

Bringing Back Main Street

Maximizing the Value of Existing Assets

Sue Darcy

About Marsh Darcy Partners

*Land Planning
Site Planning*



*Municipal and
Land Use Planning*



*Economic
Development*



Challenges of Downtown Revitalization

- ❖ Functional Obsolescence of Site and Structures
- ❖ Economic Obsolescence
- ❖ Code Compliance Deficiencies
- ❖ Utility Capacity Limits
- ❖ Environmental Contamination
- ❖ Fragmented Ownership
- ❖ Absentee Owners
- ❖ Obsolete Access
- ❖ Street Configuration
- ❖ General Lack of Visual Appeal

Developing Revitalization Strategies



*This is where it
usually falls
apart!*

What's A City To Do?

Understanding your powers and assets

Focusing On What You Control

Cities Control	Cities Don't Control	Cities Can Influence
<p><i>Regulatory Environment</i></p> <ul style="list-style-type: none"> • Zoning – Land Uses, Form Based, Overlay Districts • Platting, Lot Size, Setbacks • Right of Way Widths • Access Management • Roadway Alignments • Parking • Sidewalk Widths • Public Realm <ul style="list-style-type: none"> • Lighting • Landscaping • Signage • Public Art • Public Parks • City Buildings • Health & Safety Code Compliance • Tax Rates, Budgets 	<p><i>Private Sector Activity</i></p> <ul style="list-style-type: none"> • Ownership • Parcel Size • Third Party Transactions • Building Architectural Appeal • Edge Conditions in Abutting Cities • “The Market” <ul style="list-style-type: none"> • Competition • Demographics • Demand • Risk Assessment <p><i>Other Governmental Activity</i></p> <ul style="list-style-type: none"> • TXDOT • FEMA • GLO • Corps of Engineers 	<p><i>Via Economic Development</i></p> <ul style="list-style-type: none"> • Visual Aesthetics • Urban Design • Enhancements to and programming of Public Realm • Branding and Marketing • Infrastructure Upgrades • Commercial Renovations • Range of Housing • Risk Mitigation • Land Acquisition / Land Swaps • Interest and Support of Commercial Property Owners • Resident Support

Investing in Things You Control

Case Studies:

Using What You Have To Get What You Want

Three Pronged Approach

- ✓ **Leading**

Funding and programming public realm improvements

- ✓ **Compelling**

Making sure your regulatory code supports and requires the private sector response you want

- ✓ **Enticing**

Using economic development tools in partnership with private development to achieve the results you want

Leading: Lake Jackson Downtown Revitalization

Overview:

- Lake Jackson developed in mid-20th Century as a "master planned community" with then cutting-edge suburban design by Alden B. Dow
- Assets: broad rights-of-way with plentiful parking areas, historic in its unique design and character, beautiful trees, city facilities located downtown, mid-century buildings still commercially viable
- By 1980's community growth and changing retail demands resulted in big box, fast food, and mall developments outside of downtown



Lake Jackson Approach: Invest In Public Realm

Actions Taken:

- ✓ Commission a Downtown Masterplan in 2001
- ✓ City, over 15 years, uses \$8.5 million in EDC funds for phases I and II, and bonds \$10 million
- ✓ Build new public facilities in Downtown environs

Outcomes:

- ✓ During Comprehensive Plan process in 2015, public comments indicate great support for completing Downtown improvements; bond referendum approved in May 2016 for \$10 million to complete Masterplan improvements
- ✓ Investment in Downtown enticed HEB to relocate their largest type store in Downtown



Compelling: Dickinson Historic Overlay District

Overview:

- City and DEDC want to promote a visually unique and family friendly commercial area around SH 3 and FM 517
- In 2010, City staff researches options and recommends developing a set of design standards that would overtime "create" a historic look to the area including being more walkable
- Area has no distinctive features, with a mixture of land uses with structures in varying states of maintenance
- But, new City Hall raised the architectural standards of the area, giving credence to concept of historic revitalization as a theme



Dickinson Approach: Amend Zoning Ordinance

Actions Taken:

- ✓ City chooses guidelines to support the look and feel to the late 19th and early 20th century historic main street facades / architecture
- ✓ Additional regulations to manage vehicular access, encourage pedestrian and bicycle circulation, enhance the corridor's character with period streetlights, accent plantings, and limited front-yard fencing
- ✓ Overlay is sub-divided into 3 sub-districts to recognize the mix of land uses in the area

Outcomes:

In the past year, 3 buildings have complied with the standards.



