

# The Village as the New Corporate Location Platform

Panelists:

**Phil Schneider**

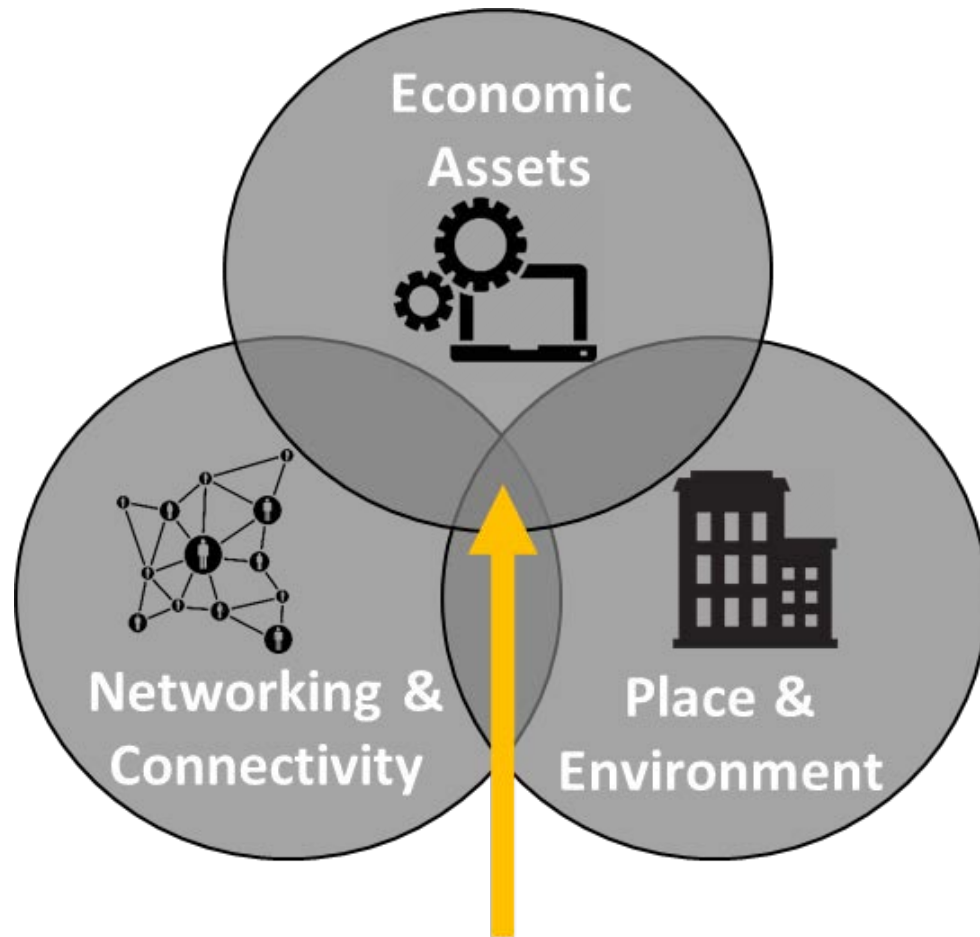
**David Grannis**

**Scott Polikov, FAICP**

Moderator:

**Brandon Palanker**

September 18, 2017



**You (want to be) Here!**

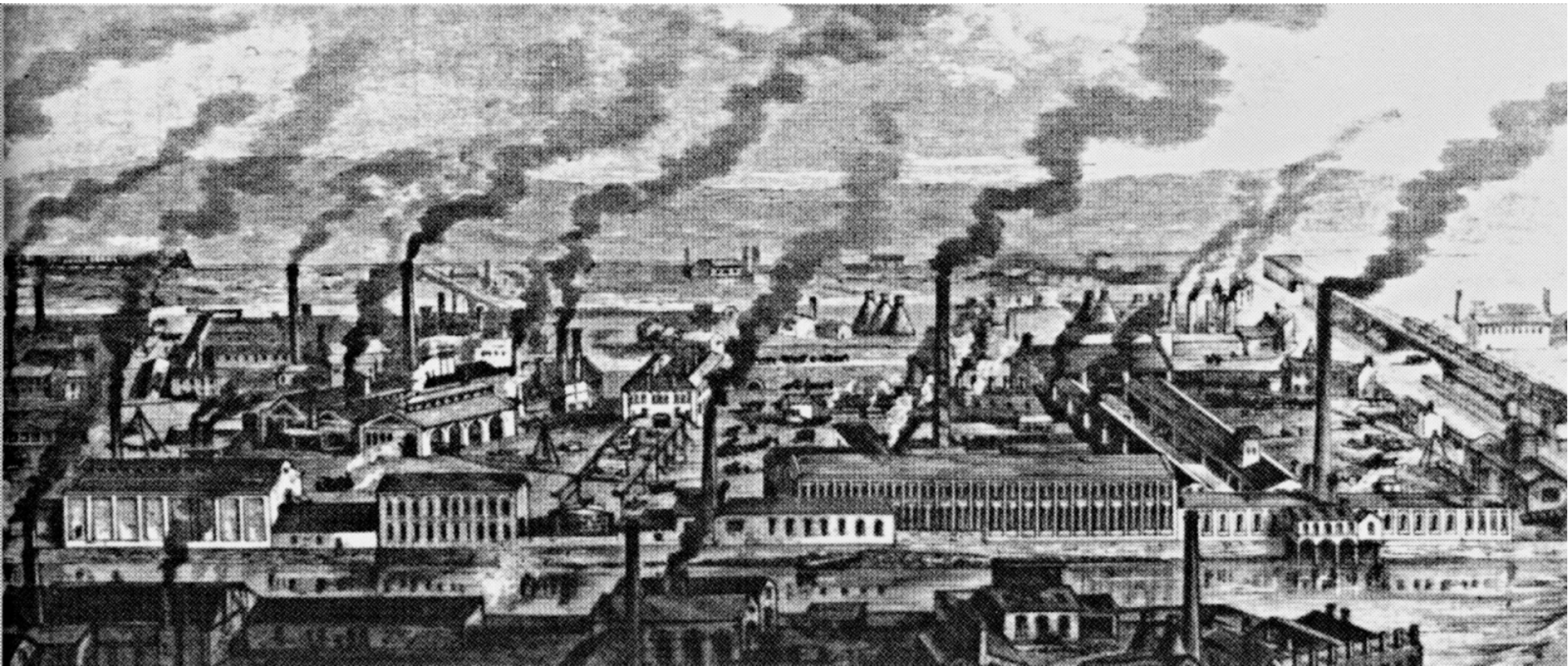
# IN THE BEGINNING...



