# Building a Strong Town

**Charles L. Marohn, Jr.**
Civil Engineer, Urban Planner

@clmarohn
@strongtowns
strongtowns.org



STRONG TOWNS

Become a Member Today

1870




1905


1928
HOTEL
RANSFORD
WESTERN UNION

# 1878



1898


GO TO
BERGEN
BEACH
LYCEUM THEATRE
KELCEY-SHANNON CO.
THE NOTH AND
THE FLAME
AMERICAN
Castle Sq.
Opera Co.
KREMONIA
ROBERT BURNS CIGARS

1911



1918




WINNER!
2010 TONY AWARD
BEST
MUSICAL
MEMPHIS
YOU ALREADY KNOW YOU'RE GONNA LOVE IT!
MAMMA MIA!
MAMMA MIA!
DIGITAL
TOSHIBA
HANKOOK
driving emotion
Kodak
Kodak
ST-PIERRE vs SHIELDS
ALDO vs HOMINICK
SAT. APRIL 30
LIVE ON PAY-PER-VIEW
Bank of Ame













1870

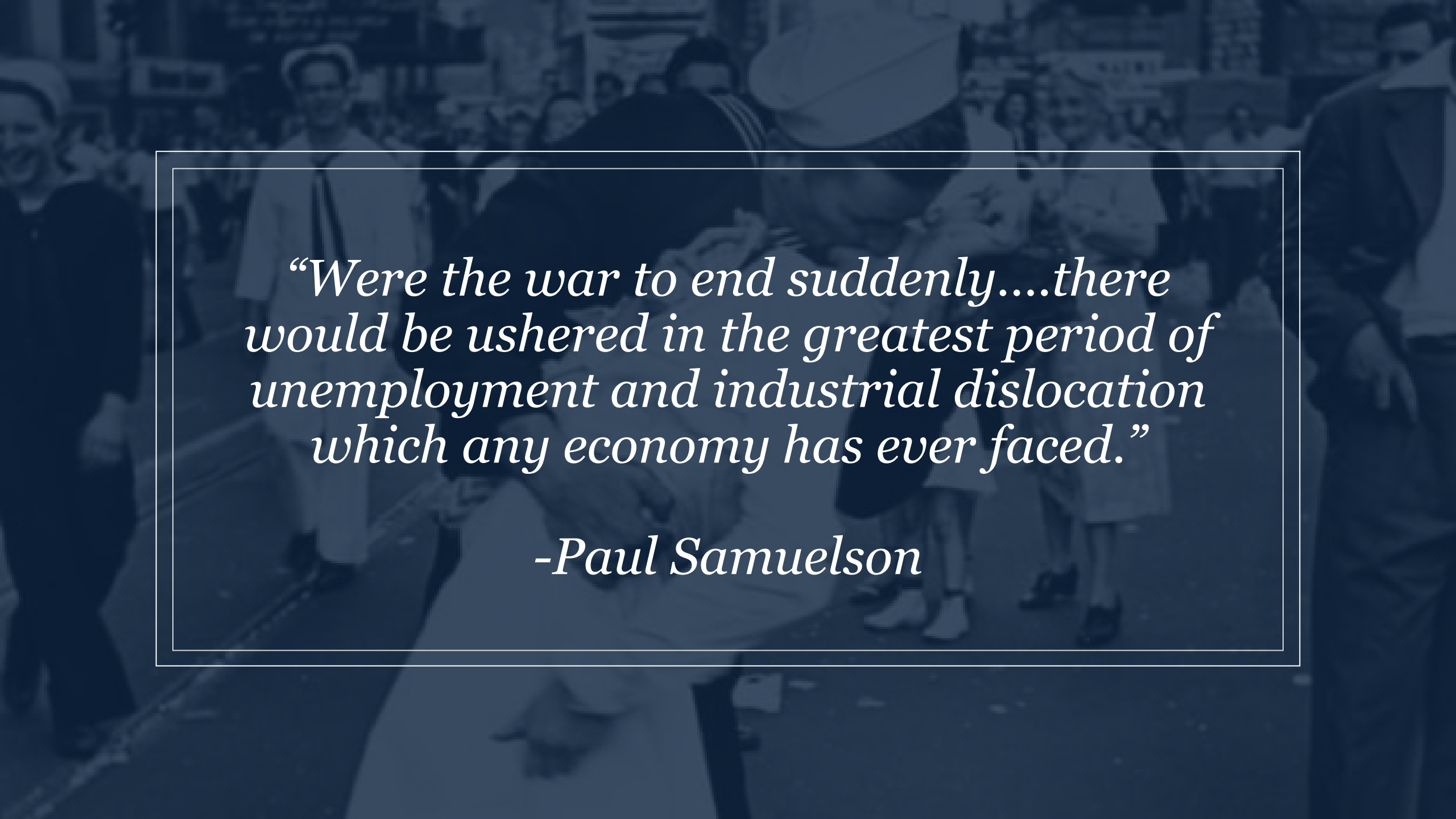



1905


1928
HOTEL
RANSFORD
WESTERN UNION




THIS 135 ACRE
FARM
Will Be Sold at
PUBLIC AUCTION
ON PREMISES JULY 30 1 P.M.
DR M.C. MOSES. OWNER,
New Carlisle Ohio.


*“Were the war to end suddenly….there would be ushered in the greatest period of unemployment and industrial dislocation which any economy has ever faced.”*

*-Paul Samuelson*


EXHIBIT HOME
Levitt & Sons

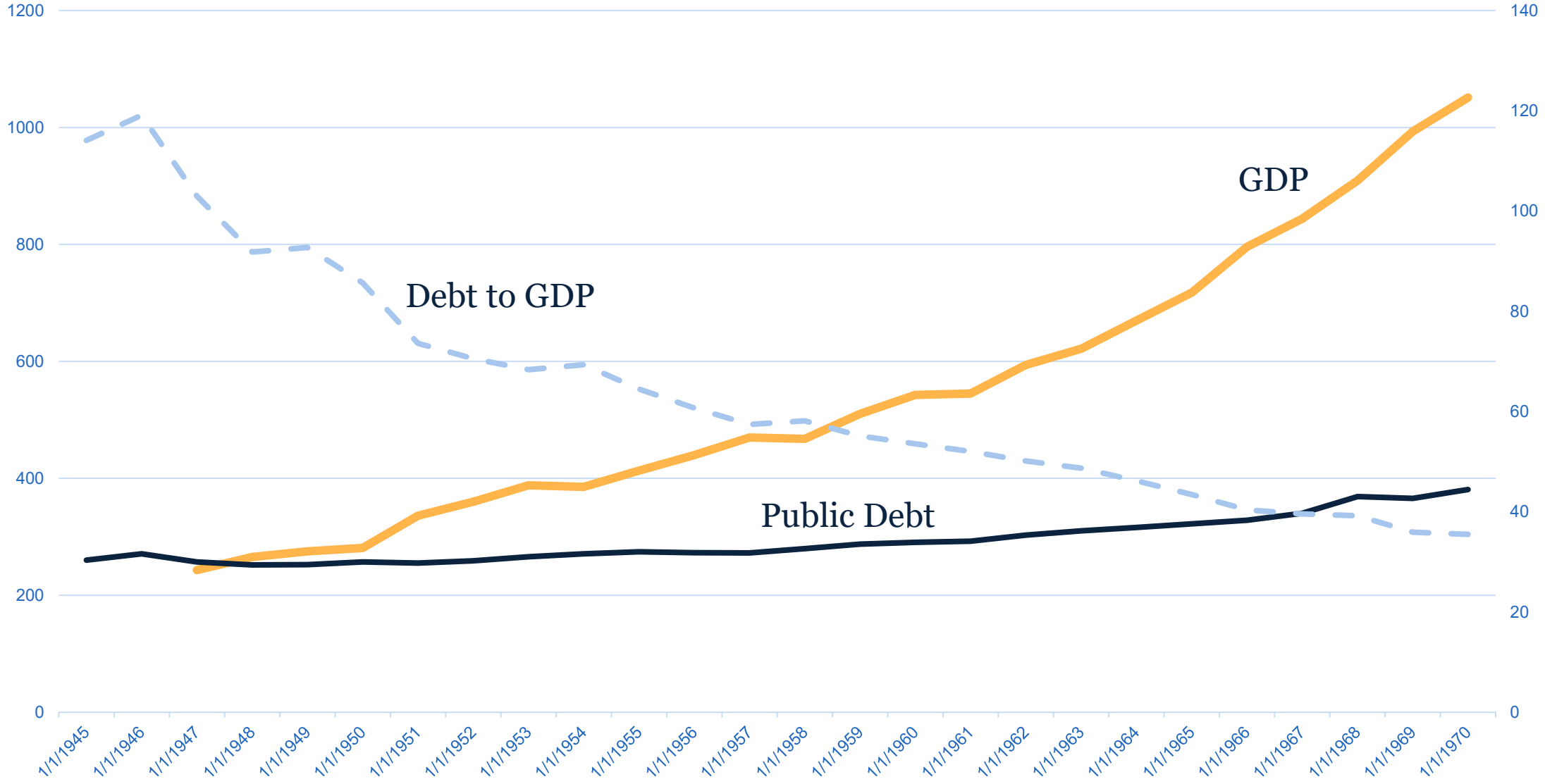



INTERSTATE

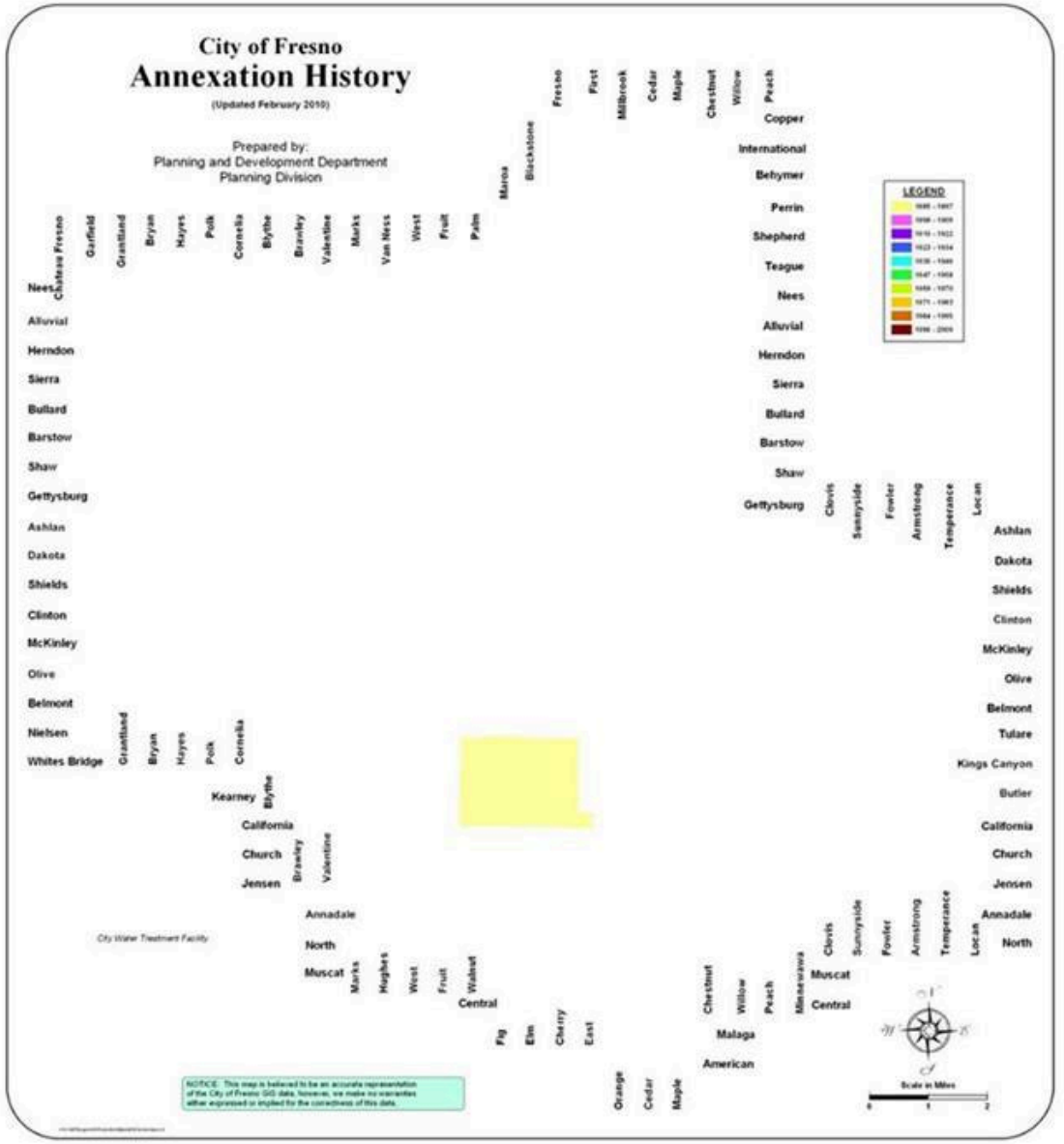




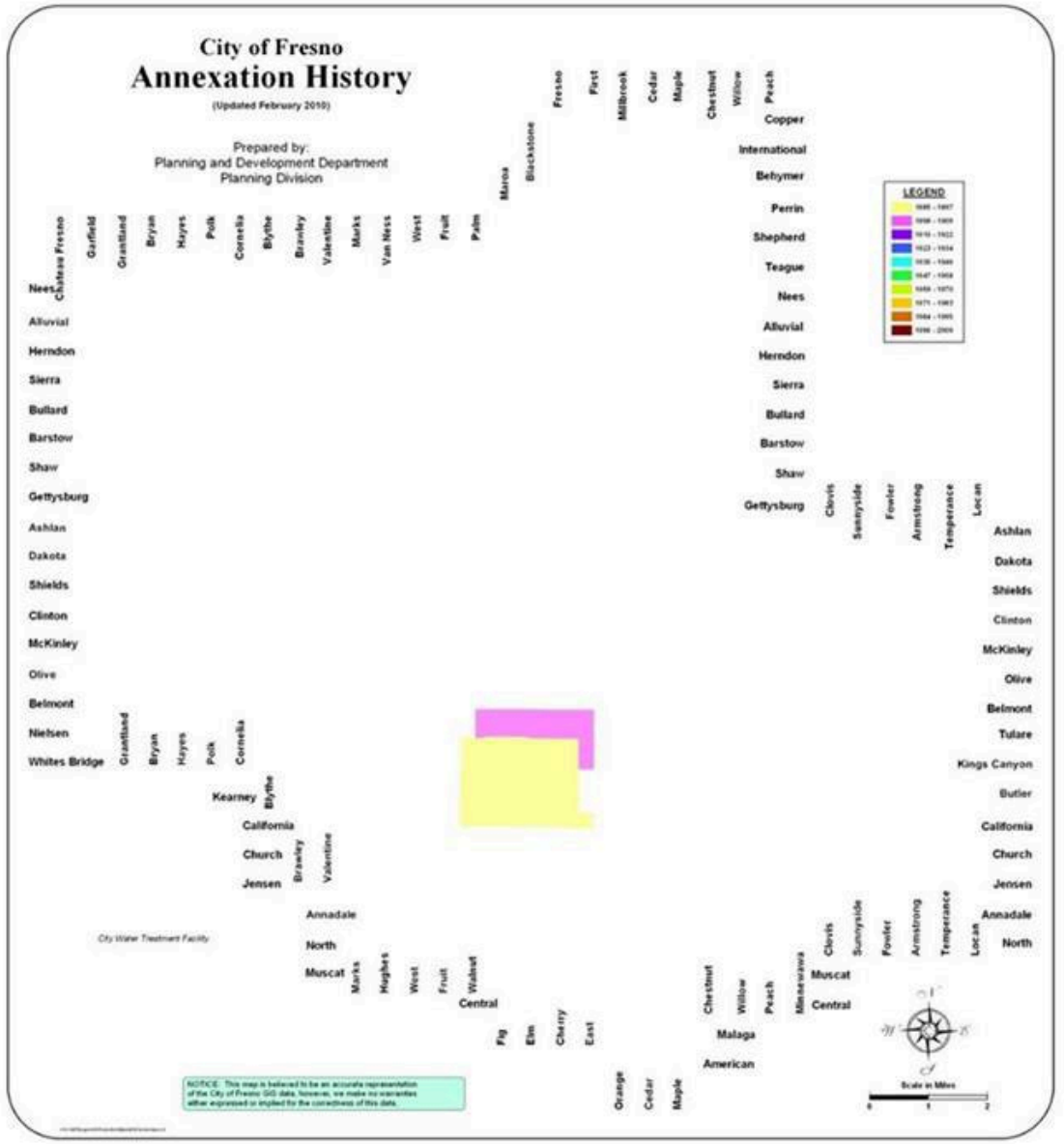
# Post War Economic Boom!



