

Creative Solutions



**Creative Solutions to
Enhancing Your**

Downtown's Sense of Place

19 October 2011

The Center for Historic Preservation



Center for Historic Preservation, BSU

- The outreach arm of the graduate program in historic preservation at Ball State
- Graduate students work on “real world” projects while completing their studies in preservation, architecture or urban planning

The Center for Historic Preservation



Center for Historic Preservation, BSU

- Our students work all over Indiana and the Midwest helping communities, Main Street organizations, non-profits and state/local governments with a variety of preservation-related issues

Creative Solutions



Goals of this session?

- Examine how communities are using creative events, programs, and grants to achieve downtown revitalization
 - Design/Appearance
 - Arts Programs
 - Historic Preservation Programs
 - Grants \$\$

Design on a Dime



Enhancing Your Downtown on a Budget

- Some oldies but goodies:
 - Planting programs
 - Community clean-up days
 - Design assistance days

Design on a Dime



Planting Programs

- Flowers and plantings can make a big impact in a community
- Plants give visitors the feeling that the downtown is alive

Design on a Dime



Planting Programs

- High school shop programs can build flower boxes
- Local garden shops can donate materials or provide them at cost
- Community/Main Street group can purchase planters/flowers, OR
- Community members/businesses can purchase (\$50-\$100 per planter)

Design on a Dime



Planting Programs

- Watering??
 - Business owners
 - Volunteer groups (scouts, garden clubs) – Can rotate throughout the summer
 - Giant water tubs make it easier

Design on a Dime



Blossoms on Main – Canon City, Colorado

- Elementary students plant hanging baskets – about 100 throughout the community
- Youth are paired with adult volunteers to water and tend the baskets
- Funded by a combination of grants and public funding

Design on a Dime



Blossoms on Main – Canon City, Colorado

- “To provide a safe and supervised environment for children” to volunteer for their community
- “The enhance the beauty of the downtown”
- “To provide positive role models”
- “To encourage better relations between the business community and young people”

Design on a Dime



Design on a Dime



But spend your \$\$ wisely...

- Avoid purchasing planters that are going to deteriorate quickly
- Avoid placing planters where they are going to be hit by cars
- Avoid plantings/mulch in the middle of very busy streets

Design on a Dime



Scotts Miracle-Gro Grassroots Grants

- Up to \$1,500 to help develop gardens and green spaces
- “The grants are being given to deserving communities and organizations in the hopes it will get people involved in creating more community gardens and green spaces where they call home.”

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Community Clean Up Days

- Don't let a visitor's first impression be a dirty one
- An easy way to clean up your community and bring community members together
- Supplies (garbage bags, gloves) can be donated or purchased by the Main Street group
- Clean inside AND out

Design on a Dime



20 Minute Clean-Up

- Howard County, Maryland
- Community members form teams
- Each team assigned to a region of the downtown or a neighborhood
- Each team is only asked to work 20 minutes

Design on a Dime



20 Minute Clean-Up

- Toronto does has a similar event
- Community members form teams
- Teams register online and choose a clean-up location
- At a certain time on a set date, each team is asked to go out and clean up for 20 minutes

Design on a Dime



Graffiti Hurts Program

- Funded by Keep America Beautiful, Inc. and Sherwin-Williams
- Grant support “Paint Out” programs to eliminate graffiti

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Decorating Contests

- Storefront displays or freestanding displays
- Farmland has a fun fall contest downtown
- Building owners generally responsible for any expenses

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Vacant Storefronts?

- Decorate vacant storefronts
- Need to get permission from the building owner
- Local non-profits, school groups, local artists

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Highland Park, Illinois

- Local ordinance **MAKES** property owners decorate vacant storefronts
 - “Vacant Store Decorative Code”
- Owners are fined each day that the storefront remains empty
 - \$150 to \$500 per day

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Greensboro, NC

- Allows local non-profits to decorate storefronts for the holidays
- The downtown looks more inviting to visitors
- Allows these non-profits to spread their message/mission

Design on a Dime



Painting Grants

- Small grants can make a big impact
- Community groups can help with the painting
- Make your \$\$ count – use quality paint and scrape first

Design on a Dime



Cleaning Grants

- Cleaning grants can also make a big impact
- Clean masonry using the gentlest means possible
 - The National Park Service offers suggestions
 - <http://www.nps.gov/hps/tps/briefs/presbhom.htm>

