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Main Street Basic Training: Design

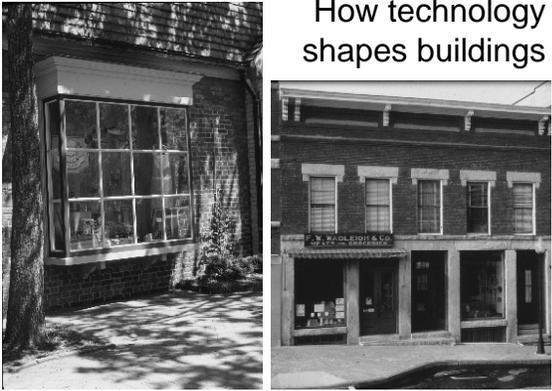
Presented at the
National Main Streets Conference
May 2, 2010

A Short History of Commercial Architecture

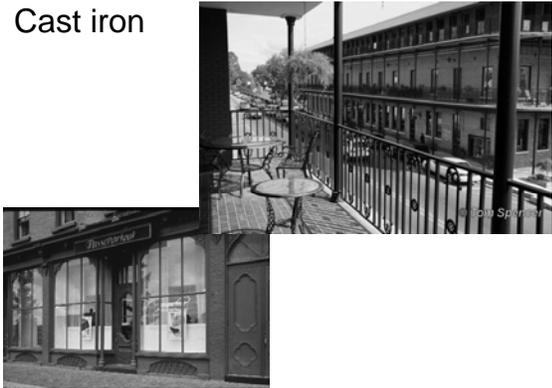


BRIDGE STREET, CHIPPEWA FALLS, WIS.—91

How technology shapes buildings



Cast iron





Glass block and structural glass



How transportation shapes commercial architecture

Urban Renewal

What happened?

