Planning is NOT the Enemy

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Land Use Planning can “deter” or “enable” economic development

Planning as a Constraint

Characteristics:

- Lengthy Permitting Processes
- Regulatory Uncertainty
- Restrictive Zoning
- Favors other factors over economic development

Planning as a Wasted Opportunity

Characteristics:

- “As-of-Right” Zoning
- “LEAN” Permitting Process
- However, does not incorporate economic development objectives

Planning as an Enabler

Characteristics:

- Creates an environment for growth
- Safeguards economic assets
- Helps attract & retain people
- Increases productivity

Compromise

Balancing social, economic, and environmental, objectives.

Win^3

Optimizing social, economic, and environmental, objectives.

Comparative advantage

What can the two Professions Learn from each other?

Traditional Economic Development Strategies

"Open for Business"

- Improve the general business environment

- Attempt to match the policies of peers
- Long lists of areas for improvement, with limited progress
- Table stakes

"Big Game Hunting"

- Compete aggressively for plants and new investments

- Zero Sum
- "Winner's curse"
- Neglects the existing base

"The Next Big Thing"

- Enter the newest high tech industry

- Many competing for the same industries – e.g. cleantech, 'creative class'
- Very few regions have the assets to succeed in them

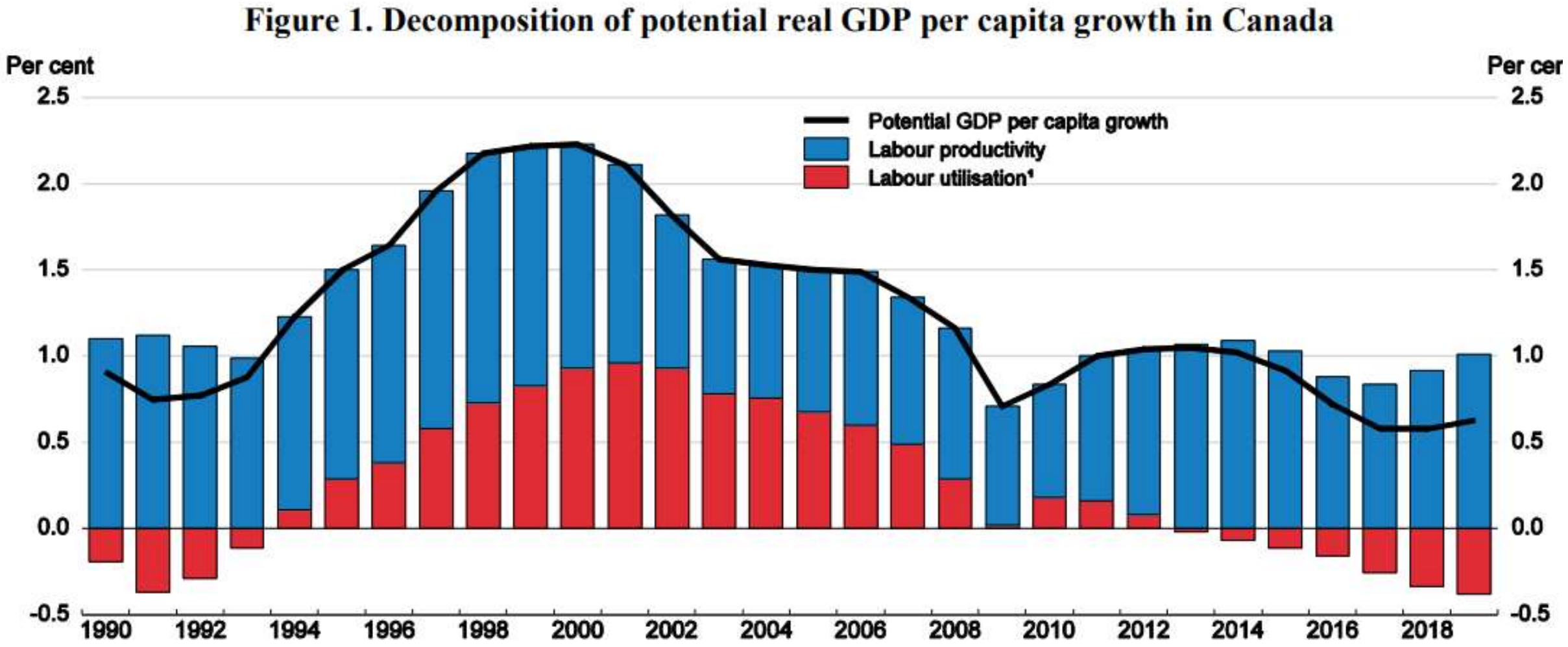
"Build it & they will Come"

