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New London Main Street: A Comprehensive Downtown Revitalization Program

Natalie Sharp
Connecticut College, nsharp@conncoll.edu

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new london main street

a comprehensive downtown revitalization program

“New London Main Street is a nonprofit organization committed to the preservation, enhancement, and promotion of the Historic Waterfront District of New London, Connecticut.”

Natalie Sharp
Spring 2010
NLMS committees

Design
Economic enhancement
Organization
Promotion

NLMS employs a four-pronged approach to downtown revitalization with their four committees.

I worked mostly with the Design Committee. However, because NLMS is a small office with only three full-time employees, I was able to help out with small day-to-day projects for most of the committees.

Because the scope of New London Main Street’s efforts is so broad, this may be a great internship for those with a variety of interests.
Promotion Committee

EVENTS & FUNDRAISERS

Spring & Fall Food Strolls
Celt’s & Currachs
Fish Tales, Tugs, & Sails
Celebration of Light’s and Song

Valentine’s Fundraiser

I was involved with the Promotion Committee, which among other things organizes fundraisers. I distributed promotional materials and sold over 800 dollars worth of raffle tickets for their ‘80’s wedding themed Valentine’s Day fundraiser.
Economic Enhancement Committee

Recruiting new businesses

Strengthening and retaining current businesses

Stimulating adaptive reuse of space

NLMS posts any commercial vacancies on their website to help new businesses find a location in The District.

I helped update the Vacancy Report and contact the property managers to let them know their properties had been listed.
Design Committee

Ice Rink Research

Improving the district’s aesthetics
Installing light pole banners
Building restoration
Gateway signs at the entrances of The District

NLMS is hoping to install a seasonal outdoor ice rink on The Parade. This ice rink will help revitalize The District by attracting visitors and stimulating activity in the off-season.

I researched comparable outdoor rinks to see how ice rinks have been executed in other towns. I drafted documents to help with feasibility studies for the NLMS ice rink.
Over the course of the semester, I did photo research for the Design Committee. In order to show the improvements made by the NLMS Design Committee, I had to find older photographs of the District to compare with those of today. This allowed me to employ the primary source research skills I’ve acquired in my courses at Conn and involved utilizing resources such as the New London Public Library’s microfilm of The Day and the archives at New London Landmarks.
The Photos from my research were used for ...

A display board for the NLMS Annual Meeting

An article in The Day

The NLMS newsletter
CONTACT INFORMATION

Joanne Gibson
Volunteer@newlondonmainstreet.org
165 State Street, Suite 101, New London, CT
860.444.2489