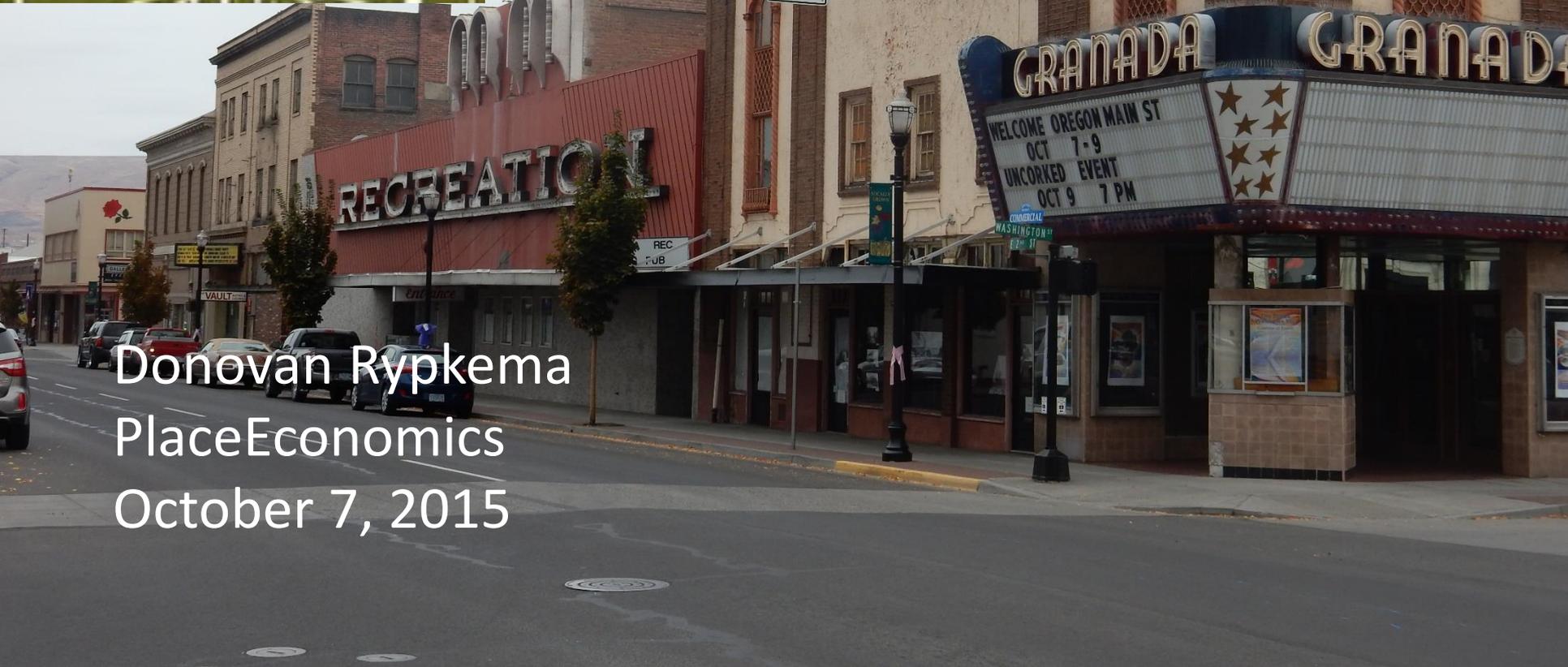


OREGON MAIN STREET



*Main Street:
Right from the
Start*

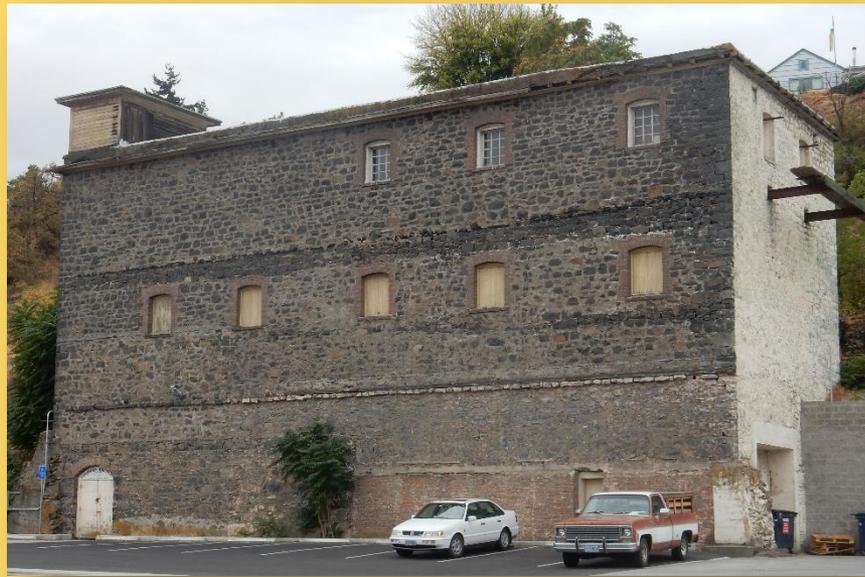
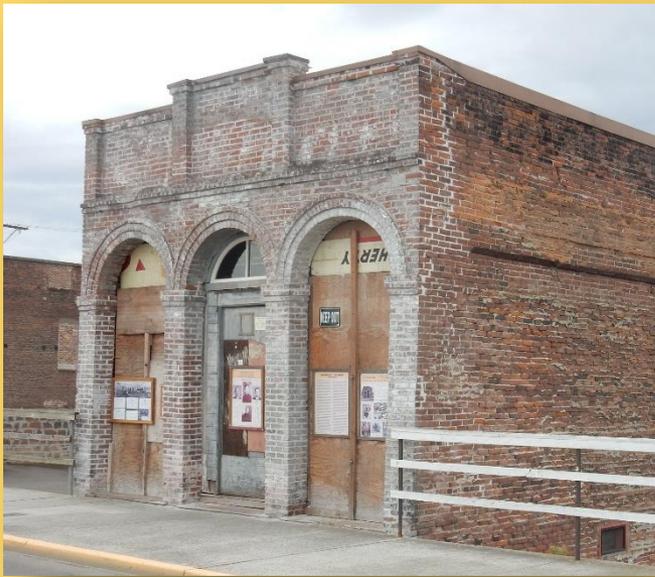


Donovan Rypkema
PlaceEconomics
October 7, 2015

*Main Street in Small Town Downtowns and
Urban Neighborhood Commercial Districts:
How They Are Alike*











Business District of Franklin
The Jazz
J
FRANKLIN

Nice Shots
Coca-Cola



FRANKLIN

FRANKLIN

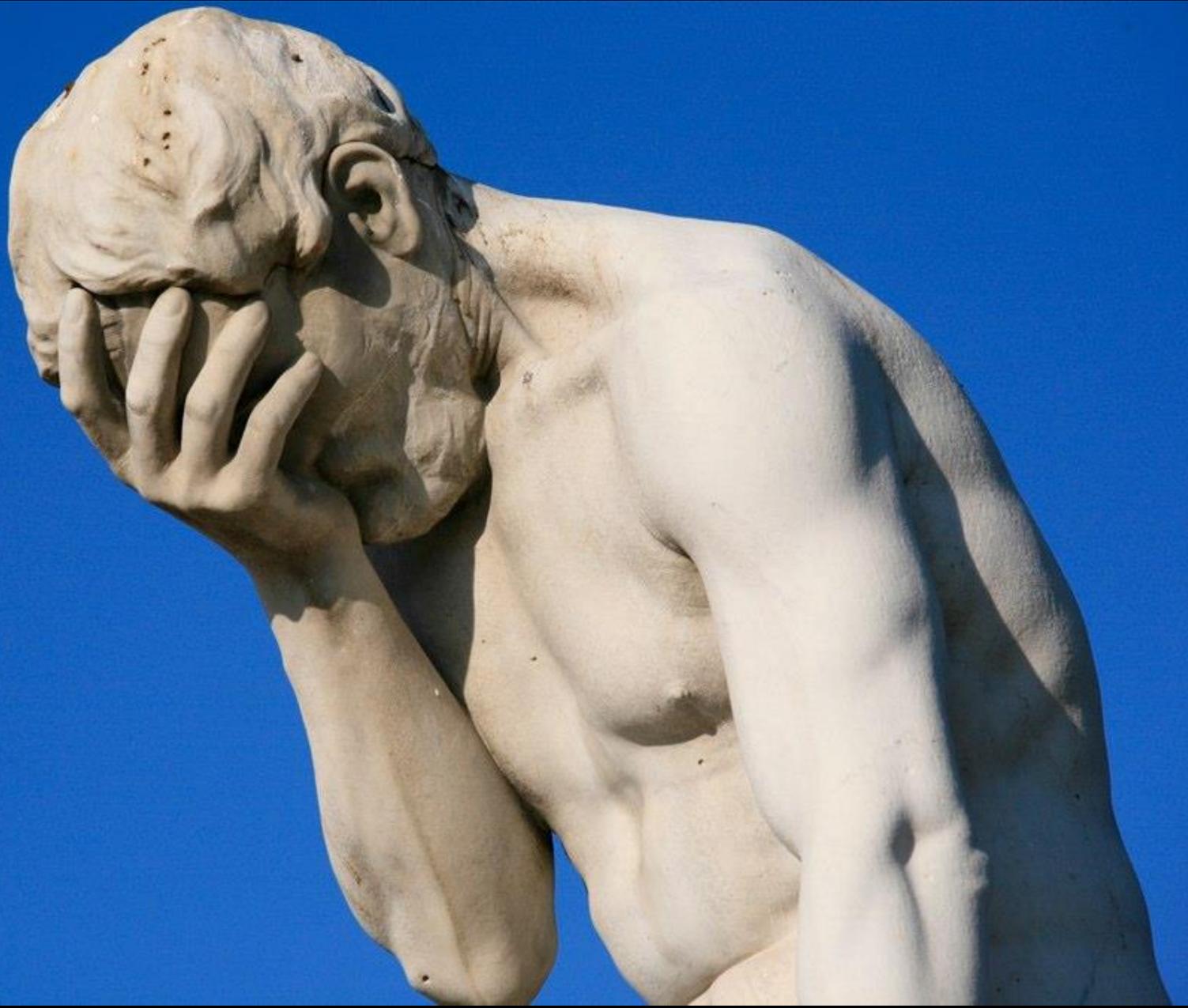


Manitou Springs, CO











ST JOSEPH ST

ONE WAY

NO
TURN
ON
RED

SEVENTH ST

OFFICE SUITE
45-705-03

FRANKING
GALLERY

432

Rapid Events

Full & Flavors



CNU

CONGRESS
FOR THE
NEW
URBANISM



Principles of New Urbanism

CONGRESS
FOR THE
NEW
URBANISM

Walkability

Connectivity

Mixed Use & Diversity

Mixed Housing

Quality Architecture & Urban Design

Traditional Neighborhood Structure

Increased Density

Green Transportation

Sustainability

Quality of Life

Principles of New Urbanism

		Main Street
Walkability	CONGRESS FOR THE NEW URBANISM	X
Connectivity		X
Mixed Use & Diversity		X
Mixed Housing		X
Quality Architecture & Urban Design		X
Traditional Neighborhood Structure		X
Increased Density		X
Green Transportation		X
Sustainability		X
Quality of Life		X

