



# Main Street Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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## Spotlight on Hillsboro

(Population approx. 8,456)

Even one of the oldest Main Street programs in Texas has to continually look at new ideas and activities to keep the program sharp and volunteers energized. Recently, responding to an objective on the Main Street work plan to develop fund-raising opportunities to supplement the Main Street grant program, the Main Street board decided to create and implement a new event.

As a result, on June 2, 2012, the Hillsboro Main Street Program kicked off their newest fundraising event proudly called the Main Street Steak Cook-Off/Arts and Crafts Fair. Citizens filled the historic courthouse square and throughout downtown for the cook-off, children's games, live



The Main Street Steak Cook-off/Arts and Crafts Fair extended down numerous side streets.

music, arts and crafts, shopping, and a wine-tasting event. Among the local wineries in attendance were Red Caboose, Sunset, Lilly Lake View, and Valley Mills Vineyard. Several awards were given to the wineries including Best Blush, Red, and White Wines.

Steak chefs passed out delicious samples of rib-eye steaks, smoked sausage, beans, and hors d'oeuvres. From backyard chefs to barbecue grill masters, the teams that competed this inaugural year came from many different backgrounds. Various awards were presented including: People's Choice, Best Pinto Beans, Best Hors d'oeuvres, Best Rig, and finally Best Steak! The event was a huge success with more than 4,000 in attendance.

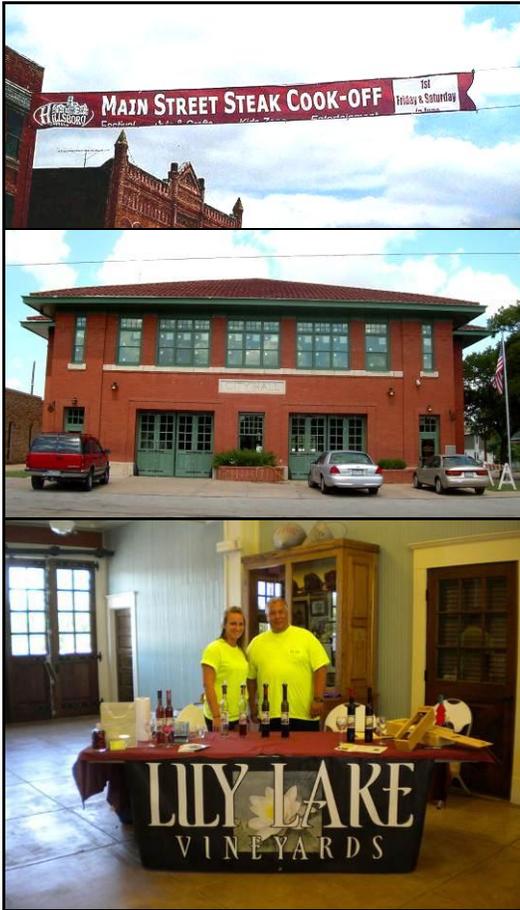
To expand the event into the evening hours, the Main Street program offered downtown movie nights and sold 50-cent bags of popcorn, sodas, hotdogs, and baked potatoes



Live music on the historic Hillsboro courthouse square during the First Annual Main Street Steak Cook-off.

as part of the fund-raising effort. Friday night kicked off the event with "Cars I" (a perfect Main Street-themed movie); and Saturday after the Steak Cook-off, the playing of "Cars II". The movie was projected onto the wall of a downtown business adding to the enjoyment of being outside in the evening hours in a safe environment. Attendance for the movies was estimated at 250–300 children and adults.

The Main Street board also saw the Cook-off/Fair as a great opportunity to reach out to other community organizations. For example, the local Lions Club was the only food vendor; the high school and junior



The cook-off spread beyond the courthouse square to the restored historic City Hall for a steak dinner and wine tastings.

high cheerleaders sold water and soft drinks; the Boys and Girls Club sold snow cones, and the Chamber of Commerce Ambassadors and Junior Ambassadors helped sell wine tasting and steak dinner tickets.

