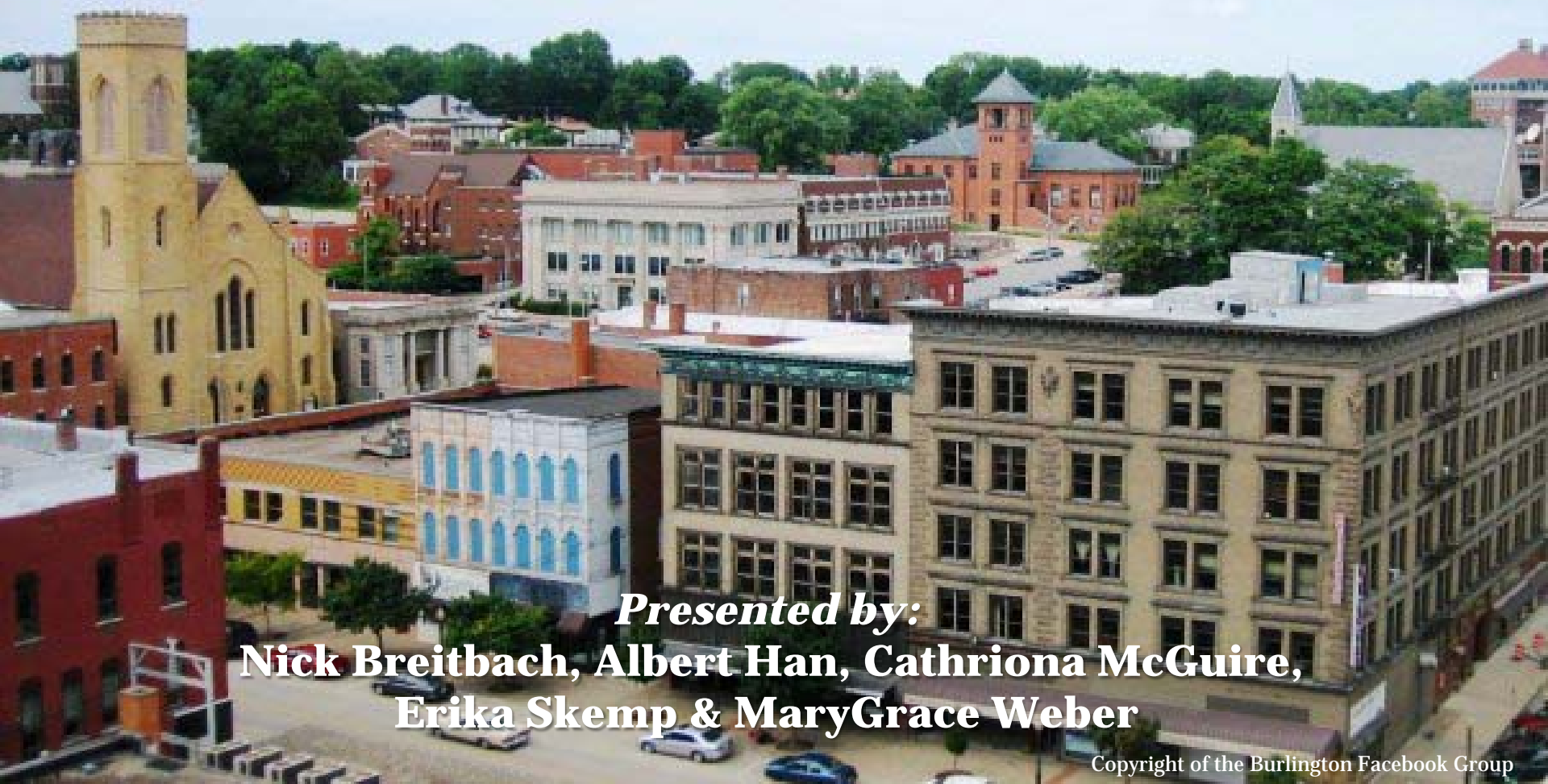


Iowa Initiative for Sustainable Communities

A Vision for Downtown Burlington

April 26, 2011



Presented by:
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Presentation Agenda



- Introduction of the Project
- Downtown Inventory
- Community Engagement
- Prioritization of Future Buildings
- Findings
- Recommendations
- Questions and Answers

Downtown Inventory



FINDINGS AND IMPLICATIONS



Purpose



- Obtain current and comprehensive information about Downtown businesses and other entities
- Lack of information inhibits Downtown Partners ability to:
 - Assess commercial gaps
 - Identify market opportunities
 - Analyze employment in the downtown
 - Provide essential information to business owners

Methodology



- Downtown Inventory
 - From February 18th to March 31st
- Analysis of survey results
- Dataset provided to Downtown Partners. Inc.

Total Number of Downtown Entities	294
Surveys Completed and Returned	194
Overall Response Rate	45.7%

Basic Building Information
 Street Location _____
 Vacant Available Occupied
 Lot / Parcel # _____
 Building # _____

Building Information
 Building Name _____
 Building Address _____
 City _____ State _____ Zip _____
 Owner(s) _____
 Contact Name _____
 Contact Address _____
 City _____ State _____ Zip _____
 Contact Phone _____ Fax _____
 Contact Email _____
 Last Date of Sale _____ Sale Amount _____
 BUILDING insured? YES NO
 Other _____

Physical Characteristics
 Zoning Type _____
 # of Floors _____
 # of Commercial Units _____ # in Use _____
 # of Residential Units _____ # in Use _____

Building Condition Poor Fair Good Very Good Excellent
 Comments on Conditions _____

