



Design Committee Basic Training



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Design Committee Responsibilities

- Design education
- Design assistance
- Building improvements
- Public improvements
- Zoning and planning issues
- Motivating others to make changes



Principles of Main Street Design

- Start Small
- Avoid Themes
- Create Compatibility
- Stress Continuity
- Build Quality
- Don't Copy
- Be Realistic



Start Small

Begin with small-scale physical improvements~

- Inexpensive planters
- Banners
- Simple paint schemes
- Signs



Avoid Themes

Historic preservation is an ethic, not a theme

Don't create a false history by adopting historic themes

Don't try to make buildings look like something they never were



Create Compatibility

Build improvements on existing physical assets

Don't imitate historic styles as in this example

Consider changes that respect existing buildings



Stress Continuity

Avoid demolition

It will create a deleterious economic impact-

- Losses in jobs and sale
- Losses in property tax revenues
- Gaping holes in streetscape



Build Quality

Avoid cheap substitute materials

Every element of new construction should be the best possible.



Don't Copy

Avoid "mall formulas"

Build on downtown's unique identity



Be Realistic

Design improvements don't work in isolation

Complement good design with~

Sensible business development

Aggressive marketing

Permanent management structure



Basics of Main Street Design



Tri-partite Design

- Cornice
- Upper floors or parapet area
- Storefront



Alterations in the Name of “Progress”



Tips on Making improvements

- Consider entire building
- Take cues from neighbors
- Change dramatically with color
- Integrate facades with awnings
- Change image through signage
- Develop focal points with lighting
- Use windows to inject vitality



Consider the Entire Building



Take Cues from the Neighbors



Change Dramatically

With *Color*

- Keep it simple
- No more than three colors
- Use it to integrate the entire façade
- Choose shades and tones of same hue
- Select schemes that work with neighbors



Integrate Facades

With Awnings

- Simple, traditional shapes, colors, materials
- Fit it within storefront opening
- Avoid jarring colors or designs
- Resist the temptation of backlit plastic “sign box” awnings



Change Image through Signage

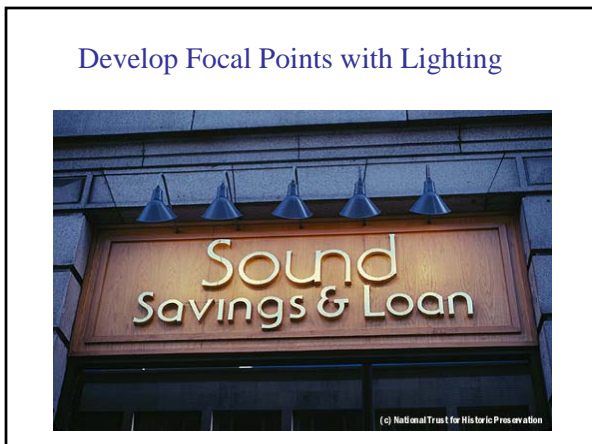
Reflect building and business image through ~

- Placement
- Proportion
- Colors
- Material
- Style









Use Windows to Inject Vitality

- Visual displays ~
- sell merchandise
 - set image of the business



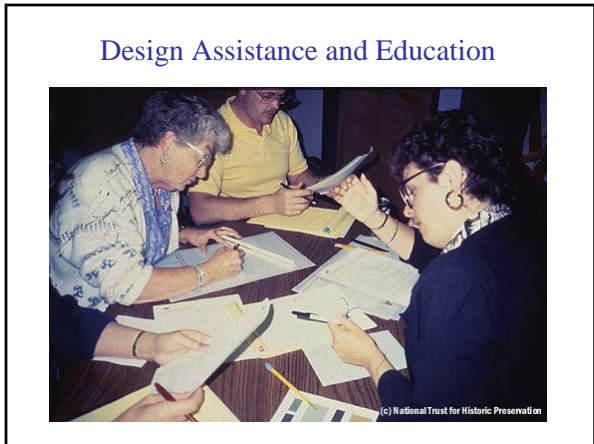
Public Improvements







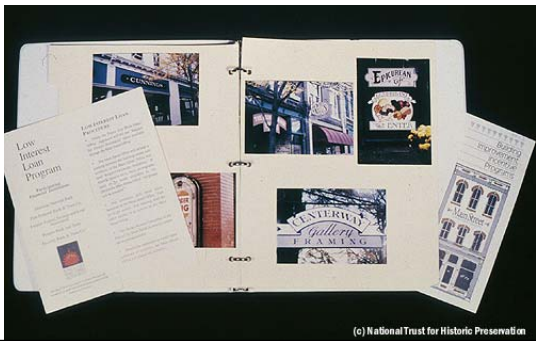




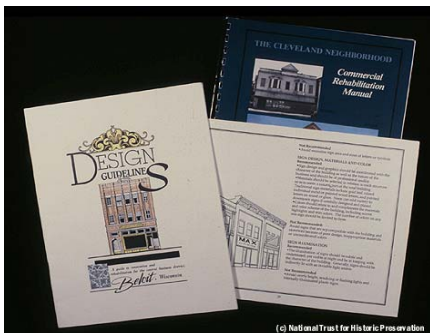
Get Professional Design Assistance



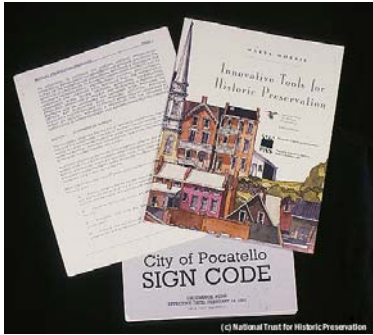
Build a library of design resource materials



Develop Design Guidelines



Get Involved in Planning and Zoning Issues



Persuading Others through ~

**Personal contact
and
Positive relationships**



Motivate Others

**Personal or
community pride**

Join their neighbors

Financial success



Offer financial incentives for design improvements



Questions?
