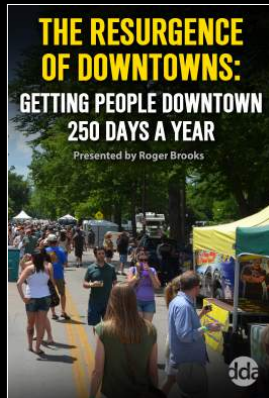
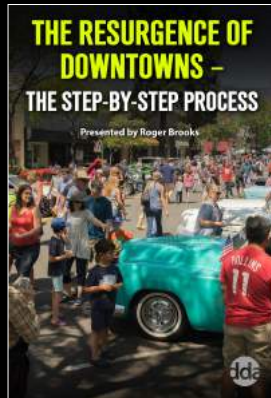
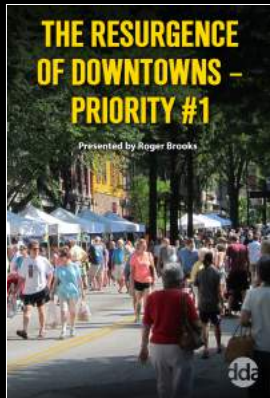
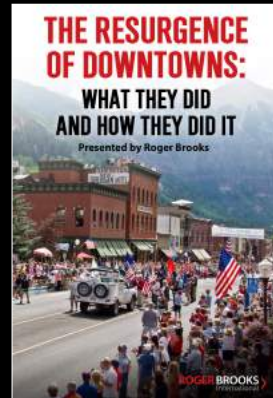




Why & what



How they did it





250
To get people downtown at least 250 days a year

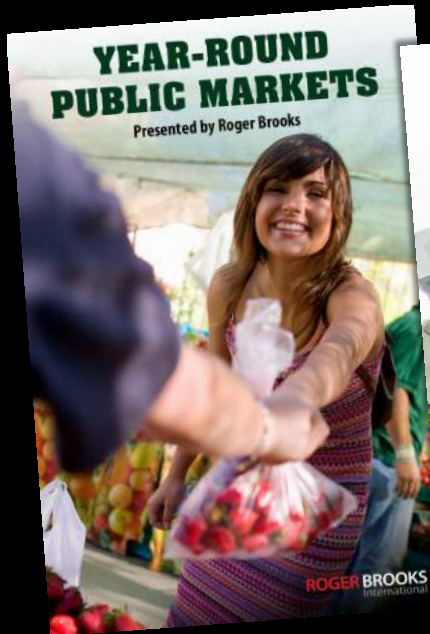
Doing this will:

- Bring **retailers** back
- Keep them open **later in the evening** when the **spending** takes place
- Make your downtown the **heart and soul** of your community
- Build a true **sense of community**
- Attract **young families** back to town
- Increase **retail spending**
- **Drive tourism** & subsequent spending
- Provide new **business opportunities** locally



The top two revitalization tactics

- Year round public market that changes monthly, includes event space, and is open into the evening hours
- Year-round programmed public plaza



Destination Development
Association

DestinationDevelopment.com

How to Design and Develop a Low-Cost Amazing Plaza

Presented by Roger Brooks



Communities spend a fortune on:

- Streetscapes
- Facade improvements
- Downtown events
- Marketing
- Beautification
- Parking issues
- Retail & business recruitment



But they are still missing the primary ingredient:



Programming



THE POWER OF PUBLIC PLAZAS

Presented by Roger Brooks



THE RESURGENCE OF DOWNTOWNS: GETTING PEOPLE DOWNTOWN 250 DAYS A YEAR

Presented by Roger Brooks



FIXING DOWNTOWN: WHERE THE HECK DO WE START?

Presented by Roger Brooks



HOW TO BRING YOUR DOWNTOWN TO LIFE

Presented by Roger Brooks





The average plaza costs between **\$5** and **\$8 million**
with many of them well over **\$20** and **\$30 million**.

You can build one for
less than \$200,000
INCLUDING the programming.



What comes first?

People downtown on a consistent basis: 250+ days a year

“People downtown on a consistent basis”

- One percent of your population downtown on any given night.
- Concentrate on Friday & Saturday nights for one year.
 - Then add Thursday
 - Then add Sunday afternoon (noon to about 6:00)
 - Then add Wednesday
 - Then Tuesday

Population to people downtown between 4:00 and 9:00 pm

1,000	10 people. Goal: 50
2,000	20 people. Goal: 100
5,000	50 people. Goal: 250
10,000	100 people. Goal: 500
25,000	250 people. Goal: 1,250
50,000	500 people. Goal: 2,500
Districts in urban areas	1% of the residents in the district

Downtown for two hours or more

Building the community living room: ingredients

1. A location that can best be monetized
2. A people-friendly surface
3. Insurance
4. Power and water for various activities
5. Trash receptacles
6. Safety barriers (planters are best)
7. Access to public restrooms/washrooms
8. A stage or performance platform
9. Lighting (primary hours: evenings)
10. Storage space
11. Stuff to do!
12. Change it up every two weeks
13. Volunteers!

Let's design and build a plaza
on the cheap!



Location, location, location



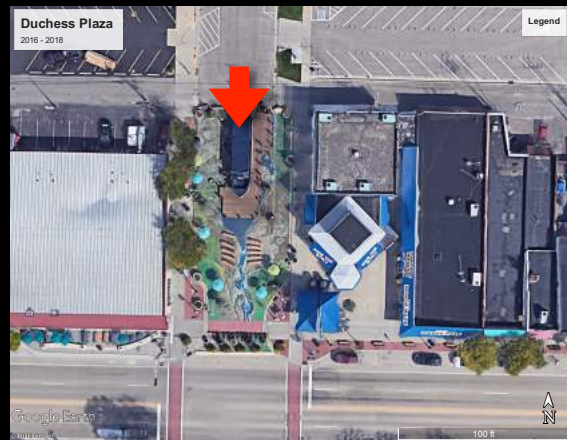
Within 100 ft (30m) of the front doors to retail and/or dining



