

# Virginia Main Street

## How to Apply Workshop



**VIRGINIA DEPARTMENT OF HOUSING  
AND COMMUNITY DEVELOPMENT**

*Partners for Better Communities*

[www.dhcd.virginia.gov](http://www.dhcd.virginia.gov)

# Workshop Agenda

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- What is Main Street?
- Designation Benefits
- Program Eligibility
- How to Apply
- Q&A

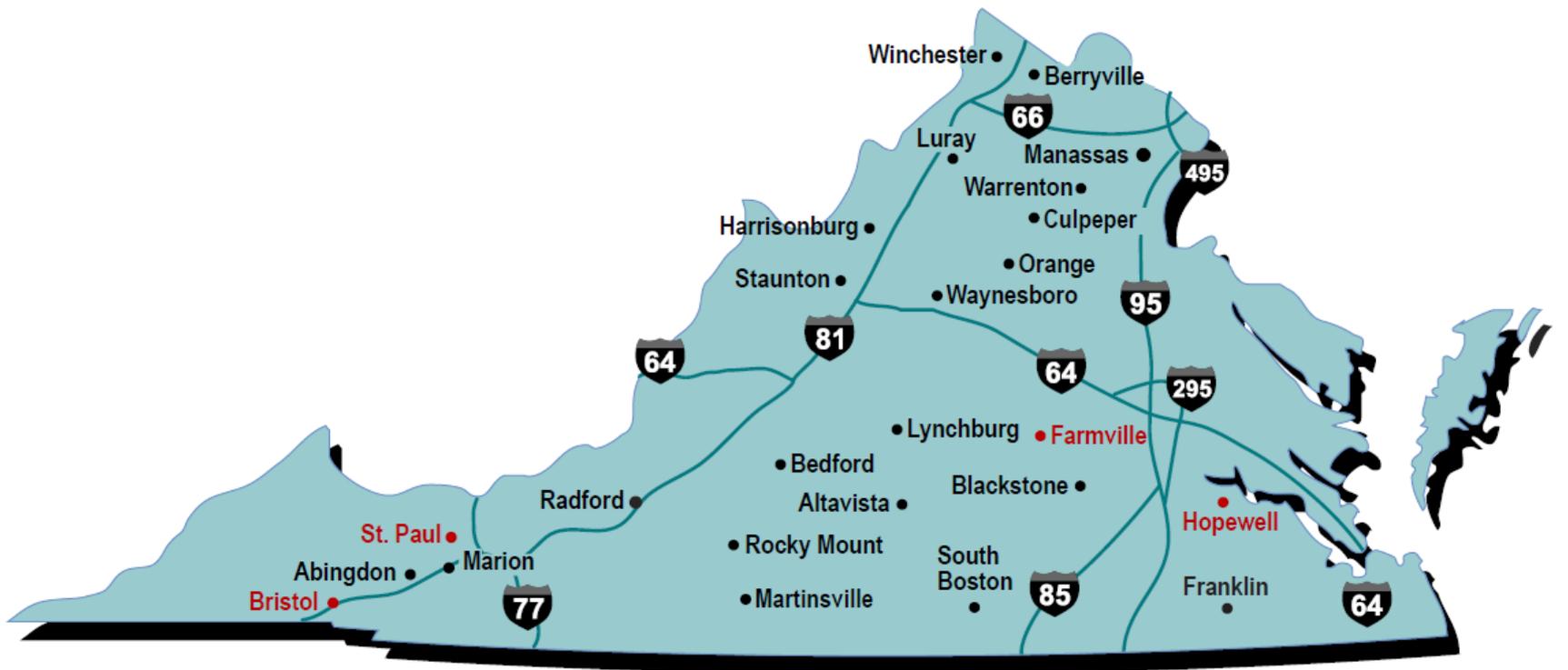


# What is Main Street?

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- National Trust for Historic Preservation
  - National Trust Main Street Center
- Asset-based economic development
- Grassroots revitalization strategy
- Virginia Main Street
  - A state coordinated program
  - 25 Designated Communities
  - 80+ Affiliates

# What is Main Street?



\* Newly designated Virginia Main Street communities

# What is Main Street?

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## Main Street Four Point Approach<sup>®</sup>

