



Portland Main Street™



Portland Main Street Program

Recently, the Portland City Council adopted an Economic Development Strategy that calls for building a sustainable economy through neighborhood business vitality (www.pdxeconomicdevelopment.com). To accomplish this goal, Portland will utilize *The Main Street Four-Point Approach®*, developed by the National Trust for Historic Preservation, to assist communities in revitalizing their neighborhood business districts. This approach uses a community-driven, comprehensive methodology focused on revitalizing older, traditional business districts located outside of Urban Renewal Areas. Financial assistance in the form of grants is provided to each Main Street Districts, selected through a competitive application process. In addition to funding, the National Trust Main Street Center® and the Portland Main Street Program will provide ongoing guidance and training to participating Main Street Districts. The Portland program is modeled after other successful urban Main Street programs in Boston, Baltimore and Washington DC, and also highlights sustainability as a core value underpinning the efforts of each participating Main Street District.

The Main Street effort is spearheaded by the Office of Mayor Sam Adams, the Portland Development Commission, the Bureau of Planning and Sustainability, and the Alliance of Portland Neighborhood Business Associations. Each neighborhood is unique, and the condition of its commercial district shapes its character and signals that it's an attractive place to live, work and invest. This investment in Portland's neighborhood economies recognizes the contributions they make to the City's livability, vibrancy and overall quality of life.

Healthy commercial districts...

- ...create opportunities for locally-based business start-ups and expansion
- ...contribute to sustainable living, allowing residents to shop and eat locally
- ...help preserve historic structures and contribute to an increased tax base



Investing in Portland's Future

PDC

PORTLAND DEVELOPMENT COMMISSION

The Main Street Approach®

The *Main Street Four Point Approach*® advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets by emphasizing a focus on the following:

Organization involves building a framework that is represented by business and property owners, financial institutions, citizens, business associations, and public officials. All stakeholders must work together to see revitalization occur.

Promotion creates excitement for the district. Street festivals, parades, retail events, and identity development are ways to encourage new customer traffic. Promotion involves marketing an enticing image to investors, shoppers, and visitors.

Design enhances the attractiveness of the business district. Historic building rehabilitation, new development, street clean-up, banners, landscaping and lighting all redefine the business district as a quality place to shop, work, and invest.

Economic Restructuring involves analyzing market forces to develop long-term solutions to revitalization. Recruiting new businesses, creative use of space, and sharpening competitiveness are outcomes that create a more vital business district.

Participation in the Portland Main Street Program will...

- ...Leverage private investment
- ...Help grow locally-owned businesses
- ...Create new jobs
- ...Increase community involvement
- ...Make neighborhoods more sustainable
- ...Increase neighborhood services
- ...And much more!

Current Participating Neighborhoods:

St. Johns
NE Alberta
Hillsdale

To learn more, please contact :

Claudia Plaza
Main Street Coordinator
Urban Development Department
Portland Development Commission
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For more information, please visit our website at www.pdc.us/mainstreet.
For information about the National Trust, please visit www.mainstreet.org.

