

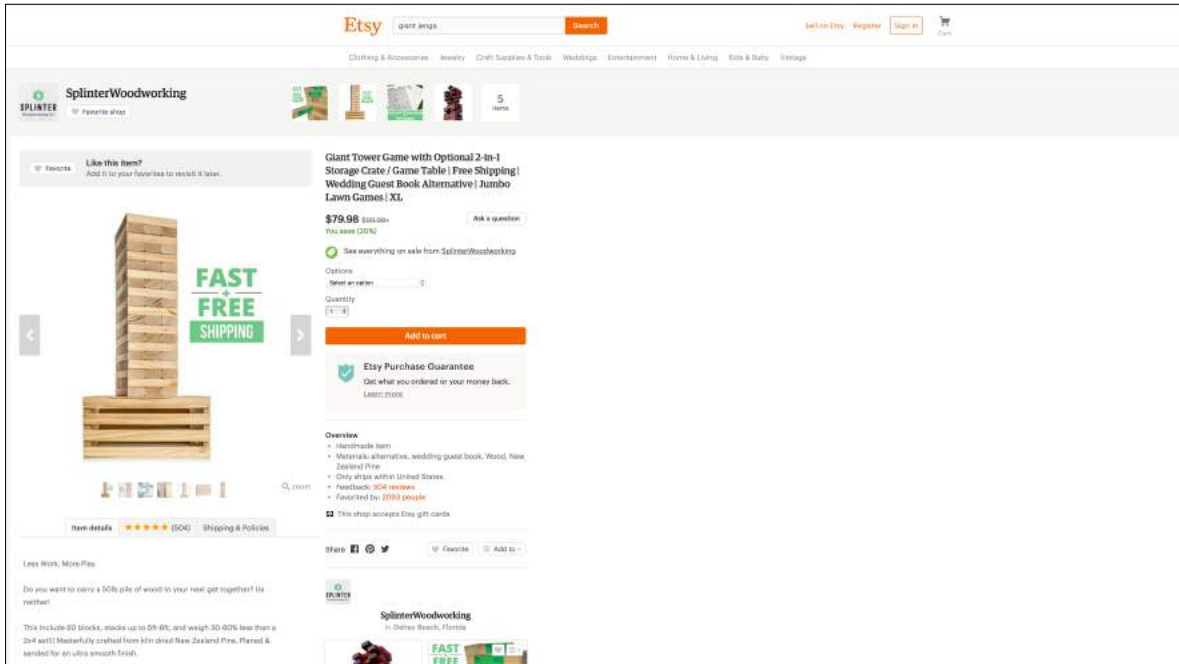


Zumba



Tai Chi







Chainsaw carver



Ceramic art | potters wheel | Glazing | Raku



Full of life: Artisans in action







Street fairs | Art Market events





Home & Garden fairs







Movies under the Stars • Summer Nights • Concert Series • Splash pad (120 days) • Ice rink (120 days) • Holiday celebrations • Car shows
Street performers • Food trucks • Art fairs • Traveling tours (Backpacker Magazine's "Get Out More") • Bridal Fair • Fund-raisers • Education
Taste of the Hills • Winter (public) Market events • and many others...



250

To get people downtown at least 250 days a year

Doing this will:

- Bring **retailers** back
- Keep them open **later in the evening** when the **spending** takes place
- Make your downtown the **heart and soul** of your community
- Build a true **sense of community**
- Attract **young families** back to town
- Increase **retail spending**
- **Drive tourism** & subsequent spending
- Provide new **business opportunities** locally









Creation of good first impressions:
Community gateways















- Increased perceived value
- Pride of ownership
- Gets your attention
- Says something about the community
- Sells the real estate faster
- At an increased value

All these reasons apply to communities.

What to do

- Always put your gateway signs where you will make the first, best impression.
- Rarely is that at a city limits.
- Use the opportunity to direct people to your downtown.



