MCKINNEY

Golden Age of McKinney’s downtown square (1850s – 1950s)

Founded in 1848, McKinney, is located about 30 miles north of Dallas and is the county seat of Collin County. McKinney’s downtown square is one of the symbols that people throughout North Texas recognize as being uniquely McKinney. The original town site was based on a grid plan with a courthouse square near the city’s center. The courthouse square (approximately 2.5 acres) was the sole public space set aside in the original town plan. The commercial core is housed on long and narrow lots (25 by 100 feet) facing the courthouse square. Such a layout enabled merchants to construct buildings with storefronts for displaying their goods, room within to conduct business, and space to stock their merchandise. For over 100 years, the downtown square assumed both economic and symbolic significance as the focal point for business, government, special events, and community celebrations.

(Cont. on page 2)
Decline of the downtown square (1950s–1990s)

Eventually, as new highways bypassed downtown and commercial centers moved to the highways, the once-vibrant downtown square fell into decline. In the 1970s, a new county courthouse was constructed several blocks away, and the “old” courthouse closed its doors on the square. Other than occasional openings for Halloween and Christmas, the old courthouse stood abandoned.

During the 1980s, most of the historic buildings around the square were underutilized or boarded up. Because of low rents and quaint charm, small “mom and pop” shops appeared, but many went out of business within a year or two. At night, the square was typically empty since nearly all businesses closed at 5 p.m. In the 1990s, the square evolved to a point where the shops tended to be more stable, but rents were still low and nightlife was still non-existent.

Rehabilitation of the Historic Collin County Courthouse and designation as a Texas Urban Main Street City (1999–2006)

Between 1999 and 2009, McKinney was coping with being the fastest-growing city in the U.S. as its population doubled. The city also embarked upon major capital initiatives to revitalize the historic downtown and resurrect the courthouse square as a lively, relevant public space.

In 2002, community members recognized the immense value and benefit associated with the Texas Main Street designation. Volunteers worked tirelessly to develop a public private partnership between the nonprofit McKinney Downtown Business Redevelopment, Inc. and the City of McKinney. In 2003, McKinney Main Street was established as a Texas Urban Main Street City. Participation in the Main Street Program formalized the city’s commitment to its historic downtown.

The city (in partnership with the county) conducted a feasibility study and two different planning efforts to specifically explore the rehabilitation and adaptive reuse of the old vacant courthouse. Since the courthouse is a Registered Texas Historic Landmark (RTHL) and a Texas State Antiquities Landmark, these studies involved substantial coordination with and review by the state historic preservation office.

In 2004, after significant stakeholder input, consensus was reached on a plan to fully convert the courthouse into a performing arts center. Primarily funded by the McKinney Community Development Corporation, construction on the $9.5 million project was completed in 2006, and included rehabilitation of the courtroom into a 427-seat theater. Other rooms were rehabilitated into conference rooms, office space, a catering kitchen, rehearsal rooms, gallery space, and badly needed public restrooms. The McKinney Performance Arts Center at the Historic Collin County Courthouse now serves as a truly unique and professional multi-purpose venue.
where the community’s cultural, artistic, and educational opportunities are nurtured.

**Town Center Study Initiative (2006–2011)**

The Town Center Study Initiative is a sector planning study of the oldest part of McKinney, called for as part of the city’s 2004 Comprehensive Plan. The Town Center is comprised of the historic core of the city and includes some of the oldest developments in McKinney. However, like many city centers, the challenge facing the town center has been learning how to create a renewed emphasis on the authentic form and character of the area while still encouraging reinvestment for the future.

As a proactive step toward addressing this challenge, the city of McKinney launched Phase 1 of the Town Center Study Initiative in 2006. Phase 1 consisted of a series of multi-day public design workshops. These charrette-style workshops engaged community stakeholders (over 300 residents, property owners, and business owners) and generated critical ideas about how the town center should look, feel, and function over the long-term. This innovative approach resulted in a community-based vision that captured informed stakeholder input and blended it with professional expertise of city staff and hired consultants.


