



“Creating a Main Street Strategy – A Roadmap to a Community’s Future”

**Downtown
Revitalization
Group**

MARK Project with support from NYS-HCR and HTFC
2015 MAIN STREET BOOT CAMP
Margaretville, NY – March 23rd, 2015

**DADRAS
ARCHITECTS**

“Creating a Main Street Strategy – A Roadmap to a Community’s Future”

9:00 am Session 1:

Creating a Main Street Strategy – A Roadmap to a Community’s Future

Presenters: Victor Dadras and Robert Dadras, Dadras Architects, Downtown Revitalization Group

Are you interested in breathing life back into your downtown? Do you feel like there is ample opportunity, but you don’t know where to start? Main Street redevelopment reports are written every day, with basic or generic recommendations that end up sitting on a shelf. Learn how communities in New York State began their revitalization processes, how they learned to capitalize on their assets, and how the extensive amounts of information were organized into a comprehensive strategy with a specific work plan for implementation. This session will also include the first two steps in the process of creating a Main Street Strategy: Main Street Assessment (a detailed review & analysis of a community’s current situation) and the Visioning Process (in which a community begins to work together, developing consensus on a future direction for their revitalization efforts). This session will describe this unique approach that helps communities to achieve downtown revitalization success.

Presentation:

- 1. WHY a Main Street Revitalization Strategy?**
- 2. The Process of Creating a Strategy**
- 3. Case Studies – Examples, throughout NYS**
- 4. Strategy Ideas - Potential Economic Anchors to Consider**
- 5. Questions & Answers - Discussion**

1. WHY a Main Street Revitalization Strategy?

Façade improvement programs

market analysis

PLACEMAKING *retail recruitment*

pedestrian and streetscape amenities

funding sources /grant writing

festivals

parking & traffic study

re-branding, marketing and promotion

***Leadership and management**



A Future Vision for your community:



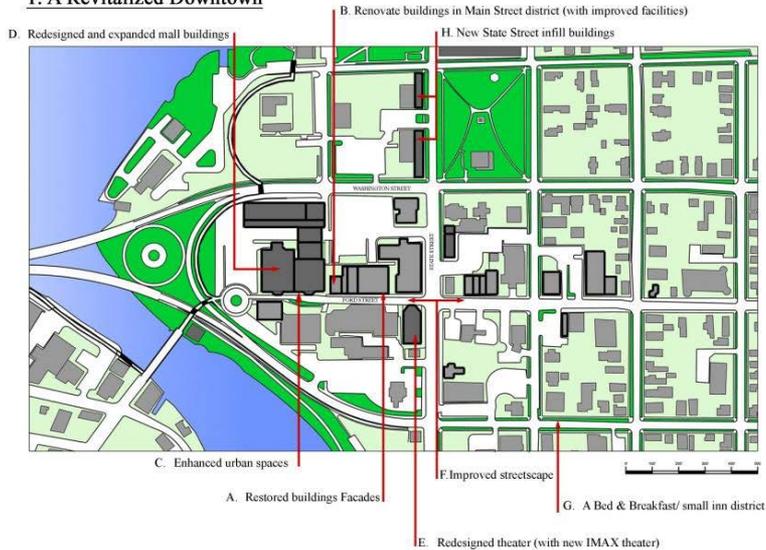
**Greenwood Lake, NY: Main Street Strategy
– Revitalization Committee Meeting**

To help **organize a community-based effort to begin to revitalize the commercial district**, including improvements to buildings and public spaces.

To help **identify the Assets in the community that are worthy of preserving**, as well as the Issues that need to be addressed.

To **develop a shared identity and vision for the future of the community**, that will help improve its current condition, and help guide its future development in a positive way, embraced by the community.

1. A Revitalized Downtown



WHAT IS a Main Street Revitalization Strategy?

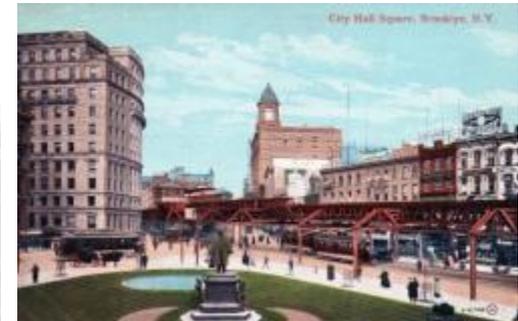
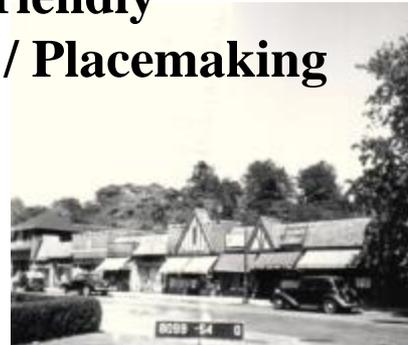
-to review all previous studies and reports; work with a Village's leadership to analyze strengths & weaknesses; then **develop detailed and specific revitalization ideas and proposals** -with a very realistic timetable and implementation strategy (including potential funding sources), for how to proceed.



