Purpose: Place Making: Reinventing Main Street and Neighborhood Corridors

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What is a “Main Street”? 
First used in 1745, “the principal street of a small town” 

Georgia Avenue Proposed & Existing
“Main Streets” in towns & cities near Purpose Built Communities

New Orleans, Louisiana

Fort Worth, Texas

Germantown/Columbus, Ohio

Winter Park, FL

Greenville, SC
What happened to Main Street?

Morris Avenue, Birmingham
Demand for “Walkable Urban” districts, for seniors to millennials, is growing faster than “Drivable Suburban”....

If 40% of American consumer gasoline Use is to drive 2 miles & 41% of American car trips is to drive 1 mile.... Very large social, health, economic impacts
What is a “Main Street” building type?

“Shophouse” from Singapore to Broad Street in Athens, GA
“Main Street” Infill

Dave Moody,
Developer / Contractor
Board, Grove Park Communities
with Councilman Andre Dickens
Are Main Streets “by design”?

Neighborhoods are laid out around a square, piazza or village green.

The square or piazza is faced by storefronts for work, shops, clinics, churches, meeting halls, schools. Sidewalks, onstreet parking on front Services, garages, trash at the back.

Neighborhood commercial districts & “Main Street” design of places for street cars, buses, transit + bikes!

“Placemaking”: sidewalks, storefronts & a “piazza”
Congress for the New Urbanism  cnu.org
National Main Street Center  mainstreet.org
Form Based Code Institute  formbasecodes.org
Smart Growth America
Health, social equity & resilience imperatives for “Main Streets”?
Rx for Healthy Places: place-based solutions for intergenerational poverty, job & health disparities

"Main Street" infill & new Mixed Use Neighborhoods

Plan public works, zoning, small business access to finance to promote small scale infill & development for...local jobs!

With connectivity to live, work, study, healthcare, by walking, biking & transit for students to seniors

access to daily food, energy, water, waste & emergency services via sidewalks & bike paths to squares, piazza, public greenspace