

Own Property Like You Mean It!

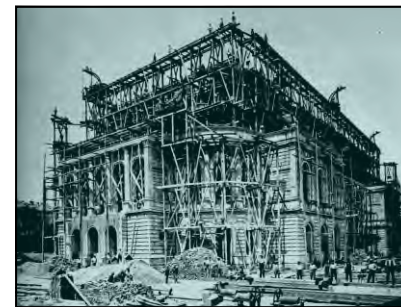
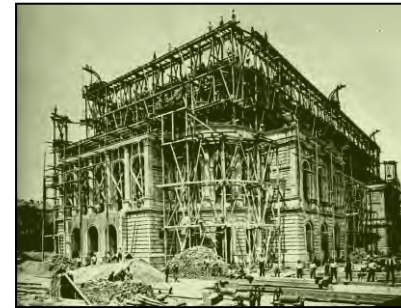
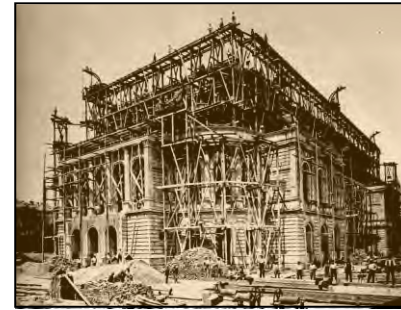
*Presented to:
Madras, OR*

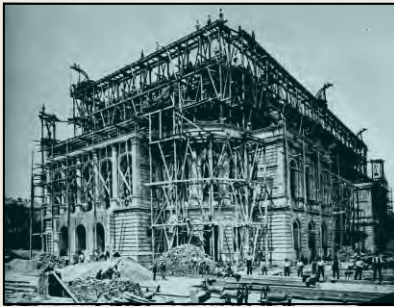
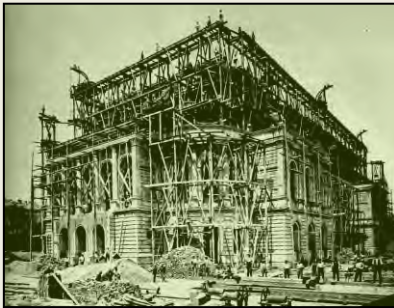
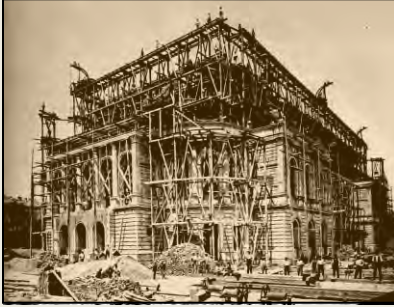


