



"Urban planning should be defined as **public action (catalyst projects)** that will produce a **sustained and widespread private market reaction**. That is precisely what has occurred wherever urban planning has been successful."

Excerpted from:
**The American City:
What Works, What Doesn't**
by Alexander Garvin

Catalyst Projects

- Are strategically located
- Change the public's perception of an area
- Stimulate new development
- Produce revenue to offset the cost of improvements



