



Elements of Successful Downtowns

**Houston-Galveston Area Council Workshop
January 15, 2015**

What are elements of successful downtowns?

- Partnerships
- Small business
- Attractive, clean & safe
- Events
- Building on your assets & strengths
- Arts for downtown development
- Marketing

The background of the slide is a vibrant, abstract graphic featuring numerous hands of various colors (yellow, pink, green, blue, and brown) reaching out from the edges towards the center. The hands are stylized and overlapping, creating a sense of unity and collaboration. The overall color palette is bright and cheerful, with a light beige background.

Partnerships

- Internal
- External
- Regional
- State agencies

Bastrop



Granbury



Bell County



Community Partners:

- Residents
- County
- Economic Development Corporations
- Nonprofits
- Other community service organizations

The background of the slide is the Texas state flag, which consists of a blue vertical stripe on the left containing a white five-pointed star, and two horizontal stripes of red and white on the right.

State Agencies

- Texas Commission on the Arts
- Texas Department of Agriculture
- Texas Department of Transportation
- Texas Historical Commission
- Office of the Governor – Economic Development & Tourism

A photograph of a small business, likely a jewelry or craft shop. A woman with glasses and a grey cardigan is smiling behind a glass display counter. She is holding a pen and looking at a customer. The customer, a woman with short dark hair wearing a white t-shirt and a black shoulder bag, is looking at a piece of jewelry. The counter is filled with various items, including a small Christmas tree, a pink flower-shaped object, and other jewelry. The background is filled with shelves of various items, including bags and lamps, creating a warm and cluttered atmosphere.

Small businesses

- Good variety
- Local support
- Attract locals
- Evening & weekend hours

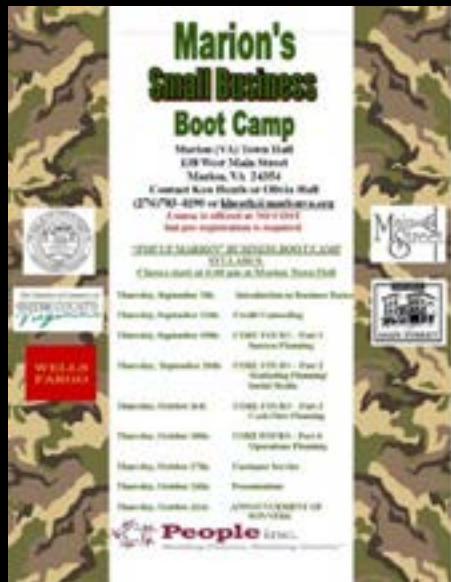




Buda: Grant and incentive programs for small businesses are offered related to signage, façade improvement, permit fee discounts or business expansion.



Bonham: Save Our Structures program offers matching funds for building assessments so potential tenants or buyers can determine what's needed to get the building up to code.



Marion, Virginia: Small Business boot camp offered funds to small business owners who completed a comprehensive support program



Livermore, Maine: Sponsored a business contest to fill a vacant storefront. The winner received \$50,000 cash and free rent for 3 years

Attracting locals

LAVENDER BAKEHOUSE & COFFEE SHOP



20 London Road
Chalford, Stroud
Gloucestershire
GL6 8NW

01453 889239

email@lavenderbakehouse.co.uk

www.lavenderbakehouse.co.uk



Collect 8 stamps and get a free tea
or coffee!



***You Asked...
We are HAPPY
to do it.***



OPEN LATE
EVERY THURSDAY
11:30 a.m to 7:30 p.m



Business Hours

Monday	8:00 am - 7:00 pm
Tuesday	8:00 am - 7:00 pm
Wednesday	8:00 am - 7:00 pm
Thursday	8:00 am - 7:00 pm
Friday	8:00 am - 7:00 pm
Saturday	10:00 am - 6:00 pm
Sunday	10:00 am - 4:00 pm

Attractive, clean & safe

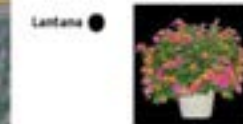
- Beautification
- Streetscapes
- Signage
- Pedestrian friendly
- Preservation



Cuero



Flower Basket Plans



Metal banner signs



Ganado



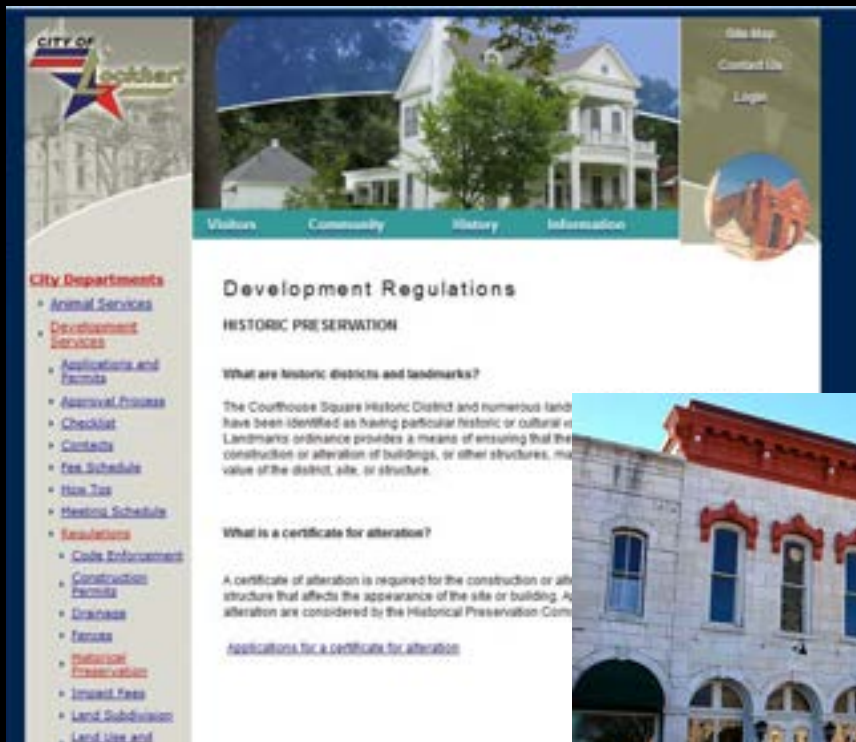
Signage



San Marcos



Downtown historic districts



CITY OF Lockhart

Visitors Community History Information

City Departments

- Animal Services
- Development Services
- Applications and Permits
- Approval Process
- Checklist
- Contacts
- Fee Schedule
- How To
- Meeting Schedule
- Regulations
- Code Enforcement
- Construction Permits
- Drainage
- Events
- Historic Preservation
- Impact Fees
- Land Subdivision
- Land Use and

Development Regulations

HISTORIC PRESERVATION

What are historic districts and landmarks?

The Courthouse Square Historic District and numerous landmarks have been identified as having particular historic or cultural value. Landmarks ordinance provides a means of ensuring that the construction or alteration of buildings, or other structures, maintains the value of the district, site, or structure.

What is a certificate of alteration?

A certificate of alteration is required for the construction or alteration of a structure that affects the appearance of the site or building. An alteration is considered by the Historical Preservation Commission.

[Applications for a certificate of alteration](#)



Introduction
National Register Historic Districts
Certified Local Government Program
Downtown and Old Town Overlay Design Guidelines
Historic Resource Survey

HISTORICAL TOURISM

- Dan Moody History
- Downtown Walking Tour
- Historic Homes Driving Tour
- Historic Marker Sites
- Red Poppy History

RELATED LINKS

- (UDC) Unified Development Code
- Downtown Master Plan

DOWNTOWN AND OLD TOWN OVERLAY DESIGN GUIDELINES



The purpose of the Downtown and Old Town Overlay Design Guidelines is to provide guidance for improvements to properties and work within the Downtown and Old Town Historic Overlay Districts in Georgetown, Texas. The guidelines are for property owners planning exterior alterations, additions to or the rehabilitation of existing buildings. They also apply to the design of new buildings.

Council adopted the amended Guidelines on August 14, 2012 by Ordinance 2012-48. Those Guidelines are listed below. Please feel free to call us if you have questions: Matt Synatschke, Historic District Planner at 512-930-3581 or Karen Frost, HARC Staff Assistant, 512-930-2543.

- Design Guidelines Cover and TOC
- Chapter 1 Purpose of Design Guidelines
- Chapter 2 Architectural Resources
- Chapter 3 Principles for Historic Preservation
- Chapter 4 Guidelines for Architectural Features
- Chapter 5 Guidelines for Historic Building Materials
- Chapter 6 Guidelines for Individual Building Elements
- Chapter 7 Guidelines for Adaptive Re-use, Additions and Alterations
- Chapter 8 Guidelines for Site Design_Part1
- Chapter 8 Guidelines for Site Design_Part2
- Chapter 9 Guidelines for Signs
- Chapter 10 Guidelines for Awnings and Canopies
- Chapter 11 Guidelines for Colors in the Overlay Districts
- Chapter 12 Guidelines for Infill Construction in Area 1
- Chapter 12 Guidelines for Infill Construction in Area 2

Events

- Attract locals & visitors
- Unique
- Fun
- All ages or targeted groups



Bryan



Nacogdoches



Imagine the Possibilities..



The Possibilities Tour

"Turning vacant spaces into dynamic places"

Friday, December 6th 3 to 5 p.m.
Downtown Nacogdoches

Tours begin at City Hall 202 E. Pilar Street

Enjoy guided tours of historic downtown Nacogdoches, showcasing several vacant properties with potential for your business, including an investment property. Attendees will also get an inside look at several recently completed projects. Experts will be on-hand to answer questions about financing, historic preservation, construction and business planning. If you have ever thought about fixing or re-viving property downtown you do not want to miss this exciting event!

Sponsored by the City of Nacogdoches and the Nacogdoches Economic Development Corporation. Please call 361-559-1275 for more details.



Salado



Feb. 9, 2013
5pm - 9pm

Salado on the Rocks

Late Night Shopping
Late Night Dining
Signature Mixed Drinks

"Take life with a grain of salt,
a slice of lime, and a
shot of Salado"

saladoevents.com



Wichita Falls



Henderson, Kentucky



Building on your assets

- Natural assets
- Locally made products
- Connecting with local and nearby attractions









Arts for downtown development

- Local art
- Arts events
- Galleries
- Public art



Austin



Lampasas



Mansfield



Galleries/Art centers





Marketing

- Social media
- Apps
- Co-op advertising
- Marketing opportunities



Pinterest



Instagram



twitter

Smartphone apps



Co-op advertising

HAPPY LIDAYS
Beautiful Town of Georgetown

ROOTS BISTRO
Great Beer & Wine

HEART OF TEXAS OLIVE OIL COMPANY
Since 88, Authenticity. Authenticity.

GEORGETOWN WINERY
Authenticity. Authenticity.

BUDAS TOURISM
Buda, Texas

SHOP.GEORGETOWN.ORG

Discover TEXAS DOWNTOWN TREASURES

Every Downtown is a Treasure

PALESTINE
Stay in the Heart of the Fun
Visit www.visitpalestine.com

Buda	Comanche	Denison	Lockhart
Breathe Easy Here www.budatourism.com	Comanche... It's more than just a name www.visitcomanchetexas.net	Enjoy across Downtown www.denisonlive.com	Lockhart - Slow BBQ - Fast Karts www.lockhart-tx.org
Mineola	Palestine, TX	San Marcos	
"Get on the Track" Visit Mineola! www.mineola.com	Palestine, TX - Where Traditions Are Made www.visitpalestine.com	Stay and Play in Sunny San Marcos www.sanmarcos.gov/tourism	

MARKET DAYS
ANGELETON
BASTROP
BUDA
COMANCHE
DENISON
LOCKHART
MINEOLA
SAN MARCOS

TEXAS DOWNTOWN ASSOCIATION
WWW.TEXASDOWNTOWN.ORG
info@texasdowntown.org | 817.472.7832

FIND US ON:

downtown Campbellford
you'll find it all here.

THE BUDAS Buda, Texas	THE BUDAS Buda, Texas	THE BUDAS Buda, Texas
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www.visitcampbellford.ca

Other marketing opportunities



Avoid ending up on this list....

- Savannah, Georgia - Turf Grass Capital of the World
- Dumas, Arkansas – Home of the Ding Dong Daddy
- Linesville, Pennsylvania – Where the ducks walk on fish
- Algona, Iowa – Home of the World's Largest Cheeto
- Gas, Kansas – Don't pass gas, stop and enjoy it

Catherine Sak

info@texasdowntown.org

512-472-7832

www.texasdowntown.org





Workshop # 1: Creating Your Vision

Session: Community Visioning
(10:45 a.m. to 12:00 p.m.)

January 15, 2015

Matt Bucchin, AICP, LEED GREEN ASSOCIATE
Senior Associate - Kendig Keast Collaborative



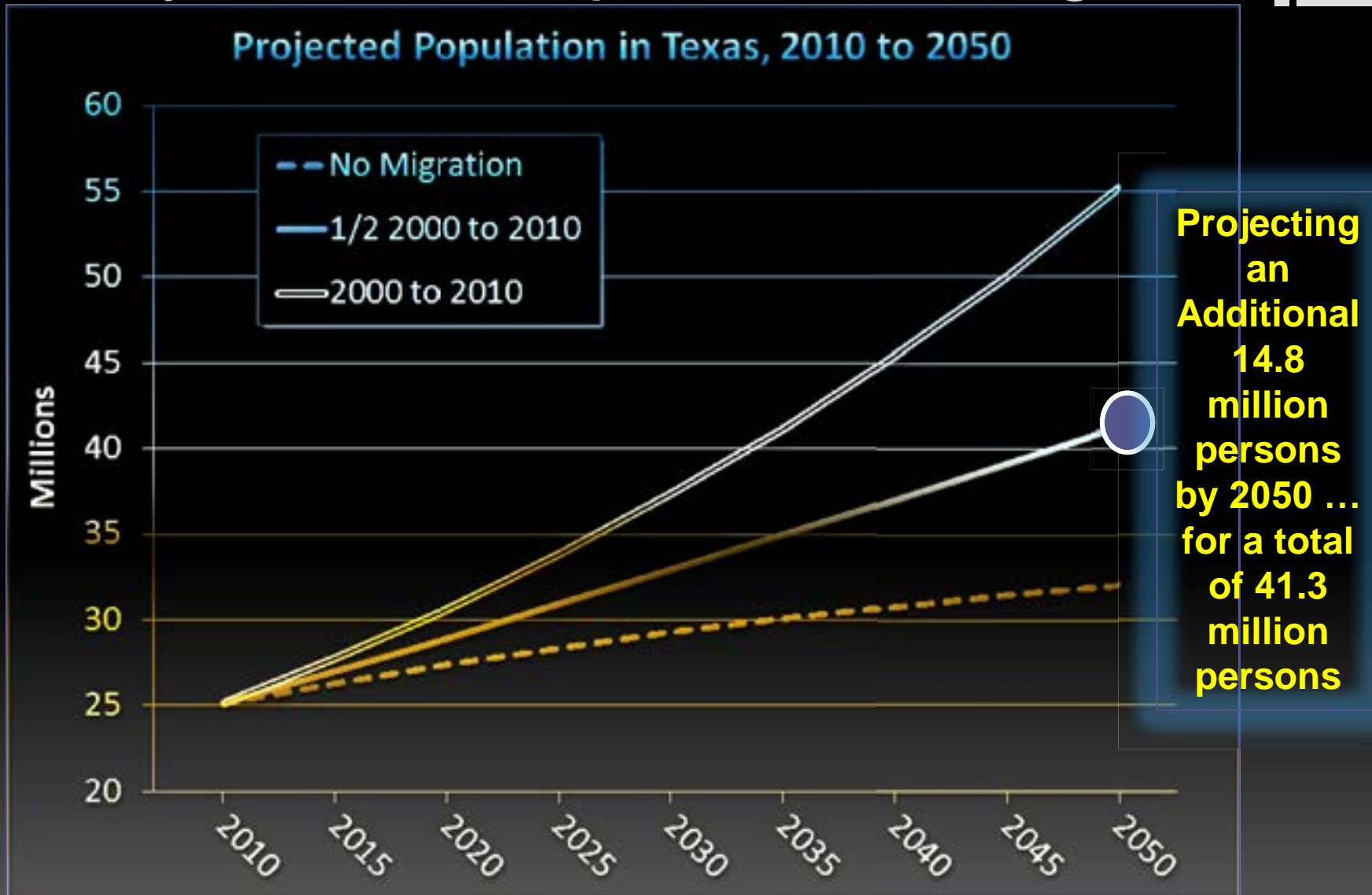
Objectives

- 1) Setting the framework for downtown planning
 - a) Describing the importance of planning
 - b) Overviewing similarities and differences with comprehensive planning?
 - c) Establishing the role downtown plays in the community
- 2) Identifying various methods of data gathering (e.g., community asset mapping)
- 3) Identifying various methods of public engagement appropriate to downtown planning
- 4) Take home “something tangible” to apply in your jurisdiction

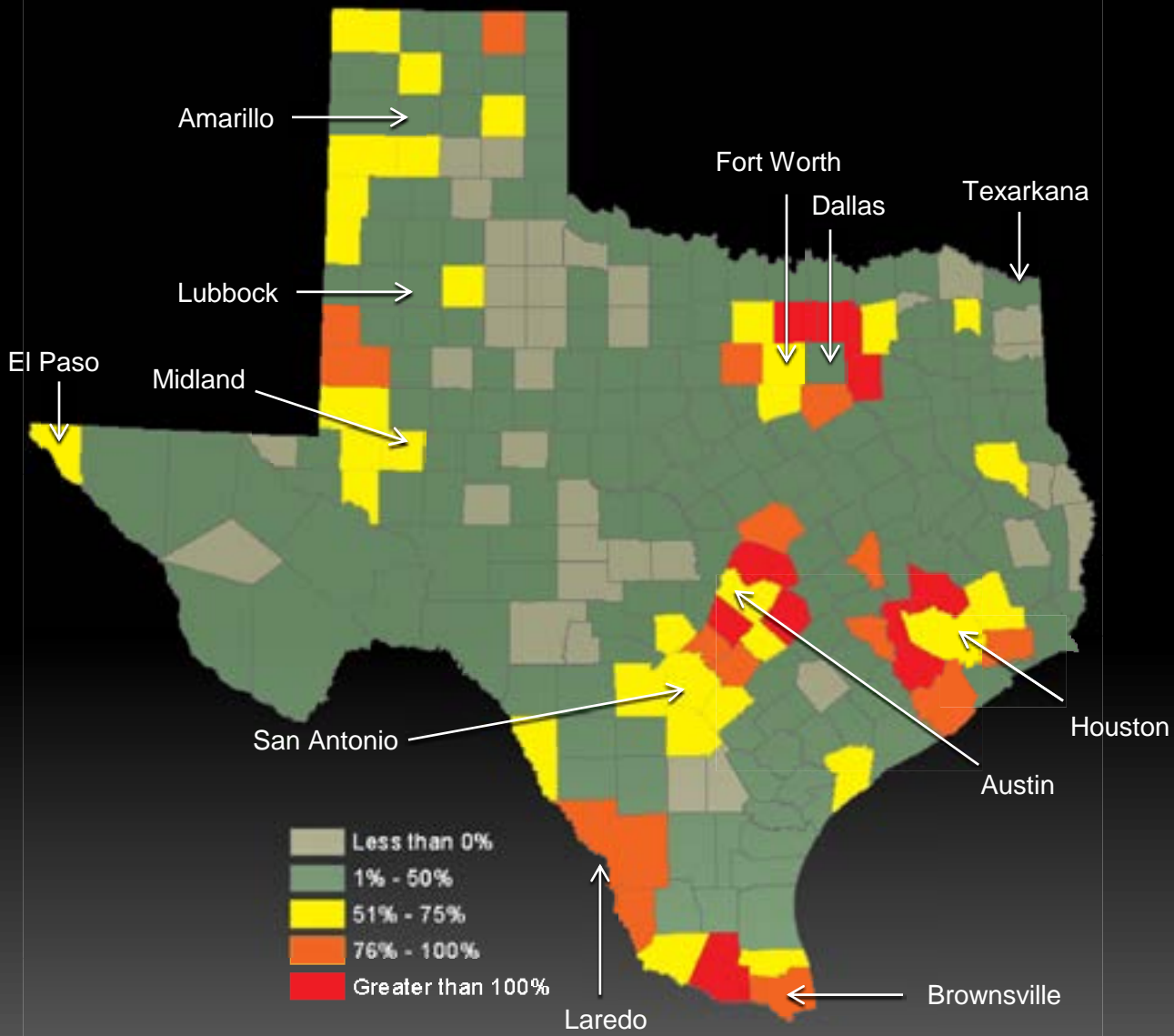
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Why Plan? – Population Changes

