

Neighborhood & Community Development



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SESSION AGENDA

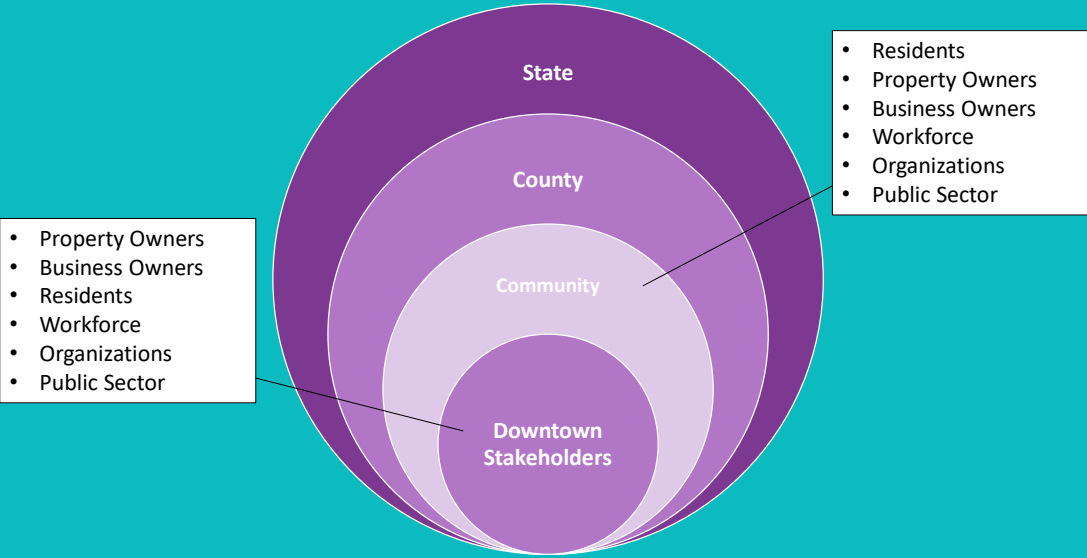
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- What is neighborhood commercial development?
- Essential components
- Break
- Lessons from the trenches
- How we “get there”





Neighborhood Development = Community Development



Why?



DISCUSSION

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WHAT MAKES A GREAT
DOWNTOWN / URBAN
NEIGHBORHOOD
COMMERCIAL DISTRICT?

Poll Results

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- When thinking about your downtown or a neighborhood commercial district in your community, what is one example of an amenity that contributes to its sense of vibrancy?

Community wide neighborhood development

- **Placemaking** is a multi-faceted approach to the planning, design and management of public spaces that capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well-being.
- **Third Space** refers to places where people spend time between home ('first' place) and work ('second' place). They are locations where we exchange ideas, have a good time, and build relationships.
- **Vibrancy** is the state of being full of energy and life.

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Essential Components for Successful Revitalization

To re-establish downtown as the social and commercial center of a community, downtown must become valuable once again

