The City Shaped

Joseph Minicozzi, AICP

Manarola, Italy
Mule Named Sal
The Original Government Mule
The Sacking of Rome
The Sacking of Rome
The Sacking of Rome
The Sacking of Rome

Pedestrian Mall
The Sacking of Rome

Pedestrian Mall
The Sacking of Rome

Pedestrian Mall
The Sacking of Rome
My Apartment
University
Food
Campo de' Fiori
In the 70’s and 80’s our downtown died.

Asheville’s de facto motto was:

“That will never work here - don’t even try.”
What is PIP?

• Restoration
• Businesses - Entrepreneurs
• CPAs
• Generalists
• Community Building
• Authenticity is King
• Education & Communication
• Social Justice
• More is More
• Patient Investment

Pat Whalen, President of PIP
You can't rely on bringing people downtown, you have to put them there.

Jane Jacobs
Death and Life of Great American Cities
1961
Incorporate (ɪnˈkɔrpəˌreɪt)
VERB
Constitute (a company, city, or other organization) as a legal corporation.

Source: Oxford Dictionary
What is a City?
What is a City?
Asheville is 4X >
For 40 years this building remained vacant...... its tax value in 1991 was just over $300,000.

Today the building is valued at over $11,000,000, an increase of over 3500% in 15 years.

The lot is less than 1/5 acre.
Walmart

34.0 Acres
220,000 sf Building
$20,000,000 Tax Value

Downtown

0.19 Acres
54,000 sf. Bld
$11,000,000 Tax Value

My House

0.13 Acres
1 unit (2 people + 2 dogs)
$232,000 Tax Value
Walmart

34.0 Acres
220,000 sf Building
$20,000,000 Tax Value

Downtown

0.19 Acres
54,000 sf Bld
$11,000,000 Tax Value

My House

0.13 Acres
1 unit (2 people + 2 dogs)
$232,000 Tax Value
34.0 Acres
220,000 sf Building
$20,000,000 Tax Value

Walmart

0.19 Acres
54,000 sf. Bld
$11,000,000 Tax Value

Downtown

0.13 Acres
1 unit (2 people + 2 dogs)
$232,000 Tax Value

Property Taxes/Acre
$19,542

My House
Walmart
34.0 Acres
220,000 sf Building
$20,000,000 Tax Value

Property Taxes/Acre
$6,500

Downtown
0.19 Acres
54,000 sf Bld
$11,000,000 Tax Value

My House
0.13 Acres
1 unit (2 people + 2 dogs)
$232,000 Tax Value

Property Taxes/Acre
$19,542
Walmart

34.0 Acres
220,000 sf Building
$20,000,000 Tax Value

Property Taxes/Acre
$6,500

Downtown

0.19 Acres
54,000 sf Bld
$11,000,000 Tax Value

Property Taxes/Acre
$634,000

My House

0.13 Acres
1 unit (2 people + 2 dogs)
$232,000 Tax Value

Property Taxes/Acre
$19,542
Wheat

- 34.0 Acres
- 220,000 sf Building
- $20,000,000 Tax Value
- Property Taxes/Acre: $6,500

Cannabis

- 0.19 Acres
- 54,000 sf Bld
- $11,000,000 Tax Value
- Property Taxes/Acre: $634,000

Soybeans

- 0.13 Acres
- 1 unit (2 people + 2 dogs)
- $232,000 Tax Value
- Property Taxes/Acre: $19,542
Property + Retail Sales Taxes

Retail Sales (average)
$77,000,000

Total Property Taxes/Acre
$6,500
$3,300 to the City

Downtown

Total Property Taxes/Acre
$634,000
$330,000 to the City
Property + Retail Sales Taxes

Retail Sales (average)
$77,000,000

$0.0775 Sales Tax
of which...
27% returned to City

$6,500 Total Property Taxes/Acre
$3,300 to the City

Downtown

$634,000 Total Property Taxes/Acre
$330,000 to the City
Property + Retail Sales Taxes

Retail Sales (average)

$77,000,000

$47,500 Sales Tax
City return

$6,500 Total Property Taxes/Acre
$3,300 to the City

Downtown

$634,000 Total Property Taxes/Acre
$330,000 to the City
Downtown Property + Retail Sales Taxes

- Total Taxes/Acre to the City: $50,800
- Property Taxes/Acre to the City: $330,000
Property + Retail Sales Taxes

