Georgia Municipal Association, June 26, 2004
Savannah International Trade and Convention Center

Managing Growth
Economic and Natural Resource Issues
University of Georgia's Alliance for Quality Growth
Georgia is experiencing a period of unprecedented growth - and along with it, an unprecedented consumption of land.

The Atlanta area alone consumes an average of 500 acres of fields and farmland every week. The economic, social, and environmental problems that accompany such development are far-reaching, profound, and permanent.

Education and community involvement are critical to encourage attractive and sustainable growth across our state. The Alliance for Quality Growth was formed to increase awareness and understanding—among Georgia policymakers, planners, developers, and the general public—of the wide variety of planning and growth management tools available to promote efficient and sustainable land use and natural resource development.

Contact Danny Bivins, the Alliance for Quality Growth coordinator, to find out how the Alliance can help your community.

bivins@cviog.uga.edu
(706) 583.0856
Outcomes: Elected officials and staff understand:
(a) That they CAN exert meaningful control over how their community grows;
(b) How unmanaged growth impacts fiscal, natural and other resources;
(c) The basics about several tools they can use to manage growth.

8:30-9:00 Introduction
What are the growth issues facing your community?
Steve Dempsey

9:00-9:50 Designing Green Infrastructure
Using land conservation as tool for smart growth planning.
Liz Kramer

9:50-10:10 Break

10:10-11:00 The Economics of Growth, Sprawl & Land Use Decisions
Economic and ecological considerations, regulatory initiatives, regionalization
Jeff Dorfman

11:00-11:50 Directing Patterns of Growth
Promoting redevelopment and infill, capturing private investment
Ron Sprinkle

11:50-1:00 Lunch

1:00-3:30 Designing and Planning for Growth
What have you learned about managing growth?
Hands-On Model Exercise
Jennifer Martin Lewis

Breaks as needed

3:30 Exhibit Hall Opens with Refreshments
Managing Growth
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L. Stephen Dempsey
Ed.D., University of Georgia
Senior Public Service Associate, Community and Regional Development

Dr. Dempsey’s responsibilities include spearheading the Growth Management and Balanced Growth Initiative for CVIOG. He also leads the creative group problem-solving laboratory and participatory policy design work in the division. He provides management consultation to state and local government recreation service delivery agencies.

Dr. Dempsey holds an adjunct professorship in the university’s Department of Leisure Services. He has held positions of assistant director of the Institute of Community and Area Development, executive director of the Executive Development Program for Recreation and Park Professionals, assistant professor at Emory University, and president of the Georgia Recreation and Parks Association. He publishes, speaks, and consults nationally and internationally in both the participatory policy design and recreation and leisure services arena.

Liz Kramer
Director of Geospatial Technologies
lkramer@uga.edu
(706) 542-3577

Dr. Liz Kramer is the Director of the Institute of Ecology’s Natural Resources Spatial Analysis Laboratory, overseeing the Institute’s GIS program, Georgia GAP, Georgia Land Use Trends, and WaterNET.

Jeff Dorfman
Professor of Agricultural and Applied Economics
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(706) 542-0754

Jeff Dorfman is a professor in the Department of Agricultural and Applied Economics in UGA’s College of Agricultural and Environmental Sciences. His work focuses on the economics of development and farmland preservation, including research on the cost of community services, relative property tax burdens, and development impacts on local government finances.
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Ronald R. Sprinkle
Sprinkle Design Conservancy
rs@sprinkledci.com

1983 – University of Georgia, School of Environmental Design, Landscape Architecture
1993-1999 – President, Multi-disciplinary design firm Civil Design, Inc. (engineers, surveyors and landscape architects). During this time the company designed communities containing thousands of homes, hundreds of commercial developments, office parks, cell towers, apartments, etc.
1999 – Current – President, Sprinkle Design Conservancy, Inc., a specialized firm designing places where people can live, work and play, with 5 basic goals: Environmentally sensitive, Economically feasible, Community enhancing, Marketable, Aesthetically pleasing