Design, fabrication & installation of a
Wayfinding System

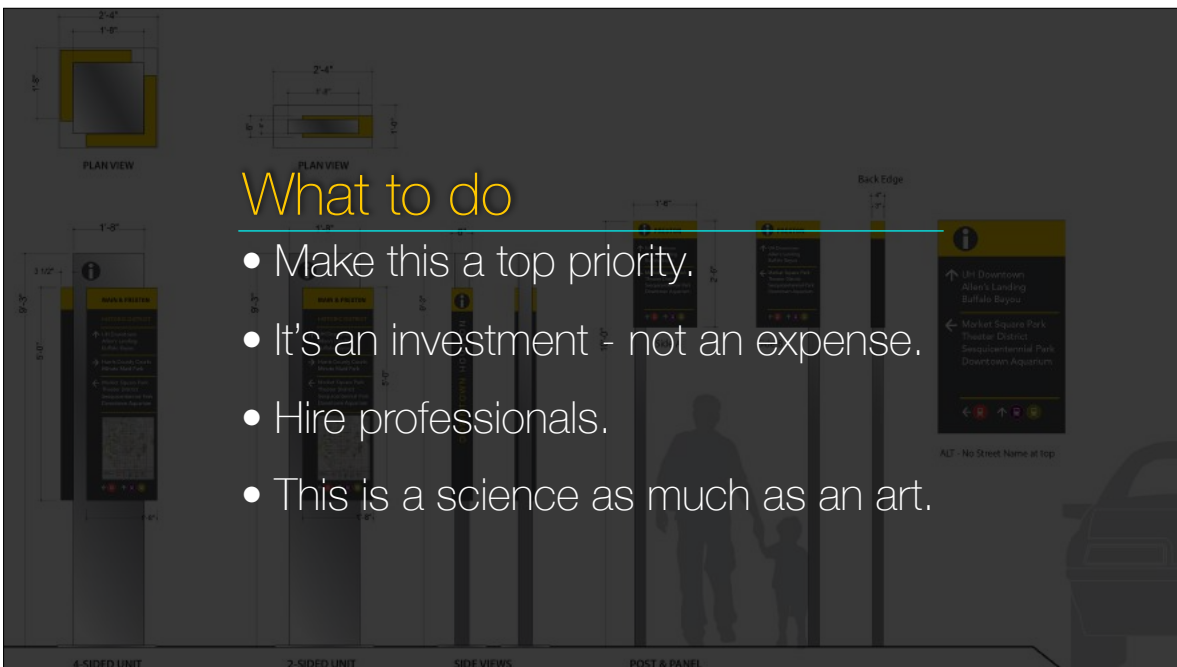


Pittsburg, California



Wayfinding typically includes:

- Vehicular directional signs
- Pedestrian-oriented directional signage
- Visitor information kiosks
- Gateways (community & downtowns)
- Neighborhood and district identifiers
- Destination signage (Parks, public facilities)
- Pole banners
- Trail signage and trailhead markers











French Lick, Indiana





Wayfinding is an investment, not an expense

- Plays a role in your branding efforts
- A major component in your marketing efforts
- Reinforces a positive experience
- Increases spending locally
- Educates visitors and locals about what you have and where it's located
- Builds community pride
- Is as much a science as an art



A good first impression:
District gateways



Gahanna, Ohio







Point

Downtown gateways create a "sense of place," and foster downtown partnerships.





Process: Duratherm | StreetPrint



An intimate setting:
A two-lane Main Street













THESE ARE PUBLIC-SECTOR PROJECTS

- Convenient, well orchestrated public parking
- Public washrooms with visitor information
- Gathering places
- Community gateways with directions to downtown
- A wayfinding system
- Downtown gateways, district entrance points
- Narrower Main Street (an intimate setting)

Part III:

What downtown merchants need to do



20/20 signage equals \$\$\$

What to do

- Use perpendicular “blade” signs.
- Make them consistent height and size.