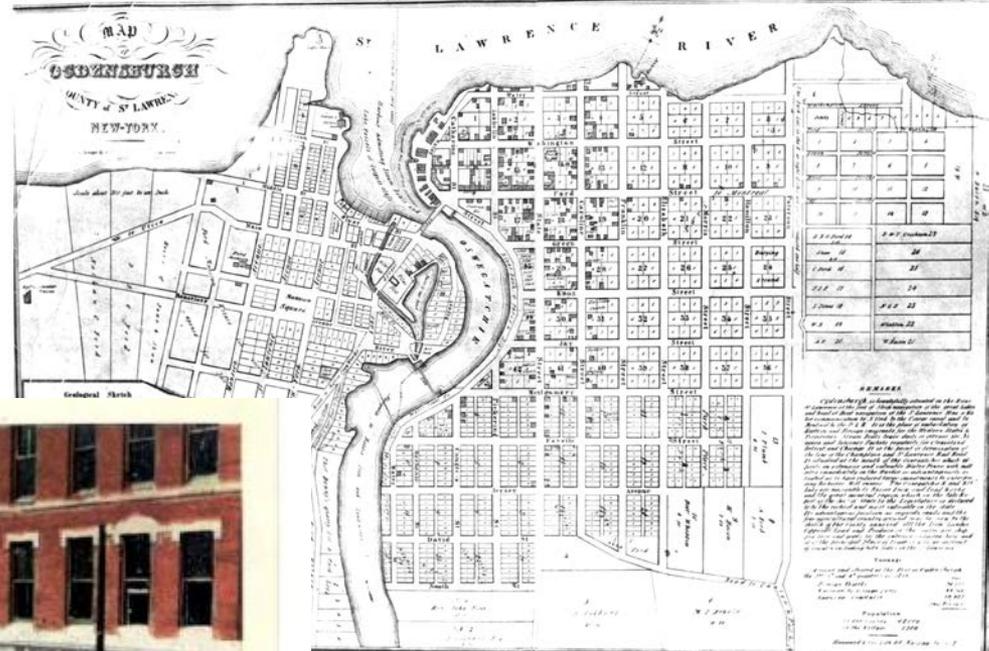
Historic Context:



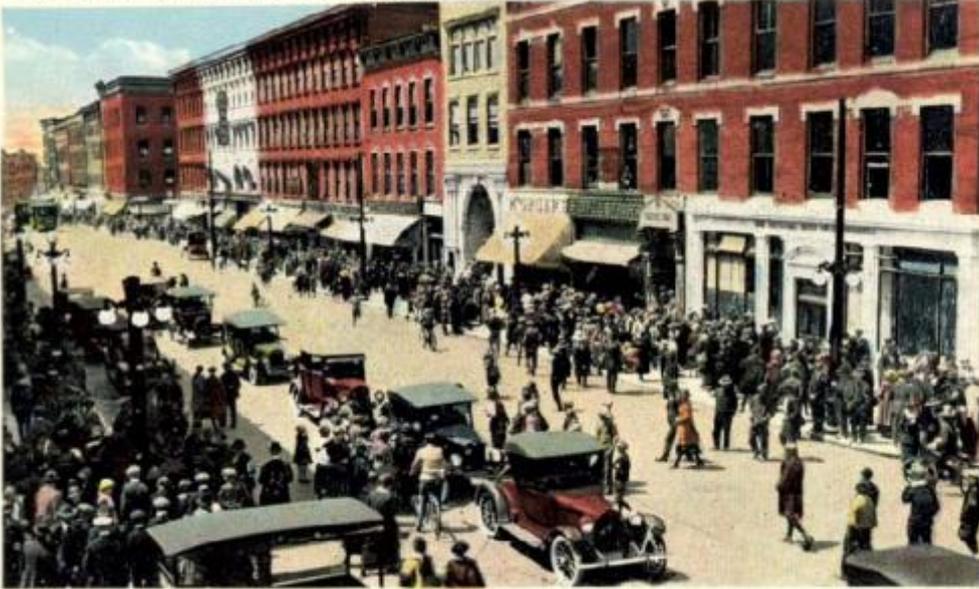
- Existing Infrastructure
- Sustainable & Smart-Growth
- Pedestrian-Friendly
- Public Space / Placemaking



Historic Context:



FORD STREET, LOOKING WEST, OGDENSBURG, N. Y.



Ogdensburg, NY

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2. The Process of Creating a Strategy

The Process of Main Street Revitalization: a comprehensive & multi-faceted approach

Phase One: MAIN STREET ASSESSMENT & COMMUNITY VISIONING

Phase Two: MAIN STREET REVITALIZATION STRATEGY

Phase Three: FACADE IMPROVEMENTS & RESTORATION

Phase Four: STREETScape DESIGN & URBAN DESIGN GUIDELINES

Phase Five: LOCAL & REGIONAL PROGRAM DEVELOPMENT

- with Main Street Coordinator Training
- a. Facade Improvement Program
- b. Interior Renovation Program
- c. Business Anchors Program
- d. Cultural Anchors Program
- e. Streetscape Improvements

