

# Bringing Back Main Street Roundtable

April 29, 2026

Friendswood City Council Chambers, Friendswood City Hall



# History of Friendswood - Sally

*...carefully thought out name for the new colony -  
FRIENDSWOOD - was registered with Galveston  
County July 16, 1895 ...*

Quote from Joycina Day Baker's book "Friendswood - A  
Settlement of Friendly Folks"



FRIENDS OF DOWNTOWN  
FRIENDSWOOD ASSOCIATION

# **Downtown Friendswood Revitalization**

## **Past, Present, & Future**

# Downtown Friendswood Revitalization

## Past, Present, & Future

CITY OF FRIENDSWOOD

"where friendship is a way of life"

Prepared by

Clovis Heimsath Associates, AIA

Architects/Planners

January 9, 1969

# **Downtown Friendswood Revitalization**

**Past, Present, & Future**

**Downtown Friendswood  
started to develop naturally  
during the 1970s**

**What caused Downtown  
Friendswood to begin its  
decline in the early 1980s?**

**By the year 2000, lenders and  
investors began to withdraw  
from the region**

# **Downtown Revitalization-Reflection**

## **A Healthy, Vibrant Downtown Essential for the Overall Community**

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Lenders & Investors Care About the “Look” of the Community



# Downtown Revitalization-Reflection

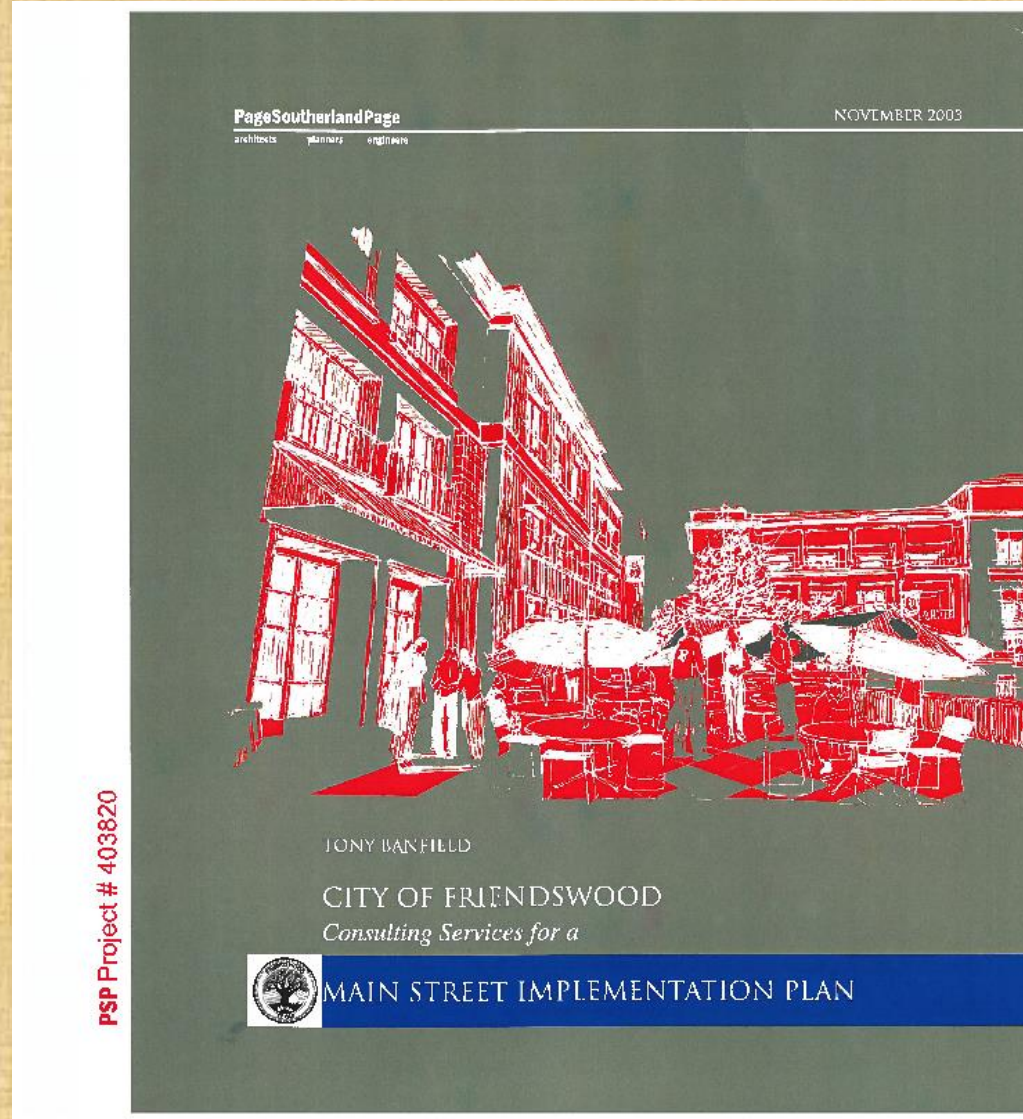
A Healthy, Vibrant Downtown Essential for the Overall Community

