



**URBAN
MAIN™**



DESIGN IN COVID-19 RESPONSE AND RECOVERY

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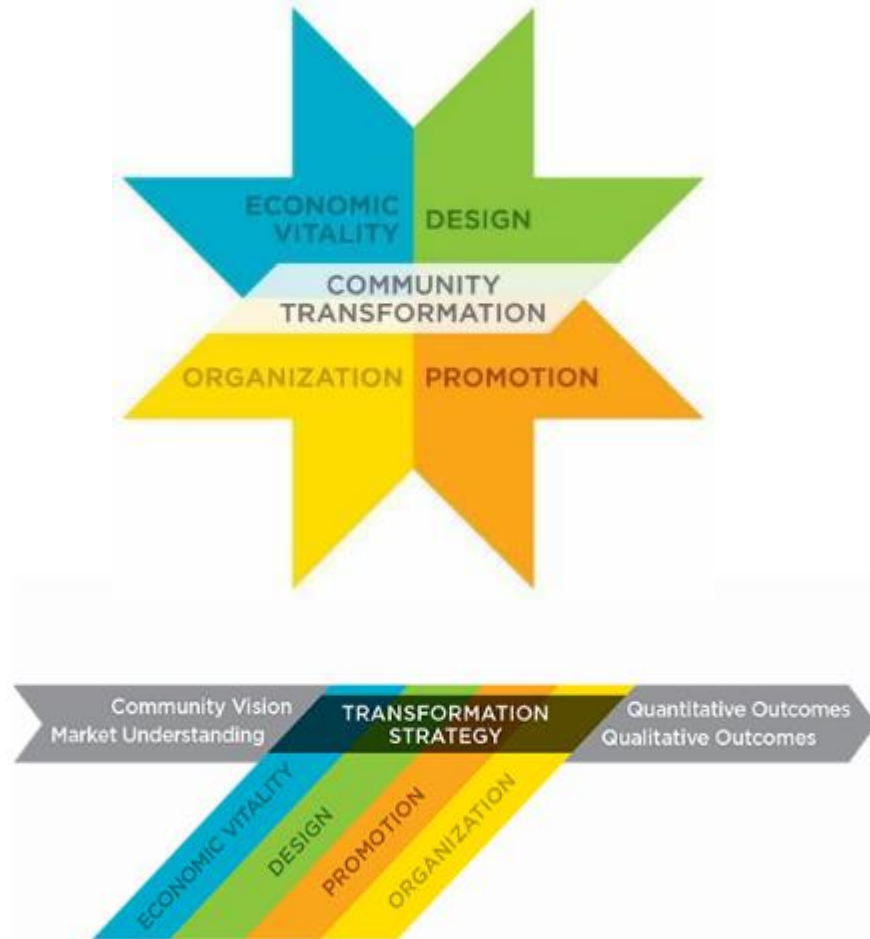
AGENDA

- + Design and COVID-19
- + Design, Place, and Space
- + Design, Promotion, and Community Engagement
- + Preservation + Design Incentives
 - Historic Tax Credit update with special guest Shaw Sprague, Senior Director, Government Relations, National Trust for Historic Preservation
 - Expansion and adjustment
 - Messaging
- + Q&A

COVID-19 – GENERAL IMPACTS

- + E-Commerce rates higher than ever
- + Lasting impact on personal relationship to space → social distancing, gatherings, etc.
- + People getting used to delivery and pickup
- + Lack of certainty on many fronts: individuals, businesses, civic and government institutions operating in the grey
- + Tourism shifts: staycations, trips by car, Airbnb, camping
- + A rush to rural
- + Reopening will look different depending upon location

MAIN STREET FOUR-POINT APPROACH®



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- **ORGANIZATION** involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.
- **DESIGN** supports a community's transformation by enhancing the physical and visual elements of downtown while capitalizing on the unique assets that set the commercial district apart.
- **ECONOMIC VITALITY** focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for the scores of entrepreneurs and innovators that drive local economies.
- **PROMOTION** positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

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DESIGN



**HISTORIC
PRESERVATION**



**ARCHITECTURAL
ASSISTANCE**



**DESIGN
REGULATION
+ REVIEW**



**PUBLIC
SPACES**



SIGNAGE



STREETSCAPES

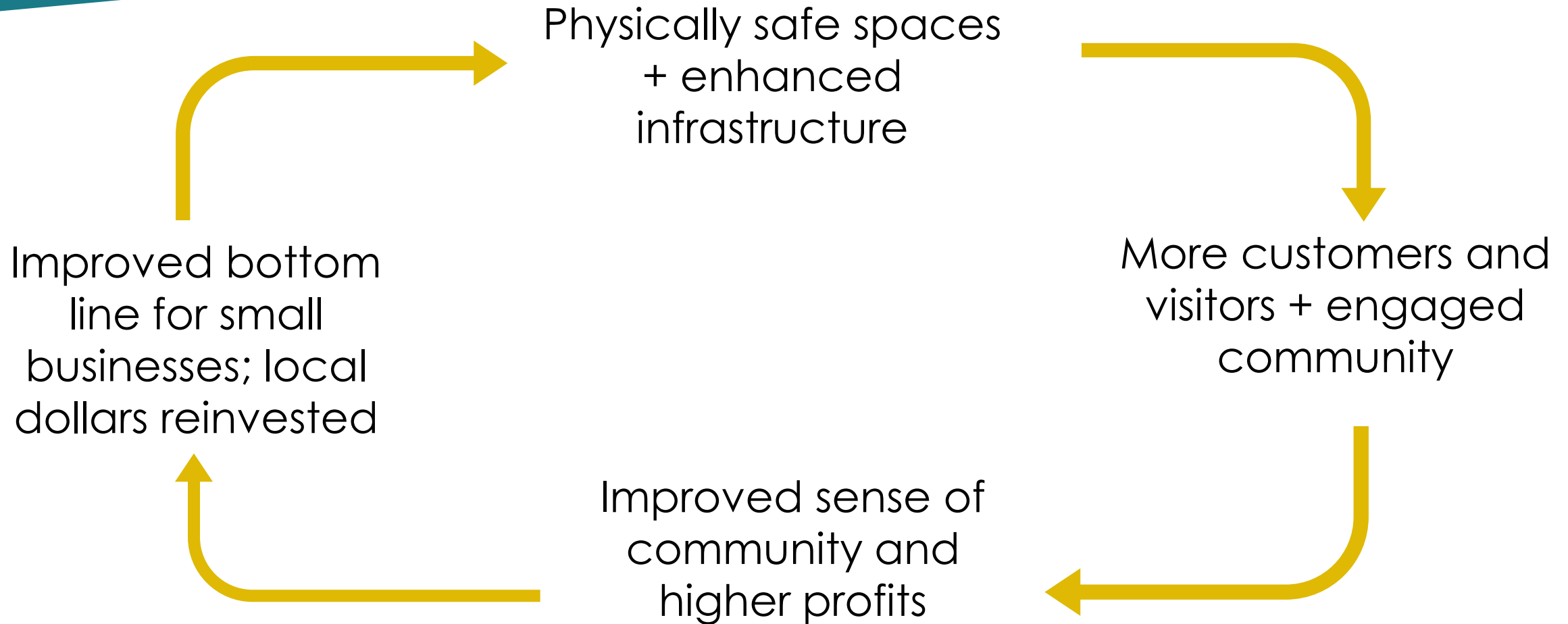


**BUILDING MAINTENANCE +
IMPROVEMENTS**

CYCLE OF INVESTMENT



CYCLE OF INVESTMENT IN COVID-19 RESPONSE



DESIGN, PLACE, AND SPACE

DESIGN-CENTERED VS. PLACE-CENTERED

- Driven by specific projects
- Discipline-based
- Architect vision over community vision
- “Lone genius”
- All-or-nothing
- Look but don’t touch

- + Place-driven
- + Community-based
- + Community vision over architect vision
- + Prioritizes partnerships
- + Iterative
- + Accessible and inclusive

Adapted from “Is Your City Design-centered Or Place-centered?”, Project for Public Spaces, March 27, 2012.

