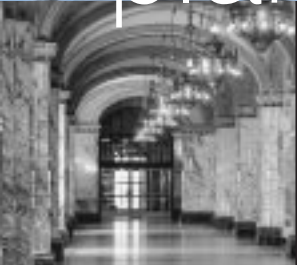
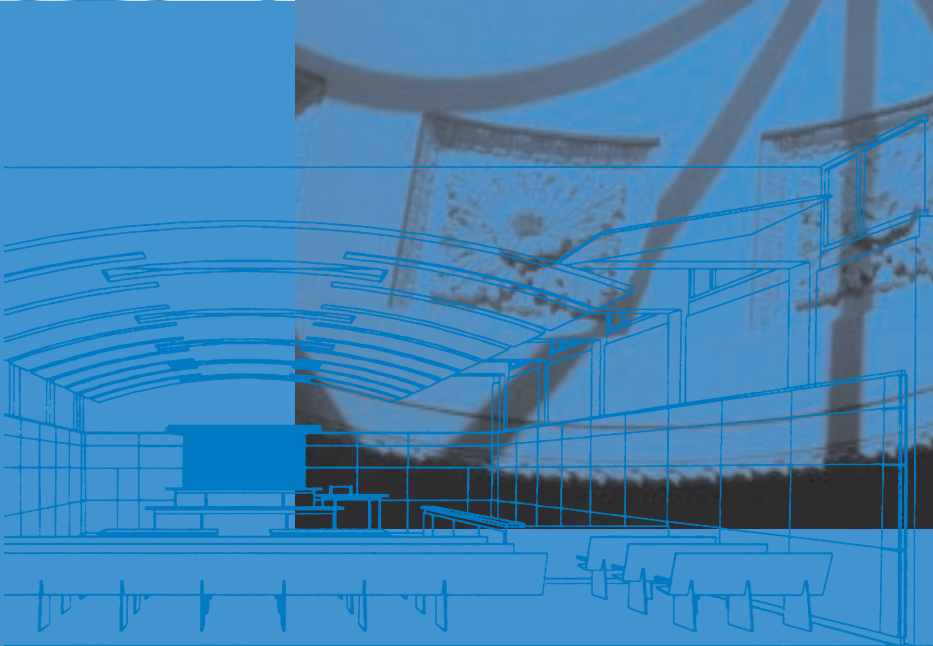




# planning with communities



building community



good neighbors



# Planning with communities

*Does your community have a General Services Administration (GSA) building? Do you know what GSA's future plans are in your community? Does GSA know what your community is planning that might affect Federal employees or property? Do you think GSA should meet with your community?*

If questions like these are of concern to you or your community then this brochure should be of interest. Its purpose is to help bring community planning and GSA planning activities together. Why? Because GSA believes that, when mutual benefits or costs are possible, it is better to plan for the future together rather than apart.

## What is GSA?

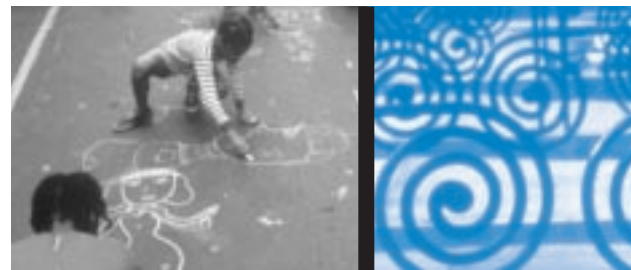
The General Services Administration, the landlord for the Federal Government's civilian workforce, is the nation's largest public real estate organization. Its Public Buildings Service manages a real estate inventory of more than 300 million square feet in about 8,000 buildings in nearly 2,000 communities. These are the work-places — the offices, courtrooms, laboratories, warehouses, and meeting spaces — for about one million Federal employees and the public they serve.

GSA's real estate activities include developing, constructing, renovating, leasing, managing, maintaining and disposing of Federal property to serve its primary customers, over 100 Federal agencies.

While meeting the needs of Federal agencies, GSA has pioneered the adaptive reuse of historic buildings, created architecturally significant federal buildings and public plazas, supported a mix of uses in office buildings, championed the role of public art, and promoted the need to locate Federal facilities in central business areas. In addition, GSA has an impressive record of creating civic architecture and public places that add to a community's sense of place, beauty, and vitality.

