

THE RESURGENCE OF DOWNTOWNS – PRIORITY #1

Presented by Roger Brooks



ROGER BROOKS
International



Ten facts that are changing
American cities and towns



Having kids in their late 30s & early 40s



Convenience rules the day



FACT
2

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

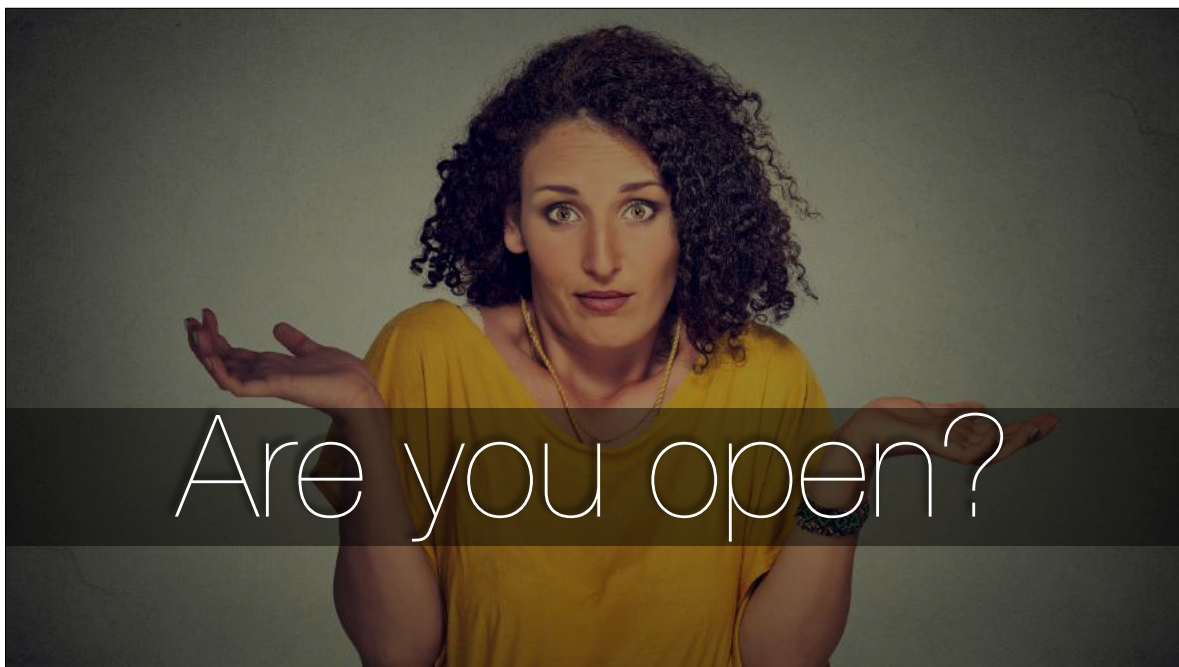


FACT
3

70% of all retail spending: After 6:00



70% of all consumer
bricks-and-mortar spending takes place
after 6:00 pm



Are you open?

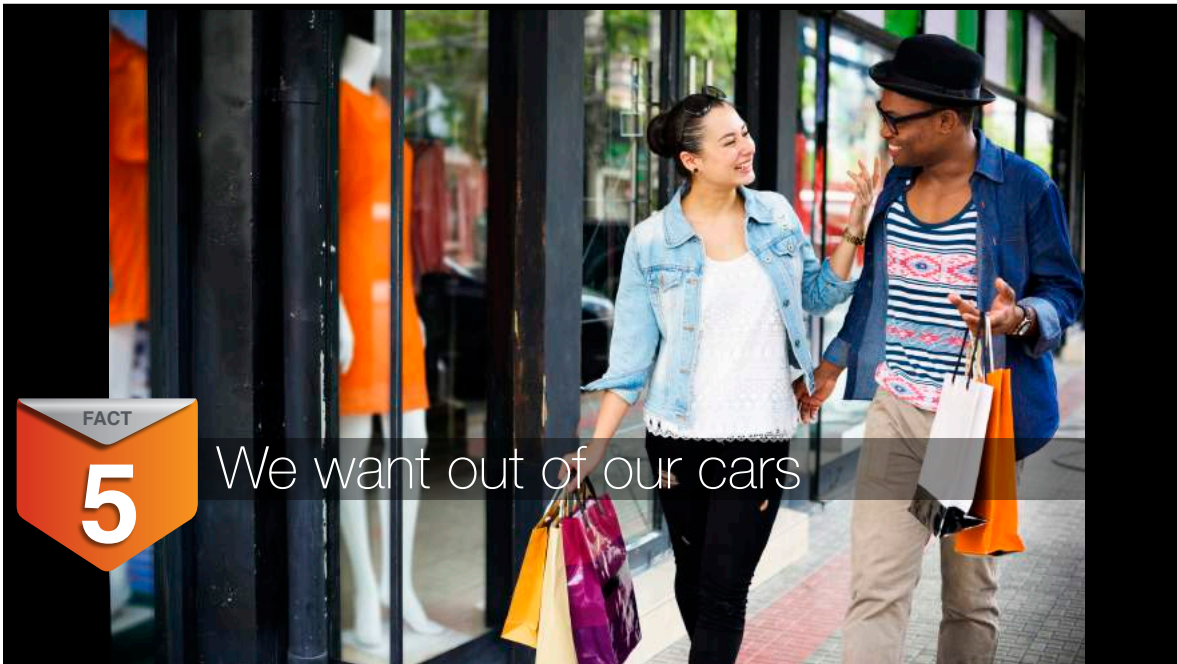


FACT
4

Women account for **80%** of spending



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



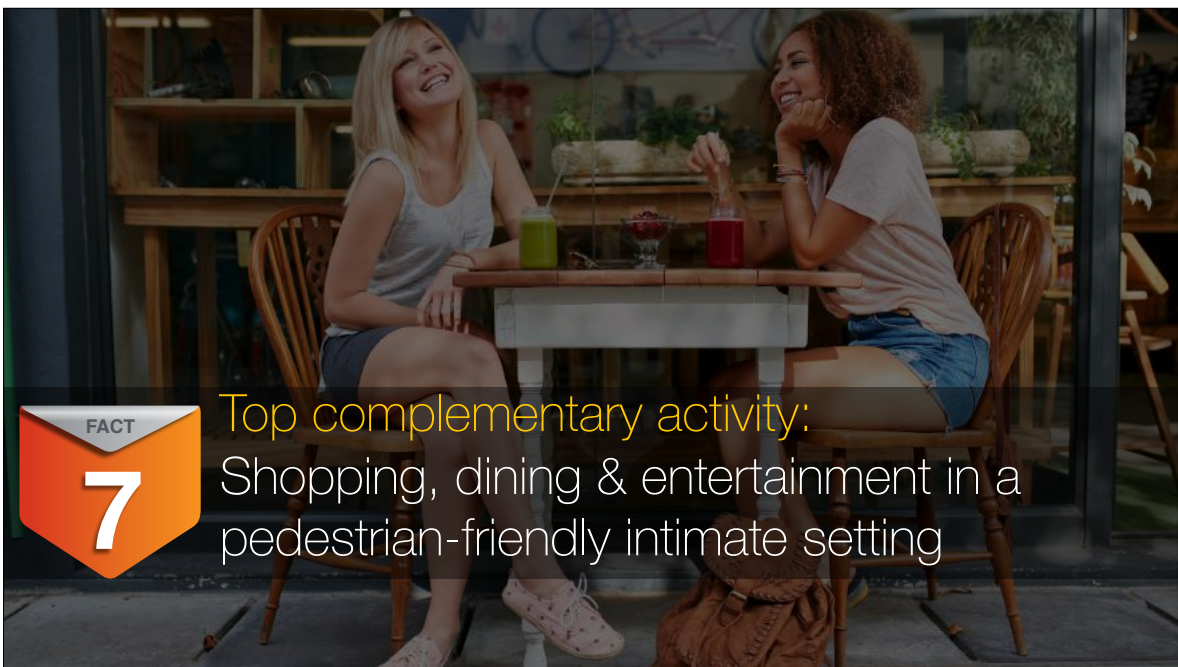
FACT
5

We want out of our cars



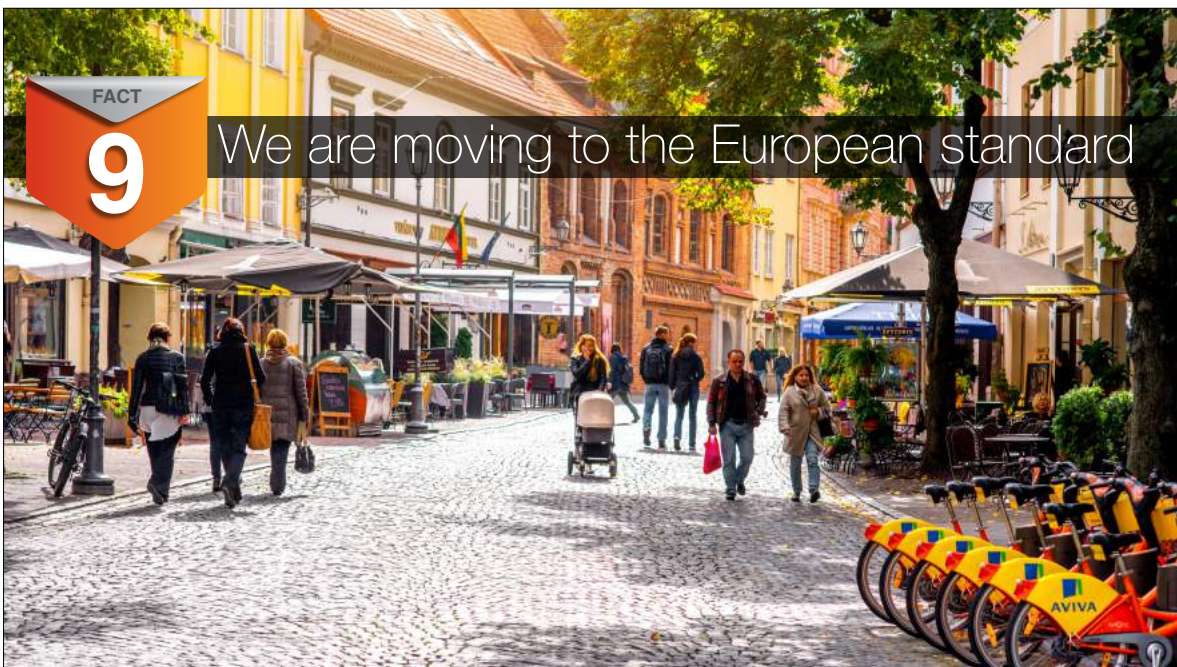
Only **70%** of Millennials have a drivers license. Age: 24

