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**SUPPORT A MODEL OF DEVELOPMENT THAT ALLOWS  
AMERICA'S CITIES, TOWNS AND NEIGHBORHOODS TO  
BECOME FINANCIALLY STRONG AND RESILIENT**







**Population**

**1949**  
33,500

**2015**  
121,000

Urban<sup>3</sup>

**3.5x**



Population

1949

33,500

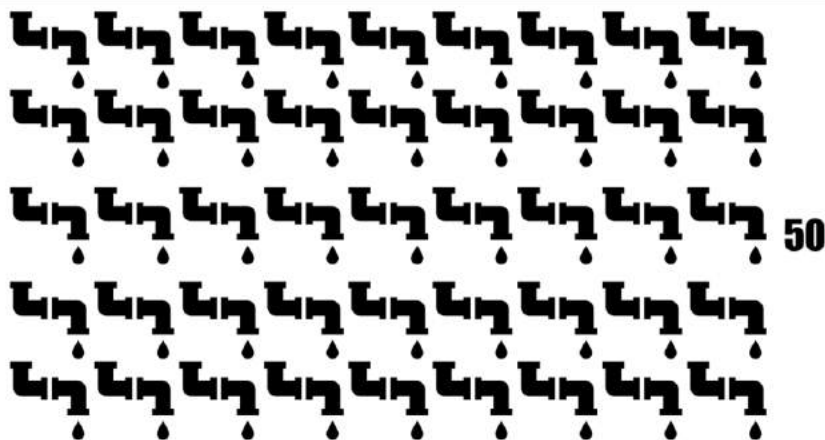
2015

121,000

3.5x



Feet of pipe/person



10x



Population

1949

33,500

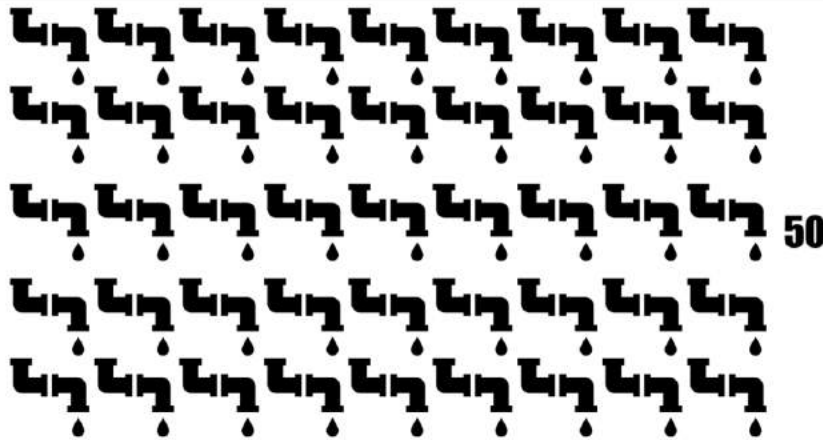
2015

121,000

3.5x



Feet of pipe/person

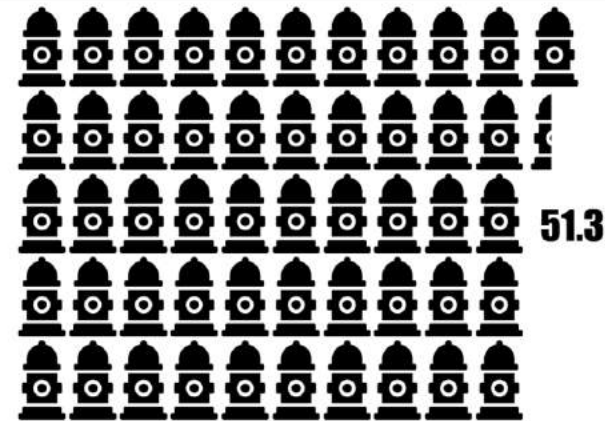


10x



Fire Hydrants/1,000 people

Source: Sanborn Maps and LCG Records



