



Main Street ! Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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Spotlight on Mount Pleasant

(Population approx. 16,081)

Do you remember turning 20—how you thought that you had learned so much and accomplished so much, and then you realize at 30 how much more you accomplished and how much more you had learned? A few bad decisions, but if you had not tried, you would have not learned and grown from it. Life didn't stop at that milestone; it kept on trucking and you remember what you learned, and made changes and adapt to the ever-changing highway of life.

Mount Pleasant Main Street celebrates 20 proud years this year all the while continuing to evaluate and plan for future progress. What will downtown be like in years 30, 40, 50 and so on? With the Main



Bell tower housing the 1897 bell, which had been removed from the Titus county courthouse in 1940 in order to add a fourth floor



Downtown Mount Pleasant (Titus County Courthouse in the foreground)

Street Four Point Approach™, any successes that Mount Pleasant Main Street has made have been made by people—people who work as a team; a team that has a passion for learning, and learning more about our town's history and preservation. Looking back on these accomplishments instill a sense of pride of being a Texas Main Street City.

The first success as a Main Street city was in design, a large project headed up by the original manager Nita May. Nita and Main Street volunteers worked with design teams to rid the square of hideous sidewalks in disrepair, removed the overhead power lines, added new appropriate light fixtures and pedestrian poles and made the area handicapped accessible.” I’m proud of the underground utilities and the brick sidewalks. Our Main Street Program brings together retail and non-retail businesses as well as

concerned citizens in a concentrated effort to promote and preserve the area,” says Patti Alexander president and founding Main Street member.

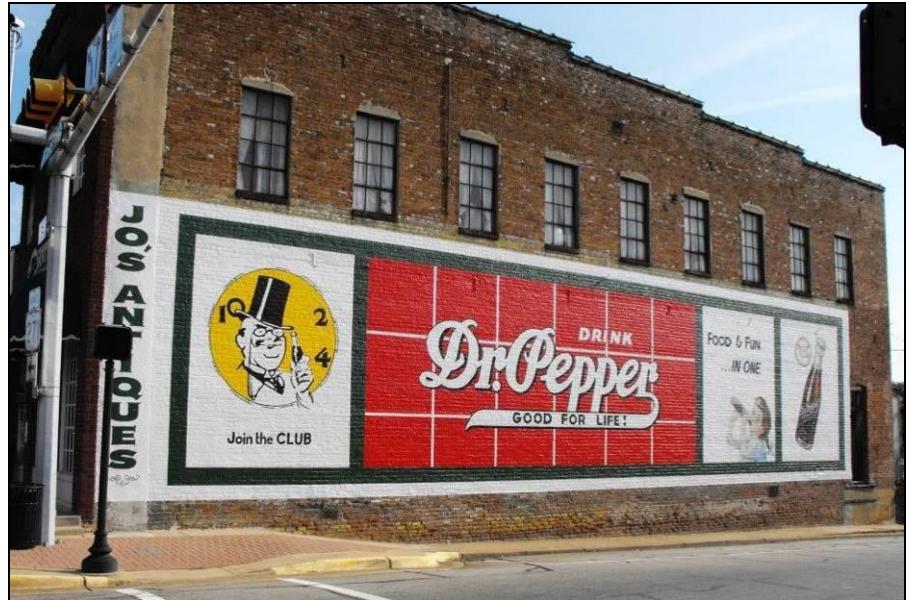
In 1992, one year prior to becoming a Main Street city, the county removed the aluminum slip cover from the historic courthouse, restoring the building to its 1940 appearance. The momentum had begun and Main Street was formed. The 1940’s restoration did not include a bell tower so the 1897 bell was displayed in a glass case for everyone to see, but not hear. Passionate Main Streeters kept hearing a ringing in their ear and they knew it would not stop until the bell was out of the glass case and ringing in everyone’s ear on the southwest corner of the square. This project was truly a community-wide effort. Linda Norris, long-time board member says the bell tower project gives “a

tremendous sense of pride for our town to have such a beautiful structure to honor the citizens of our community. It was a great honor to be part of this project.” The bell tolls every 15 minutes and on the hour notifies everyone of the time and serves as a reminder time goes on since it first rang in 1897.