PHYSICALLY
ECONOMICALLY
SOCIALLY
CIVICALLY



Physical Attributes of a Successful District

Well Maintained Historic Buildings



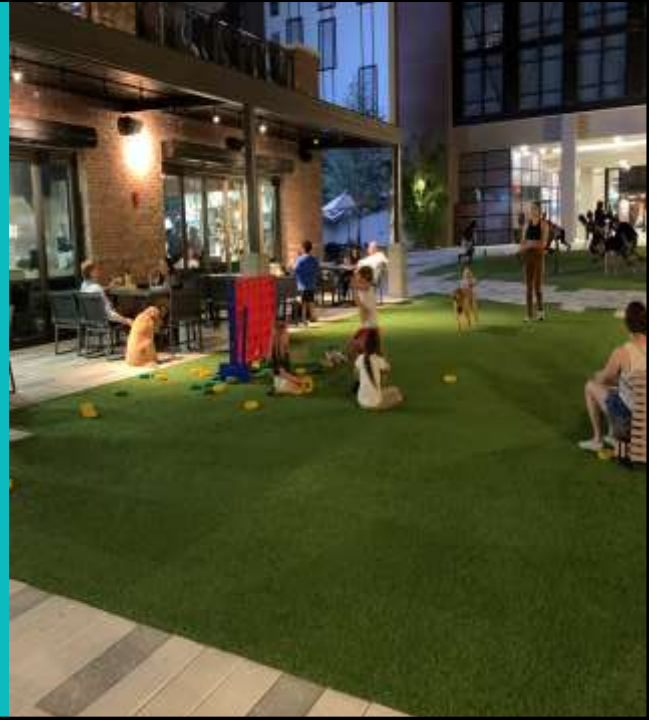


Cool Environment





We All Feel Safe





Economic Attributes of a Successful District

Thriving and Diverse Business Community





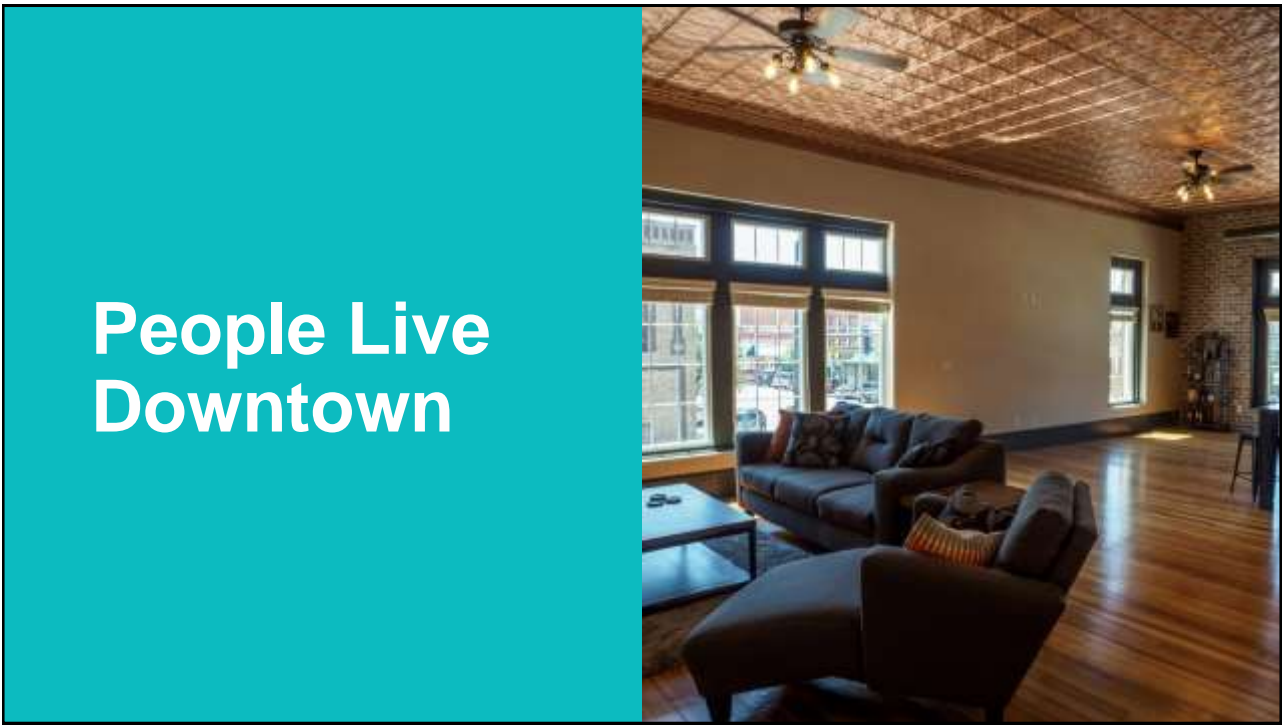
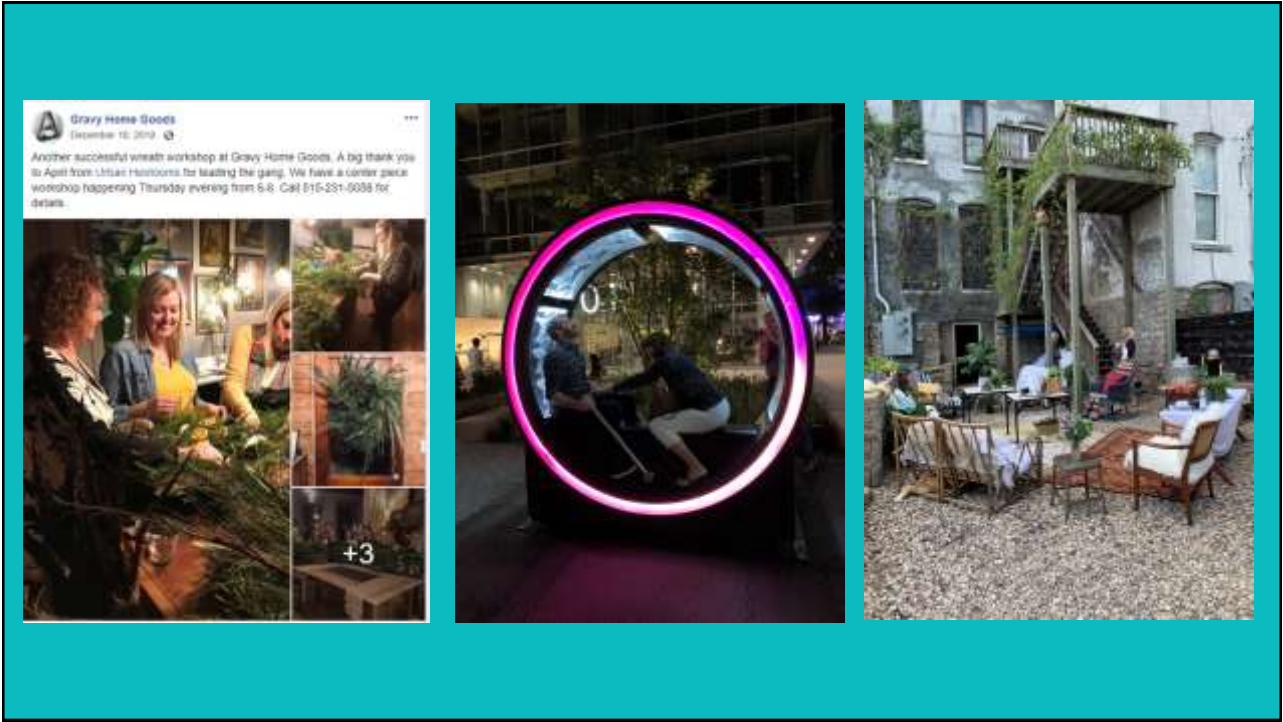
Downtown is Open All Day



