



Main Street Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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Spotlight on Seguin

(Population approx. 26,272)

Starting Small, Building on Successes Adds Up To Main Street Program Success Over Time

Once upon a time, long, long ago, a transplant to Texas got hired as Seguin's new Main Street Program Manager. She had some relevant experience having helped publish a small-town newspaper, been employed in marketing not-for-profit organizations, and having participated in oral history projects through state preservation organizations. She arrived at her new job with great enthusiasm and received the following "warm" welcome from one of the town's matriarchs:

"It's bad enough you aren't from here, but do you mean out of the whole state of Texas they couldn't find someone to do your job? You will never know enough. They might as well take your salary and divide it up with the downtown businesses."

Other well-meaning citizens were equally kind, telling about all the previous failed attempts at revitalizing downtown. At one meeting the new manager was introduced as a "Yankee" which prompted the manager to ask: "Can



2011 saw the completion of the Texas Theatre, a \$2.3 million restoration in downtown.

you be a "Yankee" if your ancestors weren't in this country prior to the Civil War?" The response was "Yes. You are a Foreign Yankee."

The "Foreign Yankee" manager realized that in order to survive in this new position, the first task at hand was to listen. Listen, listen, listen. Listening provided an understanding of how proud the community was of its history. About what the town wanted and valued. And about unresolved issues that had caused citizens to become frustrated and defeated.

At new-manager training, a nifty postcard using historic photos to create meeting invitations was

shared. Taking the "don't re-invent the wheel" Texas Main Street mantra to heart, the idea was snatched up and became the "admit one outsider" ticket, building trust and opening the door to support from town matriarchs and patriarchs. They loved seeing their old photos resurrected for a new use.

Listening helped build trust and get revitalization efforts up and running. Soon people were coming out of the woodwork, stopping by the manager's office with lists of things they wanted for their town, which were often accompanied by a laundry list of complaints. So the second thing the manager



Downtown Seguin has been in the Main Street Program for more than 17 years and has spent millions on revitalizing its infrastructure.

Restructuring), partner with other groups to get more bang for the buck (Organization).

Each activity or small success added up to more support from the community, and we took every opportunity to blow our own horn. The local print media agreed to run a weekly column on downtown. Even though it can be tedious, utilizing that free venue with stories and pictures of events, new businesses, projects planned or underway, and the people who live and work downtown has been important. It's a big part of getting the word out, engaging the community, and building on going community support for downtown revitalization.

It's hard to imagine tackling a job like Main Street manager without the training and assistance of the Texas Main Street Program professional development and networking. Rarely do you have to reinvent the wheel. Need to know the best source for park benches or lights for the holidays? Use the listserv. Want advice on how to handle a tricky board member? Call a colleague in another city. Want to create a design review ordinance for your downtown? Borrow a template from another city to get you started. Want to convince a property owner to put some money into their façade? Get a conceptual drawing from the Texas Main Street design staff and watch their eyes light up.

Once upon a time, long, long ago, people here didn't think they could once again have a downtown they would be proud of. Skeptics thought the Main Street Program was one more futile attempt doomed from day one. But, by using the Four-point Approach™ great things have happened and support for

realized was the need to “fix” things. In Texas, most of our Main Street programs are part of local government, and the managers are full-time employees paid by our municipalities. This is different from many other states, but I think it works very well for us. I don't have to spend the majority of my time raising funds to pay my salary and keep my office open. Instead, I have the time to “fix” things. As a city employee, I also work for the organization that holds the key to getting things fixed: local government. Being a bureaucratic insider can be a real plus to getting things done.

One of the first requests to “fix” something in our town was to restore water to the rose garden along a historic walkway. The walkway was owned by the city. The water came from the county. The roses were planted by a dedicated group of vintage-era gardeners. After some kind of dispute, the water supply had been cut off, the roses croaked, and the ladies cried. With a flick of the pen and a few phone calls, this was fixed and a new group of supporters were on board for the

downtown revitalization efforts. Years later, when the club dissolved due to its geriatric nature, they donated the balance of their funds to the Main Street Program. Being a “fixer” can make you a friend for life.

Listening, celebrating the past, and fixing little problems was what laid the foundation for our early revitalization success. Working with a meager budget, the new Main Street board set realistic short-term goals based on the Four-point Approach™.



