




The Curbside Chat

Charles L. Marohn, Jr. PE AICP

@clmarohn | @strongtowns

**STRONG
TOWNS**

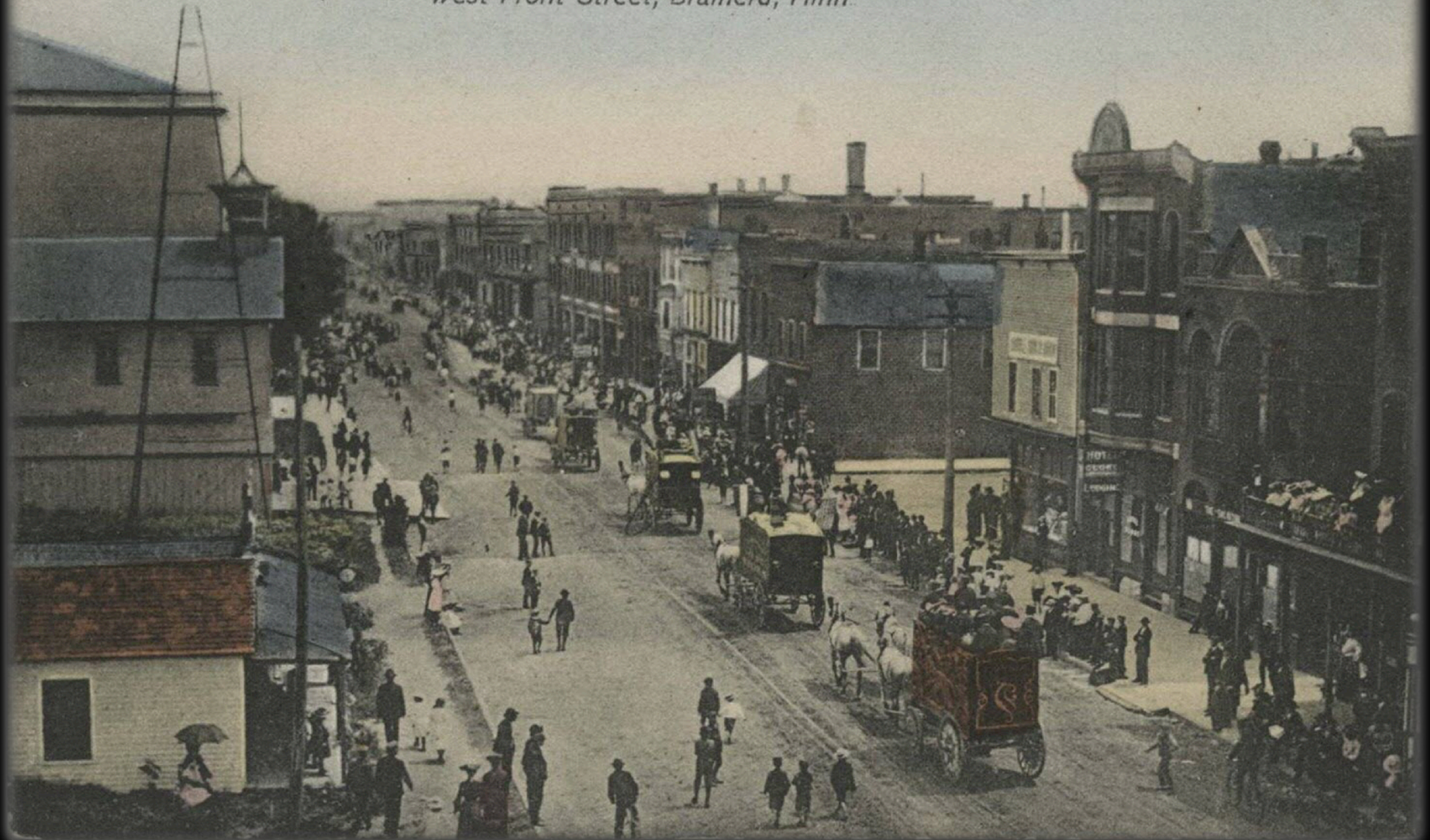


**Support a model of development that
allows America's cities, towns and
neighborhoods to become financially
strong and resilient.**

**STRONG
TOWNS**



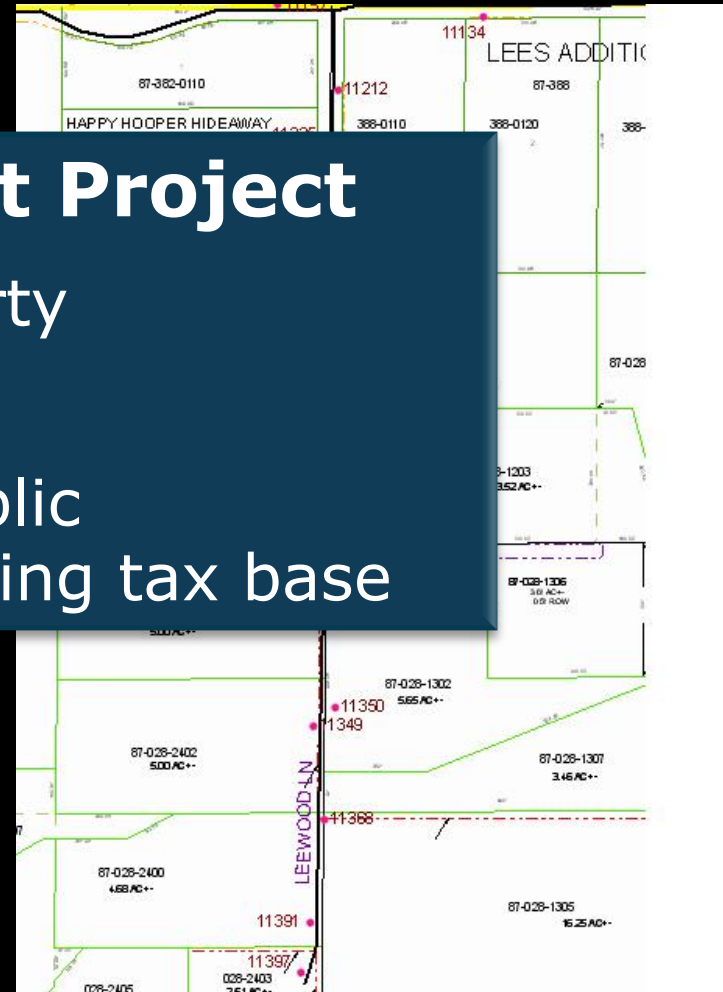
West Front Street, Brainerd, Minn.





