



City of Grand Island

Tuesday, August 28, 2018

Council Session

Item I-1

#2018-258 - Consideration of Approving FY 2018-2019 Annual Budget for Railside Business Improvement District and Setting Date for Board of Equalization

Staff Contact: Patrick Brown

#RAILSIDE

ROAD MAPPING FOR THE FUTURE

STUDIES

Community Housing Study with Strategies for Affordable Housing – 2019

July, 2014

Action Step 12: Several Downtown commercial buildings could be adaptively reused for upper level housing, to diversify the local housing market and emphasize the Downtown as a vibrant commercial and residential center. **A total of 138 units, 48 owner and 90 rental units, should be developed in Downtown Grand Island, by 2019. Illustration 2** identifies several Downtown buildings **targeted for residential development**, as per the 2012 Downtown Housing & Development Study to target upper level housing.

Action Step 13: Downtown housing should be targeted for both owner and rental units for all age and income sectors of the Community. Mixed income/age sectors of housing are encouraged. The Grand Island **Housing Partnership**, under the direction of the GIAEDC and GICRA should plan and implement a comprehensive **Downtown Housing & Redevelopment Initiative** that strategically matches local housing development activities with the development of additional commercial services and entertainment businesses.

Action Step 14: Combine the efforts and funding resources of the Grand Island Community Redevelopment Authority, the Downtown Business Improvement District, as well as the Downtown Main Street Organization to expand the development of residential development in the Downtown. The availability of Tax Increment Financing (TIF) and Historical Preservation Tax Credits, in combination with the resources of property owners in Downtown Grand Island should be marketed to area developers to expand housing efforts throughout the Downtown. An example of this process is currently being utilized to redevelop the former Masonic Temple Building, renamed Tower 217.

Downtown Buildings Targeted for Residential Development, 2014



#ArriveRaiside



This illustration is an excerpt from the "Downtown Housing & Development Study."
Grand Island, Nebraska. February 2, 2012.

Grow Grand Island Implementation Plan -

January 2015

Community Assets – 5.10

Support reinvestment in the downtown area by implementing the recommendations of the Grand Island Downtown Redevelopment Study, focusing on the advancement of the three catalytic projects identified in the Study: residential conversions, a boutique hotel, and reuse of the Kauffman Plaza/Park.

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Grander Vision

Nourishing the Hopes and Dreams of the Heartland –
November 2014

Priority 7: Develop economic development strategies for key areas

Potential Key Players: Local governments, downtown associations, and property owners and tenants in the vicinity of focus areas

Timeline: 1 – 5 years

Action Steps:

- Strengthen the local downtowns / Main Street areas in the communities

Grow Grand Island/Grand Vision Combined Plan

Community Assets – 5.10 / #7 Work

Support reinvestment in the downtown area by implementing the recommendations of the Grand Island Downtown Redevelopment Study, focusing on the advancement of the three catalytic projects identified in the Study: residential conversions, a boutique hotel, and reuse of the Kauffman Plaza/Park.

5.10 / #7 Work	Support reinvestment in the downtown area by implementing the recommendations of the Grand Island Downtown Redevelopment Study, focusing on the advancement of three catalytic projects identified in the Study: residential conversions, a boutique hotel, and reuse of the Kauffman Plaza/Park.	GI, DBID, DGI	Numerous	Ongoing	Highly variable	Highly variable	Cost associated with implementing the recommendations of the study will come from a variety of public and private sources, but the financial burden associated with implementation should not fall on the ICF.
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Grand Island Downtown Redevelopment Study

March 12, 2013

Investing in downtown can:

- Protect and increase the existing property tax base
- Maximize existing building stock, decreasing life safety concerns and future life safety issues
- Retain and attract entrepreneurs and businesses
- Provide for new businesses without green field development and the additional infrastructure it requires
- Regenerate surrounding neighborhoods
- Help retain young professionals
- Create a regional attraction
- Improved community pride and self-image
- Preserve the historic assets of the community

Grand Island Downtown Redevelopment Study

March 12, 2013

Recommended Actions:

- Produce and maintain a building inventory and actively recruit businesses to downtown.
- Support the renovation and redevelopment of existing buildings into housing and commercial uses through supplemental funding sources.
- Implement a downtown zoning overlay district and associated design guidelines.
- Invest in public improvements which enhance the users' spatial, visual and physical experiences within the downtown district.
- Create a strong brand and market Downtown Grand Island as a destination.
- Promote and program downtown as a venue for city-wide events.
- Support the development of a speculative building.
- Establish partnerships with key community organizations.

