

City of Jordan

Final Downtown Master Plan

August 20th



vision to reality

vierbicher
planners | engineers | advisors



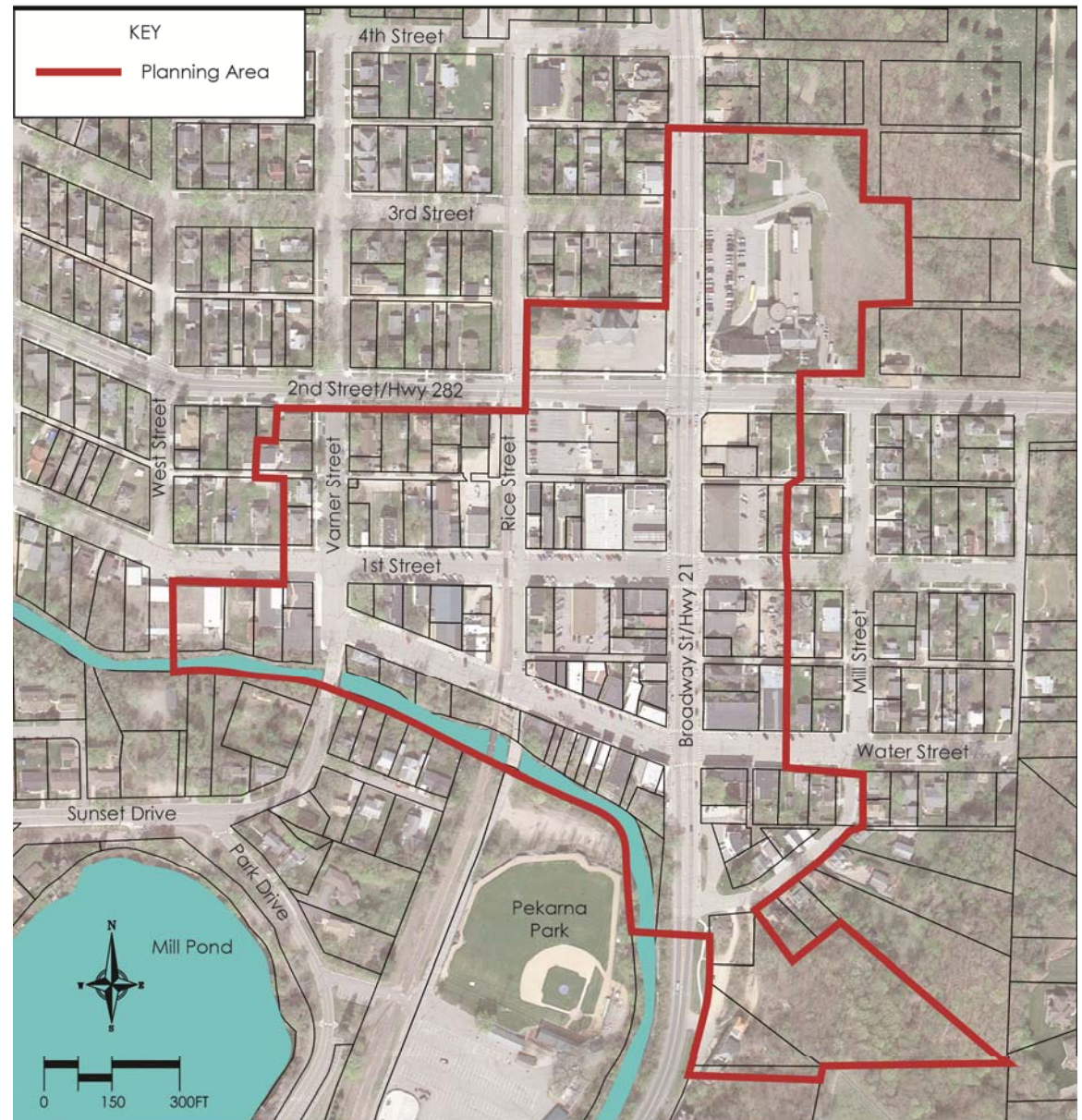
Jordan Downtown Plan

- 4 month process
- Market Analysis, Physical Assessment, Stakeholder Interviews, Developer Outreach
- Public Meetings



Study Area

- Set parameters for commercial activity
- Drives location of gateways & entrance features
- Establishes boundaries for program rollout



