The future of downtown: Resilient and Thriving

C40 Green and Thriving Neighbourhoods Forum and Reinventing Cities programme
Housekeeping Rules

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

Note: This webinar is being recorded.
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**
Antonio Luiz Barboza Correia
Local Planning Coordinator
Municipal Secretariat for Urban and Economic Development
City of Rio de Janeiro
THE FUTURE OF DOWNTOWN
RIO DE JANEIRO CITY
RESILIENT AND THRIVING
TIME LINE

60’S
COUNTRY OF THE FUTURE

80’S
ECONOMIC CRISIS AND HIPERINFLATION

00’S
ECONOMIC DEVELOPMENT

20’S
COVID 19 PANDEMIC

70’S
PROHIBITION OF NEWS RESIDENCES IN DOWNTOWN OF RIO DE JANEIRO

90’S
THE REAL PLAN AND INFLATION CONTROL

10’S
URBAN OPERATION OF THE PORT REGION
MODERN CITY CONCEPT

60’S – COUNTRY OF THE FUTURE
70’S – PROHIBITION OF RESIDENCES IN DOWNTOWN
RIO FACES EXIT OF COMPANIES AND THE STOCK MARKET EXCHANGE

80’S – ECONOMIC CRISIS AND HYPERINFLATION
90’S – THE REAL PLAN AND INFLATION CONTROL
NEW ECONOMIC CYCLE

00’S – ECONOMIC DEVELOPMENT
10’S – URBAN OPERATION OF THE PORT REGION AND OLYMPIC GAMES
IS BUSINESSE DISTRICT DEAD?

WILL THE COVID-19 PANDEMIC END?

20'S – COVID 19 PANDEMIC
“REVIVER Centro” is a holistic urban plan for the Central region of Rio de Janeiro.

Link to REVIVER Centro webpage
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.
- 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
In the last three years, 2,777 licenses for residential units were issued, exceeding the total for the last 10 years.
Old buildings in Rio's historic center have been prepared to receive new cultural projects.
Implementation of small brewing companies in the traditional street named “Rua da Carioca”.
Implementation of small breweries in the traditional street “Rua da Carioca”.

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

Osmar Lima
Head of Public Real Estate Assets at BNDES (Brazilian Development Bank)
Masterplan RJ | The Path Forward: Setting Key Objectives

Key Strategies

1. The Masterplan as a platform with strategies and objectives
2. Anchor with future potential and irradiation
3. Climate adaptation to extreme heat and rainfall
4. Quality of life and appreciation through public spaces
5. Homes and work spaces the 21st century economy

From:
- Isolated initiatives urban interventions
- Short-term transformations
- Underutilized and deteriorated areas
- Gray, stuffy and unsafe place
- Fragmented territory dominated by cars
- Predominance of employment

To:
- Systemic vision of the territory through an interdisciplinary approach
- Long-term planning & implementation through a portfolio of projects
- Thematic mixed hubs with daily services that support living in the center
- Green and shaded center with inviting sidewalks and open areas
- Structural cycle paths and traffic calmed areas by rationalizing flows
- Balancing employment and housing in a dynamic 21st century economy
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 | 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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Rico Quirindongo
Director
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City of Seattle
Downtown is you
In summer of 2023, Mayor Bruce Harrell released the Downtown Activation Plan.
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 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:

1. Make Downtown **safe** and welcoming
2. Transform Downtown into a lively **neighborhood** where more people can afford to live
3. Create a unique Downtown **retail** experience
4. Make Downtown a place where people want to **work** and that reflects the future of our economy
5. Celebrate Downtown Seattle’s **arts, culture, sports, and entertainment**
6. Make Downtown a **top destination** for Seattleites and visitors year-round
7. 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
This year Seattle will complete construction and open a string of new waterfront public spaces.
Six months of progress

• 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
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
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.
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
Speaker

Jacob Bintliff
Manager of Economic Recovery Initiatives
Office of Economic and Workforce Development
City of San Francisco
FUTURE OF DOWNTOWN
SAN FRANCISCO

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
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
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
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.
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

- 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.
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.

**TRANSFORM DOWNTOWN INTO A LEADING ARTS, CULTURE, AND NIGHTLIFE DESTINATION**
ENHANCE PUBLIC SPACES TO SHOWCASE DOWNTOWN

- 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.

*photo credit Kevin Shea Adams Photography*
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 lanes on Battery and Sansome Streets to serve the Financial District.
● 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 Francisco
- **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 Francisco
- **Uses**: Human Services Agency
- **Parcel area**: 44,993 sq ft
- **Building area**: 171,385 gsf
- **Year Built**: 1975
THANK YOU

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Reflections & Conclusion
**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

Global competition to stimulate sustainable development and innovative solutions to environmental and urban challenges.

Diverse sites linked to neighbourhood revitalisation.


Architect, developers, designers, professionals & more - Apply today!

[Website Link] c40reinventingcities.org/en/professionals/
Thank you

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