

Welcome!

Cultivating Place on Main Street

with Kathy Frazier, AIA, Frazier Associates, Staunton, VA

April 26, 2017

12 – 1 PM EST

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2. **Use the chat feature to ask questions.** The questions will be compiled after the webinar, answered, then distributed by email to participants, along with a copy of the presentation.
3. **Please complete the Survey Monkey evaluation** that will be emailed after the webinar.
4. **Register now** >> July 10-12: Downtown Intersections in Winchester; go to www.dhcd.virginia.gov to register! Group discounts available!

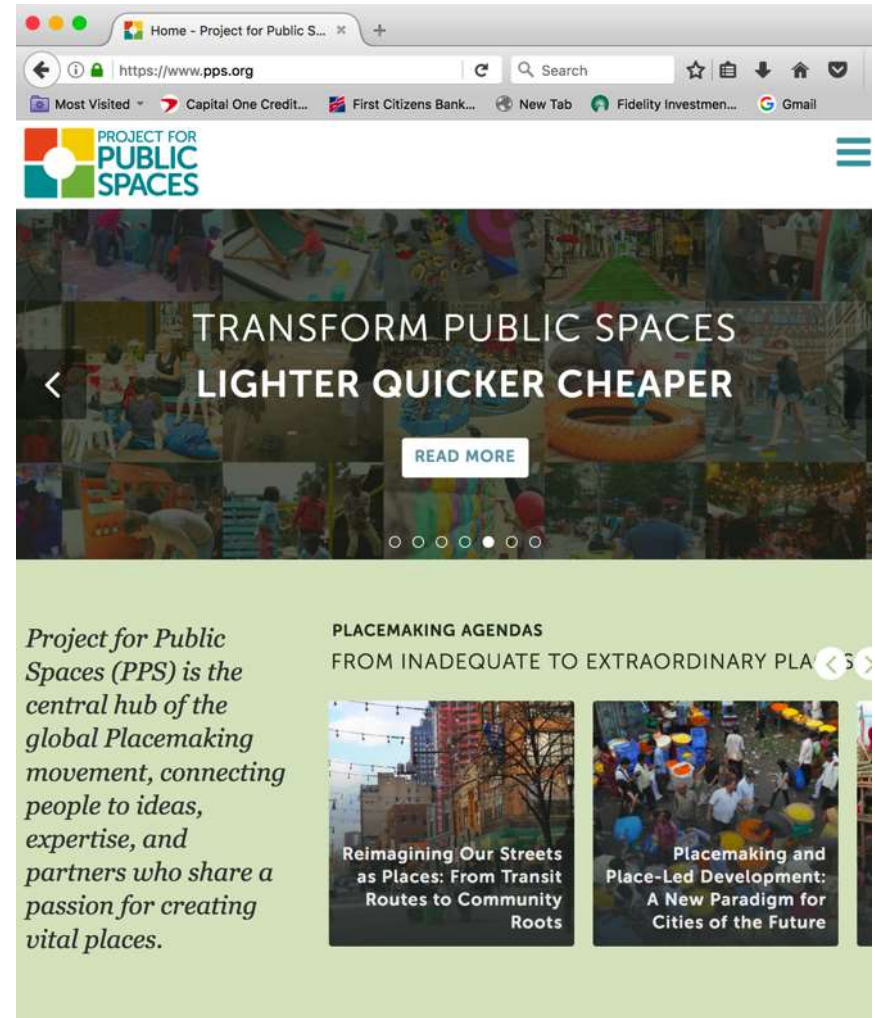
Placemaking

- What is it?
- How to make it meaningful for your community
- Some guidelines to think about
- Some examples



Placemaking Resources

- Project for Public Spaces
pps.org
 - World-wide
 - Examples on Pinterest
- Main Street Now Conference
 - Multiple Sessions
 - Edward Jones Funding



Placemaking (from Project for Public Places)

- ***Placemaking*** is the process of creating quality places that people want to live, work, play and learn in.
(Something Main Street has been doing for almost 40 years!)
- ***Placemaking*** capitalizes on a local community's assets, inspiration, and potential, with the intention of creating public spaces that promote people's health, happiness, and well being.

(I would add that, particularly for our historic downtowns in Virginia, that it can tell your unique story.)