Market Analysis

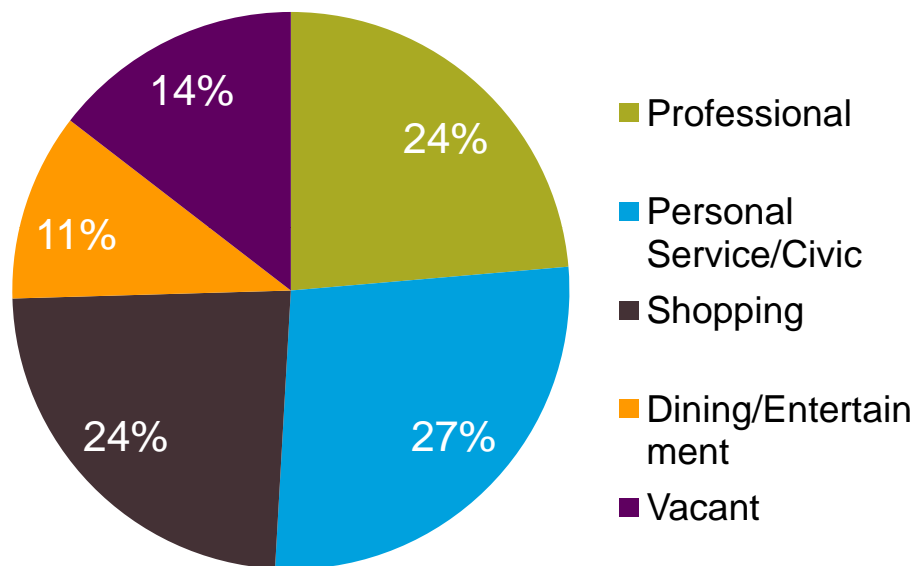
- Competitive Position

	Jordan	Scott County	Market Share
Population	5,418	132,556	4.1%
Youth (<18)	1,122	9,677	11.6%
Older Adults (65+)	715	10,667	6.7%
Workforce	2,831	76,575	3.7%
Companies	172	3,088	5.6%
Daytime Employees	1,592	42,311	3.8%
Average HH Income	\$77,219	\$95,043	81.2%
Growth 2000-2010	2,313	59,876	3.9%
Projected Growth 2010-2020	8,082	91,742	8.8%
Work from Home/ Self Employed	380	5464	7.0%
Retail Sales	\$28.5m	\$534m	5.3%

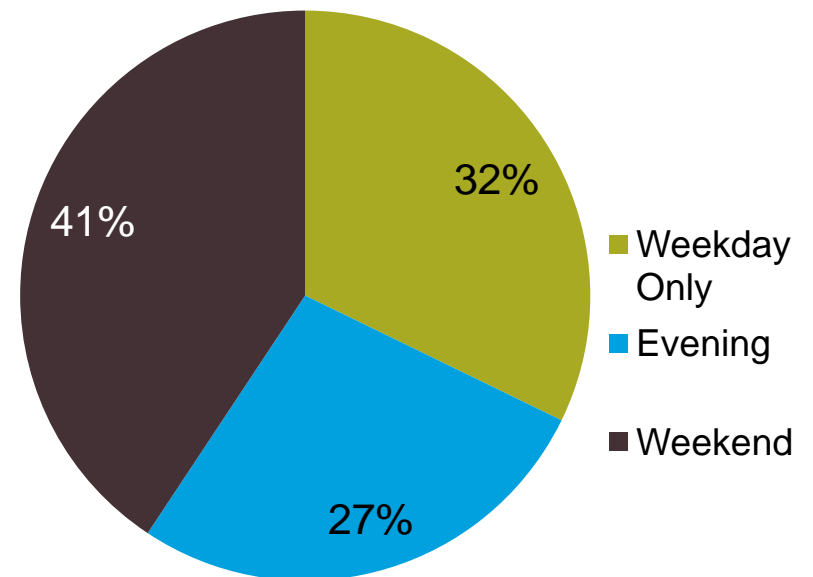
Sources: Census, Economic Census, Metropolitan Council, BLS, ESRI

Market Analysis: Business Mix

Storefront Utilization



Hours of Operation

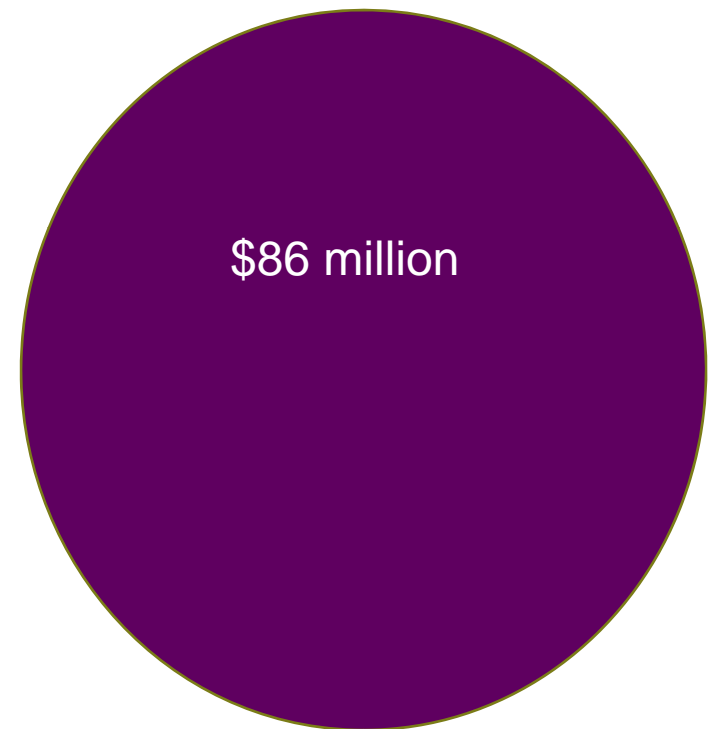
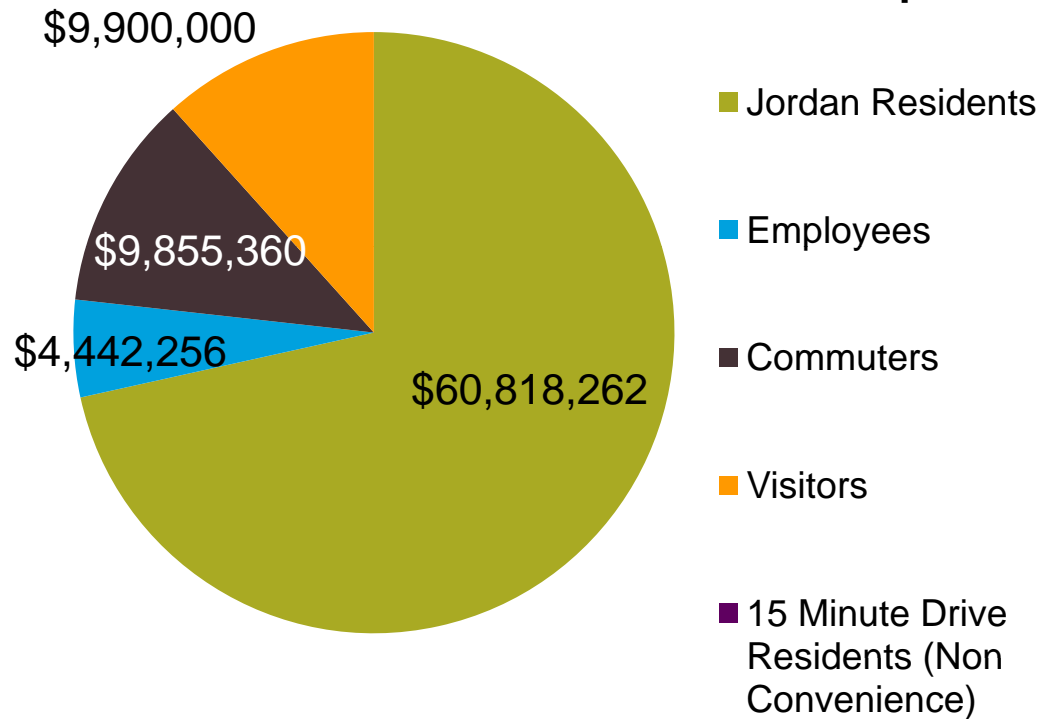