Smart Growth Principles



Mix land uses

Compact building design

Range of housing choices

Walkable neighborhoods

Distinctive, attractive with sense of place

Preserve open space, farmland, natural beauty

Development towards existing communities

Predictable development decisions

Community & stakeholder collaboration

Smart Growth Principles



Main Street

Mix land uses

X

Compact building design

X

Range of housing choices

X

Walkable neighborhoods

X

Distinctive, attractive with sense of place

X

Preserve open space, farmland, natural beauty

X

Development towards existing communities

X

Predictable development decisions

X

Community & stakeholder collaboration

X



place™

Communities to invest in. Communities to grow in.™



Placemaking Principles

Main Street

- *The community is the expert*
- *Creating place, not a design*
- *Can't do it alone*
- *They'll always say "It can't be done"*
- *See a lot by observing*
- *Develop a vision*
- *Form supports function*
- *Triangulate*
- *Start with the petunias*
- *Money is not the issue*
- *You are never finished*





Communities to invest in. Communities to grow in.™

Key components of Michigan Placemaking Strategy

Housing

Transportation

Historic Preservation

Michigan Main Street

Green Space

Talent

Entrepreneurialism

TIDE

What Main Street Does

Leverage potential already in place

Opportunities for people of all income levels

Economic diversity

Capitalize on distinctiveness

A place where people want to go and linger

Mix of uses and people

Connections among people across cultures

Pedestrian activity

Where business wants to be

Different and better future



Mixed-Use Neighborhoods

Sustainable Cities



Resilient Cities

FARIBAUT
MAIN STREET

Main Street
COPPELL
Where Community Meets Commerce



main street
COMMUNITY



**LAWRENCEVILLE
MAIN STREET**

A MAIN STREET NEW JERSEY COMMUNITY

WEST **READING**
MAIN STREET
Foundation

Laramie
MAIN STREET
ALLIANCE

BALTIMORE
MAIN STREETS



STARKVILLE
- MAIN STREET -

QUINCY
MAIN STREET





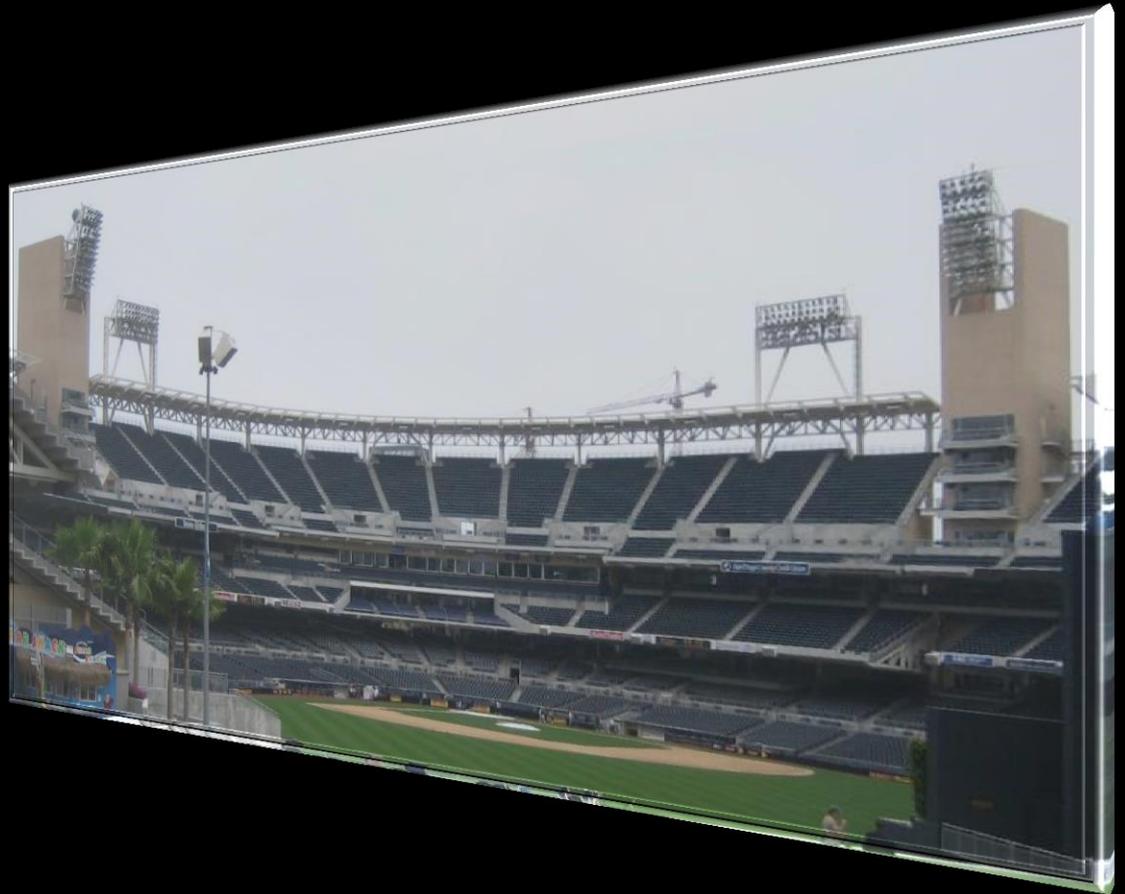
















Realty
DAY SPA

GEN

ANTIQUE

ZONA

055
26

666 GNR

002 CGB

878 WAT

46101

1212

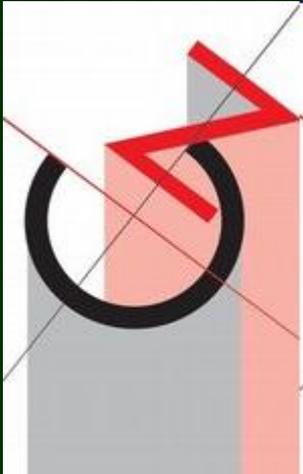
1212

1212

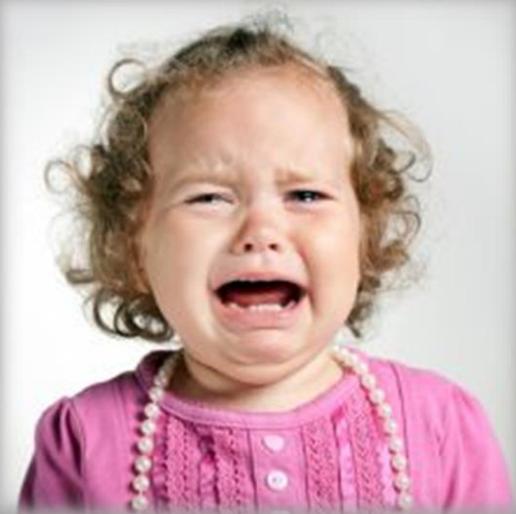
25240













Best Small Towns in America



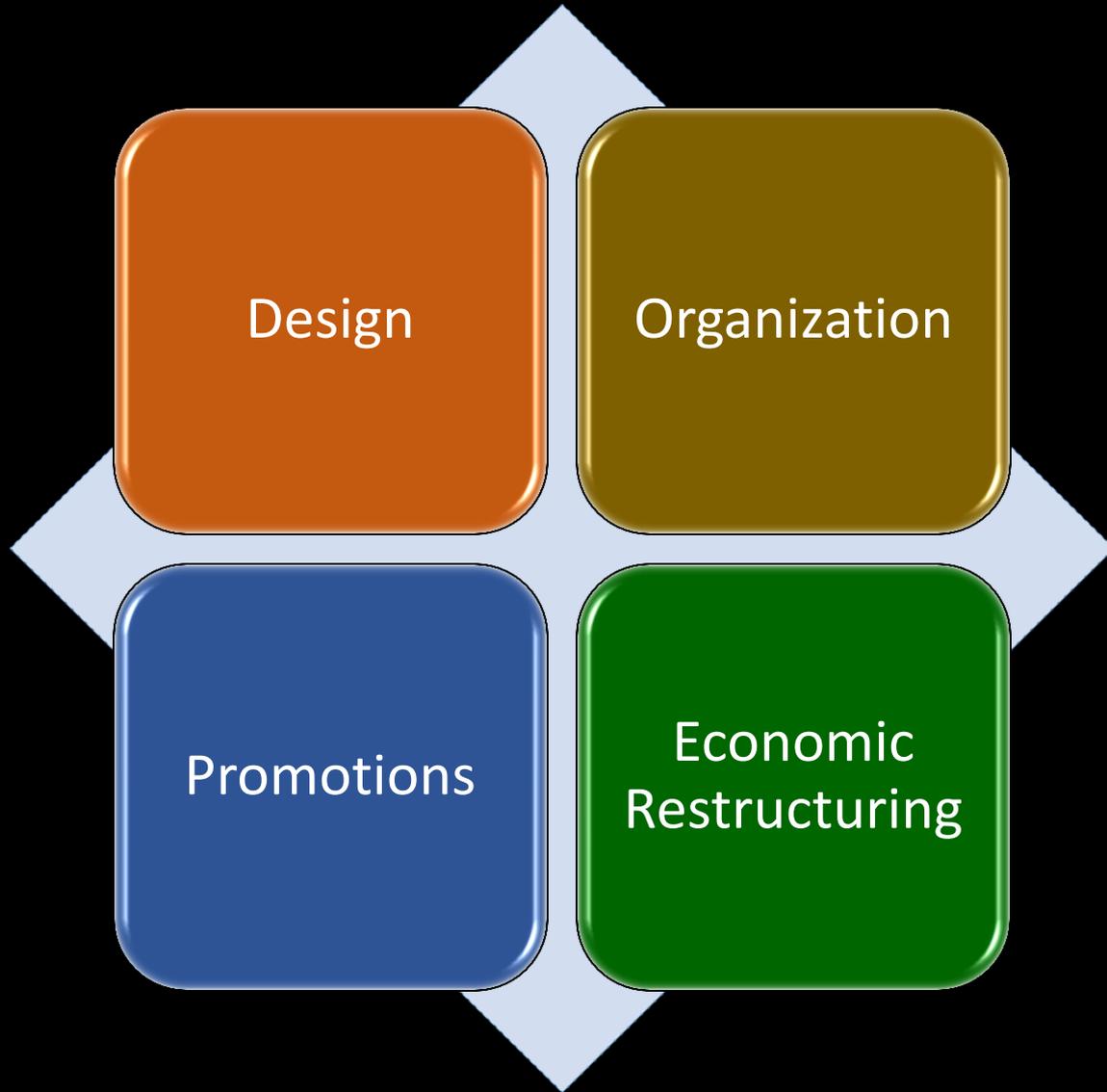
Smithsonian Magazine



Main Street Towns among Best Small Towns in America

Towns under 15,000 that are Main Street Towns

Main Street and the Four Point Approach





An historical/architectural metaphor for the Main Street Approach as practiced and advocated by Donovan Rypkema.

