



Main Street by Design

Exploring What Works and What's Possible

During today's Rev Up workshop, your small group will explore a specific element of the host community's downtown. This walkabout is an opportunity to observe what's working well, discover design features that support a vibrant district, and imagine how existing strengths can inspire future improvements.

This same activity can be done individually at your home community using the same prompts.

1. As I walk around today, I'm focusing on (circle 1):

Facades & Storefronts Green spaces Signage Infill

Rear Elevation and/or Alleys Parking

Other: _____

2. Observe one example of your design element. Take note of its individual parts as well as the overall. Be sure to consider what's around it and how it fits into its surroundings.

Optional: Quick sketch - No artistic talent required!

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3. Keep observing your example to discover strengths and possibilities. In the grid below, write down at least four things you notice about this community element. For each observation, label it as either:

(S) – Strength to Celebrate:

Something that is working well and contributes to the vibrancy, character, or functionality of the district.

(P) – Possibility to Build On:

Something that shows potential, could be enhanced, or inspires ideas for future improvement.

Observations - Include a brief description.

Strength or Possibility?

4. Considering everything you've noticed about this community element:

- What makes it stand out or contribute positively to the Main Street experience?**
- How does it reflect the unique character, strengths, or aspirations of the district?**
- In what ways might it inspire or influence similar elements throughout the district?**

5. Assess any observations marked with an “P” and brainstorm what group and/or individual in the community could be an ally for accomplishing that goal.