### Organization

Volunteer Development  
Communication/Public Relations  
Fundraising

### Design

Public Spaces  
Building Improvements  
Education/Technical Assistance  
Regulation/Enforcement

### Economic Restructuring

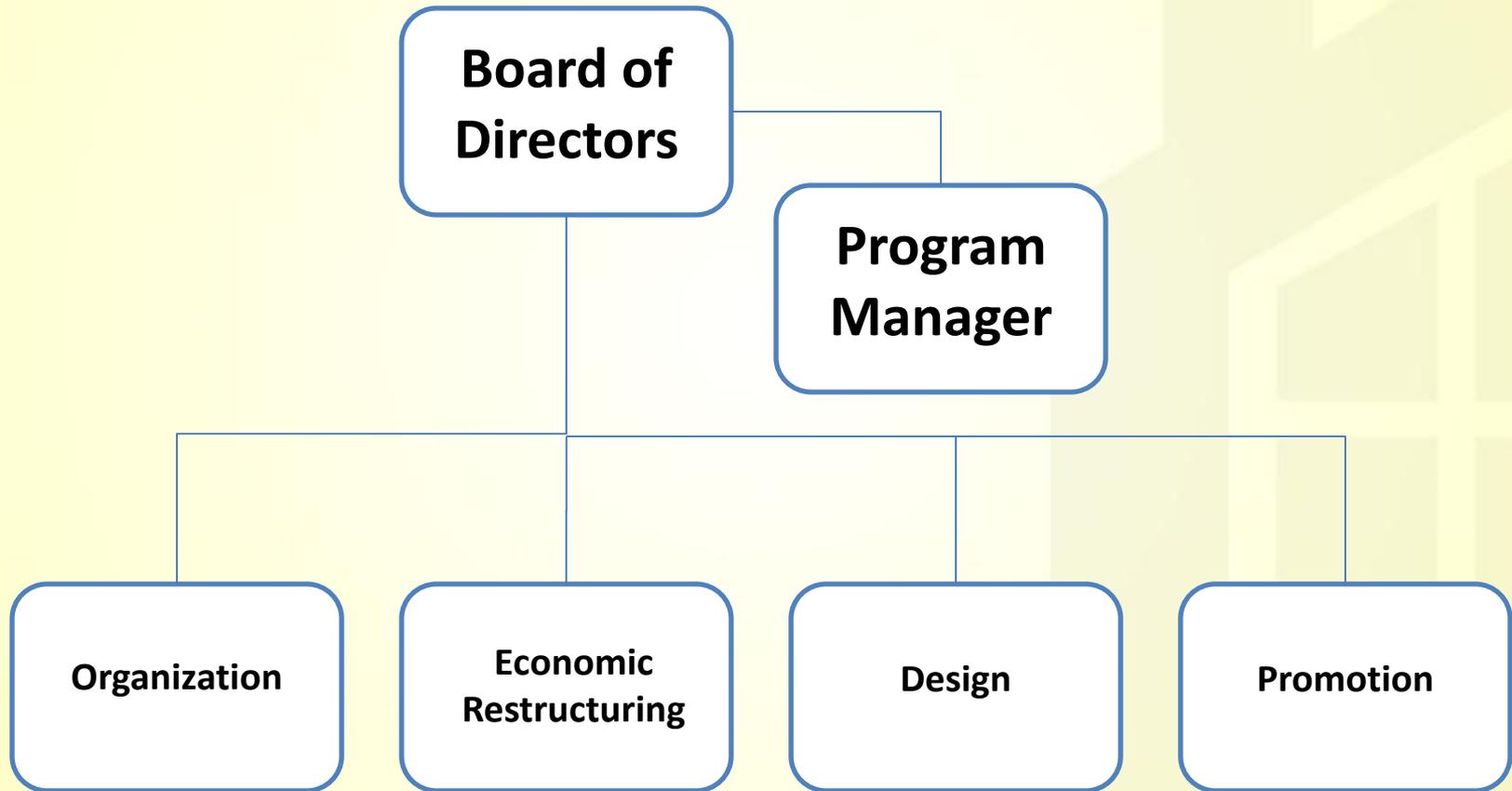
Market Research  
Business Assistance  
Financial Assistance  
Property Development

### Promotion

Marketing Strategy  
Image Development  
Retail/Business Promotions  
Festivals/Specials Events

# The Main Street Organization

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# What are the benefits?