- Invest in large infrastructure/ industrial zone projects

- Rarely offer a strong advantage versus other regions
- Generic infrastructure will not offset lack of skills, other weaknesses, and absence of related businesses

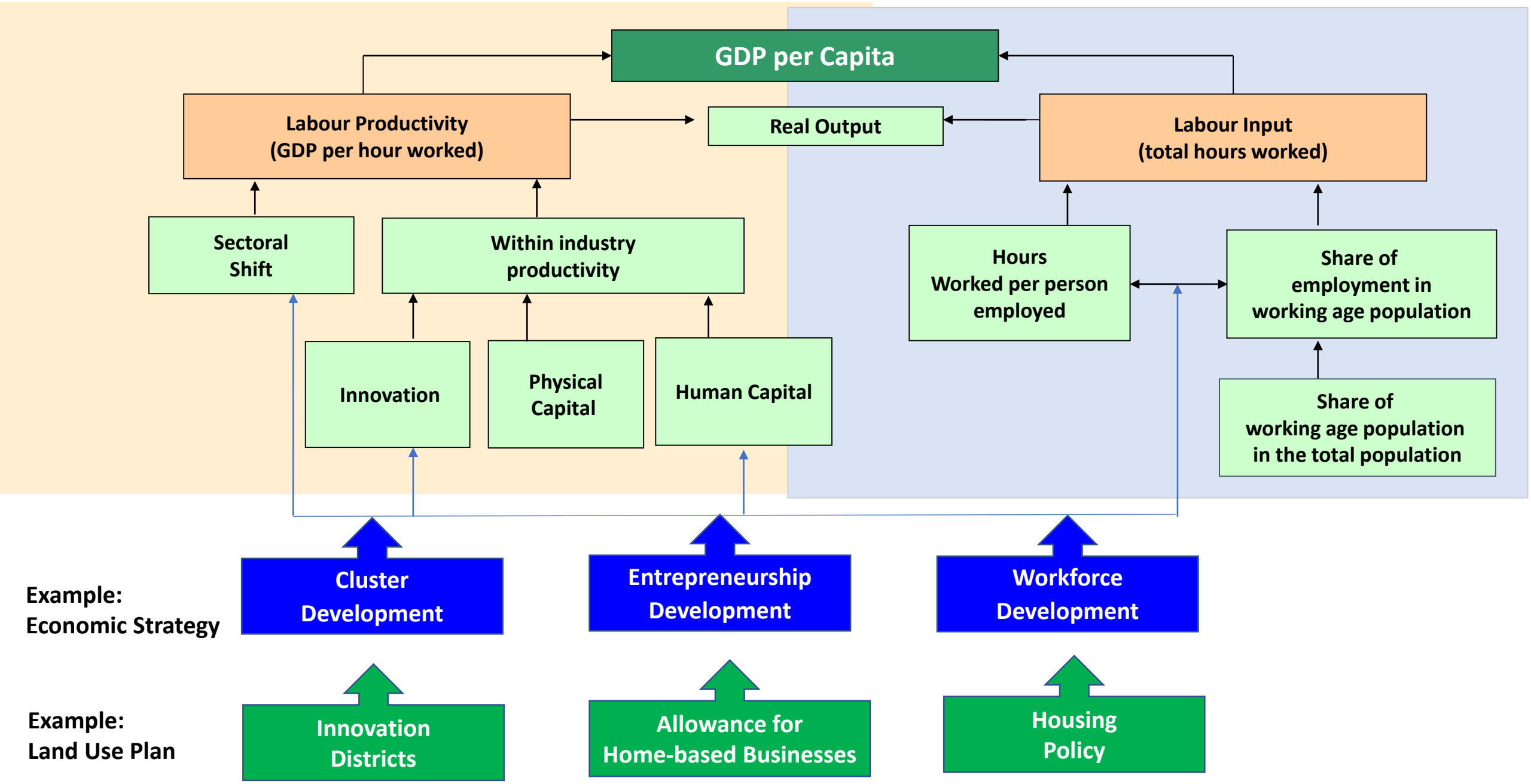
Source: Professor Michael E. Porter. Harvard Business School
U.S. Cluster Mapping Launch Event University of Minnesota, Minneapolis, MN September 29th, 2014

