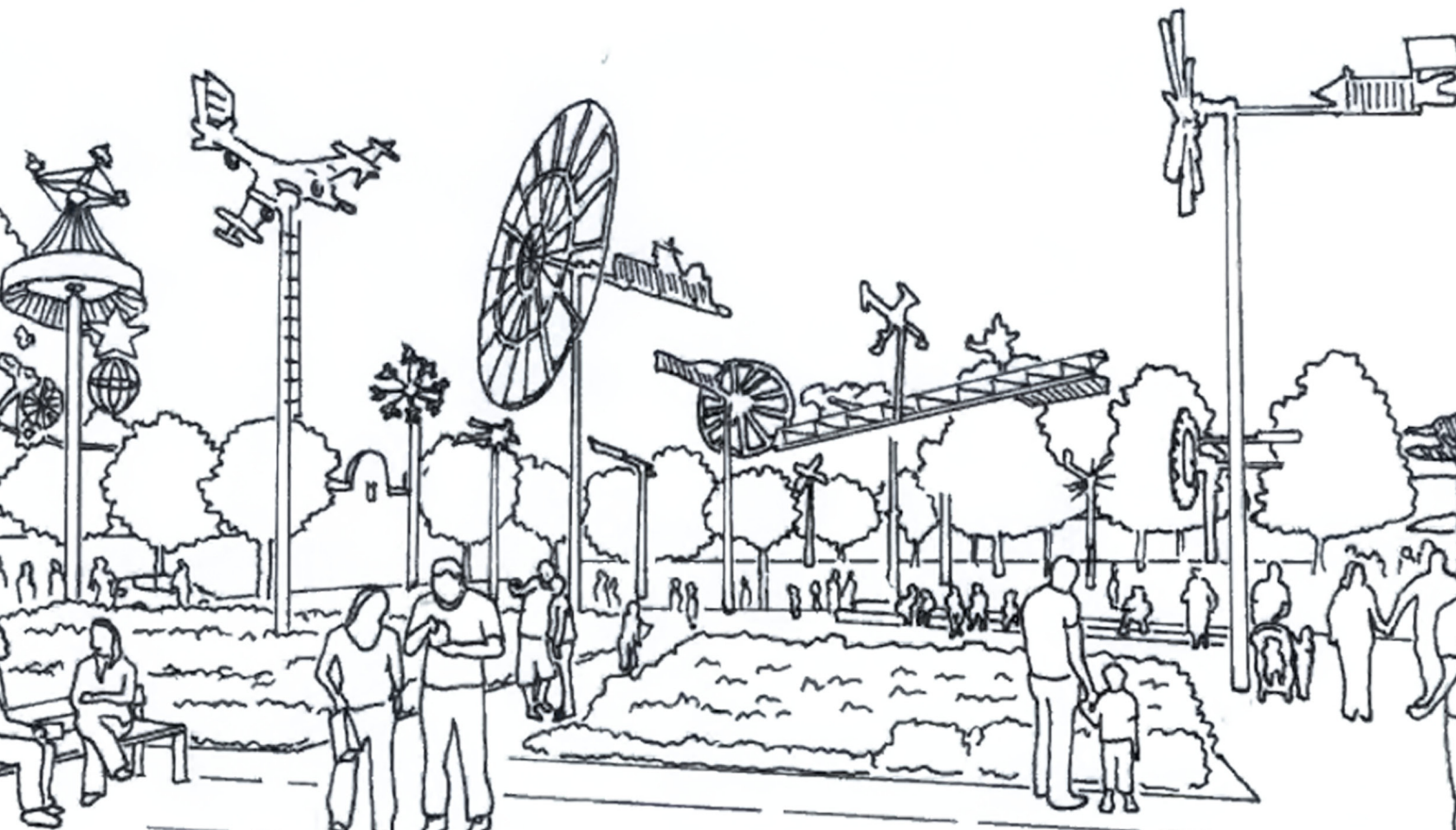


Carolina Planning

Volume 40 | 2015



Planning for the New Economy



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Volume 40 | 2015

From the Editors	2
About our Cover	4
Carolina Planning Journal News	5

Features

Planning for Inclusive Prosperity: Lessons from the North Carolina Experience.....	6
<i>Nichola Lowe, Meenu Tewari, & T. William Lester</i>	
From Concentrated Poverty to Community Wealth Building: A Report from the Field on Richmond's Comprehensive Poverty Reduction and Wealth Building Initiative	14
<i>Thad Williamson</i>	
Bay Area Blueprint: Worker Cooperatives as a Community Economic Development Strategy	19
<i>Alison Lingane</i>	
Planning the City in the New Economy: Comprehensive Planning in Austin, Texas	29
<i>Gregory Claxton, Matthew Dugan, and Larry Schooler</i>	
Planning the City in the New Economy: Plan Cincinnati.....	35
<i>William S. Fischer, Katherine Keough-Jurs, and James Weaver</i>	
Economic Innovation in North Carolina	
Introduction, <i>John Morck</i>	39
Planning for Prosperity: Understanding the Millennial Generation, <i>Ben Hitchings</i>	40
Planning for Arts and Innovation in Wilson, <i>Rodger Lentz</i>	43
Honoring Tradition, Supporting Innovation: Redevelopment of Conover Station, <i>Lance Hight</i>	45
Long-Term Economic Development Strategies for a Growing Triangle Town, <i>Jenny Mizelle</i>	48
UNC-Chapel Hill DCRP Master's Project Titles 2013	51
Best Master's Project	53
<i>Kyle Onda</i>	
Student Connection.....	56
<i>Sophie Kelmenson</i>	
Book Reviews	58
<i>Amanda Martin, Julianne Stern, Adam Levin, and Rachel Eberhard</i>	
Final Thoughts	63
<i>Emil Malizia</i>	

From the Editors

Julia Barnard
Cara Wittekind

As we started recruiting authors for this year's issue of *Carolina Planning*, the most common question we heard was "What *is* the new economy?" To which we would say, "Exactly!" We present this issue of the *Carolina Planning Journal* as a conversation about what planners need to know about our changing economy and how we can work proactively to prepare communities to be economically sound and prosperous in the new economy.