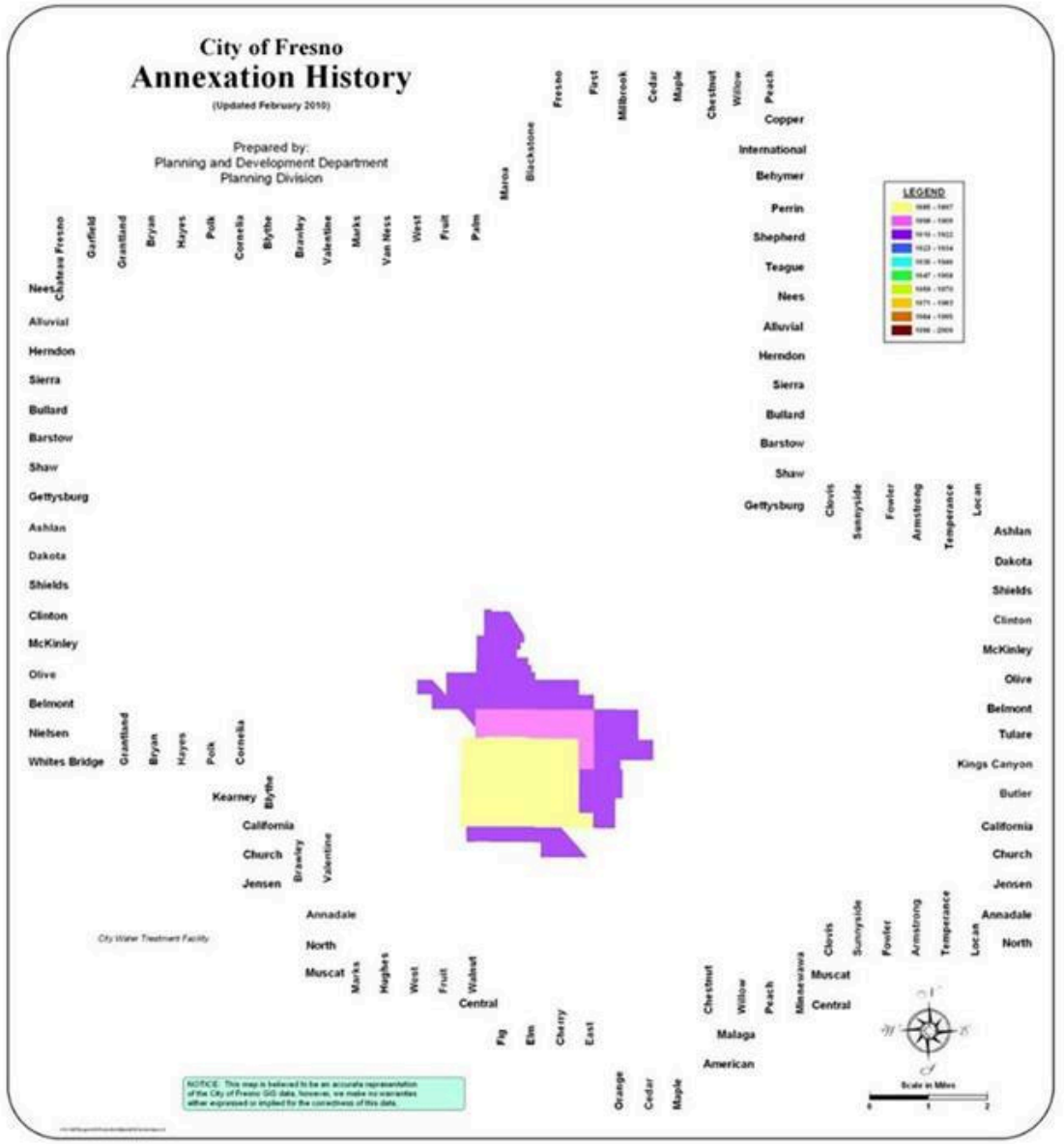
# 1897


City of Fresno
Annexation History
(Updated February 2010)
Prepared by:
Planning and Development Department
Planning Division
LEGEND
Fresno
First
Millbrook
Cedar
Maple
Chestnut
Willow
Peach
Copper
International
Behymer
Perrin
Shepherd
Teague
Nees
Alluvial
Herndon
Sierra
Bullard
Barstow
Shaw
Gettysburg
Clovis
Sunnyside
Fowler
Armstrong
Temperance
Locan
Ashlan
Dakota
Shields
Clinton
McKinley
Olive
Belmont
Tulare
Kings Canyon
Butler
California
Church
Jensen
Annadale
North
Muscat
Central
Malaga
American
Orange
Elm
Cherry
East
Fig
Walnut
Hughes
Marks
Valentine
Brawley
Kearney
Cornelia
Polk
Hayes
Bryan
Grantland
Garfield
Chateau Fresno
Whites Bridge
Nielsen
Blackstone
Maroa
Van Ness
Mckenzie
Minnewawa
City Water Treatment Facility
NOTICE: This map is believed to be an accurate representation of the City of Fresno GIS data, however, we make no warranties either expressed or implied for the correctness of this data.
Scale in Miles

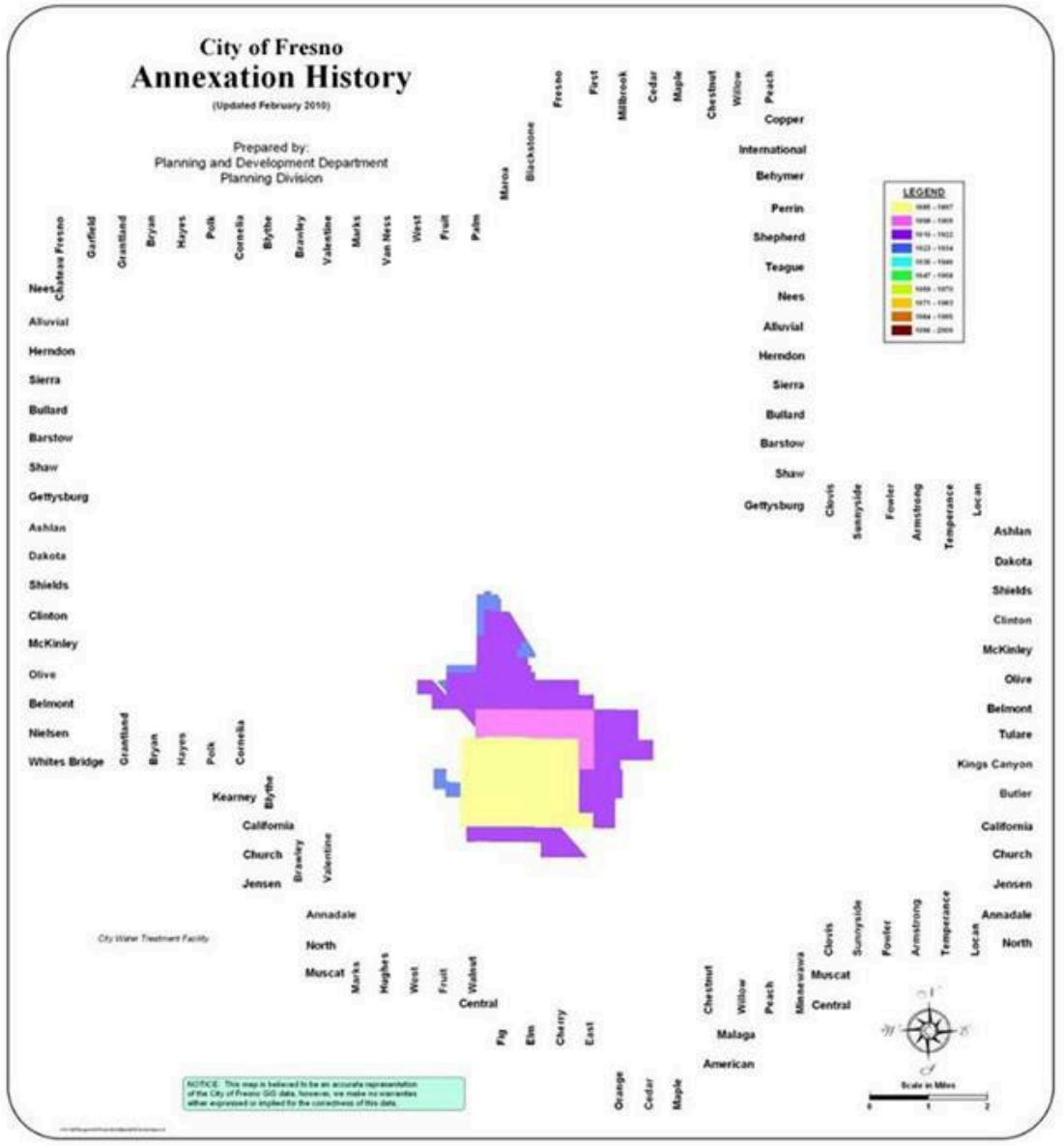
# 1909


City of Fresno
Annexation History
(Updated February 2010)
Prepared by:
Planning and Development Department
Planning Division
LEGEND
Fresno
First
Millbrook
Cedar
Maple
Chestnut
Willow
Peach
Copper
International
Behymer
Perrin
Shepherd
Teague
Nees
Alluvial
Herndon
Sierra
Bullard
Barstow
Shaw
Gettysburg
Clovis
Sunnyside
Fowler
Armstrong
Temperance
Locan
Ashlan
Dakota
Shields
Clinton
McKinley
Olive
Belmont
Tulare
Kings Canyon
Butler
California
Church
Jensen
Annadale
North
Muscat
Central
Malaga
American
Orange
Fig
Elm
Cherry
East
Maroa
Blackstone
Chateau Fresno
Garfield
Grantland
Bryan
Hayes
Polk
Cornelia
Blythe
Brawley
Valentine
Marks
Van Ness
West
Fruit
Palm
Whites Bridge
Kearney
Hughes
Walnut
Mayfair
Scale in Miles

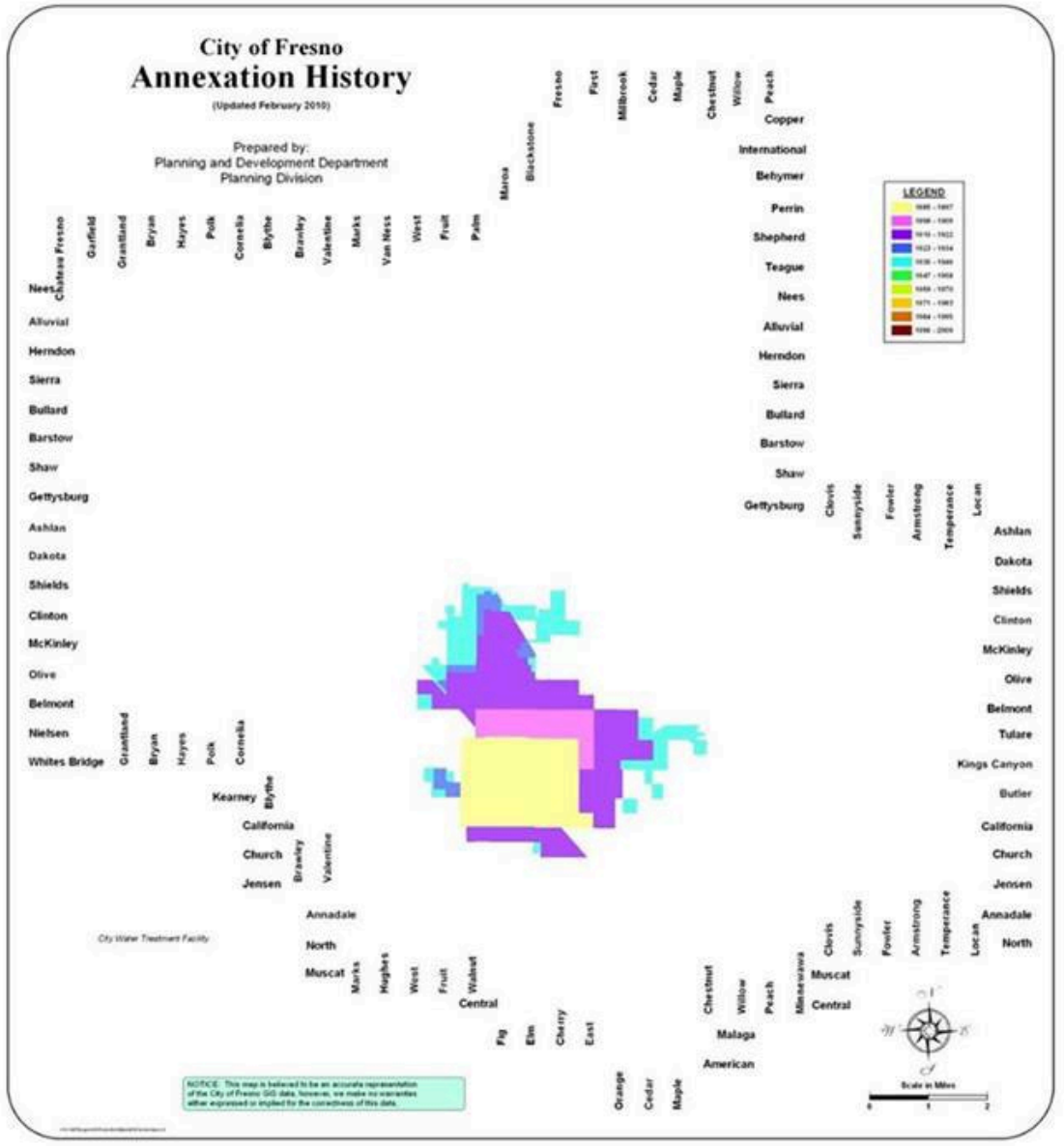
# 1922


City of Fresno
Annexation History
(Updated February 2010)
Prepared by:
Planning and Development Department
Planning Division
LEGEND
Fresno
First
Millbrook
Cedar
Maple
Chestnut
Willow
Peach
Copper
International
Behymer
Perrin
Shepherd
Teague
Nees
Alluvial
Herndon
Sierra
Bullard
Barstow
Shaw
Gettysburg
Clovis
Sunnyside
Fowler
Armstrong
Temperance
Locan
Ashlan
Dakota
Shields
Clinton
McKinley
Olive
Belmont
Tulare
Kings Canyon
Butler
California
Church
Jensen
Annadale
North
Muscat
Central
Malaga
American
Orange
Fig
Elm
Cherry
East
Maroa
Blackstone
Chateau Fresno
Garfield
Grantland
Bryan
Hayes
Polk
Cornelia
Blythe
Brawley
Valentine
Marks
Van Ness
West
Fruit
Palm
Whites Bridge
Kearney
Hughes
Walnut
Maewewa
City Water Treatment Facility
NOTICE: This map is believed to be an accurate representation of the City of Fresno GIS data, however, we make no warranties either expressed or implied for the correctness of this data.
Scale in Miles