Road Improvement Project

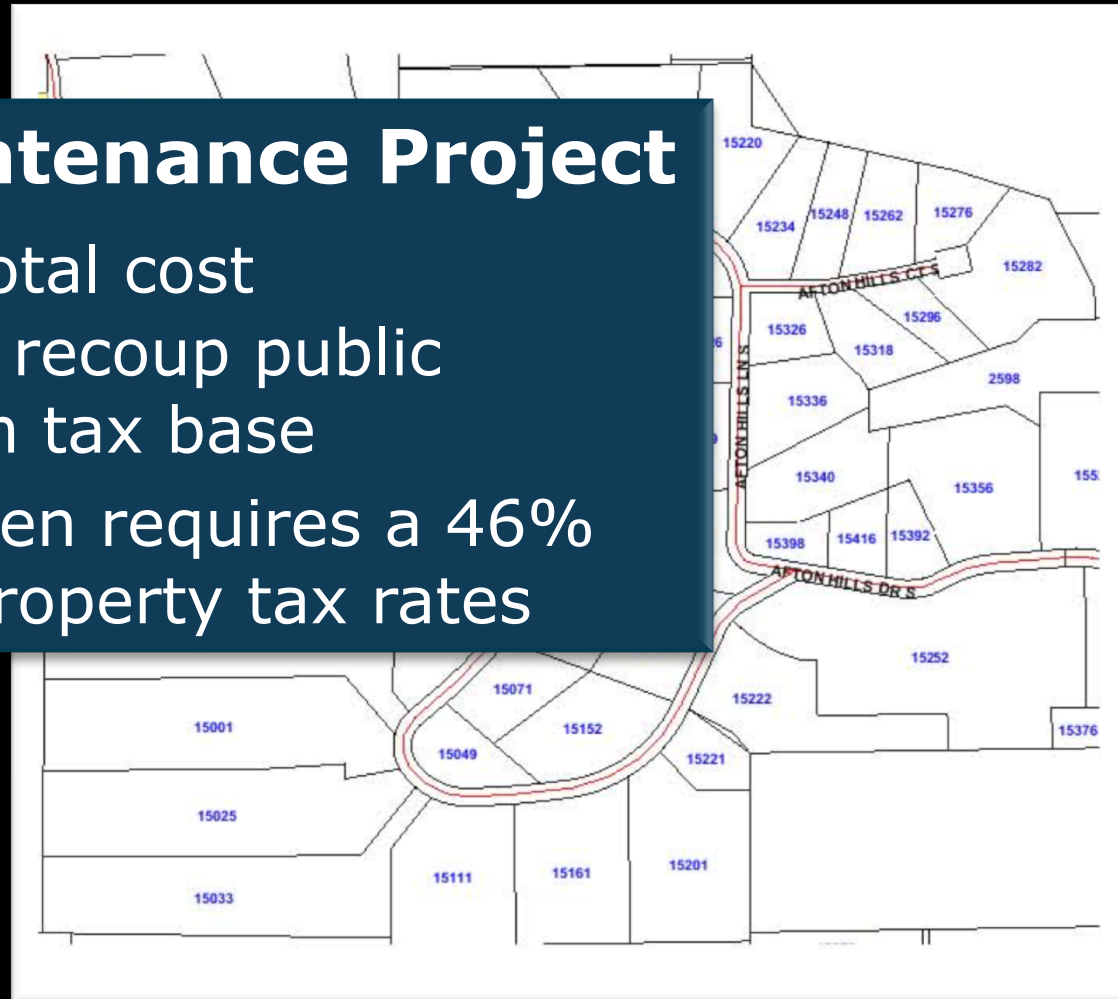
- \$6,600 cost per property
- 50% of costs assessed
- 37 years to recoup public contribution from adjoining tax base



Local Street Project

Road Maintenance Project

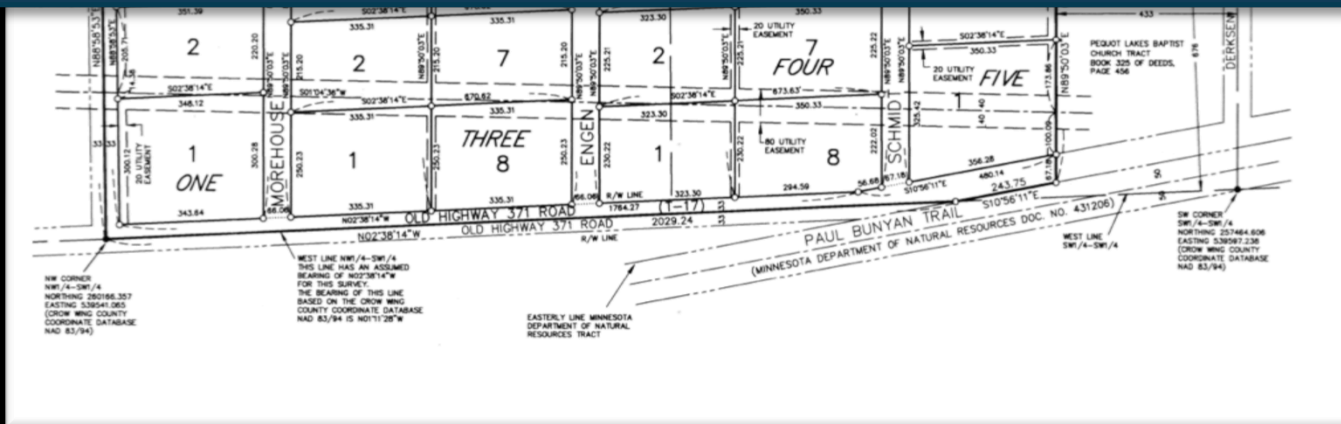
- \$354,000 total cost
- 79 years to recoup public expense from tax base
- To break even requires a 46% increase in property tax rates



Local Road Rehabilitation

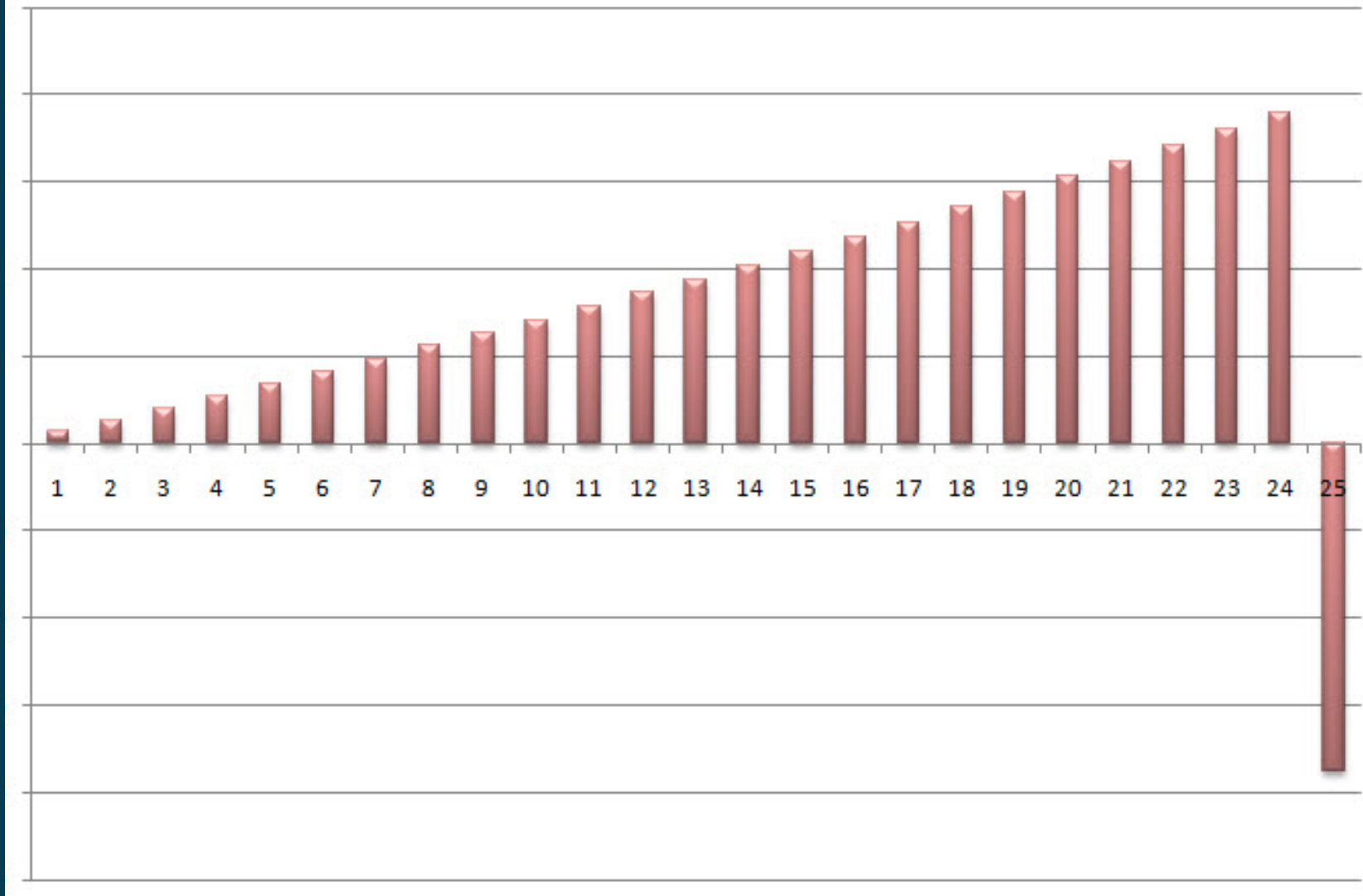
Industrial Park Development

- \$2.1 million inflation-adjusted total cost
- \$6.6 million in improvements induced
- Payback from current conditions happens in 29 years if all revenue devoted only to debt



