

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.

Public Spaces Teeming with People

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



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

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



People Live Downtown

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

A Thriving and Diverse Business Community

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

Downtown is “The Place to Go”

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



Everyone Feels Safe

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

Cool Environment

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

Cultural and Historic Aspects

- ☐ Public library
- ☐ Museums/Galleries
- ☐ Public art
- ☐ Wi-fi access
- ☐ Theater
- ☐ Event venues
- ☐ Churches/places of worship
- ☐ Recreation/YMCA/fitness



For more information about the
Kansas Main Street program
call 785-296-7288.

