



Value per acre map of
Auckland, New Zealand

URBAN3

Dollars and \$ense of City Development



New York City

Kansas City

Asheville

Memphis

Charlotte

4 Hours

Atlanta

Houston

Miami

In the 70's and 80's our downtown died





AMERICAN SERVICE CENTER
EDWARDS & KELLS



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.”



Julian Price

1941 - 11/19/2001



the Alternative Reading Room

The Mountain Xpress

Public Interest Projects

Salsa's & Zambras

City Seeds



URBAN3



51 Biltmore



Downtown benches



YWCA

The Public Service Building



The Orange Peel

the Dogwood Fund



The Laughing Seed

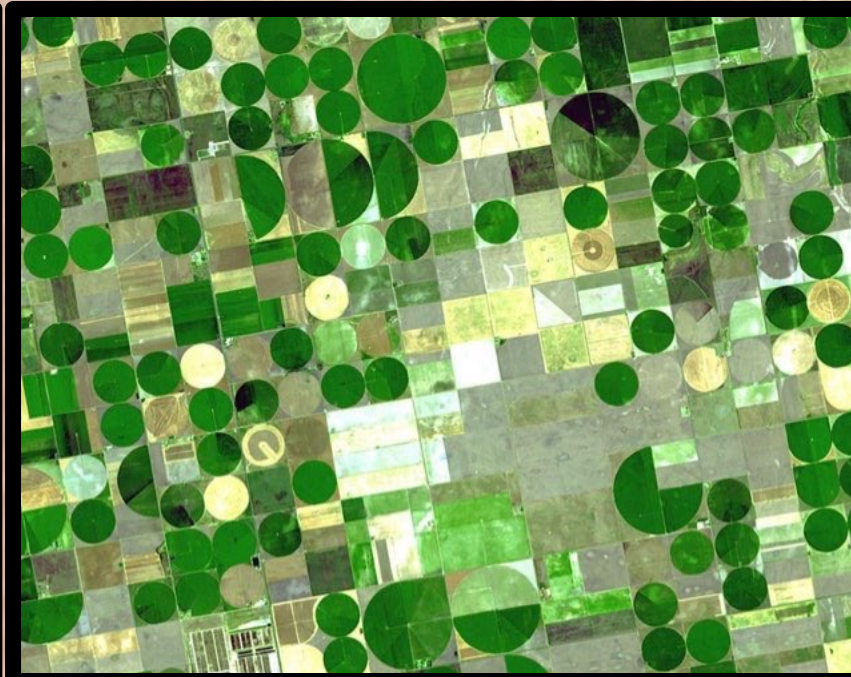


**In God we trust;
everyone else,
bring data.**

Mayor Michael Bloomberg



Land Production





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 > **3500%**

in **15 years**

The lot is less than **1/5 acre**

Asheville Walmart



Downtown



\$11,000,000 Tax Value

Asheville Walmart



\$20,000,000 Tax Value

Downtown



\$11,000,000 Tax Value

Asheville Walmart

Downtown



\$20,000,000 Tax Value



\$11,000,000 Tax Value

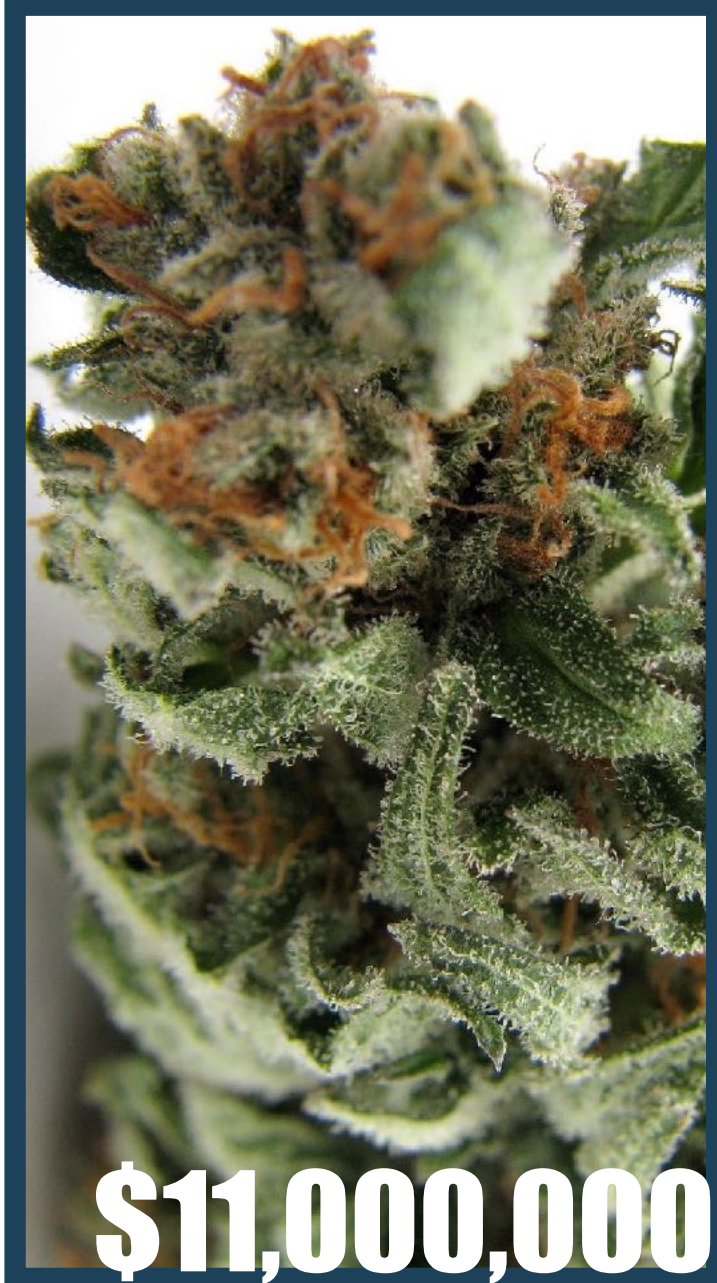




Wheat

\$20,000,000 Tax Value

Cannabis



\$11,000,000 Tax Value

34

0.2

Land Consumed (acres)

\$6.5k

\$634k

Total Property Taxes/Acre

\$48k

\$84k

City Sales Taxes/Acre

0

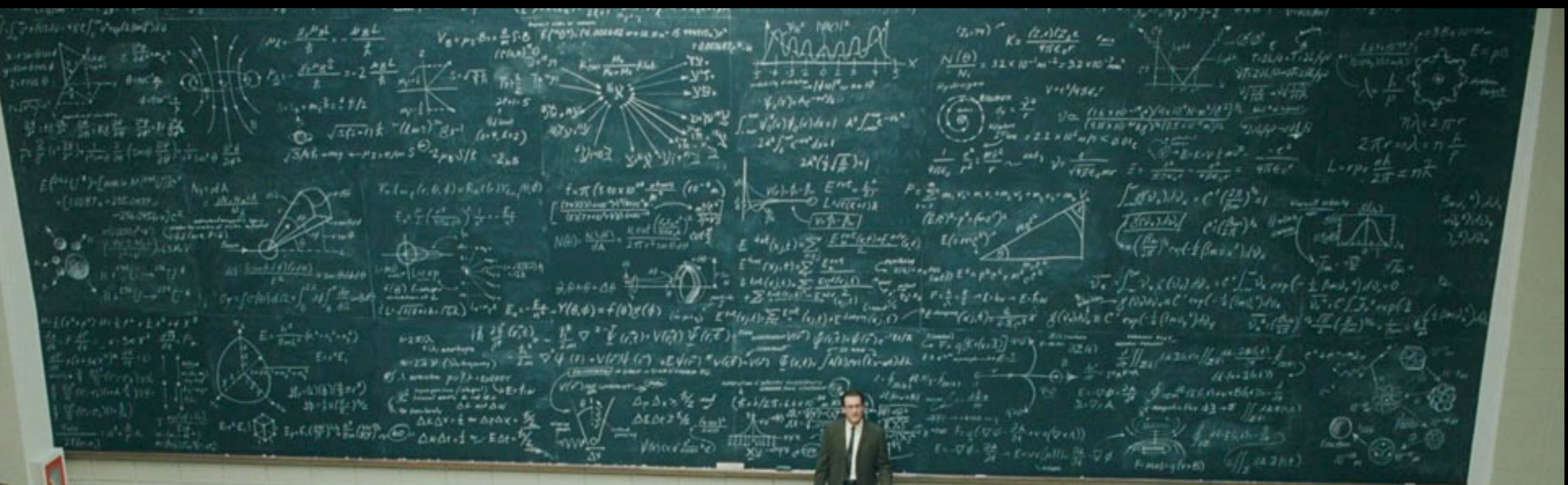
90

Residents/Acre

6

74

Jobs/Acre



Scary Math

How do you compare cars?



Ford F150 Lariat LTD
648 miles per tank



Toyota Prius
571 miles per tank



1955 BMW Isetta
245 miles per tank



Rolls-Royce Phantom Drophead
380 miles per tank



Bugatti Veyron SS
390 miles per tank

How do you compare cars?



Ford F150 Lariat LTD
648 miles per tank



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How do you compare cars?



Ford F150 Lariat LTD
13/18 mpg



Toyota Prius
51/48 mpg



1955 BMW Isetta
50/70 mpg



Rolls-Royce Phantom Drophead
11/18 mpg



Bugatti Veyron SS
8/14 mpg

How do you compare cars?



Ford F150 Lariat LTD
13/18 mpg



Toyota Prius
51/48 mpg



1955 BMW Isetta
50/70 mpg

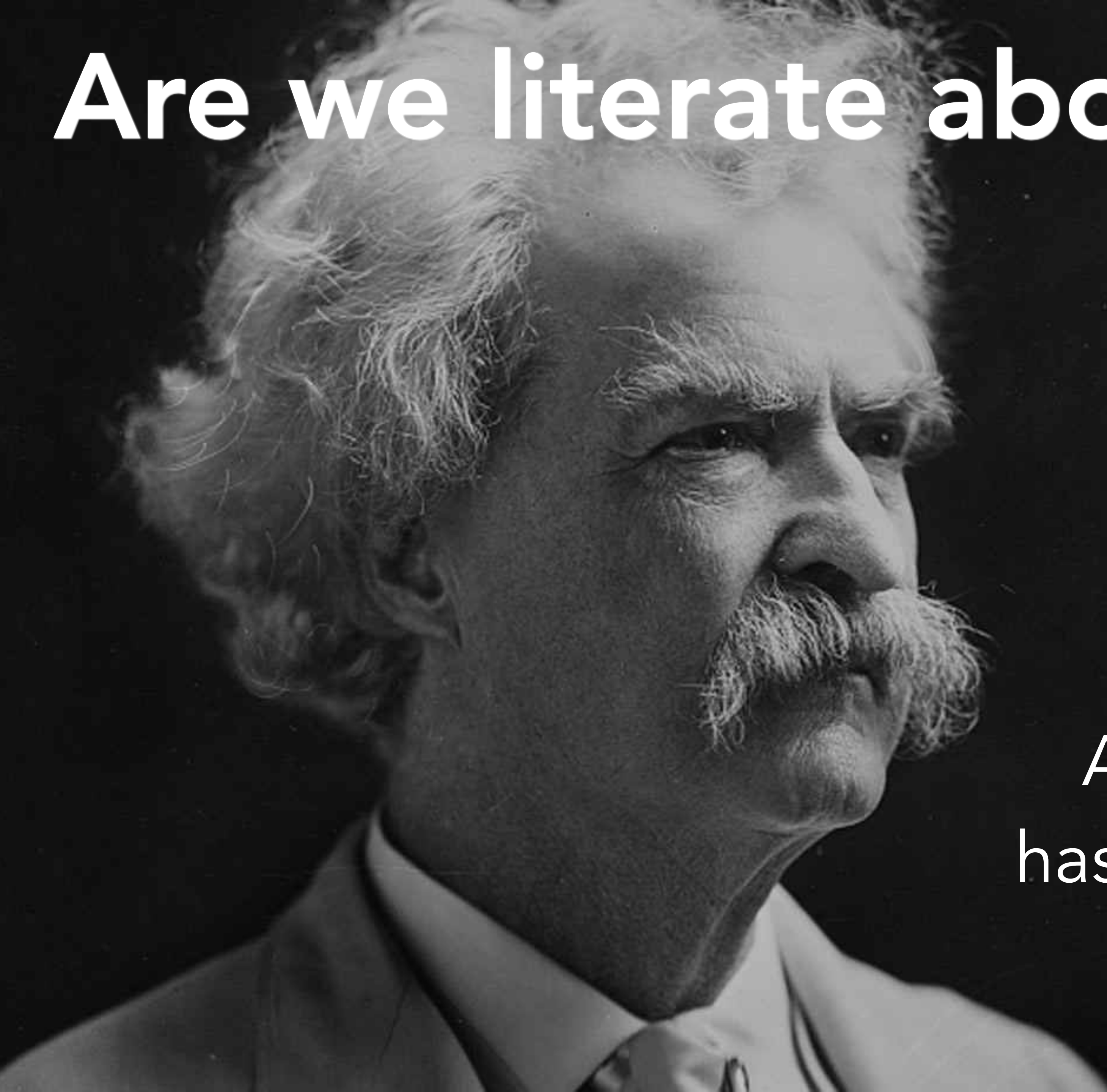


Rolls-Royce Phantom Drophead
11/18 mpg



Bugatti Veyron SS
8/14 mpg

Are we literate about tax policy?



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

Mark Twain

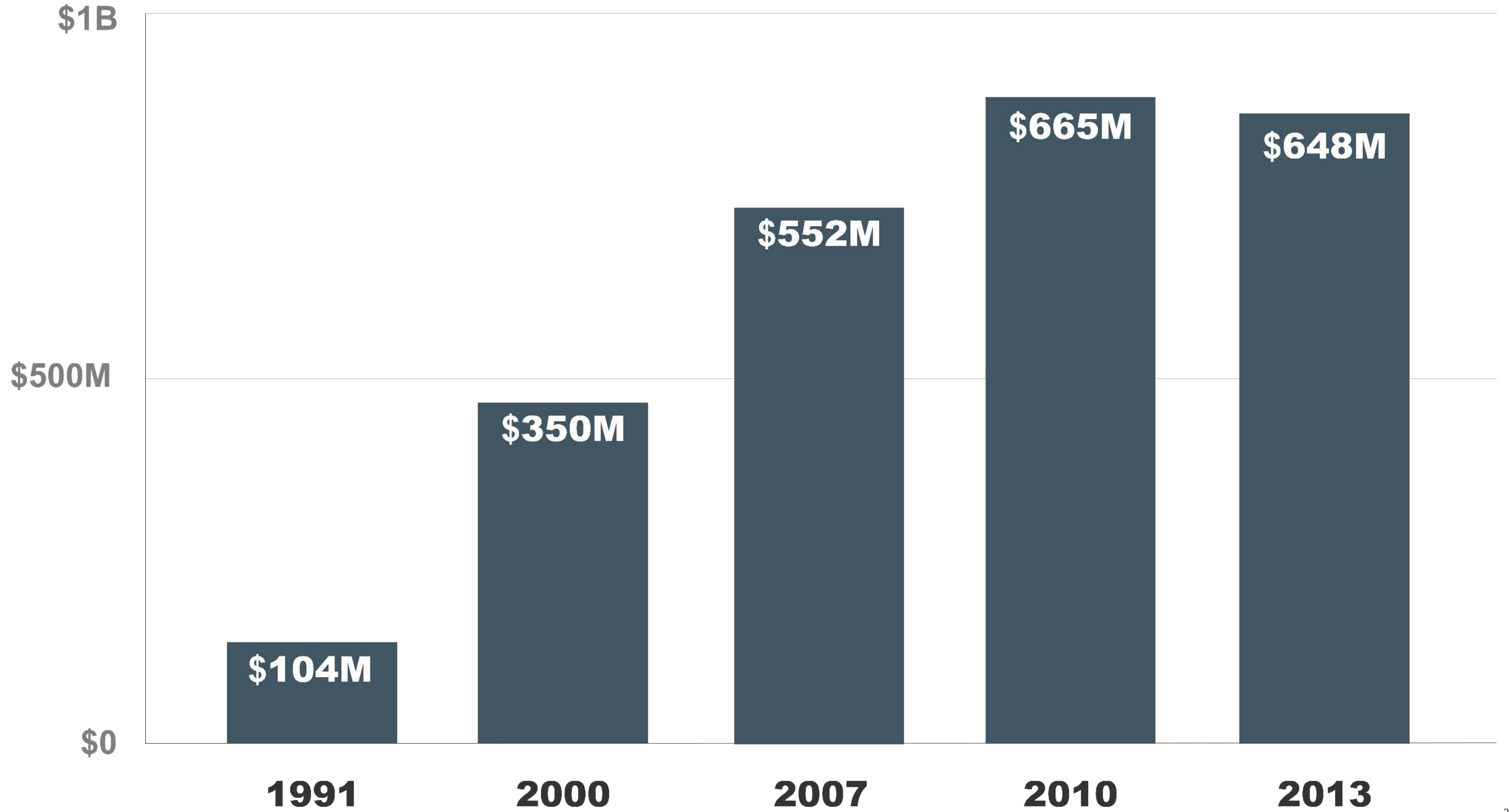
Question:

**But why does tax policy
matter?**

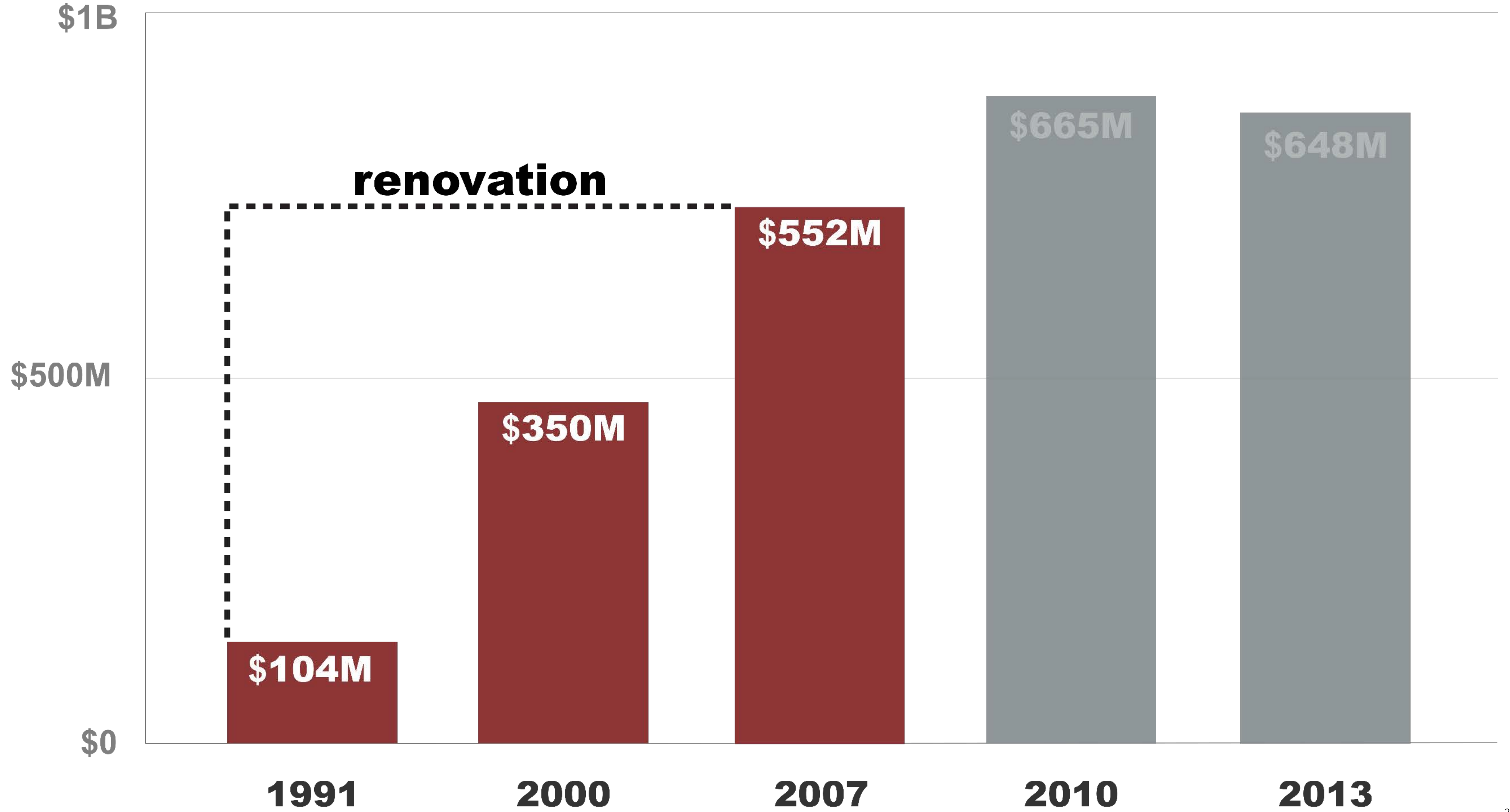
Question:

... taxes pay for stuff.

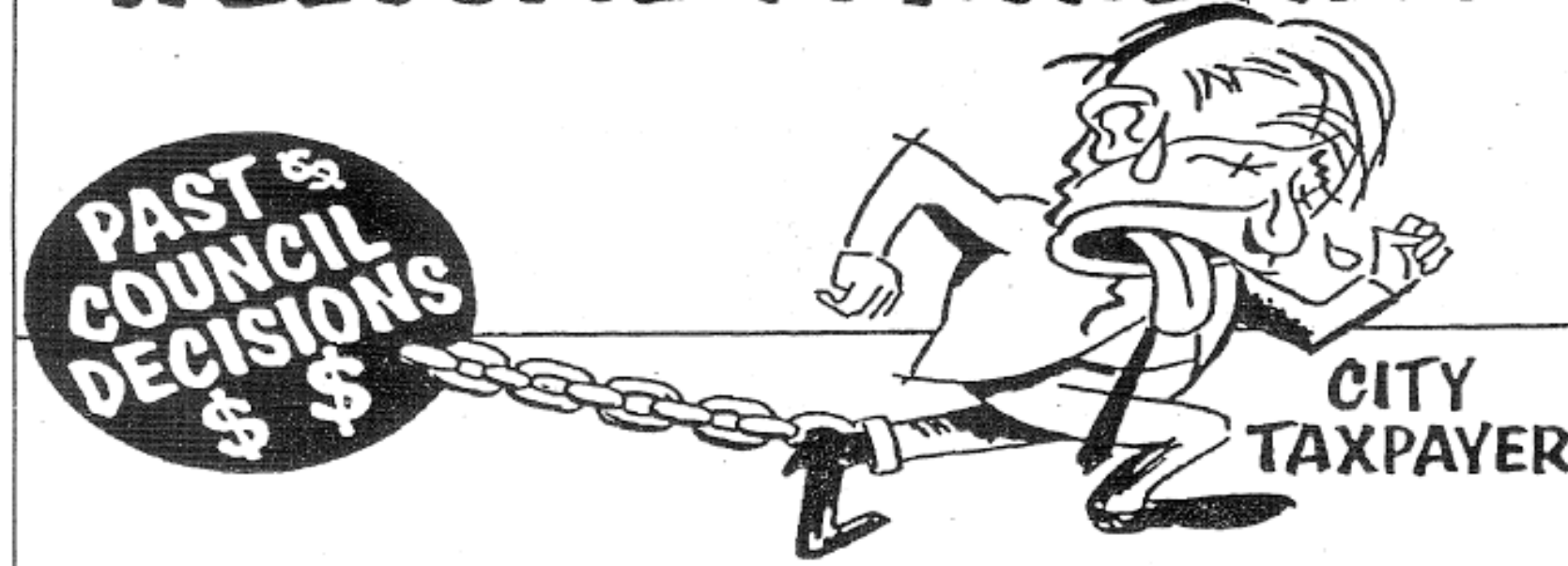
Asheville Downtown Taxable Value



Asheville Downtown Taxable Value



WELCOME TO ASHEVILLE



THE BURDENS OF POOR DECISIONS ARE BECOMING UNBEARABLE!

■ Parking Garages	4.5 Million & Climbing
■ Pack Square Projects	10.0 Million & Climbing
■ Wall Street Project	1.8 Million & Standing Empty
■ New Garage for Garbage Trucks	5 Million Plus
■ City Hall Beautification Project	4.8 Million
	<hr/> 26.1 Million & Climbing

In 1990 Asheville City taxes were raised over
2 Million Dollars
 to help pay for these projects for
Downtown Dignitaries.

These are just a few of the failed policy decisions supported by the Old Council. The taxpayers can no longer afford the policies of the 80's.

Here are your choices on November 5TH
You May Vote For Six

- | | |
|------------------------------------|------------------------------------|
| ■ Gene Ellison - 2 year Incumbent | ■ Bill Moore - 2 year Incumbent |
| ■ Chris Peterson - Fresh New Ideas | ■ Carr Swicegood - Fresh New Ideas |
| ■ Charles Worley - Fresh New Ideas | ■ Barbara Field - Fresh New Ideas |
| Norma Price - 14 years Incumbent | |

SHOW YOUR SUPPORT FOR A NEW CITY COUNCIL.
 DISPLAY THIS POSTER IN YOUR CAR, YOUR WINDOW, OR YOUR YARD.

PAID FOR BY: CITIZENS, FOR A NEW CITY GOVERNMENT, DOROTHY F. WORLEY, TREASURER



BLUEPRINT OF CITY HALL

THE INCUMBENTS: WHY SHOULD WE VOTE AGAINST THEM?

The decade of the 80's was controlled by the incumbents
 Bratton, Frank, Price, and Michalove.

During their tenure, we have witnessed the following:

1. Personal income has decreased.
2. Property taxes are at an all time high. In 1990 these four council members voted for a 16% increase in personal property taxes.
3. In 1981 water was at the top of their list of priorities. In 1991 water remains at the top of their list.
4. Increased crime rate. Inadequate police protection due to massive annexation during the past 10 years.
5. Downtown development for bureaucrats instead of water, sewer, and streets for our citizens.
6. Fewer jobs for our residents. We have lost good sound industries such as Burlington, Sayles, Kellwood, Girmes and Stencil, not to mention 3000 jobs at Enka.
7. Enormous waste of city tax dollar and manpower within the fire department (i.e.: fire trucks being routed to fender benders, etc.).
8. Downtown parking fiasco. Millions of dollars wasted on unused parking decks.
9. Turmoil in the City School System. The only voice city residents have is through our vote for Asheville City Council.
10. Community favoritism. Certain communities have been ignored far too long while others have been given the royal treatment. This cannot be tolerated. All city areas are entitled to all city services.



VOTE OUT THE POLICY MAKERS OF THE 80'S.

THEY'VE BEEN IN CHARGE TOO LONG!

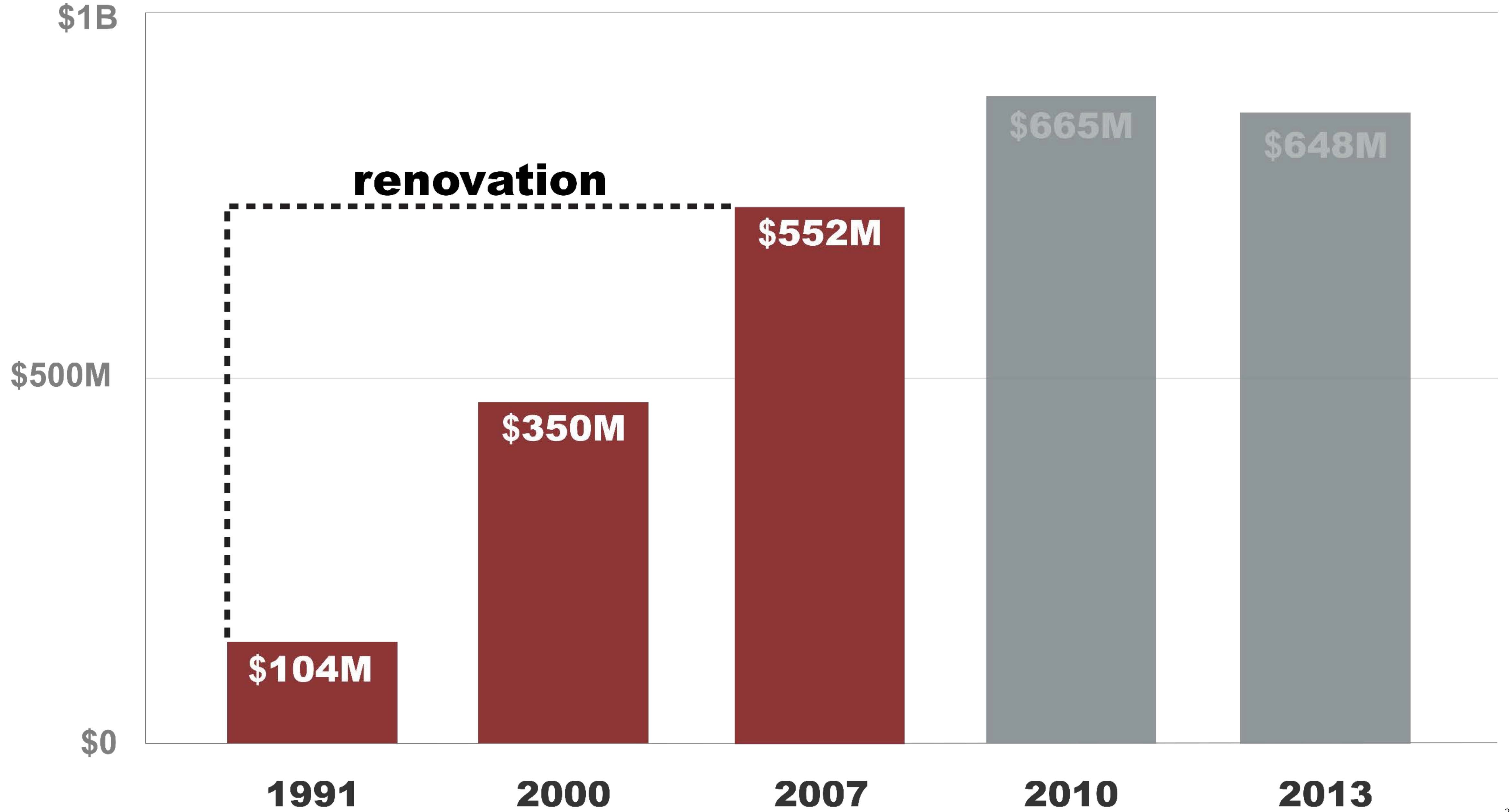


PAID FOR BY THE CITIZENS TO ELECT A NEW CITY GOVERNMENT

Asheville's de facto motto was:

“That will never work here - don't even try.”

Asheville Downtown Taxable Value



**DON'T TRUST THIS GROUP
OF *LYING POLITICIANS!***

**THE GREAT RIVER GRAB HAS BEGUN!
DON'T BE FOOLED BY THESE *CHARLETANS!***

**THIS CORRUPT
GROUP NEEDS TO
RESIGN ALONG
WITH THEIR
AARRC RIVER
COMMITTEE**

**HELP US FIGHT!
AshevilleRiverGate.com**

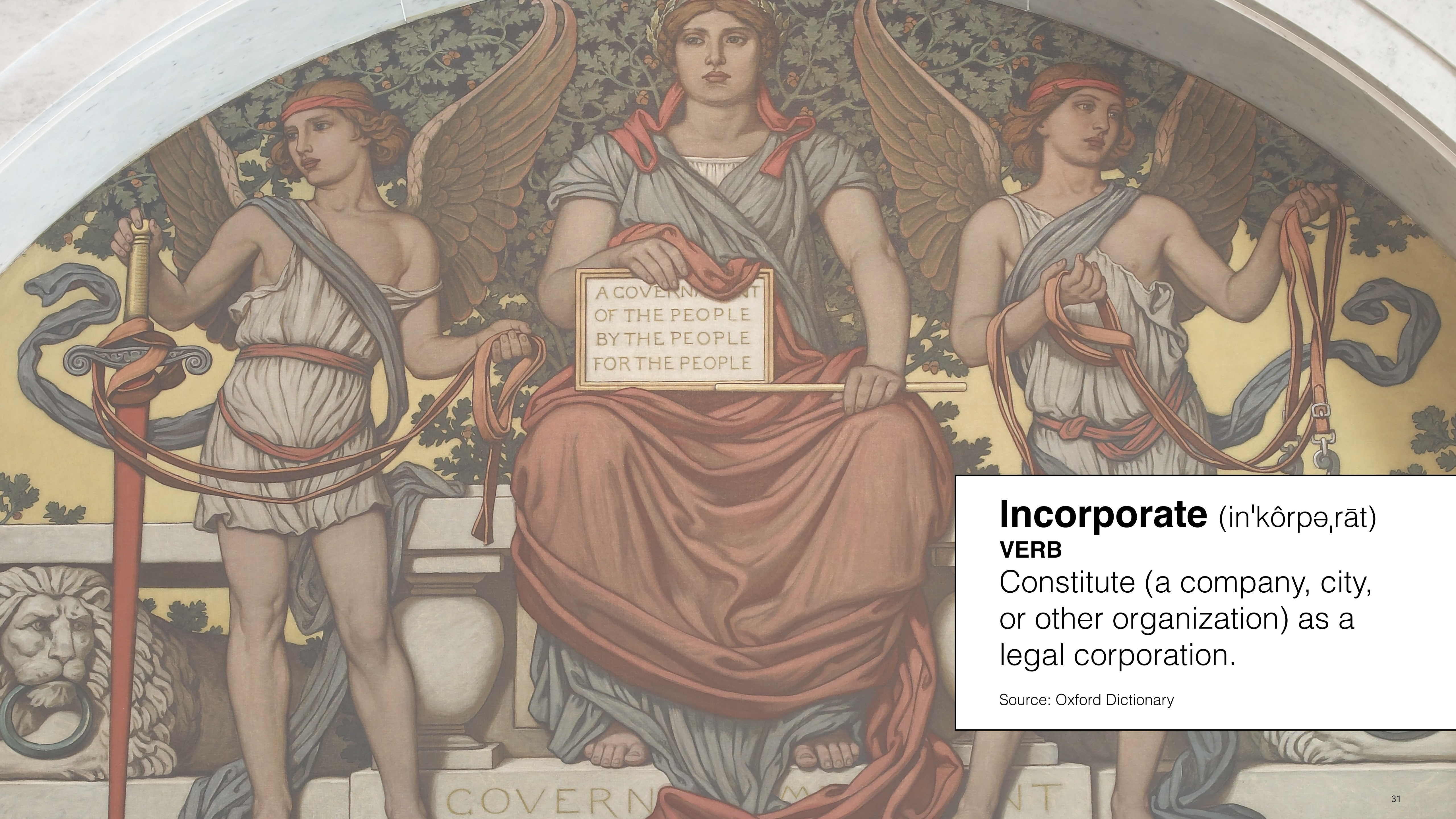




What is a City?



What is a City?



Incorporate (in'kôrpə,rāt)

VERB

Constitute (a company, city, or other organization) as a legal corporation.

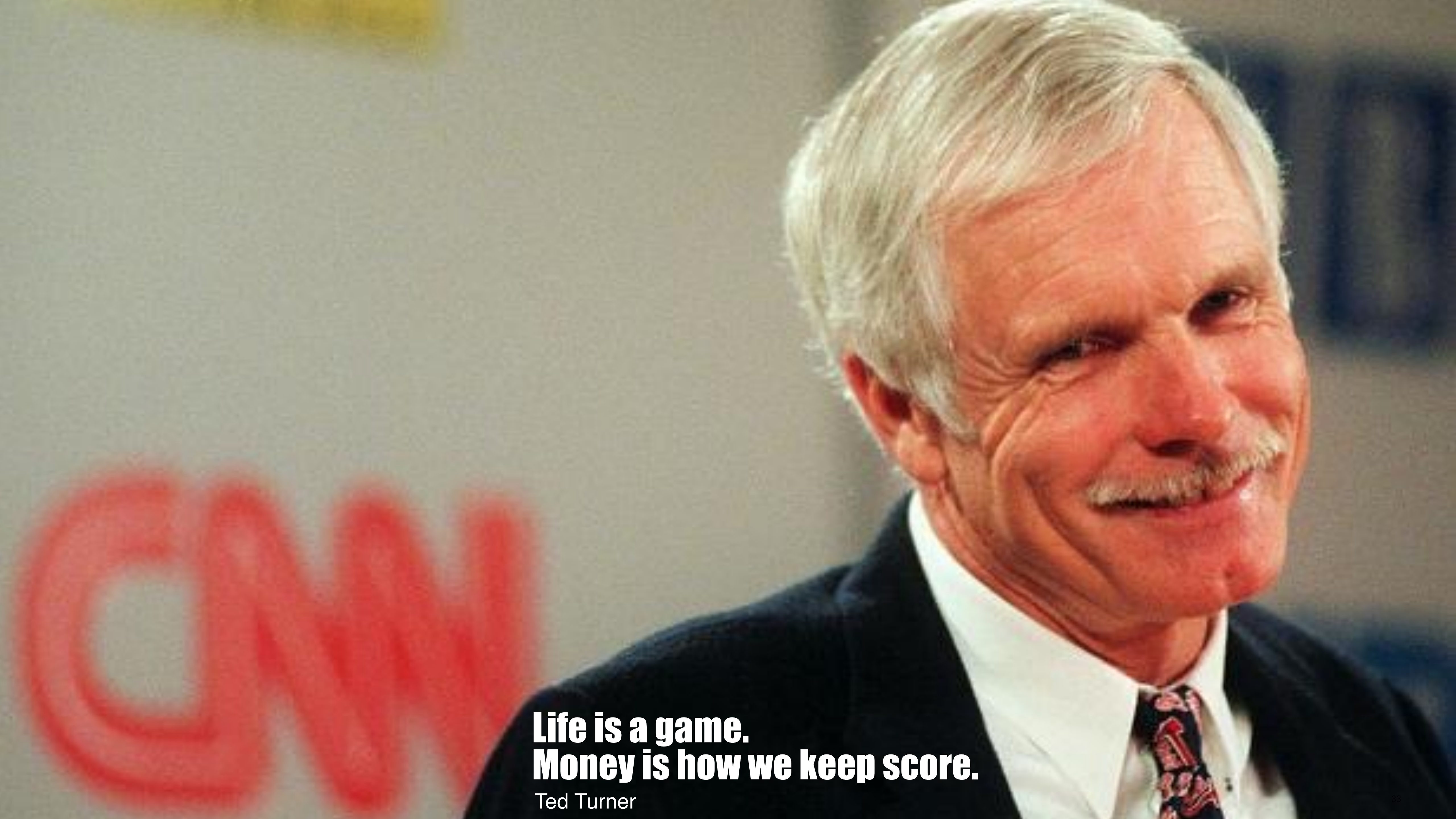
Source: Oxford Dictionary

A photograph of Joe Biden and Stephen Colbert on the set of the Late Show. Joe Biden is seated on the left, wearing a dark suit and a blue and white striped tie. Stephen Colbert is seated on the right, wearing a dark suit and glasses. They are both looking towards each other. The background is a cityscape at night with lights reflecting on water. A blue mug with the 'Late Show' logo is on the table in front of them.

“The United States
is the largest
corporation
in the world.”

Joe Biden

United States Vice President
Late Show: 12/6/2016



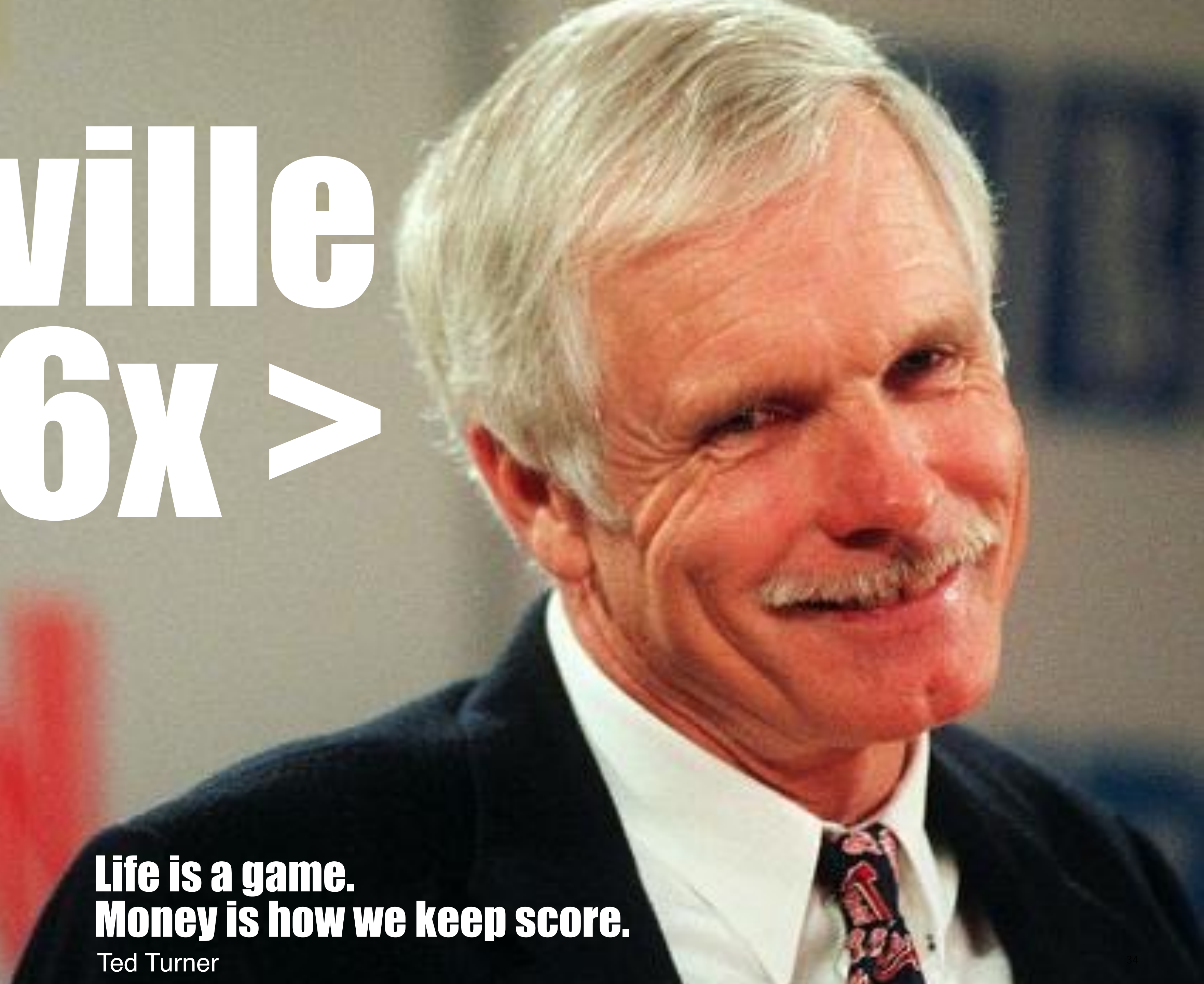
**Life is a game.
Money is how we keep score.**

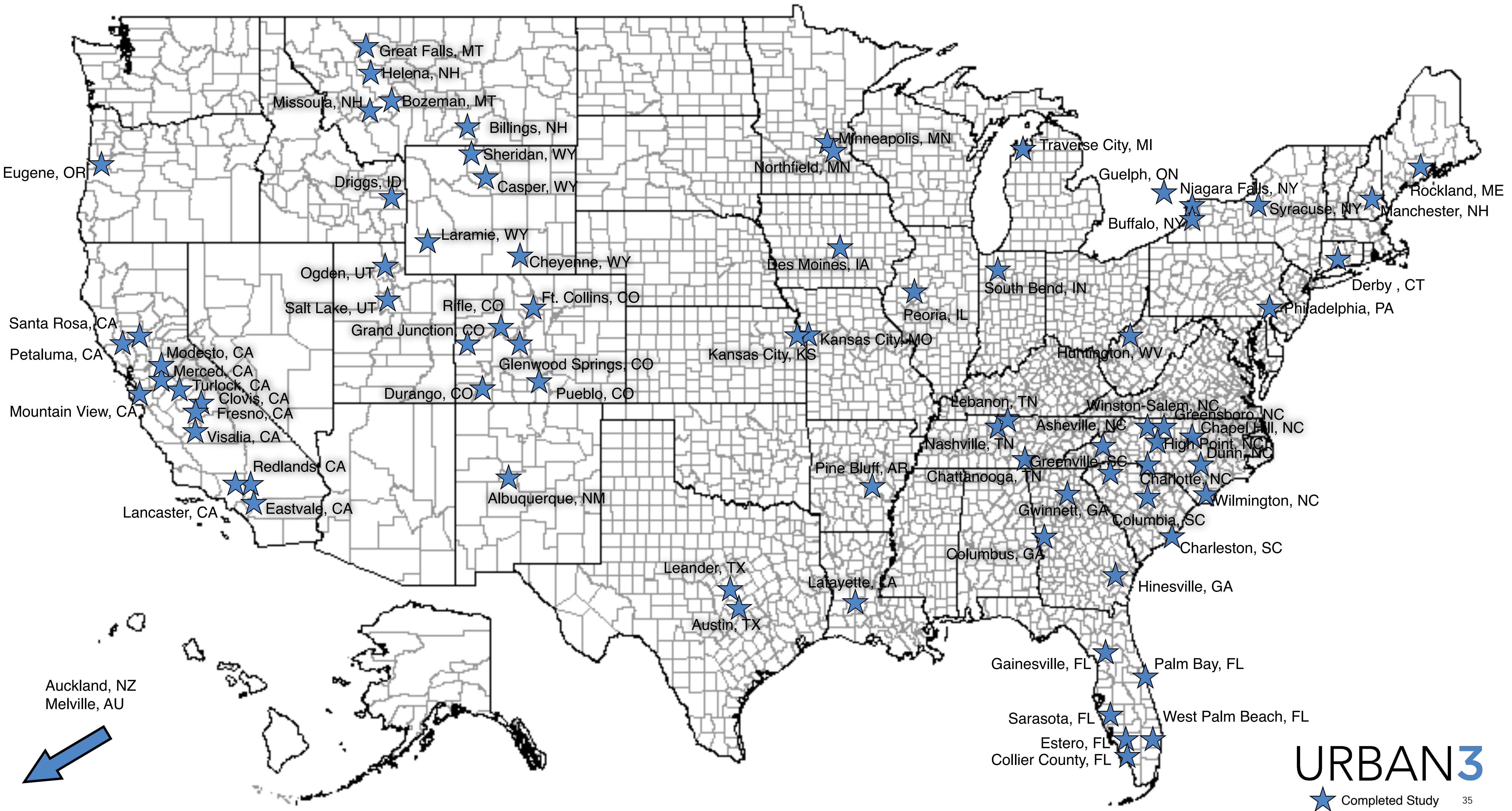
Ted Turner

**Asheville
is 6x >**

**Life is a game.
Money is how we keep score.**

Ted Turner

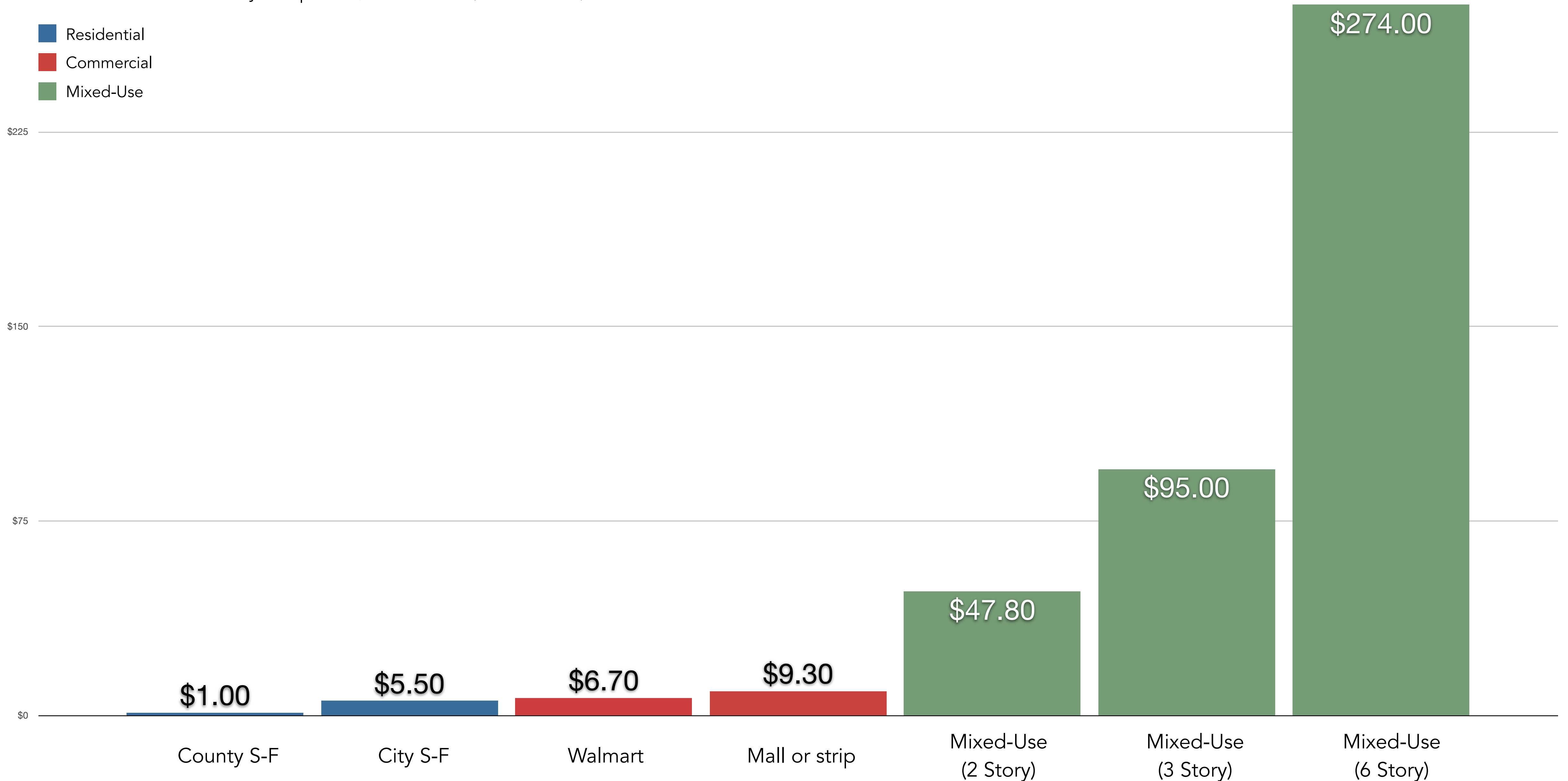




County Property Taxes/Acre

Ratio Difference of 60 City Sample Set, in 21 States (+ a Province)

- Residential
- Commercial
- Mixed-Use



International Association of Assessing Officers

80th International Conference

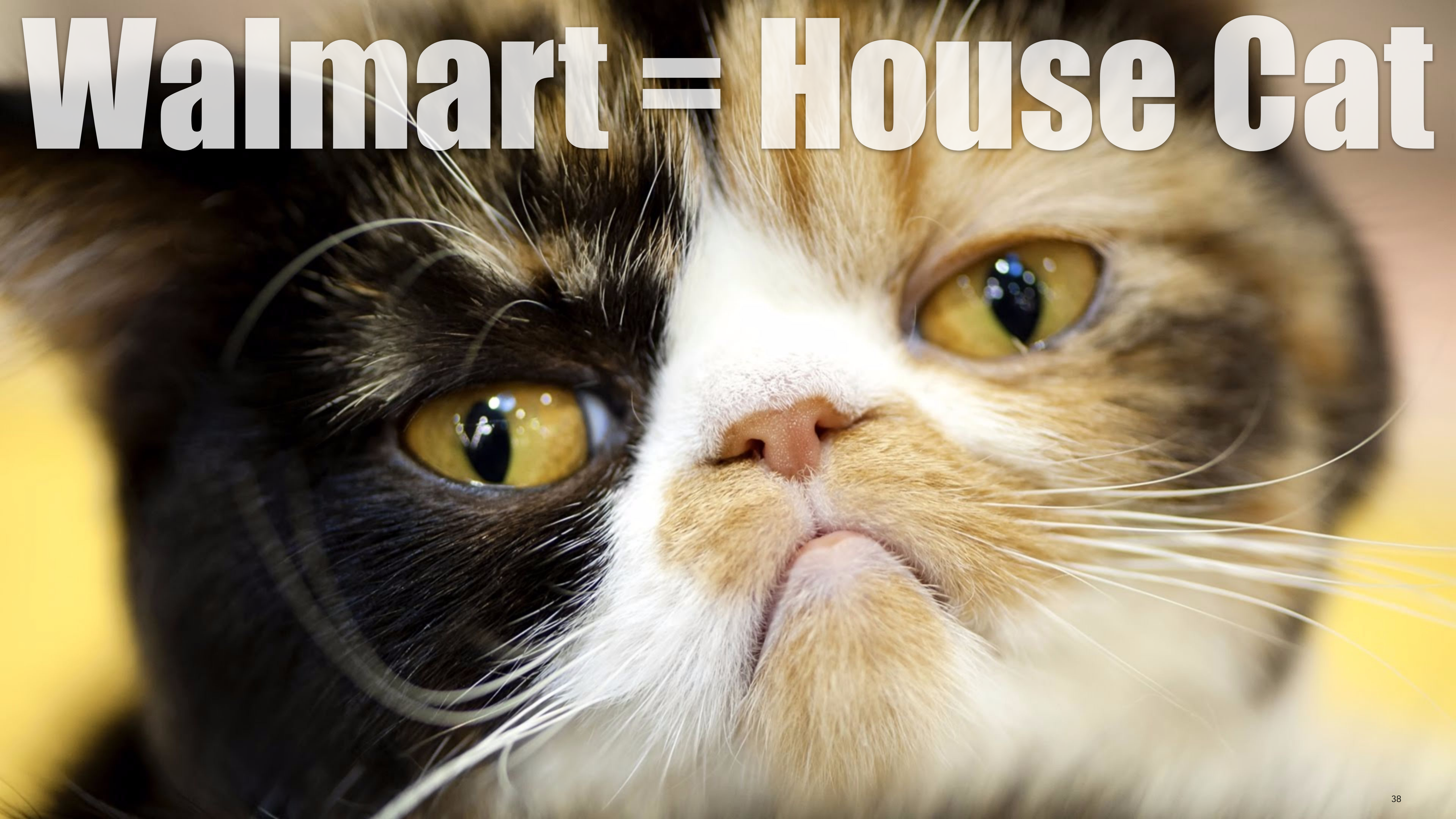
Sacramento, CA

August 26, 2014



Charles Terrell, CMI
Director of Property Tax



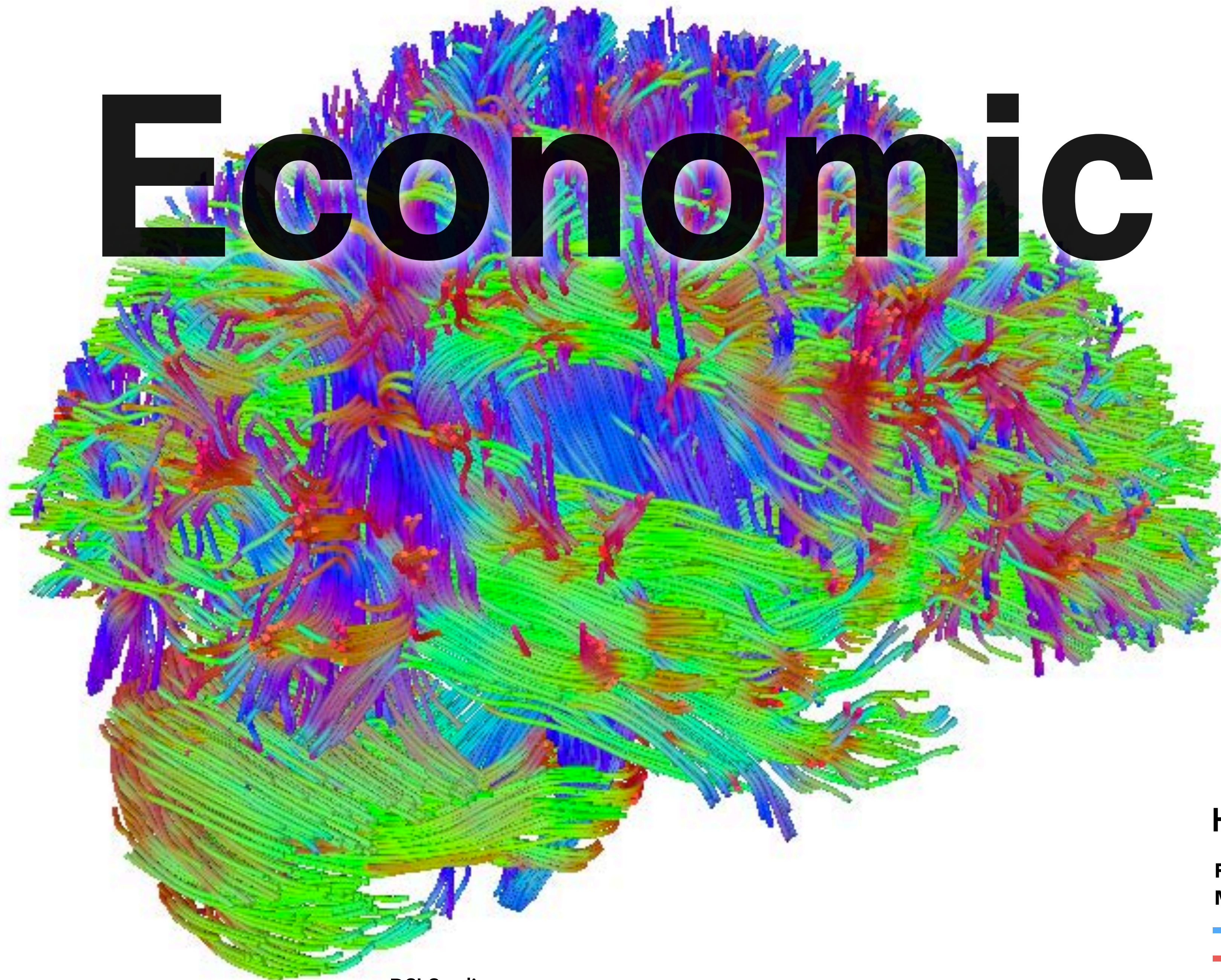


Walmart = House Cat

Question:

**But why don't people
see that?**



Economic MRI™



DSI Studio

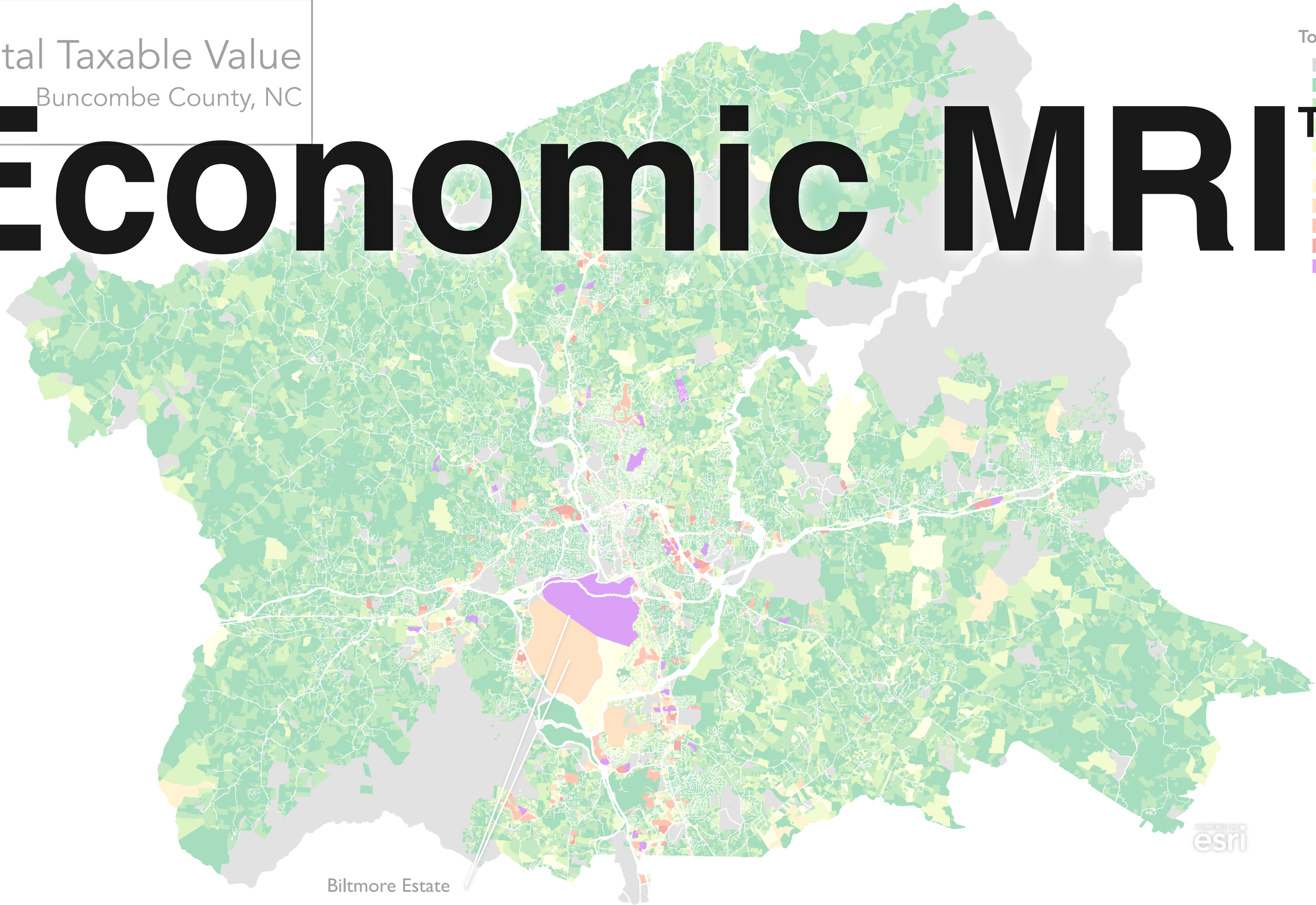
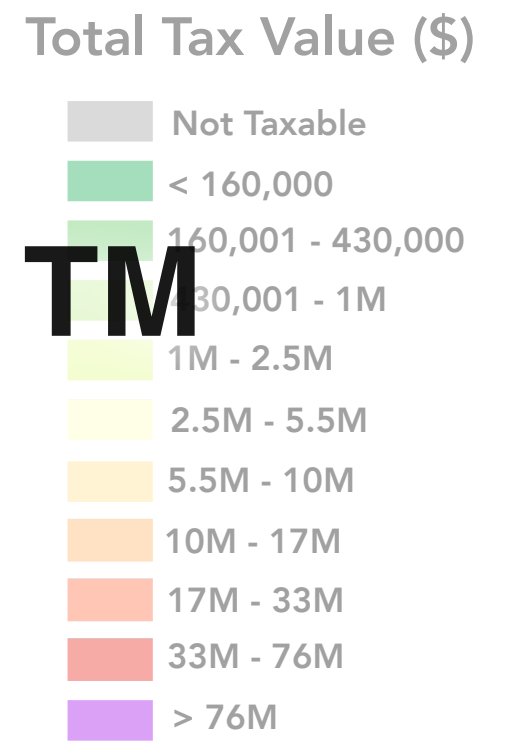
Human Connectome Project

Fiber architecture of the brain.
Measured from diffusion spectral imaging (DSI).

