

# Downtown Bloomington Certified Technology Park

August 22, 2012 Citizens Academy

## Vision:

A sought-after model of modern, sustainable urban redevelopment that nurtures creativity and entrepreneurship among its citizens and workforce, helps brand Bloomington as a lively tech sector hub, attracts private investment, employment and visitors, and provides welcoming living options for Bloomingtonians

The emphasis will be on supporting high tech employment uses – flexible office space for technology start-ups, adequate post-incubation space for growing technology and life science businesses – but must also include a mix of other downtown-appropriate uses: a diversity of residential options for tech park employees and active seniors, restaurants and support services, and other public amenities such as greenspace and the B-Line Trail to serve the businesses, their employees and clients, and to draw visitors downtown.

## Redevelopment Goals:

- Attract tech sector development; create jobs
- Diversify downtown housing: *non*-student
- Merge the area into fabric/character of downtown
- Leverage the B-Line Trail attraction to stimulate capital investment and economic development
- Implement a plan that integrates sustainability, economic development, historic preservation

## Strategies:

- 2010 – Expanded Downtown TIF (Fig. 1)
- 2011 – Purchased 12.01 acres from IU (Fig. 2)
  - Temporary lease-back agreement with IU in three buildings, ending 2012 thru 2014
- Public Funding (no General Fund)
  - TIF Revenue Bonds: \$13.67 million
    - Land purchase: \$9.3 million
    - Infrastructure, Planning: \$3 million
    - Debt Service Reserve: \$1 million
  - Downtown TIF: maintenance of properties
  - CTP Fund: further infrastructure, econ dev
- Develop Master Plan/Redevelopment Strategy: subdivide 12 acres into saleable parcels, invest in infrastructure, attract private investment
  - Resource Analysis/Market Feasibility - Now
  - Land Use Plan/Redev Plan – July through Oct
  - Infrastructure and Implementation Plan – Nov through Feb 2013
- Public Engagement
  - Advisory Committee
  - Charrette (July/Aug), Open Houses (Oct and Feb)
  - Various Stakeholder and Sector meetings, focus groups and roundtables (throughout)

Fig. 1.

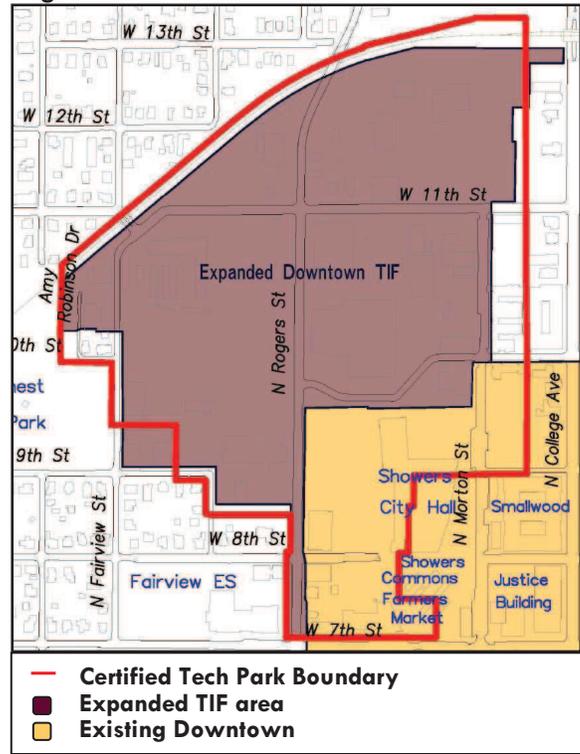


Fig. 2.



# Downtown Bloomington Certified Technology Park Master Plan & Redevelopment Strategy FACT SHEET

## ***Vision:***

Bloomington's downtown Certified Technology Park will be a sought-after model of modern, sustainable urban redevelopment that nurtures creativity and entrepreneurship among its citizens and workforce, helps brand Bloomington as a lively tech sector hub, attracts private investment, employment and visitors, and provides downtown living options for Bloomingtonians.

The emphasis will be on supporting high tech employment uses – flexible office space for technology start-ups, adequate post-incubation space for growing technology and life science businesses – but must also include a mix of other downtown-appropriate uses: a diversity of residential options for tech park employees and active seniors, restaurants and support services, and other public amenities such as greenspace or plaza space and the B-Line Trail to serve the businesses, their employees and clients, and to draw visitors downtown.

