



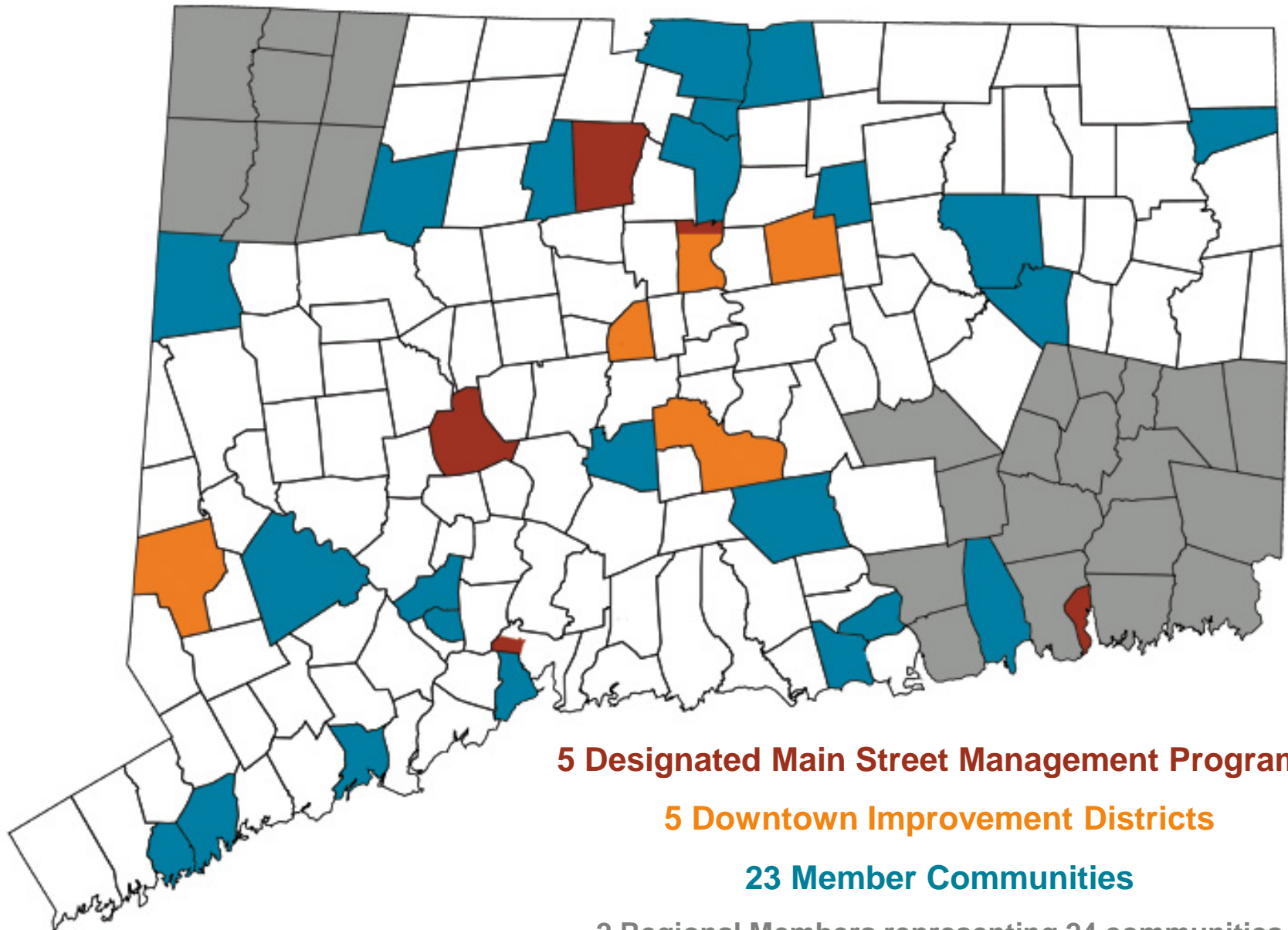
*Inspiring great Connecticut downtowns, Main Street by Main Street.*