Given the size and scope of its activities, there are numerous opportunities for GSA to contribute to the improvement and livability of cities and towns, both big and small. For example, the placement and management of Federal facilities can affect local employment and commuting patterns and the vitality of a downtown. Merely responding to a community's plans may not be enough. GSA is committed to making positive contributions, and actively supporting local development efforts wherever possible.

In the same way, there are numerous instances in which a community's plans may affect the quality of life and work environment for GSA's Federal workforce, and where opportunities may be found for communities to help GSA meet its client needs. By working together, GSA and local partners across the country can meet these needs in ways that contribute to the community as a whole.



## Cleveland FBI Building Cleveland, OH

**The Center assisted GSA's Great Lakes Region to establish a partnership with the City of Cleveland, the FBI and the agency's own Design Excellence Program to help coordinate City and Federal planning efforts. The partnership is working to integrate plans for a new FBI building. With city and private development efforts, this new development will transform a light industrial area known as the Bluffs into a vital, mixed-use neighborhood.**

**The FBI Building is a model for incorporating GSA's Good Neighbor Principles and Design Excellence Standards into lease procurements. Through its involvement in the project, the Center will set a precedent for the incorporation of community-friendly design requirements into the Solicitation for Offer, (SFO) evaluation criteria, which will create more inviting and lively public spaces.**

# Why local communities, federal agencies, and GSA should plan together

Most communities know of the large Federal buildings and high-profile agencies in their midst. But they may not be looking at the larger picture. All of the people who are employed by the Federal government — whether they work in a large downtown courthouse or a suburban leased building — comprise the total Federal presence in a community. When considered in total, the location, design, and economic impact of even relatively small Federal offices are strategic resources that contribute to a community.

When Federal agencies move to a community, that community may benefit from increased job opportunities and related increases in the local economy. Each year, for example, over 90 percent of GSA's multi-billion dollar real estate program flows through private sector contracts for construction, leases, maintenance, repairs, and other services. This Federal investment translates into substantial added value to a local economy. It can:

- **Leverage public investments in central business areas**

By locating owned and lease buildings in downtown areas, GSA supports community investments by anchoring downtown office districts, supporting the local use of public transit, providing direct employment, and attracting supporting industries. This also leverages numerous Federal program dollars that directly support community development efforts.

- **Be a good neighbor**

As a significant leaseholder and property owner — a space provider to agencies that live and work in the community — GSA is committed to supporting local improvement efforts. It is good for the community and helps GSA provide its client agencies and their customers with livelier, friendlier, and more effective workplaces. This is important in the everyday management of GSA's existing portfolio as well as in the development of new facilities.



GSA's work with Business Improvement Districts (BIDs) is a good example. In more than two dozen cities, such as Philadelphia, Phoenix, Tallahassee, Atlanta, New York, Pittsburgh, Baltimore, and Portland, GSA purchases services from a BID. Because it is a Federal agency, GSA cannot pay taxes to a locality, so it cannot be assessed in the way that BIDs assess private property owners. Instead, GSA has developed a policy through which it can still contribute by purchasing services directly from the BID in the same way that it would from

any other contractor. Services may include maintenance, lighting, cleaning, and security services. This is an easy and creative way for GSA to support community efforts to improve downtown areas while meeting client needs.

- **Plan together, not apart**

Through collaborative Federal/local planning, GSA opens lines of communication that allow it to work with communities early and often. GSA gains a broader understanding of a community's goals, communities understand Federal needs, and everyone can work together to find solutions that work best for all.

# The Center for Urban Development building a working relationship among community, Federal agencies, and GSA



GSA established the Center for Urban Development to help build Federal/local relationships and to promote good business practices between GSA and communities. It does this by supporting the local planning efforts of GSA's Regional Offices with technical assistance, information sharing, policy development, outreach to communities and client agencies, and by promoting the value of good urban planning, architecture, and urban design. These goals are at the program's core:

- **Find opportunities for mutual benefit**

Identifying and discussing mutual benefits and costs is an important step to beginning good collaborative planning. In doing this, GSA and communities can support each others' goals and assess impacts.

- **Form partnerships**

GSA encourages community leaders to seek out and include GSA in their local planning processes — to address common issues, balance the needs of

communities and GSA's Federal customers, and leverage its Federal presence to improve economic vitality. GSA and community leaders can get to know one another, open lines of communication, make a commitment to work together, and share information.

