



DOWNTOWN DAYTON
SPECIAL
IMPROVEMENT
DISTRICT

2022 SID ANNUAL MEETING

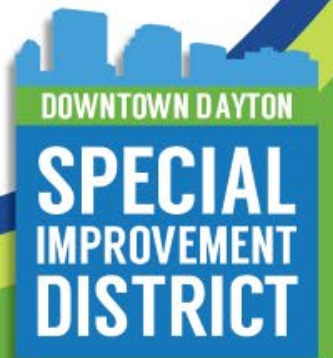




2022

PROGRESS REPORT

A PLACE TO INVEST



CONTINUED PROGRESS

Greater Downtown



**PUBLIC & PRIVATE
INVESTMENTS SINCE 2010**
\$2.18 BILLION COMPLETED
\$848 MILLION IN THE PIPELINE

\$3.03 BILLION TOTAL

Downtown Core

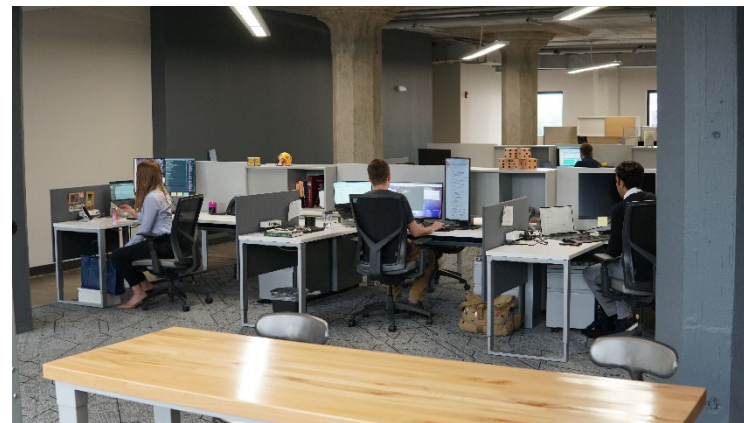


\$628 MILLION COMPLETED
\$330 MILLION IN THE PIPELINE

\$958 MILLION TOTAL

Windsor Companies

- 200+ apartments
- 100,000+ SF of new office space
- 30,000 + SF of first floor space
- More than \$100M invested (completed and in pipeline)



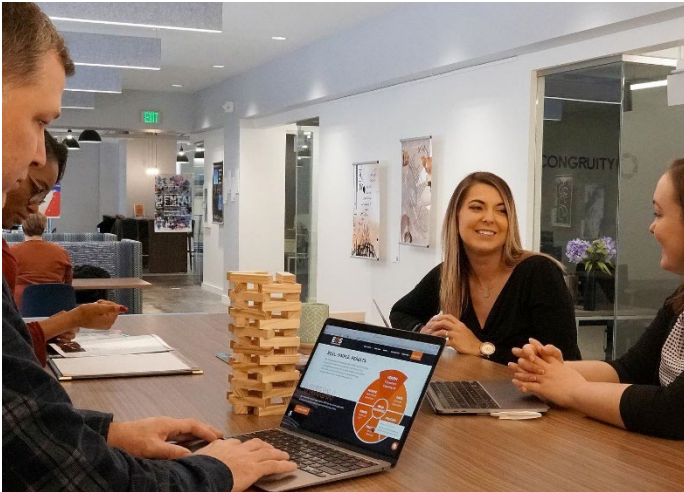
Crawford Hoying / Woodard Development

- 889 apartments
(335 of those in pipeline)
- 360,000+ SF of new office space
- Fairfield Inn & Suites &
AC Hotel by Marriott



Cross Street Partners / Model Group / McCormack Baron Salazar

CONTINUED PROGRESS



- Hub at the Dayton Arcade (95,000 SF)
- 110 apartments
- More than \$96M in development in first phase
- Hilton Garden Inn hotel
- Phase II construction underway (\$32M)