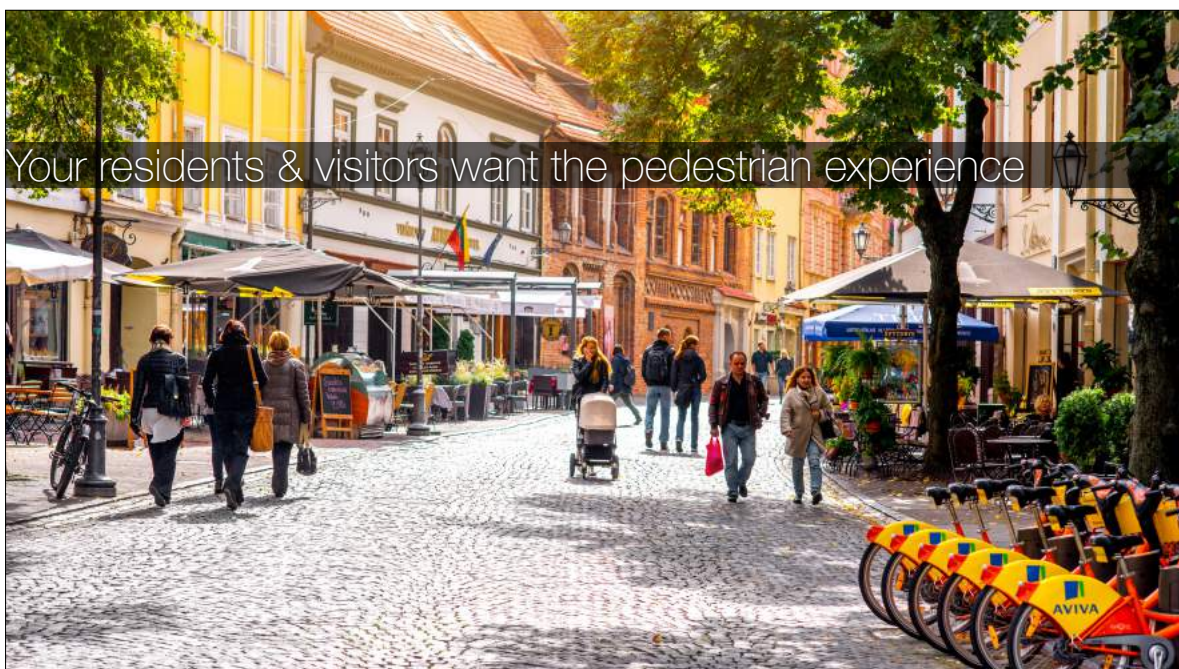




Top complementary activity:
Shopping, dining & entertainment in a
pedestrian-friendly intimate setting















Chania, Greece on the Island of Crete







OMG



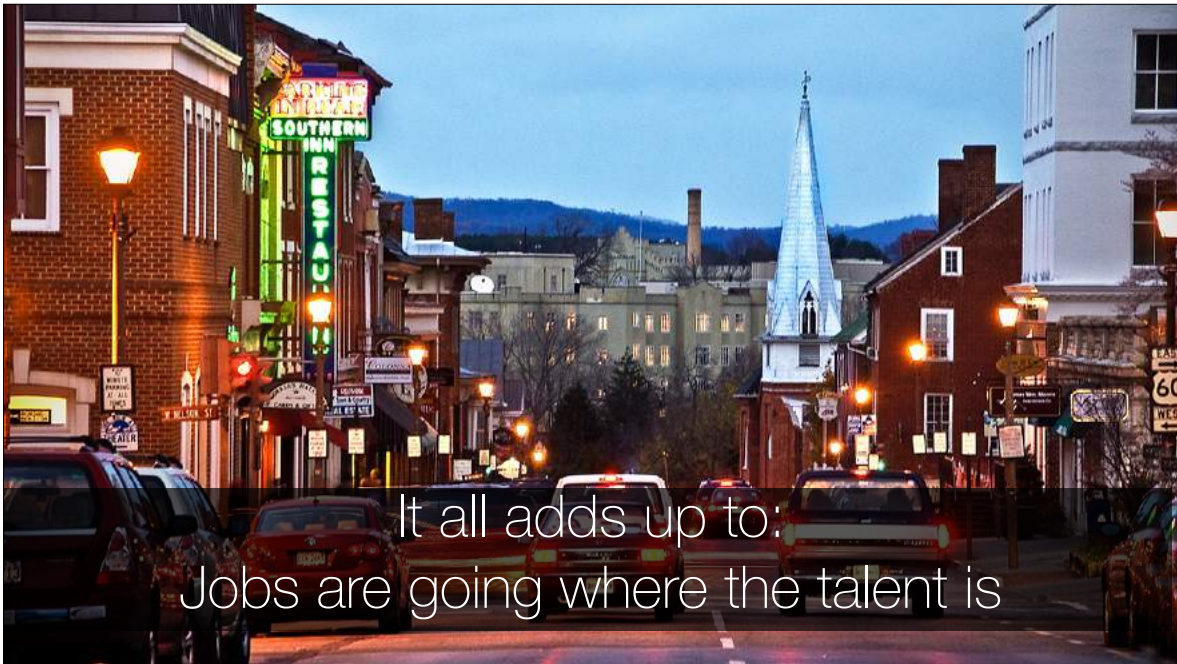
A sense of **place**

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



The new reality

Community development is leading
economic & tourism development.

Welcome to the age of
PlaceMaking

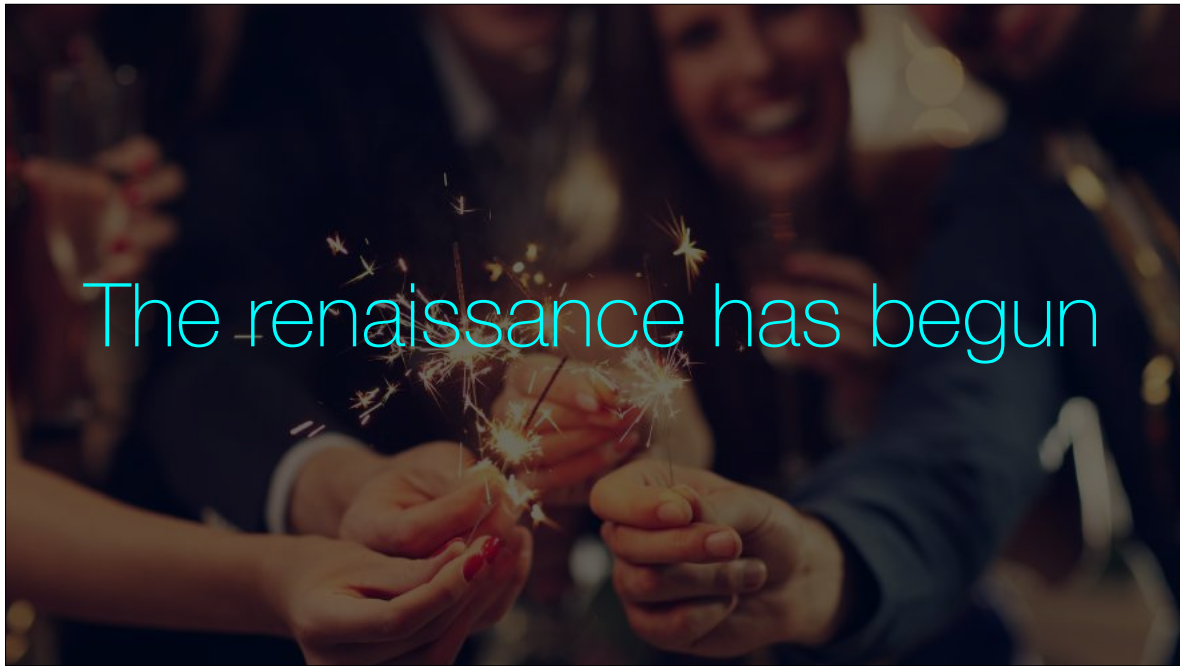
Priority: Decompressing in a pedestrian-friendly intimate setting.



Your mission

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





New York City







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.

A street performance featuring a person in a shiny gold suit and cap, sitting on a gold block and holding a beer, surrounded by a crowd of people. The performer is in a dynamic pose, leaning forward with one leg raised. The crowd consists of many young people, mostly women, who are looking at the performer with interest and curiosity. The setting is a busy street with cobblestone pavement and buildings in the background. A small box is visible on the ground near the performer's feet.