Engaging events bring people to your downtown.

Clean up an area (Design), hold a new event to bring people downtown (Promotions), help existing retailers create interesting window displays (Economic

downtown revitalization continues. Successes over the years include:

- Three Texas Main Street Texas Capital Fund sidewalk and lighting improvement projects
- \$1 million bond-funded utility and sidewalk improvements
- Restoration of the 1930s CCC-era fountain
- Construction of a bandstand in Central Park
- \$14 million reinvestment by the county to convert a vacant building into a Justice Center
- Construction of a parking garage
- \$2 million linear park project that connects to downtown
- \$3 million restoration project of a historic theatre
- A recent spark of retail development.

Upcoming projects scheduled to get underway soon include the restoration of a historic four-story hotel and the construction of a \$14 million new library on the edge of downtown. Over the years, Main Street programs—and their managers—mature. But no matter



In the heart of downtown, this bronze sculpture pays tribute to the Tejano patriot Juan N. Seguin.

where your town is in the revitalization process, the Four-Point Approach™ is pretty much foolproof. It even works for Foreign Yankees!



Seguin's historic Texas Theatre is the location for Main Street professional development being held in January 2014.

The City of Seguin is very pleased to be hosting Texas Main Street Program professional development January 28-31, 2014, where the successes that have accumulated over the years will be showcased and a good time shall be had by all!

Thanks to Mary Jo Langford, Seguin Main Street manager, for providing this article.

Editor's Note: A vantage point is a position that affords a broad overall view or perspective. Certainly the experience of Mary Jo Langford—who has been in her position since 1996—has that vantage point and her unique take for this month's Spotlight provides a great learning experience for our network. Her community of Seguin was one of the first five Main Street communities chartered in Texas when the program was introduced to our state.

Initially participating from 1981-1984, Seguin was recertified in 1996

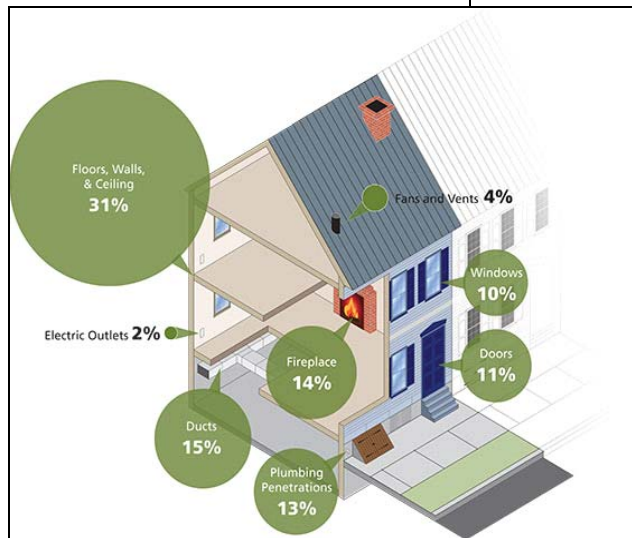
and has participated continuously since that time. By hosting the winter segment of Texas Main Street Professional Development participants will be able to learn firsthand how many of the projects described in this article came to fruition.

FOCUS ON MAIN STREET DESIGN Sustainability and Historic Preservation, Part 3

After passive measures (climate control, awnings, etc.) are taken to increase energy efficiency in historic buildings, preservation retrofitting is the next course of action. Professionals should be hired to conduct a thorough building investigation of the basic building components of the attic, roof, walls, and basement. Check for insulation to determine the need for additional insulation. Note if there is a vapor barrier. Next, look for sources of air infiltration. Major areas of concern are doors, windows, and where floor and ceiling systems meet the walls. Assess the condition of the exterior wall material, such as painted wooden siding or brick, as well as the condition of the roof, to determine the weather tightness of the building. In order to fully identify areas of concern, have an energy audit performed. An audit should include thermal imaging, and a blower door test. It is best done in late fall, winter, or early spring when there is a significant temperature difference in the interior and exterior of your building.

Ways to reduce air infiltration
Substantial energy loss occurs because outside air infiltrates or escapes the building through loose windows, doors, and cracks in the outside shell of the building. Reducing air infiltration should be the first priority of a preservation retrofitting plan. The cost is low, little skill is required, and the

benefits are substantial. Care should be taken not to reduce infiltration to the point where the building is completely sealed and moisture migration is prevented. Without some infiltration, condensation problems could occur throughout the building. Ways to reduce air infiltration are listed below.