- Ratio of service to retail uses is in line with national trends.
- Healthy downtown markets would have significantly larger share of dining and entertainment (33%), and slightly larger share of establishments open in the evenings.

Sources: Vierbicher Survey

Market Analysis: Consumer Spending

Local Consumer Spending Potential



Retail Supply & Demand

- Jordan retains 58% of local spending
- Minimal outside spending attraction (15%)
- Downtown represents 17% of local spending, and 26% of food/drink spending

Jordan Attracts Customers For:

Grocery

Specialty Food

Home Goods/Furnishings

Hobby/Book/Music/Sporting

Florists

Jordan Loses Customers For:

General Merchandisers

Full-Service Restaurants

Building/Lawn/Garden Supply

Health & Personal Care

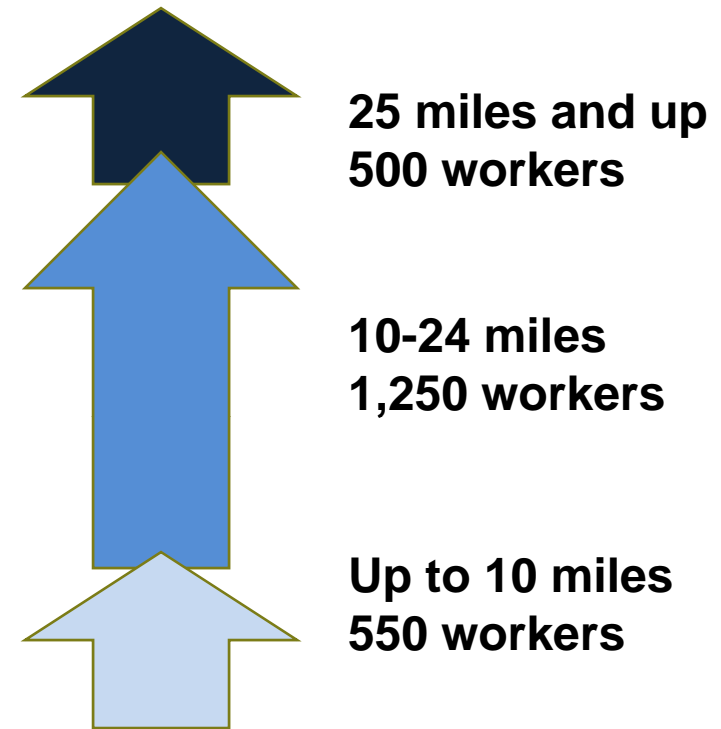
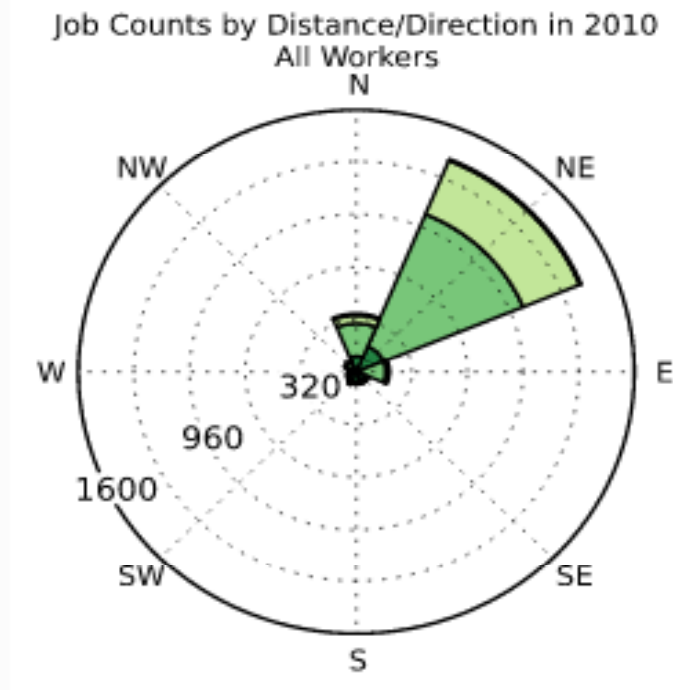
Clothing