As a way of starting this conversation, we look to the Brookings Institution's 2010 "State of Metropolitan America" report, which characterizes the New Economy according to five primary "new realities:" growth and outward expansion, population diversification, aging of the population, uneven higher educational attainment, and income polarization. The authors in this volume of the *Carolina Planning Journal* are hard at work facing these new realities and working to imagine and re-imagine strategies with which to look forward.

Several key themes emerge from the authors featured in this issue. First, the necessity of long-range planning is echoed again and again. Planning is inherently forward-looking, and economic development planning in particular requires both forethought and flexibility. Planners must not only imagine what the next economy will be and start to prepare for it, but we must also constantly evaluate the changing economic tides and be ready to recalibrate strategies when our forecasts are incorrect.

We also heard many cases of cities and regions stretching the boundaries of traditional jobs- and revenue-focused economic development to include placemaking, transportation, culture, and livability. This growing understanding of what makes a place prosperous is exciting news in the field of planning, and we hope that the articles in this issue encourage readers to think broadly and creatively about the new economic development strategies that might serve their communities.

Finally, readers will notice that many of the authors conceive of equity as a primary goal of economic development, rather than an optional and inferior item on the development checklist. Many of the articles featured

talk about sharing prosperity, creating more and better jobs, and building wealth and opportunity across our communities. We are inspired by the work being done to improve quality of life for all, and hope that readers take away some strategies for incorporating equity as a key feature of their own economic development plans.

