



TEXAS HISTORICAL COMMISSION

real places telling real stories



DowntownTX.org

and other Pro-Active Preservation Tools

Emily Koller, AICP
Planner, Texas Historical Commission
For H-GAC Downtown Roundtable
October 24, 2017



Texas Historical Commission Programs

Regulatory Programs

Texas Statewide
Preservation Plan

National Register

Preservation Tax
Incentives

Historic Resource
Inventory/Survey

Section 106

Community Heritage Development Division

- Heritage Tourism/
Texas Heritage Trails
- Texas Treasures Business Awards
- Certified Local Government
- Texas Main Street Program
- Town Square Initiative





- *A specific strategy for volunteer-supported downtown revitalization in the context of historic preservation*

1981



Main Street 2.0

- *Targeted, advanced assistance*
- *Interdisciplinary*
- *Focus on quality of place*

2014

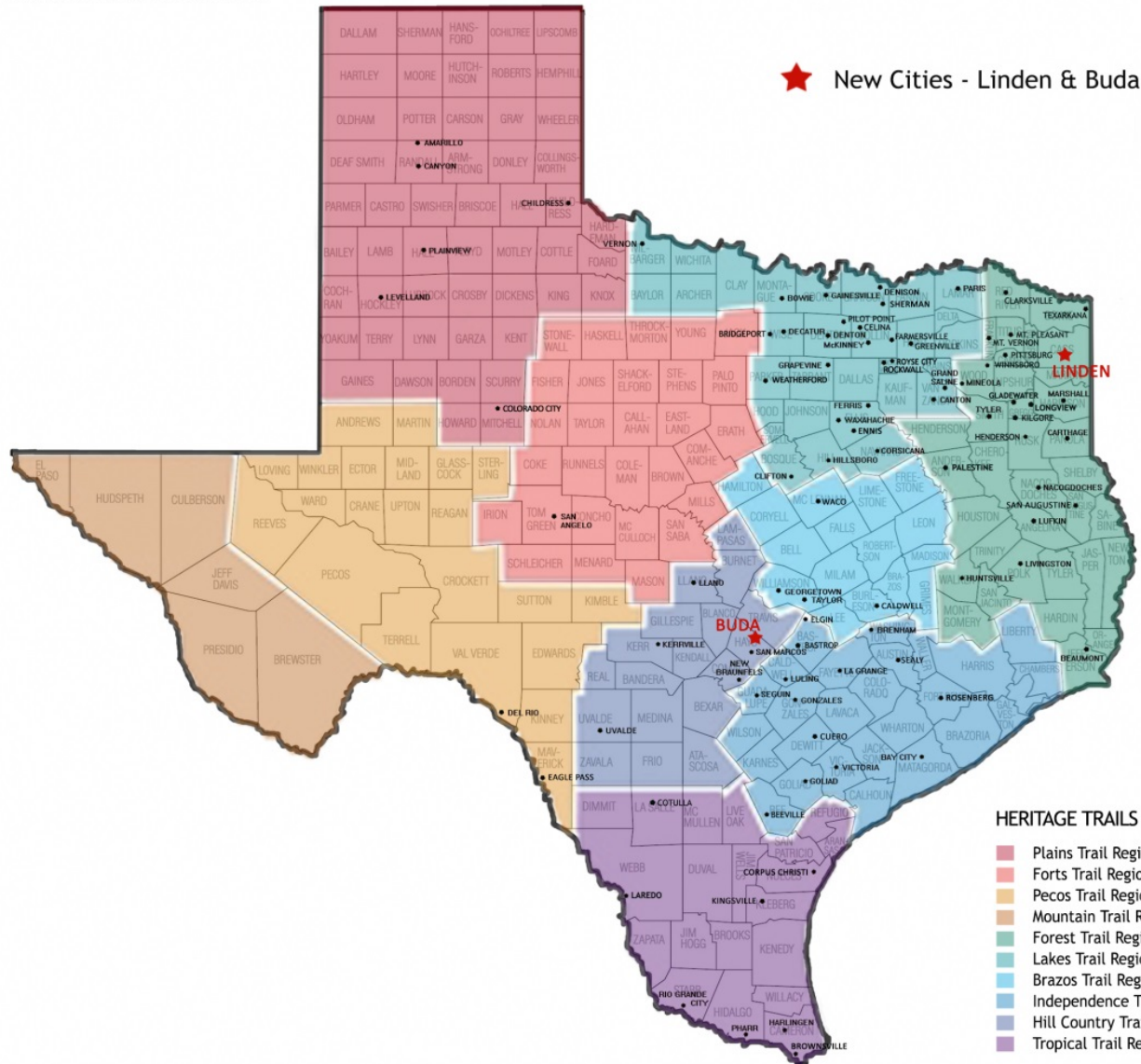


J. H. FITZGERALD DRUGS

GONZALES DRUG CO.



MAIN STREET CITIES 2017



Under 5,000
21 cities

5,001-20,000
32 cities

**Mid-size to
50,000**
21 cities

50,000+ urban
15 cities



Benefits of Participation



- **Connection** to a recognizable brand.
- **Services** at no cost to public sector; private business and property owners.
- **Access to a network** and information resources to increase local capability.
- **Training/professional development** for staff and volunteers.



Application Criteria



- **Historic commercial fabric and historic** of the proposed Main Street area and the interest in and commitment to historic preservation.
- **Community and private sector support /organizational capacity**— ability to successfully implement a Main Street Program.
- **Support and financial capacity**—financial capability to employ a full-time manager, fund a local Main Street Program and support downtown-related projects.
- **Physical capacity**— potential in the market for business activity.
- **Need**—the need for the Main Street approach to downtown revitalization.



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Becoming a Main Street Community

The Benefits and Application Process



Important dates and information:

