

# UDS

U R B A N D E V E L O P M E N T S E R V I C E S

## **CV, Scott W. Day**

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Mr. Day is the principal of Urban Development Services, a firm specializing in urban design and design management strategies for commercial districts. Urban Development Services provides clients with market-driven solutions for the creation and enhancement of pedestrian-oriented commercial districts and the tools they need to plan, manage and enhance their commercial district's image and performance. Much of the firm's work addresses developing master plans as a community tool for guiding growth and development in downtown. Mr. Day has over 28 years of experience in downtown commercial district revitalization ranging from small rural communities to inner city neighborhoods.

He regularly conducts training sessions on urban planning issues as they relate to commercial districts, commercial architecture restoration strategies, ordinances that impact commercial districts, retail image development and historic preservation planning. Mr. Day has created design guidelines for business districts that facilitate the development of pedestrian-oriented retail development. These form based codes are easier to understand and much easier to administer than typical style based design guidelines.

Mr. Day worked with for the National Main Street Center for 17 years where he provided technical assistance to the Main Street communities across the United States. He has worked with Main Street programs in more than forty states representing over 500 different communities.

Mr. Day has a bachelor's degree in landscape architecture from the University of Wisconsin-Madison and has worked for the University of Wisconsin Cooperative Extension Agency, where he specialized in urban design, community planning and development. He is the former Executive Director for Bluffton Revitalization Inc, in Bluffton, IN. Mr. Day is a licensed general contractor in the City of San Antonio, TX

## **CURRENT PROJECTS**

### **Oklahoma Main Street Program**

Laverne, OK, 2011

McAllister, OK 2011

Muskogee, OK 2011-2013

Tahlequah, OK, April 2013

Seminole, OK, May 2013

Woodward, OK, Current

UDS has been working closely with 6 different communities in the Oklahoma Main Street Program helping them get ready for large scale public improvement projects. This work has developed conceptual drawings and reports to allow community leaders to be able to communicate the need and vision for undertaking important infrastructure upgrades in their community. The projects have ranged from extensive streetscape projects and water front developments to a corner park in Woodward. The service entails developing conceptual plans and perspective drawings. These are paired with accompanying research to determine which information the communities currently have on file and what will be needed for undertaking the project. The ultimate goal of these projects is to get the communities ready to launch a successful request for proposals.

## **RECENT PROJECTS**

### **Commercial Façade Enhancement Study, Scottsbluff, NE, August 2012**

UDS is undertaking the rendering and reports for the rehabilitation and restoration of approximately 100 buildings in Scottsbluff's Downtown Business Improvement District. This study will examine existing conditions and compare them with past images of the structure to determine to what extent the building can either be rehabilitated or possibly restored. UDS has also assisted the city with the establishment of its façade enhancement grant program by outlining key design guidelines and requirements for recipients.

### **Design Guidelines, Lawrence, KS, February 2012**

UDS in conjunction with Ann McGlone LLC helped the city of Lawrence write the first ever set of design guidelines for the Oread Neighborhood which is situated between the burgeoning University of Kansas and the ever popular downtown Lawrence. The guidelines needed to accommodate adaptations of larger homes to group living situations. The guidelines also need to address older buildings that had been converted to popular commercial business so that as these business grow and expand their new structures retained the best of the past while allowing the owners to meet modern code issues.

### **Master Plan for Scottsbluff, NE, January 2011**

Scottsbluff is the largest city in the panhandle of Western Nebraska. Urban Development Services wrote the first ever Master Plan for Downtown Scottsbluff. The plan was broad based in nature, examining public improvements, parking occupancy rates, basic economic development data including existing leasing mix and potential leasing strategies. The core principles behind the plan were to slow traffic and improve pedestrian flow through downtown by making downtown a fun, compelling and rewarding place to walk by rebuilding activity

along the street. At the heart of the design plan was to activate two key corners in the downtown by transferring one into an outdoor dining area. The second corner is slated to become the home of an improved farmers market venue with a “liner building” constructed on the corner. In addition the plan also shows how Scottsbluff can leverage their abundance of parking to further downtown’s redevelopment.

### **Design Guidelines, Las Vegas, NM, December 2009**

Las Vegas boasts the most buildings per capita on the National Register of Historic Places. The Las Vegas commercial district architectural palette is diverse with early examples of Territorial Adobe, Romanesque, Mission, Victorian and Greek Classic Revival. UDS compiled previous drafts of local design guidelines to synthesize a core set of maintenance and rehabilitation guidelines for their commercial districts. While this had been done for their residential districts it had never been done for the commercial districts. The core focus of this product was to ensure that the HDRC could read these guidelines and have them feel as though they were a family of guidelines by using language that was common to the residential guidelines.