Seminars and Lectures:
Georgia Municipal Association – 2002 to Present Semi-Annual Conferences
Georgia Association of County Commissioners – Fall 2003 Semi-Annual Conference

Guest Lecturer:
University of Georgia, School of Law, Land use clinic, 2002 to Present

Other Activities:
Board Member, Georgia Department of Transportation, Transportation Enhancements Advisory Panel, 1998 to Present
Board of Directors, Greater Atlanta Home Builders Association, 2004
Board Member, Dekalb County Development Advisory Board, 1996 to 2003

Publications:
“New Development Standards Will Reduce Sprawl by 50%” Published in GEORGIA CITIES, a publication of the Georgia Municipal Association, February 14, 2002 issue.

“Selling Smart Growth to Developers and the Community” Published in SMALL CITIES, July/Aug. 2002, vol. 4 no 4. An interview with Ron Sprinkle and excerpts from the previously published article “New Development Standard Will Reduce Sprawl by 50%.”
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Jennifer Martin Lewis
Certified Local Government Coordinator
Jmlewis@uga.edu
(706) 583-8047

Jennifer Martin Lewis is the Certified Local Government Coordinator for the state of Georgia. As an employee of UGA's School of Environmental Design and in conjunction with the State Historic Preservation Office, she assists Georgia communities in establishing preservation commissions who can then protect what is significant from their past and manage future growth. She has worked with downtown revitalization programs for the past seven years, most recently for the Georgia Department of Community Affairs. As the Design Specialist for the Better Hometown Program – a small town revitalization effort in Georgia based on the National Main Street model. Jennifer has a Master of Historic Preservation from The University of Georgia, having completed her thesis on justifying the reuse of historic school buildings as schools.

Danny Bivins
M.S., Historic Preservation
Research Coordinator, Community and Regional Development
bivins@cviog.uga.edu

Mr. Bivins provides expertise in a quality growth approach to the Community and Regional Development division. Currently, Mr. Bivins coordinates the Alliance for Quality Growth and the Balanced Growth Initiative at the University of Georgia. He has experience in the field of design, historic preservation, preservation planning, quality growth, and strategic planning.
Quality Growth Assistance Directory

Georgia Quality Growth Partnership
http://www.georgiaqualitygrowth.com/

**Toolkit**
Practical advice to local governments on quality growth tools with step-by-step guides for implementation, considerations about costs, administrative requirements, and example ordinances.

**Resource Teams**
Local technical assistance visits, staffed by volunteers from the partnership, the state university system, and public or private sector participants from the design or development fields who help communities develop comprehensive strategies for implementing quality growth practices.

**Georgia Examples**
Web site of mini-case studies about quality growth projects taking place within Georgia, including contact information to help facilitate peer-to-peer sharing among local governments.

**Quality Growth Advisory Clinic**
A panel of experts, made available at major in-state conferences for one-on-one consultation and advice about local quality growth projects.

Alliance for Quality Growth
http://aqg.ecology.uga.edu

- Technical Assistance on Quality Growth Planning; Incentives for Smart Growth; and Smart Growth Regulation
- Technical Assistance on greenspace/farmland protection; planning strategies, economies of growth management, zoning and regulatory issues.
- Library of technical reports and policy papers.
- Speakers’ bureau and public presentations.

Atlanta Regional Commission
http://www.atlantaregional.com

**Livable Centers Initiative (LCI)**
Provides seed money to communities in ARC region working to enhance livability and mobility for their residents.

**Community Planning Academy (CPA)**
Provides targeted education in community planning and its many
Quality Growth Assistance Directory

challenges, including training for planning officials and citizens.

**Community Choices Toolkit**
Ofers communities customized solutions for their very different needs. Each tool incorporates best practices at work both locally and nationally and molds them into strategies that make sense for the Atlanta Region.

**Developments of Excellence Awards Program**
To showcase truly innovative projects.

**Data Training**
Provides information about data-rich web sites so communities can find demographic and socio-economic data to help in grant writing and public presentations.

