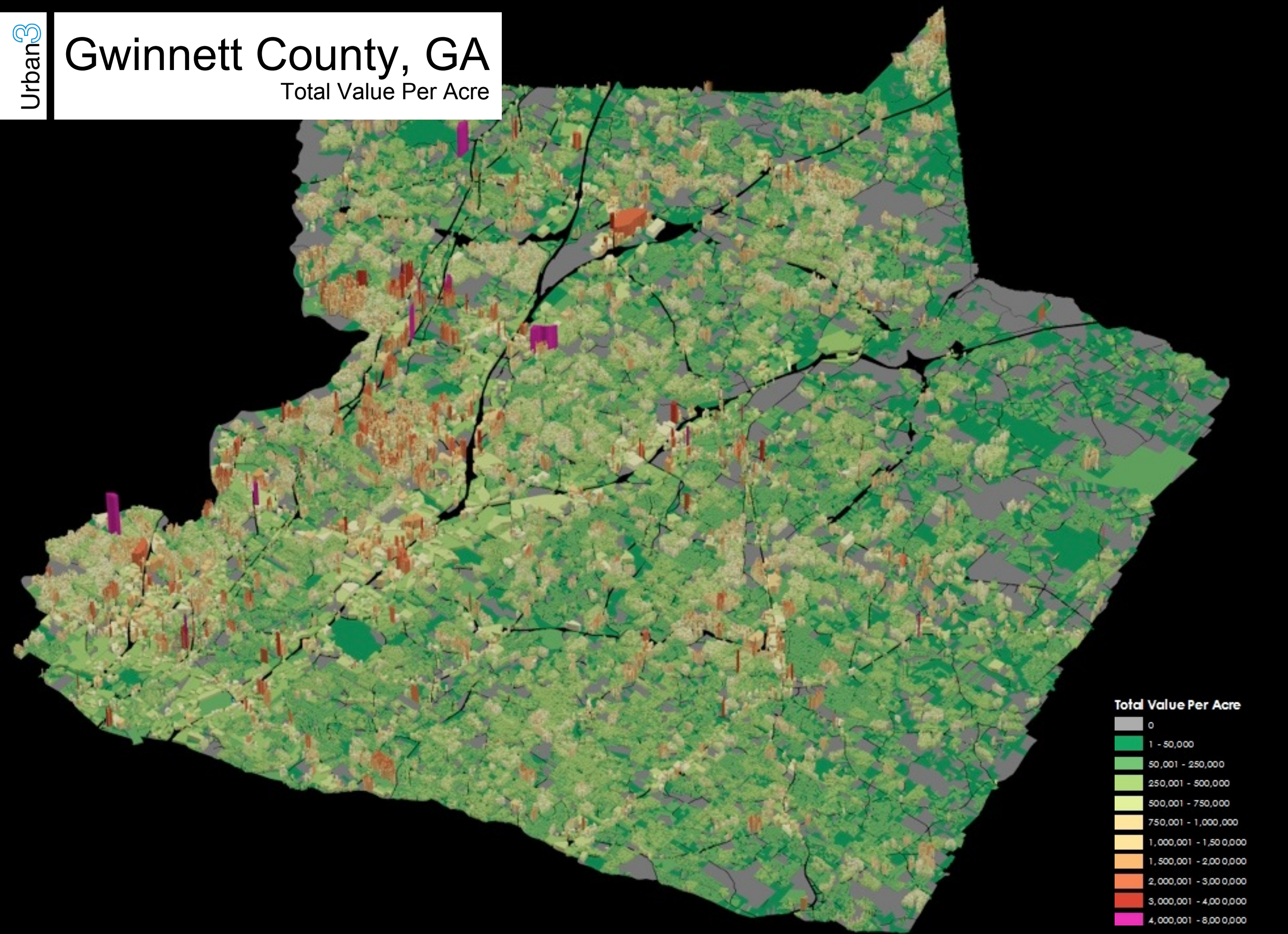
## Total Value Per Acre





# Gwinnett County, GA

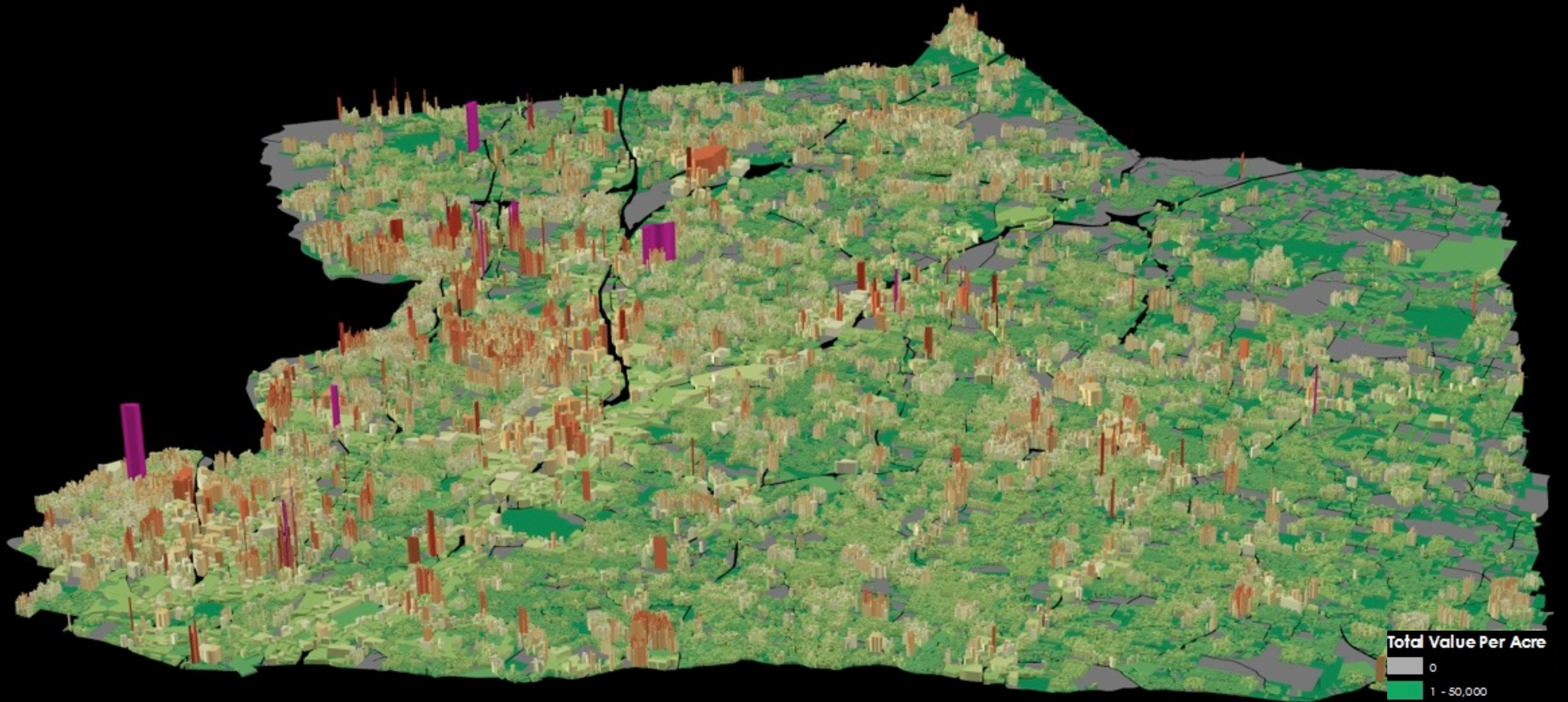
Total Value Per Acre





# Gwinnett County, GA

Total Value Per Acre



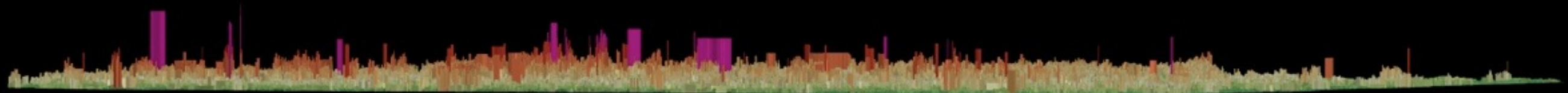
## Total Value Per Acre

0
1 - 50,000
50,001 - 250,000
250,001 - 500,000
500,001 - 750,000
750,001 - 1,000,000
1,000,001 - 1,500,000
1,500,001 - 2,000,000
2,000,001 - 3,000,000
3,000,001 - 4,000,000
4,000,001 - 8,000,000

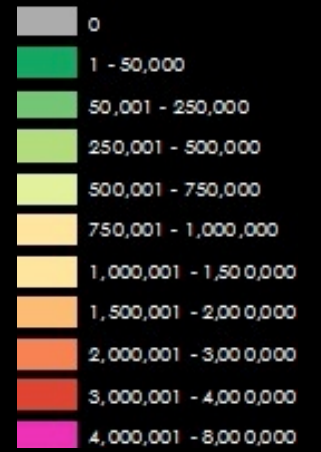


# Gwinnett County, GA

Total Value Per Acre



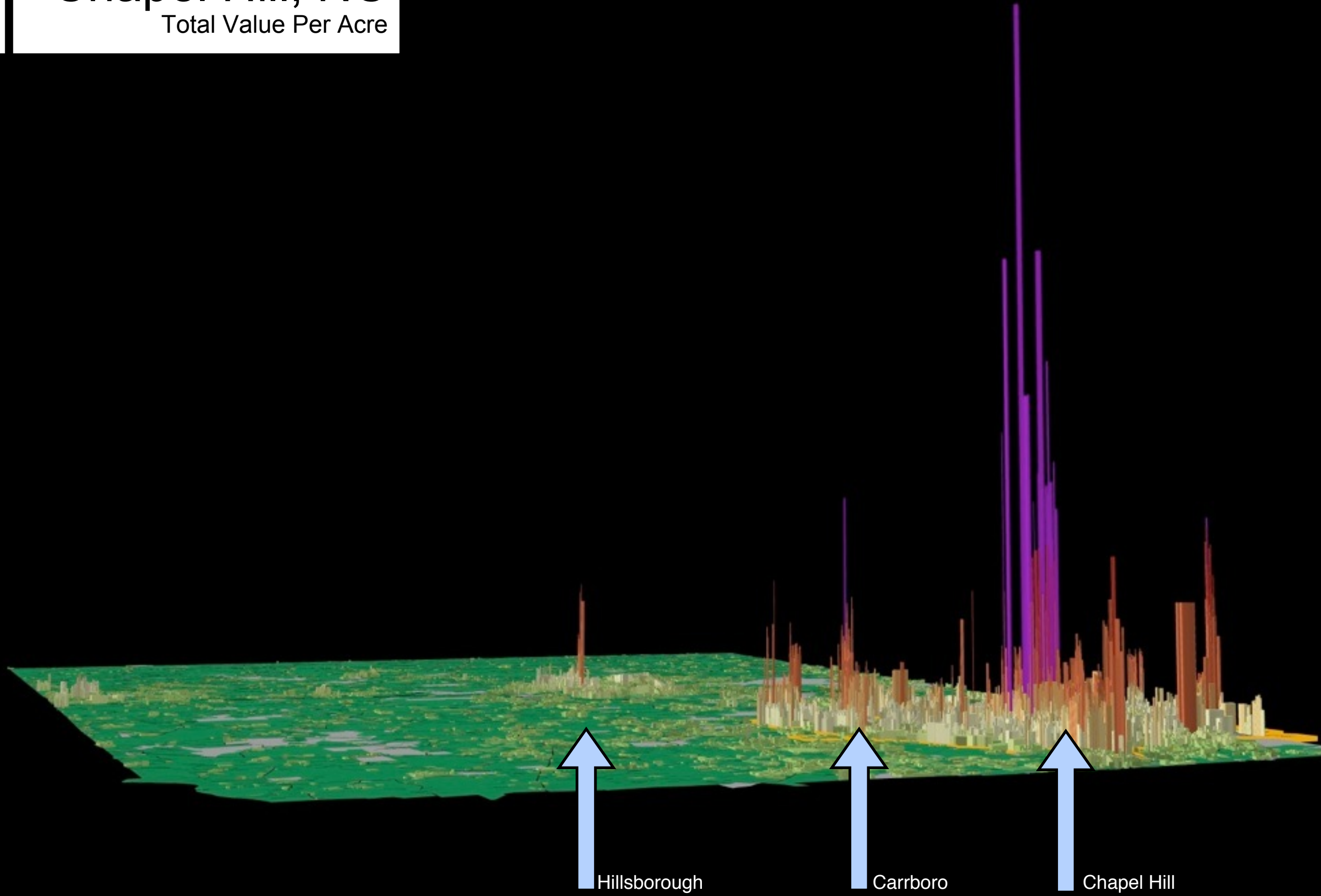
### Total Value Per Acre





# Chapel Hill, NC

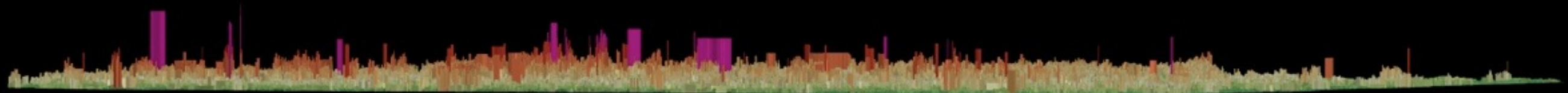
Total Value Per Acre



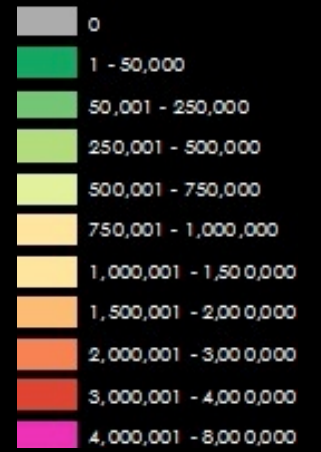


# Gwinnett County, GA

Total Value Per Acre



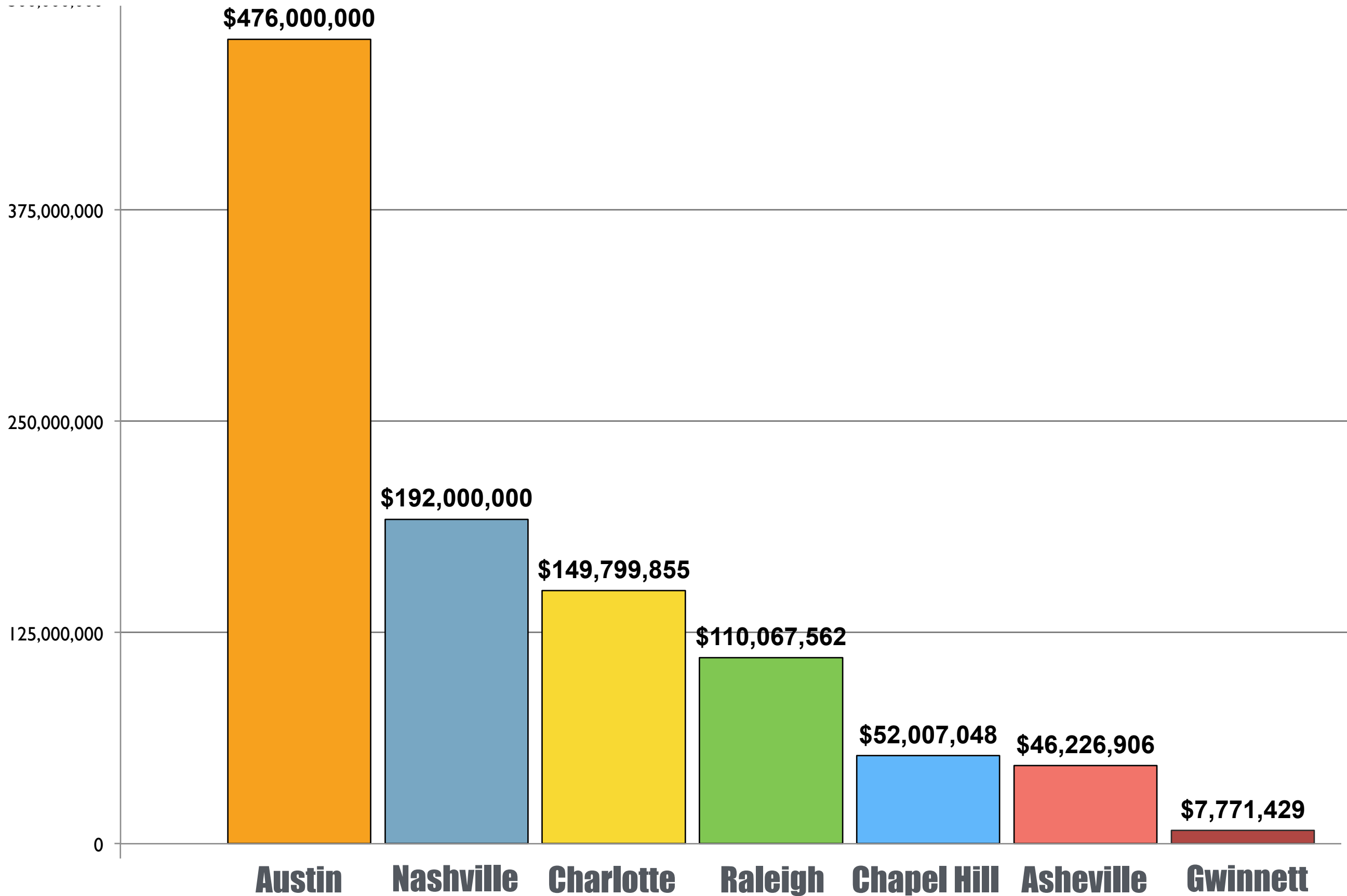
**Total Value Per Acre**





# Highest Value of Density

(Value/acre of individual parcel)





# County Comparisons

Total Value Per Acre

\$476M/acre

\$192M/acre

\$8M/acre



Nashville

Austin

Lawrenceville

**Davidson County, GA**  
pop. 648,300  
1,243 people/sq.mi.

**Travis County, TX**  
pop. 1,096,000  
1.034 people/sq.mi.

**Gwinnett County, GA**  
pop. 812,000  
1,874 people/sq.mi.



# County Comparisons

Total Value Per Acre

\$476M/acre

\$192M/acre

\$8M/acre

Nashville

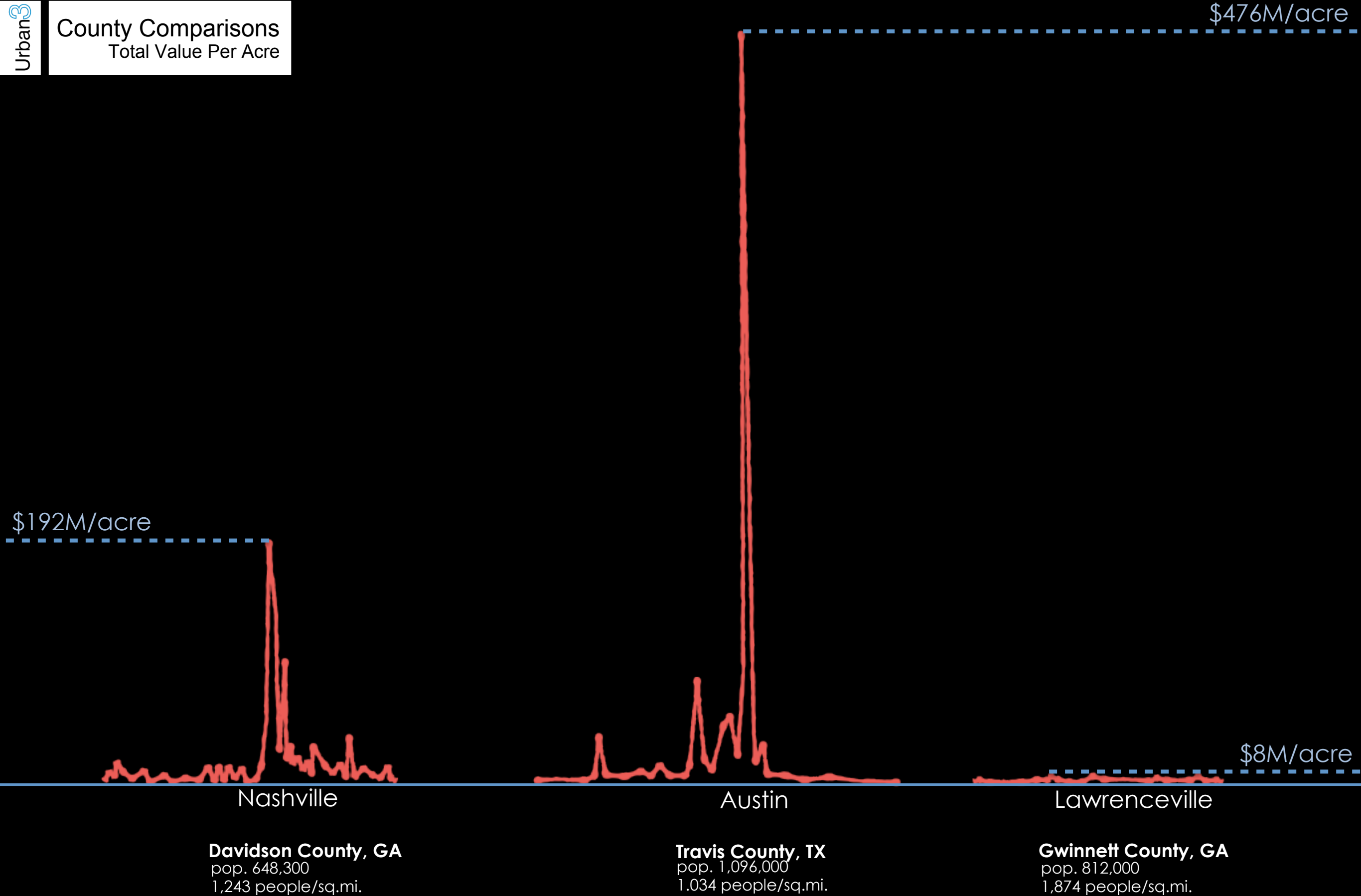
Austin

Lawrenceville

**Davidson County, GA**  
pop. 648,300  
1,243 people/sq.mi.

**Travis County, TX**  
pop. 1,096,000  
1.034 people/sq.mi.

**Gwinnett County, GA**  
pop. 812,000  
1,874 people/sq.mi.





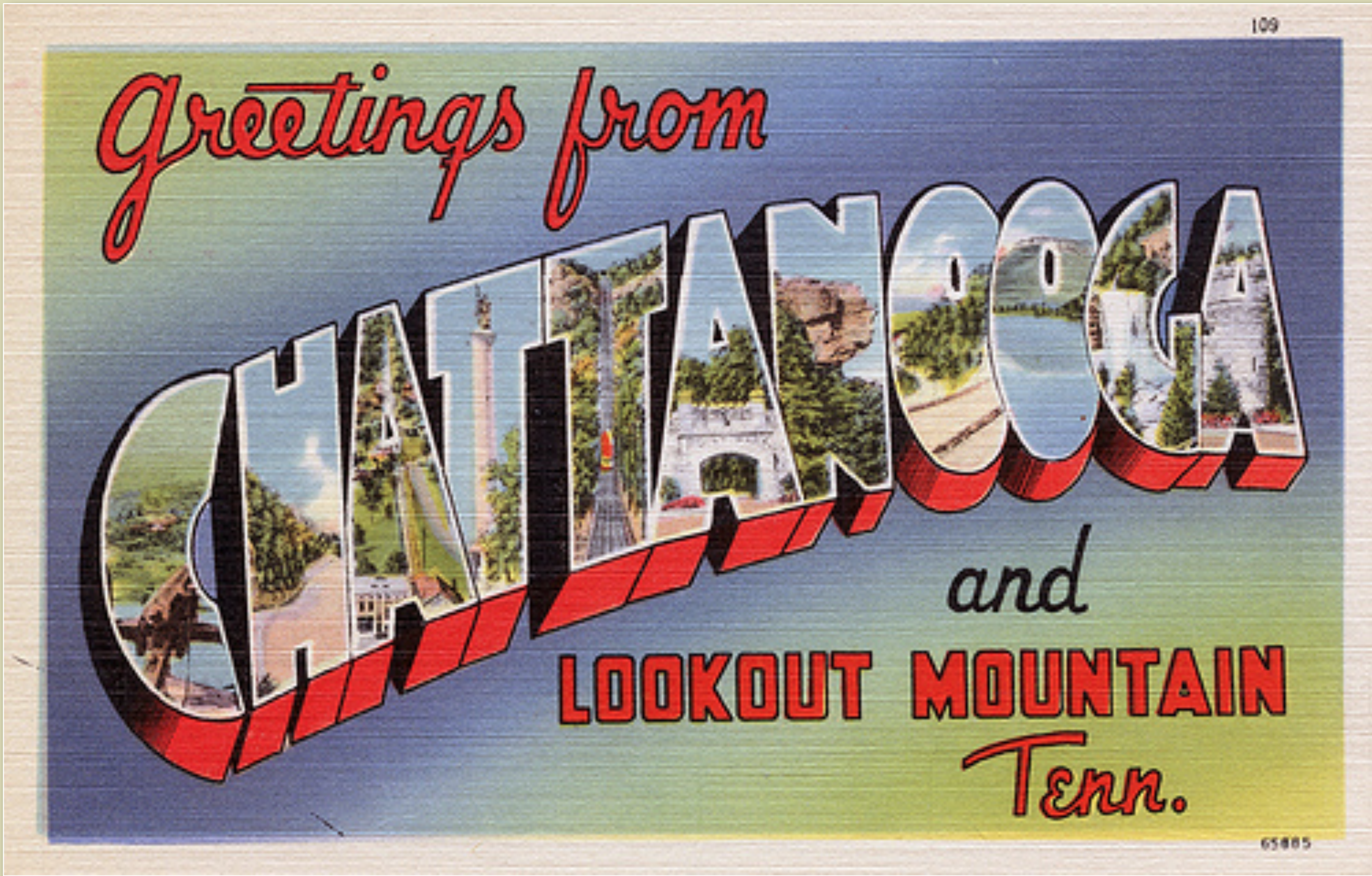
**In God we trust;  
everyone else,  
bring data.**

Mayor Michael Bloomberg





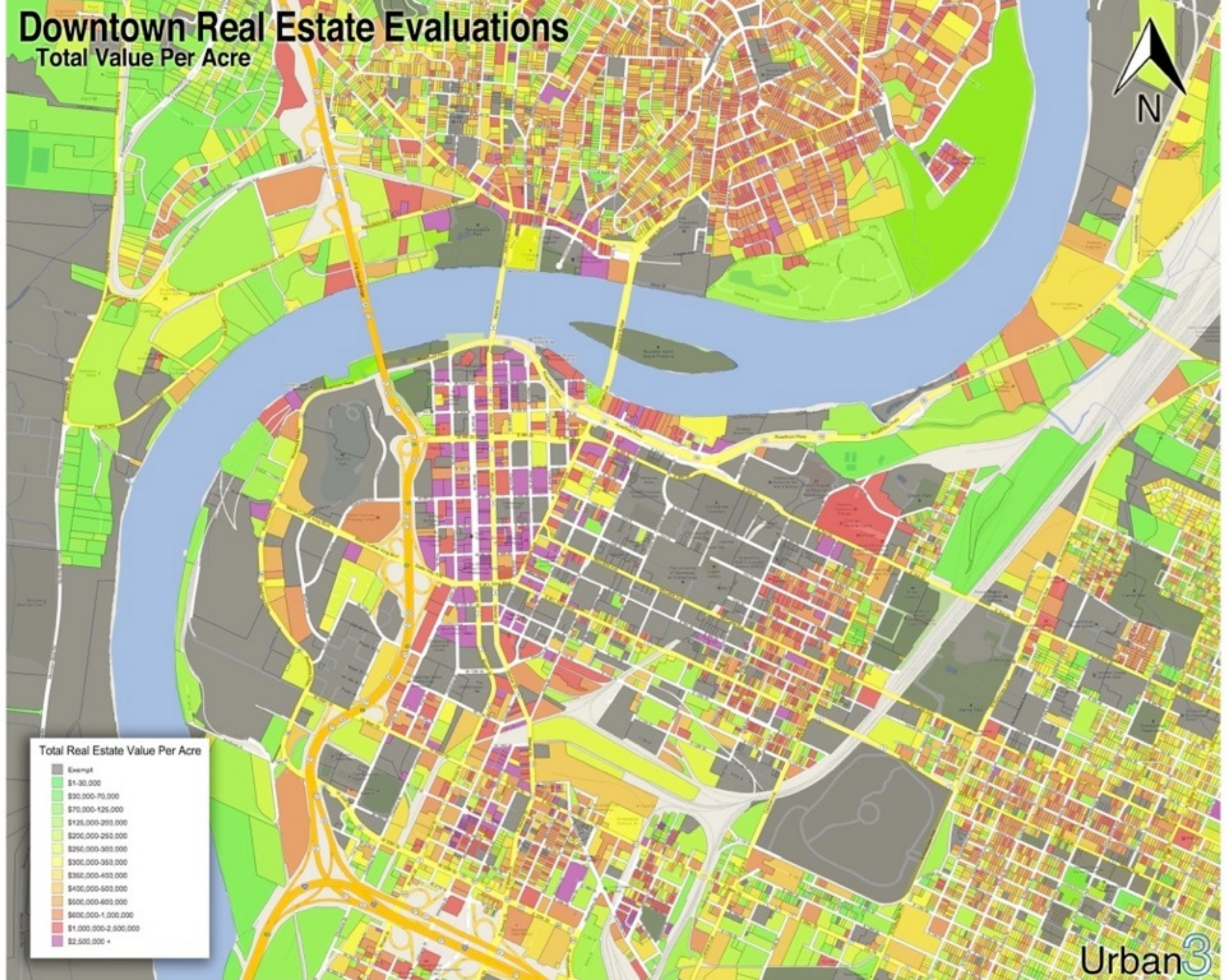
What are the numbers for Hamilton County?