PLACE: SIGNAGE

- + Curbside pick-up
- + Directional/Parking
- + Personal distancing



Mineola, TX

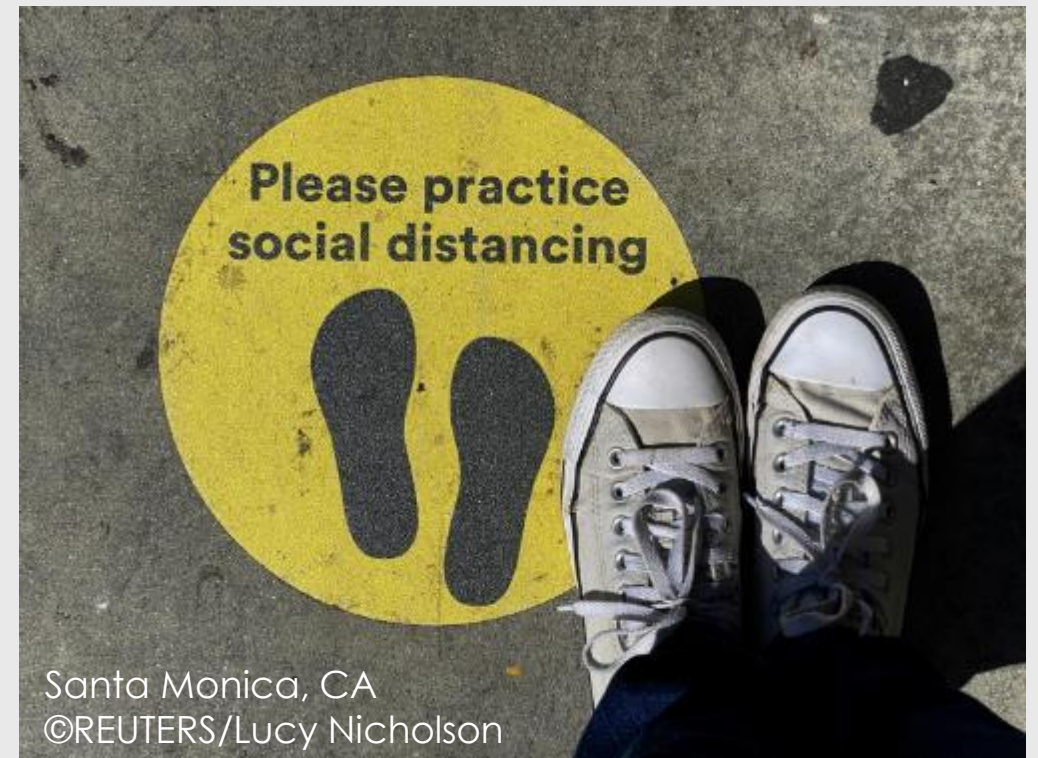


Peabody, MA

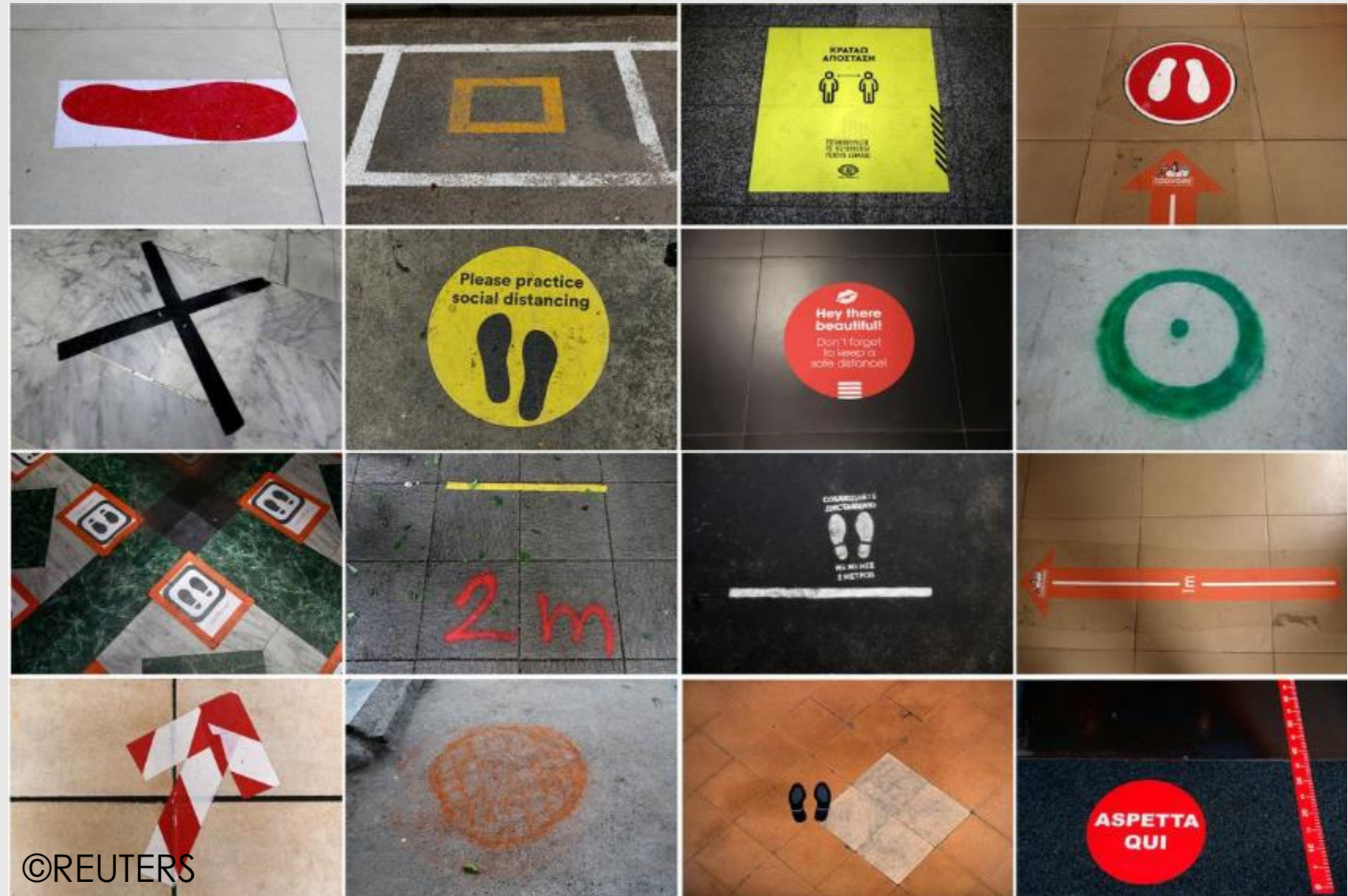


H Street, DC

SPACE: SIGNAGE

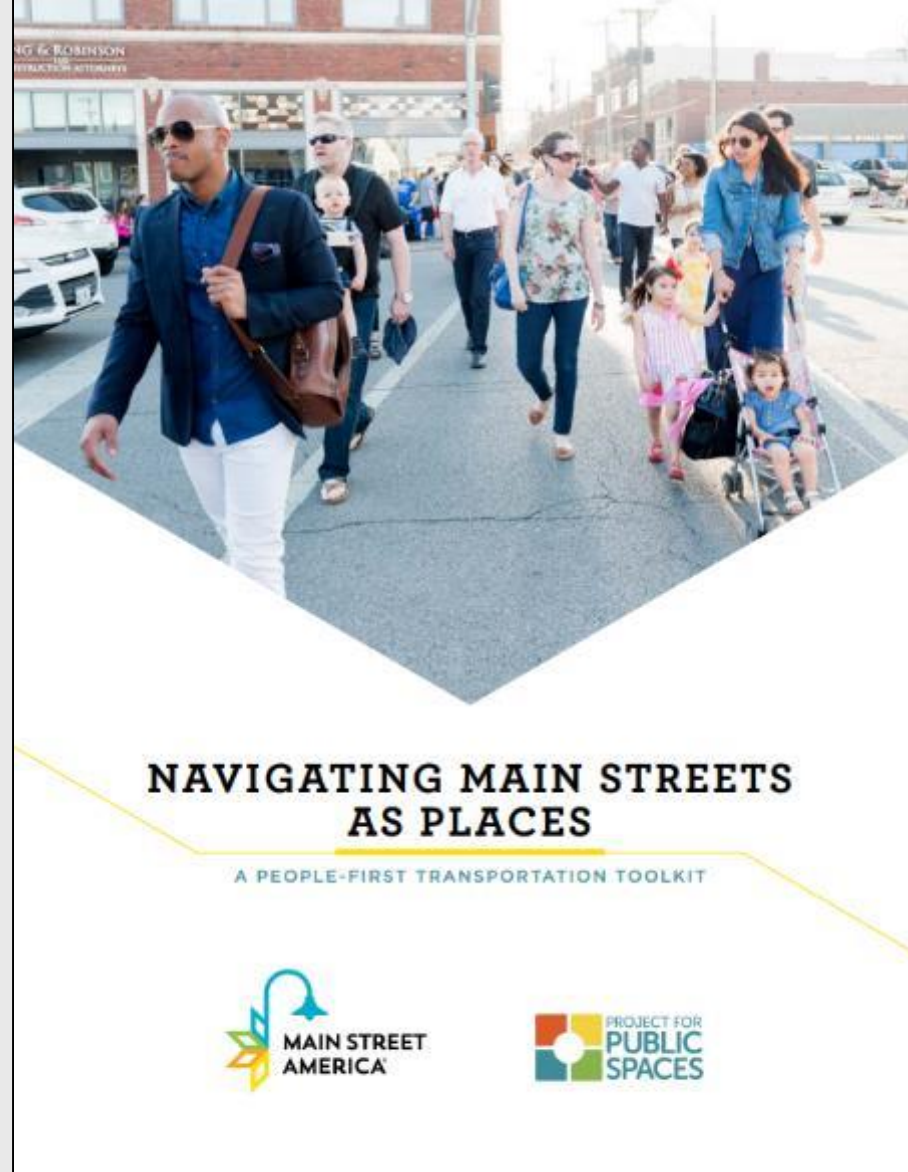


SPACE: SIGNAGE

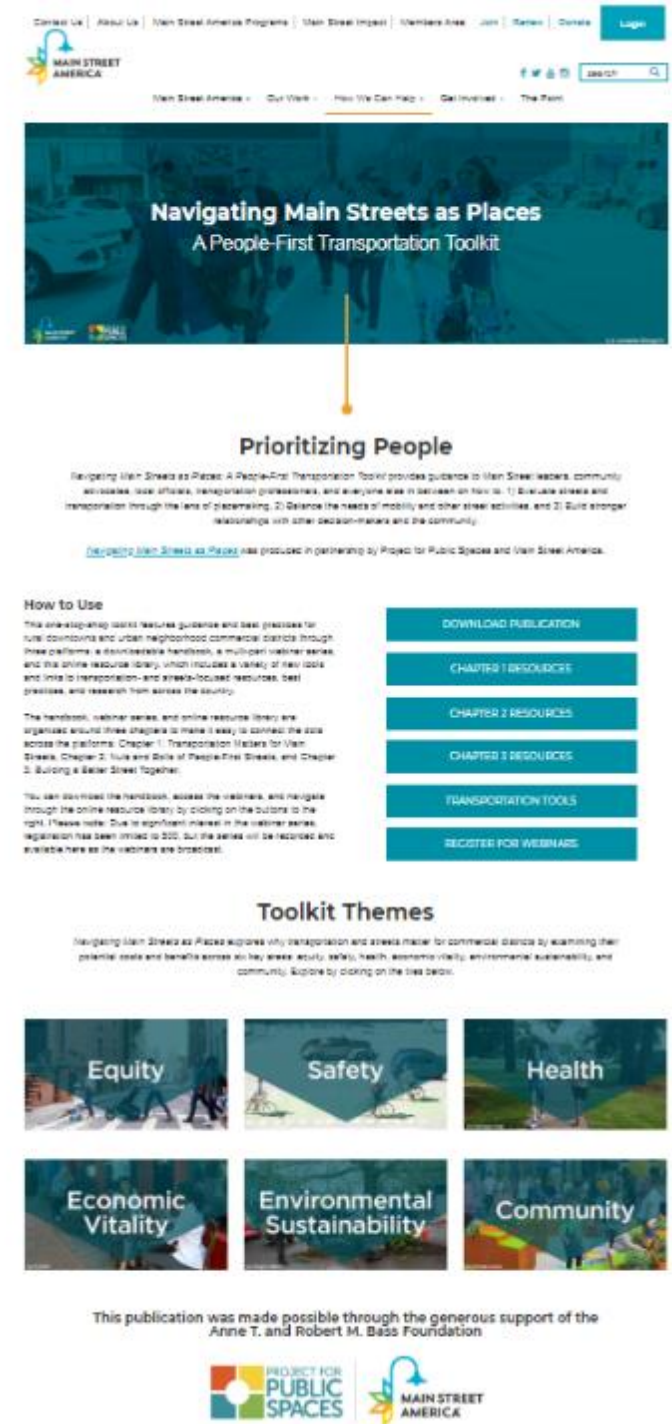


PLACE AND SPACE:

PEOPLE- FIRST STREETS



www.mainstreet.org/navigatingmainstreets



SPACE: OPEN STREETS



▲ Empty streets in Senamiestis, the old town of Vilnius. Lithuania has said cafes and restaurants with outdoor seating can reopen this week. Photograph: Xinhua/Rex/Shutterstock



openstreetsproject.org/open-streets-toolkit/

SPACE: OPEN STREETS



Coronavirus

Cleveland considers allowing cafe seating in some city streets to help restaurants, bars hurt by coronavirus

Updated May 11, 2020; Posted May 11, 2020

STREETSBLOG USA

Podcast / Transit / Bike/Ped / Smart Growth

Op-Ed: Here Are Some Cities Getting Open Streets Right

Lessons from Milan, Paris, Bogota, Vilnius and even New York.