# The Village: Center of Life and Commerce







Schneider  
Consulting LLC

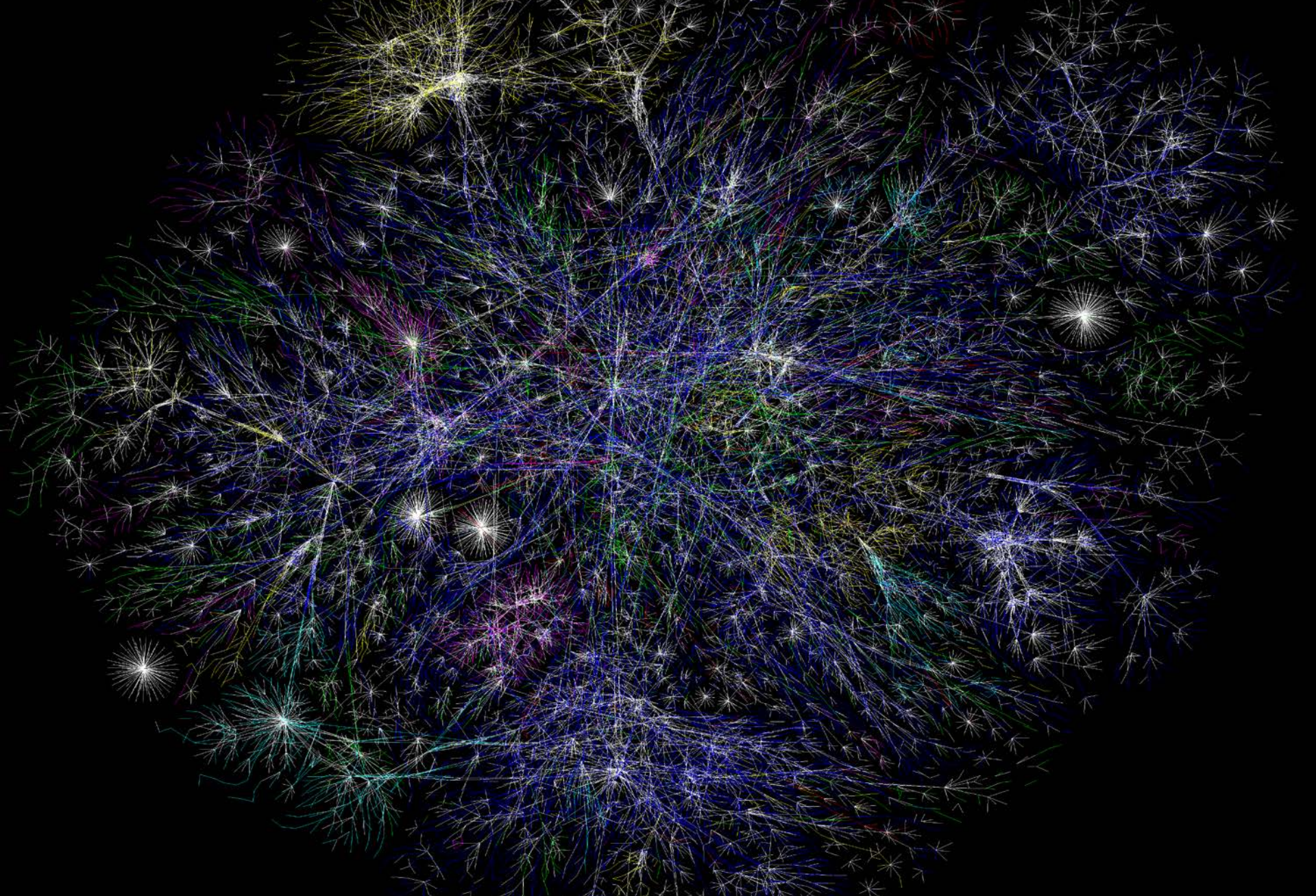


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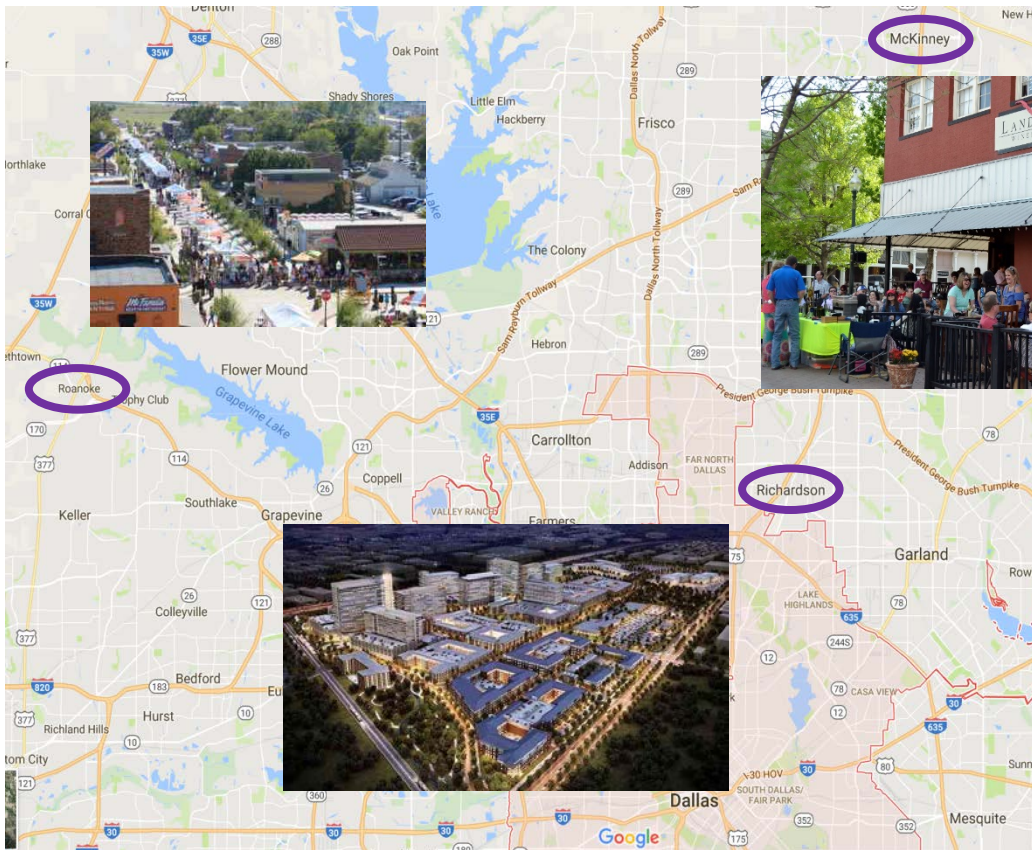
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## Core Values

Why American Companies are Moving Downtown





New Rochelle, New York

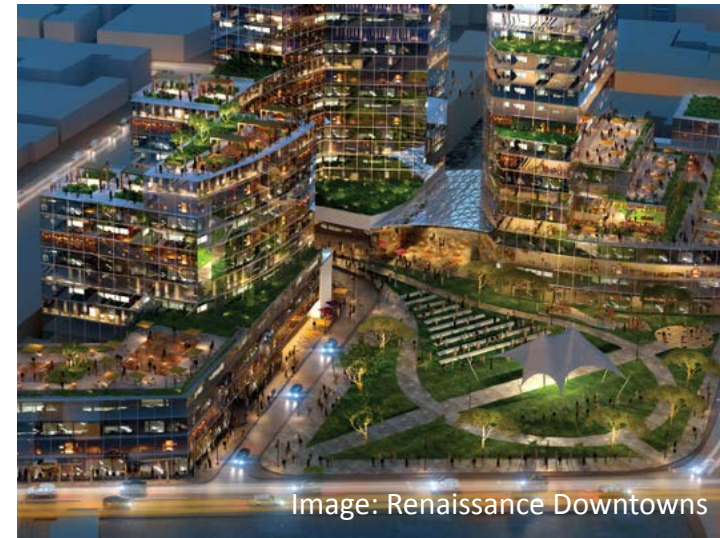
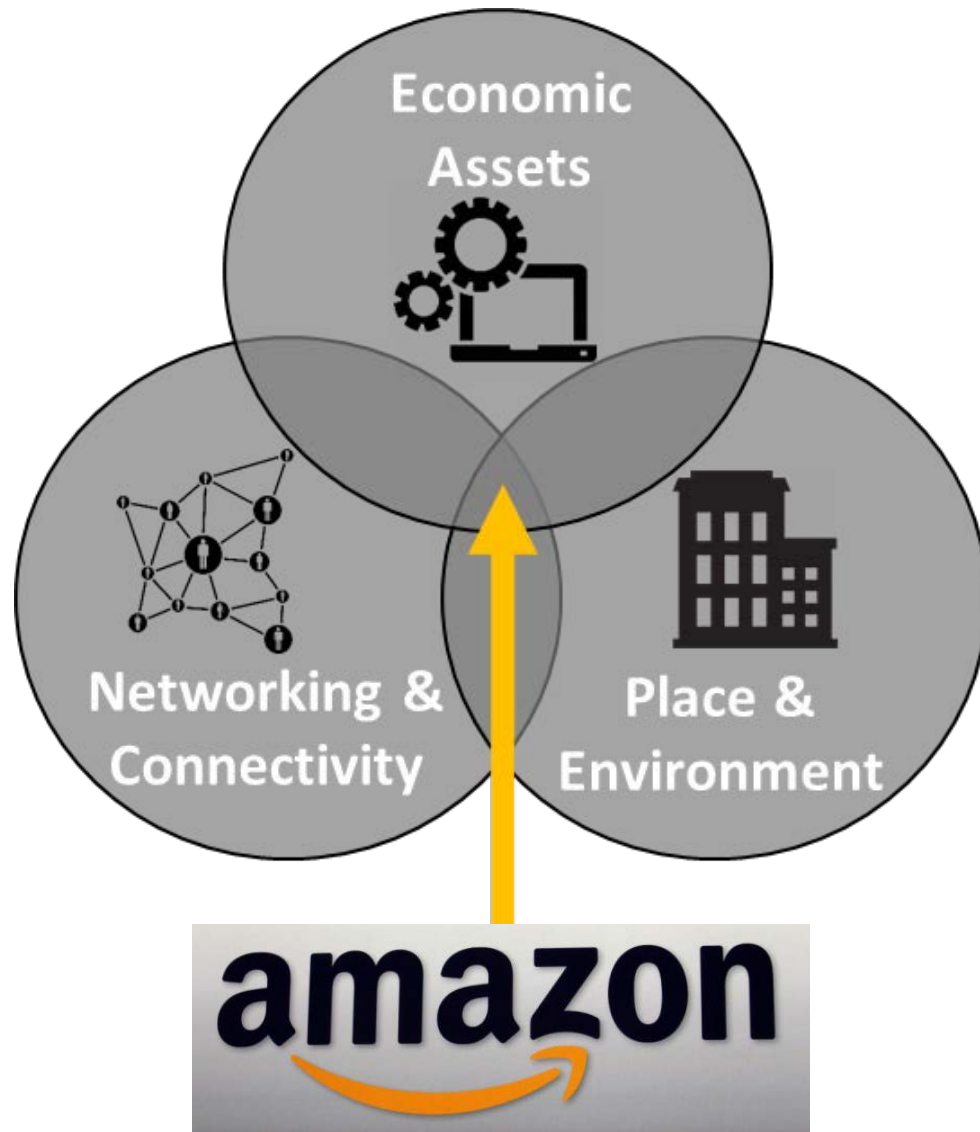