# Downtown Real Estate Evaluations

Total Value Per Acre



Total Real Estate Value Per Acre

Exempt
\$1-30,000
\$30,000-70,000
\$70,000-125,000
\$125,000-200,000
\$200,000-250,000
\$250,000-300,000
\$300,000-350,000
\$350,000-400,000
\$400,000-500,000
\$500,000-600,000
\$600,000-800,000
\$800,000-1,000,000
\$1,000,000-2,500,000
\$2,500,000 +



## Chattanooga Northshore

This neighborhood, across the river from downtown, has experienced a renaissance over the last two decades. There are numerous examples of infill, mixed-use, projects, as well as townhouses. There also exists an urban model of a grocery, created by a local entrepreneur, Greenlife.

Townhouses

Townhouses

Site

Greenlife

Mixed-Use Comp



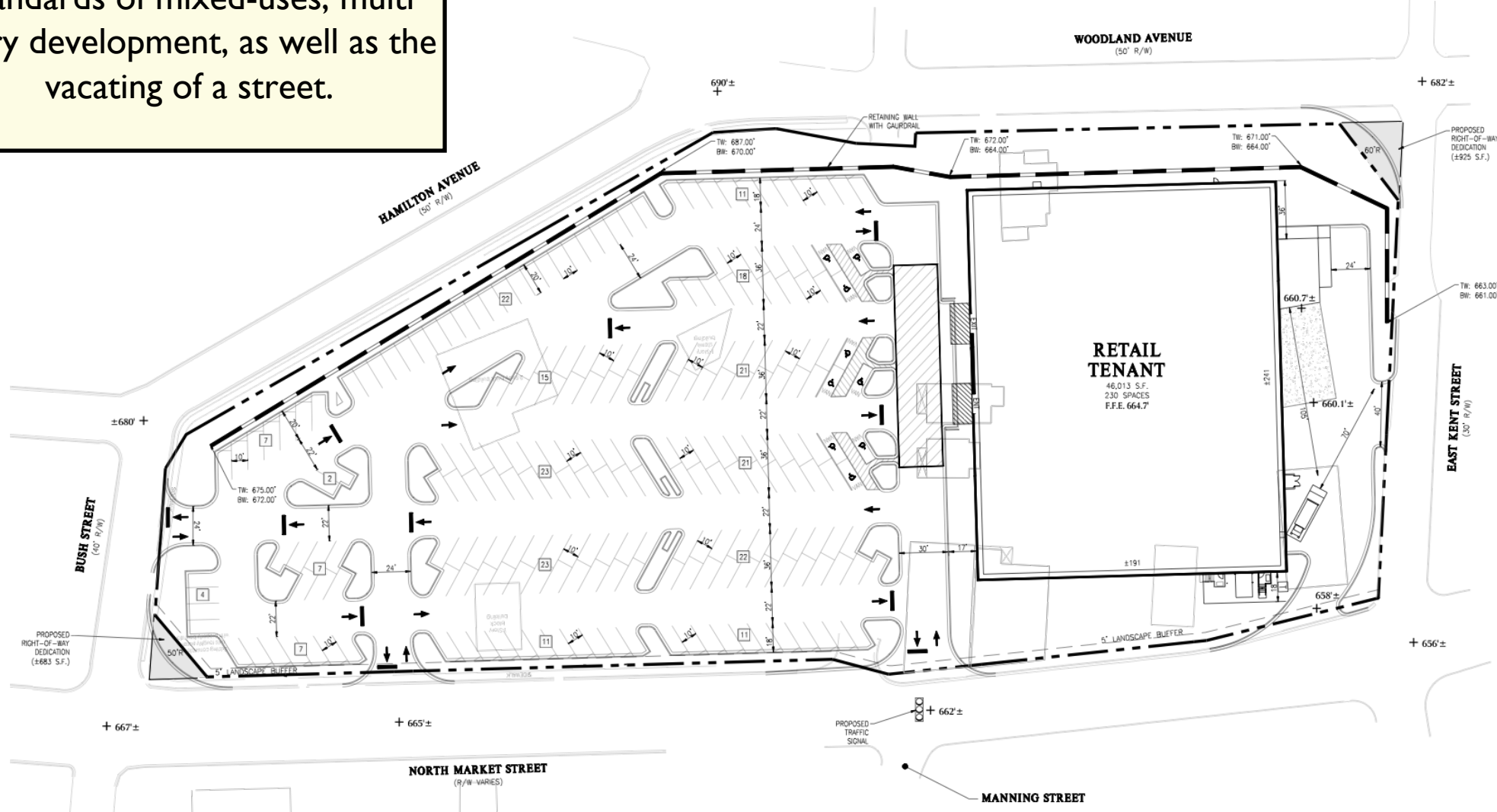


# Proposed Publix

This is the site plan for the proposed Publix Grocery store, by an Atlanta development agent. The developer is asking for exemption from the urban design standards of mixed-uses, multi story development, as well as the vacating of a street.



VICINITY MAP  
SCALE: NTS



WOODLAND AVENUE  
(50' R/W)

HAMILTON AVENUE  
(50' R/W)

EAST KENT STREET  
(50' R/W)

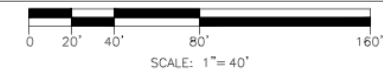
BUSH STREET  
(40' R/W)

NORTH MARKET STREET  
(R/W VARIES)

MANNING STREET

RETAIL TENANT  
46,013 S.F.  
230 SPACES  
F.F.E. 664.7

## PRELIMINARY SITE PLAN



SITE ANALYSIS	
SITE ACREAGE:	±4.87 ACRES
RETAIL TENANT:	±46,013 S.F.
TOTAL BUILDING AREA:	±46,013 S.F.
PARKING REQUIRED:	184 SPACES
	4.00 SPACES/1,000 S.F.
PARKING PROVIDED:	225 SPACES
	4.89 SPACES/1,000 S.F.

**PRELIMINARY SITE PLAN DISCLAIMER:**  
SITE PLAN IS BASED ON CLIENT PROVIDED INFORMATION POSSIBLY INCLUDING BUT NOT LIMITED TO THE FOLLOWING: HAMILTON COUNTY GIS INFORMATION (10 FOOT CONTOURS), SCANNED/DIGITIZED BOUNDARY SURVEY AND SCANNED/DIGITIZED TOPOGRAPHICAL SURVEY FROM THE RLS GROUP DATED 04.12.07 AND FROM THE SHOBER GROUP DATED 11.26.07. ALL ZONING INFORMATION SHOWN IN THE TITLEBLOCK TO THE RIGHT HAS BEEN RESEARCHED BUT NOT VERIFIED WITH THE JURISDICTION.  
SITE PLAN BOUNDARY AND EXISTING CONDITIONS ARE ONLY AS ACCURATE AS THE INFORMATION PROVIDED.

LAND PLANNERS  
ENGINEERS • SURVEYORS  
TRANSPORTATION  
LANDSCAPE ARCHITECTS

**PAULSON MITCHELL**

PROJ  
NORTH  
RETI  
DEVELO  
EAST KEN  
NORTH MAR  
CHATTAN

ALLIANC  
SERVIC

3715 NORTH  
BUILDING 40  
ATLANTA,  
(404) 3

ZONING INE

ZONING CLASSIFI

JURISDICTION:

EX. ZONING:

PR. ZONING: C-7

BUILDING SETBA

FRONT:

SIDE:

REAR:

BUFFERS

FRONT/STREET:

SIDE:

REAR:

BUILDING SUMM

MAX. BUILDING HT.:

MAX. BUILDING COVERAGE:

PARKING SUMM

RETAIL REQ.:

RESTAURANT REQ.:

STANDARD STALL DIMENS

COMPACT STALL DIMENS

COMPACT STALLS ALLOW

MIN. 90'/60' DRIVE WIDT

LANDSCAPE REGU

TREE DENSITY:

ISLAND REQ.:

MIN. ISLAND SIZE/WIDTH:

GREENSPACE %:

FEMA MAP

FIRM PANEL #:

DRAWING RECOR

DRAWN BY:

2011216p7.dwg

PRELIMINAR

SITE

PLAN





Publix at Ooltewah (Snow Hill)  
54,720 square feet



Publix Comps in Market  
Chattanooga already has several  
Publix grocery stores in the  
market. We were able to use  
these for comps in value and tax  
production.

Publix Brainerd  
48,515 square feet



## Northshore Infill Comps

The Northshore neighborhood has existing infill and mixed-use projects that provided comps in the same district.



417 Frazier



Frazier Urbanism





GreenLife Site Entry



**Greenlife Grocery**  
Greenlife grocery store provides an example of a store that has multi-levels, and an urban design. It is a local comp, that is 4 blocks from the site in question.

GreenLife from the Parking Lot



# Publix Miami Beach

Carlos Zapata, architect

1920 West Avenue

48,000 sq.ft,

Built 1998



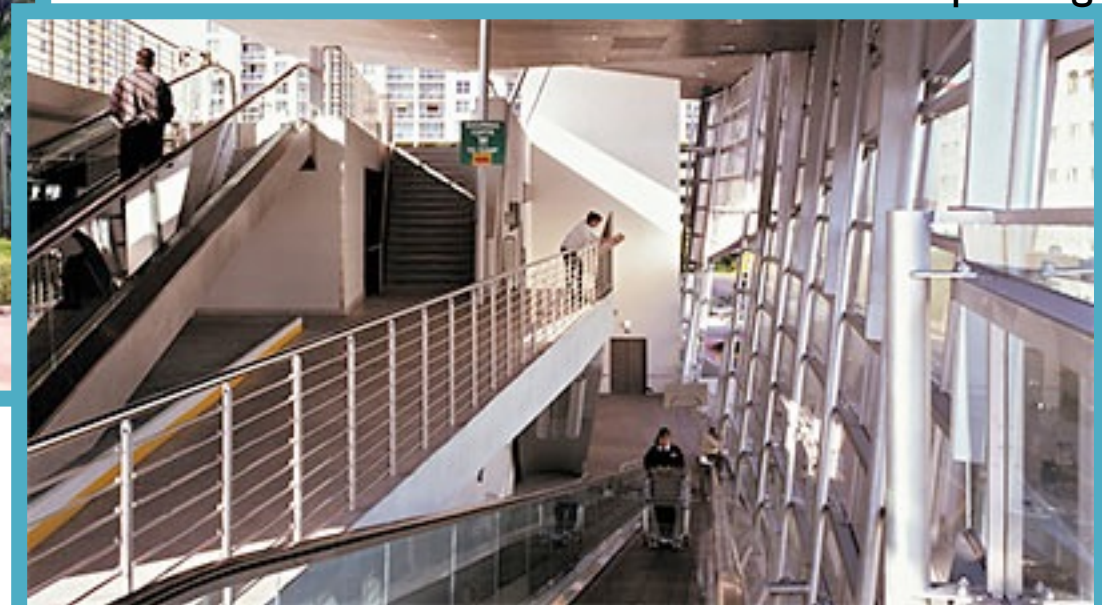
Ramps to  
parking on roof.

Front Door



Front Door

Escalators to parking







Door on the street

27,040 sq.ft.

Back Door  
(is really the front)

Main door facing  
parking with  
townhouses across  
the street.



# West Palm Beach Publix

Built 2002 @ ULI Award Winning CityPlace



Site  
Boundary







Urban3

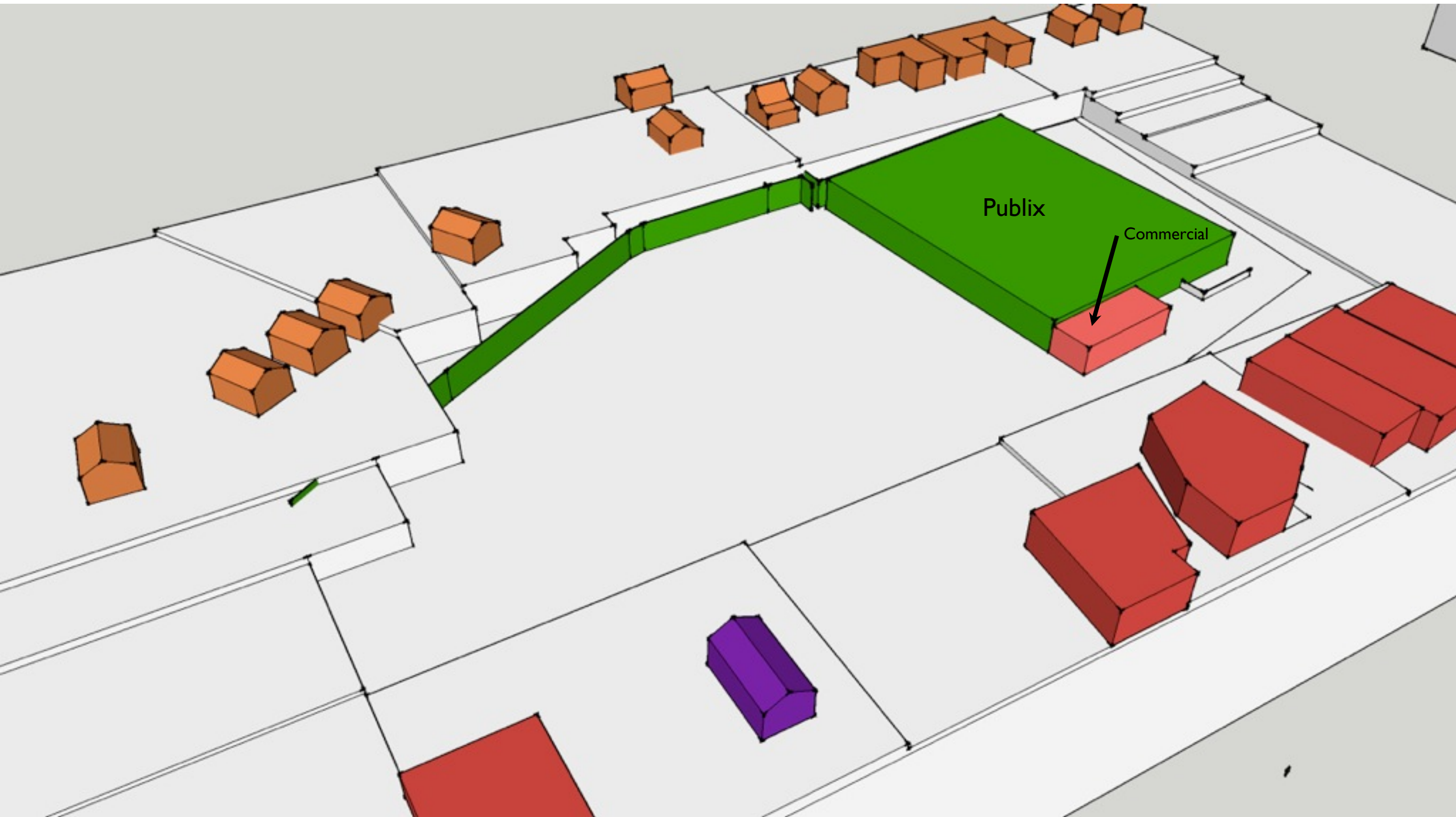
# Scenario #1 - Site as proposed

- Publix - 46,013
- Parking - 234 total
- Frazier Buildings - 0
- 1 Story Commercial - 2500 sf
- Townhouses - 0

Est. Annual Property Taxes  
 City - \$44,827  
 County - \$27,036

Notes:  
 Removes streets and grades site. Retaining walls on East property line and behind building.

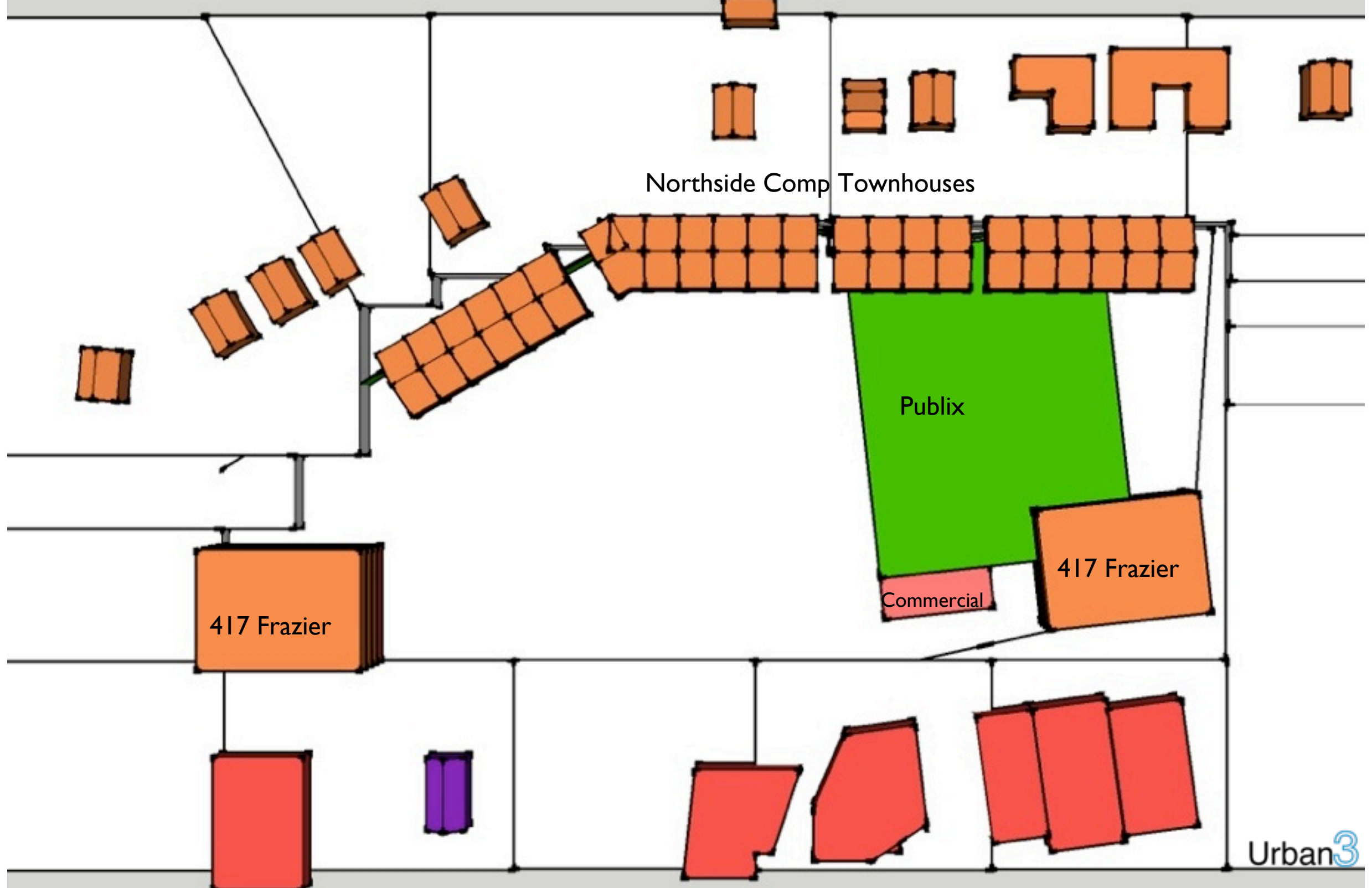




# Scenario #1 - As Proposed

Looking North-Northwest from the Neighborhood.





Urban<sup>3</sup>

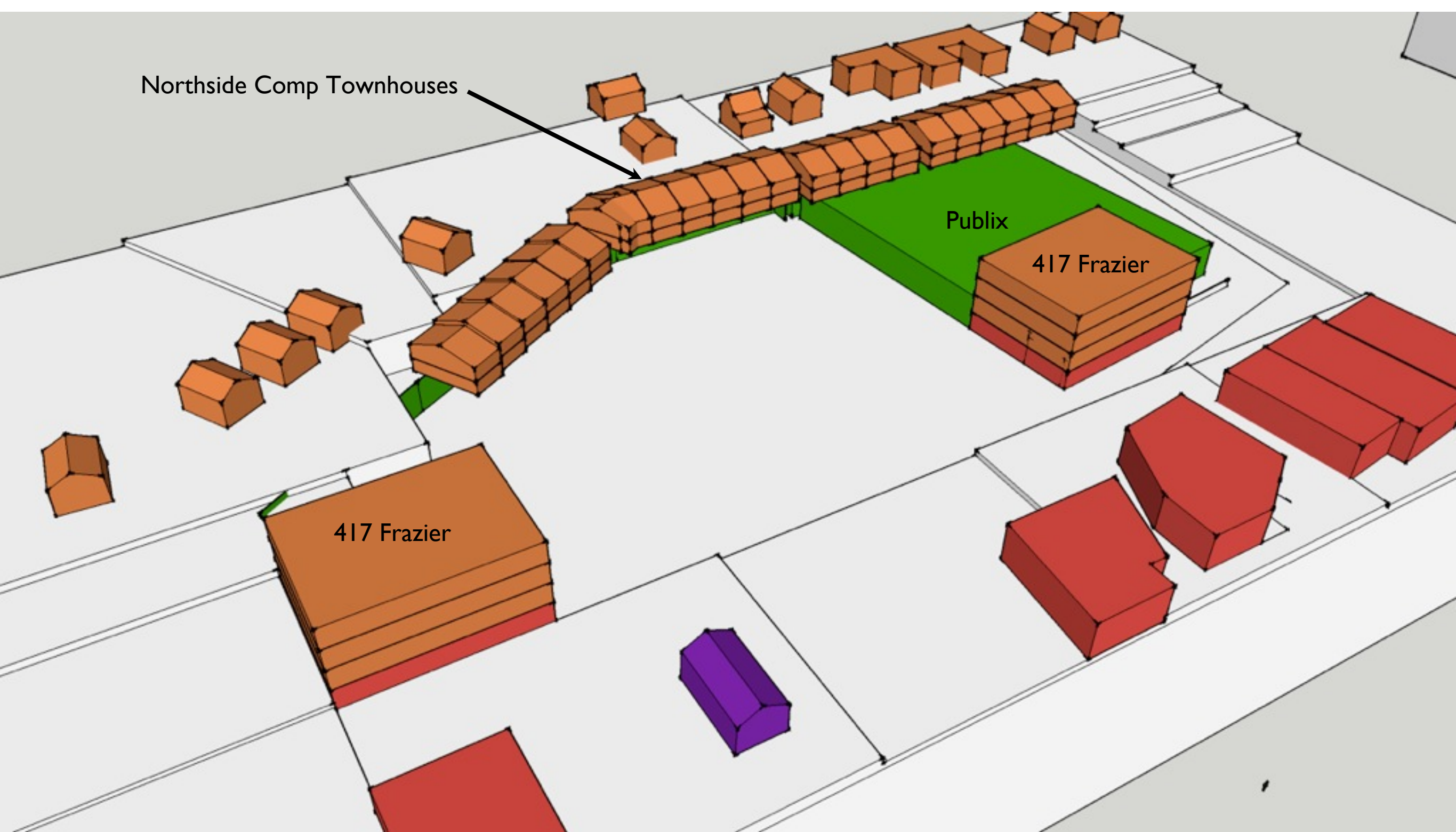
## Scenario #2 - Proposed Plus

Publix - 46,013  
 Parking - 214 total  
 Frazier Buildings - 1  
 1 Story Commercial - 6700 sf  
 Townhouses - 22

Est. Annual Property Taxes  
 City - \$154,435  
 County - \$93,142

Notes:  
 Removes streets and grades site. Retaining walls on East property line and behind building and builds townhouses on the retaining wall.





Northside Comp Townhouses

Publix

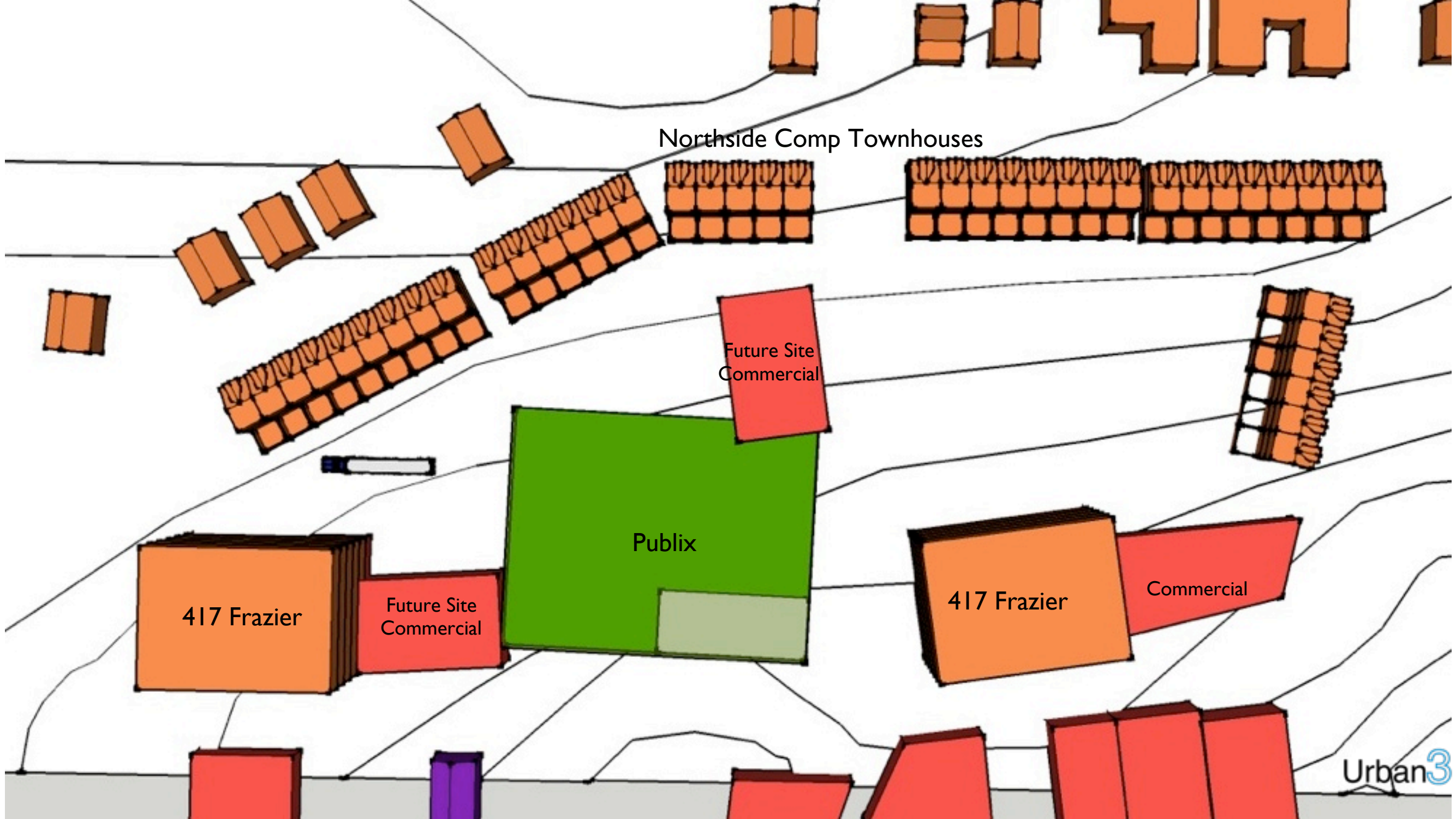
417 Frazier

417 Frazier

## Scenario #2 - Proposed Plus Townhouses

Looking North-Northwest from the Neighborhood.





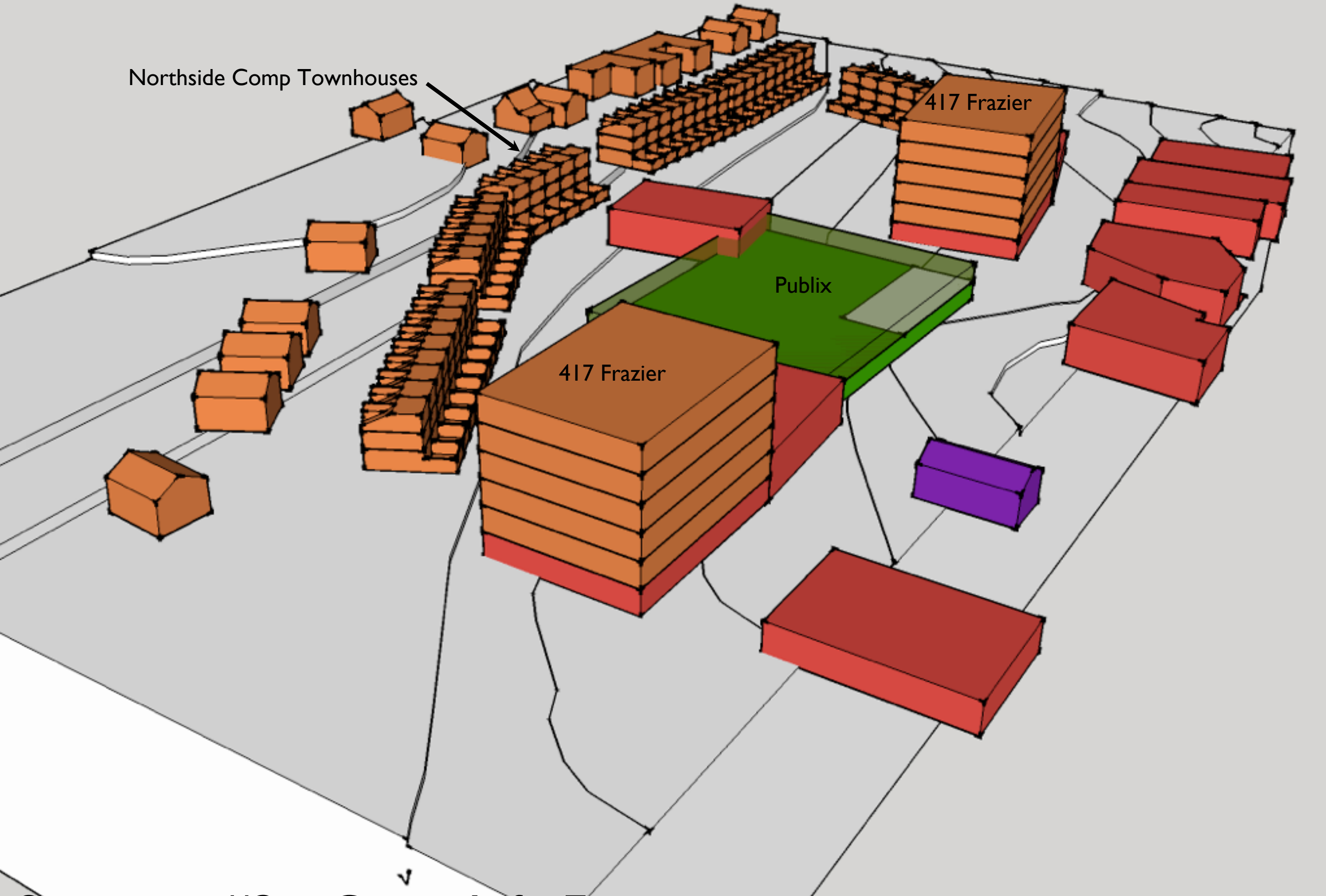
# Scenario #3 - GreenLife Footprint

Publix - 36,432  
 Parking - 164 total  
 Frazier Buildings - 2  
 I Story Commercial - 6885 sf  
 Townhouses - 42

Est. Annual Property Taxes  
 City - \$253,041  
 County - \$152,614

Notes:  
 Keeps existing grades and all internal streets.





