

**DESIGN** supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart.

This is one point of the Main Street Four Point Approach for comprehensive, incremental downtown and commercial district revitalization. This point should be implemented in tandem with the other Main Street Four Points as each works in collaboration with the others to support incremental downtown development.

### KEY OBJECTIVES

#### Promote physical improvements:

- Public space improvements (permanent pocket parks, streetscape, wayfinding signage)
- Tactical urbanism (lighter, quicker, and cheaper improvements)
- Parking inventory and strategies
- Vibrancy improvements (flowers, trash cleanup, banners, lighting)
- Clean up and maintenance program
- Public art (murals, sculptures, art installations)

#### Preserve and enhance existing historic fabric:

- Enhance preservation ethic *(MMS Education)*
  - » Advocate and educate the community about the value of the downtown's unique assets
  - » Understanding your community's history and documentation of historical assets
  - » Awareness of available preservation-based resources and incentives

#### Encourage planning and best practices:

- Property and business owner education *(MMS Education)*
  - » Provide technical assistance and support
- Review and understand resources
  - » Master plan
  - » Downtown development plan (TIF)
  - » Local ordinances
- Develop design guidelines
- Façade and sign grant/loan program

<b>HELPFUL TIPS</b>	Know your district	Be aware of where to find resources to learn more	Understand how the community interacts with your downtown	<b>HELPFUL TIPS</b>

### Important questions to ask

How are your public spaces maintained, and what community partner (it could be your organization) is responsible for maintenance?

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Is your downtown listed on the National Register of Historic Places, designated a local historic district, or is your community a Certified Local Government?

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### Looking for additional resources?

Check out the following:

- [Michigan Main Street Resources](#)
- [Main Street America Revitalization Toolkits](#)

