

A low-angle, upward-looking photograph of several tall skyscrapers in a city. The image is overlaid with a semi-transparent cyan color. The text is centered in the middle of the image.

**What can be done on the
ground to recover our
downtowns?**

History has shown us that cities are remarkably resilient, even when faced with sudden or chronic challenges. What tangible ways can civic leaders, policymakers and entrepreneurs bring our downtowns not only back, but catapult them to a new dynamic future?

James Lima, President of James Lima
Planning + Development

Nolan Marshall III, President and
CEO at Downtown Vancouver
Business Improvement Association

Regina Myer, CEO, Downtown
Brooklyn Partnership, New York

Nick Griffin, Executive Director,
Downtown Center Business
Improvement District, Los Angeles

Amahl Hazelton, Producer, Strategy
and Development, Moment Factory

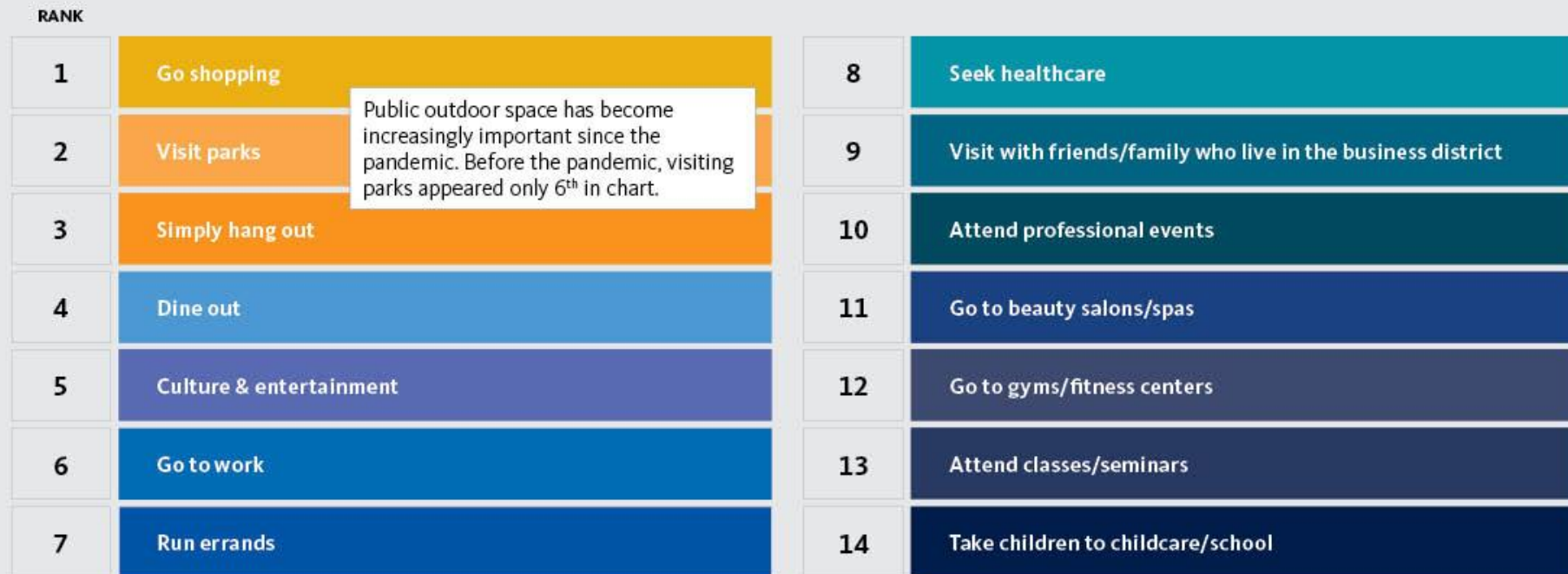
James Lima

President, James Lima Planning + Development



Work will not be the primary driver in bringing people back to their business districts; people want their business district to be a lifestyle hub.

WHAT ACTIVITIES DOWNTOWN DO PEOPLE MOST WANT TO DO POST-PANDEMIC?



The Future of Stephen Avenue: Downtown Calgary's Main Street

Providing placemaking and real estate strategies to support downtown economic recovery and vitality and contribute to a more diverse and sustainable city economy



5 Repositioning the Avenue

The Strategic Move

The Avenue can support Calgary's Economic Development and Downtown Strategies by rethinking real estate at strategic locations to attract tenants and talents for a more diversified economy, enhance visitor and tourism experience to generate new spending, and improve the quality of life for residents. Specifically, The Avenue presents opportunities for **infill development** at selected vacant and/or under-utilized sites and **repositioning strategies** for key cultural and commercial assets. Redevelopments on The Avenue provide tangible and specific opportunities to implement the City's economic and downtown strategies, amplifying the impact of existing public and private investments in Calgary.

Why it's Important

- Given ongoing economic shocks and to embrace a more diversified and resilient downtown economy, The Avenue would need to emphasize on innovation and attract talent by becoming more mixed-use and amenity-rich.
- Market demand for traditional retail and hospitality is shifting, affecting businesses on the Avenue.
- Convention businesses and related ventures on the Avenue are facing increasing competition and need strategies to differentiate themselves and pursue long-term growth.



The Avenue: Supporting and Anchoring the City's Economic Development & Downtown Strategies

Diversified Economy; Innovation in the Downtown

In the pursuit of a more resilient path for economic growth, The Avenue possesses the potential to anchor the development of an innovation district in the downtown core, where the business community, academic institutions, cultural entrepreneurs, and the community work together to enhance Calgary's knowledge economy. Nearby academic institutional presence; transit; strategic investments in Platform Innovation Centre, the public library, and the East Village; and the Avenue's diverse arts, culture, and leisure activities all provide the context and momentum for more resources, amenities, and infrastructure that can support the knowledge economy to emerge and cluster around the Avenue.

Business Attraction and Adaptation

For traditional retail, hospitality, and tourism industries that rely heavily on Calgary's energy sector and convention visitorship, change in demand is a risk during recessions and when the business district's centre of gravity shifts its location. The Avenue can work with property and business owners to pursue strategies that are more adaptable to future risks and opportunities.

Visitor Experience, Tourism, and Downtown Spending

More food & beverage, arts and culture, leisure and entertainment, and public space programming can help activate The Avenue during the day and extend use into the night. Such activities diversify the user group of The Avenue; in addition to office workers, the tourists, visitors, and residents will bring more spending power to benefit businesses on The Avenue.

Quality of Life and Downtown Residents

Currently on The Avenue, services and amenities essential for a live-work neighbourhood have been lacking, such as grocery stores at different price points, visible everyday amenities, bodegas and deli shops, coffee shops, dry cleaners, and entertainment. These amenities would make The Avenue a more appealing place for live and work, a crucial step towards more successful talent attraction for the new economy.

