

MARKETING DOWNTOWN RESIDENTIAL

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PGAV**PLANNERS**

INTRODUCTION

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"New in town, hey? Let me show you a great condo tower."

Marketing takes many forms . . .

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- To create a strong Downtown you must strive for a 24-hour Downtown. Encouraging people to work, play, and LIVE Downtown increases the **area's vitality and economic strength.**
- The Brookings Institute on Urban and Metropolitan Policy completed a study on how downtowns can increase the number of residents. The findings showed Ten Key Steps to do this.



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Ten Key Steps:

- Housing must be Downtown's political and business priority.



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Ten Key Steps (continued):

- Downtown must have a clear boundary distinguished by unique physical details, such as streetscape elements, common signage, etc.



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Ten Key Steps (continued):

- Downtown must be accessible to cars, walkers, bicycles, wheelchairs, etc.



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Ten Key Steps (continued):

- Downtown must have new and improved regional amenities to attract new residents and maintain current base.



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Ten Key Steps (continued):

- Downtown must be clean and safe.



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Ten Key Steps (continued):

- Downtown must preserve and reuse old buildings.



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Ten Key Steps (continued):

- Downtown regulations must be streamlined and support residential growth.



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Ten Key Steps (continued):

- City resources should be devoted to housing.



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Ten Key Steps (continued):

- The edge of Downtown should be surrounded by viable neighborhoods.



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Ten Key Steps (continued):

- Downtown should never be considered “done.”



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Other observations/recommendations

- Develop a Downtown Residential strategy:
 - Market Downtown's strengths collectively as the "product"
 - Work to provide a mix of housing options, and spread throughout Downtown
 - Coordinate "Downtown Living Tours" with available properties and local realtors



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Other observations/recommendations

- Develop a Downtown Residential strategy (cont.):
 - Develop and fund targeted advertising and collateral materials and offer on-line database of available properties
 - Website should allow for search of rental and for sale housing
 - Work with Downtown businesses to provide incentives to residents, such as price discounts
 - Look for creative parking solutions, such as resident stickers and shared parking facilities
 - Provide incentives



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Other observations/recommendations

- Targeted incentives to encourage Downtown residential development can include:
 - Tax abatement
 - Flexible development rules
 - Transfer of Development Rights
 - Façade grants or loans
- Target areas within Downtown or housing types for specified periods to maximize effectiveness
- Provide an education campaign for homeowners and developers to mirror marketing efforts towards new residents

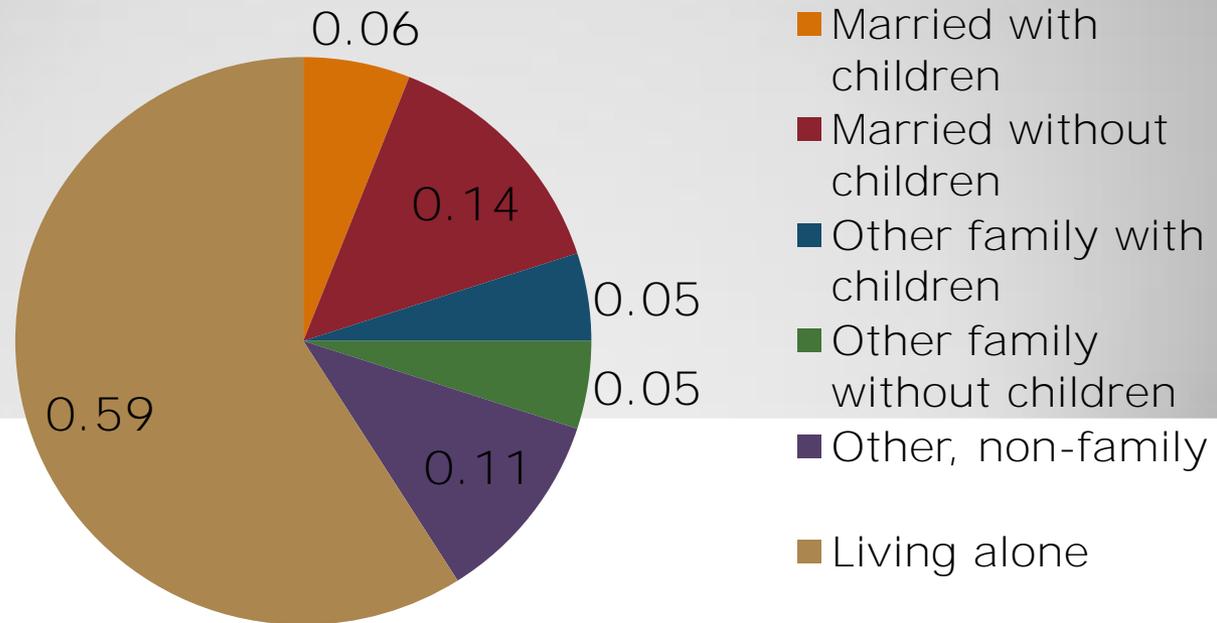


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Determine your target demos . . .

