

Downtown Success Indicators A Review of the Literature

NACDEP 2015 – May 17- 20 – Little Rock
Kathie Brown, University of Illinois Extension



- North Central States Program Downtown and Business District Market Analysis
 - 2010 5 Illinois Communities participated.
- Illinois noticed the programming outcomes:
 - Rural Partners Economic Development Conference
 - Illinois Main Street

Visioning Future Excellence: addressing society's greatest challenges

Economic
Development



Education



Energy and
Environment



Social Equality
and Cultural
Understanding



Health and
Wellness



Information and
Technology

Our Commitment

- Goal 1: Foster scholarship, discovery and innovation
- Goal 2: Provide transformative learning experiences
- Goal 3: Make a significant and visible social impact
- Goal 4: Steward current resources and generate additional resources for strategic investment

*University of Illinois Strategic Plan 2013-16

University of Illinois Extension Campus Engagement Role



1. Engagement is *scholarly*.
2. Engagement *cuts across the mission* of teaching, research, and service.
3. Engagement is *reciprocal and mutually beneficial*.

Source: Committee on Institutional Cooperation, Engaged Scholarship: A Resource Guide

Active Learning Process

- Start with a problem or planning challenge
- Students explore problem through active inquiry
- Students work to find solutions in partnership with a community-based team of advisors
- Students create a tangible work product
- Ideas are presented and critiqued in the community and on campus

Source: Keith Sawyer, [Zig Zag: The Surprising Path to Greater Creativity](#)



Studio Workshop Course – UP 494

Designing Resilient Downtown

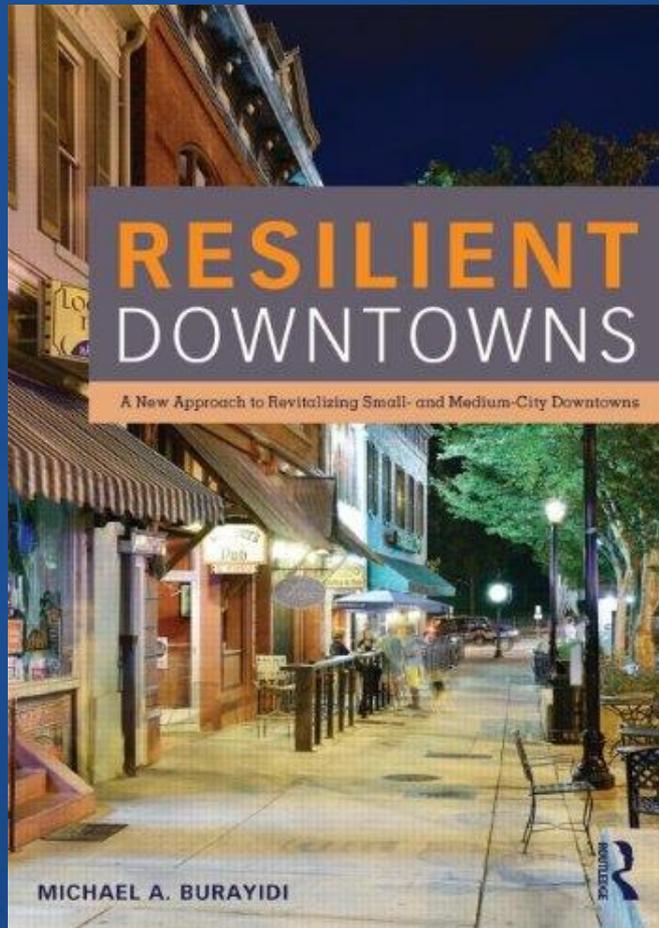


Downtown Success Indicators



- **Principal Investigator:** Jenny Garner, University of Illinois Extension
- **Co-Principal Investigators:** Kathie Brown, University of Illinois Extension
- Josh Clements, University of Iowa Extension & Outreach
- Aimee Ingalls, University of Illinois Extension
- Bill Ryan, University of Wisconsin Extension
- *Manish Singh, UIUC Dept. of Urban and Regional Planning*
- *Mary Edwards, UIUC Dept. of Urban and Regional Planning*

