

The Geographic Approach to Regional Economic Development

Keith Cooke

Director – Planning & Community Development Markets

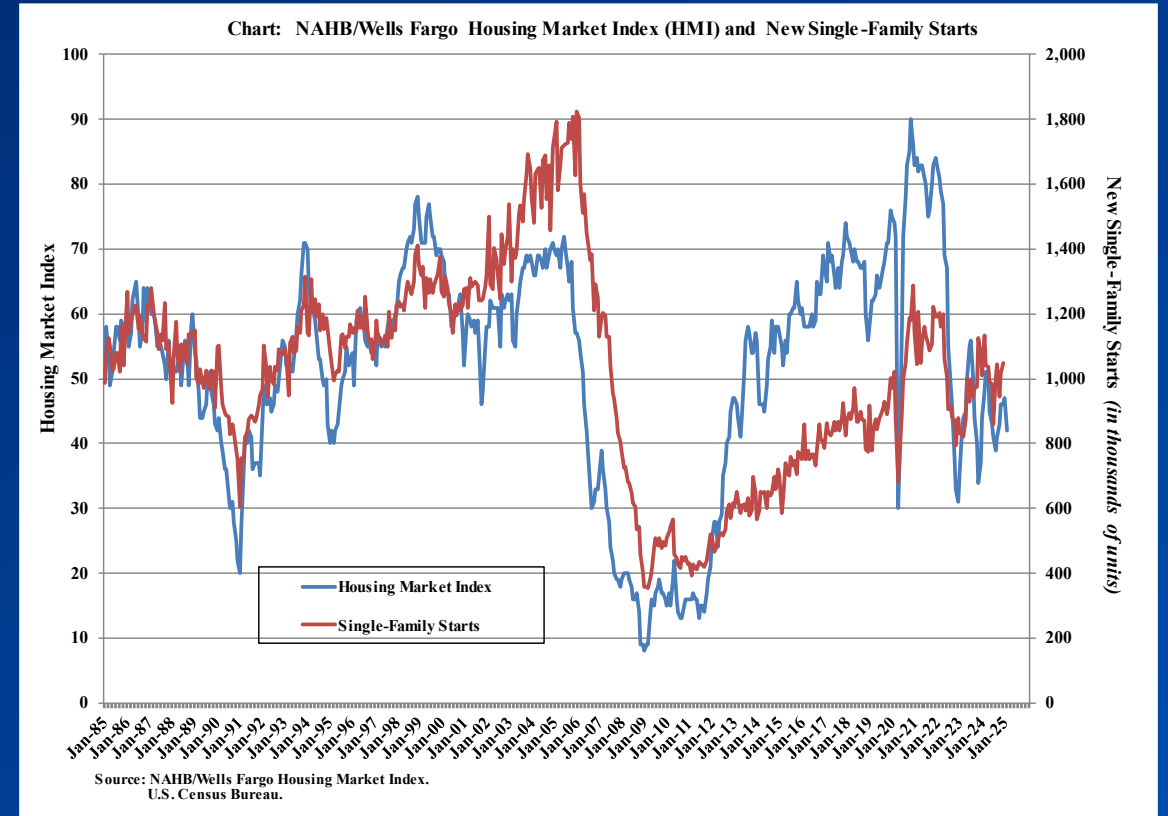
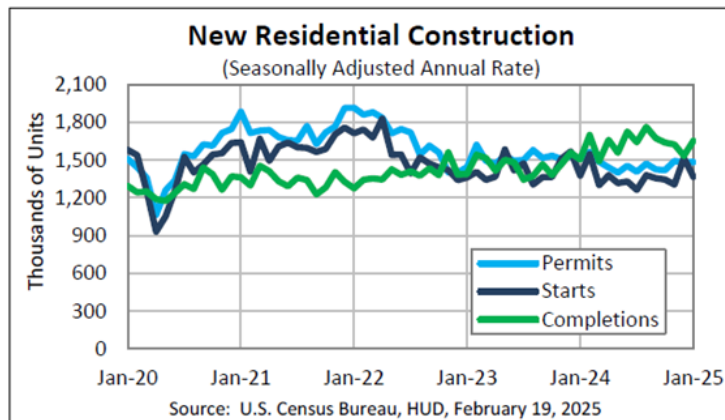
2025 Economic Development Conference
for the EDA Denver Region

Housing in the U.S.

Low Production Rates & Anemic Pipelines



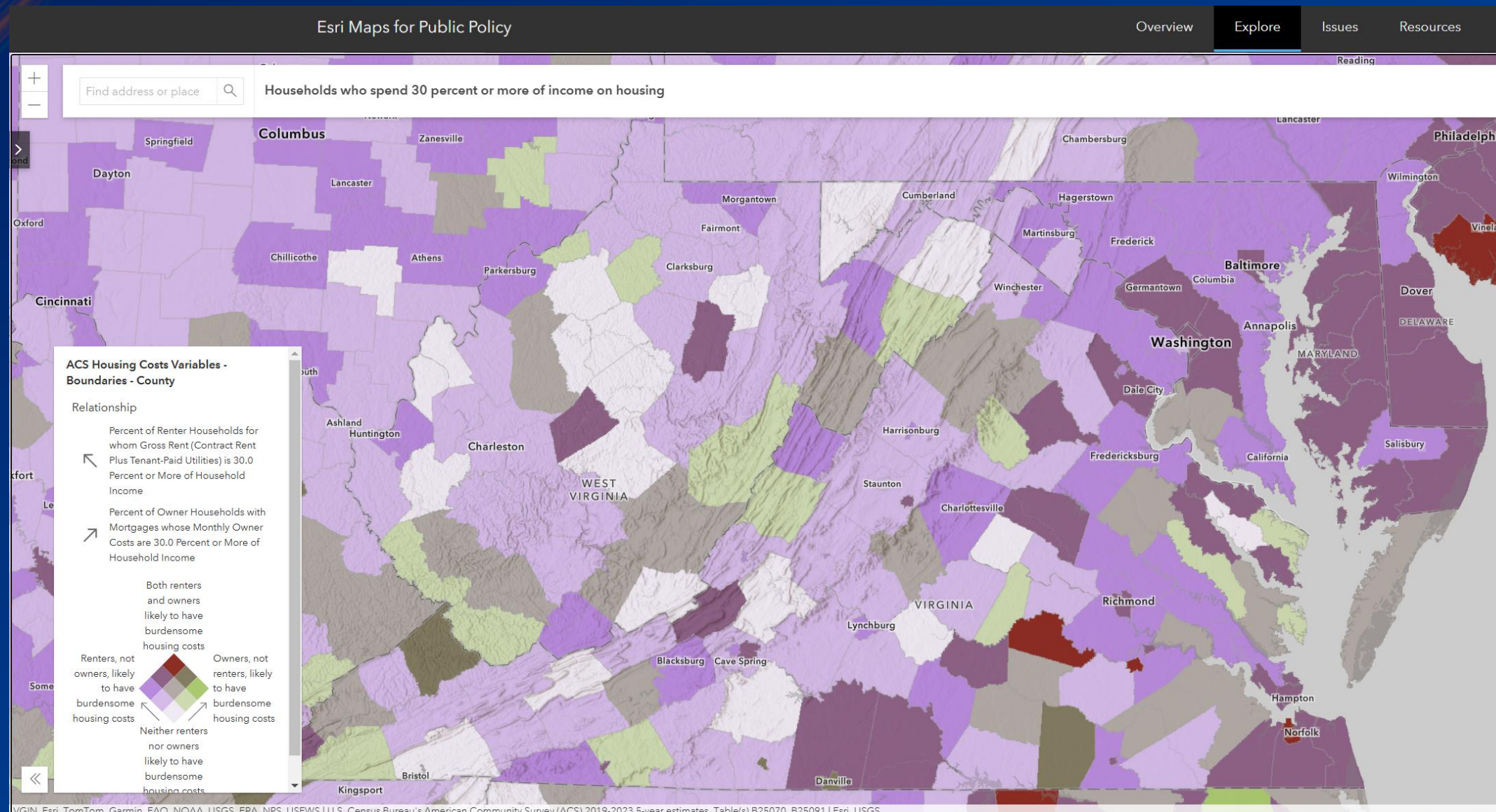
**U.S. Census
Bureau and HUD**



Housing Market Index - NAHB

Housing in the U.S.