In this issue of Carolina Planning, we are pleased to feature the following articles:

- UNC Chapel Hill Department of City and Regional Planning Professors **Nichola Lowe, Meenu Tewari, and T. William Lester** set the stage by presenting the concept of *inclusive prosperity* as the economic development goal of the new economy.
- Professor **Thad Williamson** from the University of Richmond shares lessons from ongoing comprehensive poverty reduction and community wealth building work taking place in Richmond, Va.
- Continuing the theme of equity and inclusivity, **Alison Lingane**, co-founder of Project Equity in Oakland, Calif. makes an argument for worker cooperatives as a key economic development strategy and offers a case from the Bay Area and an action plan for scaling up worker cooperatives.
- Finally, we feature two studies of comprehensive planning in the new economy within very different contexts. **Gregory Claxon, Matthew Dugan, and Larry Schooler** discuss the planning process in Austin, Texas in the context of a booming population and growing economic inequality. This is contrasted with the case of Plan Cincinnati, in which authors Bill Fischer, Katherine Keough-Jurs, and James Weaver describe a Rust Belt city's efforts to re-urbanize using bold economic and community development planning.

Our North Carolina Chapter of the American Planning Association section, introduced by APA-NC President John Morck, brings together cases from across the state to demonstrate the innovative and visionary work being done in our communities.

- **Ben Hitchings** summarizes research from APA-NC's survey, "Planning for Prosperity," which shines light on the locational preferences of the Millennial generation, the labor and entrepreneurial force that will fuel the new economy.
- **Rodger Lentz** reports on the City of Wilson's success in updating its economy through publicly provided high-speed internet infrastructure and creative placemaking.
- **Lance Hight** shares the Town of Conover's forward-thinking renovation of an unused mill into a mixed-use center that will one day serve as a high speed rail station, and currently hosts a manufacturing incubator, public library, and environmental park.
- **Jenny Mizelle** from the Town of Holly Springs provides insight into the requirements for targeted industrial recruitment to support a growing community.

We also present work from DCRP students and faculty members:

- Continuing our tradition of recognizing exceptional graduate student work in the UNC Chapel Hill Department of City and Regional Planning, we publish an excerpt from faculty-chosen Best Master's Project Award from 2014, **Kyle Onda's** study of water supply in India.
- **Sophie Kelmenson** provides news from our department including student achievements, innovative academic work, and faculty recognition.
- Ph.D. student **Amanda Martin** and Master's students **Julianne Stern, Adam Levin, and Rachel Eberhard** contribute book reviews on recent planning-related publications.
- Finally, DCRP Professor **Dr. Emil Malizia** provides closing thoughts. He presents highly translatable concepts from economic development research along with their applications for planning practice.

We hope that in this issue of Carolina Planning readers are able to find information and inspiration to continue to ask, "What is the new economy?" and to start answering that question in their own communities through long-range, visionary planning that defines economic development broadly and keeps equity goals at the center of economic development planning practice.

Editors:



***Cara Wittekind** is a 2015 master's candidate in City and Regional Planning from UNC-Chapel Hill. While at DCRP, she specializes in economic development. She previously worked in the nonprofit and local government sectors on civic engagement and voter registration.*



***Julia Barnard** is a 2016 master's candidate in City and Regional Planning from UNC-Chapel Hill. At DCRP, Julia is specializing in economic development. Before coming to UNC, Julia worked as a community organizer for Texas Hillel in Austin, TX.*

Thank You

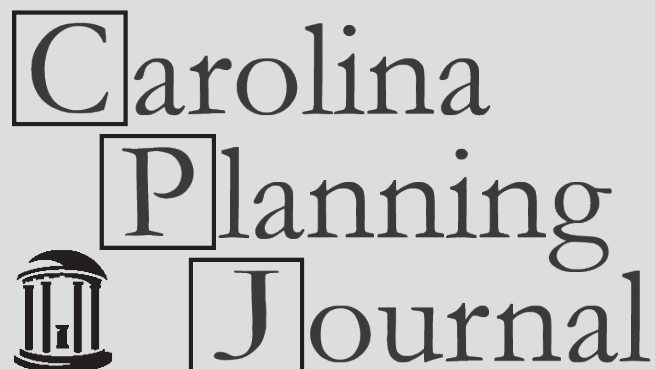
Carolina Planning is published with generous financial support from the John A. Parker Trust, the Department of City and Regional Planning at UNC-Chapel Hill, and the North Carolina Chapter of the American Planning Association.

Feedback

We welcome your comments, suggestions, and submissions. Please contact us at carolinaplanningjournal@gmail.com.

