



**National Main Street
Center**
a subsidiary of the
National Trust *for* Historic Preservation



July 7, 2020

Laramie City Council
406 Iverson Avenue
Laramie, WY 82070

To Members of Laramie's City Council:

On behalf of the National Main Street Center, I am pleased to provide this letter of support for the proposed design standards for Laramie.

Since 1980, Main Street America™ has been helping revitalize older and historic commercial districts for 40 years. Today, we have a network of more than 1,600 neighborhoods and communities, rural and urban, who share both a commitment to place and to building stronger communities through preservation-based economic development. We work closely with the Laramie Main Street Alliance (LMSA) and Wyoming Main Street to support these comprehensive downtown revitalization efforts in Laramie.

Quality commercial district design is a cornerstone of our comprehensive Main Street Approach to commercial district revitalization, as design supports a community's transformation by enhancing the physical and visual assets that set the commercial district apart. The proposed design standards will support continued quality design in downtown Laramie and help ensure Laramie's historic buildings are there for future generations to learn from and enjoy.

Further, these design standards will help Laramie in its current preservation and economic development efforts. As you may know, LMSA has been selected as one of twelve Main Street organizations to participate in MSA's inaugural National Park Service Façade Improvement Grant Program, which will provide up to \$47,000 in commercial façade improvement grants per community. Laramie's proposed design standards will support LMSA's outreach to building owners and help building owners in their project designs. And, as you know, once these standards are adopted by Council, LMSA will reactivate its local façade improvement program.

Façade improvement programs like these not only encourage historic preservation of the built environment, but also contribute to business owners' operational support and the local economy.

We are excited to see these efforts develop in Laramie. If I can provide more information or be of assistance in some way, please call me at 312-610-5605 or email at lwallace@savingplaces.org.

Thank you,

A handwritten signature in blue ink, appearing to read "Patrice R".

Patrice Frey
President and CEO