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# Downtown Friendswood Revitalization

## Past, Present, & Future



# Friends of Downtown Friendswood Association, Inc. – 501c4 Non-Profit

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**Formed in August of 2015 - Served by two boards...a 12 member Advisory Board, 32 member Board of Directors, and over 50 Volunteers**

Past Mayors & Council  
Members

Current Council and P&Z  
Members

Keep Friendswood Beautiful  
Friendswood Fine Arts

Working  
Spouses

Non-Downtown Business  
Owners

Heritage Gardeners Society

Downtown Business Owners

Stay-At-Home  
Spouses

Friendswood Farmers Market

Ages mid-20 to mid  
80's

Friendswood  
Chamber

Friendswood  
Rotary

Friendswood  
Historical Society

# Friends of Downtown Friendswood Association, Inc.

1/8<sup>th</sup> Cent Type B (4B) Sales Tax to  
establish a revenue source for  
Downtown Friendswood



**Vote YES**

**to INVEST**

**TOWN HALL MEETING**  
**FRIENDSWOOD CHAMBER OF COMMERCE**  
**April 19th 6-8pm**

*Capturing the Heart and Soul of  
Small Town Texas*

**The three main goals are:**

- **To beautify and improve the downtown district through public art and cultural amenities**
- **To inform the community about the significance of downtown revitalization**
- **To organize and host events that attract people to the downtown area**

*“Swinging for the Fences!”*

# Enhance & Beautify Downtown

## Public Art Initiative

# Friends of Downtown Friendswood Association, Inc.

Before



# Friends of Downtown Friendswood Association, Inc.

After



# 2019 Downtown “Harvey” Mural Installation



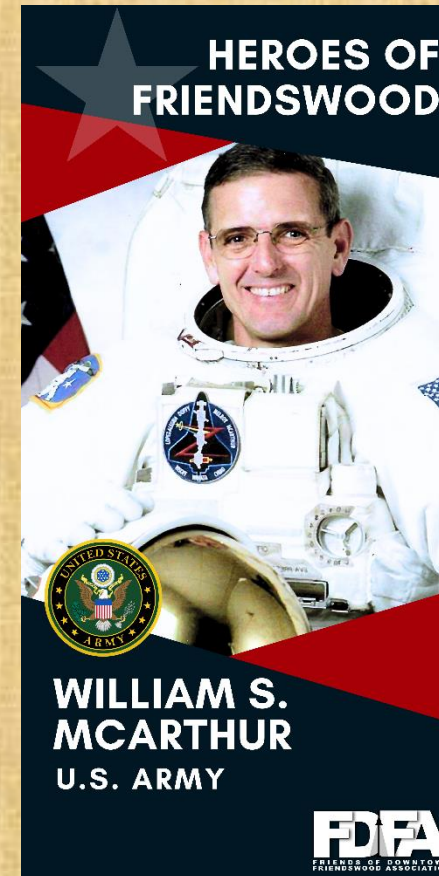
Friends of Downtown Friendswood Association, Inc.