Enticing: Nassau Bay Commercial Area Redevelopment

Overview

- City developed in 1960's as a master planned community
- By 1990's retail/commercial areas had become tired and dated, functionally obsolete office buildings were vacant, deteriorating apartments located on prime waterfront, absentee owners were unmotivated to sell
- Assets: Prime location across from NASA JSC, City commercial area included broad streets, city hall with police and fire station, residential area remained an attractive and strong market



Nassau Bay Approach: Public Private Partnership

Actions Taken

- ✓ City begins beautification of NASA 1 esplanades in late 1990's
- ✓ The City re-writes its zoning ordinance in 2001
- ✓ City engages in master plan process in 2004
- ✓ City determines incentives policy in 2005
- ✓ City creates MD and TIRZ 2007
- ✓ When 28 acres in commercial core came on the market in 2008 City reached out to purchaser and offered to partner on the redevelopment with city-owned land

Outcomes

- ✓ Nassau Bay Town Square, including new City Hall



3 More P's

Identifying Other Community Assets

Power of People - Friendswood

- ❖ City had a Downtown Masterplan done in 2001
- ❖ A Single Spark: A single businessman/property owner Brett Banfield forms Friends of Downtown Friendswood Association in 2015
- ❖ Mission: To make the Downtown area a priority for economic development with City Council
- ❖ Vision: For families, but more than shopping, also recreation, a local destination
- ❖ Current membership in FDFA is more than 500, businesses, property owners, and residents
- ❖ In 2016, 4B sales tax voted by over 65% after 4 previous sales tax losses. 1/8 cent dedicated to Downtown
- ❖ Ongoing: Texas Fest- all day event celebrating Texas Independence 3,000 attended first one, expect 5,000 next one. Now FDFA is sponsoring the development of a major downtown destination attraction that will be privately funded and maintained

Power of Programming - East End Management District

- ❖ Arts and Craft Festivals
- ❖ Food Truck Events
- ❖ Beautification Volunteer Days
- ❖ Parades
- ❖ Community Picnics
- ❖ Fun Day in the Park
- ❖ Street Market Garage Sale
- ❖ Farmers Market
- ❖ Music Festivals / Concerts
- ❖ Bike, Walk, Fun Run Events



Power of Perseverance: All of the Above Cities

- ❖ Revitalization usually doesn't happen overnight, it takes years
- ❖ There are very, very few "silver bullets"
- ❖ Be prepared to capture opportunities: "Luck is preparation meeting opportunity"
- ❖ Small steps can, and sometimes do, create a "snowball" effect
- ❖ Invest in what you can control

Q&A

Thank you for having me!

Sue Darcy

**LET'S PUT
OUR CITIES
ON THE MAP**

with **Google**



WHEN WE HELP
OUR LOCAL BUSINESSES
SUCCEED ON THE WEB,
WE MAKE
OUR COMMUNITIES
STRONGER



4 IN 5

CONSUMERS

USE SEARCH ENGINES TO

FIND LOCAL INFORMATION

SOURCE: GOOGLE PLACES PRESS RELEASE

LET'S PUT
OUR CITIES
ON THE MAP

with Google



BUSINESSES WITH
COMPLETE
LISTINGS ARE
2X AS LIKELY
TO BE CONSIDERED
REPUTABLE

SOURCE: GOOGLE/DEXERA, THE BENEFITS OF COMPLETE BUSINESS LISTINGS, DECEMBER 2014

LET'S PUT
OUR CITIES
ON THE MAP

with Google



**CONSUMERS ARE
38% MORE
LIKELY TO VISIT
BUSINESSES WITH
COMPLETE LISTINGS**

SOURCE: #SOS MORI, IMPACT OF SEARCH LISTINGS FOR LOCAL BUSINESSES, AUGUST 2014

**LET'S PUT
OUR CITIES
ON THE MAP**

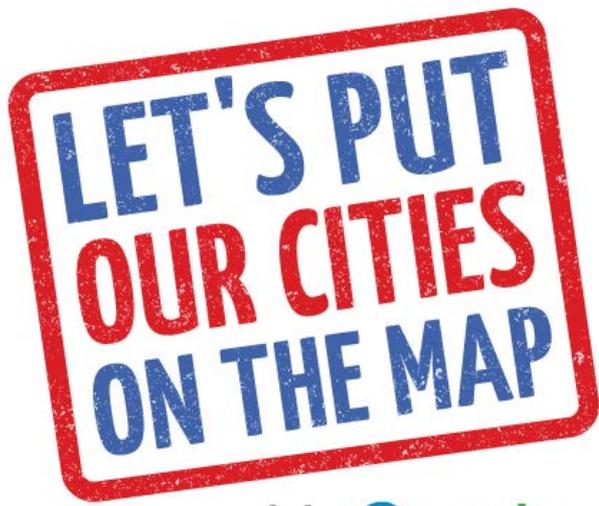
with Google



**ONLY 37%
OF BUSINESSES
HAVE CLAIMED A
LOCAL BUSINESS LISTING**

SOURCE: GOOGLE/OXERA, THE BENEFITS OF COMPLETE BUSINESS LISTINGS, DECEMBER 2014

**LET'S PUT
OUR CITIES
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with Google



with **Google**

COMMUNITY

We all want to achieve the same goals, so we're working together to celebrate success within our cities.

