



City of El Campo Downtown Revitalization

What does it take to create a downtown where visitors AND locals want to spend time and money?

January 29, 2015

What is “Revitalization”?

- Enjoyable, economically healthy and vibrant
- Market-supported economic development
- Engaged developers
- Innovative urban design
- Consistent implementation

Why does it matter?

- ❖ Sense of Place
- ❖ Community Pride
- ❖ Tax Base
- ❖ Entry to YOUR city
- ❖ Downtown is an indicator for industrial development



Who is involved?

- ❖ Property Owners
- ❖ Public Sector Partners
- ❖ Merchants



How do we get started?...

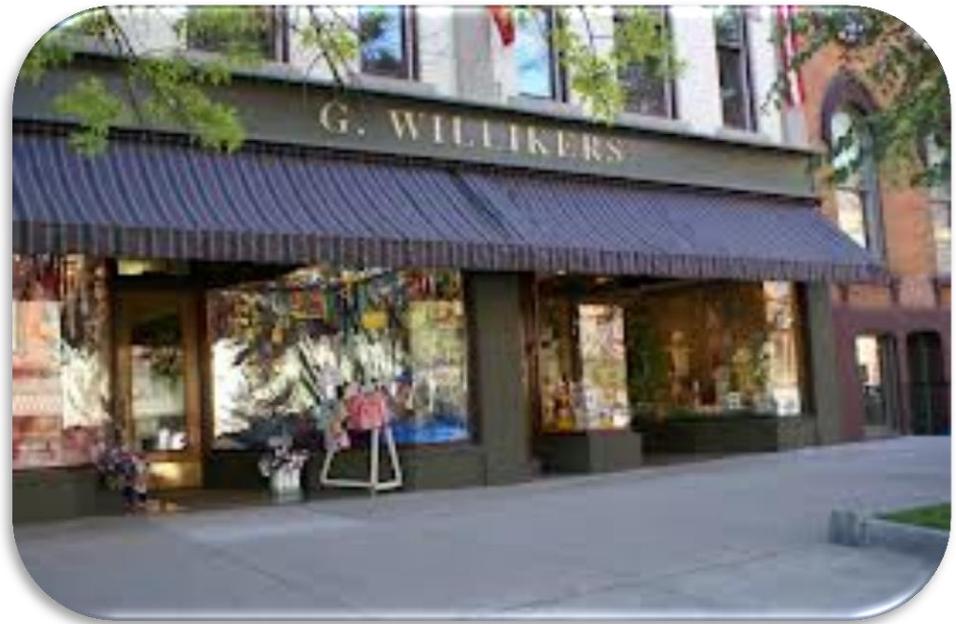
With the Property Owners

- Begin with a plan
- Branding and marketing
- Retail focus – built on public relations and word of mouth
- Recruitment of ideal businesses for 3 blocks
 - *10 places that sell food*
 - *10 retail shops*
 - *10 places open after 6pm*

Make it worth the trip!

Have “anchor tenants”.

Have at least one or two anchor businesses, that people would drive an hour or more to visit.



Promote your anchor tenants and your primary lures!

Are you open after 6pm?

- Lease agreements include defined operating days and hours
- Market-driven projects draw people in
- 70% of sales happen after 6pm
- Extending your operations by 2 hrs., the average retailer works 20% less

We are in it together!

Public sector investment:

Public restrooms

- #1 reason passers-by stop in a town
- Located in the heart of spending districts
- Open 24 hr. / day

Public spaces:

Gathering Places

- Turns parks into plazas
- Permanent location for outdoor markets
- Water features
- Trees and planters
- Public art
- Night lighting
- Music

Gateways

- Signage
- First impressions
- Placement
- Directional
- Identifiers create a “sense of arrival”



Gateway/District Signage

Be visible day and night



Can you find your way?

- Wayfinding signs should be decorative
- Include vehicular and pedestrian signage
- No more than 5 items on any one sign
- Use kiosks or maps for amenities and attractions
- Educate front line employees of what you have to offer and where it is located





Merchants are you ready?

- A good first impression
- Signage rules – use perpendicular or “blade” signs
- Sidewalk cafes and intimate surroundings
- Retail beautification
- Activities and entertainment



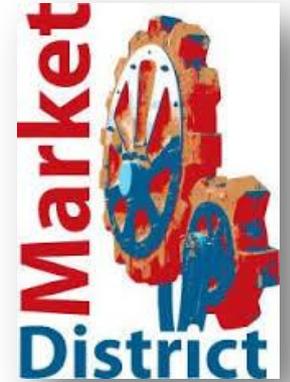
And finally...

- Give your downtown district a name
- Marketing is experiential: focus on activities, not buildings



City size doesn't matter

Examples:



Jefferson, TX – pop. 2,500

Sulphur Springs, TX – pop. 15,868

Rapid City, SD – pop. 70,812

Hamilton, MO – pop. 1,750

York, PA – pop. 43,935

Salado, TX – pop. 2,152

Questions & Answers Handouts Survey

Resources:

Texas Downtown Association
Main Street Program
El Campo 2020
Comprehensive Plan
Texas Cultural Trust

Eva Peterson, Marketing Coordinator
City of El Campo 979-541-5000



Downtown Preference Survey Images Question 1.

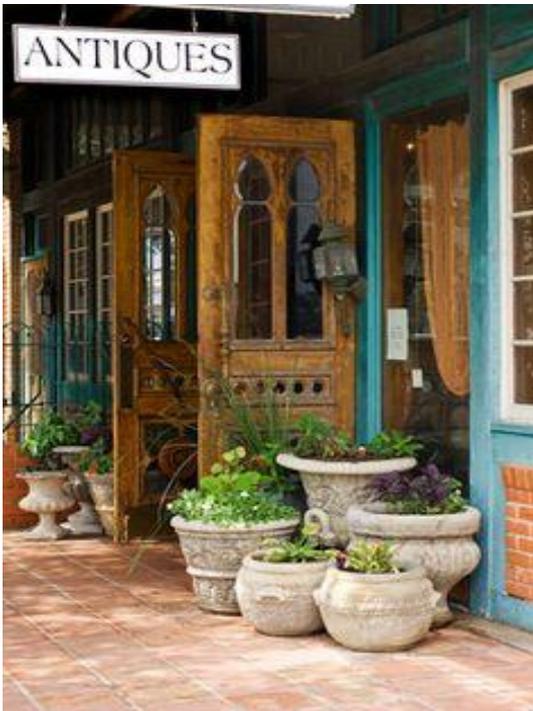


IMAGE A



IMAGE B



IMAGE C

Question 2.



IMAGE A



IMAGE B



IMAGE C