

# DOWNTOWN ASSETS AND POTENTIAL

## 1. General Appearance

- a. Interesting skyline if clutter eliminated
- b. Open spaces could be landscaped
- c. Unifying design concept possible among buildings (not the same as “theme”)
- d. Unnecessary poles, signs, and wires could easily be removed.
- e. Identifiable downtown entrances
- f. CBD appears visually tied together

## 2. Buildings

- a. Buildings with interesting architectural details
- b. Buildings of historical value
- c. Rear entrances could be improved
- d. Vacancies allow space for expansion
- e. Most buildings in sound structural condition
- f. Most buildings are well maintained
- g. Historically sensitive renovations
- h. Appropriate colors
- i. Appropriate awnings for building style
- j. Appropriate new construction
- k. Interior lighting compliments businesses

## 3. Building Interiors

- a. Window displays project quality
- b. Good interior lighting
- c. Merchandise is attractively displayed
- d. Fixtures are contemporary
- e. Quality remodeling

## 4. Signs

- a. Obsolete signs easily removed
- b. Interesting old signs to restore

- c. Flush mounted wall signs could be easily viewed
- d. Uniform “under-canopy” signs could be used
- f. Good public signage

## 5. Streets and Alleys

- a. Wide main street right-of-way
- b. Pavement width could be reduced
- c. Clear directional signage
- d. Traffic markings and signs easily replaced
- e. Regular street clean-up program could be initiated
- f. Street resurfacing could be scheduled

## 6. Traffic

- a. Two-way streets
- b. One-way streets could be changed to two-way streets
- c. Some turns for traffic could be eliminated
- d. Good locations available for loading zones and bus stops
- e. Sufficient stop lights and/or stop signs

## 7. Parking

- a. Some on-street spaces could be eliminated
- b. Locations available for more off-street parking
- c. Existing parking lot design and layout could be/is landscaped
- d. Space available for landscaping and screening
- e. Employees could park in locations other than customer spaces
- f. Appropriate time limits

## 8. Pedestrian Facilities

- a. Sidewalks could be widened
- b. Spaces for benches, fountains, and restrooms could be created
- c. Crosswalks are well marked
- d. Lighting, crosswalks, etc. create a sense of security and safety
- e. Lighting is pedestrian-oriented

## 9. Land Use

- a. Reasonably compact shopping core
- b. Some non-CBD uses would be willing to relocate
- c. No major outlying commercial uses yet
- d. Good variety of retail uses
- e. Adjacent land available for expansion
- f. Upper floor development opportunities
- g. Attractive to small scale industry

## 10. Utilities

- a. Water and sewer system improvements possible
- b. Overhead wires could be relocated or placed underground
- c. Street lighting soon ready for replacement
- d. Storm drainage can be improved
- e. Utility companies cooperative and interested in community
- f. Fiber optics available

## 11. Customer Relations

- a. Experienced and knowledgeable business owners and employees
- b. Good customer service practices

## 12. Business

- a. Some businesses draw from outside trade area
- b. Identified target markets
- c. A wide variety of goods and services available
- d. Quality goods available
- e. Consistent store hours
- f. Merchants work together
- g. Complimentary businesses exist
- h. Businesses keep up with the changing market
- i. Businesses are expanding
- j. Consistent, quality advertising
- k. Aggressive and creative business people

### 13. Community Attitude

- a. Strong community spirit/pride
- b. Willing volunteers
- c. Have worked together for educational, recreational and medical service improvements in the past
- d. Progressive local government
- e. Government and business will cooperate
- f. Take pride in high quality local improvements

### 14. Planning Activity

- a. Active planning program
- b. Good Zoning Ordinance
- c. Downtown vision and CBD plan has been developed with stakeholder input
- d. Design review process being discussed or in place
- e. Public officials recognized value of professional assistance
- f. Funds available for continuing planning program

### 15. Area Trends

- a. Trade area population has increased disposable income
- b. Community is center for governmental, educational or medical services
- c. Good recreation or tourism potential
- d. Increasing market opportunities
- e. Downtown can support market rate housing
- f. Historic preservation efforts in place
- g. Investors taking an interest in CBD

### 16. Community Activities

- a. Downtown is the social center of the community
- b. Community gathering place
- c. Exciting environment for activities
- d. Calendar of special events and festivals
- e. Holiday celebrations

- f. Unique qualities are showcased
- g. History/heritage is highlighted
- h. Events are well publicized
- i. Events are well attended

### 17. Revitalization Effort

- b. Active chamber of commerce
- c. Active downtown organization with broad representation
- d. Achievable goals
- e. Good partnerships
- f. Stable funding base
- g. Revitalization group has good reputation
- h. Speaks with "one voice"
- i. Good communication with stakeholders
- j. Opportunities for others to get involved
- k. Downtown property owners are involved

## DOWNTOWN LIABILITIES

### 1. General Appearance

- a. Cluttered, unattractive entrances to CBD
- b. Lack of landscape plantings and green spaces
- c. Dirty
- d. Visual chaos of poles, signs and wires
- e. Lack of design harmony among buildings
- f. Lack of views, vistas, and visual focal points
- g. Lacks consistent visual image

### 2. Building Exteriors

- a. Poorly maintained exteriors
- b. Drab, uninteresting exteriors
- c. Vacant upper stories
- d. Dirty, cluttered rear entrances
- e. Inappropriate renovations or construction

### 3. Building Interiors

- a. Poorly maintained interiors
- b. Drab, uninteresting interiors
- c. Window displays are sloppy, cluttered, and out of date
- d. Merchandise is poorly displayed
- e. Fixtures are outdated
- f. Poor interior lighting