By TransAlt | May 1, 2020 | [COMMENT HERE](#)



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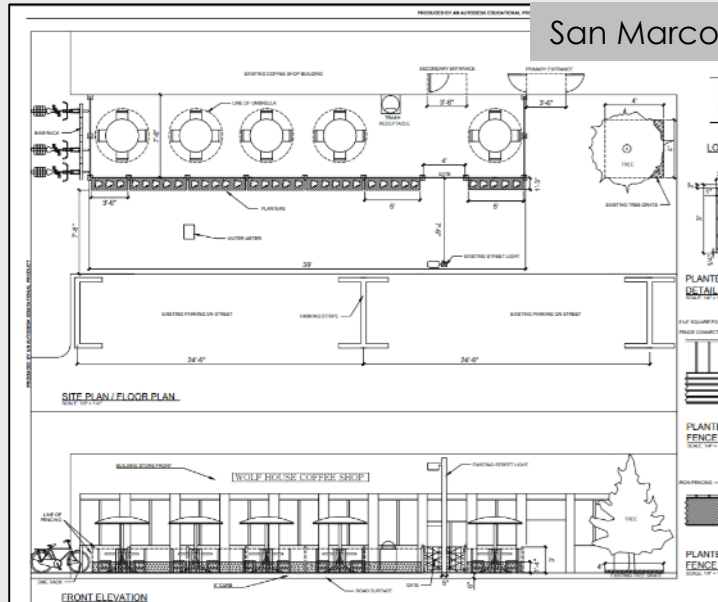
SPACE: PARKLETS AND PEDLETS



The Dalles Main Street



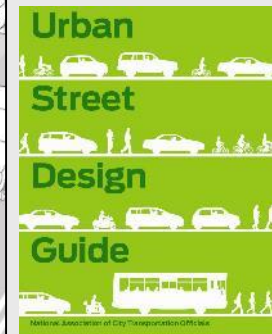
parklets.org



San Marcos, TX




NACTO.org




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SPACE: PARKLETS AND PEDLETS




 pps_placemaking • Following
Dallas, Texas



pps_placemaking As the world continues to grapple with COVID-19, communities have begun to think about ways to create spaces that will ultimately be safer for public use. Our friends at @BetterBlock are doing just that. Last week, they unveiled a new parklet in Dallas, TX. This parklet offers space for outdoor seating and tables that respects physical distancing regulations, while also keeping a 6 foot sidewalk clearance for pedestrians. This is a #TuesdayTransformation for the books! 🍌

#Placemaking
#StreetsAsPlaces



1,208 likes
1 DAY AGO

Add a comment...



West Allis, WI



Great Falls, MT

PLACE: INFRASTRUCTURE



Sanitation station,
Salt Lake City, UT

Outdoor restaurant seating



Stuart, FL, photo by Kathy



Brownsville, TN – Facebook photo



Moveable chairs,
San Francisco

©SF Better Streets

SPACE: RETAIL ADJUSTMENTS

THE JUPITER A PORTLAND HOTEL



Client-Based and Looking for Space?

Pop-ups, iterative uses of space

Upgrading technology to support e-commerce for small biz






Fiber

Cell

Wireless

3 BASIC TYPES OF RETAIL STORE LAYOUTS

Retail Floor Plan	Best For	Example Store Layout
Grid Floor Plans are commonly used in grocery, big box and convenience stores. Also known as straight layout.	Small retailers who carry large inventories of shelf-stocked goods such as books and magazines, toys, specialty foods, hardware, cards and small gifts, kitchenwares and homewares.	
Loop Floor Plans maximise wall display space and expose customers to all products along a set pathway. Also known as a racetrack layout.	Apparel, accessories, toy, homewares, kitchenwares, personal care and specialty retail stores.	
Free Flow Floor Plans allow the most creativity and are used in many small upscale, specialty and boutique settings.	Upscale apparel, accessory, personal care, specialty brand and mixed use businesses like bakeries and delis that also sell packaged goods.	

Redesigning store interiors

SPACE: BUILDING INVENTORY

DOWNTOWN GRAYLING BUILDING ASSESSMENT



#	Address	Maintenance Issues
1	502 Norway St	
2	500 Norway St	Chipping paint (all sides), missing and boarded windows second story Norway side, missing and boarded windows Ottawa side, rusted stairs on private parking lot side
3	109 Ottawa St	Damaged bricks and paint chipping/peeling on gas stations side
4	100 Ottawa St	
5	404 Norway St	
6	97 E Michigan Ave	
7	102 E Michigan Ave	Building slated for demolition 2020
8	104 E Michigan Ave	Building slated for demolition 2020
9	106 E Michigan Ave	Upper story façade covers pre-existing windows, rear entrance siding damage, rear entrance door damage, vegetation at rear of building
10	108 E Michigan Ave	Vegetation at rear of building
11	110 E Michigan Ave	Deterioration of brick planters at entrance, wear on awnings, vegetation at rear of building
12	114 E Michigan Ave	Vacant business, water infiltration/condensation on inside of windows, vegetation at rear of building
13	118 E Michigan Ave	
14	120 E Michigan Ave	Windows recently replaced need to complete framing for windows, deterioration of brick planters at entrance, vegetation at rear of building
15	122 E Michigan Ave	Vegetation at rear of building
16	103 E Michigan Ave	Building slated for demolition 2019
17	115 E Michigan Ave	Vegetation at rear of building
18	117 E Michigan Ave	Vacant lot – concrete pads poured for food trucks, dirt lot
19	125 E Michigan Ave	
20	127 E Michigan Ave	
21	404 N James St	Chipping paint, dirty windows, vegetation at rear of building – may be vacant, unable to contact owner have not seen business open since March 2019
22	402 N James St	Vegetation at rear of building
23	203 E Michigan Ave	Siding damage, hail bails from side of building recently removed exposing additional siding damage near ground, paint chipping, vegetation at rear of building, dirty windows, business has inconsistent hours and owner is difficult to connect with (absent), façade is not authentic or appropriate for downtown (fabricated history), damage to upper story railing front of building
24	207 E Michigan Ave	
25	211 E Michigan Ave	
26	219 E Michigan Ave	
27	227 E Michigan Ave	
28	231 E Michigan Ave	
29	243 E Michigan Ave	
30	403 Peninsular Ave	

PLACE AND SPACE: TRAILS AND PARKS



X RailsToTrails_National Count Data_week

+ Open with Google Sheets



	A	B	C	D	E	F	G
1	Timeframe	Week of	2018 counts (31 counters)	2019 counts (31 counters)	2020 counts (31 counters)	Change 2018-2020	Change 2019-2020
2	Week 1	30-Dec	47934	167679	183546	282.91%	9.46%
3	Week 2	6-Jan	71295	82340	97140	36.25%	17.97%
4	Week 3	13-Jan	80773	62315	75782	-6.18%	21.61%
5	Week 4	20-Jan	93714	75801	83809	-10.57%	10.56%
6	Week 5	27-Jan	70241	75841	94738	34.88%	24.92%
7	Week 6	3-Feb	80028	79780	153555	91.88%	92.47%
8	Week 7	10-Feb	98826	65732	130351	31.90%	98.31%
9	Week 8	17-Feb	100470	69492	149876	49.17%	115.67%
10	Week 9	24-Feb	118158	85688	141250	19.54%	64.84%
11	Week 10	2-Mar	123288	84512	167528	35.88%	98.23%
12	Week 11	9-Mar	134372	107995	210182	56.42%	94.62%
13	Week 12	16-Mar	112121	125440	367795	228.03%	193.20%
14	Week 13	23-Mar	148658	136330	372783	151.00%	173.00%
15	Week 14	30-Mar	123205	118784	280728	128%	136%
16	Week 15	06-Apr	161701	132033	419160	159%	217%
17							
18							

PLACE: POLICY CONSIDERATIONS

- + Transportation/streetscape regulations
- + Flex Zones
- + Parking
- + Liquor licensing
- + Rent forgiveness/deferral
- + Small business rental subsidies/incentives

TEMPORARY OUTDOOR RESTAURANT OPERATIONS PERMIT APPLICATION

In accordance with Governor John Bel Edwards' COVID-19 Proclamation to be released May 1, 2020, all restaurants that provide outdoor dining areas must adhere to strict mitigation standards preventing the spread of COVID-19. The general operating matrix will require spacing of groups, limiting concentration of people, and strict use of PPE and frequent sanitizing by employees.

