

# Building a Vibrant Downtown: Design Standards for Main Street



**Hometown Minnesota, Inc.**

*Hometown Minnesota, Inc. is a non-profit 501(c)3 organization founded by communities active in the old Minnesota Main Street Program. Hometown Minnesota is an advocate for enhancing and revitalizing the heart of small Minnesota communities, the Main Street business district.*

*Hometown Minnesota promotes sustainable local economic development, community character and local history, and community-based entrepreneurial development. By connecting Minnesota communities with resources, technical assistance, and the organizational experience of other communities, Hometown Minnesota helps communities preserve and restore their downtown districts.*

**Hometown Minnesota workshops are made possible through your Affiliate memberships.**

***Become a Community Affiliate or renew your membership today.***

For additional information please contact:

Brian Ross  
Hometown Minnesota, Inc.  
2634 Vincent Avenue North  
Minneapolis, MN 55411  
612 - 588 - 4904  
[bross@crplanning.com](mailto:bross@crplanning.com)

**Hometown Minnesota Workshop**  
**September 18, 2007**  
**1:00 am – 4:00 pm**

**IREC**  
**610 Mille Lacs Avenue**  
**Isle, Minnesota 56342**

**Creating and implementing design goals for your community's downtown**

Making your community's downtown stand out as a vibrant asset requires successfully integrating economic, social, and visual elements of the downtown and the larger community. Hometown Minnesota and the City of Isle are pleased to offer a workshop on how to create and implement downtown design standards in your community.

The workshop will be co-presented by **Bob Kost**, AICP, from SEH Inc. and **Suzanne Rhees**, AICP, author of *Reinventing the Village*, from URS Corporation. Bob will lead the discussion on creating design priorities and integrating design goals into other downtown revitalization efforts. Suzanne will discuss the options for implementing design standards after the community sets its priorities, from the simple tools of promoting voluntary standards to the more complex integration of design into development regulation.

The workshop will address questions such as:

- How can a community come to agree on common design themes?
- How do you integrate design goals with other redevelopment goals?
- What are the nuts and bolts of design standards – voluntary standards, incentives, regulations?

The workshop will include small group discussion to ensure that attendees can discuss their own community's opportunities and situation.

**Cost: \$75.00 per workshop per community**  
Workshops are free to Hometown member communities. Refreshments will be provided.

**RSVP to**  
**Judy Cain**  
888-350-2692  
[vacation@millelacs.com](mailto:vacation@millelacs.com)

**Building a Vibrant Downtown:  
Design Standards for Main Street**



**Hometown Minnesota, Inc.**

**Isle Workshop**

September 18, 2007  
1:00 am – 4:00 pm

IREC  
610 Mille Lacs Avenue  
Isle, Minnesota 56342

**Workshop Registration Only**

City or Organization  
Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Number of  
Workshop Attendees \_\_\_\_\_

**Please enclose a check or money order for \$75**  
Make checks out to Hometown Minnesota

**Please sign us up for an Affiliate Membership!**

Membership Information

Contact Person \_\_\_\_\_

City or Organization \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

.....  
I have enclosed \$200 payment

Please bill me

Hometown Minnesota workshops are made possible through your memberships. Affiliate members can attend all workshops at no additional cost

***Become an Affiliate member or renew your membership today.***

For additional information please contact:

Brian Ross  
Hometown Minnesota, Inc.  
2634 Vincent Avenue North  
Minneapolis, MN 55411  
612 - 588 - 4904  
[bross@crplanning.com](mailto:bross@crplanning.com)

**Mail Registration to**

**Ms. Judy Cain**  
**Mille Lacs Area Tourism Council**  
**P.O. Box 758**  
**Onamia, MN 56359**