



The Application Process for Main Street Designation

January 1, 2021 Entrance

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Texas Main Street Program

Main Street Overview

A proven, holistic approach for creating economic impact through volunteer-supported downtown revitalization in the context of historic preservation



CALDWELL

A TEXAS MAIN STREET CITY

Notes for Slide #3 next (The Texas Historical Commission)

Texas Main Street is a program of the Texas Historical Commission, the state's historic preservation agency. Texas Main Street is within the agency's Community Heritage Development Division. The programs within the THC all work to support and further the mission of the agency: *To protect and preserve the state's historic and prehistoric resources for the use, education, enjoyment, and economic benefit of present and future generations.*

<https://www.thc.texas.gov/>

PRESERVE

Projects and Programs

Cemetery Preservation	Certified Local Government
County Historical Commission Outreach	Curatorial Facility Certification
Curatorial Facility for Artifact Research	First Lady's Texas Treasures Award
Heritage Tourism	Historic Resources Survey
Historic Texas Highways	Historic Texas Lands Plaques
Marine Archeology	Military History
Museum Services	National Register of Historic Places
Preservation Tax Incentives	Project Review
Regional Archeology	State Antiquities Landmarks
State Historical Markers	THC Preservation Awards
THC State Historic Sites	Texas Archeological Stewards
Texas Archeology Month	Texas Courthouse Stewardship
Texas Heritage Trails	Texas Historic Courthouse Preservation
Texas Main Street	Texas Preservation Trust Fund
Texas Statewide Preservation Plan	Texas Treasure Business Award

Notes for Slide #4 (next) Main Street America

In addition to being a program of the THC, Texas Main Street is also affiliated with the National Main Street Center/Main Street America. Following a series of pilot projects in the 1970s, the National Main Street Center of the National Trust for Historic Preservation created an Approach to preservation-based historic downtown revitalization. The Approach was rolled out nationwide through states who agreed to create coordinating programs to serve local communities making a commitment to this Four Point Approach of economic vitality, design, promotion and organization. Since 1980, Texas Main Street has been this official coordinating program for Texas. As a branded Approach and program, only communities submitting an application to our office and agreeing to certain annual standards of performance may brand themselves as Main Street communities. This designation comes with significant assistance and services provided through by our staff on a pro-bono basis to the City, the program, and to property and business owners.