Placemaking and Main Street

- Economic Development within the context of historic preservation –
- Sounds kinda dated, right?
- Wrong!
- When you look at the definition of “preservation” it does not mean to entomb or freeze something
- It actually means to keep something alive!
- And that is what we are doing through Main Street...
- And what Placemaking can enhance!

Current Economic Situation


- Current retail crisis
- Downtowns are in better shape now because they had to deal with retail leaving downtown starting more than 40 years ago.
- Mixed-use, live-work, dining, entertainment, retail experience, etc.
- Becoming exciting places to be with their own unique identity.
- But is that identity being fully expressed?
- Hence - the opportunity for placemaking!



MAIN STREET AMERICA™

MAIN STREET AMERICA ABOUT NMSC SERVICES RESOURCES

The Reality of Main Street



Ames Main Street Cultural District

[View the original posting on the Brookings Institution's blog.](#)

By Bruce Katz and Patrice Frey
April 20, 2017

Louis Hyman's recent piece in *The New York Times Sunday Review*, [The Myth of Main Street](#), presents a bleak choice for rural and rust-belt America: persist in hopeless efforts to rebuild your downtown or graciously accept a future of telecommuting for a distant corporation. The former he decries as nostalgia; the latter as the only economically viable option. But this offer is a false choice: there is another way for smaller communities to compete in today's economy and we believe a strong main street strategy is at the heart of it.

Transformational Strategies

- Locals ?
- Tourists ?
- In either case, having engaging public spaces is important!



Placemaking

- However – Placemaking is NOT doing what another town did and expecting the same result!
- Your community is already a unique place...
- Placemaking is a tool to help enliven your community and...
- Help visitors and residents experience your community and your story!

Identifying Placemaking Possibilities

- “Placemaking is not just about designing a park or plaza with efficient pedestrian circulation.
- It involves taking into account the interrelations between surrounding retailers, vendors, amenities provided, and activities taking place in the space
- Then fine-tuning the space with landscape changes, additions of seating, etc., to make all of those elements mesh.
- The end result should be a cohesive unit that creates greater value for the community than just the sum of its parts.”



Observe

- Take walk-arounds with Design Committee...and key stakeholders
- Go during events,
- Normal weekdays,
- Saturdays and
- Evenings.