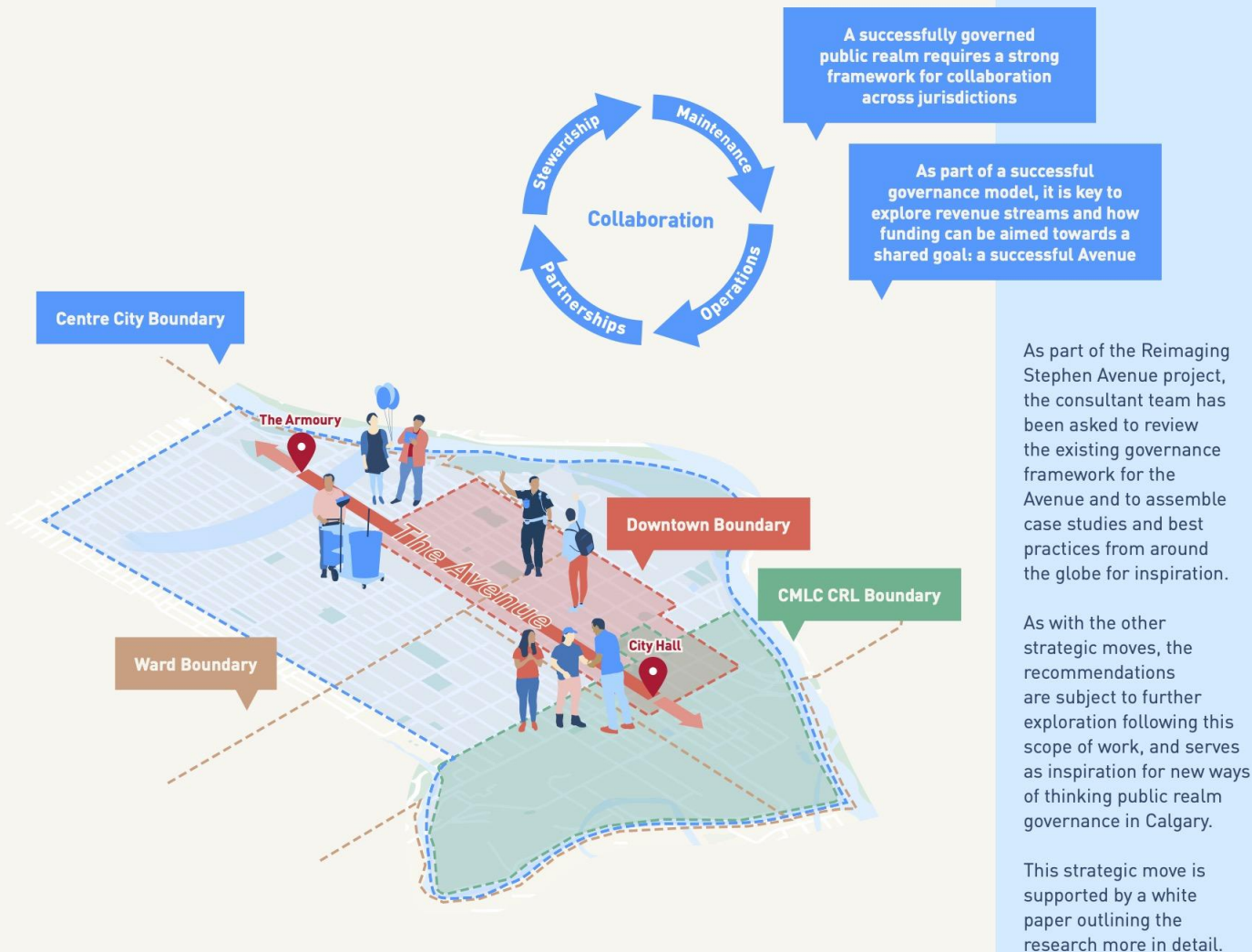
6 Governing the Avenue

The Strategic Move

Develop a strong framework for stewardship, funding, operations and maintenance for the Avenue. Consider establishing a central entity that can take lead and connect across multiple agencies in and around the Avenue.

Why it's Important

- Jurisdictional overlaps with diverging missions are challenging the delivery of a high quality and successful downtown main street.
- Limited collaboration, across public and private entities with varying responsibilities, is a road block for developing a sense of ownership and for new initiatives emerging on the Avenue.
- Limited coordination across entities overseeing different components of the Avenue may mean that funding for governing and maintaining the Avenue are not spent in the best way possible.



Guadalupe River Park & Downtown San Jose Economic Analysis

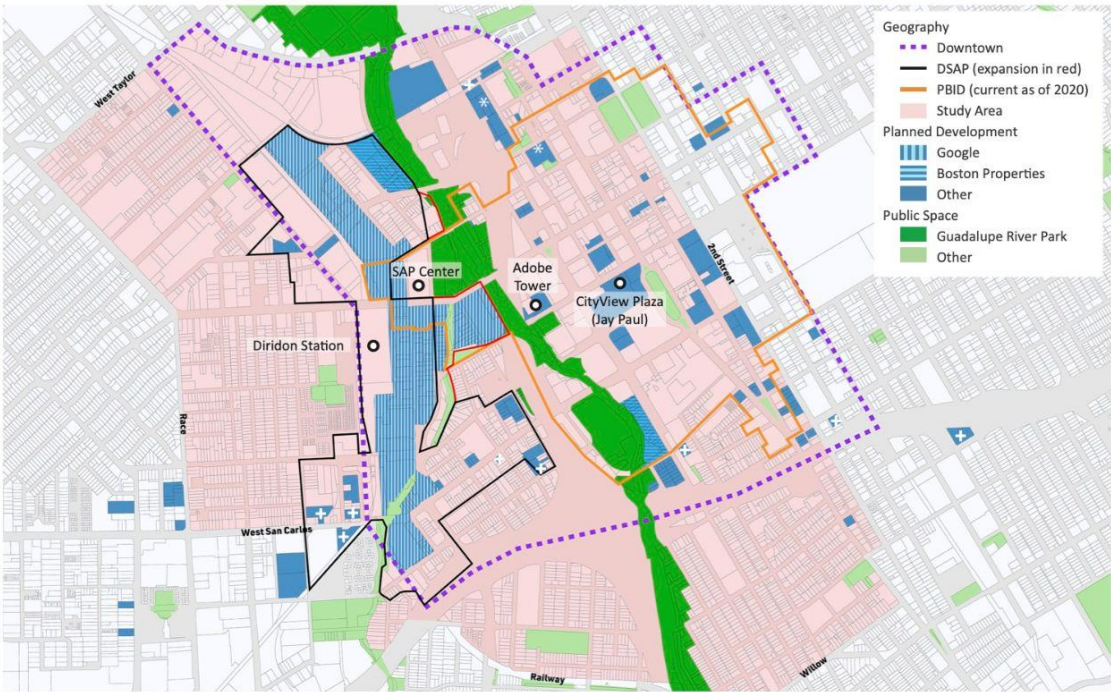
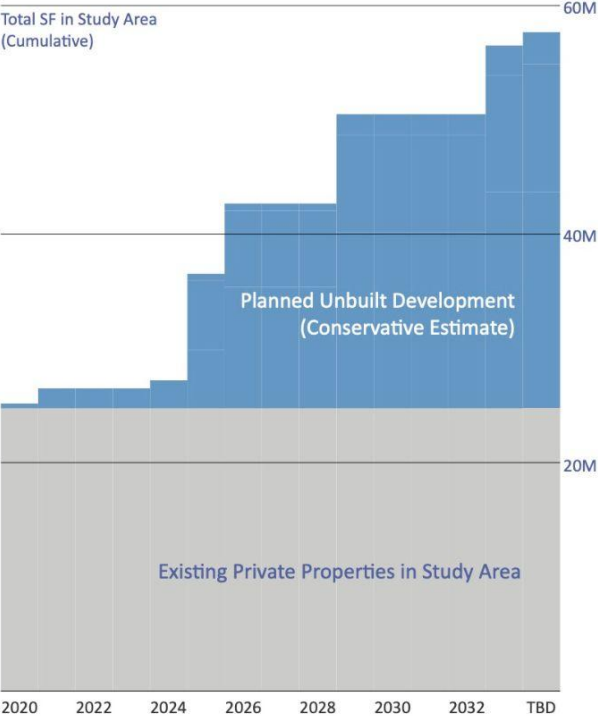
Analyzing economic and governance strategies to revitalize the largest park at the heart of downtown