**MAIN STREET
AMERICA™**

Coordinating Program

TEXAS MAIN STREET

Texas NETWORK today

Populations 1,900 to 300,000+

Under 5,000
19 cities

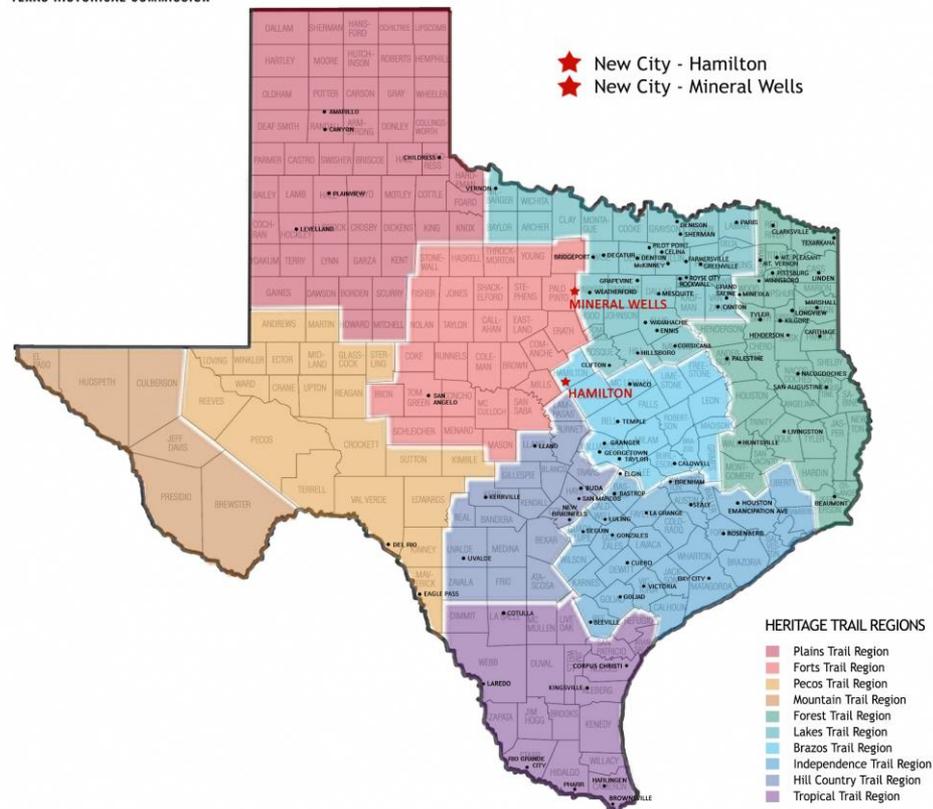
5,0001 – 20,000
30 cities

Mid-size cities to
50,000
20 cities

50,000+ urban
population
20 cities



MAIN STREET CITIES 2020



Myths

- **Texas Main Street is Regulatory.**
- **Texas Main Street funds local programs.**

Texas Main Street is provider of services, not a regulatory authority over local programs. Main Street is a localized self-help program. Grant opportunities can open up through participation, but the state office does not fund local programs.

- **Texas Main Street is ‘the savior’.**

Texas Main Street becomes your partner & provides guidance under the framework to help YOU achieve your revitalization goals. Main Street is a self-help program.



Notes for next slide

The Main Street Four Point Approach

The Approach provides the foundation for the work of the local program and is the basis for the technical assistance provided by the state office.

The Main Street Four Point Approach™



Economic
Vitality

Downtown is a marketplace with the potential for return on investment.



Design

Downtown's historic nature is what makes it special. The historic assets are worth saving & reusing.



Promotion

Downtown is a vibrant, active place worth visiting.



Organization

The Main Street program is an effective organization through which the downtown vision is achieved.



ECONOMIC VITALITY

focuses on capital, incentives, and other economic and financial tools to assist new and existing businesses, catalyze property development, and create a supportive environment for entrepreneurs and innovators that drive local economies.

Economic development through historic preservation



...supporting...

- Small business
- Entrepreneurship
- Shopping local

...providing...

- Investment opportunity
- Return on investment
- Improving, shifting market conditions