Costs Becoming More Burdensome



Housing Constraints = Economic Development Constraints

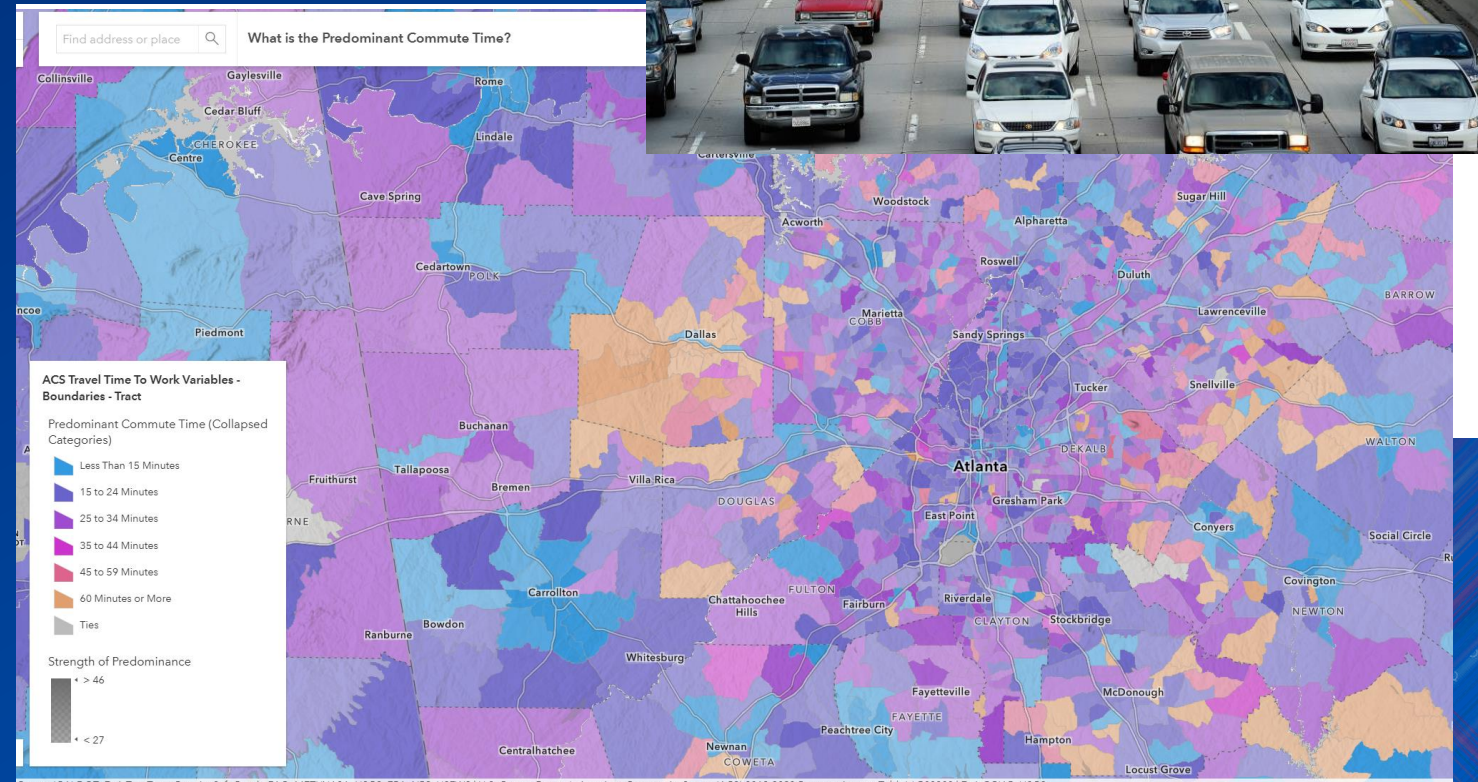
Geography is at the center

Hinders Business Recruitment

Undermines Workforce Development

Restricts BRE Efforts

Reduces Competitive Advantages



Plan of Action

What Can Economic Development Leaders Do?

What They Can't Control

- Interest Rates
- Labor Market
- Supply Chains

What They Can Influence

- Updated Housing Policy
- Modern, Effective Zoning Ordinance
- Data-Driven Economic Development
- Better Stakeholder Collaboration
 - *Developers*
 - *Residents*
 - *Administration*
 - *Elected & Appointed Officials*

The Geographic Approach

... Is a catalyst for data-driven decision making.