The application process to become a Designated 2018 Texas Main Street community is now open. The Application is [here](#). Applications to become a designated Main Street community are accepted once each year on the last working day of July. Please review the Main Street sections of this website or contact the Texas Main Street [State Coordinator](#) for information on the program or pertaining to completion of the application.

<http://www.thc.texas.gov/becoming-main-street-community>

TOWN SQUARE INIT

ESTD. 2014

Fill vacant buildings by working on place.





Town Square Initiative

- **Focusing on priority downtown topics in order to develop best practices, policy statements and shared education materials** that can have a broad positive impact on local policy and decision-making.
- **Conceptual design and financial feasibility studies** for vacant buildings that are place-driven and market-informed.
- **Coordinated downtown planning strategies** to address development barriers in order to make it easier for local property owners and entrepreneurs to invest in their downtowns.
- **Increasing and influencing the market exposure of available properties** across Texas including attracting investors who value historic architecture and the special qualities of each community.

! Town Square Initiative Priorities



- **Increase the number of people living** in historic downtowns.
- **Make downtown streets places** for people, life and activity.
- **Address gentrification and socio-economic differences** through cultural preservation as a means of creating more sustainable and genuine places.
- **Encourage building redevelopment projects** that prioritize use value over exchange value.



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SEARCH

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What We Do

The Town Square Initiative is comprised of a professional team with expertise in architecture, economic development, and city planning. TSI accepts requests for assistance for unoccupied and underutilized properties on an ongoing basis from any community currently participating in the agency's programs. Endangered properties may receive priority.