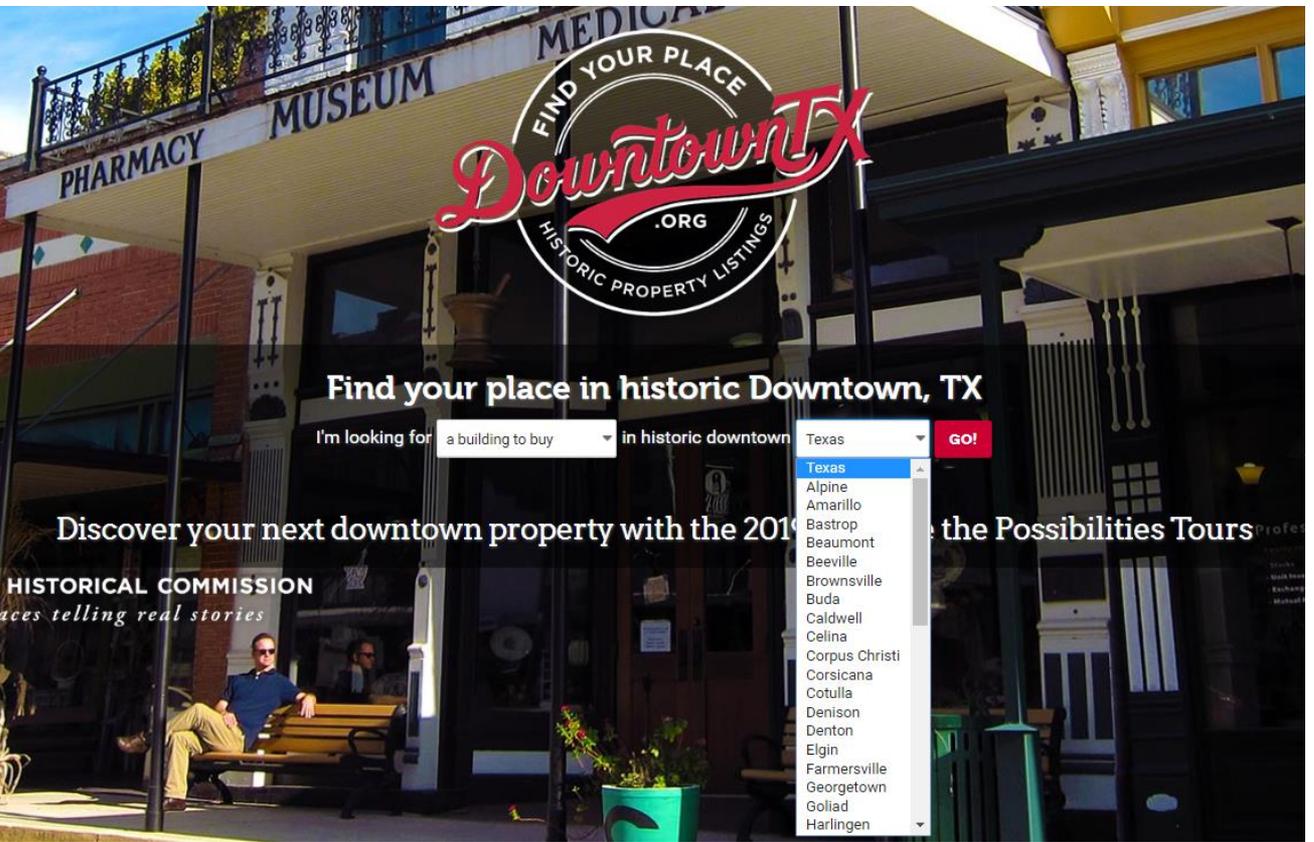
Understanding market realities, community wants, existing conditions and potential

Notes for next slide DowntownTX.org

This website showcases the downtowns of Texas Main Street communities and some Certified Local Government programs.

The DowntownTX.org concept originated in 2015 by the Town Square Initiative as a proactive strategy to influence and increase the market exposure of available historic properties in downtowns across Texas. It was launched in 2017. The site receives thousands of visits each month from potential developers and entrepreneurs.

The annual Imagine the Possibilities Tour provides Main Street communities with the resources they need to structure an event around showcasing available properties.



Find your place in historic Downtown, TX

I'm looking for in historic downtown

- Texas
- Alpine
- Amarillo
- Bastrop
- Beaumont
- Beeville
- Brownsville
- Buda
- Caldwell
- Celina
- Corpus Christi
- Corsicana
- Cotulla
- Denison
- Denton
- Elgin
- Farmersville
- Georgetown
- Goliad
- Harlingen

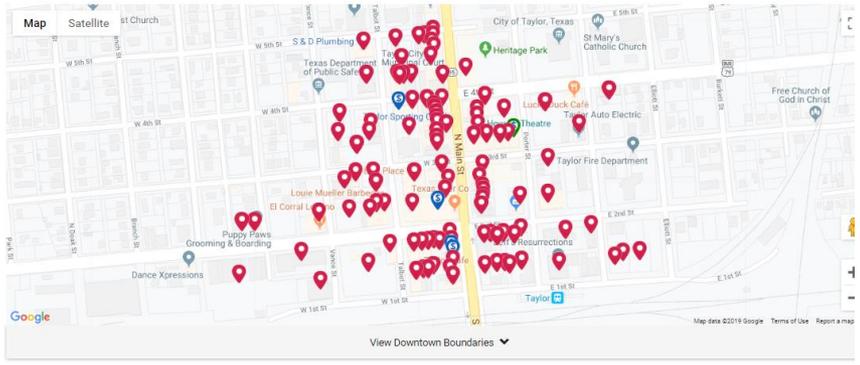
Discover your next downtown property with the 2016 *the Possibilities Tours*

