



## ORGANIZATION

builds consensus and cooperation among the many groups and individuals who have a role in the revitalization process.

- Broad Public & Private Partnerships
- Community Involvement
- Establish Four Point Committees
- Open Communication
- Pro-Active Leadership
- Strategic Work Planning
- Clarify Mission
- Goals & Objectives
- Planning Principles
- Implementation



## PROMOTION

markets the traditional commercial district's assets to customers, potential investors, new businesses, local citizens, and visitors.

- Market Identification
- Public Relations
- Visual Identity
- Slogan & Logo
- Community Programs
- Cultural Programs
- Events & Activities
- Merchandising
- Education
- Advertising
- Media & Publicity
- Sponsorships



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22 NORTH SAGINAW ST  
Welcome to



OAKLAND COUNTY  
M I C H I G A N

## THE MAIN STREET...

## FOUR POINT APPROACH™

Main Street Oakland County is a program of the Oakland County Planning & Economic Development Services Division in affiliation with the National Main Street Center.

## DOWNTOWN REVITALIZATION



## DESIGN

enhances the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management, and long-term planning.

- Community Values
- Natural Environment
- Community Structure
- Infrastructure
- Parking
- Urban & Architectural Character
- Historic Resources
- Physical Planning
- Site Development
- Plans, Codes & Ordinances
- Maintenance
- Quality



## ECONOMIC RESTRUCTURING

strengthens the district's existing economic base while finding ways to expand it to meet new opportunities and challenges from outlying development.

- Broad Retail, Service & Housing Mix
- Healthy Competition
- Business Recruitment
- Business Retention & Expansion
- Market Potential
- Development Partnerships
- Financial Incentives
- Infill Development
- Adaptive Re-Use
- Developer Selection
- Infrastructure
- Community Input



L. BROOKS PATTERSON, COUNTY EXECUTIVE

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## Who we are..

Main Street Oakland County is an economic development program specifically targeted to provide technical assistance to the 30 traditional downtowns in the County. These historic commercial districts each have a unique sense of place which, as a part of a national trend, are becoming increasingly popular as places to do business, shop, dine, live and experience family activities. Main Street Oakland County is a partner with the National Main Street Center, a program of the National Trust for Historic Preservation. The National Main Street Center's Four Point Approach™ of Organization, Design, Promotion and Economic Restructuring, has been successfully utilized in over 2,000 downtowns in 40 states since 1980. In 2000, Oakland County became the first countywide Main Street Program in the country.



“There is simply no more cost effective economic development program of any type, on any scale, anywhere in the country than Main Street...”

Donovan Rypkema

Our Mission is...“To maximize the economic potential and to preserve the heritage and sense of place of Oakland County’s historic commercial districts by encouraging and facilitating the use of the Main Street Four Point Approach™ which emphasizes economic development within the context of historic preservation.”



## What we do..

- Empower Oakland County’s traditional downtowns to establish and/or maintain successful, comprehensive, ongoing local revitalization programs.
- Build a greater awareness of the economic and quality of life importance of revitalizing and maintaining the County’s existing historic commercial districts.
- Provide the stakeholders of Oakland County’s traditional downtowns with technical assistance and training resources.
- Provide information about downtown revitalization to the County’s communities, business organizations and residents.
- Assist communities in implementing the Main Street Four Point Approach™ to downtown management in each of the County’s traditional downtowns.
- Facilitate networking and communication between communities about downtown revitalization issues.
- Provide information about County business finance programs and other economic development resources to existing downtown businesses and to those considering downtown locations.
- Monitor and measure progress and success in local downtown revitalization efforts.

## Services we provide..

- Needs Assessments
- Main Street Manager Orientation
- Main Street IOI Training
- Resource Team Consultations
- Technical Visit Consultations
- Database Development & Reporting Assistance
- Quarterly Special Topic Workshops
- National Town Meeting Scholarships
- Downtown Technical Resources
- Networking Opportunities
- Design Assistance Program
- On-Site Presentations, Training & Assistance
- Telephone & E-mail Consultations
- Financial Packaging
- Annual Evaluations
- Brochures available on Design Assistance, Financial Incentives & Historic Preservation

## Oakland County PLANNING & ECONOMIC DEVELOPMENT SERVICES

- Financial Services
- Business Development
- Planning
- Marketing & Research
- Information Services