



2022 PROGRESS REPORT

A PLAGE 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



CONTINUED PROGRESS

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)

















CONTINUED PROGRESS

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





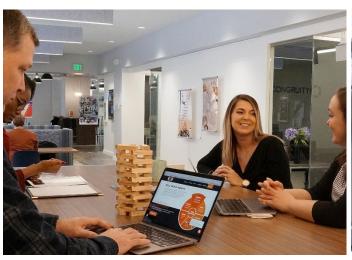








Cross Street Partners / Model Group / McCormack Baron Salazar





- 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)



CONTINUED PROGRESS







Dayton Convention Center



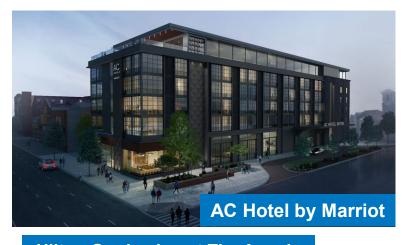


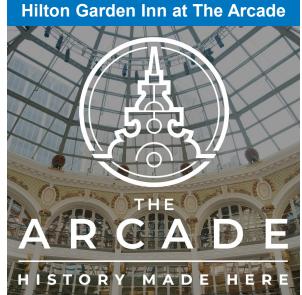
CONTINUED PROGRESS





New Hotels





APLACE TO LIVE













DOWNTOWN HOUSING











APLACE TOLEARN





DOWNTOWN LEARNING













A PLACE TO DO BUSINESS





BUSINESS GROWTH

































35 NEW

BUSINESSES IN 2022

18 Womanor Minority-owned











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





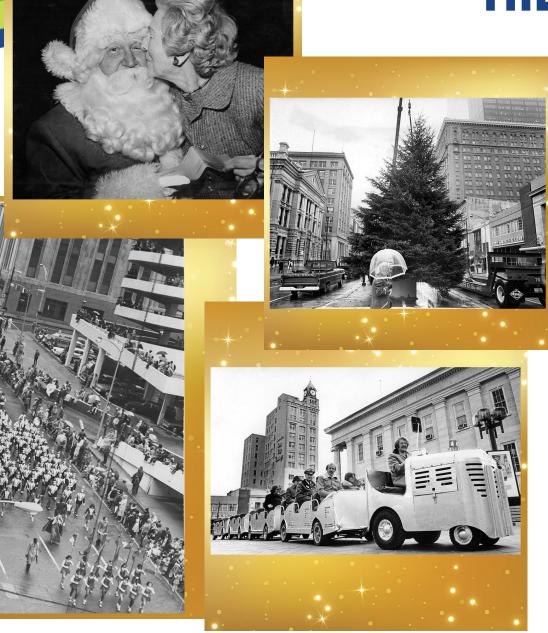
WE'RE BACK!

DOWNTOWN EVENTS





THE HOLIDAYS DOWNTOWN







DOWNTOWN PLACEMAKING

DORA EXPANSION



designated • outdoor • refreshment • area





DOWNTOWN PLACEMAKING













CYNTHIA BOWEN, FAICP PARTNER, PLANNER RUNDELL ERNSTBERGER ASSOCIATES













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 craftmanship.

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 what 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-ofways, 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?

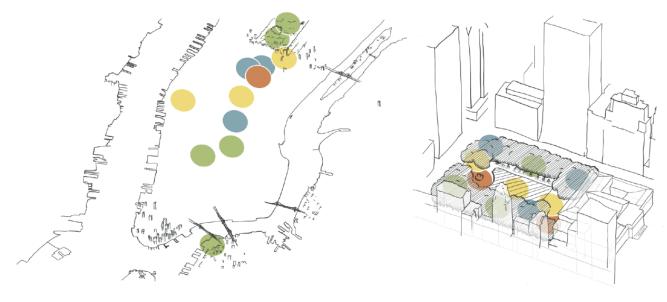


Goals:

