



ACTIVATING EMPTY SPACES IN YOUR COMMUNITY

IEDC JACKSONVILLE



JOHN KARRAS • JANUARY 2017



An aerial photograph of a city skyline, featuring a prominent bridge crossing a river in the foreground. The bridge has several arches and is carrying traffic. The city buildings are dense and modern, with a mix of glass and concrete facades. A large, tall skyscraper is visible on the left side of the frame. The sky is clear and blue. The entire image is overlaid with a semi-transparent blue filter.

INTRODUCTION

urbanSCALE.com

RATING SYSTEM

U **R** **B** **A** **N** **S** **C** **A** **L** **E**
N I V E R S A L A P P E A L
E G I O N
U I L D I N G S
M B I T I O N
E I G H B O R H O O D S
T R E E T S
O M P A C T N E S S
C C E S S
A N D U S E P A T T E R N S
N C O N O M Y



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

URBANSscale.COM

- ideas for vibrant cities
- growing online community
- insights for urban planners & economic developers

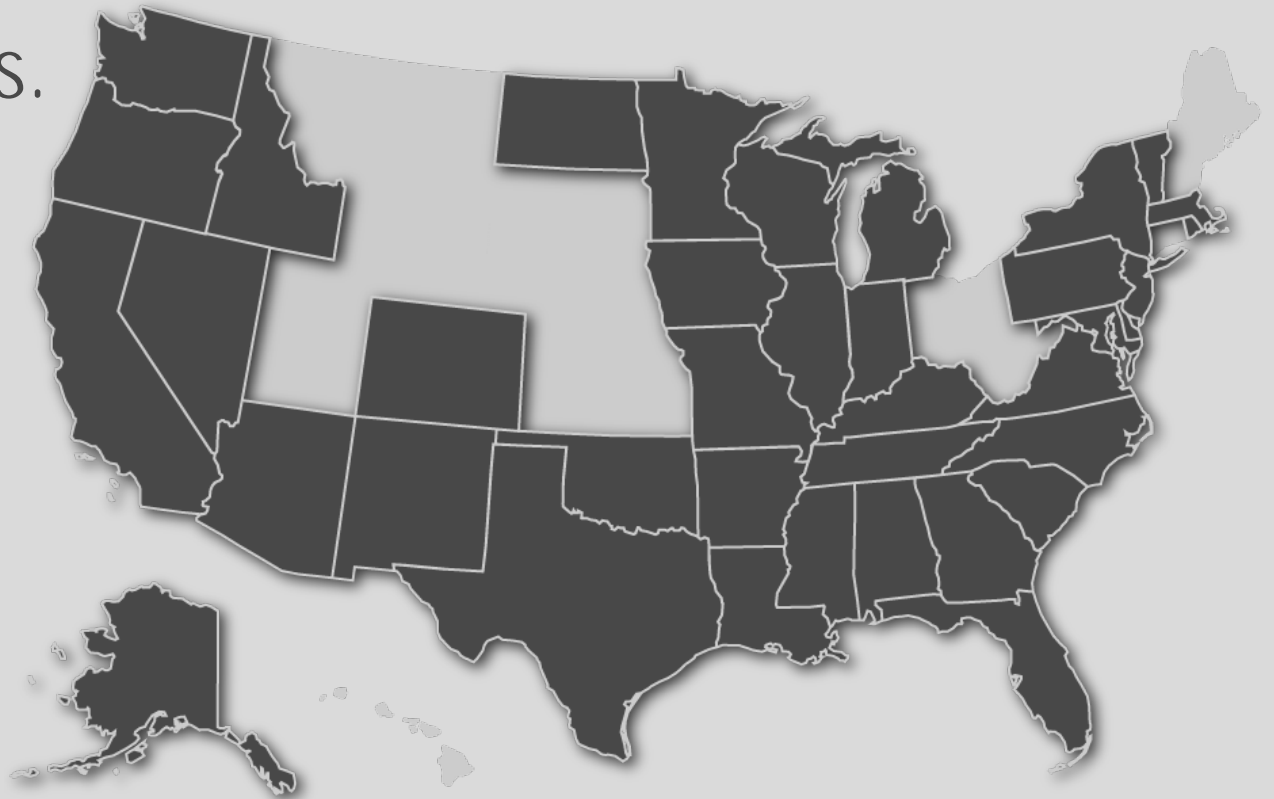


TIP Strategies

THEORY INTO PRACTICE

we design strategies that will
support your community's
vision for the future

We have **20** years of experience
in over **200** unique communities,
across **38** states
& **4** countries.



TIP STRATEGIES



Tom Stellman
President & CEO



Jon Roberts
Managing Director



Jeff Marcell
Senior Partner



Alex Cooke
Senior Consultant



Caroline Alexander
Senior Consultant



Karen Beard
Senior Consultant



John Karras
Senior Consultant



Ashton Allison
Consultant

OUR FRAMEWORK

Talent



Innovation




Place

An aerial photograph of a city skyline, featuring a prominent bridge crossing a river. The bridge has multiple arches and is carrying several cars. The city buildings are dense and modern, with a mix of heights and architectural styles. A semi-transparent blue banner is overlaid across the top half of the image, containing the title text in white. The overall scene is captured in a slightly desaturated, high-angle perspective.