*Excludes non-local purchase items

Source: ESRI

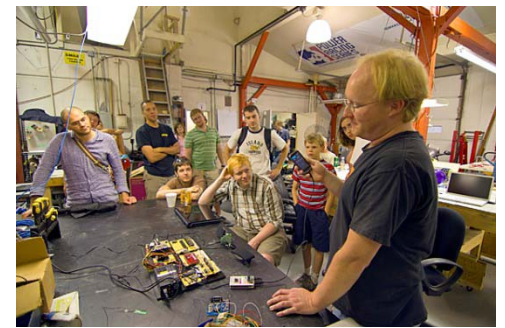
Service/Office Opportunities



- Local workforce skills: Finance/Insurance, Professional Services, Health Care, Manufacturing, Retail

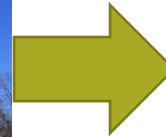
Entrepreneurship

- 10-15% of workforce is self-employed, has a side business or works primarily from home
 - Most commonly professional services, real estate, retail or construction
- 25 patents filed by Jordan residents in past 10 years
- County innovation index of 106



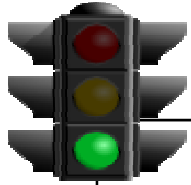
Market Analysis: Residential

- ~45 upper floor units in downtown, strong occupancy
- City-wide, anticipated need for 20 new rental units per year through 2030



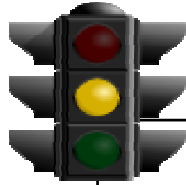
Source: Vierbicher, Maxfield Research

Competitive Position



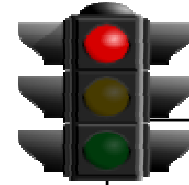
Competitive Advantage

- Growing Market
- Positive Reputation
- Existing & Potential Hospitality
- Potential Destination Retail Clusters
- Skilled Workforce & Entrepreneurial Presence
- Historic Buildings



Untapped Potential

- Minimal Web Presence
- Limited Business Coordination
- Waterfront
- Destination Visitors (mini-met, antiques)
- Former School facility



Limitations

- Limited Daytime Population
- Connectivity (Wayfinding, Tracks, River, Hwy)
- Multiple Block Downtown District