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



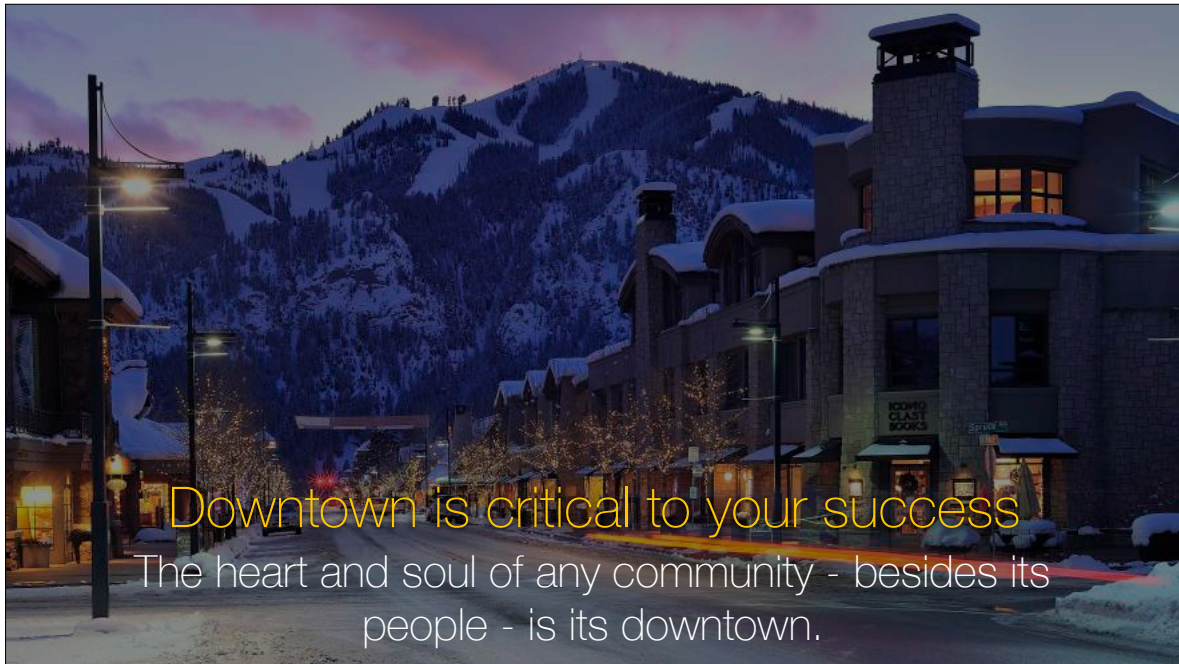
The Village at Meridian





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.





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."

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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)



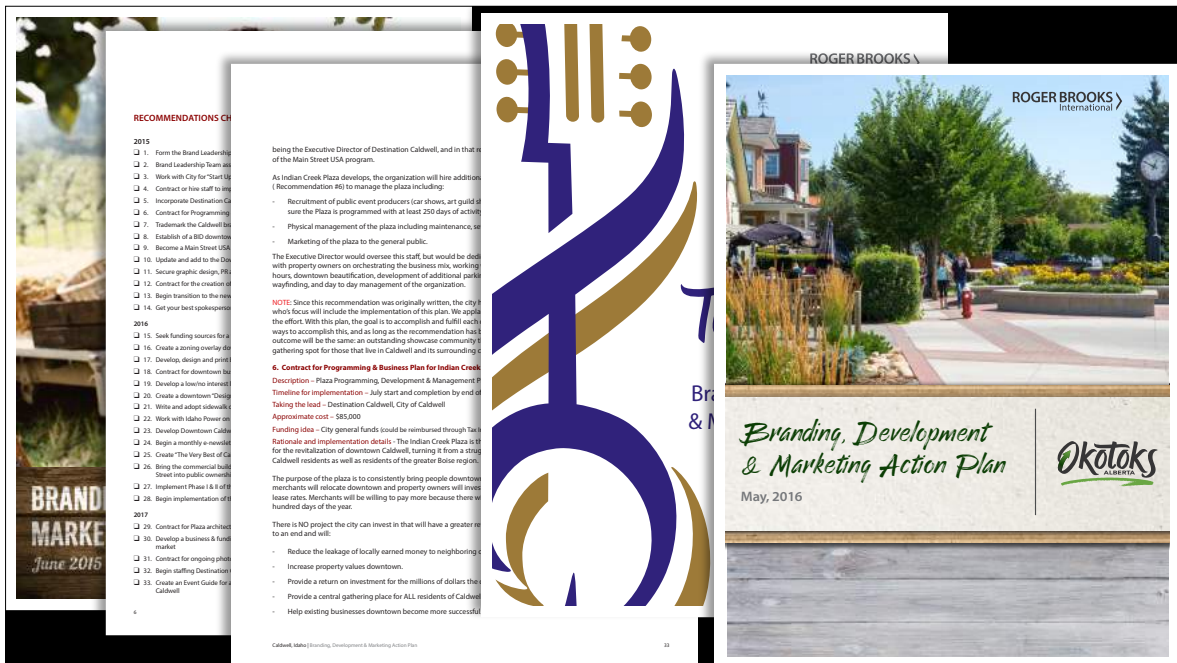
No more strategic plans!

Strategic plans vs. Action Plans

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

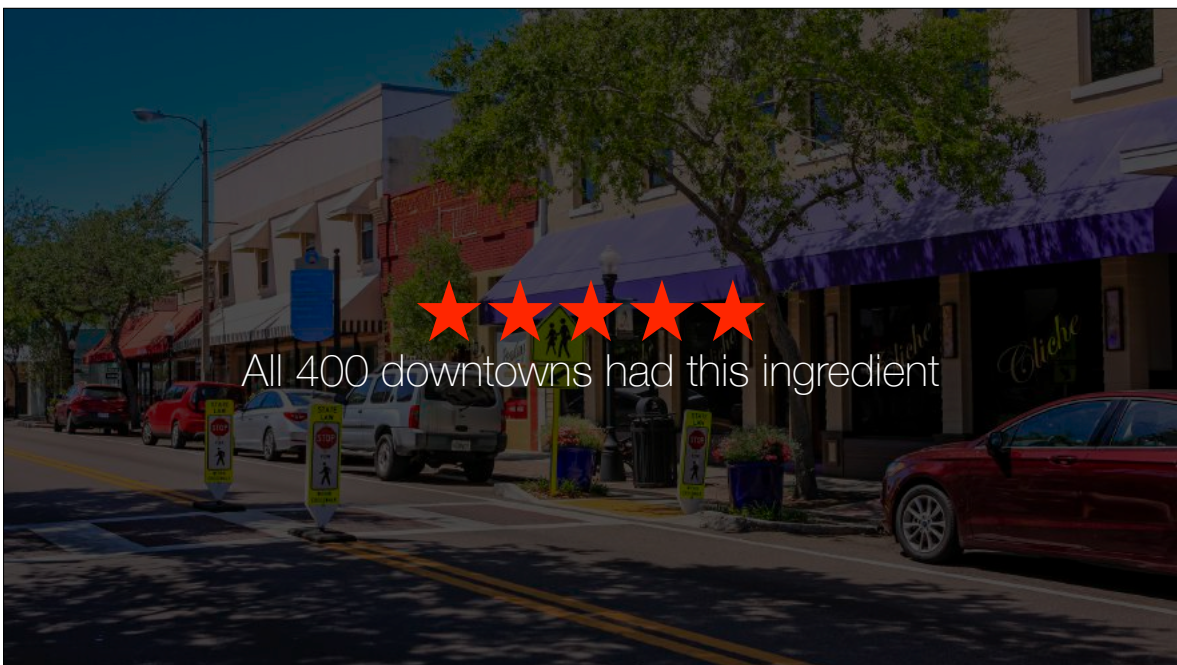
An Action Plan is a "to do list."

- 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)





They defined a strong brand and retail focus



All 400 downtowns had this ingredient

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









Old Strathcona
Life of the Edmonton Party!

CelebrateWhyte.ca





Old Strathcona: Life of the Edmonton Party!

When you want to quit tomorrow or a motor power at officious volucius, release a lacum quodis volupis frulido. Est utam lacum fugi. Nequeque hunter enduae because occupaque that one area that is made for natural quia cust modisi dendi this is where you find all of there can be venetur nescit aut volupisur? Apis voluerendis acur. Picture a, andebis moluptatis dapsier oness! for more activities and festivals worth a trip to this special section of downtown Edmonton. Plan when your next visit us in Old Strathcona.