Grow Grand Island Area Partnership – Downtown/Railside 2017

Action Plan:

- Embrace Community Redevelopment Authority (CRA) and Downtown Business Improvement District (DBID) as partners in the Grow Grand Island Area Partnership with particular focus on leveraging EDC capabilities.
- Support new DBID Master Plans and parking study, including possible designation of an “entertainment & Innovation District” similar to Railyard at Haymarket in Lincoln.
- Dedicate staff to market downtown real estate to new hotel, fine dining, entertainment and non-retail commercial establishments, which attract spending from communities outside Grand Island.
- Explore capitalizing on the unique blend of international cultures for food, entertainment and commerce.

GOAL: Elevate Railside with Effective Organizing & Development Planning.

Note: A total of \$100,000 is needed to support the Downtown Business Improvement District Master Plan and Parking study.



Inventory of Past Downtown Goals

1983 - Grand Island CDB Development Plan

- Walkway Plaza from Cedar to Sycamore
- Clearance of Deteriorated Buildings
- ~~• Restoration of the Yancey~~
- ~~• Restoration of the Capital Theater – Theater has been lost~~
- Restoration of Housing East of Sycamore

1993 - PLANNING & DESIGN STUDY

- ~~• Marketing and Advertising – ongoing~~
- Strengthen Personal Service of Businesses
- **Upper Level Housing - in progress**
- **Upper Level Office – in progress**
- **Strengthen Retail, Restaurants and Entertainment – in progress**
- ~~• Old City Hall converted to a Hotel – Converted into Offices~~
- **Brown Hotel Renovation – in progress**
- **Bartenbach Hotel Renovation – planning stages**
- **Grand Island Optical Housing Renovation – 3 units completed**

- **Trees Downtown – Completed, Management system in progress**
- ~~• Park Benches – Completed~~
- ~~• Public Art Projects – Completed~~
- ~~• Preservation of Facades – Program Created~~
- ~~• Alley Improvements – Completed~~
- **Street Signage – In progress**
- **Parking – In Progress**
- New Movie Theater
- ~~• Entryways into downtown improved – Completed~~
- Downtown Civic Center

2000 - TOWARD A GRAND CENTER

- ~~• Old City Hall Renovation – Completed~~
- Create a Government Center Downtown
- Front Street Development (Extend Plaza to north)
- **Parking Development (Front Street) – In Progress**
- ~~• Diagonal Parking – Completed~~
- ~~• Plaza Renovation – Completed~~
- ~~• Alley Improvements – Completed~~
- ~~• Branding – Completed~~
- ~~• Wayfinding – Completed~~
- ~~• Residential Development – Completed~~
- **Parking Management – In Progress**
- **Parking Lot Enhancement – In Progress**
- **Improve Regular Communications - Ongoing**
- Downtown Learning Center
- Downtown Partnership

2004 - TOWARD A GRAND CENTER UPDATE

- **Intersection Bump outs & Streetscape – In Progress**
- ~~• Plaza Redesign – Completed~~
- **Upper level Housing – In Progress**

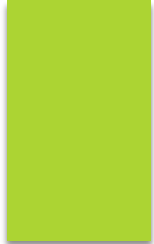
2012 Housing Study

- **8 Building Renovation Plans – In Progress**
- Revolving Loan Fund
- **District Marketing Plan - Ongoing**
- ~~Historic Tax District – Completed~~
- Entertainment District
- ~~Expand or modify Facade Grant to include fire sprinklers – Developed new grant program~~

2013 - DOWNTOWN REDEVELOPMENT STUDY

- **Actively recruit businesses downtown – Rental Assistance Program**
- **More downtown residential units (Goal is 50 by 2020) – On Goal**
- **Invest in public improvements – Bike Racks, Plaza, Ongoing**
- **Increase Entertainment Options for All Ages – In Progress**
- **Increase Specialty Retail – In Progress**
- ~~Create new funding programs – Life Safety, RAP~~
- **Hedde Building – Planning Stages**
- ~~Labor Temple – Residential Conversion – Completed~~
- ~~Kaufmann Plaza Renovation – Completed~~
- Commercial Incubator
- **Regional Tourism – In Progress**
- **Branding - Ongoing**
- **Move In Ready Spaces – In Progress**
- ~~Update Design Guidelines – Completed~~
- Downtown Zoning Overlay District