San Jose, CA



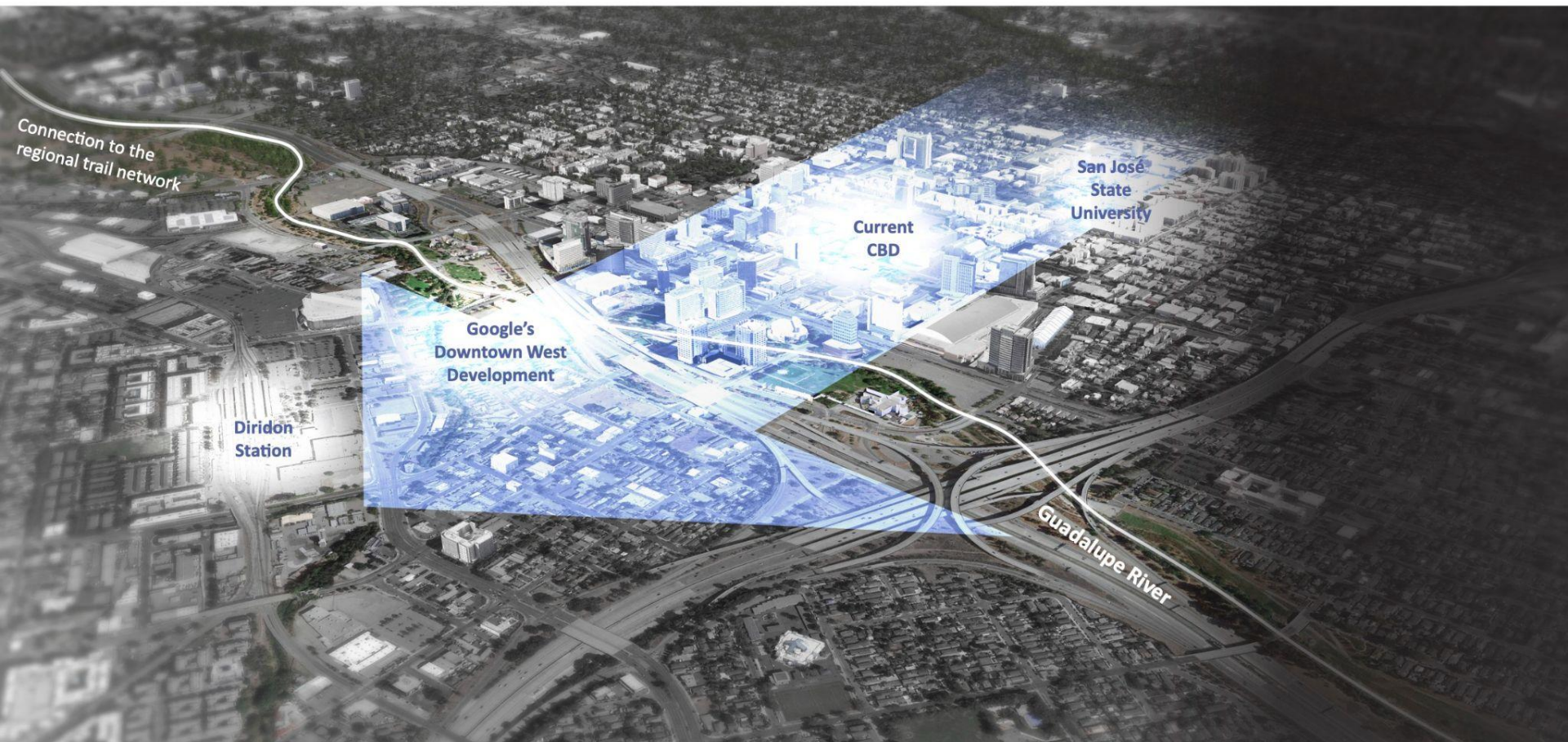
Guadalupe River Park's centrality is underscored by its proximity to the majority of Downtown real estate, existing and proposed.

Estimated timeline and locations of development over the next decade:



62% of the approximately 29 million SF of planned unbuilt development in the next decade is located within 5-min walk from the Park.

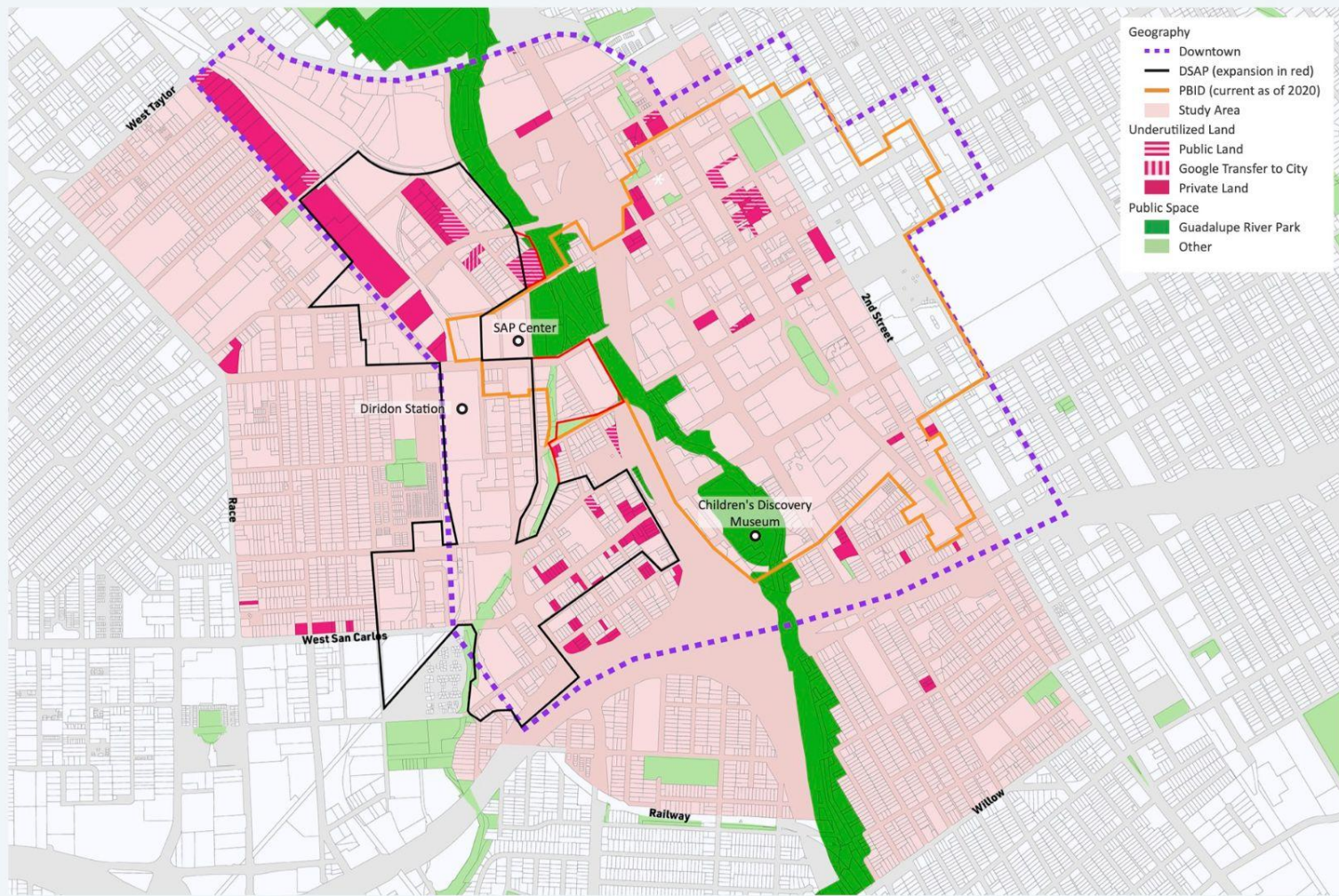
**Downtown San José is undergoing unprecedented change.
Guadalupe River Park is the new center of the city's urban transformation.**







Equity



Underutilized parcels proximate to the Park, especially those owned by government agencies, offer opportunities for district-wide equitable planning and community infrastructure development.