Two months from start to finish



Before

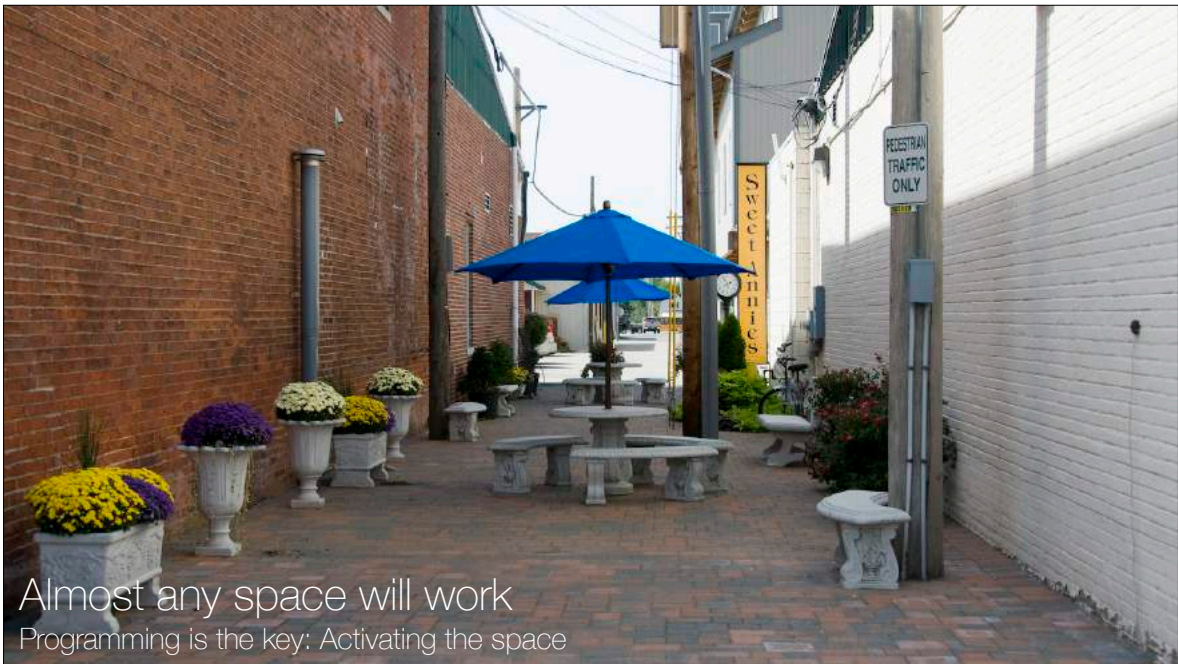


After









Almost any space will work
Programming is the key: Activating the space

Approximate cost: \$1 per month rent or lease

Consider:

- An empty lot (publicly owned or private)
- A side street (one block or half a block)
- 90 day cancellable (if developed down the road)
- If city-owned, start with “temporary” then test it

As flat as possible



Notice that every step is a seating surface



Winston Churchill Plaza - Edmonton, Alberta

Optional

If you want the plaza to grow:
A site plan or rendering

Caldwell, Idaho





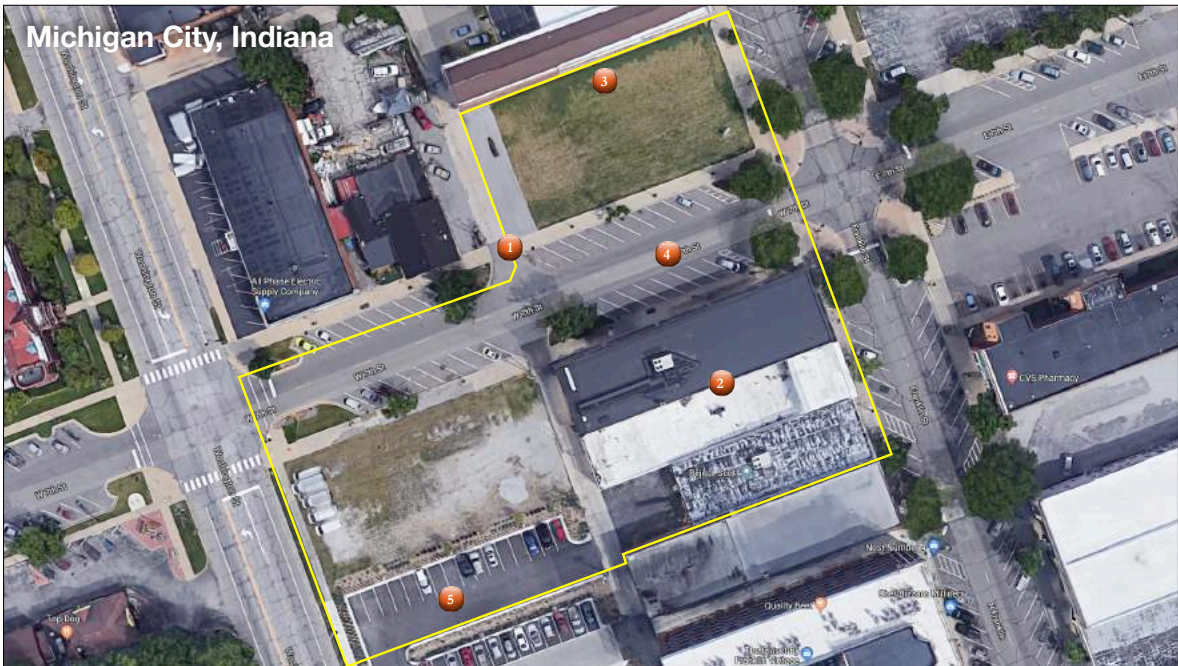
Topeka, Kansas



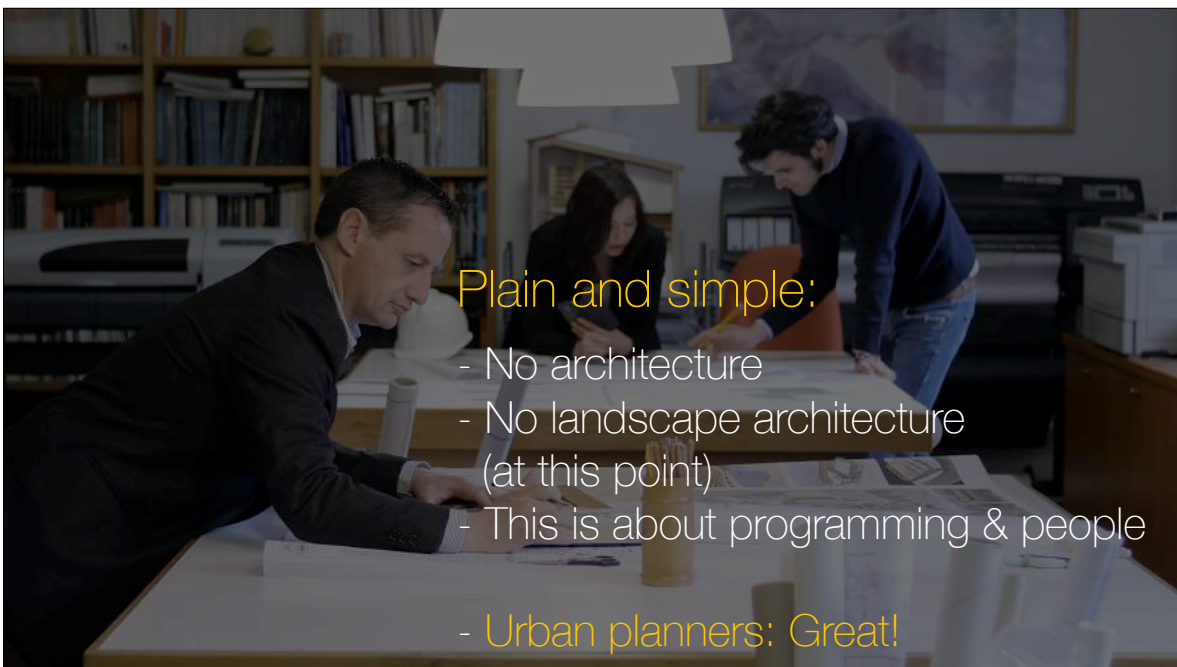
- Existing Parking Structure
- Outdoor Eating
- Stage / Green Room
- Ice Rink in the Winter
- Plaza
- Splash Pad
- Outdoor Eating
- Future Plaza











Plain and simple:

- No architecture
- No landscape architecture (at this point)
- This is about programming & people
- Urban planners: Great!





