

Transforming a Downtown Using the Main Street™ Approach



**Governor's Local Issues Conference
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Is there a
future for
our small
towns?



If so, we will
need to go
beyond banners,
blooms, and
fancy
streetlights.





The Kentucky Main Street program
Exists to help communities develop
main street districts that :

- ✓ **ATTRACT** both residents and businesses
- ✓ **PROMOTE** private commercial investment
- ✓ **SPUR** economic growth

Creating your Revitalization Plan

- *Intention with Vision and Mission
- *Strategic Plan
- *Role of Community
- *Make the right thing easy (incentive packages, code enforcement)
- *Make the wrong thing hard
- *Establish Main Street program
- *Invest in Catalytic Development



EVALUATE YOUR RESOURCES

- ▶ Every community has a wealth of strengths and talents - the problem is too few communities know what those are.
- ▶ Conduct an asset inventory
- ▶ Do a SWAT analysis
- ▶ What makes you unique? Don't try to be someone else, be you!

R & D

=

Rip Off & Duplicate

Keep your eyes open there are good ideas everywhere you can adapt for your community.

Pocket parks, alley activation, pop up shops, night markets, farmers markets.



Embrace change!



Change, is the Fuel that Drives
a Community's Revival

Change is a Chance to Have A New Growth Experience

Why Historic Preservation is Vital for Redevelopment

- The “Urban Renewal Model” of tearing down and rebuilding was a failure.
- You can’t afford to build building like they did in the past
- Federal & State Historic Tax Credits bring strong ROI for Historic Preservation & Adaptive Reuse

Encouraging Historic Preservation on Main Street

- Code Enforcement is Vital
- Require Historic Preservation Standards on all projects using State or Local Funding
- Have appropriate design guidelines for the Main Street (Historic Downtown Commercial District)
- Highlight Good Examples
- Avoid ersatz historic design on new buildings. They need to be compatible, not copied.

State & Federal Historic Preservation Tax Credit Program

Preserves Historic Buildings

**Stimulates Private
Investment**

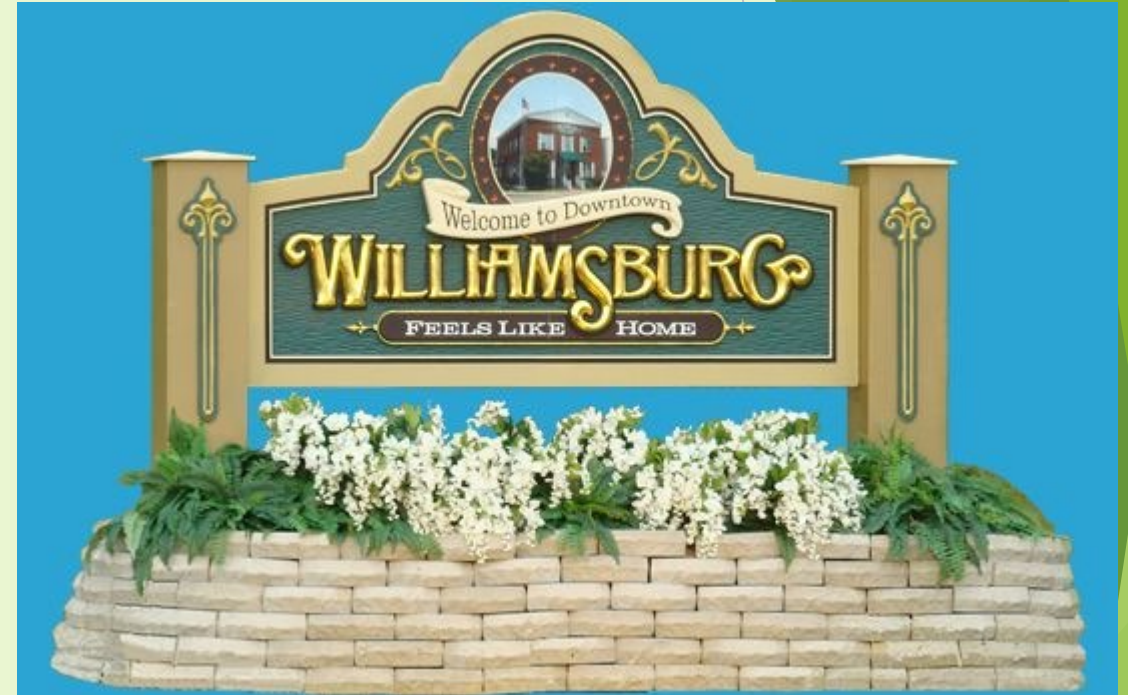
Creates Jobs

Revitalizes Communities

This program has leveraged over \$109 Billion in private investment to preserve and reuse over 46,000 historic properties since 1976.



