

The Chautauqua County Downtown Idea Book

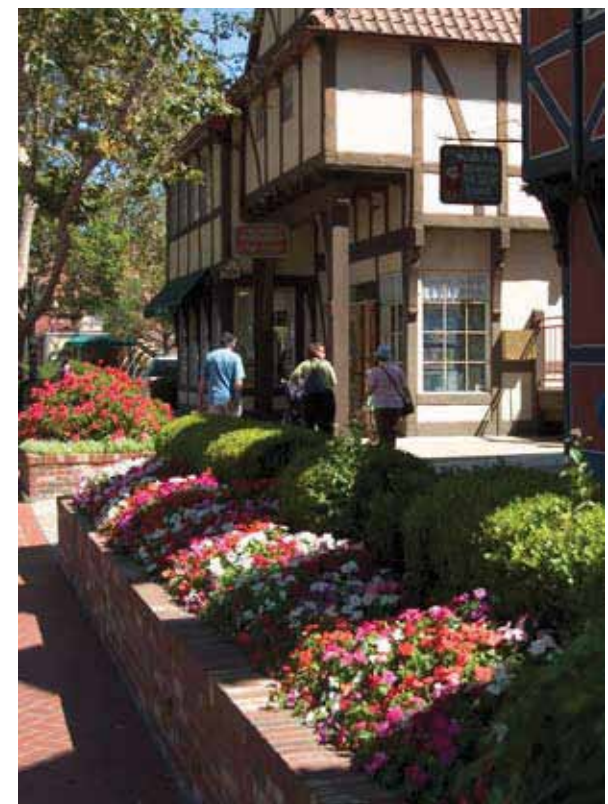


The samples on these pages are designed to provide an “idea book” of concepts that downtown property owners and merchants can adopt. Nothing sells like beautiful places. Studies prove that beautification increases retail sales and property values. Shown on this page, clockwise from top left: Banff, Alberta; Carmel, California; York, Pennsylvania (taken in November); Victoria, British Columbia; Turlock, California; Whistler Resort, British Columbia; Battle Creek, Michigan. Tip for street trees: every 30', use shade canopy trees (bottom center).





Shown clockwise from top left: Storm Lake, Iowa; Solvang, California (three photos); Sisters, Oregon; Wickford, Rhode Island. The Peach Blossom in Storm Lake spent only \$100 on outdoor potted plants and the hanging elements. This modest investment increased the store's sales by nearly a third. These types of landscape enhancements do not need to be seasonal. The local garden club in Sisters, Oregon (bottom center) has adopted their downtown, which is now one of the most popular towns in Oregon even though it's situated in the Cascade Mountains several hours from Portland.



