



Main Street! Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

DECEMBER 2014 • COMMUNITY HERITAGE DEVELOPMENT DIVISION • P. O. BOX 12276, AUSTIN, TX 78711 • 512.463.6092

SPOTLIGHT ON NACOGDOCHES

Article written by Sarah O'Brien, Main Street Program, Nacogdoches

Nacogdoches will be hosting the February 2015 Texas Main Street new manager training and all manager professional development. Here is a brief insight into how Nacogdoches Main Street has grown over their course in the program.



Downtown Nacogdoches at sunset.

Home of USA Soccer Captain Clint Dempsey. The Garden Capital of Texas. Texas' Oldest Town. *Texas Highways*' #7 Destination in Texas. Texas Meeting & Events "Best Historic Venue." Home of Stephen F. Austin State University. Certified Retirement Community. Nestled in the Pinewoods. As unique as it sounds. The Red Brick Streets. A Texas Treasure. Nacogdoches has plenty of accolades and monikers in our possession. And while we may be many things to many people, everyone will agree that historic downtown Nacogdoches is the heart and soul of our community. Preservationists have been hard at work for decades preserving our past and creating a unique future, and at the core of those activities is Main Street.

Nacogdoches has been in the Texas Main Street Program since 1998, which makes us officially a teenager. Like all teenagers, there are certain growing pains associated with maturing; Nacogdoches Main Street is no exception. While we could sit here and tell you about all of the things we have accomplished over the last 16 years, how we got started, museum openings, economic development successes, heroic volunteers, and what makes Nacogdoches unique, we are excited to show you all those things first hand when we host you in February. For now we would rather take you on a stroll through some of the difficulties and changes that we have been

able to overcome as we continue to mature and grow out of the teenage years.

Once frightened to admit that our program doesn't operate under the standard Four Point Approach™ committee structure, we have begun to embrace our differences which have helped us significantly over the past few years as we carve a new path for downtown revitalization in Texas' Oldest Town. Organization, Design, Economic Restructuring, and Promotions are the heart and soul of what we do, but we certainly don't do them like we did in 1998. And many of the activities and fundraisers that were once the backbone of Nacogdoches Main Street have recently gone

to the wayside. We don't have committees, but we still have people working for Main Street on a variety of projects and tasks.

Change. Everyone admits that it can be a good thing, but that certainly doesn't mean people are willing to just accept it. Alan W. Watts once said, "The only way to make sense out of change is to plunge into it, move with it, and join the dance." And boy have we been dancing in downtown Nacogdoches lately. Admittedly not everyone has begun to dance with us quite yet; however, we remain optimistic that the strides of change we have been making will prove prudent in the end.

Downtown Nacogdoches has always been known for hosting events. However, we had to start changing the way we did events in 2012. When we decided to host our inaugural Wine Swirl (thanks Georgetown!), we politely stopped participating in the annual Jingle Bell Run, 5k, and Tour de Nac Bike Ride. We simply didn't have

the staff or resources to launch into new events and be successful without clearing some stuff off our plates first. Luckily we have great downtown partners who were able to take back the reins on those events and allow us to dedicate time to Swirl. Our first and second Wine Swirls were huge successes, doubling our proceeds from the athletic events

combined. Selling out of tickets, engaging disenchanted merchants, bringing in people from out of town, and best of all showcasing to Nacogdoches that events like Swirl are what people were craving. Since the launch of our inaugural Swirl, we've had a new wine bar open downtown, and are currently working with NacaValley Vineyard on helping launch their first harvest in the Summer of 2015, with plans for a tasting room downtown in the next few years. Jingle Bell what?

We weren't done with the dancing though. Two of Main Street's large events, Scare on the Square and Music to Lunch By, were looked at next, and finding other groups to host those events wasn't an option. Both events had been occurring for over a decade. Both were synonymous with Main Street, and both once served a very important purpose: to showcase downtown to attendees. "Served," because while



An aerial view of guests enjoying various food and sampling booths during the sold out Boots & Brew event.



Austin based band the Dirty River Boys were a big hit for folks of all ages during the inaugural Boots & Brew.



The title sponsor, Liquor Mart, and their guests enjoy a giant photo cut out during the 2014 Swirl.

a young Main Street program wants to bring anyone downtown; shouldn't a mature program want to ensure the people they are bringing downtown are making an economic impact? The answer was clear to us: YES.