Nantucket, Massachusetts



Carmel, California



Valparaiso, Indiana





Canmore, Alberta



Lethbridge, Alberta



Suggestions for blade signs:

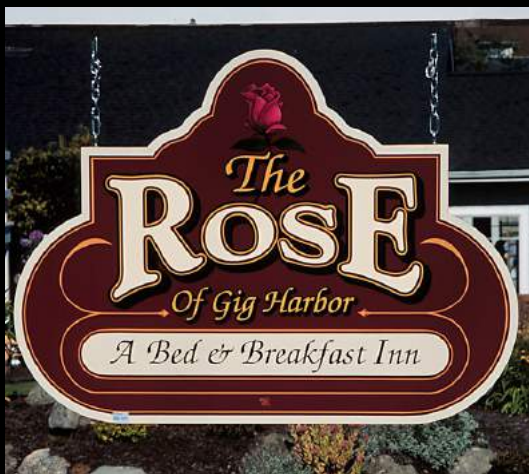
- No lower than 7'
- No higher than 9'
- No wider than 42"

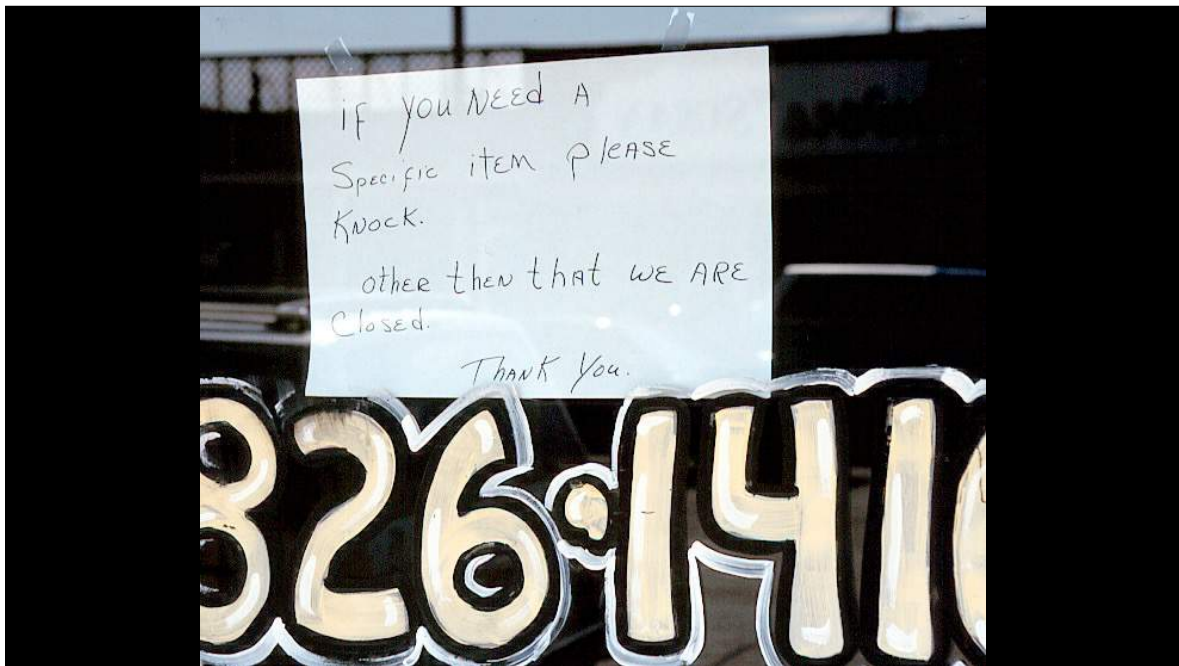


Signage says a lot about you



Signage says a lot about you









and finally...



Always promote what it is
you're selling - the lure to
bring customers in...

before you promote the
name of the business.













Outdoor dining

Asheville, North Carolina















Nelson, British Columbia





Wolfville, Nova Scotia



Wolfville, Nova Scotia



Wolfville, Nova Scotia











They invested heavily in retail beautification



What to do

Add street trees every 30' to 35' (10 meters)



Greenville circa 1970s



Greenville circa 1980s





Fact

Curb appeal can account for up to
70% of first-time sales
at restaurants, golf courses, wineries,
retail shops and lodging facilities.