Space Information
 Total Building Square Footage _____
 Floor Usage
 Basement _____
 1st Floor _____
 2nd Floor _____
 3rd Floor _____
 4th & Above _____

Historic Information
 Date of Construction _____
 Individual Register Listing: National Local
 District Listing: (If Yes, Check All That Apply)
 Contributing Non-Contributing Significant

Property Availability For Sale
 Asking Price _____
 Realtor _____
 Email _____
 Realtor Phone _____

Downtown Burlington Inventory

Business Information

Business Type	Retail	Service	Mfg/Wholesale
	Non-profit/Church	Gov't	

Business Name _____
 Contact Name _____
 Mailing Address _____
 Business Phone _____ Fax _____
 Business Email _____
 Business Website _____
 Date Business Was Established _____
 Does the Business Own Rent Plan to Own the Space
 If Renting, What is the Monthly Rent _____
 Lease Ending Date _____ Term? _____

Business Classification
 Business Description _____
 Niche/Specialty _____
 Primary Products _____

Business Hours

	Open	Close
Monday	_____	_____
Tuesday	_____	_____
Wednesday	_____	_____
Thursday	_____	_____
Friday	_____	_____
Saturday	_____	_____
Sunday	_____	_____

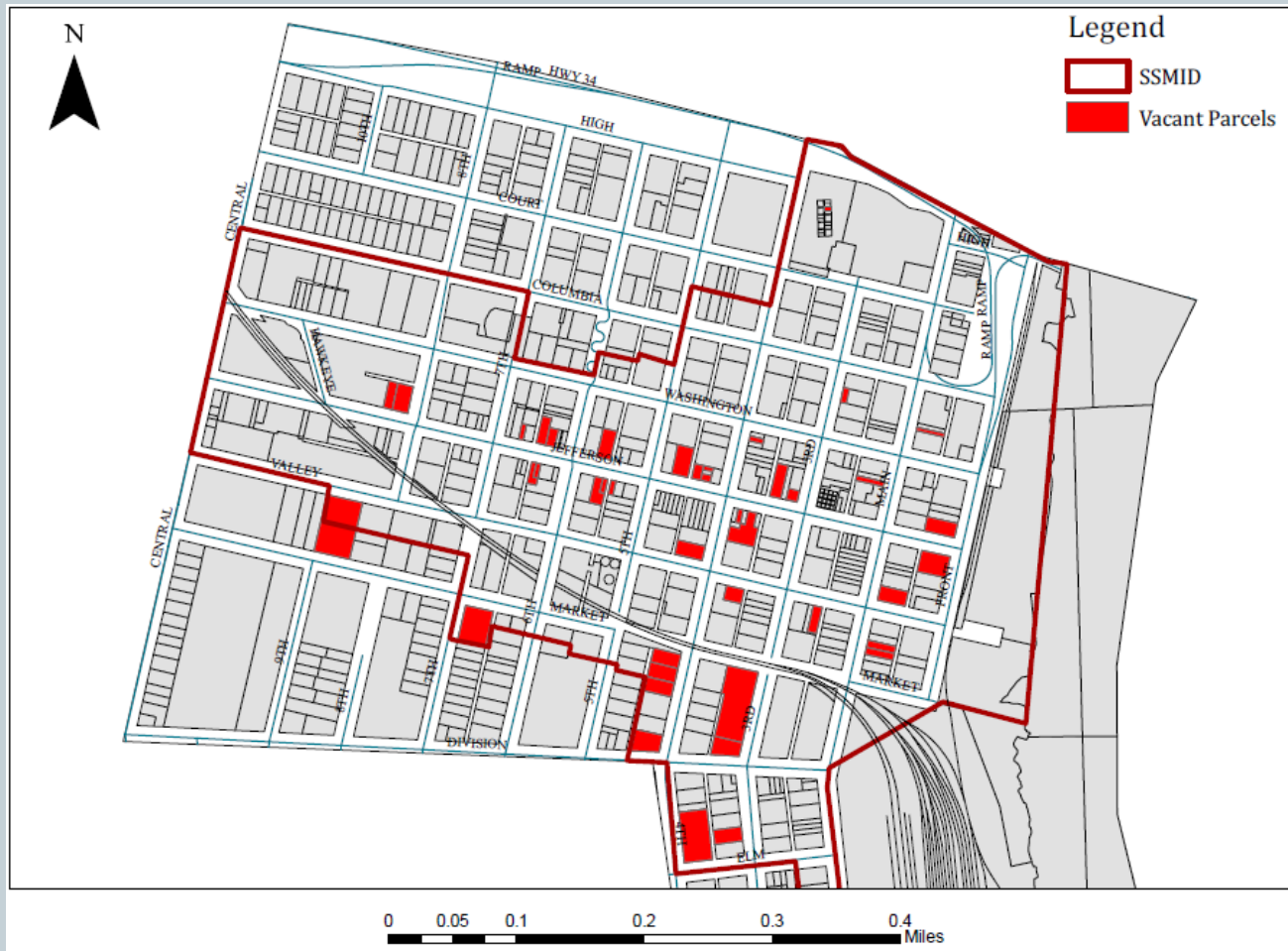
Employee Information
 # of Full-Time _____ # of Part-Time _____
 # of Seasonal _____

Parking for Employees (check box, enter number)
 Private lot _____
 Public Off Street _____ On Street _____

Extra Information
 Pay own utilities? Y ___ N ___ Notes _____
 Programmable thermostat? Y ___ N ___
 Display windows kept lit at night? Y ___ N ___ NA ___
 Other Useful Information _____

