

Design Committee

Protecting our *Past...*

Strengthening our *Present...*

Guiding our *Future...*

The Main Street Approach advocates a return to community self-reliance, local empowerment, and the rebuilding of traditional commercial districts based on their unique assets: distinctive architecture, a pedestrian-friendly environment, personal service, local ownership, and a sense of community.

Main Street strives to make a difference in the lives of our residents by providing our community the opportunity to revitalize the commercial business district through economic development and historic preservation.

Main Street merchants, building owners, and local government officials will learn how to promote our downtown business district by; making their buildings look attractive and functional, marketing their goods and services, and attracting new customers and business while maintaining high levels of customer service.



**Would you like to
be a volunteer for
one of our
committees?**



**Would you like to make a
difference in our community?**

Please Contact:
Stacie Coe

Downtown Sheridan Association
39 N. Scott
Sheridan, WY 82801
office 307-672-8881
cell 307-752-3032



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Sheridan, WY 82801
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cell 307-752-3032

Our Mission

To preserve and enhance historic downtown Sheridan to ensure future prosperity.

Our Vision

The Downtown Sheridan area will serve as the heartbeat of the community where people come together to enjoy the convenience and friendliness of hometown businesses, local services, specialty and convenience shopping and unique recreational and cultural activities. Our downtown will be the pride of our community providing both financial and intrinsic value, a popular destination for visitors as well as new businesses and residents while preserving our historical assets.

What does the Design Committee do?

The Design Committee (DC) plays a key role in shaping the physical image of Main Street as a place that is attractive to shoppers, investors, business owners, and visitors. To succeed, your committee must persuade fiercely independent business and property owners and civic leaders to adopt a specific approach—and an ambitious agenda—for physical improvements to buildings, businesses and public improvements by:

- **Learning about downtown design**—to become an “expert” on your district’s distinctive character
- **Holding Meetings**—to discuss downtown design issues, develop strategies, brainstorm ideas and incentives
- **Making design recommendations**—to help owners make improvements to storefronts signs and window displays
- **Visiting building owners**—to talk about their buildings, discuss design assistance, act as a resource during rehab projects, and help them use incentive programs
- **Acting as a liaison**—to bring Main Street’s message about good design to building owners, financial institutions, architects, the media and the public
- **Educating others about good design**—enhancing the image of each business as well as what it means to downtown’s image and success
- **Providing good design advice**—encouraging quality improvements to private properties and public spaces
- **Planning Main Street’s development**—guiding future growth and shaping regulations

- **Organizing projects**—to develop design guidelines, financial incentives, protective ordinances and downtown planning projects
- **Administering the design review and approval process**—to ensure that financial incentive programs are used for design changes.

Expectations for Committee Members

Members should at minimum expect to:

- Commit to at least one year of service
- Meet with committee once a month
- Volunteer 3-5 hours a month
- Attend all training sessions
- Learn the Main Street Approach
- Recruit and orient new members
- Take responsibility for projects
- Report all volunteer hours to the Downtown Sheridan Association office

Expectations for Committee Chair

Chair should meet all requirements above AND:

- Volunteer 6-12 hours a month
- Organize the committee’s work plan
- Call and run committee meetings
- Delegate tasks to responsible members
- Appoint and oversee any subcommittee
- Report on Board issues to committee
- Attend the monthly Downtown Sheridan Association board meeting to report committee activities

It’s good to remember that the Board sets the organization’s direction, while committees make the projects happen. The Board may give general ideas about fundraising and volunteer recruitment, it should be looking to the committees for concrete work plan proposals that it will review and approve.

Who typically serves on the Design Committee?

Likely Candidates are:

- Architects
- History buffs
- Real estate agents
- Interior designers
- Contractors
- Graphic designers and artists
- Downtown property owners
- Architecture students
- City planners
- People that want to be “part of the action”

Or people that have interest or experience with:

- **Building Renovations**
- **Physical Improvements**
 - Streetscape
 - Banners
 - Signage
 - Ornamental Decoration
- **Planning and Zoning**
- **Parking and Transportation**
- **Visual Merchandising**
- **Graphics**