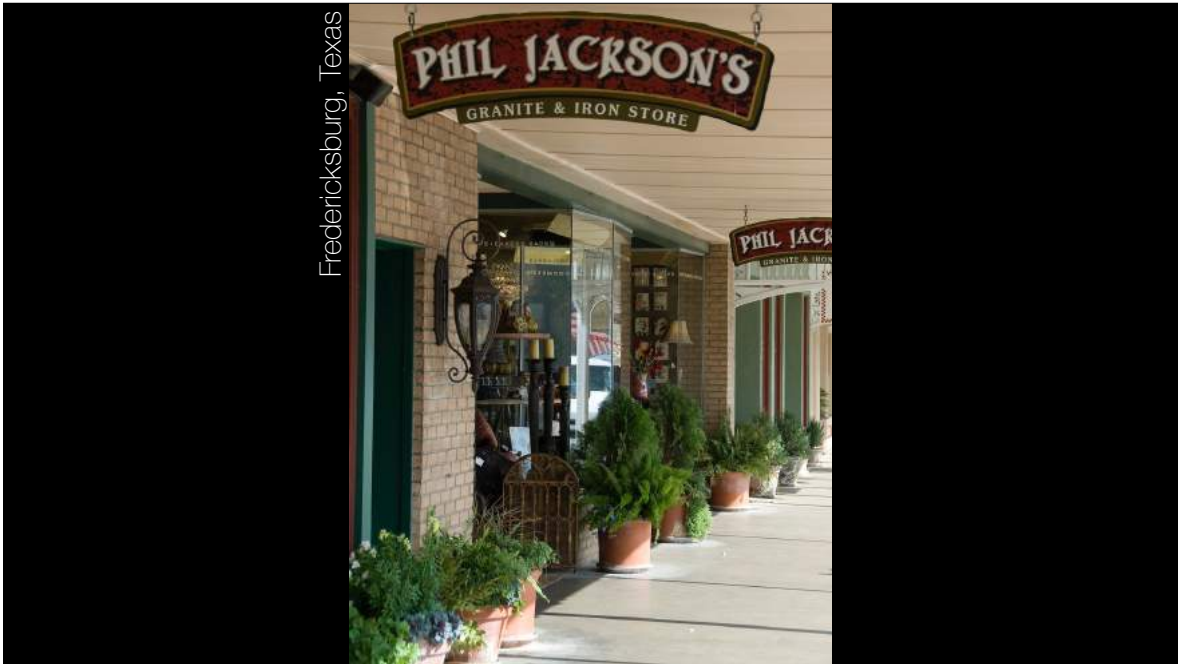






Banff, Alberta





Fredericksburg, Texas





Neenah, Wisconsin



This is in Port Elgin, Ontario. December. No excuses!



Erin, Ontario - Mid-December









What to do
Think benches.