-  up-down
-  left-right
-  anterior-posterior

Total Taxable Value
Buncombe County, NC

Economic MRI™



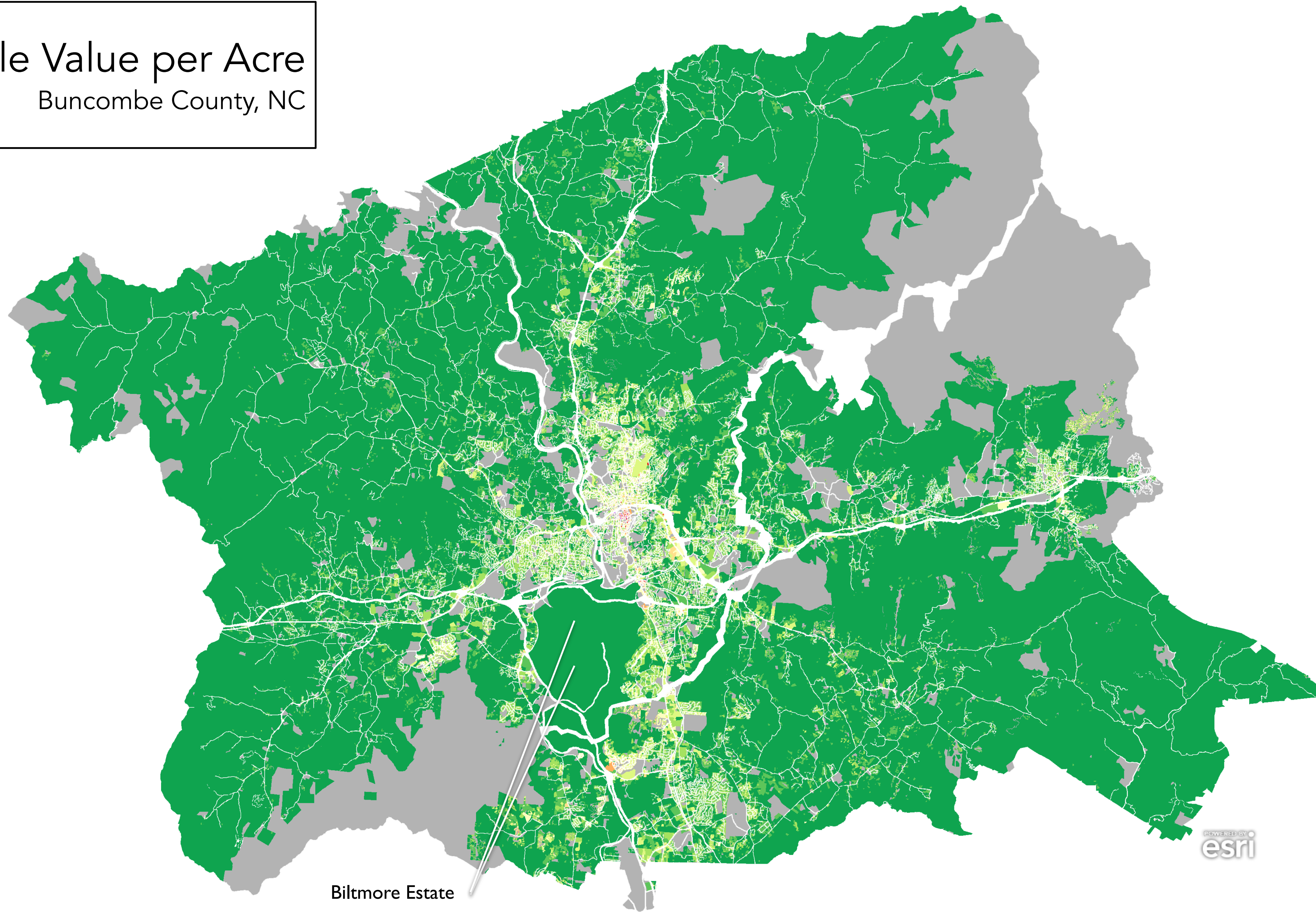
Biltmore Estate

Taxable Value per Acre

Buncombe County, NC

Value Per Acre (\$)

- Not Taxable
- < 170,000
- 170,001 - 420,000
- 420,001 - 760,000
- 760,001 - 1.2M
- 1.2M - 2M
- 2M - 3.5M
- 3.5M - 6.2M
- 6.2M - 12M
- 12M - 20M
- > 20M



Biltmore Estate

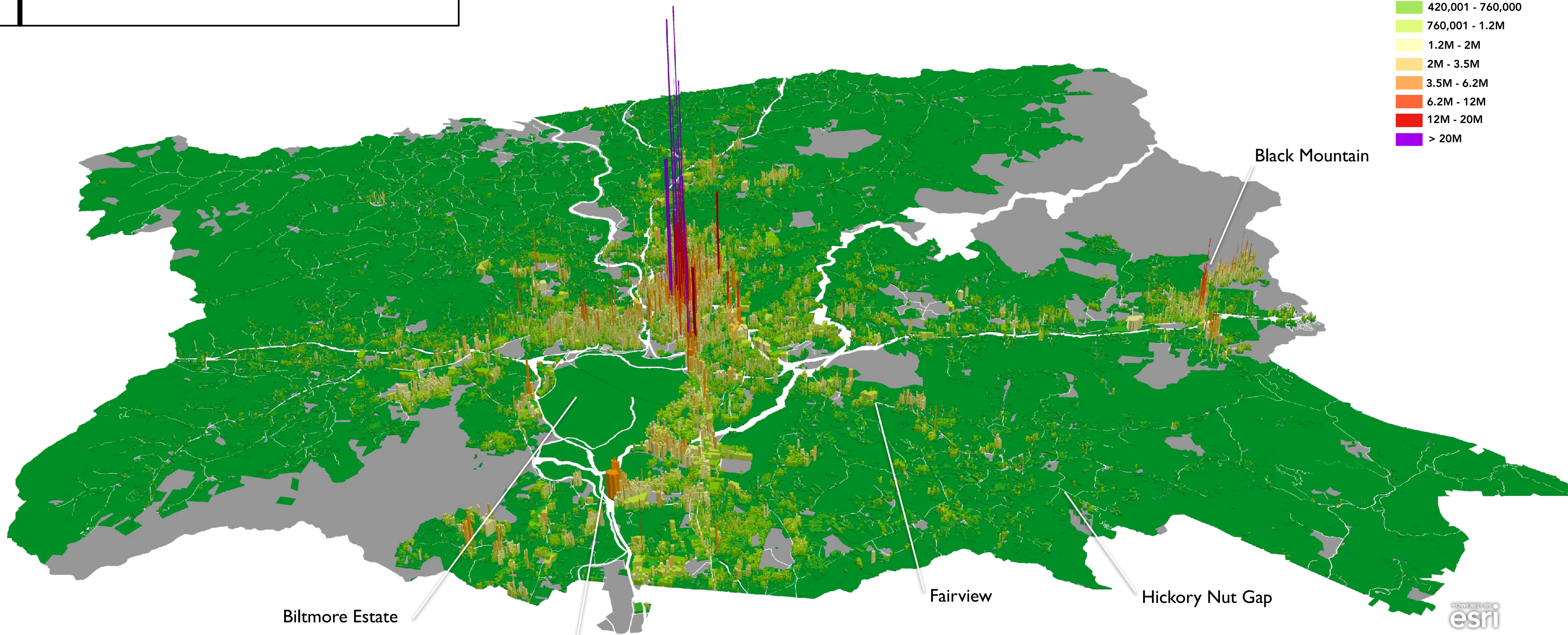


Taxable Value per Acre

Buncombe County, NC

Value Per Acre (\$)

- Not Taxable
- < 170,000
- 170,001 - 420,000
- 420,001 - 760,000
- 760,001 - 1.2M
- 1.2M - 2M
- 2M - 3.5M
- 3.5M - 6.2M
- 6.2M - 12M
- 12M - 20M
- > 20M



show . don't tell .



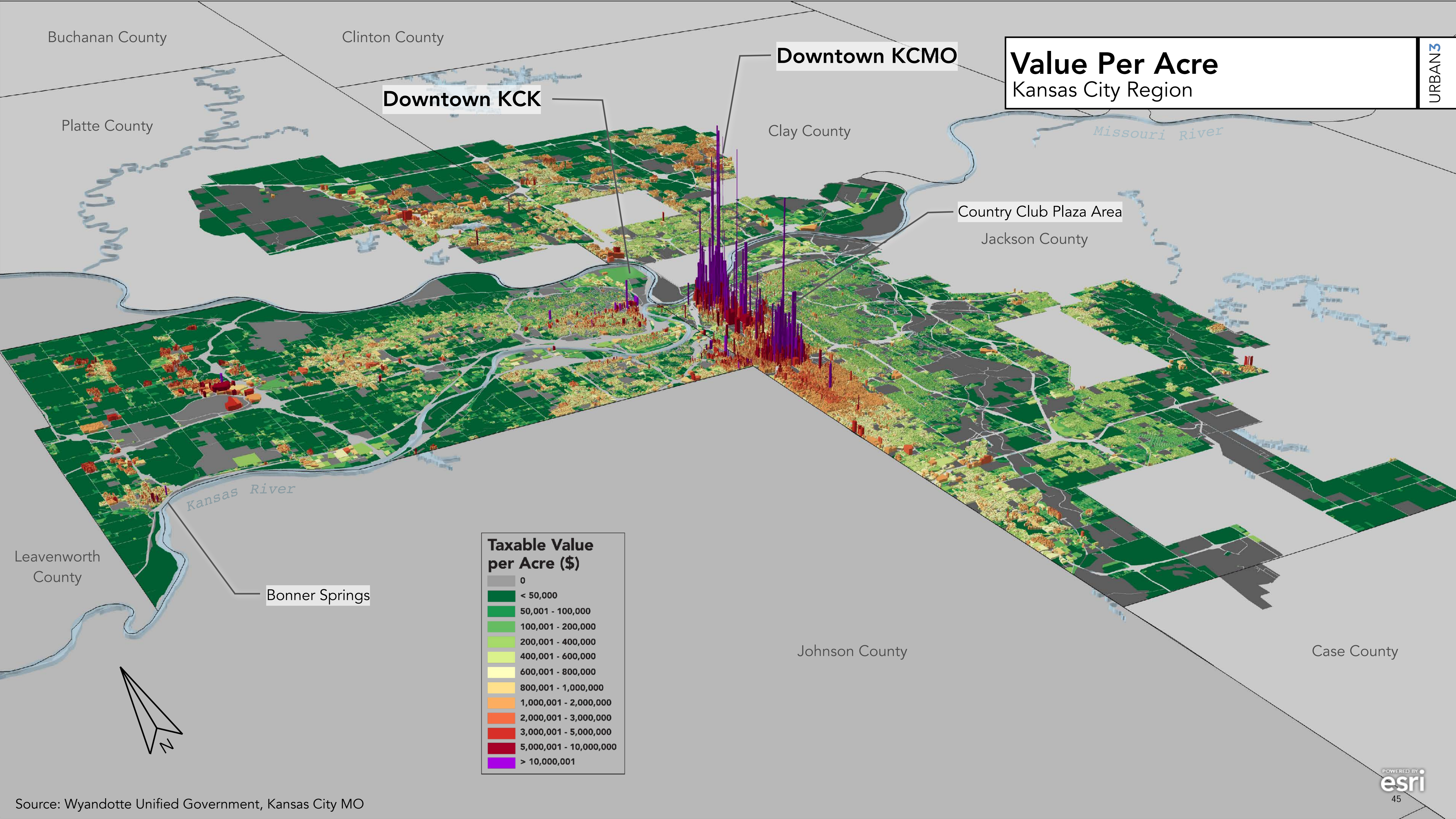
Question:

**But that's NC,
is different!**

(insert your state name)

Value Per Acre

Kansas City Region



Downtown KCK

Downtown KCMO

Country Club Plaza Area

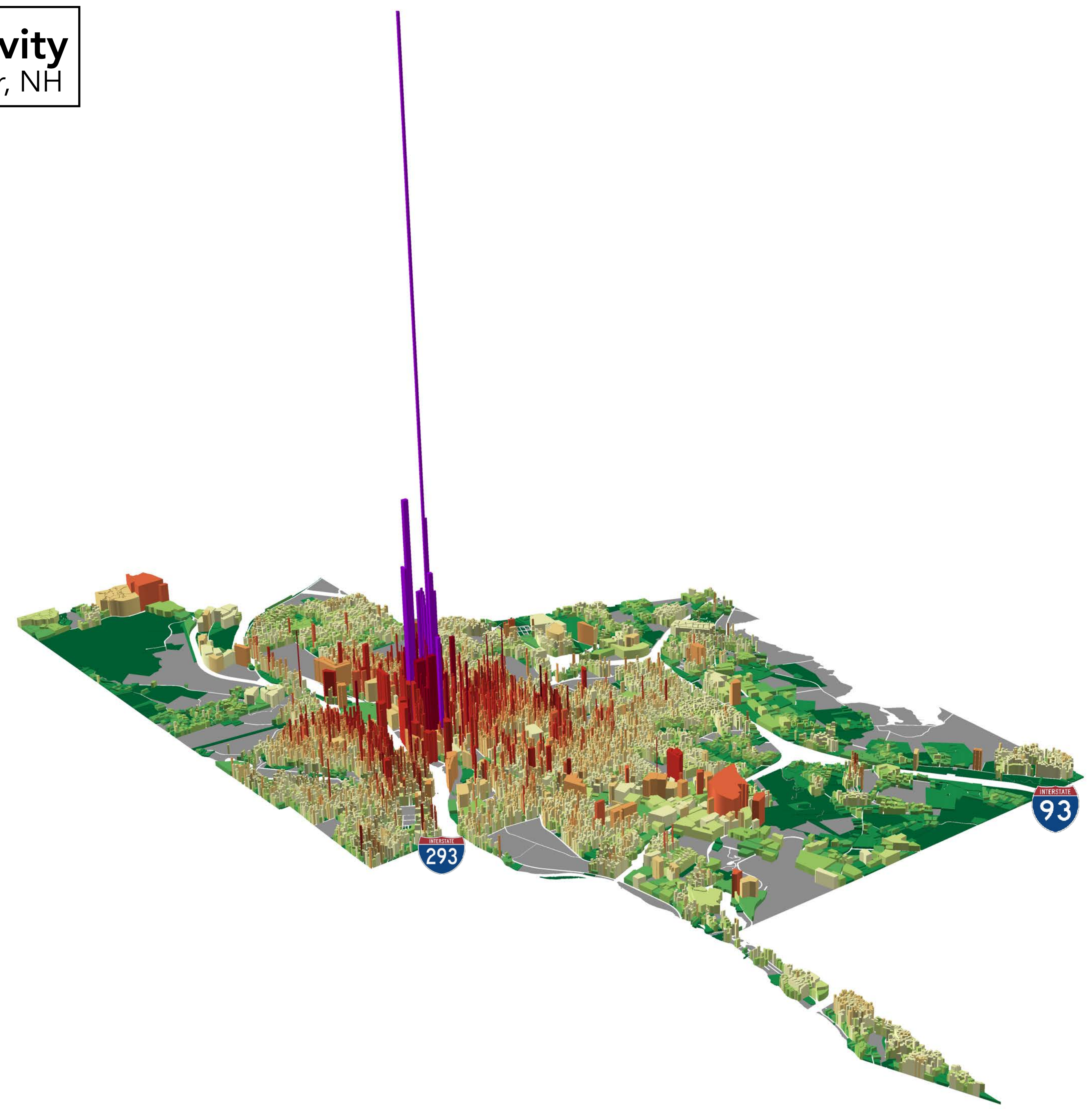
Bonner Springs

Taxable Value per Acre (\$)	
0	0
< 50,000	< 50,000
50,001 - 100,000	50,001 - 100,000
100,001 - 200,000	100,001 - 200,000
200,001 - 400,000	200,001 - 400,000
400,001 - 600,000	400,001 - 600,000
600,001 - 800,000	600,001 - 800,000
800,001 - 1,000,000	800,001 - 1,000,000
1,000,001 - 2,000,000	1,000,001 - 2,000,000
2,000,001 - 3,000,000	2,000,001 - 3,000,000
3,000,001 - 5,000,000	3,000,001 - 5,000,000
5,000,001 - 10,000,000	5,000,001 - 10,000,000
> 10,000,001	> 10,000,001

Value Productivity

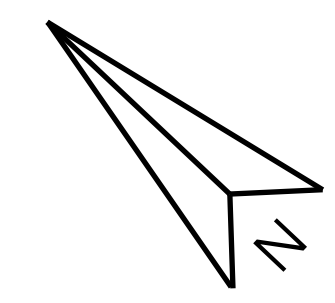
Downtown Manchester, NH

2019



Taxable Value per Acre (\$)

0
< 50,000
50,001 - 250,000
250,001 - 500,000
500,001 - 750,000
750,001 - 1,000,000
1,000,001 - 1,500,000
1,500,001 - 2,000,000
2,000,001 - 2,500,000
2,500,001 - 3,000,000
3,000,001 - 6,000,000
6,000,001 - 10,000,000
> 10,000,001

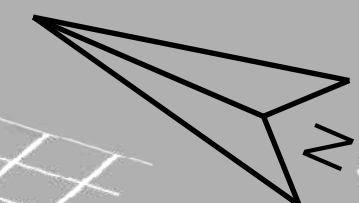
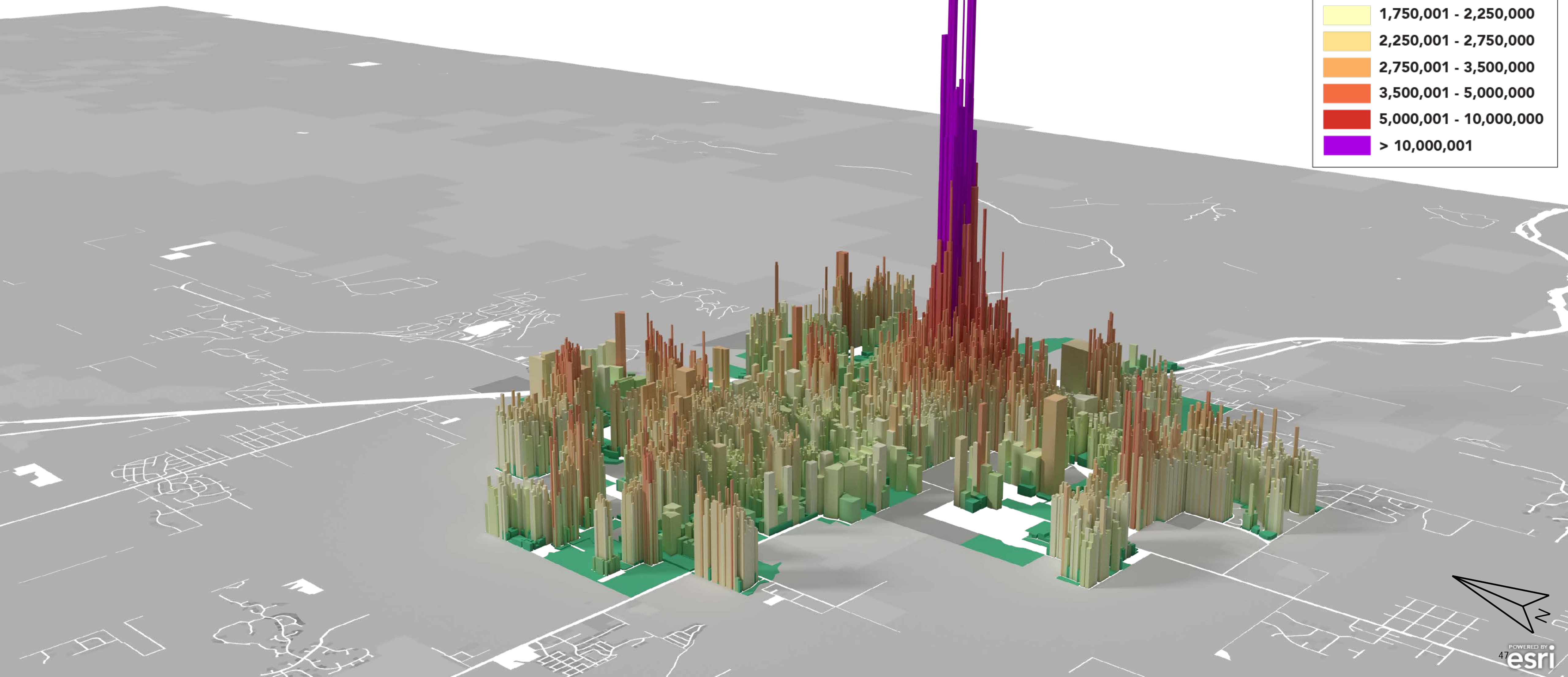
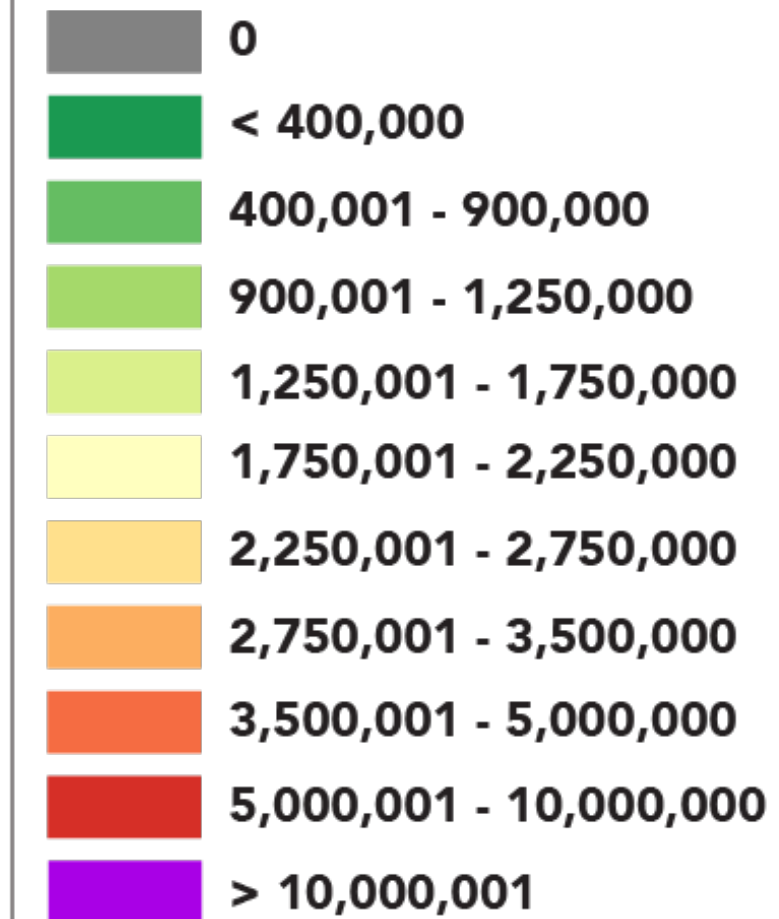


Value Per Acre

Bozeman, MT

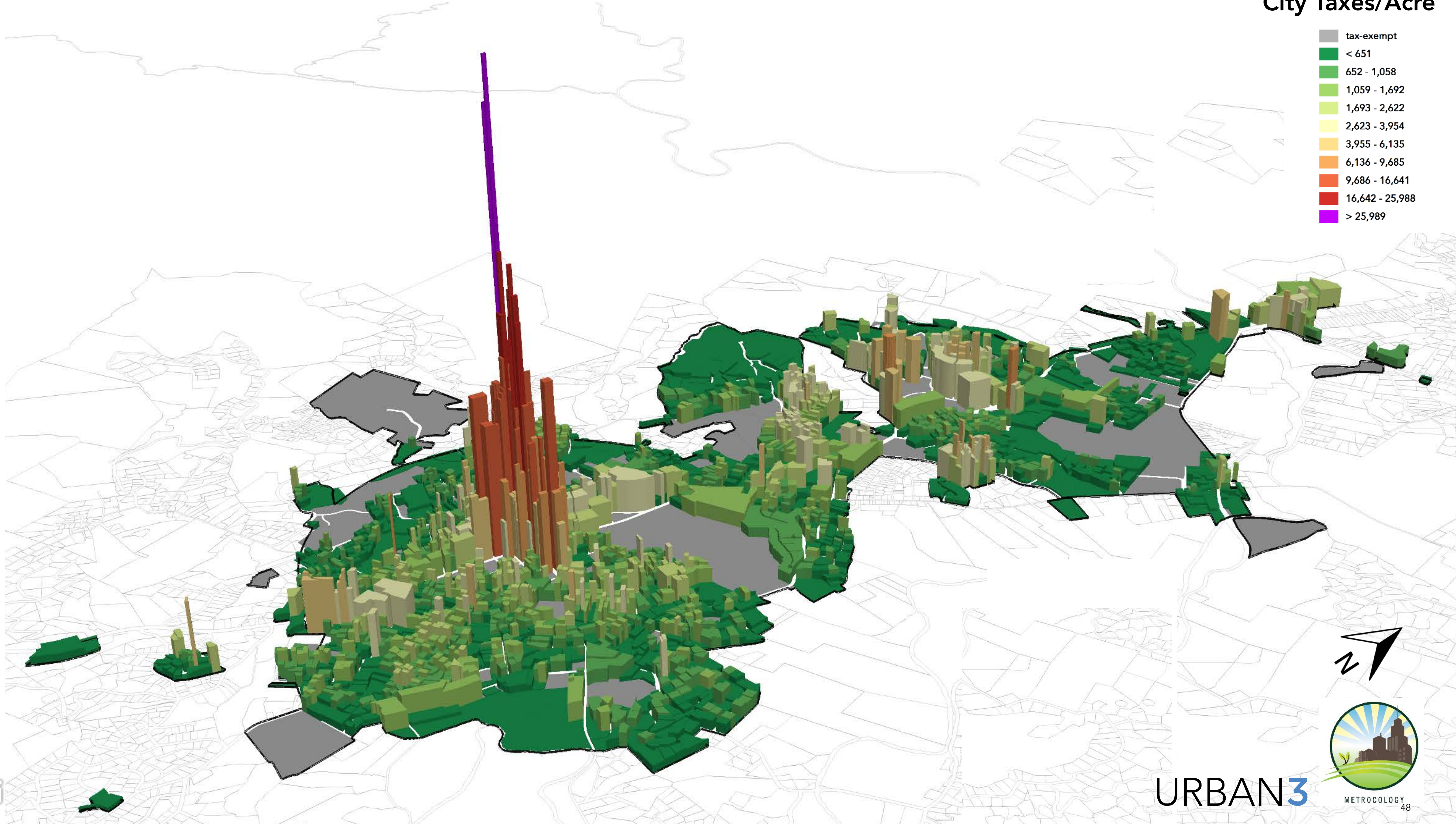
2018

Tax Value Per Acre (\$)



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

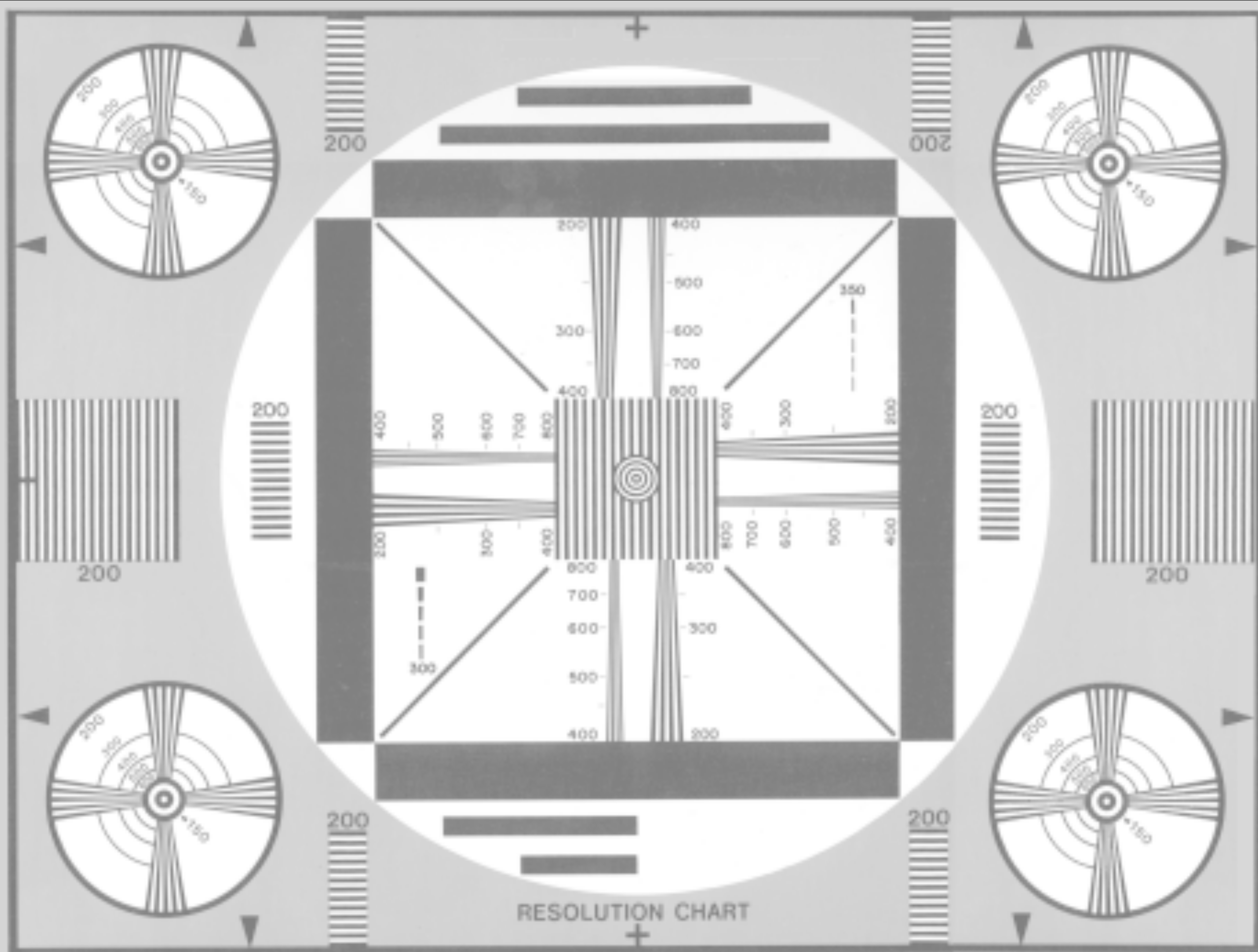


URBAN3

METROCOLOGY 48

Question:

Are we asking the right questions?



RESOLUTION CHART



Pictures

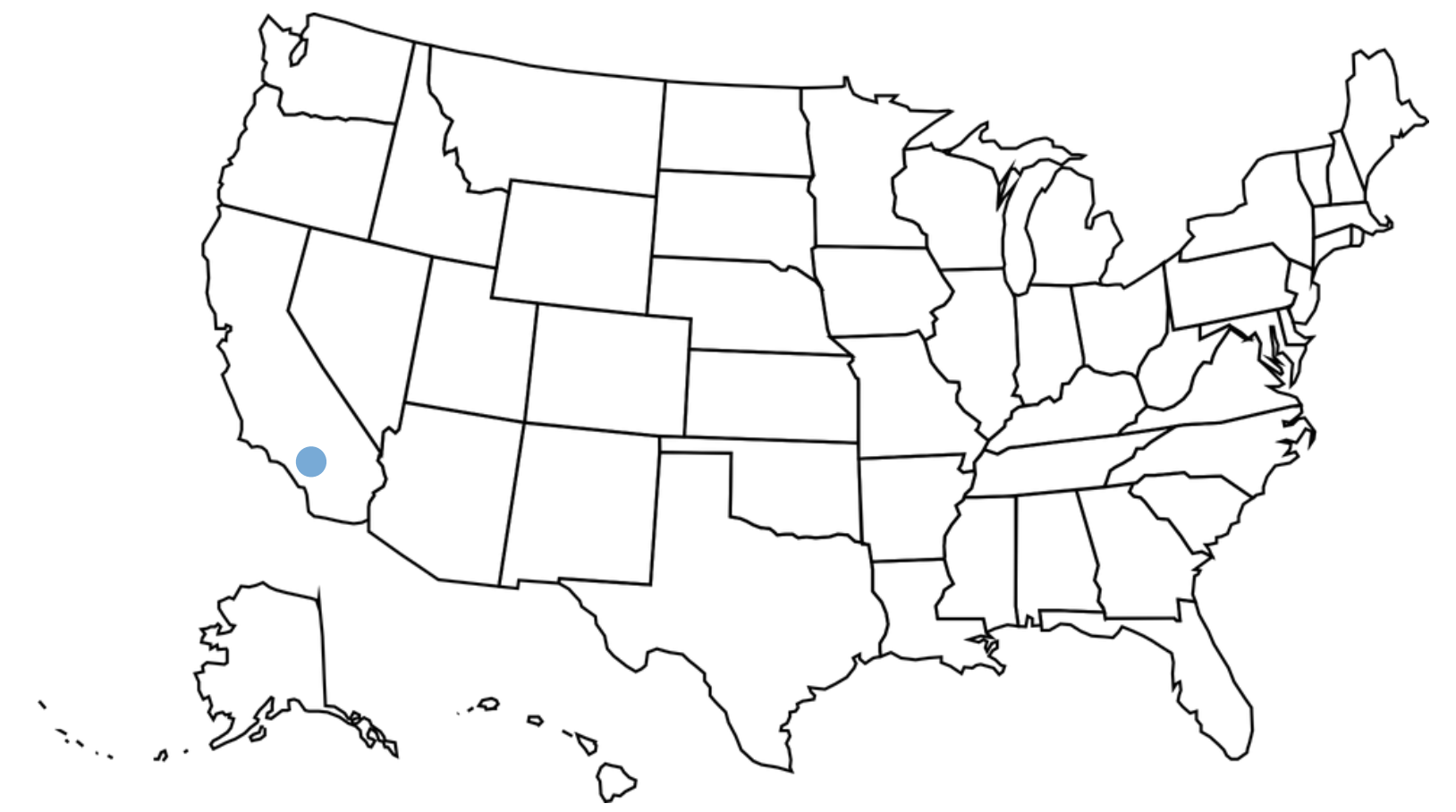
"Inside Shapes"

Melissa

Methodology:

Geospatial economic principles and analytic approach

1. Diagnose land-use economics with an apples to apples metric.
2. Understand the municipal standards of practice which create the results.
3. Consider geospatially relevant land-use, with data-driven analysis.
4. Visualize/articulate economic impacts/subsidies as a choice architecture.
5. Incrementally adapt policies and allow for feedback cycles.



Case Study: Economic MRI®
2021

Montebello, CA

California Property Taxes

FOR

DUMMIES

A Reference for
North Carolinians!



North Carolina Property Taxes FOR DUMMIES

Market Value \times Taxable Value % = Taxable Value

Tax Rate % \times Tax Bill

This is how NC's system works.



URBAN3

California Property Taxes

FOR DUMMIES



Tax Rate = 1% limit and Ad Valorem special assessment rates (per \$1000)

This is Prop 13 + a bunch of others!

Homestead and Other Exemptions

$$\text{Taxable Value} - \text{Homestead and Other Exemptions} = \text{Net Taxable Value}$$

Tax rate (per \$1000)

$$\text{Net Taxable Value} \times \text{Tax rate (per \$1000)} = \text{Property Tax}$$

URBAN3

California Property Taxes

FOR DUMMIES

Tax Rate = 1% limit and Ad Valorem special assessment rates (per \$1000)

Homestead and Other Exemptions

$$\text{Taxable Value} - \text{Homestead and Other Exemptions} = \text{Net Taxable Value}$$

Tax rate (per \$1000)

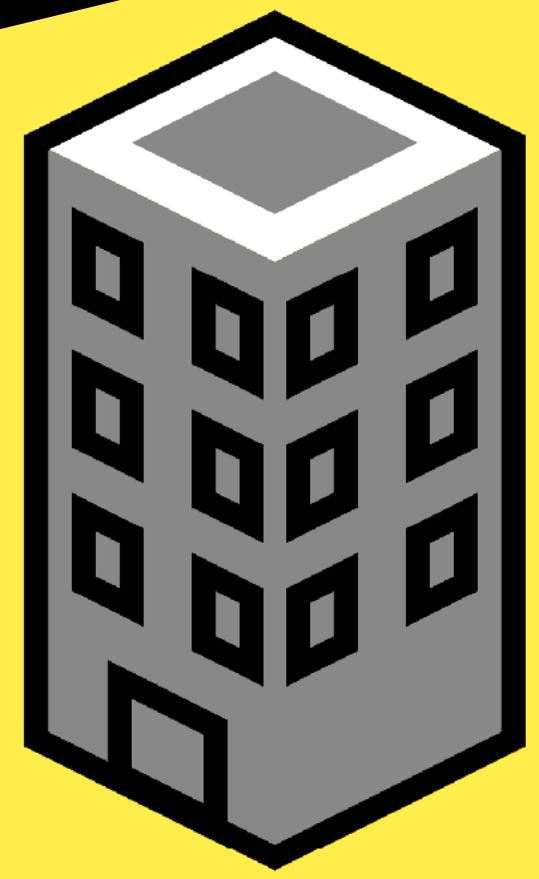
$$\text{Net Taxable Value} \times \text{Tax rate (per \$1000)} = \text{Tax Bill}$$

This is how CA's system works.



California Property Taxes FOR DUMMIES

Market Value = \$600k



Commercial \$600k



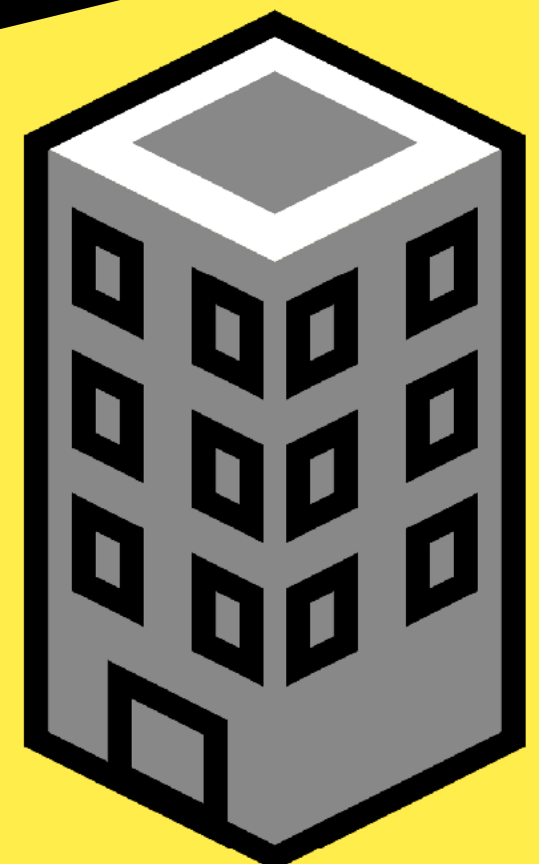
Residential \$600k

Total Rate Cap



California Property Taxes FOR DUMMIES

Market Value = \$600k



Commercial \$6,000



Residential \$6,000

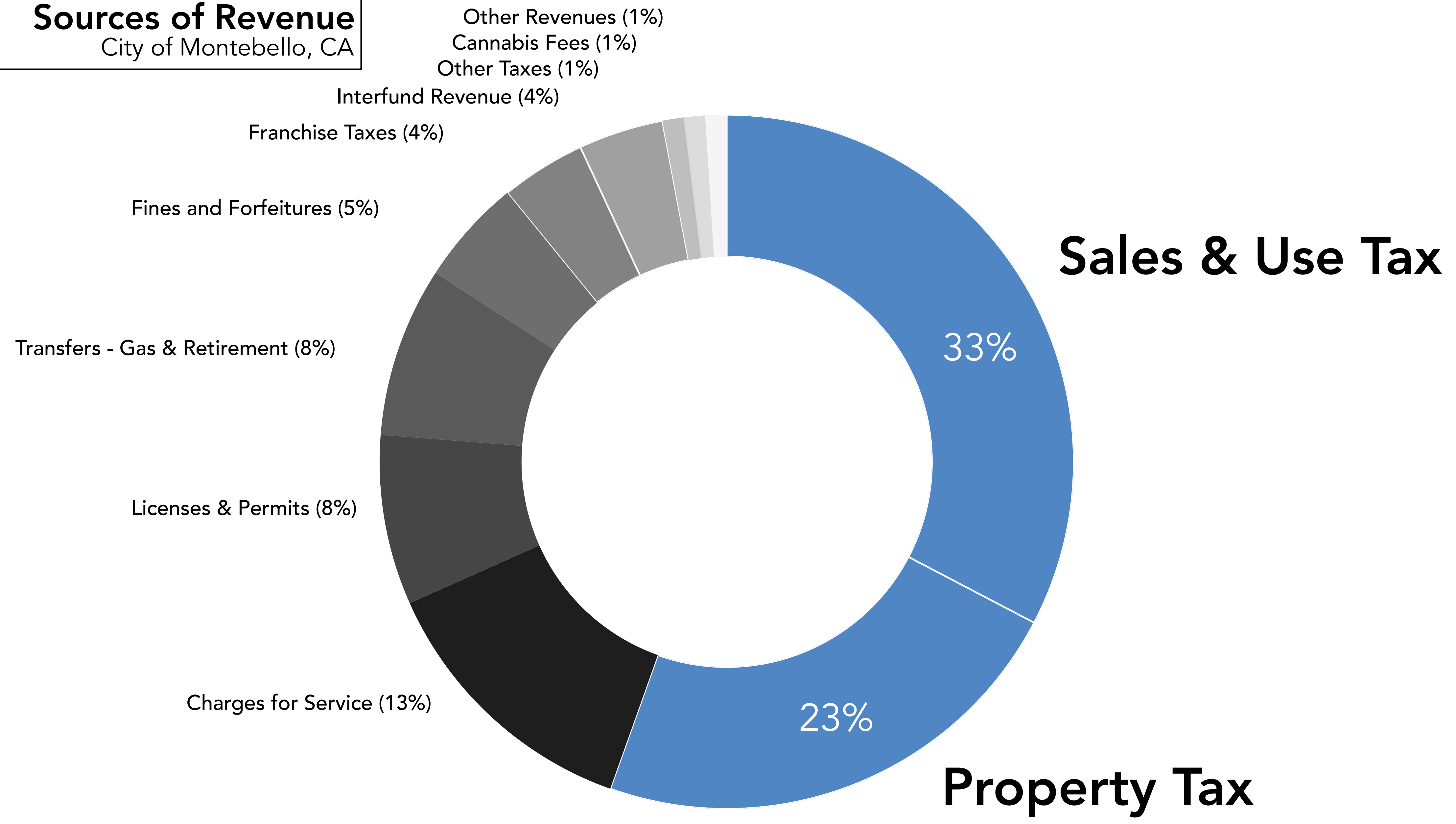
City Property Tax Bill*



*City does not collect property taxes directly, this is a redistribution from the County

Sources of Revenue

City of Montebello, CA



Revenues

General Fund

Expenditures

Sales & Use Tax (33%)

Property Tax (23%)

Charges for Service (13%)

Licenses & Permits (8%)

Transfers - Gas & Retirement (8%)

Fines and Forfeitures (5%)

Franchise Taxes (4%)

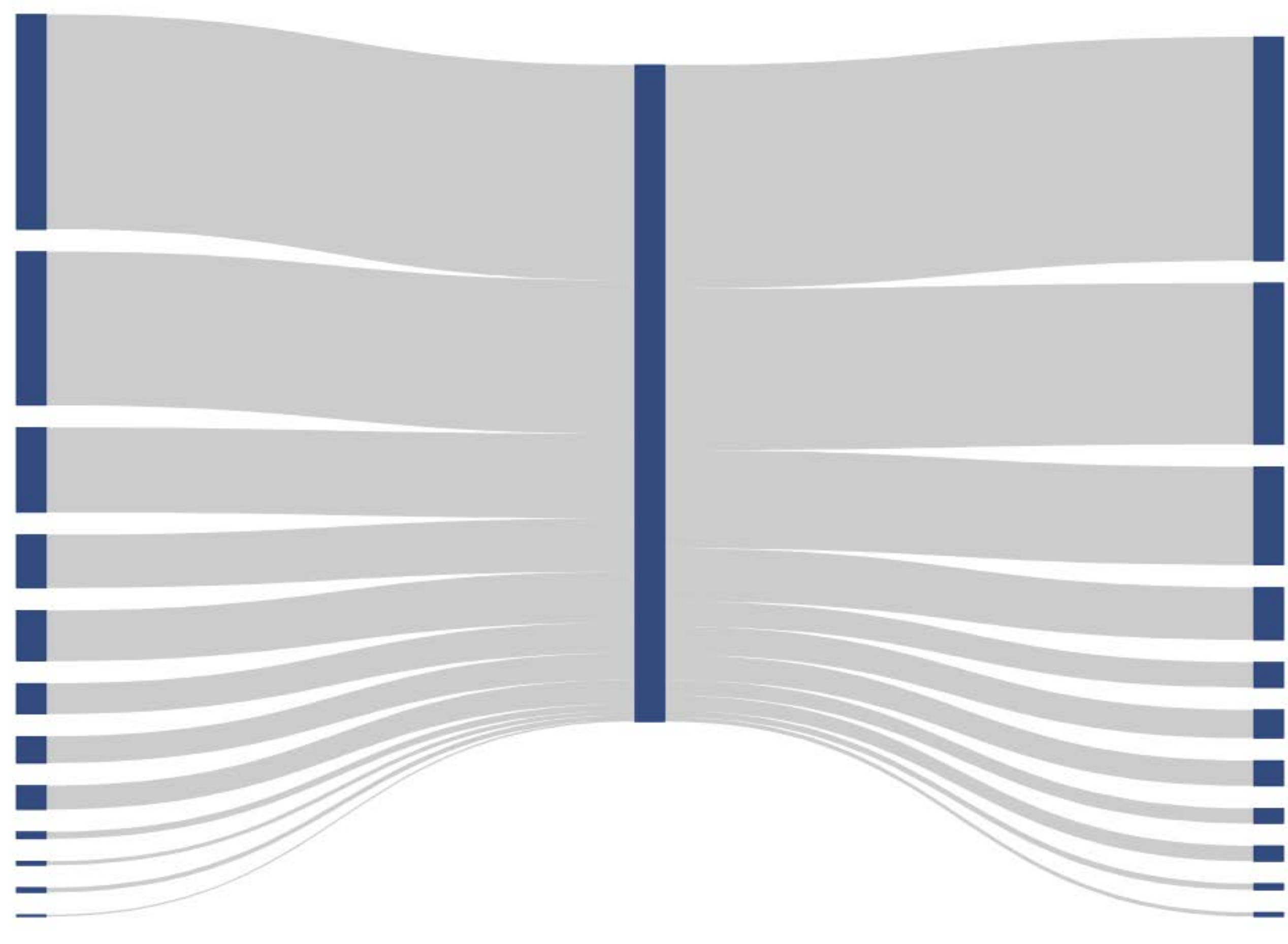
Interfund Revenue (4%)

Other Taxes (1%)

Cannabis Fees (1%)

Other Revenues (1%)

Investment Income (< 1%)



Police (34%)

Fire (25%)

Public Works (15%)

Parks and Recreation (8%)

Non-Departmental (4%)

Finance (4%)

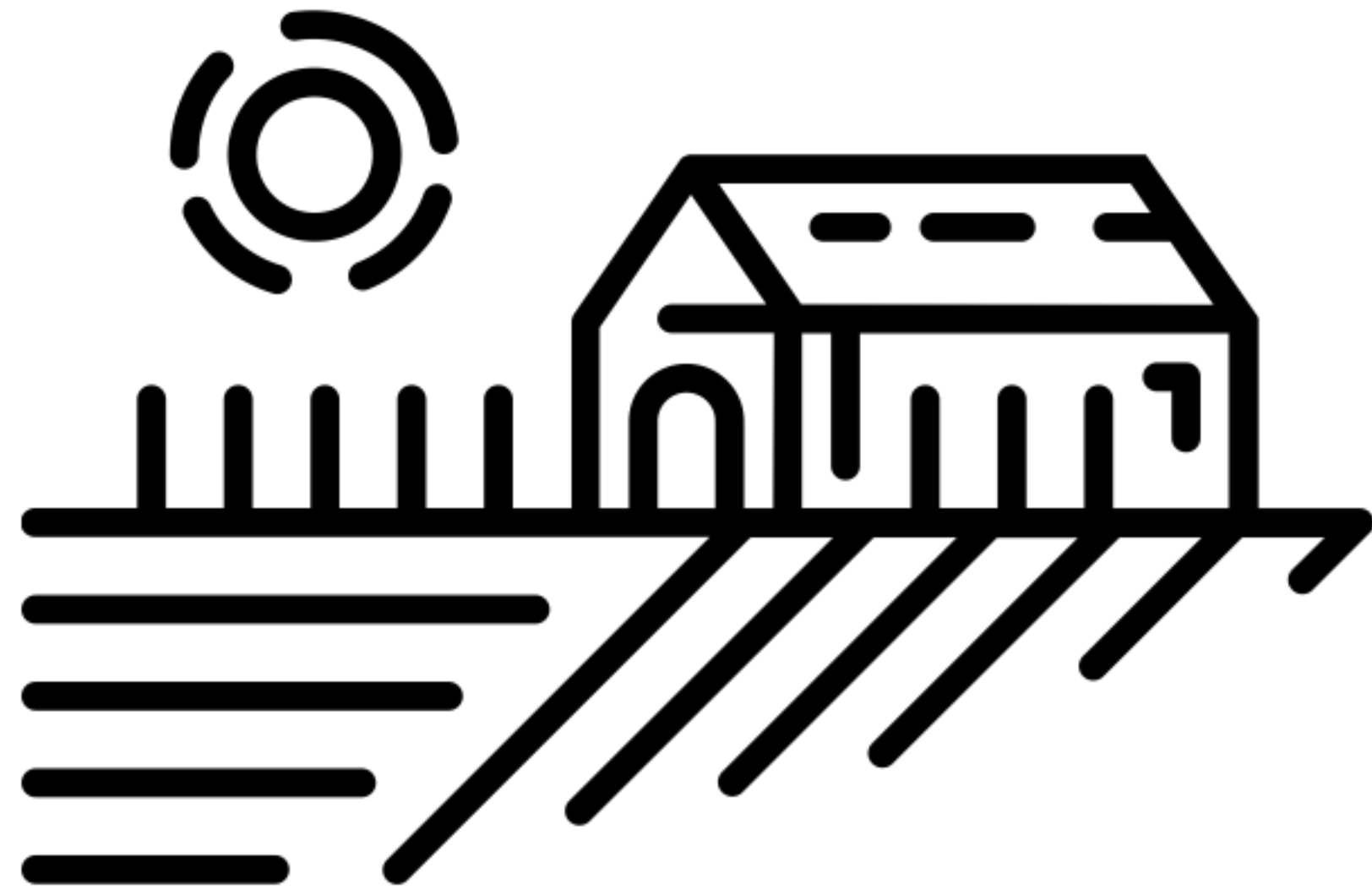
Community Development (4%)

Human Resources (2%)

Administration (2%)

Elected (1%)

City Attorney (1%)



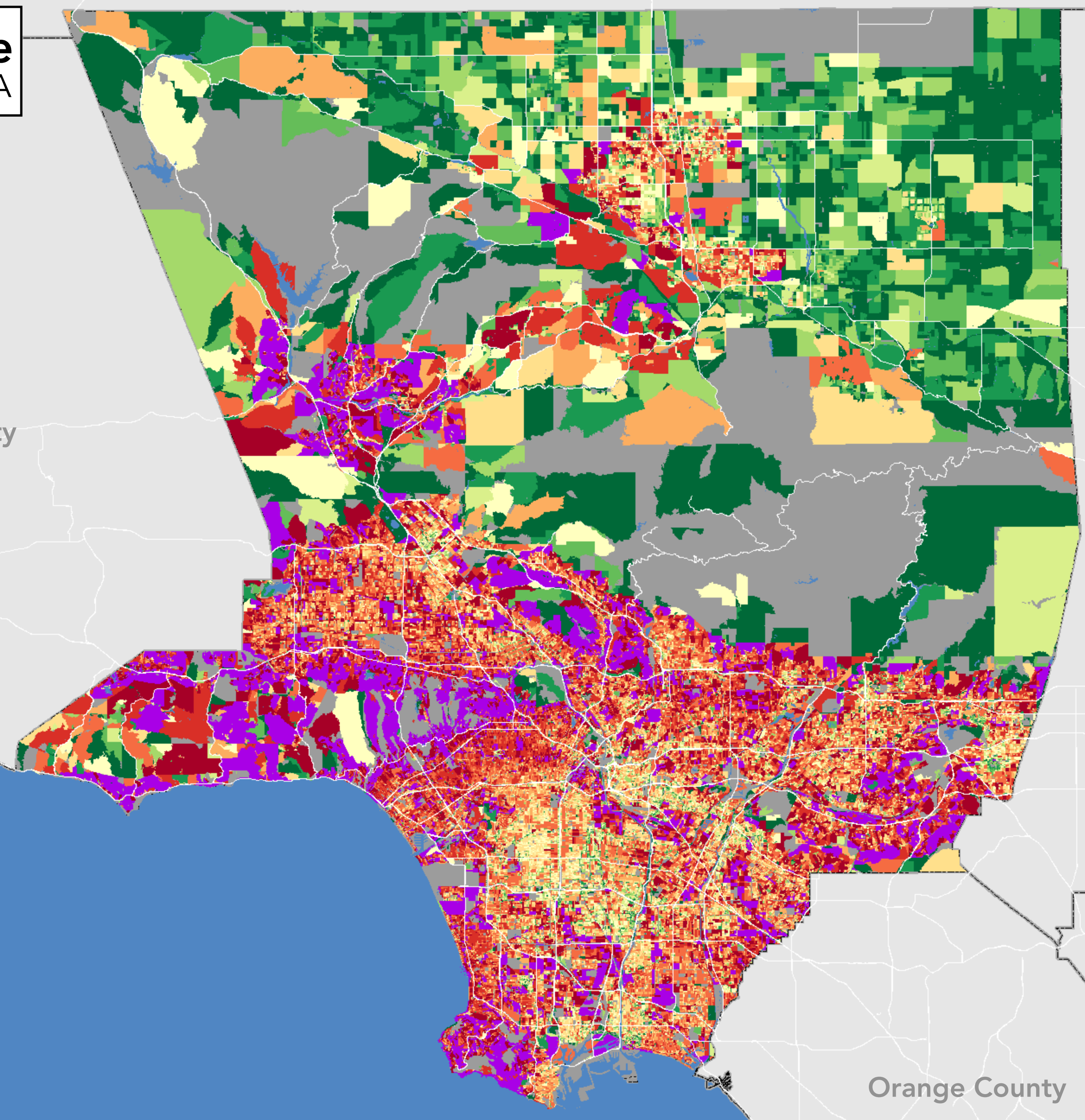
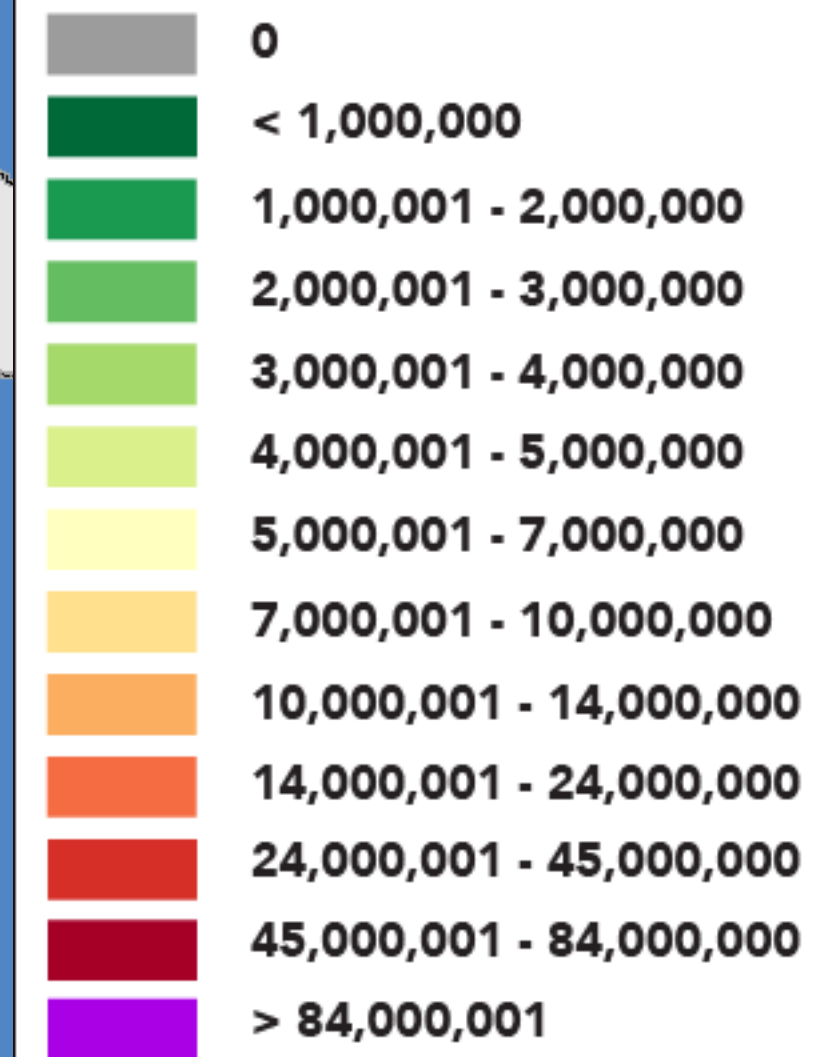
Land Analytics and Productivity

Standard Geospatial Analysis.

