

# Tactics in the Private Sector

*Presented to:  
New Partners for Smart Growth*



## **CIVILIS CONSULTANTS**

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ACKNOWLEDGEMENTS

**GRATITUDE!**



# URBAN DISTRICTS



# MAIN STREETS



# CORRIDORS



TO BRING ECONOMIC CHANGE

# Property Owners Business Owners

TO BRING ECONOMIC CHANGE

**What can I do  
tomorrow?**

## TOPICS

- ❑ *Location, Location, Location*
- ❑ *Show, Don't Tell*
- ❑ *Beige Is Not a Color!*



## TOPICS

- ❑ *Location, Location, Location*
- ❑ *Show, Don't Tell*
- ❑ *Beige Is Not a Color!*

LOCATION, LOCATION, LOCATION

**Where You  
Put Your Tactical  
Projects Matters**

# LOCATION, LOCATION, LOCATION

- Enhance Areas with Active Businesses
- Connect with Best Selling Products

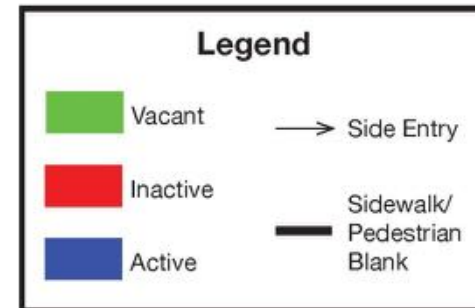
# LOCATION, LOCATION, LOCATION

- Enhance Areas with Active Businesses