Once the skate ribbon is set up, half a dozen "Zorb balls" would be used to race around the ring. Groups of up to six leech with their own ball) would get three rotations around the ribbon, before letting the next group give it a try.

Zorb balls cost \$700 each and the plaza would purchase eight of them for a total cost of \$5,600. Only six would be used at one time.

With regards to the art displayed on the inner ribbon area, it can feature whimsical art (top two center photos), kinetic wind art (top right, immediate right, below), and even water-based art, some which could even be placed in the splash pad, and others in with the other art installations.







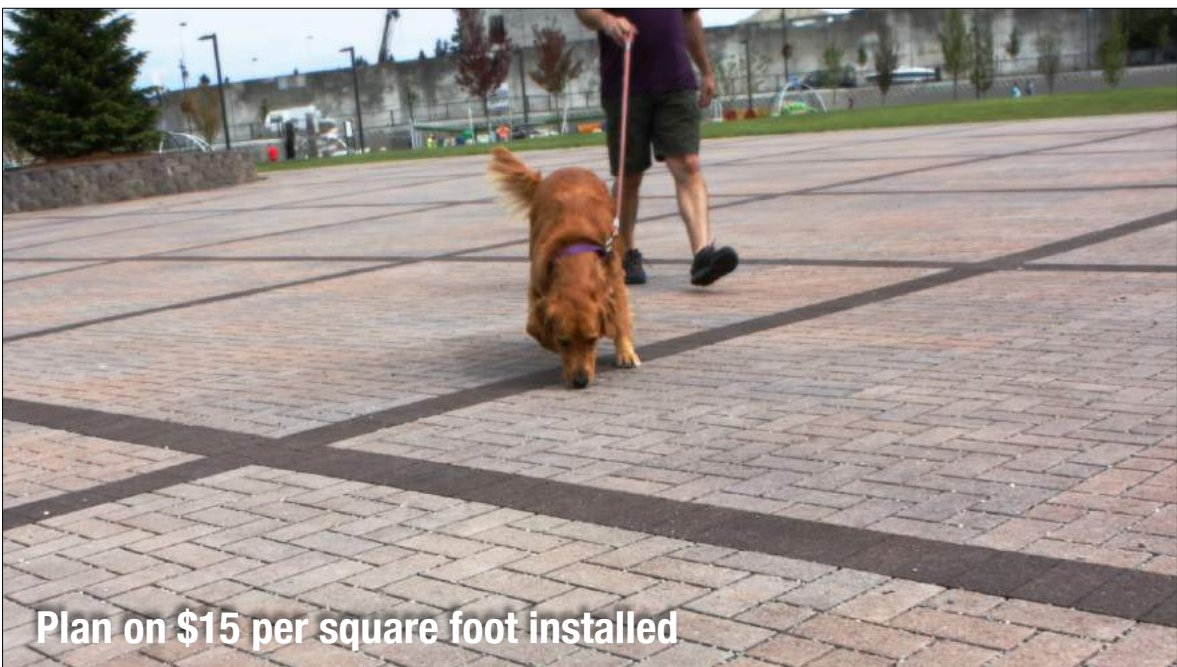
Approximate cost: \$2,500

Consider:

- University architecture | landscape architecture | urban planning students or faculty
- A local artist
- Donated service from a local architect/planner



A people-friendly surface:
pavers or decking



Plan on \$15 per square foot installed

Engraved brick pricing

Polar Engraving Prices - <https://polarengraving.com>

- 4" x 8" Brick is \$17.50
- 8" x 8" Brick is \$25.50
- 12" x 12" Brick is \$46.50

Brick Markers - <https://www.brickmarkers.com/>

Engravestone - <https://engravestone.com/>

4 x 8 Brick with 1-2 lines engraving - \$13 per brick

4 x 8 Brick with 3 lines engraving - \$17 per brick

8 x 8 Brick with 1-5 lines engraving - \$25 per brick

BRICK & TILE PRICING

No Minimum Order Required

PRICE INCLUDES:

- SHIPPING (within the 48 contiguous U.S.)
- A COMBINATION OF ALL SIZES (EXCLUDING MINI'S) TO CREATE A TOTAL OF **100 OR MORE**
- VARIETY OF BRICK/PAVER/TILE COLORS
- CHOICE OF TRUE TYPE FONTS FROM OUR EXCLUSIVE SELECTIONS
- FREE CLIPART ([view clipart](#) for our full clipart library)
- LIFETIME GUARANTEE

CLAY BRICK/PAVER (2¼" THICK)

Size	Lines & Characters Available	Price per Unit
4x8 Brick*	3 lines / 20 characters per line	\$17.50/\$18.00**
8x8 Brick*	6 lines / 20 characters per line	\$29.50/\$30.00**

*Volume pricing available - call for additional information (1-800-634-8948) or fill out our [contact form](#)

POTENTIAL PROFITABILITY CHART FOR BRICK FUNDRAISING CAMPAIGNS

SIZE	SOLD	PRICE PER BRICK	DONATION	COST	TOTAL PROFIT!
4" x 8" Brick	50	\$17.50	\$100	\$875.00	\$4,125.00
4" x 8" Brick	100	\$17.50	\$100	\$1,750.00	\$8,250.00
4" x 8" Brick	300	\$17.50	\$100	\$5,250.00	\$24,750.00
4" x 8" Brick	500	\$17.50	\$100	\$8,750.00	\$41,250.00
8" x 8" Brick					
8" x 8" Brick	50	\$25.50	\$250.00	\$1,275.00	\$11,225.00
8" x 8" Brick	100	\$25.50	\$250.00	\$2,550.00	\$22,450.00
8" x 8" Brick	300	\$25.50	\$250.00	\$7,650.00	\$67,350.00
8" x 8" Brick	500	\$25.50	\$250.00	\$12,750.00	\$112,250.00
12" x 12" Brick					
12" x 12" Brick	50	\$46.50	\$500.00	\$2,325.00	\$22,675.00
12" x 12" Brick	100	\$46.50	\$500.00	\$4,650.00	\$45,350.00
12" x 12" Brick	300	\$46.50	\$500.00	\$13,950.00	\$136,050.00
12" x 12" Brick	500	\$46.50	\$500.00	\$23,250.00	\$226,750.00

