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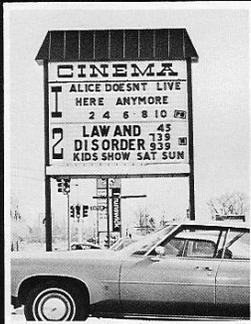
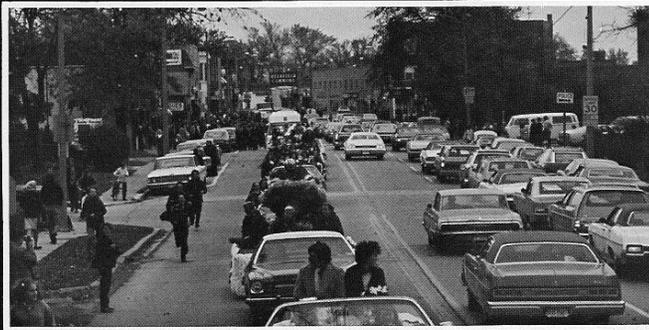
Ingredients for a Successful Downtown

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Downtown Revitalization
Planning and Implementation



Deerfield



Deerfield — the home of Governor Walker, the home of Sara Lee, and the home of the "North Shore cream puffs." For shopping, the Commons stayed ever popular while in "the Mall" stores continued to appear and then go out of business every time someone walked in. For food and entertainment there was always someplace to go in Deerfield or nearby. (Some people had the audacity to call it "Deadfield.") There were two bowling alleys, movie theaters right and left, and great places like Barnaby's Big Boy's or McDonald's to go to for a quick, sociable bite to eat. For the cruisers there were countless seldom-patrolled streets. For the active there was the nearby Northbrook sports complex and Centennial Park. And Wilmot skiing was only an hour away. New in Deerfield were the Gladiators, the town's own semi-pro football team, and a traffic light at the corner of Wilmot and Deerfield Rds. In all, good old Deerfield remained the typical North Shore suburb it had always been.







