



Black and Gold District

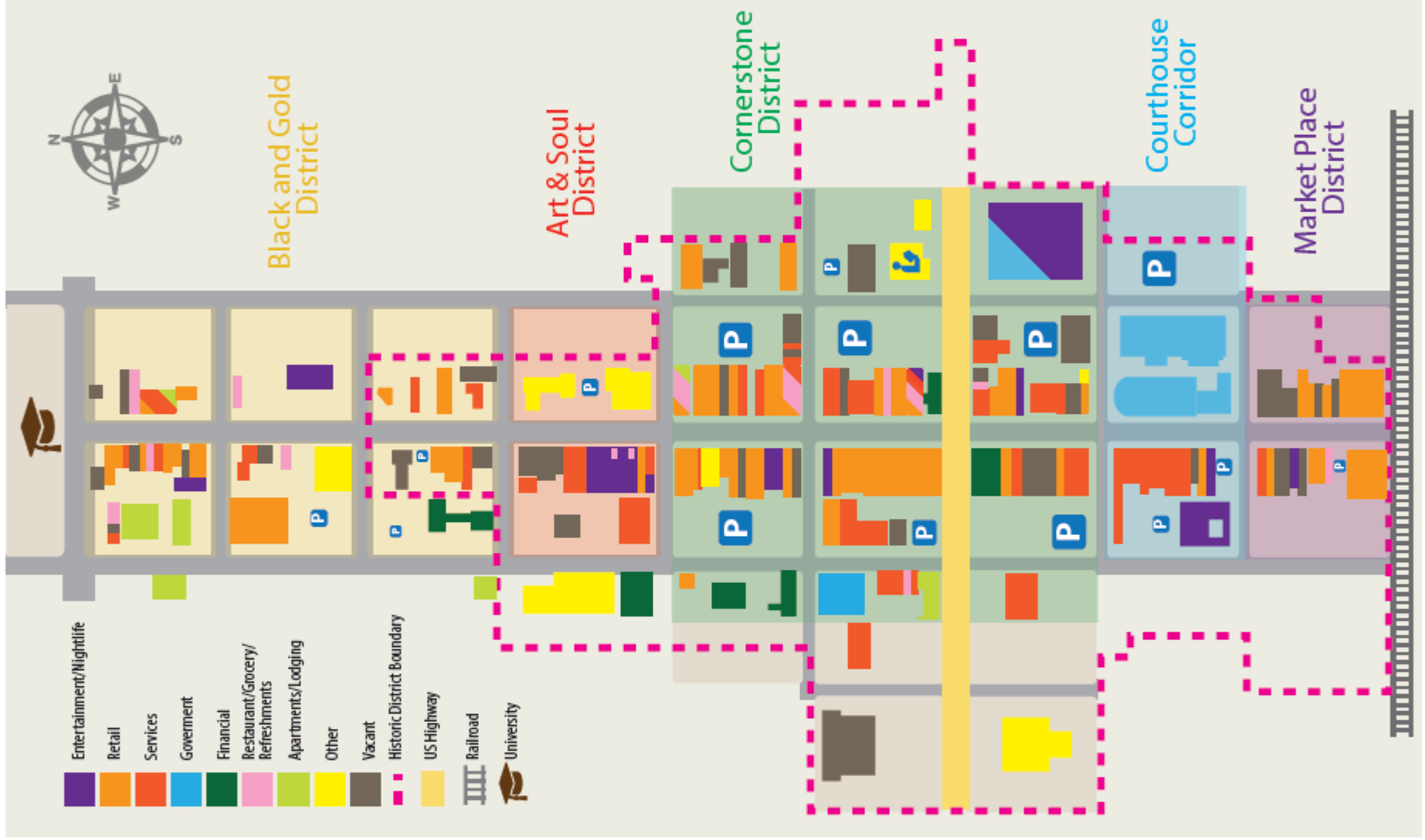
Art & Soul District

Cornerstone District

Courthouse Corridor

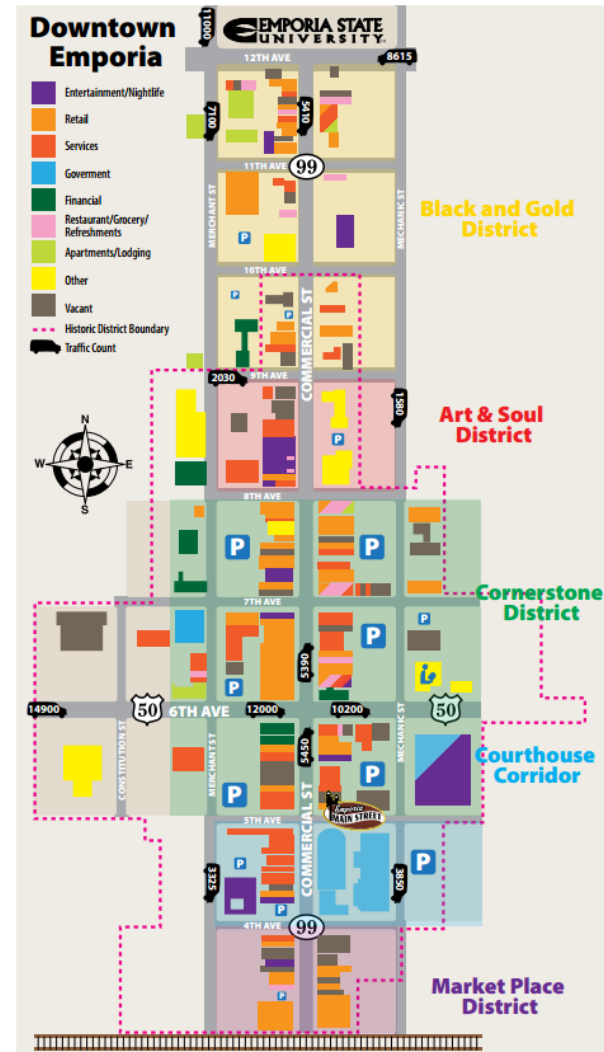
Market Place District

- Entertainment/Nightlife
- Retail
- Services
- Government
- Financial
- Restaurant/Grocery/Refreshments
- Apartments/Lodging