Around the same time that McKinney launched the Town Center Study Initiative, the city was also making final preparations to reconstruct the public infrastructure in the downtown square, according to a design that was nearly identical to the existing layout of the public realm (in terms of travel lanes, intersection geometry, sidewalk widths, parking configurations, etc.). Funding for the downtown square infrastructure project had previously been authorized by McKinney voters in 2002 and 2006 bond elections, and the community was eager to see construction commence.

However, literally just a few days before the downtown square infrastructure project was scheduled to begin construction, the McKinney city council made the brave decision to delay the project for a year so it could be redesigned to integrate many of the preferred concepts that had emerged during the first public design workshop of the Town Center Study Initiative. A clear public consensus emerged from that workshop, with stakeholders overwhelmingly voicing their preference for more urban design concepts in the downtown square (such as making it more pedestrian-friendly; widening the sidewalks; encouraging a variety of uses such as restaurants with outdoor café-type seating; increasing parking; and increasing landscaping). Coordination of these various design elements was a challenging task and required careful consideration of trade-offs. Stakeholder input meetings continued as the city finalized design and moved forward to construction. During construction, the city and its contractor exercised extreme care and creativity to minimize disruptions to existing businesses on the square.

Completed in 2008 at a cost of $2.6 million, the re-designed downtown square infrastructure project included the following key elements:

- Reclaim a surplus travel lane (reducing the number...
of lanes traveling around the downtown square from three to two).

• Reconfigure of the intersection geometries (increasing the offsets to slow vehicular traffic entering the square and improving pedestrian safety).

• More efficient layout of on-street parking (increasing the number of public parking spaces on the square from 70 spaces to 92 spaces).

• Widen the sidewalks on the perimeter of the downtown square (increasing the width 40 percent to 180 percent).

• Enhance the streetscape to create a unified visual appearance, provide much-needed shade, and greatly enhance downtown’s sense of place, including landscaping (trees and planters), irrigation, and other sidewalk furnishings such as lighting, seating and waste receptacles.

• Upgrade water, sewer, and electrical infrastructure (increasing the capacity of these systems to handle increasing demands of the downtown square).

• Improve of storm water drainage.

Wayfinding System (2005–2008)

To complement the courthouse rehabilitation project and the downtown square infrastructure project, the city also implemented a wayfinding project in order to provide a unified system of custom-designed signs for directing both pedestrians and drivers to (and within) the downtown area. The wayfinding project featured 24 vehicular directional signs, 17 parking lot directional signs, 10 parking lot destination signs, and 1 kiosk. Although the city funded the $300,000 project mostly through general fund revenue, the project was also partially funded by a Preserve America grant.

Impacts

McKinney’s historic downtown, once again, serves as the primary public gathering place for citizens and visitors alike. Undoubtedly, participation in the Texas Main Street program, the courthouse rehabilitation project, the downtown square infrastructure project, and the wayfinding system have resulted in the following successes for the downtown square thus far:

• Increased activity after 5 p.m. (new restaurants with sidewalk cafes)

• Increased sales per square foot

• Increased lease rates per square foot

• Increased demand for downtown housing

• Increased sense of community pride

• Increased sense of security (more active street life; improved lighting)

• Helped downtown weather the economic downturn

• Increased private investment in the downtown area (construction of a new 5-story boutique hotel; more historic façade improvements; more expansions of downtown businesses; conversion of the historic Flour Mill into loft residential)

• Increased momentum for more public infrastructure projects expanding outward from the square (voters approved a 2010 bond package with $12 million for downtown area capital improvements)

• Establishment in 2010 of a Tax Increment Reinvestment Zone to serve as a long-term fiscal tool for continued economic development in the downtown area

McKinney’s downtown square has had many successes this year due a new downtown square infrastructure project and a new wayfinding system installed.
• Improvement of existing community festivals/events (Home for the Holidays; Scare on the Square; Arts in Bloom) and creation of new festivals/events (Bike the Bricks; McKinney Oktoberfest)

Downtown Events

One of the keys to the significant growth that historic downtown McKinney has experienced over the last decade is its wildly popular festivals and events. Seven annual special events allow visitors to see all that historic downtown McKinney has to offer. With approximately 100,000 visitors at McKinney Main Street events each year, we know that many are seeing our downtown for the first time.

