



Main Street! Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

MAY 2013 • COMMUNITY HERITAGE DEVELOPMENT DIVISION • P.O. BOX 12276, AUSTIN, TX 78711 • 512.463.6092

Spotlight on Longview

(Population approx. 81,336)

British author James Burke said it best: “If you don’t know where you’ve come from, you don’t know where you are.” Longview has progressed through several stages since being certified as an urban Main Street City in 1988. The commitment and dedication to take downtown Longview from its past to where it is now has been unrelenting.

Longview was founded in the early 1870s, when the Southern Pacific Railroad extended its track from Marshall in Harrison County westward into Gregg County. The railroad laid out a new town a mile to

the west on land purchased from Ossamus Hitch Methvin. Senior railroad management called the new settlement Longview, reportedly because of the impressive view from Methvin’s house on top of Rock Hill.

Rebuilding a Program

In 1994, Longview withdrew from the Texas Main Street Program due to lack of city funding. In 2007, newly elected mayor Jay Dean called for a new commitment to the revitalization of downtown Longview. Mayor Dean requested that the Longview Chamber of Commerce and the One Hundred Acres of Heritage apply to re-enter the Texas Main Street Program. Longview became a recertified Texas Main Street city in 2008.

Since that time, Longview Main Street has developed, adopted, and implemented the Façade Improvement Grant Program through the City of Longview Community Development Block Grant funds. This program has funded a total of 12 façade grants, and \$119,419 has been awarded for the completion of these projects. The first improvement project was for what used to be the Coca-Cola Bottling Company, which was built in 1919 to house a new distributorship for



The historic Everett building, built in 1910 to house the Citizens National Bank, is the most recent recipient of a façade improvement grant for maintenance issues (including failing windows, brickwork and stabilization.) This gem is in the National Register of Historic Places and is a Recorded Texas Historic Landmark—it has housed the Gregg County Historical Museum since 1984.

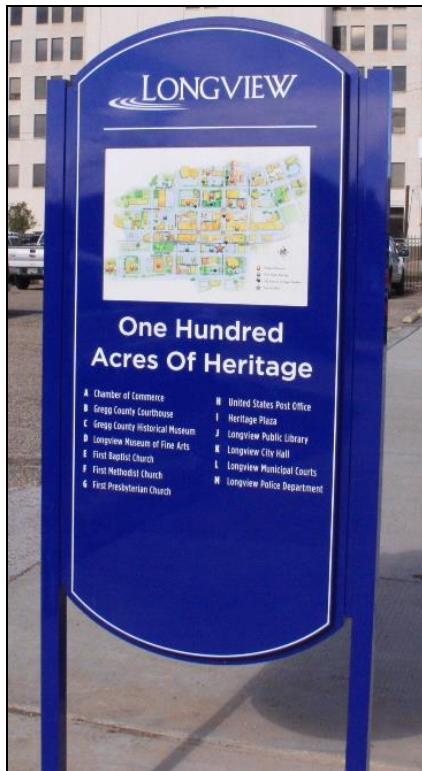
their up-and-coming product. This building helped establish a thriving city of commerce, and has been a part of the downtown Longview landscape for 90 years. It has also been in continuous service since built. Currently, the building is occupied by six existing businesses, all



Before (top) and after (bottom): Longview’s first façade improvement grant in 2008 addressed sporadic plaster issues, windows, paint, and signage.

of which are service providers, with an estimated 19,000 current patrons. Project Design Assistant Sarah Blankenship and Architect Howard Langner from the Texas Main Street Program provided a design report and several renderings for this building. The total project cost was \$21,204, of which the Façade Improvement Grant Program reimbursed the building owners \$10,000.

The latest grant in 2012 was issued to improve one of downtown Longview's true gems, the historic bank building housing the Gregg County Historical Museum. Earlier grants helped restore the original façade of the building, but this \$35,000 matching grant helped replace failing windows, brickwork, stabilization, and other maintenance issues. This work is vitally important to preserve the original structures in historic downtown.