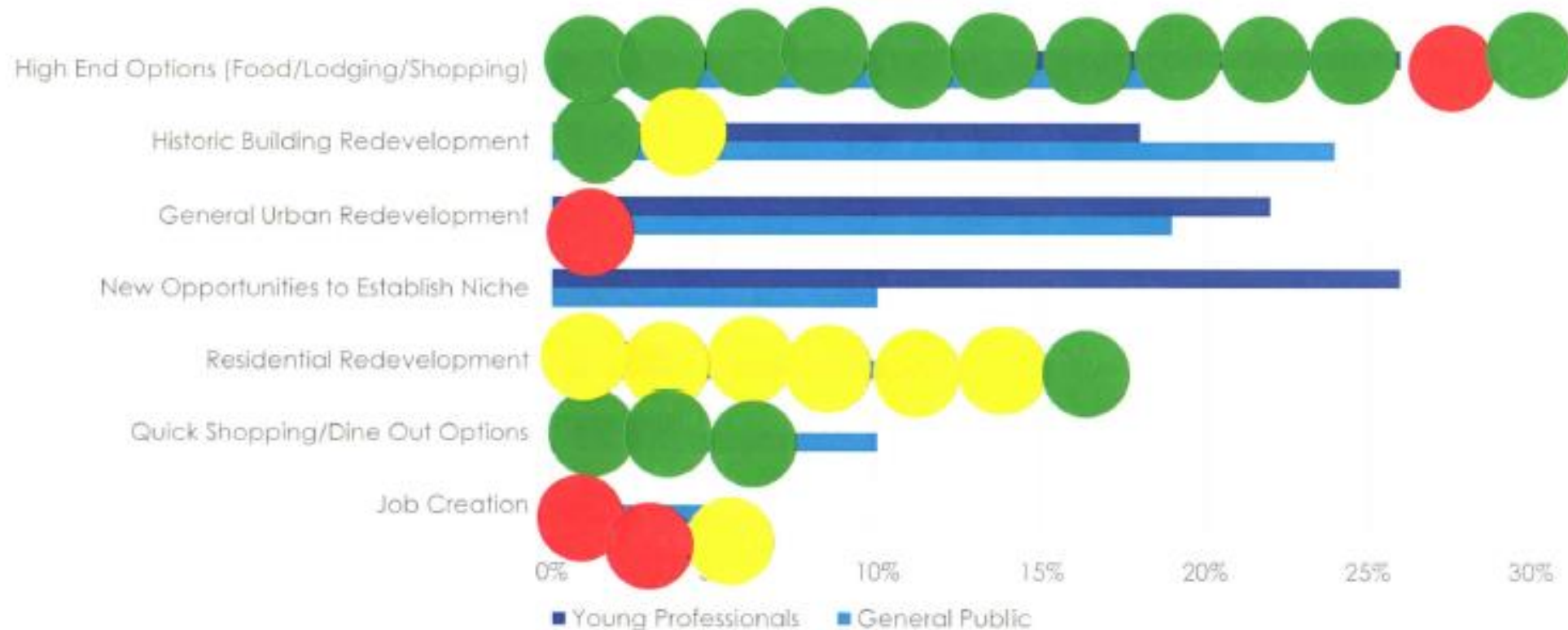
SURVEY MONKEY DATA



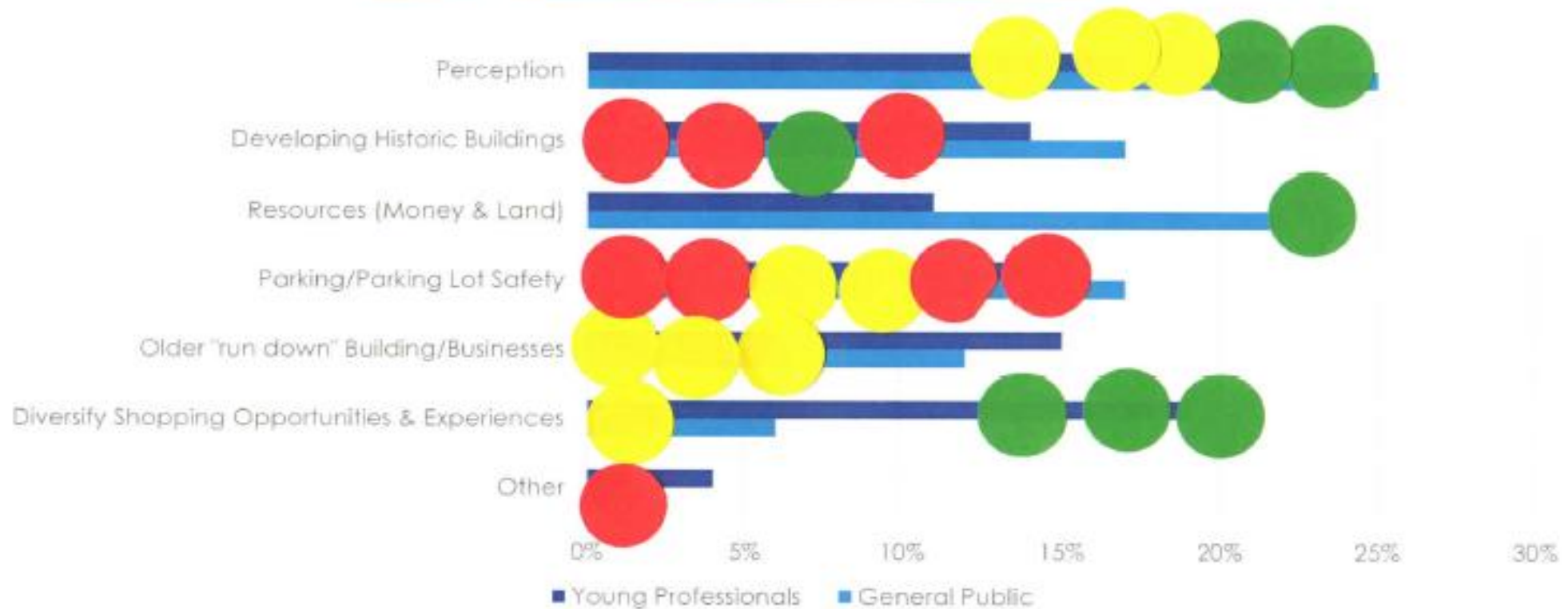
ARRIVE  RAILSIDE

ACTION ITEMS