GIS Helps Design Sustainable and Thriving Communities

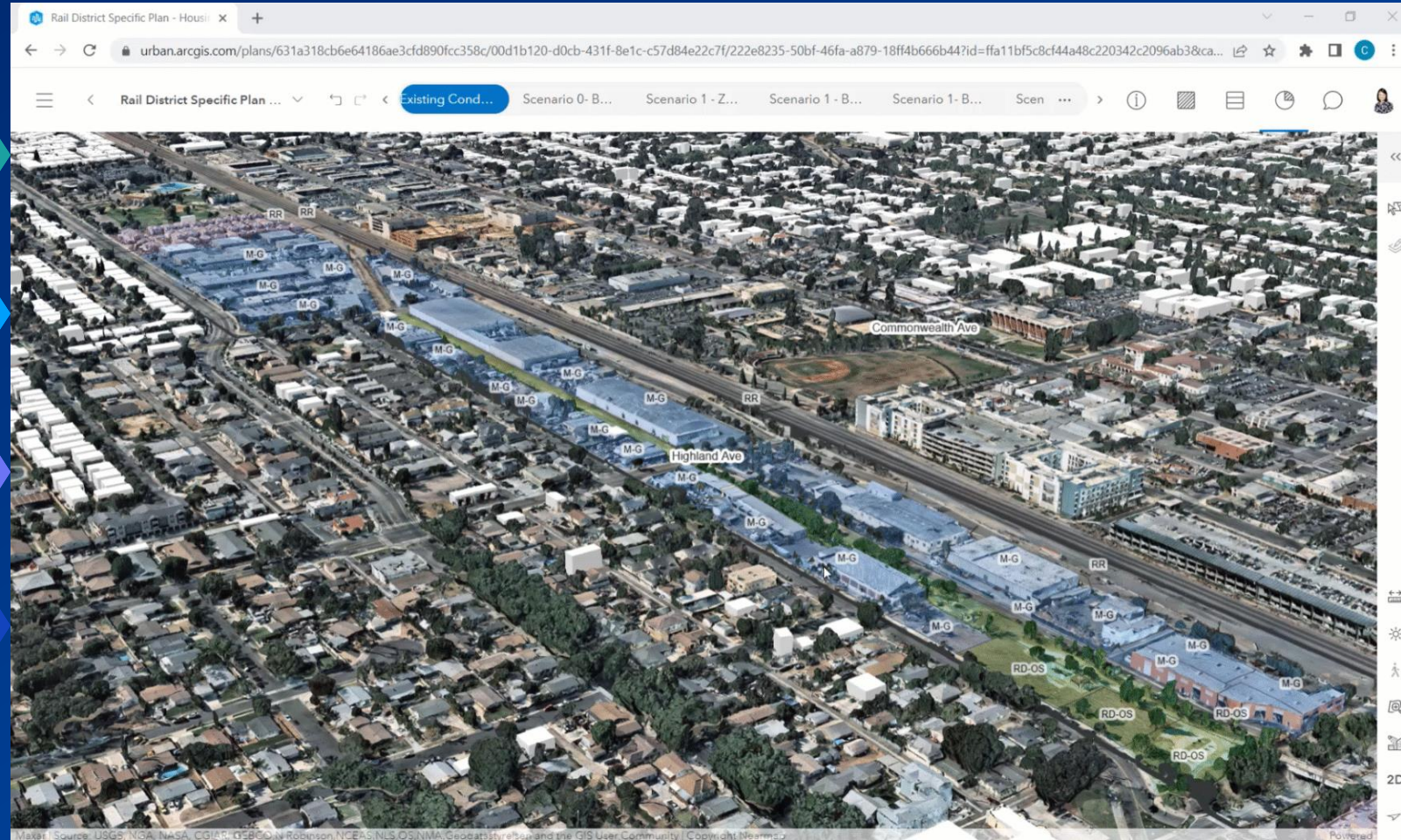
Geography is at the center

Planning Application Review

Housing & Economic Needs

Long-Range Planning

Stakeholder Engagement



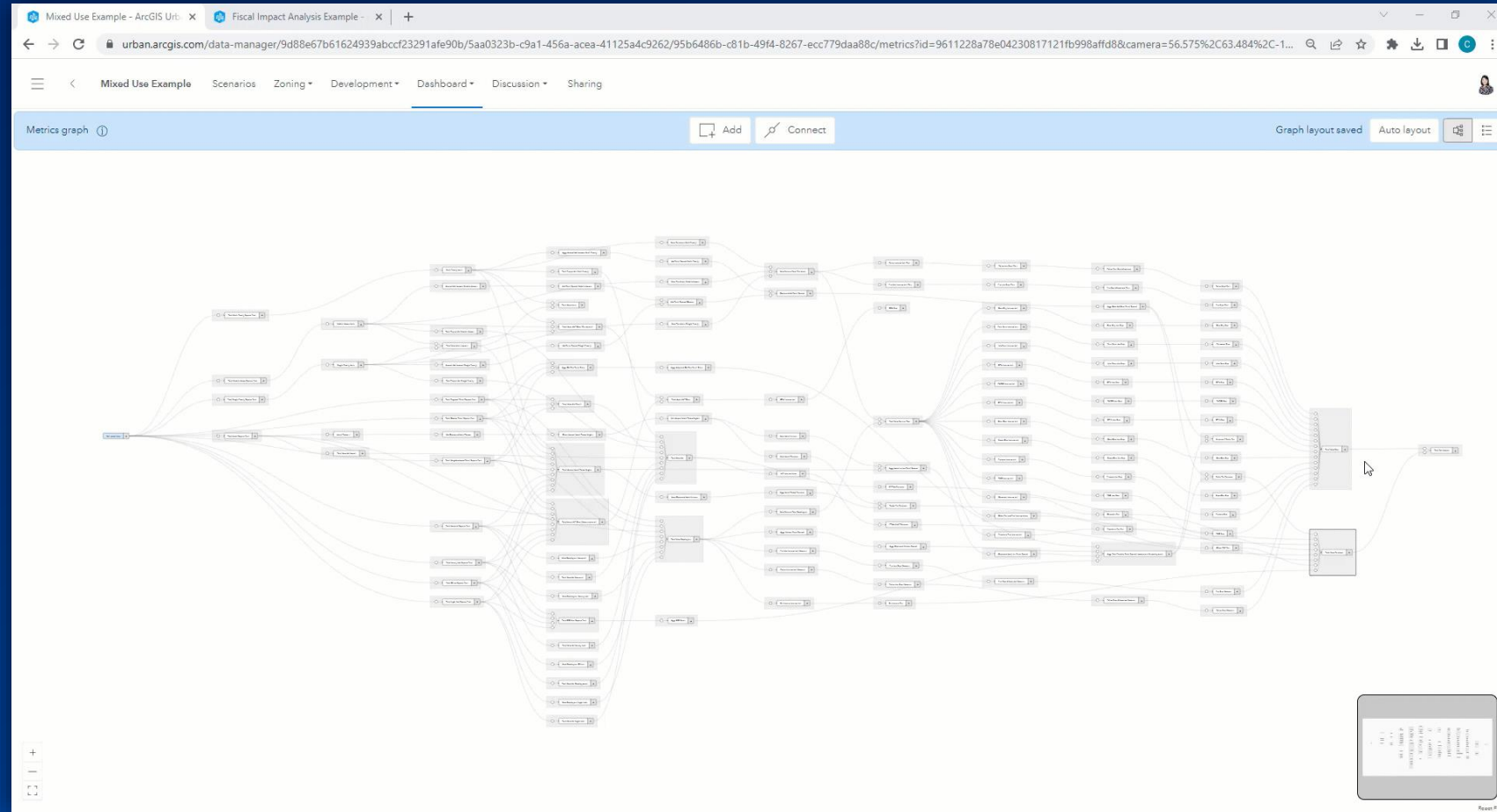
Evaluate Housing and Economic Needs

Embracing a data-driven approach to development

Assess Community Needs

Establish Repeatable Policy

Enhance Economic Development