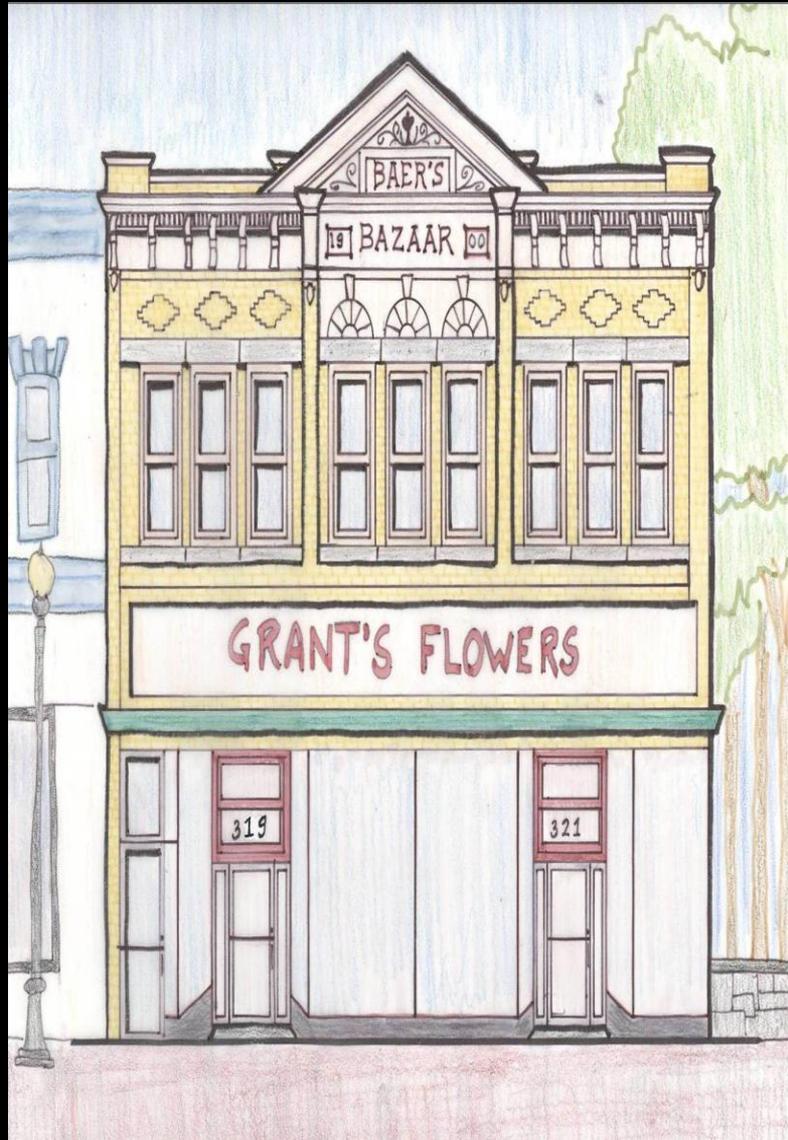
Design on a Dime



Design Days

- Do you have building owners who need design assistance?
- Partner with local architects or other design professionals to offer free design days
- Can also use the assistance of Ball State's College of Architecture and Planning