NEW HOURS

- MONDAY~ 9AM-7PM
- TUESDAY~ 9AM-7PM
- WEDNESDAY~ 9AM-7PM
- THURSDAY~ 9AM-7PM
- FRIDAY~ 9AM-7PM
- SATURDAY~ 9AM-7PM
- SUNDAY~ 9AM-7PM







DISCUSSION

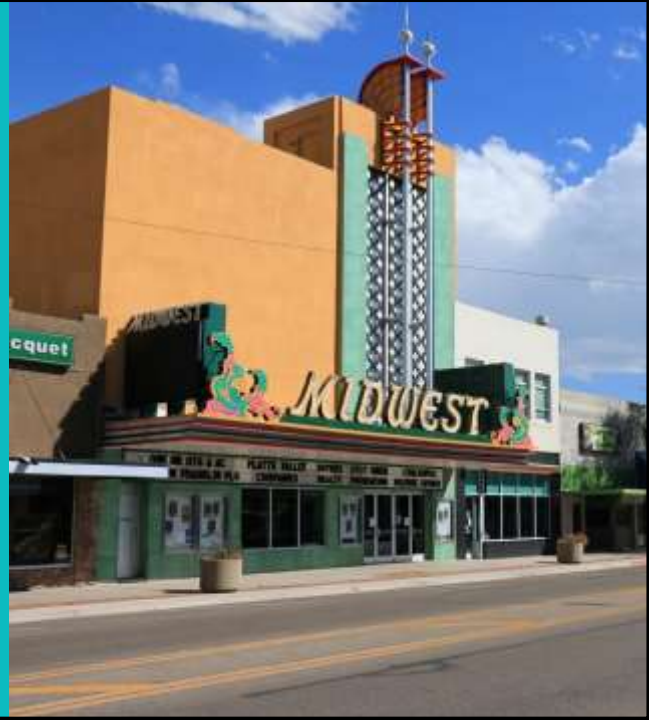
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WHAT ARE SOME OF
YOUR DOWNTOWN /
NEIGHBORHOOD
DESTINATION
BUSINESSES?