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ACKNOWLEDGEMENTS

GRATITUDE



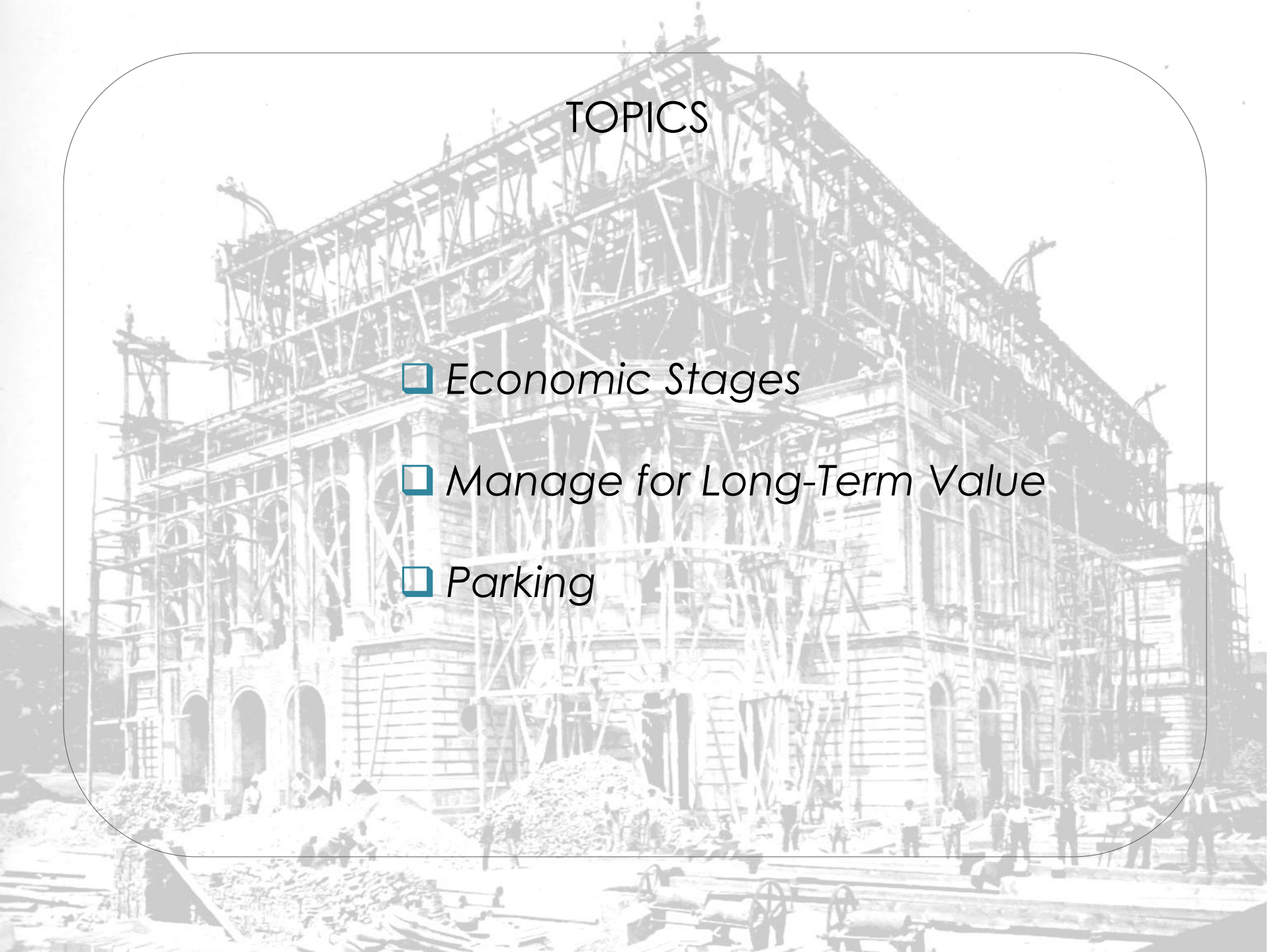
GRATITUDE

GAME, SET & MATCH



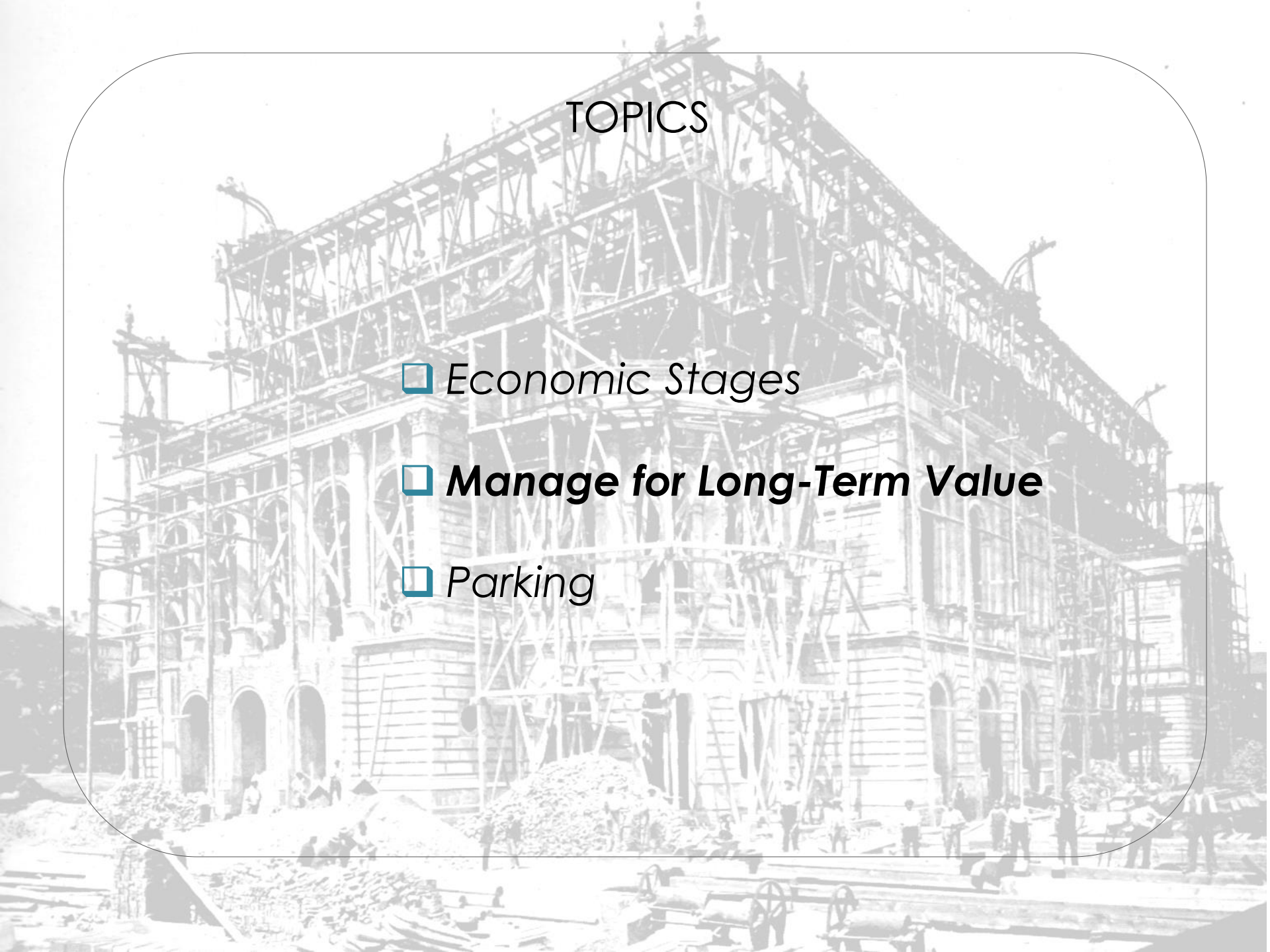
TOPICS

- ❑ *Economic Stages*
- ❑ *Manage for Long-Term Value*
- ❑ *Parking*



TOPICS

- ❑ *Economic Stages*
- ❑ ***Manage for Long-Term Value***
- ❑ *Parking*

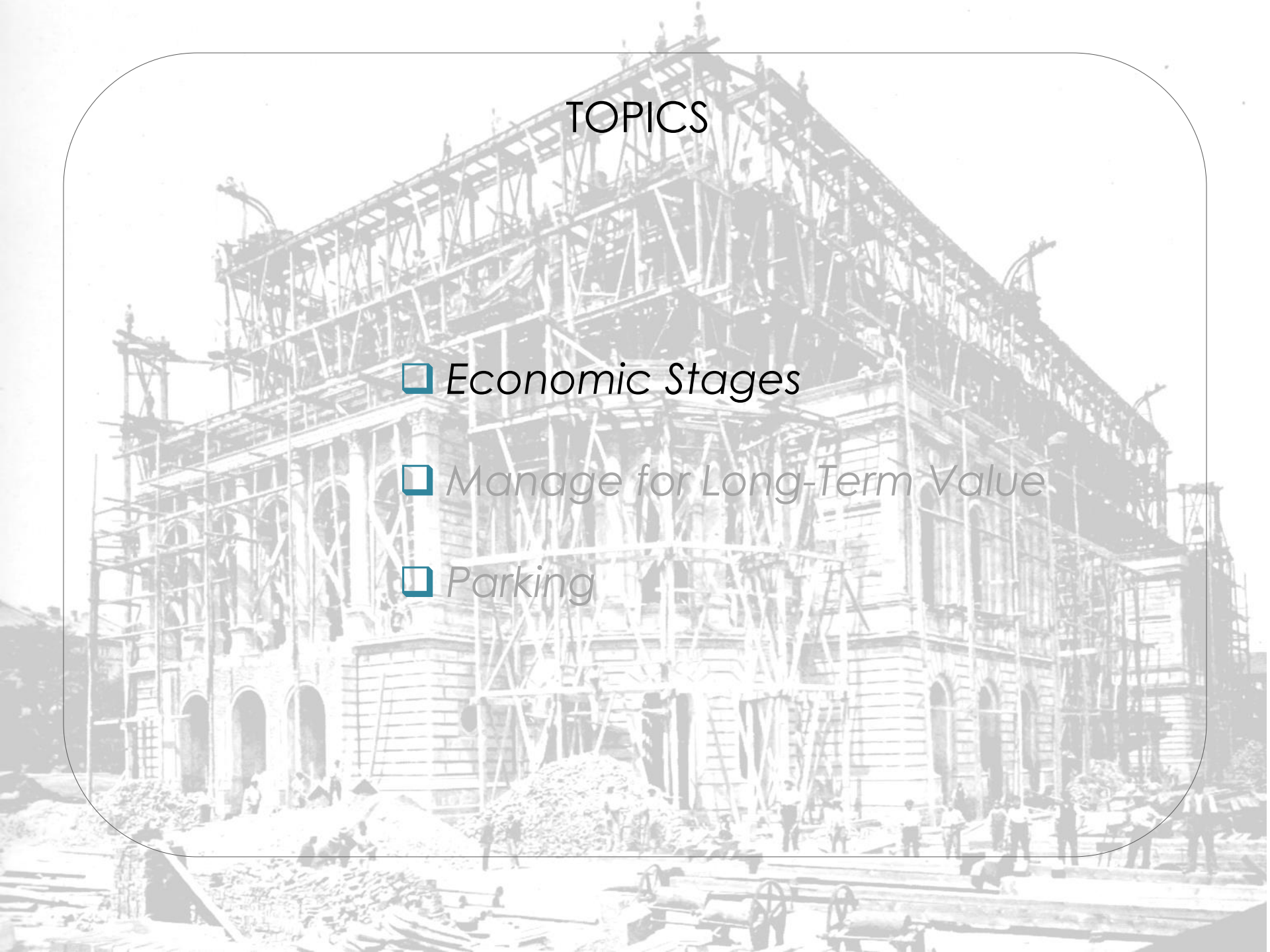


TOPICS

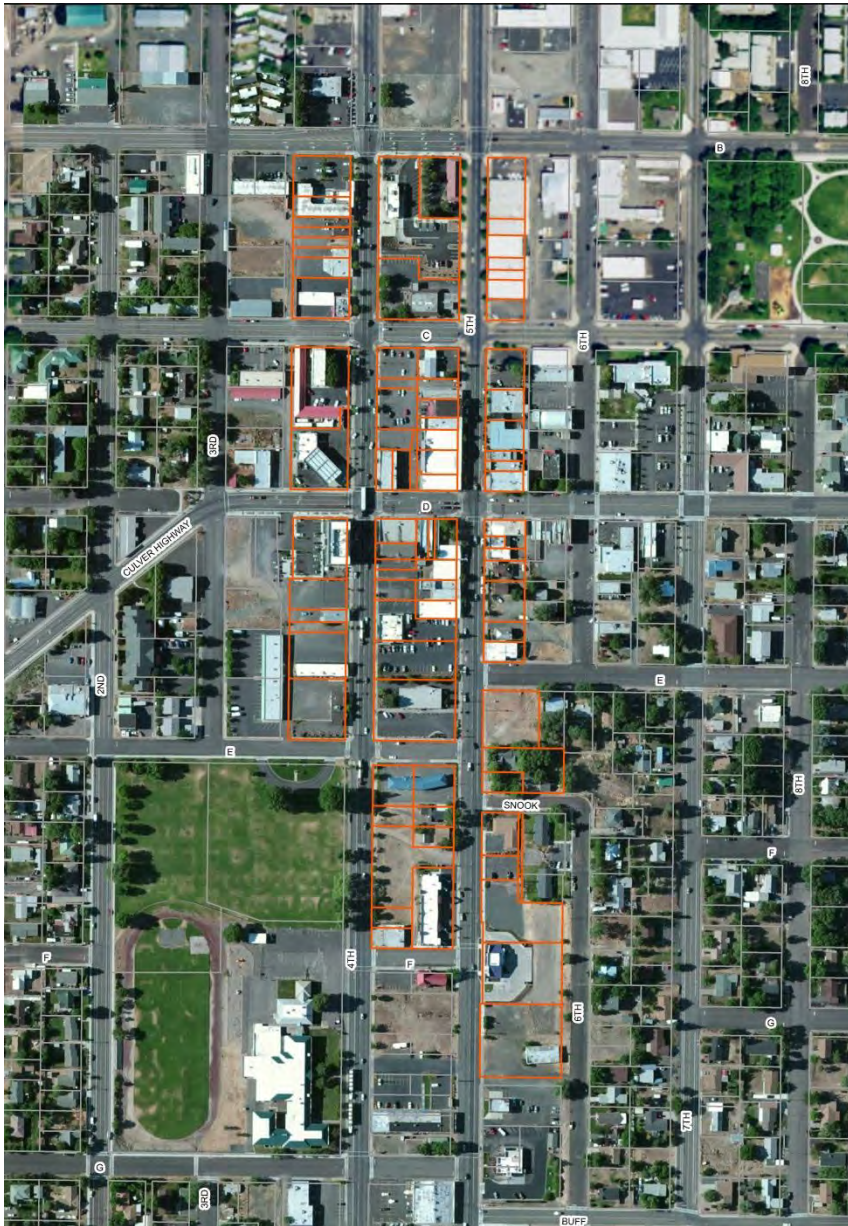
Economic Stages

Manage for Long-Term Value

Parking



DOWNTOWN DISTRICT CHARACTERISTICS



STAGES OF DISTRICT GROWTH

- Emerging
- Transition
- Mature

STAGES OF DISTRICT GROWTH

➤ Emerging

➤ Transition

➤ Mature

EMERGING



EMERGING



EMERGING



EMERGING