Total Taxable Value

Los Angeles County, CA

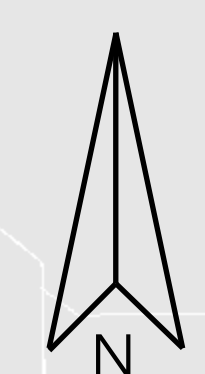
Total Taxable Value (\$)



San Bernardino County

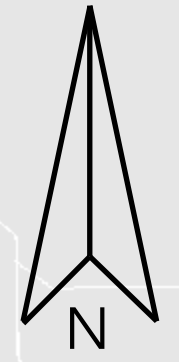
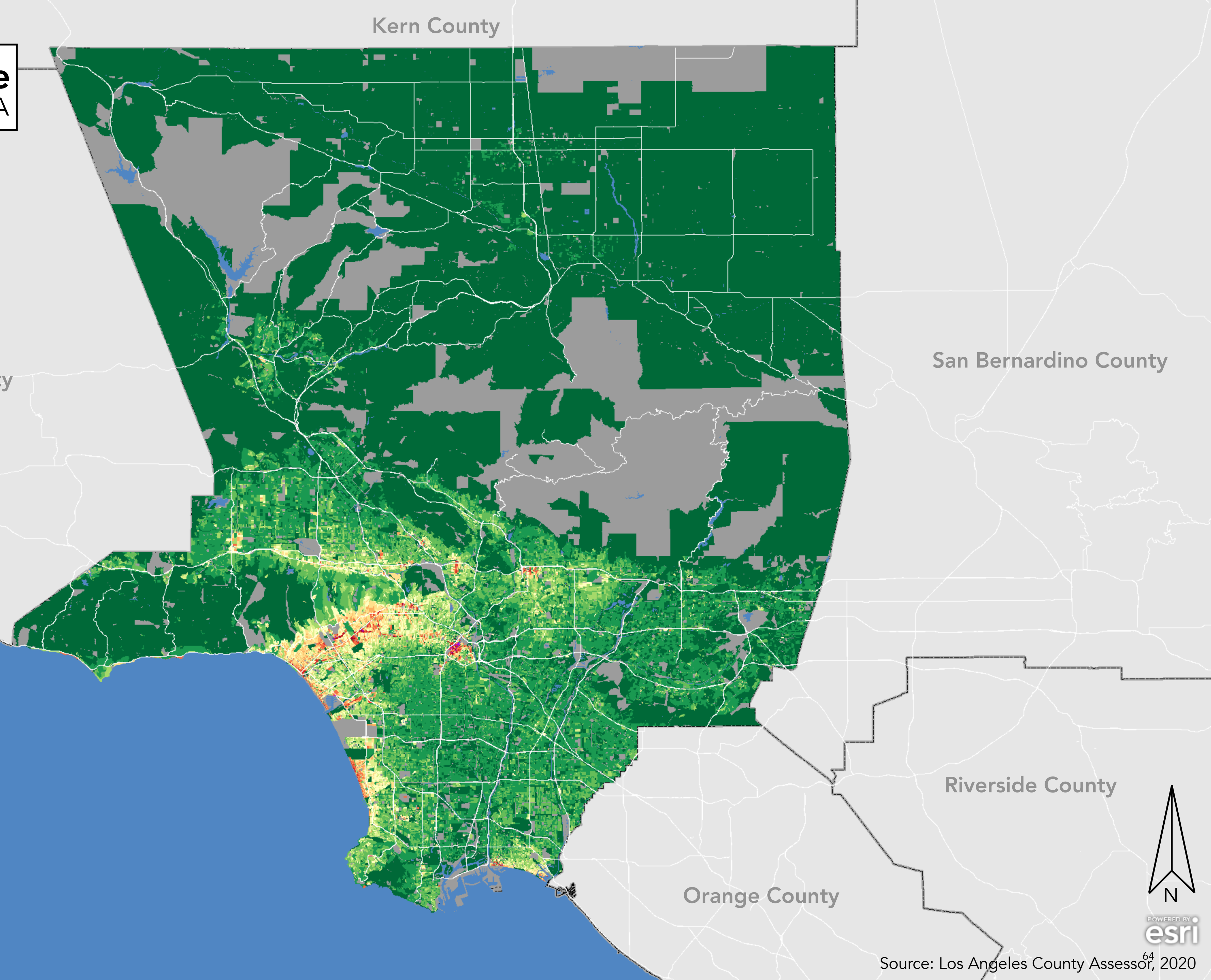
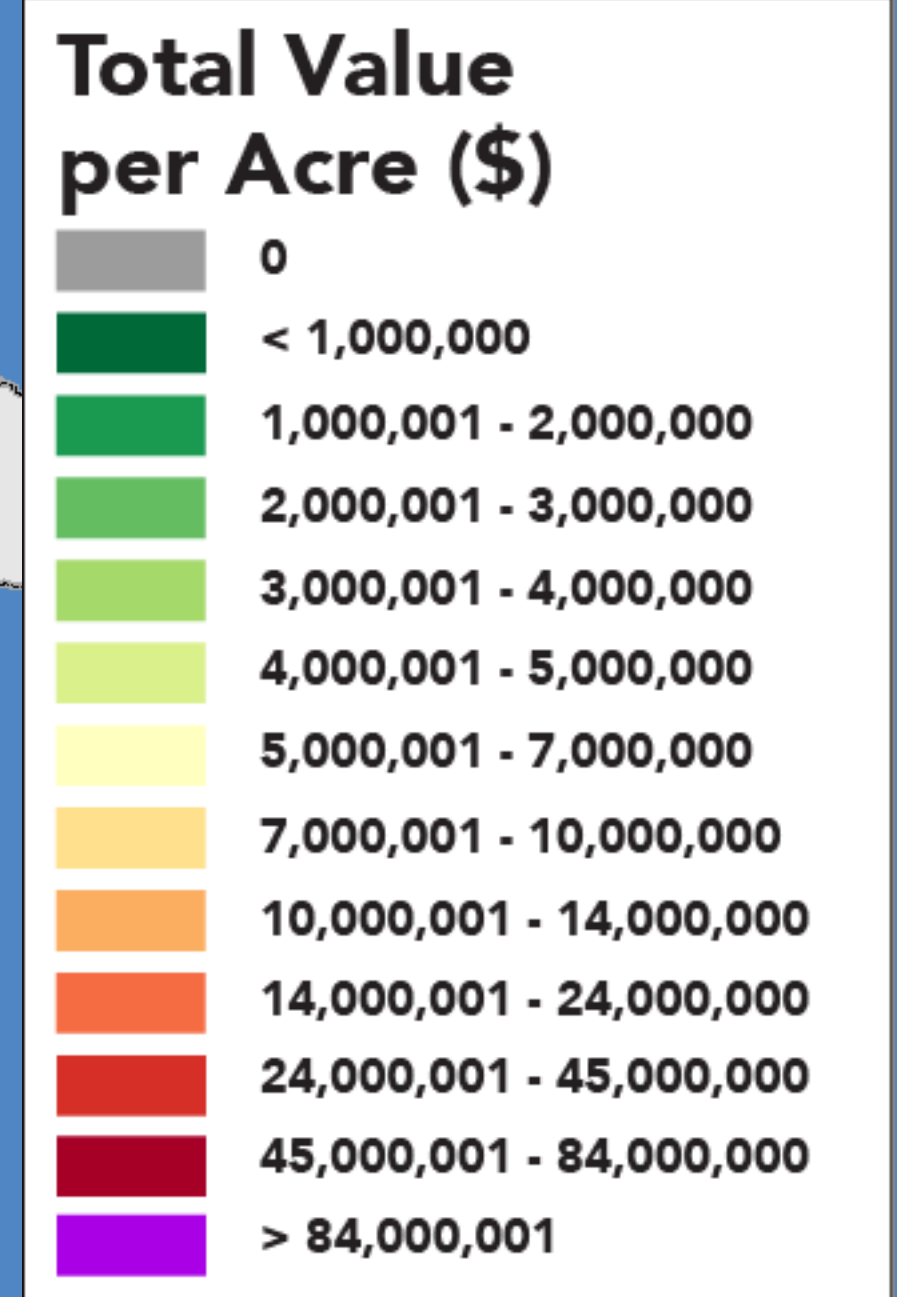
Riverside County

Orange County



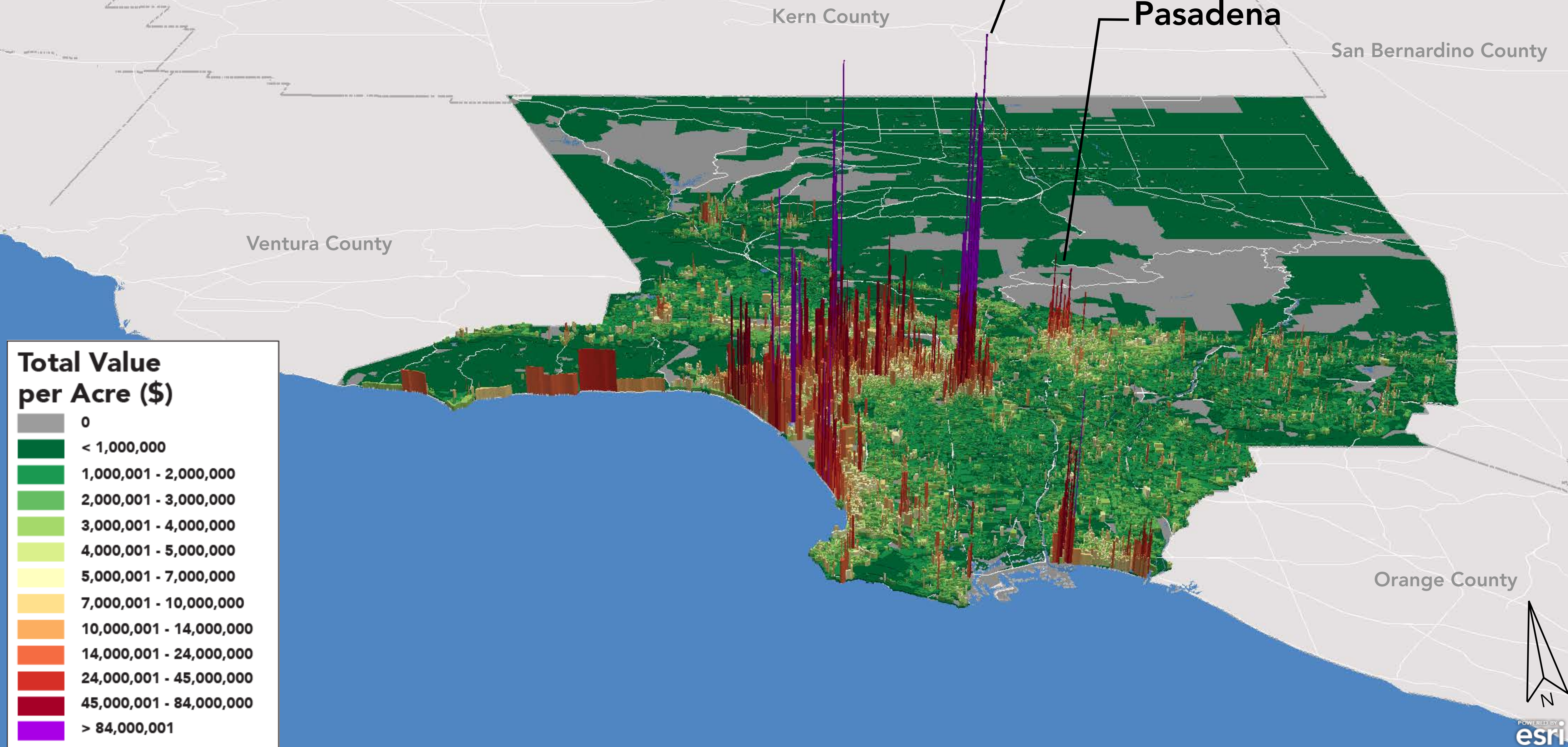
Value Per Acre

Los Angeles County, CA



Value Per Acre

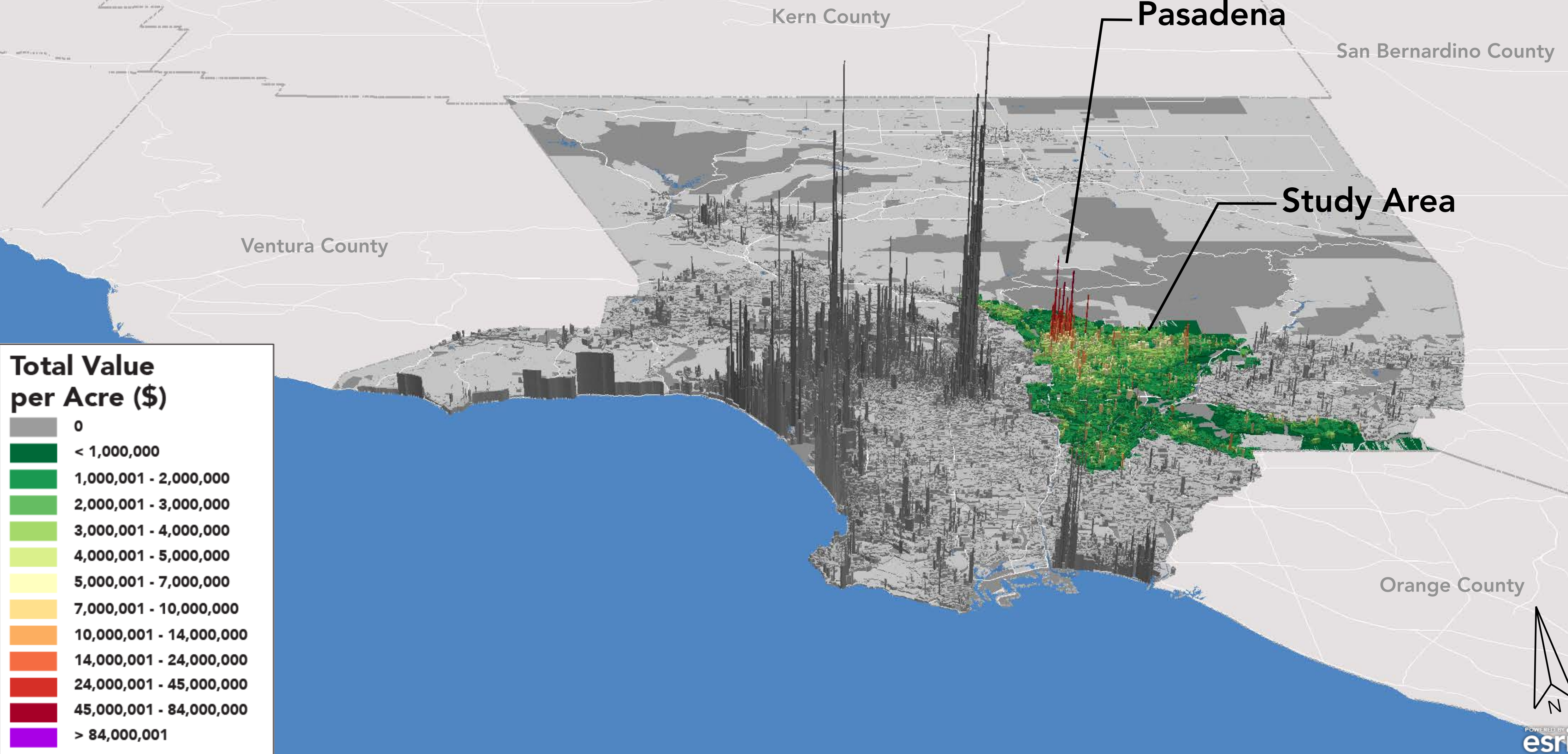
Los Angeles County, CA



Total Value per Acre (\$)	
Grey	0
Dark Green	< 1,000,000
Medium Green	1,000,001 - 2,000,000
Light Green	2,000,001 - 3,000,000
Yellow-Green	3,000,001 - 4,000,000
Yellow	4,000,001 - 5,000,000
Light Yellow	5,000,001 - 7,000,000
Orange	7,000,001 - 10,000,000
Dark Orange	10,000,001 - 14,000,000
Red-Orange	14,000,001 - 24,000,000
Red	24,000,001 - 45,000,000
Dark Red	45,000,001 - 84,000,000
Purple	> 84,000,000

Value Per Acre

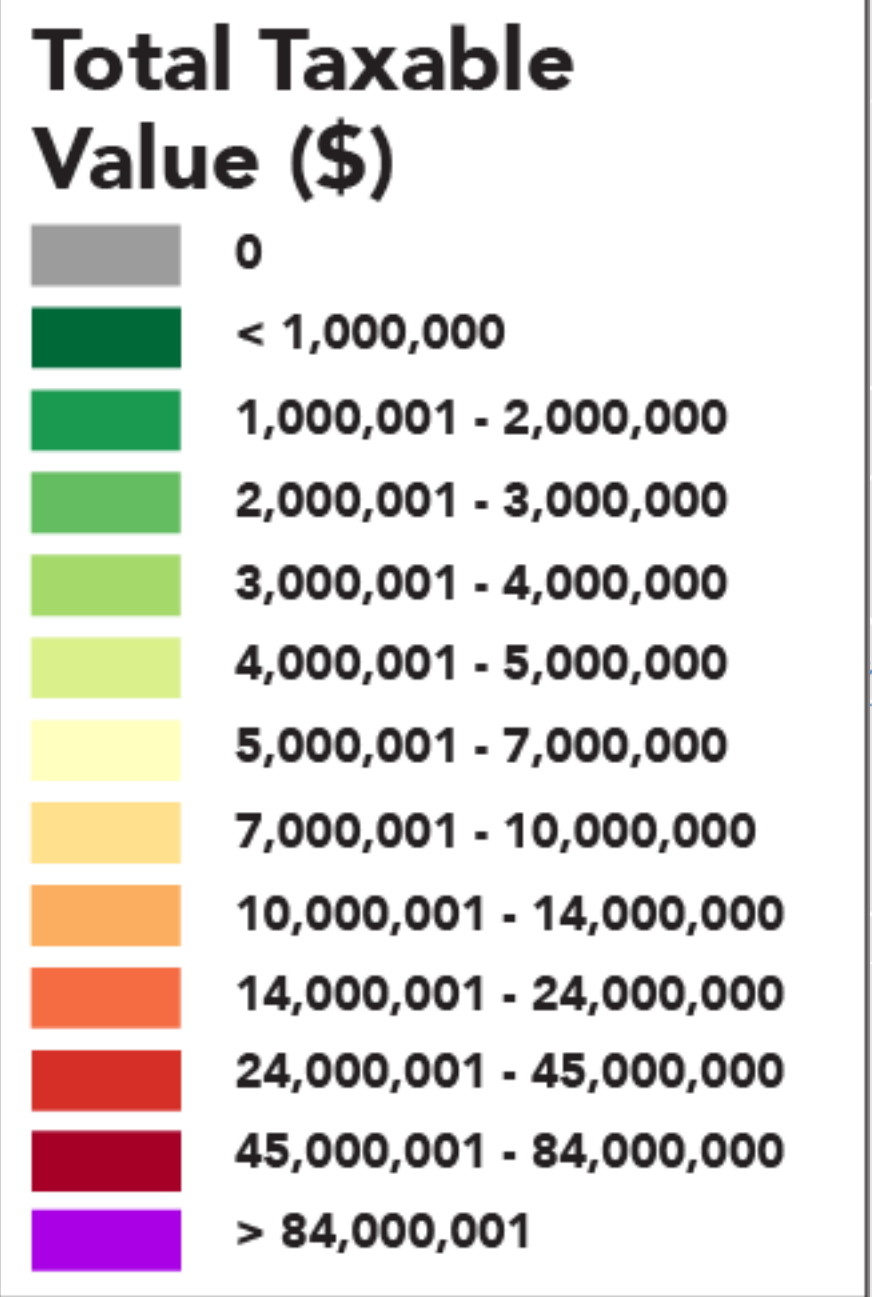
Los Angeles County Study Area



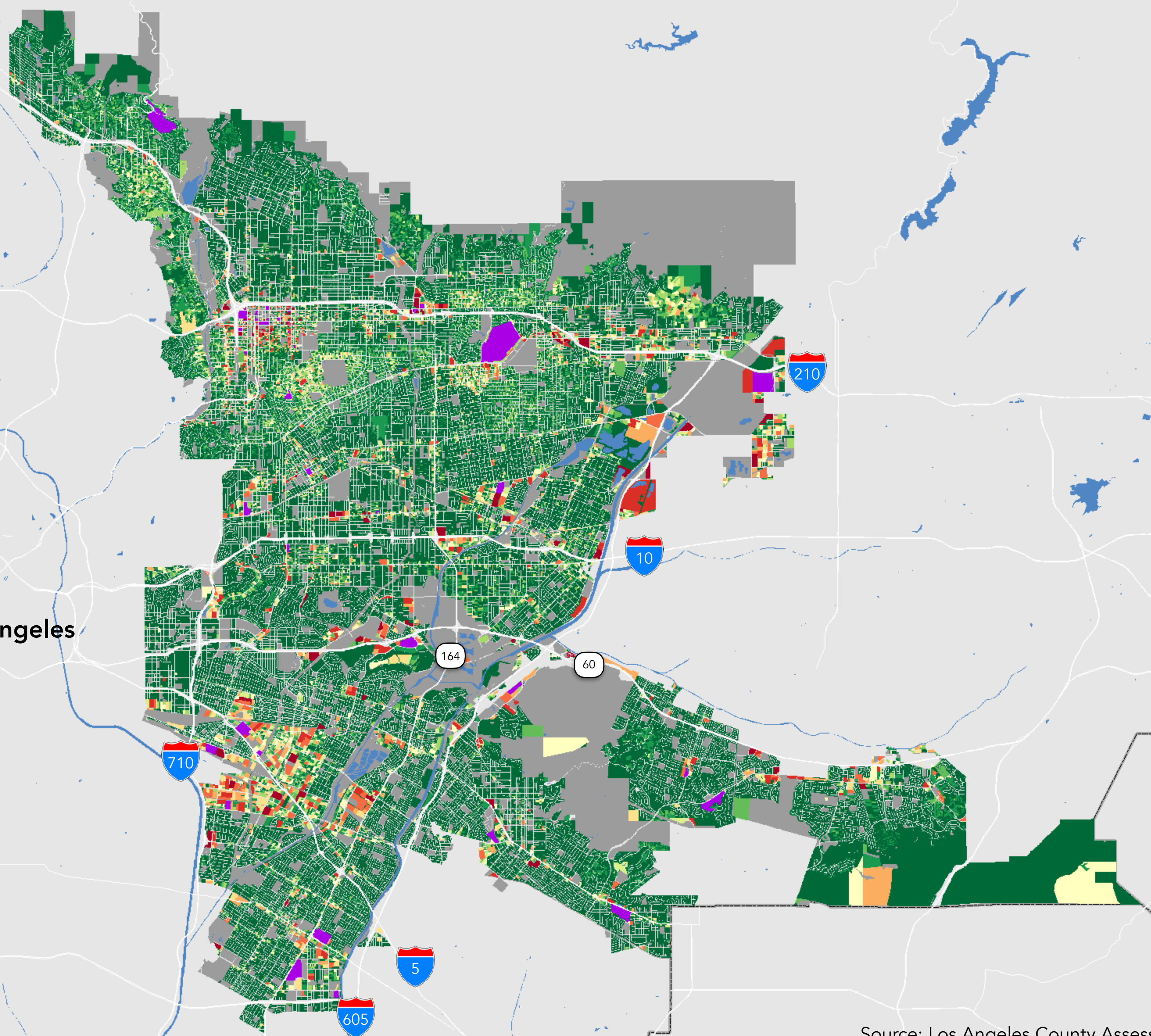
Total Value per Acre (\$)	
Grey	0
Dark Green	< 1,000,000
Medium Green	1,000,001 - 2,000,000
Light Green	2,000,001 - 3,000,000
Yellow-Green	3,000,001 - 4,000,000
Yellow	4,000,001 - 5,000,000
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Orange	7,000,001 - 10,000,000
Dark Orange	10,000,001 - 14,000,000
Red-Orange	14,000,001 - 24,000,000
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Dark Red	45,000,001 - 84,000,000
Purple	> 84,000,001

Total Taxable Value

Los Angeles County Study Area

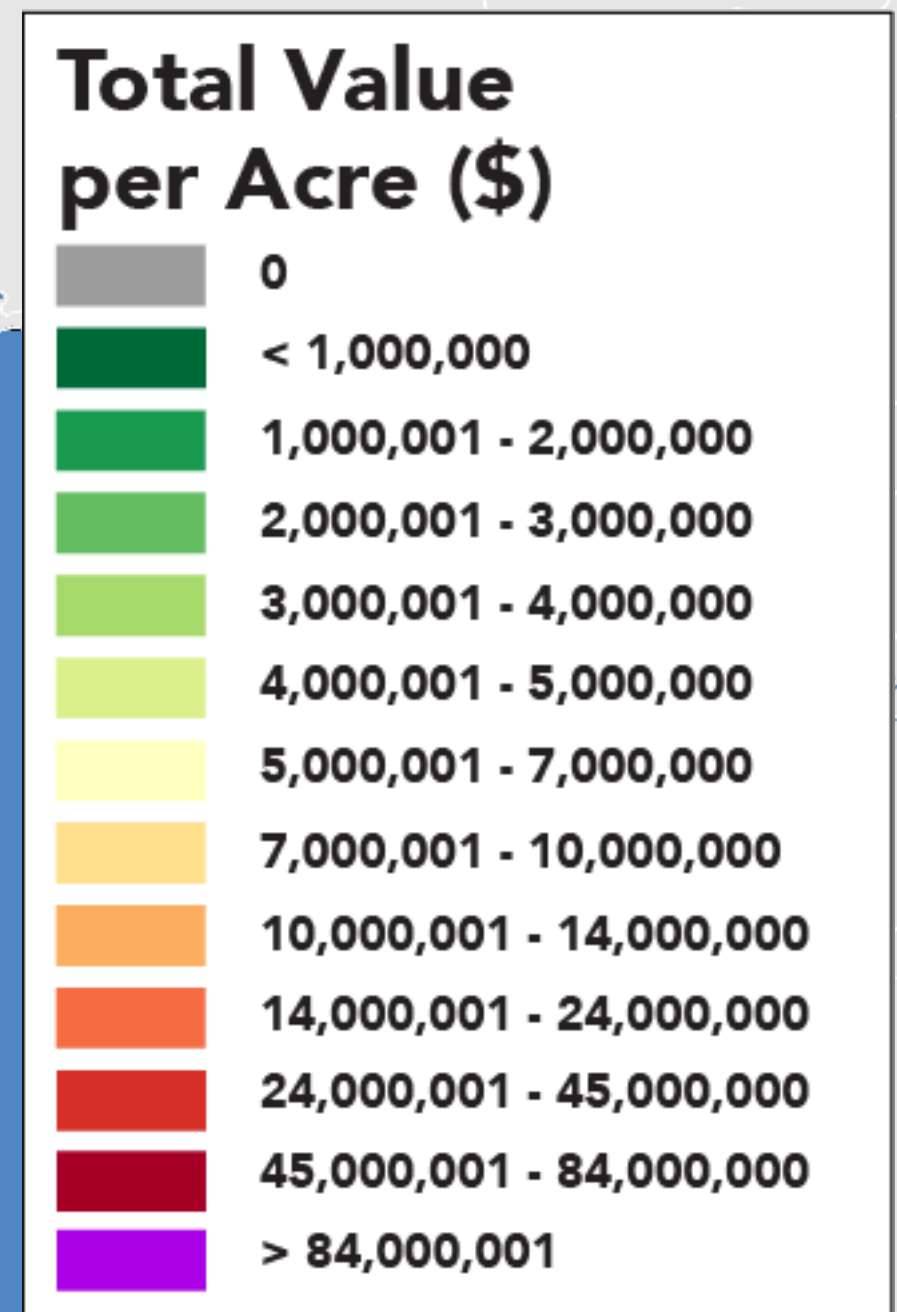


Los Angeles



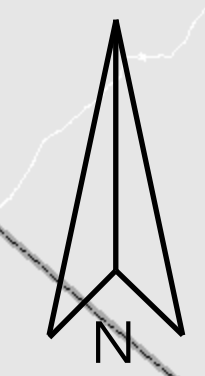
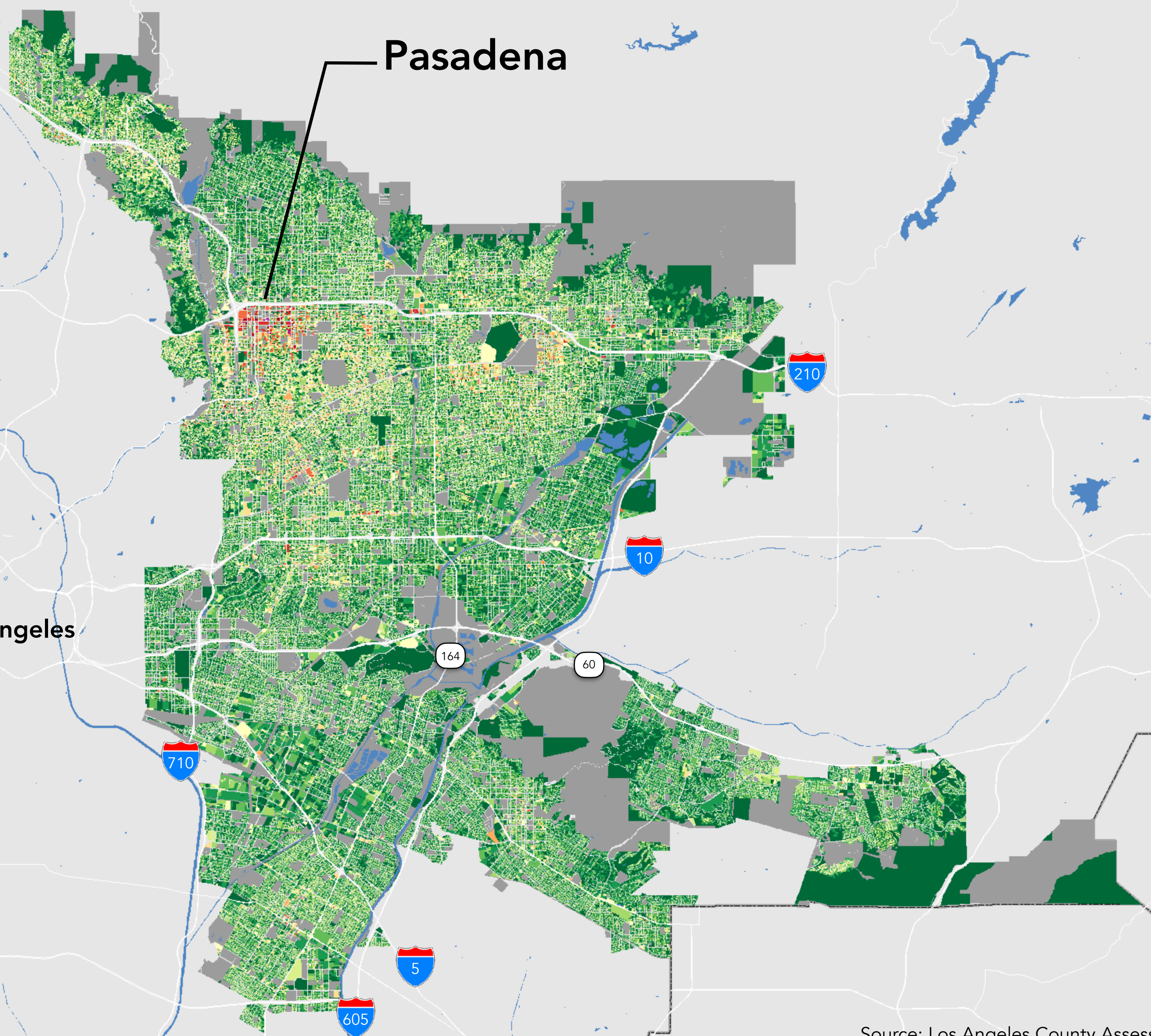
Value Per Acre

Los Angeles County Study Area



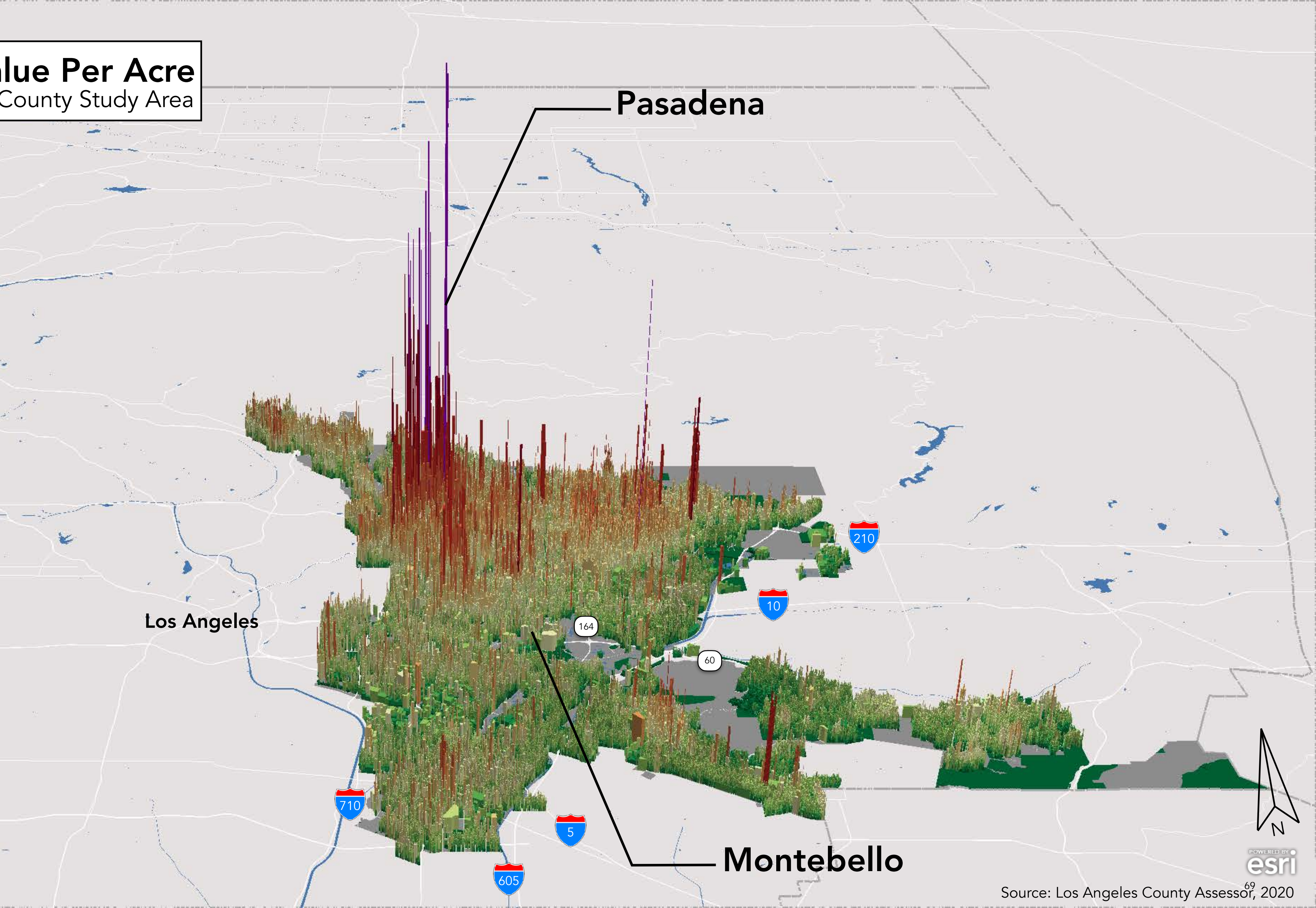
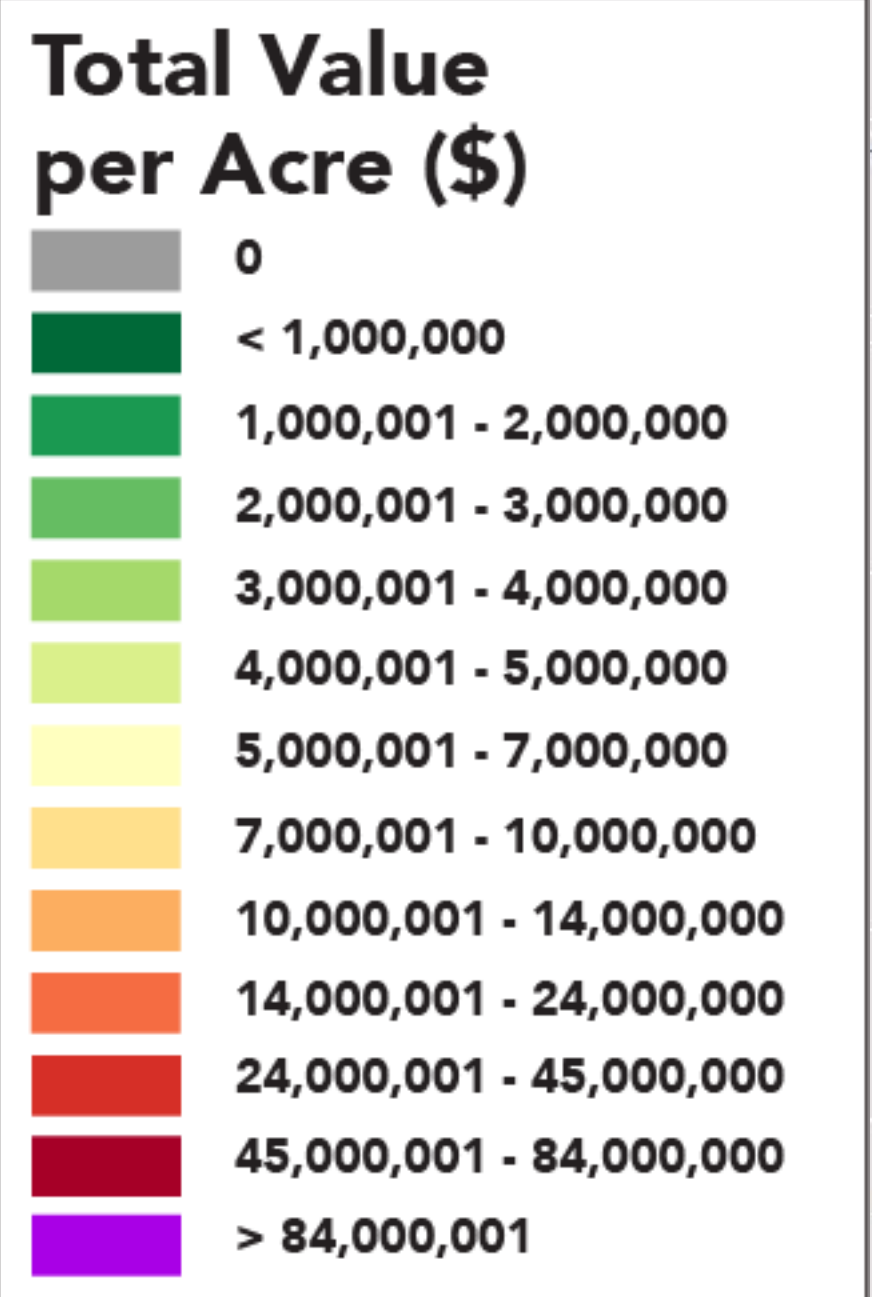
Pasadena

Los Angeles



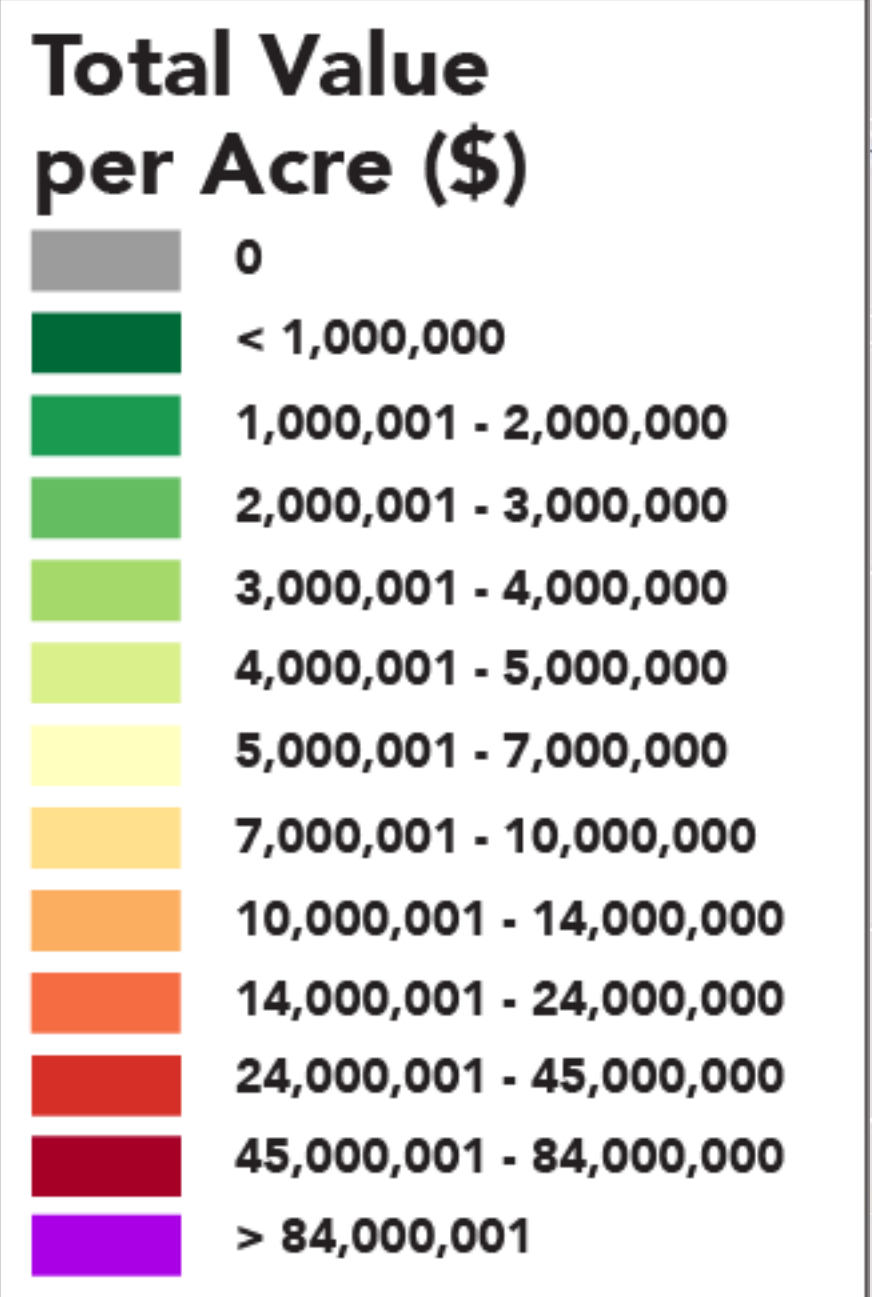
Value Per Acre

Los Angeles County Study Area



Value Per Acre

City of Montebello, CA



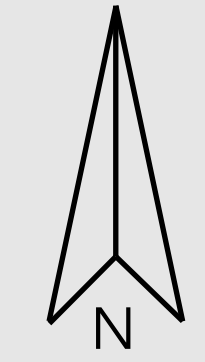
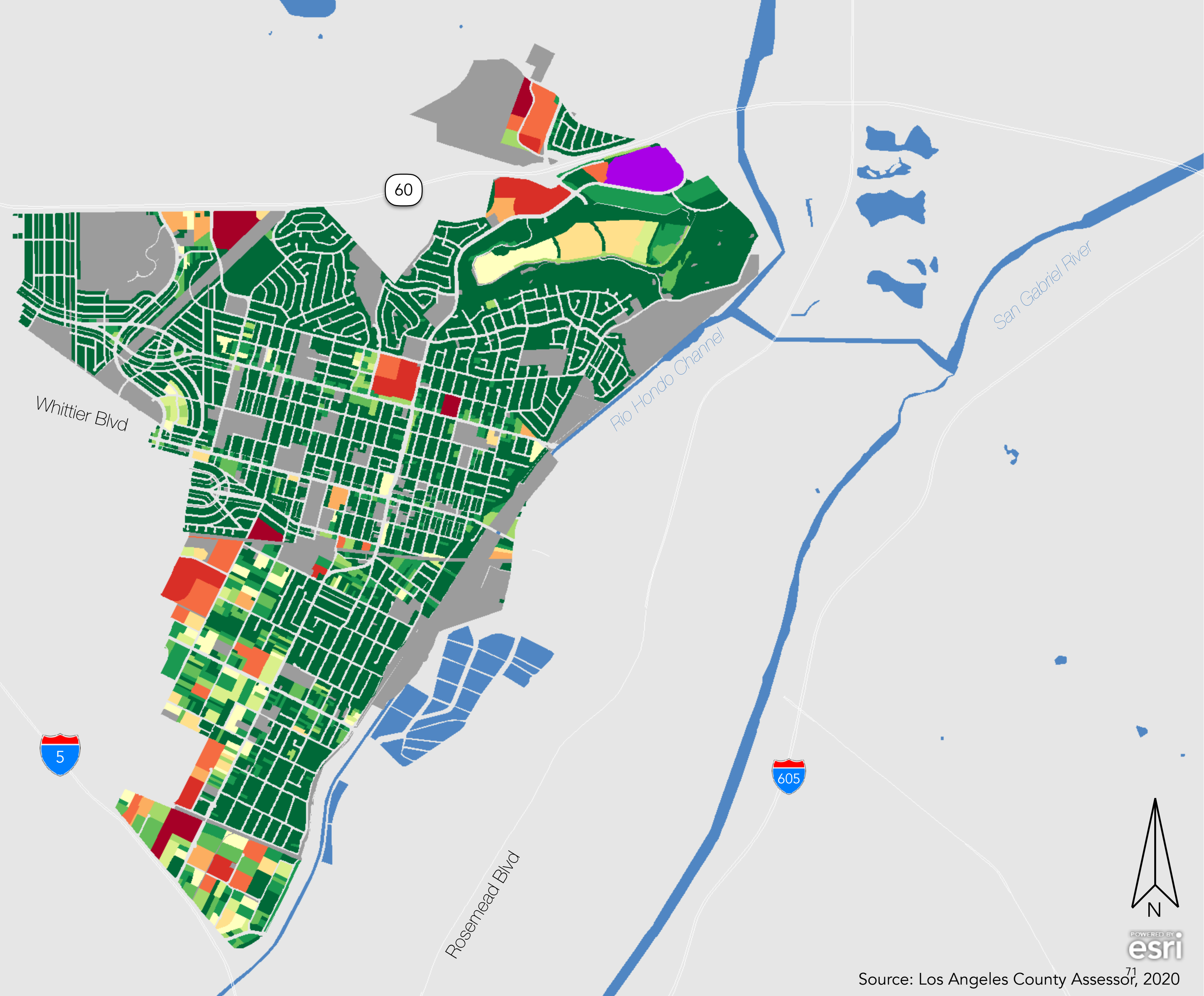
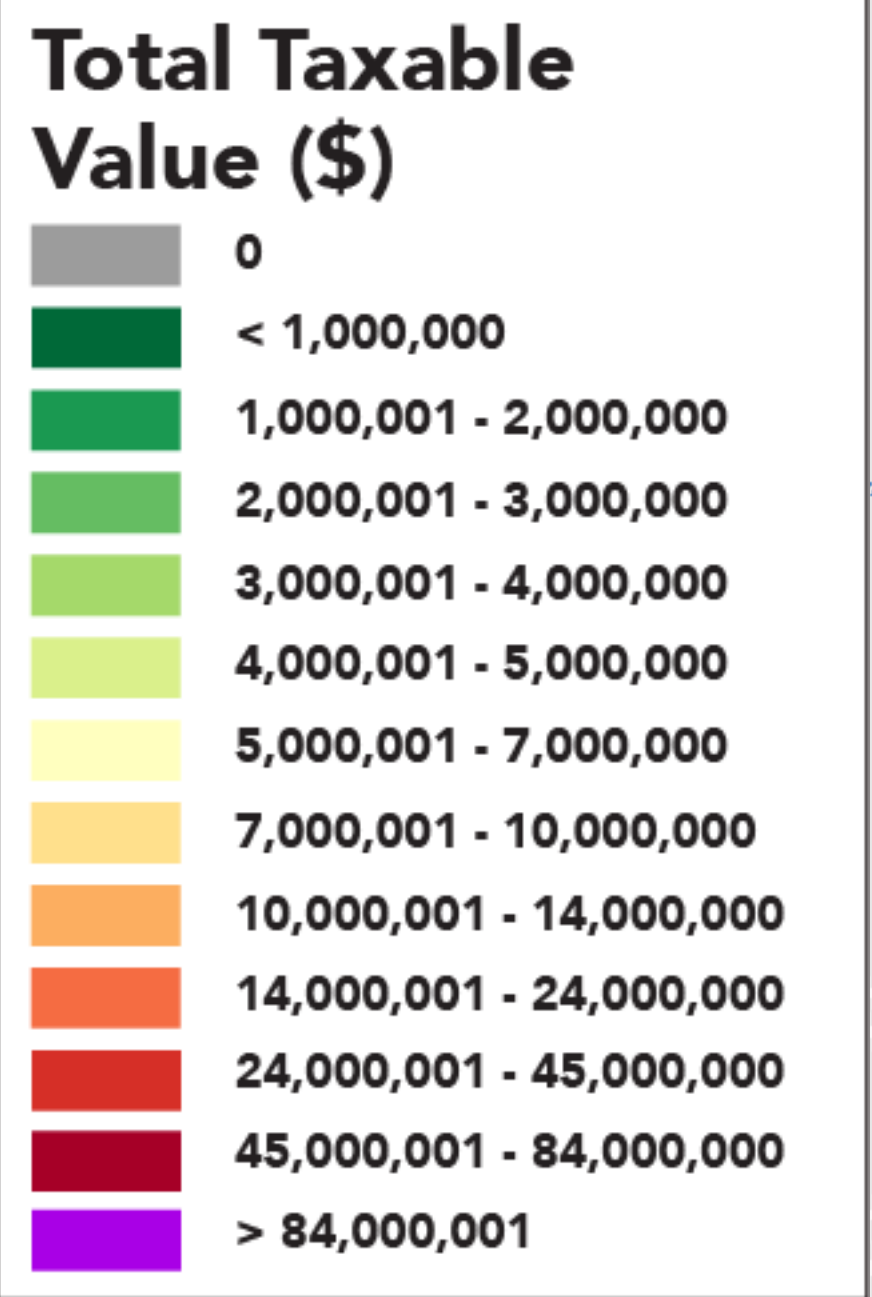
Los Angeles

Montebello



Total Taxable Value

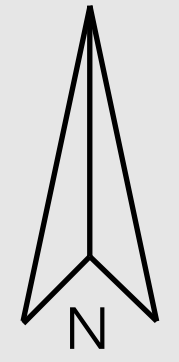
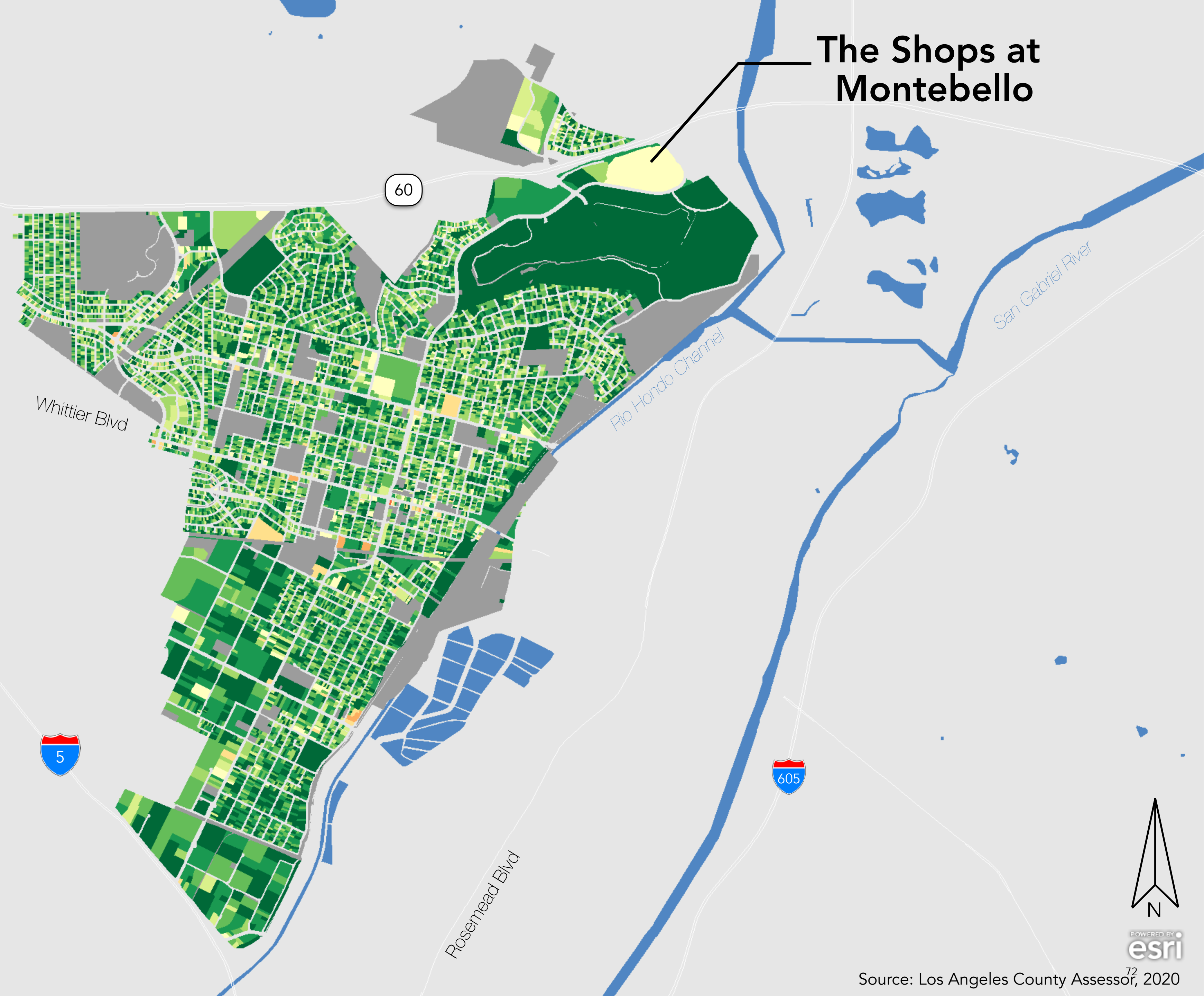
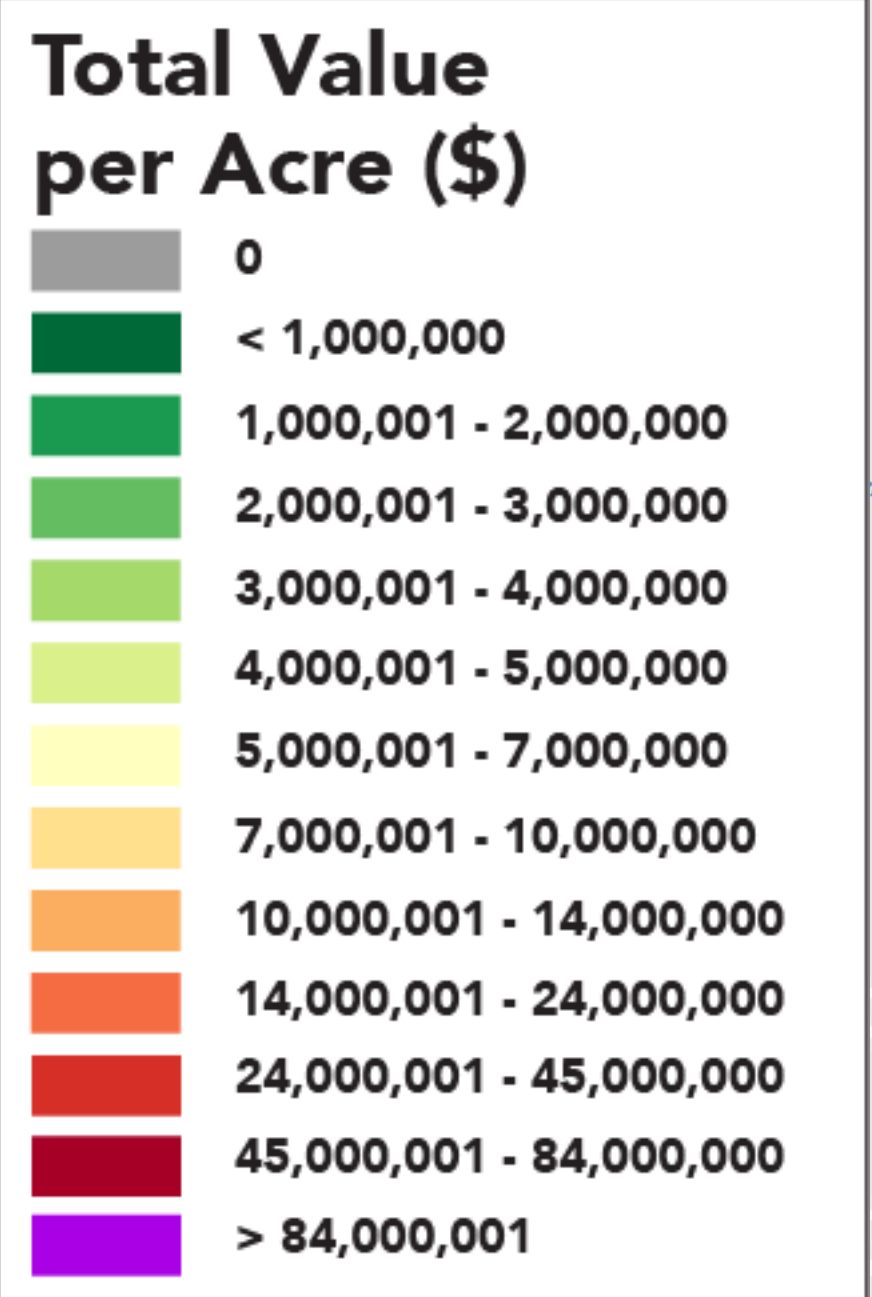
Montebello, CA



Value Per Acre

Montebello, CA

The Shops at Montebello



Value Per Acre

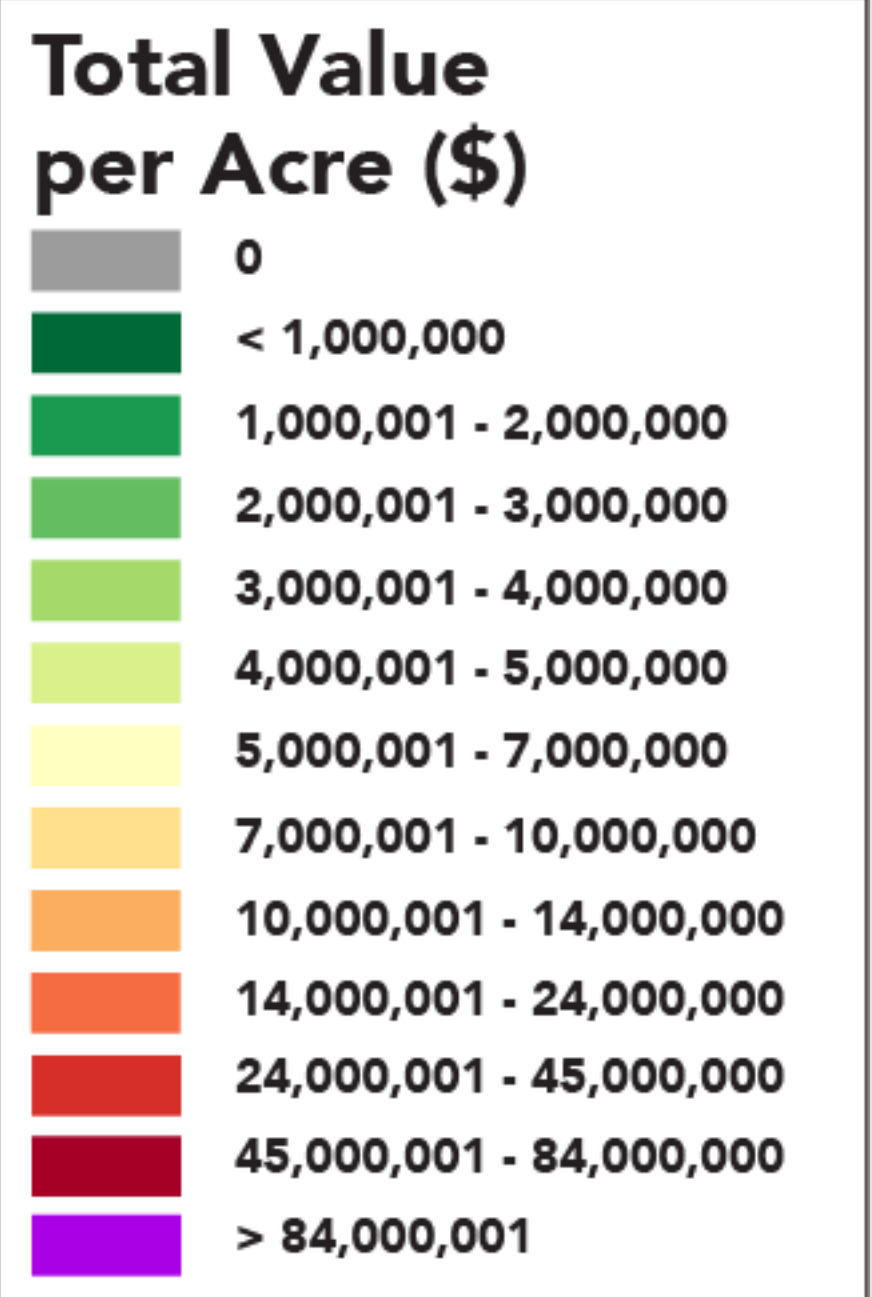
Montebello, CA

The Shops at Montebello

60

60

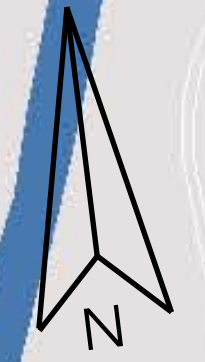
Downtown



Rio Hondo Channel

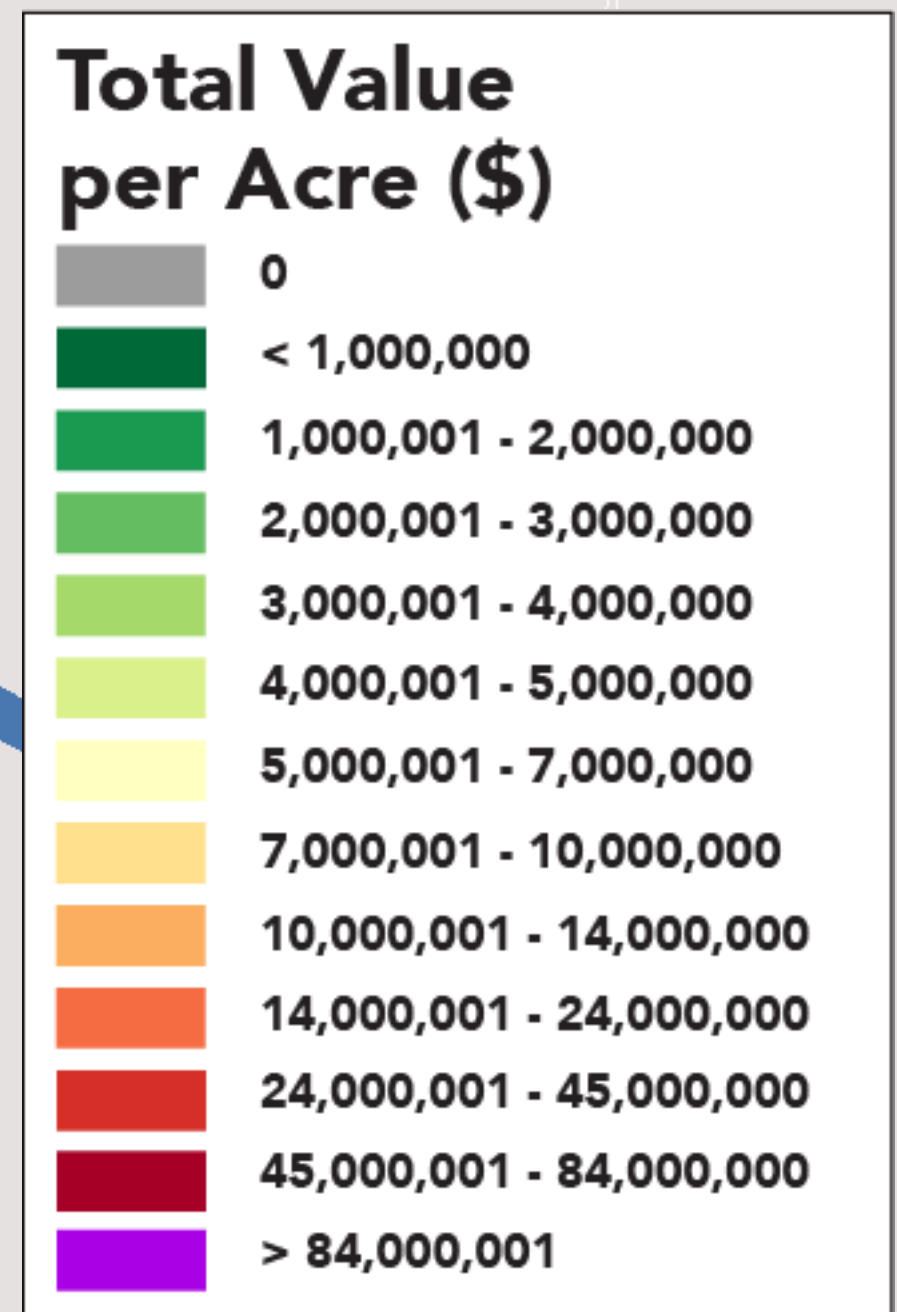
San Gabriel River

Rosemead Blvd



Value Per Acre

Montebello, CA



60



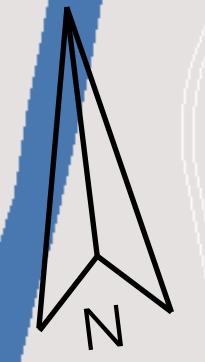
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Rio Hondo Channel