- Other
- Vacant
- Historic District Boundary
- US Highway
- Railroad
- University



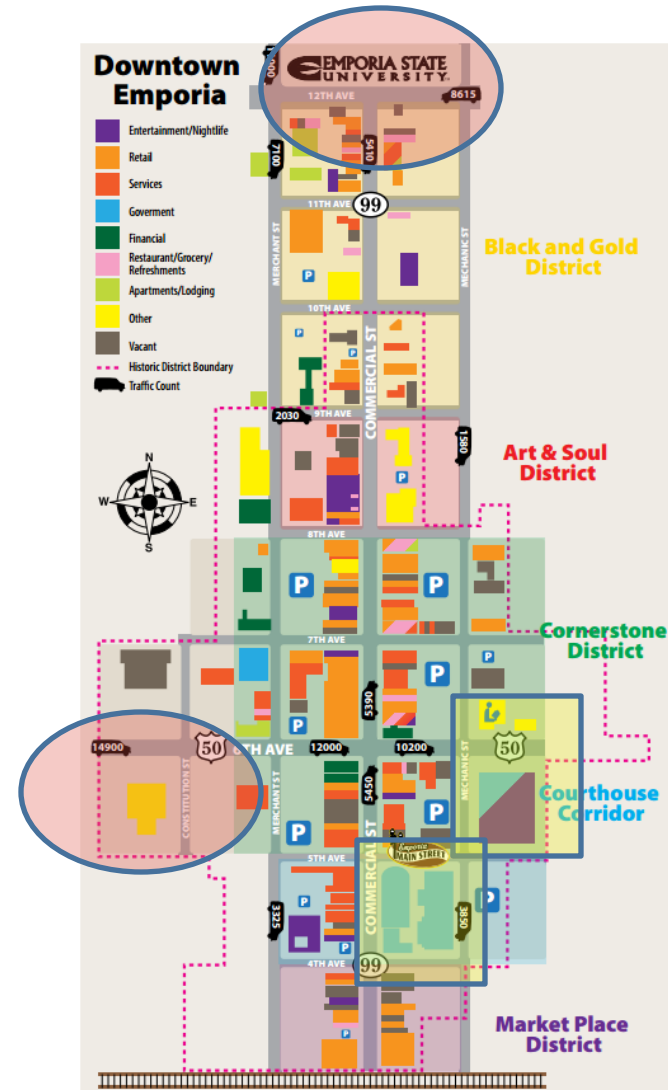
The Reveal- Emporia Kansas

- This map is an augmentation of the Emporia, Kansas downtown map. Let's quickly look at assets in a real world context, and how some challenges were dealt with.



