

Guide to Downtown Denison Realty

DENISON PRIME Real Estate for Sale

This building is in a historic district and special rules, benefits, incentives, and guidance may apply or be available to you!

For individual assistance use the QR codes or visit the website below for contact and specific information.

Visit our Website to
Get the Low Down on
Downtown Properties/
Starting a Business



www.downtowndenison.com

Contact the
Main Street Director,
Donna Dow,
for more information.



ddow@cityofdenison.com
500 W. Chestnut

- Capture your Dreams. To open your business here, call 903-464-4452! -



Designed for Realtors and Property Owners to help educate potential buyers. This information and more can be found within this guide.

Protect The Investment

We are committed to protecting the integrity of our National Register District. Buildings in Downtown Denison are in a Historic Preservation district, and any changes must first have a Certificate of Appropriateness. Contact the Main Street Director for information and individualized guidance.

Donna Dow: (903) 465-2720 x2452



In order to keep the risk of deterioration low, properties should be self-inspected regularly. These inspections should identify not only problems with the building, but also circumstances that can lead to further issues. In doing so, actions can be taken to avoid more complicated and costly repairs down the line. A companion maintenance guide is available.

Public Safety

The Downtown District of Denison, TX provides its occupants with a unique experience through benefits and incentives that are only available in the Central Area District. The historic feel that we all enjoy is created by ordinances and zoning regulations.

The importance of code enforcement and permitting is illustrated in the pictures below from another city. The collapsed building hosted various events, including parties for children.

No one was hurt by the collapse, but the situation could have been avoided entirely if the building had stayed in line with safety standards.

The cost of maintaining historic buildings is far less than the cost of ignoring safety issues.



Small Business Resources

For New Property and Business Owners

Denison Main Street

The Main Street Director is your liaison to the City. For information regarding incentives, grants, procedure, regulations, and building alterations, please contact Donna Dow.

903) 465-2720 x2452

ddow@cityofdenison.com

Small Business Development Center

The Small Business Development Center at Grayson College can have valuable input for all new businesses. Not only do they offer free business plan assistance, they offer guidance for financing. They work with the SBA on loans available for startups. They have other partners and tools available such as AARP and Boots to Business for transitioning former military members to business.

Phone: 903-463-8787

6101 Grayson Dr, Denison, TX 75020

Denison Development Alliance

The DDA is a public non-profit entity organized and empowered by the City to develop and implement a comprehensive economic development program. Through an alliance with the Denison Development Foundation, the Denison Chamber, and the City, a very strong pro-business climate has been established and maintained for several years.

Denison Development Foundation – The DDF is the non-profit arm of economic development. It is housed in and staffed by the Denison Development Alliance. They assist in the creation of new jobs and new investment in Denison.

William Myers

VP of Economic Development

wmyers@denisontx.org

903.464.0883

Staging

Staging your space makes your business more enticing to potential customers.

Downtown Denison is a pedestrian friendly district, so an aesthetically pleasing display can attract more attention.

A staged window display can also show off some ideas for potential uses.

A good stage can also inspire other businesses to follow suit, which will add to the unique look and feel of our downtown district.



Make the most of natural light, and use other sources to better show your display. Timers may be used on lighting.

Zoning, Permits, and Inspections

Before getting approval for a certificate of occupancy, you will need fire department inspection. To prepare,

1. Have an evacuation plan clearly posted
2. Keep hallways, stairs, and exits clear
3. Have fire alarms and protection systems

For a complete list and more information:

<http://tx-denison.civicplus.com/DocumentCenter/Home/View/157>

Real Estate Sign: Real estate signs shall not require a permit, unless larger than 9 square feet.

Residency:

Loft apartments are allowed in the Central Area District, but residential use on the ground floor is prohibited.

Uses of the Downtown District:

To understand permitted uses of Downtown property, consult the zoning regulations on the Denison website.

<http://www.cityofdenison.com/index.aspx?NID=339>

A Conditional Use Permit

may be allowed in some cases. The filing fee is \$125.



Zoning

Is your location zoned to conduct your type of business?

To see which businesses are permitted in the Central Area District, check the map in the centerfold and visit the website at:

<http://www.cityofdenison.com/DocumentCenter/Home/View/170>

Zoning Ordinance

Check with the Zoning Officer to determine if your business's use is accepted for your chosen location.

