



Main Street Essentials

Culpeper, VA
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The following excerpt slides were from a presentation originally developed by Todd Barman while with the National Main Street Center. They are redelivered for this Virginia Main Street Essentials Workshop with permission.

Downtown development plan

A concrete and compelling vision of a fully functioning future marketplace




Market driven development

- Step 1: Define a market to go after
- Step 2: Use numbers (e.g. demographics) to inform decision making
 - To position development within regional and local markets
 - To gauge quantity of customers (demand) versus leasable space (supply)
- Step 3: Add a little gut intuition
- Step 4: Don't do business specific market research



Develop businesses

- Effective combination (niches) AND effective location (clusters)
 - **Competitive** businesses sell the same type of products and services
 - **Complementary** businesses sell related products and services
 - **Compatible** businesses share customers
 - **Anchor** businesses generate traffic within and for each of these niches and clusters



Design a dream marketplace

- Your commercial district will not thrive thinking about one space at a time, one business at a time, or one event at a time
 - Independent and impulsive development results in weaker marketplaces than cooperative and strategic development



Design a dream marketplace

- Reposition and add space and businesses within the district to visually map out or model the ideal business district
 - Art and science



Design a dream marketplace

- Leverage your existing or potential niches by spatially arranging them
 - to generate the most foot traffic
 - to positively impact “sales”



BARMAN
Development Strategies, LLC

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