



Turning Vision Into Action

Tools to Help You Get There

Presented by
Nan Stolzenburg, AICP



Community Planning &
Environmental Associates



1: What is your vision?

- Have a clear message about what you ultimately want to accomplish.
- Establish a planning process to identify and develop a vision for your Main Street.
- Include in a Comprehensive Plan or strategic Main Street Plan



2: What are your resources?

- Before you can attain your vision, you need to take stock of what you have now.
 - Do a SWOT analysis on your Main Street (strengths, weaknesses, opportunities, threats)
 - Walk Through Inventory
 - Physical Business/Service Inventory
 - Purchasing Survey Worksheet
 - Community Capacity Worksheet
 - Benefits/Cost Analysis



3: Revitalization Tools

- Zoning and Land Use Regulations
 - Contextual Zoning Provisions
 - Business Improvement Districts or special overlay districts
 - Prohibit auto-oriented uses and development patterns that are out of character
 - Zoning requirements for pedestrian-friendly designs
 - Promote higher-density housing and diversity of uses



3: Revitalization Tools

- Provide cultural attractions on Main Street
- Promote historic preservation
- Get business owners/landowners involved!



3: Revitalization Tools

- Infrastructure
 - Coordinated/shared parking
 - Improve public streets, public spaces, sidewalks
 - Park improvements
 - Façade improvement program
 - Improve traffic management
 - Streetscape improvements



3: Revitalization Tools

- Economic Development Programs
 - Define and measure Main Street's economy
 - Business expansion
 - New business recruitment
 - Set up low-interest loan pools
 - Coordinate programs with land use laws
 - Coordinate programs with infrastructure and other programs



Main Street Approach

- Pulling it all together. Try....
 - National Trust Main Street Approach
 - Design: improve image by enhancing physical appearance
 - Organization: building consensus and cooperation among groups with roles in the Main Street
 - Promotion: marketing unique characteristics to shoppers, investors, businesses, tourists
 - Economic Restructuring: strengthening economic base while diversifying it



Main Street Approach

- A comprehensive approach to revitalization
- Relies on quality
- A public/private partnership
- Involves changing attitudes
- Focuses on existing assets
- A self-help approach
- Is incremental in nature
- Is implementation oriented



Grant Opportunities

- Restore New York (Empire State Development Corporation)
- Community Development Block Grant
- Main Street New York (NYS Division Housing and Community Renewal)
- Housing and Main Street (HOME)
- TEP (Sidewalk and road improvements)
- Main Street Parks (Environmental Protection Fund)



Grant Opportunities

- Brownfields Opportunity Area
- Environmental Protection Fund grants
- NYSCA Community Development grants (NYS Council of Arts will pay signage and historic registries)
- Catskill Watershed Micro-enterprise
- National Grid (for expansion of electric utility service)
- Farmers Market Grants (NYS Ag and Markets to set up farmers markets)



Grant Opportunities

- Downtown Waterfront (LWRP, LWCF)
- Water and sewer (USDA)
- State Revolving Loan Fund (Utility Service Grants)
- Drinking Water Revolving Loan Fund (Environmental Facilities Corp.)
- Clean Water State Revolving Loan Fund (Sewer – Department of Health)



Thank You.

- Visit www.mainstreet.org for more information on the National Trust Main Street Approach

Community Planning &
Environmental Associates:
www.planningbetterplaces.com