What is your Strategy for Growth?



Source: OECD 2018

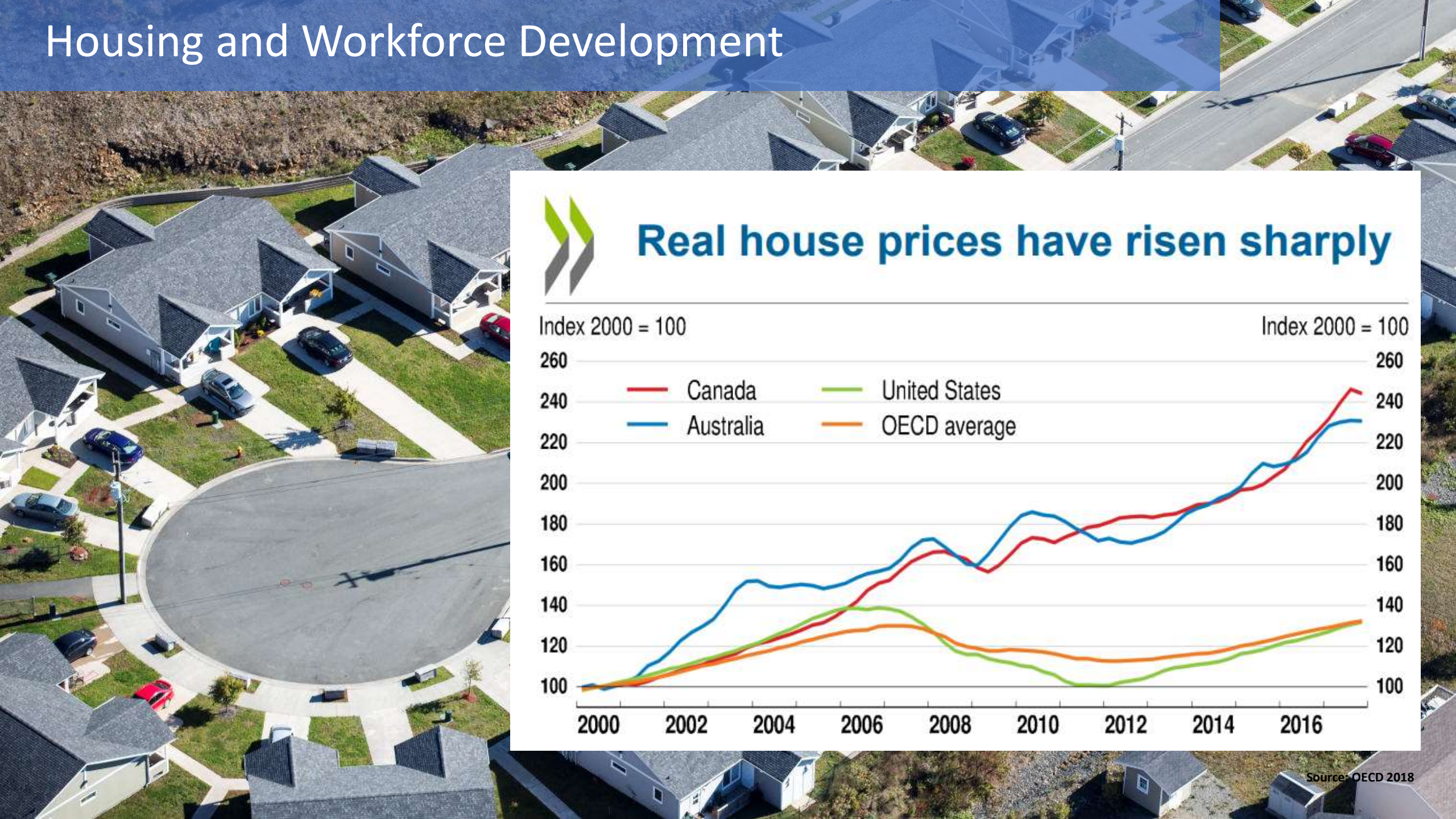
Generic Framework for the Sources of Economic Growth