All temporary use permits issued in connection with the State of Louisiana Emergency Declaration, Stay at Home Order, or any other COVID-19 related matter, shall expire 60 days from issuance or upon rescission or other relevant modification of the Emergency Declaration or Stay at Home Order, whichever comes first.

MPC REQUIREMENTS.

- ☐ All temporary outdoor dining areas shall be under the responsible direction and control of the restaurant, as identified in this application.
- ☐ All temporary outdoor dining areas must be as continuous as possible by locating the outdoor dining area in a single portion of an establishment's frontage. It may be located adjacent to the building or near the curb.
- ☐ An outdoor dining area may not extend in front of an adjoining establishment without written permission from the neighboring property owner.
- ☐ Temporary outdoor dining that encroaches into a public walkway must maintain at least five feet of distance in between the dining area and the curb.
- ☐ Building entrances, ADA handicap parking spaces, firetruck access, dumpster access, and any furniture or fixtures related to outdoor dining must remain completely unobstructed.
- ☐ The use of physical barriers (i.e., fences, barricades, etc.) to visually distinguish the boundary of the outdoor dining area is encouraged.
- ☐ All improvements (i.e., furniture and fixtures) used in the outdoor seating area must be temporary in nature. There shall be no penetration of the sidewalk surfaces.
- ☐ The establishment must comply with all applicable city, state and federal laws and regulations.

Restaurant Information	Restaurant Name:	
	Restaurant Physical Address / Location:	
	Phone:	Email:
3rd-Party Contact	Contact's Name:	
	Contact's Signature:	Date:
	Phone:	Email:
Property Owner	Owner's Name:	
	Owner's Address:	
	Phone:	Email:

SUBMIT APPLICATION TO INFO@SHREVEPORTCADDOMPC.COM

MPC Staff Use Only	
Application Received Date:	
Permit Start Date:	
MPC Inspection Processed By:	

WHO AND HOW

- + Design Committee
- + New Partnerships and Potential Board Members
 - Emergency Response Officials
 - Public Health Officials + CDC “safe” certifications
 - Departments of Transportation and Public Works
 - Business owners
 - Community colleges
- + Focus messaging on economic impact and recovery
 - Comprehensive approach
- + Funding
 - State recovery funds
 - DoTs
 - Crowdfunding
 - Local funds
 - Private foundations

DESIGN, PROMOTION, AND COMMUNITY ENGAGEMENT

Light Up the Night | Lakewood, OH



© Lakewood Alive



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#HachieHeart Windows

Waxahachie Main Street, TX



© Waxahachie Main Street





Angola, IN

Chainsaw artist Scott Lepley, Fremont, carves some hearts and upbeat messages in a tree stump in the unnamed downtown pocket park at the corner of East Maumee and North Martha streets on Monday.

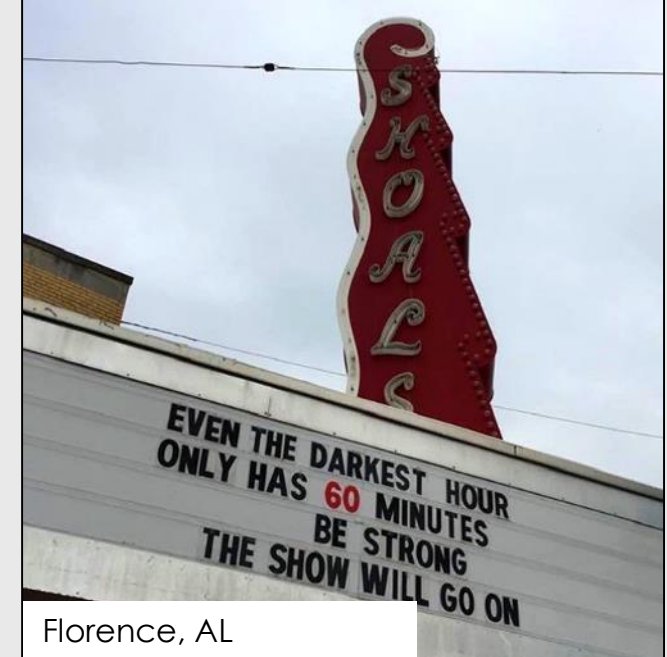
Mike Marturello



FrostburgFirst



Downtown Rome, GA



Florence, AL



Kenosha, WI



The Milk District, Orlando, FL

PRESERVATION + DESIGN INCENTIVES

FEDERAL HISTORIC TAX CREDITS



- 20% of the qualifying expenses
- Taken over 5 years
- Only available for income-producing properties
- "Substantial" amount must be spent rehabilitating the historic building
- Building needs to be deemed eligible for or is listed in NRHP
- Project adheres to the Secretary of the Interior's Standards

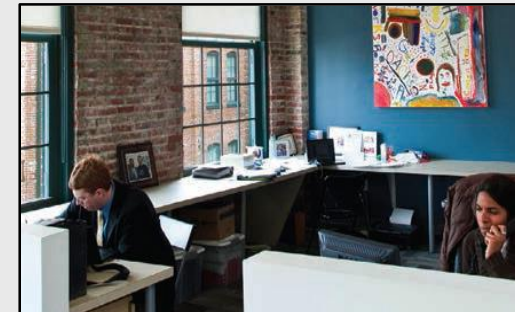


Shaw Sprague

Senior Director, Government Relations
National Trust for Historic Preservation

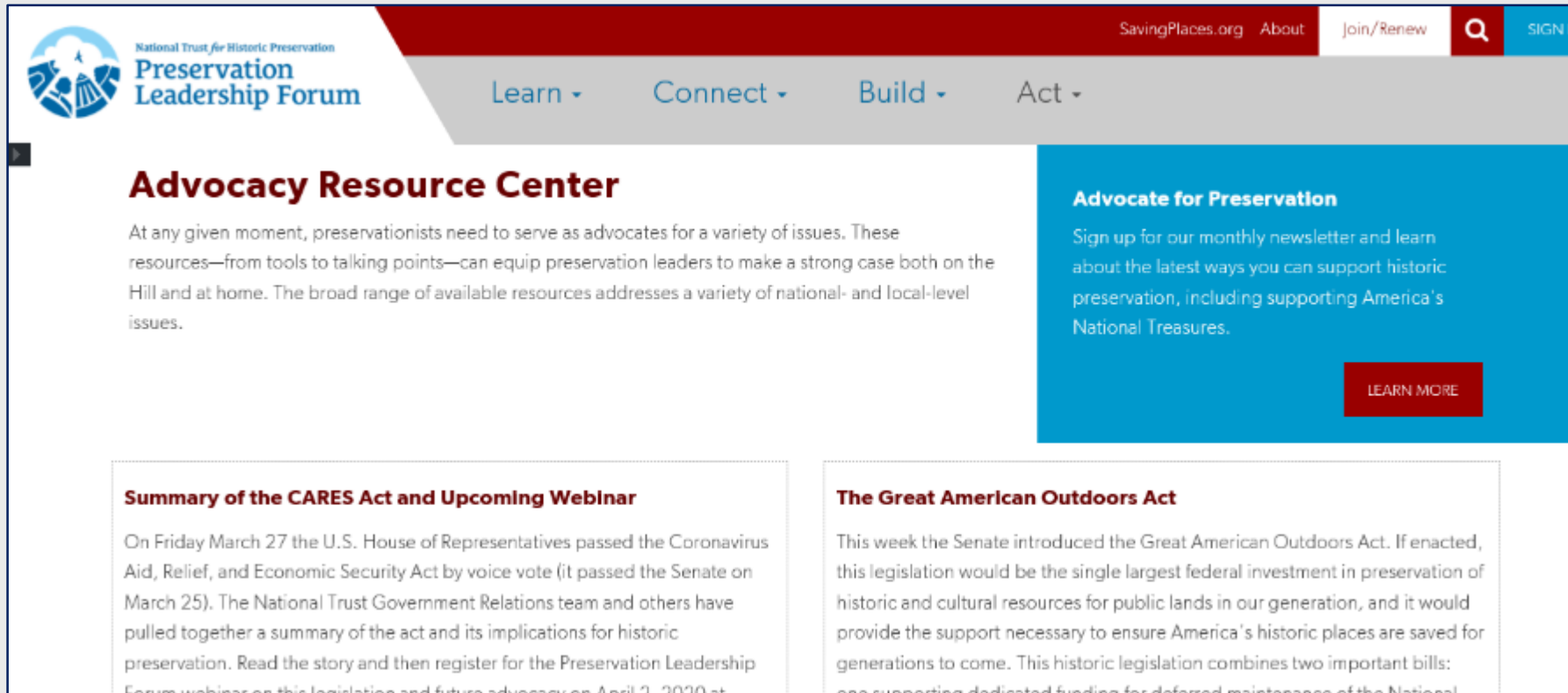
Historic Tax Credit Advocacy in the Stimulus Era