Image: Renaissance Downtowns

# The Educated Workforce Demands Walkable Urbanism & Mobility Options

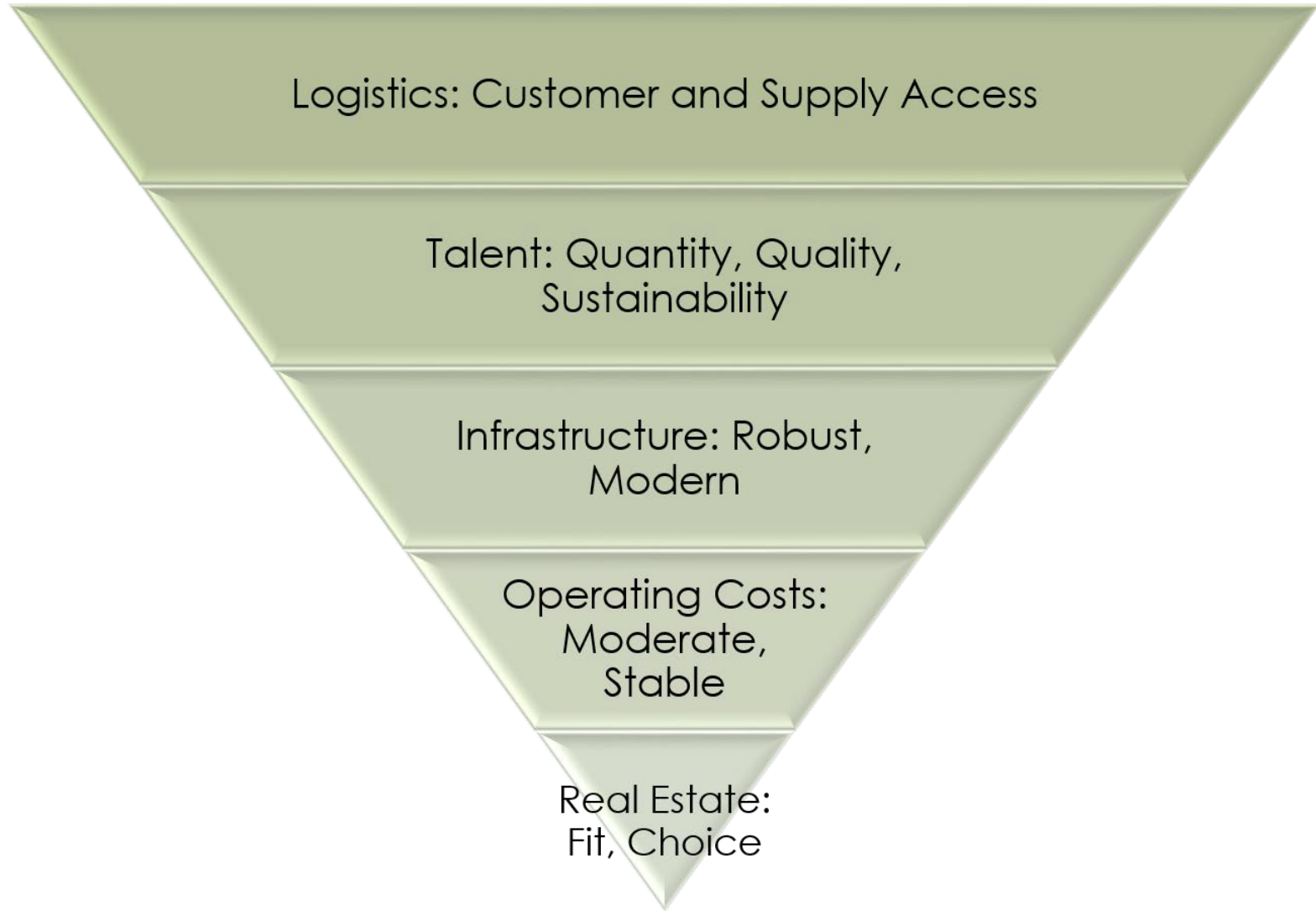


**PHIL SCHNEIDER**  
PRESIDENT, SCHNEIDER STRATEGY  
CONSULTING

**Schneider Strategy**  
Consulting LLC



# What Drives Corporate Location Decisions?

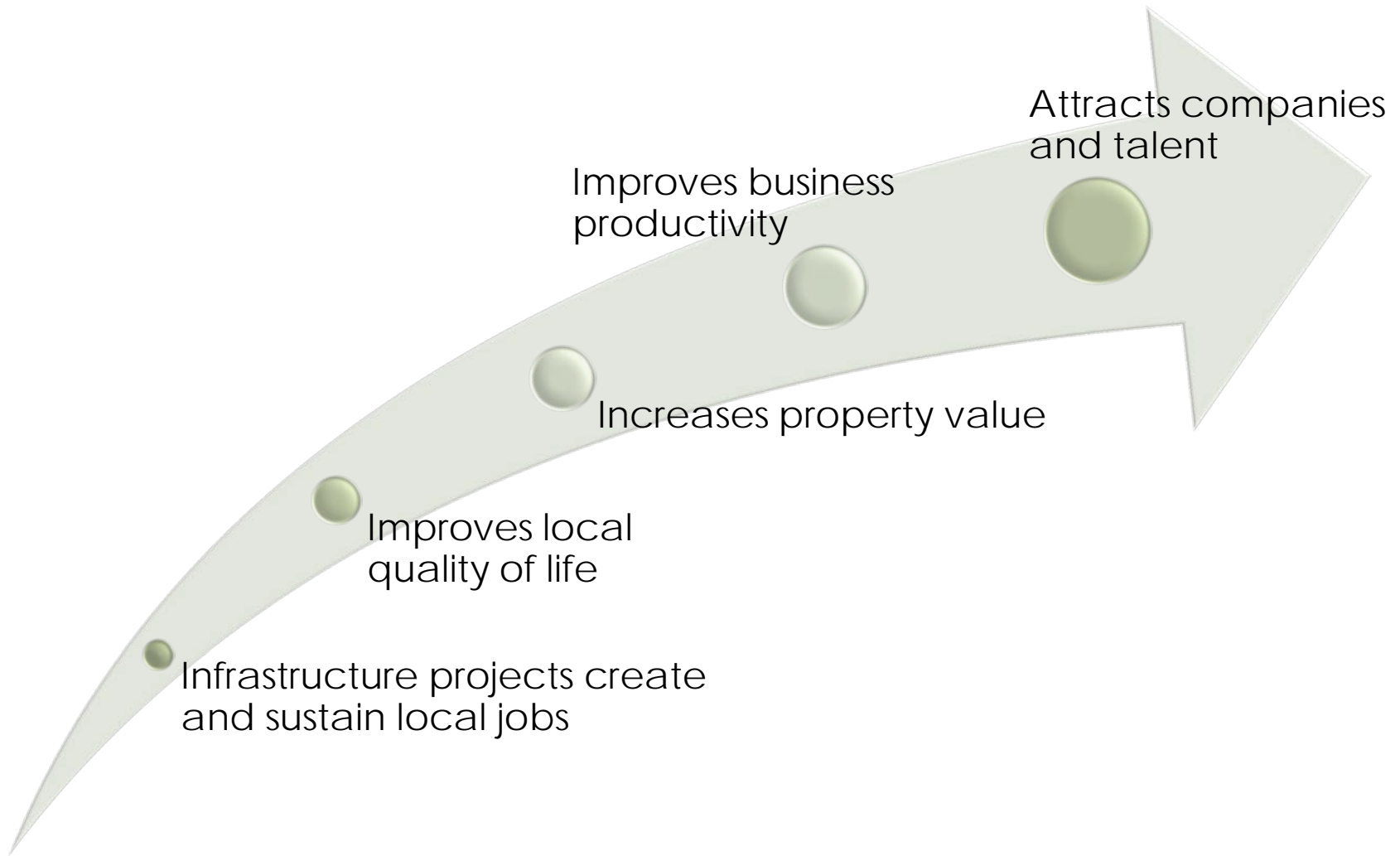


**IDEAL LOCATION CANDIDATES**

# What Defines a Successful Talent Market?



# How Does Infrastructure Drive Economic Success?



# The Four Pillars of Business Attraction Success



## Talent/ Workforce

- **Develop**
  - Educate
  - Train
- **Retain**
  - Living Conditions
  - Growth
- **Attract**
  - Opportunity
  - Quality of Life



## Infrastructure

- Highways
- Rail
- Ports
- Power
- Water
- Broadband
- Fuel
- Real estate



## Finance

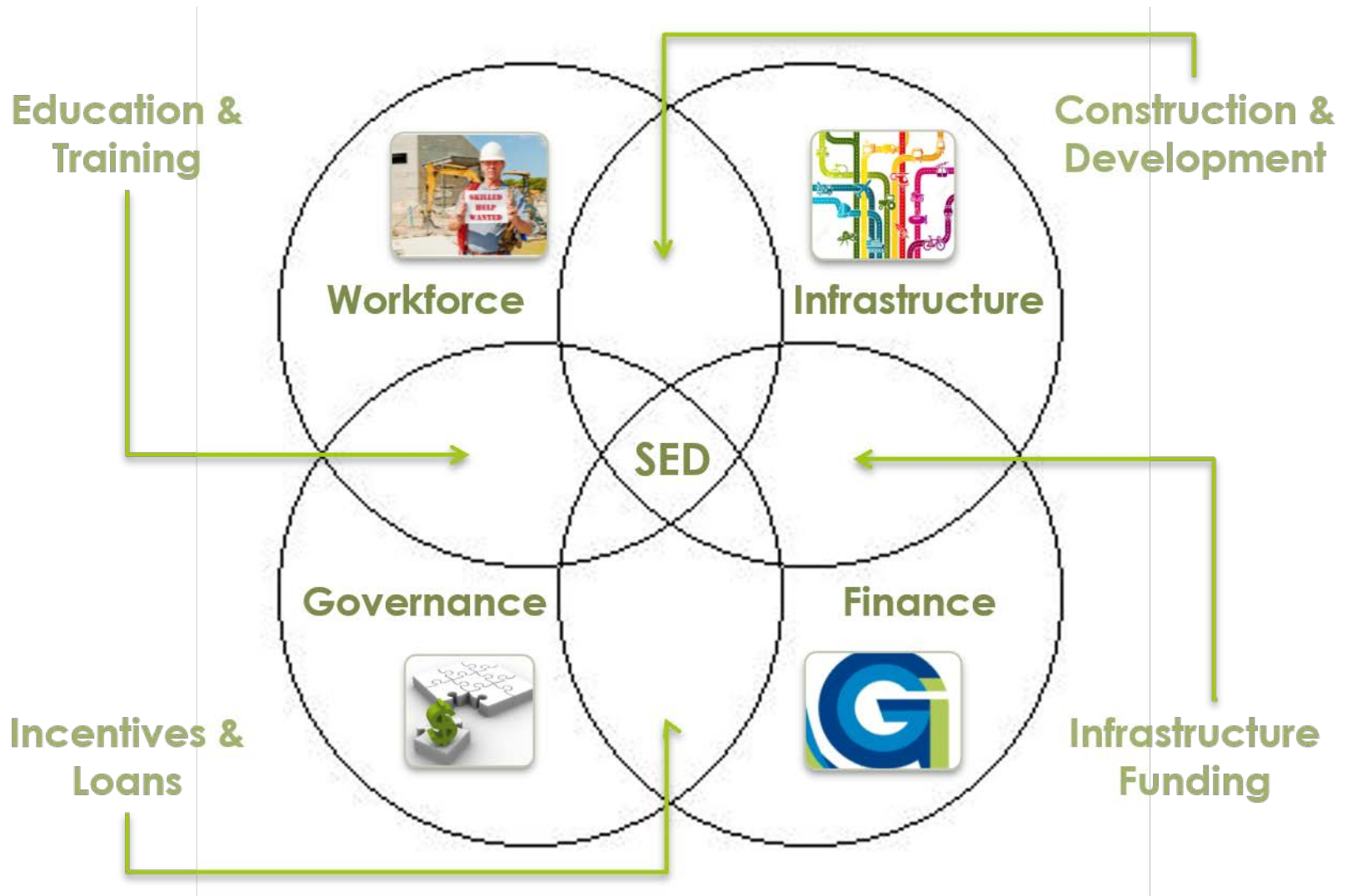
- Grants
- Credits
- Bonds
- Loans
- TIF
- Venture Capital



## Governance

- Transparent
- Responsive
- Efficient
- Accountable
- Inclusive
- Effective

# The Four Pillars Operating Together Support and Sustain Local Economic Growth



# MOBILITY CHOICE: A SERVICE PLATFORM

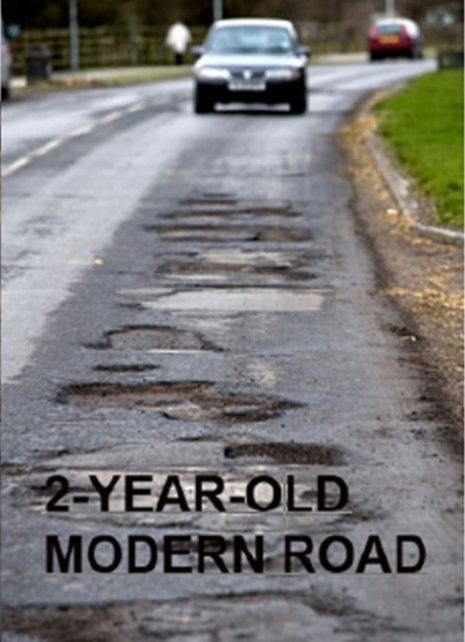
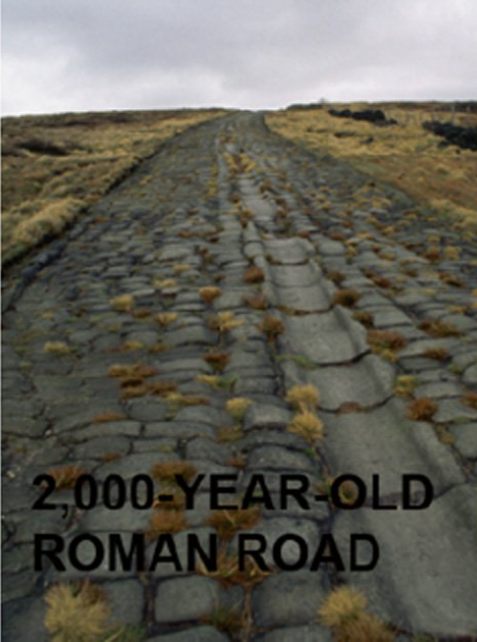
*CREATING SUSTAINABLE EMPLOYEE MOBILITY*





# PROBLEM/**INFRASTRUCTURE**

Old & poorly maintained infrastructure...



# PROBLEM/**INFRASTRUCTURE**

No safe  
pedestrian  
or bicycle  
network...





# PROBLEM/**INFRASTRUCTURE**

No  
transit...



# OS PROBLEM/LOTS OF CARS

Single-occupant vehicles...