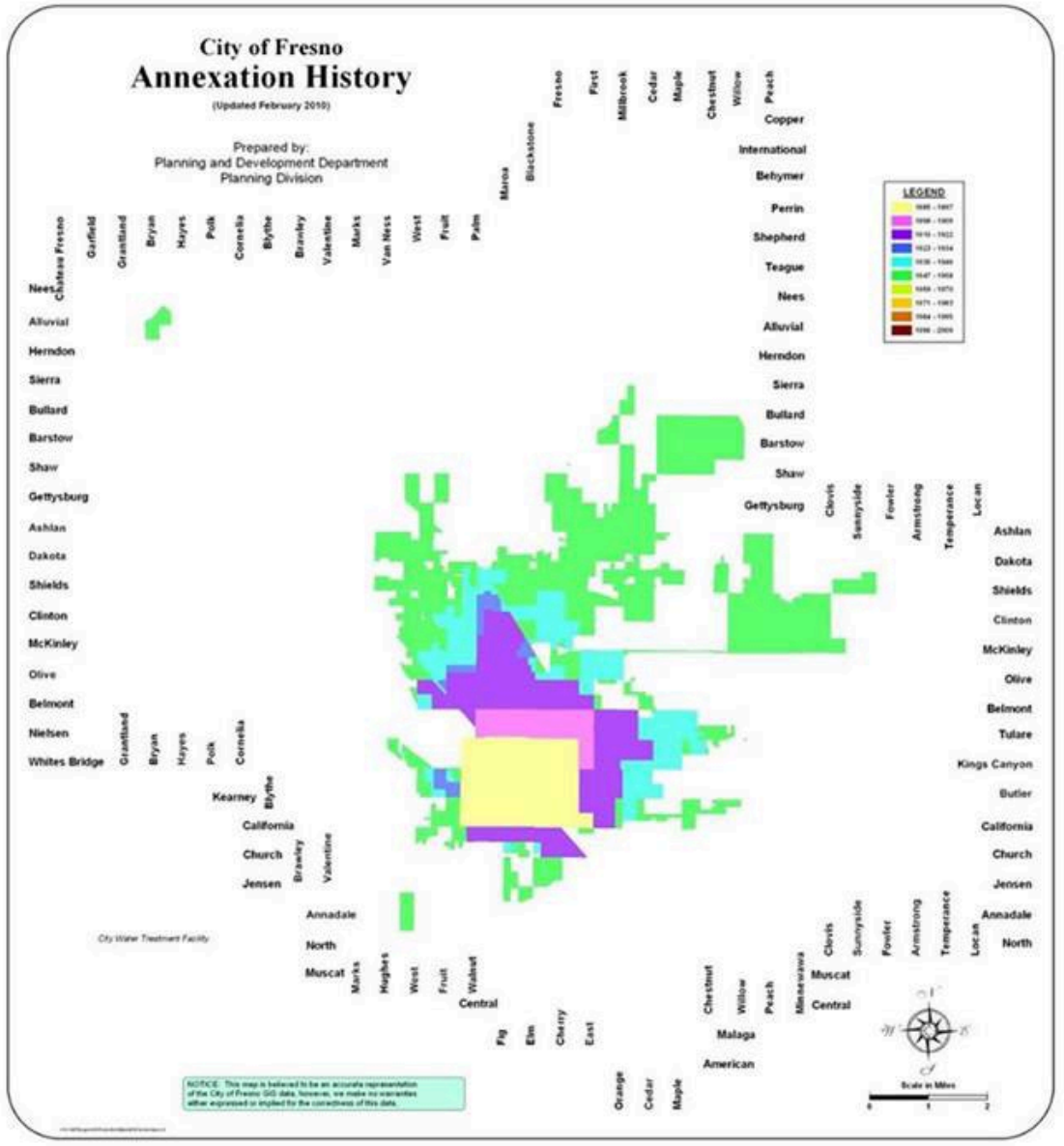
# 1934


City of Fresno
Annexation History
(Updated February 2010)
Prepared by:
Planning and Development Department
Planning Division
LEGEND
Fresno
First
Millbrook
Cedar
Maple
Chestnut
Willow
Peach
Copper
International
Behymer
Perrin
Shepherd
Teague
Nees
Alluvial
Herndon
Sierra
Bullard
Barstow
Shaw
Gettysburg
Clovis
Sunnyside
Fowler
Armstrong
Temperance
Locan
Ashlan
Dakota
Shields
Clinton
McKinley
Olive
Belmont
Tulare
Kings Canyon
Butler
California
Church
Jensen
Annadale
North
Muscat
Central
Malaga
American
Orange
Elm
Cherry
East
Fig
Walnut
Hughes
Marks
Maroa
Blackstone
Chestnut
Willow
Peach
Maewewa
Cornelia
Bryan
Hayes
Polk
Grantland
Garfield
Chateau Fresno
Van Ness
West
Fruit
Palm
Valentine
Brawley
Blythe
Kearney
Whites Bridge
Nielsen
City Water Treatment Facility
NOTICE: This map is believed to be an accurate representation of the City of Fresno GIS data, however, we make no warranties either expressed or implied for the correctness of this data.
Scale in Miles

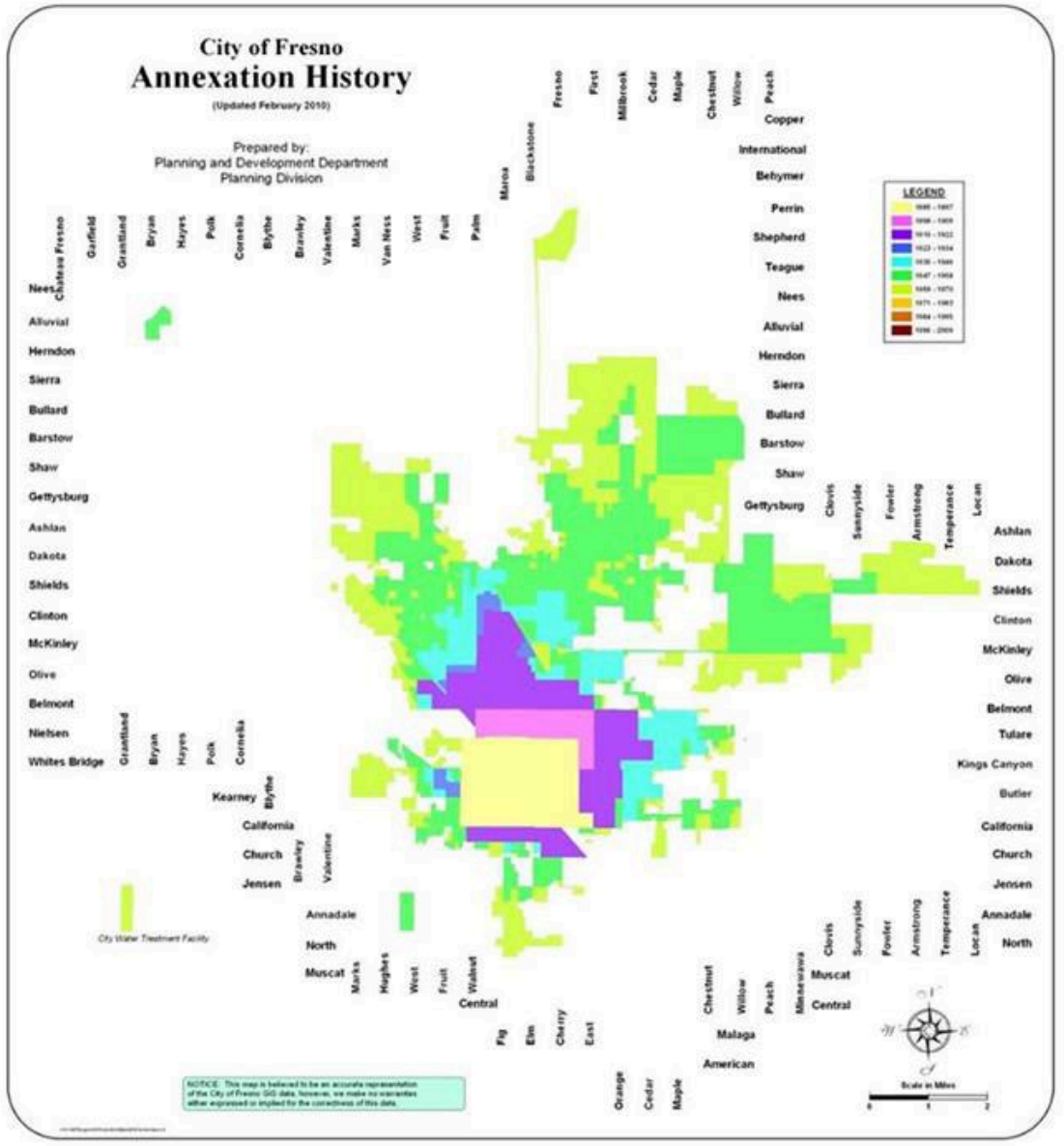
# 1946


City of Fresno
Annexation History
(Updated February 2010)
Prepared by:
Planning and Development Department
Planning Division
LEGEND
Fresno
First
Millbrook
Cedar
Maple
Chestnut
Willow
Peach
Copper
International
Behymer
Perrin
Shepherd
Teague
Nees
Alluvial
Herndon
Sierra
Bullard
Barstow
Shaw
Gettysburg
Clovis
Sunnyside
Fowler
Armstrong
Temperance
Locan
Ashlan
Dakota
Shields
Clinton
McKinley
Olive
Belmont
Tulare
Kings Canyon
Butler
California
Church
Jensen
Annadale
North
Muscat
Central
Malaga
American
Orange
Fig
Elm
Cherry
East
Maroa
Blackstone
Chateau Fresno
Garfield
Grantland
Bryan
Hayes
Polk
Cornelia
Blythe
Brawley
Valentine
Marks
Van Ness
West
Fruit
Palm
Whites Bridge
Kearney
Hughes
Walnut
Mayfair
Scale in Miles

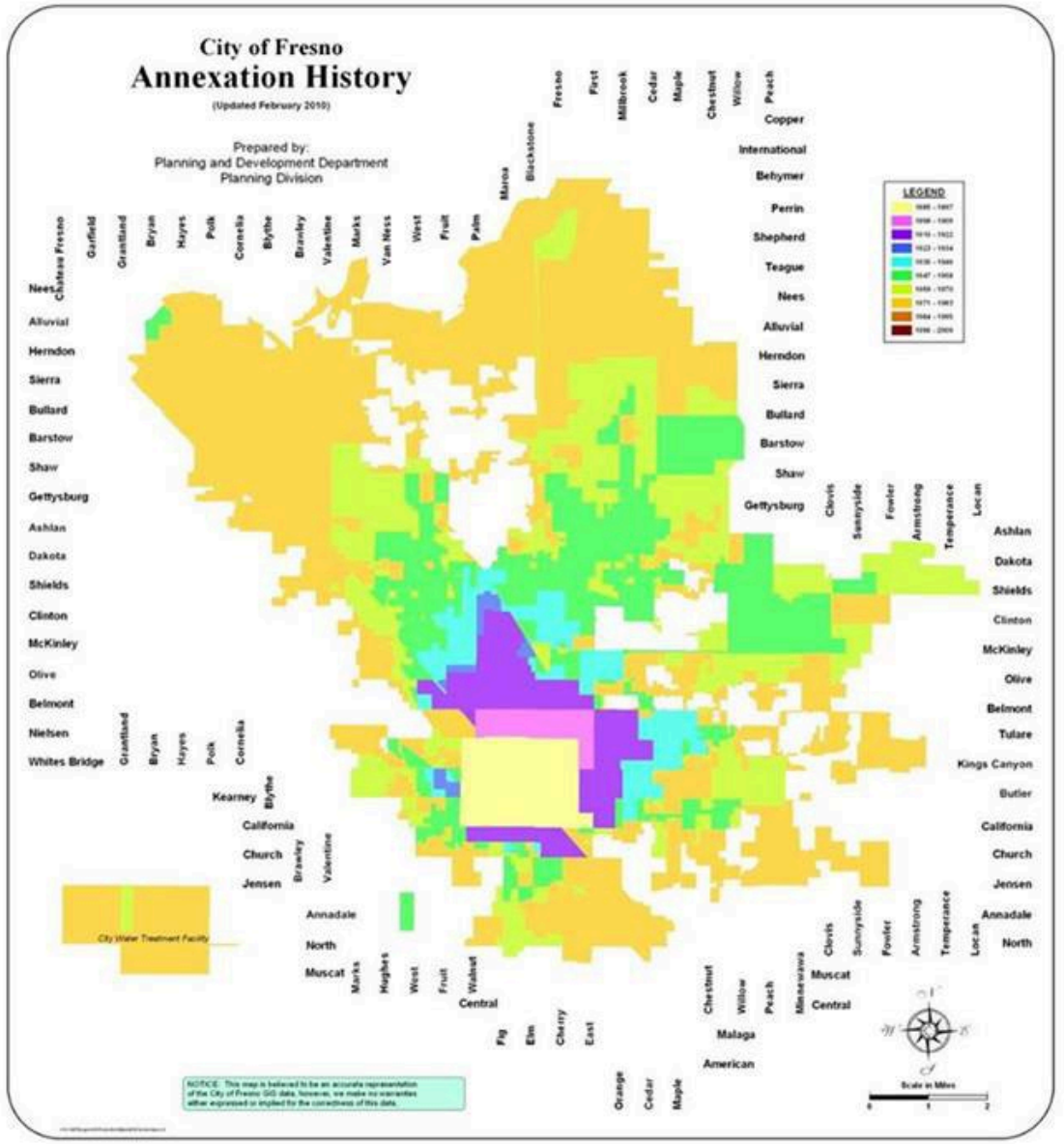
# 1958


City of Fresno
Annexation History
(Updated February 2010)
Prepared by:
Planning and Development Department
Planning Division
LEGEND
Fresno
First
Millbrook
Cedar
Maple
Chestnut
Willow
Peach
Copper
International
Behymer
Perrin
Shepherd
Teague
Nees
Alluvial
Herndon
Sierra
Bullard
Barstow
Shaw
Gettysburg
Ashlan
Dakota
Shields
Clinton
McKinley
Olive
Belmont
Tulare
Kings Canyon
Butler
California
Church
Jensen
Annadale
North
Muscat
Central
Malaga
American
Orange
Cedar
Maple
Fig
Elm
Cherry
East
Marks
Hughes
West
Fruit
Walnut
Clovis
Sunnyside
Fowler
Armstrong
Temperance
Locan
Blackstone
Maroa
Van Ness
Palm
Bryan
Hayes
Polk
Cornelia
Blythe
Brawley
Valentine
Grantland
Garfield
Chateau Fresno
Kearney
Whites Bridge
Nielsen
Olive
McKinley
Clinton
Shields
Dakota
Ashlan
City Water Treatment Facility
NOTICE: This map is believed to be an accurate representation of the City of Fresno GIS data, however, we make no warranties either expressed or implied for the correctness of this data.
Scale in Miles

