***“The Virginia Main Street (VMS) Program is a preservation-based economic and community development program that follows the National Main Street Center's Four-Point Main Street Approach.”***

***The VMS Designation Application submitted by OMS in 2020 described a designated district with a pedestrian scale and orientation, and a critical mass of buildings that would be eligible for frequently used rehabilitation incentives.***

**The VMS application required that the Onancock Main Street District must:**

1. Contain at least 70 structures
2. At least 2/3 of the structures must be commercial (or commercially-zoned) buildings
3. At least 25 percent of the linear street frontage has a setback of 15' or less from the sidewalk
4. The district must have a pedestrian scale and orientation (a compact size with a regular pattern of sidewalks so that it can be comfortably walked by pedestrians)

**Why do Main Street Programs need firm boundaries?**

Boundaries are necessary to help focus a Main Street organization's efforts and impact on the district.  Designated Virginia Main Street communities, with the assistance of the State VMS program, exist to help a community implement the Main Street Approach to commercial district revitalization, which has been proven in the over 30 years of the program’s existence. Essentially this revitalization methodology is specifically designed to work in historic, pedestrian-oriented commercial districts – outside of those areas, it's just not as effective.

Downtown revitalization efforts are carried out with finite resources (often quite limited), therefore focusing these resources in a limited area maximizes their impact and demonstrates success.  It is this success that allows programs (and their downtowns) to grow and flourish in the long run.   If the program’s limited resources had to be spread out over an entire locality, their impact would be negligible, inevitably leading to a loss of funding and support. By focusing OMS resources on the downtown district, we are keeping with the expectations of our private and public supporters.

**Why should business in the community, both inside and outside the downtown district, support the Main Street organization?**

Success downtown means success for the entire community.  A vital and prosperous downtown, in addition to its significant contribution to a community’s quality of life, is important to countywide economic development through tourism attraction and industrial recruitment (site selection professionals use downtown's health as a gauge of local quality of life).  Further, increased activity and property values in the downtown has a positive impact on business activity and property values on areas adjacent to it.