EMERGING



EMERGING



EMERGING



STAGES OF DISTRICT GROWTH

➤ Emerging

➤ Transition

➤ Mature

TRANSITION



TRANSITION



TRANSITION



TRANSITION



TRANSITION



TRANSITION





TRANSITION

TRANSITION



TRANSITION



USED TO BE SIMILAR



STAGES OF DISTRICT GROWTH

➤ Emerging

➤ Transition

➤ Mature

MATURE



MATURE



MATURE



MATURE



MATURE



MATURE





MATURE



MATURE

MATURE



MATURE

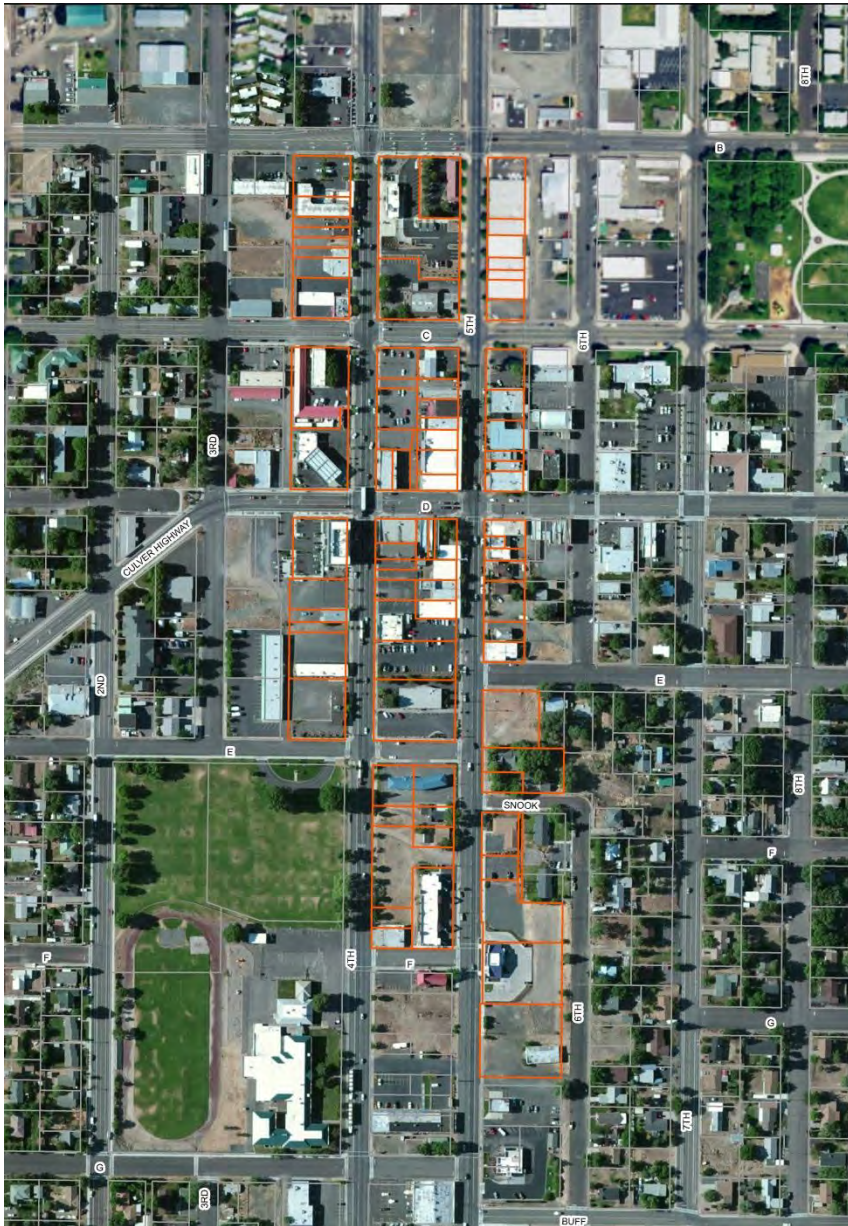
MATURE



STAGES OF DISTRICT GROWTH

- Emerging
- Transition
- Mature

DOWNTOWN DISTRICT CHARACTERISTICS



DOWNTOWN CHARACTERISTICS

- ❖ Grid with Smaller Lots
- ❖ Buildings at Sidewalk, Next to One Another
- ❖ Continuity (few vacant lots/parking lots)



