



**MAIN STREET
AMERICA®**

Nationally recognized.
Locally powered.™

MAIN STREET 101

DESIGN

SEPTEMBER 28, 2022

Offered by:
Tennessee Main Street



Lisa M Thompson, MSARP, HREFDP,
Senior Program Officer for Revitalization Services

A PLACE I KNOW





PLACEMAKING IS...



"...making public space a living space."

"...a dynamic human function: it is an act of liberation, of staking claim, and of beautification; it is true human empowerment."

"...creating for everybody."

"...opening your heart to the beauty of a community."

"...the seed of democracy."

"...recognizing that cities are not just a collection of people but can be places of beauty and innovation."

"...feeling like you belong here."

"...thoughtful design."

WHAT IS PLACEMAKING?

01

It is both a philosophy and a process.

02

It is community-led and collaborative, aimed at maximizing and celebrating the shared value of a place.

03

Holistic approach to the planning, design, and management of public spaces.

WHAT IS PLACEMAKING?

Placemaking inspires people to collectively **re-imagine** and **re-invent** public spaces as the heart of every community. Strengthening the connection between people and the places they share, placemaking refers to a collective process by which we can **shape our public realm** in order to **maximize shared value**. More than just promoting better urban design, place-making facilitates creative patterns of use, paying particular attention to the **physical, cultural, and social identities** that define a place and support its ongoing evolution.



Cities have the capability of providing something for everybody, only because, and only when, they are created by everybody.

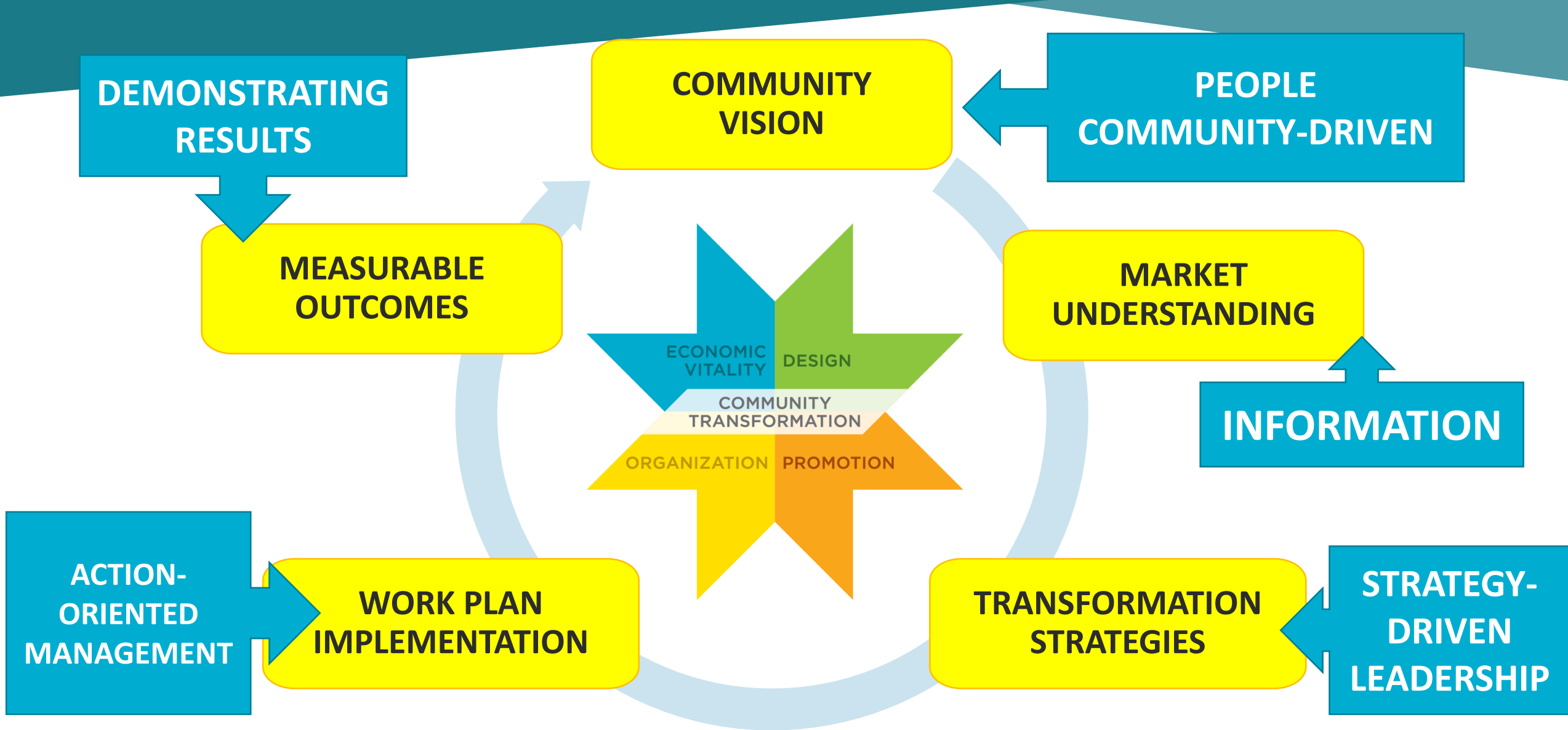
- Jane Jacobs

COMPREHENSIVE REVITALIZATION



LEADING THE REVITALIZATION JOURNEY

THROUGH THE MAIN STREET APPROACH





MAIN STREET IS PLACEMAKING

DESIGN GIVES A COMMUNITY A SENSE OF PLACE

The physical characteristics of a Main Street

Older and historic structures that make up the built environment,

Infrastructure that facilitates the flow of people,

Public spaces that serve as community gathering spots



All contribute to what attracts people to a place, inviting them to visit, set up shop, or call it home.

HOW DO COMMUNITIES ACHIEVE QUALITY DESIGN?

The answer is in
the people
themselves.

When a
community puts
people first, good
design follows.

DESIGN IS ABOUT

Educating

Educating others about good design—enhancing the image of each business as well as that of the district;

Providing

Providing good design advice—encouraging quality improvements to private properties and public spaces;

Planning

Planning Main Street's development—guiding future growth and shaping regulations;

Motivating

Motivating others to make changes—creating incentives and targeting key projects.

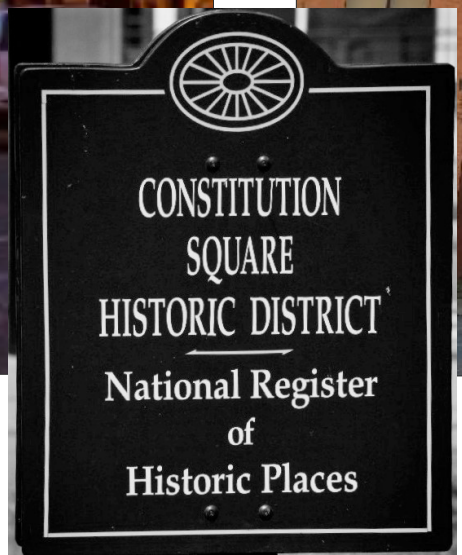
HISTORIC DISTRICTS



Grass Valley, CA



Kalispell, MT



STOREFRONT GUIDELINES



Sunshine Mile, Tucson, AZ



Alton, IL
©Chronicle Media



Keeping Up Appearances Storefront Guidelines

What makes for a successful Main Street business? It can't be measured exactly; there is no single success formula. Product, price, display, service, location and market all play a part. So too does the appearance of the store, the outside image of the business.

Many store owners seem to regard appearance as secondary to the more immediate concerns of running a business. Too often, the building is neglected or mishandled.

Yet experience shows, time and again, that appearance is important to a healthy business downtown. With merchants working together to create an attractive image, downtown as a whole can benefit.

The 20th century brought changes for Main Street. The automobile brought new competition from commercial strips and shopping centers. Downtown merchants turned their attention to passing cars, erecting shiny new storefronts and eye-catching signs. Main Street stores tried to imitate their modern competitors.

In many ways, the result has been a sorry one. Down-

town now appears as a curious cross between neglected old buildings and a commercial strip. It presents a confused image to the shopping public.

The idea of visual relatedness is crucial to the goal of an integrated Main Street. Historically, Main Street facades complemented and reinforced one another. Compare the drawings on this page. Notice how the remodeling of the old facades has destroyed their continuity. They are no longer visually tied together. Each facade is unrelated to the rest, and the character of the building group as a whole suffers.

