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## What Makes a Good Main Street Work?



“Shortly before this essay’s original posting, I participated in a terrific conference called *From Main Street to Eco-Districts: Greening Our Communities*, hosted by a chapter of the American Institute for Architects in Corning, New York. Held a block off of Corning’s own, magnificent “Main Street” (actually named Market Street), and including many of the people who have helped make that street so successful, the conference started me thinking about the whole idea of Main Streets and what makes the best of them such delights to experience.

“I have written at length about Main Streets before, most notably in [an article in February 2013](#) addressing both the metaphorical and literal manifestations of the phenomenon, and lamenting that they seem to be a thing of the past in much of America; in that article I highlighted Sandy Sorlein’s evocative photos of principal shopping streets in small-town America, many of them mere ghosts of their past glory. (More recently, I wrote of [a notable adaptive reuse of an older, formerly vacant retail building](#) on Rutland, Vermont’s Main Street.)”

“Here is an attempt to set forth some key elements that I believe can make Main Streets more likely to thrive:

1. **A superior pedestrian experience.**
2. **Density, but at human scale.**
3. **Viable local businesses.**
4. **Nature.**
5. **Nearby residences.”**

**CT.org note:** The author provides an insightful discussion of each of these 5 elements in the full article available at the LINK below.

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LINK: <http://www.placemakers.com/2016/12/13/what-makes-a-good-main-street-work/>