**Social Attributes of a
Successful District**

Cultural Aspects



Public Spaces Teeming with People





**Downtown is
“The Place to Go”**





DISCUSSION

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WHAT ARE PLACEMAKING
DESTINATIONS FROM
YOUR COMMUNITY?

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BREAK

LESSONS LEARNED

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Donnie Rogers
Lee's Summit



Bringing it All
Together –
Civic
Attributes



Get Acquainted with Partners

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- Government
- Owners
- Public
- Donors
- Volunteers

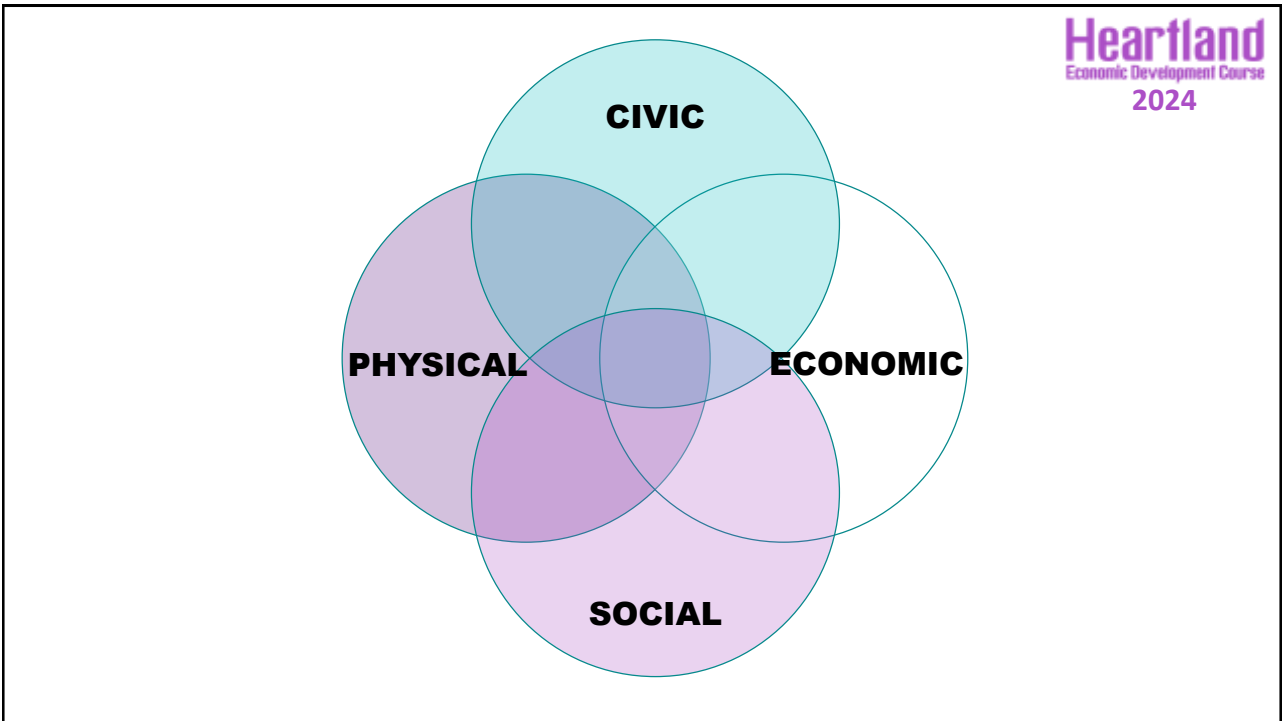
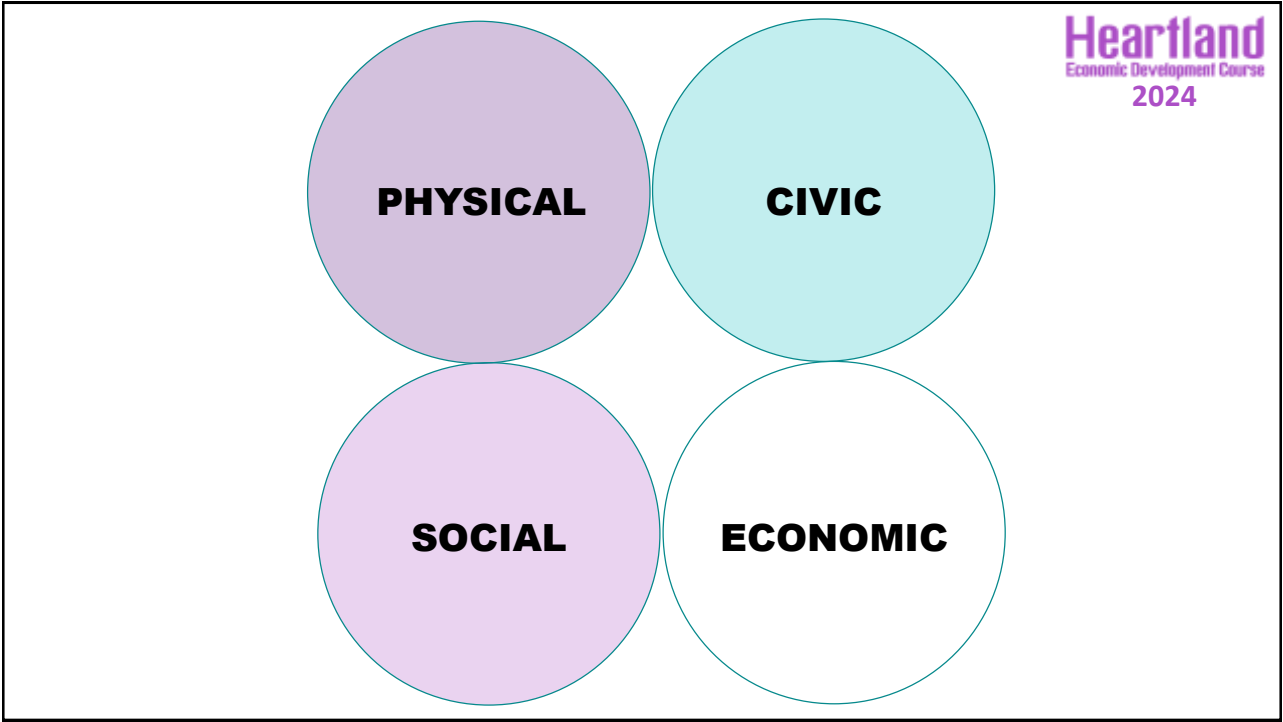


