

Best Practices in Destination Development

To ensure the success of its destination development districts, the City of Westfield should adopt a set of best practices that have been proven effective in similar developments across the country. These best practices, drawn from the Urban Land Institute’s “Ten Principles for Rebuilding Neighborhood Retail” and other leading sources, provide a comprehensive framework for creating vibrant, economically successful, and sustainable destinations.

The Ten Principles for Successful Retail Districts

The Urban Land Institute (ULI) has identified ten key principles that are critical for the success of neighborhood retail districts. These principles are directly applicable to the development of destination development district in Westfield:

1

Great Streets Need Great Champions:

Successful districts require dedicated leadership from both the public and private sectors to champion the vision and drive implementation.

2

It Takes a Vision: A clear, compelling, and shared vision for the district's future is essential to guide development and attract investment.

3

Think Residential: The integration of residential uses is crucial for creating a 24/7 environment and providing a built-in customer base for retail and dining establishments.

4

Honor the Pedestrian: A focus on pedestrian-oriented design, with wide sidewalks, safe street crossings, and engaging storefronts, is paramount for creating a comfortable and enjoyable experience.

5

Parking is Power: Easy accessibility, high visibility, a sense of personal security, and convenient parking are all conditions for successful retail. Without them retail likely will fail, regardless of the shopping environment or the quality of the tenants.

6

Merchandise and Lease Proactively: The city and its partners should actively recruit a diverse mix of tenants that align with the district's vision, rather than passively waiting for tenants to come to them.

7

Make It Happen: An action-oriented approach is necessary to overcome obstacles and ensure that the vision is translated into reality.

8

Be Clean, Safe, and Friendly: A clean, safe, and welcoming environment is fundamental to attracting and retaining visitors.

9

Extend Day into Night: The district should be programmed with a mix of uses that attract visitors throughout the day and into the evening.

10

Manage for Change: The district should be managed in a way that is adaptable and responsive to changing market conditions and consumer preferences.