



Investing in Downtown Redevelopment + People

2024 APA PA Annual Conference

October 15, 2024

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Introductions



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Drew Whiting

CEO, Erie Downtown Development Corporation (EDDC)

Erie State Street, LLC

Christian Siembieda

Owner, Erie State Street, LLC

Planning as a Catalyst for Investment

2016

The City's
Comprehensive Plan,
Erie Refocused, is
completed.

ERIE REFOCUSED

City of Erie, Pennsylvania
Comprehensive Plan and Community
Decision-Making Guide

MARCH 2016



2017

EDDC is formed
Downtown Erie is undergoing massive
transformational change. **Visionary
business, philanthropic and
community leaders formed the EDDC
in 2017, to transform the city of Erie's
downtown core and spark
revitalization across the region.**



2023

1001 State Purchased
by OZ Operator



Planning as a Catalyst for Investment

EDDC

\$113M

Total Investment

8

*Historic Properties
Restored*

25

New Businesses

1001 State St

\$48.5M

Total Investment

\$185.9M

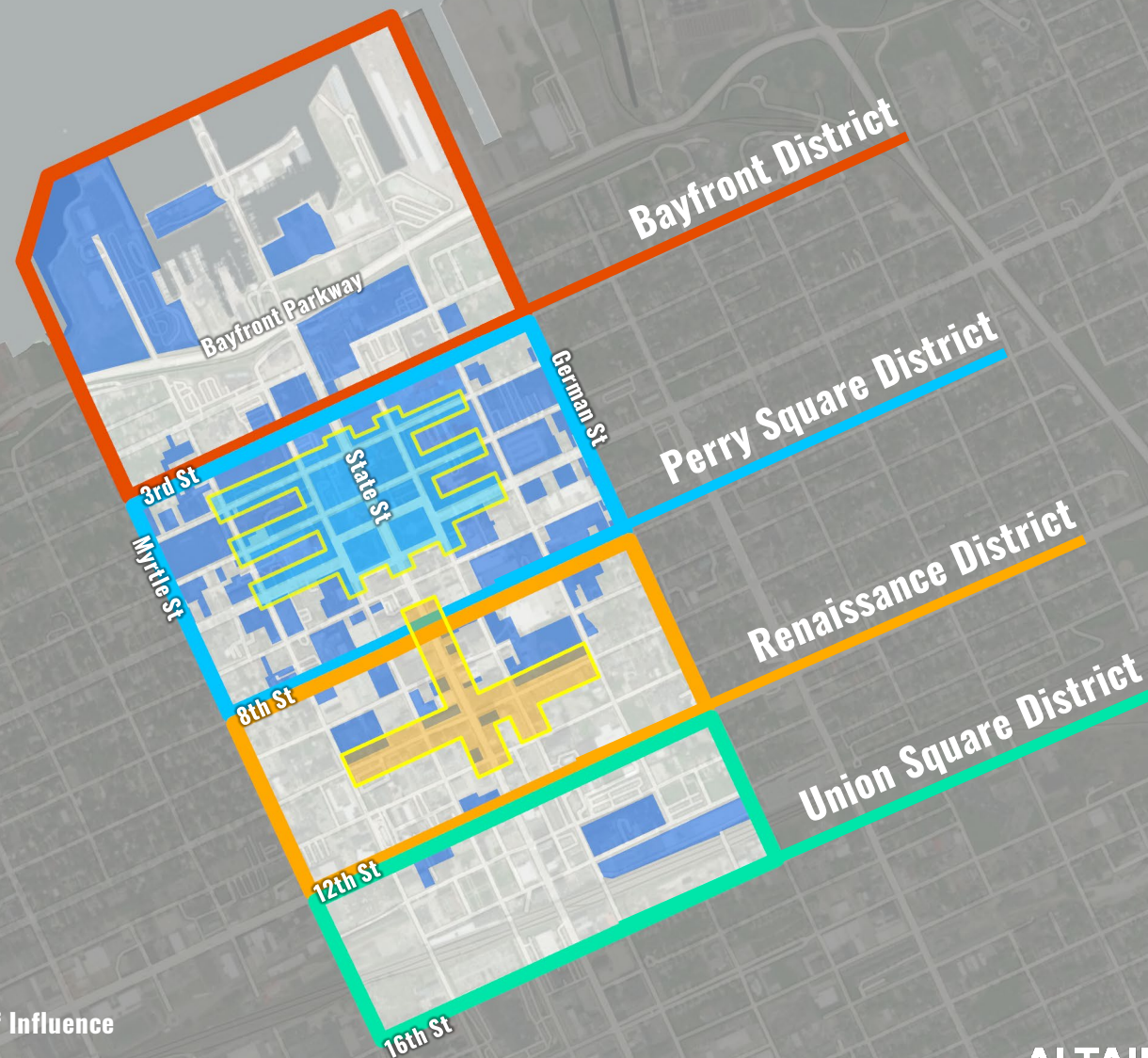
5-Year Economic Impact





Market Momentum

In the last five years, there has been **\$706.2M** of targeted investment activity in Erie's Central Business District (CBD). In the Erie downtown, the majority of investment occurs North of 10th Street, and the area surrounding 1001 State lacks the same institutional commitment present in the Bayfront and Perry Square Districts. The Renaissance Center is a key anchor investment for the City's Mid-Town.



 Institutional Investment  EDDC Zone of Influence  1001 State Zone of Influence

A Comprehensive Approach to Redevelopment



Flagship City Food Hall



Erie City Mission

- Support for Small and Diverse Businesses
- Contracting and Vending Opportunities for Local, Small and Diverse Businesses
- Workforce Development Opportunities
- Partnership with the City Mission



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The Opportunity for Planners

The Planner's Traditional Toolbox

1. **Comprehensive Planning:**
Engage Private Sector Leadership in Comprehensive Planning > Buy-In (literally) for implementation
2. **Land Development Levers:**
Use the Land Development Process to Attract Investment, not discourage it.
 - Proactive and Consistent Code Enforcement
 - Addressing Vacancy and Nuisances
3. **Public Realm and Public Safety**
 - Focus Public Realm Improvements and Services to Match Private Investment
 - Focus Public Safety Efforts to Create a Safe and Welcoming Environment



The Opportunity for Planners

Bolstering Your Toolbox to Attract Investment

1. Encourage "Comprehensive" Redevelopment Strategies:

A Planner can articulate how developers can contribute to growth beyond the built environment (Ex. Workforce, Transportation, Employment, etc.).

What should your municipality be incentivizing?

2. Fill your Toolbox with Development Finance Tools:

Catalyzing Growth requires creative finance tools...A Big Box of Crayons and every project needs a different color (or multiple colors).

- Examples include: LERTA, TIF, C-PACE, NMTC, HPTC, Low-Interest / Interest Only Loans, Grants

What's missing in your toolbox?

Rendering of 1001 State