

Application for Tennessee Downtowns

July 2018 - June 2020 Program

Municipality Name

This municipality is located in a county that is a certified **Tennessee ThreeStar** community (<http://www.tn.gov/ECD/threestar/>).

County Name

Contact Information

Non-profit or local government organization that will house the Downtown Revitalization Steering Committee, serve as a conduit for grant payments and reimbursement, and become a member of the National Main Street Center:

Name of Organization: _____

Non-profit Designation: _____ Federal ID No. _____

Key Organization Contact: _____

Address, City, Zip: _____

Phone: _____ Email: _____

Signature: _____

Downtown Revitalization Steering Committee Chair (Primary Contact)

Name: _____

Organization: _____

Title/Position: _____

Address, City, Zip: _____

Phone: _____ Email: _____

Signature: _____

Downtown Revitalization Steering Committee Member No. 2

Name: _____

Organization: _____

Title/Position: _____

Address, City, Zip: _____

Phone: _____ Email: _____

Signature: _____

Downtown Revitalization Steering Committee Member No. 3

Name: _____

Organization: _____

Title/Position: _____

Address, City, Zip: _____

Phone: _____ Email: _____

Signature: _____

Downtown Revitalization Steering Committee Member No. 4

Name: _____

Organization: _____

Title/Position: _____

Address, City, Zip: _____

Phone: _____ Email: _____

Signature: _____

Downtown Revitalization Steering Committee Member No. 5

Name: _____

Organization: _____

Title/Position: _____

Address, City, Zip: _____

Phone: _____ Email: _____

Signature: _____

Is this a new Steering Committee assembled to lead downtown revitalization efforts or has this committee previously existed?

This is a new committee

This is an existing committee that has been in place since _____

City Mayor

Name: _____ Year Elected: _____

Address, City, Zip: _____

Phone: _____ Email: _____

Signature: _____

County Mayor

Name: _____ Year Elected: _____

Address, City, Zip: _____

Phone: _____ Email: _____

Signature: _____

Section 1: Community Support

To be successful for the long-term, a downtown revitalization program represents and involves a coalition of organizations, businesses, and individuals from throughout the community; not just those who own property or businesses in the commercial district or who have a direct economic tie to it, but *all* members of the community who are interested in its overall health. Involvement by both the public and private sectors is critical as well; neither sector can revitalize the commercial district without the skills and vantage points of the other.

A. Describe the level of understanding and support for the Tennessee Downtowns program among the following entities. List each local entity by category below, and use additional space or pages to complete this question. Also describe how partnerships/cooperative efforts will occur. If any group is not aware of or not involved with your effort at this time, please indicate that.

Municipal Government (*council, planning commission, inspections, etc.*):

County Government:

Community and Economic Development Organizations:

Downtown Business Owners:

Downtown Property Owners:

Historic Preservation Groups:

Tourism Agencies:

Arts/Cultural Organizations:

Residents:

Industrial Board/Major Industries:

Other Institutions in the Community (*financial, hospitals, colleges, etc.*):

Other Groups Not Categorized Above (*major churches, civic groups, etc.*):

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B. Attach a copy of the resolution from the local municipality supporting this application to participate in the Tennessee Downtowns program following this section.

(A sample resolution is included in the appendix.)

C. Attach up to 5 written letters of partnership or other evidence of local philosophical support for the program from individuals or groups listed in 1A following this section. Letters of partnership should include statements as to their willingness to participate in the program (such partnerships support may include building improvements, joint promotional activities, serving on future committees, financial contributions, etc.).

(A sample partner letter is included in the appendix.)

Section 2: Program Goals

A. Discuss specific issues that currently exist within the downtown area that are a top priority for the community's leadership (high vacancy rates, dilapidated buildings, aging infrastructure, etc.). Clearly and convincingly articulate the need for downtown revitalization.

B. How may participating in the Tennessee Downtowns program assist with addressing these issues?

C. Describe any previous downtown revitalization efforts that have occurred in your community. Share success stories or explain why the efforts failed.

D. What is your long-term vision for downtown?

Section 3: Preservation Ethic

Historic preservation is central to downtown revitalization. The historic buildings and public spaces of a traditional commercial district enrich civic life and add value to the community. Developing a historic preservation ethic is an ongoing process of education and discovery for a community focused on downtown revitalization. A strong historic preservation ethic is successful in saving, rehabilitating, and finding new uses for traditional commercial buildings and in intensifying the uses of the district's buildings, through both specific building improvement projects and through policy and regulatory changes which make it easier to develop property within the commercial district.

A. Does your community have a National Register District? Yes No

If yes, does it include the proposed Tennessee Downtowns program area? Yes No

B. Does your community have a locally designated historic district? Yes No

If yes, does it include the proposed Tennessee Downtowns program area? Yes No

Is a historic zoning commission in place? Yes No

Are design guidelines in place and enforced? Yes No

C. Is the community recognized as a Certified Local Government (CLG) by the State of Tennessee? Yes No

If yes, is it a municipal or county CLG?