21.4x

Population



3.5x

Feet of pipe/person



10x

Fire Hydrants/1,000 people



21.4x

# Your Median Household income



\$27,700



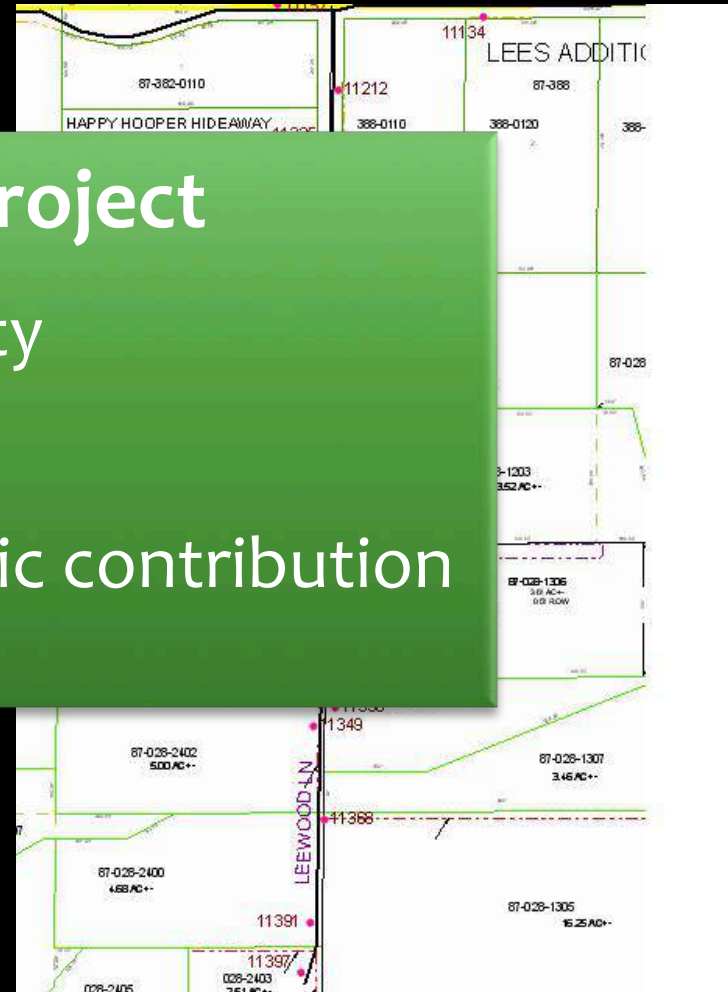
\$45,000

1.6x

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

# Road Improvement Project

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

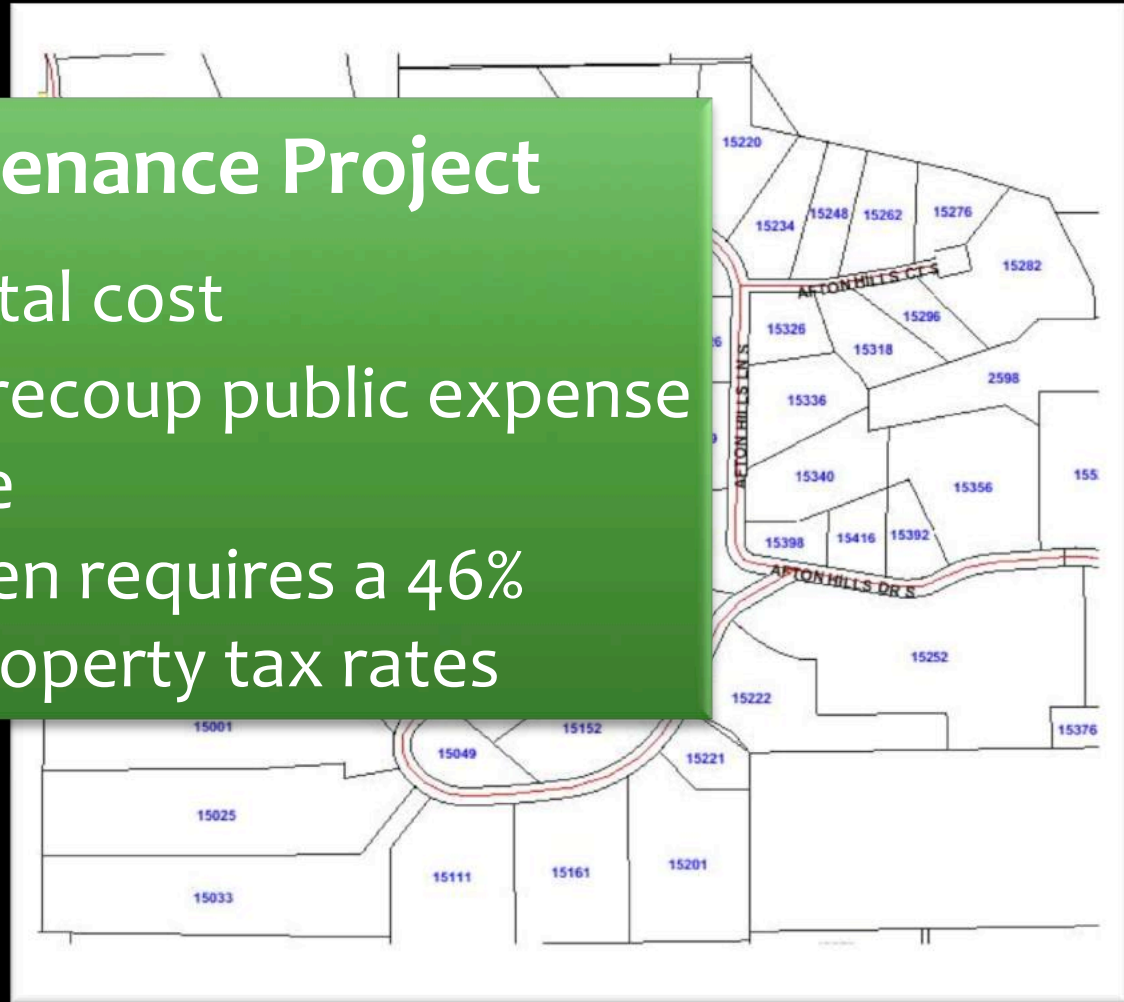


# Local Street Project



## Road Maintenance Project

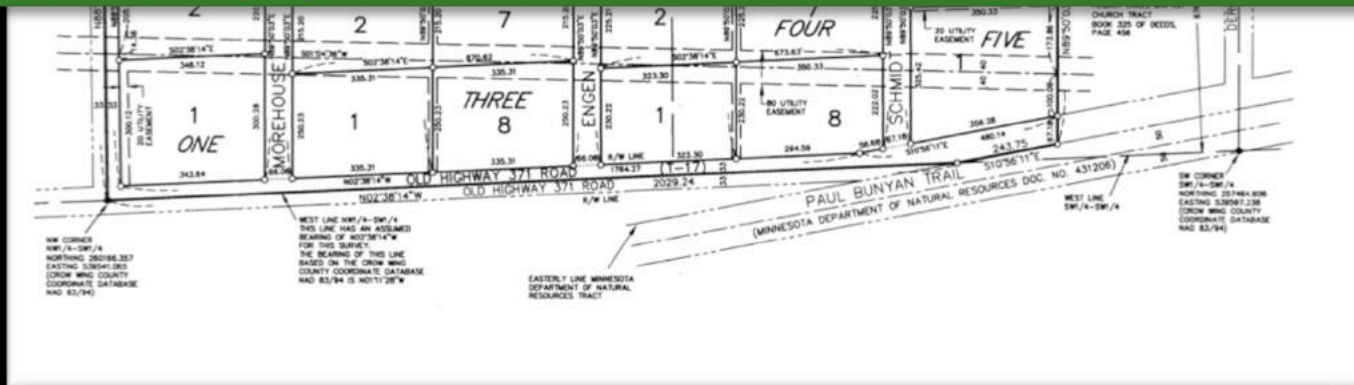
- \$354,000 total cost
- 79 years to recoup public expense from tax base
- To break even requires a 46% increase in property tax rates



