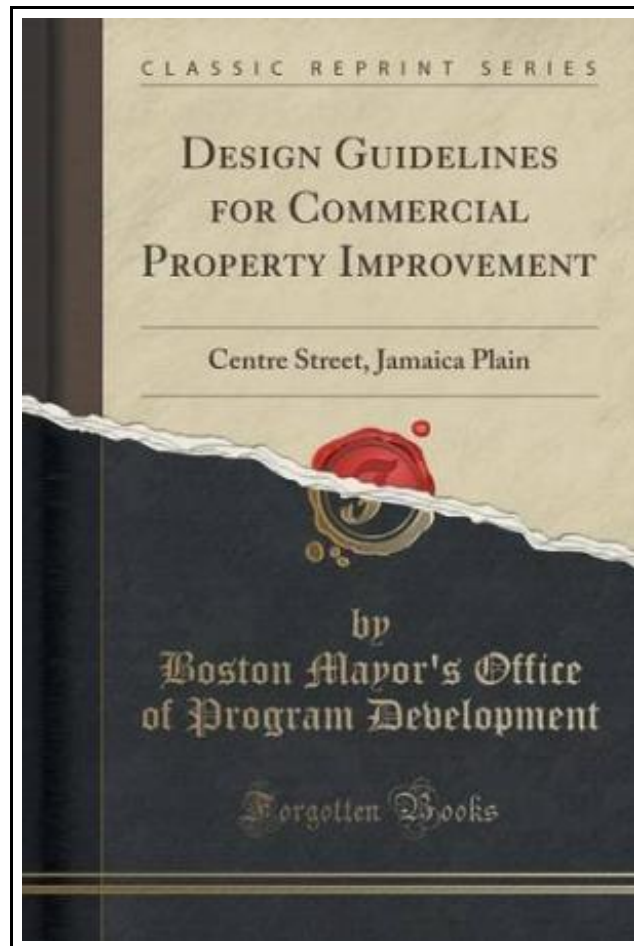


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(Prof. Alvis Wuckert)

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Forgotten Books, United States, 2015. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Excerpt from Design Guidelines for Commercial Property Improvement: Centre Street, Jamaica Plain To the visitor, Boston s image is one of winding streets, apartments tucked into unexpected alleys, and small shopping areas which appear from nowhere. But to the people who live here, Boston is a city rich in neighborhood substructure, lending order to the whole and giving the city its manageable and intimate quality. Over the past five years, new patterns of investment have blossomed in Boston s neighborhoods, resulting in greater stability and renewed optimism. Young homebuyers impressed by the assets of older neighborhoods, have been choosing a house in the city over the suburban dream home. These new residents are in turn investing heavily in fixing up and maintaining their newly acquired property. Long-time residents - reassured by their new neighbors and further convinced by the city s major investments in housing programs, streets, sidewalks, lighting and community facilities - are also making financial commitments to stay. For both current and potential residents perceptions of city neighborhoods are heavily influenced by the commercial areas which occupy focal positions in the community. Often, the first thing an outsider sees upon entering a neighborhood is the business district. First impressions tend to stick, however rehabilitated the housing stock or restored the tot lots may be. If the commercial area has a negative visual image the result can be confusing with the business district appearing to decline while nearby residential areas enjoy a fast-paced resurgence. Attractive and well-designed signs, enticing window displays and consistency along the street can go a long way in turning around some of the psychological assumptions potential shoppers may harbor about a business...



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