

Rebuilding Community Wealth One Good Idea at a Time

New Partners for Smart Growth Conference

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USEPA Region 7





What I do.

- I identify and attempt to overcome barriers leading to sustainable reuse of contaminated sites or properties that have been impacted by a natural disaster.
- I also work with communities to come up plans to make them more sustainable.



What I hope to achieve in this presentation.

- Describe how;
 - a collaborative effort involving federal, state and local government resulted in the start of revitalizing a downtown in a small rural community.
 - How building trust between government, the private sector and local citizens has resulted in economic, environmental and social benefits in a community.



Historic Highways

- Project Goals –
 - Identify abandoned and underutilized gas stations along former Route 66 (Missouri and Kansas) and Lincoln Highway (Iowa and Nebraska).
 - Provide assistance to overcoming barriers leading to sustainable reuse of these properties.
 - Commit to seeing these abandoned properties revitalized and reused (e.g. parks, small businesses, welcome centers, etc.)
- Original Partnership team:
 - U.S. EPA
 - National Park Service
 - State environmental agencies



Historic Highways

- Windshield survey conducted:
 - identified 218 abandoned gas stations in 115 different communities
- Windshield survey conclusions –
 - Many services catering to the motoring public were constructed along these routes
 - Motels
 - Drive-in theaters
 - Restaurants
 - Gasoline stations
 - Many of the gas stations utilized underground tanks which have a tendency to leak
 - As the Interstate Highways supplanted the original highways, these service stations were abandoned.





SHADY BEND



W. G. L. L. S. O. N
G A R A G E













Historic Highways

Steps after inventory;

- Developed prioritization criteria to rank sites according to redevelopment potential, potential risk, other factors.
- Solicited support from states to rank sites
- Developed letter to communities describing project and asking about interest:
 - Sites in communities responding will be prioritized.
 - Site with greatest redevelopment potential and highest risk to be addressed first.
 - Identify one to two sites per state initially.



Historic Highways

Primary EPA/State tools provided for project include;

- Environmental assessments
- National Park Service restoration grants (primarily for Route 66)
- Comfort letters
- Trust fund remediation
- Sustainable redevelopment technical assistance



Historic Highways

- 95 letters to communities
- 20 responses
- 5 with some interest
- Determined this was going to be harder than first thought.
- Time to hit the road.



Ogden, Iowa

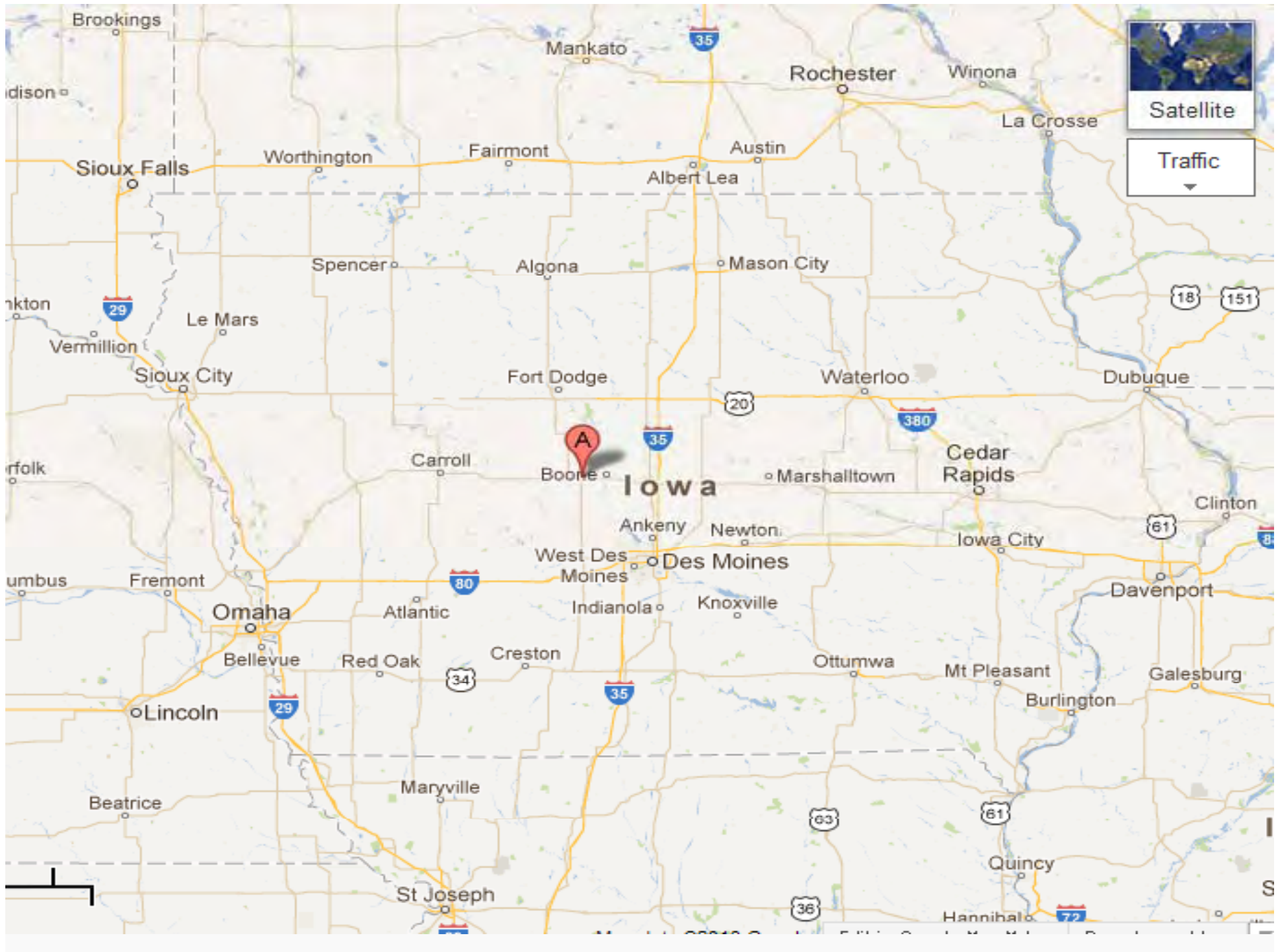
Population 2,000

Meetings with;

- City Clerk
- Sheriff
- Mayor
- City Council
- Economic Development Group

Took State (IDNR) with me.

Took time to develop trust











Ogden, Iowa

Gas Station Site – 101 East Walnut Street

- Underground tanks filled. No further action determination by IDNR.
- Small amount of asbestos in building.
- Station privately owned. Owner wishes to sell building but overpriced.
- Building in disrepair. Public nuisance?
- IDNR – asbestos inspection and possible remediation.
- EPA – redevelopment visioning/site plan.



