

Take a walk downtown...



Governor's Conference on Tourism: Enhancing the Maine Experience by Connecting With Your Downtown



...and imagine how it came to be



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Why are Maine's downtowns so important?

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Downtowns provide an authentic experience of *place* and *heritage*



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Where handcrafted delicious details...



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...meet fresh local food and dining



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locally owned independent businesses...



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...and charming downtown libraries



Downtown: Where memorable stories make history come alive...



...where signs inform and amuse



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...and where banners, flags and flowers
add life to the street!



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Public Improvements add pedestrian safety and aesthetic impact



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Put it all together and what do *we* get?...



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Authentic sense of place that abounds in Maine

Loaded with historic architecture that
tells a unique story about our
culture, our past and our future



Maine Downtown Center

Created in 1999 by the Maine Legislature



- Main Street Maine
- Maine Downtown Network
- Downtown Institute
- Maine Downtown & Preservation Conference
- Online Resource Library
- Technical Assistance

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The Main Street Four-Point Approach®

A 30-year comprehensive program for downtown revitalization utilizing economic development within the context of historic preservation

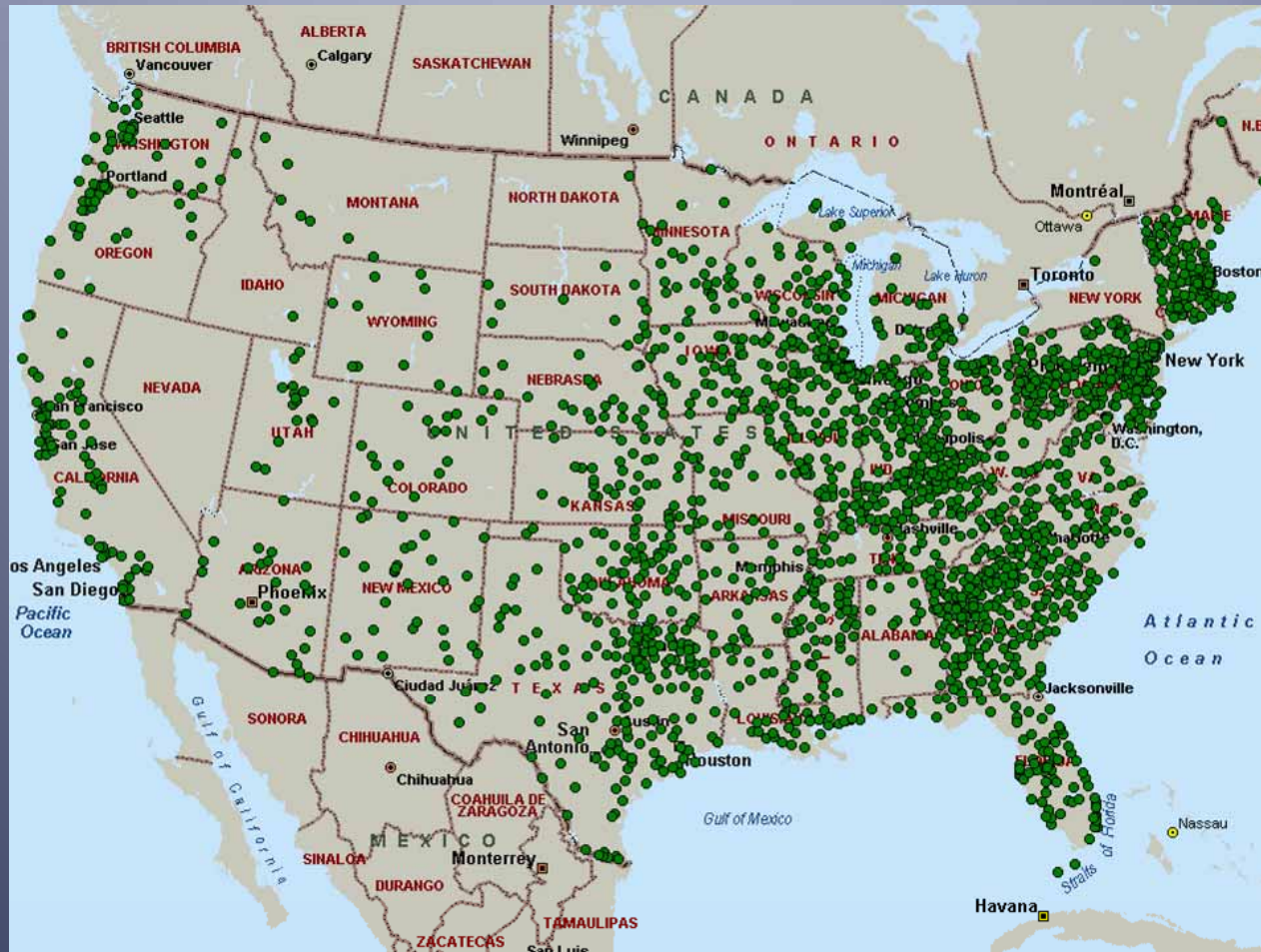


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National Main Street Network

