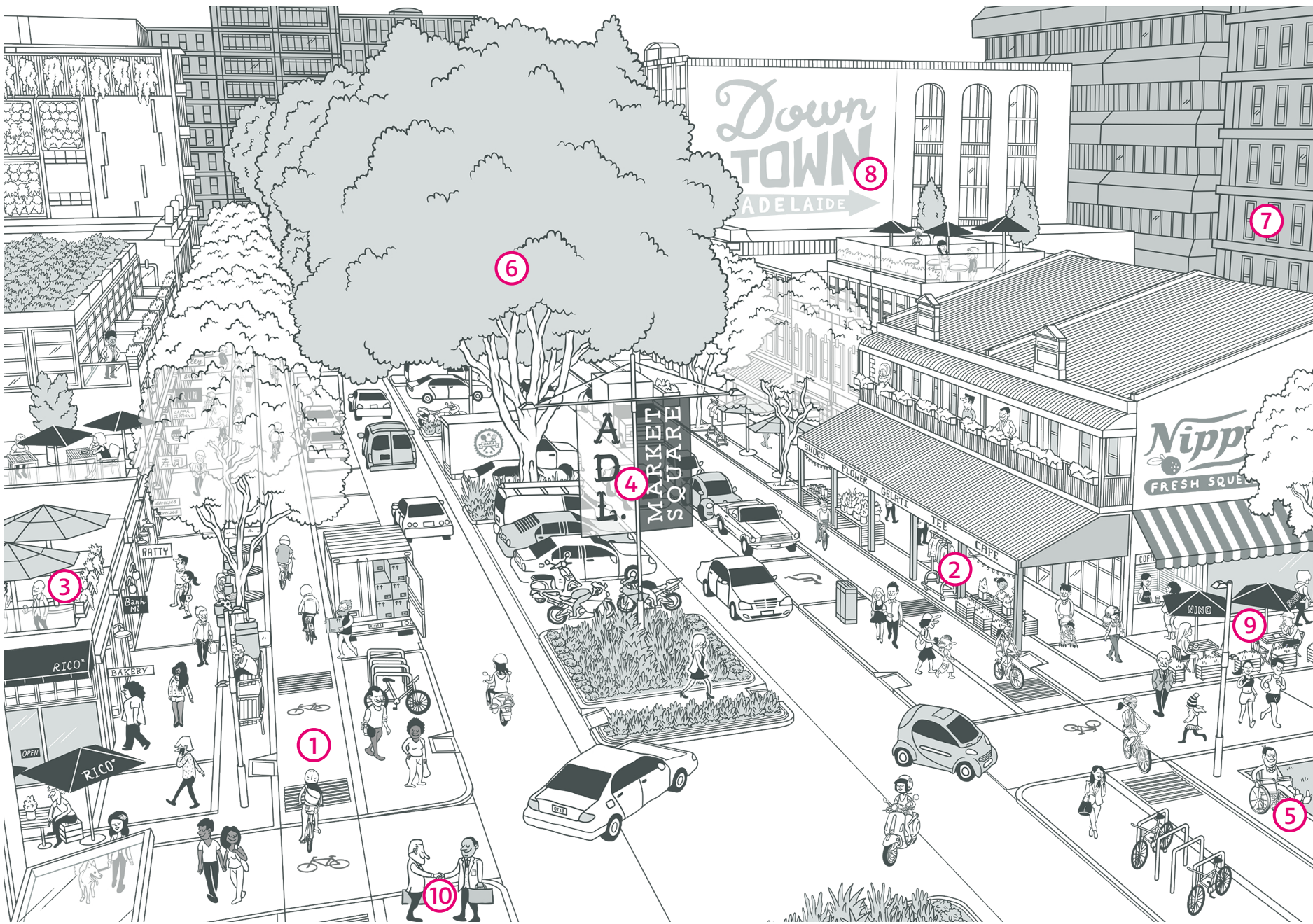


10 key ingredients of main streets



An integration of design and place-led approaches will lead to a successful, thriving, beautiful and connected main street.

1. High quality public realm and amenities

2. A diverse and competitive commercial mix with active frontages and attractive shopfronts

3. Public spaces / gathering spaces that encourage active and passive activity

4. Authentic marketable and identifiable destination branding on-street and online

5. Accessible and safe for all users, including pedestrians, cyclists and vehicles

6. Green, connected canopies, shaded and pleasant

7. People living close by, servicing and supported by the local population, with a human scale density and a "heart"

8. Celebration of the unique local and heritage character

9. Tailored events and activations that act as an anchor for visitation by locals and external visitors

10. Connected stakeholders working collaboratively towards a common vision