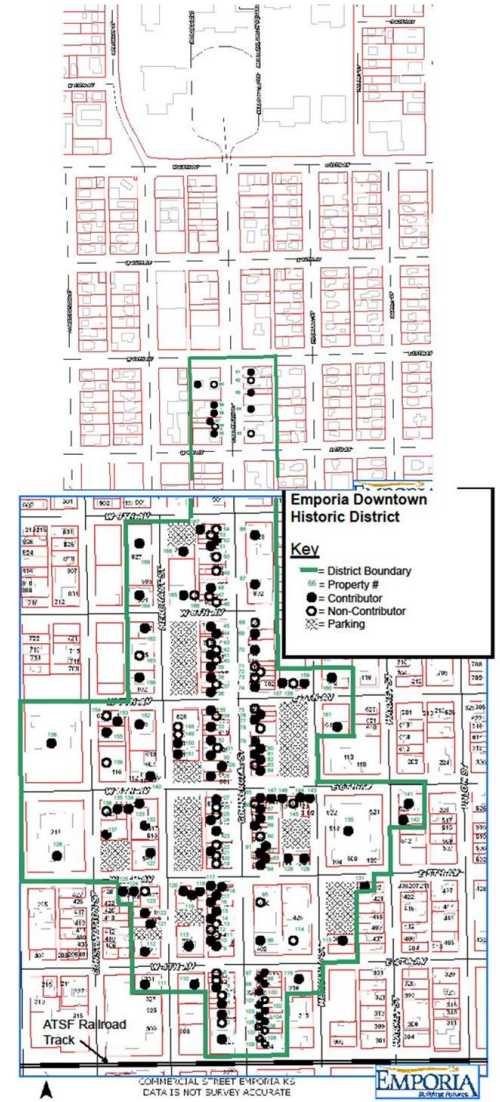
The Reveal- Assets- 1

- Emporia State University sits at the north end of downtown, and Flint Hills Technical College now has a presence on the western edge. County and City government buildings add an employment base.



The Reveal- Assets- 2

- The cross section of a state and federal highway provides solid traffic numbers. Dense employers and university presence adds pedestrian/bike traffic and we have a good concentration of historic buildings.



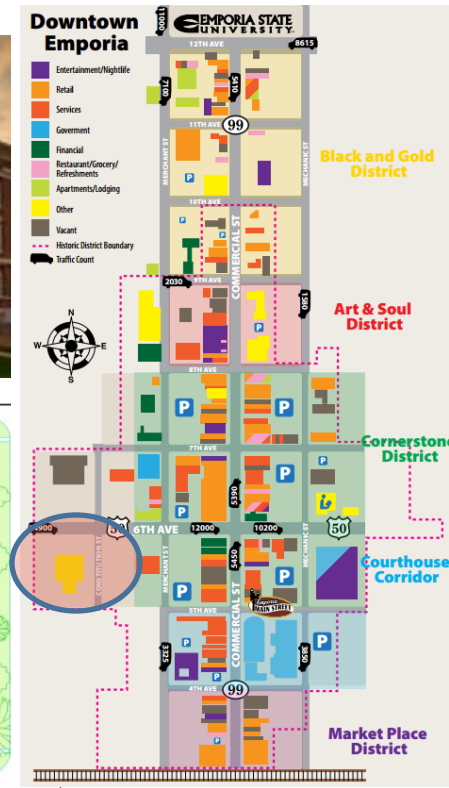
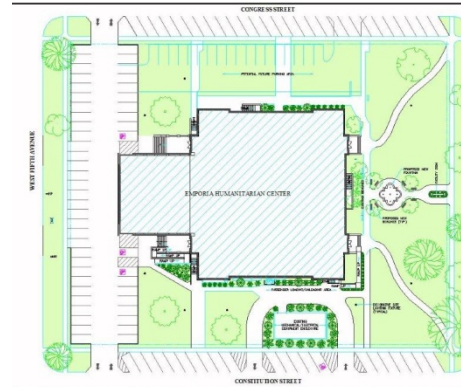
The Reveal- Housing & Missing Teeth

- We had to target properties that damaged the fabric of the area and promote housing that fit anchor needs while creating density downtown.