Ogden, Iowa

Gas Station Site – 101 East Walnut Street

- City purchased and demolished building.
- Is site of interest for redevelopment or reuse?
- What steps/expense is the community willing to take?
- Are there other brownfield sites in town prime for reuse?



Ogden, Iowa

324,330,334 West Walnut Street

- Privately owned by out of town owners.
- Asbestos
- Structurally unsound.
- Purchase building? Condemnation?
- Is site of interest for redevelopment or reuse?
- What steps is the community willing to take?



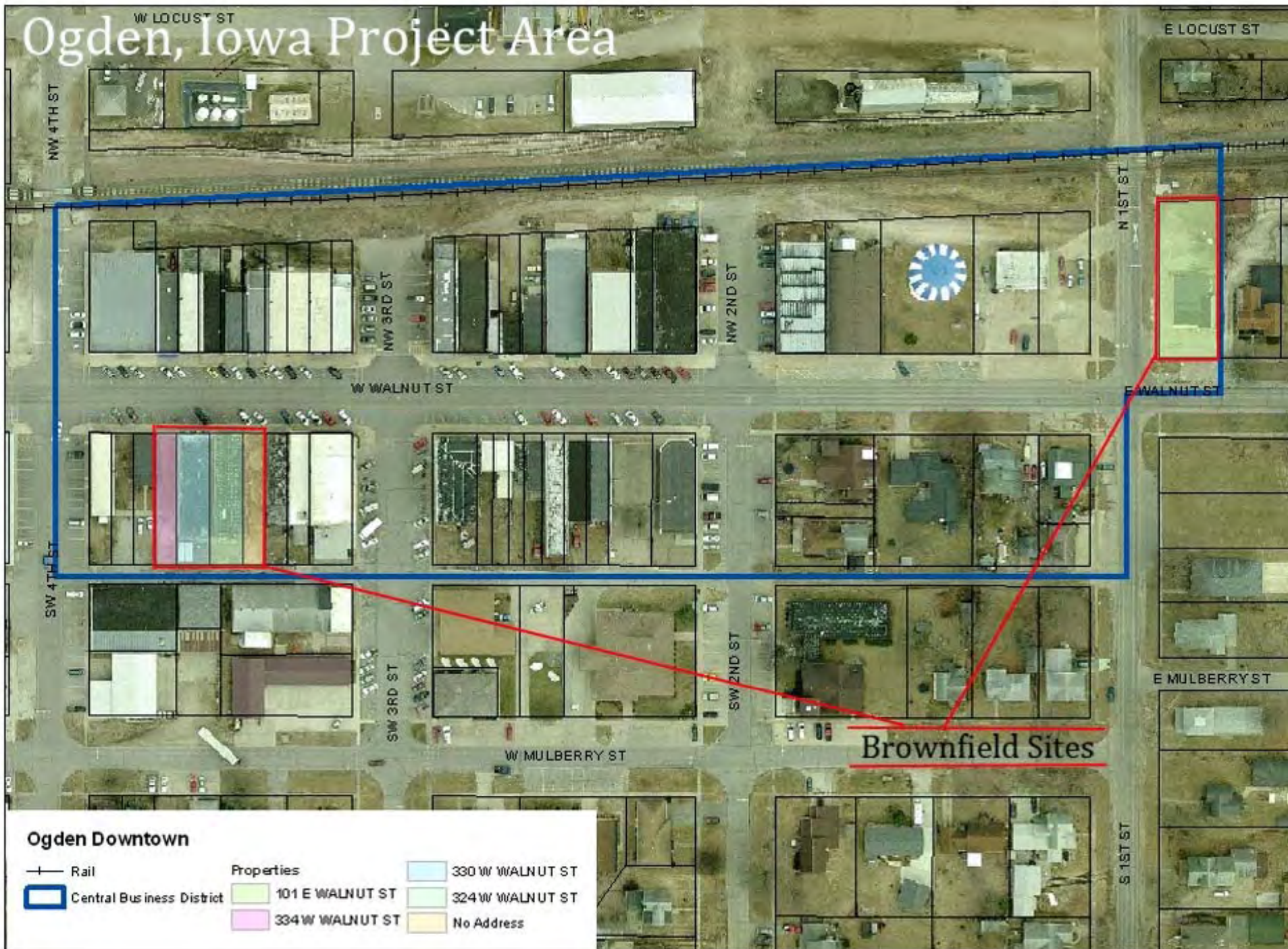


Ogden, Iowa

324,330,334 West Walnut Street

- City purchased buildings from owners.
- Removed asbestos.
- Demolished buildings.
- Ready for redevelopment planning by EPA.

Ogden, Iowa Project Area



Brownfield Sites

Ogden Downtown

- Rail
- ▭ Central Business District
- ▭ Properties
 - ▭ 101 E WALNUT ST
 - ▭ 324 W WALNUT ST
 - ▭ 334 W WALNUT ST
 - ▭ No Address
- ▭ 330 W WALNUT ST
- ▭ 324 W WALNUT ST
- ▭ No Address



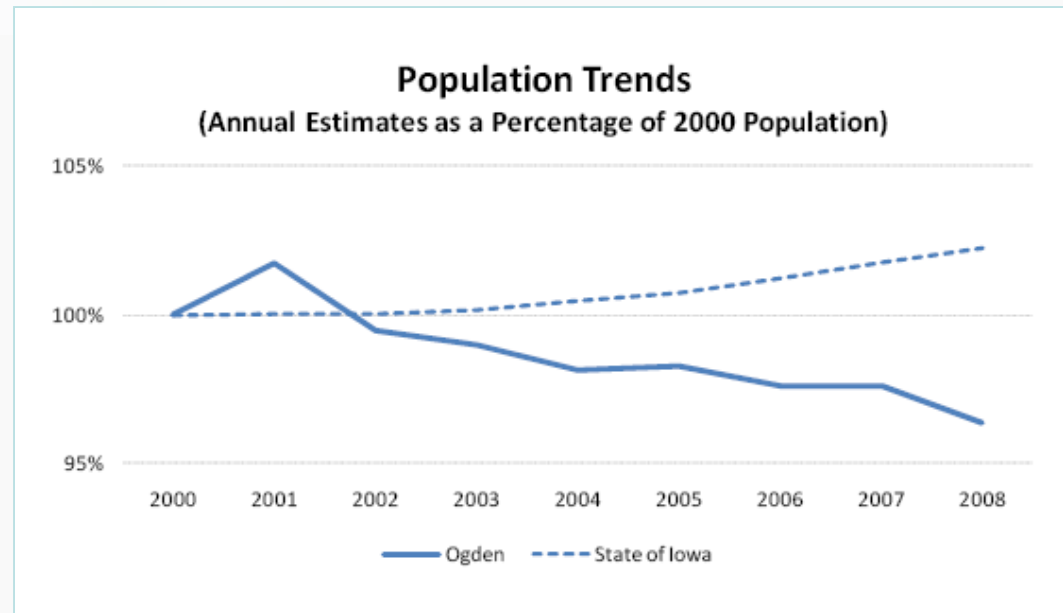
EPA Consultants SRA and Vita Nuova

- Market Assessment
- Community Asset Study
- Downtown Revitalization and Site Reuse Concepts



Population Trends

- Ogden's population is declining; Boone County is flat; state is growing.
- Boone County and Ogden have a median age higher than state and national levels.
- Income levels are higher than state; poverty levels are lower.
- Percentage of owner-occupied housing is much higher than state and national percentages.



