

THE RESURGENCE OF DOWNTOWNS – PRIORITY #1

Presented by Roger Brooks





Having kids in their late 30s & early 40s



Convenience rules the day



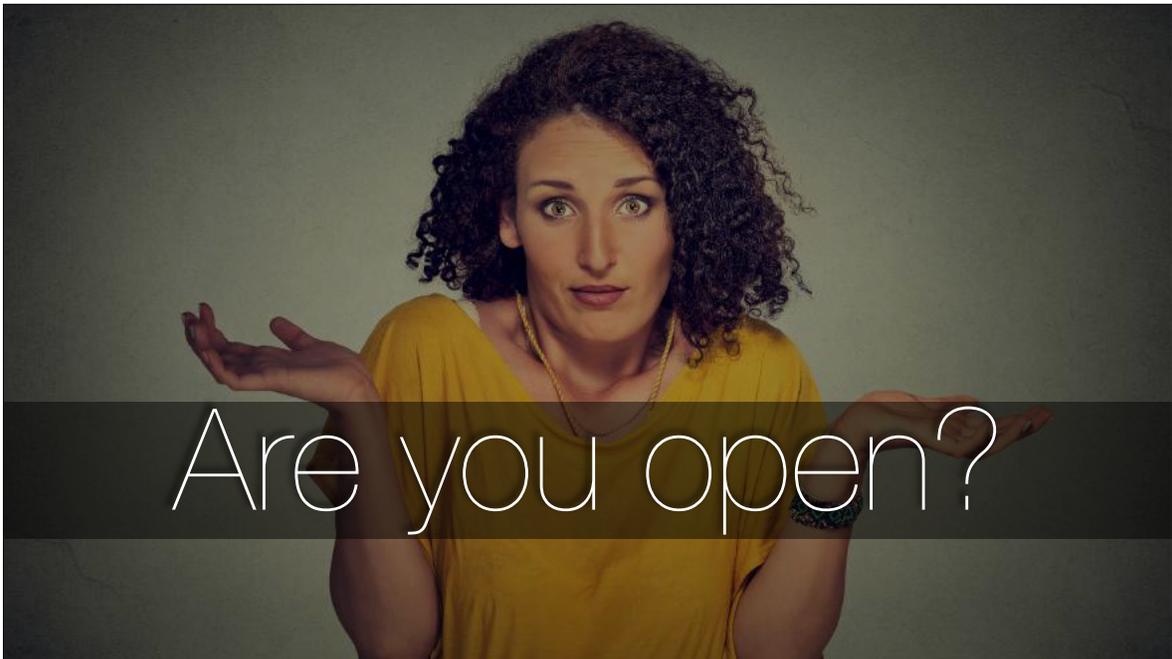
FACT
2

Average time for dinner: 7:00 to 7:30



FACT
3

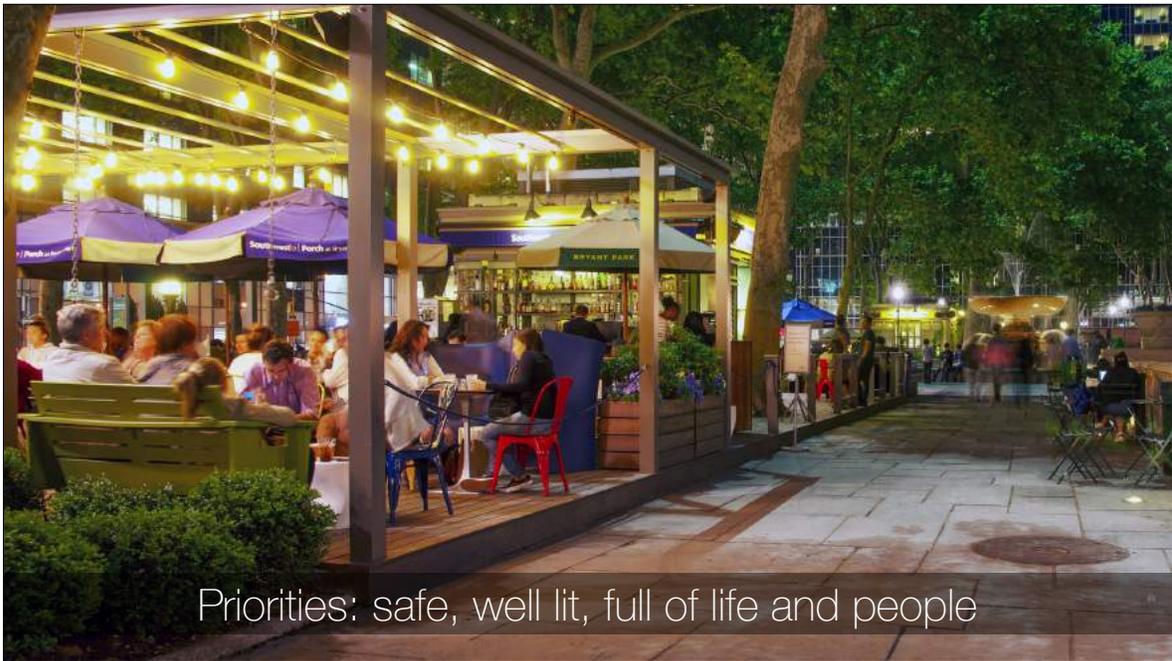
70% of all retail spending: After 6:00



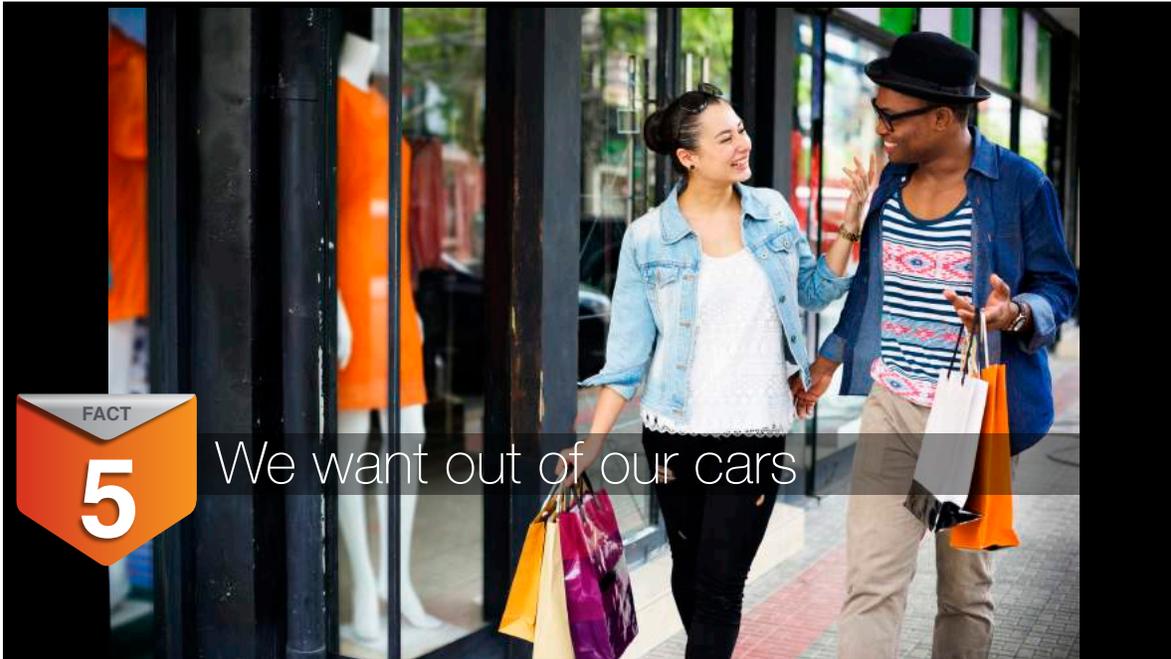


FACT
4

Women account for **80%** of spending



Priorities: safe, well lit, full of life and people



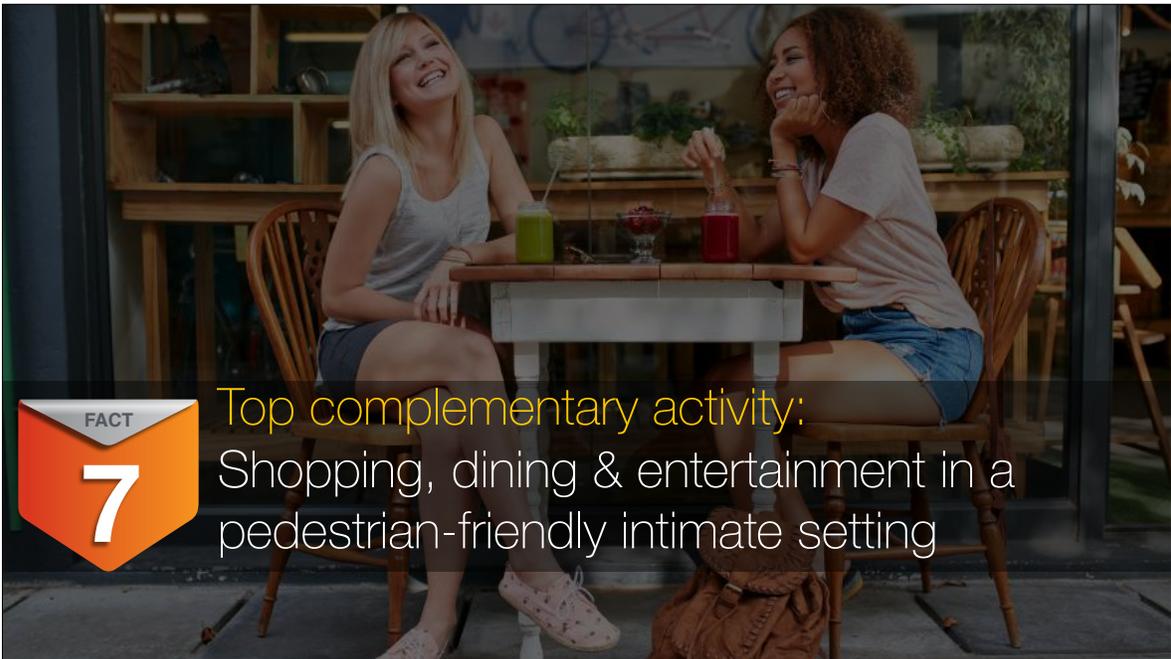
FACT
5

We want out of our cars



Only **70%** of Millennials have a drivers license. Age: 24





FACT
7

Top complementary activity:
Shopping, dining & entertainment in a
pedestrian-friendly intimate setting