- + **Key Message:** *historic rehabilitation incentives stimulate economic activity*
- + **Provide Examples:** *in past stimulus packages, use of an enhanced HTC yielded positive results*
- + **Strategy:** *work within existing approaches to help ensure HTC inclusion in subsequent relief packages*



HTC Advocacy Resources

Check out the [Advocacy Resource Center](#) on Preservation Leadership Forum



The screenshot shows the website for the National Trust for Historic Preservation's Preservation Leadership Forum. The header includes the logo, navigation links (Learn, Connect, Build, Act), and a top bar with links to SavingPlaces.org, About, Join/Renew, and a search icon. The main content area features a section titled "Advocacy Resource Center" with a paragraph explaining the resources available. To the right, there is a blue sidebar with the heading "Advocate for Preservation" and a "LEARN MORE" button. Below the main text, there are two columns of featured articles: "Summary of the CARES Act and Upcoming Webinar" and "The Great American Outdoors Act".

National Trust for Historic Preservation
Preservation Leadership Forum

[SavingPlaces.org](#) [About](#) [Join/Renew](#) [SIGN UP](#)

[Learn](#) [Connect](#) [Build](#) [Act](#)

Advocacy Resource Center

At any given moment, preservationists need to serve as advocates for a variety of issues. These resources—from tools to talking points—can equip preservation leaders to make a strong case both on the Hill and at home. The broad range of available resources addresses a variety of national- and local-level issues.

Advocate for Preservation

Sign up for our monthly newsletter and learn about the latest ways you can support historic preservation, including supporting America's National Treasures.

[LEARN MORE](#)

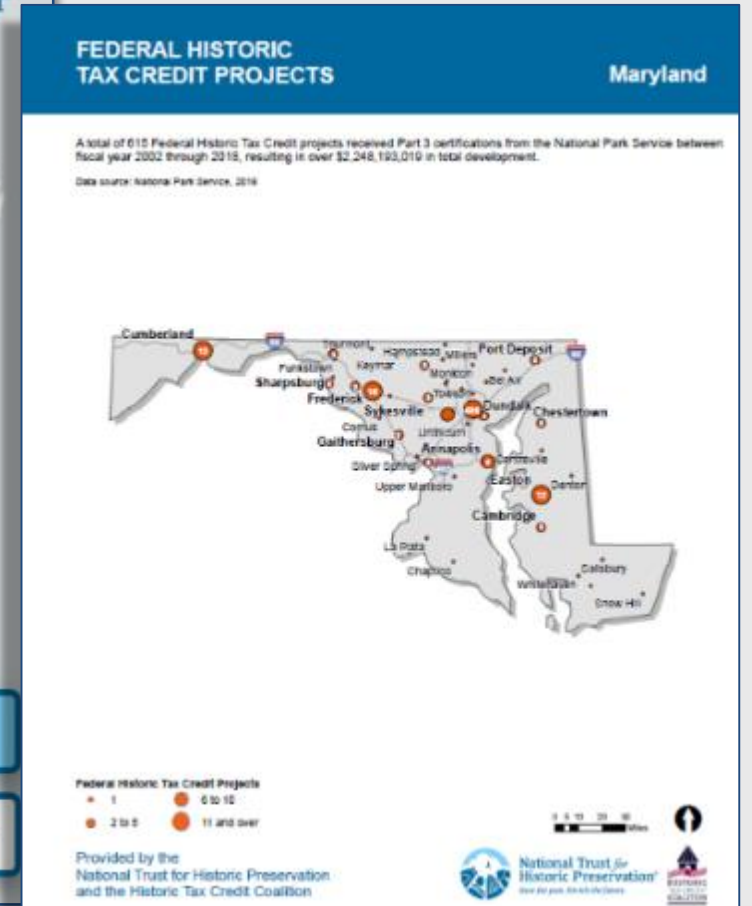
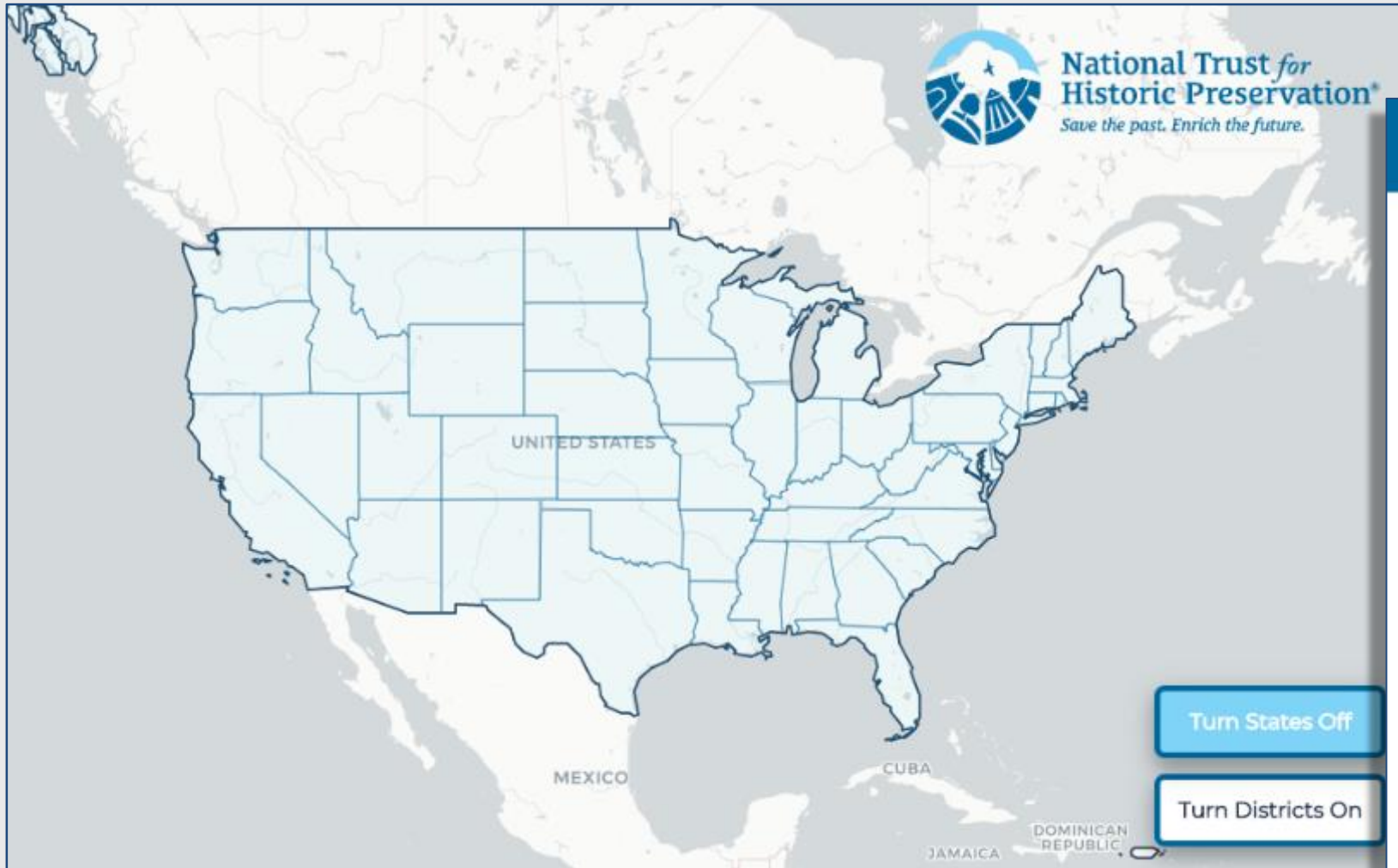
Summary of the CARES Act and Upcoming Webinar