Music to Lunch By was a favorite for a lot of folks, but it didn't do much for us anymore. It brought an average 75–100 people downtown every Friday in May to listen to local entertainment and possibly purchase a sack lunch from a downtown restaurant who on the square. It was a great concept in 1998. But what good was it doing us now? Everyone that came already attends all of our downtown events; you know your downtown groupies. The restaurants, while selling some lunches, were more inconvenienced than anything. And the local acts have a plethora of other opportunities to perform downtown at larger events like the

Blueberry Festival. In large part, Music to Lunch By wasn't doing any good for anyone anymore, so why were we wasting advertising dollars, staff time, and volunteer efforts on an event that we had just always done? Because we were scared of change, that's why. We finally decided to start dancing,

and made the announcement in February, 2013 that Main Street would no longer be hosting the event.

Scare on the Square and Halloween went hand-in-hand in Nacogdoches for over 15 years. Originally created as a safe alternative to Halloween and an opportunity for our downtown merchants to reach out to folks, it had morphed into a festival that was simply out of control. We stopped all paid advertising for the event in 2008. We had to cancel the hayride in 2010 due to safety concerns. We had to beg vendors to participate and encourage them to purchase as much candy as "they could afford." We had to relocate our haunted house five times. In 2013 we had three downtown merchants participate. We pushed the event time from 6 to 9 p.m., to 5 to 8 p.m., to 4 to 7 p.m., and finally to 3 to 6 p.m. in 2013. When you host a downtown event with 75 vendors



Participants enjoy wine samples in downtown store Macy May during the 2014 Wine Swirl.

over 6 blocks and you begin at 3 p.m., we had to close the streets down at 10 a.m. on a Saturday morning, essentially killing our downtown merchants business that day. We estimated 10,000 attendees in attendance every year, no matter what we did. Adorable little ghosts and goblins were packed onto the red brick streets lining up for blocks to participate in the annual costume contest and ravage candy from vendors. This hadn't been your downtown Trick or Treat celebration in quite some time. This was a festival with an extensive Incident Action Plan, because organizers, the Fire Department, and the Police Department feared it was only a matter of time before something tragic happened.

We have logged at least three major fights during the event in the last few years from the older kids who would come downtown and cause havoc. We have a homeless shelter downtown with several residents on the sex offender register; we couldn't help but notice the number of grown adults in costumes with no children downtown. In 2012 we had several reports of matches being distributed to the little ghosts and goblins. So in essence we were killing business to our downtown merchants that day to host an event that made little money, while supposedly providing a safe alternative to trick or treating that wasn't so safe anymore. I can assure everyone the decision to cancel Scare on the Square wasn't as easy as Music to Lunch By, but it had to be done. Change is hard. We found 40 plus Fall Festivals and Trunk

or Treat events that were being hosted in town; events at several different historic sites in town and many more "Halloween" related events, so we knew that we weren't actually ruining "Halloween" like everyone claimed; however, it was a brutal storm to overcome. While many of the general population still isn't on board with our decision...all of our merchants are, and isn't it supposed to be about our merchants?

With so much more time on our hands we decided in the Spring of 2014, that we needed to add another new event to downtown: our inaugural Boots & Brew (thanks Clifton!) was hosted this past September. We sold out of 600 tickets and raised \$7,000 for downtown beautification in year one. And while everyone enjoyed sampling food, perusing vendors, and sampling beer and wine on the square, the best part of the event is that we have talked to 3 individuals since September who are interested in opening a brew pub/microbrewery downtown. Who says events can't spur economic development? And while our naysayers claim we are trying to turn downtown into Bourbon Street (we would settle for Fredricksburg) what we really want is a well balanced downtown, chalk full of events that make economic sense for Main Street and our merchants, with a variety of dining options and things to do after 5 p.m. While we aren't the dream destination we want to be, we are getting there. Our teenage years can be full of change, difficult change, but doesn't everyone have to endure change to be the adult that they really want to be?