Not everyone that attends these events will be a shopper that day, but visitors will certainly pay attention to what we have to offer. New guests see firsthand what stores, restaurants, and services exist in historic downtown McKinney. If festival goers enjoy their time at the event, they are likely to return at a later date to make purchases, obtain services, or enjoy a dining experience downtown. Our downtown businesses play a huge role in these events. When you attend an event in historic downtown McKinney, there is so much more to offer than your typical street festival.

Coryanne Ettiene, a local business owner, says, “We’ve noticed that when Main Street hosts special events, our sales increase up to 30 percent over the weekends dedicated to those hosted events, and our traffic more than doubles.”

A large portion of our program’s marketing budget is spent on each of these events with the hope of attracting visitors from across the state. We are celebrating the 10th anniversary of McKinney’s Oktoberfest in 2017, our most popular event that attracts approximately 55,000 guests annually. McKinney’s Oktoberfest serves as McKinney Main Street’s largest revenue source and helps supports the other six events as well as many downtown initiatives. The revenue from a successful event helps us achieve our Main Street goals and support downtown businesses. When planning an event, we look for ways for everyone to win, including downtown business owners, festival goers, sponsors, festival vendors, and the McKinney Main Street Program.

McKinney Performing Arts Center - The Historic Collin County Courthouse

In its prime, from 1876 to 1927, the historic Collin County Courthouse was a bustling hub of activity for Collin County. Many historical events and memories were made in and around the building. Designed in the style of the French Second Empire, the Collin County Courthouse was considered the tallest building in Texas north of San Antonio upon its completion in early 1875. It consisted of two floors, a steep mansard roof with patterned shingles, decorative cut stone, and twin towers above the roof line on the east side of the building.

1927 Remodel

The courthouse was drastically remodeled in 1927. Floor levels were changed, a basement and third floor were added, and the entire exterior was clad in buff brick. The
old roof was replaced with a new concrete roof deck behind a new parapet, and all other wood framing was likewise replaced with fireproof steel and concrete.

This renovation more than doubled the floor space in the original courthouse, and its appearance changed to a more restrained neoclassical style.

The Old Collin County Courthouse was vacated in 1979 upon completion of the new courthouse located on McDonald Street in McKinney. The historic courthouse is now the centerpiece of the Downtown McKinney Commercial Historic District and was listed in the National Register of Historic Places in 1983.

2006 Restoration

Community leaders and volunteers invested countless hours in research and planning for the restoration of this historic facility. The McKinney Community Development Corporation and City of McKinney moved forward and reviewed a compilation of community forums and planning sessions to evaluate the building’s use and potential programming. In October 2003, a proposal was approved to re-craft the courthouse as a cultural center for the citizens of McKinney and Collin County.

After extensive planning, diligent attention to detail, and respect for historic integrity, the City of McKinney worked hand-in-hand with the Texas Historical Commission to preserve the original beauty. MPAC distinguishes McKinney as a regional leader in supporting the arts, cultivating a unique cultural community, and in generating economic development. MPAC’s programs extend into nights and weekends—and this activity has helped develop historic downtown McKinney as an entertainment destination.

The project was funded by the City of McKinney, McKinney Community Development Corporation, Modern View of Collin County Courthouse, and Collin County. The project meets Texas Historical Commission guidelines for rehabilitation.

