

# DESIGN SERVICES



Design services aim to enhance your downtown's physical character while maximizing its unique assets. Main Street Iowa supports building reuse through preservation-based strategies, appropriate rehabilitation and regular maintenance. These services also educate communities on the importance of protecting and managing their historic resources — and how to do it effectively.

## DESIGN TECHNICAL ASSISTANCE

Main Street Iowa offers free conceptual design assistance for building or site improvement projects within designated Main Street districts. The goal is to advance projects to their next step — whether that's hiring a contractor for masonry work, applying for a grant or engaging an architectural or engineering firm to complete construction documents.

This design assistance typically starts with a virtual meeting or an on-site walk-through with the property owner, followed by a written design proposal. Depending on your needs, proposals may include renderings, conceptual floor plans, color and material suggestions or historic treatment guidance.

Project types include:

- **Facade improvements**  
Recommendations for storefront upgrades, slipcover removal, window replacement, color schemes, restoration, etc.
- **Signage**  
Recommendations on signage types, placement and sizes that complement existing business branding. (see also *Economic Vitality Services*)
- **Upper-story housing**  
Schematic layouts and next-step guidance for upper-floor residential spaces.
- **Commercial space**  
Conceptual development and layout assistance for interior commercial spaces. (see also *Economic Vitality Services*)
- **Public/outdoor space**  
Conceptual designs for new or improved public spaces.
- **Preservation consultation**  
Assessment of building conditions to identify maintenance needs and historic character-defining features.
- **Property study**  
Evaluation of a building or site to determine its potential for proposed or alternative uses. (see also *Economic Vitality Services*)
- **Accessibility assessment**  
Recommendations for improving accessibility of an existing building and/or site.
- **Design document review**  
Feedback on design-related documents prepared by external design professionals or committee members. Examples include design guidelines, building incentive programs and streetscape or public improvement plans.