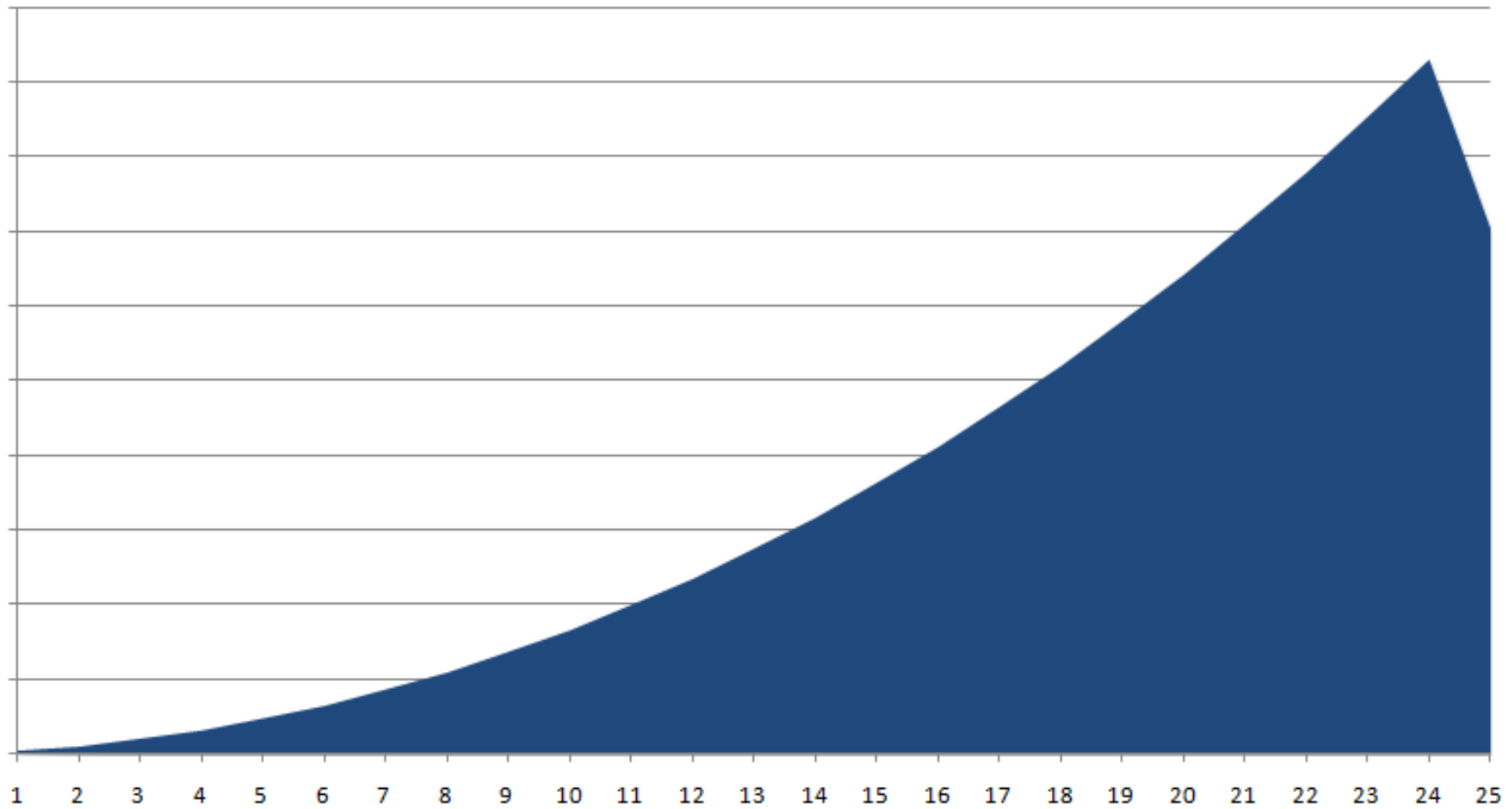
Industrial Development

Cumulative Cash Flow - One Life Cycle



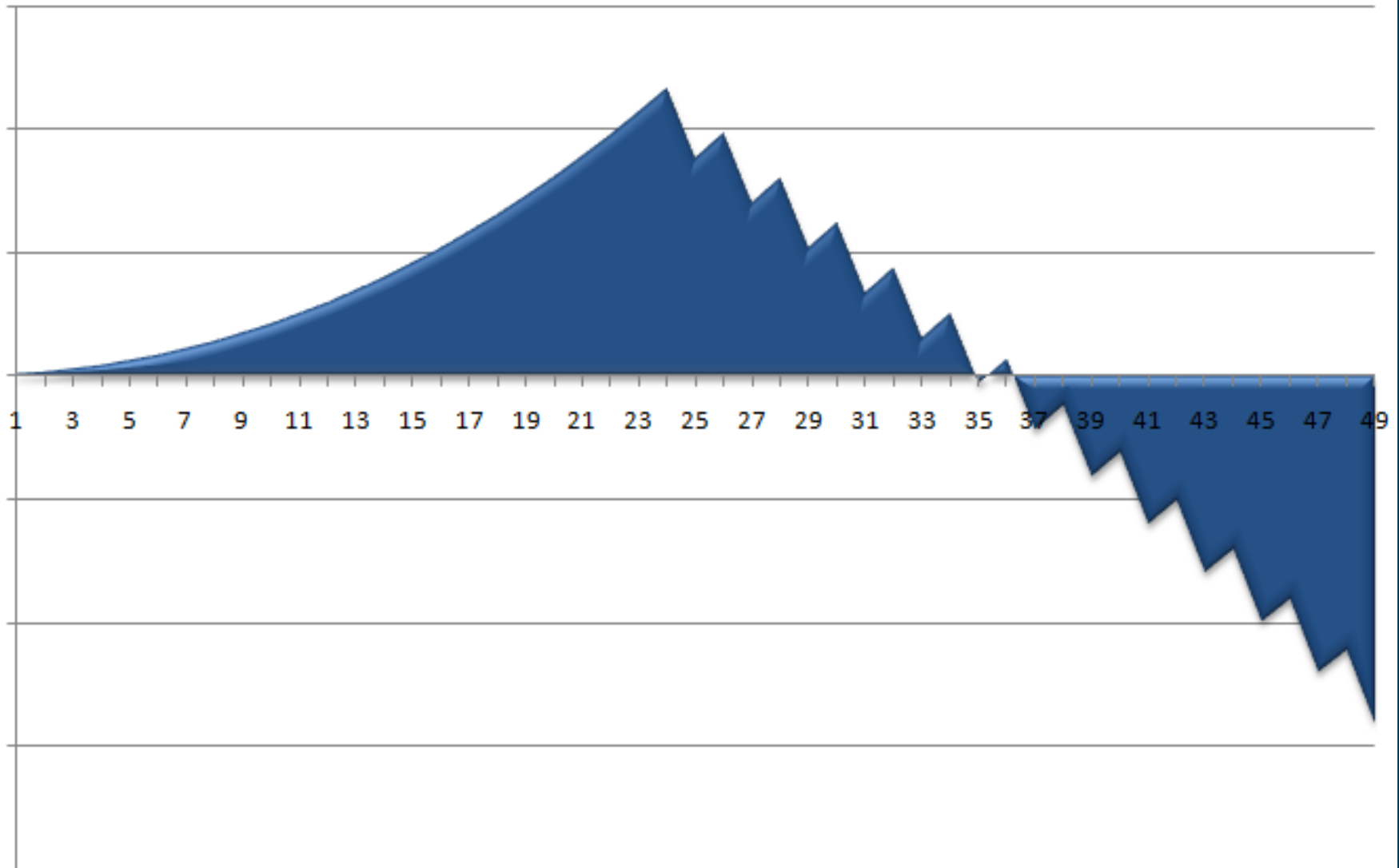
Growth Ponzi Scheme

Cumulative Cash Flow - Multiple Projects



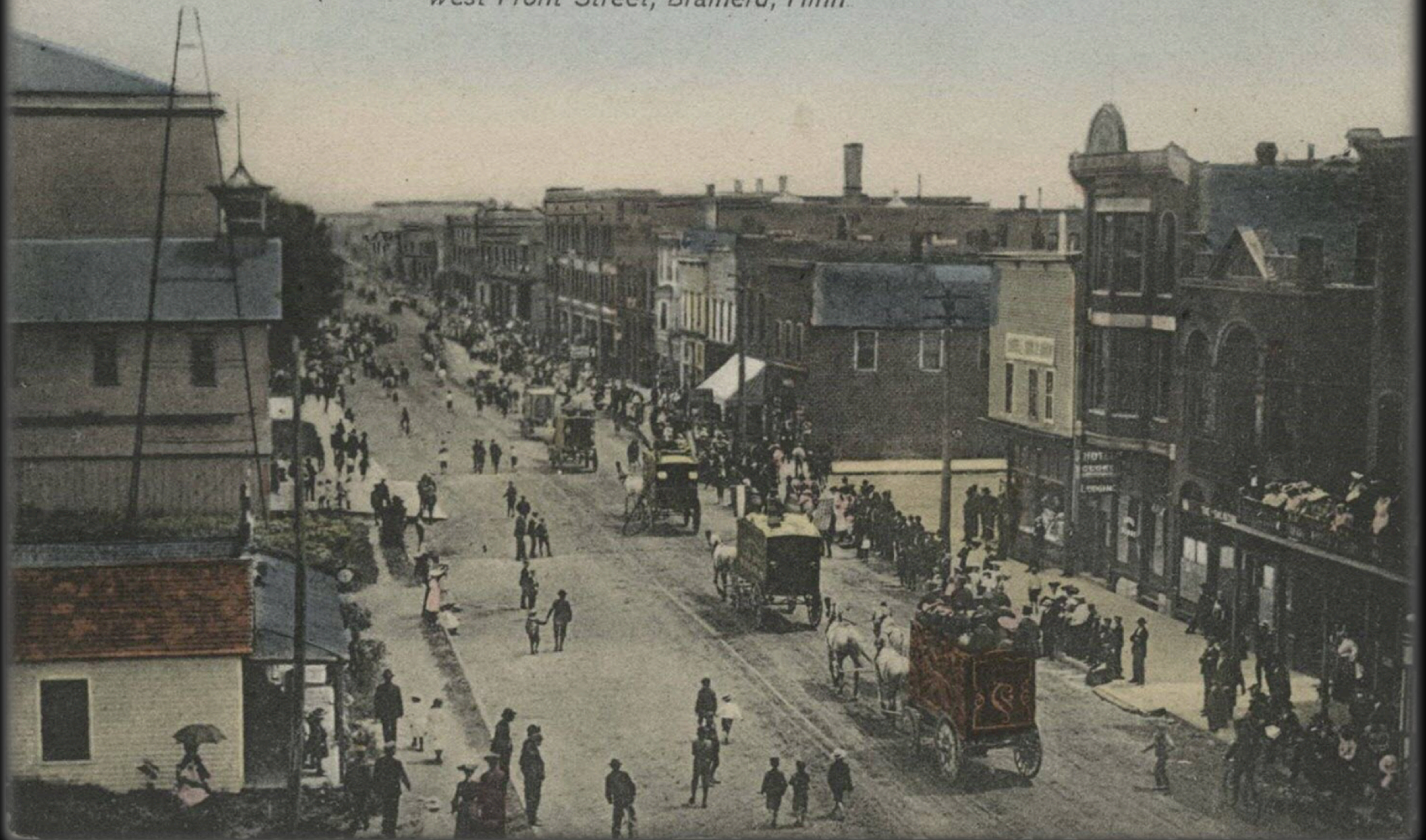