Population level and change				Change	% Change
	2008	2007	2000	2000-2008	2000-2008
Ogden	1,986	1,987	2,016	-30	-1.5%
Boone County	26,391	26,325	26,300	91	0.3%
State of Iowa	2,988,046	2,972,566	2,869,413	118,633	4.1%



Retail Market Assessment

- 66% of the county's retail businesses are in Boone.
- 86% of the county's spending was in Boone.
- Boone (12, 802) had total retail sales \$136.6 million; pull factor 1.05.
- Madrid (2,367) retail sales \$12.04 million; pull factor of 0.52.
- Ogden (2,037) retail sales \$7.42 million; pull factor of 0.37.
- Jefferson (4,499) retail sales of \$46.2 million; pull factor +1.0.



Real sales per capita have declined in Ogden since the mid 1980s.



Promoting Ogden

- Economic vitality requires economic support from outside the city
- Take advantage of promotions of outside groups: Boone County, Chamber, State
- Tie local activities to larger initiatives
- Improve municipal website



The Mahanay Memorial Carillon Tower is a feature on the City of Jefferson website.





Ideas and Opportunities

- **Market Potential**

- Additional retail and service establishments
- Specialty businesses serving the recreational and outdoor market
- Hospitality establishments
- Additional healthcare services

- **Downtown Revitalization**

- Establish a gateway to Ogden at Walnut / County Road P70/1st
- Create signage connecting downtown to Don Williams Recreation Area, CSPBR, Route 30
- Incorporate Lincoln Highway signage into Walnut streetscape

- **Start Local**

- **Create Connections**

- **Develop a Signature Event**

- **Promote Ogden**

- **Capture Demand**

- **Use Resources**



Ogden Community Assets Study

Ogden's Greatest Assets:

	Youth	Adult
Schools	<i>27.5%</i>	<i>47.6%</i>
Community/People	<i>39.2%</i>	<i>27.6%</i>
Natural Resources	6.6%	1.5%
Downtown Vitality	2.2%	2.5%
Overall Lifestyle	24.2%	20.7%

96 youth participated
208 adults participated

Most Improvement Needed:

	Youth	Adult
Schools	16.5%	6.4%
Community/People	14.3%	5.4%
Natural Resources	9.9%	2.5%
Downtown Vitality	49.5%	74.4%
Overall Lifestyle	9.9%	11.3%



Tourist Business Development

- Residents support increased visitor and tourist traffic
- Restaurants attract the greatest interest
- Participants would like a hotel or bed and breakfast in town.

Potential Tourist Venues in Ogden		
	Youth	Adult
Restaurants	48.3%	39.4%
History/Museum	12.6%	3.5%
Recreational Venues	21.8%	29.8%
Retail Opportunities	3.4%	21.2%
Hotel	13.8%	6.1%



