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
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!
The ways we plan our cities

Patterns of development

Source:
How we got here
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

---

*Courtesy of Walter Kulash, Glatting Jackson Kercher Anglin Lopez Rinehart.*
Prime retail location
(late 20th century)
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

20\textsuperscript{th} century vs. 21\textsuperscript{st} century

Chasing smokestacks vs. Chasing talent

Industrial economy vs. Knowledge Economy
Preferences: Housing

47%  12%  40%
We did not get here by accident

Road off of route 66 in Nevada
Fairhope, Alabama

Source: https://www.bslshoofly.com/archives/eastern-shore-delight-fairhope-alabama
Case Study

Oxford, MS
EAST JACKSON AVENUE (OXFORD)
Case Study

Normal, IL
Normal, IL
Case Study

Erwin, TN
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
Meridian, Mississippi 1906
Who You Were in the Past
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