Completed By _____ Date _____
 Updated By _____ Date _____

Vacancy Rate in Downtown



Vacant Properties	39
Total Properties	294
Vacancy Rate	13.3%

Employment



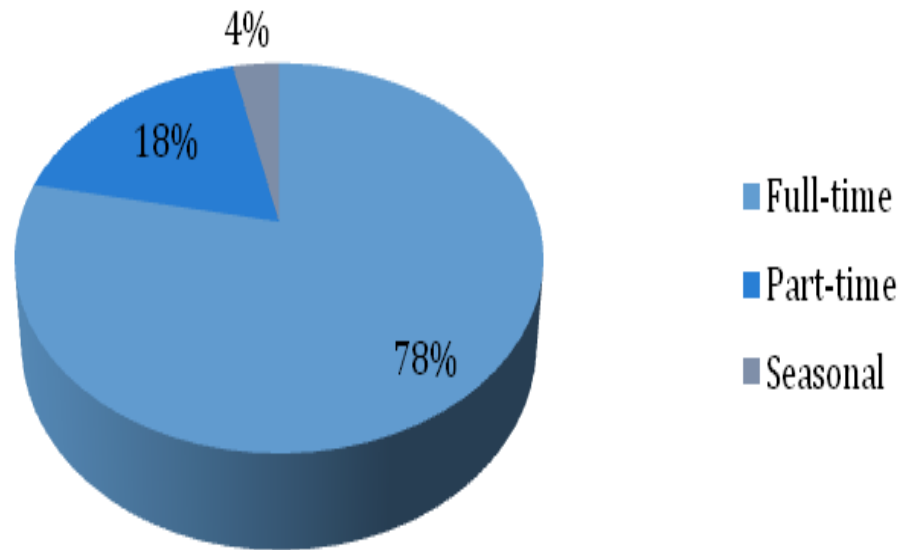
- This total only represents the 45% of downtown entities that were successfully surveyed
 - Several businesses did not report employment data on their surveys

Employment	Reported Number of Employees
Full-time	1,224
Part-time	287
Seasonal	53
Total	1,564