Potential opportunities, to be further studied, include affordable housing, Community Land Trust, small business incubator and leases, and arts and cultural amenities.



transits
of
returns

Integrating
infrastructure
into the
fabric of the
city and
business
districts

Transit
Returns
Program
Initiative
Phase 1
2019-2021

Transit
Returns
Program
Initiative
Phase 2
2022-2024

Transit
Returns
Program
Initiative
Phase 3
2025-2027

Transit
Returns
Program
Initiative
Phase 4
2028-2030

Vancouver
Argosy

Vancouver
Argosy

Vancouver
Argosy

Vancouver
Argosy

Nolan Marshall III
President and CEO
Downtown Vancouver BIA



Safe and Inclusive



Double Down on Diversity

WHAT CAN BE DONE ON THE GROUND TO RECOVER OUR DOWNTOWNS



Regina Myer – President, Downtown Brooklyn Partnership



RECOVERY: COVID-19 Vaccine Hubs



4 MetroTech Center



Mark Morris Dance Center



City Point



RECOVERY: The Brooklyn Hospital Center Fundraiser

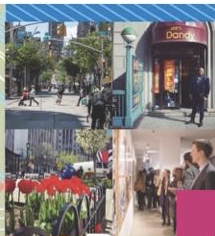


RECOVERY: Business Support



AT A GLANCE NYC Sanitation Regulations

Business Owners' Responsibilities



**Do
B
Business**



Downtown Brooklyn Partnership

About Downtown Brooklyn

Location

As NYC's third largest business district, Downtown Brooklyn serves as the commercial and cultural center of the borough. Located in the district are eleven higher education institutions that foster strong industry partnerships that benefit local businesses and produce a talented, prepared, and tech-savvy workforce.

Public Space

DBP and the City have invested substantially in Downtown Brooklyn's public realm, including new plazas, parks, and streetscape redesigns to improve pedestrian safety. These include Willoughby Shared Street, Willoughby Plaza, Albree Square, The Plaza at 300 Ashland, and Willoughby Square Park. DBP stages free programming to activate public space throughout the neighborhood with series such as Downtown Brooklyn Presents and Willoughby Walks.

Arts + Culture

Downtown Brooklyn is home to the Brooklyn Cultural District, comprising world-class cultural organizations representing nearly every artistic discipline. The diversity and vitality of these groups is unmatched, and represents one of the City's great cultural assets. The district boasts of over 60 cultural organizations, including the Brooklyn Academy of Music (BAM), BRIC House, and Issue Project Room.

Shopping + Dining

Downtown Brooklyn is a thriving commercial and cultural center with exceptional shopping, dining, and entertainment options. The neighborhood is home to Fulton Mall, the borough's historical shopping mecca, lined with attractions and landmarks such as Gage & Toller, Juniors Restaurant, and Macy's. As a growing shopping hub, Fulton Mall has seen recent additions including Century 21, City Point, and Apple.

What We Do

Sanitation

DBP provides year-round supplemental sanitation services, including sweeping, graffiti removal, and pressure washing. And with the installation of over 150 Big Belly solar-powered trash and recycling receptacles, DBP is diverting up to 20% of collected trash away from landfills.

Snow Removal

DBP provides supplemental snow removal services to key commercial corridors in the district to help ensure the public's safety and keep retail thriving. This includes clearance of more than 500 curbs, corners, and crossing areas.

Events

DBP host free events, including the seasonal Downtown Brooklyn Presents series of fitness classes, ping pong tournaments, live music, dance, movies, and holiday festivities. These events engage shoppers, the residential population, and provide a means for businesses to promote themselves further through sponsorships or direct participation.

Streetscape Improvements

DBP coordinates with city government to ensure investment in, and maintenance of, infrastructure such as sidewalks, lighting, wayfinding, public plazas, parks, and bike lanes. DBP also provides and maintains colorful street furniture, umbrellas, Tivoli lighting, and district-wide holiday lights.

Beautification + Landscaping

DBP's "Clean Team" maintains over one million square feet of public space, including landscaped medians, sidewalk tree pits, street planters, and plaza planting beds.

CONTACT US
info@downtownbrooklyn.com P: 718.403.1600
downtownbrooklyn.com @downtownbklyn @downtownbrooklyn



Important Phone Numbers



Downtown Brooklyn Public Safety	718.797.5996
Emergencies	911
Non-Emergencies <i>(Complaints and City Agency information)</i>	
Brooklyn 84 th Police Precinct	718.875.6811
Brooklyn 88 th Police Precinct	718.636.6511
Dept. of Buildings <i>(Construction permits, unsafe conditions, etc.)</i>	311
Dept. of Sanitation <i>(Trash, bulk items, etc.)</i>	311
NYPD Homeless Outreach Unit	212.358.8270
Film and Movie Complaints	212.489.6710
Con Edison Emergency <i>(Gas, gas leaks, and electric)</i>	800.752.6633
NYC Emergency Management	347.422.4800
Federal Emergency Management Agency	202.646.2500
NYC Business Solutions Center	347.296.8021

downtownbrooklyn.com @downtownbdyn @downtownbrooklyn



RECOVERY: Business Support



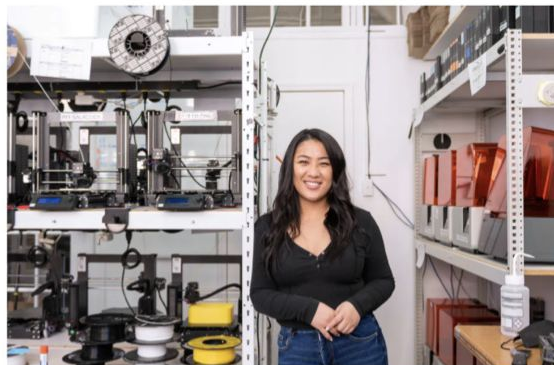
Brooklyn's Black innovators lead the way

Michelle Cadore and Brian Williams share insights on growing their businesses in the borough.

February 23, 2021

In celebration of Black History Month, we are highlighting Black founders and entrepreneurs and their contributions to Brooklyn's innovation ecosystem.

DBP recently spoke with two leading innovators, **Michelle Cadore** (YES I AM, INC. / DA SPOT) and **Brian Williams** (BREAUX Capital), about their founding stories, recent achievements, and goals for the year ahead.



Women's History Month Spotlight: Christina Perla of MakeLab NYC

March 11, 2021

This Women's History Month, Downtown Brooklyn Partnership is proud to share stories of the neighborhood's many women founders and business owners.

Makelab is a professional 3D printing service located in Downtown Brooklyn's historic Clocktower Building on Gold Street. Makelab handles everything from prototyping, productions runs, and custom models. Their office is also decorated with memorabilia from *The Office*, commemorative 3D sculptures, and also features a beloved pet dog.