**Census Data Maps**
http://atlantacensus2000.gsu.edu
A collaborative website between Georgia State University Fiscal Research Program and ARC, allowing access and display of population, age, gender, ethnicity, income and household information for the entire United States or for an area as small as a neighborhood of your choice.

**Atlanta Regional Consortium for Higher Education**
www.atlantahighered.org

**Higher Education Resources for Quality Growth Directory**
Identifies a wide range of technical assistance, research, and informational resources available through the various Atlanta area colleges and universities to support local quality growth initiatives.

**The Georgia Conservancy**
http://www.georgiaconservancy.org
Works in partnerships such as the Alliance for Quality Growth, and the Georgia Quality Growth Partnership to provide incentives and technical assistance for quality growth efforts.

**Blueprints for Successful Communities**
Technical assistance and education to help communities chart their future in ways that can protect and enhance social, cultural and environmental assets.
Quality Growth Assistance Directory

Georgia Cool Communities
http://www.coolcommunities.org

Technical assistance on sustainable development to help mitigate Urban Heat Islands and improve air and water quality using vegetative cover and tree canopy, reflective roofing materials, and lighter colored or pervious paving alternatives.

Resource materials and links to scientific studies and reports, practical applications of Urban Heat Island mitigation strategies and information about projects in various communities.

Seminar and conference presentations, lunch & learn sessions, quarterly information forums.

Georgia Department of Community Affairs (DCA)
http://www.dca.state.ga.us/

Better Hometown and Georgia Main Street Programs
http://www.betterhometown.org/
Self-help community development programs for small and large cities designed to improve a community’s quality of life through sound planning and implementation.

Downtown Resource Guide identifies all DCA resources and programs that are available to assist in the revitalization of Georgia’s downtowns.

Comprehensive PlanBuilder
http://www.georgiaplanning.com/
A web-enabled computer program for development of comprehensive plans online, with decision support tools, hot links, and an array of data and maps.

Model Code: Alternatives to Conventional Zoning
www.dca.state.ga.us/planning/modelcode.html
Provides viable legal alternatives to conventional zoning for smaller local governments with limited technical and administrative capacity, such as sign ordinances, manufactured housing, and subdivision regulations, as well as more innovative tools such as performance standards, design review, and clustering rural development.

Quality Growth Grant Program
www.dca.state.ga.us/grants/qualitygrowthgrant.html
State financial assistance for the implementation of quality growth initiatives — any activities that promote better management of growth and development so that growth enhances the quality of life in a community.
Quality Growth Assistance Directory

Special Issue Retreats
Intensive one-or-two-day gatherings of key local officials for hands-on work with a recognized expert in a particular quality growth approach (e.g., innovative site plan review, sign regulations, mixed use zoning).

Quality Growth Facilitator’s Bureau
Professional facilitators, trained in quality growth principles, made available to facilitate local planning and visioning meetings while also bringing quality growth ideas into the discussion.

Direct Technical Assistance
Hands-on expert assistance, provided upon request to communities seeking to implement particular quality growth approaches.

Regional Offices
www.dca.state.ga.us/regions/index.html
Arrange technical assistance for local governments interested in implementing quality growth initiatives.

Georgia Department of Natural Resources Coastal Resources Division
http://www.crd.dnr.state.ga.us

Georgia Coastal Management Program (GCMP)
Provides technical assistance to local governments and other coastal stakeholders in identifying, protecting, and enhancing public access to natural resources, GIS mapping, researching funding for resource related projects; and linking with other regional and state agencies.

Coastal Incentive Grant Program
Provides financial assistance to local regional, and state agencies and research and education institutions for projects that protect or enhance coastal resources.