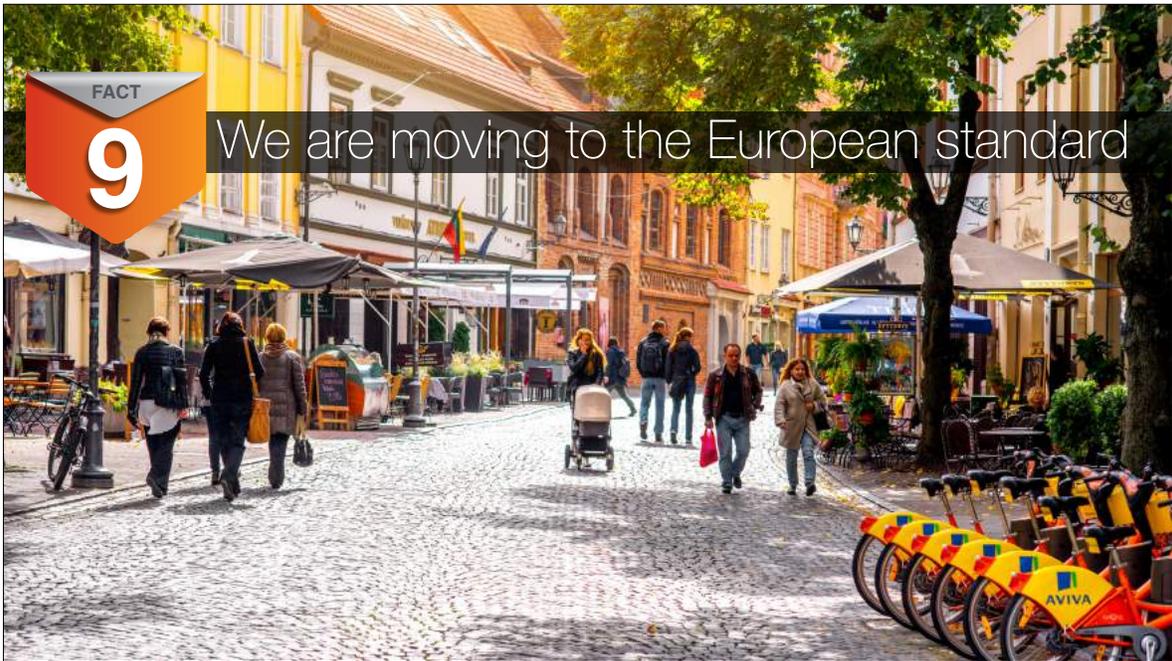
80% of non-lodging spending





FACT
8

70%: first-time sales - curb appeal



FACT
9

We are moving to the European standard



Sidewalk cafes, entertainment, boutique shops



Your residents & visitors want the pedestrian experience



"The way it used to be" is no longer an option







Chania, Greece on the Island of Crete







OMG

A sense of **place**

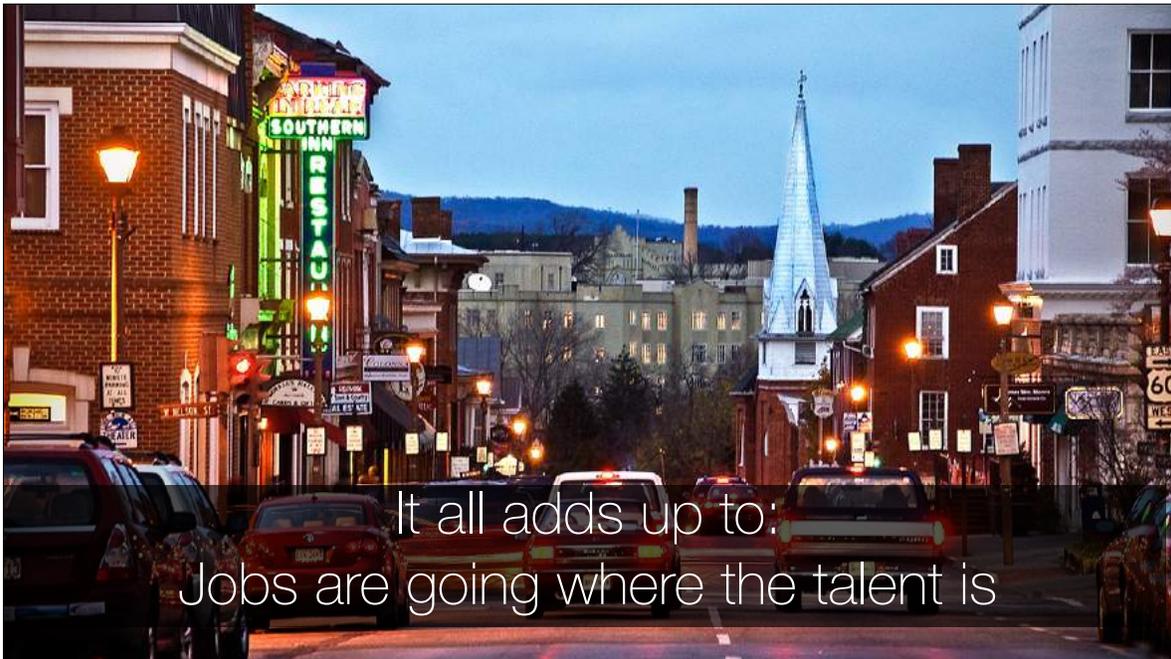
A sense of **community**: authentic (local) businesses

Cultural depth: Music, performing arts, visual arts

Locally sourced: Eateries, retailers, artisans

Adds up to an real “**connection**”





It all adds up to:
Jobs are going where the talent is



FACT
10

The new reality

Community development is leading economic & tourism development.

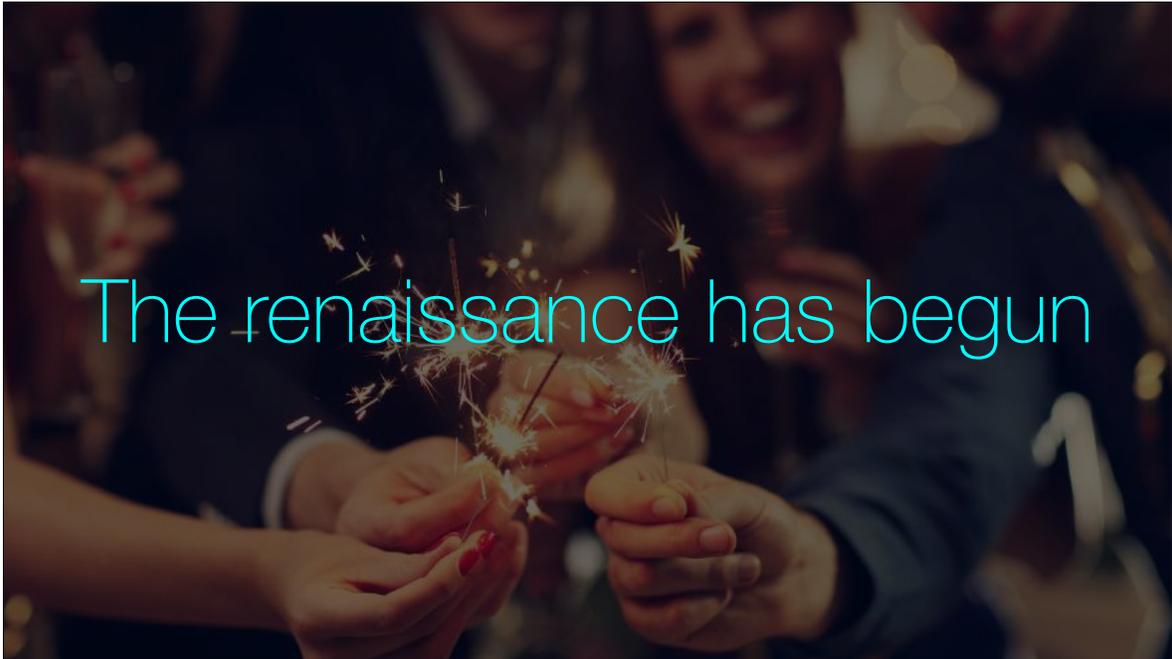
Welcome to the age of
PlaceMaking

Priority: Decompressing in a pedestrian-friendly intimate setting.



Your mission

To become the most **desirable** place to live
in your market area.



New York City





Pearl Street Mall, Boulder, Colorado





Rapid City, South Dakota

Caldwell, Idaho



Valparaiso, Indiana



McKinney, Texas



Revelstoke, British Columbia





The new focus: Where we go after work and on weekends.



Full of life. Music.



Full of life: Artisans in action



Performance art.



Full of life: Food trucks & vendors



Festivals & events. The place to celebrate life. Think of downtown as your stage.



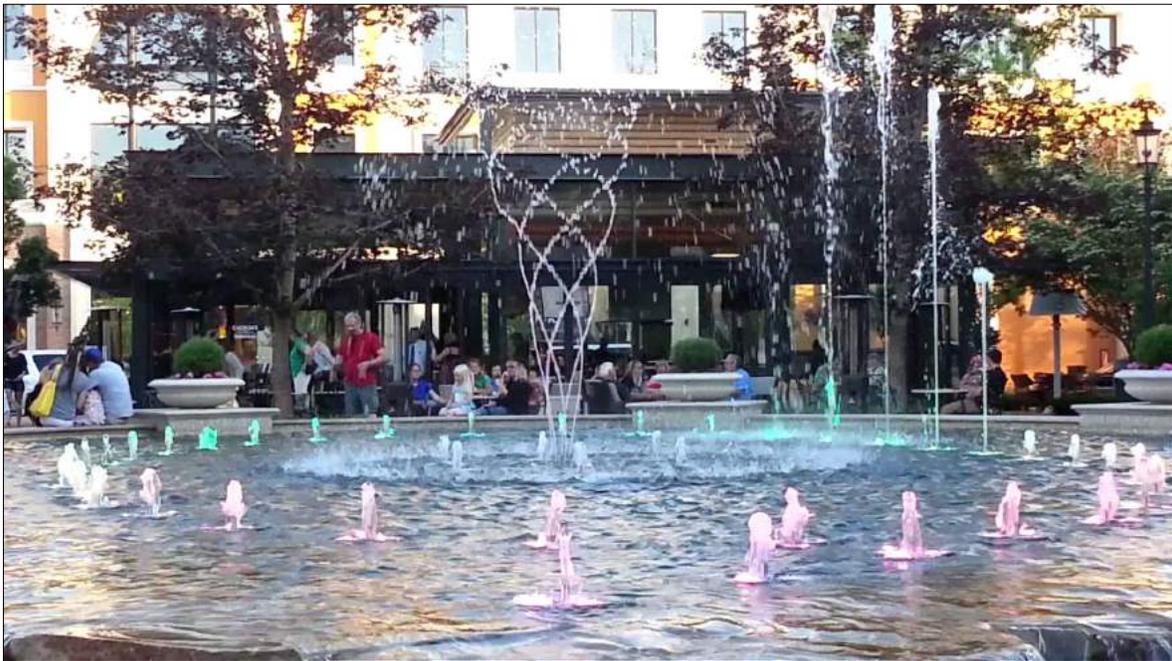
BUT

People want downtowns more than ever before...

