

ATTRACTIVE STREETSAPES

Visitors first experience downtown from the street. Crafting an attractive, pedestrian friendly streetscape is critical for creating a favorable perception of the area, encouraging visitors to spend time downtown and patronize nearby businesses. Elements of an attractive, pedestrian friendly streetscape include the following:

PEDESTRIAN IMPROVEMENTS

Sidewalks, crosswalks and pedestrian signals make walking safe, convenient and appealing. Decorative paving that reflects the area's cultural and architectural history (stamped concrete, inlaid brick, etc.) delineates pedestrian areas and directs traffic.

LANDSCAPING

Trees along the sidewalk shade pedestrians and improve the area's appearance. Placing planters along the street is a low cost way to create immediate visual interest and demonstrate the community's commitment toward improving downtown.

LIGHTING

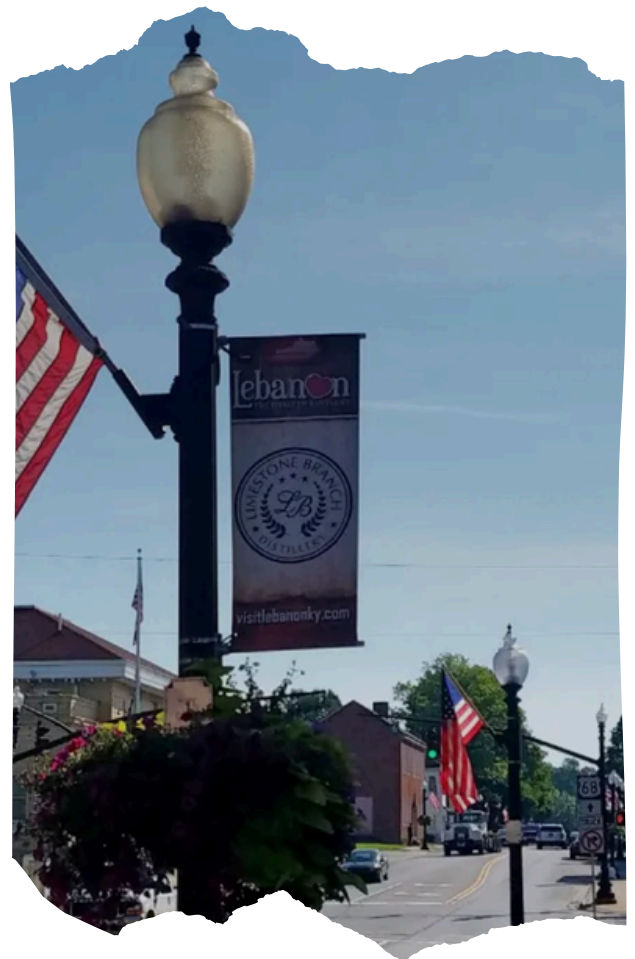
Lighting improves the visibility and safety of the street and draws attention to nearby businesses and attractions. Banners and other decorative features attached to light posts highlight events and different aspects of the community.

STREET FURNITURE

Well-designed benches, trash cans, bicycle racks, and other amenities make spending time downtown more pleasant. Outdoor dining generates activity along the street, while providing restaurants with additional seating and increased visibility.

FACADE IMPROVEMENTS

Improving the appearance of downtown buildings enhances the visitor's perception of the area, while highlighting its unique history and architecture. Decorating windows of vacant buildings provides visual interest and helps prospective owners and tenants imagine what types of businesses could be located there.



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INSTANT IMPACT

To generate immediate excitement downtown, communities can implement some simple, low-cost solutions aimed at improving the area's appeal and walkability.

BICYCLE RACKS

Placing bicycle racks near businesses and other destinations encourage people to bike downtown, reducing the number of automobile trips and the need for additional parking.

STAGING VACANT BUILDINGS

Vacant storefronts make downtown unattractive to visitors and potential entrepreneurs. Lighting the windows of vacant buildings and adding holiday decorations, art and/or other unique features creates a more vibrant streetscape.

LIGHTING

Street trees and building edges wrapped in string lighting and highlighted with accent lights create an appealing ambiance at night.

TREES AND GREENERY

Trees, flowers and other greenery are added along barren streetscapes. Potted plants are easily placed in strategic locations and repositioned as needed.

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HISTORIC PRESERVATION

Historic buildings contribute to the communities sense-of-place and offer unique spaces for stores, restaurants, offices, housing and other uses. Local governments encourage the rehabilitation of historic structures, through measures such as:

GRANTS FOR IMPROVEMENTS

Grants, loans and other financial programs provide property owners with funding to renovate existing buildings and make other improvements.

DESIGN GUIDELINES

Design guidelines provide standards for the construction and rehabilitation of buildings downtown. They address the exterior appearance of buildings, the massing of new structures or additions, and streetscape improvements. These guidelines, which can be voluntary or mandatory; help ensure new development (or redevelopment) reflects the character and scale of existing buildings.

PRESERVATION TAX INCENTIVES

Federal and state tax incentives are available and local governments may grant property tax exemptions for the rehabilitation of historic structures. While these programs offer financial benefits, property owners may have to meet additional structural and accounting requirements.