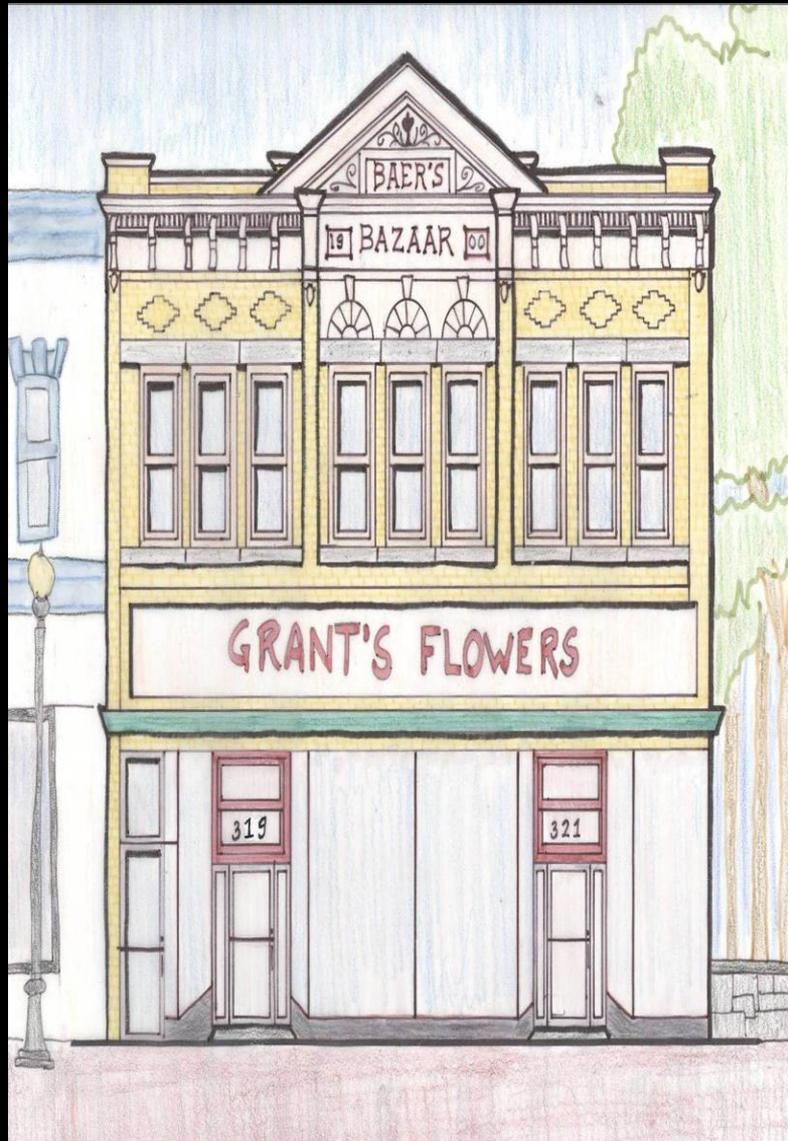
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Studies

- Can help a community or investor envision future appearances/uses of a building/neighborhood/downtown

Design on a Dime



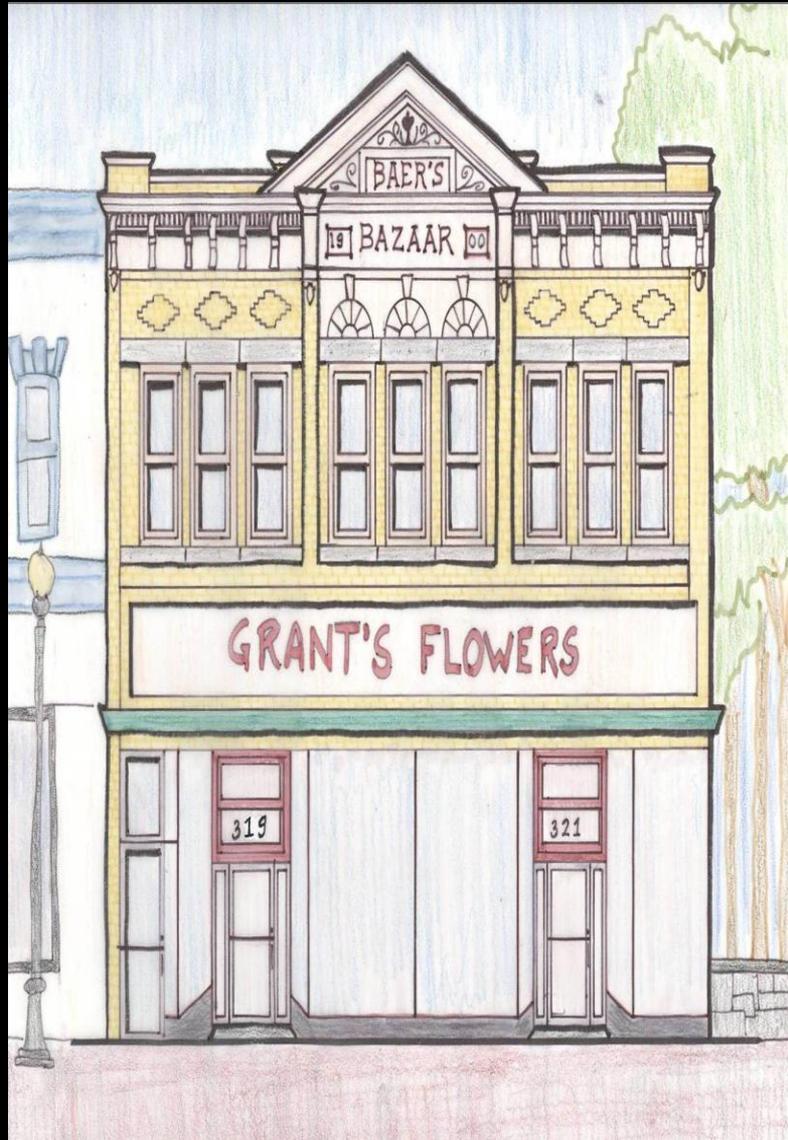
Façade Designs

- Good for buildings that are for sale
 - Especially those that are particularly “muddled”
- Can help investors see a building’s potential
- Can also help to convince current building owners to rehab a storefront