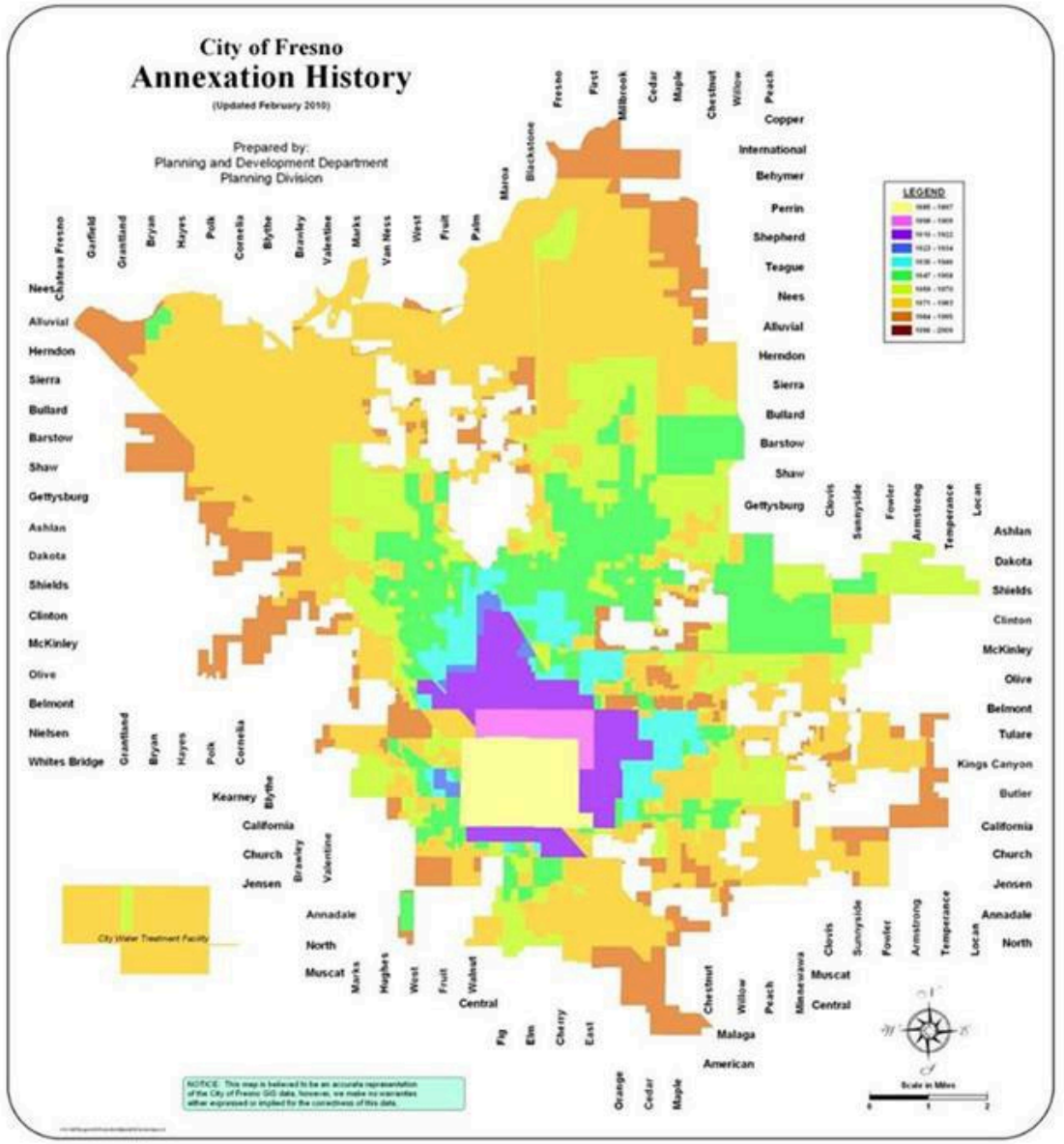
# 1970


City of Fresno
Annexation History
(Updated February 2010)
Prepared by:
Planning and Development Department
Planning Division
LEGEND
City Water Treatment Facility
NOTICE: This map is believed to be an accurate representation of the City of Fresno GIS data, however, we make no warranties either expressed or implied for the correctness of this data.
Scale in Miles

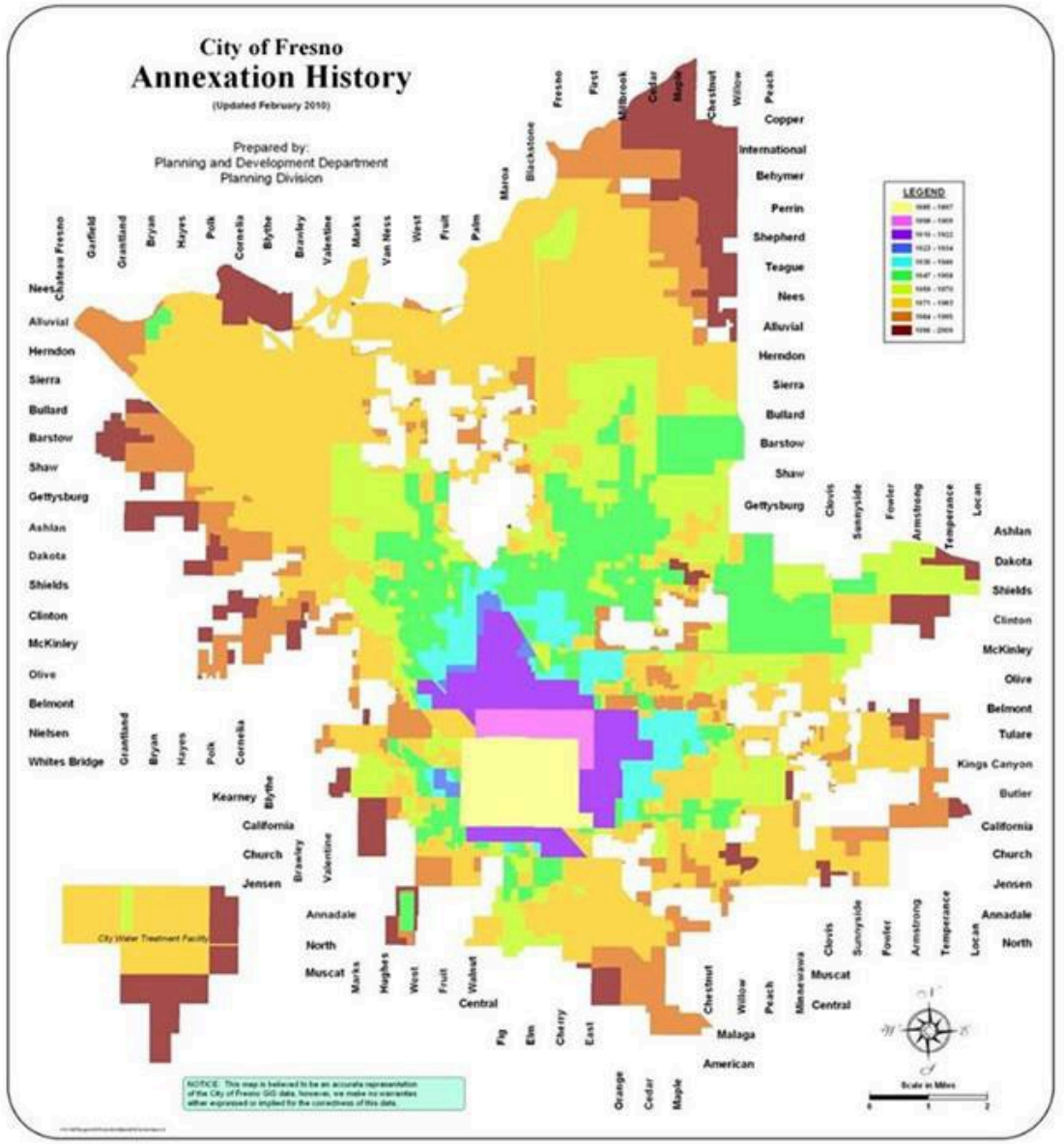
# 1983

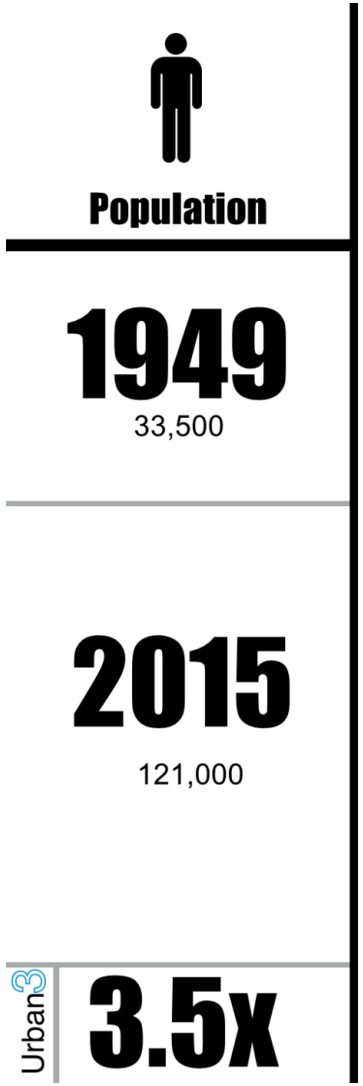

City of Fresno
Annexation History
(Updated February 2010)
Prepared by:
Planning and Development Department
Planning Division
LEGEND
Fresno
First
Millbrook
Cedar
Maple
Chestnut
Willow
Peach
Copper
International
Behymer
Perrin
Shepherd
Teague
Nees
Alluvial
Herndon
Sierra
Bullard
Barstow
Shaw
Gettysburg
Ashlan
Dakota
Shields
Clinton
McKinley
Olive
Belmont
Tulare
Kings Canyon
Butler
California
Church
Jensen
Annadale
North
Muscat
Central
Malaga
American
Clovis
Sunnyside
Fowler
Armstrong
Temperance
Locan
Blackstone
Marks
Van Ness
West
Fruit
Palm
Chateau Fresno
Garfield
Grantland
Bryan
Hayes
Polk
Cornelia
Blythe
Brawley
Valentine
Whites Bridge
Kearney
Hughes
Walnut
Fig
Elm
Cherry
East
Orange
Meadowview
City Water Treatment Facility
Scale in Miles

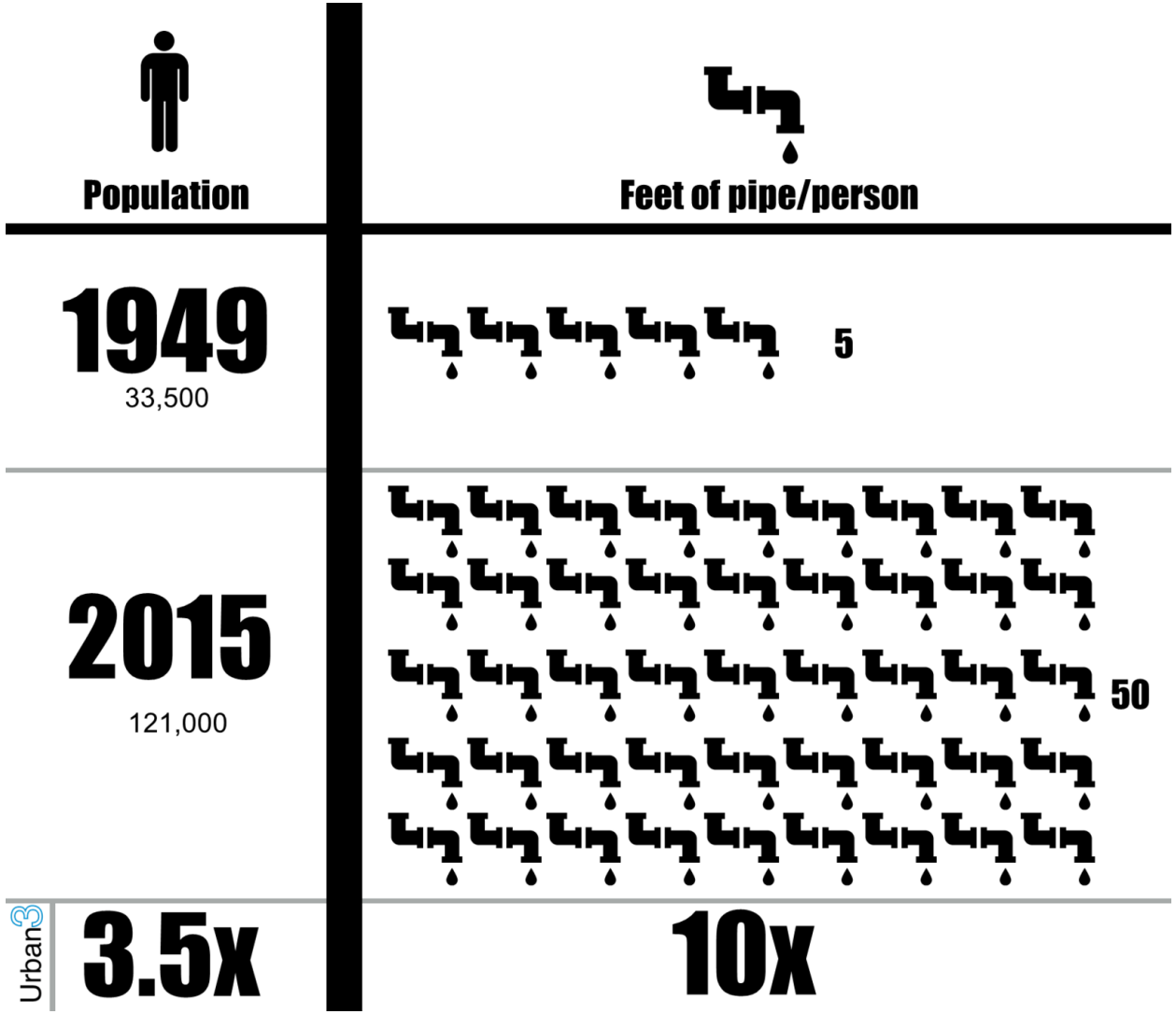
# 1995

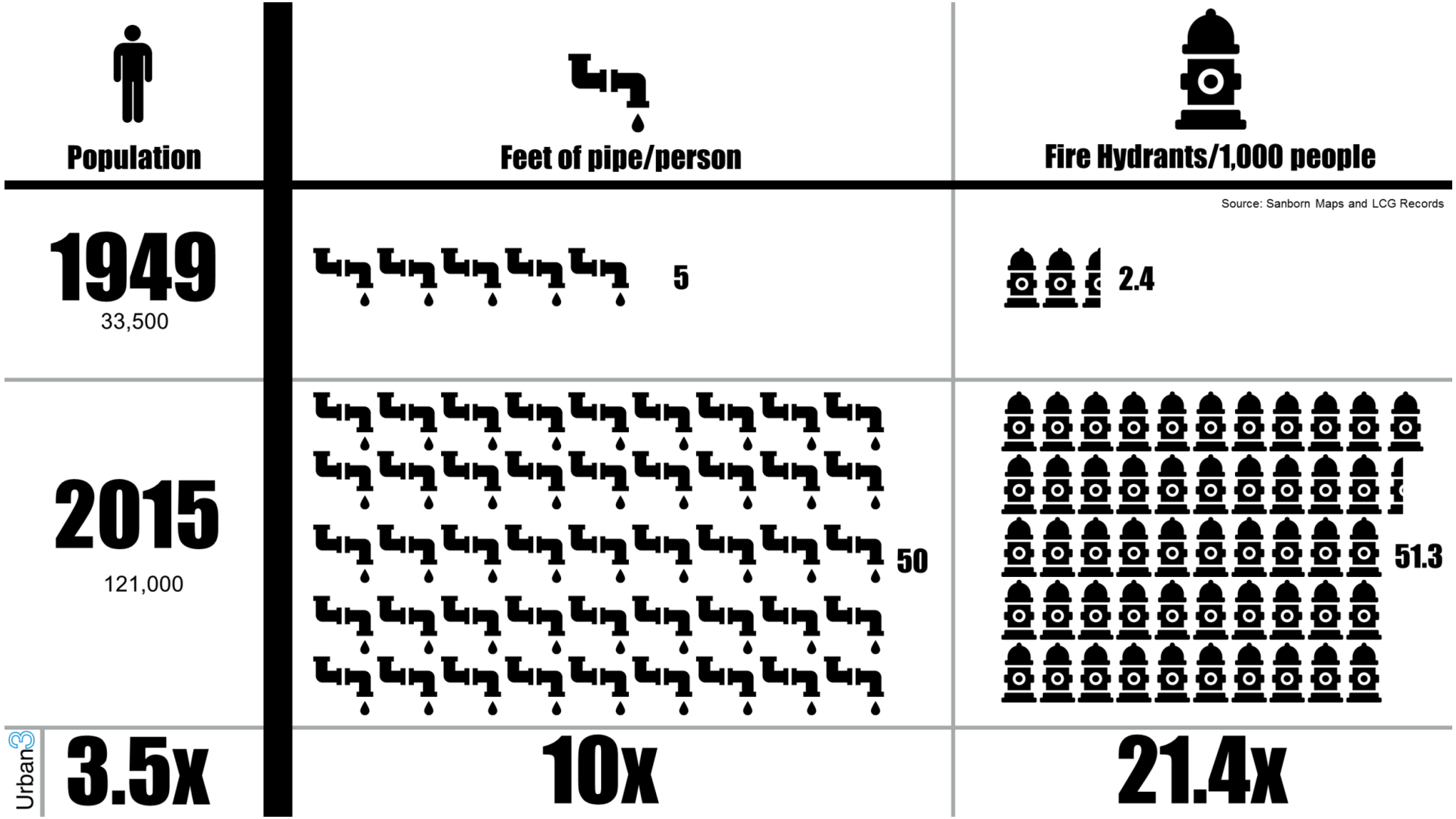

City of Fresno
Annexation History
(Updated February 2010)
Prepared by:
Planning and Development Department
Planning Division
LEGEND
Fresno
First
Millbrook
Cedar
Maple
Chestnut
Willow
Peach
Copper
International
Behymer
Perrin
Shepherd
Teague
Nees
Alluvial
Herndon
Sierra
Bullard
Barstow
Shaw
Gettysburg
Ashlan
Dakota
Shields
Clinton
McKinley
Olive
Belmont
Tulare
Kings Canyon
Butler
California
Church
Jensen
Annadale
North
Muscat
Central
Malaga
American
Clovis
Sunnyside
Fowler
Armstrong
Temperance
Locan
Blackstone
Maroa
Chateau Fresno
Garfield
Grantland
Bryan
Hayes
Polk
Cornelia
Blythe
Brawley
Valentine
Marks
Van Ness
West
Fruit
Palm
Whites Bridge
Kearney
Hughes
Walnut
Fig
Elm
Cherry
East
Orange
Maple
Cedar
Chestnut
Willow
Peach
Maewewa
City Water Treatment Facility
NOTICE: This map is believed to be an accurate representation of the City of Fresno GIS data, however, we make no warranties either expressed or implied for the correctness of this data.
Scale in Miles