Growth Ponzi Scheme

Cumulative Cash Flow - Two Life Cycles



Growth Ponzi Scheme

West Front Street, Brainerd, Minn.





Build it and they will come....

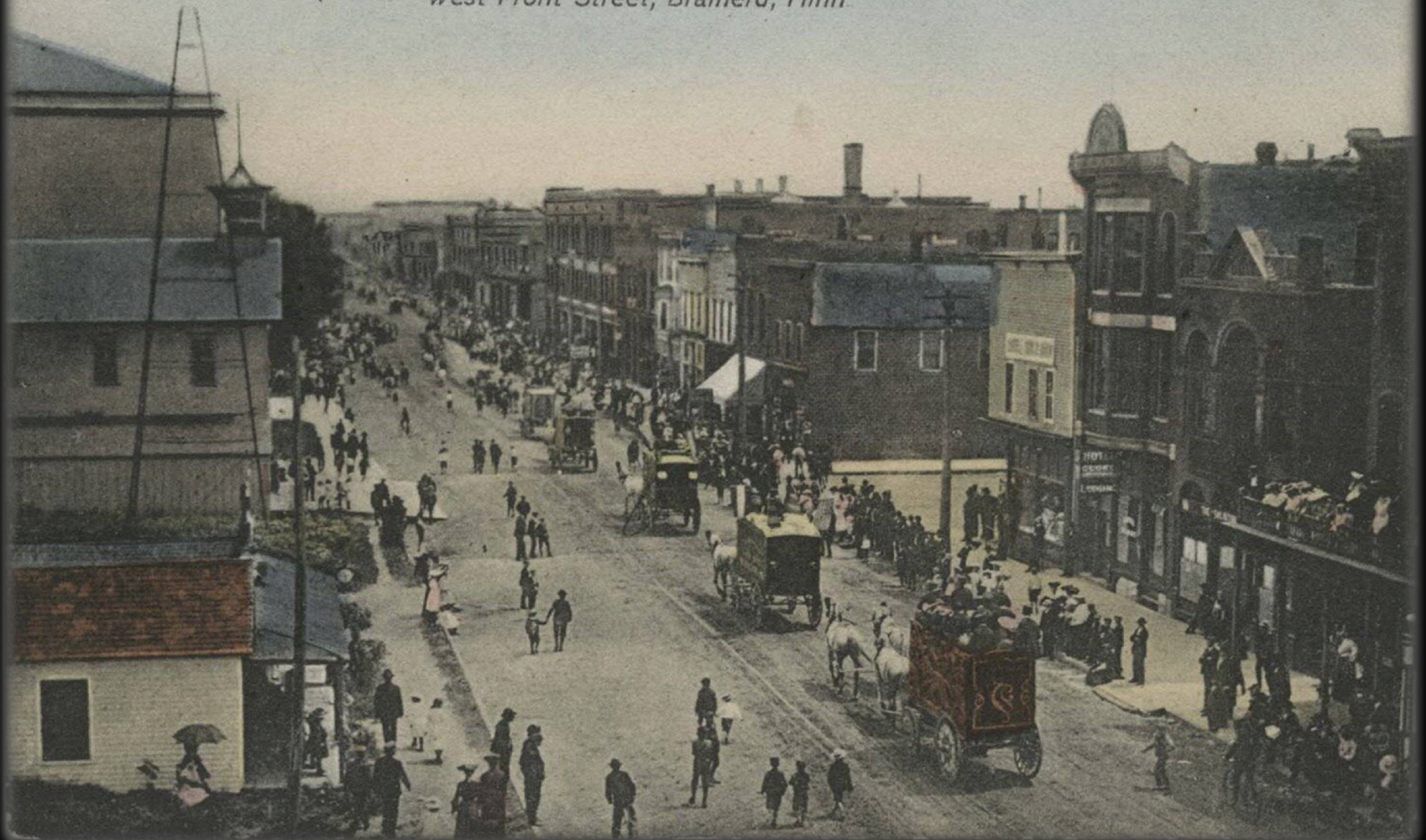


Build it and they will come....





