23 April 2024

The future of downtown: Resilient and Thriving

C40 Green and Thriving Neighbourhoods Forum and Reinventing Cities programme



Housekeeping Rules

Note: This webinar is being recorded.



Introduce yourself in the chat box



Select the desired language by clicking on the interpretation symbol

- Spanish
- Brazilian Portuguese



You can ask questions using the Q&A box

C40 CITIES

Agenda

01. Introduction



Hélène Chartier
Director for Urban Planning and Design, C40 Cities

02. Rio de Janeiro



Antonio Luiz Barboza Correia
Local Planning Coordinator
Municipal Secretariat for Urban and Economic Development
City of Rio de Janeiro



Osmar Lima
Head of Public Real Estate Assets at BNDES (Brazilian Development Bank)

03. Seattle



Rico Quirindongo
Director
Office of Planning and Community Development
City of Seattle

04. San Francisco



Jacob Bintliff
Manager of Economic Recovery Initiatives
Office of Economic and Workforce Development
City of San Francisco

05. Panel Discussion and Q&A from the audience

06. Reflections & Conclusion



Michael O'Neill
Project Manager, Green and Thriving Neighbourhoods, C40 Cities

07. Announcements

C40 CITIES

Speaker



Antonio Luiz Barboza Correia
Local Planning Coordinator
Municipal Secretariat for Urban and Economic Development
City of Rio de Janeiro

