

## MAIN STREET AT WORK



BEFORE

Meadors Pharmacy  
Dumas, Arkansas



AFTER



# MAIN STREET ARKANSAS

**Main Street Arkansas** is a downtown revitalization program that combines historic preservation with economic development to spark life into Arkansas's traditional commercial areas. With more than 20 years of experience, Main Street has seen communities capitalize on the very assets that characterize their downtowns: their distinctive architecture, entrepreneurial spirit, pedestrian-friendly environment and unique sense and quality of place.

Modeled after the National Trust for Historic Preservation's National Main Street Center Four-Point Approach,<sup>™</sup> we work in the areas of *design, promotion, organization* and *economic restructuring*.

Main Street Arkansas provides resources, education and professional assistance to promote the cultural heritage of the state's built environment and to stimulate the economic vitality of Arkansas's downtowns.



ARKANSAS HISTORIC  
PRESERVATION PROGRAM



The Department of  
Arkansas Heritage

Main Street Arkansas is a program of the  
Arkansas Historic Preservation Program, an agency of the  
Department of Arkansas Heritage.

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# REVITALIZE YOUR DOWNTOWN



# MAIN STREET ARKANSAS



## WHY DOWNTOWN?

If you think your downtown is a lost cause, think again. Downtown revitalization means smart, sustainable growth for your community.

### **Downtown is a symbol.**

Downtown is a symbol of community health, local quality of life, pride, and community history. Historic buildings are the physical manifestations of your heritage.

### **Downtown means economic and fiscal responsibility.**

■ Your community has already invested millions of dollars in its downtown—in its streets and sidewalks, utilities, public buildings, parks, and parking lots. It is simply good public policy to protect these investments.

■ A vital downtown retains and creates jobs that strengthen the tax base. Long-term revitalization establishes capable businesses that use public services and provide tax revenues for the community.

### **Downtown revitalization is the ultimate recycling.**

■ Adaptive reuse of historic buildings means conserving energy and natural resources. Historic buildings typically last longer than new buildings.

■ A prosperous downtown reduces sprawl by concentrating retail in one area, using community resources—such as infrastructure, land and tax dollars—wisely.

### **Historic buildings are business incubators.**

■ Long-term revitalization establishes capable businesses that use public services and provide tax revenues for the community.

### **Downtown is a civic forum.**

■ Downtown is where members of the community can congregate. Special events and celebrations held downtown reinforce a sense of community.

## HOW WE WORK

The Main Street program's success relies on incremental work in four broad areas, known as the Main Street Four-Point Approach.™

**Design** defines the physical appearance of downtown. It is all the ways your community markets itself visually, through landscapes, sidewalks, streets, building façades, signs, and storefront window displays.

**Organization** builds consensus and cooperation among the many groups and individuals who have a stake in downtown. It is the management of time, resources, and individual talents with the goal of ensuring the program has broad-based support, and continuous monitoring and evaluation.

**Promotion** is about enhancing the image of downtown as an exciting community center filled with thriving stores, successful businesses, quality services and social activities.

**Economic restructuring** focuses on retaining existing businesses, finding new uses for vacant space, and attracting new retail and non-retail functions to strengthen and diversify downtown's economic base.