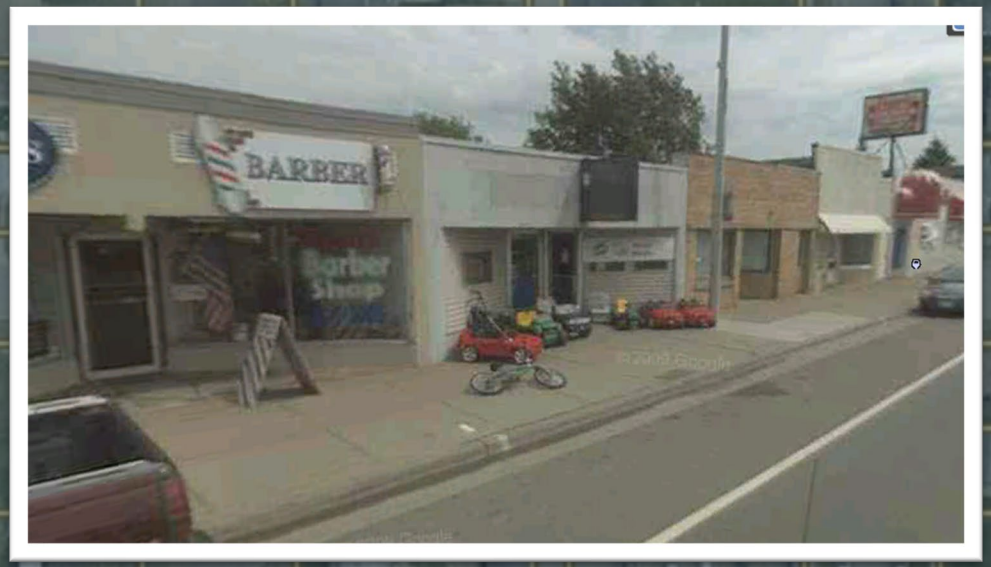
# 2010


City of Fresno
Annexation History
(Updated February 2010)
Prepared by:
Planning and Development Department
Planning Division
LEGEND
Fresno
First
Millbrook
Cedar
Maple
Chestnut
Willow
Peach
Copper
International
Behymer
Perrin
Shepherd
Teague
Nees
Alluvial
Herndon
Sierra
Bullard
Barstow
Shaw
Gettysburg
Ashlan
Dakota
Shields
Clinton
McKinley
Olive
Belmont
Tulare
Kings Canyon
Butler
California
Church
Jensen
Annadale
North
Muscat
Central
Malaga
American
Clovis
Sunnyside
Fowler
Armstrong
Temperance
Locan
Maroa
Blackstone
Chestnut
Cedar
Maple
Orange
Fig
Elm
Cherry
East
Marks
Hughes
West
Fruit
Walnut
Valentine
Brawley
Blythe
Kearney
Cornelia
Polk
Hayes
Bryan
Grantland
Garfield
Chateau Fresno
Nielsen
Whites Bridge
City Water Treatment Facility
NOTICE: This map is believed to be an accurate representation of the City of Fresno GIS data; however, we make no warranties either expressed or implied for the correctness of this data.
Scale in Miles


Population
1949
33,500
2015
121,000
Urban3
3.5x


Population
Feet of pipe/person
1949
33,500
5
2015
121,000
50
Urban3
3.5x
10x


Population
Feet of pipe/person
Fire Hydrants/1,000 people
Source: Sanborn Maps and LCG Records
1949
33,500
5
2.4
2015
121,000
50
51.3
Urban3
3.5x
10x
21.4x









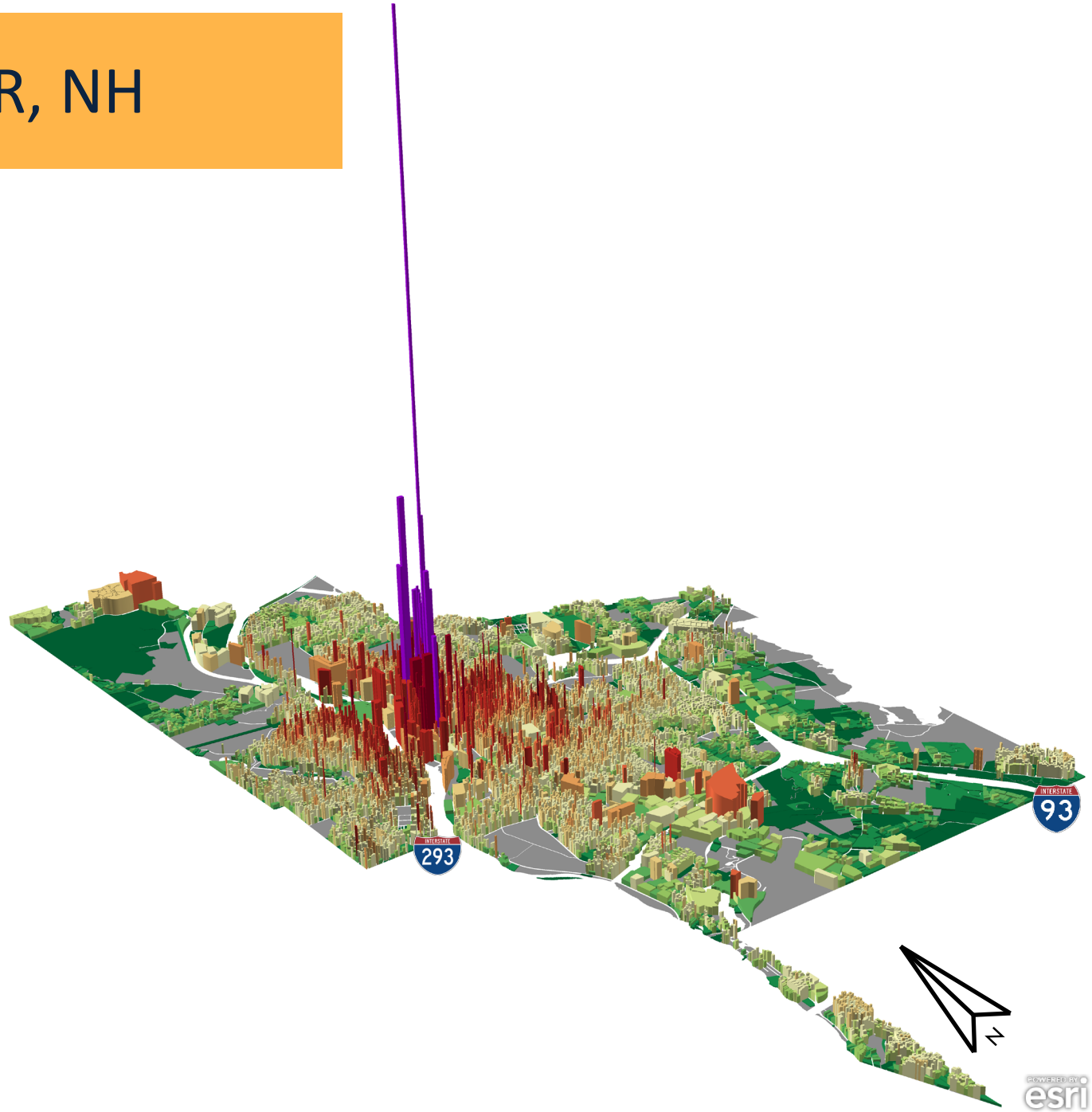

$1,104,500

$618,500

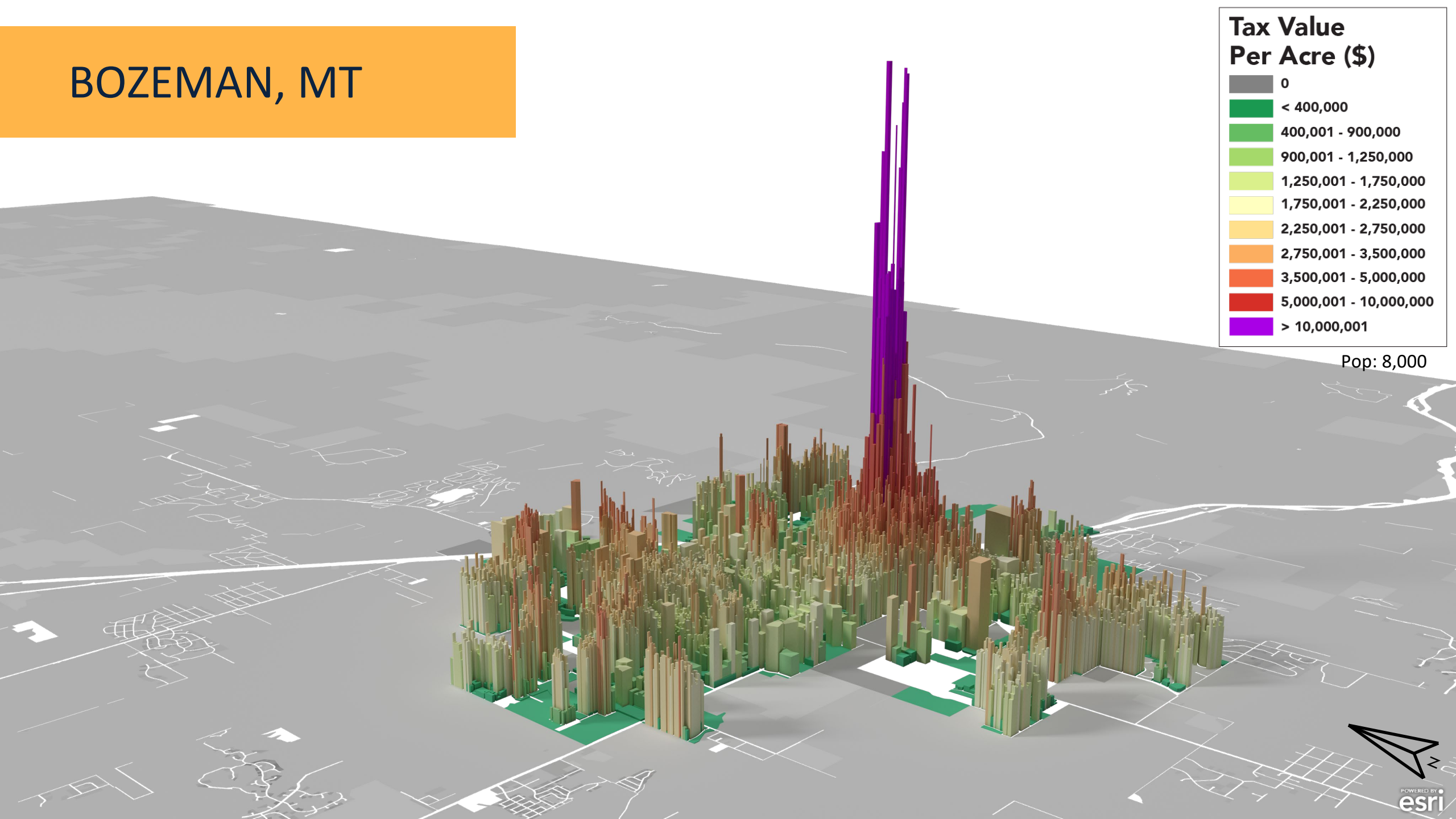

Image Landsat
Image NOAA
Image © 2014 DigitalGlobe
301 m
2009
Google earth
42°53'08.29" N 78°52'34.73" W elev 187 m eye alt 1.07 km


Image Landsat
Image NOAA
Image © 2014 DigitalGlobe
301 m
2009
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

