

VIRGINIA MAIN STREET ESSENTIALS

Design and economic restructuring
for historic downtowns



September 13-14, 2011
SVHEC Innovation Center
605 Seymour Drive
South Boston, Virginia



Guest Speakers

Kathy Frazier, AIA, Principal

Bill Frazier, AICP, Principal
Frazier Associates

Kathy and Bill Frazier founded Frazier Associates in Staunton 25 years ago, and today, the firm offers a range of architecture and planning services that focus on downtown revitalization, historic preservation, urban infill, community and corridor planning, as well as wayfinding signage. Bill, an AICP urban planner and architectural historian, focuses on historic structures reports, feasibility studies for historic buildings and design guidelines for historic districts as well as community corridors into historic downtowns. Kathy, an architect, oversees design services to the Virginia Main Street Program, in addition to other historic rehabilitation and new construction architecture projects at Frazier Associates. The team of Frazier Associates includes architects, designers, graphic designers, sketch-up specialists and research and architectural historians. Their projects have won numerous awards particularly from the American Planning Association, American Institute of Architects (AIA), the Preservation Alliance of Virginia (PAV), the Association for the Preservation of Virginia Antiquities (APVA) and Restore Media (The Palladio Award).

Todd Barman, Program Officer

National Trust Main Street Center

Todd Barman is a program officer with more than 18 years of experience in the development field and more than 13 years first-hand Main Street experience. With a background in landscape design and urban planning, Barman served as the assistant state coordinator for the Wisconsin Main Street Program from 1999 until 2006, where he provided comprehensive technical assistance in the field of downtown revitalization to Wisconsin's Main Street communities. He has continued that role nationally since 2006. He is a leader in the area of economic restructuring including research and applications in the area of entrepreneurship and market position. Barman coordinated the market analysis technical support service in Wisconsin and led efforts to develop the nationally-recognized Downtown and Business District Market Analysis Toolbox.

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Agenda

Monday, September 12

7 p.m. Welcome Reception at Caffè Peroni,
303 Main Street

Tuesday, September 13 - Design

8:30 a.m. Attendee arrival
9 a.m. Welcome and overview

Morning and afternoon sessions presented by Kathy and Bill Frazier, Frazier Associates

- 9:30 a.m. **Design Essentials:**
● **10 things** you need to know about design
- 9:45 a.m. **1** **The Elements:** What are the design components – unique and typical – that make up your downtown?
- 9:55 a.m. **2** **The History:** Why, when and how did your town develop, and how is that manifested in the design of your town, and specifically, your downtown?
- 10:15 a.m. **3** **The Uses of your Downtown Today:** What are the compelling reasons to be in your downtown today?
- 10:50 a.m. **Break**
- 11 a.m. **4** **The Players:** Who are the people that influence the design and function of your downtown?
- 11:25 a.m. **5** **The Issues:** What are the big design issues that your downtown will need to address to be an economic success now and in the future?
- Noon** >>> **Lunch at The Prizery, Center for the Performing Arts, 700 Bruce Street**
Luncheon Speaker: Bob Adams, Virginia Community Capital
- 1:30 p.m. **6** **Design Principles for Downtown:** What should guide the design solutions in your downtown?
- 1:45 p.m. **7** **Solutions for Buildings:** What are the basics about historic building rehabilitation?
- 2:15 p.m. **8** **Solutions for the Public Realm:** What are the basics (and vocabulary) about public planning and design?
- 2:45 p.m. **Break**

2:55 p.m. **9** **Tools for Success:** Funding options for public and private projects and what you need to have in place to make these tools work

3:15 p.m. **10** **The Design Process:** The role of your design committee in making projects happen in your downtown

4:15 p.m. Adjourn and shop downtown

6:30 p.m. >>> BBQ and Music in Constitution Square

Wednesday, September 14 – Economic Restructuring

8 a.m. Attendee arrival – Get the day started right with morning refreshments

Morning and afternoon sessions presented by Todd Barman, National Trust Main Street Center

- 8:30 a.m. **A Four-Point Approach to Economic Development:**
● **50 things** your economic restructuring committee can do
- 9 a.m. **1-4** Things to Help Build Relationships
- 9:15 a.m. **5-14** Things to Help Inspire Action
- 10:15 a.m. **14-17** Things to Help Coordinate the Development Process
- 10:30 a.m. **Break**
- 10:45 a.m. **18-24** Things to Help Know the Market
- 11:15 a.m. **25-29** Things to Plant the Seed for Entrepreneurship and Grow Entrepreneurial Spirit/Culture
- 11:45 a.m. Lunch on site**
- 12:45 p.m. **30-33** Things to Grow Entrepreneurial Ventures: Phase One
- 1:15 p.m. **34-38** Things to Attract Entrepreneurs to the Main Street District and Field Entrepreneur Inquiries
- 1:45 p.m. **Break**
- 2 p.m. **39-45** Things to Continue Growing Entrepreneurial Ventures: Phase Two
- 2:30 p.m. **46-50** Things to Proactively Recruit Entrepreneurs
- 3 p.m. Adjourn and shop downtown