# OS PROBLEM/**PARKING FOCUS**

A push for more and more and more parking...



# OS PROBLEM/**MOBILITY CHOICES**

Our mobility options aren't as robust as what is needed and generally don't provide an exceptional *guest experience*.

People want more choices, to be treated with respect, and to enjoy a good mobility experience.





# OS PROBLEM/**EXPENSE**

People are losing money...the combined cost of housing + transportation is eating up over 50% of median income in most major US cities...



# OBJECTIVES/UPDATED INFRASTRUCTURE & MOBILITY CHOICES

21<sup>st</sup> Century,  
multi-modal  
infrastructure  
improvements

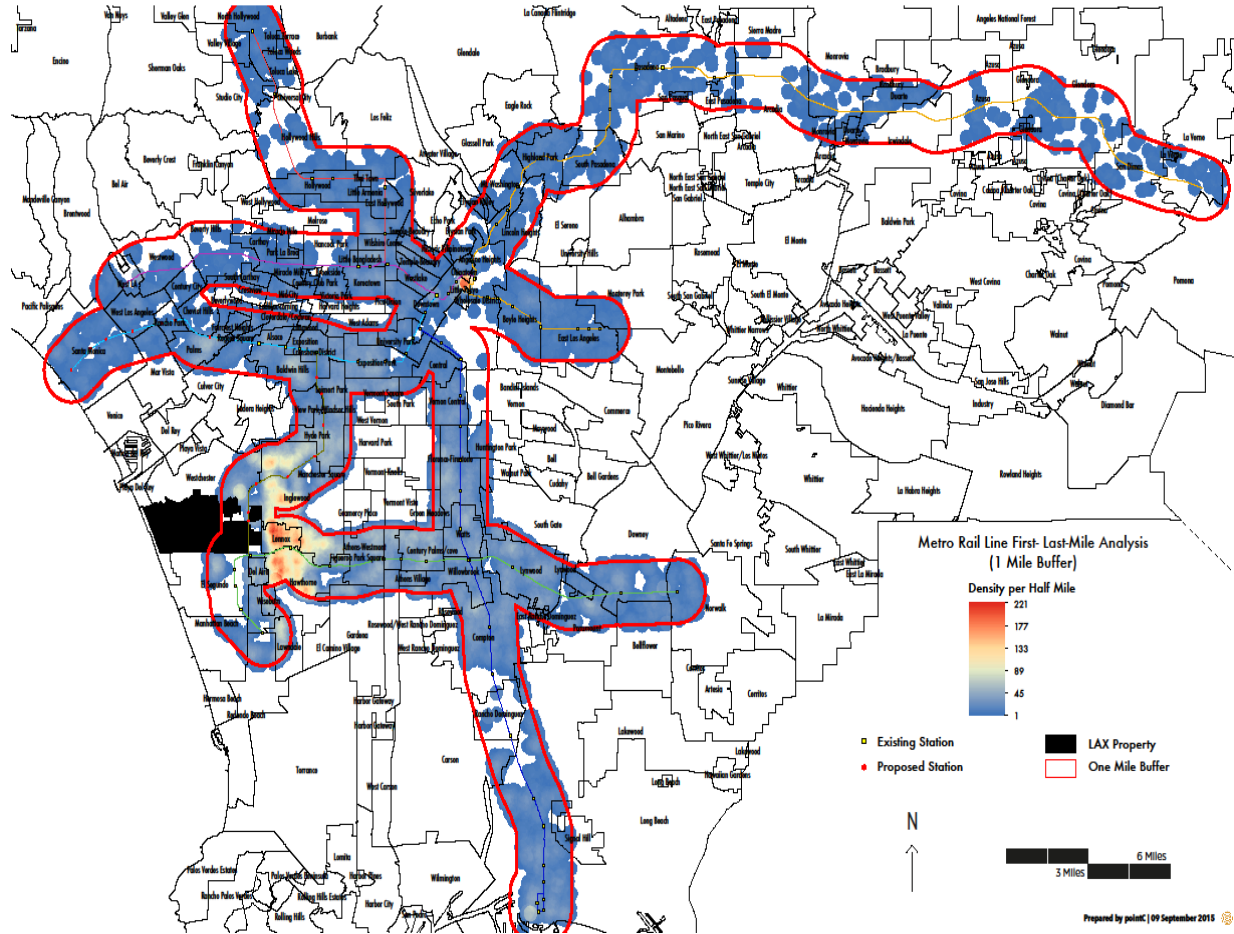


**COMPLETE STREETS**  
SAFETY, CONVENIENCE & COMFORT FOR EVERYONE

# OBJECTIVES/**CREATE MOBILITY CHOICES**

Develop mobility that:

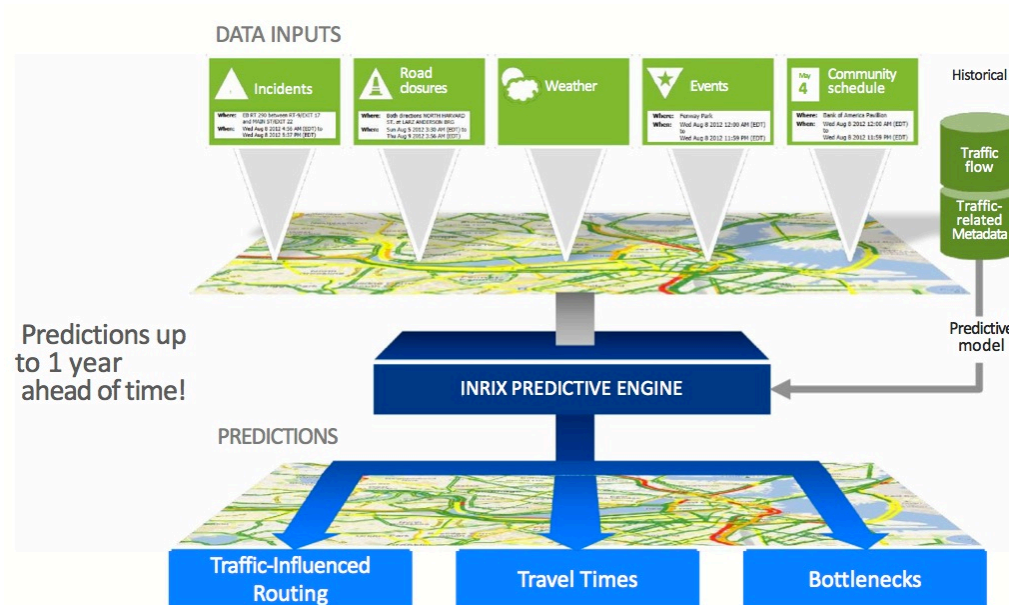
- Is data-driven to reach target demographics
- Provides people with a “mobility experience” that is exceptional
- Saves money, time and frustration





# APPROACH/DATA

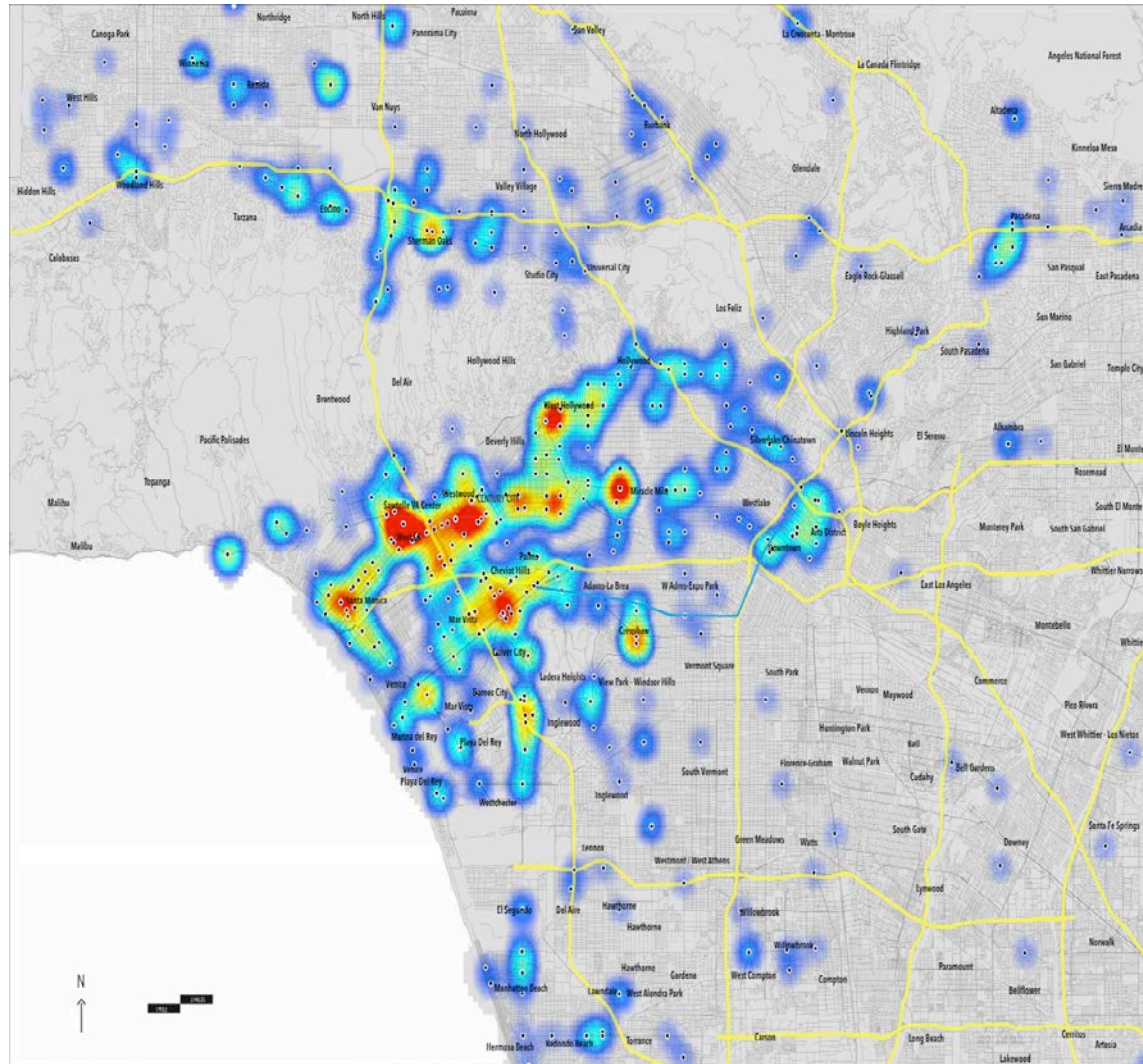
Data is foundational to understanding the patterns that underscore exceptional mobility design.





# APPROACH/CHOICES

A data-driven approach enables an understanding of the Origin & Destination (O&D) of trips and identify the “low hanging fruit” that instructs the design of mobility choice strategies.