TSI services include the following:

Feasibility Study

- This study assists property owners and public officials in evaluating the redevelopment potential of a historic property.
- Typically includes a review of local development barriers and market conditions, a re-use plan with renderings, an operating pro-forma, and gap financing recommendations. Most studies emphasize the use of the state and federal historic preservation tax credit programs.
- Example: [Texas Theater Feasibility Study, Kingsville](#)
- *A property owner must be able to establish in their request that there is sufficient local capacity to move a project forward. A strong application will demonstrate an existing community preservation ethic, the ability of the project to enhance the quality of place in downtown, a potential market to sustain a new use and support from public officials. Applications are required to be jointly completed by a property owner and local government designee.*



Downtown Strategy Plan

- This is a specialized downtown planning report with program and policy recommendations to comprehensively address local barriers to



In This Section

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- [What We Do](#)
- [Featured Projects](#)
- [DowntownTX.org](#)



HISTORIC SITES ATLAS

The Atlas features nearly 300,000 site records, including markers, historic places, courthouses, cemeteries, museums, and sawmills across the state.

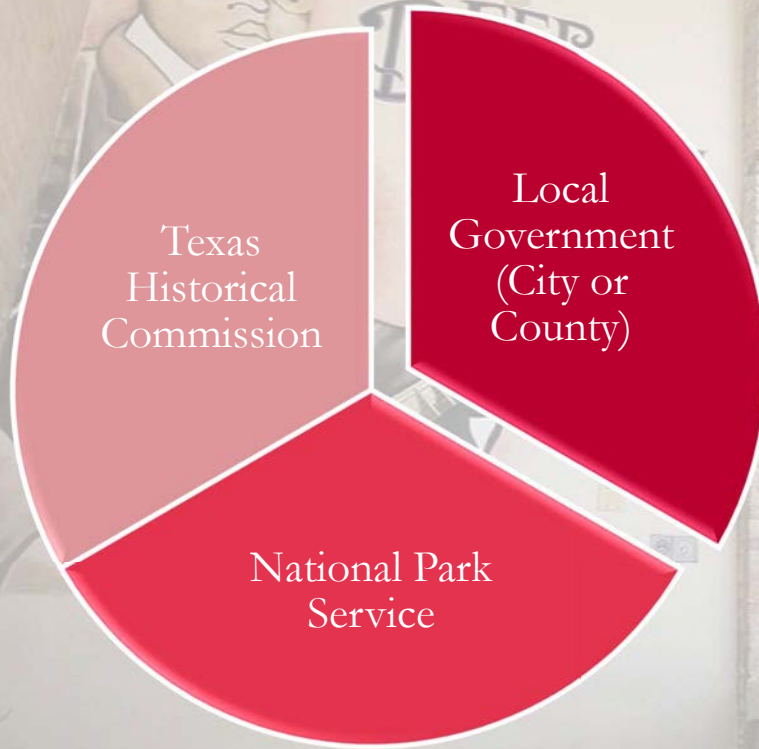
[Learn More »](#)

<http://www.thc.texas.gov/town-square-initiative>



Certified Local Government (CLG)

CLG Partnership



- ✓ Technical Assistance
- ✓ CLG Network
- ✓ Training
- ✓ Funding



CLG Grants



Clockwise from top left: Mount Bonnell Monument Restoration, National Register Review and Update in downtown Georgetown, Lost Bayou historic resources survey in Galveston, Preservation Workshop in Denison.

How to Become a CLG - Cities

The biggest factors in applying for CLG status for a CITY:

Adopt a Preservation Ordinance

Establish a Local Preservation Commission

Appoint an Historic Preservation Officer (HPO)



In 2016, the City of Houston became a CLG.



How to Become a CLG - Counties

The biggest factors in applying for CLG status for a COUNTY:

Set up a CLG committee within the County Historical Commission

Appoint an Historic Preservation Officer (HPO) or CLG Representative



Atascosa County Courthouse, the County became a CLG in 1993.



Responsibilities of a CLG

Responsibilities include, but are not limited to:

- Complete the annual CLG report
- Send meeting minutes to the THC
- Enforce appropriate federal, state, and local legislation
- **Survey, inventory and protect historic properties**
- Monitor actions affecting Federal and State designated properties
- **Review and provide comment on all required Federal and State reviews**



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How to Become a Certified Local Government

In Texas, a city or a county may apply to become a Certified Local Government (CLG). To qualify as a CLG, a local government must:

1. Enforce state or local legislation that protects historic properties
2. Establish a qualified review commission composed of professional and lay members
3. Maintain a system for surveying and inventorying historic properties
4. Provide for public participation in the historic preservation process, including recommending properties to the National Register of Historic Places.