Dayton Convention Center



CONTINUED PROGRESS

New Hotels



Hotel Ardent



AC Hotel by Marriot



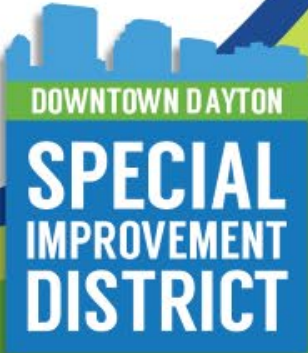
Hard Rock Hotel

Hilton Garden Inn at The Arcade



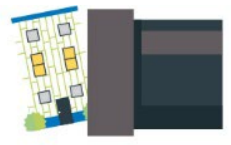
THE
ARCADE
HISTORY MADE HERE

A PLACE TO LIVE



DOWNTOWN DAYTON
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545 DOWNTOWN
HOUSING UNITS
IN THE PIPELINE



374

OF THOSE ARE
CURRENTLY UNDER
CONSTRUCTION

1,837
MARKET RATE UNITS
IN THE
DOWNTOWN CORE



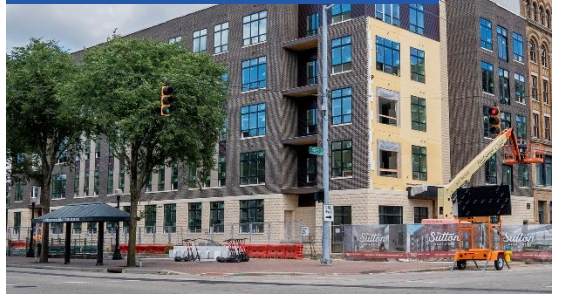
DOWNTOWN HOUSING

80%
GROWTH
IN DOWNTOWN
HOUSING SINCE 2010

The Monument (125 units)



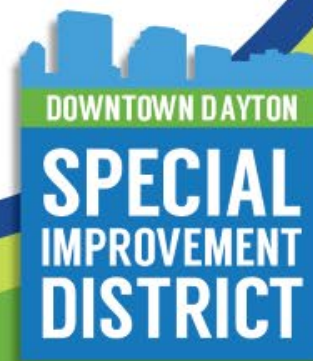
The Sutton (71 units)



The 503 (153 units)



A PLACE TO LEARN



Sinclair College



The Hub at The Dayton Arcade

Dayton Early College Academy



Chaminade Julienne

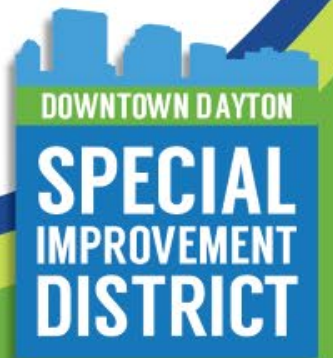


Riverscape Career Tech High School

The Greater Dayton School



A PLACE TO DO BUSINESS



DOWNTOWN DAYTON

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BUSINESS GROWTH



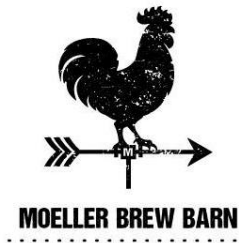
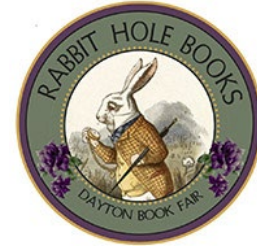
35 NEW
BUSINESSES IN 2022

24 First Floor Businesses

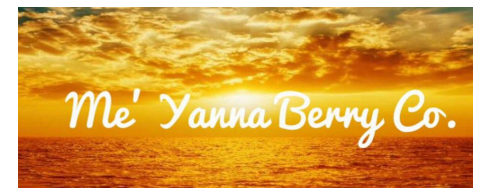
18 Woman-
or Minority-owned



Gulzar's
Indian Cuisine



Secret Beauty
SPECIALIZING IN KENTUCKY DUBBY
Hats



DOWNTOWN DAYTON
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BUSINESS GROWTH

**MORE RECENT
NEW BUSINESSES DOWNTOWN**





BUSINESS GROWTH

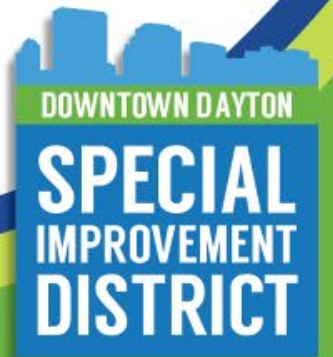


Retail Lab "By the Numbers"

- **43:** Number of businesses participating
- **40:** Women- and/or minority-owned businesses
- **27:** Black-owned businesses
- **24:** businesses that were new to downtown or have located downtown since participating in the program
- **\$25,000:** Fifth Third Bank invested in Black-owned businesses
- **\$115,775:** Leveraged in grants for workshops and services



**A PLACE
TO HAVE FUN**



DOWNTOWN DAYTON
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WE'RE BACK!

