



MAIN
STREET
Now

APRIL 13-15, 2026

TULSA
OKLAHOMA



IMAGINE THE POSSIBILITIES OF **YOUR** MAIN STREET DEVELOPMENT STORY

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Development Director | City of Denison, Texas

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AGENDA

- + **Introductions and Learning Objectives**
- + **Greetings from a Great American Main Street City (GAMSA)**
- + **Preservation-Based Economic Development**
- + **Design as Preservation**
- + **Takeaways**

LEARNING OBJECTIVE 01

Recognize the importance of storytelling and design to engage an active stakeholder process and promote implementation strategies for downtown projects.

- Form Follows Function vs Form Follows Fiction

Spotlight on Downtown

GREAT AMERICAN MAIN STREET AWARD
2025 Winner

BEST TEXAS DOWNTOWN
2025

REGIONAL

- KXII
- KTEN
- WFAA
- *Herald Democrat*
- Social Media Coverage

STATEWIDE (TX)

- *Texas Time Travel*
- *Authentic Texas*
- *Heritage Traveler*
- *Medallion* - Texas Main Street (Special Feature)
- *Expedition Texas*
- *Living the Good Life*
- **State Leadership & Public Recognition:**
 - Office of the First Lady of Texas
 - State Senator Hagenbuch
 - Texas Historical Commission
 - Texas Rangers in-game recognition

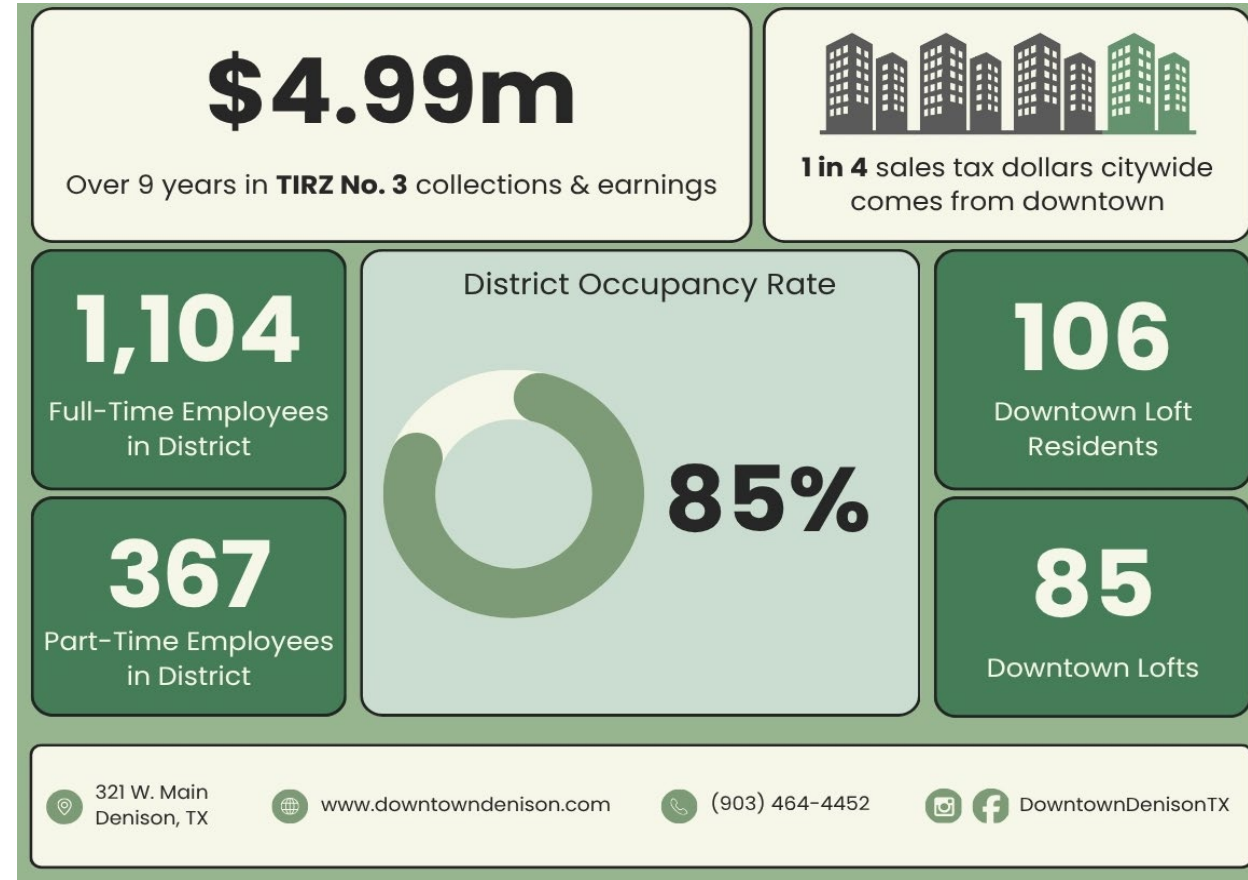
NATIONAL

- *The Municipal Magazine*
- *Preservation Magazine*
- National Trust for Historic Preservation (75th Anniversary Book)

July 15, 2025 - **Congressman Pat Fallon recognized downtown Denison in the Congressional Record** with a flag flown over the U.S. Capitol.

LEARNING OBJECTIVE 02

Recognize Architecture best practices in the Rehabilitation design process include balancing the Secretary of Interiors Standards, Accessibility, Building Code, Development Objectives, Sustainability and Community Connectivity.



- Concepts and Terminology

LEARNING OBJECTIVE 03

Advocate for implementation of local design and construction guidelines that focus on resilient heritage through the preservation of a built history.

- Development Diagram and Sample Toolkit

Nov. 2024

Downtown Development

Denison, Texas www.DenisonTX.gov

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.

 Denison TEXAS
Moving Forward. Kicking Back.


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



LEARNING OBJECTIVE 04

Analyze economic strategies for the rehabilitation of historic properties and recognize connections to local development processes.

- Case Study | Rialto



Annual Snapshot
Jan-Dec 2025

“Denison Main Street has shown how meaningful community engagement can drive lasting change. By fostering open communication, creative outreach, and strong local partnerships, they ensured that **businesses and residents remained at the heart of their significant transformation.**”

- Erin Barnes, President and CEO of Main Street America

\$1,699,874.61 Invested in downtown* by property owners & businesses <i>*Renovations, expansions & new development</i>	10 Free public parking lots	2720 Free street and parking lot spaces
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Main Street, Denison, Texas.—1



We all have an origin story...

A wide-angle photograph of a bustling street in a historic town. The street is paved with brick and lined with historic buildings, including a prominent red brick building with arched windows and a sign that says "ANT". People are walking along the street, some carrying shopping bags. There are outdoor market stalls with white canopies and clothing racks. The sky is blue with a few clouds. The overall atmosphere is lively and community-oriented.

