



Recommendations

Downtown Livingston 2.0

The Rising Baby Boomer Population

BABY BOOMERS ARE GROWING THROUGHOUT THE COUNTY AND SHOULD BE ENCOURAGED TO PARTICIPATE IN DOWNTOWN RETAIL.

Age Range	2010	2017	2022 (Projected)
65 - 74	7.2%	9.9%	11.5%
75 - 84	4.5%	4.7%	5.7%
85 +	2.0%	2.2%	2.2%
PERCENTAGE OF TOTAL:	13.7%	16.8%	19.4%



Boomers maintain strong spending muscle.

At the national level, Boomers control 70% of the nation's disposable income. This is driven by accumulated income and by longer careers.

Boomers prefer brick-and-mortar.

According to a 2016 study by Colloquy, 84% of Boomers still prefer to shop in-store.

Source: Nielsen and The White House Council of Economic Advisors, 2014 1. Millennials: Breaking the Myth, Nielsen 2014.

<http://www.nielsen.com/us/en/insights/reports/2014/millennials-breaking-themyths.html>

Colloquy, 2016. Shopping by Generation.

<https://www.colloquy.com/latest-news/how-we-shop-it-differs-by-generation/>

The Power of Social Media

SOCIAL MEDIA INFLUENCES THE YOUNG MILLENNIAL POPULATION AND THEIR BUYING AND TRAVEL DECISIONS.

Millennials want to be able to share and learn from experiences/ feedback on social media.

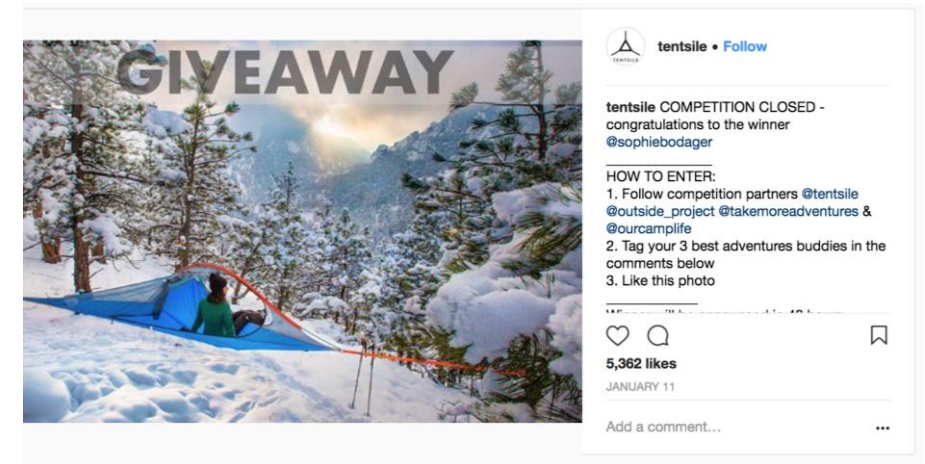
97% will post their experiences on social media.

Source: Internet Marketing Inc's "Millennial Travel Trends: A Look at the Largest Generations' Habits"

Millennials often turn to online customer service first before telephone and in-person customer service

Nearly 85% of Millennials use their phones in store for assistance on a purchase.

Source: The Next Web 2017, "The surprising retail habits of millennial shoppers"



In choosing where to travel, 76% of Millennials surveyed said that friends' recommendations...and social media also came far ahead of travel-agent advice.

Source: TopDeck Travel Survey 2016

The Growth of Omni-Channel Retail

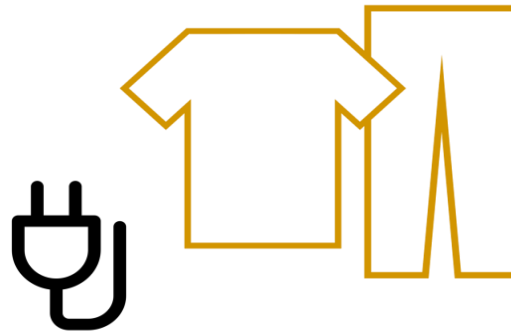
GROWTH OF E-COMMERCE AND ONLINE TOOLS ARE LEADING CONSUMERS TO MERGE ONLINE AND OFFLINE INTO A SINGLE SHOPPING EXPERIENCE.