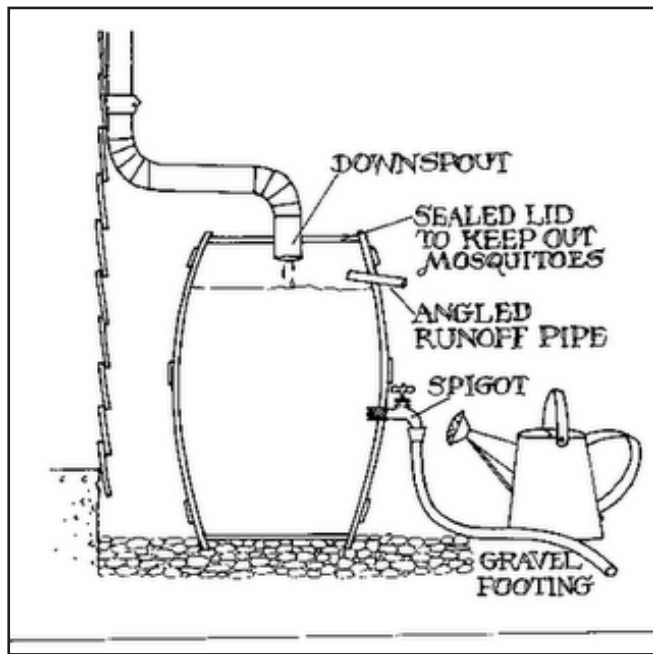
NEW TECHNOLOGY FOR HISTORIC STRUCTURES

*Article written by Marie Oehlerking,
Project Design Assistant, Texas Main Street
Program*

From weather stripping to storm windows, there are many simple, inexpensive solutions to making historic buildings more sustainable. However, in Main Street, we have yet to tackle the innovative technology that could take them to the next level. We all know that the "greenest building is the one that already exists." Numerous reports published by the National Trust and other preservation organizations have validated that statement time and again, but this "greenness" can be taken a step further with new technology like solar panels and green roofs. These innovations are daunting obstacles for many small business owners to face on their own. By understanding how new green technologies work and incorporating them into established incentive programs, Main Street has the opportunity to transform this hurdle into a benefit for the entire district.

Rainwater Harvesting

Collecting rainwater can be very beneficial to property owners depending on the size and shape of the system. Rainwater barrels pictured on page five are simply attached to the building's pre-existing gutter system. Water from the downspout is diverted to the barrel through a hose or the end of the downspout can be



Left: Rain Barrel Diagram, [Source](#). Right: Planter Rain Barrel, [Source](#).

modified to pour directly into the barrel. Some systems include filters at the top of the barrel to prevent large contaminants from entering the barrel. The stored water can then be used to water plants or clean sidewalks and windows. Advanced rainwater systems can be connected to a building's existing plumbing system and used in washing machines and to flush toilets. This type of system can function by either using gravity or a motorized pump. Gravity systems capture rainwater from the roof and gutters and divert it to a storage tank that is elevated from the ground by at least three feet. Water then flows freely from the tank through a pipe that is connected to the building's plumbing system. A valve is included at the connection so that system can be switched to municipal utilities when rainwater is not available. Pump systems work in much the same way as gravity systems, however, the storage tank can be hidden underground and the electric pump pushes water into the

plumbing system when needed.

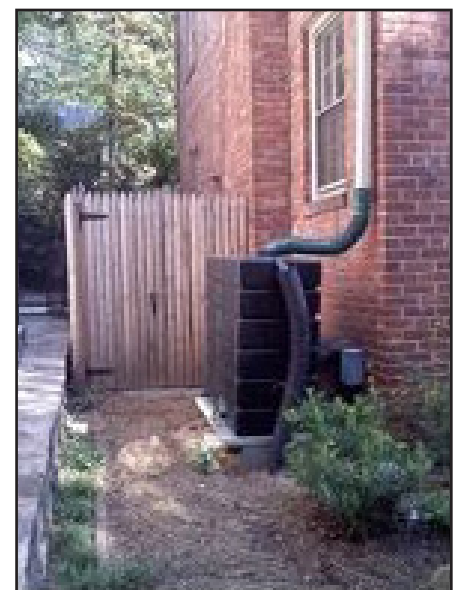
The benefit of rainwater collection is equivalent to the amount of investment. Water from rain barrels can be used to water plants in planters and hanging baskets at the front of a business. By simply adding landscaping to a storefront, curb appeal increases, which increases pedestrian traffic into the store. Older toilets can use anywhere from 3.5–7 gallons per flush, and on average use the highest percentage of water in a typical household over washing machines, dishwashers, and showers. For a commercial property, toilets are typically one of the few appliances that utilize water in the building. This means that by using a rainwater collection system, property owners cannot only save water, but save on their utility bills as well.

