B2. Reviving Small Town America

October 19, 2020
Presentation Topics

1. Defining Community Revitalization
2. Rethinking Community Investment
3. Defining A Revitalization Approach in Your Community
Community Revitalization

- How do we define Community Revitalization?
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

...is a heavy lift...
Local Government Role in Economic Development

A basic framework:

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<thead>
<tr>
<th>Traditional</th>
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<td>Regulator</td>
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<td>Service Provider</td>
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<th>Entrepreneurial</th>
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<td>Deal Maker</td>
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<td>Business Recruiter</td>
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<td>Cheerleader</td>
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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
Rethinking Investment Priorities

• Investing in **Public Infrastructure** as the foundation of Community Revitalization
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%
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.
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
In the 1990’s former industrial buildings could be purchased for as little as $1/SF
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”
Housing prices jumped 61% in a 6-year period following Artwalk completion.
Public realm enhancements spurred major new investments
The Rochester PD noted a 30% drop in crime rates after the opening of Artwalk.
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
The City recognized what a unique opportunity they had to stimulate revitalization and investment...
Tens of thousands of new visitors are coming into the City annually, as a result of the Flight of Five infrastructure investment.
An additional $600k of tax revenue is anticipated based on new investment associated with FOF.
65% new visitors

230,000 projected annual visitors

37% New extended stay or day trippers
28% New overnight visitors
20% Non-new day trippers
15% Non-new overnight visitors

POTENTIAL

Progress
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
Pathway #1 - TOURISM
Pathway #2 - ARTS AND ENTERTAINMENT
Pathway #3 - DOWNTOWN LIVING
Buildings as a part of the downtown infrastructure
Defining A Revitalization Approach in Your Community

- Establish Your Vision
- Plan for Reality
- Network and Collaborate
- Brand and Promote
- Find Funding
ESTABLISH YOUR COMMUNITY’S VISION
ESTABLISH COMMUNITY VISION

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

• Understand and celebrate your community’s unique assets

• Be reasonable

• Define benchmarks for success

• Review comprehensive plan annually
3
NETWORK AND COLLABORATE
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• Think regionally
• Meet/discuss goals with neighboring communities
• Encourage private involvement
• Consider strategic investments for additional paid staff
BRAND AND
PROMOTE
BRAND AND PROMOTE

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

North Tonawanda momentum

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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