# APPROACH/**CREATE EXPERIENCES**

Service (Intangible)

Ralps

United Airlines

Nokia

Experience (Memorable)

Whole Foods

Virgin America

Apple



# APPROACH/**EMPLOY TECHNOLOGY**



**reserve a seat / book a ride / locate  
bike-share / add funds / real-time info  
track trips / unlock a car(share)  
all with this**



## TRY STUFF/RELEVANT PROGRAMS



App-based reservation home-to-work luxury shuttle system equipped with Wi-Fi, electronic entertainment, refreshments and concierge service. Program pilot for 10 months with Mercedes Benz & Rancho Mission Viejo resulted in request to homeowners association to fund the service for area residents.

# TRY STUFF/RELEVANT PROGRAMS

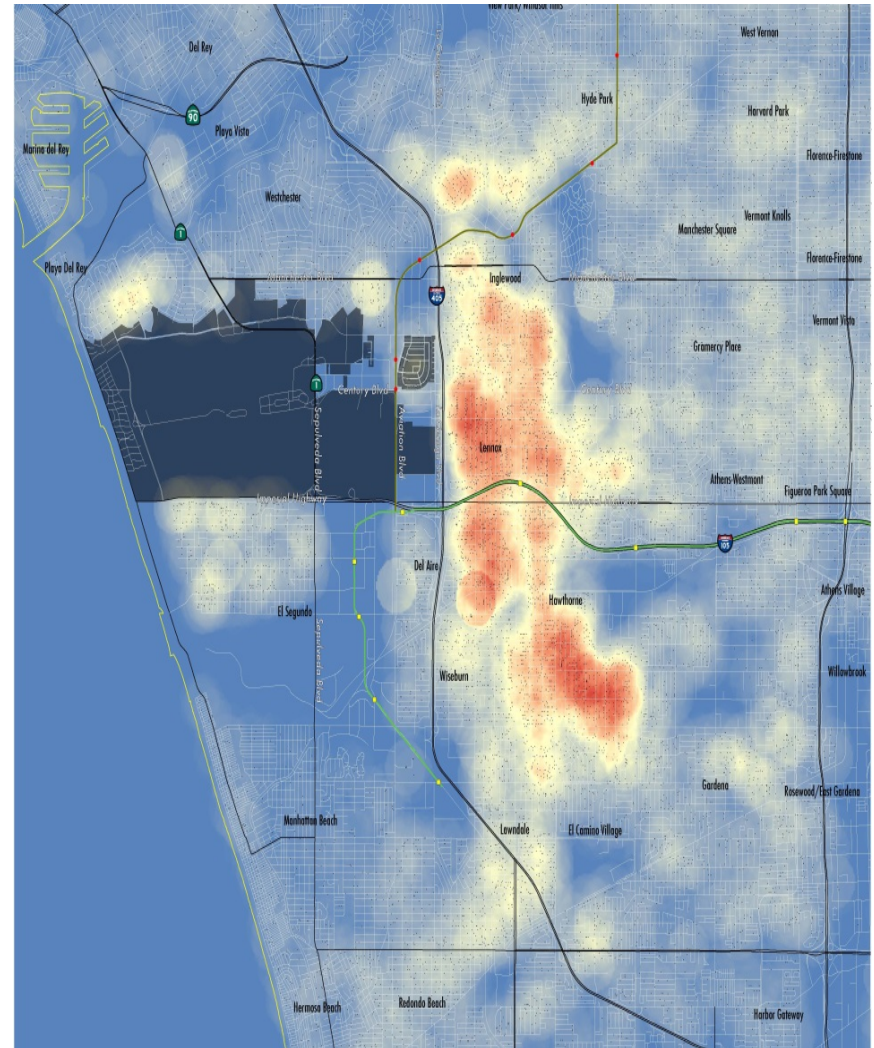
## LAX Employees

- 43,498 validated badged employees
- 31% live within 5 miles/53% within 10 miles of LAX
  - High concentration within 1 – 3 miles, located within SB 535 Disadvantaged Communities



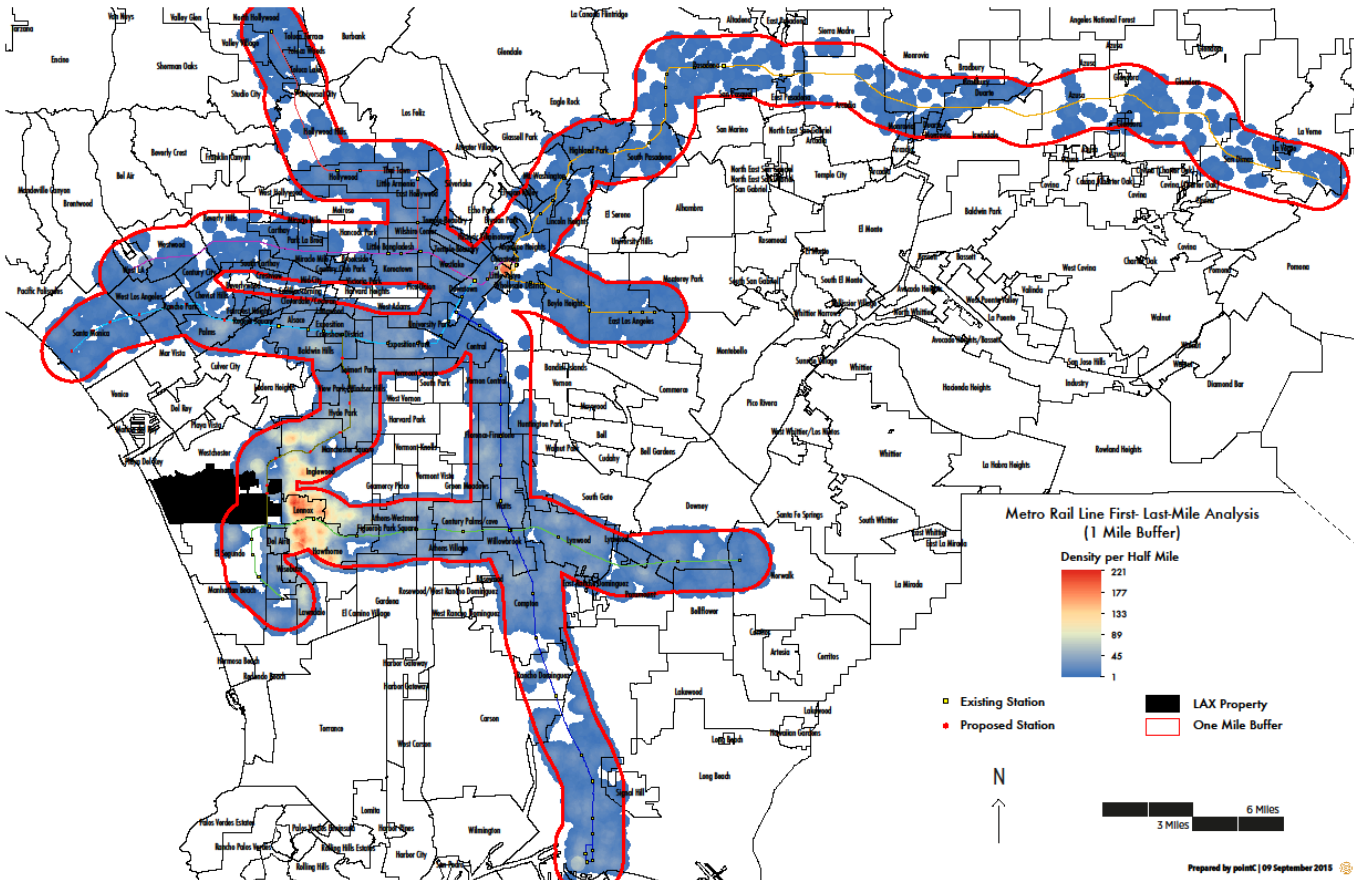
**LAX**

*Los Angeles World Airports*



# TRY STUFF/RELEVANT PROGRAMS

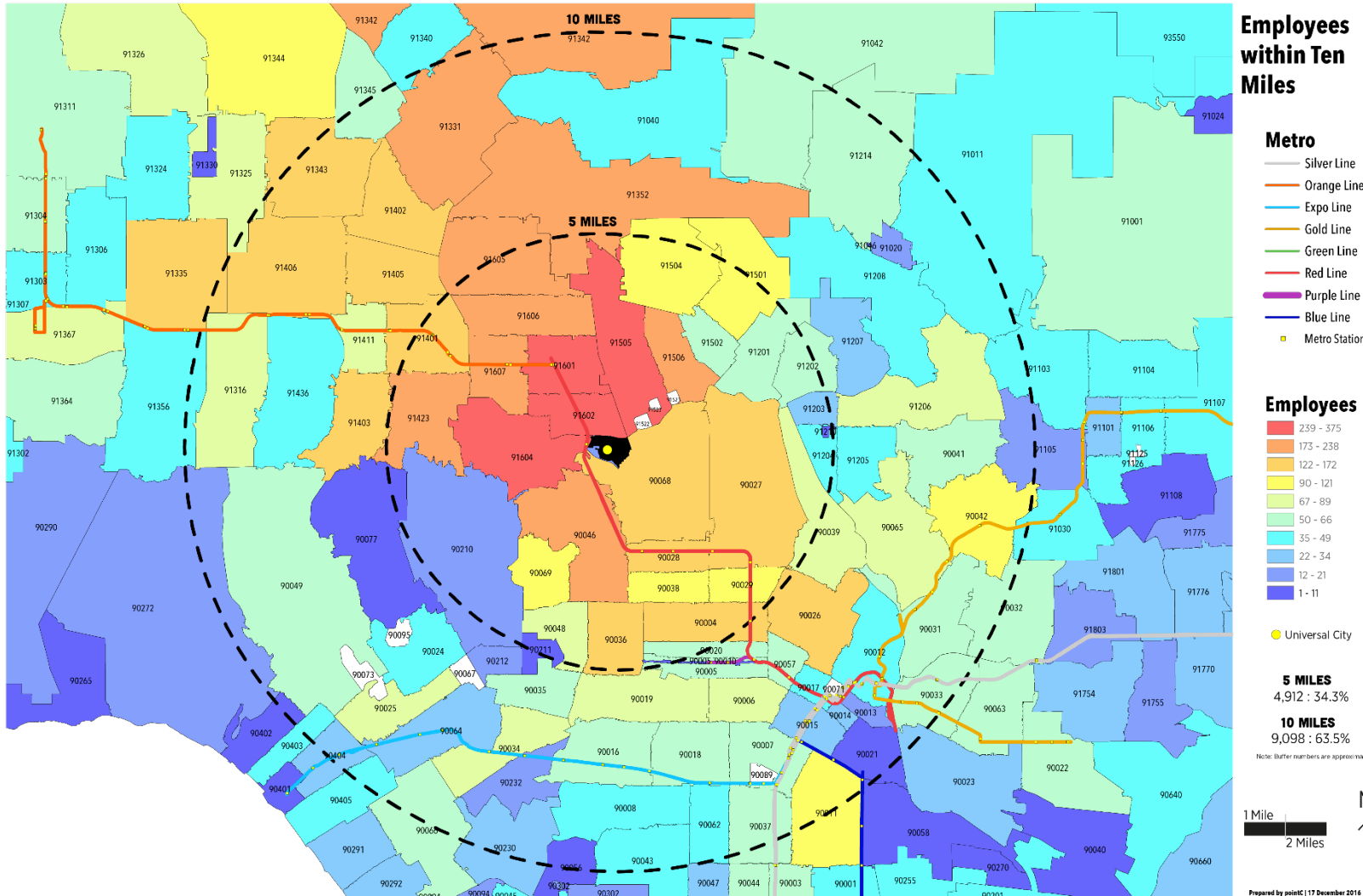
17,417 LAX employees live less than 1 mile from Metro Line



