

# CT's MAIN STREETS



The Quarterly Newsletter of Connecticut Main Street Center

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## Main Street Solutions Conference

**M**ain Street Solutions, Connecticut's only annual commercial district revitalization conference, will be held in Downtown New Haven on October 23th. Presented by Community Economic Development Fund (CEDF) and Connecticut Main Street Center (CMSC), the conference will provide many learning opportunities for downtown and neighborhood commercial district practitioners. The special focus this year will include issues such as: *Successful Housing in Downtown, Arts and Entertainment as a Revitalization Tool, How to Attract the Best Developers, How to Achieve the Right Business Mix to Bring Your District Alive, and Growing New Entrepreneurs.*



Following the education sessions the Omni New Haven Hotel,

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## Connecticut Main Street Center Presents Awards for Excellence in Downtown Revitalization

**W**ith Vernon Mayor Diane Wheelock's welcome address to the audience of 125 from across the state who had gathered at the Vernon Senior Center Auditorium, Connecticut Main Street Center's 2003 Annual Meeting and Awards Presentation was off and running! Formerly the Rockville Methodist Church, constructed in 1867, the Senior Center has been referred to as one of Rockville's "beautifully restored treasures" and is an excellent example of building rehabilitation and adaptive reuse. Previous CMSC Annual Meeting sites include the East Hartford Community Cultural Center (the former Central High School) and Aglow Auction House in Windsor Center (a former gas station).

CMSC presented its inaugural Awards for Excellence in Downtown Revitalization at their annual event on June 9th. Valecia Crisafulli, Senior Program Associate with the National Main Street Center, fulfilled her role as Master of Ceremonies with enthusiasm and humor as she announced the winning projects and recipients of personal achievement awards. Awards in the areas of design and business incentives, public-private partnership, special events, public improvements and volunteer service, were created to recognize the exceptional accomplishments of local Main Street programs and their partners, as they work together to achieve profound positive transformation of their downtowns and neighborhood commercial districts.



*from left: S. Ardis Abbott, Rockville Downtown Association Design Chair; Mayor of Vernon, Diane Wheelock; Town Administrator, Larry Shaffer; Valecia Crisafulli, Senior Program Associate National Main Street Center.*

The evening also featured the presentation of The Connecticut Light and Power Company Award for Outstanding Contributions to Main Street Revitalization to Jack Shannahan, former State Historic Preservation Officer and Director of the Connecticut Historical Commission and Chair of the CMSC Board of Directors since the Center's inception as a non profit corporation. Shannahan was the first advocate for creation of a statewide Main Street program in 1986. Presented by John O'Toole, Manager of Economic & Community Development for CL&P, the award was first named for and awarded to CL&P for celebrating and nurturing the rich legacy of Connecticut's Main Streets by launching and generously supporting the Connecticut Main Street Center.

As part of the business meeting CMSC directors elected Andrea Pereira of LISC as

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# BOARD PROFILE

*Andrea Pereira, Chair*

**A**ndrea Pereira, recently elected as the Chair of CMSC's Board of Directors, is the Senior Program Director for the Hartford and Connecticut Statewide programs of the Local Initiatives Support Corporation (LISC). She has an MS in Urban Planning from Columbia University and a BA in Urban Studies from Trinity College. She has twenty years of experience in urban and community development. In Connecticut, Andrea has worked at the state, community and municipal levels in urban and community development. She specializes in: community development finance, economic development, management and public policy.



*Andrea Pereira, Chair*

## About LISC

The Local Initiatives Support Corporation (LISC) is a national non-profit corporation with the mission *to assist community development corporations (CDCs) in transforming distressed neighborhoods into thriving communities*. LISC was created by the Ford Foundation in 1979 as a vehicle to bring quality financial and technical assistance to inner city neighborhood development. Today, LISC is the nation's largest non-profit community development financial intermediary. Last year, LISC invested in over \$500 million through 762 CDCs in 38 sites across the country.

## LISC in Connecticut

LISC has been active in Connecticut since 1984. Through its Hartford and Connecticut Statewide programs LISC has invested \$17.9 million of local funds in community projects and brought \$75.7 million of investment from National LISC and affiliates to create over \$246 million of community development in Connecticut. This development includes 2,078 units of affordable housing and 276,966 square feet of commercial space, along with several child care and community centers. These developments are often the centerpiece of inner neighborhood revitalization strategies in many Connecticut communities. LISC is also a sponsor of an active training and

technical assistance program aimed at increasing the capacity of community development organizations statewide.