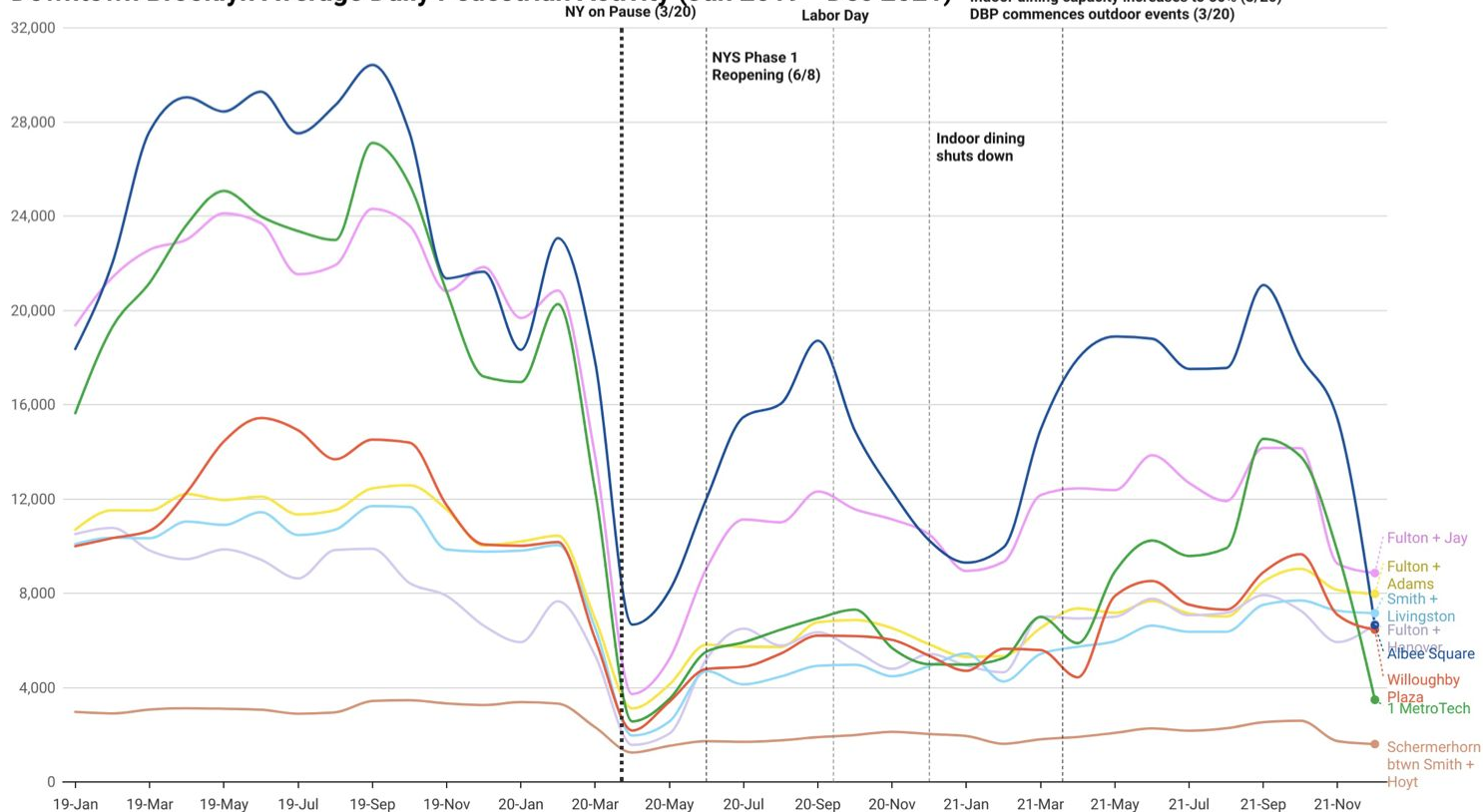
Celebrate Asian American and Pacific Islander Heritage Month in Downtown Brooklyn!

Happy Asian American and Pacific Islander Heritage Month! Here in Downtown Brooklyn, there are plenty of ways to support Asian-owned businesses and support some of the folks who help make our district come to life!



RECOVERY: Pedestrian Activity

Downtown Brooklyn Average Daily Pedestrian Activity (Jan 2019 - Dec 2021)