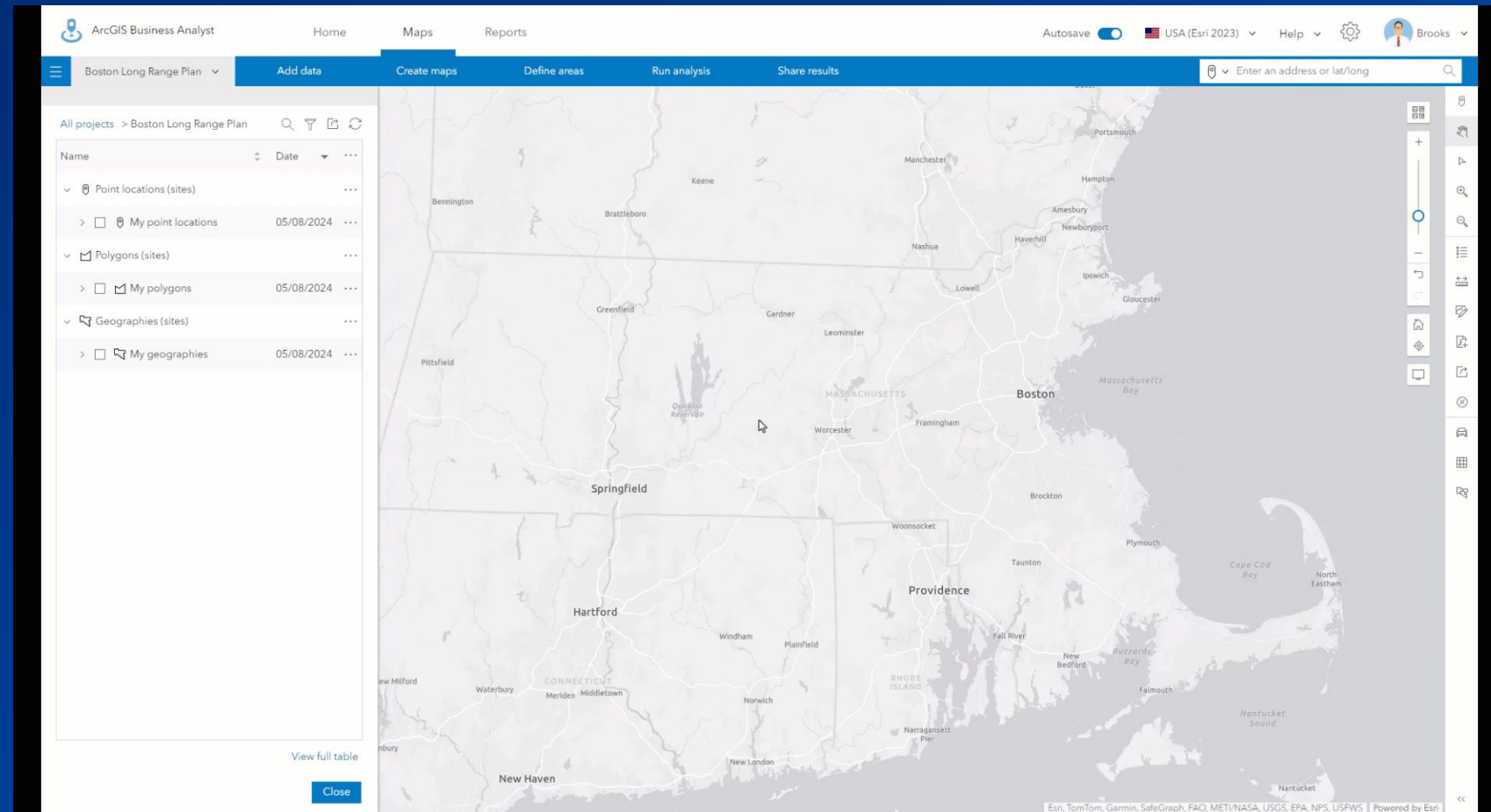
Long Range Planning

Envisioning a viable future land use policy

Design Future Land Use

Evaluate Plan Feasibility

Keep Stakeholders Engaged



Applying GIS to Affordable Housing

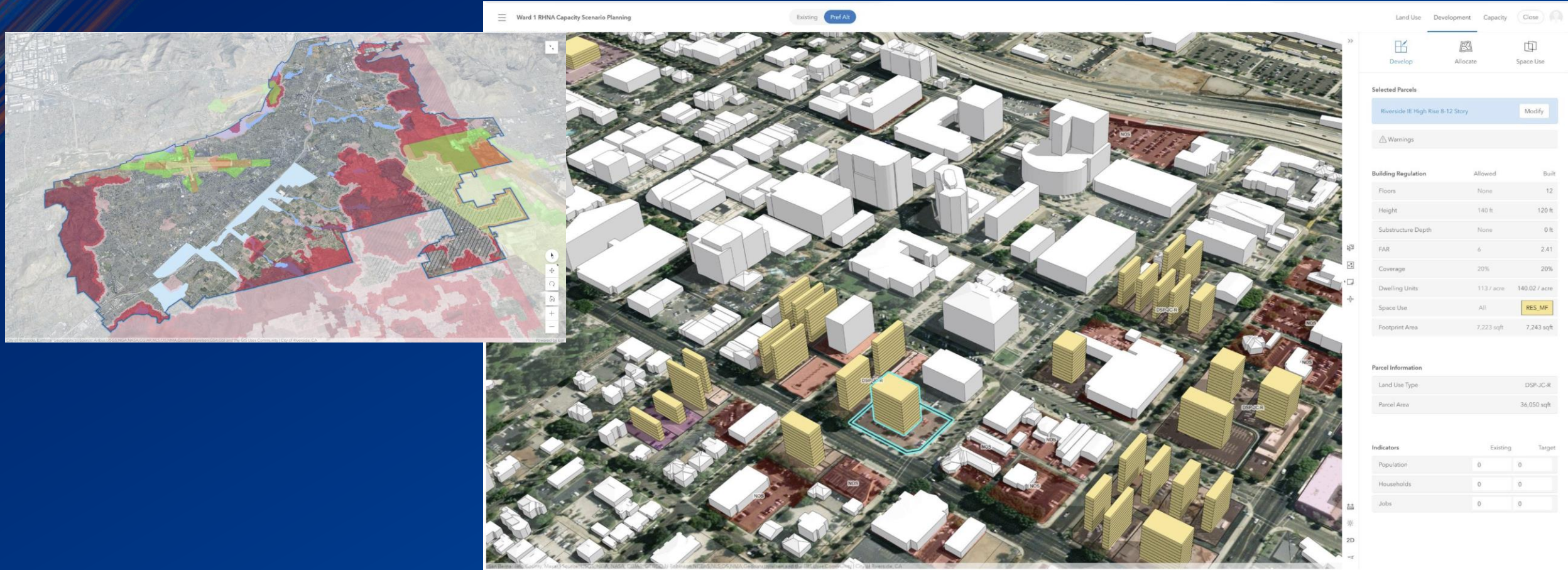
Rocky Mount, NC



- Mandate for nearly 300 new affordable units to support growth.
- Used GIS to conduct site suitability analysis
- Designed affordable housing communities in multiple locations.