Promoting and presenting that history to help the community understand the past’s role in local quality of life is important, too. It’s something Main Street does all year long, especially during the holidays. What is downtown at Christmas time without Christmas décor and lights? Most people express such fond memories of downtown and Christmas lights. Each October, Main Street partners with the Downtown Merchants Association and holds “Lunch for Lights” in Caldwell Park downtown. People from all parts of the community gather in the park for a cooked on-site chili lunch and enjoy the food, fall colors, weather and music. This event serves as a fundraiser to purchase bulbs for downtown buildings and helps provide funds for maintenance of the lighting. It has been successful in doing so for the last four years.



Volunteers cooking chili for annual Lunch for Lights fundraiser.



Downtown Dr. Pepper mural restored in 2012.

Bringing people downtown to make memories, Mount Pleasant will host Christmas on the Square for the 5th year in December. Working with Rotary of Mount Pleasant, the time of the annual daytime parade was moved back to its original time in the evening and parade floats have never been the same. Working with the lighted theme, the Christmas in the Square festival begins in the evening just before the parade and extends until after the parade. The parade travels through downtown and wraps around the square. An annual chili cook-off, live entertainment, outdoor movie, arts and crafts, nighttime shopping and free Dr Pepper all night are some of the highlights.

Who doesn’t love a cold Dr Pepper? Making partnerships and relationships has been the key to Mount Pleasant Main Street’s successes. A recent very successful partnership has been with the Dr Pepper Snapple Group. Mount Pleasant has had a long history with Dr Pepper since it once was bottled downtown. Over the past 20 years Dr Pepper has restored their mural on the side of our oldest building

on the Square twice. The latest restoration two years ago, with its added image make the mural one of the largest, if not the largest in the United States. With this partnership and the vintage Dr Pepper theme on our historic building, Mount Pleasant also proudly displays the only downtown one-of-a-kind vintage Dr Pepper banners in the world during the holiday season.



One of a kind, vintage holiday Dr Pepper banner celebrating Dr Pepper's importance to Mount Pleasant.



Mount Pleasant interactive historical museum now located in the new Mount Pleasant Library as of March 2012

The latest addition to the Main Street district is the new Mount Pleasant Library and Historical Museum. For many years the Mount Pleasant Public Library was housed in the historic Post Office building where they had a small 10x20 room in the basement that contained local artifacts. These were neatly displayed, but the space was cramped, and access was not easy. As the city grew, the demand for more space was obvious, so the plan to build a new library began. The library made the move to its new location in March of 2012. The library's new home takes up one entire block in the Main Street District. The building also houses the interactive museum which is filled with historical treasures. A walk through the museum is a walk through Mount Pleasant's history.

Each spring hundreds of school children tour downtown Mount Pleasant and the Historical Museum (now in its new location). Groups begin the tour with a recap of local history as they go through the museum. Then they take a

walking tour of the city. Downtown, students hear the history of the older buildings and get to actually visit inside many of them. These tours are an important project in the Main Street District, serving to inform and preserve local history for generations to come.

Mount Pleasant Main Street Economic Restructuring continues to offer a low-interest loan program with five local banks and has added a façade grant program. Recently, through an ordinance change, Mount Pleasant now allows for loft living in downtown. Tax abatements and downtown improvement projects are on the horizon. Recruiting missing businesses downtown and supporting existing businesses have been a main focus in the recent years. Locals hope to taste steak downtown in the near future and see upper floor lights on at night downtown.

As with any downtown, there will always be challenges to be faced. Perception and preparation are the key words. How Main Street plans as a team, how the program learns



Walking tours for children through historic downtown and to the Mount Pleasant Historical Museum during Preservation Month

and educates other people and never loses our passion and drive for downtown is what will make downtown Mount Pleasant continue to progress. As the 1897 bell chimes and reminds us of time, we celebrate our 20th year as a Texas Main Street City. As far as the future, we will keep trucking, adapting and making the highway of life continue to come through downtown, the heart of Mount Pleasant and the successes we celebrate 30, 40, 50 and...that is up to us.