Station Park in Farmington, Utah



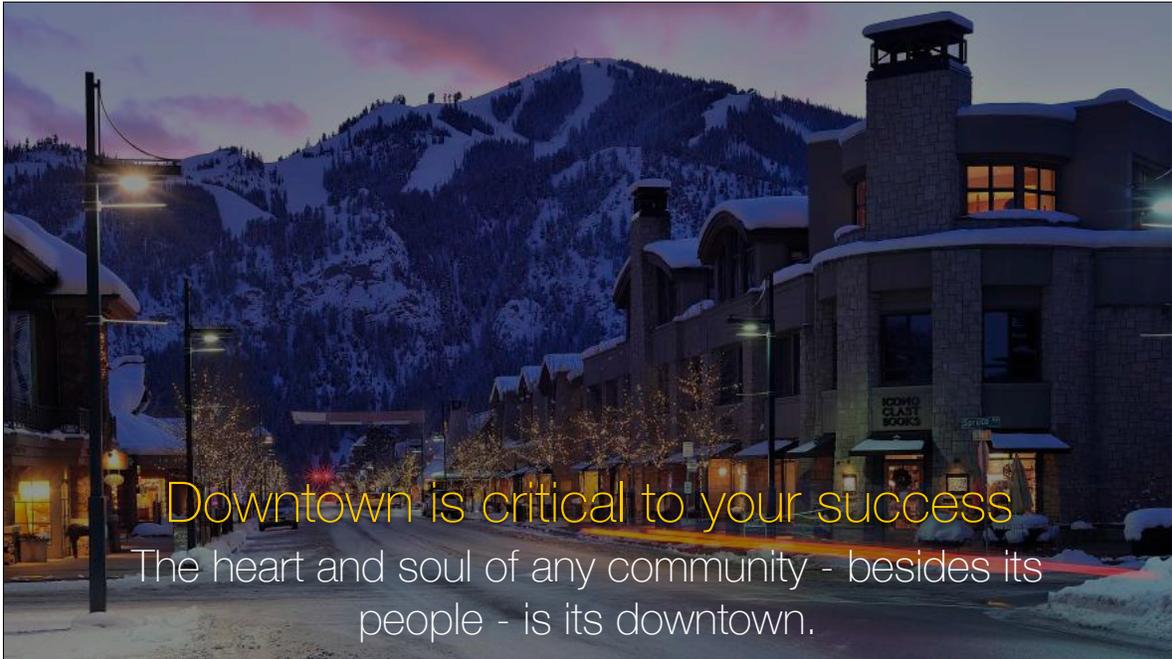
The Village at Meridian





Downtown should be your very top priority

Economic Development | Tourism | Community development



Downtown is critical to your success

The heart and soul of any community - besides its people - is its downtown.



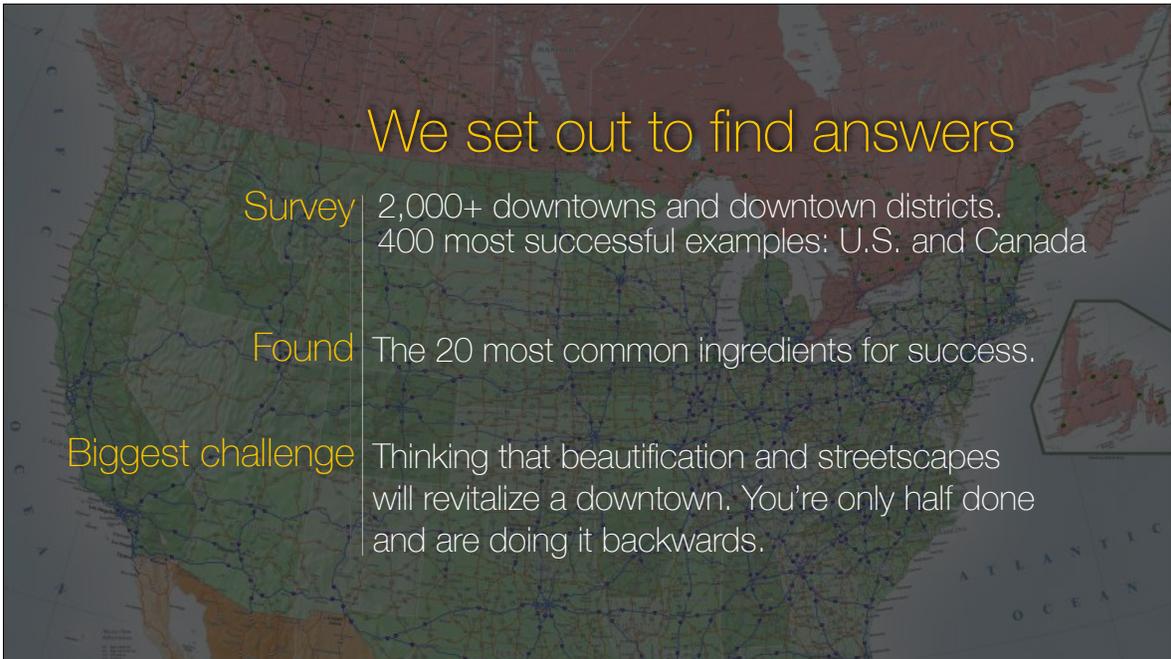
If you don't hang out in your downtown, neither will visitors.



20 Ingredients of an Amazing Downtown

Sun Valley, Idaho

Destination
Development
Association



We set out to find answers

Survey 2,000+ downtowns and downtown districts.
400 most successful examples: U.S. and Canada

Found The 20 most common ingredients for success.

Biggest challenge Thinking that beautification and streetscapes will revitalize a downtown. You're only half done and are doing it backwards.



Criteria used to find the best of the best

Downtown or a downtown district

Less than 2% annual turnover rate

Less than 1% vacancy rate (at any given time)

All businesses open year round

Downtown is a primary attractor for visitors

Who takes the lead

Part I: The property owners list

Part II: The public-sector (city or town) list

Part III: What the merchants need to do

The 20 Ingredients Checklist
Place a check mark for each of the ingredients that your community currently has and, then circle the check mark of the three you think should be the top priorities THIS YEAR.

<input type="checkbox"/> 1. They began with an Action Plan: what downtown will be and how to get there.	<input type="checkbox"/> 11. Development of programmed gathering places: plazas and public assembly spaces.
<input type="checkbox"/> 2. They defined a strong brand and retail focus. This drives the future of downtowns.	<input type="checkbox"/> 12. Creation of good first impressions: Community Gateways.
<input type="checkbox"/> 3. They orchestrated recruitment of "critical mass" or "clustering." The 10+10+10 Rule.	<input type="checkbox"/> 13. Design, fabrication & installation of a wayfinding system: vehicular and pedestrian.
<input type="checkbox"/> 4. They each have "anchor tenants."	<input type="checkbox"/> 14. A good first impression: downtown or district gateways.
<input type="checkbox"/> 5. Lease agreements included defined operating hours and days - extending hours into the evenings.	<input type="checkbox"/> 15. A narrow Main Street (one lane each direction) - an intimate setting.
<input type="checkbox"/> 6. People living and/or staying downtown. Lodging, apartments, condos.	<input type="checkbox"/> 16. 20/20 signage: retail blade signs, rules and regulations.
<input type="checkbox"/> 7. Pioneers with patient money were convinced to invest.	<input type="checkbox"/> 17. Sidewalk cafes and intimate surroundings.
<input type="checkbox"/> 8. They started with just one or two blocks - a "demonstration project."	<input type="checkbox"/> 18. They invested heavily in retail beautification: curb side, facade side, benches, pots, planters, street trees.
<input type="checkbox"/> 9. They have solved the parking dilemma: signage, time limits, new parking tech.	<input type="checkbox"/> 19. They provide activities and entertainment: bring downtown to life! Street vendors, musicians, magicians, food trucks...
<input type="checkbox"/> 10. Public washrooms/restrooms - open around the clock.	<input type="checkbox"/> 20. They gave downtown districts a name making them a "destination" rather than just a "designation."

www.RogerBrook@terra.com
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Destination Development Association

What to do

Pick three of these and commit to getting them done in 2019.



Nearly all began with a plan

Always start with a plan

Branding (what is it you want to be known for?)

Development (what you need to do to “own” the brand)

& Marketing (how to tell the world)

Action Plan (the to-do list)