People are buying more online



E-Commerce in the US reached nearly **\$395 billion** in **2016**. However, this only accounts for **11.7% of total retail sales**.

Online sales affect retail categories differently



Computer and Electronics and apparel and accessories accounted for **45%** of ecommerce sales.

Most retail sales in the US are influenced by digital tools



78% of shoppers research online before heading to a store. At the same time, **72%** of shoppers buy **digitally** after seeing a product in a store.

GUIDING PRINCIPLES + STRATEGIES

- 1** Create 8-80 downtown environments
- 2** Increase accessibility and convenience
- 3** Connect downtowns to existing assets and destinations
- 4** Support omni-channel retail opportunities and social media presence
- 5** Improve tenant mix and retail offerings

REDEVELOPMENT (PUBLIC)



Alley Improvement Program

Parking Lot Upgrade

Wayfinding/ Signage

Public Art on Main Street

Safe Streets Improvement

REDEVELOPMENT (PRIVATE)



Downtown Façade/ Rehab Improvements

OMNI CHANNEL SALES/ MARKETING



Downtown Livingston Brand

Promotion + Event Partnership

Omni- Channel Retail Assistance Program

TENANT MIX



Retail Attraction Program

Pop-Up Storefront Program

Alley Improvement Program

OBJECTIVE: TO IMPROVE THE ACCESS AND VISIBILITY OF REAR PARKING LOTS

ACTIONS:

- Repave alley sidewalks leading to municipal parking lots
- Install pedestrian lighting and landscaping
- Clean and maintain alleys throughout the year (especially in winter)



RECOMMENDATIONS

Alley Improvement Program

BEST PRACTICE

SHADYSIDE (PA):

- Connects to rear surface parking
- Benches, pedestrian lighting and landscaping
- Incorporates solar and “green” energy for lights



RECOMMENDATIONS

Alley Improvement Program

BEST PRACTICE

MT KISCO (NY):

- Clean, well-maintained
- Adjacent stores feature windows facing alleys, providing lighting at night and natural surveillance in the day



Main Street in Mt Kisco, NY.
Photo: Google



RECOMMENDATIONS

Parking Lot Upgrades

OBJECTIVE: TO IMPROVE THE CONDITION OF REAR PARKING LOTS AND MAXIMIZE UTILITY

ACTIONS:

- Repaving and restriping parking lots to ensure maximum capacity
- Install pedestrian lighting and landscaping in parking lots
- Ensure year-round maintenance of parking lots



Lima, NY.
Photo: LOA

RECOMMENDATIONS

Parking Lot Upgrades

BEST PRACTICE

ORANGE COUNTY GREAT PARK (CA):

- Stormwater treatment swales incorporated into parking lot design
- Crosswalks within parking lot for pedestrian safety

Horseheads(NY):

- Landscaping and downtown banners decorate the parking lot
- Pedestrian lighting



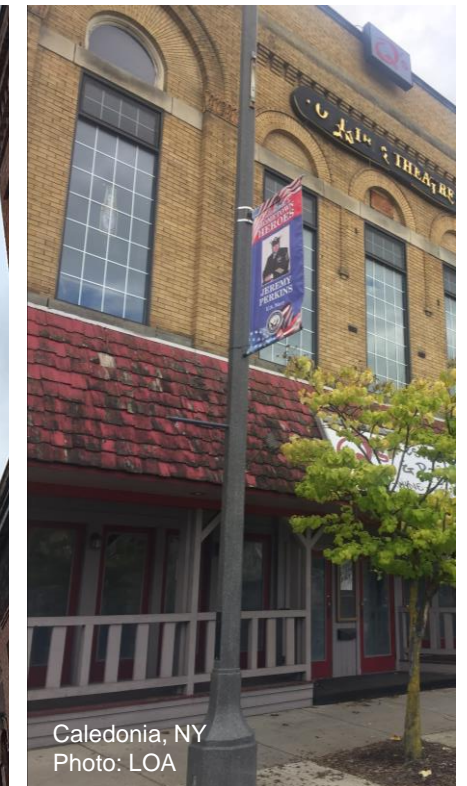
RECOMMENDATIONS

Wayfinding/ Signage

OBJECTIVE: TO IMPROVE THE VISIBILITY OF DOWNTOWN AND ITS ANCHORS TO VISITORS

ACTIONS:

- Create and fund a design study for a county-wide wayfinding/signage system
 - Integrate with 'Downtown Livingston' brand identity
- Create county-wide design guidelines for wayfinding signage
 - For destination/ assets
 - For parking lots
- Install gateway signage at entrances to downtowns



RECOMMENDATIONS

Wayfinding/ Signage

BEST PRACTICE

PARKING LOT SIGN:

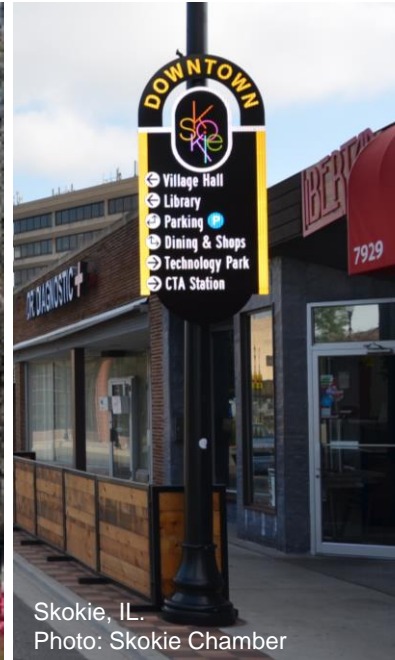


Kirkland, WA.
Photo: City of Kirkland

DESTINATION/ ASSET SIGN:



Flint, MI.
Photo: Samuel Wilson, Mlive.com



Skokie, IL.
Photo: Skokie Chamber

GATEWAY SIGN:



Longview, WA.
Photo: WikiCommons



San Diego, CA.

- Ensure ADA Handicap signs
- Gateway signs reflect identity of each downtown

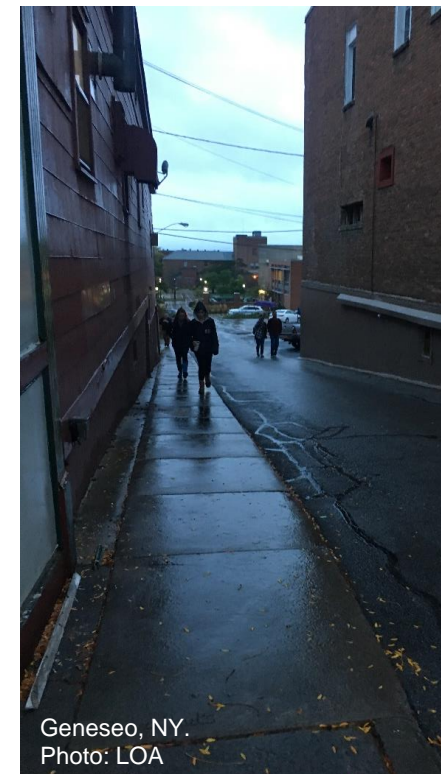
RECOMMENDATIONS

Public Art on Main Street Program

OBJECTIVE: TO ACTIVATE DOWNTOWN PUBLIC SPACES AND CREATE 'SELFIE MOMENTS'

ACTIONS:

- Create a mural art program to activate blank walls along alleys
- Commission local artists to create outdoor sculptures in public plazas and parks



Geneseo, NY.
Photo: LOA



Iconic 'I Love You So Much Mural'
Austin, TX.

RECOMMENDATIONS

Public Art on Main Street Program

BEST PRACTICE

Alley Art Project (Corning, NY):

- Run by The Rockwell Museum, in partnership with the High School Learning Center of the Corning-Painted Post Area School District
- Funded through grants from The Triangle Fund, Great Circle Foundation, Inc., and William G. McGowan Charitable Fund
- Students work under the direction of Rockwell Museum Education staff and HSLC graduate and professional artist, Brad Leiby, in the creation and painting of each mural.