What is the greatest OPPORTUNITY to capitalize on within Railside?



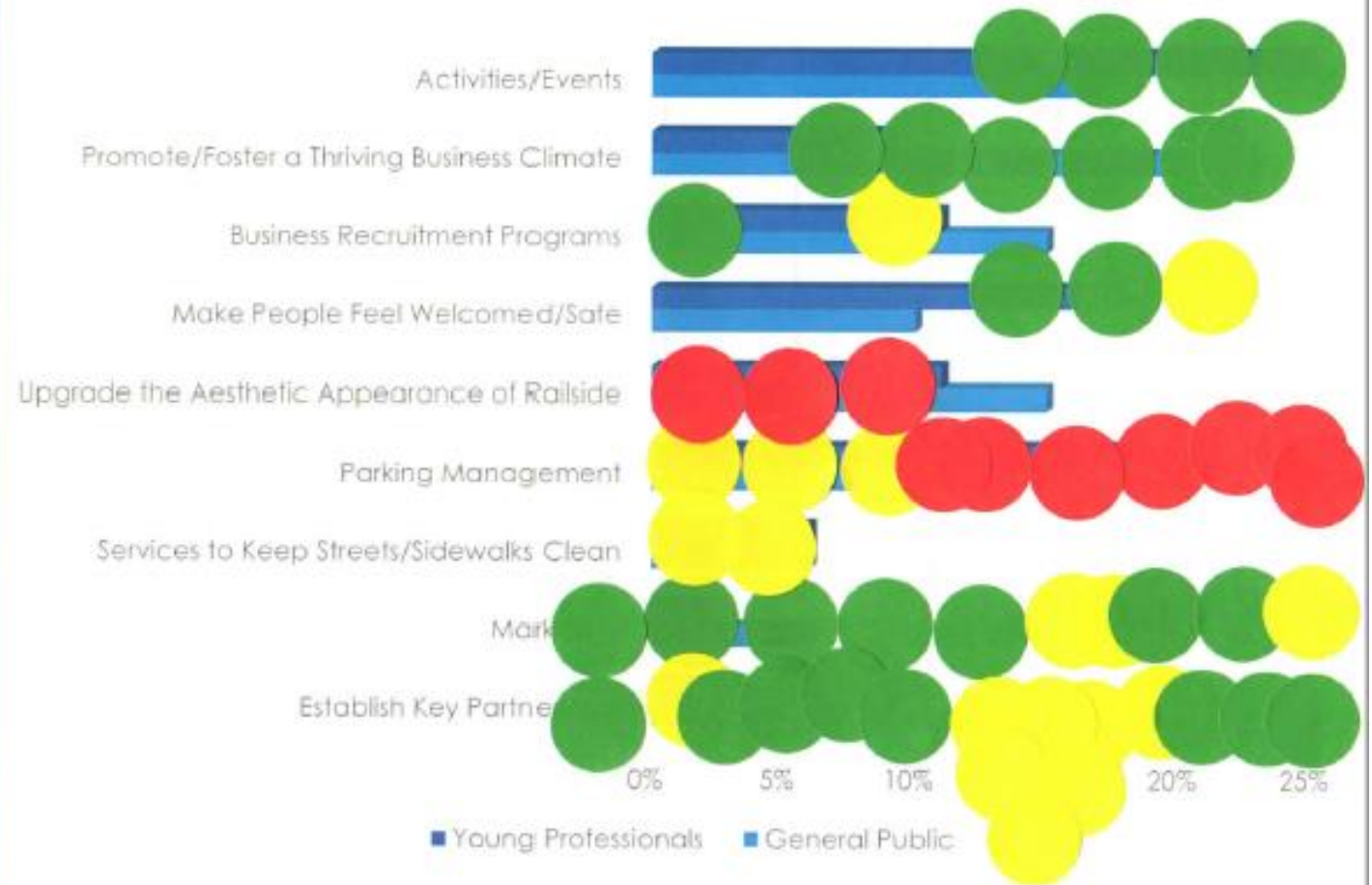
What is the biggest CHALLENGE to overcome within Railside?



