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TEXAS HISTORICAL COMMISSION



Main Street Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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Spotlight on... Tyler

DOWNTOWN TYLER DREAMS BIG WITH MASTER PLAN

Every community dreams of a big future, and every Main Street envisions a downtown that is the bustling historic heart of the community. Turning those dreams into reality and those plans into tools and resources is something else altogether.

The City of Tyler is taking dramatic steps toward making visions realities via its ambitious Tyler 21 Comprehensive Plan. The plan, which will build a 21st Century vision for Tyler, began in February 2006.

From the outset, it was decided that the master plan would have points of emphasis: transportation and congestion mitigation, parks, open space,



Community participation in the development of Tyler's comprehensive plan for the 21st century.



Newly launched Tyler21.com website.

recreation and lakes, north-end revitalization, housing and neighborhood identity, historic preservation and downtown revitalization. Each point of emphasis has its own working group.

The Heart of Tyler Main Street Program (a 501©3 organization separate from the city) embraced the master plan, and its supporters and staff are an integral part of the process.

Heart of Tyler Chairman Mike Butler is a member of the Tyler 21 Steering Group and chairman of the Downtown Revitalization working group.

City Councilman Chris Simons, an active Heart of Tyler volunteer (and past chairman), is also a working group leader. Other members of the downtown working group include Heart of Tyler volunteers, staff and downtown business and property owners.

Helping the community organize its plans is the nationally recognized firm and Goody Clancy of Boston.

"I was really impressed when I found out Goody Clancy was hired to lead the process," said Heart of Tyler Executive Director Beverly Abell, "but

their next announcement just blew me away.”

As the master plan was announced, consultants who were hired to be part of the master planning team were introduced. Lo and behold, the name of Mary Means came up as part of the team of professionals to facilitate the downtown plan. Means is one of the “Fab Four” founders of the Main Street Program; she was presented the National Preservation Honor Award for her visionary leadership.

“Having Mary Means help design the future of your downtown is like having Arnold Palmer design your golf course,” Abell said. “The local media got a lot of mileage out of my describing Mary as a ‘rock star’ in the Main Street world.”

The Downtown Working Group began work in September with an assessment of present conditions, key partners and potential goals for downtown. How downtown Tyler would be positioned and marketed in East Texas and beyond has also been a factor.

A capacity crowd participated in a public downtown charrette held in early November. The charette demonstrated the potential of various destination points, the importance of arts and culture and the possibilities that come with carefully planning destination points throughout the downtown area.

An in-depth analysis of downtown’s present state and its potential market was conducted by Sarah Woodworth of ZHA firm of Annapolis. Woodworth’s research indicated that downtown Tyler has the potential of being the site of 500-700 market-rate residential units in the next 10 to 15 years.

Fulfillment of that potential, Woodworth said, depends greatly upon the uniqueness of the residential space, and re-positioning downtown Tyler as the cultural center of the Tyler region.

The Downtown Working Group is now working to digest the data and develop a comprehensive plan to develop and rehabilitate housing, create a concentration of cultural and entertainment venues and develop a foundation for attracting restaurants, shopping and arts and culture amenities that will work hand-in-hand with all other facets of downtown’s future.

As the downtown plan evolves, so will the Heart of Tyler Main Street organization and its work to be an agent in fulfilling the promise begun by the master plan. Already Heart of Tyler volunteers are looking at land-banking practices, incentive development, creation of an arts and culture district and other tools necessary in conducting a more ambitious program and downtown redevelopment.

“Do we have a massive job ahead of us?” Abell asked. “Of course we do. But I also know that Heart of Tyler and the citizens of Tyler love this downtown and want to see it succeed.

“There’s a concentration of talent, skill, heart and ability that I know will equal the fulfillment of many a dream in the years to come,” Abell said, adding, “Just watch us.”

For more information on the Tyler21 Master Plan, go to www.tyler21.com, and click on “Downtown Master Plan.”

Thanks to Beverly Abell, executive director of Heart of Tyler Main Street Program, for providing this article.

