District Success for Business Owners

Presented to:
Peoria, IL

CIVILIS CONSULTANTS
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ACKNOWLEDGEMENTS

GRATITUDE!
TOPICS

- District Stages
- Show, Don’t Tell
- Adjacencies
TOPICS

- District Stages
- Show, Don’t Tell
- Adjacencies
STAGES OF DISTRICT GROWTH

- Emerging
- Transition
- Mature
PEOPLE!

Business Owners
STAGES OF DISTRICT GROWTH

- Emerging
- Transition
- Mature
STAGES OF DISTRICT GROWTH

- Emerging
- Transition
- Mature
EMERGING
EMERGING
EMERGING
EMERGING
STAGES OF DISTRICT GROWTH

- Emerging
- Transition
- Mature
TRANSITION
TRANSITION
TRANSITION
TRANSITION

Business Owners
TRANSITION
TRANSITION
STAGES OF DISTRICT GROWTH

- Emerging
- Transition
- Mature
MATURE

Business Owners
MATURE
MATURE
MATURE
MATURE
MATURE
MATURE
STAGES OF DISTRICT GROWTH

- Emerging
- Transition
- Mature
DIFFICULT TO LEAPFROG
STAGES OF DISTRICT GROWTH

- Emerging = Adaptive Reuse
- Transition = Small Infill New Construction
- Mature = Larger Infill New Construction
TOPICS

- District Stages
- Show, Don’t Tell
- Adjacencies
TOPICS

✔ District Stages

☐ Show, Don’t Tell

☐ Adjacencies
LEVERAGE YOUR ZONE

RETAIL EXPERIENCE HAPPENS LONG BEFORE CUSTOMERS WALK THROUGH THE DOOR
SHOW, DON’T TELL
SHOW, DO N’T TELL
SHOW, DON’T TELL
SHOW, DO N’T TELL
SHOW IT'S A RESTAURANT
SHOW IT’S A RESTAURANT
SHOW IT'S A RESTAURANT
SHOW IT’S A RESTAURANT
SHOW, DON’T TELL
SHOW, DON’T TELL
SHOW, DO N’T TELL

- Sidewalks
- Windows
- Lighting
SIDEWALKS
SIDEWALKS

Prineville, OR
SIDEWALKS

Building Sidewalk
SIDEWALKS
SIDEWALKS

Building Sidewalk

Street Sidewalk
STREET SIDEWALK: SC REEN
STREET SIDEWALK: SC REEN
STREET SIDEWALK: INTEGRATE WITH EDGES
CREATE A GATEWAY: CONNECT STREET SIDEWALK TO RETAIL SIDEWALK
PORTLAND RESTAURANT OF THE YEAR!
Business Owners

Building Sidewalk

Street Sidewalk

Meridian Township
SHOW, DO N’T TELL

- Know Your Zone
KNOW YOUR ZONE

STORE ZONE
KNOW YOUR ZONE
TWO RULES FOR BUILDING SIDEWALKS

STORE ZONE

DISTRICT ZONE
RULE 1: STORE ZONE CAN INVADE DISTRICT ZONE
RULE 2: DISTRICT ZONE CANNOT INVADE THE STORE ZONE
SHOW, DO N’T TELL

- Know Your Zone
- Leverage Your Zone
STORE ZONE

Courtesy of Megan Curry
STORE ZONE
DISTRICT ZONE
DISTRICT ZONE
DISTRICT ZONE
DISTRICT ZONE
SHOW, DO N’T TELL

- Sidewalks
- Windows
- Lighting
Can I see your windows?
CAN I SEE YOUR WINDOWS?
Can I see your windows?

Can I see in your windows?
CAN I SEE IN YOUR WINDOWS?
CAN I SEE IN YOUR WINDOWS?
CAN I SEE IN YOUR WINDOWS?
CAN I SEE IN YOUR WINDOWS?
WINDOWs

❖ Can I see your windows?
❖ Can I see in your windows?
❖ Do your windows provide store transparency?
PROVIDE STORE TRANSPARENCY?
PROVIDE STORE TRANSPARENCY?
Can I see your windows?
Can I see in your windows?
Do your windows provide store transparency?
Are your windows merchandised well?
ARE WINDOWS WELL MERCHANDISED?
ARE WINDOWS WELL MERCHANDISED?
Can I see your windows?
Can I see in your windows?
Do your windows provide store transparency?
Are your windows merchandised well?
Do your windows change often?
DO THEY CHANGE FREQUENTLY?
DO THEY CHANGE FREQUENTLY?
DO THEY CHANGE FREQUENTLY?
DO THEY CHANGE FREQUENTLY?
DO THEY CHANGE FREQUENTLY?
SHOW, DO N’’T TELL

- Sidewalks
- Windows
- Lighting
LIGHTING
LIGHTING
LIGHTING

- Natural Light
LIGHTING: NATURAL LIGHT
LIGHTING: NATURAL LIGHTING
LIGHTING

- Natural Light
- General Light
LIGHTING:
GENERAL LIGHTING
LIGHTING: GENERAL LIGHTING
LIGHTING

- Natural Light
- General Light
- Spot/Product Light
LIGHTING: PRODUCT/SPOT
LIGHTING: PRODUCT/SPOT
LIGHTING: PRODUCT/SPOT
LIGHTING

- Natural Light
- General Light
- Spot/Product Light
- Window Light
LIGHTING: WINDOW LIGHT
LIGHTING: WINDOW LIGHT
LIGHTING:
WINDOW LIGHT
LIGHTING: WINDOW LIGHT
LIGHTING: WINDOW LIGHT
LIGHTING: WINDOW LIGHT
SHOW, DO N’T TELL

- Sidewalks
- Windows
- Lighting
SHOW, DON’T TELL
SHOW, DON’T TELL
SHOW DON’T TELL
Topics

✓ District Stages
✓ Show, Don’t Tell
☐ Adjacencies
TOPICS

☑ District Stages
☑ Show, Don’t Tell
☐ Adjacencies
ADJACENCIES
ADJACENCIES
NO BUSINESS IS AN ISLAND!
ADJACENCIES

- Physical Adjacencies
- Emotional Adjacencies
ADJACENCIES

- Physical Adjacencies
- Emotional Adjacencies
PHYSICAL ADJACENCIES
PHYSICAL ADJACENCIES
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PHYSICAL ADJACENCIES
PHYSICAL ADJACENCIES
PHYSICAL ADJACENCIES
PHYSICAL ADJACENCIES

We Don’t Like Yellow.

Edelweiss Dental

Portland, OR 97217

FREE WHITENING with your N
PHYSICAL ADJACENCIES
ADJACENCIES

- Physical Adjacencies
- Emotional Adjacencies
EMOTIONAL ADJACENCIES
LEVERAGE ADJACENCIES
LEVERAGE ADJACENCIES
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ADJACENCIES

- Physical Adjacencies
- Emotional Adjacencies
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