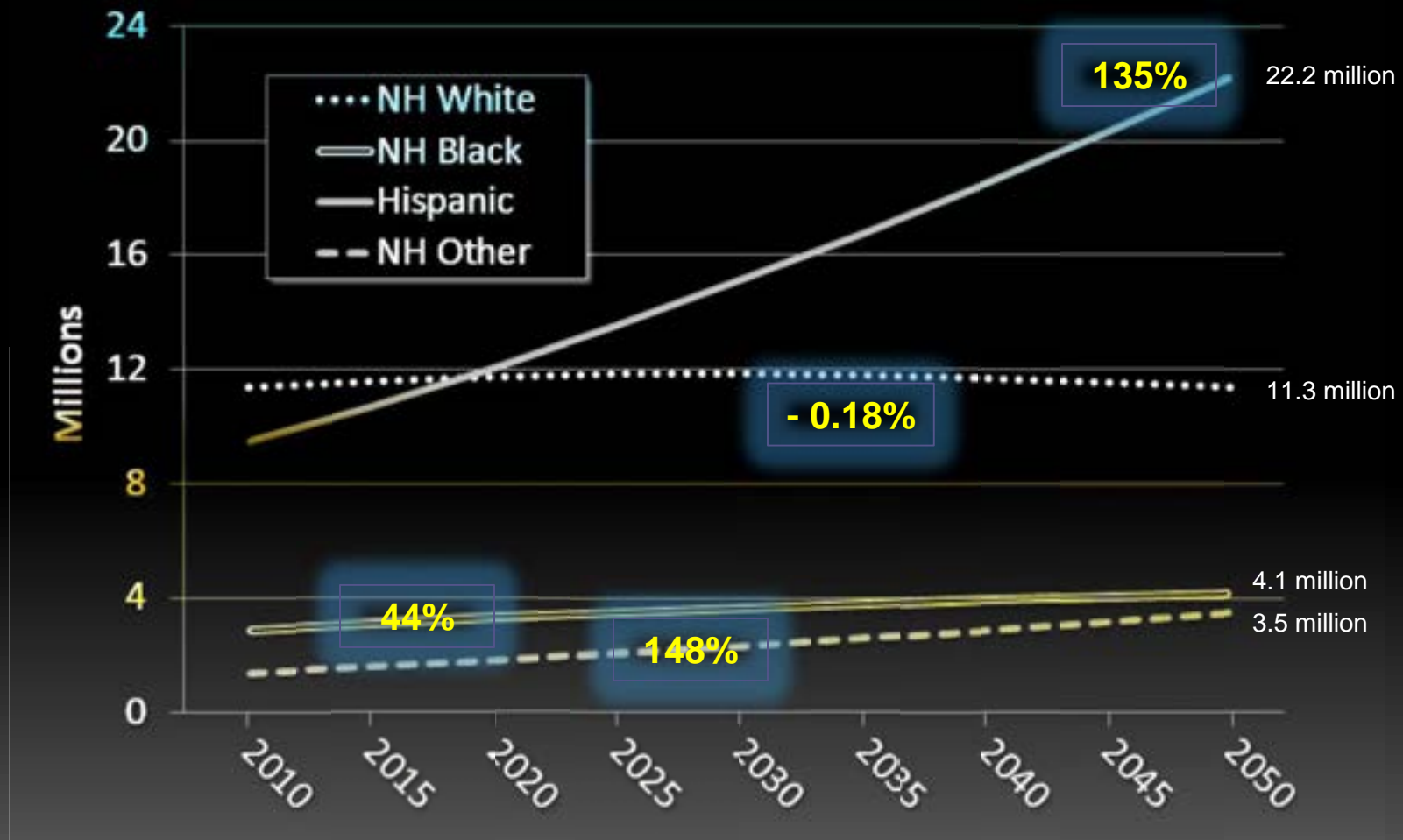


Why Plan? – Population Changes



Why Plan? Changing Demographics

Projected Population for Texas by Race/Ethnicity, 2010 to 2050 0.5 Migration Scenario



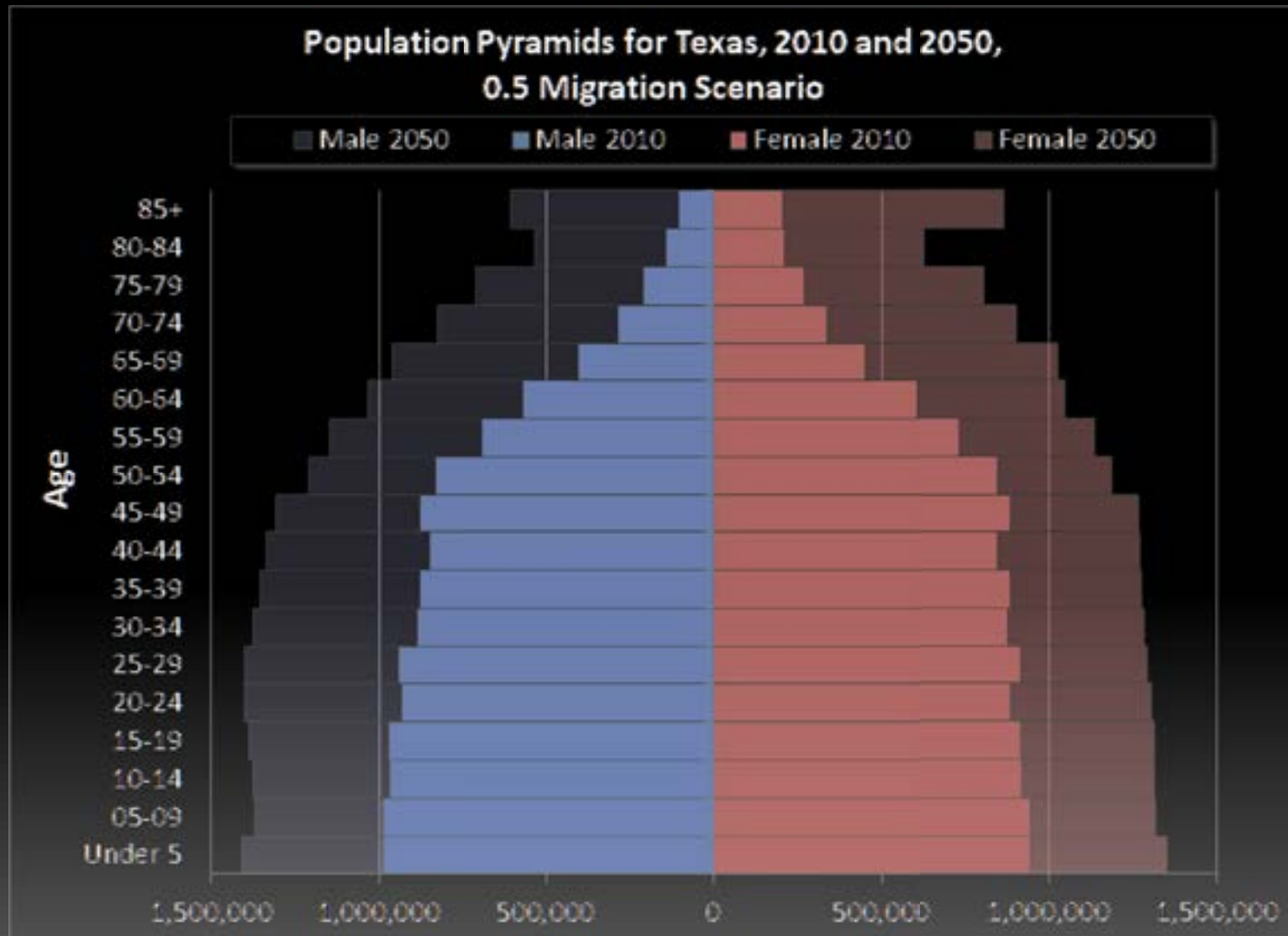
Why Plan? New Housing Starts

- Projected new housing starts by 2050?
 - TSDC 0.5 Scenario – 5.6 million
 - TSDC 1.0 Scenario – 10.5 million (as suggested by the Texas A&M University Real Estate Center)
- In addition to revitalization of our existing housing stock
- Changing preferences?

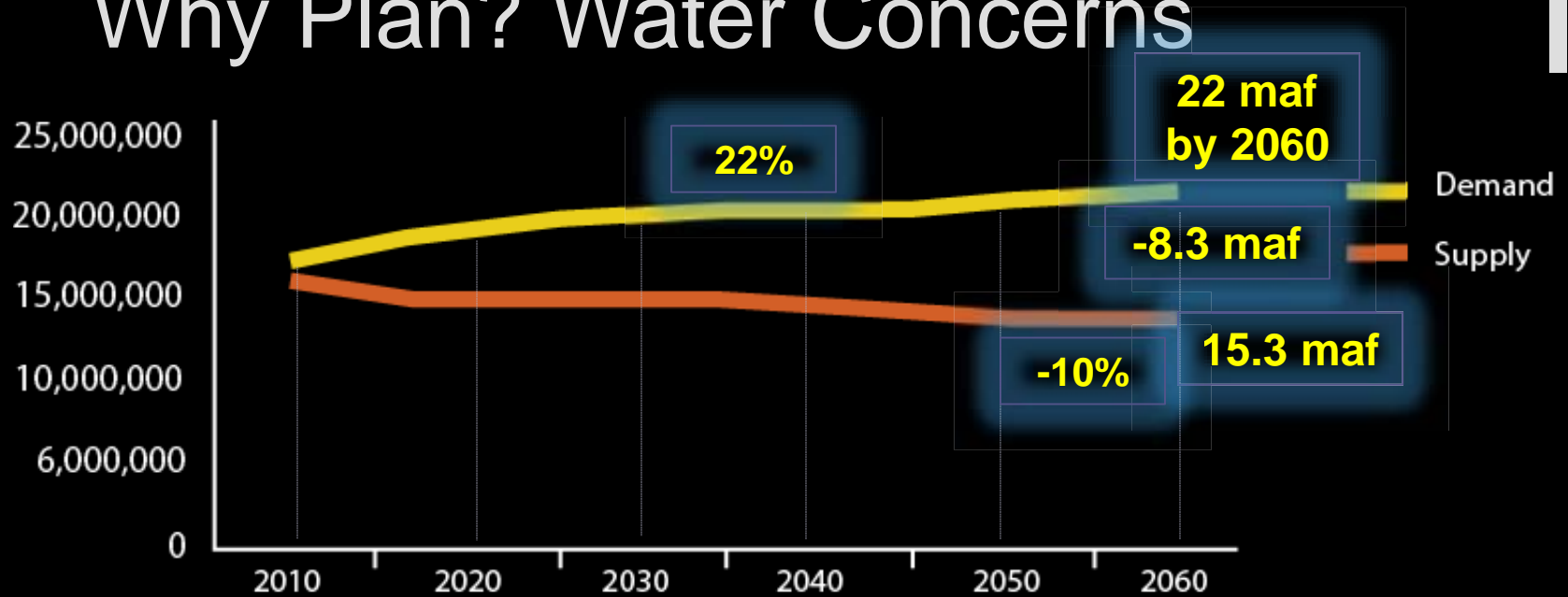
2.849 persons
per household



Why Plan? An Aging Population

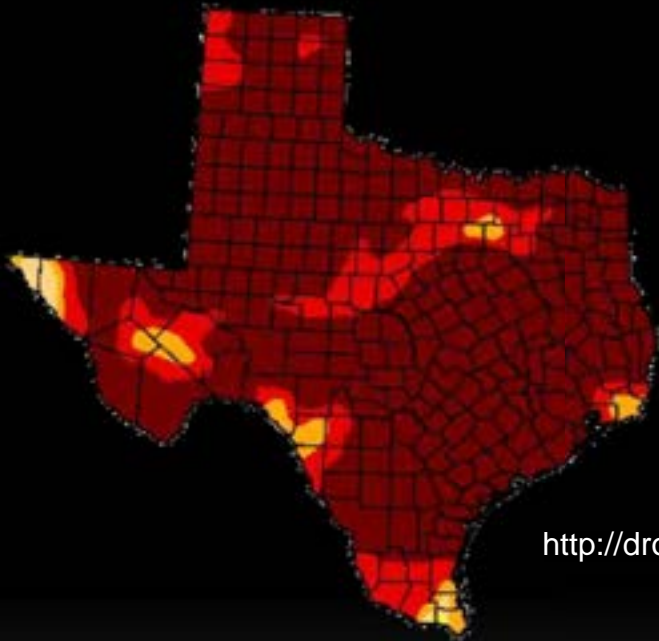


Why Plan? Water Concerns

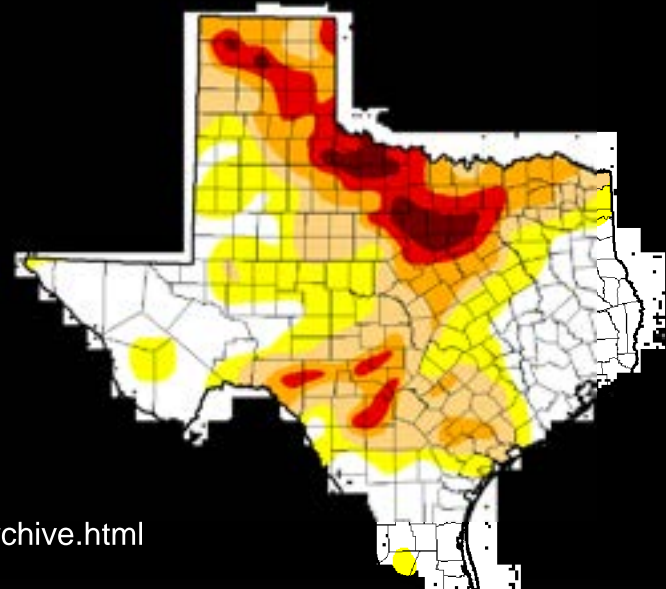


Why Plan? Other Issues

September 2011



January 2015

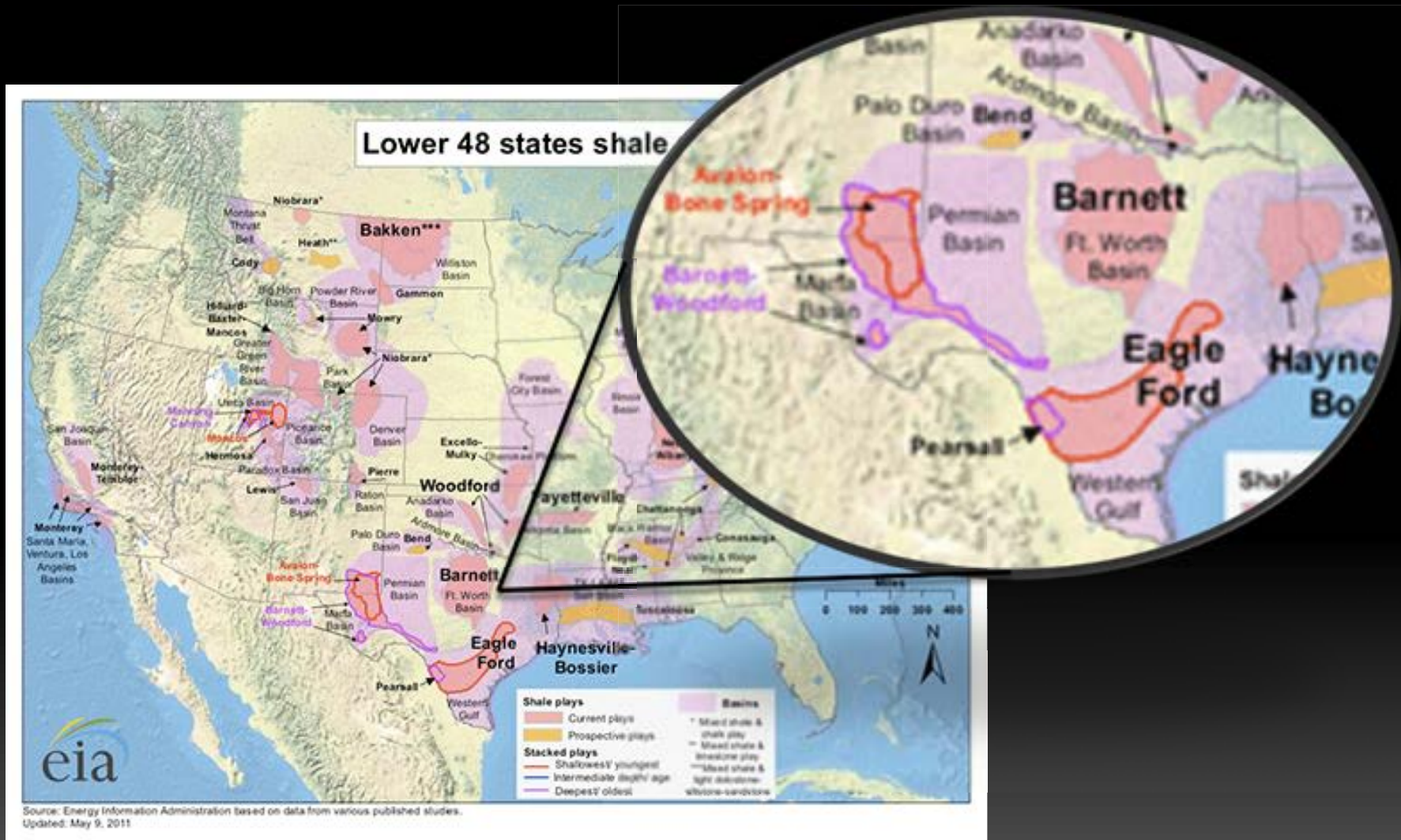


<http://droughtmonitor.unl.edu/archive.html>

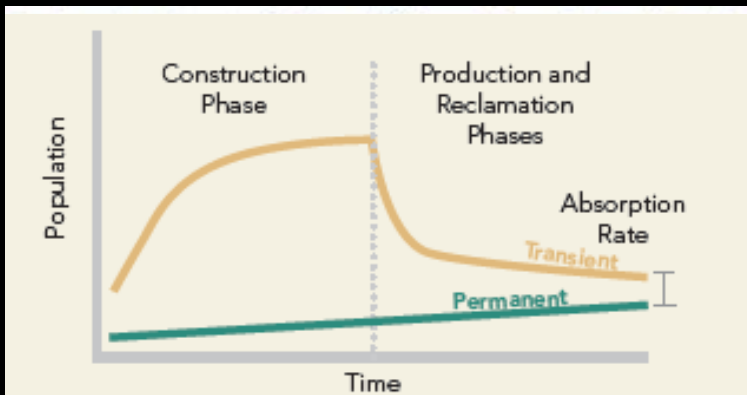


<http://texasdroughtproject.org/droughtfacts.htm>

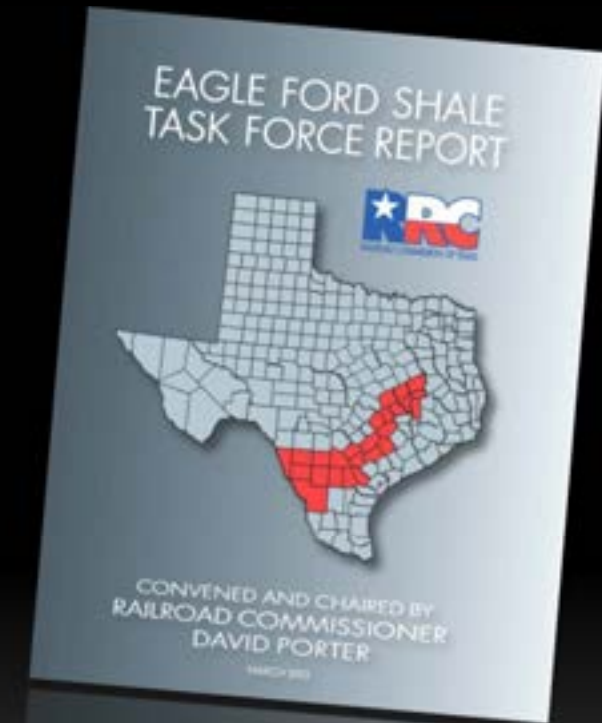
Why Plan? Texas Oil & Gas Shale Plays



Why Plan? Eagle Ford Shale Play & Other Oil/Gas Development



The additional workforce and other population added during the construction phase of resource extraction /energy developments has been documented to drop off as steep as 98 percent in the production and reclamation phase



“The Eagle Ford Shale has the potential to be the single most significant economic development in our state’s history.”