New wayfinding signage for downtown

Way finding

Longview Main Street partnered with the City Engineering Department to start on a multi-phased way finding project. Beginning in 2008, phase one was complete with phase two getting underway this year. The design team determined geographical locations that needed way finding signage. Phase one focused on downtown and north Longview, while phase two will focus on re-lettering downtown signage adding locations in west Longview. With the addition of new attractions and current destination points of interest, Main Street will add to current way finding signs in the downtown district.

Children's Discovery Center

A welcome addition to downtown will be the Longview World of Wonders (WOW), a Children's hands-on discovery center. WOW plans to open January 2014, and with the help of a grant from the FIGP, they will be able to update the façade of the old Texas Furniture Building. The Main Street Board took a tour of the building as an educational session in March, and were able to view the upcoming plans. The board received information about what WOW plans to offer the Longview community. Not only will this bring an increased number of residents to downtown, but it will become a great asset for other businesses looking for more consumers. Included in the plans will be a mini farmers market to educate and expand the knowledge of young children about fruits and vegetables. A Lego Land will also be present within the building. The Texas Furniture building has more than 15,000 square feet of space for this amazing venture. The design team will work with this group on the façade.



Celebrating its 35th anniversary in downtown, Alley Fest will return to its roots featuring art, music, and fun.

Promotion

Events come easy for Longview Main Street. Since the beginning of the program, there have been several new happenings created and held in downtown. Downtown LIVE! started as a Brown Bag Lunch in 2005, with free music and vendors for downtown employees that wanted something fun to do during the lunch hour. This event has evolved into Downtown LIVE! at 5, where the program runs from 5-7 p.m. with vendors and drinks. The average number of attendees each Friday night ranges from 200-350, depending on the band and weather.

Movies on the Plaza, another new event started by Main Street, will be on May 4 this year, and the promotion team will be showing the movie "Brave." In keeping with the movie's Scottish theme, Main Street

has invited Longview Pipes and Drums to do a special presentation featuring bagpipes, drums, and kilts before the movie starts. The movie's main character, Merida, will also make a surprise appearance during this event. This downtown family entertainment includes free admission as well as free popcorn and drinks.

AlleyFest is a long-time successful event that the Longview Main Street team is in charge of. This year is the 35th anniversary of the festival. Billed from the beginning as "an East Texas celebration of the arts," the event will return to its roots featuring alley art, Kid's Fest, food fest, and the Saturday morning Alley Run. Music Fest is proud to feature all Texas bands Friday and Saturday evenings. The dates for AlleyFest are May 10-12.

Downtown Longview celebrates that it was and always will be a great place to live, work, and play.

Thanks to Kayla Cantey, Longview Main Street Manager, for providing this article.

FOCUS ON MAIN STREET DESIGN Let's Get those Ramps Right!

A brief discussion about accessibility ramps in downtown

Handicapped access laws have been in effect in Texas for a long time. What this means is that there are very specific ways that things must be done. One of the most highly visible accessibility accommodations is the ramp.

In observing small towns to large cities in Texas, it is surprising/amazing/shocking to see the

variety of ad-hoc ramps that have been put in service. Although they are well-meaning, they fall far short of compliance with state and federal requirements. Addressing such issues in Texas are the Texas Accessibility Standards (TAS). TAS is administered by the Texas Department of Licensing and Regulation (TDLR). Their purpose is best explained by this excerpt from the TDLR/TAS website (www.license.state.tx.us/ab/2012abtas1.htm#101):

*"101 Purpose
101.1 General. This document contains scoping and technical requirements for accessibility to sites, facilities, buildings, and elements by individuals with disabilities. The requirements are to be applied during the design, construction, additions to, and alteration of sites, facilities, buildings, and elements to the extent required by regulations issued by the Texas Department of Licensing and Regulation under the authority of Texas Government Code, Chapter 469. These standards are intended to be consistent to those contained in the 2010 Standards of Accessible Design, and are generally the same except as noted in italics.*

Advisory 101.1 General. In addition to these requirements, covered entities must comply with the regulations issued by federal agencies, the U.S. Department of Justice and the U.S. Department of Transportation under the Americans with Disabilities Act. There are issues affecting individuals with disabilities which are not addressed by these requirements, but which are covered by federal agencies, the U.S. Department of Justice and the U.S. Department of Transportation regulations."