On Friday March 27 the U.S. House of Representatives passed the Coronavirus Aid, Relief, and Economic Security Act by voice vote (it passed the Senate on March 25). The National Trust Government Relations team and others have pulled together a summary of the act and its implications for historic preservation. Read the story and then register for the Preservation Leadership Forum webinar on this legislation and future advocacy on April 2, 2020 at

The Great American Outdoors Act

This week the Senate introduced the Great American Outdoors Act. If enacted, this legislation would be the single largest federal investment in preservation of historic and cultural resources for public lands in our generation, and it would provide the support necessary to ensure America's historic places are saved for generations to come. This historic legislation combines two important bills: one supporting dedicated funding for deferred maintenance of the National

Updated HTC Maps and Project Lists





National Trust for
Historic Preservation
Save the past. Enrich the future.



The American
Institute
of Architects



PRESERVATION
Action

Boost the Federal Historic Tax Credit to Spur Economic Recovery

The Historic Tax Credit (HTC) is a proven tax incentive for both revitalizing historic community assets and supporting economic development and recovery. Unfortunately, the historic rehabilitation community, like so many others, has experienced slowing, stopping, and in some cases, devastating results because of the necessary COVID-19 countermeasures. Historic rehabilitation projects face a ban on construction, limited work site attendance, a lack of materials, limited access to government and other regulatory partners, and other challenges associated with the near shuttering of the domestic economy. At the same time existing projects face limited to no construction activity, new and potential projects face profound financial viability concerns. Limited access to capital, greater investment risk, and an uncertain tenant market will cause significant harm to the future pipeline of HTC projects without federal intervention.

As a result of the foregoing, we are asking for improvements to the HTC and a temporary boost in the amount of credit available for historic rehabilitation projects to ensure their timely completion and allow new HTC projects to help put more Americans back to work quickly and bolster our nation's economic recovery.

How can the HTC help spur Economic Recovery?

By breathing new life into vacant or under-utilized historic properties such as schools, warehouses, factories, commercial buildings and more, the federal HTCs bring hope and stability to neighborhoods, setting the stage for additional investment. When the private sector rehabilitates a building utilizing the historic tax credit, data shows that there is a catalytic effect, driving development nearby.

Seventy-five percent of the economic benefits of these projects stay on the ground, in state and local economies. Developers of HTC projects generally buy materials close to the project site and hire local, skilled workers. Moreover, because historic building rehabilitations are more labor intensive than new construction, they often require additional workers at higher wages.

What changes to the HTC are needed to spur Economic Recovery?

- Enact the Historic Tax Credit Growth and Opportunity Act (HTC-GO), H.R. 2825/S. 2615
HTC-GO provisions would make small projects easier, better allow the credit to be paired with the Low Income Housing Tax Credit and Opportunity Zones, restore value to the credit, and make projects like community health centers, cultural facilities, and homeless services more cost effective to finance. These provisions would not only make the credit easier to use and more historic properties eligible, but they would also enhance the value of Historic Tax Credits, bringing more investment capital into projects that will use it directly for economic activity. (Please see attached fact sheet on HTC-GO for additional materials).



Staying Up-To-Date

- + The National Trust will continue sharing resources and federal advocacy opportunities as they become available
- + Visit our website at forum.savingplaces.org and our social media channels
- + Engage with our monthly Advocacy Newsletter – subscribe [here](#)
- + Additional webinars forthcoming – subscribe [here](#)



LOCAL FINANCIAL INCENTIVES

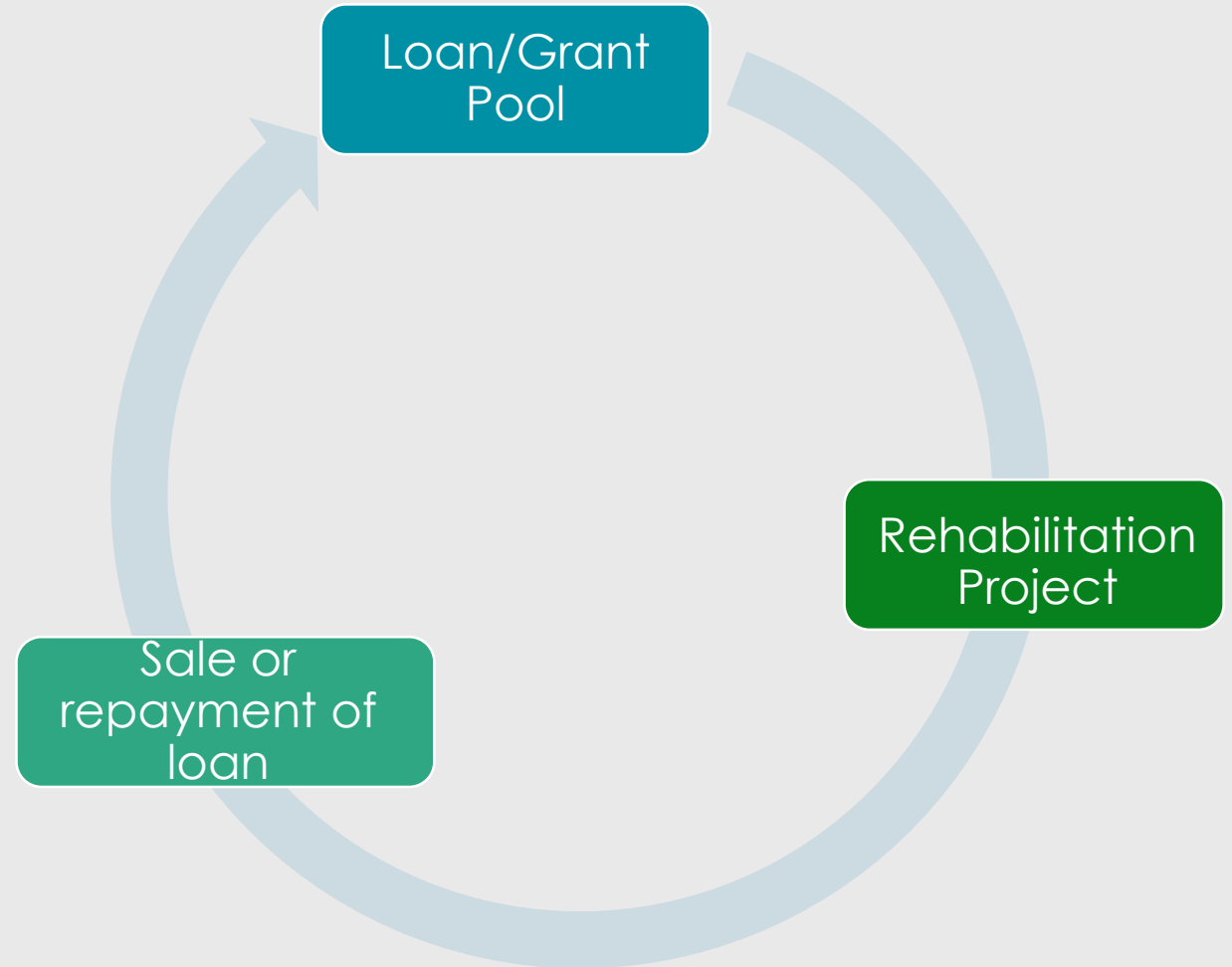
- Loan pools, such as façade improvement loan programs and building improvement loan programs
- Grant programs, such as 50-50 matching grants for façade improvements
- Funders: municipality, CDBG, state, private foundations, local organizations



