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# CITYFIX

Sprawl Repair Solutions™

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MARKET-BASED SOLUTIONS TO  
REIMAGINE COMMERCIAL DISTRICTS

Archive|DS

PLACE  
+MAIN  
ADVISORS



## WHAT IS CITYFIX?

CITYFIX Sprawl Repair Solutions™, or CITYFIX for short, is a service that reimagines struggling single-use commercial districts, shopping centers, and properties through market-based solutions, encouraging urban design strategies, and stronger utilization of infrastructure and community assets.

By providing state-of-the-art data and global best practices gathered through decades of research and project experience, CITYFIX gives communities and developers alike a road map to redevelop failing properties into vibrant centers of economic and social activity.



# WHO IS CITYFIX FOR?

Once bustling commercial districts have seen traffic slow, notable retailers die off, and ownership of many shopping centers change in recent years. Commercial real estate has been shaken to its core, and the impact is not just felt on individual properties, but on surrounding neighborhoods and districts as well. Existing and potential residents and businesses don't want to be close to half-empty shopping centers. Meaning, many communities, business districts, and commercial corridors are in danger of being left behind.

If you have a single-use commercial:

- District
- Corridor
- Property

CITYFIX is for you and it's time for a new way forward.





## WHO IS BEHIND CITYFIX?

CITYFIX is a collaboration of urban design firm Archive DS and economic development and community marketing consultants Place + Main Advisors.

Archive DS has a long, award-winning history of providing innovative solutions, visioning, design, and planning for the redevelopment of private and public sector properties.

Place + Main Advisors is nationally-renowned in the areas of economic development, placemaking, and telling a community's story.

This integrated group of professionals make an incredibly strong team to address issues struggling commercial centers face.

# MEET THE TEAM



**Mark Nickita, FAIA**  
Archive DS

**Areas of Expertise:**

Urban Design  
Civic Leadership  
Development



**Dorian Moore, AIA**  
Archive DS

**Areas of Expertise:**

Architecture  
Zoning  
Adaptive Reuse



**Kirsten Borgstrom**  
Place + Main Advisors

**Areas of Expertise:**

Public Relations  
Community Marketing  
Real Estate Marketing



**Joe Borgstrom**  
Place + Main Advisors

**Areas of Expertise:**

Economic Development  
Market Analyses  
Real Estate Finance

# THE CITYFIX PROCESS

Community Engagement + Market Research + Design Expertise



## Design Development

The CITYFIX process is a highly inclusive engagement process, using focus groups, public meetings, and online surveys to get the pulse of the community. This information is coupled with the latest market data and combined with our team's design and planning experience to create a new vision for the community, district, or property.



### Physical Analysis

The process starts with the analysis of the site, district, or property and its connection to surrounding areas and assets, giving context to the project.



### Market Research

Using the latest data and public engagement, an analysis of existing and future market potential will be created as well as modeling of impact of changes to the property.



### Idea Generation

Combining the data and engagement with our team's extensive experience, the core ideas for redevelopment will emerge, from adaptive reuse to new uses and development.



### Design Development

The initial design phase will bring the ideas to life. Development of creative and time-tested designs will begin to show the transformation of the area.



### Design Refinement

As our team receives feedback, the designs will be refined to include this input and reflect the market and community reality.



### Finalization

Once designs are complete, an Implementation Plan will create short-, mid-, and long-term goals to help move the project to reality.

# THE CITYFIX PRODUCT

Market Data + Design Services + Implementation Plan

CITYFIX is an opportunity for a community to reimagine what could be and delivers the most important aspects for planning next steps:

## Design Services

### Asset and Opportunity Analysis

- Mobility and Accessibility Characteristics
- Site Context + Adjacent Property Evaluation
- Maximum Development Capacity Study
- Design Iteration/Alternatives for Physical Redevelopment