### 4. Signs

- a. Excessively large
- b. Overhangs public right-of-ways
- c. Poorly maintained
- d. Gaudy, garish and ugly
- e. Difficult to read
- f. Poorly designed
- g. Not in proportion with building architecture
- h. No public signage

### 5. Streets and Alleys

- a. Too narrow for traffic and parking needs
- b. Poor surface condition
- c. Inadequate storm drainage
- d. Lack proper markings and directional signs
- e. Rough railroad crossings
- f. Alleys cluttered and dirty

### 6. Traffic

- a. Congested, slow moving
- b. Inconvenient circulation patterns
- c. Loading zone conflicts
- d. Poor access routes to CBD
- e. Conflicts with through traffic
- f. Excessive truck traffic
- g. Inadequate stoplights/signs
- h. Circulation hindered by one-way streets

### 7. Parking

- a. Insufficient number of spaces
- b. On-street spaces conflict with traffic
- c. Unattractive, poorly designed parking lots
- d. Inconvenient locations
- e. Dirty, muddy or rough surface

- \_\_\_ f. Poorly lit
- \_\_\_ g. Slow turn-over
- \_\_\_ h. Employees use prime customer spaces
- \_\_\_ i. Spaces too small, difficult to use
- \_\_\_ j. Obsolete fee structure
- \_\_\_ k. Inappropriate time limits

### 8. Pedestrian Facilities

- \_\_\_ a. Rough, broken sidewalks
- \_\_\_ b. Narrow sidewalks
- \_\_\_ c. High curbs
- \_\_\_ d. Pedestrian-automobile conflicts
- \_\_\_ e. Dark side streets
- \_\_\_ f. Unattractive routes between stores and parking areas
- \_\_\_ g. Lack of benches, fountains, restrooms, phones, trash containers, and information centers
- \_\_\_ h. No protection from inclement weather
- \_\_\_ i. Excessive noise, dust, or objectionable odors
- \_\_\_ j. Overall feeling that the area is unsafe

### 9. Land Use

- \_\_\_ a. Lack of major shopping store
- \_\_\_ b. Non-commercial dead spots in shopping frontage
- \_\_\_ c. Excessive vacant buildings and land
- \_\_\_ d. Lack of room for expansion
- \_\_\_ e. Objectionable uses that produce noise, dust, odors, smoke, or traffic conflicts
- \_\_\_ f. Lack of compact, convenient retail core
- \_\_\_ g. Outlying retail uses compete with CBD
- \_\_\_ h. Upper floors are under-utilized
- \_\_\_ i. Environmental issues hinder development or renovation

### 10. Utilities

- \_\_\_ a. Water system old and undersized
- \_\_\_ b. Inadequate water storage for fire demand, pressure, or hydrants

- \_\_\_ c. Sanitary sewer system old and undersized
- \_\_\_ d. Poor storm drainage
- \_\_\_ e. Tangled mess of overhead wires
- \_\_\_ f. Inadequate, unattractive street lighting
- \_\_\_ g. Streets continually torn up for repairs
- \_\_\_ h. No fiber optics available

### 11. Customer Relations

- \_\_\_ a. Lack prompt and courteous attention to customers
- \_\_\_ b. Lack of product knowledge
- \_\_\_ c. Irresponsible service and maintenance practices

### 12. Business

- \_\_\_ a. Limited selection and variety
- \_\_\_ b. Lack competitive pricing
- \_\_\_ c. Poor quality
- \_\_\_ d. Failure to recognize potential markets
- \_\_\_ e. Business owners don't work together
- \_\_\_ f. Little or no advertising
- \_\_\_ g. No cross-retail promotions

### 13. Community Attitude

- \_\_\_ a. No community concern or pride
- \_\_\_ b. Business people not interested in improving their stores
- \_\_\_ c. No public-private cooperation
- \_\_\_ d. It's too late to save the CBD
- \_\_\_ e. No imagination
- \_\_\_ f. Nobody wants to spend money
- \_\_\_ g. Difficulty finding volunteers
- \_\_\_ j. Lack of vision for CBD
- \_\_\_ k. Residents don't feel connected to the downtown

### 14. Planning Activity

- \_\_\_ a. No active planning
- \_\_\_ b. No plans prepared for CBD improvement
- \_\_\_ c. Plan prepared, but gathering dust
- \_\_\_ d. Inadequate or no zoning ordinances

- \_\_\_ e. Inadequate or no construction codes
- \_\_\_ f. Inadequate or no sign regulations

### 15. Area Trends

- \_\_\_ a. New regional shopping center within 60 miles
- \_\_\_ b. "Big box" development
- \_\_\_ c. New highway connection to major cities
- \_\_\_ d. Declining population
- \_\_\_ e. Neighboring community has improved CBD
- \_\_\_ f. Unstable employment base
- \_\_\_ g. Workers commuting further to larger cities
- \_\_\_ h. Lack historic preservation effort

### 16. Community Activities

- \_\_\_ a. Downtown not conducive to activities
- \_\_\_ b. Lacks feeling of excitement
- \_\_\_ c. Events are old and tired
- \_\_\_ d. Participation in events declining
- \_\_\_ e. Nothing unique to celebrate
- \_\_\_ f. No focus on history/heritage
- \_\_\_ g. No gathering place

### 17. Revitalization Effort

- \_\_\_ a. No organized effort
- \_\_\_ b. Organized but no credibility
- \_\_\_ c. Viewed as a "closed door" group
- \_\_\_ d. Unrealistic expectations of the group
- \_\_\_ e. Lack strong partnerships
- \_\_\_ f. Unwillingness to raise funds
- \_\_\_ g. Infrequent communication with stakeholders