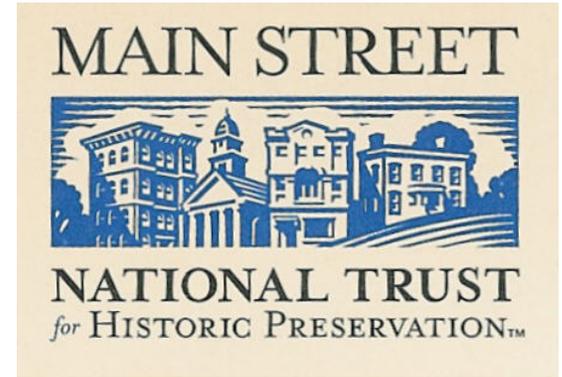


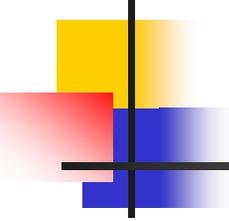












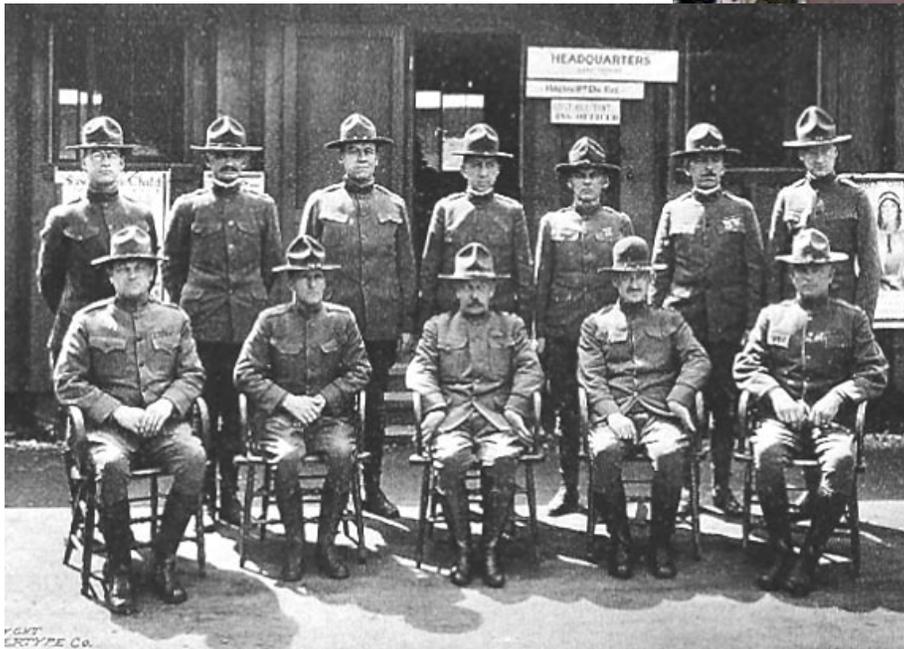
12 Ingredients

- Economic reason to exist
- Access
- Critical mass
- Healthy neighborhoods
- Cleanliness and safety
- Retail
- Gathering spots and public places
- Civic uses and activities
- Historic preservation
- Unique features
- Promotion
- Community planning and organization

Downtown San Luis Obispo



1. An Economic Reason to Exist



SLO's market niche

- Social, cultural, civic, specialty retail and entertainment center
- Small town ambiance and unique shopping experience
- Sophisticated middle and upper middle income shoppers
- Residents and tourists
- Students
- Office workers



2. Access



SLO Access

- Wayfinding signs
- Parking lots & garages
- 25 cent trolley
- Employee ½ off transit
- Mission sidewalks
- Bike racks with plaques

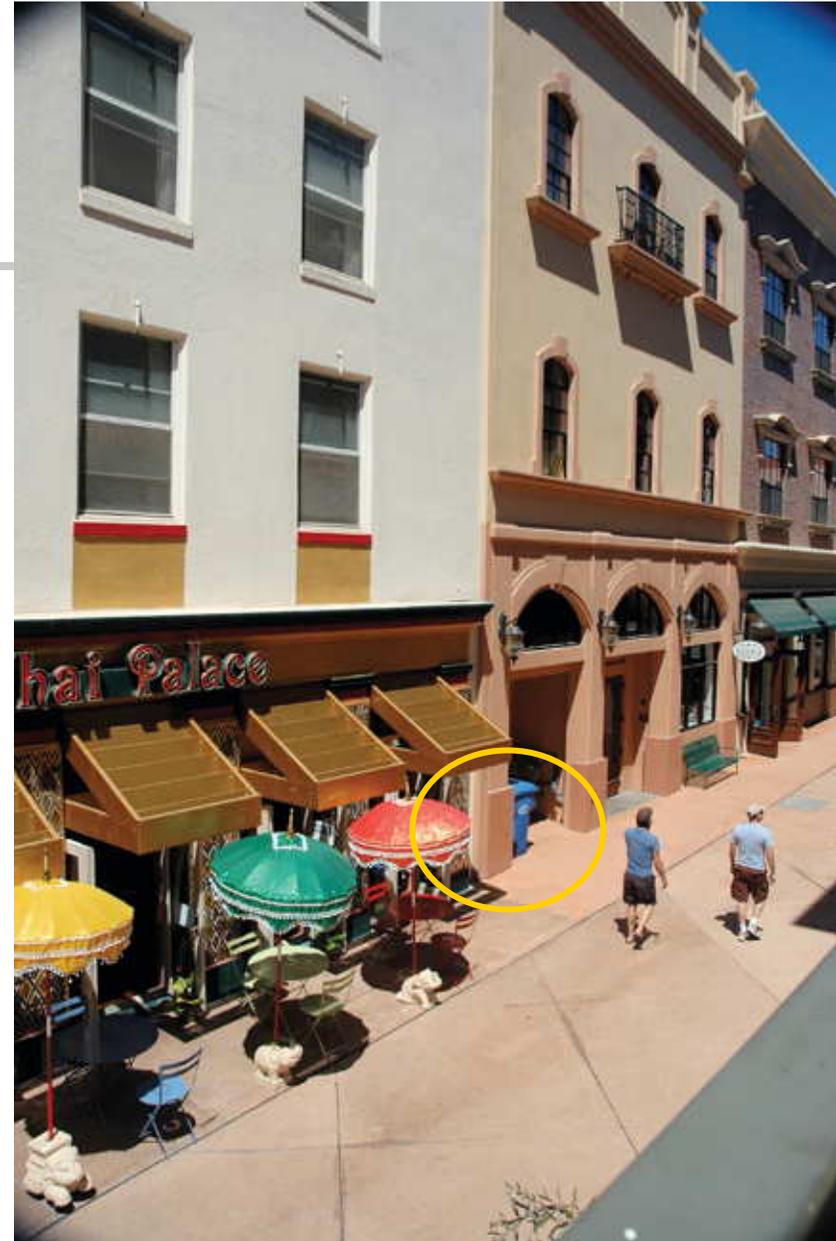


3. Critical Mass



SLO Infill

- 260,000 sf new
- 200,000 sf planned
- Density bonus for historic preservation
- Housing bonus
- Facilitates seismic retrofitting
- Protects views and light
- Pays for art
- Transfer of Development rights



