

# DOWNTOWN REVITALIZATION

Preserve, Rehabilitate and Promote, a Unique and Thriving Downtown.

## Authenticity

“Authenticity comes from several aspects of a community - historic buildings, established neighborhoods, a unique music scene, or specific cultural attributes. It comes from the urban grit alongside renovated buildings, from the commingling of young and old, long-time neighborhood characters and yuppies, fashion models and ‘bag ladies’.”

-Richard Florida, *The Rise of the Creative Class*

Authenticity is that essential quality that defines and makes each community special and different.

Through its diversity of food and culture, Killeen can provide unique and authentic experiences in the downtown.

## Finding Authenticity

Killeen should seek opportunities to celebrate one of its greatest resources, its diversity.

- ✓ Façade improvement and quality rehabilitation.
- ✓ Incentives for investment in downtown
- ✓ Seek opportunities to celebrate diversity

## FINDING THIRD PLACES



NO. 1  
**Preservation & Rehabilitation**  
Façade improvement and quality rehabilitation of the city’s historic resources.

NO. 3  
**Incentives & Standards**  
Standards that increase investor confidence and incentives that promote appropriate investment.

NO. 2  
**Public Spaces**  
Initiate a downtown transformation by creating needed parks, plazas, streetscaping and other visual improvements.

## Third Places

“Third Places are neither home nor work - the first ‘two places’ - but venues like coffee shops, bookstores and cafes in which we find less formal acquaintances” - Ray Oldenburg, *The Good Great Places*

**Third Places are the heart of a community’s social vitality.**

The downtown area of Killeen, as the historic center, is the ideal place for these desired “third places”.

Opportunities to develop public spaces and pedestrian areas should be pursued in order to reinvigorate the downtown area and provide a venue for community events, concerts, festivals, and community interaction.

**Greater Killeen Chamber of Commerce**

- Creation of Place Designs Team

[killeenchamber.com/place](http://killeenchamber.com/place)