Assessment & Community Visioning:

submitted to
City of Ogdensburg
Department of Planning &
Development

City of
Ogdensburg, New York



MAIN STREET **ASSESSMENT**

submitted by:
DADRAS
ARCHITECTS

231 West 20th Street
New York, NY 10001
212-219-4293

9 Maple Street
Liberty NY 12754
845-292-0451

December 19, 2008



Ogdensburg, NY

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Legend

- Historic Downtown Center

➔ Proximity to Waterfront/Riverfront Opportunities for Connection to Downtown
- Very Walkable/ Pedestrian-Scale Residential Community Adjacent

■ Civic/Cultural/Institutional Buildings

■ Historic Buildings in the Downtown
- Active Shipping Potential Port / Waterfront Development Sites Available -- Adjacent to Downtown

■ Parks and Open Spaces

Ogdensburg, NY

Case Study: Greenwood Lake, NY

**"Welcome to
Main Street
Greenwood Lake"
*a recreational
lake-front village
nestled in the
mountains of
Orange County, NY***



Greenwood Lake, NY
Tangible IDEAS -
for Main Street Revitalization and
Redevelopment

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Case Study: Greenwood Lake, NY

List of (10) Strategy Issues and Proposals



b. A Main Street hotel

A new small hotel should be considered for main street, to complement what quality accommodations in the community exist. Greenwood Lake should explore the opportunity for the hotel to function as a business conference center.

1. Main Street District

- a- Main Street Redevelopment*
- b- New Main Street Development*
- c- Defining/identifying the district*
- d- Connections*
- e- The Gateways*
- f- Streetscape*
- g- Enhanced Streetscape*
- h- Main Street Diagnostic*
- i- Branding the communities new image*
- j- Parking areas*
- k- Attracting Visitors to Main Street*
- l- A Main Street Cluster*

2-An Entertainment Center...

Case Study: Greenwood Lake, NY



D. the beach pavilion

Restoration of this historic structure, which contains a large open space, for potential large, multi-purpose functions and events. The lower level may be used as a recreational area (games, etc.), for youth, and family use.

3-A Cultural Place

4-The Lake

5-Recreation

6-A Historic Place

7-Accommodations

8-Future Residential Development

9-The Schools

10-A New Main Street Organization

Case Study: Greenwood Lake, NY



HOW to PROCEED

1. Timetable for Strategy:

- a. first step for action
- b. next step for action
- c. long range steps for action

2. Implementation Techniques

- a. development regulations

3. Potential Funding Sources

- a. financing programs

Case Study: Greenwood Lake, NY



Timetable for Strategy: first-next-long

The Main Street Revitalization Strategy can only be achieved by the consistent and careful implementation of the Strategy/Proposal.

We recommend that the Mayor, and Village Board, approach this Revitalization by implementing the Strategy with a Timetable consisting of 3 related schedules:

- a - First Steps [immediate]:** immediate actions to be taken, within the **first 90-120 days**
- b - Next Steps [short term]:** actions to be taken within a short timeframe, of approx. **1-2 years**, max.
- c - Long Steps [longer term]:** more complex actions, to be taken within a **3-5 year** framework -to fully develop the revitalization and re-development Strategy.



Case Study: Deposit, NY



c. List of Strategy Issues and Proposals

Following is a list of Strategy Issues and Proposals - which contains many strong ideas for the vision and direction of Deposit, NY

Strategy issues include: Building on existing strengths

- I. The Main Street District
- II. Connections
- III. Gateways
- IV. Streetscape
- V. Enhanced Streetscape
- VI. Parking areas
- VII. Attracting Visitors to “Main Street”
- VIII. A “Main Street” Cluster
- IX. An Entertainment Center
- X. A Cultural Place
- XI. An Historic Place
- XII. Accommodations

Case Study: Deposit, NY

C. Retail Market Analysis

by MJB Consulting

Retail Market Analysis for Deposit's Front Street

Unlike the main streets of many other small towns across the country, Deposit's Front Street can still boast of having its own supermarket, pharmacy and hardware store as well as a bank. Some of these businesses are criticized for their pricing and selection, but the fact that Front Street even has them at all in this age of out-of-town shopping is an achievement in itself. Indeed, such operators could almost be forgiven for higher prices and limited selection since suppliers tend to charge on the basis of volume and do not always even service markets of this size. In other words, residents might want to weigh these drawbacks against the convenience of shopping close to home (rather than driving twenty miles to a big-box store to get their groceries and prescriptions).



Case Study: Deposit, NY

VIII. A Main Street Cluster

Opportunities will present themselves as planning for the new district of the process, the goal should be to try to pull together (concentrate) the uses by the community. Creating a “**main street cluster**” of recreation considered. Concentrating all positive commercial, cultural, and civic should be encouraged, and emphasized in all policy / decisions.

The “Village Square”:

Create a town center / civic space, located on Front Street; (possibly at central Parking Lot site?), Including connection through to Second Street (old turnpike), higher traffic, Civic Buildings, etc.; possible development of Theater project around the Square (see below)

IX. An Entertainment Center

Many opportunities exist throughout the community to create and improve on Economic Development "Anchors" to bring people to the community:

•Movie theater

The existing State Theater is a wonderful asset for the community and a significant Cultural and entertainment anchor for main street (Front street). It is a rare thing to have a Theater / Movie house with the ability to present legitimate theater in a town the size of Deposit, NY. The Theater can act as a major anchor/draw for the community, and could complement a performing arts facility.