Back Issues

Our back issue pages (<http://carolinaplanning.unc.edu/back-issues/>) provide easy and free access to over 500 original articles, commentaries, interviews, and book reviews from some of the most formative years of the planning field. We encourage you to explore this vast resource and share it with your colleagues.



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ABOUT OUR COVER



Economic Transformation in North Carolina

Alex McCarn

Our cover art was created by Alex McCarn, a junior at UNC-Chapel Hill majoring in Public Policy with a minor in City and Regional Planning. Alex is originally from High Point, NC. In his spare time, he enjoys drawing city maps and architectural renderings. He is particularly interested in transportation planning and hopes to go into the field of transportation policy.

The drawing is based on two photographs, pictured below, which illustrate North Carolina's economic transformation. On the left, emblematic of the "old economy" of our state, is a postcard showing women working at the Hanes mill in Winston-Salem between 1930 and 1945. On the right is a rendering of the Vollis Simpson Whirligig Park in Wilson, NC, which represents a new and evolving understanding of economic development as encompassing not only industry, but also quality of life and the power of arts and culture to drive economic prosperity. A more complete study of Wilson's "new economy" planning is featured in the APA-NC case studies of this volume.



"Finishing Department, Union Suits, P.H. Hanes Knitting Co., Winston-Salem, N.C." in Durwood Barbour Collection of North Carolina Postcards (P077), North Carolina Collection Photographic Archives, Wilson Library, UNC-Chapel Hill.



Rendering of the City of Wilson's Vollis Simpson Whirligig Park. Courtesy of the City of Wilson.

<http://carolinaplanning.unc.edu/>

Carolina Planning Journal News

Hello readers,

We've had a great year at CPJ! Drawing on inspiration from *Carolina Planning's* past, we expanded our team by creating an Editorial Board made up of undergraduate, Master's, and Ph.D. students. The Editorial Board is helping us enhance our online presence (we have created a Twitter handle and will soon have a Facebook page), redesign our existing website and create a new blog for publishing student work, begin the process to make the Journal's next volume peer-reviewed, think about long-term planning for journal sustainability, and connect with peer publications across the country. We think that these projects will help *Carolina Planning* expand its reach and improve both the breadth and depth of our offerings to our existing readers.

If you are interested in helping us out with any of the projects mentioned above, participating in our strategic plan by completing a short survey, or becoming a reviewer for future articles, please be in touch. Further, you can always help *Carolina Planning* by becoming a subscriber or donating to our endowed fund. You can find out more on our website, carolinaplanning.unc.edu, or contact us directly at carolinaplanningjournal@gmail.com. Please be on the lookout for the launch of our new blog, which will go live in August of this year. We look forward to hearing and learning from you!

Thanks for your enduring support,
Carolina Planning Journal Co-Editors
Julia Barnard & Cara Wittekind

We are pleased to introduce you to the Editorial Board of the Carolina Planning Journal:



YeYing Huang is a rising second-year master's student at DCRP specializing in transportation planning. On the Editorial Board she focuses on design, marketing, and sales.



Kristen Lee is an undergraduate sophomore at UNC Chapel Hill minoring in City and Regional Planning. On the Editorial Board she works to highlight undergraduate student work on the forthcoming blog.



Amanda Martin, AICP, is a PhD student at DCRP researching equity and disaster planning. After receiving her master's degree from the Massachusetts Institute of Technology, Amanda worked as a Planner in Rhode Island. On the Editorial Board, she is guiding and facilitating next year's strategic planning and peer review processes.



Brian Vaughn is an undergraduate sophomore at UNC Chapel Hill majoring in Environmental Studies and minoring in Urban Studies, Planning, and Journalism. On the Editorial Board, Brian is helping us bring our online presence into the twenty-first century by creating and maintaining our Twitter and Facebook presences as well as assisting with blog development.



Allen Wood is a dual-degree student in the Department of City and Regional Planning and Kenan-Flagler Business School. On the Editorial Board he acts as the Managing Editor of the forthcoming blog and is currently at work on website and blog design.