



Main Street Matters!

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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SPOTLIGHT ON DENTON, TEXAS

Written by Julie Glover, Main Street Manager, Denton Main Street Program, Population approx. 113,383

Halfway through our 25th year of downtown revitalization, downtown Denton seems to have become an “overnight” sensation! This is a good time to reflect on where we’ve been and where we’re going in the next 25 years.

The Denton Main Street Program (DMSP) was self-initiated in 1989 and became a Certified Main Street City in 1990 (the first year that urban cities were allowed in the program). There have been many milestones along the way.

Denton County applied for the Texas Historical Commission’s Texas Historic Courthouse Preservation Program and was among the phase two recipients receiving \$462,000. The third funding phase included an additional renovation grant in the amount of \$2.5 million. This restoration brought the Courthouse-on-the-Square back to its original grandeur and is a source of community pride.

Another historic victory is the



Nighttime view of Denton’s Courthouse-on-the-Square. Denton’s beautiful downtown is attracting attention after its \$2.5 million courthouse restoration and new property appearance guidelines that have gone into effect.

Campus Theatre. This project turned an abandoned movie house into a vibrant live performance venue, which is booked more than 300 nights a year. Most of the \$1.2 million used to restore the building was raised from local resources. Since the restoration, restaurants, bars, live music venues, and a variety of new retail stores have sprung up in the vicinity of the theatre, proving that historic preservation equals economic development.

In 2000, the square was named a National Register Commercial Historic District. The city has

adopted property appearance guidelines for downtown, along with a tax incentive program and two grants to encourage voluntary compliance with the guidelines.

In 2007, the City Council created a Downtown Reinvestment Grant (\$25,000 from 2007-2011; \$100,000 a year, currently) to assist those who adaptively reuse historic buildings in downtown. In past years, this has been funded through the city’s general fund, but in FY 2013-14, it was funded through the city’s alcoholic beverage tax collections. Since the inception of

the program, almost \$16 million has been spent on the redevelopment of downtown in direct relationship to this grant. For every dollar the city has granted, \$37 has been reinvested by the private sector. The purpose of the program is to give us design control on renovations and new construction downtown. 35 projects have received grants through this fund.

“A lot of projects that have improved

downtown would not have happened, if not for this grant,” said Marty Rivers, chairman of the Downtown Task Force, which oversees the grant process. Downtown has been dubbed the “living room” of Denton, and is host to many events, not all of which are hosted by DMSP!

Six events, First Friday Denton, Thin Line Film Fest, 35 Denton, Denton Arts and Jazz Festival,

Denton Blues Festival, and Oaktopia are events that are held in downtown, but produced by other entities. DMSP organizes and produces the Thursday Twilight Tunes concert series, Arts, Antiques and Autos Extravaganza, Wassailfest, and several retail events each year. All of these events raise awareness and bring new people to the area to support our revitalization efforts.

Downtown Denton , Texas						
Examples of Increased Values 2005-2013						
Address	Value 2005	Value 2013	Increase	% of increase	Property Tax 2013	Work done
102 N. Locust	117,468	395,000	277,532	236%	9,893	Remove slip cover, remodel interior, add apartments
217 E. Hickory	112,200	496,470	384,270	342%	12,435	Convert warehouse to restaurant
210 S. Locust	422,249	3,062,419	2,640,170	625%	76,703	Demolish drive thru bank, build apartments/mixed use
117 E. Oak	115,496	343,105	227,609	197%	8,594	Office space to bar
113 E. Hickory	156,707	296,439	139,732	157%	7,425	Barber/Beauty shop to restaurant
311 E. Hickory	88,063	2,058,563	1,970,500	594%	51,560	Empty lot to mixed use
						Average increase in value 358.5%



(Top image) Over the years, these projects have significantly increased the property values of the buildings. (Bottom left image) Denton Day of the Dead event; (Bottom middle image) Local Denton residents enjoy downtown events hosted by the DMSP; (Bottom right image) Public improvements have taken place in downtown Denton.

Over the years, the DMSP spearheaded major public improvements in downtown Denton. Since the inception of the program, we have buried the utility lines downtown, reconfigured curbs, added ramps and corner extensions to accommodate the American with Disabilities Act, added parking spaces, and replaced period streetlights. The recently completed E. Hickory Street renovations have made the stretch between the Denton County Transportation Authority's A-Train station and the Square a great place to walk, drive, or ride a bike. Downtown residency has grown exponentially in the past few years. Denton's first loft apartment was built in a second story on W. Oak Street in 1992.