#PRIORITIES

Rank the future priorities you envision for RAILSIDE.

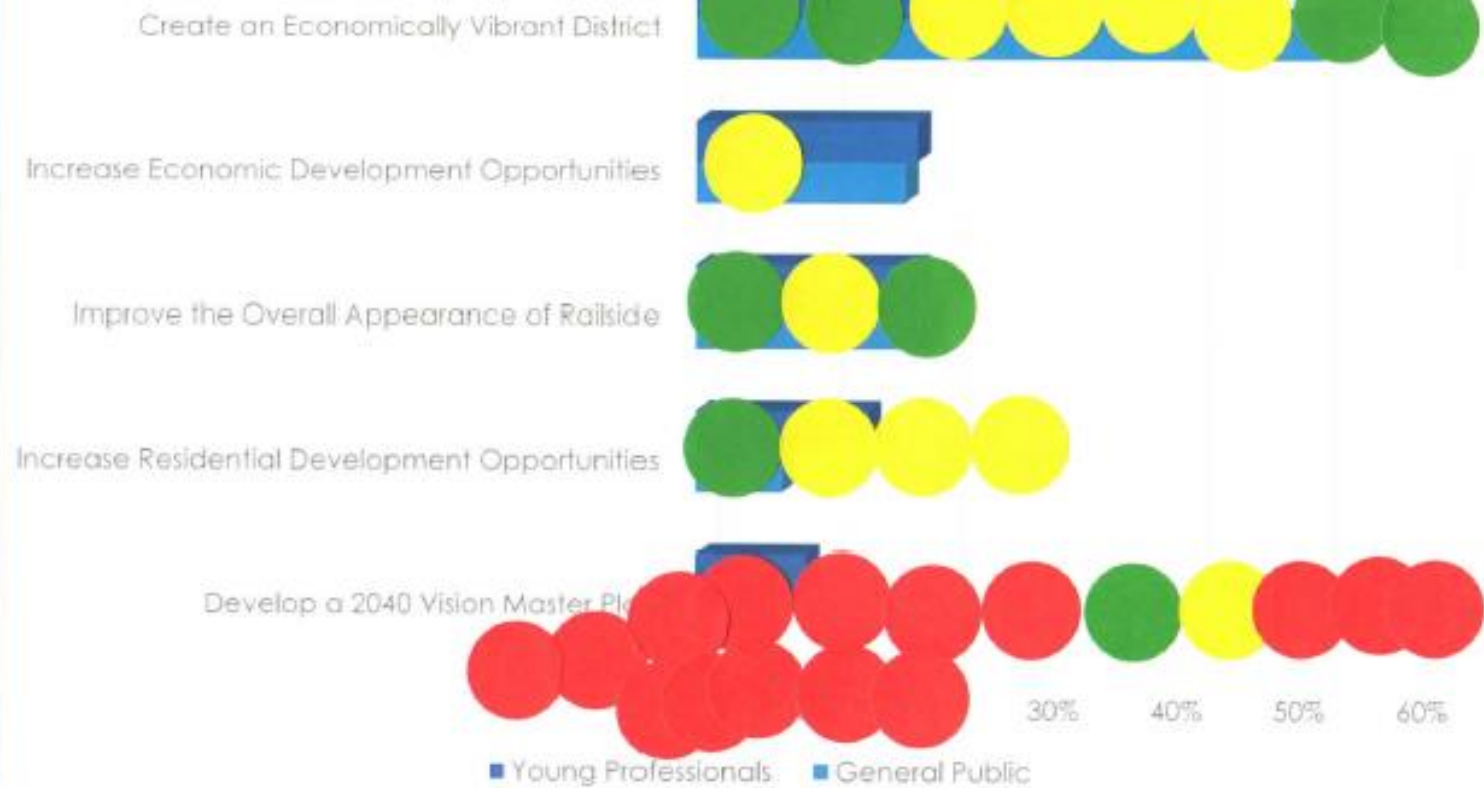
- The general public ranked promoting and fostering a thriving business climate, business recruitment programs and activities and events as their top priorities for RAILSIDE.
- Young Professionals ranked activities and events and parking management as the priorities for RAILSIDE.



