

OREGON

MAIN STREET PROGRAM

COMING TO A COMMUNITY NEAR YOU ... OREGON MAIN STREET

Oregon Main Street is a statewide commercial district revitalization program administered through the Oregon Economic and Community Development Department. This program, in partnership with the National Trust Main Street Center, was created to assist communities in achieving viable commercial districts. In the 1970s, the National Trust developed its pioneering Main Street four point approach to commercial district revitalization.

This proven approach combines historic preservation with economic development to restore prosperity and vitality to downtowns and neighborhood business districts. It has created a network of more than 40 statewide, citywide and countywide Main Street programs with more than 1,200 active Main Street projects throughout the U.S.

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Governor Kulongoski included funding to re-establish this Oregon program in the 2007–09 state budget.

The underlying premise of Main Street is to encourage economic development within the context of historic preservation in ways appropriate to today's marketplace. This approach advocates a return to community self-reliance, local empowerment and the rebuilding of traditional districts based on their unique assets: distinctive architecture, a pedestrian-friendly environment, personal service, local ownership and a sense of community.

For information on starting a Main Street project send an email to main.street@state.or.us.

FOUR POINT APPROACH

Main Street's approach to ...

Organization assembles public/private leaders within communities to work toward the same revitalization goals.

Promotion sells a positive brand image of the commercial district drawing visitors, shoppers and investors downtown.

Design enhances both livability and attraction of the district by rehabilitating historic buildings, creating pedestrian-oriented streets and encouraging context-sensitive new construction.

Economic Restructuring strengthens a community's existing assets while expanding and diversifying its economic base. Main Street sharpens the competitiveness of existing business and attracts compatible new businesses to the district.



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ECONOMIC & COMMUNITY DEVELOPMENT DEPARTMENT

Visit econ.oregon.gov and click on "Oregon Main Street Program" for more information.