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# 2022 Downtown Love Friendswood Art



# Heroes of Friendswood Military Banner Program



# **Educate the Public**


# Friends of Downtown Friendswood Association, Inc.

**“Our Downtown is Your Downtown”  
A Series of Public Events on Downtown Revitalization**



# Friends of Downtown Friendswood Association, Inc.

## “Our Downtown is Your Downtown” A Series of Public Events on Downtown Revitalization



1

**EVENTS**

- TEXAS MUSIC FEST 2016, 2017, 2018, 2019
- FRONT PORCH SOCIETY MUSIC SERIES
- LABOR DAY ICE CREAM SOCIAL (YEARS)
- DOWNTOWN SCARECROW CONTEST
- FARM & VINE OUTDOOR DINNING EVENT
- DRINK, DRAFTS, & DOWNTOWNERS MONTHLY HAPPY HOUR NETWORKING
- HOLIDAY HUSTLE SHOPPING EVENT
- A NIGHT OF CULTURE AND CUISINE

2

**DONATIONS**

- CITY OF FRIENDSWOOD CONCERTS IN PARK SANTA IN PARK
- FRIENDSWOOD HISTORICAL SOCIETY
- FRIENDSWOOD ROTARY
- ASSISTED ROTARY IN THE SALE OF FRIENDSWOOD STRONG SHIRTS FOR HARVEY FUNDS
- FRIENDSWOOD EDUCATION FOUNDATION
- FRIENDSWOOD FINE ARTS CHALK WALK
- LOVE FRIENDSWOOD GIFT CARD PROGRAM

3

**BEAUTIFICATION PROJECTS**

- REMOVAL OF SEVERAL ABANDON UTILITY POLES
- FRIENDSWOOD MURAL HARVEY REMEMBRANCE MURAL
- EXPLORATORY COMMITTEE FOR PRIVATELY FUNDED CAROUSEL (PROJECT CANCELLED IN 2018)
- LOVE FRIENDSWOOD ART INSTALLATION (2023)
- CONTRIBUTED TO THE INSTALLATION OF HISTORICAL SOCIETY MURAL
- PARK BENCHES ON 518

4

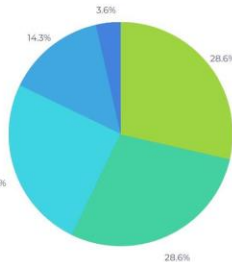
**EDUCATION**

- COMMUNITY EDUCATION PROGRAM
- DOWNTOWN LECTURE SERIES WITH GUEST SPEAKER CHET GARNER
- DOWNTOWN WORKSHOPS
- FDFA PRESIDENT INVITED TO PRESENT TO CITY OF ALVIN, CITY OF ANGLETON, CITY OF HUMBLE, HOUSTON-GALVESTON AREA COUNCIL (2X)

5

**POLITICAL INVOLVEMENT**

- 2016 - 1/8TH CENT SALES TAX (FUNDING MECHANISM FOR FDFA AND PUBLIC DOWNTOWN IMPROVEMENTS)



FDFA PARTNERSHIPS



**CITY COUNCIL**

NO. FDFA DOES NOT CREATE PROJECTS THAT NEED COUNCIL APPROVAL

**TAX DOLLARS**

NO. FDFA DOES NOT CREATE PROJECTS THAT REQUIRE TAXPAYER MONEY.

**FDFA**

FRIENDS OF DOWNTOWN FRIENDSWOOD ASSOCIATION

**COMMUNITY PARTNERSHIPS**

**PLANNING & ZONING**

NO. FDFA HAS NO USE FOR P&Z APPROVAL

**RESIDENTS & VOLUNTEERS**


YES! FDFA NEEDS TO WORK WITH THE COMMUNITY FOR SUCCESS!

**LOCAL NONPROFITS**

YES! FDFA LOVES TEAMING UP WITH LOCAL NONPROFITS!

**DOWNTOWN BUSINESSES**

YES! FDFA NEEDS TO WORK WITH DOWNTOWN BUSINESSES FOR SUCCESS!