Case Study: Ogdensburg, NY



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Case Study: Ogdensburg, NY

A. "Revitalize":

1. Revitalize the Downtown
2. Revitalize the Marina District
3. Revitalize the Downtown Waterfront District
4. Promote Historic & Cultural Destination Attractions

B. "Propose":

5. Proposed New Waterfront Development
6. Proposed New Downtown Conference Hotel
7. Proposed New Conference/Convention center
8. Redevelop Historic State Psychiatric Hospital Site

C. "Improve":

9. Enhanced Foreign Trade Zone & An expanded and Revitalized Shipping Port
10. Improved/New Image - Perception & Re-Branding of the City
11. Improved Downtown Accessibility and Transportation
12. Local Government-and-Public –Potential Improvements



3-D Rendered View of: 1. Revitalize the Downtown -Including Proposed Revitalization Improvements to Downtown District (Ford & State Streets)

This view of a potential revitalized downtown for Ogdensburg includes the following: renovated historic structures, with façade improvements and adaptive re-use/improved facilities; improved streetscape in the Downtown district (helping define the district/change-improve the perception/image); a renovated Theater building (with new marquis), and possible new IMAX technology; renovated/adaptive re-use in the existing mall buildings (and the new marquis of the new Performing Arts center, etc.); and enhanced urban spaces.



Case Study: Ogdensburg, NY

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Case Study: Ogdensburg, NY



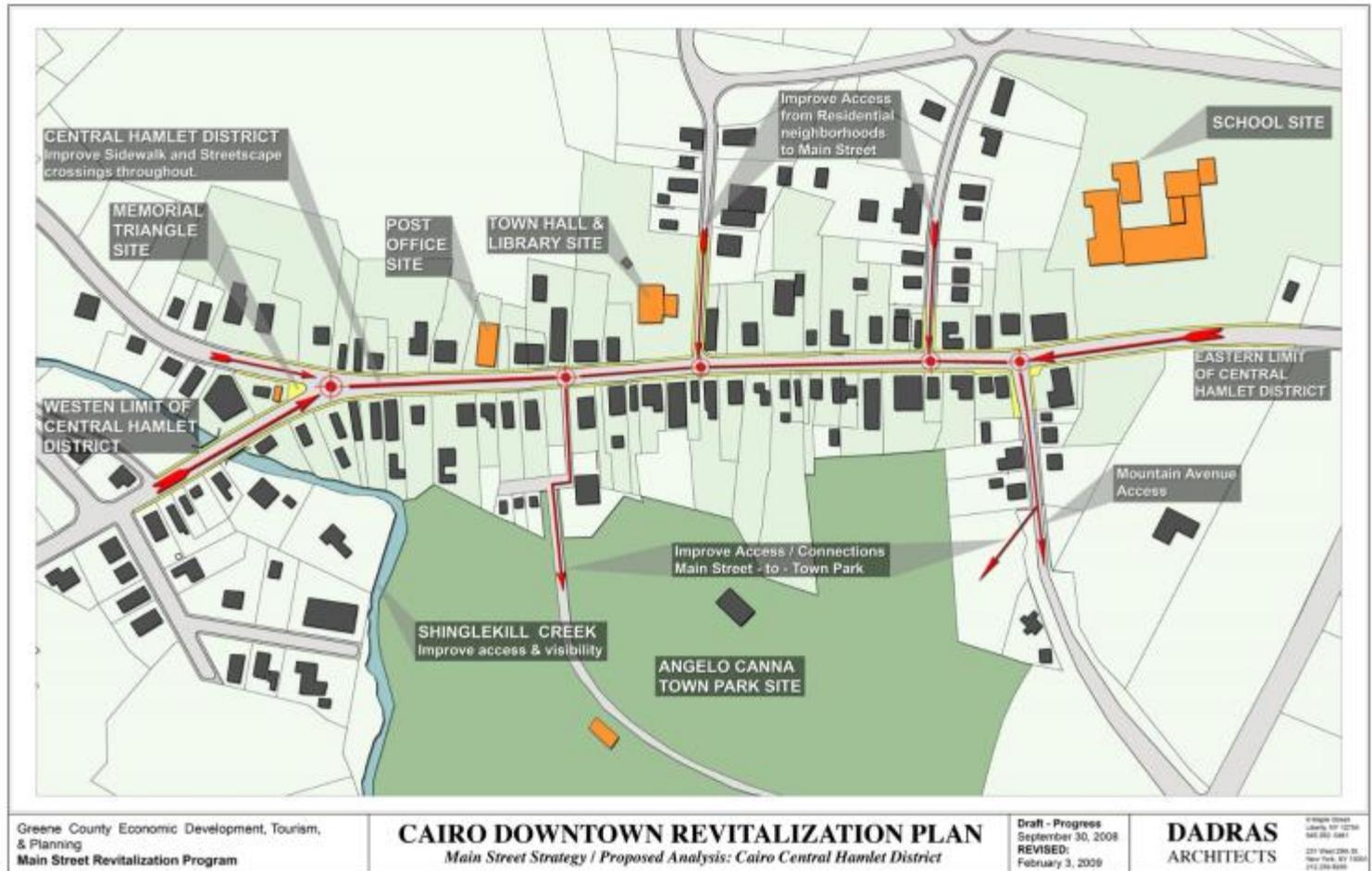
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Case Study: Cairo, NY

"Welcome to Cairo: Recreational Gateway to the Catskill Mountains"





Great Neck, NY



The Old Village News

Winter 2009-10

From the Desk of Mayor Kreitzman



Dear Friends and Neighbors,

On behalf of the Board of Trustees of the Village of Great Neck, I am delighted to welcome you to the latest edition of *The Old Village News* and to wish you a happy, healthy and prosperous holiday and new year.