All Four Components Have Development Responsibilities

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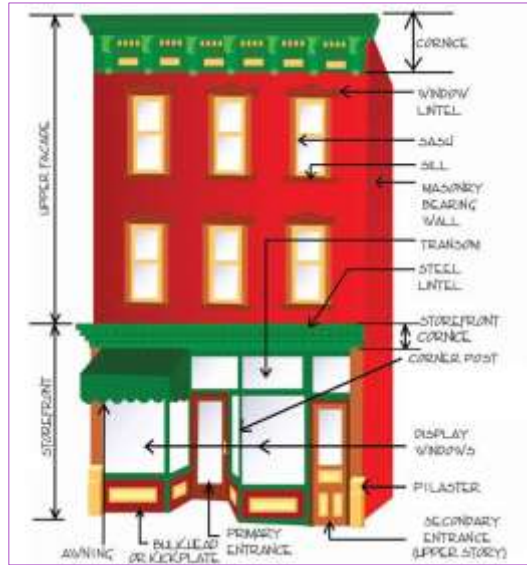
- Physical - develops spaces and places
- Economic - develops entrepreneurs and businesses
- Social - develops customers
- Civic - develops partners and resources





Get Acquainted With Historic Architecture

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Building Owner	\$8,400 in rents \$5,040 in property value
Local Government	\$100 in property tax \$5,000 in sales tax
State Government	\$15,000 in sales tax
Utility Companies	\$4,700 for utilities, telephone and internet
Banks	\$39,500 in loan demand \$2,200 in bank fees and interest \$17,000 in deposits
Suppliers	\$1,300 in maintenance and repairs \$500 in printing and copying \$900 in supplies
Professional Services	\$2,700 in insurance premiums \$900 in legal and accounting fees \$500 in property management fees
Media	\$6,200 in advertising, marketing and PR expenditures
Workers	\$56,800 as employees of that business \$31,500 in business owner's compensation and profit \$24,100 workers elsewhere in the community

Source: 2013 Main Street Iowa Program Impact Study



Annual Benefit to a Downtown Economy from An Upper Floor Unit Rented to a Couple Between \$500- and \$1,000 per month

Food at Home	\$1,898 - \$3,795
Food & Drink Out	\$807 - \$1,613
Rent	\$6,000 - \$12,000
Maintenance & Upkeep	\$4,606 - \$9,213
Furniture & House Goods	\$560 - \$1,121
Transportation Related	\$1,909 - \$3,819
Health Related	\$789 - \$1,577
Entertainment	\$934 - \$1,868
Personal Services	\$314 - \$629
Other Services	\$977 - \$1,944

Source: 2013 Main Street Iowa Program Impact Study

Everyone Needs A Catalyst

Stanton, Iowa pop. 689

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Before



After



2 Bedroom Apt. \$800 per month

What worked
Atkins pop. 1933



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What worked
Casey pop. 401



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DOWNTOWN DESIGN GUIDE
THE HEARTLAND DISTRICT OF IOWA
IOWA

GUIDING PRINCIPLES FOR DESIGN
This section provides a framework for the design process, including:

- Scale and context:** The design should be sensitive to the surrounding context.
- Priority rehabilitation:** Prioritize the rehabilitation of existing buildings and structures over new construction.
- Historic authenticity:** The design should be sensitive to the historic character of the area.
- Design for longevity:** The design should be durable and long-lasting.
- Context-sensitive:** The design should be sensitive to the surrounding context.
- Community-oriented:** The design should be sensitive to the needs of the community.
- Public space:** The design should be sensitive to the needs of the public.
- Accessibility:** The design should be sensitive to the needs of people with disabilities.
- Energy efficiency:** The design should be sensitive to the need for energy efficiency.
- Water conservation:** The design should be sensitive to the need for water conservation.
- Green building:** The design should be sensitive to the need for green building.
- Smart growth:** The design should be sensitive to the need for smart growth.
- Transit-oriented:** The design should be sensitive to the need for transit-oriented development.
- Walkability:** The design should be sensitive to the need for walkability.
- Bikeability:** The design should be sensitive to the need for bikeability.
- Connectivity:** The design should be sensitive to the need for connectivity.
- Equity:** The design should be sensitive to the need for equity.
- Resilience:** The design should be sensitive to the need for resilience.
- Health and well-being:** The design should be sensitive to the need for health and well-being.
- Quality of life:** The design should be sensitive to the need for quality of life.
- Community character:** The design should be sensitive to the need for community character.
- Historic preservation:** The design should be sensitive to the need for historic preservation.
- Architectural quality:** The design should be sensitive to the need for architectural quality.
- Artistic excellence:** The design should be sensitive to the need for artistic excellence.
- Cultural enrichment:** The design should be sensitive to the need for cultural enrichment.
- Economic vitality:** The design should be sensitive to the need for economic vitality.
