

# Main Street Maryland Program

Main Street Maryland is a comprehensive downtown revitalization program created in 1998 by the Maryland Department of Housing and Community Development.

The program strives to strengthen the economic potential of Maryland's traditional main streets and neighborhoods. Using a competitive process, Main Street Maryland selects communities who have made a commitment to succeed and helps them improve the economy, appearance and image of their traditional downtown business districts. To accomplish Main Street goals, the department has partnered with the [National Trust for Historic Preservation's National Main Street Center](#), which developed the Main Street Four Point Approach for commercial revitalization, and since 2008, Main Street Maryland programs have also incorporate a Fifth Point: Clean, Safe, and Green.

This approach emphasizes the importance of working simultaneously in the following areas:

- **DESIGN:** Enhancing the physical appearance of the commercial district by rehabilitating historic buildings, encouraging supportive new construction, developing sensitive design management systems, and long-term planning
- **ORGANIZATION:** Building consensus and cooperation among the many groups and individuals who have a role in the revitalization process
- **PROMOTION:** Marketing the traditional commercial district's assets to customers, potential investors, new businesses, local citizens and visitors
- **ECONOMIC RESTRUCTURING:** Strengthening the district's existing economic base while finding ways to expand it to meet new opportunities and challenges from outlying development

- CLEAN, SAFE, and GREEN: Enhancing the perception of a neighborhood through the principles of Smart Growth and sustainability

## MARYLAND'S MAIN STREETS



## MAIN STREET COMMUNITIES AND THE YEAR THEY WERE DESIGNATED

- [Annapolis](#) (2008)
- [Bel Air](#) (2001)
- [Berlin](#) (2008)
- [Brunswick](#) (2004)
- [Cambridge](#) (2003)
- [Chestertown](#) (2008)
- [Cumberland](#) (1998)
- [Denton](#) (1999)
- [Dundalk](#) (2004)
- [Easton](#) (1998)
- [Elkton](#) (2003)
- [Frederick](#) (2001)
- [Frostburg](#) (2001)
- [Havre De Grace](#) (2005)
- [Middletown](#) (2008)
- [Mount Airy](#) (2004)
- [Oakland](#) (1998)
- [Princess Anne](#) (2008)

- [Salisbury](#) (2001)
- [Takoma Park](#) (2004)
- [Taneytown](#) (2000)
- [Thurmont](#) (2005)
- [Westminster](#) (1999)

Main Street Maryland partners with [Baltimore City Main Streets](#).

## MAIN STREET RESOURCES

The Main Street Maryland Program offers official Main Street designation, technical assistance, training, and other services to the 23 Main Street communities across the State.

These services include:

- Manager orientation and training sessions
- Individual site visits and attendance at local Main Street meetings
- On-site visits to help the community develop and plan for the future
- On-site design assistance
- Specialized training on topics specific to commercial revitalization
- Education about State and Federal programs, grants, and loans
- Conduct quarterly meetings and annual trainings
- Facilitate and promote outreach for Main Street communities
- Provide National Trust for Historic Preservation's National Main Street Center membership

## ELIGIBILITY CRITERIA

Maryland communities meeting the following criteria may apply for participation in the Main Street Maryland program:

- A minimum population of 1,000 based on the most recent U.S. Census survey
- Commitment to employ a program manager for a minimum of three years

- Commitment to organize and maintain a volunteer board of directors and committees made up of public and private sector individuals
- Commitment to provide a program budget for a minimum of three years
- Must be a Designated Neighborhood approved by the State of Maryland
- Must have a defined central business district with a significant number of historic commercial buildings.