

Revitalizing Downtown



Historic District Council
Recommendations

How did we get here?

- ❑ City Commission identified a five-year downtown revitalization plan as a Commission goal in 2009
- ❑ Commission asked for HDC input on the goal
- ❑ HDC initially discussed this topic in November 2009, and held a subsequent workshop in January 2010

Phase 1: Problem Identification

HDC Discussion: November 2009

- Discussed challenges relating to Central Business District and both Historic Districts
 - *Streetscaping* – streets, sidewalks, lighting and landscaping
 - *Signage* – traffic, informational, wayfinding
 - *Amenities* – seating, waste receptacles, news boxes
 - *Traffic and parking* – motor vehicles, bicycles and pedestrians
 - *Education* – business and property owners, residents and visitors, city staff
 - *Economics* – business opportunities
 - *Significant properties* – Train Depot, Post Office
 - *Transition* – needs to aesthetically fit and transition appropriately with new waterfront area design

Highlighting Downtown: Streets + Sidewalks – Aesthetics, Maintenance



Highlighting Downtown: Walls, Lighting and Landscaping – Damage, Neglect, Inconsistency



Highlighting Downtown: Signage – Variety, Utility



Variety of street, informational and traffic signs

Snipe signs

Banners

Free-standing, mounted

Sandwich boards

Murals

Highlighting Downtown: Amenities – Inconsistency



Phase 2: Issues + Recommendations

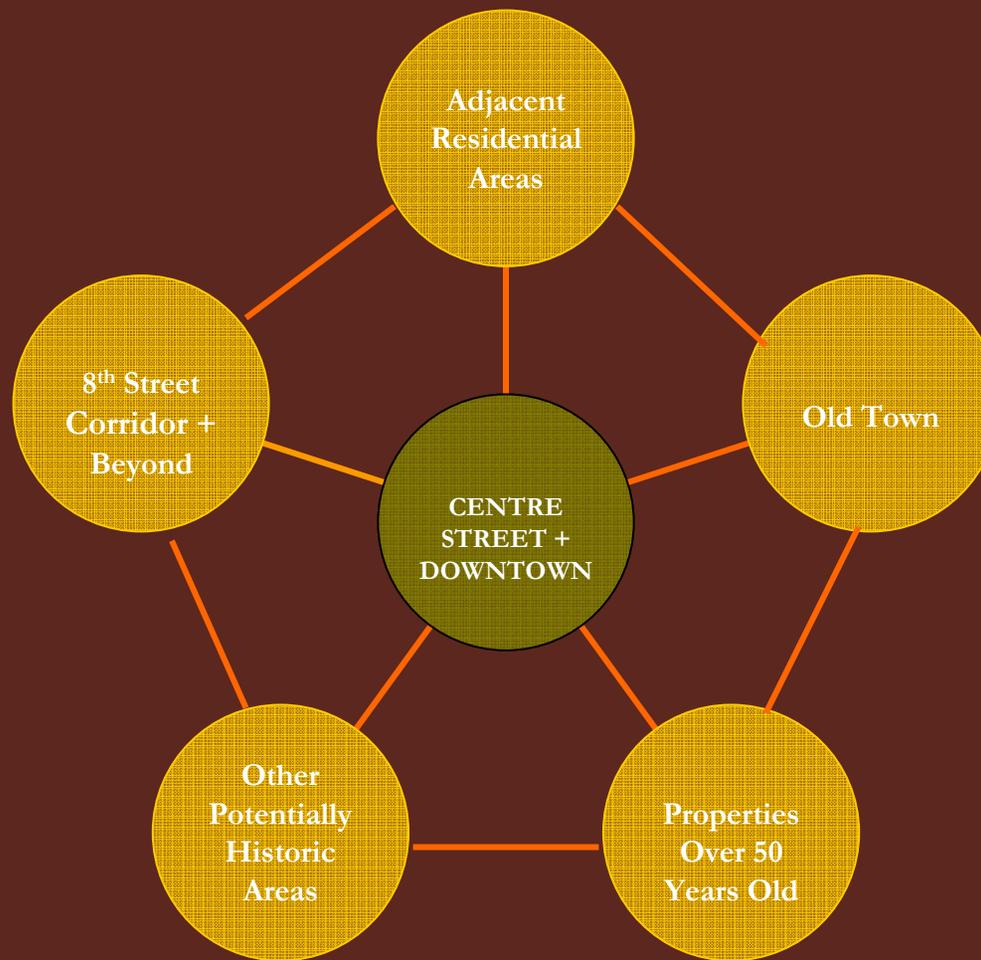
HDC January 2010 Workshop Goal

- To provide input to the City Commission in helping them develop a 5-year plan to revitalize the downtown historic district by:
 - Defining scope
 - Identifying broad problem categories
 - Targeting specific problems within those categories
 - Developing a position on the focus of the revitalization
 - Suggesting a process for developing and executing a 5-year plan to address the problems

HDC Consensus on Scope of Revitalization

- Comprehensive and holistic
- Consider interconnectivity of downtown and other areas – 8th Street, Old Town, adjacent neighborhoods
 - Highlight historic, economic and tourism links to downtown
- Consider interrelationship between commercial and residential interests
- Scope should focus on downtown and Centre Street as the core, but should expand beyond the core to include connected areas
- Phasing should take this connectivity into account

Scope of Revitalization cont.



Issue Prioritization by Member Vote

1 – Communication

2 – Economic Development

3 – Roles and Responsibilities

4 – Streetscaping + Neighborhoods/Buildings

Issues...