Northside Comp Townhouses

417 Frazier

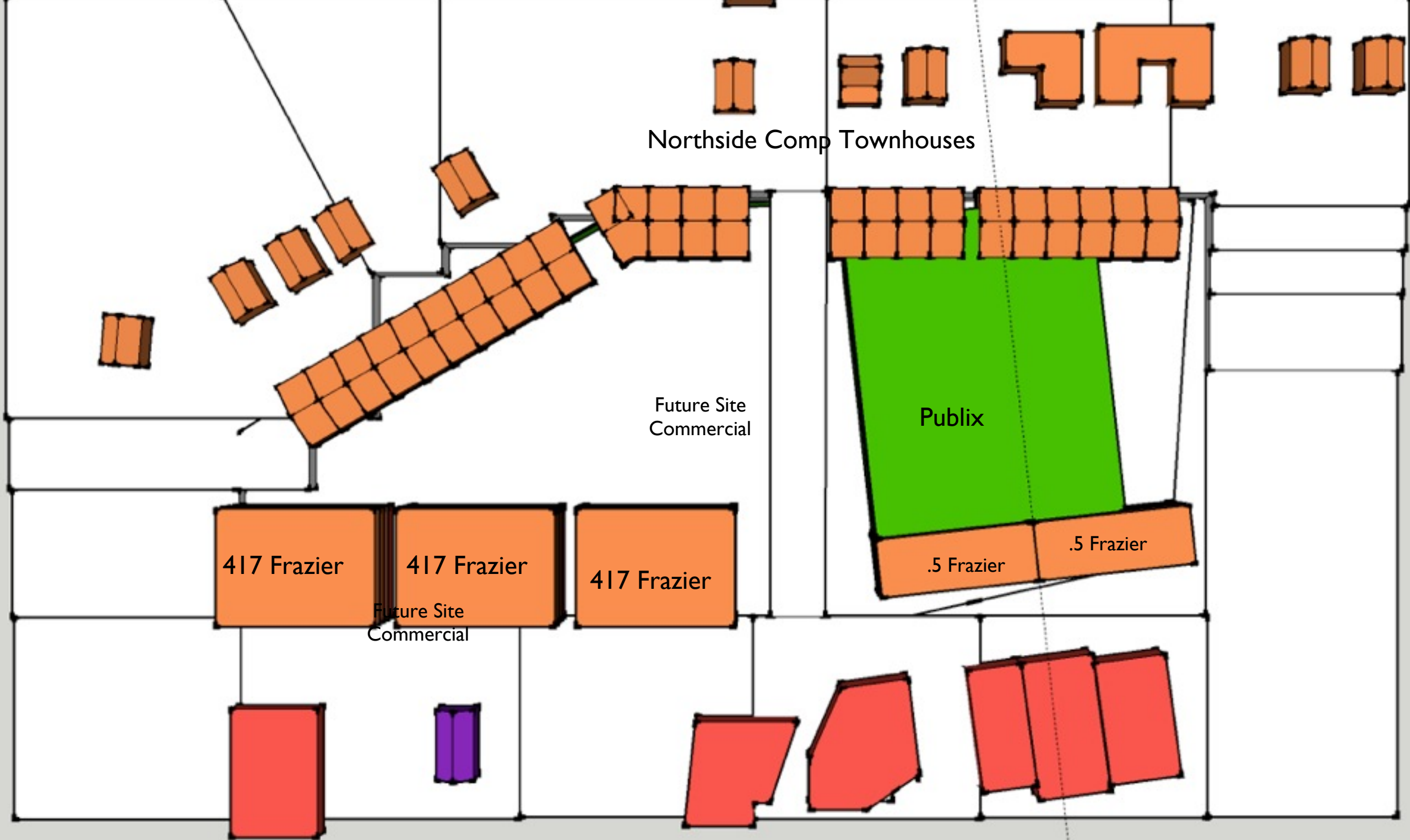
Publix

417 Frazier

# Scenario #3 - GreenLife Footprint

Looking North-Northwest from the Neighborhood.





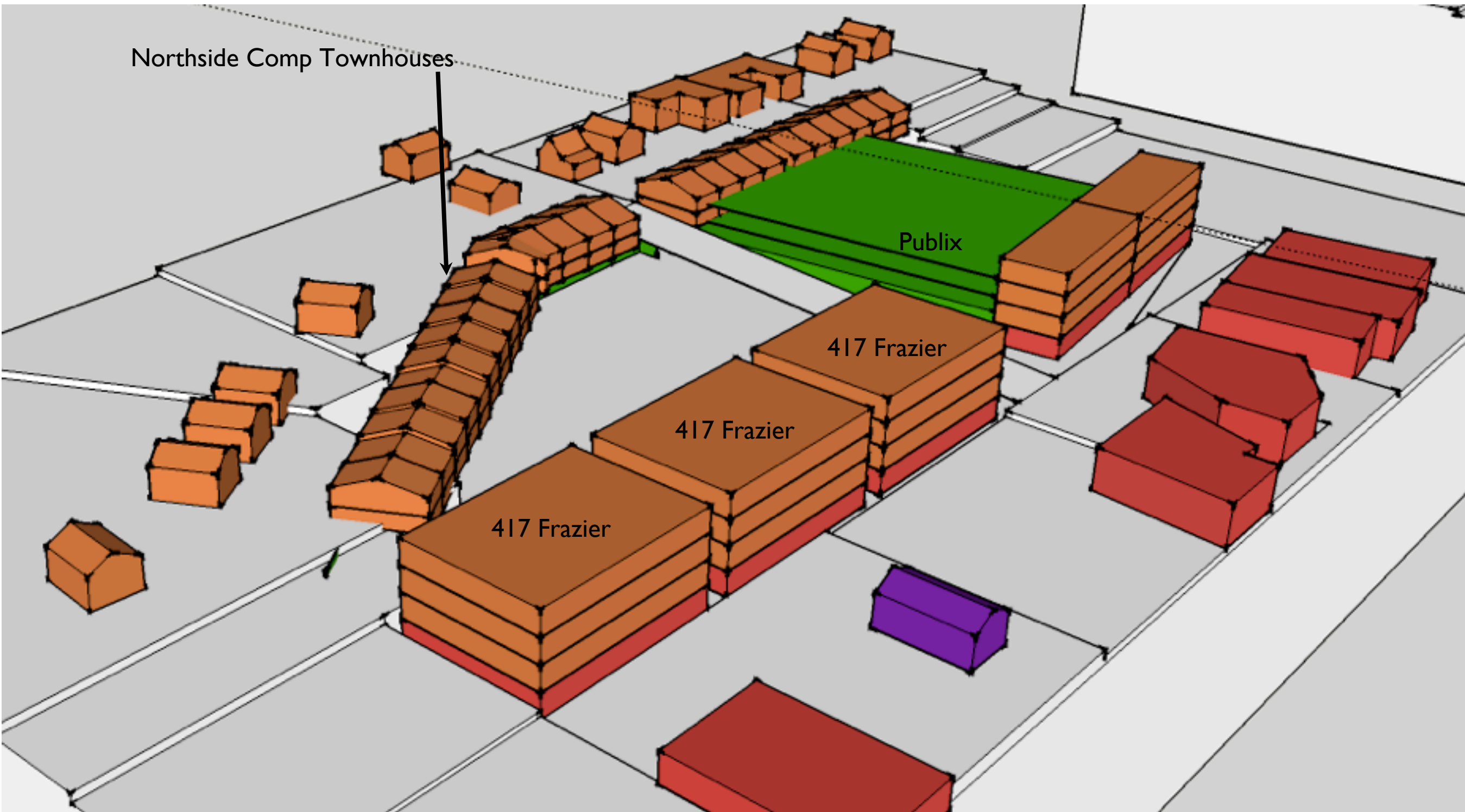
# Scenario #4 - Miami Beach Publix

Publix - 48,000  
 Parking - 320 structured + 90 surface  
 Frazier Buildings - 3  
 I Story Commercial - 0 sf  
 Townhouses - 24

Est. Annual Property Taxes  
 City - \$357,746  
 County - \$215,746

Notes:  
 Keeps existing grades and all internal streets. Adds structured parking above Publix, utilizing grade change.





# Scenario #4 - Miami Beach Publix

Looking North-Northwest from the Neighborhood.





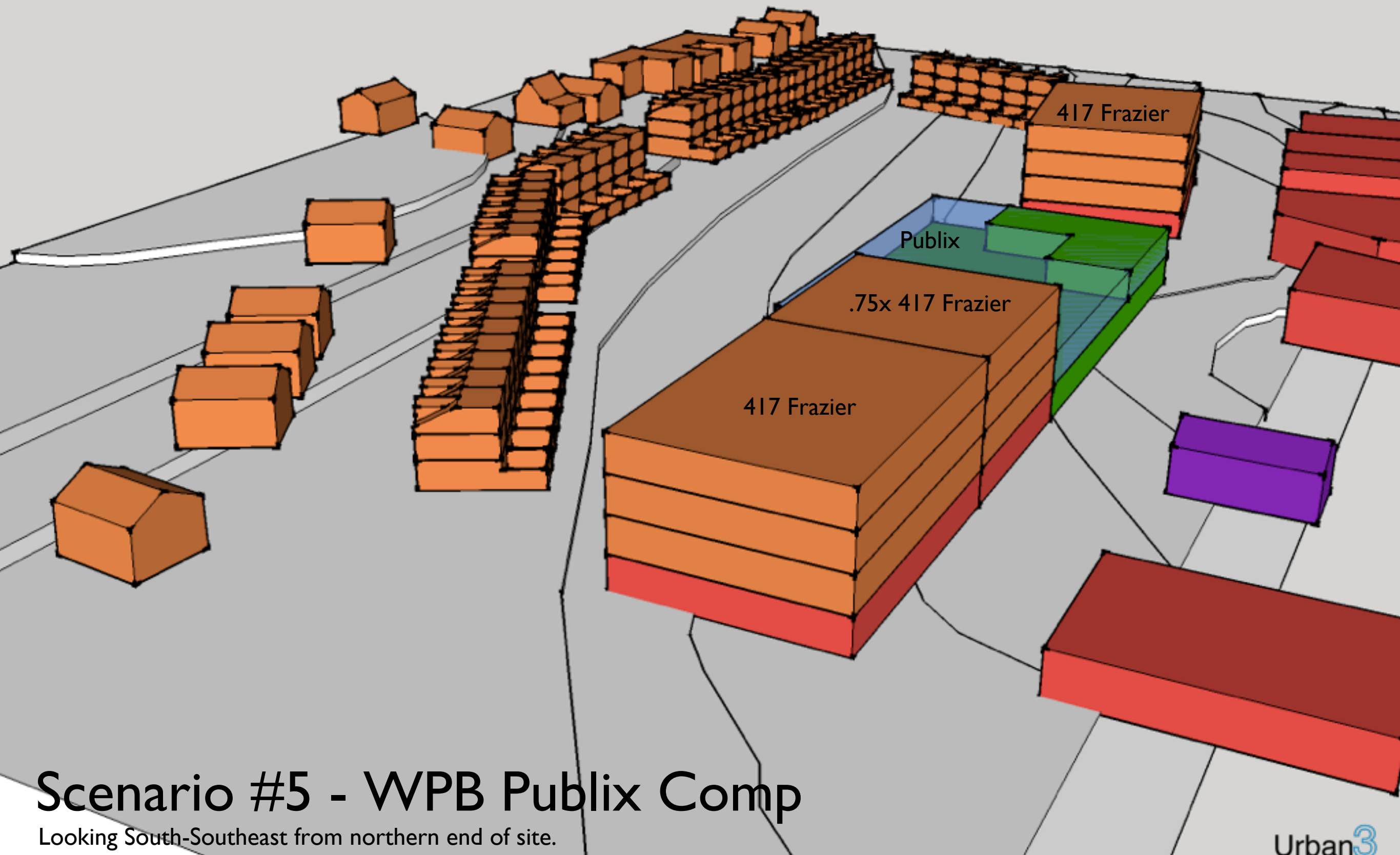
# Scenario #5 - WPB Publix Comp

Est. Annual Property Taxes  
 City - \$306,462  
 County - \$184,833

- Publix - 27,040
- Parking - 229 total
- Frazier Buildings - 2.75
- I Story Commercial - 7000 sf
- Townhouses - 42

Notes:  
 Keep topo as is, with some grading to provide parking under townhouses.  
 Keep all streets, use alley path as loading circulator, and keep trucks out of residential.

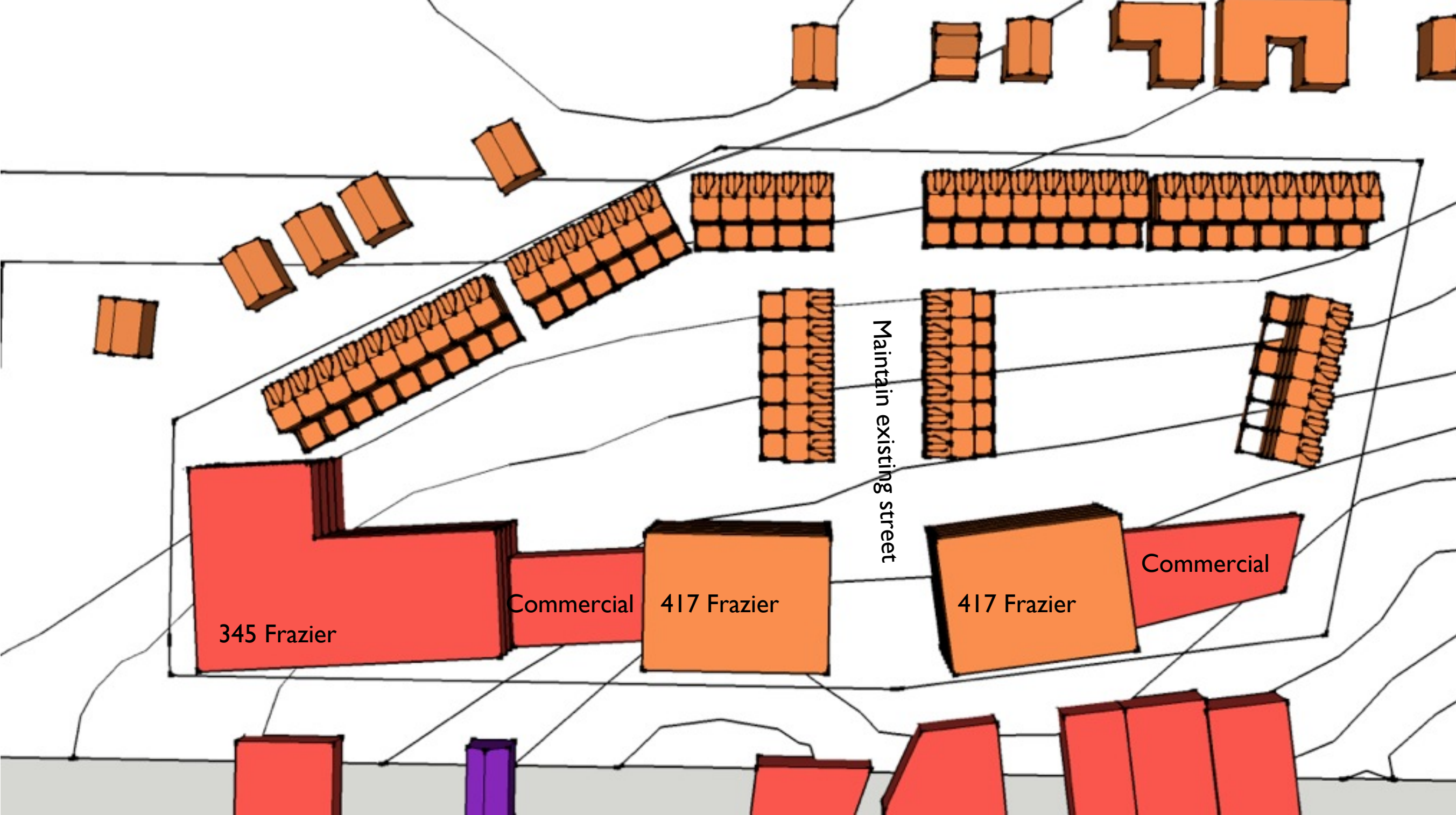




# Scenario #5 - WPB Publix Comp

Looking South-Southeast from northern end of site.





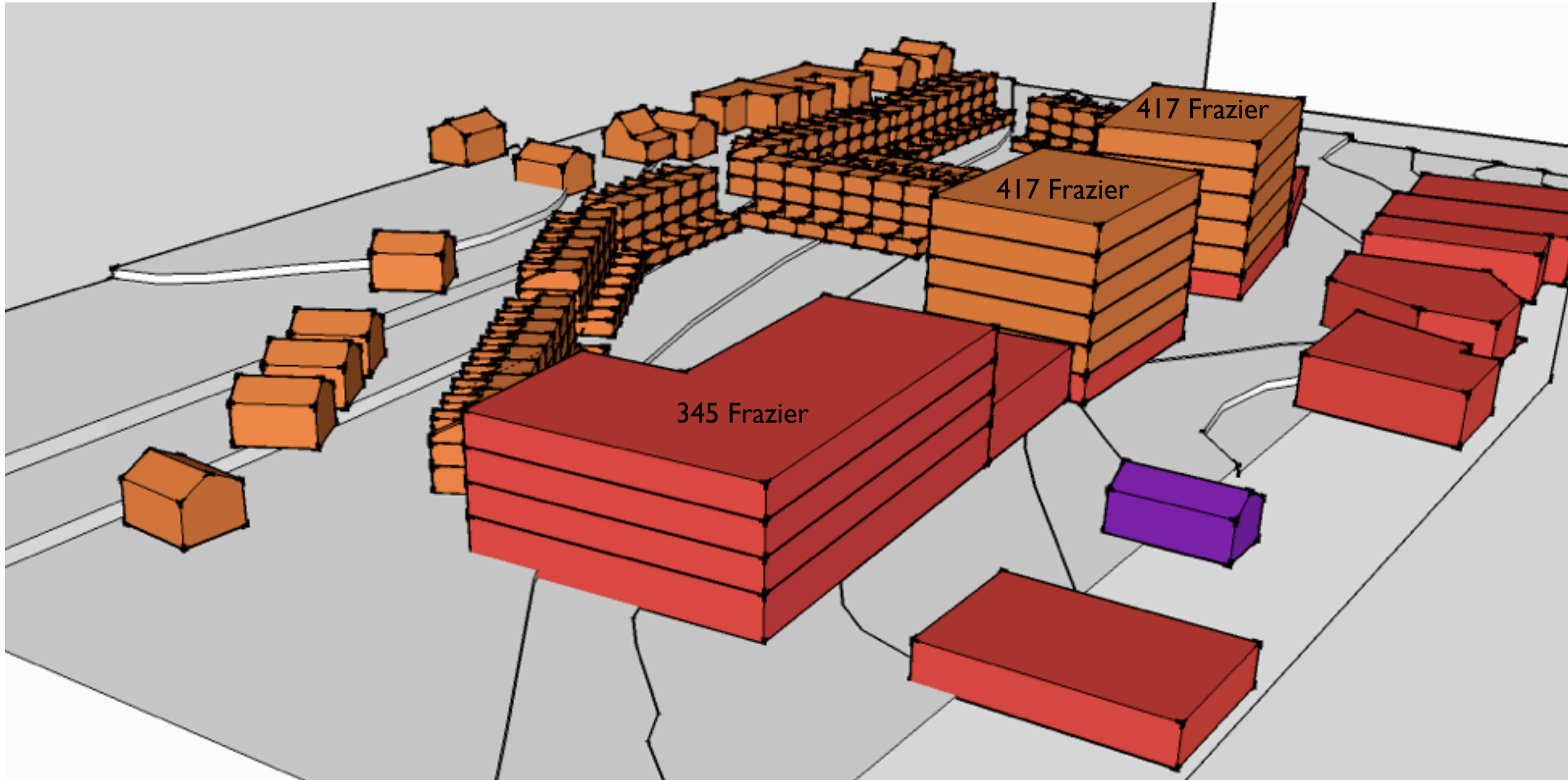
# Scenario #6 - No Publix, built to Plan

- Publix - 0
- Parking - 200 total
- Frazier Buildings - 2
- 345 Frazier - 1
- 1 Story Commercial - 11,435 sf
- Townhouses - 54

Est. Annual Property Taxes  
 City - \$305,749  
 County - \$184,403

Notes:  
 Keep topo as is and streets as is.



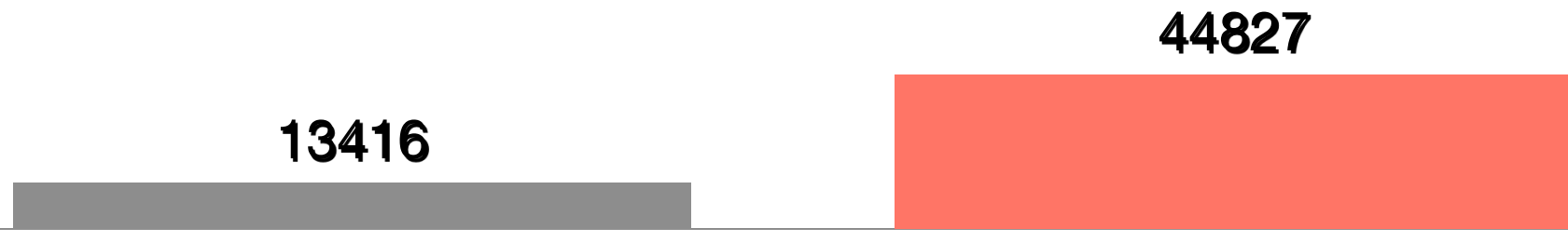


## Scenario #5 - No Publix, built to Plan

Looking South-Southeast from northern end of site.



- Commercial
- Mixed-Use
- Existing



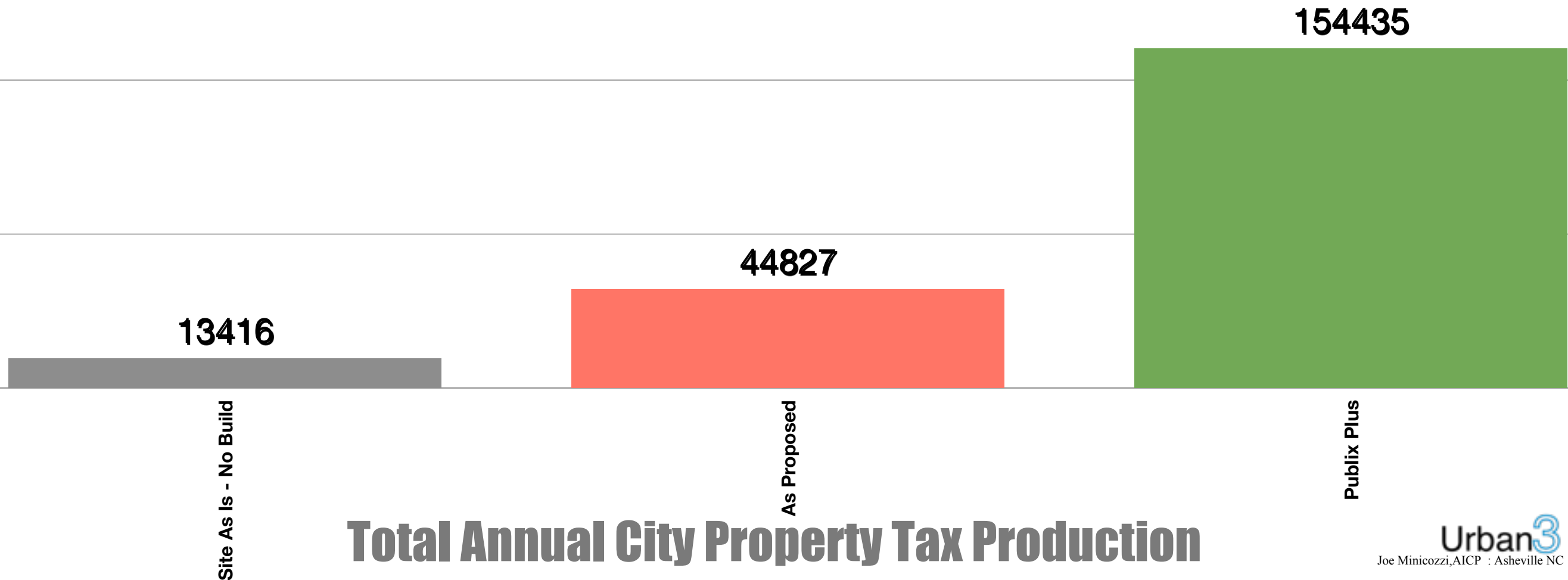
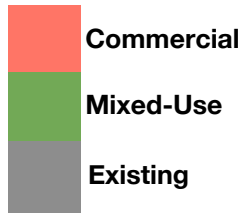
Site As Is - No Build

As Proposed

Publix Plus

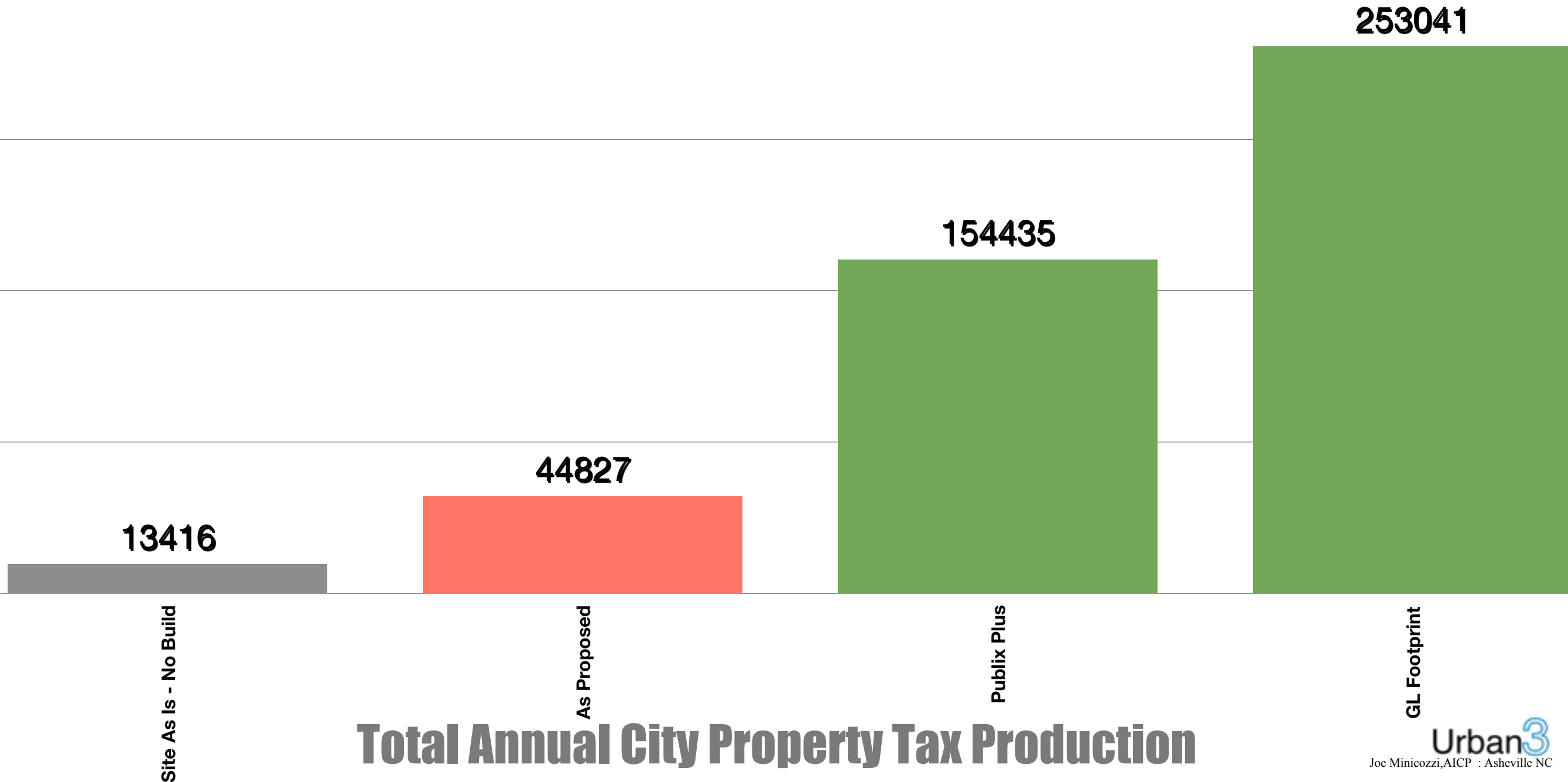
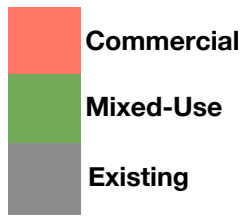
# Total Annual City Property Tax Production