Applying GIS to Housing Mandates

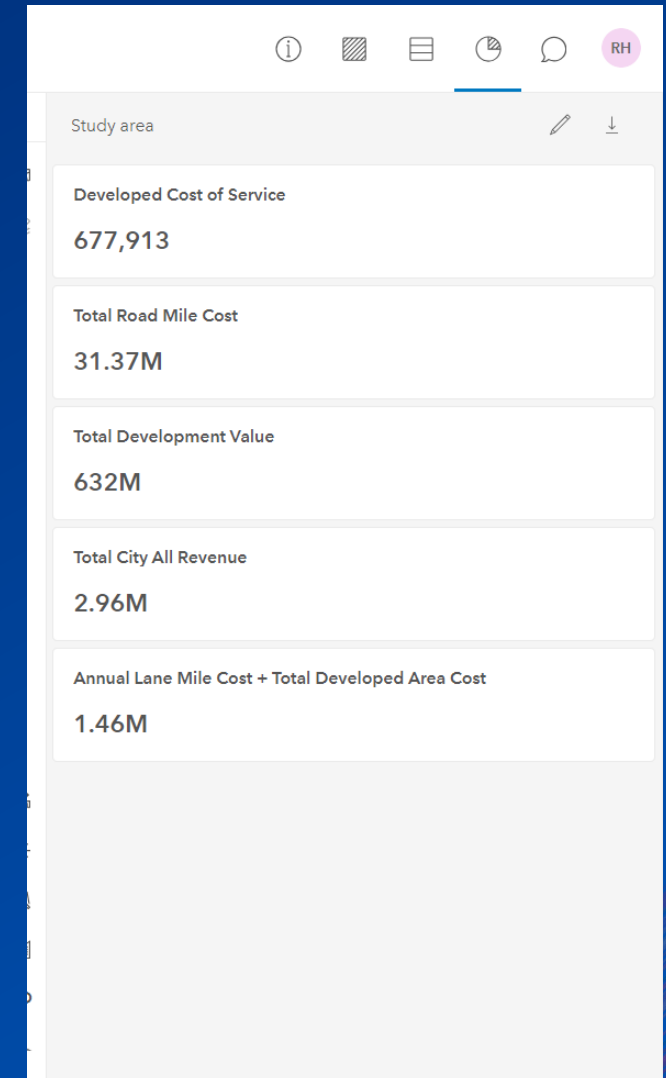
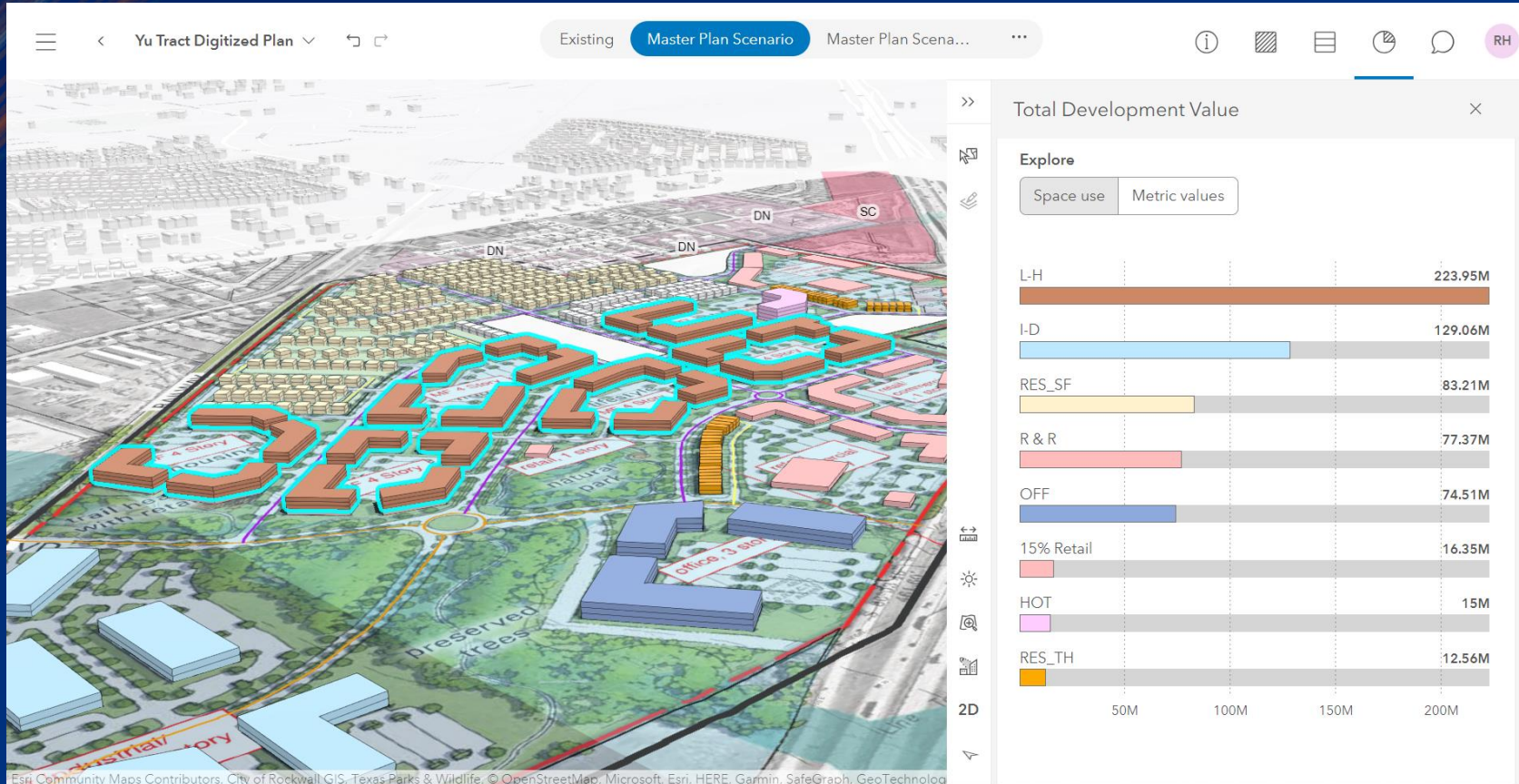
Riverside, CA



- Demands from state for 18,000 new housing units.
- Used GIS and AI to create and test multiple development scenarios.

Applying GIS to Fiscal Analysis

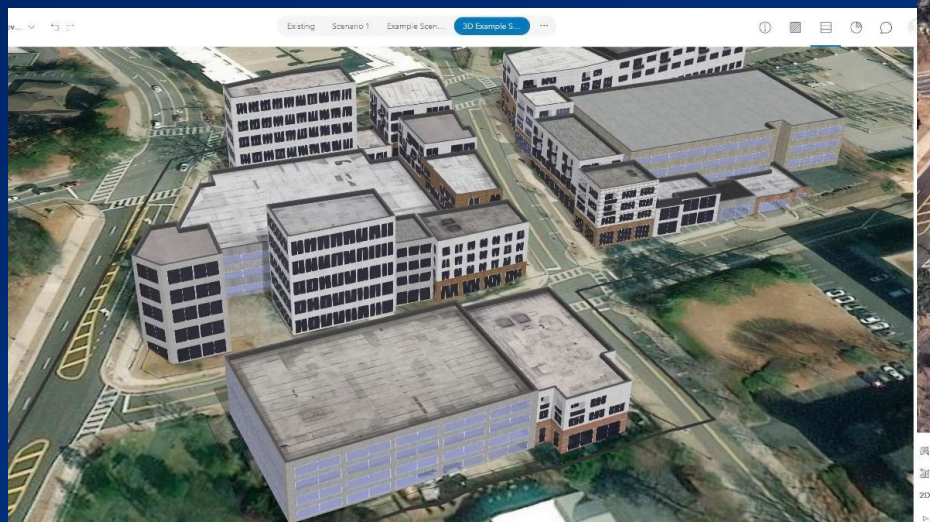
Fate, TX



- Development of an interior unused 270-acre tract.
- Demonstrating fiscal analysis of proposed developments.