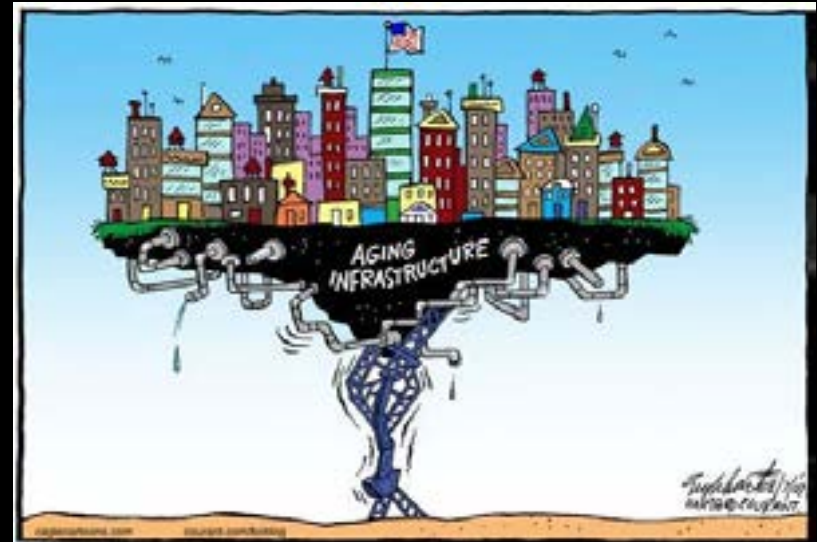
- Railroad Commissioner David Porter

Challenges Still Ahead?



<http://bizbeatblog.dallasnews.com/2014/12/oil-prices-falling-again-down-below-64-a-barrel.html/>

\$45
(as of today)



http://0.tqn.com/d/politicalhumor/1/S/a/1/1/aging_infrastructure.jpg



<http://technorati.com/business/finance/article/debt-ceiling-impact-on-your-dollar/>



Today

Resurgence in downtowns

Increased percentages of people living in “urban” areas

Refocus on mass transit and alternate forms of transportation

And what about the suburbs?



Filipe Frazao/Shutterstock

Benefits of Planning

- Promotes orderly and rational development to ensure that the physical quality of the community remains attractive or improves
- Assists staff and government officials in planning major investments in roads, water, sewer, recreation, schools and other public facilities.
- Protects the community from totally haphazard and uncontrolled growth which can detract from quality of life.
- Assures that increasingly limited tax dollars are spent wisely on major public investments.
- Assists in preserving sensitive natural resources.
- Protects unique or historic buildings or districts and scenic areas.
- Protects existing land uses and, by extension, the local tax base.
- Helps identify and then solve problems before they occur.

Comprehensive vs. Downtown Planning

Comprehensive Planning

- Long-range (typically 20 to 20 + years)
- Comprehensive geographically
- Comprehensive (physical, economic, and social aspects of the city)
- Value oriented (where does the community want to go?)
- A policy guide
- Designates future land use
- Identifies implementation tools
- Continuous

Downtown Planning

- Can be both short- and long-range
- Specifically targeted
- Market oriented
- Action oriented
- Identifies strengths, weaknesses, opportunities, and threats (SWOT)

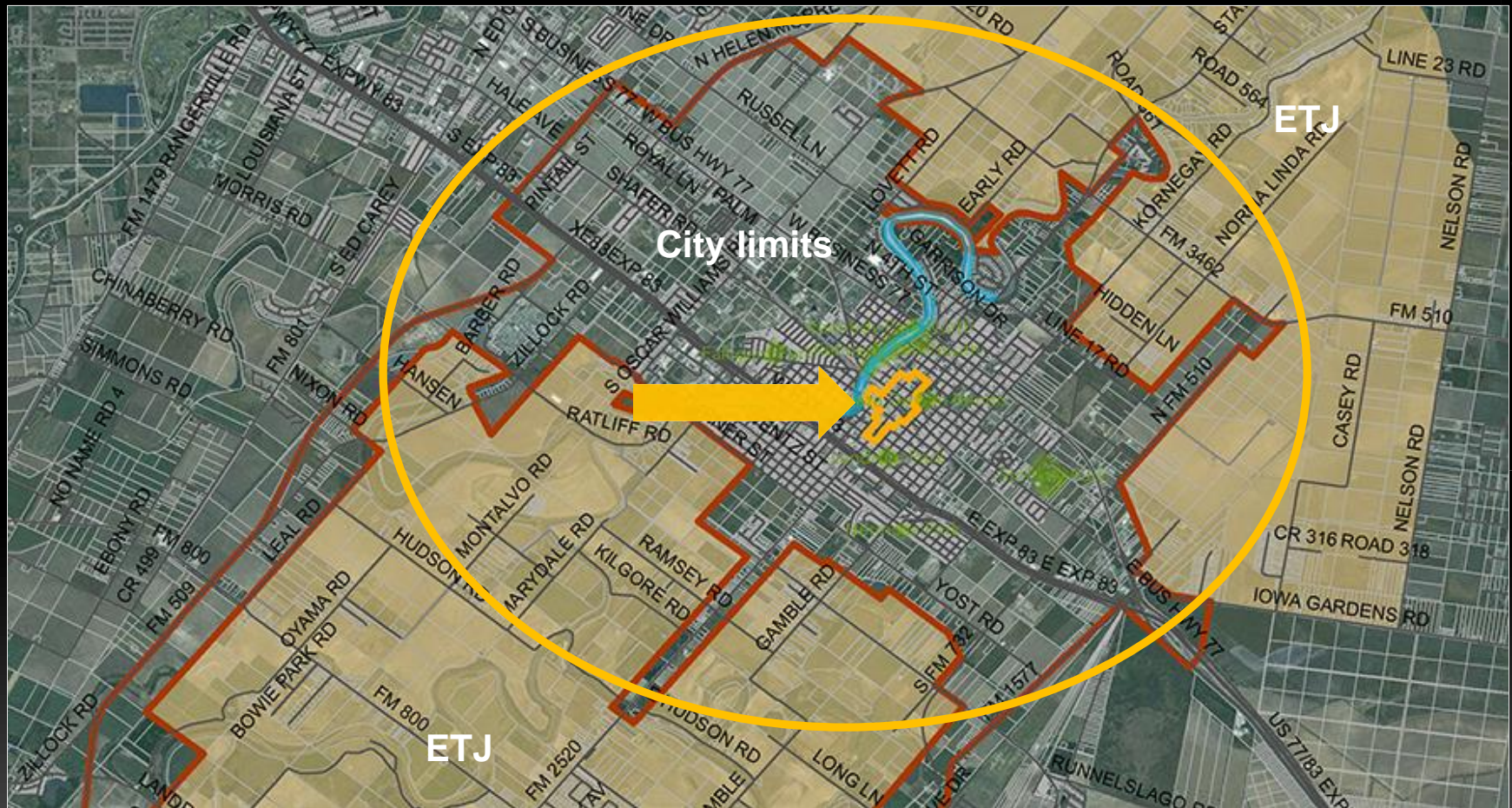
Scales of Planning



Regional Context

Source: Kendig Keast Collaborative

Scales of Planning



San Benito, TX

Citywide

Source: Kendig Keast Collaborative

Scales of Planning



San Benito, TX

Downtown Context

Source: Kendig Keast Collaborative

Scales of Planning



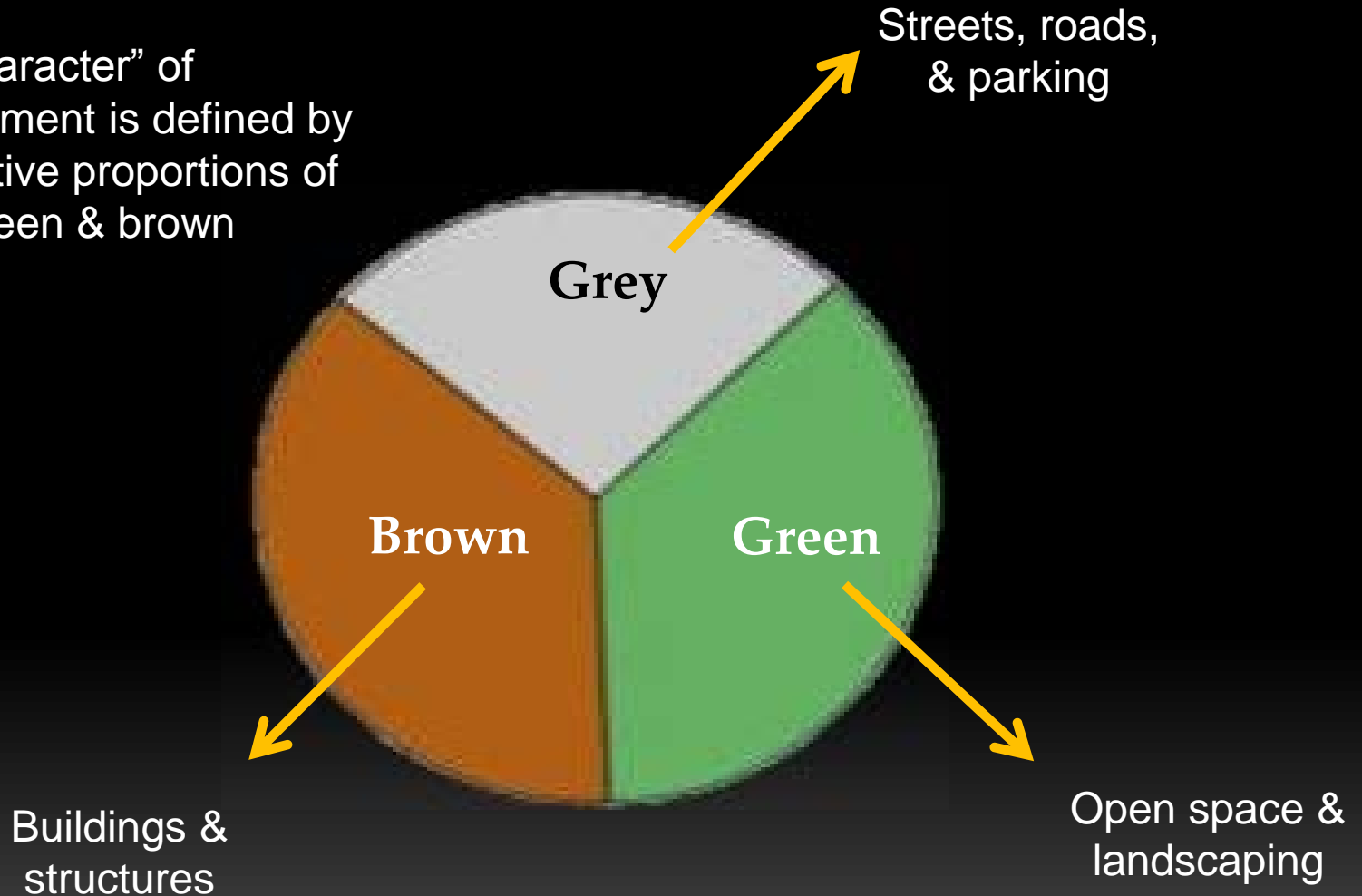
San Benito, TX

Downtown Area

Source: Kendig Keast Collaborative

Defining Character

The “character” of development is defined by the relative proportions of grey, green & brown space

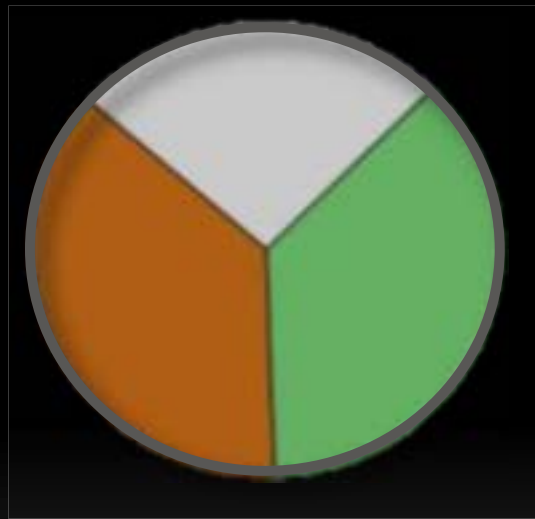


Source: Kendig Keast Collaborative

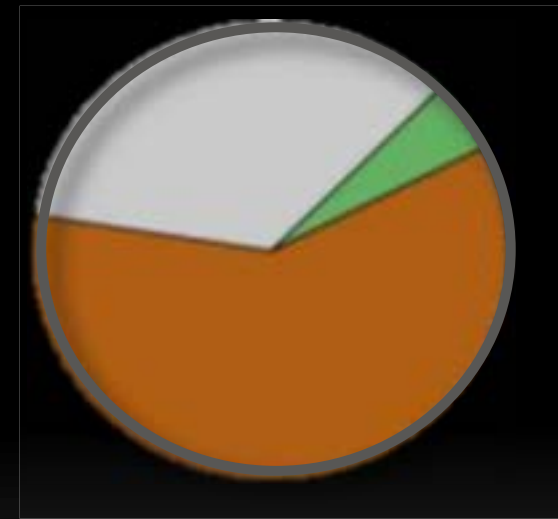
Defining Character



RURAL



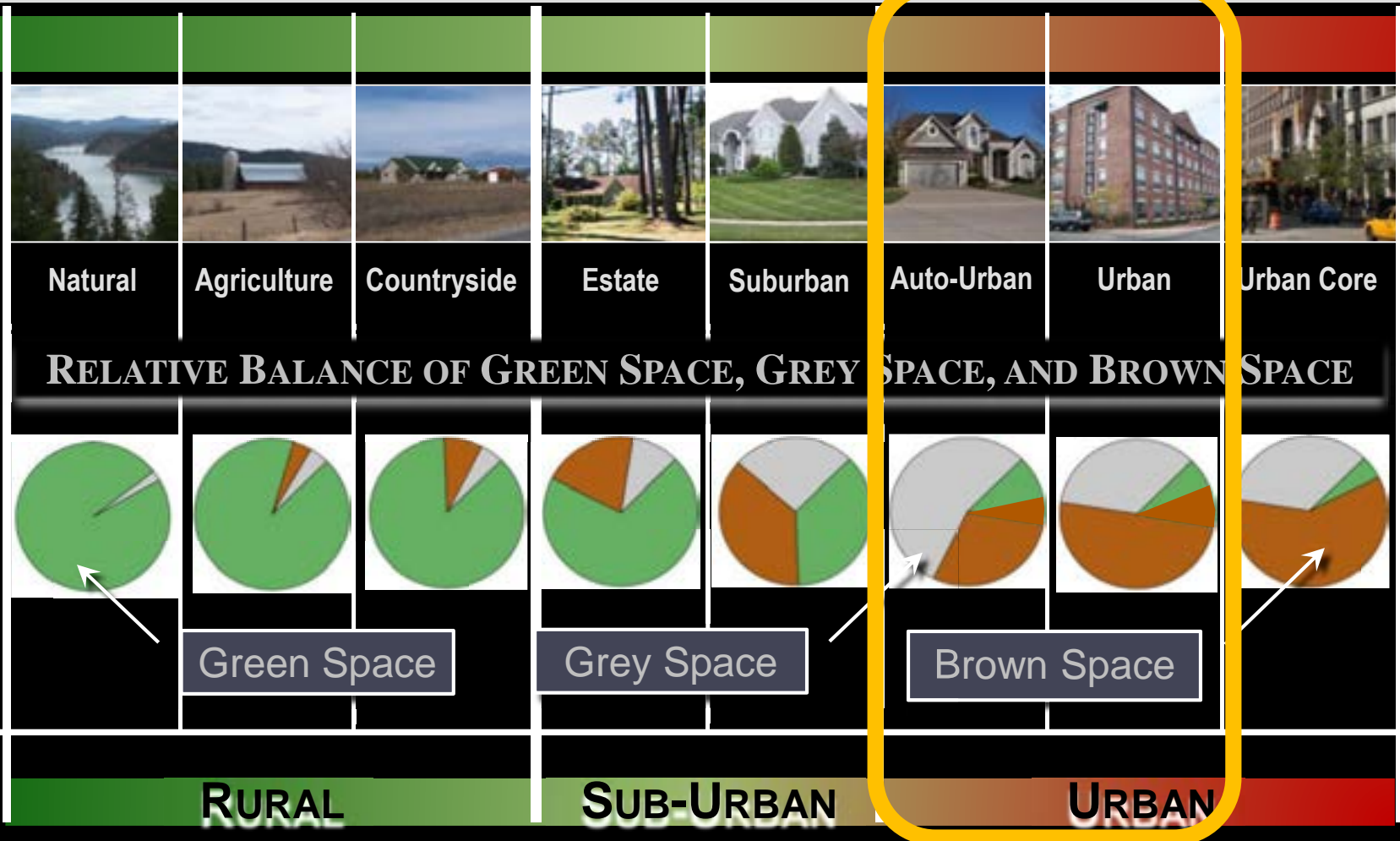
SUB-URBAN



URBAN

Source: Kendig Keast Collaborative

Defining Character



Source: Kendig Keast Collaborative

Urban vs. Auto-Urban Character



Auto-Oriented Character

- Buildings set back behind a sea of parking
- Automobile and off-street parking dominates
- Greater amounts of landscaping / mostly on private property
- Not pedestrian friendly



Urban Character

- Buildings built to the street/sidewalk (i.e., a build-to line)
- Automobile is secondary/parking is on street or in public parking lots
- Less landscaping / predominantly in the public right-of-way or planters
- Pedestrian friendly

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San Benito, TX

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Why are Character & Downtown Important?

- It's the embodiment of the community's history and its cultural center



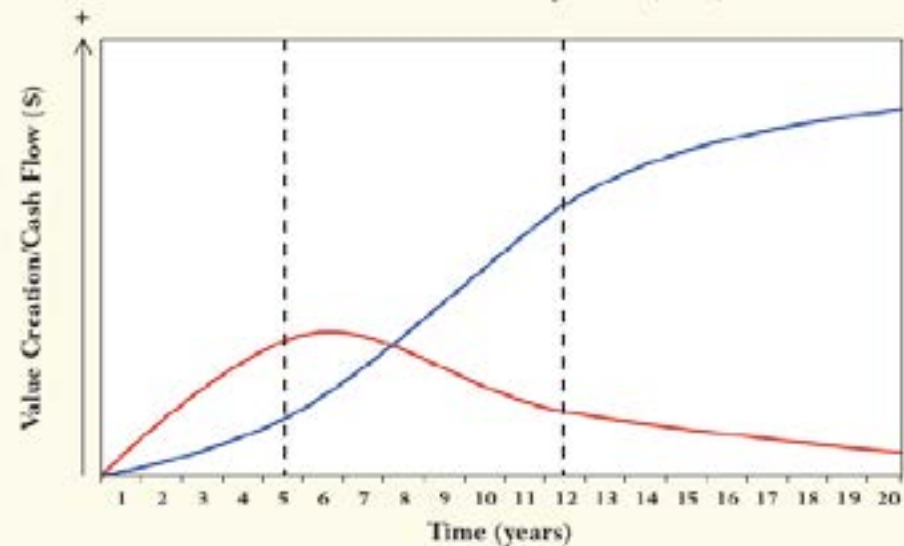
San Benito, TX



Why are Character & Downtown Important?