RECOVERY: Open Streets





RECOVERY: Streetscape Beautification



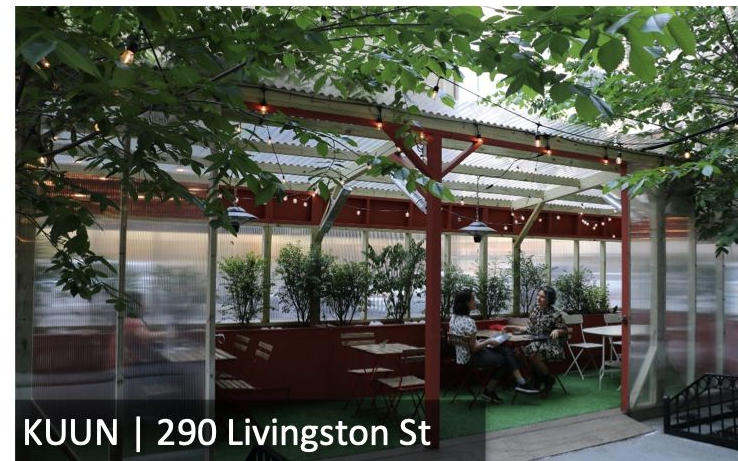
RECOVERY: Open Restaurants



Loreto | 280 Ashland Pl



Coffee Project NY | 78 Rockwell Pl



KUUN | 290 Livingston St



RECOVERY: Indoor Dining



The Rockwell Place | 31 Rockwell Pl



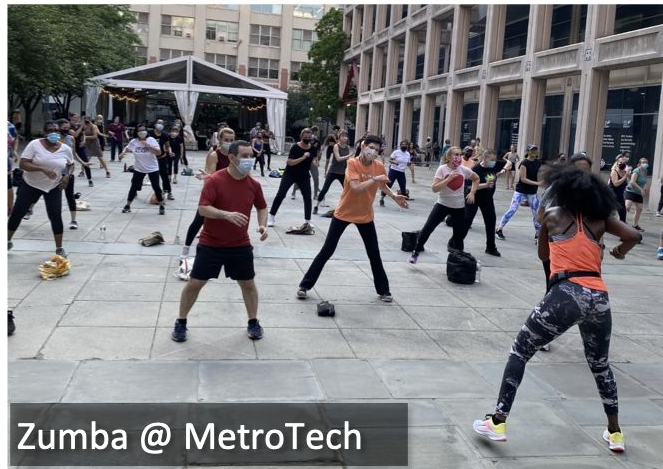
Circa Brewing Co. | 141 Lawrence St



Gage & Tollner | 372 Fulton St



DOWNTOWN BROOKLYN PRESENTS





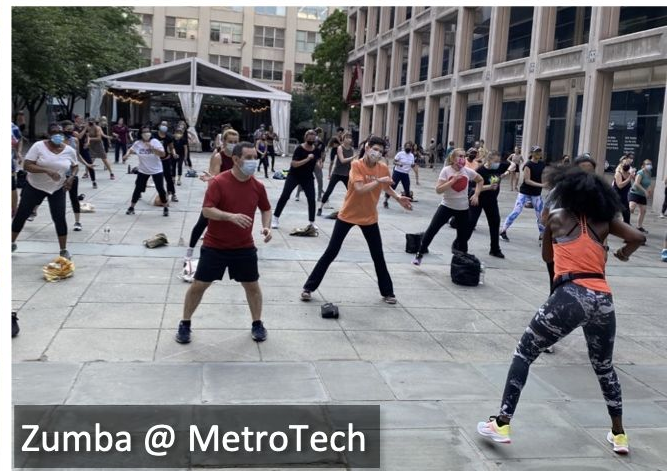
DOWNTOWN BROOKLYN PRESENTS



Arturo O'Farrill & The Afro Latin Jazz Band

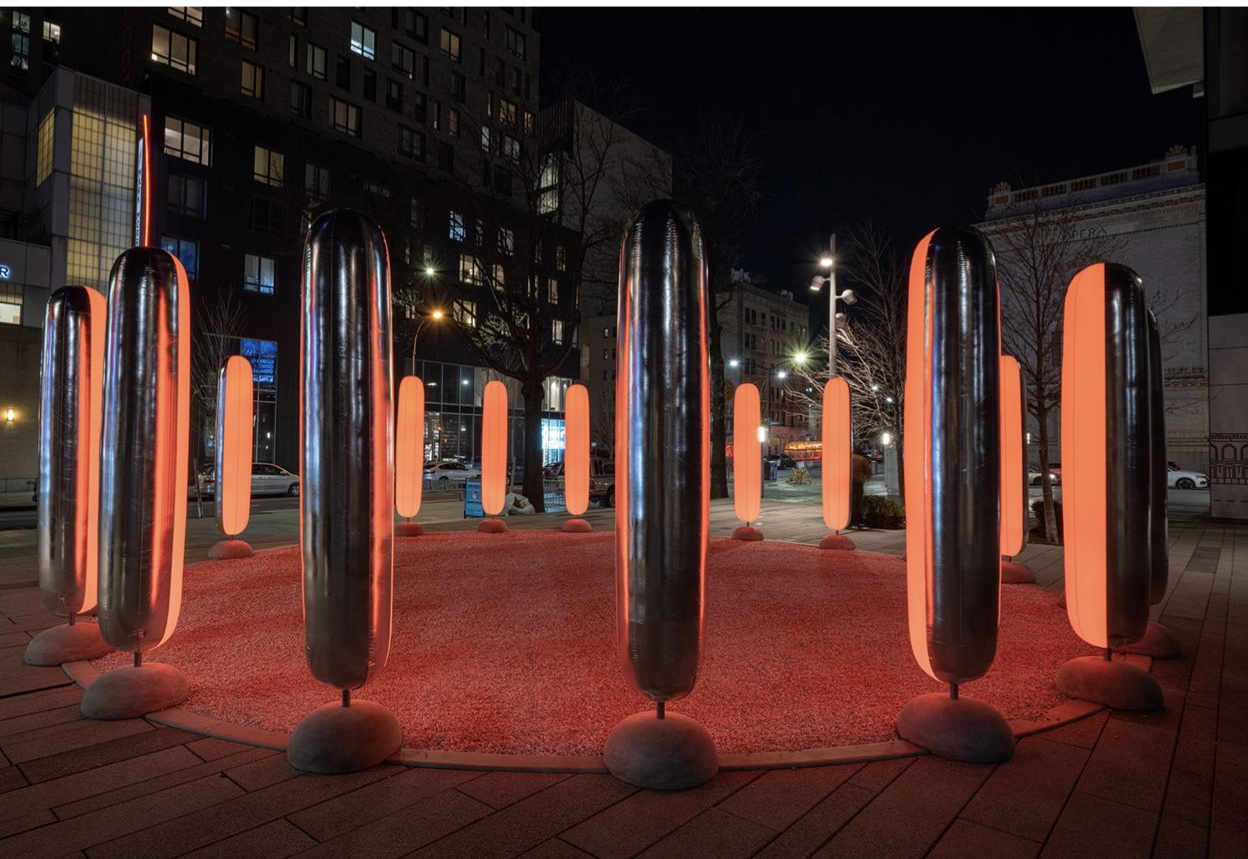


Ping Pong Happy Hours



Zumba @ MetroTech

EKENE IJEOMA'S *BREATHING PAVILION*





DOWNTOWN BROOKLYN PUBLIC REALM ACTION PLAN





11 HOYT



11 HOYT

New Private
Retail for Lease
Call us at 410-695-6985
or visit us at 11 HOYT
BROOKLYN
APPROX. 10,000 SQ. FT.
CALLING AGENTS

Available for
Lease
Call us at 410-695-6985
or visit us at 11 HOYT
BROOKLYN
APPROX. 10,000 SQ. FT.
CALLING AGENTS

An elevated
landscaped
private park in
the middle of

- OUTDOOR LANDSCAPE ADVENTURES
- Open-air elevated area
 - Landscaped with trees and plants
 - Fitness deck
 - Outdoor lounge
 - Private dining area with bar/terrace
 - Children's play area
 - Dog park
 - Private entrance, staircases and

11HOYT.BROOKLYN.COM
+1 410 695-6985



9 DEKALB / FLEET ST

THE DIME SAVINGS BANK OF BROOKLYN



9 DEKALB / FLEET ST



9 DEKALB / FLEET ST





Nick Griffin, Executive Director

January 26, 2022

IN CRISIS, OPPORTUNITY

**Reigniting
Enthusiasm for
Downtown**

**Storytelling &
Community
Engagement**

**Digital Spaces &
Physical Places**

DTLA REIMAGINED



PLACEMAKING

VISIONS: 15 DTLA PLACES REIMAGINED

CallisonRTKL explores and envisions possibilities for DTLA's future cityscape.

This placemaking study began with a detailed inventory of underutilized locations in the Downtown Center and ranked them across multiple factors. The resulting 15 finalists were reimagined—tapping into their true potential to promote public well-being, engage the community, and attract creative urbanites.



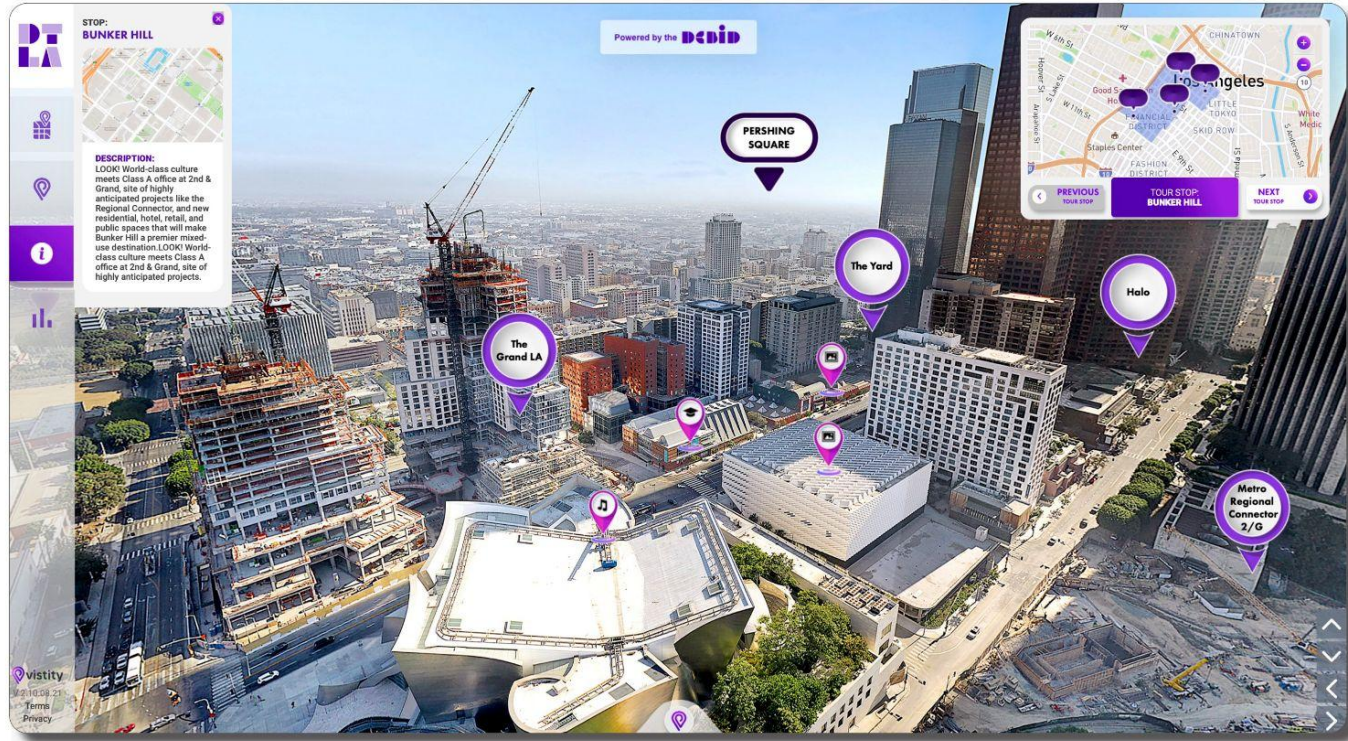
"Explore the placemaking possibilities and glimpse a vision of what DTLA could be tomorrow."