Thanks to Jacob Hatfield, Mount Pleasant Main Street Manager, for providing this article.

FOCUS ON MAIN STREET DESIGN

The Canopy...doing justice to the traditional canopy and enhancing the pedestrian experience.

Canopies are in every downtown on at least one building. With the high heat in Texas, canopies (or awnings) are a necessity. As with anything exposed to the elements, they are susceptible to weather and require periodic maintenance and sometimes replacement. Often, when new canopies are added, the new canopy differs in profile, height, and overall appearance. This can be fine if the replacement is compatible with the building. However, it is a visual detriment if a poor quality canopy replacement is chosen. Aesthetics are difficult to explain, as what looks good varies among individuals including building/business owners, those on a review board, and even the author of this article. A good way to judge a replacement canopy is if it complements the building and enhances the experience of those walking on the sidewalk.



At left is a good example of attractive hanging pedestrian sign as well as fabric signage on the front edge of the canopy (Canyon). At right, note the thin diameter of the tie rods and appropriately-sized anchor bolts/escutcheon plates (Farmersville).



The beams, beadboard and metal bar that the tie rod connects to can all be seen from the underside. This can be both authentic and beautiful.



Historically, wood beadboard was often used on the underside of the canopy. Beadboard typically runs lengthwise as in the top two pictures on the left (Georgetown.) Newer interpretations may find the beadboard perpendicular to the building as in the photo on the right in (Austin).

beautiful, pedestrians or more importantly SHOPPERS, in our main street districts are not looking at the entire façade. Rather, shoppers see what is in the storefront windows and what is immediately above them such as some of the façade of the building, pedestrian signage, and the underside of the canopy. Therefore, the underside of the canopy is also very important. Main Street buildings are valued because of authenticity and history but also the beauty in the craftsmanship and details. So what are good canopy details that preservationists would like to see and that also create a nice environment for pedestrians? Simply seeing the wood structure underneath is very authentic and beautiful. The beams, beadboard, and metal bar that the tie rod connects to can all be seen from the underside.

When the structure is not left exposed, wood beadboard or pressed metal was historically used on the underside of the canopy. Beadboard typically runs lengthwise (parallel to the building front). In newer interpretations you will sometimes find it perpendicular to the building. Note the recessed lights that have been added to canopies to light the building at nighttime. Lighting is an important aspect for pedestrian comfort and safety.

Corrugated metal canopies are often an inexpensive replacement option found in many of our Main Street downtowns. While the basic structure of the canopy may be appropriate, it is the difference in materials and detailing that makes these canopies inappropriate. Note the thick corrugated texture in the corrugated-metal photo. This looks cheaply mass produced and does not give the quality appearance that a Main Street district hopes to



(left) Thick corrugated metal underneath the canopy looks mass produced and does not give the quality appearance that a Main Street district hopes to convey. (right) This type of canopy is typically attached to the building with excessively thick tie-rods.



(left and center) Corrugated metal can change the exterior appearance of the building, hiding historic transom windows and/or brickwork. (right) The shingle roof material on the top side of this canopy would be more appropriate for a residence.

convey. These types of canopies are also typically attached to the building with excessively thick tie-rods. Sometimes corrugated metal is even added on the on top of the canopy to create a sloped top. This option is oversized and completely changes the exterior appearance of the building, hiding historic transom windows and/or brickwork. Likewise, the shingled, or mansard, style canopies are another common, and incompatible, type of replacement

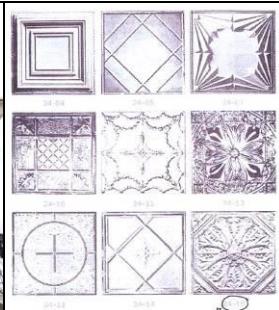
canopy that have a steep slope and hide historic elements. The shingles on the top side of the canopy is a material more appropriate to residences than commercial downtowns.