MPAC Today

Experience live music and performing arts in MPAC’s historic courtroom theater. Hosting a range of performers including Lindsey Buckingham, Clint Black, Robert Earl Keen, The Indigo Girls, Ricky Skaggs, Pentatonix, and countless others. MPAC offers audiences an unforgettable night of entertainment.

INTERVIEW WITH A PROPERTY OWNER:
PAINT REMOVAL IN PARIS, TEXAS

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

Paint removal—can it be done? Some preservation professionals are skeptical. They think once a building is painted, the paint cannot be removed, and sometimes they are right. Paint removal is not an easy task, nor can it be undertaken on just any building. However, I am here to tell you that in some cases, it works and I have seen the final results. Here’s the story:

In June of 2016, Sarah Blankenship, project design assistant of the Texas Main Street Program, and I had the pleasure of visiting Paris for a site visit. Cheri Bedford, the local Main Street director, showed us around downtown, their unique architecture, the new courthouse square has been resurrected as a lively, relevant public space since the McKinney Performing Art Center’s inception.
downtown park, and numerous local businesses. A lot is going on in downtown Paris, but don’t take my word for it—go see for yourself. Of all the exciting things that are happening in Paris, one particular project stuck out the most to me, and that was Chris Dux’s project on First Street.

Dux is currently undertaking a rehabilitation project of the building at 134 1st St. SW seen in the photographs to the left. Dux removed the paint from the front façade and repointed the entire building. He is now in the process of rehabilitating the windows and storefront. Sarah and I saw the building up close shortly after the paint had been removed, and we could not believe that the brick had ever been painted. There were no remnants of paint or any kind of residue on the surface of the façade. Because of this, I had to find out more about Dux’s process, which he was kind enough to tell me about via phone interview.

**Why remove the paint?**

Dux decided to remove the paint for several reasons. As part of the rehabilitation process, the building needed to be repointed, which means the mortar in between the brick units was deteriorated and needed to be repaired. Water entered the building along the parapet, which resulted in loose bricks. Repointing would stabilize the wall, but if the paint was not removed, the new mortar would stand out while the bricks would still be the dingy yellow color.

Also, only the front façade was painted, and the owner of the neighboring building recently removed a large slipcover, which revealed the original brick of that building. Removing the paint on Dux’s building would not only reunite the appearance of the entire structure, the entire block would begin to coordinate. This provided Dux with additional motivation to remove the paint and restore the entire building to its original appearance.

**Process, Professionals, and Products**

Dux and his contractors started by using the gentlest means possible, which in this case was applying soapy water to the painted service with a soft bristle brush. This method did nothing to remove the paint. Next, Dux tried pressure washing the façade with a rotating brush, which also did very little to remove the paint.

Dux consulted Western Waterproofing, a specialty contractor company with nationwide offices specialize in masonry restoration and preservation, to determine how to remove the multiple layers of paint. They brought along a Prosoco representative to evaluate the situation. After Dux’s previous experience attempting to remove the paint, the consultants determined that chemical
removal should be tried next. They did a series of tests using four Prosoco products to determine which product could remove the paint without damaging the masonry underneath. The products were applied in one-foot by one-foot squares on both the upper and lower façade as each section had a different amount of paint coatings. Two products, a fast acting paint remover and heavy duty paint remover, were selected to do the job.

The paint removal products are very effective, but they can also be dangerous if used incorrectly. The PH of both solutions is basic, which if it comes into contact with skin, will burn it worse than an acid. Because of this, the products have to be applied in a very specific way. The paint remover comes in gel form. The gel is painted onto the building in small sections and left to work its magic for an hour. Humid conditions are preferred as they prevent the gel from drying out. The solution is then neutralized with a spray-on coating, which sits for an additional 10-15 minutes. This forms a salt-like material, which will not harm the surrounding environment or storm drain systems when it is washed off. The neutralized material is removed with a pressure washer at a low pressure, so the surface of the brick is not damaged.