SHRADER'S PLACE

Design on a Dime



Charrettes

- Planning events that last 2-3 days
- Include community meetings – brainstorm about wants, needs, goals
- Final document includes suggested objectives/timelines to meet community goals
- Also usually includes a series of sketches

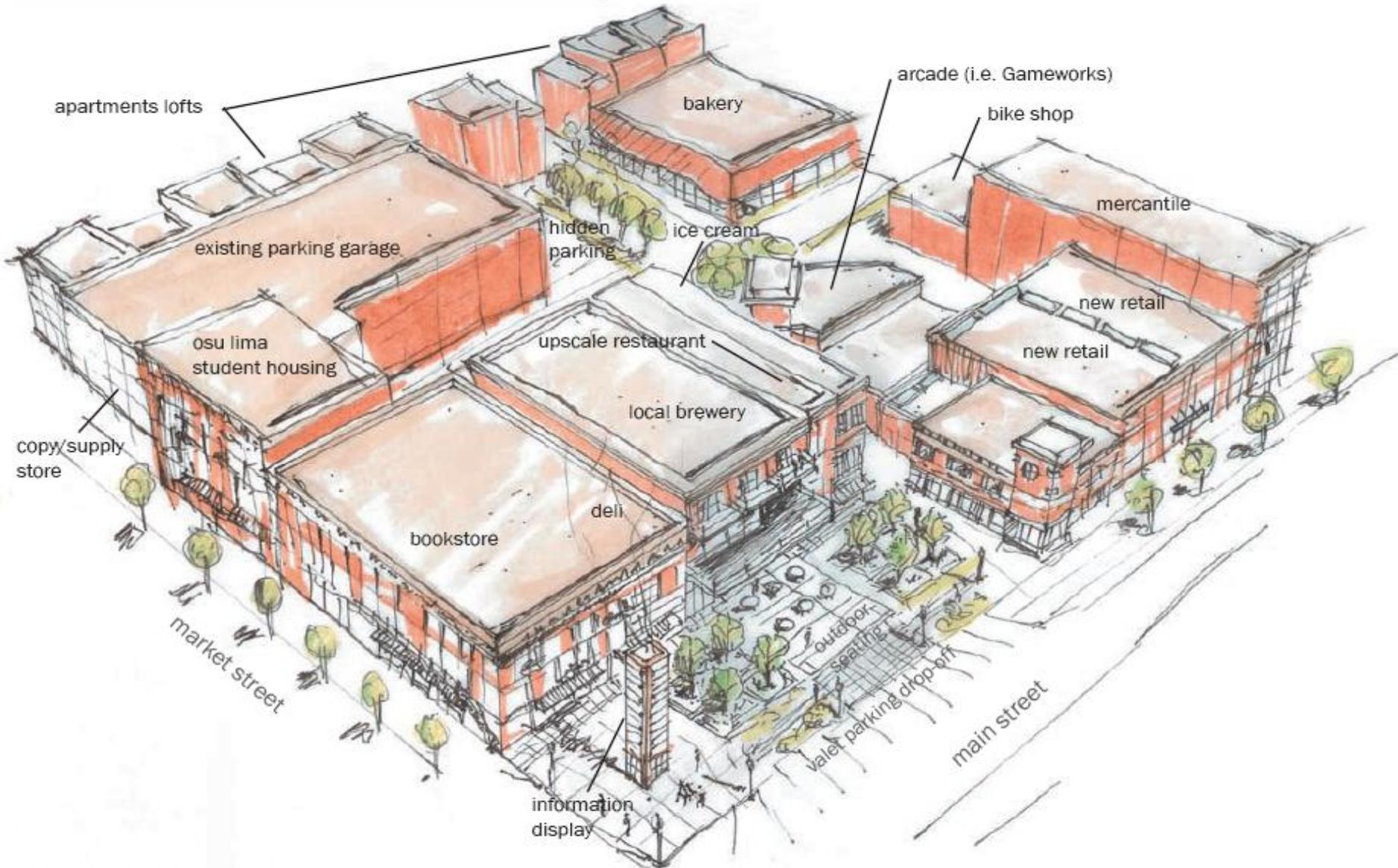
OPTION FOR "THEATER DISTRICT"



