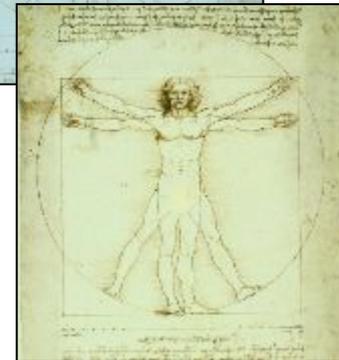
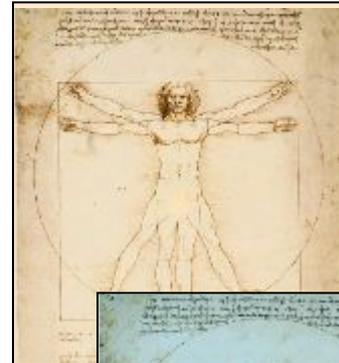


# How to Talk to Property Owners

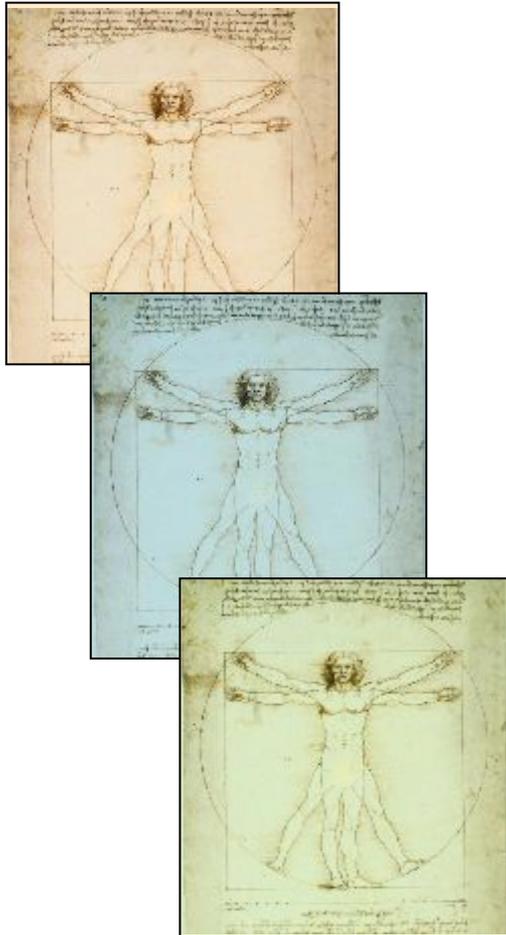
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# Acknowledgements



A big thank you to **Oregon Main Street** and **Sheri Stuart** for organizing this great conference, and to **downtown Astoria** for hosting us all! And also, I am much obliged to you for coming to this session and sharing your time.