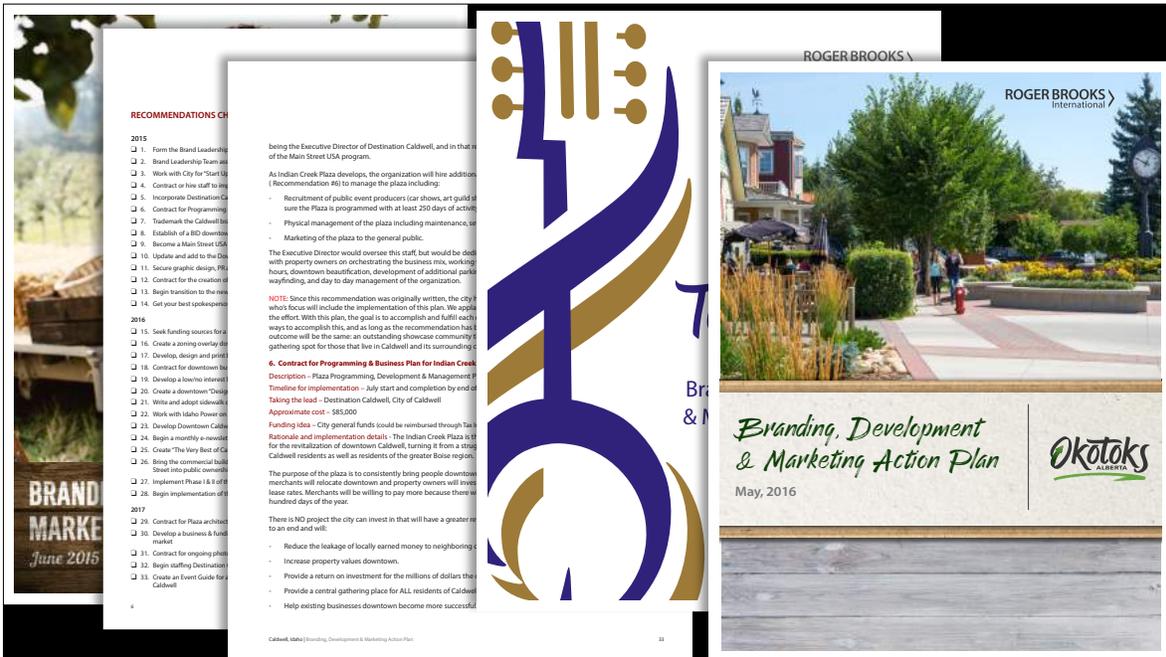


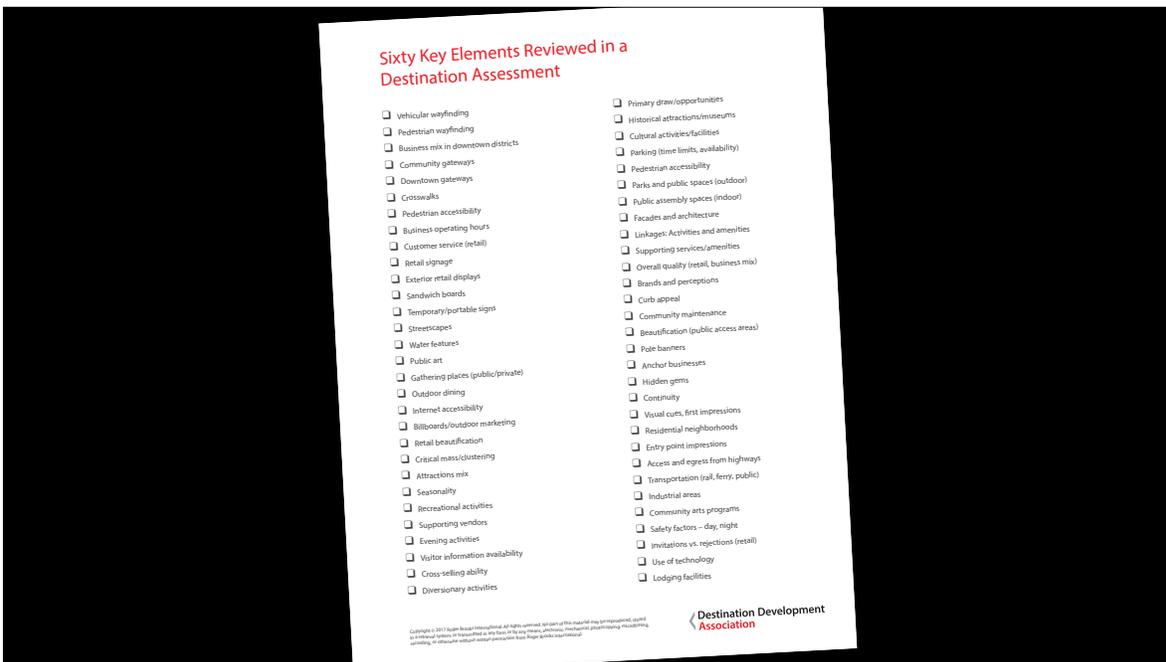
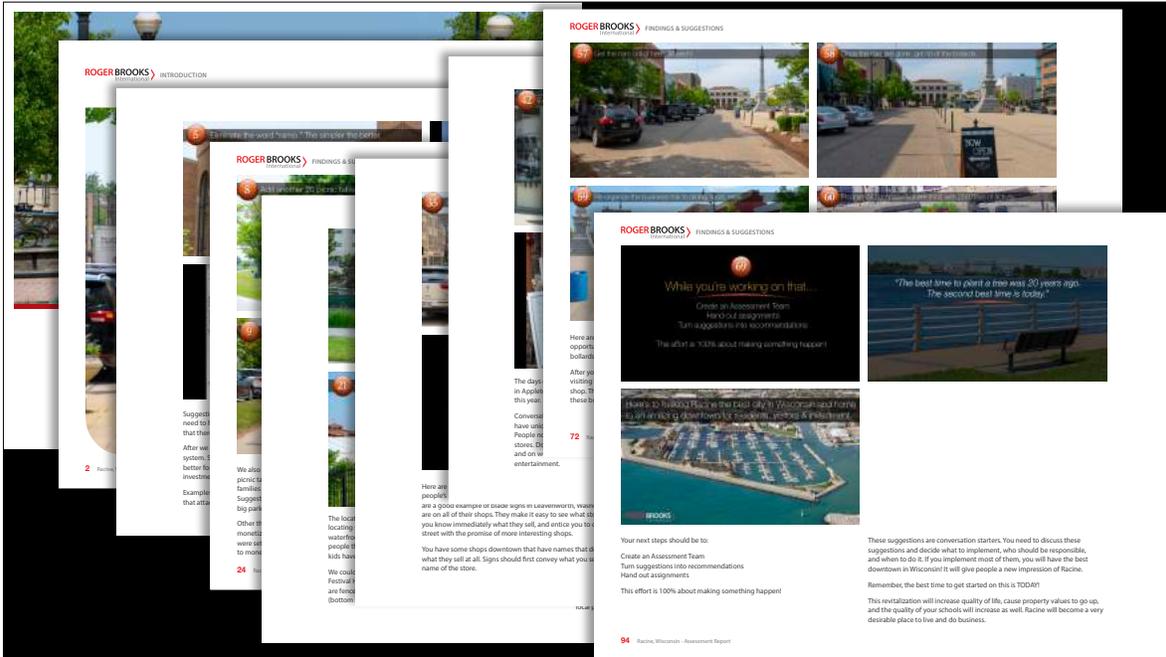
Strategic plans vs. Action Plans

Strategies, goals, objectives: no more than 3 pages.

An Action Plan is a "to do list."

- A description of the recommendation
- Who's charged with implementation
- How much will it cost?
- Where will the money come from?
- When would it be done?
- The rationale for doing it.
- How to implement it (with specifics)





Downtown branding focus ideas

Kids & family

Food (restaurants, farm to table)

Nightlife (micro-brews, theater)

Water (water features, splash pad)

Antiques

Western wear & home accents

Recreation (but specific)

Performing arts

Visual arts (artists in action)

Gardening

Festivals & events

Upscale shopping

Biking

Health & wellness







Update Status Add Photo / Video Ask Question

Stacey - UA graduate. Time to celebrate!

Old Strathcona
Life of the Edmonton Party!

Old Strathcona: Life of the Edmonton Party!

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Join the fun at www.CelebrateWhyte.ca

Whyte Ave
In Old Strathcona

CelebrateWhyte.ca

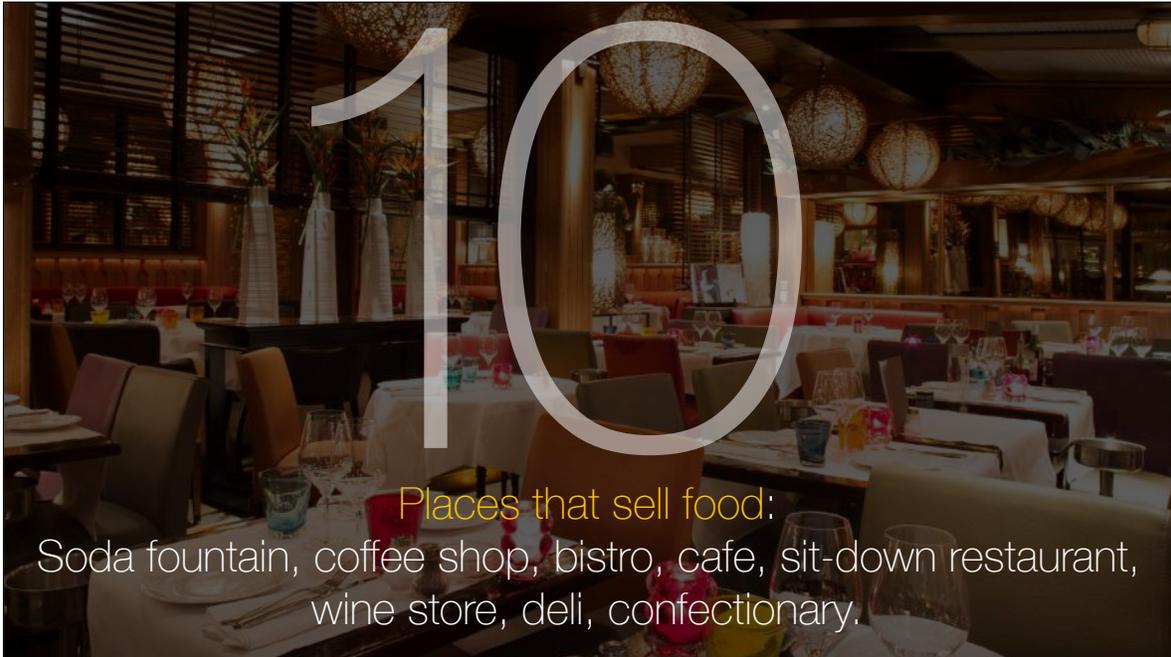
Allegany

Sell a feeling - not a place



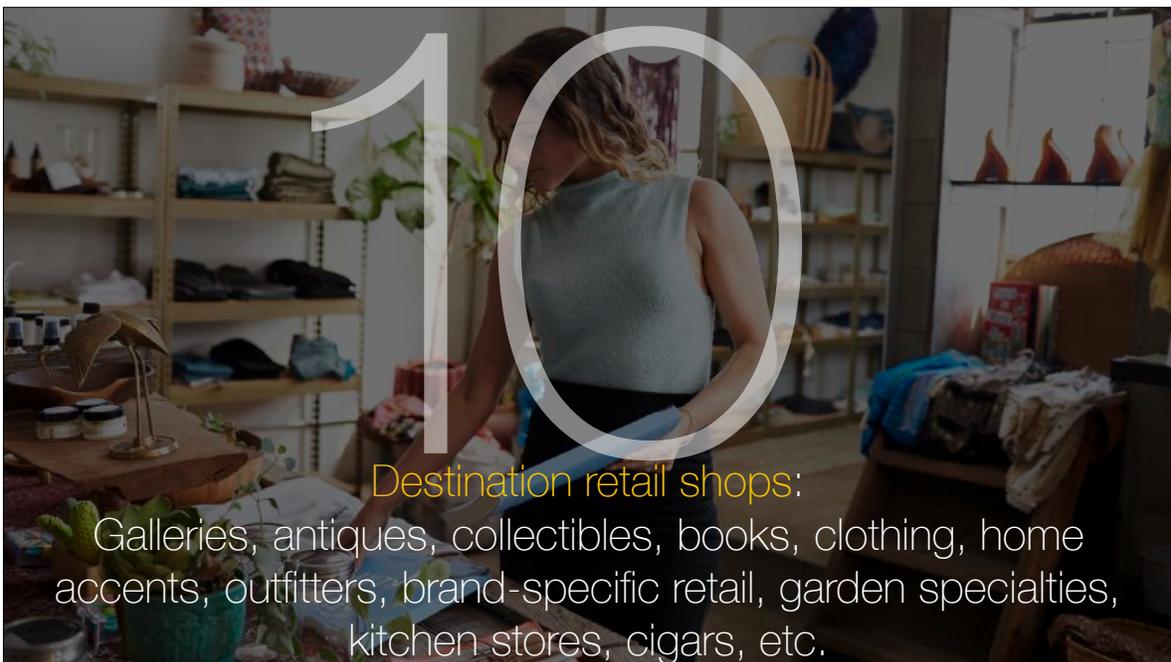
They orchestrated recruitment of
“critical mass” or “clustering.”





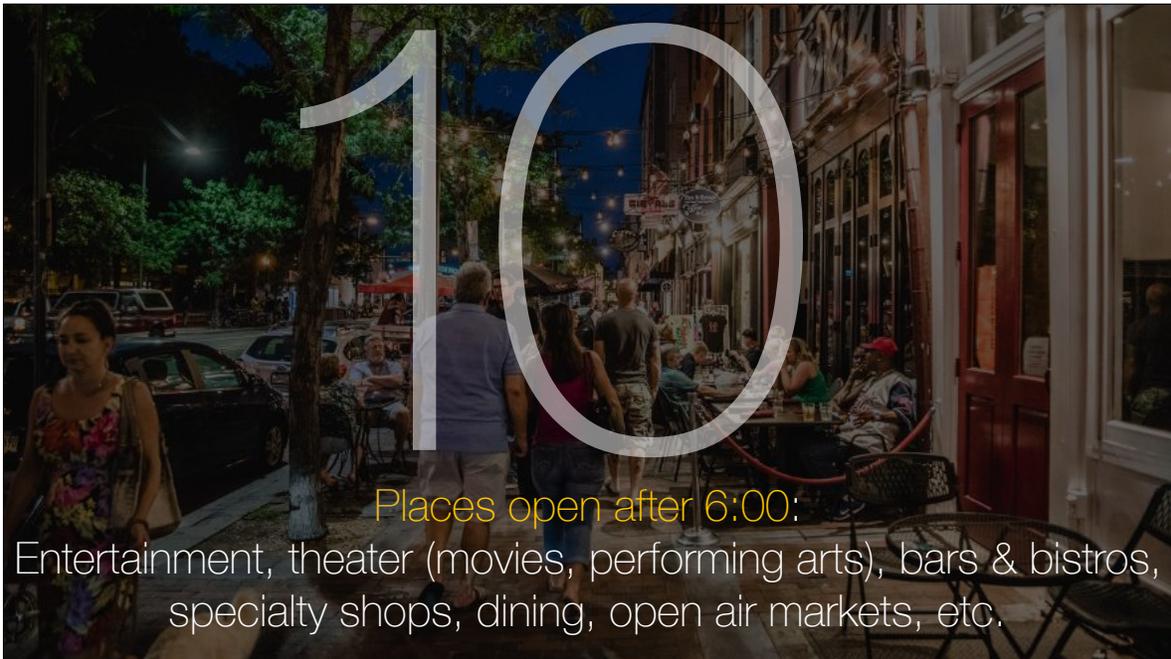
Places that sell food:

Soda fountain, coffee shop, bistro, cafe, sit-down restaurant, wine store, deli, confectionary.



