

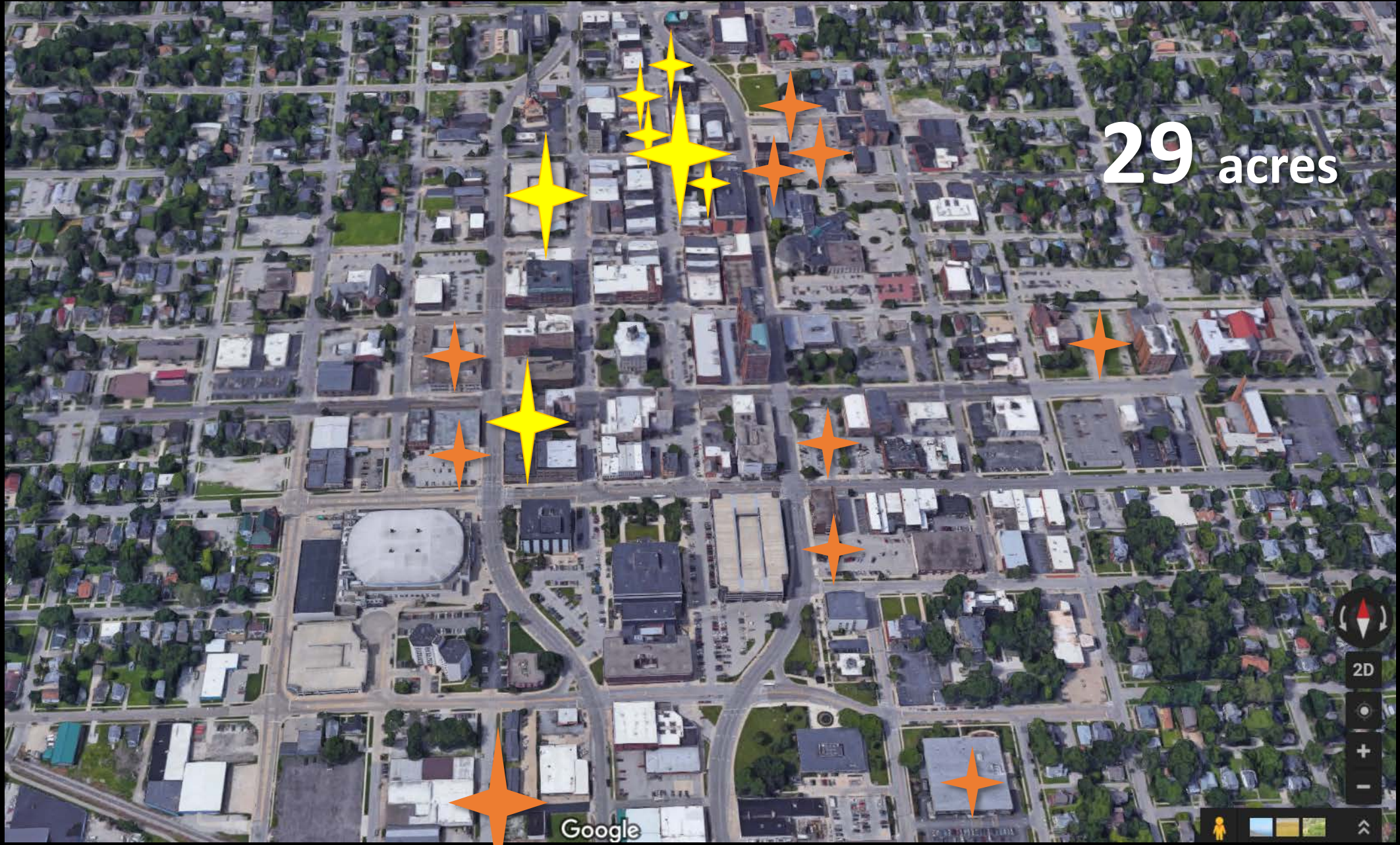
# Catalytic Projects

## << An Overview >>

Downtown Task Force

September 5, 2017

29 acres



Google





# The 3 Degrees of Catalytic Projects

## Adds People / Direct

- More housing
- Adjacent colleges & universities
- Hotel/conference centers
- Move or remove highways or obstacles / replace
- Conversion to pedestrian malls
- Business HQs (includes government offices)
- Libraries, museums
- Performing Arts Centers, Stadiums / Coliseums
- Carousels, Ferris Wheels
- New entertainment & restaurants

## Placemaking / Indirect

- Image makeover, façade improvements, crown lighting, design themes
- Streetscapes, greenery, parks, create waterfronts
- Historic preservation, heritage emphasis
- Sidewalk cafes, activate the street
- Public art, gateways
- Events, festivals
- Cultural districts, innovation districts

## Supportive

- Protect adjacent neighborhoods
- Efficient/safe transit, bike lanes, sidewalks options
- Healthy, viable infrastructure
- Multi-functional, mixed-use

# More Housing (my 2:00AM obsession)

**Successful downtowns hold about  
5% of a city's total population**

Bloomington Target = 3,900 persons  
Actual = 2,000 persons (estimate)

Downtown Persons per  
Household Ratio = 2.0

**+ 950 units**

# Catalytic Projects

<< Discussion >>

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