# B2. Reviving Small Town America

October 19, 2020



## Presentation Topics

1 Defining Community Revitalization

2 Rethinking Community Investment

Defining A Revitalization Approach in Your Community



#### **QUESTION**

Community Revitalization:

In a word (or two) identify what metric you would use to define "successful" community revitalization

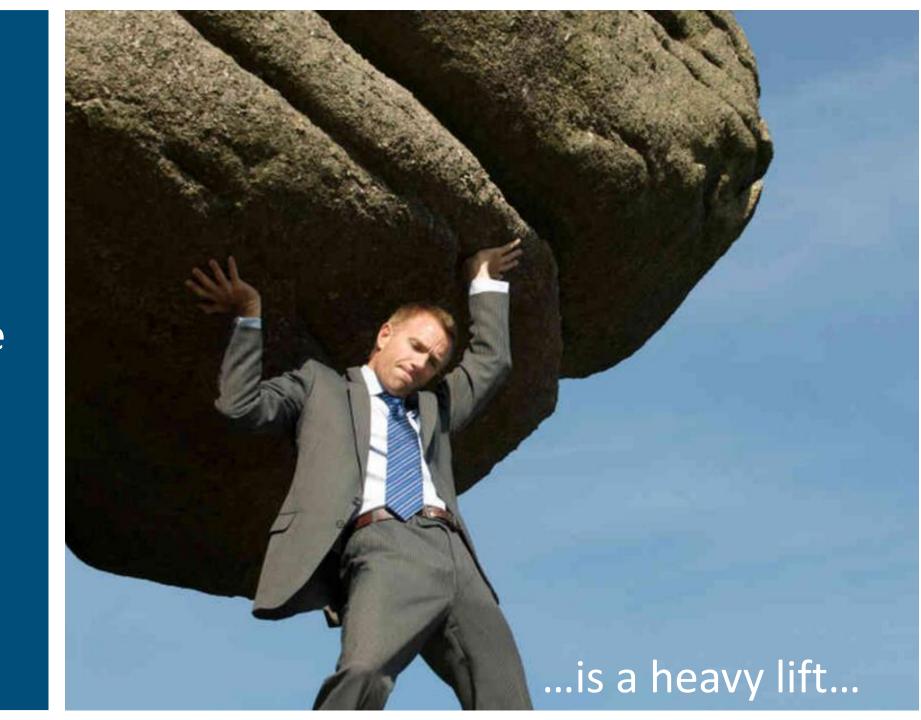
# Traditional Indicators of Success

- 1) Jobs, jobs, jobs
- (2) Expanded tax base
- (3) Mention in Forbes "Top Ten"
- (4) Salary growth



Sustainable Community Revitalization requires us to think beyond traditional economic development activities

Local
Government Role
in Economic
Development



#### Local Government Role in Economic Development

#### A basic framework:

#### **Traditional**

Regulator

Service Provider

#### **Entrepreneurial**

**Deal Maker** 

**Business Recruiter** 

Cheerleader

Local
Government's
Need to Maximize
their Leverage



The use of a small initial investment to gain a very high return in relation to one's investment.

Using "entrepreneurial"
Community
Revitalization
approaches to
maximize investment



**Zoning Updates** 

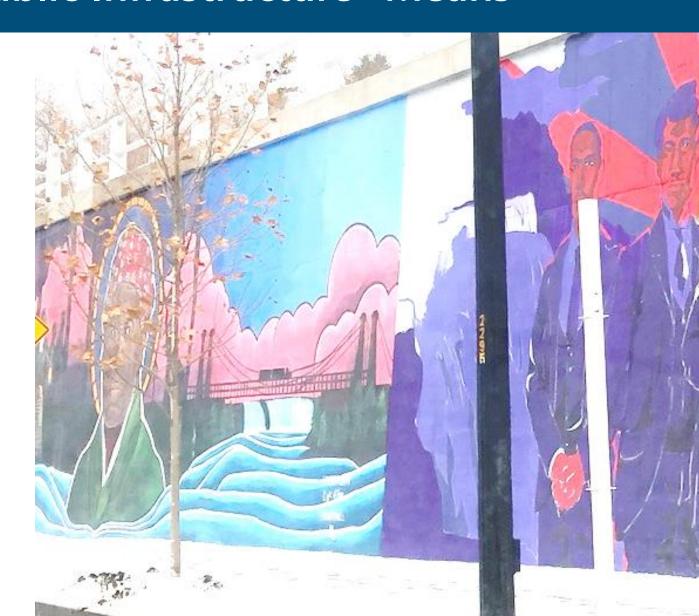
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#### But First Redefine What "Public Infrastructure" Means