The Hartford LISC program is focused on the revitalization of Hartford's distressed neighborhoods. The program strategies focus on developing more homeownership, improving affordable rental housing and attracting private development to neighborhoods through commercial and residential investment. By investing in locally-based community development, LISC helps neighborhoods to: rebuild blighted properties; create business opportunities; increase economic opportunity for residents; strengthen local markets; expand the local tax base and improve quality of life.

## LISC & CMSC

In commenting on her new role as Chair of the CMSC Board of Directors, Andrea Pereira states, *"I look forward to the opportunity to working closely with the Connecticut Main Street Center to assist Connecticut's communities in becoming better places to live and work. Many of our communities have proud traditions and beautiful historic assets which can be the centerpiece of their revitalization. We look forward to working with our communities to help make that happen."*



## MAIN STREET SOLUTIONS CONFERENCE — continued from page 1

participants will have an opportunity to select a tour of the historic Ninth Square, the Theater District, Upper Chapel Street's specialty retail district or a tour of the New Haven Green & Yale University. Simultaneous closing receptions

in local hotspots will follow the downtown and neighborhood walking tours. For more information, visit our website at [www.ctmainstreet.org](http://www.ctmainstreet.org)



**SPOTLIGHT**

# Portland PRIDE Manager Recognized

**E**lizabeth Swenson, manger of Portland PRIDE, was one of 23 revitalization professionals from around the country recognized at the opening session of the National Town Meeting on Main Street™ in Cincinnati for completing the Main Street Certification Institute in Professional Downtown Management™. Sponsored by the National Trust for Historic Preservation's National Main Street Center, the Certification Institute aims to elevate the problem-solving skill level of professionals working in the field of revitalization of revitalization in historic and older commercials districts.

“The Certification Institute is the highest form of training we offer to Main Street managers,” said Kennedy Smith, Director of the National Trust’s Main Street Center. “This year’s class was the most professional and diverse group of students we’ve ever had.” Graduates must pass entrance exams, attend four intense educational sessions over a two-year period, and pass exams focusing on the Main Street Four-Point Approach™ to downtown revitalization: organization, design, promotion, and economic restructuring.

Visit [www.mainstreet.org](http://www.mainstreet.org) to learn more about the Main Street Certification Institute.



# Spring Banners Bloom on Upper Albany Avenue



**O**n Memorial Day, Albany Avenue suddenly blossomed from Westbourne Parkway to Garden Street with brightly colored banners proclaiming “**Upper Albany, Neighborhood of Choice.**” The design of this banner reflects the cultural diversity of this African American / Caribbean neighborhood. Alongside each of these banners hangs the familiar **Hartford Rising Star Banner**. The juxtaposition of these two banners eloquently and loudly proclaims that this neighborhood is an intrinsic part of the City of Hartford.

Congratulations are due to all those who brought this vision to reality: Gerald Thorpe Chairman of the NRZ and member of the Main Street Board who *designed* the banner and who did most of the initial leg work; The Upper Albany Merchants Association, whose members paid for their individual banners; Sovereign Bank which paid for the hardware; The Hartford Arts Council which provided the Rising Star banners; and Marilyn Risi, Director of Upper Albany Main Street, who pulled it all together on time and on budget.

**Partnerships succeeding with Panache!**

**FYI FILE**

## Connecticut Main Street Managers

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To visit any Connecticut Main Street Community's website, go to [www.ctmainstreet.org](http://www.ctmainstreet.org), and follow the links



# CONNECTICUT MAIN STREET CENTER PRESENTS AWARDS — continued from page 1



2003 winners of the CMSC Awards for Excellence in Downtown Revitalization.



John O'Toole (right), Manager of Economic & Community Development of CL&P, presents the CL&P Award for Outstanding Contributions to Main Street Revitalization to Jack Shannahan (left), former CMSC Board Chair.

Chair of the Board, Lisa Bumbera of CL&P as Secretary, and Martha A. Hunt of CERC as Treasurer. Other CMSC directors include: Harland Henry of the Office of Secretary of the State, Keith Kumnick of Colliers, Dow & Condon, Lawrence Lusardi

of DECD, Preston Maynard of Community Economic Development Fund, Kinson Perry of SBC/SNET, Alan Plattus of the Yale School of Architecture, Calvin Price of Liberty Bank, Robert Sitkowski of Robinson & Cole, LLP and Calvin Vinal of Webster Bank. Jack Shannahan will continue his term as a CMSC director.