Asheville Walmart

Total Taxes/Acre to the City

$50,800

Downtown

Total Taxes/Acre to the City

$414,000
Jobs per Acre

Asheville Walmart

200 jobs on 34.0 acres

5.9

Downtown

14 jobs on 0.19 Acres

73.7
<table>
<thead>
<tr>
<th></th>
<th>Asheville Walmart</th>
<th>Downtown</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Land Consumed (Acres):</strong></td>
<td>34.0</td>
<td>00.2</td>
</tr>
<tr>
<td><strong>Total Property Taxes/Acre:</strong></td>
<td>$ 6,500</td>
<td>$634,000</td>
</tr>
<tr>
<td><strong>City Retail Taxes/Acre:</strong></td>
<td>$ 47,500</td>
<td>$ 83,600</td>
</tr>
<tr>
<td><strong>Residents per Acre:</strong></td>
<td>0.0</td>
<td>90.0</td>
</tr>
<tr>
<td><strong>Jobs per Acre:</strong></td>
<td>5.9</td>
<td>73.7</td>
</tr>
</tbody>
</table>
Buncombe County Property Tax Revenue Profile: 2007 Tax Yield per Acre

- Undeveloped: $30
- Biltmore Estate: $135
- County Residential: $1,236
- City Residential: $1,716
Buncombe County Property Tax Revenue Profile: 2007 Tax Yield per Acre

- **Undeveloped**: $30
- **Biltmore Estate**: $135
- **County Residential**: $1,236
- **City Residential**: $1,716
- **City - Commercial**: $2,406
- **Asheville Mall**: $7,995
How do you compare cars?

- **Ford F150 Lariat LTD**: 648 miles per tank
- **Rolls-Royce Phantom Drophead**: 380 miles per tank
- **1955 BMW Isetta**: 245 miles per tank
- **Toyota Prius**: 571 miles per tank
- **Bugatti Veyron SS**: 390 miles per tank
How do you compare cars?

1. Ford F150 Lariat LTD
   648 miles per tank

2. Toyota Prius
   571 miles per tank

3. Bugatti Veyron SS
   390 miles per tank

4. Rolls-Royce Phantom Drophead
   380 miles per tank

5. 1955 BMW Isetta
   245 miles per tank
How do you compare cars?

Toyota Prius
51/48 mpg

Bugatti Veyron SS
8/14 mpg

Rolls-Royce Phantom Drophead
11/18 mpg

1955 BMW Isetta
50/70 mpg

Ford F150 Lariat LTD
13/18 mpg
How do you compare cars?

1. Toyota Prius
   51/48 mpg

2. Ford F150 Lariat LTD
   13/18 mpg

3. Rolls-Royce Phantom Drophead
   11/18 mpg

4. 1955 BMW Isetta
   50/70 mpg

5. Bugatti Veyron SS
   8/14 mpg
Scary Math
"...when you least expect it, you see a crack open and a different city appear."

Italo Calvino
Invisible City

Geology
“...when you least expect it, you see a crack open and a different city appear.”

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What are the numbers for Buncombe County?
What are the numbers for Travis County?
What are the numbers for Transylvania County?
County Property Taxes/Acre

Ratio Difference of 42 City Sample Set, in 16 States (+ a Province)

- Residential
- Commercial
- Mixed-Use

- $1.00: County S-F
- $5.50: City S-F
- $6.70: Walmart
- $9.30: Mall or strip
- $47.80: Mixed-Use (2 Story)
- $95.00: Mixed-Use (3 Story)
- $274.00: Mixed-Use (6 Story)
Behavioral Economics
Houses from the Middle Ages corbelled wood-sides to avoid paying a tax based on the ground level surface.

People added on more space by stacking up larger and larger floors. Some houses that faced each other would nearly touch each other, which increased the risk of fires spreading!

King Francois I banned this type of architecture (1515-1547).
The Window Tax
1696-1851, by King William III

Window tax consisted of:
1. a flat-rate house tax per house and,
2. a variable tax for # windows > 10
3. Between 10 and 20 = 4 shillings, and
4. Those > 20 = 8 shillings.
François Mansart, architect

(1598–1666)

His treatment of high roof stories gave rise to the term “Mansard roof”

At the time, only the number of floors below the “roof”, were considered part of the building.
Brought to you by public policy.
We need to be literate about tax policy.

A person who won’t read has no advantage over one who can’t read.

Mark Twain
Asheville
$12.8B Taxable Value

Lions
$900M

Tigers
$643M

Redwings
$346M

Pistons
$400M

Source: forbes.com
Asheville
$12.8B Taxable Value

Tigers
$643M (19.9)

Source: forbes.com
DO THE MATH