

Local Economies and Livable Places

Local Ownership Matters

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2024

Mesa Opportunities

- Existing vintage buildings create vital incubator spaces for entrepreneurial spirit essential to any thriving city.
- The greenest building of all is an existing building



Mesa Opportunities

- Building stock
- Walkable streets
- Shade Cover
- Diversity, including:
 - Building size and age
 - Socio-economic status
 - Architecture
 - Activities|History
 - Businesses
 - Arts and Culture



Adaptive Reuse + Transit = Vibrancy



The Next Generation

How do we compete for talent?

- Quality public transportation
- Vibrant, walkable neighborhoods
- Character
- Diverse Culture
- Unique Experience
- Quality of Life
- Green and Sustainable Living
- Shorter commute times



Economic Gardening

The Secret to Job Growth in America: Think SMALL



OLD Pasadena Outperforms NEW 2-to-1 in sales tax revenues



OLD

- Privately funded
- Grew organically
- 100% locally owned businesses
- Located in primarily older buildings
- Limited parking

NEW

- Publicly funded
- Planned
- Almost 100% national brands
- Located in all new development
- Maximum planned parking

Leverage the small businesses to attract and retain Knowledge Economy companies





National Trust *for*
Historic Preservation

preservation
TIPS&TOOLS



New Findings from Preservation Green Lab

OLDER, SMALLER, BETTER

Key Findings

Where you find older, smaller buildings within mixed-vintage blocks, you see significantly:

- Greater walkability
- Increased local business ownership
- Younger residents and a greater mix of people at different stages of life
- Greater nightlife and cultural vitality
- More jobs, creative jobs, and businesses per square foot
- More women and minority-owned businesses, non-chain businesses, small businesses, and new businesses



Policy Guidance

- Preservation and reuse of older buildings (historic and non-historic) should be supported by city planning and policies.
- When possible, city fabric with high character score should be retained where it exists, and its development should be encouraged where there are opportunities for infill and redevelopment.
- The urban design lessons from “Older, Smaller, Better” city fabric can also be applied to foster “Newer, Smaller, Better” fabric that is dense, economically high performing, livable, and compatible with older fabric.



Re-Urbanism 2024: Preservation and Local Ownership

- Urban areas are gaining population across the US
- Attraction of older, mixed-use, walkable neighborhoods, including many historic districts
- Move of tech and creative office market to older buildings

Performance Metrics

Measure what makes sense for Mesa:

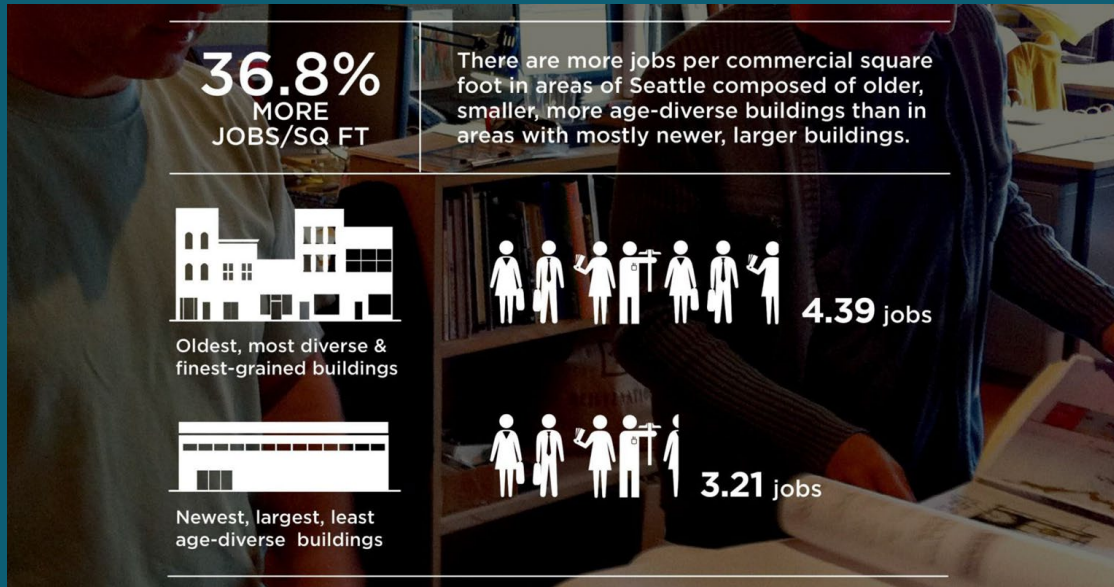
- Intensity of human activity
- Economic and cultural vitality
- Diversity and inclusion
- Real estate performance
- Alternative transportation options
- Sales Tax Generated
- Shade Cover/Tree Canopy
- Business Licenses (locations and start ups)
- Building permit activity (new vs. existing buildings)
- Walkability



Lessons Learned from Tempe

- Centerpoint 1985
- Corritore recruitment, Borders et al
- Demolitions
- Rod Keeling after thoughts and comments
- Benefits of Tempe Marketplace
- Know Your Customer

Jobs Per 1,000 Sq. Ft.



Businesses with Women or Minority Ownership





Denver: Seven Neighborhood Contexts

Suburban, Urban Edge, Urban, General Urban, Urban Center, Downtown, Special Context and Districts

Key Takeaway

Areas with older, smaller buildings, areas with a mix of newer and older buildings, and historic districts all play important roles in supporting a more livable, socially diverse, and economically resilient community with local ownership at the core.



Thank you

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