- It's the embodiment of the community's history and its cultural center
- It is the best long-term investment

Figure 1. Financial Characteristics of Downtowns with Critical Mass (Blue) versus Suburban Development (Red)



Source: Christopher B. Leinberger, Arcadia Land Co. and Robert Charles Lesser & Co.

Why are Character & Downtown Important?

- It's the embodiment of the community's history and its cultural center
- It is the best long-term investment
- It creates the impression of the community's health and vitality



Cuero, TX



Why are Character & Downtown Important?

- It's the embodiment of the community's history and its cultural center
- It is the best long-term investment
- It creates the impression of the community's health and vitality
- It provides opportunities for enhanced quality of life



San Benito, TX



Why is Character & Downtown Important?

- It's the embodiment of the community's history and its cultural center
- It is the best long-term investment
- It creates the impression of the community's health and vitality
- It provides opportunities for enhanced quality of life
- It becomes the marketing tool for the community



City of El Paso:
<https://www.facebook.com/EPDowntownArtistMarket/photos>

Why are Character & Downtown Important?

- It's the embodiment of the community's history and its cultural center
- It is the best long-term investment
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- It provides opportunities for enhanced quality of life
- It becomes the marketing tool for the community
- It is the only way to avoid the “generic” of America
(“Geography of Nowhere”)



Why are Character & Downtown Important?

“It’s really kind of hard to be a suburb of nothing. If you don’t have a downtown, you really don’t have anything. It’s hard to build a community around parking lots and subdivisions.”

– Ed McMahon

Planning Process

- The Main Street Four Point Approach®
 - Organization
 - Vision & consensus
 - Promotion
 - Creating a positive image
 - Design
 - Getting the downtown area in top physical shape
 - Economic Restructuring
 - Strengthening the community's existing economic assets and diversifying its base

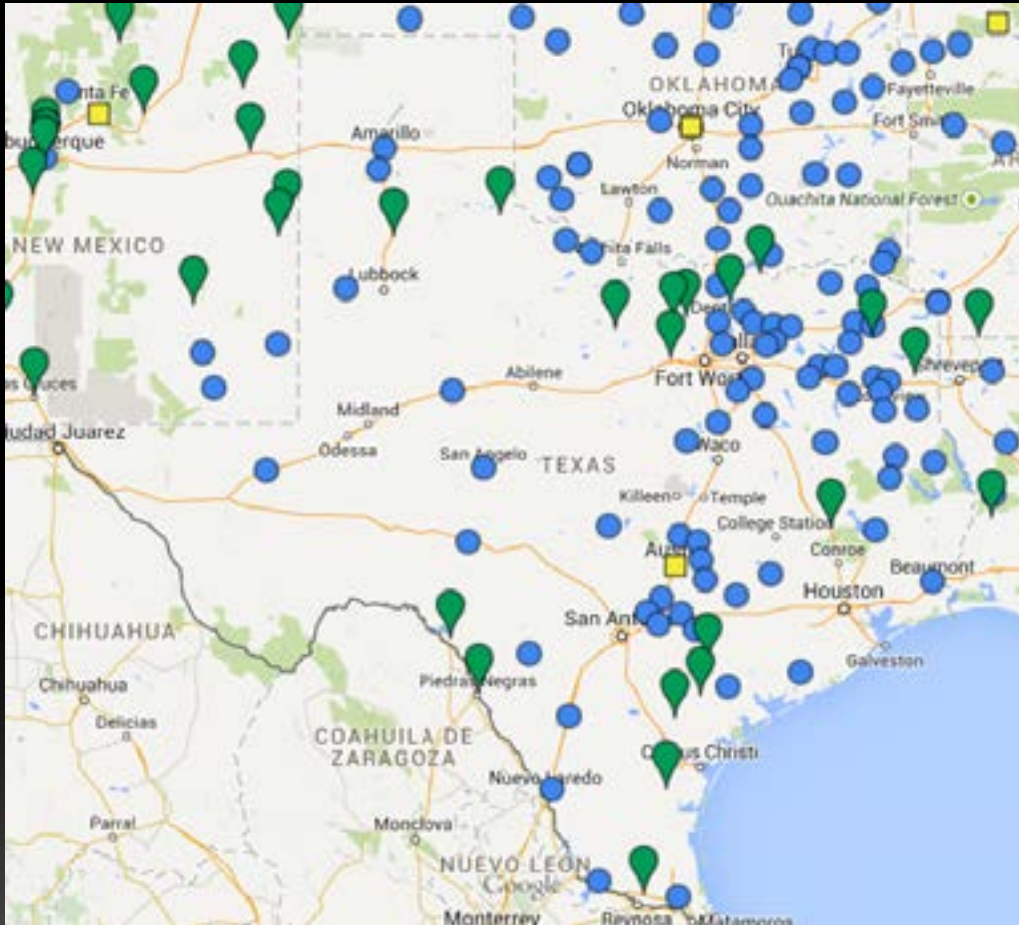
Most downtown plans often (and incorrectly) focus just on design fixes



“For the longest time, we all waited for a white knight to ride into town and fix the problem. But the Main Street people made us realize that the only way to get it done right was to do it ourselves”

– Russell Thomas, mayor of Americus, Georgia

Texas Main Street Programs



Texas:

- 18 Designated Programs
- 64 Accredited Program

Texas Main Street Program, Texas Historical
Commission
Texas Main Street Coordinating Program

Debra Drescher, State Coordinator
P.O. Box 12276
Austin, Texas 78711-2276
Phone: 512.463.5758
Fax: 512.463.5862
Email: debra.drescher@thc.state.tx.us
Website:
www.thc.state.tx.us/mainstreet/msabout.shtml

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Data Needed to Begin Downtown Planning Process

Historic Information

- Historic photographs of downtown
- Historic maps of downtown, such as Sanborn fire insurance maps
- Inventory of historic sites
- National Register of Historic Places nomination materials

Example Sanborn Map



Source: <http://www.lib.utexas.edu/maps/sanborn/p.html>



Data Needed to Begin Downtown Planning Process

Physical Information

- Base maps depicting blocks, lot lines, building footprints, rights-of-way, streets, and sidewalks
- Aerial photograph map
- Existing land use map
- Utilities map
- Topographical map



Buda, TX



Data Needed to Begin Downtown Planning Process

Socioeconomic Information

- Inventory of existing downtown businesses and institutions
- Inventory of downtown properties: ownership, size, improvements, use, value, zoning
- Retail sales statistics
- Housing inventory by unit types and occupancies
- Employment statistics and trends
- Property tax data: tax rate formulas and assessed values
- Real-estate market data: vacancy rates, absorption rates, average rents, land values, building permit trends
- Demographic profiles and population forecasts, including U.S. Census data
- Tourism statistics and trends
- Crime statistics

Source: Downtown Planning for Smaller and Mid-sized Communities by Philip L. Walker: Data Needed to Begin a Downtown Planning Process (pg. 15)



Data Needed to Begin Downtown Planning Process

Public Policy Information

- Previous downtown plans and studies
- City comprehensive plan
- Zoning map
- Zoning ordinances and development codes
- Historic preservation ordinance and design guidelines
- Transit information: route maps, schedules, pricing, ridership data
- Capital improvement plan
- Municipal budget
- Funding programs and financial incentives

Source: Downtown Planning for Smaller and Mid-sized Communities by Philip L. Walker: Data Needed to Begin a Downtown Planning Process (pg. 15)

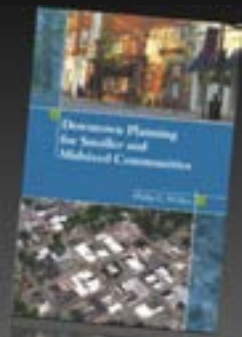


Data Needed to Begin Downtown Planning Process

Political and Organizational Information

- List of elected officials
- List of relevant staff and volunteers for the city and the downtown organization
- List of key downtown stakeholders in the private sector
- Organizational flow chart of the local government
- Bylaws of the downtown organization

Source: Downtown Planning for Smaller and Mid-sized Communities by Philip L. Walker: Data Needed to Begin a Downtown Planning Process (pg. 15)



Historic Preservation

- Historic buildings provide a unique character or brand that gives downtown's a competitive edge
- Be aware of historic preservation ordinances
- Certified Local Government (CLG) Program
 - Federal, state, local partnership
 - Administered by the Texas Historical Commission and NPS
 - Oftentimes local, state, and federal incentives
- Historic resources can be found in city/county archives, local museums, libraries, on-line, etc.



Cuero, TX



Base Maps

- Data intensive
- Used as base for all design enhancement recommendations
- Includes such things as:
 - Existing land use (shown)
 - Lots, blocks, & figure ground
 - Streets, rights-of-ways, pedestrian sidewalks, pathways
 - Utilities
 - Historical and current aerial photographs
 - Building condition assessments



Brenham, TX

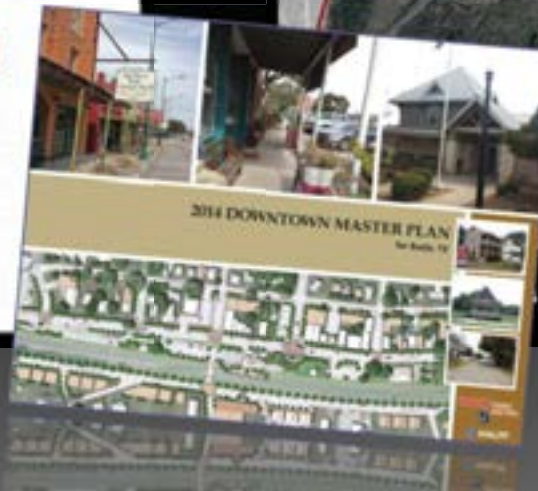
Source: Mesa Design Group & City of Brenham

Base Maps

Example Figure Ground Map



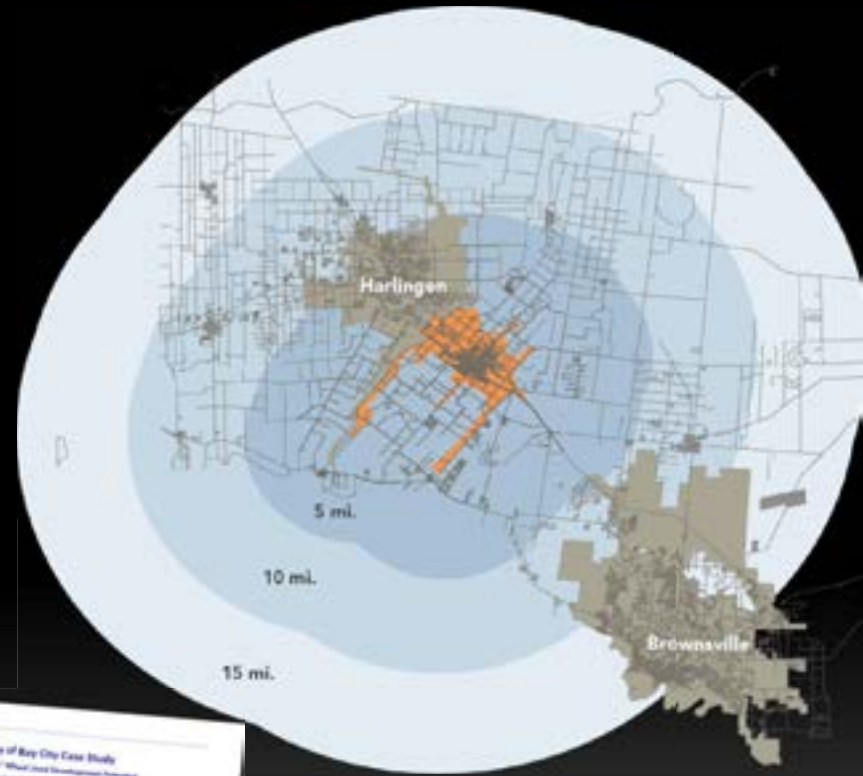
Example Public Parking Area Map



Source Halff Associates, Inc. &
City of Buda

Regional Connections / Linkages

- Successful downtown's create economic opportunities for cities
- Every city is competing for the same economic dollars
- Economic trade area analyses are often used, some common examples include:
 - ESRI Business Analyst
 - Retail Coach
 - Other private firms
- Used to generate general or detailed projections of market potential ... “how competitive” in what?



Source: Kendig Keast Collaborative
+ City of San Benito

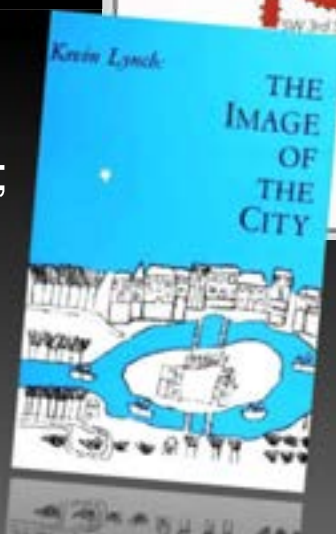


Kevin Lynch Site Analysis

- Site Analysis technique coined by Kevin Lynch in book *“Image of the City”*
- Focuses on what the city’s urban form actually means to the people who live there”
- Focuses on how users understand their surroundings through mental maps of:
 - Paths;
 - Edges’
 - Districts (including character);
 - Nodes; and
 - Landmarks
- Can be internal or public engagement analysis



Source: Kendig Keast Collaborative
+ City of Plainview



Parking Analysis

- Accessibility
- Capacity
 - Existing & build-out
- Management
- Data needed
 - Street network, functional classification, traffic counts, and level of service (LOS)
 - Parking
 - Accessibility, availability, on-street vs. public parking



Brenham, TX

Source: Brenham Downtown Plan & Halff Associates, Inc.

Pedestrian Mobility

Source: Kendig Keast Collaborative
+ City of San Benito

- Pedestrian realm
 - Walkability, neighborhood & other off-site connections
 - Pedestrian movement mapping + distance
 - Access locations
 - On-street parking
 - Public parking lots
 - Transit stops
- Interesting & engaging experience
- Pedestrian safety



Source: Freese & Nichols +
City of Wichita Falls

Regulations & Design Guidelines

- Zoning Regulations
 - Zoning District
 - Land Uses
 - Density, Intensity, Bulk & Scale
 - Floor Area Ratio (FAR)
 - Minimum Lot size
 - Parking
 - On-street and/or off-street public or private parking lots



Cuero, TX

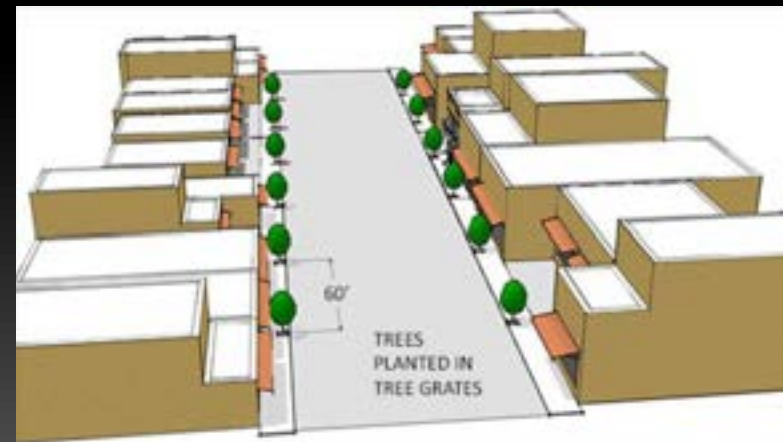
Source: Kendig Keast Collaborative

Regulations & Design Guidelines

- Zoning Regulations
 - Zoning District
 - Land Uses
 - Density, Intensity, Bulk & Scale (Floor Area Ratio (FAR))
 - Lot size
- Floor Area Ratio
- Setbacks & encroachments



Cuero, TX



Source: Kendig Keast Collaborative

Previous Plans & Studies

- Planning at all scales is interrelated
- You don't need to reinvent the wheel on every aspect
- Types of plans/studies
 - Existing comprehensive or downtown plans
 - Regional transportation plans
 - Economic development strategies
 - Regulations
 - Market studies
 - Annual reports
 - Etc.



Source: Kendig Keast Collaborative (top 2);
H-GAC (bottom right)

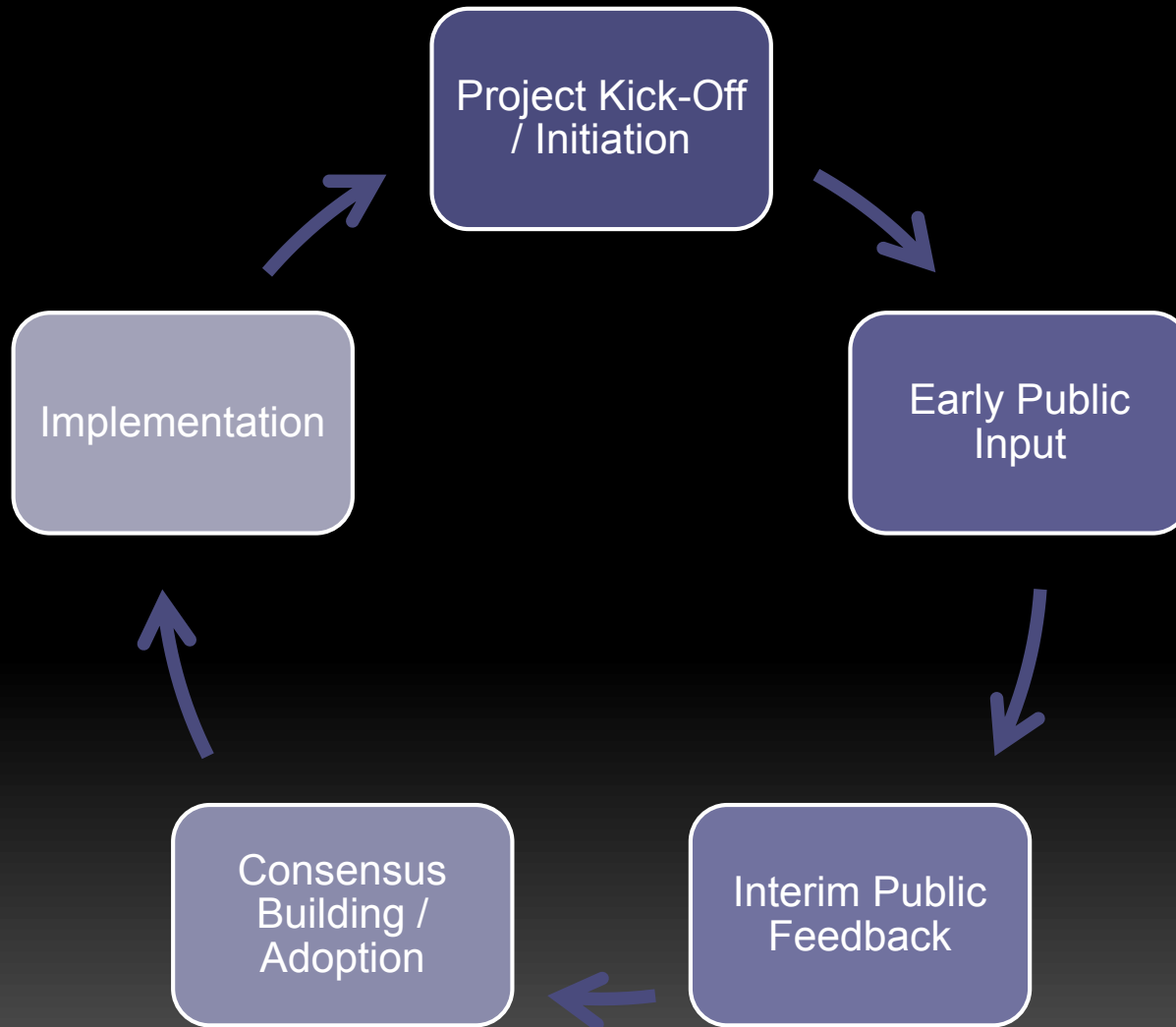
Objectives

- 1) Setting the framework for downtown planning
 - a) Describing the importance of planning
 - b) Overviewing similarities and differences with comprehensive planning?
 - c) Establishing the role downtown plays in the community
- 2) Identifying various methods of data gathering (e.g., community asset mapping)
- 3) Identifying various methods of public engagement appropriate to downtown planning

Objectives

- 1) Setting the framework for downtown planning
 - a) Describing the importance of planning
 - b) Overviewing similarities and differences with comprehensive planning?
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Public Engagement Overview



Project Kick-Off / Initiation

- Meetings with City staff

Early Public Input

- Key Person Interviews
- Small Group Listening Sessions
- Walking / biking tours
- Off -site field trips

Interim Public Feedback

- Open houses
- Surveys
- Design Charrettes / Workshops
- Pre-adoption action Initiatives

Consensus Building / Adoption

- Town Hall Meetings
- Public hearings

Implementation

- Fostering Project Champion(s)
- Implementation Task Force
- Implementation Reporting (Initiative & Annual Reporting)
- Surveys

Public Engagement Strategies

Project Kick-Off / Initiation

- Meetings with City staff

Public Engagement Strategies

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Meetings with City Staff

- Essential input
- Best technical understanding of the city and how everything all works
- Together: present a comprehensive understanding of everything that affects downtown
- Understand realities and limitations
- Helps to identify:
 - Hot button issues
 - Starting point for questions



```
graph TD; A[Project Kick-Off / Initiation] --> B[Early Public Input]; B --> C[Interim Public Feedback]; C --> D[Consensus Building / Adoption]; D --> A;
```

Project Kick-Off / Initiation
- Meetings with City staff

*Public
Engagement
Strategies*

Implementation

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Key Person Interviews



Potential Stakeholders

- City staff
 - Either as a group or individually
- Other public agency staff
 - Transportation officials
 - Regional commission
 - Etc.
- Public officials
 - Mayor & City Council
 - Planning & Zoning Commission
 - Historic Preservation Commission (if applicable)
 - Design Review Commission (if applicable)
 - EDC Board / Chamber representatives
 - Main Street Board (if applicable)
- Targeted interviews
- Can be done in groups of two, but better individually
- More 1 on 1 interaction
- Better feedback with follow up questions
 - Potential “off-the-record” disclosures and input
- More comfortable for those who do not like large groups
- Better to have pre-defined list of questions + open input

Small Group Listening Sessions

- Small groups
 - Invitation only / RSVP
 - Topic focused
 - 12-15 per group
 - Introduction & open input
 - Pre-defined questions if needed
 - Refreshments
- Potential stakeholders
 - Downtown land & business owners
 - Residential owners & occupants
 - Realtors, lenders, & builders, developers, architects & engineers
 - General citizens interested in livability, historic preservation, etc.
 - Civic & neighborhood organizations
 - Technical staff (for support)
- Helps to identify issues & opportunities, vision & goals, etc.