Applying GIS to Economic Mobility

Sandy Springs, GA



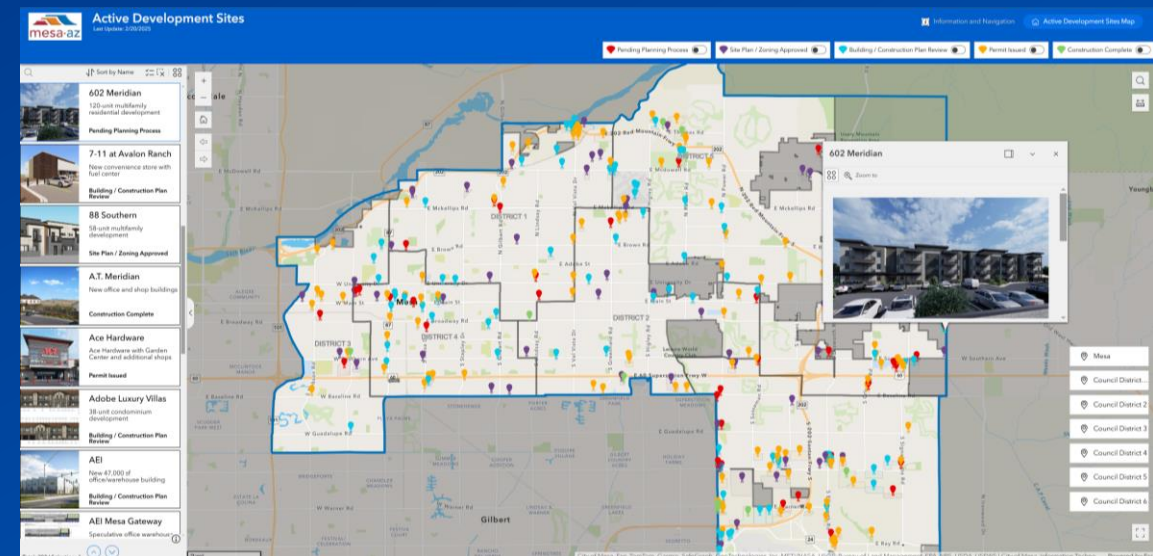
- Need to repurpose areas for additional housing.
- Providing mix of market and affordable housing developments.

Applying GIS to Transit-Oriented Development

Mesa, AZ

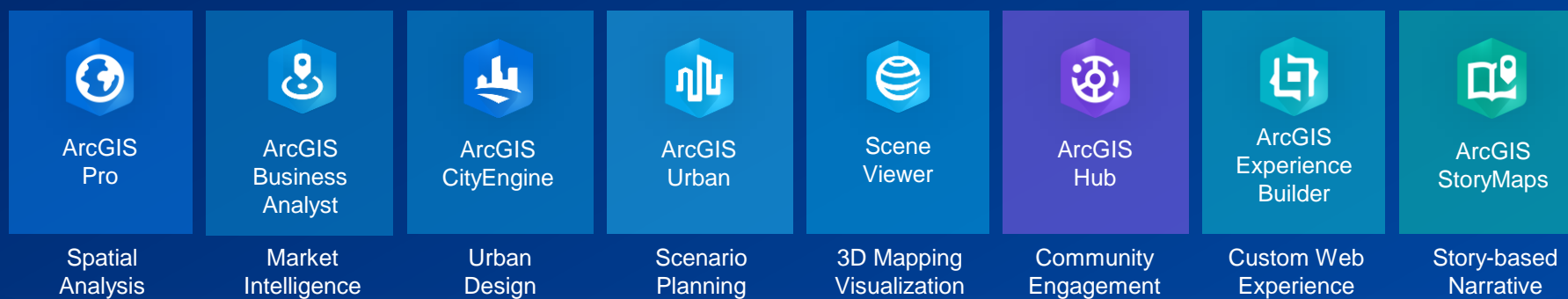



- Using GIS to design 11 Transit-Oriented Developments (TOD)
- Increasing economic mobility access for workforce.



A Modern System for Economic Development

For GIS Professionals Focused on Planners, Economic Developers, and Designers For the Public



Leveraging GIS in your CEDS

Geography is the key


• SWOT Analysis

- Where are the assets in the region that spark quality of life and can brand our region as a destination?
- What and where are the gaps in our current workforce?
- Which neighborhoods are susceptible to blight?
- Where is the best opportunity for growth in retail, office, commercial, industrial, etc.?

Table 10. SWOT Summary Analysis, CEDS 2023

Strengths	Opportunities
<ul style="list-style-type: none">Quality of LifeManufacturing Pipeline InitiativeEconomic Development Resources & Competitive AdvantagesTransportation Systems & Existing InfrastructureNew London State PierThames RiverBuild Back Better Regional Challenge Coalition	<ul style="list-style-type: none">Public/Private PartnershipsGraduate RetentionRegionalizationFunding AlignmentOffshore Wind Cluster AdvancementBusiness Retention and Expansion (BRE)Commercial Real Estate Development
Weaknesses	Threats
<ul style="list-style-type: none">Housing Quality/High Rent BurdenWorkforce Wreopounds	<ul style="list-style-type: none">Aging WorkforceReduced Quality of Life & ClimatePopulation DeclineNIMBY ImpedimentsRegulatory EnvironmentGlobal Threats (geopolitical)Climate ChangeNaval Base ClosureLack of Childcare





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THE SCIENCE OF WHERE™

Business Summary

Redevelopment Project
Area: 3.17 square miles

Prepared by Esri

Data for all businesses in area

Total Businesses:

429

Total Employees:

7,004

Total Population:

10,143

Employees/Population Ratio (per 100 Residents)

69

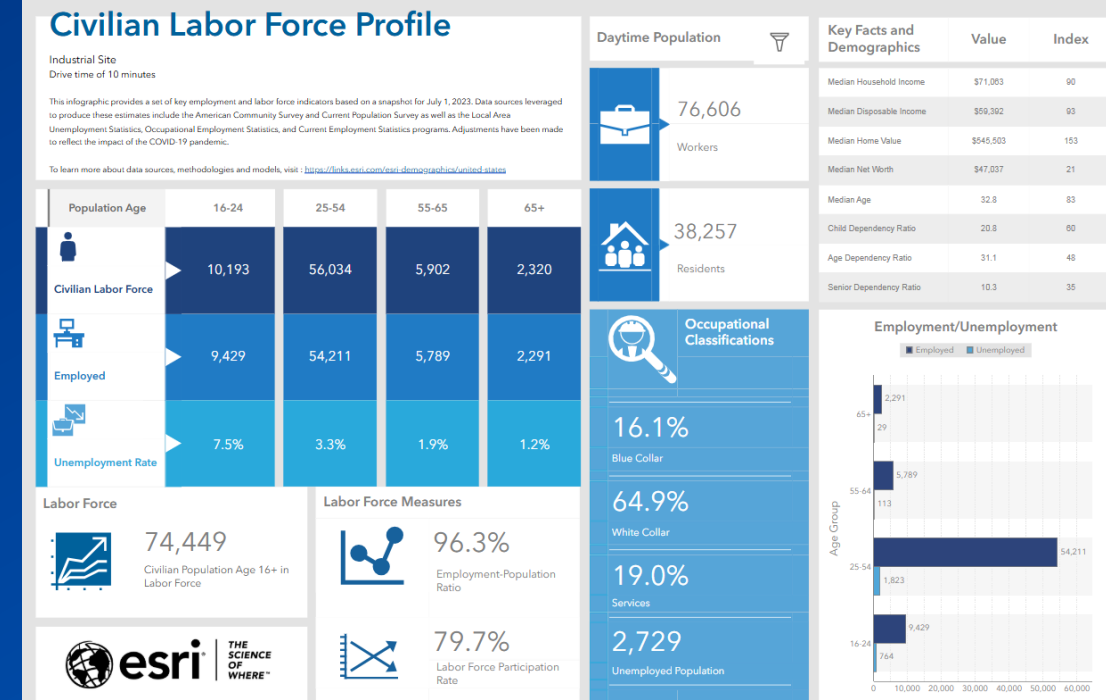
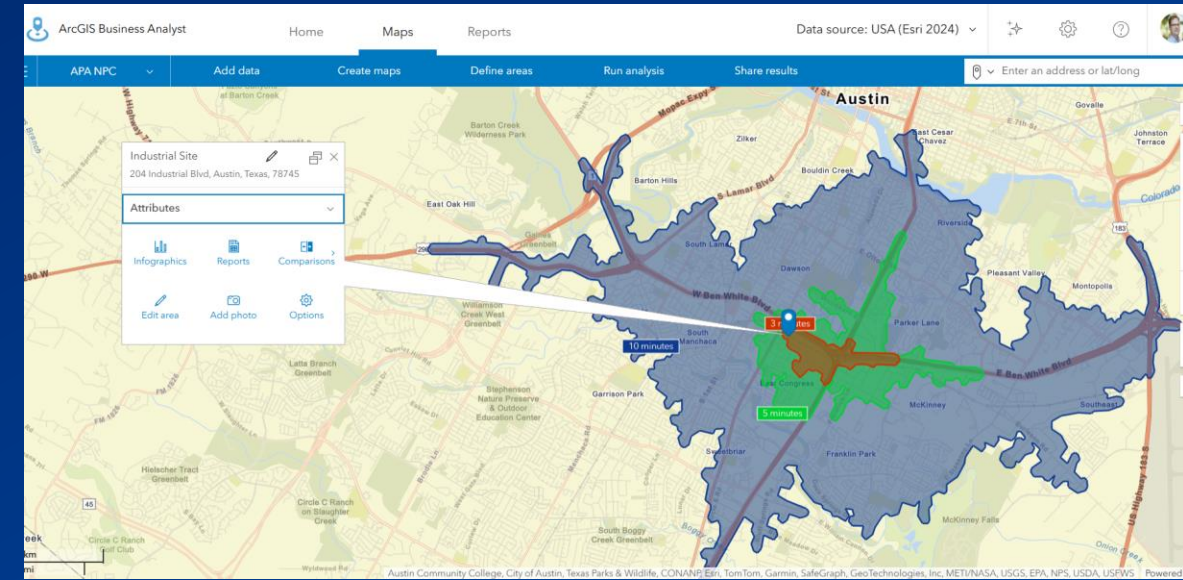
by NAICS Codes