# Local Road Rehabilitation

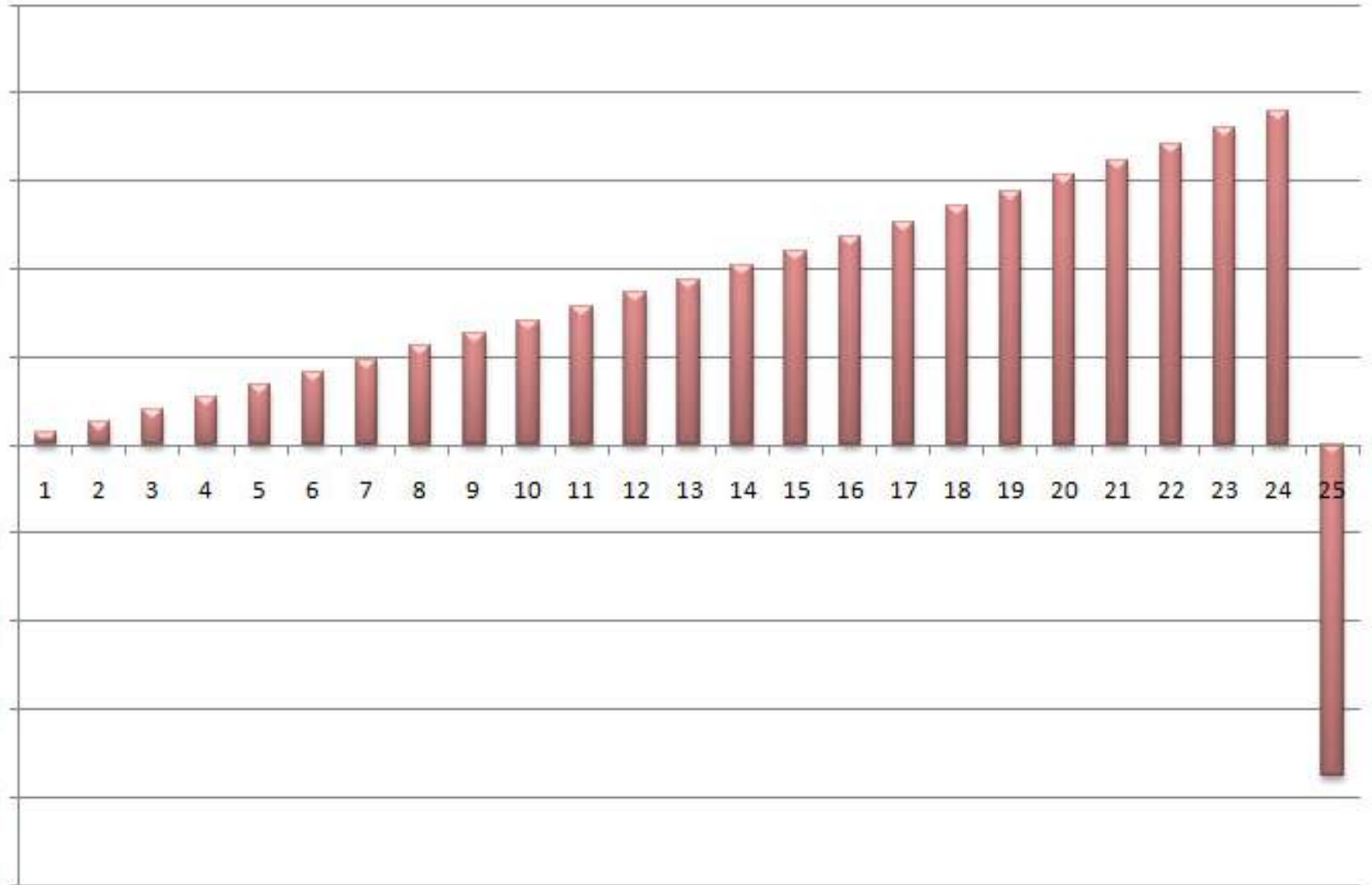
# Industrial Park Development

- \$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



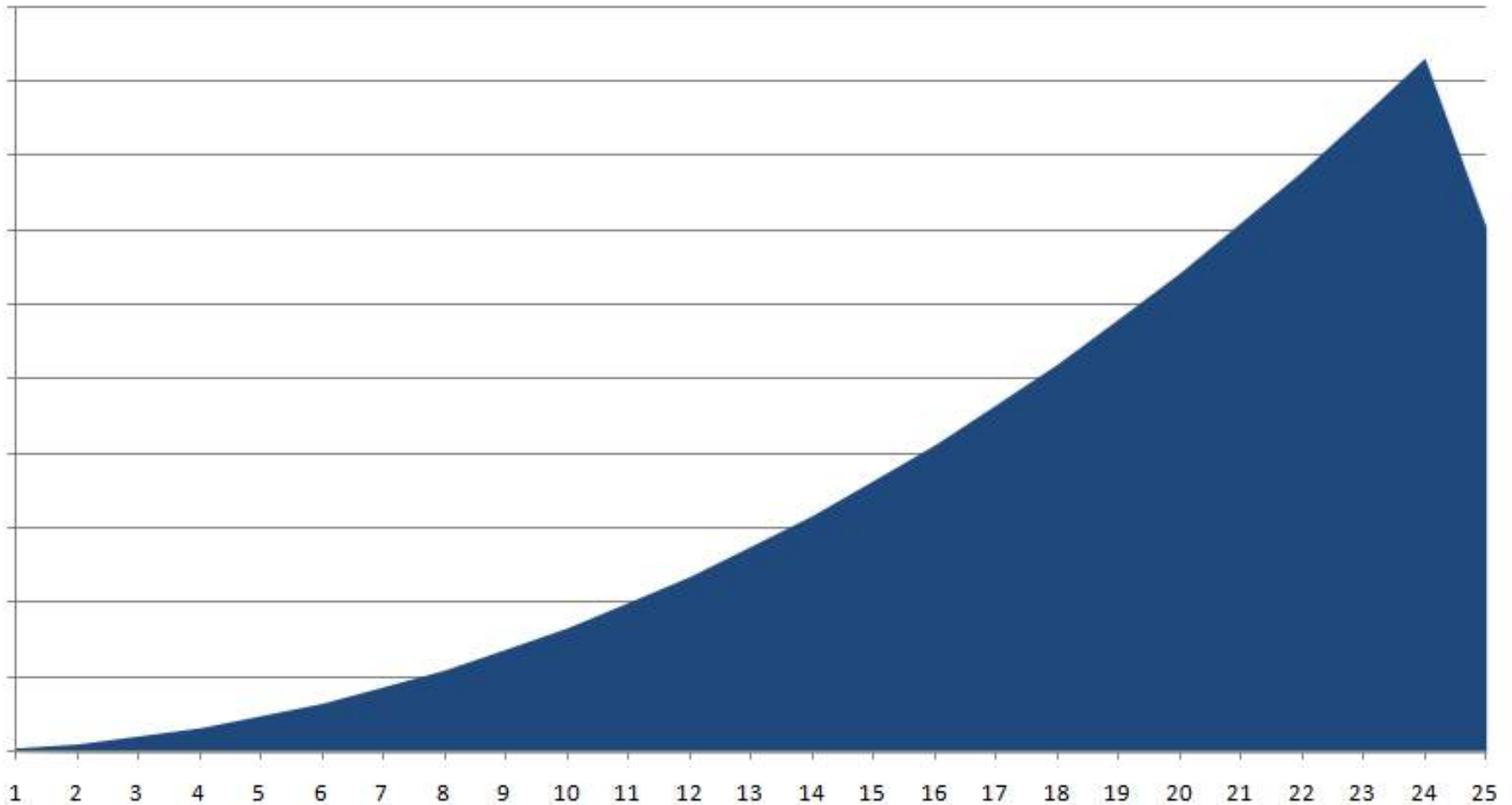
# Industrial Development

## Cumulative Cash