NORTHWESTSKETCHES

ball state university - department of architecture - january 2007

OVERHEAD OF "ENTERTAINMENT DISTRICT"



Historic Preservation

Historic Preservation



National Register of Historic Places

- The National Register of Historic Places is the federal government's list of historic properties that are significant to our history
 - Buildings, structures, landscapes, etc.
 - Associated with important events or persons
 - Architecturally significant
 - Potential for archaeology

Historic Preservation



National Register of Historic Places

- The Register is maintained by the National Park Service, Department of the Interior
- Part of a national program to coordinate public and private efforts to identify, evaluate, and protect our historic and archeological resources



Ballard Hall

1888

ATWALK

ATWALK

DAKER





WILKERSON'S

HI-WAY 3

HARDWARE

Logo and text on a sign attached to a utility pole.





225

PRIVATE
PROPERTY

Historical marker text, partially illegible.







Historic Preservation



Nominations

- Nominations are completed by individuals, local governments, historical societies and other organizations
- Multi-part nomination
 - Architectural description
 - Statement of Significance
 - Photos
 - Sketch maps and USGS map
 - Form

Historic Preservation



Nominations

- Nominations must be reviewed and approved by the State Historic Preservation Office (SHPO) – Division of Historic Preservation and Archaeology in Indiana (DHPA)

<http://www.in.gov/dnr/historic/>

- Then reviewed by the State Historic Preservation Review Board
- Then reviewed by the National Park Service

Historic Preservation



Some Myths

- DOES NOT restrict alterations
- DOES NOT protect from demolitions
- Properties ARE NOT required to be open to the public
- DOES NOT affect your property tax

Historic Preservation



Benefits

- DOES allow commercial buildings to qualify for rehabilitation investment tax credits
- DOES aid in the planning for Federal or federally-assisted projects (“Section 106”)
- DOES help you qualify for certain grants, helps bump you to the top of the list for others (Most only available to local government and non-profits)

Historic Preservation



Benefits

- Life and safety code alternatives in the International Building Code
- National Park Service website has a wealth of information about the National Register

<http://www.nps.gov/history/nr/>

- DHPA also has good info

<http://www.in.gov/dnr/historic/11841.htm>

<http://www.in.gov/dnr/historic/10861.htm>

Historic Preservation



Expenses

- Inexpensive to complete a nomination
- Might need to hire a consultant if no one is available locally
- Digital photos on a gold CD
- \$15 map

Historic Preservation



Façade Rehab Grants

- If you don't have a façade rehabilitation grant program, find a way to fund one
 - Will make a big impact on your community
 - Even a small grant program can leverage substantial private dollars