- Connect with Best Selling Products

# ENHANCE ACTIVE AREAS



# GROUND FLOOR ACTIVATION MAPS



# ACTIVE VS INACTIVE



# ACTIVE VS INACTIVE





# ACTIVE VS INACTIVE



# ACTIVE VS INACTIVE



# ACTIVE VS INACTIVE



# ACTIVE VS INACTIVE



# ACTIVE VS INACTIVE



ENHANCE ACTIVE AREAS

**Create Tactical  
Projects Where You  
Have Some Blue**

# ENHANCE ACTIVE AREAS



COURTESY OF GOOGLE STREETVIEW

# ENHANCE ACTIVE AREAS



COURTESY OF GOOGLE STREETVIEW



# ENHANCE ACTIVE AREAS



COURTESY OF GOOGLE STREETVIEW

# ENHANCE ACTIVE AREAS



# ENHANCE ACTIVE AREAS



COURTESY OF GOOGLE STREETVIEW

# ENHANCE ACTIVE AREAS



COURTESY OF GOOGLE STREETVIEW

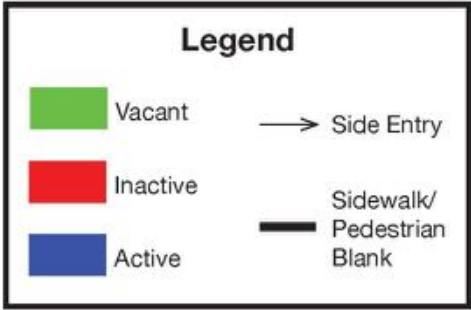
# LOCATION, LOCATION, LOCATION

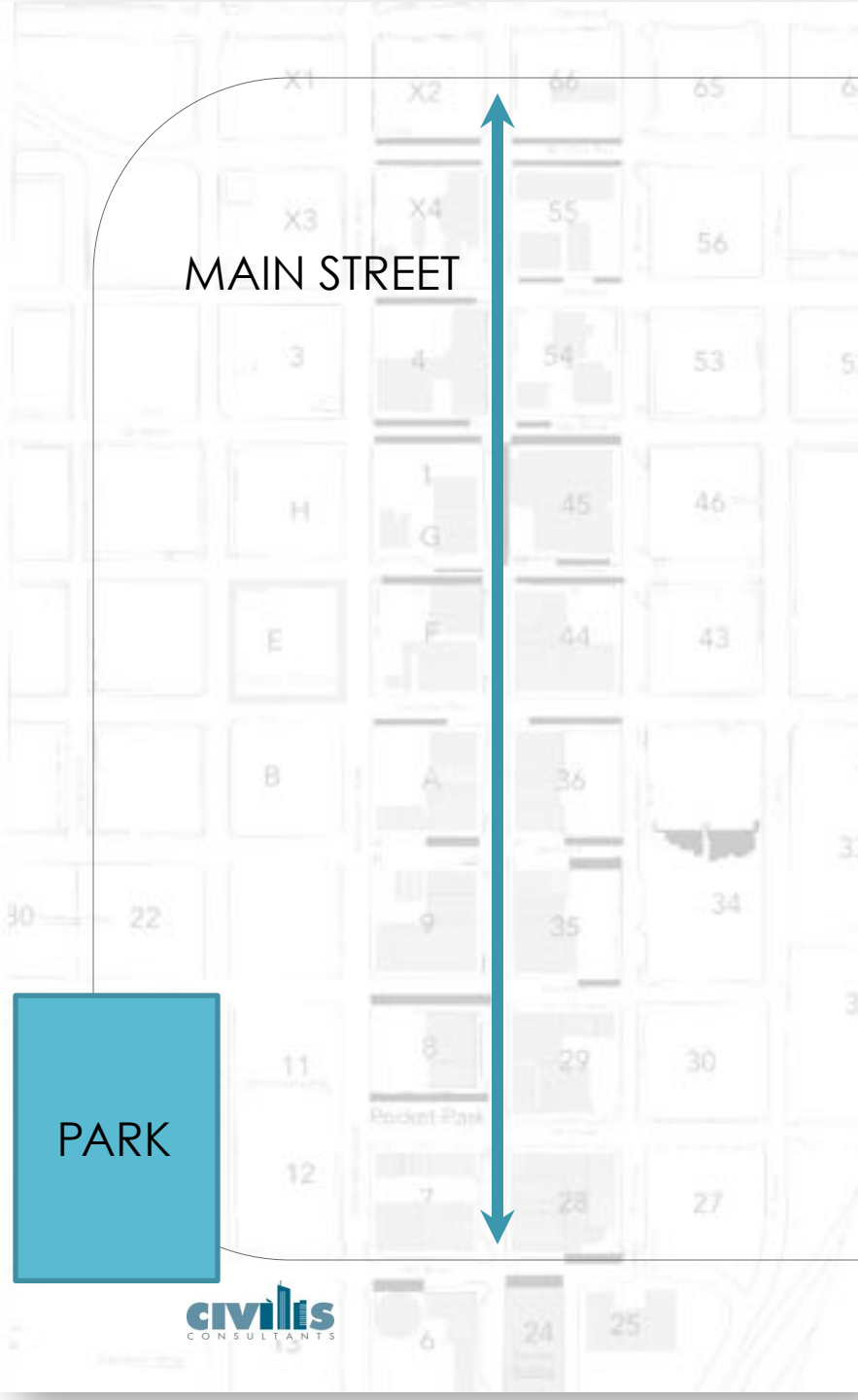
- Enhance Areas with Active Businesses
- Connect with Best Selling Products

