



-“Right now” projects to show early success

-National retail vacancy rate as of end of September '09=12.3%

-Keep in mind projects can be applied to occupied buildings as well...

Help property owners make their buildings marketable...



-2 primary goals

- Improving the overall look and feel of your main street
- Selling the vacant space

-Work with property owners to clean the space



- Clean and marketable
- Well lit
- In addition to lighting & basic cleaning, encourage quality for lease signs
 - Post 3.5-5 feet above ground (primary line of site for pedestrian, and above car hoods)
 - Same rule applied to merchandise or displays in a window



Targeted Business Window Dressings:
“Your business here...”

“Picture your business here”

- What sorts of businesses do you want to bring to your downtown? Target them directly
- Partner with high school art or stagecraft classes
- Don't have to be elaborate or expensive

Community Heritage Displays Automobile Alley, Oklahoma City, OK



-Community or heritage based projects- don't necessarily directly sell something, but draw people downtown, and bring more visibility to the available space

-Automobile Alley in Oklahoma City has a history of car dealerships... Began a campaign to fill vacant windows with displays related to this local history/heritage.

-Consider history displays, or fun facts. Consider a walking tour to accompany the displays. Could become interactive, as seen in next slide...

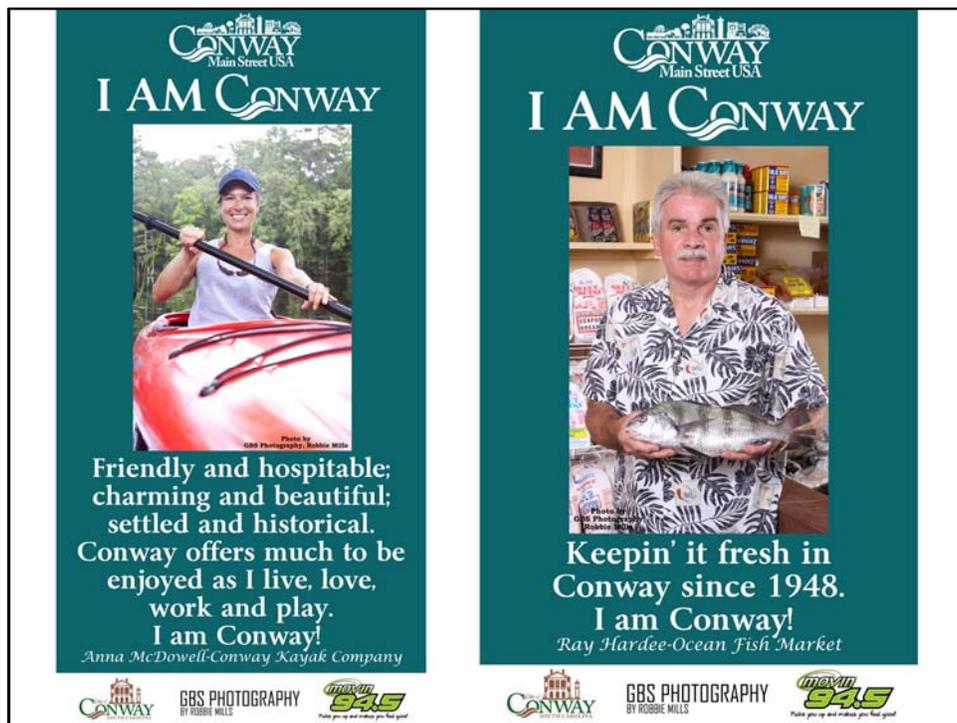
Explore the More Jacksonville, FL



Main Street OREGON MAIN STREET CLACKAMAS COUNTY MAIN STREET
NATIONAL TRUST FOR HISTORIC PRESERVATION

Explore the More

- Downtown Jacksonville campaign
- Whimsical information bubbles installed in storefronts, on sidewalks, and even on parking meters.
- The goal is to educate people about their downtown and encourage them to explore.
- Bubbles convey messages like historic facts or things to do.
- Some messages come straight from the businesses
 - Gus's shoe Shop- "Saving your soles Monday-Saturday"
- 10x10 static window clings= \$7



- Conway, SC campaign from summer '09
- Posters posted in vacant storefronts w/ photos of local business owners + their quote reflecting on their love of downtown
- Per Conway Main Street assistant director, as of December '09, every storefront with the exception of maybe 3 are now rented out. She also emphasized that this was a huge moral boost to the town



Holiday Displays SE Portland

Holiday displays

-Former Caprial's Restaurant on Milwaukie Ave.