DIFFICULT TO LEAPFROG

STAGES OF DISTRICT GROWTH

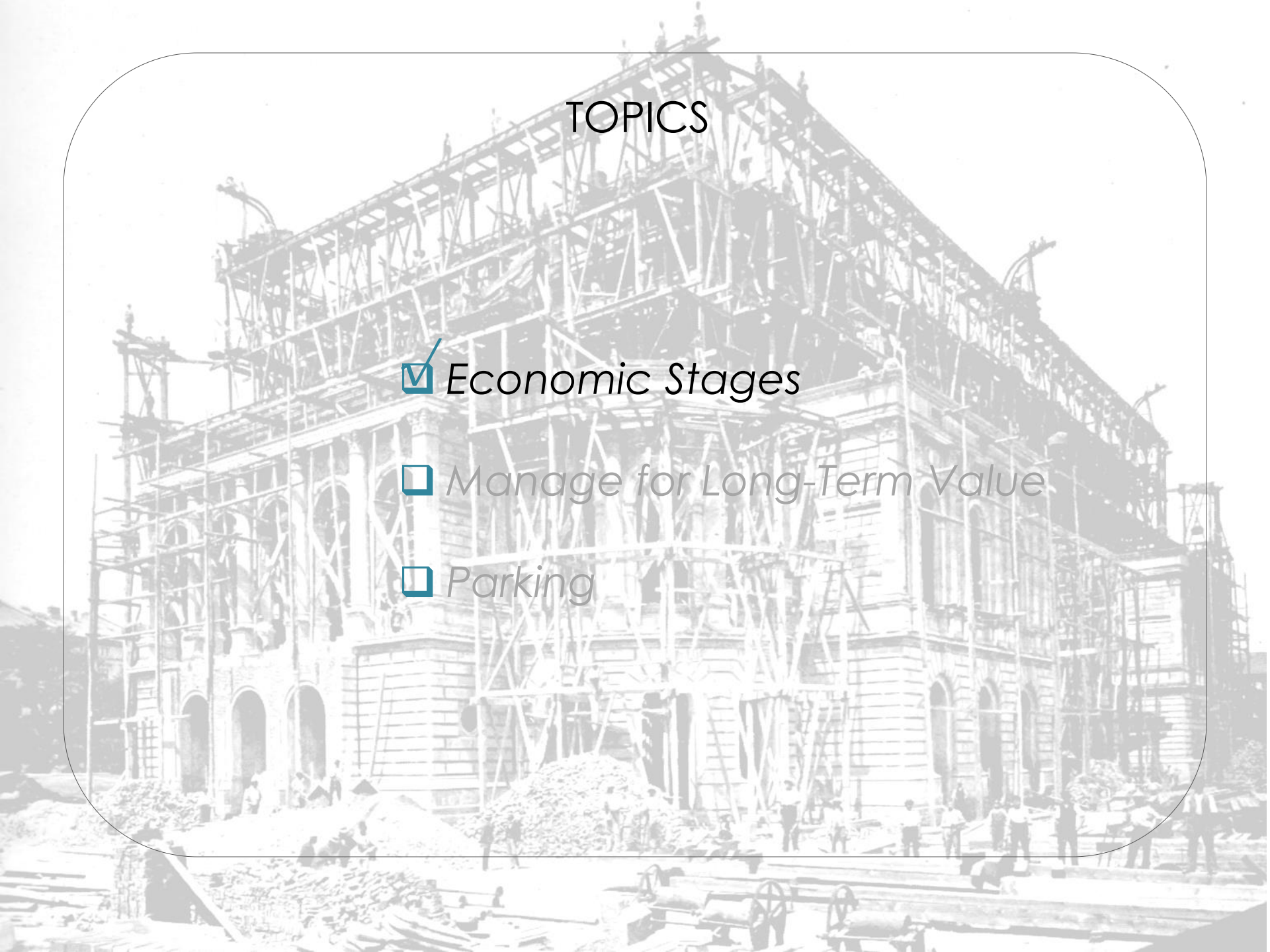
- ❖ Emerging = *Adaptive Reuse*
- ❖ Transition = *Small Infill New Construction*
- ❖ Mature = *Larger Infill New Construction*

TOPICS

Economic Stages

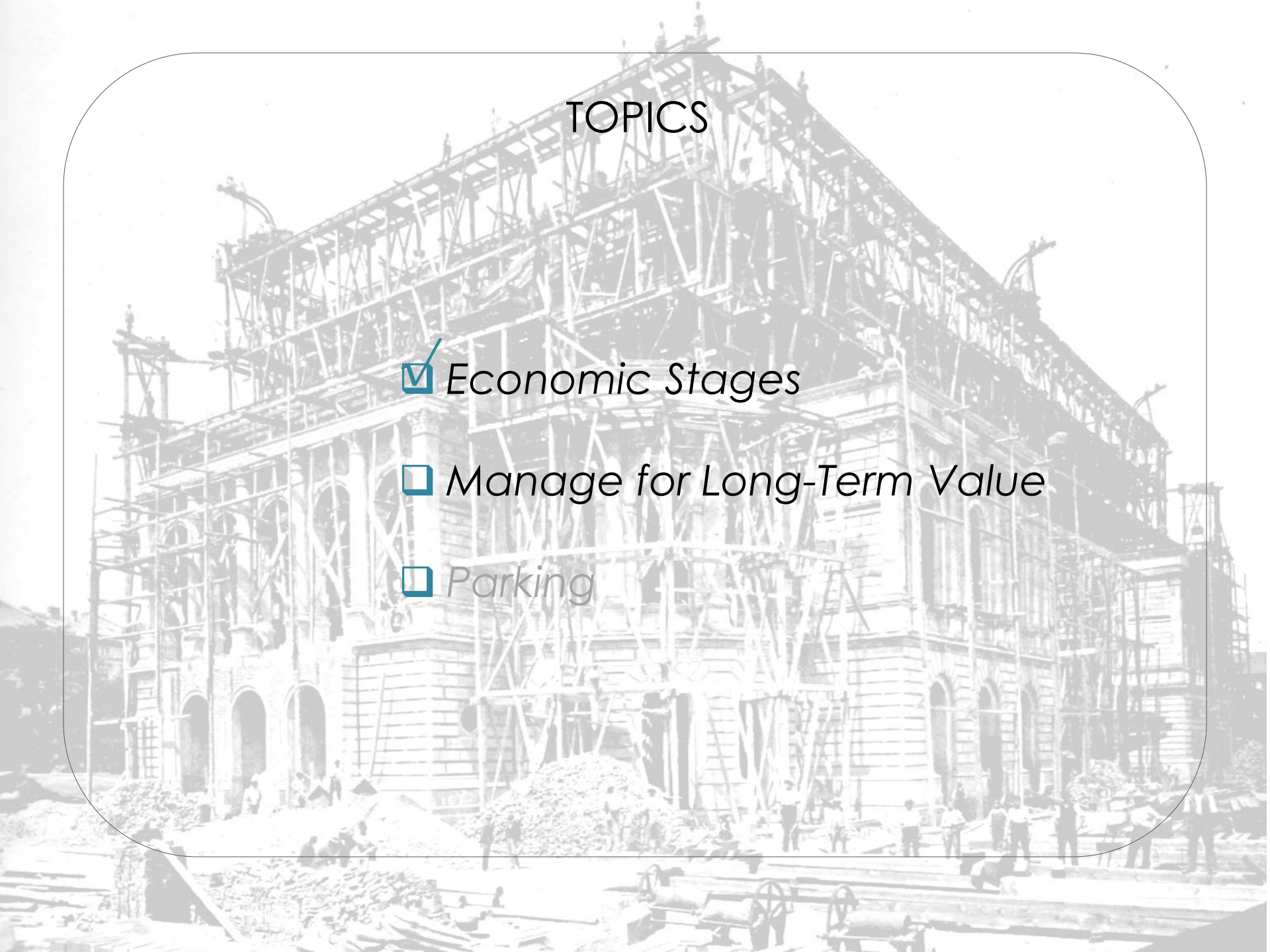
Manage for Long-Term Value

Parking



TOPICS

- Economic Stages*
- Manage for Long-Term Value*
- Parking*



STAGES OF DISTRICT GROWTH



- Emerging

- Transition

- Mature

DETOUR!



DETOUR!



DETOUR!



DETOUR!



DETOUR!



DETOUR!



TWO WAYS TO MANAGE PROPERTY

- Short Term Cash Flow
- Long Term Value

MANAGE FOR SHORT TERM CASH FLOW



MANAGE FOR SHORT TERM CASH FLOW

- **SPEND NO MONEY**
- **CAN YOU PAY THE RENT?**

SHORT TERM CASH FLOW



MANAGE FOR SHORT TERM CASH FLOW

- **SPEND NO MONEY**



LOOKS MATTER





LOOKS MATTER

Property Owners

MANAGE FOR SHORT TERM CASH FLOW

- **SPEND NO MONEY**
- **CAN YOU PAY THE RENT?**

HOW YOU TENANT MATTERS



MANAGING FOR SHORT TERM CASH FLOW

- ❖ Decreases brand and vitality over time.
- ❖ No sidewalk engagement, dead public realm.
- ❖ Only 8 hours of activity.
- ❖ Generally stops cross pollination.