NEWS

Texas Downtown Association’s Newcomer of the Year Award

Ron Sineni, owner of Wik Candle in Denton, was recently named the 2006 Newcomer of the Year by the Texas Downtown Association. The award for Newcomer of the Year recognizes an individual newly involved in a Texas downtown. Sineni was involved with numerous projects with Denton Main Street in 2006. He also developed new ways for getting businesses involved in events and promoting and gaining exposure for downtown businesses. He has had a great positive impact on the Denton’s downtown through his entrepreneurship and volunteerism. Mr. Sineni’s award was inadvertently left out of our listing in December—we apologize and never want to forget our valuable volunteers!

National Main Street Looking Forward

For the 25th anniversary of the Main Street program, the National Trust Main Street Center conducted a year-long visioning process to define the future of the entire Main Street movement. Five key directions that emerged as a result of this process. Main Street...

1. will continue to be grounded (while allowing flexibility) in the Main Street Four-Point Approach.
2. will play a role in community development.
3. leadership will play a key role in deliberation of key downtown issues.
4. will have successfully harnessed the full spectrum and richness of America’s diversity, and

- will achieve by 2025 a new status of appeal for America's downtowns focusing on financial resources and strategic partnerships which will contribute to Main Street livability.

More more details of the direction of the National Main Street movement, see

www.mainstreet.org/content.aspx?page=11819§ion=78.

Seattle, America's Most Livable City, to Host National Conference

Sustainability isn't a buzzword. It's smart growth. It's innovation. It's transit-oriented development, community engagement, "green" design principles, and historic preservation. Seattle, Washington, is a veteran city of working toward a sustainable future. Named America's most livable large city, Seattle, employs a variety of sustainability strategies for creating a high quality of life. Find out what the city and nearby Washington Main Street districts have been doing to make historic preservation, revitalization, and civic involvement important keys to building sustainable communities. Read more about Seattle in the November 2006 Main Street Newsletter www.mainstreet.org/MediaLibrary/MSN_2006_11_WholeIssue.pdf and join us in Seattle for the National Main Streets Conference March 25-28.

AROUND THE STATE

Associated General Contractors (AGC) of Southeast Texas gave the proceeds from their Christmas gala to **Beaumont** Main Street and the restoration of the Rose Room Ballroom at the Hotel Beaumont (they also hosted the event in the hotel)!

Mt. Vernon held an open house in December for their new extinct bird egg exhibit. The EDC has funded \$46,000 towards the Franklin County Historical Museum (historic WPA structure) renovation for this project. The bird egg exhibit will be upstairs and the new Don Meredith exhibit will be downstairs.

EVENTS

Jan. 4, Beaumont

Beaumont Downtown Live! Enjoy hands-on activities, shop at the farmers' market, dance to live music and more. Hours are 5 to 8 p.m. Call 409/880-3788.

Jan. 20, Gilmer

The Hotter than August Chili Cook-off will be held from 11 a.m. - 1:30p.m. in downtown Gilmer. Call 903/843-2413 for details.

Jan. 20, La Porte

Enter areas rarely seen by the public in the Hart Hat Tour of the Battleship Texas. Battleship Texas State Historic Site. Call 281/479-2431.

AWARD NOMINATIONS

National Preservation Award Nominations

The National Trust for Historic Preservation is now accepting nominations for the **2007** National Preservation Awards. Individuals who have been involved in an outstanding preservation project completed in the past three years, or those who know of a corporation, nonprofit organization, public agency, or individual who has helped save a part of America's local or national heritage are encouraged to submit a nomination.

The coveted annual awards recognize singular success in preserving, rehabilitating, restoring or interpreting

America's architectural and cultural heritage. Winners will be honored at the **Twin Cities National Preservation Conference in Saint Paul, Minnesota, October 2 -6, 2007.**

Nominations for all awards must be postmarked by **March 1, 2007.** For details, see

www.nationaltrust.org/preservation/awards.

Upcoming 2007 Main Street Training Dates in Austin:

Jan. 8-10, Basic Training for new managers (1st part).

