

## selected project experience



Historic Downtown Truckee

### **Truckee, California: Economics of Historic District Guidelines**

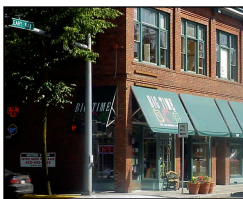
Working with Winter & Company, UrbanAdvisors researched local market trends and found that the historic downtown was one of the primary engines driving Truckee's growth with high-end demand. Developers were missing the upward trend market, which values historic quality units. UrbanAdvisors was able to show developers the opportunities and benefits of historic renovation to capture changing markets. UrbanAdvisors received a 2004 California Preservation Foundation Design Award for their work on this project, as well as the California APA and California Governor's Award.



VUE 22: "The homes help add housing stock downtown, a need identified in the strategic plan created for the area in 2004. "There's no question that history indicates that successful downtowns have housing and people living downtown", (DWWF Director) Agostini said. "It's what we need."  
-Walla Walla Union-Bulletin

### **Walla Walla, Washington: Historic Downtown Development Strategy**

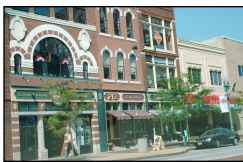
UrbanAdvisors worked with Winter & Company and Swift Associates through a public workshop process to develop a master plan and development strategy for historic downtown Walla Walla. Downtown Walla Walla is the cultural and banking center for the southwest Washington region where a growing wine industry acts as a local economic driver and draws tourism. UrbanAdvisors interviewed local stakeholders and conducted analysis of employment, demographic, and tourism trends with implications for downtown real estate markets. Additional advice was provided on national trends in downtown redevelopment, retail markets and "place-making." We used the market trend analysis to determine realistic program goals for housing and retail uses to support the vision of the historic downtown, including strategies for planning and permitting, neighborhood revitalization, downtown redevelopment and parking. As a result, a mix of new housing products have been built along the waterfront.



Historic Redmond

### **Redmond, Washington: Old Town Revitalization Strategy**

Recent development of a regional mall adjacent to Redmond's Old Town district raised questions about how to implement the vision of the area as a pedestrian-friendly retail and entertainment center. UrbanAdvisors evaluated market and demographic trends and conditions, determined the type and quantity of retail that can be developed, suggested a balance of retail and housing to support the Old Town neighborhood, and described the requirements for reinforcing the district to create a successful main street environment. The study called attention to opportunities that have become new priorities for the city.



"How have these changes affected employment in downtown Canton? We calculated over \$50 million in public and private investments in the last 18 months in downtown, through infrastructure, renovating buildings, restoring historic structures, grants, etc. So it's quite a bit." (Tarek Moneir, Canton Development Partnership)"-Smart Business Canton 2004

### **Canton, Ohio: Downtown Revitalization Strategy**

UrbanAdvisors worked with Winter & Company to provide a revitalization strategy. One of the most important aspects of this project included providing general advice and education about various aspects of urban economics and the importance of planning in building the confidence of the private sector. UrbanAdvisors provided recommendations and perspectives on a range of issues from the economics of place-making and streetscape design to business location decision making and private investment and risk management. Strategies included organizational structures, parking, incorporating regional amenities, and housing goals to support the downtown. This plan's conclusions were adopted as part of a winning political platform in the 2003 election of the Mayor.