Think benches
Always at the facade, facing the street





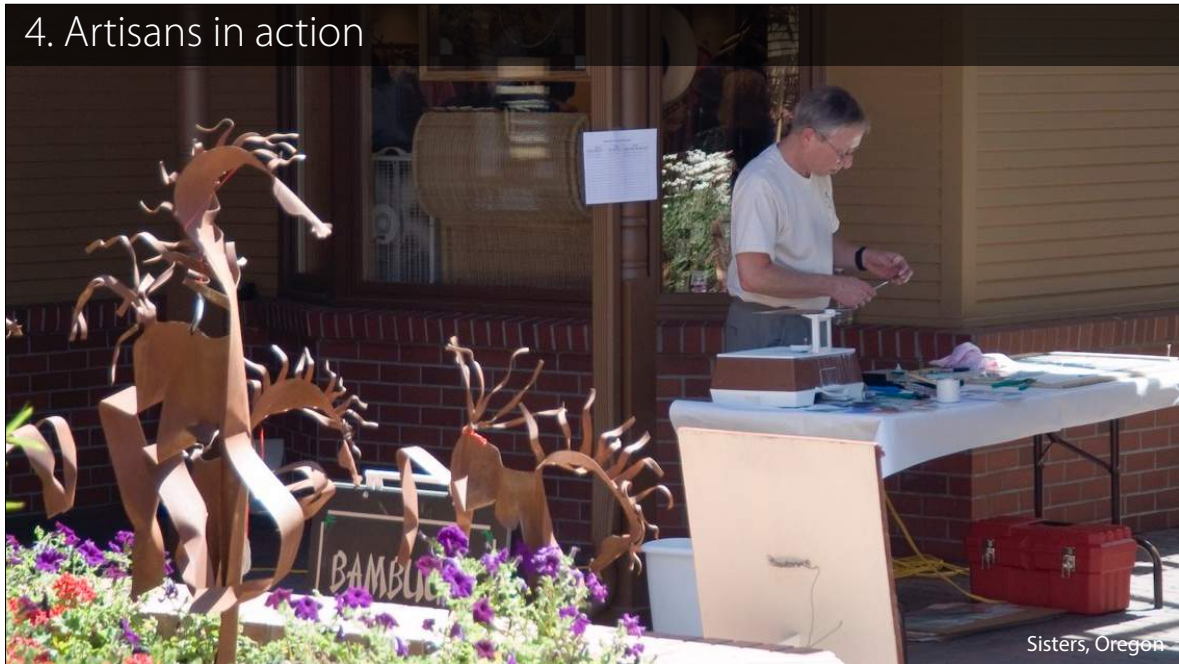
Activities & entertainment



Cannon Beach, Oregon



4. Artisans in action



Sisters, Oregon



Berea, Kentucky



Artists in action





Nelson, British Columbia

Greenville, South Carolina



Asheville, North Carolina



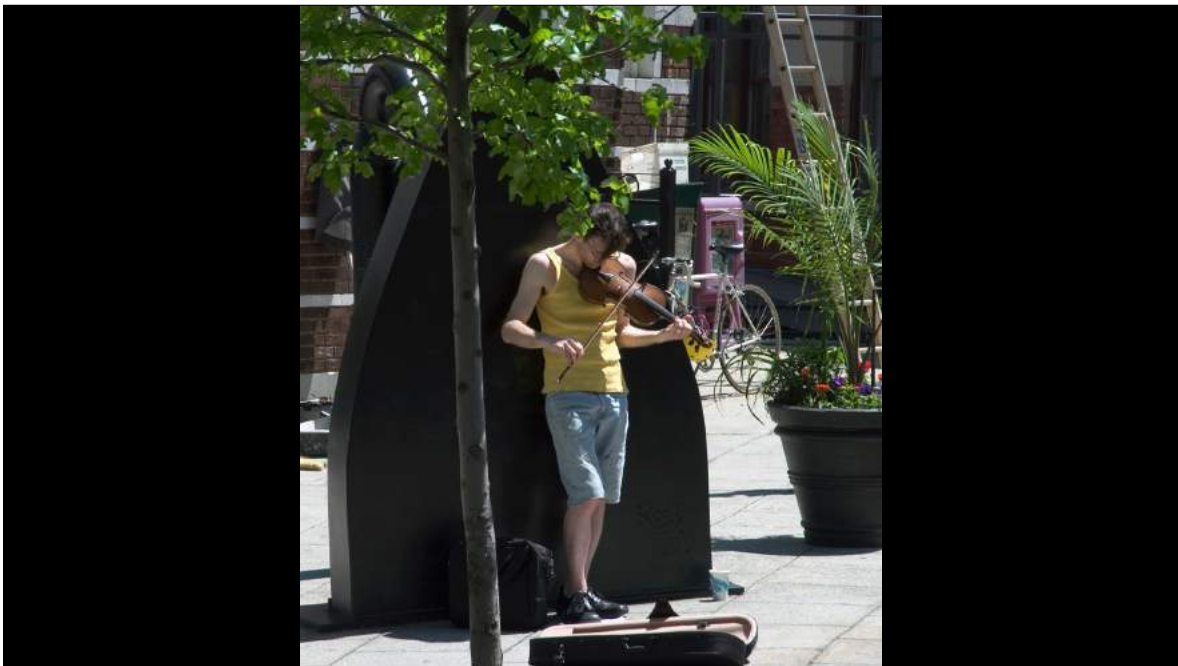




What to do

Bring downtown to life!
Start with Friday evenings, Saturday,
and Sunday afternoons



