

Ten Principles for Developing Successful Town Centers

- 1 Create an Enduring and Memorable Public Realm**
- 2 Respect Market Realities**
- 3 Share the Risk, Share the Reward**
- 4 Plan for Development and Financial Complexity**
- 5 Integrate Multiple Uses**
- 6 Balance Flexibility with a Long-Term Vision**
- 7 Capture the Benefits That Density Offers**
- 8 Connect to the Community**
- 9 Invest for Sustainability**
- 10 Commit to Intensive On-Site Management and Programming**