Review of Literature



Downtown Retail Development

Quantitative

- Proportion of all retail businesses located in downtown
- Increase in retail businesses downtown over a period of time
- Occupancy rate

Qualitative

- Retail activity
- Daytime population
- Business mix
- Flux in downtown businesses



Downtown Housing

Quantitative

- Proportion of city's population residing downtown
- Increase in downtown housing units over a period of time

Qualitative

- High density residential development
- Surrounding market rate residential neighborhoods
- Regulatory framework supporting downtown housing



Organizations and Partnerships

Qualitative

- Active leadership
- Downtown development authority
- Partnerships and coalitions
- Downtown redevelopment plan
- Community involvement



Downtown Traffic Generators

Quantitative

- Proportion of city's civic and cultural uses located downtown

Qualitative

- Access to natural amenities
- Arts and entertainment amenities
- Educational establishments



Preservation and rehabilitation

Quantitative

- Proportion of city's registered historic structure located downtown
- Rehabilitation projects
- Historic preservation initiatives
- Heritage tourism



Immigration and diversity

Quantitative

- Percentage of the foreign born population in the city

Qualitative

- Level of engagement with community planning and decision making
- Civic leaders' attitude toward diverse population



Multifunctionality

Qualitative

- Mixed use development
- Office development
- Conference meeting space



Downtown design

Qualitative

- Sense of place
- Clear entrance
- Design guidelines
- Bike/pedestrian friendliness
- Public space
- Streetscape
- Accessibility and connectivity



Branding and promotion

Qualitative

- Special events
- Marketing initiatives



Downtown finance, employment and demographics

Quantitative

- Change in real property investment
- Change in downtown employment by sector
- Percentage increase in rental value

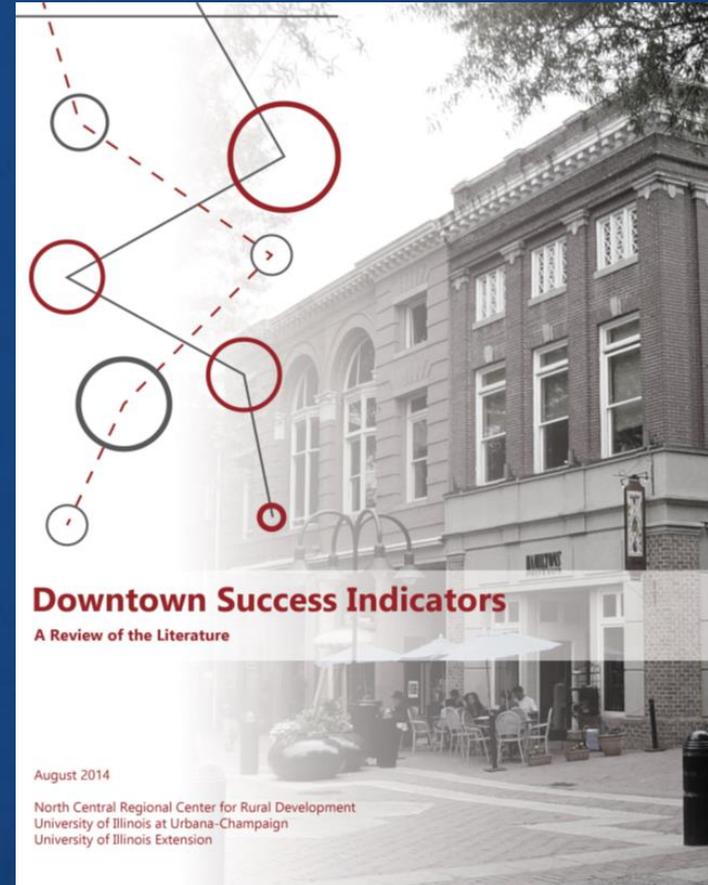
Qualitative

- Make up of downtown labor force
- Environmental sustainability



Programming Implications

- Community learning exchanges
- Case studies
- Training on using data and collecting evidence to support downtown development
- Planning and design assistance
- University/Extension programming partnerships
- Other



For more information

- <http://web.extension.illinois.edu/fmpt/downloads/59491.pdf>
- Kathie Brown, University of Illinois Extension
- brownlk@illinois.edu