



Revitalization Roadmap®

Setting the Course
to a strong community



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Before embarking on any important civic process, a community must prepare a clear and concise roadmap so that everyone involved knows where they are headed. At DRS we understand the importance of setting a destination and charting a clear course to getting there. After working with hundreds of communities through a similar process, we have developed the **Revitalization Roadmap** to serve as a streamlined alternative to the traditional planning services. By working, hands-on, with communities through the downtown revitalization process, we have been able to identify and remove unnecessary steps, focusing on the most important issues. This streamlined process allows us to complete a more pertinent and implementable project in a shorter period, all while providing a cost savings that leaves more money for implementation.

Scope

- 1. Destination Discovery** – Every institution, business, and individual in a community is affected by the overall health of the place they share. To make sure the critical conversations happen, we bring local stakeholders together to develop a collective vision for their downtown and to engage in frank dialogue about what it will take to get there. It is only by setting a shared vision that the community can begin to set a course.
- 2. Downtown Assessment** – Before we can reach our destination, we must first understand our current status. For our team to best understand the current condition of the downtown, we conduct an assessment of public space, building conditions, business health, economic development efforts, community character, branding/marketing, and city ordinances.
- 3. Public Input** – Any successful community effort requires community participation. Throughout the process, we will rely on the community to provide us with the necessary input and help ensure we are heading in the right direction. As part of our extensive public input process we will conduct the following:
 - Multi-format surveys
 - Open house public input meetings
 - Social media campaign
 - Stakeholder meetings
- 4. Making the Map** – In order for the community to reach its desired destination, we will develop a series of strategic recommendations. These will include initiatives, tasks, and policy suggestions presented publicly and in report form that **can be accomplished in less than five years using existing resources**. The recommendations will be prioritized and include suggested timelines, responsible parties, and potential resources. Recommendations will be broken into the following categories:
 - Placemaking
 - Built Environment Assessment
 - Community Character/Branding
 - Real Estate Investment
 - Community Capacity
 - Complete Streets/Streetscape Guide

Timeframe

We are dedicated to providing a plan that is immediately impactful and efficiently implemented to ensure a community's return on investment is realized as quickly as possible. The **Revitalization Roadmap** is a high level planning document designed to be action oriented, thus allowing the community to build upon the momentum of the planning process. By completing the streamlined process in 12 to 15 weeks, we are able to be as effective as possible with the commitment we ask of our community partners.

Cost

This efficiency also brings the benefit of keeping the community **highly engaged and passionate throughout the entire process**. By prioritizing value, compressing schedule, and rethinking an antiquated process, we are able to offer the **Revitalization Roadmap service for the fraction normal downtown plan cost**.