



Smart Growth America

Improving lives by improving communities

Placemaking: The Built Environment

St. Croix Valley Foundation

February 09, 2022



Smart Growth America envisions a country where no matter where you live, or who you are, you can enjoy living in a place that is healthy, prosperous, and resilient. We empower communities through technical assistance, advocacy, and thought leadership to realize our vision of livable places, healthy people, and shared prosperity. **smartgrowthamerica.org**



Smart Growth America

Improving lives by improving communities



**Transportation
for America**



National Complete
Streets Coalition



State
**Smart Transportation
Initiative**

LOCUS
Responsible Real Estate
Developers & Investors



GOVERNORS'
INSTITUTE
on community design

FBCI Form-Based
Codes Institute

One organization, many programs, achieving our mission through:

**Land use and
development**

**Economic
development**

**Transportation and
Thriving Communities**

What is Smart Growth?

Shaping the quality of the place and the lives of the people who live there.

...and it's
not new!





Pompeii Street Grid

Source:

<https://travelbob.files.wordpress.com/2010/07/pompeii-20.jpg>

The ways we plan our cities

Patterns of development

How we got here

ca





Traditional town plan

- Mixed-use
- Compact
- Buildings of several stories
- Blocks with multiple building types
- Street grid

Industrial

Commercial

Residential

“Euclidean” zoning

- Fragmented land use
- Drive-only

Civic (School)

*Courtesy of Walter Kulash, Glatting Jackson Kercher Anglin
Lopez Rinehart.*



Prime retail location (late 20th century)







The Washington Post

Wonkblog

Poor, rural areas will be most affected by Walmart closing 154 stores

Related story: [What happens to a tiny town when Walmart disappears?](#)





Suddenly things are different

THE ECONOMIC AND DEMOGRAPHIC FUNDAMENTALS HAVE SHIFTED

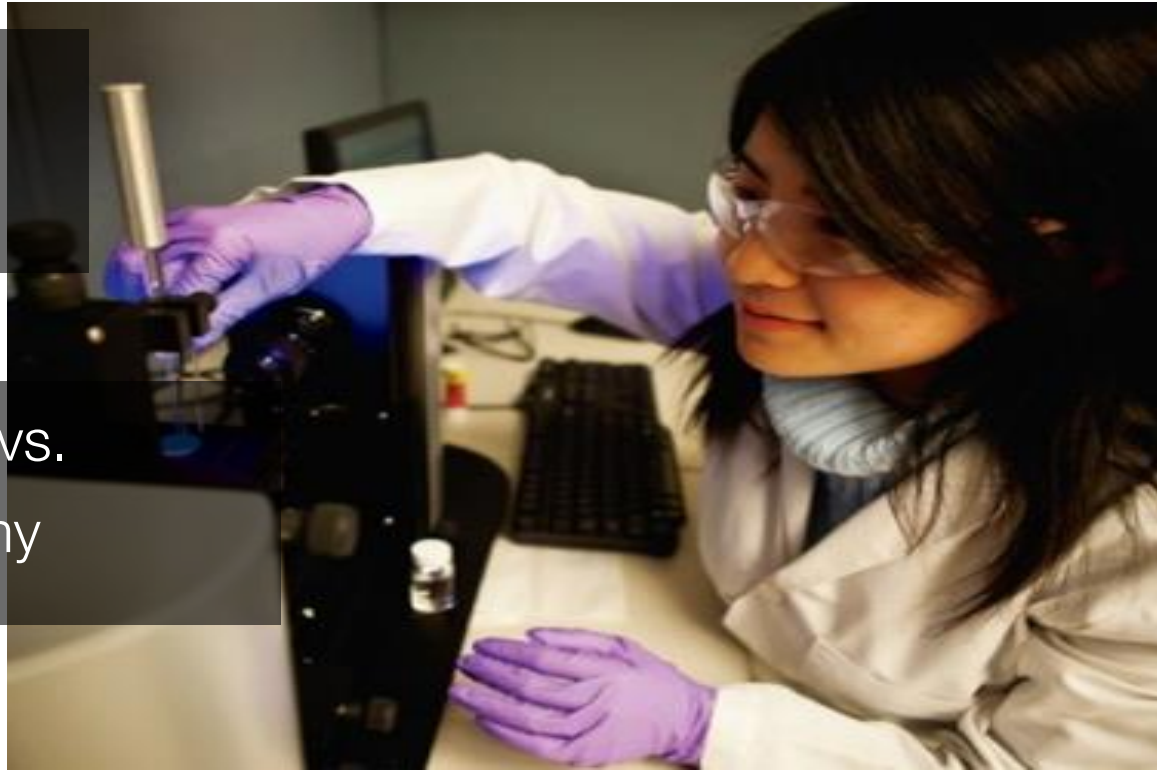
(It's the youth, stupid)

Economic growth

20th century vs. 21st century

Chasing smokestacks vs.
Chasing talent

Industrial economy vs.
Knowledge Economy



Preferences: Housing



We did not get here by accident



Road off of route 66 in Nevada

Fairhope, Alabama



Source: <https://www.bsishoofly.com/archives/eastern-shore-delight-fairhope-alabama>