# Creating / Hosting Events

# Friends of Downtown Friendswood Association, Inc.



# Friends of Downtown Friendswood Association, Inc.



**DOWNTOWN  
SCARECROW CONTEST**

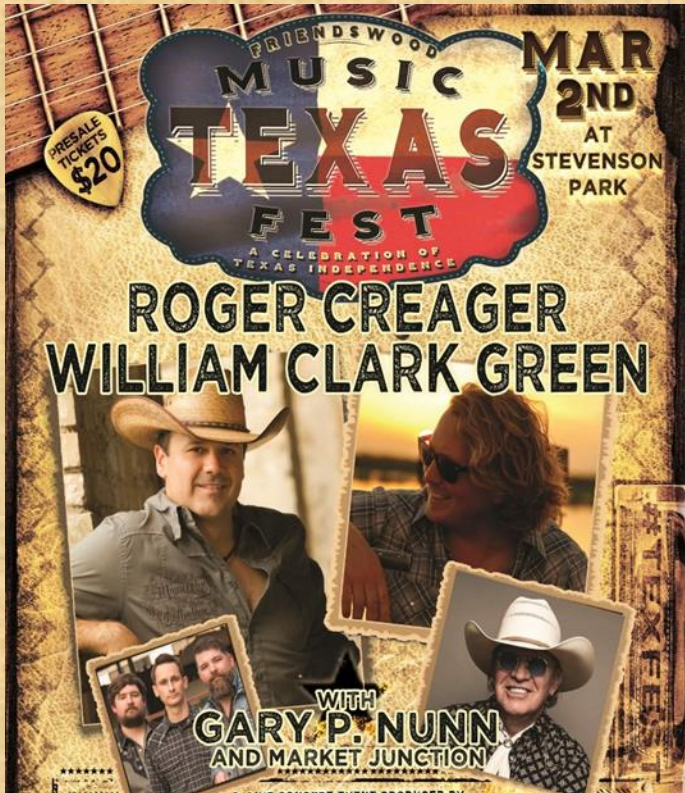
IT'S TIME TO BUILD THE BEST SCARECROW! IT'S  
FREE TO ENTER AND OPEN TO ALL FRIENDSWOOD  
RESIDENTS & BUSINESSES.

**Oct 1 - Nov 1**

QR code and FDFA logo are also present on the poster.



# Friends of Downtown Friendswood Association, Inc.



# Friends of Downtown Friendswood Association, Inc.



# Friends of Downtown Friendswood Association, Inc.

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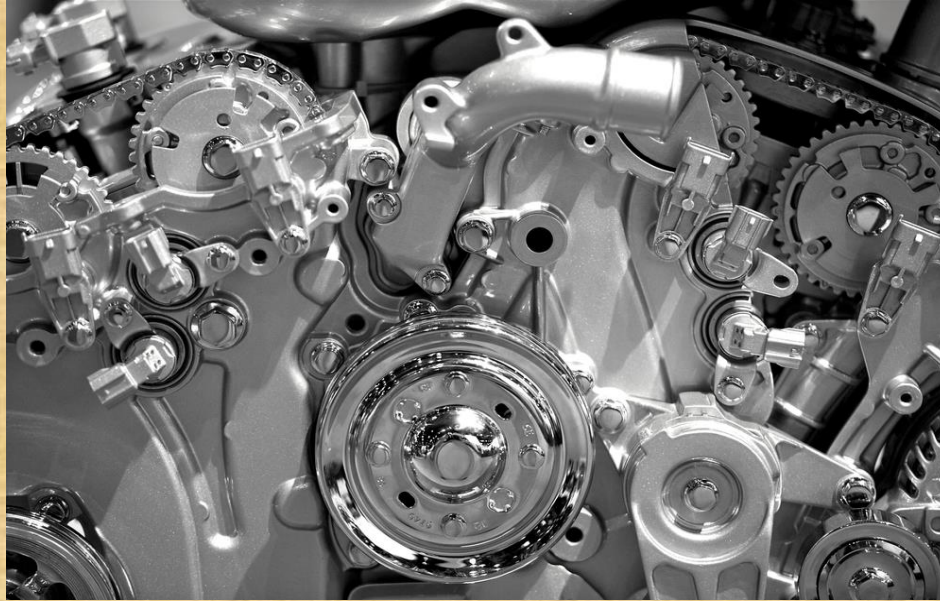


# Downtown Revitalization-Economic Engine

## A Healthy, Vibrant Downtown Essential for the Overall Community

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*Downtown should be / can be a significant portion of the Friendswood tax base, serving as an economic engine for the City!*



# **Downtown Revitalization-Economic Engine**

## **A Healthy, Vibrant Downtown Essential for the Overall Community**

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### **2015 Downtown “Inventory” of Lots & Buildings**

25 Vacant Lots and/or Buildings comprising 16.856 acres.

734,225 square feet of commercial property just within a 1-mile stretch of Friendswood Drive.