Reducing air infiltration should be the first priority of a preservation retrofitting plan.

Attic Insulation

Heat rising through the attic and roof is a major source of energy loss; therefore, adding insulation to the total depth recommended in accessible attic spaces is very effective in saving energy. The most common types of attic insulations are: blankets of fiberglass and mineral wool, blown-in cellulose (boric acid treated only), blowing wool, vermiculite, and blown fiberglass. If flooring is present, or if the attic is heated, the insulation is generally placed between the roof rafters (typically the vapor barrier faces in). If the attic is unheated, insulation is placed between the floor joists (typically the vapor barrier faces down). If the attic floor is inaccessible, or if it is impossible to add insulation along the roof rafters, consider attaching insulation to the ceilings of the rooms immediately below the attic. Install all insulation according to

manufacturer's specifications. Adding attic insulation should not be considered if it causes irreparable damage to historic or architectural spaces or features.

Properly ventilate your attic

The attic is adequately ventilated when the ventilation square footage equals approximately 1/300 of the attic square footage. Installing a ventilation fan can draw cool air into the area to reduce temperatures. Improving air circulation can prevent mold and mildew growth and structural damage from condensation, whereas a lack of ventilation will cause the insulation to become saturated and lose its thermal

effectiveness. Proper attic venting also reduces heat buildup in the hot months, extending the life of roofing, framing, and insulation materials, and improving the efficiency of air conditioning units. Investigate if a whole house fan could work to ventilate the usable spaces in your building. These fans, mounted on the attic floor, draw cooler air in through open windows on the lower floors and expel warm air through attic vents. During evening hours these can reduce the need for air conditioning by drawing cool air through the home.

Basement and crawlspace insulation

Substantial heat is lost through cold basements and crawl spaces; however, adding insulation is complicated because of the excessive moisture that is often present. In crawl spaces and certain unheated basements, the insulation is generally placed between the first

floor joists (the ceiling of the basement) with the vapor barrier facing up. Do not staple the insulation in place, because the staples often rust away. Use special anchors developed for insulation in moist areas such as these. In heated basements, or where the basement contains the heating plant (furnace), or where there are exposed water and sewer pipes, insulation should be installed against foundation walls. Begin the insulation within the first floor joists, and proceed down the wall to a point at least 3 feet below the exterior ground level if possible, generally with the vapor barrier facing in. Use either batt or rigid insulation. As is the case with attics, adequate provision must also be made to ventilate unconditioned basement spaces with proper venting and perhaps a vent fan.

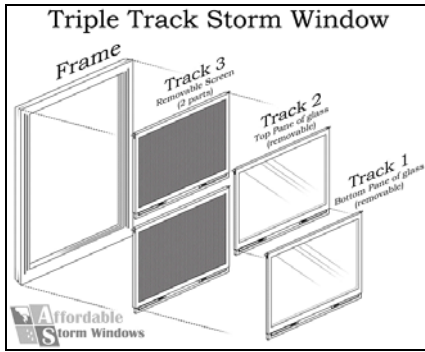
Duct and pipe insulation

Ensure that your heating and cooling ducts are properly sealed. Wrapping insulation around heating and cooling ducts and hot water pipes can improve efficiency. Use insulation which is intended for this use and install it according to manufacturer's recommendations. Note that air conditioning ducts will be cold in the summer, and hence moisture will condense there. Use insulation with the vapor barrier facing out, away from the duct. These measures are inexpensive and have little potential for damage to the historic building.

Storm windows

Adding a storm window to a properly restored wood window improves the efficiency of the window system and typically results in a window assembly (historic window plus storm window) with an R factor of 1.79. This outperforms most double-paned window assemblies (with an air space up to 1/2") which have an R factor of 1.72. If a building has existing storm windows (either wood or metal framed) that are

tight fitting and in good working condition, they should be retained.



Triple track storm windows are recommended over double or single track and are available in various sizes.

Compare the cost of the storm windows plus installation with the expected cost savings resulting from the increased thermal efficiency. When installing the storm windows, be careful not to damage the historic window frame.