CROSS POLLINATION

Downtowns Make Money from Cross Pollination of Businesses by Peds

SHORT TERM CASH FLOW



SHORT TERM CASH FLOW



TWO WAYS TO MANAGE PROPERTY

- Short Term Cash Flow
- **Long Term Value**

MANAGE FOR LONG TERM VALUE



MANAGE FOR LONG TERM VALUE

- **VISUALLY AWESOME**



FIRST RULE OF RETAIL

**Retail Experience
Happens Long Before
You Walk in the Door**

EXTERIOR RETAIL EXPERIENCE MATTERS



MANAGE FOR LONG TERM VALUE

- **VISUALLY AWESOME**
 - Exterior



EXTERIOR VISUAL AWESOMENESS

- ❖ Color/Building Detail
- ❖ Transparency
- ❖ Exterior Lighting

EXTERIOR VISUAL AWESOMENESS

- ❖ **Color/Building Detail**
- ❖ Transparency
- ❖ Exterior Lighting

COLOR



USE COLOR TO HIGHLIGHT BUILDING DETAIL



TEAR DOWN?



NAH...



BUILDING AFTER



EXTERIOR VISUAL AWESOMENESS

- ❖ Color/Building Detail
- ❖ **Transparency**
- ❖ Exterior Lighting

TRANSPARENCY





TRANSPARENCY

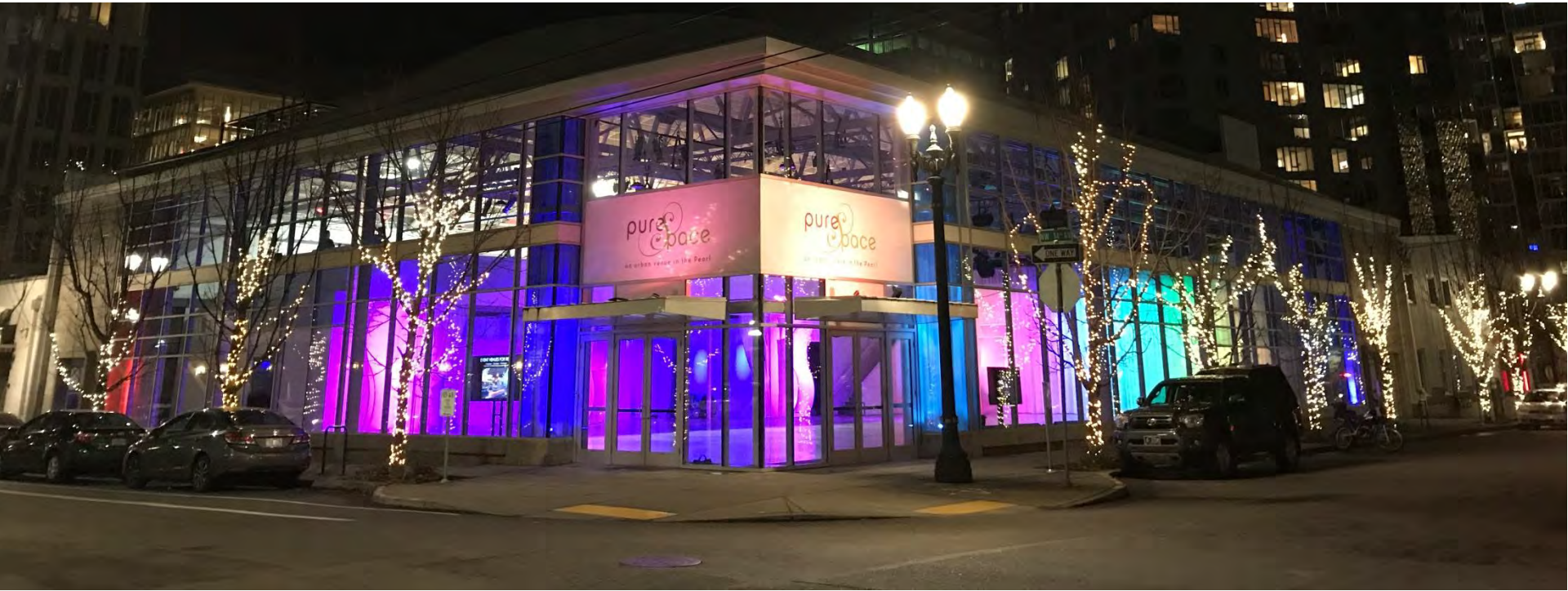
TRANSPARENCY



EXTERIOR VISUAL AWESOMENESS

- ❖ Color/Building Detail
- ❖ Transparency
- ❖ **Exterior Lighting**

INTERIOR AS EXTERIOR LIGHTING



BUILDING LIGHTING



SEATING AREA LIGHTING



PARKING GARAGE RAMP LIGHTING!



EXTERIOR/PLAZA LIGHTING



PLAZA LIGHTING



EXTERIOR VISUAL AWESOMENESS

- ❖ Color/Building Detail
- ❖ Transparency
- ❖ Exterior Lighting

AWESOMENESS SHORTCUT

BEIGE

❖ Color/Building Detail

IS NOT

❖ Building Lighting

AWESOME

PARKING LOTS ARE NOT AWESOME



PARKING LOTS DISCOURAGE CROSS POLLINATION

Downtowns Make Money from Cross Pollination of Businesses by Peds

PARKING LOTS ARE NOT AWESOME



PARKING LOTS ARE NOT AWESOME



PARKING LOTS ARE NOT AWESOME



PARKING LOT: OFFER ACTIVITY!



PARKING LOT: OFFER ACTIVITY!



PARKING LOT: SHOWCASE PEOPLE



PARKING LOT: TELL ME A STORY!



PARKING LOT: TELL ME A STORY!



INVITE PEDESTRIANS



TEAR DOWN?



PARKING LOT BEFORE



GENERATE RENT AND ACTIVITY



MANAGE FOR LONG TERM VALUE

- **VISUALLY AWESOME**
 - Exterior
 - Interior



INTERIOR VISUAL AWESOMENESS

- ❖ High Ceilings
- ❖ Great Light
- ❖ Expose Original Features

HISTORIC BUILDING EXAMPLE



INTERIOR VISUAL AWESOMENESS



INTERIOR VISUAL AWESOMENESS





INTERIOR VISUAL AWESOMENESS

INTERIOR VISUAL AWESOMENESS



HISTORIC BUILDING EXAMPLE



HISTORIC BUILDING EXAMPLE



FORMULA APPLY TO MID-CENTURY BUILDINGS?

- ❖ High Ceilings
- ❖ Great Light
- ❖ Expose Original Features

TEAR DOWN?



BUILDING INTERIOR BEFORE



SKYLIGHTS/LIGHT



BUILDING AFTER



BUILDING INTERIOR AFTER



BUILDING INTERIOR AFTER



INTERIOR AWESOMENESS

- ❖ High Ceilings
- ❖ Great Light
- ❖ Expose Interior Features

AWESOMENESS SHORTCUT!

ACOUSTICAL TILE

DROP CEILINGS W/

High Ceilings

Great Light

FLUORESCENT LIGHT:

Building Lighting

NOT AWESOME!

INTERIOR SPACE SIZE RULE OF THUMB

- ❖ Ground Floor Retail Divisible ~1,000 SF
- ❖ Creative Office Divisible ~250 SF

MANAGE FOR LONG TERM VALUE

- **VISUALLY AWESOME**



MANAGE FOR LONG TERM VALUE

- **VISUALLY AWESOME**
- **ACTIVE, ACTIVE, ACTIVE**



TENANT FOR ACTIVITY

- ❖ Unique, One-of-a-Kind Businesses

TENANT FOR ACTIVITY



TENANT FOR ACTIVITY

- ❖ Unique, One-of-a-Kind Businesses
- ❖ Tenants Who Engage the Sidewalk

GOOD STORIES AT THE SIDEWALK



GOOD STORIES AT THE SIDEWALK







TENANT FOR ACTIVITY

- ❖ Unique, One-of-a-Kind Businesses
- ❖ Tenants Who Engage the Sidewalk
- ❖ Tenants that Cross Pollinate

ACTIVE DESTINATION BUSINESSES

- Restaurants (Coffee, Bakery, Brew Pub)
- Fabric/Knitting Store
- Specialty Paper/Printing Store
- Eyeglass/Optometrlist Store
- Music/Instrument Store
- Bird Feed/Yard Supplies
- Manufacturer/Retailer
- Wholesaler/Retailer



FOOD



FOOD!