Protecting our Economic Land Assets

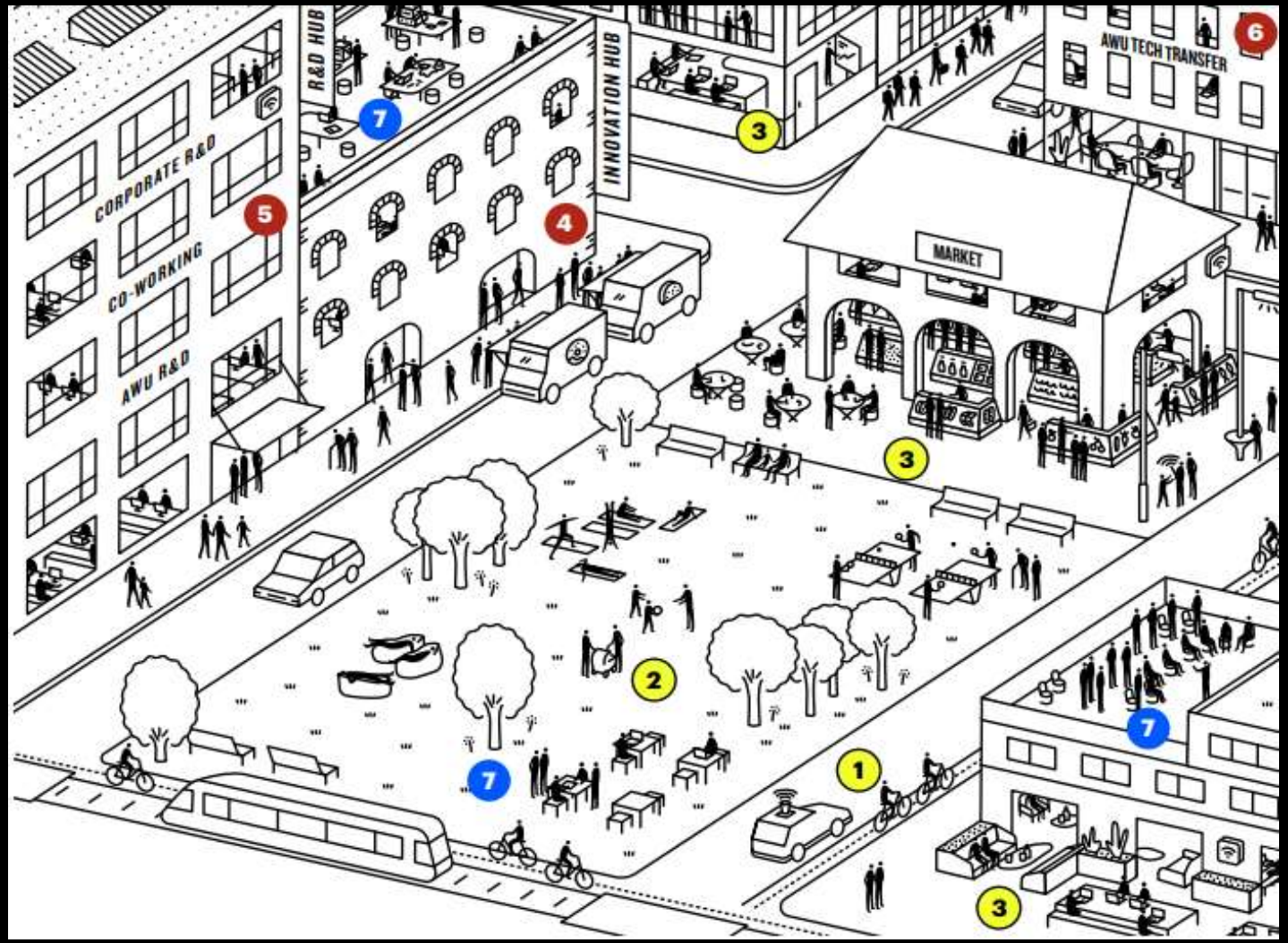
Nearly one million hectares of “dependable agricultural land” has disappeared from cultivation over the past decade in Canada