San Gabriel River

Rosemead Blvd

Downtown

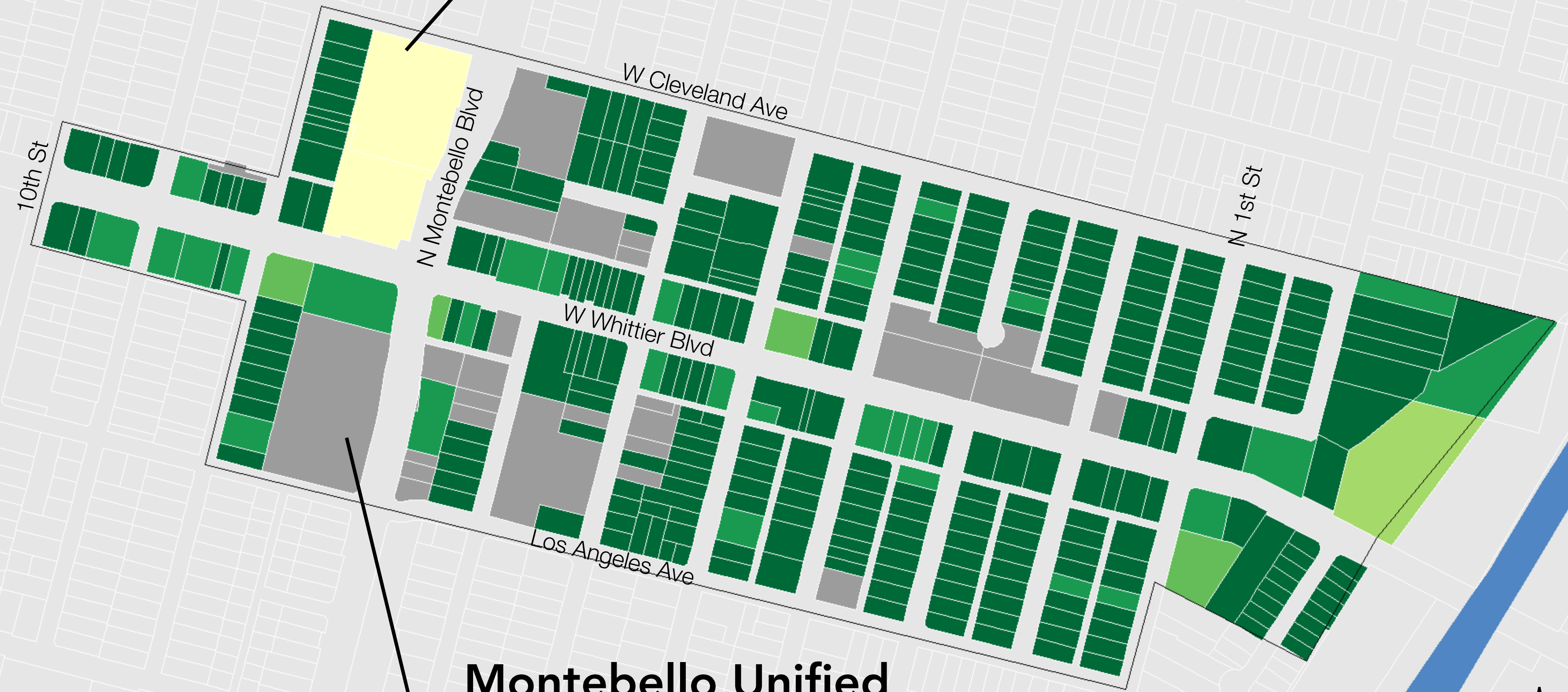
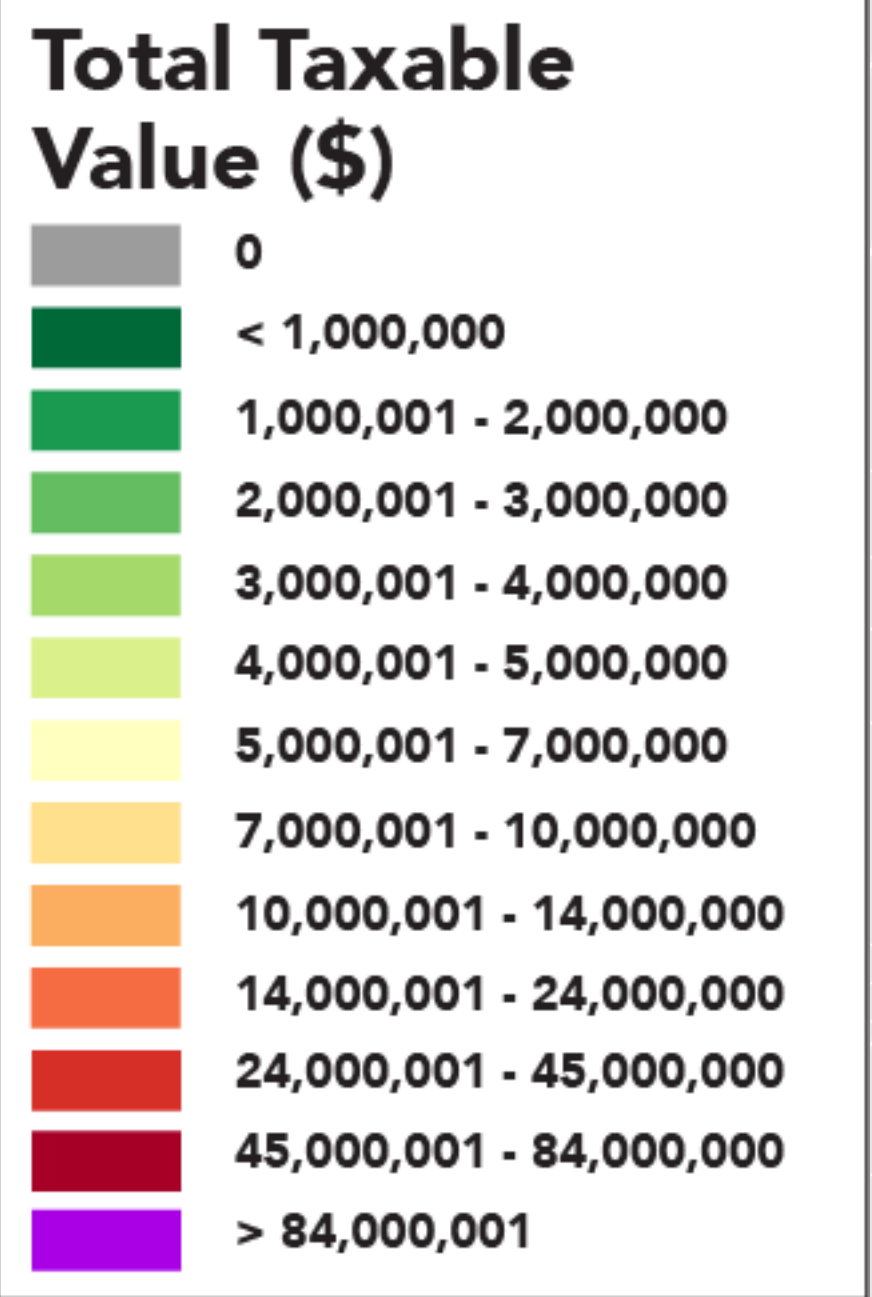


Total Taxable Value

Downtown Montebello, CA

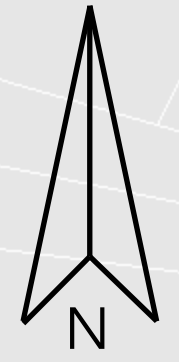
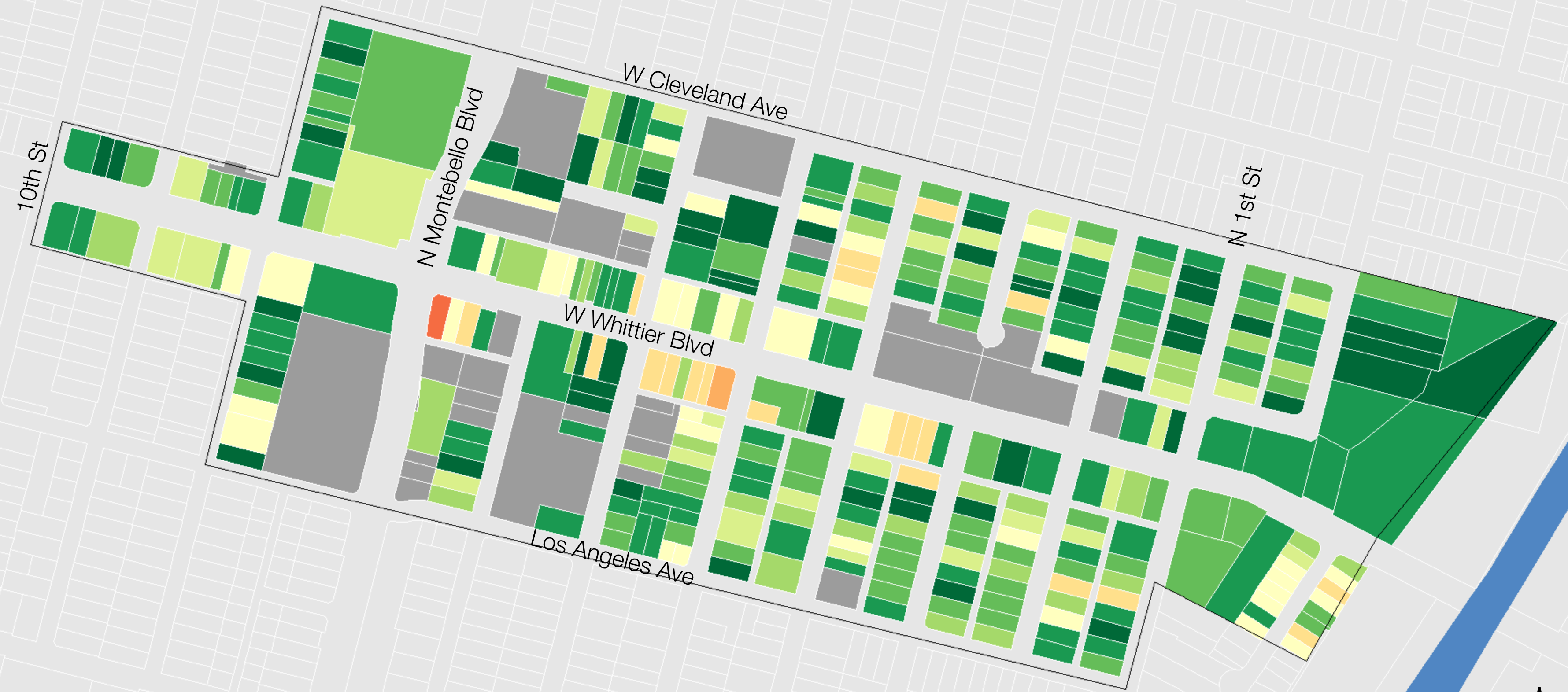
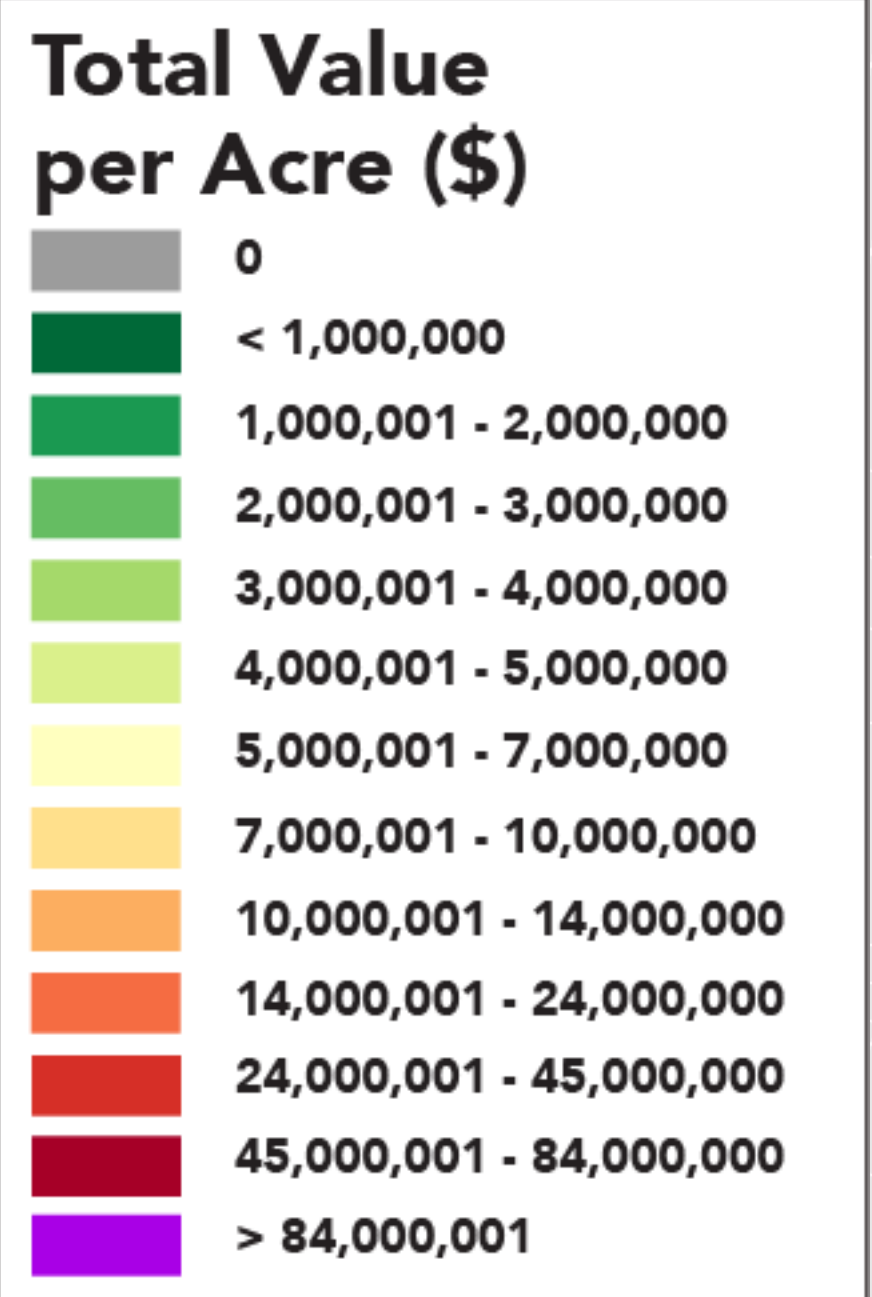
Montebello Downtown Plaza

Montebello Unified School District



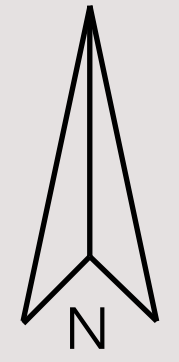
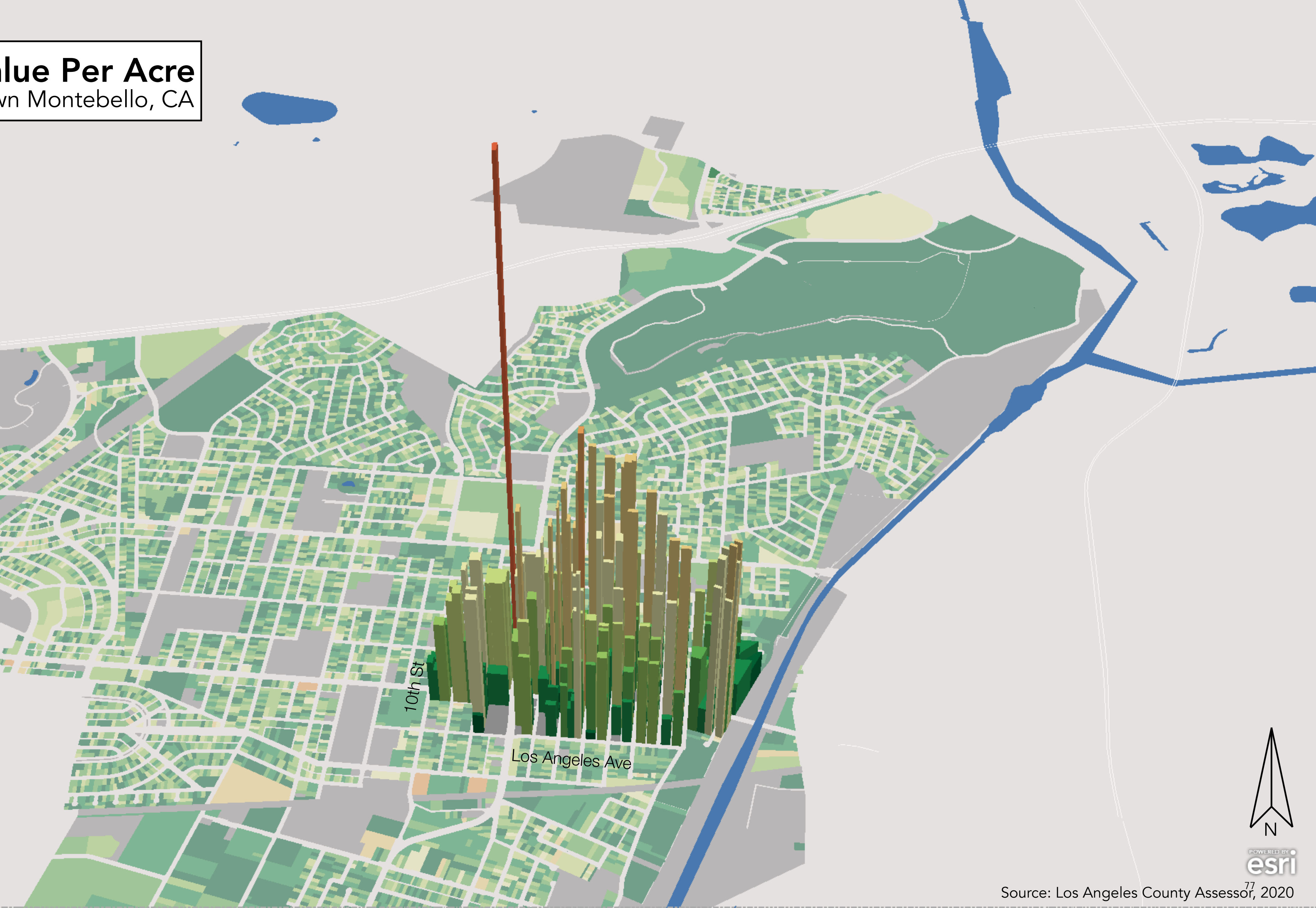
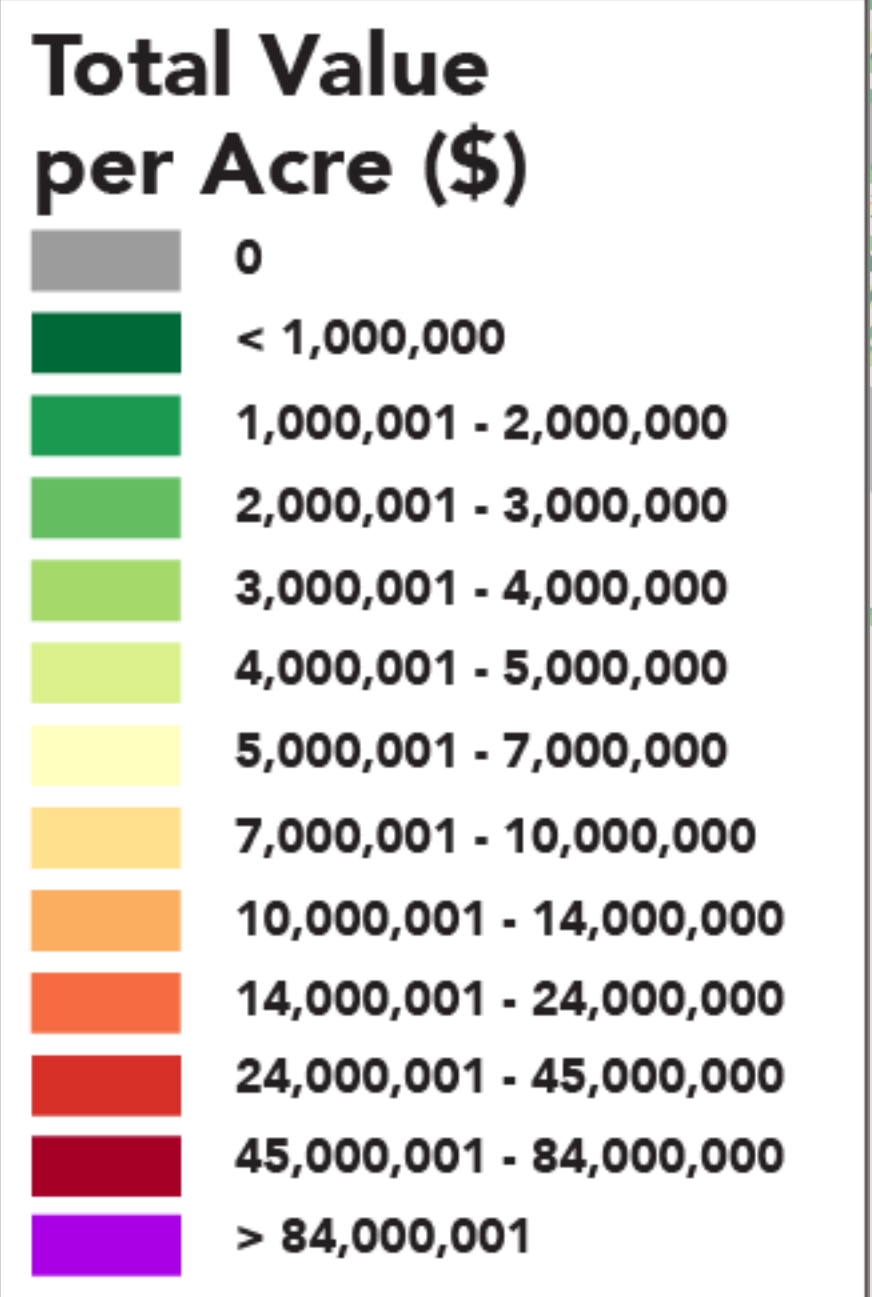
Value Per Acre

Downtown Montebello, CA



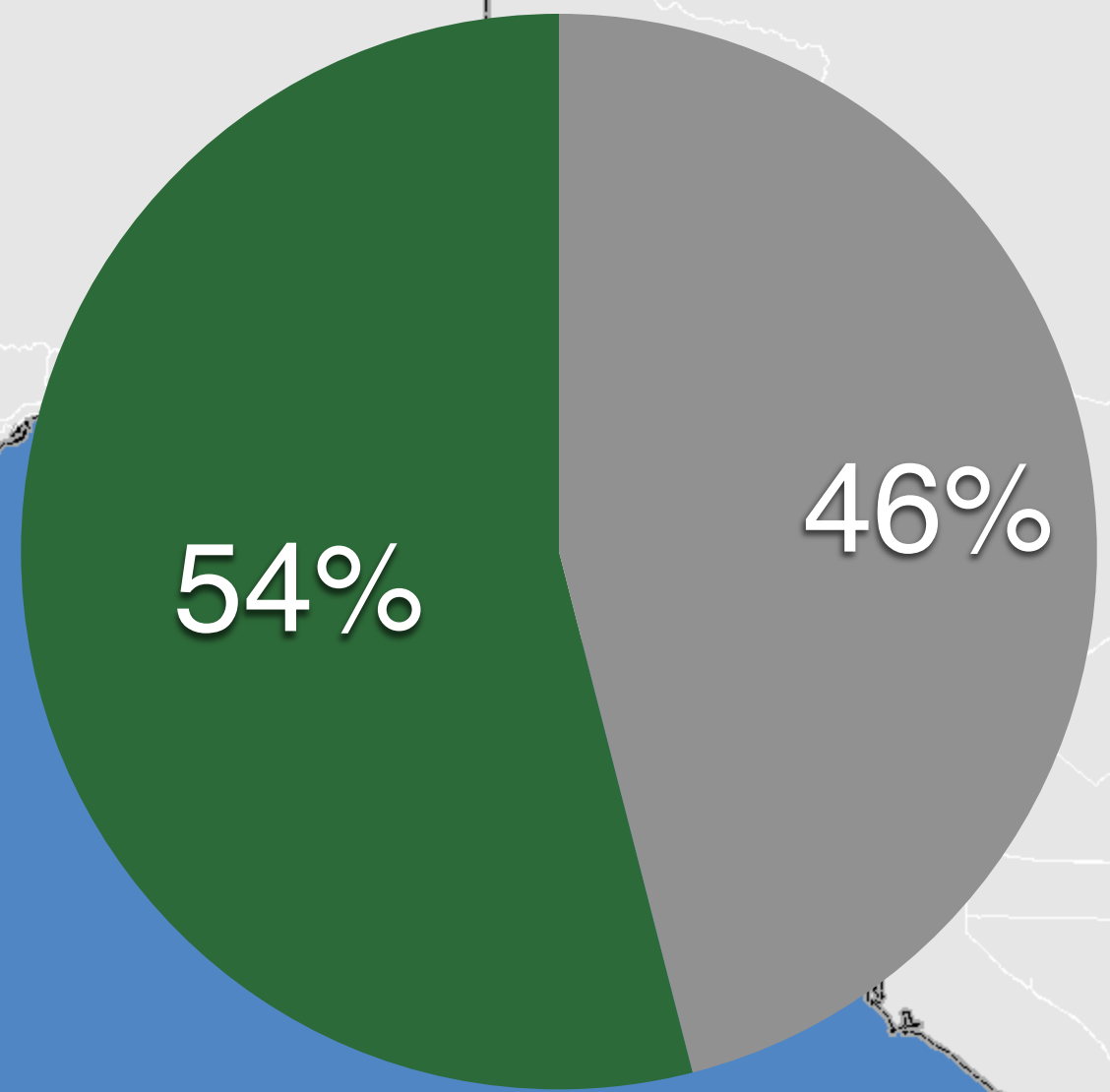
Value Per Acre

Downtown Montebello, CA

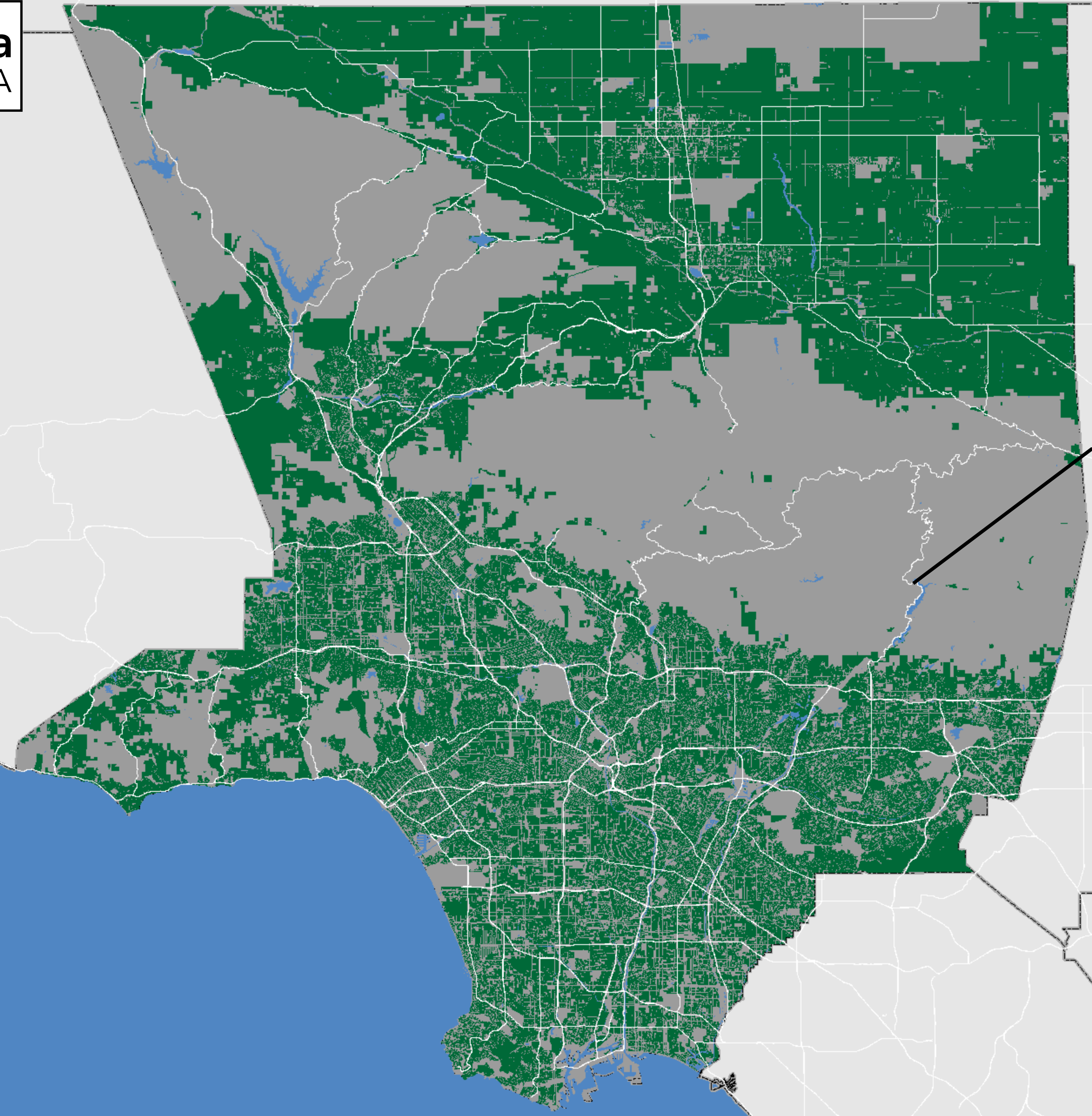


Taxable Area

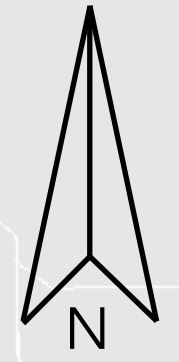
Los Angeles County, CA



● Exempt ● Taxable

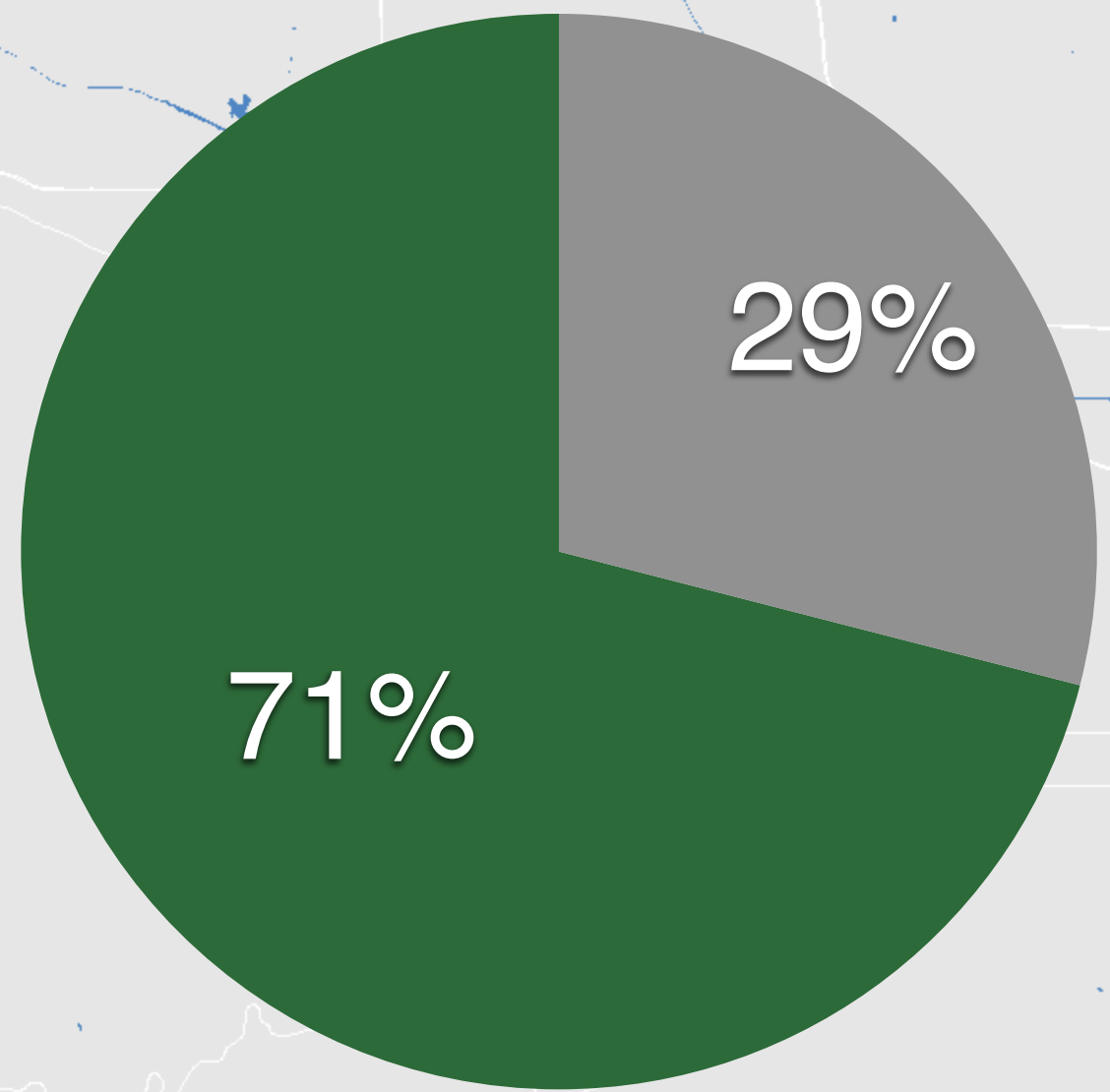


— Los Angeles National Forest



Taxable Area

Los Angeles County Study Area



● Exempt ● Taxable

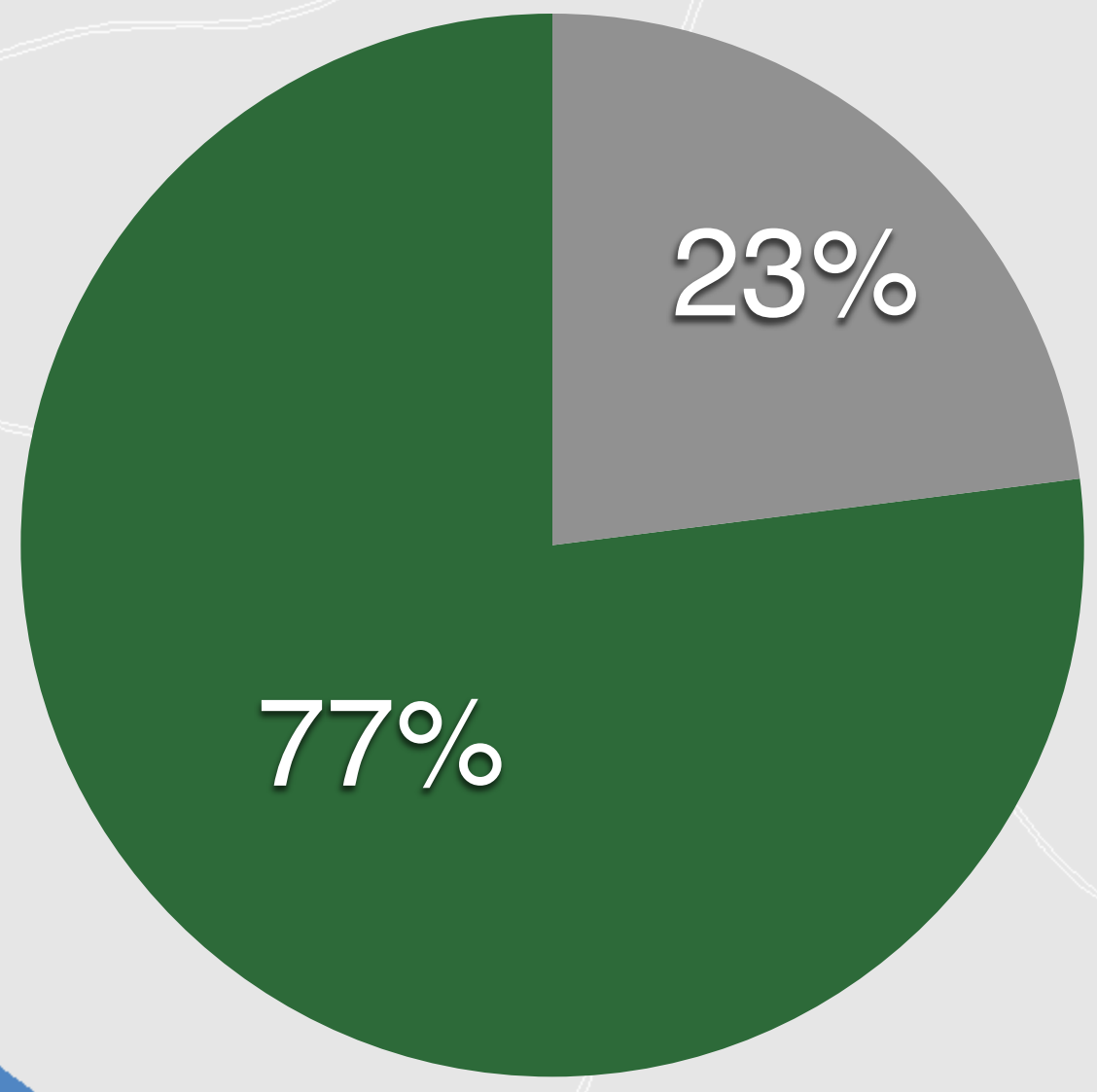
Angeles National Forest

Whittier Narrows Recreation Area

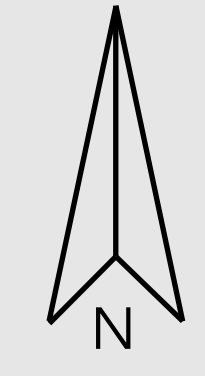
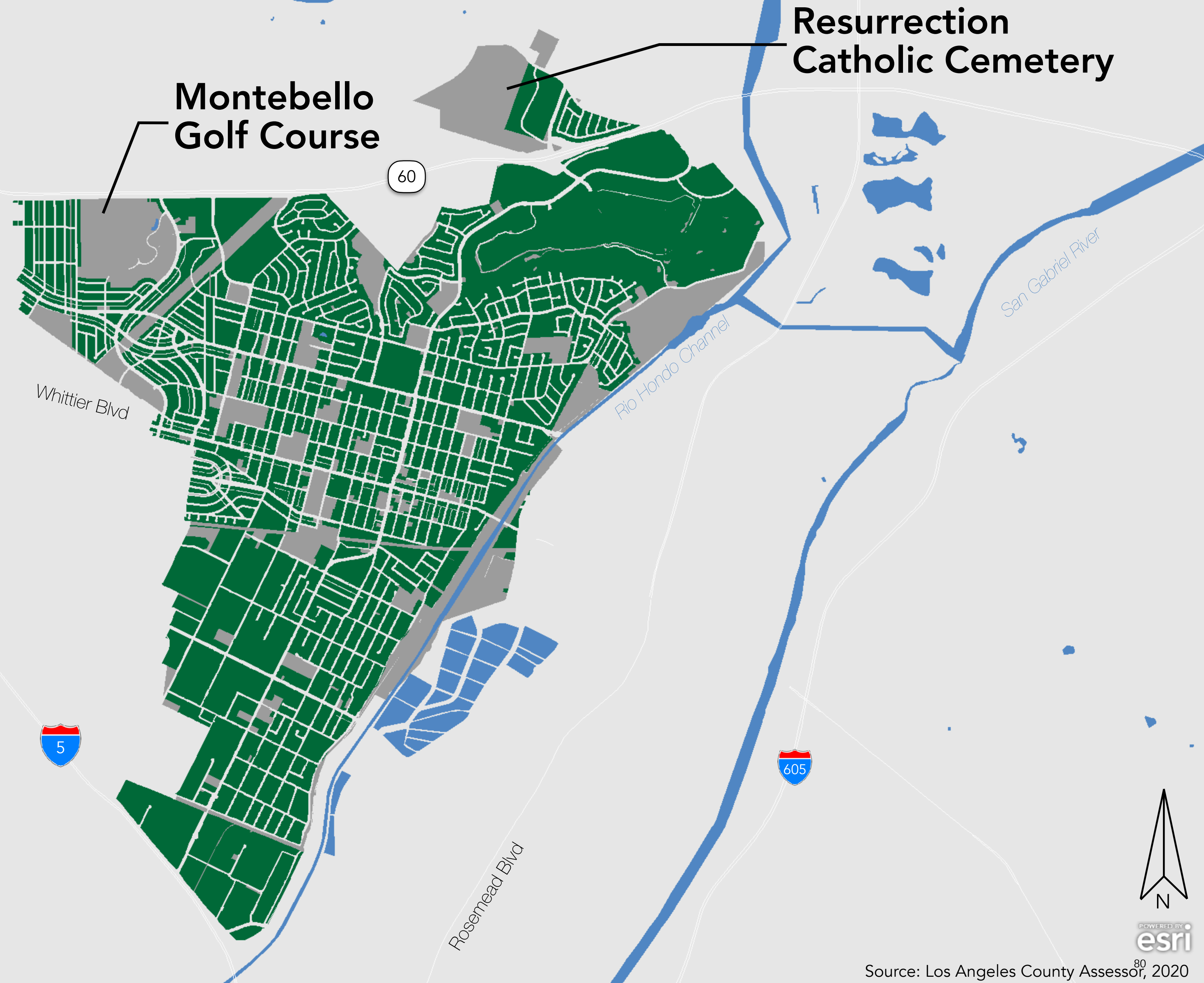
Los Angeles

Taxable Area

City of Montebello, CA

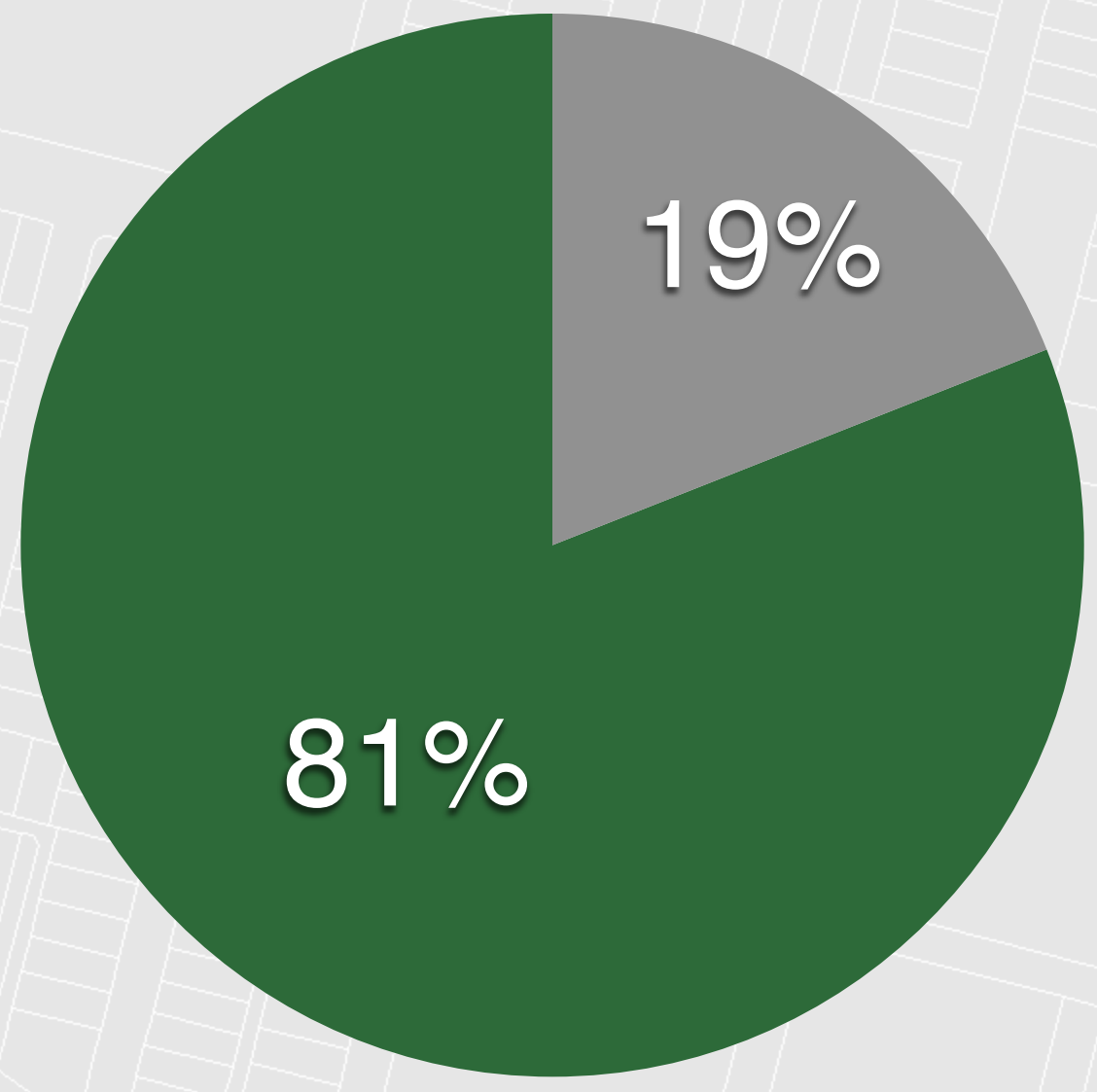


● Exempt ● Taxable



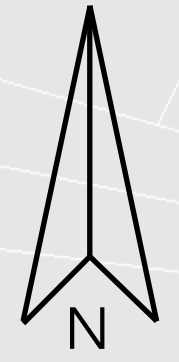
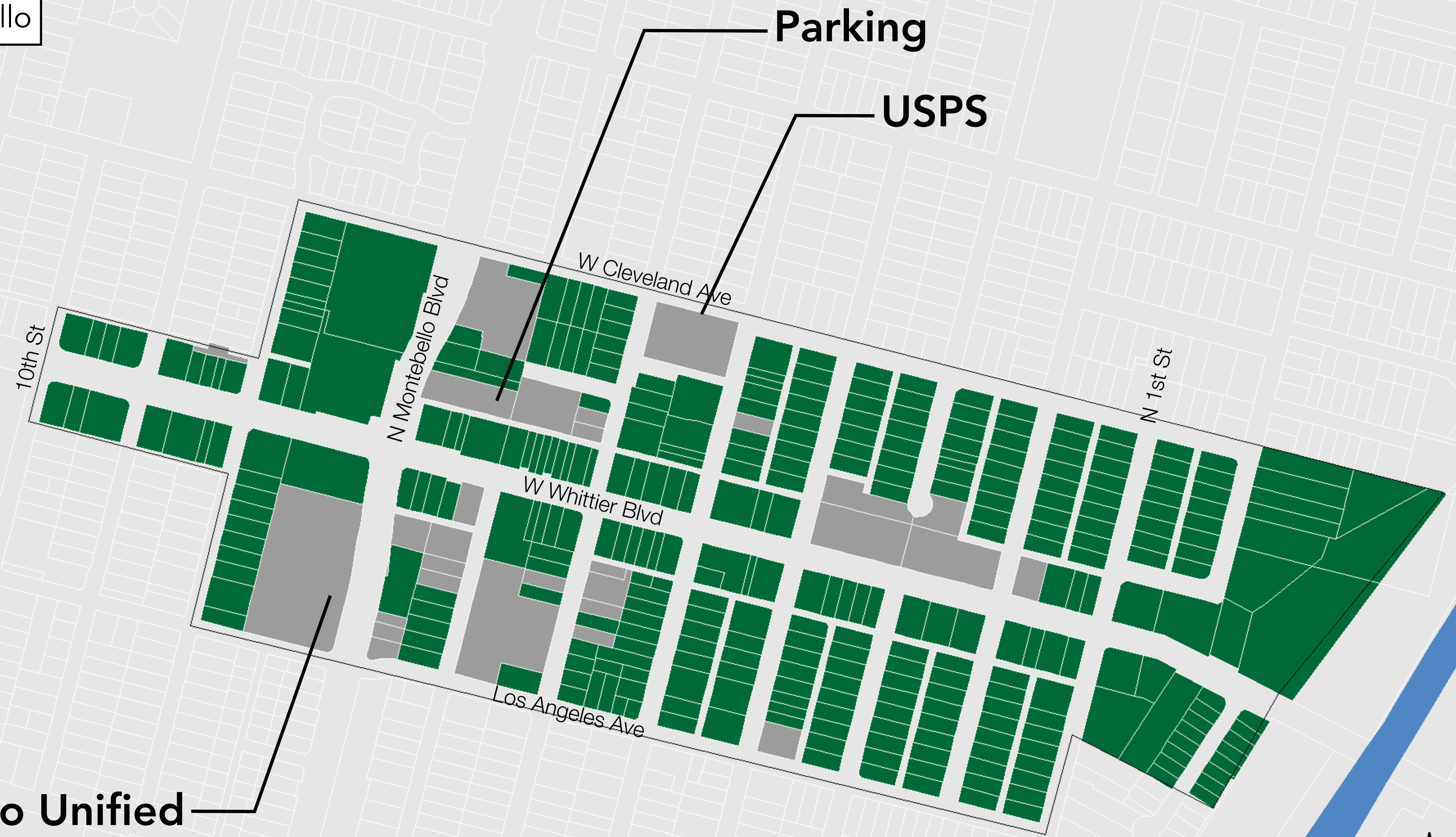
Taxable Area

Downtown Montebello



● Exempt ● Taxable

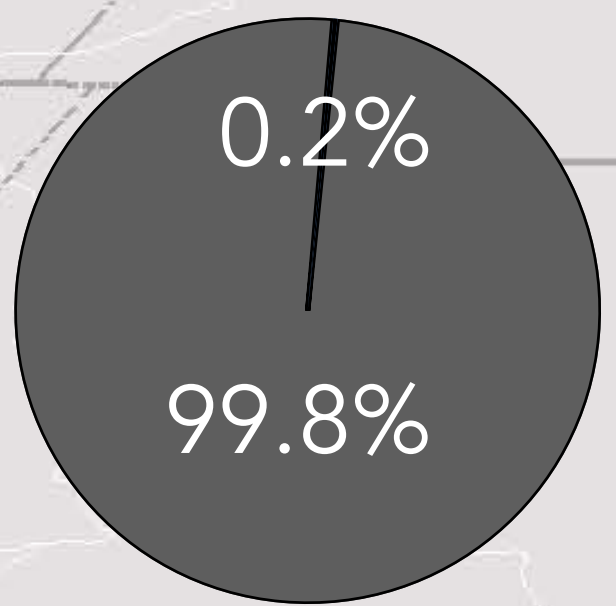
Montebello Unified School District



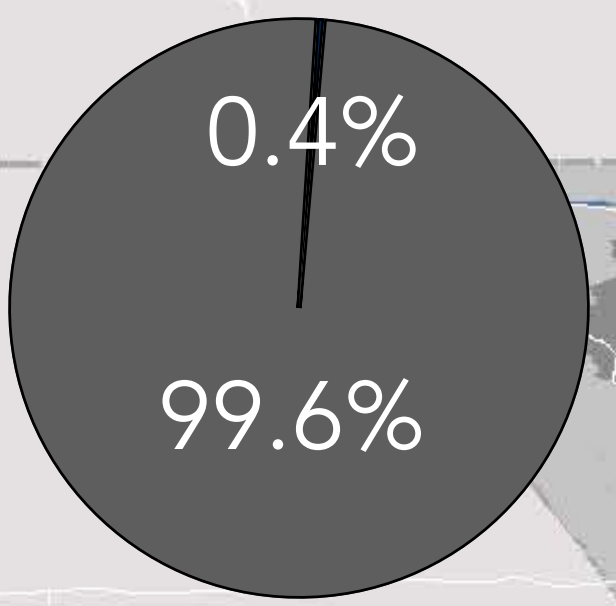
Value Productivity

City of Montebello, CA

- City
- County

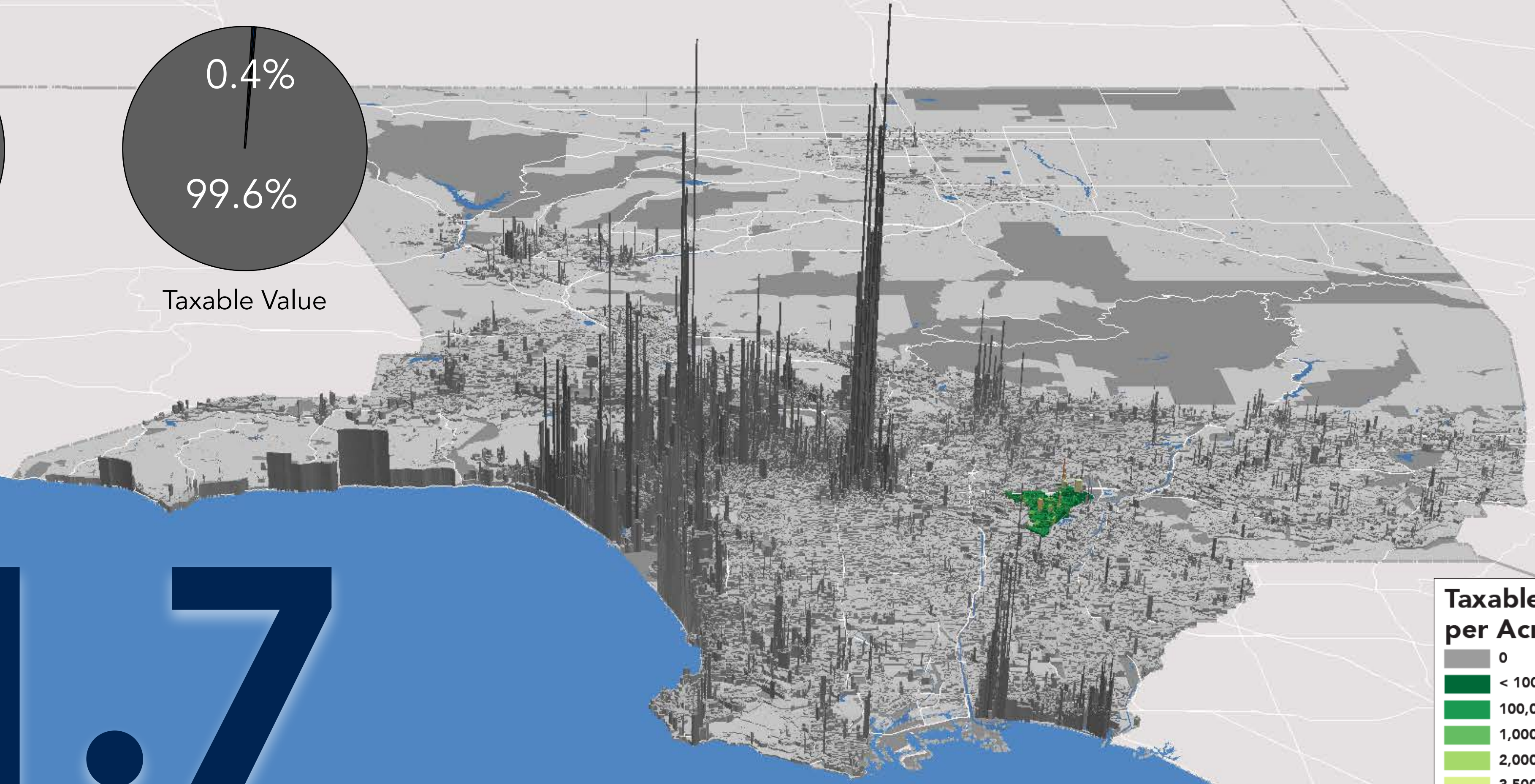


Taxable Area



Taxable Value

1:1.7

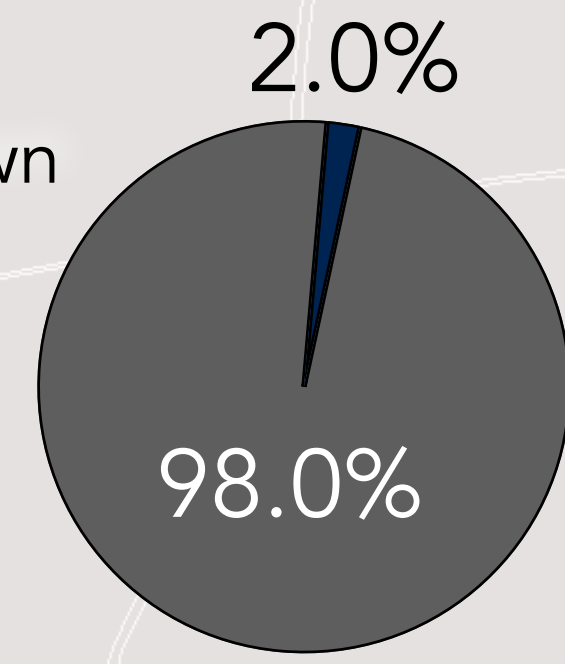


Taxable Value per Acre (\$)	
0	0
< 100,000	< 100,000
100,001 - 1,000,000	100,001 - 1,000,000
1,000,001 - 2,000,000	1,000,001 - 2,000,000
2,000,001 - 3,500,000	2,000,001 - 3,500,000
3,500,001 - 4,500,000	3,500,001 - 4,500,000
4,500,001 - 6,000,000	4,500,001 - 6,000,000
6,000,001 - 9,000,000	6,000,001 - 9,000,000
9,000,001 - 17,500,000	9,000,001 - 17,500,000
17,500,001 - 20,000,000	17,500,001 - 20,000,000
20,000,001 - 35,000,000	20,000,001 - 35,000,000
35,000,001 - 80,000,000	35,000,001 - 80,000,000
> 80,000,001	> 80,000,001