# Village Centers – Traditional Town Centers – Urban Downtowns





# Connecticut Main Street Center: 57 Communities, 1 Network.



**5 Designated Main Street Management Programs**

**5 Downtown Improvement Districts**

**23 Member Communities**

**2 Regional Members representing 24 communities**



## Vibrant, Traditional Downtowns

- Training
- Partnerships
- Advocacy



# Downtown Revitalization Institute



- *Complete Streets*
- *The ROI of Historic Preservation*
- *Making Downtown Parking Work*
- *Municipal Role in Main Street Revitalization*
- *Creating Transit Villages in Connecticut*





## Advocate for Positive Change

## Mixed-Use Real Estate Planning



A Pilot Program







# The Main Street Four Point Approach□

1  
Organization  
Restoring Civic Value

2  
Design  
Restoring Physical Value

3  
Promotion  
Restoring Social Value

4  
Economic  
Restructuring  
Restoring Economic Value

# The Main Street Four Point Approach



## Organization

### Restoring Civic Value

- Communications
- Cultivate the public/private partnership
- Maintain organizational networks
- Volunteer orientation & development



# The Main Street Four Point Approach

## Design

### Restoring Physical Value

- Preserve, promote and enhance the district
- Walkability & Wayfinding
- Improve visual quality of area and businesses
- Long range planning

# The Main Street Four Point Approach



## Promotion

### Social Value

- Promotion of image and brand
- Promotion of Downtown as a destination
- Promotions to boost commerce

# The Main Street Four Point Approach



## Economic Restructuring Restoring Economic Value

- Training to help businesses stay strong
- Assistance to businesses wanting to expand
- Attracting new business



# How Main Street Management Works

Board of Directors

Executive Director

Organization

Design

Promotion

Economic  
Restructuring

Community/  
Public Relations

Advocacy

Volunteer/Partner  
Engagement

Membership

Networking

Inviting Appearance  
Pedestrian Orientation

Signage

Parking Management

Master Planning

Image & Branding

Special Events

Retail Promotion

Demographics & Stats

Business Retention

Business Expansion

Business Attraction

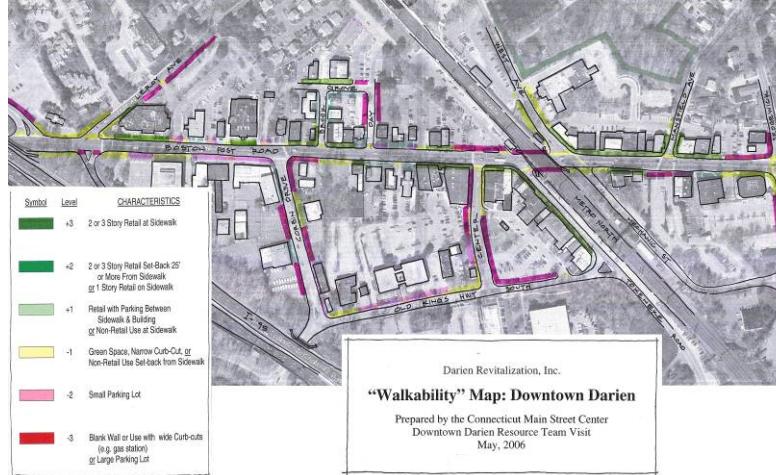


Main Street utilizes a preservation & place-based economic development strategy.



Commercial districts  
*must* be managed.





# How Revitalization Works

## Strategic Planning for Downtown

1. Develop the Vision & Mission
2. SWOT Analysis: Strengths, Weakness, Opportunities, Threats
3. Goal Setting
4. Project Identification
5. Work planning: Projects, resources and partners, timeline, budget
6. Implementation and communication



# Niantic Main Street

## Vision Statement

Downtown Niantic is an inviting seaside village easily accessible by car, foot, boat and train. It is a wonderful place to live, work and play where residents and visitors gather for specialty shopping, creative entertainment and arts, gourmet dining and water activities within a village that has recaptured its historic past.