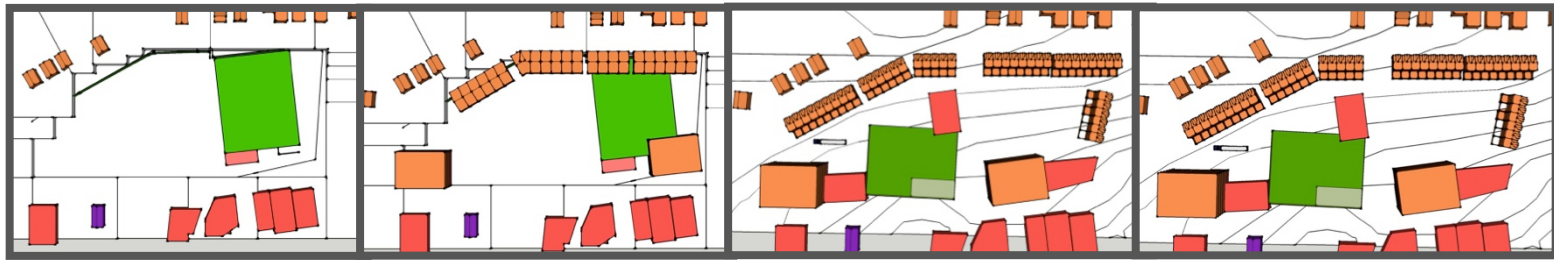
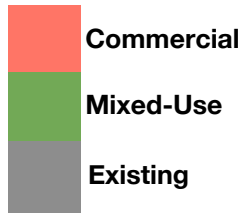


# Total Annual City Property Tax Production









**357746**

**253041**

**154435**

**44827**

**13416**

Site As Is - No Build

As Proposed

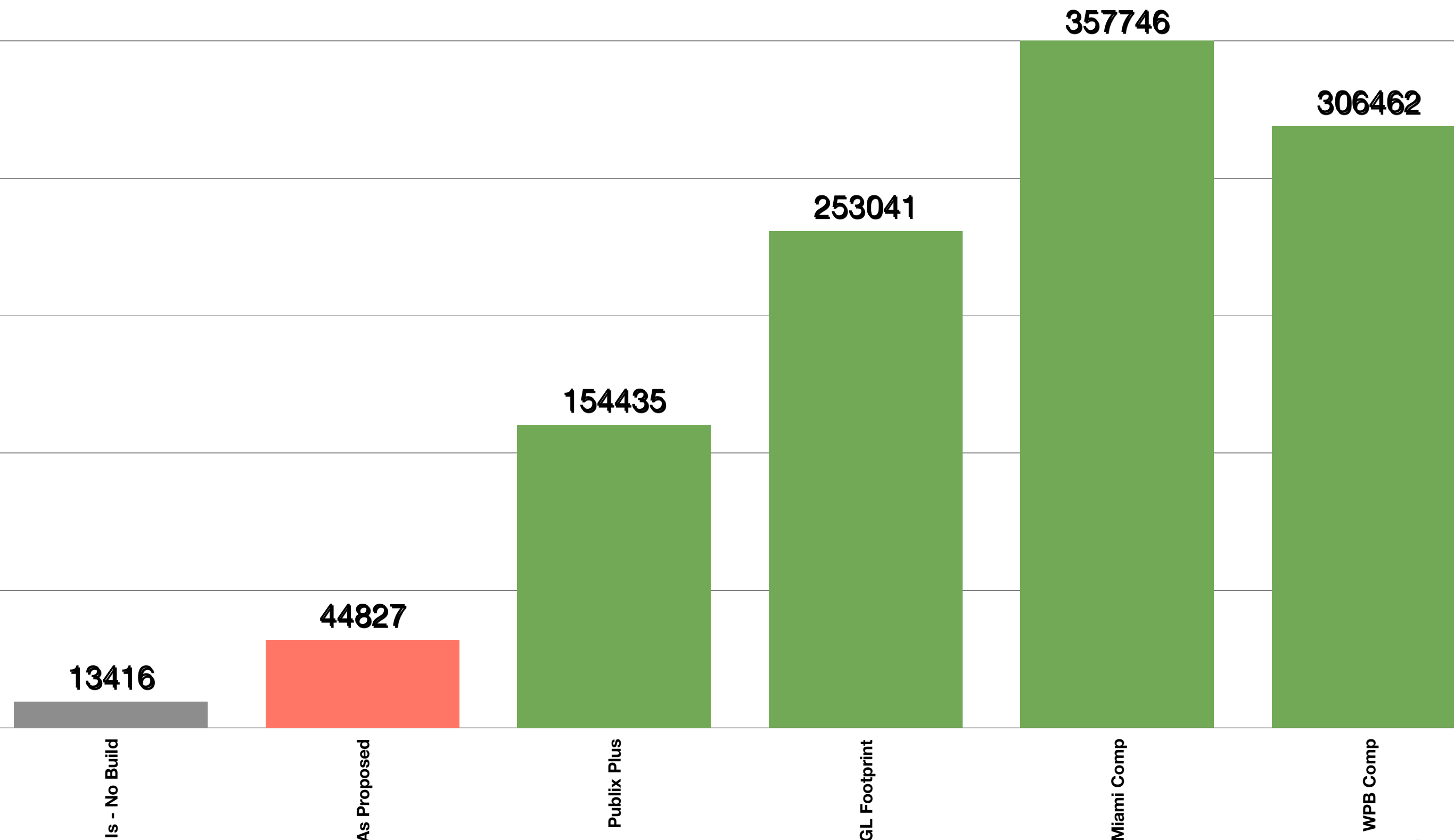
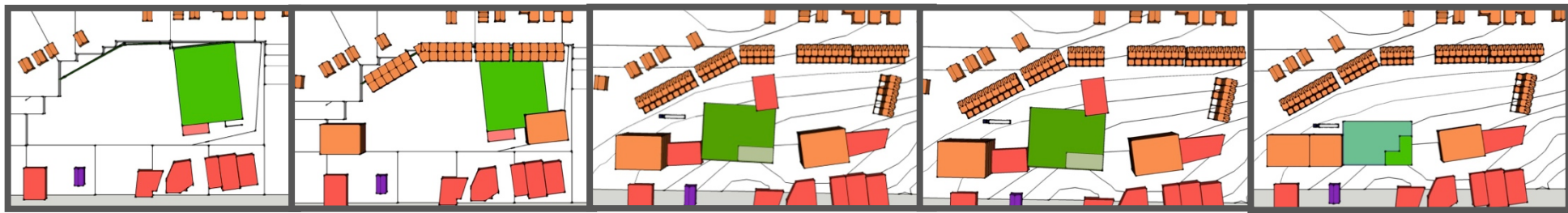
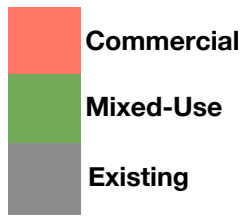
Publix Plus

GL Footprint

Miami Comp

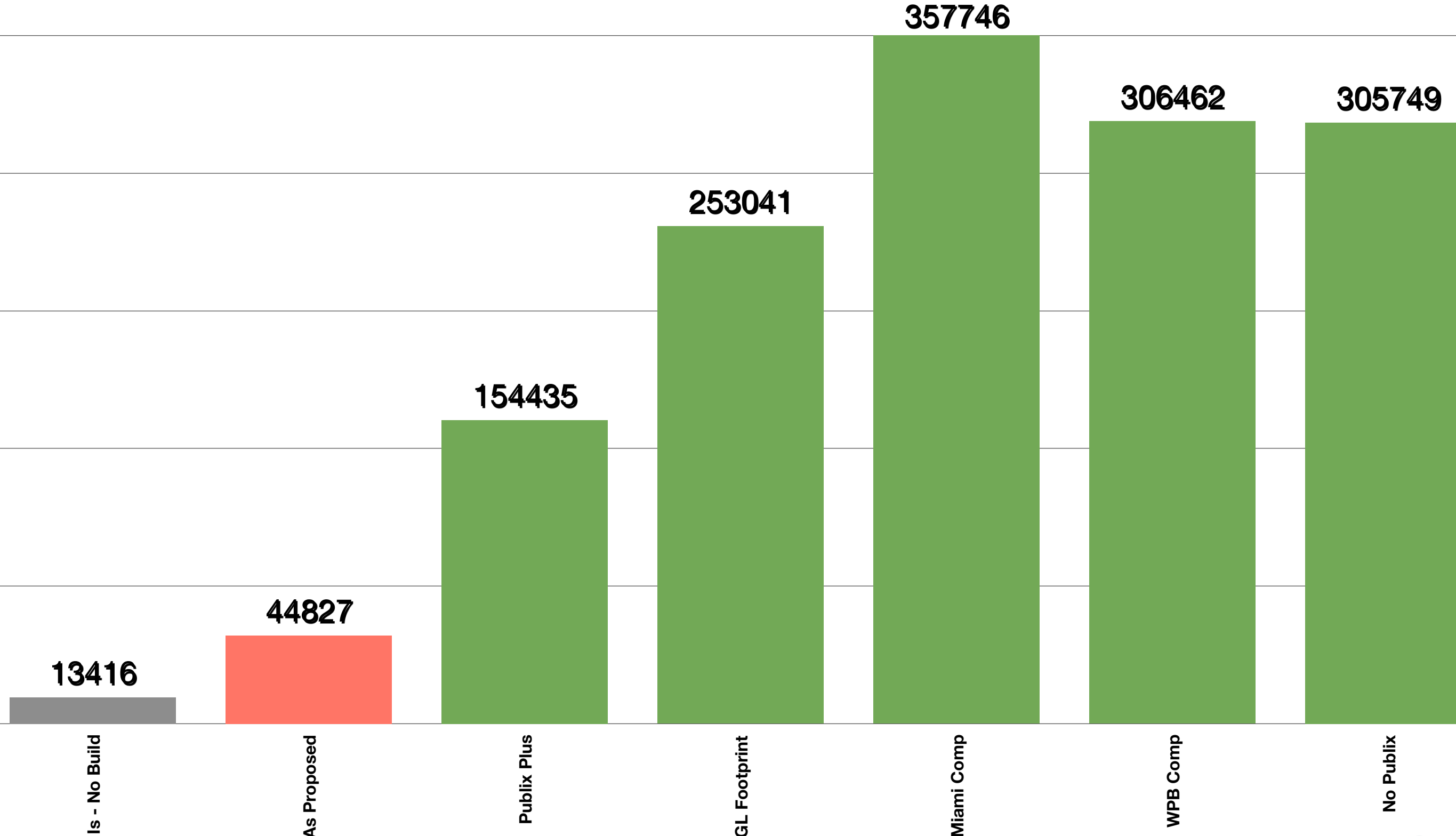
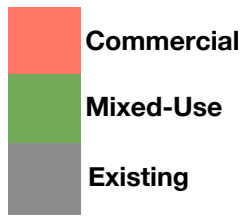
**Total Annual City Property Tax Production**





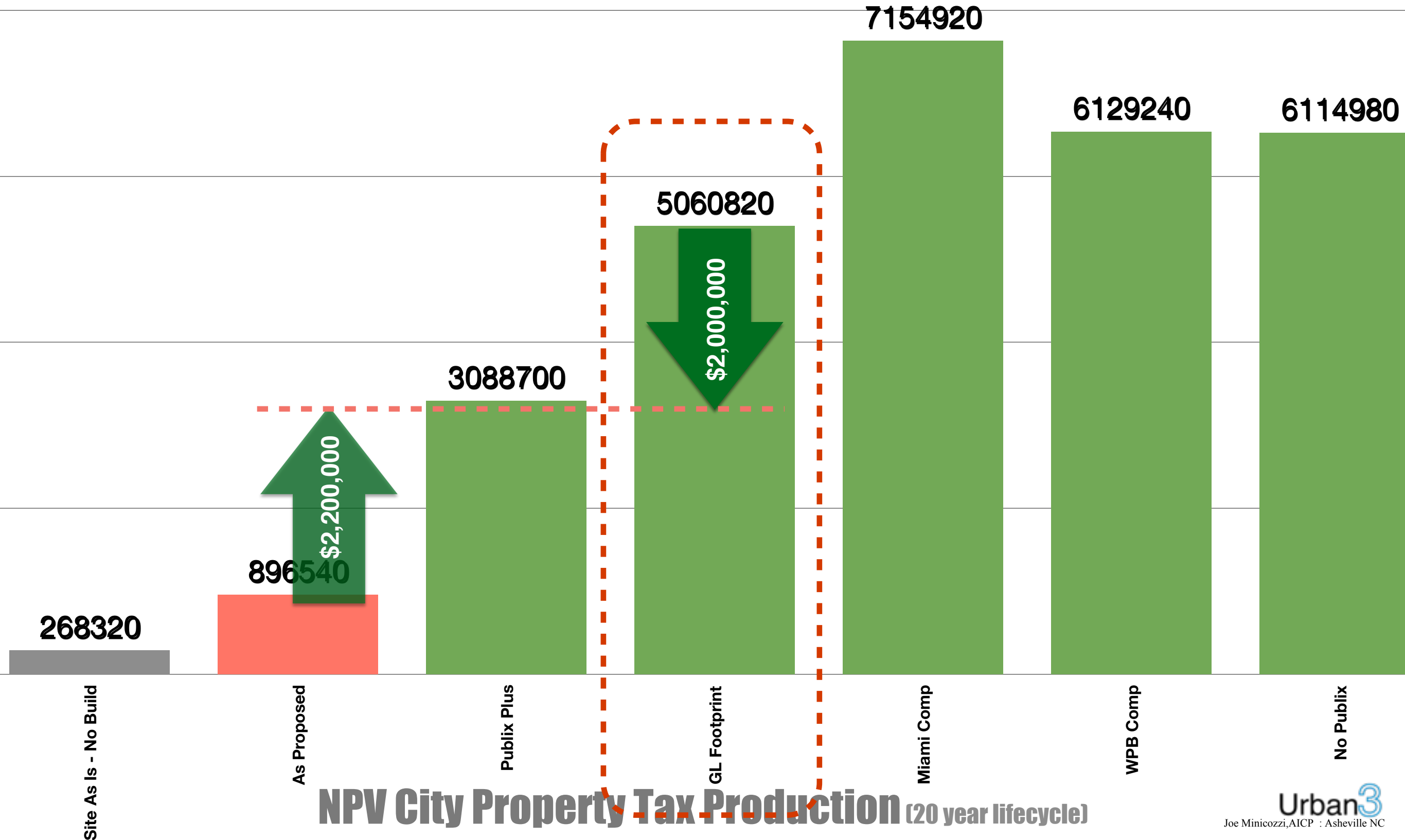
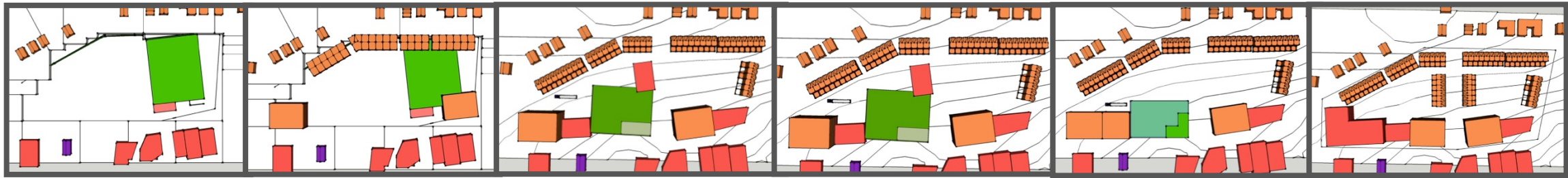
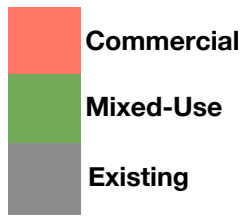
# Total Annual City Property Tax Production





# Total Annual City Property Tax Production

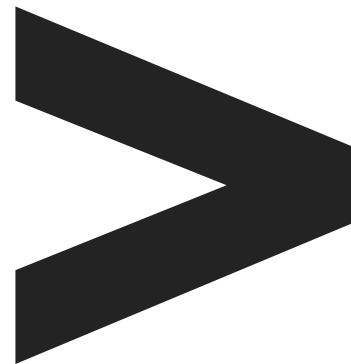








Greenway



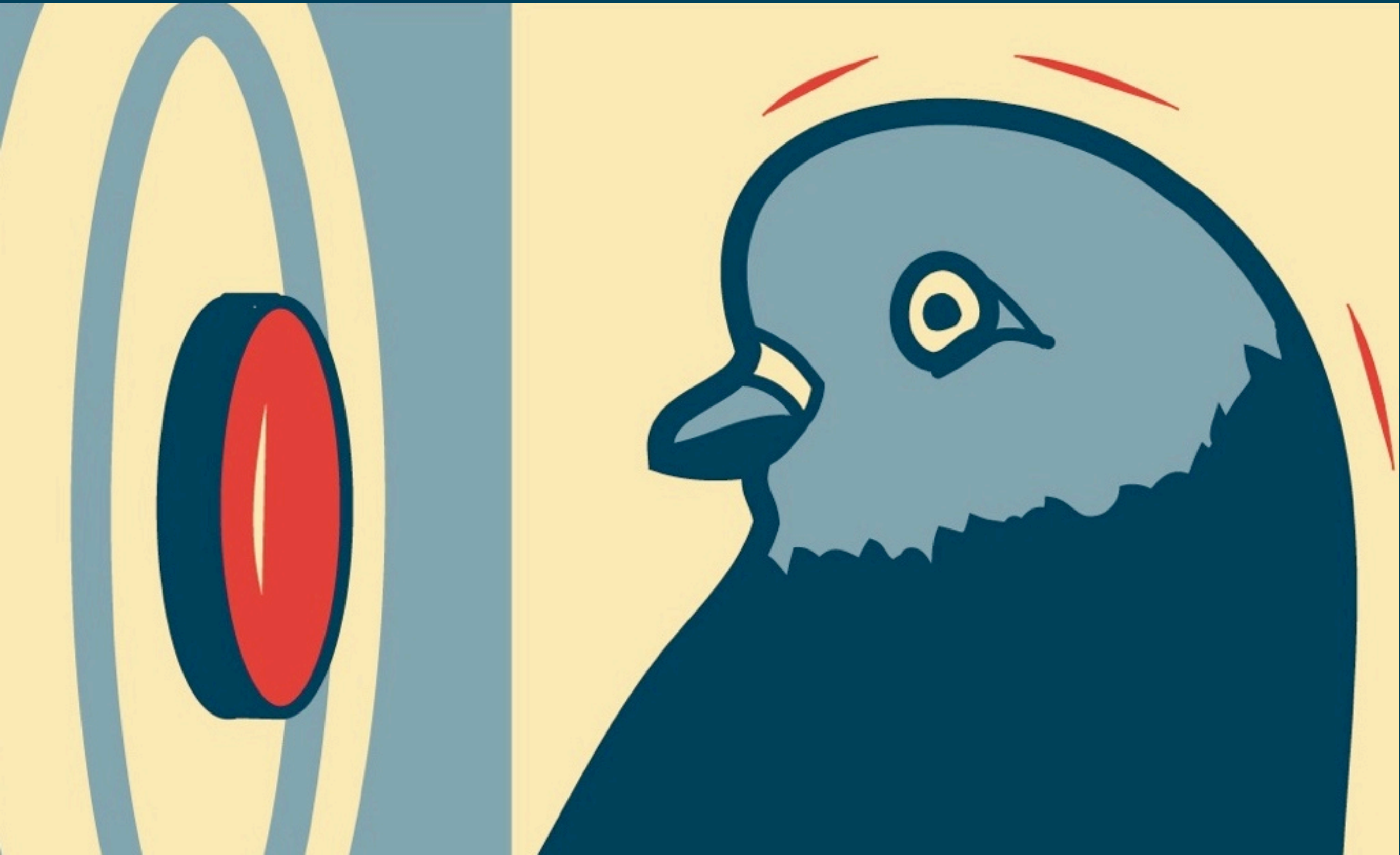
Art Teacher



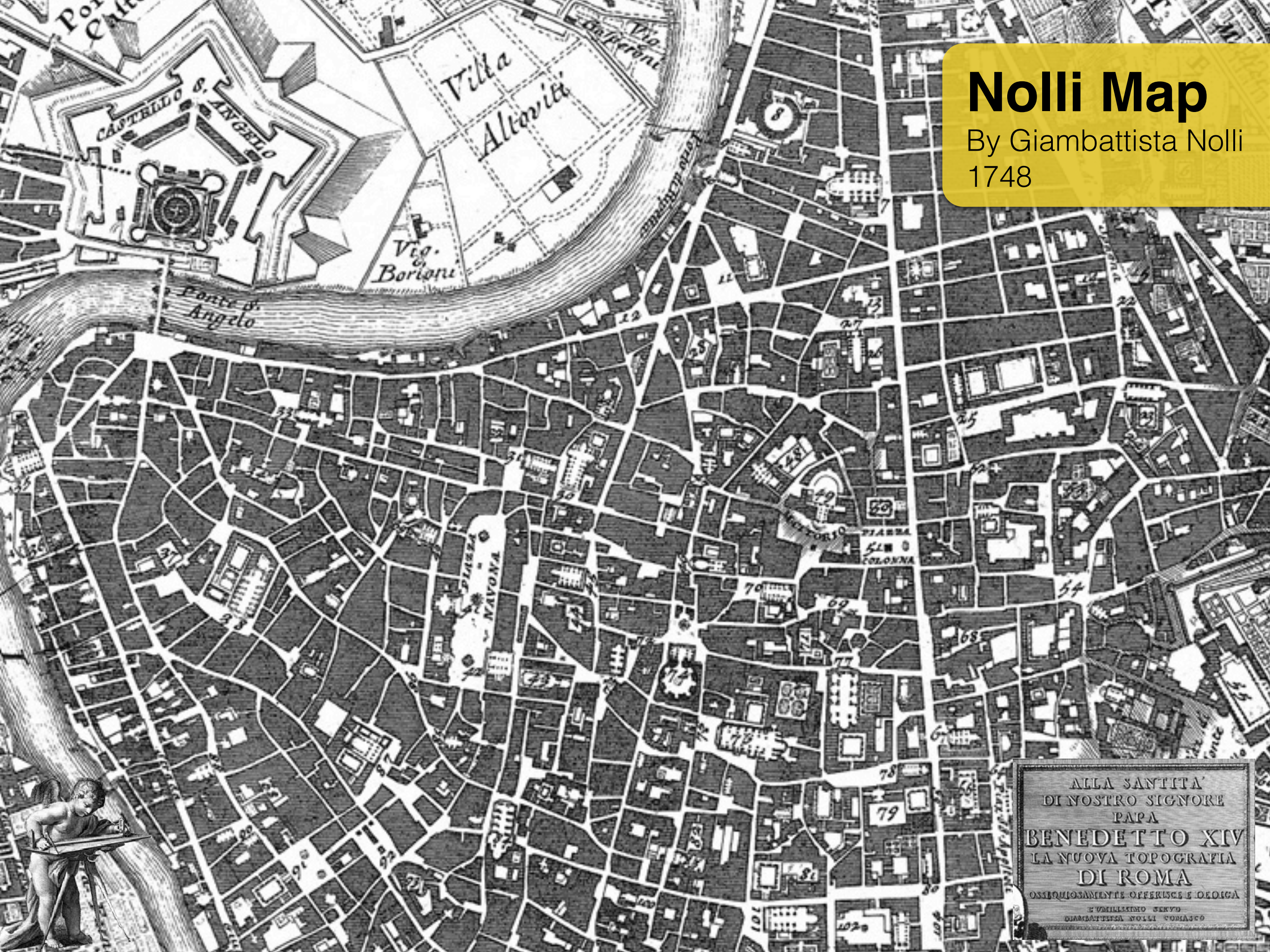
Dancing Traffic Cop



# Behavioral Economics







# Nolle Map

By Giambattista Nolli  
1748



ALLA SANTITA'  
DI NOSTRO Signore  
PAPA  
**BENEDETTO XIV**  
LA NUOVA TOPOGRAFIA  
DI ROMA  
OSSEQUIOSAMENTE OFFERISCE E DEDICA  
L'UMILISSIMO SERVO  
GIAMBATTISTA NOLLI COMASCO



# BUSINESS



**The Atlantic**  
May 21, 2012

## How We Got the Crash Wrong

Leverage was not the problem—incentives were, and still are.  
*By William D. Cohan*



SNL First Season



Ford is President

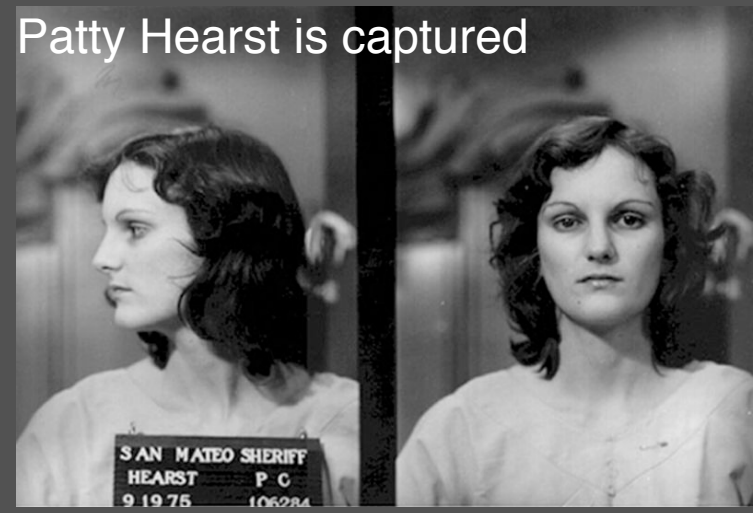


Mercury Bobcat is released

THE GREATEST EVENT IN ALL SPORTS HISTORY  
**BIG AL'S BIG BUSH GRILL**  
 "YOU KILL 'EM, WE GRILL 'EM"  
 Present  
**THE THRILLA IN MANILA**  
 WORLD'S HEAVYWEIGHT CHAMPIONSHIP FIGHT  
**'SMOKIN' JOE' FRAZIER** CHALLENGER VS. **MUHAMMAD ALI AKA CASSIUS CLAY** CHAMPION  
 NO HOME TV  
**WED. 1ST OCT.** DIRECT FROM *Manila* RINGSIDE AT COLISEUM HOUSES  
 DOORS OPEN 8:00PM MANILA PHILIPPINES ALL IN ONE \$20  
 \*\*\* RING SIDE IS WHERE IT'S AT \*\*\* NO HOME TV \*\*\* NO RADIO \*\*\*

# 1975

Patty Hearst is captured



Last year of Vietnam Conflict





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# A Kodak Moment

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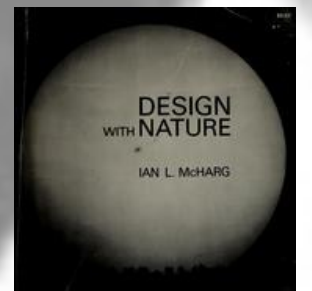


Steve Sasson



We have but one explicit model of the world and that is  
built upon economics.

The present face of the land of  
the free is its clearest  
testimony, even as the Gross  
Domestic Product is the proof  
of its success.