Downtown living space slowly increased over the next 15 years as the demand increased. Now, there are approximately 2,000 residents

within a four-block radius of the Courthouse-on-the-Square living in lofts, apartments, and townhomes. The Downtowners, a downtown residents' organization, meets monthly. Many are young professionals who choose to live in a dense area where they can walk or bike to work, catch the commuter "A-Train" to Dallas, and enjoy music and entertainment, all within a one to two mile radius.

Townhome owner David Layton said, "My wife Carrie and I have always enjoyed downtown Denton, dating back to our days attending the University of North Texas. From restaurants, shopping, and night life, to the nearby courthouse lawn and Quakertown Park, where our son plays, to our place of worship, it is all within just an easy walk. And, it's better for our health."

I was asked today when our

downtown revitalization would be "done." My answer was "Never!" We have many new opportunities still ahead of us. The Railyard, a transit-oriented development by the DCTA A-Train station is currently underway, and the Denton Community Market is looking to move to and expand in the same area. With apartments, retail, and office space, I expect this will be the new hot spot, on the east end of downtown. Our boundaries continue to shift and expand, as we explore new definitions of "Downtown Denton."

In the past 25 years, 415 rehabilitation projects have been completed, \$98 million have been reinvested in the area, with a net gain of 313 business starts, relocations, and expansions, and 2,054 new jobs created.

"Great things are done by a series



Downtown residency has slowly increased over the past 15 years. Residents are living downtown within a four-block radius of the of the Courthouse-on-the-Square in lofts, apartments, and townhomes. (Left image) Before and (Right image) after of 114 W Oak Street.

of small things brought together.”—
Vincent Van Gogh.

MID-CENTURY MODERN DESIGN



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

I love mid-century modern design. The buildings, storefronts, signage, materials, furniture – if it was created between the late 1940s to the early 1960s, chances are I will like it, and I am not alone. From popular magazines like *Dwell* to primetime television shows like *Mad Men*, mid-century modern design is extremely popular. I recently had a gentleman ask me why I loved mid-century design so much. Was it just my generation or was it something

more? He claimed that he did not like the style when it was new and he really does not like it now. For me, mid-century design is a point of inspiration. The colors, shapes, asymmetries, and clean lines excite my creative right brain, and motivate me to design better. The images below are just a few examples of some of my favorite mid-century designs in Main Street cities. For some, like the fashion industry and home décor companies, mid-century design might just be a fad that will go out of vogue as quickly as it came in. However, for historic downtowns, it poses a larger more serious question—should mid-century designs be preserved?

Preserving mid-century designs can be a challenge. The modern designs of the mid-20th century contrast sharply with the traditional Main Street buildings of the 1800s and early 1900s that all preservationists identify with and embrace. Some believe that modern elements detract from the “more historic” buildings around them. Mid-century resources are

often ignored by preservation efforts because they are too “new” to be culturally or historically significant. The new materials and technologies used in mid-century design also complicate repair and conservation efforts. However, these mid-century designs have now reached the 50 years or older mark, making them historic in their own right.

In order to make the decision about preservation, we must first understand why these buildings and storefronts came to be initially. Main Street changed dramatically in the mid-20th century as storefronts were modernized in appearance and new buildings were constructed to compete with suburban developments along highways. These designs were influenced by architectural trends known as the International style and Bauhaus movement, which started in Europe. In larger cities, architects and designers took inspiration from these movements and created new storefronts and building forms that set trends in downtowns across the country. Modern materials also influenced the change in Main Street



(Left image) Frost Bank in San Marcos; (middle image) Reed's Flower Shop in Waco; (Right image) Vacant Chevron Storefront in Waco.

design. Architect Carol Dyson from the Illinois Historic Preservation Agency, explains:

“The companies that produced glass and aluminum storefronts also promoted renovation. Glossy brochures showing sophisticated



Storefront catalog – Source: National Main Street Center

shoppers coaxed store owners to modernize in order to match new styles of goods and fashion. The results were striking. Glassy storefronts spilled light onto busy sidewalks for evening shoppers. Redesigned buildings were honored by special events, celebrating up-to-

date looks worthy of an optimistic post-war age. With new signs, shop fronts, display windows or slipcovers, Main Street became “modern.” Banks, specialty shops, cinemas, and pharmacies were often the first buildings to be modernized in a downtown.