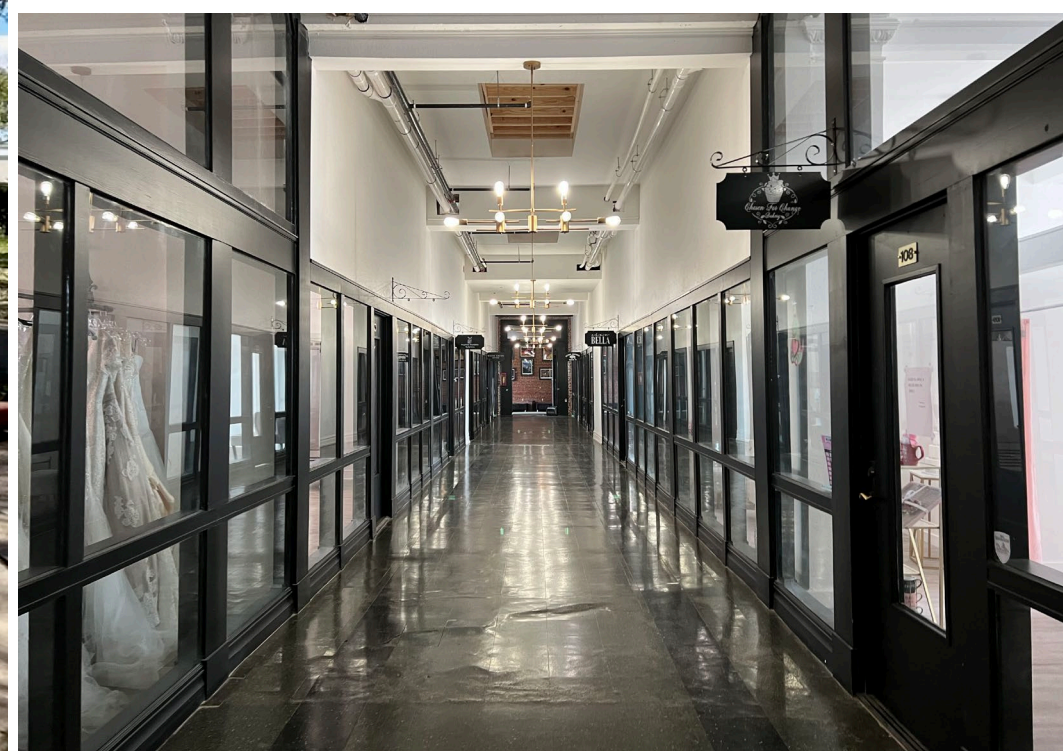
And should imagine the possibilities...



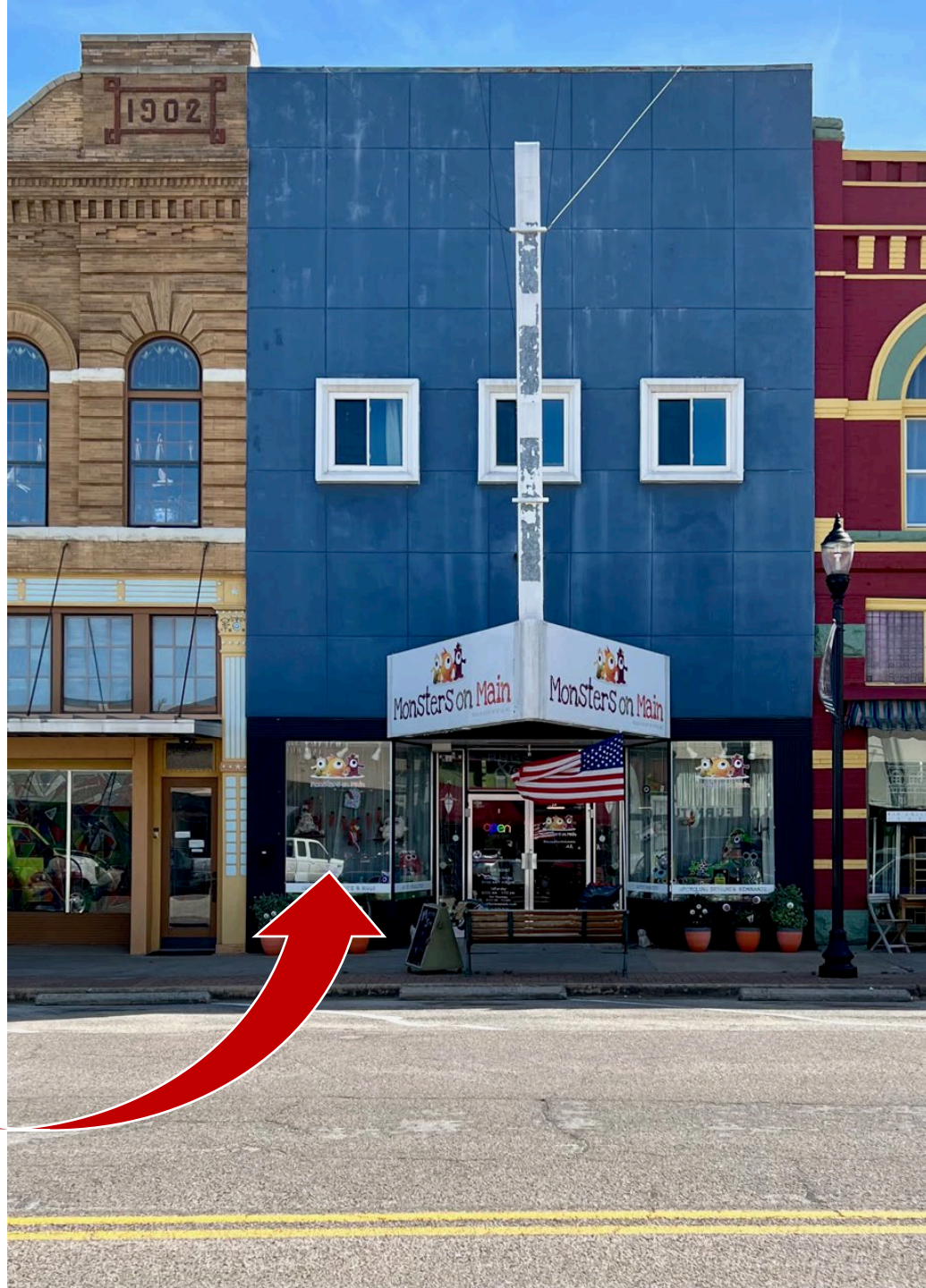
Preservation is not
about freezing places or
buildings in time or
standing in the way of
progress.



“Once a bustling junction for three major rail lines, Denison grew rapidly in the late 19th century, tying its identity to the tracks. But when Union Pacific Railroad absorbed the Katy Railroad decades later, this North Texas city was forced to reckon with the sudden loss of hundreds of jobs and find a way back from the economic void left behind.” [Preservation Magazine | Fall 2025]










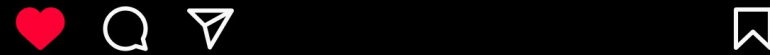
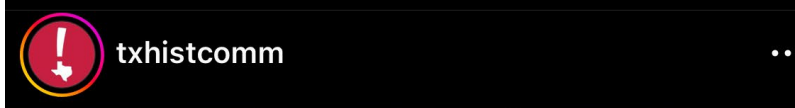


Streetscape Before

Streetscape After



**significance and
integrity should not
be confused with
condition**



Liked by [historianinrepose](#) and 339 others

txhistcomm William Sydney Pittman, Texas' first practicing African American architect, left an indelible mark, helping to shape the landscape of the African American community in Texas.

After marrying Portia Washington, Booker T. Washington's daughter, they moved to Dallas. His arrival in Dallas not only marked a milestone in Texas architecture but also provided the Black community with access to a professional architect that understood their needs.