This inventory was generating just \$21,403.53 in property tax revenue for the City of Friendswood.

# Downtown Revitalization-Economic Engine

A Healthy, Vibrant Downtown Essential for the Overall Community



## FROM 2015 TO 2025,

Downtown Friendswood has seen the addition of 25 new commercial buildings, 7 remodels, and 5 more are currently in the works! These bring new energy, investment, and opportunity to the area. This level of development reflects growing confidence in our downtown as a landing place for business and community life. Renovations and updates breathe new life into familiar spaces and support long-term sustainability.



# Downtown Revitalization-Economic Engine

A Healthy, Vibrant Downtown Essential for the Overall Community



**\$122M**

## A GROWING INVESTMENT

Over the past decade, Downtown Friendswood has experienced remarkable growth, adding more than \$122 million in property value, a 159% increase!

This continued investment strengthens the City's overall tax base, supporting services and infrastructure that benefit all Friendswood residents.



**FDIA**

# Downtown Revitalization-Economic Engine

A Healthy, Vibrant Downtown Essential for the Overall Community



**40%**

## OF ALL NEW ACTIVITY HAPPENS DOWNTOWN

Since 2018, over 40% of all Certificates of Occupancy issued in Friendswood have been in the Downtown District, highlighting its role as a key center for growth and development.



**FDFA**

# Downtown Revitalization-Economic Engine

## A Healthy, Vibrant Downtown Essential for the Overall Community



### **DOWNTOWN IS GROWING PLACES TO EAT, SHOP, & EXPLORE**

Since 2015, Downtown Friendswood has welcomed 18 new restaurants & eateries and over 20 retail shops, adding to the variety and vibrancy of the district. It's a clear sign of continued investment and confidence in Downtown Friendswood.



# Downtown Revitalization-Economic Engine

## A Healthy, Vibrant Downtown Essential for the Overall Community

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FRIENDS OF DOWNTOWN  
FRIENDSWOOD ASSOCIATION

**THANK YOU FOR YOUR TIME!  
HOPE TO SEE YOU AROUND IN  
DOWNTOWN FRIENDSWOOD**

**Brett Banfield [brett@fdfa.org](mailto:brett@fdfa.org) /  
281-455-1835**

# Friendswood Downtown Economic Development Corporation (FDEDC)

*Downtown has been and always should continue to be a place “where friends meet.”*



- Type B Sales Tax Corporation
- Formed in 2016
- 2-year appointments
- Current members:
  - Dr. Rebecca Hillenburg
  - Elmer Bubba Johnson
  - Trey Hill
  - Paul Marx
  - Scott Mackenzie
  - Chris Richardson
  - Ron Cox

A light blue map of the Houston-Galveston Area Council region, showing county boundaries. The word "Break" is centered over the map in a dark blue, sans-serif font.

# Break



# Strengthening Our Economic Development Foundation

Susan Asimakis, Chair

Community Economic Development Committee

City of Friendswood

## THE BIG WHY?....

Revitalized Texas downtowns:

- Bring communities together,
- Strengthen local economies, and
- Preserve the history that makes each Texas town unique



# Structure

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- Community Economic Development Committee (CEDC)
- 9 person; volunteer advisors; diverse industries, tenure and experiences
- Serve 2-year terms; renewable
- Purpose: support and champion initiatives that promote a healthy business environment & quality of life aimed at the retention, expansion and attraction of businesses to Friendswood

# Timeline



# Mission Elements

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- Bring relevant and diverse businesses to Friendswood
- Retain existing businesses in Friendswood
- Market our city and its businesses to prospects and other influencers
- Identify and build talent capable of expanding and sustaining the business community
- Ensure a business-friendly city
- Promote entrepreneurship
- Collaborate with other relevant entities and partners to improve economic development

# Building a Believable Main Street Message

- Credibility is built through:
  - clear messaging
  - confident leadership
  - consistently showing up with purpose
- Collaborated with the Chamber, the Friendswood Downtown Economic Development Corporation, and the Friends of Downtown Friendswood Association to organize uniform messaging program
- Interviewed 25 local businesses to learn why they chose to establish their business here
- Conducted 4 Discovery Trips

# Core Message

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Friendswood is a forward-looking community with a proud past, strong traditions, and space to grow dreams.