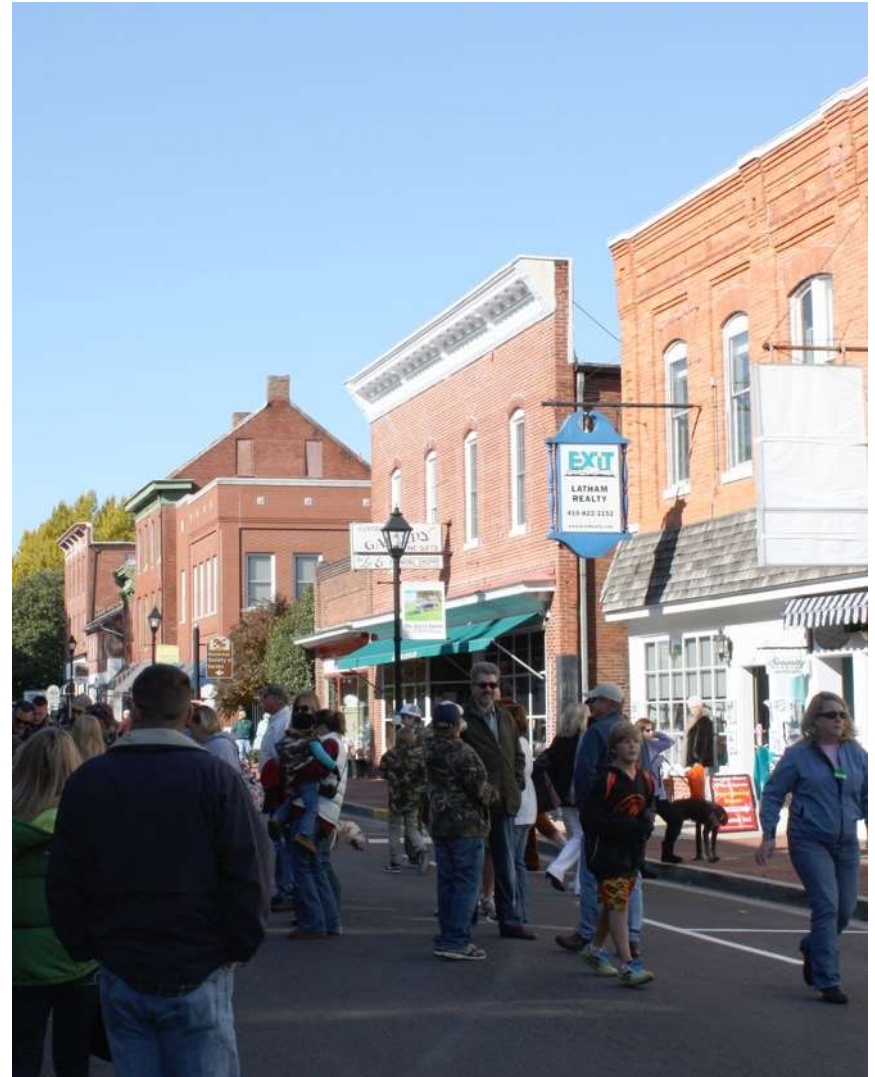
Observe and Ask

- Watch behavior
- Where are people sitting?
- Taking pictures?
- Gathering?
- Sun and shade?
- Views?
- What's the lighting like?
- Clean or dirty?
- Inviting or tired?



Lighter, Cheaper, Quicker

- Based on these observations:
- Make lists of potential projects,
- How can these projects enhance the experience of your downtown and
- better tell *your* story
- Try them out!
- Enhance that **experience** of *your* town!
- Now some ideas...