As you will read in this newsletter, your Board of Trustees was able to reduce taxes without reducing services and has been hard at work on various projects throughout the Village. We have undertaken these projects with the goal of maintaining Great Neck's financial strength, aesthetic value and well-deserved reputation as a truly wonderful place to live, raise families, work, shop and visit.

Community input is critical to our efforts, and I strongly encourage all residents to join us for our regular Board meetings, held every first and third Tuesday of the month at Village Hall, located at 61 Baker Hill Road. I thank the people of Great Neck for their continued cooperation and support, and I look forward to continuing our partnership as we work together for the benefit of our beloved Village.

Sincerely,

Ralph J. Kreitzman
Mayor

Old Village, New Main Street

Mayor Ralph J. Kreitzman and the Board of Trustees recently announced plans to revitalize the Old Village Main Street on Middle Neck Road.

"The Village has formally embarked upon an exciting, ambitious and important project," Mayor Kreitzman said. "We plan to take Middle Neck Road in our Village, the original Great Neck downtown, and make it into a vibrant, successful and in-demand downtown."

After extensive research and meetings with architects, downtown planners, representatives of the New York State Main Street Program and local elected officials, the Board has retained the services of DADRAS Architects, a firm with a proven track record of success in the revitalization of main street commercial districts. Many of these preliminary steps were sponsored by the Great Neck Chamber of Commerce.

Following an initial assessment and meetings, DADRAS and Village officials will meet with store owners, merchants and other tenants, residents and governmental officials to develop a vision and strategy for implementation. This will involve public meetings, possible rezoning, the development of guidelines for specific facades, signs and awnings, streetscape (sidewalk, crosswalk, outdoor amenities and parking) design guidelines and more.

Mayor Kreitzman also gave special thanks to Assemblywoman Michelle Schimel for her substantial time and effort and for obtaining a grant to help defray some of the cost.

"It is important to note that the Village, even with all the help it has had and will continue to have, cannot do this alone," said Mayor Kreitzman. "We ask that all community members participate in the visioning process so we can redevelop our downtown in a manner that is best for our whole community."



Village of Great Neck
61 Baker Hill Road
Great Neck, NY 11023

Ralph J. Kreitzman, Mayor
Mitchell B. Beckerman, Deputy Mayor
Jeffrey L. Bass, Trustee
Mark D. Birbaum, Trustee
Edna Guilor-Segal, Trustee

Bulk Rate
U.S. Postage
PAID
Great Neck NY
Permit #250

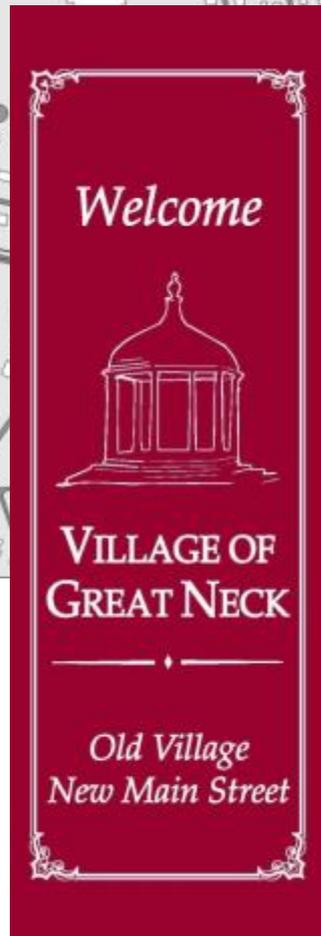
Case Study: Great Neck, NY

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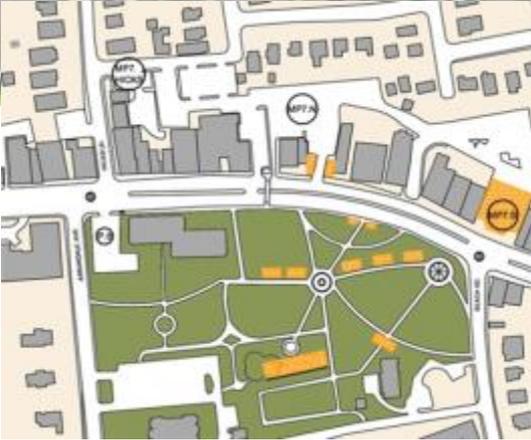


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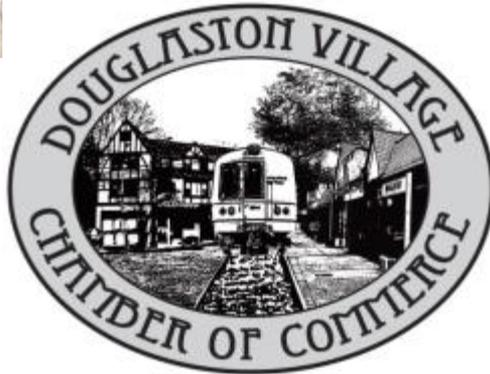
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Case Study: Douglaston, NY