Walking / Bike Tours

- Best means of getting a limited amount of stakeholders out and analyzing the downtown area
- Great for on-the-fly feedback



Source: City of San Antonio at sanantonio.gov

Project Kick-Off / Initiation
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Open Houses

- Large amounts of prep time
- Can be topic based
- Best if led in various places throughout the community or held in downtown
- Unknown participation / feedback
- Advertising
 - Needs wide advertising
 - Could include Mayor invite, City email blast, school flyer, etc.
- Offer food / drink / music



Belleville, IL



Open Houses

Belleville, IL



Surveys / Visual Preference

- Best administered early in the project to be useful
 - Good for identifying issues & opportunities; developing vision & goals, etc.
- Could include:
 - Mailing
 - Web site (e.g., MindMixer; other)
 - Intercept
 - Meetings
 - Etc.
- Oftentimes cost prohibitive
 - Statistically valid surveys are usually not affordable for small downtown planning projects
 - Input is simply viewed as additional “public input”
- How many?
- Typical survey components
 - Perceptions of downtown
 - Issues & opportunities
 - Real life experiences
 - Comparisons

Visual Preference Survey Results - Example

15 Recreational Trails in Downtown

Murfreesboro, TN

Average Score

2.2

Structure (Style/Design): 2.4
Average

Materials: 2.4
Average

Size / Scale: 1.9
Negative

Does this fit on
SR 49?

1

Yes

12

No

2

Yes

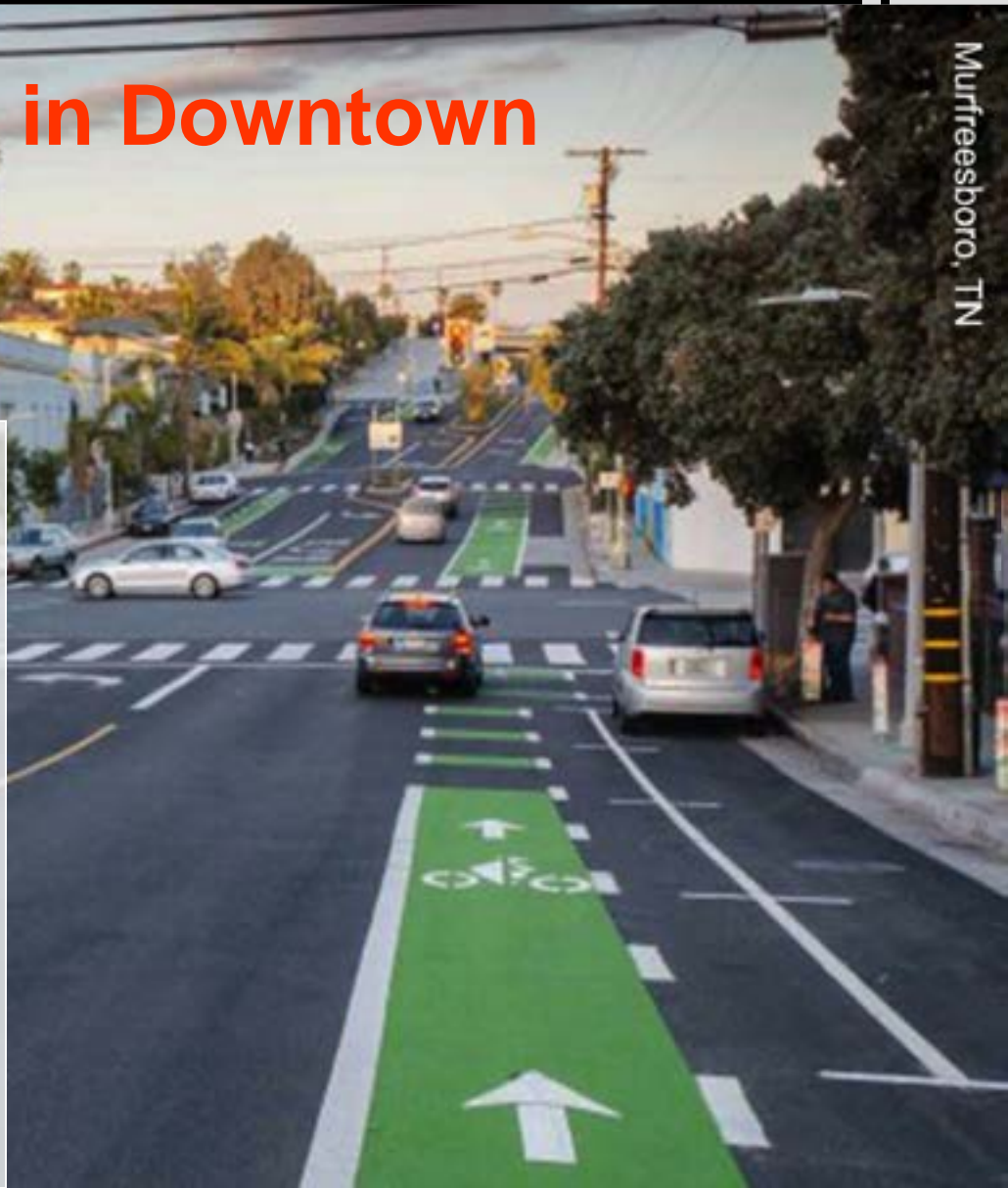
11

No

Contributes to the
character of SR 49?



Below
Average



MindMixer Online Engagement

- What:
 - On-line engagement tool used to initiate discussions and gain feedback
 - Supports 50+ languages
 - Allows interested stakeholders to participate without coming to a public meeting
- Requirements:
 - Requires extensive advertising and active staff participation to keep discussion going



Source: MindMixer (top)
Kendig Keast Collaborative (bottom)

Example MindMixer Results Feedback



Road Bicycling

FIGURE 1.41, LIKELIHOOD OF ROAD BICYCLING IN PAST 12 MONTHS (2013)



Source: Percentages are based on total population. These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. ESRI forecasts for 2013 and 2018.

WHAT ARE MURFREESBORO'S TOP ACCOMPLISHMENTS IN RECENT YEARS?

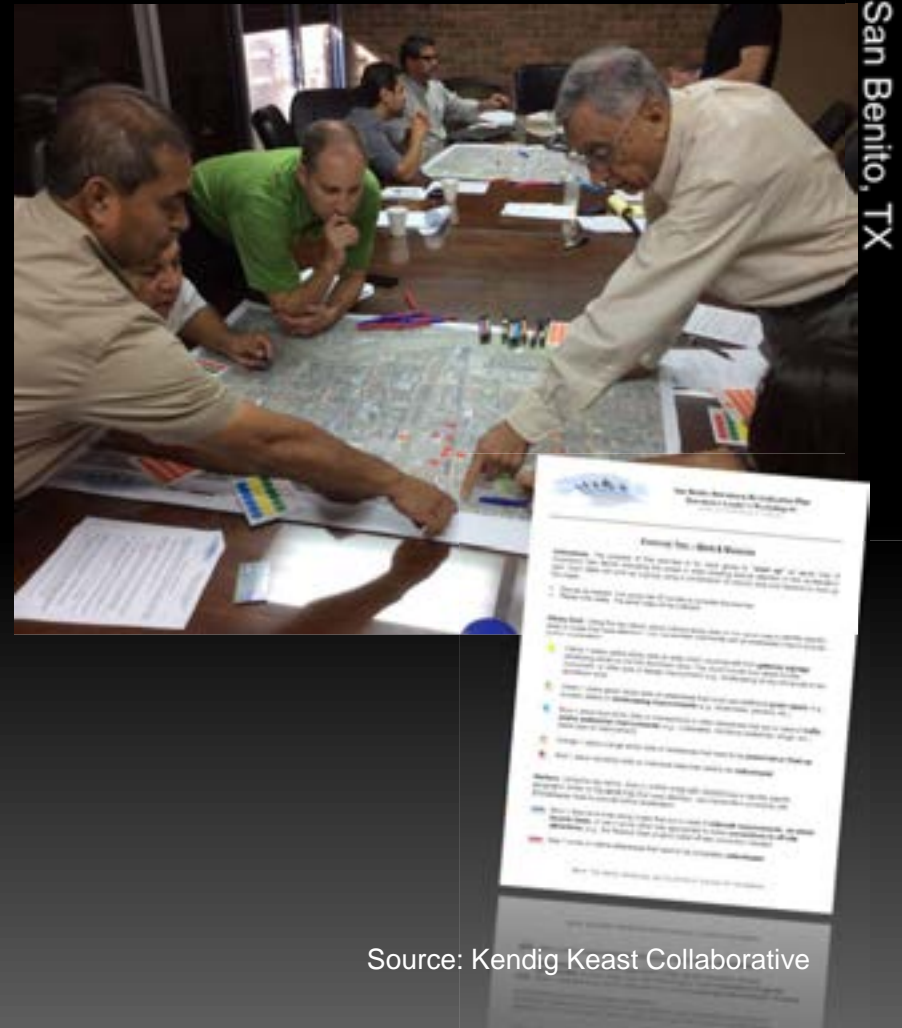
"This is becoming a first rate place to bike. But drivers have to buy-in to expanding those opportunities in town. You could make this town a real tourist destination with a solid biking community."



Source: Kendig Keast Collaborative

Design Workshops / Charrettes

- Targeted participation with hands on feedback
- Focuses primarily on physical improvements
 - streets, people, buildings & connections
- Best after goals and vision has been established
- Intensive to administer
- Different forms
 - SWOT analysis
 - Issues & opportunities analysis
 - Maps & markers / sticky dot exercise
 - Building block exercise (Lego)
 - Design charrette



San Benito, TX

Design Workshops / Charrettes



Design Workshops / Charrettes



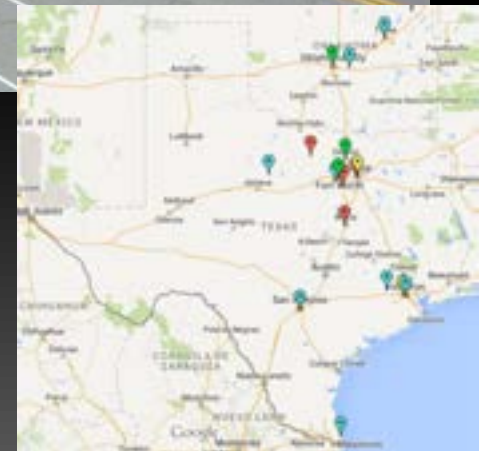
Cuero, TX

Pre-Adoption Implementation Actions

- New form of engagement that demonstrates the effects of physical design changes and how it affects social interactions
- Common example is the Better Block Movement



Source: betterblock.org



Source: betterblock.org

Project Kick-Off / Initiation
- Meetings with City staff

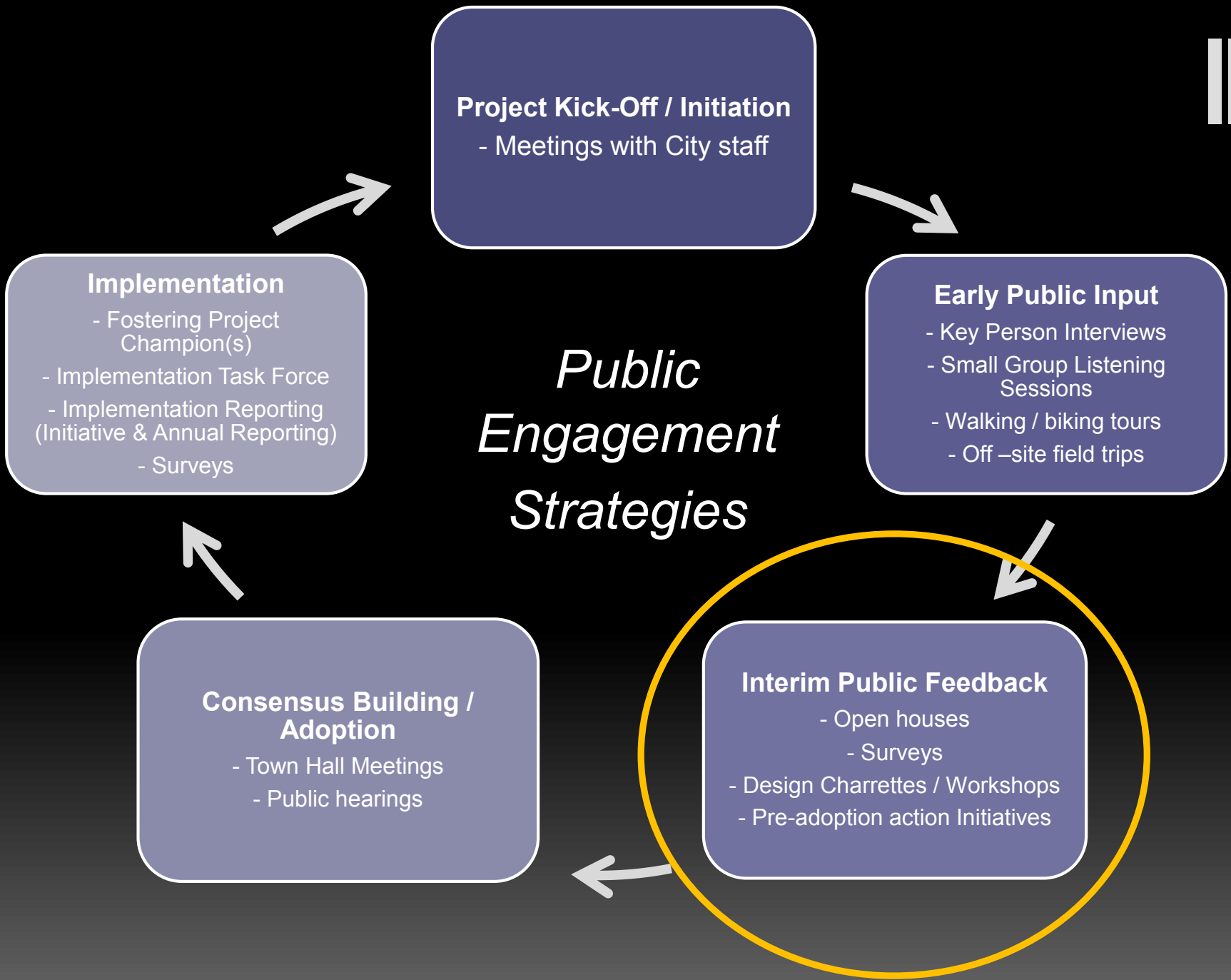
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*Public
Engagement
Strategies*

Consensus Building / Adoption
- Town Hall Meetings
- Public hearings

Interim Public Feedback
- Open houses
- Surveys
- Design Charrettes / Workshops
- Pre-adoption action Initiatives



Town Hall Meetings

- Most traditional form of engagement
- Oftentimes includes:
 - Overview presentations
 - Topic specific break-out sessions
- Recommendations
 - Advertise widely
 - Offer food, music, give-aways, etc.
- Do not allow public comment until break-out sessions
 - Removes possibility of activist band-standing