- 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

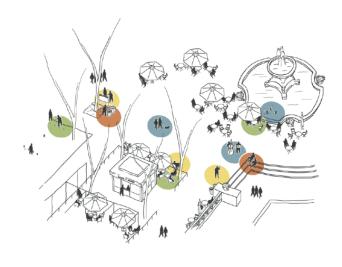


City/Region

10+ MAJOR DESTINATIONS

Destination

10+ PLACES IN EACH



Place

10+ THINGS TO DO, LAYERED TO CREATE SYNERGY



















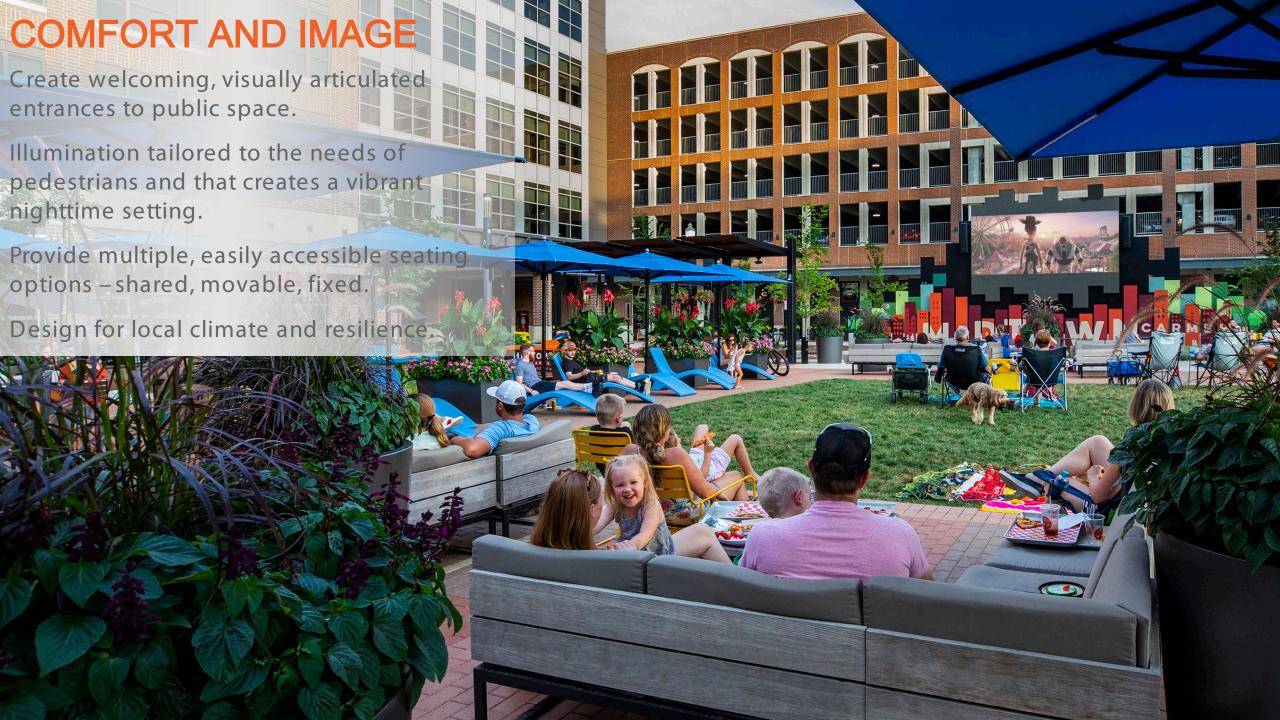










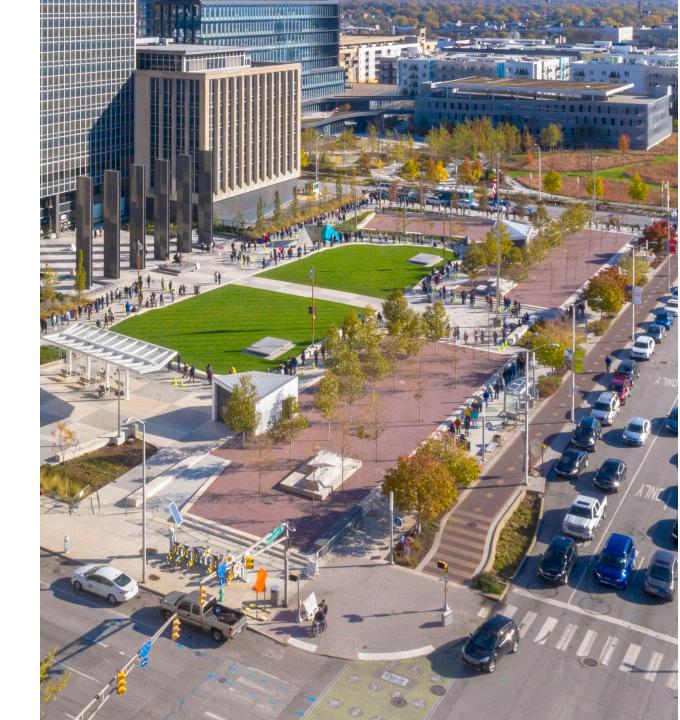


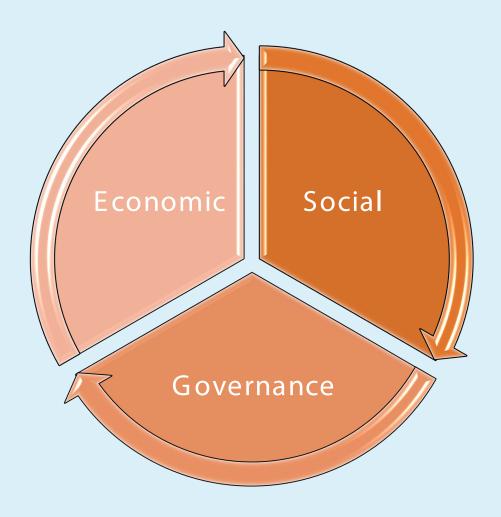






- Economic Impacts
- Quality of Life
- Placemaking
- Green Infrastructure Opportunities & Education
- Community Building
- Health Impacts
- Attracting Businesses & New Residents