*The
Douglaston
Little Neck
Historical
Society*

*What is the Future of
Douglaston Village?
Community Planning for
Neighborhood Preservation*



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Case Study: Douglaston, NY



- 1 - Potential Connection to Environment: Canoe/ Kayak Launch
- 2 - North Entry Intersection
- 3 - Douglaston Village Revitalization District "Potential "Special Zoning District"
- 4 - Potential Connection to Alley Pond Park + Trails: Hike, Bike, Run
- 5 - South Entry Intersection
- 6 - Improve Streetscape Connection to Commercial
- 7 - Northern Boulevard Entry Intersection
- 8 - Douglaston Corner Commercial
- 9 - Potential Development Sites

Case Study: Douglaston, NY

I - Improvements to the Physical Environment

II - Develop Public Plazas (north & south sides) to create civic spaces

III - Improvements to the LIRR station environment

IV - Develop Entry/"Gateways", & Improve connection to the Corner (N. Blvd.)



V - Preserve "Green space", & Improve connections to nature and the environment (and recreation)

VI - Improve existing/ expand and Attract new Retail establishments

VII - Explore opportunities for development of a new Community Center; and a new Cultural - History & Arts Center

VIII - Identify and develop ideas/guidelines for potential Development Sites

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Case Study: Douglaston, NY



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Case Study: Douglaston, NY



August 8th - 12th, 2011

COMMUNITY UPDATES

Revitalization begins in Douglaston



Local revitalization efforts stretch beyond our borders: our neighbors in Douglaston, Queens are beginning their own revitalization process. The Douglaston Local Development Corporation has hired urban design firm DADRAS Architects to work to revitalize the area surrounding the Douglaston LIRR station while maintaining the neighborhood's quaint, historic charm.

As part of the "strategic action plan," the firm plans to start by reaching out to residents, business owners, community leaders and other local stakeholders to gather ideas. There will be several public hearings this fall to gather opinions with a report expected in the winter. Upgrades would likely be completed in phases. The Development Corporation hopes to attract new businesses, such as cafes and service-based retail as well as new apartment units. The plan is also to work on beautification projects including sidewalk repairs and new lighting and planting at the train station.

Victor DADRAS, of DADRAS Architects and a resident of Douglaston, said that "this is not a small group of people making decisions for the community. It's intensive, all-encompassing community planning that will involve input and consensus."

The community is already working on several initiatives. GrowNYC, the group that runs the popular Union Square Greenmarket, opened the Douglaston farmers market this summer, which runs every Sunday from 9am-3pm at the LIRR station. The local chamber of commerce and historical society have also been sponsoring events, such as a Thanksgiving turkey trot and an aerial photography event.

"The community is coming together like never before," DADRAS said. "This is just an ongoing process we're starting here. But the community will be responsible for creating positive change in our neighborhood."

Read more in the [Douglaston Page](#) and see a video from [NY 1 News](#).



QUEENS NEWS

Keeping it real is Douglaston commission's goal

BY NICHOLAS HIRSHON
DAILY NEWS WRITER

A DOUGLASTON group has commissioned a unique study to preempt out-of-character development near the Long Island Rail Road station.

The \$30,000 study will seek community input on how to revitalize the troubled commercial area along 235th St. without erecting high-rise apartments and offices.

The Douglaston Local Development Corp. is also paying consultants to analyze existing businesses for a report slated to be completed by the fall.

Locals hope the analysis will lead to talks with local developers and city agencies on how to improve the strip while maintaining the area's suburban, historic feel.

"We really felt this place was going down the tubes," said corporation co-founder Kevin Wolfe.

"We needed to proactively promote its great assets."

Supporters hope the \$30,000 study will help prevent high-rises from replacing the suffering commercial area on 235th St.

"It's not just a reactive planning process," said Victor DADRAS, an architect and urban designer who is leading the study. "The community is basically used to just trying to defeat projects or find some sort of compromise that scales it down."

The analysis could have impacts far beyond the tony eastern Queens enclave.

Simoon Bankoff of the Historic Districts Council hailed the Douglaston effort and said it could work well in other parts of Queens, including St. Albans and Middle Village.

"It's a fairly rare thing for a community group to reach out and really encourage



Victor DADRAS (right) of DADRAS Architects and brother Robert show revitalization plan outside closed shops on 235th St. near Douglaston LIRR station. Photo by Bryan Pace

business activity," Bankoff said.

DADRAS said he recently began working on a similar effort along Sutphin Blvd. in Jamaica.

He said he plans to meet soon with residents of Forest Hills and Rego Park about similar studies there.

The effort in Douglaston began when the Douglaston and Little Neck Historical Society feared overdevelopment by the

LIRR station.

They held a fund-raiser in February for the study and donated the funds to the Douglaston LDC.