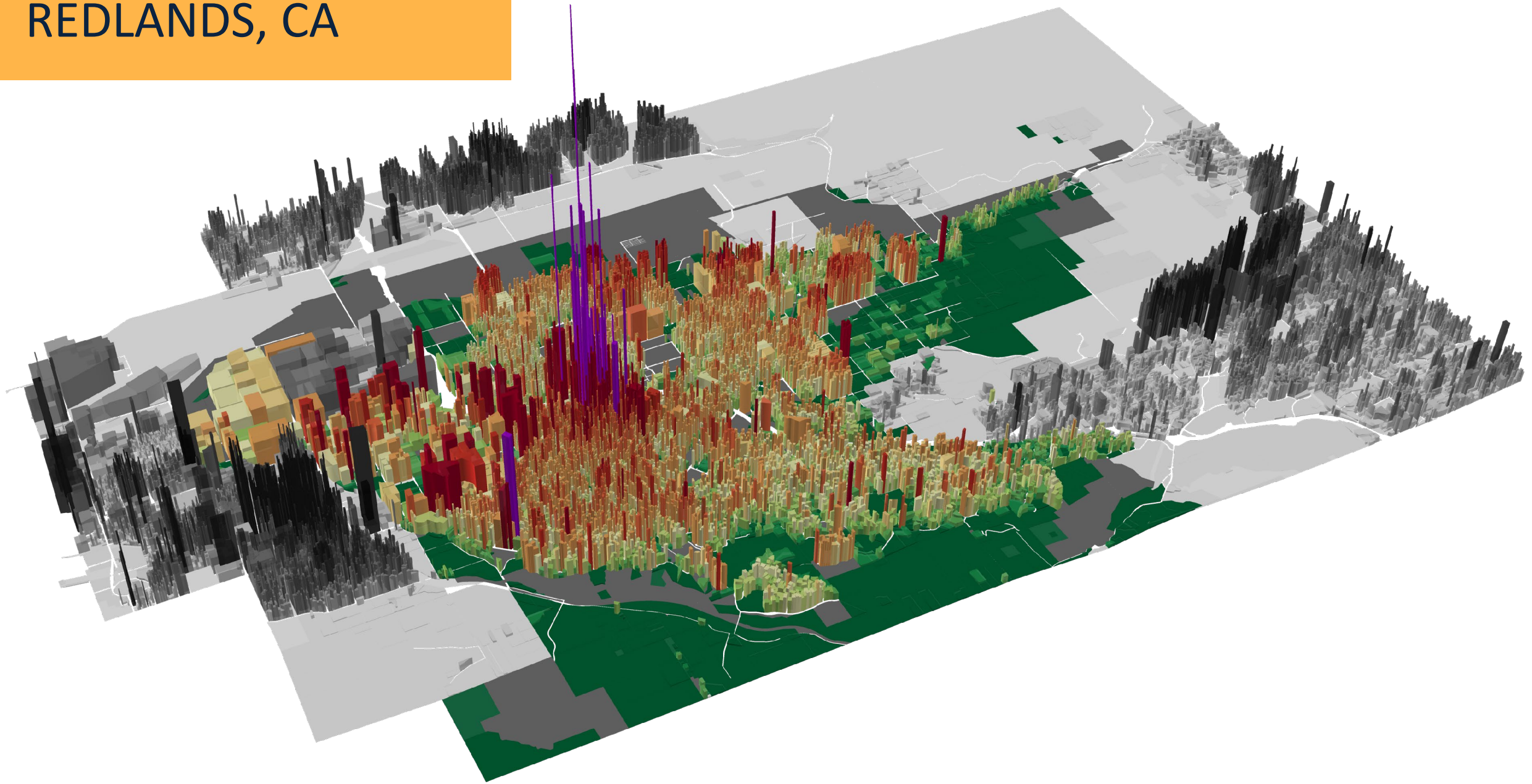
# MANCHESTER, NH



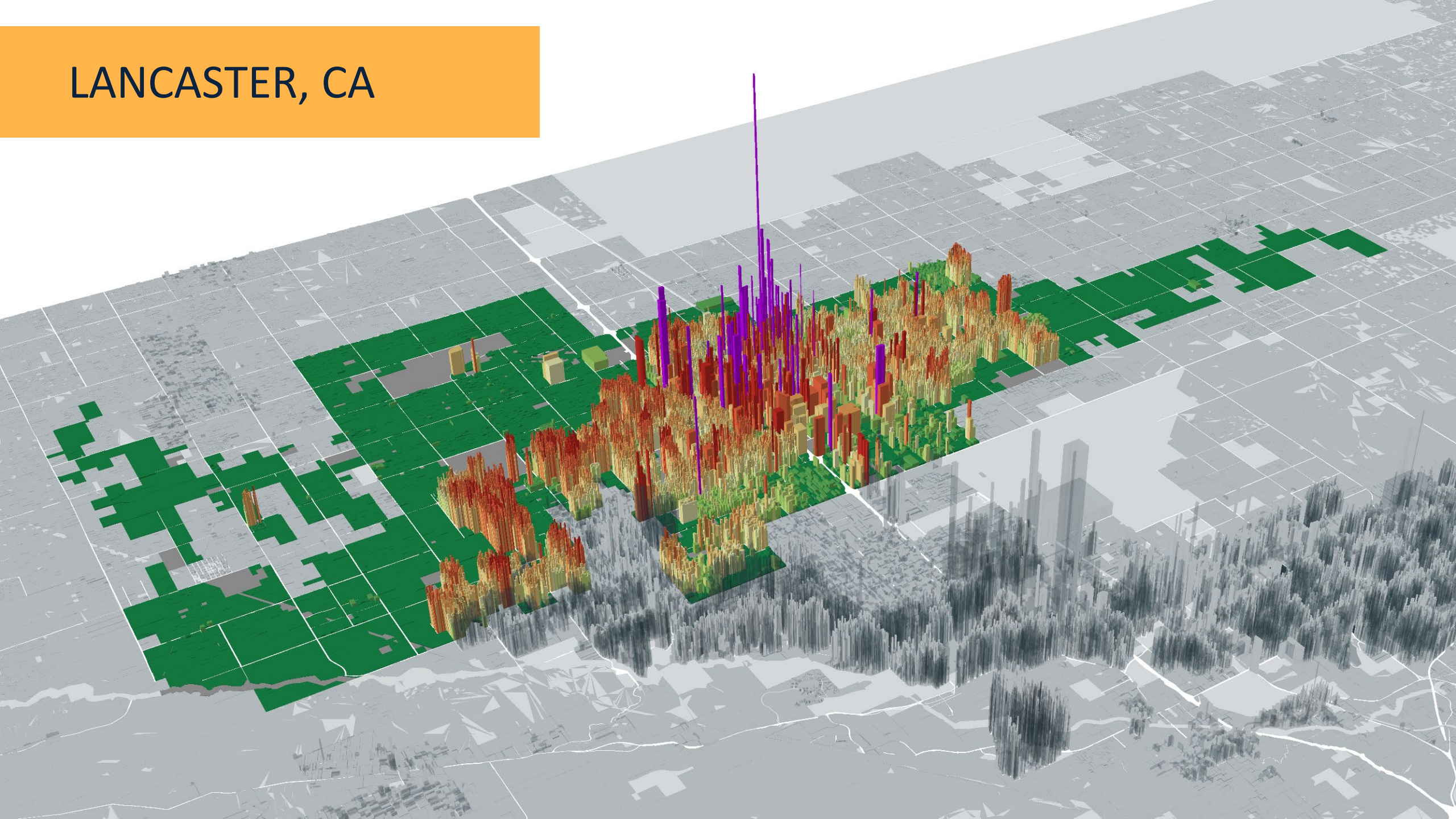
# BOZEMAN, MT


Tax Value
Per Acre ($)
0
< 400,000
400,001 - 900,000
900,001 - 1,250,000
1,250,001 - 1,750,000
1,750,001 - 2,250,000
2,250,001 - 2,750,000
2,750,001 - 3,500,000
3,500,001 - 5,000,000
5,000,001 - 10,000,000
> 10,000,001
Pop: 8,000
N
POWERED BY esri

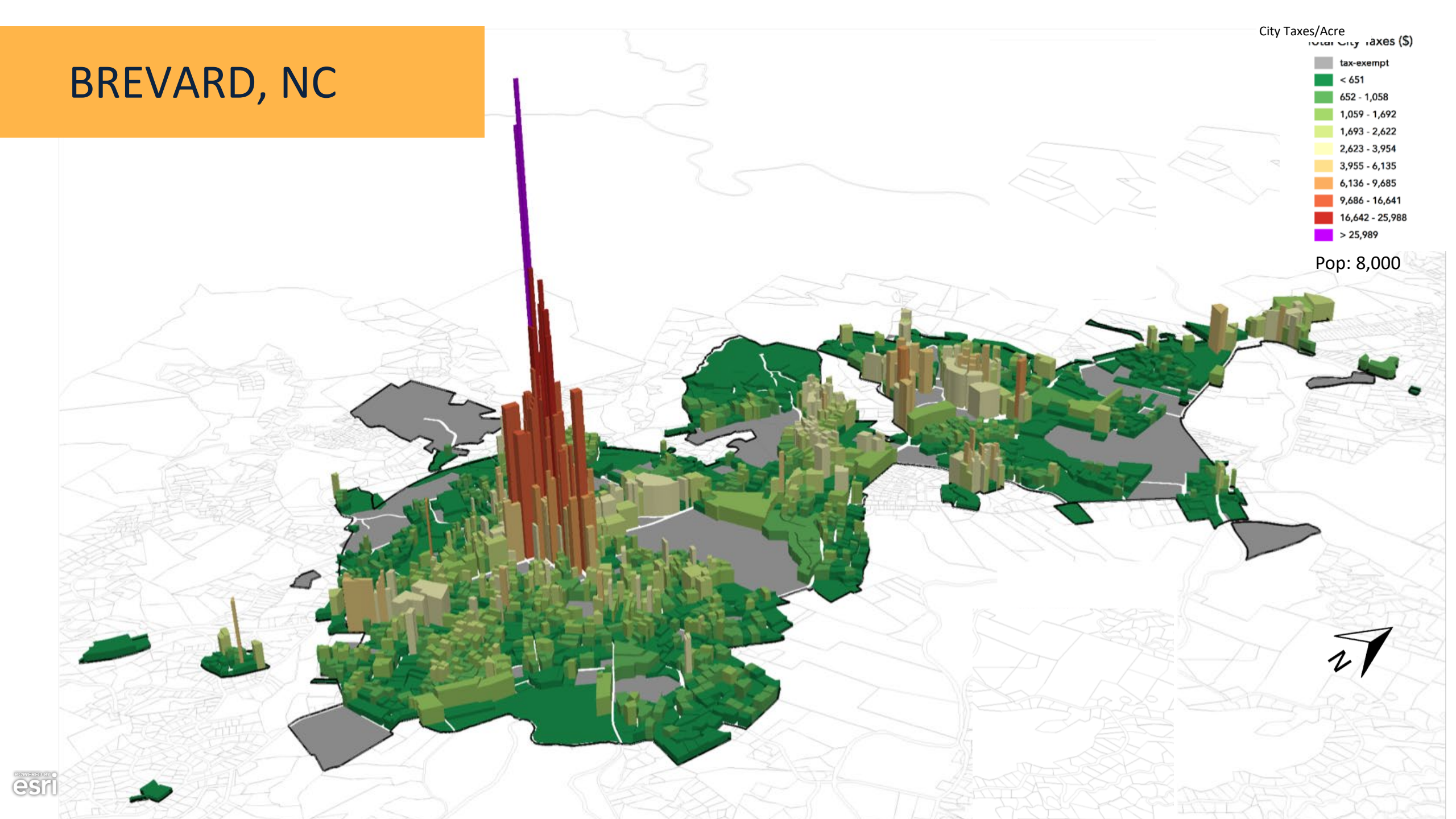
# REDLANDS, CA

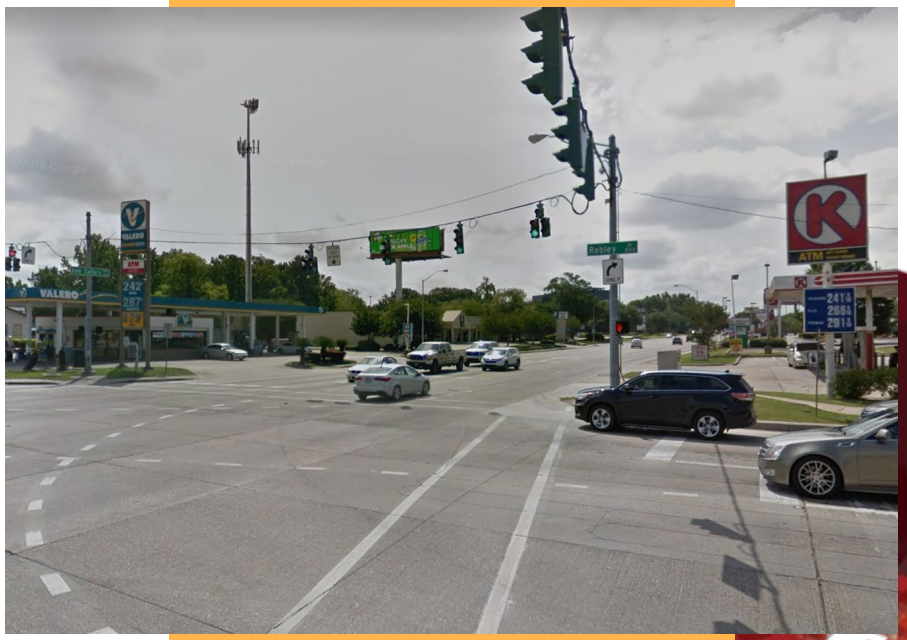


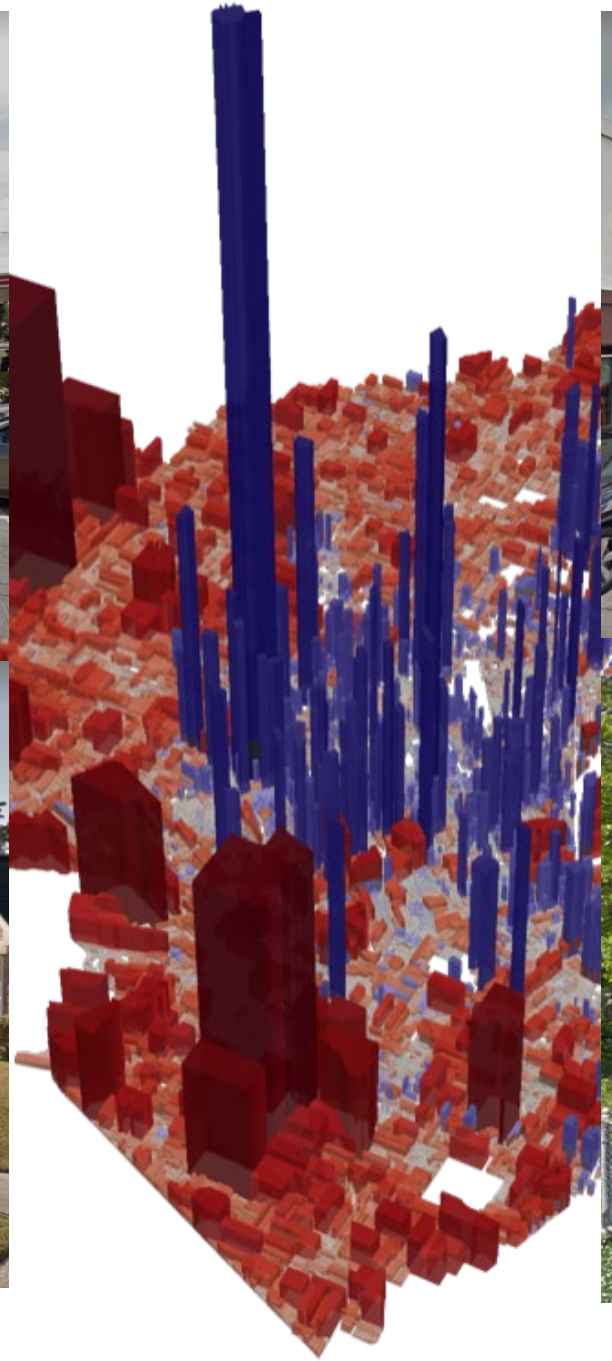
# LANCASTER, CA



# BREVARD, NC


City Taxes/Acre
tax-exempt
< 651
652 - 1,058
1,059 - 1,692
1,693 - 2,622
2,623 - 3,954
3,955 - 6,135
6,136 - 9,685
9,686 - 16,641
16,642 - 25,988
> 25,989
Pop: 8,000
N