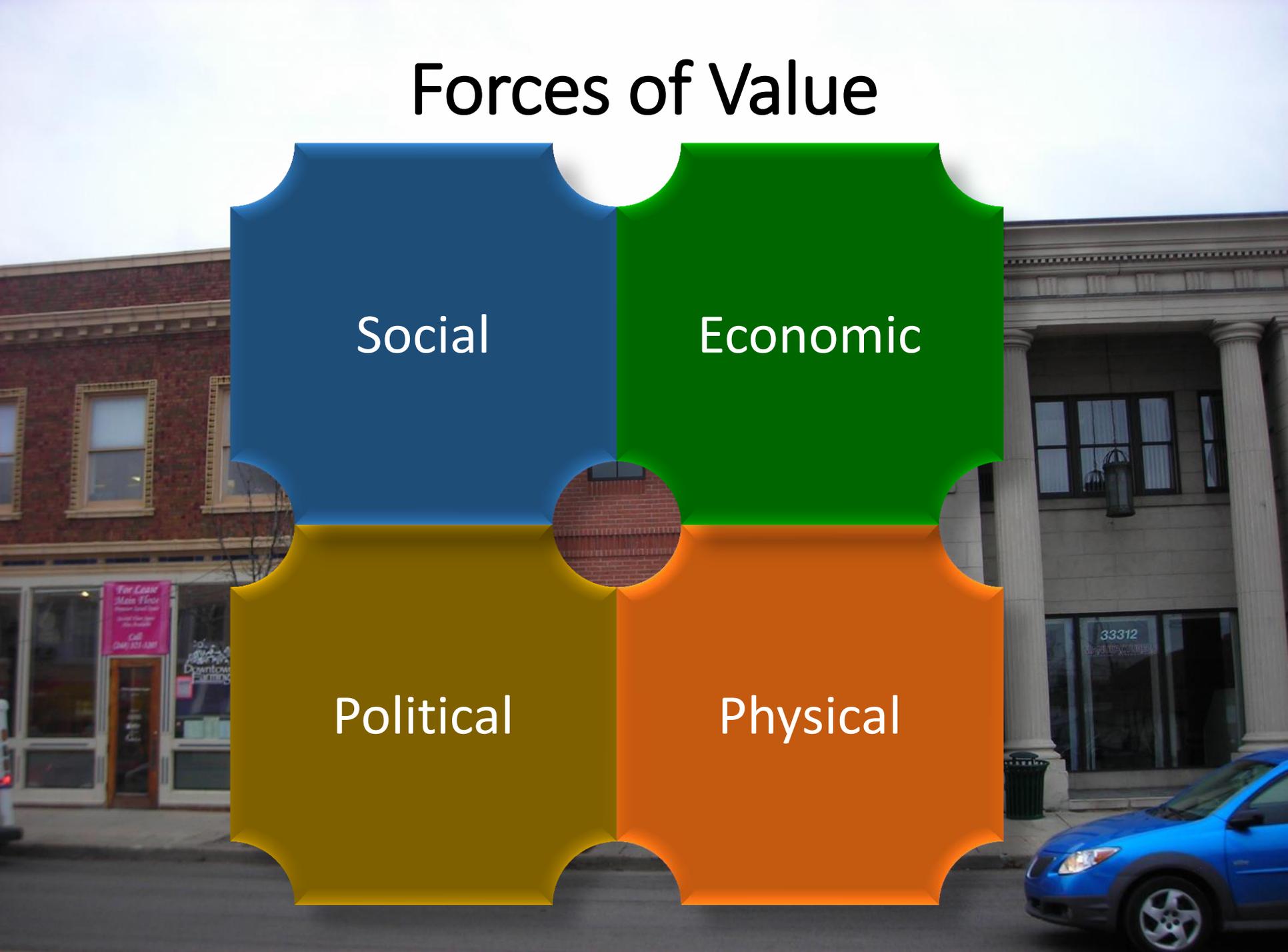
Forces of Value

Social

Economic

Political

Physical



Social



AVENUE SCHOOL



PUBLIC SCHOOL

HIGH STANDARDS SET AT HERE



ALL RECREATIONAL
ACTIVITIES ARE
PROHIBITED
IN THIS PUBLIC AREA
BETWEEN
10:00PM AND 8:00AM
IN ACCORDANCE WITH
MILWAUKEE CODE OF ORDINANCES
SECTION 105-21

RIDING OF BICYCLES
PROHIBITED
ON THESE
PLAYGROUNDS

PEACE BEGINS
HERE AT
LINCOLN AVENUE SCHOOL

TRUTH WITH
PEACE COMMUN

Case-Shiller Composite Indices SA, Year-over-year Change

— Composite 10 — Composite 20



Political

ZONING

**NOTICE OF
PUBLIC MEETING
ABOUT THIS PROPERTY**



**FOR INFORMATION
PLEASE CALL
COMMUNITY DEVELOPMENT**





Physical



PROMOTIONS
MISSISSIPPI MAIN STREET



ORGANIZATION
MISSISSIPPI MAIN STREET



**ECONOMIC
RESTRUCTURING**
MISSISSIPPI MAIN STREET



DESIGN
MISSISSIPPI MAIN STREET

Promotions

Social



Economic
Restructuring

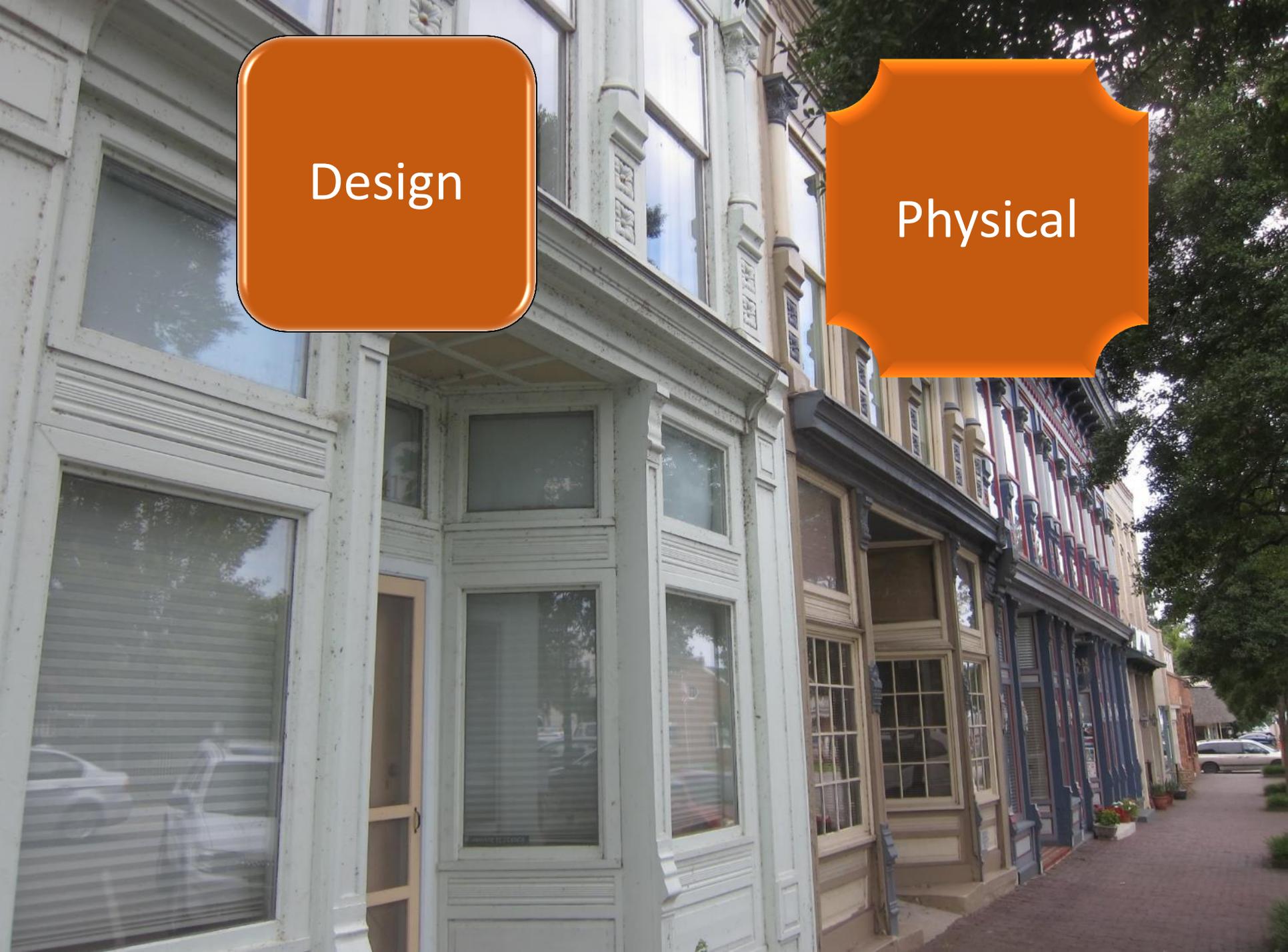
Economic



A photograph of a meeting taking place in a dining room. Three people are seated at a table with a white tablecloth. A man in a blue shirt and glasses is on the left, a woman in a pink shirt is in the middle, and a woman in a red patterned shirt is on the right. They are all looking towards the left. In the background, another woman is seated at a different table. The room has large windows on the left and a wooden door on the right. Two yellow callout boxes are overlaid on the image: one with the word 'Organization' and another with the word 'Political'.

Organization

Political



Design

Physical



Press

The Doll Shop

WE BUY
Selling, Buying & Service
Buyers of
"We Quote Top Prices!"
We're Authorized Dealer
We have Cell Phones
& Accessories
Come in today for a quote!

WE BUY
Selling, Buying & Service
Buyers of
"We Quote Top Prices!"
We're Authorized Dealer
We have Cell Phones
& Accessories
Come in today for a quote!