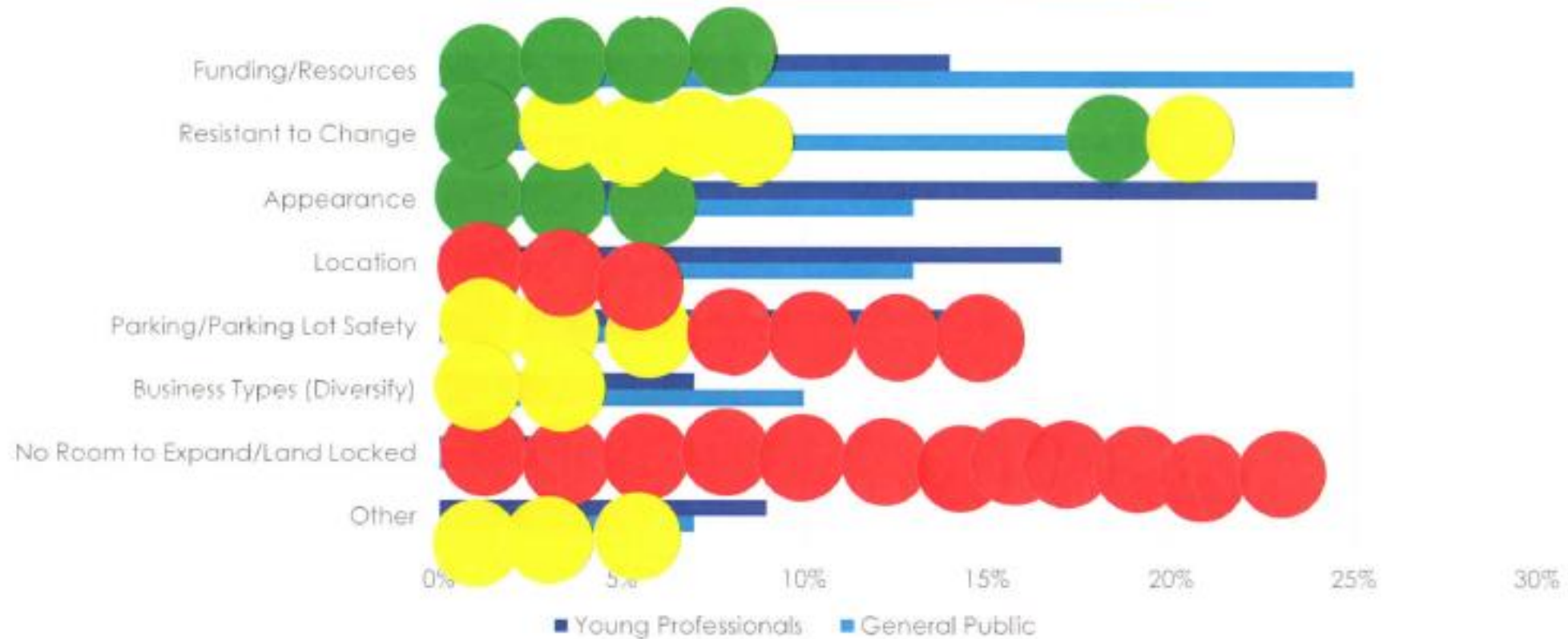
#PROJECT GOALS

Keeping an eye towards the future, rank the following project goals in order of importance.