Historic Preservation



Façade Grant Programs

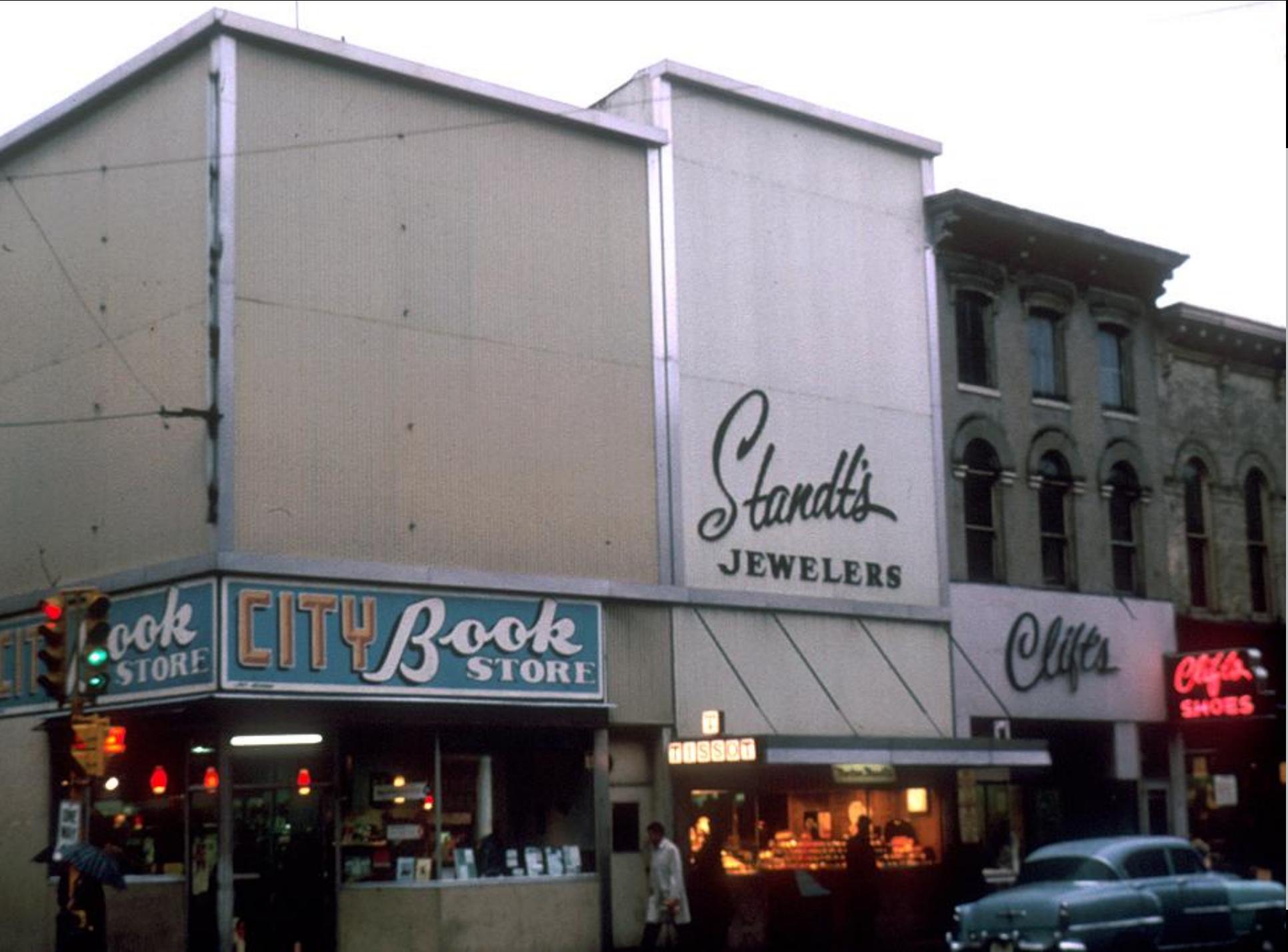
- Provides \$\$ to building owners to rehab storefronts
- Can be a match or an outright grant
- Can be the catalyst for major rejuvenation in a downtown

Historic Preservation



Funding???

- Budgets from city governments/Main Street organizations
- Community Development Block Grants
- Tax increment financing and other tax programs
- Downtown Enhancement Grant