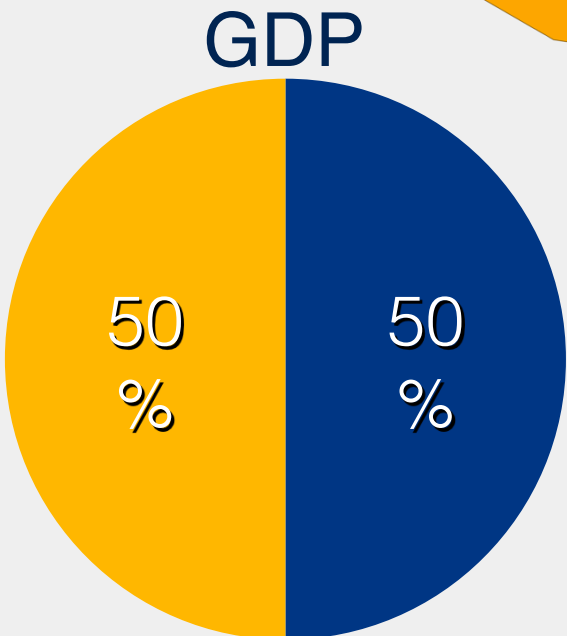
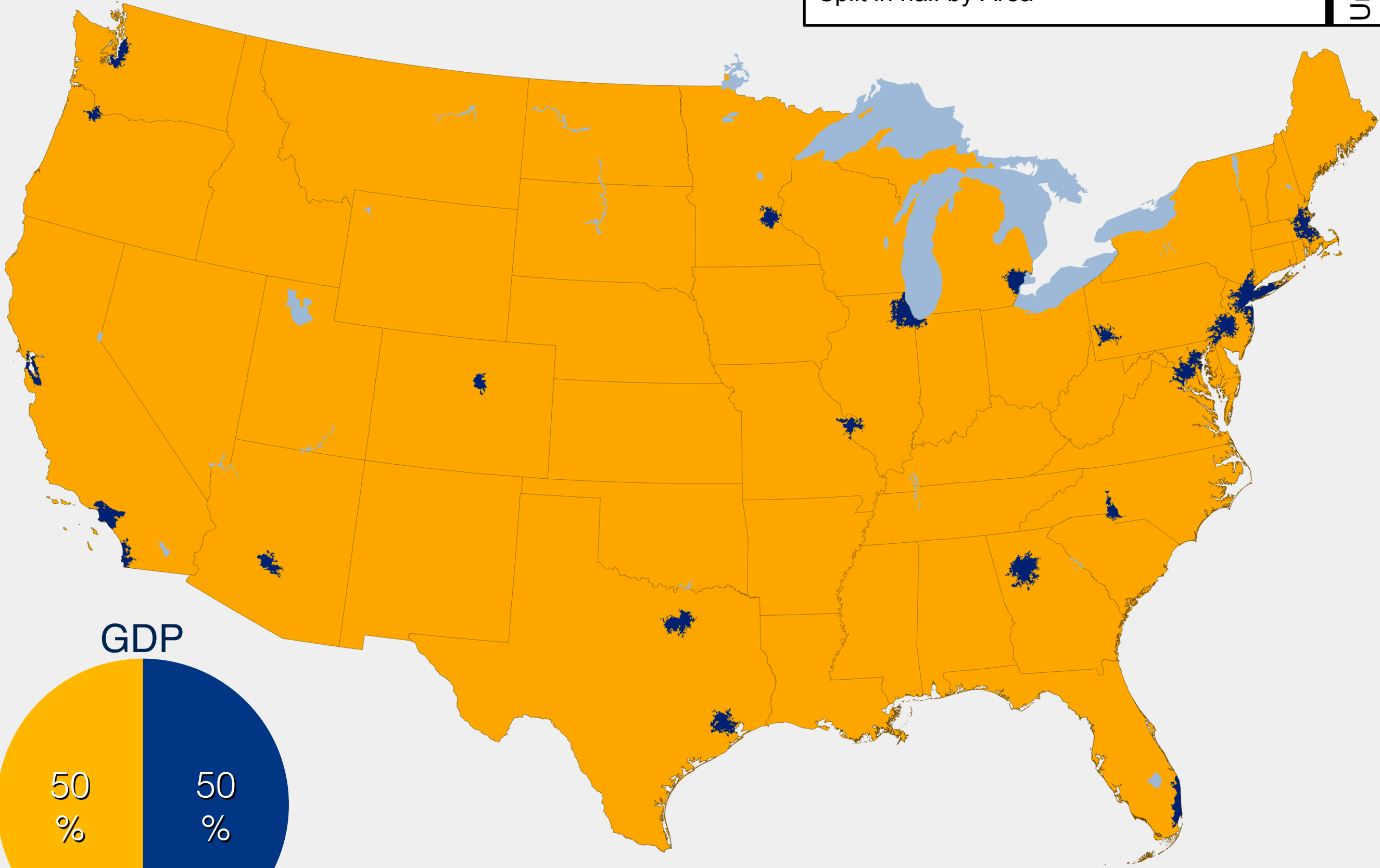


Ian McHarg  
Design With Nature  
1969



# The US Economic Activity (GDP)

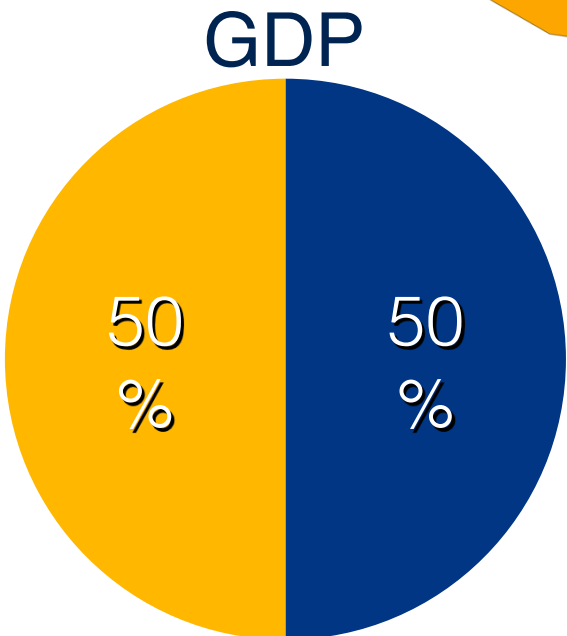
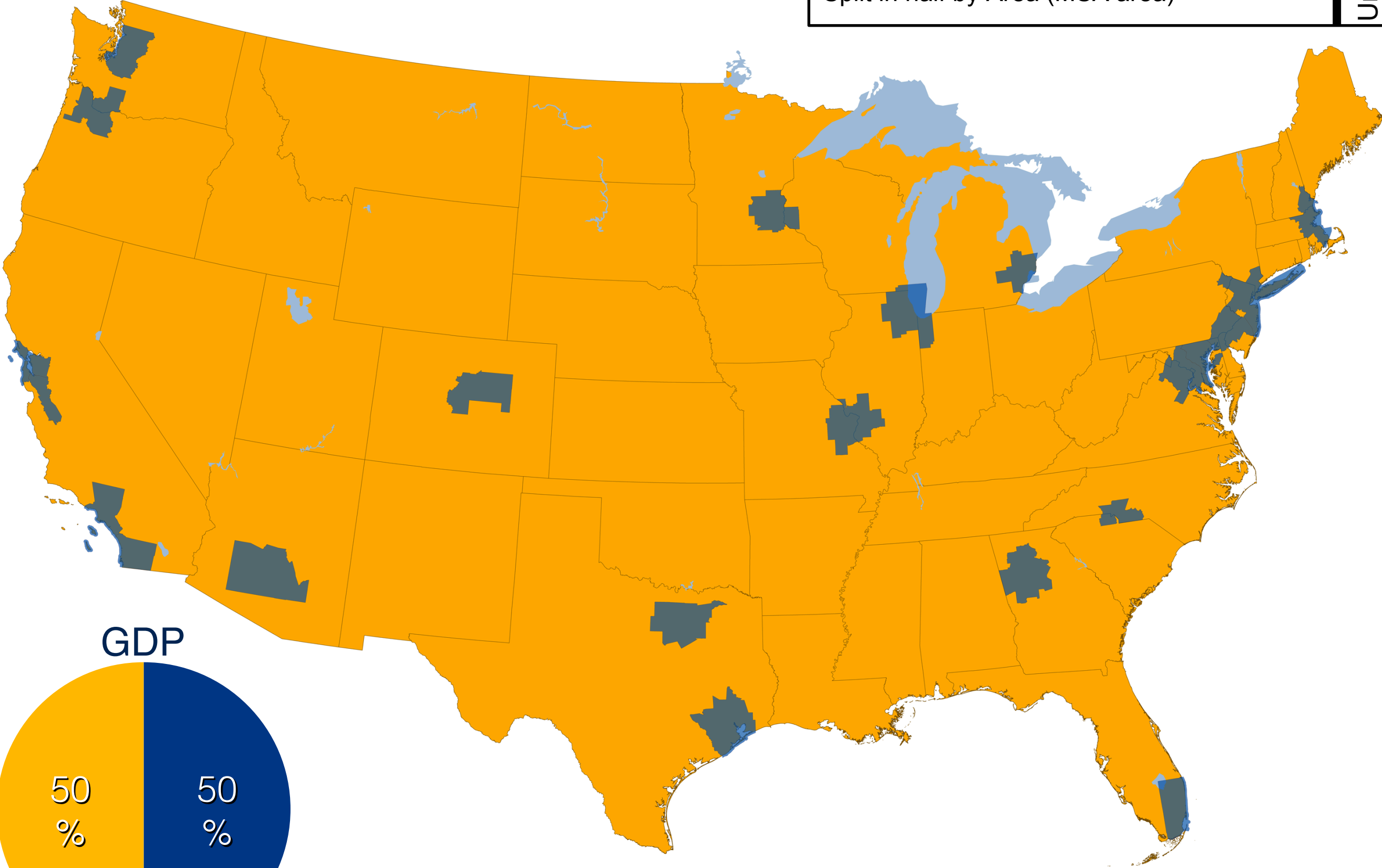
Split in half by Area





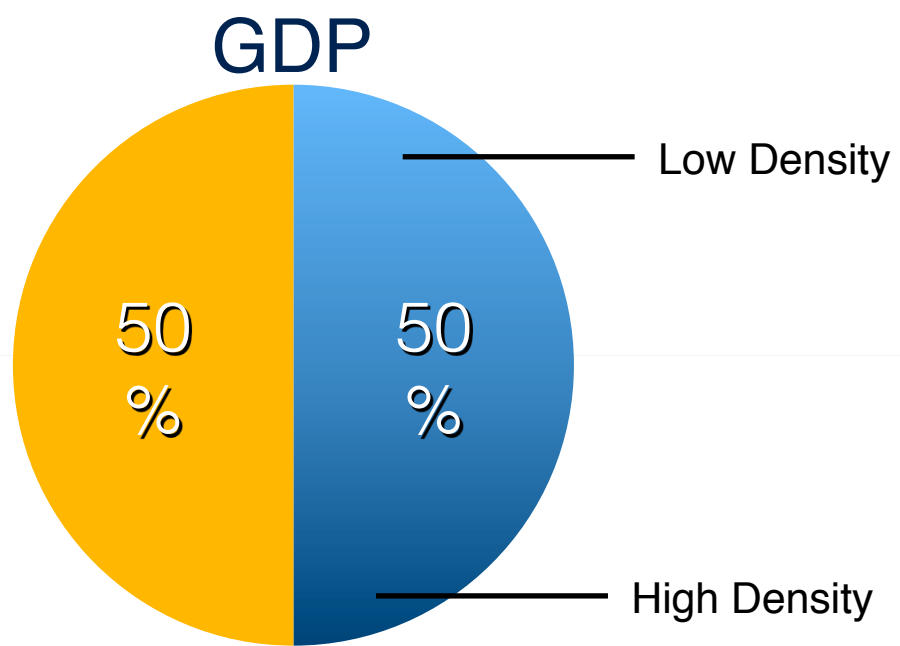
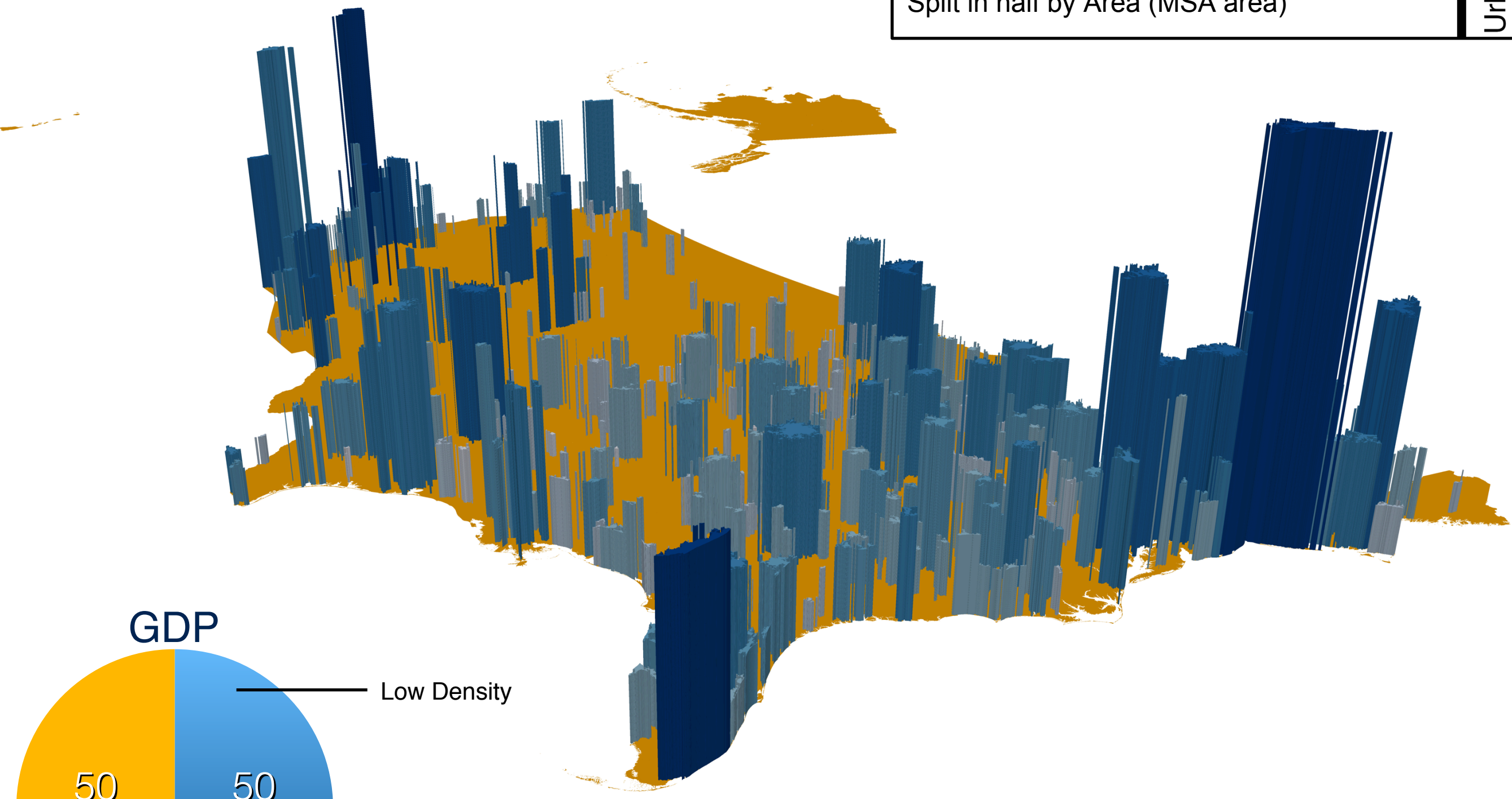
# The US Economic Activity (GDP)

Split in half by Area (MSA area)





# The US Economic Activity (GDP) Split in half by Area (MSA area)





Ian McHarg  
Design With Nature  
1969

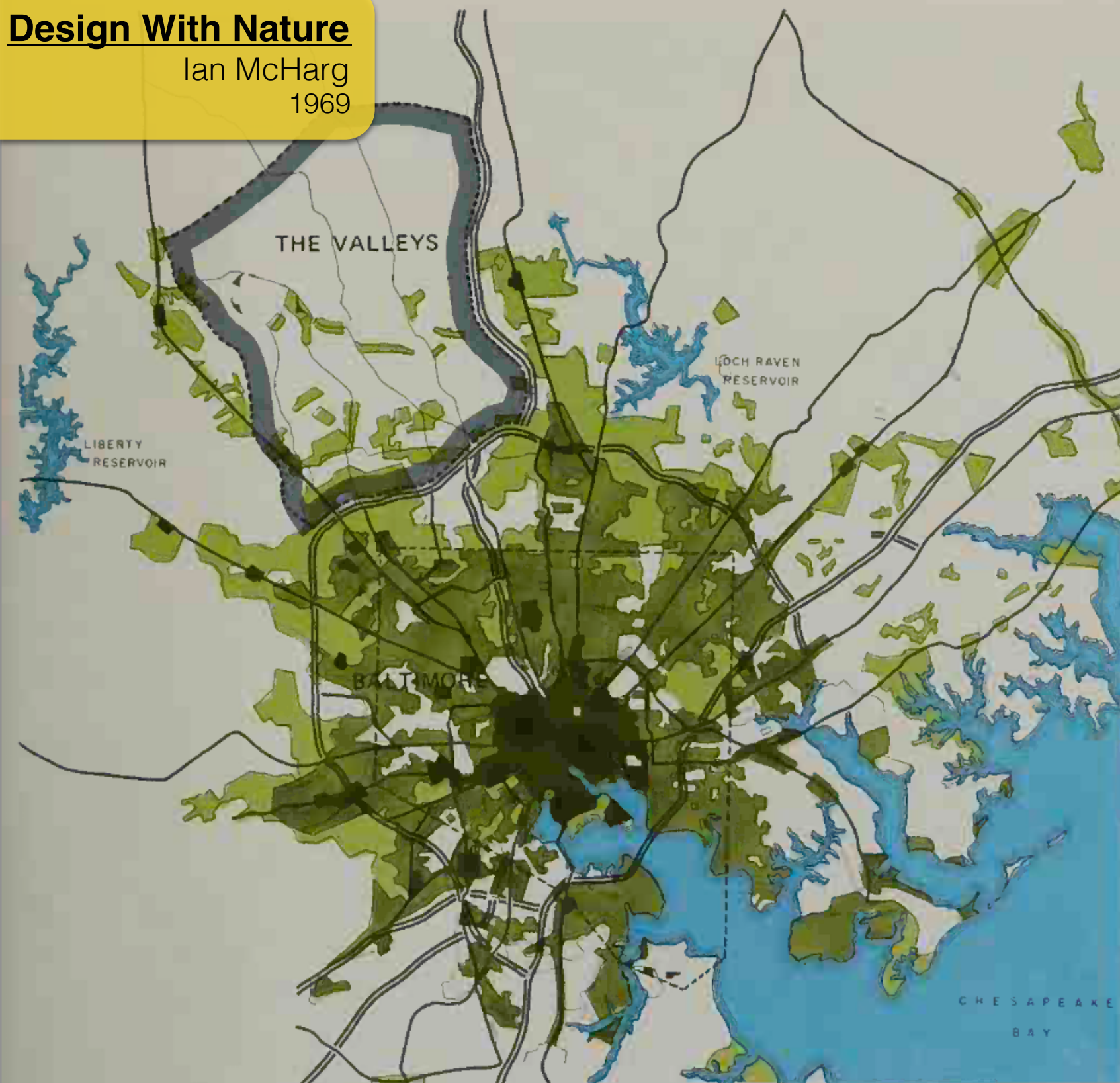


**Planned growth  
is more desirable  
than uncontrolled  
growth, and  
more profitable.**



## Design With Nature

Ian McHarg  
1969



BALTIMORE REGION

graphic and financial terms it was rejected as unacceptable by the residents of the region.

Given the anticipated population to be accommodated, and the development potential of the area, what principles can avert spoliation, ensure enhancement, and equal the development values of uncontrolled growth? The plan for the Valleys employed *physiographic determinism* to reveal the optimum pattern of development. This is the third original component. In short, physiographic determinism suggests that development should respond to the operation of natural processes. These processes will vary from region to region. The application of the concept in the study area is circumstantial, but the concept is general in its applicability.

The land was examined to reveal the intrinsic opportunities and constraints to urban development. Thereafter when permissive areas were tested against the housing market it was found that only a marginal increase in density was necessary to accomplish a fit.

When this proposal was examined in terms of the development value produced, it was seen to create an anticipated value of \$7,000,000 in excess of the uncontrolled growth model.

Given a projection of population, the next question is how to carry out a development conception that satisfies both amenities and development values. The major innovation in this realm was the proposed real-estate syndicate. This device suggests that the land-owners of the Valleys constitute themselves

Dr. David A. Wallace  
Plan For The Valleys 1963  
Wallace & McHarg,



**DO THE MATH**





- 20 minutes
- Big Picture
- Show the money, as its the money that is making sprawl.
- People want it because its a great deal
  - Sarasota
- McHarg dillusion
- McHarg Good Design is worth more
  - Publix
- McHarg greed private profits at a public cost
  - Walmart
- Solution is knowing the math
- Don't expect entrenched thinking to change quickly
  - Machiavelli
  - Kodak

**Maybe close the presentation with the NC Finance Officers show, and the grocery store.**



of planning requires the posing of alternatives with costs and benefits of each, it is necessary to be able to demonstrate the physical and financial consequences of the status quo extended into the future.