## Connecticut Main Street Center 2003 Awards for Excellence in Downtown Revitalization

Presented to Connecticut Main Street communities that have demonstrated excellence in application of the Main Street Four-Point Approach to Downtown Revitalization™ in 2002.

**Awards of Excellence are given for:**  
 Best Private / Public Partnership  
 The Rockville Downtown Association (Vernon)  
*Overnight Parking Pilot Program*

**Most Creative Fundraising Effort**  
 Portland Revitalization Inc. - Portland P.R.I.D.E.  
*PRIDE Auction 2002*

**Premier Special Event**  
 First Town Downtown (Windsor)  
*Discover Windsor Trails Day*

**Best Design or Business Incentive Program**  
 Upper Albany Main Street (Hartford)  
*Upper Albany Micro Business Incubator*

**\*An Award of Merit in this category is given to:**  
 The Rockville Downtown Association (Vernon)  
 The RDA Façade Improvement Grant Program

**Merchant Service Award**  
 The Rockville Downtown Association (Vernon)  
*Dan Waskiewicz – Crystal Blueprint & Stationery*

**Best Public Improvement Project**  
 First Town Downtown (Windsor)  
 Route 159 / Palisado Avenue Railroad Bridge Beautification



### A special Thank You to our 2003 Awards Jury:

**Kathy LaPlante**, Director of New Hampshire Main Street  
**Frederick C. Biebesheimer**, FAIA, Architect  
**Robert Gregson**, Creative Director of the Connecticut Office of Tourism

## Personal Achievement Awards:

**Connecticut Main Street Manager of the Year**  
 Katie Breen, Executive Director  
 First Town Downtown (Windsor)

**Outstanding Main Street Volunteers of the Year**

New London Main Street	Gretchen Higgins
Niantic Main Street	Paul Kramm
Portland P.R.I.D.E.	Linda Cunningham
Rockville Downtown Association	S. Ardis Abbott
Simsbury Main Street Partnership	Rich Correia
Upper Albany Main Street	Clyde Billington
First Town Downtown (Windsor)	Betty Breen
Friends of Main Street (Winsted)	Astrid Robitalle

**Outstanding Main Street Board Members of the Year**

New London Main Street	Kathy Diaz-Saavedra
Niantic Main Street	Candy Shapiro
Portland P.R.I.D.E.	Suzanne Schultz
Rockville Downtown Association	Bryan Flint, Sr.
Simsbury Main Street Partnership	Richard Bahre
Upper Albany Main Street	Margery Steinberg
First Town Downtown (Windsor)	Liz McAuliffe
Friends of Main Street (Winsted)	Wendy Chapman

# Connecticut Main Street Has Friends At The National Trust

Connecticut Main Street Center (CMSC) is thrilled that two strong supporters of the Main Street program are representing our state at the National Trust for Historic Preservation. **Anita Mielert**, Selectwoman from the Town of Simsbury and **Preston Maynard**, Vice President of Community Economic Development Fund (CEDF) currently serve on the Trust's Board of Advisors.

A private, nonprofit organization chartered by Congress in 1949, the National Trust provides leadership, education, and advocacy to save America's diverse historic places and revitalize our communities. The Trust's Board of Advisors was established in 1996 in an effort to increase the organization's direct contact and communications with state and local constituents through the creation of a nationwide network of volunteer preservation leaders. Two Trust Advisors are chosen from each state. Through their diverse skills, geographic distribution, and leadership resources, the Board of Advisors supports the National Trust and the movement in efforts to build the nation's preservation constituency, demonstrate and communicate the benefits of preservation, and influence public policy at all levels.

## What They Bring To The Table

Sitting on the Town of Simsbury's Board of Selectmen since 1993, **Anita Mielert** served as the Town's First Selectwoman from 1999-2001. Her tenure as the Town's top elected official was marked by numerous initiatives, including the creation and chairing of the Open Space Committee, which has resulted in an Open Space Acquisition Ordinance; Public Safety initiatives, including a new emphasis on Community Policing and hiring a School Resource Officer; preservation and restoration projects, including ongoing restoration work on Eno Memorial Hall; the revision of Simsbury's Design Guidelines and an archaeological inventory of the Town; and infrastructure improvements, which include three new athletic fields which also serve as the concert lawn for the Talcott Mountain Music Festival; and the planned expansion of the Public Library, and complete renovation of the Town Hall Engineering wing. Additionally, Anita created the Town's Tourism Committee and she served eight years on the CRCOG Transportation Board, where she chaired the Bicycle and Pedestrian Plan Subcommittee which created a Master Plan for CRCOG's 29-town region in central Connecticut.

