

**Existing**



The economic health of a neighborhood relies on many factors. In addition to the range of businesses and the quality of their merchandise, other factors influence how well they attract business. Some of these factors include how easy it is to park, how well visitors can find shops and resources and how inviting the district's streetscape and storefronts appear.

**Examples From Elsewhere**



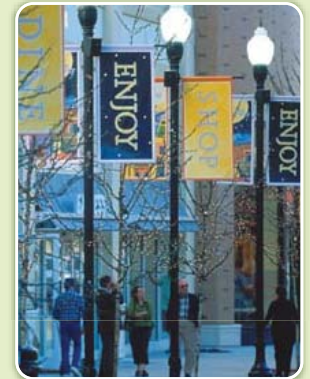
San Jose, CA  
Japanese in San Jose uses gateway markers and banners to differentiate the district.



Before



After



Examples of economic development and marketing strategies in other cultural districts focus on bringing out the special character of their district. In some cases, it is architectural renovation, in others its improvements to signage, marketing and advertising that attracts residents and visitors.



# ECONOMIC DEVELOPMENT

The term “economic development” describes the financial, physical and programmatic methods to strengthen the economy of an area. Economic development strategies include small business support, marketing, and storefront and streetscape improvements to retain existing and attract new businesses.