The Hillsboro Main Street Steak Cook-off was modeled from the Texas Steak Cook-off in Hico, which has been named the largest steak cook-off in the Southwest. Thanks to the hard work of the Hillsboro Main Street board, the event raised close to \$7,000 from this event thanks, in large part, to local business sponsorships and a major sponsorship of steaks by the local Brookshire's grocery store. The funds raised from this event will be used by the Main Street

Board to fund other Main Street/downtown projects in the future. This year, some of the funds will be used to purchase new downtown banners and holiday decorations to help in working towards another work plan objective of attracting more tourists to downtown. Hopefully, the event will grow and more activities will be added as word gets out about the event. Plans are to continue with the annual Hillsboro Main Street Steak Cook-Off/Arts and Crafts Fair on the first Saturday in June. Due to the fund-raising success of the Main Street Movie Nights, the Main Street board will continue to facilitate the showing of family-oriented movies to entice families to the downtown area. Nachos, hotdogs, popcorn, candy bars, and sodas were donated by a local business and sponsors made it possible to pay for the movies.

Among other efforts to bring citizens and tourism to the downtown area, the Main Street Board recently completed its first Downtown Walking Tour Brochure. Buildings featured in the brochure include the City Library, Chamber of Commerce, Hillsboro School District, the beautiful Hill County Courthouse, and many more. The brochure is displayed at all the Travel Information Centers in Texas along with all the area hotels and even some downtown businesses.

The Hillsboro Main Street board is very pleased with the accomplishment of this work plan objective and looks forward to an even more successful fund-raising cook off/fair next year to help in the

continued revitalization efforts in downtown.

*Thanks to Anna Sewall, Hillsboro Main Street Manager, for providing this article.*

## **FOCUS ON MAIN STREET DESIGN Window Shading Strategies**

In every Main Street town, at some point in time, boarded up windows can be found. The common culprit: excessive heat or sunlight. This is unfortunate because windows are an essential feature of historic buildings. They not only contribute to the rhythm and scale of historic façades, they also work in harmony with other historic facades and contribute to the rhythm and scale of the entire street. This article will provide some alternatives to boarding up windows. The goal is to be true to the historic appearance of the building while still being sensitive to current uses.



Boarding up windows is not a recommended approach to sun control because it obscures the historic character and materials of the building.

The first options that should be considered are historic sun-control methods such as awnings, canopies, or shutters. Historic photographs need to be consulted to see if these elements were once on the building. Review or analysis of the photograph by a knowledgeable individual in historic preservation will

help to assess the appropriateness of the element(s). Curtains and blinds are other options that have been around for hundreds of years. Curtains are effective but can block visibility through storefront windows. They can, however, be suitable options for transom windows and upper story windows.



Historic sun-control methods of awnings and curtains in Kingsville

Some modern techniques that allow visibility into the store interior include solar shades and film. Solar shades are semi-transparent lengths of material, typically attached to a roller that can be opened and closed as needed. The ability to open and close is very beneficial allowing coverage when needed and allowing the original appearance of the storefront to be retained when they are not in use. Solar shades are made from acrylic canvas or a mesh fabric material. They limit solar heat gain at varying percentages based on the “openness” (tightness of the weave). The higher the percentage, the more transparent the shade will be. The highest percentage of openness should be selected to allow the most transparency into the business.

Films can be applied directly to the interior of a window or slightly away from it in the form of a film shade. Both film shades and window film can help to moderate temperatures, reject heat, reduce energy costs, protect fabrics and

furnishings, reduce glare, and block UV rays. Film shades, being hung like curtains away from the wall, avoid the problem of the film damaging the glass and also allows the flexibility to be open and closed when needed.

The effectiveness of window film can vary depending upon how dark or reflective the film is. Although the maximum amount of blockage (darkest film) may be desired, it is not the best option. A dark storefront is not inviting, and customers need to be able to see into the storefront windows to view merchandise displays. Window film has come a long way over the years. Once the very dark or reflective films were the only available choices; now there is a large range in both of these areas. The goal is to get the highest heat rejection performance without being visible. The recommended darkness of the film, known as Visible Light Transmission (VLT), is 67 VLT or higher. The reflectivity recommendation, known as Visible Light Reflectance (VLR), is 9 percent or less. The 9 percent reflectivity (VLR) is the same reflectivity as glass.

Avoid films that permanently bond to glass surface. All solar films should be reversible without destroying the underlying glass or sash. Film application should be made with no seams if possible. Windows on the same elevation should be treated uniformly. Matching tinting on an entire façade will provide the best results for consistency.