C40 CITIES



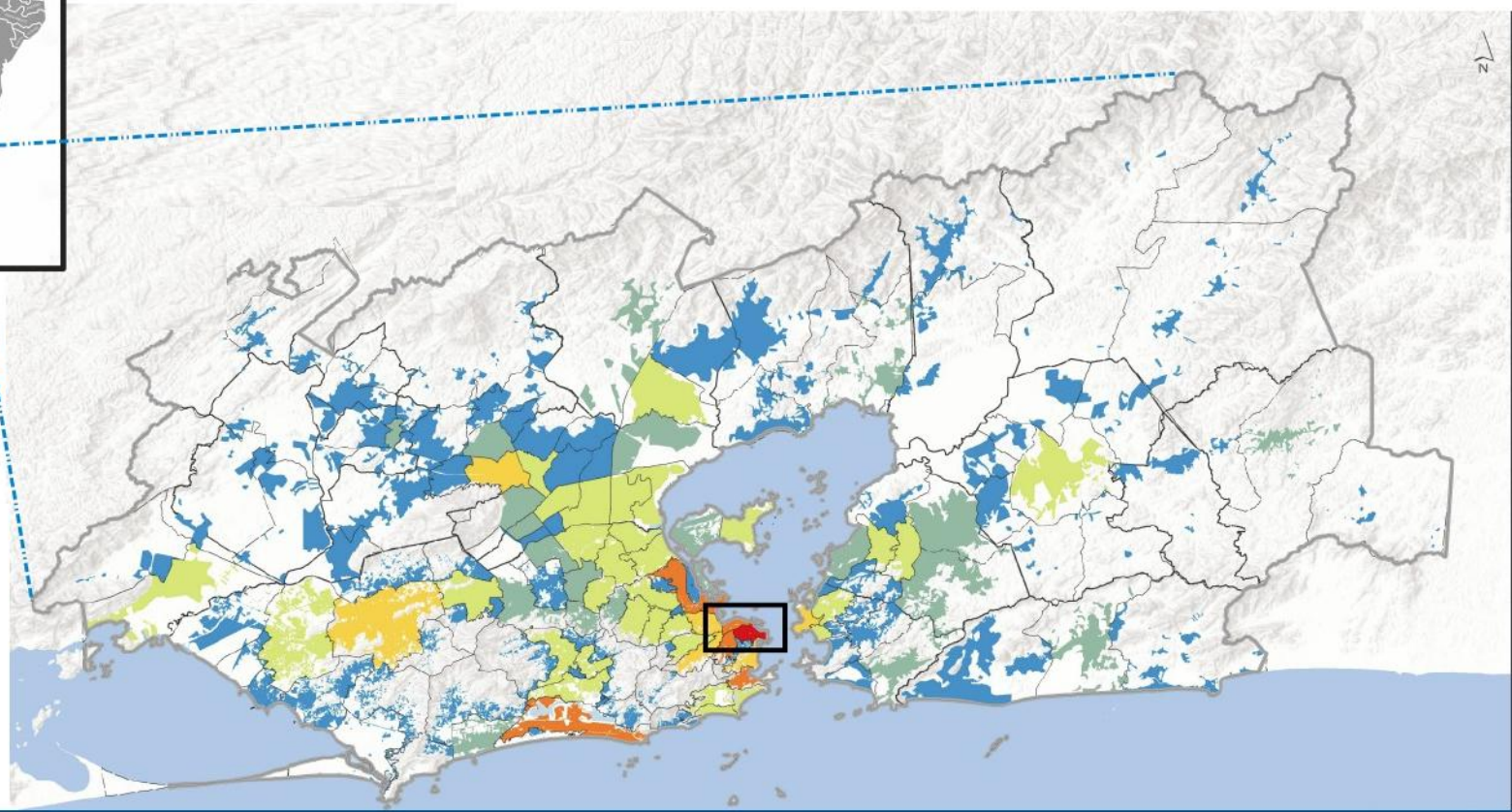
THE FUTURE OF DOWNTOWN
RIO DE JANEIRO CITY
RESILIENT AND THRIVING

Rio PREFEITURA | DESENVOLVIMENTO URBANO E ECONÔMICO

RIO CAPITAL DO G20 BRASIL 2024

BRASIL – RIO DE JANEIRO STATE – CITY OF RIO – DOWNTOWN AREA

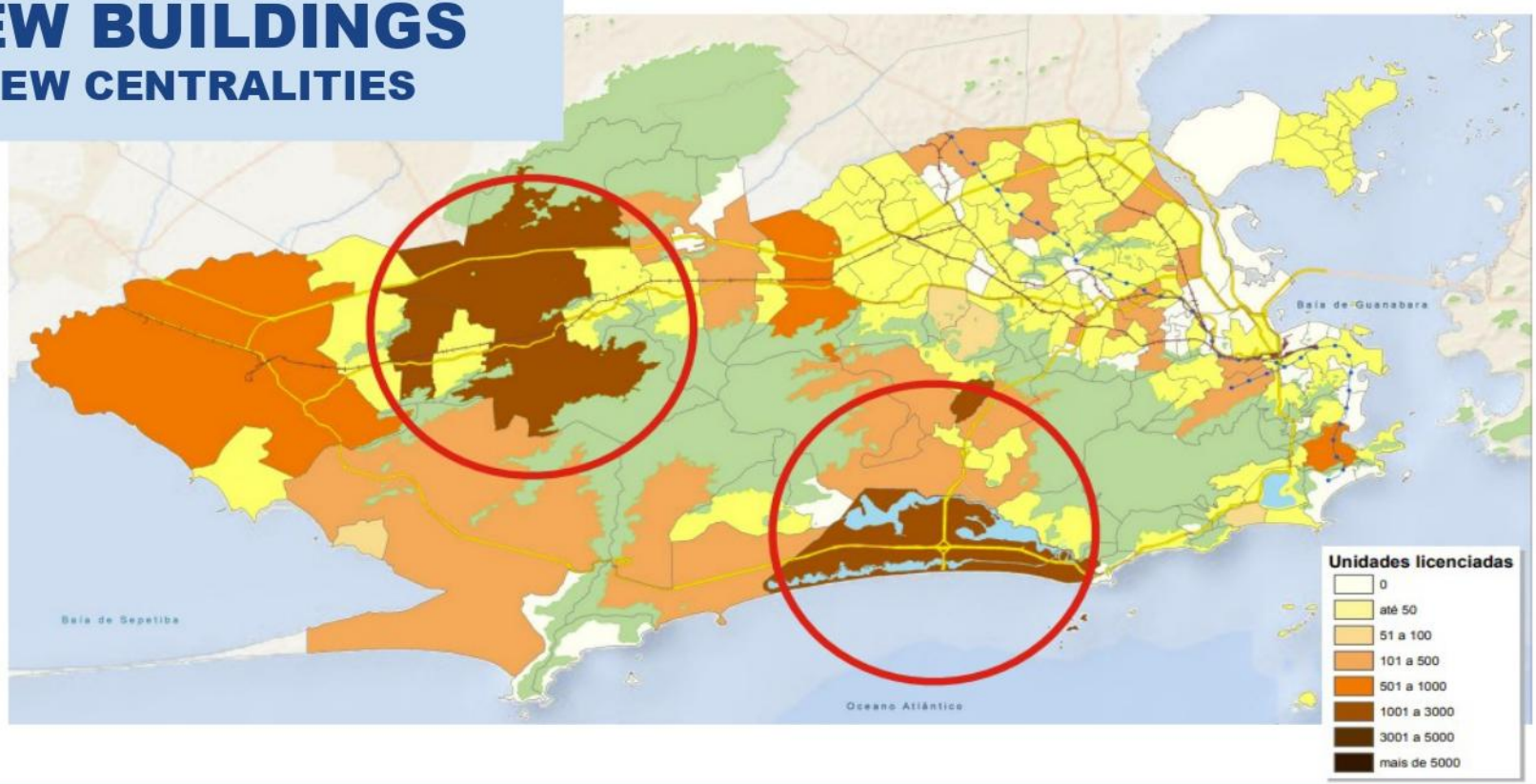




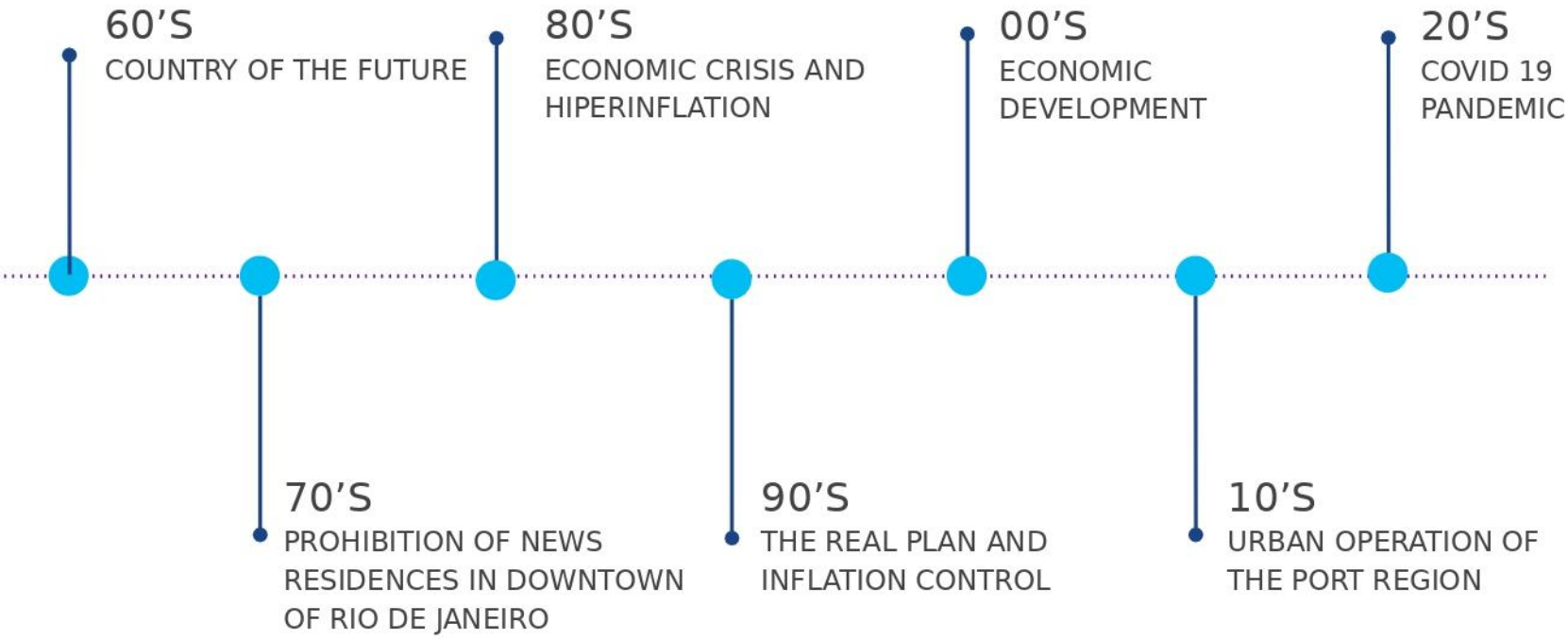
Number of jobs

- 0 - 10.000
- 10.000 - 25.000
- 25.000 - 60.000
- 60.000 - 100.000
- 100.000 - 180.000
- 180.000 - 564.784

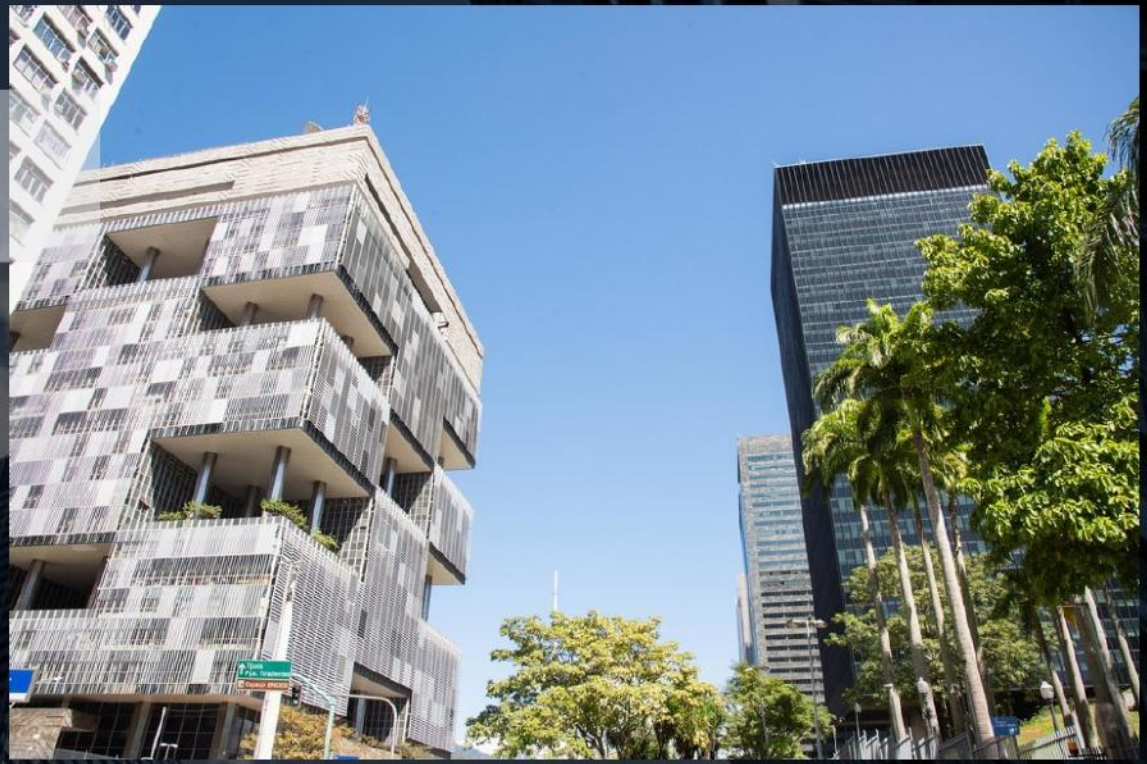
NEW BUILDINGS
NEW CENTRALITIES



TIME LINE


60’S
COUNTRY OF THE FUTURE
70’S
PROHIBITION OF NEWS RESIDENCES IN DOWNTOWN OF RIO DE JANEIRO
80’S
ECONOMIC CRISIS AND HIPERINFLATION
90’S
THE REAL PLAN AND INFLATION CONTROL
00’S
ECONOMIC DEVELOPMENT
10’S
URBAN OPERATION OF THE PORT REGION
20’S
COVID 19 PANDEMIC