#### **NOT JUST STREETS & SIDEWALKS**

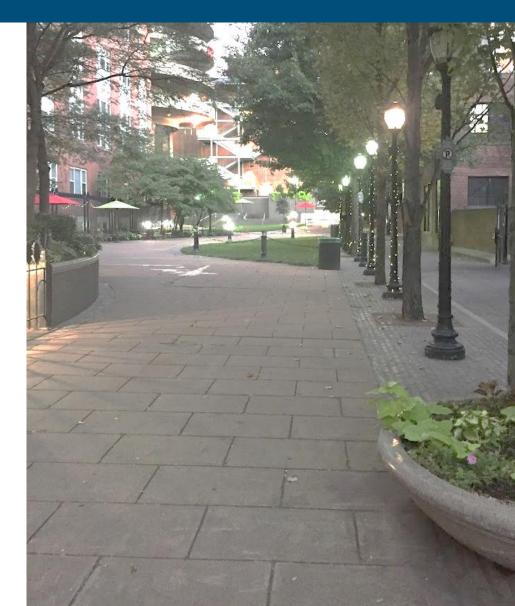
- Public Art
- Streetscape and Alleyway Improvements
- Signage and Wayfinding
- Public Parks, Plazas & Community
   Spaces
- Historic Resources / Structures
- Publicly Owned Sites



#### Streetscape Improvements Impact Bottom Line

### CONTRIBUTES AND CREATES A UNIQUE SENSE OF PLACE AND PROMOTES WALKABILITY

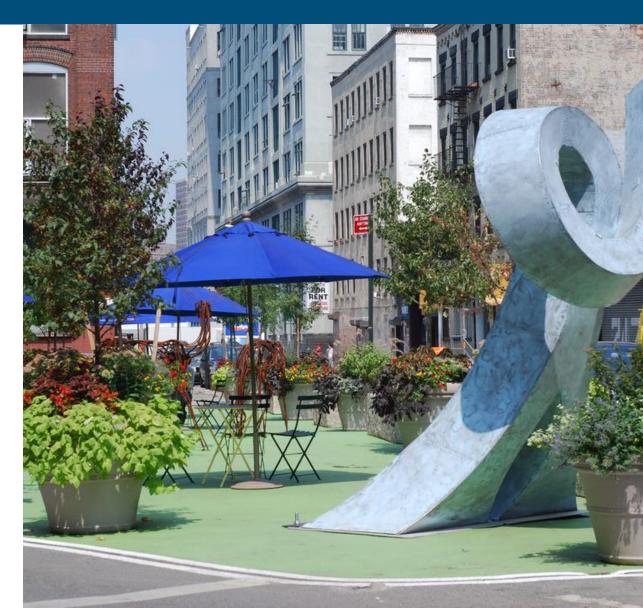
- Extend market trade areas
- Walkability score increase of 1 increases home value of \$500 - \$3,000
- Commercial offices achieve 7% higher lease rates
- Increased commercial rents (\$9.00/SF)
- Increased residential values (between \$4,000 \$34,000)



#### Just as Parks and Public Spaces Enhance Value

### INCREASE PROPERTY VALUES AND COMMUNITY PRIDE

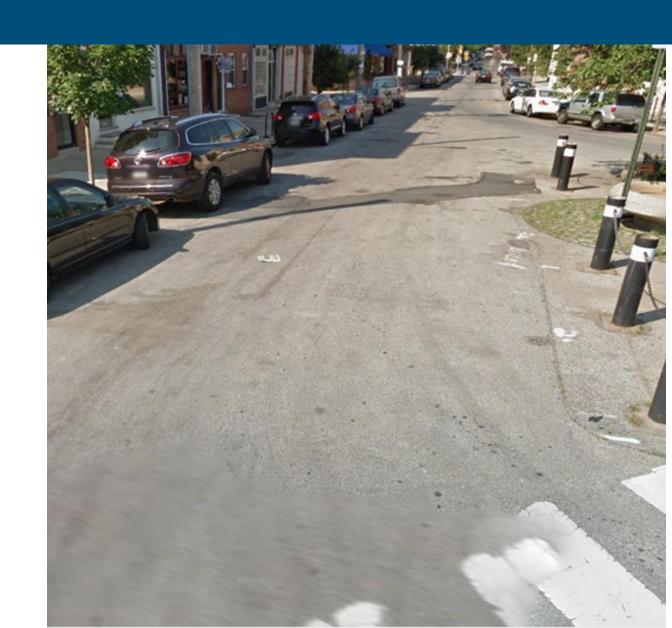
- 5% to 30% increase in property values with direct access to park and open spaces
- Pearl Street Plaza in Brooklyn, NY attributed to 172% increase in sales
- Public Square in Cleveland, OH triggered \$1.2 B in private investment on adjacent properties
- Murals have show to directly increase sales in surrounding businesses, by 5-50%