**LAX**  
Los Angeles World Airports



# TRY STUFF/RELEVANT PROGRAMS



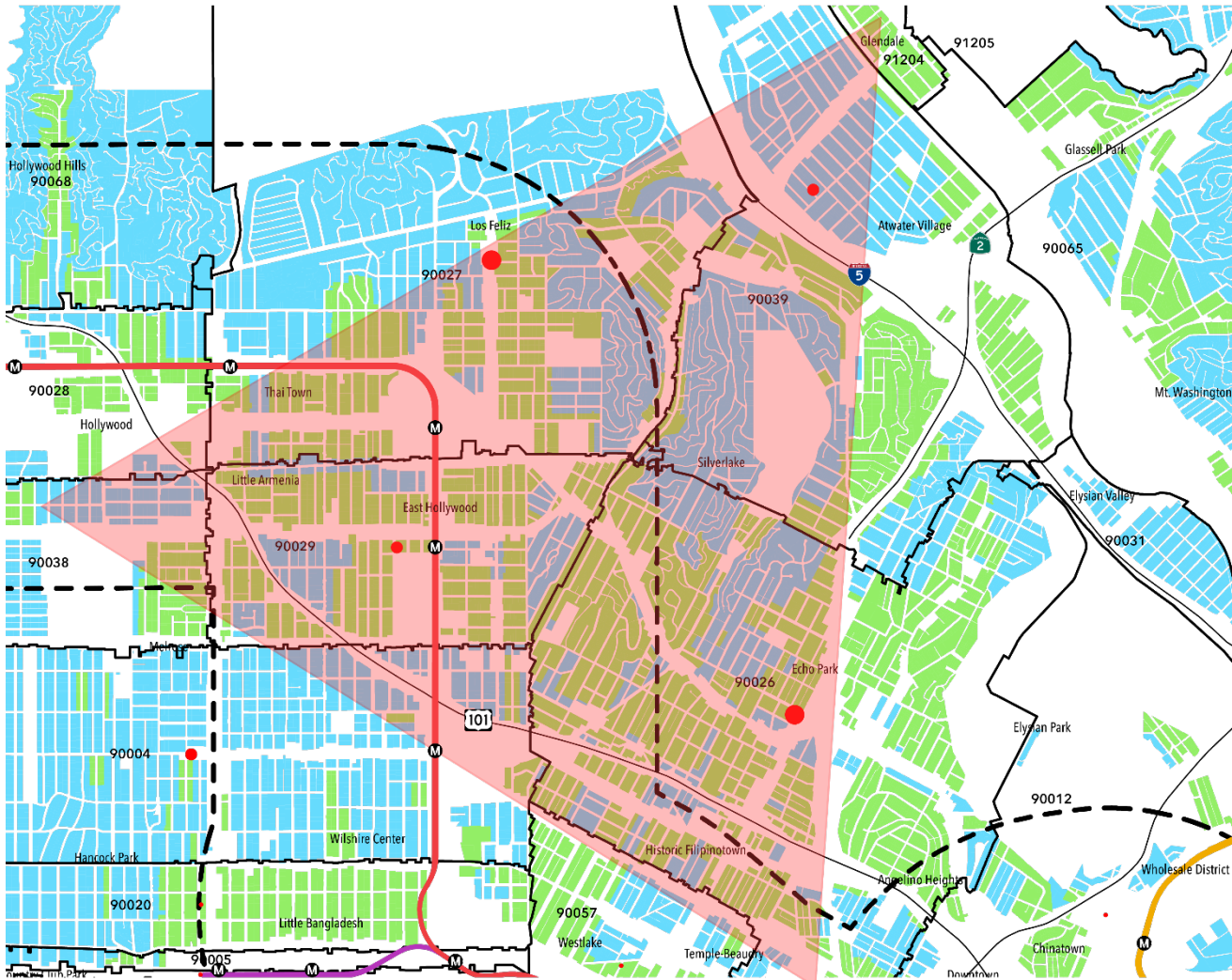
# TRY STUFF/RELEVANT PROGRAMS



## CLUSTER 2

527 Employees

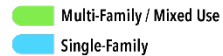
4 Zip Codes:  
90026, 90027, 90029, 90039



### Employee Density



### Metro



Note: Map covers approximately 21 square miles

Prepared by pointC | 24 January 2017



# Scott Polikov, FAICP

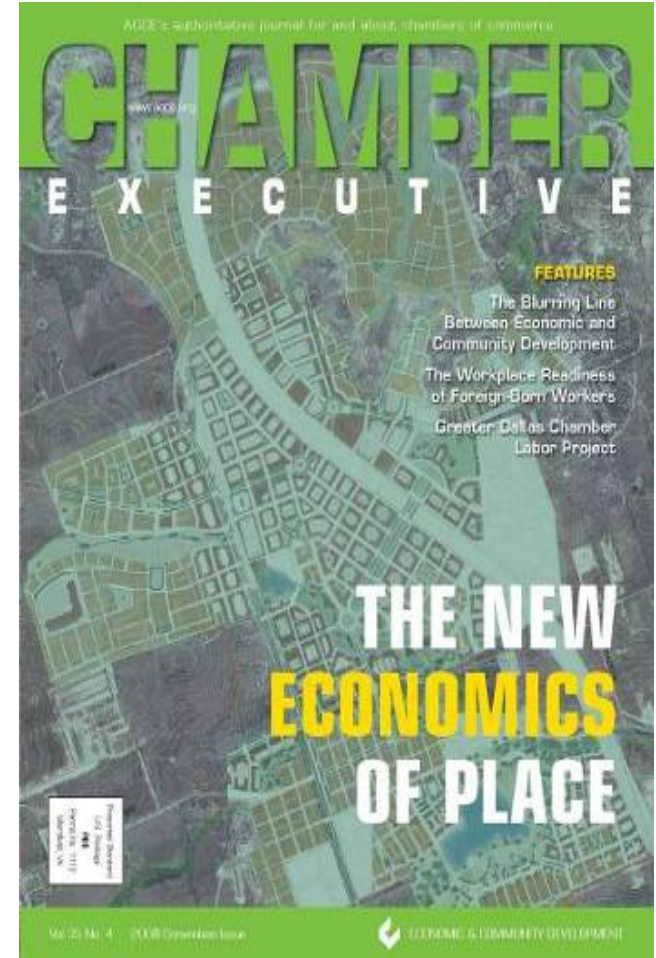
## Gateway Planning & GP Development



# It's about Connectivity



The Old Economics of Place  
The House of Medici





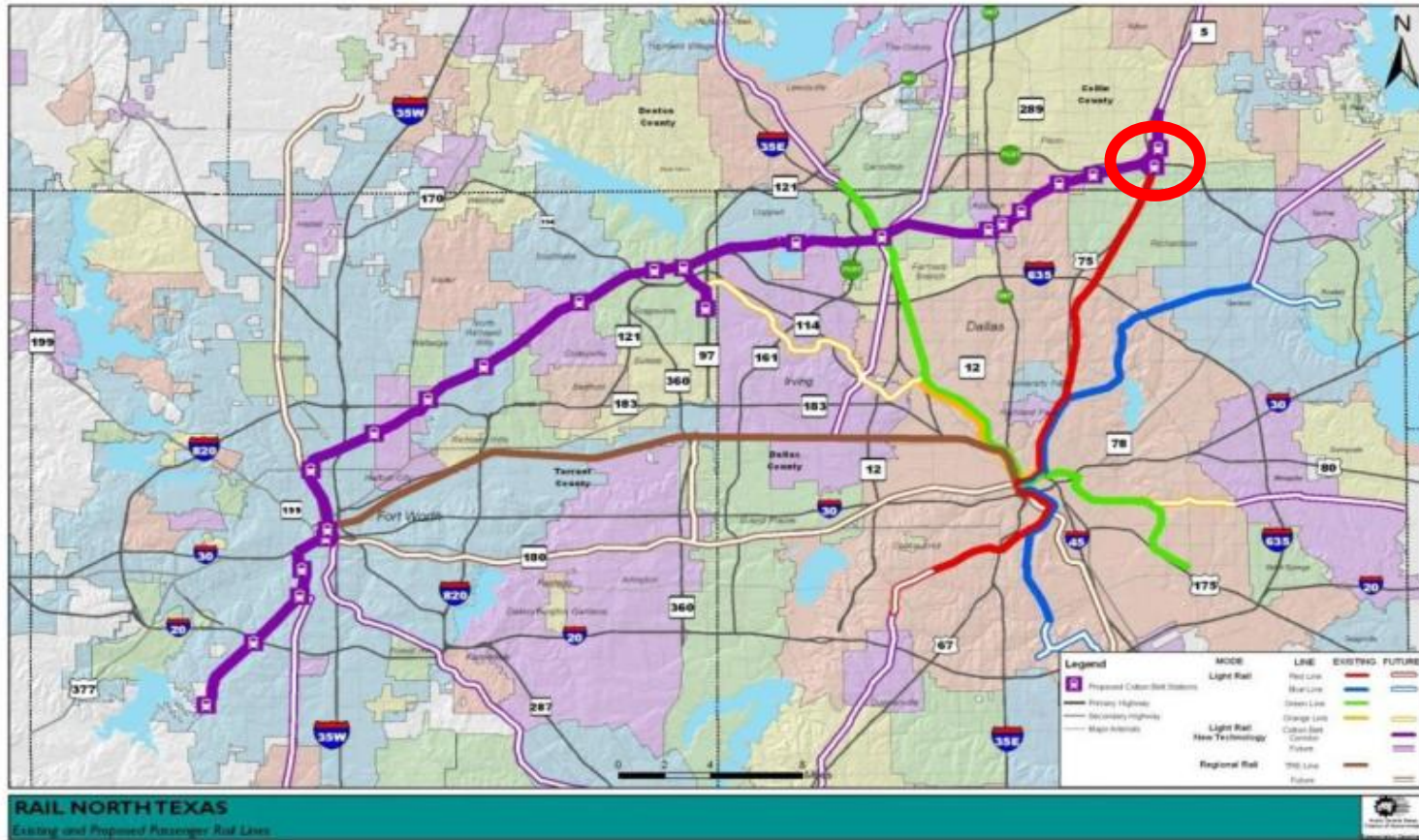
# It's about the Village (housing and diversity)

- **Canada gets it**
- **The U.S. back to the future**
- **Value Capture-** setting up generational reinvestment