COLLABORATION

Sharing information fuels success, so we're building a network of collaborators dedicated to getting local businesses online.

INSPIRATION

By motivating and supporting each other every day, we'll uncover insights that every city can learn from.



with Google

<https://www.gybo.com/partners>

WE OUR PARTNERS

BusinessAdvising.org • U.S. Small Business Administration • Association of Women's Business Centers • Small Business Majority • American Chamber of Commerce Executives (ACCE) • America's SBDC • StartLogic • Western Association of Chamber Executives (WACE) • National Chamber Program • Local Business Revolution • The Marine Corps Reserve Association • The SCORE Foundation • Riess Group • Texas SBDC State Office • James Goulden • Texas European Chamber of Commerce • BizTraffic, LLC. • Northwest Texas SBDC State Office • Northeast Texas SBDC • The Ad Farm • RevLocal • WBEA Houston Women's Business Center • Helpful PPC Tips • Bradford SEO • Leadhub • Hyperlinks Media, LLC. • Optymizer • Houston Center SBDC • TopSpot Internet Marketing • James Goulden • OpticTour • Softway Solutions • TechFiniti • Houston West Chamber of Commerce • Houston Marketing Solutions • White Hat Ops • Houston 360 Photo • REbranding360 • Dee Zunker Photography • Vessels Interceding Sowing Into Our Nation • Carstens 360 • Nigerian-American Multicultural Council • Best Photos by Far • Mansfield Marketing • Signet Interactive • MMI Agency • Hill Digital • Forthea Interactive • Adhere Creative • Concierge Creative • Houston-Galveston Area Council • Citywide SEO • SCORE Houston • 360 Photo, Inc. - Fort Wayne, IN • Digital4Startups, Inc. • Z NET • The Mecham Company • Outer Banks Media

Google wants to help every business in your community get found on the web.

It's easy and free.

Google Search:

Dandelion Chocolate
258 followers on Google+

[Directions](#) [Write a review](#) [Follow](#)

Address: 740 Valencia St, San Francisco, CA 94110
Phone: (415) 349-0942
Prices: \$\$\$\$
Hours: Open today · 10:00 am – 9:00 pm
Menu: dandelionchocolate.com

Reviews
4.7 ★★★★★ 63 Google reviews

Small-batch chocolatier offering handmade candy bars & brownies, cocoa beans & educational classes. - Google

 "Excellent **dark chocolate** and drinking chocolates roasted and prepared on site." 2 reviewers

 "Fantastic **little chocolate shop** with great local vibe."

**LET'S PUT
YOUR CITY
ON THE MAP**

with Google

HERE'S HOW . . .

STEP ONE:

BECOME AN OFFICIAL CITY PARTNER

As an Official City Partner, you'll help local businesses connect to more customers by **sharing free resources** and **hosting workshops** using Google materials.

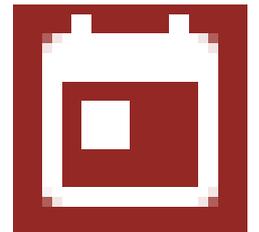
- Get 1:1 support from a team of Google experts
- Collaborate with other partners by joining the free Google+ community



STEP TWO:

GET TO KNOW THE PROGRAM

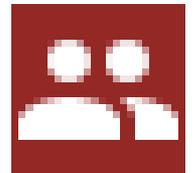
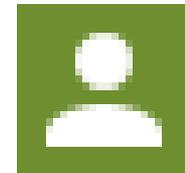
- Download a **digital kit** containing a ton of materials to help you build the program into your work with local businesses.
- **Promotional materials** to spread the word about the program using both traditional and social media platforms



STEP THREE:

HOST WORKSHOPS TO HELP GET BUSINESSES ON THE MAP

- Check how their business shows up on Google
- Verify their business
- Manage their business information
- Keep their information up to date
- Build websites



DOES IT WORK?



**LET'S PUT
OUR CITIES
ON THE MAP**

with **Google**

**HELP A LOCAL BUSINESS GET
ONLINE AT GYBO.COM**

CONNECTED BUSINESSES • STRONG LOCAL ECONOMIES • VIBRANT COMMUNITIES

QUESTIONS?

Visit gybo.com/partners to learn more about joining this exciting program. (Psst ... official partners get tons of free stuff and support from Google.)

Two of the eight-member team:

Stephanie Cislo, Partner Activation Manager
Channon Cummings, Community Manager