Cuero, TX

Public Hearings

- Downtown Plans oftentimes viewed as a sub-plan of a Comprehensive Plan
- Ensure public notice meets local regulations and minimum state requirements
- If public engagement is done correctly during process ... public hearing should be a formality





```
graph TD; A[Project Kick-Off / Initiation<br/>- Meetings with City staff] --> B[Early Public Input<br/>- Key Person Interviews<br/>- Small Group Listening Sessions<br/>- Walking / biking tours<br/>- Off-site field trips]; B --> C[Interim Public Feedback<br/>- Open houses<br/>- Surveys<br/>- Design Charrettes / Workshops<br/>- Pre-adoption action Initiatives]; C --> D[Consensus Building / Adoption<br/>- Town Hall Meetings<br/>- Public hearings]; D --> E[Implementation<br/>- Fostering Project Champion(s)<br/>- Implementation Task Force<br/>- Implementation Reporting (Initiative & Annual Reporting)<br/>- Surveys]; E --> A;
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**Consensus Building /
Adoption**

- Town Hall Meetings
- Public hearings

Plan Adoption – Now What?

- 
- Implement the vision, goals, & recommendations
 - Identify a project champion
 - Establish an Implementation Task Force
 - Market & acknowledge success
 - Monitor annually / annual report on progress
 - Solicit continued feedback

“Planning is the easy part – implementation is where the rubber meets the road ... and the road is oftentimes bumpy and curvy.”

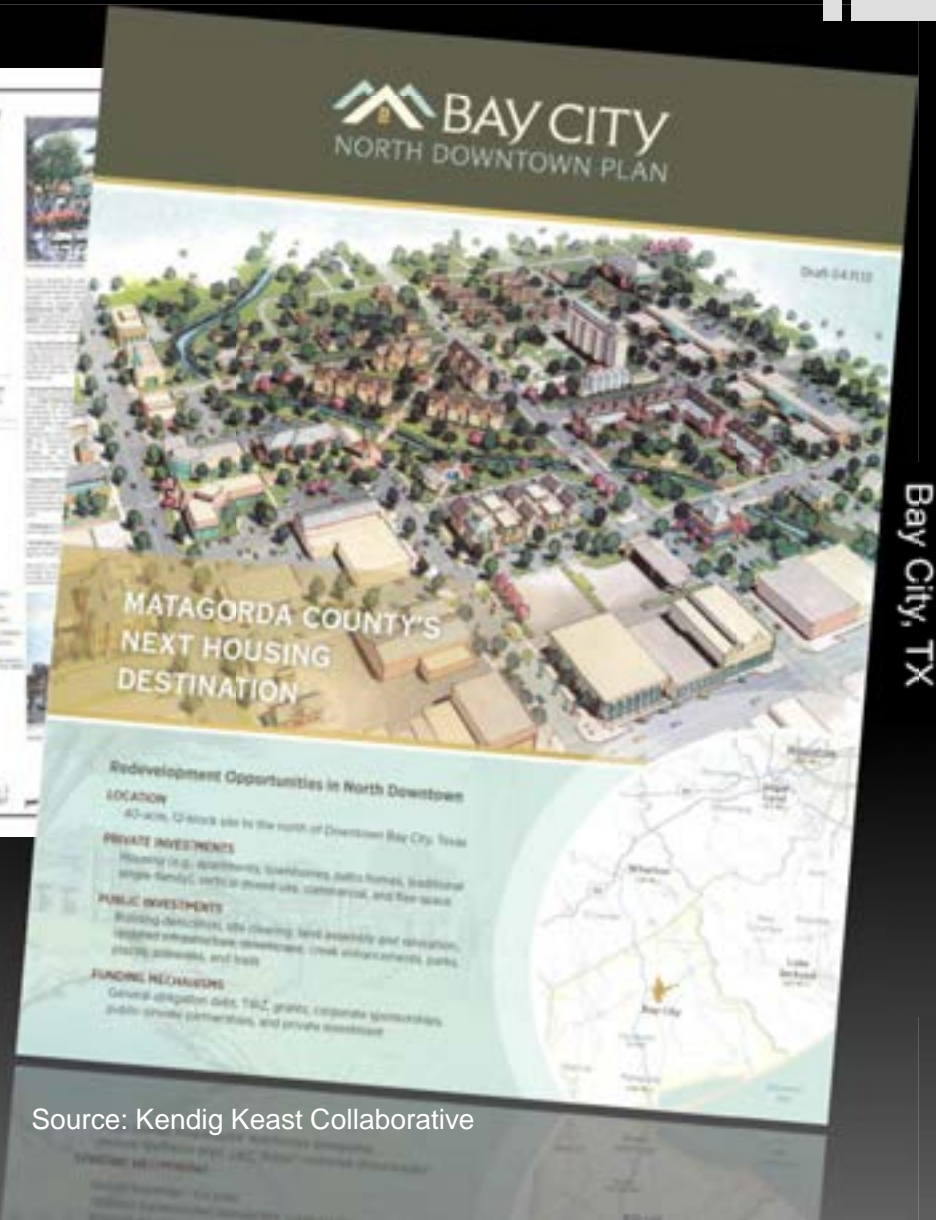
“An important part of public engagement during the planning process is to generate support for post-adoption implementation, to establish a group of motivated stakeholders, and to identify a project champion who is willing and able to initiate and sustain the help of others to carry the plan through to on-the-ground implementation.”

– Matt Bucchin, AICP, LEED Green Associate

Good Plans



Source: Gateway Planning Group + HNTB
+ City of McKinney



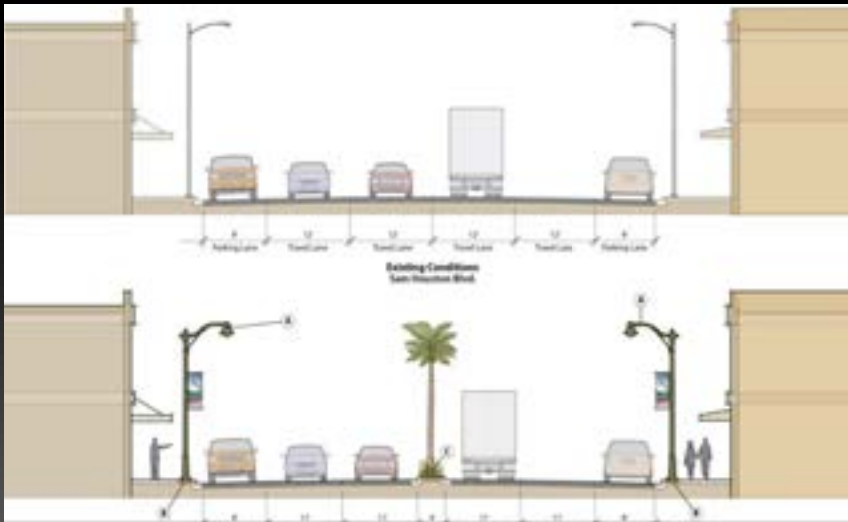
Source: Kendig Keast Collaborative

Strategic Guidance

Cuero, TX



San Benito, TX



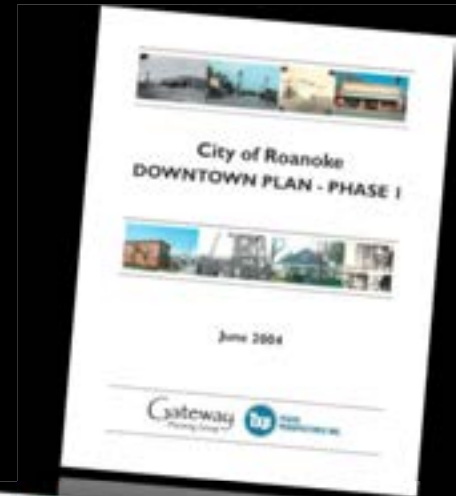
Source: Kendig Keast Collaborative

Achievable Outcomes

Before (2006)



After (2012)



Questions and Answers



Thank You

For follow up questions:

Matt Bucchin, AICP, LEED-Green Associate

Visit my LinkedIn Profile

(mention Downtown Presentation in invite)



KENDIG KEAST
COLLABORATIVE

A painting of a man in a dark suit and hat, sitting on a wooden stool. He is looking out of a wireframe box that is drawn on a green wall and floor. The box is made of white lines. The man is holding a small object in his right hand, looking at it. The background is a green wall and a yellow floor.

Thinking Outside the Box

**Houston-Galveston Area Council Workshop
January 15, 2015**

Bastrop



Fayetteville



Garland



Paris

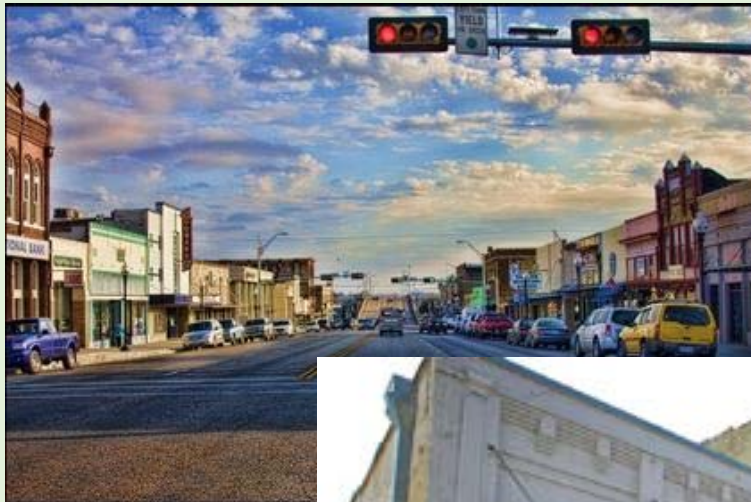


[illegible]

Sulphur Springs



Taylor

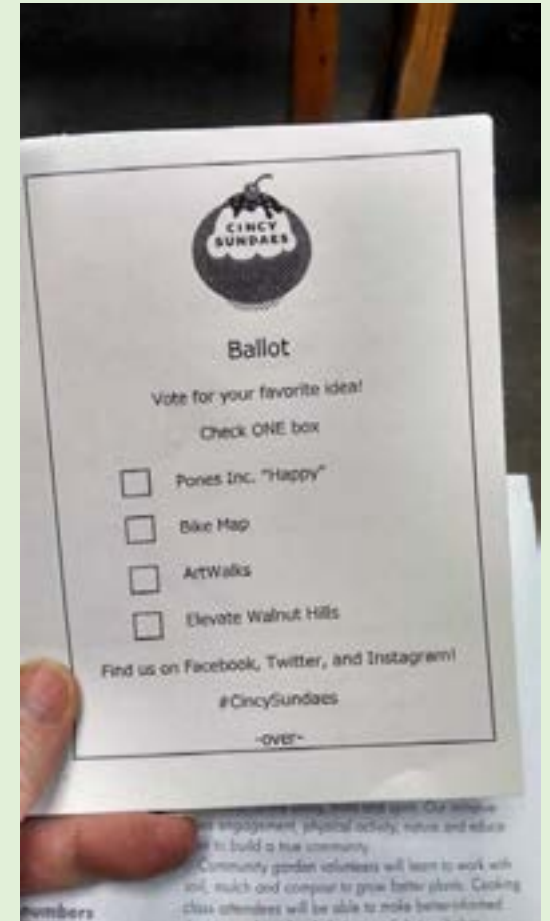


- Restaurants, coffee shops, specialty food
- Entertainment
- Upscale apparel/accessories, footwear
- Electronics – computers, phones, digital equipment
- Specialty retail: toys, sporting goods, transportation
- Home furnishings and appliances
- Visual and performing arts
- Professional Offices

Huntsville, Alabama



Cincinnati, Ohio



Crowdfunding

Citizeninvestor



FEATURED PROJECTS

 CLEAN UP CF: NEW BINS IN JENKS PARK ABOUT CENTRAL FALLS, RI: With an area of just one square mile, Central Falls, Rhode Island is... Central Falls, RI \$10,000 of \$10,000 raised	 SUMMER HEATWAVE The City of Galesville seeks to expand Summer Festivals, a popular and beneficial program serving... Galesville, IL \$10,000 of \$10,000 raised	 HOLIDAY PARK DOG PARK We've all noticed the new developments in Port Townsend - Downtown, Pigeon Village, Sunrise... Port Townsend, WA \$10,000 of \$10,000 raised	 CANTON REC TUNNEL SLIDE The Problem: The Canton Recreation Park's existing playground equipment is in danger and... Canton, NC \$10,000 of \$10,000 raised
--	---	--	--

Let's Build a Better Michigan

Amazing local projects, right to your inbox

email address

[view projects](#)

A colorful illustration of Michigan with various symbols: a lighthouse, a red barn, a pink car, a hot dog, a baseball field, a city skyline, a bridge, and musical notes.

Catherine Sak

info@texasdowntown.org

512-472-7832

www.texasdowntown.org





CAPITALIZING ON HISTORIC RESOURCES

Presentation for Houston-Galveston Area Council

Debra Drescher

State Coordinator

Texas Main Street Program, Texas Historical Commission

January 15, 2015



Main Street /S economic development through historic preservation



Historic Preservation is:

The act of recognizing places from our past that are important to us, caring for those places by utilizing the most appropriate treatment, and then continuing to use them in ways that enrich our lives.

Disciplines:

- Archeology
- Architecture
- History, architectural/
public history
- Materials & building
conservation
- Urban & regional planning

Work focus:

- Art conservation
- Construction trades
- Heritage tourism
- Landscape architecture
- Public administration-city
planning, downtown
revitalization
- Structural engineering

Main Street **Economic Restructuring:**

Strengthens the community's existing economic assets while diversifying the economic base. The goal is to build a commercial district that responds to the needs of today's consumers while maintaining the community's historic character.

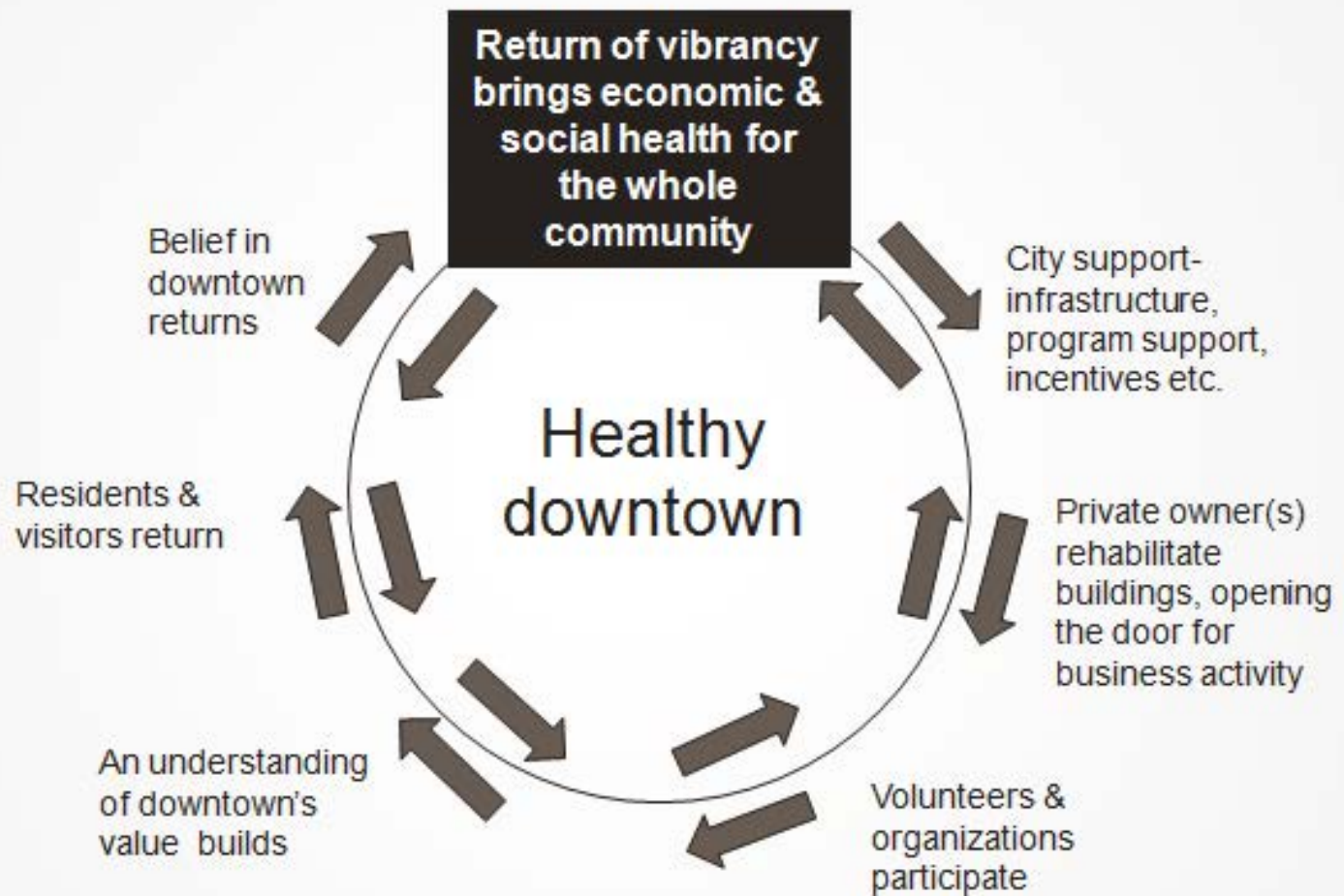
- *Ethically* repurpose properties with a focus on historic preservation
- *Strategically* repurpose historic properties with a focus on the marketplace

What is Main Street?

Sustainable downtown revitalization through historic preservation, volunteerism and the **Four-Point Approach**, a national model.



Step by step approach



4 TOOLS



**Texas Historical Commission – Main Street Program
10 Funding Methods for Main Street Communities**

These funding methods are only some of the many ways to fund projects in Main Street districts. There are other documents on the Texas Historical Commission (THC) website that provide additional assistance including "Funding A Local Main Street Program" (<http://www.thc.state.tx.us/mainstreet/msrevitalize.shtml>). The options listed below are not in any priority order.

1. Texas Department of Agriculture, Texas Capital Fund, Main Street Improvements Program.

This program provides eligible Texas Main Street communities with matching grants to expand or enhance public infrastructure in historic Main Street districts. The program aids in eliminating handicap barriers and deteriorated conditions in the downtown. Grants range from \$50,000 to \$150,000 per community. Through this partnership with the Texas Department of Agriculture, designated Main Street Programs have received more than \$11.1 million in grants and leveraged more than \$23.7 million in projects.

For more information:

<http://texasagriculture.gov/GrantsServices/RuralEconomicDevelopment/TexasCapitalFund/MainStreetImprovementProgram.aspx>

2. Texas Department of Agriculture, Infrastructure Development Program

This program provides grants for infrastructure development to create or retain permanent jobs in primarily rural communities and counties. The funds are for public and private infrastructure projects and are intended to encourage new business development and expansion. Applications are accepted on the 20th of each month. These grants, which are available to non-entitlement communities as defined by the federal government or to county governments, range from \$50,000 to \$1.5 million. For more information:

<http://texasagriculture.gov/GrantsServices/RuralEconomicDevelopment/TexasCapitalFund/InfrastructureDevelopment.aspx>

3. Texas Department of Agriculture, Real Estate Development program

This program provides zero-interest loans to fund real estate acquisition or improvements to create or retain permanent jobs in primarily rural communities and counties. Funds can be used for acquisition, new construction or rehabilitation. Loan amounts range from \$50,000 to \$1.5 million. Applications are due the 20th of each month.

For more information:

<http://texasagriculture.gov/GrantsServices/RuralEconomicDevelopment/TexasCapitalFund/InfrastructureDevelopment.aspx>

4. Economic Development Sales Tax

(Type A; Type B)

Allowed under the Industrial Development Corporation Act of 1979, a city in Texas can adopt by community election a Type A or a Type B economic development sales tax on top of existing sales taxes, as long as the total local sales tax option does not exceed 2%. (State sales tax rate of 6.25%; local rate up to 2% for a total sales tax of 8.25%.) Type A economic development corporations are typically created to fund industrial development projects but have been used for downtown economic development efforts for a project with a primary employer. Type B is more often used for Main Street projects and activities. In

Financing
and
economic
develop-
ment



MAIN STREET PROGRAM

LIVE

WORK

PLAY

VISIT

Main Street
Program

Awards

Board Members and
Meeting InformationCurrent Downtown
Projects

Downtown Partners

Fundraising

In the News

Videos and Photo
Galleries

MAIN STREET PROGRAM



It's not by chance that Main Street and the downtown Square is a destination for residents and visitors alike. Through concentrated efforts and careful planning, the heart of Georgetown continues to improve and thrive, growing each year as the bustling city center it was intended to be.

To reach these goals, the Georgetown Main Street Program works to enhance downtown vibrancy and historic preservation by implementing guidelines set forth by the National Trust Main Street Center's Four Point Approach, a national revitalization movement currently in place in more than 2,000 communities across

Historic

Preservation



Existing Streetscape



Historical Photograph



A View Along Fowlkes Street

The First Lady's Rendering demonstrates how several buildings in the Main Street district can benefit from design improvements; some very simple yet still quite effective. Changes to the buildings include: uncovering and repairing historic transom windows, restoring historic elements such as doors, cornices and canopies, and developing new color schemes, signage, and window displays.

The success of the Texas Main Street Program extends beyond the realm of the individual building facade to encompass the public realm; the sidewalk and streets. Outdoor cafes, bicycle lanes, landscaping, and small public parks (pocket parks or "porchelets") all contribute to the vitality that is so essential for a successful Main Street District.



TEXAS HISTORICAL COMMISSION
real places telling real stories

First Lady's Rendering
Sealy, Texas

DATE: March 27, 2014
ADDRESS: Fowlkes Street
DRAWN BY: Sarah J. Blankenship
NOT FOR ADULTS ABOVE APPROVAL
PERMITTING OR CONSTRUCTION



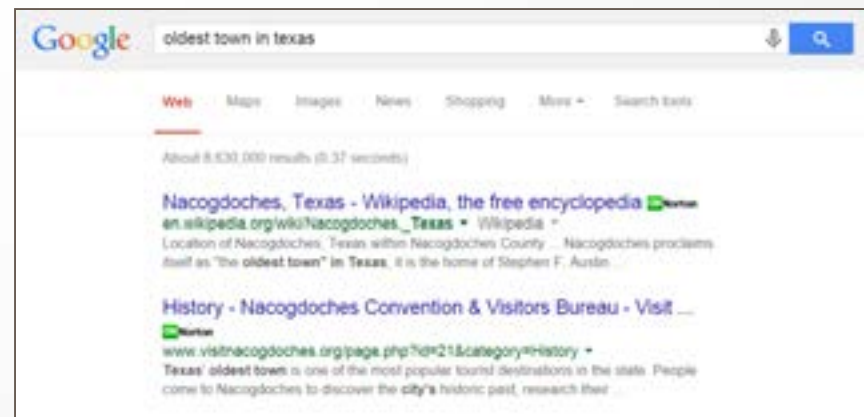
CASE STUDIES

Nacogdoches Strategy and Organization

Sustainable organization:

- fully staffed and funded Main Street organization for 17 years
- 10+ partners to Main Street with defined funding and organizational roles in the downtown revitalization effort

Community and heritage branding – The Oldest Town in Texas



Nacogdoches

Economic

- \$13.36 million reinvested downtown (\$775,232 annually)
- 15,251 volunteer hours contributed to downtown (\$356,873 value)
- Leveraged impact: \$43,000 additional in 2014 from partners for projects -- alleyways, planter boxes, bike racks, improvement grants, downtown lighting etc.
- 2 to 1 return on investment



PROJECT: 116 N. Faxon St.
CITY: Nacogdoches, TX
DRAWN BY: Leslie Wollenden
DATE: April 26, 2012
ARCHITECT: Howard Langner
Not for regulatory approval,
permitting, or construction

SHEET NUMBER
1

Nacogdoches

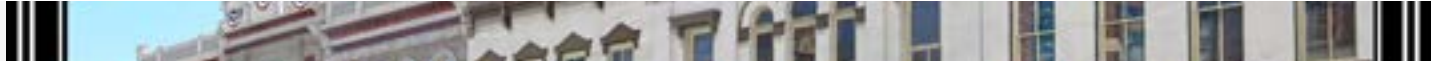
Physical/Design

- Certified Local Government (THC)
- National Register Historic Commercial District/THC, NPS (tax credits)
- Local landmark program for historic properties
- Local preservation ordinance & preservation officer, commission
- \$5 million in private property rehabilitation and restoration

MYER & SCHMIDT
BUILDING
NACOGDOCHES, TEXAS

Cuero

Strategy and Organization, Branding and Identity



Main Street program created 2013

- Staffed 100% dedicated to manage the district
- Volunteer Board and committees created to carry out Main Street program
- Social and traditional media program created to attract attention to the district
- 5 new downtown events created
- Strategy Plan/Program of Work instituted

Cuero

Economic Development/Physical and Design

- Business recognition program
- Bat program to address significant design and economic development issue
- Aesthetic improvements – 47 hanging baskets