# CityLine- intersection of rail and highways in DFW

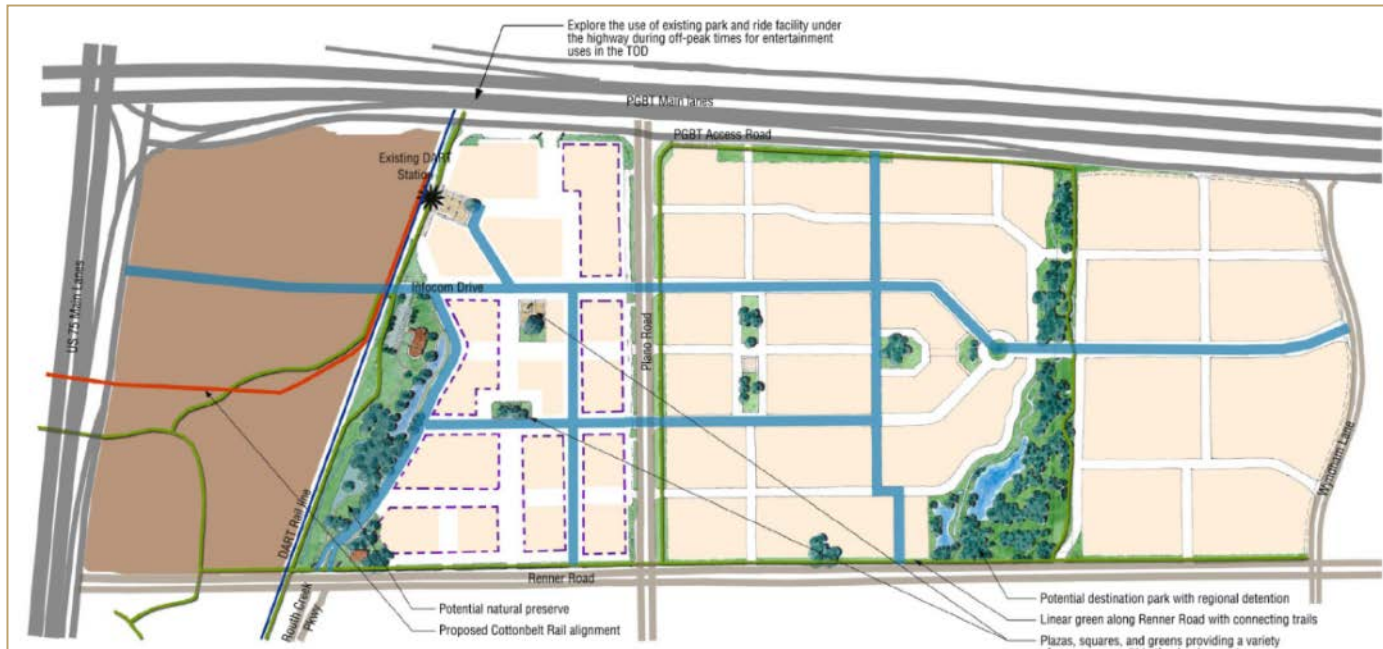


# Lack of planning, conventional zoning was unrealized



# Development Strategy

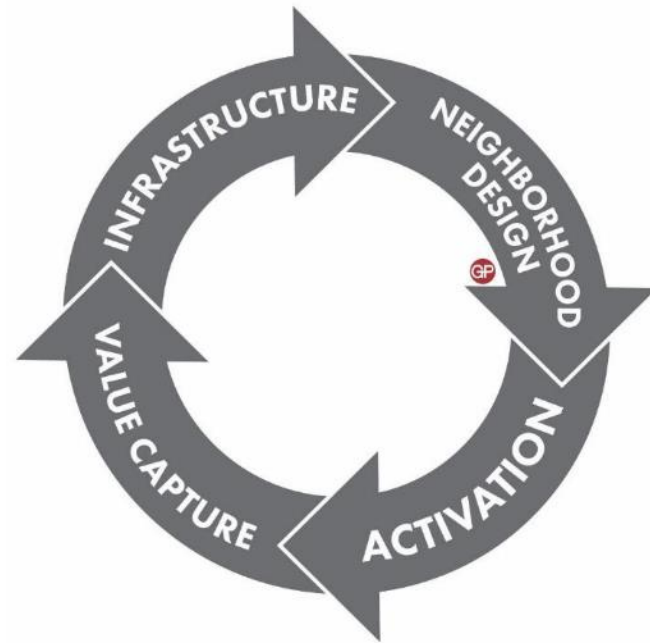
- ✓ Create value/reduce risk for sale to vertical developers
- ✓ What is municipality's roles in adding value?
- ✓ Weaving zoning, infrastructure and incentives



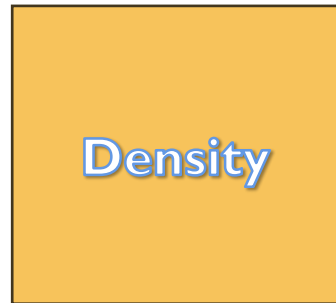


# Mutual issues/opportunities for Owner and Municipality

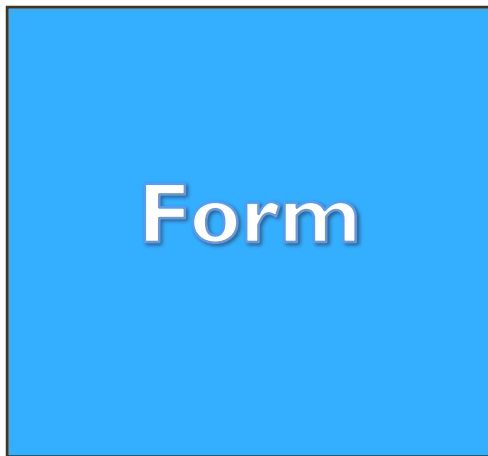
- ✓ Another “development deal” or Eco. Development
- ✓ Facilitating adjacent owner cooperation
- ✓ Securing value capture



# Form-based to drive and maintain value

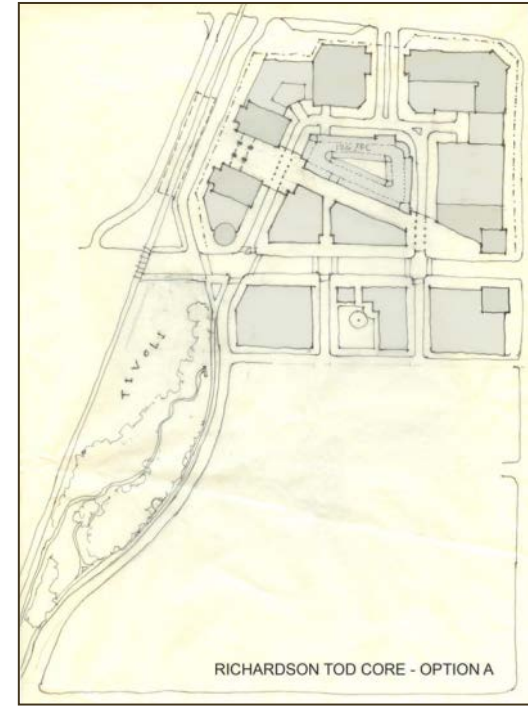
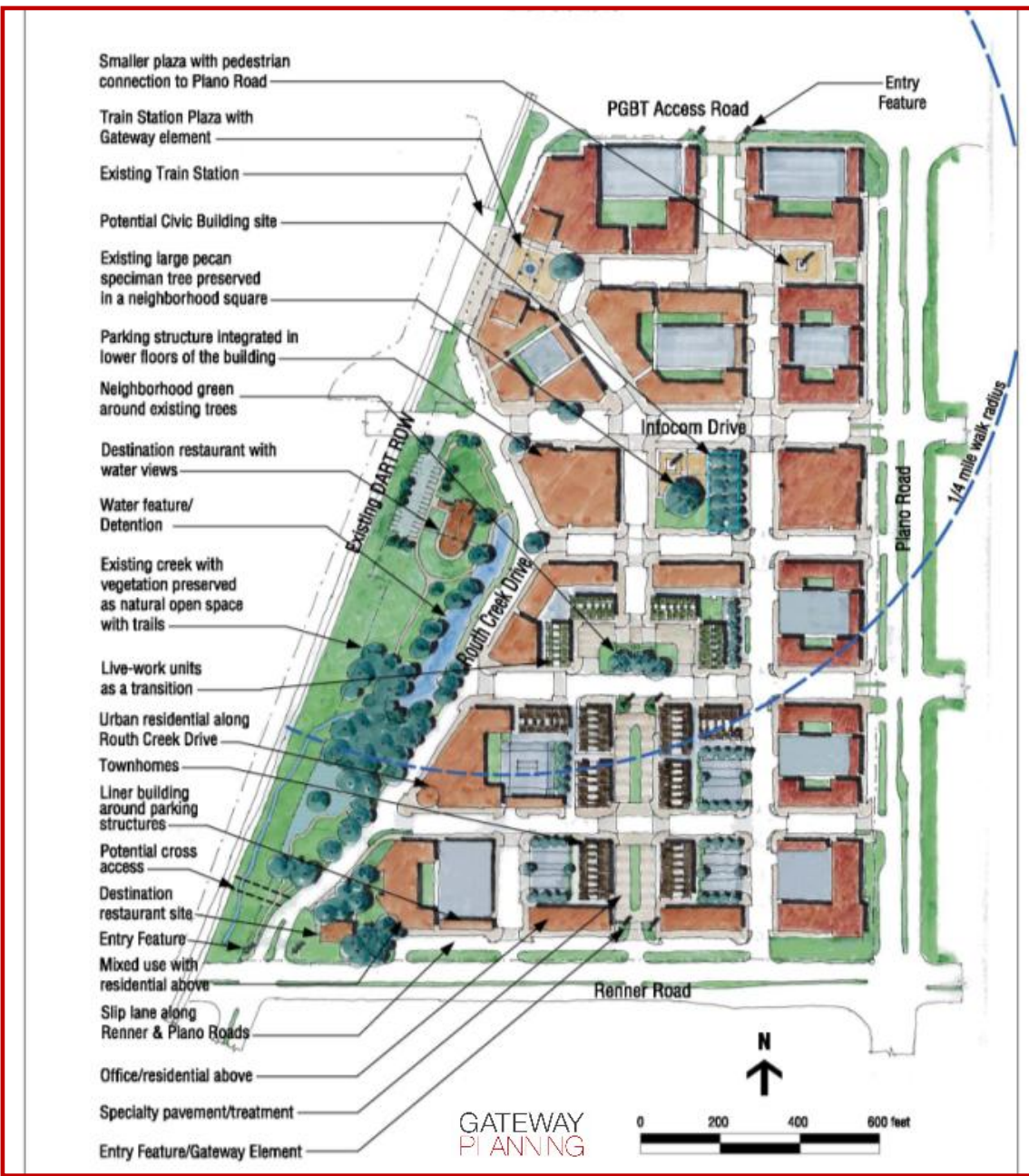