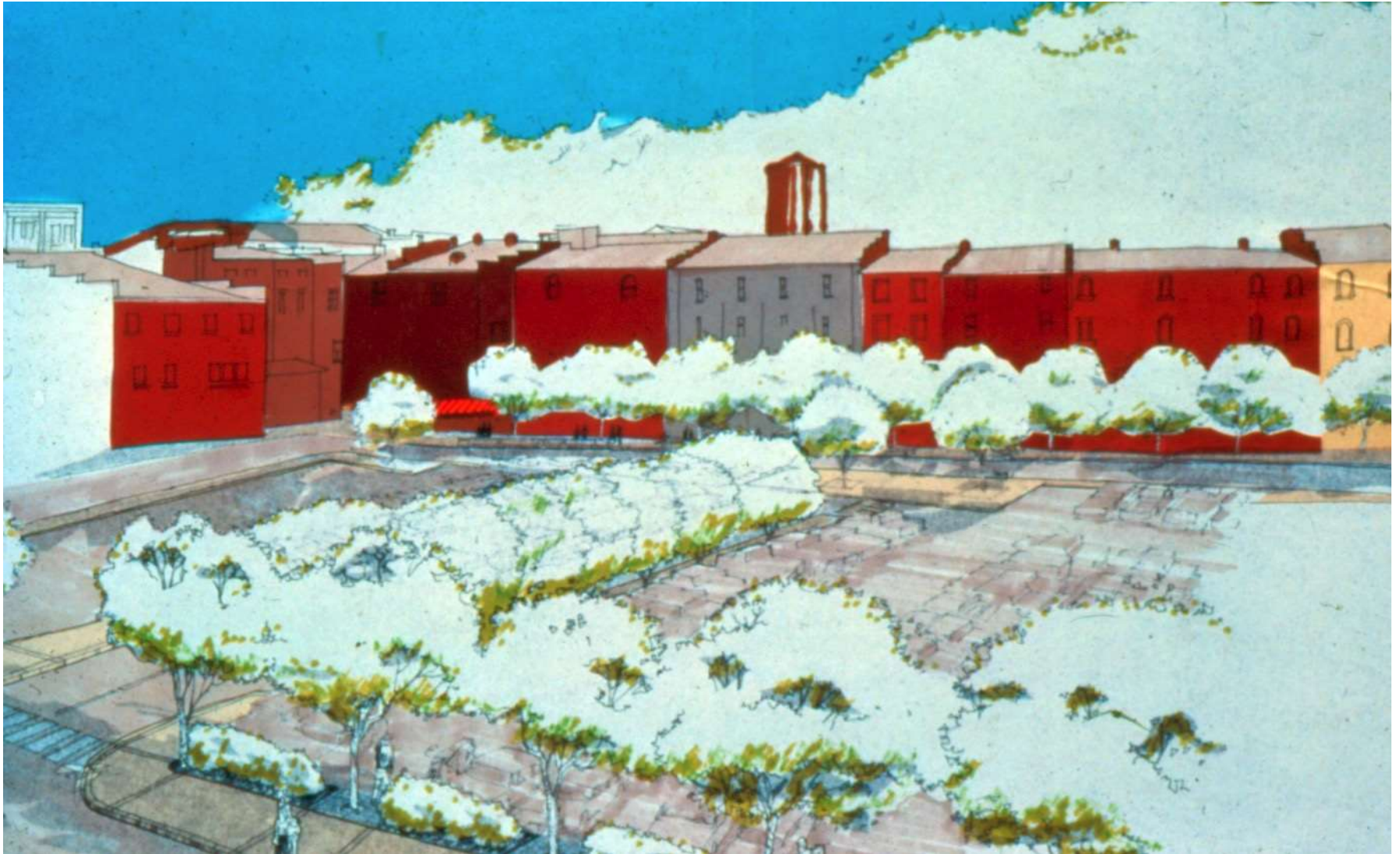
The Street Itself



Large Parking Lots - Staunton Example



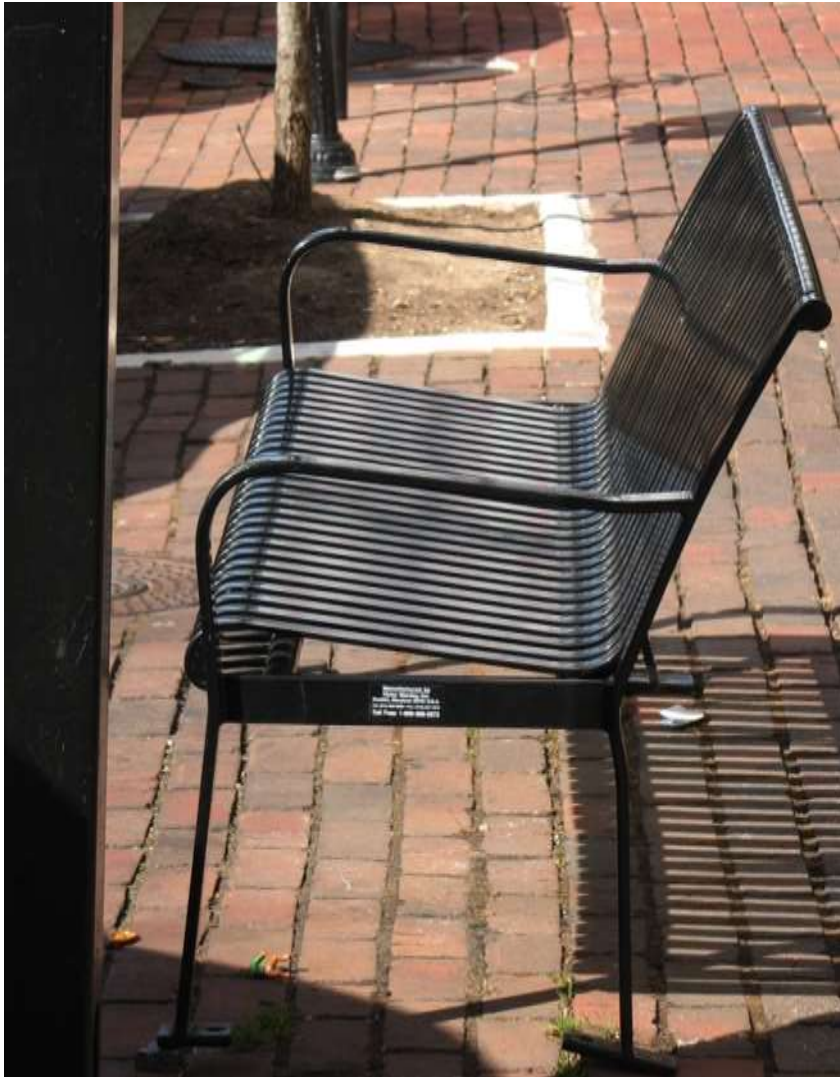
Design Concept



Farmers Market and Events



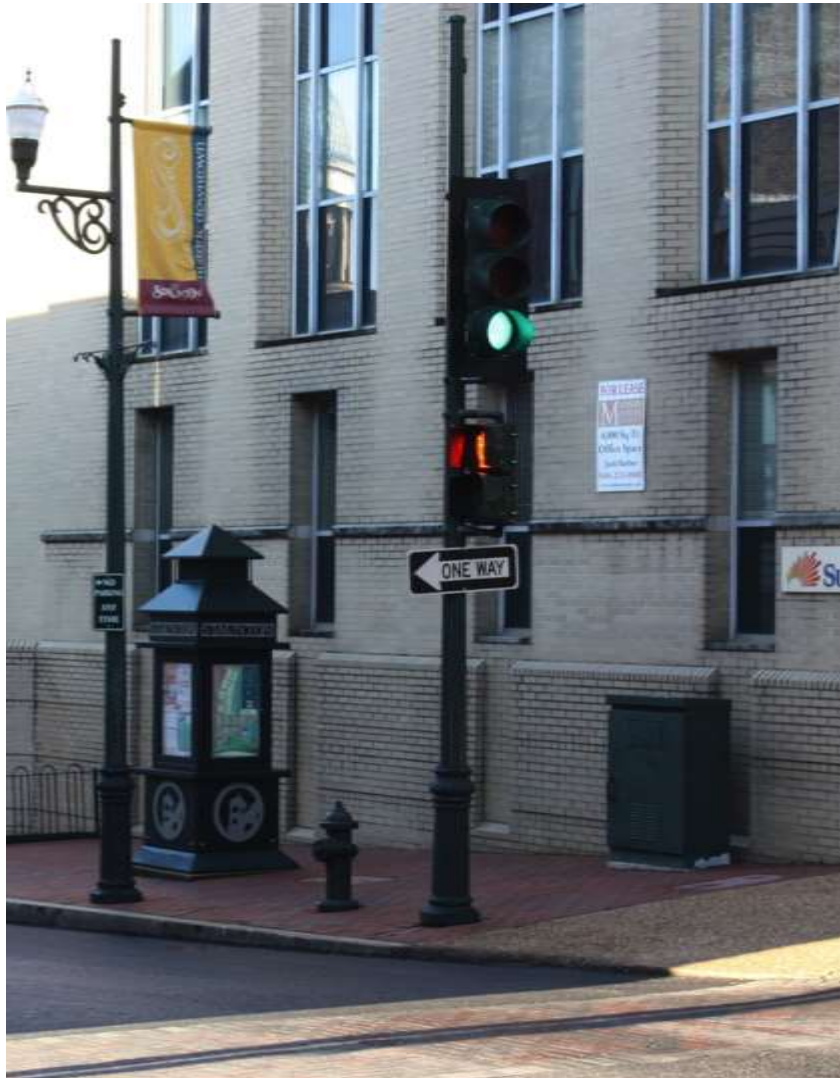
Benches



Maintenance and Use



Potential Locations – fitting into the context of your downtown



Things to Consider: Views and Adjacencies



Things to Consider: Views and Adjacencies



But also the opportunity for telling your story!



And experiencing your community!



