

Resume Scott W. Day

Urban Development Services

354 Thorman Place
San Antonio, TX 78209
[210] 930-3866
fax 3877

As of March 1, 2005 Scott Day started his own firm specializing in design management and retail economics for commercial revitalization. Urban Development Services will seek to develop approaches that are market driven and encourage pedestrian oriented development. Urban Development Services grew naturally out of Mr. Day's 17 years of experience with the National Trust's Main Street Center.

Mr. Day has developed a merchandising workshop for small independent retailers focusing on the use of inventory control, open-to-buy, floor planning and visual merchandising. His retail background includes work as the merchandising and department manager for Potpourri, a contemporary home furnishings store in Milwaukee.

He regularly conducts training sessions on urban planning issues, architectural restoration, sales leakage analysis and business recruitment and retention. His trainings emphasize development of existing businesses and ways to grow these businesses into larger concerns while diversifying the economic base with recruitment of new, complementary enterprises.

In addition to working with individual businesses, Mr. Day also developed design guidelines that facilitate the development of pedestrian oriented retail districts. These form based codes are easier to understand and much easier to administer than typical style based design guidelines.

While at the NMSC he provided technical assistance to the Main Street communities across the United States. He has worked with Main Street programs in over 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.

Professional experience

1988-2005

Senior Program Associate, National Main Street Center, National Trust for Historic Preservation: With a broad range of experiences in urban, suburban and rural commercial revitalization programs Mr. Day managed and delivered services such as Main Street training, community evaluation, resource teams and technical assistance to states and communities. He regularly developed and conducted workshops and presentations on downtown revitalization for conferences and workshops; conduct National

Main Street Center training programs in downtown revitalization strategies and real estate development.

1986-1988 **Executive Director, Bluffton Revitalization Committee, Inc.:** Responsibilities included the implementation of the four point Main Street program areas of organization, marketing, design, and economic restructuring using a community-wide volunteer base. Directly responsible to the President and Board of Bluffton Revitalization Committee Incorporated (B.R.C.I.). Provided development and technical services to city government, property owners, developers, financial institutions, contractors, and citizens groups. Directed and administered the Main Street services of the B.R.C.I., implementing Board policy, supervising B.R.C.I. staff and office operations, developing and monitoring the organization's budget, and providing direction and staff support to committees.

Program resulted in \$1.5 million in private sector investment, net gain of fifty new jobs, twenty new businesses, seven business expansions, and forty building improvement projects. Bluffton Revitalization Committee raised \$1.8 million private sector, \$400,000 C.D.B.G., for public infrastructure improvements using over two-hundred volunteers in this effort. Established twelve business retention and expansion programs and a \$300,000 revolving loan fund.

1985 **Survey Work/Designer, Eagle River, Wisconsin:** Conducted downtown appearance survey, designed streetscape and river front improvements, and downtown to river parkway connection, August, 1985 - December, 1985. (University of Wisconsin Extension Service.)

Site Designer, Portage Canal, Portage, Wisconsin: Developed master plan for Portage Canal Task Force and Portage Canal Society, August, 1985.

Undergraduate Project Designer, Rib Lake Village Improvement, Rib Lake, Wisconsin: Designed streetscape improvements, downtown business signs storefront improvements, and Village Park. Conducted nominal group sessions and project presentations to the public, merchants, and village board, January, 1985 to August, 1985. (University of Wisconsin Extension Service)

Undergraduate Project Designer, Medford Industrial Park Number 2 Planning, Medford, Wisconsin: (University of Wisconsin Extension Service)

1982-1984 **Retail Experience, Potpourri Inc., Mayfair Road, Wauwatosa, Wisconsin:** Merchandising, inventory control, shipping-receiving, ordering, and cashiering, May 1982 to January 1984.