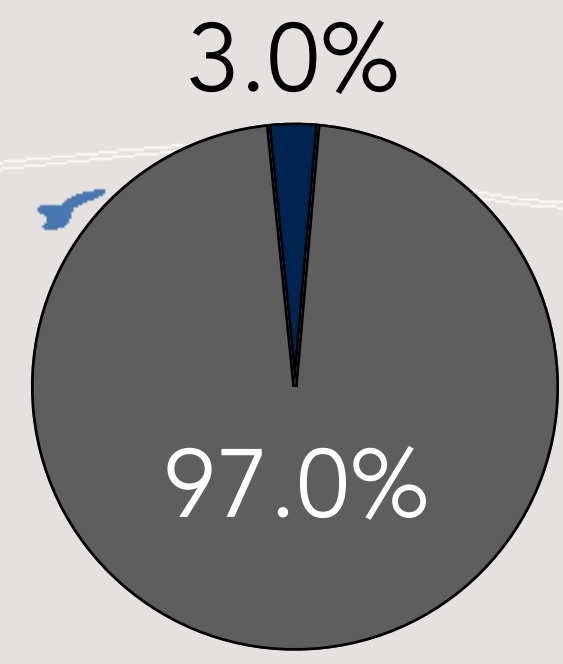
Value Productivity

Downtown Montebello

- Downtown
- City

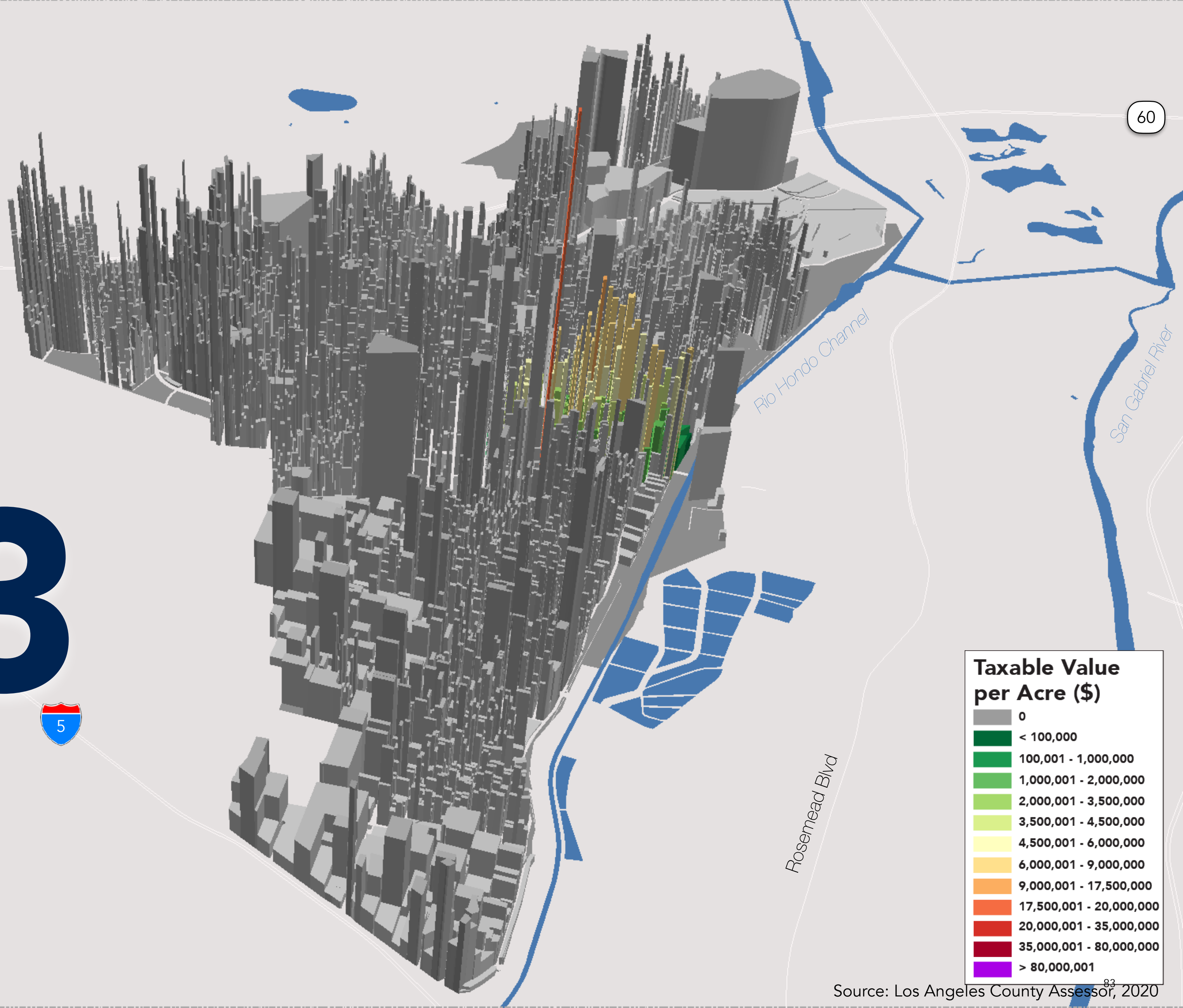


Taxable Area



Taxable Value

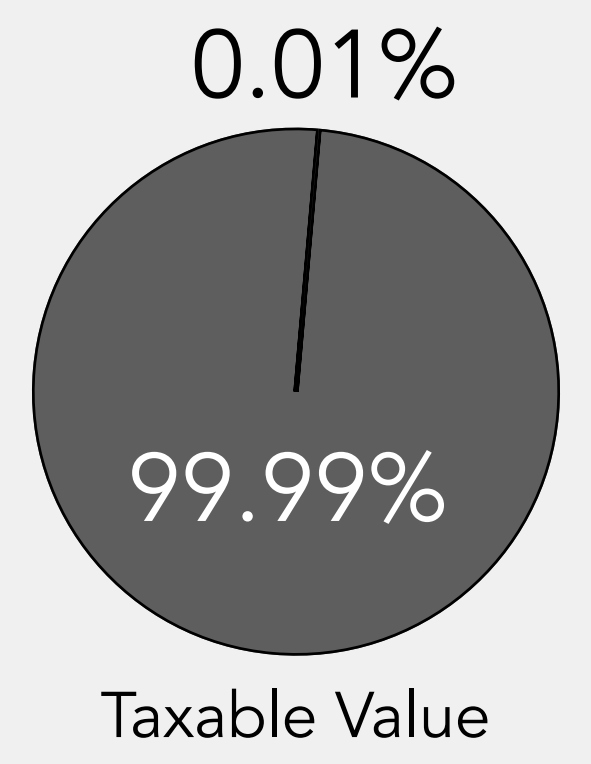
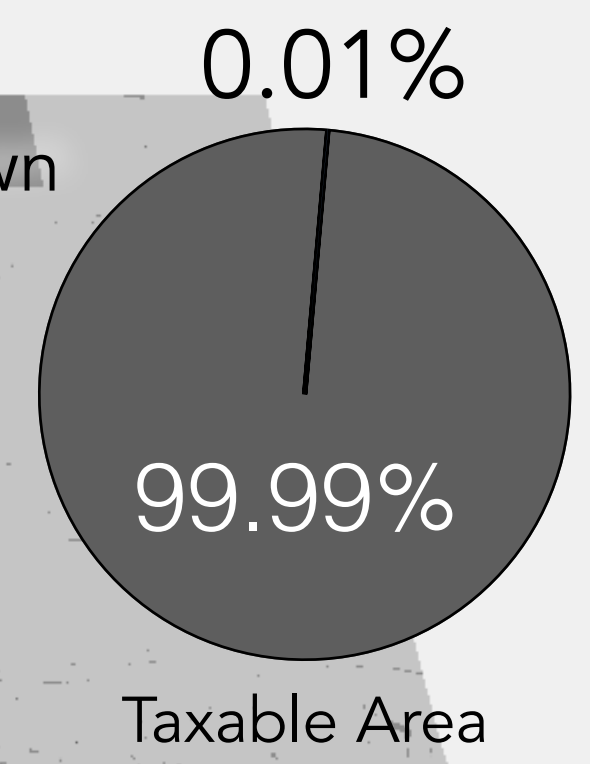
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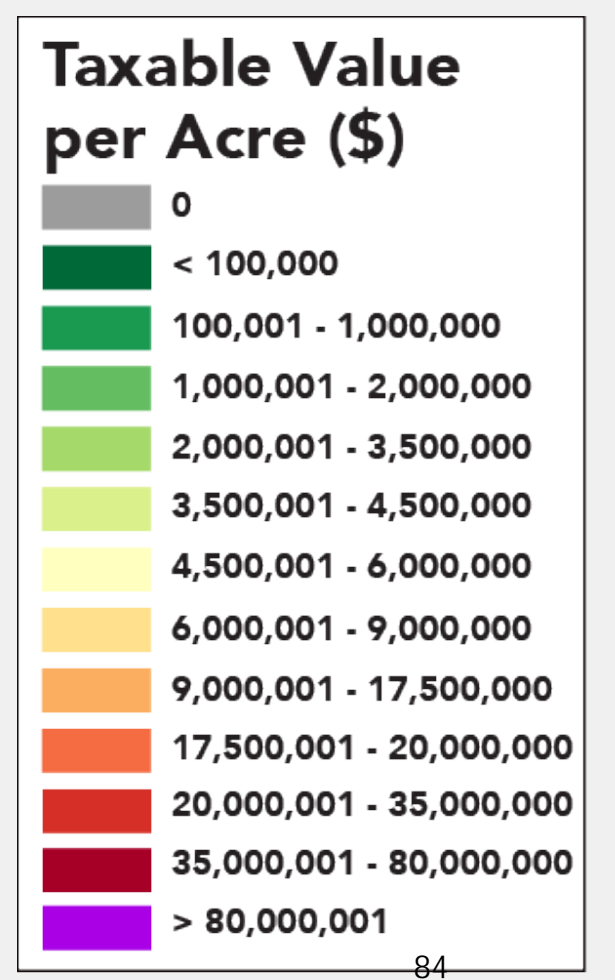
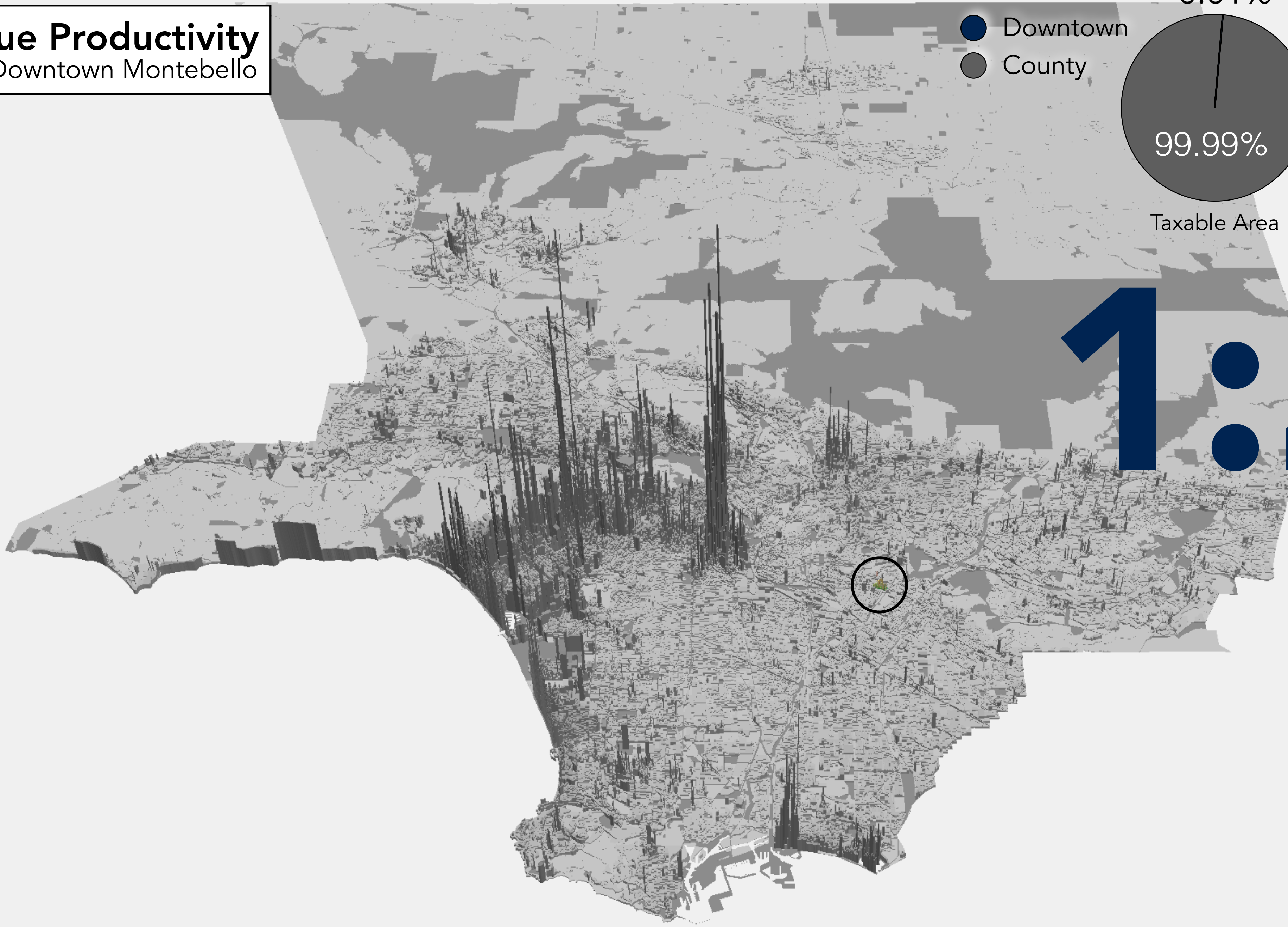
Taxable Value per Acre (\$)

0
< 100,000
100,001 - 1,000,000
1,000,001 - 2,000,000
2,000,001 - 3,500,000
3,500,001 - 4,500,000
4,500,001 - 6,000,000
6,000,001 - 9,000,000
9,000,001 - 17,500,000
17,500,001 - 20,000,000
20,000,001 - 35,000,000
35,000,001 - 80,000,000
> 80,000,001

● Downtown
 ● County



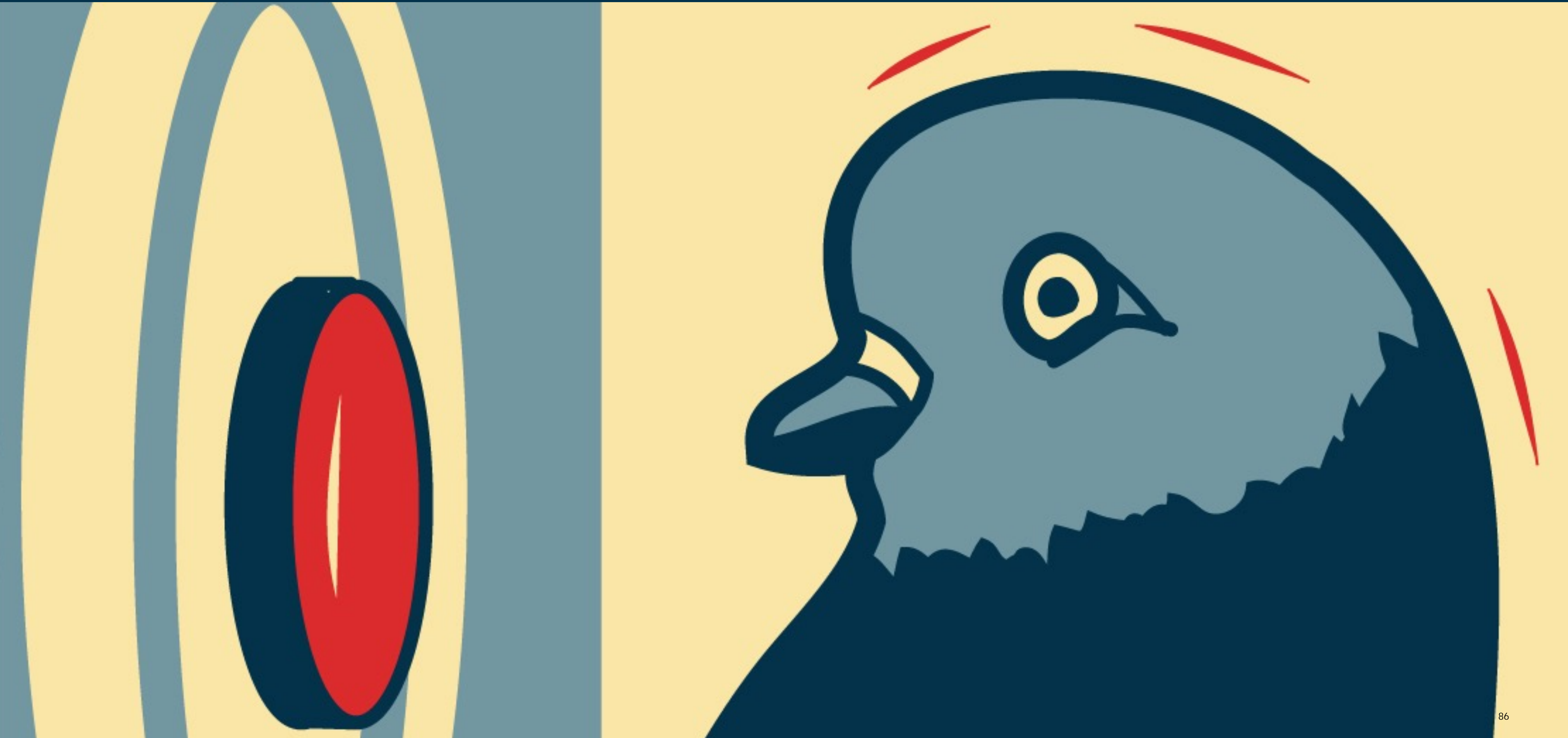
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Land Value Analysis

The economics of land valuation.

Behavioral Economics





Dell Avenue

FAIR+EQUITABLE
AUGUST 2019 | VOLUME 17 | NUMBER 7
A publication of IAAO on appraisal and appraisal management, within the property assessment industry.

DON'T CUT ME OFF!
 USING POST-VALUATION DATE EVIDENCE IN APPRAISALS | **8**

INSIDE
IAAO CONFERENCE SESSION HIGHLIGHTS
 Available session topics are vast and wide for 2019. | **17**

HIGHEST AND BEST USE
 TEGoVA extends Highest and Best Use value to encompass Hope Value | **28**

Legend

- Study Area
- Tax Exempt

LAND Assessment
Assessed Value Per Acre

- \$0.00 - \$5,000.00
- \$5,000.01 - \$10,000.00
- \$10,000.01 - \$15,000.00
- \$15,000.01 - \$20,000.00
- \$20,000.01 - \$25,000.00
- \$25,000.01 - \$30,000.00
- \$30,000.01 - \$35,000.00
- \$35,000.01 - \$40,000.00
- \$40,000.01 - \$45,000.00
- \$45,000.01 - \$7

0 **0.5**
 Miles



**Tax
Code**

44444444

44444444

44444444
44444444
44444444



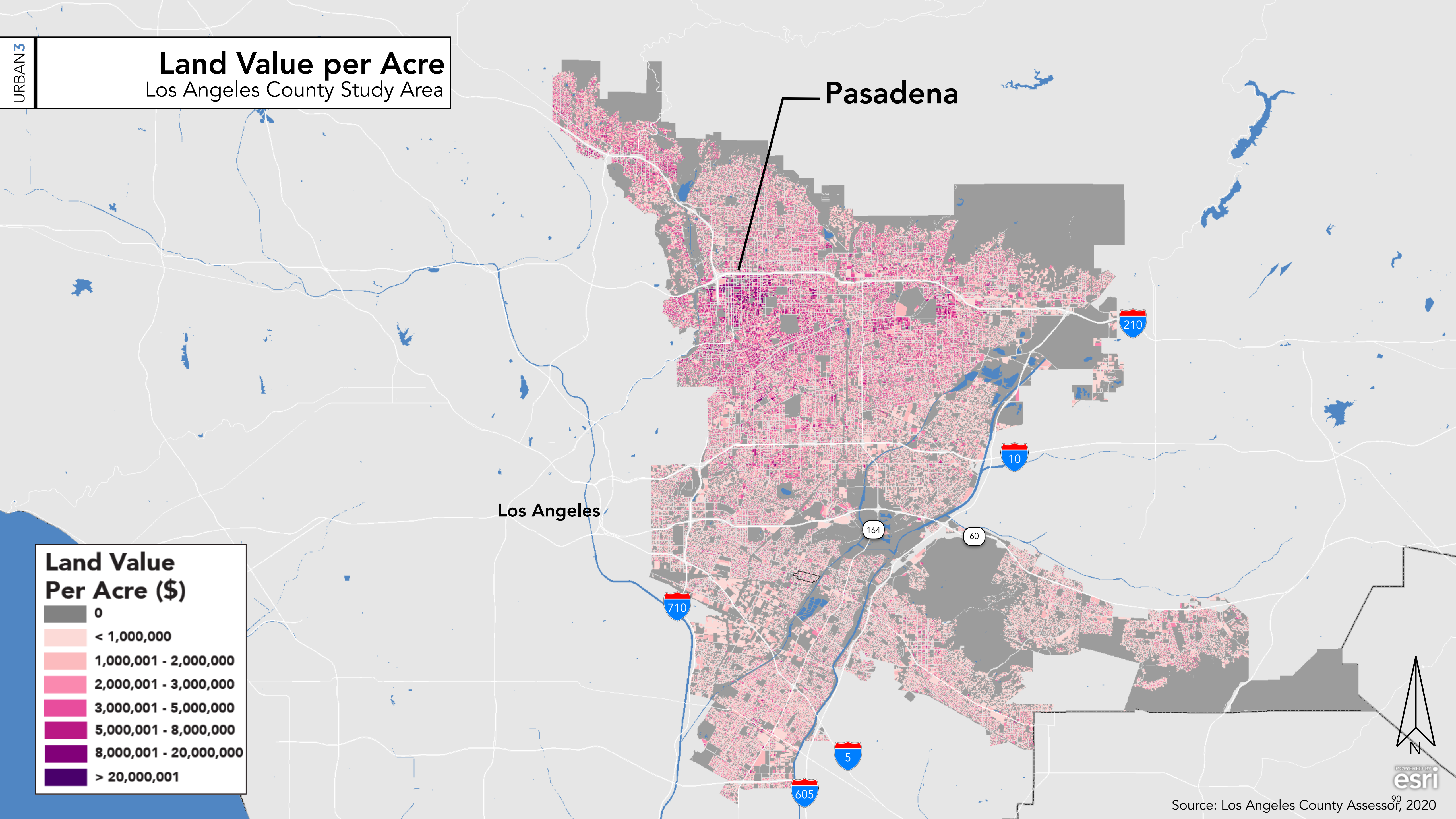
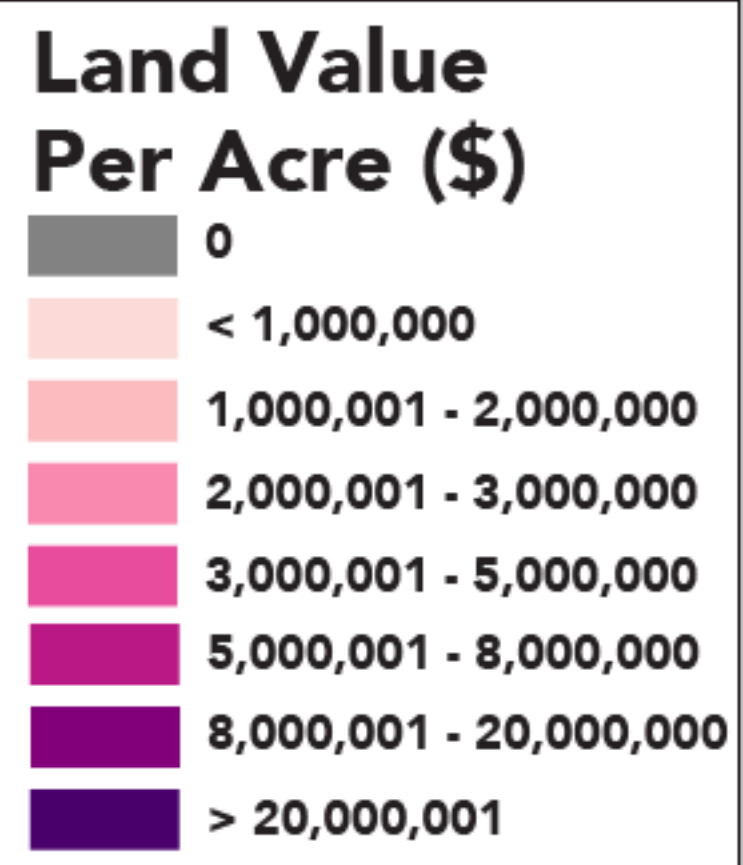
MARKET FORCES

Land Value per Acre

Los Angeles County Study Area

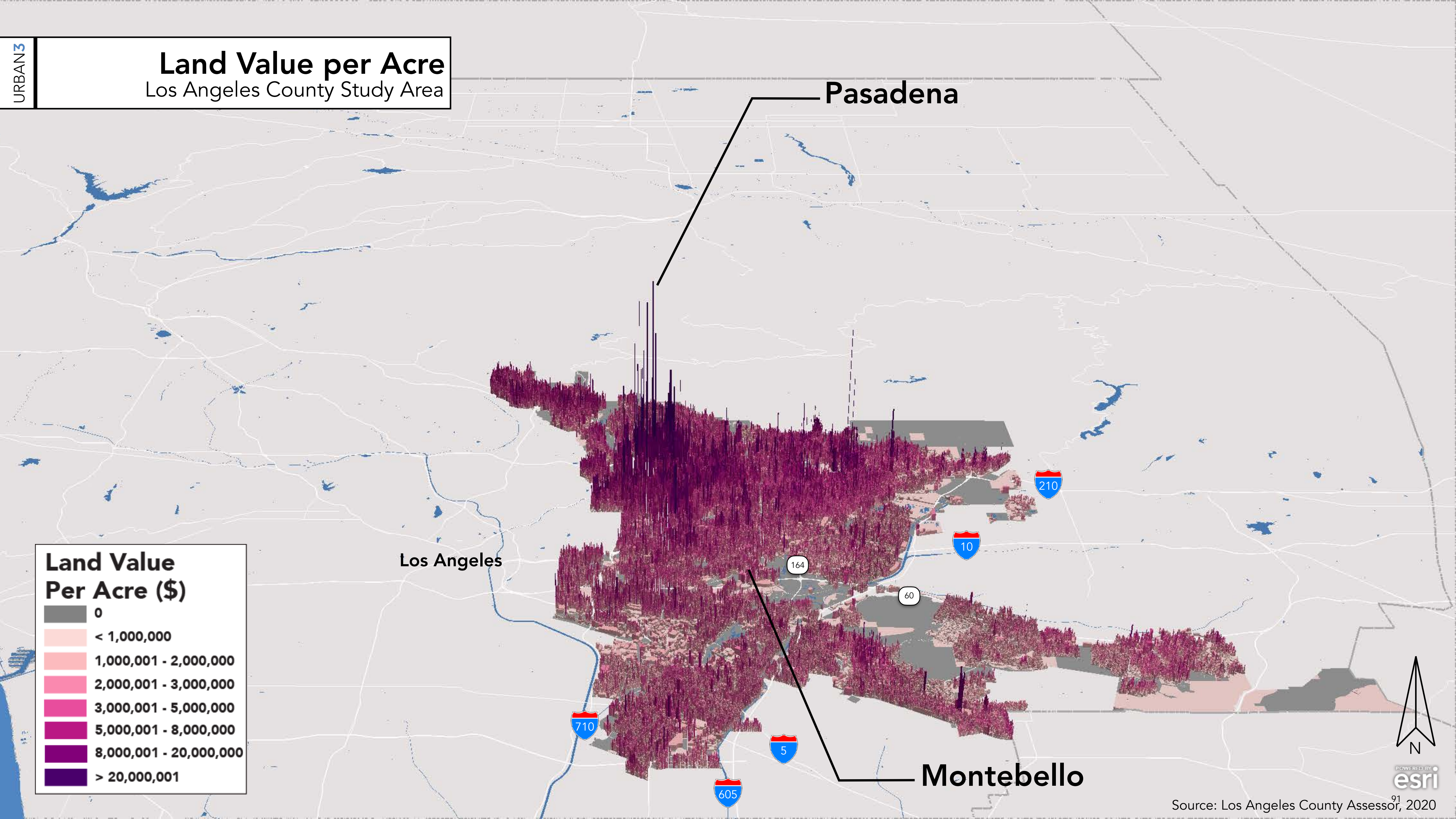
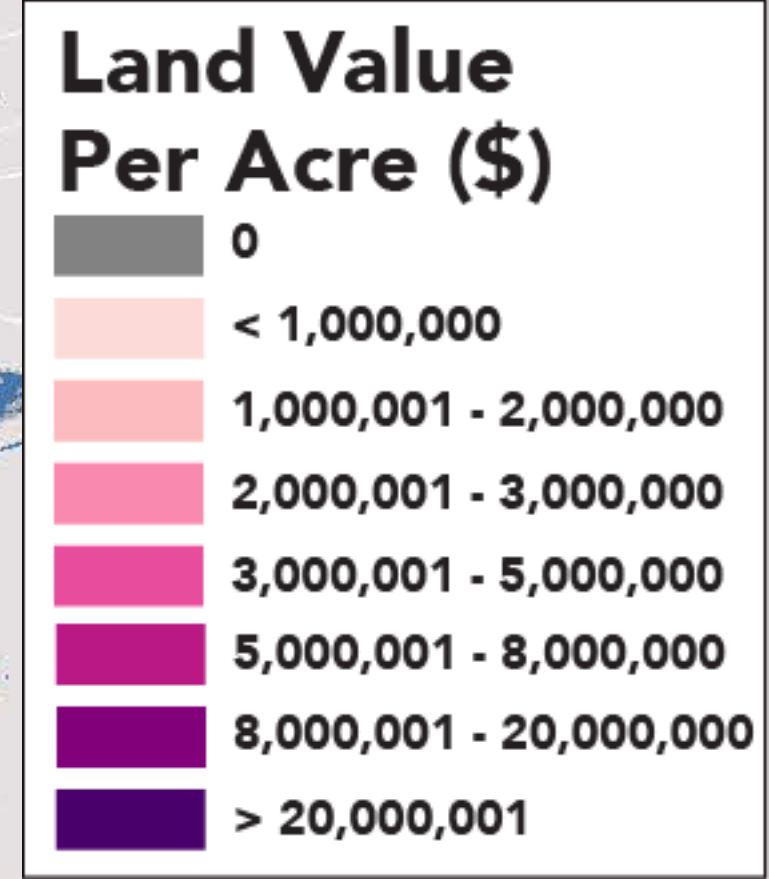
Pasadena

Los Angeles



Land Value per Acre

Los Angeles County Study Area



Land Value per Acre

City of Montebello, CA

The Shops at Montebello

60

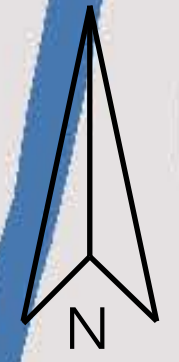
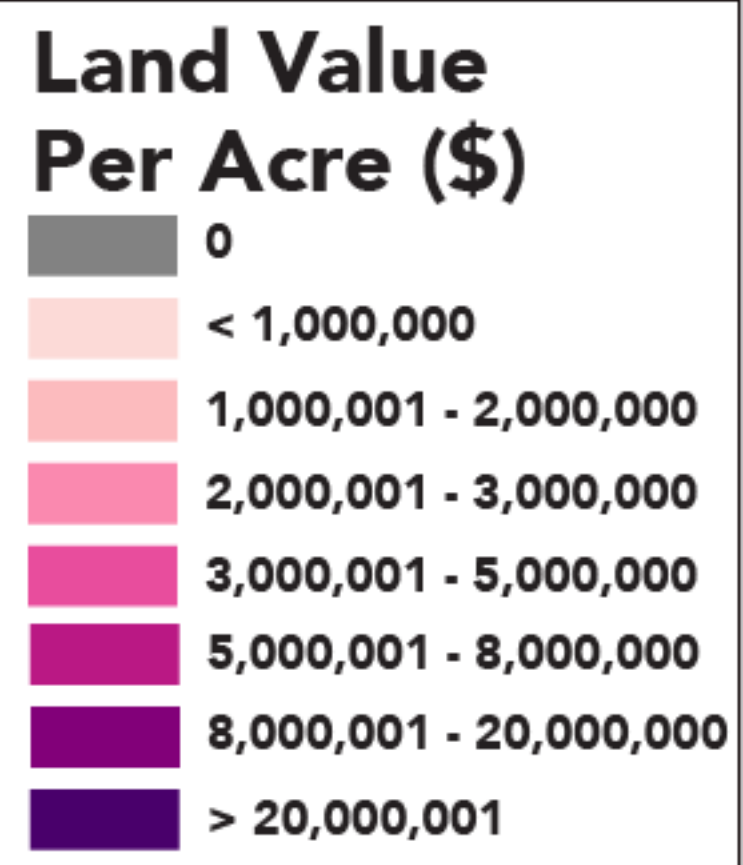
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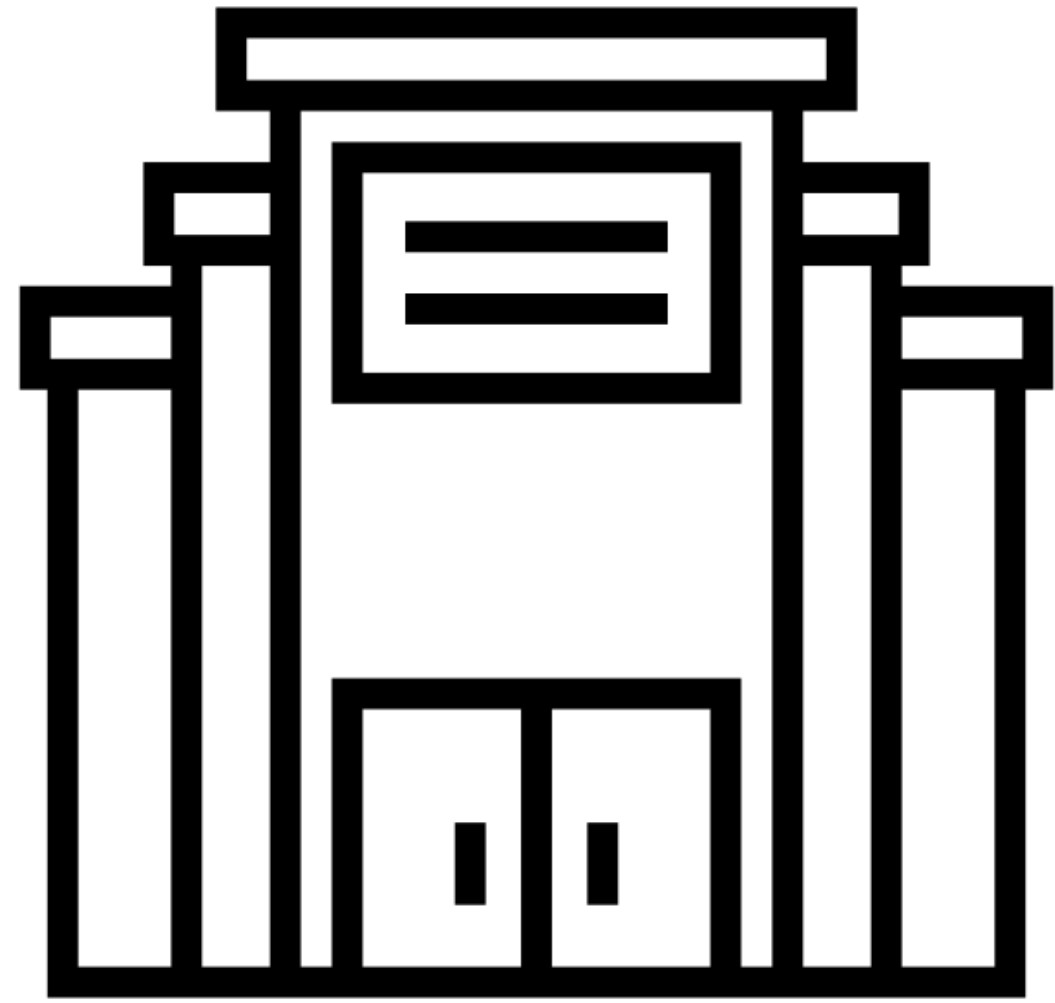


Rio Hondo Channel

San Gabriel River

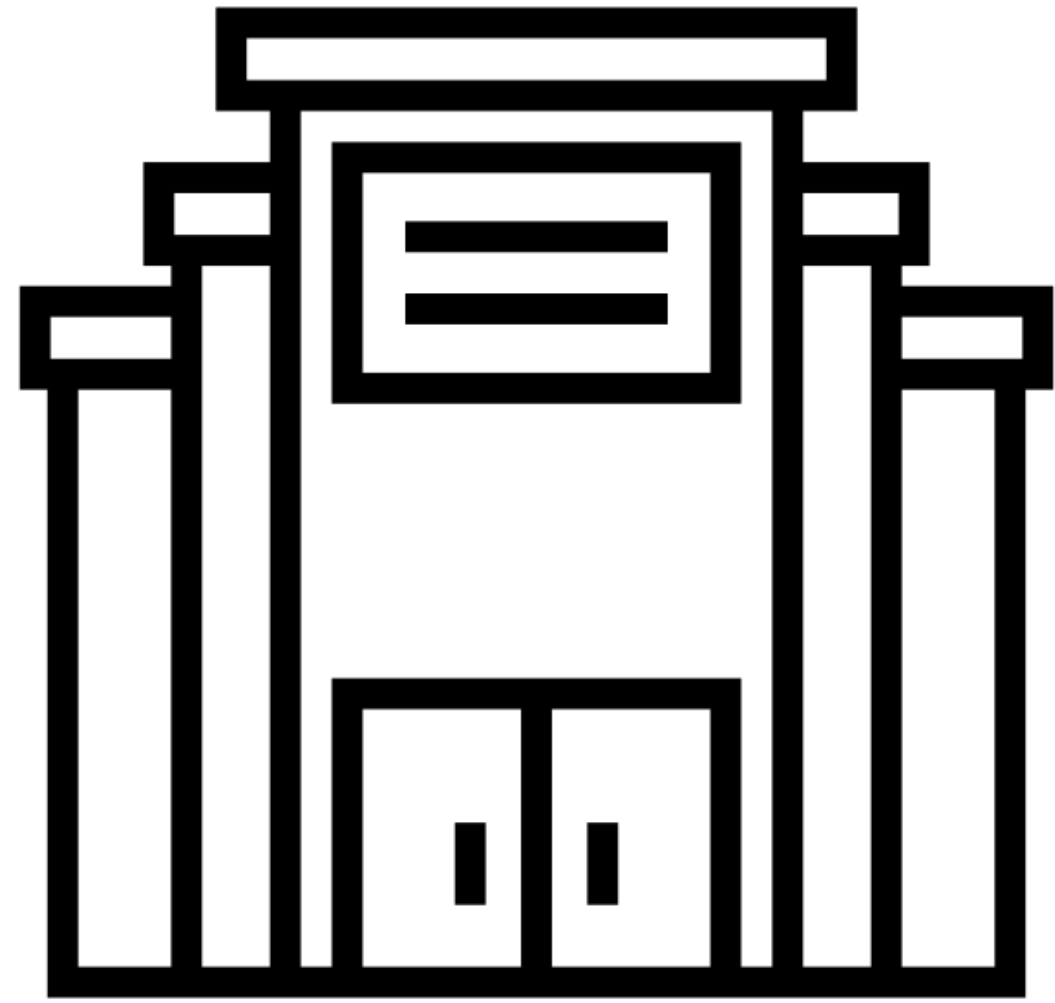
Rosemead Blvd





Montebello's Land Use Types

Local samples of commercial & residential buildings and development types



Commercial Land Use Types

Samples of commercial buildings and development types.

Montebello, CA

Taxable Value per Acre

Rosemead Walmart

BUILDING

\$15.9 M
5.2 acres
2007 Base Year



LAND

\$22.6 M
20.8 acres

TOTAL

\$38.5 M
20.8 acres
0.25 FAR
\$1.9 M per acre

Montebello, CA

Taxable Value per Acre

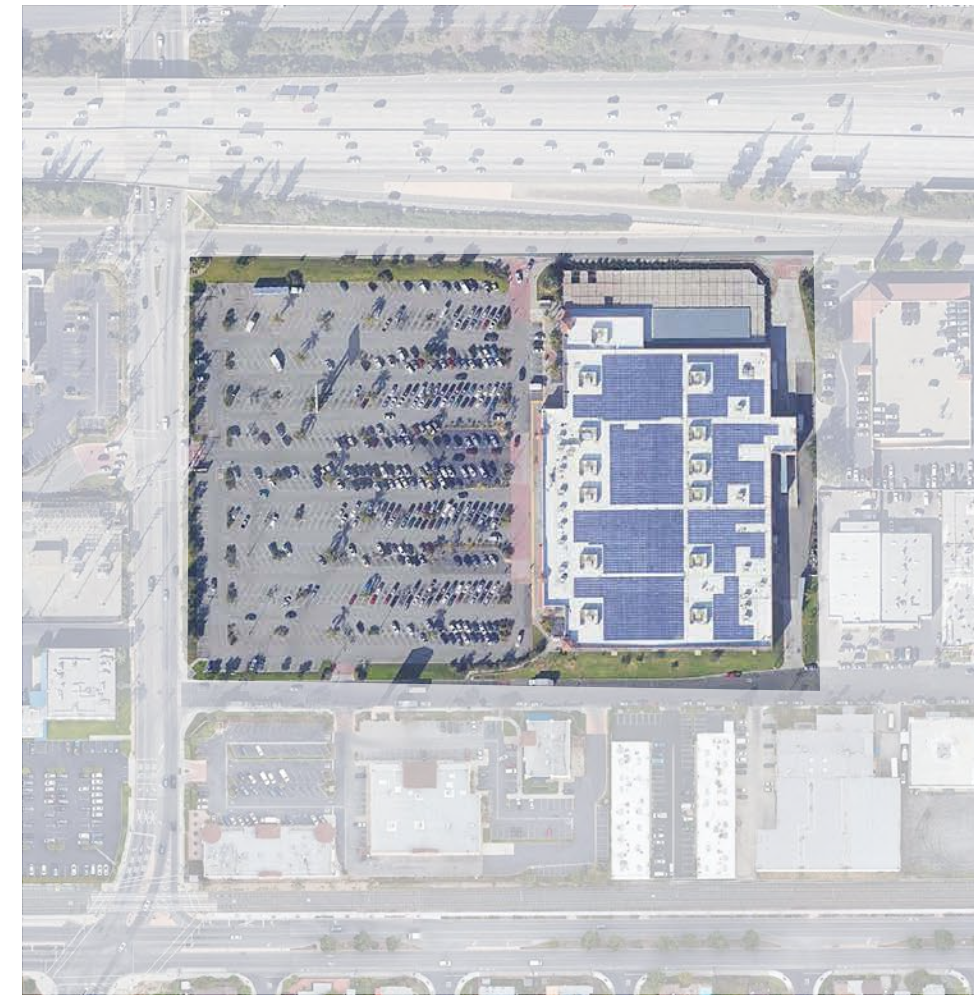
Rosemead Walmart



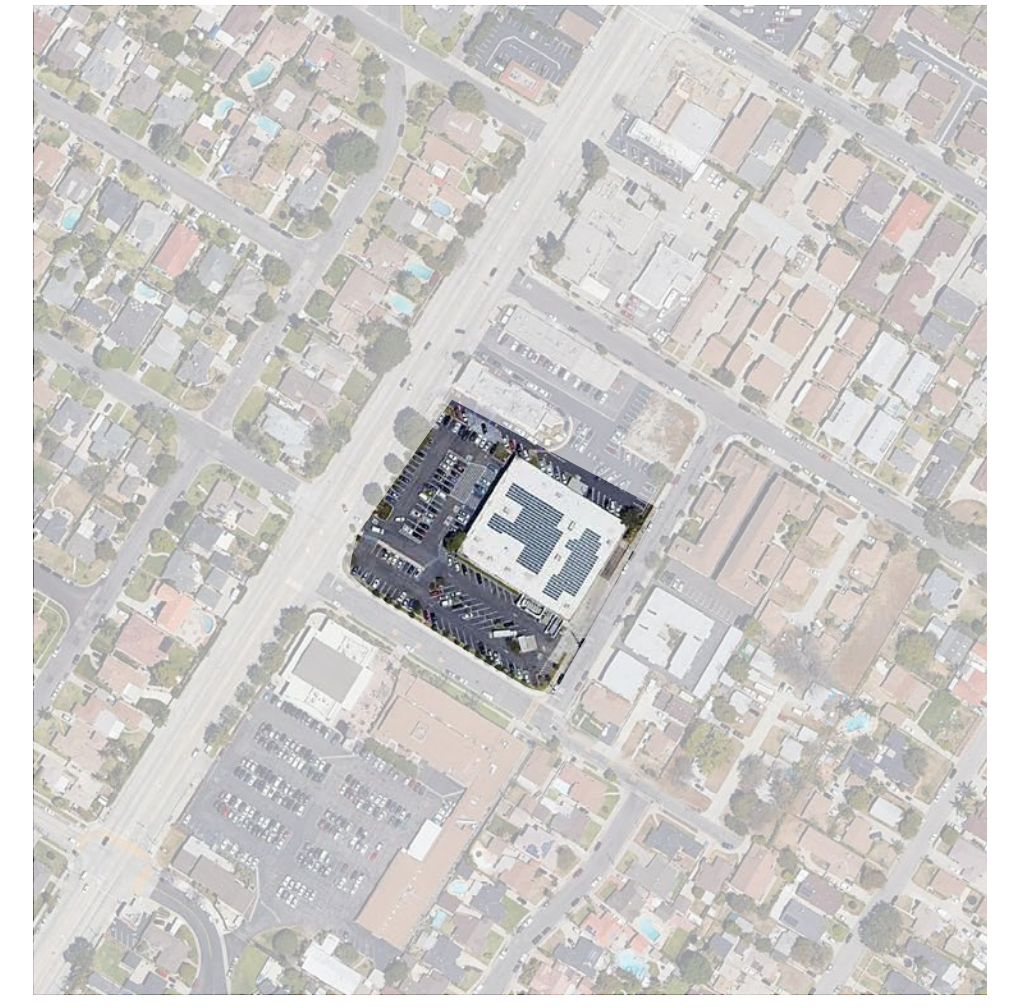
Pico Rivera Walmart



Duarte Walmart



Downey Walmart



Land	Value (M)	\$22.6	\$15.4	\$16.6	\$3.5
	Acreage	20.8	17.9	11.6	2.3
Building	Value (M)	\$15.9	\$18.8	\$7.6	1.7
	Acreage	5.2	5.1	3.4	0.8
	Base Year	2007	2003	2005	2011
	FAR	0.25	0.28	0.29	0.34
	Total Value	\$38.5	\$34.2	\$24.2	\$5.3
	Value per Acre (M)	\$1.9	\$1.9	\$2.1	\$2.2

Montebello, CA
Taxable Value per Acre

Rosemead Walmart

Pico Rivera Walmart

Duarte Walmart

Downey Walmart

Average Montebello Area Walmart Value Per Acre:

\$2,029,864

Land	Value (M)	\$22.6	\$15.9	\$7.6	\$3.5
	Acreage	20.8	17.7	11.6	2.3
Building	Value (M)	\$15.9	\$18.8	\$7.6	1.7
	Acreage	5.2	5.1	3.4	0.8
	Base Year	2007	2003	2005	2011
	FAR	0.25	0.28	0.29	0.34
	Total Value	\$38.5	\$34.2	\$24.2	\$5.3
	Value per Acre (M)	\$1.9	\$1.9	\$2.1	\$2.2

Montebello, CA

Taxable Value per Acre

Montebello Town Square

\$1,773,308 per acre



Mart of Montebello

\$2,077,045 per acre



Montebello Plaza

\$3,177,179 per acre



The Shops at Montebello

\$5,370,549 per acre



Walmart

\$2,029,864 per acre



Monterey Park, CA

Taxable Value per Acre



Monterey Park, CA
Home Depot
\$4,524,619 per acre



Monterey Park, CA
Costco
\$4,601,764 per acre

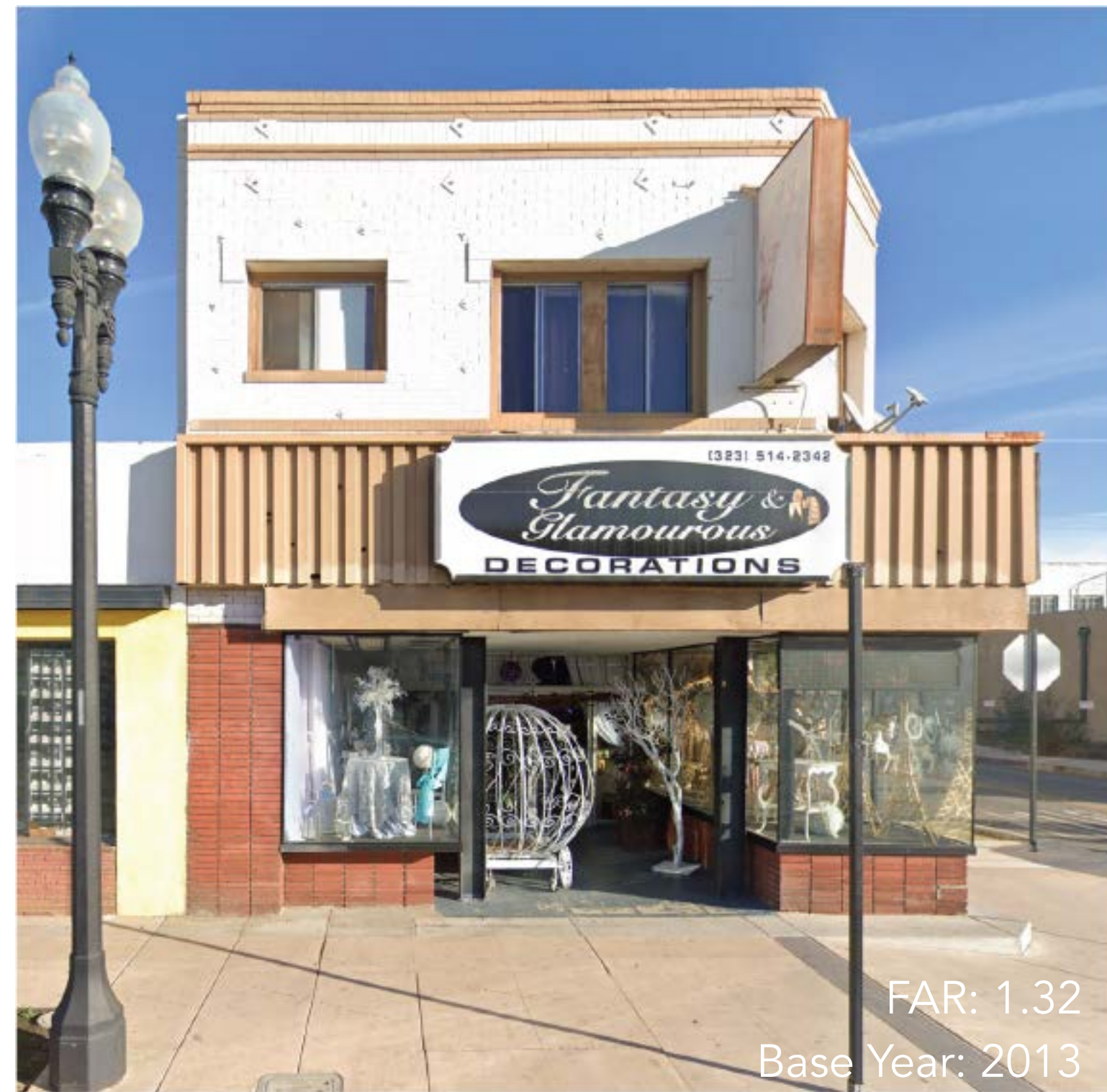
*Both the Home Depot and Costco are in the City of Monterey Park. The City of Montebello benefits from a portion of the sales tax revenue pursuant to an agreement between both jurisdictions.

Montebello, CA

Taxable Value per Acre

Fantasy & Glamorous Decorations

\$7,294,547 per acre



Walgreens

\$10,535,259 per acre



Walmart

\$2,029,864 per acre

Montebello, CA

Taxable Value per Acre



\$11,776,543 per acre

\$7,515,916 per acre

\$10,355,206 per acre

FAR: 1.1
Base Year: 1993

FAR: 0.56
Base Year: 1993

FAR: 1.1
Base Year: 2009

Walmart
\$2,029,864 per acre

The 3400 Block of W Beverly Blvd

Montebello, CA

Taxable Value per Acre

Wells Fargo
\$18,042,213 per acre



FAR: 0.88
Base Year: 2000

Walmart
\$2,029,864 per acre

Industrial / Manufacturing Land Use Types

Samples of industrial buildings and development types.

Samra Transport
\$862,518 per acre



Royal Paper
\$1,670,524 per acre



Walmart
\$2,029,864 per acre

Entenmann's Bakery

\$8,891,548 per acre



Montebello, CA
Taxable Value Per Acre

URBAN3

Walmart
\$2,029,864 per acre

Residential Land Use Types

Samples of residential buildings and development types.