Standt's
JEWELERS

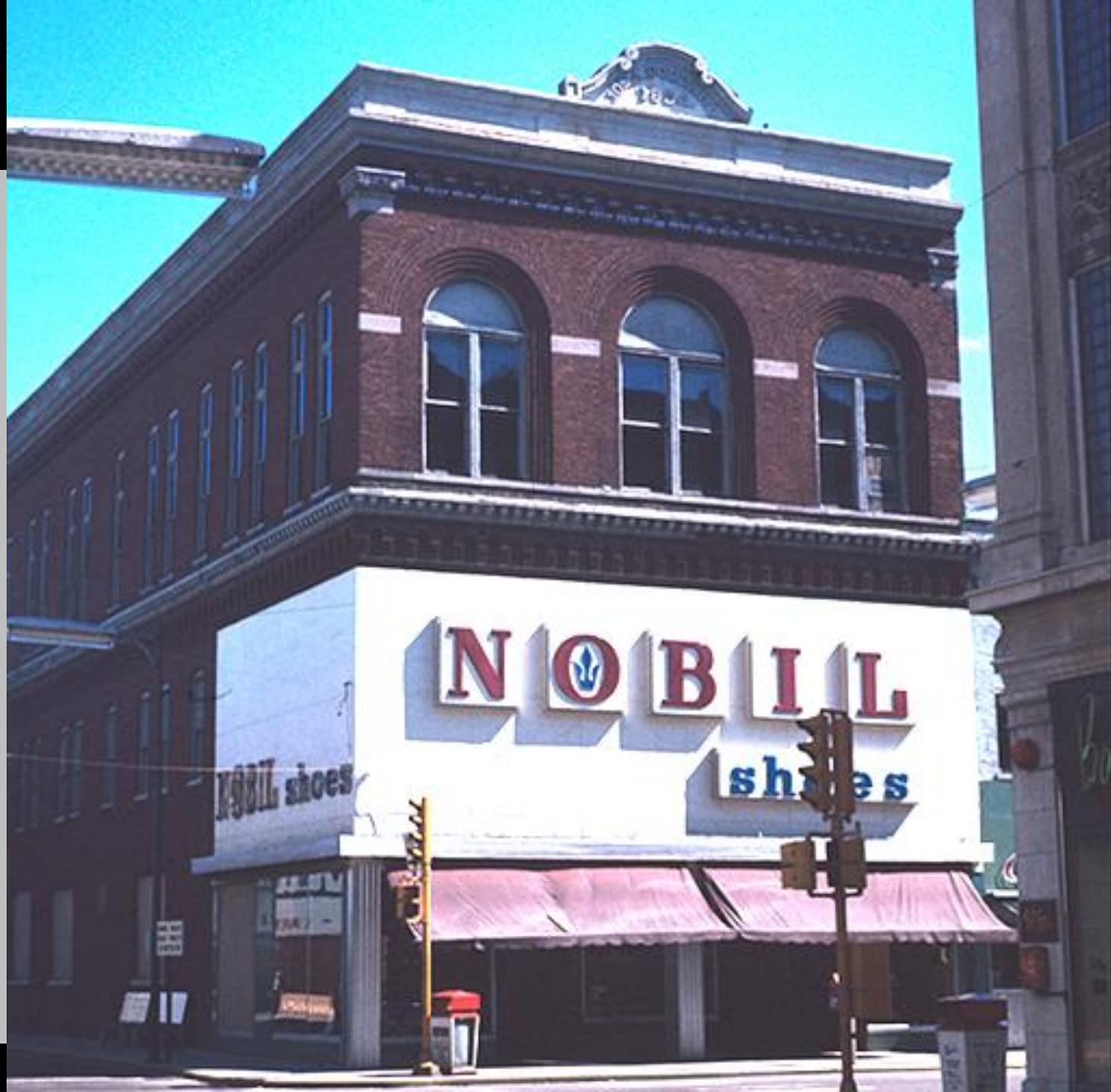
Book
STORE
CITY *Book*
STORE

Cliff's

Cliff's
SHOES

MISSOT





Historic Preservation



The Solution

- City of Muncie is an entitlement community and receives CDBG funding each year
- Borrowed \$\$ from local banks to start a large façade grant program
- Started a rehab blitz downtown
- Paid bank back with CBDG funds over several years

Historic Preservation



Arts

Arts



Arts Programs can enhance your sense of place

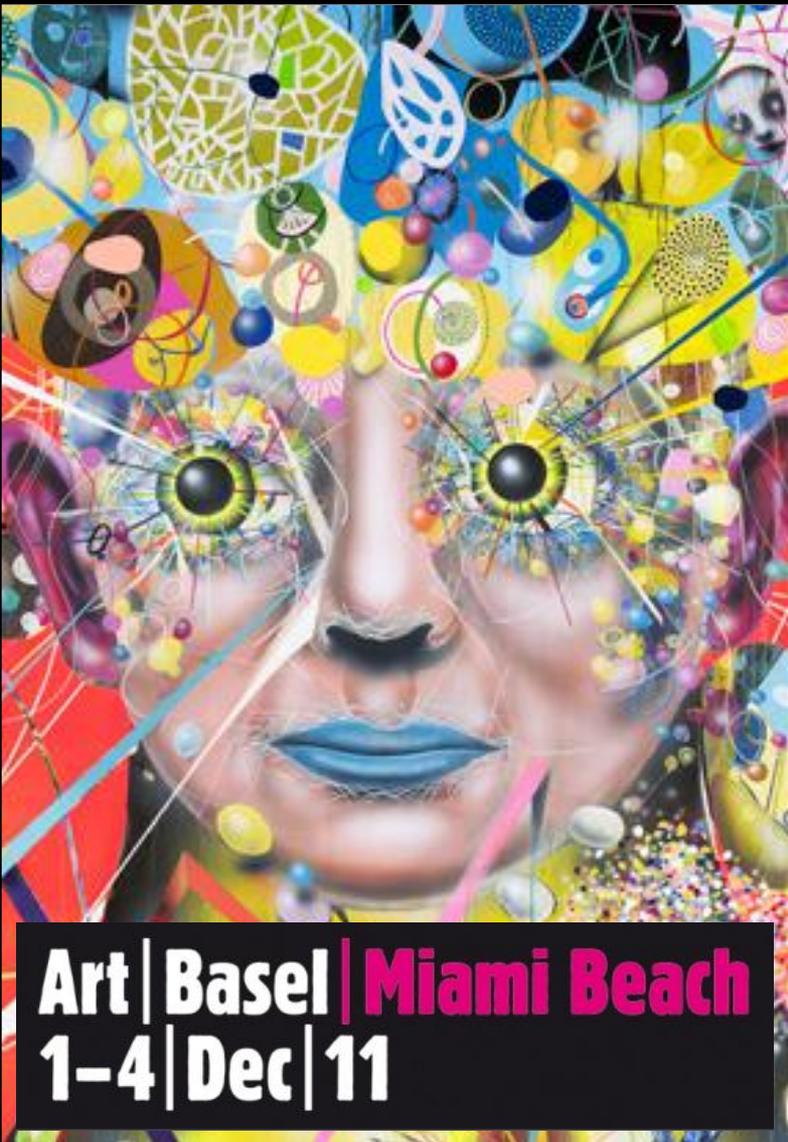
- Arts are increasingly being used to revitalize communities – “The Creative Class”
- Increase in the number of galleries, public arts programs, arts districts, live/work spaces for artists, etc.
- National average: \$7 generated for every \$1 invested

