



# Main Street of Perry Design Committee Overview

## Design Committee Purpose

- Educate others about good design and thus enhancing the image of each business as well as that of the district.
- Provide good design advice to encourage quality improvements to private properties and public spaces.
- Plan Main Street's development by guiding future growth and shaping regulations.
- Motivate others to make changes by creating incentives and targeting key projects.

## Design Committee Roles

- Learn about downtown design, to become an "expert" on the Main Street of Perry District's distinctive character.
- Hold meetings to discuss downtown design issues, develop strategies, brainstorm ideas and incentives.
- Make design recommendations to help owners make improvements to storefronts, signs, and window displays.
- Visit building owners to talk about their buildings, discuss design assistance, act as a resource during rehab projects, and help them utilize incentive programs.
- Educate the public to make them aware of good design and what it means for the image and success of Perry's Downtown.
- Act as a liaison to bring Main Street's message about good design to building owners, financial institutions, architects, the media, and the public.
- Organize projects to develop design guidelines, financial incentives, protective ordinances, and downtown planning projects.
- Administer the design review and approval process to ensure that financial incentive programs are used for positive design changes.

## Design Committee Work Plan Projects 2011-2012

- Plaques (on-going)
- Annual Design Tour Field Trip (Oct.)
- Window Displays (on-going)
- Pocket Park Project (Fall)
- Sidewalk Project (on-going)
- Banners Downtown (on-going)
- Façade Grant Program with architectural design consultation (On-going)