#### Case Study

## GRAY'S FERRY TRIANGLE | PHILADELPHIA, PA

- Less than 1,500 square feet of a street spur was closed to traffic to create a 'temporary' plaza.
- City of Philadelphia has renewed the 'temporary' permit multiple times, now neighbors don't remember what it looked like before.
- Multiple national/regional retailers have opened for business (Amazon, CVS, WAWA, Heirloom, Starbucks) and local retailers have expanded their presence

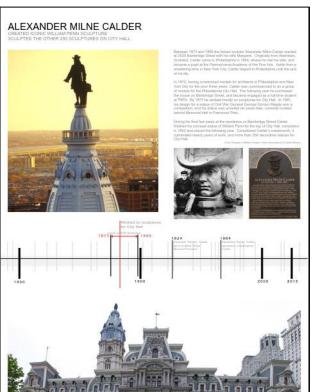


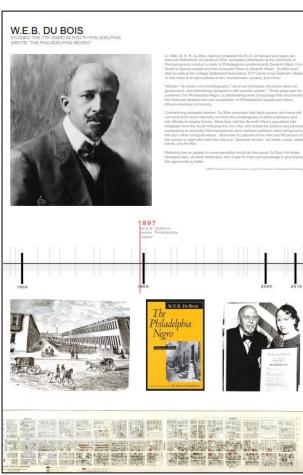


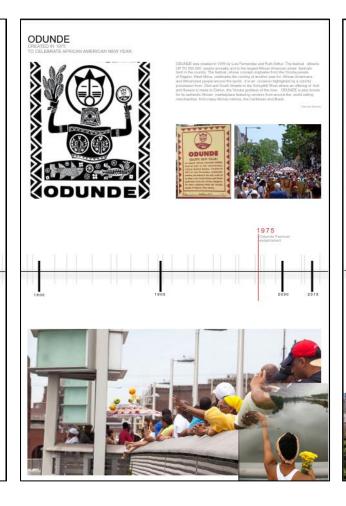


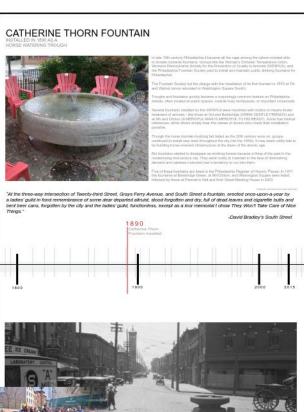








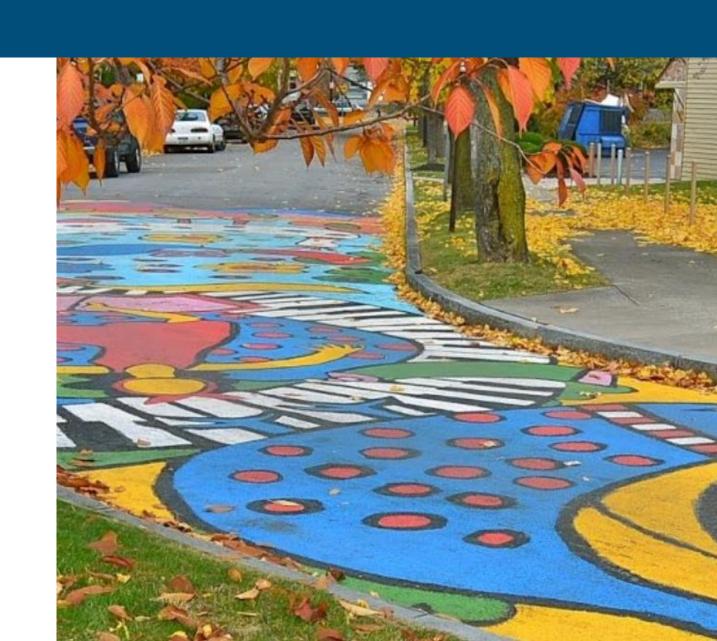




#### Case Study

#### **ARTWALK | ROCHESTER, NY**

- Population: 203,000
- Impacted by loss of major employers - Kodak and XEROX
- Artwalk is an urban art trail connecting public spaces in the Neighborhood of the Arts (NOTA)
- NOTA is a 15 block "neighborhood" just outside downtown