TEXAS HISTORICAL COMMISSION
real places telling real stories

Find your place in Taylor (114 results)

filtering for all [clear filter]

114 1st St 	Inventoried	<input type="button" value="VIEW DETAILS"/>
313 1st St 	Inventoried Built 1889	<input type="button" value="VIEW DETAILS"/>
101 E 1st St 	Inventoried	<input type="button" value="VIEW DETAILS"/>
108 E 1st St 	Inventoried	



Why Taylor?

Downtown Taylor offers an urban feel in a small town setting just 30 minutes east of Austin in one of the fastest growing counties in Texas. With a reputation for world-class barbecue and cotton production, Taylor has recently become known as a small-business friendly community attracting diverse and creative entrepreneurs. An updated downtown master plan has helped generate momentum for transformative projects like Heritage Square Park, city hall redevelopment and a downtown skate park.



DESIGN
supports a
community's
transformation by
enhancing the physical
and visual assets that
set the commercial
district apart.



Downtown Buildings = OPPORTUNITY!



Common building issues and projects

- Paint
- Windows
- Water
- Maintenance
- Uncover transoms
- Brick
- Slipcovers
- Signage
- Accessibility
- Aesthetics/
visitor experiences
- Public spaces
- Arts
- Streetscapes
- Infill



Desired outcome is alwaysRespect for the integrity of the building & its place in your community story



Design Services

- **Site visits** with building or business owners
- **Verbal** advice or **simple sketch**
- Photographic **renderings** for a project
- **Written recommendations** and/or technical info
- **Sign** or business logo **design**
- **Color** schemes
- **Conceptual Site** plans
- Conceptual drawings for **new construction**
- Design **Committee Training**
- All buildings and lots, whether historic or not, in your designated district are usually eligible

217 W 12TH STREET | Mesquite, Texas | May 2020

Report to Owner includes

- Assessment
- Recommendations
- Renderings/Sketches



REQUEST

A design request was submitted for the western portion of the property located at 217 12th Street in Mesquite, Texas. The space is currently vacant, but the property owner is interested in rehabilitating both the interior and exterior of the property for a restaurant use. It is important to note that the design recommendations provided in this report are focused on two options, the repair of the existing aluminum storefront and an appropriate replacement. In addition to the storefront options, the masonry maintenance and repair, uncovering and repair of the existing transom windows, and the installation of an appropriate tie rod canopy. The name of the future restaurant was not specified in the request. However, signage examples that coordinate with the existing building's aesthetic are provided. Recommended improvements and color palette suggestions are also outlined on the following pages.

HISTORY

In the historic photographs shown from 1910 to 1919, the one part commercial block remains intact, with its original brick detailing, wooden storefront design and tie rod canopy. In both images, the bulkheads, display windows, and recessed entries are divided by cast iron columns, which are present today. The painted signage above the transom windows identifies the first tenant that inhabited the space, The Hudson Davis & Co. store. The brick corbelling that embellishes the building's upper facade also remains intact in the historic images.

FACADE ASSESSMENT

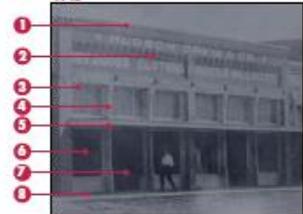


Based on physical evidence and historic documentation, the building's storefront has been significantly modified. When comparing the existing conditions to the historic photographs below, the building's storefront appears to have been reconfigured and replaced, but the original proportions and overall scale of the masonry building remains intact.

Identifying Features:

1. Masonry Coping
2. Brick Corbelling
3. Transom Windows
4. Cast Iron Columns
5. Tie Rod Canopy
6. Display Windows
7. Recessed Entry
8. Bulkheads

1915



1910s



1919





PROMOTION

positions the downtown or commercial district as the center of the community and hub of economic activity, while creating a positive image that showcases a community's unique characteristics.