Metal was historically used on the underside of canopies in the form of decorative pressed metal panels/tiles (left—La Grange, center—Paris). (right) These tin panels were produced in many patterns and styles (see www.tinman.com)

The above paragraph is not to say that metal should be avoided on canopies. Metal was commonly used on the top side of the canopy to aide in water protection. Metal was also historically used on the underside of the canopy in the form of decorative pressed metal panels/tiles. They were produced in many patterns and styles with the intention to imitate carved stone or plaster. The detail in the design creates an interesting canopy underside for pedestrians.

If inappropriate canopies can be removed, it is recommended to consult with historical photographs and recreate the canopy seen in the photo. If historical photographs are not available, a new interpretation can be done. The goal for new designs in canopies is to not obscure historic features on the building and to complement the quality and craftsmanship of the building with the detailing and materials of the new canopy. The incline of the canopy top should remain the same as the historical photo, typically just a slight incline to allow water to drain off. When metal is used, a thinner corrugated appearance or standing seam metal is favored. To be safe, and also align with the Secretary of the Interior's Standards for Rehabilitation, adding a canopy that can removed at a later date without





Good examples of canopies that work well on historic facades.

damaging the historic building should be a goal. Below are some examples of new canopies that work well on the historic façades.

Awnings, recognized most easily by the use of fabric, are a whole other discussion worth delving into. A preservation brief on awnings with ample information can be found at: www.nps.gov/tps/how-to-preserve/briefs/44-awnings.htm

Thanks to Sarah Blankenship, Project Design Assistant for the Texas Main Street Program, for providing this article.

SUMMER ISSUE OF THE MEDALLION AVAILABLE ONLINE

The 2013 Summer Issue of *The Medallion*, the Texas Historical Commission's official magazine, is now available in electronic format on the agency's web site at www.thc.state.tx.us/medallion

MAIN STREET AROUND THE STATE

Bastrop

With a snip of a red ribbon and more than 70 people in

attendance, the historic Laake Farmhouse in downtown Bastrop and the Bastrop Main Street Program (BMSP) opened a new chapter in June, with the launch of the new Bastrop Community Volunteer Center.

The Laake Farmhouse dates from Bastrop's earliest days and sits on a prominent location on Chestnut Street, one of the axes of the 62-block Main Street Program area, and is a short stroll from Main Street. The 1200-square-foot building was extensively renovated two years ago, concurrent with the building next door of the Bastrop Convention and Exhibit Center. The circa 1885 home was tailor-made for the BMSP: office, meeting rooms, work spaces and ample parking, all very well suited to this active program. In short order, local nonprofit organizations discovered the facility, and the Main Street welcome mat was out for them for small meetings and work sessions on a daytime, space-available basis.

This growing use of the building for these purposes has helped bring the BMSP in sharper focus for members of these groups...and brought new volunteers to the program as well. This dynamic prompted the 50-plus participants in last January's annual BMSP planning retreat to go further with the recommendation that the BMSP: (1) formalize the use and extend availability to include evening hours when many nonprofits hold their meetings and (2) establish a clearinghouse for people interested in volunteer activities throughout the community.

The BMSP Organization Committee pulled it together and produced the June 20 event. Leaders from 20-plus organizations gathered for a short course on scheduling Center facilities and how the Center will match up prospective volunteers with their organizational needs. From that introduction and a very positive response from the participating organizations, the Organization

Committee has focused on accumulating materials on volunteer opportunities from organizations and ramping up for a community-wide information campaign to acquaint the public with the volunteering resources available. That effort will include mini-presentations at club gatherings throughout the community, brochures, a website and blog at www.bastropvolunteercenter.org news releases and social media.

BMSP Director Nancy Wood finds this project “a natural” for Bastrop: “Bastrop is blessed with a large cadre of energetic and talented volunteers. The Main Street Program is a direct beneficiary of that ethic. All of us whose efforts depend so heavily on volunteers owe it to ourselves and our community to nurture that spirit and to take



(top) The Laake farmhouse—now the Bastrop Main Street office and Community Volunteer Center (BCVC). (bottom) Opening and ribbon cutting for the BCVC.

the initiative in reaching out for volunteers.”