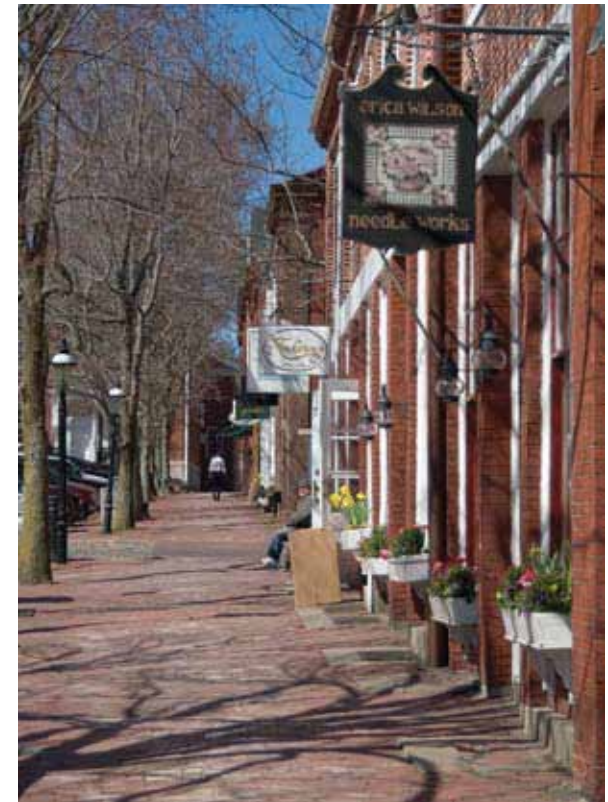


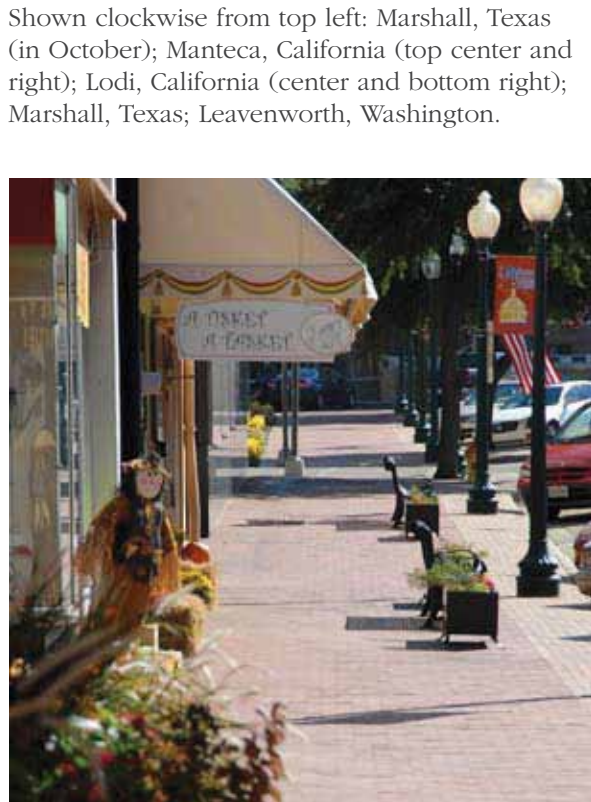
Shown clockwise from top left corner: Pittsburg, California (garden structures and water features are growing in popularity and create a sense of intimacy); The Pearl District in Portland, Oregon; downtown Oxnard, California; a retail shop in Pendleton, Oregon; a restaurant in Newport, Rhode Island; median landscaping (changed three times annually) including trees, annual color, decorative street lighting, and pole banners in North Adams, Massachusetts; a retail shop in Ottawa, Illinois.





Shown clockwise from top left corner: Nevada City, California where deer come into downtown and so the beautification is made up of non-food items; Nantucket Island, Massachusetts (taken during the winter months - both right photos); A downtown B&B in Marshall, Michigan; shops in rural Lancaster, New Hampshire. All of these examples show that, for little cost, merchants can make their shops inviting, while easily increasing the “perceived value” of not only the shops, but the entire downtown area.



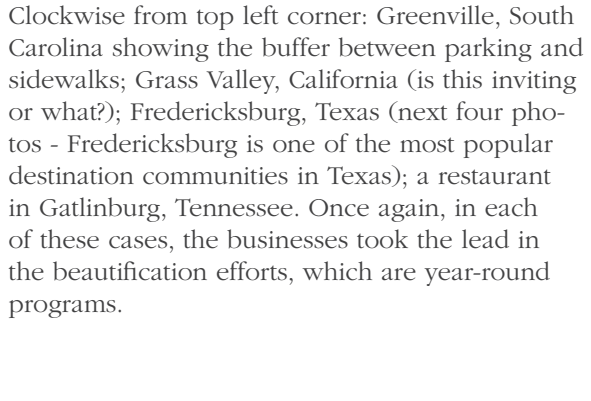


Shown clockwise from top left: Marshall, Texas (in October); Manteca, California (top center and right); Lodi, California (center and bottom right); Marshall, Texas; Leavenworth, Washington.



Shown clockwise from top left corner:
 Jonesborough, Tennessee (in October); Keystone,
 South Dakota; Jonesborough; Jackson, Texas
 (center and bottom right); Owen Sound, Ontario;
 Jonesborough (the oldest town in Tennessee). In
 every one of these examples the business took the
 lead in the beautification efforts you see. All have
 stated that the effort pays for itself in increased
 sales.





Clockwise from top left corner: Greenville, South Carolina showing the buffer between parking and sidewalks; Grass Valley, California (is this inviting or what?); Fredericksburg, Texas (next four photos - Fredericksburg is one of the most popular destination communities in Texas); a restaurant in Gatlinburg, Tennessee. Once again, in each of these cases, the businesses took the lead in the beautification efforts, which are year-round programs.



Clockwise from top left: Fallbrook, California; Fredericksburg, Texas; Fallbrook; Door County, Wisconsin; Ellensburg, Washington; Fredericksburg (bottom center and left).





