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.

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