With its buildings, history, setting and place within the community, downtown is unique and special. It makes sense to acknowledge these resources and take full advantage of them—to develop the qualities that are already present downtown.

What improvements can make your building work better for you? How can you make it more attractive to shoppers? The following pages present suggestions for improving appearances as well as ideas for prolonging the life of old buildings.

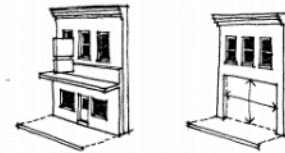


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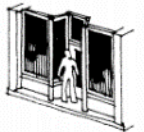
STOREFRONT DESIGN

Every traditional Main Street facade has a well-defined opening that the original storefront filled. The area is bounded by a pier on either side, the sidewalk on the bottom, and the lower edge of the upper facade on top.

Many problems with facades today are a result of this fact: The storefront has been allowed to stray out of its natural place within the facade. It no longer looks contained; instead it appears pasted on.



To emphasize this feeling of containment, a storefront might be set back slightly (6 to 12 inches) from the front.



• Make It Transparent

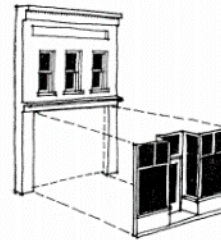
The traditional storefront was composed almost entirely of windows, providing maximum light and display. This large glass area creates a visual openness that is part of the overall proportional system of the facade and is as valid today as it was in the past.

Whether you are considering a restoration or more contemporary treatment, the storefront should be based on a traditional storefront design. The basic configuration can often be derived from old photographs of the building.

The following ideas suggest ways to think about a change in your storefront. Each is founded in the design of the traditional storefront; however, these ideas are not historical in nature. They are functional and make the storefront more attractive and accessible to shoppers.

• Contain the Storefront

A general rule for future remodeling can be stated as follows: A storefront should be designed to fit inside the original opening and not extend beyond it.



With the storefront closed in, the building on the right looks disjointed. The storefront does not relate to the facade; it is pasted on. As a result the building is not as inviting.

The traditional ratio of window to wall area is significantly less than it should be. Generally there should be more glass and less wall at the storefront level, balanced by more wall and less glass on the upper facade.