Changes in shopping patterns



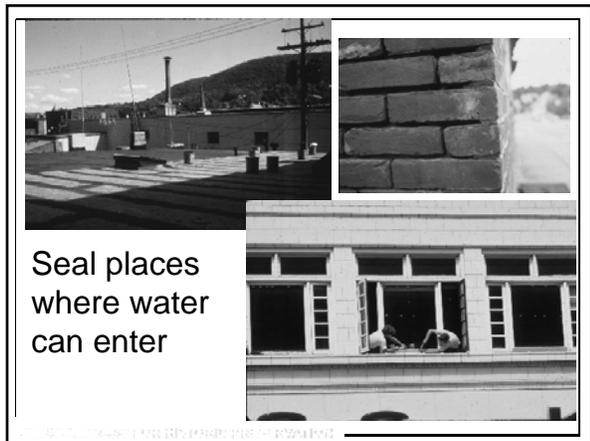
The future of commercial districts

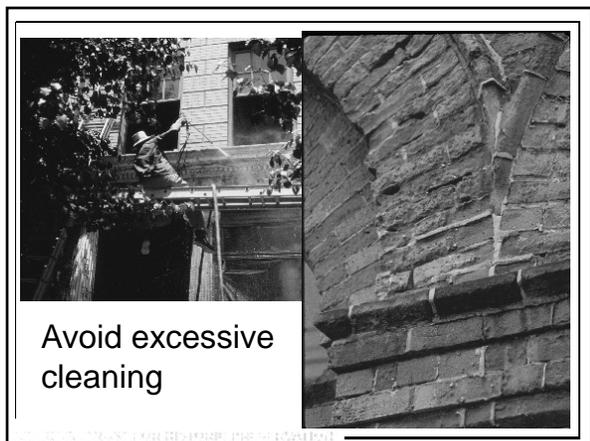


Conservation Techniques

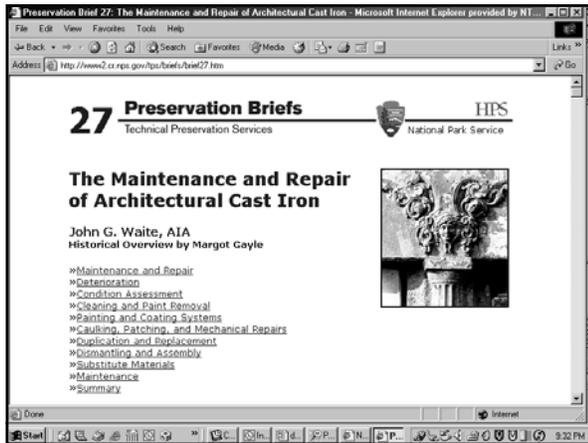






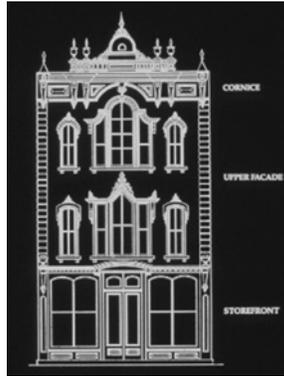






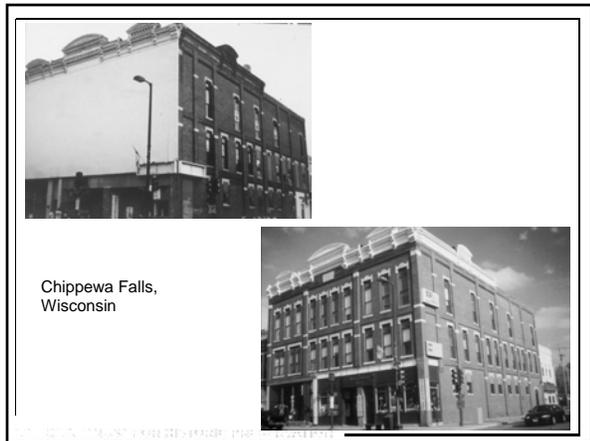


Understanding the relationships between components



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Chippewa Falls, Wisconsin

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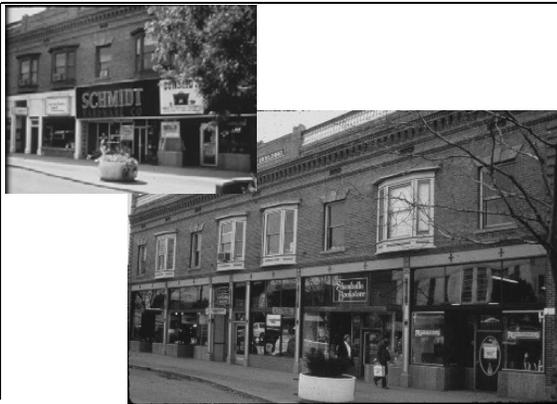