Flow - One Life Cycle



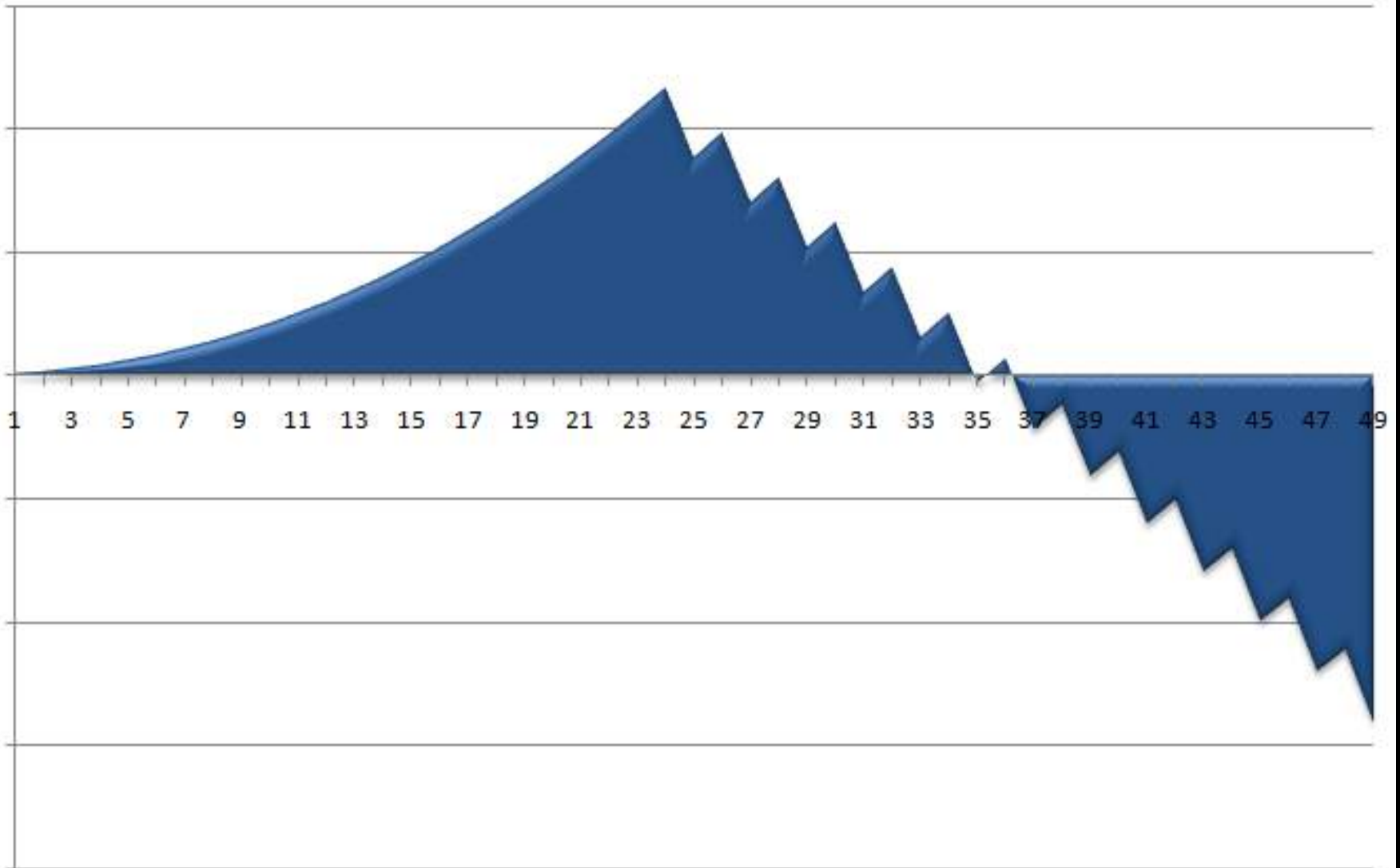
**Growth Ponzi Scheme**

## Cumulative Cash Flow - Multiple Projects



**Growth Ponzi Scheme**

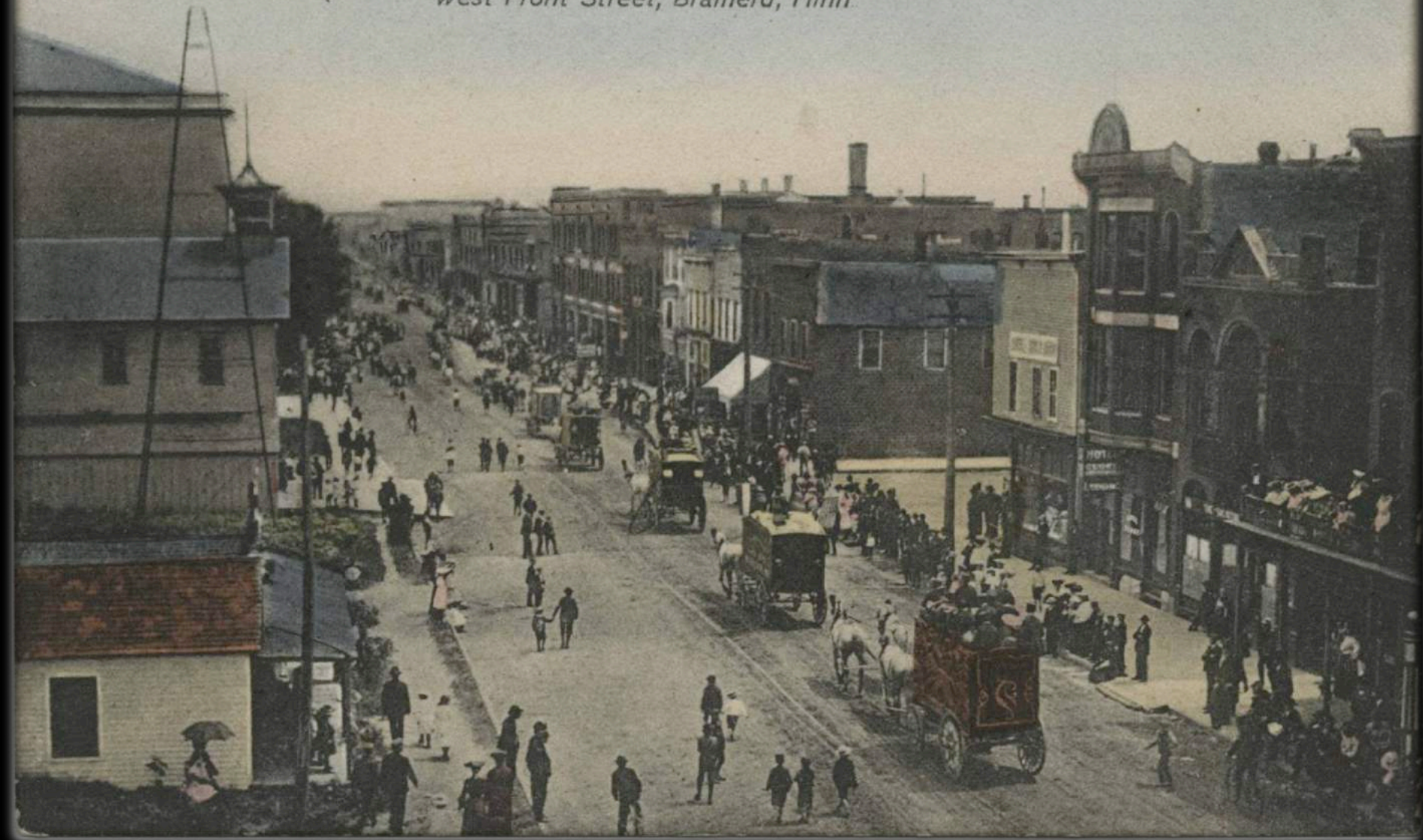
## Cumulative Cash Flow - Two Life Cycles