The Reveal- Abandoned Public Buildings & High Commercial Vacancy

- Large public building can become decades long eyesores if an appropriate and sustainable use isn't found that allows for growth and continuity.



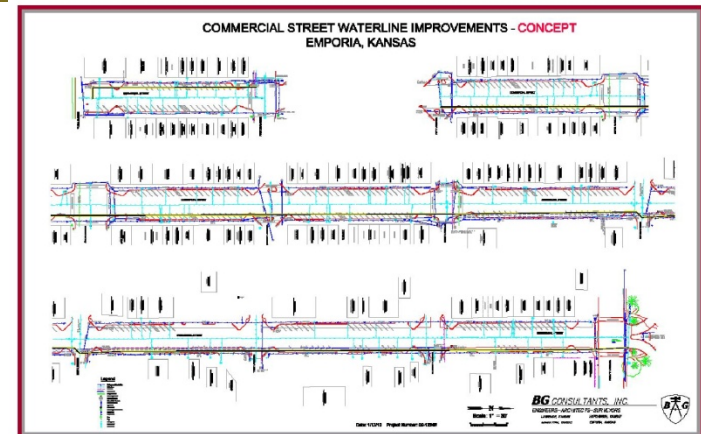
The Reveal- Lack of Incentives for Major Rehabs

- Catalyst projects can facilitate growth. Rural communities often have the same development costs as larger communities with lower returns.



The Reveal- Infrastructure did not support new development

- Upper story housing can't be created without appropriate water systems. Parking, drainage, sidewalks and other infrastructure must support density.



The Reveal- Road configuration did not support pedestrian and bike travel

- You can't change roads (in some cases) but you can fight to change the culture within the area. Through design, marketing and amenities, alternative modes of transport emerge.



The Reveal- Lots of event spaces, but no proximate hotels

- A geographical disconnect between hotels and event spaces hurts, but it also creates an opportunity for redevelopment and adaptive reuse.



The Reveal- Property speculators and absentee landlords

- Property ownership isn't always a rational relationship. Just like incentives exist to create appropriate developments, disincentives must exist for the most egregious of property owners that hurt continuity.

Cost of an Empty Building

In Main Street communities of every size, an annual priority is to fill empty storefronts. This is not just doing the current building owner a favor. A building sitting empty for one year has a significant negative impact on the local economy.

As an example, let's look at an empty building that could hold a midsize business. Let's say a potential business tenant sells \$250,000 in goods annually, pays typical rents in a Main Street Iowa community and has typical local expenditures. For every year the building does not hold that business or a similar-sized enterprise, it costs the community \$222,340. Buildings that stand empty lose money — not just for the building owner, but for local and state governments, utility companies, banks, suppliers and services, media and workers.

Costs to the Community

Building Owner	\$8,400 in rents \$5,040 in property value
Local Government	\$100 in property tax \$5,000 in sales tax
State Government	\$15,000 in sales tax
Utility Companies	\$4,700 for utilities, telephone and internet
Banks	\$39,500 in loan demand \$2,200 in bank fees and interest \$17,000 in deposits
Suppliers	\$1,300 in maintenance and repairs \$500 in printing and copying \$900 in supplies
Professional Services	\$2,700 in insurance premiums \$900 in legal and accounting fees \$500 in property management fees
Media	\$6,200 in advertising, marketing and PR expenditures

\$56,800 as employees of that business
\$31,500 in business owner's compensation and profit
\$24,100 workers elsewhere in the community

SOURCE: Estimates of the cost of an empty building were based, in part, on RMA's Annual Statement Studies.



The Reveal- Sprawl was exalted as “good growth”

- Sprawl is often confused with sustainable growth when there is no competing example. Combining community good, profit and public relations to achieve a coherent district vision can create a viable alternative.