# Property Owners ARE IMPORTANT



# Property Owners RAISE YOUR HANDS



CONFESSION

**I am a  
Property  
Owner**

# CONFESSION



# CONFESSION



# CONFESSION



# CONFESSION

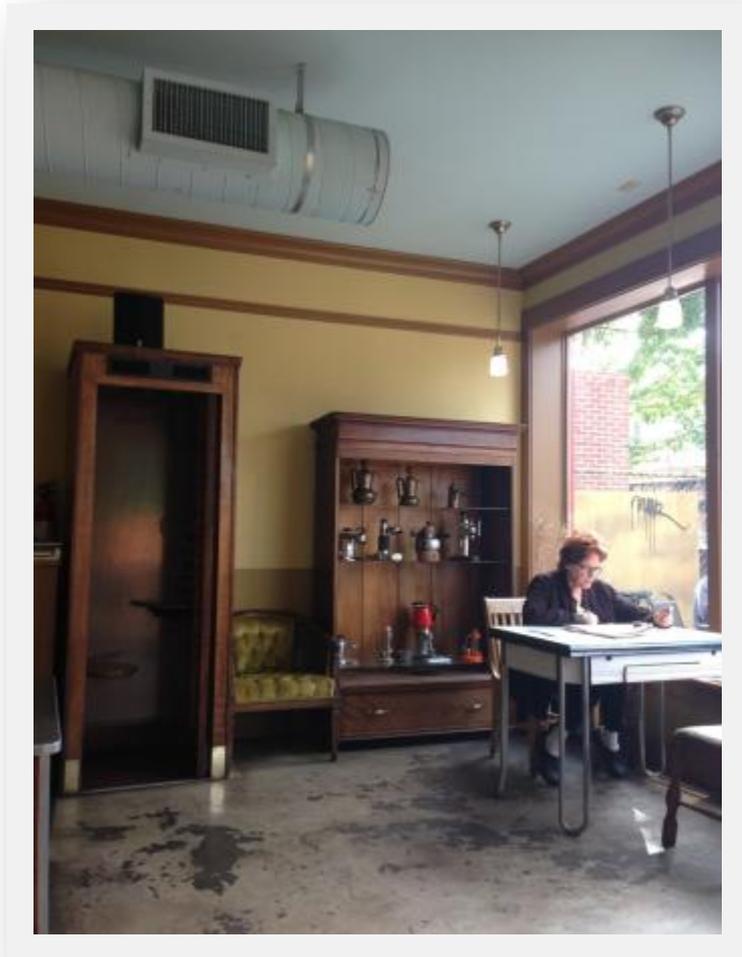


# CONFESSION



# CONFESSION





# CONFESSION

# CONFESSION



Courtesy of Flickr User Pouregon

# Property Owners

- ❑ *Characteristics*
- ❑ *Who do you target?*

# Property Owners

- ❑ *Characteristics*
- ❑ *Who do you target?*

# PROPERTY OWNER CHARACTERISTICS

➤ High Status