Storage is not acceptable on the first floor in the downtown area. <http://www.cityofdenison.com/DocumentCenter/Home/View/247>

Visit the **Planning and Zoning Department** to determine if the chosen location is properly zoned.

Contact **Gracie Loyd**
903.465.2720 x2467
fbrockett@cityofdenison.com

Zoning for Alcohol

The manufacturing and distribution of alcohol within the city is not permitted without a license. The fee for this license can be paid to the City Secretary, and it will last two years.

New Business

Interior Changes

If you wish to make changes to the inside of your building, contact the Building Official's Office to determine what permits you need. (i.e. electrical demolition, mechanical, etc.)

903.465.2720 x2456

Signage & Exterior Changes

Historic Preservation approval is required for any work on the façade or a new sign, including window lettering. Before beginning any work, you will need a Certificate of Appropriateness from the Historic Preservation Officer. Apply to the Historic Preservation Officer through a Certificate of Appropriateness application that includes a letter of intent, proposed signage, image of building with marked location of sign, samples of materials, and the historic colors used. For assistance, contact Main Street Office.

Donna Dow 903.465.2720 x2452

<http://www.cityofdenison.com/DocumentCenter/Home/View/142>

Recycling

The City of Denison offers an automated recycling collection system that uses a blue 95 gallon recycling cart. Recyclables will be collected every other week. Please refer to the collection map for your pickup schedule. Be sure to place your recycling cart approximately three feet from your trash cart. All mixed recyclables can be placed in the provided 95-gallon cart; there is no need to sort materials for collection. Please have recycle carts out by 7am. See information below for acceptable or unacceptable items or download the print-out to keep on hand.

<http://www.cityofdenison.com/DocumentCenter/View/1519>

Vacant Property

- Vacant property needs to be checked periodically for leaks, graffiti, broken glass, theft, vandalism, etc.
- Windows still need to be washed periodically.
- Seasonally, take measures to prevent pipes from freezing.
- Make arrangements with a neighbor to keep an eye on the building if you are unavailable.
- Maintain insurance on the property.
- Stage the windows, and consider allowing a non-profit to advertise in your space.
- Keep contact info on file with the Main Street Director for ease of contact in an emergency.



Important Details

Inspection Codes to Follow

2012 International Building Code
2012 International Fire Code
2012 Fuel Gas Code
2012 International Plumbing Code
2012 International Mechanical Code
2012 International Energy Code
2011 National Electrical Code

All buildings in
Downtown (fire
district) must be
wired in conduit.

Liquor Licensing

Liquor licenses must be obtained from the Alcoholic Beverage Commission, One Grand Center, Sherman, TX. Once the permit is obtained, in due course an individual will bring the form to the City Clerk. The Clerk will, in turn, request the Building Inspection Dept. to inspect the premises, and after this process is completed, the application will be signed off on and returned to applicant for further processing.

Taxation

Tax Rate (Per \$100 Assessed Value)

City 0.653377

County 0.490900

School 1.481200

College 0.181800

Total 2.794277



Incentives

Downtown buildings in the City of Denison are eligible for the following incentives, which help the city enhance its character and maintain its historic feel.

Main Street Façade Reimbursement Program

Grants are available for signage and exterior work, so long as work has not begun prior to approval. The grants are normally done on a 50/50 matching basis, for up to \$2,000. (Based on funding availability)

Texas Main Street Design Assistance

Limited design assistance is available for free to businesses in the Downtown Historic District. Contact the Main Street Office to see what this includes.
903.465.2720 x2452