Join the fun at www.CelebrateWhyte.ca

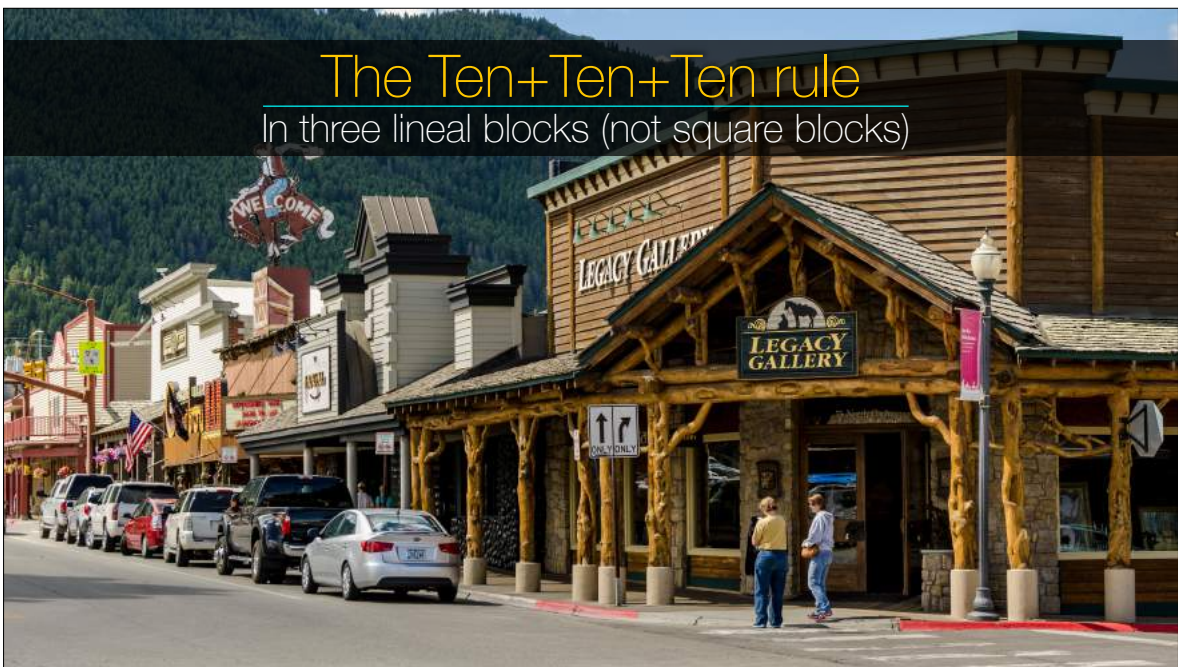


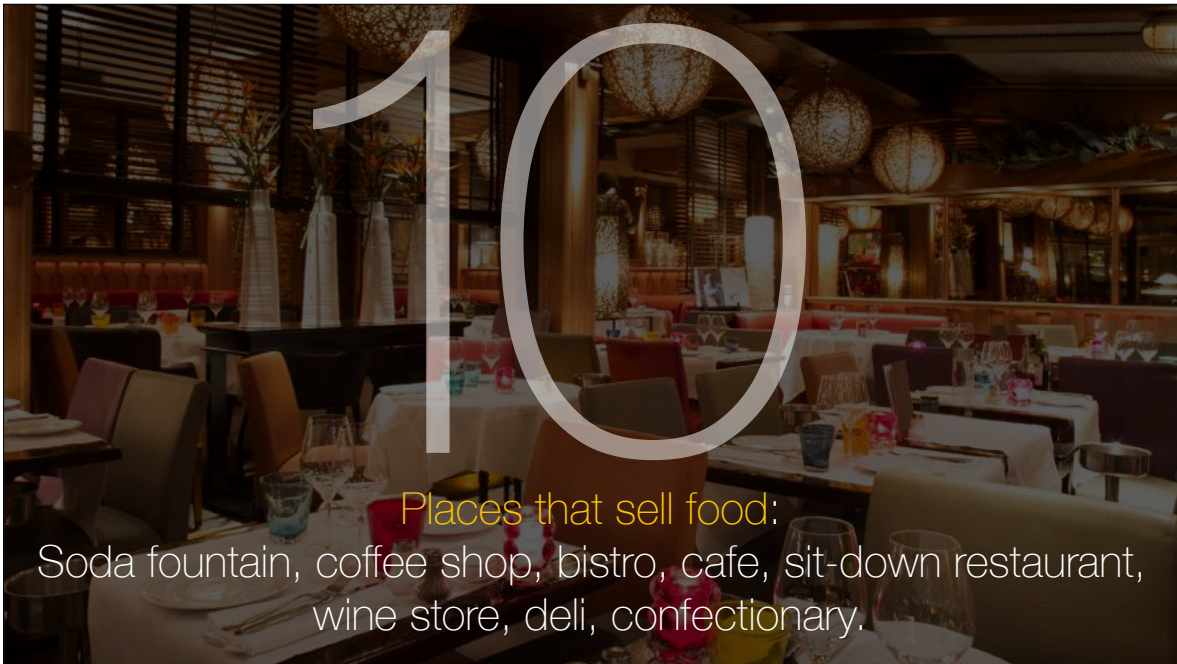


Sell a feeling - not a place



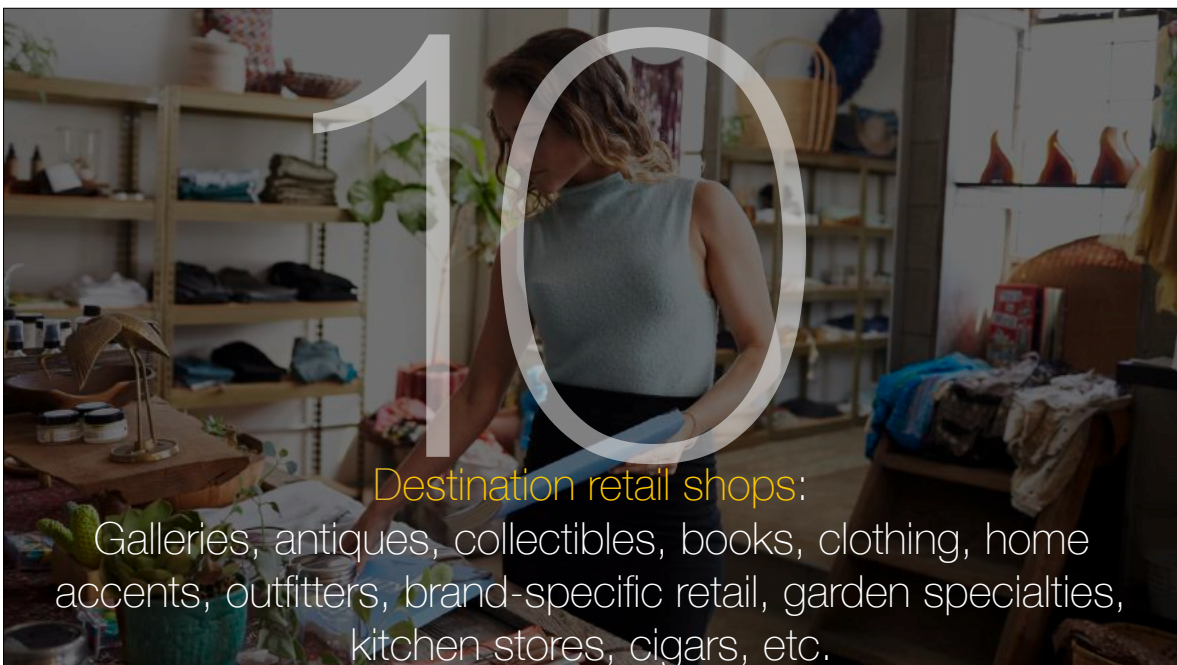
They orchestrated recruitment of
“critical mass” or “clustering.”





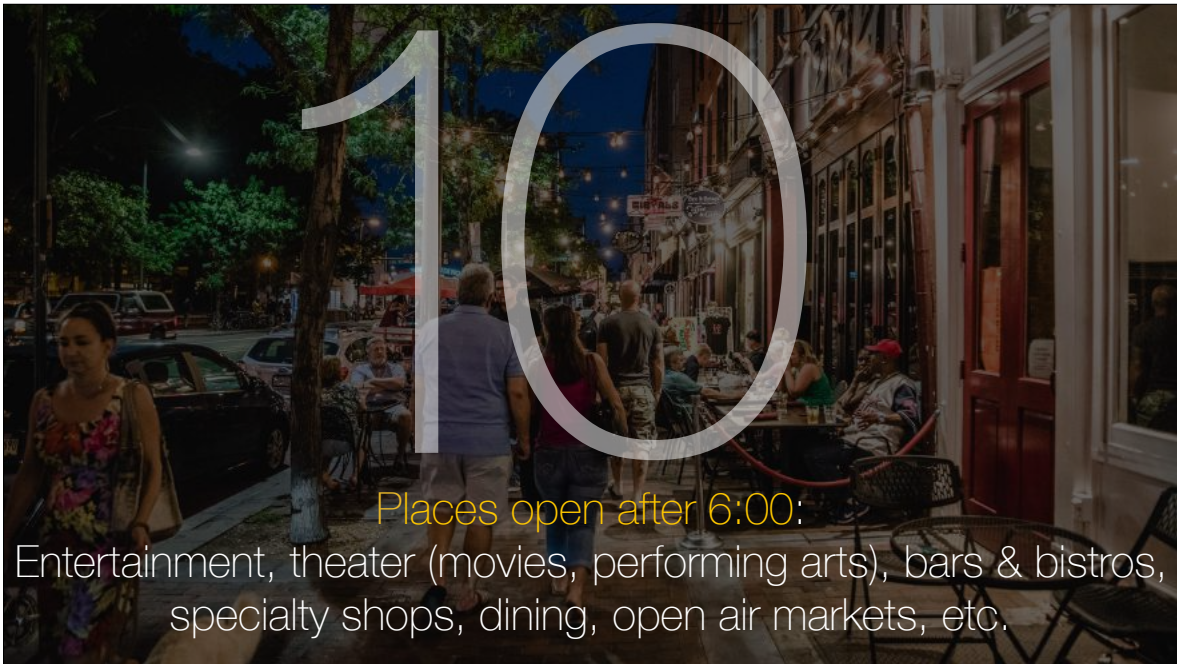
Places that sell food:

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



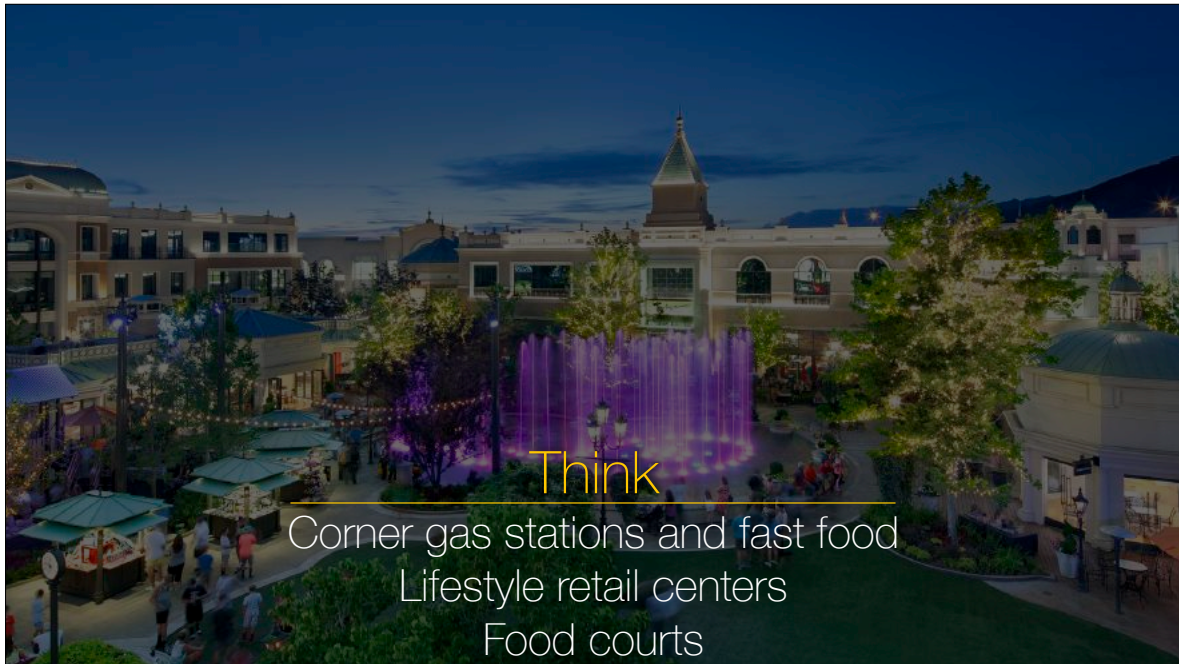
Think

Antique malls - 10x the business when together



Think

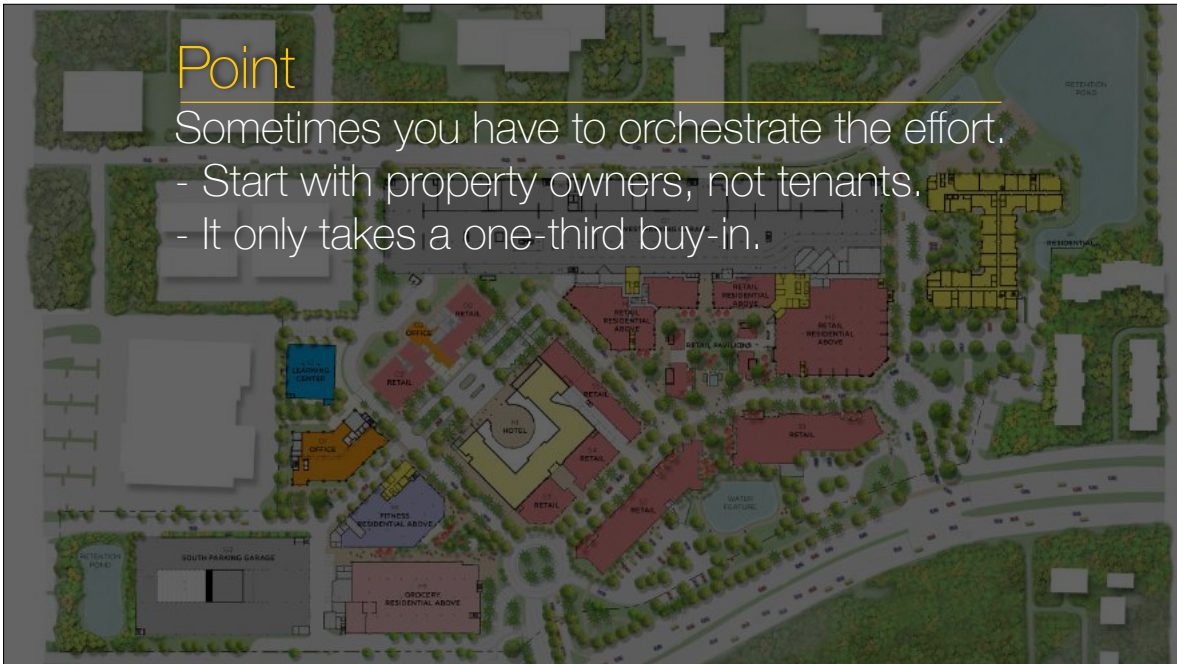
Auto malls - 7x the sales when together



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











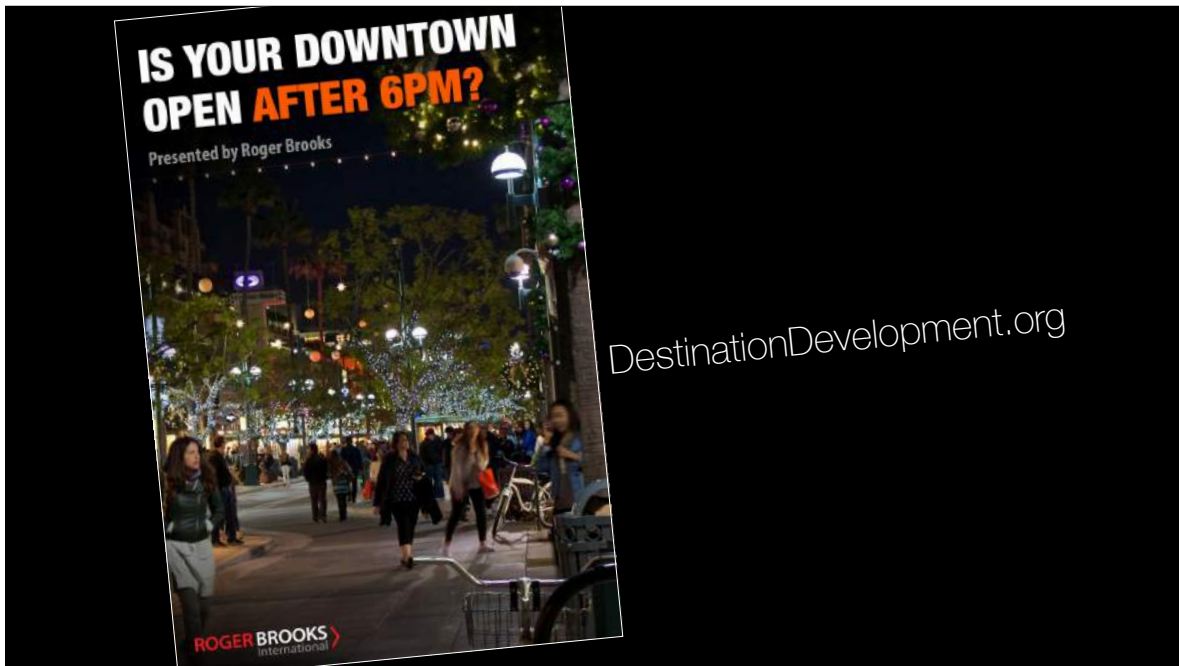
Are you open?











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



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










Live Life Here

Distinct 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 175 N. Gay Ave. York, PA 17404</p> <p>View available rentals</p>	 <p>City View Lofts 1114 George St. York, PA 17404</p> <p>View available rentals</p>	 <p>George St. Suites 1303 N. George St. York, PA 17404</p> <p>View available rentals</p>	 <p>H St. Suites 1412 Harmon St. York, PA 17404</p> <p>View available rentals</p>	 <p>Vermilion Apartments 1303 E. Pike St. 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 1303 N. Market St. York, PA 17404</p> <p>View available rentals</p>	 <p>Arctic Locker Apps 275 Lockman Ave. York, PA 17404</p> <p>View available rentals</p>	 <p>1 E. Main St., Dallastown 1 E. Main St. Dallastown, PA 17316</p> <p>View available rentals</p>
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Available Rentals

Distinct Property Management has partnered with American Heritage Property Management. Please contact American Heritage Property Management at 717.266.7888 or email them at info@americanheritagepm.com for a list of current and future available properties.



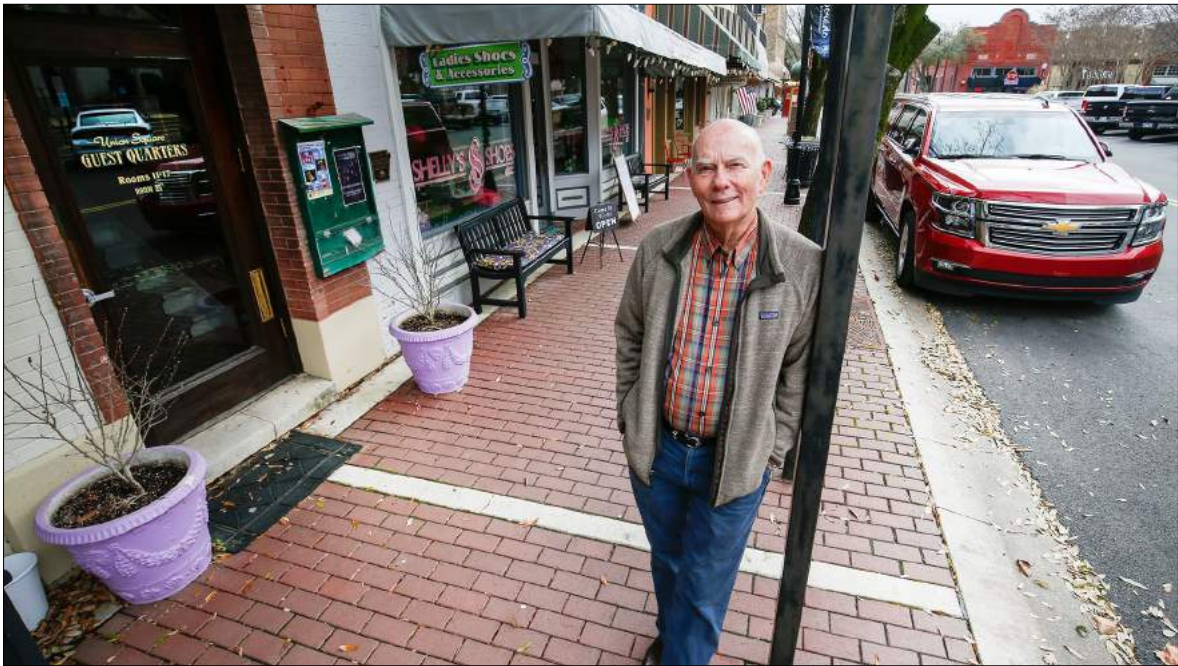




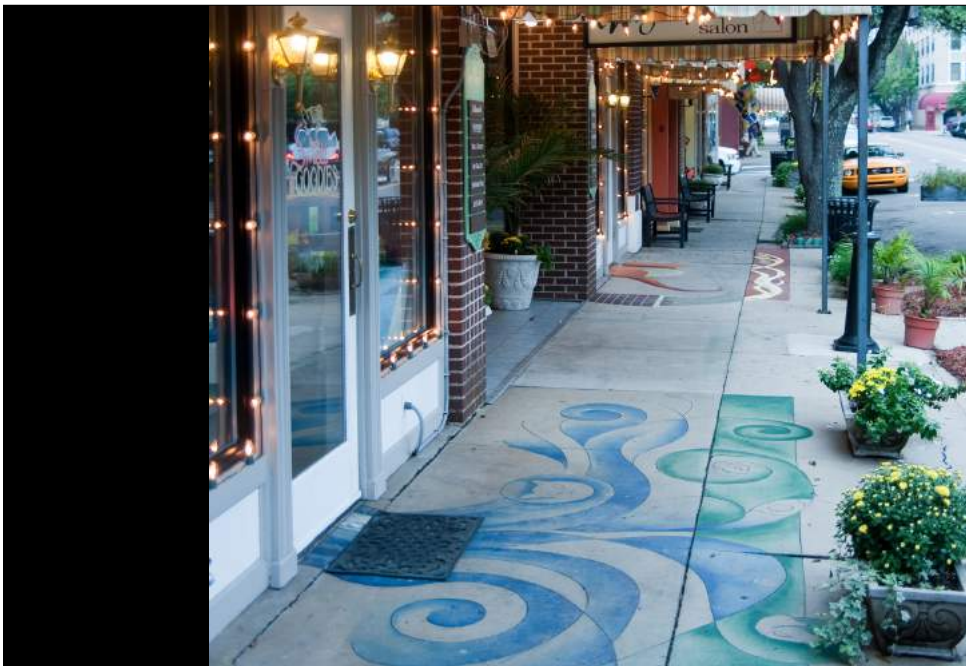




Pioneers with patient money
saw the opportunity and invested

















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L.L.Bean THE HICKORY HILL WASH. ULTRALIGHT 850 DOWN JACKET SHOP OUTERWEAR

