

## Design Committee

The design committee's purpose is to create an attractive, coordinated and quality image of the downtown by capitalizing on its unique assets and heritage. The committee's responsibilities do not lie solely with the improvement of traditional commercial buildings: It should be involved in all aspects of design that affect downtown's image. Such activities include analyzing parking, developing a logo, coordinating window displays and acting as a design resource for property owners. If the Main Street program is planning to develop a low interest loan pool or other financial incentives to stimulate interest in design projects, this committee will play a critical role in setting up and administering a design review and approval process. Many design committees make the mistake of trying to immediately design ordinances. An ordinance, however, is only one of a variety of measures that can be used to protect the business district's visual quality.

The committee's members should include people who are qualified - either by profession or volunteer interest and experience - to supervise its projects. Potential members include architects, landscapers, interior designers, graphic artists, sign painters, contractors, historic commission representatives, artist and citizens interested in good design. The committee might also include a downtown property owner and the city's building inspector.