

# Real Estate Development

Friday, September 13, 2011, 3 pm

## Focus Topic Meeting

Goal: get key users to read the code and give feedback to the design team.

*Susan Henderson discussed form-based codes: what they are, how to use them*

During our work helping communities become more economically competitive, socially connected and environmentally sensitive, time and time again, it's existing single-use zoning that stands in their way. In response, form-based codes have emerged as a useful remedy, effectively legalizing community visions and serving as a bridge between their current conditions and the goals they're trying to reach.

Form-based codes encourage a mix of compatible uses within a walkable format, so that people can comfortably walk to daily needs. Use-based codes, on the other hand, separate uses such as housing, commercial, civic, and industrial, into pods to which people have to drive.

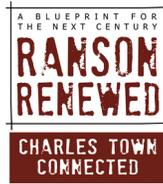
Our work here this week is to articulate the character of Ranson, and write a form-based code that allows that character to happen by right.

*Nathan Norris talked about the pros and cons of form-based codes*

### Benefits of form-based code

- Predictability
- Density
- More options
- Flexibility – can change over time – parametric and so offers a range of choices. The product mix may over time, as the market changes. That includes lot widths, uses, building heights.
- Land values – The Value of New Urbanism. Discussed a number of examples, generally a 10 to 15% premium.

These benefits are from the developer's perspective. A myriad of benefits to households, government, and developers can be found at [www.growingwealthier.info](http://www.growingwealthier.info). A few were discussed. Urban mixed-use midrise is over 200% as profitable in [tax revenue per acre](#) than suburban patterns. The tax basis adds up. One point of Walk Score [increases your home value](#) by up to



\$3,000. The equity adds up. One point in the urban sprawl index increases your [risk for being obese](#) by 0.5%. The health care costs add up. For every 10 minutes you spend in your car, the time you spend in community activities [falls by 10%](#). The social capital costs add up. An average American churns out 24.5 metric tons of CO2 every year, but a [New Yorker produces 7.1 metric tons](#). The global warming costs of suburban forms add up.

#### Disadvantages of form-based code

- Requires the developer to learn something new and different. May have to hire a designer, or interact with a utility company. It's not about doing the same thing over and over again – less cookie cutter. A bit of learning involved.
- Requires more patient capital to build in neighborhood formats, instead of in pods.

*Bob Gibbs*

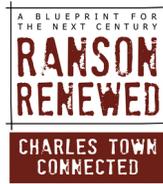
The market is redefining what the development industry does, because people value places where they can walk. At a minimum, coffee and sandwich shops. Still 7 categories of shopping center. See the Economy focus group meeting notes for an in depth discussion.

*Group Discussion: Jennifer Hurley Facilitating*

Form-based codes help people know what's going to be built, and what it looks like. Shortens the process, helps people react to the market.

4.5 – 5 million SF of retail has been built in the region, much of which sits empty, and what gets sold for cheap kills main street. Either built for non-market reasons, or for growth that never happened. Form-based codes allow change – developers often build with higher ceilings and glass front, with commercial or residential in the first five years, and can transition to retail or restaurant later on.

Infill areas in Old Town where the urban form is intact will be able to use the form-based code on a lot-by-lot basis. Greenfield will likely have a 40-acre minimum to opt into the form-based code, in order to have some context. Then within the first ped shed (or quarter mile radius), it's the developer's responsibility to build civic amenities, like parks and civic buildings. We encourage them to turn them over to the City, but many Home Owner Associations would prefer to handle the upkeep themselves.



*Participants*

Bob Gibbs, Gibbs Planning

Susan Henderson, PlaceMakers

Jennifer Hurley, Hurley-Franks & Associates

Anthony Grant, Ranson Planning Commission President

Hazel Borys, PlaceMakers

James Fisher, Fisher Appraisal Service

Jeff Strider, Landowner

Bill Strider, Ranson Resident

Bob Gibbs, Gibbs Planning

Dave Mills, Ranson Economic & Community Development

Nathan Norris, PlaceMakers

Sunaree Marshall, U.S. HUD

Tom Bayuzik, Director, Jefferson Co Development Authority

Sarah Klecker, Planning and Zoning Director Ranson

Matthew Pennington, Region 9

David Rabton, Jefferson Orchard Inc.

Rodney Vudd, Grubb-Ellis

Lee Snyder, President, Jefferson Utilities

Nicholas Baran, Stromberg/Garrigan & Assoc.