- Environmental stewardship:** The design should be sensitive to the need for environmental stewardship.
- Global competitiveness:** The design should be sensitive to the need for global competitiveness.
- Innovation:** The design should be sensitive to the need for innovation.
- Leadership:** The design should be sensitive to the need for leadership.
- Partnership:** The design should be sensitive to the need for partnership.
- Transparency:** The design should be sensitive to the need for transparency.
- Accountability:** The design should be sensitive to the need for accountability.
- Integrity:** The design should be sensitive to the need for integrity.
- Honesty:** The design should be sensitive to the need for honesty.
- Openness:** The design should be sensitive to the need for openness.
- Communication:** The design should be sensitive to the need for communication.
- Collaboration:** The design should be sensitive to the need for collaboration.
- Teamwork:** The design should be sensitive to the need for teamwork.
- Shared responsibility:** The design should be sensitive to the need for shared responsibility.
- Empowerment:** The design should be sensitive to the need for empowerment.
- Ownership:** The design should be sensitive to the need for ownership.
- Control:** The design should be sensitive to the need for control.
- Autonomy:** The design should be sensitive to the need for autonomy.
- Privacy:** The design should be sensitive to the need for privacy.
- Security:** The design should be sensitive to the need for security.
- Stability:** The design should be sensitive to the need for stability.
- Consistency:** The design should be sensitive to the need for consistency.
- Reliability:** The design should be sensitive to the need for reliability.
- Trustworthiness:** The design should be sensitive to the need for trustworthiness.
- Credibility:** The design should be sensitive to the need for credibility.
- Reputation:** The design should be sensitive to the need for reputation.
- Image:** The design should be sensitive to the need for image.
- Brand:** The design should be sensitive to the need for brand.
- Identity:** The design should be sensitive to the need for identity.
- Character:** The design should be sensitive to the need for character.
- Personality:** The design should be sensitive to the need for personality.
- Style:** The design should be sensitive to the need for style.
- Taste:** The design should be sensitive to the need for taste.
- Quality:** The design should be sensitive to the need for quality.
- Excellence:** The design should be sensitive to the need for excellence.
- Perfection:** The design should be sensitive to the need for perfection.
- Harmony:** The design should be sensitive to the need for harmony.
- Balance:** The design should be sensitive to the need for balance.
- Proportion:** The design should be sensitive to the need for proportion.
- Scale:** The design should be sensitive to the need for scale.
- Contrast:** The design should be sensitive to the need for contrast.
- Emphasis:** The design should be sensitive to the need for emphasis.
- Focus:** The design should be sensitive to the need for focus.
- Clarity:** The design should be sensitive to the need for clarity.
- Order:** The design should be sensitive to the need for order.
- Organization:** The design should be sensitive to the need for organization.
- Structure:** The design should be sensitive to the need for structure.
- Form:** The design should be sensitive to the need for form.
- Function:** The design should be sensitive to the need for function.
- Use:** The design should be sensitive to the need for use.
- Activity:** The design should be sensitive to the need for activity.
- Life:** The design should be sensitive to the need for life.
- Energy:** The design should be sensitive to the need for energy.
- Vitality:** The design should be sensitive to the need for vitality.
- Excitement:** The design should be sensitive to the need for excitement.
- Interest:** The design should be sensitive to the need for interest.
- Engagement:** The design should be sensitive to the need for engagement.
- Participation:** The design should be sensitive to the need for participation.
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www.iowaeda.com/downtown-resource-center/networking/

