

Preservation Resources for Downtowns

**Education + Partnerships =
Getting it Done!**

Presented by Roxanne Eflin, Program Director
Maine Downtown Center
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“We shape our
buildings, and
afterwards our
buildings shape
us.”

-Winston S. Churchill





Preservation takes people.

It also takes courage. Vision. Leadership. Diligence.



Historic preservation has an extraordinarily positive and comprehensive economic impact in communities where it takes place.



The Bowdoin Mill in Topsham, formerly endangered, now a success story



Portland Press Herald EST. 1862 Maine Sunday Telegram



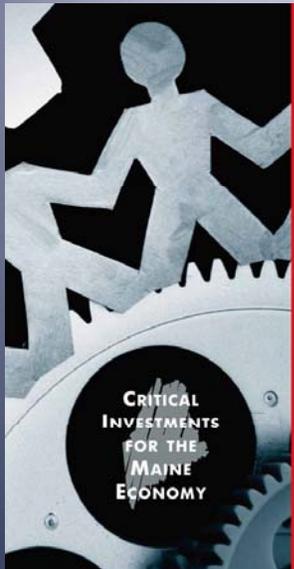
The Portland City Council has voted unanimously to establish a new historic district in the downtown area, a move aimed at promoting the restoration of buildings along Congress Street.



Main Streets offer place of **authentic character and opportunity**.
Main Streets tell us about **who we are** and **who were where**,
and how the past has shaped us.



Sense of Place – Quality of Place



MAKING MAINE WORK

Quality of Place Investment Imperative:

“Support Quality of Place efforts to conserve landmark places and views in Maine, and to invest in Main Streets.”

Quality of Place Goal: Preserve and enhance out assets, including vibrant community centers; arts, cultural, and historic institutions; and natural views, refuges, parks and trails.



Heritage tourism is economically essential to Maine

“Visitors seek an authentic downtown experience as a top priority.” *-Maine State Tourism office*



Why are Maine's downtowns so important?



Explosion of retail space since 1960- from four feet of retail space per capita to 38 – flooding the market with more than American spending could support.



Take a walk downtown...



...and imagine how it came to be



Main Streets are places that matter because they are places of shared memory where citizens come together to work, live, shop, play and engage with one another.





The Main Street Four-Point Approach®

Developed by the National Trust for Historic Preservation, "Main Street" is a 30-year comprehensive program for downtown revitalization



It is a **historic preservation-based** economic development tool that volunteer-driven organizations can use to revitalize their commercial districts.



Historic Preservation is the leading catalyst for downtown revitalization



National Main Street Network

Since 1980 – reaching over 2,200 downtowns



National Results through 2010

- \$48.9 billion Reinvestment in physical improvements
- 94,176 Net gain in businesses
- 417,919 Net gain in jobs
- 214,263 Buildings rehabilitated
- \$27 to \$1 Average number of dollars generated in each community for every dollar used to operate the local Main Street program



Maine Development Foundation's Downtown Center

*Created in 1999 by the Maine Legislature
2004 Governor's Executive Order*



- State Coordinator for National Main Street Center
- Main Street Maine
- Maine Downtown Network
- Downtown Institute
- Maine Downtown & Preservation Conference
- Online Resource Library
- Technical Assistance





Results here in Maine? You BET!

- **\$114.8** million Reinvestment in physical improvements
- **180** Net new businesses created
- **778** Net new jobs created
- **431** Buildings rehabilitated
- **153,732** Volunteer Hours



Maine Reinvestment Statistics



For every \$1 invested in local administration of Main Street Maine programs,

\$26.90 been invested!

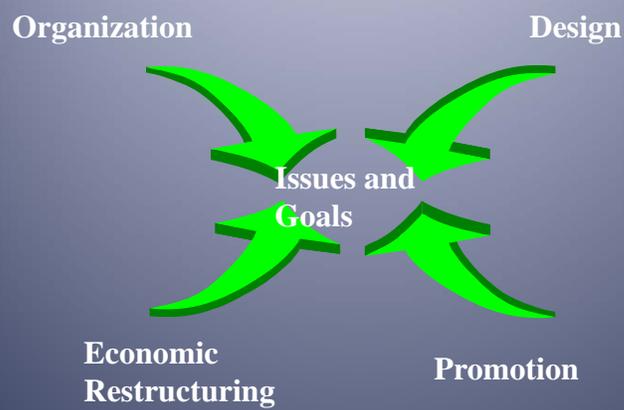
Where else can Maine achieve *that* leverage ratio?



The Fundamentals of the Main Street Four-Point Approach®



Main Street's Four Point Approach



Organization: Leadership, management and volunteering



- Downtown merchants and business owners
- Residents
- Local Government
- Chamber of Commerce
- Historical Society
- Groups and organizations
- Schools



Establishes consensus and cooperation by building partnerships and getting everyone working toward the goals for downtown



The Main Street Program
is not a Product.

It's a Process.



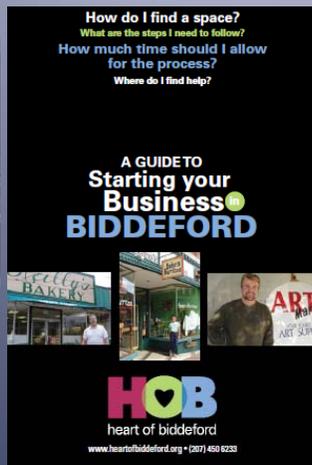
Promotion



Builds Image and Pride



Economic Restructuring = Business Retention & Recruitment



Strengthens your community's existing economic assets while diversifying its economic base.