## Goals

- ☐ Become the coordinating agency for the revitalization of downtown Niantic.
- ☐ Improve the image of downtown Niantic.
- ☐ Improve the competitiveness, selection, variety and quality of downtown Niantic businesses.

# Sample Workplan

Goals	Organization	Design	Economic	Promotion
Become the coordinating agency for the revitalization of Niantic Village	<input type="checkbox"/> Develop membership program for individuals & businesses	<input type="checkbox"/> Photo inventory/audit <input type="checkbox"/> Organize Spring Clean-Up Day	<input type="checkbox"/> Bldng/Prpty inventory <input type="checkbox"/> Neighborhood Survey <input type="checkbox"/> Initiate zoning revision	<input type="checkbox"/> Launch Branding program <input type="checkbox"/> Develop/launch website <input type="checkbox"/> Events calendar
Improve the image of Niantic Village	<input type="checkbox"/> Produce newsletter, featuring businesses	<input type="checkbox"/> Design Guidelines <input type="checkbox"/> Master Streetscape-Phase 1	<input type="checkbox"/> Initiate <i>Shared-Parking</i> dialogue	<input type="checkbox"/> Create new "maritime" event
Improve the competitiveness, selection, variety and quality of Niantic businesses	<input type="checkbox"/> Establish "Merchant Mixers"	<input type="checkbox"/> Draft/introduce Outdoor Dining ordinance <input type="checkbox"/> Façade Improvement for 267-277 Main Street	<input type="checkbox"/> Business Survey <input type="checkbox"/> Business networking & training program	<input type="checkbox"/> Establish retail advisory cmtee <input type="checkbox"/> Build downtown customer DB <input type="checkbox"/> Create retail tie-in event w/ movie theater



**MAIN STREET WORKPLAN**

PROJECT SUPERVISOR: \_\_\_\_\_

COMMITTEE:
GOAL:
PROJECT:

TASKS necessary to complete activity:	Who's responsible:	Timetable:	Budget:	Partners:

Tasks	Who	Timetable	Budget	Status	Vol Hours	Measures of Success	Partners
Develop list of civic orgs	Karen K. & Org Cmte	6/1/03	\$0	Informal list in office	3/10	Organized list in MS office	MS Board
Select public speaking coach	Jane B.	4/2/03	\$0	Completed	1/1	Coach selected	CT Storytelling Center
Coach Cmte Chairs & Org Cmte	Lorna S.	4/2/03	\$0	Completed	20/20	Competent Speakers	
Match speakers w/ civic orgs	Pauline L., Candy S., Karen K.	5/1/03	\$0	Not yet completed	0/3	Matched list	Civic Orgs
Contact presidents of civic orgs	Org Cmt members, Karen K.	As ready, by 9/1/03	\$0	Not yet completed	0/8	Assignments for speakers	
Develop presentations based on target audience	Pauline L., MS/Civic Org members	As ready	\$0	Not yet completed	0/20	Feedback on the street, increased speaker invitations	
<b>TOTALS</b>			<b>\$0</b>		<b>24/62</b>		

# A healthy Main Street starts with *Clean, Safe, Attractive & Fun*

- **Clean Team:** Sidewalks, streets, plantings, etc.
- **Code Enforcement:** Blight, public safety
- **Downtown Ambassador Program:**  
“Welcome!”, maps & guides, etc.
- **Signage & Wayfinding:** Gateways, parking, districts, attractions, places to sit, etc.
- **Attractive Storefronts:** Window displays, clean entrances, appropriate lighting
- **Healthy Businesses:** respond to the market-customer service, inventory control, cross-promoting, etc.

# Benefits of a Main Street Program...

- Community Pride
- Local Leadership
- Create Jobs
- Collaboration
- Increased Property Values

## Return on investments since 1996:

- 425 net new businesses
- 2,538 net new jobs
- \$1 billion invested in CMSC downtowns
- Over 269,000 volunteer hours logged



Main Street is a *proven* approach  
that builds on *your* strengths.