ACTIVE DESTINATION BUSINESSES

- Restaurants (Coffee, Bakery, Brew Pub)
- Fabric/Knitting Store
- Specialty Paper/Printing Store
- Eyeglass/Optometrists Store
- Music/Instrument Store
- Bird Feed/Yard Supplies
- Manufacturer/Retailer
- Wholesaler/Retailer



AWESOME RETAIL AT THE FRONT DOOR



MAKE MONEY OUT THE BACK DOOR!





AWESOME RETAIL AT THE FRONT DOOR



MAKE MONEY OUT
THE BACK DOOR!

FROST RIVER, DULUTH MINNESOTA



ACTIVE DESTINATION BUSINESSES

- Restaurants (Coffee, Bakery, Brew Pub)
- Fabric/Knitting Store
- Specialty Paper/Printing Store
- Eyeglass/Optometrlist Store
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TENANT FOR ACTIVITY: LEAP OF FAITH



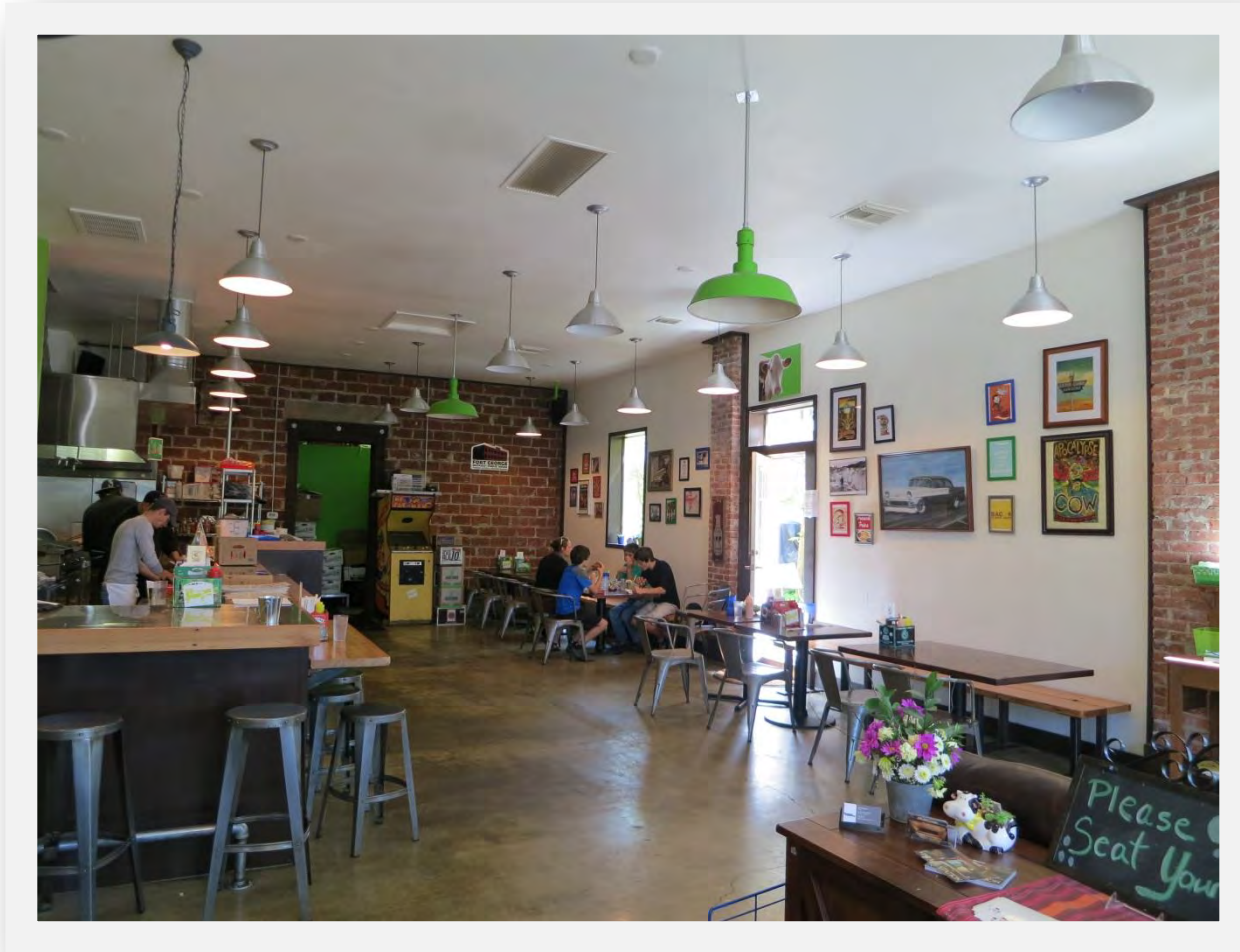
TENANT FOR ACTIVITY



TENANT FOR ACTIVITY



TENANT FOR ACTIVITY



LONG TERM VALUE



TENANT FOR ACTIVITY



TENANT FOR ACTIVITY



TENANT FOR ACTIVITY



TENANT FOR ACTIVITY



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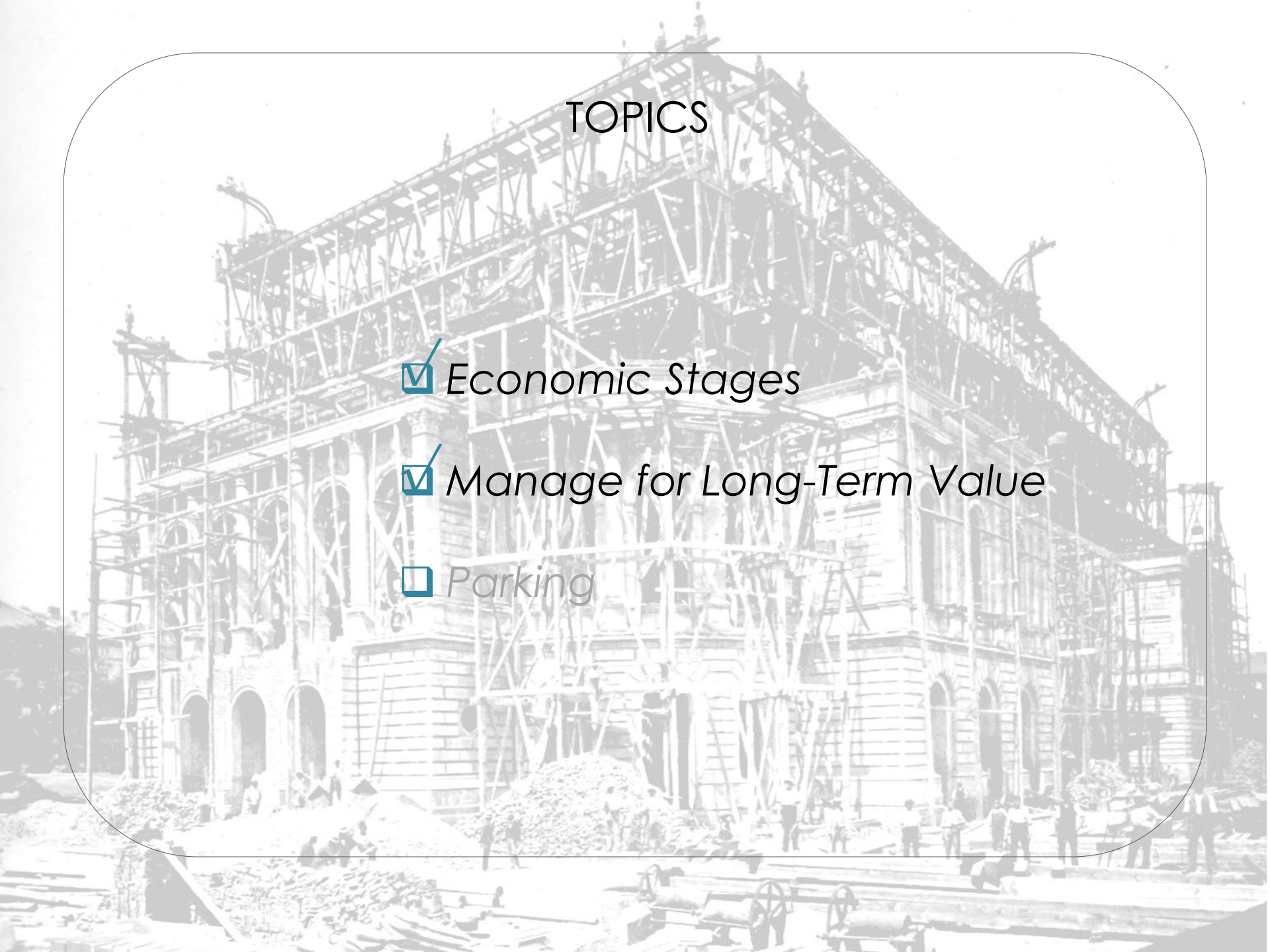


