

BEST

Texas
DOWNTOWN



Loft Living

Downtown Denison, Texas

Vision Forward: 2021 Through 2030

Top Ten Goals from the Vision Forward Survey

1. Increase the number of commercial street level and residential loft level occupancies with business and uses that promote and reinforce the vision of Denison's Main Street.



Mission and Vision

Our Mission: The Denison Main Street Program will attain Great American Main Street status utilizing the National Main Street Four Point Approach and harness a cohesive spirit and the power of volunteerism to achieve our objectives of preservation-focused Downtown revitalization so that we will be a pedestrian-friendly regional hub with many diverse activities, an eclectic blend of commerce, and a livable environment.

Our Vision: Historic Downtown Denison is a vibrant shopping and living destination that is a magnet for business, arts, culture, and entertainment.



Unique Positioning Statement

Downtown Denison is the home of over 200 independently owned businesses and plays host to 681 events annually.

You'll love shopping, eating and drinking in locally owned businesses while you stroll through the longest Main Street district in Texas.

You'll enjoy 144 pieces of public art in downtown Denison and experience the energy of our spirited downtown where we define uniqueness with our spectacular events and small-town charm.

Create authentic memories today in the heart of Denison.

95 Upper Stories

45 Developed

89 Lofts - 6 are Airbnb's

111 Residents

2 Retail

2 Event Space

7 Office



ENTERTAINMENT DISTRICT

700 West

600 West

500 West

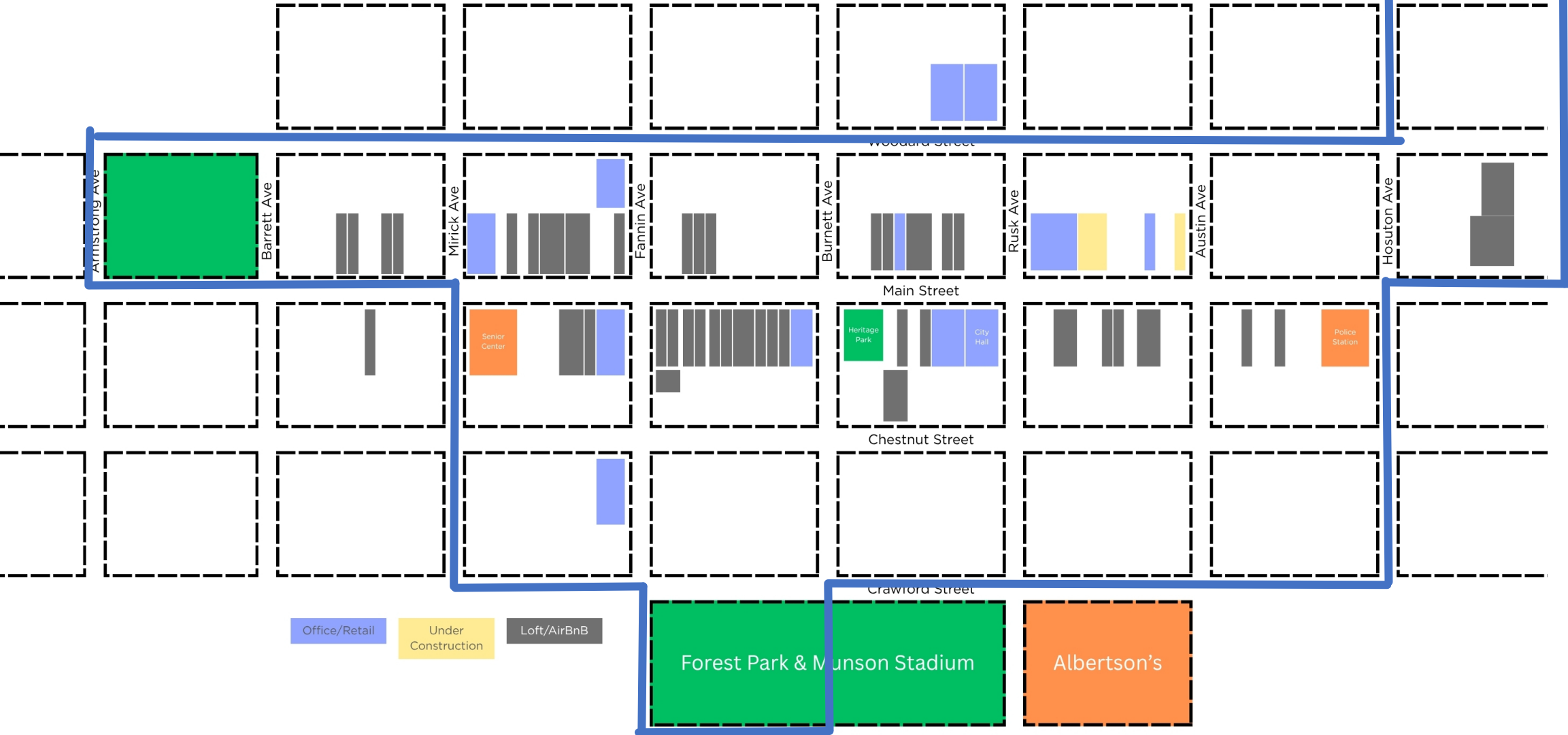
400 West

300 West

200 West

100 West

100 East



Uses of Upper Stories

1. Owner Occupied Loft
2. Tenant Occupied Loft
3. Airbnb
4. Office
5. Retail





Grants/Incentives

Façade Grants

Destination Creation Grants for targeted businesses (Wineries, Breweries, Distilleries, and Destination restaurants)

Infill Development Incentives

Renovation Incentive Program

Fire Suppression Grants added in 2021

Alley Access Grants
E-Commerce Grants



Ordinances

No Residential or storage on first floor

Zoning Ordinance should have parameters called out allowing mixed use in the CA description

Our ordinance is here:

https://library.municode.com/tx/denison/codes/code_of_ordinances?nodeId=COOR_CH28ZO_ARTIIIZODI_S28.39ENAR
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Construction is Different in Downtown

April 2019

Downtown Development

Denison, Texas ~ www.CityofDenison.com