# STATUS



# STATUS



# STATUS





# STATUS

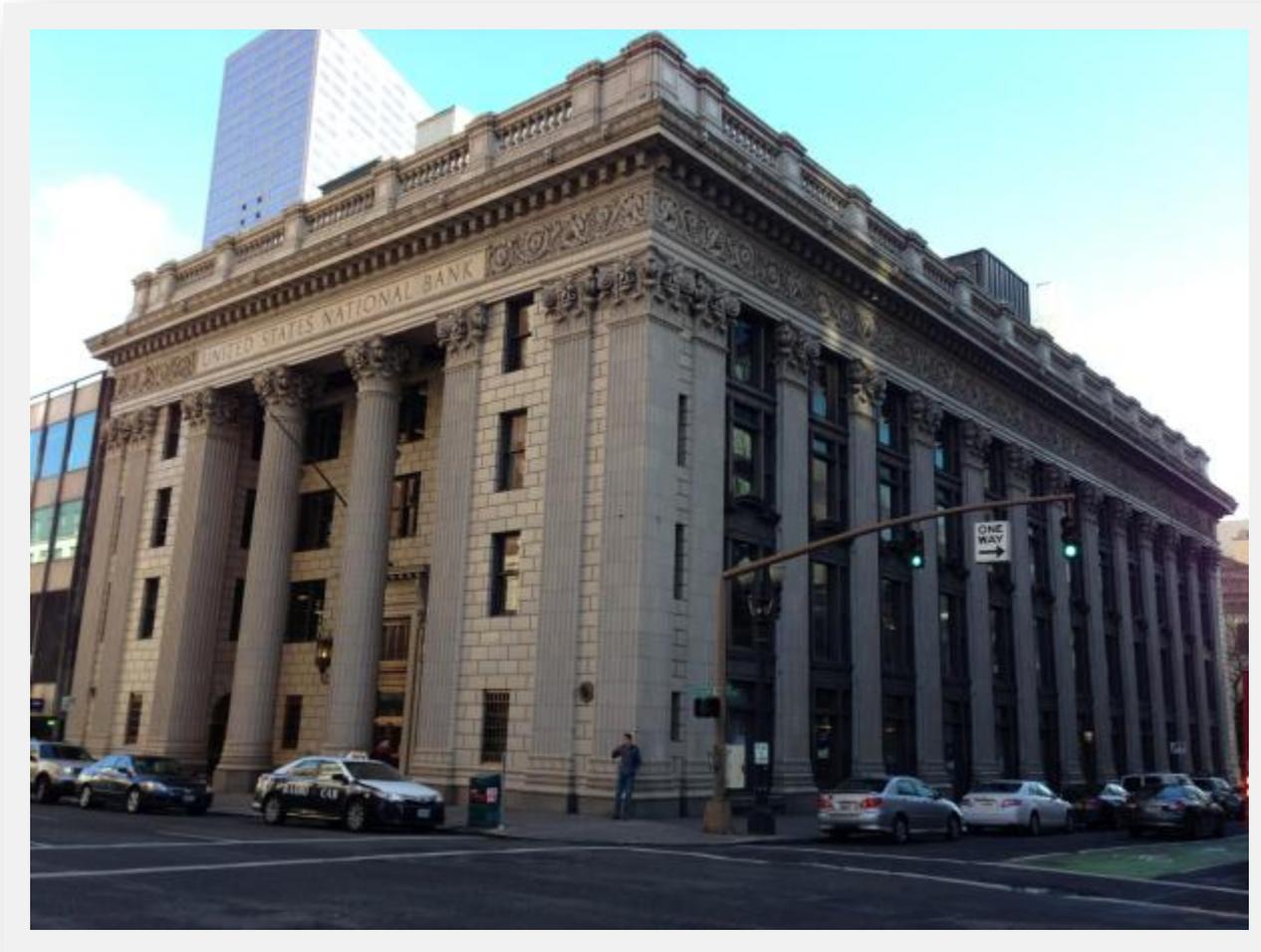
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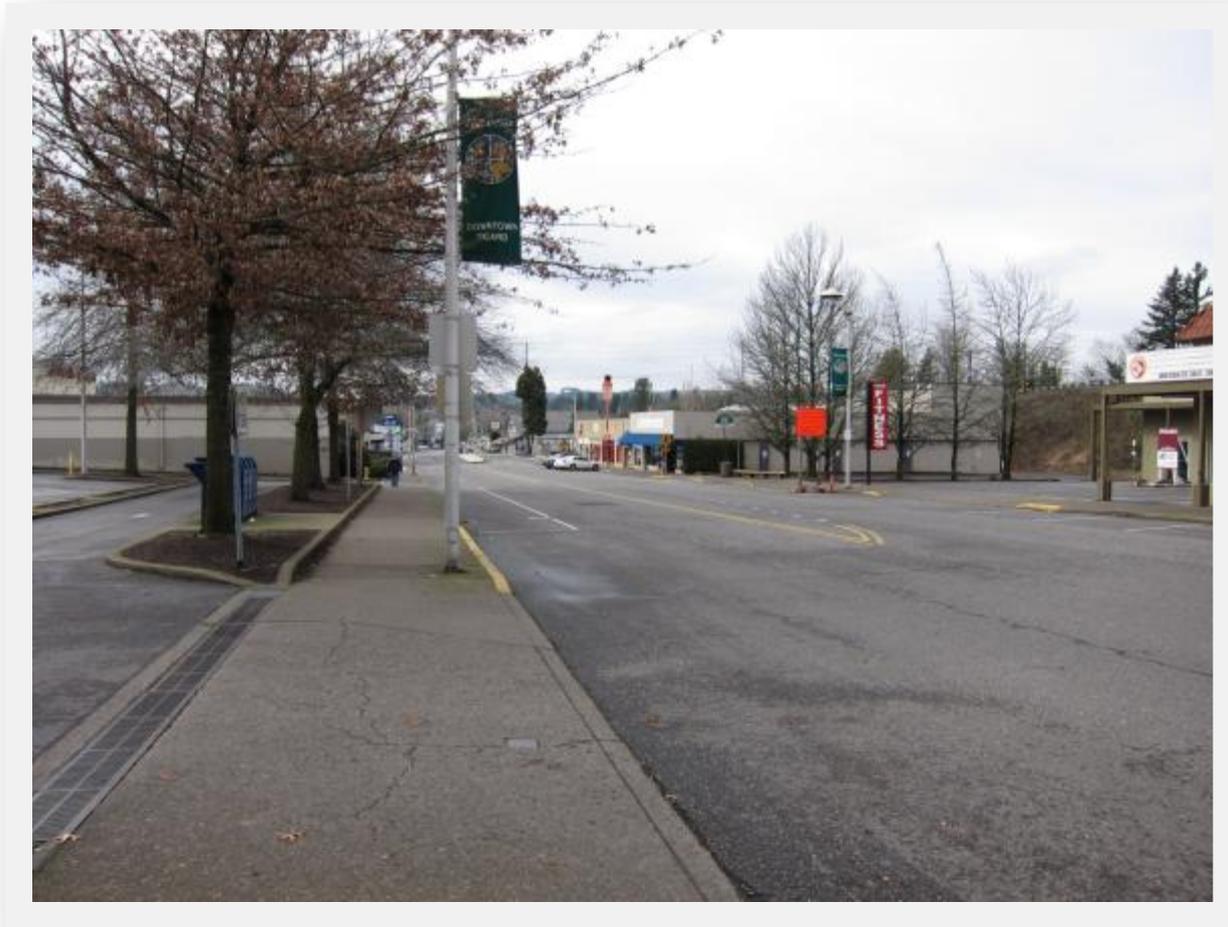


# STATUS



Circa 1934

# STATUS



# STATUS



# STATUS



# STATUS



# DEVELOPMENT IS HIGH STATUS



# INCORPORATING STATUS

- ❖ Reach out through high status individuals your network.
- ❖ Convene meetings of only Property Owners with a high status moderator.
- ❖ Offer special content/technical assistance that is just for Property Owners.