There are both interior and exterior storm windows. Triple track storm windows are exterior storm windows that are recommended over double or single track. In a triple track storm window, the top pane of glass can be lowered and the bottom pane can be raised to not interrupt the intended functioning of a typical double hung window, therefore allowing the windows to still be used for ventilation. These windows are readily available, in numerous sizes, and at a reasonable cost. Generally, custom-made storm windows, of either wood or metal frames, are not cost effective, and would not be recommended in a preservation retrofitting plan.

Interior storm windows can be as thermally effective as exterior storm windows and are less visually intrusive. A disadvantage is that there is high potential for damage to the historic window and sill. With storm windows on the interior, the outer sash (in this case the historic sash) will be cold in the winter, and moisture may condense

there. This condensation often collects on the flat surface of the sash or window sill, causing deterioration. If interior storm windows are in place, the potential for moisture deterioration can be lessened by opening (or removing) the storm windows during the mild months, allowing the historic window to dry thoroughly. Ensure installation does not damage the historic sash.

Awnings, canopies, and trees

Historically, these were extensively used to provide shade to keep buildings cooler in the summer. If in place, maintain and take advantage of their energy-saving contribution. Consider adding awnings (term indicates a less permanent structure than canopy) or trees, especially to south or west facing facades, as long as installation does not damaging the building or visually impair its architectural character. If trees are desired, select deciduous trees to provide shade in the summer but allow the sun to warm the building in the winter. Plant trees typically no closer than 10 feet to the building to avoid foundation damage. Adding either awnings or shade trees may be expensive, but in hot climates, the benefits can justify the costs.

Efficient heating and cooling units

Inspect units often and examine the performance of the HVAC system to ensure that it is operating efficiently. Don't replace a functional and efficient system with one that is marginally more efficient. If replacement is needed, more energy- and cost-efficient HVAC systems are available now than at any point in history. Among some of the newer options are high efficiency ductless units, mini duct systems (less impact on historic spaces and materials), geothermal heat pumps (use the energy and consistent temperature found in the

ground, a pond, or well water as a heat source and heat sink), high-efficiency, gas-fired rooftop units (combine the condenser, compressor, and evaporator in a single unit and use pulse combustion), and new energy-efficient boilers (smaller, enabling several small boilers to variably heat different parts of the building based on use).



High efficiency, ductless units have less of an effect on historic spaces and materials.

When considering retrofitting measures, historic building owners should keep in mind that there are no permanent solutions. In the future, it is likely that today's efficiency standards and available technologies will have changed and a whole new retrofitting plan may be necessary. Be careful to not install new equipment in such a way that its later removal will cause irreversible damage to significant historic materials. Limit retrofitting measures to those that achieve reasonable energy savings, at reasonable costs, with the least intrusion or impact on the character of the building.

Undertaking of the preservation retrofitting measures mentioned above can result in another 20-30 percent reduction in energy (added to the nearly 30 percent reduction gained from passive measures).

Things you should not do when attempting to make historic structures more efficient

Replace historic wood windows. Original windows are a character-defining feature. Studies have demonstrated that the energy savings that might

be gained by replacing historic windows with new double-glazed windows is inconsequential. Glass, whether single-or double-pane, is a poor insulator. The environmental costs of manufacturing new windows and sending old ones to the landfill are far greater than the benefits to be gained in energy savings.

Wall insulation in a wood structure. This has a high cost for installation and low return since energy loss out the walls is a relatively small percentage of the total, most of which can be attributed to air infiltration that can



A lack of air movement and a vapor barrier on this home has damaged the wood sheathing.

be addressed by sealing up leaks. There is a very high possibility for damage to historic materials due to the fact that insulation must be kept dry; therefore, it needs a vapor barrier and air movement.

If not done properly, condensation will damage all wooden components in your wall—your wood siding and framing.

Cavity insulation in a masonry structure. Masonry cavity walls were intended to function as a thermal barrier. The interior and exterior walls function independently in order to slow the transfer of heat or cold between them, with the air cavity acting as a vapor barrier. Masonry walls were designed for condensation to run to the bottom of the wall cavity and

drain outside through weep holes. Adding insulation alters the vapor barrier and thermal cushion functions of the air space and allows moisture to become trapped in the wall cavity. This water can then saturate and deteriorate your brick, even causing the moisture to freeze and the brick surface to pop off or spall.