Shawn Pletsch, chair of the BMSP Organization Committee agrees, “Volunteerism is one of Bastrop’s greatest assets and factors very heavily in the amazing success we’ve seen in our Main Street Program as well as in our community’s quality of life. Currently members of the community find their way into volunteer work through incidental conversations with neighbors and friends. We think this Bastrop Main Street Program effort creates an easy point of contact for newcomers and others who have an interest in serving the community.”

Mount Vernon

June marked the 100-year anniversary of the downtown plaza and Main Street hosted a great party on the plaza in historic downtown. The master gardeners donated a landscape plan from which people could select an item to donate as a birthday present. It was a huge success.

Levelland

Levelland Main Street celebrated its 15th anniversary this year during the last night of Sounds of Texas this summer. There was a big cake and the community danced the night away at the first ever Sounds of Texas Street Dance.

NEWS

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 Salary Survey was

sent out by Debra Farst on the listserv on July 1. Due date for both is Monday, September 30. Just a reminder that National Recognition announcements will be made at January 2014 training and not at the Texas Downtown Association/Texas Main Street Annual Conference in November.

Parking Made Easy Free Download

New on the National Main Street website free to download is this 2012 publication *Parking Made Easy: A Guide to Managing Parking in Your community*. See www.preservationnation.org/main-street/resources/sample-documents/members-only/parking-made-easy-a-guide-to.html#.Ug1CtKgo749

Hosting 2014 Main Street Professional Development Series

Texas Main Street is accepting bids from Texas Main Street cities to host the 2014 Main Street Professional Development Series (formerly referred to as “training”). Dates for 2014 will be Winter: Jan. 27–31, and Summer: June 3–6 or June 10–13. Debra Farst, state coordinator for Texas Main Street, sent all of the information along with the bid attachment on the list serv August 21 (please refer to this for all of the details including hotel space requirements).

EVENTS

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

Sept. 14 , Denton

Denton Main Street Association will host the 14th annual Arts, Antiques, and Autos Extravaganza on Saturday from 9 a.m. to 3 p.m. around the historic courthouse square. This classic, custom, and hot rod car and motorcycle show is complete with live music, fine arts/crafts, antique appraisals, chalk art, kids' fun, and more. There will also be a silent auction held inside the courthouse during the event from 9 a.m. to 2 p.m. See www.dentonmainstreet.org

Sept. 14, Waxahachie

Waxahachie's Sip & Stroll wine event will take place from 4–7 p.m. and the Classic Car Show will be from 6–9 p.m. both downtown. For the Sip & Stroll, purchase a glass for \$10 and visit nine participating merchants to sample wines from Texas wineries. Advance tickets are available at the Ellis County Museum Visitor's Center, Plain Jane & Co., Crooked Creek Farm, and the Dove's Nest. Glasses will be available for purchase the day of the event.

The Classic Car Show will host more than 70 classic cars around the historic Ellis County Courthouse as part of the 12 Months of Christmas campaign highlighting the beautifully lit trees around the square. There will be music and sock hop on the square and stores will be open late for shopping. See www.downtownwaxahachie.com/events

Sept. 25–28, Tyler

The 2013 Downtown Tyler Film Festival will showcase outstanding new shorts (short films) in the renovated Liberty Hall in downtown Tyler. Innovative new directors, cinematographers and actors will converge in East Texas to share their imagination and the

joy of the dramatic arts. Some of the best new producers will go head-to-head for top prize money, with the competition fast and fun. See www.tylerfilmfest.com/

Sept. 28, Graham

Graham Main Street will hold its annual Western Heritage Days on the Downtown Graham Square. There will be several events including a homemade pie contest, stick horse race, pig wrestling and more. Awards will be given for best contestants in all three events. Call Main Street for more info at 940.549.6246.

Sept. 22, Hillsboro

The Cotton Pickin' Fair will include a pet parade, second annual salsa contest, the Miss Cotton Pickin' Fair Pageant, and special entertainment throughout the day across the street from the historic city hall. The Hillsboro High School choir will kick things off at 10 a.m., singing the National Anthem to open festivities. For more information, call 254.582.2481.