Designed by Pittman in 1915-16, the Knights of Pythias Temple (now known as the Kimpton Pittman Hotel) stands as the first major commercial structure in Dallas for African Americans. It became a professional and cultural epicenter in Deep Ellum with storefronts, offices, a drugstore, barbershop, and a ballroom.





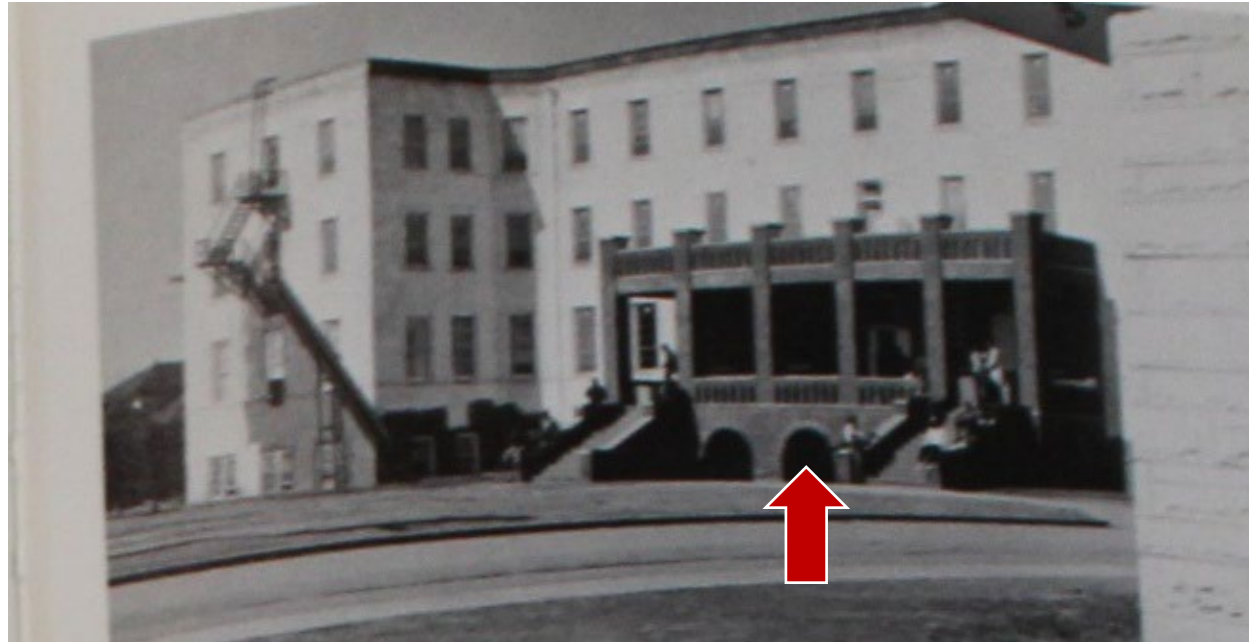


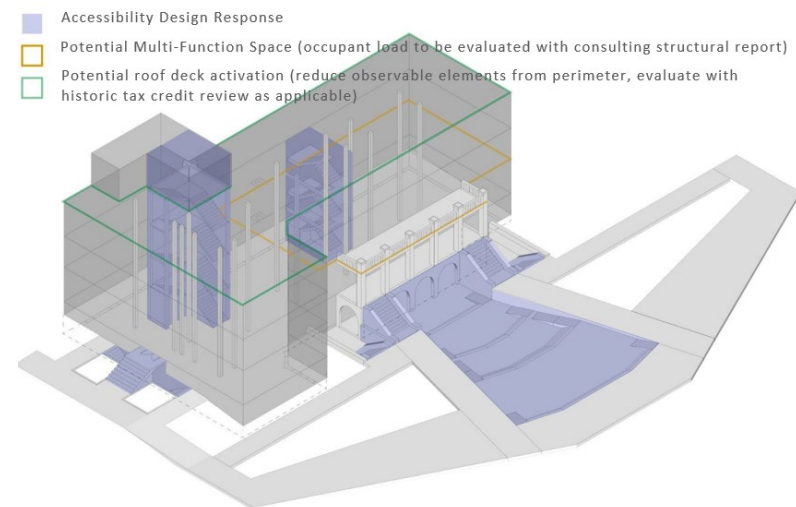












**“protection,
enhancement
and perpetuation
of districts...
are necessary”**

City of Denison, Historic Preservation Ordinance



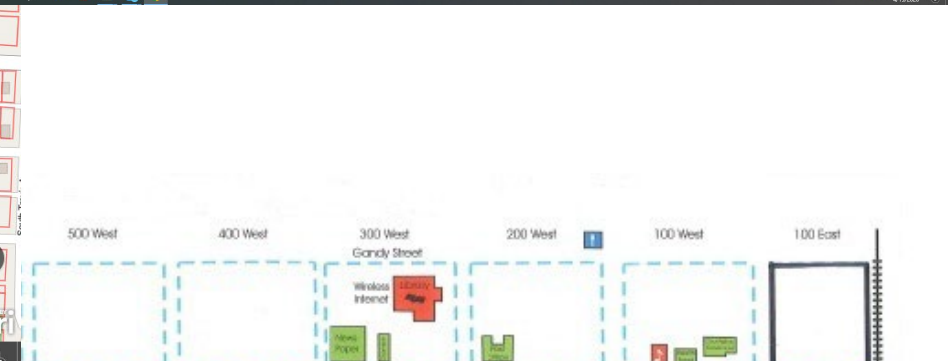