Historic glass can be wavy or patterned, making it a challenge to cover with window film. Historic glass is a precious commodity that should not be sacrificed for the sake of a perfect window film installation. Film shades, rollers



Solar shades (top), photo web link: <http://newyork.olx.com/solar-shades-roller-shades-manchattan-new-york-city-queens-iid-68709782>, film shades (not pictured), and film (bottom) limit solar heat gain while still allowing visibility through the windows, photo web link <http://www.familyhandyman.com/DIY-Projects/Heating---Cooling/Air-Conditioning---Cooling/heat-reducing-window-film/View-All>

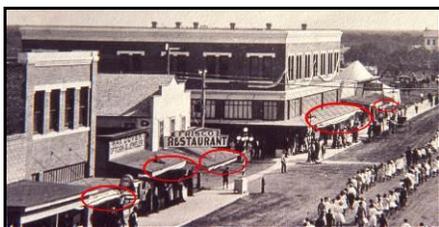
shades, or curtains are a better option to respect the historic glass.

An alternative to films is specially treated glass or plastic glazing panels. Applied to the interior side of a window, they can serve as a storm panel, help lower dirt infiltration, and reduce some visible sunlight. With this approach, a pre-assessment on the visual impact on the historic character of the building, the best way to install the panel with minimal damage to the historic woodwork, and the potential for moisture entrapment between the sash and panel would be necessary.

If these options are not viable, commonly due to lower ceilings, another option is to paint the glass

on the inside of the building black or add black fabric near the glass. Transom windows generally appear black from a distance. The glass on the outside of the building is not painted, thereby allowing it to show the reflections of the surrounding environment. These reflections are what will give the illusion that painted transom windows are actually transparent.

Returning back to historic sun-control methods, historical images show fabric attached underneath the canopy at the front edge that could be rolled up and down depending on sun angles and weather conditions. A few examples of



Historic sun control method of attaching fabric underneath the canopy at the front edge (top) and current day uses of fabric attached to the front edge of the canopy in downtown Canyon (middle); Avalon Beach AU (bottom) showing metal reinforcements added.

modern interpretations of this idea, including some with metal reinforcements to prevent swaying, can be seen in the images below. Weather, especially wind, may pose possible complications with this method and should be considered.

In some instances, adding a few more inches of fabric can go a long way in blocking the sun from the business' storefront. It can also provide a space for the business name. If words are added to the fabric, it is recommended to keep the design simple and professional to avoid a cluttered appearance to the building and the district. The goal is to keep historic transom windows and storefront windows visible. Keeping them visible adds significantly to the appearance and integrity of the building. The visibility of storefront displays is economically significant by appealing to passing customers

*Thanks to Sarah Blankenship, Texas Main Street project design assistant, for providing this article. Also thanks to the THC Division of Architecture for providing guidance on solar window films.*

## NEWS Texas Historical Commission Improves its Social Standing

The Texas Historical Commission (THC) has launched new social media pages on Twitter and photo-sharing app Instagram. Follow the state agency for historic preservation on Twitter at @TxHistComm or Instagram at Texas Historical Commission.

The new pages follow last month's launch of an official THC Facebook page ("like" the page at [www.facebook.com/TexasHistoricalCommission](http://www.facebook.com/TexasHistoricalCommission)), which has become a daily source of preservation news

and community activity about the agency's programs, events, and partnerships. The new social media platforms further THC's continuing efforts to increase community engagement, reach new and larger audiences, and quickly distribute program and partner information to citizens, travelers, and the media.

In addition to these social media pages, the THC has individual Facebook pages for nine of its historic sites across the state, as well as its historical marker program. The historical marker program, Casa Navarro State Historic Site, and National Museum of the Pacific War also have Twitter feeds (follow them at @THCmarkers, @CasaNavarroSA, and @NimitzMuseum, respectively). These pages will continue in addition to the THC's centralized pages on Facebook, Twitter, and Instagram. Additional social media platforms will be coming later this year.

If you have any questions or comments, please contact Rob Hodges at [socialmedia@thc.state.tx.us](mailto:socialmedia@thc.state.tx.us).

## Texas Historical Marker Applications Available

Texas historical marker applications will be taken through **November 15**. Applications will only be accepted from county historical commission chairs and marker chairs. For details, see the THC website: [www.thc.state.tx.us/markerdesigns/madapply.shtm](http://www.thc.state.tx.us/markerdesigns/madapply.shtm)

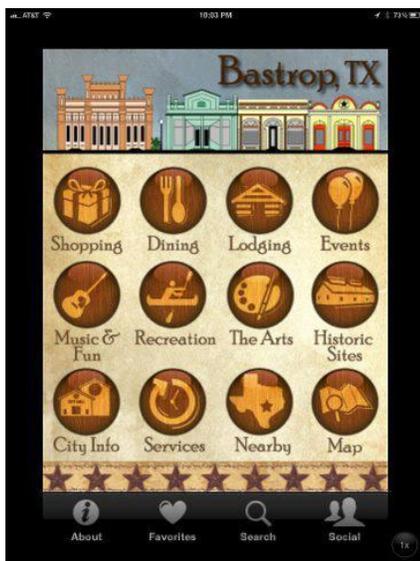
## Ten Criteria Report Due This Month for All Main Street Cities

The due date for annual Ten Criteria reporting has changed this year. The report template along with the Financial Tools

Survey was sent out by Debra Farst on the list serv on July 13. Due date for both is Friday, September 28. Just a reminder that National Recognition announcements will be made at February 2013 training and not at the Texas Downtown Association/Texas Main Street Annual Conference as in the past.