DOWNTOWN EVENTS



DOWNTOWN DAYTON


SPECIAL
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DISTRICT



THE HOLIDAYS DOWNTOWN

aes Ohio

DAYTON



HOLIDAY
FESTIVAL

*A family tradition
for 50 years!*

**Friday,
November 25**
Courthouse Square, 4-9pm

**All
free!**



The Grande Illumination
live tree lighting



Or, **watch live** on WHIO-TV
starting at 7:30pm



Dayton Children's Parade
spectacular in lights



The fun continues through December with
Family Fun Days
and other holiday activities downtown
presented by AES Ohio



DOWNTOWN PLACEMAKING

DORA EXPANSION



DOWNTOWN DAYTON

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DOWNTOWN PLACEMAKING





CYNTHIA BOWEN, FAICP

PARTNER, PLANNER

RUNDELL ERNSTBERGER ASSOCIATES

An aerial night-time photograph of a vibrant city square. The square is surrounded by modern, multi-story buildings with illuminated windows. In the center, there is a green park area with a large, glowing fountain. A tram is visible on a street crossing the square. The scene is lit up with city lights, creating a lively atmosphere.

What makes a great space?







WHAT WE DO

We're landscape architects, urban designers, and planners committed to enriching communities through connection and shared experience. We are stewards of your vision and advocates for your story. We empower you to imagine the future of your community through a common vision, carried out with collaboration, creativity, and technical craftsmanship.

We think, we create, and we do because we believe that through extraordinary work and superior technical follow through, we will make our world a better place.

Why are public spaces evolving?

Why are public spaces evolving?

Never in our lifetimes have converging demographic trends favored downtowns like they do today:

- America's population growing more diverse, as well as younger & older
- increasingly connected & competitive world
- resource-intensive lifestyles not sustainable
- innovation & investment more reliant on regional initiative
- planning for economic diversity emerging as a priority - Social Equity



Why are public spaces evolving?

If your home is located within a walkable area, the value will likely go up by \$81.54 per square foot.

(CityLab “Why We Pay More For Walkable Neighborhoods.”)



What did we learn about public spaces during the pandemic?

- COVID-19 expanded public spaces, widened sidewalks, and increased active transportation options
- It was the safest way to get physical activity, social activity at a distance, access essential needs, and safely get outdoors
- But what was also noticeable was that our public spaces were not equitably accessible – not spread out throughout our communities



What did we learn about public spaces during the pandemic?

- Cities pivoted – public spaces once filled with cars were instantly filled with restaurants, pop-up businesses, people walking, biking, skating, or scootering along public rights-of-ways, just about anywhere.

Nothing was off limits.



What did we learn about public spaces during the pandemic?

- But not all people could enjoy these same interventions!
- People with disabilities, frontline workers outside the 9-to-5 jobs, households with lower incomes were left out.
- The pandemic put a mega spotlight on challenges we planners and designers knew we already had.



What makes a great space?



Goals:

- Sense of pride – “front door to the City” & “Your downtown backyard.”
- Provide things to do
 - People watching opportunities
 - Interactive water feature
 - Large event space
 - Flex space
- Softer/More visible
 - Safe
- Connected to the rest of the City