### **Downtown Design Guidelines for Petoskey, MI, November 2009**

Petoskey has long been a prominent tourism destination on Lake Michigan. Recent growth pressure necessitated the establishment of design guidelines in order to prevent the erosion of their strong sense of place. Urban Development Services recently facilitated the first of two public workshops to gather community input for the development of the community’s first ever design guidelines. These illustrated guidelines are being written so that the community can use them in a voluntary manner, with implementation initially through incentives and then eventual adoption as code.

### **Historic Preservation Master Plan, San Antonio, TX, August 2009**

Urban Development Services in conjunction with Lakota Group of Chicago, IL developed the first historic preservation master plan for the City of San Antonio. Through a year-long process, they interviewed constituency groups and held numerous public input workshops to devise a strategic work plan for expanding preservation efforts in the seventh largest city in the United States. Recommendations include efforts to expand funding sources, administrative changes to make it easier to conduct design review and educational strategies and tools to build awareness of the community’s unique resources. Recommendations center on what the city can do internally, as well as externally, to save more of the built environment that showcases San Antonio’s unique culture.

### **Master Plan for Sidney, NE , December 2009**

Sidney is a small but growing community in the southwestern panhandle of Nebraska. The City of Sidney retained UDS to complete a citizen-driven master planning study for the downtown. This planning effort built upon the pre-existing community vision and a broad foundation of public consensus to achieve implementation of strategic downtown improvements. Sidney, like many communities, has seen a decline in its traditional downtown retail yet it maintains its strength as an office and financial center and a center for government. The Sidney Downtown Master Plan builds on Sidney’s strengths and addresses emerging

redevelopment opportunities by identifying most appropriate development sites and types of development, as well as designing a new streetscape that serves the needs of the city's residents and its visitors.

### **Downtown Design Guidelines, Idaho Falls, ID, 2008**

Idaho Falls had neither design review nor design guidelines when UDS started working with them in early 2007. Urban Development Services facilitated two different public workshops to establish community ownership and understanding of the design guidelines appropriate for Idaho Falls. Despite a strong property rights environment these voluntary guidelines were unanimously endorsed by the business district.

### **Review of Sign Ordinance for Lincoln Park, Ft. Pierce, FL, 2008**

Lincoln Park is the African-American commercial district of Ft. Pierce, Florida. This economically challenged district needed a sign ordinance that worked for the types of businesses found here but at the same time operated under the same sign ordinance that the traditional business district immediately adjacent to Lincoln Park uses. Urban Development Services reviewed the current sign ordinance and made recommendations on how this could be done given a limited administrative staff.

### **Review of Sign Ordinance and Administrative Procedures, Highland Park, NJ, 2007**

Highland Park is a burgeoning business district in North New Jersey. The growth pressures of this region have created a base of businesses in Highland Park that are rather entrepreneurial in how they reach their customers. Urban Development Services worked with the business district for two days outlining key areas of the ordinance that need to be enforced as well as portions that could be relaxed some to allow the current businesses to compete more in the big box environment that is emerging on the adjacent Rt. 1 corridor.

### **Research Project, Design Guidelines and Their Administration for City Centers, City of Indianapolis, IN 2007**

The City of Indianapolis had long specified design review for their downtown but guidelines were never developed and administrative duties were never outlined which resulted in projects being subjected to inconsistent staff review. Mr. Day, while at the National Main Street Center, was enlisted to research "design review best practices" of other large urban downtown areas in the United States. This survey compiled the best practices of 15 other communities of similar size with similar issues for Indianapolis to consider as they move forward in implementing a more equitable and efficient design review process.

### **Preservation Master Plan for Castro Colonies Interpretative Center, Castroville, TX, 2008**

The City of Castroville poses some unique architectural resources that allow it to tell the story of South Texas's struggling development in the 1840's. Urban Development Services worked with Castroville to develop the resource base for this community to establish the Castro Colonies Interpretive Center. This work has included a preliminary historic structures report, identifying markets that this facility can teach to, facilitating organizational development

meetings for the Castro Colonies Heritage Association and developing graphics that will help the steering committee sell this project to a larger constituency.