Housing and Workforce Development



Source: OECD 2018

Land Use and Productivity



Economic Assets Networking Assets Physical Assets

Photo credits: Brookings, City of Fredericton

Pairing Planning and Economic Development

What are our respective goals?

Planning

- develop plans
- implement adopted plans
- consistent application of bylaws

Economic Development

- tax diversification
- job creation
- attract investment

Traditional Approach to Planning

- implement plans
- long term focus
- property specific
- rigid application of bylaws

Traditional Approach to Economic Development

- marketing and promotion
- short term focus
- client specific
- overly accommodating

Problems with Traditional Approaches

- creates conflict
- lack of certainty
- delays in responding to client inquiries
- disconnect between short term actions and long term goals

What if the approaches were merged?

Planning

Economic Development + Planning

Economic Development

implement plans

market and promote plans

marketing and promotion

long term focus

short and long term considerations

short term focus

property specific

right client for the right property

client specific

rigid application of bylaws

responsive and current bylaws

overly accommodating

Mechanics of Integrated Approach

- Economic Development is a City function
- Economic Development responsible for commercial, industrial and institutional approvals
- physical integration of key staff
- involvement of EDO in Planning processes
- involvement of Planning in Economic Development processes

Benefits of Integrated Approach

- shared vision
- immediacy
- certainty
- fosters innovation
- team focus
- trust

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Economic Development

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- job creation
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Success From All Perspectives

- Economic Development: Makes us more competitive; client focused; “one stop”
- Implementation
- Community: Vision realized, faster