## MAIN STREET AROUND THE STATE

### Bastrop



The new Bastrop, TX smart phone app was launched in August

The ultimate Bastrop-at-your-fingertips app is here. Locals and visitors can get all the 4-1-1 on the local establishments on their smart phones. The app includes historic sites, shopping, the arts, events, lodging, etc. See the new app at <https://play.google.com/store/apps/details?id=com.golocalapps.bastropTX>

### Huntsville

The City of Huntsville was one of 17 cities that won a free fruit orchard in the Dreyer's Orchard Competition. These communities will reap the benefits of a flourishing orchard that bring community

groups together and fresh fruit for families and food banks. See [www.communitiestakeroot.com](http://www.communitiestakeroot.com).

## EVENTS

If you would like one of your Main Street events posted here, email [jill.robinson@thc.state.tx.us](mailto:jill.robinson@thc.state.tx.us) at least three weeks ahead of the month in which you want the posting.

### Sept. 8, Denton

Denton Main Street Association will host the 13th annual Arts, Antiques, and Autos Extravaganza event on Saturday from 9 a.m. to 3 p.m. around the historic courthouse square, 110 W. Hickory St. This classic, custom, and hot rod car and motorcycle show is complete with live music, fine arts/crafts, antique appraisals, kids' fun, and more. See [www.dentonmainstreet.org](http://www.dentonmainstreet.org)

### Sept. 22, Rockwall

A Rockwall tradition for more than 30 years, the twice-yearly Aspasiens Art Fair features more than 200 vendors on the historic courthouse square offering an extensive and delectable array of merchandise and delectable foods. See [www.aspasians.com/art-fair.htm](http://www.aspasians.com/art-fair.htm)

### Sept. 28–29, McKinney

McKinney meets Bavaria: Drawing on the colorful tradition that began in Munich, Germany in 1810, the McKinney Oktoberfest represents many things to many people. There will be a cultural event that reflects the many contributions of German immigrants who settled in Texas. This is a fun, family-friendly event that will offer authentic German music, food, and drink, traditional costumes, dancing, children's activities, and much more.

Germans have a special word, *Gemütlichkeit*, suggesting a warm at-

mosphere of open and generous hospitality. That's how residents and guests of McKinney are welcomed. As visitors wander McKinney's 162-year-old downtown streets enjoying the attractions during the fest, they will experience a diverse array of vibrant specialty shops and restaurants. See [www.downtownmckinney.com](http://www.downtownmckinney.com) or contact McKinney Main Street at 972.547.2660.

### Oct. 6, Rockwall

Each fall, downtown Rockwall is host to the Rockwall Rib Rub and Run. Visitors flock to the historic town square for a fun-filled day featuring a great barbecue competition, good music, and food. Rockwall Running Center will host the 5k Fun Run, and afterwards, visitors can take it easy and stroll through the Old Town Shoppes collecting the winning hand in the "Poker Stroll." See <http://mainstreet.rockwall.com/events.asp>

## SEMINARS/WORKSHOPS/WEBINARS

### Fall Basic Economic Development Course

The Texas Economic Development Council will hold its fall basic Economic Development course September 11–14 in Austin at the Doubletree Suites. Registration is \$700. For details, see <https://www.texasedc.org/node/561>

### Roadside Treasures Seminar

San Antonio is a regional commercial center and a historic crossroads of trade. It is no surprise that roadside architecture blossomed in the 20th century as the American automobile culture became dominant.