Meeting strategic objectives through promotional activities

Image building, messaging

Driving traffic downtown

Calendar

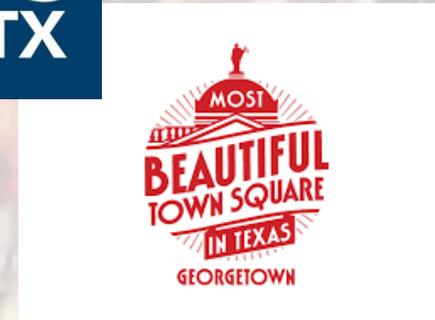
Events

Advertising

Targeted direct business/retail development activities

Heritage and history

Storytelling





ORGANIZATION

involves creating a strong foundation for a sustainable revitalization effort, including cultivating partnerships, community involvement, and resources for the district.

ORGANIZATION

Strong foundation for a sustainable revitalization effort



The Main Street leadership team...

- ensures results for downtown
- drives the revitalization effort
- ensures continual forward movement



Becoming a Main Street community



Main Street is Economic Development

\$314.4 Million

TOTAL DOWNTOWN REINVESTMENT
DURING 2019

Total includes private reinvestment of \$202.4 million and public investment of \$111.9 million. The 2019 totals are a 46% above 2018.

508

small businesses
and 2,007 jobs
were created.



156,78 

volunteer hours

(= \$ value of \$3.9 million
contributed to local
programs to support
the revitalization effort)

Benefits of participation

- **Connection**
 - to a nationwide movement & 40-year-old state program
- **Shared knowledge**
- **Resource sharing**
- **No-fee services, assistance, plan development, training to city, program, property/business owners**
- **DowntownTX.org**
- **Proven economic return**
- **Strategizes revitalization**
- **Main Street Improvements Grant-Texas Capital Fund**

Houston-area-5-year-program in

2020, population 38,000+

\$2 million public/private

= Per year average \$412,000

Public investment of \$560,000 has
driven \$1.5 million private
investment (market confidence)



Return on investment

\$3 : \$1

TEXAS HISTORICAL COMMISSION

Main Street Matters

WINTER 2020 • A PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

40 YEARS OF MAIN STREET

This year is one of celebration for Texas Main Street and the national Main Street movement! Forty years ago, Texas¹ was one of the first six states in the country selected to carry out a brand-new approach designed to bring life back to historic downtowns. A novel concept, no one could have truly realized back then how many communities across the country would be transformed by Main Street and its Four Point Approach². Our anniversary celebration includes hosting the national Main Street Now conference of Main Street America³ in May. Almost 2,000 downtowners from across the country will converge in Dallas to celebrate four decades of the Main Street movement. We've also launched a 'Let's Texas, Main Street' Sweepstakes contest to win a travel package to Denton. (See the back page for full details.) This issue of Main Street Matters showcases Seguin, one of Texas' original Main Street communities. Main Street Manager Kyle Kramm shares Seguin's Main Street journey from 1981 through today. This remarkable story begins on page 2. In each issue of Main Street Matters, between now and May, we'll be spotlighting Texas' charter Main Street communities that still participate today: Seguin, Eagle Pass, Hillboso and Plainview. As we start 2020, we also welcome our two newest communities into the network: Hamilton and Mineral Wells.



Spotlights of successes of Texas Main Street communities at:

<https://www.thc.texas.gov/preserve/projects-and-programs/texas-main-street/resources/main-street-matters>

Requirements
of
participation
&
Application
process



Small-town (under 50,000 population):

Full-time staff.

City employee. One full-time employee required.

Locally funded program.

Varied funding sources

Advisory Board works with staff as leadership team to drive the revitalization effort over time.