# Expanded Message 1

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- Friendswood is a proud city that values family ties, educational excellence, a sense of belonging, safe neighborhoods, and an environment where residents support and care for one another.

## Expanded Message 2

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- Friendswood is a welcoming city with a collaborative business community, loyal consumers which contribute to the prosperous economy, a talented and capable workforce, an encouraging entrepreneurial spirit and is touted as a city on the move.

# Expanded Message 3

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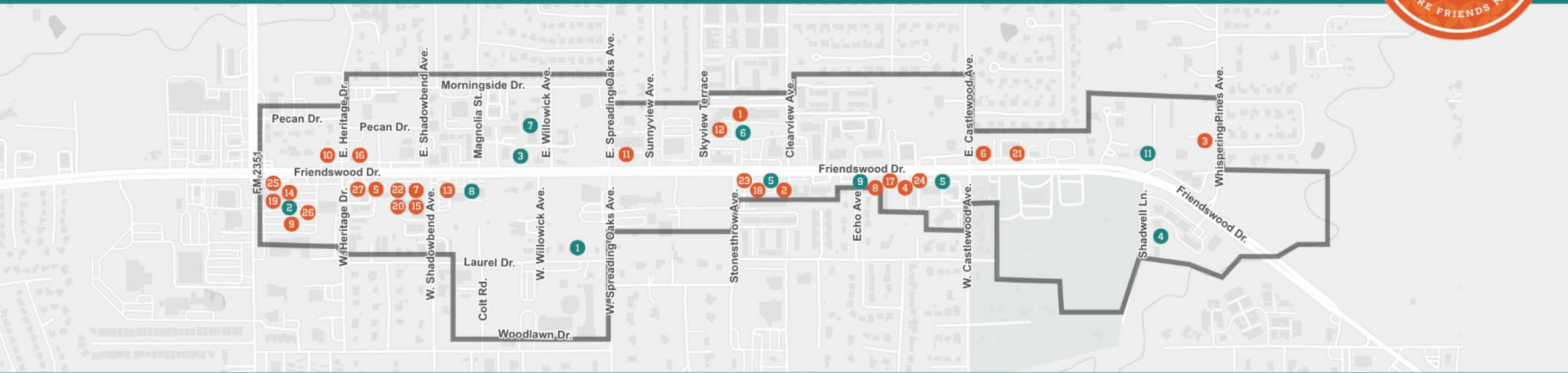
- Friendswood is a community with a big heart and a strong backbone, longstanding traditions, active charitable and civic organizations, and an exceptional quality of place to live, work and play.

Friendswood is a Story Worth Telling



# FRIENDSWOOD DOWNTOWN

WHERE FRIENDS MEET



## Food & Beverage

- 1 B1895 Tavern  
607 S. Friendswood Dr.
- 2 Bakehouse  
622 S. Friendswood Dr.
- 3 Cafecito  
106 Whisping Pines Ave.
- 4 Cooper's Landing  
804 S. Friendswood Dr.
- 5 Dairy Queen  
204 S. Friendswood Dr.
- 6 Friendswood Scoop Shop  
901 S. Friendswood Dr.
- 7 Great Harvest Bakery & Cafe  
212 S. Friendswood Dr.
- 8 Hero Cha  
802 S. Friendswood Dr.
- 9 Jenny's Bakery Too!  
124 S. Friendswood Dr.

- 10 The Lemon Drop  
111 S. Friendswood Dr.
- 11 Little Caesars Pizza  
501 S. Friendswood Dr.
- 12 Locals Kitchen + Market  
607 S. Friendswood Dr.
- 13 McDonald's  
302 S. Friendswood Dr.
- 14 NamasTEA  
104 S. Friendswood Dr.
- 15 Ocean Sushi and Ramen  
214 S. Friendswood Dr.
- 16 Pearland Coffee Roasters  
201 S. Friendswood Dr.
- 17 Pelican Breakfast & Lunch  
802 S. Friendswood Dr.
- 18 Perry & Son's Market & Grille  
614 S. Friendswood Dr.
- 19 Pho and More  
104 S. Friendswood Dr.