Interior wall insulation. This often requires relocation or destruction of important architectural decoration such as cornices, chair rails, or window trims.

Exterior wall insulation (aluminum or vinyl siding). Siding actually covers up potential deterioration issues or insect infestations, as well as damages existing decorative features such as window and door trim, corner boards, cornices, and roof trim. It is known to cause a 12 percent drop in value when installed.

Manufacturers claim it reduces long-term maintenance and improve thermal performance, when actually it has a high cost of installation compared to little to no increase in thermal performance of the wall and requires wholesale replacement if damaged. You can easily maintain historic wood siding with periodic painting and caulking, and you can repair smaller areas of damaged wood siding using an epoxy. In cases of more severe damage, you can replace only the areas that are actually damaged, a much more sustainable practice.

Information used in this three part series can be found at www.nps.gov, www.placeeconomics.com,

www.preservationnation.org and www.oldhousejournal.com.

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

Congratulations to Texas Downtown Association Award Winners and Anice Read Grant Winners

Congratulations to all of the winners of the President's Awards at the Texas Downtown Association/Texas Main Street conference announced Thursday November 7. Particularly we congratulate entities in our Texas Main Street cities winning awards:

Cuero: Best Renovation / Rehabilitation - Chisolm Trail Heritage Museum. **Amarillo:** Best Renovation - Potter County Courthouse. **Georgetown:** Best New Construction – El Monumento. **Brenham:** Best Public Improvement – Toubin Park. **Denison:** Best Marketing Program – Operation Increase Occupancy. **Tyler:** Best Marketing Program - 6 x 6 @100. **Mineola:** Judge's Recognition Award – Mineola Historic Select Theater Documentary. **Georgetown:** Best Downtown Business – All Things Kids. **Bastrop:** Best Downtown Partner - Hyatt Regency Lost Pines Resort & Spa. **Beaumont:** Best Downtown Partner – ReCreate. And, a special congratulations to Nancy Wood, **Bastrop** Main Street Manager, on receiving the Susan H. Campbell Award for Professional Excellence.

DOWNTOWN EVENTS

If you would like one of your Main Street events posted here, email virginia.owens@thc.state.tx.us at least three weeks ahead of the month in which you want the posting. Events don't necessarily need to be hosted by the Main Street Program, but they need to be

downtown or have a downtown component.

Nov. 15–Dec. 29, Palestine

The Texas State Railroad is headed to the North Pole. Take a magical ride from Palestine to the North Pole this holiday aboard The Polar Express™. Read along with the story, meet Santa and the elves, or enjoy caroling and hot cocoa as the train makes its round trip journey. www.texasstaterr.com/polar-express/

Dec. 5, New Braunfels

The 21st Annual Wassailfest will be held from 6-9 p.m. in historic downtown New Braunfels. Each year businesses and non-profit organizations offer free wassail samples that are judged by you and the town's "wassail-meisters." This year's collectable wassail mug was design by the Downtown Promotion Committee. For more information see: www.nbtexas.org/index.aspx?nid=1490



Dec. 6-8, San Angelo

Christmas at Old Fort Concho is a magical time filled with Christmas cheer. Enjoy shopping, living history, crafts, and children's activities. For event and ticket information call 325.481.2646 or www.fortconcho.com/forms/eventcard13.pdf.

Dec. 7, Rockwall

Come visit the Old Town Christmas Market from 9 a.m.-2 p.m., and enjoy warm beverages, holiday sounds, and friendly faces. This open air market offers art, homemade goods, and crafts in conjunction with the Annual Kiwanis Christmas Parade. Find

further information at www.rockwall.com

Dec. 12-14, Cuero

Celebrate Christmas in Downtown beginning Thursday at 5 p.m. Events include an artificial ice skating rink, horse-drawn carriage rides, giant live snow globe, carolers, Santa and Mrs. Claus, Christmas treasure hunt, 5K run, and more. <http://cueromainstreet.com/events/christmas-in-downtown/>

Calendar of Events

- **Jan. 28–31, 2014, Seguin**
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
- **June 10–13, 2014, Lufkin**
Texas Main Street New Manager Training (June 10–11) and 2014 Professional Development Series (June 11–13)
- **November 4-7, 2014, Granbury**
Texas Downtown Association/Texas Main Street annual conference

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.uli.org

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