## **TRAINING SESSIONS**

### **State of TX Main Street Program**

*Business Development and Recruitment for Downtown Districts, June 2013*

Mr. Day presented a 3 hour workshop to over 80 downtown managers from TX. The workshop discussed how to get ready and approach business development and recruitment in an era of dwindling credit resources for small entrepreneurs and the role that the greater community can play in helping fill downtown vacancies.

### **Taylor, TX,**

*Merchandising for Main Street Retailers, March 2013*

UDS presented a 2 hour merchandising workshop and then met individually with over 15 businesses the next two days to help the businesses understand how to apply this information to their business.

### **Frederick, MD**

*Merchandising for Main Street Retailers, April 2012*

UDS presented a 2 hour merchandising workshop and then met individually with over 15 businesses the next two days to help the businesses understand how to apply this information to their business.

### **State of Nebraska**

*Preservation Boot Camp, Sidney Nebraska, September 2009*

Responsible for two days of instruction including hands-on window repairs work shop

### **State of New Mexico**

*Design Camp and Preservation 101, July 2009*

How to Develop and Administer and Design Guidelines for Your Downtown

### **State of Georgia**

*Design and Preservation Institute, May 2008 and June 2009*

Responsible for two days of instruction including urban design, preservation of materials and building maintenance tips.

### **Oakland County Michigan**

*Main Street Design 101 and Economic Restructuring 101, February 2009*

### **Oregon Main Street Program**

*Main Street Design 101 and Economic Restructuring 101*

*Baker City, OR, June 2009*

*LaGrande, OR, March 2009*

*Lake Oswego, OR January 2009*

### **Downtown Colorado Inc,**

*Downtown Design Institute, January 2009*  
*One day workshop on Streetscape Essentials, Urban Design and How to Implement Design Guidelines*

**New Jersey Downtown Revitalization Institute,**  
*How to Develop and Administer Design Guidelines for Your Downtown, July 2008*

**National Town Meeting, National Main Street Center, Philadelphia, PA**  
*Developing Your Downtown's Graphic Identity, March 2008*

**New Mexico Downtown Revitalization Institute,**  
*Developing and Administering A Sign Ordinance, February 2008*

**National Main Street Center**  
*Downtown Certification Institute, February 2006 and January 2008,*  
*Design for Retail Streets*

**New Mexico Downtown Revitalization Institute,**  
*Urban Design and Urban Planning for Business Districts, June 2007*

**State of Wyoming**  
*Design and Preservation Institute, June 2007*

**Paducah, KY**  
*Understanding the National Register of Historic Places and Using Historic Tax Credits*  
February 2008

## **DESIGN TECHNICAL ASSISTANCE**

### **Façade Technical Assistance, Las Cruces, NM, 2009**

Urban Development Services was retained by the Las Cruces Main Street Program to develop a façade sketch for 10 different structures in their downtown. Some of these were newer structures or had lost most of their original elements and weren't able to afford restoration so a sympathetic design was developed. Each sketch was accompanied by a work plan for the property owner.

### **Façade Technical Assistance, Sidney, NE, 2008**

Urban Development Services was retained by the City of Sidney to develop a façade sketch for each of the 48 buildings in their local historic district. This encompassed meeting with each property owner and then developing a sketch to illustrate either a restoration or rehabilitation of the façade that is sympathetic to the material still in place and the targeted customer. Each sketch was accompanied by a work sheet for the property owner to follow up on. Over 15 buildings were worked on as a result of this program.

### **Façade Technical Assistance for Rock Springs, WY, 2008**

Rock Springs boast one of the most diverse 20<sup>th</sup> century commercial pallets in the United States. Urban Development Services was retained to advise 8 different property owners on a realistic, cost effective approach to restoring or rehabilitating their facades. These buildings included stucco, brick, pressed metal, a Mesker Storefront and a wood clapboard storefront clad in fake rock. Each sketch was accompanied by a work plan for the property owner.

**Façade Technical Assistance, Green River, WY, 2007**

Urban Development Services was retained by the City of Green River Downtown Development Authority to develop sketches and façade work plans for eight different businesses in their local historic district. This group of buildings included wood frame clapboard structures, an early 19<sup>th</sup> century brewery, a hotel with 4 different store fronts, two original Lincoln Highway garages, a 1950's motel with a very bad addition, a residential structure that was turned into a real estate offices and a mid 20<sup>th</sup> century commercial structure that was owned by a Mexican Restaurant on one side and an adult establishment on the other side.