- **Plan collaboratively**

Issues of common interest such as facility location, architectural and urban design, parking, transportation, security, and Federal property disposal, among others, provide countless opportunities to work together in formal and informal planning efforts. While formal comprehensive planning, area or small area planning, and site planning efforts are important, building good working relationships that support all kinds of planning, information sharing, and problem solving activities, can be equally important.

- **Build quality environments**

The attractiveness, types of activities, available amenities, and safety in the areas where GSA works is important to clients, and their employees and visitors. By working with communities, GSA can focus attention on ways to create beautiful, safe, active, and accessible buildings and public spaces. This serves the community as it serves GSA's customers, who are members of the community.

## Transit Stop Plaza Ft. Worth, TX

The Center is assisting GSA's Greater Southwest Region to collaborate with the City of Fort Worth, Downtown Fort Worth, Inc., and the Fort Worth public transportation system to develop plans for a public square adjacent to the Lanham Federal Building. The Federal Building abuts a small existing city park and is across the street from the site of a proposed public plaza. GSA and the City are working with other property owners to support the development of the new plaza. Center field officers are participating in focus groups with other stakeholders to develop and review plaza design and use proposals.

In accordance with the Public Buildings Cooperative Use Act of 1976 and GSA's Good Neighbor Principles, the Center is evaluating ways to open up the Federal Building and its facilities to the community. Ideas include opening the parking garage to the public after business hours and bringing food vendors into the plaza. This project is part of an overall investment by the City, Federal Government and private groups of \$100 million in downtown corridor improvements.

# The Center for Urban Development services and information

## Federal District Plan

Denver, CO

The Center is assisting GSA's Rocky Mountain Region to work with the City and the Denver Downtown Partnership to create a new Downtown Federal District. The proposed District will encompass the area surrounding the Byron Rogers Federal Building and Plaza and will include five buildings. The Federal Building lobby and plaza are already being renovated as a part of GSA's First Impressions Program. The Center is contributing to this project by refining the design to better support increased use of its open space.

The Center has also assisted in creating a newly designated Downtown Federal District. Improvements will include streetscape design, signage, and new amenities that will link the District to the surrounding community. These changes will improve the environment for GSA's client agencies and customers and will complement City efforts to enhance the area. By partnering with city officials and adjacent communities the Center is working to improve the community by spurring development and bringing in new amenities that will benefit the surrounding neighborhood, federal district patrons and employees.



In supporting collaboration between GSA regional offices, Federal agencies, and local communities, the Center works in the following areas:

- **One-on-one technical assistance**

Technical experts work with GSA regional offices, Federal agencies, local government, and other interested parties to identify projects, brainstorm about opportunities, address design and planning issues, and outline approaches that will incorporate good community planning and urban design principles into a project.

- **Meeting and workshop facilitation: stakeholder meetings, leadership forums, problem identification workshops**

The center provides professional facilitation to help build successful collaborative relationships and partnerships. Successful projects are built on common understanding and trust, which develop as people work together on shared issues. Facilitation can help participants identify mutual interests, understand each others' concerns, and speak openly to address these as part of a planning process.

- **Public process visioning**

Often, visual plan images and artist sketches are the best way to identify and analyze site, building, and neighborhood scale plans. The center can assist a community or Federal agency to hold a workshop that will address potential uses, concerns, and architectural and urban design options. This kind of input is important to inform local and Federal planning efforts.

- **Policy development**

The center works nationally, and with regional offices and communities to shape policies that support good collaboration, business practices, and partnerships.

- **Information sharing and links**

The center also provides resource information about a wide variety of community planning and urban design topics, sample GSA projects, links to other organizations and resources, and links to professional service organizations that can be accessed through its web page, <http://goodneighbor.gsa.gov>.

# What you and your community can do

If you are a local official or community leader, GSA would like you to know that it is ready to begin a conversation about mutual interests and concerns. Here are some specific things to consider:

- **Understand the scope and impact of the Federal presence in your community, and GSA's plans there**

Call your regional GSA office (contacts and phone numbers are at the back of this document) to introduce yourself to the professionals responsible for planning and managing GSA projects in your community. Ask questions about space management, client agency concerns, current leases, and other local issues. You can obtain information from GSA on upcoming lease expirations and changes in agency needs. Although GSA is sometimes precluded from providing details about ongoing procurements, it can discuss agency plans, needs, and concerns — in the short- and long-term. These conversations are most effective when they are done well in advance of a specific project.