**Growth Ponzi Scheme**



*West Front Street, Brainerd, Minn.*









Old and blighted

Shiny and new

# 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

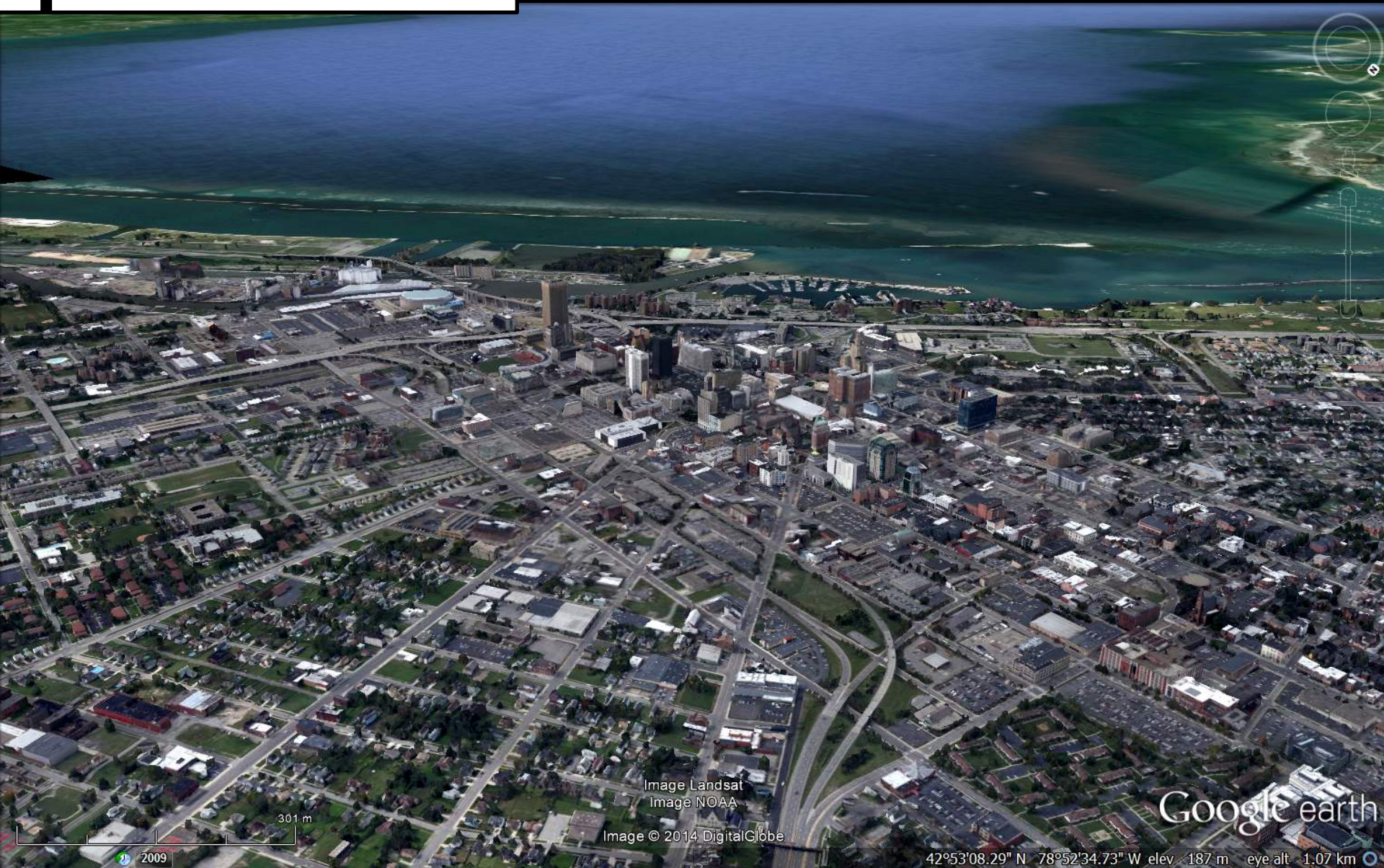


Image Landsat  
Image NOAA

Image © 2014 DigitalGlobe

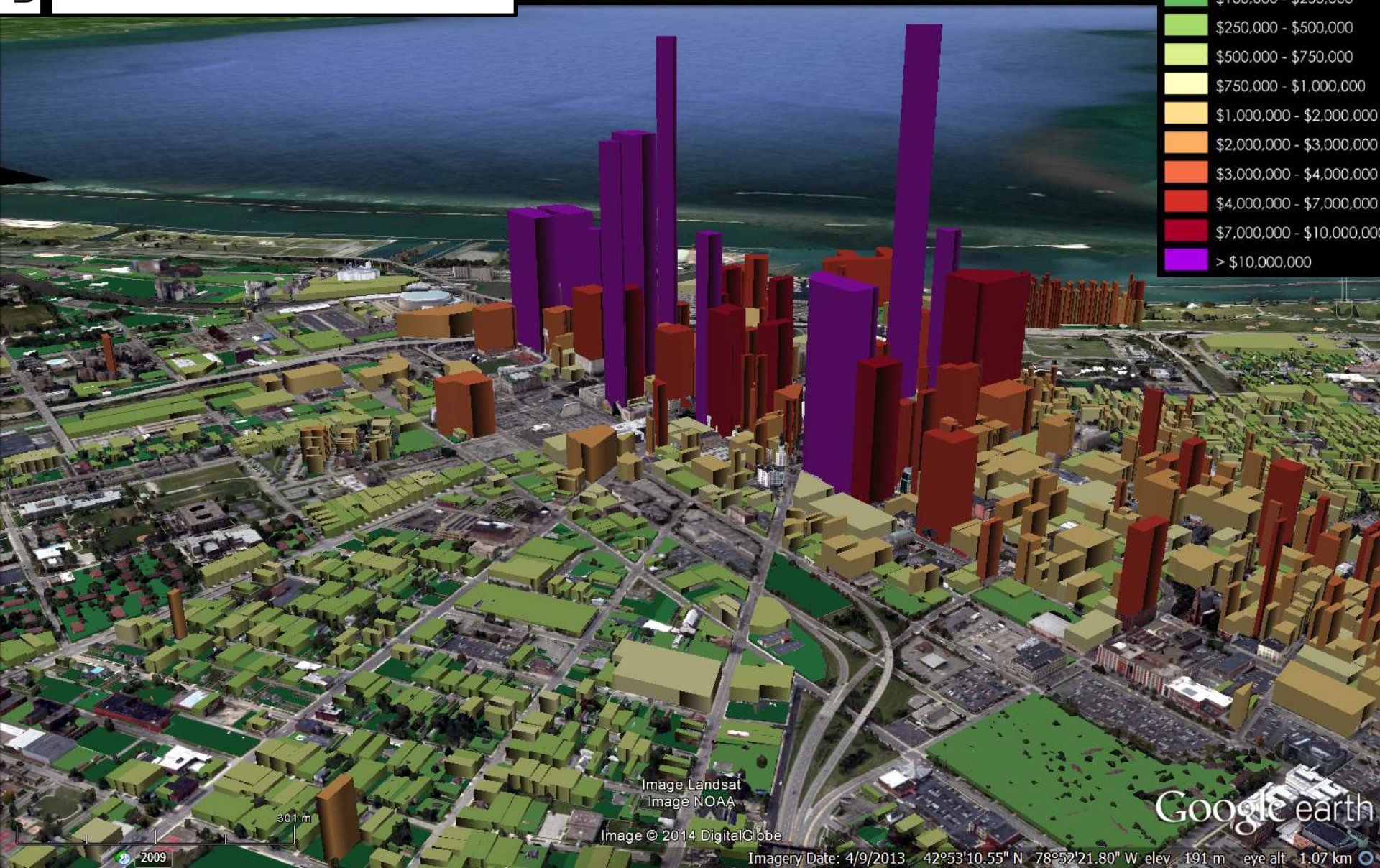