# PROPERTY OWNER CHARACTERISTICS

- High Status
- Not Joiners

# NOT JOINERS



# THREE REASONS THEY HATE JOINING

- 1) Public doesn't understand the business of owning property.
- 2) Potential for vilification or unwanted feedback about their buildings.
- 3) Don't enjoy public speaking.

## INCORPORATING NOT JOINING

- ❖ Don't ask them to do the three things they hate!
- ❖ Explore ways to collaborate that utilize an area of expertise or interest for Property Owners.
- ❖ Request assistance in concrete ways for tangible projects that benefit the district.
- ❖ Create property-owner only meetings that are less frequent.
- ❖ Tie into an organization they are comfortable with, such as a local chamber.

# PROPERTY OWNER CHARACTERISTICS

- High Status
- Not Joiners
- Not Government Lovers

NOT GOVERNMENT LOVERS

**NO, THE CITY IS NOT  
OUT TO GET YOU...  
IT JUST FEELS LIKE IT!**

# HISTORIC PROPERTIES



# INCORPORATING PUBLIC SECTOR DISLIKE

- ❖ Foster programs that build relationship between the two. Storefront improvement grants, for instance.
- ❖ Host a moderated discussion on zoning/code for the district.
- ❖ Create programs that ease tenanting hiccups related to occupancy rating and other code issues.
- ❖ Host a get together that allows city staff and Property Owners to mingle in a non-work setting.