An engaged community of residents, creatives and businesspeople focused on art and culture, community, diversity and walkability, led the neighborhood's revitalization and transformation





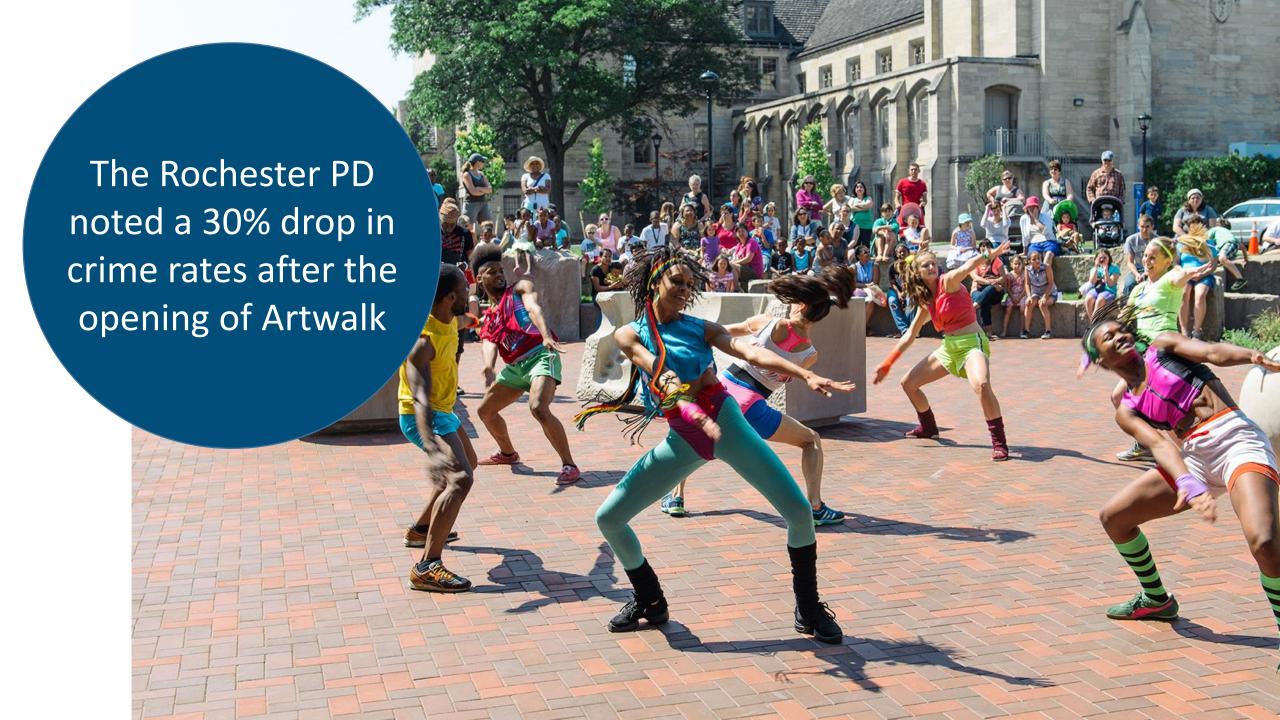
"With the establishment of ARTwalk the neighborhood began a meteoric rebirth"