**Preston Maynard** is Vice President, Senior Community Development Officer, at the Community Economic Development Fund. He has been active in the community development field for over twenty-five years and has held

positions in city planning, historic preservation, real estate, and community development lending. Formerly the executive director of the New Haven Preservation Trust, Preston has worked in the real estate industry, selling investment property and later, managing a thirty five million dollar real estate portfolio for People's Bank. From 1995 to 1999, he managed special loan programs for women and minority borrowers at People's as vice president for Community Development.

Joining the Community Economic Development fund in 1999, Preston now works with communities across the state in planning and implementing economic development projects. He manages a grant program for neighborhood economic development that has awarded more than \$500,000 over the last four years. In this capacity he works with diverse constituencies, including merchant associations, business groups, local municipalities, and residents.

## Complimentary Skill Sets

The Northeast Regional Office in Boston maintains a strong working partnership with each Advisor in their region. Alicia Leuba, Director of Programs for the Northeast Regional Office of the National Trust and the Trust's staff representative to Connecticut comments that Preston and Anita bring "complimentary skill sets" to their roles. "Preston has been a fabulous Advisor who has worked in preservation from different angles, from supporting local preservation groups to his current work in economic development in neighborhoods." Additionally, as an Advisor, Preston has identified a number of scholarship recipients to the National Trust's Annual Conference as well as preservation grant and loan recipients. He is currently working on the NE Regional Offices 5 year strategic planning process. Anita Mielert "has been very eager and working hard from the minute she was nominated as a Trust Advisor just this year", says Leuba. "She understands the balance necessary between preservation and the needs of the community", Leuba shares, and Anita has spent a good deal of time testifying at the State capital in Hartford on issues surrounding the Connecticut Historical Commission and the Historic Rehabilitation Tax Credits.

## Their Roles in CMSC

Anita Mielert was instrumental (along with former CMSC Board Chair Jack Shannahan) in getting the Connecticut Main Street Center started. Joining with CT Preservation Action, Anita hosted a statewide conference in Simsbury in 1994. Over 200 people attended - this at a time when an economic development conference normally attracted 30 people.

# Reusing Vacant Buildings; Financing the Vision

**Brad Schide, Connecticut Circuit Rider  
Connecticut Trust for Historic Preservation  
& National Trust for Historic Preservation**



A vacant Art Deco movie theater located in a downtown location; a deconsecrated, vacant church; an empty industrial building that in its day employed thousands but now sits fallow. These are a few examples of commercial, non-residential sites that were important to cities and towns in their day, but which have become forgotten structures today. Instead of remembering the builders who erected these buildings and contributed to the economy, the current generation only knows them as abandoned eyesores. Many have become obstacles to development, with zoning and environmental issues to solve. What does it take to make these buildings useful again?

This basic question breaks down into several more specific ones:

- \* How can these structures be reused?
- \* Can they attract the necessary capital to rehabilitate them to meet current building codes and local zoning regulations?
- \* Can they be self-sustaining for the next 30 to 50 years?
- \* How will income be derived from the operation of these structures to sustain their use into the future?

## The Economics of Preservation

Saving an historic resource from demolition is only the first step in its preservation. Since history alone will rarely attract the funds necessary to rehabilitate, you have to examine the marketplace, the economy and the area, and determine a use that is consistent with current market trends for the area or the region. A professional firm can be hired to provide this kind of analysis. Such a firm can review a potential use in the marketplace, or can tell you what a potential use might be for the building, based on market factors. *The buildings we seek to save are usually vacant because the market economies have changed.* While a downtown movie theatre was feasible in 1910, competing with suburban and national chain theatres today may be tough, if not impossible, without ample off-street parking and other enticements.

So, the historic use of the building may be an important component of any reuse plan, but it may not in itself produce the rehabilitation dollars. *The potential reuse, coupled with the ability to generate income from the property's uses to sustain the building, is the key to securing restoration funds.*

One way of financing rehabilitation is through tax credits, some of which are outlined below. Tax credits alone will not cover all project costs, but they can help leverage other grant and debt sources not described in this article.

