

CREATING DOWNTOWN CLEARFIELD



WHAT IS A VISION



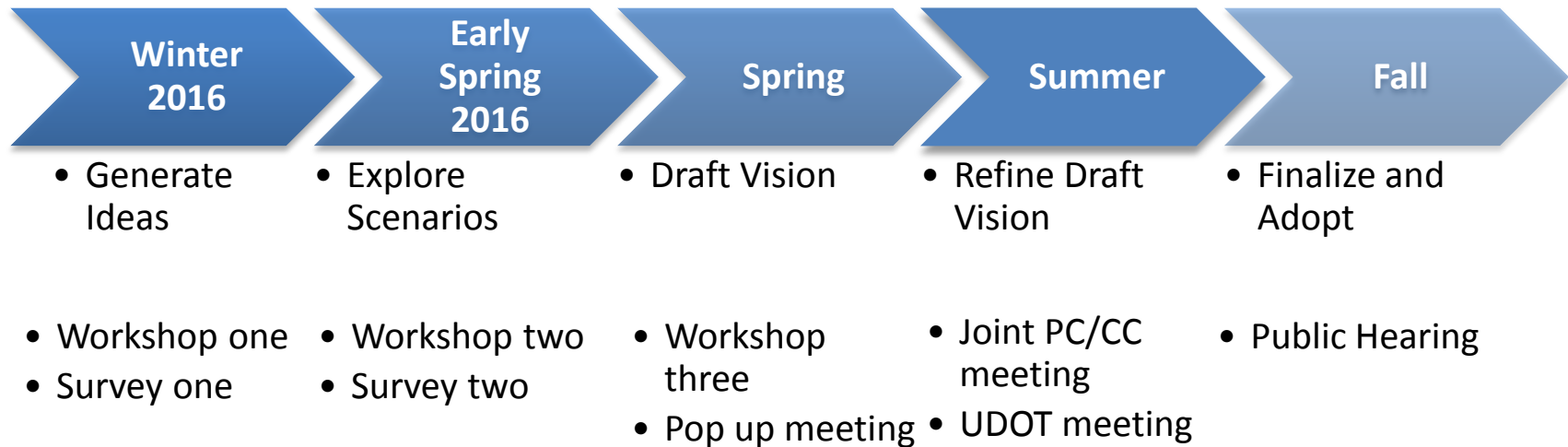
If you don't
know where
you are going,
you might
wind up
someplace else.

Yogi Berra

WHY A DOWNTOWN?



