

## NEW TECHNICAL SERVICES

### DESIGN

Design gives a community a sense of rootedness and a sense of place. The physical characteristics of a Main Street—the older and historic structures that make up the built environment, the infrastructure that facilitates the flow of people, the public spaces that serve as community gathering spots—all contribute to what attracts people to a place, inviting them to visit, set up shop, or call it home. How do communities achieve quality design? The answer is in the people themselves. When a community puts people first, good design follows.



To support commercial revitalization professionals in their work to achieve people-centered districts, the National Main Street Center (NMSC) has developed a new suite of 75-minute technical services webinars focused on a variety of design-related topics. **Note: All webinar topics can be adapted into half-day and/or one-day in-community workshops.**

#### DESIGN NUTS AND BOLTS

This webinar covers a survey of Main Street design topics, from historic preservation 101 to the history of downtown development to tools, resources, and incentives. You'll learn:

- // Design, historic preservation, and planning basics
- // Practical, first-step design-focused projects you can implement in your community

#### MAIN STREET SAVES: ENERGY & MONEY

This webinar will demonstrate the inherent energy efficiency of small commercial districts and offer practical advice on how to help small business owners save money while also saving energy. You'll learn:

- // What green tools, programs, and incentives are available for your community
- // How to help your small businesses save money (and energy)

#### DESIGNING FOR PEOPLE

This webinar will explore placemaking, accessibility, equity, and safety, as well as offer strategies and methods for intentional public engagement in the design process. You'll learn:

- // Placemaking basics
- // What partners and resources are available to help you advocate for people-centered design

#### TRAIL-ORIENTED DEVELOPMENT

This webinar provides an overview of the Trail Town method and how local communities can implement their own comprehensive, trail-oriented initiatives using the refreshed Main Street Approach. You'll learn:

- // The Trail Town history, methods, and practice
- // Practical strategies to connect your community to trail and outdoor recreation amenities

**COST:** Each webinar costs \$1500. For a limited time, we are offering a discounted rate for bundle purchases: get 3 webinars for \$4000 or the entire suite of 4 for \$5000. Rates for workshops are available upon request.

Mark your calendars for May 7 for a free webinar with previews of each new topic! And stay tuned for new design services in Fall 2019 and beyond.

For more information, please contact Lindsey Wallace at [LWallace@savingplaces.org](mailto:LWallace@savingplaces.org) or 312.610.5605.