Notice the second paragraph entitled Advisory 101.1 makes reference to the **Americans with Disabilities Act** (ADA) which is administered by the United States Department of Justice. Both Texas state law and United States federal

law address disabilities and the design of accessibility accommodation including ramps.

In Texas, the TAS provides detailed instructions for how to design, at a schematic level (meaning no details or specifications that you would expect to see in a set of construction documents), a proper ramp. Here are some of the most critical features of a properly designed ramp (see the TDLR website for complete information):

- A properly designed ramp must maintain a **specific running slope** although there are exceptions under certain conditions.
- A properly designed ramp should accommodate the widest range of users by having the **least possible running slope** and, **where possible, accompany stairs** for use by those individuals for whom distance presents a greater barrier than steps (this might be someone with heart disease or limited stamina).
- A properly designed ramp must maintain a **specific cross slope**.
- A properly designed ramp must have a **specific floor or ground surface**.
- A properly designed ramp must have a **specific clear width**.
- A properly designed ramp run **must not exceed a specific rise**.
- A properly designed ramp must have **landings at the top and bottom of each ramp run**.
- A properly designed ramp shall have **handrails under certain circumstances**.
- A properly designed ramp shall have a **curb or barrier within a specified distance of the finish floor or ground surface**.
- A properly designed ramp must be designed so that **the floor or ground surface of the ramp run or landing shall extend a**



Accessibility ramp at the north entrance to the state capitol in Austin that fits into its environment through the careful use of color, materials, and ornamentation.

specified minimum beyond the inside face of a handrail.

- A properly designed ramp with **landings subject to wet conditions shall be designed to prevent the accumulation of water.**
- A properly designed ramp must **conform to specified counter slopes of adjoining gutters and road surfaces immediately adjacent to the curb ramp.**
- A properly designed ramp that has **flared sides must conform to specified slopes.**
- A properly designed ramp shall be located so that it **doesn't project into vehicular traffic lanes, parking spaces, or parking access aisles.**
- A properly designed ramp must **conform to standards when it is placed on the diagonal or corner of an intersection.**

Next steps

When the Main Street director becomes aware that a building owner, or the city's public works department, is going to build an accessibility ramp downtown, make sure they are aware of the Texas Accessibility Standards.

When someone needs help with interpreting the Texas Accessibility

Standards for the design of accessibility ramps or any other matter related to accessibility, have them contact the Texas Department of Licensing and Regulation through the following website:

www.license.state.tx.us/ab/2012abtas1.htm#101 (contact information is on the upper right corner of the web page).

TAS provides the essential requirements for the design of an accessibility ramp, but there is still room for creativity in the visual aspects of the accessibility ramp. In other words, even though many dimensions are mandatory, there is some amount of flexibility in material and color choices—all ramps do not have to look the same. Some ramps are associated with more complex projects that require the services of a design professional, be they an architect, a landscape architect, or a civil engineer. Even in cases where law does not require a design professional's involvement, it is often best to seek professional design advice to make sure your project is not only in compliance, but that some amount of aesthetic consideration has occurred as well.

An excellent example of an accessibility ramp that goes above and beyond is at the state capitol building in Austin. The designers not only followed the TAS, but they made the ramp fit into its environment through careful use of color, materials, and ornamentation.

Thanks to Howard Langner, Texas Main Street Architect, for providing this article.

HISTORIC SITES FREE DAY

In celebration of National Preservation Month and Texas Travel Tourism Week, visitors are invited to historic sites across the state on May 12 for Historic Sites Free Day. See www.texashistoricsites.com

Texas Travel and Tourism Week, May 4-12

In recognition of the Texas travel industry and its significant contribution to the state economy, Governor Rick Perry has proclaimed May 4-12 as Texas Travel and Tourism Week

<http://travel.state.tx.us/media/Texas-Travel-and-Tourism-week.aspx>. For activities planned around the state during this week, see <http://travel.state.tx.us/Media/Texas-Travel-and-Tourism-Week/Texas-Travel-and-Tourism-Week-Partner-Events.aspx>

MAIN STREET AROUND THE STATE

Bastrop



At the April Main Street board meeting, Bastrop Main Street Manager, Nancy Wood, was presented with a plaque expressing appreciation for her outstanding leadership and accomplishments in promoting downtown historic Bastrop since the Main Street Program began in 2007.

