



"You 'held our hands' from our first introduction of the planning grant process through the completion of our successful CDBG projects... Thank you for your leadership and integrity throughout the process... On behalf of the residents of the Village of Waterville, please accept our highest praises and deepest gratitude."

-Lori Brodie and Pauline Glaza, Downtown Waterville, Inc.



Downtown Amherst, Ohio



Sylvania Urban Design Concept



Downtown Mason, Ohio



### Integrated Solutions

- Municipal & Regional Planning
- Project Financing Assistance
- Branding/Wayfinding
- GIS Mapping
- Landscape Architecture
- Architecture/Interiors
- Construction Administration
- Electrical Engineering
- Environmental Engineering
- Mechanical Engineering
- Site/Civil Engineering
- Structural Engineering
- Surveying
- Transportation Engineering
- Water/Wastewater Operations



# DOWNTOWN PLANNING

Bridging Planning with Results

### BEST PRACTICES

- Pedestrian Scale and Orientation
- Downtown Housing/Mixed Use Buildings
- Increased Connectivity Through Walkability, Events and Outdoor Dining
- Good Building Form
- Community Branding/Wayfinding
- Business Mix, Synergy and Organization
- Public Spaces, Artwork and Pocket Parks
- Enhanced Streetscape Improvements
- Traffic Calming
- Strategic Parking Area Placement
- Protected Historic Assets
- Diversify Downtown Economy
- Finance and Manage Projects

### PLANNING SERVICES

- Sustainable Planning & Design
- Community, Regional and Neighborhood Plans
- Economic Development Strategies/Comprehensive Economic Development Strategies (CEDs)
- Downtown Redevelopment Plans
- Market Strategies
- Land Use Plans
- Housing Development Plans/Strategies
- Park Master Plans
- Zoning and Subdivision Regulations
- Design Review & Urban Design Guidelines
- Financing and Economic Development Incentives (TIFs, SIDs/BIDs, Tax Abatement Programs, Revolving Loan Funds)
- Cost/Benefit Analyses
- Historic Preservation
- Neighborhood Development
- Wayfinding/Community Branding
- Branding Marketing and Strategies
- GIS Mapping
- Downtown Development Association
- Authority Retainer Services
- Project Development and Implementation
- Funding and Financing Strategies



#### MICHIGAN

2262 North Monroe Street  
Monroe, Michigan 48162  
734.384.1380

#### OHIO

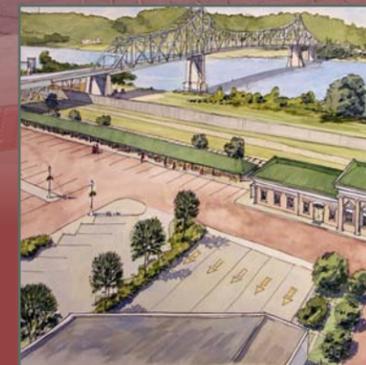
Corporate Headquarters  
1168 North Main Street  
Bowling Green, Ohio 43402  
419.352.7537

#### NEVADA

6960 Smoke Ranch Road  
Las Vegas, Nevada 89128  
702.255.8100

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"It was a pleasure working with PDG. The community loves the new Main Street Wadsworth logo! Great work!"

-Adrienne L. Krauss  
Executive Director, Main Street Wadsworth



### Successful Downtown Planning

engages the entire community and focuses specifically on the Downtown as a district. It engages stakeholders, residents, merchants, property owners and government staff and officials in conversation about the existing needs and future visions for the Downtown.

### How Downtowns Differ From Other Commercial Areas

Unlike auto-oriented commercial destinations, Downtowns are generally more intimate, more walkable, and compact. Downtowns often are home to a wide variety of historic buildings, lending a unique character and authentic atmosphere that no lifestyle center can replace. Downtowns are the community's "living room," and they have capacity to either welcome or repel visitors. The health of the overall community is often mirrored in its Downtown. When the Downtown is solid, with both public and private sectors invested and engaged, the community's chances of recruiting new entrepreneurs and investors are exponentially increased.



### Let Us Help Grow Your Vision

At the heart of our firm are individuals who have been community development directors, business owners, downtown managers, municipal administrators, council members, and more. Our past experiences give us insight into the challenges you face and a unique perspective from which to offer real solutions.

Our experts help communities create strategies to renew their Downtowns through community engagement activities and workshops designed to generate discussion. These forums use a comprehensive approach to downtown revitalization, focusing on leveraging local assets to strengthen a downtown or commercial district's economy. This process is flexible according to the needs of each community, and the end result is a revitalization plan with specific strategies that addresses all of the elements needed to truly revive and sustain the locally desired Downtown experience.



Huron Downtown & Waterfront Development Plan

## ECONOMIC VITALITY

PDG is privileged to staff professional planners who are Certified Economic Development Finance Professionals (EDFP). These professionals administer and review applications for our downtown clients' Community Reinvestment Areas (CRAs) and Enterprise Zones (EZs). Both programs are powerful, financial reinvestment tools. We also have extensive experience with Tax Increment Financing (TIF) districts and the State's CDBG Economic Development program. PDG will help identify your market opportunities by sector and by specific business and real estate redevelopment opportunities. Our staff will then implement all elements necessary to restructure, including appropriate building and zoning codes and project financing packages.



Village of Whitehouse, State Route 64 Corridor Vision Plan



Over \$1.2 Billion in Grant and Low-Interest Loan Assistance



Vermillion Commercial Zone

Celebrate Character and Engaging Places

## ORGANIZATION

PDG works with community leaders to identify partner organizations to work with the public sector. We maximize the efficiency of this committee by managing the creation and review of work plans, and identifying human and financial resources.

Our experts understand that many great endeavors will never become a reality without affordable financing. PDG has a team of funding specialists uniquely qualified to evaluate potential resources and pursue grant and low-interest loan funds. PDG has assisted several communities establish Special Improvement Districts (SIDs) that are directly responsive to stakeholder needs and assure income for the Downtown management organization.



Olmsted JEDD—Stearns Crossing Business Park

## Build Economic Diversity and Sustainability



Downtown Port Clinton, Ohio



Wellington Downtown Planning

## DESIGN

PDG helps communities define and celebrate their unique sense of place. Our professional design team can assist with zoning code updates so that a vibrant business mix is provided in the Downtown, and also help develop design review overlays to protect unique historic and cultural assets. Our architects can produce renderings of potential changes to buildings and physical spaces to help foster the vision. Additionally, our engineering team can provide the expertise to link pedestrians to the downtown using complete street "environment" of pedestrians, bicycles, vehicles, transit, land use, and open space. In short, if you can envision it, we can help you depict, design and build it.



Maumee Downtown Theatre



Luna Pier Master Plan

Market Your Unique Local Experience

## Engage Community Partnerships and Resources

## PROMOTION

PDG has worked with multiple communities to develop market and branding strategies to visually communicate and promote their Downtown. We serve as "out-sourced staff" helping to develop a unique identity that tells about your Community's personality. This includes logos/taglines, website and social media campaigns, wayfinding, event planning, ED promotions, and buy local retail promotions. In addition, we help communities analyze current marketing efforts, determine strengths and weaknesses, and plan accordingly.



Historic Little Italy Neighborhood Revitalization Strategy



Battlecreek, Michigan



City of Wadsworth/Main Street Wadsworth Branding and Wayfinding