Certification date: _____

D. Has a historic building/architectural survey of the downtown project area been completed?

Yes No

If yes, who completed the project and when? _____

E. List historically significant buildings located within the proposed Tennessee Downtowns program area (indicating any listed on the National Register of Historic Places). Include street address and an explanation of the historic significance. Include a description of the building's general condition and attach photographs of the buildings following this section.

F. Not including the proposed Tennessee Downtowns program area, please briefly discuss other historic assets that exist within the city and county and how they are being utilized (privately owned, tourist site, public building, etc.)?

Section 4: Downtown Profile

Downtown revitalization works best when the local focus begins with a good understanding of the district's current realities. Applicants must define boundaries for the proposed Tennessee Downtowns program area in which the steering committee will focus its efforts and activities.

A. Briefly explain the development of your downtown. Include basic historical background such as how and when the town began and the original foundations for the local economy. Discuss significant changes in the community over the years and the factors that have brought about prosperity and/or decline and those trends currently affecting the downtown.

B. Attach a map of the proposed Tennessee Downtowns program area following this section. Describe the physical boundaries for the program area and why those boundaries were selected.

C. Describe the downtown district's primary traffic generators (government offices, library, farmer's market, cultural attractions, major highway, significant tourist attractions, etc.).

D. List the special events or festivals currently held within the downtown district. Note as best you can the following for each special event or festival: name; year it began; who organizes it; annual budget; what it celebrates; and the annual attendance.

E. Describe significant civic improvements, building rehabilitations (public or private), and/or new construction projects that have occurred downtown during the past five years (include dollar amounts if available).

F Attach a series of color photographs representing the buildings, amenities, streetscapes, and other important features of the proposed Tennessee Downtowns program area following this section (that have not already been included in Section 3E). You may have up to four pictures per page. Please be sure each photo is labeled in a way that explains its location, features, etc.

Section 5: Downtown Statistics/Economic Data

Tracking statistics provides a tangible measurement of a downtown revitalization program's progress and is crucial to garnering financial and programmatic support for the revitalization effort in the long-term. Statistics should be collected on a regular, ongoing basis using the baseline criteria listed below. This information should be collected from within the designated Tennessee Downtowns project area.

A. Number of businesses within the proposed Tennessee Downtowns program area in each of the following categories:

- _____ Casual dining (diners, limited service)
- _____ Fast food
- _____ Fine dining (full-service)
- _____ Coffee Houses
- _____ Bakeries, ice cream, candy, etc.
- _____ Antiques
- _____ Consignment
- _____ Men's clothing and accessories
- _____ Women's clothing and accessories
- _____ Children's clothing and accessories
- _____ Shoes
- _____ Sporting goods
- _____ Books/stationery
- _____ Jewelry/china/crystal
- _____ Hobby supplies, toys and games
- _____ Gifts, novelties and souvenirs
- _____ Musical instruments
- _____ Sewing, needlework and piece goods
- _____ Florists
- _____ Dance/exercise studios
- _____ Banks
- _____ Accountants
- _____ Attorneys
- _____ Dental
- _____ Optical
- _____ Pharmacies
- _____ Physicians
- _____ Real Estate
- _____ Hardware
- _____ Home Furnishings
- _____ Groceries

Add additional categories not mentioned above:

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

B. Total number of businesses in the downtown: _____ (as indicated in Section 5A)

C. Number of commercial buildings within the downtown: _____

D. Commercial building ground floor vacancy rate: _____

E. Commercial building upper floor vacancy rate: _____

F. The average rental rate per square foot for commercial space: \$ _____ (per month)

G. Percentage of buildings downtown that are

owner-occupied _____% renter-occupied _____%

H. Rank the general condition of the buildings in the downtown project area as:

_____ % excellent _____ % good _____ % fair _____ % poor

I. Number of housing units within the downtown project area:

- _____ Lofts (upper floors of commercial buildings)
- _____ Storefront residence (lower level of commercial buildings with front entrance)
- _____ Lower level residence (rear of commercial building with no front entrance)
- _____ Apartments (stand-alone complexes)
- _____ Condominiums (stand-alone complexes)
- _____ Townhomes
- _____ Single-family detached homes

J. Total appraised value of buildings within the downtown project area:

\$ _____

Section 6: Community Profile

- A. City population
- B. Total number of households
- C. City median household income
- D. County population
- E. County median household income
- F. Unemployment rate

G. Does your municipality have or use any of the following:

1. **Comprehensive Plan** Yes No Date adopted _____

2. **Zoning Ordinance** Yes No Date adopted _____

a. What is/are the current zoning classification(s) for the downtown program area? _____

b. Does the zoning above allow for residential uses? Yes No

3. **Building Codes** Yes No Date adopted _____

a. What is the current building code? _____

4. **Sign Ordinance** Yes No

5. **Landscape Ordinance** Yes No

6. **Community Development/Planning staff?** Yes No

I. **Has a market study of the trade area been completed?** Yes No

If yes, who completed the project and when? _____

J. **List your community's major assets, including any special or unique characteristics (man-made or natural).**

K. List your community's 5 largest employers and number of employees.

L. List relevant technical resources available to your community (for example, a Tennessee Small Business Development Center, a local career center, a regional preservation network, etc.)