

The Main Street Approach™

The Main Street Approach advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets: distinctive architecture, a pedestrian-friendly environment, personal service, local ownership, and a sense of community. It is an all-inclusive method to accomplish commercial district revitalization that requires commitment and collaboration from the public and private sectors in order to be successful. The process follows a four point approach to achieve its goals:

Organization involves building a framework that is represented by business and property owners, bankers, citizens, business associations, and public officials. Everyone works together to see revitalization occur.

Promotion creates excitement for the district. Street festivals, parades, retail events, and identity development are ways to encourage new customer traffic. Promotion involves marketing an enticing image to investors, shoppers, and visitors.

Design enhances the attractiveness of the business district. Historic building rehabilitation, new development, street clean-up, banners, landscaping and lighting all redefine the business district as a quality place to shop, work, and invest.

Economic Restructuring involves analyzing market forces to develop long-term solutions to revitalization. Recruiting new businesses, creative use of space, and sharpening competitiveness are outcomes that create a more vital business district.

Green Main Streets: In addition to the four points, Portland Main Street highlights sustainability as a core value underpinning support for local businesses, neighborhood values and environmental stewardship.

Portland Main Street will...

- ...Leverage private investment
- ...Develop locally-owned enterprises
- ...Create new jobs
- ...Increase community involvement
- ...Make neighborhoods more sustainable
- ...Increase neighborhood services
- ...Facilitate private-public partnerships
- ...Increase the tax base
- ...And much more!

Timeline:

Outreach begins:	Oct. 2009
Applications available:	Jan. 2010
Application due date:	May 2010
Participants announced:	June 2010
District training begins:	July 2010
Second round:	Jan. 2011

To learn more, please contact :

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