Apr 11

America's 100 Most Charming Main Streets.

Main streets in towns and cities across America are lined with unique shops, cafes, and restaurants, forming the center of local culture and community. From family-owned bakeries to trendy boutiques, each place adds to the town's unique character. These streets are more than just locations for shopping and eating; they're crucial to the town's identity, creating connections and memories for both residents and visitors.

Recognizing the unique allure and significance of these treasured main streets, our team embarked on a mission to celebrate them in a way they truly deserve. After an extensive survey of 3,000 respondents, we have meticulously compiled a list of the "Top 100 Most Charming Main Streets" in the nation.

Among the array of main streets celebrated across the country, ten have risen to the top, distinguished by their exceptional beauty, vibrant culture, and unparalleled charm. From bustling sidewalks framed by historic buildings to tranquil avenues canopied by ancient trees, our list is a celebration of America's diversity, heritage, and the enduring appeal of its main streets.

1. King Street, Charleston, South Carolina:

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Topping the list, King Street sweeps through Charleston's core, a dynamic avenue celebrated for its diverse neighborhoods. This historic street is known for its architectural marvels and cultural festivities, offering an authentic Charleston vibe through its eclectic mix of boutiques, dining options, and events like the festive 2nd Sunday on King.

2. Main Street, Lake Placid, New York:

Ranked second, this idyllic Adirondack Main Street exudes charm with its array of shops, eateries, and the Lake Placid Olympic Museum. Surrounded by the natural beauty of Mirror Lake, Whiteface Mountain, and enriched by the annual Lake Placid Film Festival, it embodies the iconic charm of Upstate New York.

3. Main Street, Beacon, New York:

Near the Hudson River, this street brings a lively arts scene with shops and galleries. The scenic beauty of Mount Beacon, Bannerman Castle, and the spirited Beacon Riverfest add to its vibrant Hudson Valley appeal.

4. Main Street, Montpelier, Vermont:

Known for its lively ambiance, this street boasts quaint shops, restaurants, and the Vermont State House. The nearby Hubbard Park, and the Green Mountain Film Festival contribute to the quintessential Central Vermont experience.

5. E Las Olas Boulevard, Fort Lauderdale, Florida:

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Epitomizing South Florida's upscale charm, this boulevard is a haven for high-end shopping, art galleries, and fine dining. Its proximity to the beach and the Intracoastal Waterway, along with nearby museums, enhances its appeal.

6. Broughton Street, Savannah, Georgia:

This historic thoroughfare is lined with 19th-century buildings, home to unique boutiques, art spaces, and eateries. Close to Forsyth Park and known for its ghost tours, its essence is the epitome of Savannah's enchanting allure.

7. King Street, Alexandria, Virginia:

A picturesque blend of historical charm and modern vibrancy, serving as the cultural and commercial heart of Old Town. This historic thoroughfare boasts a variety of boutique shops, gourmet restaurants, and the Torpedo Factory Art Center, all set against the backdrop of the Potomac River and cobblestone streets.

8. Broadway Street/Biltmore Avenue, Asheville, North Carolina:

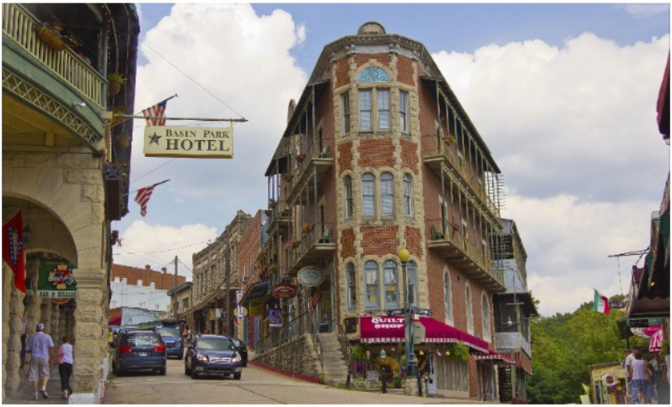
Bustling with activity, this is a cultural hub with its array of shops, dining experiences, and the Asheville Art Museum. Nearby attractions like the Biltmore Estate and the Blue Ridge Parkway add to the vibrancy of Western North Carolina.

9. Washington Avenue, Ocean Springs, Mississippi:

Out of the Vault:
Masterworks from
the Collection
Hancock Bank

This coastal street is full of art galleries, boutiques, and the Walter Anderson Museum of Art, highlighted by its nearby beaches. The Peter Anderson Arts & Crafts Festival paints a vivid picture of Gulf Coast Mississippi's colorful charm.

10. Main Street, Eureka Springs, Arkansas:



Nestled within the Ozark Mountains, and rounding up the top ten, this serpentine street is bordered by Victorian-era architecture, with an array of art galleries, boutiques, and restaurants. Its unique hillside setting, natural springs, and historic ambiance encapsulate a quaint and picturesque charm unique to this list.