The downside to rainwater collection systems is the big, ugly barrels that are needed to store water. In a historic building, barrels should be installed on

the backside of the structure so that they do not compromise the overall appearance of the front façade. The following links provide general information and guidance on rainwater harvesting:

[Texas Water Development Board](#)

[College of Charleston DIY Rain Barrel Guide](#)



Rain barrel placed discreetly behind a historic home. [Source](#).

Solar Panels

Solar panels can be controversial when it comes to their application on historic buildings. Because they need to be strategically placed in order to capture the most sunlight, solar panels are often placed where they infringe on a building's character-defining features. However, with some planning and coordination, solar panels can be extremely advantageous.

A photovoltaic system or PV system uses one or more solar panels to convert sunlight into electricity. A PV system can be comprised of the following:

Freestanding—panel array that is attached to the roof of a building or located on the ground and connected to the building through underground wiring

Solar Shingles—solar cells designed to look like conventional asphalt shingles that are incorporated into the roof structure of a building.

Both types of PV systems function in the same manner and produce the same amount of energy. However, for historic buildings, it is important to remember that solar shingles should never replace existing historic material. If existing shingles have failed, this can be a good opportunity to replace with a solar equivalent. Solar shingles need to be placed in a concentrated area; however, failed shingles may be spread out in various places on the roof. Existing shingles in good condition can be relocated to patch lost material to open up a



Freestanding Solar Array. [Source.](#)

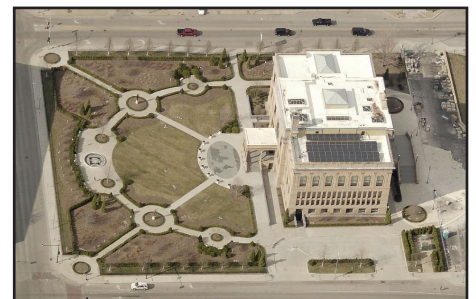


Solar Shingles. [Source.](#)

larger area for solar shingles.

According to NPS, solar panels “should be minimally visible to avoid altering the historic character of the building. Solar panels should not be visible from the public right of way such as nearby streets, sidewalks, or other public spaces.” Buildings with a flat roof or parapet are often the best candidates for a rooftop solar installation like the building below.

Solar panels can also be installed on the back façade of a building. Doty & Michael Architects converted a historic post office building into their studio space in Bedford, Ohio. In their project, the designers creatively used the solar panels as an awning on the rear of the building, simultaneously allowing for solar capture and solar shading. The NPS Guide *ITS 52: Incorporating*



An example of well installed solar panels on a flat roof, World Food Prize Hall of Laureates, Des Moines, Iowa (right). Aerial view of solar panels (left). [Source.](#)



Solar panels as awnings. [Source.](#)

Solar Panels in a Rehabilitation Project provides general guidance on the do's and don'ts of installing solar panels on a historic structure.

If solar panels cannot be properly fitted to a historic building, panels could potentially be installed in an alleyway or in an open space behind a cluster of buildings. Panels could also be located off-site and wired to a building using underground cables. These locations would not only hide the equipment from public view, but could also be accessed by several properties.

Creating a solar cooperative between several properties could reduce the initial installation cost, while reducing electricity costs in the long run. Solar panels can

go beyond the building in other places as well. Smaller panels can be incorporated into parking meters, street lights, bus stops, outdoor benches, and bike rental equipment.

Green Roofs

Green roofs are popular components of many new green buildings, but can be very challenging to install on a historic structure. A green roof is a thin layer of vegetation planted over a waterproofing system that is installed on top of an existing flat or slightly sloped roof.

A green roof can greatly improve energy efficiency by reducing temperatures on the roof, help to cool the surrounding urban environment, filter air, collect and filter storm water, and provide urban amenities, including vegetable gardens, for building occupants. However, despite the potential benefits of a green roof, it greatly increases structural loads, which many historic buildings cannot handle. It is very important that a structural engineer is consulted to develop a green roof design.