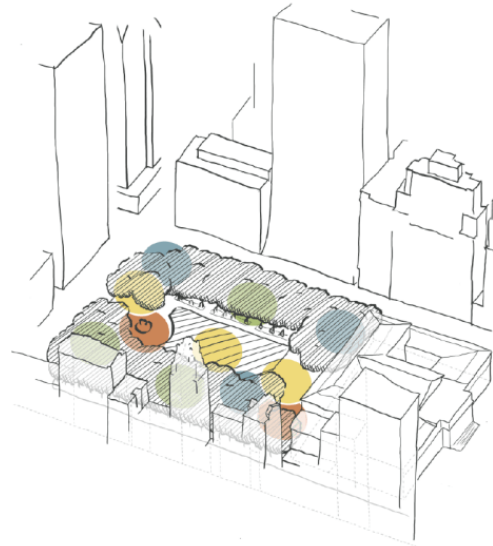
POWER OF 10+

HOW CITIES TRANSFORM THROUGH PLACEMAKING



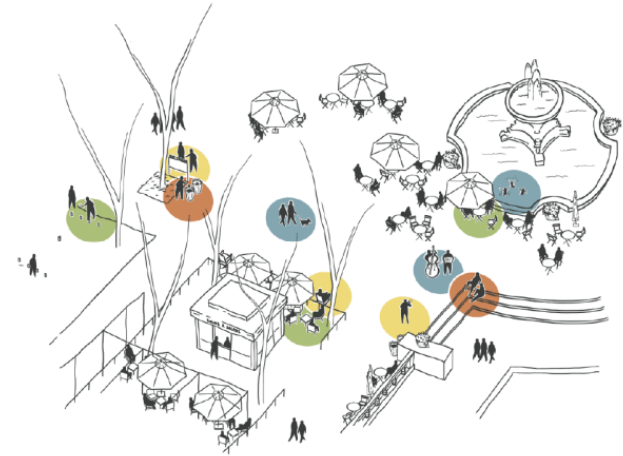
City/Region

10+ MAJOR DESTINATIONS



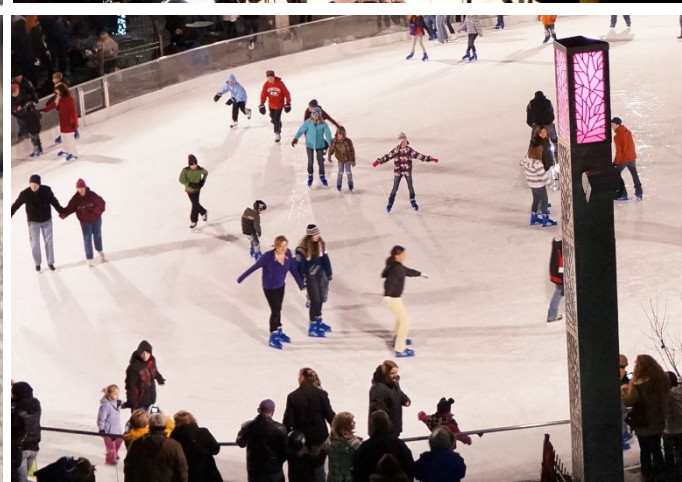
Destination

10+ PLACES IN EACH



Place

10+ THINGS TO DO,
LAYERED TO CREATE SYNERGY



USES AND ACTIVITIES

Provide Space for programming and activities.

Flexible space that can accommodate multiple activities to attract and retain visitors.

Create spaces that support informal interaction and diverse, simultaneous uses.



COMFORT AND IMAGE

Create welcoming, visually articulated entrances to public space.

Illumination tailored to the needs of pedestrians and that creates a vibrant nighttime setting.

Provide multiple, easily accessible seating options – shared, movable, fixed.

Design for local climate and resilience.



ACCESS AND LINKAGES

Encourage Walkability by prioritizing pedestrian needs – sidewalk amenities, traffic calming, visual interest and actives.

Provide safe, connected bicycle facilities

Ensure spaces are accessible and visible from a distance and up close.



SOCIABILITY

Provide opportunities for interaction – meet friends, interact with strangers, connect with community and local culture.

Celebrate community identity through programming, events, local food.

