

OREGON MAIN STREET

Oregon Main Street Program
 May 5, 2008

OREGON HERITAGE CONFERENCE

Downtown Revitalization and Historic Preservation

CONTACT INFORMATION
 Gary Van Huffel
 Main Street Coordinator

Oregon Main Street
 Economic and Community
 Development Department
 775 Summer St. NE, 200
 Salem, OR 97301

PH: 503.986-0134
 gary.vanhuffel@state.or.us
 www.oregon.gov/ECCD/mainstreet

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DOWNTOWN HISTORY
THE MAIN STREET APPROACH
OREGON MAIN STREET
HISTORIC PRESERVATION & MAIN STREET

SLIDE 1

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The "RE"s of Downtowns

Remodel Renewal

Redevelopment Rehabilitation

Replacement Reuse

Renovation Redesign

RE

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SLIDE 2

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What Happened to Downtown Commercial Districts?

Up through the 1920's

- Energy, supply, demand, female shoppers, image
- Residences behind storefronts, second floor housing
- Rise of retail and marketing



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What Happened to Downtown Commercial Districts?

The Depression

- Stifled development, tax impacts on buildings, parking lots

The War Years

- Stifled development, curtailed auto use, centralized retail



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What Happened to Downtown Commercial Districts?

Post War

- Urban Renewal(?)
- "modernization"
- Suburb housing
- Car use
- Zoning
- Shopping centers, commercial strip, malls
- Parking lots

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What Happened to Downtown Commercial Districts?

Recent Experiments

- Redevelopment
- Lifestyle centers
- Pedestrian malls
- Themes

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The Main Street Approach™

→ most "RE"s are project focused

Remodel **Renewal**
The Main Street Approach is a
comprehensive downtown
Revitalization program that uses
Historic preservation as one of
its most important tools.
Recycle **Reinvent**
Reuse **Redesign**

The need for downtown management does not go away

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The Main Street Approach™

The 4 Points

- 1. Organization** involves getting everyone working toward the same goal and assembling the appropriate human and financial resources to implement a Main Street revitalization program.
- 2. Promotion** sells a positive image of the commercial district and encourages consumers and investors to live, work, shop, play and invest in the Main Street district.
- 3. Design** means getting Main Street into top physical shape by capitalizing on its best assets. Design includes maintenance practices, enhancing the physical appearance of the commercial district, encouraging appropriate new construction, developing sensitive design management systems, and long-term planning.
- 4. Economic Restructuring** strengthens a community's existing economic assets while expanding and diversifying its economic base.

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The Main Street Approach™ 8 Principles

- ① Comprehensive
- ② Incremental
- ③ Self Help
- ④ Public/Private Partnerships
- ⑤ Identifying and Capitalizing on Existing Assets
- ⑥ Quality
- ⑦ Change
- ⑧ Action Oriented



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Oregon Main Street History

- The 1986 to 1998 Growth & Success
- 1998 to 2002.... State commitment?
- 2002 to 2007.... Cities loose designation*
- 2007.... State re-commitment

* Many communities continued to follow the Main Street Approach because it works... and the need did not go away.



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Oregon Main Street Mission


“To assist Oregon communities in the revitalization of their unique downtown places using the Main Street Approach™.”

Legislative Intent

- Serve diverse Oregon communities
- Collaborative program



SLIDE 11

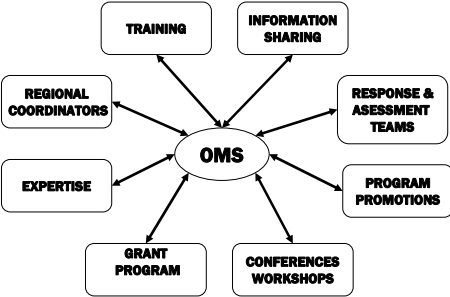



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Partnerships & Coordination Over 20 Supporting Agencies and Organizations





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Oregon Main Street Levels REQUIREMENTS, SERVICES, & COMMITMENTS

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Planning for the Future Funding, service, and sustainability

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→ **Legislative Funding request for 2009-2011**
→ **Regional Main Street Programs**
Through dedicated service to our communities, innovation, and continuous improvement, Oregon will be one of the most successful state programs in the US

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Oregon Main Street assistance to Local Programs

- Targeted technical assistance
- Education and training workshops
- Community assessments
- Historical inventory
- Design/Architectural assistance
- Response teams
- Library resources
- Handbooks, "How to Start"
- Network...List Serve
- Grant program
- Promotion

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Downtown Revitalization and Historic Preservation Challenges = Opportunities

- Boomers and empty-nesters
- Cost of cars, gas, and commutes
- Second story housing development
- Cultural diversity
- Family mobility
- Lifestyle changes
- Climate change
- Slowdown of economy
- Return to sense of "Place"

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Catalysts for Revitalization

- Making buildings "retail ready", and knowing the commercial needs
- Right mix of commercial and housing
Social/Physical/Civic Values = Economic Value
- Public Projects
- Cluster development: artists, retail, services
- Historic Theaters
- Entertainment: cinemas, restaurants

People in the downtown commercial districts during the evening is a common factor for dramatic increases in new investment in downtowns

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How Preservation contributes to downtown Revitalization

- Bridges all generations
- Many were built for mixed use
- Encourages walking and touring in the downtown districts
- Stimulates housing demand
- Can be more cost effective
- Responsible development - GREEN
- Architecture stimulates creativity
- Attracts the arts
- Can incubate new business and micro-enterprises
- Helps build private/public partnerships

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The Developer's Perspective

"they ain't coming for bricks, they are coming for goods and services"

- Storefronts
- Signage
- Interiors
- Energy Efficiency
- Business Plan
- Responsive government

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The Developer's Perspective

Balancing Commercial Image and Preservation



By Scott Day
 Urban Development Services

"Image is everything where money is being invested"

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Working with your local Main Street Program

- Help develop the downtown "Identity"
- Increase appreciation of historic resources through education
- Help find funding, volunteers, and unique partners to assist with renovations
- Find creative solutions to complex problems
- Help develop compatible design standards for infill development

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