About ULI

• Established in 1936

• Independent nonprofit education and research organization

• Mission: To provide responsible leadership in the use of the land in order to enhance the total environment

• More than 27,000 members worldwide

• Representing the entire spectrum of land use and real estate development disciplines
About ULI Advisory Services

• Bring the finest expertise in real estate to bear on complex land use and development projects

• Over 400 ULI-member teams assembled since 1947 to assist sponsors find creative and practical solutions
Urban Land Institute

The Panel

Michael Banner (Chair)
President/CEO
Los Angeles LDC, Inc
Los Angeles, California

Greg Baldwin
Partner
Zimmer Gunsul Frasca
Portland, Oregon

Terry Foegler
President
Campus Partners
Columbus, Ohio

Sheila Grove
Program Director
Washington Gateway Main Street
Boston, Massachusetts

Philip Hart
President/CEO
Heart Realty Advisors
Los Angeles, California

Adam Krom
Urban Designer and Planner
Wallace Roberts & Todd, LLC
Philadelphia, Pennsylvania
The Panel

Kiku Obata
President
Kiku Obata & Company
St. Louis, Missouri

Margie Ruddick
Principal
Wallace Roberts & Todd, LLC
Philadelphia, Pennsylvania

Donald Shoup
Professor of Urban Planning
University of California at Los Angeles
Los Angeles, California

Jeff Tumlin
Partner
Nelson Nygaard
San Francisco, California

Todd Wenskoski
Associate
Design Workshop
Denver, Colorado
Our Process

• Briefing materials
• Briefing and tour
• Case studies
• Work
• Present findings and recommendations
• Report
Today’s Presentation

- What Makes a Great Street?
- Framework Assessment
- Transportation
- Design
- Investment Impact
- For each….
  - What needs to be done
  - How to get it done
What Makes A Great Street?

- Convey the quality, character, and aspirations that distinguish the neighborhoods
- Attract, stimulate, and sustain desirable activity involving any and all members of the community
What Makes a Great Street?

- Balance a diversity of modes... without compromise to any
- Secure and sustain stewardship by those who operate and abut the street
Framework Assessment
Strengths

• Bold vision
• Inclusive process
• Acknowledges existing issues such as potholes, garbage, broken gutters
Strengths

- Provides evidence of strong public commitment
- Focus of investment around strategic nodes
- Good interagency coordination
Areas for Improvement

- Need to institutionalize coordination across all agencies
- Need a process for evaluating readiness
Areas for Improvement

• Amount of retail may be excessive
• Complete market analysis for remaining corridors
Areas for Improvement

• Goes from vision to detail too quickly – not necessarily substantiated
• Lack of detail on how to balance cars, pedestrians, bikes, transit, and parking
• Preliminary cost estimates need to be further evaluated
• Renderings do not accurately reflect what the corridor can be
Transportation
What Needs To Be Done

• Remove regulatory obstacles
• Identify and address pedestrian safety hot spots
• Decide where congestion goes
What Needs To Be Done

• Make transit work
• Bring all streets to a basic level of maintenance and good repair and sustain over time
• Make parking a revenue source
How To Get It Done

• Additional studies
  – Multimodal transportation study
  – Operations, management, and partnership design
  – Circulation and mode assessment

• Adopt new multimodal transportation standards; do not use standard LOS studies
How to Get it Done

• Innovative parking strategy
  – Performance-based parking prices
  – Local revenue return
  – Share citation revenue with the neighborhood
  – Best practices from other cities
Design
What Needs to Get Done

• Amplify unique and recognizable nodes
• Develop retail merchandizing plan
• Create integrated streetscape
• Foster stewardship
• Create detailed design and implementation strategy that includes phasing, responsibilities, linkages, etc.
What Needs to Get Done

- Develop standard O&M program
- Allow for small-scale, expressive, and individual improvements
- Use design to create areas of continuity
How To Get It Done

- Identify clear project management structure for the program
- Workshops with community groups, NGOs, etc.
- Provide design guidelines for private property along the corridor
How To Get It Done

• Initiate targeted studies
  – Transportation studies
  – Merchandising study
  – Media strategy
  – O&M coordination

• Complete thorough design process
Investment Impact
What Needs To Get Done

• Help all stakeholders effectively leverage the Great Streets investment
• Establish/promote entities (e.g., BIDs, CDCs, Main Streets, etc) to focus on community implementation and management
• Attract capital to retail nodes so they become “owned”
What Needs To Get Done

- Bring existing streets, sidewalks, and furnishings to basic level of maintenance and good repair
- Develop a clear process for making implementation decisions (fast, predictable, flexible)
- Leverage DDOT’s investment
How To Get It Done

- Overall assessment to determine basic needs and readiness
- Target investment to retail nodes
- Create a revenue stream to support BIDs, etc.
  - Localize parking revenues
  - TIF reinvestments back in
How To Get It Done

- Provide support and access to entities (BID, CDC, etc.)
- Start/expand a retail investment fund targeted to assist local entrepreneurs
Move Beyond the Framework

• Align public and private design and development standards with neighborhood revitalization objectives

• Develop governmental and community based organizational capacity to accomplish comprehensive approach required of the mission

• Invest strategically to maximize the overall public return on investment