- 20 Power Fit Eats  
214 S. Friendswood Dr.
- 21 Rise Cupcakes  
907 S. Friendswood Dr.
- 22 Shipley Do-Nuts  
212 S. Friendswood Dr.
- 23 Sno Beach  
600 S. Friendswood Dr.
- 24 Sonic Drive-In  
806 S. Friendswood Dr.
- 25 Subway  
104 S. Friendswood Dr.
- 26 The Charleston Tea Room  
154 S. Friendswood Dr.
- 27 Wok D'Lite  
202 S. Friendswood Dr.

## Retail

- 1 APA Designs  
405 Laurel Dr.

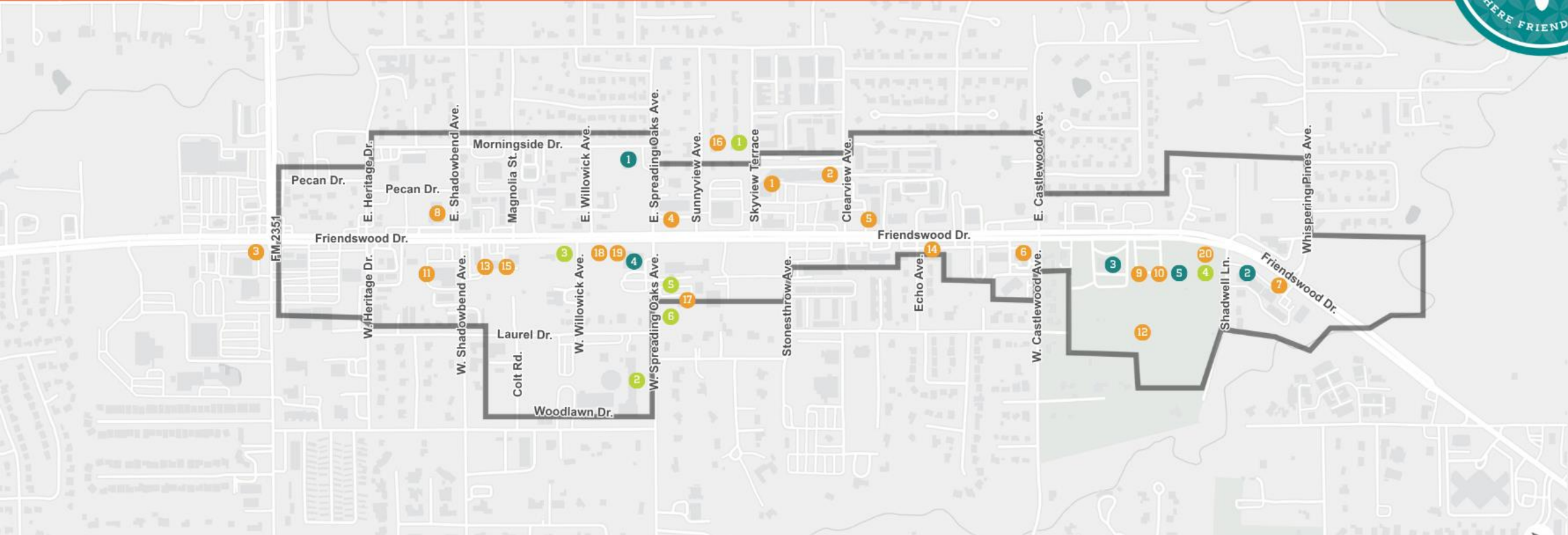
- 2 Captains Corner  
ACE Hardware  
105 W. Edgewood Ste. 101  
Desert Rose Beauty Co.  
122 S. Friendswood Dr.  
Dollar Tree  
110 S. Friendswood Dr.  
Edgewood Pharmacy  
186 S. Friendswood Dr.  
Five Below  
172 S. Friendswood Dr.  
Friendswood Frame & Gallery  
150 S. Friendswood Dr.  
Merle Norman Cosmetics  
112 S. Friendswood Dr.  
Silver Bee Boutique  
180 S. Friendswood Dr.  
Style Junkie Boutique  
158 S. Friendswood Dr.  
Two Friends Gifts  
156 S. Friendswood Dr.