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	1	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	24	5.6%	181	2.6%
Building Construction	10	2.3%	35	0.5%
Heavy/Civil Eng Construction	2	0.5%	13	0.2%
Specialty Trade Contractor	13	3.0%	134	1.9%
Manufacturing	5	1.2%	46	0.7%
Wholesale Trade	10	2.3%	59	0.8%
Durable Goods	9	2.1%	54	0.8%
Nondurable Goods	1	0.2%	5	0.1%
Trade Broker	0	0.0%	0	0.0%
Retail Trade	30	7.0%	121	1.7%
Motor Vehicle & Parts Dealers	4	0.9%	22	0.3%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	1	0.2%	5	0.1%
Building Material & Garden Equipment & Supplies Dealers	1	0.2%	9	0.1%
Food & Beverage Stores	5	1.2%	11	0.2%
Health & Personal Care Stores	4	0.9%	21	0.3%

Leveraging GIS in your CEDS

Geography is the key

- **Strategic Direction / Action Plan**
 - How many workers are within a 5, 10, or 15-minute drive time from a proposed industrial park?
 - What would be the impact of more diverse types of development in targeted communities (e.g. mixed use, denser housing, walkability, etc.)?
 - Where and how can we help implement economic mobility strategies?
 - What will the impact on our infrastructure be with steady economic growth?

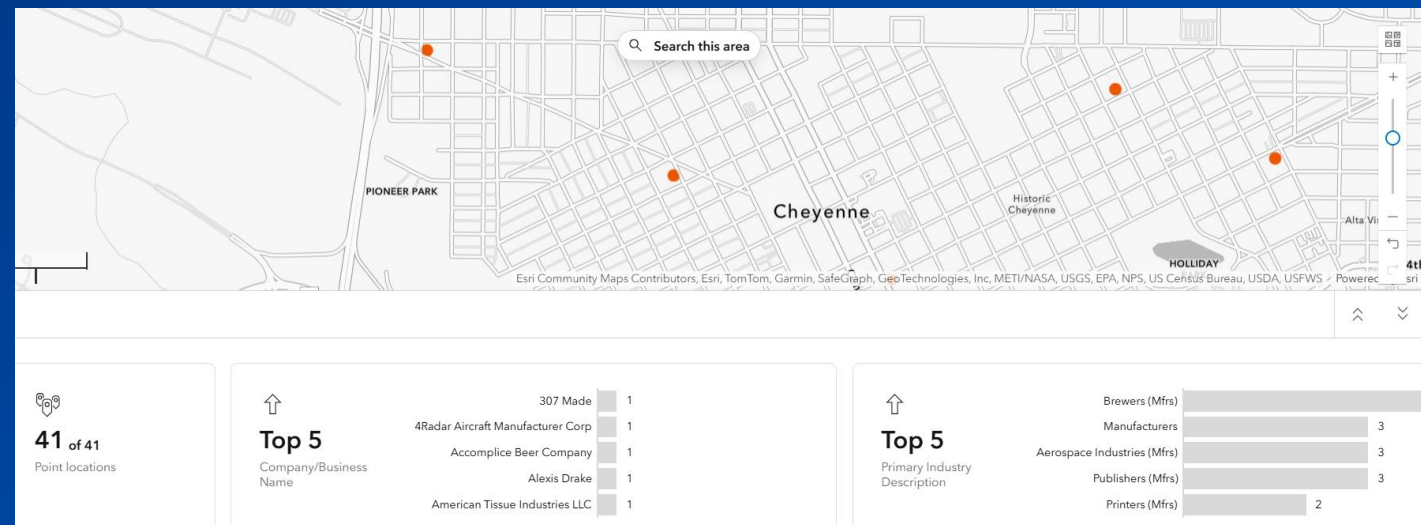
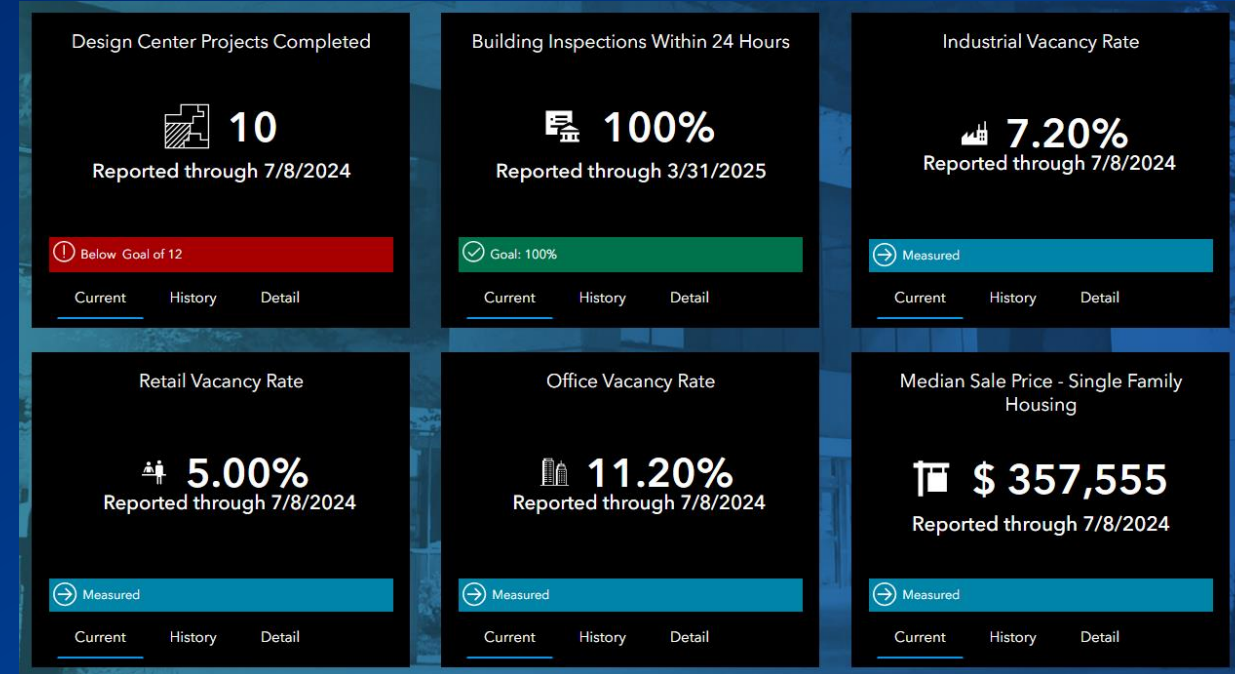