Destination retail shops:

Galleries, antiques, collectibles, books, clothing, home accents, outfitters, brand-specific retail, garden specialties, kitchen stores, cigars, etc.



Places open after 6:00:

Entertainment, theater (movies, performing arts), bars & bistros, specialty shops, dining, open air markets, etc.



The “mall mentality”

Open hours

Consistent hours and days

Evenings

Open late into the evening hours

Clustering

Like businesses grouped together: clustering

Anchors

Recruit and promote the anchor tenants

Place

A central gathering place



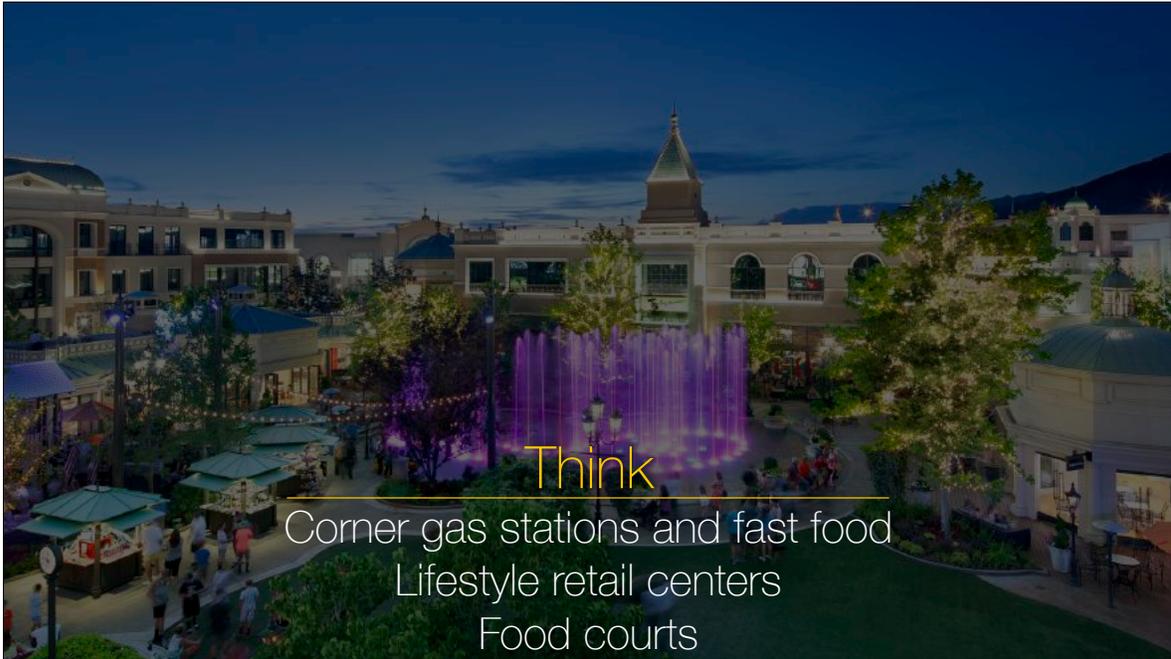
Think

Antique malls - 10x the business when together



Think

Auto malls - 7x the sales when together



Think

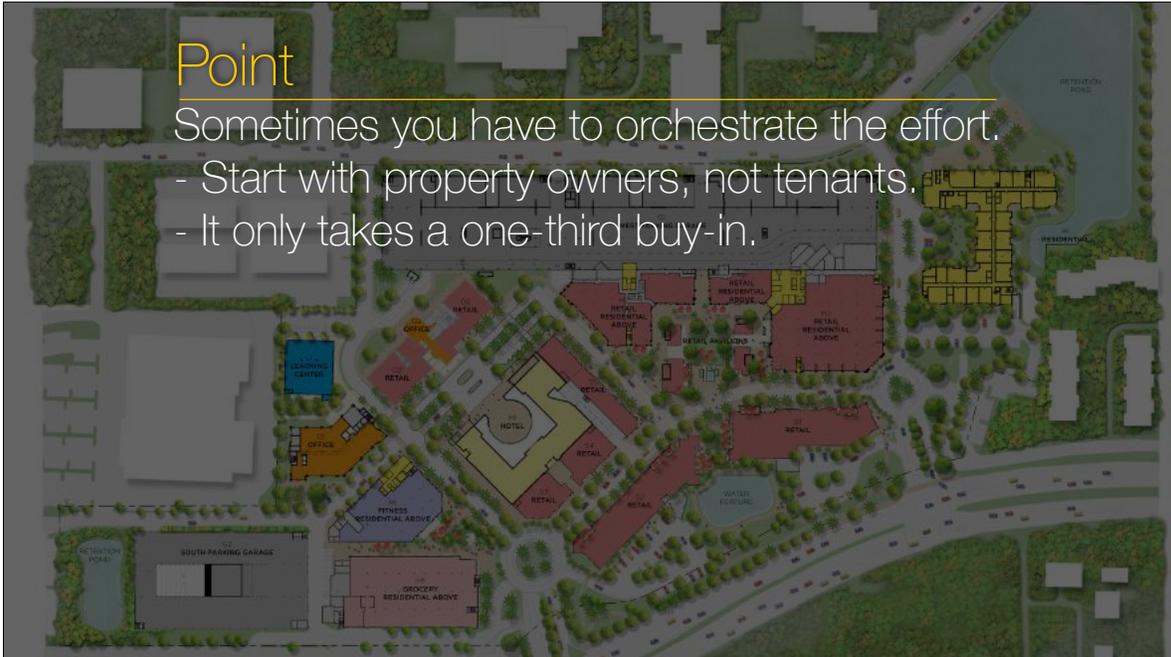
Corner gas stations and fast food
Lifestyle retail centers
Food courts



Point

Sometimes you have to orchestrate the effort.

- Start with property owners, not tenants.
- It only takes a one-third buy-in.



New reality

Many are now restricting the use of street-level businesses
Many also restricted chains & franchises



They each have “anchor tenants”

An anchor tenant makes you worth a special trip. You need one or two.







Lease agreements include defined
operating hours and days

70% of all consumer retail spending takes place after **6:00 pm**



70% of all consumer retail spending
takes place after 6:00 pm











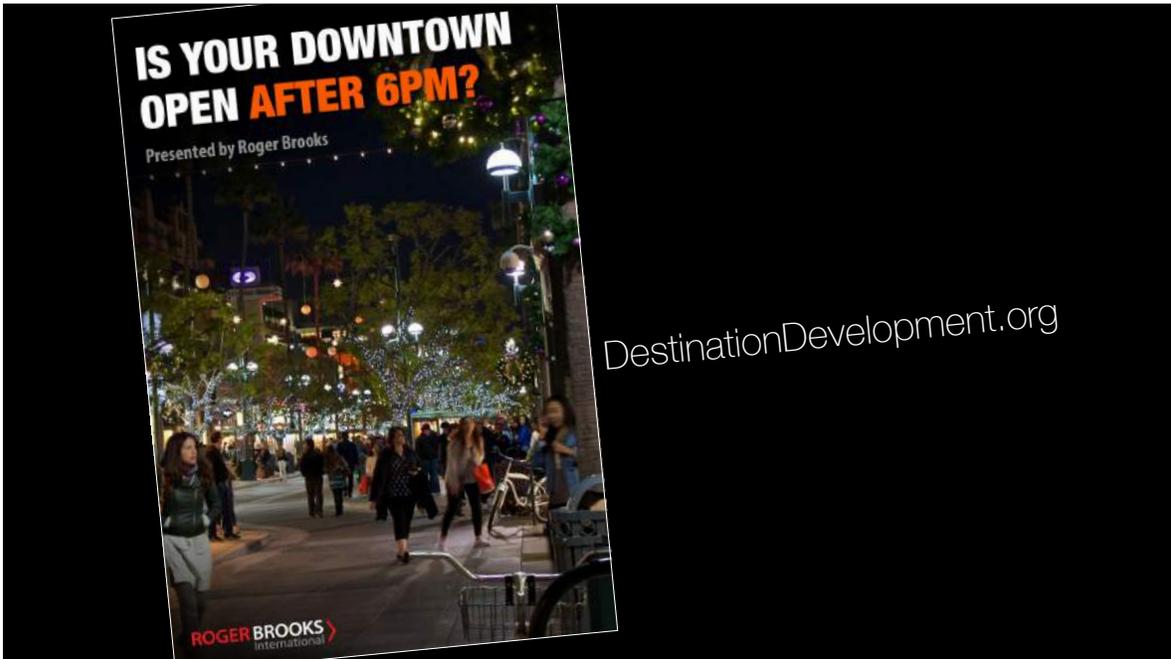
Are you open?











People living and/or staying downtown:
Hotels, condos, loft apartments



Former schools | warehouses | office buildings | banks | manufacturing buildings

Live Life Here

District is committed to providing each resident with superior service. Our portfolio boasts an array of modern living. We offer various price ranges and desirable styles to accommodate your every need. Revitalization is our focus, by taking older buildings and redesigning them into upscale, modern, energy efficient apartments. If you are a resident in one of our properties we hope you enjoy seeing the history restored in the character of the building. Come live with us and start your maintenance-free life today! Live life here!

[View available rentals](#)

Properties

 <p>Keystone Color Works 173 N. Gay Ave. York, PA 17404</p> <p>View available rentals</p>	 <p>City View Lofts 812 N. George St. York, PA 17404</p> <p>View available rentals</p>	 <p>George St. Suites 1300 N. George St. York, PA 17404</p> <p>View available rentals</p>	 <p>H St. Suites 3433 Memorial Dr. York, PA 17404</p> <p>View available rentals</p>	 <p>Vermilion Apartments 2302 E. Park Ave. Dr. York, PA 17404</p> <p>View available rentals</p>	 <p>George St. Flats 1317 N. George St. York, PA 17404</p> <p>View available rentals</p>	 <p>Market Street Lofts 1300 N. Market St. York, PA 17404</p> <p>View available rentals</p>	 <p>Arctic Locker Apts. 275 Lockman Ave. York, PA 17404</p> <p>View available rentals</p>	 <p>J.E. Hale St., Dallastown J.E. Hale St. Dallastown, PA 17316</p> <p>View available rentals</p>
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Available Rentals

District Property Management has partnered with American Heritage Property Management. Please contact American Heritage Property Management at 333.266.7868 or email them at thepaco.oupteam@americanheritage.com for more information on available properties.