West Front Street, Brainerd, Minn.







High Return Investments



\$1,136,500



\$803,200



~~\$1,136,500~~
\$1,104,500



\$803,200



-3%

~~\$1,136,500~~

\$1,104,500

\$618,500

~~\$803,200~~

-23%





**Auto Oriented \$0.6
million/acre**



**Traditional Pattern
\$1.1 million/acre**

High Return Investments

Buffalo 3-D Model

Connecting Urban Design to Economics



Image Landsat
Image NOAA

Image © 2014 DigitalGlobe

Google earth

301 m
2009

42°53'08.29" N 78°52'34.73" W elev 187 m eye alt 1.07 km

Buffalo 3-D Model

Connecting Urban Design to Economics

parcel total value

Taxvalue

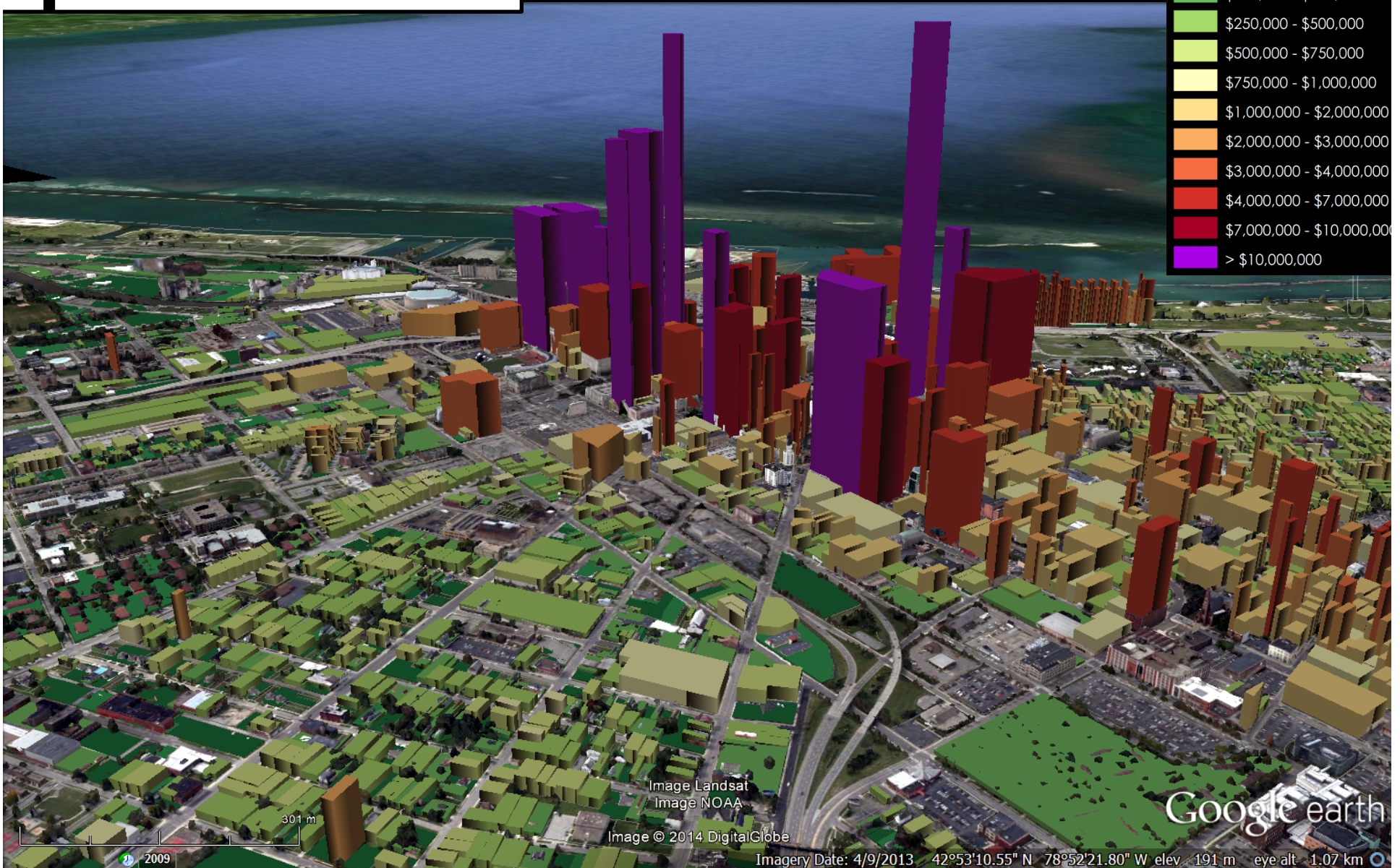
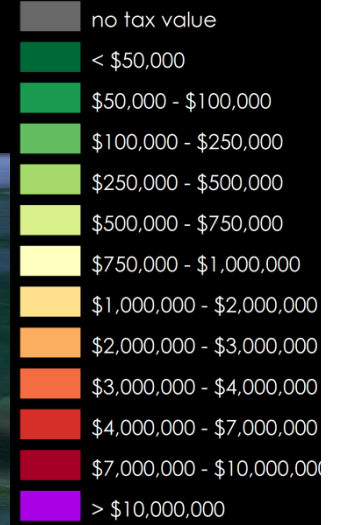