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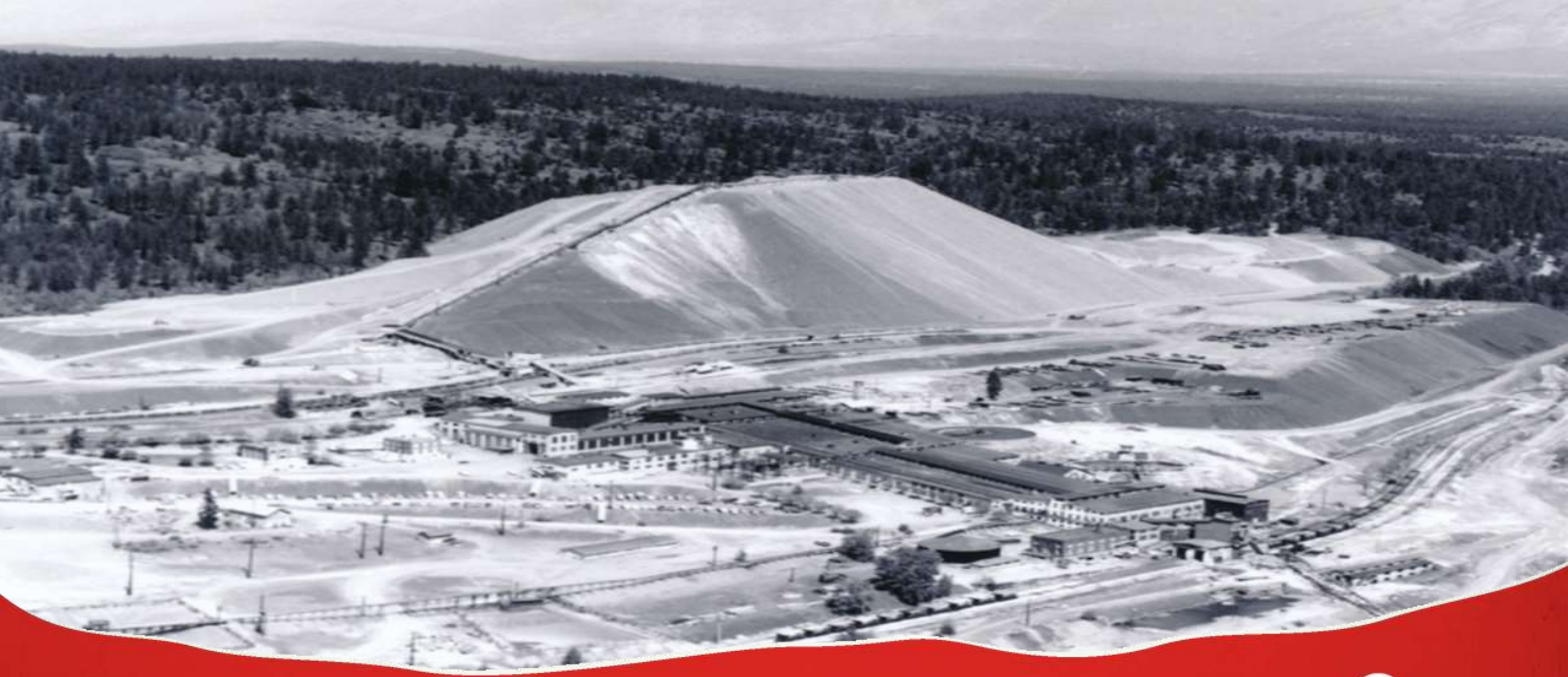

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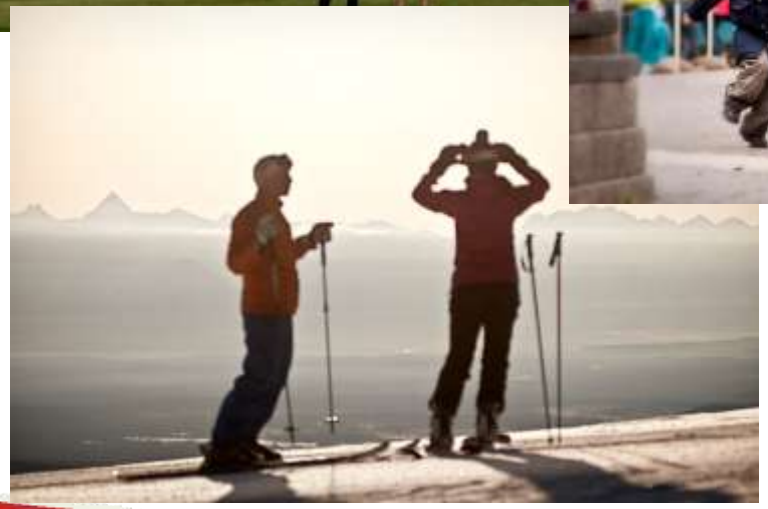

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Economic Developer vs Planner

BEING A
TOWN PLANNER
IS EASY
IT'S LIKE RIDING A BIKE
EXCEPT THE BIKE IS ON FIRE
EVERYTHING IS ON FIRE
AND YOU'RE IN HELL

APPROVED

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07/19/2011

12/14/2012

Thank you