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# Main Streets: Ahead of the Curve

*Trends and transitions in  
downtown revitalization*







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**Milledgeville, GA**

Credit: Maryllis Wolfgang



# TRENDS

Franklin, TN

Photo by Brent Moore/via Flickr



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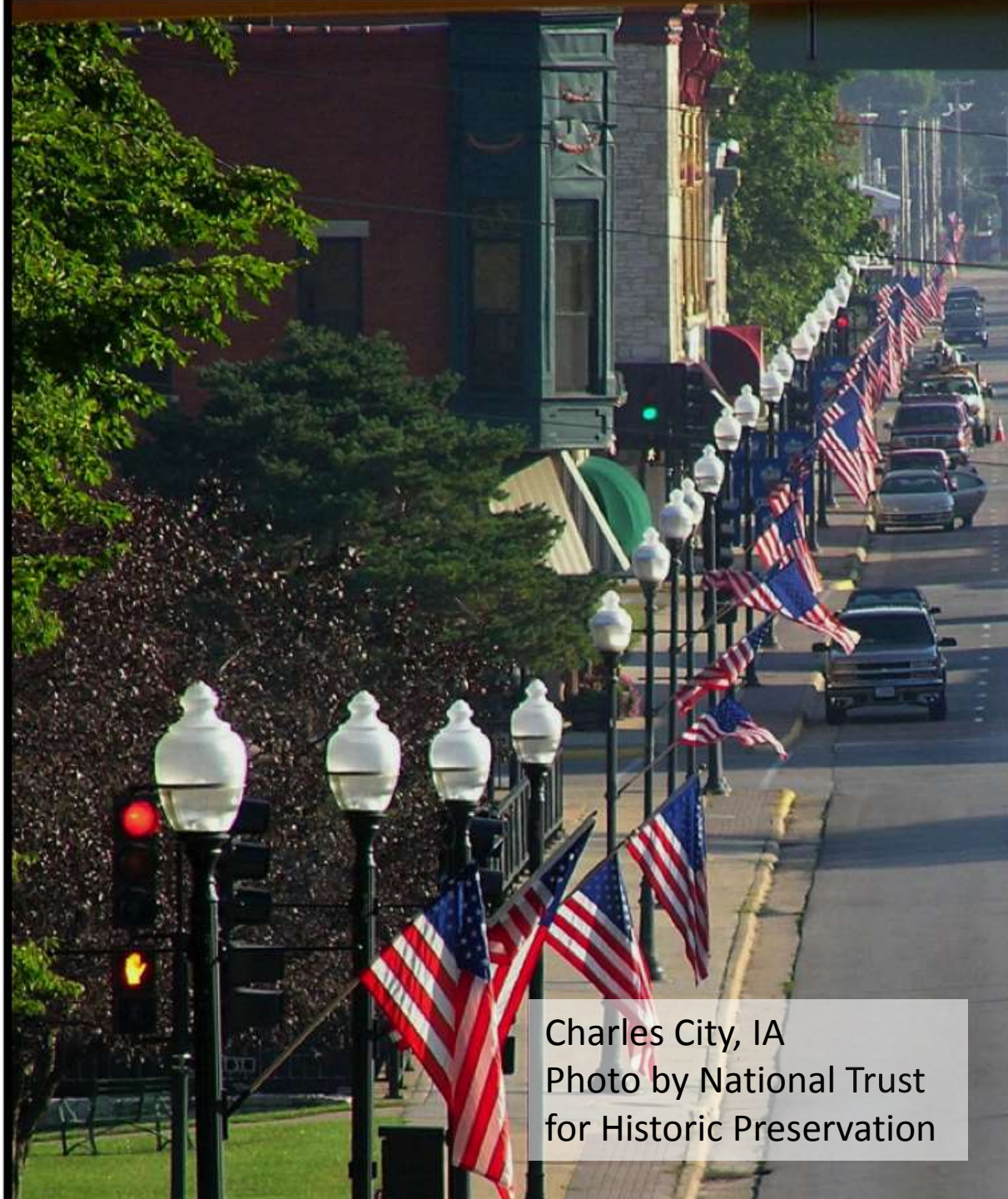


# Trend #1

Downtowns are enjoying a renaissance.