Ripley, WV

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Frederick, MD



St. Albans, WV



New Iberia, LA

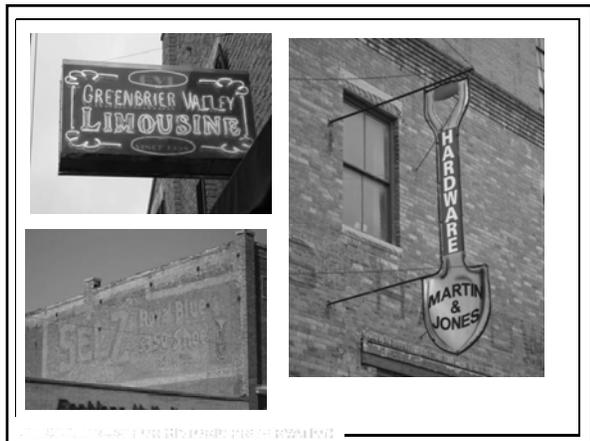
New Buildings



Signs: the Good, the Bad, and the Very Ugly







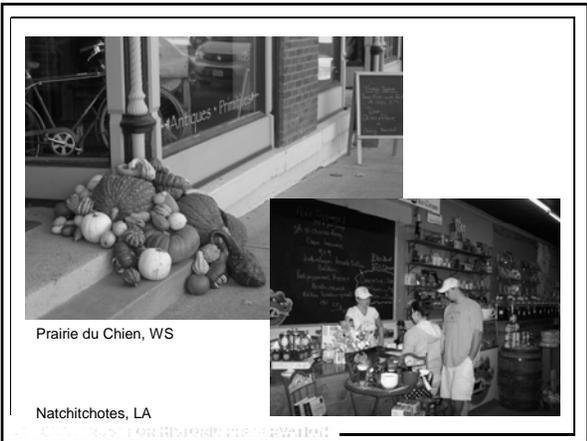




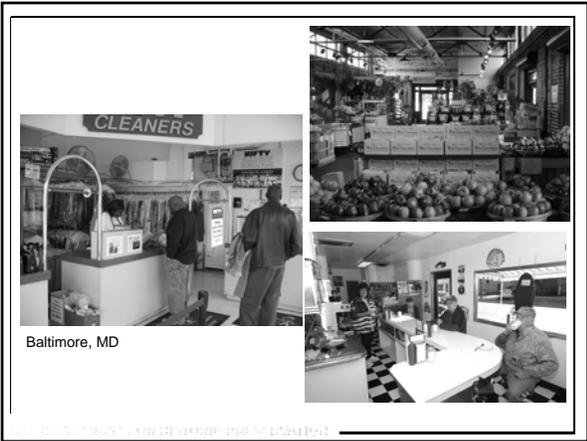




Visual Merchandising

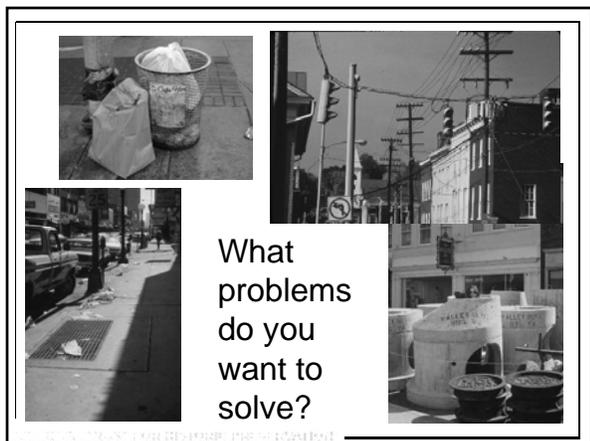












How do you plan to program the spaces?

Special users, traffic calming and wayfinding

Incorporating art





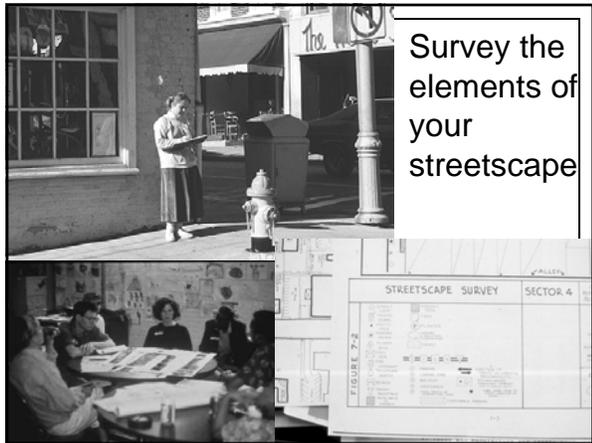


A note about trees





Abbeville, LA, 1930s)



Survey the elements of your streetscape



The road is closed, can't you read a map?

It's not me, it's all this downtown construction!

Look for signs to get through "AMAZE" of CONSTRUCTION

WINSLOW OUR SHOPS ARE OPEN
It's your downtown - be a part of it!
Project Information HOTLINE call 790-3702

Construction Free Route To Lasson's Old Town Business District

COUNTDOWN TO COMPLETION CONTEST
REGISTER INSIDE
Guess the date and hour the last brick will be laid in this side of the block and WIN!
Prize: \$25 5th Certificate for any business on this side of the block.
If more than one correct entry, a drawing will be held.

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Historic Districts

Historic Districts

National Register of Historic Places

- No design controls
 - Unless projects receive federal funding
- Tax advantages
 - 20% tax credit on rehab costs
- Maintained by the National Park Service
 - SHPOs administer it

Local Historic Commissions

- Can have extensive design controls
 - demolition
 - “certificate of appropriateness”
- Commission members appointed by mayor or city council
- Certified Local Governments (CLG)

Investment Tax Credit

- 20% credit for properties listed on the National Register
- 10% credit for properties 50 years old and NOT listed on the Register



Manistee, MI

Investment Tax Credit

Building appraises for	\$100,000
Rehab project costs	\$100,001
Credit equals	\$ 20,000
Tax bill equals	\$ 50,000
Tax bill with credit equals	\$ 30,000



Establish a Strong Committee

- Recruit 5-7 members
- Conduct committee training
- Create a work plan
- Annual review of accomplishments



Design Committee: Education

- Committee training
- Business and property owner training
- Contractor training



Franklin, LA

Design Committee: Data Collection

- Building Inventory
- Incentives Available
- Property Tax Assessments
- Property owners
- Real estate brokers



Design Committee: Design Advice

- From committee members & executive director
- From trained professionals



Design Committee: Planning

- Streetscaping
- Overlay districts
- Preservation incentives
- Comprehensive plans



Lawrenceville, NJ

Design Committee: Motivation

- Street time
- Presentations like this one
- Case studies
- Publicity
- Whatever it takes



Leesville, LA

Please Stay in Touch

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