Montebello, CA

Taxable Value Per Acre

URBAN3



Walmart
\$2,029,864 per acre



**Average Single Family
Residential Value Per Acre:**



\$2,135,654

Walmart
\$2,029,864 per acre



4 Pack

\$3,227,188 per acre

Montebello, CA
Taxable Value Per Acre

URBAN3



Bungalow Bar

\$5,885,712 per acre

Walmart

\$2,029,864 per acre

Montebello, CA

Taxable Value per Acre

6 Unit

\$ 7,157,576 per acre



Walmart

\$2,029,864 per acre

Rio Walk

\$12,437,703 per acre



Montebello Collection

\$13,396,032 per acre



Walmart

\$2,029,864 per acre

Jade Place

\$13,561,434 per acre



Walmart

\$2,029,864 per acre

Value Per Acre

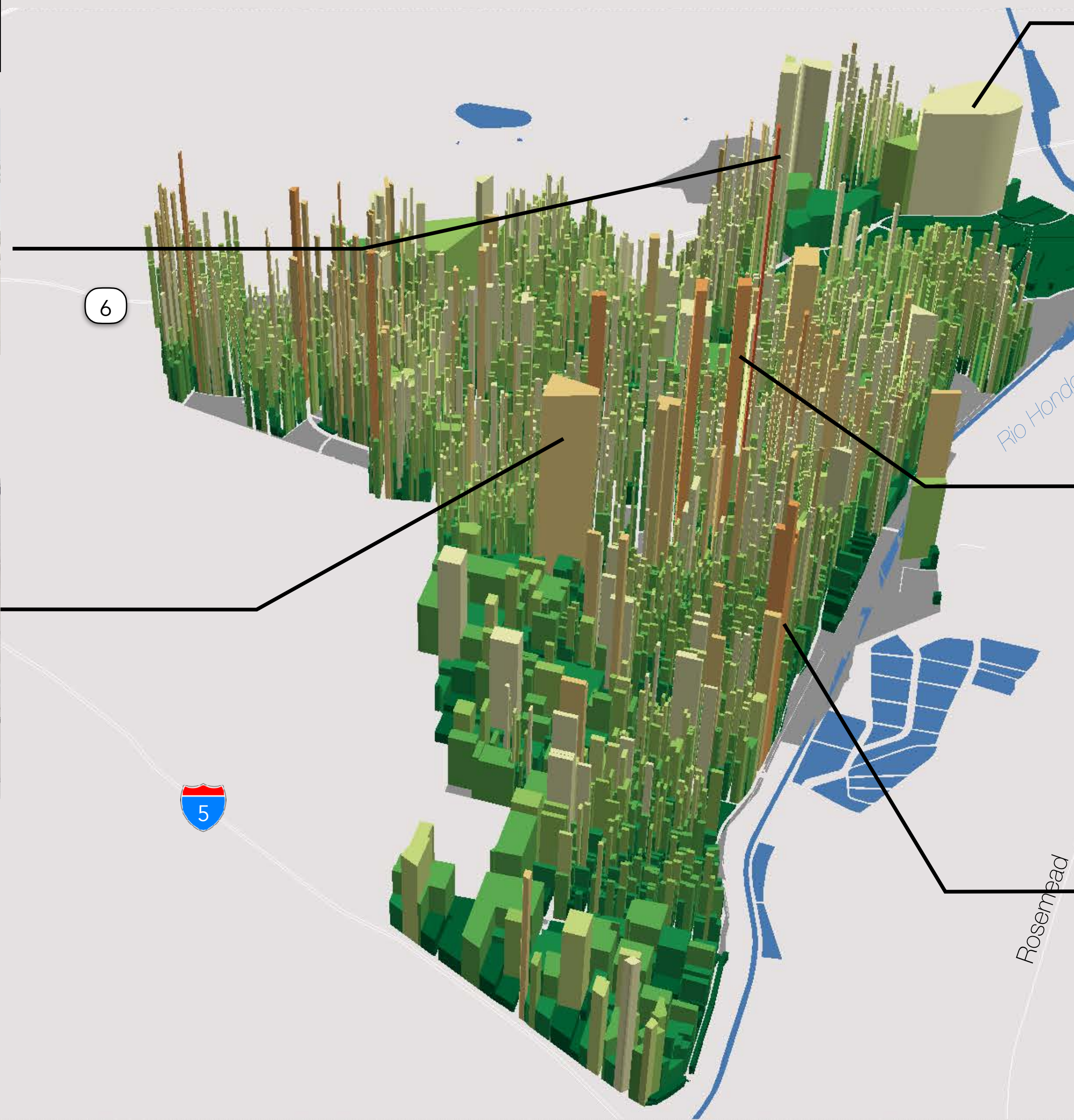
Montebello, CA



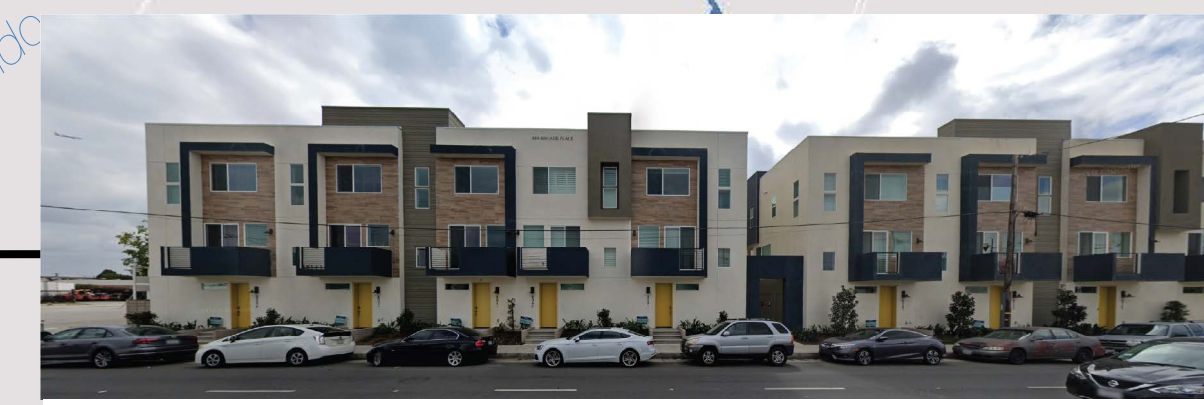
Wells Fargo
\$18,042,213 per acre



Entemann's Bakery
\$8,891,548 per acre



The Shops at Montebello
\$5,370,549 per acre

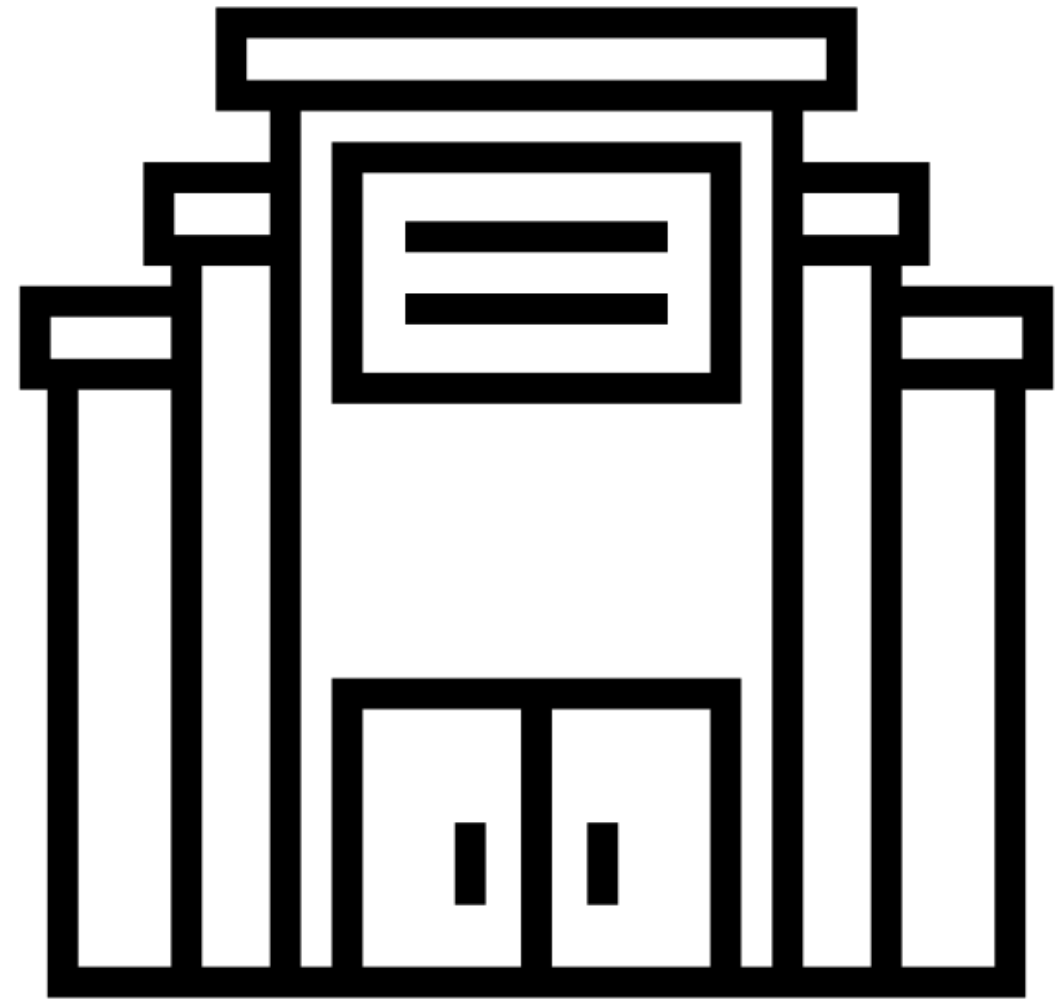


Jade Place
\$13,561,434 per acre



Rio Walk
\$5,370,549 per acre

Walmart
\$2,029,864 per acre



Regional Land Use Types

Local samples of commercial & residential buildings and development types

Alhambra Mixed Use

Alhambra, CA

2012 Light commercial

\$6,539,313 per acre



Walmart
\$2,029,864 per acre

2020 Mixed-use

\$39,739,296 per acre



6x

Sheraton San Gabriel

San Gabriel, CA

2012 Office

\$5,394,905 per acre



Walmart
\$2,029,864 per acre

2020 Hotel

\$49,455,849 per acre



Park View Place

Alhambra, CA

2012 Parking

\$1,771,258 per acre



Walmart
\$2,029,864 per acre

2020 Senior housing

\$26,954,608 per acre



15x

Village Walk Downey, CA

2012 Public parking

\$1,197,504 per acre



Walmart
\$2,029,864 per acre

2020 Multi-family housing

\$17,401,777 per acre



Jade Place

Montebello, CA

2012 Mixed industrial

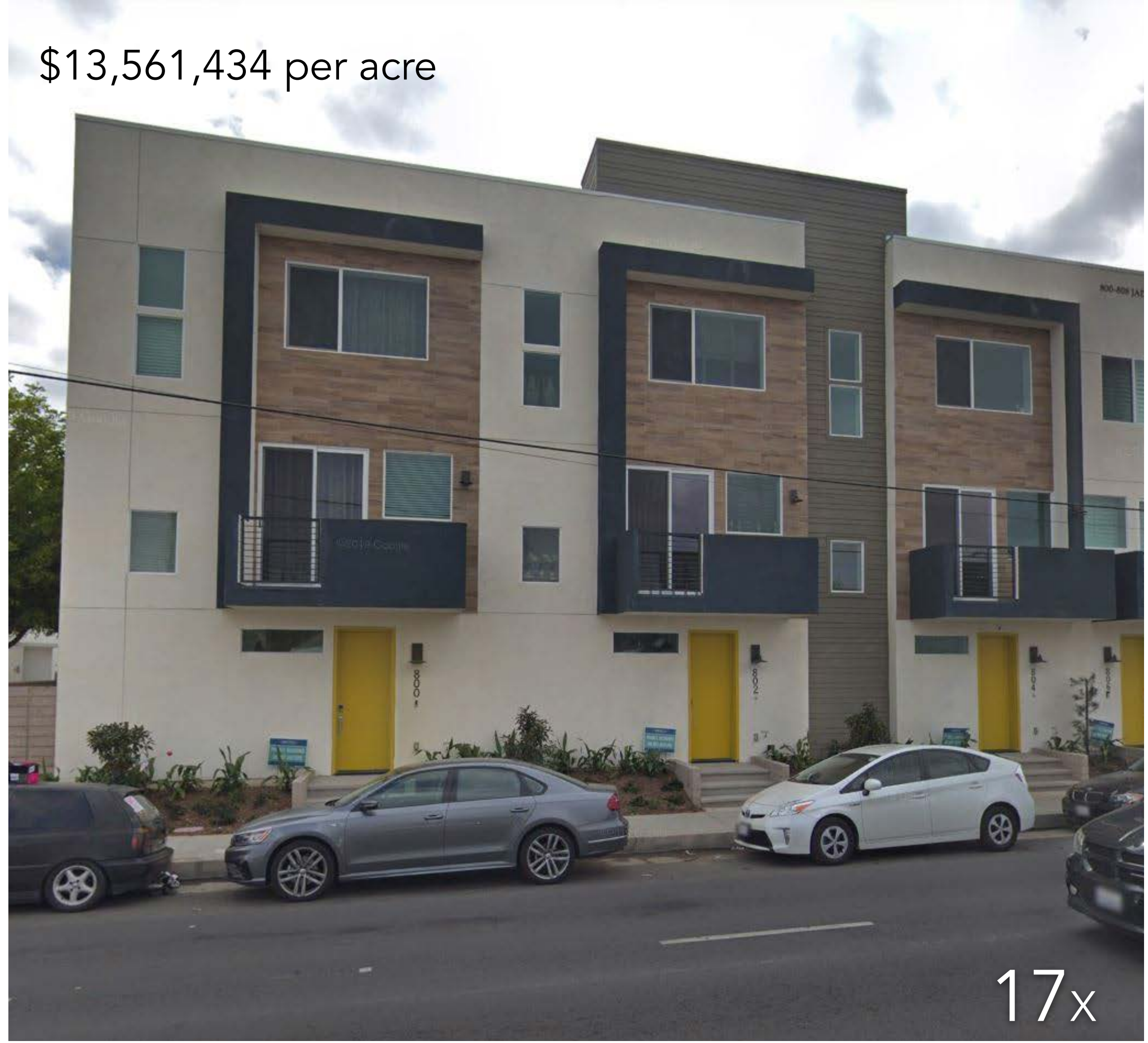
\$778,769 per acre



Walmart
\$2,029,864 per acre

2020 Multi-family housing

\$13,561,434 per acre



17x

"What If" Scenario? San Gabriel, CA

2012 Parking

\$1,771,258 per acre



Walmart
\$2,029,864 per acre

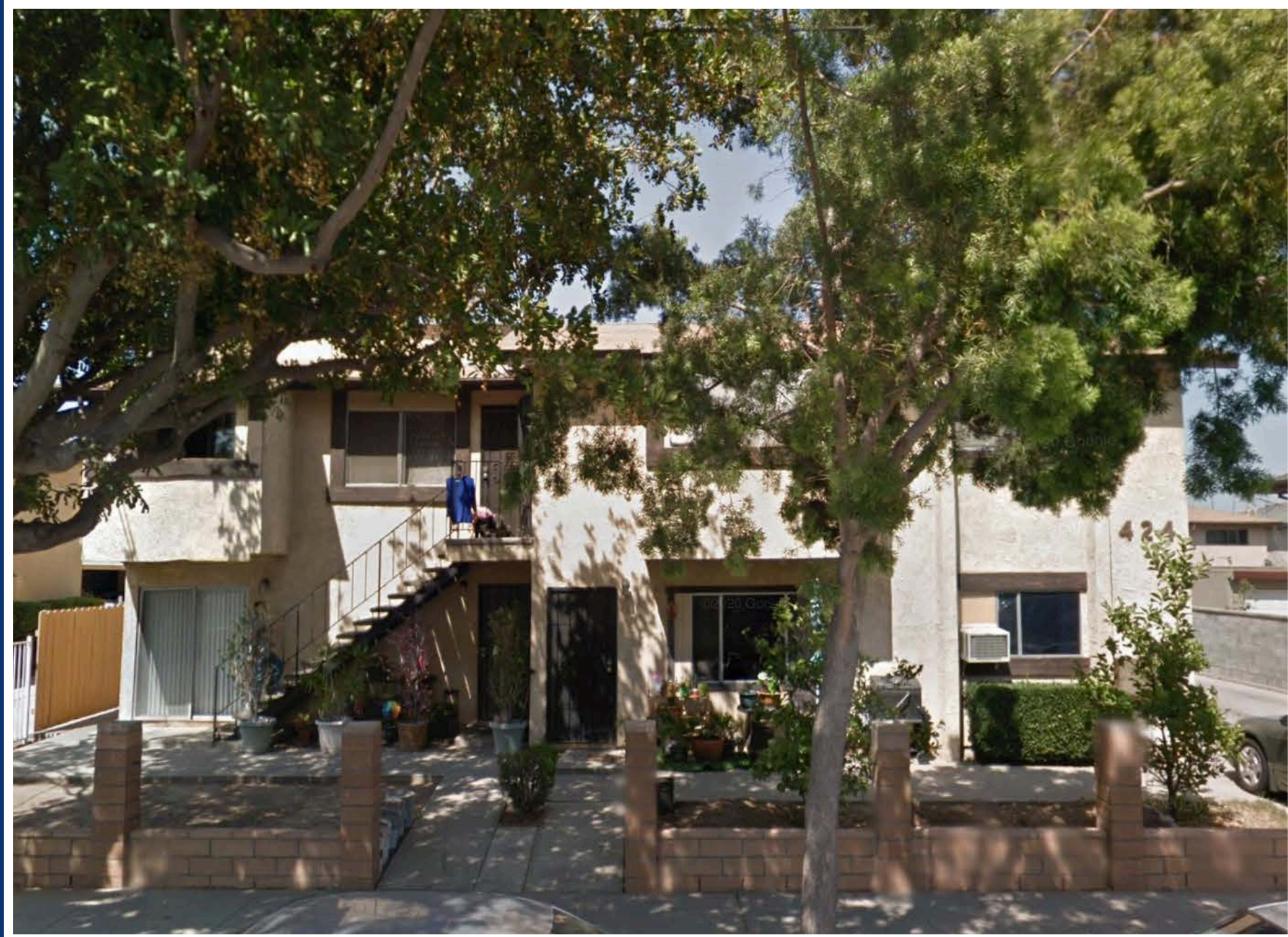
2020 Hotel

\$49,455,849 per acre



28x

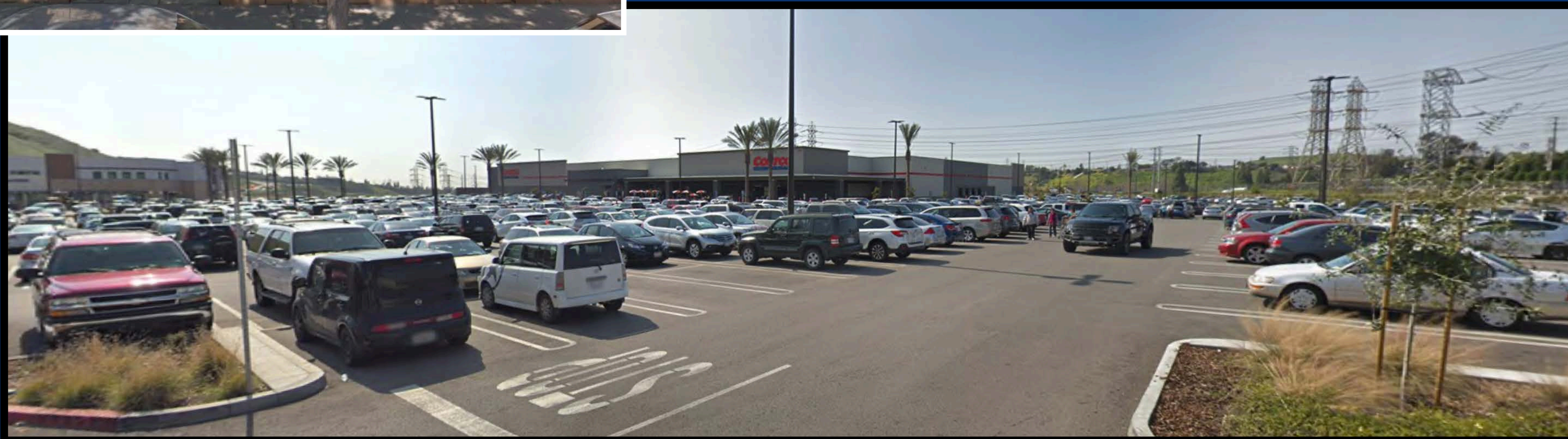
6 Pack Housing
\$7,157,576 per acre



Valuation Comparison
Montebello, CA

7 acres of this 6 Pack housing complex equals the total value of the 12 acre Costco

Costco
\$4,601,764 per acre



Walmart
\$2,029,864 per acre

Atlantic Times Shopping Mall

\$33,391,964 per acre



Valuation Comparison

Montebello, CA

URBAN3

8 acres of the Atlantic Times Shopping Mall equals the total value of the 50 acre Shops at Montebello



The Shops at Montebello

\$5,370,549 per acre

Walmart

\$2,029,864 per acre

Sheraton San Gabriel
\$49,455,854 per acre



Valuation Comparison

Montebello, CA

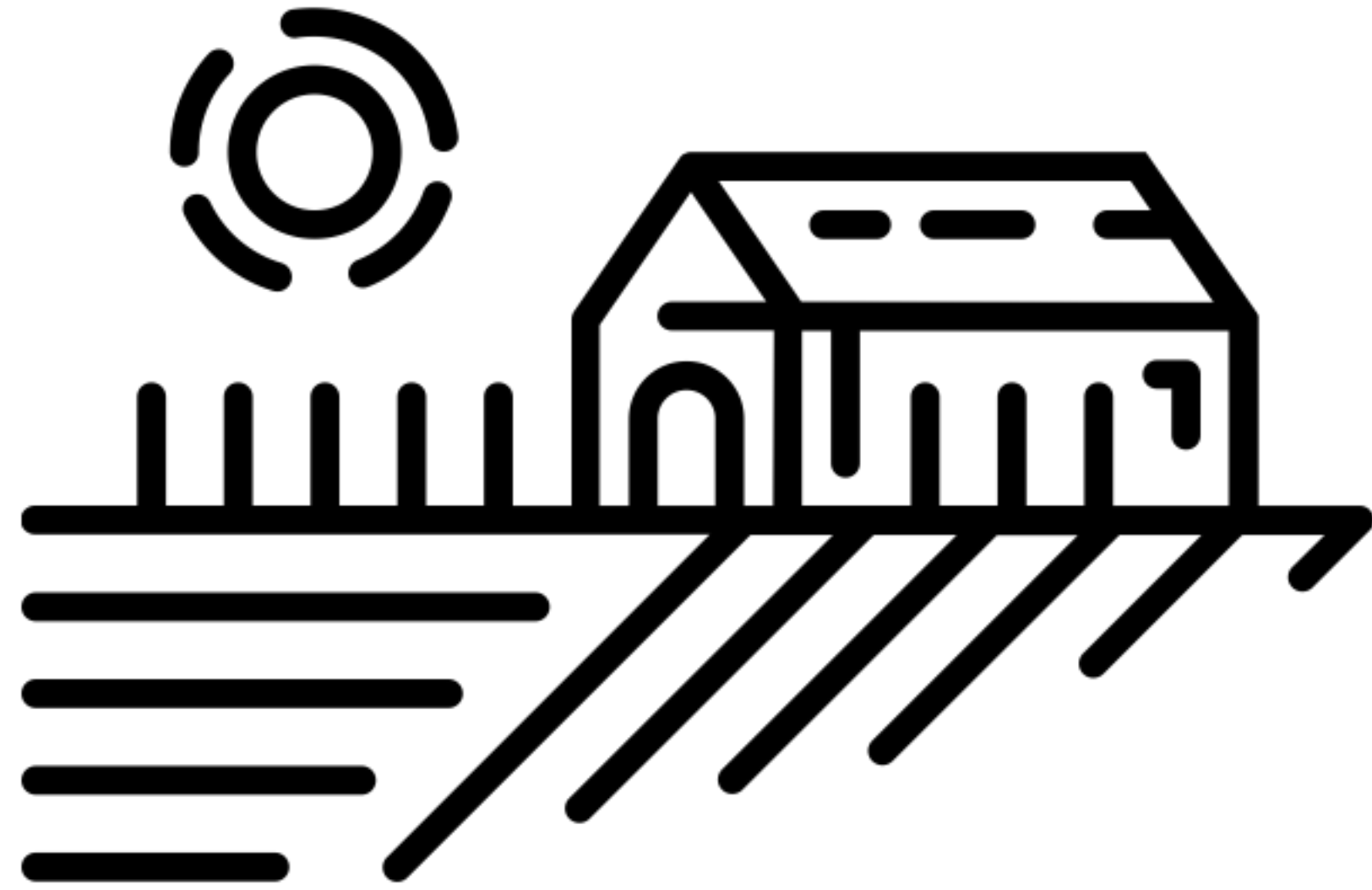
URBAN3

0.9 acres of the Sheraton equals
the total value of the **23 acre**
Montebello Town Square

Montebello Town Square
\$1,773,308 per acre



Walmart
\$2,029,864 per acre



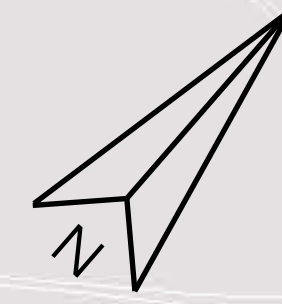
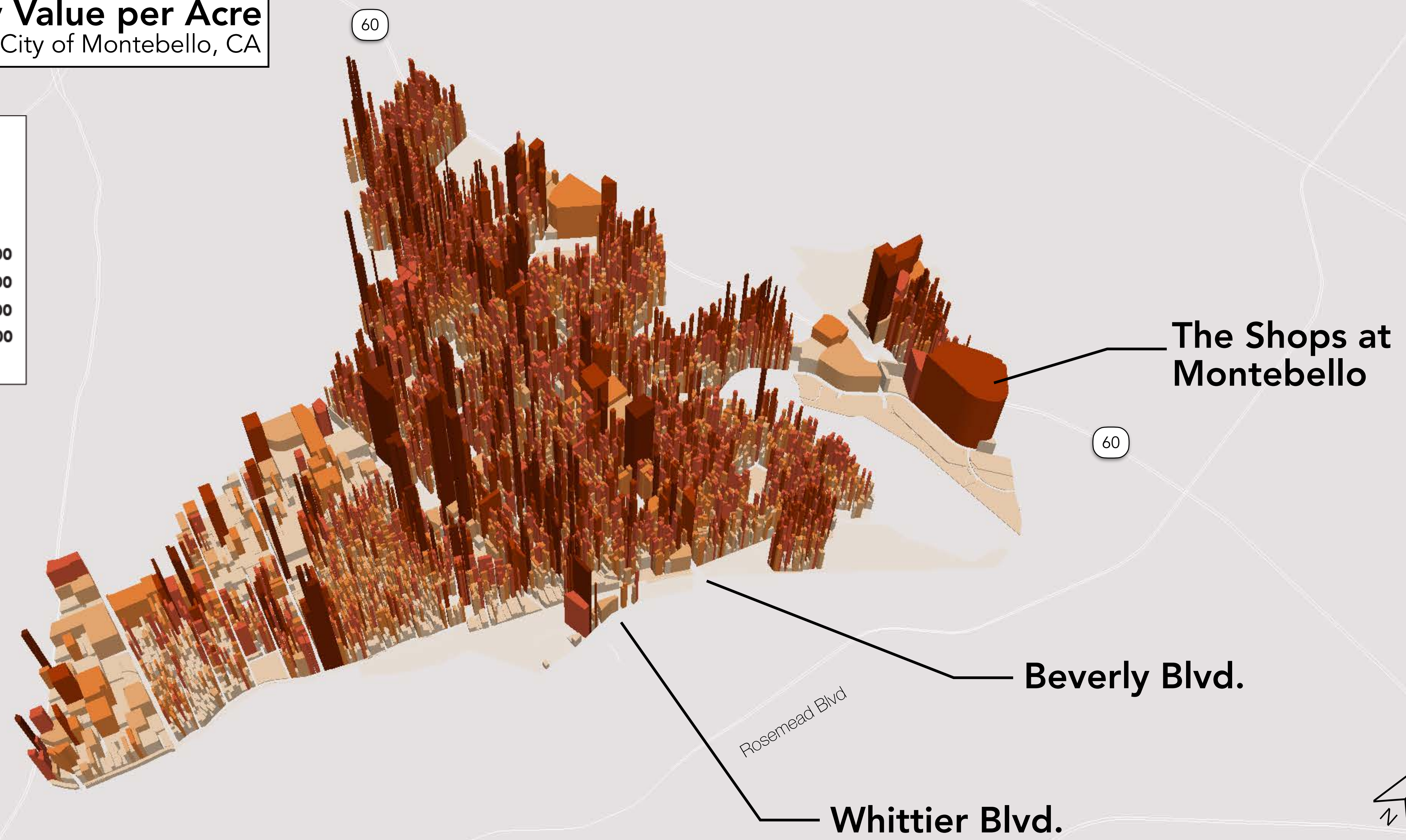
Sales Tax

Property Value per Acre

City of Montebello, CA

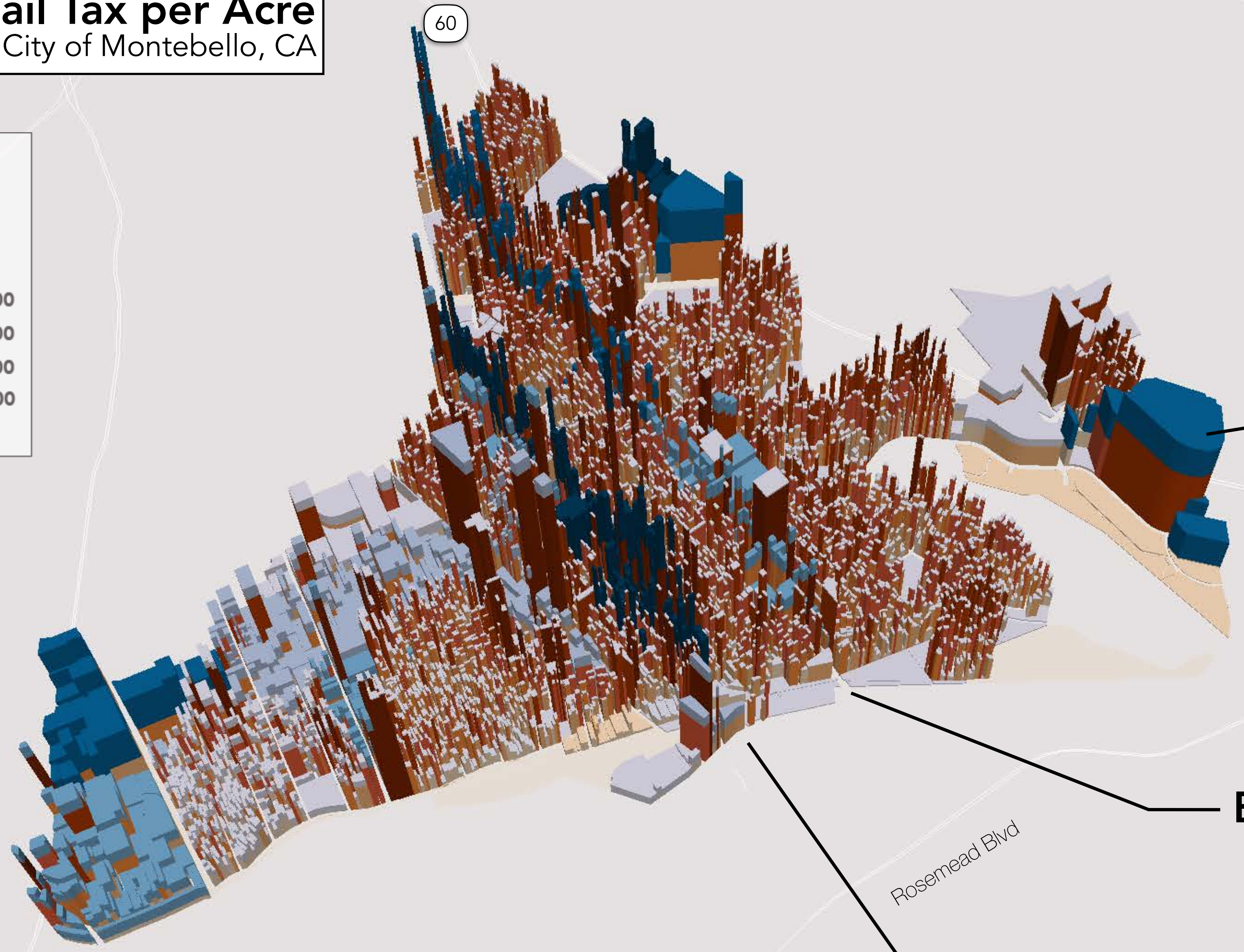
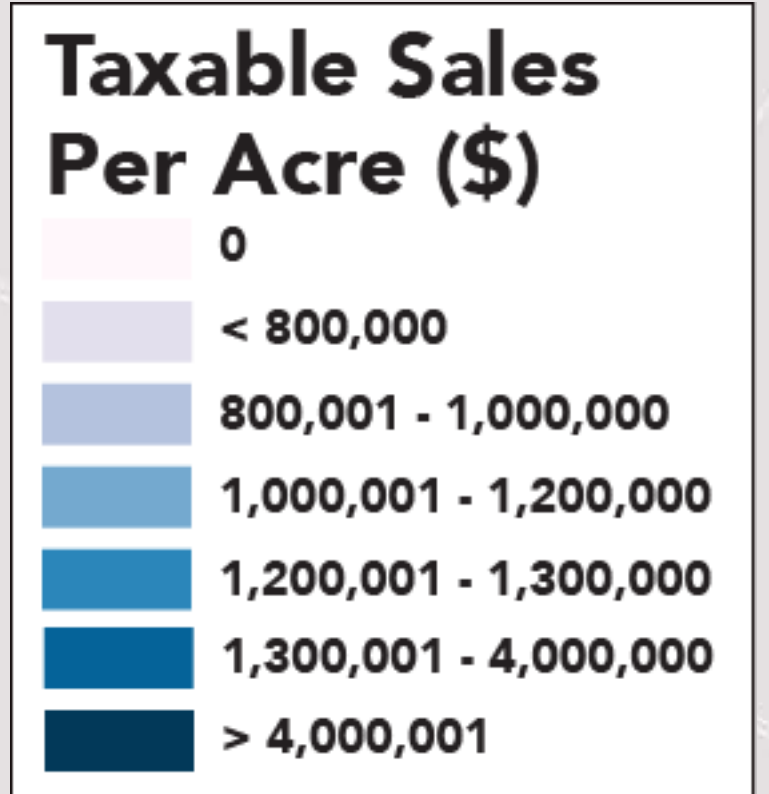
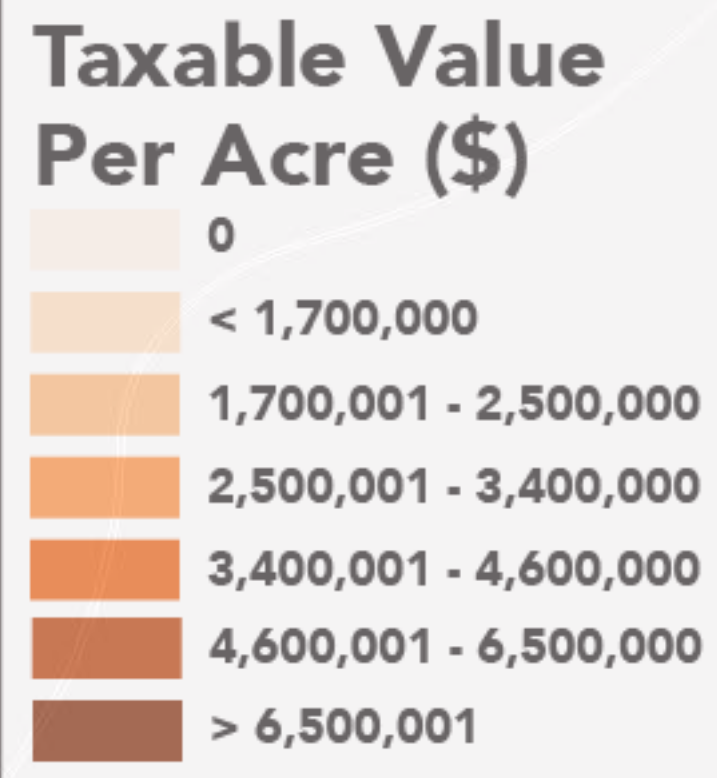
Taxable Value Per Acre (\$)

0
< 1,700,000
1,700,001 - 2,500,000
2,500,001 - 3,400,000
3,400,001 - 4,600,000
4,600,001 - 6,500,000
> 6,500,001



Retail Tax per Acre

City of Montebello, CA

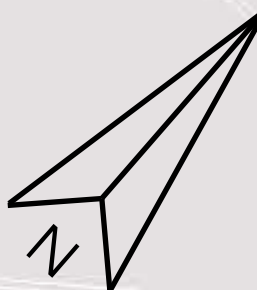


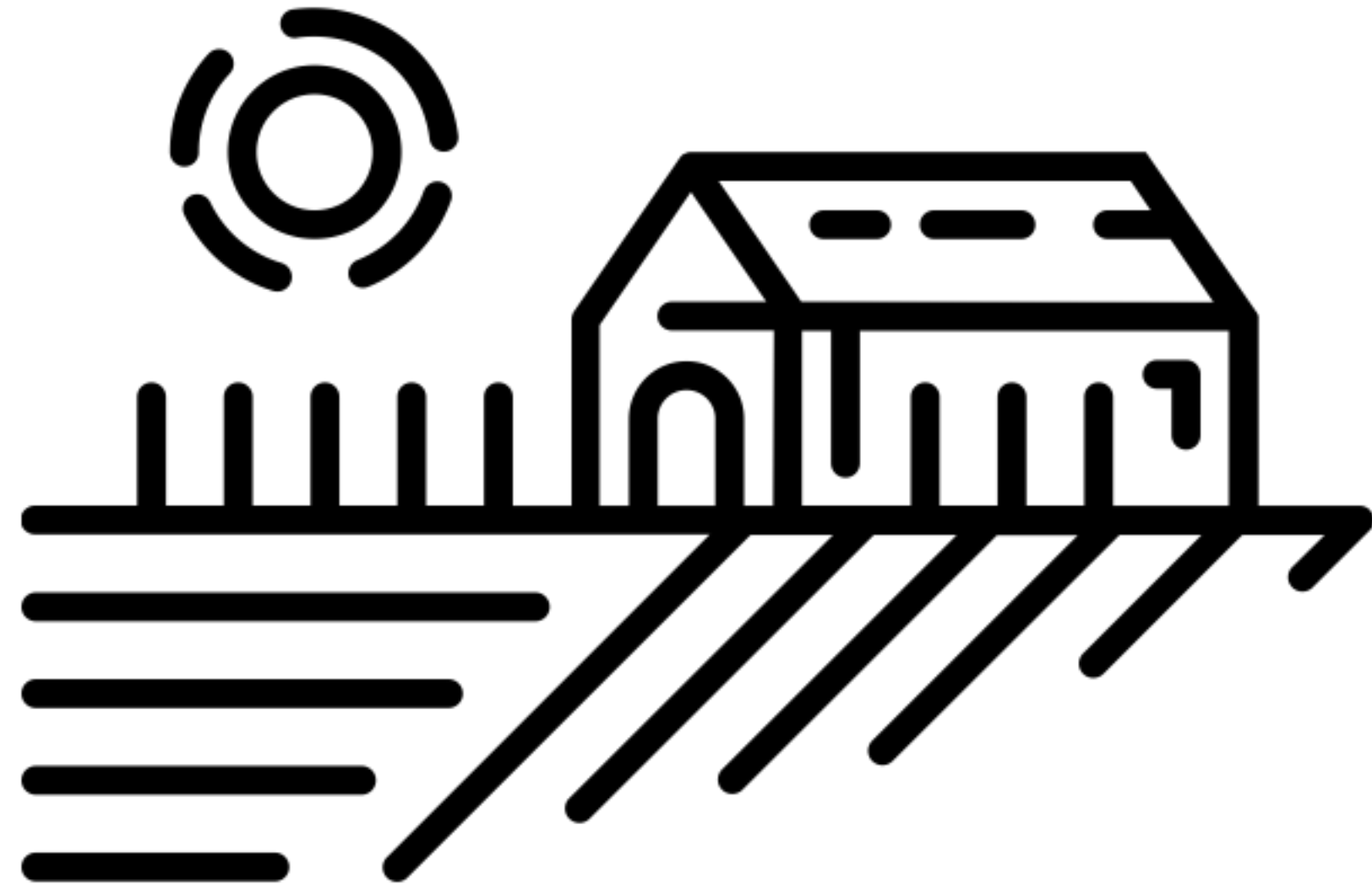
The Shops at Montebello

Beverly Blvd.

Whittier Blvd.

Rosemead Blvd





Daily Commuting Patterns

Daily Commuting Patterns

Los Angeles County, CA

979,742
Incoming workers

3,149,478
Retained workers

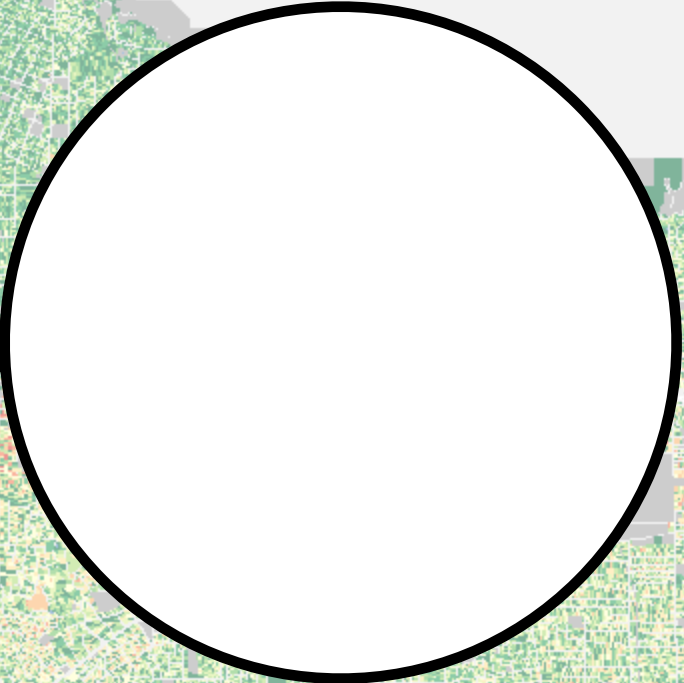
776,664
Outgoing workers

**23% of LA County's workers
are from outside the County**

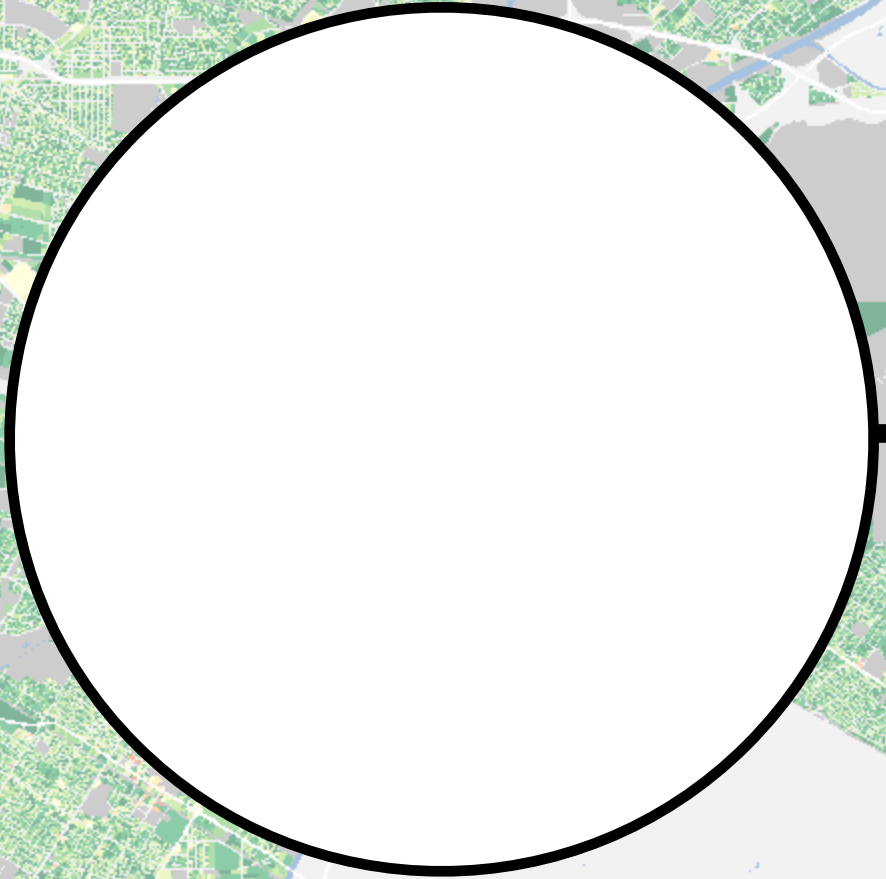
Daily Commuting Patterns

Los Angeles County Study Area

Incoming workers 354,843



Retained workers
188,174



Outgoing workers 405,870

65% of the study area's workers are from outside the study area

Daily Commuting Patterns

City of Montebello, CA

Incoming workers

19,435

92% of the Montebello's workers are from outside the City

Retained workers

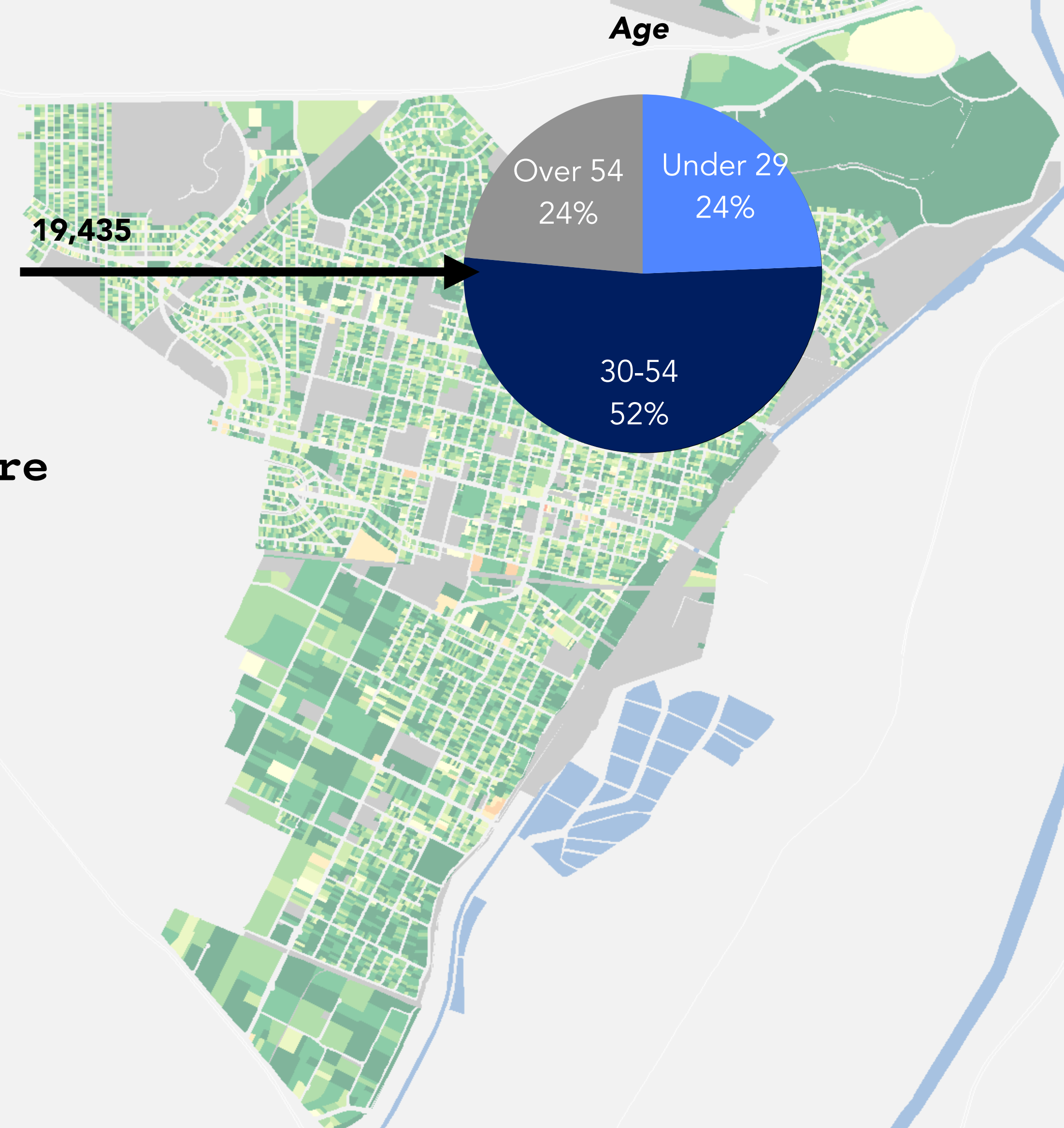
1,664

23,649

Outgoing workers

Daily Commuting Patterns

City of Montebello, CA



Incoming workers
19,435

76% of incoming workers are under 54 years old

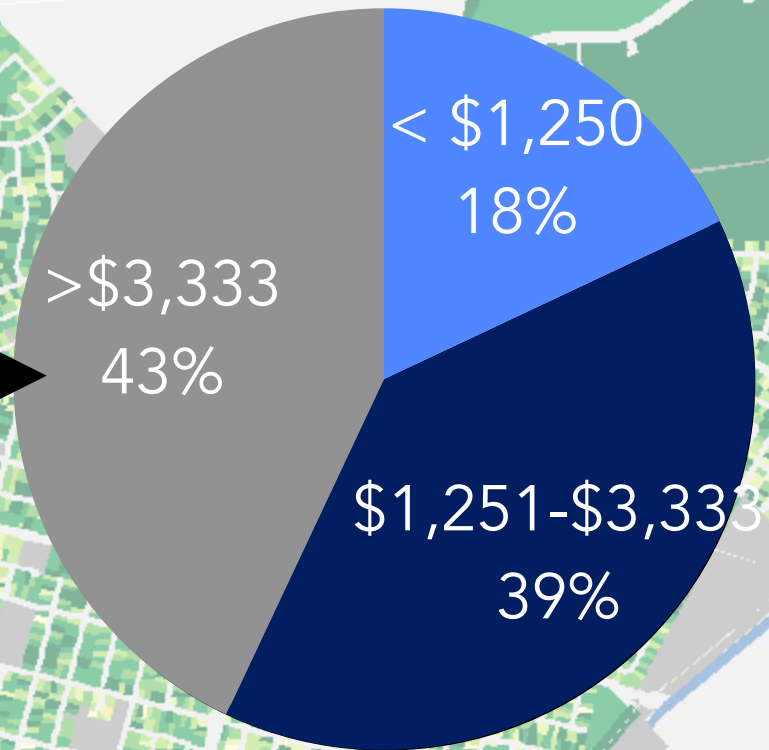
Daily Commuting Patterns

City of Montebello, CA

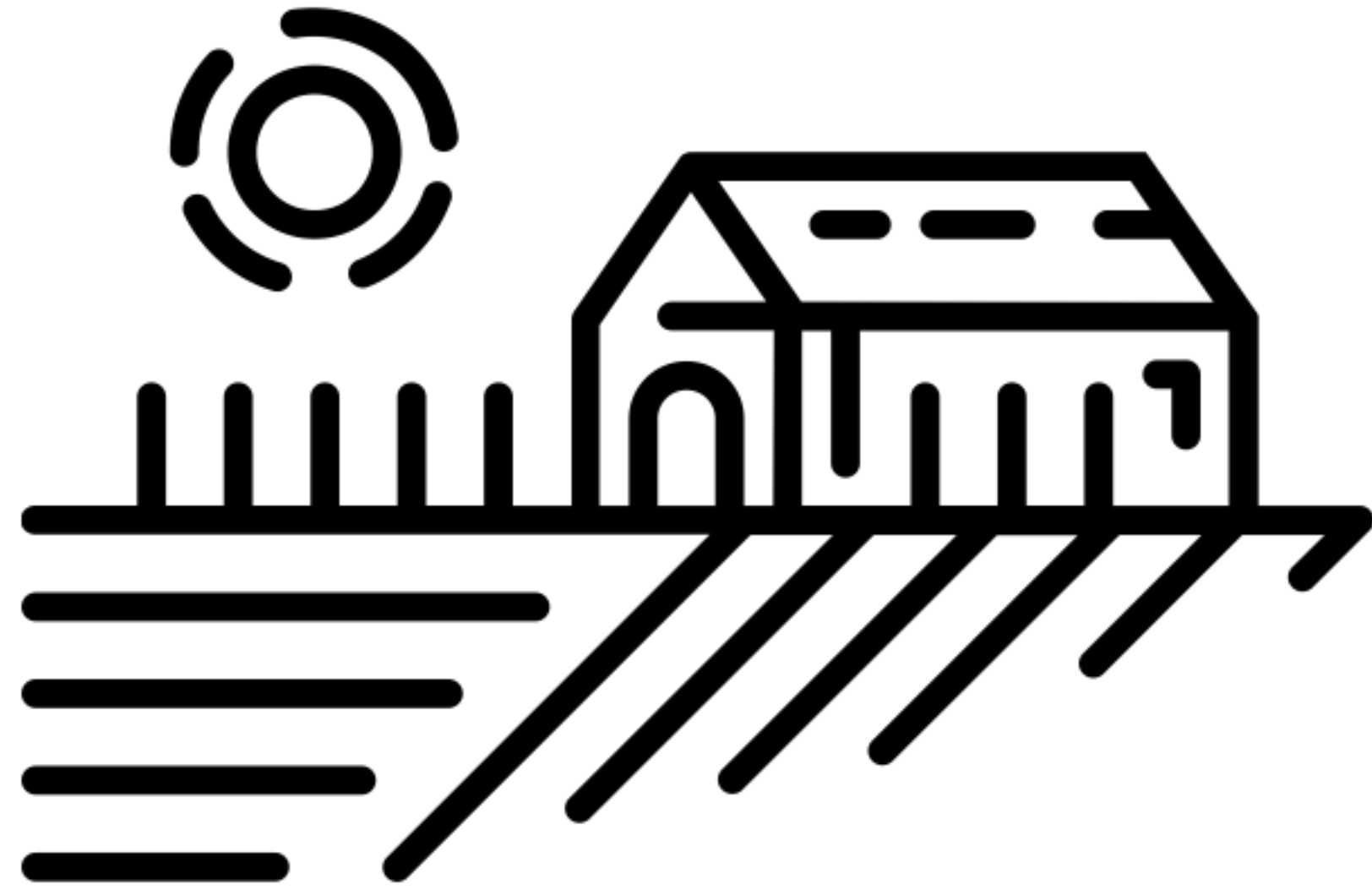
Incoming workers

19,435

Earnings



57% of incoming workers earn less than \$3,333 per month

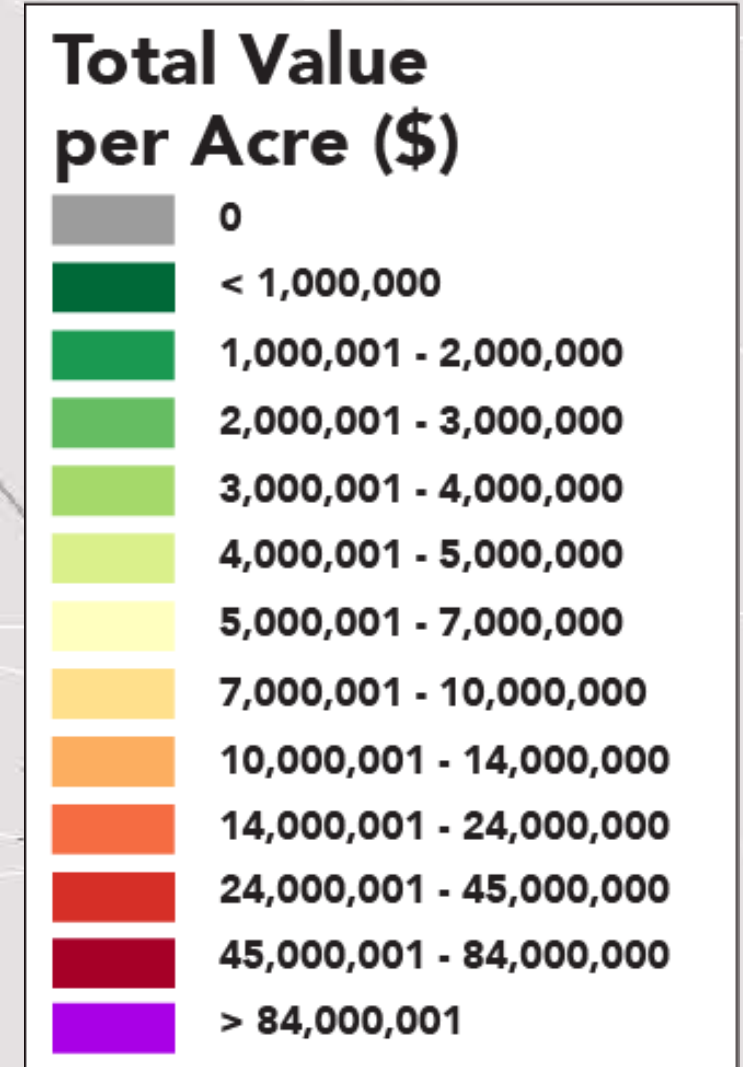


City Comparisons

Land Use Productivity

Taxable Value per Acre

City Comparisons

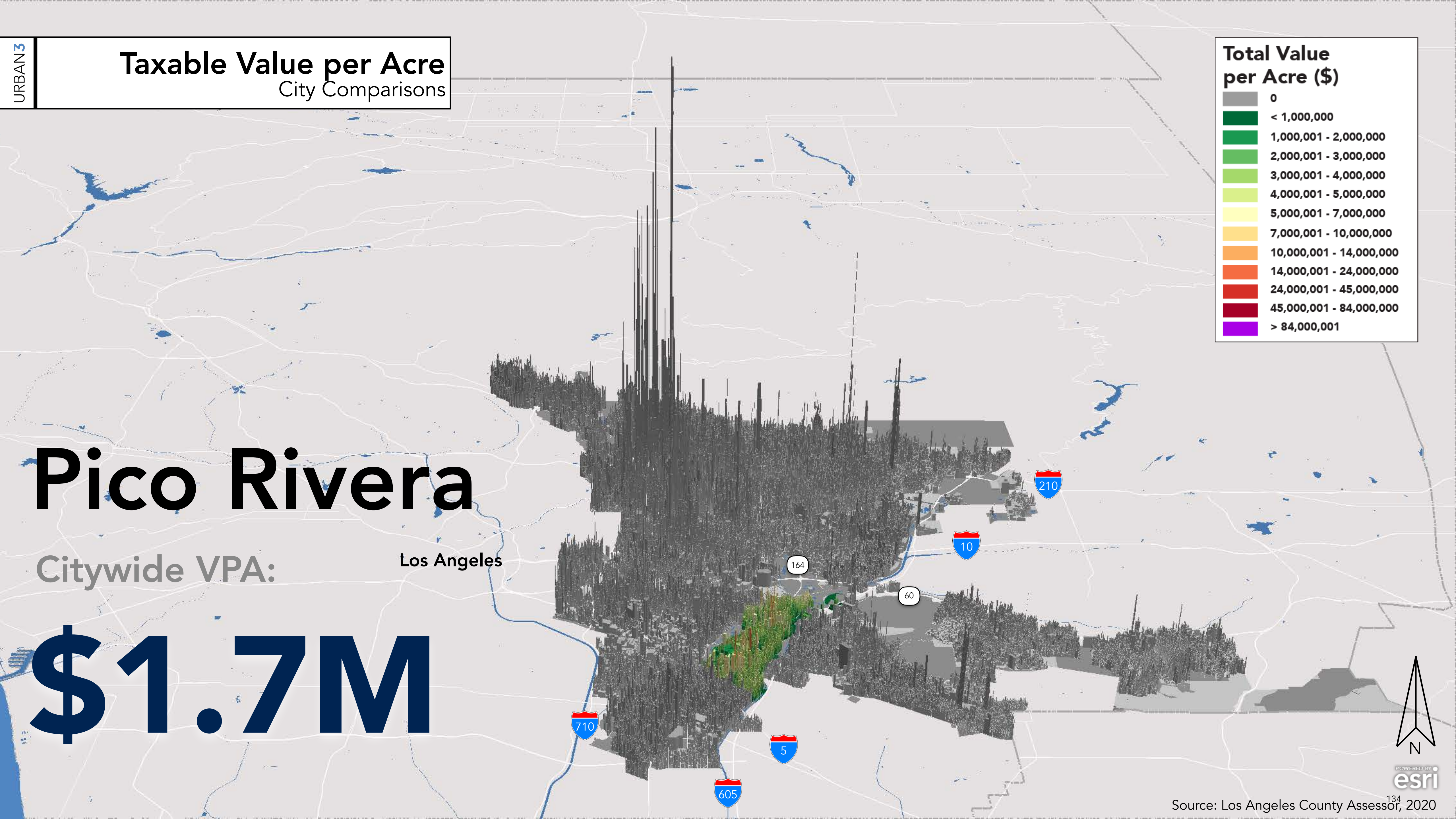


Pico Rivera

Citywide VPA:

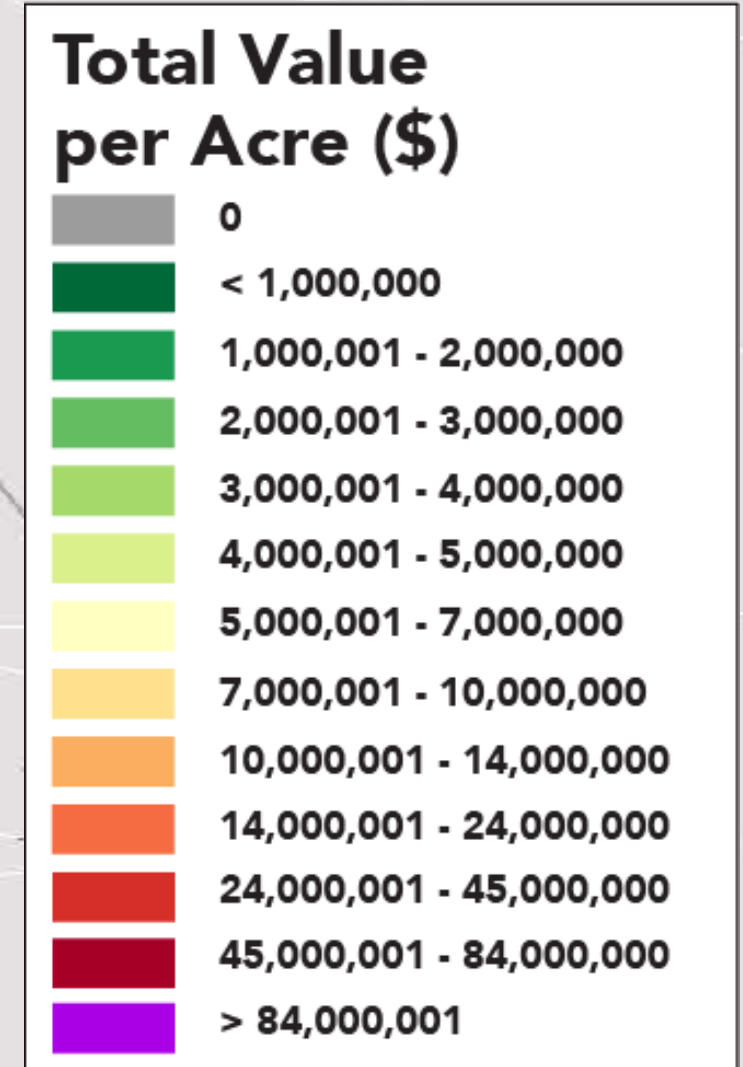
Los Angeles

\$1.7M



Taxable Value per Acre

City Comparisons

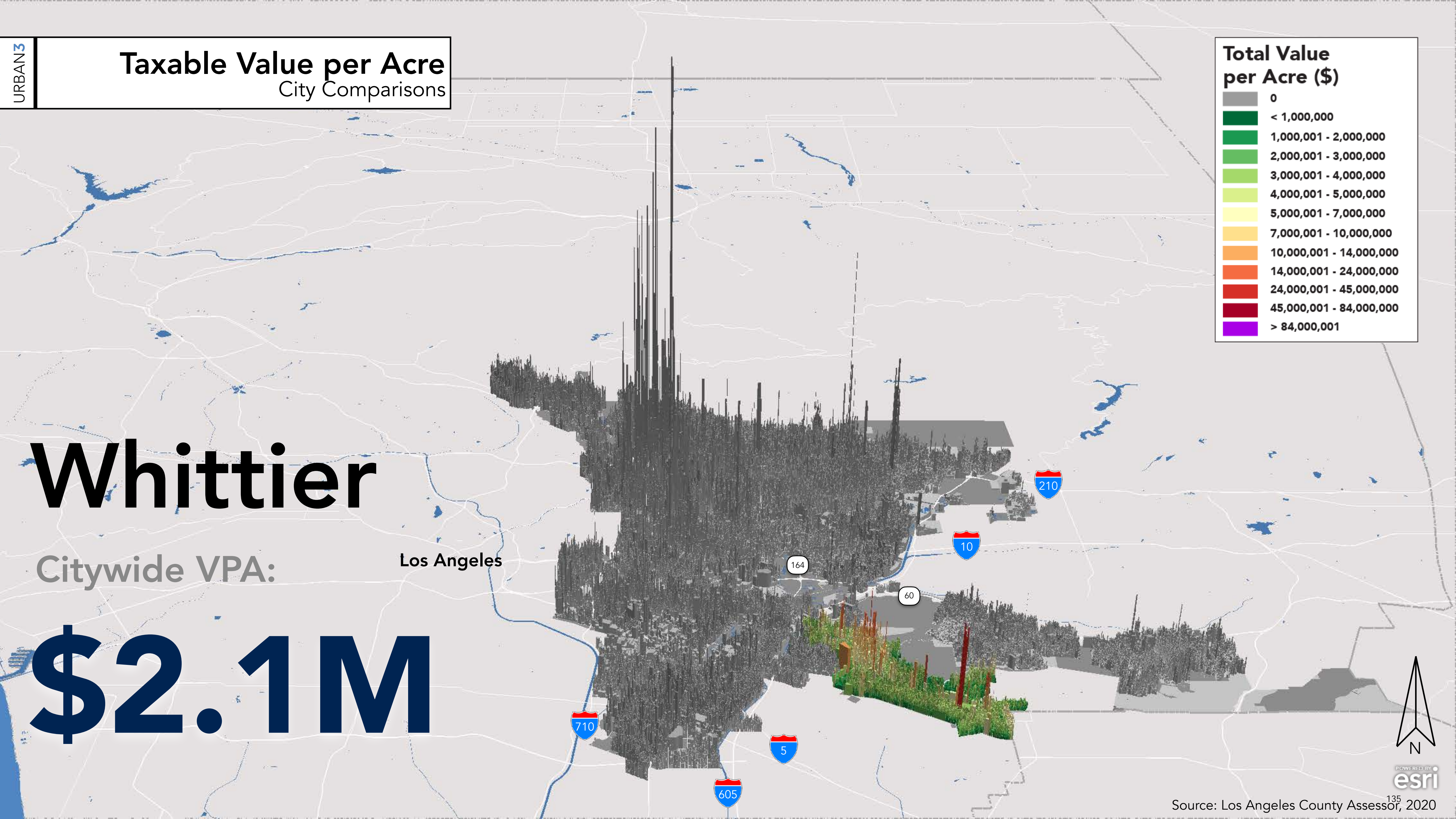


Whittier

Citywide VPA:

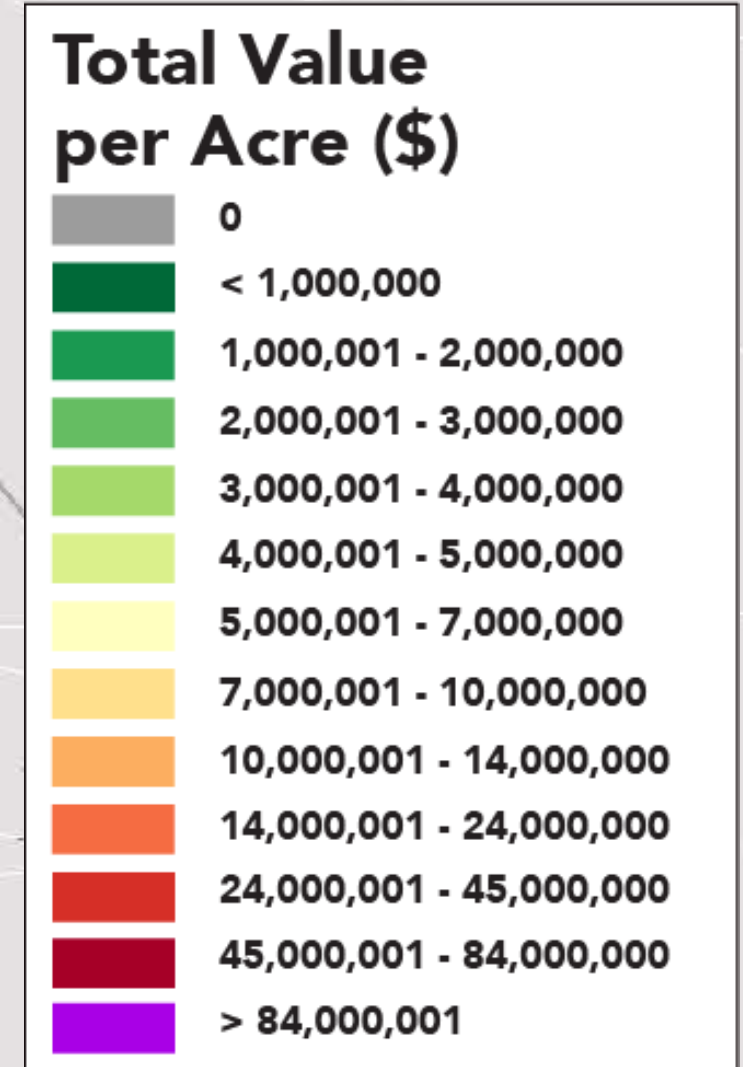
\$2.1M

Los Angeles



Taxable Value per Acre

City Comparisons

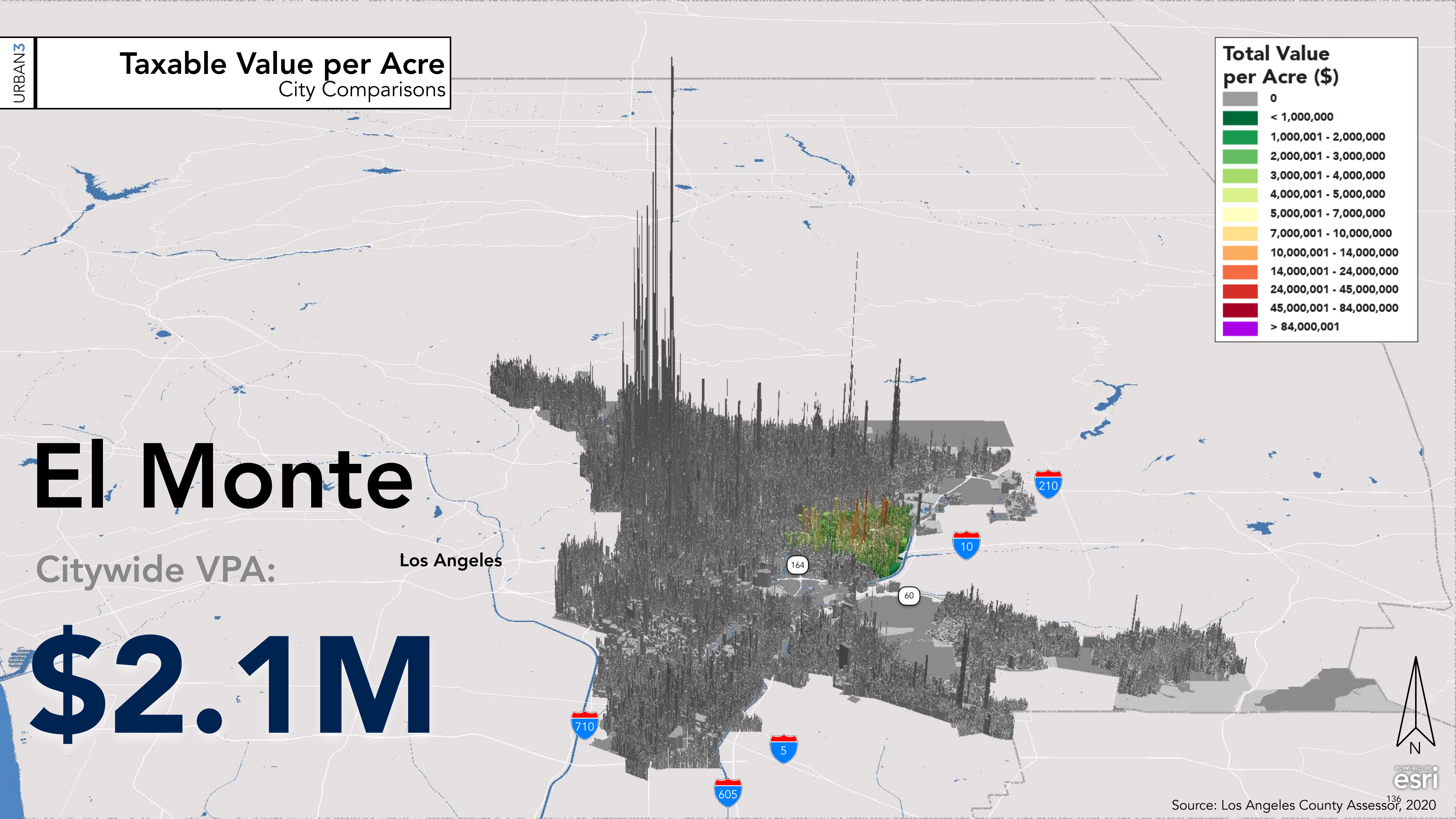


El Monte

Citywide VPA:

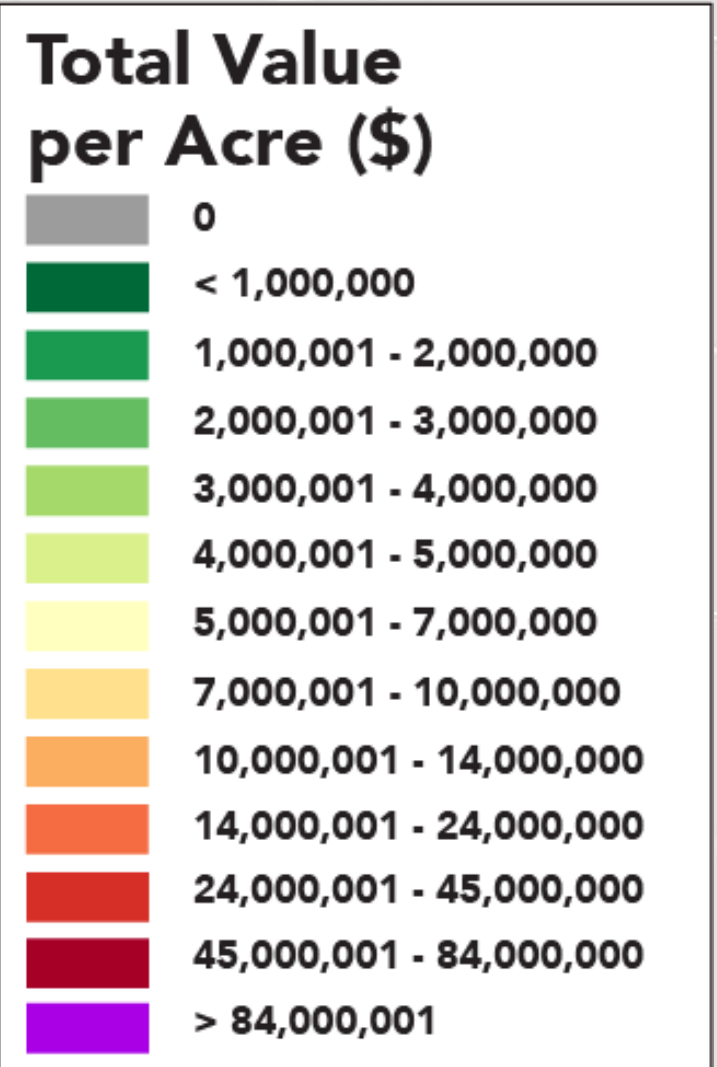
\$2.1M

Los Angeles



Taxable Value per Acre

City Comparisons

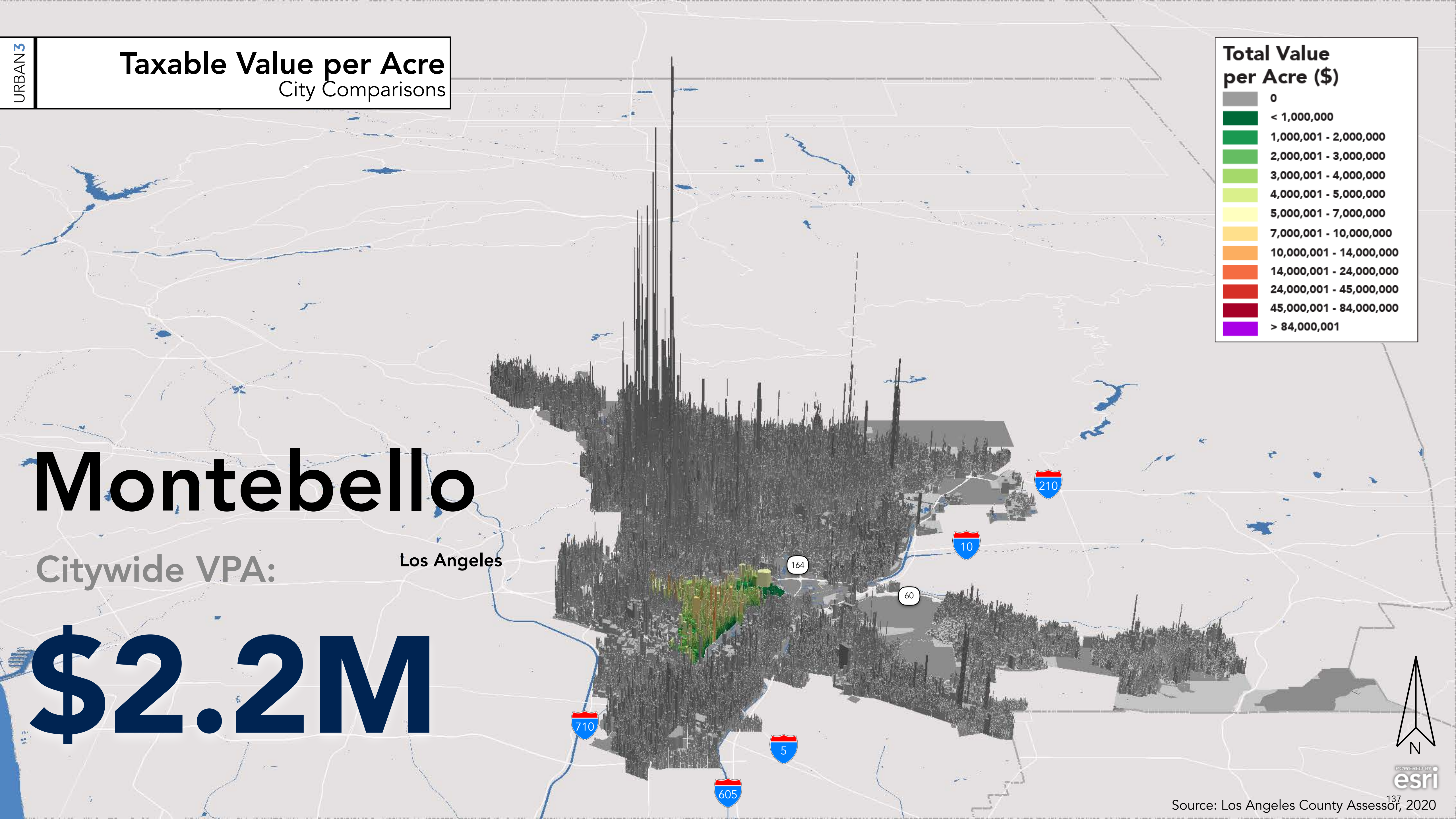


Montebello

Citywide VPA:

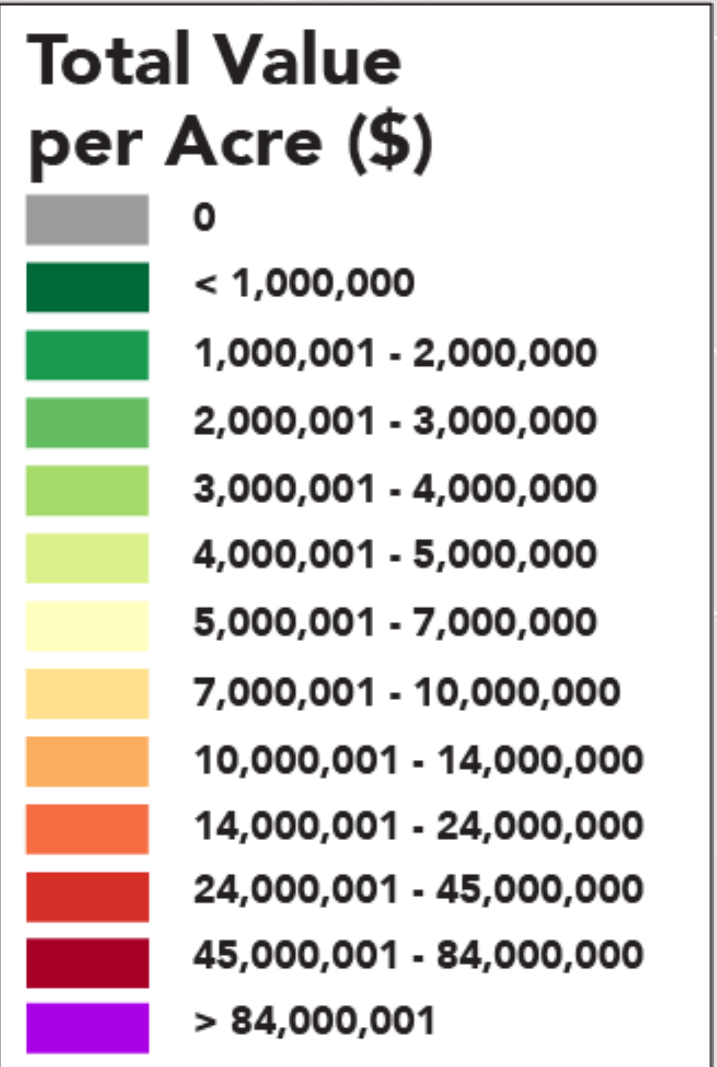
Los Angeles

\$2.2M



Taxable Value per Acre

City Comparisons

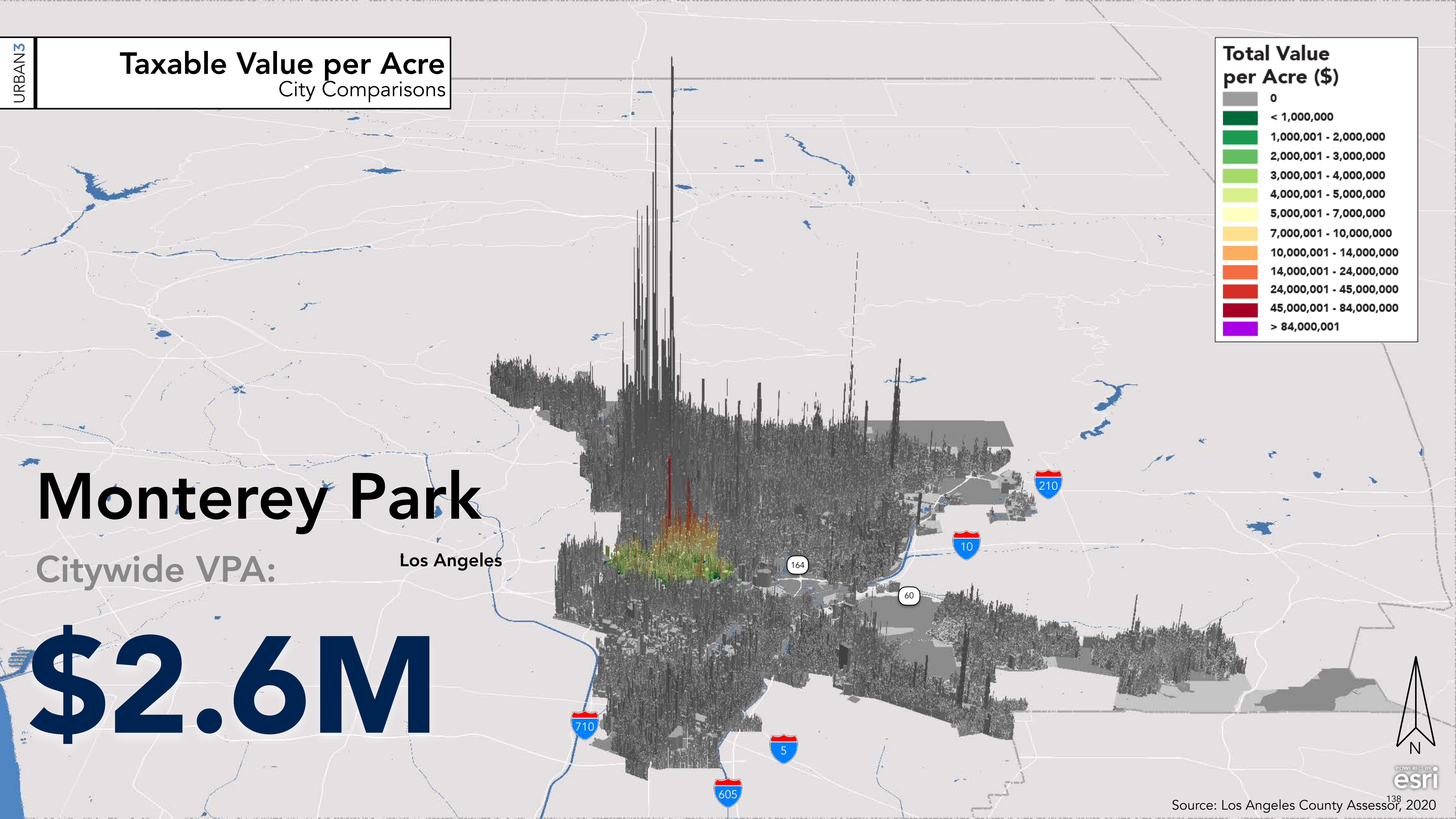


Monterey Park

Citywide VPA:

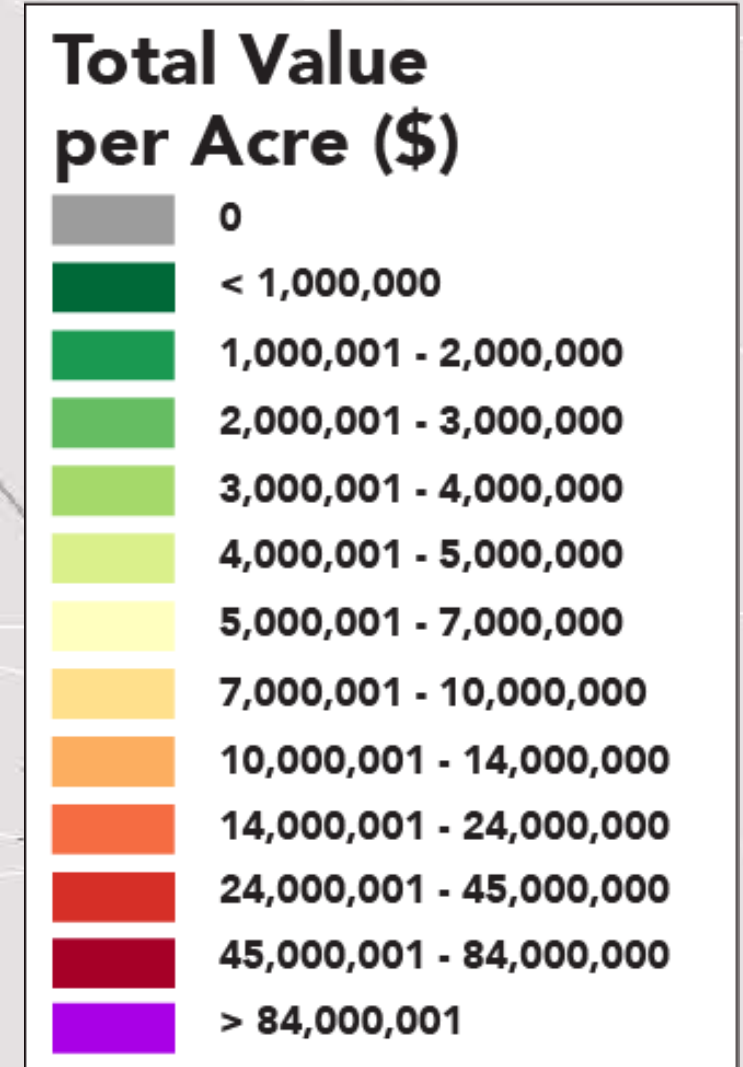
Los Angeles

\$2.6M



Taxable Value per Acre

City Comparisons

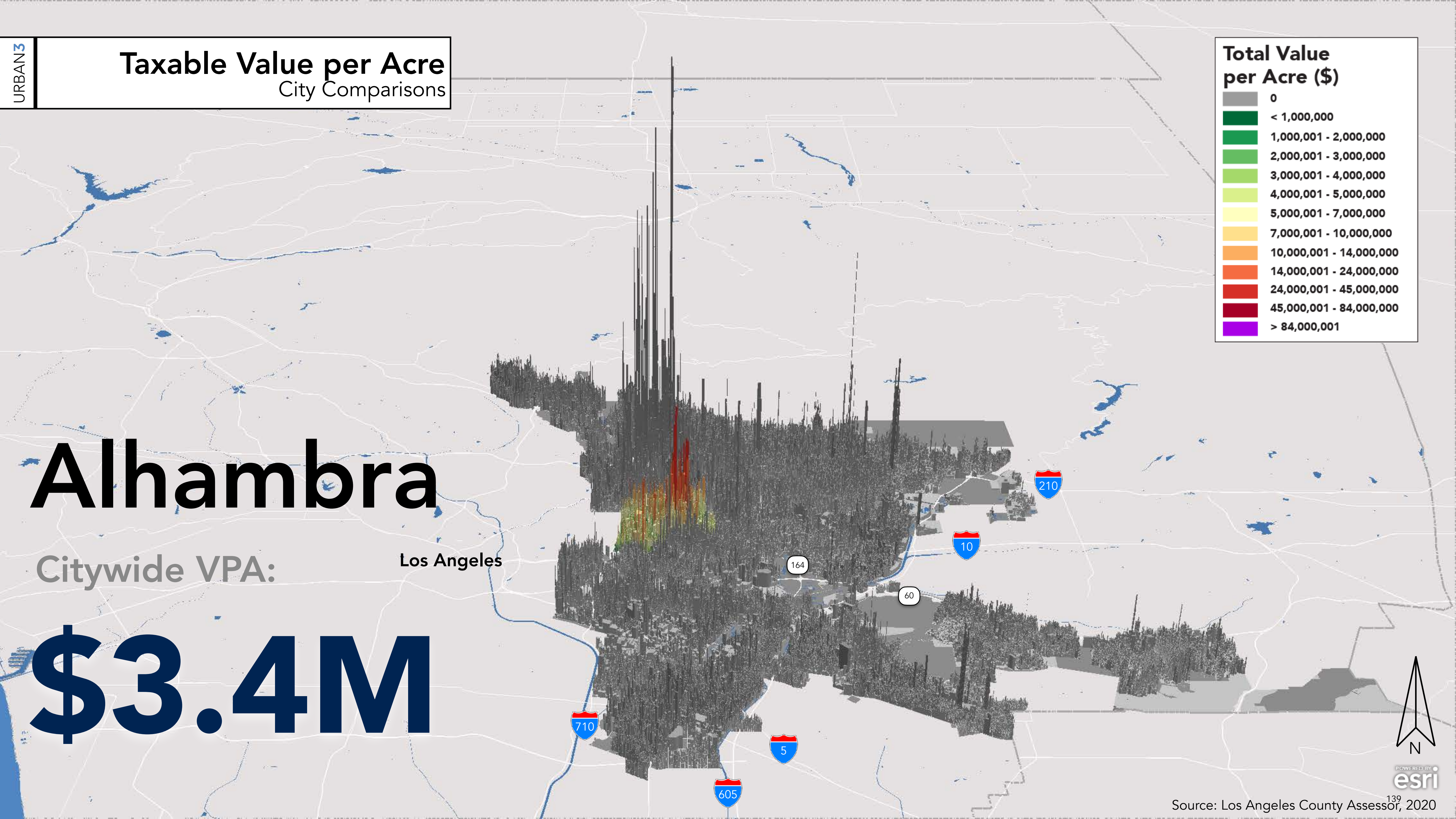


Alhambra

Citywide VPA:

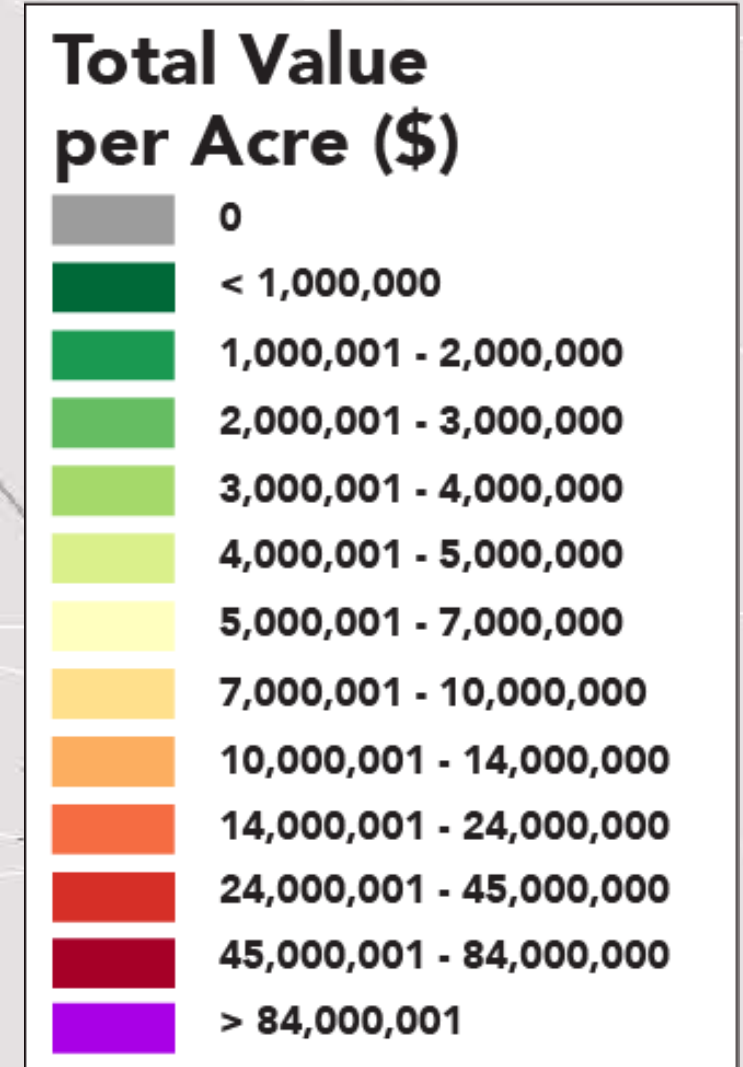
Los Angeles

\$3.4M



Taxable Value per Acre

City Comparisons

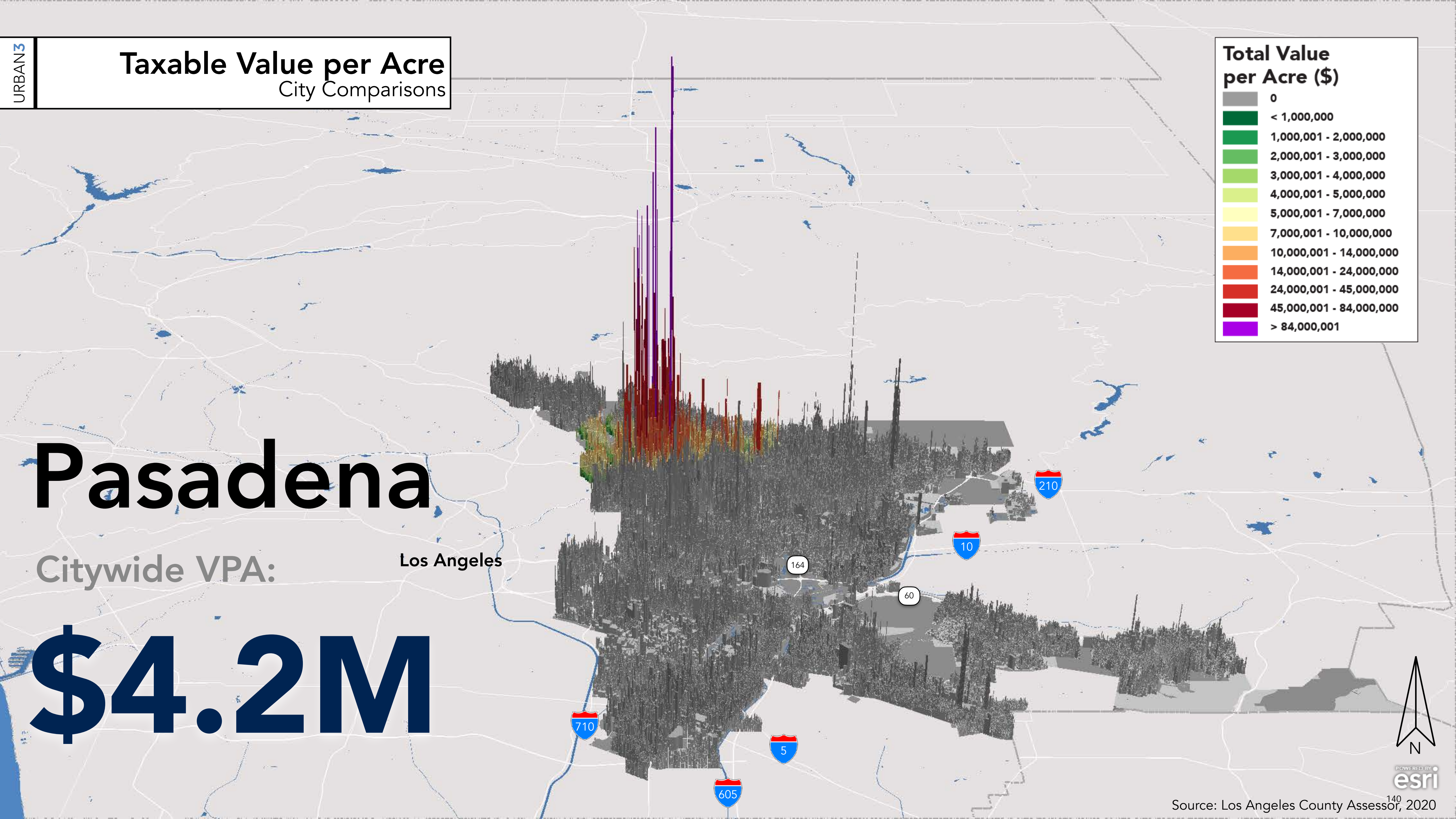


Pasadena

Citywide VPA:

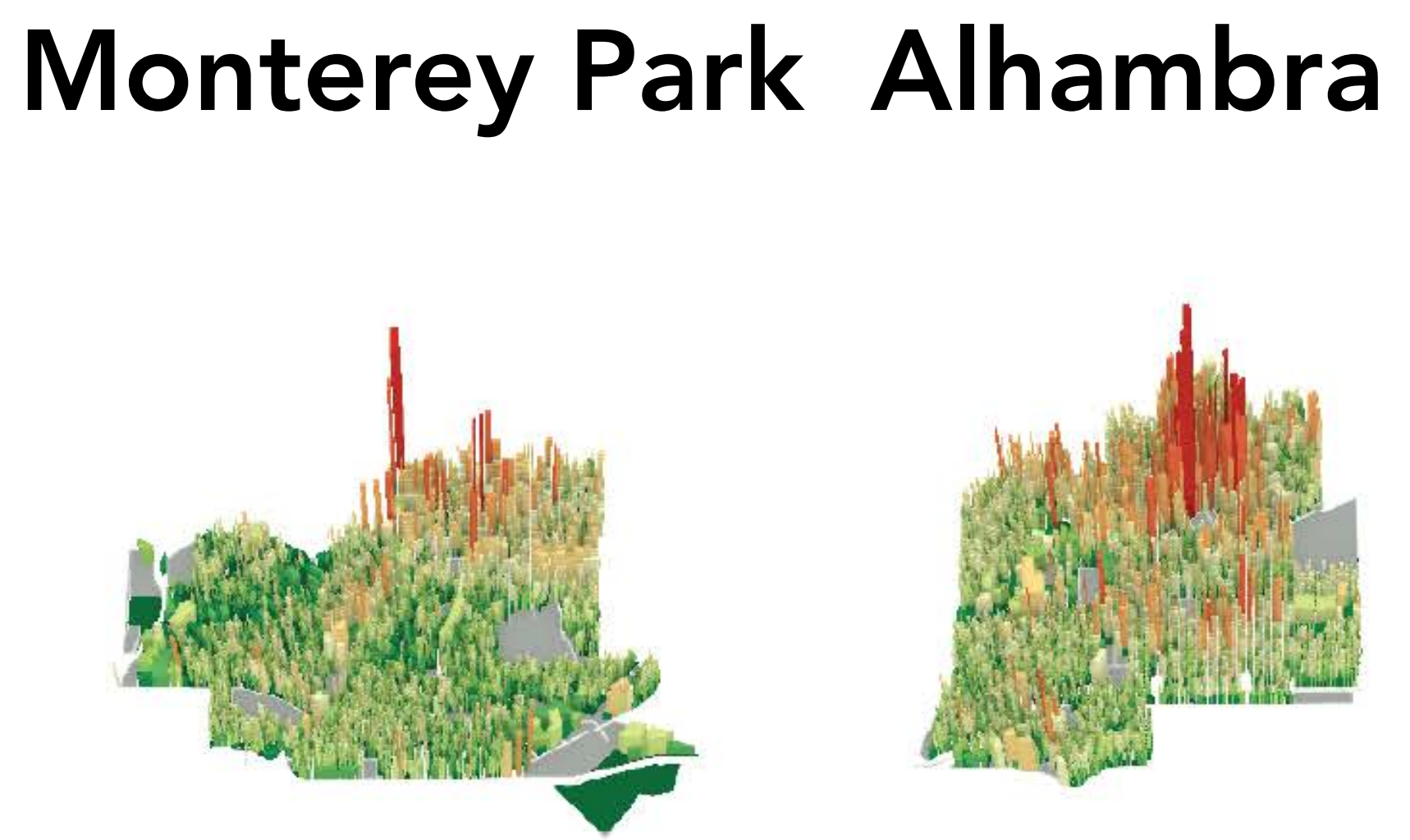
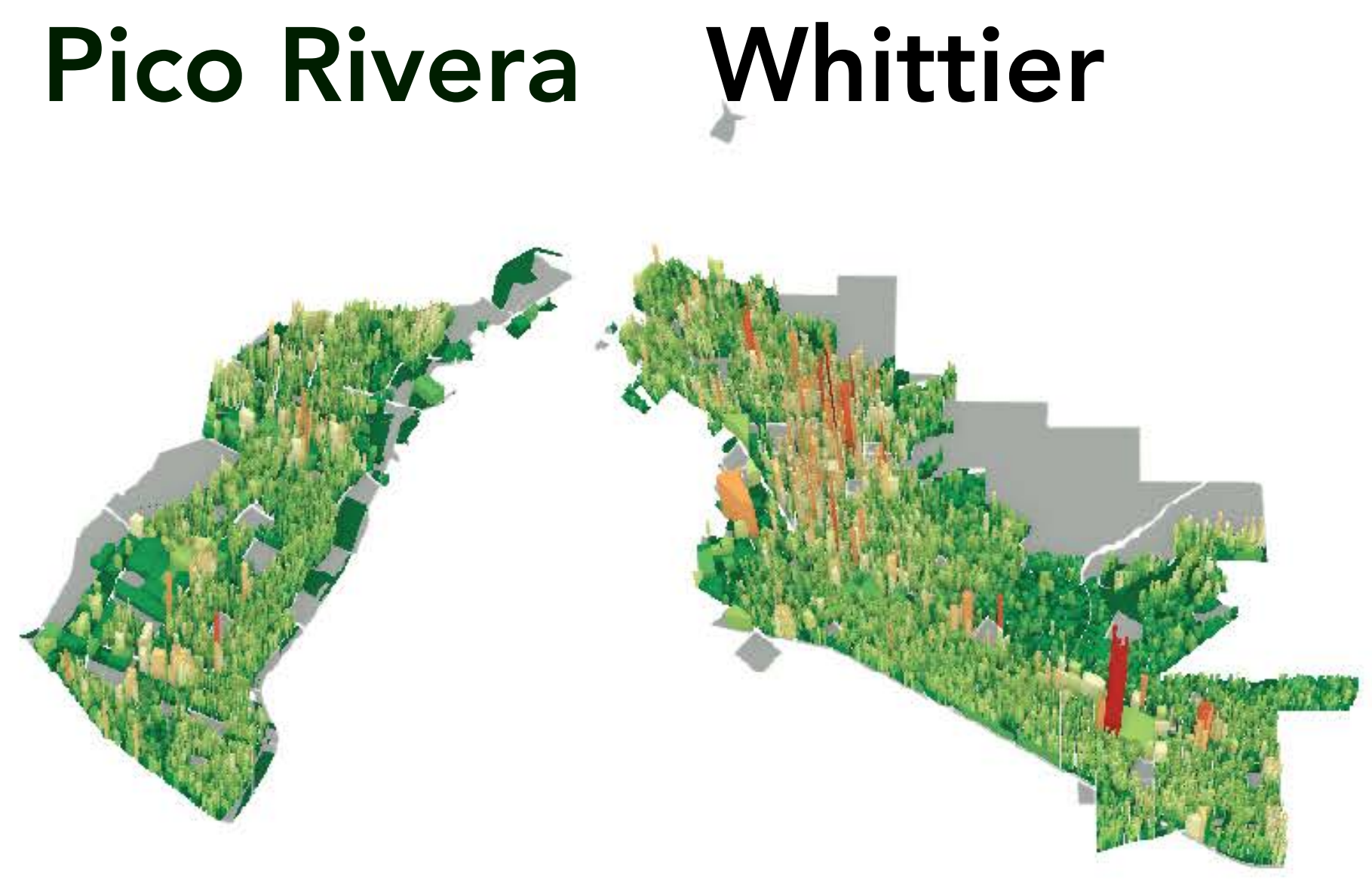
Los Angeles

\$4.2M



Taxable Value per Acre

City Comparisons



Total Taxable Value <i>(billion)</i>	\$5.7	\$11	\$6.7	\$8.5	\$10.5
Population Density <i>(people/ acre)</i>	11.2	9.2	11.7	12.3	17.4
Size <i>(sq. miles)</i>	8.9	14.7	8.4	7.7	7.6
Citywide Taxable Value per Acre <i>(million)</i>	\$1.7	\$2.1	\$2.2	\$2.6	\$3.4
Peak VPA <i>(million)</i>	\$16.5	\$31.3	\$18.0	\$34.9	\$42.2

Taxable Value per Acre

City Comparisons

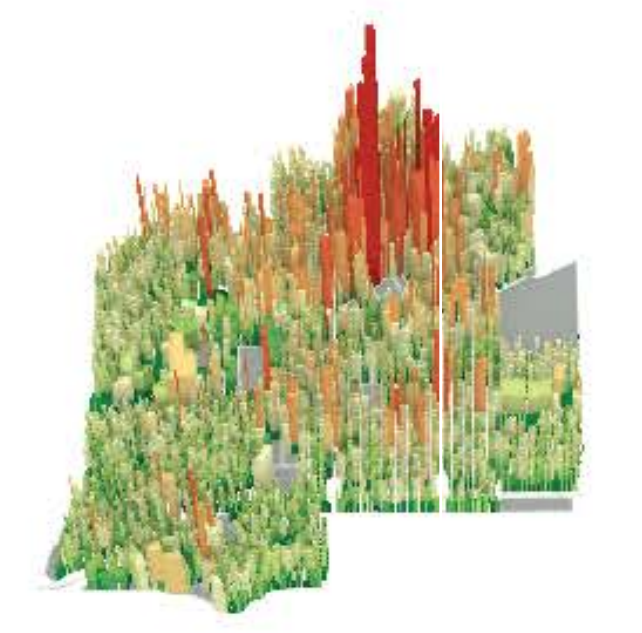
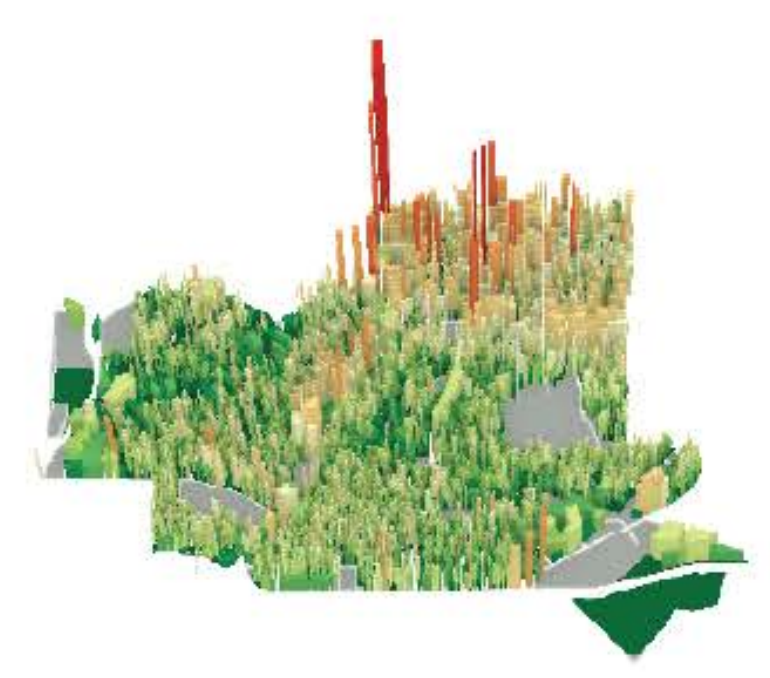
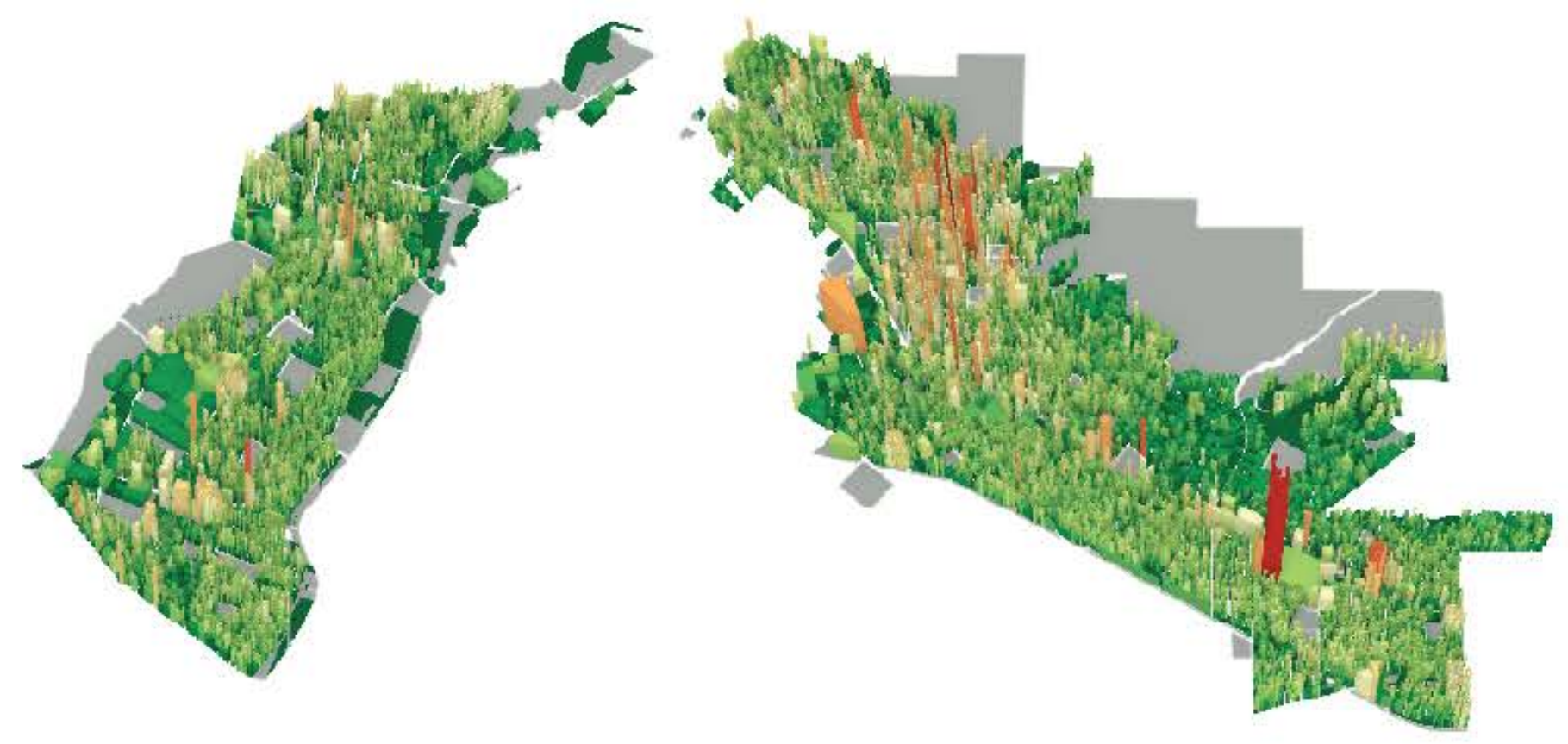
Pico Rivera

Whittier

Montebello

Monterey Park

Alhambra



Total Taxable Value <i>(billion)</i>	\$5.7	\$11	\$6.7	\$8.5	\$10.5
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Taxable Value per Acre

City Comparisons



Downtown Alhambra

Peak VPA : \$42,210,602



Downtown Montebello

Peak VPA : \$18,042,213

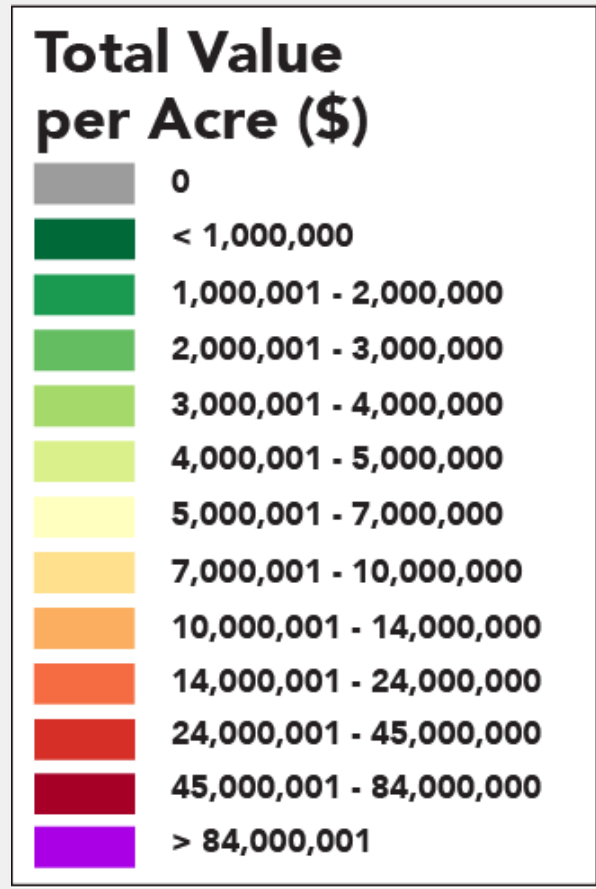


Total Value per Acre (\$)

0
< 1,000,000
1,000,001 - 2,000,000
2,000,001 - 3,000,000
3,000,001 - 4,000,000
4,000,001 - 5,000,000
5,000,001 - 7,000,000
7,000,001 - 10,000,000
10,000,001 - 14,000,000
14,000,001 - 24,000,000
24,000,001 - 45,000,000
45,000,001 - 84,000,000
> 84,000,001



Taxable Value per Acre Downtown Comparisons



Downtown Pasadena

Peak VPA : \$149,015,29



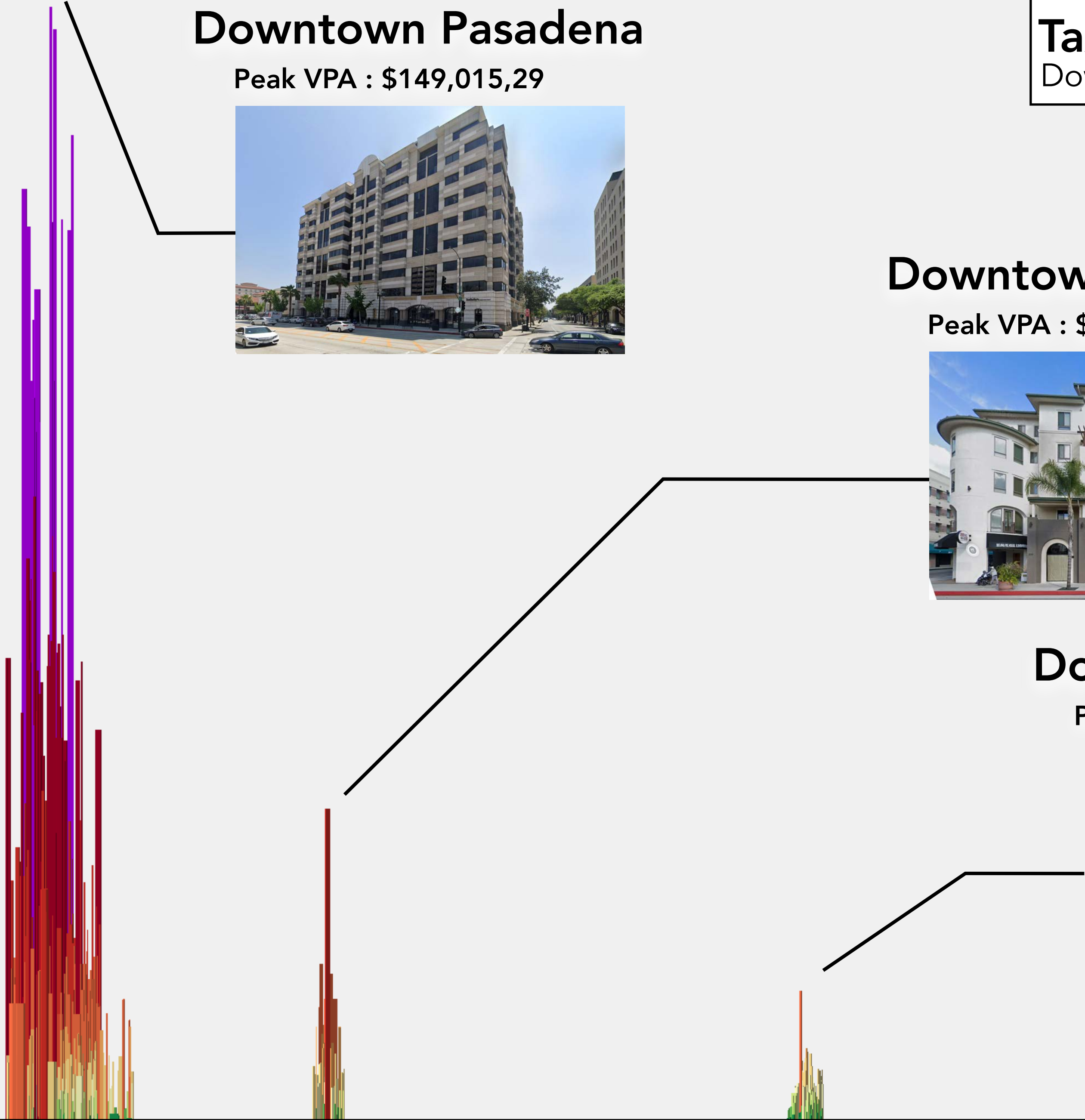
Downtown Alhambra

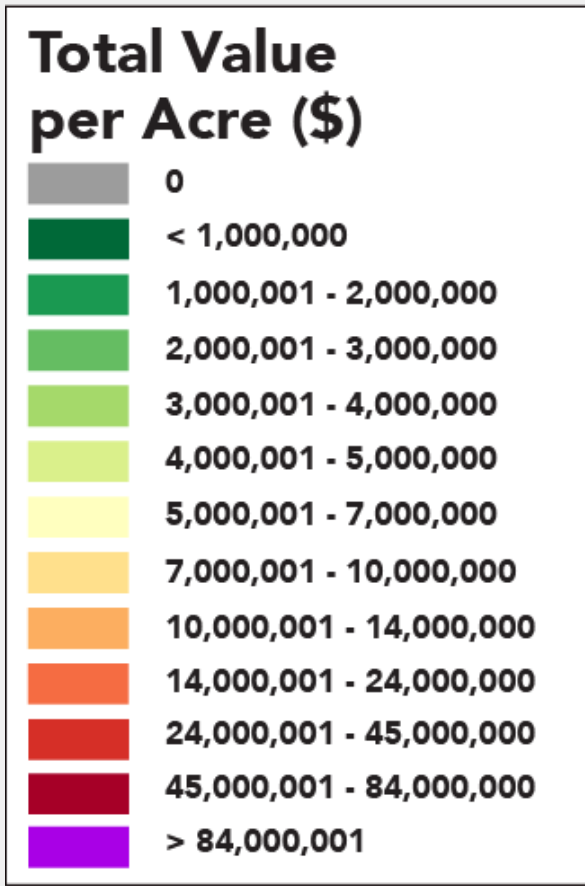
Peak VPA : \$42,210,602



Downtown Montebello

Peak VPA : \$18,042,213





Downtown Pasadena

Moderate VPA : \$49,180,430



Taxable Value per Acre Downtown Comparisons

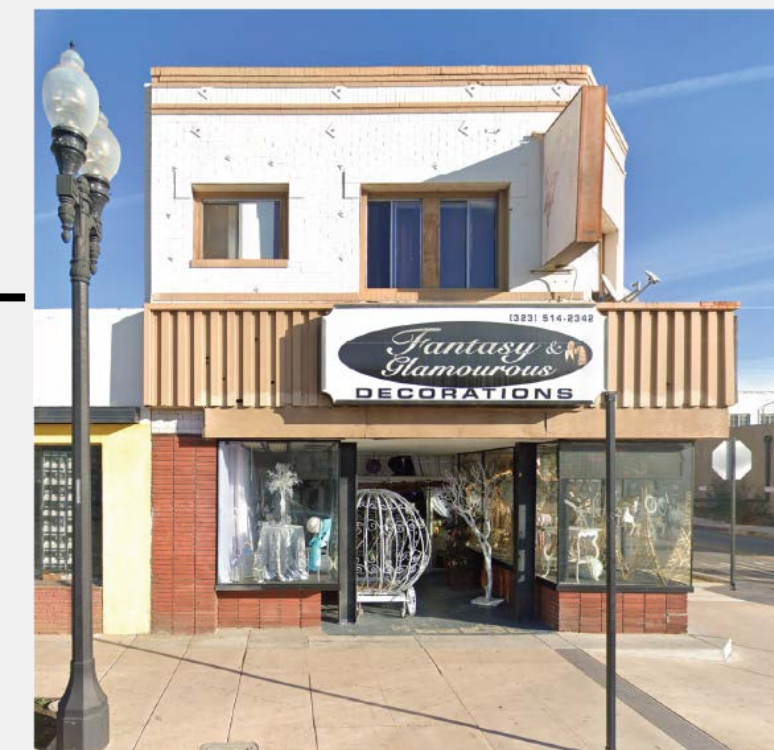
Downtown Alhambra

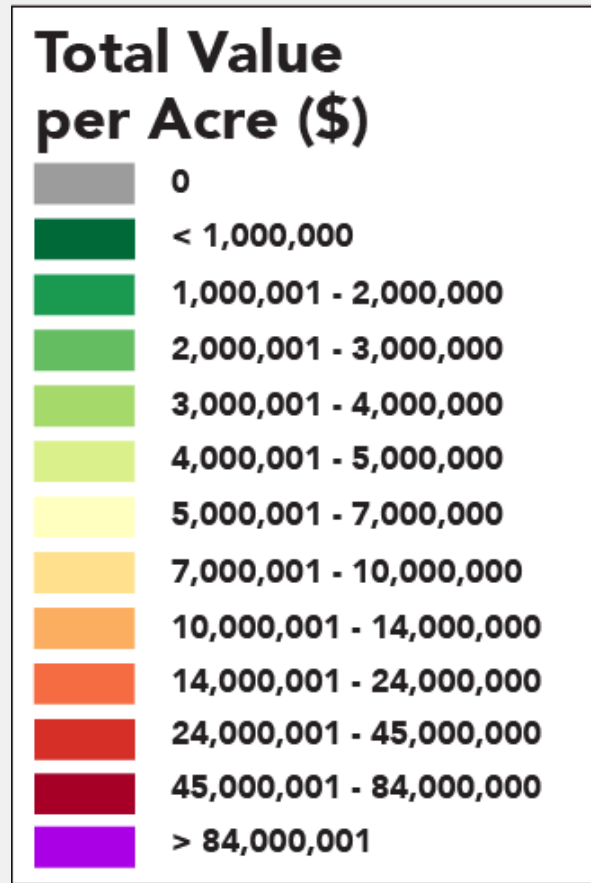
Moderate VPA : \$15,795,495



Downtown Montebello

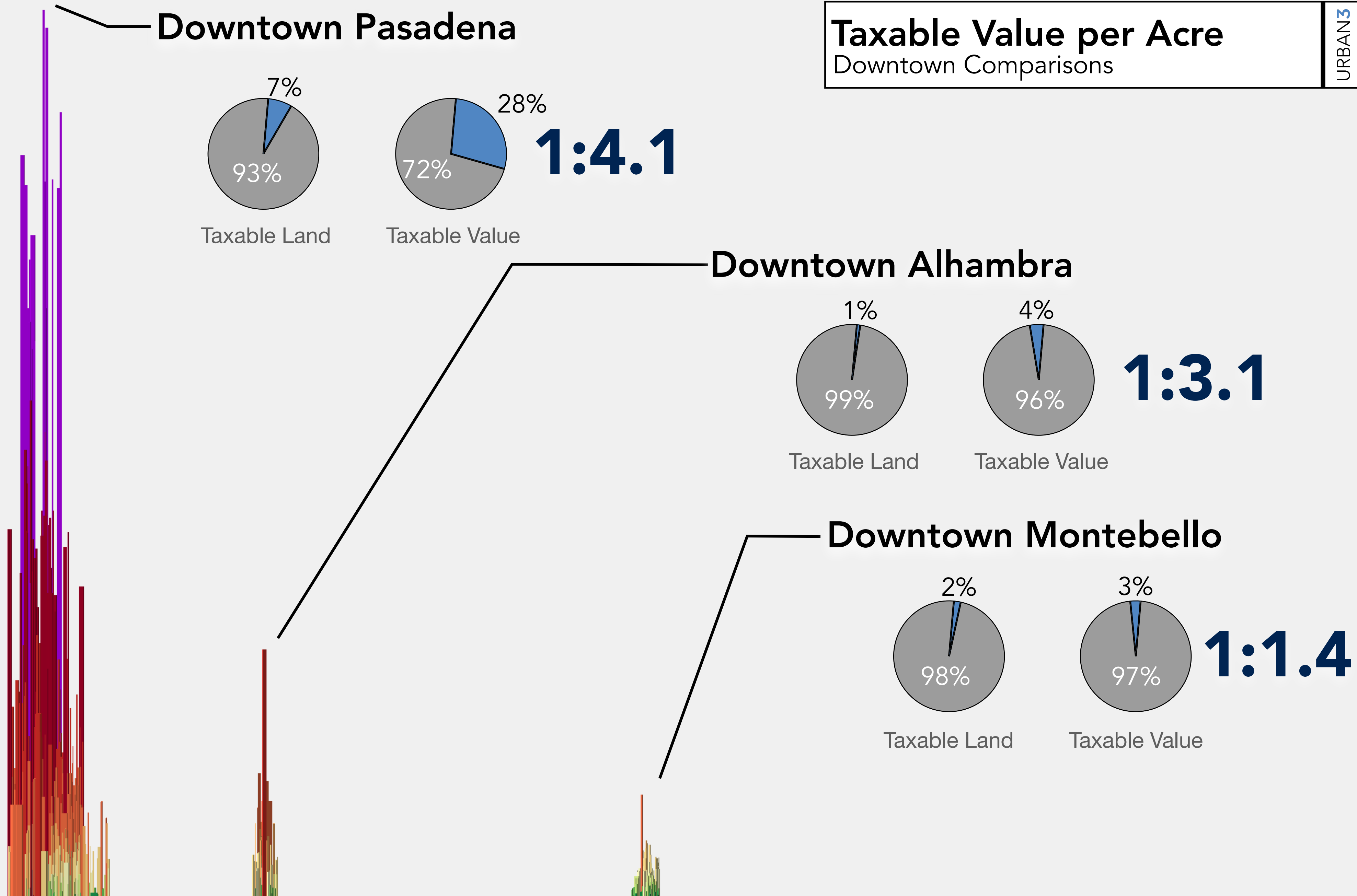
Moderate VPA : \$7,294,547





- Downtown
- City

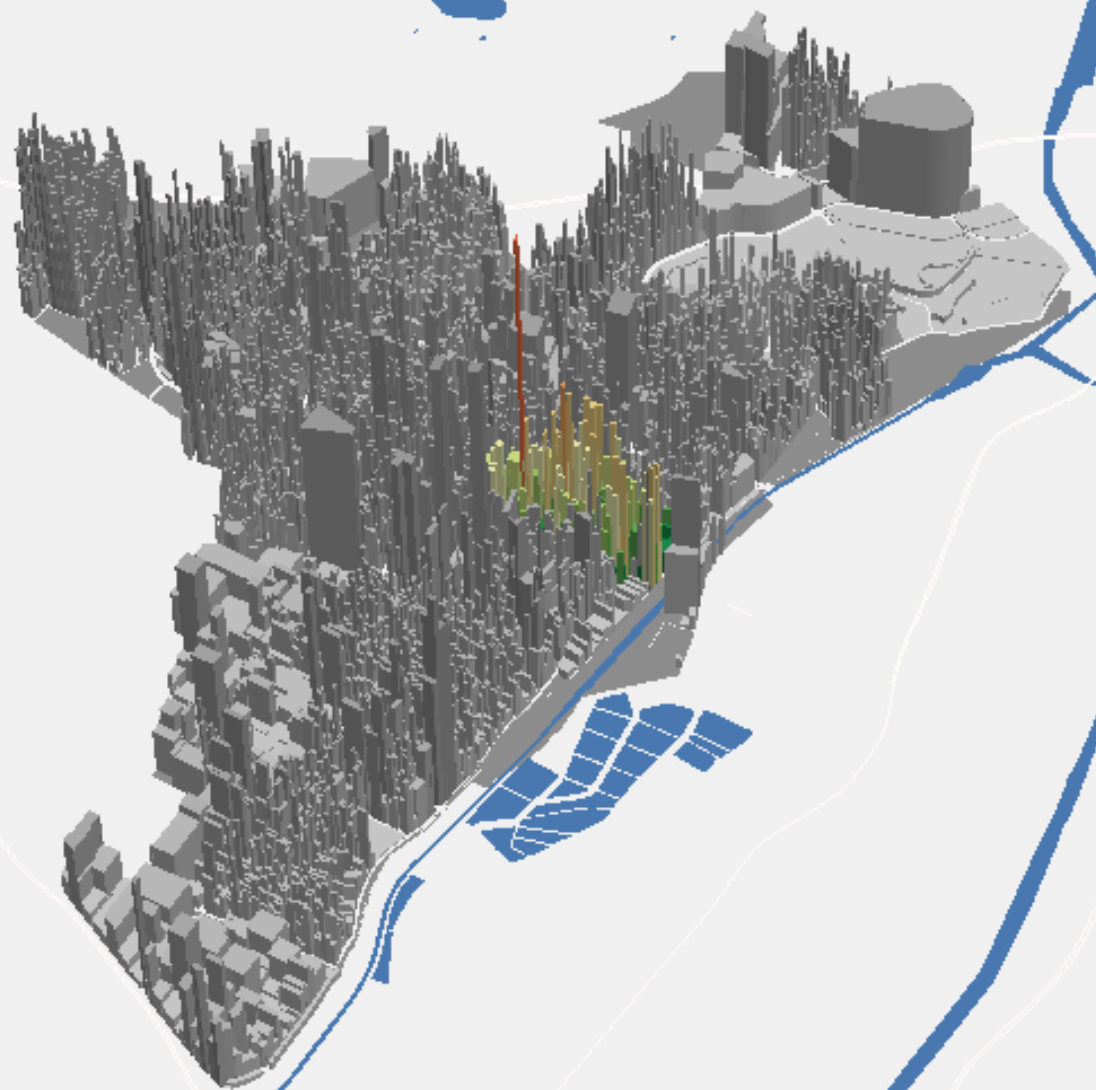
Taxable Value per Acre
Downtown Comparisons