MODERN CITY CONCEPT



60’S – COUNTRY OF THE FUTURE

70’S – PROHIBITION OF RESIDENCES IN DOWNTOWN

Rio PREFEITURA | DESENVOLVIMENTO URBANO E ECONÔMICO

RIO FACES EXIT OF COMPANIES AND THE STOCK MARKET EXCHANGE



80’S – ECONOMIC CRISIS AND HYPERINFLATION

90’S – THE REAL PLAN AND INFLATION CONTROL

Rio PREFEITURA | DESENVOLVIMENTO URBANO E ECONÔMICO

NEW ECONOMIC CYCLE

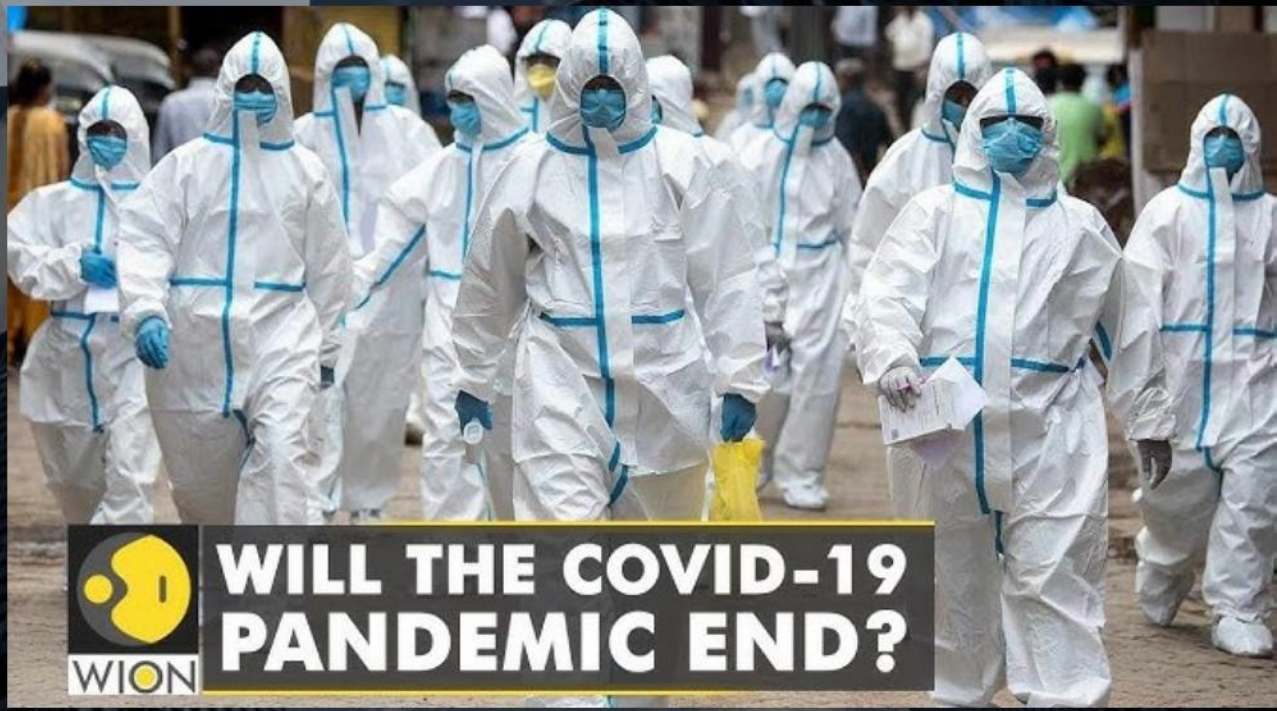


00’S – ECONOMIC DEVELOPMENT

10’S – URBAN OPERATION OF THE PORT REGION AND OLYMPIC GAMES



IS BUSINESSE DISTRICT DEAD?

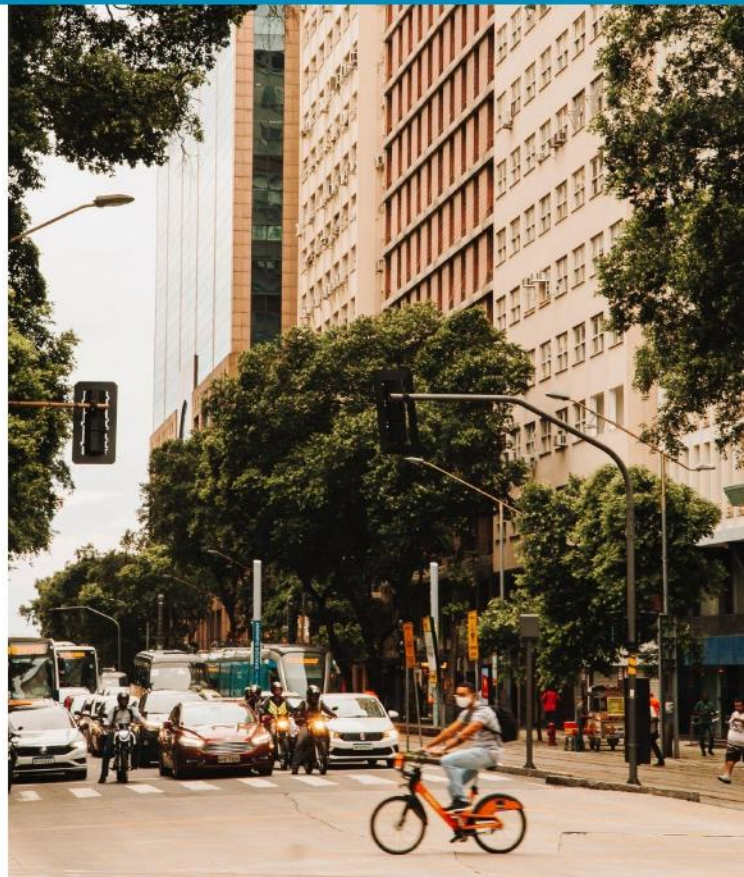


20’S – COVID 19 PANDEMIC

REVIVER
CENTRO

THE PLAN

“REVIVER Centro" is a holistic urban plan for the Central region of Rio de Janeiro.



Link to REVIVER Centro webpage

GOAL TO ACHIEVE



The main goal of the plan is to bring people back to downtown, offering stimulus for retrofitting vacant buildings in a region with infrastructure, quality public space and cultural amenities.

GOALS

- ATTRACT RESIDENTIAL USE
- DYNAMIZE AND DIVERSIFY THE NEIGHBORHOOD
- RESIDENCES FOR DIVERSE INCOME RANGES
- CHANGE THE PERCEPTION OF DOWNTOWN
- IMPLEMENT LASTING REVITALIZATION



GOALS AND STRATEGY

- STIMULATE RETROFIT WITH TAX BENEFITS AND SIMPLIFICATION OF STANDARDS
- ALLOW THE TRANSFORMATION FROM COMMERCIAL TO RESIDENTIAL USE
- PROTECT WHERE HOUSING ALREADY EXISTS AND EXPAND
- IMPROVE PUBLIC SERVICES
- CULTURAL AND ENVIRONMENTAL ANIMATION
- PRESENT THE CENTER IN A DIGITAL AND TECHNOLOGICAL ENVIRONMENT


Foto: Alexandre Macieira / RIOTUR

RESULTS

In the last three years, 2,777 licenses for residential units were issued, exceeding the total for the last 10 years.





REVIVER
CENTRO

MONITORING



REVIVER
CENTRO

REVIVER CULTURAL

Old buildings in Rio's historic center have been prepared to receive new cultural projects.

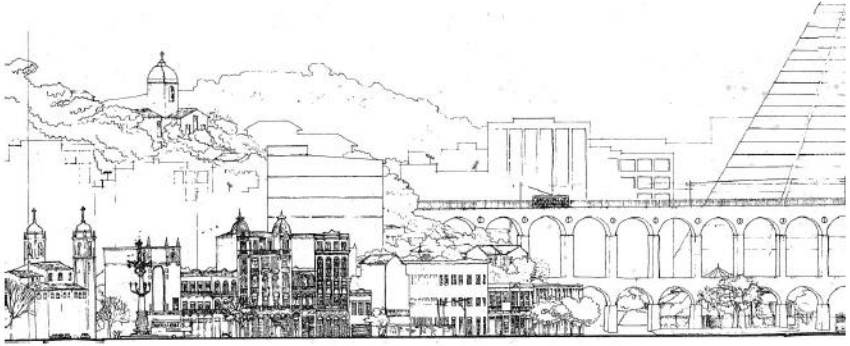




Foto: Márcia Foletto / Agência O Globo

REVIVER CULTURAL

Implementation of small brewing companies in the traditional street named “Rua da Carioca”.



REVIVER CULTURAL

Implementation of small breweries in the traditional street “Rua da Carioca”.

Creating a new street -sidewalks more pleasant and safer with a new public lightning.