Interested local governments are encouraged to contact the CLG coordinator at the Texas Historical Commission (THC) prior to preparing an application. Numerous steps are involved in the application process, and communicating with the THC will reduce delays for official designation.

To pursue designation, follow these steps:

1. Submit a [Request for Certified Local Government Status](#) form, which may be obtained from the THC. This form must be signed by the chief elected official of the interested local government and submitted to the THC's executive director.

<http://www.thc.texas.gov/preserve/projects-and-programs/certified-local-government>

DOWNTOWN.TX

HISTORIC PROPERTY LISTINGS



DowntownTX.org



Loopnet meets a historic guidebook.

- Web-based mapping program for downtown revitalization.
- Stores and makes publicly available essential historical/architectural building information along with current real estate and property data.
- No currently available product.
- Partnership between Texas Main Street Program, the Town Square Initiative and the Certified Local Government Program.



What problem does it solve?



- No modern inventory software for downtowns.
- No good way to connect buildings eligible for historic tax incentives with interested investors.
- No historic real estate site for commercial properties.
- Makes investment opportunities in smaller and more rural areas visible.



What are the benefits?



- Attract investors, developers and entrepreneurs that care about historic character and place.
- Better connect downtown programs to real estate and development community.
- Make historic building information easily accessible to the public.
- Track local trends to support policy changes, public improvements and identify areas for grant assistance.

Live Demo

FIND YOUR PLACE IN HISTORIC DOWNTOWN, TX

I'm looking for

in historic downtown

GO!

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Photo credit



DOWNTOWN TEXAS

See the Properties
Available May 1st

downtowntx.org

TOUR CITIES:

BASTROP	BEEVILLE
LINDEN	HARLINGEN
MCKINNEY	PALESTINE
PARIS	TEXARKANA
SEGUIN	SHERMAN
TYLER	WACO

Imagine THE POSSIBILITIES TOUR
May 2017

FIND YOUR PLACE

A PROPERTY SHOWCASE FOR DOWNTOWN ENTREPRENEURS, DEVELOPERS, AND RESIDENTS

FOR INFO: **TOWN SQUARE INITIATIVE**
THC.TEXAS.GOV/TOWN-SQUARE-INITIATIVE

FREE TO THE PUBLIC

FOR INFO:

STATEWIDE PARTNERS:

!



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News

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Texas Historical Commission Aims To Revitalize Small Town Texas With New Database Website

May 10, 2017 | Julia Bunch, Dallas/Fort Worth



Texas is benefiting from a major population boom and urbanization in its major metros. But that sometimes comes as a detriment to smaller towns. The Texas Historical Commission is trying to change that by making historic downtown properties all over Texas more easily accessible to investors, developers and business owners.



Courtesy of Bastrop Main Street Program
Downtown Bastrop, Texas

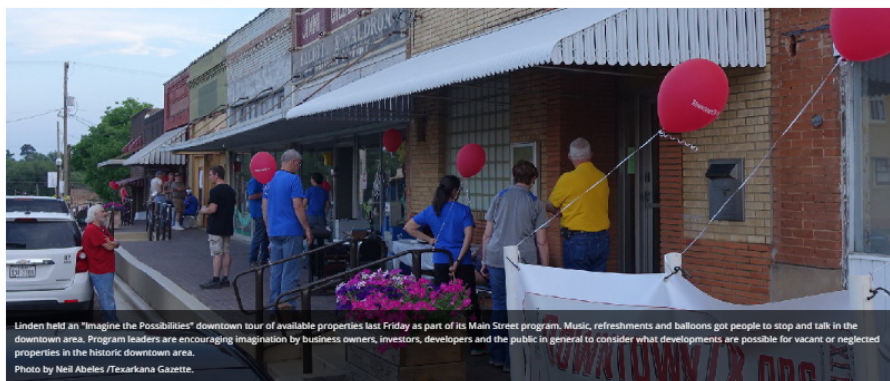
Texarkana Gazette

News Opinion Business Sports Life Obituaries Puzzles Classifieds Jobs Autos Calendar

LOGI

Linden shows off available properties

May 24th, 2017 | by Neil Abeles | in Texarkana Region | Read Time: 1 min.



