

PASADENA PLAYHOUSE DISTRICT

Annual Meeting
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Creating Great Downtown Districts in Today's
Economy

Creating *And Sustaining* Great
Downtown Districts in Today's
And Tomorrow's Economy

100 Measurements of a Successful Downtown in 12 Categories

1. Leadership
2. Comprehension
3. Management
4. Partnerships
5. Public Sector Participation
6. Community Orientation
7. Diversity
8. Differentiation
9. Pedestrian Orientation
10. Market Sensitivity
11. Incrementalism
12. Forward Thinking

1

Category - *Leadership*

Do we have an individual who is the Local *Champion* for downtown revitalization?

2

Category - *Leadership*

Is there a formal or informal overall vision or comprehensive plan that guides the process?

3

Category - *Leadership*

Is there institutional presence downtown?

4

Category - *Leadership*

Are stakeholders responsive to change?

5

Category - *Leadership*

Is there institutional support for
downtown by local government?

6

Category - *Leadership*

Is there institutional support for downtown by financial institutions?



7

Category - *Leadership*



Is there
institutional
support for
downtown by
utility companies?

8

Category - *Leadership*

Is there institutional support for downtown by religious institutions?



9

Category - *Leadership*

Is there institutional support for downtown
by the local newspaper?

10

Category - *Leadership*

Is there a significant segment of community leadership committed to downtown?

11

Category - *Leadership*

Is the downtown organization an alternative path to broader community leadership positions?

12

Category - *Comprehension*

Is the importance of downtown understood by the public sector?

13

Category - *Comprehension*

Is the importance of downtown understood by the business community downtown?

14

Category - *Comprehension*

Is the importance of downtown understood by the business community that is not downtown?

15

Category - *Comprehension*

Is the importance of downtown understood by the community at large?

16

Category - *Comprehension*

Is the importance of downtown understood
by the local news media?

17

Category - *Comprehension*



Is there a clear, broadly understood definition of where downtown is?

18

Category - *Management*



Is there a public/private/non-profit organization for the downtown?

19

Category - *Management*

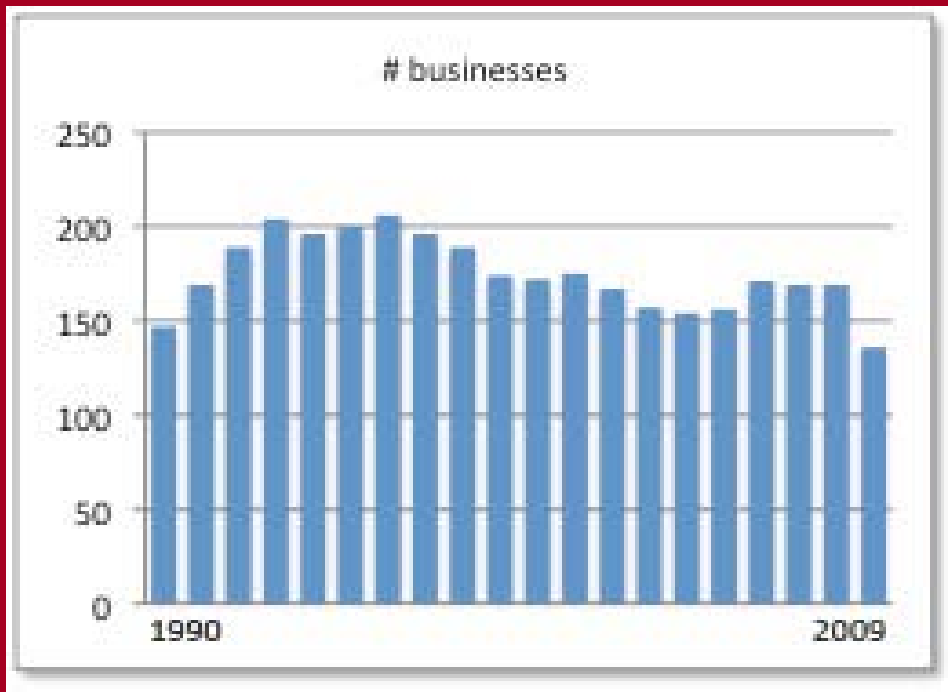


Is there a comprehensive approach to management of the downtown?