Feb. 6-9, Basic Training for new managers (2nd part) (deadline for hotel reservations, Jan. 6)

Feb. 7-9, Main Street Manager Annual Meeting, all managers (deadline for hotel reservations, Jan. 6)

Hotels for all of the above dates (meeting location is The Hobby Building, 333 Guadalupe):

Extended Stay America

600 Guadalupe (4 blocks from the Hobby Bldg.), 512/457-9994

or,

Homestead Austin (Extended Stay America affiliate, across the river 6 blocks away)

507 South First St.
Austin, TX 78704
512/476-1818

Specify *Texas Main Street* for the \$80 room rate (\$90 double).

Nominations for America's Most Endangered Historic Places

The National Trust for Historic Preservation is accepting nominations for its 2007 America's 11 Most Endangered Historic Places list. Issued annually to raise awareness of historic sites at risk from neglect, deterioration, lack of maintenance, insufficient funds, inappropriate development or insensitive public policy, the list marks its 20th anniversary in 2007. Since its founding, the endangered list has been one of the nation's most successful tools in the fight to save America's irreplaceable architectural, cultural, and natural heritage. For details, see www.nationaltrust.org/11Most/nthp11MostNomForm.pdf or call 202-588-6141. Completed nominations must be postmarked by Friday, **January 12, 2007**. The 2007 list will be announced in May.

CONFERENCES, SEMINARS and WORKSHOPS

Smart Growth Conference

The 6th Annual New Partners for Smart Growth conference, Building Safe, Health and Livable Communities, will be held **Feb. 8-10** in Los Angeles, California. The conference will feature cutting-edge smart growth issues, the latest research, implementation tools and strategies, successful case studies, interactive learning experiences, and new partners, projects and policies. See www.NewPartners.org.

Bootstrap Marketing Workshop Series III

The Texas Department of Agriculture's Texas Yes! Program will hold its latest rural tourism workshop in New Braunfels **Feb. 12-13**. Location

will be at the John Newcombe Tennis Ranch, 325 Mission Valley Road. For the flyer, see

www.texasyes.org/ty/channel/render/items/0.1186.827_1128_0_866.00.html.

TTIA Unity Dinner

The Texas Travel Industry Association's annual **Unity Dinner** will be **February 20** in Austin. Location will be the Hilton Austin Hotel at 500 East 4th Street, Austin. For more details, see www.ttia.org/unity.

National Main Streets Conference

On March 25-28, 2007, economic development and preservation-based community revitalization practitioners will gather in Seattle from throughout the nation to share their expertise and proven strategies for building sustainable commercial districts. Register for the National Main Streets Conference now online at <http://conference.mainstreet.org/content.aspx?page=11247&site=13>

Annual Preservation Conference

Save the Date for the Texas Historical Commission's 2007 Annual Historic Preservation Conference, Changing Faces, Historic Places April 12-14, 2007 in Lakeway at the Lakeway Inn and Conference Center. Brochures and registration forms will be available in February. For more information, please contact 512/463-6255.

Keep Texas Beautiful Conference

Save the Date — 40th Annual Keep Texas Beautiful Conference, July 10-13, 2007, San Antonio at the Westin Riverwalk. See www.ktb.org/programs/conference/.

AWARDS

Texas Historical Commission Award Nominations

Is there a champion of historic preservation in your community that deserves to be nominated and acknowledged for their historic preservation accomplishments? The Texas Historical Commission (THC) offers a variety of awards to recognize worthy accomplishments and exemplary leadership in the preservation of Texas' heritage. Most awards are presented at the agency's annual Historic Preservation Conference, the largest annual gathering of volunteer and professional preservationists in Texas. The THC's most prestigious award, the Governor's Award for Historic Preservation, is presented in a special ceremony arranged with the staff of the Governor's office. Deadline for nominations is **Friday, Dec. 8 at 5 p.m.** For details and application forms, see www.thc.state.tx.us/awards/awdefault.html.