-Accompanying sign-

"Empire Plastics

Christmas Light Ups, c.1968-1985

On Loan From The Willis Collection

The glowing characters you see in this collection have come great distances to be here. Some have traveled through time... arriving from the trimmed green lawns and front porches of fond childhood memories. Many have been electronically auctioned, bid on, and won from attics and basements across the country. Several have been donated to and purchased from Goodwill stores, yard sales, and antique shops all over the West Coast. The large snowman has even been to Yosemite. And all have been living crammed up in the rafters of the garage for the last several years. Finally, dusted off and plugged in, they are on display together for the first time here in Portland.

And really, isn't being together ultimately what the holidays are all about?

A very special thanks to Tom Brown. Without his enthusiasm for my display and his generous donation of this space, these never would have left my garage.

Chris Willis

Artist, Collector, Illuminator"



-Bringing art downtown immensely popular... A local example-

-Art in Windows, Oregon City

-OC began planning this program in June '09 to beautify empty storefronts with artwork.

-Kicked off in October '09 with 18 artists and 11 storefronts. It has now expanded, in December '09, to 40 artists and 33 business.

-Expanded beyond vacant properties, the local business owners quickly caught on and wanted to be a part of it

-Mike Wonser, the chair of the Artist Guild, says he wishes they would have set a minimal charge system (~\$50/year) for the businesses (no vacant properties) to cover costs of display equipment and promotional materials. He says he would only change this because the program was so successful and created such a strong demand from business community

Gallery Space



- No Longer Empty, non-profit in NYC
- Advertise opening night for art displays/installations
- Consider charging (or requesting small donation) for opening night activities
- Wine?

Children's Art



- Encourages a sense of community
- Will bring parents downtown to see their child's art on display
 - Free marketing!
- Art can be done on site (have kids paint windows, perhaps on a field trip), or done in the classroom and posted in windows



- Empty windows as billboards
- InWindow Outdoor example
 - Partner advertisers with vacant property owners to run 1 month campaigns
- This is obviously a large scale example, but could certainly be implemented in smaller downtowns
- Strive for quality, professional signs. Partner with local sign shop to develop an approved technique
- Check with local jurisdiction regarding sign codes



Cross Promotions

-Here we see a shop local campaign in a vacant space. Showcases goods from local designers.

-Consider having a local interior designer (or similar service) create a large window display using products from stores across your district

Or

-“If I put it in the window, it sells!” If you talk with businesses, they will confirm this, so why not encourage the successful businesses to display in more than just their storefront? Get property owners to offer this option at a minimal rate

-Note quality for lease sign in this example



-Pop Up Shops- Flurry, downtown Portland

-Not a quick project, but this is a really timely example with our current economy. There are currently (winter '09) 4 pop-up shops in downtown Portland.

-Flurry- 1 shop, 6 weeks, 15 designers

-Showcases the possible use of the space

-Popular with internet businesses, consider targeting them



Talking with property owners:

- Offer to clean space at no charge (basic cleaning, painting, etc.)
- Cover the cost of minimal electrical used
- Release them from any liability

Main Street
NATIONAL TRUST FOR
HISTORIC PRESERVATION



-Two main options for all of these examples-

-Get the space donated, or

-Get the property owner to offer reduced rent, short term leases

-Reduced or short term leases do not make up for the loss of rent, but provides revenue that wouldn't otherwise have been there and helps their bottom line

-But don't underestimate the benefits to the property owner, and encourage donated space. Free advertising!

-Space can be given as a charitable donation to a 501(c)3. This would be for fair market value of the used space (prorate amount of space used)

-Offer to clean the space at no charge (basic cleaning, painting, etc. MetroPaint-
<http://www.oregonmetro.gov/index.cfm/go/by.web/id=24992/level=4>)

-Cover the cost of minimal electrical used (for gallery opening nights, etc.)

-Release them from any liability, have a liability waver