Land Use Planning & Economic Development - A Practical Outline

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planning for sound economic development
Introduction

Development implies taking what otherwise was natural land, shaping it and plan services to it – the planning & engineering part, before making investment for new business and commercial activities the economic development part.
Why plan?

On a broader scale planning helps define relationships among various development activities to:

- Create predictable & stable investment environments. *Capital like stable and predictable markets.*
- Reflect community values and will. *local rule/a sense of place*
- Maximize return on private and public investments.
- Minimize land use conflict and reduce enforcement & potential redevelopment cost.
- Improve and preserve the tax base.
- Prioritize public resource allocation. *Financing & CAPX schedules*
- Inform stakeholders.
Assumptions

- We live in a regulated free market. *It is OK to have standards. Subdivision regulations, sign code, zoning code, design standards...*
- We have frequent elections. *Planning ensures continuity.*
- Reduction in Federal and State resources is here to stay. *Redevelopment cost will continue to shift to local tax payers.*
- Orderly growth and investments ensure better returns. *Both economically and socially.*
- Development happens in relationship to other stuff. *The built environment, other parcels, natural features, scale, public investments, infrastructure, labor, education, recreational opportunities, community feel, and its outlook, etc.*
- Emerging technological advances will affect everything from transportation, energy, jobs, retail, and services businesses. Such changes require new thinking and understanding of market trends.
- Communities who understand emerging economic trends will produce better plans and as result are better equipped to create sustainable economic growth.
Plan Benefits

• Planning will enable a community to develop and pursue comprehensive “investment opportunities” and help attract private investment.

• Define spatial relationships between planned improvements and existing urban areas with emphasis on preserving value and attracting developments that fit. *(scale, location, character, density, etc...)*
Examples
Oxford Corridor Study Area
When applying basic planning & engineering practices...
Development goes from this...
to this...
Left side no recorded plat. To the right platted land.
Lessons

- No building permits within incorporated areas without master planning. *Parcel must be of record and conditions known.*
- Engineers, urban planners, and economic developers are friends and should collaborate early on in development/redevelopment review process.
- It is “cheaper” to do it right the first time.
- Private development done wrong quickly becomes a public burden, economically, environmentally and sometimes socially as well.
- Educate and engage citizen planners and elected officials on the value of the relationship between good planning and better economic development outcomes.
Lessons - continued

- Community leaders, planners and citizens must be aware of the tension between long term community goals and short term investment objectives. Do it right once.
- Changes resulting from state or federal highway realignments, may deem certain areas as no longer viable for new investments. Engage county, state, and other agencies early in their planning process.
- Development occurring without proper planning and engineering to define development relationships could not accommodate best possible land use without large public and private investments.
- Site Certification *(few steps beyond parcel planning/development review)*
The Process

Nobles Economic & Regional Development Strategies - NErDS

DATA

- Infrastructure
- Housing
- Education
- Workforce
- Demographics
- Culture & Community
- Industry Commerce

VISION

- Capital Investments
- Standards New Rules
- Marketing & Promotions
- Communication NEON
- Public Private Partnerships
- Incentives

NEW OUTCOMES

"Change"

POLICIES

Goals

Objectives

Analysis

Implementation

Feedback

New Data

Existing Conditions

Known World

Worthington
Regional Economic Development Corporation
QUESTIONS?

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