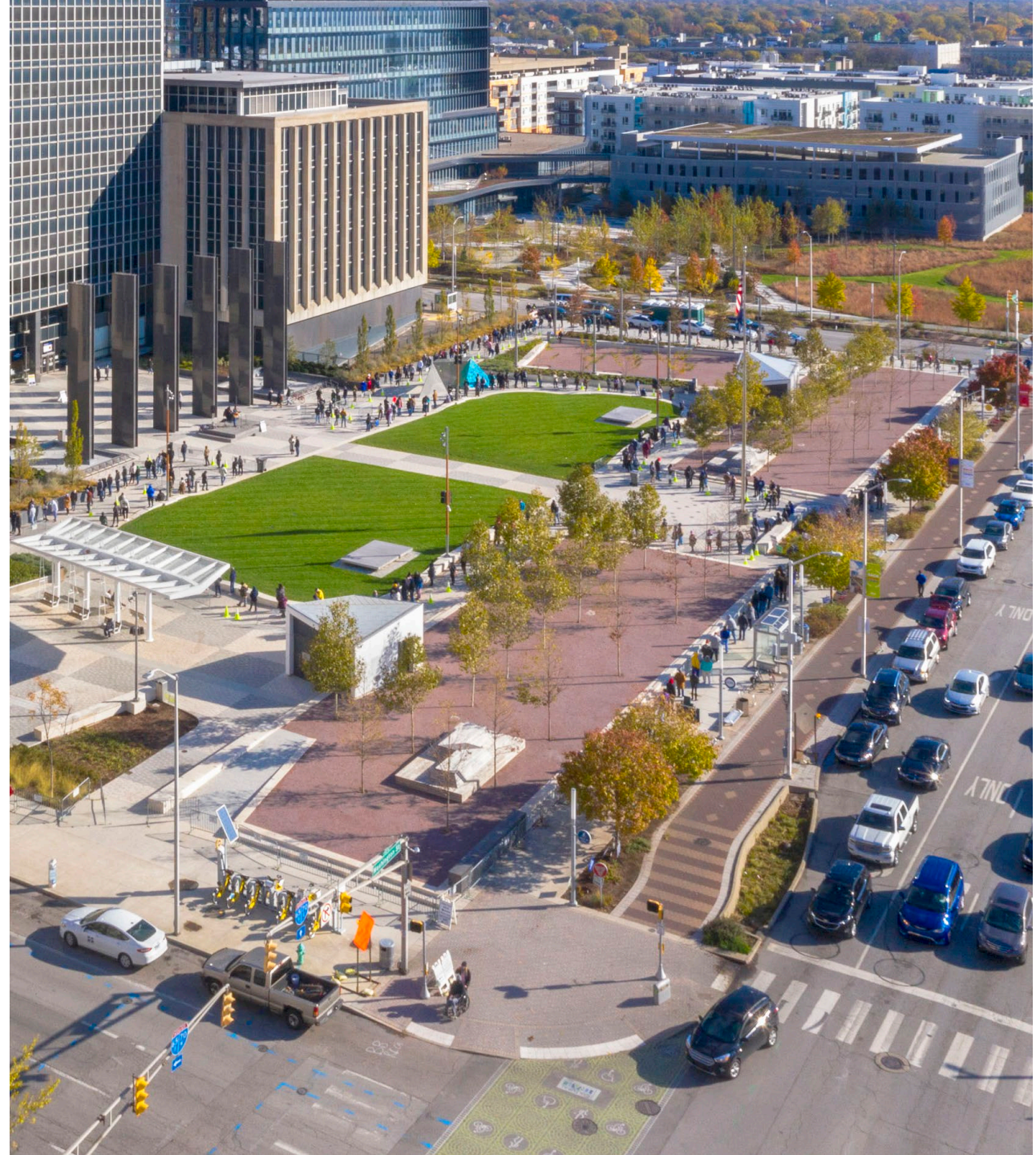
Preserve and re-purpose historic assets to provide a distinctive sense of place and serve contemporary community needs.



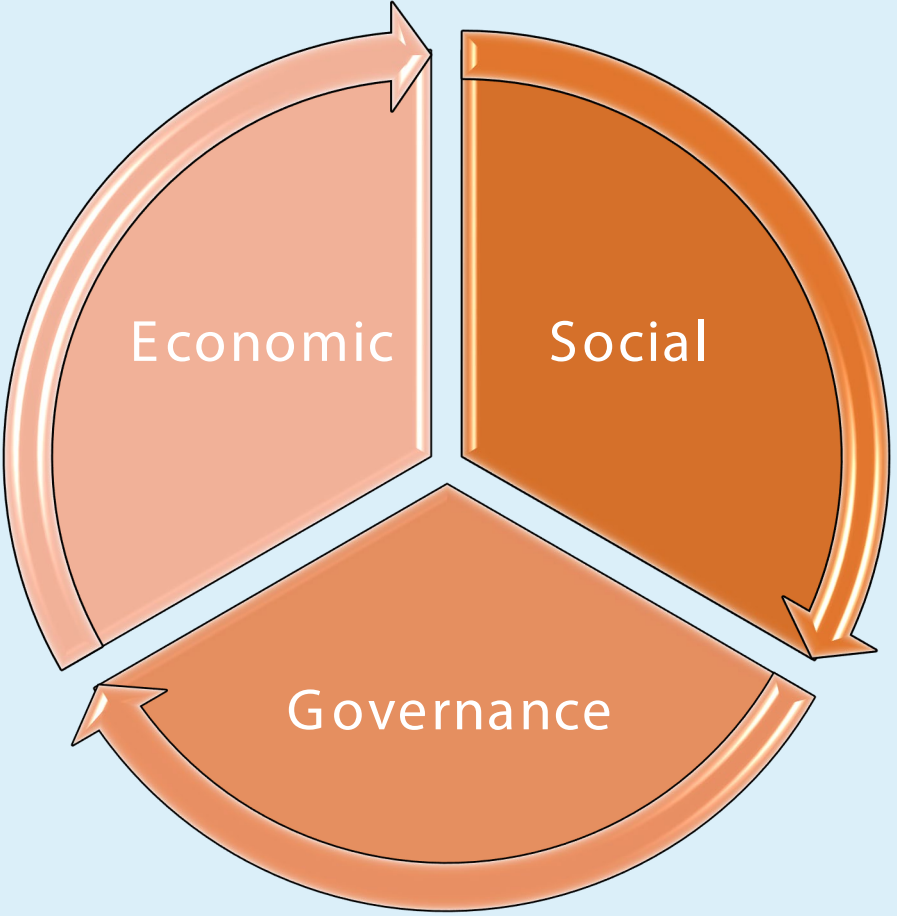
How does public space create value?