Georgia Forestry Commission Urban & Community Forestry
http://www.gfc.state.ga.us/Services/UCF/index.cfm

Financial Assistance Program to help conserve, manage, and enhance community forests.
Technical Assistance: Tree ordinance development assistance; Community Tree Benefits & Care; Urban/rural interface assistance; and training.
Quality Growth Assistance Directory

Georgia Greenspace Program
http://www.state.ga.us/dnr/greenspace
A funding source and framework within which developed and rapidly developing counties and their municipalities can preserve community greenspace to provide for the protection of environmental, historic, and natural resources.

Georgia Institute of Technology
http://www.gatech.edu

**Economic Development Institute**
http://www.edi.gatech.edu

**Fiscal Impact Tool for Land Use Planning**
Helps local officials, economic developers, and planners to project the fiscal impact of growth under alternative land use pattern scenarios.

**Strategic Opportunities Assessment**
Provides a community with guidelines and recommendations for a five to ten year strategic plan for economic development, compatible with quality growth objectives.

**Research Institute**
http://www.gatech.edu/research/

**Tech Assist Program**
http://www.gtassist.org/
Technical assistance in the areas of environment, safety, health, and sustainable facilities to communities and small and medium-sized industries.

**Technical Outreach Services for Communities (TOSC)**
http://www.toscprogram.org
Guidance through the environmental cleanup and site reuse process.

**Technical Assistance for Brownfields (TAB)**
http://www.toscprogram.org
Technical assistance to communities and municipalities addressing the environmental issues of Brownfield cleanup and redevelopment.

**Sustainable Facilities and Infrastructure Program (SFI)**
http://maven.gtri.gatech.edu/sfi
Technical assistance and training to public and private institutions seeking to implement sustainability in their capital facility practices.
Quality Growth Assistance Directory

**College of Architecture**  
[http://www.coa.gatech.edu/](http://www.coa.gatech.edu/)

**Center for Quality Growth and Regional Development**  
[http://www.coa.gatech.edu/cqgrd](http://www.coa.gatech.edu/cqgrd)  
Cutting-edge research on sustainable growth, transportation, environmental protection, quality schools, and community involvement. Outreach and educational program to promote improved quality of life in regions throughout U.S. and abroad.

**City and Regional Planning Program**  
[http://www.coa.gatech.edu/crp](http://www.coa.gatech.edu/crp)  
Research focused on growth management, land use, transportation, economic development, housing, and environmental protection in city and regional settings. Accredited master’s degree and studio field-level experiences for local communities in quality growth issues.

**Architecture Program**  
[http://www.coa.gatech.edu/arch](http://www.coa.gatech.edu/arch)  
Research and studio education in urban design, suburban retrofitting, and pedestrian/walkable environments.

The Georgia Land Trust Service Center works to increase the effectiveness of land trusts and helps land owners protect conservation lands in Georgia and the Southeast.

The Georgia Wetlands Trust Fund provides an alternative strategy for meeting wetlands mitigation requirements under Section 404 of the Clean Water Act.

**Regional Development Centers**  
[www.dca.state.ga.us/planning/rdc_mapc.pdf](http://www.dca.state.ga.us/planning/rdc_mapc.pdf)  
Planning Divisions provide assistance with the development of local and regional comprehensive plans, preparation of land management ordinances, codification of ordinances, mapping, and review of Developments of Regional Impact.

**University of Georgia**  
[http://www.uga.edu](http://www.uga.edu)

**Carl Vinson Institute of Government**  
[http://www.cviog.uga.edu](http://www.cviog.uga.edu)

**Balanced Growth Initiative**  
Development of tools to determine efficiency, social productivity, and environmental sustainability of growth and growth management options.
Quality Growth Assistance Directory

Decision support model and pilot program for local government use.
“Quality Growth University” for local elected officials.

College of Environment & Design | Public Service & Outreach Programs

Institute of Ecology, River Basin Science & Policy Center
http://www.rivercenter.uga.edu/index.htm
Undertakes research and policy assistance focused on land-use, biodiversity, water and air quality.

