

## Growing Main Street

WA APA Conference  
 October 12, 2012  
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## 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

Everything Old is New Again: Electrified trains spur development!



Seattle 1917



Seattle 2012

## Olympia: Multi-Modal...Again!

Downtown Olympia 1900



Downtown Olympia 2012



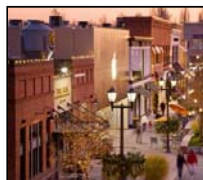
## We Got It Right the First Time

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



Olympia Downtown 1912

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



U Village, Seattle 2012

## Neighborhood Design

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



Olympia's Historic S. Capitol Neighborhood

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



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

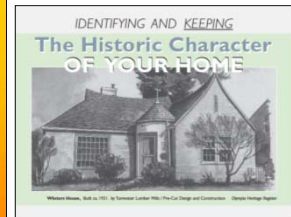
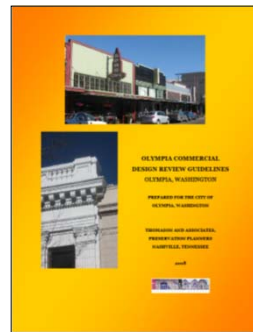


"Main Street USA," Disneyland, Paris



"Main Street USA," Disneyland USA

### Collaborate: Heritage Commissions, planners and Main Street



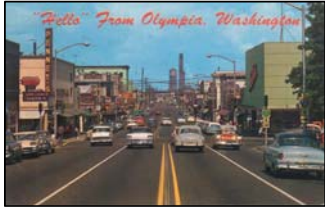
Thanks!



"Old ideas use new buildings; new ideas use old buildings." – Jane Jacobs

# Main Street Downtown Olympia

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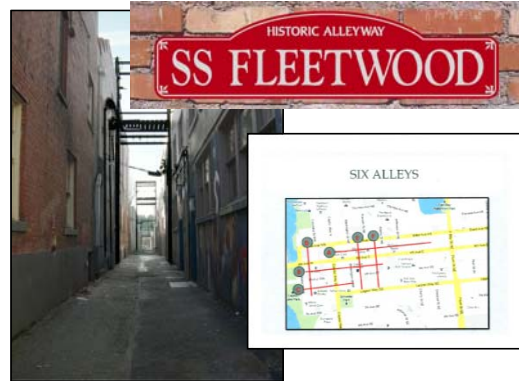
# The Power of History



# 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 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.

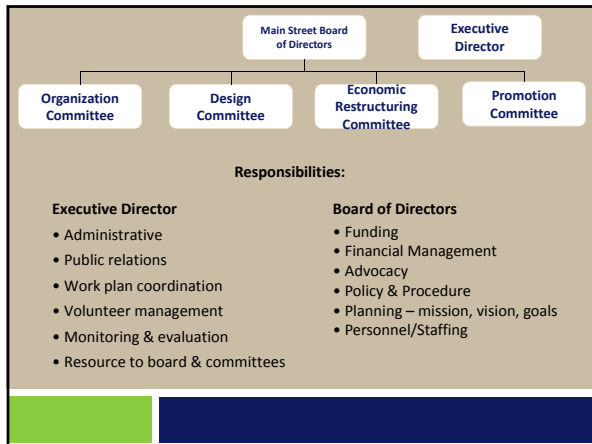
**Promotion** creates excitement. It reinforces and markets a positive image to customers, potential investors, new businesses, local citizens, and visitors based on the unique attributes of a downtown district.

**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



### 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




**PROMOTION**

### 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




**DESIGN**

### 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




**ECONOMIC RESTRUCTURING**

## 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.**

**ECONOMIC RESTRUCTURING**

## 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.

If your 2011 donation is:	Your 2012 tax credit is:	Your IRS deduction may be:
1,000.00	750.00	1,000.00
5,000.00	3,750.00	5,000.00
7,500.00	5,625.00	7,500.00
10,000.00	7,500.00	10,000.00
25,000.00	18,750.00	25,000.00

## Main Street Tax Credit Incentive



### How do 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



### 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 31<sup>st</sup>.

## Main Street Tax Credit Incentive



- 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

### 2010

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

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

### 2011

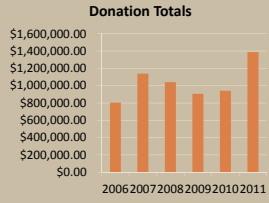
\$1,387,221.29 in contributions  
\$1,020,515.99 in credits

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

# 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



**Put Your State \$649 Tax Dollars to Work Here to Fund Transportation through the Main Street Tax Incentive Program (MSTIP)**

It is a great idea to contribute to Main Street in the city located in proximity to a highway. The value of your contribution is \$649 per year for the next 10 years. Your contribution will be used to fund transportation projects in the city. The program is a great way to support the local economy and improve the quality of life in the city. For more information, please contact the Main Street Coordinator at 206.624.9449 or [shansen@preservewa.org](mailto:shansen@preservewa.org).

**Photo Credit:** Photo credit to Sarah Hansen, Main Street Coordinator.



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