

Essentials 2013: Design



Introductions & Today's Agenda



FRAZIER ASSOCIATES
213 N. Augusta Street
Staunton, Virginia



A full service design firm... knitting communities together through design.

- Frazier Associates has multiple disciplines to deliver design services including:
 - Historic Architects
 - Designers
 - Graphic Designers
 - Architectural Historians
 - Planners
- We all share a common commitment to the careful stewardship of historic buildings and communities.





Before Frazier Associates



Main Street: Economic Development within the Context of Historic Preservation



Main Street Approach

1. Organization
 2. Promotion
 3. Design
 4. Economic Restructuring
1. Comprehensive
 2. Incremental
 3. Self-help
 4. Partnerships
 5. Identifying and capitalizing on existing assets
 6. Quality
 7. Change
 8. Implementation

Why does appearance matter?

- First things customers/visitors see
- Potential investors and developers are always looking
- Mark of the health of the downtown
- Measure of how you view yourselves





What you will take away from today:

- Information you didn't have for successful design projects
- Solutions for issues you didn't know you could fix
- Tools for problems you didn't know you could solve
- Knowledge of aspects of design you may not have thought about before



How are we going to get there?



Today's Agenda

10 Things To Know About Design



1. Downtown Uses – The Customer



2. The Fabric of Your Downtown - The History