SIGNAGE GUIDELINES



Photo: Kinross Main Street



Projecting sign

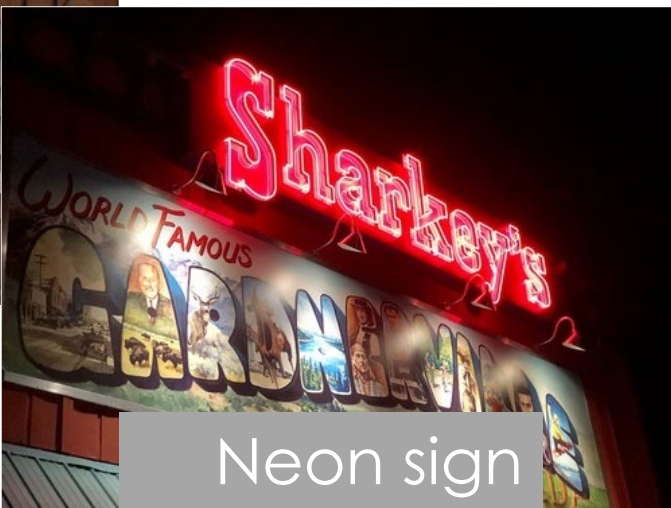


Ghost sign



Photo: Downtown Association

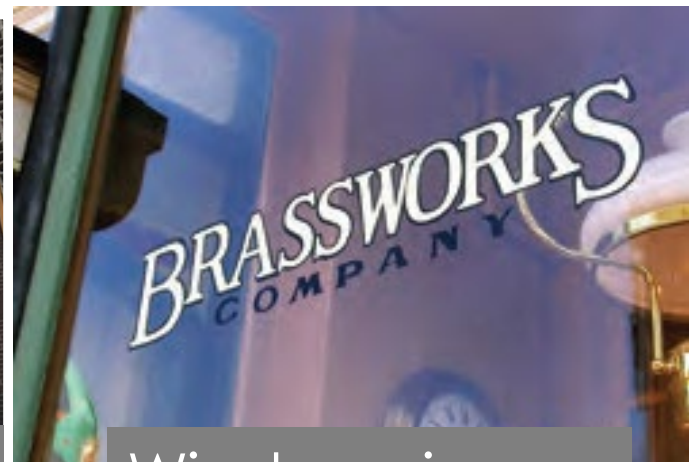
Historic sign



Neon sign

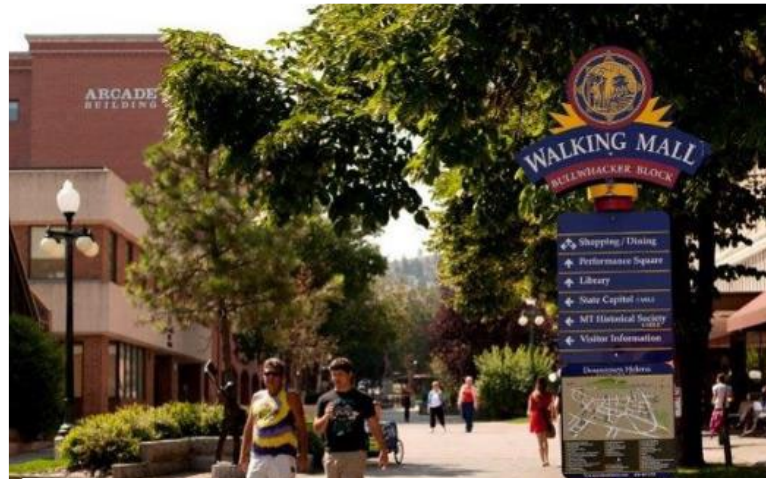


Flush-mounted sign



Window sign

WAYFINDING



ALLEYS AND REAR ENTRANCES

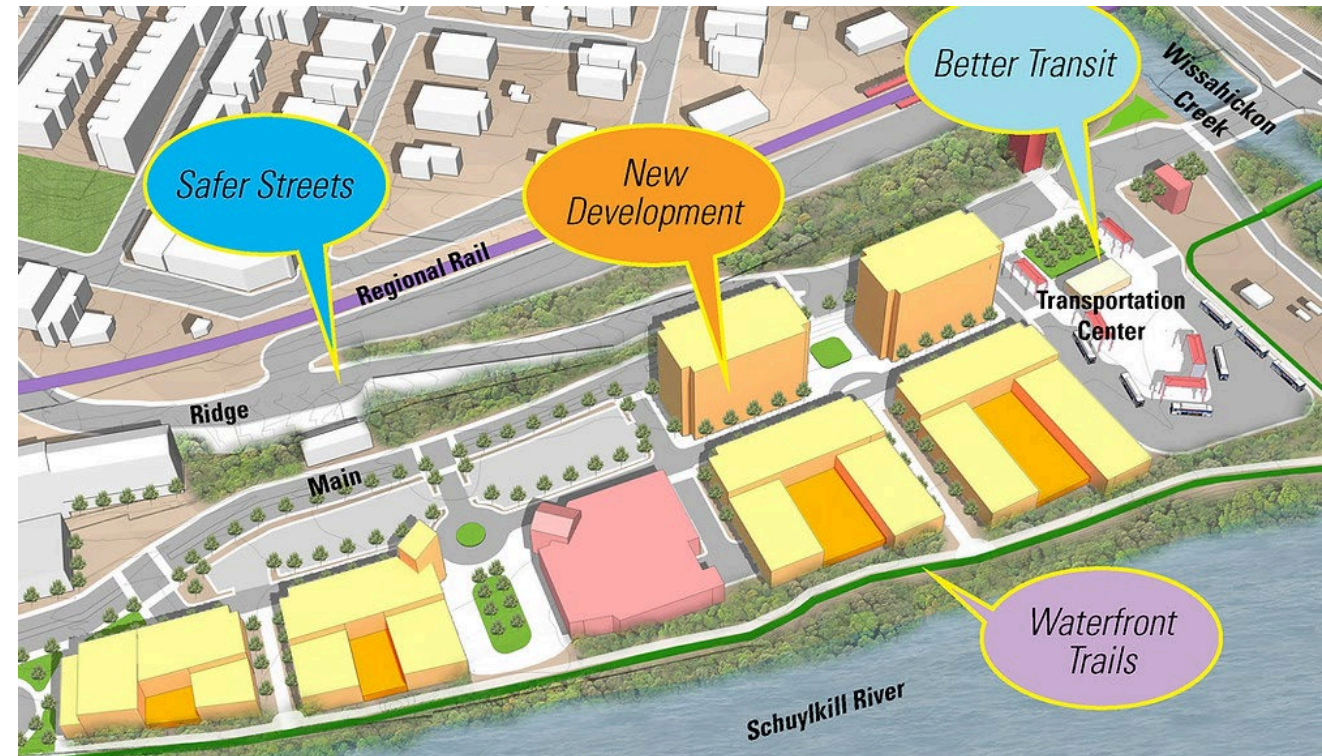


Photo: Downtown Goldsboro Development Corporation

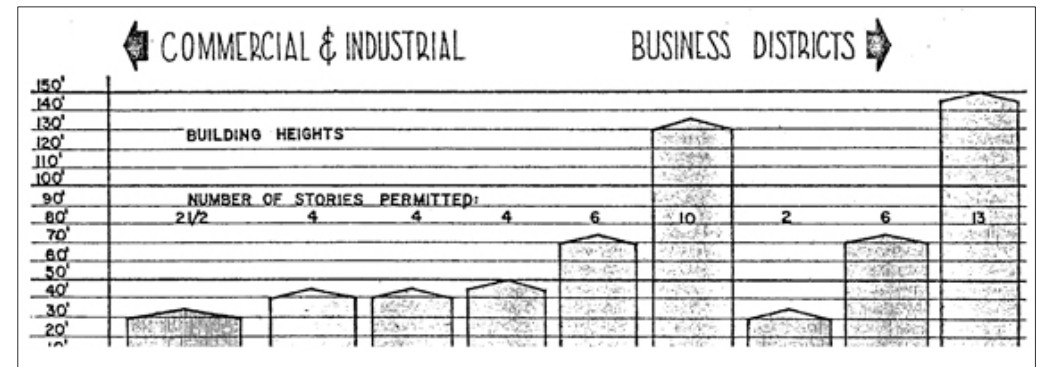
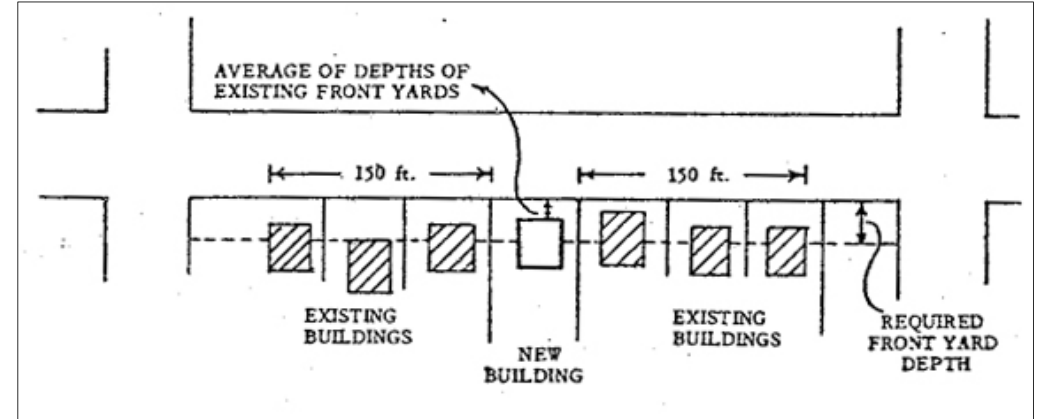
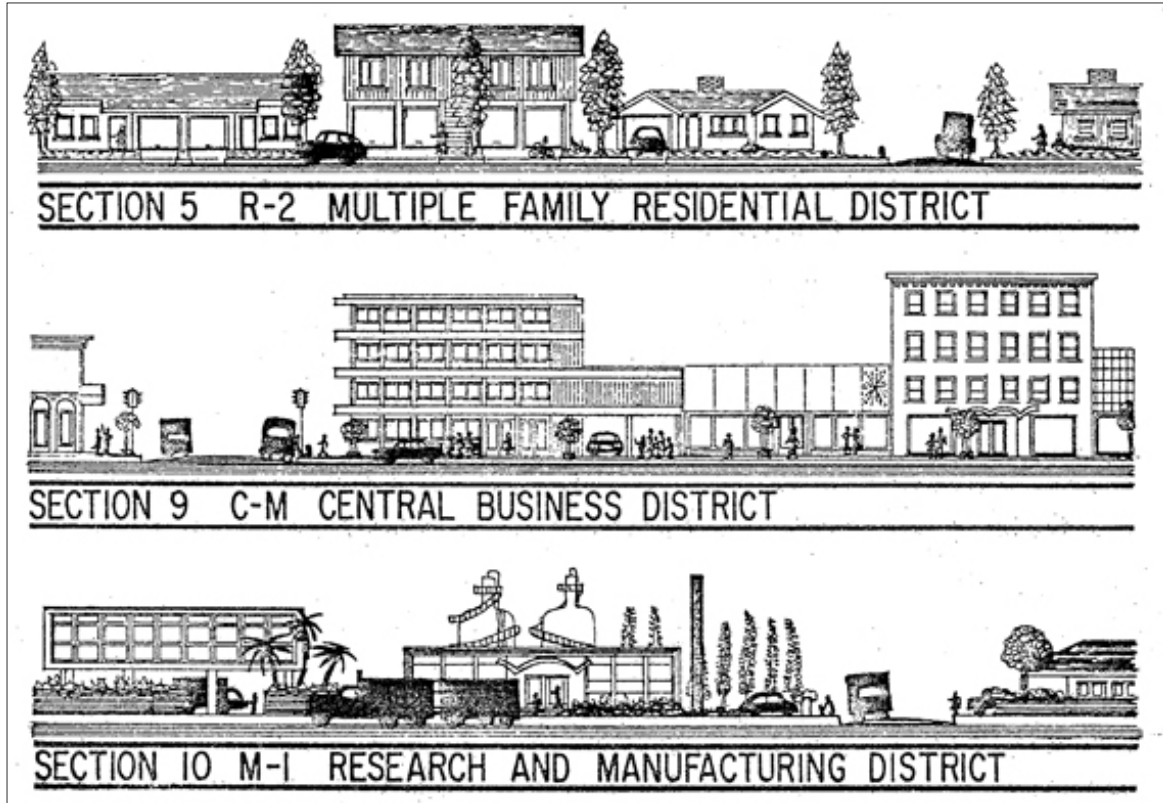
PUBLIC ART