Although many of the tourist courts, motels, drive-in restaurants, and auto-oriented businesses have disappeared, San Antonio still retains a significant collection of buildings and structures of the automotive era. This seminar on September 15, Roadside Treasures—Buildings of the Automotive Era, will focus on the identification and protection of these historic resources in a regional and larger context. Fee is \$20 including lunch. For more information, see [www.saconservation.org/EventsCalendar/Seminars.aspx](http://www.saconservation.org/EventsCalendar/Seminars.aspx)

### **Texas Friendly Train the Trainer Hospitality Workshops**

Become a certified Texas Friendly instructor through this hospitality workshop comprised of two half-

day sessions that provide the best tools to take back to one's community regarding customer service. The workshops will be:

#### **Athens, Oct. 16-17**

#### **Rockwall, Oct. 18-19**

Cost is \$200 for new instructors (both days); \$100 for current instructor "refreshe" (1st day only). Free registration to AgriLife Extension staff. To find out more about the program and to register, visit the Texas Friendly Hospitality website at:

<http://agrilife.org/texasfriendly/>

### **Texas Downtown Association (TDA)/Texas Main Street Annual Conference**

Registration is now open for the TDA/Texas Main Street annual conference in Wichita Falls

**Nov. 6–9.** Keynote speaker for the conference will be internationally-recognized speaker, Jon Schallert, business expert specializing in teaching businesses and communities how to turn themselves into consumer destinations. Conference session topics will include Investing and Investing in New Business, Cash Mobs, Pop-up Stores in Downtown, Historic Preservation in Downtown, Funding/Fundraising for Downtown Projects, Culinary and Agri-tourism, and more. The conference will conclude on Friday with local tours. See [www.texasdowntown.org](http://www.texasdowntown.org) for details.

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## Calendar of Events

- **Oct. 31–Nov. 3, 2012, Spokane, WA**  
National Preservation Conference, theme: *Beyond Boundaries*
  - **Nov. 6–9, 2012, Wichita Falls** Texas Main Street/Texas Downtown Association Annual Conference
  - **Apr. 14–16, 2013, New Orleans** National Main Streets Conference, theme: *Main Street and the Cultural Economy*
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## Websites of Interest

Advisory Council on Historic Preservation: [www.achp.gov](http://www.achp.gov)  
African American Heritage Preservation Foundation: [www.aahpfdn.org](http://www.aahpfdn.org)  
(The) Alliance for Historic Landscape Preservation: [www.ahlp.org](http://www.ahlp.org)  
(The) American Institute of Architects: [www.aia.org](http://www.aia.org)  
American Planning Association: [www.planning.org](http://www.planning.org)  
American Society of Landscape Architects: [www.asla.org](http://www.asla.org)  
(The) Cultural Landscape Foundation: [www.tclf.org](http://www.tclf.org)  
(The) Handbook of Texas Online: [www.tshaonline.org/handbook/online](http://www.tshaonline.org/handbook/online)  
Keep Texas Beautiful: [www.ktb.org](http://www.ktb.org)  
League of Historic American Theatres: [www.lhat.org](http://www.lhat.org)  
National Main Street Center: [www.preservationnation.org/main-street](http://www.preservationnation.org/main-street)  
National Park Service: [www.nps.gov](http://www.nps.gov)  
National Trust for Historic Preservation: [www.preservationnation.org](http://www.preservationnation.org)  
Texas Department of Rural Affairs: [www.tda.state.tx.us](http://www.tda.state.tx.us) (TDRA has now become the Office of Rural Affairs within the Texas Department of Agriculture)  
Partners for Sacred Places: [www.sacredplaces.org](http://www.sacredplaces.org)  
Preservation Easement Trust: [www.preservationeasement.org](http://www.preservationeasement.org)  
PreservationDirectory.com: [www.preservationdirectory.com](http://www.preservationdirectory.com)  
Preservation Texas: [www.preservationtexas.org](http://www.preservationtexas.org)  
Project for Public Spaces: [www.pps.org](http://www.pps.org)  
Rails-to-Trails Conservancy: [www.railstotrails.org](http://www.railstotrails.org)  
Scenic America: [www.scenic.org](http://www.scenic.org)  
Texas Commission on the Arts: [www.arts.state.tx.us](http://www.arts.state.tx.us)  
Texas Downtown Association: [www.texasdowntown.org](http://www.texasdowntown.org)  
Texas Folklife Resources: [www.texasfolklife.org](http://www.texasfolklife.org)  
Texas Historical Commission: [www.thc.state.tx.us](http://www.thc.state.tx.us)  
Texas Parks and Wildlife Department: [www.tpwd.state.tx.us](http://www.tpwd.state.tx.us)  
Texas Rural Leadership Program: [www.trlp.org](http://www.trlp.org)  
Texas State Preservation Board: [www.tspb.state.tx.us](http://www.tspb.state.tx.us)  
Urban Land Institute: [www.uli.org](http://www.uli.org)

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