### The Federal Rehabilitation Tax Credit for Income-Producing Historic Sites

One source of funding for the rehabilitation of historic structures is the Federal Rehabilitation Tax Credit. To be eligible for

this program, a building must listed on the National Register of Historic Places, either individually or as a contributing resource in a National Register historic district. The credit can only be utilized for properties that produce income from their use, including mixed uses such as retail/office and residential. *Museums, art galleries and social function rooms can qualify, but these uses must generate income for the building and that income should be enough to sustain the building's operating and maintenance needs.*

This Tax Credit program is administered by the State Historic Preservation Office (SHPO)—in Connecticut, the Connecticut Historical Commission—the Internal Revenue Service (IRS) and the National Park Service (NPS). The NPS and SHPO must approve your rehabilitation plans before you can secure the credit. This means you need an architect to produce construction plans, and you must have your general contractor build according to these plans. Failure to build according to the NPS standards will cause the IRS to recapture (take back) the tax credit.

A tax credit of up to 20 percent of the "Eligible Basis" can be obtained from the IRS for a NPS certified rehabilitation. As the accompanying example shows, for a restoration project that costs \$3.1 million, there are approximately \$2.8 million in eligible basis costs, and therefore approximately \$576,000 worth of tax credits that can be allocated towards the project. The owner of the structure sells this credit to an investor who buys the credit to lessen his tax liability and, in return, provides equity funds to rehabilitate the property. *The historic rehabilitation tax credit can produce equity funds towards the renovation of a building, but it will not completely fund a project.*

### Rehabilitation Tax Credit for Income-Producing Properties that are Non-Historic

If a building is not on the National Register or has been determined by the NPS to be a non-contributing resource within in a National Register district, it may qualify for a 10 percent rehabilitation tax credit. To be eligible, the building must have been built prior to 1936, and must be used exclusively for non-residential purposes. There is no NPS review of plans and drawings under this program, but there are three tests that the IRS requires you to pass before receiving the credit: (1) 50% of the external walls are retained in place as external walls; (2) 75% or more of the external walls are retained in place as internal or external walls; and (3) 75% of the existing internal structural framework is retained in place. Like the Historic Tax Credit, this program will provide only equity funds towards the project (though at a lower rate: 10% versus 20%), and an investor must be sought to provide this equity in exchange for the credits.

### New Markets Tax Credit Incentive for Commercial Properties

This new program, created in 2000, would bring additional equity or loan funds to economic development projects for

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# Check out these GREAT websites!

## Walkable Communities

### [www.walkable.org](http://www.walkable.org)

Walkability is the cornerstone and key to an urban area's efficient ground transportation. Every trip begins and ends with walking. Walking remains the cheapest form of transport for all people, and the construction of a walkable community provides the most affordable transportation system any community can plan, design, construct and maintain. Walkable communities put urban environments back on a scale for sustainability of resources (both natural and economic) and lead to more social interaction, physical fitness and diminished crime and other social problems. Walkable communities are more liveable communities and lead to whole, happy, healthy lives for the people who live in them. The site features a 12-step program for defining and achieving or strengthening community walkability.

### [www.walkinginfo.org](http://www.walkinginfo.org) and [www.bicyclinginfo.org](http://www.bicyclinginfo.org)

The websites of the Pedestrian and Bicycle Information Center. These sites have a wealth of information, including bike and pedestrian design guidelines.

### [www.bikewalk.org](http://www.bikewalk.org)

The website of the National Center for Bicycling and Walking. Includes information on Increasing Physical Activity through Community Design, A Community Assessment Tool and The Pedestrian Design Guide.



## REUSING VACANT BUILDINGS; FINANCING THE VISION — continued from page 6

either historic or non-historic buildings in designated "distressed areas." It would piggyback on the other federal tax credit programs, but could also work independently. The program is not yet fully operating, but it could bring up to \$390,000 more in funding to a project, depending on the size of the project. The IRS is currently selecting local financial institutions in Connecticut to participate in the program and will then provide them with an allotment of tax credits. These credits will in turn attract private investment capital, and the chosen financial institutions will have another funding source for economic development and, for our purposes, for rehabbing vacant downtown structures.

### The Role of the Connecticut Trust

To save our historic structures, all of us need to think more broadly about markets and economics, words that are not always in preservationists' vocabularies. As described above, there are programs and funding to save some of the buildings we are interested in. Much of the funding described above can leverage other grant and debt funds for rehabilitation projects. But you will need help in visualizing the next steps, finding the investors, finding funding sources, figuring out the design and relevant costs.

