**Town Square Initiative**

**Downtown Strategy Plan Application**

The Town Square Initiative was created in 2014 to provide more advanced and specialized services to help revitalize historic downtowns. Working as an affiliate of the Texas Main Street Program, an interdisciplinary team (architecture, planning and economic development) focuses on the challenge of unoccupied and underutilized historic buildings primarily by reshaping the conditions around the building through design, planning, placemaking, market analysis, and more.

TSI’s work is guided by a place-driven and market-informed philosophy meaning that we prioritize viable redevelopment projects in communities that are strongly motivated by enhancing the quality of place in their downtowns. Our technical assistance includes:

* Conceptual design and financial feasibility studies analyzing redevelopment potential;
* Coordinated downtown planning strategies to address development barriers;
* Increasing and influencing the market exposure of available properties; and,
* Providing information, education, and resources on best practices that have had a positive impact on local policy and decision-making.

**Completing the Downtown Strategy Plan Application**

The Downtown Strategy planning process results in prioritized physical projects along with program and policy recommendations to comprehensively address local barriers to redevelopment and reinvestment. TSI’s approach focuses on fostering local entrepreneurs and building owners in order to create a sustainable long-term strategy to reactivate downtown spaces resulting in high quality, vibrant, and inherently local places. This service is designed to support smaller, more rural towns who have restored their courthouse with assistance from the Texas Historic Courthouse Preservation Program and are poised to continue their revitalization efforts through a coordinated downtown strategy.The team works long-term and at a high level of expertise with one or two communities a year to develop the respective plans. It is recommended that the Downtown Strategy Plan be adopted by City Council at the conclusion of the process to guide future downtown decision-making. TSI staff will continue to assist with project implementation.

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| **Completed applications are to be emailed to:** Emily Koller - [emily.koller@thc.texas.gov](mailto:emily.koller@thc.texas.gov)  Riley Triggs – [riley.triggs@thc.texas.gov](mailto:riley.triggs@thc.texas.gov) | **Additional materials may be mailed to:** Texas Historical CommissionTown Square Initiative P.O. Box 12276Austin, Texas 78711-2276 |
| ***Questions?*** Call the Town Square Initiative staff at 512-463-6092.  [www.thc.state.tx.us/preserve/projects-and-programs/town-square-initiative](http://www.thc.state.tx.us/preserve/projects-and-programs/town-square-initiative) | |

**Section 1: Applicant Information**

Applications must be submitted by the local government. Applicants must be current participants in one or more of the Texas Historical Commission’s programs listed below.

**Project Manager Contact Information**  
Last Name: First Name:   
Phone: Email:   
Name of City and County:   
Title:   
Participation in THC Programs *(check all that apply)*:   
  Texas Main Street Program  
  Certified Local Government   
  Texas Historic Courthouse Preservation Program   
  Other \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

*I understand that the information provided will be used to determine eligibility for the Texas Historical Commission’s Town Square Initiative and that any final reports or findings become the property of the Texas Historical Commission and may be used to promote the services of the Town Square Initiative.*

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Program Manager Contact Date

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City Manager Signature Date

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County Official (Courthouse Representative) Signature Date

**Section 2: Downtown Questions**

*Please complete in a narrative format as an attachment.*

**1. Assets.** This is an asset-based analysis**.** Describe your downtown’s best assets? What opportunities do you believe are currently untapped?

**2. Project and Vision.** Please explain why you believe a Downtown Strategy Report could benefit your downtown? What do you plan to use it for?

**3. Participation.** Stakeholder participation is essential. Please list the downtown stakeholders and describe how engaged they currently are in downtown and how you hope a new downtown strategy can meet their needs?

**4. Challenges**. Please describe the major challenges facing your downtown currently that you hope this process can address?  
  
**5. Financial Resources.** Public/private financial partnerships are critical to success. Please describe what resources the city will commit for long-term implementation. Are there other partners who could help financially, such as local banks, foundations or community development corporations?

**Section 3: Policies, Incentives and Demographic Data**

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| **Has the city grown in population over the last five to ten years?** Yes No  City population current: City population 2010:  County population current: County population 2010: |
| **Does the city have a master plan for downtown?** Yes No  If yes, when was it adopted?  **Has the downtown been part of a streetscape enhancement project?** Yes NoIf yes, when and what was the public investment level?  **Does the city have a historic preservation ordinance in place?** Yes No  **If so, is there a designated historic district which requires design review in downtown?** Yes No  **What other overlays or regulatory requirements are in place downtown?**  **What is the average commercial rental rate (per sq ft) in downtown?**  In the rest of the city?  **What is the average residential rental rate (per sq ft) in downtown?**  In the rest of the city? |

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| **What public funding sources are available to assist with downtown projects (*check all that apply*)?**  Hotel Occupancy Tax  TIF or TIRZ  Type A/B EDC Funds  CDBG  Other (Please describe.) |
| **What financial incentives are available for downtown projects (*check all that apply*)?**  Façade grants  Building improvement grants  Sign grants  Development agreements  Waiver of permit fees  Low interest loans  Tax abatement  Other (Please describe.) |
| **Has the city or other partner completed a retail market analysis for downtown?** Yes No  If yes, when and by whom?  **Has the city or other partner completed a residential market analysis for downtown?** Yes No  If yes, when and by whom? |
| **Are there other regulatory barriers or other policy challenges that you feel are deterring downtown investment?** Yes No  If yes, please describe. |