This scenario adds up to a net of \$53,375

Approximate cost: 3,000 square feet: \$45,000

- 13,500 total bricks (4" x 8" x 2.5")
- Selling 500 bricks: \$41,000 net
- Donations | Grants | Foundations: \$4,000

Consider:

- Asphalt or concrete will work just fine
- Paint it! Decorate it.
- Activities are more important than the surface

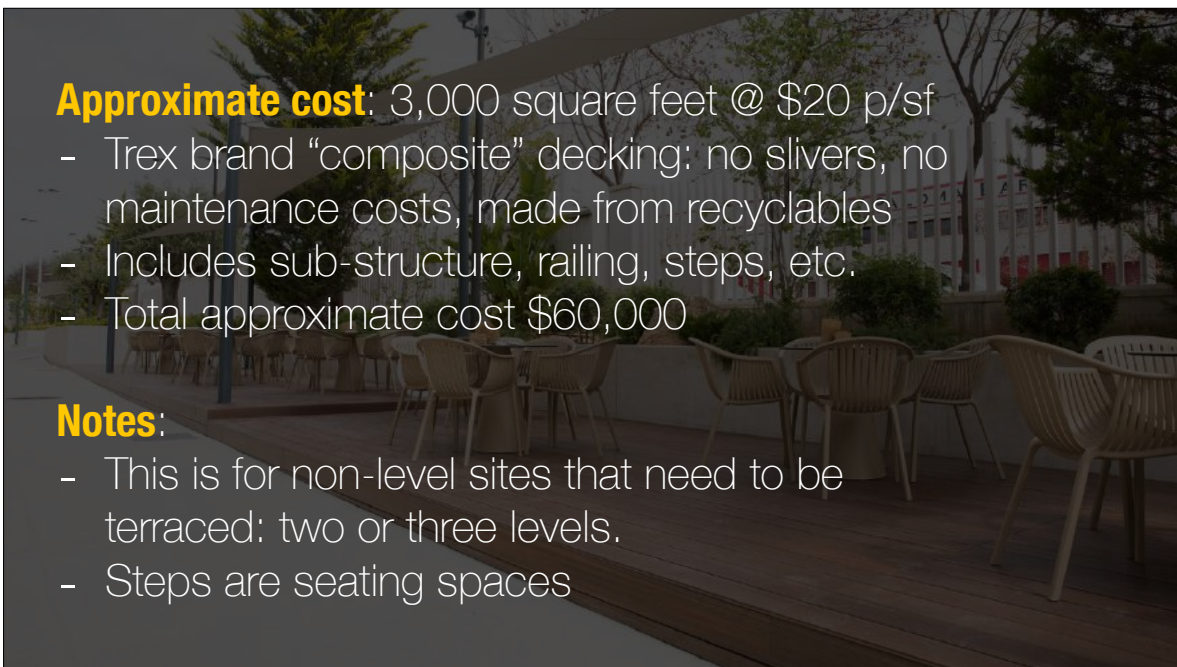


Approximate cost: 3,000 square feet @ \$20 p/sf

- Trex brand “composite” decking: no slivers, no maintenance costs, made from recyclables
- Includes sub-structure, railing, steps, etc.
- Total approximate cost \$60,000

Notes:

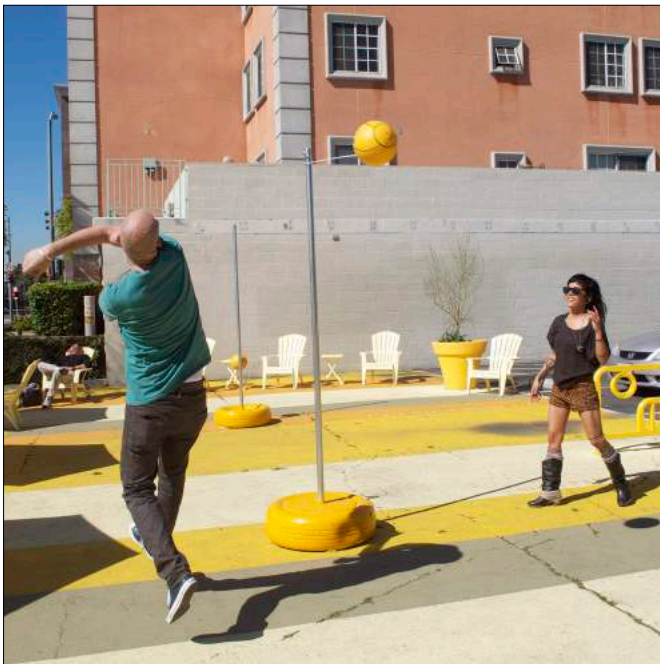
- This is for non-level sites that need to be terraced: two or three levels.
- Steps are seating spaces





PARK[D] PLAZA
Long Beach, CA
2014
30' x 75'
2,250 sq. ft.





Approximate cost: \$6,000

Notes:

- 30 gallons of yellow paint
- 24 Adirondack chairs
- 5 10' umbrellas
- Then food trucks, tetherball, games, speakers...



Insurance: City umbrella policy
Leased to local non-profit: \$1 per year

Approximate cost: \$850 a year

Notes:

- General liability
- Additional cost for beer gardens
- Check with your city or town regarding their umbrella insurance endorsements





Make sure you have power & water
to the site

Power to the site

- 250 to 400 amp three-phase power:
- Equivalent to seven to fifteen 20 outdoor outlets (20 amps each)
- This will allow for most bands, sound systems, theater systems, stage productions, portable lighting

Approximate cost: \$5,000

Notes:

- This is done by your local power company
- They usually charge by amp
- Seattle City Light: \$6.13 to \$12.26/amp
- Remember: There is a monthly usage charge!
- Perhaps the city will pay the power bill!