- **Share local activities with GSA and involve them in identifying issues and creating local solutions**

You can provide copies of relevant plans, policies, and programs to GSA professionals and their Federal agency customers. It is important that they know where your city is moving in its planning, revitalization, and economic development efforts. Invite GSA and Federal agencies to participate in your community goal-setting and civic endeavors. Include them as full part-

ners in your Main Street programs, Business Improvement Districts (BIDs), and other collaborative efforts. Cultivate these relationships now to support future collaboration on issues and projects.

- **Help GSA and Federal agencies meet their space needs**

Just like other major employers in your community, it pays to know the key representatives of the Federal agencies in your city, if you do not know them already. Know that they are passionate about their mission — whether it is law enforcement, community development, social services, education, or tax collection — and that GSA must provide space that supports them. Solicit their concerns and ask about their plans. Find out if their current location is not meeting their needs. Include them in your economic revitalization efforts; talk about location and city service issues. The more you know about GSA's portfolio and plans, the better equipped you will be to suggest mutually beneficial strategies.

- **Contact the Center for Urban Development to discuss assistance available to facilitate local planning initiatives around federally controlled property**

The Center has field officers in each GSA region. Let them help you build your relationships with them and the other GSA professionals in your community.



## Department of Education Plaza Washington, DC

The Center is assisting GSA's National Capital Region to work with the Department of Education and other government, tourist and cultural entities in the District of Columbia on the improvement of the plaza adjacent to the Department's headquarters building. The plaza is four blocks from the U.S. Capitol Building and across from the National Mall and the National Air and Space Museum.

GSA recently modernized the headquarters building to provide a state-of-the-art work environment for Department of Education employees. However, the public space adjacent to it remains barren and uninviting. This project focuses on how this important public space can contribute to the vitality of the Nation's Capital, and support federal and private sector employees, nearby residents and visitors. uninviting. This project focuses on how this important public space can contribute to the vitality of the Nation's Capitol, and support federal and private sector employees, nearby residents and visitors.

# What your Federal agency can do to work with the community



## Helena Lease Construction

Helena, MT

The Center is assisting GSA's Rocky Mountain Region to incorporate Good Neighbor principles in the leased construction of public space in downtown Helena. GSA recently awarded contracts for two projects. The buildings will be constructed on the same parcel, and will create a significant amount of public space around them. GSA involved city officials, property owners and developers at the project's earliest stages to ensure that the leased property is developed as a vibrant addition to the community and serves as a catalyst for the further development of the surrounding downtown area.

Through consultation with GSA, the city contracted with an Architect/Engineer to develop design guidelines for the site and surrounding area. GSA incorporated these design guidelines into the Solicitation for Offer (SFO). By including specific design requirements up front, the region developed an excellent way for GSA to get specific community-oriented design criteria into its lease construction projects. This creates clear language that meets contracting requirements and helps GSA deliver a better product.

If you are a Federal agency official, you know that the needs of the Federal workforce are constantly changing. GSA's understanding of how its actions fit into a wider community context is changing too. Community leaders, governments, private employers, and developers are coming together in agreement that, if nothing else, there is a need to work together to shape the types of communities that everyone wants.

Federal agencies and their employees seek the same qualities in a community that most large businesses do. They want a workplace that provides employee satisfaction and promotes worker productivity and retention; good public transportation, roads and parking; recreation and cultural amenities; and a "sense of place" or location that serves community and agency needs.

By participating in community planning activities with GSA and local communities, you can enhance their planning perspective. Here are several ways that you can participate:

- **Encourage employee participation in the community**  
Support Federal employee participation in community boards and local volunteer planning activities.
- **Plan with the community in advance of making changes**  
Discuss your space needs with GSA well in advance to allow enough time for constructive collaboration. Having time to effectively address your space needs in the local context can improve your options, gain community buy-in, deliver better space, and help the community contribute.
- **Share your facility and be a good neighbor**  
Encourage the public use of your facilities and surroundings when appropriate and feasible. GSA can help to select appropriate activities, especially those that may involve your mission constituents. Hosting community meetings, art exhibits, or public events are great ways to strengthen relationships with neighbors and community leaders — and to get your agency's message out.
- **Participate in local planning and management activities**  
Request and accept invitations from local communities to sit down and talk about your agency needs and employee concerns. Understand and address the interests of local communities when determining mission-critical space needs. Know that you belong at the table as a full partner.
- **Contact the Center for Urban Development to discuss assistance available to facilitate local planning initiatives to build community partnerships**  
The Center can work with your agency's management and your local GSA office to find the best ways to work with communities in meeting your mission needs and employee concerns.