Mid-century updates often segmented a building or covered the original facade. For example, the Withrow Furniture Co. slipcover in Corsicana was placed on the front façade of the building while the original side façade was left exposed. In Ennis, only the storefront of the T Mobile building was modernized, most likely soon after the new bank building was constructed next door. While the new storefront has an interesting shape, the building is visually split into two parts. For this reason, preserving mid-century resources can be complicated and presents even more questions:

- Should the slipcover be removed?
- Should the storefront be restored to match the original façade configuration?
- How do you repair the unique materials used in mid-century designs?

Each resource should be evaluated on a case by case basis in order to create a preservation plan.

For instance, in Paris the building highlighted in the historic photograph was covered with an elaborate porcelain tile slipcover seen in the image below. After a thorough investigation, the owner discovered that very little of the original facade remained under the slipcover and chose to repair the mid-century façade.

While in Georgetown, the Gold’s Department Store slipcover was removed to reveal portions of the original façade beneath. The owners chose to restore the original façade and reconstruct missing elements like the



(Top image) Mid-century slipcover and signage in Corsicana; (Bottom image) Mid-century modern bank building and storefront in Ennis (Source: Google Street view.)

(Top image) Original facade; (Bottom image) Mid-century facade.

(Top image) Before restoration - Gold’s Department Store (source); (Bottom image) After restoration (Source: Google Street View).

cornice details along the top of the building.

Mid-century resources are artifacts of a specific period in each city's history. They are a visual record that contributes to a community's story at street level and deserve to be preserved and represented like all other styles found in a historic downtown. The process is arduous, but local preservationists can encourage the preservation of mid-century resources by:

- Creating design guidelines for the downtown district that allow for the unique shape and size of mid-century signage and aesthetic of materials
- Educating the public on how modern designs became a part of their downtown and why they should be maintained
- Allowing for the repair of significant slipcovers and segmented facades in grant applications

For additional information, please visit:

How to work with storefronts of the mid-twentieth century – Carol Dyson

<https://www.illinois.gov/ihsa/Preserve/mid-century/Documents/modern-storefront-glossary.pdf>

Mid-Century Storefronts – Michael Houser

<http://www.dahp.wa.gov/sites/default/files/MID%20>

[CENTURY%20STOREFRONT.pdf](#)

Mid-Century Commercial Modernism: Design and Materials

<https://ncptt.nps.gov/blog/mid-century-commercial-modernism-design-and-materials/>

Main Street Meets Mid-Century Design - Main Street Now – Mike Jackson

http://www.preservationnation.org/assets/photos-images/main-street/main-street-now/2014/summer-2014/MSN_Summer_Final.pdf

Modernism and the Recent Past – National Trust for Historic Preservation

<http://www.preservationnation.org/information-center/saving-a-place/modernism-recent-past/#.Vf810mTBzRY>

SPECIAL VOLUNTEERS

We continue to spotlight in each edition of Main Street Matters those volunteers whose contributions and dedication are so 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.state.tx.us.

Jill Drake, Paris Main Street Program

Article written by Cheri Bedford, Main Street Manager, Paris Main Street Program

Jill Drake joined the Paris Main



Volunteer Jill Drake (left) and Paris Main Street Manager Cheri Bedford.

Street Program three years ago and has been Chair of the Advisory Board for two years. Born in Michigan, and raised in North Carolina in a very large metropolitan area, Jill began volunteering because she fell in love with the small town charm of downtown Paris. Since she began to volunteer, she has provided direction and leadership to the board.

Between her job as the Lamar County Assistant District and County Attorney, she constantly steps to the plate for speaking engagements, volunteer recruitment recognition, assisting with work plans and researching new ideas for downtown. Jill was elected as the Organization Committee Chair, and she enthusiastically organizes volunteers the downtown promotions and activities such as Downtown Pumpkin Patch, Paris Wine Fest, Mannequin Night and Festival of Pumpkins. Her mantra is “give me a job.” Then, off she goes to get the work accomplished.

When Jill joined the board, one of the needs consistently on the agenda was the need for a handicap accessible restroom in downtown. The downtown stakeholders indicated the need for years but determining the location was a

challenge. When an opportunity arose to partner with the Downtown Community Park, the restroom became a possibility. With no funds dedicated to the project and a cost of \$45,000, the challenge began to fundraise for the restroom. Many ideas came to the table; however, Jill Drake spearheaded an arts event to jump start the fundraising. Working with local art clubs, schools, seniors and special needs groups, the event raised \$13,000, and involved over 600 people all to contribute to the project. The fundraising for the restroom was completed in six months and groundbreaking has begun.