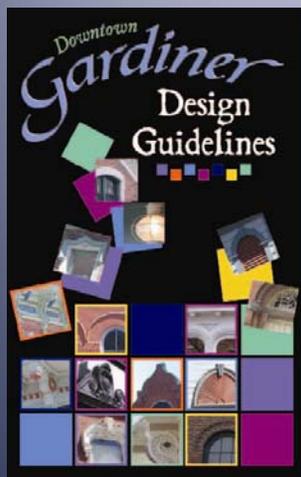
Design



Getting Main Street into top physical shape and creating a safe, inviting atmosphere. Design takes advantage of the visual opportunities and to stress the importance design quality in downtown revitalization.



Quality Design Sells



Well designed signs speak business



Awnings, banners, flags, flowers and public art bring attention to historic architecture and add life to the street!



Before and After – Transformative!



Before and After - CDBG funded



Before and After







Example: Norway Old Fellows Hall



Challenges in the landscape...



Incentives to Stimulate Reinvestment

- Community Development Block Grants
- Community for Maine's Future matching grants
- Federal and State Historic Tax Credits
- Tax Increment Financing districts
- Affordable Housing Credits
- Transportation Enhancement (DOT) grants
- Brownfields revolving loans/grants
- USDA grants / SBA assistance
- For nonprofits: Foundation grants, intervention and planning grants, technical assistance



Put it all together and what do we get?...



- Economic reinvestment where the infrastructure exists!
- JOBS – good jobs!
- Recycled buildings
- Vibrant cultural centers
- PRIDE of place
- Healthy, walkable downtowns!



Channelling Don Rypkema...

- Preservation increases local employment because it's labor intensive and skill-based
- Saves open land from development
- Reduces local tax burden by increasing property values
- Reduces construction's economic impact by minimizing new manufactured and shipped building materials



Strong partners are ESSENTIAL



Revitalizing Maine Communities Conference

June 3-4, 2010

Presented by:
Maine Downtown Center
Maine Preservation
GrowSmart Maine





Join the NAPC!



Join the Maine Downtown Coalition
It's free!



Significant overhaul/improvements of the State Historic Tax Credits



Maine Uniform Building and Energy Code

Streamline code administration and bring more consistency to builders, developers, and towns

The Technical Building Codes and Standards Board, located within the Department of Public Safety, is established to:

- adopt, amend and maintain the Maine Uniform Building and Energy Code
- Resolve conflicts between the Maine Uniform Building and Energy Code and the fire and life safety codes
- Provide for training for municipal building officials, local code enforcement officers and 3rd-party inspectors.



You are Invited!

September 21

Quality of Place Gubernatorial Candidates Forum *Bangor Opera House*

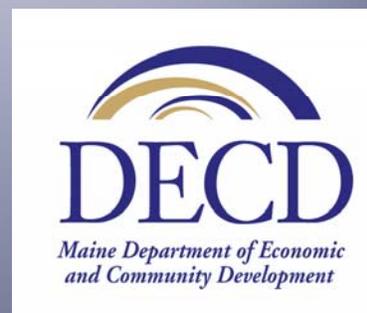
Co-hosted by the Maine Downtown Center
and Maine Preservation and many others



Community Development Block Grant funds

Extra points for Main
Street Maine (3) and
Maine Downtown
Network (1)
designations

Communities for Maine's Future Program



Role of the Design Committee



Role of the Design Committee

- Promote the physical image of downtown
- Educate community about good design that enhances the image of the district as well as individual businesses
- Encourage quality improvements to public spaces and private properties
- Guide future downtown growth and shape regulations
- Motivate others by targeting key projects and creating incentives
- Work with your local historic preservation commission and historical society





Design Principles

- Appreciate what already exists
- Design with compatibility in mind
- Avoid “mall” formulas
- Recognize limitations of improvement projects
- Establish unified goals for design improvements
- Stress Quality
- Cultural landscape planning must be comprehensive – gateways and neighborhoods must be considered in design





“Support the businesses that support the buildings!” -Roxanne



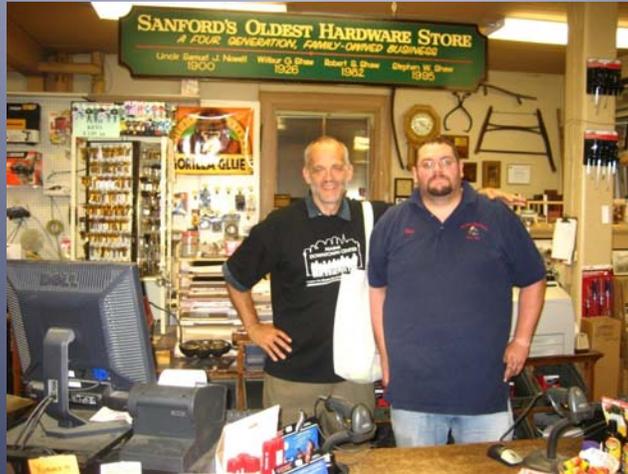
Downtowns are where the independent spirit of entrepreneurialism and innovation can thrive.

Buy Local.

Keep more dollars circulating in the community!



Celebrate Destination Businesses



Did you know?

For every \$100 spent at a locally owned business, \$45 stays in the local economy, creating jobs and expanding the city's tax base.

For every \$100 spent at a national chain or franchise store, only \$14 remains in the community.



Getting the Community Involved to help you advocate for preservation!



Believe in the Power of Place.

The **Place** is Downtown.



It's the legacy we leave
for future generations