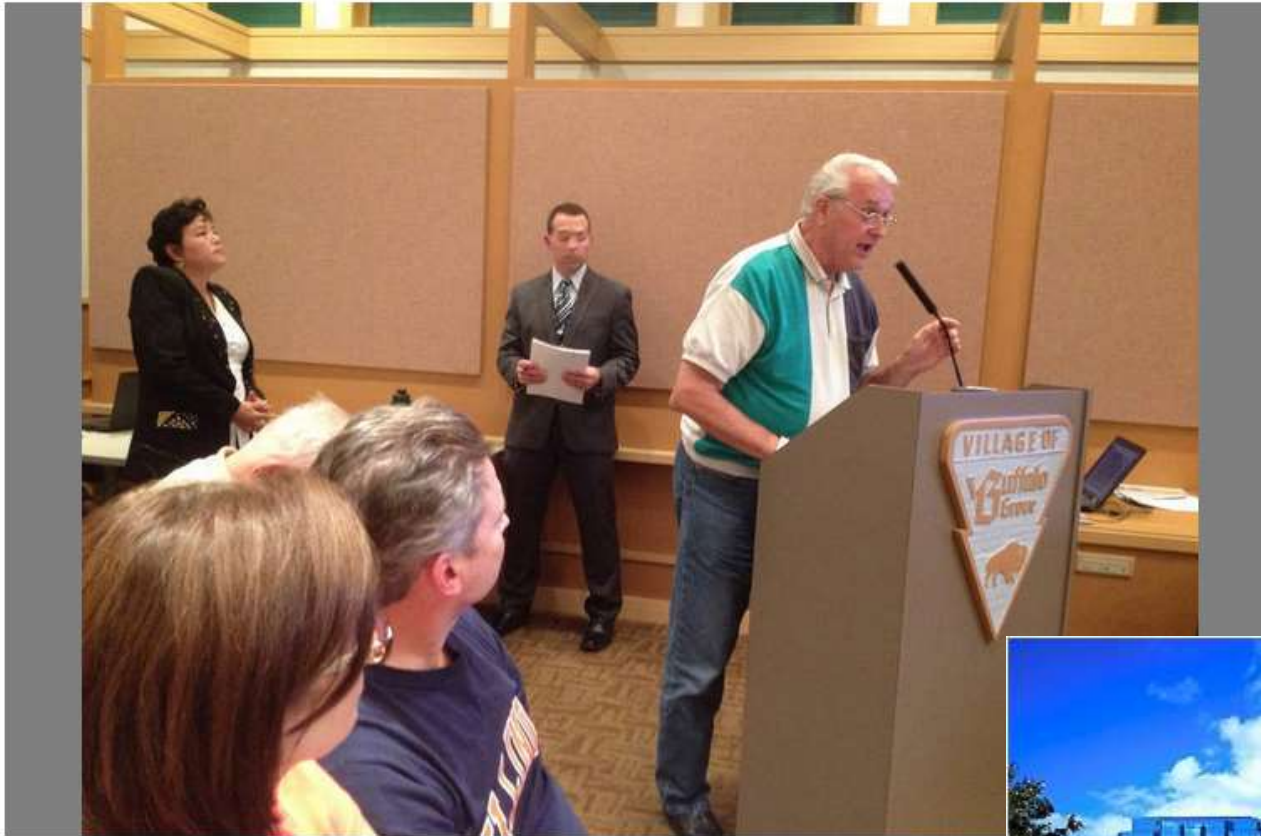


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Charles City, IA  
Photo by National Trust  
for Historic Preservation

## Buffalo Grove votes to explore downtown idea with developer



Village Engineer Darren Monico, center, listens as Leon Gopon speaks against exploring the idea of creating a downtown. Gopon is the president of Save Buffalo Grove, a local political action committee. | Ronnie Wachter/Sun-Times

Chicago Sun Times 9/9/14



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# Harrisonburg, VA



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# Walkable places perform better on many economic measures

— *Brookings Institution*

- *Higher Rents*
- *Higher Home Value*

**Franklin, TN**

© Downtown Franklin Association



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# Homebuyers want Main Streets

U.S. may be poised on a structural real estate shift, away from suburban model toward demand for walkable, amenity-rich downtowns

“Emerging evidence points to a preference for mixed-use, compact, amenity-rich, transit-accessible neighborhoods or walkable places.”

-- *Walk this Way*, Brookings Inst.



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# Trend #2

Demand for downtown housing is increasing, from two groups.



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# Homebuyers want Main Streets

- 60% prefer mixed-use neighborhood
- 80% rate sidewalks/places to walk as important or very important
- 50% favor “smart growth” community

— *National Association of Realtors, 2013*



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# BABY BOOMERS



Woodstock 30th anniversary concert  
Photo by Chris Conroy/via Flickr

# MILLENIALS



Lollapalooza 2013  
Leyla.a / via Flickr





# Downtown Housing Boom

*at Vernon, Iowa*





# Rural Downtown Housing Boom



Rent	Up to \$400	\$400 - \$800	\$800 - \$1200
Food at Home	\$1,607	\$2,307	\$3,758
Food away from Home	\$562	\$899	\$1,560
Furniture, Appliances, Household Equip	\$331	\$435	\$787
Apparel & Footwear	\$306	\$429	\$739
Fees & Admissions	\$67	\$101	\$216
Personal Care Products & Services	\$225	\$311	\$518
<b>TOTAL EXPENDITURES</b>	<b>\$7,867</b>	<b>\$11,480</b>	<b>\$18,773</b>