Since 1980 – reaching over 2,200 downtowns

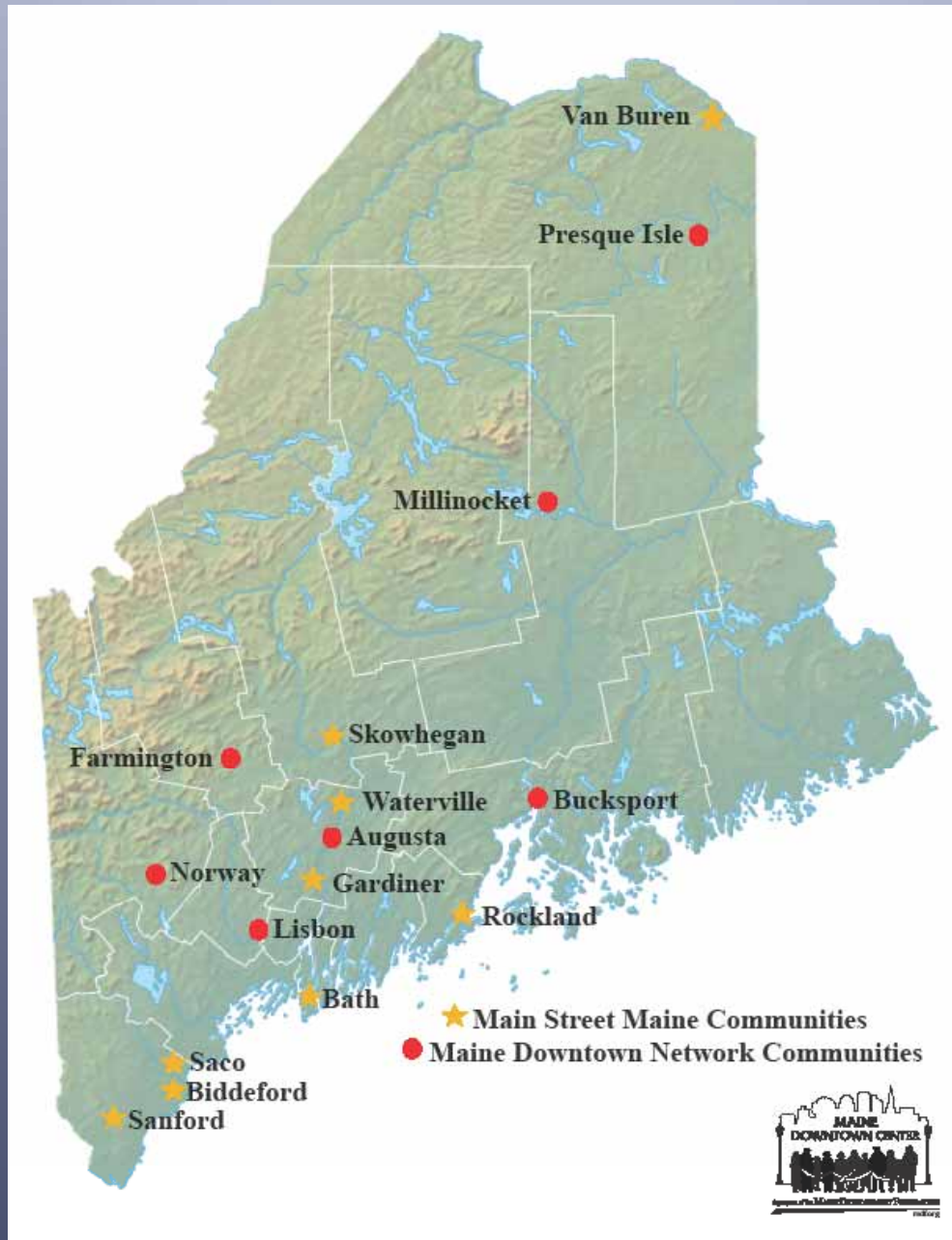


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National Results through 2008

- **\$48.8 billion** Reinvestment in physical improvements
- **\$11,083,273** Average reinvestment per community
- **87,850** Net new businesses created
- **391,050** Net new jobs created
- **206,600** Buildings rehabilitated
- **\$25** Dollars invested in physical improvements for every dollar invested in program administration



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Results? You BET!