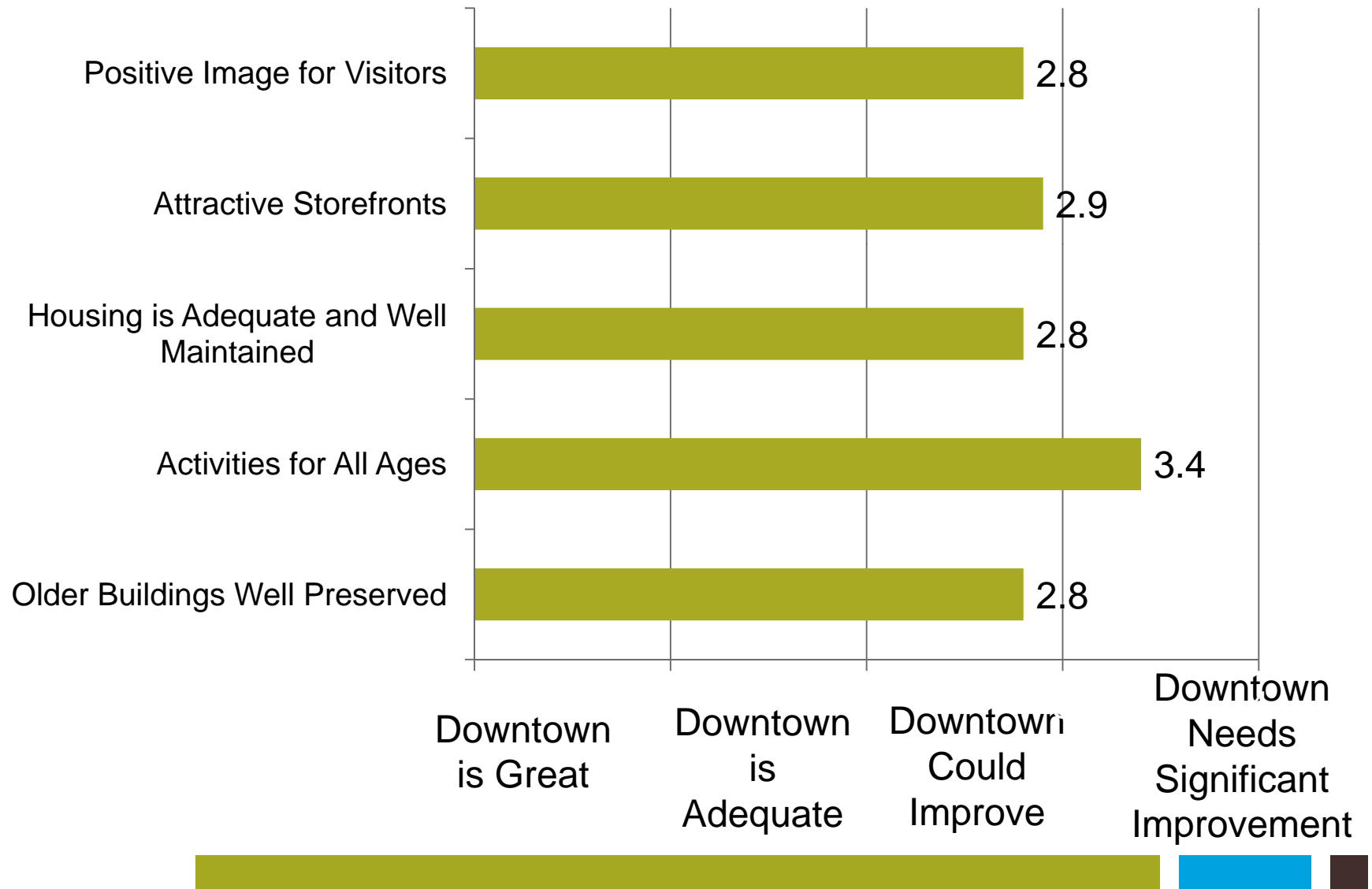
What we heard

Positive downtown elements:



What we heard

Areas to Improve



What we heard

Project Goals:

- Preserve local history & structures
- ‘Green’ the downtown and provide gathering & activity spaces
- Provide adequate parking where it is needed
- Identify opportunities for market-supported redevelopment
- Accommodate civic uses
- Create support structure (programs, financial) for desired improvements



Concept Planning

Enhance

- 20-year vision
- Areas to Preserve
- Areas to Enhance
- Areas to Redevelop



Preserve



Redevelop



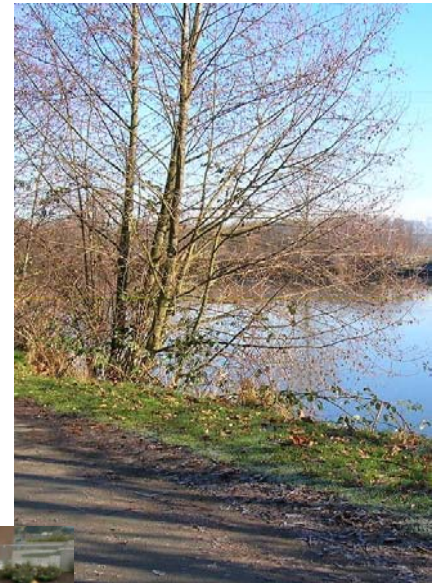
Redevelopment Potential

- Supported uses include:
 - Mixed-use apartment/commercial
 - Professional suites
 - Service
 - Civic



Streetscape

- Public Input
 - Unanimous support for river path
 - Priority placed on greenery
 - Plaza-Retail-Parking Connections