# Contact the Center for Urban Development or your GSA Regional Office

GSA staff in the Center for Urban Development can help to explain GSA programs. Professionals in GSA's regional offices can provide information about GSA plans in a specific community. They seek to build good working relationships with local community representatives. A good place to begin the conversation, is by contacting the Public Buildings Service's Assistant Regional Administrator in your Region. This office can put you in touch with your local GSA professionals.

## **Center for Urban Development**

General Services Administration  
Public Buildings Service  
1800 F Street, NW  
Washington, D.C. 20405  
(202) 501-1881

## **New England Region**

**Connecticut, Maine, Massachusetts,  
New Hampshire, Rhode Island,  
Vermont**  
Assistant Regional Administrator  
Public Buildings Service  
10 Causeway Street  
Boston, MA 02222  
(617) 565-5693

## **Northeast and Caribbean Region**

**New York, New Jersey, Puerto Rico,  
U.S. Virgin Islands**  
Assistant Regional Administrator  
Public Buildings Service  
26 Federal Plaza  
New York, NY 10278  
(212) 264-4282

## **Mid Atlantic Region**

**Delaware, Maryland, Pennsylvania,  
Southern New Jersey, Virginia,  
West Virginia**  
Assistant Regional Administrator  
Public Buildings Service  
The Wanamaker Building  
100 Penn Square East  
Philadelphia, PA 19107  
(215) 656-5655

## **Southeast Sunbelt Region**

**Alabama, Florida, Georgia,  
Kentucky, Mississippi, North  
Carolina, South Carolina, Tennessee**  
Assistant Regional Administrator  
Public Buildings Service  
401 West Peachtree Street  
Atlanta, GA 30365  
(404) 331-5129

## **Great Lakes Region**

**Illinois, Indiana, Michigan,  
Minnesota, Ohio, Wisconsin**  
Assistant Regional Administrator  
Public Buildings Service  
230 S. Dearborn Street  
Chicago, IL 60604  
(312) 353-5572

## **The Heartland Region**

**Iowa, Kansas, Missouri, Nebraska**  
Assistant Regional Administrator  
Public Buildings Service  
1500 E. Bannister Road  
Kansas City, MO 64131  
(816) 926-7231

## **Greater Southwest Region**

**Arkansas, Louisiana, New Mexico,  
Oklahoma, Texas**  
Assistant Regional Administrator  
Public Buildings Service  
819 Taylor Street  
Fort Worth, TX 76102  
(817) 978-2522



## **Rocky Mountain Region**

**Colorado, Montana, North Dakota,  
South Dakota, Utah, Wyoming**  
Assistant Regional Administrator  
Public Buildings Service  
Denver Federal Center  
Building 41  
Denver, CO 80225  
(303) 236-7245

## **Pacific Rim Region**

**Arizona, California, Guam, Hawaii,  
Nevada, Pacific Trust Territories,  
American Samoa, U.S. installations  
in the Far East**  
Assistant Regional Administrator  
Public Buildings Service  
450 Golden Gate Avenue, 5th Floor  
San Francisco, CA 94102  
(415) 522-3100

## **Northwest/Arctic Region**

**Alaska, Idaho, Oregon, Washington**  
Assistant Regional Administrator  
Public Buildings Service  
400 15th Street, SW  
Auburn, WA 98001  
(253) 931-7200

## **National Capital Region**

**Washington, DC Metropolitan Area**  
Assistant Regional Administrator  
Public Buildings Service  
7th & D Streets, SW  
Washington, DC 20407  
(202) 708-5891

# GSA Regional Map



For more information about the Center for Urban Development or projects in your region, check our website at <http://goodneighbor.gsa.gov>. Let us show you how the Federal Government can be a partner in your community.





**For assistance on locational policies and practices and community planning, contact:**

**Center for Urban Development  
GSA Public Buildings Service**

**U.S. General Services Administration**

Tel. (202) 501-1881

e-mail: [goodneighbor@gsa.gov](mailto:goodneighbor@gsa.gov)

web: [goodneighbor.gsa.gov](http://goodneighbor.gsa.gov)