(*Note - Each city has different regulations when it comes to chemicals and contaminates. Check your local regulations first to determine if this kind of product may be used in your downtown.)

Dux worked with a local general contractor to complete the paint removal process. From setting up the scaffolding to the final rinse took about two weeks to complete a 50-by-50 area with a four-man crew. Labor costs were approximately $8,000 plus the cost of the paint removal products.

For others planning on pursuing paint removal, Dux has a few words of advice: The chemical products are not inexpensive. Follow the instructions closely, so you do not waste the paint remover. If the solution is not applied properly or it dries out during the wait time, it can affect the end result. Also be aware of labor costs and how long the entire process takes. It will add up. However, the magnificent end results are worth the trouble.
Important Tips from TMSP Design Staff

Before paint removal is undertaken, there are some important tips to remember:

1. Contact the Texas Main Street Design Staff; we can assist you with any questions or projects you may have.
2. **Always use the gentlest means possible**, so that the historic materials are not damaged. While some bricks were fired well and have a hard exterior that can withstand higher water pressure and chemical removers, other bricks were poorly fired, which causes them to be soft and crumble very easily. For masonry, this means attempt to remove any substance on brick using a soft bristle brush and water first. If paint is flaking, much of the paint can be removed using mechanical methods, but make sure that the brush or tool that is used does not damage the surface of the brick.
3. **Sandblasting is NEVER recommended for any reason.** It will damage the surface of the brick, which will cause it to deteriorate later.

Paint Removal Resources

- NPS Preservation Brief #1: Assessing Cleaning and Water–Repellent Treatments for Historic Masonry Buildings
- NPS Preservation Brief #6: Dangers of Abrasive Cleaning to Historic Buildings
- General Services Administration: Chemically Removing Paint from Brick Masonry

Special Volunteers

We continue to spotlight in each edition of Main Street Matters those volunteers whose contributions and dedication are important to the success of local programs. If you would like to honor a special volunteer with a spotlight, please send a short narrative and image to sarah.marshall@thc.texas.gov.

Sharon and Barry Brass—The Gifts That Keep on Giving, Brenham Main Street Program

When Sharon and Barry Brass chose Brenham as their new home and opened their business here in 2004, Brenham and Washington County received a gift that keeps giving—even to this day.

Sharon and Barry received the Main Street Brenham Volunteers of the Year Award in 2011 for their contributions to Toubin Park, a downtown pocket park that tells the story of the burning of Brenham in 1866 by federal troops stationed here during Reconstruction. So much material was uncovered during Sharon’s research of the period than could be shared on display boards in the park, so she wrote a book that was published by Main Street. True to Sharon’s character, she allowed Main Street to be the copyright-holder and the recipient of the book’s revenues. In addition, she wrote a play about the rich and colorful history of Washington County, which was performed several times for groups of locals and visitors.

Sharon’s generous contributions to Main Street and her work with Main Street Brenham’s Local History Day Program led to her being named Texas Downtown Association’s Downtowner of the Year in 2014. We’ve found that wherever Sharon is actively volunteering, Barry is not far behind!

His annual portrayal of local forefather J.D. Giddings during Local History Day has students enthralled and...
believing this is the man they are learning about, even though Giddings would be 202!

This couple has certainly not rested on their laurels. In 2016, Sharon led the efforts to create a second curriculum track for seventh graders for Local History Day, expanding on the community’s later history. It includes local Texas Ranger history (one Ranger is portrayed by Barry), stories of Brenham during segregation (as told by a local African American artist through paintings and poetry), and the history of Brenham as told by downtown buildings.

Seventh graders begin their day with a showing of the short film *The Dawn of Washington County* in the newly renovated Historic Simon Theater. This film, written and produced by Sharon in 2015, is part of the Step Into the Past Historic Tours Program. The program includes eight other videos developed to draw visitors to seven historic venues in Brenham to learn the colorful history “first-hand” from our local forefathers.

