

IDEAS FOR UTILIZING DESIGN ASSISTANCE

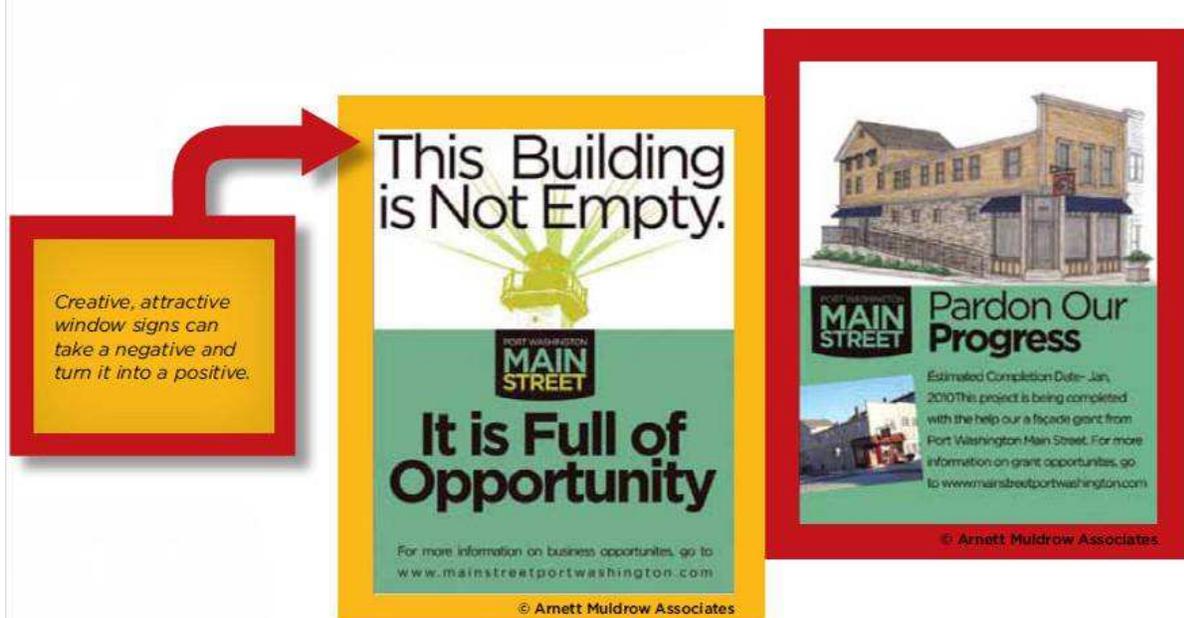
Besides providing direct design assistance to property and business owners, schematic façade drawings can be used in other ways to achieve broader goals of the local Main Street program and its design committee. Some of these goals could be:

- to help raise funds for the rehabilitation of a significant building,
- to market buildings for sale by demonstrating its potential,
- to recruit new businesses into a building,
- to demonstrate downtown revitalization progress by the local Main Street program, and
- to build public support for a development plan.

Below are a few examples of how local Main Street programs have utilized schematic façade drawings to achieve the program's broader goals.