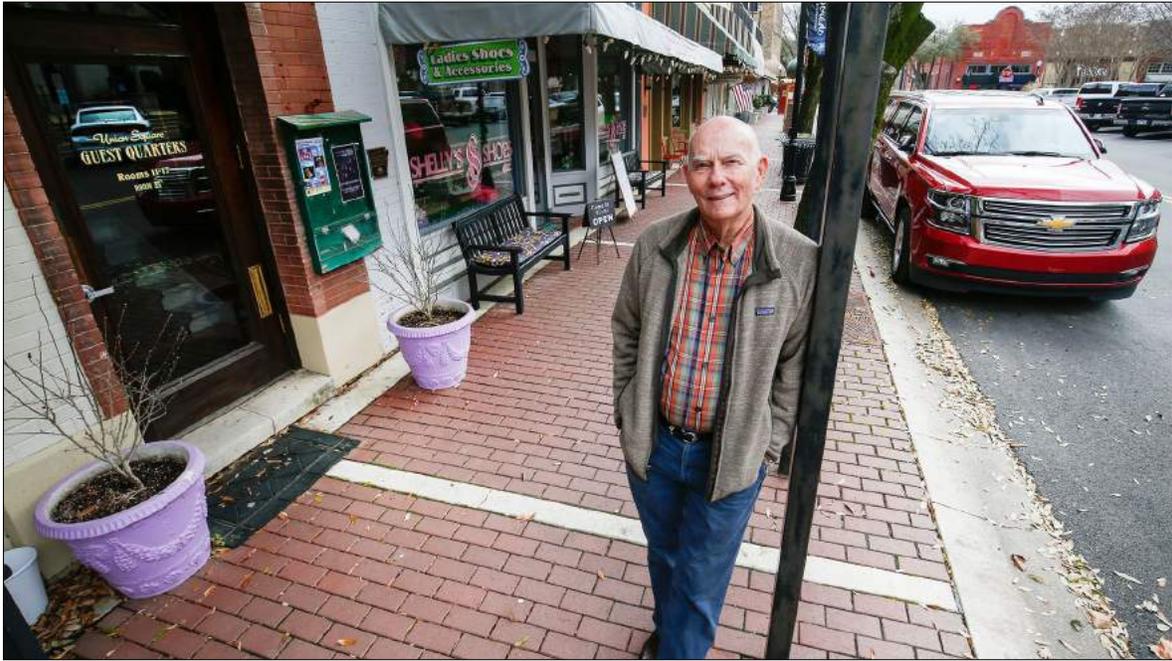




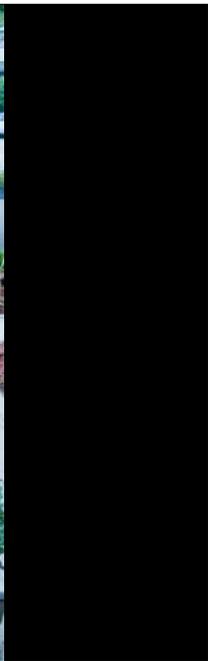
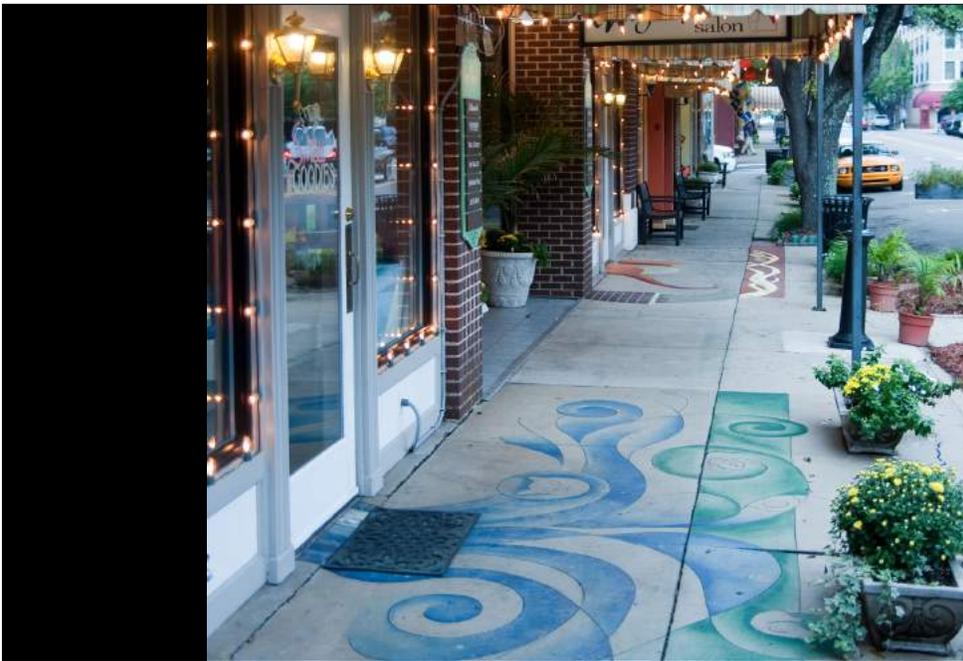
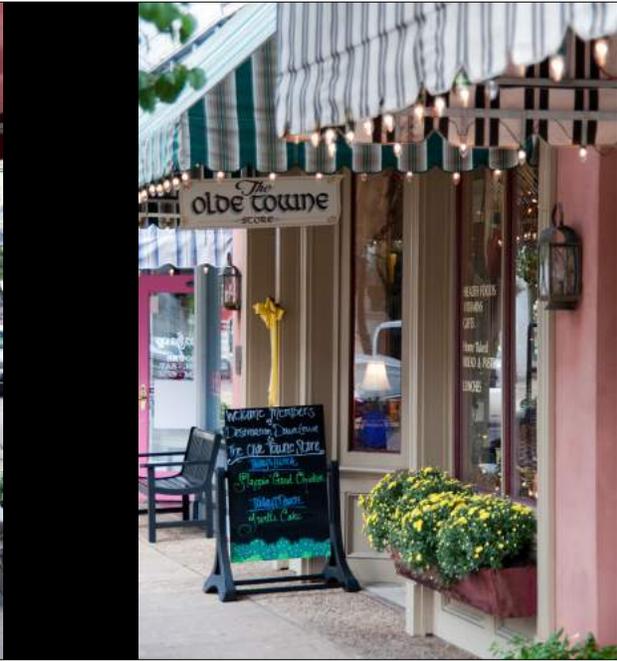




Pioneers with patient money
saw the opportunity and invested

















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L.L.Bean THE HIGHEST WASH **ULTRALIGHT 850 DOWN JACKET** SHOP OUTERWEAR

THE BEST OF USA TRAVEL

America's best small town comebacks

Jordan Rame, for CNN
Updated 3:01 AM ET, Fri May 1, 2015



8 photos: America's best small town comebacks.

Frederick, Maryland — Once a hotspot for Civil War casualties, the proud Colonial-era city has reinvented itself into commercial district lined with shops, restaurants and walkways from D.C. and Baltimore — both about 40 four miles.

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SEARCH

FROM A DEAD DOWNTOWN TO AMERICA'S BEST DOWNTOWN
A National Main Street Award Winner
VERTIS & RICHARD MASON

Richard and Vertis Mason discuss downtown restoration

By K. Scott Ryan Staff writer
PHOTO COURTESY OF V&R

EL DORADO — Richard and Vertis Mason co-authors of the book "From A Dead Downtown to America's Best Downtown," came about their journey restoring Downtown El Dorado at the Cotton Club meeting in Thurston.

Both Richard and Vertis graduated from local schools and attended the University of Arkansas. Richard graduated with an advanced degree in Geology and went to work for Exxon in South Texas. After six years for Exxon, he began working as an independent oil and gas exploration geologist in 1974. That's the year he and Vertis decided to move back home.

Richard and Vertis first spoke about how the cities that were burned downtown (and the FEMA needed to come down).

After the arches came down, Richard and Vertis started looking into purchasing property downtown.

The couple were instrumental in opening up the flow of traffic downtown and then bought three buildings, including where The Black Cat restaurant sits today.

"We bought these three buildings and they were falling down in terrible shape," Vertis said. "That was part of the problem in Downtown El Dorado. The property owners had not done one thing to hold this, so we were in and totally renovated these buildings."

After selling some old property, the couple decided to invest in more property downtown. "We ended up buying most of the block on Jefferson, across from the courthouse," Richard said. "That got us in really deep because we had about 20 to 30 thousand feet of empty space and a lot of renovation to do."

Throughout the process of revitalizing downtown, the couple listened to many reports, where Lumbis Golf course was once an empty lot. They brought an architect in who designed the building to match the others on the street.

They had an expert tell them that the key to revitalizing a downtown is to make your downtown the center of the town as well as making a pedestrian-friendly. "We said, 'make your downtown as pedestrian-friendly that kids will play around the monuments on the square,'" Richard said. "Well in a few years, the business decided to play their material they covered in the square. We had built a lot of things and we were sitting there, with the concept well underway and looked at Vertis and said, 'There were kids playing around the monuments.'"

A lot of inspiration for downtown came from European cities, including parking zones around the courthouse and on all of the streets.

They also spoke about their hotel business, Union Square Guest Quarters. They started out with two apartments above the Lumbis Golf, but soon realized they didn't want to be apartment owners. They turned the apartments into a business hotel. Now they have 30 units and were sold out for the first time Thursday night.

When approached about buying the Radio Theater, they decided to buy it with a reasonable price in order to save it. The Radio served as a movie theater for almost 20 years and was then converted into a bar. "It was really successful. It was the first time the Radio was making money," Richard said. "And then festivals and events came along and they wanted that as the center piece of their downtown."

Richard described the Mighty Arts District, formerly Franklin and Central, as a watershed moment for El Dorado. "It's going to change the town that nothing has done for the old town," he said.

Vertis mentioned a few other events they brought to the town including the Showdown on Sunset, which still happens once a year. They tried a farmers market and a flea market, but neither worked out to the end. They also brought the Red Line to downtown. "We did popovers."

"We've had a lot of success here in El Dorado and we're really proud of it," Richard said.

Easy Clientele Elevator

Look Downtown and you'll find the new and old faces of downtown El Dorado.