Through the Circuit Rider program, the Connecticut Trust can link you up to existing resources and professional firms in your area. The Trust also has some grant funds for feasibility or market studies for these structures. Our role is to help you realize the vision. Please call me at 860-463-0193.

*Brad Schide is an urban planner and former nonprofit real estate developer. This article was reprinted with permission from the January / February 2003 issue of Connecticut Preservation News. Visit the CT Trust at [www.cttrust.org](http://www.cttrust.org)*



## What's NEW?

### Visit the CMSC website!

Log onto [www.ctmainstreet.org](http://www.ctmainstreet.org) to learn the latest about the revitalization of Connecticut's Main Streets.

Our website tells you about CMSC, how to become a Main Street Community, lists the services we provide. You can also link to over 100 resources in downtown revitalization and download a copy of this newsletter, *CT's Main Streets*.

[www.ctmainstreet.org](http://www.ctmainstreet.org)

### Example of Use of the Historic Tax Credit

	Actual Cost	Eligible Basis
Rehabilitation costs	\$2,300,000	\$2,300,000
Site work/landscaping	200,000	0
Contingency for rehab	400,000	400,000
Architect/Engineer	60,000	60,000
Legal for rehab closing	15,000	15,000
Legal for acquisition closing	4,000	0
Acquisition	50,000	0
Bank fees	8,000	0
Historic consultant	5,000	5,000
Developer Fee	100,000	100,000
Totals	\$3,142,000	\$2,880,000
Tax Credit @ 20%		X .20
<b>Tax Credit Equity Raised for Project</b>		<b>\$576,000</b>

# Top 10 Reasons to Save Downtown

**1** Your central business district is a prominent employment center. Even the smallest downtowns employ hundreds of people. Downtown is often the largest “employer” in your community.

**2** As a business center, your downtown plays a major role. It may even represent the largest concentration of businesses in your community.

**3** A downtown is a reflection of how a community sees itself. . . a critical factor in business retention and recruitment efforts. If the downtown is neglected, outsiders will see this neglect as a reflection of the entire community and its citizens.

**4** Your downtown represents a significant portion of your community’s tax base. If this district declines, its property will decrease in value. This increases the tax burden on other parts of your community.

**5** The central business district is an indispensable shopping and service center in your community. Though it may not hold the place as your community’s most dominant shopping center, it still includes unique shopping and service opportunities. Law, physician, accountant, and insurance offices. . .as well as financial institutions are often located downtown.

**6** Your downtown is the historic core of your community. Many of the buildings are historically-significant. They should be preserved to help highlight your community’s history.

**7** Downtown represents a vast amount of public and private investment. Imagine paying to recreate all the public infrastructure and real estate in a central business district. Imagine the waste of past dollars spent if the downtown is neglected.

**8** A central business district is often a major tourist draw. When people travel, they want to see unique places. . .there isn’t another downtown like yours in the world!

**9** Downtown is usually a government center. Most likely it is where your city hall, county courthouse and post office are located. This “one stop” shopping for government services is a notable feature of downtowns across the state.

**10** And, perhaps most important, your downtown provides a sense of community and place. As Carole Rifkind, author of *Main Street: The Face of Urban America* said, “. . .as Main Street, it was uniquely America, a powerful symbol of shared experience, of common memory, of the challenge and the struggle of building a civilization. . . Main Street was always familiar, always recognizable as the heart and soul of village, town or city.” In the end, this is why we revitalize our downtowns.

*reprinted with permission from Wisconsin Main Street.*



*Connecticut Main Street Center is generously sponsored by  
The Connecticut Light and Power Company and the State of Connecticut Department of  
Economic and Community Development.*



# New London's Main Streets Are Cookin'

**N**ew London Main Street has published *New London's Main Streets Are Cookin'*, a guide to downtown restaurants. The publication features 34 restaurants and includes establishments that offer fine and casual dining, ethnic fare, cafes and bakeries, delis, pizza, bar & grill and take out. Each listing includes address, phone and hours, specialties and price ranges. A map shows the location of each establishment, along with parking areas, automated teller machines and other amenities.

The guide will be distributed to area hotels and visitor centers in the I-95 corridor from

Westbrook to Westerly and to other tourist locations including museums and transportation terminals. It can also be obtained at local shops and the New London Main Street Office.

The dining guide was funded in part by a grant from the Community Foundation of Southeastern Connecticut, and sponsored by 21 of the downtown New London restaurants.