School of Environmental Design, Center for Community Design & Preservation
http://www.sed.uga.edu/pso
Provides landscape Architecture, Historic Preservation and Community Design Services, including:
• Community Design Charrettes
• Corridor Studies
• Downtown Revitalization
• Landscape Planning
• Historic Resource Surveys and Preservation Plans
• Historic District Design Guidelines

Urban Land Institute Atlanta District Council
http://www.atlanta.uli.org

Atlanta’s Advisory Services Committee provides professional and technical services to Atlanta region projects and processes through the involvement of local ULI members, including creating local advisory panels and review of local public development and planning initiatives.
Managing Growth
Economic and Natural Resource Issues
University of Georgia's Alliance for Quality Growth

8:30-9:00  Introduction
What are the growth issues facing your community?
Steve Dempsey
Georgia Municipal Association

Managing Growth: Economic and Natural Resource Issues
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Questions for Discussion:

1. Which of the following issues do you feel are most urgent (need to be addressed first)?
   a. _____ How to maximize an underused existing industrial park.
   b. _____ Redevelopment of brownfields and grayfields in the area.
   c. _____ Potential use of zoning to guide responsible development—possibly through alternatives to conventional Zoning Model Code.
   d. _____ Comprehensive audit of development regulations to eliminate barriers to quality growth types of development, promote better sign control, etc.
   e. _____ Limiting steep slope development through ordinances and enforcement.
   f. _____ Examining issues of septic tanks near stream and river banks—how to limit.
   g. _____ Preserving rural and agricultural character, revitalizing declining neighborhoods, and preserving historic neighborhoods.
   h. _____ Development of a new bypass and managing development along this roadway.
   i. _____ Potential use of impact fees to offset cost of rapid development.
   j. _____ Use and enforcement of building codes for new residential and commercial development.

2. On what other development issues, or specific areas within White County, would you like the Resource Team to focus attention?

3. What needs to be done to make White County a more desirable place to live? (or, what new developments would you like to see take place in the area?)

4. What development-related things have happened in the past that shouldn’t be repeated? (or, what new developments would you not like to see take place in the area?)

5. Are there other places you’ve seen that would be a good model for White County?
Please indicate your reaction to each of the following “quality growth” concepts (A-R) by voting:

1. If you do not like this concept: it should definitely not be implemented.
2. If you are indifferent about the concept: its not particularly important whether its implemented or not.
3. If you are somewhat supportive of the concept: it would be nice to implement, but is not urgently needed.
4. If you are very supportive of the concept: it should be implemented as soon as possible.