Rio
PREFEITURA
DESENVOLVIMENTO
URBANO E
ECONÔMICO
RIO
CAPITAL
DO
G20
BRASIL 2024
Foto: Fernando Maia | Riotur

Speaker



Osmar Lima

Head of Public Real Estate Assets at
BNDES (Brazilian Development Bank)

C40 CITIES

A New Masterplan for Downtown Rio de Janeiro

The Future of Downtown: Resilient and Thriving

April, 2024

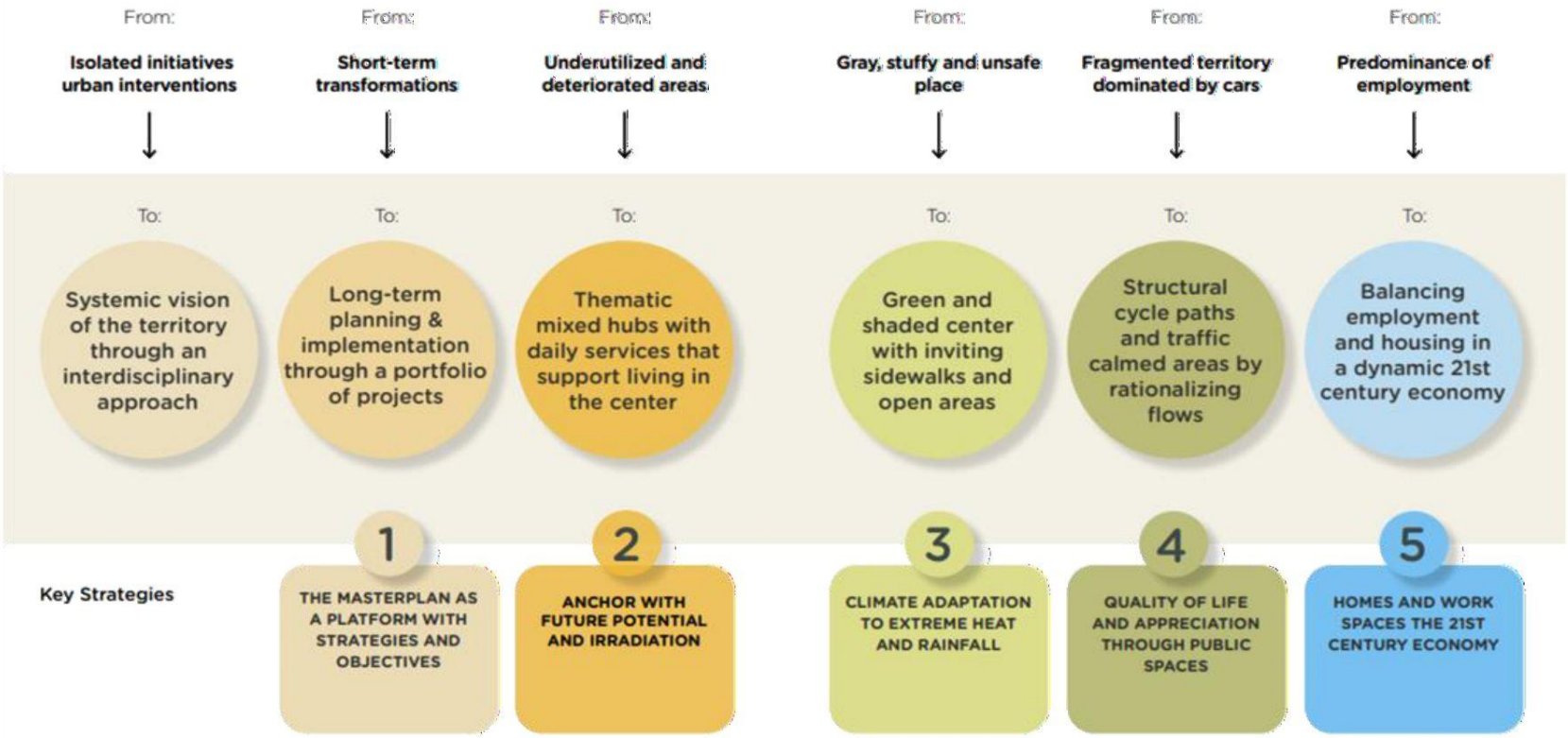
C40 CITIES

BNDES



Classificação: Controlado – Sigilo Empresarial – Lei n.º 12.527/2011 | Restrição de Acesso: Empresas do Sistema BNDES | Unidade Gestora: ASC/DEIMOB

Masterplan RJ | The Path Forward: Setting Key Objectives



Classificação: Controlado – Sigilo Empresarial – Lei n.º 12.527/2011 | Restrição de Acesso: Empresas do Sistema BNDES |Unidade Gestora: ASC/DEIMOB

Masterplan RJ | Innovative Solutions for State Owned Real Estate with Wider Impact



Classificação: Confidencial - Sigilo Empresarial - Lei n.º 12.527/2011 - Restrito ao Programa de Acesso Empresas do Sistema BNDES | Unidade Gestora: ASC/DEIMC

Masterplan RJ | Taking Action: A Suite of Proposed Interventions

1. 7 macroareas
   24 districts
2. 46 state owned Properties
   + its 15 minutes radius
3. Blue and Green Boulevards
4. 19 Open Spaces
   Parks and Squares
5. 27 Ramblas and Corridors
6. Traffic-calmed
   Neighborhood Streets
7. 13 Active Mobility Corridors
   Sidewalks and Bike Lanes
8. 12 Suggestions for Improving
   Public Transportation
9. Development of State Owned
   Real Estate combining daily
   services and housing



Masterplan RJ | Downtown Rio de Janeiro is Currently Gray and Hot



Masterplan RJ | Future Downtown: Greener and More Livable



Masterplan RJ | Examples of Interventions in Public Spaces

ramblas

current situation

planned



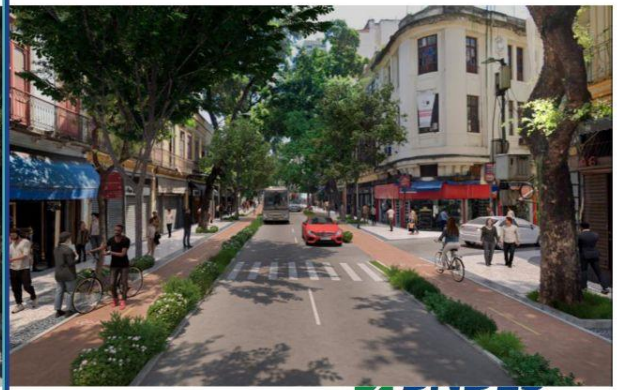




active mobility







Masterplan RJ | Examples of Building Projects





Eletrobras Land near
Arcos da Lapa
Housing and Government



Leopoldina Railway Station
New Residential Area



Moinho Fluminense (Mill)
Integrated Multiuse Complex

Thank you!

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Speaker



Rico Quirindongo
Director
Office of Planning and Community Development
City of Seattle

C40 CITIES



City of Seattle

Downtown is → buzzing

In summer of 2023 Mayor Bruce Harrell released the Downtown Activation Plan



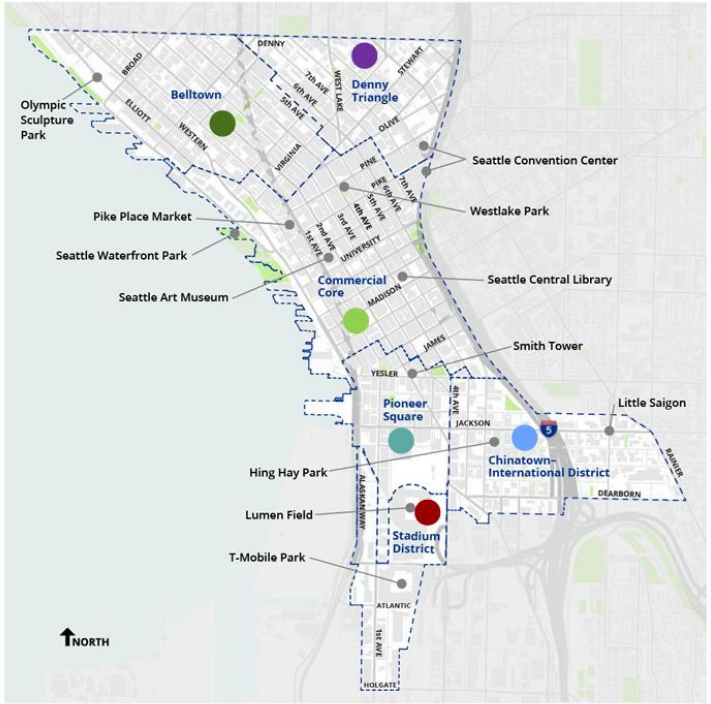
City of Seattle

Building the plan

- We created the Downtown Activation Plan through a collaborative process
  - 11 City of Seattle departments and agencies
  - Shared the draft plan with over 800 individuals
  - Met with over 60 partners
  - Surveyed more than 140 community members
  - 750+ respondents to public opinion research
  - 110 people in listening sessions
  - Seven consulting partners
  - Extensive research