Google earth

301 m  
2009

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

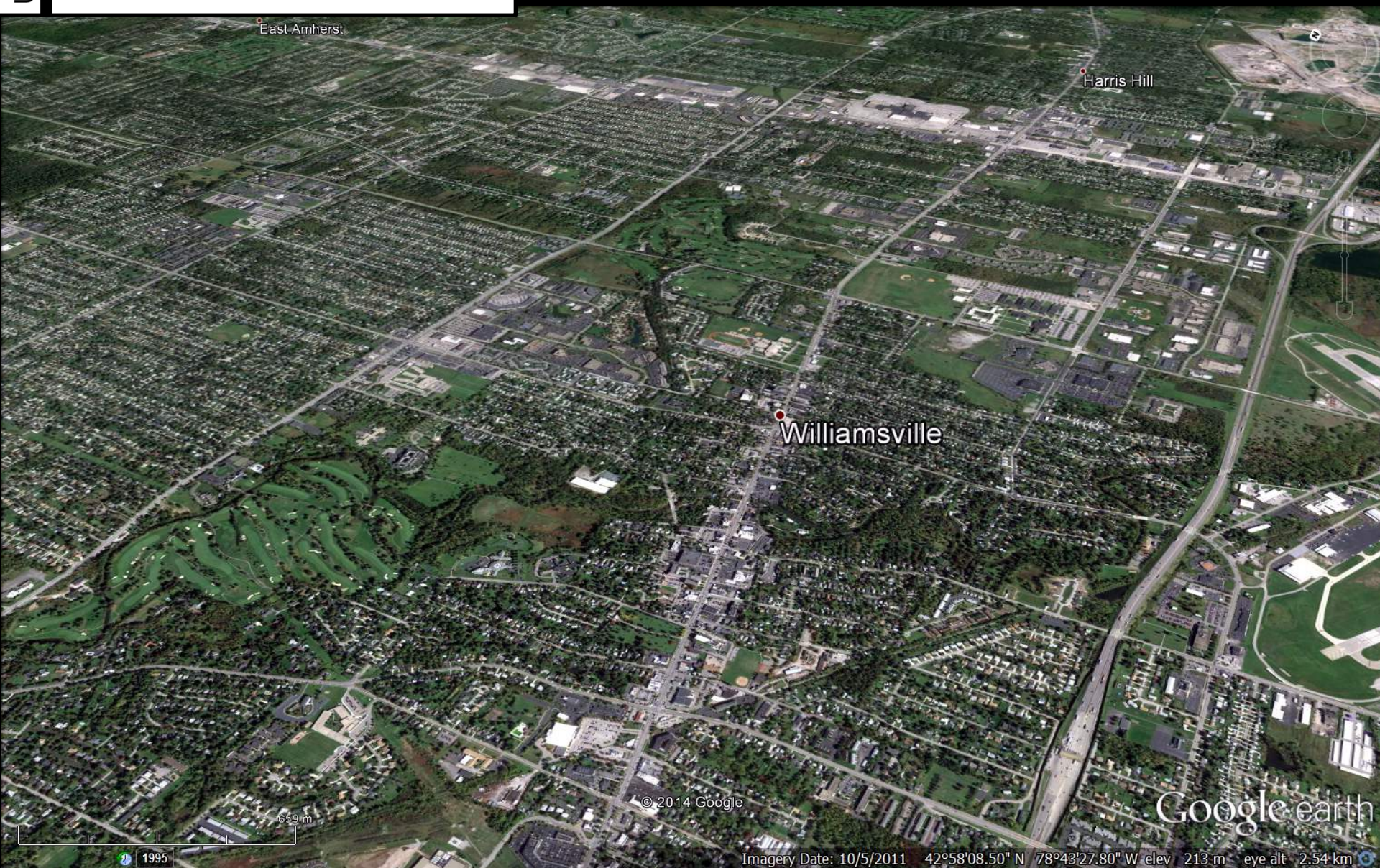
# Buffalo 3-D Model

Connecting Urban Design to Economics



# Williamsville 3-D Model

Connecting Urban Design to Economics



East Amherst

Harris Hill

Williamsville