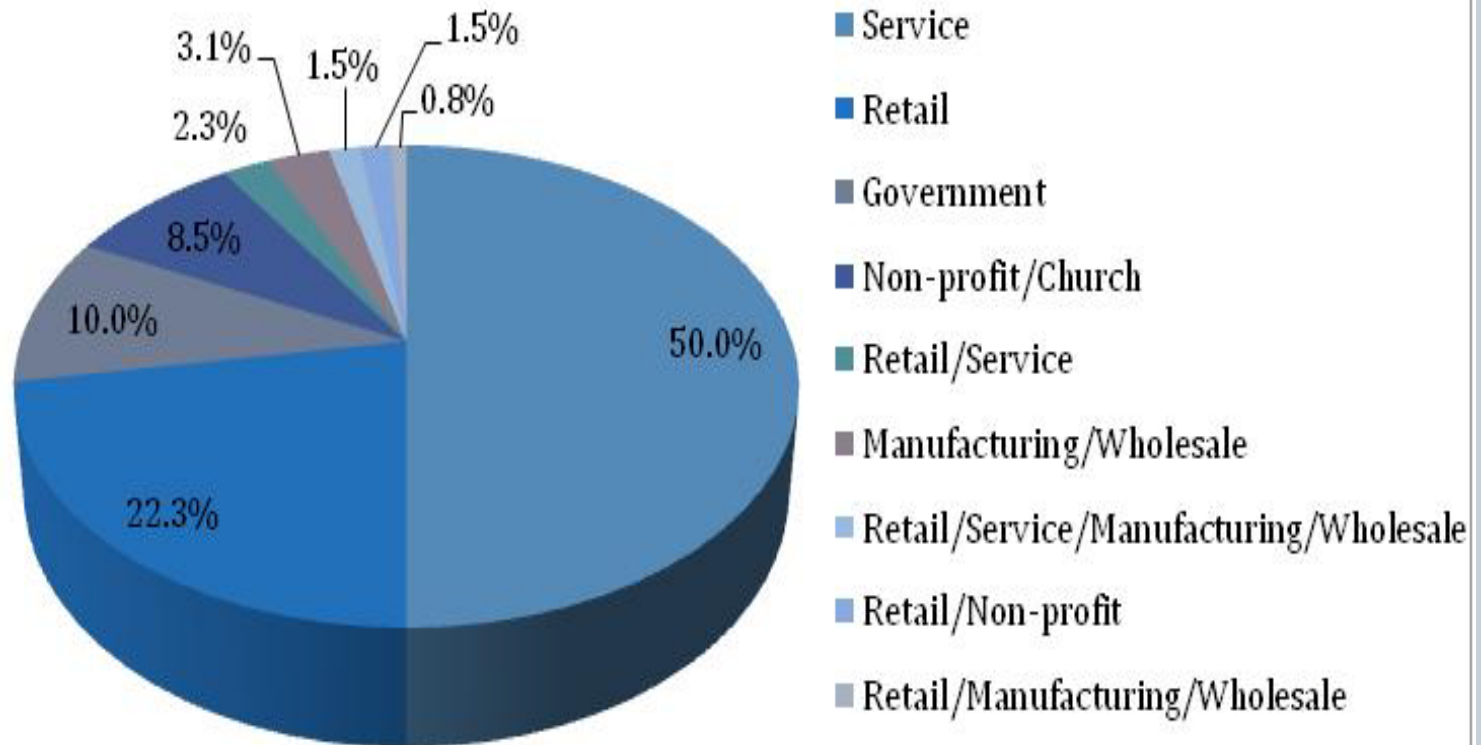
Employment



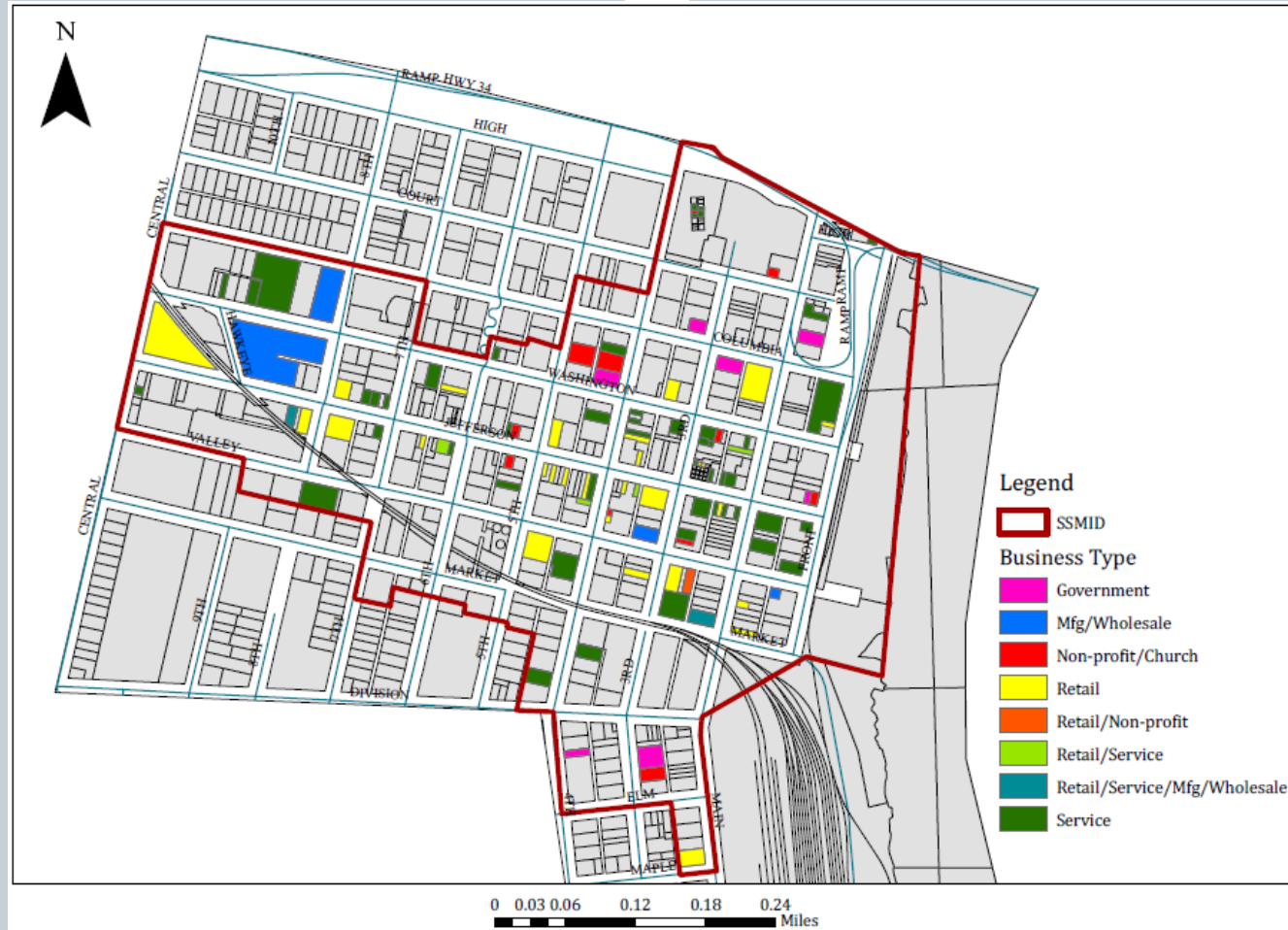
Breakdown by Employment Type



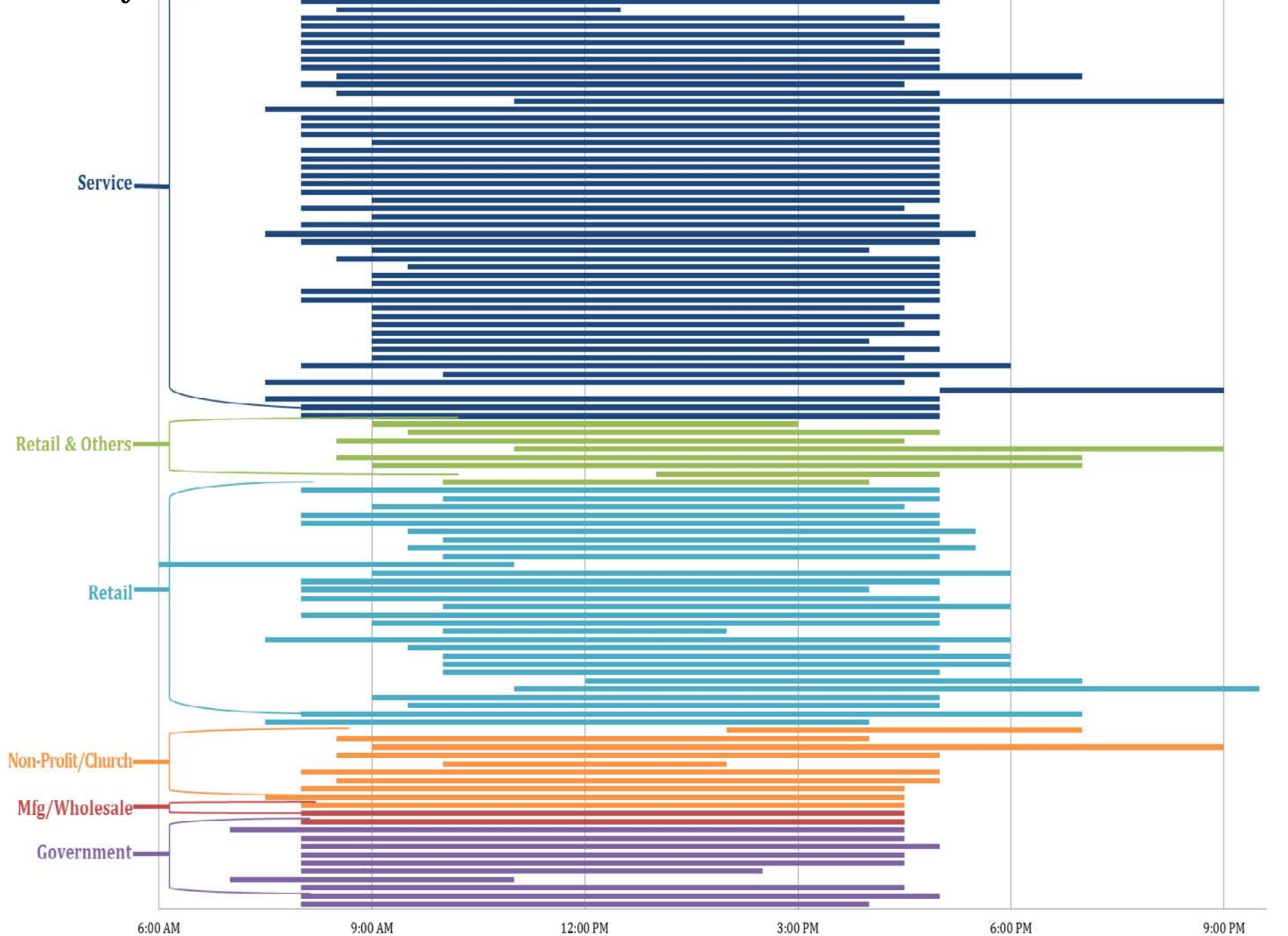
Business Classification



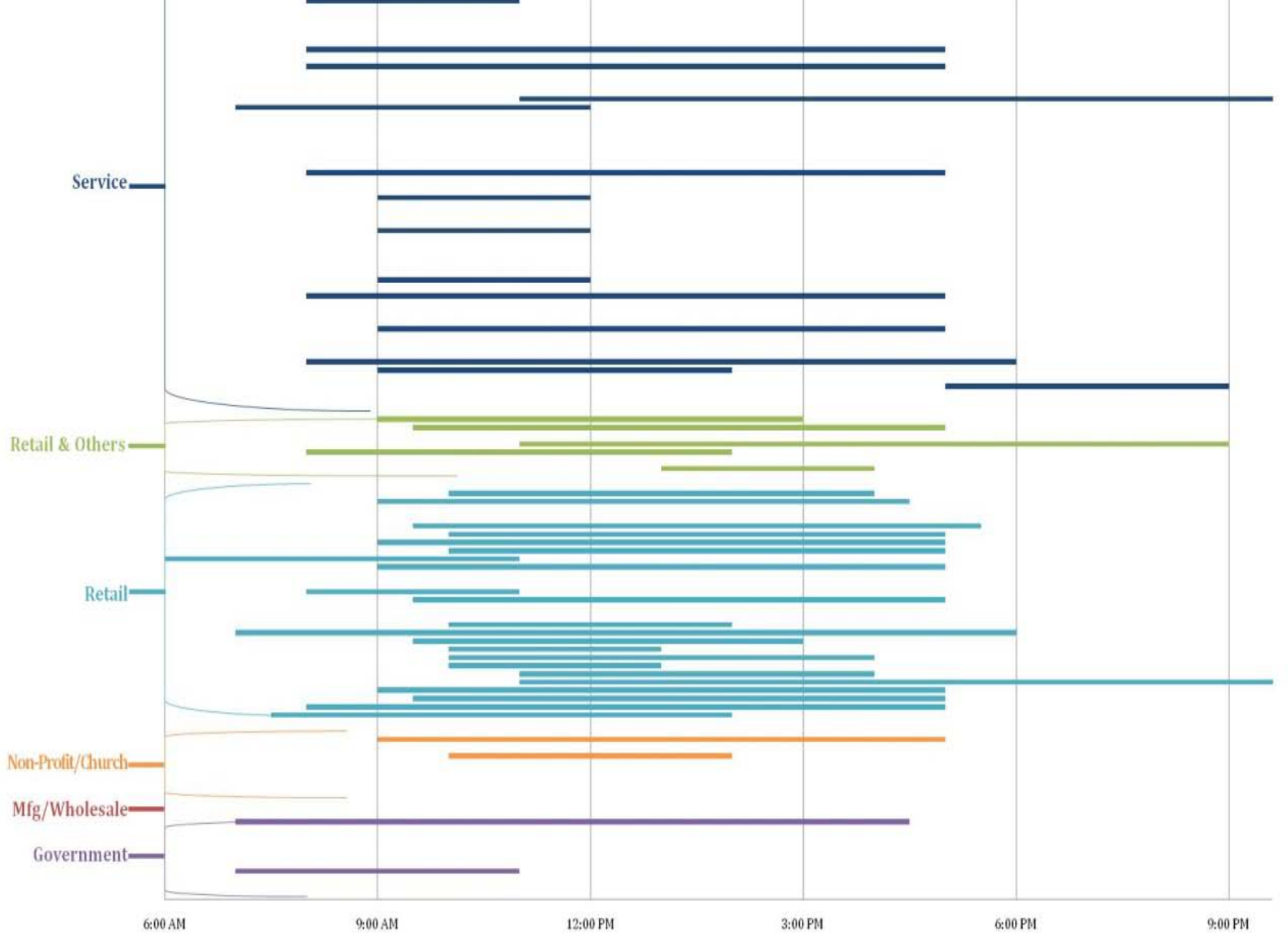
Business Classification



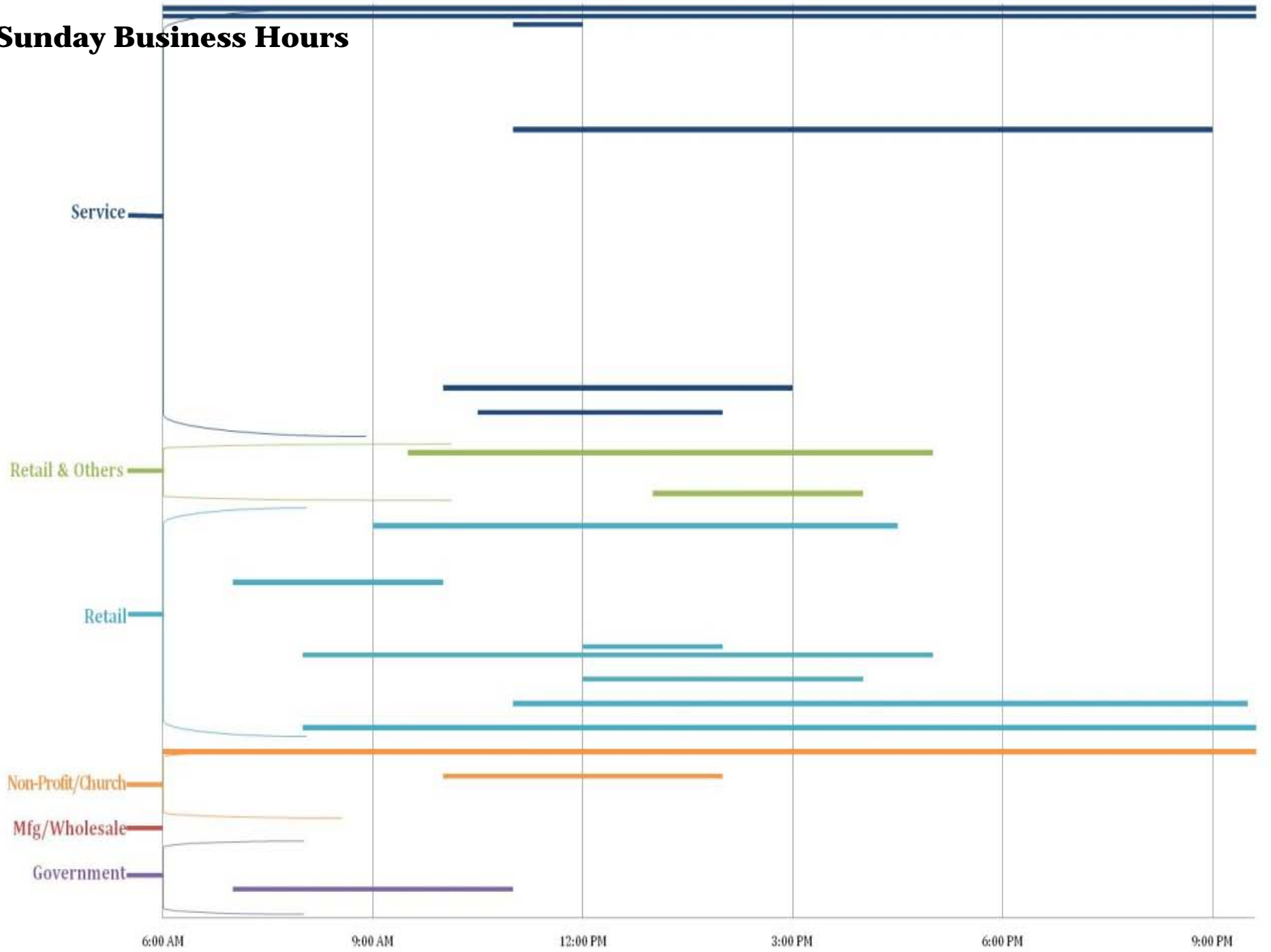
Weekday Business Hours



Saturday Business Hours



Sunday Business Hours



Community Engagement



**DOWNTOWN LIVING SURVEY AND FOCUS GROUPS
FINDINGS AND IMPLICATIONS**

Community Engagement



- **Purpose: to gauge demand for upper-story living and to identify commercial opportunities in Downtown Burlington**
 - Downtown Living Survey
 - Burlington Community Focus Groups

Downtown Living Survey



- **24-question survey conducted both online and in hard-copy format**
 - Current use of the downtown area
 - Opinions on downtown services and amenities
 - Preferences for downtown housing options
 - Demographic information
- **“Recommendations” section used to acquire more detailed qualitative data**