Like solar panels, green roofs should not be visible from the public right of way. The Barton Group Headquarters in Glen Falls, New York is a great example of a green roof on a historic commercial building. The National Park Service also provides guidance on green roof installation. The NPS Guide, *ITS 54: Installing Green Roofs on Historic Buildings*, provides more information.

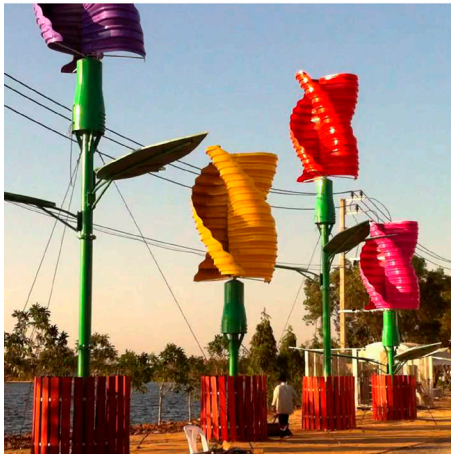
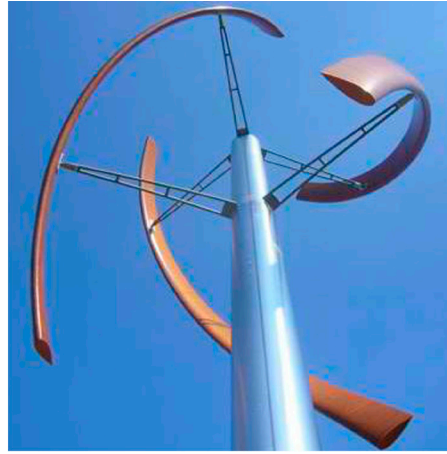
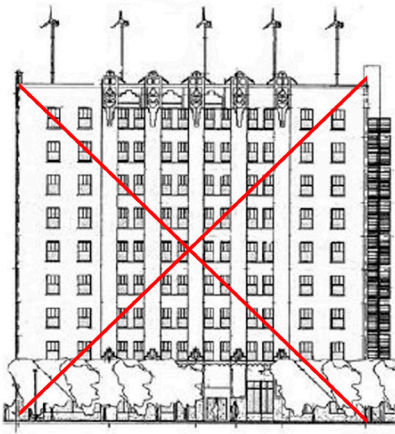
Wind Turbines

In some regions of the state, wind turbines have the potential to be a great source of renewable energy. However, turbines are tall and need to be in an open area to function properly. Unlike solar panels, placing wind turbines on the roof of a historic building is not recommended. The turbines will detract from the roof line and compromise the historic integrity of the structure.

However, turbines can be a great addition to a downtown public space or plaza. Wind turbines can function as sculpture and as an opportunity to educate the public on wind power. Placing the



Barton Group Headquarters Green Roof. [Source.](#)



Top Left: Incompatible placement of turbines, [source](#). Top Right: Enssere Hercules Wind Turbine, [source](#). Bottom Left: Aeroklas Energy Tree [source](#). Bottom Right: Rooster Rings by Anthony Howe, [source](#).

turbines in a central location allows access to multiple businesses within the Main Street district.

What can Main Street do?

Main Street must play a key role in bringing new green technologies to downtown. The first step in facilitating the process is to incorporate these technologies into the local historic district design guidelines. Denton, Waxahachie, and several other Main Street cities have already done so. The National Park Service has created an illustrated guide of their [Rehabilitation Standards](#) that specifically highlights how

to incorporate green elements into rehab projects. Downtown planning guru, Nore Winter, also has a [great article on this topic](#).

The second step in the process is to incentivize the installation of new technologies. The City of McKinney holds “build-a-rain-barrel” workshops on a regular basis to educate property owners on how to make the systems themselves. Other cities like Austin and Round Rock are offering rebates to encourage people to install rainwater collection systems. The amount of the rebate is based on the size of the tank or barrel installed. Austin offers \$1.00 per pressurized gallon up to a maximum amount of \$5,000. Main Street could incorporate new technologies

into existing façade rehab grants or create a secondary grant program that builds on the preservation based incentive.

