

MAIN STREET IOWA DESIGN ACTIVITIES CHECKLIST

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GOAL: To encourage improvement of the Main Street district's physical appearance.

Develop action plans with quantifiable goals and budgets for each activity.

Building/Business Inventory

(w/ Economic Vitality)

- Assessor's information (owner, date, value, square footage)
- Amenities (heat type, loading dock, elevator)
- Current use, condition, availability
- Local contact (property manager)
- List all businesses
- Categorize by type

Photo Inventory

- Current images
 - Exteriors
 - Interiors - first and upper floor (especially vacant buildings)
 - Before / After / In-progress
- Historic photo collection

Public Improvements

- Space / amenities inventory (lights, trash containers, drinking fountains, benches / seating, vending machines, trees, plantings)
- Parking inventory / survey
 - Number of stalls and location
 - Percentage of occupancy
 - Turnover
- Seasonal decorations
- Public improvements program
 - Clean-up days
 - Streetscapes and amenities
 - Wayfinding
 - Public art
 - Landscaping

Develop and Market Incentive Programs

(w/ Economic Vitality)

- Local
- State
- Federal

Ordinances / Guidelines / Plans

(with city and/or county)

- Review

- Revise
- Develop

Design Assistance

- Follow-up / implementation
 - Develop/revise proposals
 - Locate contractors
 - Locate suppliers
 - Develop cost estimates
 - Assist with labor
 - Assist with incentive applications
 - Provide incentives
- Design Tool Kit
 - Main Street Iowa technotes
 - Awning samples
 - Paint samples
 - Preservation Briefs
 - Preservation Technotes
 - National Main Street Center "Building Improvement File"
 - Product information

Historic Preservation

- Certified Local Government / Historic Preservation Commission
 - Formation
 - Development
 - Interaction
 - Representation
- Historic research survey
 - Windshield survey
 - Sanborn maps
 - National Register nomination
- Façade improvements

Design Education and Awareness

- Presentations
- Articles and publications
- Tours
- Awards / recognition
- Workshops / demonstrations

Window Displays / Visual Merchandising

- Workshops / contests
- Implement displays in vacant windows
- Promote quality design and practices