Image Landsat
Image NOAA

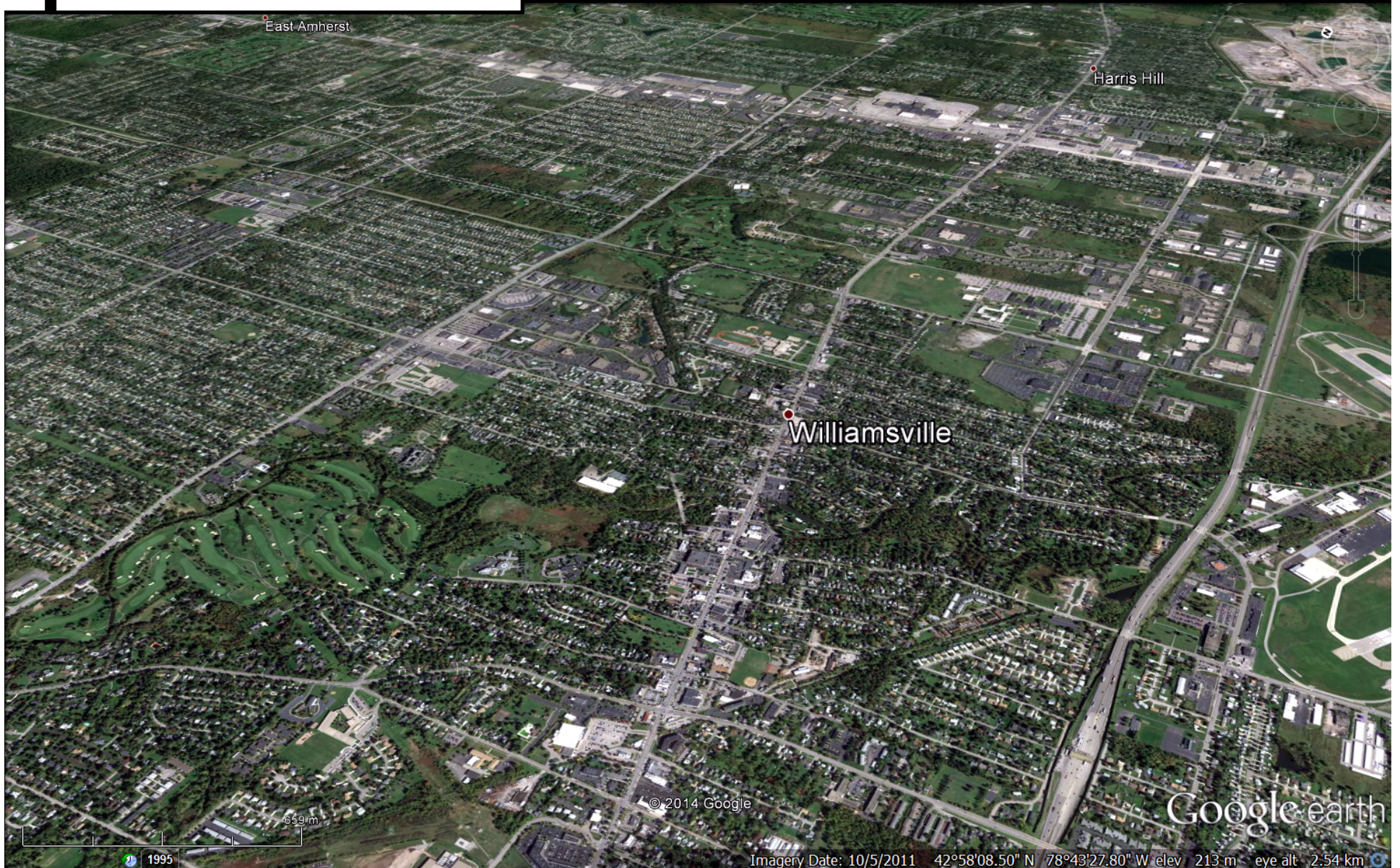
Image © 2014 DigitalGlobe

Google earth

Imagery Date: 4/9/2013 42°53'10.55" N 78°52'21.80" W elev. 191 m eye alt. 1.07 km