## ***Consultant Team:***

[MSI / KKG](#) (Lead Firm – Columbus, OH, Covington, KY, and Indianapolis, IN)

Land Planning, Sustainable Site Design, Urban Design, Complete Streets Design

[Pizzuti Solutions](#) (Columbus, OH)

Strategic Development, Economic Development Planning, Market Analysis

[Burgess & Niple](#) (Indianapolis)

Civil Engineering, Sustainable Design, Utilities & Infrastructure, Technology

Infrastructure Design, Electrical Engineering, Transportation Engineering

[TechEdvise](#) (Indianapolis)

Technology Design and Planning

[Kirkwood Design Studio](#) (Bloomington)

Community Design & Planning

## ***Timeline:***

Start: February 2012

Finish: February 2013

## ***Project Phases:***

One: *Reconnaissance:* Data Collection, Stakeholder Interviews and Focus Groups, Existing Conditions Analysis (February – June 2012)

Two: *Plan Development:* Opportunities/Constraints Summary, Draft Development Concepts, Charrette, Public Open House (June – September 2012)

Three: *Implementation Plan:* Implementation Strategy, Infrastructure Plan and Master Plan, Funding and Financing Strategy, Marketing & Leasing Strategy, Real Estate/Investor Roundtables, Public Open House (September – February 2012)

## ***Project Goals:***

The project requires the completion of a visionary and innovative Master Plan and Redevelopment Strategy for areas within the downtown state-certified Technology Park to provide a realistic, investment-ready action plan with specific implementation tactics through a process that brings alignment and consensus among diverse stakeholders.

Through three primary deliverables – a resource and market analysis, a strategic infrastructure improvement plan and a land use master plan – this project will provide an integrated redevelopment plan for the downtown targeted area. The implementation of the plan will transform the area into a sustainable community tech district that provides a catalyst for knowledge sharing, enterprise and innovation while bringing social, environmental and economic benefits.

## ***Guiding Principles:***

The Plan will address the following guiding principles and project goals:

### ***Realistic, Market-based Economic Development Strategies***

- Provide the appropriate organizational development guidelines and mechanisms to ensure the long-term economic vision, design and sustainability goals are met with a realistic, implementable action plan.
- Establish redevelopment concepts by analyzing the current technology/research office market as it relates to regional market context, past growth, absorption and future growth.
- Identify the market drivers and identify specific industry sectors to be targeted and provide specific recommendations and strategies for attracting those sectors to the downtown Bloomington Certified Technology Park.

### ***Technology Cluster Enhancement, Business Incubation***

- Support current tenants and strengthen linkages with educational institutions, regional technology and research clusters to attract new enterprises.
- Support the attraction and growth of high-technology business to promote technology transfer opportunities.
- Provide for a dedicated business incubator facility to nurture new and expanding high-tech and entrepreneurial ventures.
- Provide linkages to Indiana University's tech corridor.

### ***Downtown Integration with Mixed-Use Redevelopment***

- Provide strong placemaking as both a process and a philosophy ensuring that developments are appropriate to the context of Bloomington's vibrant downtown, its cultural district identity and the tech district identity.
- Retain and attract employment and investment in both the Tech Park and downtown Bloomington in a live-work-play environment.
- Provide strong physical linkages to downtown and adjacent neighborhoods.
- Assess housing needs and demands, including workforce housing, senior housing, artist live/work housing, and affordable housing; and develop realistic strategies to address housing demand.

### ***Sustainability***

- Embed integrated, sustainable design from the outset in the master plan for the site, buildings, infrastructure, district development and off-site impacts.
- Create a walkable, bikeable well-connected street and trail network and ensure a range of transportation options within the Tech Park and between the Tech Park and other parts of the community.
- Analyze opportunities to create civic spaces and uses that encourage walking, social interaction, and community cohesion.
- Explore alternative and potentially self-sustaining energy sources such as geothermal.
- Design with 24/7 pedestrian safety and security in mind.

### ***Value-Added Public and Private Investments***

- Develop a Master Plan and Redevelopment Strategy that will provide catalytic opportunities for the revitalization of adjacent areas, sites and neighborhoods.
- Provide supporting regulatory mechanisms and streamlined planning and zoning processes to aid in certifying properties through Indiana's Shovel Ready program.
- Identify short-term specific implementation measures that will enable the properties to be made investment-ready.
- Develop criteria and benchmark measures of potential private redevelopment projects that both ensure a value-added return on public investment and provide process predictability for private investors.

### ***21st Century Infrastructure***

- Utilize integrated design strategies to develop an implementation plan to upgrade public and private utilities and infrastructure to serve employment and technological needs innovatively and efficiently, as well as comport the values of complete streets and green infrastructure.

### ***Historic Preservation and Adaptive Reuse***

- Include the preservation and adaptive reuse of the contributing historic structures of the Tech Park conserving the cultural and historic industrial fabric of Bloomington for future generations.

### ***Public Participation and Engagement***

- Provide a collaborative and inclusive design and planning process that builds consensus support among the community, stakeholders and investment partners.