BEST SELLING PRODUCTS

# Analyze Districts As I Would a Single Store

# WHERE ARE BEST SELLING PRODUCTS?





MAIN STREET

BEST SELLING  
PRODUCTS

PARK





# HOTEL

# PARK



# BEST SELLING PRODUCTS

MAIN STREET



Image courtesy of Google Maps

# BEST SELLING PRODUCTS



Photo courtesy of Google Maps

# SUPER BLOCK WALL



# BEST SELLING PRODUCTS



Photo courtesy of Google Maps

## VIEW FROM HOTEL TO MAIN STREET



COURTESY OF GOOGLE STREETVIEW

## VIEW FROM PARK TO MAIN STREET



COURTESY OF GOOGLE STREETVIEW



## VIEW FROM PARK TO MAIN STREET



COURTESY OF GOOGLE STREETVIEW

# VIEW FROM PARK TO MAIN STREET



COURTESY OF GOOGLE STREETVIEW

# BEST SELLING PRODUCTS

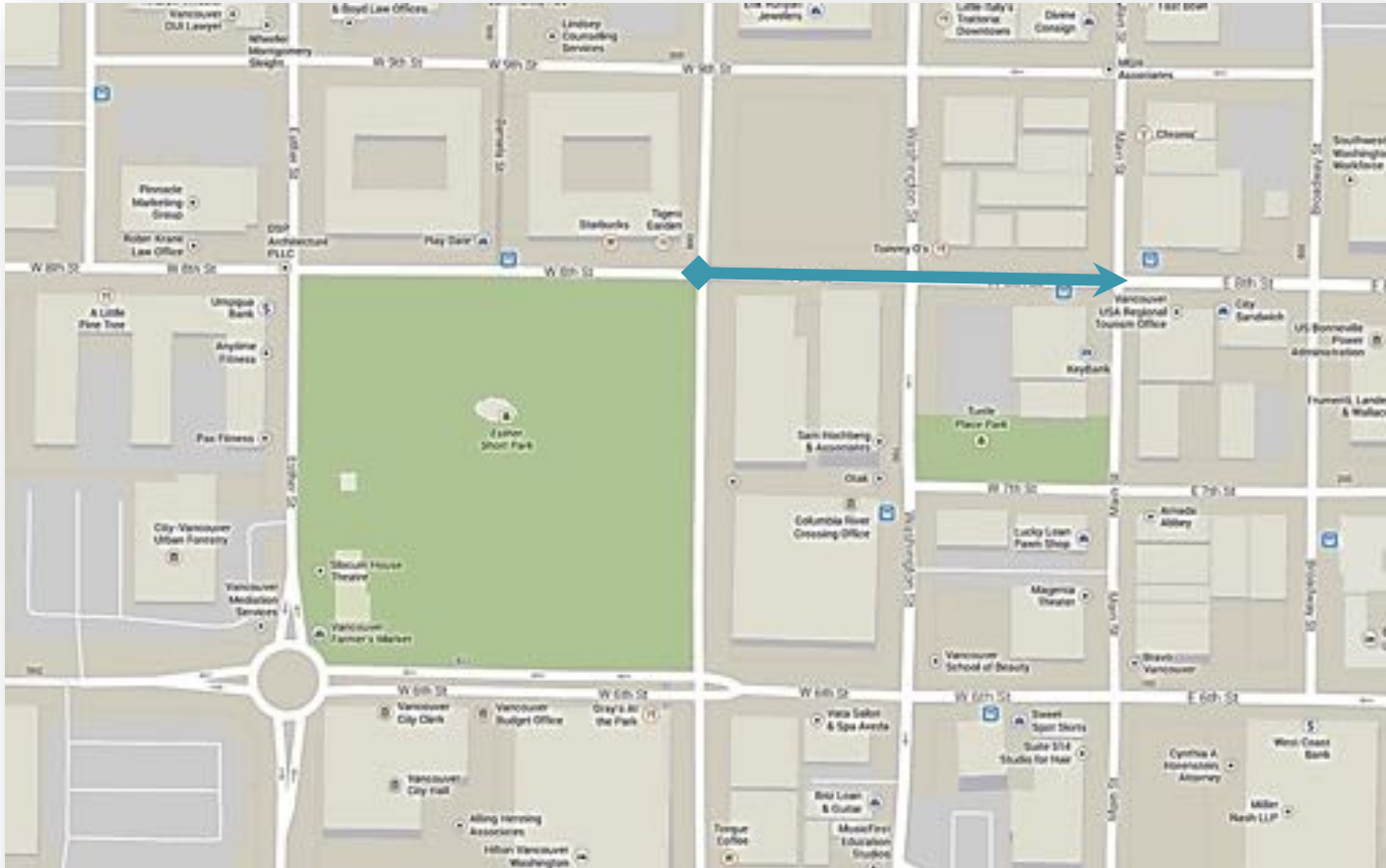


Photo courtesy of Google Maps

# PARKING LOT TEMPORARY IMPROVEMENT



# PARKING LOT TEMPORARY IMPROVEMENT



# BEST SELLING PRODUCTS

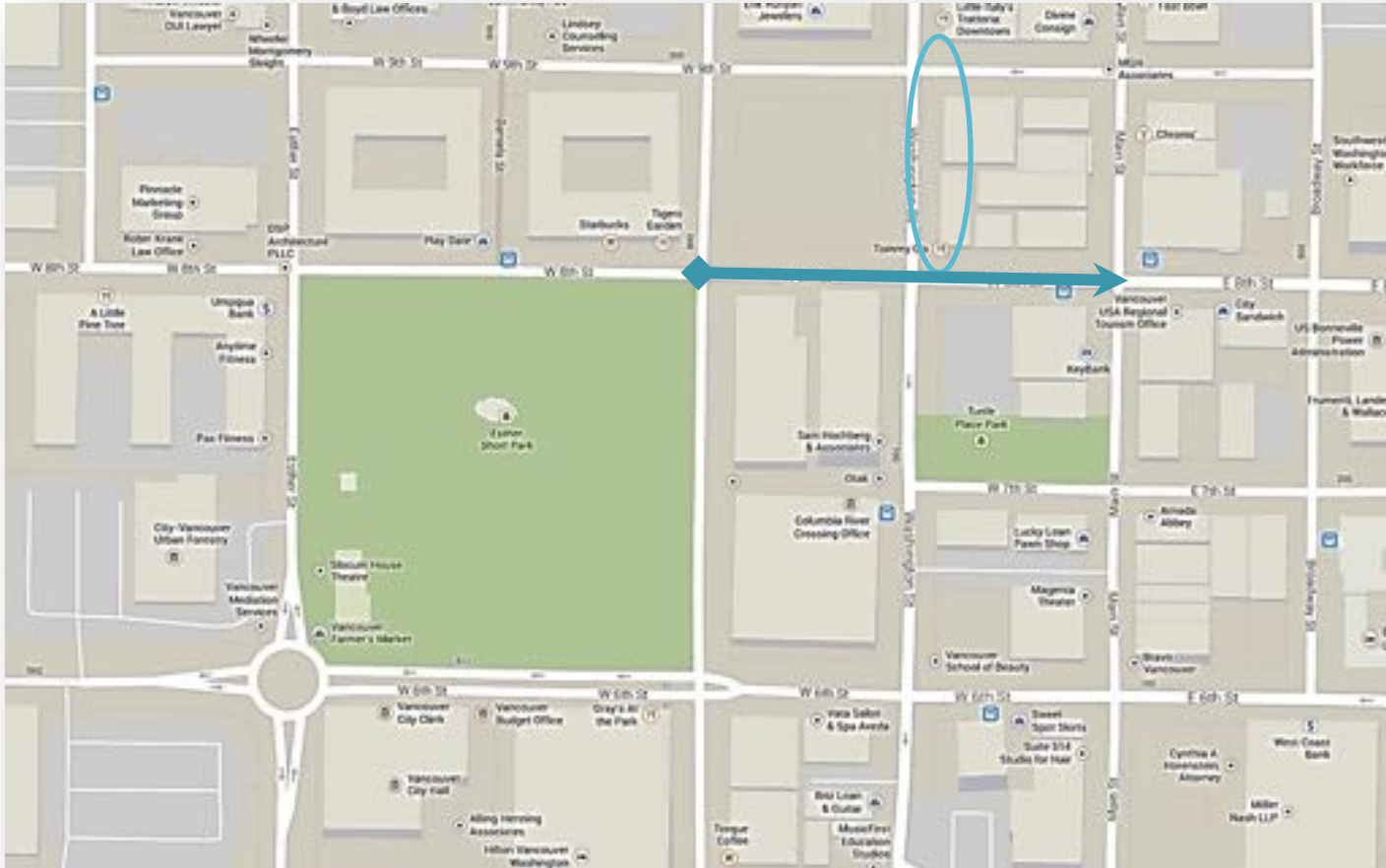


Photo courtesy of Google Maps

# BUSINESS IMPROVED



# BUSINESS IMPROVED





# BUSINESS IMPROVED



# LOCATION, LOCATION, LOCATION

- Enhance Areas with Active Businesses
- Connect with Best Selling Products

## TOPICS

- Location, Location, Location*
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## TOPICS