Developments

Rehabilitated second story of downtown drugstore into a one-bedroom loft apartment. Bluffton, Indiana. 1986
Restored 4,000 square foot Victorian home. Bluffton, Indiana. 1993
1928 Bungalow for resale. San Antonio, TX. 1995-97
Restoration of 310 Adams, an 1892 Victorian, King William Historic District, San Antonio, TX. 2001-2002
Current project, 10 Bungalows for rental and garden apartments, San Antonio, TX.
Current project, Restoration of and additions to a 1926 Bungalow as a personal residence, San Antonio, TX.
Current project, Restoration of 1905 East Lake Victorian, San Antonio, TX

National Register Nominations: Assisted in data collection for part one certification:
Cornish stone house, Iowa County, Wisconsin, 1985.
Carlton Hotel, Edgerton, Wisconsin, 1985.
Wroe-Bustin House, Austin, Texas, 1996

General Contractor

Scott W. Day is a licensed general contractor in the City of San Antonio since 2002 and has completed several restoration projects as outlined above.
Numerous residential landscape designs and installations in Wisconsin, 1979-1986
Construction management, Austin, Texas. 1996

Education

University of Wisconsin, Madison. Major field of study: Landscape Architecture (business and industry option). 1980-1982; B.S. Landscape Architecture, 1983-1985

Dean's Honor List, University of Wisconsin, 1981, 1985

Milwaukee Institute of Art and Design, 1982-1983, Major field of study: industrial/interior design, sophomore level

RESEARCH

Formed based design guidelines for urban areas, Indianapolis, In for Historic Landmarks Foundation of Indiana

FAÇADE RENDERINGS

Wisconsin, (1988-2001)

From time to time States find themselves without the aid of a staff architect or designer to work with businesses on façade improvements. Mr. Day has stepped in on several occasions to provide technical assistance in the form of façade renderings. The largest client for whom these services have been provided to is the Wisconsin Main Street Program.

DESIGN CHARRETTES

Macon, GA, Knight Ridder Foundation, Preservation Development Initiatives, National Trust for Historic Preservation, 2003

Pontiac, MI, Knight Ridder Foundation, Preservation Development Initiatives, National Trust for Historic Preservation, 2004

CONFERENCES AND PRESENTATIONS

National Town Meeting, 1990-2004. Presenter on various subjects for the only conference dedicated to preservation and economic development of America's downtowns

National League of Cities, Indianapolis, IN, WalMart; Pro or Con, December, 2004.

Merchandising workshops for the State Main Street Programs of Connecticut, New Jersey, Indiana, Wisconsin, Missouri, Illinois, Iowa, Kansas, Nebraska, Oklahoma, Pennsylvania, City of Adrian, Michigan, Quincy, MA, Wheaton, Illinois

National Town Meeting, Pittsburgh, PA, Sensitive in-fill for Grocery Stores, April 1998.

National Trust for Historic Preservation annual conference, Sensitive in-fill for Grocery Stores, November 1998.

Old East Dallas Zoning Alliance, Sensitive in-fill for Grocery Stores, December 1998 and January 1999

Keynote Address, Oklahoma Historic Preservation Conference, 2004

Keynote Address, New Mexico Preservation Conference, January 2000

Design Matters Symposium, Historic Fort Worth, November 1999

Urban Design Training for the States of Wisconsin, Georgia, Illinois, Florida, Texas, West Virginia, New Mexico, New Jersey, Kansas and Nebraska. Urban Design Training for city-wide Main Street programs in Philadelphia, Boston, San Diego and Chicago.

Focus on Economic Development, City of San Diego's Spring Business Improvement District Seminar, April 1998.

Texas Downtown Association's Fall Conference, History of Signs in Urban Areas, 1995

Texas Main Street Program's Annual Training, Economic Impacts of Facade Improvements, 1995 to 2002, Presenter

Economic Restructuring Training, City of Chicago Main Street Program, Colorado, Nebraska, New Mexico, Wisconsin, Illinois, Michigan, Kentucky, Ohio, and California

Market Analysis Training for Downtowns, Suburban Illinois Main Street Program, March 1998

Maine Downtown Development Conference, Key Note Address, 1995

West Virginia State Downtown Conference, 1994, Presenter

New Mexico State Downtown Design Conference, 1993, Key Note Address

Tennessee Downtown Revitalization Conference, Marketing Your Downtown, 1993, Presenter

State of Iowa Tourism conference, 1992, Presenter

Main Street Conferences for Wisconsin, Illinois, Nevada, New Mexico, New York, and North Dakota, and Port Huron, Michigan, Presenter

National Trust for Historic Preservation, Heritage Tourism, Business Development and Image Development, Tennessee and Indiana, Key Note and Presenter

Over one-hundred-fifty resource teams and thirty assessments for National Main Street designated communities.