Contact: Penny Parsekian, (860) 444-2489  
penny@newlondonmainstreet.org



[www.newlondonmainstreet.org](http://www.newlondonmainstreet.org)



# Urban Design

**I**s about environmental quality. For too long major urban development has been driven by individual objectives and short term goals, at the expense of making places in which it is good to be. Creating civilised places takes time, and urban design must be there right at the start, or major opportunities are easily lost.

## Urban design

Aims to create a "sense of place"

- Concerns the three dimensional design of places for people in which to work, to live, and to play, and their subsequent use and management
- Is the physical design of the public realm
- Can reflect the different needs and aspirations of users and their activities
- Is about sustainability and "people friendliness"
- Is the interface between architecture, town planning and related professions and it integrates transport planning, environmental improvement and development potential
- Is a collaborative process bringing local interests and professionals together to maximize the quality of their environment
- Provides a framework for development as part of the local plan process, helping to create a "vision" for local authorities, communities and developers
- Involves professional disciplines and local interests including:
  - Architects - Planners - Developers - Surveyors - Landscape architects - Engineers - Local authorities - Civil servants - Communities - Politicians - in fact everyone interested in the quality of the built environment.

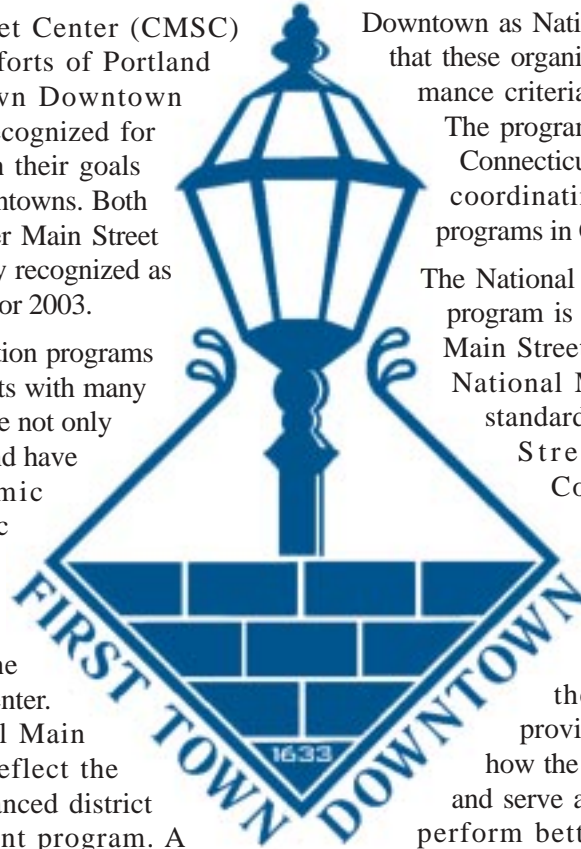
from *The Urban Design Group and Urban Design Services Ltd., London.* [www.udg.org.uk](http://www.udg.org.uk)



# Portland and Windsor's Main Street Programs Receive National Main Street Accreditation

Connecticut Main Street Center (CMSC) announces that the efforts of Portland PRIDE and First Town Downtown (Windsor Center) have been recognized for outstanding accomplishments in their goals of the revitalization of their downtowns. Both organizations join over 500 other Main Street revitalization programs nationally recognized as a National Main Street Program for 2003.

“Effective Main Street revitalization programs create vibrant commercial districts with many different uses, where people come not only to shop, but also to work, live, and have fun. By stimulating economic vitality and adapting historic buildings for new uses, Main Street districts are places that define community,” says Kennedy Smith, director of the National Trust’s Main Street Center. “The criteria for the National Main Street Program designation reflect the activities needed in a well-balanced district revitalization and management program. A National Main Street Program is one that meets the basic standards of performance for a commercial district revitalization and management organization. Designation of Portland PRIDE and First Town



Downtown as National Main Street Programs reflects that these organizations meet these national performance criteria for good management practice.”

The program’s performance was evaluated by Connecticut Main Street Center, which is the coordinating organization for Main Street programs in Connecticut.

The National Main Street Programs designation program is a partnership between Connecticut Main Street Center and the National Trust’s National Main Street Center to establish standards of performance for local Main Street programs. The National Communities Program evaluates established commercial district revitalization programs on the basis of ten basic performance standards and provides national recognition to those that meet these standards. These standards provide benchmarks and guidelines on how the organization should be functioning and serve as an incentive for organizations to perform better and be more effective. The National Main Street Community designation program is intended to provide standards of performance for established Main Street organizations and recognition for those that meet those standards.