Linden held an "Imagine the Possibilities" downtown tour of available properties last Friday as part of its Main Street program. Music, refreshments and balloons got people to stop and talk in the downtown area. Program leaders are encouraging imagination by business owners, investors, developers and the public in general to consider what developments are possible for vacant or neglected properties in the historic downtown area.
Photo by Neil Abeles /Texarkana Gazette.

The red balloons, tables, music, cookies and people walking around excitedly in downtown Linden last Friday were all part of an "Imagine the Possibilities" evening of tours.

Linden's Main Street program leaders are encouraging imagination by business owners, investors, developers and the public in general to consider what developments could occur for vacant or neglected properties in the historic downtown area.

1.15%
APY*



Sessions ▾ VS. [Select a metric](#)

Hourly Day Week Month

● Sessions



Sessions

3,721

Users

2,710

Pageviews

26,179

Pages / Session

7.04

Avg. Session Duration

00:05:49

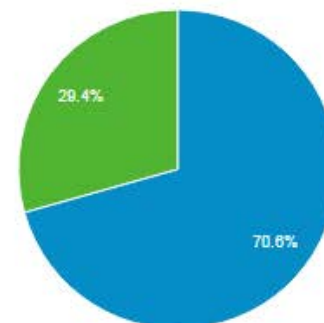
Bounce Rate

39.56%

% New Sessions

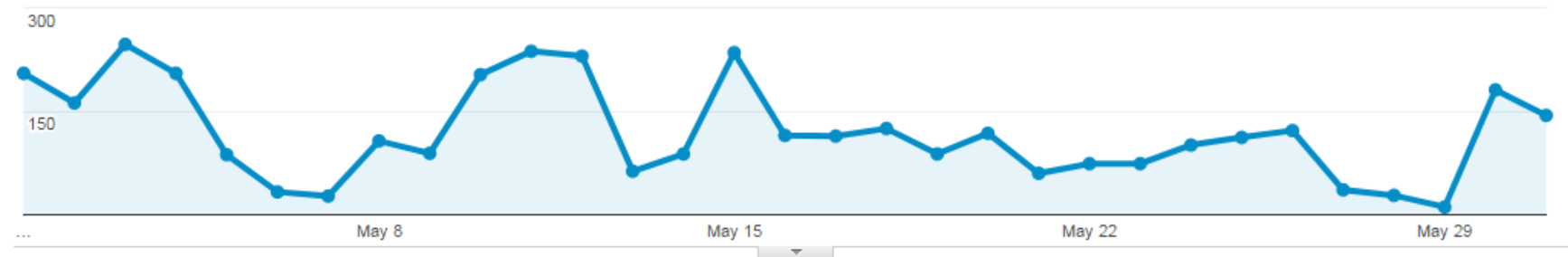
70.60%

■ New Visitor ■ Returning Visitor





Sessions



Primary Dimension: User Type

Plot Rows

Secondary dimension

Sort Type:

Default



advanced



User Type ?	Acquisition			Behavior			Conversions		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?	Goal Conversion Rate ?	Goal Completions ?	Goal Value ?
	3,721 % of Total: 100.00% (3,721)	70.63% Avg for View: 70.60% (0.04%)	2,628 % of Total: 100.04% (2,627)	39.56% Avg for View: 39.56% (0.00%)	7.04 Avg for View: 7.04 (0.00%)	00:05:49 Avg for View: 00:05:49 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	0 % of Total: 0.00% (0)	\$0.00 % of Total: 0.00% (\$0.00)
1. New Visitor	2,628 (70.63%)	100.00%	2,628(100.00%)	38.43%	4.71	00:03:15	0.00%	0 (0.00%)	\$0.00 (0.00%)
2. Returning Visitor	1,093 (29.37%)	0.00%	0 (0.00%)	42.27%	12.64	00:12:02	0.00%	0 (0.00%)	\$0.00 (0.00%)



