

**Main Street Character and Design:  
The Form and Function of Design Standards**



**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's 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 memberships.**

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

For additional information please contact:

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**Hometown Minnesota Workshop  
April 16, 2004  
9:00 am – 12:00 am**

**Owatonna Public Library  
105 North Elm  
Owatonna, Minnesota**

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Small city downtowns have unique or historic buildings that reflect the community's character and history. Sometimes the character is hidden behind facade 'improvements' or years of neglect. Some communities' history and character exists primarily in photos and memories, leaving only a few artifact buildings separated by undistinguished infill or empty lots. In some cities the character and history in downtown buildings has survived but faces an uncertain future with new downtown development. How can communities protect their unique downtown assets and ensure that development builds on 'Main Street' downtown character, history, and function.

Joining us as guest speaker is **Suzanne Rhees, AICP**, a downtown planning and design standard expert with URS Corporation. Suzanne is author of *Reinventing the Village*, a guidebook on small community downtown planning and design. She has worked with communities across the nation on design standards and downtown urban design.

This workshop will cover: (1) the purposes and different forms of design standards; (2) how a community can set design priorities; (3) the differences and synergies between historic preservation and design standards, and; (4) the integration of standards into land use regulation and economic development practices.

**Cost: \$75.00 per community.** Make out checks to Hometown Minnesota. Workshops are free to Affiliate members. Refreshments will be provided.

**RSVP to**  
Owatonna Chamber of Commerce and Tourism  
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