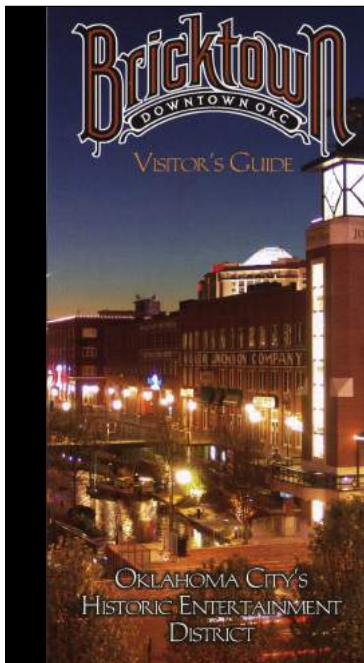






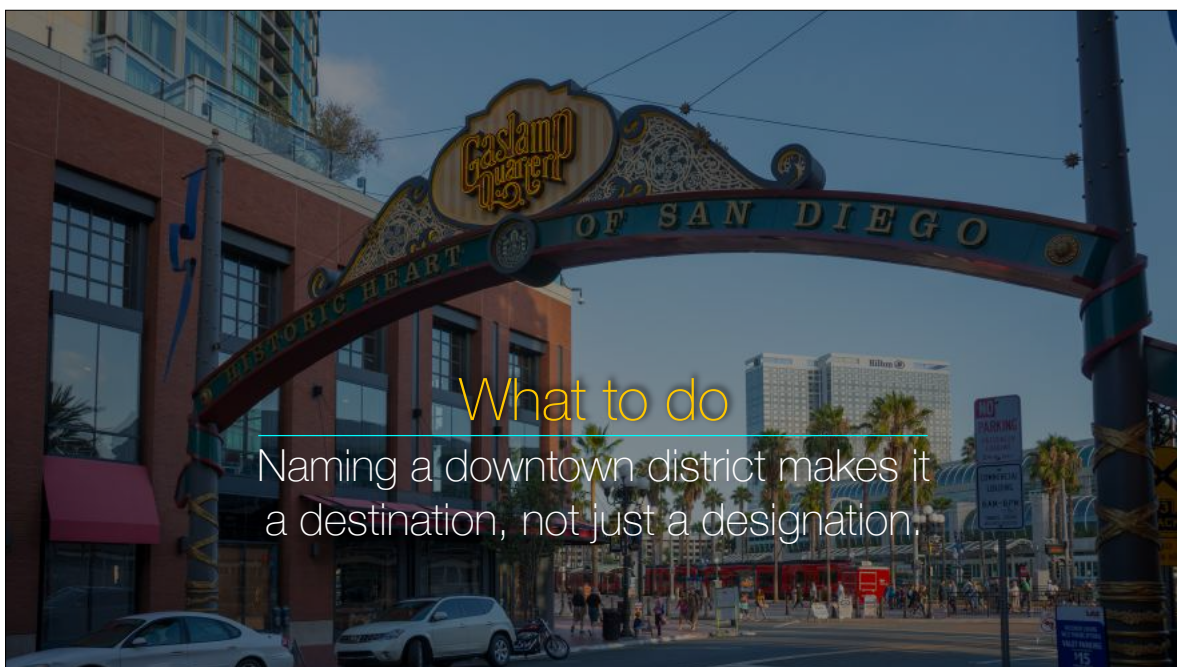
Downtown district(s) with a name





Give downtown a name:

- Vancouver: Gastown
- Seattle: Pioneer Square
- San Diego: Gaslamp Quarter
- Portland, OR: Pearl District
- Nelson, BC: Baker Street
- Barrie, ON: Uptown Barrie
- New Orleans: Bourbon Street, French Quarter
- Woodlands, TX: Marketplace
- San Antonio: The Riverwalk
- Hawthorne, NV: Patriot Square
- Denver, CO: Larimer Square
- Boulder, CO: Pearl Street Mall
- Reading, OH: The Bridal District



THESE ARE DRIVEN BY YOUR MERCHANTS

- A good retail signage program
- Outdoor dining
- Retail beautification and seating areas
- Activities and entertainment
- Names for downtown districts (or the entire downtown)