Trash receptacles
and a trash pickup agreement

Approximate cost: \$400 x 6 trash cans = \$2,000

Notes:

- Perhaps parks, public works has some stored
- Or perhaps they can get a discounted price
- These could even be sponsored
- Or they can be “borrowed” from other sites
- Look for used ones & have volunteers fix them up



Safety barriers: planters





39" long x 22" deep x 24" high
\$1,095

38" long x 15" deep x 28" high
\$636



Approximate cost: \$400 x 10 = \$4,000

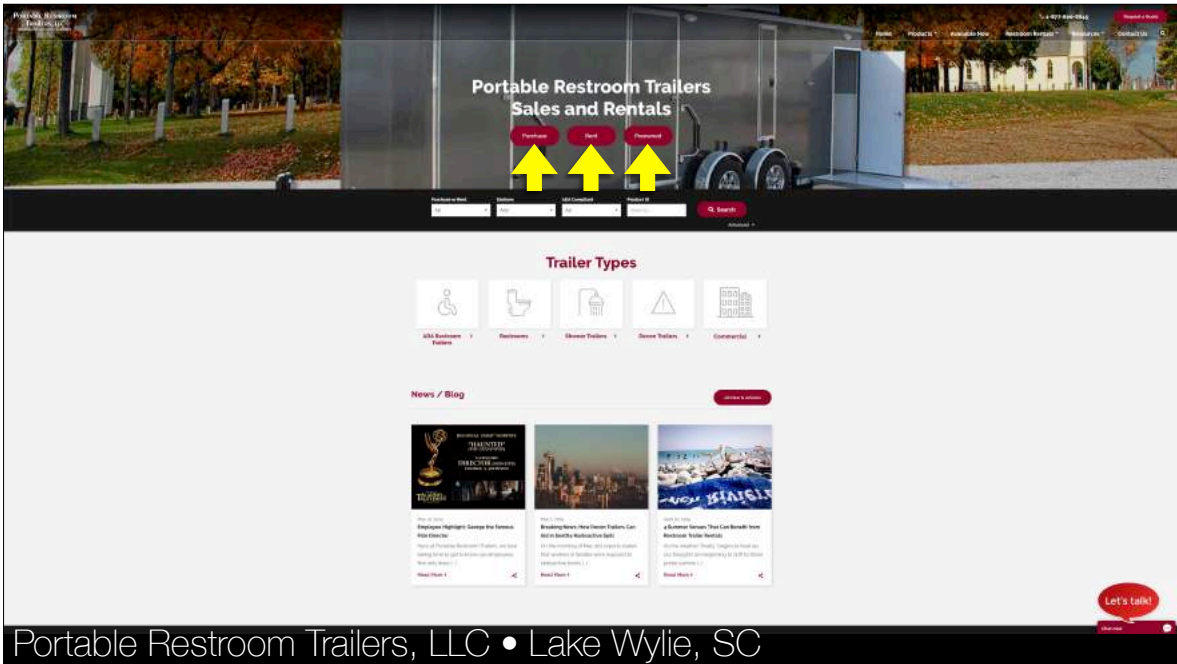
- Trees and shrubs, soil, etc: \$4,000

Notes:

- These could be locally made
- Make sure they are raised so they can be moved with a fork lift (no casters please)
- Make sure you can run water to them
- Leave room for wheelchairs & strollers between them
- Idea: no vehicles can get through
- Local garden club can maintain them
- These can also be sponsored



Make sure there's access to
public restrooms



Approximate cost: \$65,000 new | \$30,000 used

Notes:

- One restroom for ADA access
- Two standard restrooms
- Needs access to power
- Should be cleaned twice each day and monitored

**Restrooms Attract a
Lot More Than Flies**

Presented by Roger Brooks



Watch this video for options and ideas



Stage or performance platform



Green Show Stage
Ashland, Oregon
Located on the Oregon Shakespeare Festival grounds



Photo credit Jenny Graham, Courtesy OSF



Approximate cost: \$12,000 using a permanently-built Trex raised deck

Notes:

- 30' wide x 20' deep x 3' above ground @ \$20 sq. ft.
- With power to the stage
- Includes railings on three sides
- Tenting with sides and back could be rented
- Trusses could be rented for lights, sound

The collage features two photographs of outdoor stage setups. The top photo shows a stage with a canopy and curtains, while the bottom photo shows a wooden deck stage with chairs. To the right is a screenshot of the 'The Stage Depot' website. The website header includes the company name, contact information, and navigation links. The main content area displays a product page for a '12' x 8' Economy Executive Stage Kit' with a price of \$1,496.22. A red arrow points to the 'Add to Cart' button. The website also features a 'Payment Options Available' section and a 'True Know-How' logo.



Lighting



Plaza: 50' x 60' = 3,000 sq. ft.
- One row every 6' x 50' across*
- A total of ten rows \$56 each plus mounting hardware
Total cost: \$800

Honeywell 24' commercial-grade LED outdoor string lights

* If mounted between two buildings. If not, you may need corner posts to support the lights.

- You want "warm light" - 2,400k





A storage place



It doesn't have to be fancy
But it does need to be secure and needs to have power

Approximate cost: Hopefully nothing

Consider:

- Public works or parks department building space?
- Local college or school storage space?
- An empty retail space or shop? (Low rent)
- You need about 3,000 square feet (or larger)



Stuff to do!

Sponsored activities to put on the plaza



Always include signage promoting
 “Next week’s showcase”
 And your sponsors

Plaza sponsor menu



Six ECR4Kids 4-to-score giant game set @ \$200 each.
 Six Giant Jenga sets @ \$70 each.
Total investment: \$1,250



Four MegaChess w/25" tall King @ \$750 each.
Total investment: \$1,800

Option: 37" tall King \$1,100 each.
Total investment: \$3,500



Four Playcraft Extera Outdoor Foosball tables @ \$1,200 each
 And four Joola Nova Outdoor table tennis tables, paddles, and covers, bag of balls @ \$700 each.
Total investment: \$7,600

Plaza sponsor menu



48 qty. US Games standard hula hoops, 36": \$164
 48 qty. Hoop bundle pack 32": \$200
 Three racks @ \$190 each: \$570
Total investment: \$950



Six Magis Spun Armchairs @ \$400 each
Total investment: \$2,400



1 harp, 1 Pagoda bells, 1 Melody
 From Freenotes Harmony Park
 or Ensemble Collection (5 instruments)
Total investment: \$7,000 to \$20,000

CALL US AT 703-771-7000

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Introducing Our **NEW** Inclusive Mallets

Now available for any instrument by request only
 (for a small upcharge)

Outdoor Musical Instruments For All Ages And Abilities

Freenotes Harmony Park is the industry leader in outdoor musical instruments. We are proud to provide the most exciting and fun outdoor musical instruments that will inspire and engage children of all abilities. Our inclusive mallets are available in a variety of colors and designs. We are currently accepting orders for the new inclusive mallets for 2023. For more information, please contact us at 703-771-7000 or visit our website at www.freenotes.com. We are proud to provide the most exciting and fun outdoor musical instruments for all ages and abilities.