Ideal Value Per Acre

Downtown Montebello, CA

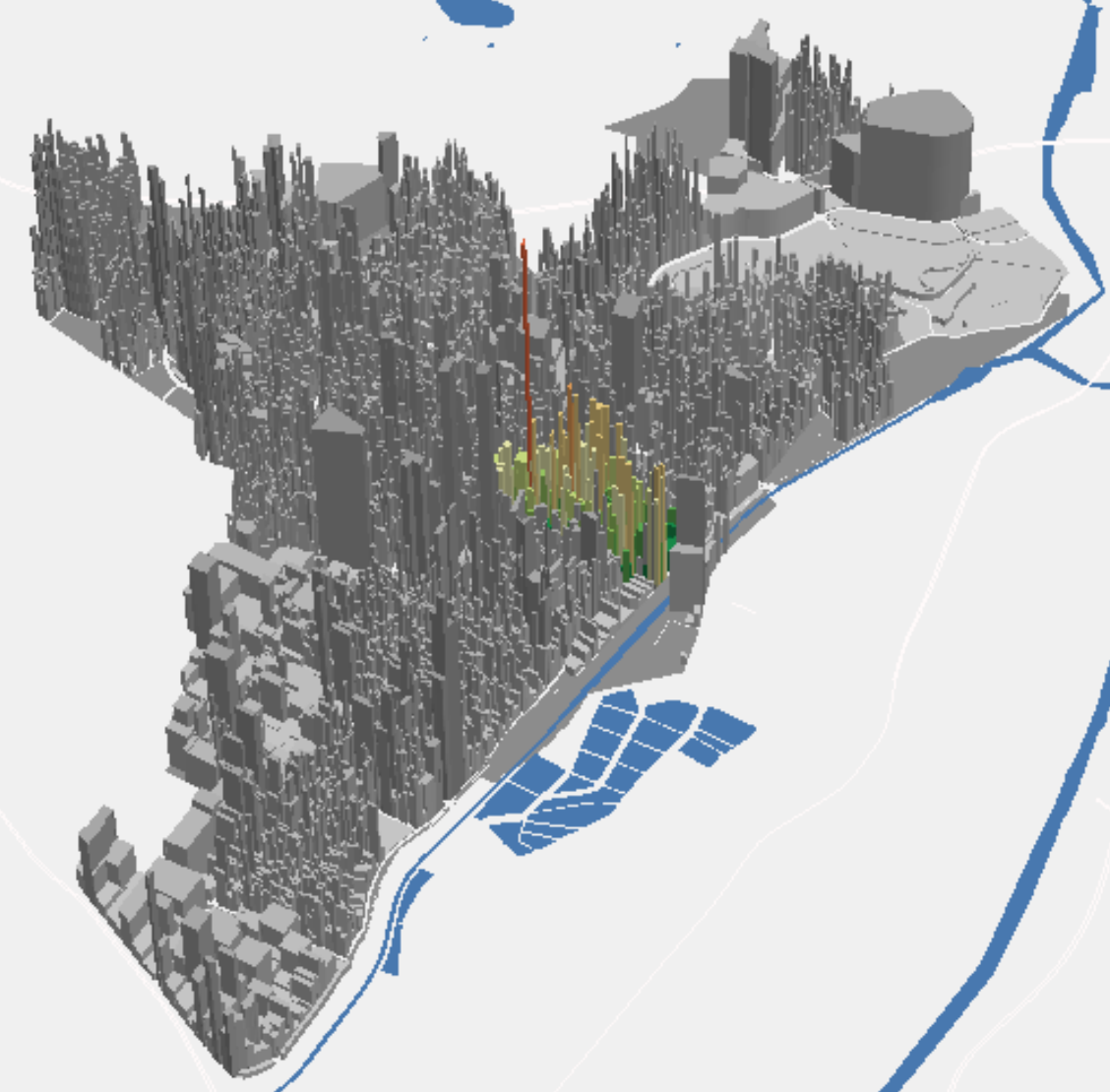
1:1
\$171M



Ideal Value Per Acre

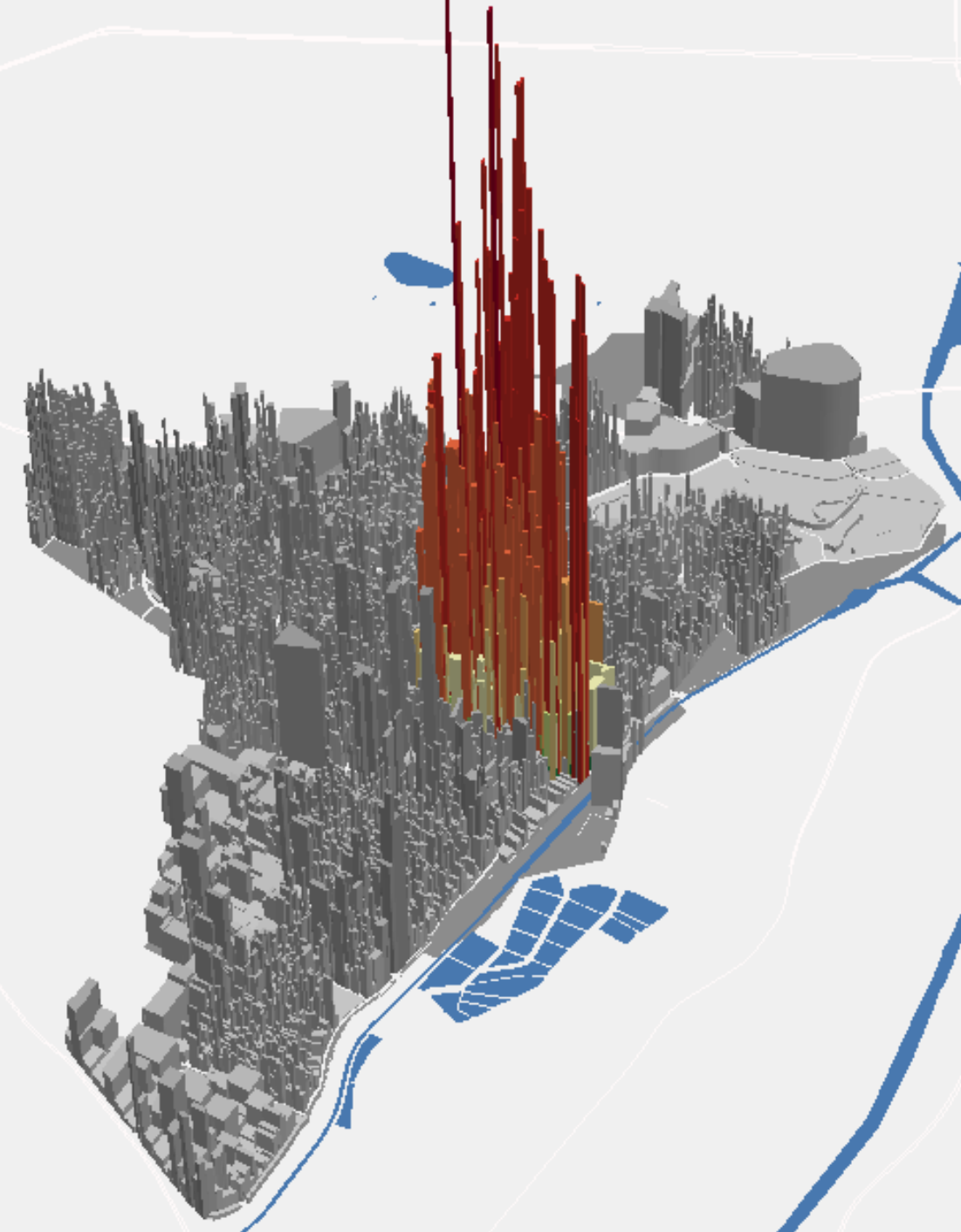
Downtown Montebello, CA

1:1
\$171M



New Value:

1:6
\$770M





Matthew Stafford

RAMSWIRE 



Matthew Stafford

RAMSWIRE 



\$6.6 B



Los Angeles Rams
\$4B or 1.7 times



\$1.7 T



Los Angeles Rams
\$4B or 426.8 times

Question:

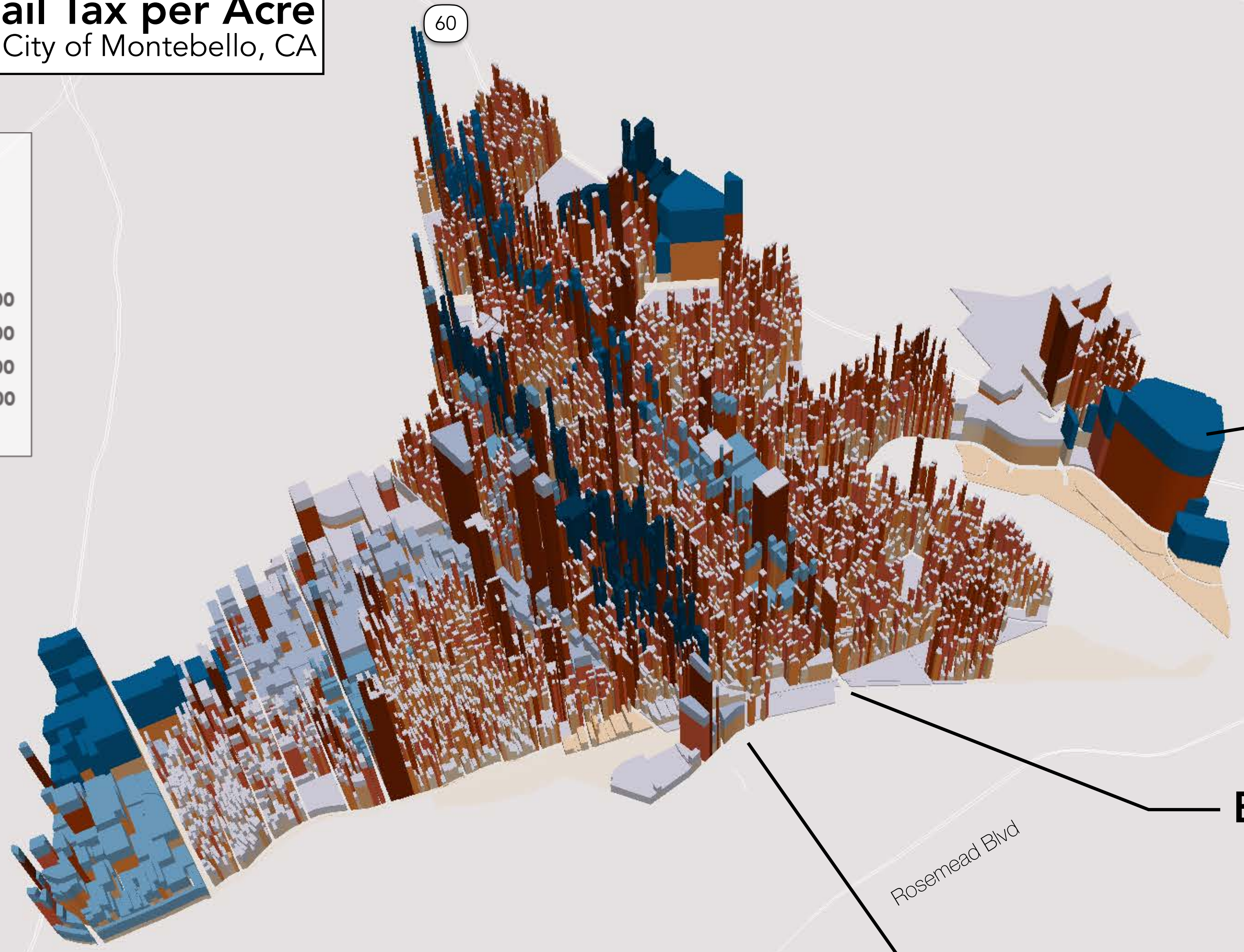
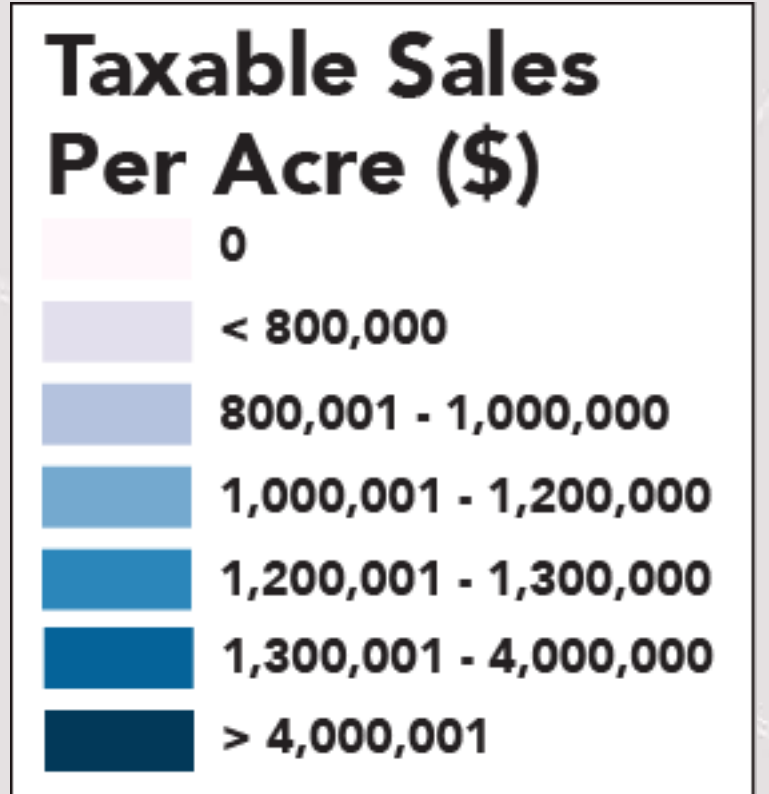
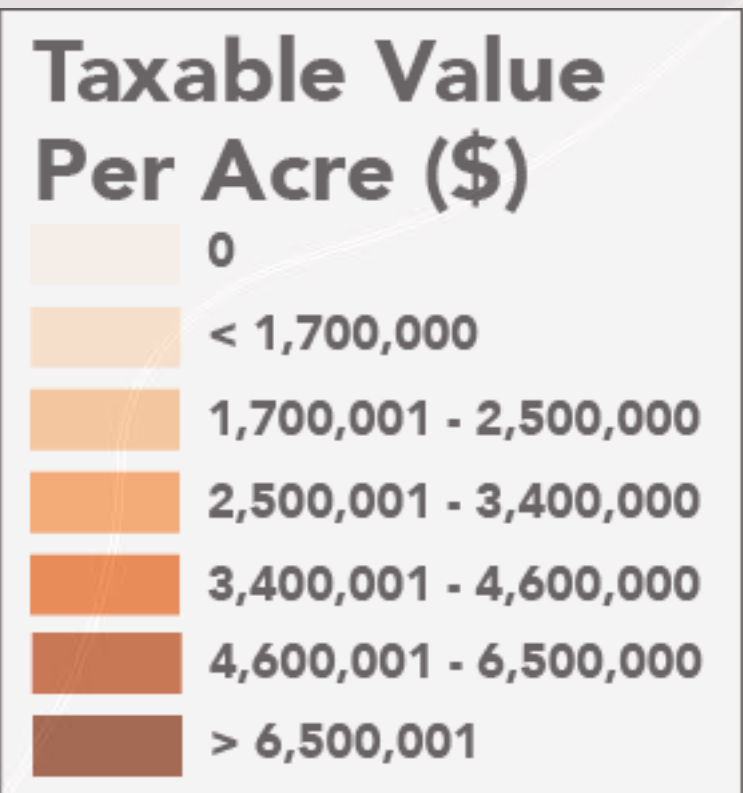
OK. So now what?

What you can do:

1. Improve your data.

Retail Tax per Acre

City of Montebello, CA

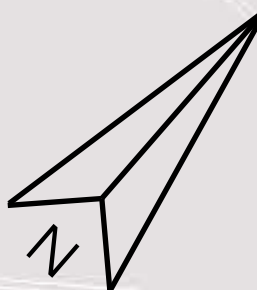


The Shops at Montebello

Beverly Blvd.

Whittier Blvd.

Rosemead Blvd



What you can do:

2. Geoaccount!



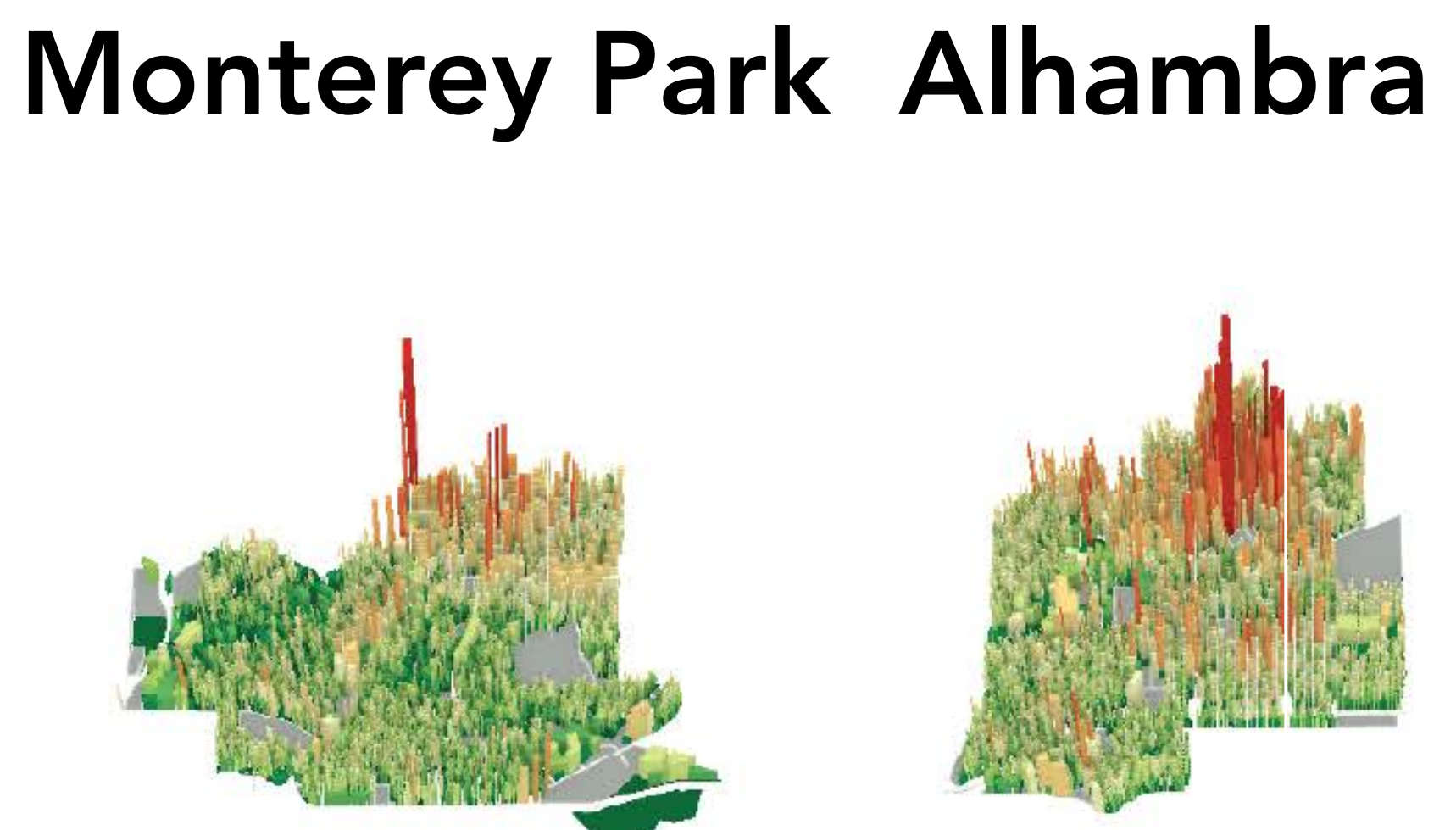
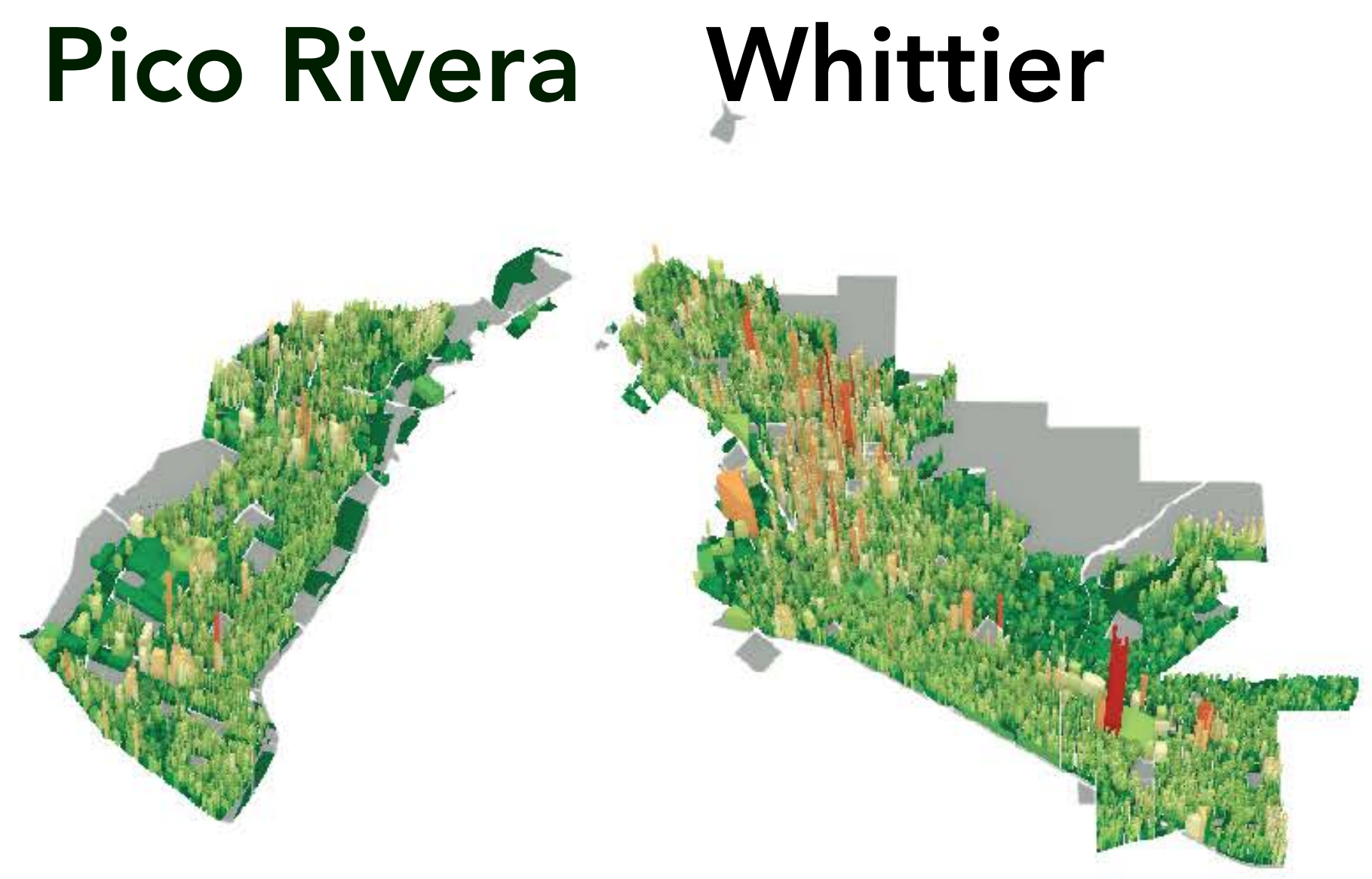
GeoaccountingTM

I bought a boat



Taxable Value per Acre

City Comparisons

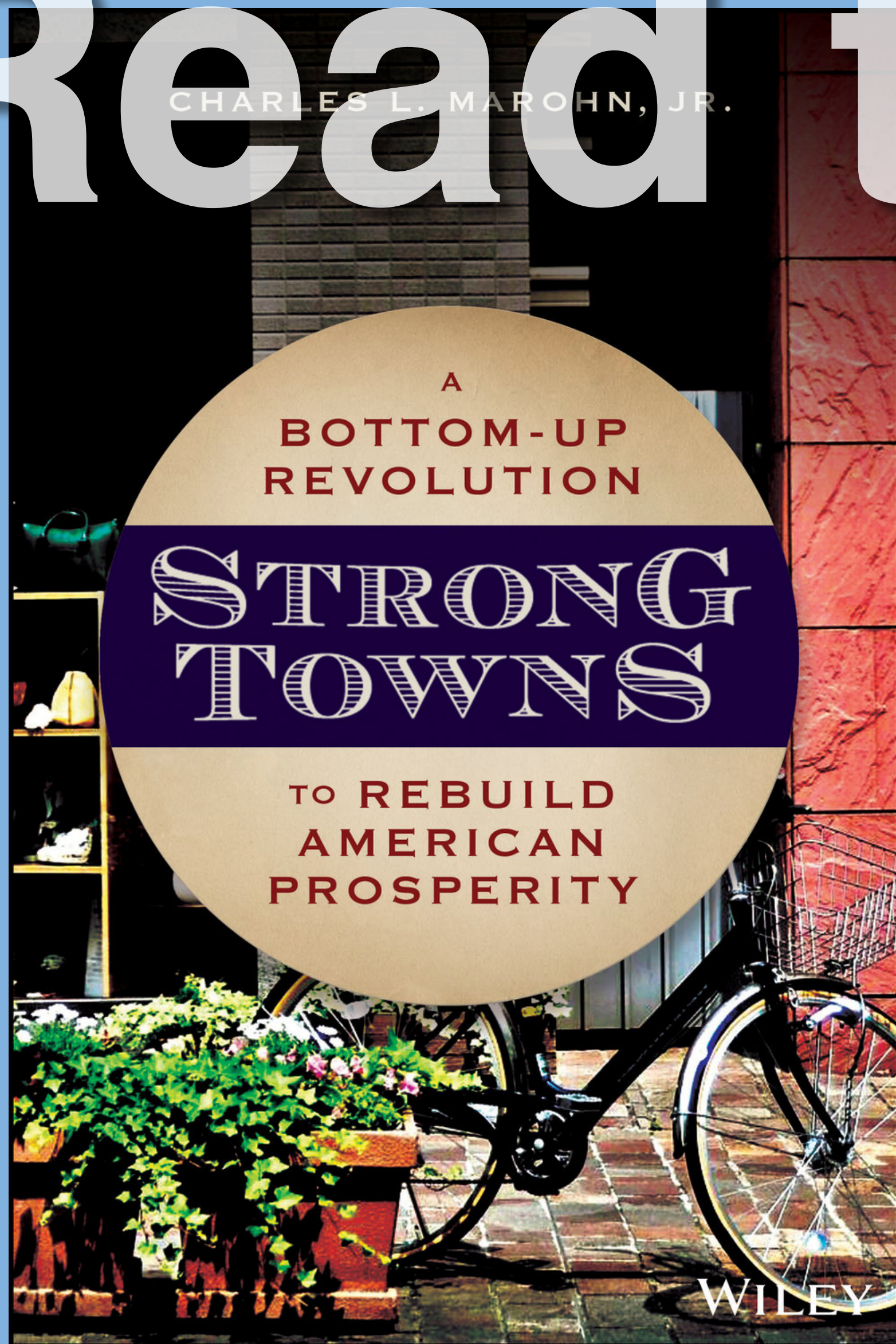


Total Taxable Value <i>(billion)</i>	\$5.7	\$11	\$6.7	\$8.5	\$10.5
Population Density <i>(people/ acre)</i>	11.2	9.2	11.7	12.3	17.4
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Peak VPA <i>(million)</i>	\$16.5	\$31.3	\$18.0	\$34.9	\$42.2

What you can do:

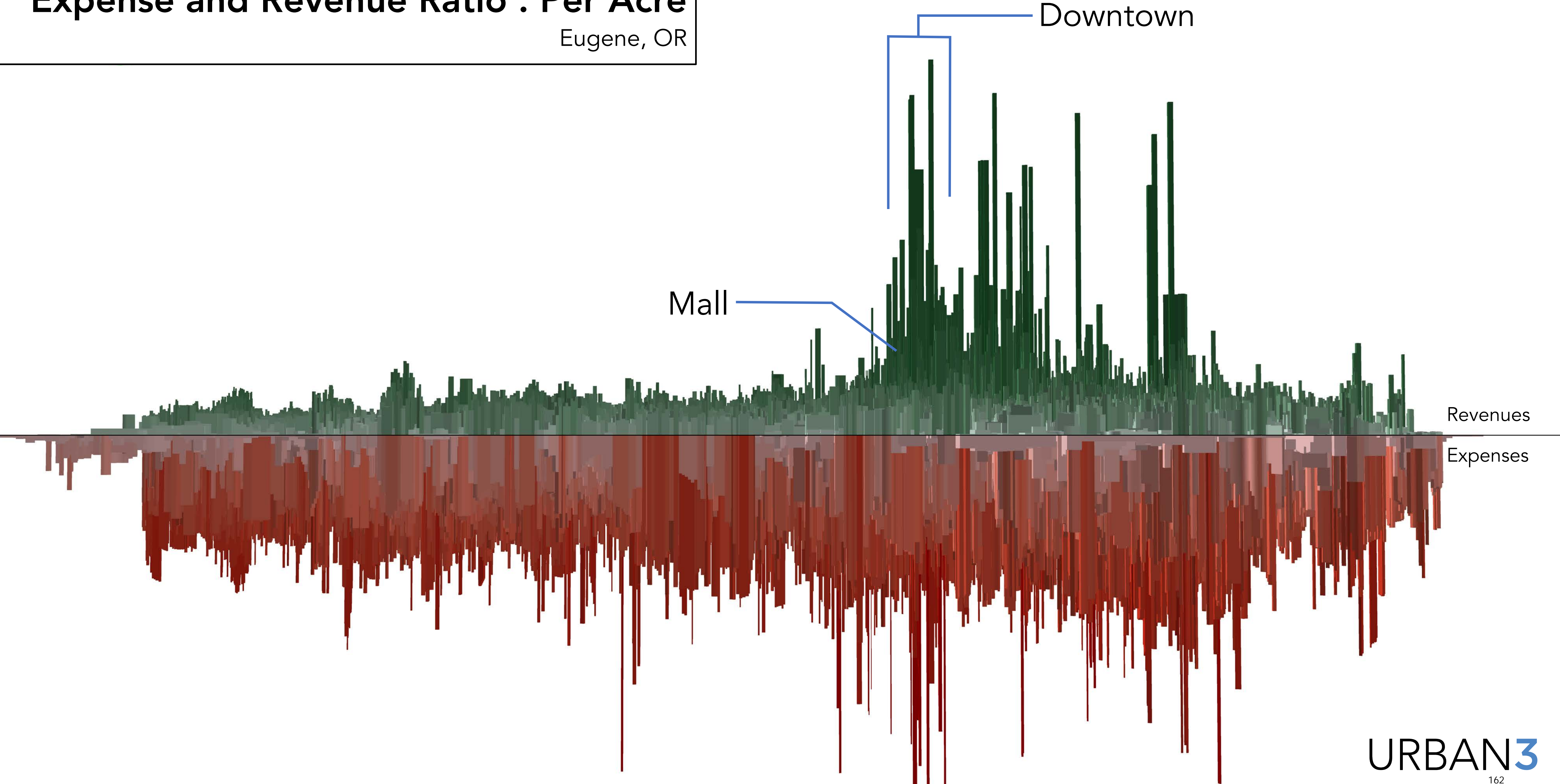
3. Understand your infrastructure.

Read this book!



Expense and Revenue Ratio : Per Acre

Eugene, OR

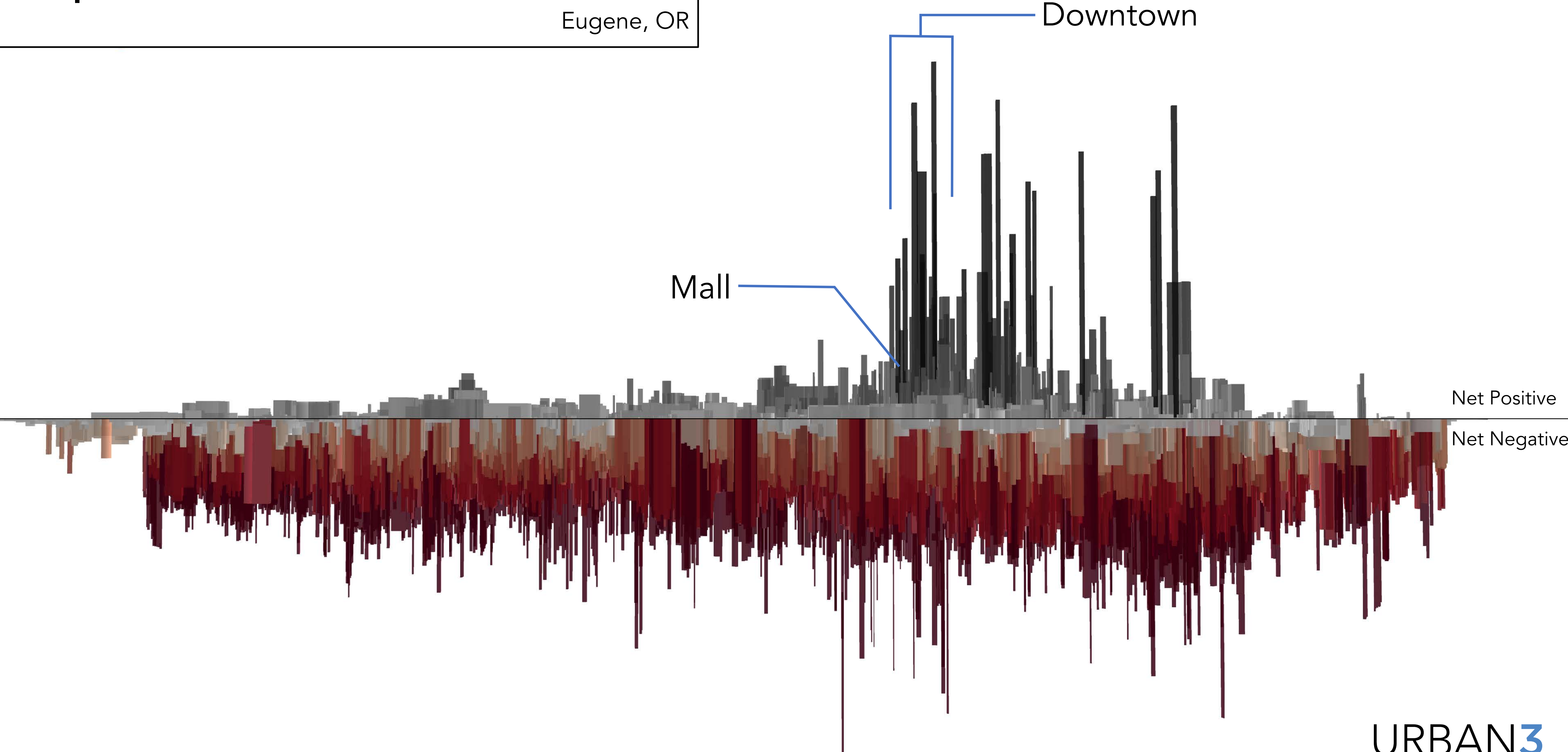


Revenues

Expenses

Expense and Revenue Ratio : Per Acre

Eugene, OR



Downtown

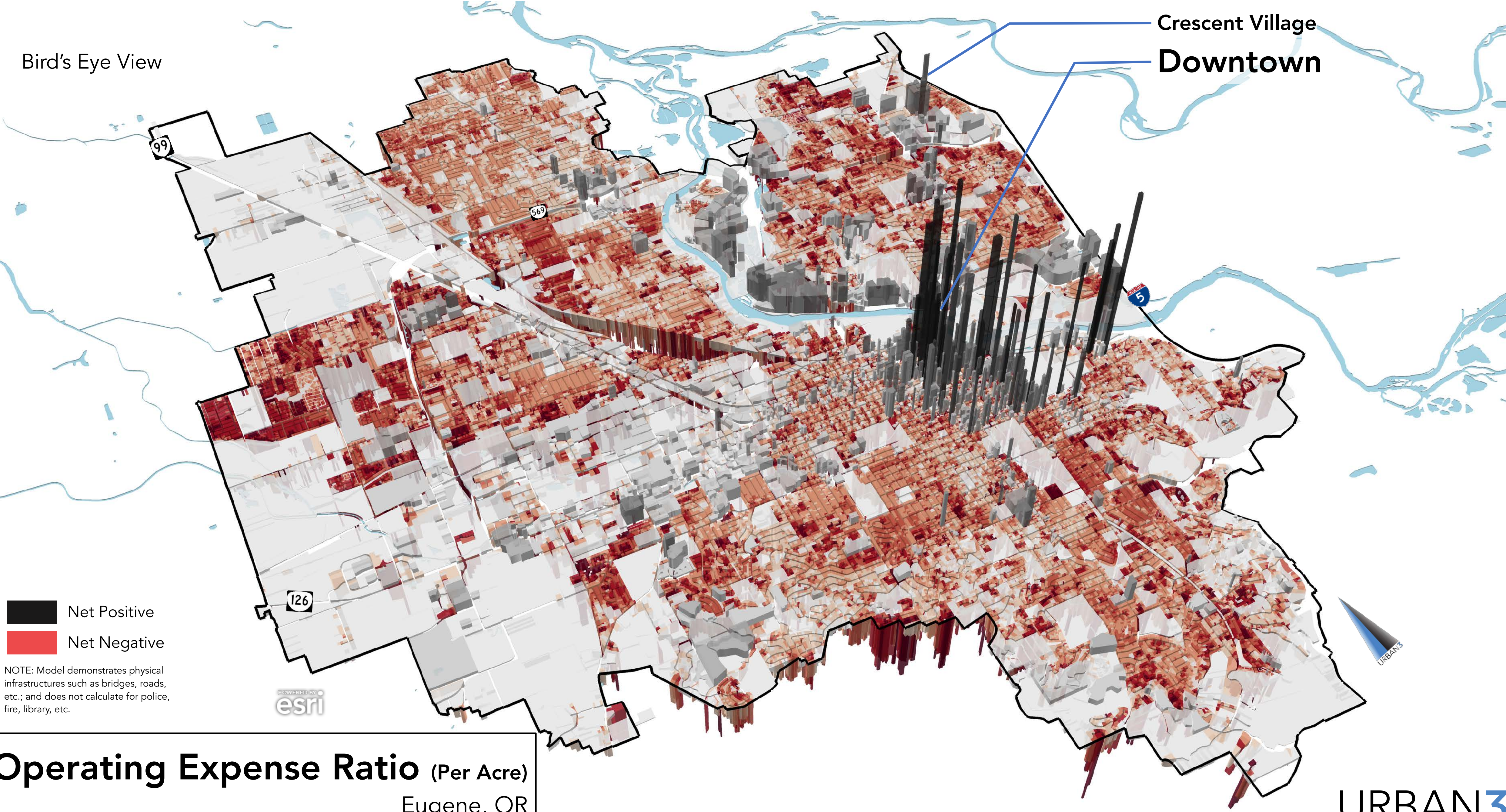
Mall

Net Positive

Net Negative

Bird's Eye View

Crescent Village
Downtown



- Net Positive
- Net Negative

NOTE: Model demonstrates physical infrastructures such as bridges, roads, etc.; and does not calculate for police, fire, library, etc.

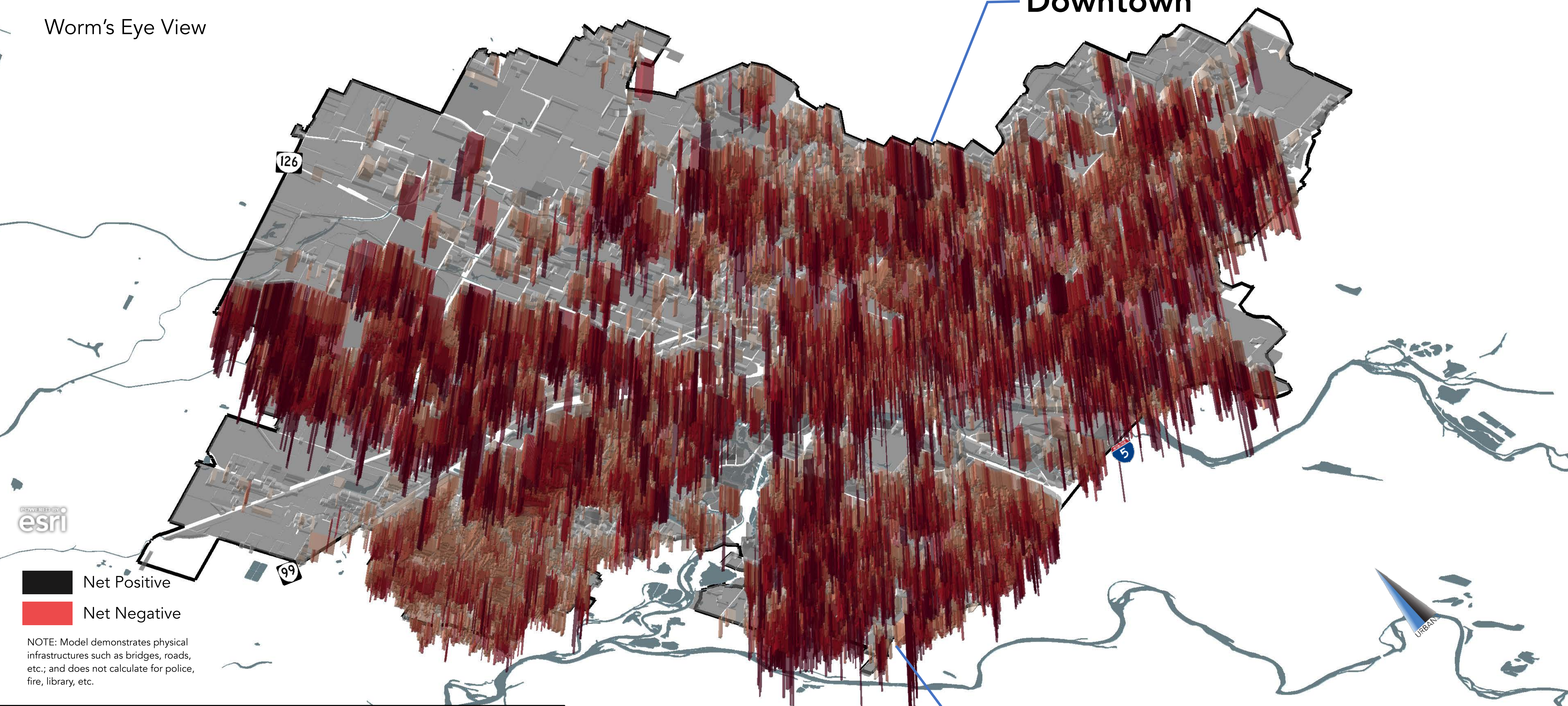


Operating Expense Ratio (Per Acre) Eugene, OR

URBAN3

Worm's Eye View

Downtown



POWERED BY
esri

- Net Positive
- Net Negative

NOTE: Model demonstrates physical infrastructures such as bridges, roads, etc.; and does not calculate for police, fire, library, etc.

Operating Expense Ratio (Per Acre)

Eugene, OR

Crescent Village

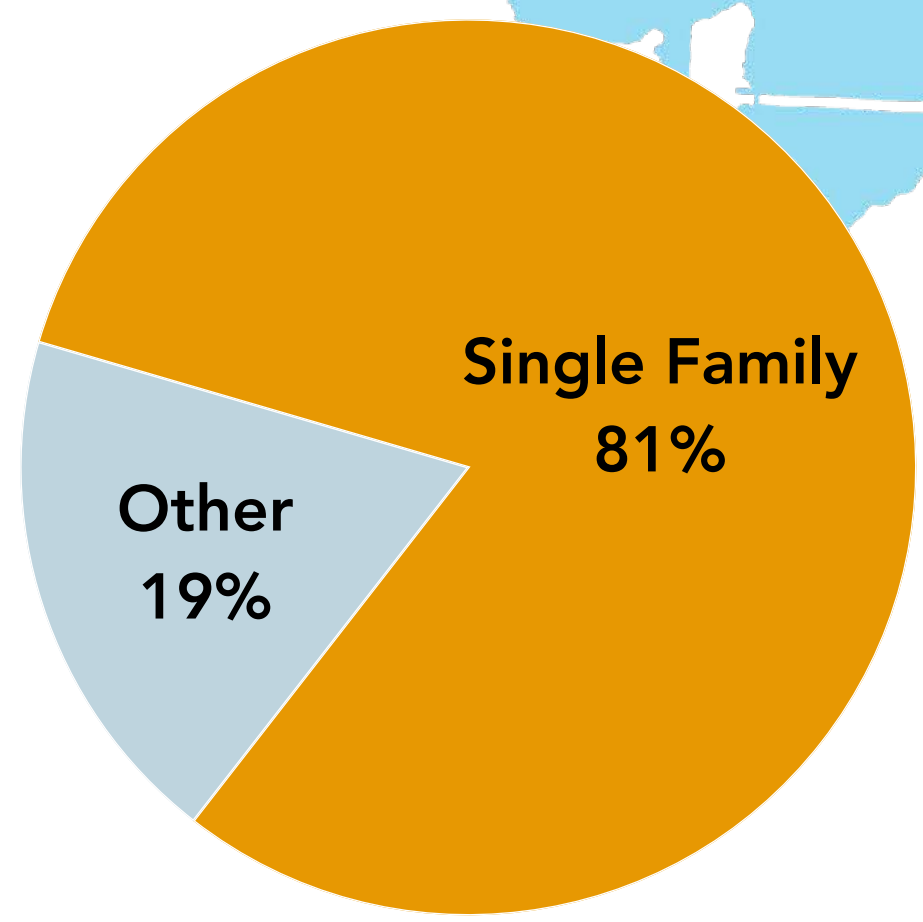
URBAN3

Question:

But, I want a House

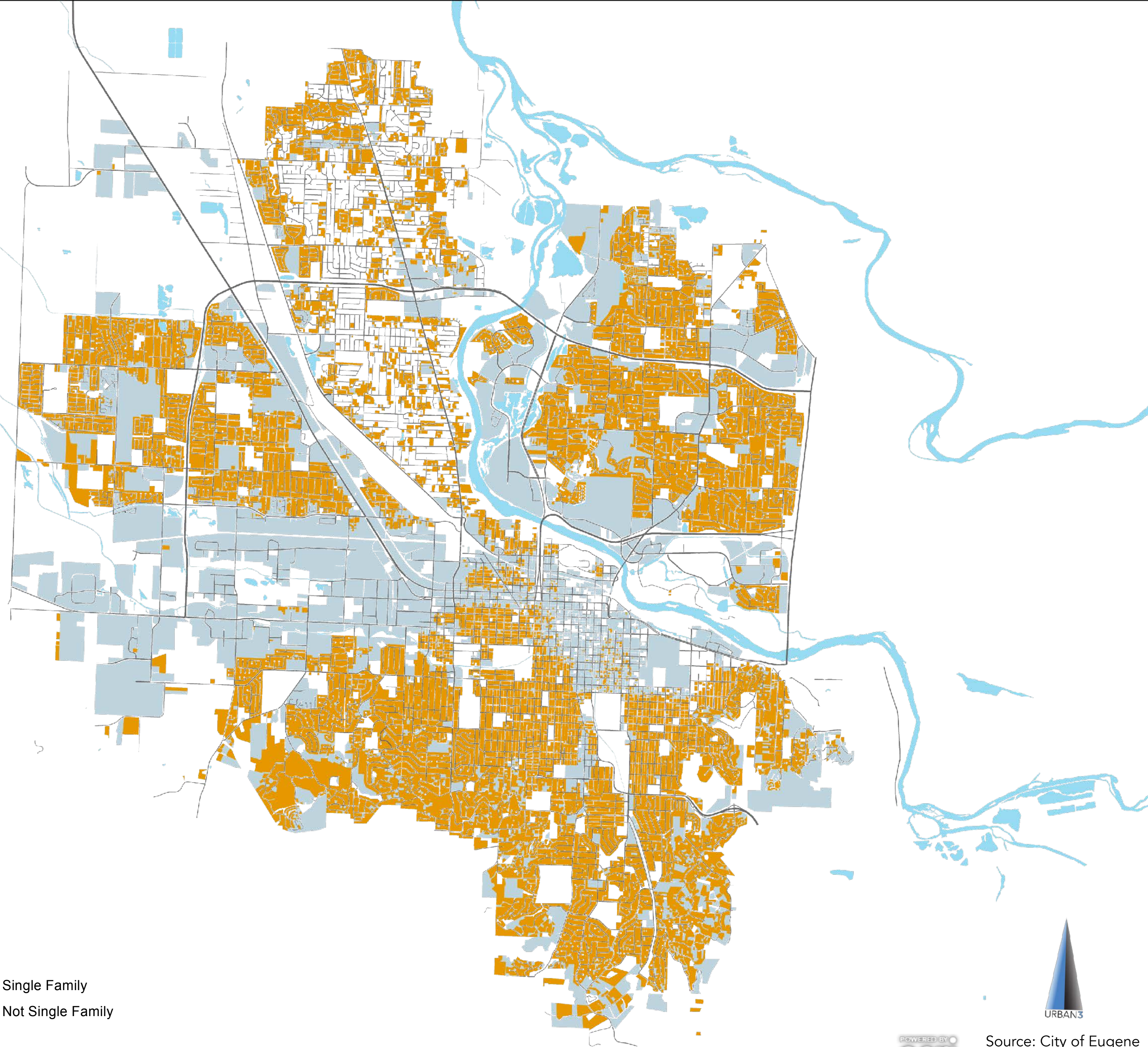
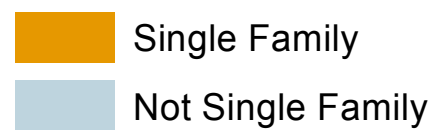
Single Family Land Use Analysis

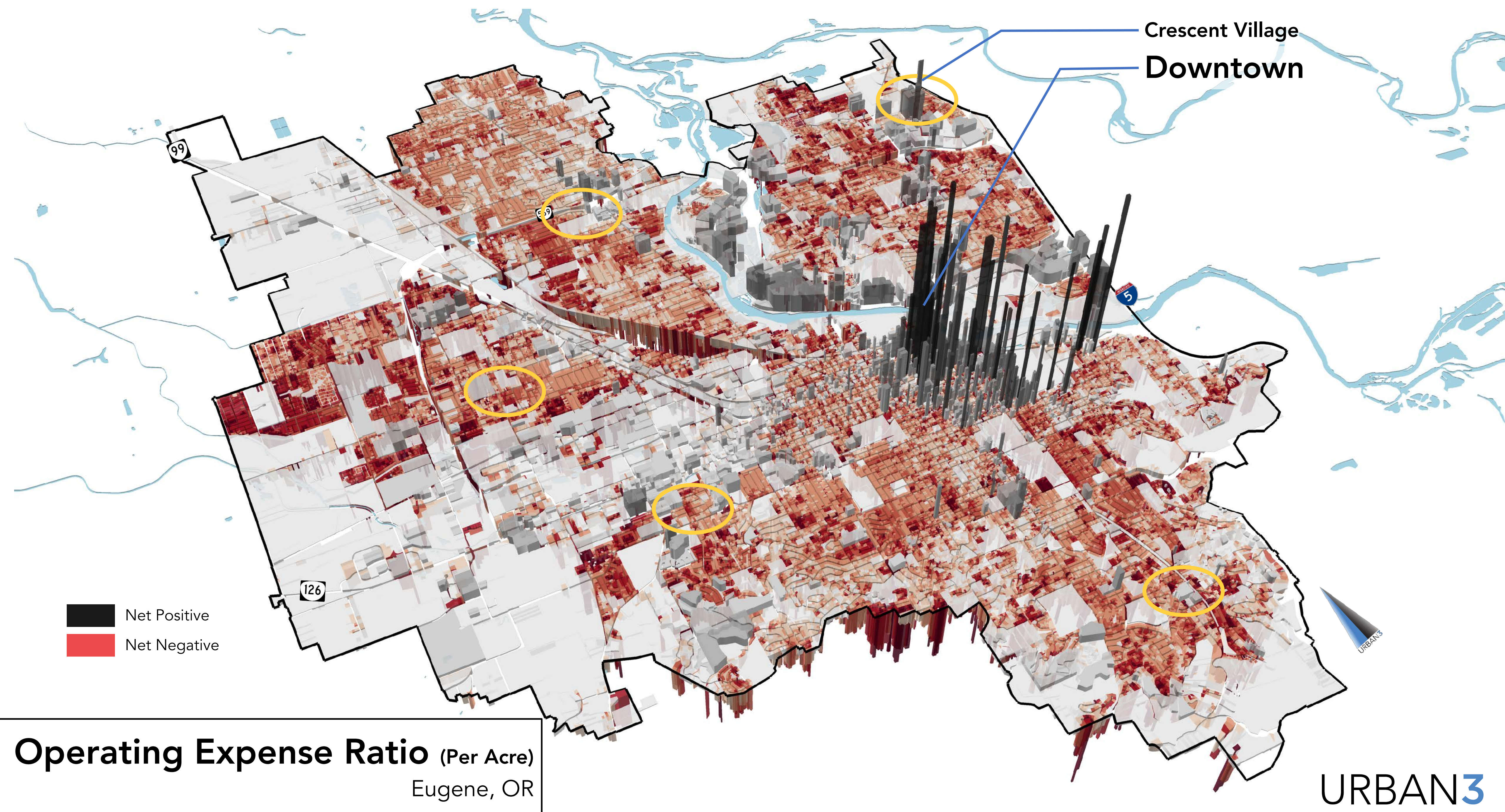
Eugene, OR



Land Use

Approximately 81% of properties are Single Family (40k/50k)





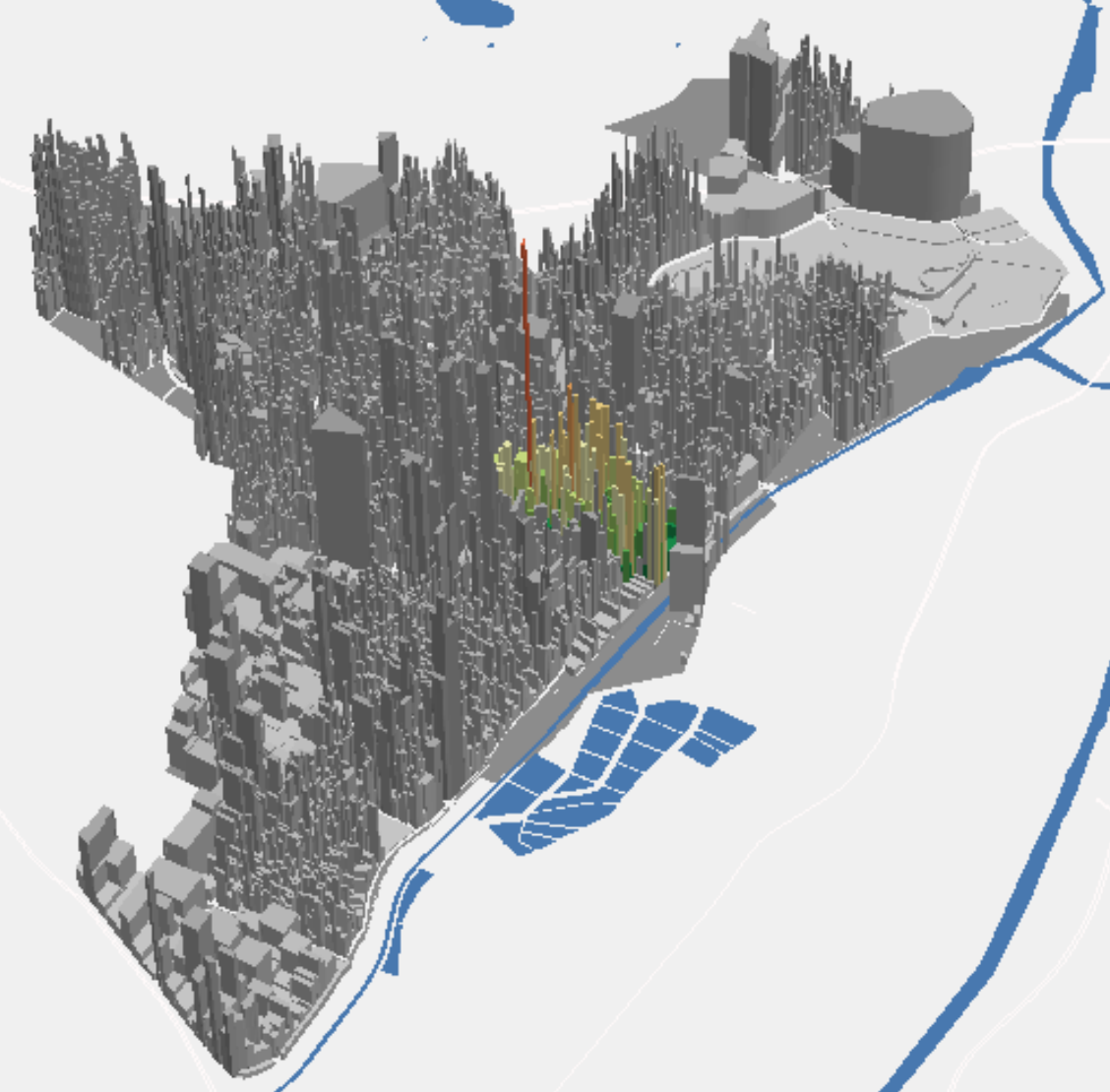
What you can do:

4. Downtown, shoot for 6!

Ideal Value Per Acre

Downtown Montebello, CA

1:1
\$171M



New Value:

1:6
\$770M

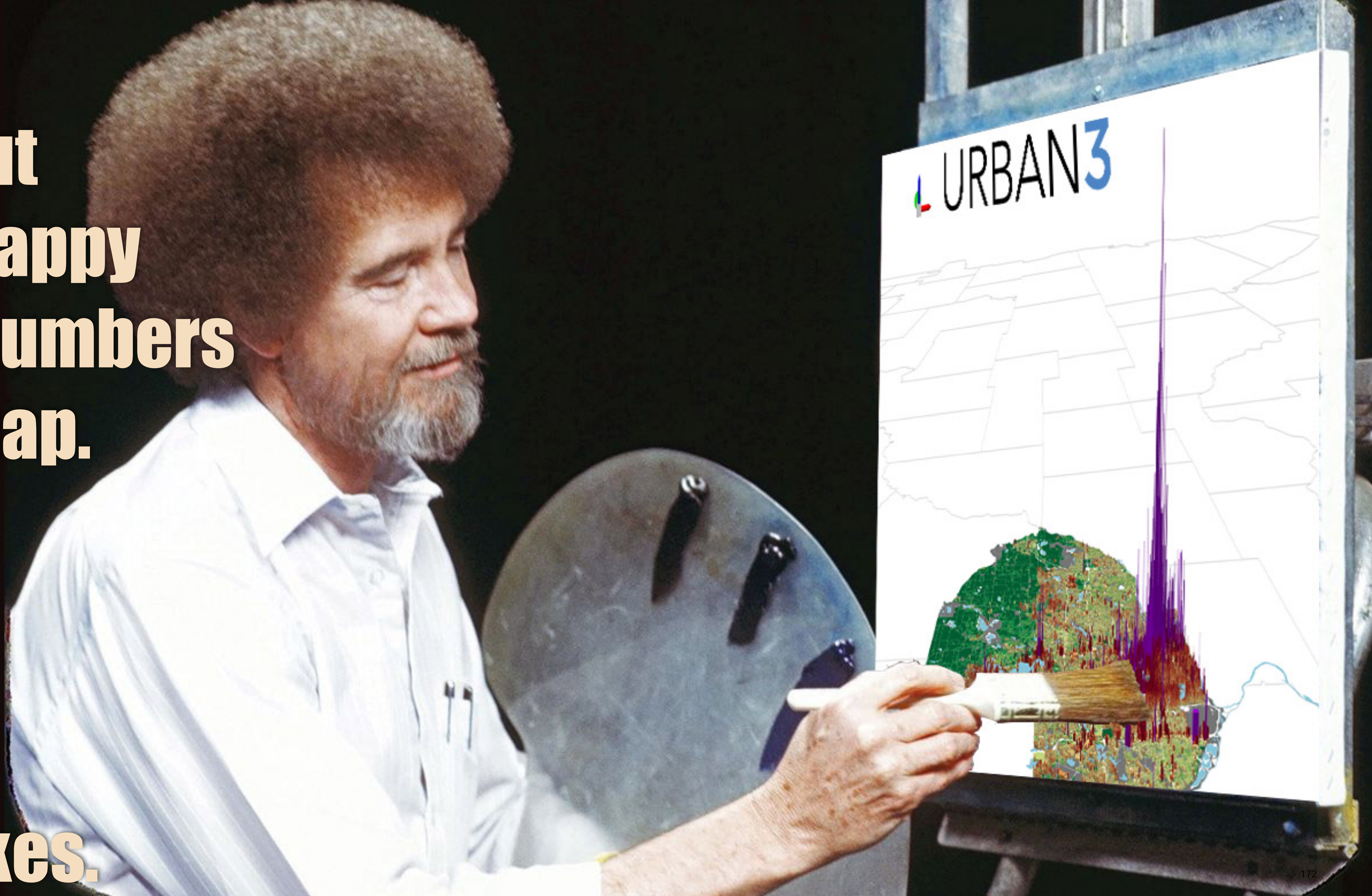


What you can do:

5. Move forth and plan!

**Just put
your happy
little numbers
on a map.**

**Don't
worry
about
mistakes.**



DO THE MATH