For businesses

Local customers: Break even point

Tourism: The profit

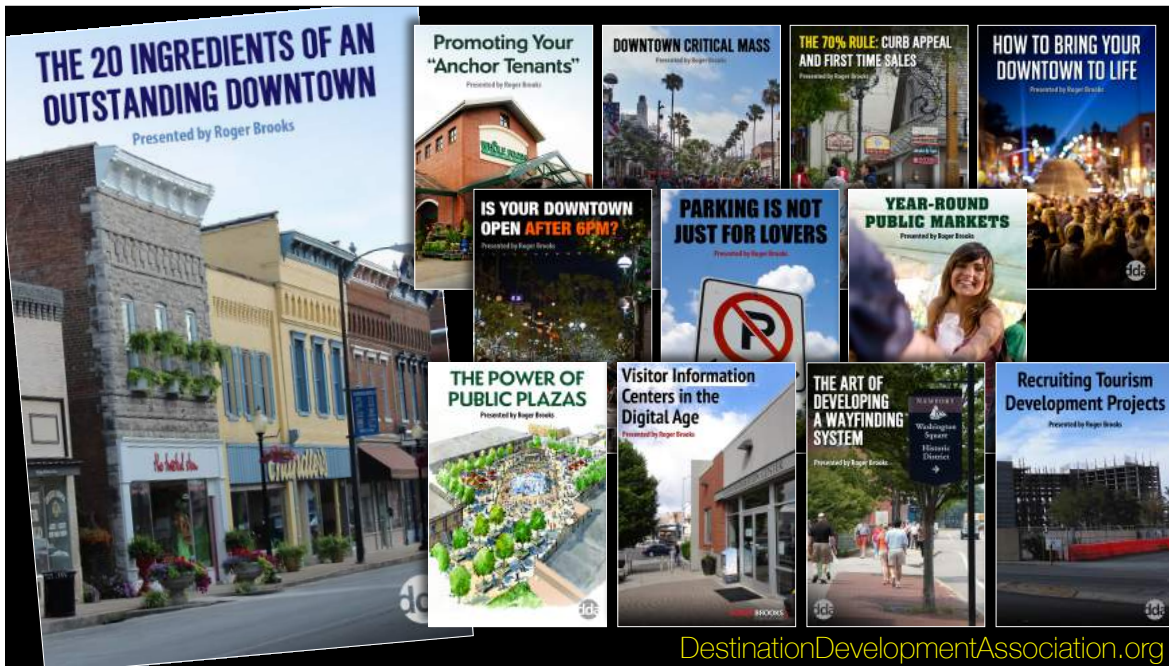
The ingredients they ALL had

- A strong retail and activity **focus**
- Critical mass (**clustering**) 10+10+10
- **Anchor** tenants
- **Pioneers** with patient money
- A narrower Main Street (**intimate setting**)
- Retail **blade signs**
- Outdoor patio/**sidewalk dining**
- **Beautification**: Facade and street side

Your perfect partner



DestinationDevelopmentAssociation.org







The 7 • 8 • 7 rule

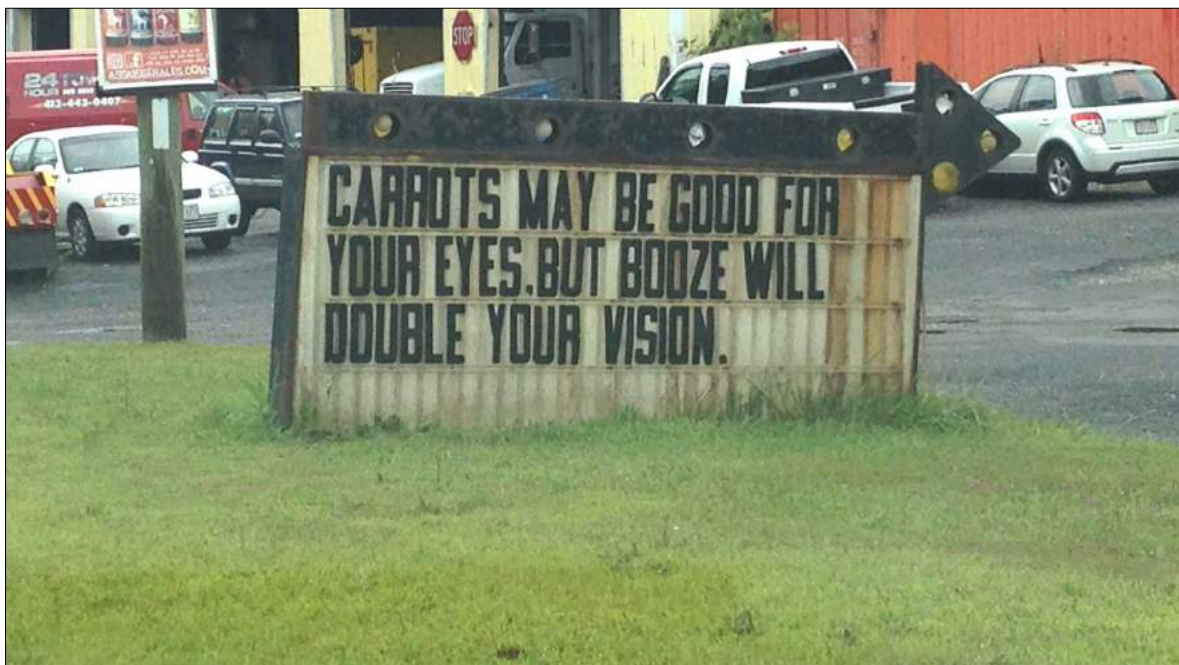
70% of first time sales can come from curb appeal