Leveraging GIS in your CEDS

Geography is the key

- **Evaluation Framework**

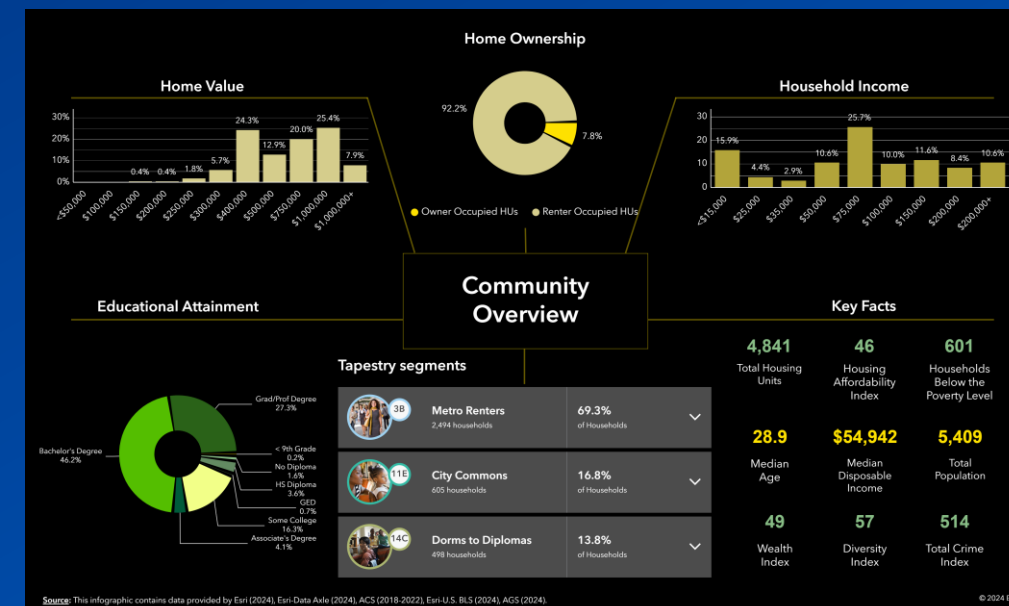
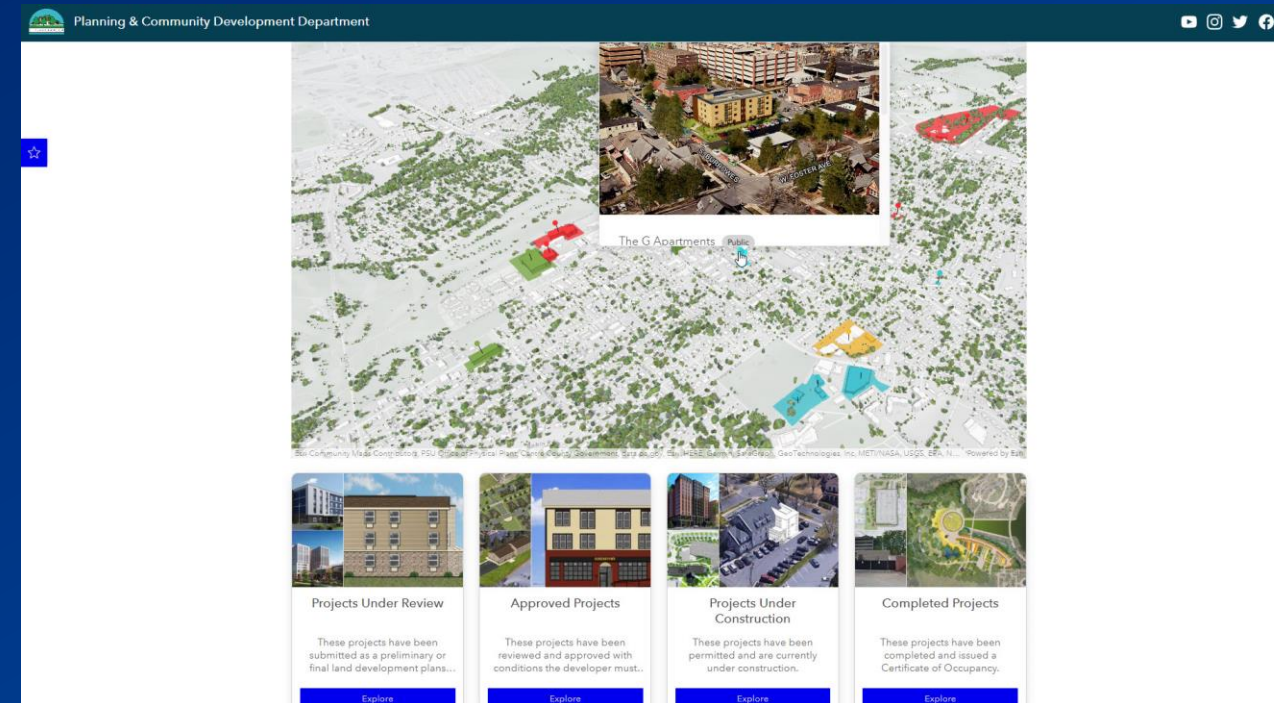
- Are we on track with our economic growth initiatives?
- Where are we falling behind or ahead of schedule?
- Where and what types of adjustments do we need to make?



Leveraging GIS in your CEDS

Geography is the key

- Engagement & Collaboration
 - Where do residents want to see a new office park / industrial park / mixed use development?
 - Do requests from the public or developers match the type of development allowed in a certain area?
 - What are residents' concerns about land use and transportation?



Gameplan for EDDs

Requiring collaboration and a data-driven approach

- Know that GIS is more than site selection
- Integral part of CEDS
- Understand constraints and/or opportunities of your zoning ordinance(s).
- Quantify and qualify proposed economic developments and the impact they can have short and long-term.
- Leverage scenario planning to coordinate with developers, site selectors, administrators, etc.



Keith Cooke
Director
Planning & Community Development Markets

kcooke@esri.com

esri.com/planning

[@RKeithCooke](#)

[LinkedIn](#)



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