

The 20 Ingredients of an Outstanding Downtown

1



Razor sharp focus

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

2



The Action Plan

Your cut-to-the-chase to-do list. With details, details, details.

3



Critical mass

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

4



Anchor tenants

That one shop, restaurant, or activity that makes you worth a special trip.

5



Consistent hours

Businesses open on common days with common hours.

6



Living, staying downtown

Condos, loft apartments, hotels and inns.

7



Pioneers with vision

And patient money, who take the chance and invest in your downtown.

8



Just one block

Start with one block. Your demonstration project. Make it awesome.

9



All-day parking

And keep it within two blocks. Two hour parking: A major no-no.

10



Public restrooms

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

11



A programmed plaza

With at least 250 days of activity each year. Retailers will follow - in droves.

12



Community gateways

First impressions are critical. Add directions to downtown.

13



Wayfinding system

Vehicular and pedestrian directional signage, pole banners...

14



Downtown gateways

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

15



An intimate setting

Narrower streets, wider sidewalks, fewer vehicles, slow traffic.

16



Blade signs

Retail signs perpendicular to traffic. Consistent height & width.

17



Sidewalk patio dining

Beautification, umbrellas, lighting = incredible ambiance.

18



Curb appeal

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

19



Constant activity

Activities and entertainment always bring downtown to life!

20



Give downtown a name

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

To see the video series:
[YouTube.com/@DestinationDevelopment](https://www.youtube.com/@DestinationDevelopment)

Destination Development
Association