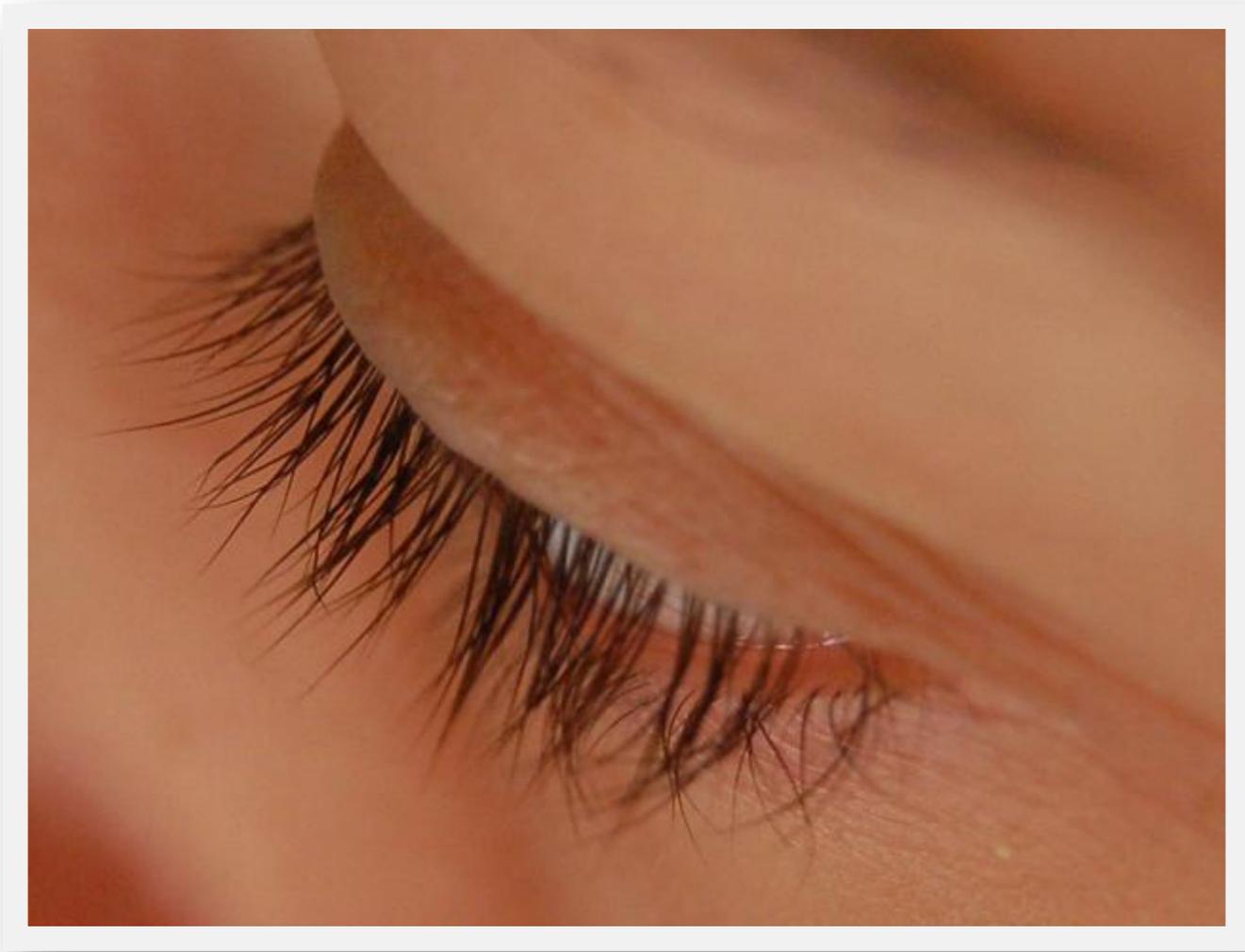
# PROPERTY OWNER CHARACTERISTICS

- High Status
- Not Joiners
- Not Government Lovers
- Hands On



# HANDS ON

# HANDS ON



# INCORPORATING HANDS ON

- ❖ Stop sending them email!
- ❖ Don't expect them to process reports and plans.
- ❖ Face-to-face meetings and telephone calls only.
- ❖ Tours are great learning opportunities.
- ❖ Arrange meetings with other Property Owners who have done interesting work.

# PROPERTY OWNER CHARACTERISTICS

- High Status
- Not Joiners
- Not Government Lovers
- Hands On
- Risk Takers

# RISK TAKERS





# RISK TAKERS

# INCORPORATING RISK TAKING

- ❖ APPEAL THROUGH ECONOMICS!
- ❖ Develop storefront grants.
- ❖ Offer feasibility studies.
- ❖ Provide technical assistance.

# Property Owners

*Characteristics*

*Who do you target?*

# Property Owners

*Characteristics*

*Who do you target?*

# Property Owners HAPPENS IN WAVES



# Property Owners HAPPENS IN WAVES



**BUILDINGS ARE RENOVATED**

**NODES DEVELOP**

**INTERCONNECT INTO A DISTRICT**

# Property Owners HAPPENS IN WAVES



# LAST WAVER



# LAST WAVER



# LAST WAVER



# LAST WAVER



# LAST WAVER



# LAST WAVER



# LAST WAVER



WHO ARE FIRST WEVERS?

?