Found Opportunities for Seating



Lighting



Old Town Alexandria

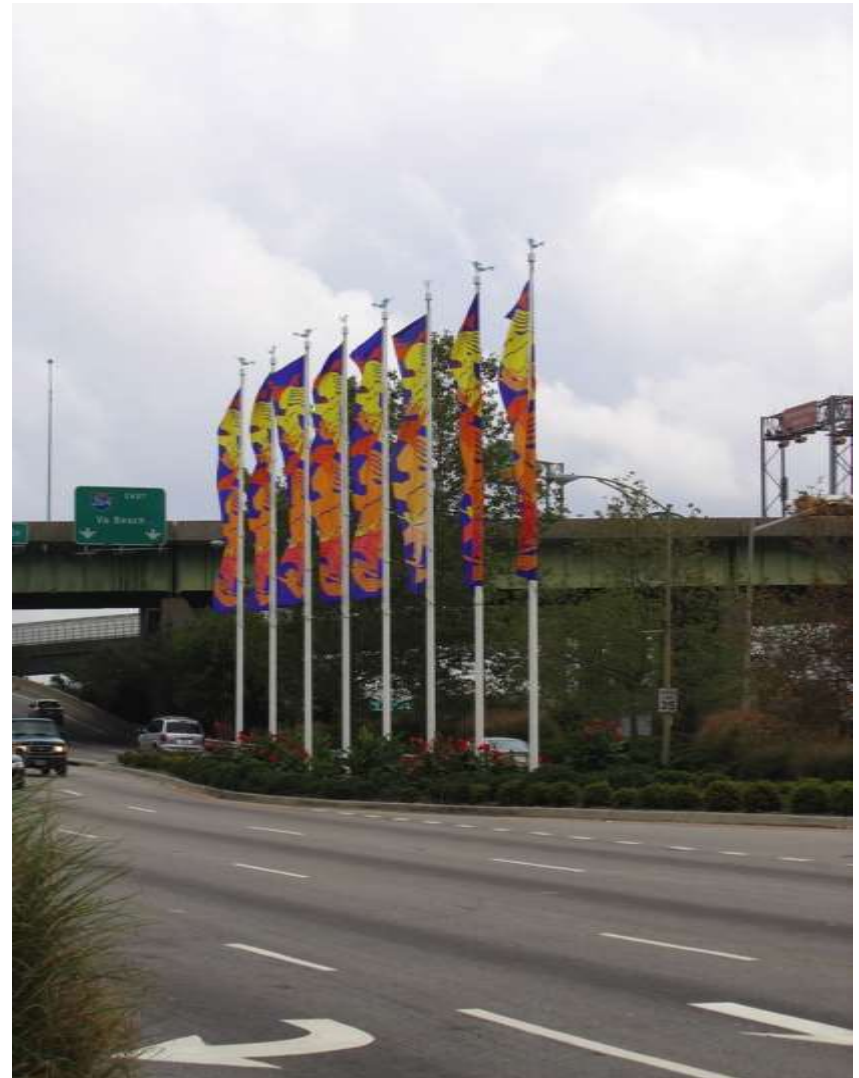


PHOTO BY ARASH BEHSHADPOOR | 01-05-07 | KING ST, ALEXANDRIA

Lighting - Events



Banners



Banners





