What Can Urban Planners Learn from Main Street?

Smart Growth, Traditional Neighborhood Design, Transit Oriented Development, New Urbanism, Sustainable Building, Urban Design Principles, Place-making

Growing Main Street
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What Can Urban Planners Learn from Main Street?

Everything Old is New Again: Electrified trains spur development!

Olympia: Multi-Modal...Again!

We Got It Right the First Time

Ingredients for a vibrant commercial area, circa 1912: dense, walkable, mixed-use

Ingredients for a vibrant commercial area, circa 2012: dense, walkable, mixed-use

Neighborhood Design

Best Practices circa 1900: walkable, close to services, tree-lined neighborhoods served by transit

Best Practices circa 2012: walkable, close to services, tree-lined neighborhoods served by transit

Olympia's Historic S. Capitol Neighborhood

Hillsboro, OR's unhistoric Orenco Station
Where’s Your Town Center?

- Brentwood “Town Center,” Burnaby BC
- “Town Center” Boca Raton, FL
- “Town Center” Lakewood
- “Town Center” Independence, KY

Protecting and promoting your original town center is good planning

- “Town Center 1900” Chehalis, WA
- “Town Center 2012” Chehalis, WA

Will the real Main Street please stand up?

- Main Street, Celebration, FL
- “Main Street USA,” Disneyland Paris
- “Main Street USA,” Disneyland USA

Collaborate: Heritage Commissions, planners and Main Street

Thanks!

“Old ideas use new buildings; new ideas use old buildings.” – Jane Jacobs
Main Street
Downtown Olympia

The Power of History

The Power of Alliances

The Power of Imagination

The Power of Cultural Heritage

The Power of Place
Washington State
MAIN STREET
PROGRAM

Washington Trust for Historic Preservation
Department of Archaeology & Historic Preservation

The Department of Archaeology and Historic Preservation (DAHP) is Washington State’s primary agency with knowledge and expertise in historic preservation. DAHP advocates for the preservation of Washington’s irreplaceable historic and cultural resources—significant buildings, structures, sites, objects, and districts—as assets for the future.

Preserving our historic places through advocacy, education, collaboration and stewardship.

The Washington Trust for Historic Preservation helps make local historic preservation work. We build an ethic that preserves Washington’s historic places through advocacy, education, collaboration and stewardship.

Main Street 4-Point Approach®

Developed by the National Trust for Historic Preservation in the 1980s is a comprehensive approach to economic development rooted in historic preservation.

Building investments and new jobs are some of the direct economic benefits of this program.

Small Business Saturday – Port Townsend

The Main Street 4-Point Approach®

The four points of the Main Street approach work together to build a sustainable and complete community revitalization effort.

- Organization builds consensus and cooperation between the many individuals and groups who have a role in the revitalization process.
- Promotion creates excitement. It reinforces and markets a positive image to customers, potential investors, new businesses, local citizens, and visitors based on the unique attributes of a downtown district.
- Design enhances the unique visual qualities of downtown by addressing elements that create an appealing physical environment.
- Economic Restructuring strengthens downtown’s existing economic assets while finding ways to fully develop its market potential.

The Eight Principles

- Comprehensive
- Incremental
- Self-help
- Partnerships
- Identifying and capitalizing on existing assets
- Quality
- Change
- Implementation
Organizations

**Executive Director**
- Administrative
- Public relations
- Work plan coordination
- Volunteer management
- Monitoring & evaluation
- Resource to board & committees

**Board of Directors**
- Funding
- Financial Management
- Advocacy
- Policy & Procedure
- Planning – mission, vision, goals
- Personnel/Staffing

**Organization Committee**
- Fundraising
- Communication
  - Newsletters, Social Media, Newspapers, Radio
- Building Partnerships (public relations)
  - Stakeholders
  - Public presentations
- Volunteer recruitment & management

**Organization**

**Promotion Committee**
- Image Promotion
  - Enhancement and education about downtown
    - Holiday events, Shop local campaigns
- Retail Promotion
  - Rings cash registers for local businesses
    - Discounts, sidewalk sales, Girls Night Out
- Special Events
  - Festivals, Celebrations
  - Raise money for organization

**Design Committee**
- Architecture & Preservation Issues
  - Storefront improvements/rehabilitations
  - Infill construction/new construction
  - Design guidelines/ordinances
  - Merchandising
- Signage
  - Retail/office
  - Way-finding
  - Gateway
- Streetscaping
  - Planters, flower baskets, street trees
  - Sidewalks, Crosswalks
  - Traffic calming, parking
  - Pocket parks

**Economic Restructuring Committee**
- Business Retention
  - Build & expand on existing businesses
- Business Recruitment
  - Recruit new, appropriate retail & office
- Understanding the market
  - Building & Business Inventory
  - Market analysis

117 communities are part of the Washington’s Main Street Network
- 13 Nationally Designated Main Street Communities
- 30 communities are eligible to participate in the Main Street Tax Credit Incentive program.
- 13 Nationally Certified Main Street Communities
- 17 Main Street Tax Credit Incentive Program Communities
- 87 Affiliate communities

For every $1 invested in Washington State Main Street Program, an additional $35 in private investment is generated in the 13 Main Street communities.
13 Nationally Certified Main Streets: 2011

- 134 new businesses
- $2,148,473 in rehabilitation investment
- $2,624,779 in public improvement investment
- 398 new jobs

Main Street Tax Credit Incentive

- The business gets a tax credit for 75% of their donation the following year.
- The business may be eligible for a deduction on their Federal taxes in the year the donation is made.
- Businesses may break up their contribution throughout the year.

How it works:

A business signs up to e-file with the Department of Revenue.
A business applies online through the Department of Revenue to make a donation.
A business is approved (instantaneous) and will be able to choose an organization to donate to and the donation amount. The business will also see how much credit the organization has left.
The business writes a check for the donation amount to your local Main Street organization prior to December 31st.

How you qualify:

Must be a 501c3 or 501c6 organization.
Must be dedicated solely to downtown revitalization.
Must have a designated 'Main Street' district.
Must be following the Main Street 4-Point Approach®
  - Board of Directors
  - 4 standing committees
  - Track record of success
Must submit an application.

Main Street Tax Credit Incentive Program

2010

- $941,760 in contributions
- $728,122.68 in credits

Largest contributor:
Banner Bank $50,000 to the Downtown Walla Walla Foundation.

2011

- $1,387,221.29 in contributions
- $1,020,515.99 in credits

Largest contributor:
Green Mountain Coffee Roasters LLC $75,000 to the Sumner Downtown Association.

- Eligible community organizations can receive donations totaling up to $133,333.33 per calendar year.
- Businesses can donate up to $250,000.
- Businesses do not have to be located within the community they are donating to.
- This is a first come, first serve program.
- The program for the entire state is capped at $1.5 million.
Main Street Tax Credit Incentive Program

Sampling of Contribution Totals 2011

- Vancouver: $133,333.33
- Olympia: $106,049.63
- Kennewick: $93,400.00
- Ellensburg: $42,400.00
- Prosser: $81,000.00
- Chelan: $62,500.00
- Gig Harbor: $103,750.00
- Wenatchee: $92,900.00
- Kent: $69,785.00
- Moses Lake: $39,303.33

Donation Totals

- 2006
- 2007
- 2008
- 2009
- 2010
- 2011

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