



Design Point

The first thing a customer notices about a shopping district is its appearance. Each community has a unique character that can be enhanced by preserving distinctive buildings and encouraging architectural and graphic design that complement the existing buildings. Public improvements add to the district through landscaping, improved parking, and quality public amenities. Design also addresses window displays, commercial and public signage, and merchandising.

Mission Statement:

The purpose of the Main Street Program is to improve the quality of life by strengthening the historic core as the center of the community through concentrated efforts in Organization, Promotion, Design and Economic Vitality.

Goal:

Encourage improvement of the visual appearance of the historic commercial district.

Objectives:

1. Design education and technical assistance.
2. Financial assistance and incentives.
3. Public improvements and open spaces.
4. Regulations and enforcement.

Activities:

1. Design education and technical assistance:
 - A. Building inventory
 - B. Design education workshops
 - C. Contractors list
 - D. Design guidelines
 - E. Building drawings/cost estimates
 - F. Property/business owner contacts
2. Financial assistance and incentives:
 - A. Façade rehabilitation grant
 - B. Paint incentive program
 - C. Low interest loan pool
3. Public improvements and open spaces:
 - A. Public/open space inventory/strategy
 - B. Area clean-up
 - C. Traffic/parking inventory/strategy
4. Regulations and enforcement:
 - A. Review current ordinances, regulations and enforcement policies.
 - B. Review building codes and make recommendations to the city.