TOPICS

Economic Stages

Manage for Long-Term Value

Parking

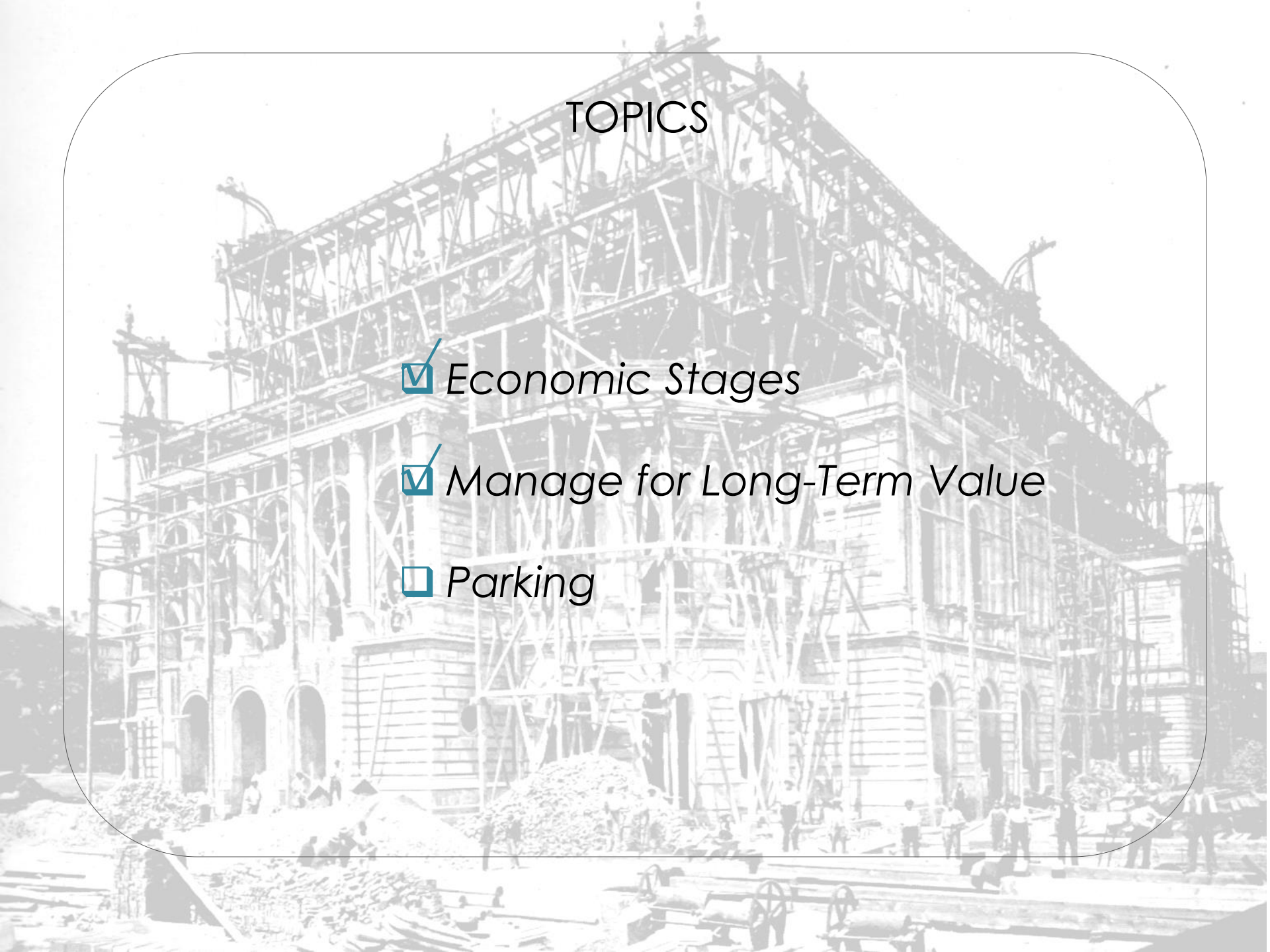


TOPICS

Economic Stages

Manage for Long-Term Value

Parking



MORE PARKING

BUILDINGS



TENANTING



RETAIL EXECUTION



STREET GRID





RELATIONSHIPS

LACK OF PEDESTRIAN AMENITIES



POLICY



OVER-RETAILED



TOO MUCH RETAIL



52 SF/PERSON

— Business Insider, *More than 1,500 stores are expected to close this year*, Hayley Peterson, February 15, 2019