- Main Street office = building rehabilitation with TMSP assistance
- \$2.8 million in reinvestment



CONTESTS



CUERO RECORD

Established 1894 • Pulitzer Prize 1955

THE CUERO RECORD

120 • No. 15 • USPS 781 - 120

WEDNESDAY, APRIL 9, 2014

22 PAGES • PLUS INSERTS • 75¢

Shoppers flock downtown, city park for weekend sales

By ELIZABETH RODRIGUEZ
CUERO RECORD

More shopping than usual took place Saturday in Cuero. Two events, the Keep Cuero Beautiful City-Wide Garage Sale and the Main Street Program Shop the Blocks event, brought Cuero residents outside and to the park and downtown for a shopping fix.

Thirty-eight booth spaces were reserved at the park pavilion and 13 stores downtown participated in the event.

Linda Smith, a vendor at the park, said she used the sale as opportunity to clean out her home.

"My husband and I spent all week

See SALES, Page 3A



Shown from left, Georgia Alvarez, Nickie Tobor, and Helen Alvarez of Westhoff shop and socialize at the Keep Cuero Beautiful City-Wide Garage Sale April 5. Photo by Elizabeth Rodriguez/CueroRecord.

CHERRY
MA
COMPANY



unbearable facade grant. The winner of the contest was Off Broadway. The grant can be used toward new signage, paint, wiring or any other exterior improvements.

The setting was downtown Cuero, but the shopping risk, nonetheless, carriage rides and carousel created a Christmas festivity on Main Street.

The Christmas in Downtown event was sponsored by the City of Cuero and organized by the Main Street Program.

Bridgeport News, Main

and \$4,000 in corporate sponsorships. The cost to fund the event was \$13,000.

"Currently, the event is the deadline to come out and enjoy and to help promote and market downtown businesses," Blue said. "As the event continues to grow, it will be a fundraiser for the

See EVENT, Page 2A.



The City of Cuero and Cuero Main Street Program sponsored the Christmas in Downtown event Dec. 13-14. Children enjoyed using on street chalk on the artificial ice skates. Photo by Elizabeth Rodriguez/CueroRecord.

San Angelo

Mission Statement:

Downtown San Angelo's Mission is to utilize the Main Street 4-Point Approach: design, economic restructuring, organization and promotion, to develop the historic central business district of downtown San Angelo into a unified element of cultural and economic vitality. To enhance revitalization and preservation programs to safeguard downtown San Angelo's rich history.

Vision Statement:

Downtown San Angelo is envisioned as an inviting environment sustained by historically preserved and restored buildings, thriving businesses that appeal to locals and tourists, a uniquely distinct area anchored by traditional institutions and living spaces that exemplify the neighborhood concept.

- Urban Main Street program since 2005
- \$90.9 million reinvested of which 57% is private-sector reinvestment
- 50 small businesses created
- THC First Lady's Texas Treasure community award recipient

DOWNTOWN
SAN ANGELO, Inc.



Historic preservation
and the Main Street
framework encourage
the understanding
that ...

**Georgetown, Main Street program 24 years
\$61.3 million reinvested**



**Historic resources have proven
social and economic value**

Decatur, Main Street program 20 years
6,200 population, average annual
reinvestment=\$389,000



The effective partnerships of many
individuals and organizations must work
together to create and maintain a vital
downtown

Downtown revitalization is a long-term proposition



San Marcos, today

Texas Main Street Program staff:

- Program capacity building and maintenance
- Education and training
- Design/architectural/preservation
- Economic Development
- Community planning

Applications for 2016 entrance closes July 31, 2015

What historic downtowns represent
*“...is universal. Main Street is the
economic engine, the big stage, the
core of the community. Our Main
Streets tell us who we are and who we
were, and how the past has shaped
us.”*





TEXAS HISTORICAL COMMISSION

real places telling real stories



TEXAS HISTORICAL COMMISSION

real places telling real stories

Environmentally Friendly Downtowns

Presentation for H-GAC

Sharon Fleming, AIA, DSHPO
Director, Division of Architecture

January 15, 2015



Reputation as Energy Hogs?



Fayette County Courthouse,
La Grange



Existing Buildings

The Challenge:

- 48% of greenhouse gas emissions caused by construction & operations of buildings
- EPA has projected that over 27% of buildings will be replaced between 2000 and 2030.



Existing Buildings

“Buildings are deceptively complex. At their best, they connect us with the past and represent the greatest legacy for the future.”

from the
Whole Building
website





Where are we headed?

- **Inherent green principles of preservation**
- **Secretary of the Interiors Standards**
- **Strategies of green retrofitting**
- **Case studies**



Inherently Green: ideal locations



*Seaboard Power Plant,
Austin*

Historic buildings are typically located in the heart of communities, using existing infrastructure, preserving green space, rehabilitating brownfields and providing walkable communities.



Inherently Green: Climate-responsive design

Historic buildings have traditionally used passive features, such as:

- solar shading,
- natural ventilation,
- daylighting,
- with less reliance on mechanical systems.



*Congress Avenue and Tipps Building
Austin*



Inherently Green: Thermal mass / diurnal cycles

Historic buildings are often built with heavyweight materials that absorb and release heat in day-to-night cycles



Adobe wall repairs



*Hudspeth County Courthouse,
Sierra Blanca*



Inherently Green: Regionally-sourced materials

Historic buildings are often built with local materials and local labor.

For one million dollars spent on construction, historic rehabilitation has been shown to create 15% more jobs than new construction.



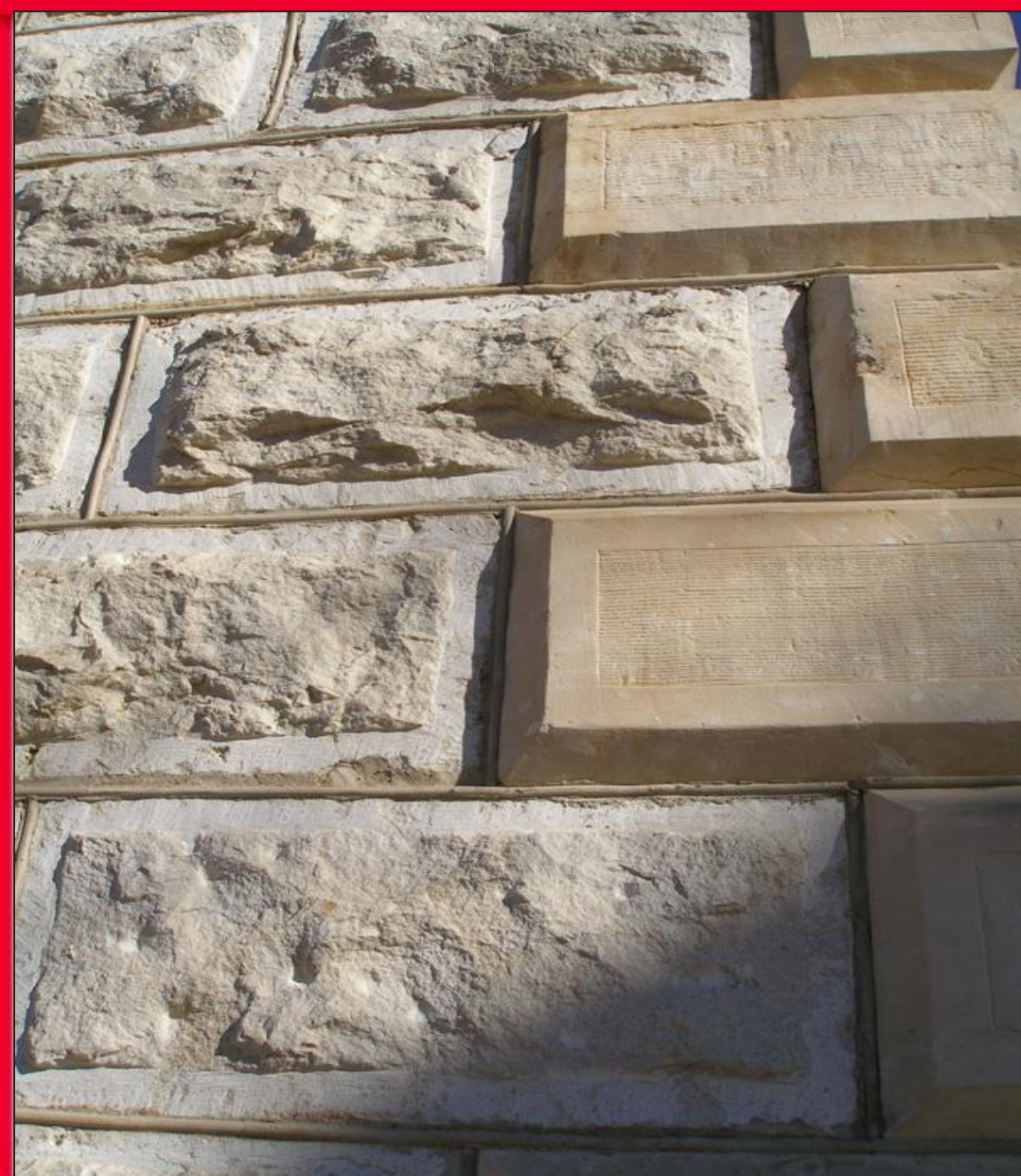
*Mills County Courthouse,
Goldthwaite*



Inherently Green: Return on investment (ROI)

Historic buildings are typically built with durable, long-lasting materials. By not replacing these materials, they are delivering a long return-on-investment.

*Hamilton County
Courthouse,
Hamilton*





Inherently Green: Embodied energy



Life cycle assessment accounts for the true cost of fabricated materials in new and existing buildings.



Inherently Green: Embodied Energy



Existing buildings continue to pay dividends on the cost of not only the materials themselves, but also the energy expended to extract and produce materials, the energy to transport materials, and the energy to construct buildings.



Inherently Green: Demolition waste



About one-third of all U.S. waste consists of building construction debris.



Inherently Green: Embodied Energy



Historic buildings are reservoirs of energy, as well as the hopes, dreams and fears of previous generations.



Measuring Performance



Secretary of the Interior's Standards for the Treatment of Historic Properties

Ten Philosophical Principles



Secretary of the Interior's Standards

While these benchmarks are used for best practice in rehabilitating historic buildings, they also provide a foundation to sustain historic buildings into the future.

There is a synergy in the Standards that has much in common with sustainability.

Built to last





Standards: Compatible use

A property will be used as it was historically or be given a new use that requires minimal change to its distinctive materials, features, spaces, and spatial relationships.

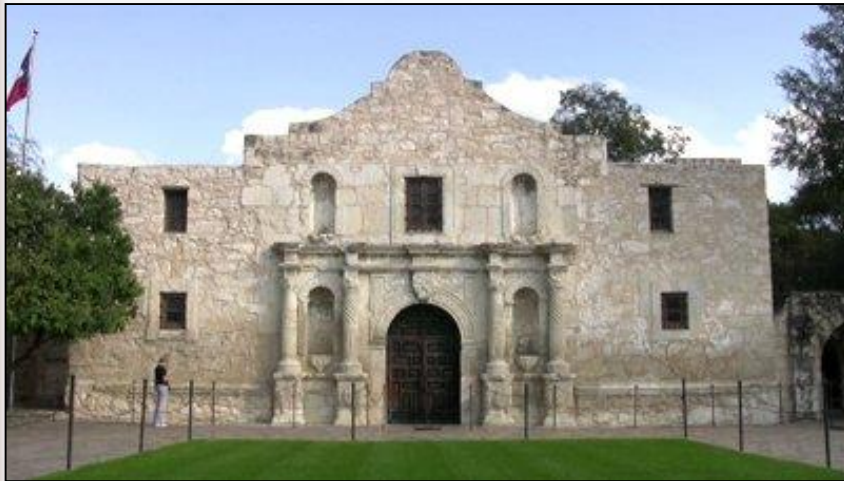
Williamson County Courthouse
Georgetown, Texas





Standards: Acquired historic significance

Changes to a property that have acquired historic significance in their own right will be retained and preserved.



Mission San Antonio de Valero,
The Alamo, San Antonio





Standards: Defining Features

Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.

Texas State Capitol
Austin





Standards: Repair, don't replace

Deteriorated historic features shall be repaired rather than replaced.

Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials.

*Leon County Jail,
Centerville, Tx.*





Standards: Reversibility; Gentlest Means Possible

Chemical or physical treatments... that cause damage to historic materials will not be used.



San Augustine County Jail
San Augustine, Texas



Standards: Additions

New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property.



*Bexar County Courthouse,
San Antonio, 1892*



Standards: Guidelines on Sustainability



THE SECRETARY
OF THE INTERIOR'S
STANDARDS FOR
REHABILITATION &

ILLUSTRATED
GUIDELINES ON
SUSTAINABILITY
FOR
REHABILITATING
HISTORIC
BUILDINGS



U.S. Department of the Interior
National Park Service
Technical Preservation Services

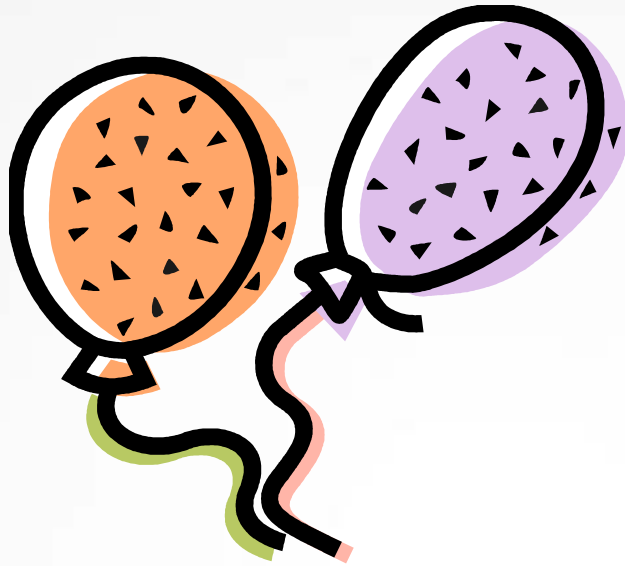
<http://www.nps.gov/tps/standards/rehabilitation/sustainability-guidelines.pdf>



Green Preservation Concepts

Sealing the Building Envelope

- Air Infiltration
- Water Intrusion



Repair all elements of the envelope, top to bottom, to allow heating and cooling systems to work as designed



Mills County Courthouse

Goldthwaite



Considerations: window opening sealants

- Replace window opening caulk every 5-15 years with highest-quality sealant, particularly at joints between different materials.

- Do not seal the moving parts of operable windows.





Historic Window Performance

Latest studies by the Preservation Green Lab and others indicate that window retrofit measures can:

- **achieve performance comparable to new replacement insulated glazing**
- **provide a higher average return on investment than window replacement.**



*Hilton Hotel,
Marlin*

Repair, don't replace!



Downside of insulated window systems

Why don't we replace historic window systems with double-pane glass?

At best, insulated glazing lasts only 15 years.

This system was installed in the 1980s (twice the expected lifetime of this material).

This county replaced the entire window system.

Jefferson County Courthouse
Beaumont, Texas





Considerations: window upkeep

Before modifying window systems, try traditional methods of improving existing windows:

- **Ensure windows are repaired and in good working order.**
- **Replace broken ropes, weights, hardware and glazing.**
- **Repaint before paint begins to chalk or lose its sheen.**





Considerations: weatherstripping

- Install or repair weatherstripping



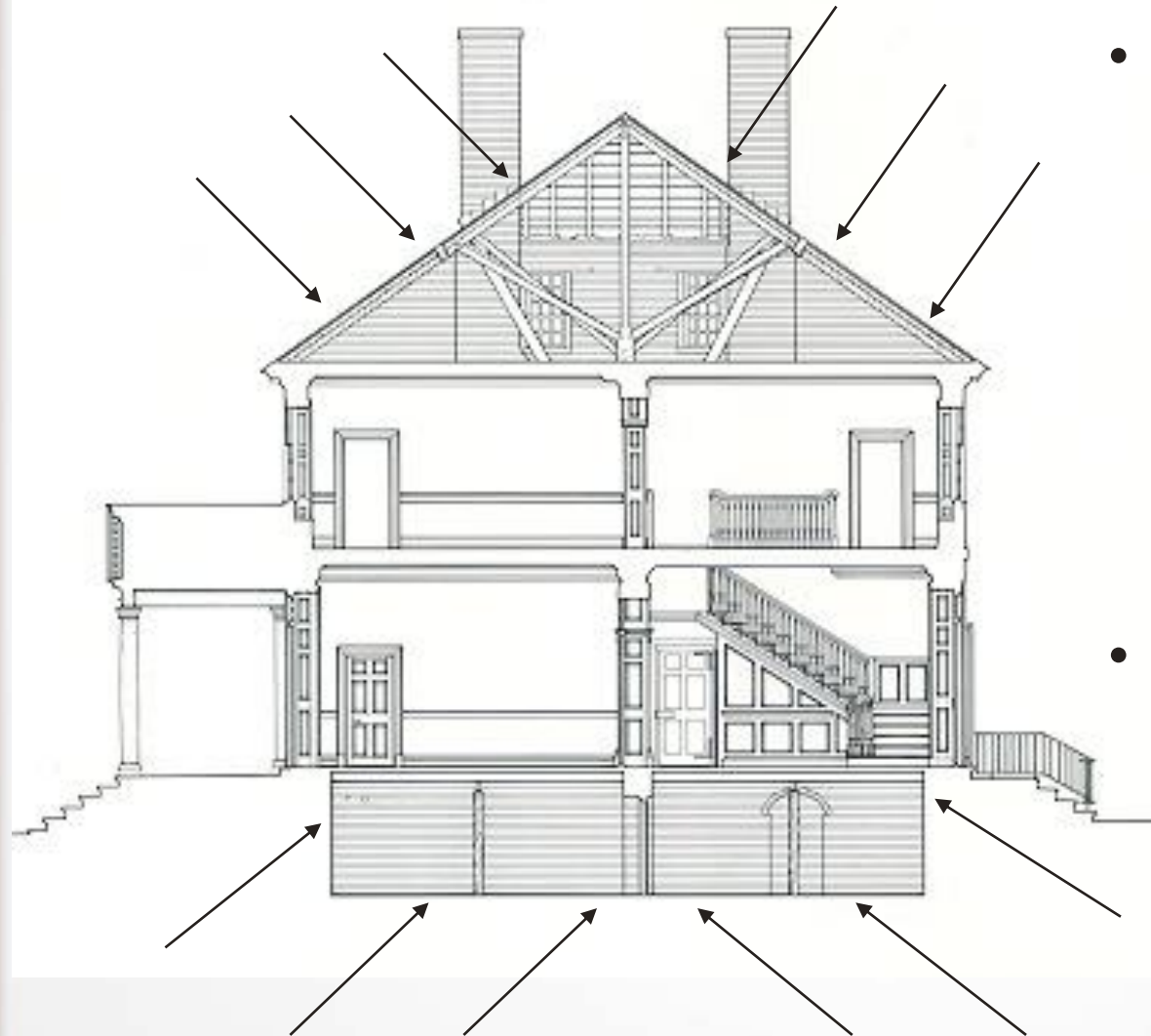
Brass (left) and vinyl (above)
weatherstripping



Historic zinc kerf
weatherstripping



Considerations: Insulation



Kenmore
Fredericksburg, Virginia

- **Focus insulation expense on the top (attic/roof) and bottom (basement / crawl space) first, where the majority of heat gain and heat loss occur.**
- **Insulating the perimeter (walls, doors and windows) is typically more destructive, intrusive, expensive, and less effective.**



Considerations: Insulation

Focus insulation efforts on mechanical piping, ducts, and vents.



Check insulation condition regularly for compression, tearing, or moisture issues.





Considerations: window coverings

- Install or utilize historic blinds, shutters or shades to moderate or block light as needed



Wood blinds
Trinity County Courthouse
Groveton, Texas

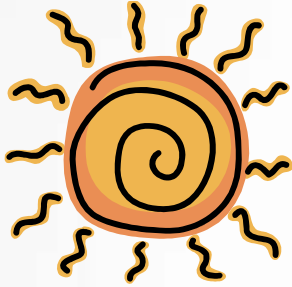


Roller blinds
Mills County Courthouse
Goldthwaite, Texas



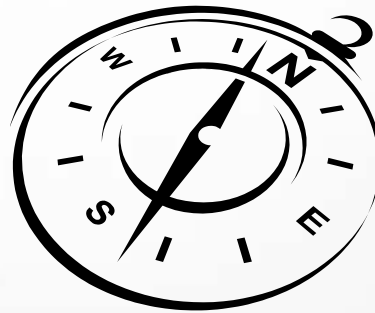
Non-historic modifications: solar films

- Install solar films where window coverings are ineffective or inappropriate.



- Areas where sun shines directly into the building or where reflected glare provides an uncomfortable contrast in light levels.

- Apply only where needed.



North / south exposures may not need film, while east and west elevations receive the most direct sunlight.



Non-historic modifications: solar films

- When thoughtfully applied, films can be invisible on historic glass by matching the reflectivity, darkness, and color of glass.



Visible light transmittance > 67
Reflectance < 10
Fully reversible installation
Mock-up side-by-side w/ historic glass



Non-historic modifications: interior storm windows

- **Secondary glazing panels provide performance near insulated glazing standards.**



Ned Granger Administration Building
Travis County – Mock-up
Austin, Texas





Non-historic modifications: interior storm windows

Nearly invisible to casual observer when secondary glazing:

- **frame is color-matched to historic window jamb**
- **frame is inset into jamb**
- **Panel divisions match historic window meeting rails.**





Non-historic modifications: interior storm windows

But what about hardware?

- **Secondary panels may be installed on the face of the jamb to preserve locks, cranks and handles.**



