Tactics in the Private Sector

Presented to: New Partners for Smart Growth
ACKNOWLEDGEMENTS

GRATITUDE!
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
GROUND FLOOR ACTIVATION MAPS

Legend
- **Vacant**
- **Inactive**
- **Active**
- **Side Entry**
- **Sidewalk/Pedestrian Blank**
ACTIVE VS INACTIVE
ACTIVE VS INACTIVE
ACTIVE VS INACTIVE
ACTIVE VS INACTIVE

Private Sector Tactics
ACTIVE VS INACTIVE
ACTIVE VS INACTIVE
ACTIVE VS INACTIVE
Create Tactical Projects Where You Have Some Blue
ENHANCE ACTIVE AREAS

COURTESY OF GOOGLE STREETVIEW
ENHANCE ACTIVE AREAS
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?

Legend
- Green: Vacant
- Red: Inactive
- Blue: Active
- Black: Side Entry
- Black: Sidewalk/Pedestrian Blank

Private Sector Tactics
MAIN STREET

BEST SELLING PRODUCTS

PARK
HOTEL
PARK
BEST SELLING PRODUCTS

Photo courtesy of Google Maps
SUPER BLOCK WALL
VIEW FROM HOTEL TO MAIN STREET

COURTESY OF GOOGLE STREETVIEW
VIEW FROM PARK TO MAIN STREET
VIEW FROM PARK TO MAIN STREET

COURTESY OF GOOGLE STREETVIEW
VIEW FROM PARK TO MAIN STREET

COURTESY OF GOOGLE STREETVIEW

RESTAURANT
BEST SELLING PRODUCTS

Photo courtesy of Google Maps
PARKING LOT TEMPORARY IMPROVEMENT
BUSINESS IMPROVED
BUSINESS IMPROVED
BUSINESS IMPROVED
LOCATION, LOCATION, LOCATION

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

✓ Location, Location, Location

☐ Show, Don’t Tell

☐ Beige Is Not a Color!
TOPICS

✓ Location, Location, Location

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SHOW, DON’T TELL

What Experience Does Your Business Provide?
SPECIALTY LUMBER

Old 27
HOME CONSTRUCTION

Old 27
JUNK YARD

Old 27

Courtesy of Google Maps
ENGINEERING FIRM

Old 27
TATTOOS

Old 27
LANDSCAPING SPRINKLERS

Old 27
Man District!
SHOW, DON'T TELL

Old 27

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!
SHOW,
DON’T TELL!

COURTESY OF MEGAN CURRY
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!
BEIGE IS NOT A COLOR!
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➤ Transparency
TRANSPARENCY
BEIGE IS NOT A COLOR!

- Transparency
- Color
Private Sector Tactics
BEIGE IS NOT A COLOR!

- Transparency
- Color
- Building Lighting
BUILDING LIGHTING
BEIGE IS NOT A COLOR!

- Color
- Transparency
- Building Lighting
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