Ian McHarg  
Design With Nature  
1969

“value”: used 364x in book



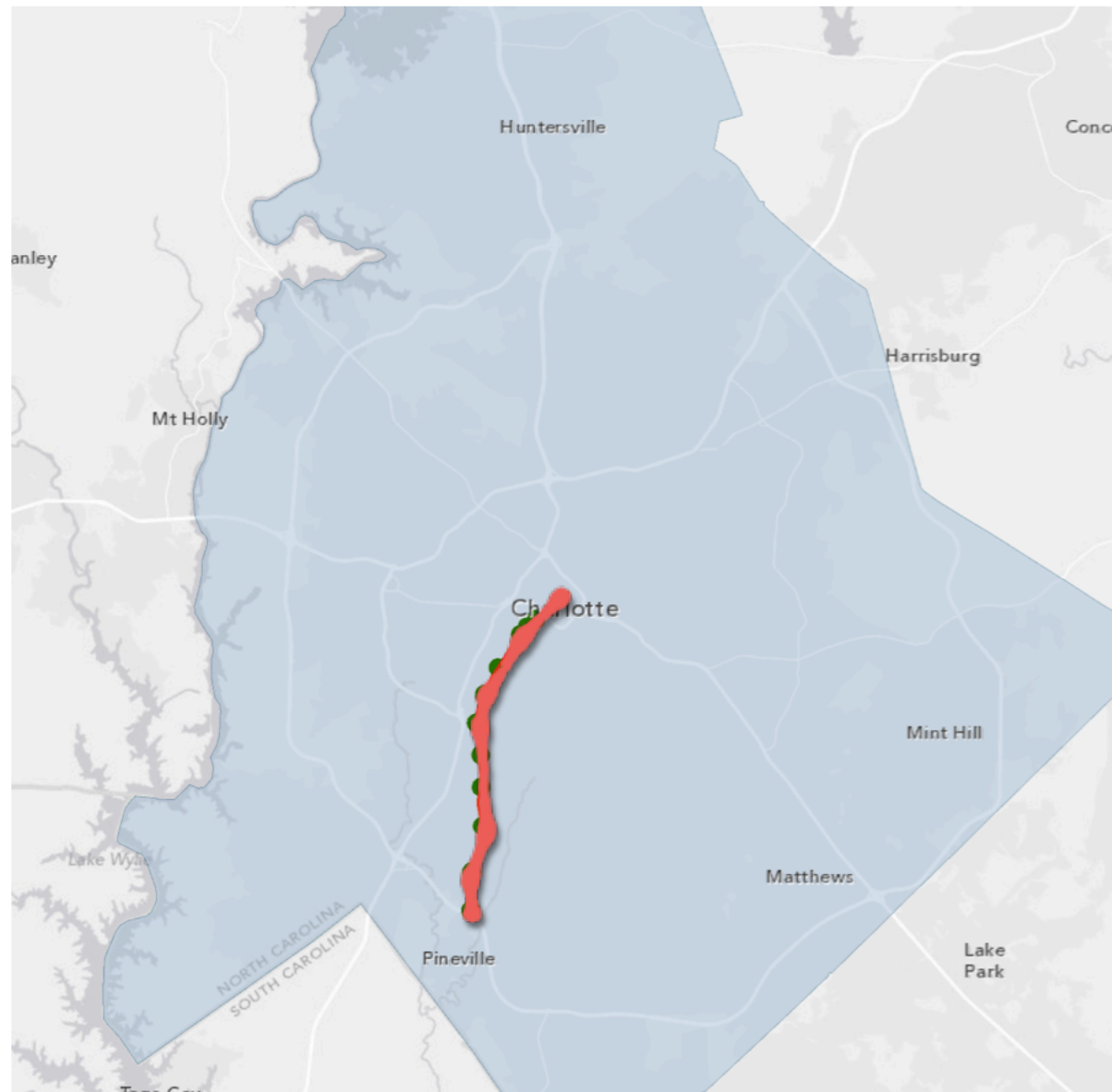


# A Tale of Two Transits





# A Tale of Two Transits



**Charlotte LYNX**

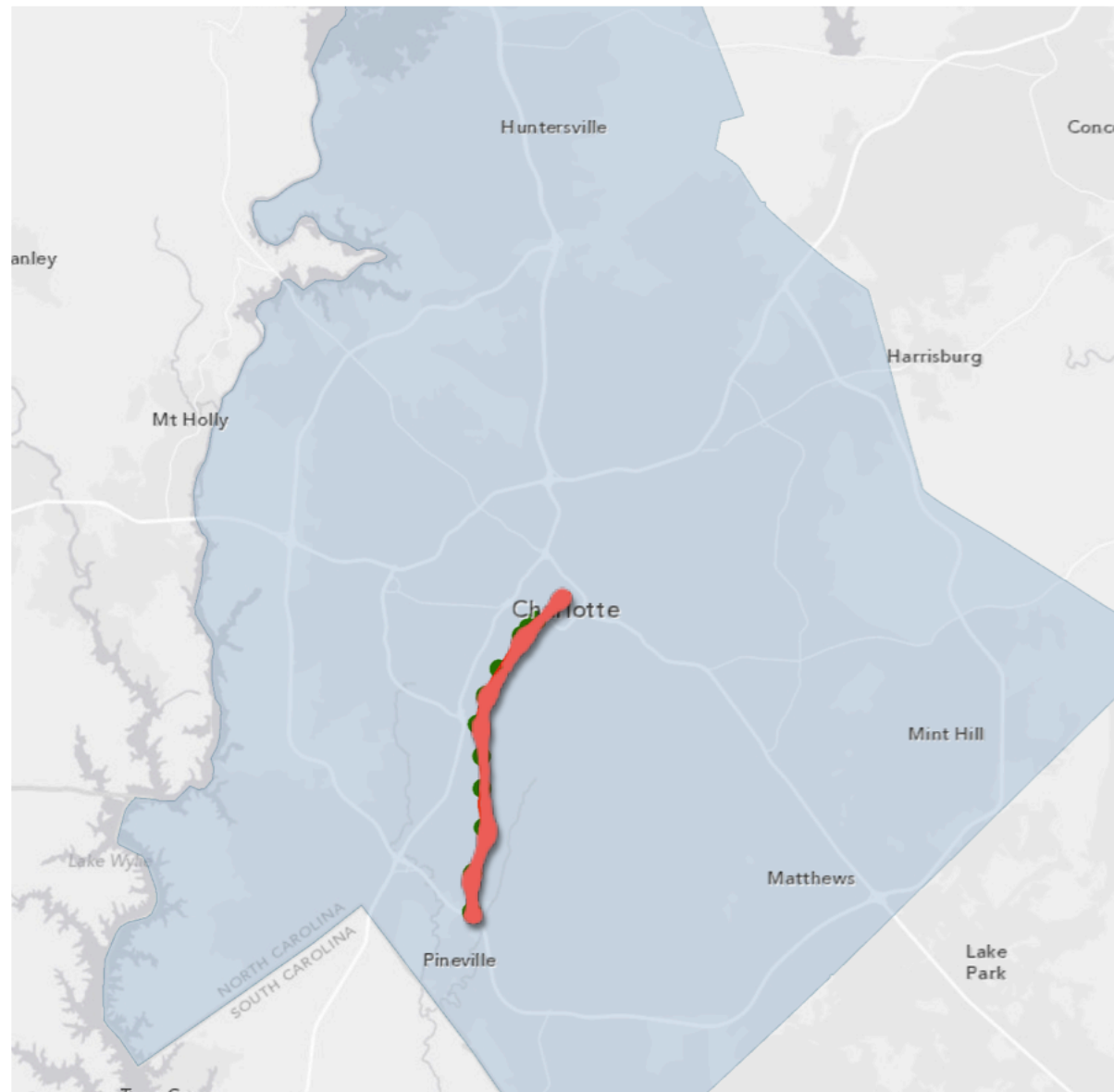


**Austin Metrorail**

25 miles



# A Tale of Two Transits



**Charlotte LYNX**

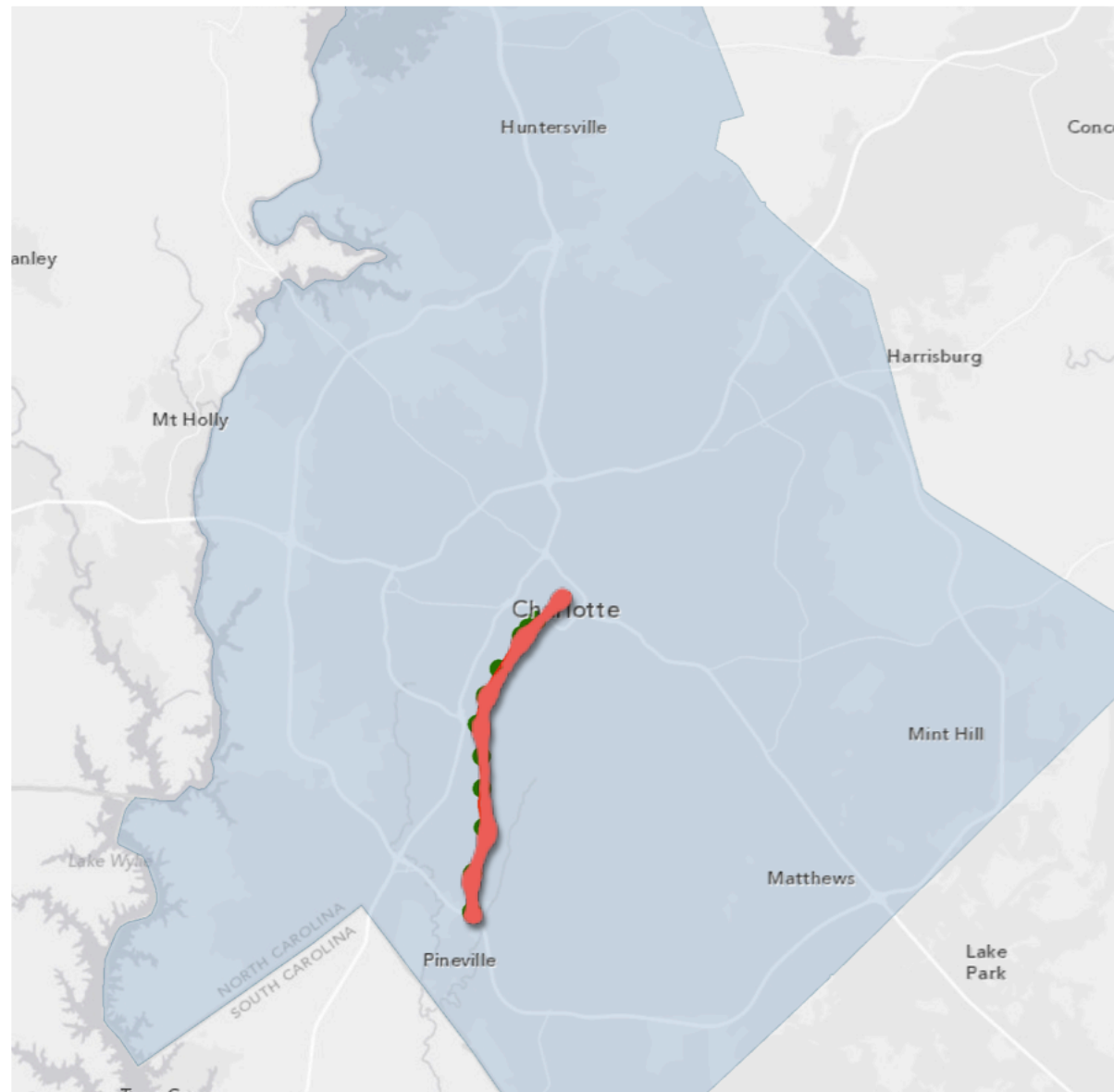


**Austin Metrorail**

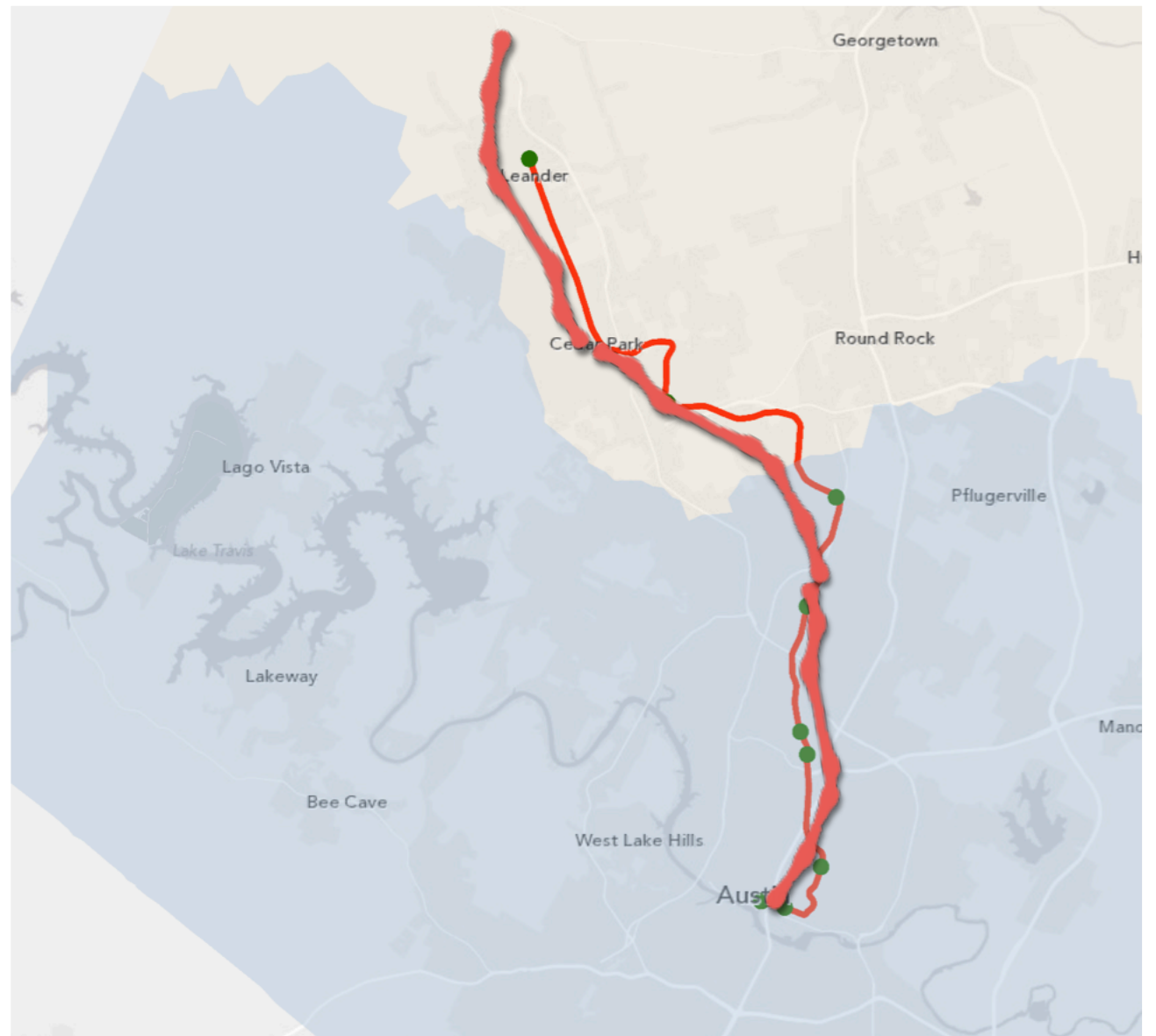
25 miles



# A Tale of Two Transits



**Charlotte LYNX**



**Austin Metrorail**

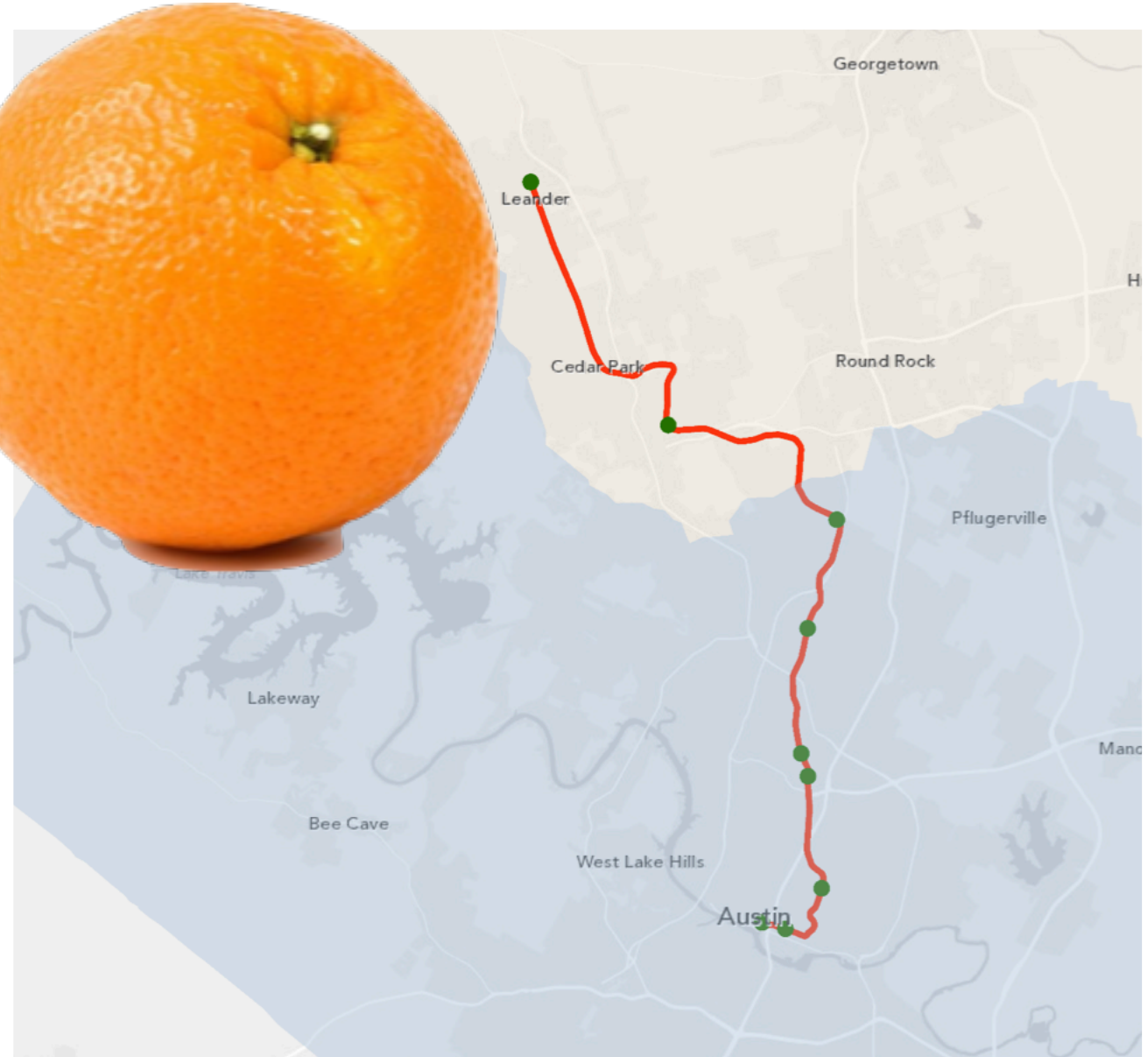
25 miles



# A Tale of Two Transits



**Charlotte LYNX**



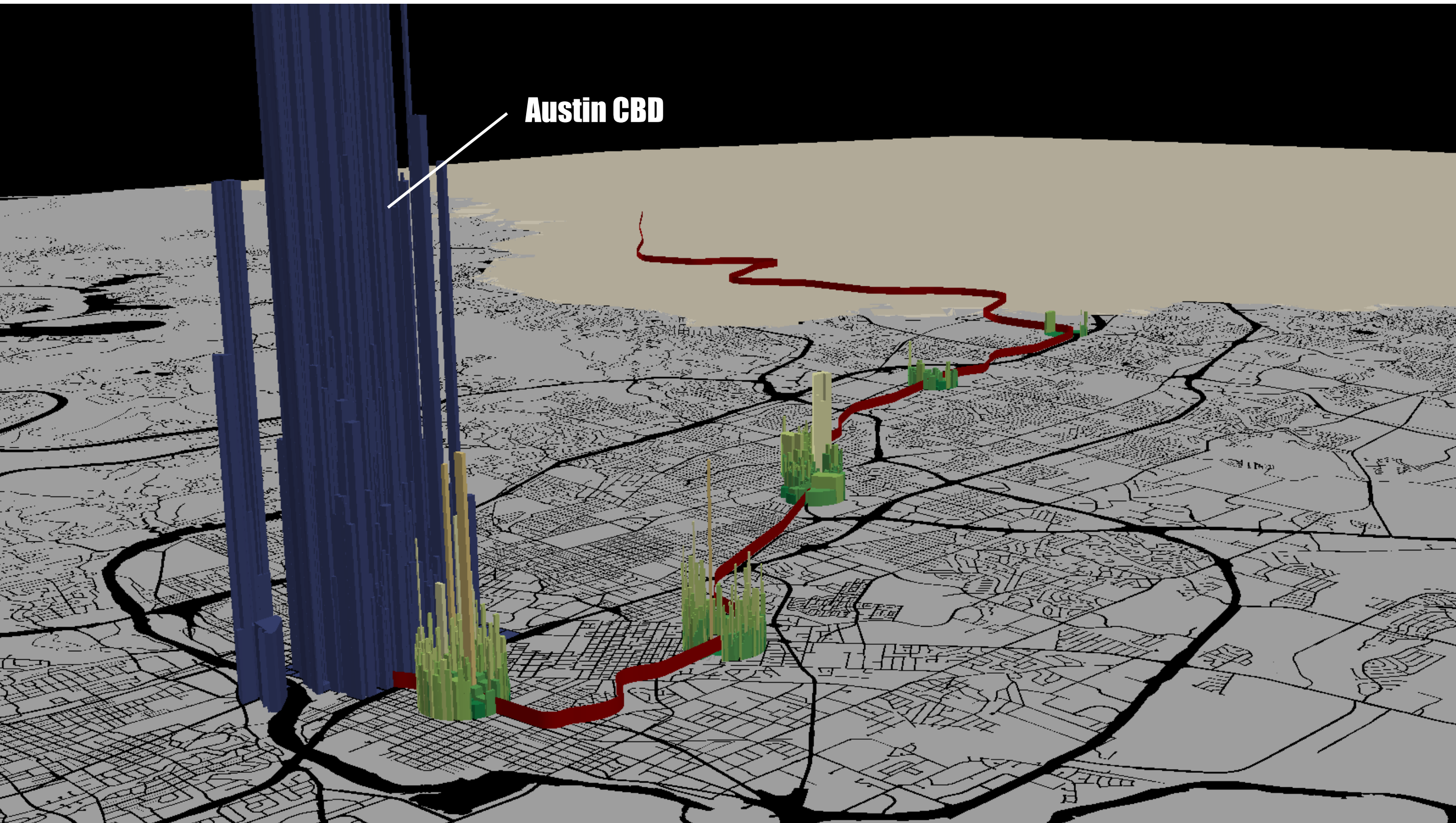
**Austin Metrorail**

25 miles

Transit or Freight	Dedicated Transit	Shared
Commuter Typology	Infill Urbanist	Suburban Commuter
Stop Distance	Short	Long
Service Hours	5am - 1am	7pm Last Train



# A Tale of Two Transits

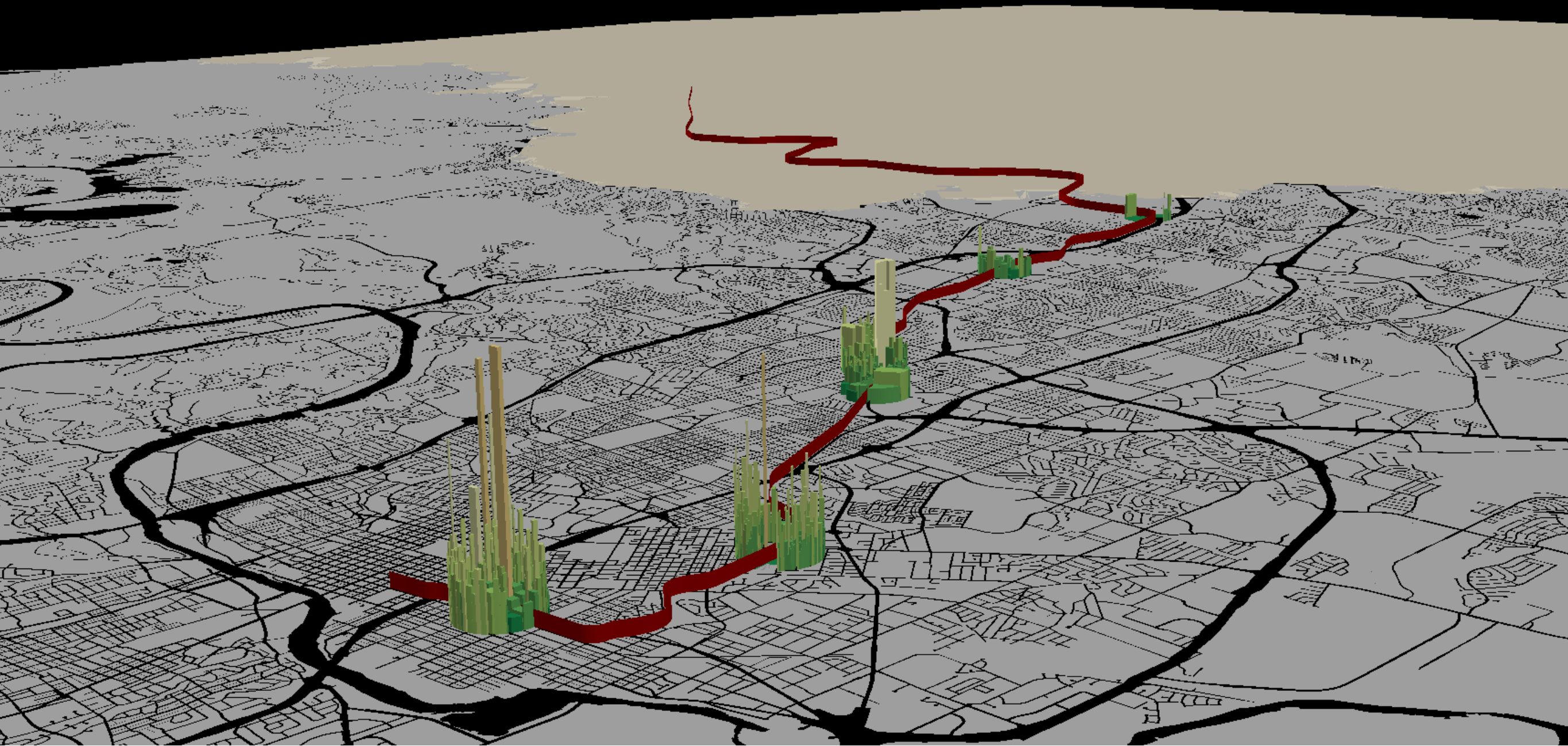


## Austin Metrorail

TOD pedestrian shed real estate value per acre model capture along light rail line.



# A Tale of Two Transits

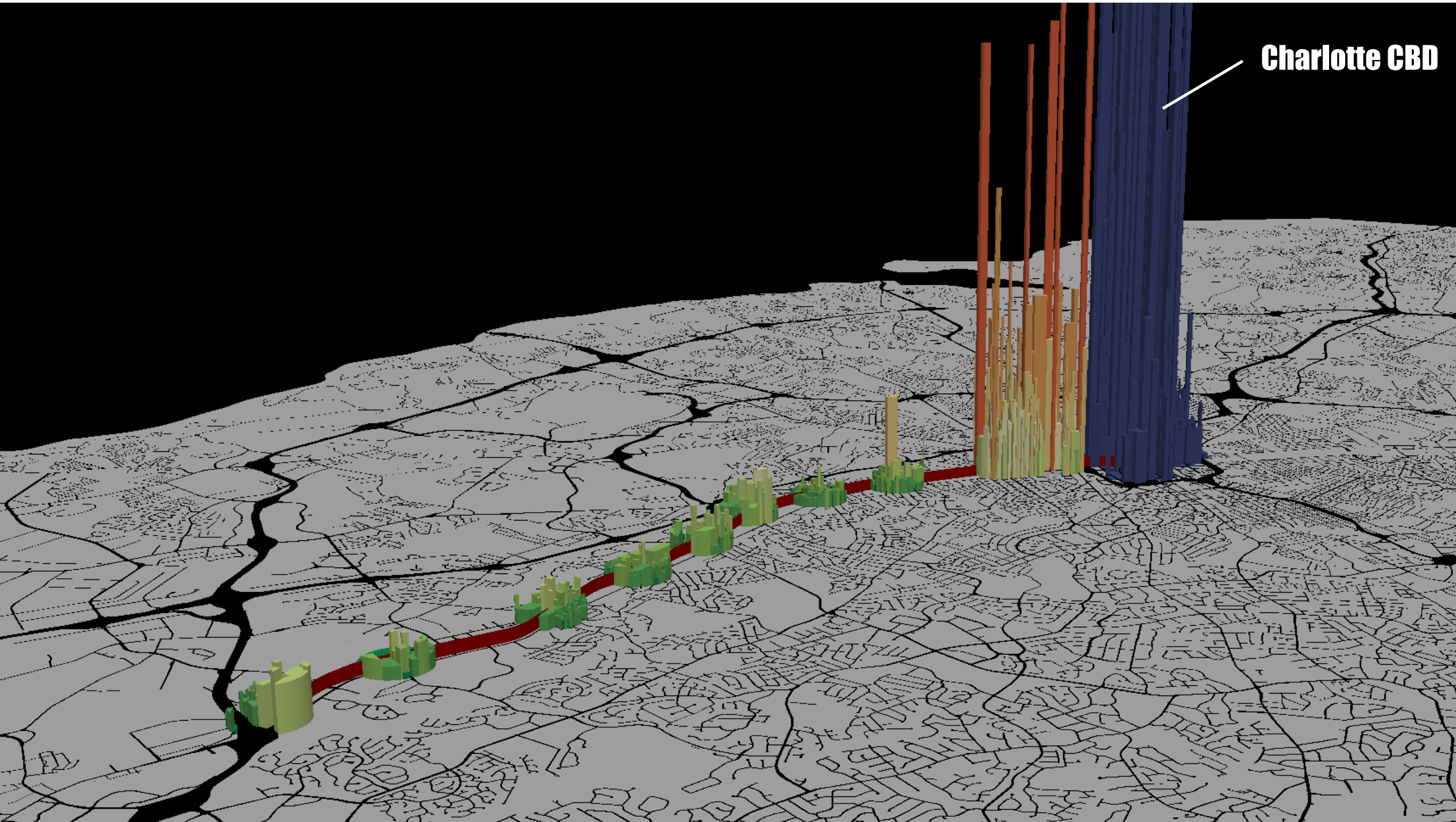


## Austin Metrorail

TOD pedestrian shed real estate value per acre model capture along light rail line.



# A Tale of Two Transits



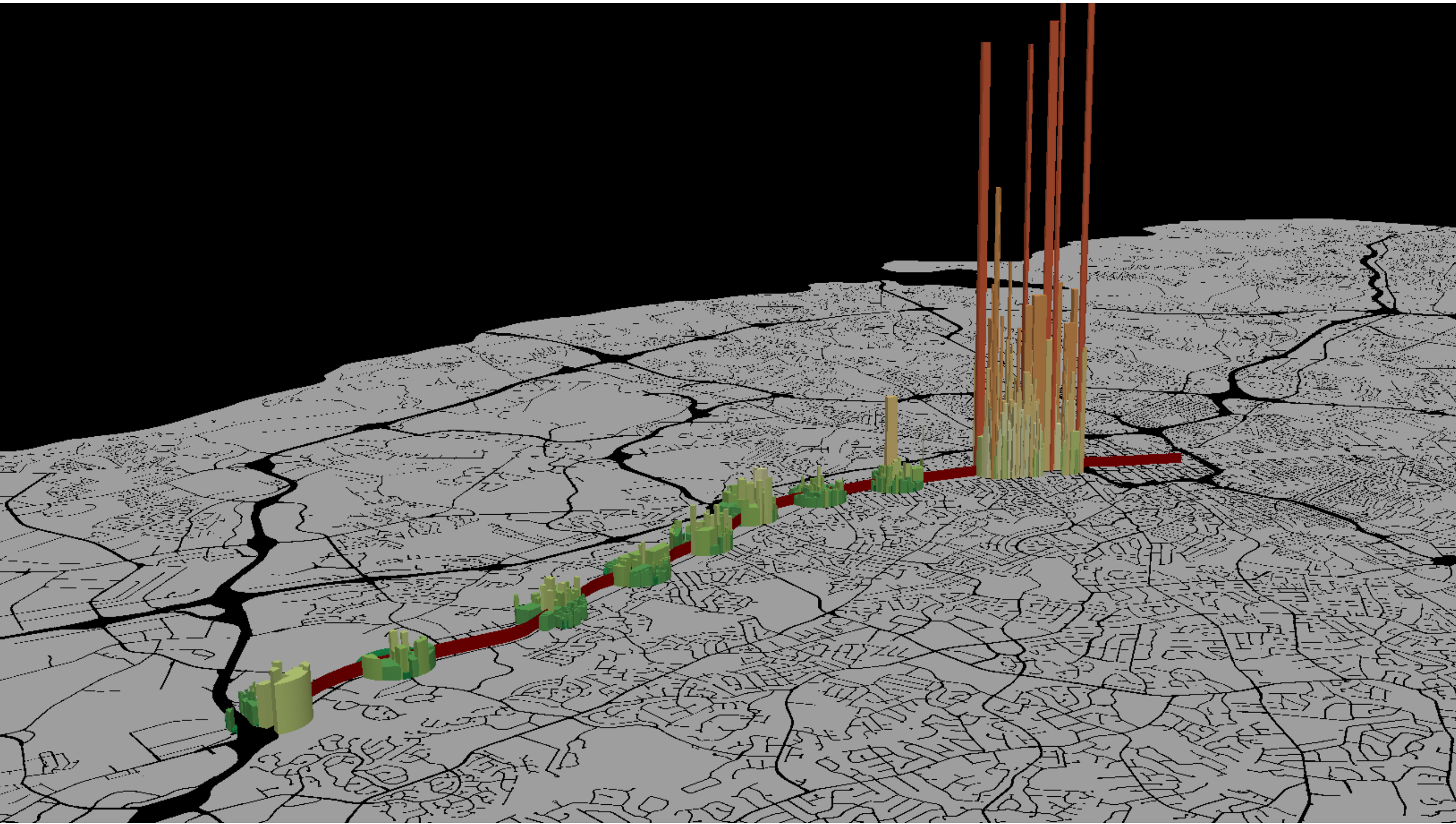
Charlotte CBD

## Charlotte LYNX

TOD pedestrian shed real estate value per acre model capture along light rail line.



# A Tale of Two Transits

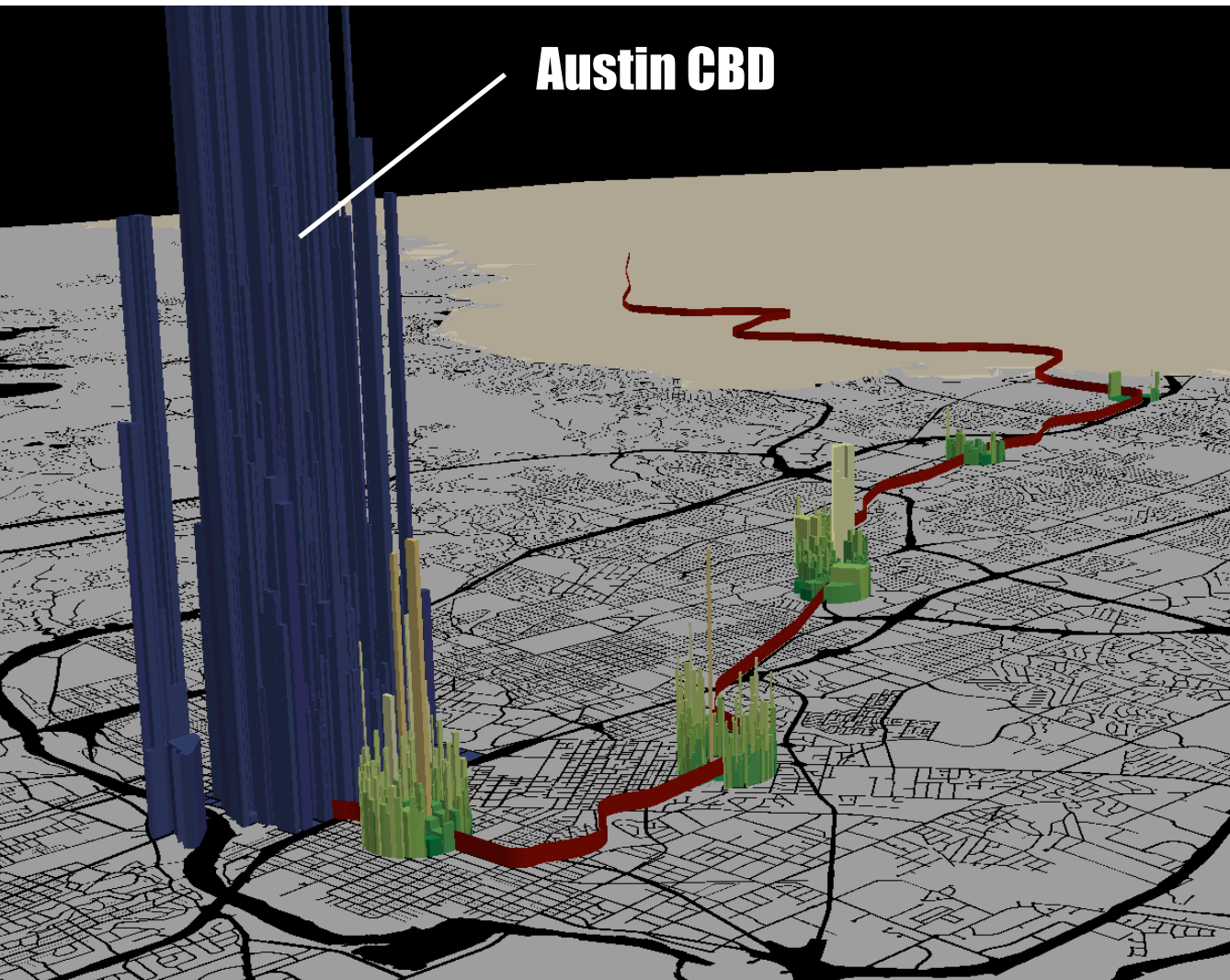


## Charlotte LYNX

TOD pedestrian shed real estate value per acre model capture along light rail line.