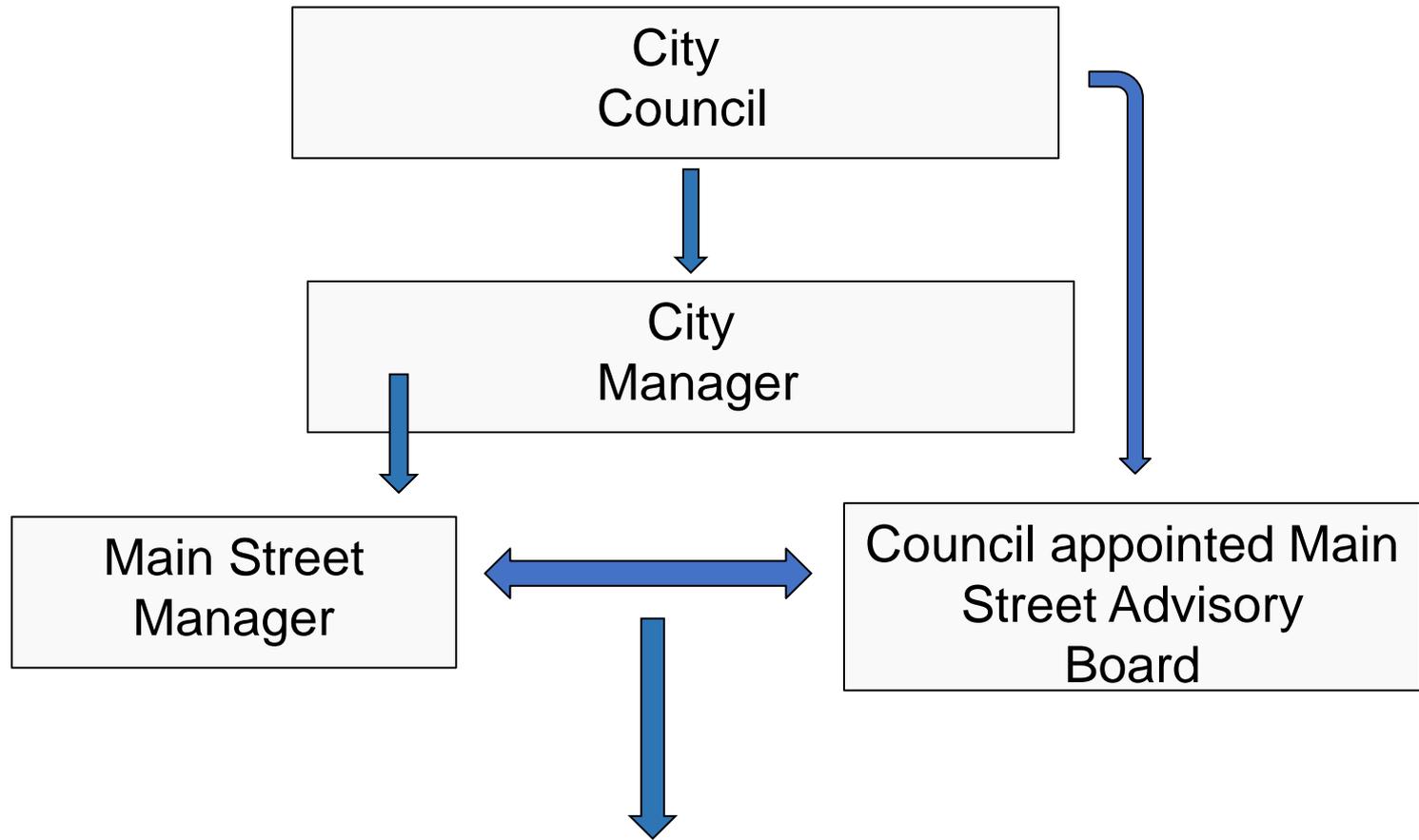
Council nomination and approval process

Annual fee: \$535

Notes for next slide: Program structure

In Texas, the typical Main Street structure is for the program Manager to be a city employee. They may report to the City Manager/Administrator; a department head (i.e. Planning, Economic Development). Alternately, they might be a department head themselves (i.e. Downtown Revitalization). Or they might be housed within/funded by another government-related entity such as the Economic Development Corporation. In Texas, small-city program managers will not be housed within a non-profit organization unless the city is fully funding the Main Street program within that entity. The Main Street application is submitted to the Texas Historical Commission by the city. A Main Street Advisory Board will be seated through an open nomination process, with Council approval. Bylaws will be adopted to govern meeting policy, terms of office etc. A 501c3 IRS structure (or something similar) may also be set up to manage aspects of programming that may fall outside of the city structure.