Case Study

Oxford, MS



EAST JACKSON AVENUE (OXFORD)

East Jackson Streetscape Improvement Conceptual Plan





Case Study

Normal, IL

Normal, IL





Case Study

Erwin, TN

Erwin, TN



Meridian, MS



Your Identity is Key

In any public project you need to know:

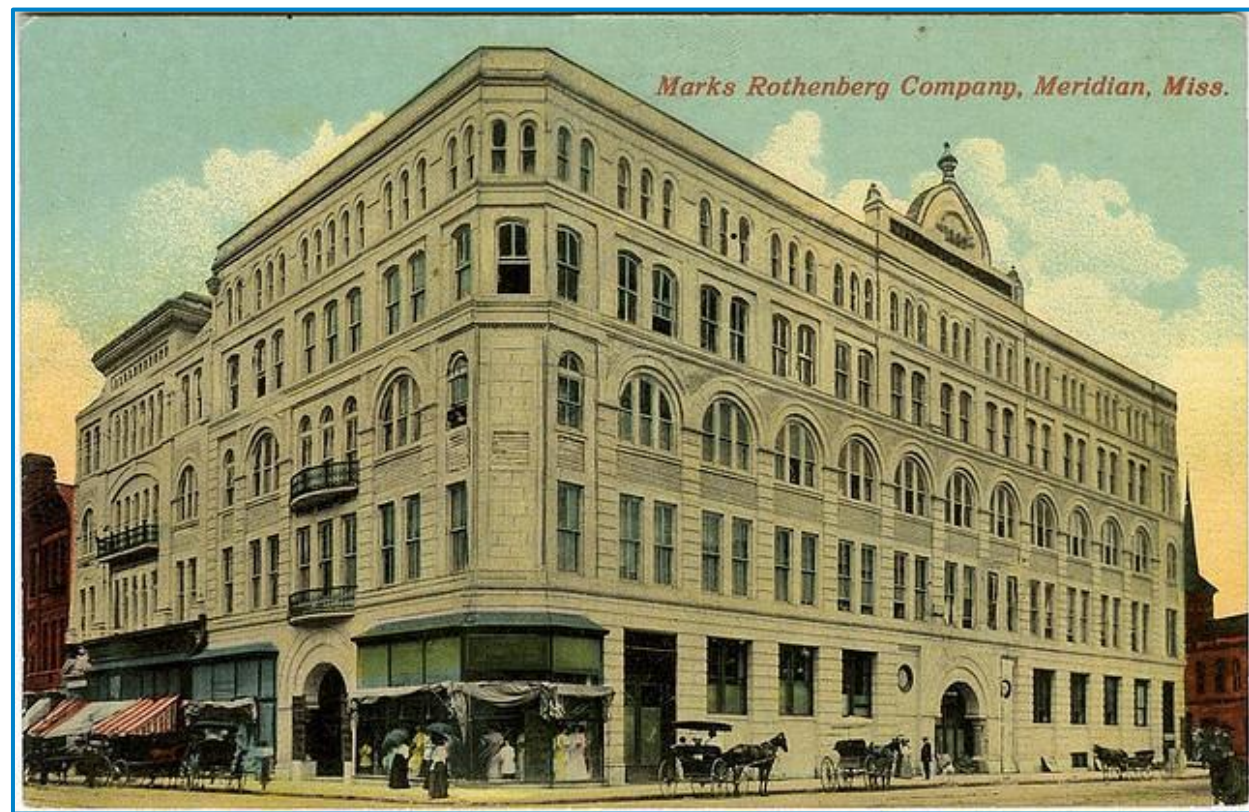
- Who you were in the past
- Who you are now
- And who you aspire to be

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Who You Were in the Past





Meridian's Union Station









Image source: <http://www.mjarchitecture.com/msu-riley-center-grand-opera/>

World Class Performances



Soweto Gospel Choir



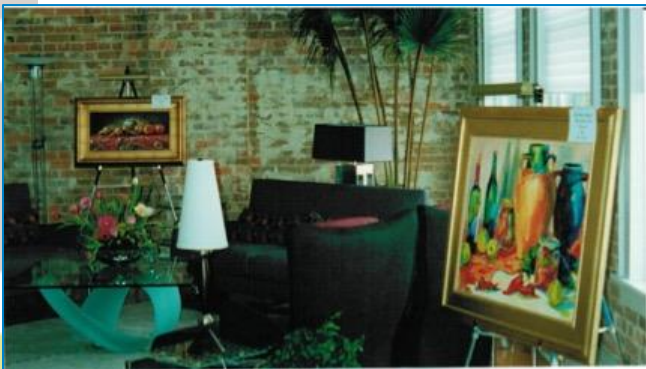
50th Anniversary with Itzhak Perlman



Wynton Marsalis

Mississippi Arts and Entertainment Experience









Future generations rely

on today's investments



Thank you.

John Robert Smith

February 09, 2022