A large, stylized graphic of the word "PRIDE" in a bold, blue, sans-serif font. The letter "I" is replaced by a silhouette of a construction worker standing on a ladder, holding a large blue rectangular sign. The background behind the letters is a light blue, semi-transparent version of the same word "PRIDE".

## Congratulations Portland PRIDE and First Town Downtown!

## CONNECTICUT MAIN STREET, FRIENDS AT NATIONAL TRUST — continued from page 5

On the local level, Anita is very active in the Simsbury Main Street Partnership (SMSP), having started their organization and currently serving as the co-chair of the Design Committee. The Simsbury Main Street program recognizes the value of having a Trust Advisor within their midst. Says SMSP Executive Director Sarah Floroski, *"The Simsbury Main Street Partnership is excited and pleased at Anita's appointment as advisor to the Trust. Anita was instrumental in starting our organization, and her extensive knowledge of both historic preservation and economic development, along with her love of the community, makes her an invaluable asset and resource."*

Preston Maynard has served on the Board of Directors of CMSC since 1999. Together with colleagues Jack Shannahan, Marty Hunt of CERC, Larry Lusardi of DECD, and CMSC administrator Lisa Bumbera, Preston and the start-up Board set up the organizational structure

necessary (incorporating, applying for IRS 501 c 3 status, etc.) and hiring their executive director, John Simone. Preston and the other CMSC directors are currently involved in the development of a strategic plan for the organization. Additionally, Preston and CMSC staff worked together to launch **Main Street Solutions**, Connecticut's annual commercial district revitalization conference in 2002. This year's conference will be held on October 23rd in downtown New Haven.

*In our continuing efforts to build meaningful partnerships with people and organizations involved in preservation, economic development, urban design, etc., CMSC is looking forward to strengthening our relationship with our two National Trust Advisors.*



## Connecticut Circuit Rider Program

Working collaboratively, the Connecticut Trust and the National Trust support a joint program aimed at delivering hands-on preservation expertise to every community across the state. The Connecticut Circuit Rider Program responds to calls from citizens, legislators and municipal offices, providing the resources and expertise of both organizations in a quick and timely fashion. Brad Schide - an urban planner and former nonprofit real estate developer - has been joined by Nina Harkrader, an architectural historian. If you call, Schide and Harkrader will ride to the rescue, armed with professional expertise. They go to meetings equipped with a "tool box" of resource material on best preservation practices that can be tailored to local needs. They help local groups plan and carry through community preservation projects, mobilize volunteer efforts around local preservation issues and help groups find the right professionals for preservation projects. Essentially, they are there to help localities put preservation strategies in place before the bulldozers arrive.



is the quarterly newsletter of Connecticut Main Street Center. We welcome submissions of articles, editorials and photos. Permission to reprint any article must be granted in writing by Connecticut Main Street Center

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*Save the Date!* **October 23** **Omni Hotel  
New Haven**

# Main Street *Solutions*

*The only annual state wide conference  
focusing on the revitalization of downtown  
and neighborhood commercial districts.*

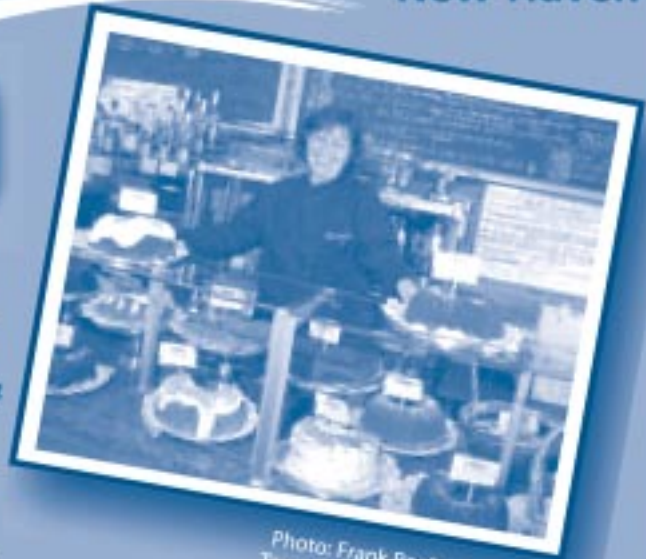


Photo: Frank Poole. Courtesy of the  
Town Green Special Services District.

### **In-depth workshops on:**

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