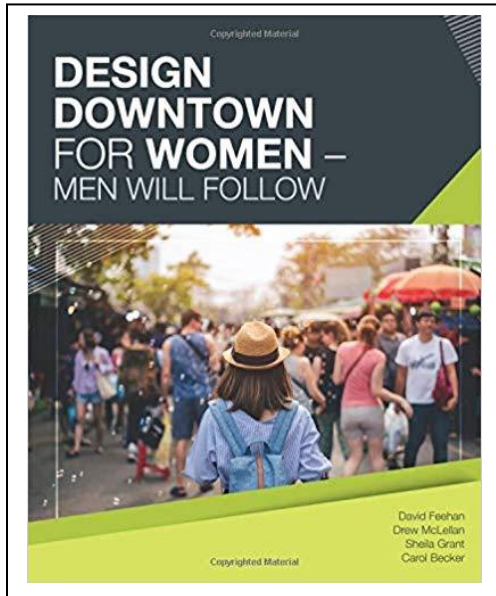


From the Planners' Bookshelf...

Design Downtown For Women (Men Will Follow).

David Feehan, Drew McLellan, Sheila Grant, Carol Becker.

River Bend Publishing, Waukee IA, 2018.



Amazon...

"Today, women in both business and leisure, have a critical influence on the success of a downtown area. What are the factors that should be considered when designing or re-inventing your downtown so that this important demographic feels welcome, safe and included? This book explores the factors that influence their desire to do business, travel to, and stay in your downtown. Through the eyes of many subject matter experts, we explore everything from parking, lighting and nightlife to marketing, color and retail. You will see your downtown through a different lens after reading what these experts have come to learn."

Comment on Amazon...

"Women have become a powerful economic force—largely unrecognized—impacting designers and developers of the Nation's downtowns according to a comprehensive new book, "Design Downtowns For Women- Men Will Follow". Lead author David Feehan, a Past President and CEO of the International Downtown Association, heads up a bevy of urban experts who describe various measures that can be taken to make downtowns more attractive to women.

Detailed articles provide a good road map for designers, developers, residents and visitors. Reflecting their economic strength, Feehan says 80% of retail and 80% of residential decisions are made by women. He calls downtowns "our most vital asset". If the right moves are made there, women will come and men will follow, he concludes."

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