Check out how the rest of the main streets ranked:

Ranking	Road	City	State
11	Main Street	Harpers Ferry	West Virginia
12	S Franklin Street	Juneau	Alaska
13	Main Street	Sag Harbor	New York
14	State Street	Santa Barbara	California
15	Main Street	Blowing Rock	North Carolina
16	Broadway Street	Paducah	Kentucky
17	Main Street	Park City	Utah
18	Main Street	Beaufort	North Carolina
19	W Main Street	Charlottesville	Virginia
20	Main Street	Lake Geneva	Wisconsin
21	Bloomfield Avenue	Montclair	New Jersey
22	Main Street	Annapolis	Maryland
23	Main Street	Helen	Georgia
24	N Main Street	Moab	Utah
25	Mission Drive	Solvang	California
26	E Main Street	Walla Walla	Washington
27	N Main Street	Chagrin Falls	Ohio

28	Main Street	Chatham	Massachusetts
29	Main Street	Talkeetna	Alaska
30	Main Street	Franklin	Tennessee
31	8th Street	Holland	Michigan
32	Laurens Street	Aiken	South Carolina
33	Lower Dauphin Street	Mobile	Alabama
34	Historic C Street	Virginia City	Nevada
35	S Main Street	Frankenmuth	Michigan
36	Main Street	Bar Harbor	Maine
37	E Main Street	Bozeman	Montana
38	Historic Main Street	Sheridan	Wyoming
39	Main Street	Taos	New Mexico
40	Main Street	Bisbee	Arizona
41	Main Street	Berlin	Maryland
42	S Main Street	Breckenridge	Colorado
43	Main Street	Ketchum	Idaho
44	W Main Street	Mountain View	Arkansas
45	W Main Street	Abingdon	Virginia
46	Main Street	Ames	Iowa
47	Sherman Avenue	Coeur d'Alene	Idaho
48	Main Street	Concord	Massachusetts
49	Bridge Street	Lambertville	New Jersey
50	Central Street	Woodstock	Vermont
51	Main Street	Frisco	Colorado

52	Section Street	Fairhope	Alabama
53	Main Street	Stowe	Vermont
54	Main Street	Collierville	Tennessee
55	The Strip Parkway	Gatlinburg	Tennessee
56	Commercial Street	Leavenworth	Washington
57	Main Street	New Hope	Pennsylvania
58	Bush Street	Red Wing	Minnesota
59	Broadway Street	Skagway	Alaska
60	Main Street	Branson	Missouri
61	Washington Street	Cape May	New Jersey
62	Franklin Street	Pella	Iowa
63	Main Street	Camden	Maine
64	Main Street	Greenville	South Carolina
65	Harrison Avenue	Guthrie	Oklahoma
66	Main Street	Lititz	Pennsylvania
67	Ocean Ave (Dock Square)	Kennebunkport	Maine
68	Main Street	Parkville	Missouri
69	Broad Street	Augusta	Georgia
70	E Bridge Street	Breaux Bridge	Louisiana
71	Main Street	Essex	Connecticut
72	Main Street	Grapevine	Texas
73	Main Street	Wickford	Rhode Island
74	Massachusetts Street	Lawrence	Kansas

75	2nd Street	Lewes	Delaware
76	N Main Street	Kent	Connecticut
77	Main Street	Littleton	New Hampshire
78	Central Avenue	Kearney	Nebraska
79	N Main Street	Cedar City	Utah
80	Main Street	Keene	New Hampshire
81	Main Street	Putnam	Connecticut
82	Bank Street	Wallace	Idaho
83	Broadway	Jim Thorpe	Pennsylvania
84	Main Street	St. Charles	Missouri
85	Main Street	Stockbridge	Massachusetts
86	Loockerman Street	Dover	Delaware
87	Main Street	Zionsville	Indiana
88	Main Street	Danville	Kentucky
89	Water Street	Decorah	Iowa
90	Main Street S	Stillwater	Minnesota
91	Main Street	Galena	Illinois
92	N Williams Street	Crystal Lake	Illinois
93	Main Street	Deadwood	South Dakota
94	California Street	Jacksonville	Oregon
95	Main Street	Natchitoches	Louisiana
96	Ferdinand Street	St. Francisville	Louisiana
97	Main Street	Rapid City	South Dakota
98	Main Street	Natchez	Mississippi

99	Main Street	Newark	Delaware
100	Washington Avenue	Cedarburg	Wisconsin

Methodology: Online panel survey of 3,000 adults based on age, gender, and geography. Internal data sources are used to obtain population data sets. We used a two-step process to ensure representativeness through stratified sampling and post-stratification weighting. April 2024.

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