4. Healthy Neighborhoods



SLO Downtown Housing

- In General Plan
- 24/7 presence
- Density bonuses
- Resolve resident/business conflicts
- Parking demand reduction



5. Cleanliness and Safety



SLO Cleanliness and Safety

- Daily sweeping
- Panhandling ordinance
- Teen issues
- Private security
- Street tree plan
- Downtown Foresters
- Lighting plan
- Seismic program



6. Retail



SLO Retail Strategies

- Identified niche
- Independents and chains
- Parking
- Promotions
- Sunday hours
- Restrict outlying development

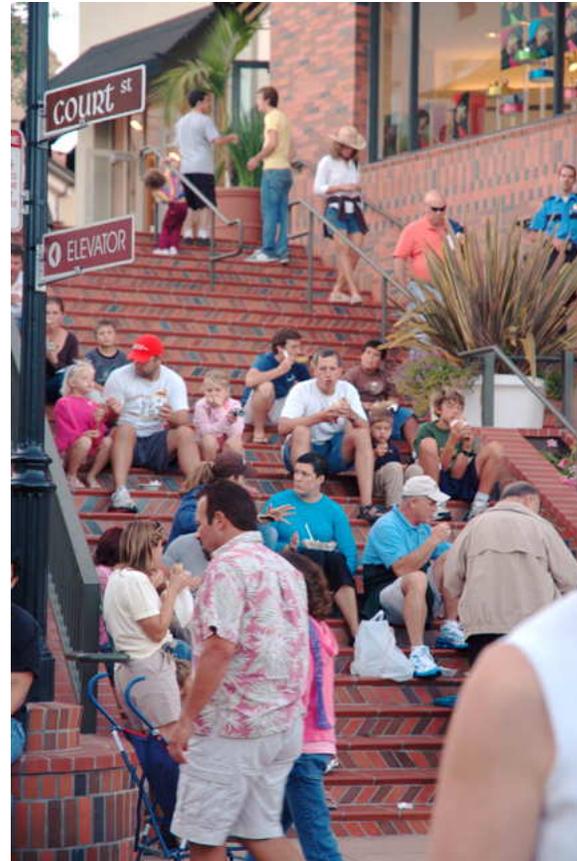


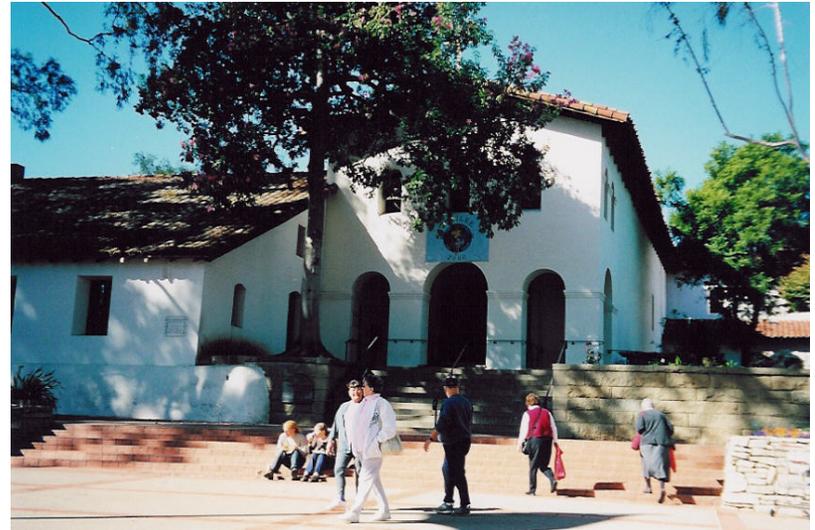
7. Gathering Spots and Public Spaces



SLO Gathering Spots

- Mission Plaza
- Creekwalk
- Outdoor dining
- Commemorative benches
- Amphitheater
- Development amenities





8. Civic Uses and Activities

- City and County offices
- Library
- Museums
- Farmers Market



SLO Civic Uses and Activities



SYLVESTERS ALARMS
543-6300

SAN LUIS OBISPO
CHILDREN'S MUSEUM

HOURS

- SUN. 12-4
- MON. 11-5
- TUE. 11-5
- WED. closed
- THUR. 11-5
- FRI. 11-5
- SAT. 11-5

Save Money
BECOME a MEMBER!