- 3 Clothyard Fabrics  
315 S. Friendswood Dr.
- 4 Gimmie A Bark  
103 Shadwell Ln.
- 5 Goodwoods British Market  
810 S. Friendswood Dr.
- 6 HomeTown Center  
Friendswood Grocery  
607 S. Friendswood Dr. #1  
Once Glance  
607 S. Friendswood Dr. #30  
Sherwin-Williams  
607 S. Friendswood Dr. #5  
Third Coast Games  
607 S. Friendswood Dr. #27
- 7 Magnolia Plaza  
Foxtail Boutique  
313 S. Friendswood Dr. Ste. 101  
Monarch Beautique Salon  
313 S. Friendswood Dr. Ste. 109

- 8 One Sixty One  
Bottega 11  
306 S. Friendswood Dr. Ste. 120  
Haute Home  
306 S. Friendswood Dr. Ste. 100  
Luxie Plum Boutique  
308 S. Friendswood Dr. Ste. 100
- 9 Royal Liquor  
802 S. Friendswood Dr.
- 10 Stonestrow Center  
Acori Diamonds & Design  
636 S. Friendswood Dr.  
Blue Goose Plant & House  
632 S. Friendswood Dr.  
Forgotten Lore Bookstore  
628 S. Friendswood Dr.  
Marrone Market  
610 S. Friendswood Dr.  
Victory Home & Gifts  
630 S. Friendswood Dr.
- 11 The Funky Monkey  
2 Parkside Dr. Ste. 103

# FRIENDSWOOD DOWNTOWN

WHERE FRIENDS MEET



## Art

- 1 A Downtown with a View**  
By Anat Ronen
- 2 Beauty After the Beast**  
By Adam Socie AKA Pilot
- 3 Electrical Box Art**  
By Adam Socie AKA Pilot
- 4 Electrical Box Art**  
By Adam Socie AKA Pilot
- 5 Electrical Box Art**  
By Amol Saraf
- 6 Electrical Box Art**  
By Anat Ronen
- 7 Electrical Box Art**  
By Joy Matheson
- 8 Electrical Box Art**  
By Mila Sketch
- 9 Mural**  
By Adam Socie AKA Pilot
- 10 Mural**  
By Adam Socie AKA Pilot
- 11 Mural**  
By Caroline Truong
- 12 Mural**  
By Diane Fifer
- 13 Mural**  
By Emily Ding
- 14 Mural**  
By Friendswood Art Students
- 15 Mural**  
By Shelbi Nicole
- 16 Mural**  
By McKenna Giamfortone
- 17 Sculpture**  
Founders Tree

- 18 Sculpture**  
Love Friendswood
- 19 Spring Awakening**  
By Dale Rogers
- 20 The 4 People**  
By Dale Rogers

## History

- 1 Frank J. Brown Museum**  
108 Skyview Terrace
- 2 Friendswood School Museums**  
208 W. Spreading Oaks Ave.

- 3 Historical Marker - Brown House**  
312 S. Friendswood Dr.
- 4 Historical Marker - Fig Industry**  
502 S. Friendswood Dr.
- 5 Historical Marker - Friends Church**  
1000 S. Friendswood Dr.
- 6 Perry House**  
109 W. Spreading Oaks Ave.

## Community

- 1 Activity Building**  
416 Morningside Dr.

- 2 Chamber of Commerce**  
1100 S. Friendswood Dr.
- 3 City Hall**  
910 S. Friendswood Dr.
- 4 Library**  
416 S. Friendswood Dr.
- 5 Stevenson Park**  
1000 S. Friendswood Dr.

# Upcoming Events



**May 27, Parks and Natural Areas  
Park Visit – Angleton**

Visit [h-gac.com/parks](https://h-gac.com/parks)



**July 23, Livable Centers  
Roundtable – H-GAC**

Visit [h-gac.com/livable-centers](https://h-gac.com/livable-centers)



**July 28, Bringing Back Main  
Street Roundtable – Online**

Visit [h-gac.com/bringing-back-main-street](https://h-gac.com/bringing-back-main-street)

# Special Thanks

Thank you to the City of Friendswood for hosting us today and generously providing breakfast.

# Thank You!

**ANDREA TANTILLO**

*Principal  
Communications  
Coordinator*

Houston-Galveston Area Council

Direct | 832-681-2507

[www.h-gac.com](http://www.h-gac.com)

[Andrea.Tantillo@h-gac.com](mailto:Andrea.Tantillo@h-gac.com)

Take a brief survey to help us  
plan for future events.