TRAILHEAD MERCANTILE

CYCLE and FITNESS

FALVEYS

Promotions

Economic
Restructuring

Social

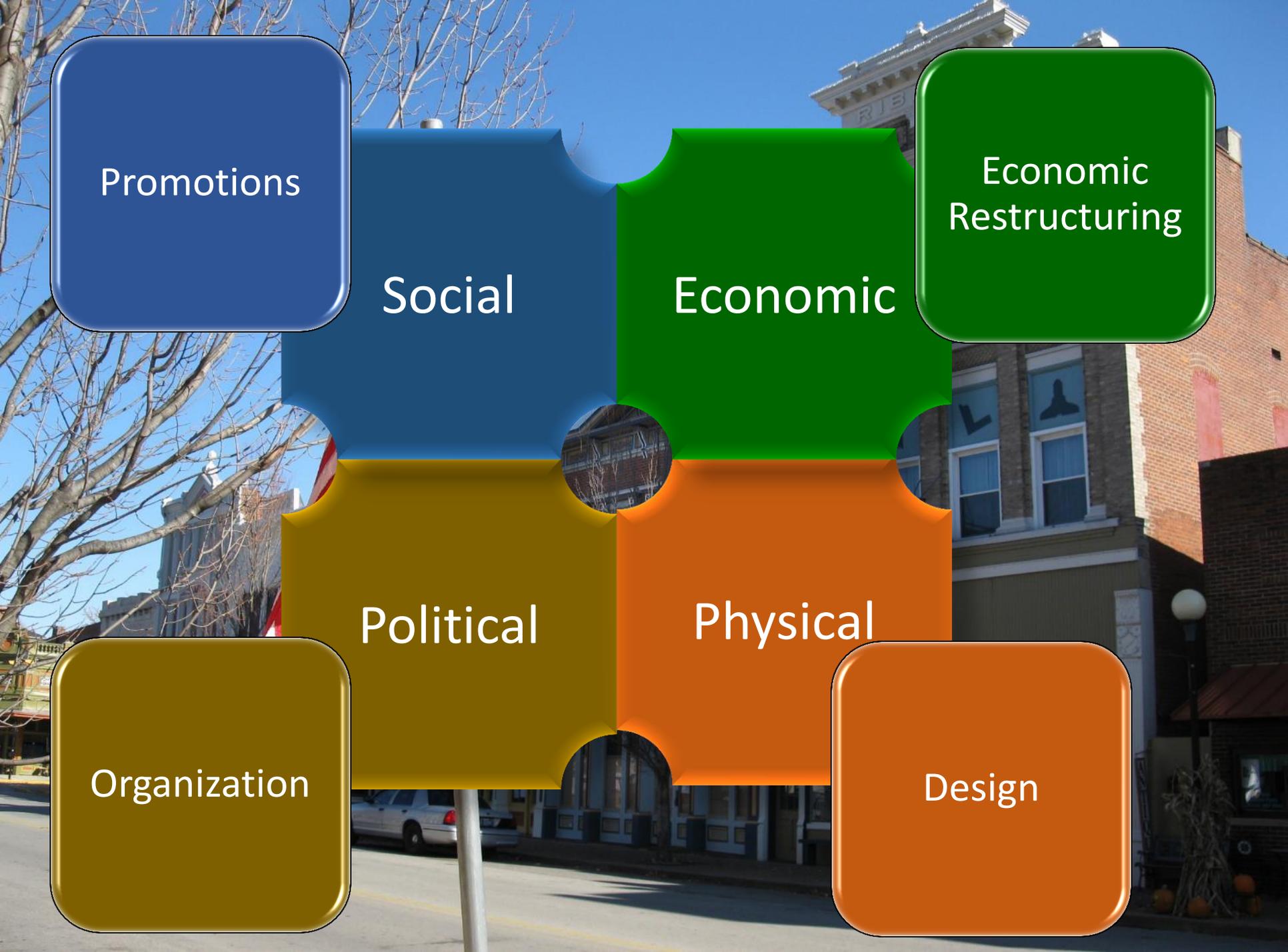
Economic

Political

Physical

Organization

Design



	Base Year 2004/05	2005/06	2006/07	Total
Staffing				
Full-time Staff		1	1	
# of part-time staff		1	1	
# of Volunteers		100	2000	
Total # of Volunteer Hours		2600	7700	10300
Total # of Board Meetings		12	12	24
# of Board Volunteer hours		300	0	300
Promotions				
Total number of events in MSA		17	39	
Retail		5	2	
Special Events		12	35	
Image		17	2	
Number of new events in MSA		3	4	7
Businesses				
Total # of new business in MSA		6	10	16
Total # of businesses closed in MSA		1	1	2
Total # of businesses that have moved out of downtown to another location		0	4	4
Existing businesses expanded in MSA		0	0	0
NET # BUSINESSES CREATED		5	5	10
Total # of buildings sold		2	1	3
Total # of new FTE jobs in MSA		23	30	53
Total # of lost FTE jobs in MSA		2	10	12
NET # FTE JOBS IN MSA		21	20	41
Total # of new part-time jobs in MSA		0	10	10
Total # of lost part-time jobs in MSA		0	0	0

North Carolina Main Street
DECADES OF SUCCESS

The Economic Impact of Main Street in North Carolina



E
Prepared

**GOOD NEWS IN
TOUGH TIMES**
HISTORIC PRESERVATION
AND THE GEORGIA ECONOMY



Prepared by: Historic Preservation Division
Department of Natural Resources
PlaceEconomics, Washington, DC, September, 2010

Getting Results
The Economic Impact of
Main Street Iowa, 1986-2012

Prepared for Main Street Iowa and
Iowa Economic Development Authority by
PlaceEconomics
Washington, D.C.

May 2013

IOWA



**TEN YEARS
OF EXCELLENCE**

THE ECONOMIC IMPACTS OF MAIN STREET IN MICHIGAN



Prepared for the Michigan Main Street Center
and the Michigan State Housing Development Authority

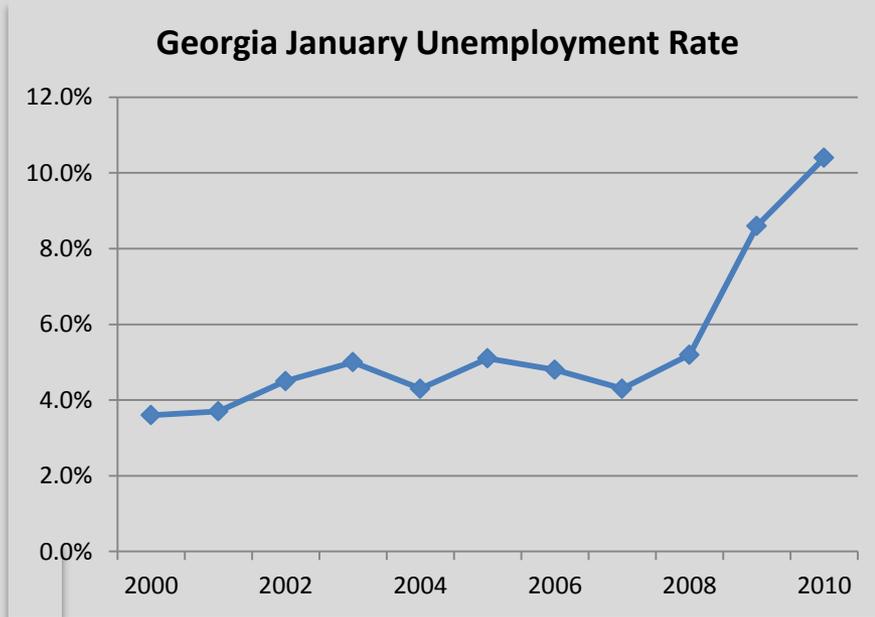
by
PlaceEconomics
Washington, D.C.
May 2014

**NEW MEXICO TRADITION
IMPACTS OF MAINSTREET
1985-2013**



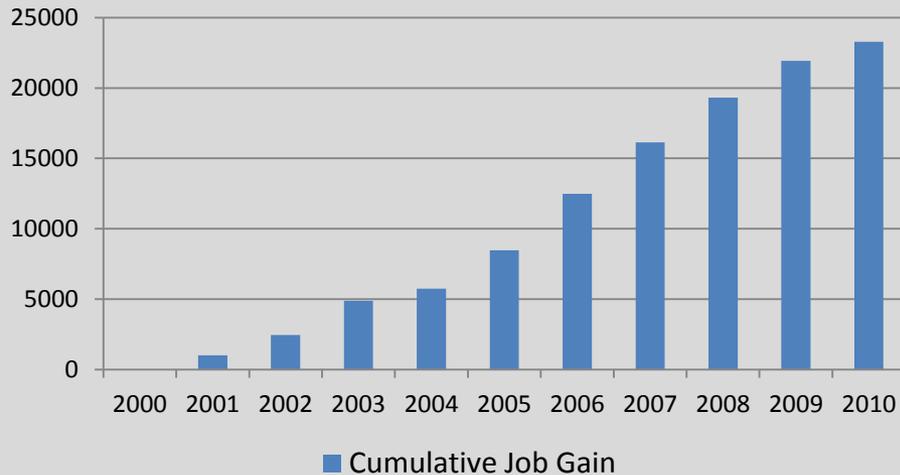
**PREPARED FOR NEW MEXICO MAINSTREET
NEW MEXICO ECONOMIC DEVELOPMENT DEPARTMENT
BY PLACEECONOMICS | WASHINGTON, D.C. | FEBRUARY 2014**