# WHAT STORY IS YOUR DISTRICT TELLING?



# WHO ARE FIRST WEVERS?

➤ Owner-Users

# FIRST WAVER



# FIRST WAVER



# FIRST WAYER



# FIRST WAYER



# FIRST WAYER





## FIRST WAVER

# FIRST WAVER



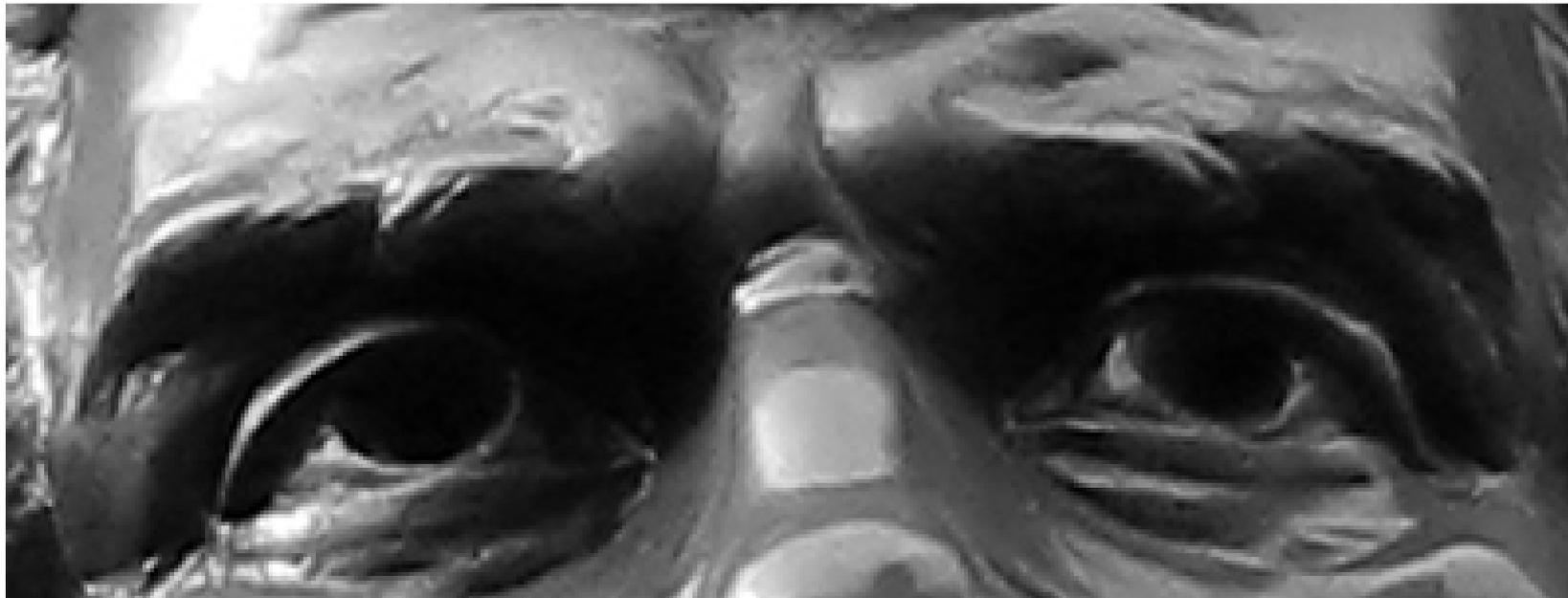


## FIRST WAVER

# WHO ARE FIRST WEVERS?

- Owner-Users
- New Owners

## NEW OWNERS BRING FRESH EYES



# UGLY BOXES ARE GREAT!



# UGLY BOXES ARE GREAT!



# UGLY BOXES ARE GREAT!



# UGLY BOXES ARE GREAT!



# UGLY BOXES ARE GREAT!



# UGLY BOXES ARE GREAT!



# UGLY BOXES ARE GREAT!



# UGLY BOXES ARE GREAT!



# UGLY BOXES ARE GREAT!



# UGLY BOXES ARE GREAT!



Courtesy of Creative Commons License, Flickr User eyeliam

# UGLY BOXES ARE GREAT!



Courtesy of Jon Kellogg

# UGLY BOXES ARE GREAT!



# UGLY BOXES ARE GREAT!



# UGLY BOXES ARE GREAT!



Courtesy of Jon Kellogg

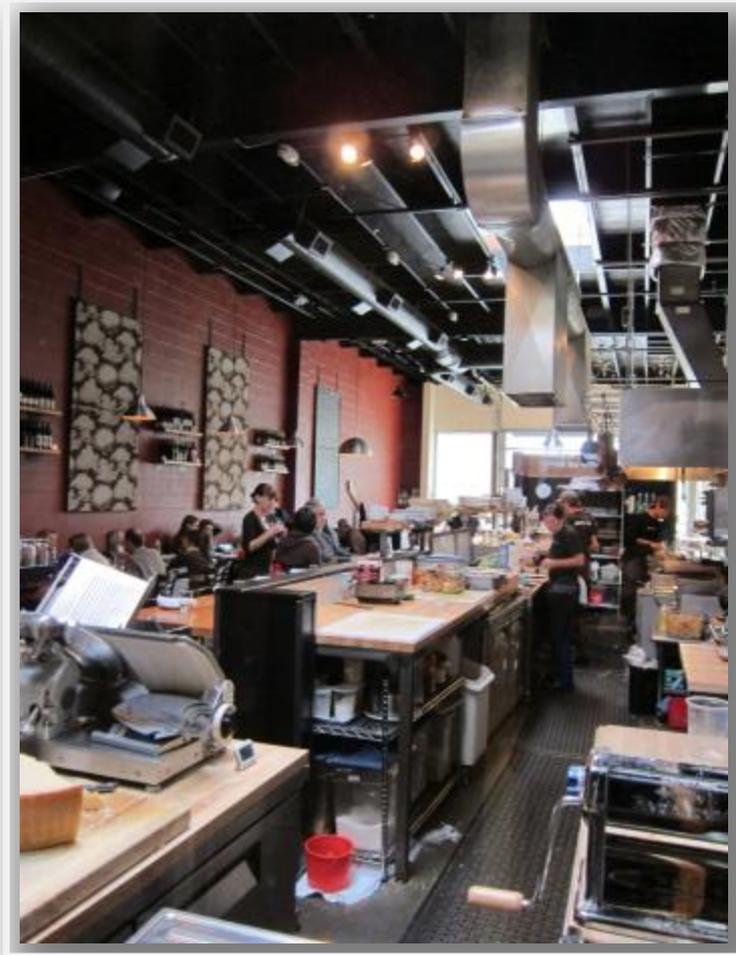
# UGLY BOXES ARE GREAT!



UGLY BOXES  
ARE GREAT!



UGLY BOXES  
ARE GREAT!



# UGLY BOXES ARE GREAT!





UGLY BOXES  
ARE GREAT!