20

Category - *Management*

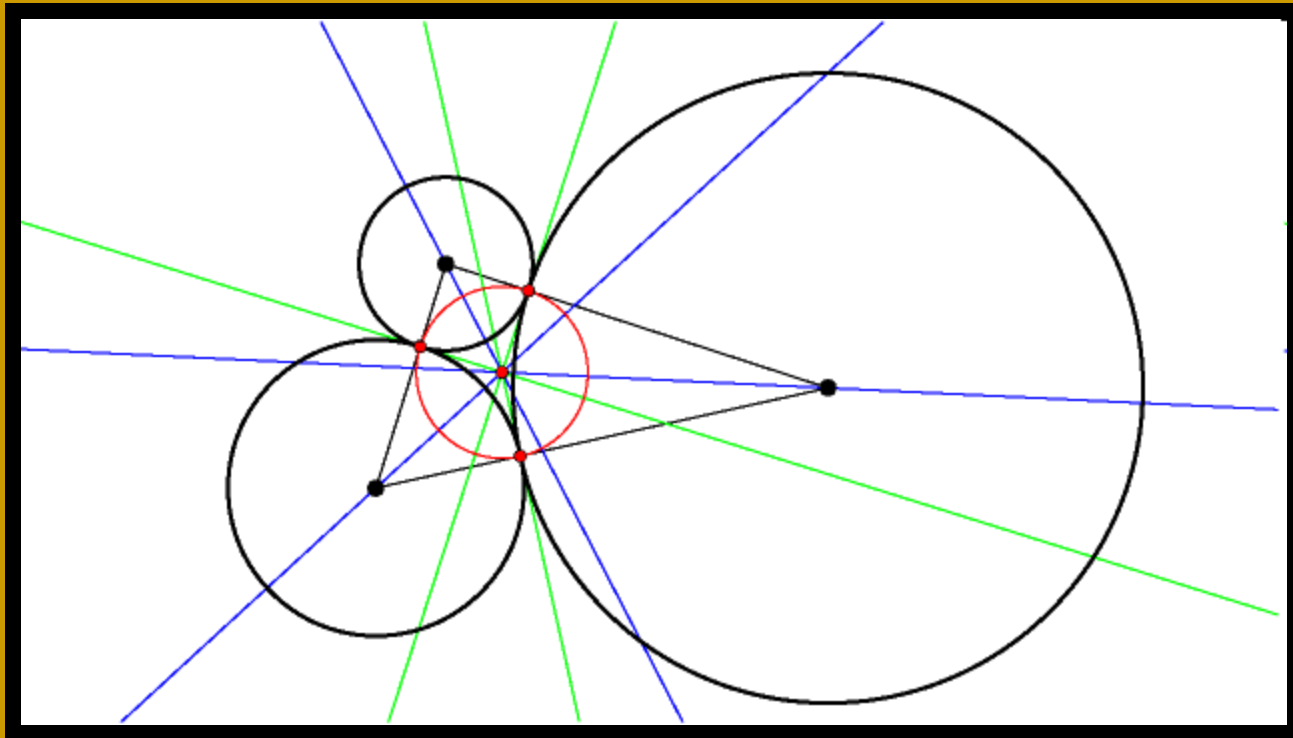


Is the downtown organization tracking and reporting change?

21

Category - *Partnerships*

Are all three sectors involved in downtown revitalization?



22

Category - *Partnerships*

Is there a widespread understanding and implementation of interdependence among downtown businesses?

23

Category - *Partnerships*

Is there a widespread understanding and implementation of interdependence among properties?



24

Category - *Partnerships*

Is there a widespread understanding and implementation of interdependence between landlords and tenants?

25

Category - *Partnerships*



Is there interaction with educational institutions at every level?

26

Category - *Partnerships*

Are there multiple avenues of participation in downtown revitalization?

27

Category - *Partnerships*

Is there active participation from newcomers to the community in downtown revitalization?

28

Category - *Partnerships*

Is there active participation in downtown revitalization by those with no vested financial interests?

29 Category – *Public Sector Participation*

Is there a regulatory environment where reinvestment in downtown is specifically encouraged?

30

Category – *Public Sector Participation*

Is there a consistent public policy towards downtown?

31 Category – *Public Sector Participation*

Is downtown treated separately and differently in planning, zoning and other land use regulations?

32

Category – *Public Sector Participation*

Are public improvements appropriate?

33

Category – *Public Sector Participation*

Are public improvements of high quality?

34 Category – *Public Sector Participation*

Are public improvements well
maintained?

35 Category – *Public Sector Participation*

Is mixed-use
of downtown
buildings
specifically
encouraged?



36

Category – *Community Orientation*

Is there a broad sense of ownership of the downtown by the residents of the community?

37 Category – *Community Orientation*

Are there abundant non-economic activities downtown?

38

Category – *Community Orientation*

Is downtown the primary place for public expression?

39

Category – *Community Orientation*

Is there ~~tolerance~~ encouragement of
diversity downtown?

40

Category – *Community Orientation*

Is there something for everyone
downtown?



41

Category – *Community Orientation*

Does the
downtown
serve the local
market?



42

Category – *Community Orientation*

Is there a sense of public safety by having minimal graffiti?

43

Category – *Community Orientation*

Is there a sense of public safety by having no bars on windows?

44

Category – *Community Orientation*

Is there a sense of public safety by having good levels of maintenance of buildings, signs and public improvements?

45

Category – *Community Orientation*

Is there a sense of public safety by having a minimum of dirty/unkempt windows & entrances

46

Category – *Community Orientation*



Is there a significant residential component downtown?