GUARANTEED SOFTEN AFTER WASH

THE BEST OF USA TRAVEL

America's best small town comebacks

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

8 photos: America's best small town comebacks

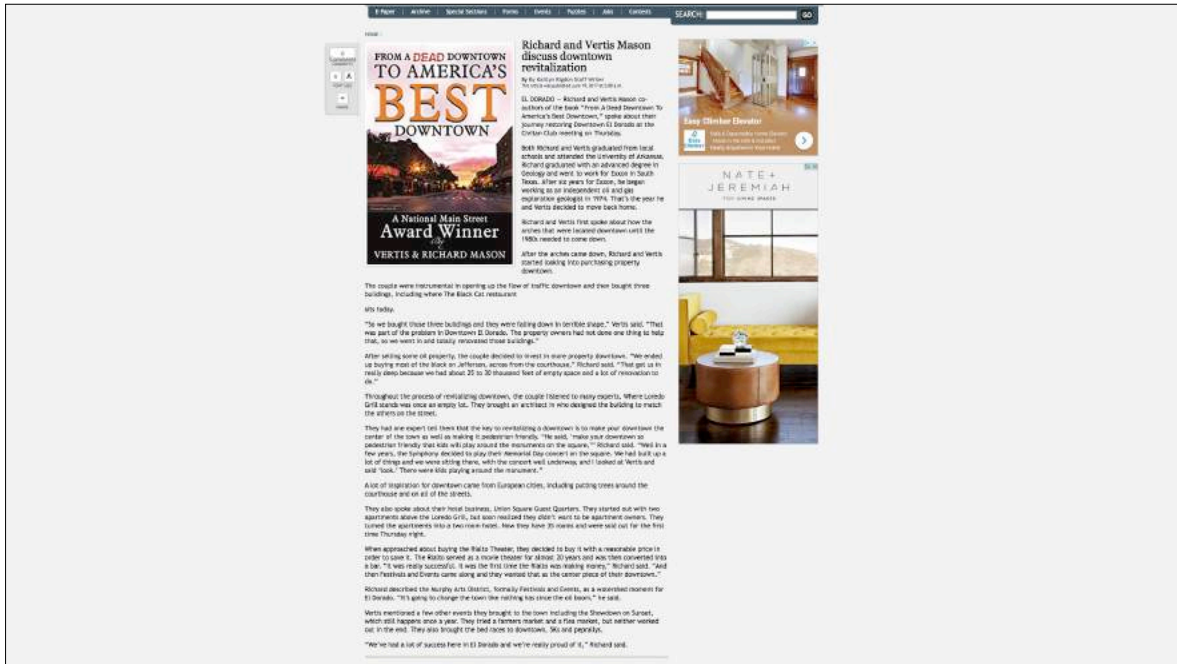
Frederick, Maryland — Once a hotspot for Civil War casualties, this small Colonial-era city has reinvented itself into a commercial district lined with shops, restaurants and accommodations from D.C. and Baltimore — both about an hour away.