Main Street: Success against the Trend



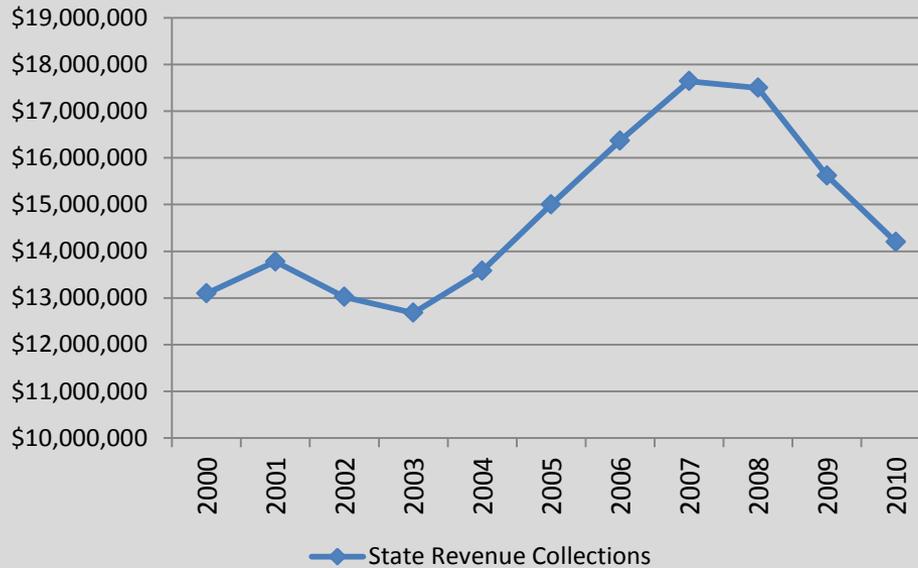
Cumulative Job Gain

Georgia Main Street and Better Hometown Communities

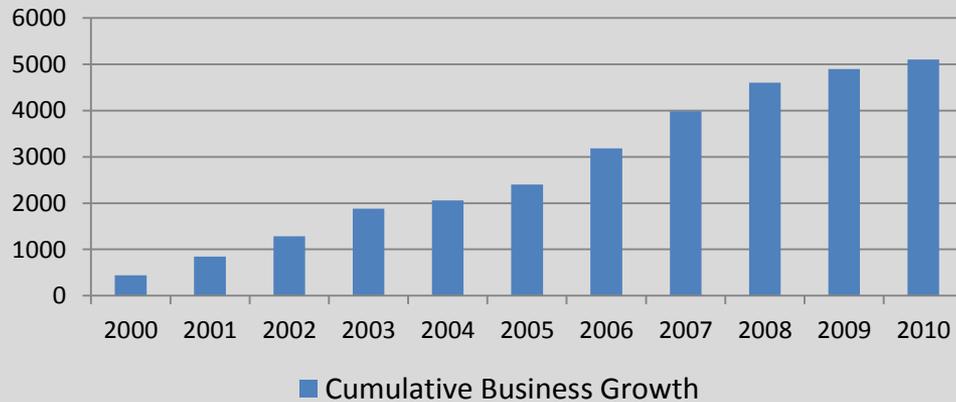


Main Street: Success against the Trend

State Revenue Collections (000)



Cumulative Business Growth Georgia Main Street and Better Hometown Communities



Fiscal Year	State Main Street Budget	Investment in Main Street Buildings
1987	\$1.00	\$19.83
1988	\$1.00	\$17.33
1989	\$1.00	\$13.25
1990	\$1.00	\$26.93
1991	\$1.00	\$19.63
1992	\$1.00	\$17.89
1993	\$1.00	\$20.21
1994	\$1.00	\$35.32
1995	\$1.00	\$39.73
1996	\$1.00	\$124.56
1997	\$1.00	\$71.58
1998	\$1.00	\$60.87
1999	\$1.00	\$84.85
2000	\$1.00	\$102.02
2001	\$1.00	\$54.01
2002	\$1.00	\$130.53
2003	\$1.00	\$184.16
2004	\$1.00	\$62.32
2005	\$1.00	\$105.00
2006	\$1.00	\$48.83
2007	\$1.00	\$83.13
2008	\$1.00	\$98.85
2009	\$1.00	\$122.44
2010	\$1.00	\$134.48
2011	\$1.00	\$83.03
2012	\$1.00	\$109.41

26 Years of Main Street Iowa
 Composite Leverage of State Program to Local Building Investment
 \$71.93 to \$1.00



Property Taxes

EVERY YEAR the Property Taxes from buildings renovated on Main Street provide an additional **\$10,800,000** to local governments

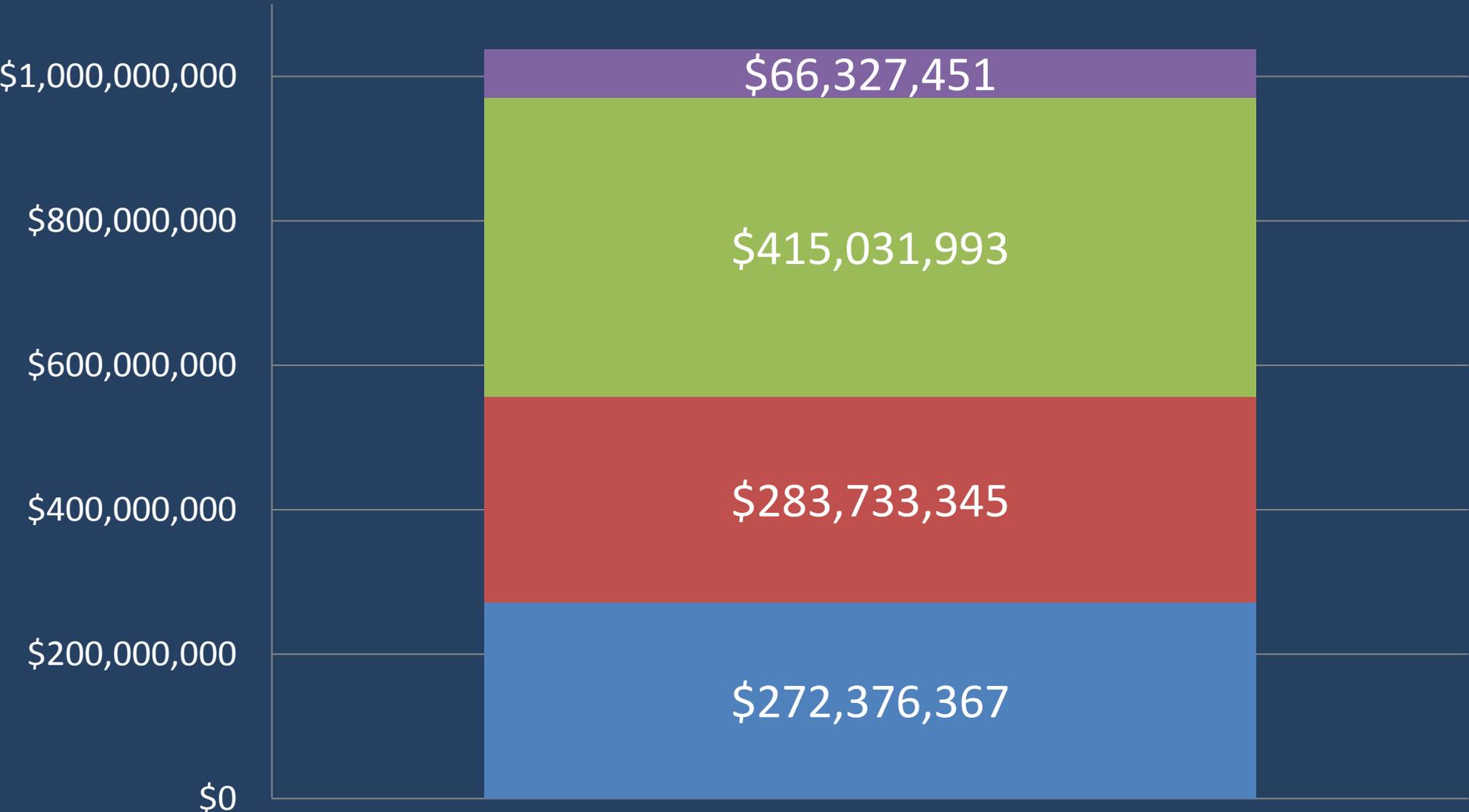


Sales Tax

Conservatively, the Net New Businesses in Iowa Main Street towns provide over \$43 million each year in Sale Tax Revenues to the State