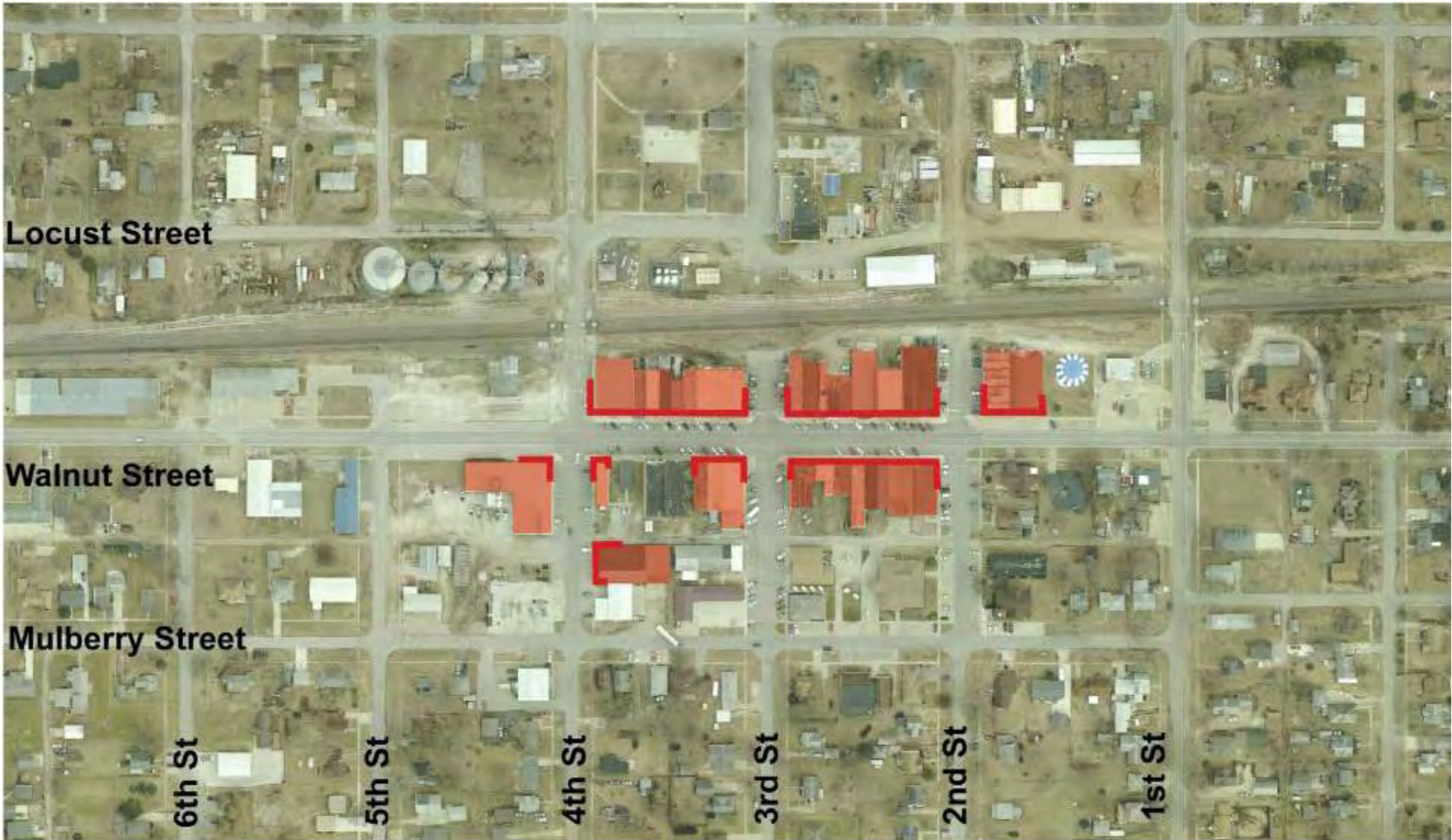
Future Land Usage

Highest Priority for Downtown		
	Youth	Adult
Retail	8.2%	32.2%
Medical Offices	22.4%	18.1%
Restaurant	56.5%	40.7%
Tourist Attraction	11.8%	8.5%
Government	1.2%	0.5%

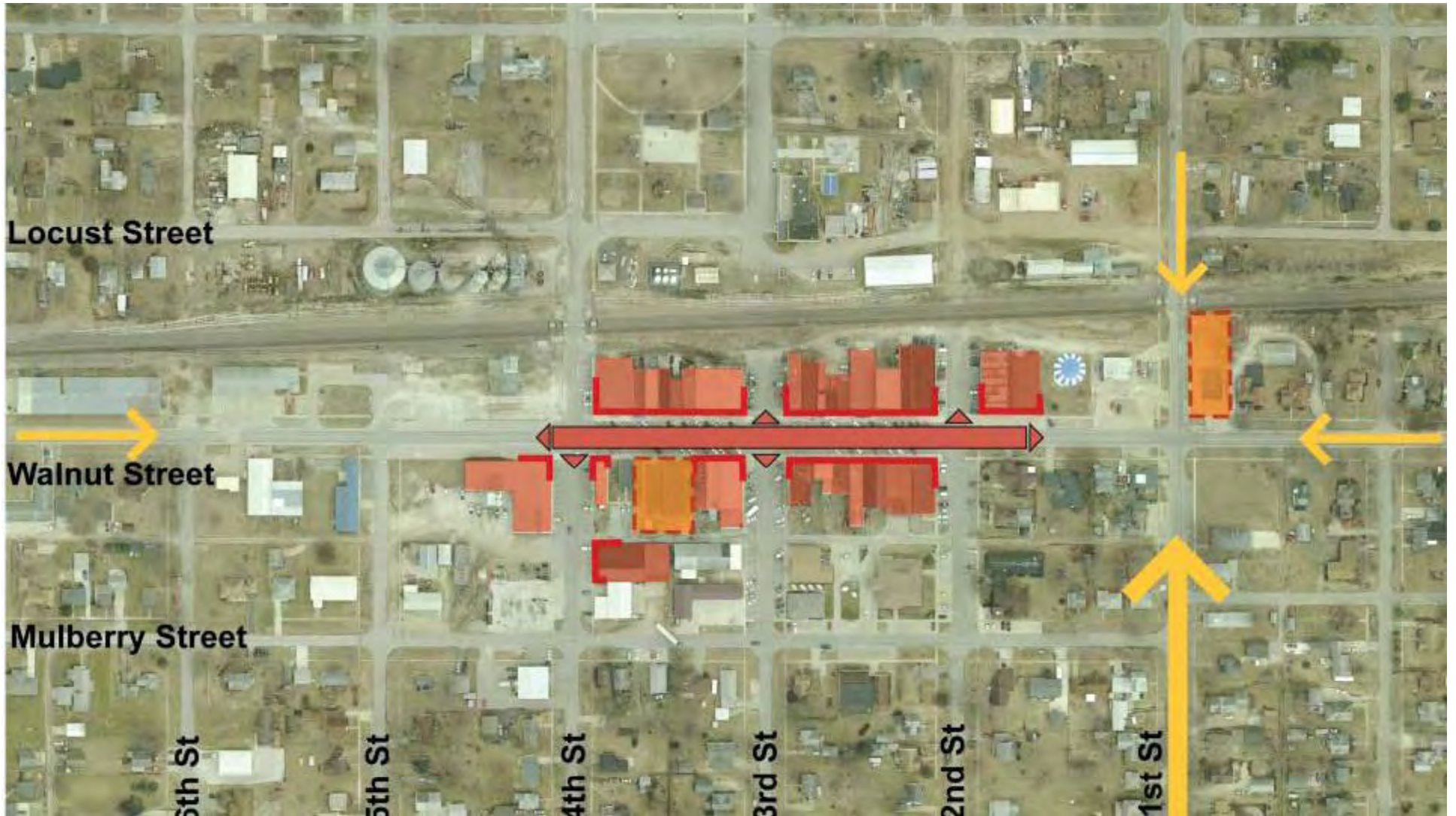
Lowest Priority for Downtown		
	Youth	Adult
Retail	14.1%	2.7%
Medical Offices	12.9%	7.0%
Restaurant	3.5%	4.3%
Tourist Attraction	23.5%	15.6%
Government	45.9%	70.4%

Preferred Land Uses for the Vacant Parcel (247 responses)

