



City of Grand Island

Tuesday, June 17, 2014

Study Session

Item -4

Downtown Presentation

Representatives from the Downtown Business Improvement District will present to the Public and City Council the history of Downtown Grand Island, the current projects underway and the future of Downtown for citizens of Grand Island.

Staff Contact: Linna Dee Donaldson, Councilmember

DOWNTOWN

WE CAN MAKE IT HAPPEN



1980'S

YANCEY HOTEL

- **Developed in the 1980's**
- **56 Condos**





1990'S

18 apartments developed or renovated

2000 - 2008

6 units developed



2008 - 2014 ZERO HOUSING PROJECTS

WHO **MAKES** IT HAPPEN

DOWNTOWN BID

ROLE:

- General maintenance and upkeep
- Safety
- Promotion
- Follows the Main Streets 4 Points of Downtown Revitalization:
 - Organization
 - Design
 - Promotion
 - Economic Vitality

PROJECTS:

- Historic Streetlights Phase 2
- POW Marker & Dodge Mini Park



COMMUNITY REDEVELOPMENT AUTHORITY

ROLE:

- Redevelops and improves blighted and substandard areas

PROJECTS:

- Numerous facade renovations
- Grant for Tower 217
- Partner for various streetscape projects



CITY GOVERNMENT

ROLE:

- **Actively pursues development projects, secures funding, and forges public/private partnerships for catalyst projects.**

PROJECTS:

- **Quiet Zones**
- **Alleyway Improvement Project**
- **Historic Streetlight Project (Federal Funds)**



DOWNTOWN FOCUSES

- **Readopting the 1999 Downtown Master Plan**
- **Launching downtown destination brand**
- **Recruiting new retail first floor & professional upper floor tenants downtown**
- **Reinvesting in downtown parking resources**
- **Creating a growth friendly mindset towards downtown**
- **Fostering upper floor housing development**

RE-ADOPTING THE MASTER PLAN

- **Created in 1999, Funded by the City.**
- **Designed the pathway for growth in downtown.**
- **Highlights parking enhancements.**
- **Makes physical recommendations that will guide the actions of our board.**
- **Use the master plan to fuel city investment.**



Grand Island, Nebraska Development Concept

RDG Crose Garder Shukert
Omaha and Des Moines

0 50 100 200 300 400
In Feet

- | | |
|---|----------------------------------|
| 1 - Link to 4th St. District (Walnut St.) | 26 - Pioneer Park Rehabilitation |
| 2 - Link to 4th St. District (Pine St.) | 27 - Cathedral Square |
| 3 - Railroad Parking | 28 - Lieberkranz Garden |
| 4 - Railroad Plaza | 29 - Lieberkranz |
| 5 - Front Street Redesign | 30 - 2nd Street Improvements |
| 6 - Parking Redesign | 31 - 1st Street Improvements |
| 7 - Wheeler Ave. Park Extension | 32 - 1st Street Lot Greening |
| 8 - Wheeler Ave. Park Upgrade | 33 - Wheeler / Locust Entry Park |
| 9 - Pavilion | 34 - Elks Building Renovation |
| 10 - Mikkelsen Alley | 35 - Division Street Extension |
| 11 - Alley Entrance Crossing | 36 - Civic Center Parking |
| 12 - Alley café | 37 - Office Site |
| 13 - Entrance Columns | 38 - Government Circle |
| 14 - Expanded Parking | 39 - Public Service Monument |
| 15 - 3rd Street Redesign | 40 - Office Site |
| 16 - 3rd / Wheeler Center | 41 - Old City Hall Reuse |
| 17 - New Parking Ramp | 42 - West 3rd Improvements |
| 18 - Bartenbach Alley | |
| 19 - Bartenbach Back Alley Plaza | |
| 20 - Brown Hotel Conversion | |
| 21 - Store Rear Facade Improvement | |
| 22 - Parking Lot Greening | |
| 23 - 2nd Street Alley Passage | |
| 24 - Brown Hotel Passage | |
| 25 - Mikkelsen Building Reuse | |



LAUNCHING THE DOWNTOWN DESTINATION BRAND

- **Positioning downtown as the place to be in Grand Island**
- **Creating a marketing-oriented idea that can be shared among public and private sector resources**
- **The Marketing system we have invested in will be launched in late Summer 2014 and will be publicly available for private sector use.**

RECRUITING NEW FIRST FLOOR RETAIL

- **We need to create a downtown buzz factor.**
- **Convert first floor space into experience contributing retail and restaurants.**
- **Grow overall sense of retail density.**



RECRUITING SECOND FLOOR PROFESSIONAL

- **Highlight professional job creation potential for college graduates in cool spaces downtown.**
- **Downtown employees want downtown living options. The growth economies are intertwined.**



REINVESTING IN PARKING

- **Parking Districts were formed almost 40 years ago without changes to how they are funded.**
- **BID with assistance from the appropriate city departments will propose changes in how parking is funded to ensure a fair and balanced approach is taken.**
- **Solutions will need to be found to address current deficiencies.**

CREATING A GROWTH FRIENDLY MINDSET IN GRAND ISLAND

- **The City's confidence in downtown influences the banking community's confidence.**
- **Private Sector Funding is one of the largest issues plaguing downtown investment.**
- **Codes enforcement adopting the International Standards.**
- **Developers need to feel like the City and the BID are their partners.**

FOSTERING UPPER LEVEL HOUSING

- **180,000 potential square feet today**
- **Average cost of \$110 per sq ft to restore**
- **19.8 million dollar development potential**
- **\$13.1 Million dollar valuation increase.**
- **Investment in upper floors is important to create critical mass needed to spur a cycle of sustainable development.**

More Downtown Housing EQUALS Increased Spending Downtown

A study completed for Main Street Iowa calculated that a couple living in a downtown apartment and paying \$1000 per month in rent will add nearly \$39,000 per year to the downtown economy if a range of goods and services is available.

Summary: Getting Results The Economic Impact of Main Street Iowa, 1986-2012, Donovan Rypkema

Increased Spending Downtown **EQUALS**

- **More jobs.**
- **Increase in property tax valuations.**
- **Increase in sales tax revenues.**

THE GOAL

50 new housing units by 2020.

EQUALS

10 housing units per year starting in 2015.

That will be more units constructed in next 5 years than the past 25 years.

THE PROPOSAL

- **\$100,000 is being requested for the next 5 years from the general fund to implement a new Life Safety and Infrastructure Program that will be designed to promote upper level housing.**
- **An additional \$100,000 is being requested from the CRA's Facade Program to be redirected to the newly formed Life Safety Program.**
- **Also requested that the Facade Program be limited to historic buildings in the downtown district.**
- **Under this proposal, the CRA would administer the newly formed program.**

SUMMARY

- **Our studies have been completed.**
- **A new branding/marketing campaign is going to be launched soon.**
- **We can make downtown a vibrant, energetic place that can attract residents, shoppers, diners and tourists.**
- **We can make it happen.**