

# CHARACTERISTICS OF A SUCCESSFUL DOWNTOWN

There are many components that contribute to a “successful” downtown. See how your community stacks up by checking off those characteristics your downtown has going for it today.

Anamosa, Iowa

## Public Spaces Teeming with People

- Many downtown employees
- Seat of local government (city, county)
- A parking problem
- A good place to take a walk
- Dog friendly
- Bike friendly
- Popular traffic generators
- Visitors/Folks you don't know
- Public restrooms

## Downtown is Open all day

- Businesses are open
- Nighttime shopping hours
- Entertainment options
- Displays lighted
- Evening events
- Dining options morning to evening
- Weekend traffic

## Well Maintained Historic Buildings

- Cool architecture
- Building restorations
- Effective & creative business signage
- No vacant lots
- Property owners invest in their buildings (rehab & maintenance)

## People Live Downtown

- Cool upper story apartments
- Market rate housing
- No storefront housing
- Well maintained appropriate housing
- Multiple price points & types

## A Thriving and Diverse Business Community

- Basic good & services available
- A retail presence
- Restaurants
- Mix of long time & new biz owners
- Limited vacancies
- An anchor biz or two . . . Or more!
- Good business mix—service & retail

## Downtown is “The Place to Go”

- Frequent small events
- At least one festival or event your town is known for
- Entertainment options downtown
- Activities for all ages
- Impressive directional and destination signage
- A sense of arrival—gateway signage
- Downtown parades
- Live music options
- Retail shopping events

## We all Feel Safe

- Maintained streets & sidewalks
- Pedestrian safe intersections /crosswalks
- Crime free
- Proper lighting
- Safe from snow, ice, stormwater
- Safe from falling bricks
- ADA accessible

## Cool Environment

- Downtown is clean—streets, sidewalks, alleys, windows
- No weeds
- Places to gather
- Visually appealing/colorful
- Banners, public art
- Outdoor seating
- Cool window displays
- Sounds/music
- Plants, flowers, trees
- Parks

## Cultural Aspects

- Public Library
- Museums/Galleries
- Public Art
- Wi-fi access
- Theater
- Event venues
- Churches/Places of worship
- Recreation/YMCA/fitness