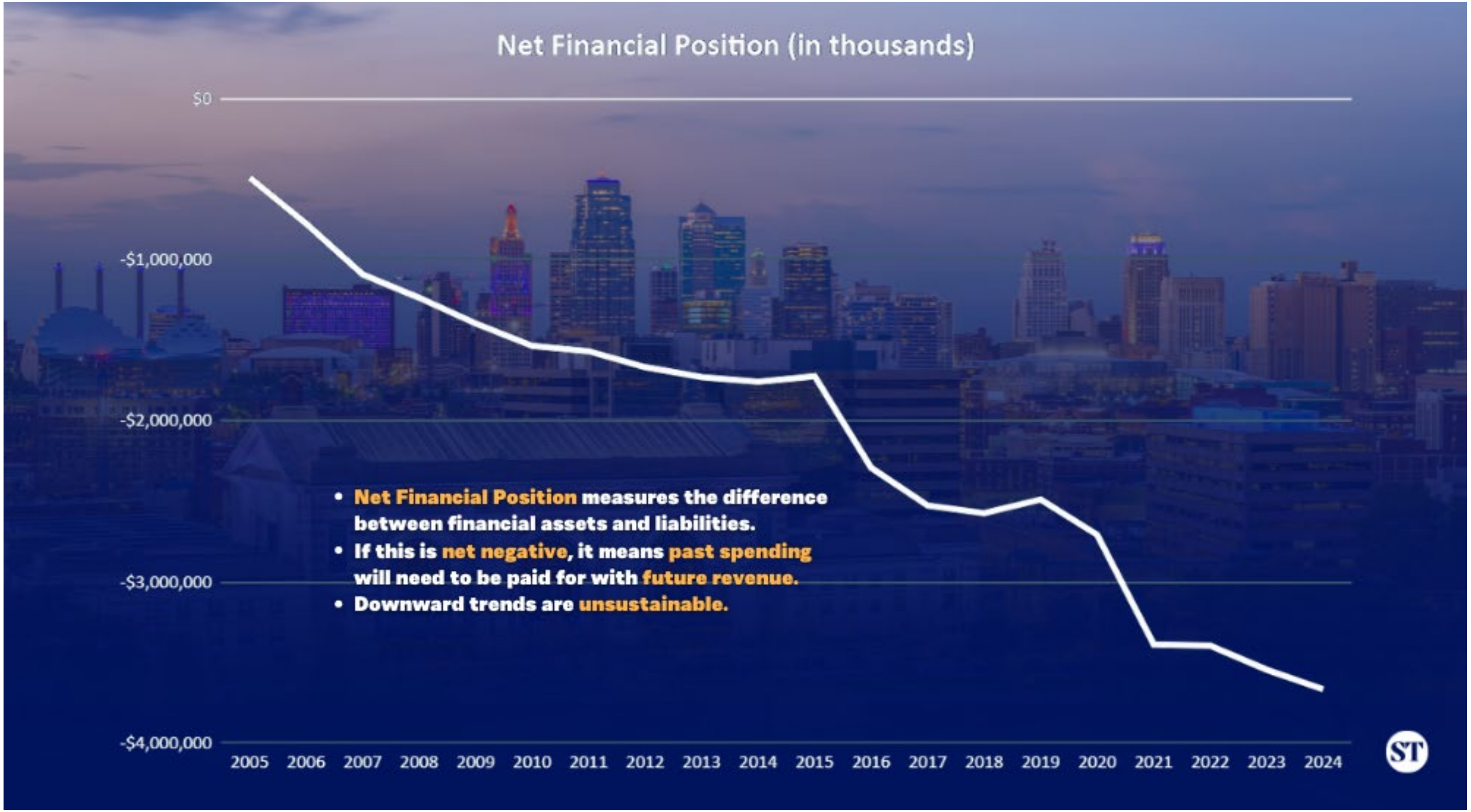

VALERO
ATM
Robley Ave




RIGHT ON
FASHIONS
Jefferson St

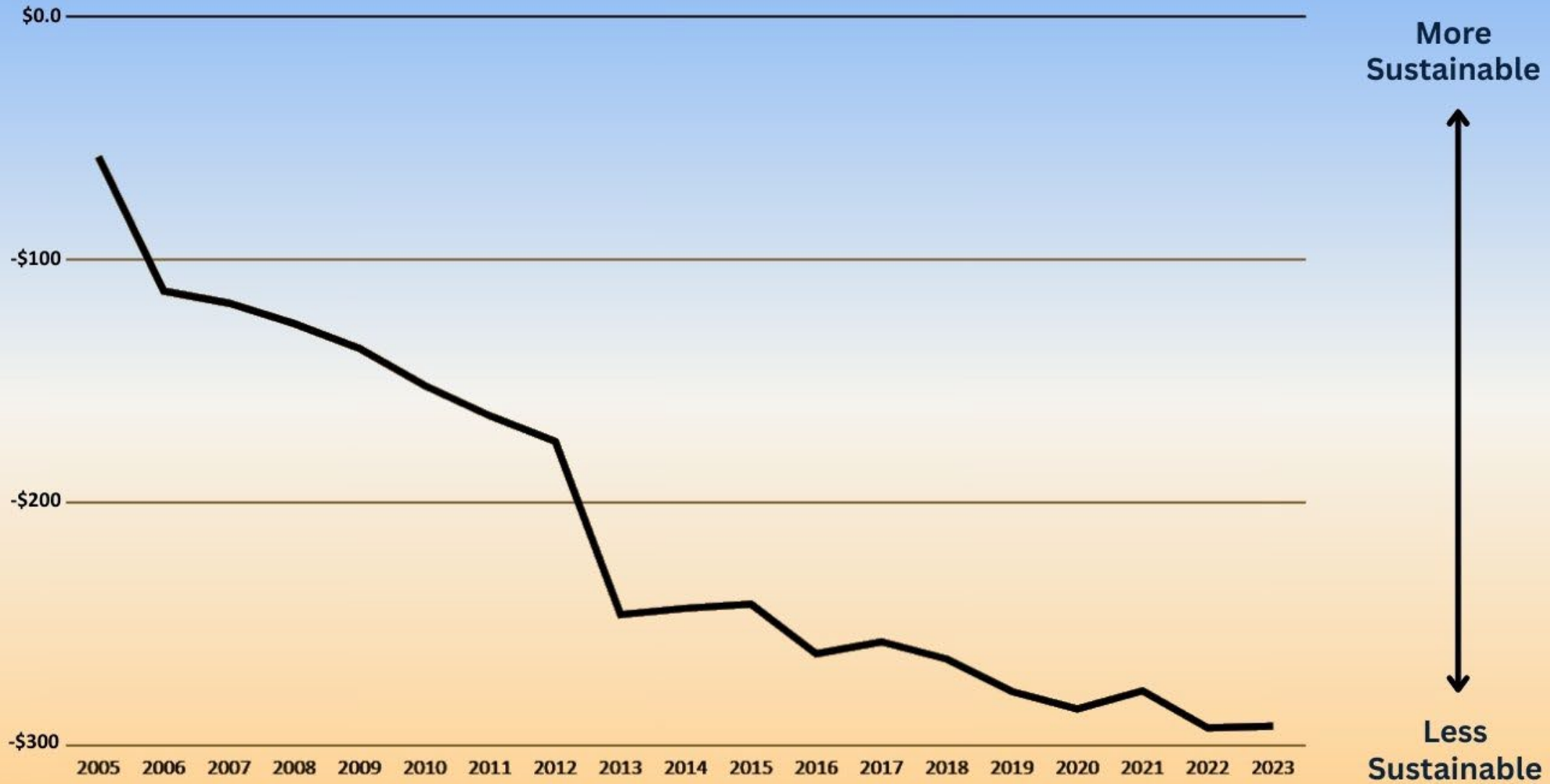



E Clinton St


Net Financial Position (in thousands)
$0
-$1,000,000
-$2,000,000
-$3,000,000
-$4,000,000
2005
2006
2007
2008
2009
2010
2011
2012
2013
2014
2015
2016
2017
2018
2019
2020
2021
2022
2023
2024
• Net Financial Position measures the difference between financial assets and liabilities.
• If this is net negative, it means past spending will need to be paid for with future revenue.
• Downward trends are unsustainable.

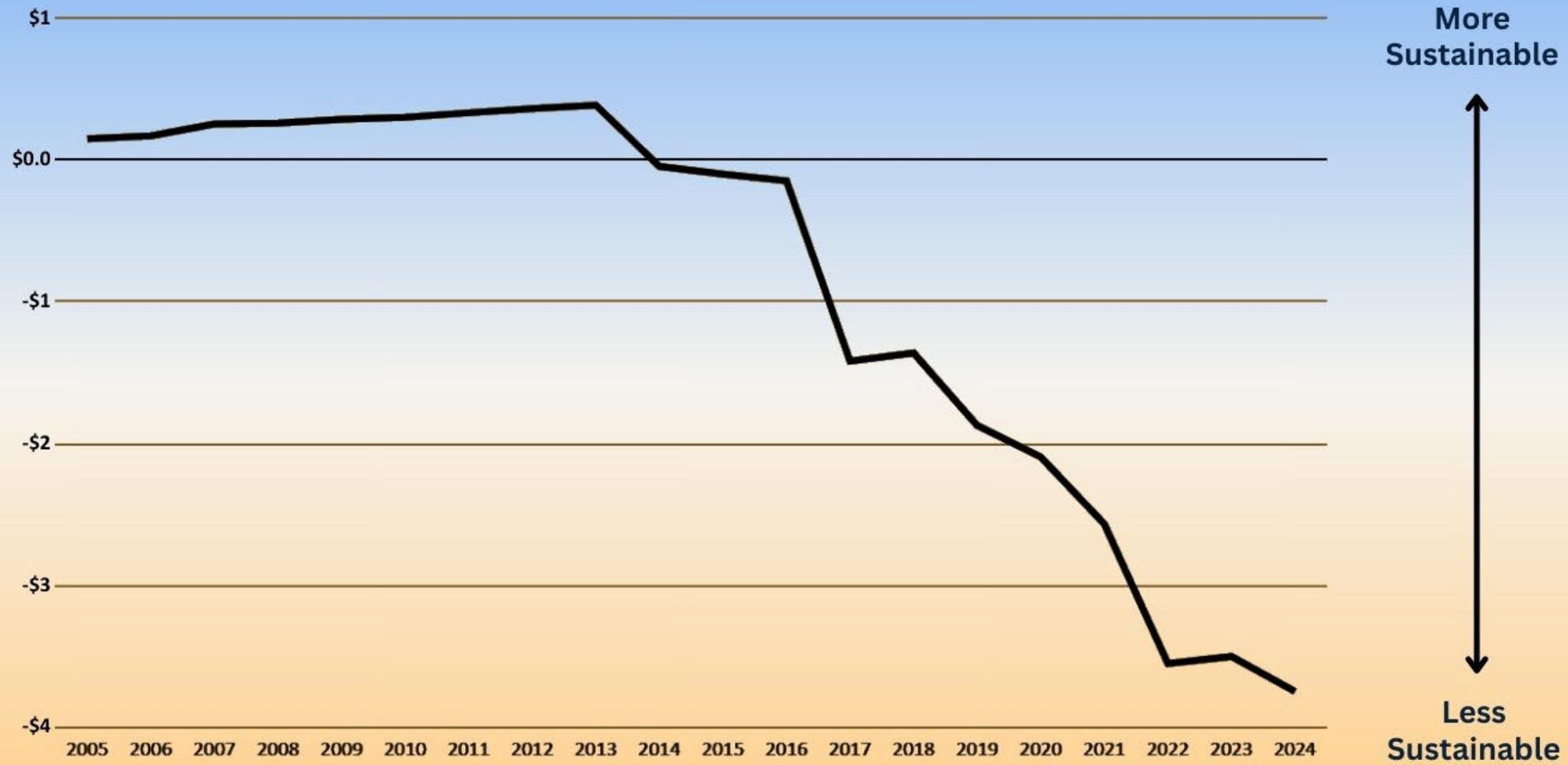
# New York, NY

## Net Financial Position (in Billions)



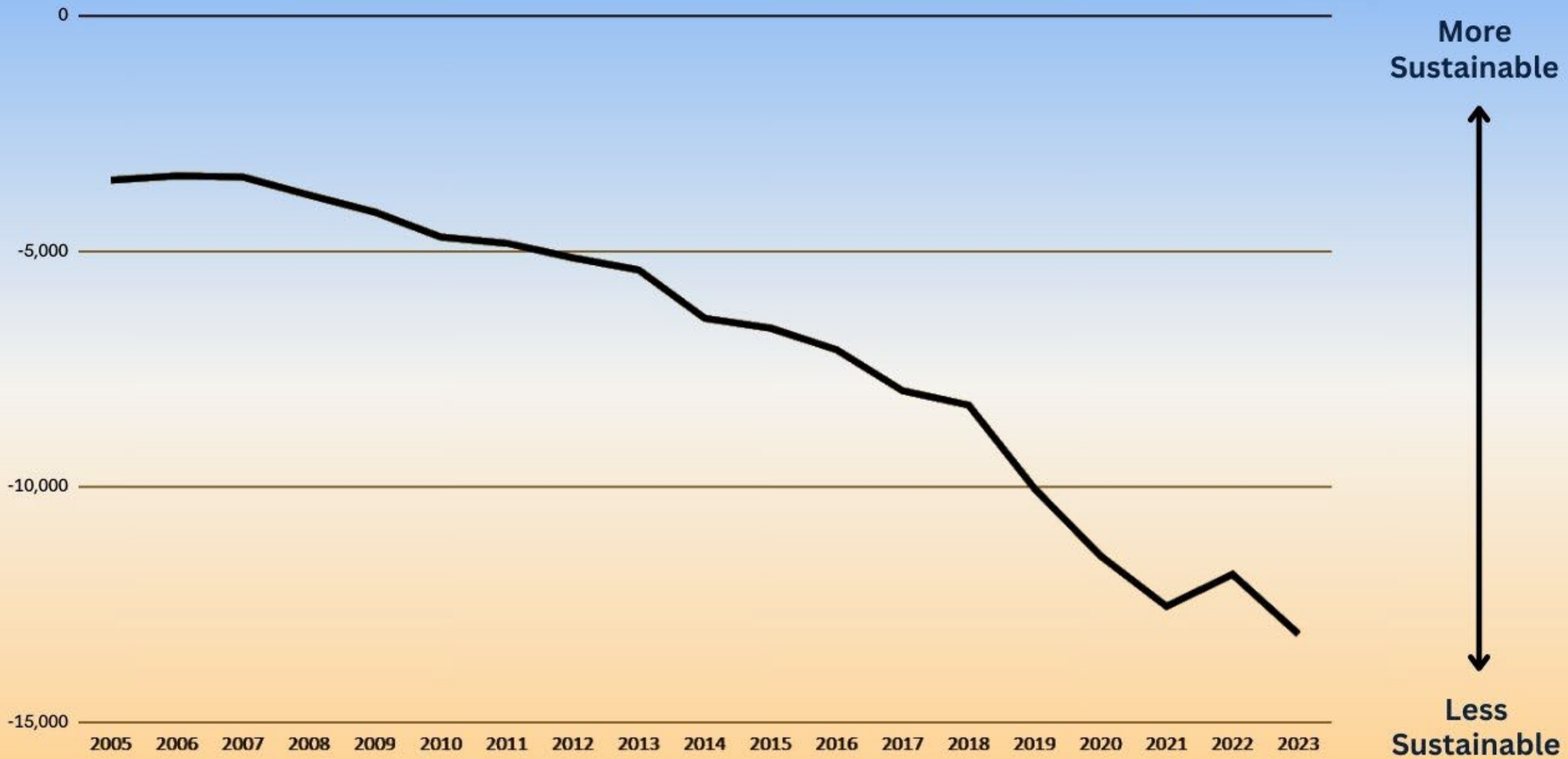
# Salt Lake City, UT

## Net Financial Position (in Billions)



# Austin, TX

## Net Financial Position (in Millions)



# Net Financial Position

**Net Financial Position** measures the difference between financial assets and liabilities. If this is net negative, it means past spending will need to be paid for with future revenue.

More Flexible

Less Flexible









Housing prices

Housing prices





# These are Financial Products

(secondarily, they serve as shelter)

# Distribution of Investment Capital for Housing








Accessory Apartment



# Backyard Cottage

(Not an ADU)


Starter House
(Not a Tiny House)



