

# Project significant 5/14

In order for a city to have a viable downtown area that is alive and vital, the single-most important ingredient is pedestrians. Pedestrians are consumers and they contribute to the economic stability and success of any commercial area.

Rapid City, with the support of the Downtown Association, is in the progress of implementing a very significant effort to welcome and encourage pedestrians in downtown Rapid City. This effort includes eliminating the parking meters, providing visual interest with shrubs and trees, introducing brick patterns, and a pleasing design rhythm and convenience items, such as seating, trash receptacles, a drinking fountain. All of these things cater to the pedestrian.

We must admit that downtown was in a state of decline prior to this effort being made. In fact, some had said it was dying, particularly since much of downtown shopping has moved to the mall. The city has chosen to do open-heart surgery on downtown, and the results may or may not be successful. I feel Rapid City and the Downtown Association should be commended for the energy and efforts that are being put forth, and I believe the downtown landscaping project will have significant value in the revitalization of our downtown.

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