Other THC programs are already integrating green technologies in projects in several historic downtowns across the state. The Hood County Courthouse in Granbury and several other restored courthouses funded by the Texas Historic Courthouse Preservation Program have incorporated geothermal wells, another source of renewable energy, into their projects.

Incorporating green technologies into historic downtowns is the future of Main Street. Green technologies can be an intimidating topic, but by working together these innovations can benefit entire downtown districts. This general overview gives you some of the basics on green technologies, now it's your turn to inspire people in your community to take the next step.

General Resources

- [National Park Service Sustainability](#)
- [Illustrated Guidelines on Sustainability for Rehabilitating Historic Buildings](#)
- [Advisory Council on Historic Preservation Sustainability Links](#)
- [THC's Position on Sustainability](#)
- [Maryland's Sustainability Guide for Main Street](#)

MAIN STREET EVENTS

December 1

Lufkin

Main Street Lighted Christmas Parade

Candy Land theme parade with over 100 entries. 6 p.m. [Click here for more information.](#)

December 1

Texarkana

Main Street Christmas Parade

Theme is “Mad, Mad Victorian Christmas!” using all recycled items for floats. Live camels lead the parade, with over 100 lighted entries. And, of course, Santa makes his grand appearance at the end of the parade. Parade runs in downtown Texarkana on State Line Avenue and Broad Street. 7 p.m.

December 4

Bridgeport

Lights on Halsell, Christmas Parade

Come and enjoy the Lights on Halsell, Christmas Parade. We will also have Main Street Merchants Window Decorating Contest, Wassail On Halsell, and the Snowflake Coupon Release. 6 p.m. [Click here for more information](#) or follow Main Street [on Facebook](#).

December 4

Graham

Christmas Stroll and Lighted Parade

Gather around the square to celebrate in the spirit of Christmas. This year’s theme “T’was the Lights Before

Christmas.” Stroll begins at 5 p.m.; parade, 7 p.m. [Click here for more information.](#)

December 4

La Grange

Schmeckenfest

La Grange’s wassail tasting and Christmas extravaganza on the Fayette County Courthouse Square. There will be homemade treats, plenty of wassail and a special visit from Santa. 5–8 p.m.

December 4–6

Caldwell

Christmas on the Square

Lots of activities including: outdoor ice skating, real snow, chili cook-off, gingerbread house contest, Christmas wreath contest, lighted Rudy 5K run, Christmas parade, storefront holiday decorating contest, arts and crafts and food concessions, Christmas pet fashion show, elf workshop and bike give-away, City of Caldwell holiday light contest, and food and toy drive. [Click here for more information.](#)

December 4–6

Cuero

Downtown Christmas Treasure Hunt

Pick up a map at any participating store to begin your quest. If you find all the hidden treasures, you will be entered to win a fantastic basket full of gift certificates and presents! [Click here for more information.](#)

December 4–7

Gonzales

Winterfest 2014

Lots of events and activities including: parade, arts and crafts

market, carolers, food vendors, ice skating, chili cook-off, fun run, children’s activities, Santa, historic home tour, and more. [Click here for more information.](#)

December 5

Amarillo

Electric Light Parade

More than 65 lighted floats will travel a 10-block route on historic Polk Street before arriving at the Amarillo Civic Center where the Parks and Recreation Department will light the city’s Christmas tree. 6 p.m. [Click here for more information.](#)

December 6

Elgin

Holiday by the Tracks

Photos with Santa, live entertainment, holiday specials, cookie contest, followed by a lighted Christmas parade at dusk and a live nativity.

December 6

Ferris

Nineteenth Annual Christmas on the Square

An exciting event filled with a parade, food, contests, entertainment, silent and live auctions, holiday craft vendors, hayride, Santa, live nativity, and evening showing of Polar Express! Noon–9 p.m. [Click here for more information.](#)

December 6

Pilot Point

Christmas on the Square

The oldest town in Denton County, Pilot Point Original Town was platted on Christmas Day, 1853. Join us for Christmas on the Square events including Christmas music, pictures with Santa and Mrs. Claus,

carriage rides, petting zoo, and face painting. 6–8:30 p.m. [Click here for more information.](#)

December 6
Rockwall
Hometown Christmas Celebration

Celebrate the holiday season in Historic Downtown Rockwall! Annual Christmas parade, photos with Santa and Mrs. Claus, arts and crafts, games train rides and more. Wrap up the day with the annual City of Rockwall tree lighting ceremony and nostalgic horse drawn carriage rides. 9 a.m.–10 p.m. [Click here for more information.](#)

December 6–13
Waco

Waco Wonderland
Eight days of food, fun, & cheer complete with skating rink, Ferris wheel, food trucks, and live entertainment. Monday–Friday 4–9 p.m., Saturday 10 a.m.–9 p.m., and Sunday noon–9 p.m. [Click here for more information](#) or [follow on Facebook](#).