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<tbody>
<tr>
<td>A.</td>
<td>_____</td>
<td>A community should have a clear boundary, where town stops and countryside begins. Unattractive rural sprawl should be avoided, leaving plenty of intervening farmland and open space.</td>
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<td>B.</td>
<td>_____</td>
<td>A community should remain relatively compact, with new development matching the typical densities of the older center of the community (typically ¼ acre lot sizes).</td>
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<td>C.</td>
<td>_____</td>
<td>Houses throughout the community should be located near the street, with large front porches that encourage interaction with neighbors. Cars should be accommodated with rear garages or on-street parking.</td>
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<td>D.</td>
<td>_____</td>
<td>New subdivisions should match the mix of housing types and styles, street layout and connectivity of the older, closer-in neighborhoods of the community.</td>
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<td>E.</td>
<td>_____</td>
<td>Vacant sites closer in to the center of the community should be used for new development that matches the character of the surrounding neighborhood.</td>
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<td>F.</td>
<td>_____</td>
<td>Garage apartments or similar secondary housing units should be encouraged as a means to bring affordable housing into all neighborhoods.</td>
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<td>G.</td>
<td>_____</td>
<td>Environmentally sensitive areas of the community (such a stream banks, floodplains, or steep hillsides) should be set aside from development and used as parks or passive recreation areas.</td>
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<td>H.</td>
<td>_____</td>
<td>Each neighborhood should have a healthy mix of uses, like corner groceries, barber shops, or drugstores within easy walking distance of residences.</td>
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<td>I.</td>
<td>_____</td>
<td>Higher intensity uses, such as retail shops, offices, or apartments, should be concentrated along major roadways, making it more feasible to provide public transit in these areas.</td>
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<tr>
<td>J.</td>
<td></td>
<td>All commercial structures should be located near the street front, with parking provided in the rear of these buildings – to make the community more attractive and create a friendlier environment for pedestrians.</td>
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<tr>
<td>K.</td>
<td></td>
<td>Traffic calming measures (narrower street widths, raised pedestrian crossings, etc.) should be employed to slow traffic speeds and thereby create a more pedestrian-friendly environment.</td>
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<tr>
<td>L.</td>
<td></td>
<td>Sidewalks and bike trails should be provided throughout the community to encourage more walking and bicycling.</td>
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<tr>
<td>M.</td>
<td></td>
<td>Older strip commercial areas should be fixed-up to match the traditional development patterns of the community (i.e., building fronting on streets with pleasant sidewalks, street trees, limited signage, etc.)</td>
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<tr>
<td>N.</td>
<td></td>
<td>Schools should be located within neighborhoods, making it possible for children to walk to school and for school facilities to be used for other neighborhood purposes when school is not in session.</td>
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<tr>
<td>O.</td>
<td></td>
<td>New industry or other major employers should be located close in to town, making jobs accessible to all residents by transit or other means of transportation.</td>
</tr>
<tr>
<td>P.</td>
<td></td>
<td>The community should have attractive town center(s), serving adjacent neighborhoods, that are pedestrian friendly and include a mix of uses to bring round-the-clock activity to the area.</td>
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<tr>
<td>Q.</td>
<td></td>
<td>Street trees should be planted throughout the community to enhance appearances and provide shade for pedestrians and bicyclists.</td>
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<tr>
<td>R.</td>
<td></td>
<td>A mix of housing sizes and types should be included in each neighborhood, to permit people of different incomes to live near one another.</td>
</tr>
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9:00-9:50 Designing Green Infrastructure
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10:10-11:00 The Economics of Growth, Sprawl & Land Use Decisions
Economic and ecological considerations, regulatory initiatives, regionalization
Jeff Dorfman
Why Manage Growth?

- Some growth will come to your city or county whether you want it or not.
- Some growth won’t come to your city or county no matter what you do.
- Then there is a middle ground you can impact – This part will decide your fate

Economic Benefits of Green Space

- Green spaces increase property values of surrounding land (approx. 10% for ¼ mile)
- Green and open spaces can provide environmental amenities for free (NYC)
- If green spaces contribute to quality of life, you attract people and jobs to your community
Development by Type

• Many counties and cities think that **growth** and **development** mean an **increasing tax base** and better financial health for the local government.

• Unfortunately a growing tax base is not enough to guarantee financial health, **you must get revenue to grow faster than expenditures**.

Development Patterns

• Development patterns have an impact on the cost of service delivery: **sprawl is expensive to service**.

• The same growth done more densely and contiguously saves both money, farmland, and provides environmental amenities.
  – New Jersey, South Carolina, California studies

Average Service Costs by Land Use Type

• Different categories of development provide different levels of local revenue and require different levels of local government services.

• To examine the impact of these differences in Georgia, I have conducted **9 cost of community service studies in Georgia**.

• (Plus 1 in Florida)
Cost of Community Service Studies

• A cost of community service study analyzes the revenue collection and expenditure burden by class of development (track all the $, both in and out)

• Common categories are:
  – residential
  – commercial/industrial
  – farmland/forestland/open space

Revenues to Cost by Land Use

• Using results compiled by AFT, the national averages are:
  – Residential: $0.87
  – Commercial/Industrial: $3.45
  – Farmland/Forestland/Open Space: $2.70

• These figures are $’s of revenue for each $1 of expenditures.