Downtown Activation Plan zone



Downtown Activation Plan Zone

Downtown includes a rich collection of neighborhoods:

- Belltown
- Chinatown-International District
- Commercial Core
- Denny Triangle
- Pioneer Square
- Stadium District

The Downtown Activation Plan outlines seven bold goals to build a new future for Downtown Seattle



Make Downtown **safe** and welcoming



Transform Downtown into a lively **neighborhood** where more people can afford to live



Create a unique Downtown **retail** experience



Make Downtown a place where people want to **work** and that reflects the future of our economy



Celebrate Downtown Seattle's **arts, culture, sports, and entertainment**



Make Downtown **a top destination** for Seattleites and visitors year-round



Create a healthy, resilient, and **green** Downtown

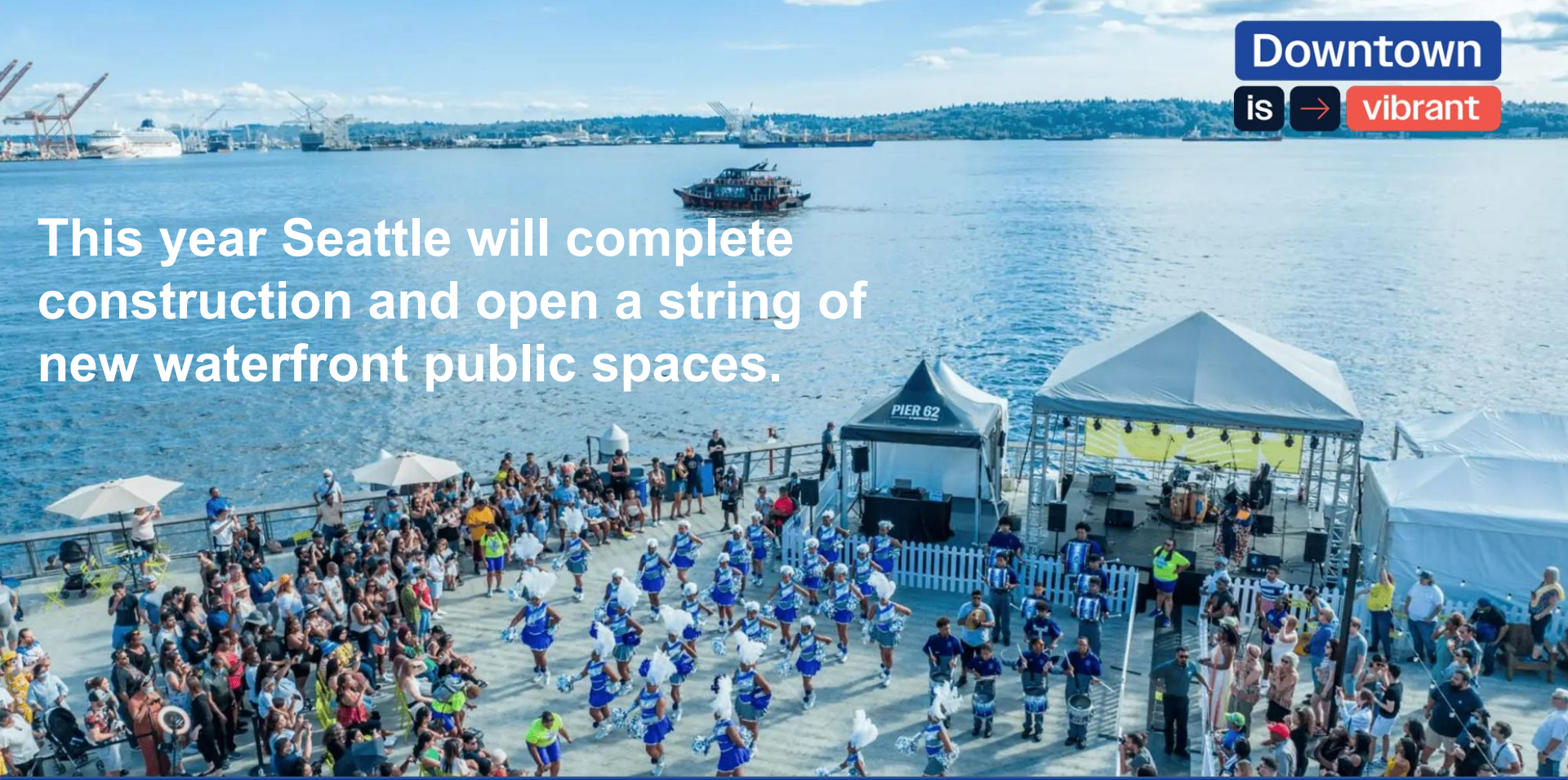
Public input continues to be at the core

Who did we talk to?

- Downtown residents
- Non-office workers
- Small ground-floor retailers
- Youth
- Families with young children
- Arts and culture community

Key takeaways:

- Public safety
- Beautification
- Public transit
- More affordable housing
- More amenities
- Retaining small businesses
- Share more positive stories about Downtown



Downtown is → vibrant

This year Seattle will complete construction and open a string of new waterfront public spaces.

City of Seattle

Six months of progress

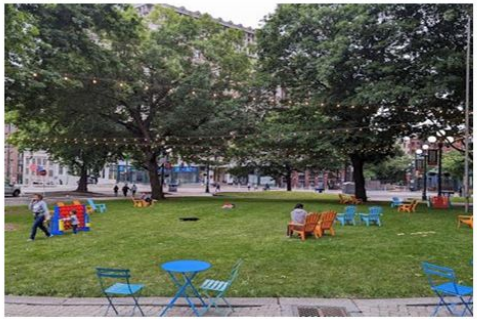


Photo by Downtown Seattle Association



- 83% of the 46 initiatives are underway
- Filling vacant storefronts
- Beautifying Downtown with arts in public spaces
- Amplifying efforts from partners and organizations

Vibrant public spaces





- City Hall Park shows what we can accomplish
- Pickleball for All and Youth Basketball tournaments
- Family-friendly activations

Legislative accomplishments

- Rezoned parts of Downtown to encourage residential towers
- Encouraged residential development
- Increased resources for travel and tourism promotion
- Expanded master use and building permits





Next steps to keep momentum going

- New legislation:
  - Encourage office-to-residential conversions
  - Increase wayfinding Downtown
- Continue progress on the 46 initiatives
- In-depth retail analysis and evolving Seattle Restored program





Photo by Downtown Seattle Association


Downtown
is → restored
Seattle restored supports small local businesses and artists to fill vacant storefronts.

Priorities for 2024





- Additional key priorities:
  - Improve the street-level experience on Third Avenue
  - Get the City ready for the 2026 Men's World Cup with events, festivals, and activations
  - Align, influence, and accelerate major development projects in South Downtown
  - Improve public perception about Downtown
- More of what's working!

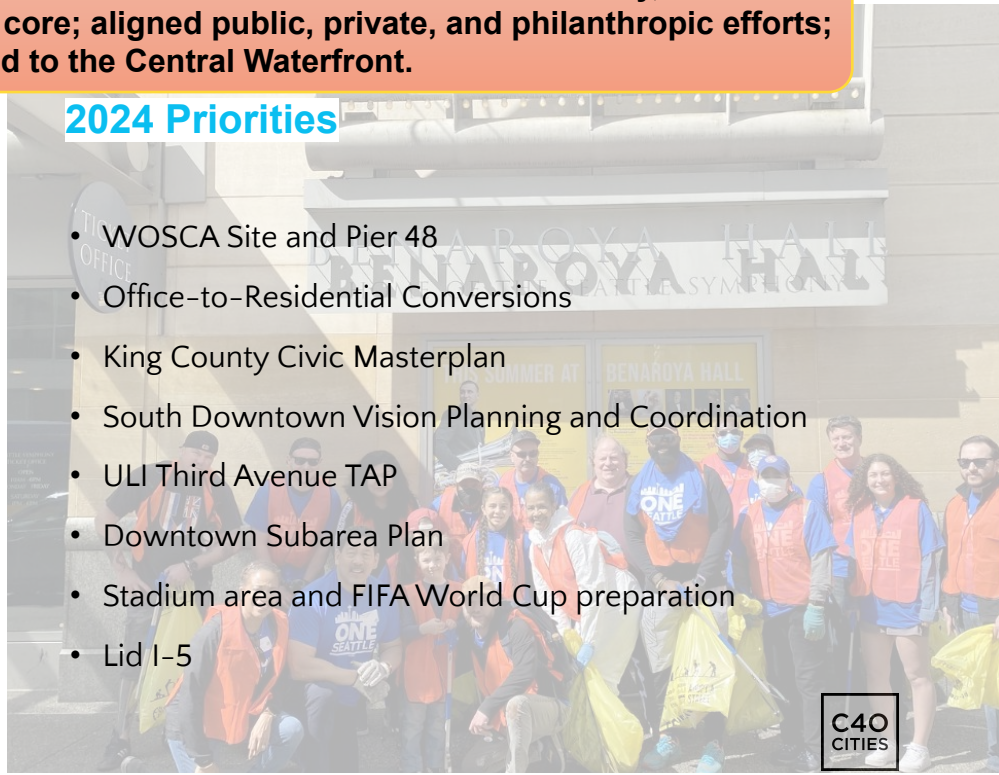
Office of Planning and Community Development
2024 DAP Work Program