TOP STRATEGIES TO ACTIVATE EMPTY SPACES IN YOUR COMMUNITY

ACTIVATING EMPTY SPACES IN YOUR COMMUNITY

1. Activating an entire district
 2. Unique redevelopment projects
 3. Infrastructure activations
 4. Temporary activations
- 



ACTIVATING AN ENTIRE DISTRICT

Dan Gilbert & Rock Ventures (Detroit, MI)



Tony Hsieh & The Downtown Project (Las Vegas, NV)



Paul Allen & Vulcan Real Estate in South Lake Union (Seattle, WA)



OKC Maps (Oklahoma City, OK)



Titletown District (Green Bay, WI)



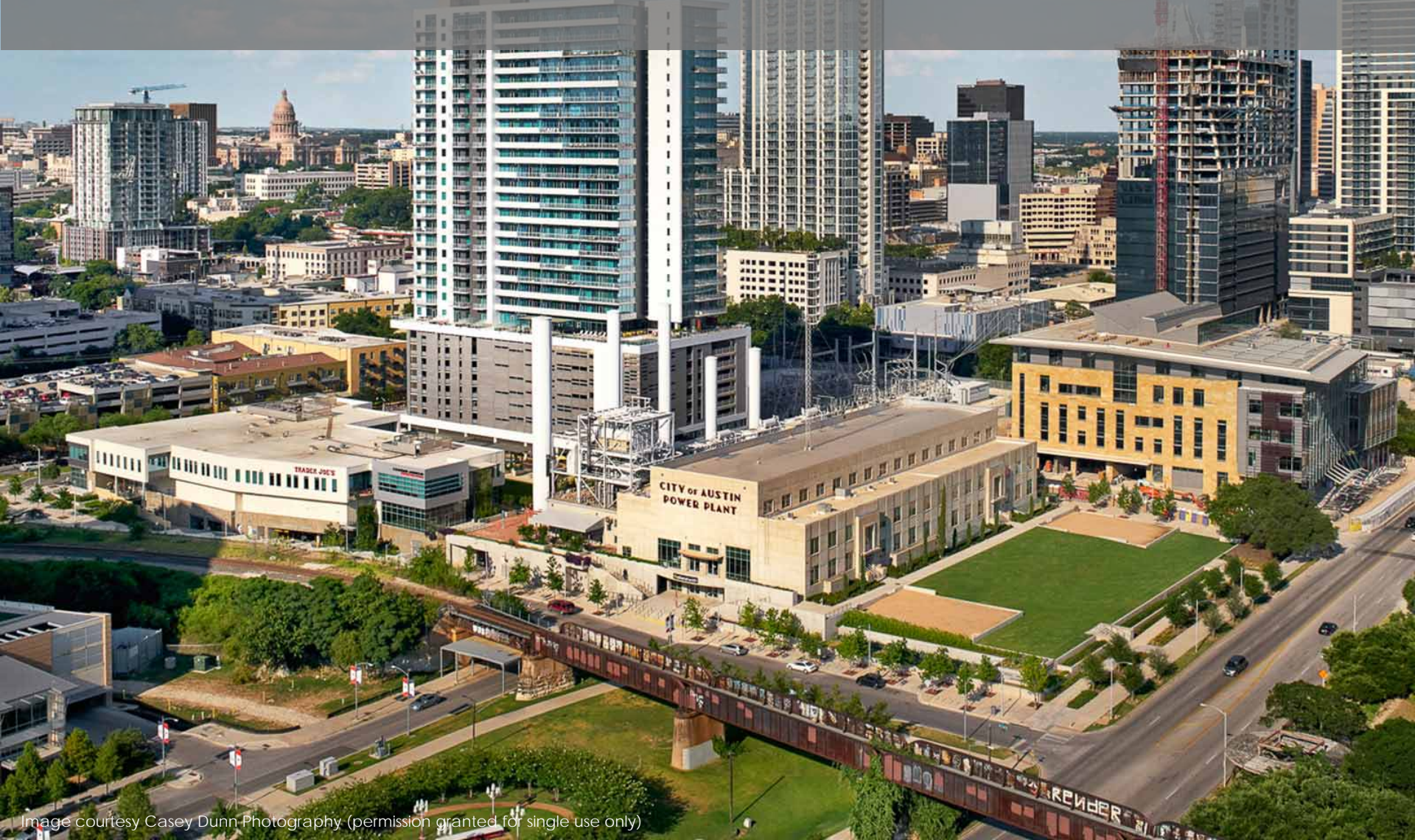
Mueller (Austin, TX)





UNIQUE REDEVELOPMENT PROJECTS

Seaholm Power Plant (Austin, TX)



Mill District (Biddeford, ME)



The Arcade (Providence, RI)



McMenamin's Kennedy School (Portland, OR)



Shack-Up Inn (Clarksdale, MS)



Cops & Doughnuts (Clare, MI)



New Belgium Brewery (Asheville, NC)





INFRASTRUCTURE ACTIVATIONS

The High Line (New York, NY)



Klyde Warren Park (Dallas, TX)





Before and after: Closing Broadway at Times Square transformed the vehicle-dominant square into one of the premier pedestrian plazas in the world. Photo by Julio Palleiro/NYC DOT. *Item 3 of 4*

Royal Blue Parklet (Austin, TX)





TEMPORARY ACTIVATIONS

Alley Fair (Fargo, ND)



Brewer's Alley (Denver, CO)



Alamo Drafthouse Roving Cinema



Better Block Project



An aerial photograph of a busy street scene. In the lower-left quadrant, a group of musicians is performing. One man is seated and playing a double bass, another is playing a violin, and a third is playing a drum set. A motorcycle is parked nearby. A crowd of people is gathered around the performers, some sitting on the ground. In the upper-right quadrant, a large group of people is walking or standing, some looking towards the camera. A sign above a doorway in the background reads "C'est si bon". The overall atmosphere is that of a public event or festival.

Sound Places Program (Project for Public Spaces)

PARK(ing) Day





QUESTIONS

THANK YOU



www.urbanSCALE.com

TIP
strategies
AUSTIN • SEATTLE



2905 San Gabriel Street
Suite 205
Austin, TX 78705

512.343.9113

www.tipstrategies.com