© 2014 Google

Google earth

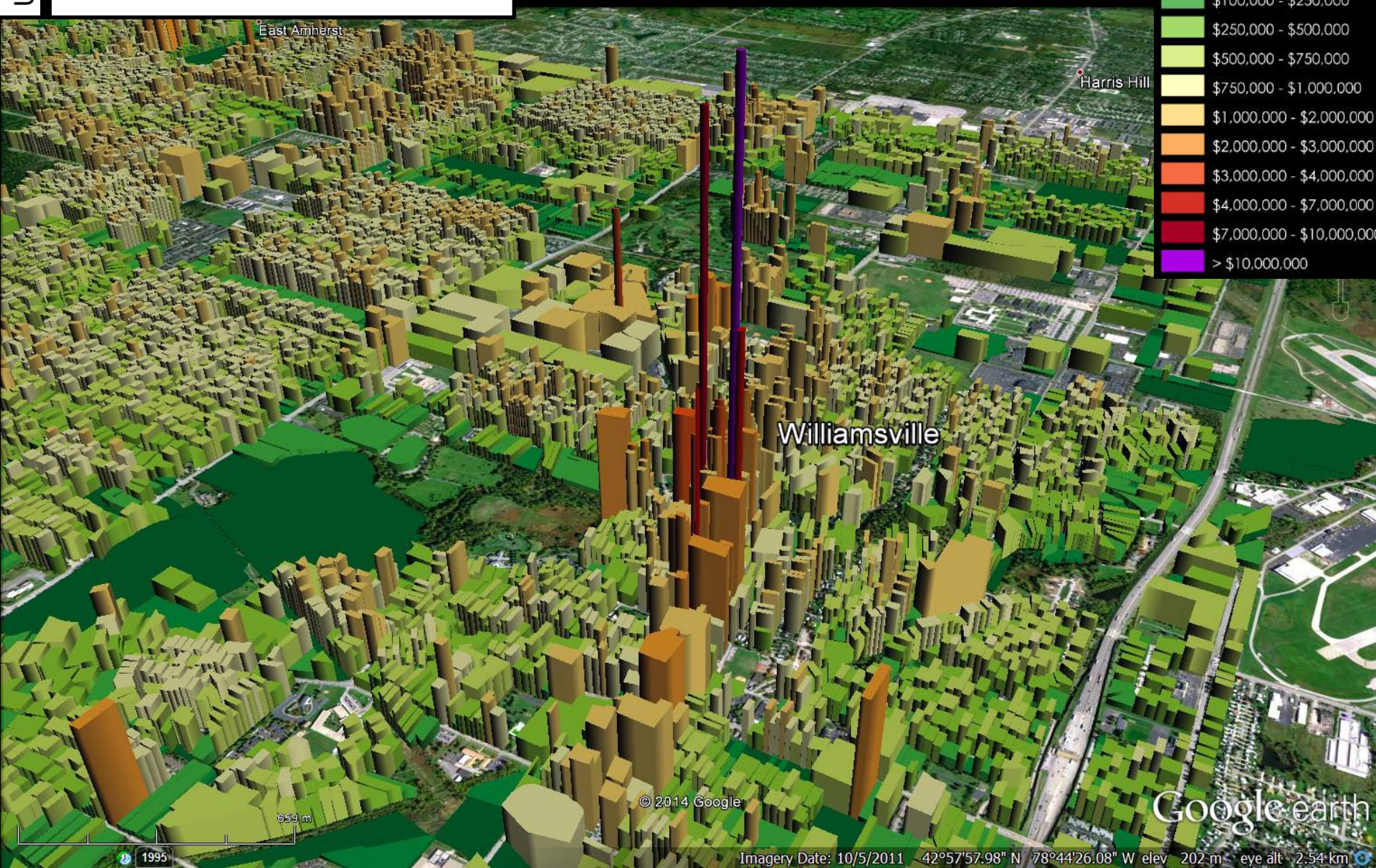
1995

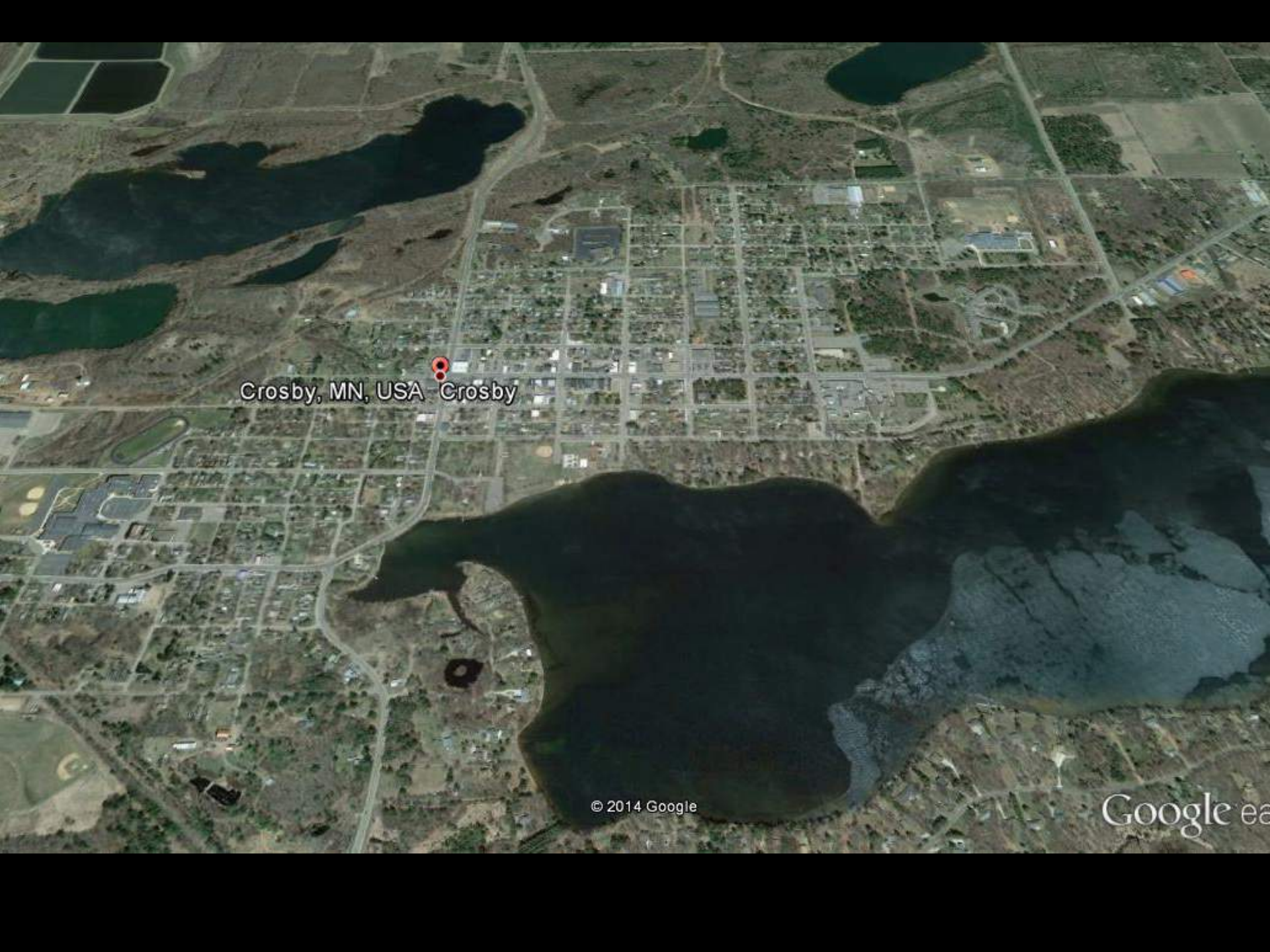
Imagery Date: 10/5/2011 42°58'08.50" N 78°43'27.80" W elev 213 m eye alt 2.54 km



# Williamsville 3-D Model

Connecting Urban Design to Economics

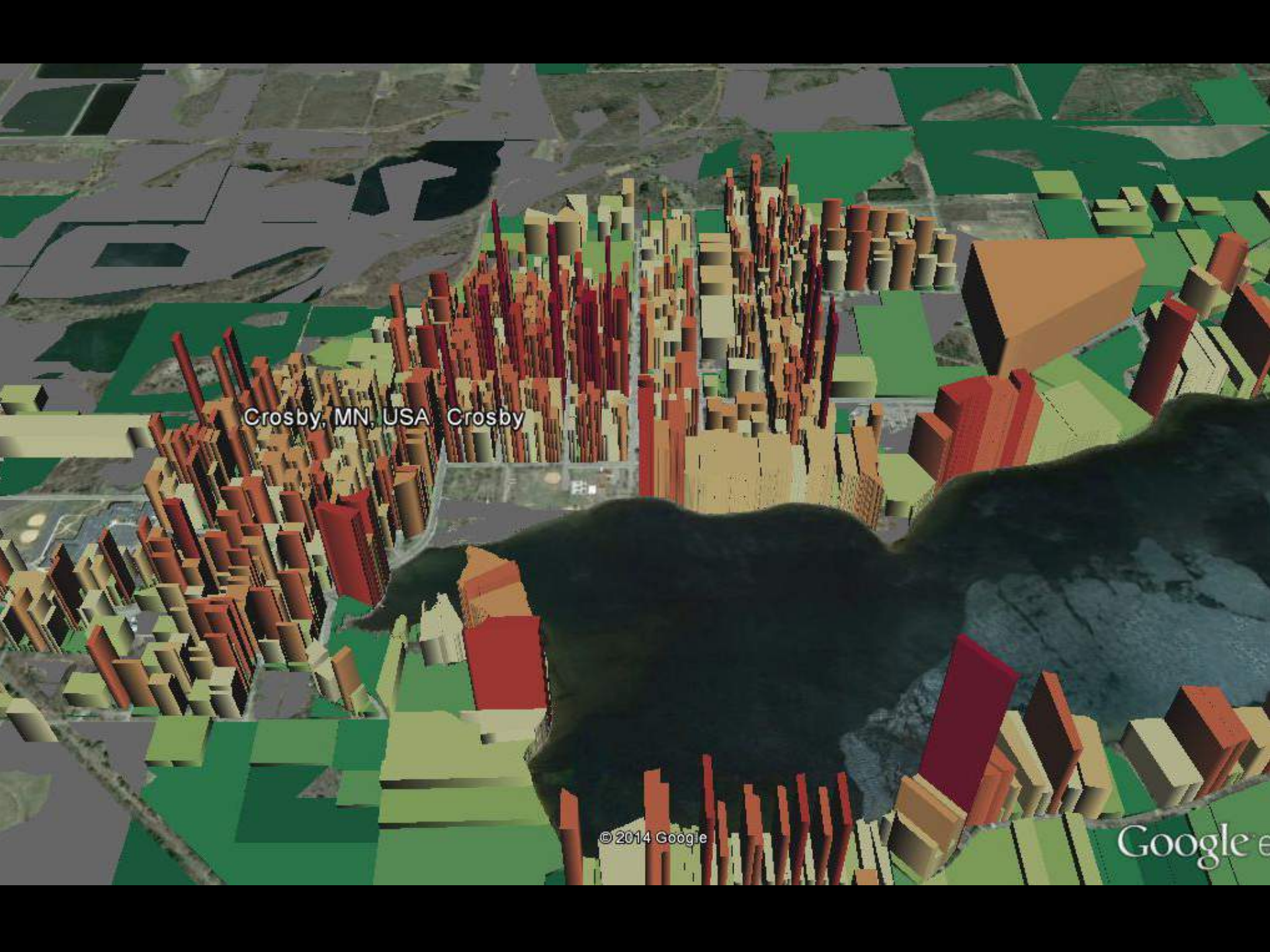




Crosby, MN, USA Crosby

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Crosby, MN, USA Crosby

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**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**





[www.StrongTowns.org](http://www.StrongTowns.org)

**STRONG  
TOWNS**