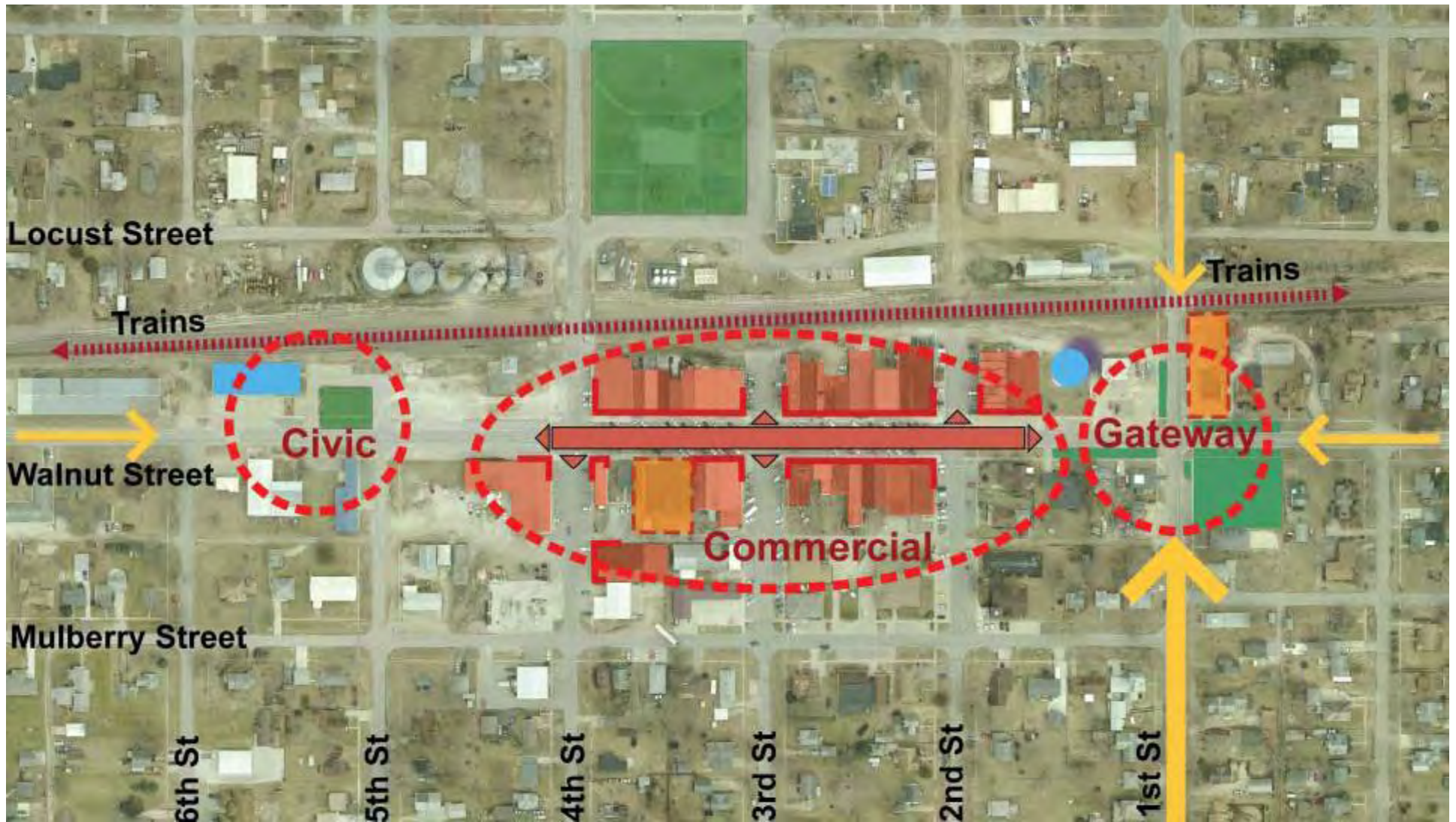
Restaurants, Theater, Pool, Subway, Medical, Retail, Fitness Center



Commercial Center



Access to Downtown
1st and Walnut



3 Focus Areas
Civic, Commercial, Gateway



Existing Gateway to
Downtown



Downtown



Potential Roundabout
1st and Walnut



Ogden Revitalization
A project of the
City of Ogden
partnering with
Browfield Redevelopment Program
Boone's Future
Ogden Community Development Corp.
www.localenergy.net/ogden

Ogden Revitalization

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Ogden Community Development Corp



For
updates
visit



EPA



www.localsynergy.net/ogden



New Gateway Concept
1st and Walnut



Rendered View of 1st and Walnut





Ogden Revitalization

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Boone's Future

Ogden Community Development Corp

For updates visit

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EPA



KIB
KEEP BOONE
Beautiful



Rendering of Potential Reuse of Vacant Lot Adjacent to Grocery Store



Rendering of Proposed Walkway to Hardware Store



View from 4th and Walnut



Rendering of Proposed Town Green







What's going on in Odgen?

- City has list of redevelopment ideas to keep them busy for several years.
- Developed nonprofit economic development corporation called "Ogden Legacy". Initiated downtown business improvement program.
- Develop redevelopment loan pool.
- Leased space in community center for fitness business.
- Helped rehab a building to house chiropractic clinic.



What's going on in Odgen?

- Former gas station site to be redeveloped as a trailhead for regional bike trail system.
- USDA RD loan of \$360K + \$500K from local trust to construct medical clinic on former brownfield site. Groundbreaking to take place 4/1/13.
- Boone County Hospital to lease and eventually purchase the clinic.
- Fitness center moving into recently closed gas station east of downtown.
- 2 new restaurants recently opened downtown.



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Partnership for
Sustainable Communities
National Brownfields Pilot

Indianapolis Smart
Growth District



UNITED STATES
of America

Indianapolis Smart Growth District

Background:

- Highly impacted neighborhood
 - Build upon local momentum
- Our Project
 - Creation of a Vision
 - Selection of location for targeted investment
 - Leverage funds