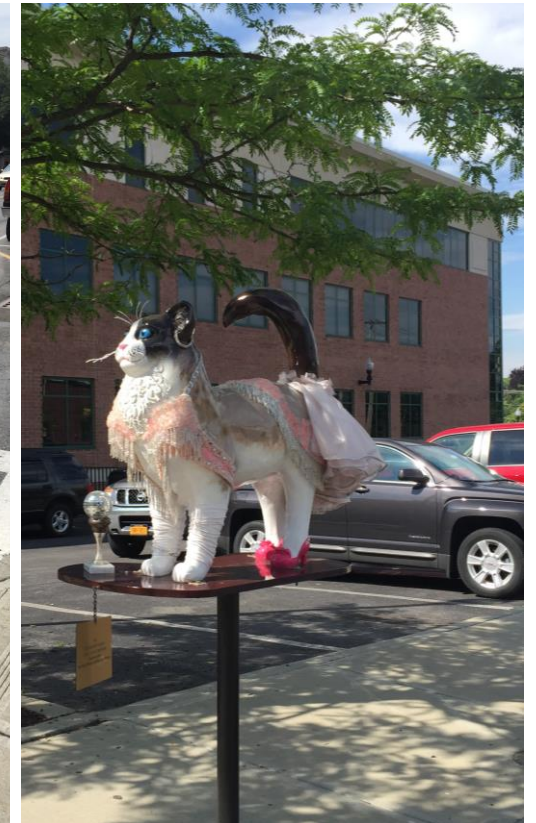
RECOMMENDATIONS

Public Art on Main Street Program

BEST PRACTICE

Cat'n around Catskill (Catskill, NY):

- Annual competitive public art program that seeks artist proposals – organized by local organization, Heart of Catskill Association
- Selected sculptures are put on display on Main Street in Catskill from Memorial Day through Labor Day. Following that, sculptures are auctioned at the “Cat’s Meow Auction & Gala”
- Artists are acknowledged on plaques next to sculptures, on website and all press clippings, and receive 30% of successful auction bids



RECOMMENDATIONS

Safe Streets Improvements

OBJECTIVE: TO CREATE SUPPORTIVE SHOPPING ENVIRONMENT FOR GROWING BABY BOOMER AND YOUNG FAMILY POPULATION

ACTIONS:

- Fund a downtown safe streets transportation study to determine need for street improvements in downtown business districts. This may include:
 - Providing sufficient seating and benches throughout downtown
 - Creating crosswalk medians and mid block crossings on main thoroughfares with heavy vehicular traffic
 - Extending pedestrian crossing times at crosswalks
 - Maintaining pedestrian lighting along downtown sidewalks
 - Ensuring annual maintenance of flat sidewalks and reduced usage of brick pavers
- Grow and support ridesharing options in the County
 - Downtown shuttles



RECOMMENDATIONS

Safe Streets Improvements

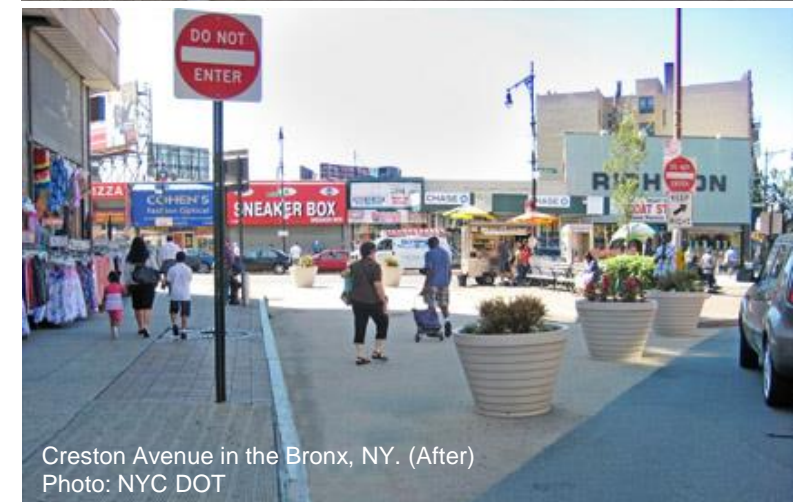
BEST PRACTICE

NYC Safe Streets for Seniors Program:

- The program studies crash data, and then develops and implements mitigation measures to improve the safety of pedestrians and all road users in New York City
- Led by the Department of Transportation in partnership with NYC Department for the Aging to coordinate outreach and share resources
- Since the program began, annual senior pedestrian fatalities have decreased 16% citywide



Creston Avenue in the Bronx, NY. (Before)
Photo: NYC DOT



Creston Avenue in the Bronx, NY. (After)
Photo: NYC DOT

Downtown Façade and Rehab Program

OBJECTIVE: TO CONTINUE SUPPORTING THE REDEVELOPMENT AND IMPROVEMENT OF PROPERTIES DOWNTOWN

ACTIONS:

- Continue revitalization efforts through NY Main Street Program
 - Prioritize façade and building rehab efforts in ‘Medium’ and ‘Small’ downtowns
 - Encourage downtown housing developments
- Continue Sign and Façade Grant Program
 - Require perpendicular signs on all signage applications for ground floor businesses
- Provide technical assistance grant to create customized downtown building design guidelines for each community



Dansville, NY.
Photo: LOA



Mt Morris, NY.
Photo: LOA

RECOMMENDATIONS

Downtown Livingston Brand

OBJECTIVE: TO CREATE A COHESIVE BRAND FOR ALL DOWNTOWNS IN THE COUNTY

ACTIONS:

- Fund strategic branding development and marketing plan.
This includes developing:
 - Overarching Downtown Brand Statement
 - Brand guidelines
 - Individual downtown logos

(Ensure individual downtown character is reflected in overarching Livingston brand)



Downtown Livingston Brand

BEST PRACTICE

NYC EDC Public Markets:



RECOMMENDATIONS

Promotion + Event Partnership

OBJECTIVE: TO PROMOTE DOWNTOWN LIVINGSTON TO GROWING YOUNG MILLENNIAL POPULATIONS VIA SOCIAL MEDIA

ACTIONS:

- Continue “Livingston Life” bi-weekly online newsletter efforts
- Coordinate and expand event promotion efforts via ‘Downtown Livingston’ social media strategy
 - Maintain #DowntownLivingston campaign on Facebook, Instagram, Twitter
 - Offer social media support to downtowns via ‘Downtown Livingston’ umbrella
- Set up a Downtown Festivals and Events Support Fund that provides matching grants to organizations to assist in the development of events that enrich downtown communities

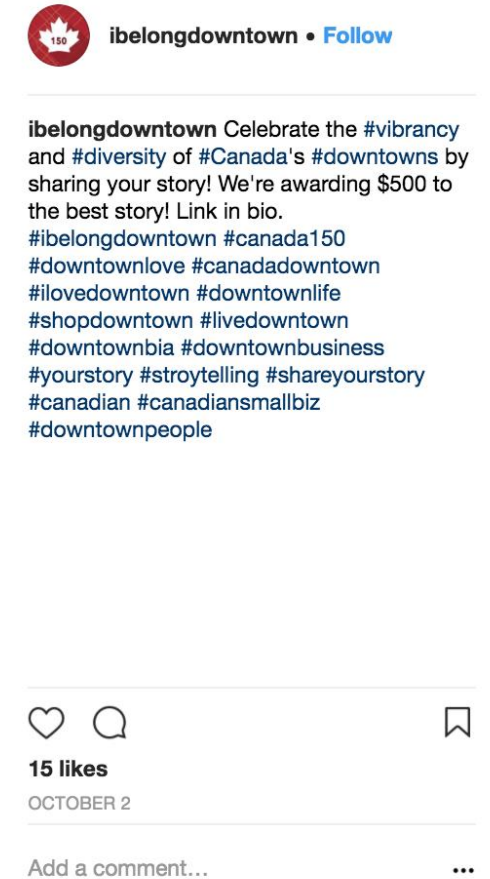


Promotion + Event Partnership

BEST PRACTICE

#iBelongDowntown Campaign (Canada):