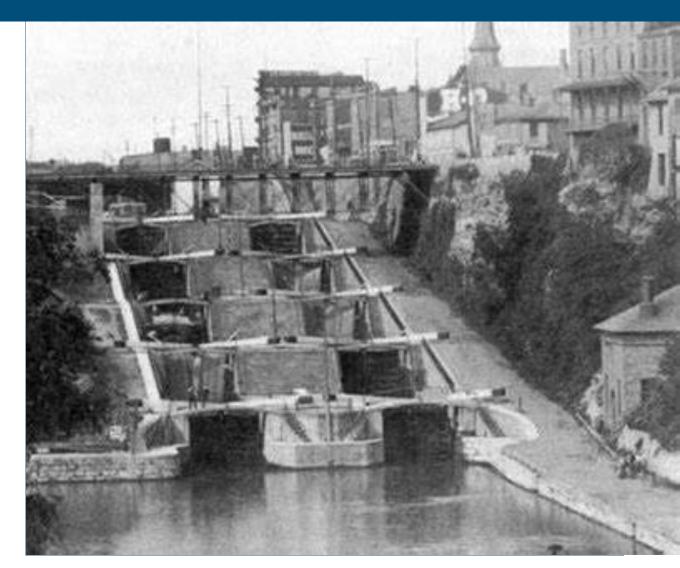




#### Historic Infrastructure as a Tourism Catalyst

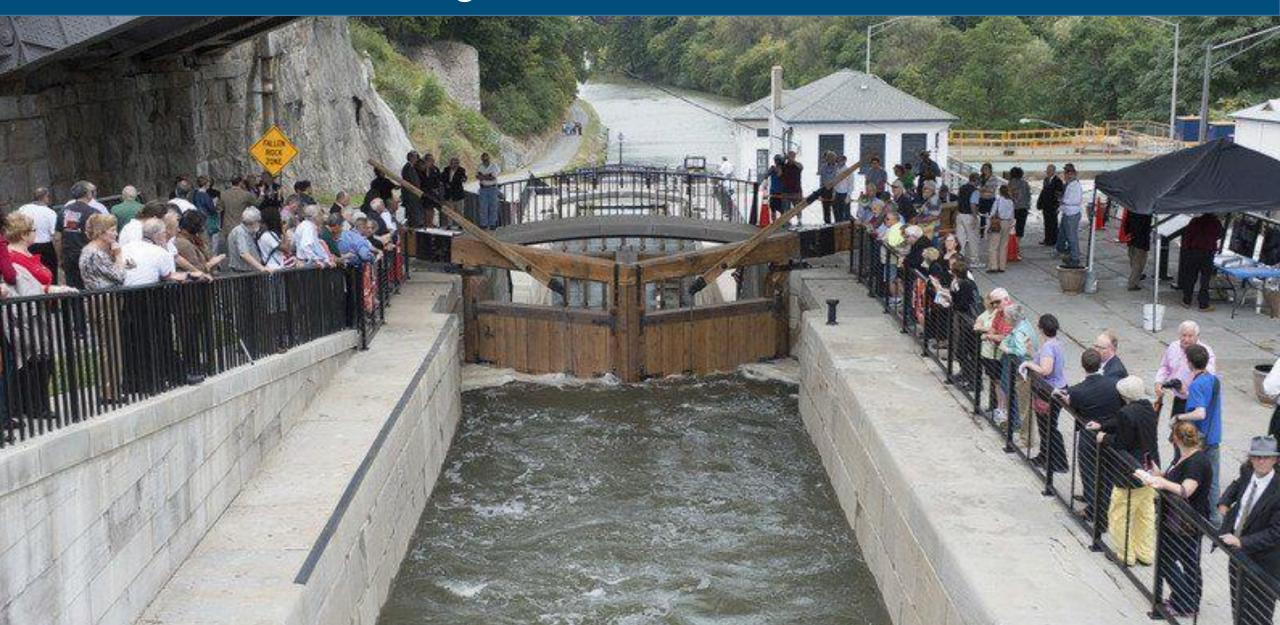
#### LOCKPORT, NY

- Population of 20,000, located approximately 30 miles from Buffalo and 20 miles from Niagara Falls
- Home to one of the most recognized historic resources still in existence on the original Erie Canal route
- Upon its completion in 1825, the double set of five locks was considered to be one of the most significant engineering triumphs of its era





Tens of thousands of new visitors are coming into the City annually, as a result of the Flight of Five infrastructure investment







**37**% New extended stay or day trippers

28% New overnight visitors

20% Non-new day trippers

15% Non-new overnight visitors





#### Case Study

#### POTTSVILLE, PA

- Population 13,465
- Largest City in Schuylkill County
- Yuengling brings in over 70,000 visitors a year
- Completed a Downtown
   Revitalization Plan in 2017/18
- 3 Pathways Approach to Revitalization















#### **ESTABLISH COMMUNITY VISION**

- Transparent, Inclusive Process
- Leverage What You Already Have! *History, People, Sites*
- Build on Momentum and Small Wins





# 2 PLAN FOR REALITY



#### PLAN FOR REALITY

- Understand and celebrate your community's unique assets
- Be reasonable
- Define benchmarks for success
- Review comprehensive plan annually







#### NETWORK AND COLLABORATE

- Think regionally
- Meet/discuss goals with neighboring communities
- Encourage private involvement
- Consider strategic investments for additional paid staff







#### **BRAND AND PROMOTE**

- Identify differentiating qualities and assets
- Create your unique brand
- Develop and implement a marketing plan





city resurgence, from downtown to the waterfront

## 5 FIND FUNDING



#### Funding Tips

- Set Your Strategy & Start Planning Early
- Follow the Rules!
- Be Succinct Focus on the Facts
- Know Your Audience
- Think Outside the Box for Potential Resources
- Leave Time for Review
- Don't Give Up!



#### THANK YOU!

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### Questions?