Property Owners
Evolving Districts

Presented to:
Peoria, IL
TOPICS

- District Stages
- Property Management Techniques
- Leverage Existing Infrastructure
- Ugliest Building in Portland?
DETOUR!

Property Owners
DETOUR!

I AM A PROPERTY OWNER
DETOUR!
DETOUR!

Property Owners
DETOUR!

Property Owners
DETOUR!

Property Owners
DETOUR!
TOPICS

- District Stages
- Property Management Techniques
- Leverage Existing Infrastructure
- Ugliest Building in Portland?
TOPICS

- District Stages
- Property Management Techniques
- Leverage Existing Infrastructure
- Ugliest Building in Portland?
STAGES OF DISTRICT GROWTH

- Emerging
- Transition
- Mature
PEOPLE!

Property Owners
PEOPLE!
PEOPLE!
STAGES OF DISTRICT GROWTH

- Emerging
- Transition
- Mature
STAGES OF DISTRICT GROWTH

- Emerging
- Transition
- Mature
EMERGING
EMERGING
EMERGING
EMERGING

Property Owners
EMERGING
EMERGING
STAGES OF DISTRICT GROWTH

- Emerging
- Transition
- Mature
TRANSITION
TRANSITION
TRANSITION
TRANSITION
TRANSITION

Property Owners
TRANSITION
STAGES OF DISTRICT GROWTH

- Emerging
- Transition
- Mature
MATURE
MATURE
MATURE

Property Owners
MATURE
STAGES OF DISTRICT GROWTH

- Emerging
- Transition
- Mature
DIFFICULT TO LEAPFROG
STAGES OF DISTRICT GROWTH

- Emerging = Adaptive Reuse
- Transition = Small Infill New Construction
- Mature = Larger Infill New Construction
District Stages

Property Management Techniques

Leverage Existing Infrastructure

Ugliest Building in Portland?
TOPICS

- District Stages
- Property Management Techniques
- Leverage Existing Infrastructure
- Ugliest Building in Portland?
STAGES OF DISTRICT GROWTH

- Emerging
- Transition
- Mature
ANSWER THE PHONE
SCOUR THE COMMUNITY
TWO WAYS TO TENANT

- Short Term Cash Flow
- Long Term Value
SHORT TERM CASH FLOW

CAN YOU PAY THE RENT?
SHORT TERM CASH FLOW
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.
LOCAL BUSINESS DISTRICTS

Make Money From Cross Pollination Between Businesses by Pedestrians!
SHORT TERM CASH FLOW
SHORT TERM CASH FLOW
TWO WAYS TO TENANT

- Short Term Cash Flow
- Long Term Value
LONG TERM VALUE

DO YOU ACTIVATE THE SIDEWALK?
LONG TERM VALUE

- Tenant/Highlight One-of-a-Kind Business.
UNIQUE BUSINESSES
UNIQUE BUSINESSES
UNIQUE BUSINESSES
UNIQUE BUSINESSES
LONG TERM VALUE

- Tenant/Highlight One-of-a-Kind Business.
- Tenant for Activity
GOOD STORIES AT THE SIDEWALK
GOOD STORIES AT THE SIDEWALK

SHOW, DON’T TELL!
LONG TERM VALUE

- Tenant/Highlight One-of-a-Kind Business.
- Tenant for Activity
- Tenant with Active Destination Concepts
ACTIVE DESTINATION BUSINESSES

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

- Tenant/Highlight One-of-a-Kind Business.
- Tenant for Activity
- Tenant with Active Destination Concepts
- Actually Tenant Mix
PLEASE TENANT MIX!
LONG TERM VALUE

- Tenant/Highlight One-of-a-Kind Business.
- Tenant for Activity
- Tenant with Active Destination Concepts
- Actually Tenant Mix
  - Downtown/Main Street Needs Variety
LONG TERM VALUE

- Tenant/Highlight One-of-a-Kind Business.
- Tenant for Activity
- Tenant with Active Destination Concepts
- Actually Tenant Mix
  - Downtown/Main Street Needs Variety
LONG TERM VALUE

- Tenant/Highlight One-of-a-Kind Business.
- Tenant for Activity
- Tenant with Active Destination Concepts
- Actually Tenant Mix
  - Downtown/Main Street Needs Variety
  - Corridors Can Have Thematic Clusters
LONG TERM VALUE