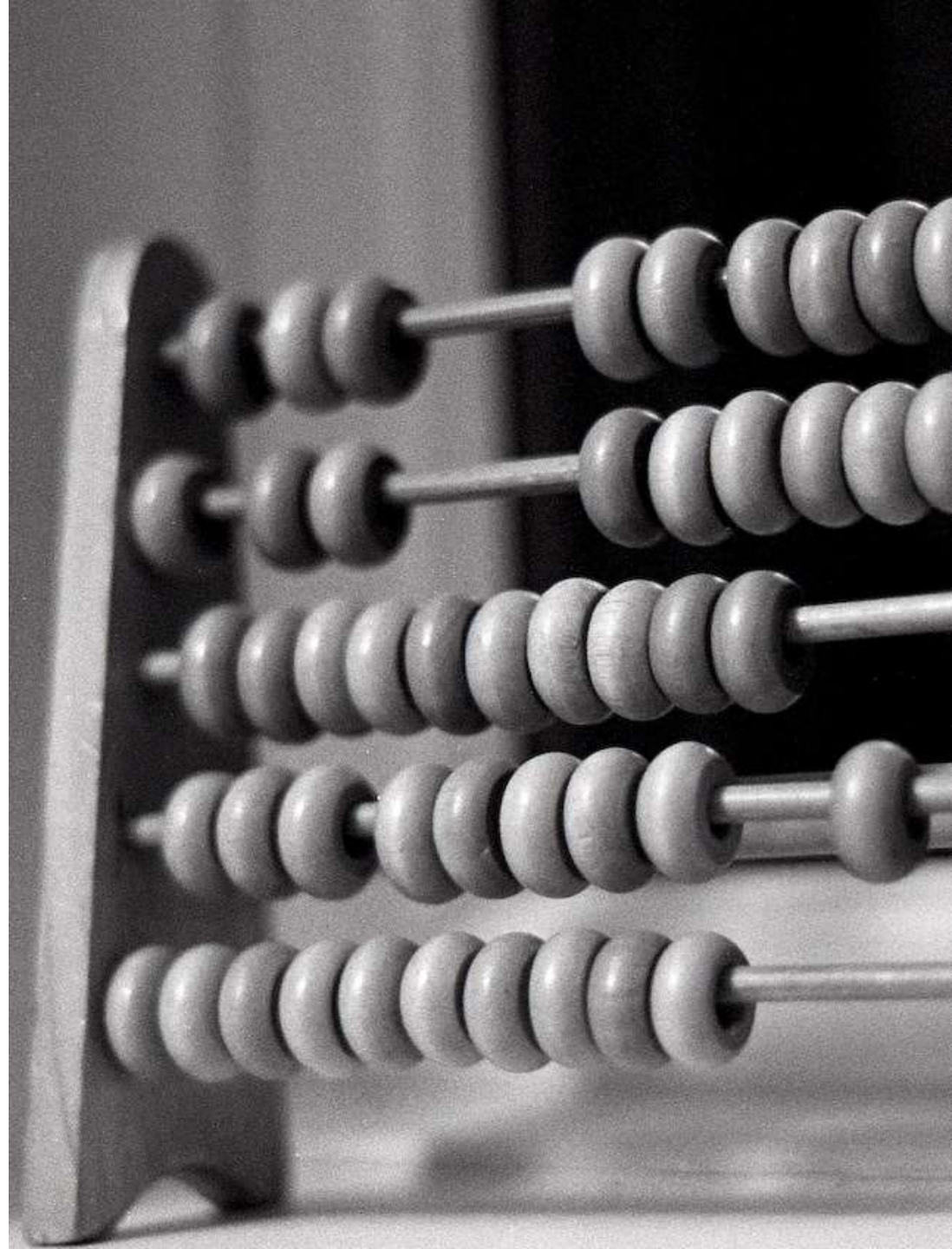


Slide – “Decades of Success: The Economic Impact of the Main Street Program in NC”



# Trend #3

Financing is  
changing



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# Saving the Tax Credit

- National Trust and National Trust Community Investment corporation formed a partnership to save federal tax credits
- Coalition also trying to strengthen credit for projects under \$5 million



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# NTCIC – Potential Small Deal Fund for New Markets Tax Credits



# Crowdsourcing



Butte, MT  
Photo by George Everett



# Fundrise



BEFORE



AFTER

H Street, Washington DC - Sidamo  
©NTHP



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# ioby



Memphis, TN  
Photo by vic06 / via Flickr



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# Trend #4: Reclaiming streets as places



# Placemaking:

“... turning a neighborhood, town or city from a place you can’t wait to get through to one you never want to leave.”