Beaumont

Beaumont Main Street and Capital One Bank partnered in April to host a very successful seminar on unique financial tools for development. Topics discussed were new markets tax credits, bargain-sale transactions, façade easements, and rehabilitation tax credits.

Canton

Congratulations to Diane Saxton, owner of The Very Thing, who was the recipient of the annual Downtowner of the Year award presented by the Canton Main Street Program at the Chamber of Commerce annual gala. Congratulations also go to long-time Main Street board member and secretary, Donna Rakestraw, for receiving the Citizen of the Year award.

Mount Pleasant

Congratulations to Mount Pleasant Main Street Program on the celebration of 20 years of Main Street. An evening of festivities took place in honor of this achievement on April 27.

Taylor

Downtown Taylor has been selected for a filming site for the new Transformers 4 movie by Paramount Pictures. Filming will be in June.

EVENTS

If you would like one of your Main Street events posted here, email jill.robinson@thc.state.tx.us at least three weeks ahead of the month in which you want the posting.

April 5–May 10, Huntsville

The Main Street Music Series will feature local bands and musicians every Friday from 6–9 p.m. on the Walker County Courthouse lawn free to the public. Two bands will play nightly with a wide range of musical genres. Downtown stores

will be open late and there will be gift certificates raffled to use during the music series. Snacks and drinks will also be sold to benefit the Main Street Program to help keep the concerts free. For more information, call 936.291.5920 or email kmcauliffe@huntsvilletx.gov.

May 3–4, Mineola

Mineola May Days will take place in historic downtown Friday from 5 p.m.–10 p.m. and Saturday from 9 a.m. to midnight. Festivities will include Mineola's Got Talent contest, live concert by Bongo and the Point, carnival, line dancers, jump rope team, beautiful baby contest, and street dance featuring Chris Beville and the Spur on Band. Call 903.569.2087.

May 3–4, Waxahachie

Waxahachie will celebrate its fifth annual Cinco de Mayo Fiesta in downtown beginning with a Friday night street dance hosted by Plato Loco. Saturday will include a full day of festivities from 11 a.m. to 7:30 p.m. See www.waxahachie5de5.com

May 3–5, Brenham

The 123rd annual Maifest is one of the oldest German festivals in Texas. This event includes a colorful parade, coronation ceremony, food, crafts, and exhibits. There will be polkas, waltzes, and country music celebrating Brenham's rich German heritage. Historic downtown Brenham. See www.maifest.org

May 10–12, Longview

Celebrating its 35th anniversary in downtown, Alley Fest will return to its roots at this three-day event featuring art, music, alley run, and fun. See <http://longviewchamber.com/AlleyFest>

May 15, Nacogdoches

Nacogdoches Main Street will hold

a 15th anniversary celebration extravaganza from 7:30–9 a.m. with a Texas-sized breakfast, live entertainment, honors and recognitions. \$10 donation for breakfast. RSVP to 936.559.2506 or pigi@ci.nacogdoches.tx.us

May 18, Mount Vernon

One can visit all the Piney Woods Wine Trail wineries: from country star Miranda Lambert's winery to down home bars, and from rustic farms to elegant charm on the same day at The Plaza in downtown Mount Vernon. Enjoy wine, music, and good food while strolling through the charming stores around The Plaza from 10 a.m. to 7 p.m.

May 17–19, Grapevine

The 29th annual Main Street Days outdoor exhibition features demonstrations, education, and interactive activities in historic downtown Grapevine. There will be wine tastings, winery tours, live music, and a grillin' competition. Children will enjoy the carnival and the Grapevine vintage railroad excursions. For more information, see www.grapevinetexasusa.com

May 23, Nacogdoches

The Texas Forest Trail and Texas Downtown Association will host a Tourism Toolkit Seminar and Roundtable. Registration by May 16 is \$25, \$35 at the door. Call or email to register 936/560-3699 or info@texasforesttrail.com. For complete schedule, see www.texasdowntown.org/pdf_files/4497_TourismToolkit_Flyer-Nac-May2013-emailres.pdf

May 31–June 1, Denton

This year, dogs and their best friends can start their weekend fun in the evening shade at the Dog Days of Denton Celebration "yappy" hour on Friday and again on Saturday morning and afternoon.

