

Best Practices in Downtown Design

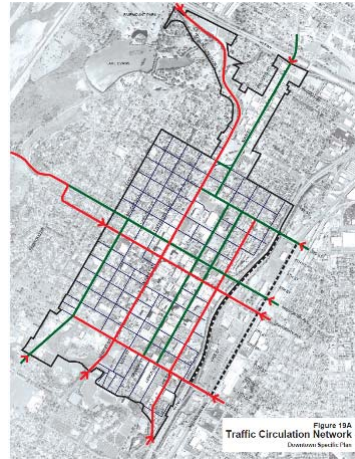
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Theme and Tagline

- Downtown Grand Rapids, MI:
“Keep It a Secret.”
- Downtown Winter Park, FL:
“Every Day Exceptional.”
- Downtown Mesa: “A Square Mile of Unique Style.”
- Downtown Midland: “A Great Place to be You.”
- “Downtown Danville: A great Place to Spend an Hour or a Lifetime.”



Define Downtown Boundaries



Gateway Signs



Information and Directional Signs



Information and Directional Signs



Antioch, IL



Easton, PA

Provide a Sense of Place



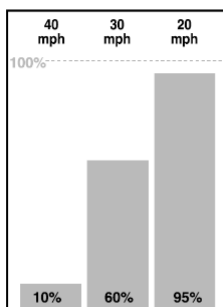
Mansfield, OH



Santa Fe, NM

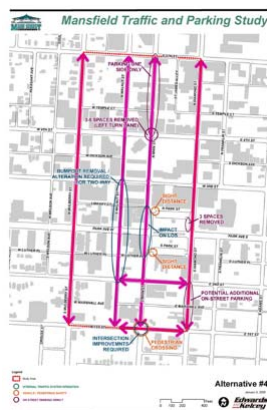
Tame the Automobile

Chances of a Pedestrian
Surviving a Traffic Collision



Survival Rates

Graphic adapted from "Best Management Practices," Reid Ewing, 1996; data from "Traffic Management and Road Safety," Durkin & Pheby, 1992.



Hendersonville, NC

Accommodate Multimodal Transportation

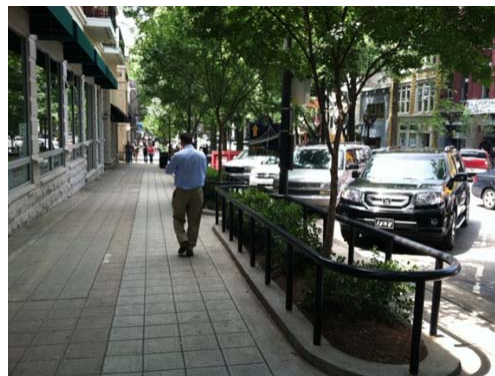


Fort Collins, CO

Make it Pedestrian Friendly



Lafayette, IN



Greenville, SC

Provide Public Gathering Spaces



Rodney Park, Wilmington, DE



Chico City Plaza, Chico, CA

Provide Small Gathering Spaces



Pekin, IL



Hendersonville, NC

Re-purpose Older Buildings



Wilmington, DE



Holland, MI

Make it a Multi-Use District

Live
Work
Eat
Play
Special events



Enhance Alleyways



Kokomo, IN



Fort Collins, CO



Zionsville, IN

Use Municipal Art to Improve Downtown Ambience



"Confirming Predictions" – A gray-haired businessman, focused on his newspaper, sits comfortably on a bench.

Carmel, IN



Statue of Thomas Jefferson Rusk,
Nacogdoches, TX

Enclose Garbage Receptacles/Dumpsters



Zionsville, IN

Transform Empty Lots into Pocket Parks/Parklets



Fishers, Indiana

Top Principles for Creating a Healthy Downtown

- Downtown should be safe.
- Downtown should be a quality place.
- Downtown should be legible.