Arts



Denver SCFD

- Scientific and Cultural Facilities District started in 1989
- Local citizens voted and approved a 0.01% sales tax increase
- By 2007, raised \$42 million that has catalyzed \$1.7 billion in total economic activity in the region



Miami Art Basel

- A handful of art collectors convinced the directors of Art Basel (a prestigious art fair) to locate a 2nd fair in Miami
- 2010: 40,000 attendees during the five-day event
- Generated \$500 million of economic activity
 - Hotel stays
 - Retail
 - Restaurants



NEA Grants in Arkansas

- U of A Community Design Center and the Downtown Little Rock DCD received \$30,000 from NEA to create the Pettaway Neighborhood Revitalization Plan
- Will plan for community revitalization through the arts



NEA Grants in Arkansas

- U of A Community Design Center received a \$20,000 Access to Artistic Excellence grants to develop the Transit Scenario Plan for Fayetteville



NEA Grants in Arkansas

- Downtown Little Rock CDC received a \$150,000 Our Town grant to fund the initial design phase of a new Creative Corridor on Main Street

Grants



What grants are available?

- Grants available from the Indiana Office of Rural and Community Affairs
- Also the Indiana Division of Historic Preservation and Archaeology
- And the National Trust for Historic Preservation

Grants



NEA Challenge America: Reaching Every Community Fast-Track Review

- **Applicant: Local Unit of Government, Non-Profit Org.**
- For developing the arts through community development
- Up to \$10,000
- Can be used for public art programs or “civic design activities” that renovate cultural facilities

Grants



Neighborhood Stabilization Program Grants (NSP)

- Applicant: Local Unit of Government
- HUD program for the acquisition and redevelopment of foreclosed or abandoned properties.
- Grants can be used to purchase, rehabilitate, and resell real estate – redevelop vacant properties
- Governments can transfer the grant funds to local community development corporations (CDC's) as part of economic development and revitalization efforts.

Grants



National Endowment for the Humanities

- Interpreting America's Historic Places Grants – National Endowment for the Humanities
- Applicant: Local Unit of Government, Non-Profit Organizations
- Usually around \$50,000-\$100,000
- Signage, videos, podcasts, websites, or other tangible public materials and interpret history

Grants



Safe Routes to School

- Federal Highway Administration
- Applicant: Local Unit of Government
- Aimed at creating safe sidewalks and bikeways for students to walk or bike to school.
- Projects must occur within two miles of a K-8 school, on projects in the public right-of-way.
- Includes Sidewalk improvements and pedestrian and bicycle crossing improvements.

Grants



Farmers Market Promotion Program

- US Department of Agriculture
- \$2,500 to \$100,000
- No match required
- Aimed to expand and increase awareness of farmers markets
- Also for improving access to marketing and business plans, and food safety

Grants

SIA Foundation



- Applicant: Non-profit organizations, Indiana governments, Indiana governmental institutions
- Grants to non-profits who improve quality of life of Indiana residents
- \$1,000 and \$10,000 – no match
- Grants must be used for investments in facilities, real estate, or equipment
- Arts and culture, education, health and welfare



Questions???

Thank you!!