

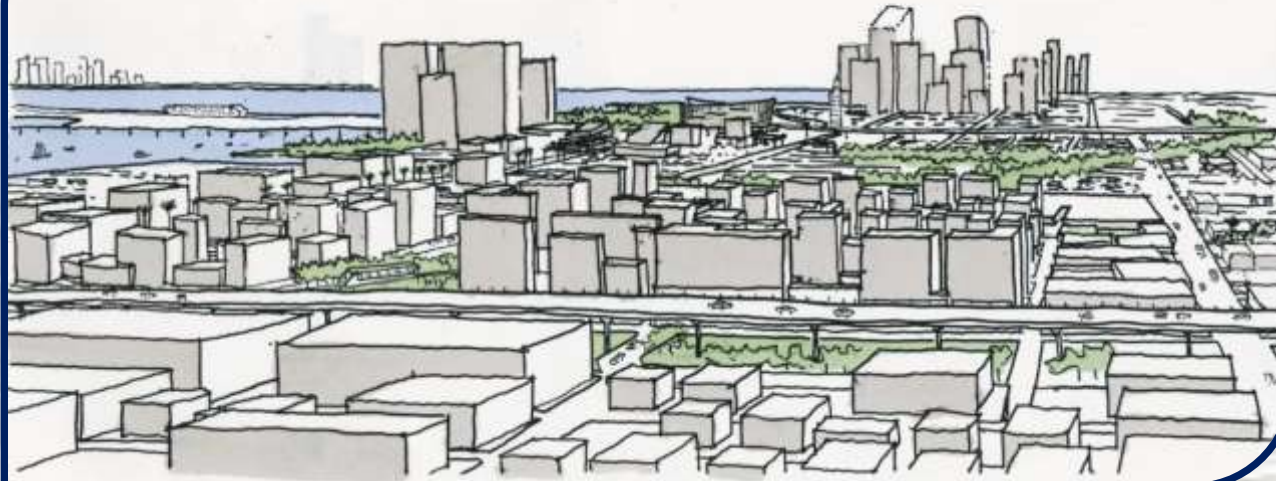
Public Development: How the Private Sector Can Help Cities Get the Highest Impact from Public Investments

Smart Growth Partnership

Dr. Ned Murray, AICP



Birds Eye View Towards Downtown Miami



Proposed Buena Vista Site



View of Mixed Use Street



Comprehensive Plan

- **Changes to the State of Florida's comprehensive planning statute (Chapter 163, Part II, F.S.) brought about by HB 7207, signed into law on June 2, 2011, essentially increased the scope of state technical assistance and reduced the scope of state regulation of the local government comprehensive planning process**
- **Local Comprehensive Plans need to be updated to reflect the repeal of Rule 9J-5 of the Florida Administrative Code and other minor revisions to Chapter 163 approved in the 2011 Legislative Session**

Comprehensive Plan

- **Changes in the law gives local governments in Florida greater authority and responsibility for establishing and implementing the roles, processes, and powers of comprehensive planning programs to guide and control future development**
- **Opportunity → Visioning and Strategic Planning**