Barry’s portrayal of J.D. Giddings in the *Dawn* movie and his interest in the restored theater led him to donate his time to show the movie three times a day on Saturdays, and he has missed very few days. If he’s not spending his time sharing the movies and tours of the facility, you can likely find him at downtown Brenham’s Unity Theatre, performing on their stage.

Though it might seem that neither would have time for projects outside their history and Main Street activities, both have been very involved in other community organizations, including the Rotary Club and the Chamber of Commerce.

As this amazing couple continues to share their passion for this community and its history, we can only be thankful for the gift they are to Brenham and Washington County!

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### CALENDAR

**THURSDAY 3.2**
- Uvalde - Farmer’s Market (11 a.m.-4 p.m.)

**SATURDAY 3.4**
- Elgin - Elgin Flea Market Days (9 a.m.-1 p.m.)
- Farmersville - Farmers & Fleas Market (9 a.m.-3 p.m.)
- Brenham - Texas Texas Independence Day Celebration (10 a.m.-5 p.m.)
- Georgetown - Cupid’s Chase 5k and Fun Run (7:30-10 a.m.)
- Georgetown - 8th Annual Georgetown Swirl (6-9 p.m.)
- Kingsville - Texas Independence Day Car Show (11 a.m.-3 p.m.)
- San Augustine - Junk in the Trunk Trades Day (10 a.m.-2 p.m.)
- Seguin - ArtsFest (10 a.m.-3 p.m., 7-9 p.m.)

**THURSDAY 3.9**
- Elgin - Sip, Shop & Stroll (5-8 p.m.)
- Rockwall - Night Owls Late Till 8! (5-8 p.m.)

**SATURDAY 3.11**
- Luling - 7th Annual Rajun’ Cajun Throwdown Gumbo Cook-Off (9:30 a.m.-5:30 p.m.)
- Waxahachie - Junk in the Trunk (9 a.m.-2 p.m.)

**THURSDAY 3.16**
- Uvalde - Farmer’s Market (11 a.m.-4 p.m.)

**FRIDAY 3.17**
- La Grange - Farm to Table Dinner (6:30 p.m.)

**SATURDAY 3.18**
- La Grange - Uncorked Food and Wine Festival (3-7 p.m.)
- La Grange - After Uncorked (7-11 p.m.)

**SATURDAY 3.25**
- Nacogdoches - Main Street Shop and Stroll (11 a.m.-3 p.m.)
(Top left) Manager Sarah O’Brien speaks to about 50 community members and Bastrop Main Street Advisory Board members at the organization’s annual retreat last month. The planning event, held in the new Lost Pines Art Center, was the kick-off for the program as it enters its second decade of Main Street designation.; (Top middle) New board members and managers came together with state staff in Georgetown in January for two days of Main Street 101 training and orientation. Representatives in attendance were from Bastrop, Buda, Clarksville, Cuero, Gainesville, Goliad, Harlingen, Huntsville, Linden, Mineola, Rosenberg, Seguin, and Uvalde. (Top right) The newly appointed Buda Main Street Advisory Board takes the oath of office at its first board meeting in February. Buda is a newly designated Main Street community. Maggie Gillespie, formerly the assistant manager in nearby San Marcos, is Buda’s first-ever Main Street manager. Of course, the tradition of Main Street cake (table center) continues! (Bottom left) The Sherman Main Street Advisory Board accepts a certificate of recognition during its recently held Main Street visioning session that was a follow-up to the state office’s resource team report. Sherman is a 2016 Main Street city.; (Bottom right) Waxahachie hosted the annual regional Main Street volunteer training conducted by the state office. About 40 people from five Main Street programs came together for the meeting from Corsicana, Ennis, Hillsboro, Royse City, and Waxahachie. Held Valentine's eve, the theme was “We Love Our Volunteers!”

Websites of Interest

- 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.TexasAgri-culture.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.texas.gov
- 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