Williamsville 3-D Model

Connecting Urban Design to Economics



East Amherst

Harris Hill

Williamsville

© 2014 Google

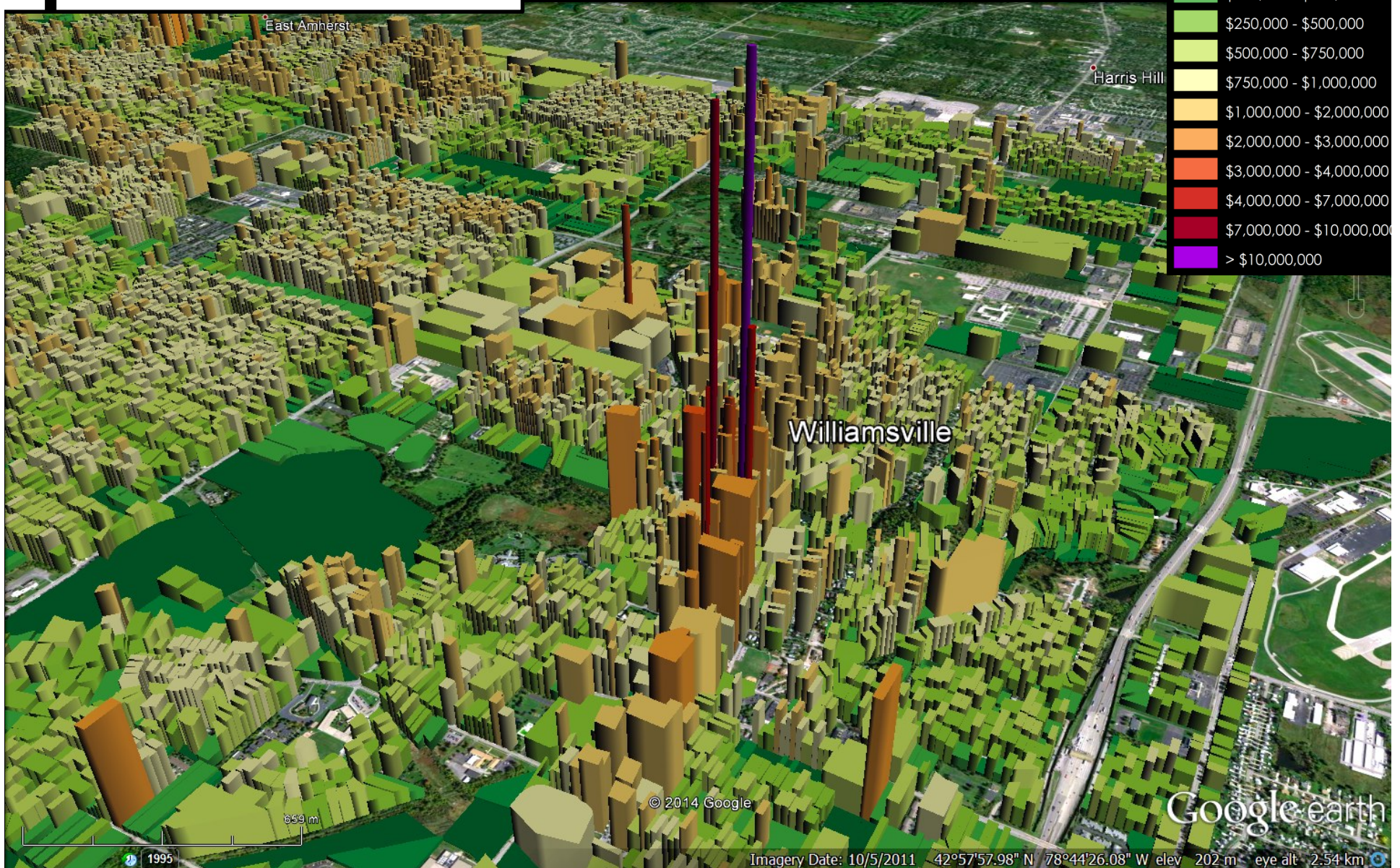
Google earth

1995
639 m

Imagery Date: 10/5/2011 42°58'08.50" N 78°43'27.80" W elev 213 m eye alt 2.54 km

Williamsville 3-D Model

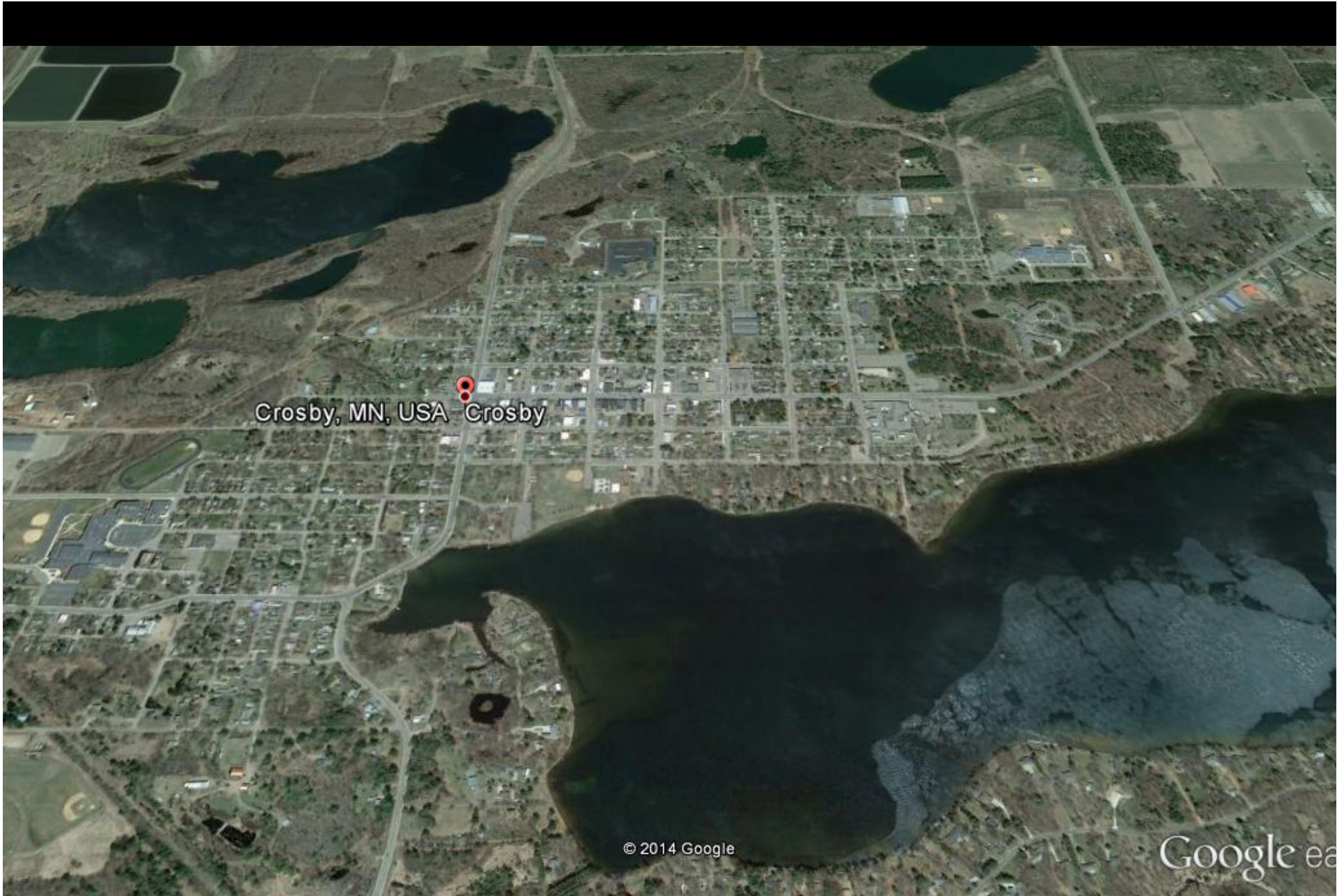
Connecting Urban Design to Economics



parcel total value

Taxvalue

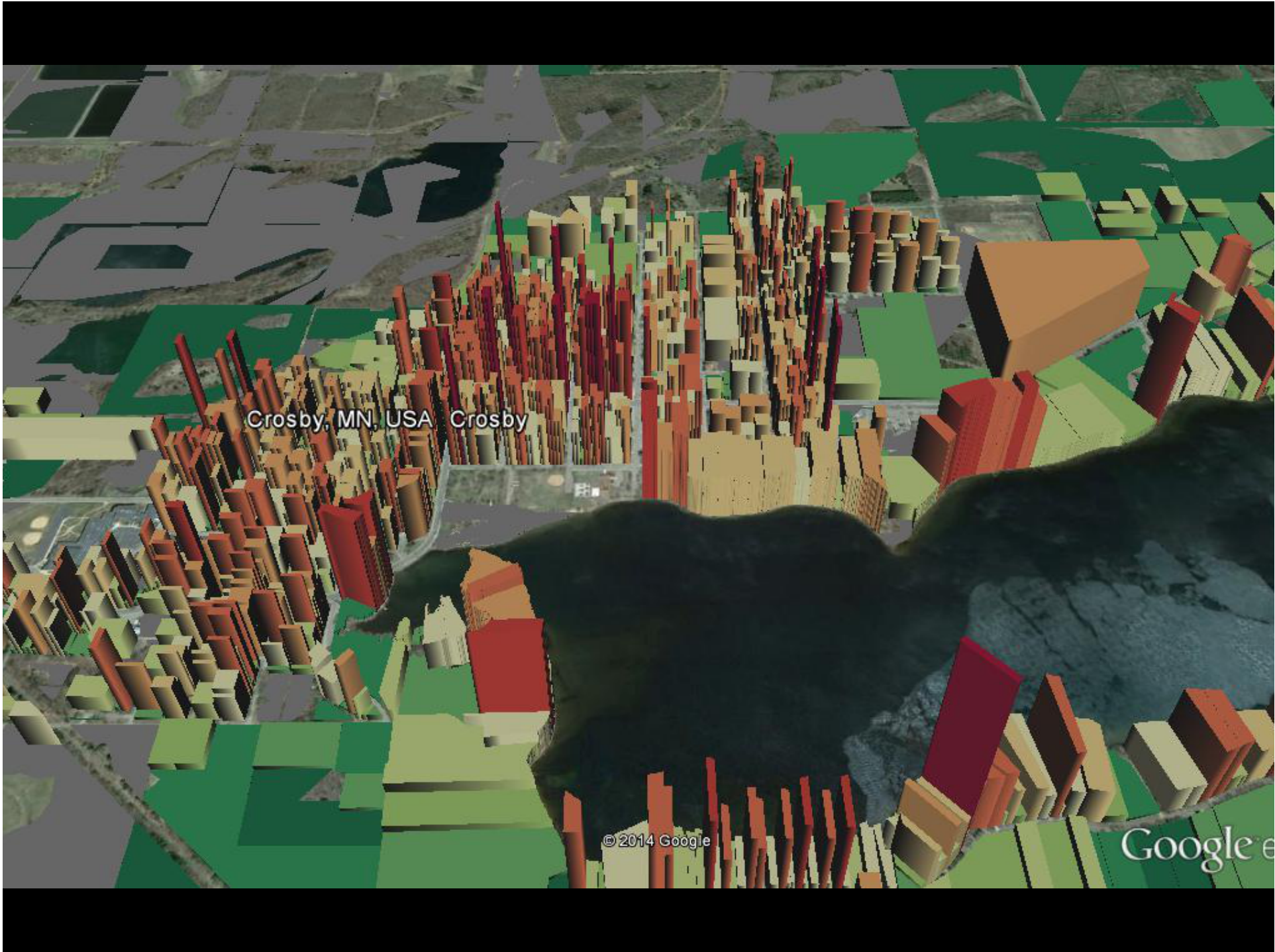
- no tax value
- < \$50,000
- \$50,000 - \$100,000
- \$100,000 - \$250,000
- \$250,000 - \$500,000
- \$500,000 - \$750,000
- \$750,000 - \$1,000,000
- \$1,000,000 - \$2,000,000
- \$2,000,000 - \$3,000,000
- \$3,000,000 - \$4,000,000
- \$4,000,000 - \$7,000,000
- \$7,000,000 - \$10,000,000
- > \$10,000,000



Crosby, MN, USA Crosby

© 2014 Google

Google ea



Crosby, MN, USA Crosby

© 2014 Google

Google e



Kmart
\$384,849/acre



Walmart
\$967,552/acre

String & Splinter Club
\$5,028,450/acre



203 N. Main St.
\$3,452,560/acre











Neighborhoods First

A low risk, high return strategy for a better Brainerd.