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THE VISION



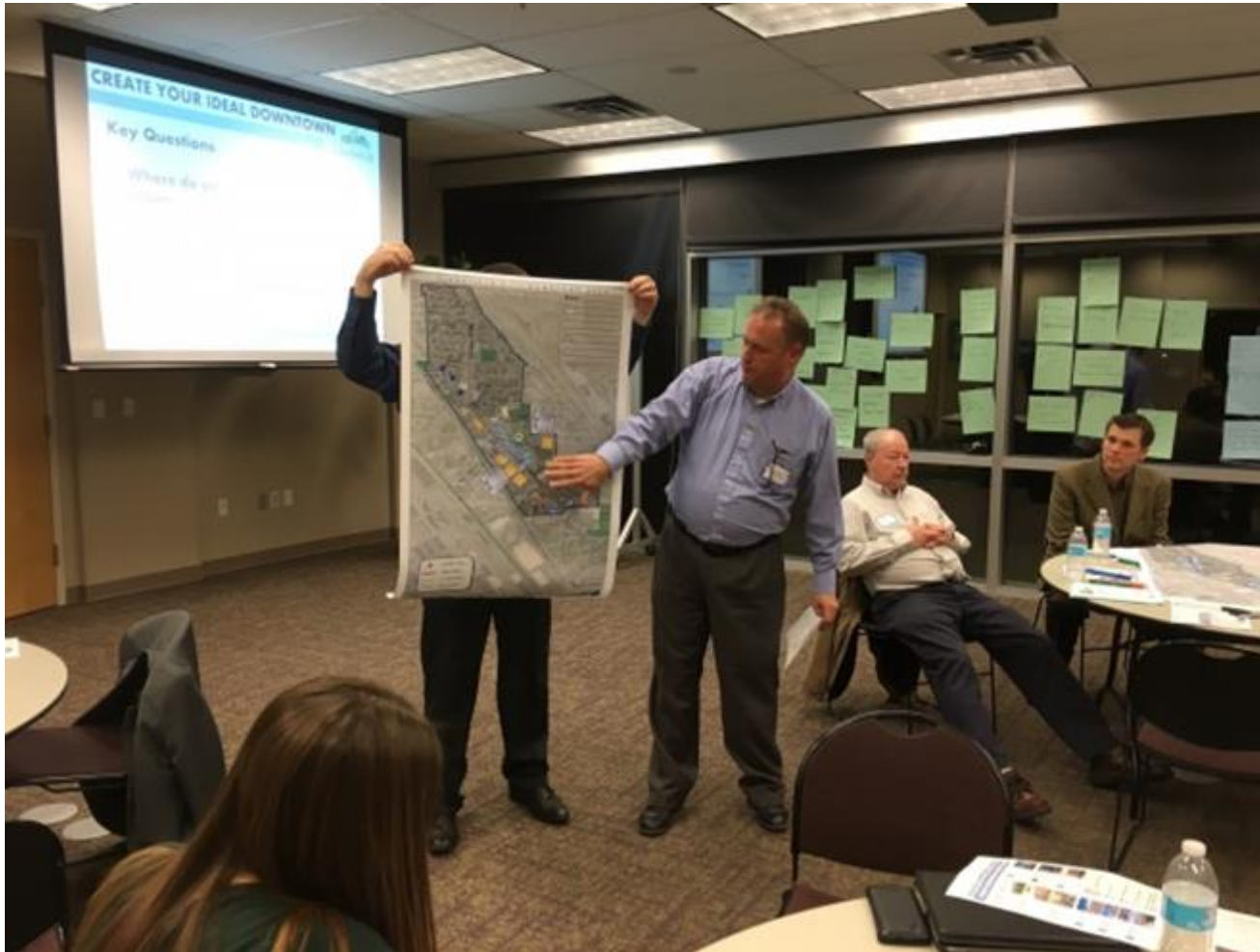
What can Downtown Become?

Why Create a Downtown?

A Downtown serves several key purposes:

- » The economic driver for the city overall
- » The center of activity, jobs, and commerce for the community
- » A walkable and distinct part of the city
- » It is a destination, a place of civic pride where people want to spend time

COMPREHENSIVE PUBLIC PROCESS



MARKET STUDY: WHAT IS FEASIBLE?



- Focus on “strategic nodes” for retail
- For redevelopment to occur, the value of the new building must be about double



The Downtown Principles



Downtown should be...