\$1 Billion Invested in Main Street



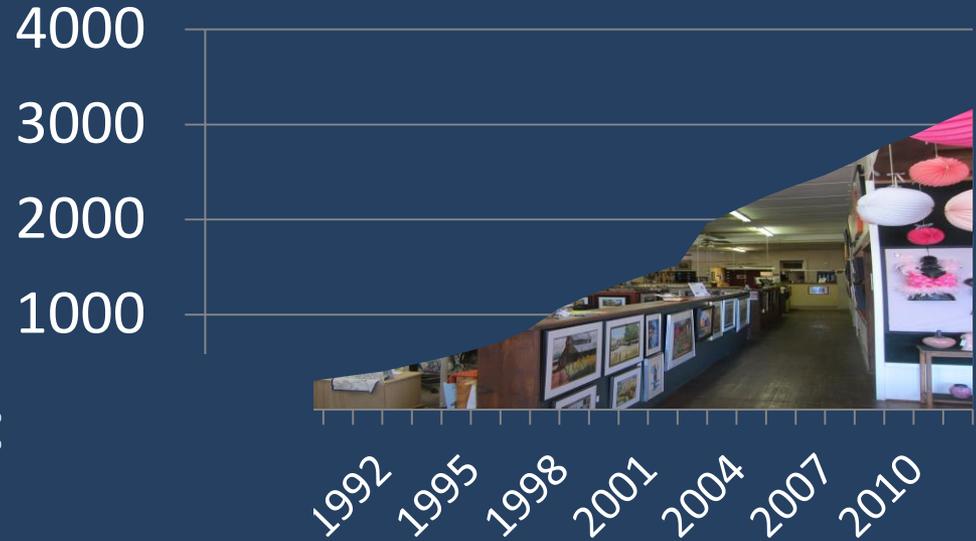
■ Private Rehab

■ New Construction

■ Public Projects

■ Public/Private Projects

Cumulative Net New Businesses



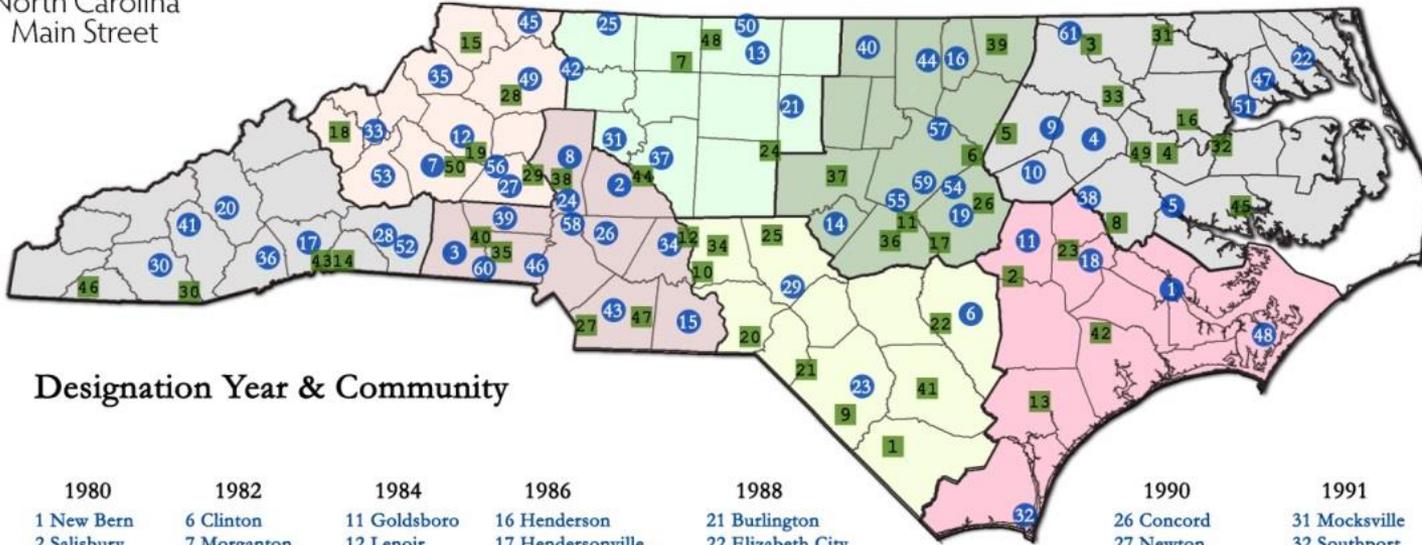
Cumulative Number of Net New Jobs





North Carolina
Main Street

North Carolina Main Street and Small Town Main Street Communities

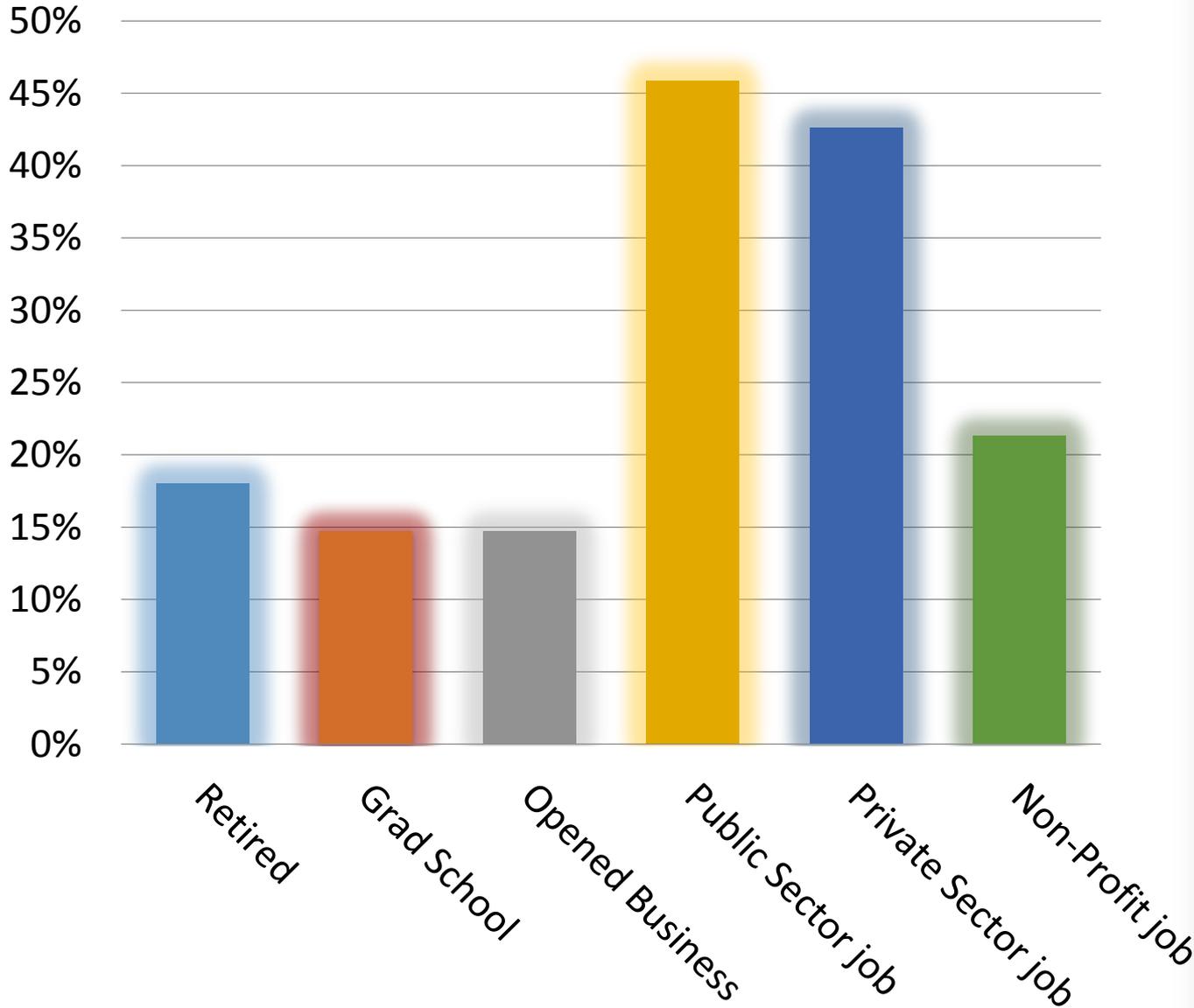


Designation Year & Community

1980	1982	1984	1986	1988	1990	1991
1 New Bern	6 Clinton	11 Goldsboro	16 Henderson	21 Burlington	26 Concord	31 Mocksville
2 Salisbury	7 Morganton	12 Lenoir	17 Hendersonville	22 Elizabeth City	27 Newton	32 Southport
3 Shelby	8 Statesville	13 Reidsville	18 Kinston	23 Lumberton	28 Rutherfordton	33 Spruce Pine
4 Tarboro	9 Rocky Mount	14 Sanford	19 Smithfield	24 Mooresville	29 Aberdeen (N-A)	
5 Washington	10 Wilson	15 Wadesboro	20 Waynesville	25 Mount Airy	30 Franklin	
1993	1995	1998	2000	2003	2004	2006
34 Albemarle	38 Farmville	42 Elkin	46 Belmont	50 Eden	52 Forest City	54 Clayton
35 Boone	39 Lincolnton	43 Monroe	47 Hertford	51 Edenton	53 Marion	55 Fuquay-Varina
36 Brevard	40 Roxboro	44 Oxford	48 Morehead City	1 Chadbourn (N-A)	3 Weldon	8 Ayden
37 Lexington	41 Sylva	45 Sparta	49 North Wilkesboro	2 Mount Olive	4 Williamston	10 Mount Gilead
					2005	9 Fairmont
					7 Walnut Cove	
2007	2008	2009	2010	2011	2012	2013
11 Angier	17 Benson	58 Davidson	60 Kings Mountain	29 Catawba	35 Bessemer City	40 Cherryville
12 Badin	18 Burnsville	59 Garner	61 Roanoke Rapids	30 Highlands	36 Lillington	41 Elizabethtown
13 Burgaw	19 Granite Falls	23 La Grange	26 Selma	31 Murfreesboro (N-A)	37 Pittsboro	42 Richlands
14 Tryon	20 Hamlet (N-A)	24 Liberty	27 Waxhaw	32 Plymouth	38 Troutman	43 Saluda
15 West Jefferson	21 Maxton (N-A)	25 Robbins	28 Wilkesboro	33 Scotland Neck	39 Warrenton	44 Spencer
16 Windsor	22 Roseboro			34 Troy		45 Belhaven
						46 Hayesville
						47 Marshville
						48 Mayodan
						49 Robersonville
						50 Valdese

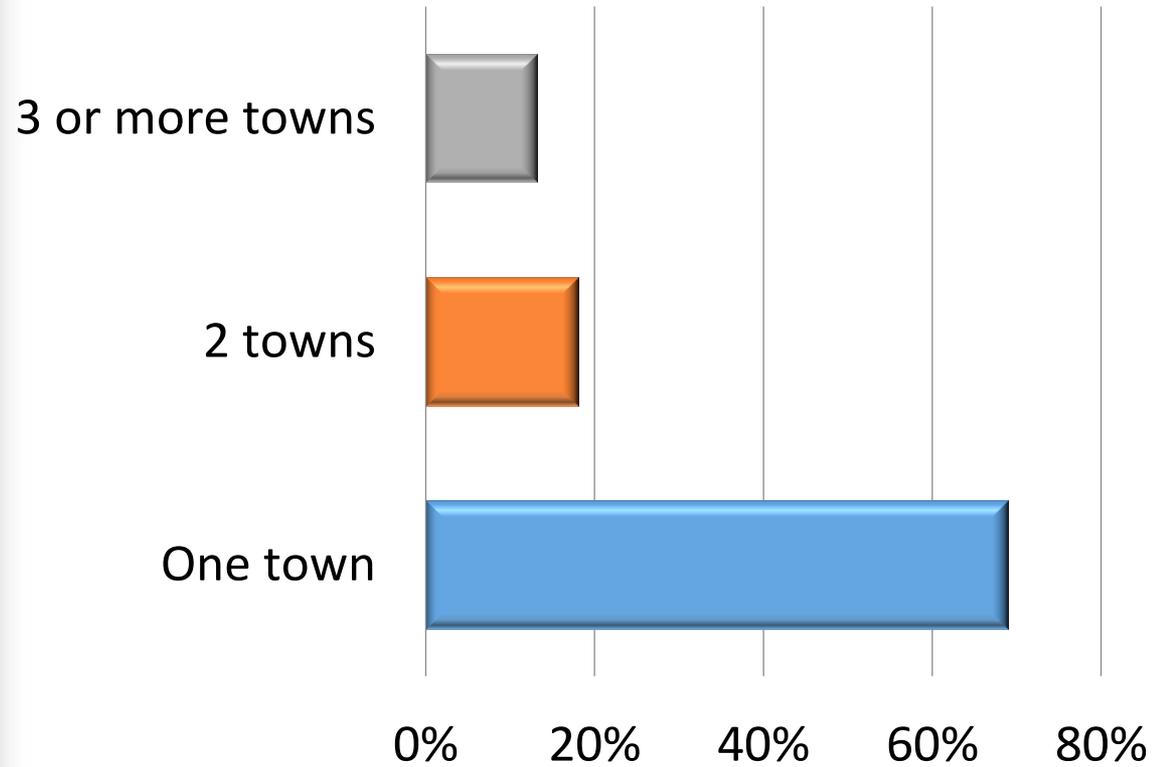
● Main Street Community ■ Small Town Main Street Community
(N-A) indicates community is 'not active' in the program.