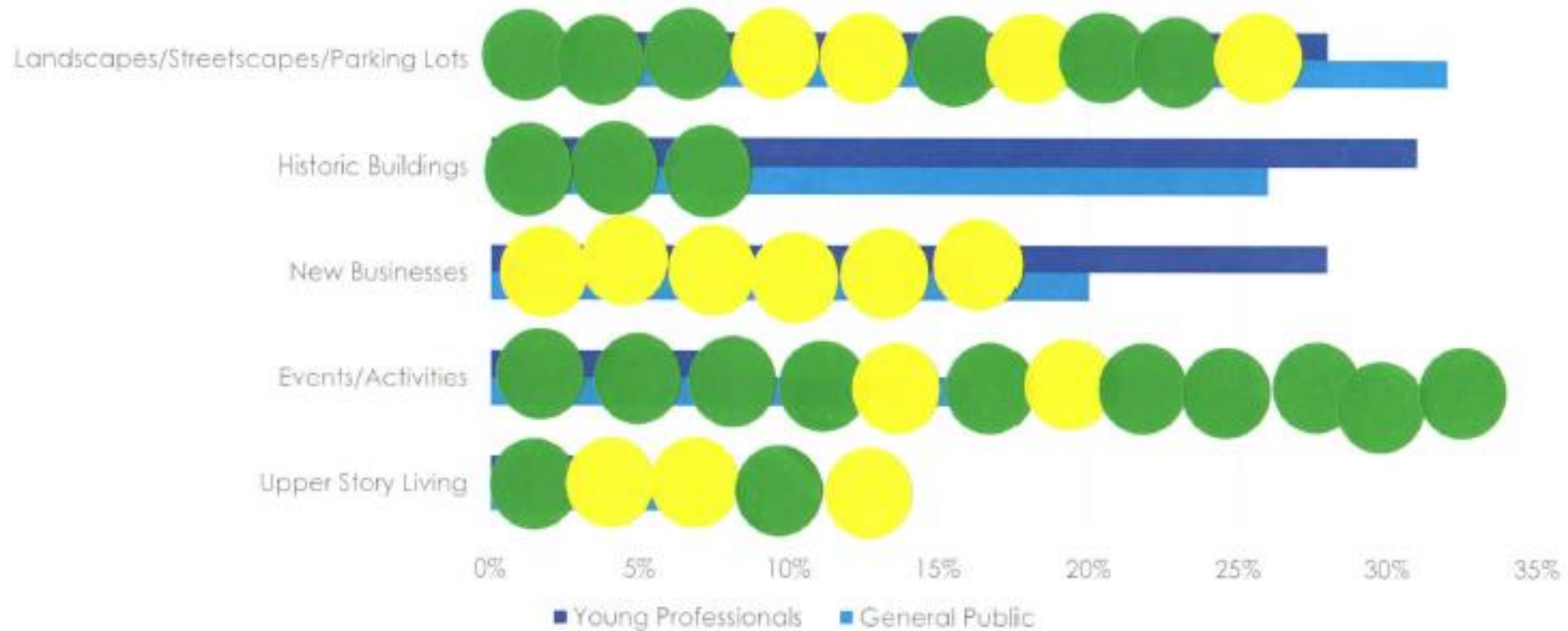
- Both groups agreed that creating an economically vibrant district should be the first priority.
- Other areas with notable ranking power included increasing economic development opportunities and improving the overall appearance of RAILSIDE.