Conventional  
Entitlement



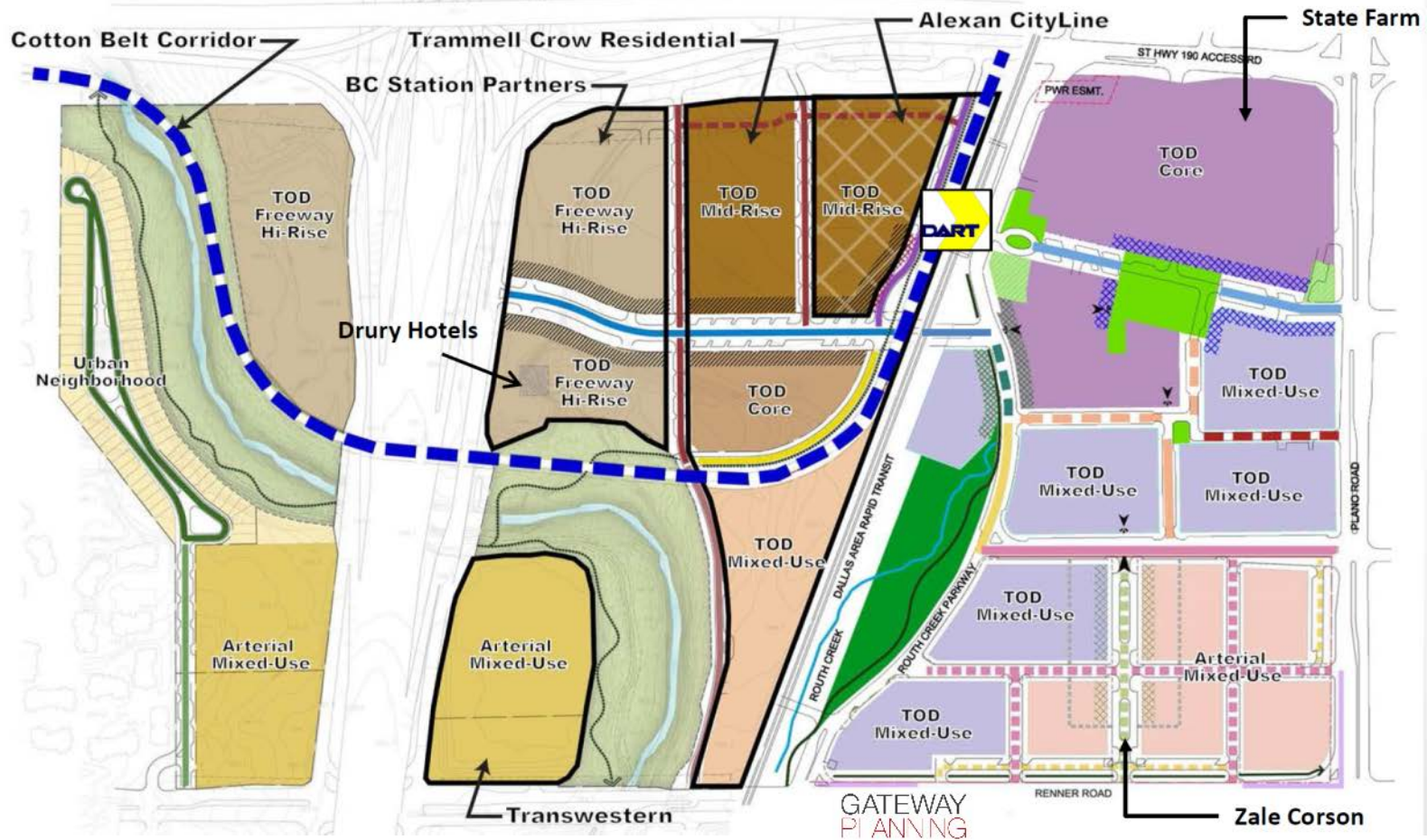
Form-Based

# Initial concepts based on market analysis for live-work-play to calibrate FBC

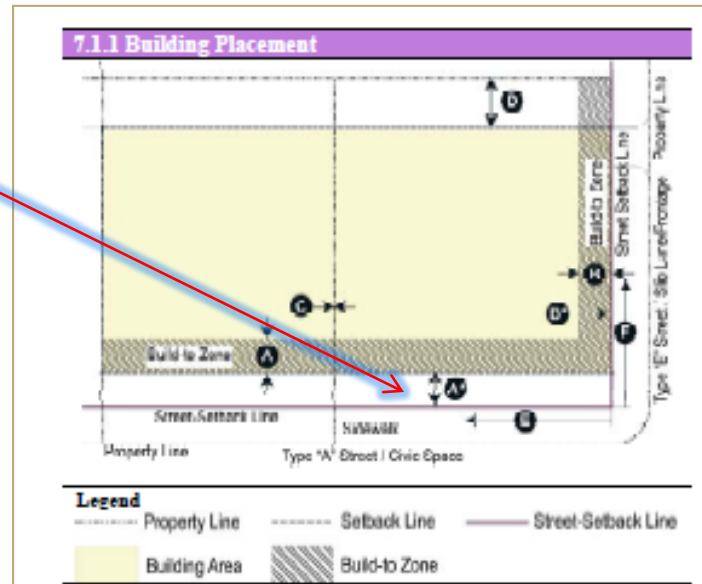
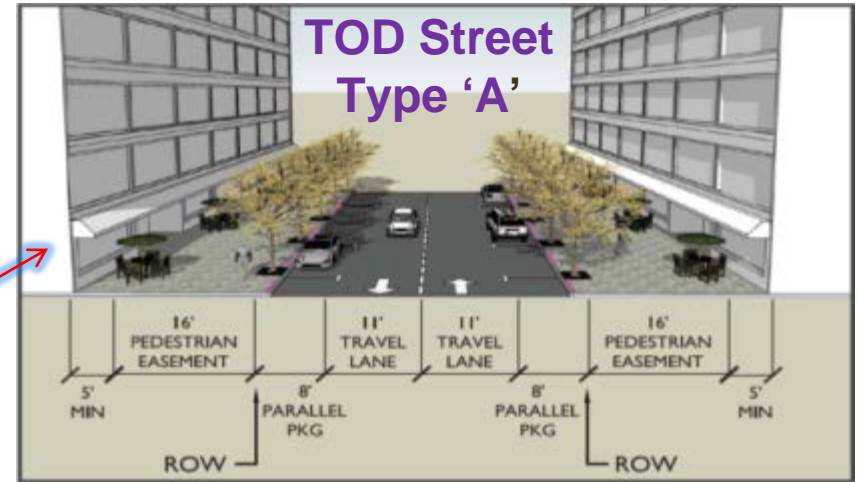




# Cooperative Form-Based Plans and Codes



# FBC aligns building-frontages and walkable streets



GATEWAY  
PLANNING

# State Farm looking for new headquarters site

## ***State Farm Build-To-Suit requirements***

- ✓ Highway access and transit convenient
- ✓ Live-work-play for employees
- ✓ Low risk entitlements (shovel ready)



# KDC purchases FBC Entitlement and Tax Increment for BTS



**KDC**  
GATEWAY  
PLANNING



**CITY  
LINE**



# The Cafeteria Factor







## *Opportunity for HR Investments*

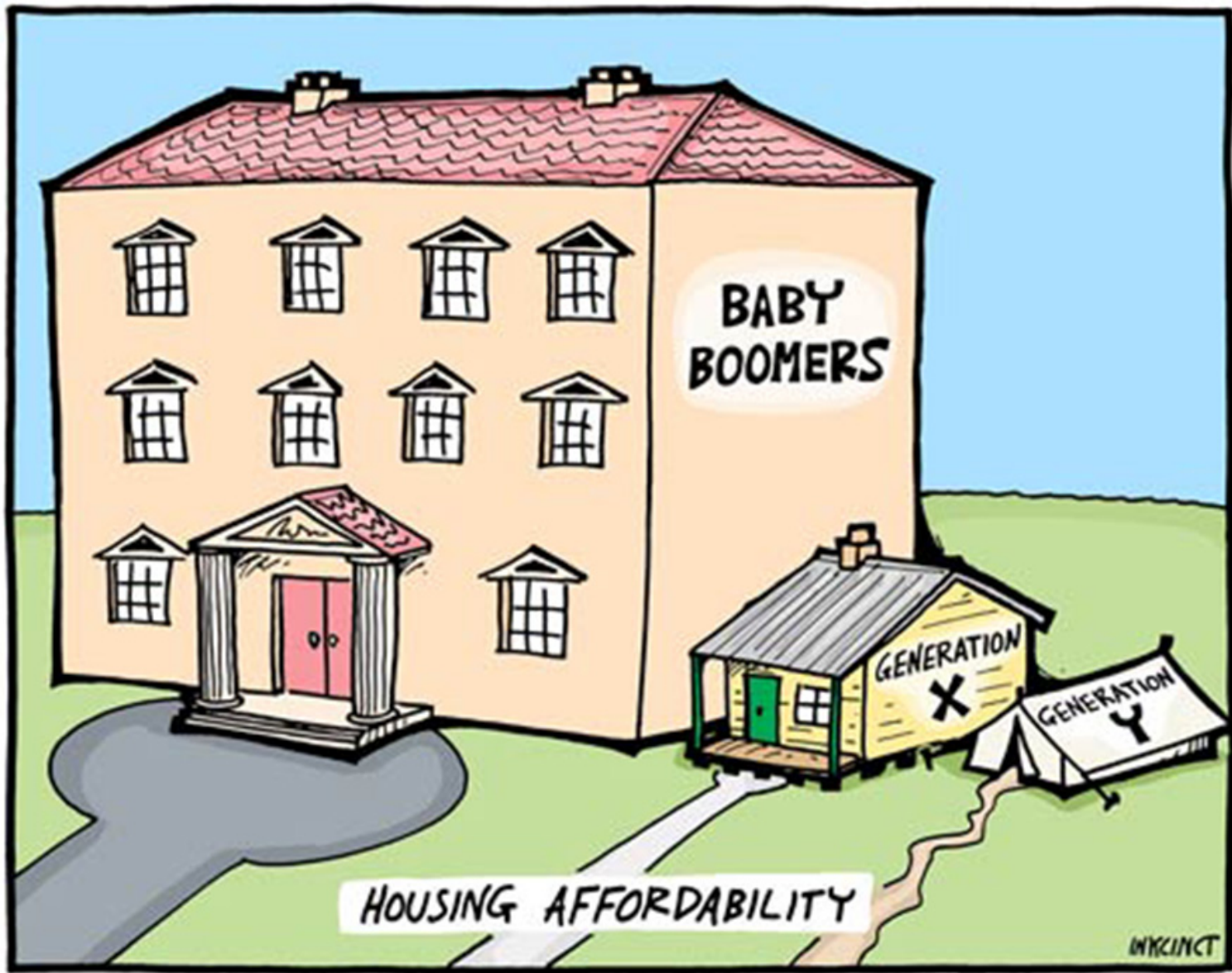




# INTERMEZZO

# amazon

The Amazon logo, featuring the word "amazon" in a bold, dark blue, lowercase sans-serif font. Below the text is a thick, orange curved arrow that starts under the 'a' and points to the right, ending under the 'n'.



10/07 2007-434 © INKINCINCT Cartoons www.inkincinct.com.au





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