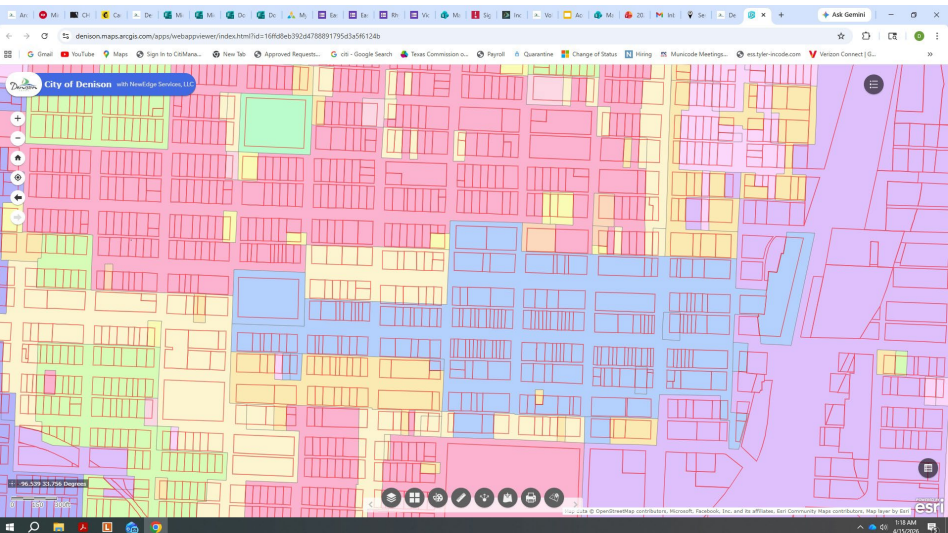
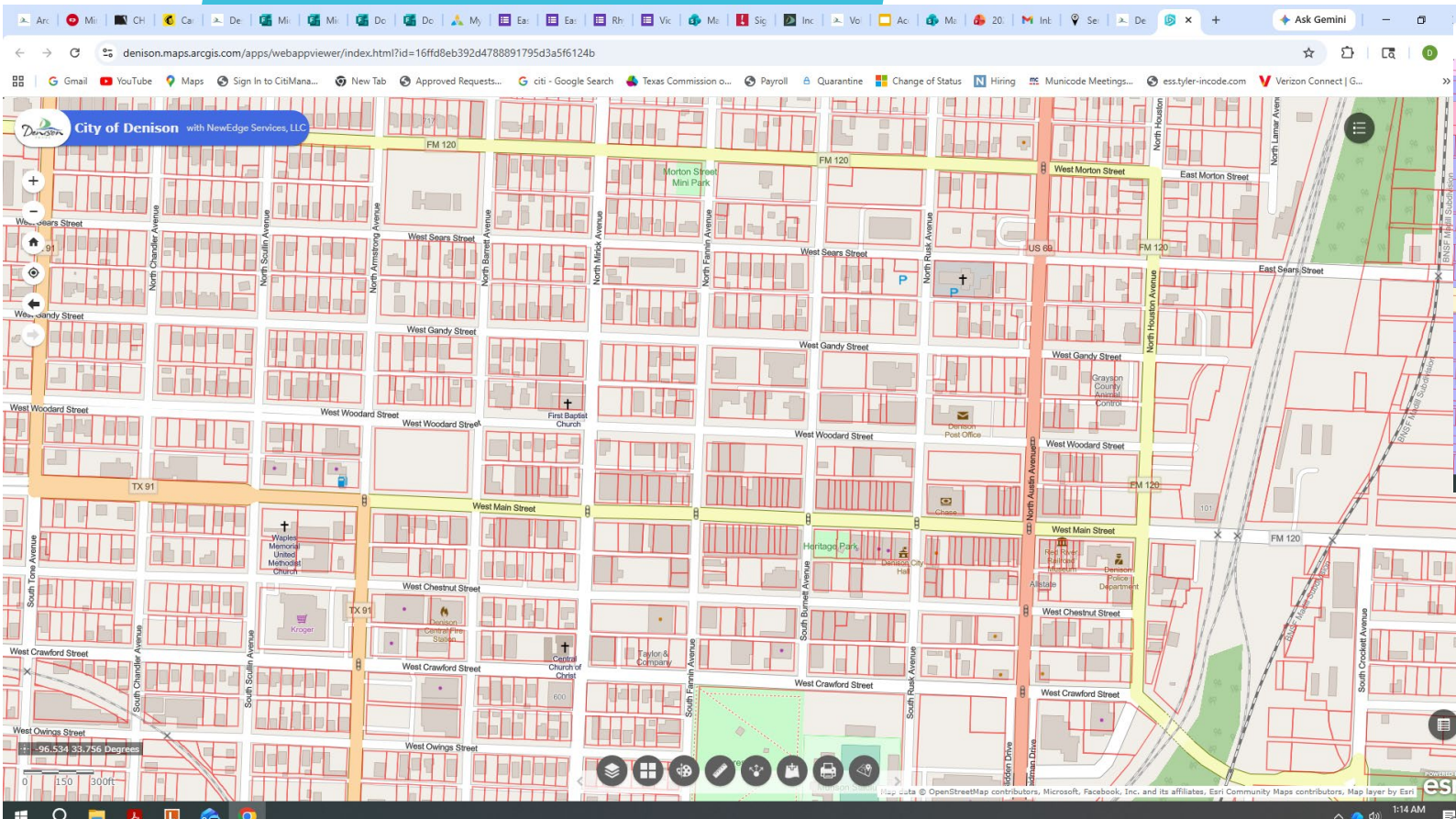
517 GALLERY

DENISON CULTURAL ARTS CENTER



513





Maps of Downtown

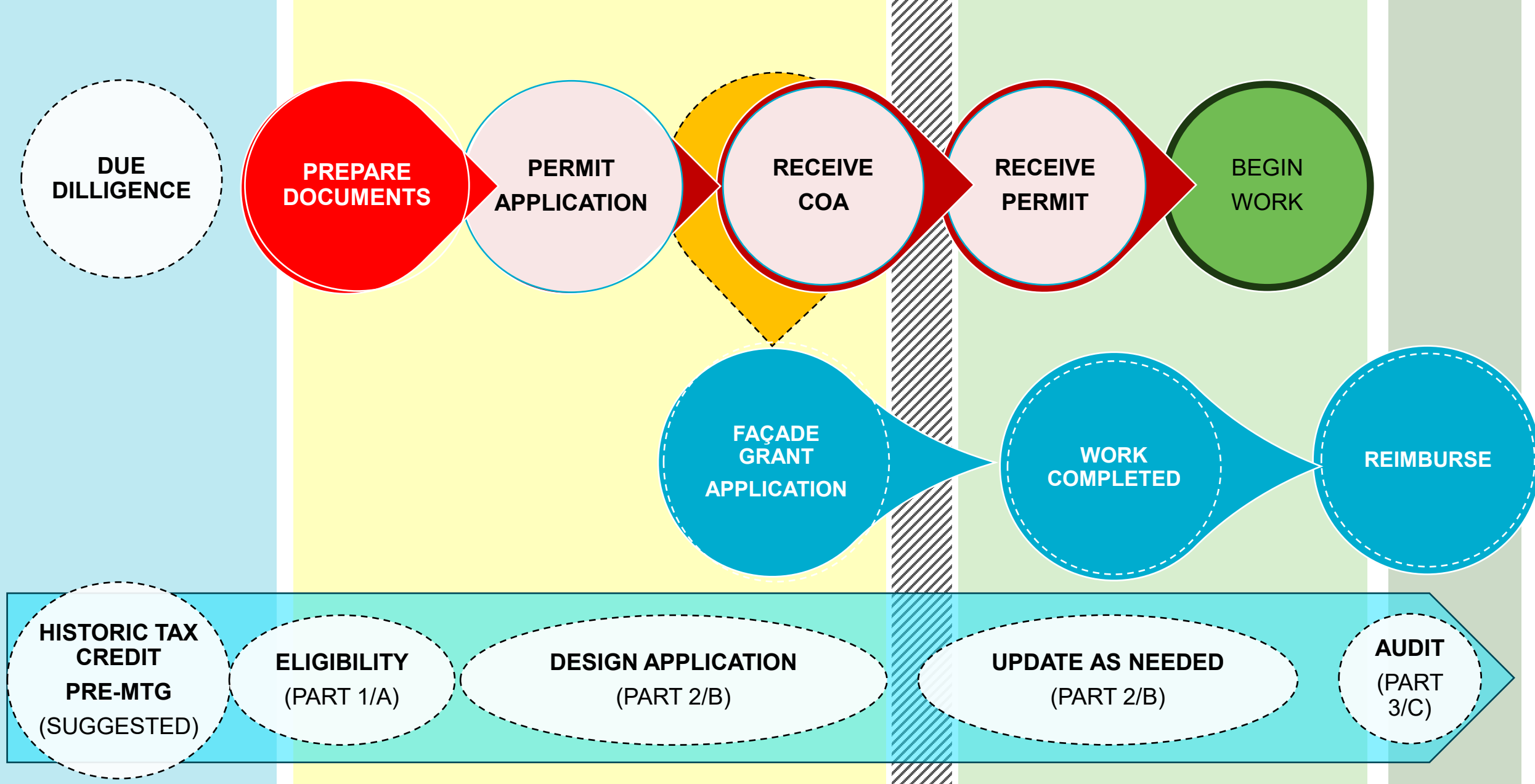
Yellow	Loft Apartments Available
Red/Yellow Star	Cultural Resource with Loft Above
Red	Defined Cultural Entities
Dark Blue	Restaurant
Loft Life Amenities Identified	
Music Venue	

PREDEVELOPMENT

DESIGN DEVELOPMENT

CONSTRUCTION

OCCUPY



NOTE: HISTORIC TAX CREDIT PROJECT TIMELINE (IN PURPLE ABOVE) IS IDEALIZED FOR PURPOSES OF THIS DESIGN DEVELOPMENT COMPARISON ONLY.