After Main Street (former managers survey)





How Many Towns did you Work In? (former managers survey)





Jobs from Construction Projects in Michigan Main Street Districts 2003 - 2013

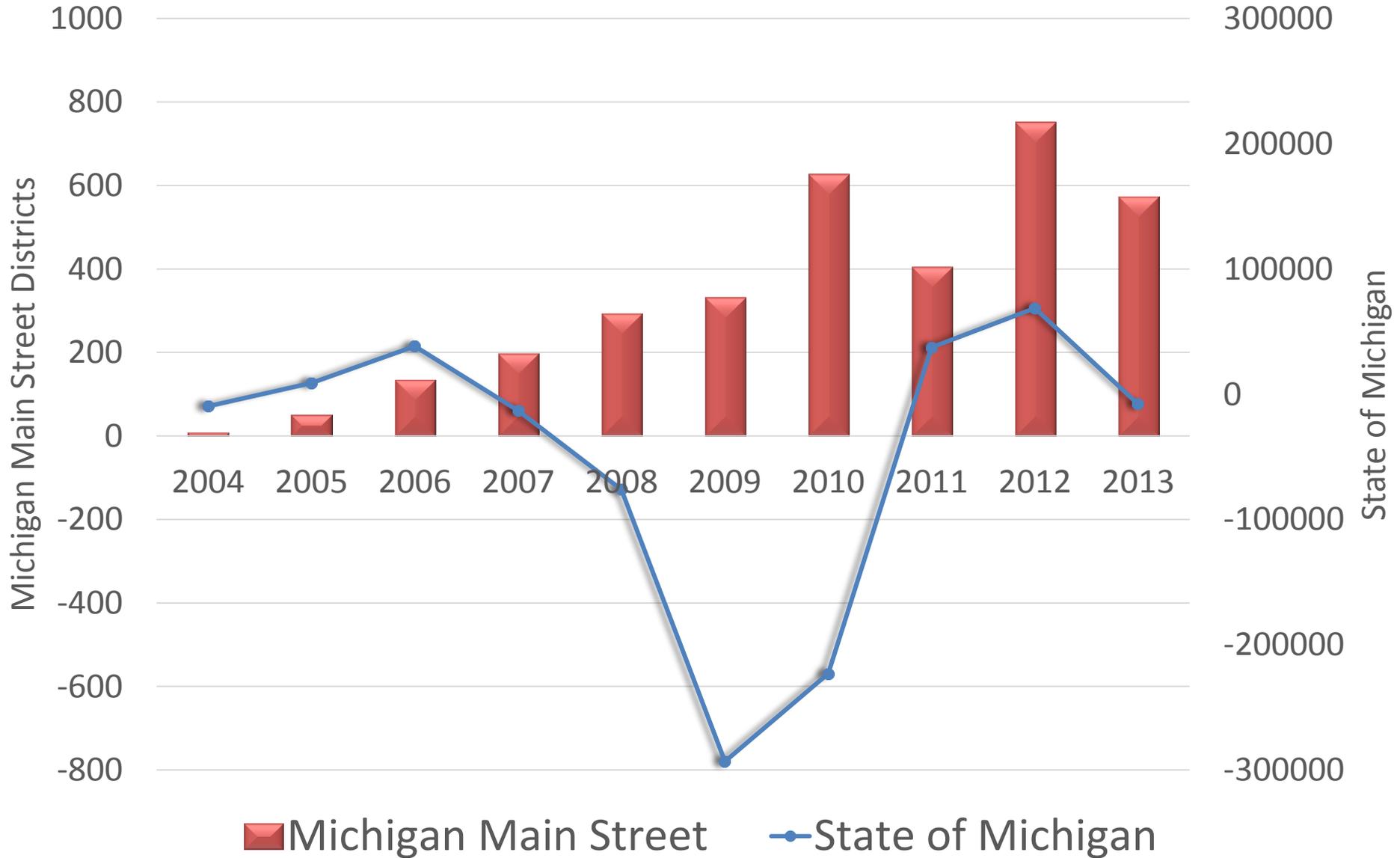
	Direct	Indirect/Induced	Total
Building Rehabilitation	972	847	1819
Façade Work	58	50	108
New Construction	212	175	387
Public Improvements	307	255	562
TOTAL	1549	1327	2876

Salaries and Wages from Construction Projects in Michigan Main Street Districts 2003 - 2013

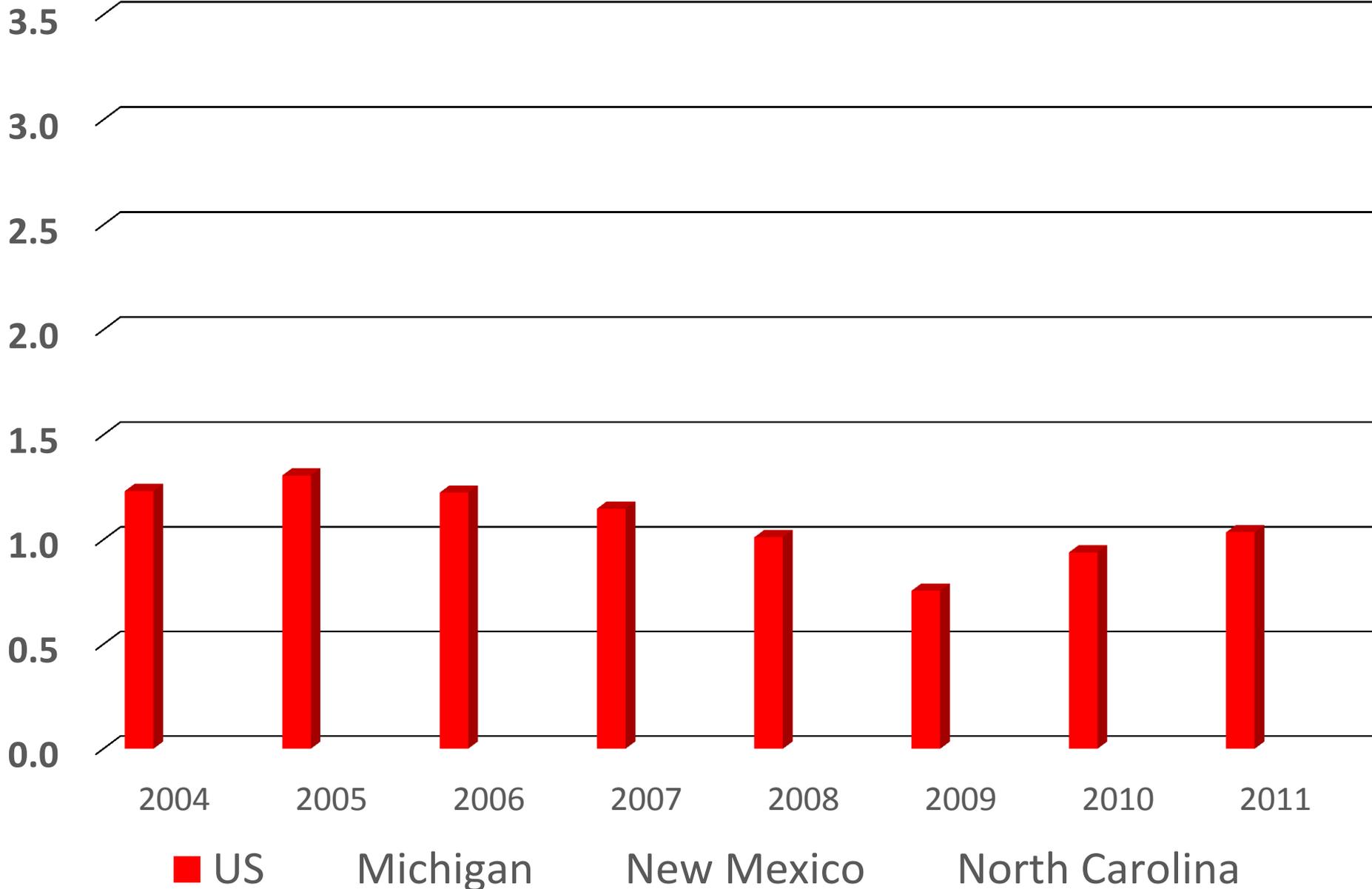
	Direct	Indirect/Induced	Total
Building Rehabilitation	\$41,191,062	\$35,877,270	\$77,068,332
Façade Work	\$2,288,226	\$1,993,037	\$4,281,263
New Construction	\$9,867,543	\$8,101,138	\$17,968,681
Public Improvements	\$14,317,726	\$11,754,687	\$26,072,413
TOTAL	\$67,664,557	\$57,726,132	\$125,390,689

Year to Year Change in Jobs

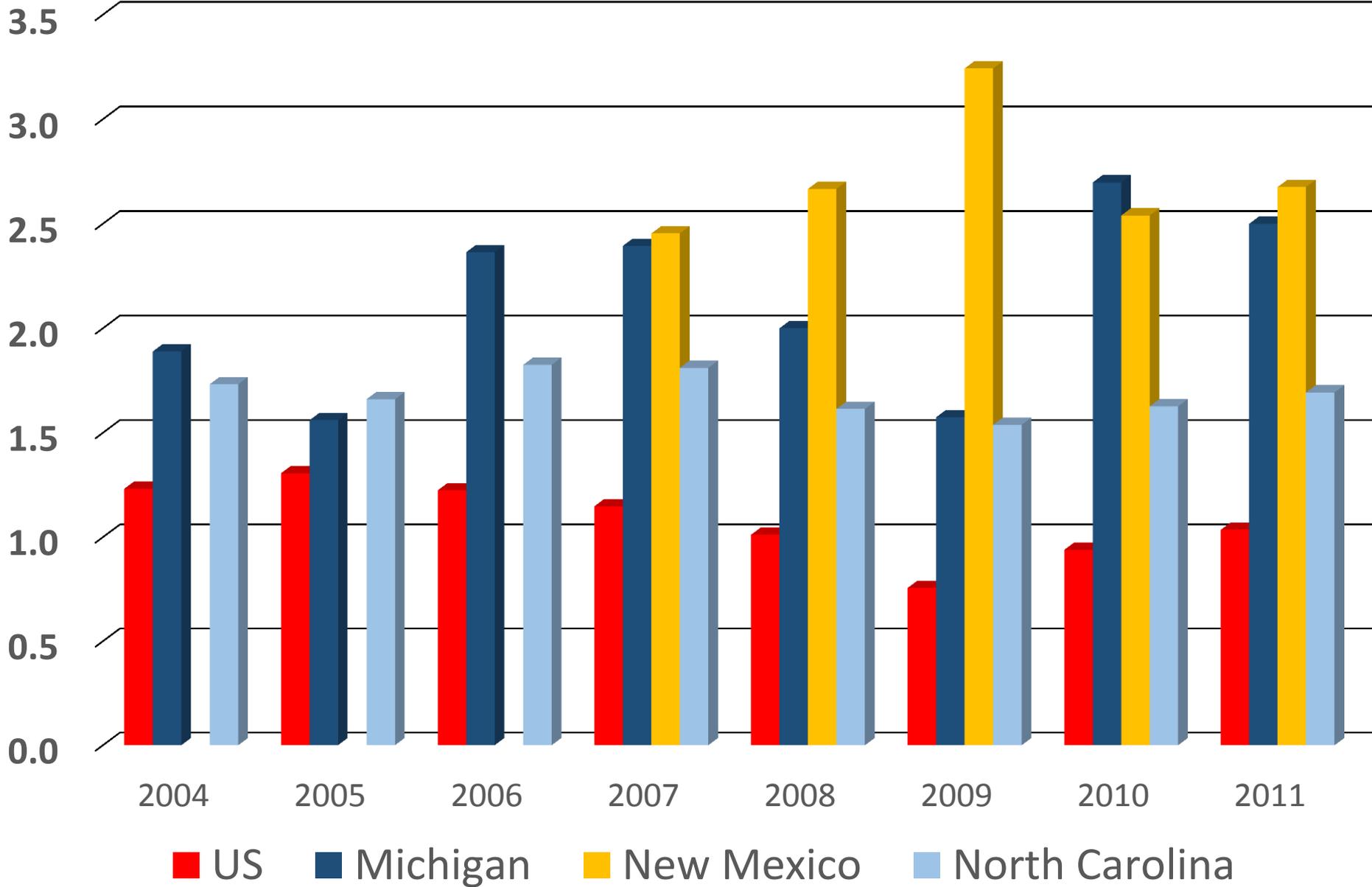
Michigan Main Street Districts vs Michigan