— *Project for Public Spaces*



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# Lighter, Quicker, Cheaper!!



## Placemaking:

“... turning a neighborhood, town or city from a place you can't wait to get through to one you never want to leave.”

— Project for Public Spaces



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# Reclaiming Streets

## *Streets Alive, Evanston IL*





# Trend #5: Going green downtown



Detroit, MI



# AMERICA SAVES!

**Communities Saving Energy Together**



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# AMERICA SAVES!



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**Preservation Green Lab**



**EnergyRM**

Energy Resource  
Management Corp.



**ENERGY CENTER**  
OF WISCONSIN



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**BUILDING ENERGY™**



NATIONAL RENEWABLE ENERGY LABORATORY



# **Lend Lease**



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# PILOT COMMUNITIES

## Midwest

Dayton, OH

Fond du Lac, WI\*

Main Street Piqua\*

## Texas

Main Street San Marcos\*

## Pacific Northwest

Capitol Hill EcoDistrict (urban)

Washington Main Streets: Sustainable  
Connections (rural)

## Southwest

Little Tokyo, Los Angeles



## Northeast

Boston Main Streets\*

Buffalo, NY

## Southeast

Miami, FL

Middlesboro, KY\*



# In summary: **downtowns are hot**



From Project for Public Spaces  
[www.ppps.org](http://www.ppps.org)





# HOW WE RESPOND TO THESE TRENDS



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# Refreshing the Four-Point Approach®

ORGANIZATION - DESIGN – PROMOTION –  
ECONOMIC RESTRUCTURING



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*Refresh allows us to develop more  
accessible and modern language*

*Example: “Economic Restructuring”*



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*Refresh allows us to clarify and  
modernize fundamentals of the  
approach  
Example: Design*



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*Refresh allows the Center to clarify  
misperceptions  
Example: BIDs and Local Gov't*



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*Refresh allows us to understand  
whether the Four Point Approach®  
is being used comprehensively*



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*Refresh is an opportunity to  
engage with the network*



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# Building tomorrow's network

Eastern Market  
© Brad Wilson, Flickr



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# MAIN STREET INNOVATION LAB WEBINAR SERIES



Lafayette Gardens, Detroit

© Bill Bowen

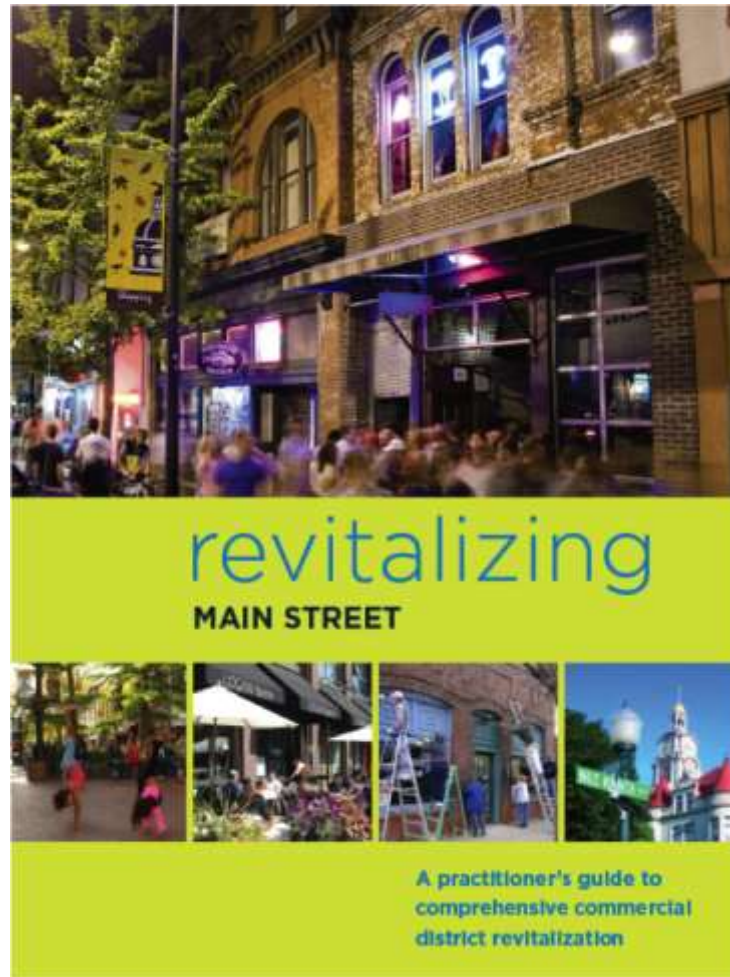


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# Free publications for members



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2003 Certification Institute Participants

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# Questions?



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Harrisonburg, VA  
(c) Blair Boswell

# THANK YOU



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