Making an entrance!



The best cities have distinctive entrances

Bardstown is Open for Business!



So how do I get to.....



Good signage is a must

Have wayfinding signage, and make sure that they can find it on their phone on your web-site or social media sites. Let them know where the parking lots are! (get sign photo from Pikeville for parking)

Wayfinding signs depend on who they are for. Larger on the highways, smaller for pedestrians in the district



Saugatuck, Michigan does it right



Self help and ambassadors on the weekend

You've got to eat.



Vibrant Main Streets have interesting restaurants.

What makes you distinctive?



LaGrange, KY: The Railroad

Make room for children!

Splash pads

Large games at
the square



Make room for music!



Trash cans are vital for clean streets



Solar trash cans have been installed in cities around the country. Charleston SC expects to save \$200,000 a year because these trashcan let you know when they are full reducing the need for daily checks.



At Disney World trash cans are every 30 feet!



History
can be an
attraction

Upper stories, not just for pigeons, anymore...



- Downtown Lofts
- Professional Offices
- High Tech Offices

Our Main Streets
must be...

Relevant

Authentic

Vibrant

Valued



Let's make
our Main
Streets
places to
make
memories!



What is *Main Street*?



What is Main Street?

4 Point Approach



The Value of Main Street©

Organization

Brings the community together to reach consensus, lead revitalization efforts, develop partnerships, and add resources.

Design

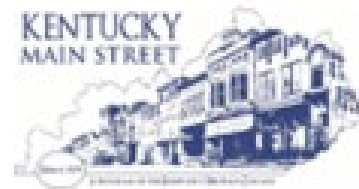
Enhances downtown's physical appearance while preserving the communities heritage and historic character

Economic Vitality

Works with existing businesses, property owners, and partners to strengthen the local economic base

Promotion

Positions downtown as a center of community activity, promotes its positive image, and markets its unique assets



Main Street America's 10 Standards of Operation for Accredited Programs

1. Has broad-based community support for committees the commercial district revitalization process, with strong support from both the public and private sectors
2. Has developed vision and mission statements relevant to community conditions and to the local Main Street program's organizational stage
3. Has a comprehensive Main Street work plan
4. Possesses an historic preservation ethic
5. Has an active board of directors and
6. Has an adequate operating budget
7. Has a paid professional program manager
8. Conducts a program of ongoing training for staff and volunteers
9. Reports key statistics
10. Is a current member of the Main Street America™ Network

Enough is Enough - Pineville 2014

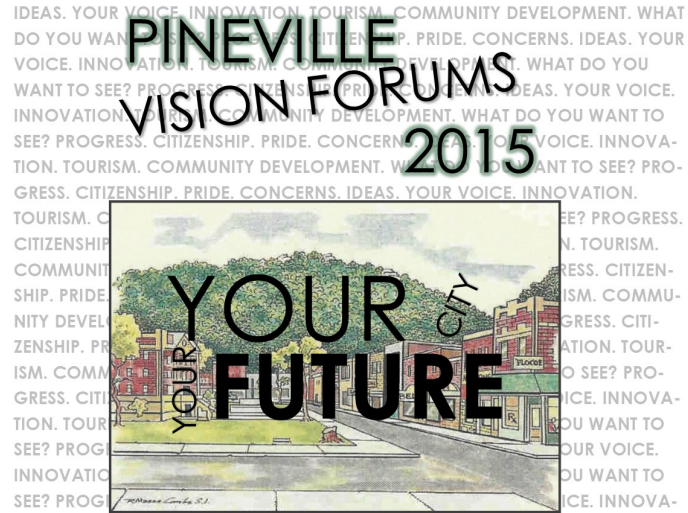


- 80% vacancy rate on the Courthouse Square
- Dilapidated & Neglected Properties
- Drug/Crime rate on the rise
- “Nothing good going on downtown”

Where do we start?