December 8
Clarksville
Lighting of the Square, Christmas Parade and Chili & Stew Supper

Lighting of the Square as Santa arrives on the fire truck in the parade. Annual Chili & Stew supper to follow at the Historical Presbyterian Church directly after the parade. Starts at 5 p.m. [Click here for more information.](#)

December 11–13
Cuero
Christmas in Downtown

Join historic downtown Cuero as it gets transformed into a winter wonderland. Lots of activities including an ice skating rink, life-sized snow globe, Santa's Workshoppe, horse drawn carriage rides, an antique carousel, and special performances, but we're not 'letting go' of any secrets! Thursday 6–9 p.m., Friday 6–10 p.m., and Saturday noon–10 p.m. [Click here for more information.](#)

December 11
Elgin
Sip, Shop & Stroll

In-store specials and live music. Downtown Elgin, 5–8 p.m.

December 13
Clifton
Second Saturday's Ugly Christmas Sweater Run Down Main

Inaugural Ugly Sweater Run down Main! Sure to be an ugly good time. Merchants open late with specials and special activities. Come run then wrap up your Christmas Shopping. Run begins at 4 p.m. [Click here for more information.](#)

December 13
Vernon
Christmas on the Western Trail Festival

This festival features food and gift vendors, breakfast with Santa, chili supper, and lighted holiday parade at 6 p.m. Activities from 9 a.m.–9 p.m.

If you would like one of your Main Street downtown events posted here, email: Debra.Drescher@thc.state.tx.us at least one month in advance.

MAIN STREET PROFESSIONAL DEVELOPMENT

February 10–15, 2015
Texas Main Street Professional Development
Nacogdoches. Registration coming in January 2015.

March 30–April 2, 2015
Atlanta, GA
National Main Streets Annual Conference
[Click here for more information.](#)

Websites of Interest

Advisory Council on Historic Preservation: www.achp.gov
African American Heritage Preservation Foundation: www.aahpfdn.org
(The) Alliance for Historic Landscape Preservation: www.ahlp.org
(The) American Institute of Architects: www.aia.org
American Planning Association: www.planning.org
American Society of Landscape Architects: www.asla.org
(The) Cultural Landscape Foundation: www.tclf.org
(The) Handbook of Texas Online: www.tshaonline.org/handbook/online
Keep Texas Beautiful: www.ktb.org
League of Historic American Theatres: www.lhat.org
National Main Street Center: www.preservationnation.org/main-street
National Park Service: www.nps.gov
National Trust for Historic Preservation: www.preservationnation.org
Partners for Sacred Places: www.sacredplaces.org
Preservation Easement Trust: www.preservationeasement.org
PreservationDirectory.com: www.preservationdirectory.com
Preservation Texas: www.preservationtexas.org
Project for Public Spaces: www.pps.org
Rails-to-Trails Conservancy: www.railstotrails.org
Scenic America: www.scenic.org
Texas Department of Agriculture: www.TexasAgriculture.gov
Texas Commission on the Arts: www.arts.state.tx.us
Texas Downtown Association: www.texasdowntown.org
Texas Folklife Resources: www.texasfolklife.org
Texas Historical Commission: www.thc.state.tx.us
Texas Parks and Wildlife Department: www.tpwd.state.tx.us
Texas Rural Leadership Program: www.trlp.org
Texas State Preservation Board: www.tspb.state.tx.us
Urban Land Institute: www.uli.org

Texas Historical Commission
P.O. Box 12276
Austin, TX 78711-2276
512.463.6100
fax 512.475.4872
thc@thc.state.tx.us



TEXAS HISTORICAL COMMISSION
real places telling real stories

www.thc.state.tx.us