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





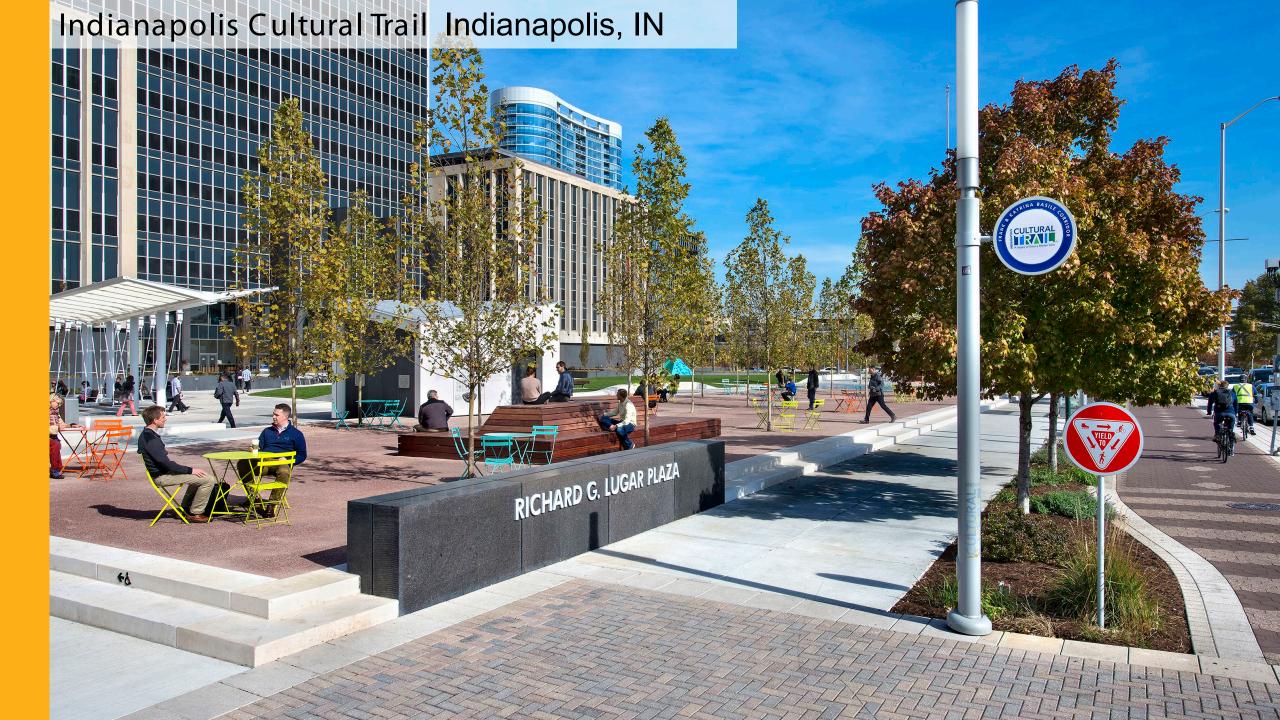




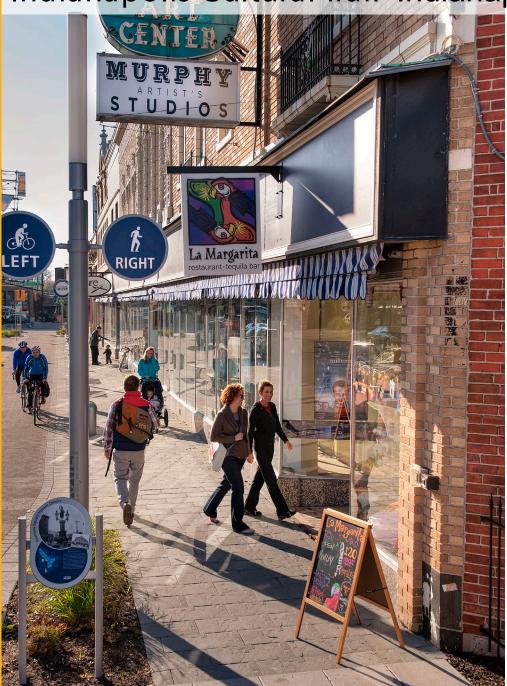
Social

- 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



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



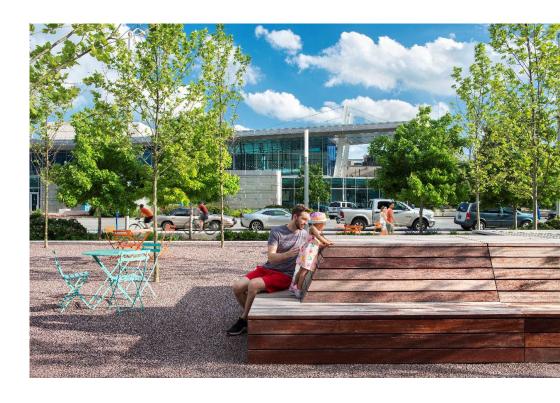
Values for properties within 500 feet of the trail have collectively increased by over \$1 Billion.

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