Benefits of Public Spaces

- Economic Impacts
- Quality of Life
- Placemaking
- Green Infrastructure Opportunities & Education
- Community Building
- Health Impacts
- Attracting Businesses & New Residents



Benefits of Public Spaces



Benefits of Public Spaces

Economic

- Public space plays a critical role in shifting perceptions of a place
- Public space investment can catalyze overdue infrastructure improvements and pave the way for additional private sector development
- Public spaces themselves can be powerful incubators for entrepreneurs and small businesses – but achieve that goal requires intentionality



Campus Martius Detroit, MI



Campus Martius Detroit, MI

24-hour neighborhood

20,000 office employees

750 residents

35+ dining restaurants

50 retail spaces

2 million annual visitors



Campus Martius Detroit, MI
\$50 million investment that has had
over \$500 Million in reinvestment



Impact:

Benefits of Public Spaces

Social

- To achieve social cohesion, public spaces must enhance connectivity to nearby neighborhoods and benefit community beyond district boundaries
- Divides between neighborhood – both tangible and intangible – impact the use of public spaces and their ability to promote social cohesion
- Community-tailored services and programming, partnerships with underserved neighborhoods, and innovated transportation access solutions can help bridge social divides



Indianapolis Cultural Trail Indianapolis, IN



Indianapolis Cultural Trail Indianapolis, IN



Planned projects:

- Increase in value
- Changes in marketing plans to highlight proximity to trail
- Increase in property taxes due to higher property values
- Existing property owners making improvements that increased assessed value

Existing businesses:

- Added staff (both part-time & full-time)
- Change in hours (earlier, later, weekends, holidays)
- New products and/or services

Indianapolis Cultural Trail Indianapolis, IN



Values for properties within 500 feet of the trail have collectively increased by over \$1 Billion.

Increased spending in businesses located along the trail leading to increased revenues and jobs.

- Any segment would have an economic impact of approx. \$1M to \$3 M
- Approx. increase of 40 to 50 full-time and 47 part-time positions added

Benefits of Public Spaces

Governance

- Complex partnerships and negotiations can impact the day-to-day operations and maintenance of a public space
- The capacity of governance shapes the programming and ability to offer inclusive, community – centered programming
- The dynamics of governance of the place can influence the civic use of and response to a public space



Richard G. Lugar Plaza Indianapolis, IN

How can programming leverage design?



How do we justify the use and investment of public spaces and associated programming?

Return on investment:

- Visitor spending
- Adjacent property values
- Increased tourism
- Jobs to meet tourist demands
- Increased occupancy rates



Conclusion

Things to consider

Successfully redesigning a space takes a multi-disciplinary approach to achieve a range of goals.

- Begin with the end in mind
- Consider how different users will use a space differently and embed that awareness into the process and design making.
- Know how you will program, manage, and maintain the space
- Use demonstration project to test ideas, engage the community, and see how human behavior will impact a project while designing.
- Engage the community in ways that will build trust – don't just check a box.
- Build champions to support the project



Things to consider

- Allow more flexibility into regulations and policies governing public spaces to accommodate evolving community needs and priorities.
- Ensure that there is a long-term program and maintenance plan for the public space.



Exercise

1. Take a sticky note from the table
2. From what you heard today, tell us the one big thing the courthouse square could accomplish what would it be?
Think big!
3. Write it on a sticky note and place on the word bubble board.

Categories could be:

- Design Related....
- Programming....
- Governance....
- Engagement....
- Environmental....
- Social....
- Financing....



MAIN STREET SQUARE | Rapid City, S

THANK YOU!

2022 SID ANNUAL MEETING

