



MAIN STREET IOWA DESIGN ACTIVITIES CHECKLIST

GOAL: To encourage improvement of the Main Street district's physical appearance.

Develop action plans with quantifiable goals and budgets for each activity.

Building/Business Inventory

(w/ Economic Vitality)

- Assessor's information (owner, date, value, square footage)
- Amenities (heat type, loading dock, elevator)
- Current use, condition, availability
- Local contact (property manager)
- List all businesses
- Categorize by type

Photo Inventory

- Current images
 - Exteriors
 - Interiors - first and upper floor (especially vacant buildings)
 - Before / After / In-progress
- Historic photo collection

Public Improvements

- Space / amenities inventory (lights, trash containers, drinking fountains, benches / seating, vending machines, trees, plantings)
- Parking inventory / survey
 - Number of stalls and location
 - Percentage of occupancy
 - Turnover
- Seasonal decorations
- Public improvements program
 - Clean-up days
 - Streetscapes and amenities
 - Wayfinding
 - Public art
 - Landscaping

Develop and Market Incentive Programs

(w/ Economic Vitality)

- Local
- State
- Federal

Ordinances / Guidelines / Plans

(with city and/or county)

- Review

- Revise
- Develop

Design Assistance

- Follow-up / implementation
 - Develop/revise proposals
 - Locate contractors
 - Locate suppliers
 - Develop cost estimates
 - Assist with labor
 - Assist with incentive applications
 - Provide incentives
- Design Tool Kit
 - Main Street Iowa technotes
 - Awning samples
 - Paint samples
 - Preservation Briefs
 - Preservation Technotes
 - National Main Street Center "Building Improvement File"
 - Product information

Historic Preservation

- Certified Local Government / Historic Preservation Commission
 - Formation
 - Development
 - Interaction
 - Representation
- Historic research survey
 - Windshield survey
 - Sanborn maps
 - National Register nomination
- Façade improvements

Design Education and Awareness

- Presentations
- Articles and publications
- Tours
- Awards / recognition
- Workshops / demonstrations

Window Displays / Visual Merchandising

- Workshops / contests
- Implement displays in vacant windows
- Promote quality design and practices



MAIN STREET IOWA DESIGN SERVICES

The Design Point services focus on enhancing the physical elements of downtown while capitalizing on the unique assets that set the district apart. Using preservation-based strategies, Main Street encourages building reuse through appropriate rehabilitation and maintenance and provides education to help communities protect and manage their historic resources.

One-on-one technical assistance:

MSI design specialists are available for one-on-one site visits with building and business owners to discuss potential building and site improvements.

Training: (Possible topics include but are not limited to...)

- Design Point-Focused Committee and Task Force Training
A 90-minute onsite training to review the roles and responsibilities of a Design Committee.
- Main Street Design Basics
This presentation gives an introductory overview of Main Street Design principles. Attendees will learn basic preservation, design, and maintenance recommendations for historic downtown buildings and public spaces through example images and “before and after” case studies.
- Signs and Awnings for Downtown
Well-designed signs and awnings highlight downtown businesses and enhance the look and feel of the district. This training looks at how to appropriately integrate signs and awnings with historic downtown architecture, design considerations, and examples of unique signage that will have business owners thinking outside of the box when it comes to new sign design.
- Simple Building Improvements for (Almost) No Money
Many property owners and tenants, especially in small towns, want to improve their buildings but simply can't afford to do an expensive total rehabilitation. This training shows how even small budget projects can have a big visual impact and create positive momentum for downtown revitalization efforts.
- Upper Floor Rehabilitation
This session looks at redevelopment opportunities for typical downtown buildings, including use options, design considerations, and common pitfalls. Inspiration images and case studies highlight Iowa communities ranging from 1,000 to 100,000 in population.
- Window Displays and Visual Merchandising
This presentation reviews the basic principles of design and applies them to window displays. Examples shown will engage and inspire downtown merchants – even those with unusual or hard to display product types.

Targeted Technical Assistance:

- Exterior Design Assistance
Conceptual renderings are available to show potential façade improvements and business signage/logo design. Recommendations are also available for compatible new construction/infill development.