Ratio of Business Openings to Closings



Ratio of Business Openings to Closings





Downtown
Farmington

Downtown Development

Authority

Don't Change – Preservation Based



Don't Change – Volunteers



Don't Change – Partnerships



Don't Change – Non-Partisan



Don't Change – Long Term/Quality

A white sign with a decorative top and a red banner at the bottom. The banner contains the text "MAIN STREET".
TUCUMCAR
MAIN STREET



Don't Change – Local Business

LOCAL

Keep our community unique



LOCAL

Support our local economy



LOCAL

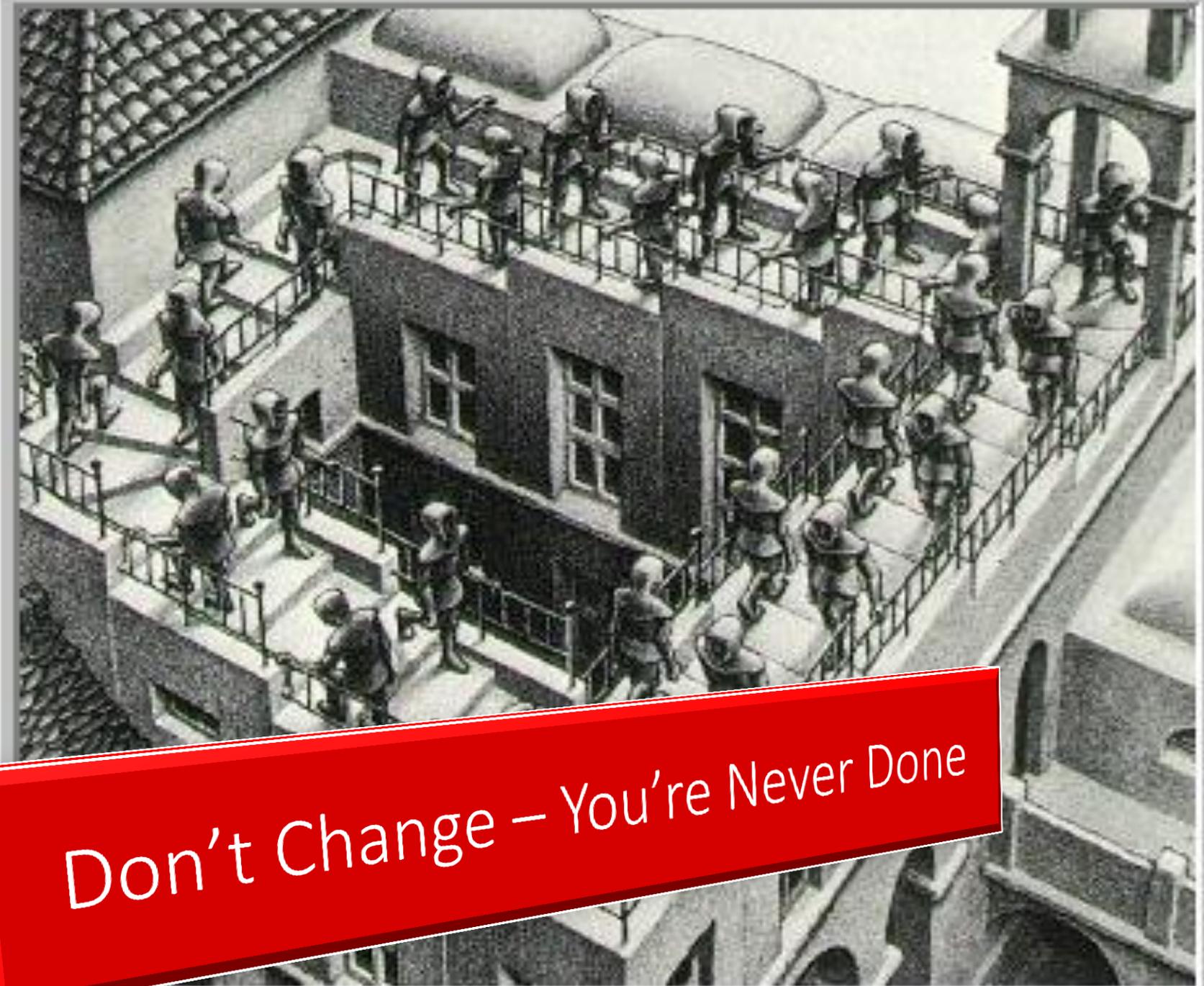
Capsicana Zing Sauce

Mebane, NC



Don't Change – Differentiation





Don't Change – You're Never Done

Change – Transportation



ea Transit Authority

ORION II

metro

14 ST NW
1900

NO RIGHT TURN

HEY A7

U-Bes+ CLA

Change – Redefine into Larger



Change – Aging in Place



Change - HOUSING!

5 UNITS LEFT!

444 E. GRAND

- JULY - 2001 OCCUPANCY -

**2 Bedroom - 2 Bath Units
Including Many Amenities**

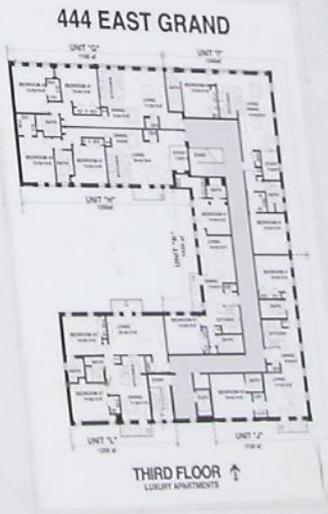
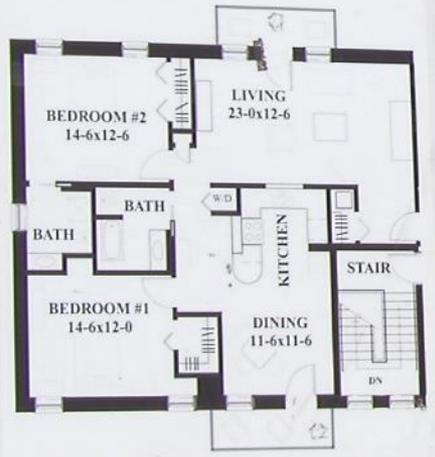
1st Floor Bookstore!

**WISCONSIN MANGAGEMENT
COMPANY**

RENTAL INFORMATION

1-800-480-2080

e-mail: jharrington@wimci.com



Change – “Property Rights” Debate

FED GOV
STEALING
THIS LAND

YOUR
LAND?
NEXT!



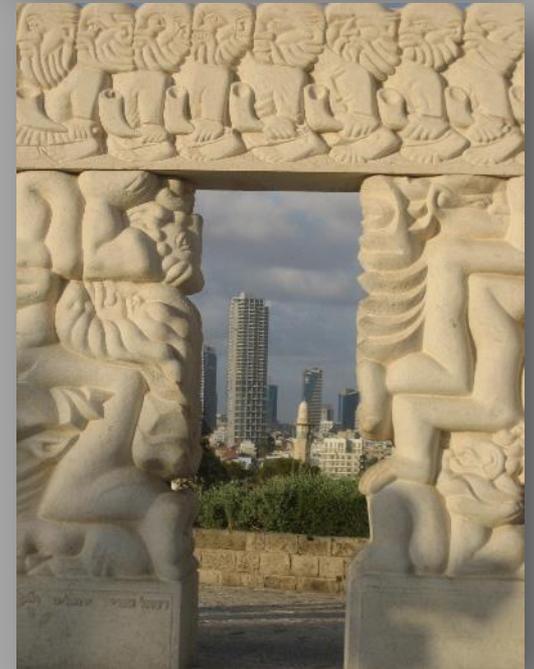
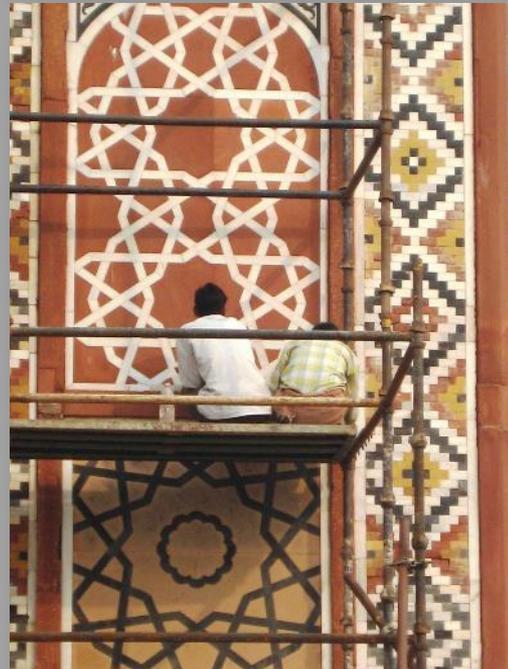
Change – Economic Growth w/o Population Growth

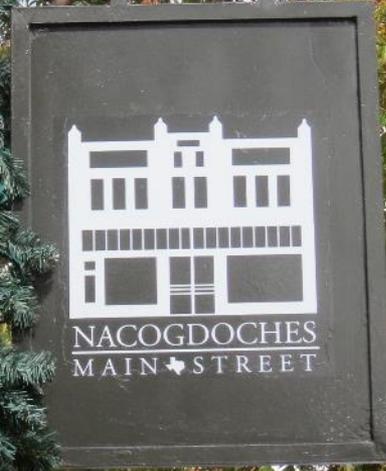


Change – Do Real Estate Deals



Change – Go Global





NACOGDOCHES
MAIN STREET

*Good luck.
Thank you
very much*