Historic Preservation Tax Incentives Program

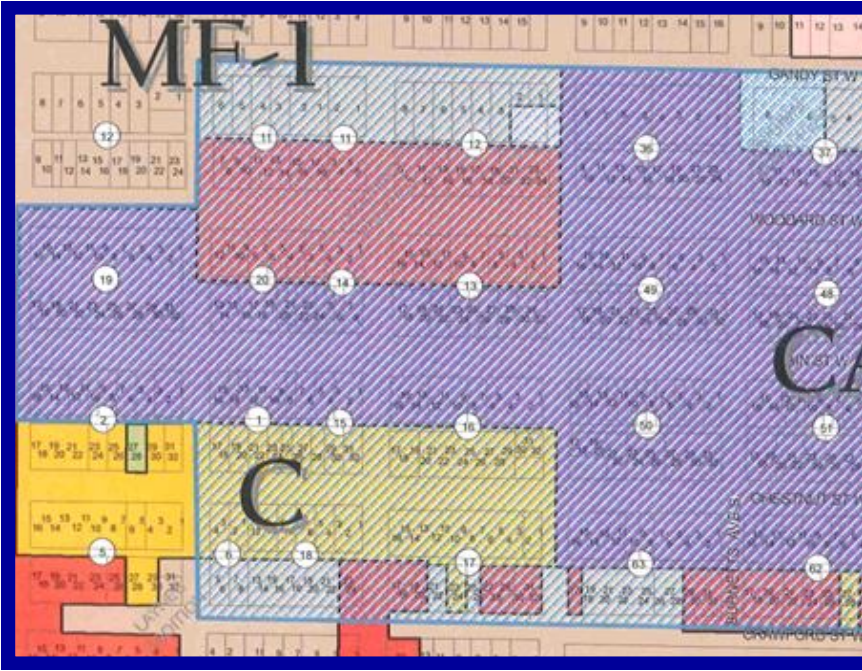
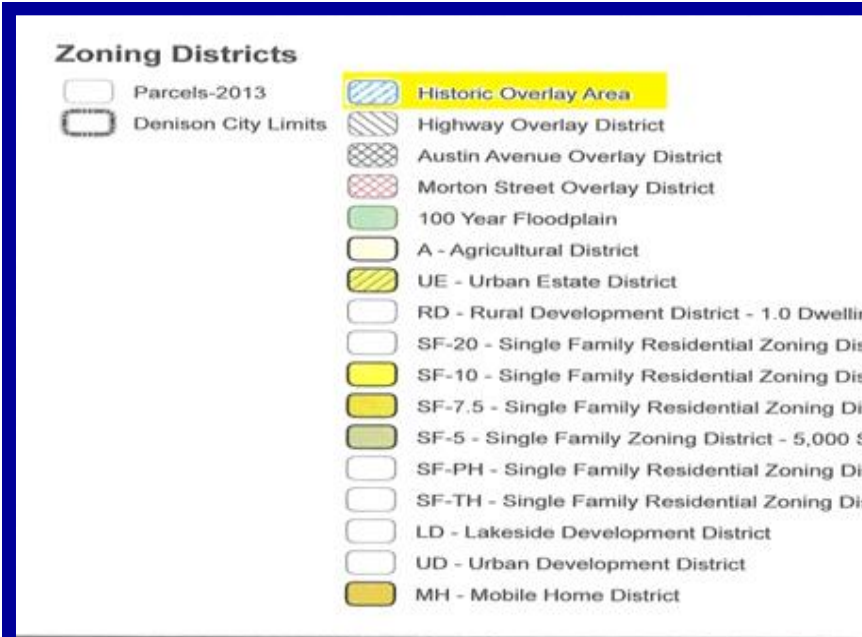
A 25% State tax credit and a 20% Federal tax credit is available for rehabilitation work done on certified historic buildings. A 10% credit is also available for non-historic buildings built before 1936.

<http://www.nps.gov/tps/tax-incentives.htm>

Downtown Incentive Program

New businesses in areas of targeted need may receive some assistance during their first year of operation. A business plan and regular hours are required for eligibility.

Downtown buildings are primarily zoned Central Area District or Commercial with a Historic Overlay District as shown below.



