



"Elements of a Successful Downtown"

- **Distinct and Attractive Sense of Place, "The Heart and Soul of the Community"**
- **"Small Town" Charm and Character**
- **Quality Development Standards and Guidelines that allows flexibility.**
- **Streetscape Beautification and Curb Appeal**
- **Safe, Comfortable and Pedestrian Friendly**
- **Link to Fox River**
- **Community focused park activities, art in the park, outdoor movie nights, farmers markets etc.**
- **Compatible mixed uses (i.e. retail, residential, public, religious etc.)**
- **Convenient and Ample Parking**
- **Traffic Generators (i.e. quality family restaurants)**
- **Gateways and Wayfinding features**
- **Walkable from nearby residential areas.**