Final Concept

20-year Stats

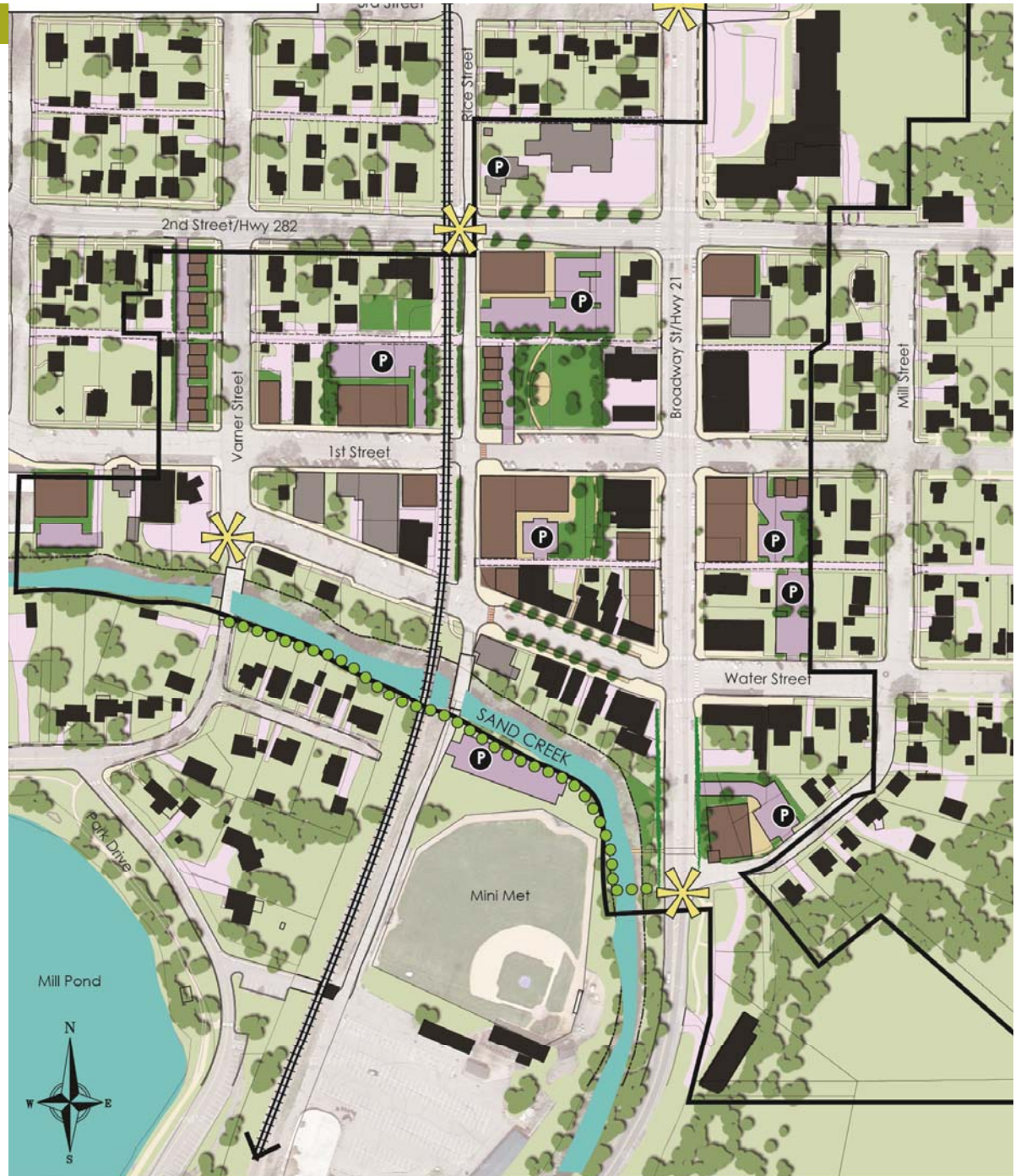
% Preserved: 73%

New Development:
16 redevelopment sites

Commercial Gain:
6,000 SF/year or 120,000 SF

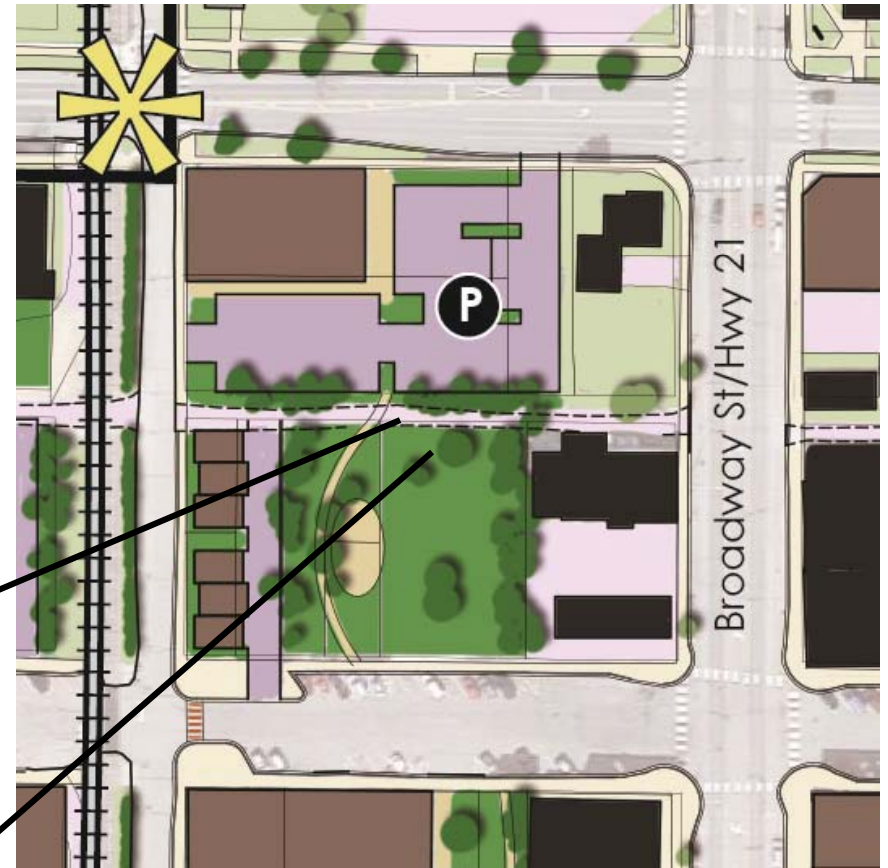
New Housing Units:
12 units/year or 245 units

