THE IMPORTANCE OF LOCAL OWNERSHIP IN PLACES THAT MATTER

KIMBER LANNING, LOCAL FIRST ARIZONA
Why is adaptive reuse important?

Existing vintage buildings create vital incubator spaces for entrepreneurial spirit essential to any thriving city.

THE GREENEST BUILDING OF ALL IS AN EXISTING BUILDING
CHICAGO?!

BUT YOU LIVE HERE NOW!
CONNECTION TO PLACE

PEOPLE WHO LOVE THEIR PLACE ARE:

• MORE LIKELY TO VOTE
• MORE LIKELY TO VOLUNTEER
• MORE LIKELY TO GIVE CHARITABLY
• MORE LIKELY TO PAY TAXES

* KNIGHT FOUNDATION ‘SOUL OF THE CITY’ REPORT
LARGE AND SMALL SCALE
DEVELOPMENT AND PLANNING: INFILL OVER SPRAWL
20+ NEW RESTAURANTS IN THE PAST 3 YEARS
28+ NEW RETAILERS
CITY OF PHOENIX
ADAPTIVE REUSE PROGRAM:

- OFFICE OF CUSTOMER ADVOCACY
- ALL BUILDINGS UP TO 100,000 SF
- ALL BUILDINGS BUILT BEFORE 1980

Pilot:
First 12 micro-businesses in 1200 SF or less saved $16K each and 4.5 months in the process to obtain their Certificate of Occupancy
JOBS PER $10 MILLION IN SALES

• Amazon: 14

• Chain Retailers: 50

• Independent Retailers: 110

source: Institute for Local Self-reliance
+ 2 JOBS - 3 JOBS

WE ALL GO BROKE
What Does a Buy Local Campaign Have To Do With Land Use or Economic Development?

EVERYTHING.
BUILDING BLOCKS FOR VIBRANCY

BUILDING STOCK
WALKABLE STREETS
SHADE COVER
DIVERSITY THAT INCLUDES:

BUILDING SIZE
SOCIO-ECONOMIC STATUS
ARCHITECTURE
ACTIVITIES
HISTORY
BUSINESSES
ARTS AND CULTURE
THE CHANGING FACE OF WORK ENVIRONMENTS
THE NEXT GENERATION: HOW DO WE COMPETE FOR TALENT?

- Shorter commute times
- Quality public transportation
- Vibrant, dense, walkable neighborhoods
- Character
- Diverse Culture
- Unique Experience
- Quality of Life
- Green and Sustainable Living
LEVERAGE THE SMALL PROJECTS TO ATTRACT AND RETAIN KNOWLEDGE ECONOMY COMPANIES
Economic Gardening

The Secret to Job Growth in America: Think SMALL

Harvard Business Review - 2010
OLD PASADENA OUTPERFORMS NEW 2-TO-1 IN SALES TAX REVENUES

• OLD
  • Privately funded
  • Grew organically
  • Almost 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
BUILDING BRIDGES BETWEEN ECONOMIC DEVELOPMENT AND URBAN PLANNING
CONTACT ME: KIMBER@LOCALFIRSTAZ.COM