13-8 Criteria for approval of a **certificate of appropriateness**.

(a) In considering an application for a certificate of appropriateness or administrative certificate of appropriateness, the board or historic preservation officer shall be guided by any adopted design guidelines, and the following from **The Secretary of the Interior's Standards for Rehabilitation of Historic Buildings**.

<EXAMPLE FROM TEXAS MAIN STREET CITY HISTORIC PRESERVATION ORDINANCE>



Guidelines for New Construction



DEVELOPMENT PROCESS + RESOURCES



Historic Preservation Overview

“Through preserving, rehabilitating, and restoring our historic assets, not only do we provide an explanation for how we got to where we are, but we promote the future economic, cultural, and educational welfare of our citizens.” | City of Denison

ORDINANCE



GUIDELINES



INCENTIVES IN DENISON



Invest in Ourselves

- Alley Access Grant
- Destination Creation Incentive
- E-Commerce Grant
- Fire Suppression Grant
- Site Improvement Grants
- Targeted Building Incentive
- Targeted Business Incentive

51 PRESERVATION BRIEFS

Building Codes for Historic and Existing Buildings: Planning and Maximizing their Application

Marilyn E. Kaplan, Architect, FAPT



The rehabilitation of historic and existing buildings often triggers compliance with building codes that establish the minimum level of safety and performance to protect the public health, safety, and welfare. When applied to historic buildings, codes originally written for new construction can require major changes to significant rehabilitation features, spaces, and materials, or can render their rehabilitation infeasible. In contrast, codes written specifically for existing buildings and historic buildings acknowledge their special construction and physical limitations and can allow for less invasive and more cost-effective code requirements for less invasive and more cost-effective code requirements. [Note: Words in bold are defined in the glossary.]

The aim of this Brief is to provide information on how to meet the goals of building codes while also preserving or minimizing alterations to the character-defining features, spaces, materials, and finishes of historic buildings. The Brief presents an overview of the most widely adopted codes in the United States and their provisions for historic buildings. It provides guidance for selecting the optimal code-compliant solutions that best practices for achieving a building's historic character. While the Brief is primarily intended to apply to historic buildings, much of the information also applies to the rehabilitation of existing buildings.

An existing, legally-occupied building is typically not required to comply with current code requirements except when a jurisdiction has adopted retroactive code requirements regarding life-safety by the code as a means classified by the code as a

work is a part of those

used or defined in the Secretary of the Interior's Standards for the Treatment of Historic Properties, which defines Preservation, Rehabilitation, Restoration, and Reconstruction as four different treatments.

For purposes of this Brief, "code" is the general term encompassing all adopted construction requirements related to improvements to historic buildings. These may be codes, ordinances, local ordinances, or referenced standards. Because jurisdictions often lag in adopting the most recent edition of a model code and may also modify the model code or adopt unique ordinances to supplement the code, the first step for every project is to identify the code and other requirements applicable to a given rehabilitation project in its jurisdiction.

Excluded from the Brief are requirements generated by other zoning or planning codes including those administered by historic preservation commissions, sign review ordinances, funding sources, or specialized codes or requirements for specific building types such as hospitals or schools or as developed by a property developer. Also, while every attempt has been made to accurately represent the codes or characteristics the codes and code requirements discussed in this Brief, the adopted, current code applicable to the individual project should always be consulted.



Figure 1: The installation of an exterior automatic fire sprinkler system for the historic multi-story porch allowed these important character-defining features to be retained to meet life and fire-safety code requirements. Photo: Robert Holcomb