Please provide a copy of these guidelines to all construction employees, contractors, and visitors affiliated with your renovation project.

Building permits require inspection within six months of issue to remain in effect. Efforts to keep projects moving forward will be appreciated.

Only parking spaces directly in front of the storefront/job site may be utilized for construction purposes.

The Main Street Department will assist with finding a location for your dumpster that best fits your needs as well as those of the overall downtown business district.

Downtown employees and business owners are always encouraged to park off street, and we ask that ALL construction crew members do the same. Of course, any necessary temporary parking for utility vehicles is understood, but please limit use to loading, unloading, and temporary parking.

The sidewalk and other public property should be protected from paint and other discoloration/damage.

The permit holder is responsible for cleaning the sidewalk and work area. Items such as nails and debris are to be removed from the sidewalk, parking spaces, and roadway.

The walkway/sidewalk must be cordoned off so that pedestrians cannot walk through active work zones. A 4-foot path must remain clear for pedestrian access along sidewalk.

ADA access to the public (sidewalks, parking, etc.) may not be blocked and must remain open.

Access to neighboring properties must not be blocked. (Any variance requires special permission, notification of neighbor, and signage at the cost of the property owner under construction.)

Any alley, street, or sidewalk closures must be coordinated through Public Works by completing a "Right Of Way Use" application. This must also be scheduled with the Main Street Department for notification of neighbors.

The Good Neighbor Policy is in effect downtown. Consideration must be shown for neighboring businesses to minimize impact and obstruction.

Our NO SMOKING Ordinance must be observed by workers and visitors to the site. Smoking is prohibited within 25 feet of a doorway. See Chapter 11 Section 11-11 of City of Denison's Code of Ordinances.



For more info: Donna Dow, Main Street Director | 903-464-4452 | ddow@cityofdenison.com

Building Dept. & Fire Marshal Interaction



Fire Escapes



REAR PHOTO | 1
NTS
EXISTING



REAR ELEVATION | 2
NTS
PROPOSED



The map below shows the zoning with CA depicting the Central Area and C representing Commercial. The light blue outline and crosshatch shows the Historic Overlay District. The gray LI identifies Light Industrial. Some Parking, Office, MF-1 or Multifamily 1 exists within the Downtown as does LR or Local Retail.