- John Eric Chung, CallisonRTKL

PLACEMAKING POSSIBILITIES

- 01 [The Avenues of Grand Culture](#)
- 02 [Bunker Bridge Series](#)
- 03 [Angel's Slope + Angel's Steps](#)
- 04 [Broadway Stroll](#)
- 05 [Pedways and Pathways](#)
- 06 [7th and Dine](#)
- 07 [Vibiana Quad](#)
- 08 [The Alleyways](#)
- 09 [Placemaking Prototype](#)
- 10 [The Ped Scramble](#)
- 11 [Parking Lot Possibilities](#)
- 12 [Storefront Stories](#)
- 13 [Back of the Broad](#)
- 14 [LA Welcome Paseo](#)
- 15 [Library Art Blocks](#)

DTLA VIRTUAL



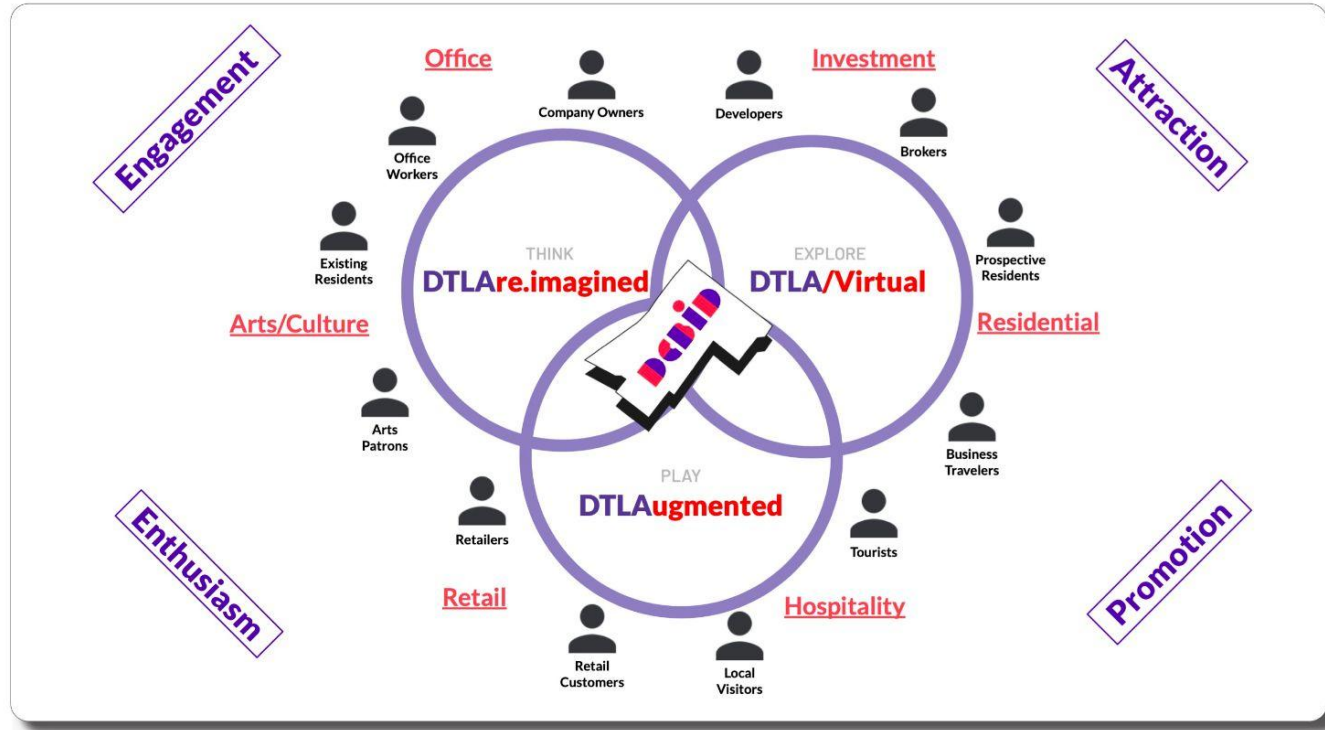
DTLAUGMENTED



DowntownLA.com

CONNECTING THE DOTS

Content, Communication, Community



MOMENT FACTORY



Amahl Hazelton

Strategy & Development
Moment Factory

Masters of Urban Planning (McGill)
Place Branding & Competitive Identity

PLACE = PEOPLE

RURAL

SUBURBAN

URBAN

<==DENSITY



WORK
LIVE
SHOP
PLAY

PANDEMIC = LOCK DOWN

RURAL

SUBURBAN

URBAN



WORK

LIVE

SHOP

PLAY

- + LIVE
- + WORK
- + SHOP
- + PLAY

GET OUT OF OUR **EXPERIENTIAL BASEMENTS**



THE

LURE OF DOWNTOWN?



**COMMUNITIES NEED NEW PLATFORMS & NEW PROGRAMMING
TO ATTRACT PEOPLE – LOCALS, TOURISTS, SHOPPERS**

PROGRAMMABLE PLACES

NEXT-GENERATION ARCHITECTURE + PUBLIC SPACES



NATIONAL ARTS CENTRE
CENTRE NATIONAL DES ARTS
Canada is our stage. Le Canada en scène.

