

Essentials 2011: Design



Introductions & Today's Agenda

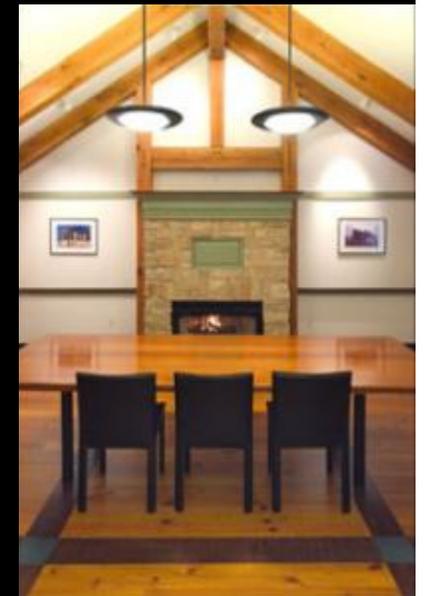


FRAZIER ASSOCIATES
213 N. Augusta Street
Staunton, Virginia



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. The Elements



2. The History



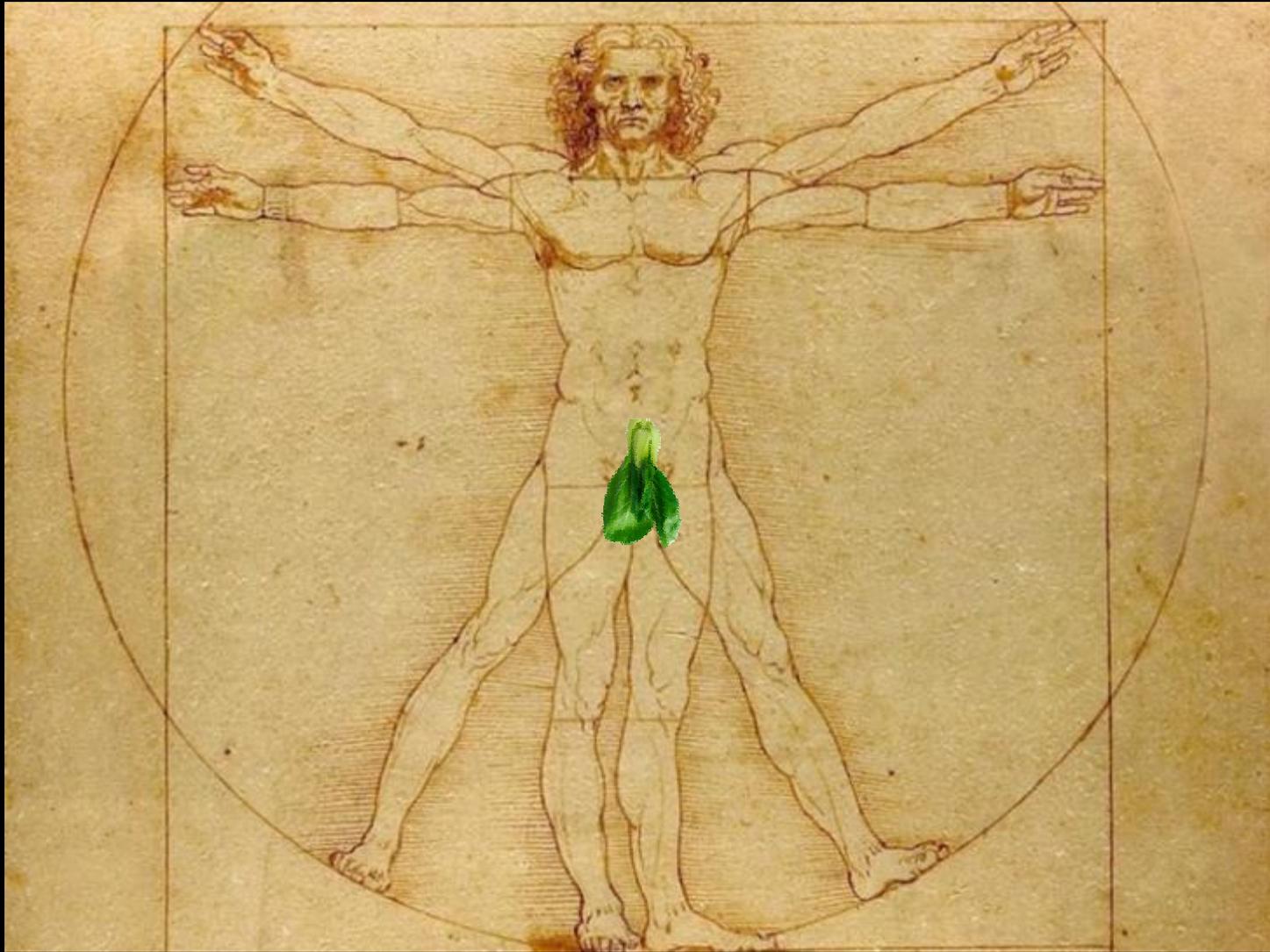
3. The Uses of Your Downtown



4. The Players



5. The Issues



6. Design Principles



7. Solutions For Buildings



8. Solutions For Public Realm

National Park Service

National Park Service
U.S. Department of the Interior



Historic Preservation Tax Incentives

Technical Preservation Services



9. Tools for Success



10. The Design Process



Introductions

Name

Community

Role in the Main Street Process

Biggest Design Challenge



Today's Agenda

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