COMMERCIAL DISTRICT PLANNING AND DESIGN



ZONING

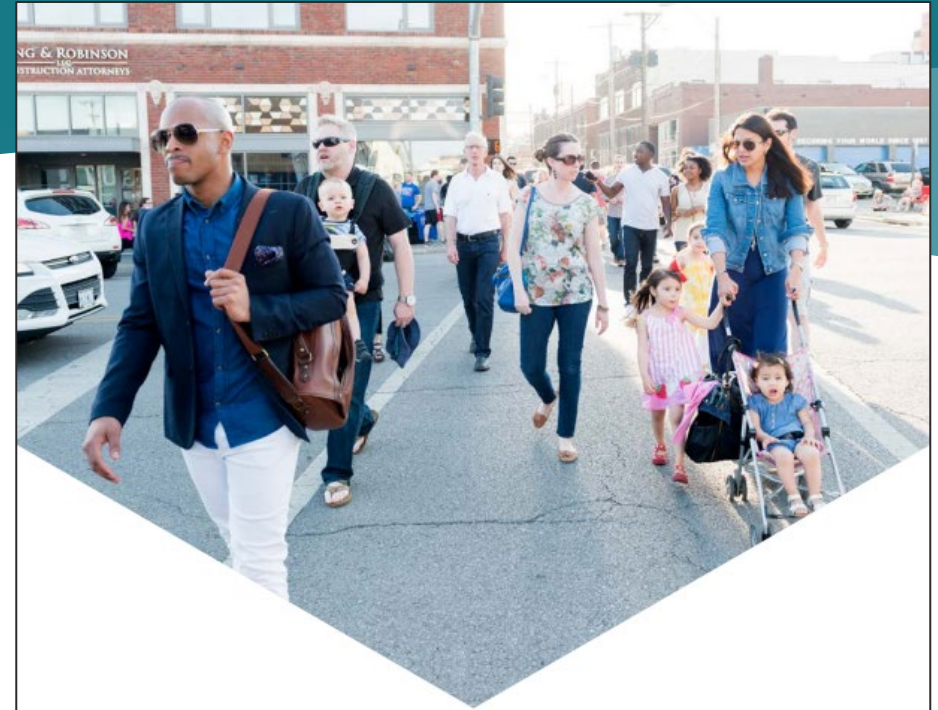


Illustrating the Zoning Ordinance, 1962. From American Planning Association

PARKING AND TRAFFIC



STREETSCAPES



NAVIGATING MAIN STREETS AS PLACES

A PEOPLE-FIRST TRANSPORTATION TOOLKIT



www.mainstreet.org/navigatingmainstreets

PUBLIC IMPROVEMENTS



Planters, light posts, traffic calming



Bike racks



Benches



Trash receptacles



Pocket parks

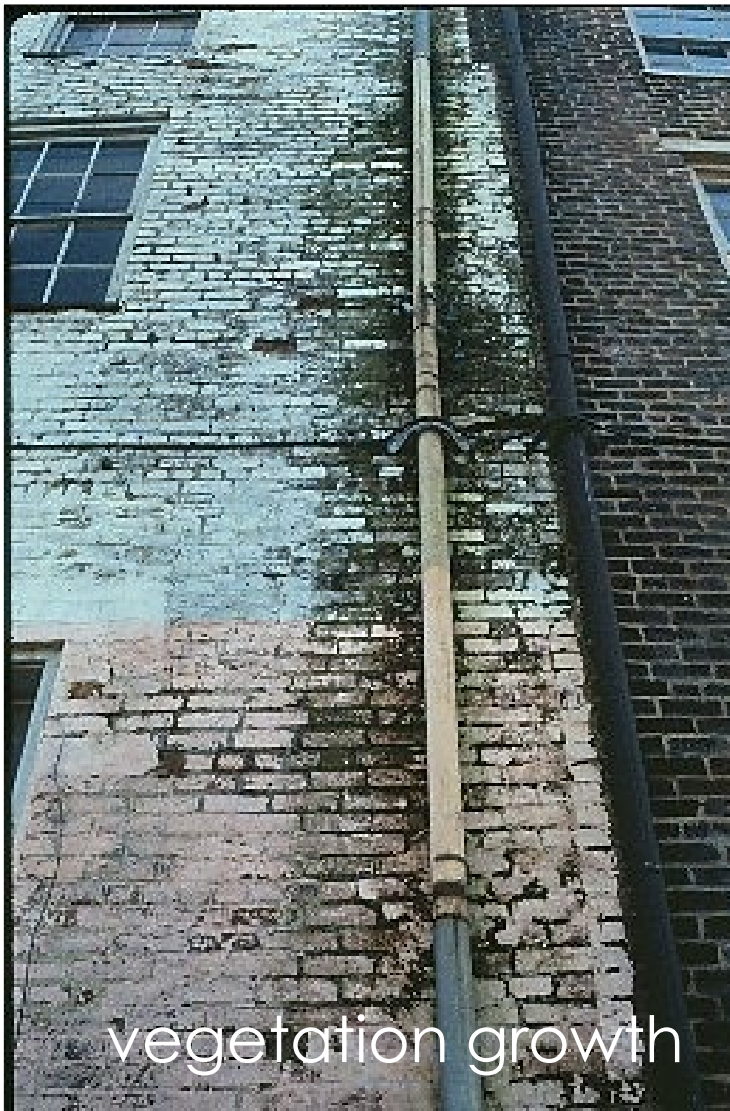
BUILDING ARCHITECTURE AND DESIGN



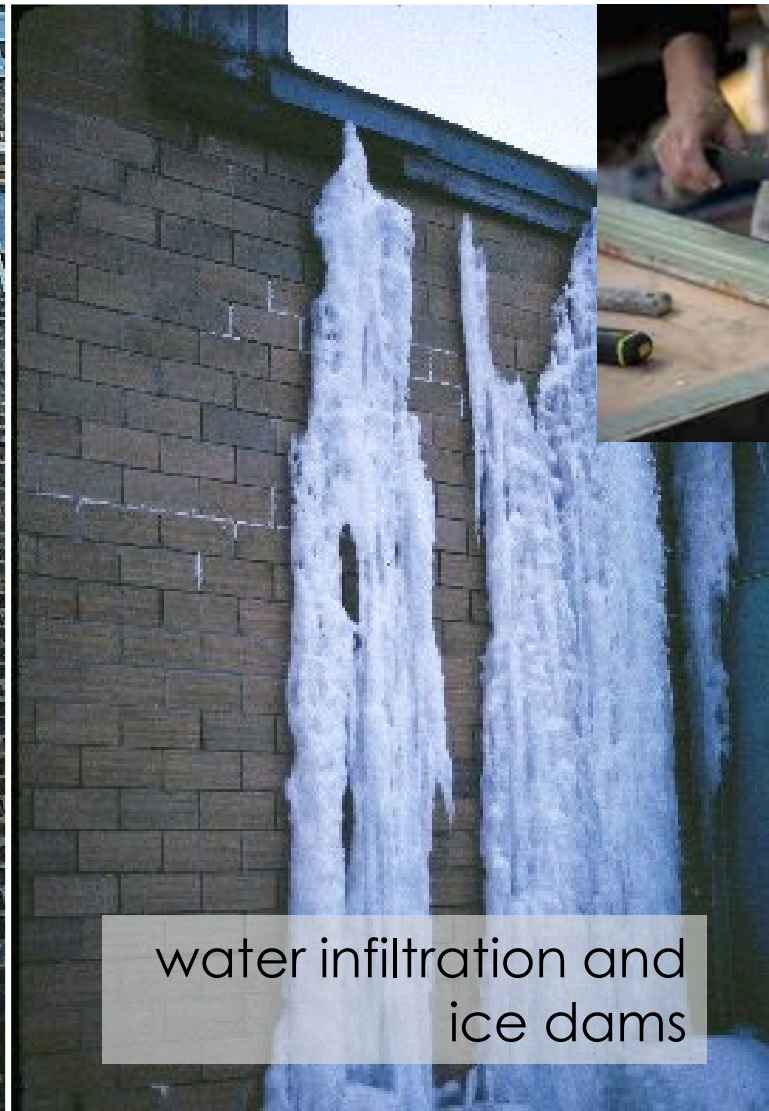
MAINTENANCE + REPAIR

- + Proper maintenance allows for real estate investments to appreciate
- + Deferred maintenance leads to loss of improvement value
- + Deferred maintenance leads to the need for usually costly and large-scale improvements
- + Building condition affects perception of business quality

MAINTENANCE + REPAIR



vegetation growth



water infiltration and
ice dams



excessive
cleaning/sand
blasting



broken doors + windows

PRIORITIZING DESIGN NEEDS

Physical audit:

- Identify buildings
- Track conditions
- Prioritize maintenance + repair projects
 - Primary: structural integrity
 - Secondary: paint color change