- **\$102.8 million** Reinvestment in physical improvements
- **168** Net new businesses created
- **694** Net new jobs created
- **401** Buildings rehabilitated
- **143,673** Volunteer Hours
- **\$24.49** Dollars invested in physical improvements for every dollar invested in program administration

Green Downtowns!

- Our newest program focused on Main Street design principles, trail connections to downtown, energy efficient buildings and healthy walkable downtowns!



A few of our partners

- The National Trust for Historic Preservation
- Department of Economic & Community Development
- Maine Historic Preservation Commission
- Maine Preservation
- The Downtown Coalition
- State Planning Office
- GrowSmart Maine
- Maine Community Foundation
- USDA and the Betterment Fund

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Organization: Leadership, management and volunteering



- Downtown merchants and business owners
- Residents
- Local Government
- Chamber of Commerce
- Historical Society
- Groups and organizations
- Schools

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Get Involved!

It truly *does* take a village...



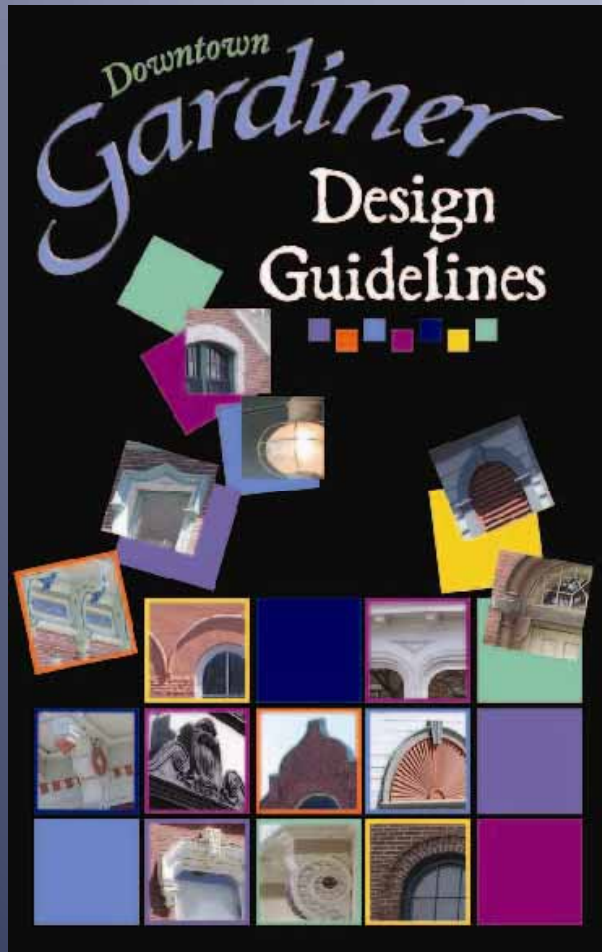
Design and Preservation



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Quality Design Sells



Signs

Signs should complement the style of the building in design and color, provide information simply and legibly, and be constructed from appropriate materials. Signs may not be internally illuminated (neon), but can be lit by an external light source (spotlight). Any advertisement that can be seen from the street on the front or back of a building is considered a sign. To hang a sign on existing brackets you will need a permit from **Gardiner Codes Office**. If you will be affecting brick or masonry, listing business area facades by hanging a sign, you will need to contact the **GHPC** as well.

A building can have a total of up to three signs. These include:

- Hanging signs - Mounted perpendicularly to the building and no higher than 9' in ft.
- Flush-mounted signs - Mounted on the building surface (or atop a window).
- Exterior signs - Sandwich boards or other notices on the sidewalk.

Windows

Windows are elements that are often changed during a rehabilitation or renovation. If you plan to do more than replace a pane of glass or minor hardware repair, you should contact the **GHPC**. When replacing a window, you should not only consider the number of light colored window panes and style of frame, but the brand, size, surface, thickness, and other architectural elements around the window opening. As a rule, wood is preferred and double lines are preferred over windows with grilles between or on top of the glass. Windows are often used as a visual means of access. To meet the minimum fire and safety code requirements the width of a window opening should be greater than 20in and the height should be greater than 24in, minimum 5' 7in, net clear opening. For more information about this you can contact the **Gardiner Codes Office**.

Awnings

Awnings and canopies can enhance the appearance and function of a building by providing shade, shelter, shallow patios, and a point of visual interest. A building with an existing awning can repair the awning with a permit from the **Gardiner Codes Office**. To add or replace an entire awning, the **GHPC** must approve.