Housing-Ready Cities

# How to Escape the Housing Trap

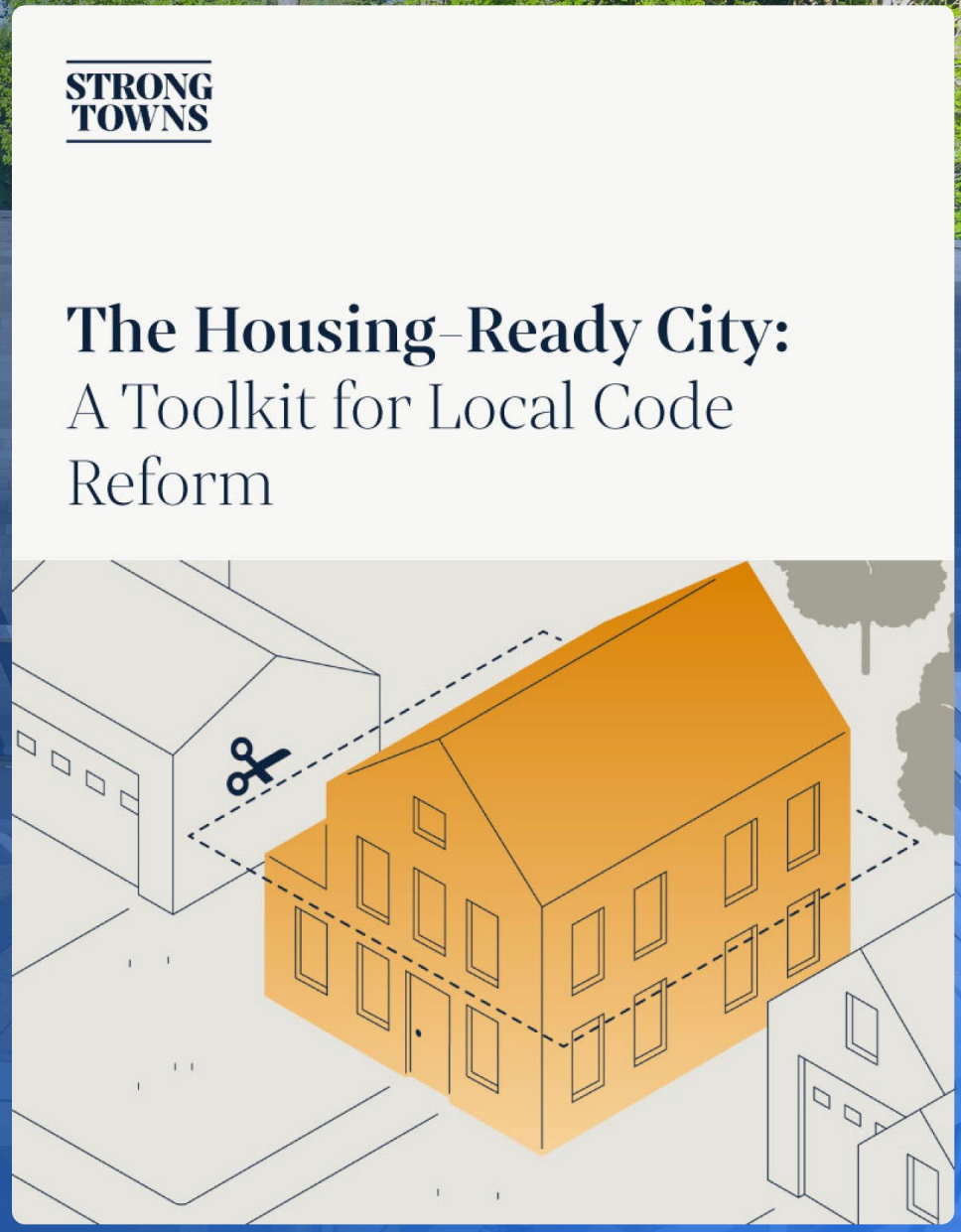
STRONG TOWNS

1. Code Reform
2. Incremental Developers
3. Localize Finance

Photo Credit: Kronberg Urbanists + Architects

Toolkit

# Six Policies Every City Needs To Be "Housing Ready"




Download at **strongtowns.org/housingready**

Toolkit

# Who Will Build the "Housing Ready" City?

Download at **strongtowns.org/housingready**

STRONG TOWNS

## Who Will Build the Housing-Ready City?

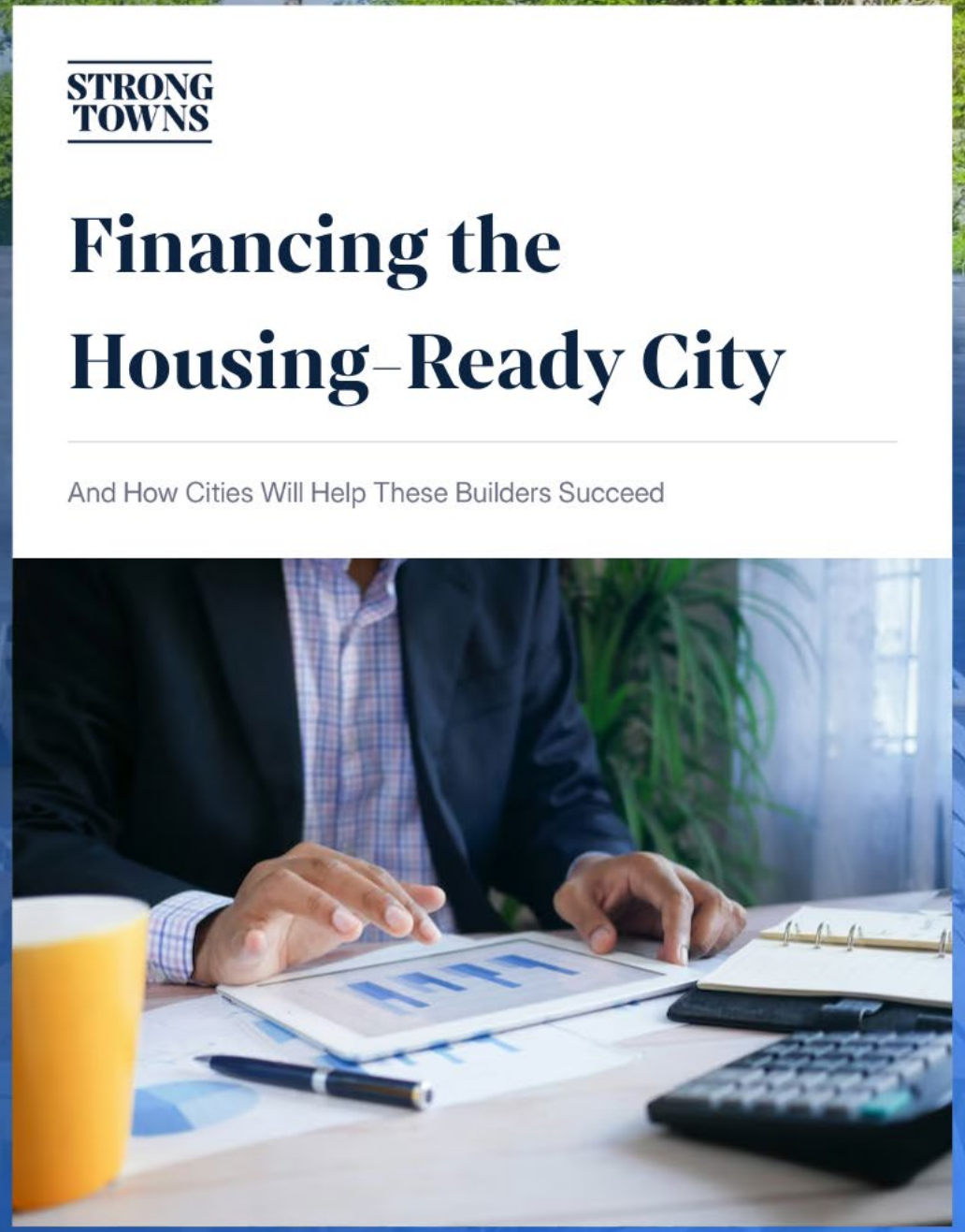
And How Cities Will Help These Builders Succeed



Toolkit

# Financing the Housing-Ready City

Comming Early 2026



# Oswego, New York

## Micro Grants



# Muskegon, Michigan
# Tax Increment Financing



# Minnesota

## Special Assessments



# Florida

## Co-sign Loans











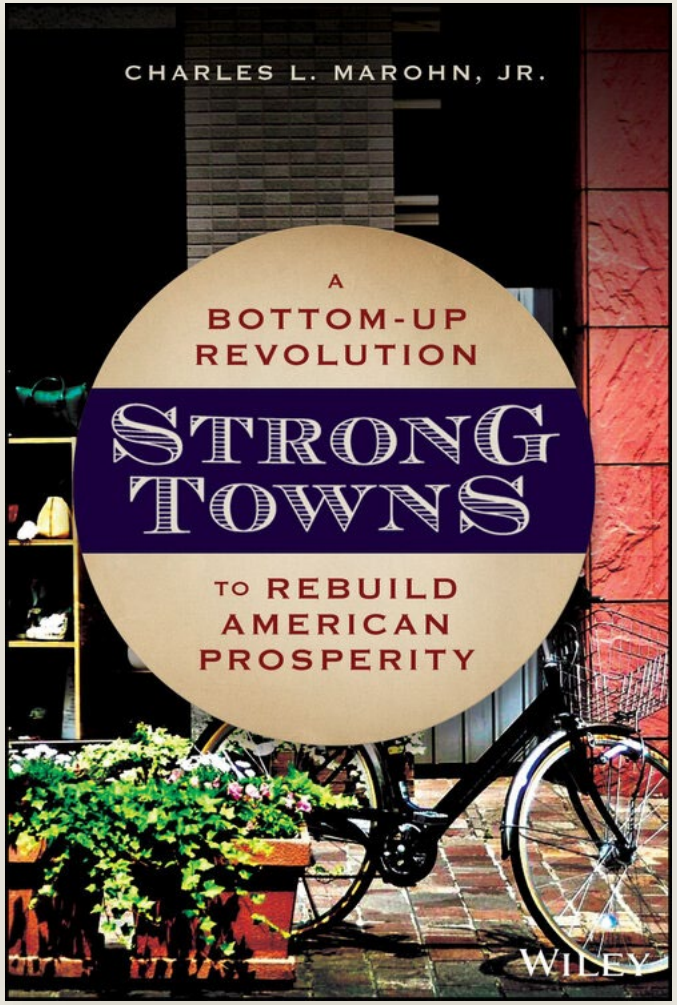


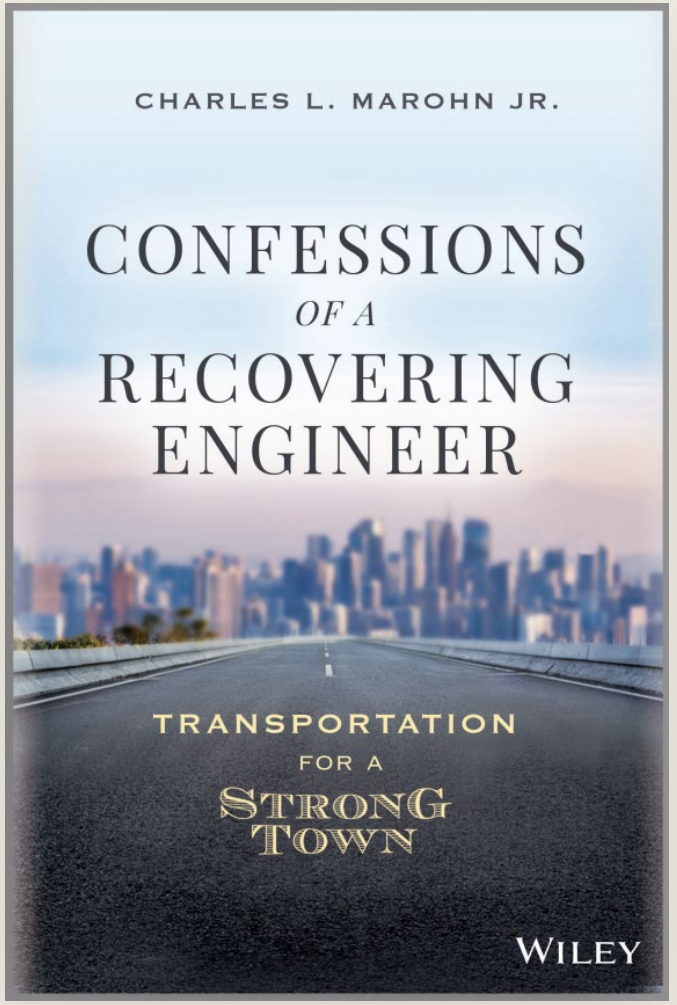


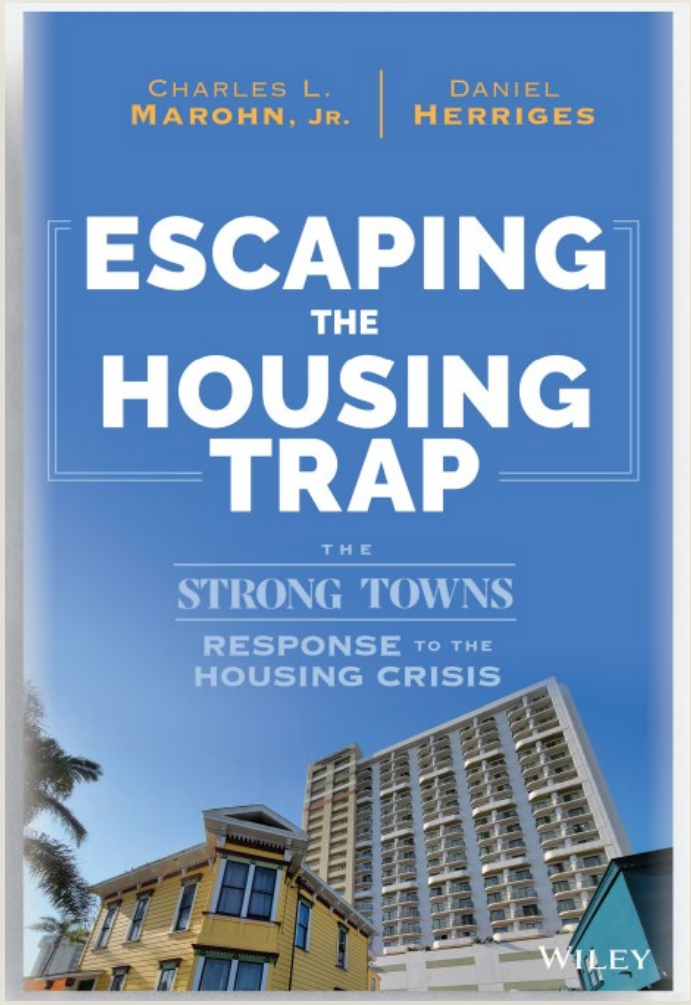


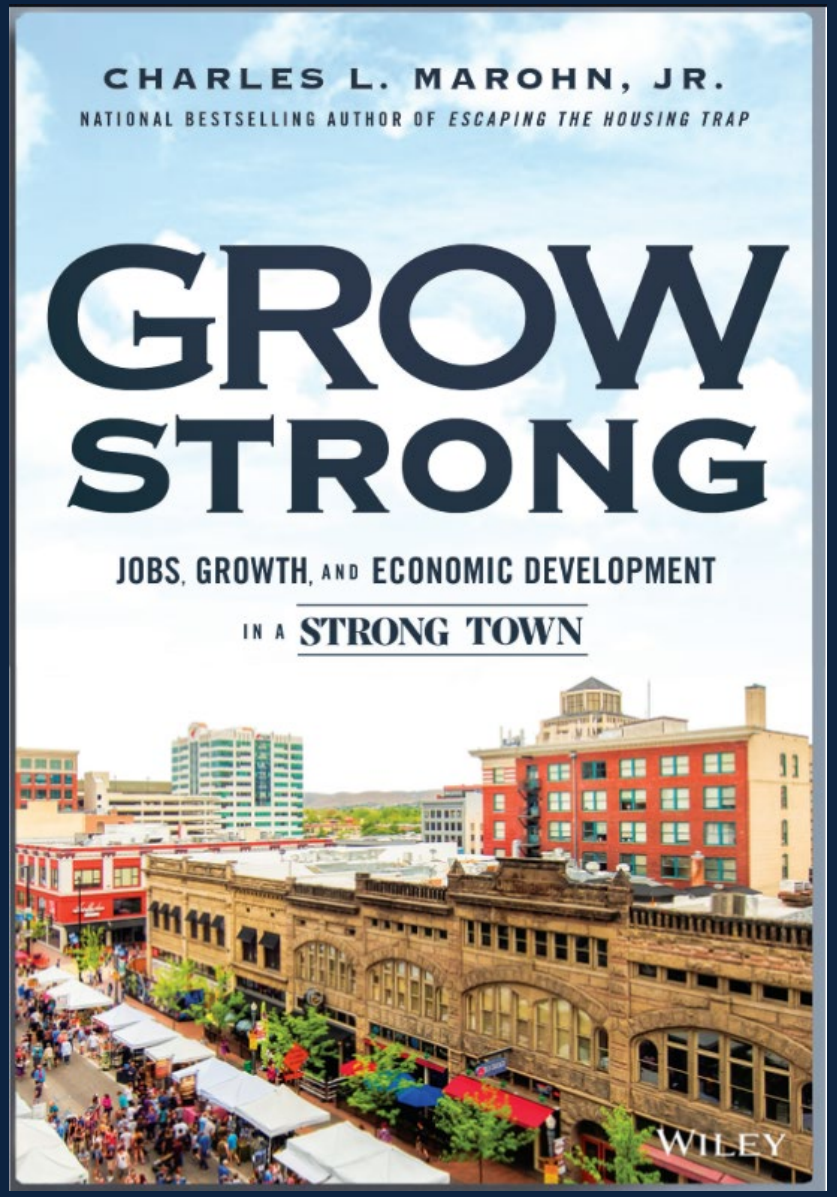


# More from Strong Towns...






Coming in

# March 2027

STRONG TOWNS

**The Housing-Ready City:**
A Toolkit for Local Code Reform



STRONG TOWNS

## Who Will Build the Housing-Ready City?

And How Cities Will Help These Builders Succeed



STRONG TOWNS

## Financing the Housing-Ready City

And How Cities Will Help These Builders Succeed



Download at **strongtowns.org/housingready**

# Building a Strong Town

**Charles L. Marohn, Jr.**
Civil Engineer, Urban Planner

@clmarohn
@strongtowns
strongtowns.org




STRONG TOWNS

Become a Member Today