2014 Neighborhood Improvements Northeast Brainerd

**STRONG
TOWNS**

prepared by
A Better Brainerd

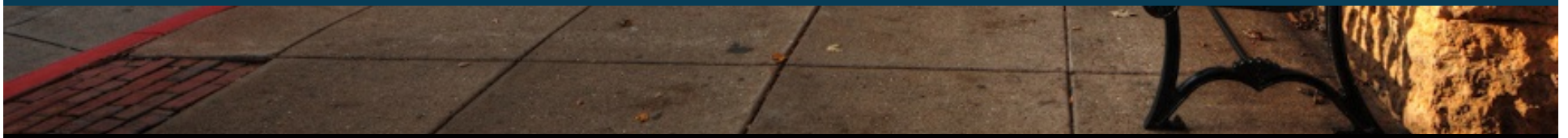


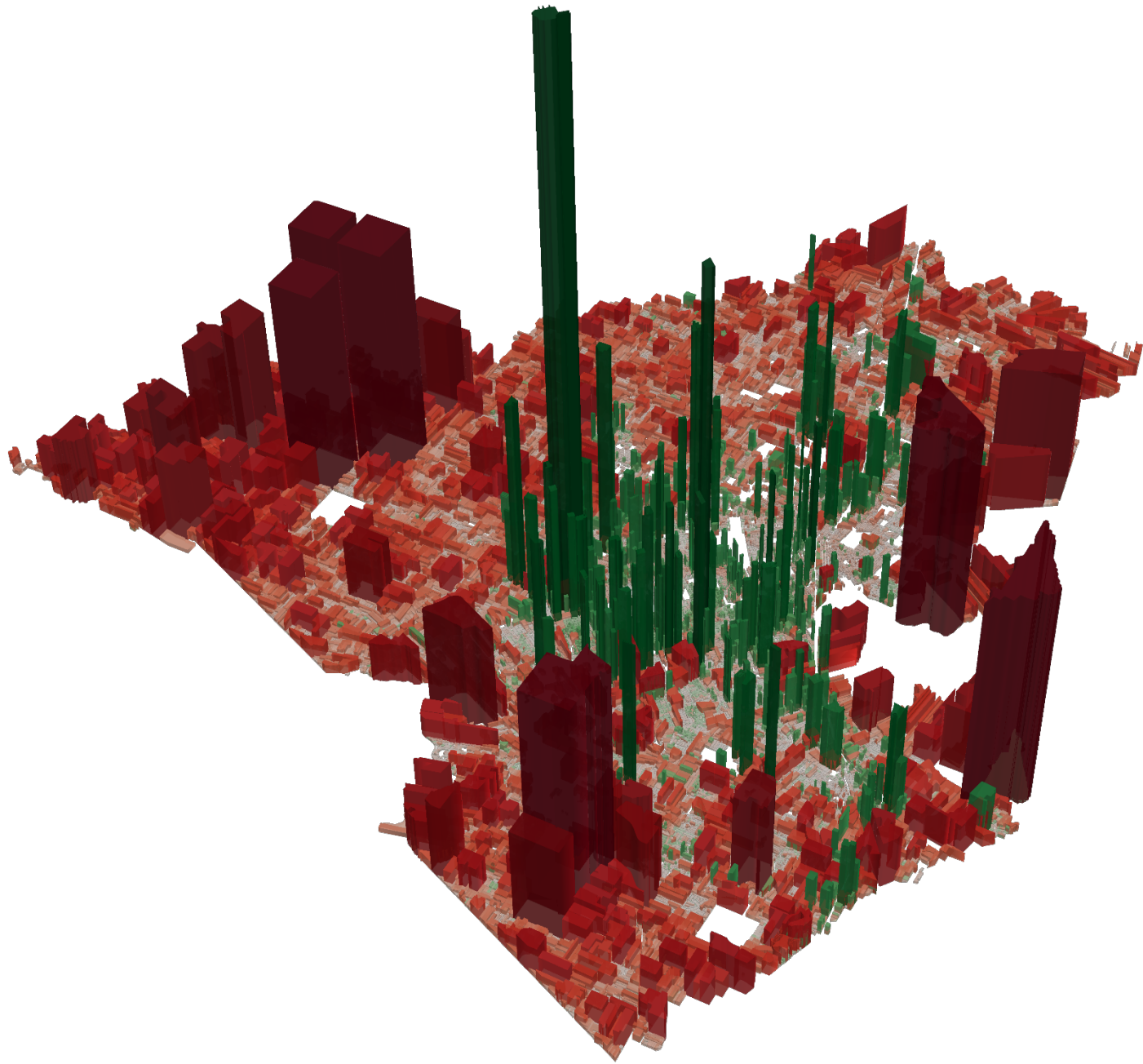


To get a copy of these slides
and join our mailing list, visit:

**STRONG
TOWNS**

www.StrongTowns.org/chat









Population

1949

33,500

2015

121,000

Urban3

3.5x



Population



Feet of pipe/person

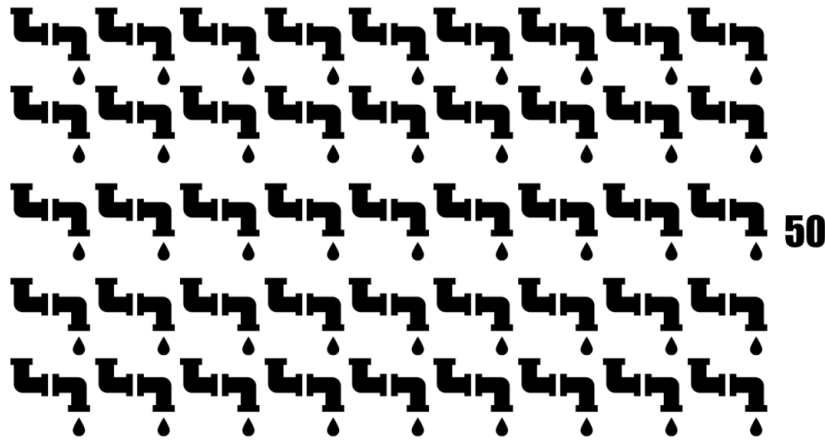
1949

33,500



2015

121,000



Urban3

3.5x

10x



Population



Feet of pipe/person



Fire Hydrants/1,000 people

Source: Sanborn Maps and LCG Records

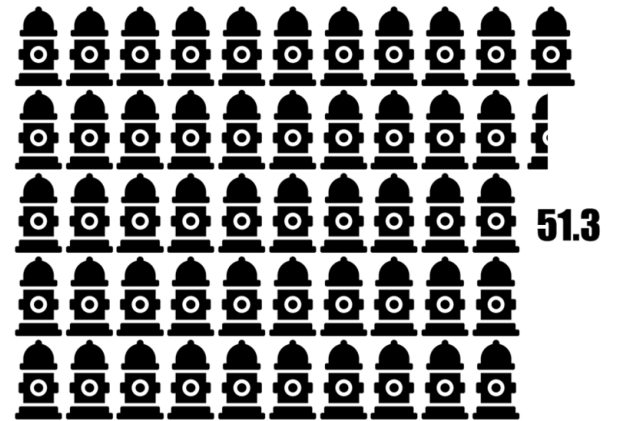
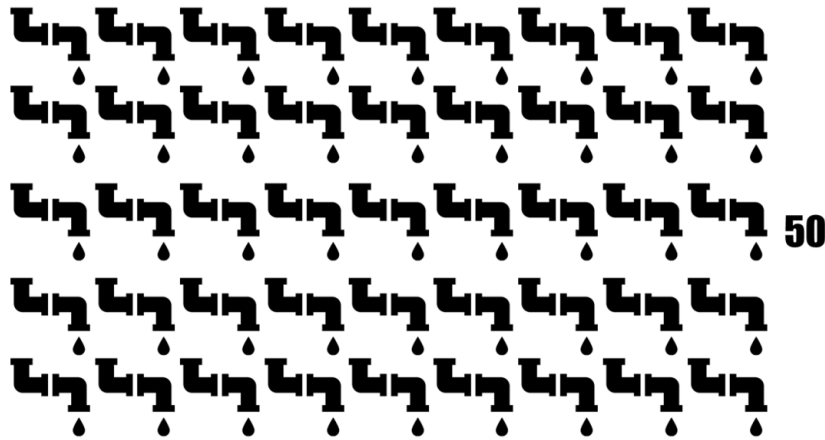
1949

33,500



2015

121,000



Urban3

3.5x

10x

21.4x

Your Median Household income

Population



3.5x

Feet of pipe/person



10x

Fire Hydrants/1,000 people



21.4x



1950

\$27,700



2015

\$45,000

1.6x

Source: US Census Bureau and Stanford University adjusted to 2015 net present value.