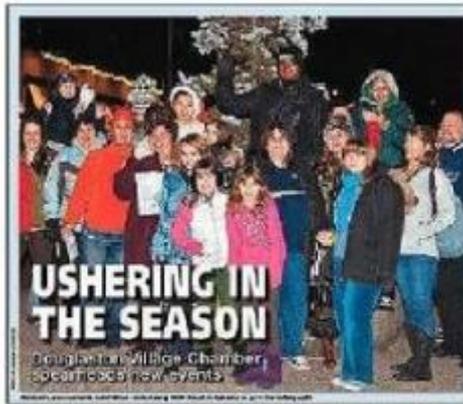
Wolfe said the study will spawn many ideas on what to bring to the site, including a bakery, bookstore, dry cleaner and shoe repair shop.

"It's going to be a bit of Chinese menu in the sense that there will be multiple options that might be intriguing," Wolfe said.

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Merchants, area residents and children cavorted along 234th Street on Saturday to get in the holiday spirit. PHOTO BY ADRIANA LOFETTRONE.

The 2nd Annual Douglaston Village Arts Festival '10

Sunday, September 26

Rain date: October 3

Douglaston LIRR Station, 11 am to 5pm

Celebrate our local Art, Music and Food

With Support from:

- Douglaston Village Chamber of Commerce
- Douglaston Little Neck Historical Society
- Doug Boy Manor Association
- Douglas Manor Association
- Douglaston Civic Association
- NYC Queens Community Board 12

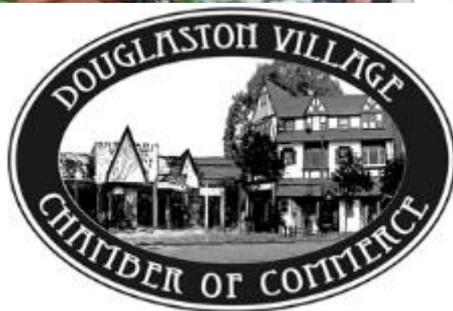


1st Annual
Dick Lynch 5k
Turkey Trot

GIANT TIX RAFFLE !!!

RAFFLES \$10 EACH	3 FOR \$25
SUNDAY DEC 5TH 1PM-6 PM REDSKINS	
4 TIX AT THE 15 YARD LINE	
JUST 7 ROWS OFF THE FIELD PARKING INC. 60 BOWL RAFFLES & SEASON TICKETS TO STADIUM REALTY	

Date & Time: Thanksgiving Morning 11/25/2010 @ 8AM
 Registration @ 7:30AM at Memorial Field (Douglas Rd. and Knollwood Ave.)
 Registration: \$20 Adults; Kids run FREE!
 Fee: All proceeds benefit the Douglaston Village Chamber of Commerce. Additional Donations are appreciated.
 Race: Beginning at Memorial Field running through Douglas Manor and concluding at the Manor Market by the Douglaston LIRR Station.
 Register Online @ www.douglastonvillagechamberofcommerce.org



