

# The **20** Ingredients of an Outstanding Downtown



**1**

## Razor sharp focus

Food, art, entertainment, antiques, wine, nightlife...



**2**

## The Action Plan

Your to-do list from A to Z. It takes a whole community to win.



**3**

## Critical mass

10 eateries, 10 retail shops, 10 open after 6, in three blocks.



**4**

## Anchor tenants

Shops, restaurants, activities people will travel for.



**5**

## Consistent hours

Businesses open common days and hours.



**6**

## Living, staying downtown

Condos, loft apartments, hotels, and inns.



**7**

## Pioneers with vision

And patient money, who take the chance and make the investment.



**8**

## Just one block

Concentrate on creating one awesome block. Your demonstration project.



**9**

## Four hour parking

Better yet, all-day parking within two blocks.



**10**

## Public restrooms

Relieved shoppers and visitors spend more. Open after 5:00!



**11**

## A Programmed Plaza

250 days of activity a year. Retailers will follow - in droves.



**12**

## Community gateways

First impressions are critical. Add directions to downtown.



**13**

## Wayfinding system

Vehicular & pedestrian wayfinding, pole banners, visitor info kiosks.



**14**

## Downtown gateways

Create a sense of place and sense of arrival. You're here!



**15**

## An Intimate setting

Just one traffic lane each direction and crosswalks every half block.



**16**

## Blade signs

Retail signs perpendicular to traffic. Consistent height and width.



**17**

## Sidewalk cafe dining

Beautification, umbrellas, lighting = incredible ambiance.



**18**

## Curb appeal

70% of first-time sales come from curb appeal. Beautification pays!



**19**

## Constant activity

Activities and entertainment. Bring downtown to life!



**20**

## Give downtown a name

A name makes it a destination, not a geographic designation.



QR code to watch the video