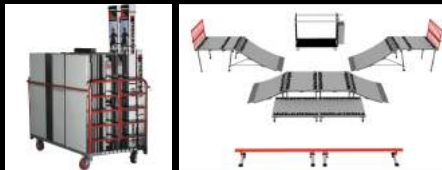
[Download Product Catalog](#)
[Download CABetaFile Files](#)
[World Map Of Installed Instruments](#)
[Guide to Creating a Music Park](#)

Plaza sponsor menu



8 qty. 10'x10' Ez Pop-up Canopy Tent with removable end side walls, roller bag, four sand bags with each: \$290 each

Total investment: \$2,500



Park In A Cart Portable Skatepark w/cart
Total investment: \$4,500 or \$9,000 for two



4 quantity Driveway Games all-weather corn hole set: \$120 each

Total investment: \$500

Plaza sponsor menu



8 qty. Tacklife Gas Fire Table, 28", 50,000 BTU Auto-ignition, propane tank, one fill: \$220 each

Total investment: \$1,800



3 qty. (1 for parts) Zume Games portable badminton set w/freestanding base: \$40
Extra rackets, shuttlecocks

Total investment: \$150



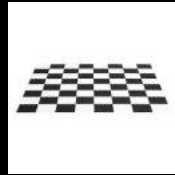
1 Stamina outdoor fitness multi-station: \$240
3 qty. Stamina outdoor fitness striders: \$440

Total investment: \$1,600

Plaza sponsor menu



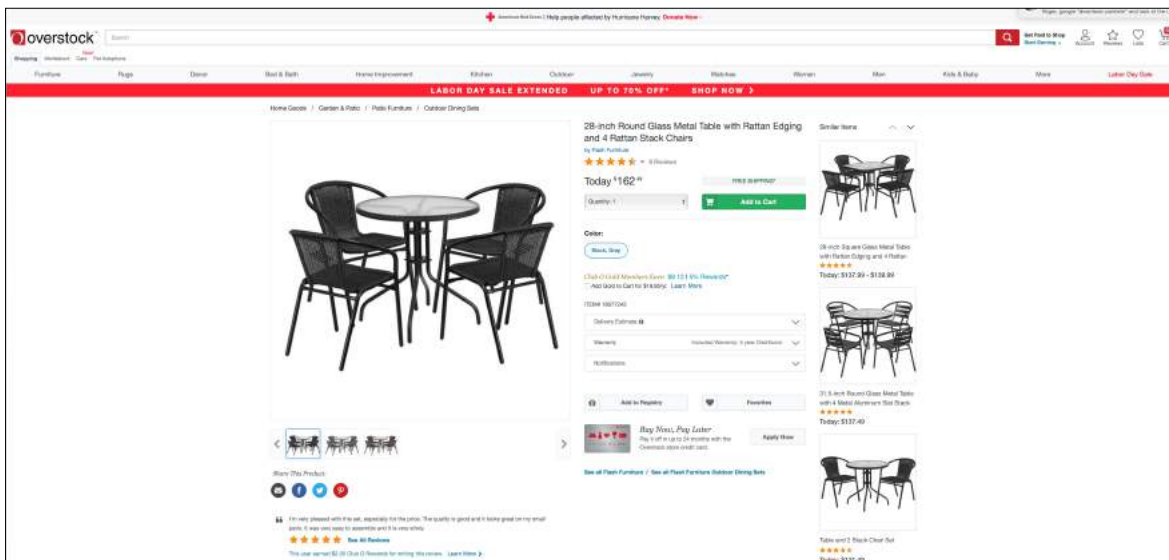
200 qty. Value Series gray rattan indoor-outdoor stack chairs @ \$26 each: \$5,200
 50 qty. Round Coral steel patio table 32.5" @ \$60 ea: \$3,000
 50 qty. Jordan Mfg. 9' Market umbrella @ \$52 ea: \$2,600
Total investment: \$10,800



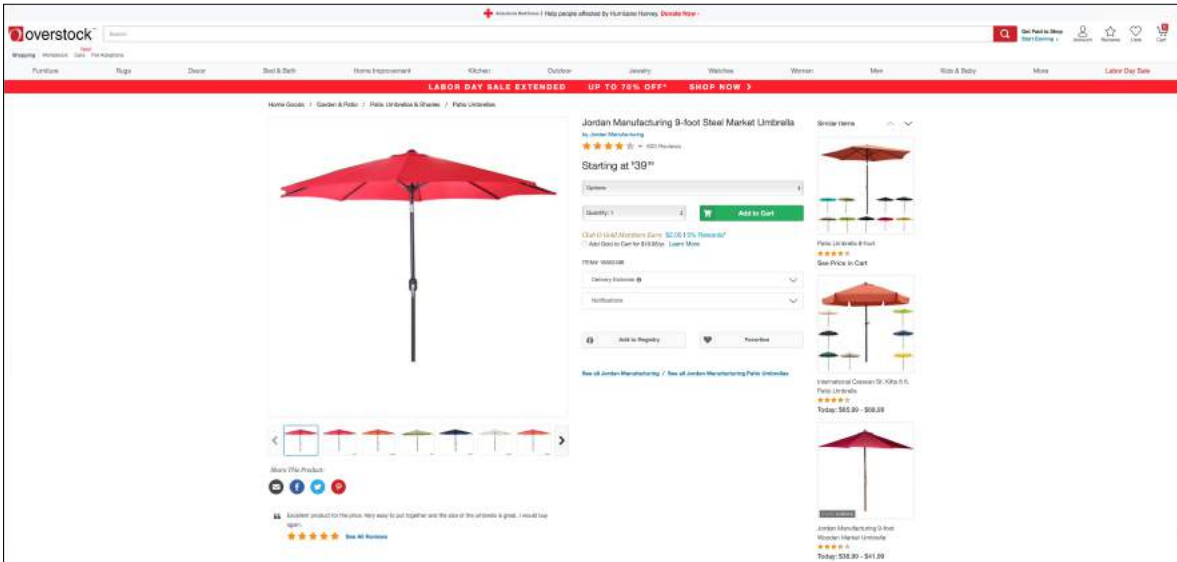
4 qty. MegaChess Giant Checkers Set - 10" @ \$200
 This uses the same mats as the chess sets.
 Four separate mats @ \$65 each.
Total investment: \$1,060



4 full Imagination Playground 105-piece sets \$4,975 ea.
 4 storage carts @ \$1,200 ea.
Total investment: \$24,700



Look at getting sets. Always round tables: 28" to 36" (no larger)
 Budget to replace 10% each year.



9' umbrellas are just fine. Always go with red and yellow - mix them up. Make it colorful.



Promote your sponsors with plaques on the activities they supplied, or signage like this acknowledging them



Approximate cost:

6 4-to-score, 6 giant Jenga sets, 4 MegaChess sets, 4 MegaCheckers sets, 4 foosball tables, 4 ping pong tables, 96 hula hoops, 6 Spun Chairs, 5 musical instruments, 8 vendor tents, 2 portable skatepark kits, 4 corn hole sets, 8 fire pits, 3 badminton sets, 4 exercise machines, 4 105-piece Imagination Playground sets, 4 storage bins, 50 tables, 50 umbrellas, 200 stackable chairs.