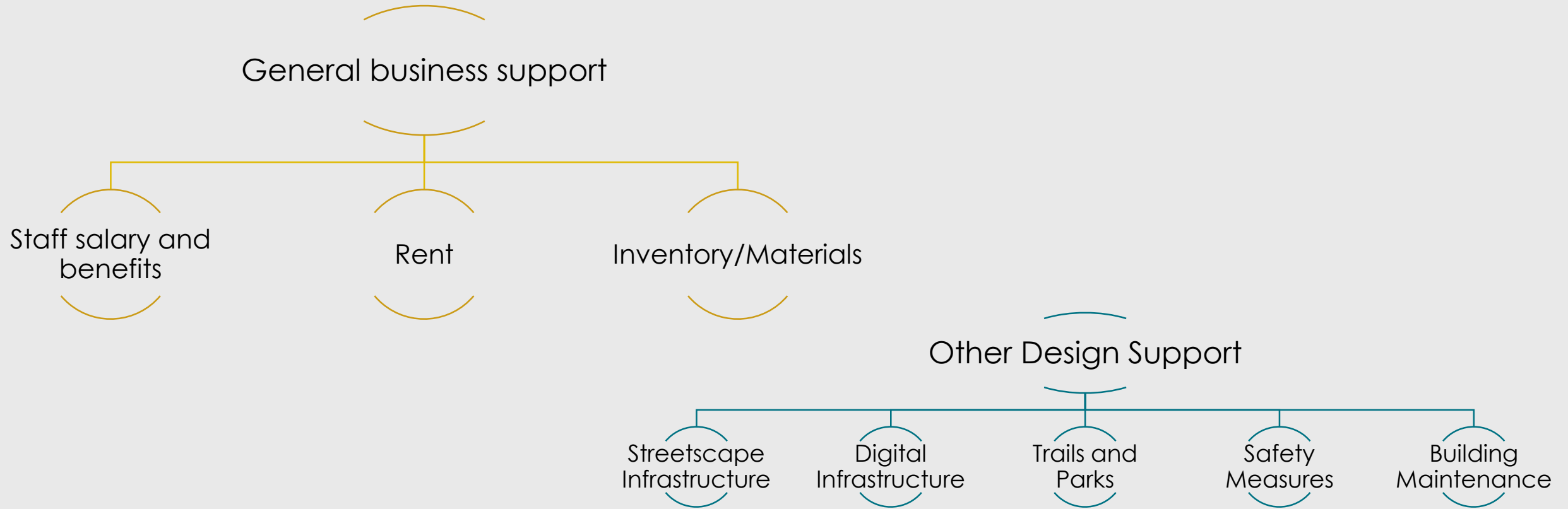
Downtown Flint, MI

PRESERVATION REVOLVING FUNDS

- Used to save or rehabilitate historic properties
- Initially funded by capital OR property assets that can then take the form of an acquisition or loan
- Replenished by the sale of properties or repayment of loans
- Funds can become a comprehensive community revitalization tool
- Seed funders: municipality, state, private foundations, local organizations



SMALL BIZ RECOVERY FUNDING NEEDS



EXPANSION AND ADJUSTMENT

+ Before expanding or adjusting, determine:

1. Are business/building owners in need of a different kind of fund?
2. Does the funding source or framework allow for expansion or temporary adjustment?
3. Can a loan fund become a grant fund?
4. Who are the stakeholders in the fund management?
 - a. Funding source
 - b. Fund administrators + legal
 - c. Project reviewers
5. What are the paperwork, marketing, and outreach requirements if expanding/adjusting is possible?
 - a. e.g. loan/grant applications, agreements, guaranties, promissory notes, websites, flyers, etc.
6. How would an adjustment/expansion change the project review process?

EXPANSION AND ADJUSTMENT

- + If you cannot expand or adjust, consider:
 - Lowering or removing match requirements
 - Switching part of a loan fund to a grant fund
 - Lowering or zeroing out the loan interest rate
 - Extend loan deferral payment periods

MESSAGING PRESERVATION INCENTIVES

- + Design initiatives are key to economic recovery.
- + If preservation incentive cannot be expanded or adjusted:
 - Building maintenance helps financial bottom line for small biz.
 - Building maintenance prevents future, more significant costs to remedy deferred maintenance.
 - Building maintenance helps with improved appearance and attracts customers.
 - Building maintenance supports community culture and pride.

DESIGN AND MAIN STREET RECOVERY

- + Design initiatives that help business owners' bottom line/economic impact
 - Open streets
 - Parklets and pedlets
 - Digital infrastructure
 - Building maintenance
 - Recovery incentives
- + Design initiatives that keep people safe
 - Signage
 - Interior re-design
 - Sanitation stations
- + Design initiatives that help build sense of community
 - Virtual events
 - Public + participatory art

DESIGN AND MAIN STREET RECOVERY

+ Short-term

- Define immediate needs and adaptations, e.g. social distancing signage, etc.
- Talk to partners!
- Determine points of responsibility, i.e. who owns this?
- Iterate!
- Relax regulations
- Engage community
- Building and business inventories

+ Longer-term

- What should be made permanent?
- Streetscapes
- Partnerships
- Community engagement

RESOURCES



DESIGN-FOCUSED RESOURCES

- + Main Street America's COVID-19 Resource Page

Mainstreet.org/covid19resources

- + Coronavirus Response: The Historic Tax Credit as an Economic Recovery Tool

forum.savingplaces.org/viewwebinar/forum-webinar-coronavirus-response

- + Main Street Alabama: Design in the Context of Disaster

Mainstreetalabama.org

A photograph of a historic street with multi-story brick buildings. A dark diagonal overlay covers the right half of the image, creating a split effect. The text is overlaid on the lighter left side.

Q&A

Lindsey Wallace

Director of Strategic Projects and Design Services

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