- Tenant/Highlight One-of-a-Kind Business.
- Tenant for Activity
- Tenant with Active Destination Concepts
- Actually Tenant Mix
  - Downtown/Main Street Needs Variety
  - Corridors Can Have Thematic Clusters
- Reflect District Ethos
CONSIDER DISTRICT ETHOS

3808 N Williams

Courtesy of Jon Kellogg
LOW VALUE DISTRICT

Property Owners
HIGH VALUE DISTRICT
HIGH VALUE DISTRICT
LONG TERM VALUE = LEAP OF FAITH
DOWNTOWN GRESHAM
LONG TERM VALUE
LONG TERM VALUE
LONG TERM VALUE
LONG TERM VALUE
LONG TERM VALUE
LONG TERM VALUE
LONG TERM VALUE
LONG TERM VALUE
LONG TERM VALUE
LONG TERM VALUE
LONG TERM VALUE
LONG TERM VALUE
LONG TERM VALUE
LONG TERM VALUE
TOPICS

- District Stages
- Property Management Techniques
- Leverage Existing Infrastructure
- Ugliest Building in Portland?
TOPICS

✓ District Stages
✓ Property Management Techniques
☐ Leverage Existing Infrastructure
☐ Ugliest Building in Portland?
HAVE VISION WITH EXISTING BUILDINGS
VISION

EXTERIOR

INTERIOR
WHERE DOES RETAIL EXPERIENCE START?

District Experience Happens Long Before You Walk in the Door
WHAT EXPERIENCE DOES YOUR DOWNTOWN OFFER AS A DISTRICT?
VISION

EXTERIOR

• Color
• Building Detail
• Transparency
• Building Lighting
COLOR

Courtesy of Google Street View
COLOR
COLOR
TRANSPARENCY

Emerick Architects

Property Owners
TRANSPARENCY

Emerick Architects
TRANSPARENCY
BUILDING LIGHTING
BUILDING LIGHTING
BUILDING LIGHTING
BUILDING / EXTERIOR LIGHTING
PLAZA LIGHTING
BUILDINGS CREATE DISTRICT EXPERIENCE
BUILDINGS CREATE DISTRICT EXPERIENCE
BUILDINGS CREATE DISTRICT EXPERIENCE
BUILDINGS CREATE DISTRICT EXPERIENCE
BUILDING S C REATE DISTRIC T EXPERIENCE
BUILDINGS CREATE DISTRICT EXPERIENCE
BUILDING S C REATE DISTRICT EXPERIENCE
VISION

EXTERIOR

• Color
• Building Detail
• Windows
• Building Lighting

INTERIOR

• High Ceilings
• Natural Finishes
• Great Light
CEILINGS/FINISHES/LIGHT
CEILINGS/ FINISHES/ LIGHT
CEILINGS/ Finishes/ Light
CEILINGS/ FINISHES/ LIGHT
CEILINGS/FINISHES/LIGHT
Ceilings/Finishes/Light
EXTERIOR
TOPICS

☑ District Stages
☑ Property Management Techniques
☑ Leverage Existing Infrastructure
☐ Ugliest Building in Portland?
Topics

- District Stages
- Property Management Techniques
- Leverage Existing Infrastructure
- Ugliest Building in Portland?
UGLiest Building in Portland

Property Owners
CASE STUDY

PORTLAND MERCADO
THE CASE STUDY

Hacienda
COMMUNITY DEVELOPMENT CORPORATION
BUILDING / SITE

~40,000 SF

Courtesy of Google Maps
SITE
BUILDING / SITE
BUILDING BEFORE
BUILDING DURING
BUILDING EXTERIOR: TRANSPARENCY
PARKING LOT BEFORE
FOOD CART POD
FOOD CART VS FOOD TRUCK
BUILDING INTERIOR BEFORE
BUILDING INTERIOR: HIGHER CEILINGS
BUILDING INTERIOR: NATURAL FINISHES
BUILDING INTERIOR AFTER
BUILDING INTERIOR AFTER
PORTLAND’S UGLIEST BUILDING
TOPICS

✓ District Stages
✓ Property Management Techniques
✓ Leverage Existing Infrastructure
✓ Ugliest Building in Portland?
Property Owners
Evolving Districts

Presented to:
Peoria, IL

CIVILIS CONSULTANTS
PO Box 28502
Portland, OR  97209
503.867.8465
www.civilisconsultants.com