ENJOY A YEAR OF HANDS-ON FUN!

- Over 25 interactive exhibits
- Special Events
- Group Rates
- Birthday Party Packages
- Field Trips
- Corporate Events

CHILDREN UNDER AGE 16
MUST BE ACCOMPANIED
BY AN ADULT.
Thank You

GREEN

The sign features a green dinosaur illustration on the right and a small figure on the left. The background is blue with white text and colorful graphics.

9. Historic Preservation

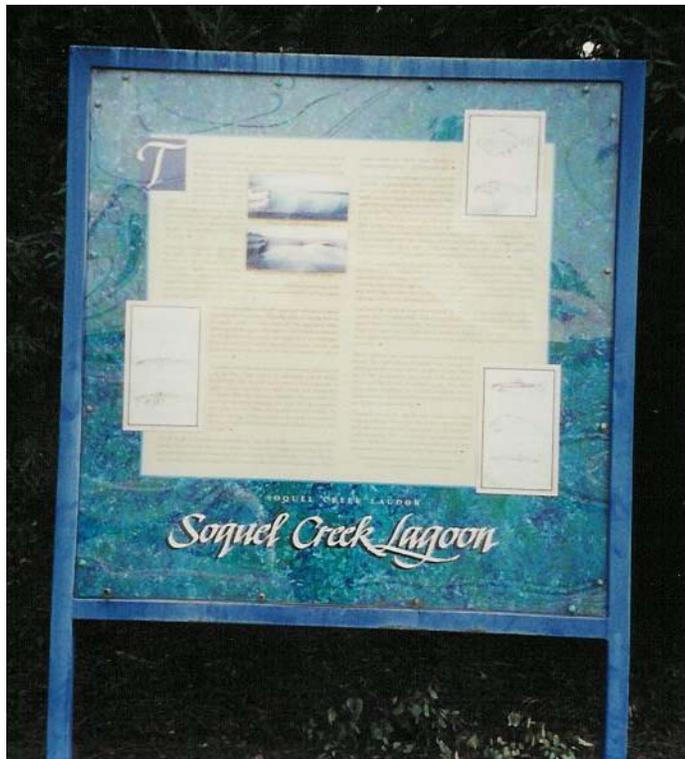


SLO Historic Preservation

- Inventories
- Ordinance
- Retrofitting
- Incorporation in new development
- Beautification awards
- Design guidelines



10. Unique Features



SLO Unique Features



SLO Unique Features

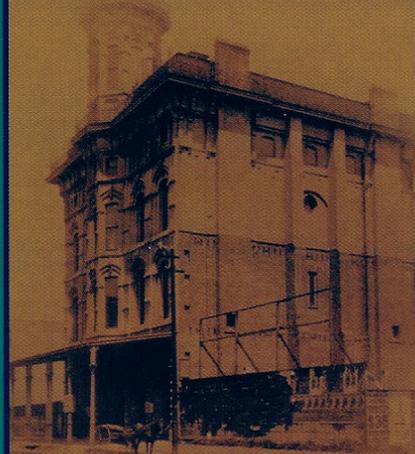


\$250,000 of
public art

11. Promotion



Then & Now...



Historic
PARK
STREET
COMMERCIAL DISTRICT

SLO Promotions

- Thursday night market
- Friday night concerts
- Halloween
- December holidays
- Easter
- Art After Dark
- Magazine
- Tourism
- Juror dining
- Internet presence



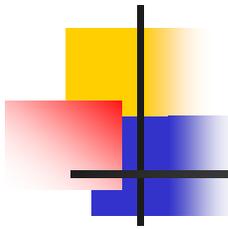
12. Community Planning and Organization



SLO Planning and Organization

- General Plan policies
- Physical Plan
- Parking and access plans
- Tree and light plans
- Downtown Association BID
- Main Street Program
- California Downtown Association
- Strategic Business Plan





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