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## **New community services:**

- Organizational support
- Technical assistance
  - Economic Restructuring consultation
  - Design services
  - Promotion resource visits
- Branding and image development
- Public Relations
- VMS Training Series

# What are the benefits?

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## **Mature community services:**

- Technical Assistance
- Training
- Resource Material
- Public Relations
- Downtown Improvement Grants
- Feasibility studies
- Scholarships

# Who is eligible?

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## **Communities with:**

- Traditional commercial district
- Historic character
- Population of no more than 75,000
- Coordination of DHCD programs and other revitalization tools
- Economic distress
- Local government & private sector support
- Commitment to grass roots, stakeholder led revitalization

# DHCD's new Centralized Application Management System (CAMS)

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- All applications must be made through CAMS.
- You must register your organization before submitting your grant application. Registration may take a few days to be approved, so please register as soon as possible.
- Use Internet Explorer 7 or higher to utilize CAMS.

- **CAMS website:**

<https://dmz1.dhcd.virginia.gov/camsportal/Login.aspx>

- **Register on CAMS:**

<https://dmz1.dhcd.virginia.gov/camsportal/Registration.aspx>

# CAMS tips

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- The application process requires you to type your answers into boxes on the website.
  - It is much easier to write your responses in a word document and cut & paste them into the CAMS application.
- When items are saved you should see: **"The information has been saved successfully. The application is not completed. Please click OK to go to the next section,"** across the middle of the screen.
- If you do not see the that text or your data is not where you typed it contact the **CAMS help desk from 8:30am-5:00pm** [CAMSHelp@dhcd.virginia.gov](mailto:CAMSHelp@dhcd.virginia.gov)

# The Application: How to Apply

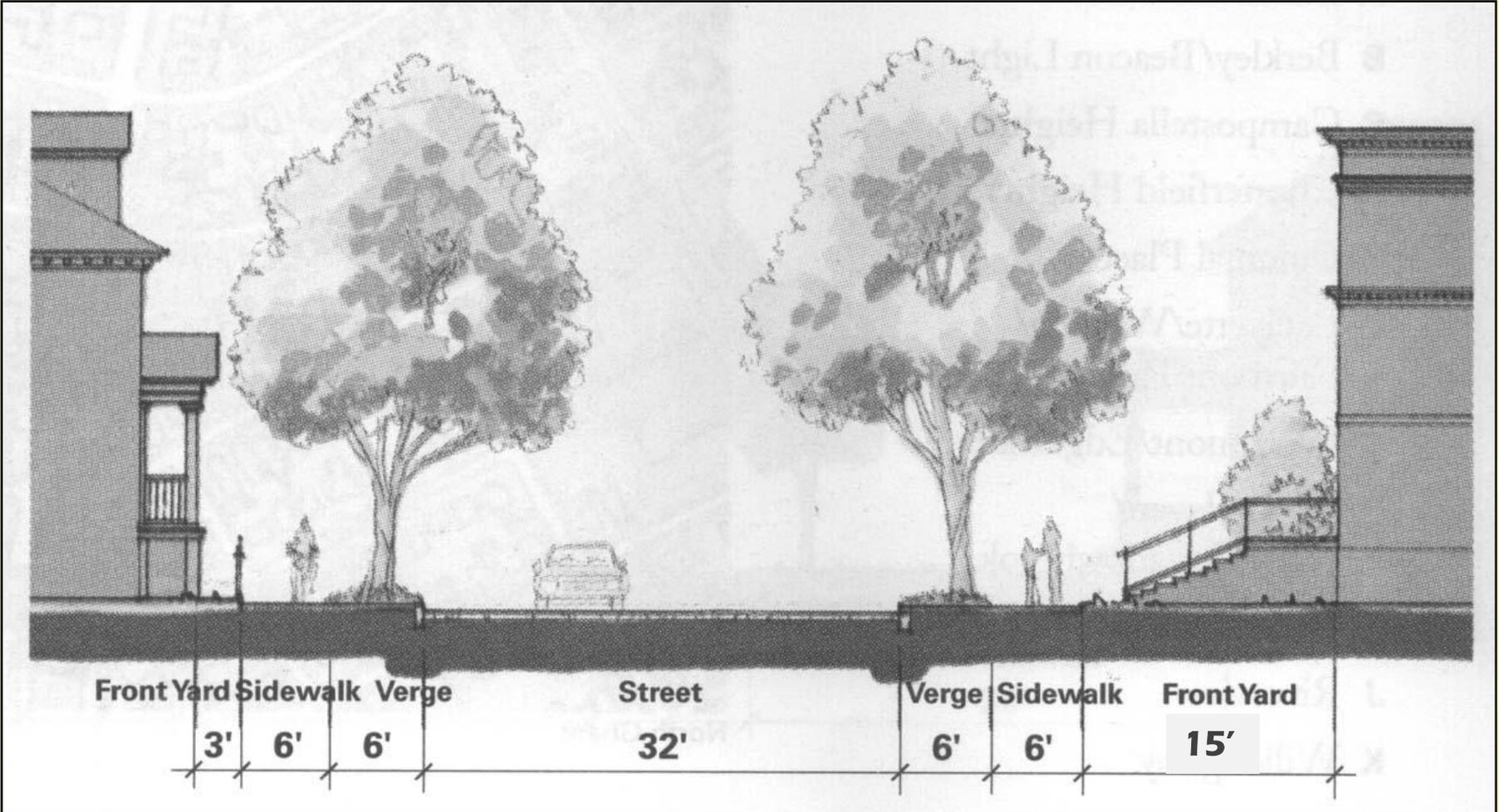
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## Section I. Minimum Requirements for Designation