City ?	Acquisition			Behavior		
	Sessions ? ↓	% New Sessions ?	New Users ?	Bounce Rate ?	Pages / Session ?	Avg. Session Duration ?
	3,721 % of Total: 100.00% (3,721)	70.63% Avg for View: 70.60% (0.04%)	2,628 % of Total: 100.04% (2,627)	39.56% Avg for View: 39.56% (0.00%)	7.04 Avg for View: 7.04 (0.00%)	00:05:49 Avg for View: 00:05:49 (0.00%)
1. Dallas	516 (13.87%)	75.00%	387 (14.73%)	45.16%	3.43	00:02:37
2. Austin	436 (11.72%)	47.02%	205 (7.80%)	30.28%	20.67	00:15:37
3. Houston	294 (7.90%)	79.25%	233 (8.87%)	33.33%	4.96	00:03:43
4. McKinney	200 (5.37%)	67.00%	134 (5.10%)	38.50%	6.23	00:07:41
5. Tyler	150 (4.03%)	76.67%	115 (4.38%)	29.33%	5.79	00:04:57
6. Waco	113 (3.04%)	67.26%	76 (2.89%)	25.66%	5.45	00:04:04
7. Paris	106 (2.85%)	62.26%	66 (2.51%)	26.42%	4.86	00:04:12
8. Bastrop	96 (2.58%)	37.50%	36 (1.37%)	26.04%	10.77	00:13:17
9. Palestine	84 (2.26%)	86.90%	73 (2.78%)	61.90%	3.88	00:02:47
10. El Paso	56 (1.50%)	96.43%	54 (2.05%)	33.93%	2.80	00:01:26

A photograph of a street scene in Linden, Texas, featuring historic brick buildings with awnings. A banner in the foreground reads "DOWNTOWN TX.ORG" and "find your place in historic Linden, TX". Several people are walking on the sidewalk, and red balloons are visible. A blue text box in the bottom left corner asks "Is it working?".



- Realtors, community asking when the next tour will be
- Property owners freely offering building information
- Property owners cleaning up properties that have sat for a long time
- Opening up a line of communication with agents/brokers – sharing listing info, asking for more info on downtown
- Early signs of increased inquiries

106 W Houston St

[Linden, TX](#) 75563-5683
(built 1930)



Get in touch

Allie Anderson

830-591-4402

lindenmainstreet@outlook.com



Find your place today! This property has
1 Available Lease

Total Building Size (sq ft):

Zoning Uses Allowed:

Incentives:

★ Local Incentives





221 E Van Buren Ave

[Harlingen](#), TX 78550

Historic name: Historic Post Office/Capital One Bank (built c. 1932)



Get in touch

Ed Meza, Downtown Manager

[956-216-4910](tel:956-216-4910)

edmeza@myharlingen.us

\$ For Sale By Agent

Price:	\$825,000 \$27 per sq ft
Total Building Size (sq ft):	31,000
Zoning Uses Allowed:	General Retail, see the Use Chart linked on main page.
Attached Documents:	Edge Realty Printable Flyer
Real Estate Information:	Culver Stedman, Edge Realty Click here for complete listing information.



Next Steps

Admin Dashboard – Analysis and Reporting

Coming Soon!

- Downtown indicators snapshot
- Main Street reinvestment reporting
- Trends over time
- Property profile pages
- What do you need that will help your program succeed?



Discussion Questions



- Are vacancies an issue in your downtown?
- How are you marketing investment opportunities in your downtown?
- What existing preservation tools are you using?