Sept. 27–28, McKinney

McKinney meets Bavaria as Oktoberfest 2013 comes to life in historic downtown. Guests can enjoy German beer from local brewery, Franconia, along with wine and German cuisine. There will be interactive activities for the children including weenie-dog races, face painting, petting zoo, and crafts of all types with 27,000 attendees expected. See http://listings.dfw.com/mckinney_tx/events/show/322678343-mckinney-oktoberfest-2013

GRANTS

Plum Creek Foundation

Grants are available for community-based nonprofits that work to improve the general

welfare and quality of life in communities served by Plum Creek in Texas and elsewhere.

Application deadline is **Oct. 31**. See

www.plumcreek.com/CommunityInvolvement/GrantApplication/tabid/161/Default.aspx

CONFERENCES/ WORKSHOPS

Texas Downtown Association (TDA)/Texas Main Street Annual Downtown Revitalization Conference

Registration is now open for the TDA/Texas Main Street annual conference in Bastrop **Nov. 5–8**. Keynote speaker for the conference will be, Gary Linder, president and CEO of PeopleFund, which provides access to capital, education and resources to build healthy small businesses.

Conference session topics will include Bringing Locals Downtown; Energy Efficiency in Historic Buildings; Culinary Districts (field session); Downtown Open Spaces; TIFs, BIDS & more; Successful Alley Projects and more. The conference will conclude on Friday with local tours. See www.texasdowntown.org for details.

Texas Downtown Association (TDA) Regional Roundtables

In order to provide networking and learning opportunities for its downtown partners across the state, TDA has scheduled and co-sponsored some regional events for downtown professionals and commercial district programs:

Marble Falls—Fri., Sept. 6

The Central Texas roundtable will focus on arts for economic development. Speakers include Jim Bob McMillan from the Texas Commission on the Arts, who will discuss the Cultural Districts Program. Representatives from Marble Falls' Sculpture on Main will share information about their program and lessons learned along the way and have a chance to tour the sculpture installations in downtown.

Denton—Fri., Oct. 4

The North Texas roundtable will focus on social media as a tool for downtown. Speakers include Ryan Thompson from Aria, who will give an overview of social media games. Sarah Page of Sarah T. Page Consulting, LLC and Veronica Maldonado from Denton CVB will offer a session on using Pinterest.

For more information and to register for a roundtable, see www.texasdowntown.org/regional-roundtable.html.

Interested in sponsoring a roundtable? Contact the TDA office for more information at 512.472.7832 or info@texasdowntown.org.

AWARDS NOMINATIONS

Preservation Texas sponsors the annual Honor Awards, which recognizes outstanding and inspiring accomplishments in

historic preservation around the state. Nominations will be accepted until September 13, 2013. See

www.preservationtexas.org/wp-content/uploads/2013-Honor-Awards-Nominations-Packet.pdf

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CALL FOR PROPOSALS

National Main Streets Conference Call

for Session Proposals

The 2014 National Main Streets Conference, May 18–21 in Detroit, Michigan, will celebrate, learn from and share ideas to help and empower those that make Main Street work—the theme of the conference is Works in Progress. The conference is looking for sessions, courses and workshops that: look at new ways to solve consistent problems; share experiences (good, bad and ugly) to help other main streets succeed; offer new perspectives on current trends; and show examples of the hard work done by managers, volunteers, and other stakeholders to revitalize their unique communities. Deadline for proposals is Sept. 16. See

www.preservationnation.org/main-street/training/conference/2014-detroit/2014-content-development.html#.Ufa_Fago748

Calendar of Events

- **Oct. 29–Nov. 2, 2013, Indianapolis, Indiana**
The National Preservation Conference will be held with the theme of Preservation at the Crossroads, see www.preservationnation.org/resources/training/npc/
 - **Nov. 5–8, 2013, Bastrop**
Texas Downtown Development and Revitalization Conference, annual conference of the Texas Downtown Association/Texas Main Street Program, see www.texasdowntown.org
 - **Jan. 28–31, 2014, location to be announced**
Texas Main Street New Manager Training, Jan. 28–29, and 2014 Professional Development Series, Jan. 29–31
 - **May 18–21, 2014, Detroit, MI**
National Main Street Conference, theme: Works in Progress
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Websites of Interest

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