Where do we start?



Thursday, February 12th

10:00 a.m. PHS Youth Forum (closed to the public)

12:00 p.m. The Flocoe (lunch available for purchase)

2:00 p.m. Wallsend Forum (at Community Center)

4:00 p.m. Newtown Forum (at Our Father's House)

7:30 p.m. Bell Theater



UKAg cedik
Community and Economic Development Initiative of Kentucky



- Vision Forums facilitated by CEDIK
- 5 locations
- 100+ attendees
- Youth Forum
- Served as the framework to our Strategic Plan

Strategic Plan

Pineville Community Strategic Plan

VISION

In 10 years, Pineville will be a vibrant, growing and welcoming community with something available at all times of the day for both residents and visitors, including restaurants, shops, events and diverse attractions such as adventure, historic and environmental tourism.

GOALS

1. Renovate downtown and other buildings in the community to provide attractive retail space, second floor apartment living and higher quality housing throughout Pineville. (pgs. 2 - 4)
2. Capture the tourism value of the natural and historic assets of the area. (pgs 4 - 8)
3. Grow diverse job opportunities for persons of all ages and skills (pgs. 8 - 12)
4. Develop a diversity of recreational and entertainment opportunities for persons of all ages and interests. (pgs 12 - 15)
5. Strengthen the bonds among the different neighborhoods and age groups of Pineville to insure that all members of the community benefit from development efforts. (pgs 15 - 17)
6. Encourage local philanthropy and establish a Pineville Community Fund. (pgs 17-19)

Goal 1: Renovate Buildings & Attract Businesses



Incentive Package:

- Small Business Loan (local bank)
- Free Construction Roll-off Dumpster
- Water Taps & 20,000 gallons
- Tax Moratorium
- Design Assistance through KHC/KYMS
- Small Business Development Center

Design Assistance

investigate interior and remove siding to restore window pattern - cornice may remain as well

unfortunate loss but could be minimized with installation of awning

consider painting lighter/ more neutral - closer (but not necessarily matching) facade

this third story has been added

note cornice detail from post-card since lost

unfortunate - original masonry openings bricked in - could be restored someday from photo though