### Part I. Historic Built Environment and Activities to Preserve and Enhance Downtown:

- *A minimum of 70 structures*
- *At least 2/3 of these structures are commercial buildings*
- *No more than 25% of the structures exceed a setback of 15 feet from the sidewalk*
- *A regular pattern of sidewalks encourages pedestrian activity*

# Setback of 15' or less from the sidewalk



# The Application: How to Apply

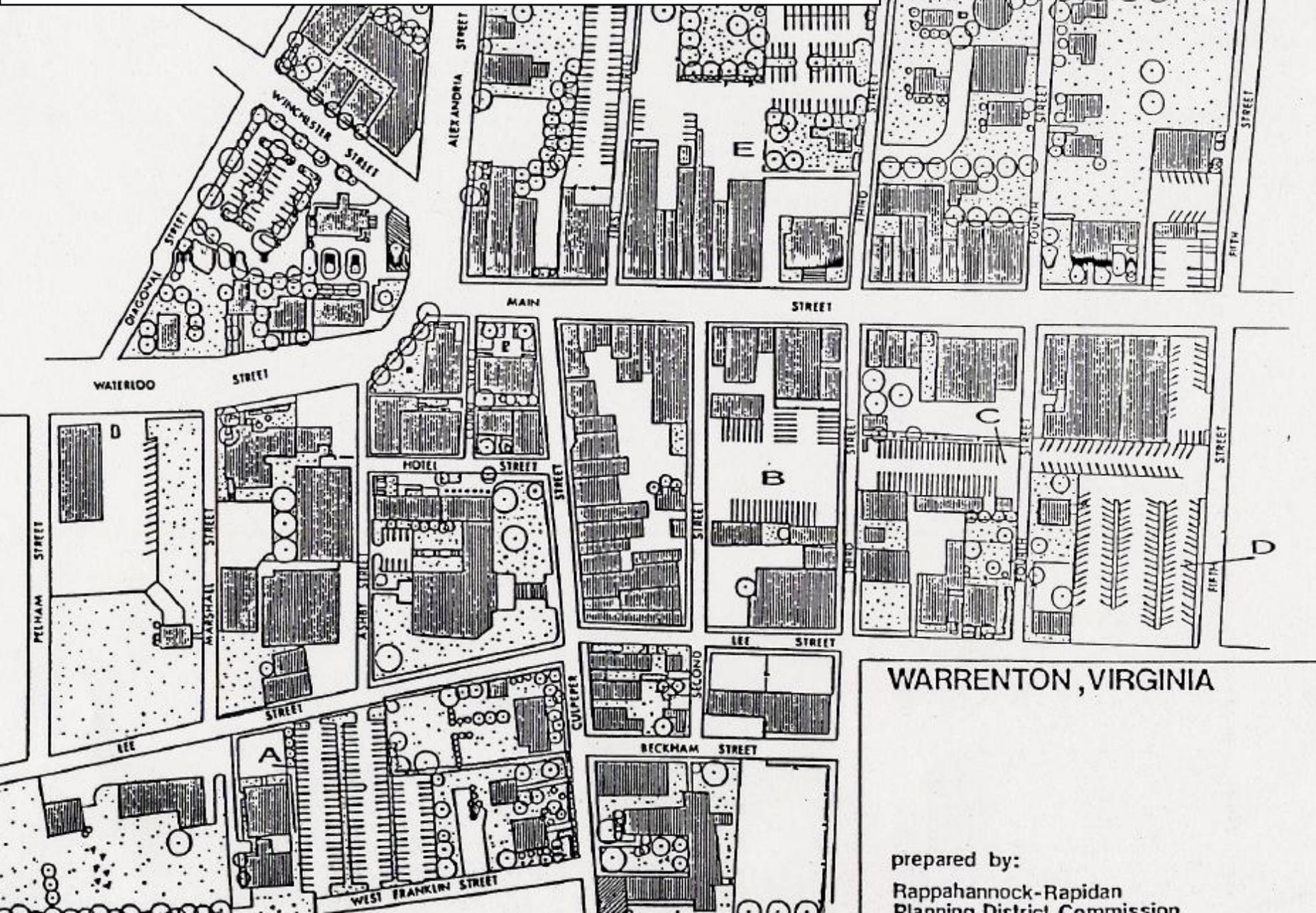
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## **Section I. Minimum Requirements for Designation**

### **Part I. Historic Built Environment and Activities to Preserve and Enhance Downtown (Continued)**

- A. District Map
- B. Proposed Main Street District Boundaries Narrative
- C. Historic/Architectural Character
  - 1. **Historic summary**
  - 2. **Historic building inventory**
  - 3. **Local historic district ordinance**
  - 4. **Photographs**

# Compact Size & Sidewalks



WARRENTON, VIRGINIA

prepared by:  
Rappahannock-Rapidan  
Planning District Commission





# The Application: How to Apply

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## Section II. Community District Characteristics

### Part I. Chart of Community and District Characteristics

- *Coordination of DHCD programs and other community revitalization tools*
- *Community economic distress*
- *About your community and district tables*

# The Application: How to Apply

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## Section II. Community District Characteristics

### Part 2. Need for Downtown Revitalization & Potential for Effecting Positive Change

#### A. Your Revitalization Story

- *Community Development History*
- *Community Assets*
- *Community Liability*
- *Community Trends*
- *Community's Future*

# The Application: How to Apply

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## **Section III. Local Program Proposal Commitment and Analysis**

### **Part 1. Desired Revitalization Outcomes**

- A. Local and Regional Vision
- B. Desired Revitalization Outcomes
  - Project Inventory
- C. First Year Budget

# ***OBJECTIVE 1: To create a marketable visual quality and identity of downtown [Design]***

## **PROJECTS...**

1. Create financial incentive programs to encourage ten facade improvements.
2. Improve signage throughout the downtown area and improve signage at five businesses.
3. Develop merchant awareness of good window display by hosting window display seminar.
4. Conduct a survey of the urban design needs downtown.

# Example

## ***Outcomes...***

1. \$275,000 in new private investment downtown.
2. Increase cultural heritage tourism traffic by 10%.
3. Increase sense of safety, leading to increased time spent by each visitor by 15%.
4. Fill three retail vacancies.