Downtown Paris is enriched because of Jill Drake's commitment and service to the community. Paris Main Street is fortunate to have her as a member.

MAIN STREET EVENTS

BASTROP
HalloweenFest
Saturday, October 31, 2015
5 p.m.–Midnight

Games, costume contest, trick-or-treating and vendors. See [website](#) for more information.

BEAUMONT
Dogtoberfest
Saturday, October 10, 2015
8 a.m.–2 p.m.
2 p.m.–5 p.m. - Yappy Hour!

It is a PAW-licious day to celebrate your favorite pooch! See [website](#) for more information.

BRIDGEPORT
Suit Up and Say Boo Parade
Saturday, October 31, 2015
5 p.m.–6 p.m.

Come show off your Halloween costumes while you trick-or-treat

VOLUNTEERISM & TRAININGS



Numerous Main Street boards and staff gathered recently for Main Street 101 training and to conduct organizational planning retreats. (Top left) The planning session in Celina coincided with Bridgette Bise's start there as Main Street manager; (Top right) The Main Street boards and staffs from Ennis, Waco, Waxahachie, and Ferris gathered for a regional training and learning opportunity held in Ennis; (Bottom left) In Gainesville, the board began planning to prepare for the retirement of long-time manager Lynette Petticrew next spring; (Bottom right) Mt. Pleasant Main Street program welcomed guests from Henderson, Pittsburg, Mt. Vernon, and Winnsboro. Hats off to all of the hard-working Main Street boards and managers in Texas!

with Main Street merchants.

CARTHAGE

East Texas Oil & Gas Blast
Saturday, October 10, 2015
10 a.m.–4 p.m.

Live music all day. Door prizes, free children's area, arts & crafts vendors, car show, baking contest, and costume contest. See [website](#) for more information.

Halloween on the Square
Saturday, October 31, 2015
5 p.m.–7 p.m. - Trick-or-Treating
7:30 p.m. - Movie

Trick-or-treating around the square, carnival games, and a movie at sundown.

CELINA

Friday Night Farmer's Market on Celina's Historic Square
Friday, October 2, 2015
Friday, October 16, 2015
6 p.m.–9 p.m.

Meet neighbors, listen to great music, and sample the local, homemade, and freshly picked fare. See [website](#) for more information.

CUERO

Market on Main
Saturday, October 24, 2015
11 a.m.–7 p.m.

Artisan and antique market, food truck eatery, biergarten, live music, and more. For more information go to our [Facebook](#) page.

DENTON

Oktoberfest on Walnut
Saturday, October 3, 2015
5 p.m.–Midnight

Located in the 100-115 block of Walnut Street in Historic Downtown, roads will be closed to vehicles and open to Bavarian-style food, beer (drinking age adults with wristbands), music, dancing, and fun.

Friends with Benefits Event
Saturday, October 17, 2015

Fun run and music concert, all day. For more information go to our [Facebook](#) page.

Day of the Dead Festival
Saturday, October 24, 2015
11 a.m.–9 p.m.

Free family festival outside on Industrial & Hickory Streets. Coffin races, fair, parade—all day fun! For more information go to our [Facebook](#) page.

ELGIN

Sip, Shop & Stroll
Thursday, October 8, 2015
5 p.m.–8 p.m.

Sip a little wine, shop for in-store specials, and enjoy live music in historic downtown Elgin.

Hogeye Festival
Saturday, October 24, 2015
10 a.m.–6 p.m.

BBQ pork cook-off, car show, carnival, community stage, dessert contest, cow patty bingo, and much more. For more information visit

our [website](#).

Safe Trick-or-Treat
Saturday, October 31, 2015
5 p.m.–9 p.m.

Located at Veteran's Memorial Park, treats, activities, and costume contest provided for Trick-or-Treaters. For more information visit our [website](#).

HILLSBORO

Farmers Market
Saturday, October 3, 2015
Saturday, October 10, 2015
Saturday, October 17, 2015
Saturday, October 24, 2015
Saturday, October 31, 2015
8 a.m.–1 p.m.

Enjoy the picturesque courthouse square as you shop our local vendors for the best produce and handmade items in Central Texas. All items sold are produced and grown right here in Texas. Come support our local farmers!

Downtown Flea Market & Sidewalk Sale
Saturday, October 17, 2015
9 a.m.–1 p.m.

Every 3rd Saturday provides an opportunity to shop vendors booths from around the region on the sidewalks of downtown Hillsboro and to also participate in a community sale.