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Case Study: Douglaston, NY

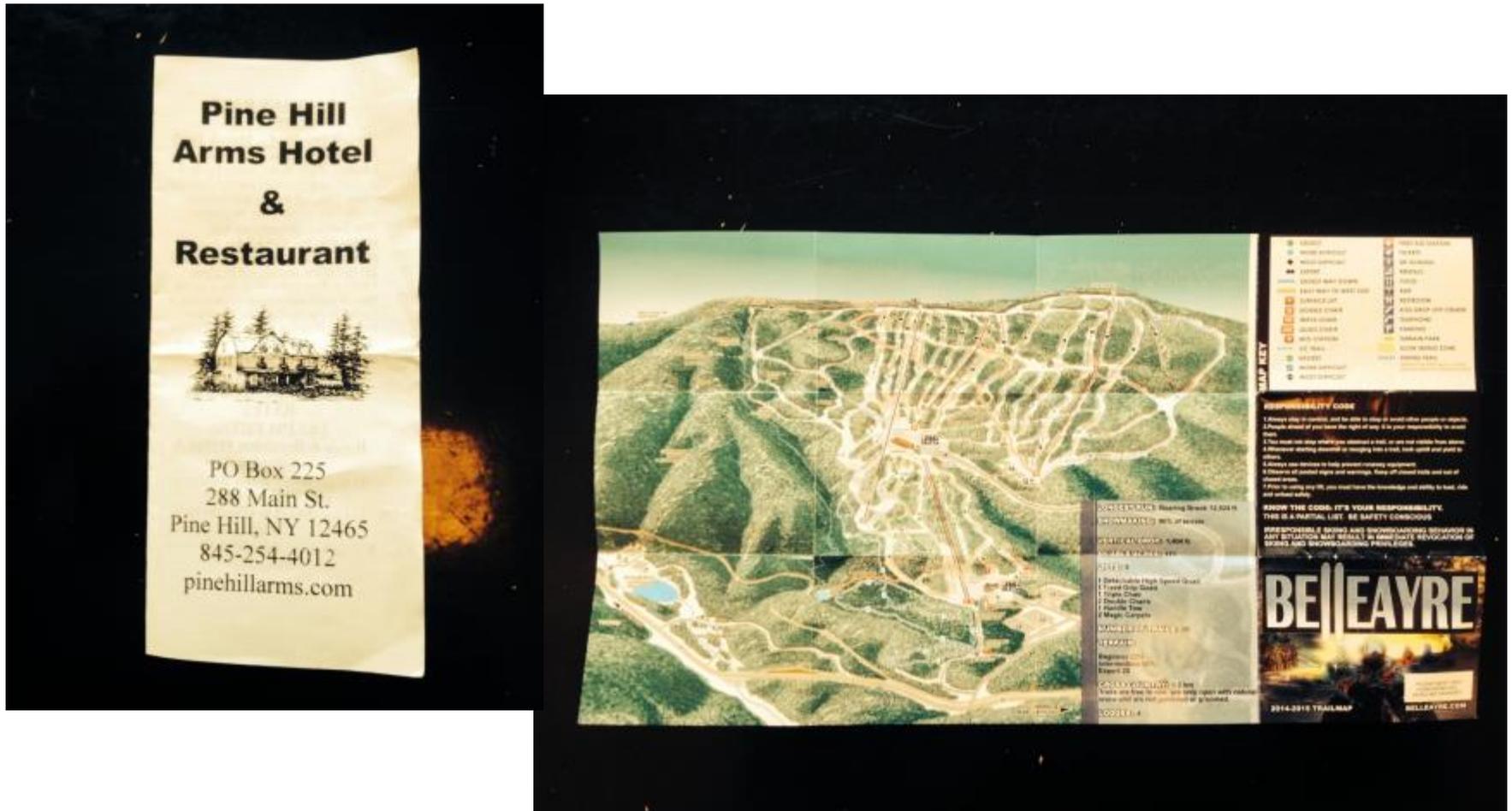


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4. Strategy Ideas – Potential Economic Anchors to Consider:



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4. Strategy Ideas – Potential Economic Anchors to Consider:



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4. Strategy Ideas – Potential Economic Anchors to Consider:



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4. Strategy Ideas – Potential Economic Anchors to Consider:

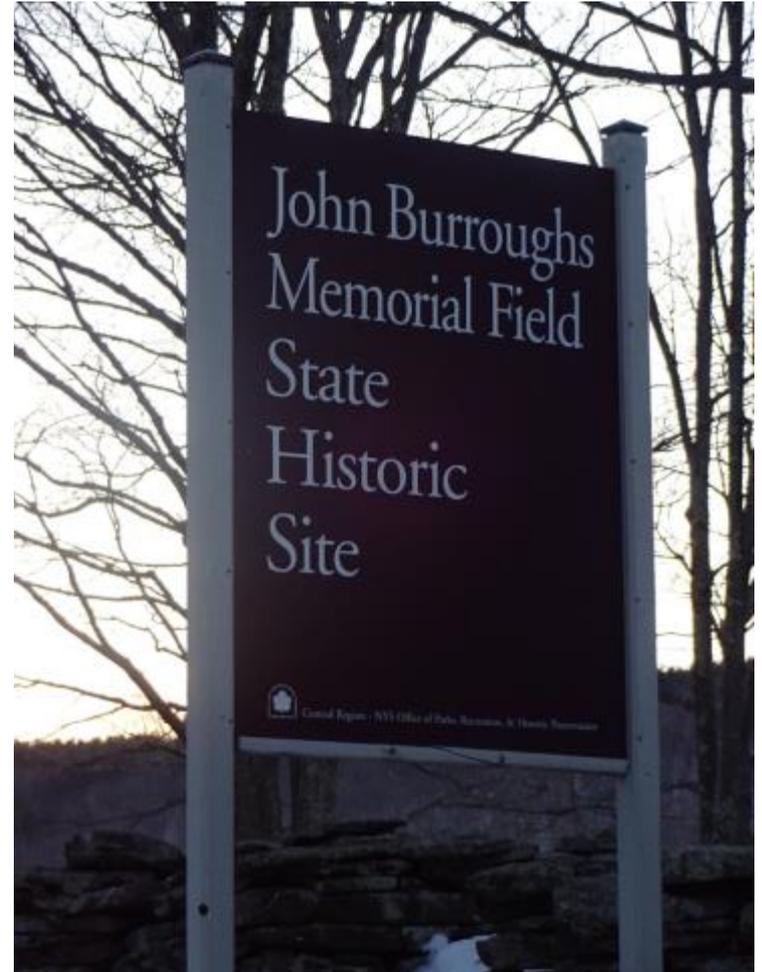
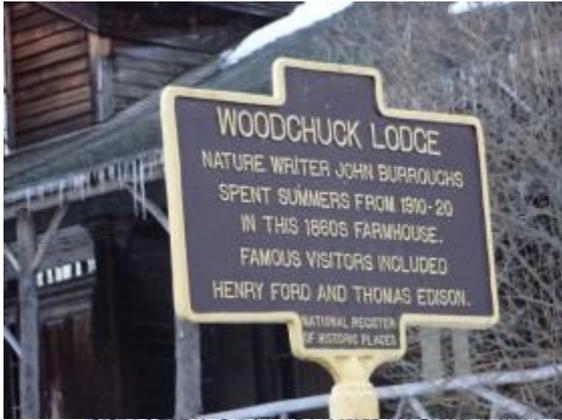


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“Creating a Main Street Strategy – A Roadmap to a Community’s Future”



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