2024 IEBC

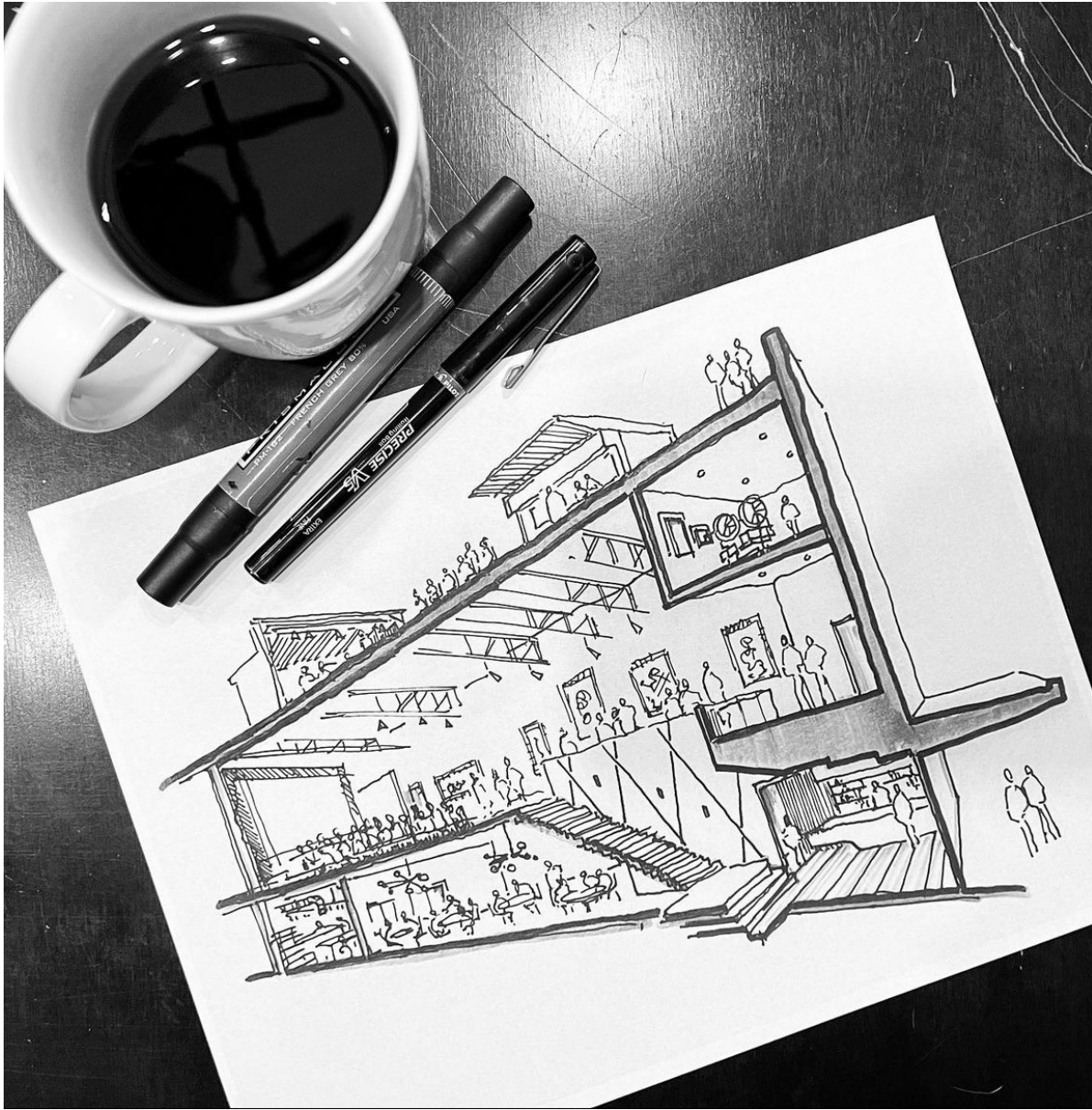
INTERNATIONAL EXISTING BUILDING CODE



(Courtesy of National Park Service Preservation Brief 51) | Includes citation of Secretary of Interiors Standards







Chapter 13: Performance Method

“This method can be extremely flexible in responding to the unique conditions presented by different historic and existing buildings. It benefits smaller rehabilitation projects, including those with business or mixed-use occupancies, by often allowing a building to forgo a new sprinkler system or to maintain an existing system. The method is a scoring system...”



SAFETY PARAMETERS
1305.2.1 Building height
1305.2.2 Building area
1305.2.3 Compartmentation
1305.2.4 Tenant and dwelling unit separations
1305.2.5 Corridor walls
1305.2.6 Vertical openings
1305.2.7 HVAC systems
1305.2.8 Automatic fire detection
1305.2.9 Fire alarm system
1305.2.10 Smoke control
1305.2.11 Means of egress
1305.2.12 Dead ends
1305.2.13 Maximum exit access travel distance
1305.2.14 Elevator control
1305.2.15 Means of egress emergency lighting
1305.2.16 Mixed occupancies
1305.2.17 Automatic sprinklers
1305.2.18 Standpipes
1305.2.19 Incidental use
1305.2.20 Smoke compartmentation
1305.2.21.1 Care recipients ability for self-preservation*
1305.2.21.2 Care recipients concentration*
1305.2.21.3 Attendant-to-care recipients ratio*
Building score-total value

(Courtesy of National Park Service Preservation Brief 51)



IMAGINE THE POSSIBILITIES

MAY 2026

- *Amarillo (05/02)
- *Sherman (05/14)
- *Denison (05/16)
- *La Grange (05/16)



