TOP STRATEGIES TO TRANSFORM YOUR DOWNTOWN DISTRICT
IEDC CLEVELAND 2016

JOHN KARRAS ● SEPTEMBER 2016
INTRODUCTION
Rating System

universal appeal
region
buildings
ambition
neighborhoods
streets
compactness
access
land use patterns
economy
Most Urban Cities

1. New York
2. San Francisco
3. Boston, MA
4. Jersey City, NJ
5. Washington, DC
6. Philadelphia, PA
7. Miami, FL
8. Chicago, IL
9. Seattle, WA
10. Minneapolis, MN
urbanSCALE.com

- ideas for vibrant cities
- growing online community
- insights for urban planners & economic developers
Most Popular Blog Posts

- 12 Strategies That Will Transform Your City’s Downtown
- 23 Lessons I’ve Learned About Economic Development
- 5 Skylines You Won’t Recognize in 5 Years
- 10 Small Cities With Urban Amenities Most Big Cities Lack
- Austin’s Population Will Surpass New York By 2100 (A Cautionary Tale About The Dangers Of Trend Analysis)
- The Truth About Traffic Congestion
- The 5 Features of Great Public Spaces
- The Most Prosperous Downtowns of the 21st Century (Parts 1, 2, & 3)
- Austin is Not in a Housing Bubble. Sorry Trulia. Sorry Fitch.
12 Strategies That Will Transform Your City’s Downtown

1. Turn one-way streets into two-way streets.
2. Establish a regularly occurring public event that showcases downtown merchants, music, and food.
3. Create more land for development (landfill into a body of water, remove land from a floodplain, take back land from a freeway, etc).
4. Make under-utilized public land available for private sector development.
5. Consolidate regional economic development partner organizations into a single downtown location.
6. Create a permanent public market.
7. Open a downtown satellite campus of a local university.
8. Build a streetcar line connecting your downtown to an adjacent urban neighborhood.
9. Create an awesome downtown playground to make your downtown more kid-friendly and family-friendly.
10. Create a branded downtown entertainment district.
11. Establish maximum parking standards for new downtown developments, or at least remove minimum parking requirements for new buildings.
12. Set up a downtown bike share program.
TOP 10 TRENDS IMPACTING DOWNTOWNS
URBANIZATION ACROSS THE US
## Share of US population by size of incorporated place, 1980-2010

<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Pop. (millions)</td>
<td>Share of total (%)</td>
<td>Pop. (millions)</td>
</tr>
<tr>
<td>Under 25k</td>
<td>47.8</td>
<td>33.8%</td>
<td>53.1</td>
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<tr>
<td>25k to 50k</td>
<td>18.4</td>
<td>13.0%</td>
<td>25.2</td>
</tr>
<tr>
<td>50k to 250k</td>
<td>34.2</td>
<td>24.2%</td>
<td>61.1</td>
</tr>
<tr>
<td>250k or more</td>
<td>40.2</td>
<td>28.5%</td>
<td>54.1</td>
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<tr>
<td>TOTAL</td>
<td>141.3</td>
<td>100%</td>
<td>193.6</td>
</tr>
</tbody>
</table>

Source: US Census Bureau, Population Estimates Program
<table>
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<tr>
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<td>59.2</td>
</tr>
<tr>
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<td>100%</td>
<td>202.1</td>
</tr>
</tbody>
</table>

Source: US Census Bureau, Population Estimates Program
2

DOWN TOWN
RESIDENTIAL GROWTH
Downtown residential growth: Defining the boundaries of the CBD

Sources: urbanSCALE.com, ESRI Community Analyst
Downtown residential growth: CBD 1, 2, and 4-mile radius

Sources: urbanSCALE.com, ESRI Community Analyst
Downtown population growth in 100 largest US cities, 2000-2010 & 2010-2016

<table>
<thead>
<tr>
<th>Geography</th>
<th>2000-2010</th>
<th>2010-2016</th>
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<tbody>
<tr>
<td></td>
<td># Gaining Residents</td>
<td># Losing Residents</td>
</tr>
<tr>
<td>CBD</td>
<td>+75</td>
<td>-20</td>
</tr>
<tr>
<td>CBD 1-Mile Radius</td>
<td>+66</td>
<td>-29</td>
</tr>
<tr>
<td>CBD 2-Mile Radius</td>
<td>+58</td>
<td>-37</td>
</tr>
<tr>
<td>CBD 4-Mile Radius</td>
<td>+54</td>
<td>-41</td>
</tr>
<tr>
<td>City</td>
<td>+75</td>
<td>-20</td>
</tr>
</tbody>
</table>

Sources: urbanSCALE.com, ESRI Community Analyst, US Census Bureau, Population Estimates Program
## Downtown population growth in selected cities, 2000-2010 & 2010-2016

<table>
<thead>
<tr>
<th>City</th>
<th>Annual % Chg. (2000-2010)</th>
<th>Annual % Chg. (2010-2016)</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>CBD 1-Mile</td>
<td>CBD 2-Mile</td>
</tr>
<tr>
<td>Cleveland, OH</td>
<td>+3.6%</td>
<td>+1.3%</td>
</tr>
<tr>
<td>Chicago, IL</td>
<td>+9.7%</td>
<td>+4.2%</td>
</tr>
<tr>
<td>Minneapolis, MN</td>
<td>+1.9%</td>
<td>+0.6%</td>
</tr>
<tr>
<td>Austin, TX</td>
<td>+3.8%</td>
<td>+1.1%</td>
</tr>
<tr>
<td>Seattle, WA</td>
<td>+2%</td>
<td>+1.5%</td>
</tr>
</tbody>
</table>

Sources: urbanSCALE.com, ESRI Community Analyst, US Census Bureau, Population Estimates Program
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PUBLIC SECTOR LEADERSHIP
PRIVATE SECTOR LEADERSHIP
Dan Gilbert & Rock Ventures (Detroit, MI)

Graham Weston & Geekdom (San Antonio, TX)

Tony Hsieh & The Downtown Project (Las Vegas, NV)
LEVERAGING HIGHER EDUCATION
ASU in Downtown Phoenix, AZ

CSU in Fort Collins, CO

Texas Tech University in Lubbock, TX
6 UTILIZING RIVERS & WATERFRONTS
FESTIVALIZATION
Austin, TX (SXSW)

Newport, RI (Newport Folk Festival)

Grand Rapids, MI (ArtPrize)
9
THE TECH SECTOR
Google in Austin

GE in Boston

JAMF Software in Eau Claire, WI
10 CO WORKING
Top 10 trends impacting downtowns

1. Urbanization across the US
2. Downtown residential growth
3. Public sector leadership
4. Private sector leadership
5. Leveraging higher education
6. Utilizing rivers & waterfronts
7. Craft brewing sector
8. Festivalization
9. The tech sector
10. Coworking
QUESTIONS
THANK YOU