JOB OPENINGS

Texas Hill Country Trail

Texas Hill Country Trail Regional Coordinator. The regional coordinator is the facilitator for the development, execution and documentation of the heritage trail regional program for the 19-county Texas Hill Country Trail Region. The Texas Hill Country Trail regional coordinator is an employee of the Texas Hill Country Trail regional board. The office will be housed in downtown Fredericksburg, TX. The position is full-time and funded by a grant from the Texas Historical Commission through August 2008. Additional funding is anticipated, but not secured at this time. The salary range for the position is \$28,000 – \$30,000 annually depending upon education

and experience. Resumes will be accepted through Nov. 17, 2006. Please see the job posting for contact information and where to send resumes. A job posting may be obtained from Teresa Caldwell at teresa.caldwell@thc.state.tx.us.

Bastrop

The City of Bastrop is accepting applications for the position of Main Street manager. Under the direction of the city manager, the Main Street Manager will perform a variety of duties associated with the commercial revitalization of the Bastrop downtown business district. Consulting with the appropriate officials and advisory bodies, the candidate is responsible for analysis, synthesis, development, coordination, and implementation of revitalization strategies and recommendations to achieve the city's goals for economic development and historic preservation of the downtown business district. Candidate must be entrepreneurial, energetic, imaginative, well organized and capable of functioning effectively in an independent environment. Excellent verbal and written communication skills are essential. Requires a Bachelor's Degree in the area of Business, Public Administration, Economic Development, Planning or a related field and at least two years of experience working in a municipal Main Street or other economic development program. Salary DOQ. Please submit letter of interest, resume, City application, six (6) references and salary requirements to Tanya Cantrell, Human Resources Department, P. O. Box 427, Bastrop, Texas 78602 or call 512/303-0082 for more information. Position open until filled. EOE

Celina

The City of Celina is accepting applications for the position of Main Street manager. The manager is re-

sponsible for coordinating downtown revitalization activities through the Main Street Program. The salary depends on experience. Submit resume, letter of interest and three references to Scott Albert, City Administrator, 302 West Walnut Street, Celina, 75009.

Palestine

Palestine is seeking a manager for the provisional Main Street program in Palestine. Under the direction of the City Manager, the position is responsible for coordinating community preservation activities including downtown revitalization utilizing the national and state Main Street Program; serves as preservation officer. Should be familiar with the Main Street Program or similar approach to downtown revitalization and have successful experience managing a comprehensive revitalization program. This position will serve as staff liaison to the Main Street Advisory Board and the Historic Landmark Commission.

2007 Calendar of Events

- **January 8–9, Austin**
Board training for new 2007 Texas Main Street cities
 - **January 8–10 and February 6-9, Austin**
Basic Training for new managers
 - **February 7–9, Austin**
Texas Main Street Annual Meeting
 - **March 25–28, Seattle, Washington**
National Main Streets Conference, Building a Sustainable Future
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Web sites of Interest

Advisory Council on Historic Preservation: www.achp.gov
African American Heritage Preservation Foundation: www.aahpf.org
(The) Alliance for Historic Landscape Preservation: www.ahlp.org
(The) Alliance for National Heritage Areas: www.cofc.edu/~heritage
American Institute of Architects: www.aiaonline.com
American Planning Association: www.planning.org
American Society of Landscape Architects: www.asla.org
(The) Cultural Landscape Foundation: www.tclf.org
Handbook of Texas Online: www.tsha.utexas.edu/handbook/online
Institute for Cultural Landscape Studies: www.icls.harvard.edu
Keep Texas Beautiful: www.ktb.org
League of Historic American Theaters: www.lhat.org
Livable Communities Task Force:
www.blumenauer.house.gov/issues/CaucusSummary.aspx?NewsID=1077&IssueID=11
National Park Service: www.nps.gov
National Trust for Historic Preservation: www.nthp.org
Office of Rural Community Affairs: www.orca.state.tx.us
Preservation Easement Trust: www.preservationeasement.org/home
Preservation Directory: www.preservationdirectory.com
Preservation Texas: www.preservationtexas.org
Project for Public Spaces: www.pps.org
Rails to Trails: www.railstotrails.org
Sacred Places: www.sacredplaces.org
Scenic America: www.scenic.org
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: 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.uli.org

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