THE DOWNTOWN HISTORIC PROPERTIES TOUR
DEVELOPERS | INVESTORS | ENTREPRENEURS | RESIDENTS

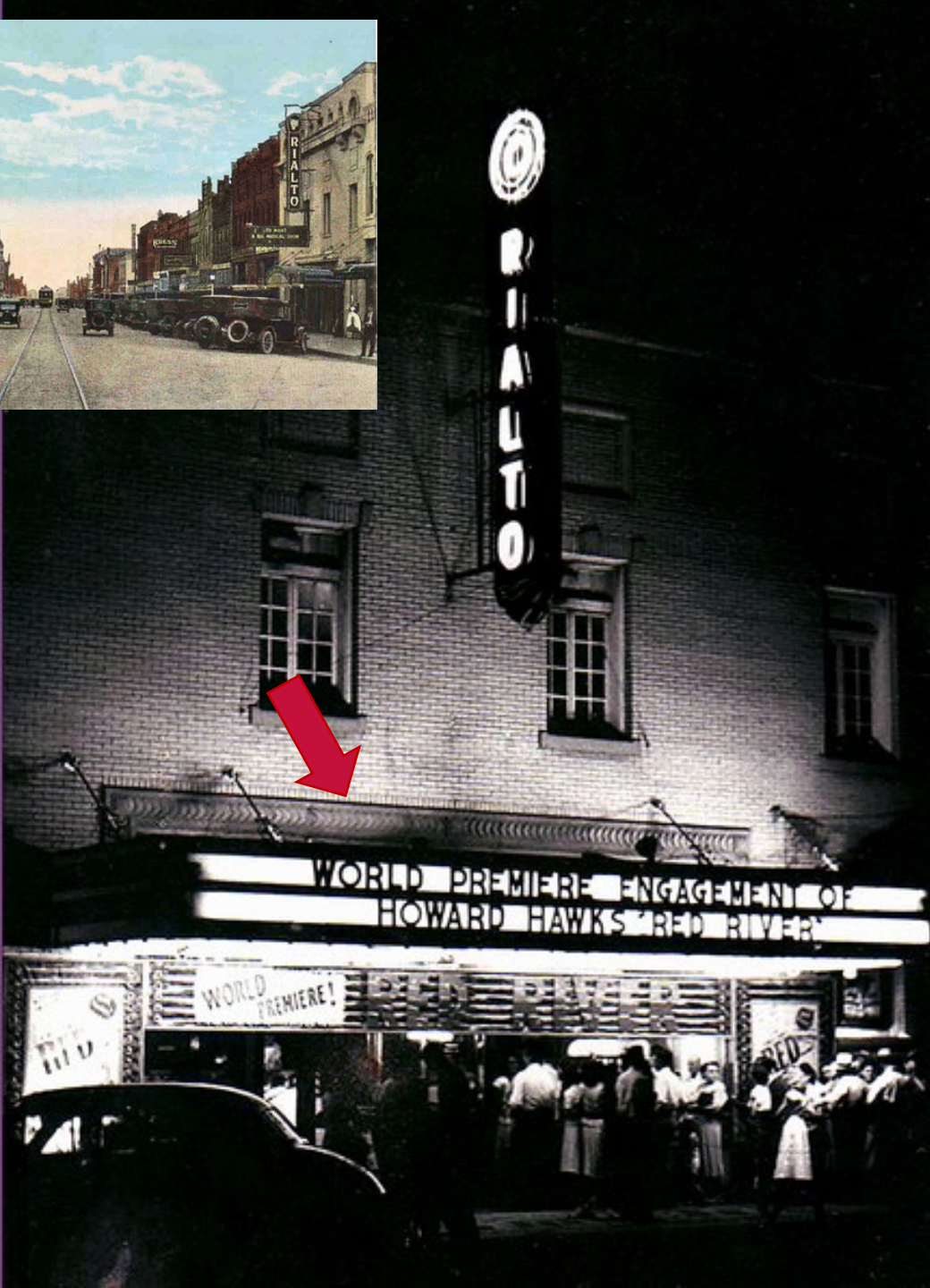


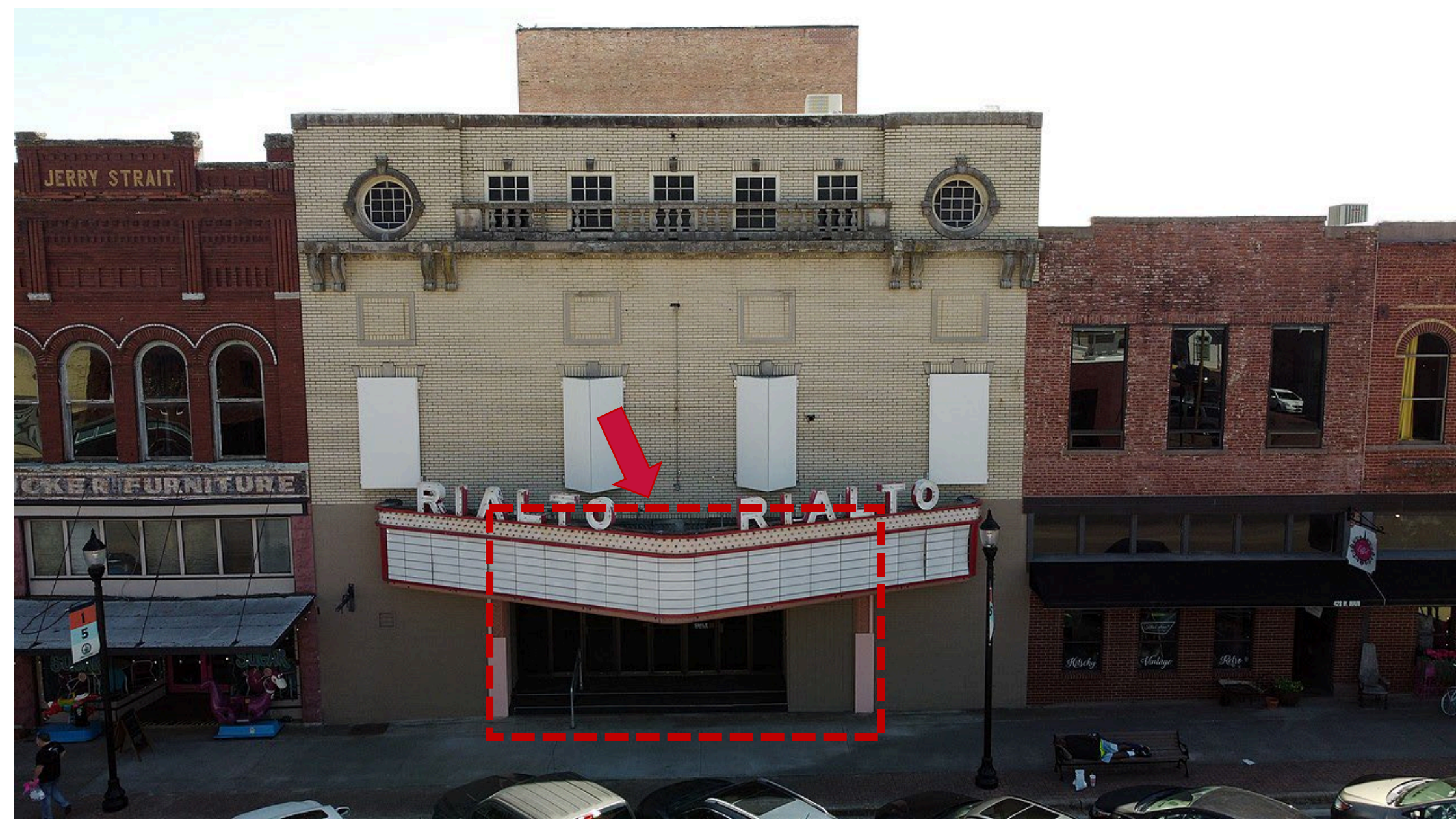


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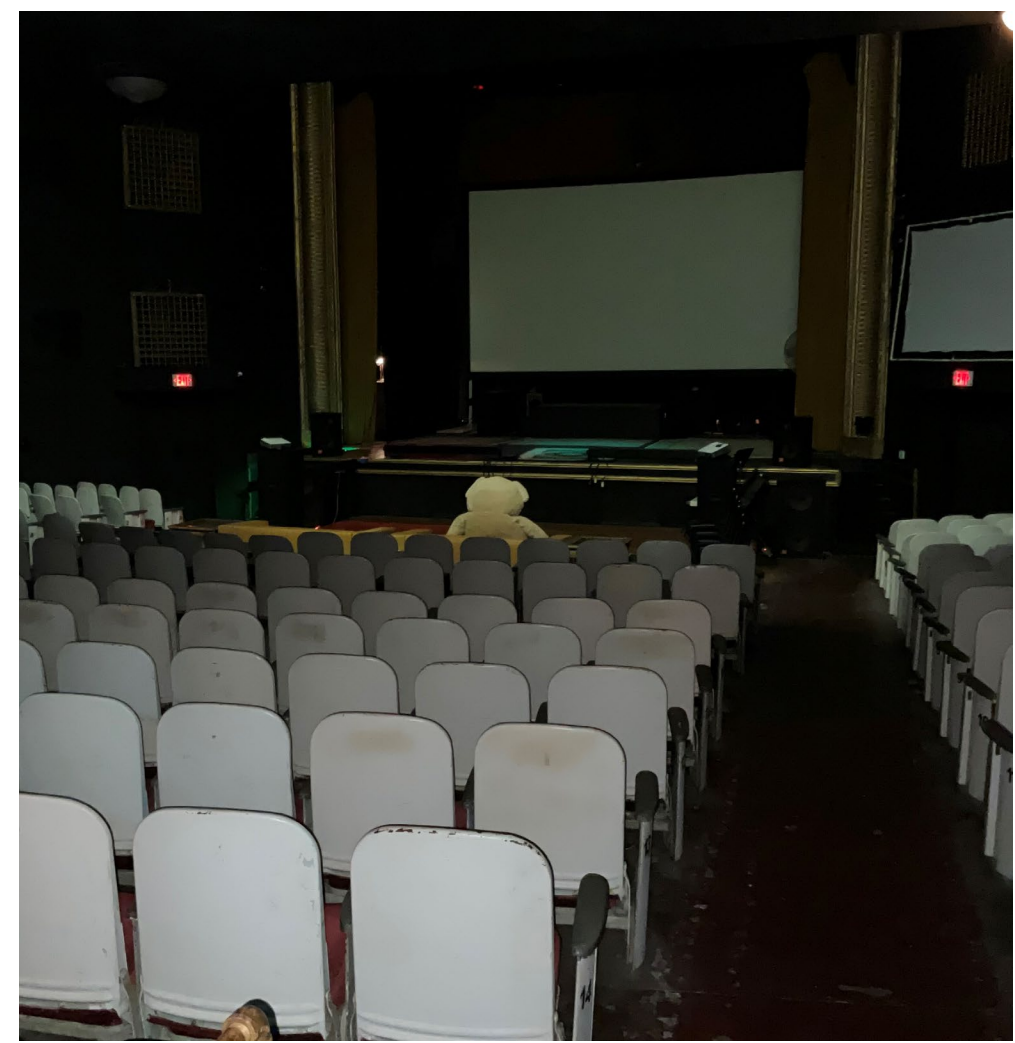