Festivities take place in the north end of Quakertown Park at 321 E. McKinney, just a few blocks north-east of the Denton County historic courthouse square. The Dog Days of Denton will celebrate its 20th anniversary this year. Attendees can enjoy a canine couture fashion show, live entertainment, demos and performances by canines and their trainers, glamfur photos, canine contests, dancing with dog demos, spokesdog pageant, arts and craft vendors, pet care information, pet rescue groups, and festival foods. There will be a cool zone by Invisible Fence of Greater Dallas—expanded for more comfort this year. See

<http://dentondogdays.com/main>

AWARD NOMINATIONS

Texas Downtown Association (TDA) President's Awards

The 2013 TDA President's Awards recognize and honor the people and projects that have achieved excellence in Texas downtowns. Award categories include: design (best commercial interior, best renovation/rehabilitation, best restoration, best new construction, best public improvement), achievement (best marketing program, best promotional event, best downtown business, best downtown partner), Downtowner of the Year and the Susan H. Campbell Award for Professional Excellence. Nominations must be postmarked by July 19. For the awards guidelines and application, see

www.texasdowntown.org/president-s-awards.html.

WEBINARS

May 9, The Incredible Power of Year-Round Public Markets

Public plazas and permanent year-round public markets are the top two downtown revitalization projects a community can undertake. Viewers will learn the three reasons why public markets are so important, and the five things one needs to know and do to create an outstanding successful market. Also included will be numerous case histories about development and operational costs, where markets should be located, the orchestration of the mix of goods, and seasonal considerations. This webinar will be presented at 9 a.m. (Pacific Time) by Roger Brooks of Destination Development International. If your program is a member of the Texas Downtown Association, you can use this 20 percent discount code: TEX13WEBINAR

CONFERENCES

Reclaiming Vacant Properties Conference

The Center for Community Progress will hold its fifth national Reclaiming Vacant Properties conference in Philadelphia Sept. 9–11. The conference theme is Investing in the Future: Unlocking Hidden Values. Sessions and speakers will pay particular attention to the ways in which the nation's communities are recognizing and capitalizing on the value from their vacant and distressed properties in order to reduce costs, increase revenues, return equity to individuals and create a stable foundation for fu-

ture prosperity. See <http://www.communityprogress.net/events-pages-32.php?id=345>

FUNDING

OPPORTUNITIES

EmcArts: Innovation Lab for Museums

The Innovation Lab for Museums, administered by EmcArts and the American Alliance of Museums and funded by the MetLife Foundation, helps museums test innovative strategies to address major adaptive challenges in all areas of their operations.

http://emcart.org/index.cfm?pagepath=Programs_Services/Innovation_Lab_for_Museums&id=38130

Wells Fargo Charitable Contributions Program

Wells Fargo is committed to improving the bank's local communities across the country through grants and volunteer activities. The funding priorities of the Wells Fargo Charitable Contributions Program vary from state to state; however, the bank generally supports the following areas of interest: community development, including affordable housing, workforce development, financial literacy, and economic development; education, including K-12 and higher education; human services, including healthcare and basic needs; and arts, culture, and civic projects.

<https://www.wellsfargo.com/about/charitable/index.jhtml>

Calendar of Events

- **June 4–5, 2013, La Grange**
New manager training prior to the beginning of Summer training for all managers. New manager training will last all day June 4 through noon June 5.
 - **June 5 (10 a.m.)–June 7, 2013 (noon), La Grange**
Summer Main Street training for all Texas Main Street managers
 - **Nov. 5–8, 2013, Bastrop**
Texas Downtown Development and Revitalization Conference (annual conference of the Texas Downtown Association/Texas Main Street Program), see www.texasdowntown.org
-

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 Main Street Program
Texas Historical Commission
P. O. Box 12276
Austin, TX 78711-2276, 512.463.6092, Fax 512.463.5862