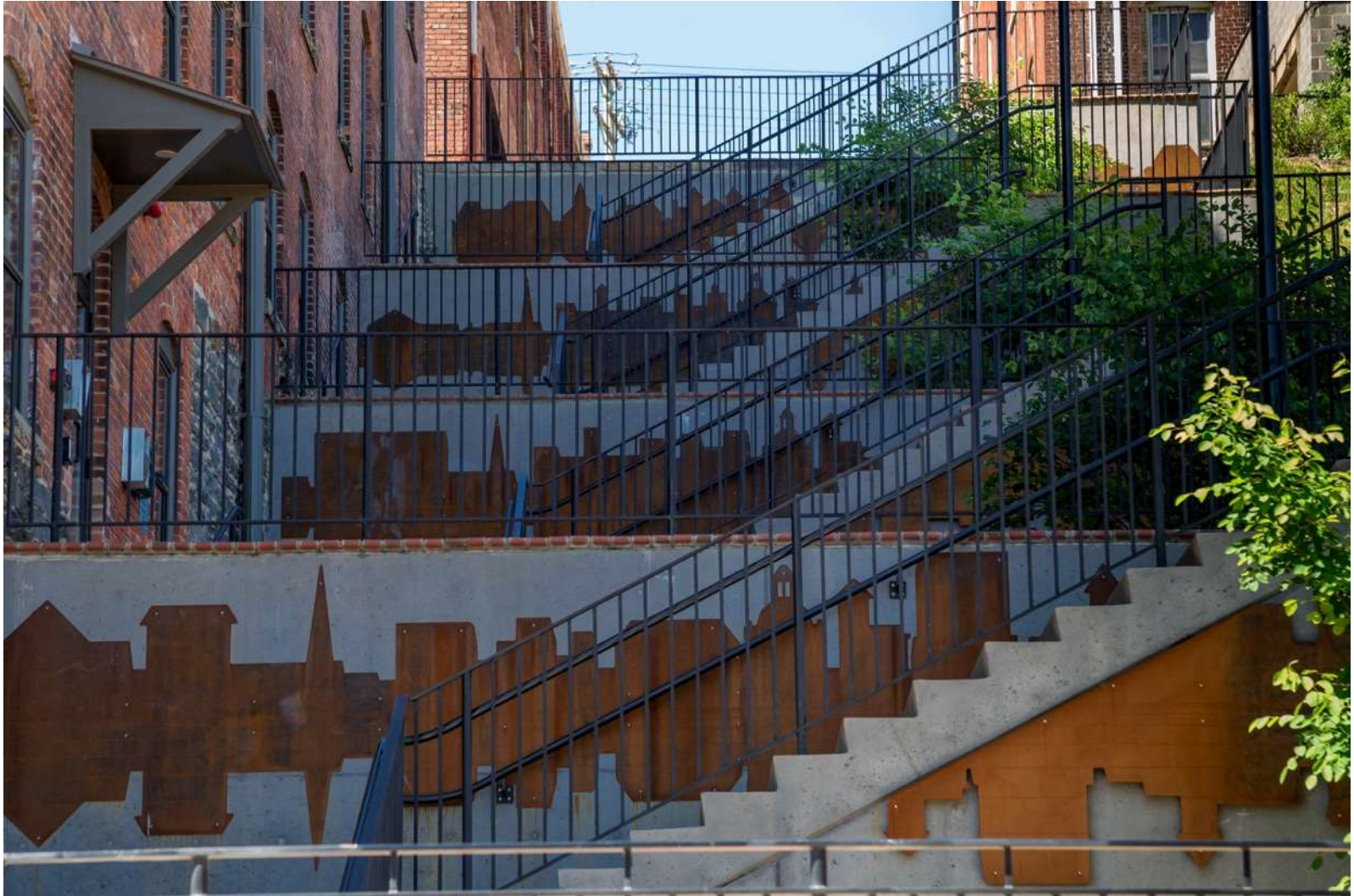
Banners - Staunton



Public Art



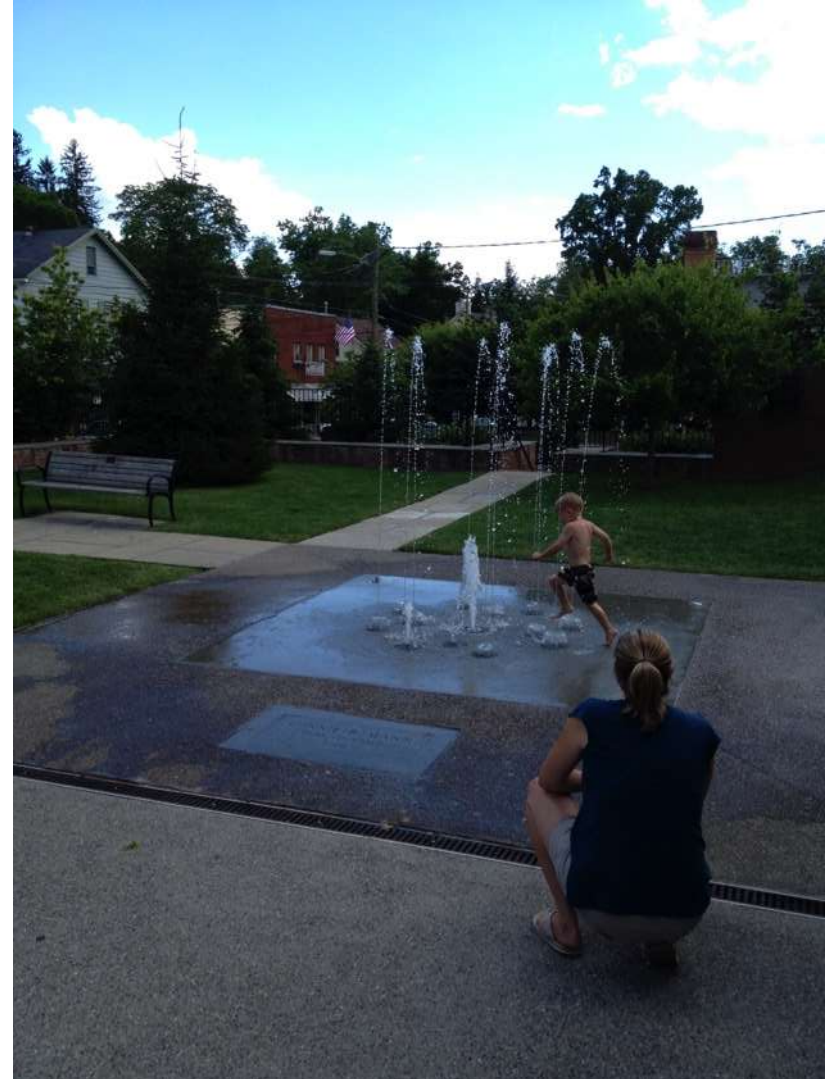
Lynchburg



Lynchburg



Water Features



Winchester



Path to Water Feature!





Murals