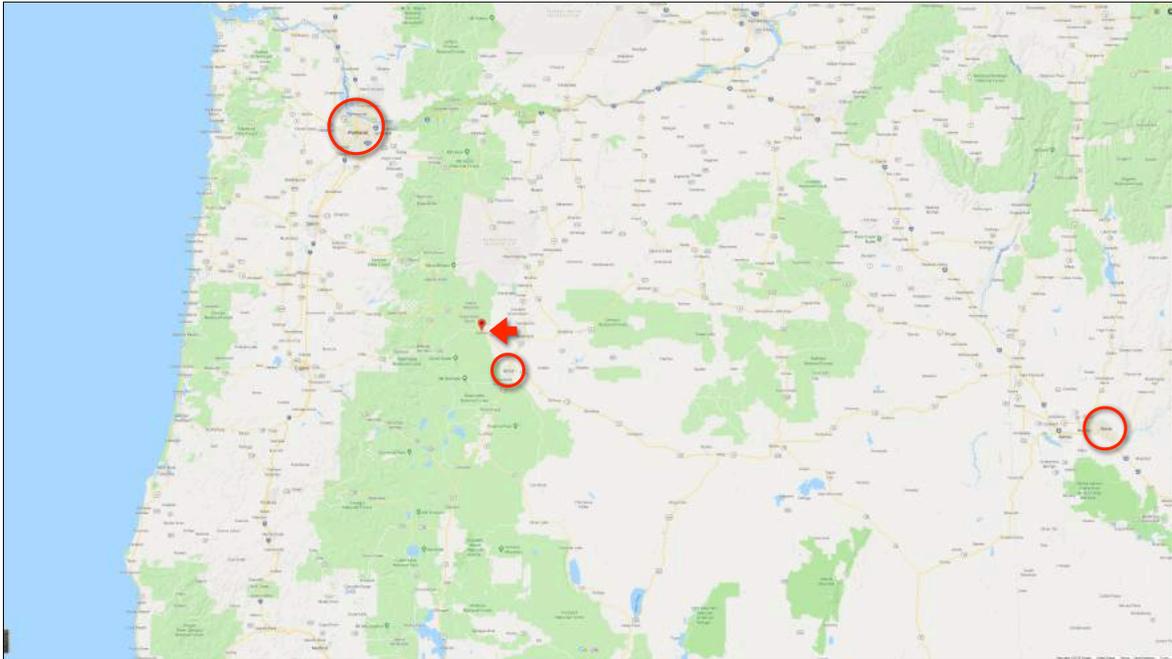
NATE + JEREMIAH
THE LUMBI HOUSE





They started with just one block -
a “demonstration project”



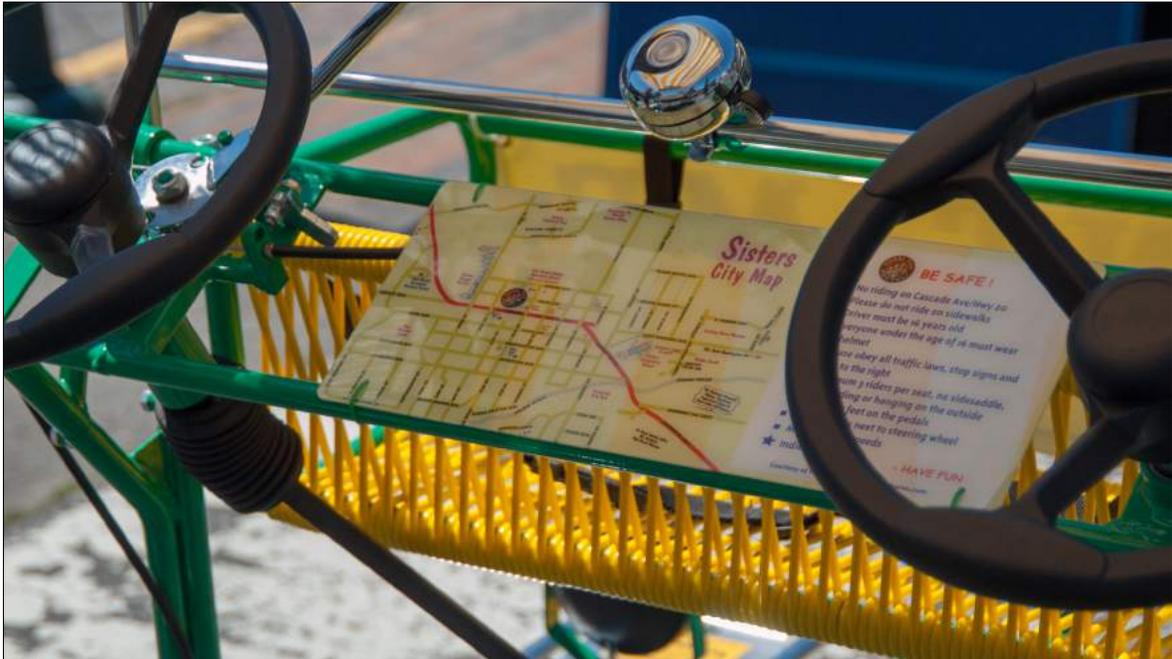














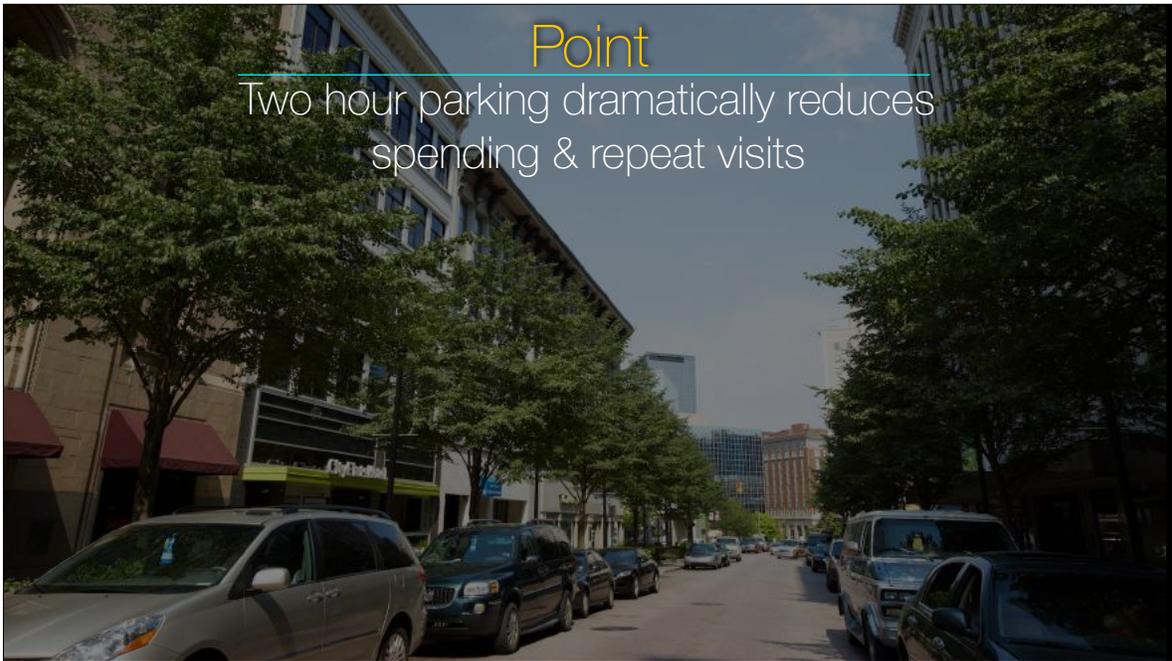
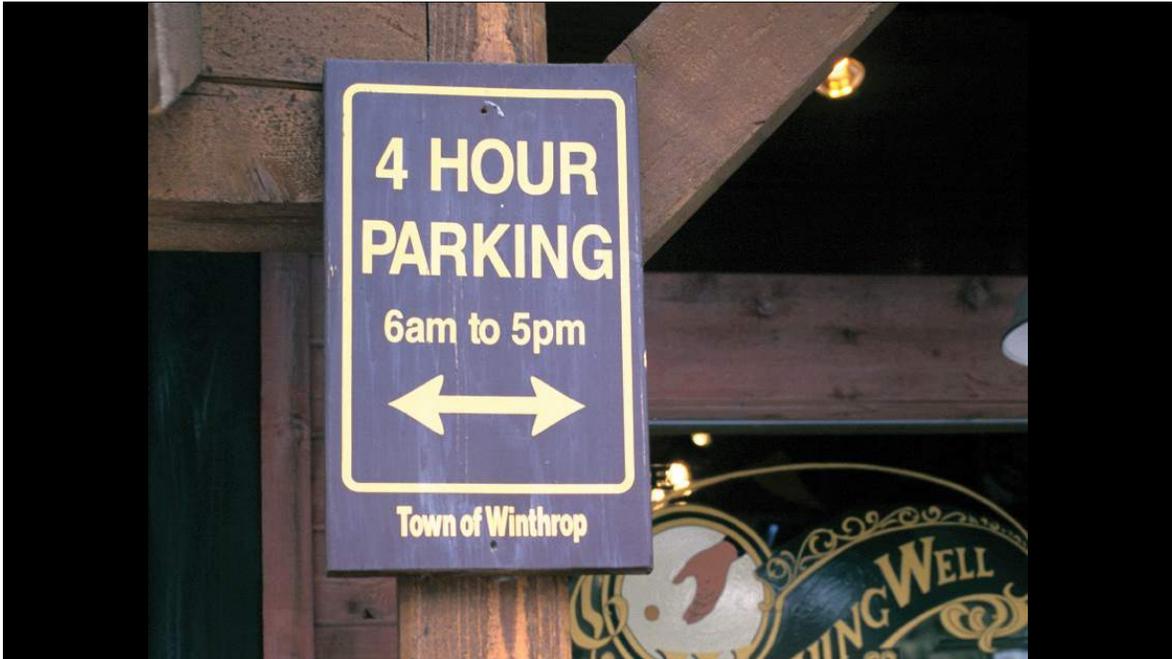
THESE ARE ALL DRIVEN BY YOUR PROPERTY OWNERS

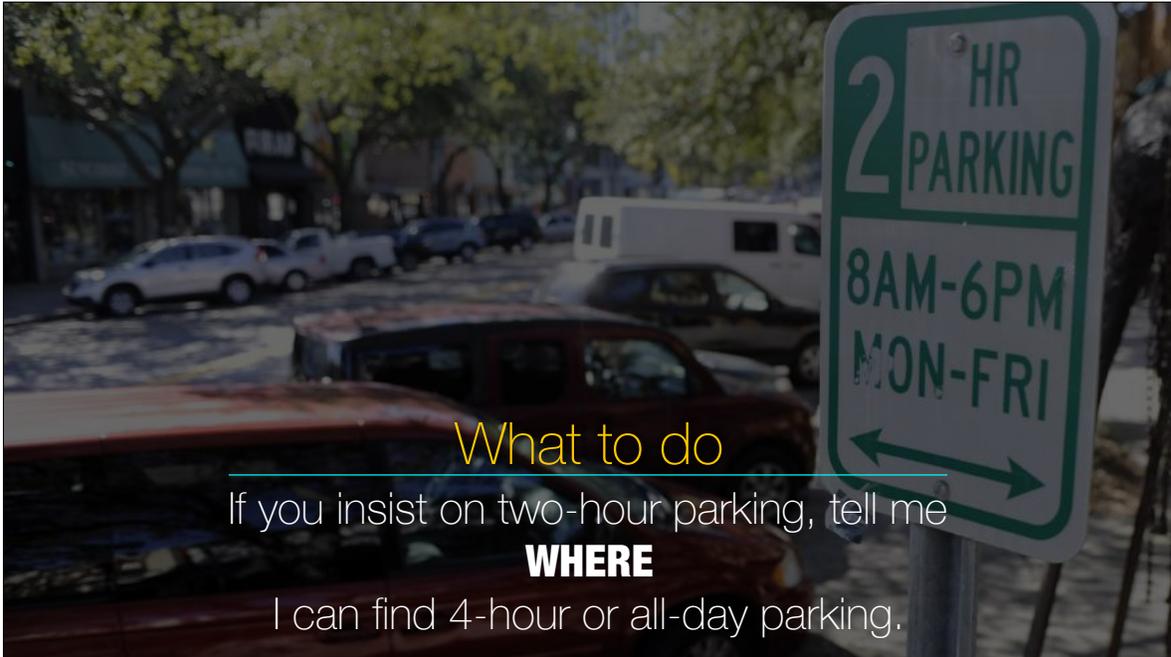
- Branding, Development & Marketing Action Plan (public project)
- Finding a strong focus (your brand) - by district
- Orchestrating the critical mass of like businesses (clustering)
- Finding, recruiting or developing your Anchor Tenants
- Working lease agreements: common operating hours & days
- Recruit lodging or downtown residential (not street-level)
- Find or recruit pioneers with patient money
- Start with a one-block demonstration project

Part II: The public sector to-do list



Solving the parking dilemma





What to do

If you insist on two-hour parking, tell me

WHERE

I can find 4-hour or all-day parking.

