

THE EIGHT PRINCIPLES OF MAIN STREET

By National Trust's National Main Street Center

COMPREHENSIVE

Downtown revitalization is a complex process and cannot be accomplished through the completion of a single project. For successful long-term revitalization, a comprehensive approach must be utilized.

INCREMENTAL

Small projects and simple activities lead to a more sophisticated understanding of the revitalization process and help to develop skills so that more complex problems can be addressed and more ambitious projects can be undertaken.

SELF-HELP

Local leaders must have the desire and will to make the program successful. The National Main Street Center and the Oklahoma Main Street Program provide direction, ideas and training, but continued and long-term successes depend upon the involvement and commitment of the community.

PUBLIC/PRIVATE PARTNERSHIP

Both the public and private sectors have a vital interest in the viable economic health of the downtown. Each sector has a role to play and must understand the other's strength and limitations so that an effective partnership can be forged.

IDENTIFYING AND CAPITALIZING ON EXISTING ASSETS

Business districts must capitalize on the assets that make them unique. Every district has unique qualities (e.g., the distinctive historical buildings and cultural heritage that give people a sense of belonging.) These local assets must serve as the foundation for all aspects of the revitalization process.

QUALITY

Quality must be emphasized in every aspect of the revitalization process. This applies equally to each element of the program, from storefront design to promotional campaigns to educational programs.

CHANGE

Changes in attitude and practice are necessary to improve current economic conditions. Public support for change will build as the program grows.

IMPLEMENTATION-ORIENTED

Activity creates confidence in the program and even greater levels of participation. Frequent visible changes are a reminder that the revitalization effort is under way. Small projects at the beginning of the program pave the way for future successes as the revitalization effort matures.