Smithfield, Virginia



Cumberland, MD



Bristol



Richmond



Tell Your Story!



Alleys



Alleys – Low Cost Improvements

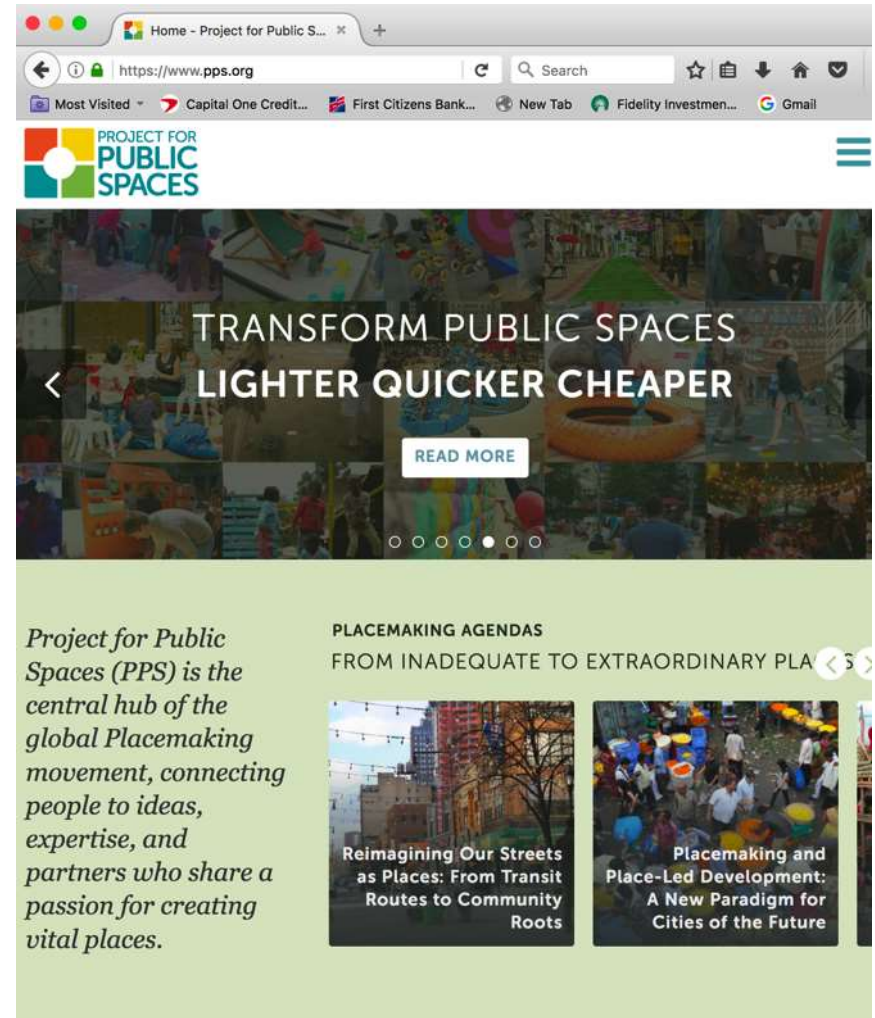


Signs



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