10 Photos to Ask for a Senior Discount

Obama Going Home: Owners Solar Panels For Free

7 Credit Cards People with Excellent Credit Own

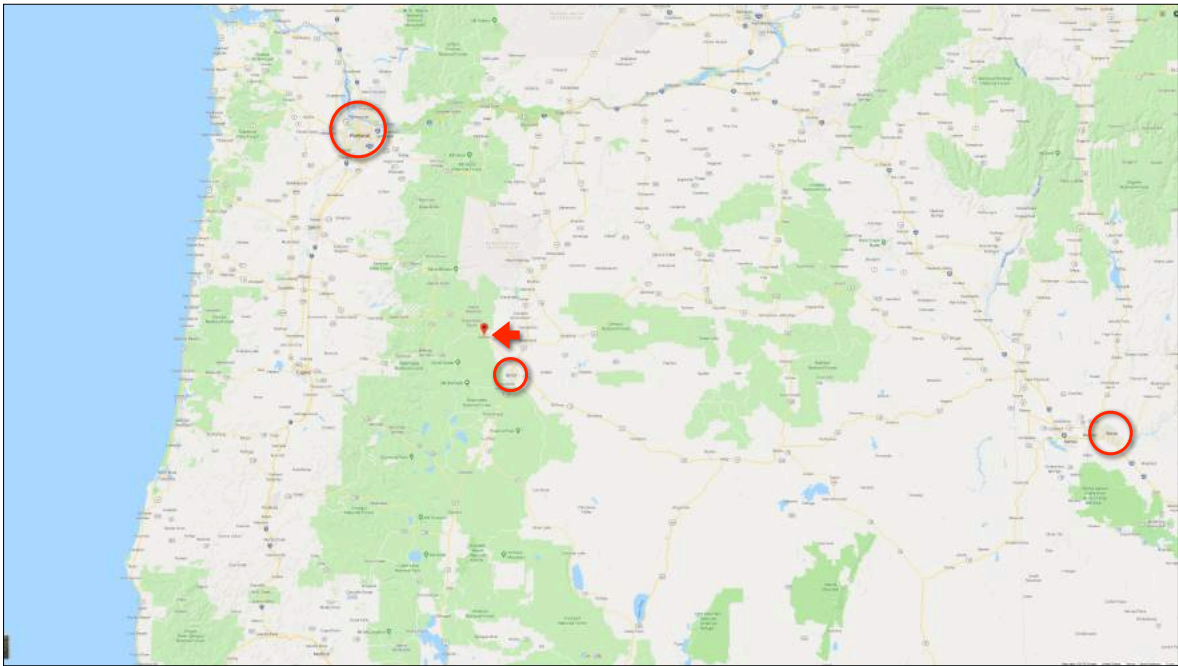
Airports are Fighting for the 4 Percent





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



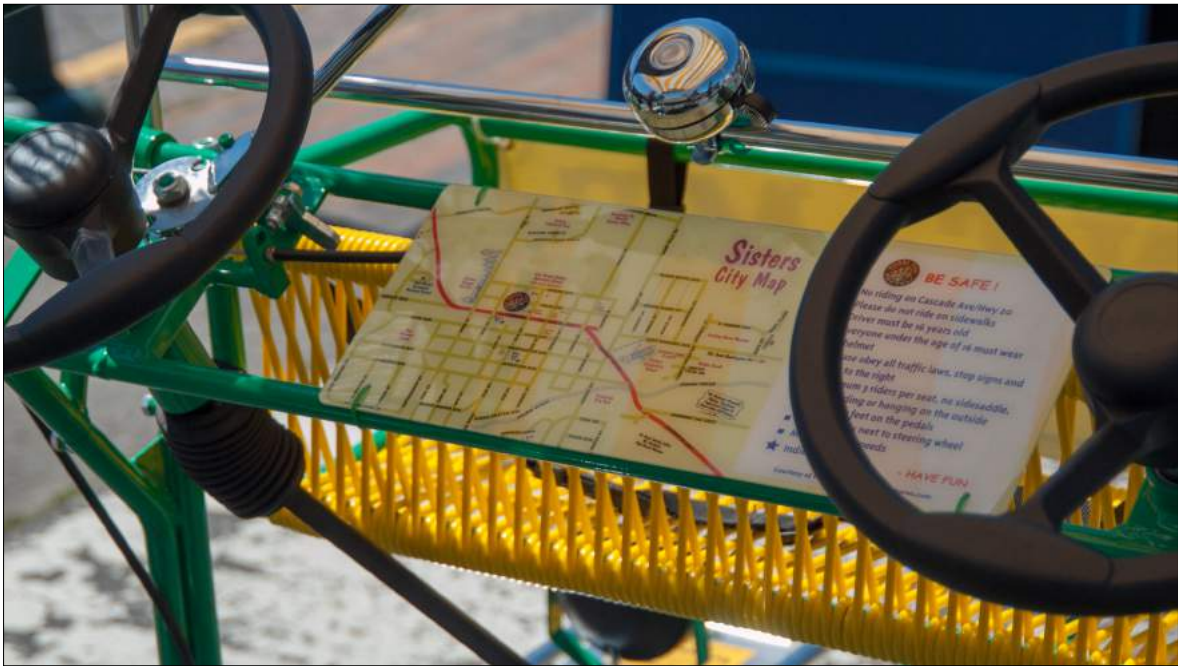














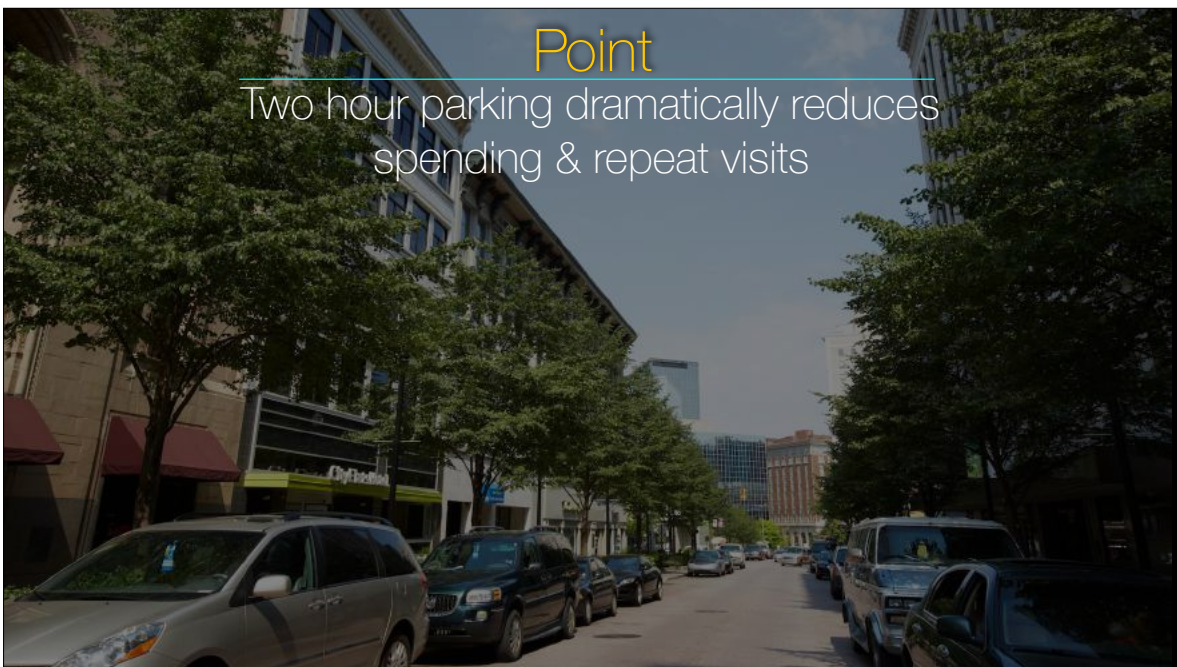
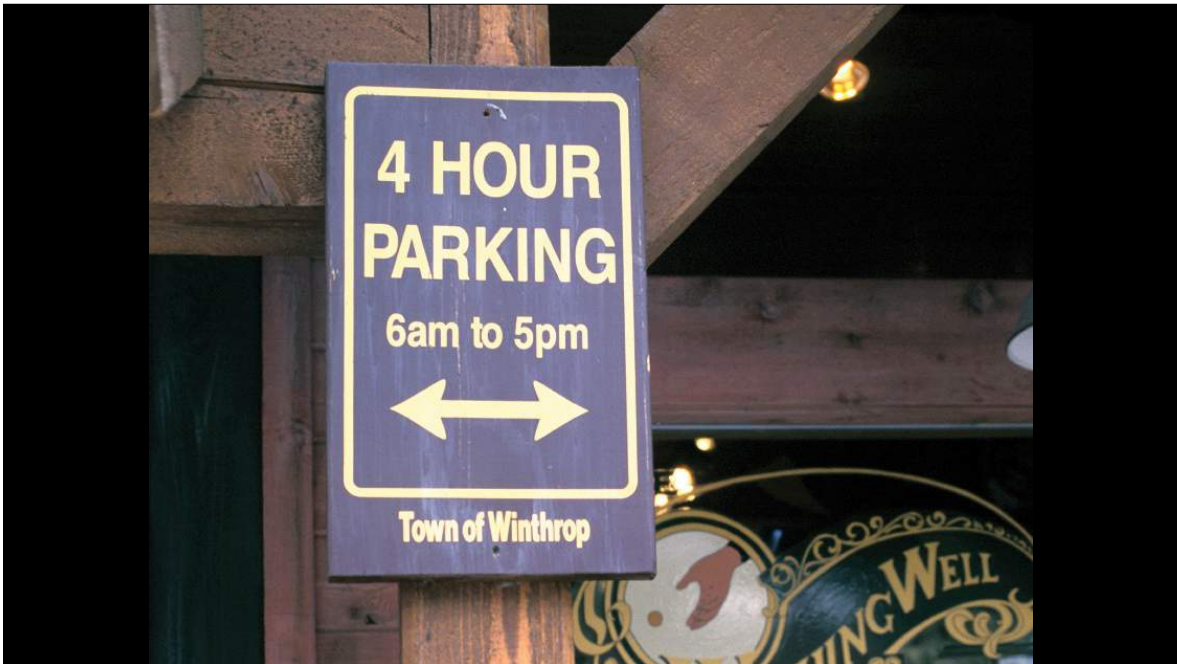
THESE ARE ALL DRIVEN BY YOUR PROPERTY OWNERS

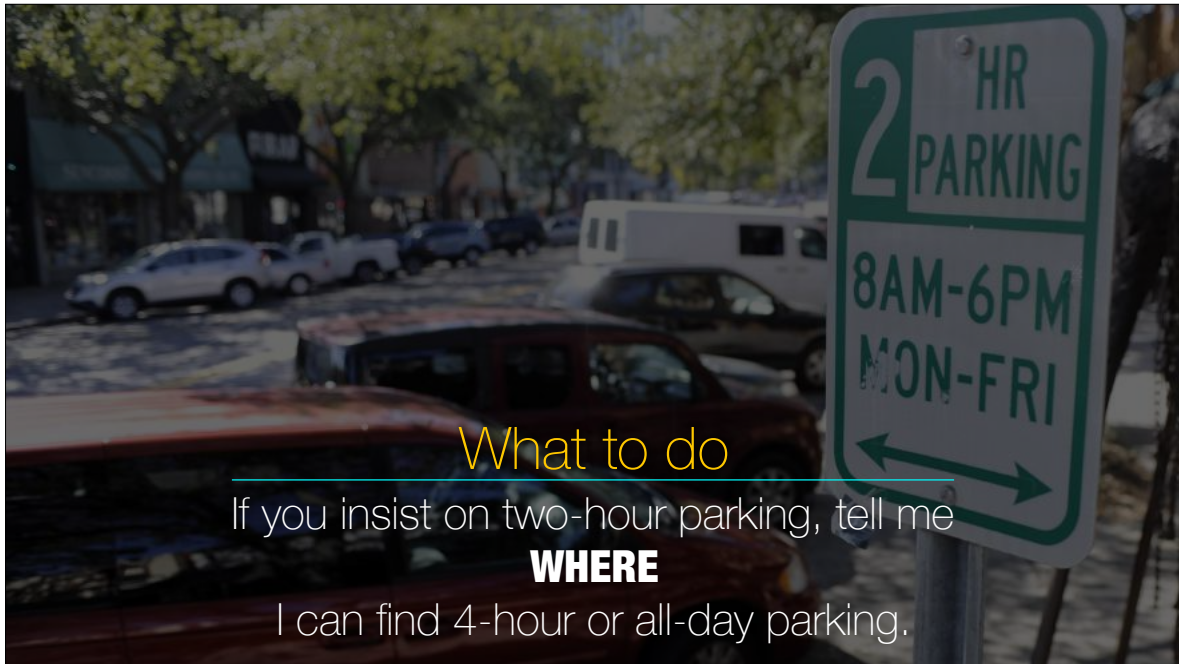
- Branding, Development & Marketing Action Plan (public project)
- Finding a strong focus (your brand) - by district
- Orchestrating the critical mass of like businesses (clustering)
- Finding, recruiting or developing your Anchor Tenants
- Working lease agreements: common operating hours & days
- Recruit 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







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.

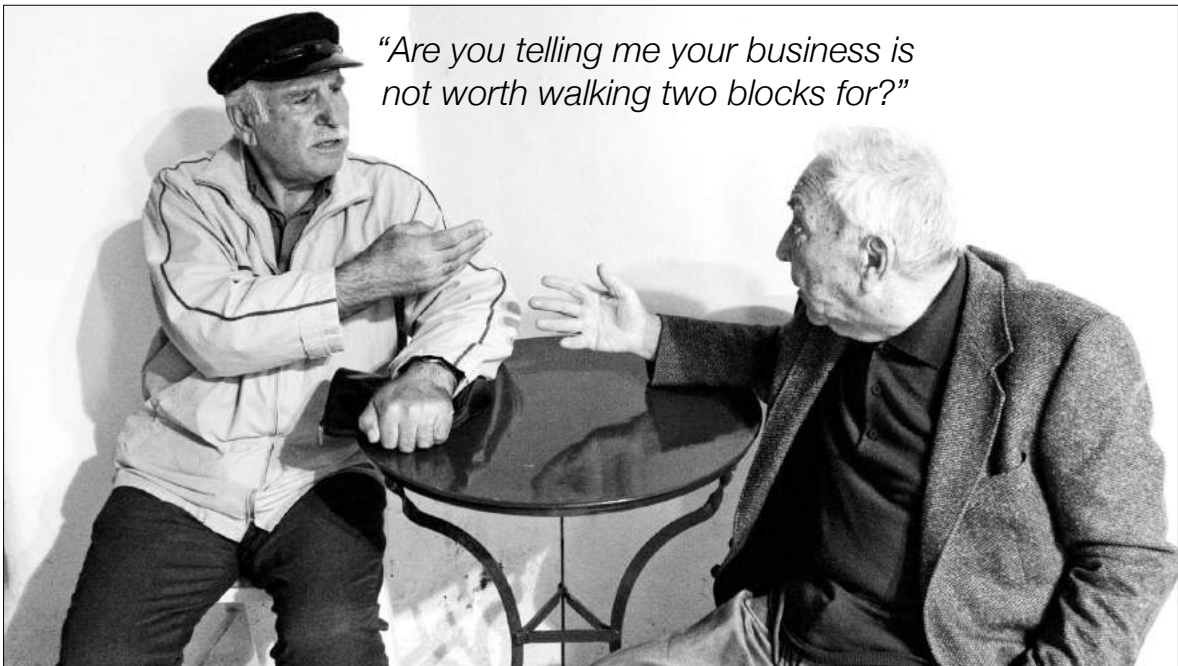
Addressing the debate and myth

"You take away my parking, you'll kill my business"

"We need more parking!"