Comprehensive Plan

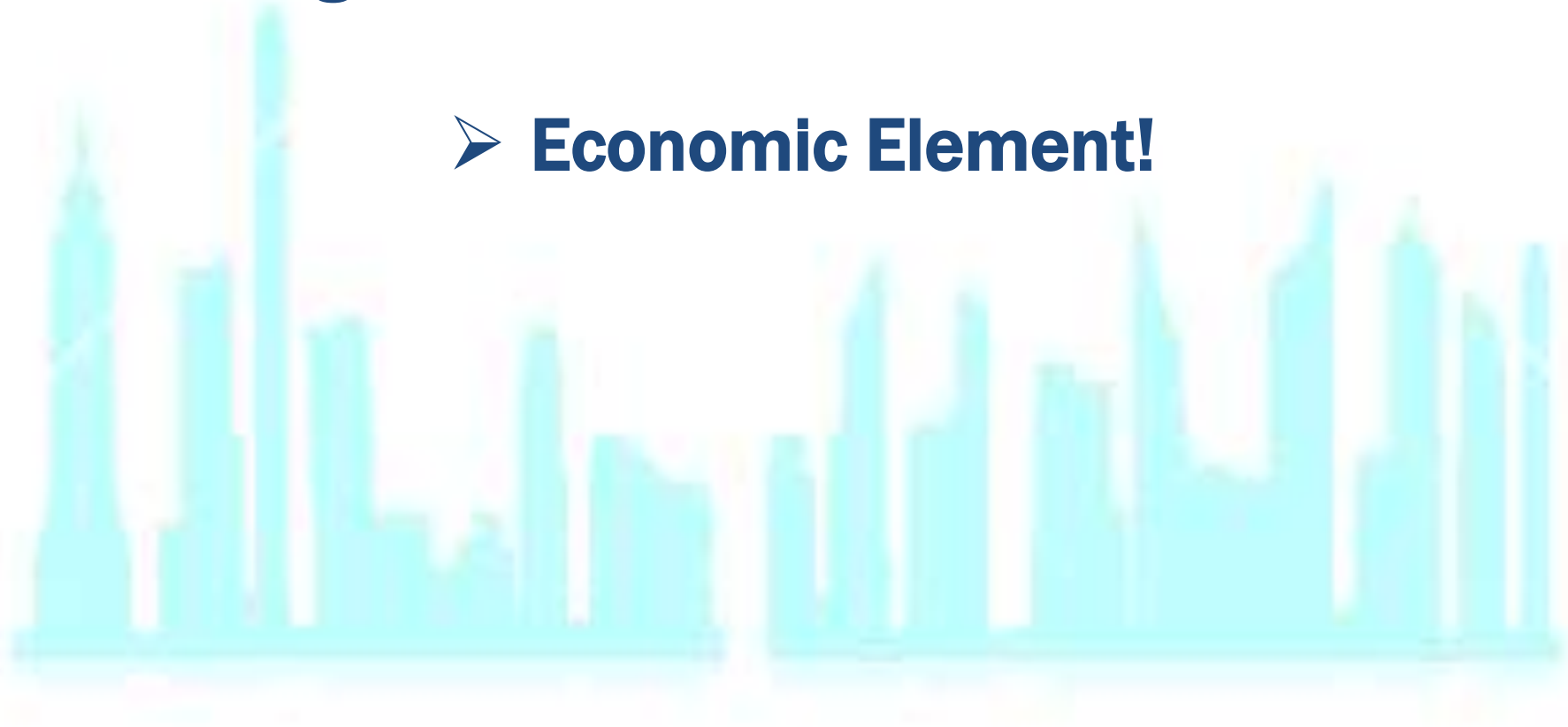
Critical Elements:

- **Future Land Use Plan**
- **Housing**
- **Traffic Circulation**
- **Capital Improvements**

Comprehensive Plan

The Missing Element:

➤ **Economic Element!**



Economic Element

“An economic element setting forth principles and guidelines for the commercial and industrial development, if any, and the employment and personnel utilization within the area. The element may detail the type of commercial and industrial development sought, correlated to the present and projected employment needs of the area and to other elements of the plans, and may set forth methods by which a balanced and stable economic base will be pursued. “

Re-Thinking Economic Development

- **Economic Development = Industrial Development**
- **Targeting Infrastructure Investment**
- **Mixed-use/Transit Oriented Development in Support of Industrial Development**
- **Targeting Public Education and Workforce Development = Formalized and Tailored**

Re-Thinking Economic Development

- **What Industry-Mix Do We Want to Achieve?**
- **What Occupation-Mix do We Need to Develop?**
- **Who Should be the Direct Beneficiaries?**
- **Where Do We Target Our Resources?**
- **How Will These Efforts Be Legislated, Promoted and Sustained?**

Policy Considerations

- **Need to “Find Room for Industry” to Grow and Prosper**
- **Need to Target Industrial Sectors Based on a “Competitive Advantage” Analysis**
- **Need to Partner and Invest in Local Industries**

Industrial Planning Strategies

- **Industrial Land (Re)Development**
- **Industrial Retention and Expansion**
- **Creation of an Entrepreneurial Environment**

Land (Re)Development

- **Inventory Existing Industrial and Commercial Land and Buildings**
 - **Consider New Land for Commercial and Industrial Uses**
 - **Target Municipal Service and Public Infrastructure Investments to Older Industrial/Commercial Corridors**
- ## **Industrial Land (Re)Development**

Industrial Retention and Expansion

- **Small Business/Manufacturer Assistance**
- **Financial – venture and microfinance capital**
- **Locational – emphasis on start-up locations including incubator facilities**
- **Technical – technology transfer programs**
- **Marketing – help in expanding customer markets**

- **Creation of Business and Manufacturing Districts**

Creating an Entrepreneurial Environment

- **Create “Formalized” and “Tailored” Workforce Development Programs**
- **Develop and Support Professional Competence Building Throughout The Economic Development Delivery System**
- **Create Small Business Development Offices at County and Municipal Levels Staffed with Trained Industry Specialists and Loaned Executives**

Creating A Local ED Delivery System

Policy & Management

**Planning & Land
Use**



Financing

Institutional Capacity

Functions of a Local ED Delivery System

- *Policy & Planning Tool*
- *Accountability Tool*
- *Measurement Tool*
- *Communication Tool*

Thank you !!!