Bexar County
Courthouse
San Antonio, Texas





Non-historic modifications: interior storm windows

- Operable systems are available.
- Window coverings must adjust to fit around secondary glazing.

Hipolito F. Garcia Federal Building
San Antonio, Texas





Non-historic modifications: interior storm windows

Always check for unforeseen consequences:

Excessive weathering of historic window frame (below)



Hipolito F. Garcia
Federal Building
San Antonio,
Texas



Double reflection (above)



Non-historic modifications: interior storm windows

Secondary glazing creates additional cleaning and monitoring responsibilities:

- **Check for excessive moisture between interior and exterior glazing, particularly during damp, cold winter months.**
- **Panels should be removed periodically for cleaning and completely airing out.**

Bexar County
Courthouse
San Antonio, Texas





Considerations: Lighting in Historic Fixtures



Lee County Courthouse
Giddings



San Augustine County Courthouse
San Augustine

**Conversion to fluorescent or LED
bulbs, where shade hides the bulb**



Considerations: Water Conservation



Repairs



Xeriscaping



Drip irrigation



Low-Flow, Dual Flush
Fixtures

Consider replacing toilets with low-flow, dual flush fixtures, using efficient drip irrigation, adding native plants.



Case Studies





Klug-Greishaber House, Austin, 1926

First PBS “This Old House” episodes
addressing green preservation issues,
in 2006-2007
Received 5 stars,
Austin Energy Green Building Program



Architect:
David Webber

Before

Contractor:
Bill Moore

After



Photo Credits: *Michele Greishaber*



Julia Ideson Building, Houston, 1926

\$32 million project

Two phases

LEED Gold

Historic Designations

Downtown location

Original cork flooring

Daylight, views



Photos: *Gensler*

Renovation Architect:

Gensler

Houston

TBG Partners

Landscape Architect

Original Architect:

Ralph Adams Cram

Boston





Julia Ideson Building, Houston, 1926

New 21,500 SF
4-story South Wing
addition based on
1923 presentation
drawing

Provided state-of-
the-art archival
storage, which freed
up areas of the
historic building

Re-creation of
outdoor reading
garden





Hipolito F. Garcia Federal Bldg, San Antonio, 1937



Photos: General Services Administration / Mark Menjivar, Photographer

Photovoltaic array on roof
Solar hot water heating
Electric charging stations
Fluorescent lighting in historic fixtures

308,000 SF
\$56.6 million project
LEED Platinum
Section 106 Review

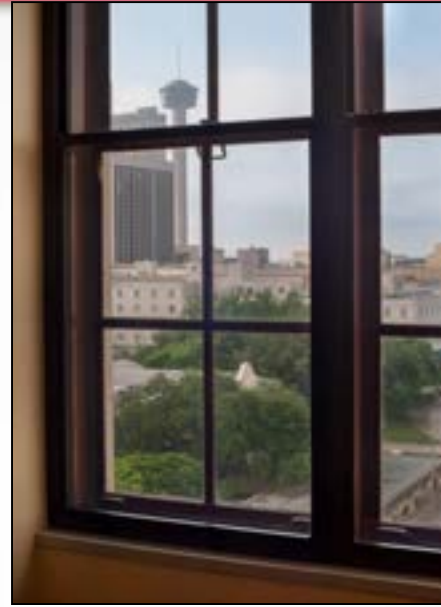


Renovation Architects:
Ford, Powell & Carson
San Antonio
Trivers Associates
St. Louis

Original Architects:
Ralph Haywood Cameron
San Antonio
Paul Philippe Cret
U.S. Treasury Dept.



Hipolito F. Garcia Federal Bldg, San Antonio, 1937



6" deep vegetated roof in interior
historic light well
Operable interior storm windows
Condensate water recycling
Drought-tolerant landscaping
Light well provides daylight to core





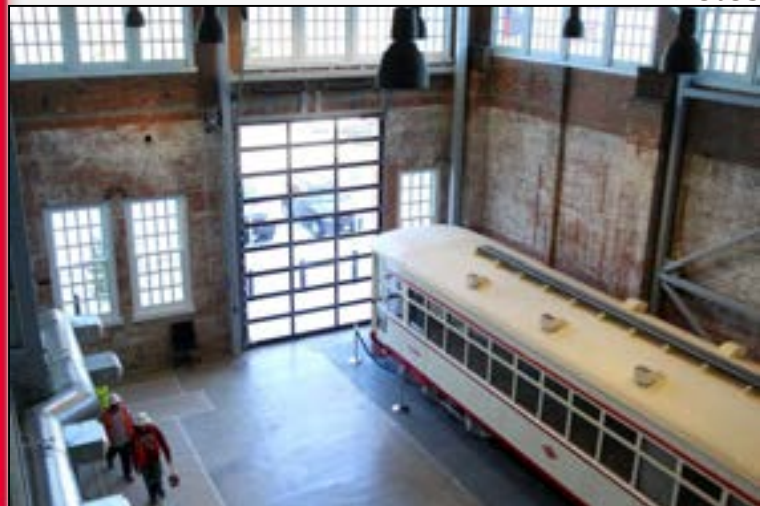
Monroe Shops, Dallas, 1914

69,000 SF
(originally 45,000 SF)
\$20 million rehab
LEED Platinum
Section 106 review



Photos: DART / Dallas Morning News

Consulting Partners:
TRACK 3



Streetcar maintenance barn for
Texas Electric Railroad,
now home of the Dallas Area
Rapid Transit (DART) Police



Monroe Shops, Dallas, 1914

New building built inside
a historic shell:

3 floors inside 2 stories

Adaptive use: offices



Photo Credit: DART



New wall



Old wall



Texas Governor's Mansion, Austin, 1854



Before / After 2008 Arson Fire
Goal: LEED Silver or higher rating,
Austin Energy Green Bldg. rating



Governor's Mansion, Austin, 1854

Sustainable Features now include:

- 1. Added a ground source heat pump system, with a supplemental fluid cooler to prevent well burn-out.**
- 2. Provided construction waste management to minimize amount of waste going to landfill.**
- 3. Used low VOC (volatile organic compound) paints.**
- 4. Reused historic wood sash windows with applied solar film and spring bronze weatherstripping.**
- 5. Replaced roof with R30 “cool” roof coating, fully insulated at attic level with spray foam insulation.**
- 6. Fully repaired 16” thick exterior masonry walls**
- 7. Added solar hot water heating**



Ned Granger Administration Building, 1953

Travis County:
Floor-by-floor
Installation

No THC review
authority



Interior
acrylic storm
window
panels





Pearl Brewery, San Antonio, 1881 - 1970



The Brew House at Pearl Brewery (San Antonio, Tx)
Photo by Rialto Studio

Brew House, 1894



Pearl Brewery (San Antonio, TX)
Photo by Rialto Studio

Rialto Studio, Landscape Architect

- 26-acre mixed use development
- 1.2 million SF planned historic & modern infill
- Extension of the historic Riverwalk



Pearl Brewery, San Antonio, 1881 - 1970

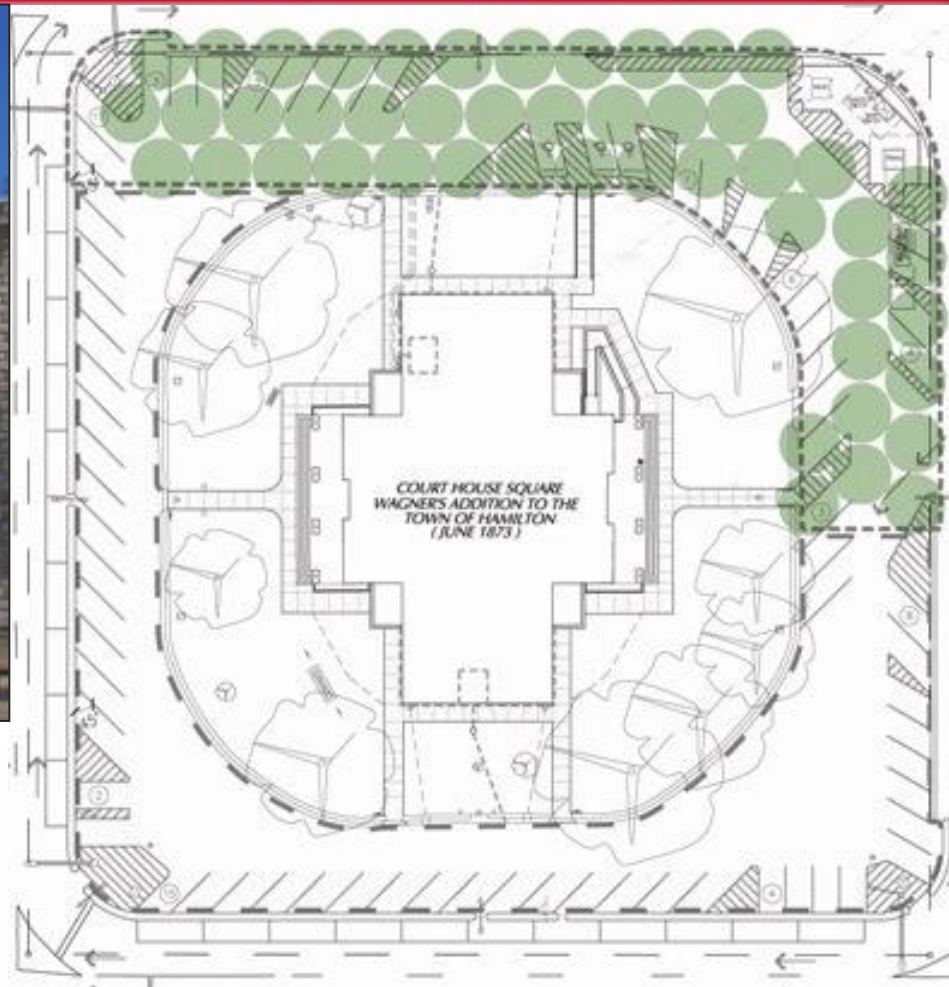
- Materials reuse
- Texas' largest solar installation
- Rainwater collection/recycling
- Community connectivity
- Reducing heat island effect w/xeriscape & adding hundreds of trees



Lake/Flato
Master Plan



Hamilton County Courthouse, Hamilton, 1886/1931



Nearly 20% of courthouse grant projects use ground source heat pump systems



Bexar County Courthouse, San Antonio, 1892



**Partial restoration,
interior storm
windows**

Original Architect:
J. Riely Gordon





Mills County Courthouse, Goldthwaite, 1913



**Completed
restoration,
cool roof**

Restoration Architect:
1113 Architects
Georgetown



Kenedy County Courthouse, Sarita, 1917



Full restoration,
Solar window film

Restoration Architect:
TWC Architects
Austin



Conclusion

- **Use inherent strengths of building and historic features to improve performance. Does it make sense?**
- **Use appropriate technology that can be easily upgraded at a later date, without damage to the building.**
- **Start with unoccupied areas, such as attic or basement, to improve overall energy efficiency. Repair top to bottom.**
- **Don't do it all. Retrofit incrementally to see what works best, with the most bang for the buck.**



Kenedy County Courthouse
Sarita, Texas



Hipolito F. Garcia Federal Building
San Antonio, Texas



**“Coming together is a begining;
keeping together is progress;
working together is success.”
- Henry Ford**



Downtown Public Spaces Improvement Program

**a program funded by the
Houston-Galveston Local Development Corporation**

Austin County

Bellville EDC Historic Sculpture Project



The sculpture is a bust of Stephen F. Austin by David Adickes, an artisan that resides within the H-GAC region and is best known for being the sculptor of Huntsville's Sam Houston Statue and the busts honoring statesmanship off I-10 by downtown Houston.

The bust is located at the Highway 159 and Highway 36 intersection, which is the northern entrance of Bellville.

The Texas Historical Commission has a granite historic marker honoring Stephen F. Austin in the same intersection.

Brazoria County

Lake Jackson Lighting and Seating Project



The City redeveloped Oak Street, one of two major entryways into downtown.

The project is located near the intersection of Oak Street and Oyster Creek Drive, an area recently refurbished as part of Lake Jackson's Downtown Revitalization Master Plan.

The funding provided street lighting and pedestrian seating areas along the street and a small plaza in Downtown Lake Jackson, encouraging new business and activities that will bring people into downtown on evenings and weekends.

Chambers County

Anahuac Historical Street Lighting Project



For this project, Anahuac sought to create safely lit sidewalks and walkways, along with adequate on and off street parking, and other pedestrian friendly amenities.

The city installed 17 new street lights along Washington Avenue and two lights along Cummings Avenue. These two avenues intersect at the location of three historical sites in the Central Business District: Thomas Jefferson Chambers' Home; Dr. N.T. Shilling's Medical Office; and the Chambers County Historical Museum.

The lighting complements decorative lights installed around the courthouse in Chambers County for their sesquicentennial celebration.

Fort Bend County

Rosenberg Downtown Sidewalk Project



This project was the first of three phases of sidewalk improvement projects to address safety and ADA accessibility issues associated with sidewalks and curbs in Historic Downtown Rosenberg.

This phase was part of a larger plan that also included period lighting and planter irrigation. The vision and plan for downtown improvements came as the result of joint efforts and recommendations from the TIRZ Board and the Downtown Project Advisory Task Force. These two groups worked closely with Rosenberg City staff to develop the planned improvements to Rosenberg's Historic Downtown.

Galveston County

Kemah Downtown Lighting Project



The City of Kemah used the funds to support their revitalization\beautification efforts in the downtown area through the use of new lighting and park landscaping.

This lighting included the installation of 17 high pressure Arlington style sodium luminaries mounted to 11 ft. powder coated black poles.

The new lights extended on 7th Street from the 400 block to the 700 block, a continuation of this same style lighting already installed along 5th Street.

Harris County

Jacinto City Gateway - Project Stars



The City of Jacinto City is partnered with the Economic Alliance Port Region for their gateway enhancement project.

This city's project consisted of two brick monument-type structures with natural stone accents to be positioned in the medians at the city limits at I-10 and Mercury Drive and I-10 at Holland Drive.

Construction of the two 14 ft. tall monuments was concurrent with a separate major revitalization of the city's parks and major thoroughfares.

Liberty County

Dayton Downtown Park Project



The City of Dayton, the Dayton Chamber of Commerce, and the Dayton Community Development Corporation joined together to develop a downtown park adjacent to Dayton's City Hall on Cook Street.

The new downtown park will be used by local residents on a daily basis for a lunch and meeting spot, family activities, individual enjoyment, and community celebrations. The park's development will include a covered gazebo for weddings, anniversary parties, birthday parties, etc.

Matagorda County

Bay City Odyssey Facade Project



This project focused on the restoration and repair of a historic building in Bay City's Historic Downtown.

This project was a continuation of Bay City's Main Street Program to which the LDC first contributed. The Conspiracy building, as it is currently called, was built at the turn of the Century. Originally, the building housed two retail shops and a restaurant.

The property is located on Bay City's main thoroughfare, 7th Street, directly across from the City's courthouse and is the home of Fat Grass, a local eatery.

Montgomery County

Conroe Lone Star Monument Project



The City of Conroe developed the Lone Star Monument and Historical Flag Park to promote historical knowledge that Montgomery County is considered the birthplace of the Texas flag.

The centerpiece of the monument is a life-sized depiction of a common man that volunteered for the Texian Revolutionary Army and holds a bronze Lone Star flag. The park has 13 other significant Texas Flags flown during the Texas Revolution, including the flag flown for Texas as a sovereign nation.

The park is landscaped with native Texas plants and grasses including the state flower, the bluebonnet. The flag park is visible from I-45 and illuminated at night.

Walker County

Walker County DA Window Project



Walker County restored the original Huntsville Post Office located in the heart of Huntsville's Downtown Square, built in 1931. The project included the replacement of the windows of the 14,400 square foot building.

When the State of Texas deeded it over to Walker County in 2000, it was in a state of disrepair the county paid for the internal repairs necessary to return the building to a condition suitable to house its current tenant, the Criminal District Attorney's office.

The external portion of the building remains original, and 26 of the windows had frames that had rotted away and have been replaced.

Wharton County

Wharton PLAZA THEATRE Project



The historic building was built in 1904 as a two story brick hotel. In 1941, the hotel was gutted and a movie theater built within the brick shell.

The grant helped fund the marquee stabilization phase of this multi-million dollar, ongoing restoration.

Nearly 70 years have taken their toll as the iconic marquee was pulling the front wall away from the rest of the building. Funds were used to remove internal rot, with steel beams and struts inserted to stabilize and prevent further movement.