(Typical) Program structure, small city



Four Point committees– Economic Vitality, Design, Promotion, Organization – set up to carry out projects. Open community invitation to join. Each committee chaired by a board member.

Application components/Scoring criteria

- 1. Historic commercial fabric and historic identity**—historic significance/fabric of the proposed Main Street area, interest in/commitment to historic preservation
- 2. Community and private sector support and organizational capacity**— capability of the applicant to successfully implement the Main Street Program
- 3. Support and financial capacity**—Demonstrates the financial capability to employ a full-time manager, fund a local Main Street Program and support downtown-related projects
- 4. Physical capacity**—related to business activity and market potential
- 5. Demonstrated need**
- 6. Geographic distribution/discretionary** -- Points for an application from a county where there are no currently designated Main Street programs, and additional miscellaneous points to signify notable representation of need; preservation or economic development effort; or financial capacity that goes beyond the minimum requested in the application.

Important Dates:

August 31, 2020: Applications due, 5 p.m.

Deadline to submit an application expected to be extended from July 31 to August 31, subject to Commission approval at June 17 meeting.

October 2020: Fall Commission meeting.

Vote on applications and acceptance.

November-December 2020: State office assists new program with process to hire a new manager and establish/seal a charter Main Street board.

January 1, 2021: Official entrance. *This is established as the start date for the new Main Street community.*

January 2021: Orientation and training for new managers and boards. *Date and location TBD.*

More information



The screenshot shows the Texas Historical Commission website. The header includes the logo "TEXAS HISTORICAL COMMISSION REAL PLACES TELLING REAL STORIES" and social media icons for Facebook, Twitter, YouTube, Instagram, LinkedIn, and RSS. There are links for "BLOG", "CONTACT US", and "DONATE". A search bar is located on the right. The navigation menu includes "HOME", "ABOUT US", "PRESERVE", "PROJECT REVIEW", "NEWS & EVENTS", "EDUCATION", "HISTORIC SITES", and "EXPLORE TEXAS". The breadcrumb trail reads "Home > Preserve > Projects and Programs > Texas Main Street".

Texas Main Street



The logo for the Main Street America 2020 Coordinating Program features a stylized street lamp and a flower-like shape.

The national Main Street revitalization effort for historic downtowns was formed 40 years ago, and there has been a statewide Texas program since that time operating through the Texas Historical Commission. The Texas Main Street Program (TMSP) is one of the oldest and largest in the nation. The program was brought to Texas by Anic Read, a former member of the Texas Historical Commission, who also served as first director of the state Main Street effort.

The mission of the TMSP is "to provide technical expertise, resources and support for Texas communities in the preservation and revitalization of historic downtowns and commercial neighborhood districts in accord with the National Main Street Four Point Approach® of organization, economic vitality, design and promotion." At the TMSP, staff work on a daily basis with our 89 designated communities to help them reach their revitalization and preservation goals through the framework of the Approach®. The methodology provides the necessary tools for local communities to effectively address the issues historic downtowns face.

In This Section

- [About the Texas Main Street Program](#)
- [Becoming a Main Street Community](#)
- [Current Participants](#)
- [Main Street Matters](#)
- [Main Street Resources](#)
- [Texas Main Street FAQ](#)
- [DowntownTX.org](#)
- [Town Square Initiative](#)

<https://www.thc.texas.gov/preserve/projects-and-programs/texas-main-street>

Questions?



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