VISION: **Revitalizing a new future for Downtown Seattle. Enhanced economic resiliency, cultural vitality, and safety in the downtown core; aligned public, private, and philanthropic efforts; and the downtown core is connected to the Central Waterfront.**

Key 2023 OPCD Actions

- **Downtown Retail Core:** Legislation allowing taller residential buildings along 3rd Ave from Union St. north to Stewart St.
- **Belltown Lodging:** Legislation to support hotel development in Belltown.
- **Office to Residential "Call for Ideas":** Design competition generating proposals to convert buildings to residential with suggestions for supportive City action.

2024 Priorities



- WOSCA Site and Pier 48
- Office-to-Residential Conversions
- King County Civic Masterplan
- South Downtown Vision Planning and Coordination
- ULI Third Avenue TAP
- Downtown Subarea Plan
- Stadium area and FIFA World Cup preparation
- Lid I-5

C40 and Seattle WOSCA site

The City of Seattle is joining 14 other cities across the globe to participate in C40 Cities Reinventing Cities design competition to transform underutilized urban sites into innovative, zero-carbon & resilient urban projects.

We are partnering with **Washington State Department of Transportation (WSDOT)** to focus on a 5-acre parcel of land, located on Royal Brougham Way. The site was a former construction staging area for the **Washington and Oregon Shippers Cooperative Association (WOSCA).**



WOSCA Site: S. Dearborn St. to S. Royal Brougham Way, west of 1st. Ave. S.

C40 CITIES

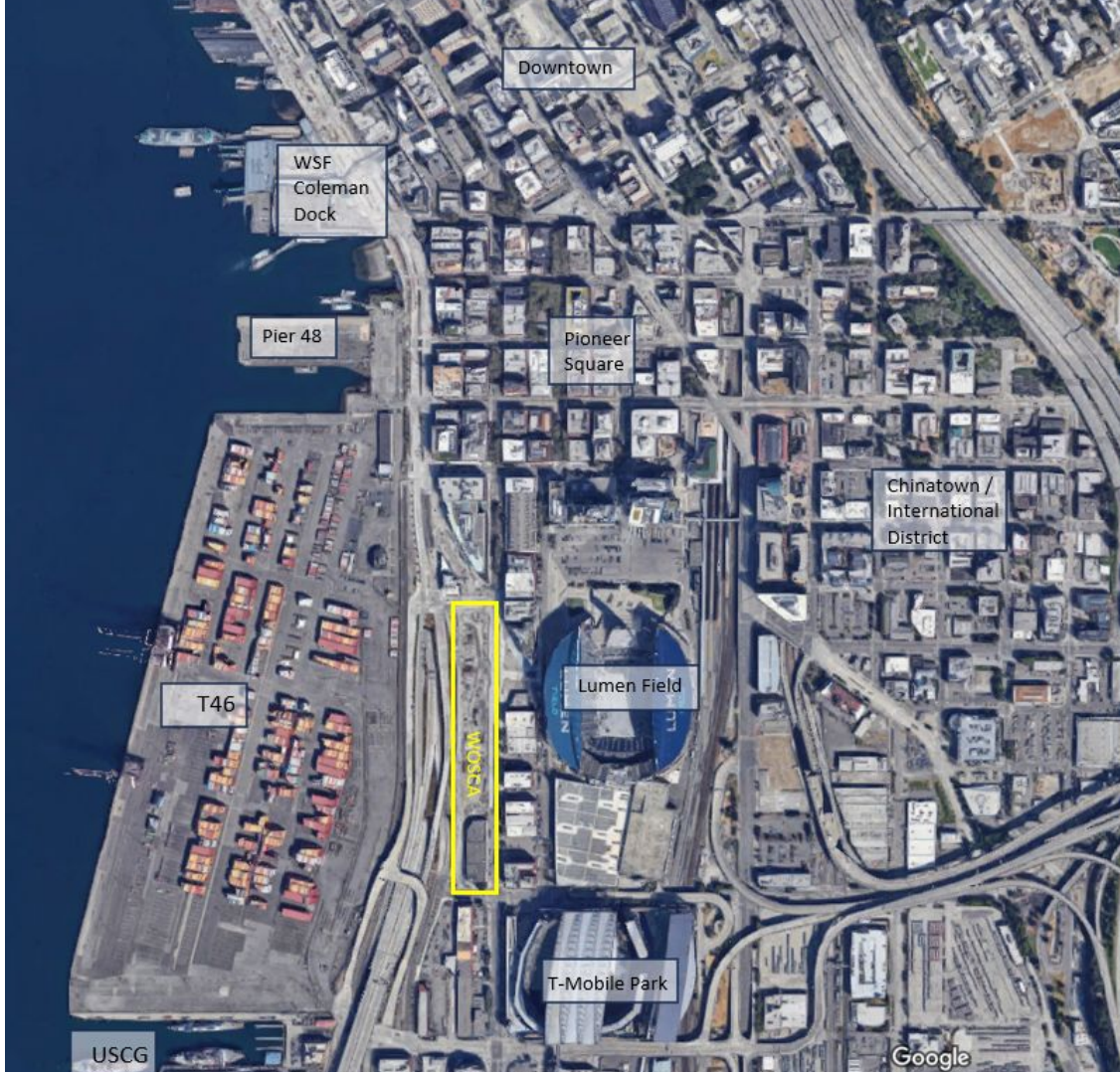
WOSCA site specifics

The former “WOSCA” site is a 5-acre parcel of vacant land that is ready for redevelopment after being used for nearly a decade as a construction staging area. It is positioned at the intersection between Seattle’s vibrant Puget Sound waterfront, the city’s professional sports stadiums that will host matches during the 2026 FIFA World Cup, downtown neighborhoods, and Seattle’s industrial land base.

Expected Land Use: Proposed project must include a new Washington State Ferries (WSF) headquarters. Teams are invited to propose other mixed-use development on the remainder of the site.

Site Ownership: WSDOT

Type of Property transfer intended:
WSDOT intends to retain ownership of the land and the WSF headquarters facility. On-site co-development would occur on a long-term ground lease.



City Priorities and Environmental Considerations

The City of Seattle and WSDOT consider the following as priorities:

- Responsiveness to the City's maritime heritage and support for equitable employment opportunities in the maritime sectors. Location of the WSF headquarters is an element of this priority.
- Existing City and State climate action plans.
- Consideration of low or no-carbon energy profiles, and innovative building materials including mass timber.
- Downtown and neighborhood revitalization.

Other Development Considerations:



- **Contributing to Downtown Recovery and Seattle's South Waterfront**
- **Creation of a hub for Maritime Training, Skills and Innovation.**
- **Creation of Economic Development opportunities in partnership with the Port of Seattle**
- **Capitalizing on Event-Related Gathering and Hospitality opportunities in sports stadium district immediately adjacent**
- **Uses that will support neighborhood residents and the local business community**


Thank you.
Rico.Quirindongo@Seattle.gov
Downtown
is
you
downtownisyou.com

Speaker



Jacob Bintliff
Manager of Economic Recovery Initiatives
Office of Economic and Workforce Development
City of San Francisco

C40 CITIES



FUTURE OF DOWNTOWN

SAN FRANCISCO

SAN FRANCISCO
OFFICE OF ECONOMIC &
WORKFORCE DEVELOPMENT

April 23, 2024

WHY DOWNTOWN SAN FRANCISCO?