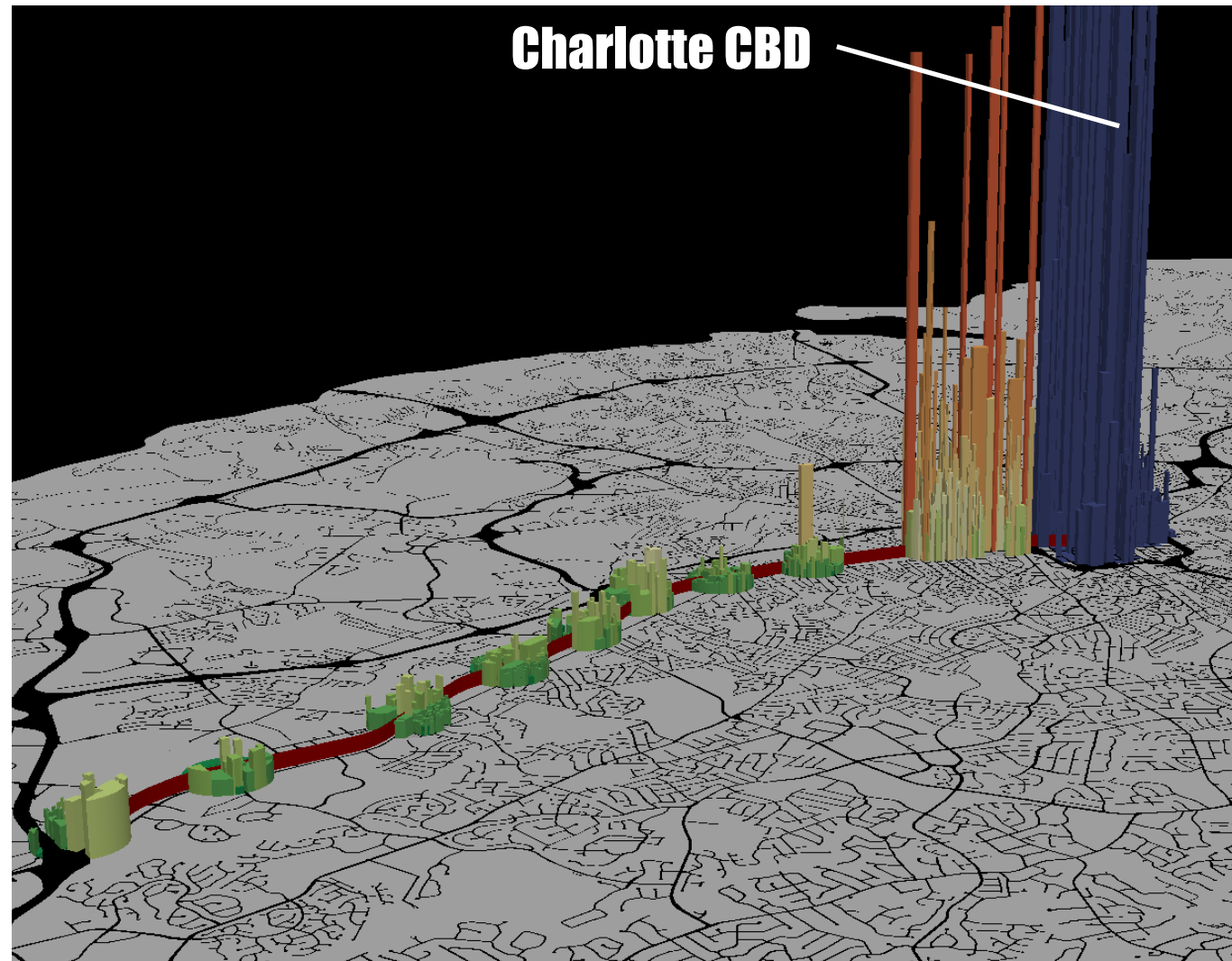
# A Tale of Two Transits



**Austin Metrorail**

**Average Taxable  
Value per Acre for  
TOD outside of CBD**

**\$648,390**



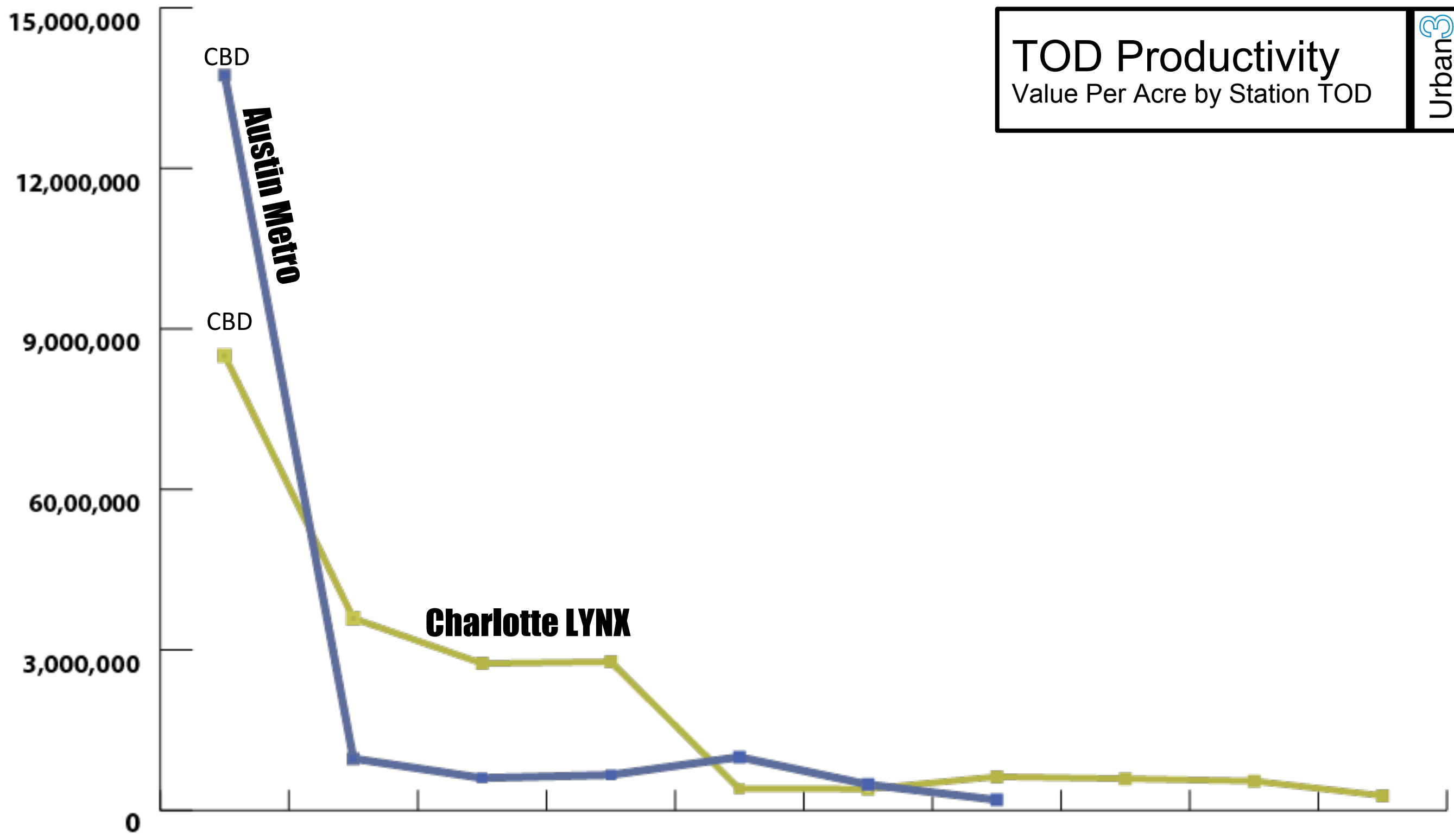
**Charlotte LYNX**



**\$1,326,235**



# TOD Productivity

Value Per Acre by Station TOD

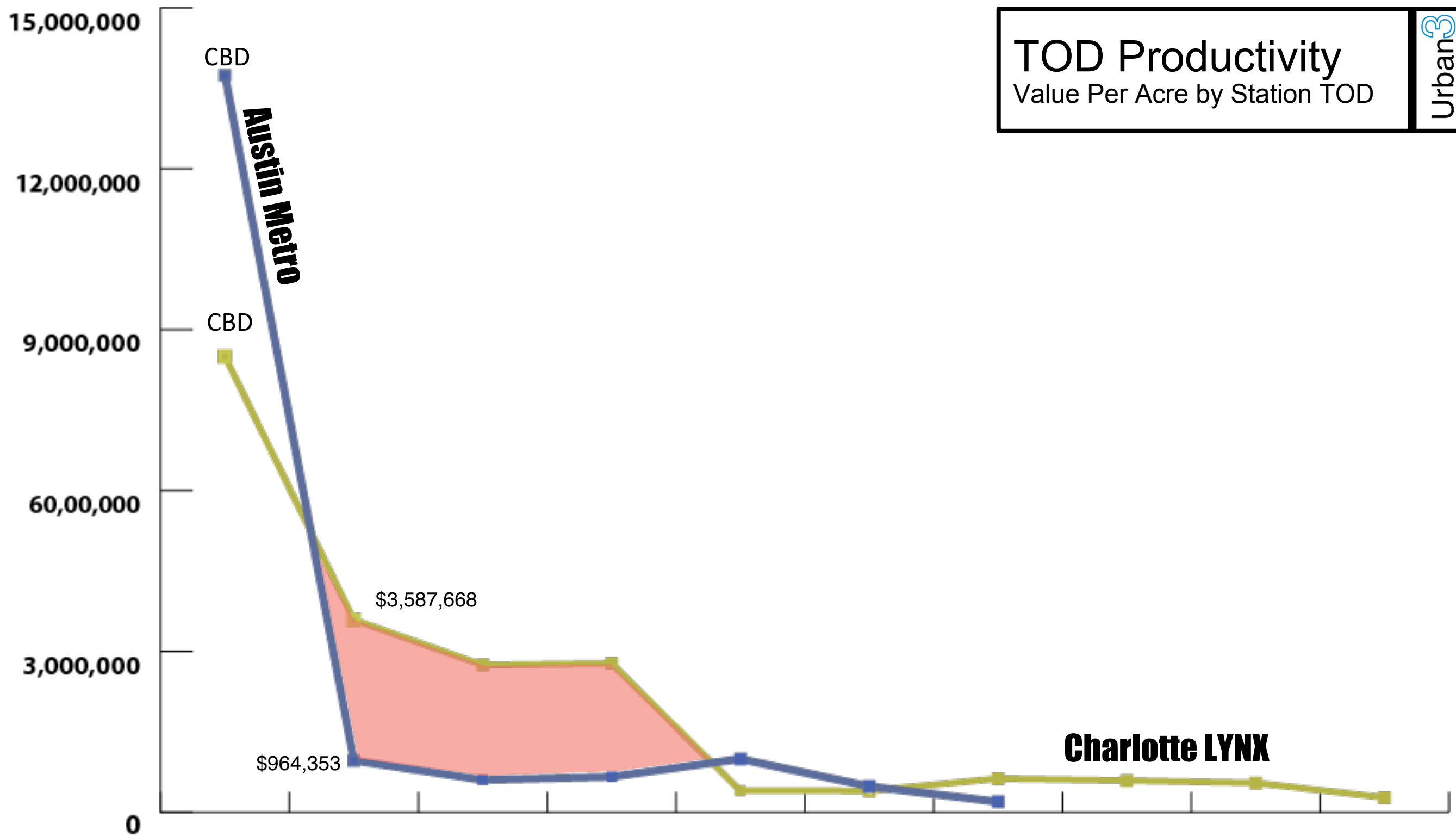


-  Charlotte LYNX
-  Austin Metrorail



# TOD Productivity

Value Per Acre by Station TOD



- Charlotte LYNX
- Austin Metrorail

**Charlotte LYNX**

**Austin Metro**

CBD

CBD

\$964,353

\$3,587,668

0

15,000,000

12,000,000

9,000,000

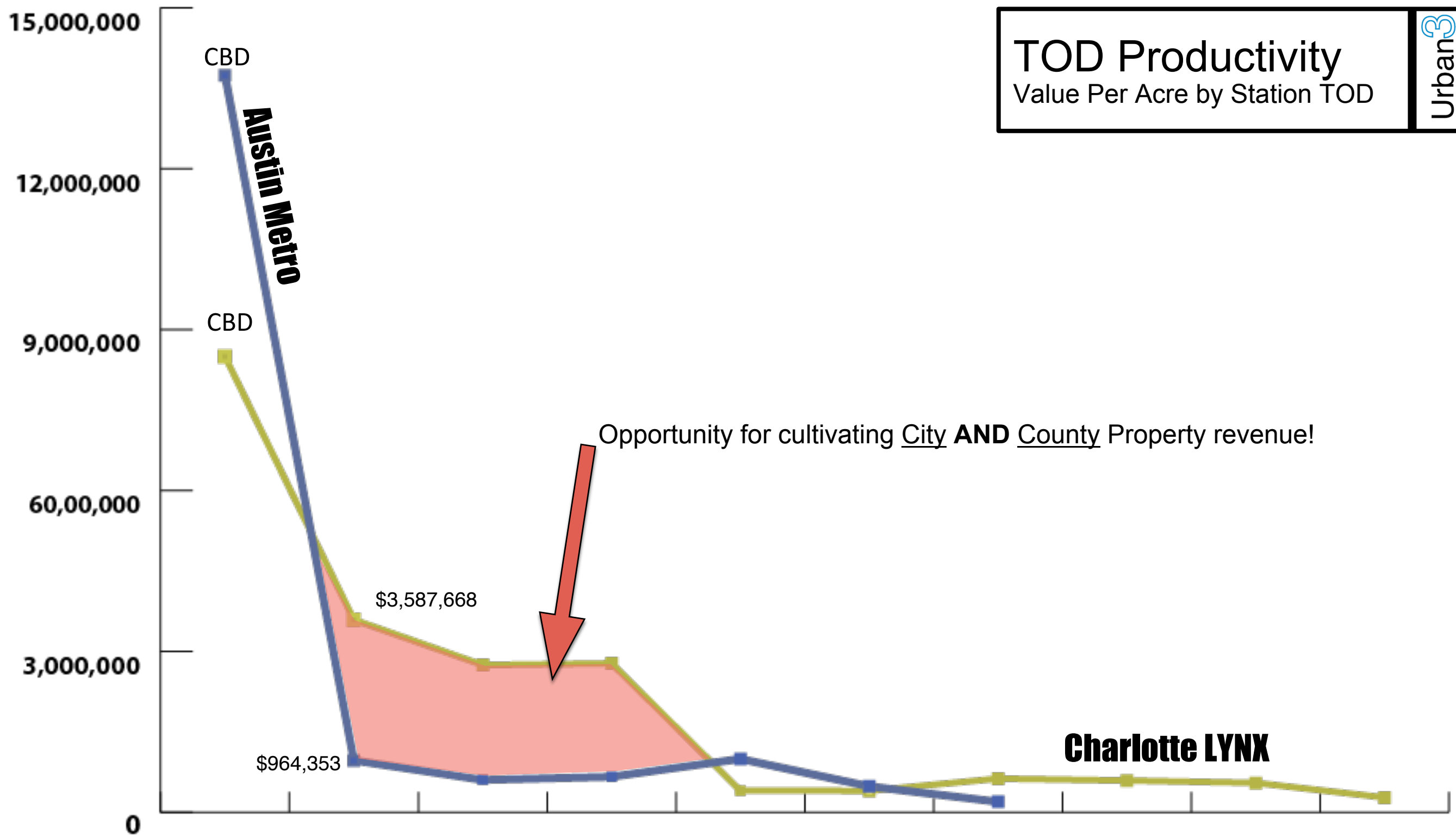
6,000,000

3,000,000



# TOD Productivity

Value Per Acre by Station TOD



- Charlotte LYNX
- Austin Metrorail

\$964,353

\$3,587,668

Opportunity for cultivating City **AND** County Property revenue!

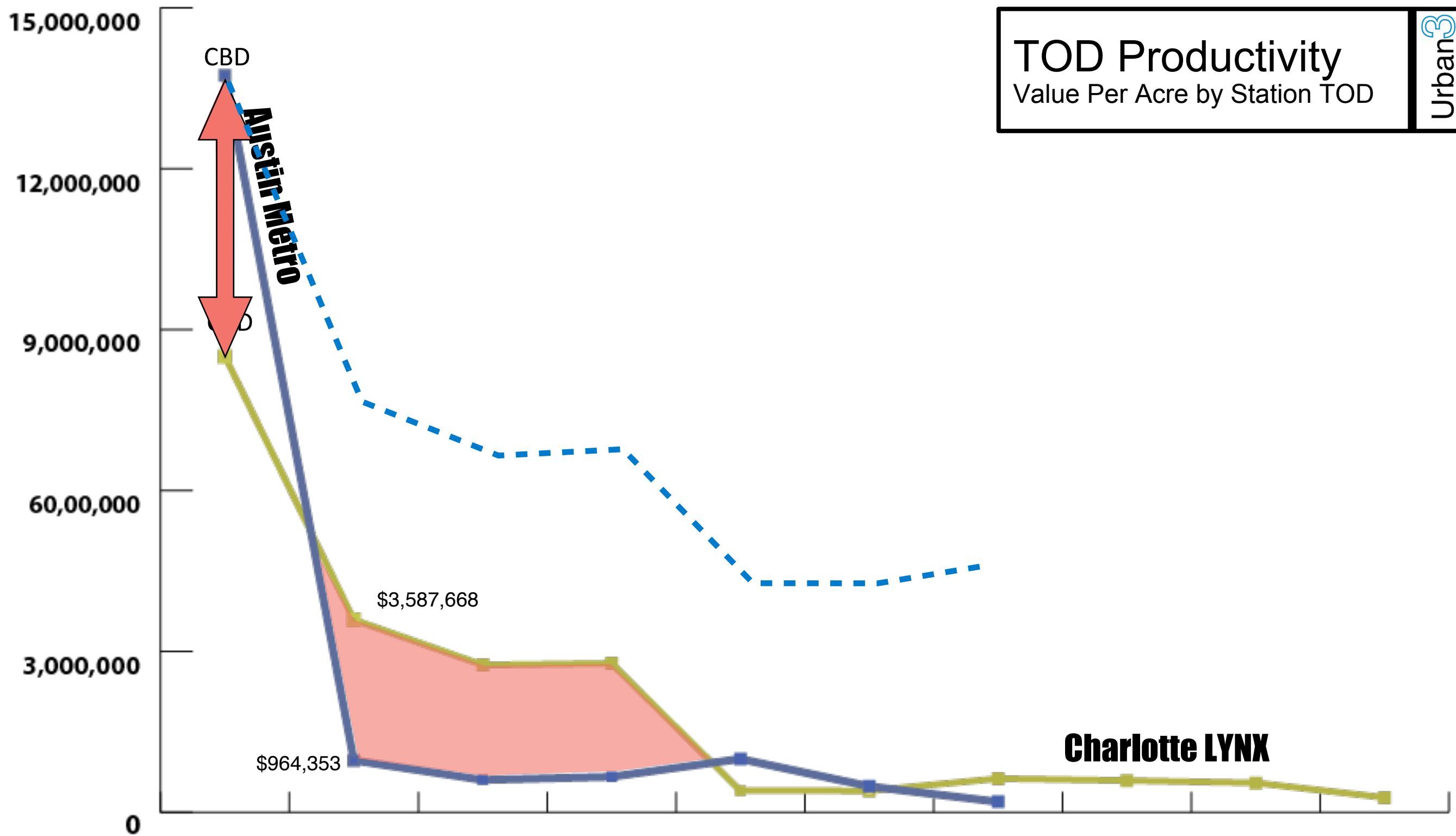
**Charlotte LYNX**

CBD  
**Austin Metro**



# TOD Productivity

Value Per Acre by Station TOD

- Charlotte LYNX
- Austin Metrorail

**Charlotte LYNX**



# Know your Intake



## Nutrition Facts

Serving Size 1 cup (228g)  
Servings Per Container 2

Amount Per Serving

Calories 250      Calories from Fat 110

% Daily Value\*

Total Fat 12g      18%

Saturated Fat 3g      15%

Trans Fat 1.5g

Cholesterol 30mg      10%

Sodium 470mg      20%

Total Carbohydrate 31g      10%

Dietary Fiber 0g      0%

Sugars 5g

Protein 5g

Vitamin A      4%

Vitamin C      2%

Calcium      20%

Iron      4%

\* Percent Daily Values are based on a 2,000 calorie diet.  
Your Daily Values may be higher or lower depending on  
your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

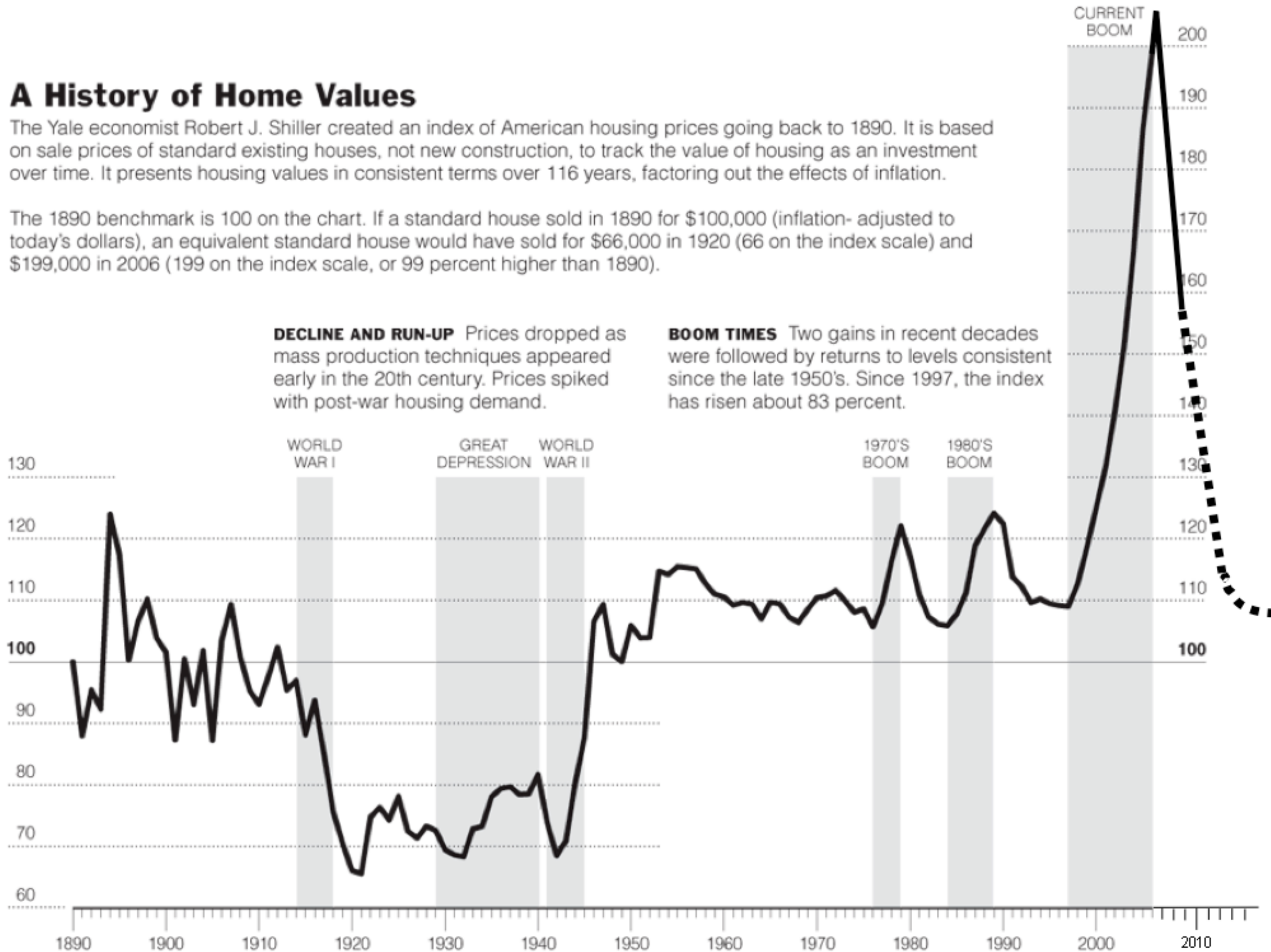


# Why hook your cart to this horse?

## A History of Home Values

The Yale economist Robert J. Shiller created an index of American housing prices going back to 1890. It is based on sale prices of standard existing houses, not new construction, to track the value of housing as an investment over time. It presents housing values in consistent terms over 116 years, factoring out the effects of inflation.

The 1890 benchmark is 100 on the chart. If a standard house sold in 1890 for \$100,000 (inflation-adjusted to today's dollars), an equivalent standard house would have sold for \$66,000 in 1920 (66 on the index scale) and \$199,000 in 2006 (199 on the index scale, or 99 percent higher than 1890).



**DECLINE AND RUN-UP** Prices dropped as mass production techniques appeared early in the 20th century. Prices spiked with post-war housing demand.

**BOOM TIMES** Two gains in recent decades were followed by returns to levels consistent since the late 1950's. Since 1997, the index has risen about 83 percent.





*These new regulations will fundamentally change the way we will get around them.*



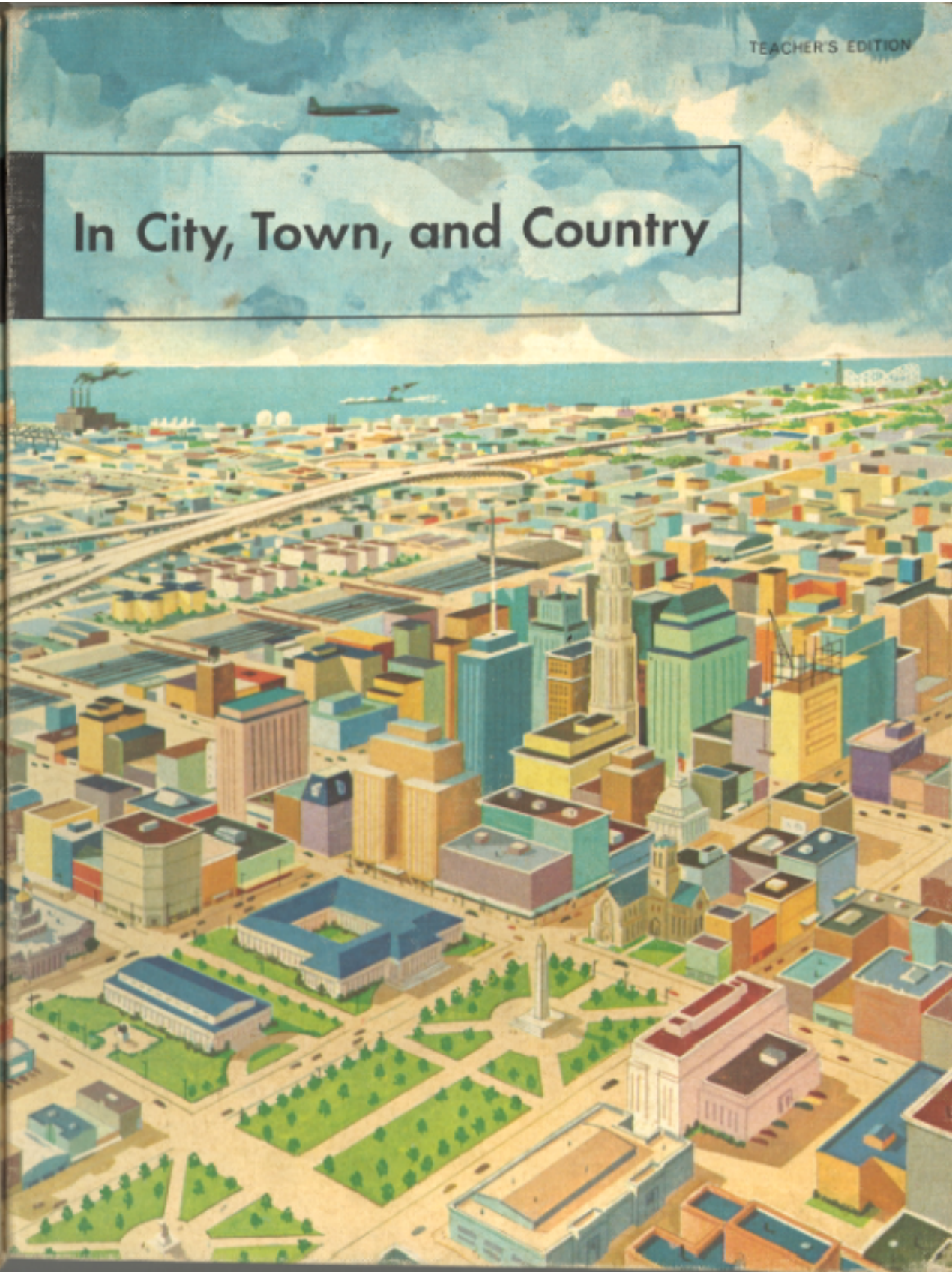
Don't bring a knife to a gun fight





T  
IN CITY, TOWN, AND COUNTRY  
THE BASIC SOCIAL STUDIES PROGRAM

TEACHER'S EDITION

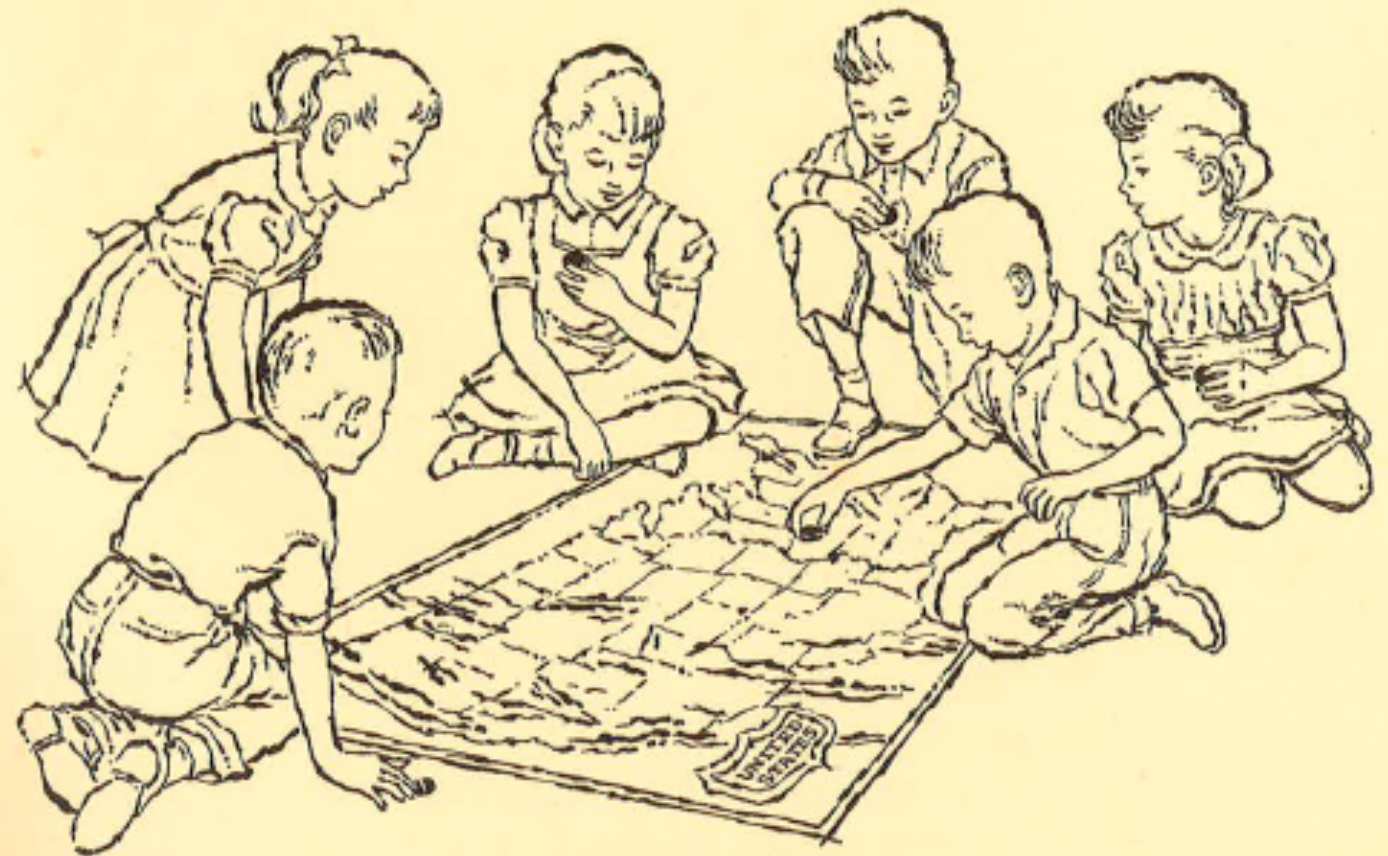


# In City, Town, and Country



# Living and Learning in Third Grade and Guidebook

to accompany IN CITY, TOWN, AND COUNTRY



by Paul R. Hanna, Genevieve Anderson Hoyt,  
and Clyde F. Kohn

William S. Gray, *Reading Advisor*

Scott, Foresman and Company *Chicago, Atlanta, Dallas, Palo Alto, Fair Lawn, N.J.*

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International Rights Reserved.

THE BASIC SOCIAL STUDIES PROGRAM

CURRICULUM FOUNDATION SERIES  
REG. U. S. PAT. OFF.



**At Home (Primer)**  
*The family community*

**At School**  
*The school community*

**In the Neighborhood**  
*The neighborhood community*

0130275093

**In City, Town, and Country**  
*The local, metropolitan area, and county communities*

**In All Our States**  
*The state community and regions of states*

**In the Americas**  
*The national and inter-American communities*

**Beyond the Americas**  
*Nations and regions of nations across the Atlantic  
and across the Pacific*



children in your group and from your own.