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



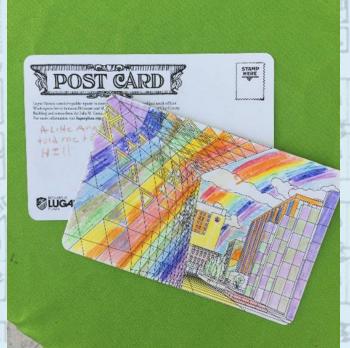
Richard G. Lugar Plaza Indianapolis, IN

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







Things to consider

Successfully redesigning a space takes a multidisciplinary 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.



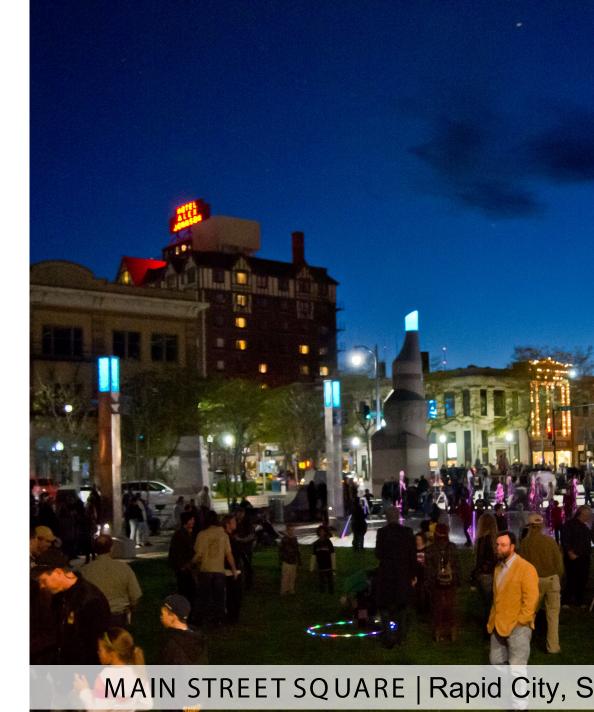
Exercise

- 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....



THANK YOU!



2022 SID ANNUAL MEETING