Downtown is the engine of San Francisco's economy

- Nearly **80% of San Francisco's GDP came from Downtown** companies in 2021
- Downtown and office core was home to **70% of San Francisco jobs** pre-pandemic
- Nearly **half of our sales tax revenue and 95% of business tax revenue** comes from Downtown

Downtown offers unique advantages

- Downtown's **transportation network** makes it more connected to the Bay Area's high-skilled workforce than anywhere else
- Downtown's **built environment** features a dynamic public realm, cultural institutions, and millions of square feet of existing space

DOWNTOWN RECOVERY

OFFICE ATTENDANCE



46%

of pre-pandemic

OFFICE VACANCY RATE



36.6%

as of Q3 2023

MUNI RIDERSHIP



64%

of pre-pandemic

BART RIDERSHIP



42%

of pre-pandemic
Downtown (43% overall)

TENANT DEMAND FOR OFFICE SPACE



6M

Million sq ft

SFO INTERNATIONAL TRAVEL



>100%

of pre-pandemic

SFO DOMESTIC TRAVEL



97%

of pre-pandemic

HOTEL OCCUPANCY



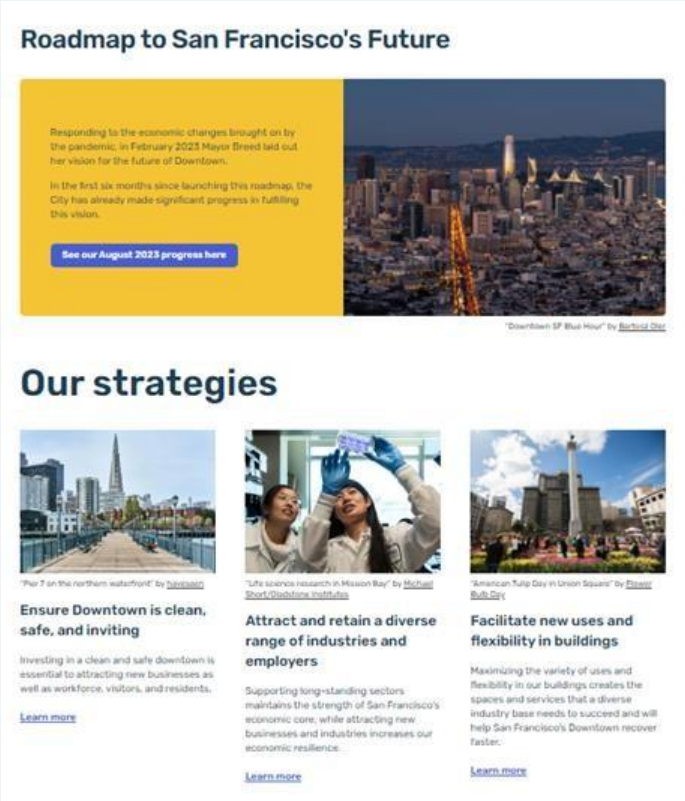
80%

of pre-pandemic

ROADMAP TO SAN FRANCISCO'S FUTURE

In February 2023, Mayor Breed announced the Roadmap to San Francisco's Future:

- Ensure Downtown is **clean, safe, and inviting**
- Attract a **diverse range of industries** and employers
- Facilitate **new uses and flexibility** in buildings
- Make it easier to **start and grow a business**
- Grow and prepare our **workforce**
- Transform Downtown into an **arts and culture** destination
- Enhance **public spaces** to showcase Downtown
- Invest in **transportation** connections
- Tell our story



ENSURE DOWNTOWN IS CLEAN, SAFE, AND INVITING



Strengthened **police staffing** with budget for 220 more officers and approved new police contract



Launched a multi-agency operation to **disrupt open-air drug dealing**



Committed over $50 million to extend Downtown- focused **community ambassador programs** for another two years

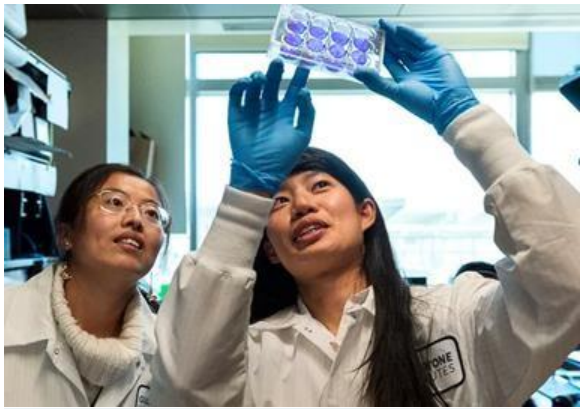


Funded **600 new shelter beds** and over **1,000 permanent housing placements** and expanded mental health, addiction, and overdose prevention programs

ATTRACT AND RETAIN A DIVERSE RANGE OF INDUSTRIES AND EMPLOYERS



Extended **business tax relief** for retail, restaurants, hospitality, arts & entertainment through 2026



Passed new **Office Attraction Tax Credit** to bring new businesses and fill vacant office space Downtown

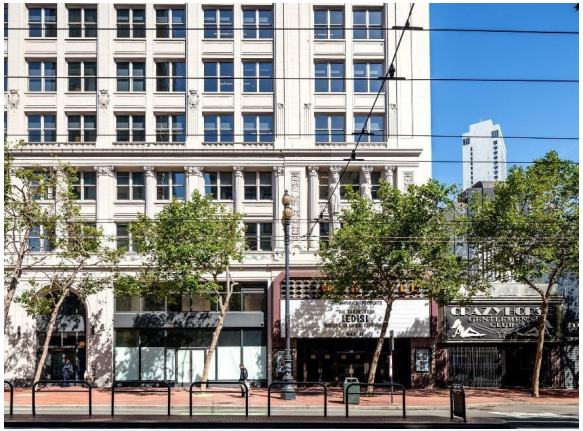


Initiated a **comprehensive business tax reform** process with the Controller and Treasure's Offices

FACILITATE NEW USES AND FLEXIBILITY IN BUILDINGS



Amended the Planning Code to ensure **flexible zoning Downtown** to accommodate the widest possible range of activities and uses



Established an **Adaptive Reuse Program** to facilitate the conversion of underutilized office buildings into housing



Released a **Request for Interest** for adaptive reuse projects of Downtown commercial office buildings and passed a ballot measure to **waive real estate transfer tax** for conversions

MAKE IT EASIER TO START AND GROW A BUSINESS



Launched the first cohort of pop-up businesses, nonprofits and artists to fill vacant ground floor spaces Downtown through the **Vacant to Vibrant** program



Issues over $20 million in grants for small businesses included the **Storefront Opportunity Grant** program to support new and existing businesses in filling vacant storefronts



Extended the **First Year Free** program to waive City permit fees for new businesses that has helped over 2,600 businesses since 2022.

GROW AND PREPARE OUR WORKFORCE



photo credit Kevin Shea Adams Photography

- Expanded **workforce outreach** in the hospitality, health care, small business, and construction sectors.
- Increased job access points via **Neighborhood Job Centers and job fairs**, including for City jobs.
- Under the **Housing for All Plan** reformed inclusionary housing requirements and development impact fees to make new housing construction and conversion projects more feasible.

TRANSFORM DOWNTOWN INTO A LEADING ARTS, CULTURE, AND NIGHTLIFE DESTINATION



Funding **public space events and activations** to bring people Downtown at night and on weekends and support local artists, vendors, and businesses.



Developing an **Arts, Culture and Entertainment (ACE) Zone** Downtown supported by targeted grants, event permit streamlining, and expanded outdoor alcohol service.



Supporting development and implementation of a **Market Street Arts** plan to make Market Street a center for arts and culture programming.

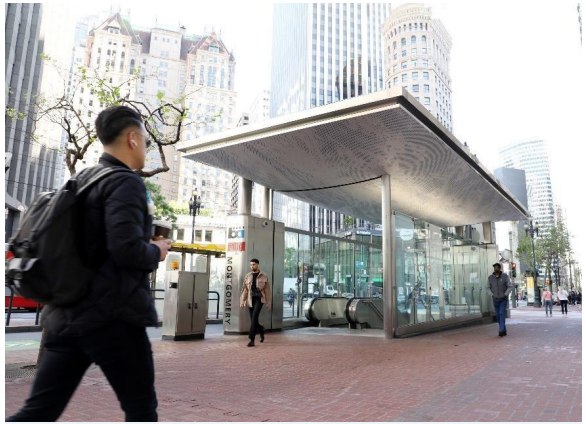
ENHANCE PUBLIC SPACES TO SHOWCASE DOWNTOWN



photo credit Kevin Shea Adams Photography

- Launched the new **Landing at Leidesdorff** public space in the Financial District with ongoing programming.
- Investing in the **Powell Promenade** streetscape redesign on Powell Street.
- **Improving Downtown plazas** with new lighting, landscaping, tables and chairs at Hallidie Plaza, Mechanics Plaza, and Union Square.
- Partnering with Planning **on a comprehensive strategy and implementation plan** for key locations Downtown which support activation of the public realm, the ground floor, and the upper floors.