Consider:

For **everything** shown here: \$76,110

Sponsor sandwich boards or plaques: \$2,000

Adding it all up

Adding it all up: the hard one-time costs

- Cleaning up the location	- \$3,000
- The plaza surface	- \$10,000 (largely self-funded)
- Power and water	- \$7,000 (added \$2,000 for water)
- Trash receptacles	- \$2,000
- Barrier planters	- \$8,000
- Public restrooms	- \$65,000* (portable trailer purchase)
- Stage or performance platform	- \$12,000
- Lighting	- \$800
- Security cameras	- \$3,500
- Activities	- \$76,110
	<hr/>
	- \$187,410

Comparison

One varsity softball field:

Mobilization & mgmt.	\$77,500
Layout	\$7,000
Earthwork & drainage	\$82,000
Water, subgrade, final grade, turf	\$190,000
Dougouts	\$30,000
Fencing	\$28,000
Bleachers (600 seats)	\$34,000
Pre-fab press box	\$60,000
Storage bldg., batting cages	\$37,500

\$414,500 ~~\$646,000~~

Cost:

Does not include:

- Scoreboard
- Field lighting
- Parking (\$243,000)
- Restrooms
- Concessions
- Sidewalks
- Contingency (8%).





- School events & productions
- Portable ice rink
- Portable zip lines
- Climbing walls
- Then add your farmers market events
- Art shows
- Car clubs and other hobby organizations
- Vendors from throughout the county (keep them local)

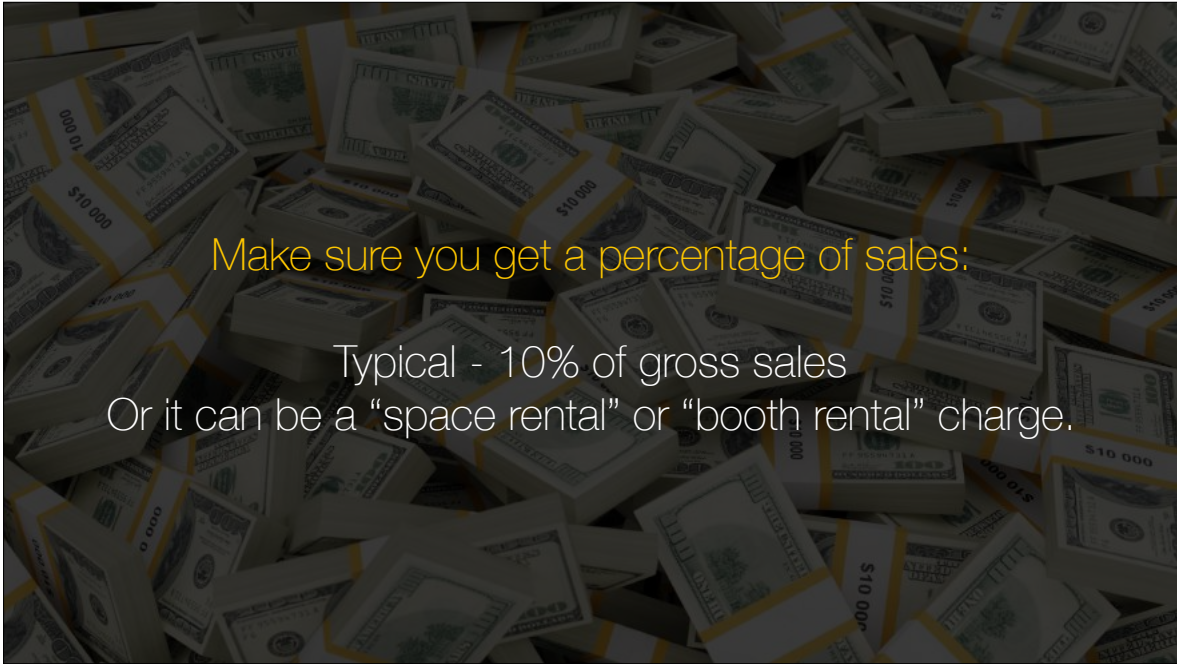
HOW TO BRING YOUR DOWNTOWN TO LIFE
Presented by Roger Brooks

**THE RESURGENCE OF DOWNTOWNS
GETTING PEOPLE DOWNTOWN 250 DAYS A YEAR**
Presented by Roger Brooks

It's Time to Move From Events to Activities
Presented by Roger Brooks

Community Marketing on a MINUSCULE BUDGET
Presented by Roger Brooks

dda



Make sure you get a percentage of sales:

Typical - 10% of gross sales

Or it can be a "space rental" or "booth rental" charge.

Adding it all up: the ongoing costs (annual)

- Insurance - \$850 a year
- Power and water - \$12,000 (City pick up the tab?)
- Garbage pickup - \$600
- Landscape maintenance - Volunteers
- Restroom maintenance - \$36,500 (\$50 per cleaning x 2 p/day)
- Security monitoring - \$2,400
- Management | staff person - \$40,000 (contracted - Retiree?)

\$92,350 (\$7,700 a month)

