



Design Training 101

The Main Street Approach to Guiding Design in our Downtowns

DESIGN BASICS FOR THE COMMUNITY AND COMMITTEE:

1. EDUCATE THE PUBLIC

- **Self/Others**
- **Fun/Creative**
- **Relevant Tools and Resources**
- **Engage the Next Generation**

2. FORMULATE PLANS

- **Self/Action Plan**
- **Community Engagement**
- **Recommendations**
- **Long-Term Planning**

3. EXECUTE PROJECTS

- **Think Small/Quick Wins**
- **Build Confidence for Larger Projects**
- **Creative Incentives**

4. CREATE PLACES

- **Best Practices: Flexible, Comfortable, Programmed Activities**
- **Creative Placemaking: Lighter, Quicker, Cheaper (“LQC”)**

BEST PRACTICES: TOP 10 DESIGN PRINCIPLES

- **Good design is good for business**
- **Appreciate and preserve historic buildings and materials**
- **Be true to the style and time of the building**
- **Do not re-create something that never was**
- **Good design can exist in any era or architectural style**
- **Downtown developed over time, respect variety and strive for compatibility, not conformity**
- **New buildings should be compatible with existing buildings**
- **Quality matters**
- **Good design is economically feasible**
- **Downtown buildings should create quality spaces**

...creative services for community building