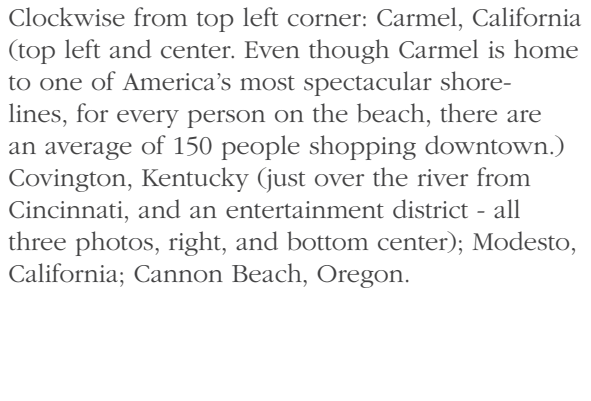
Ellicottville, New York; Carmel, California; Cannon Beach, Oregon; Asheville, South Carolina (center and bottom right - showing the power of outdoor seating and dining areas); Blaine, Washington; Cambria, California. All of these places “look” upscale and inviting, and all are exceptionally successful and have a strong year round tourism industry. Their beautification efforts are also year round, not just seasonal.





Clockwise from top left corner: Asheville, North Carolina (top three photos and center right - showcasing outdoor dining areas); Cannon Beach, Oregon; Battle Creek, Michigan (bottom center and left); Banff, Alberta. In life we have a “First Place” which is our home, a “Second Place,” which is where we work, and the “Third Place” is where we go to hang out or to meet friends or family. Third Places are gathering places, frequently downtowns, and have key elements: after hours entertainment and activities, destination retail shopping, and beautiful surroundings.