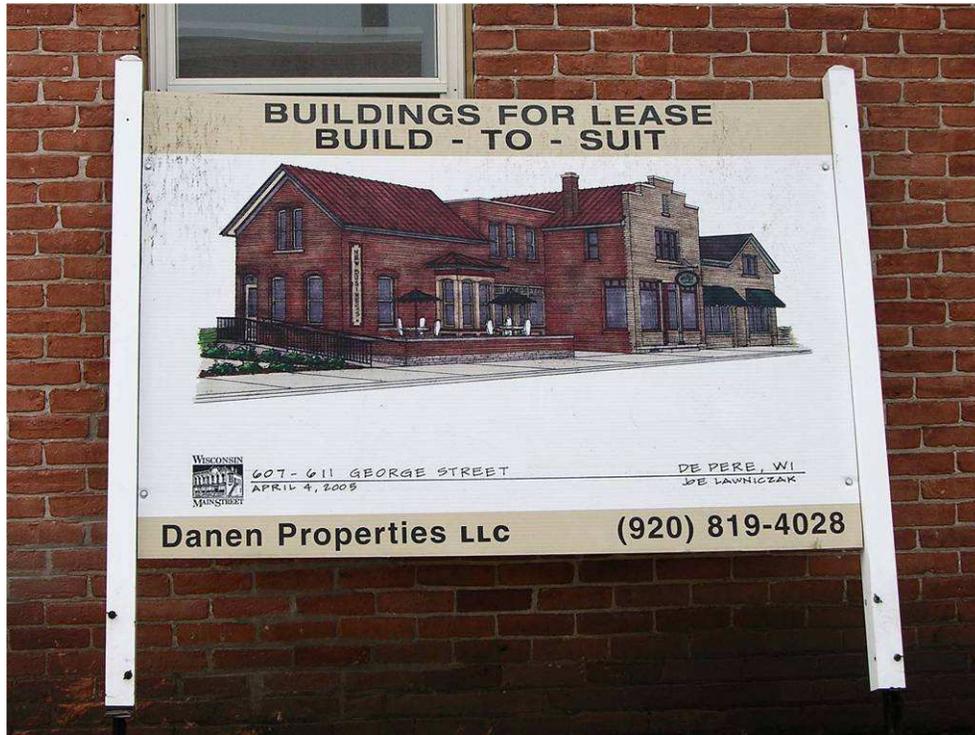
Port Washington, WI

Schematic façade drawing used in a poster that was placed in a storefront window to show progress the local Main Street program is making at revitalizing the downtown. The poster can be used to help turn a negative perception about a particular building (or the downtown in general) into a positive by saying "This building is not empty. It's full of opportunity!" The poster can also be used to help recruit a new business into the building. The poster should be tied into the local Main Street program's brand and marketing materials.



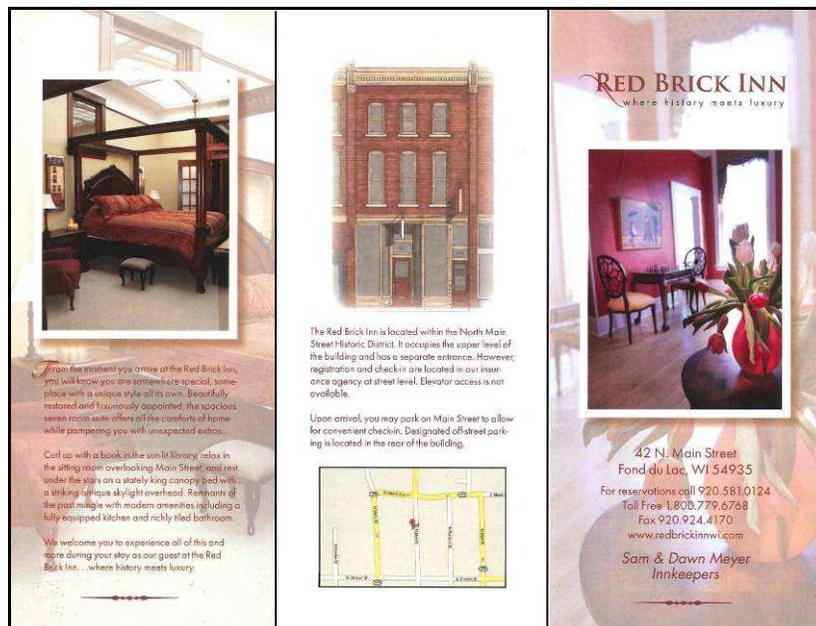
De Pere, WI

The schematic façade drawing was used for the large construction site billboard during the rehabilitation of a building in the downtown.



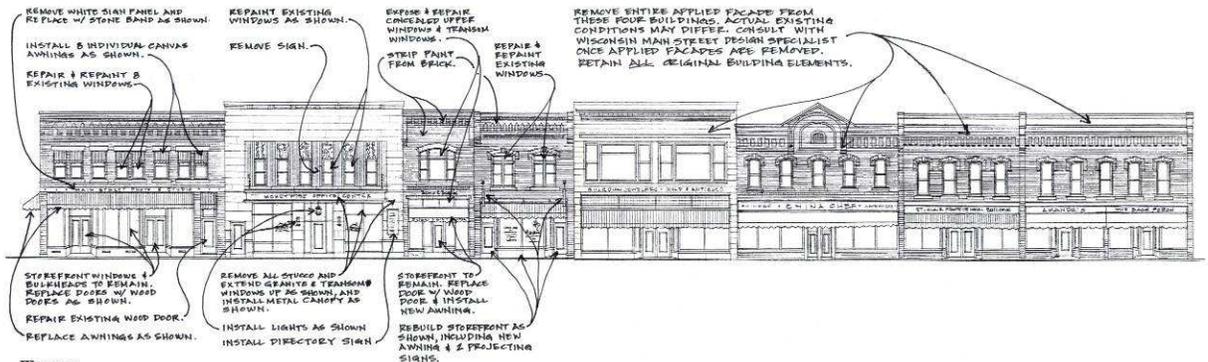
Fond du Lac, WI

A building owner used a schematic façade drawing in his brochure to market a boutique hotel he opened in the upper floors of his building.



Marshfield, WI

Schematic façade drawings of multiple buildings were used to kick off a new façade grant program created by the local Main Street program. The drawings and grant program have since spurred a large number of façade rehabilitations.



FACADE STUDY - 200 BLOCK OF SOUTH CENTRAL AVE. -
JULY 17, 2008

MARSHFIELD, WI
JOE LAWNICZAK

Stevens Point, WI

A schematic drawing of a new infill building on a vacant lot in the downtown was done to help the developer secure tenants for the proposed redevelopment of the site. The drawing was then used as a large construction site billboard to promote the project to the community.



Claremore, OK

Schematic façade drawings can be used on t-shirts or other materials to help promote and raise funds for the rehabilitation of an important building.