80% of all spending is by women

70% of retail spending takes place after 6:00 pm

Some of the best words of wisdom
can be found downtowns













The heart and soul of any community, besides its people, is its downtown.

Downtowns are about people - deep connections to each other.

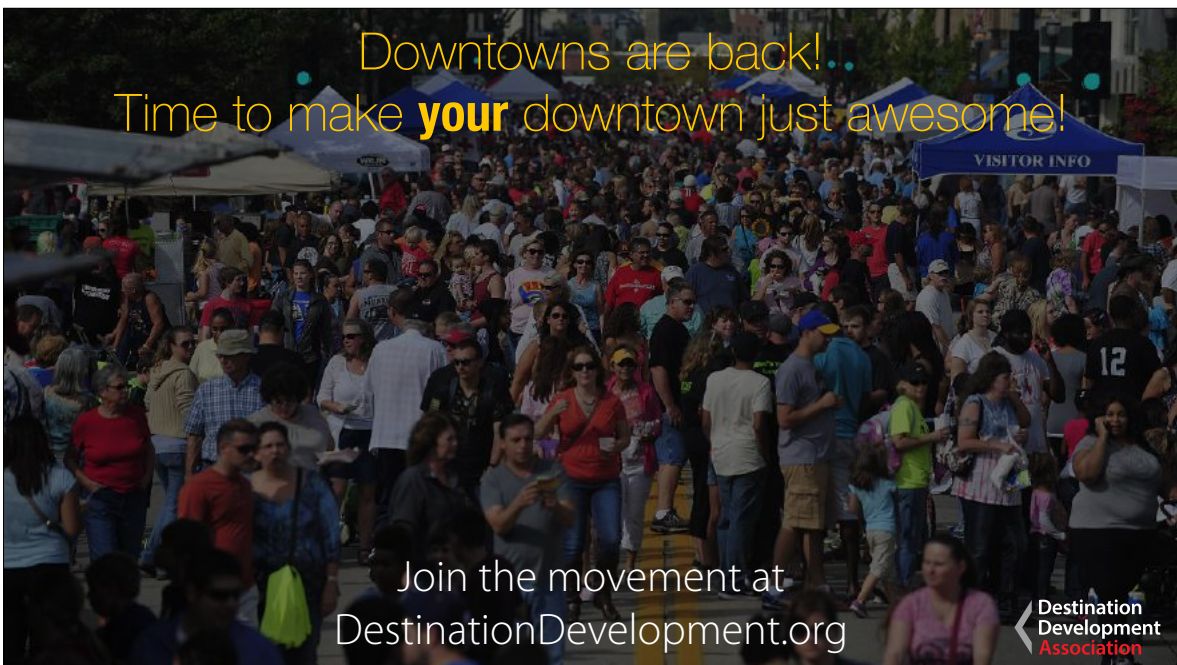


When you're downtown:
You can forget all your troubles, forget all your cares
So go downtown - things'll be great when you're
Downtown - no finer place, for sure
Downtown - everything's waiting for you!

In economic development, tourism, and community development there is absolutely, positively **NOTHING** that's more important than your downtown.



Downtowns are back!
Time to make **your** downtown just awesome!



Join the movement at
DestinationDevelopment.org