Outdoor Double Feature Movie Night
"Toy Story of Terror" and "Ghostbusters"
Saturday, October 10, 2015
7:30 p.m.

Shown on the back wall of A Tiskit A Taskit on E. Elm St. Concessions will be sold by the local Lions Club. Bring out a blanket or a chair and enjoy a great family movie in Historic Downtown Hillsboro.

HUNTSVILLE

Scare on the Square
Saturday, October 31, 2015
5:30 p.m.–8 p.m.

The streets will be filled with candy, games, moon bounces, food and costume contests. Admission is \$1 for kids 5 and up and adults, and children under 5 are FREE!

LA GRANGE

Oktoberfest
Saturday, October 10, 2015
3 p.m.–7 p.m.

Grab your steins and drinkin' shoes because Germany isn't the only one that gets to have all the October fun! The event will feature over 100 different types of craft beer, Oktoberfest themed food, and of course live music, provided by Czech polka band, Czechaholics and the Dujka Brothers. Tickets are \$40 and can be purchased online or at the La Grange Visitor's Bureau. For more information call 979-968-3017.

Trick-or-Treat on the Square
Friday, October 30, 2015
4 p.m.–6 p.m.

Soon the Square in La Grange will be filled with ghosts, goblins, princesses and ninjas! Tickets are 5 for \$1. Enjoy a ghastly good time!

LEVELLAND

Trunk or Treat on Main Street
Saturday, October 31, 2015
6 p.m.–7:30 p.m.
Lots of candy, fun, and games. See [website](#) for more information.

PARIS

Market Square Farmers Market
Saturdays
9 a.m.–1 p.m.

Located in downtown Paris. 400 SW 1st Street. Great local grown produce, specialty items, flowers and artisan crafts and gifts. See [website](#) for more details.

PILOT POINT

6th Annual Bonnie and Clyde Days
Saturday, October 10, 2015
10 a.m.–5:30 p.m.

Bonnie & Clyde Days is an annual festival celebrating the day "Hollywood came to town" to film scenes for the 1967 Warner Brothers classic "Bonnie & Clyde" at our historic bank building on our town square. There will be a 5K Run/Fun Run/Walk, soap box challenge, live show, bands, car show, vendors, and loads of fun! See [Facebook](#) page for more information.

ROCKWALL

Rockwall Rib Rub Run & Roll
Saturday, October 3, 2015
8 a.m.–6 p.m.

Teams fire up their grills for a smokin' hot barbecue competition

in downtown Rockwall! The day-long celebration includes a 5K/10K run, live music, kids zone, wing tasting competition and IBCA Sanctioned BBQ competition! [Register](#) today for the 5K/10K.

Shop Late Till 8
Thursday, October 8, 2015
5 p.m.–8 p.m.
Downtown Rockwall – Historic Square

Every 2nd Thursday downtown shops extend their hours until 8 p.m. the 2nd Thursday monthly, offering promotions, live music and discounts.

SEALY

2nd Annual Sealy Downtown Boo Bash
Saturday, October 31, 2015
5 p.m.–9 p.m.

Trick-or-Treat, games, fire prevention train rides, ghosts and goblins, music and more!

WAXAHACHIE

Junk in the Trunk
Saturday, October 10, 2015
9 a.m.–2 p.m.

Community wide sale that features vendors offering everything you want and more! Come shop the booths around the courthouse. Admission is free and so is the scenery!

Food Truck Frenzy
Saturday, October 10, 2015
6 p.m.–10 p.m.

Featuring over 10 of the most popular trucks from the DFW

area. Multiple ethnic cuisines available as well as live music, a beer garden, and activities for the family! You won't want to miss this!

**20th Annual Texas Country Reporter
Saturday, October 24, 2015
9 a.m.–7 p.m.**

Full day of festival fun with live music, vendors, and food! Admission is free and the headline act this year is America!!! You will remember their hits “Horse With No Name,” “Sister Golden Hair,” and “Ventura Highway.” They are promoting a new album, “Lost and Found,” and Waxahachie is the only FREE stop on their tour!

WINNSBORO

**Music on Market
Monday, October 5, 2015
Monday, October 12, 2015
Monday, October 19, 2015
Monday, October 26, 2015
5 p.m.–9 p.m.
Downtown on the Bowery
(Market Street)**

Every Monday evening in October offers food vendors, arts/crafts, local musicians. For more information visit our [website](#).

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

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TEXAS HISTORICAL COMMISSION
real places telling real stories

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