Survey Results: Satisfaction with Downtown Services and Amenities



- **Shopping Variety:**
 - About 70% of respondents come downtown to shop only once a month or less
 - Respondents' opinions on shopping variety in Downtown Burlington:

	Too Little		Right Amount		Too Much
Response	87	41	20	2	0
Percent	58%	27.3%	13.3%	1.3%	0%

Survey Results: Satisfaction with Downtown Services and Amenities



- **Dining Options**

- 40% of respondents indicated they come downtown at least once a week to eat out
- Respondents' opinions on dining options in Downtown Burlington:

	Too Little		Right Amount		Too Much
Response	29	53	64	2	0
Percent	19.6%	35.8%	43.2%	1.4%	0%

Survey Results: Satisfaction with Downtown Services and Amenities



- **Other categories:**

- Respondents' opinions on bars and nightlife options in Downtown Burlington:

	Too Little		Right Amount		Too Much
Response	28	24	73	4	8
Percent	20.4%	17.5%	53.3%	2.9%	5.8%

- Respondents' opinions on coffee shop options in Downtown Burlington:

	Too Little		Right Amount		Too Much
Response	51	40	51	2	1
Percent	35.2%	27.6%	35.2%	1.4%	0.7%

Survey Results: Satisfaction with Downtown Services and Amenities



- Respondents' opinions on parking availability in Downtown Burlington

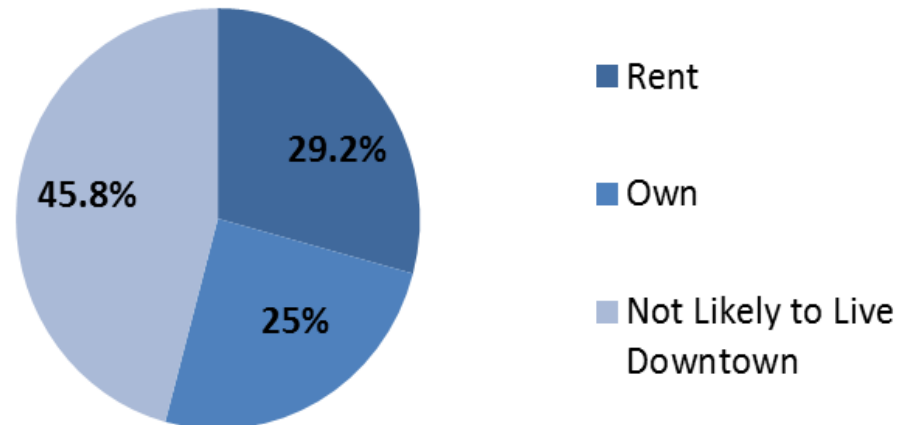
	Too Little		Right Amount		Too Much
Response	47	41	55	4	0
Percent	32%	27.9%	37.4%	2.7%	0%

Survey Results: Demand for Upper-Story Living



- About 55% indicated downtown living is a future possibility

**Are Respondents More Likely to Rent
or Own when Living Downtown**



Survey Results: Demand for Upper-Story Living



- **14% could possibly move Downtown within the next two years**
 - Majority between 19 – 34 years old
 - 11% of 65+ age group
- **Adults 45 – 64 years old least likely to move Downtown in the near future**

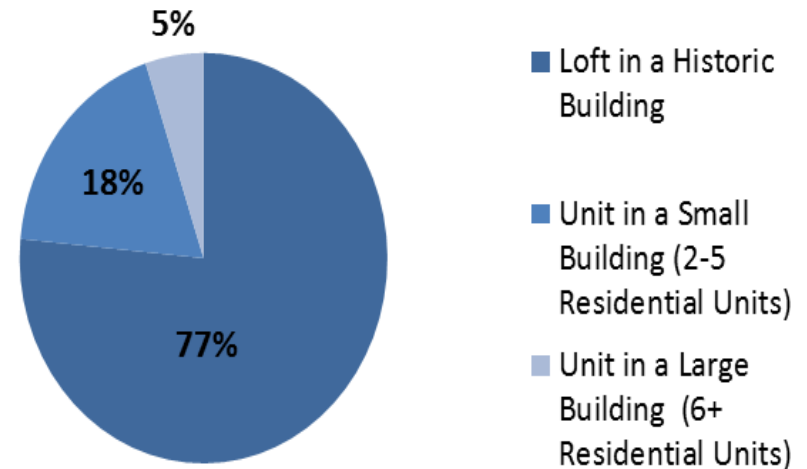


Redeveloped upper-story apartment in
Downtown Burlington (401 Jefferson)

Survey Results: Demand for Upper-Story Living

- Strong preference for lofts in historic buildings
 - 93% of respondents 19-24 years old
- Majority prefer residences with 2 bedrooms and 2 bathrooms

