The Catalyst that Ignites Connecticut’s Main Streets as the Cornerstones of Thriving Communities.

Sixty years of public policy encouraging sprawl have taken its toll on America’s towns and cities. Gracious old buildings have been torn down. Increased automobile traffic has discouraged pedestrian accessibility, and historic charm has been lost. Without downtown housing, many communities become ghost towns every night at 6:00 pm.

The good news is there’s a growing movement to revitalize and renew our central business districts. Many Connecticut communities have recognized the value of a vital downtown – and they are doing something about it. Main Street partnerships work to create more sustainable living and working environments – with more walking, more small independent businesses, and preservation of architectural gems.

CT Main Street Center has taken a leading role in recreating vibrant downtowns throughout the state. We are the central resource for technical information, regional cooperation, training and networking.

For more information or to become a Main Street Community, visit ctmainstreet.org or call (860) 280-2337.
Creating vibrant, healthy and sustainable downtowns for Connecticut.

A vital downtown has a positive impact on the entire community. It increases economic activity, pays taxes, makes streets safer, and improves the quality of life for all residents. Ideally, a downtown area should be a thriving center of commercial and social activity. But reviving abandoned or underutilized central business districts can be a complex and time-consuming process. That’s where we come in.

CT Main Street Center understands the process. We bring together public officials, business owners, financial resources, community activists, economic development and historic preservation. We can bring these varied disciplines together under one umbrella because we understand they share common interests and values. And it’s those common interests that drive powerful partnerships.

Our approach is organized, yet flexible. We encourage each community to proceed at its own pace and according to its own unique circumstances and vision. We follow the proven, national main street model that relies on just four central ideas:

Main Street Approach to Downtown Revitalization™

**Organization** – By focusing on consensus and cooperation, we help build a framework for sensible, community-driven programming – matching a community’s assets to its potential.

**Promotion** – Improving the image of downtown through retail promotions, special events and branding. Increasing the social value of downtown will increase the economic value of the district.

**Design** – Increasing the physical value and appeal of downtown through both new construction and rehabilitation of historic and under-utilized buildings. We promote design of public spaces for walking and gathering.

**Economic Vitality** – Increasing economic value by encouraging diversity among current and new businesses suitable to the unique needs of a particular marketplace.