



DESIGN

THIS COMMITTEE SERVES IN GETTING THE DEUCES LIVE MAIN STREET INTO TOP PHYSICAL SHAPE AND CREATING A SAFE, INVITING ENVIRONMENT FOR SHOPPERS, WORKERS, AND VISITORS WHILE PRESERVING A PLACE'S HISTORIC CHARACTER. SUCCESSFUL MAIN STREETS TAKE ADVANTAGE OF THE VISUAL OPPORTUNITIES INHERENT IN A COMMERCIAL DISTRICT BY DIRECTING ATTENTION TO ALL OF ITS PHYSICAL ELEMENTS: PUBLIC AND PRIVATE BUILDINGS, STOREFRONTS, SIGNS, PUBLIC SPACES, PARKING AREAS, STREET FURNITURE, PUBLIC ART, LANDSCAPING, MERCHANDISING, WINDOW DISPLAYS, AND PROMOTIONAL MATERIALS. AN APPEALING ATMOSPHERE, CREATED THROUGH ATTENTION TO ALL OF THESE VISUAL ELEMENTS, CONVEYS A POSITIVE MESSAGE ABOUT THE COMMERCIAL DISTRICT AND WHAT IT HAS TO OFFER. POPULAR DESIGN ACTIVITIES ALSO INCLUDE INSTILLING GOOD MAINTENANCE PRACTICES IN THE COMMERCIAL DISTRICT, ENHANCING THE DISTRICT'S PHYSICAL APPEARANCE THROUGH THE REHABILITATION OF HISTORIC BUILDINGS, ENCOURAGING APPROPRIATE NEW CONSTRUCTION, DEVELOPING SENSITIVE DESIGN MANAGEMENT SYSTEMS, EDUCATING BUSINESS AND PROPERTY OWNERS ABOUT DESIGN QUALITY, AND LONG-TERM PLANNING.