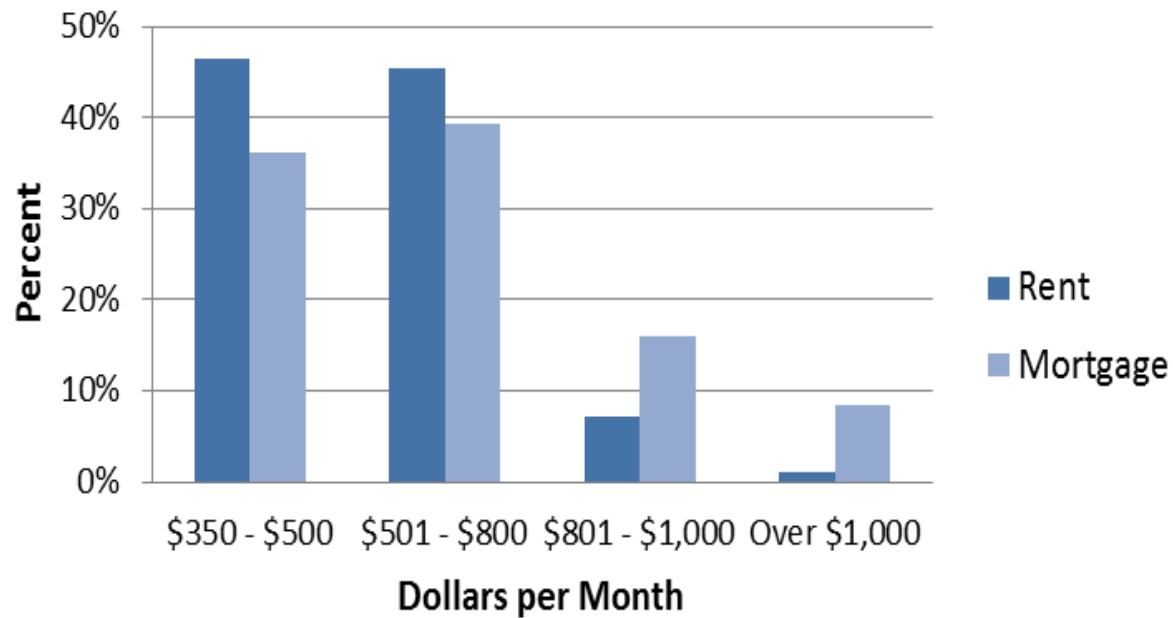
Type of Downtown Housing Preferred by Respondents



Survey Results: Demand for Upper-Story Living



**Monthly Payment Respondents Would Be
Willing to Pay for a Downtown Housing Unit**



Survey Results



- What if anything would make you more likely to consider living downtown?
 - Better parking options: dedicated, on-site, covered
 - More shopping and dining options
 - A river view
 - Reasonable pricing
 - A remodeled historic building
 - Better upkeep of the downtown area
 - An assisted living facility

Focus Group Sessions



- Organized three groups of the Burlington area residents for one hour sessions
- Research Questions:
 - What are participants' perceptions of living in Downtown Burlington?
 - How can Downtown Burlington attract residents to upper-story units?
 - What are participants' levels of satisfaction with the businesses and services offered in Downtown Burlington?
 - What are the participants' visions for the future of Downtown Burlington?

Focus Group Findings



- **Objective 1: Participants' perceptions of living in Downtown Burlington**
 - Singles, young professionals, and empty nesters
 - Convenience and low-maintenance
 - Difficult to find available rentals
 - Income restrictions

Focus Group Findings



- **Objective 2: Ideas on attracting residents to upper-story housing units**
 - Make rental information readily available
 - Provide outdoor space: decks or rooftop access
 - Recruit more attractive businesses
 - Create lofts and open floor plans
 - Provide designated parking spaces
 - Improve fire safety

Focus Group Findings



- **Objective 3: Participants' levels of satisfaction with the businesses and services offered in Downtown Burlington**
 - Great gift shops; lack of necessity items
 - Several good restaurants but need diversity in types of cuisine and a quick lunch option
 - Limited hours make it difficult to frequent some shops

Focus Group Findings



- **Objective 4: Vision for the future of Downtown Burlington**
 - Many strengths identified
 - Preservation of downtown buildings
 - Diverse retail mix
 - Emphasis on marketing and tourism
 - Support for entrepreneurs and small business

Prioritizing the Redevelopment of Future Buildings



Redevelopment of Future Buildings



- Incremental approach to Downtown redevelopment
- Bookend buildings used as a model
 - Cost analysis
 - Downtown Partners' role
 - Provision of information about financial incentives
- Public Engagement

Tama Building



Prioritization Exercise



Buildings	Young Professionals	Retirees and Individuals Nearing Retirement	Business Owners	Total
Tama Building	12	13	0	25
Dehner Building	2	10	5	17
Baptist Church	3	4	4	11
Kresge Building	2	6	0	8
Penney Building	3	3	1	7
Type Writer Shop Building	2	4	0	6
412 N. Third Street	4	1	0	5
Mississippi River Building	2	3	0	5
100 N. Fourth Street	0	4	0	4
Dial Building	0	0	2	2
Participants	5	8	2	15

Findings and Recommendations



Key Findings



- 1. Demand exists for upper story residences**
- 2. Burlington residents appreciate what Downtown currently has to offer, but would like to see more variety in Downtown's businesses**
- 3. Aside from going to work, there are a limited number of reasons for which residents visit Downtown**
- 4. Multiple information gaps exist regarding the availability of rental housing, community events, redevelopment resources, and Downtown businesses**
- 5. Opportunities exist to evaluate current financial incentives and to develop new financial incentives that will further encourage Downtown redevelopment**
- 6. Redevelopment of Downtown Burlington is already underway**
- 7. Partnerships are key to the successful redevelopment of Downtown Burlington**

Recommendations



- 1. Continue and expand support for the redevelopment of upper story units**
- 2. Focus on the recruitment of existing businesses and the development of businesses that will fill the identified market gaps**
- 3. Build on the assets that do draw people Downtown and develop new ways to attract residents and visitors Downtown**
- 4. Address information gaps by improving the visibility of information currently available and by advocating for better data collection**
- 5. Evaluate existing financial incentives and consider new incentives to further encourage redevelopment in Downtown**
- 6. Continue and expand the marketing of successful redevelopment projects**
- 7. Partner with the City, the private sector, and the public to achieve these recommendations**

Questions & Answers

