



DESIGN TEAM

Design Team Focus

“Design” means getting Main Street into top physical shape and creating a safe, inviting environment for shoppers, workers, and visitors. It takes advantage of the visual opportunities inherent in a commercial district by directing attention to all of its physical elements: public and private buildings, storefronts, signs, public spaces, parking areas, street furniture, public art, landscaping, merchandising, window displays, and promotional materials. An appealing atmosphere, created through attention to all of these visual elements, conveys a positive message about the commercial district and what it has to offer. Design activities also include instilling good maintenance practices in the commercial district, enhancing the district's physical appearance through the rehabilitation of historic buildings, encouraging appropriate new construction, developing sensitive design management systems, educating business and property owners about design quality, and long-term planning.

- Above excerpted from The Main Street Four-Point Approach®

DPDA Mission

The DPDA's mission is to strengthen and develop Downtown Pasco as a center for culture, business, and community spirit.

We accomplish this by promoting public safety, encouraging cultural understanding, strengthening and fostering a diverse business mix, improving Downtown's appearance, providing business education, and serving as a liaison between local government and the Pasco community.