# The Application: How to Apply

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## Section III. Local Program Proposal Commitment and Analysis

### Part 2: Public and Private Sector Understanding and Cooperation

- A. Public Enthusiasm for Revitalization and Main Street Designation
- B. Public Sector Commitment
  - Financial
  - To assist MS organization and enact strategies
- C. Private Sector Financial Commitment

# The Application: How to Apply

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## Section III. Local Program Proposal Commitment and Analysis

### Part 3. Local Revitalization Organization

- A. *Downtown Development Organization*
- B. *Public Awareness and Support*
- C. *Fundraising*
- D. *Community Support*

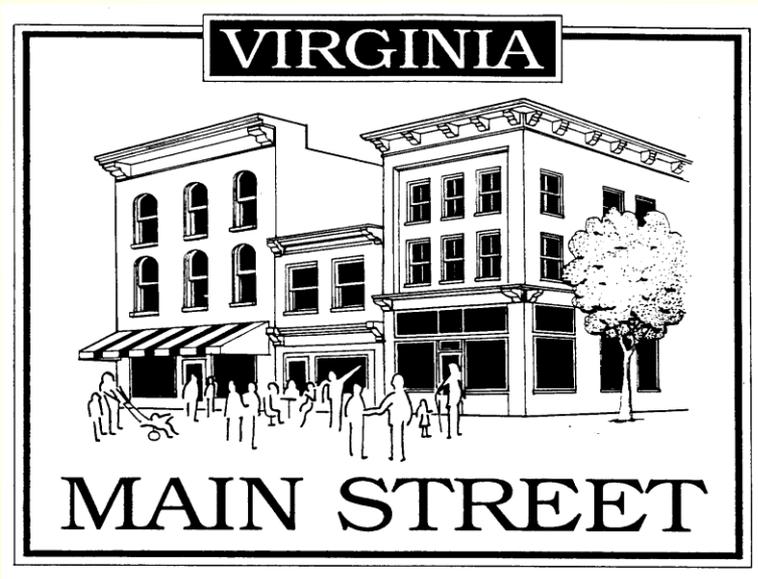
# The Application: How to Apply

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## **Section IV.** Understanding of Main Street Approach and Commitment

- Main Street Four Point Approach®
- Eight Principles
- Personal commitment and hands-on involvement
- Board structure
- Use of resources

# Hints



# Hints

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- Be sure that your community is eligible
- Review your boundaries carefully
- Demonstrate long-term perspective
- Investigate other communities
- Demonstrate broad base of support
- Plan for volunteerism

# Hints

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- Start right away!
- Use volunteers to fill out application
- Obtain support from local government
- Break it into bite size pieces
- Technical vs. subjective
- Contact all stakeholders to solicit support

# Specific comments on the application sections...

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- Request letters of formal support first
- Request information for Community Support Section second
- Put lots of thought into your Main Street District Boundaries
- Don't sweat the numbers, most of them probably already exist

# Maximize the Benefits of the Application Process

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- Solidify partnership with local government and gain financial support
- Raise awareness with stakeholders of your dedication to revitalization
- True understanding of your location's strengths and opportunities
- Structure to your revitalization organization

# Program Expansion Timeline

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- Applications due: **5p.m. March 1<sup>st</sup>, 2013**
- Application review: **March 4<sup>th</sup> – April 5<sup>th</sup>, 2013**
- Designation announcement: **Spring 2013**
- Begin service delivery: **June/July 2013**

# Questions?

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## Virginia Main Street

Virginia Department of Housing and Community Development  
600 East Main Street, Suite 300  
Richmond, VA 23219

**Web:** <http://www.dhcd.virginia.gov/index.php/community-partnerships-dhcd/downtown-revitalization/virginia-main-street.html>

**Blog :** <http://dhcdvms.wordpress.com>



# Contact

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Jeff Sadler, Program Manager

[Jeff.Sadler@dhcd.virginia.gov](mailto:Jeff.Sadler@dhcd.virginia.gov)

(804) 371-7040

Brad Belo, Program Administrator

[Brad.Belo@dhcd.virginia.gov](mailto:Brad.Belo@dhcd.virginia.gov)

(804) 371-7078

Alfred Arzuaga, Program Administrator

[Alfred.Arzuaga@dhcd.virginia.gov](mailto:Alfred.Arzuaga@dhcd.virginia.gov)

(804) 371-7066