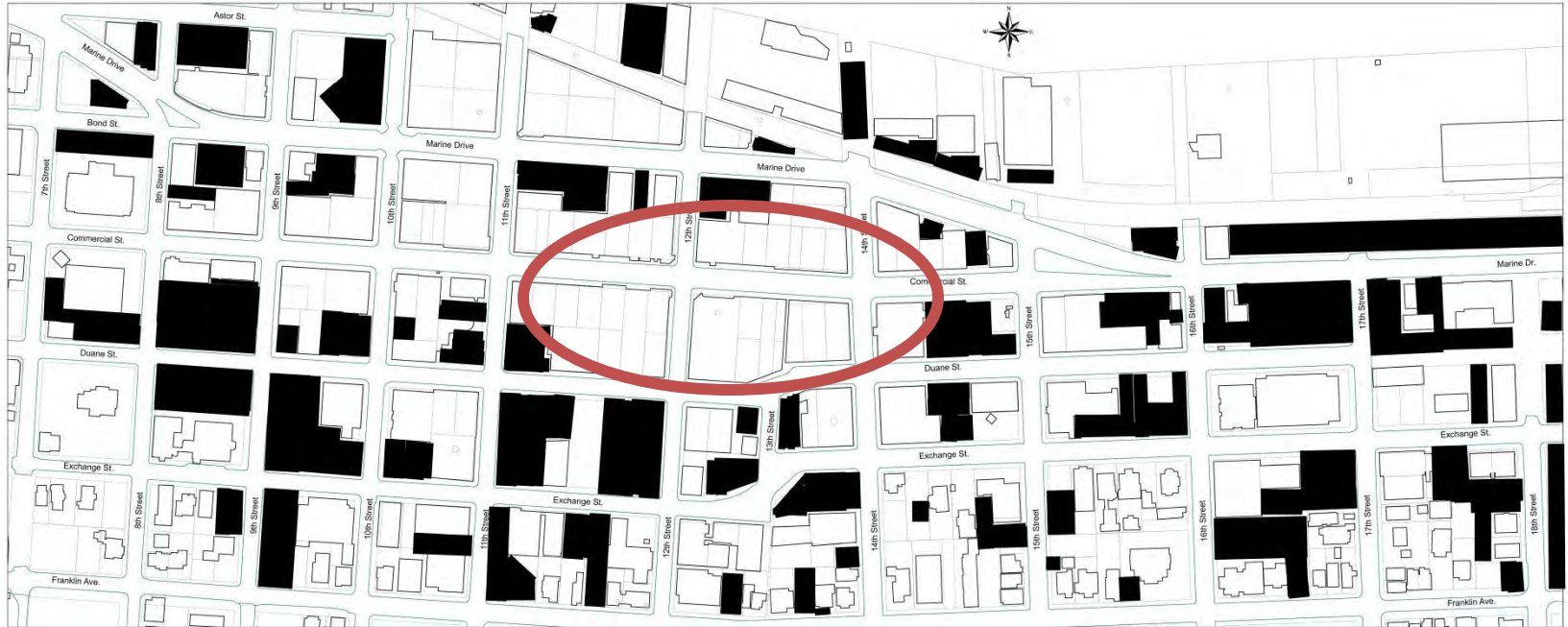
ECOSYSTEM



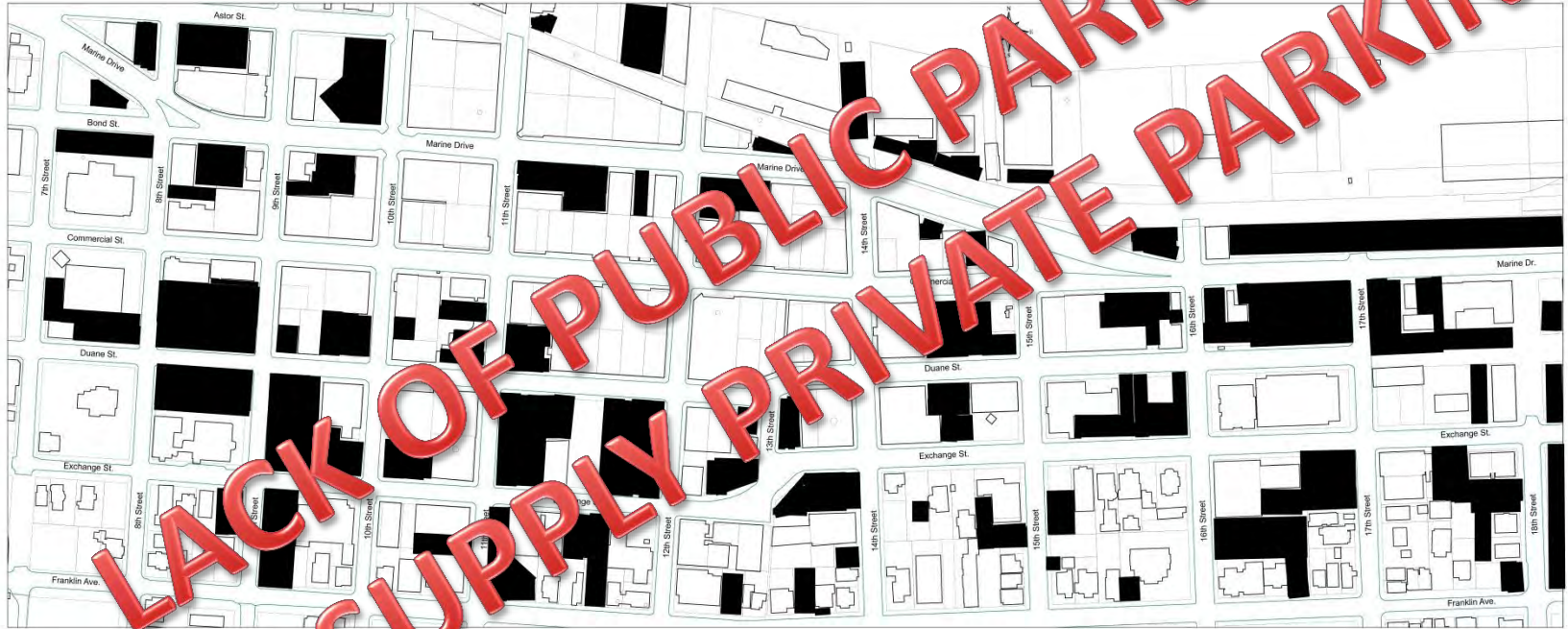
DOWNTOWN WHERE?



DOWNTOWN ASTORIA



DOWNTOWN ASTORIA



EDUCATION AND RELATIONSHIP



ASPIRE TO PARKING PROBLEMS



DOWNTOWN PARKING TOOLKIT

- No Parking Minimums/Allow Other Uses
- Prioritize Customers for Onstreet Parking
- Get Long-Term Parkers Off the Street
- Encourage Private Park Sharing
- Create Clearer Public Parking Branding
- Monitor Usage/Apply Appropriate Tools

SOLVE FROM STRONG MARKET POSITION

1. IMPROVE ACTIVITY

2. IMPROVE VISUAL APPEAL

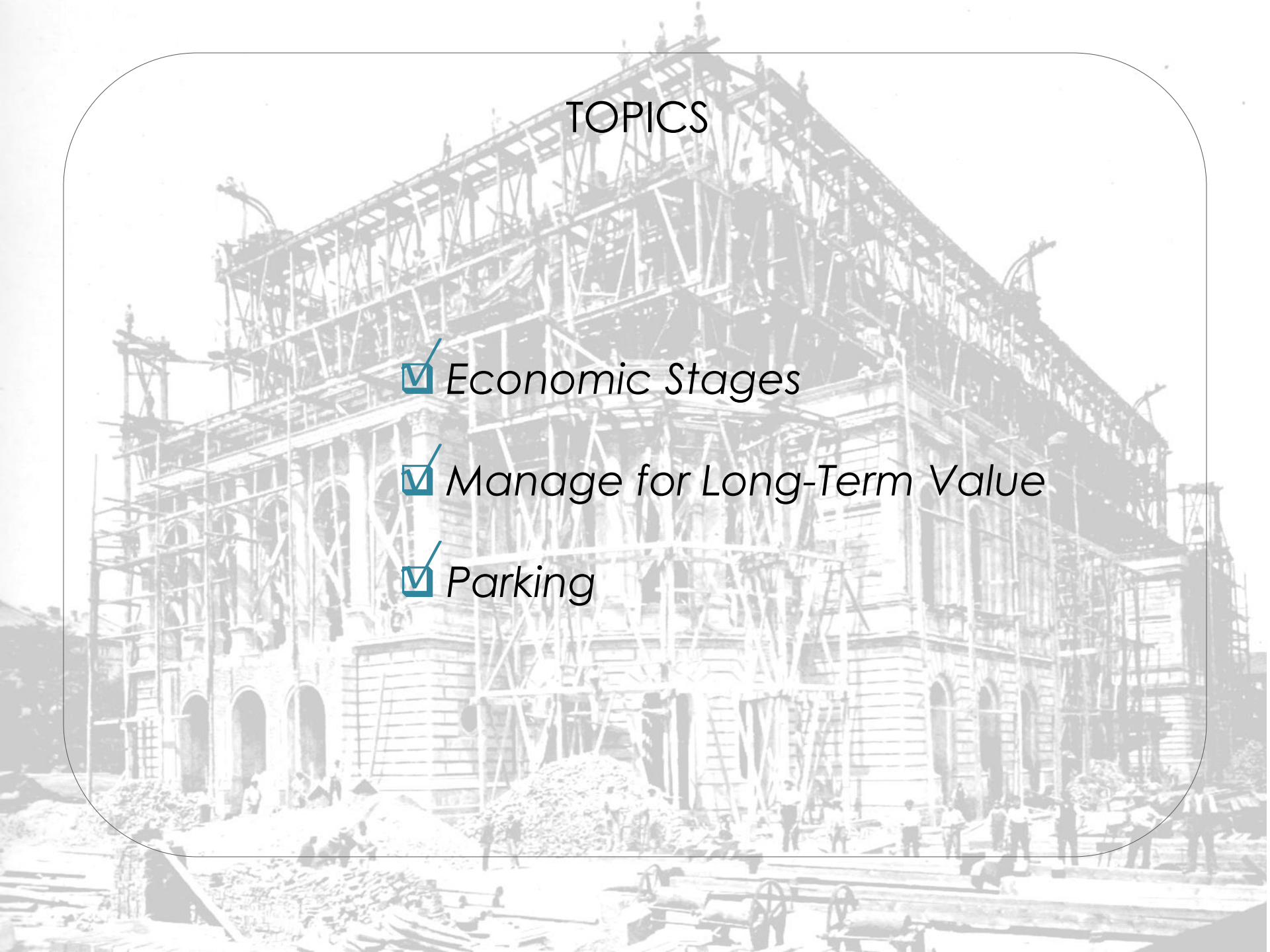
3. PROVIDE GREAT EXPERIENCE

TOPICS

✓ *Economic Stages*

✓ *Manage for Long-Term Value*

✓ *Parking*



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