Green Space:
1.1 acres in 4 connected
spaces



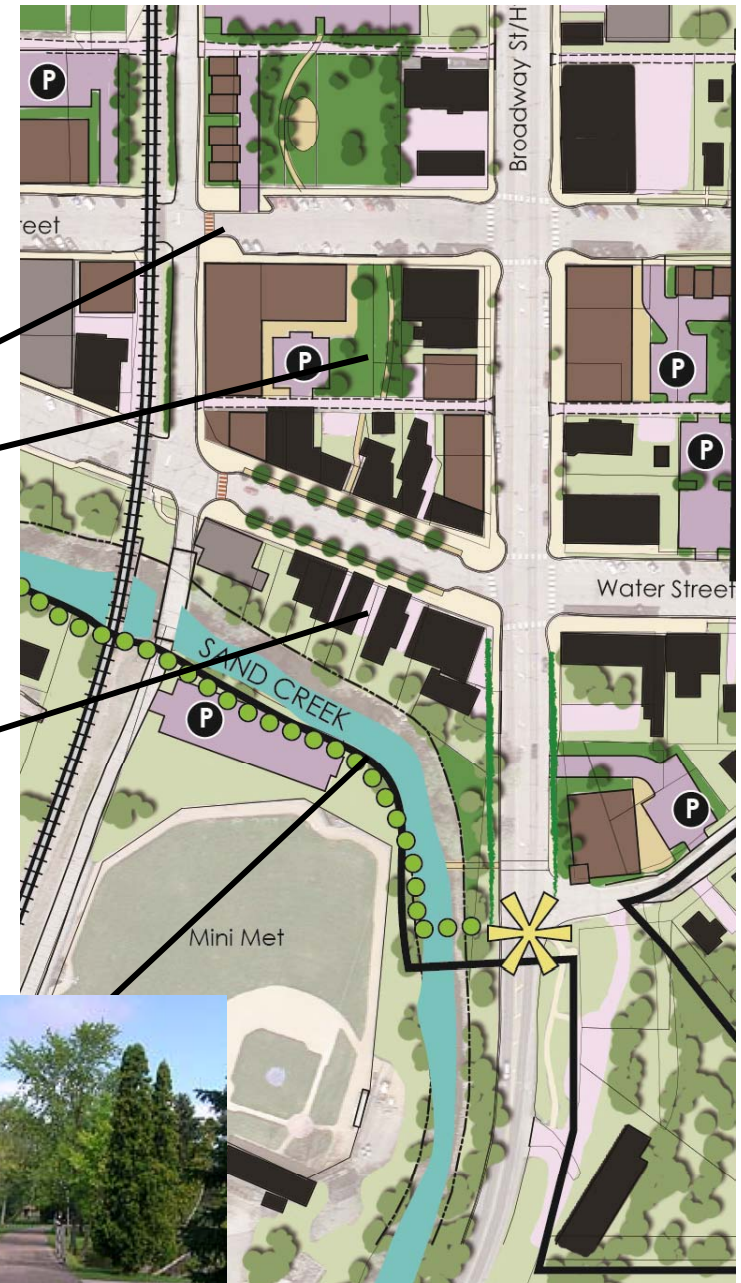
Key Features

- Creates a 'backyard' for downtown
- Flexible central park space



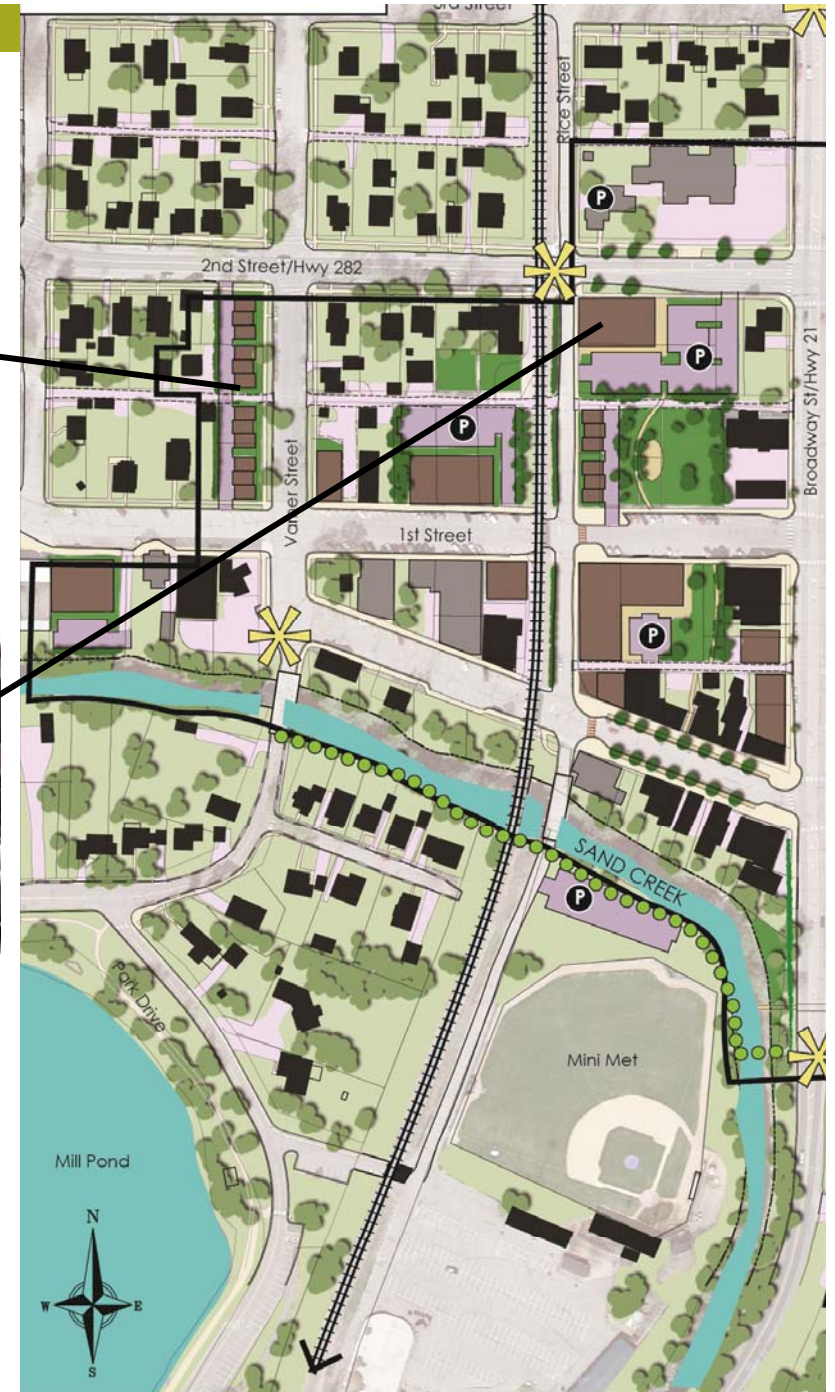
Key Features

- Off-Street Pedestrian Connections



Key Features

- Variety of market-supported redevelopment options
- Strategically located and varied public parking options





How do we get there?