General rules for awnings are that they should complement the building in design, color, and materials. They should be placed above windows and doors (extending 60 percent preferred), they may not extend over 2/3 of the sidewalk or extend 4 feet from the building face (whichever is greater), and no reflective materials - incorporated light sources - or supports that rest on the sidewalk or street. Graphics on an awning must be placed on the valance and be no greater than 10 square feet. Awning graphics count as part of the total building signage.

Elements of a Building

When you go before the Historic Preservation Commission it is advisable to have a picture of your existing building, a sketch of proposed work, and details regarding materials to be used and design of the proposed work.

Resources

City of Gardiner (207) 582-4200
www.gardinermaine.com
Information on City government and services

Gardiner Code Office (207) 582-6892
code@gardinermaine.com
For signage, storefront changes, window or door changes and building permits.

Gardiner Planning Office (207) 582-6888
maine@gardinermaine.com
Permitting, zoning, low income loans, city assistance in Gardiner

Gardiner Fire Chief (207) 582-5150
fire@gardinermaine.com
For Gardiner life safety issues, egress and fire escapes.

Gardiner Historic Preservation (207) 582-1238
For information on historic buildings in Gardiner

Gardiner Main Street (207) 582-3100
www.gardinermaine.org
For information on downtown Gardiner and resources.

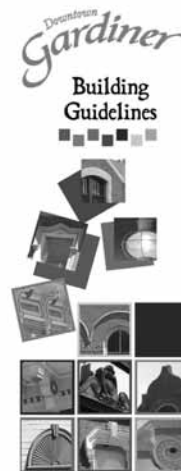
Maine Downtown Center (207) 622-6345
www.mdc.org/downtown
Information on downtown revitalization

Maine Historic Preservation Commission (207) 287-2132
www.maine.gov/hpc
Information on Maine's historic places and technical guidance.

Maine Historic Preservation (207) 775-3652
www.maine.gov/hpc
Resource for Maine historic places information.

National Trust (617) 523-0885
www.nationaltrust.org
National historic preservation organization.

US Access Board (ADA) (800) 872-2233
www.access-board.gov/
National board concerned with accessibility issues.



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A program of the MAINE DEVELOPMENT FOUNDATION
mdf.org

Challenges in the landscape...



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Incentives to Stimulate Reinvestment

- Community Development Block Grants
- Tax Increment Financing districts
- Historic Tax Credits
- Affordable Housing Credits
- Transportation Enhancement (DOT) grants
- For nonprofit owned: Foundation grants, intervention grants and technical assistance

Parking Truth or Dare

- Quality directional signage makes a big impact
- Aggressively debunk the “we have a parking problem” myth
- Designate employee parking off Main Street
- Create space sharing partnerships
- Designate coach loading areas and longer-term parking areas



How about a twist on Percent for the Arts?



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Time Square's "Charmin" restroom



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Promotion



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Community Branding



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Economic Restructuring = Business Retention & Recruitment



How do I find a space?
What are the steps I need to follow?
How much time should I allow
for the process?
Where do I find help?

A GUIDE TO
Starting your
Business in
BIDDEFORD

HOB
heart of biddeford
www.heartofbiddeford.org • (207) 450 6233

A central graphic with a black background. It contains text at the top asking questions about finding space and time. Below is the title 'A GUIDE TO Starting your Business in BIDDEFORD'. In the middle, there is a collage of three small images: a bakery storefront, a storefront with a sign, and a man in front of an art gallery. At the bottom is the HOB logo (Heart of Biddeford) and the website and phone number.

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What you can do to help

- Make sure your cultural assets are inventoried and mapped
- Update your Comprehensive Plan to include protection policies for historic and archeological resources
- Amend your Land Use Regulations to include processes, criteria and incentives to prevent demolition or demolition by neglect

What you can do to help

- Identify all buildings listed in or eligible for the National Register of Historic Places
- Identify all locally-significant landmarks and determine how your community will insure their sustainable future
- Adopt design standards to insure new design is appropriate and supportive of your town's unique character
- Build public awareness of the values of preservation

Become an outspoken advocate for Maine's downtowns and cultural assets



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Believe in the Power of Place.

The **Place** is Downtown.

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It's the legacy we leave for future generations



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Save the Dates!

March 9

Maine Downtown Day

State House Welcome Center – Augusta

April 9

Maine Downtown Institute – Green Design!

Augusta City Center

June 3-4

Maine Downtown and Preservation Conference

Downtown Augusta

For more information about the Maine Downtown Center:

www.mdf.org

reflin@mdf.org or kcady@mdf.org