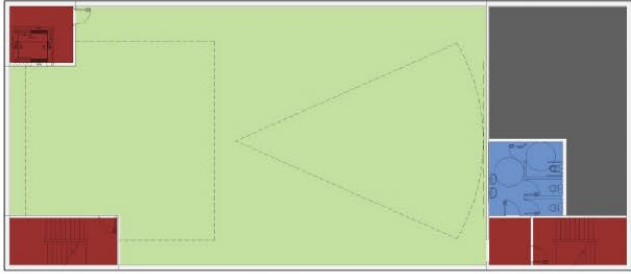
Main Street, Denison, Texas.—1



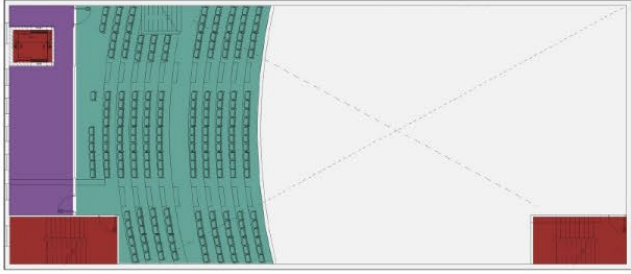




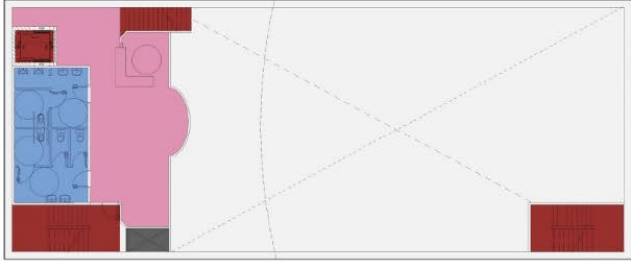




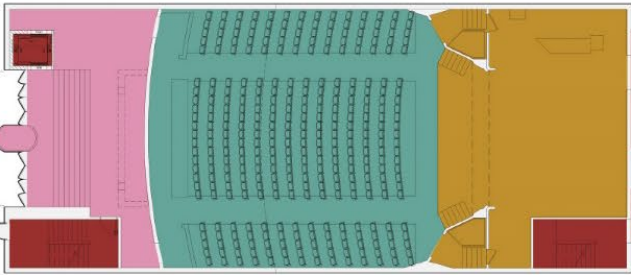
Roof Deck










Upper Balcony

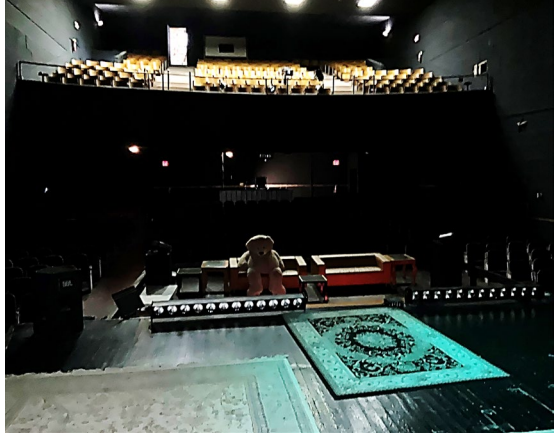
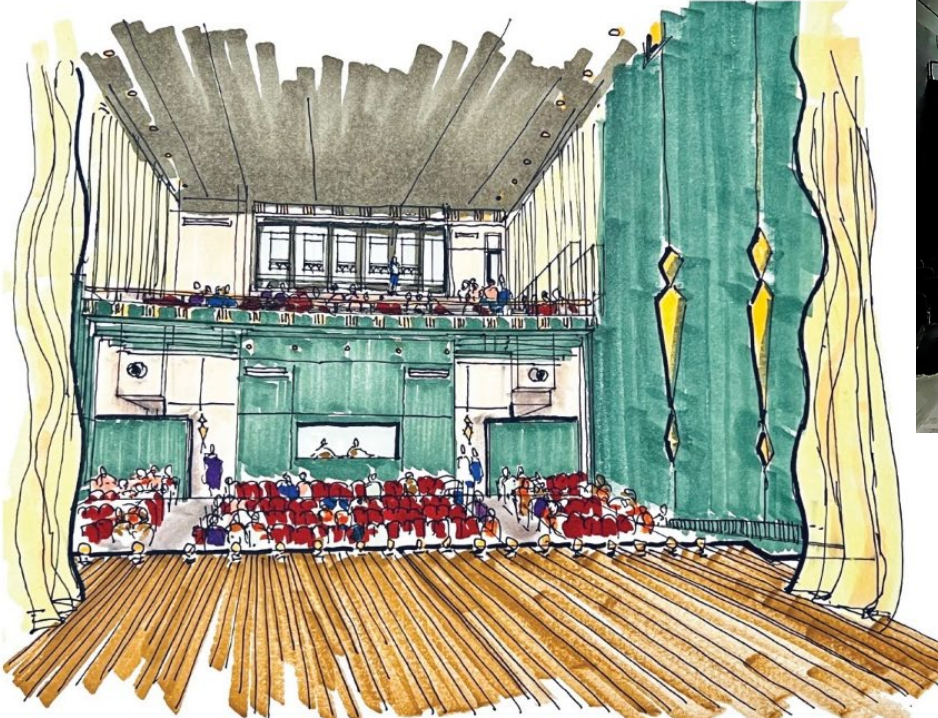
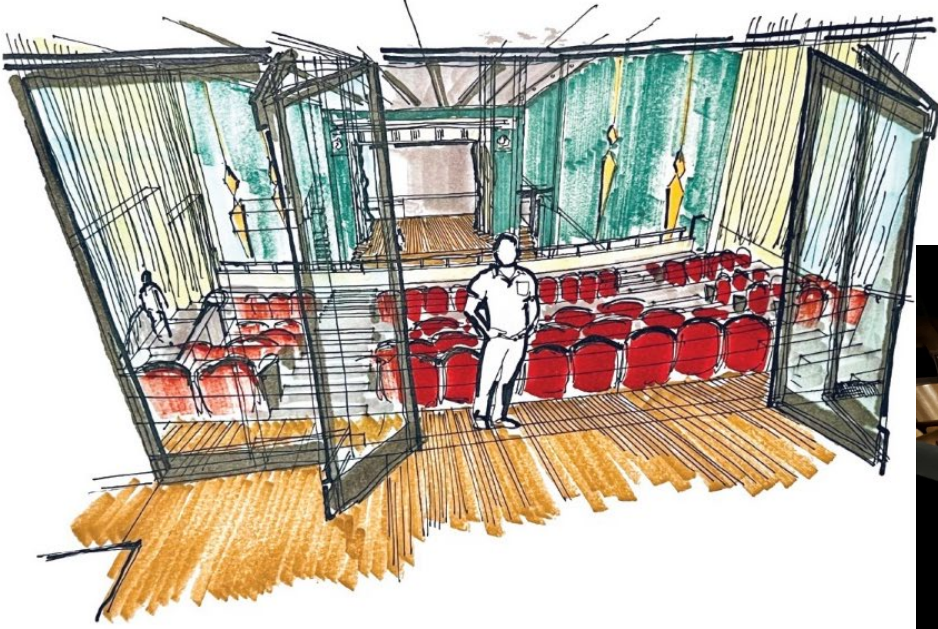


Balcony



First Floor

-  Stage
-  Auditorium
-  Lobby
-  Restrooms
-  Hospitality Suite
-  Roof Deck
-  Circulation
-  Service



TAKEAWAYS

1. **imagine YOUR possibilities**
2. **significance and integrity should not be confused with condition**
3. **international existing building code (IEBC)**
4. **preservation-based economic development**



**MAIN
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Now
2026

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THANK YOU!

WE APPRECIATE YOUR FEEDBACK!

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