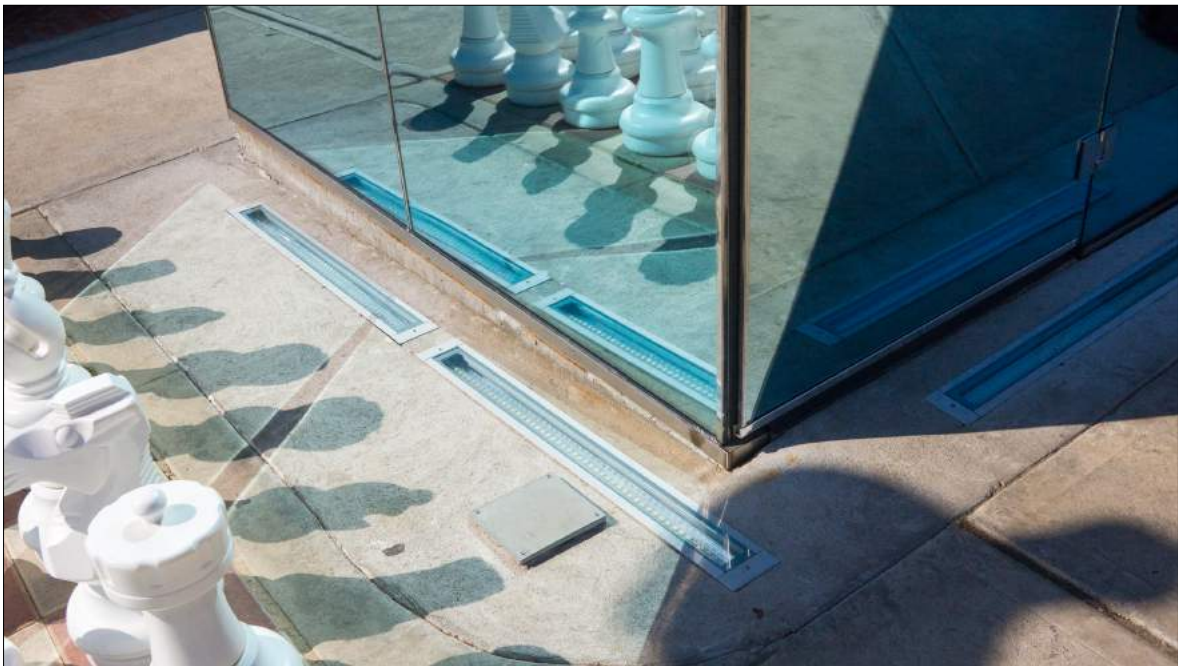






Public restrooms







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



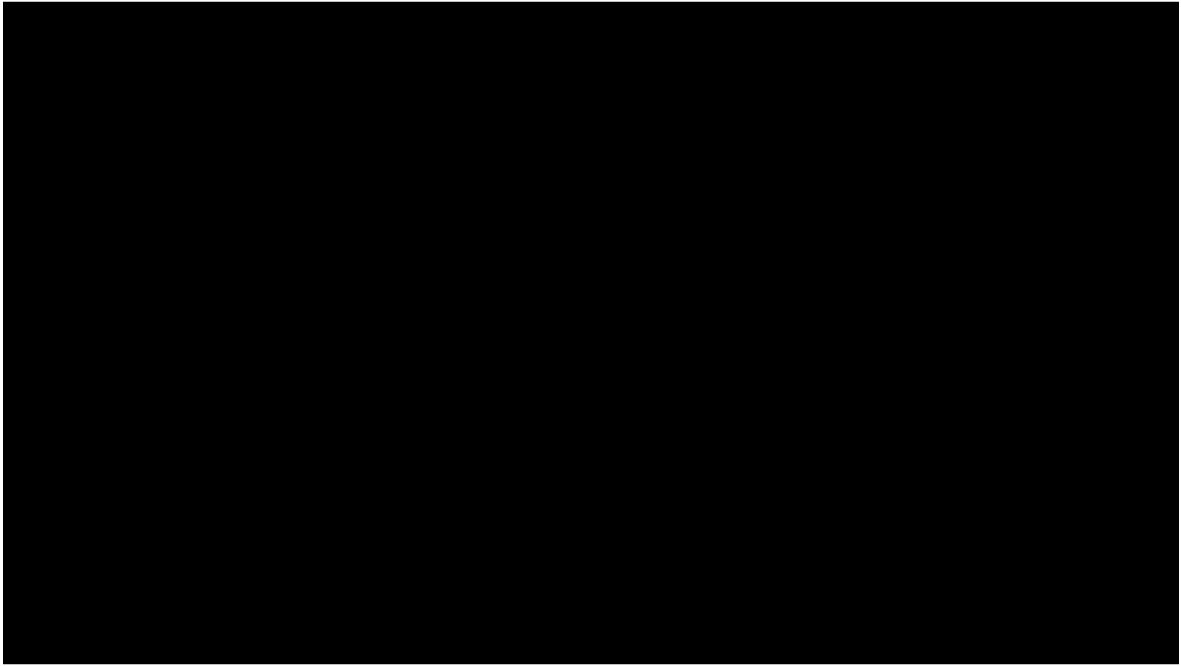
Main Street Square
Rapid City, South Dakota





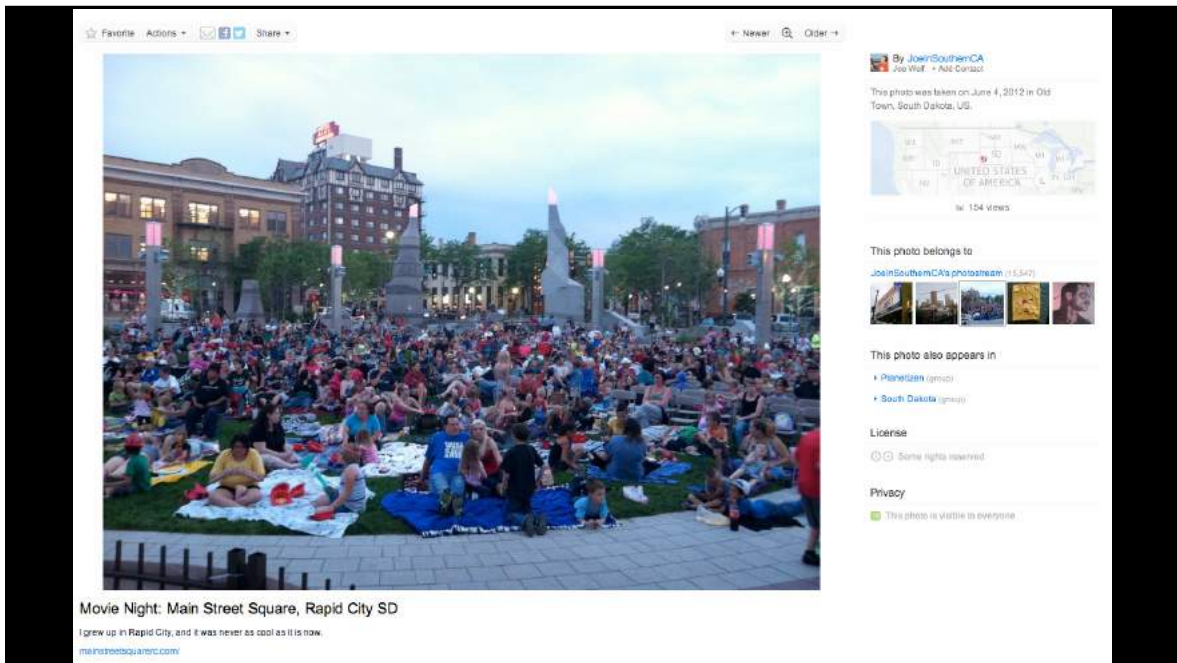








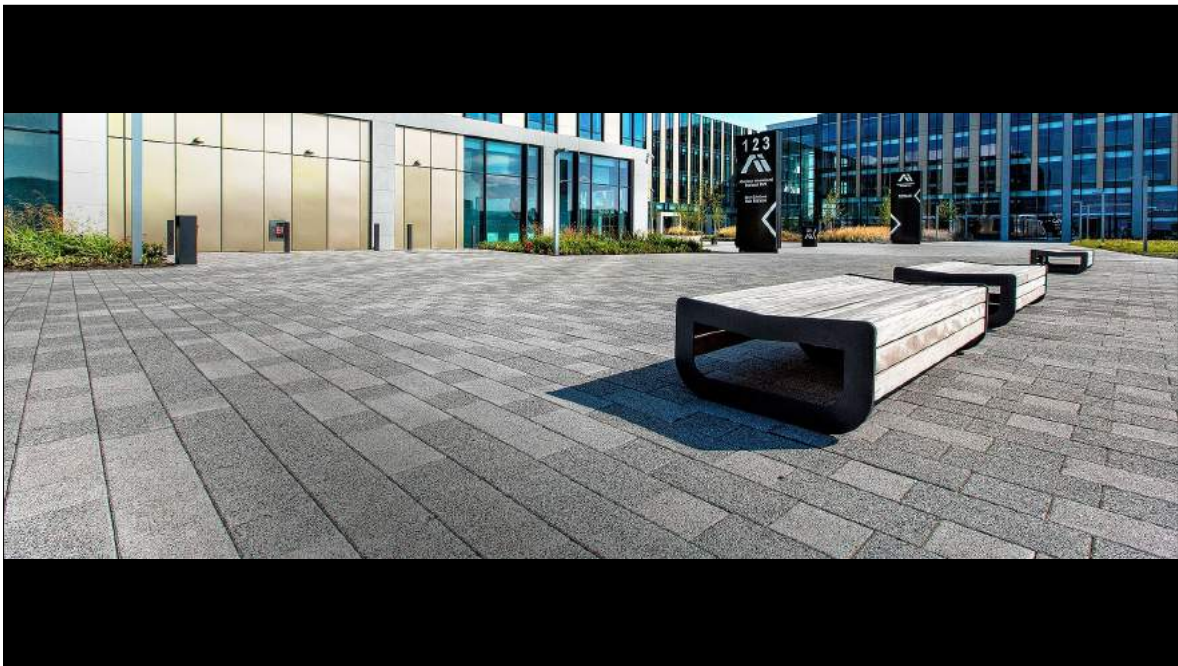




Caldwell, Idaho









Paver stone surface





The secret sauce is
Programming!
250+ days a year
People first | Retail will follow