# UGLY BOXES ARE GREAT!



Courtesy of Google Streetview

# UGLY BOXES ARE GREAT!



# UGLY BOXES ARE GREAT!



Courtesy of Google Streetview

# UGLY BOXES ARE GREAT!



## WHO ARE FIRST WAVERS?

- Owner-Users
- New Owners
- Resident Owners/Native Sons & Daughters

# RESIDENT OWNERS



Courtesy of Emerick Architects

# RESIDENT OWNERS



Courtesy of Emerick Architects

# RESIDENT OWNERS



**Courtesy of Emerick Architects**

# RESIDENT OWNERS



# RESIDENT OWNERS

- 1) Manage for Short Term Cash Flow
- 2) Manage for Long Term Value

# MANAGING FOR SHORT TERM CASH FLOW

- ❖ Decreases district identity over time.
- ❖ Businesses don't engage the sidewalk, creating a dead public realm.
- ❖ Limited hours of operation makes it hard to achieve 18-hour activation.

# SHORT TERM CASH FLOW



# SHORT TERM CASH FLOW



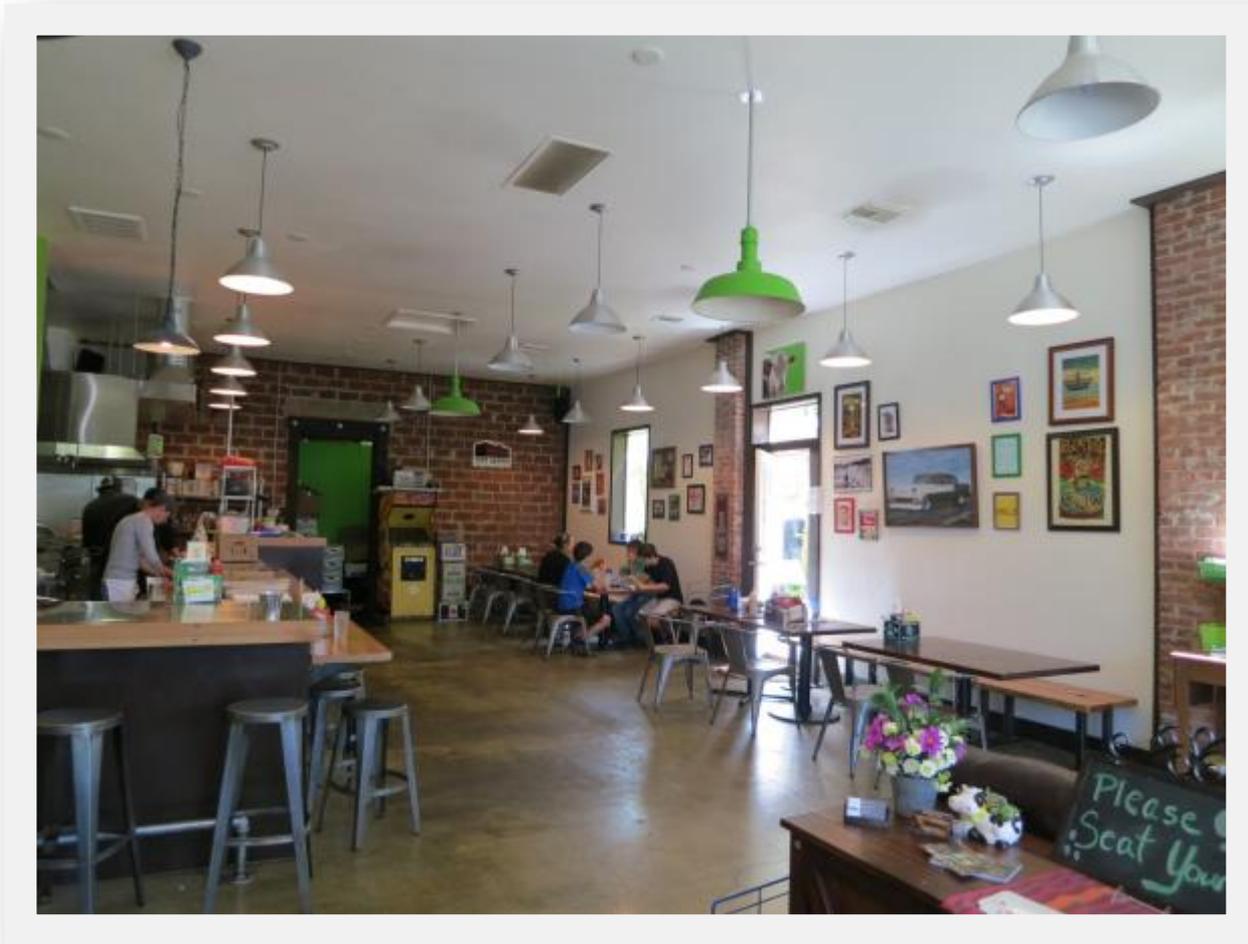
# MANAGING FOR LONG TERM VALUE

- ❖ Builds positive district identity.
- ❖ Encourages sidewalk activity, which drives sales per square foot.
- ❖ Mixes a variety of tenants with uses throughout the day to make it an active place for a longer period of time.
- ❖ Value and rents rise as a result.