INVEST IN TRANSPORTATION CONNECTIONS



Secured one-time state funding for public transportation to **maintain Muni and BART service.**



Expanded Downtown transit service with express service on the 1X California and a partnership with Golden Gate Transit.



Completed **new protected bike likes** on Battery and Sansome Streets to serve the Financial District.

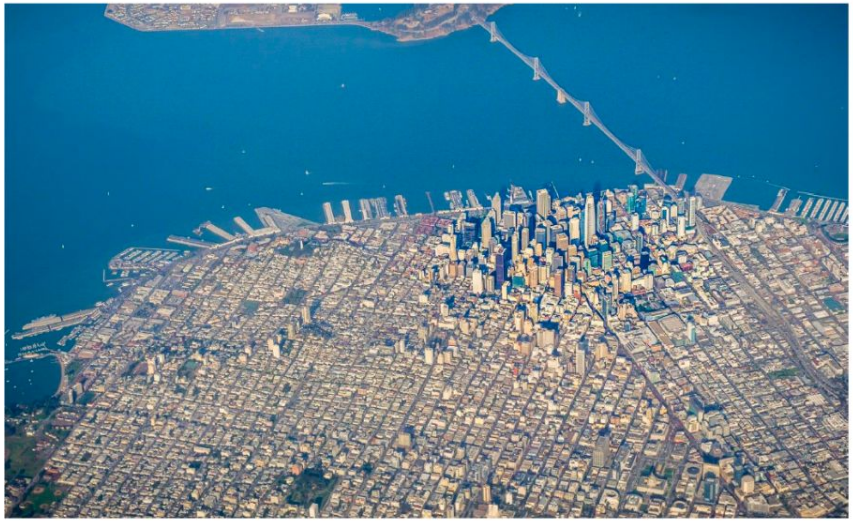
TELL OUR STORY



- Launched a national **Always San Francisco** visitor attraction campaign in targeted markets to remind potential visitors of San Francisco's unique allure.
- Launched the **Heart of SF social media campaign** to amplify a cohesive narrative around Downtown's evolving identity.
- Partnering with Downtown stakeholders to promote **recovery marketing campaigns** to invite investment to San Francisco.

REINVENTING DOWNTOWN

- Diversify uses and bring new residents to Civic Center
- Reposition the City workforce to activate underutilized office buildings
- Lead with sustainability and carbon-neutral design



1 SOUTH VAN NESS AVENUE

- Owner: City & County of San Francsico
- Uses: Multiple City agencies (SFMTA, OEWD, MOHCD), Bank of America
- Parcel area: 65,000 sq ft
- Building area: 650,000 gsf
- Year Built: 1959



170 OTIS STREET

- Owner: City & County of San Francsico
- Uses: Human Services Agency
- Parcel area: 44,993 sq ft
- Building area: 171,385 gsf
- Year Built: 1975





THANK YOU

Jacob Bintliff
Manager Economic Recovery Initiatives
San Francisco Office of Economic and Workforce Development
jacob.bintliff@sfgov.org

Q&A



Reflections & Conclusion



Announcements



SAVE THE DATE!



The **Green and Thriving Neighbourhoods** event is being organized by the **City of Vancouver** and **C40 Cities** and aims to showcase the tools that local governments can use to deliver complete neighbourhoods. **The intent is to go beyond a more generalized 'case-making' for the 15-minute city, and to show tangible steps that cities can take to create more sustainable, vibrant, mixed-use, inclusive communities.** This is an event about actions, case studies, best practices and more.

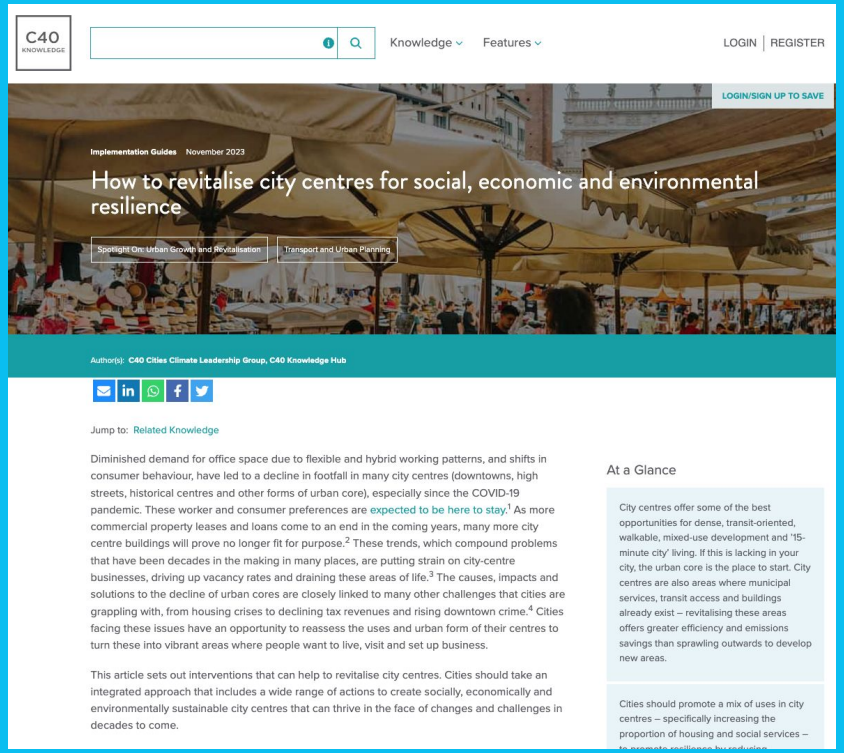
"Building a City of Green & Thriving Neighbourhoods"

May 15 (Wednesday) **7-9pm**
At the UBC Robson Square Theatre **in Vancouver**
Public Event

Confirmed speakers include:

- **Carlo Ratti** - Keynote
  (Milan) – Professor at MIT and Politecnico di Milano and the curator of the Biennale Architettura 2025.
- **Ginger Gosnell-Myers**
  (Vancouver) – Fellow, SFU Centre for Dialogue; Urban Indigenous Policy & Planning
- **Jay Pitter**
  (Toronto) – Award-winning placemaker working at the crossroads of urban design & social justice

KH Article: **How to revitalise city centres for social, economic and environmental resilience**

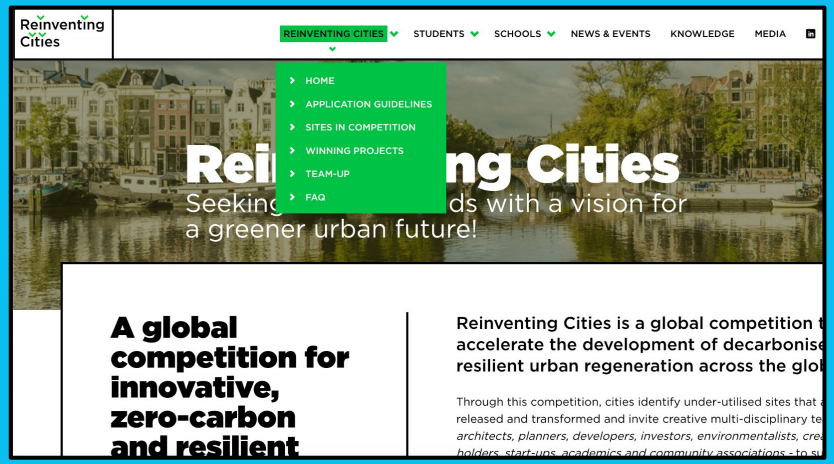


You will find insights on how to:

- Promote a wider mix of uses for land and buildings in city centres
- Increase the proportion of housing in city centres
- Support businesses in city centres
- Make streetscape improvements to activate the public realm
- Expand the availability of public services in city centres

Click here to read the full article

Reinventing Cities Competition - Open call



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Thank you

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