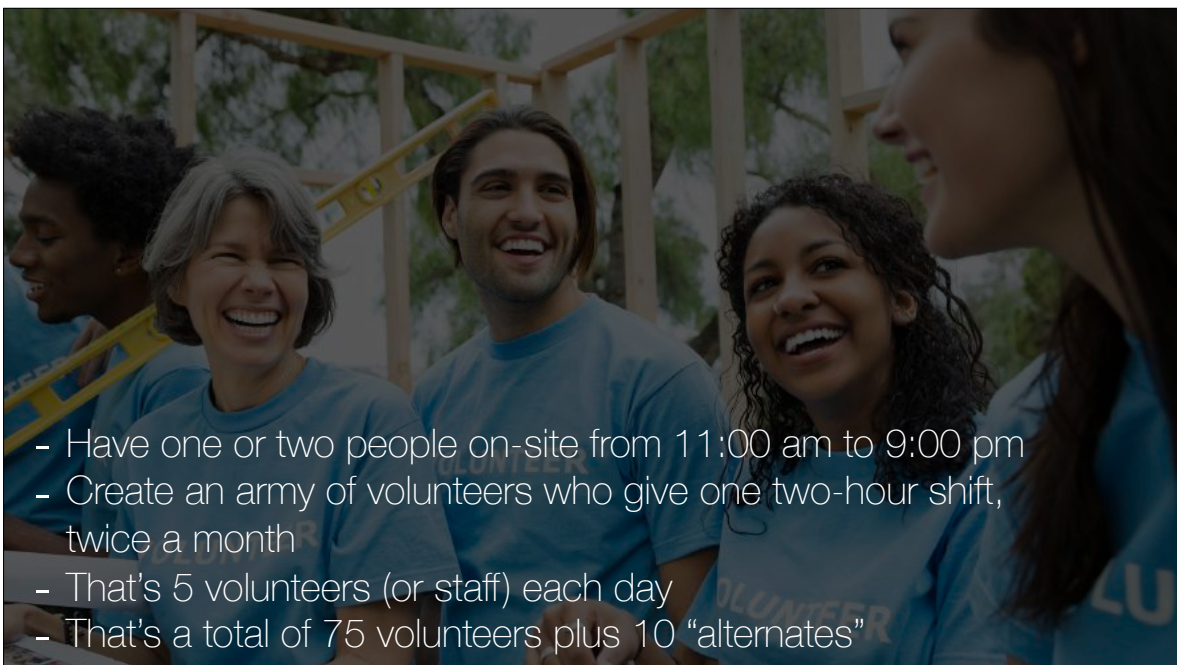


Change the activities every two weeks

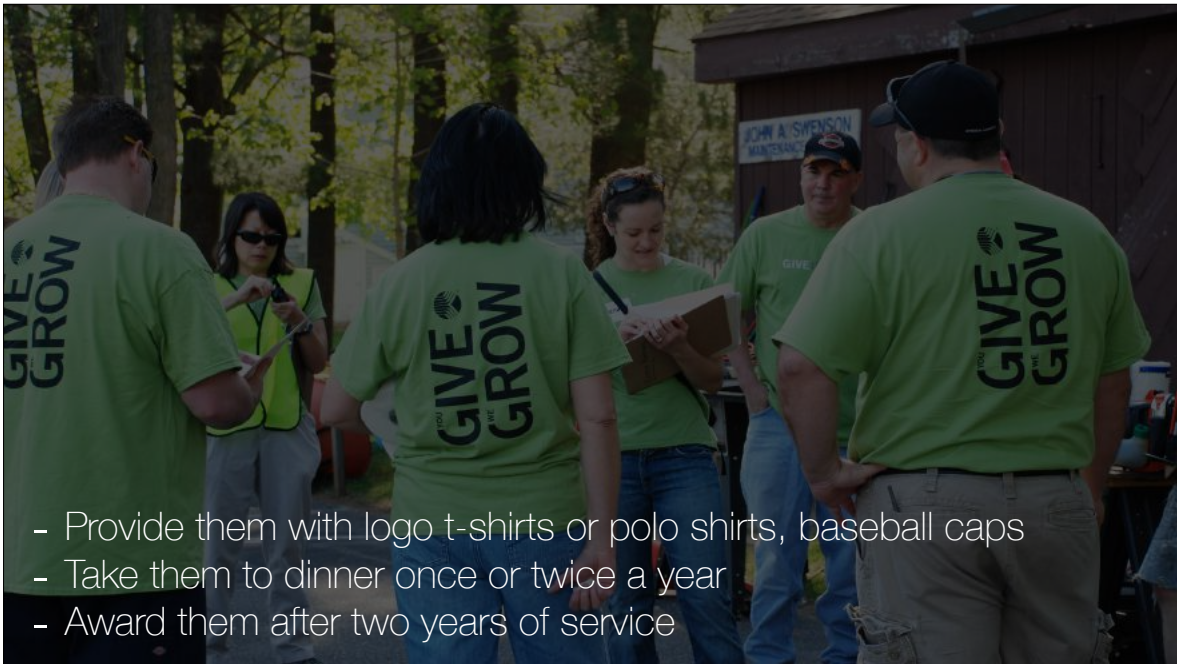




Volunteers!



- Have one or two people on-site from 11:00 am to 9:00 pm
- Create an army of volunteers who give one two-hour shift, twice a month
- That's 5 volunteers (or staff) each day
- That's a total of 75 volunteers plus 10 "alternates"



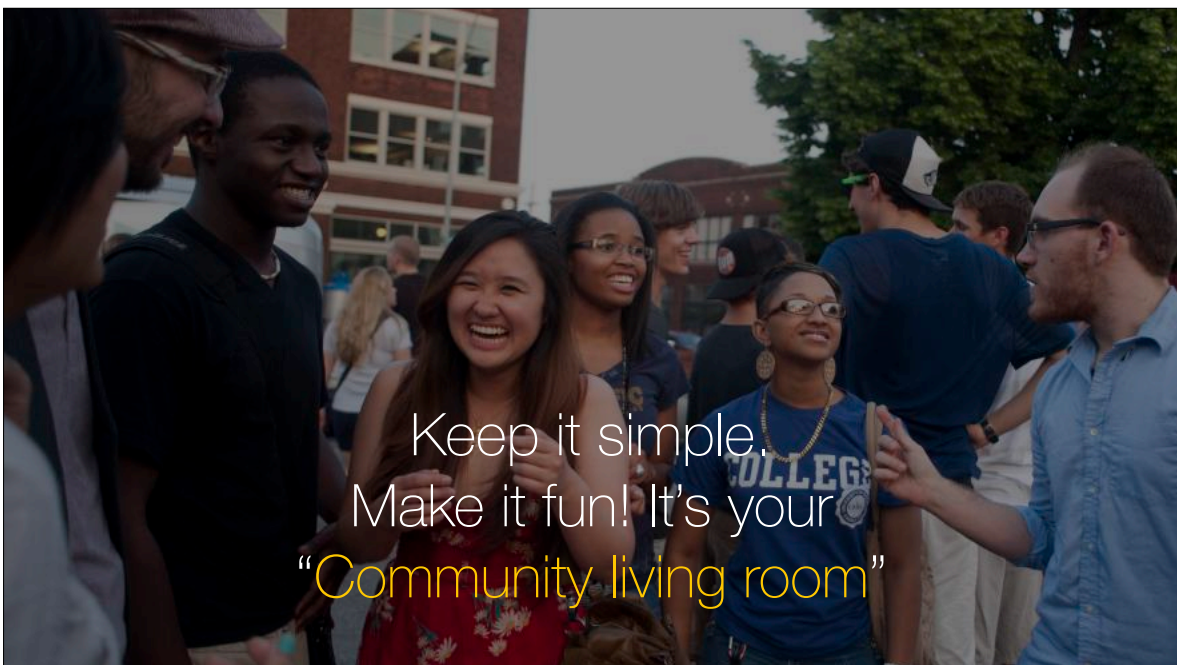
- Provide them with logo t-shirts or polo shirts, baseball caps
- Take them to dinner once or twice a year
- Award them after two years of service




Approximate cost: \$2,500

Notes:

- For shirts and caps
- Dinner once or twice a year
- Recognition award after two years



Keep it simple.
Make it fun! It's your
"Community living room"



Here's to your plaza!



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