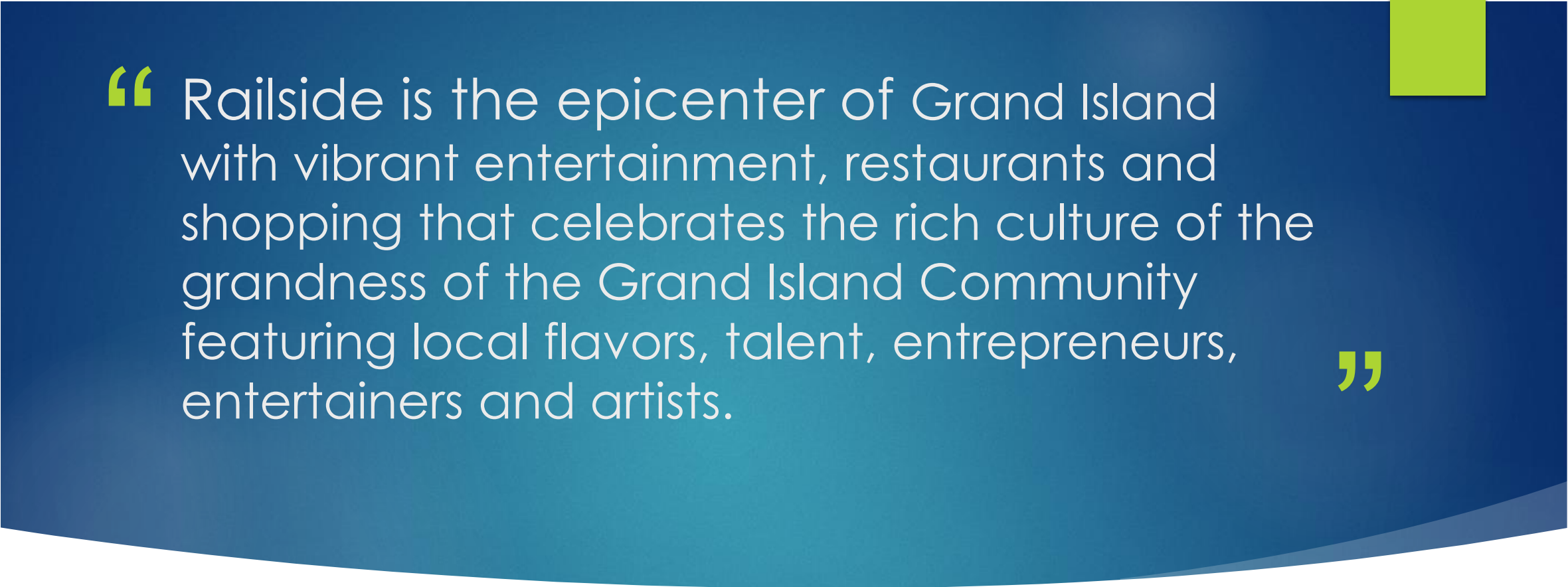


What constrains development within the Raiside area?



Which Railside area features should be maintained or enhanced?





“ Railside is the epicenter of Grand Island with vibrant entertainment, restaurants and shopping that celebrates the rich culture of the grandness of the Grand Island Community featuring local flavors, talent, entrepreneurs, entertainers and artists. ”

GOALS

Short Term

Clean up and Revamp Green Spaces, Streetscapes and Parking Lots in Railside

- Create a comprehensive plan for upkeep and cleaning of current problematic areas in Railside
- Create a 3 year plan to upgrade the Aesthetic Appearance of Railside
- Additional lighting options for upgrading appearance and safety
- Revamp services that keep streets/sidewalks clean
 - Trash Control and Gardening Services

Establish Key Partnerships

- Develop Key Partnerships with the CVB, CRA and Grow Grand Island
- Continue to Develop a sound and productive relationship with the City of Grand Island

Marketing

- Establish a three phased Marketing plan to improve the perception of Railside
- Launch Phase I
- Launch a marketing campaign to drive business into Railside

Mid – Range Goals

Assess upkeep and cleaning plans

Enter into Phase III of Marketing Plan

Recruitment of Key Business Types

- Recruit High End Options – Dining, Shopping, Sleeping
- Quick Dine Out/Shopping Options
- Recruiting New Business to offer a variety of experiences
- Continue to recruit diverse employers while retaining our current employee base

Events/Activities

- Continue to develop the Railside Brand through Railside Branded Events and Activities

Historic Building/Railside Redevelopment

- Continued Development of Historic Buildings
- Fill current spaces
- Encourage current buildings/businesses to revitalize storefronts/buildings to assist in the improvement of the overall appearance of Railside.

THANK YOU



RESOLUTION 2018-258

WHEREAS, the City Council has considered the proposed budget of the Railside Business Improvement District for the fiscal year 2018-2019; and

WHEREAS, the City has received the assessed values of the individual properties within the Railside Business Improvement District as shown in the office of the Hall County Assessor in effect on the first day of January, 2018.

NOW, THEREFORE, BE IT RESOLVED BY THE MAYOR AND COUNCIL OF THE CITY OF GRAND ISLAND, NEBRASKA, that:

1. The budget for the Railside Business Improvement District is hereby considered.
2. A proposed assessment schedule shall be prepared.
3. A hearing before the City Council sitting as a Board of Equalization on the proposed assessments shall be held on September 25, 2018 at 7:00 p.m. in the City Council chambers of City Hall 100 East First Street, Grand Island NE.
4. Notice of hearing shall be published once each week for three consecutive weeks in accordance with the Business Improvement District Act.
5. Notice of hearing shall be mailed to all property owners of the Railside Business Improvement District by U.S. Mail, postage prepaid

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Adopted by the City Council of the City of Grand Island, Nebraska, August 28, 2018.

Jeremy L. Jensen, Mayor

Attest:

RaNae Edwards, City Clerk

Approved as to Form	☐ _____
August 23, 2018	☐ City Attorney