- **Walkable,**
- **Distinctive,**
- **Vibrant**
- **Destination**



VISION

URBAN



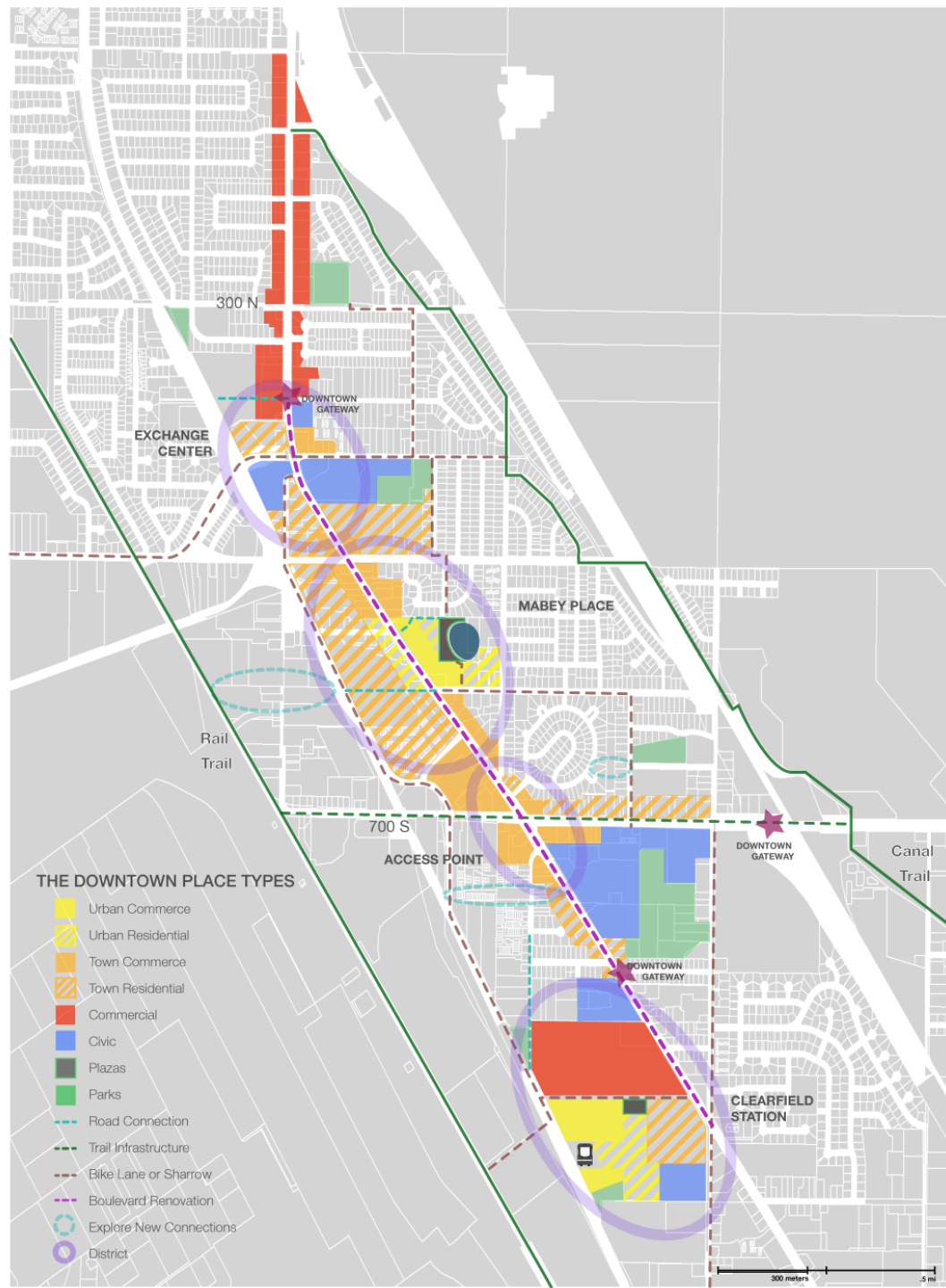
TOWN



COMMERCIAL



CIVIC



IMPLEMENTING THE VISION:



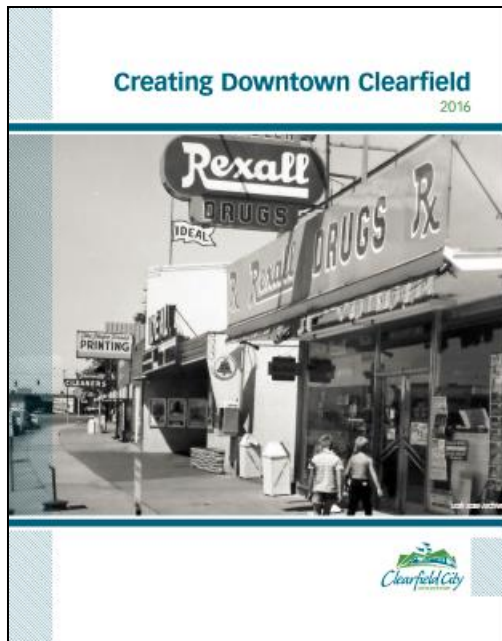
- **Design Guidelines**
- **Transportation Elements**
- **Recommendations and Strategies**



KEY QUESTIONS



- Review and comment
- Other thoughts?



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