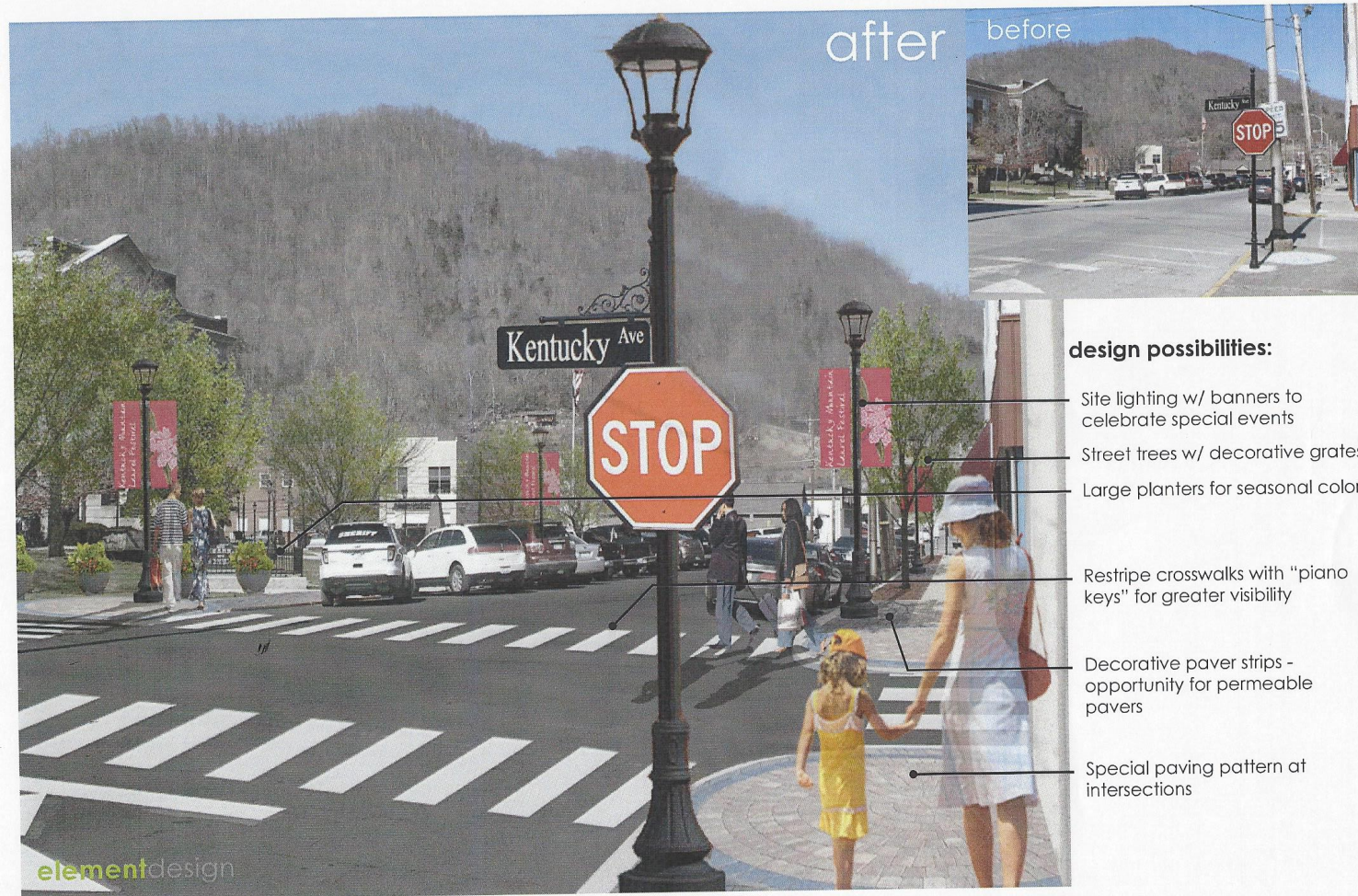
recommend removing metal siding historic fabric of transoms may remain. Even if not, individual awnings would have more curb appeal as well encourage more pedestrian traffic



Goal 1: Renovate Buildings & Attract Businesses



Goal 2: Capture the Tourism Value



Goal 3: Grow Diverse Job Opportunities



- Offer Scholarships for Workshops through SBDC
- Business Retention & Expansion through CEDIK



- Service Industry Hospitality Training
- SEKRI (Southeastern Kentucky Rehabilitation Industries)

Goal 4: Develop Diverse Entertainment & Recreational Opportunities



Goal 5: Strengthen Bonds between Ages & Neighborhoods



Goal 6: Philanthropy



UPPER CUMBERLAND
COMMUNITY
FOUNDATION





MAIN STREET PINEVILLE

Who are we?



TRUNK OR TREAT

BUSINESS RECRUITMENT & EXPANSION



ZOMBIE 5K



MAIN STREET LIVE!

HERITAGE



THE GALA

NETWORKING

PROMOTIONS

FLOWERS

BUSINESS INCENTIVE PACKAGE

WAYFINDING SIGNS

\$3.18 MILLION REINVESTED IN 2016

NATIONALLY ACCREDITED

PARADES

FLAGS

YOUTH ENGAGEMENT

STREETSCAPE

COMMUNITY SERVICE

KYMS CONFERENCE HOST CITY

KIDSFEST

ECONOMIC DEVELOPMENT

NEW BUSINESSES

MOVIES

BELL THEATER

REPAIR THE SQUARE

CHRISTMAS EVENTS

CHRISTMAS DECORATIONS

KMLF EVENTS

DESIGN

WORKSHOPS



Even during a pandemic KYMS communities continued to thrive.

2020 KYMS Community Reinvestment Statistics

Net New Jobs	842
Net New Businesses	122
Rehabilitation Projects	66
Amount invested in building rehabilitations	\$34,879,756
New construction	\$8,035,000
Private investment	\$28,129,794
Public investment	\$17,371,590
Volunteer hours	22,299 = \$515,107
2020 Total reinvestments	\$45,501,384



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