If you have grown up with attitudes and values that differ from those of the families of children in your third grade, you will want to make every effort to understand their attitudes, language habits, and behavior patterns. You may be justified in trying to change some of these values and behavior traits, but the essential dignity and worth of each child must be recognized. No child should feel rejected because he is growing up in a home environment different from yours.

Remember, too, that many children whether urban or rural, and regardless of region, are tragically limited in their knowledge of the world and that their world is largely that of the space in which they live and operate. So capitalize upon the experiences which they have had even as you try to broaden the children's understandings and guide their behavior.

These are some of the significant ways in which environmental factors influence the experiences of boys and girls, causing them to feel and act as they do, and so to differ. *In your particular third grade, each youngster will respond to every teaching-learning experience centering around*

an eight- or nine-year-old, would I feel at home? What evidence is there that this is a laboratory for learning?"

The attractiveness of your classroom—the plants in the window, gay touches of color, bright pictures, and other evidences of an inviting room—is part of your children's learning environment.

The social climate of your classroom—the way children are welcomed and helped to get acquainted, the way daily routines are carried on, the way you develop standards and teach observation of rules, and the way children's basic needs are met—is a part of your children's learning environment.

Whether you are in a new building or an old one, your task is to create an environment that invites learning. You begin the year with a recently cleaned, but bare, room. There is nothing on the walls, on the window sills, on the bookshelves, or in the corners. What you do to transform this room into an inviting learning environment depends on your skill and resources. The results reflect your teaching personality. If you set up interest centers, display books, hang gay pictures, and set flowerpots in the windows, then



Every county has a courthouse located in the county seat. Among the government responsibilities carried on by all counties, one finds provision for election machinery, the assessment and collection of taxes, the administration of justice through the courts, the protection of persons and property through law-enforcement agents, and the recording and custody of such legal documents as deeds and birth certificates.

While the pattern varies from state to state, counties are usually responsible to some degree for educational, library, health, and welfare services; for agricultural and conservation services; for the construction and maintenance of county roads and bridges; for the establishment and maintenance of county parks; and for land zoning.

In studying the functions performed by your county, you will no doubt find that there is a duplication of services, an overlapping of jurisdictions, and a lack of coordination between the county and the local communities within the

county in the performance of certain functions. Throughout our nation, these are problems to which attention is being given by many groups.

You will need to learn all that you can about the functioning of your own county so that you can help your third-graders:

Perceive the spatial relationship of the community in which they live to the county community of which it is a part.

Know and appreciate the services provided by their county government which contribute to the welfare of their local community.

Understand and appreciate the specific ways in which the functions of the county are related to their own lives and to the lives of other members of their families.

Know and understand the functions of private business, professional, and welfare organizations that have county as part of the name.

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## YOUR SOCIAL STUDIES PROGRAM

The selected and directed teaching-learning experiences that you provide in social studies this year will emphasize the city, town, or village of which your neighborhood (school district) is a part and the larger county community of which your local community is a part. As the children learn how living goes on in these communities, their attitudes will change and so will their behavior. And at the same time, as members of their family, their school, and their neighborhood communities, they will continue to add experiences to those which they have already accumulated. So, before you begin planning your year's program for which *In City, Town, and Country* provides the springboard, you will want to acquaint yourself with the social-studies experiences your children have had during their two or three previous years in school.

### GLANCING BACK

From birth, your boys and girls have been learning to live with others in a family group. Upon starting school, they began learning to live with others in a school group. Last year, they began going alone to the store, library, playground, and other places in the neighborhood; thus, they began to assume simple responsibilities as members of their neighborhood community. These groups are the first groups to which children belong and to which, with or without guidance, they must learn to adjust. Moreover, children's problems in learning to adjust loyalties and behavior to the demands of these three groups are complicated. For these reasons, The Basic Social Studies Program of the Curriculum Foundation Series for Grades One and Two took as its emphasis the universal centers of home, school, and neighborhood.

### COMMUNITIES EMPHASIZED

For the first few months in first grade, as described in *Between Two Worlds*,<sup>8</sup> the social-studies program was based on those experiences which normally occur in the first-grade classroom.

This program was followed by organized learning experiences which emphasized living in family groups. The content for the home and family community emphasis came from two sources: (1) the text and pictures found in *At Home*,<sup>9</sup> which describe the members of the Hall family as they engaged in the basic human activities, and (2) the everyday experiences of children as members of real families.

During the latter part of the school year, the teaching-learning experiences concerned with living in the school community constituted the social-studies program for your boys and girls. *At School*<sup>10</sup> and the events occurring in the children's own school formed the content for the school community emphasis. From both sources, the children acquired understandings, attitudes, values, and behavior traits that contributed to responsible citizenship. At the same time, readiness was established for a better understanding of the neighborhood community of which the children's homes and school are a part.

<sup>8</sup> Hanna, Paul R., and Hoyt, Genevieve Anderson. *Between Two Worlds* in Teacher's Edition of *At Home*, Chicago: Scott, Foresman and Company, 1956.

<sup>9</sup> Hanna, Paul R., and Hoyt, Genevieve Anderson. *At Home*, Primer of The Basic Social Studies Program of the Curriculum Foundation Series, Chicago: Scott, Foresman and Company, 1956.

<sup>10</sup> Hanna, Paul R., and Hoyt, Genevieve Anderson. *At School*, Book One of The Basic Social Studies Program of the Curriculum Foundation Series, Chicago: Scott, Foresman and Company, 1957.



Establish purpose for reading.

"How would you feel if you were one of the children in the picture?"

## Getting a New School

There were many children in Middletown. Every year, there were more and more children in the schools.

When the new factory was built, many new families moved to Middletown and built homes near the factory. Then there were even more children to go to school.

In some schools, there were too many children in each room. In one school, some of the children went to school only in the morning, and others went only in the afternoon. Some children went to school in rooms in churches. Some went to school in rooms over one of the stores.

Middletown needed a new school.

"Give four good reasons for building a new school."



"Why would people have to pay higher taxes if a new school were built?"  
"Why were some people against paying higher taxes?"

Many people thought that Middletown should build a new school. But others thought that it would cost too much to build another school.

Mr. Canfield lived next door to the Allens. He did not want to build a new school. He said, "Our taxes are too high now. If we build a new school, we will need more teachers and more of everything it takes to run the schools. Then we will have to pay still higher taxes."

But many of the people did not feel this way. They wanted a new school, and they wanted more teachers even if they had to pay higher taxes.

The people on the Middletown school board thought that a new school had to be built.

At a board meeting, they talked about how much a new school would cost. They talked about how much higher taxes would have to be.

Then they said, "All the people in Middletown must know these things. They must know what a new school would do for the community, too. Then, the people must tell us what to do."

"What three things did the Middletown school board think people should know before they decided about building the school?"



Establish purpose for reading.

"How would you feel if you were one of the children?"

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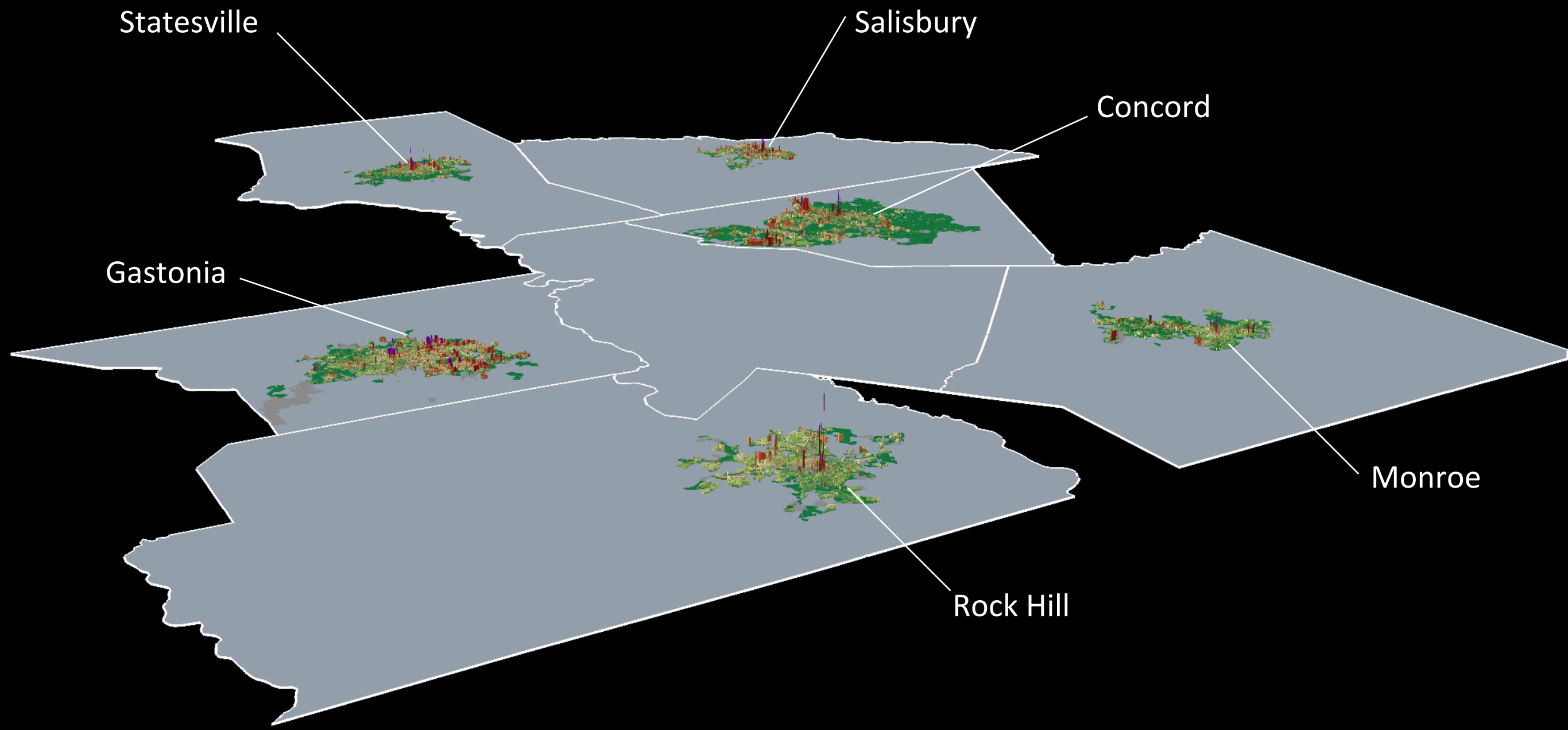
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# Prime Cities

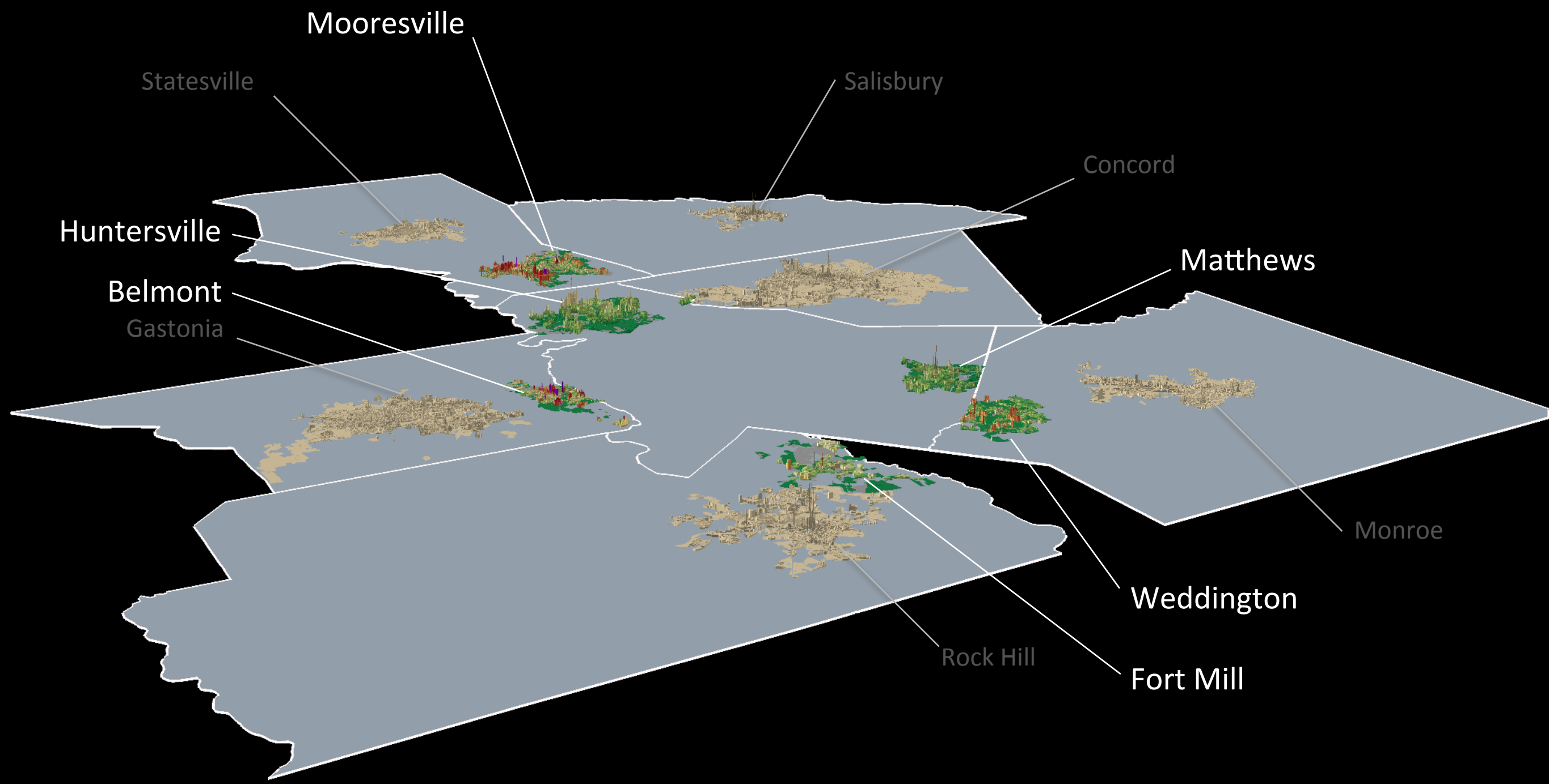
Taxable Value per Acre 3D Models





# Suburbanizing Municipalities

Taxable Value per Acre 3D Models



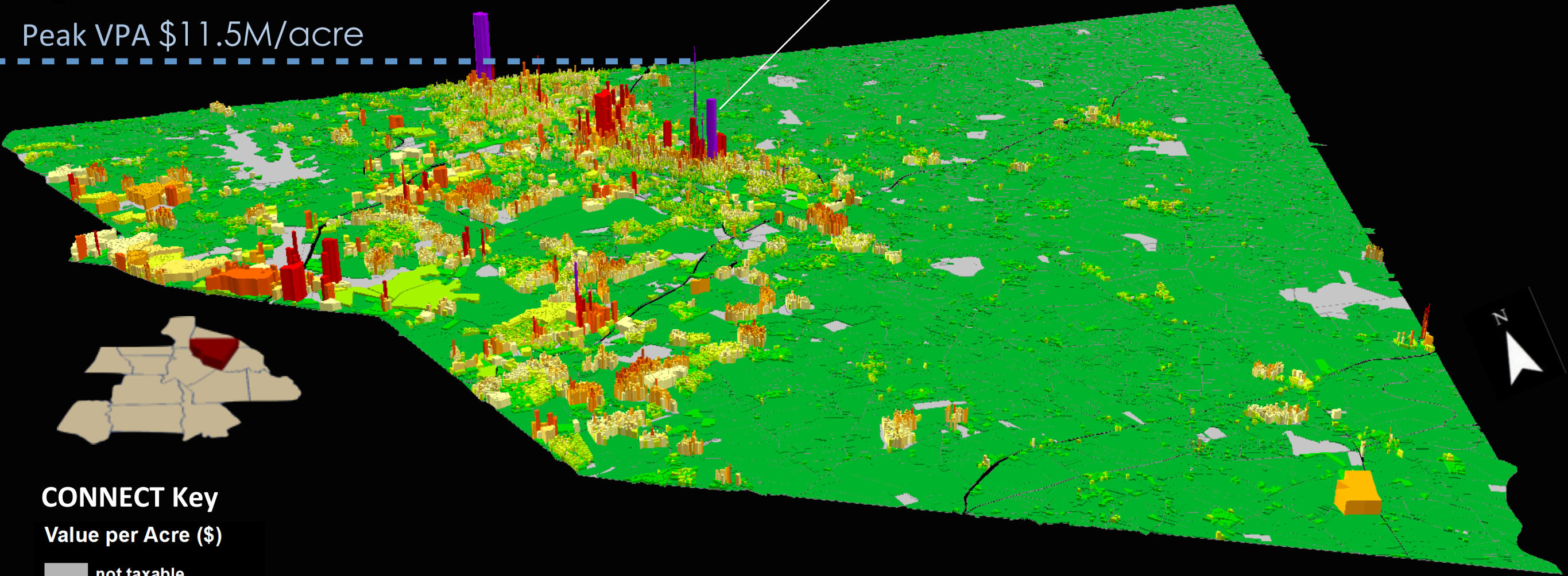


# Cabarrus County, NC

## Taxable Value per Acre 3D Model

Concord

Peak VPA \$11.5M/acre



### CONNECT Key

Value per Acre (\$)

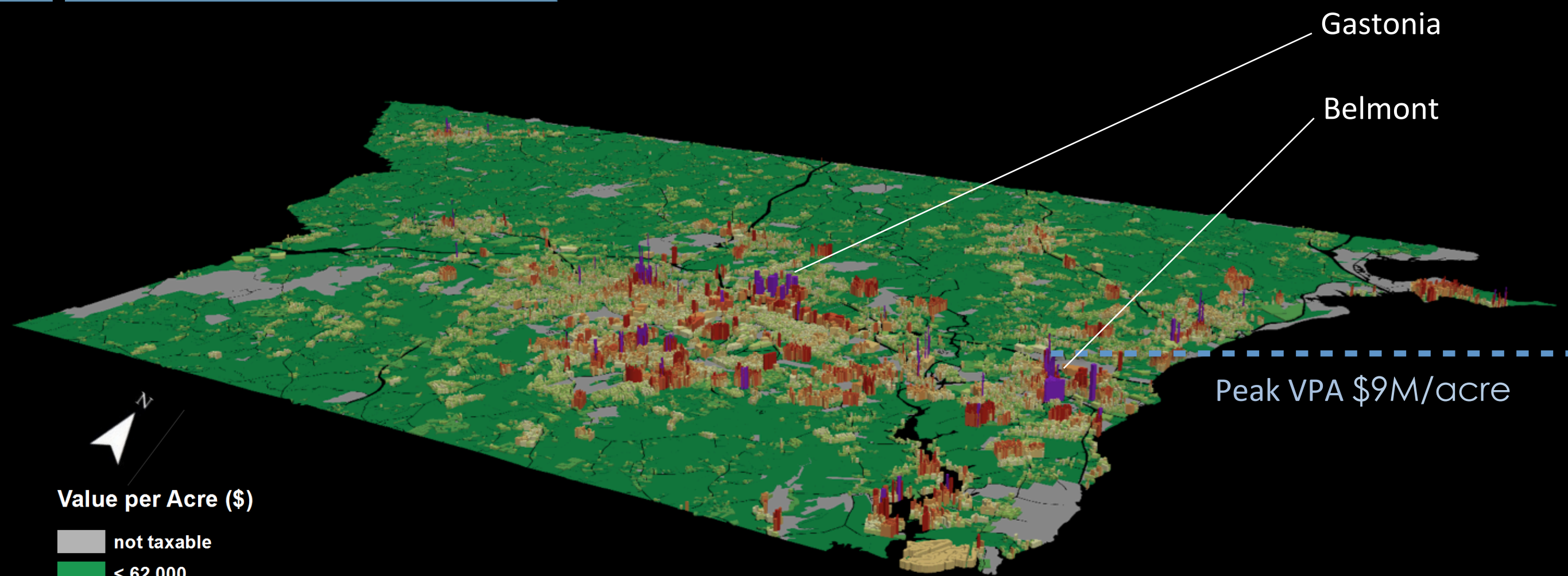
- not taxable
- < 100,000
- 100,001 - 230,000
- 230,001 - 370,000
- 370,000 - 540,000
- 540,001 - 730,000
- 730,001 - 960,000
- 960,001 - 1,300,000
- 1,300,001 - 2,100,000
- 2,100,001 - 5,100,000
- > 5,100,000





# Gaston County, NC

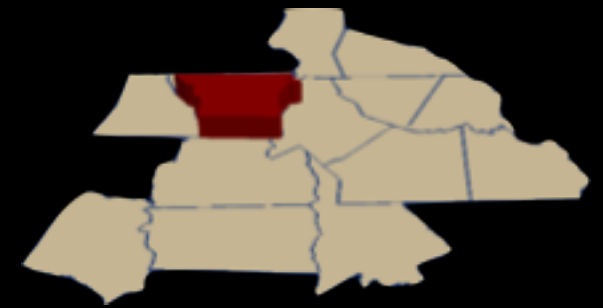
## Taxable Value per Acre 3D Model



### Value per Acre (\$)

- not taxable
- < 62,000
- 62,001 - 150,000
- 150,001 - 250,000
- 250,001 - 350,000
- 350,001 - 480,000
- 480,001 - 650,000
- 650,001 - 870,000
- 870,001 - 1,200,000
- 1,200,001 - 1,700,000
- > 1,700,000

Peak VPA \$9M/acre

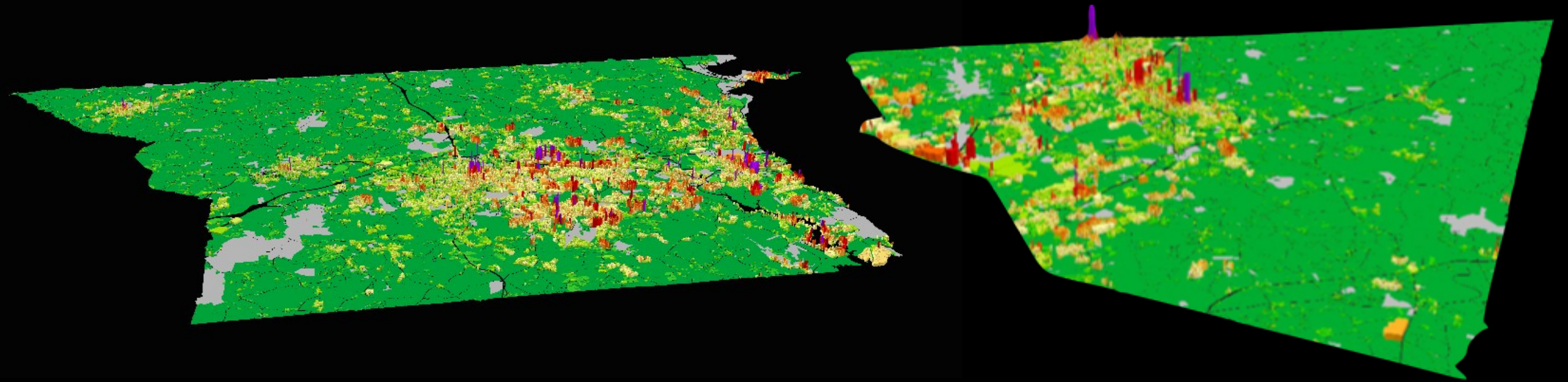


CONNECT Key



# County Comparisons

Gaston vs. Cabarrus

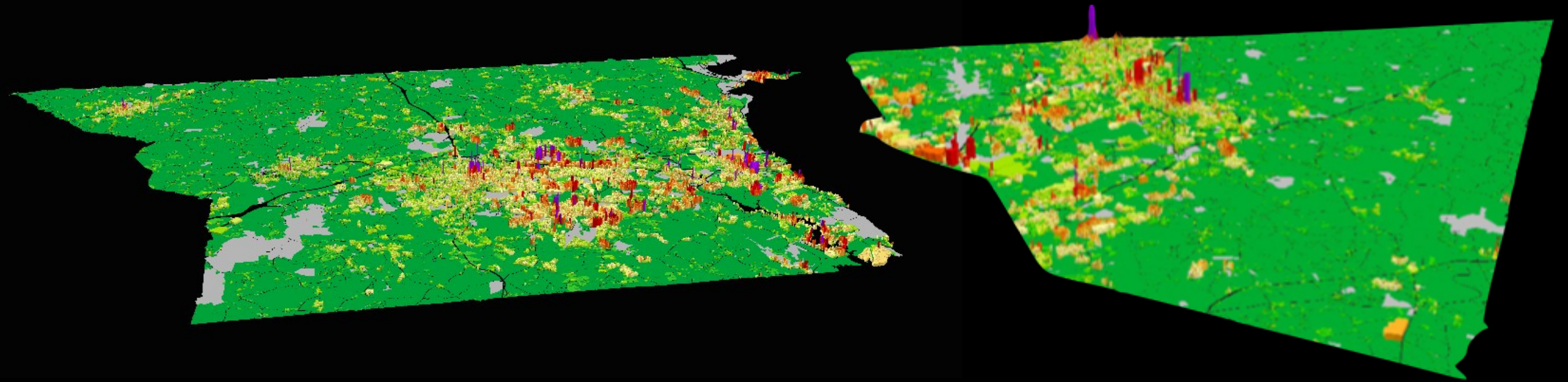


	<i>Gaston</i>	<i>Cabarrus</i>
<i>Population</i>	208,049	184,498
<i>Area</i>	364	365
<i>People/Mi<sup>2</sup></i>	<b>571</b>	<b>505</b>
<i>Total Tax Value</i>	\$21.6B	\$17.9B
<i>Peak VPA</i>	\$5,390,094	\$11,535,284
<i>Average VPA</i>	\$220,000	\$320,000



# County Comparisons

Gaston vs. Cabarrus



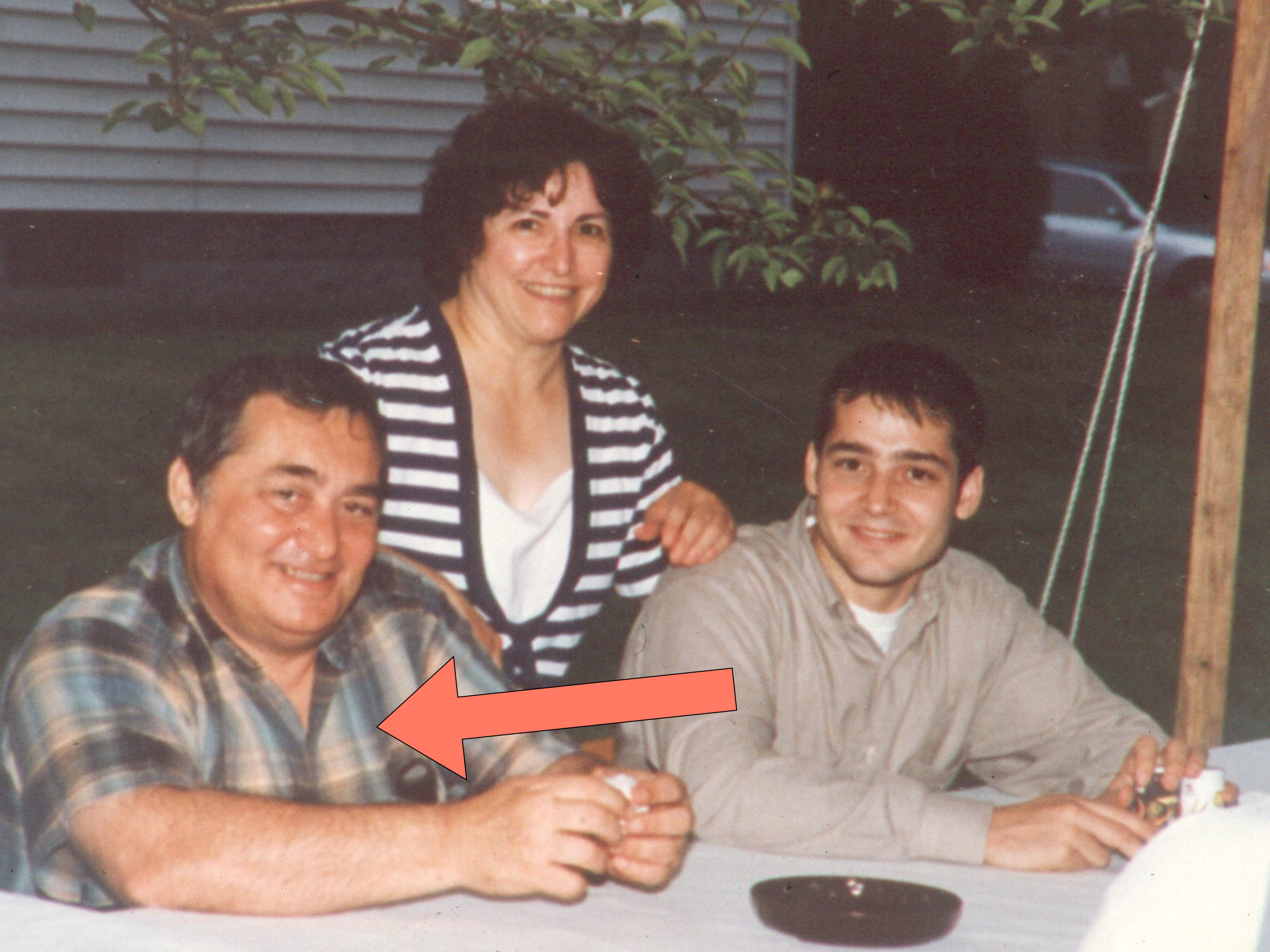
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# Public Policy









The objective of an improved method  
should be to incorporate  
resource values,  
social values and  
aesthetic values,  
in addition to the normal criteria  
of physiographic, traffic, and  
engineering considerations.

Ian McHarg  
Design With Nature  
1969

“value”: used 364x in book





A close-up, black and white image of a banknote, showing the intricate patterns and textures of the paper. The focus is on the eyes of a portrait, which are rendered with fine, concentric lines. The text "Where does your money come from?" is overlaid in a bold, black, sans-serif font across the lower portion of the image.

**Where does your money come from?**