Maintain resource list or database

Connect building owners to resources





46 PRESERVATION BRIEFS

The Preservation and Reuse of
Historic Gas Stations

Chad Randl



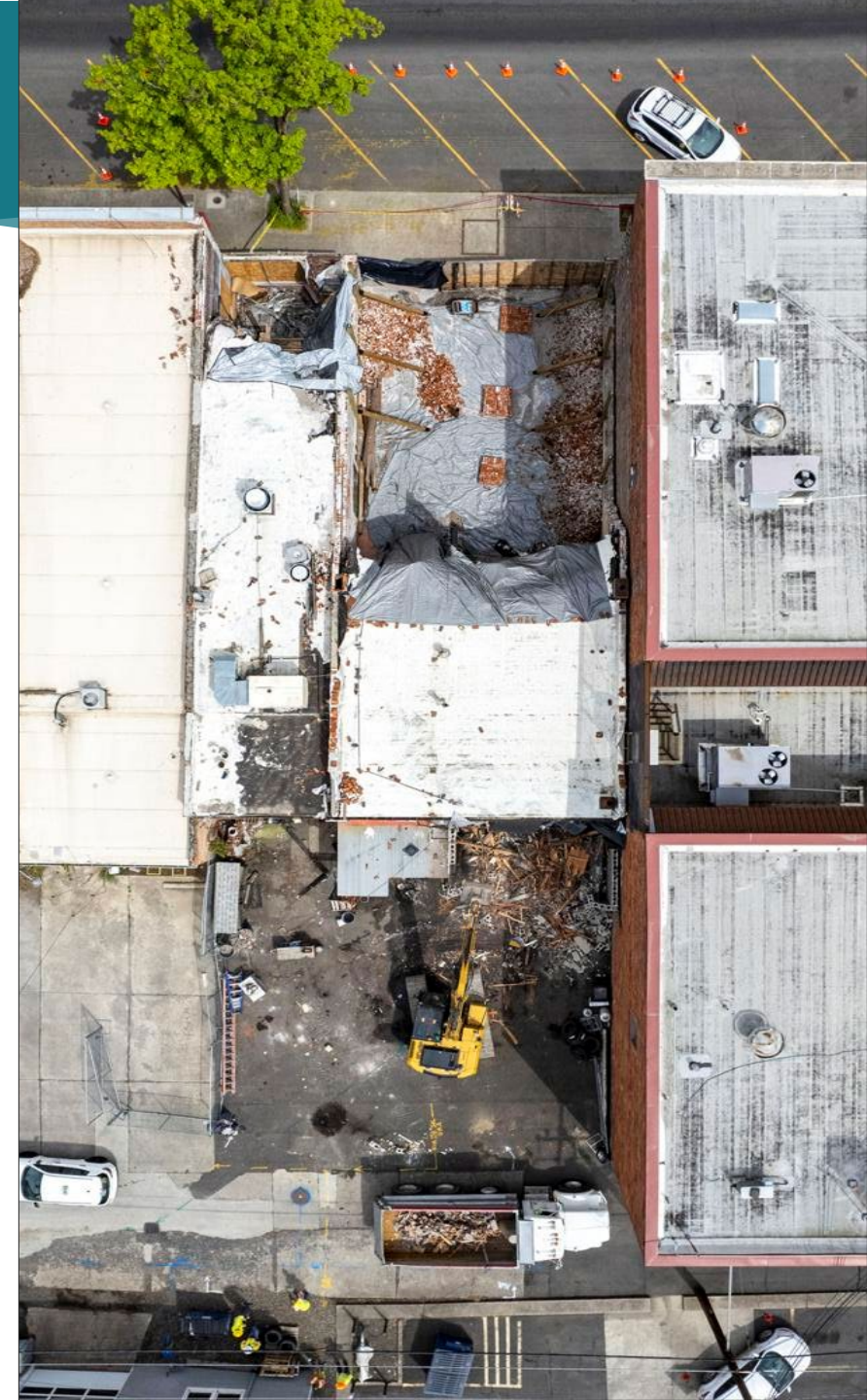
National Park Service
U.S. Department of the Interior
Heritage Preservation Services



TECHNICAL PRESERVATION BRIEFS

TAMING TEARDOWNS

- Create minimum maintenance ordinances
- Allow a portion of any preservation incentive for maintenance issues or code compliance
- Include proper maintenance and repair techniques in design guidelines
- Inform building owners that the city may deem neglected buildings unsafe and call for demolition at the owner's expense
- Allow for more flexibility in zoning regulations if the building owner invests in capital improvements
- Investigate whether your community would benefit from a demolition by neglect ordinance



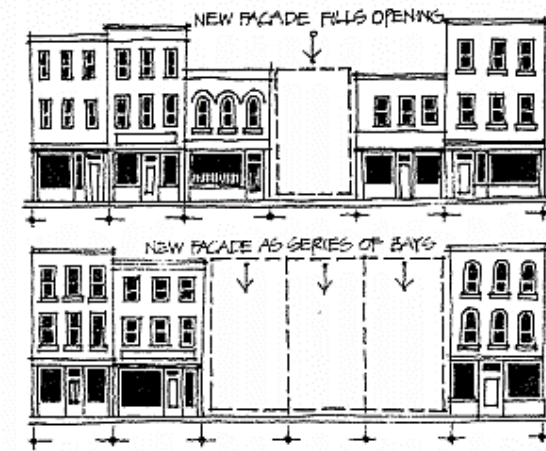
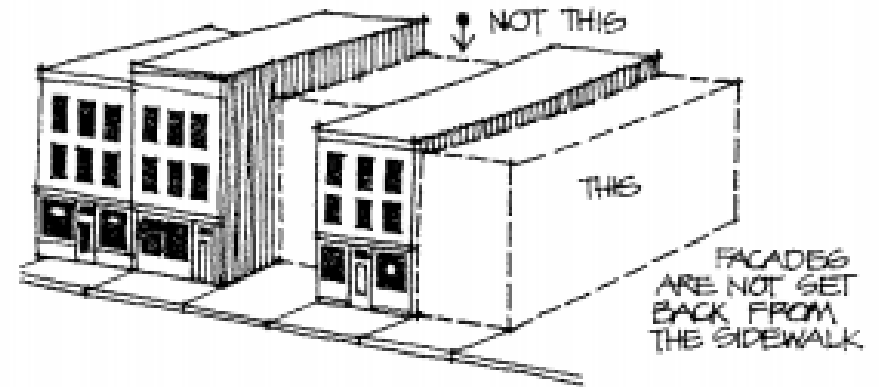
INAPPROPRIATE ALTERATIONS



- Concealing historic materials
- Replacing historic materials unnecessarily
- Incompatible replacement elements
- Excessive or harsh cleaning of historic materials
- Paint on unpainted brick

COMPATIBLE INFILL CONSIDERATIONS

- Level of subjectivity
- Differentiated but compatible
- Height
- Massing (shape and form)
- Relationship to the street
- Rhythm
- Pedestrian experience
- Façade composition
- Materials and details
- Energy efficiency requirements



Toolkit and
resources



SECRETARY OF THE INTERIOR'S STANDARDS

- Preservation of character, form, materials, and detail
- Repair over replacement
- Reversible change
- Differentiated but compatible additions
- Consideration of siting and location
- Basis for state and local preservation guidelines
- Technical Preservation Brief Series



PRESERVATION TREATMENTS

Preservation: Properties are stabilized, with sensitive treatment of bringing buildings up to code and upgrading systems, and ongoing maintenance is a priority.