- A nation-wide story-telling campaign promoting Canada’s downtowns
- Created by Canadian Urban Institute and funded in part by the Government of Canada
- Program partners include downtown associations who are all helping promote the project and gathering stories from Canadians and visitors to the country



Downtown Livingston Brand

BEST PRACTICE

Buncombe County Festivals and Cultural Events Support Fund:

- **Buncombe County Tourism Development Authority developed earned income** that could be used to provide grants for the organization and operations of individual festivals and events
- **Successful applicants are required to display designated *Asheville destination* logo** –free advertising for the Development Authority
- Grant recipients have organized **downtown events ranging from Independence Day celebrations to local Craft Fairs and Music Festivals**



Omni-Channel Retail Assistance Program

OBJECTIVE: TO INCREASE VISIBILITY OF LOCAL BUSINESS ONLINE FOR LOCALS AND VISITORS

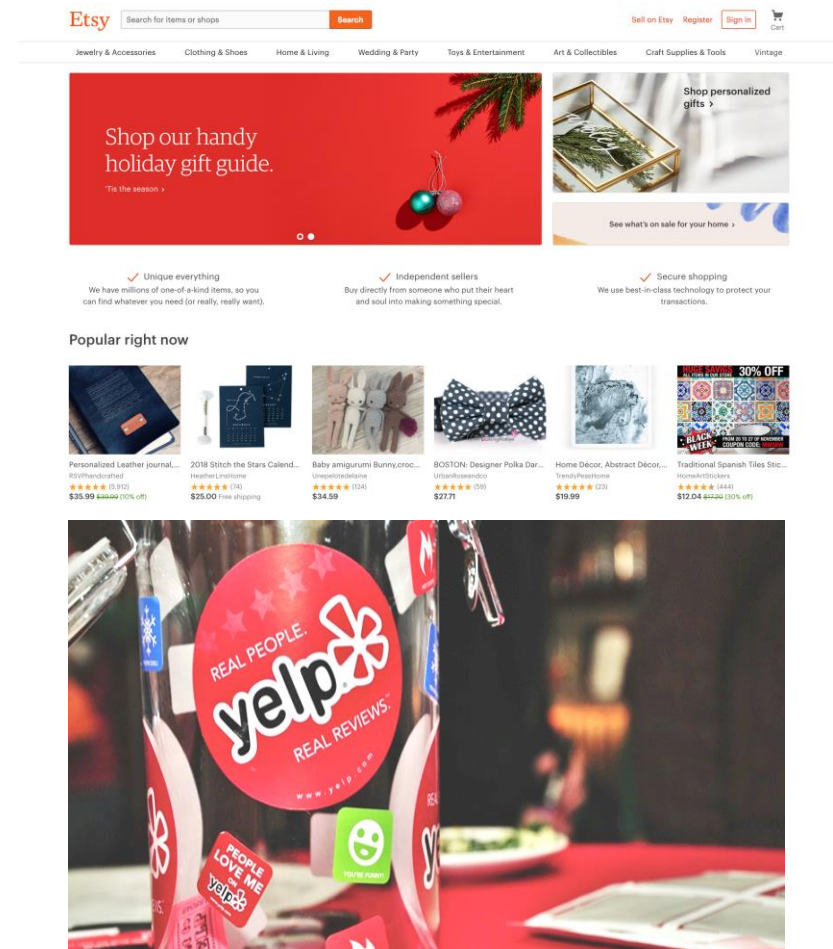
ACTIONS:

- **Review Sites:** Extend engagement and education efforts to get individual businesses on Google listing site and online review sites
- **Online Retail:** Expand technical assistance to businesses on how to join existing platforms for e-commerce such as Etsy or Seamless

BEST PRACTICE

Downtown Asheville + Asheville-Buncombe Technical Community College:

- Free online learning modules in online selling, social media and marketing



Retail Attraction and Retention Program

OBJECTIVE: TO FILL IN VACANT GROUND FLOOR RETAIL SPACES WITH LEAKAGE RETAIL CATEGORIES

ACTIONS:

- Prioritize business plan competitions for retail leakage categories identified in preceding market analysis (similar to Brew in Livingston Competition)
- Assist expansion of existing businesses (through wider range of merchandise or new locations)

Note: Retail categories with surplus may still have the opportunity to grow depending on other factors including strength of niche within individual communities.

