



# Successful Downtown Characteristics

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## density of businesses



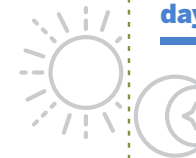
Quantity of businesses influences how long customers spend in a downtown. Many shops in a small area allow for varied visitor experiences. Dense streets with smaller parcels, and therefore more buildings, allow a visitor to access many stores while only parking once.

## variety of services and businesses



Encouraging many different kinds of businesses and services in the downtown district allows for a broad range of customers and customer experiences. The goal is to have activities for all age groups, children to elderly, with a spectrum of activities within each age group. These include services such as barber and banking alongside restaurants, retail, and novelty experiences like theaters and museums.

## day and night life



Downtowns do not close when the sun goes down. To have a thriving downtown district, encourage activities that span all reasonable hours. This range of shop hours allow visitors of all types to enjoy the downtown. For instance, if all shops close at 6 pm, someone who works from 9 am to 5 pm has a very limited window to visit that location.

## public gathering spaces



Many successful downtowns have a public space, a park or plaza, that is dedicated to gathering without the need to spend money. These spaces encourage time in nature and allow for the intermingling of different ages, cultures, and diversities.

## building and sign aesthetic cohesion



Restricting building styles help to make downtowns feel like one cohesive destination, rather than a collection of different businesses. Limiting the infrastructure in downtowns to the human scale, 3-4 stories tall with amenities such as sidewalk lighting, and developing a harmonious aesthetic style contribute to this unified feeling.

## Residential Base



Downtown districts thrive when locals live nearby. Encouraging mixed use or higher density housing nearby could help bring people into the downtown, but not their cars.

## walkable



The ability for pedestrians to move throughout the downtown safely and without need for a vehicle is crucial. Anytime pedestrians could be interacting with vehicles, it is important to prioritize pedestrian safety. Slowing speeds, creating bump-outs and crosswalks, limiting parking, and narrowing traffic lanes all aid in keeping site users safe.

## large regional draw



Investing in a town feature that will draw in customers from out of town expands the business opportunities and introduces novelty and tradition into the town story.