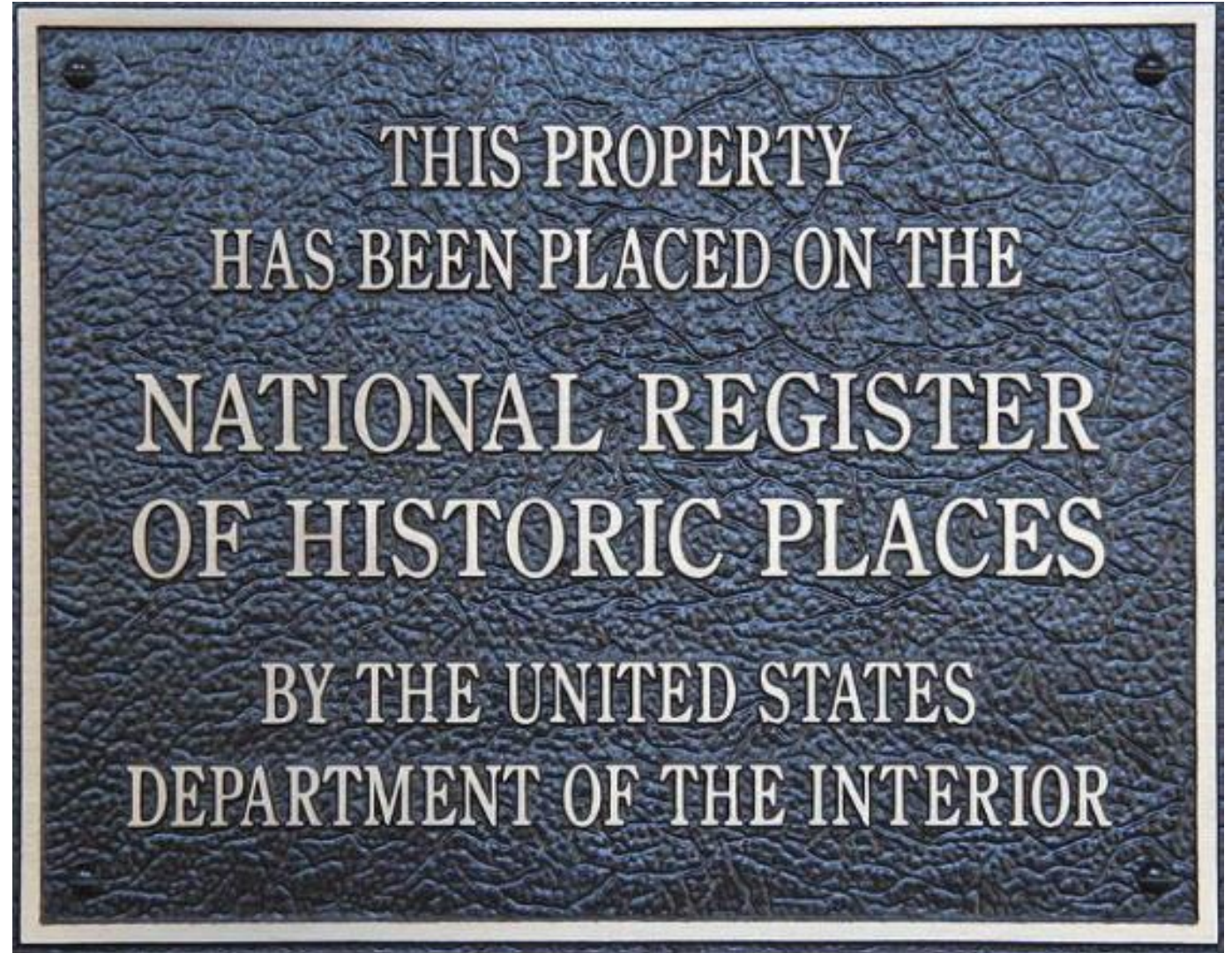
Rehabilitation: making repairs, alterations, and additions that allow for continued use of a property while still preserving historic, cultural, or architectural elements.

Restoration: removing elements, as well as making repairs or reconstructing important missing elements, to depict a property as it appeared during a particular period of time.

Reconstruction: replicating a non-surviving historic structure as it appeared at a particular time.

NATIONAL REGISTER OF HISTORIC PLACES BENEFITS

- Protection of investment
- Incentives
- Grants
- Protection of property



SIGNIFICANCE



STATE HISTORIC PRESERVATION OFFICES



Share this:

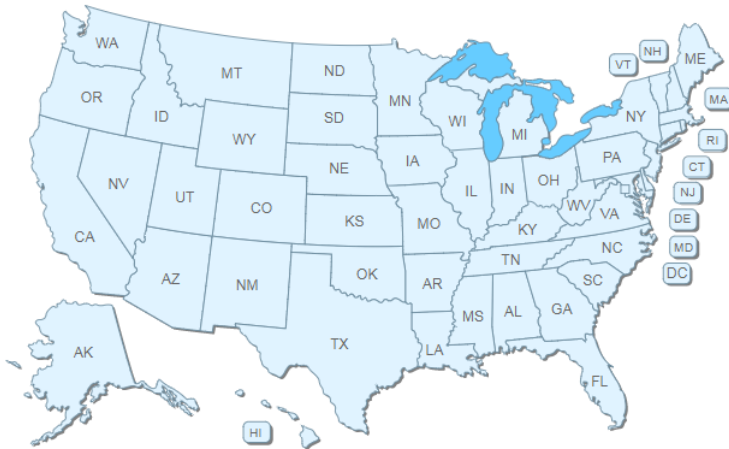


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Directory

Your State Historic Preservation Officer (SHPO) is the appointed official in each of 59 states, territories and the District of Columbia who is responsible for helping to save the places that matter. Whether it is guiding citizens through the process of listing important historic resources or neighborhoods on the National Register of Historic Places, or considering the impact of large renewable energy projects on historic landscapes or archeological sites, your SHPO is your partner in preservation.



- American Samoa
- Guam
- Republic of the Marshall Islands
- Federated States of Micronesia
- Commonwealth of the Northern Mariana Islands
- Republic of Palau
- Commonwealth of Puerto Rico
- US Virgin Islands



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Hours of Operation

Monday–Friday, 8 a.m. to 5 p.m.

Open to the Public

Monday–Friday, 10 a.m. to 5 p.m.

State Historic Preservation Office
Oklahoma Historical Society
800 Nazih Zuhdi Drive
Oklahoma City, OK 73105
405-521-6249
Fax 405-522-0816

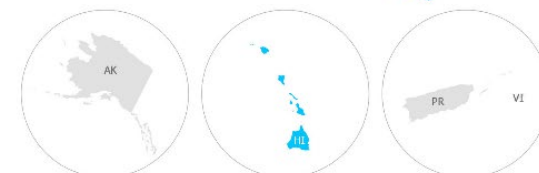
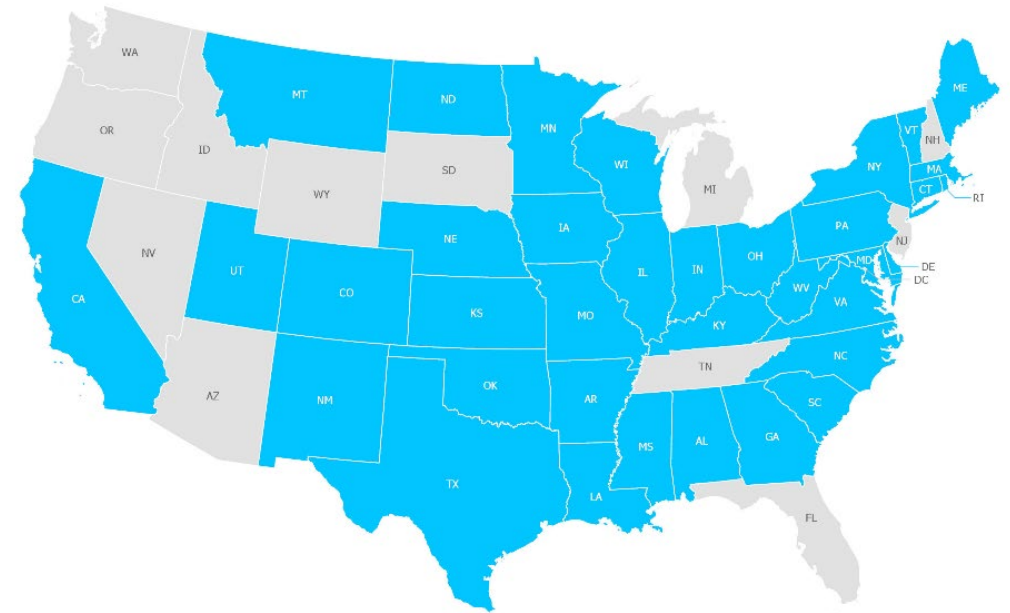
CERTIFIED LOCAL GOVERNMENT (CLG)

Certification through SHPO and NPS

- **Funding:** States receive annual appropriations from the Federal Historic Preservation Fund and must give at least 10% to CLGs as subgrants.
- **Technical Assistance** from SHPO staff



HISTORIC TAX CREDITS



State Historic Tax Credits

- Offers state historic tax credit
- No state historic tax credit

LOCAL HISTORIC PRESERVATION COMMISSIONS

Local Preservation Designation

- + Strongest protection from demolition or inappropriate alteration
- + Local historic districts do not always have the same boundaries as NRHP districts