□ Communication

- Outreach
 - To other communities
 - To citizens and tourists
- Partnerships
 - With local organizations
- Technology
 - Information Availability
 - Advertising
- Connections
 - Among local groups and existing organizations
- Education
 - Among citizens, tourists, government, organizations

□ Economic Development

- Encourage diversification of businesses downtown
- Consider needs of residents in addition to tourists
- Have technology infrastructure available to businesses, residents, and tourists

□ Roles/Responsibilities

- Clarifying communication
- Ensuring coordination

Issues...

□ Streetscaping

- Signage
- Lighting
- Amenities
- Traffic/Parking
- Safety
- Maintenance
- Addressing vacant lots

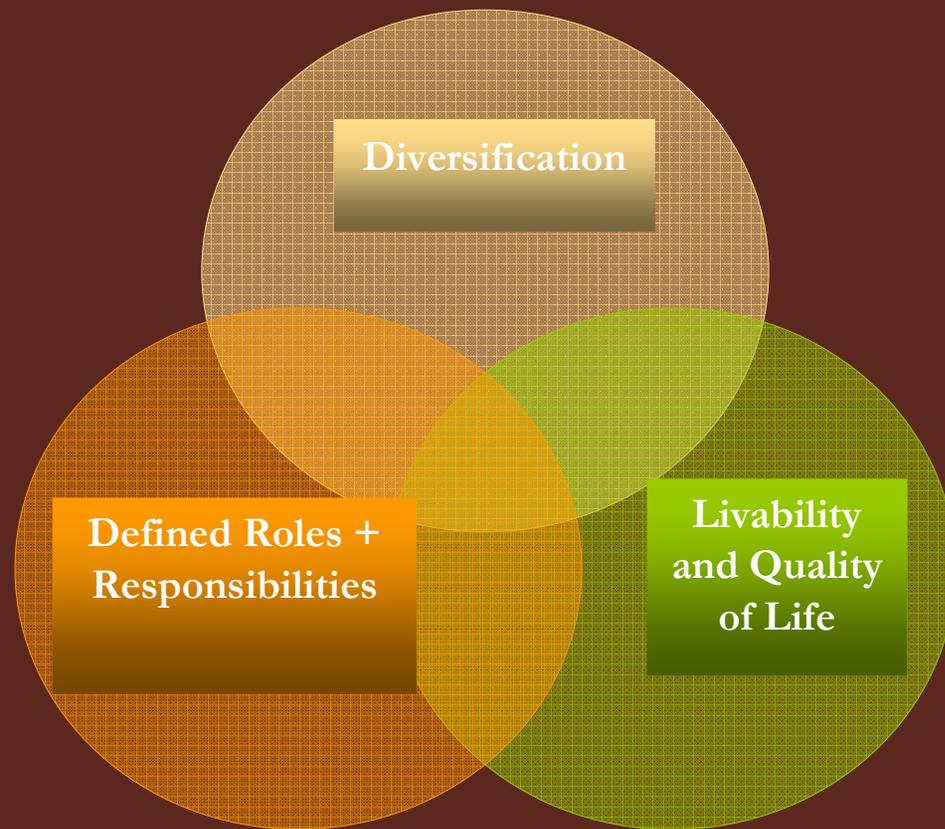
□ Activities

- Family options
- Entertainment
- Appealing to variety of residents and tourists

□ Neighborhood Conservation and Significant Buildings

- Other potentially historic neighborhoods – Southside, Atlantic Avenue, Beaches
- Post Office/Customs House
- Florida House
- Standard Marine
- African-American Churches

Issues Summary



Potential Implementation Strategies

- ❑ Inclusion in Capital Improvements Plan
- ❑ Special Taxing District or other Local Funding Mechanism
- ❑ Historic Preservation Trust Fund
- ❑ Grants
- ❑ Main Street Program
- ❑ Incentives – Taxes, Awards, Permitting, Funding
- ❑ Increase Information Availability
- ❑ Policy and Procedures
- ❑ Enforcement

Process Recommendations

□ Outside Entity Engaged in Strategic Planning

- Design + economic development aspects
- Could be consultant or university
- “Full time, short period of time”
- Consider design competition

□ Others Involved at Key Points

- Public
- FL League of Cities
- Stakeholders

□ Identify + Consult Stakeholders

- | | | |
|----------------------------|--------------------------|----------------------------|
| □ Interest groups | □ Faith-based Groups | □ Health/Medical Industry |
| □ Community Associations | □ Education Institutions | □ Business Owners |
| □ Infrastructure Providers | □ Major Employers | □ Non-Profits + Volunteers |
| □ Mills + Port | □ County + City Govt | □ Tourism Industry |
| □ Media | □ Public | □ Real Estate Industry |

Resources

- Back From the Brink: Saving America's Cities by Design
 - Suisun City, CA:
 - <http://www.youtube.com/watch?v=XIYPK23MrLI>
 - <http://www.youtube.com/watch?v=3wRM8TtUMDk&feature=related>
 - Portland, OR
 - <http://www.youtube.com/watch?v=EsDJCGpLNiw>
 - Chattanooga, TN
 - <http://www.youtube.com/watch?v=VBYLLTzmrQY&feature=related>
- “Turning Around Downtown: 12 Steps to Revitalization”
 - http://www.brookings.edu/reports/2005/03downtownredevelopment_leinberger.aspx
- “Insights Into a Lively Downtown”
 - <http://www.youtube.com/watch?v=VsrgBHEOT0k&feature=related>
- Example of Historic District master plan
 - <http://www.cityofdubuque.org/DocumentView.aspx?DID=1074>
 - <http://www.cityofdubuque.org/DocumentView.aspx?DID=1115>