**MOMENT
FACTORY** **diamond
schmitt**

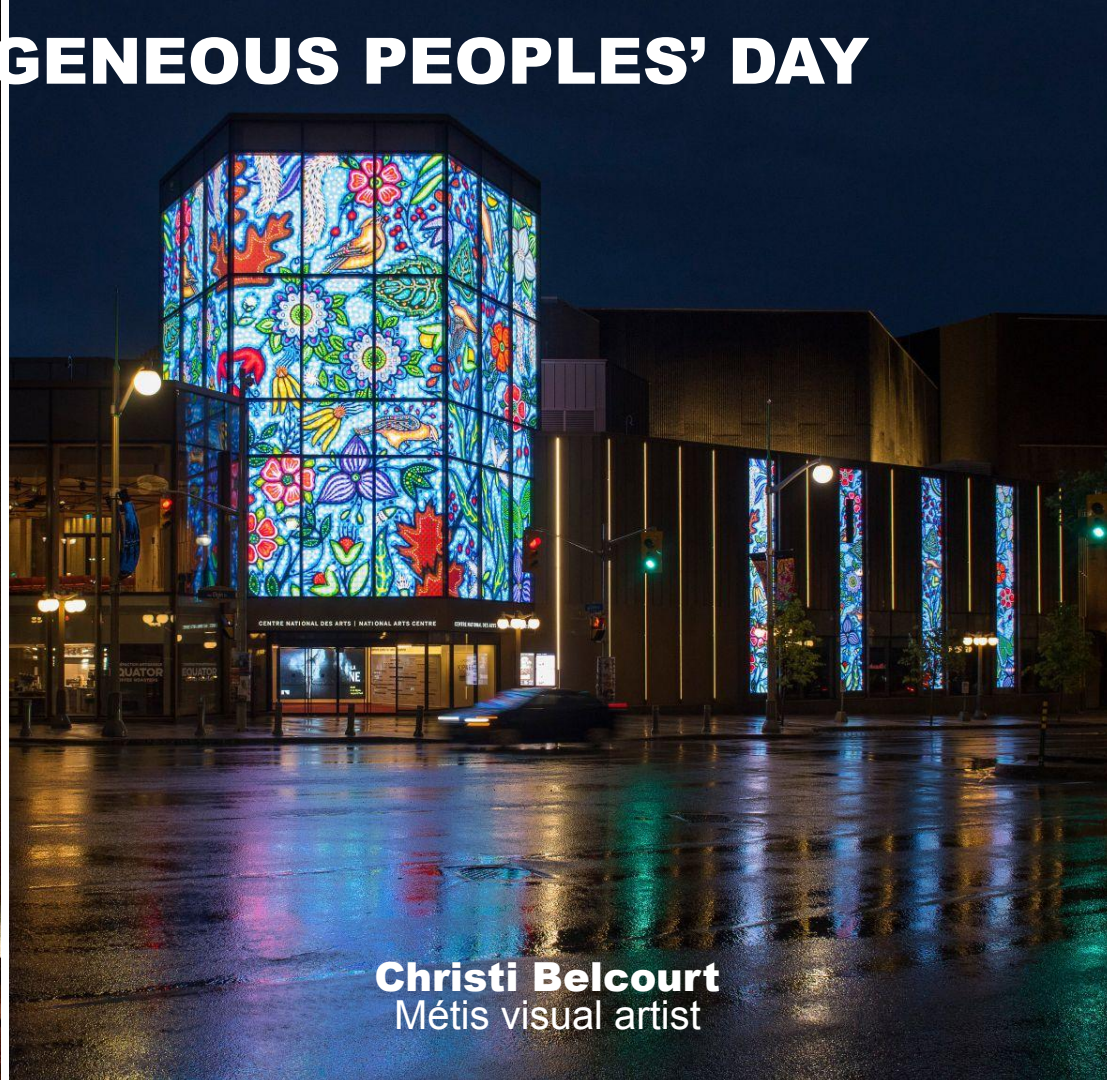
NATIONAL ARTS CENTRE KIPNES LANTERN



INCLUSIVITY INDIGENEOUS PEOPLES' DAY



Simon Brascoupé
Anishinabeg/Haudenausanee - Bear Clan

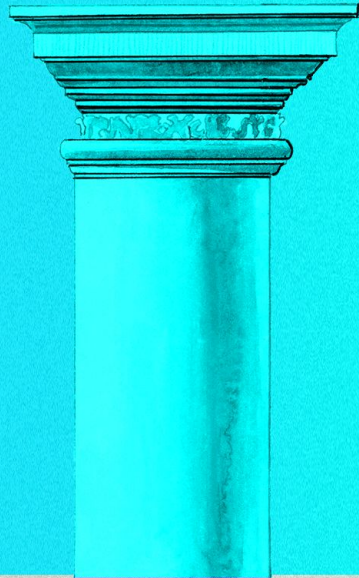


Christi Belcourt
Métis visual artist

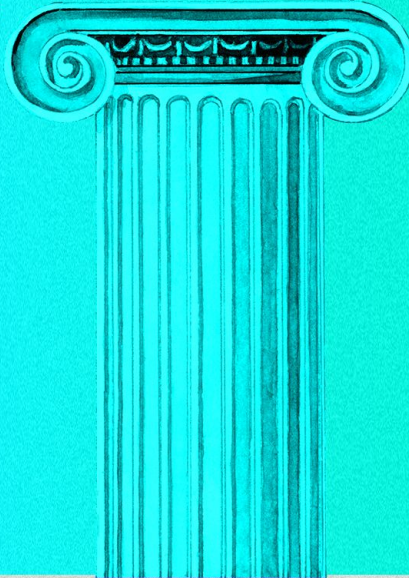
AT&T DISCOVERY DISTRICT DALLAS



EVOLVING **LANGUAGE OF ARCHITECTURE**



DORIC



IONIC



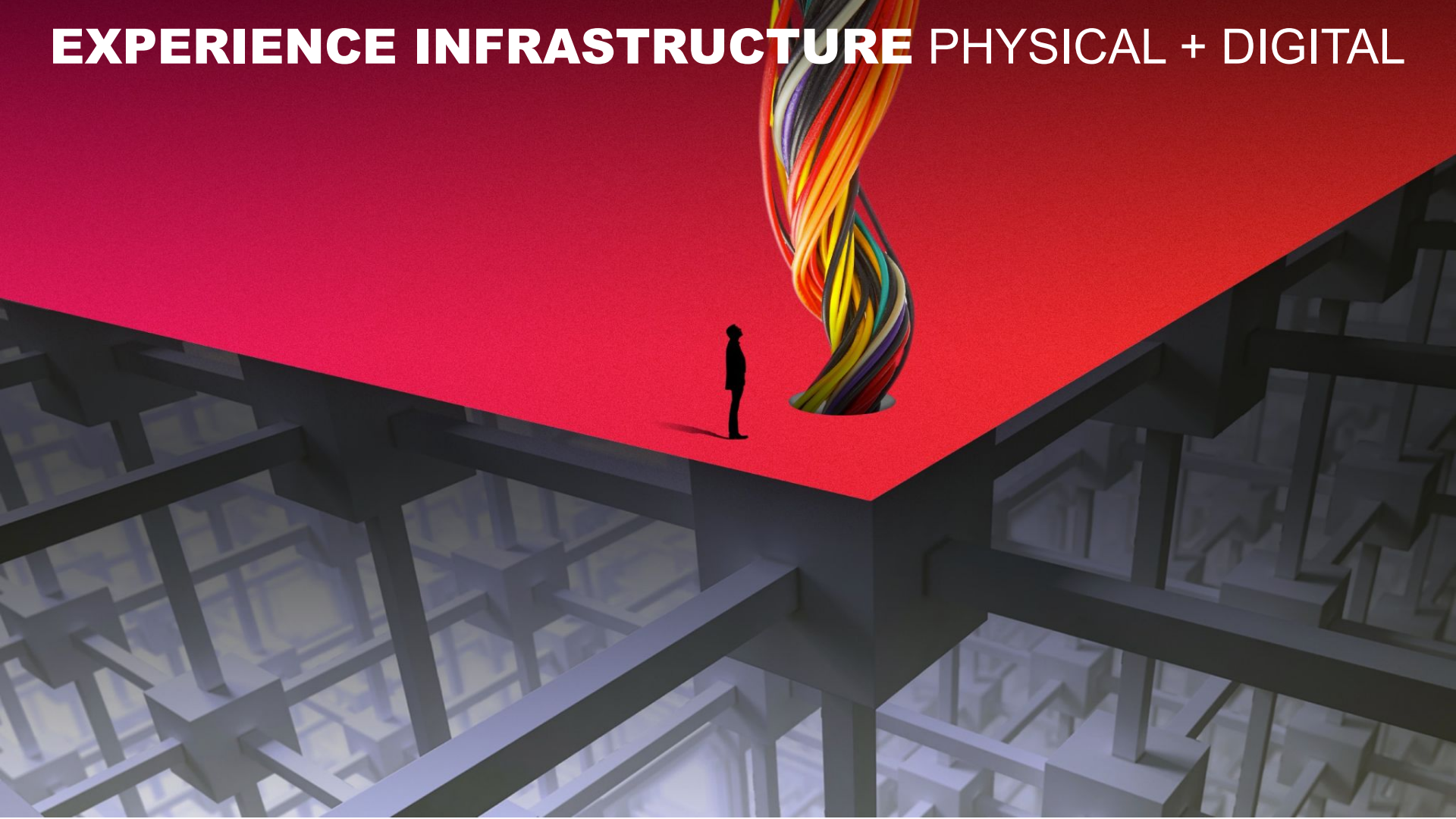
CORINTHIAN



DYNAMIC



EXPERIENCE INFRASTRUCTURE PHYSICAL + DIGITAL



URBAN VENUES. PLUG & PLAYGROUNDS PLATFORMS FOR CULTURE



RE-PROGRAMMABLE. CURATABLE



ACCESSIBLE. PARTICIPATIVE.

ACCESSIBLE. PARTICIPATIVE.



FROM **ROI**

RETURN ON

INVESTMENT

INFORMATION

TO **ROE**



RETURN ON
EMOTION
EDUCATION
EXPERIENCE
ENGAGEMENT
ENTERTAINMENT

A low-angle, upward-looking photograph of several tall skyscrapers in a city. The image is overlaid with a semi-transparent cyan color. The text is centered over the image.

**What can be done on the
ground to recover our
downtowns?**