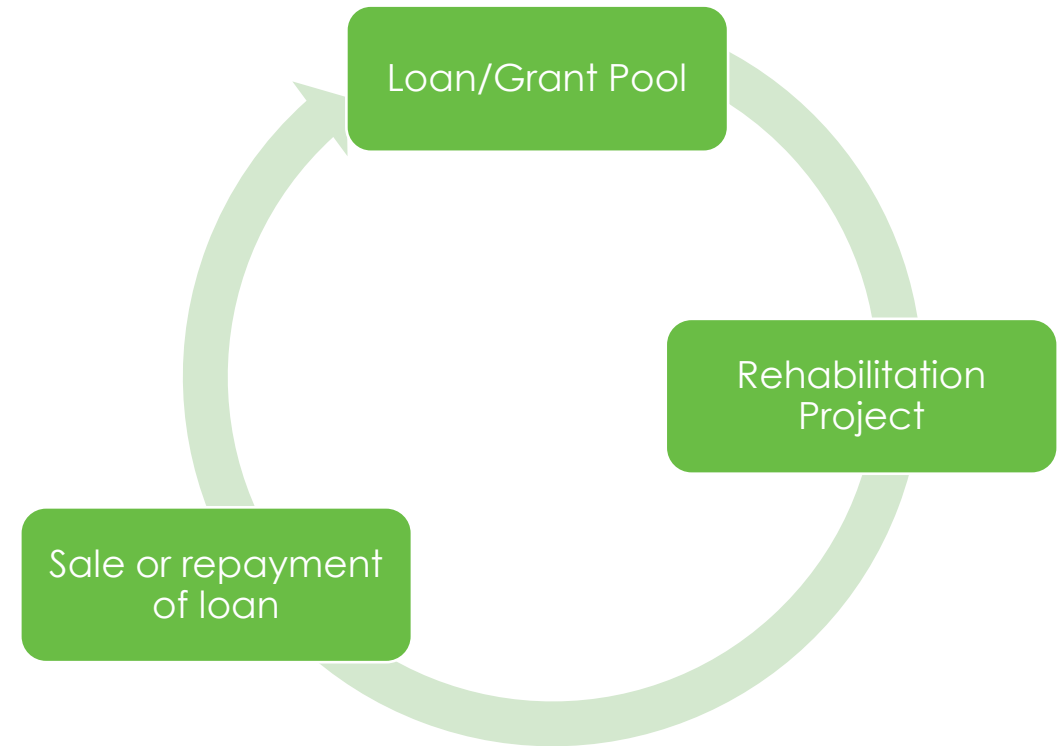
Preservation/Adaptive Use Ordinances

- + How to designate historic properties or landmarks
- + How to regulate alterations and demolitions
- + Methods of enforcement
- + How to recognize and mark designated properties and landmarks
- + Supports and enables adaptive use in specific areas



PRESERVATION REVOLVING FUNDS

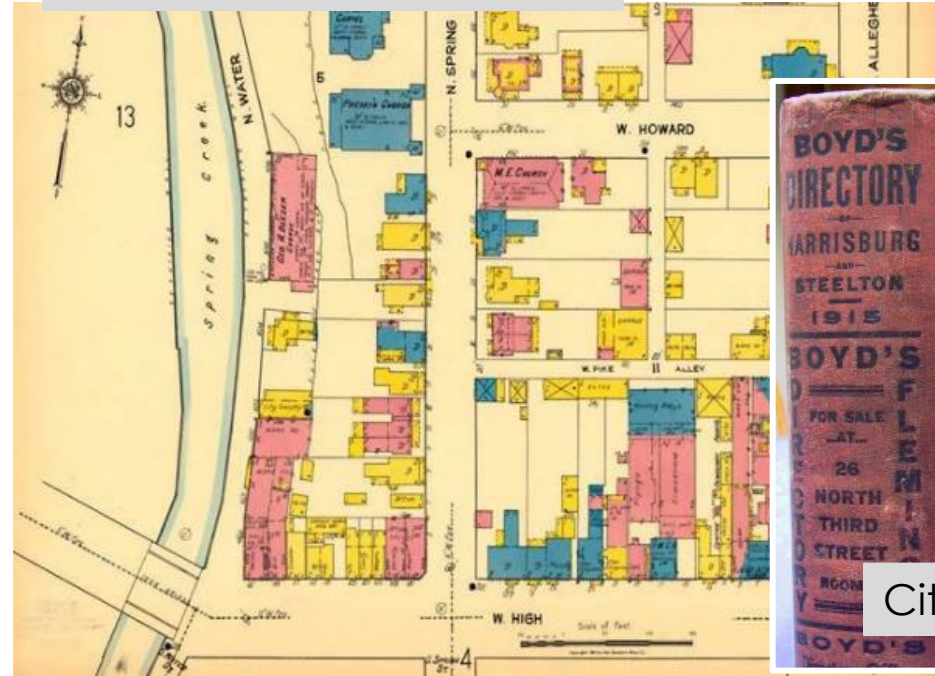
- + Used to save or rehabilitate historic properties
- + Initially funded by capital OR property assets that can then take the form of an acquisition or loan
- + Replenished by property sales or repayment of loans
- + Funds can extend beyond preservation and become a comprehensive community revitalization tool



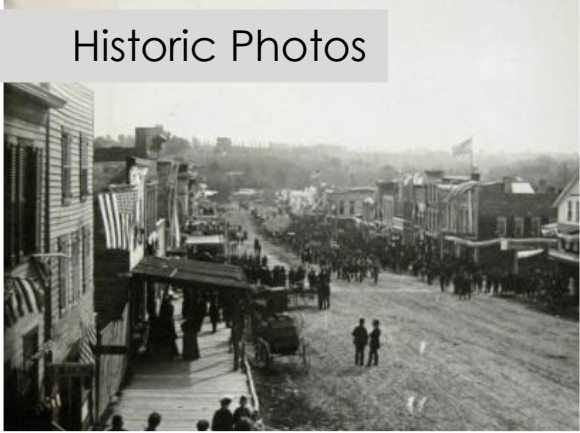
RESEARCH RESOURCES



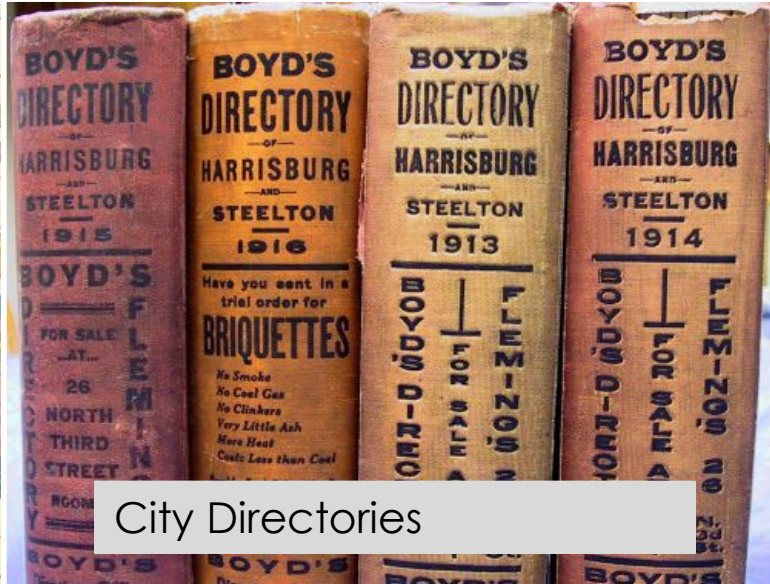
Sanborn Fire Insurance Maps



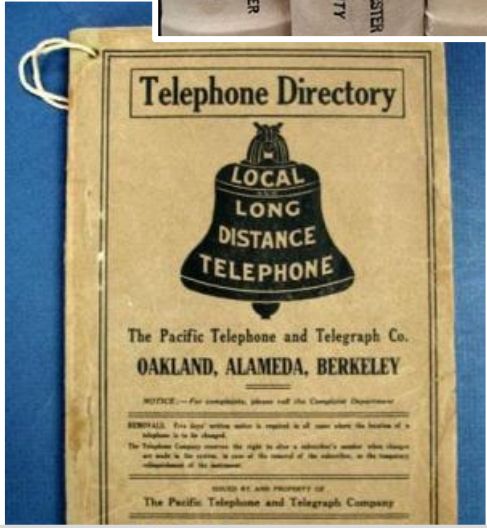
Historic Photos



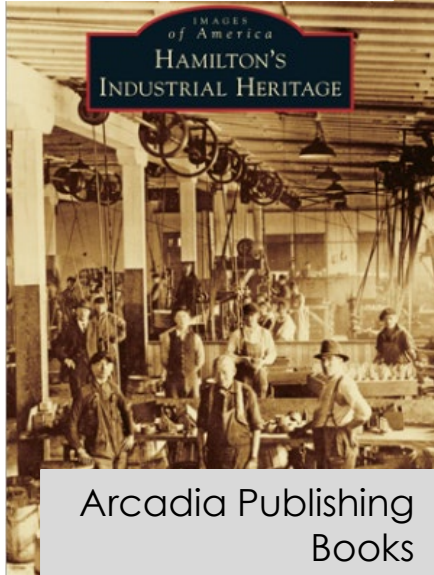
Property Deeds



City Directories



Telephone Directories



Arcadia Publishing Books

PRESERVATION EDUCATION



Find these in Historic Downtown Bridgeton



Bridgeton Main Street - 59 E. Commerce St., 2nd Fl. - Bridgeton, NJ 08302 - 856-453-8130 - carolahartley@aol.com

Page 1

Main Street Newton arkitecture hunt



CYCLE OF INVESTMENT



PLACE MATTERS TO PEOPLE AND ECONOMIES



IMPORTANCE OF PLACE (KEEPING)

PLACE— /plās/

noun

Place is the attachment that a person or people have to an area based on their experiences of safety, belonging, and joy that ultimately creates a sense of home.