- Organization & Marketing
 - Work efficiently, utilize local skills and maximize funding potential
- Business Support & Recruitment
 - Promote storefront occupancy, employment and economic growth.
- Programming
 - Leverage and promote local strengths and assets





Year 1

- Goals:
 - Demonstrate commitment to downtown
 - Create visual and physical change
 - Build framework for larger projects
- Municipal First Steps:
 - Establish downtown committee/task force
 - Promote business opportunities (startup guidebook, available properties, market opportunities)
 - Begin planning for creek path & parking lot





Phase 1 Private Sector Initiatives

- Begin planning for regular events series downtown summer of 2014 (concerts, picnic, etc)
- Enhance downtown aesthetics (banners, planters)
- Establish matching fund for business operations/capital
- Promote/coordinate shared space options



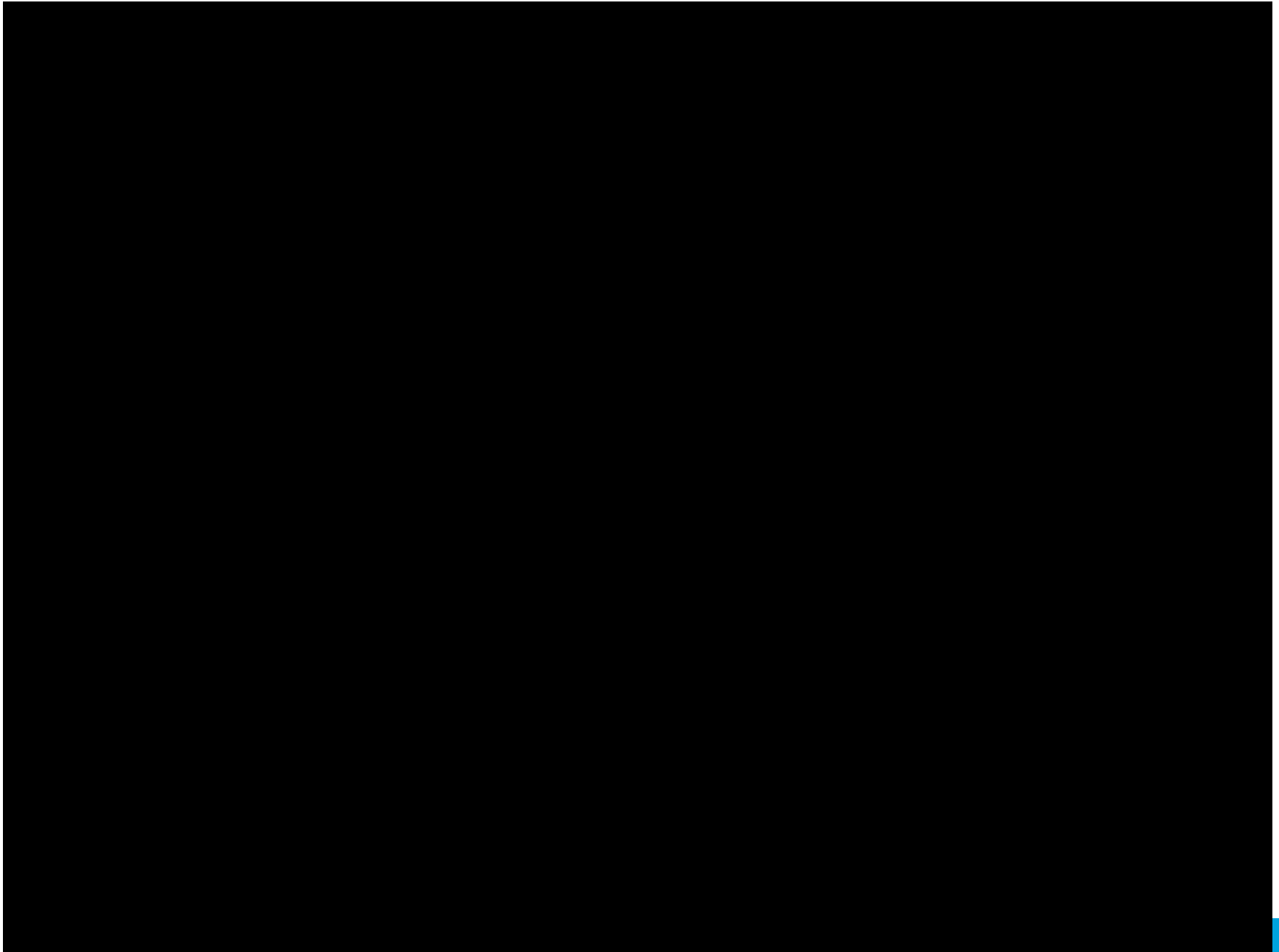


Next Stage Initiatives

- Water Street Enhancements
- Redevelopment Planning
- Regional Marketing
- Business Assistance/Entrepreneur Support
- Parking & Wayfinding



The Vision





Questions?