2 (cont). The Fabric of Your Downtown - Elements



3. The Players

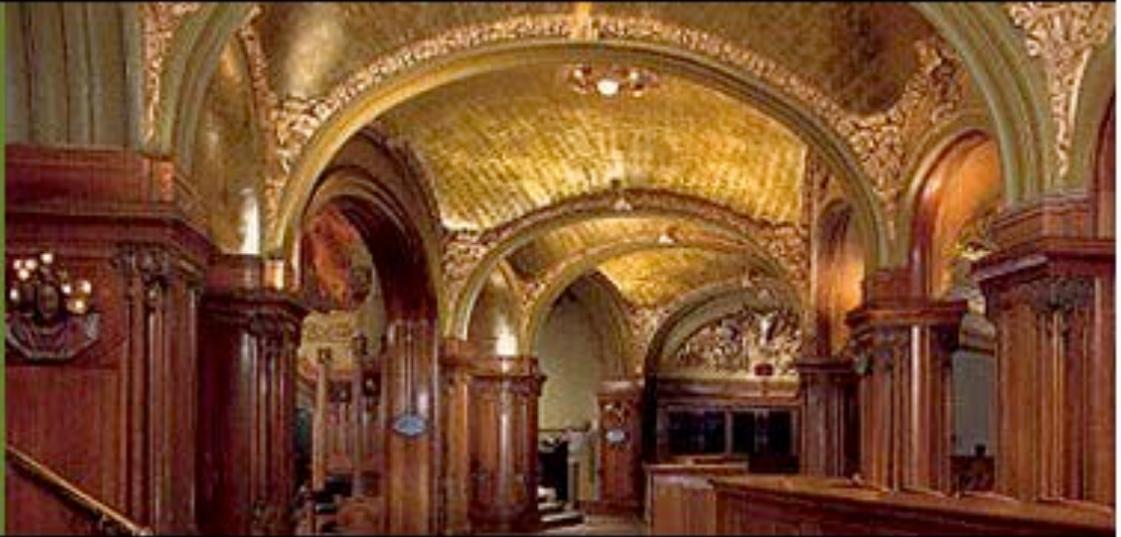
National Park Service

National Park Service
U.S. Department of the Interior

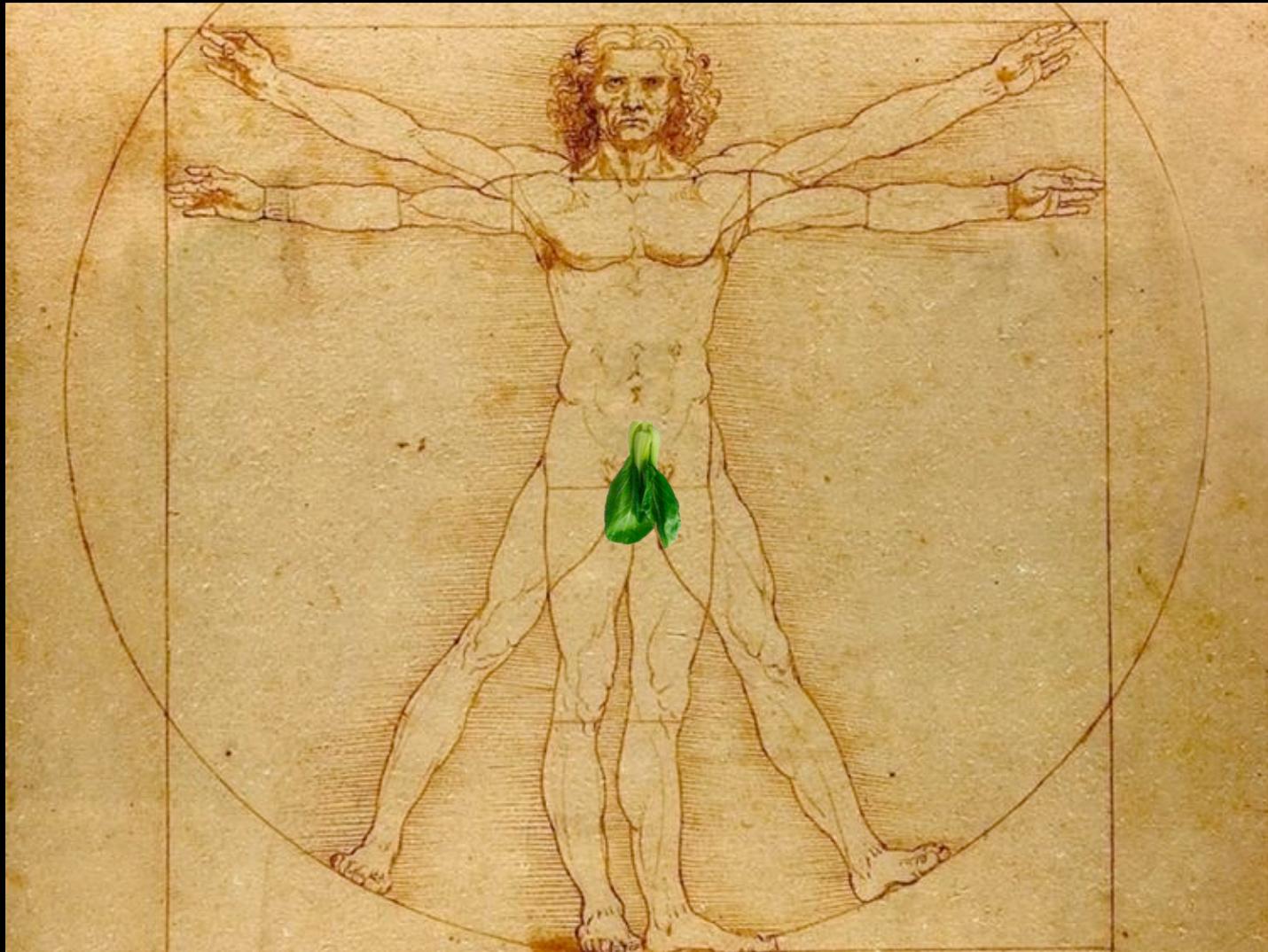


Historic Preservation Tax Incentives

Technical Preservation Services



4. The Benefits of Historic Designation



5. Design Principles



6. The Issues



7. The Design Process

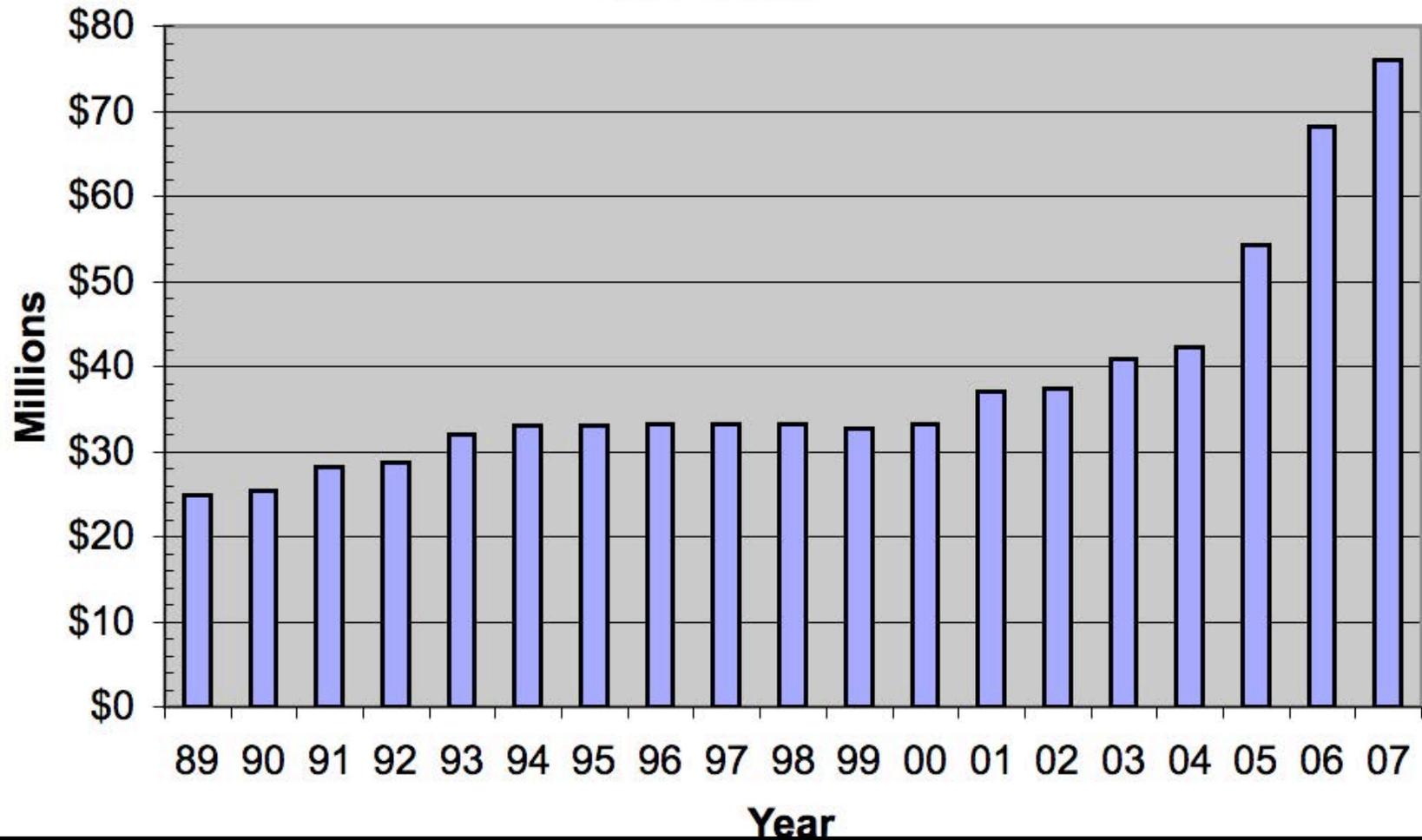


8. Solutions For Public Realm



9. Solutions For Buildings

Downtown Service District 1989 - 2007



10. Other Financial Tools



Introductions

Name

Community

Role in the Main Street Process

Biggest Design Challenges



Today's Agenda

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