47

Category – *Diversity - Economic*

Is downtown an affordable place for incubation,
experimentation, creativity?

48

Category – *Diversity - Economic*

Is there a wide range of rental space available by size, condition, and use?

49

Category – *Diversity - Economic*



Is downtown made up primarily of locally owned businesses?

50

Category – *Diversity - Economic*

Are arts and cultural activities key elements in the downtown strategy?



51

Category – *Diversity - Functional*

Is downtown a business center of the
community?

52

Category – *Diversity - Functional*

Is downtown the
government center
of the community?



53

Category – *Diversity - Functional*

Is downtown the arts and cultural center of the community?



54

Category – *Diversity - Functional*

Is downtown the
entertainment center
of the community?



55

Category – *Diversity - Functional*



Is downtown a housing center of the community?

56

Category – *Diversity - Functional*

Is downtown *the* tourism and convention center of the community?

57

Category – *Diversity - Functional*

Is downtown an
educational center of the
community?



58

Category – *Diversity - Functional*



Is downtown
a medical
center of the
community?

59

Category – *Diversity - Functional*

Is downtown the special events center of the community?

60

Category – *Diversity - Functional*

Is downtown the sports events center of
the community?

61

Category – *Diversity - Functional*

Is downtown a retail center of the community
(serving those other “center” markets)?

62

Category – *Diversity - Functional*

Is downtown *the* Heritage center of the
community?

63

Category - *Differentiation*

Are character defining resources identified, protected, and enhanced?

64

Category - *Differentiation*

Is there an appropriate use of historic resources?

65

Category - *Differentiation*

Is there imaginative reuse of *White Elephant* buildings?

66

Category - *Differentiation*

Are physical resources used for community differentiation?

67

Category - *Differentiation*

Does downtown compete on its own strengths rather than try to compete with the shopping center and office park in their strengths?

68

Category - *Differentiation*

Does downtown maintain and capitalize
on a *sense of discovery*?

69

Category - *Differentiation*

Is historic preservation a key component of the downtown revitalization strategy?

70

Category - *Differentiation*

Is downtown where there is a concentration of buildings with meaning?

71

Category – *Pedestrian Orientation*

Are there people on the street?

72

Category - *Pedestrian Orientation*

Is downtown in active use 18 hours a day?

73

Category - *Pedestrian Orientation*

Is there circular pedestrian movement?

74

Category - *Pedestrian Orientation*

Are automobiles appropriately accommodated
but not at the expense of pedestrians?

75

Category – *Market Sensitivity*

Is downtown demand driven?

76

Category - *Market Sensitivity*

Is downtown customer driven?

77

Category - *Incrementalism*

Is there avoidance of a “success only”
mentality?

78

Category - *Incrementalism*

Is there avoidance of a “Bring Back
1956” mentality?

79

Category - *Incrementalism*

Is there a fundamental strategy and understanding that economic change is incremental?

80

Category - *Incrementalism*

Is physical change incremental?

81

Category - *Incrementalism*

Has downtown maintained a *sense of evolution?*

82

Category - *Incrementalism*

Are there multiple catalysts for change?

83

Category - *Incrementalism*

It there a “trickle-up” rather than a quick fix/big fix mentality?

84

Category – *Forward Thinking*

Is downtown capitalizing on
locationally indifferent
businesses?

85

Category - *Forward Thinking*

Is downtown capitalizing on the extension of work-at-home businesses?

86

Category - *Forward Thinking*

Is downtown capitalizing on growth sector
businesses?

87

Category - *Forward Thinking*

Is downtown central to a *Smart Growth* strategy?

88

Category - *Forward Thinking*

Does downtown have businesses that are
connected nationally?

89

Category - *Forward Thinking*

Does downtown have businesses that are connected internationally?

90

Category - *Forward Thinking*

Is there a downtown strategy for economic globalization?

91

Category - *Forward Thinking*

Is there a conscious effort to resist cultural globalization?

92

Category - *Forward Thinking*

Is there technological connectivity downtown?

93

Category - *Forward Thinking*

Is public transportation being reestablished with downtown as its nexus?

94

Category - *Forward Thinking*

Are there efforts to encourage *green buildings*?

95

Category - *Forward Thinking*

Is there understanding that older and historic buildings are inherently *green*?

96

Category - *Forward Thinking*

Is there an understanding that *green buildings* and *sustainable development* are not synonyms?



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97

Category - *Forward Thinking*



Is downtown an active participant in a sustainable development strategy that includes environmental responsibility ?

98

Category - *Forward Thinking*



Is downtown an active participant in a sustainable development strategy that includes economic responsibility ?

99

Category - *Forward Thinking*



Is downtown an active participant in a sustainable development strategy that includes social/cultural responsibility ?

100

Is downtown a *fun* place to live, work, shop and play?



Thank
you very
much

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