Indianapolis Smart Growth District

Challenges

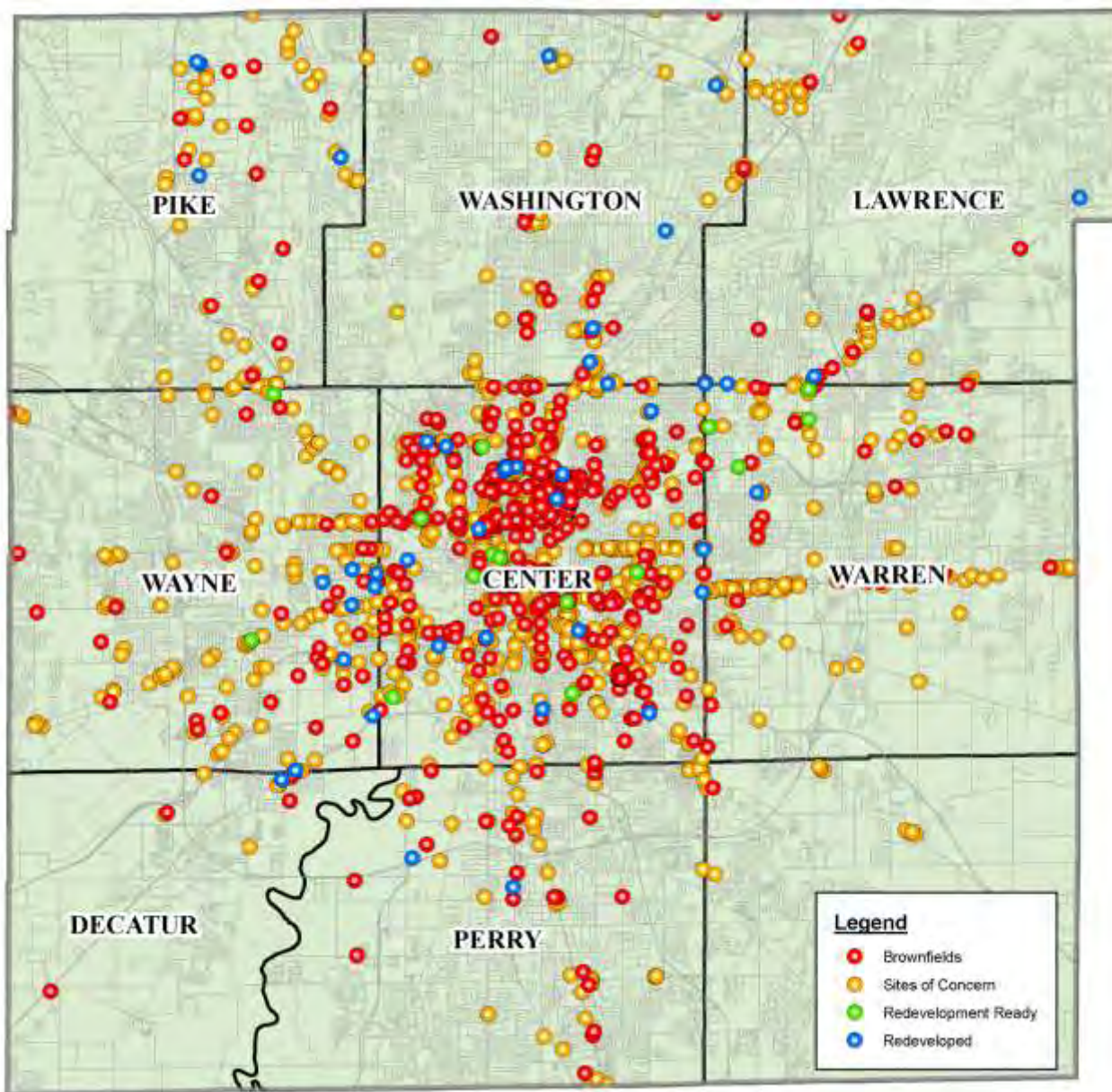
- Sheer number of unrelated efforts
- Low capacity in CDCs/little communication between neighborhood projects
- Perfect storm of legacy contamination, BF sites, and vacant properties with neighbors who feel over-planned or afraid of gentrification





***Challenge:
Nearly 16,000 Abandoned or Foreclosed Properties***

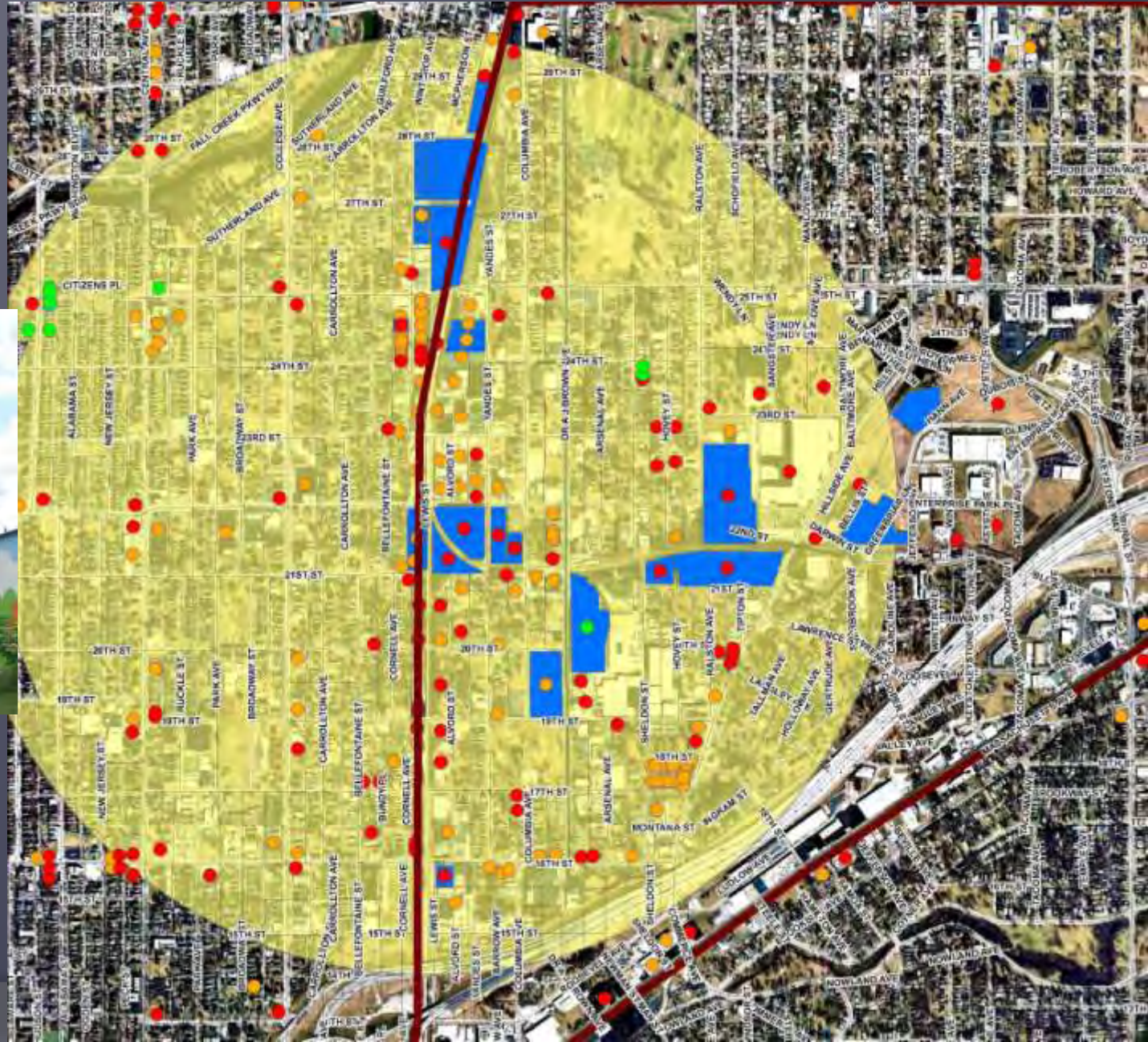
Brownfield Inventory - Site Identification