DOWNTOWN- COMPATIBLE RETAIL OPPORTUNITIES:

- **Food Services & Drinking Places**
- **Health and Personal Care Stores**
- **Miscellaneous Stores (florists, stationery, gifts)**
- **Sporting Goods, Hobby, Books & Music**
- **Furniture & Home Furnishings**

RECOMMENDATIONS

Pop-Up Storefront Program

OBJECTIVE: TO FILL IN VACANT GROUND FLOOR RETAIL SPACES WITH SHORT-TERM USES

ACTIONS:

- Partner with arts organizations to activate and curate empty storefronts with arts installations

BEST PRACTICE

No Longer Empty (NYC):

- No Longer Empty presents art in environments that are free and accessible to all.
- Exhibitions and events put up in vacant spaces focus on encouraging local participation and attracting new visitors to each neighborhood



Photo: No Longer Empty

RECOMMENDATIONS

Pop-Up Storefront Program

OBJECTIVE: TO FILL IN VACANT GROUND FLOOR RETAIL SPACES WITH SHORT-TERM USES

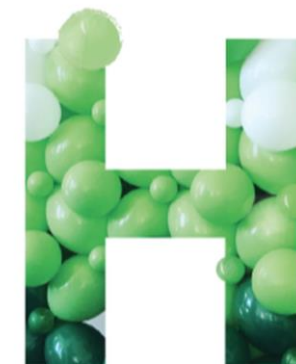
ACTIONS:

- Establish and fund a Pop-Up to Permanent Program to support entrepreneurs looking for low-risk ways to test out brick-and-mortar locations

BEST PRACTICE


Pop Up to Permanent Program – Berkeley, Hayward, Oakland (CA):

- The Pop-up to Permanent programs match interested entrepreneurs with underutilized spaces for reduced rent and short term leases.
- Programs are run in partnership by Cities' Offices of Economic Development and consultant, Popuphood, who handles site visits, LOI's, short-term leases, marketing and design strategies, and support for the pop-up tenants
- Applications are accepted online for both interested business owners and property owners



DOWNTOWN 2.0

●○○ <6 months ●○○ <\$50,000
●●○ 6-12 months ●●○ \$50,000-\$100,000
●●● 12>months ●●● \$100,000>

Category	Strategy	Potential Partners	Time	Cost	
	Alley Improvement Program	Downtown Partnership; Villages	●●○	●●●	(per downtown; depending on extent of improvements required)
	Parking Lot Upgrade	Department of Transportation; Villages	●●●	●●●	(per downtown)
	Wayfinding/ Signage	Downtown Partnership; Department of Planning; Department of Transportation; Villages	●●●	●●●	(county-wide)
	Public Art on Main Street	Downtown Partnership; local arts groups	●●○	●○○	(per downtown)
	Safe Streets Improvement	Department of Transportation; Office for the Aging	●●●	●●○	(per downtown; depending on extent of improvements required)
	Downtown Façade/ Rehab Improvements	Downtown Partnership; Villages	●●●	●●●	(county-wide)
	Downtown Livingston Brand	Downtown Partnership; Villages	●●○	●●○	(county-wide)
	Promotion + Event Partnership	Downtown Partnership; Downtown Merchants Associations	●●●	●●○	(assuming \$5,000 maximum per grant)
	Omni- Channel Retail Assistance Program	Downtown Partnership	●○○	●○○	
	Retail Attraction Program	Downtown Partnership	●●●	●●○	
	Pop-Up Storefront Program	Downtown Partnership; Private property owners	●●○	●○○	(per downtown)