Some Southeastern US Results

Revenue:Expenditure Ratios

[Graph showing revenue:expenditure ratios for different regions such as Resid, Comm, Farm, with specific values for each category for Oconee, Carroll, Jones, Cherokee, and Leon.]
How Density and Location Matter

- Higher density saves money given the amount of growth.
  - Less infrastructure to operate and maintain
  - Lower operating cost for many service deliveries
  - Save land in other use (which still pays taxes)

- Same argument applies to contiguous growth rather than leapfrog/scattered growth.

A Density Example

- 300 homes, $140,000, standard subdivision
  - $162,000 in property taxes (at 10 mills)
  - $150,000 in service costs
  - Fiscally neutral to slightly positive (not schools)

- 300 homes, $140,000, conservation subdiv.
  - $162,000 in property taxes,
  - $80,000 in service costs ($70,000 in savings)
  - 100 acres farm/open space saved, surrounding property values also increase
  - Now strongly fiscally positive for local gov’t.

The Economics of Schools and Kids

- Schools are really the biggest (and hidden) economic issue when discussing growth.

- Only really expensive homes pay enough school taxes to pay for even 1 kid.

- Even figuring 0.5 to 0.75 kids per house, probably still not paying enough in taxes.
Growth Patterns and Job Creation

• Sociologists are finding that today more and more high skill workers are choosing where to live first, then finding jobs.

• Because businesses want high skill workers, they follow these workers to places with good quality of life.

• If you attract good workers, good jobs follow.

Jobs, Commuting, and Home

• 31% if workers in Rural South work in a different county than where they live.
• 52% of employment growth in metro areas is from in-commuters.
• 27% of employment growth in rural areas is from in-commuters.
• This means jobs may not equal housing growth, but also that housing can grow without new jobs.

• Source for this slide is Mitch Renkow, North Carolina State University
A Role for Government in the Market

- Government should charge the full social cost of development (impact fees??)
- Government must find a balance of commercial (& industrial) growth to pair with residential
- Government should not push businesses across taxing borders

Infrastructure as a Planning Tool

- Infrastructure (public transportation, sewer, etc.) creates an unearned increment to land value.
  - That is government “gives” as well as “takes.”
- This “giving” can (should?) be captured to help pay for the infrastructure.
  - Special tax district, impact fees, etc.
Infrastructure as a Planning Tool

• Can design infrastructure for **WHAT IS HAPPENING**
  – Bypasses, road widening, linear or demand-driven sewer/water line expansions, etc.

• Can design infrastructure for **WHAT YOU WANT TO HAPPEN**
  – Public transportation, nodal infrastructure, strategic water/sewer expansions.

Tools: What Works?

• Zoning
• Standards
• Impact fees
• Incentives (time, approval, differential fees)
• Balance requirements (enforced planning)
• TDRs
• PDRs
• Time

Zoning

• Often a bad idea in terms of separating uses
• Political process more than planning
• Doesn’t work because of rezoning
• Nobody likes it
Standards

• Similar to zoning, but without the zones
• Building code remains, (perhaps) beefed up
• Can ensure quality, can soft-force locations
• Easy to administer

Impact Fees

• Good way to collect money for infrastructure
• Successful as funding source, no economic downside
• Often face significant political resistance
• Can be difficult to administer
• Have to be coordinated with neighboring jurisdictions

Incentives

• More similar to standards than zoning, also similar to impact fees and enforced planning
• Replace regulations with options that face different “costs”
• Example: if you preserve 50% open space, higher density is approved automatically
**Balance Requirements**

- Forced compliance with planning, LRCP
- Place rules on commission and boards to keep growth balanced
- Rules help take politics out of process (after you get the rules passed)
- Can lead to unforeseen problems, then you need exceptions

**TDRs**

- Transferable Development Rights
- Tool for preserving farms/forest/open space
- Cost of program borne by developers
- Incentive based, all voluntary program

**PDRs**

- Purchase of Development Rights
- Another way to preserve land
- Don’t need growth to make this work
- Do need a way to fund the program
Time

- Stall growth for a while (moratoria)
- Hope that you come up with good ideas
- Only hurts if growth you wanted goes away during moratorium

Balanced Growth a Must

- The real conclusion is
  - Local governments must ensure balanced growth, as sprawling residential growth is a certain ticket to fiscal ruin*.