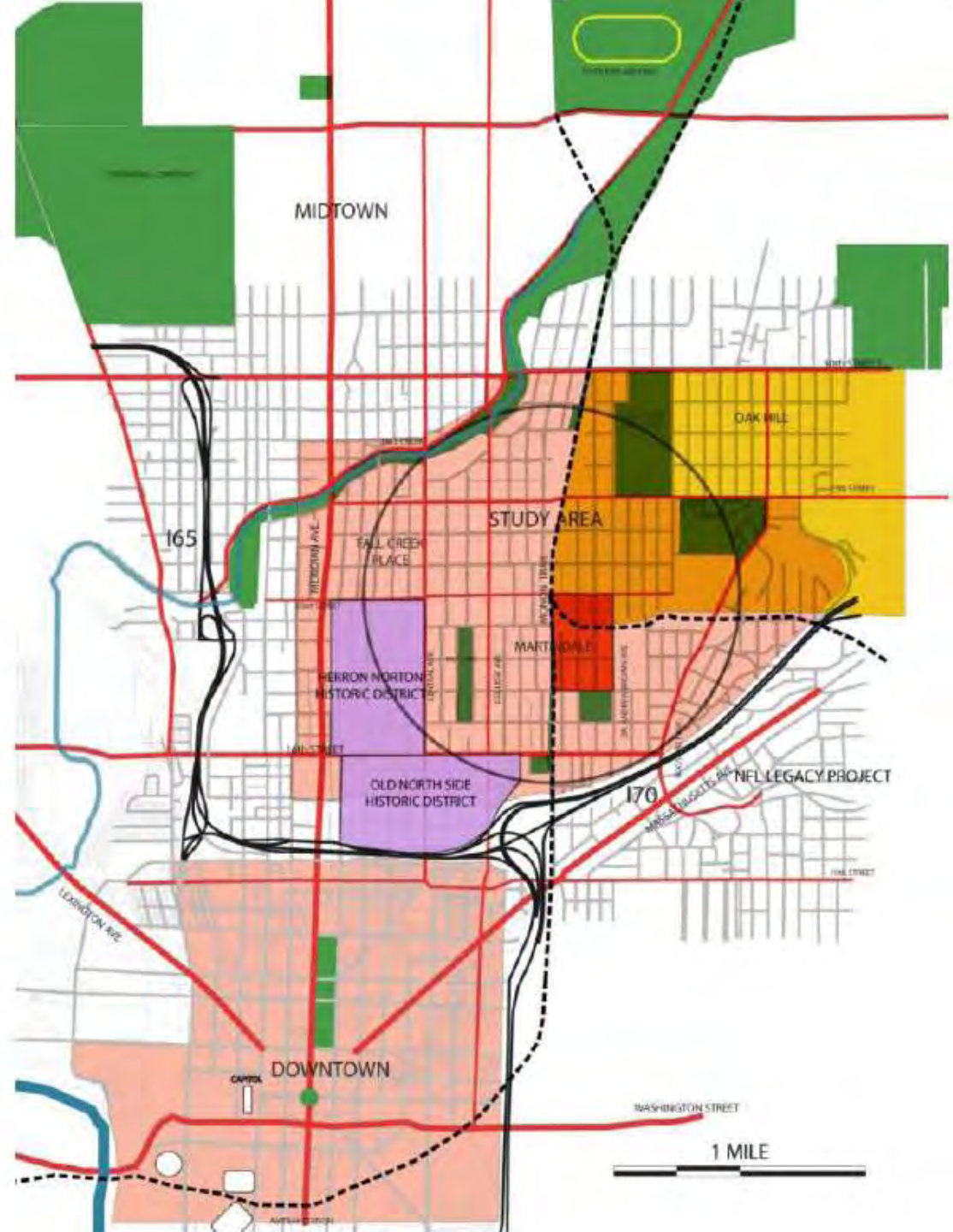


City of Indianapolis County-Wide Brownfield Site Inventory Project



Smart Growth Redevelopment District





Indianapolis Smart Growth District

Advisory Committee

Comprised of many different stakeholder groups:

- City of Indianapolis:
 - Department of Metropolitan Development
 - Planning
 - Brownfields
 - Grants Management
 - Office of Sustainability
 - Mayor's Office of Economic Development
 - Parks and Recreation
 - Indianapolis MPO
- Community Development Corporations:
 - Martindale-Brightwood CDC
 - King Park Area CDC
- Federal Partners
 - EPA
 - HUD
 - FHWA
 - FTA
- State – Indiana Finance Authority/Indiana Brownfields Program
- Unofficial Committee Member – AIA Sustainable Design Action Team Implementation Committee

Indianapolis Smart Growth District

Solutions

- Advisory committee
- Use Monon Trail as a connector
- Revitalization Strategy focus was chosen by this committee, built around their needs and give specific implementation steps for successful outcomes



Smart Growth Redevelopment District

- Increase Density
- Increase Walkability
- Increase Transit Options
- Increase Livability
- Increase Sustainability



30TH ST + MONON

25TH ST + MONON

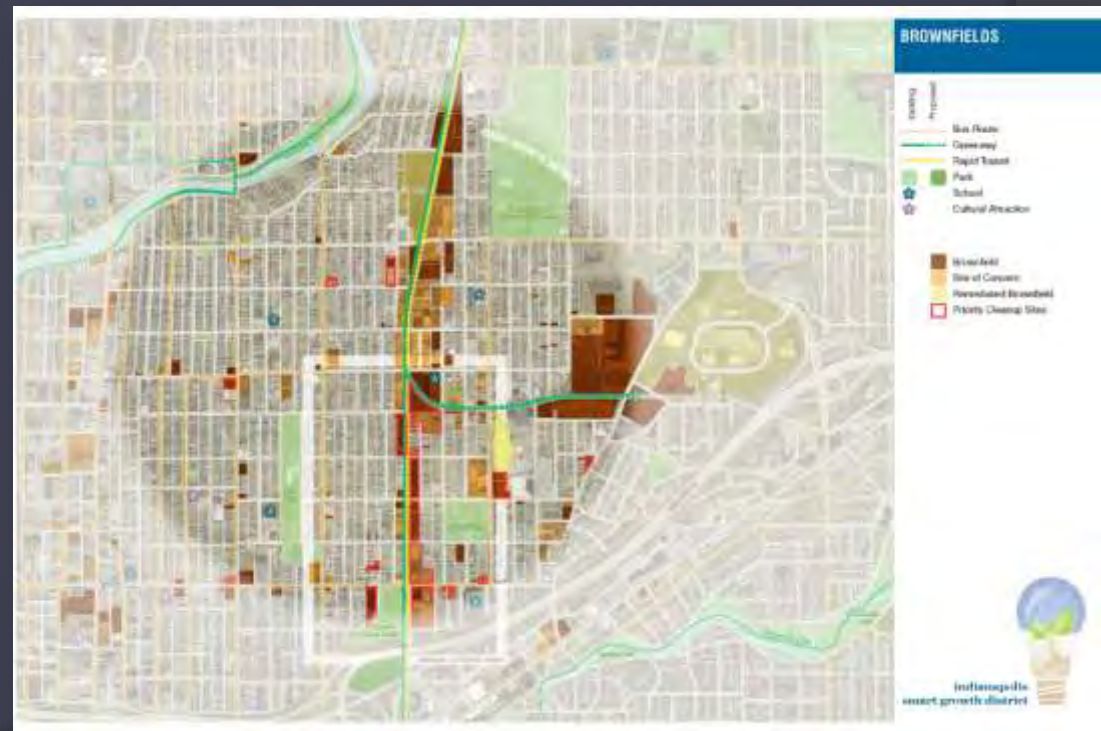
22TH ST + MONON

16TH ST + MONON

Indianapolis Smart Growth District

*Prioritizing Actions to
Support a Transit-Oriented
Future*
released December, 2010