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SHOW, DON'T TELL

# What Experience Does Your Business Provide?

# SPECIALTY LUMBER



# HOME CONSTRUCTION



Old 27

# JUNK YARD



Old 27

*Courtesy of Google Maps*



# SPORTS BAR



*Courtesy of Google Maps*

# ENGINEERING FIRM



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# TATTOOS

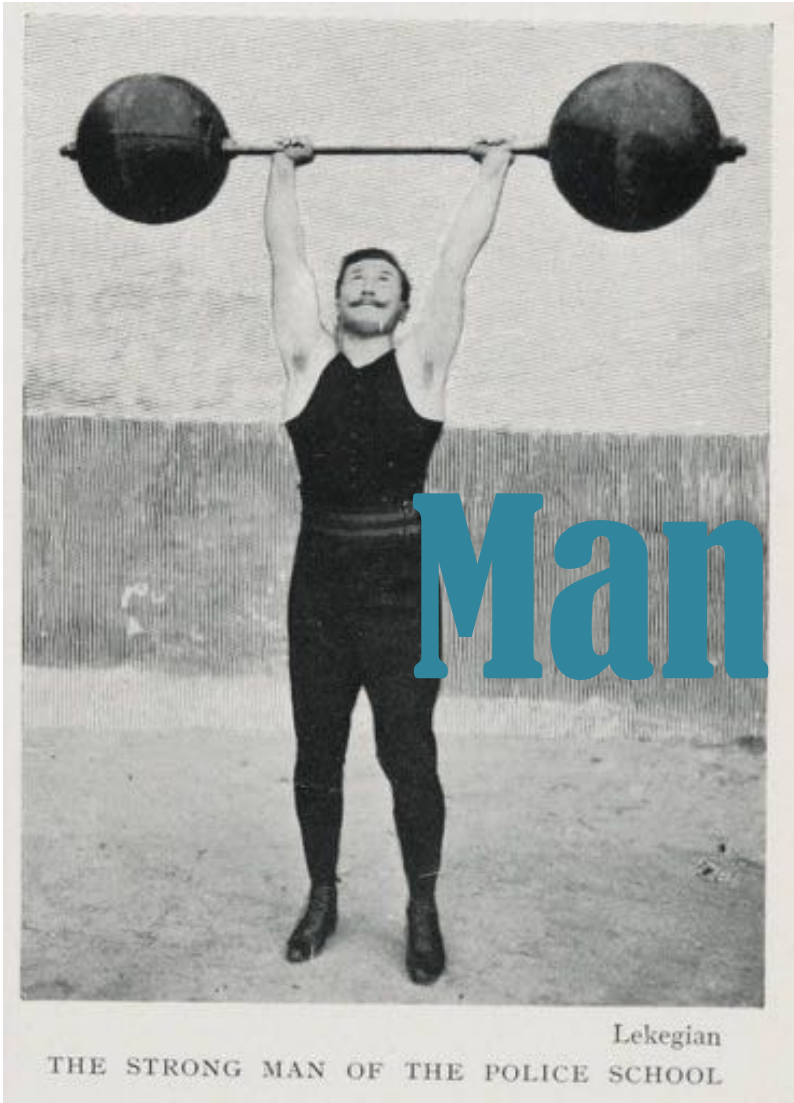


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# LANDSCAPING SPRINKLERS



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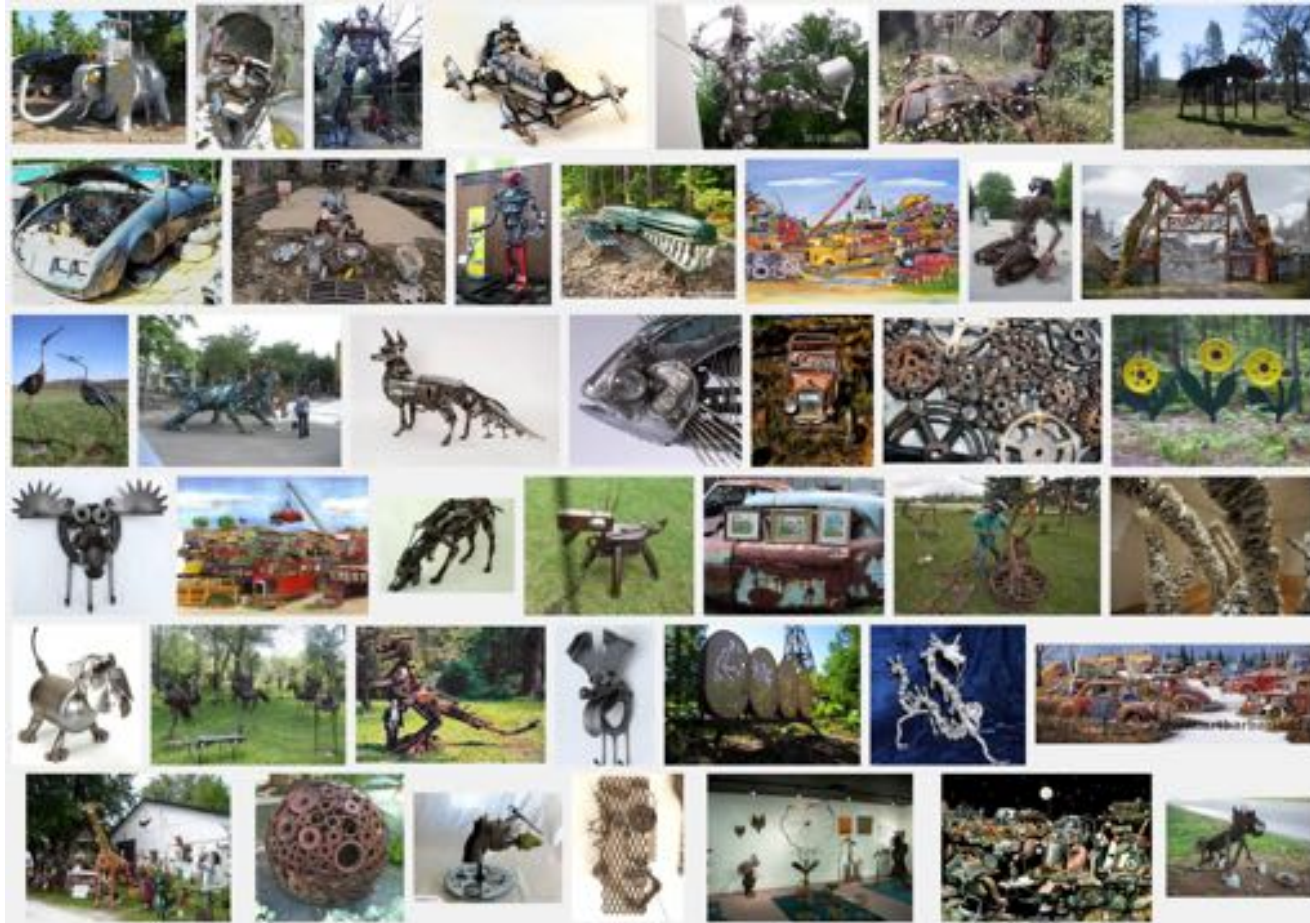
# Man District!

# SHOW, DON'T TELL



*Courtesy of Google Maps*

# SHOW, DON'T TELL



*Courtesy of Google Images*

# SHOW, DON'T TELL





SHOW, DON'T  
TELL



# SHOW, DON'T TELL



# SHOW, DON'T TELL



# SHOW, DON'T TELL



# SHOW, DON'T TELL



# SHOW, DON'T TELL



# SHOW, DON'T TELL



Old 27



SHOW, DON'T TELL



SHOW, DON'T TELL!





SHOW, DON'T TELL!

SHOW, DON'T TELL!





COURTESY OF MEGAN CURRY

SHOW,  
DON'T TELL!

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BEIGE IS NOT A COLOR!



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BEIGE IS NOT A COLOR!



BEIGE IS NOT A COLOR!

➤ Transparency

# TRANSPARENCY



# BEIGE IS NOT A COLOR!

- Transparency
- Color

# COLOR



# COLOR



# BEIGE IS NOT A COLOR!

- Transparency
- Color
- Building Lighting



## BUILDING LIGHTING



# BEIGE IS NOT A COLOR!

- Color
- Transparency
- Building Lighting



## TOPICS

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