* Or at least big tax increases.

Other Resources

- Some very similar slides to those printed here can be seen on the web at: www.growthtools.uga.edu/resources/publications.htm
- A report on several of the counties studied can be downloaded or read on the web at: www.forestry.uga.edu/warnell/pdf/cfb/EcCost.pdf
- Links to these and more resources on growth economics can be found at: www.arches.uga.edu/~jdorfman/
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11:00-11:50 Directing Patterns of Growth
Promoting redevelopment and infill, capturing private investment
Ron Sprinkle
DIRECTING PATTERNS OF GROWTH
HOW GOVERNMENTS CAN STRUCTURE THEIR POLICIES AND PROCEDURES TO MORE EFFECTIVELY DIRECT GROWTH

THE CHALLENGE
WHAT SHOULD THE MASTER PLAN FOR YOUR COMMUNITY LOOK LIKE?
#1
CREATE A CONCISE MASTER LAND USE PLAN THAT WILL ENCOURAGE THE DEVELOPMENT OF GREAT PLACES
IN ORDER TO EFFECTIVELY MANAGE GROWTH IN THE FUTURE, WE MUST UNDERSTAND WHAT FORCES DIRECT GROWTH TODAY.

Free to choose any financially feasible location

Directed by: Politics, prejudices, science, rumors, trends, ethics, etc.
SUBSTANDARD HOUSING
FAILED SHOPPING CENTER
ENVIRONMENTAL LIABILITY
Henry Ford supposedly once said,
“You can have any color Model T you want, as long as it is black.”
He sold hundreds of thousands of Model T’s.

A COMMON APPROACH TO DIRECTING DEVELOPMENT

THE CREATION OF A COMPLEX ZONING & DEVELOPMENT APPROVAL PROCESS OFTEN CONFUSES THE DEVELOPER, PUBLIC, ELECTED OFFICIALS AND STAFF
#2
CREATE A CLEAR REVIEW AND APPROVAL PROCESS THAT CAN EASILY BE UNDERSTOOD BY THE DEVELOPER, PUBLIC, ELECTED OFFICIALS AND STAFF
TIME IS MONEY

#3
TIME IS MONEY
&
IT ALWAYS MATTERS
SCARCITY & DEMAND

THE ABILITY TO IMPLEMENT YOUR GOALS
#4
IF YOUR COMMUNITY IS IN A HIGH DEMAND AREA, YOU CAN REQUIRE ALMOST ANYTHING AND DEVELOPERS & BUILDERS WILL ACQUIESCE IN ORDER TO BE IN THAT LOCATION

FLEXIBILITY
THE NEED TO ADJUST TO INEVITABLE CHANGE
#5
A TIMELY PROCESS SHOULD EXIST TO MODIFY THE MASTER LAND USE PLAN IN ORDER TO ACCOMMODATE THE INEVITABLE CHANGES IN THE LOCAL MARKET PLACE

SCHOOLS

2000-2001 Georgia Public Education Report Card
School Rankings by Selected Criteria
Schools Ranked by SAT Total
ACKNOWLEDGE LOCAL NEGATIVE ISSUES THAT AFFECT DEVELOPMENT AND WORK TO SOLVE THEM
#7
SPEND LOCAL GOVERNMENT DOLLARS IN METHODS CONSISTENT WITH YOUR MASTER LAND USE PLAN

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#7
SPEND LOCAL GOVERNMENT DOLLARS IN METHODS CONSISTENT WITH YOUR MASTER LAND USE PLAN
Managing Growth
Economic and Natural Resource Issues
University of Georgia's Alliance for Quality Growth

1:00-3:30  Designing and Planning for Growth
What have you learned about managing growth?
Hands-On Model Exercise
Jennifer Martin Lewis