Next steps:
Site Selection, Prioritization, Implementation



Indianapolis Smart Growth District

Financial Charrette

- Coordinated site selection, prioritization
- Presentation of 1 year and 5 year plan to potential “investors” and stakeholders: federal, state, local, non-profit, and foundations
- Breakout groups to refine priority funding strategies, possible sources



Sustainable Communities Partnership – Key Lessons

- ◎ Federal, state, local agency coordination
 - Implementation!
- ◎ Funding is tip of iceberg
- ◎ Cross-pollination of ideas:
 - Brownfields Redevelopment
 - Area Wide Planning Efforts
 - Green Stormwater Infrastructure
 - Housing and Transportation



Key outcomes of our Active Interagency Collaboration

- Joint implementation of projects
- Sharing of lessons from the field
- Identification of opportunities
 - Linking grant opportunities – Many Buckets!
 - Where can federal efforts enhance outcomes?
 - Where can new federal partners get involved?
 - Implementation!



SGRD Efforts Now in City Spotlight

Indianapolis smart growth redevelopment district partnership



Indianapolis Smart Growth District

Brownfields

- \$400K in Assessment grants

Business Growth

- Façade Grants
- Focus on small businesses
- City to designate portion of SGD a zoned Redevelopment Area



Indianapolis Smart Growth District

The Foundry



Foundry Provisions Coffee Shop

Indianapolis Smart Growth District

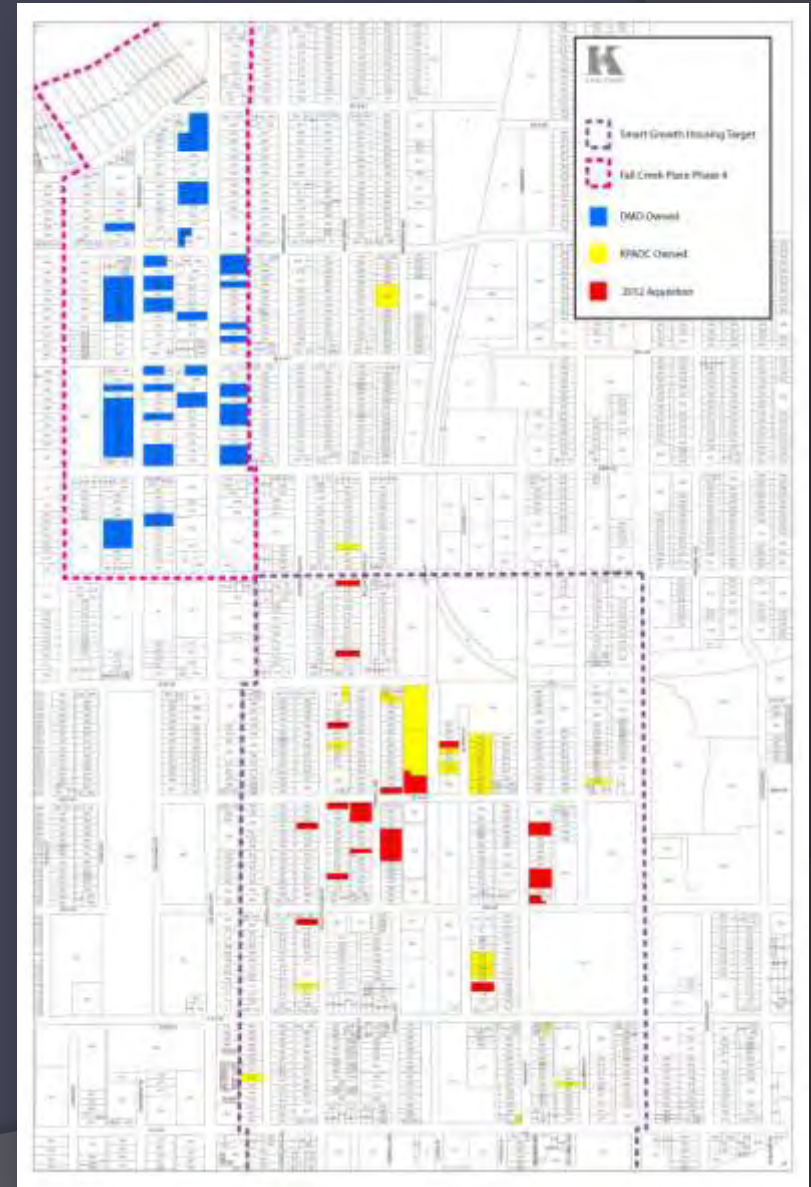


Omar Baking Factory to
Monon Arts Factory



PROMOTE EQUITABLE, AFFORDABLE HOUSING
The Partnership for Sustainable Communities

Indianapolis Smart Growth District



Indianapolis Smart Growth District

Parks

- Bicycle Boulevard and Civil Rights History Trail
- Bark Park
- Monon Gardens



Indianapolis Smart Growth District



Indianapolis Smart Growth District



Indianapolis Smart Growth District

Two years later:

- Over \$1.5M raised for implementation

Keys to success:

- EPA as convener
- Building capacity at the local level
- Working to create a vision
- Foundation support

Indianapolis Smart Growth District

“While cities across the country are tightening their belts, slashing budgets and cutting spending, it’s refreshing to see government agencies at all levels coordinating resources to spur development.

Since Indianapolis was selected as one of the cities for the Smart Growth project, already we are cleaning up former brownfields to make way for new housing opportunities and for sustainable projects that include urban gardens.

The multi-agency cooperation allows Indianapolis to invest funds for a maximum impact on the quality of life in the redeveloping area. I am optimistic about the results for this area in the near future.”

- Indianapolis Mayor Greg Ballard



Indianapolis Smart Growth District



Learning More After Today

- US EPA – Brownfields

<http://www.epa.gov/brownfields/news/index.htm>

- Partnership for Sustainable Communities

<http://www.sustainablecommunities.gov/>

- Partnership Grants List

<http://www.sustainablecommunities.gov/pdf/leveragingPartnership.pdf>

- US EPA Region 5 Sustainable Communities

<http://epa.gov/region5/sustainable/>

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