DOWNTOWN DESIGN GUIDE

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GLOSSARY



How can the design guide be utilized in your community?

1. Voluntary/
Advisory
2. Incentive Based
3. Mandatory/
Regulatory

What tools can you use?

- Ordinances
 - Building Condition
 - Minimum Maintenance
 - Nuisance Property
 - Building Use
 - No 1st floor residential
 - Appropriate Zoning
 - Vacant Building Registration
 - Nuisance Abatement
 - Special Assessment
 - Municipal Infraction



Building Use

- Local Zoning
 - No first floor storefront residential
 - No first-floor storage
 - Vacant Building Registration



Vibrancy Amenities

- Populate public spaces with interactive installations to promote “downtown stickability.”
 - Cornhole
 - Giant Jenga
 - Giant Scrabble
 - Miniature Golf
 - Artistic Installations
 - Moveable Tables & Chairs
 - Parklets
 - Etc.



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Top 10 Attributes of SUCCESSFUL Communities

10. Communities are self-reliant
9. Willingness to seek help from the outside
8. Strong presence of traditional institutions
7. Strong belief in and support for education
6. Deliberate transition of power to new leaders
5. Support local businesses
4. Creatively build new economic opportunities
3. Perspiratory approach to community decision making
2. Invest in the future - built to last
1. Evidence of strong community pride and inclusive culture

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Negative people have a problem for every solution.



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Resource Partners

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- Main Street America
- Main Spotlight: The Importance of Place
- Main Street Iowa Design Guidebook
- Project for Public Spaces
- Strongtowns
- AARP Livable Communities
- International Downtown Association
- Smart Growth America
- Colorado Downtown Streets