Downtown Households by type, 2000

Source:
Brookings Institute,
Birch (2000)

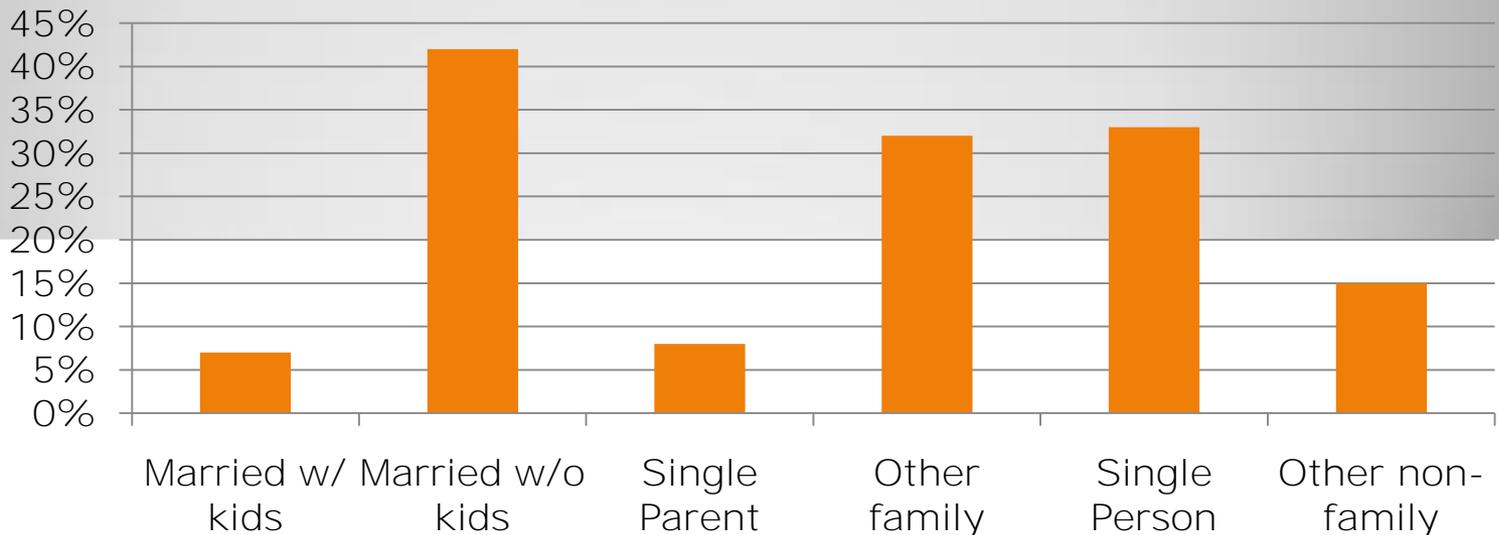


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According to the US Census Bureau, older workers and seniors will grow in demographic importance as the Baby Boom generation ages. As a result, childless married couples and single-person households – vital Downtown groups – will grow rapidly in coming years:

Projected growth rate by household type, 2000 to 2020

Source:
Joint Center
for Housing
Studies
(2006)



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Examples:

- Retirees
 - Stay in touch with senior centers, local chapters of AARP, VFW, and other social organizations
 - Personally visit them as a guest lecturer
 - Take out local and inexpensive, yet highly targeted advertising towards them
 - Show amenities and benefits of Downtown living, such as walkability, low-maintenance living, close-knit community, high service uses, and historic charm



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Examples:

- Young Artists
 - Advertise in local entertainment newspapers and/or use flyers to reach young artists
 - Team up with local establishments to provide art showings, live music venues, and various classes
 - Determine where local artists currently live and work and find out what would attract them to your Downtown
 - Utilize social media to reach artist's groups**
 - Seek out other artists to assist you with new ideas and creativity towards marketing



WEBSITES/INFO

www.brookings.edu/metro

(Brookings Institute on Urban and
Metropolitan Policy)

www.jchs.harvard.edu

**(Harvard University's Joint Center for
Housing Studies)**

www.census.gov

(US Census Bureau)



THANK
YOU