Ventura, California





Does parking have to be free?

No. It just has to be “worth it.”

Note: Revenues should be re-invested back into the area where the revenues were generated.



NOTE Angle-in parking increases spending by more than 20% and increases the number of parking spaces by a third.

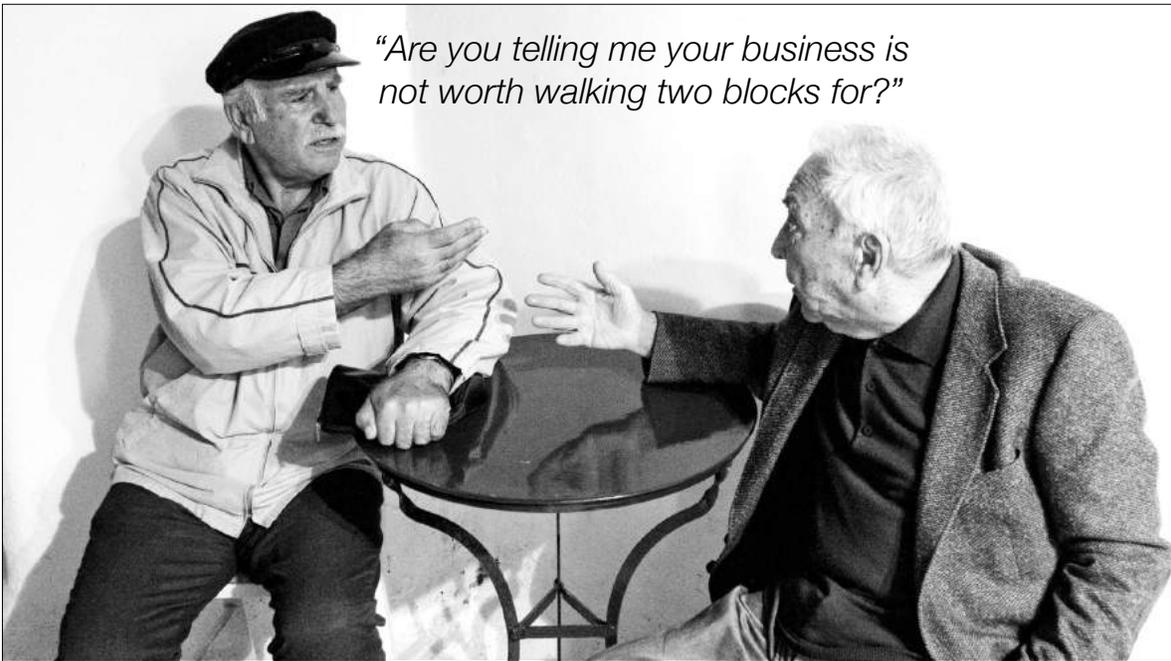
Addressing the debate and myth

“You take away my parking, you’ll kill my business”

“We need more parking!”



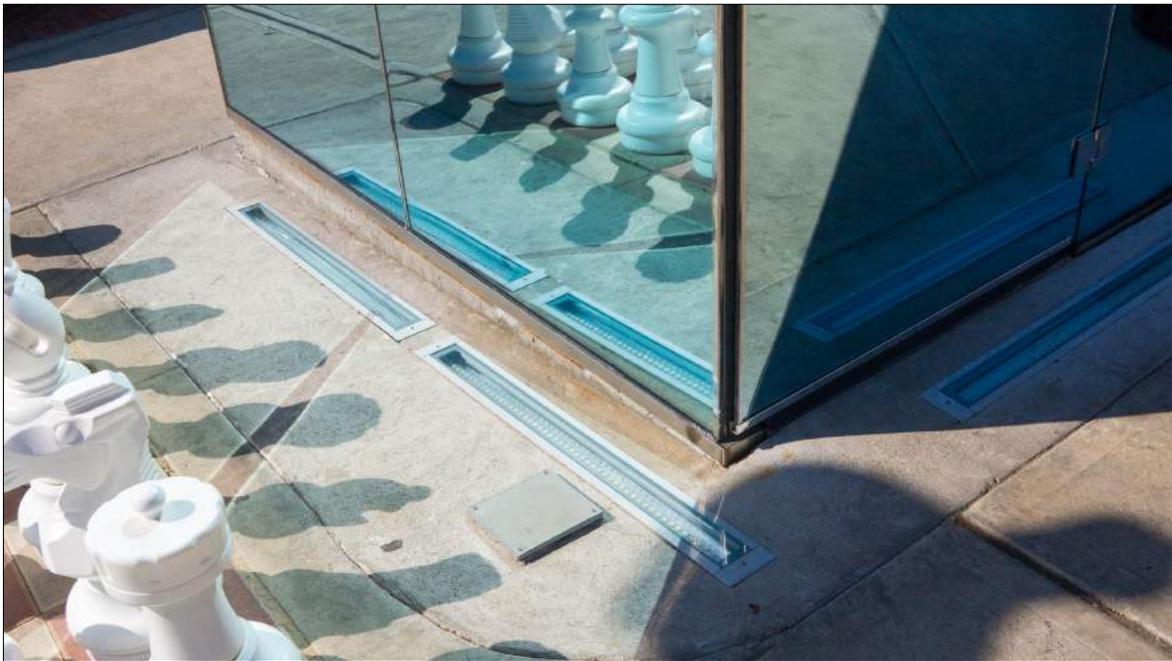






Public restrooms









Point

- Restrooms attract more than flies
- Put them where people can spend money
- Relieved visitors spend more!





Gig Harbor, WA



Gig Harbor, WA



Development of programmed
gathering places



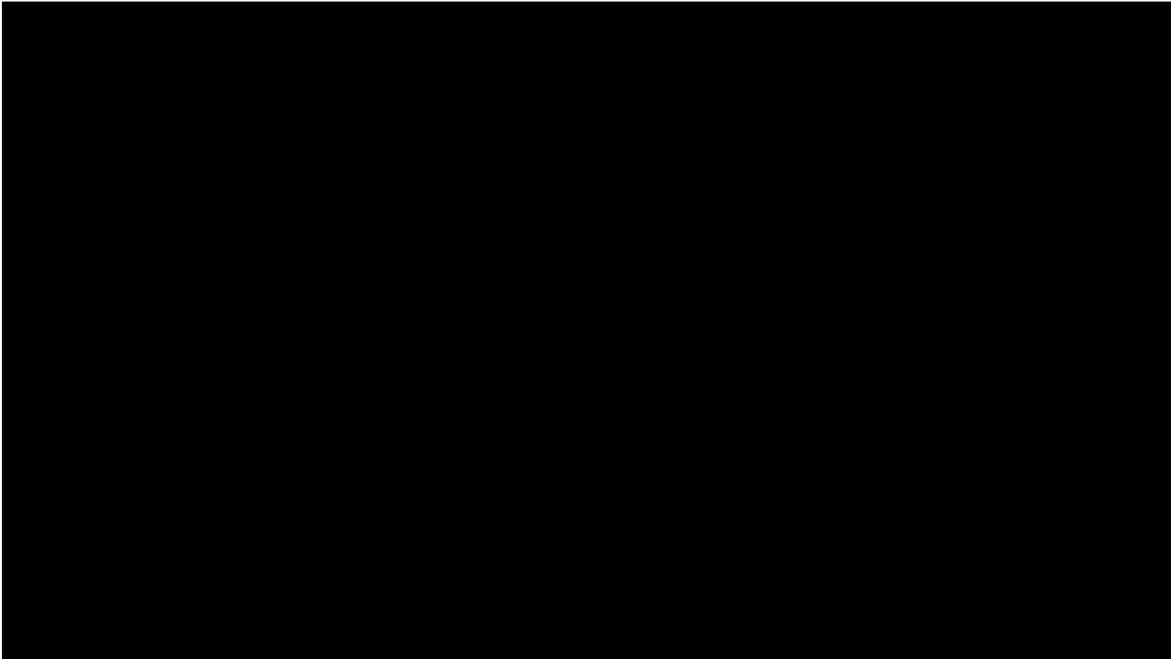
Main Street Square
Rapid City, South Dakota















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Joe Wolf · All Content

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154 views

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This photo also appears in

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Movie Night: Main Street Square, Rapid City SD

I grew up in Rapid City, and it was never as cool as it is now.

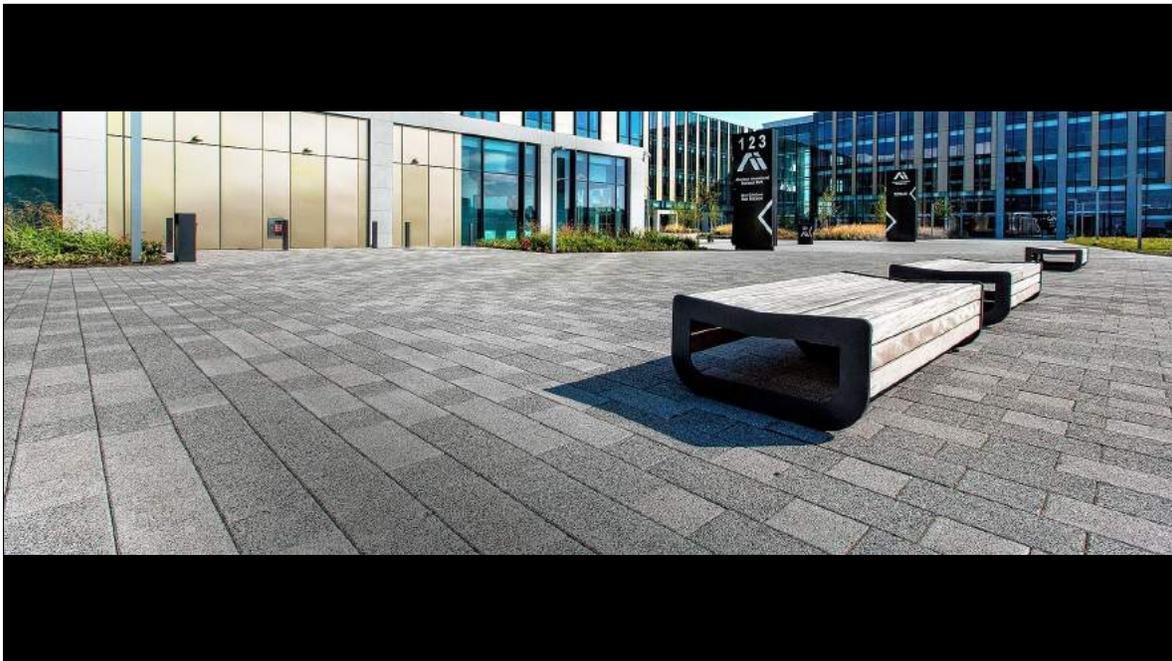
[mainstreetsquare.com](#)



Caldwell, Idaho









Paver stone surface





The secret sauce is

Programming!

250+ days a year

People first | Retail will follow