Place can exist as a static physical location or a dynamic social space that people create collectively.

Paramount to place are the people

KEEPING— / kē-piŋ /

verb

Keeping is the action of owning, maintaining, or protecting something.

When speaking about place, the keepers are those who have an emotional and personal investment in a place.

PLACE (KEEPING)



Dancing on Macdonald Avenue, Richmond, California. Photo credit: Ellen Gailing



Photo credit: travellview



In Lowell, Massachusetts, the textile industry is gone, but the mills that gave the city its identity remain, now repurposed as housing, offices, retail and other uses. Photo courtesy of Ed McMahon

PUBLIC SPACE AT THE CROSSROADS

equity and
inclusion

streets as
places

architecture
of place

innovation
hubs

market cities

place
governance

sustainability
and resilience

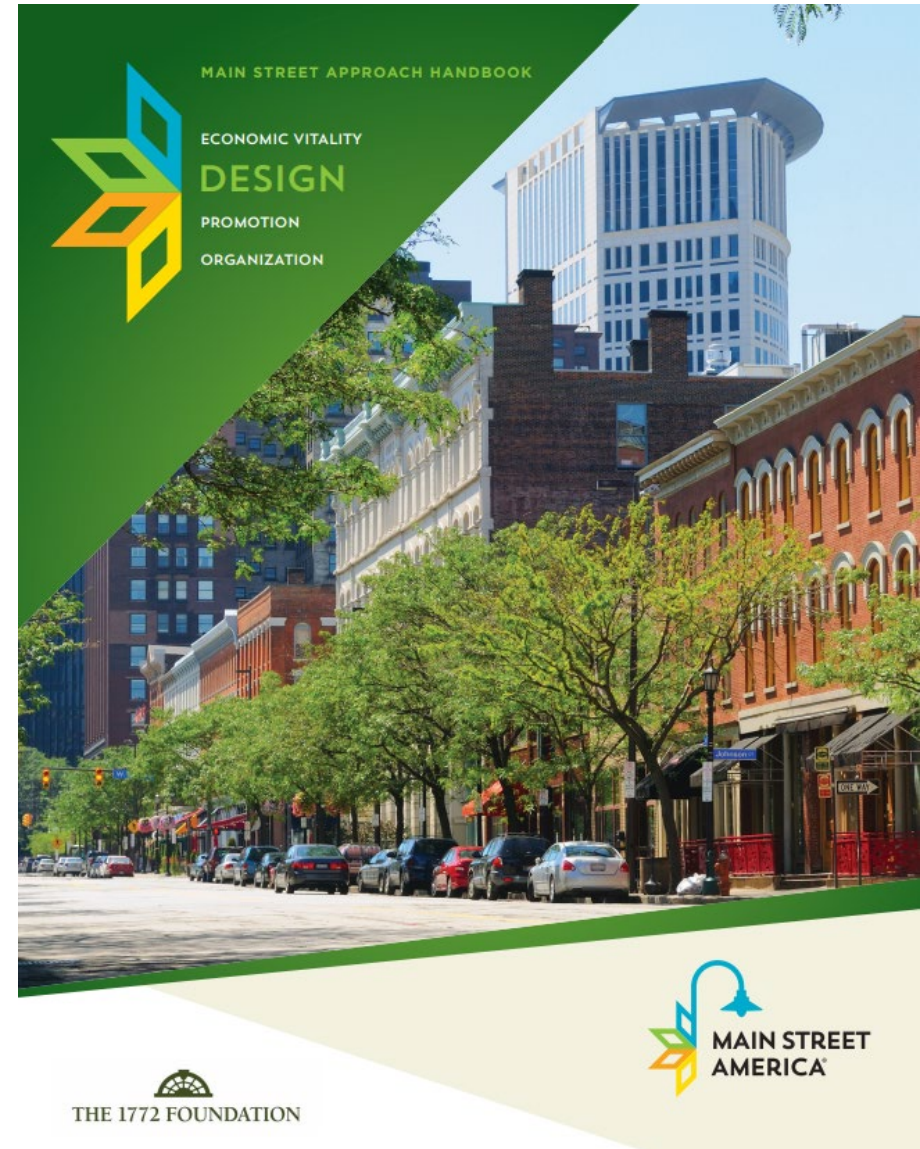
rural
communities

creative
placemaking

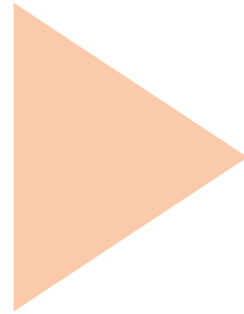
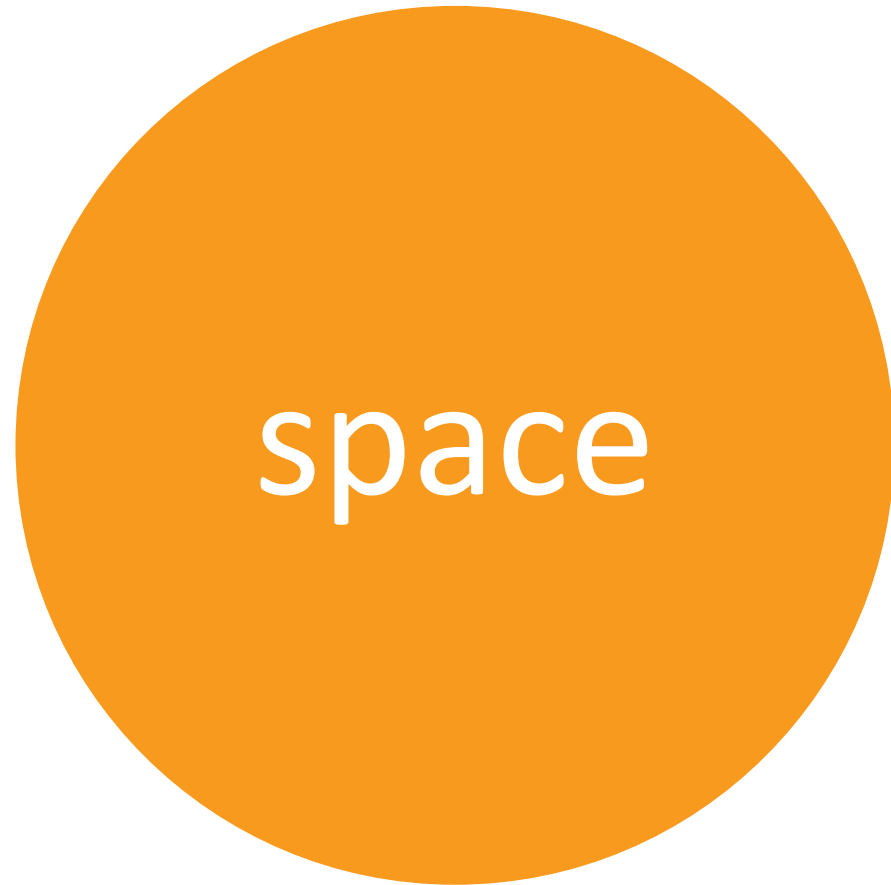
health



Main Street Approach Design Handbook



WHAT MAKES A PLACE GREAT?





WE MAKE PLACES GREAT.



**MAIN STREET
AMERICA®**

Nationally recognized.
Locally powered.™

LISA M THOMPSON, MSARP, HREDP

Senior Program Officer for Revitalization Services

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Chicago, IL 60604
mainstreet.org**