### Options

- Design Strategy for Final Product
- Urban Design Concept

### Real Estate Use Reorientation

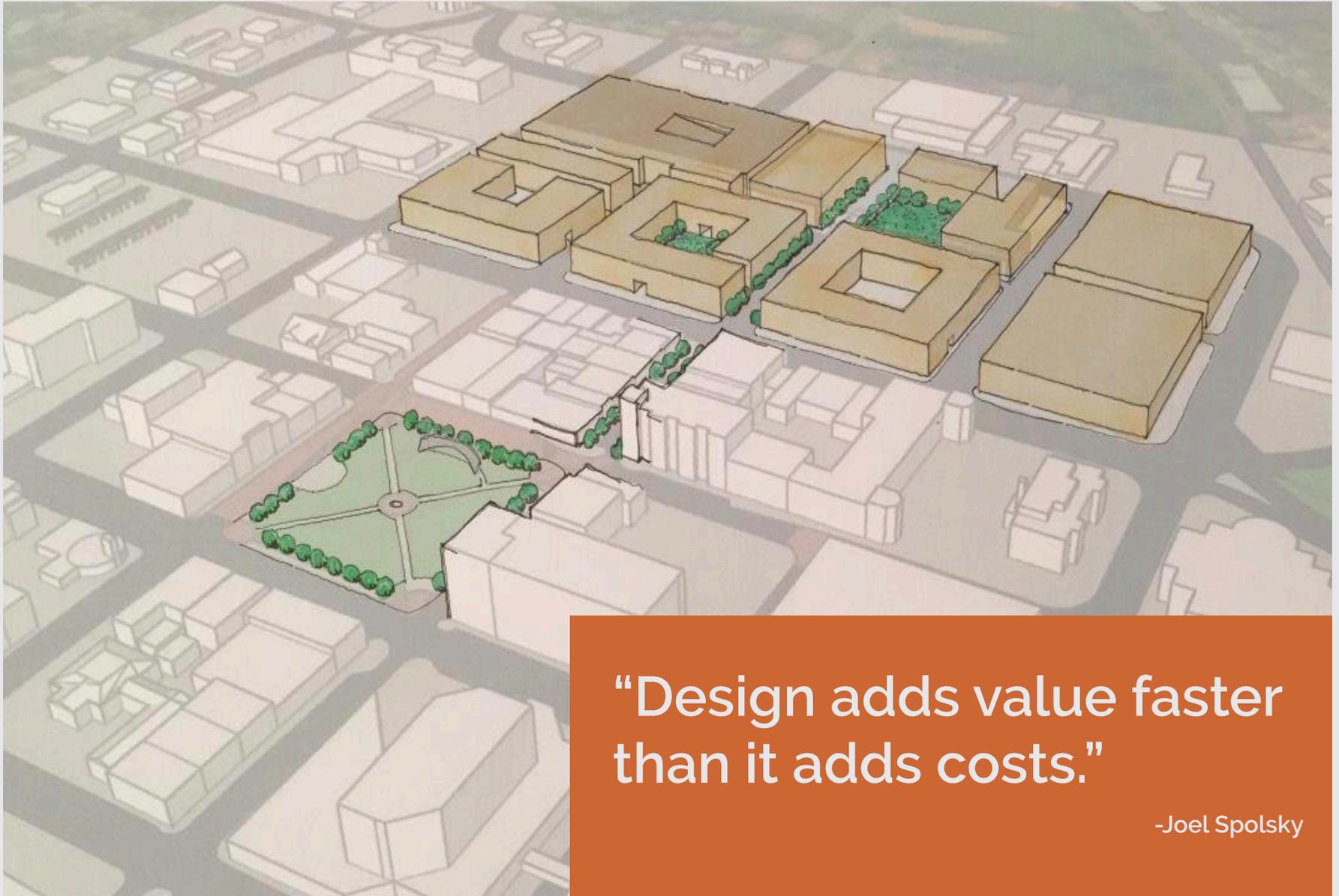
- Walkability/Pedestrian Orientation
- Zoning Analysis

## Market Data

- Demographic Changes
- Primary + Secondary Trade Area Establishment
- Retail Gap + Projections
- Dynamic Data Analysis and Modeling
- Retail Impact of Additional Housing
- Economic Impact Analysis

## Implementation Plan

- Short- and Long-Term Development Strategies
  - Project Phasing
  - Incremental and Large Stages
- Initial Pro Forma Development
- Zoning Strategy for Future Development



“Design adds value faster than it adds costs.”

-Joel Spolsky



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