# RESIDENT OWNERS



# RESIDENT OWNERS



# RESIDENT OWNERS



# RESIDENT OWNERS



# RESIDENT OWNERS



# RESIDENT OWNERS



# RESIDENT OWNERS



# RESIDENT OWNERS



# RESIDENT OWNERS



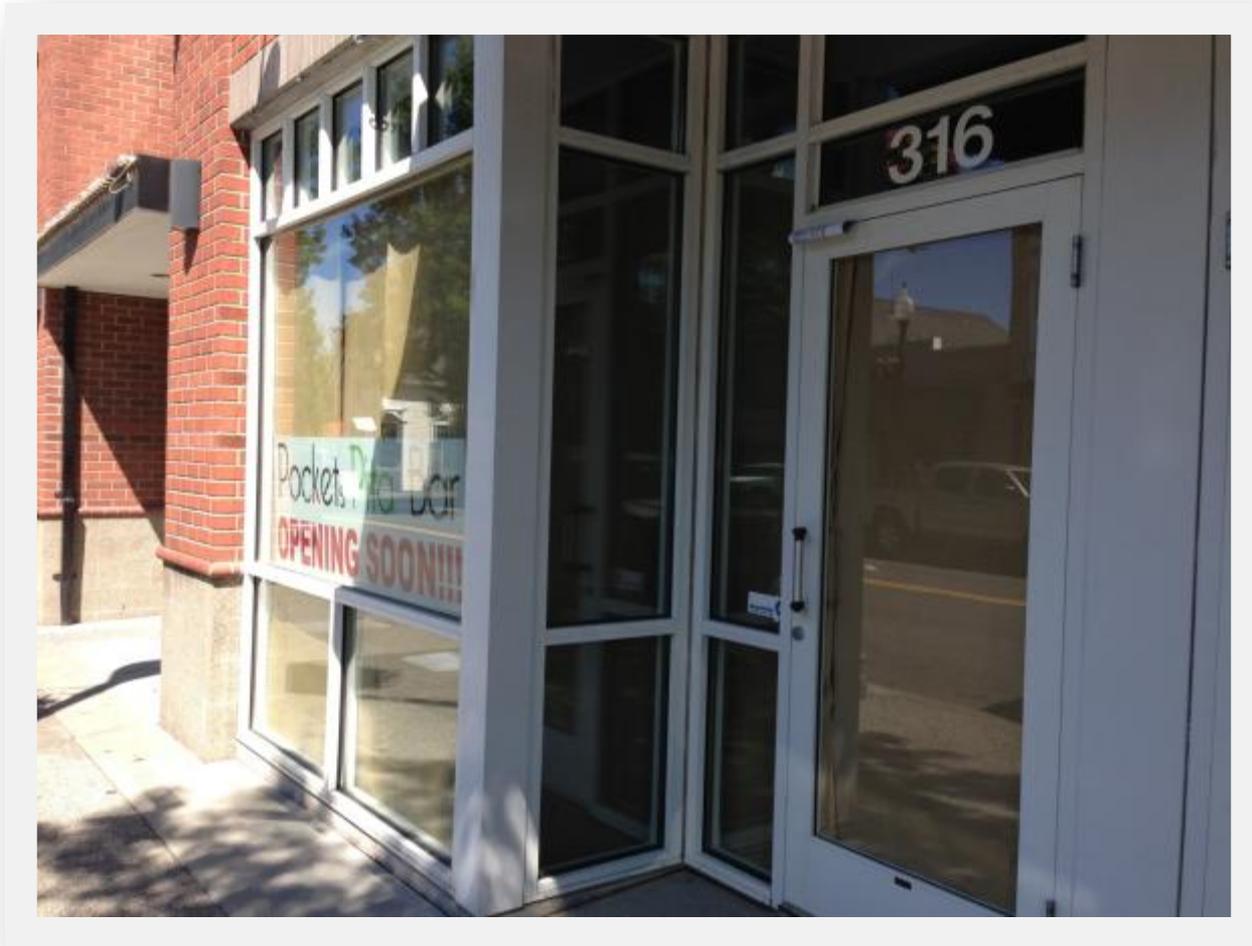
# RESIDENT OWNERS





## RESIDENT OWNERS

# RESIDENT OWNERS



# Property Owners

 *Characteristics*

 *Who do you target?*



## SUMMARY

- Economics
- Tangibility
- Relationships

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