



Okeechobee Main Street, Inc.

The Design Committee

The heart of every Main Street program begins with the Design Committee. The Design Committee Director plays a key role in shaping the physical image of Main Street. However, in order for the Director or the Committee to be successful, careful consideration must be taken in the creation of the committee.

Perspective candidates for the Design Committee are architects, historians, real estate agents, interior designers, property owners and tenants, contractors, the Historic Society, designers and artists, downtown property owners, architecture students and city/county planners.

The focus of the Design Committee is to shape the physical image of the downtown and/or Local program Area as a place to attractive to shoppers, investors, business owners and visitors.

To succeed, the Design Committee must active persuade the various business and property owners, along with the civic leaders to adopt a specific approach for physical improvements to buildings, businesses and public improvements by:

- Educating others about good design which will enhance the image of each business as well as that of downtown
- Offer building and property owners conceptual plans and written guidelines on improvements to facades, signs and displays: through storefront renovation renderings, scrapbook of great design ideas and individual visits with store owners.
- Provide good design advice

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- Provide information on materials and contractors for building and storefront improvements through: rehab source library, contractor referral list and paint and awning samples kit.
- Collaborate with city government on future public improvements: storefront analysis by design team, and streetscape improvement plans.
- Provide design support, financial incentives and resource information.
 - Tax Credit application Consultation
 - Façade Grant program
 - Contractor and Materials reference list
- Motivating other to make changes by creating incentives and targeting key projects
- Create an attractive pedestrian atmosphere
- Communicate to building owners that the best possible materials and craftsmanship be used for any new construction will stand the test of time, communicating pride and belief in our downtown's future as well as its past

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Design Plan

Overall Objective of Design Committee:

To shape the physical image of the Local Program Area in Okeechobee as a place that is attractive to shoppers, investors, business owners and visitors, while maintaining its functionality and historical integrity

Objective 1: Provide design assistance and encourage building improvements

- Design and install decorative banners on District light poles, with installation beginning in January, 2005 and completed in February, 2005
- Provide design education on topics such as window displays through at least one article in the OKMS newsletter
- Design and develop a streetscape plan for the LPA which will involve two components:
 1. The physical design of the plan; sidewalks, material and color; lighting and bench types, placement: median landscaping and maintenance
 2. Identify the streets within the LPA which should be targeted for improvement
- Develop a design board/binder containing examples of good design that can be used to encourage business and property owners to make improvements
- Develop a Façade Plan which is acceptable to all business and property owners which captures the essence of our historical roots

Objective 2: Improve public spaces

- Develop a plan for constructing outdoor murals on selected businesses throughout the LPA representing selected historical themes
- Coordinate at least one downtown clean-up day per quarter
- Investigate and develop a plan toward the development of a comprehensive way-finding signage program for the LPA

Objective 3: Encourage preservation of historic resources

- Develop a plan to begin restoration of the Old Jailhouse
- Investigate the feasibility of moving the old school house into the LPA

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- Develop an overall streetscape plan for areas surrounding the new and old courthouse and the adjacent area South to Highway 70 from the old courthouse
- Consider implications and viability of a National Register nomination for Okeechobee's Local Program Area

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