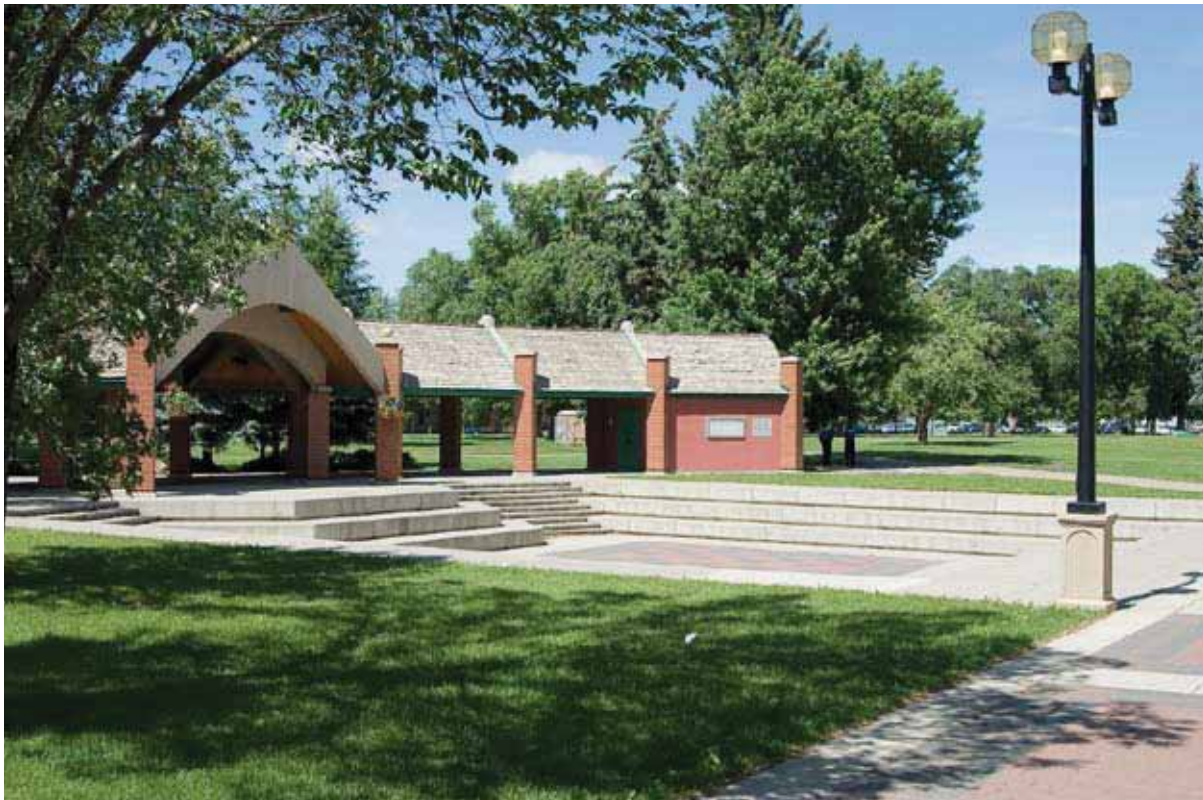


Clockwise from top left corner: Carmel, California (top left and center. Even though Carmel is home to one of America's most spectacular shore-lines, for every person on the beach, there are an average of 150 people shopping downtown.) Covington, Kentucky (just over the river from Cincinnati, and an entertainment district - all three photos, right, and bottom center); Modesto, California; Cannon Beach, Oregon.



Clockwise from top left corner: The city of Fallbrook, California removed a dilapidated building and in its place (on a corner in downtown) developed a permanent home for a Farmers Market (top three photos); ambiance street lighting in Florence, Italy (center and bottom right), Greenville, South Carolina (last three photos showcasing buffer areas, photo opportunities, and plaza area dining. Whenever possible convert parks into public plazas, then bring them to life with activities and events.





The top left and large (lower left) photo showcase a small gathering area and stage in Lethbridge, Alberta. Stockton should have two or three places like this downtown. Modesto, California (top center and right) uses planters as a barrier between retail shops and restaurants and the street, without the use of curbs. Muskogee, Oklahoma (bottom right).





Clockwise from top left: Nelson, British Columbia where merchants put out temporary eating decks during the six month peak season, which are then removed and stored to make snow removal easier. Newport, Rhode Island (top center); Ojai, California; Olympia, Washington; Oxnard, California (bottom center and left); Pendleton, Oregon showing a small staging area downtown.



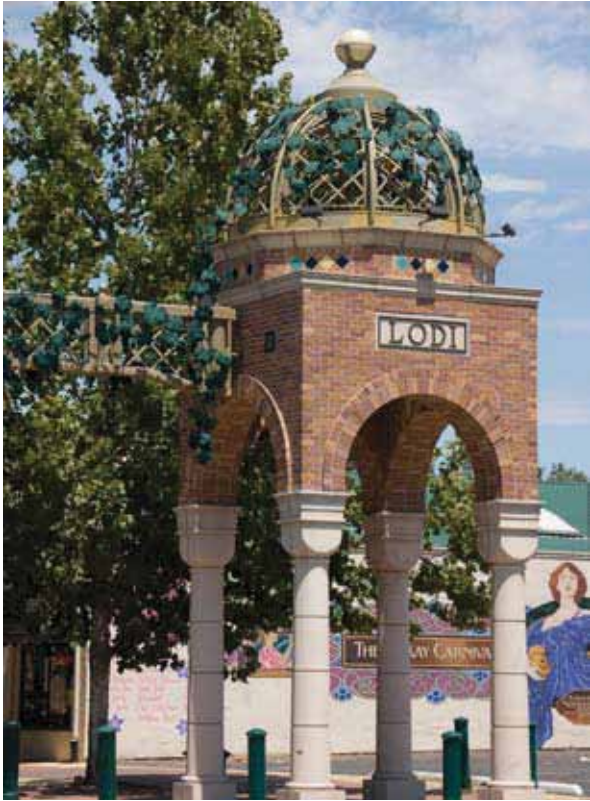


Clockwise from top left corner: Pittsburg, California; the use of bollards in Santa Monica and Stockton, California. The bollards in Santa Monica (top center) are remote activated and drop down to provide emergency or delivery access. Deliveries are limited to certain hours each day. In Modesto (top right) the bollards are manually removed for access to the plaza area. Sisters, Oregon; Solvang, California; shade cover seating in Stockton, California; outdoor dining in Santa Barbara, California and in Salem, Massachusetts.





The bottom left photo was taken in Turlock, California, while the other three are in downtown Stockton. The plaza area (top left) balls are actually fountains. The tented area is used for large concerts and events. The use of arbors, trellis and garden structures in downtowns is increasing and creates an exceptional environment and “sense of place.”



Clockwise from top left: Actual street in Stockton, with a conceptual drawing of how this street could be reconfigured. A restaurant in Whistler, BC; dining in Turlock, California; the gateway into downtown Lodi, California (bottom center and left); a village gateway in Woodlands, Texas approximately 30 miles north of Houston.