ing Units/Acre

istrict - 20,000 S.F. Lot

istrict - 10,000 S.F. Lot

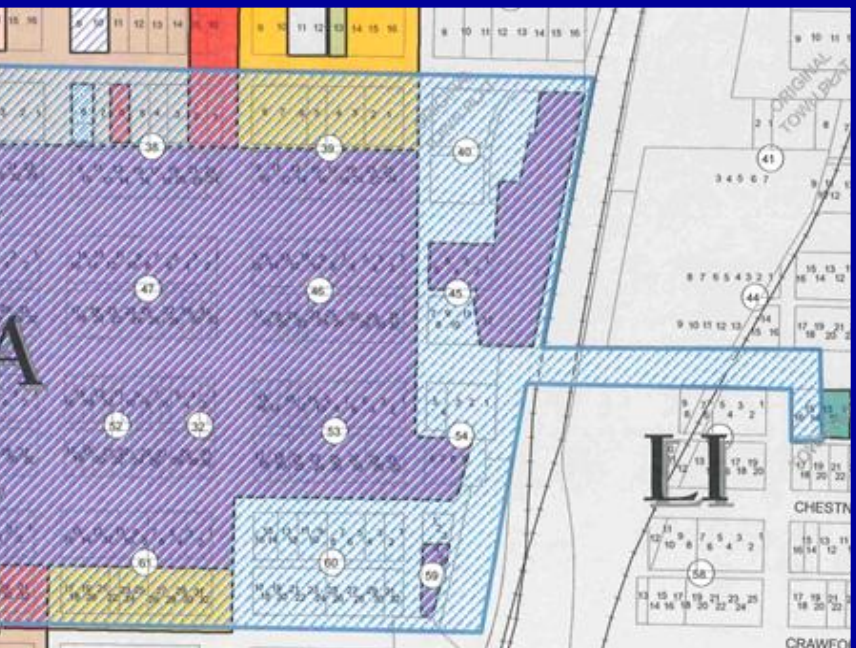
istrict - 7,500 S.F. Lot

S.F. Lot

istrict - Patio Homes

istrict - Single Family Attached

-  2F - Two-Family Dwelling District
-  MF-1 - Multiple-Family Dwelling District 1
-  MF-2 - Multiple-Family Dwelling District 2
-  MU - Mixed Use Residential District
-  P - Parking District
-  O - Office District
-  NS - Neighborhood Services District
-  LR - Local Retail Zoning District
-  CR - Community Retail Zoning District
-  RR - Regional Retail Zoning District
-  C - Commercial District
-  CA - Central Area District
-  BP - Business Park District
-  LI - Light Industrial District
-  HI - Heavy Industrial District
-  PD - Planned Development District
-  NATIVE_GREENBELT



Resources

Preservation Briefs

The National Park Service's preservation briefs provide information on many of the problems your historic building could develop. These include:

- Repointing mortar joints
- Roofing
- Rehabilitating historic storefronts
- Controlling unwanted moisture
- Removing graffiti
- Dangers of abrasive cleaning, and more.

Visit their website for more information:

<http://www.nps.gov/tps/how-to-preserve/briefs.htm>



Lead: www.epa.gov/lead

Asbestos: www.epa.gov/asbestos

Mold: www.epa.gov/iaq/molds/index.html

Resources

Americans with Disabilities Act

The Texas Department of Licensing and Regulation (TDLR) requires Texas Accessibility Standards (TAS) compliance for projects over \$50,000. For projects under \$50K, the City of Denison will re-view accessibility compliance if the project changes the area of a space. The TDLR guidelines can be found on their website.

<http://www.license.state.tx.us/ab/abtass.htm>

There is a tax credit available for making your business more accessible under the ADA. Visit their website for more information.

<http://www.ada.gov/taxcred.htm>



General Services Administration

The GSA provides information on maintenance techniques, materials, and products that are needed for whatever projects you have.

<http://www.gsa.gov/portal/hp/hpc/category/100371/>

Main Street Program in Downtown Denison

Our Vision Statement

Historic Downtown Denison is a vibrant shopping and living destination that is a magnet for business, arts, culture, and entertainment.

Our Mission Statement

The Denison Main Street Program will attain Great American Main Street status utilizing the National Main Street Four Point Approach and harness a cohesive spirit and the power of volunteerism to achieve our objectives of preservation-focused Downtown revitalization so that we will be a pedestrian-friendly regional hub with many diverse activities, an eclectic blend of commerce, and a livable environment.

In order to better help realtors, business owners, and property owners understand and reach the goals of the City, we have created two other guides that compliment this one. They are the “Property Maintenance Guide” and the “Practical Guide for Business Owners”.

Four Point Approach

The Four Points are prescribed by the National Main Street Center as a proven method for Downtown Revitalization. Each point has an operating committee that meets monthly. Membership is open and volunteers are welcome.



Promotion- Markets the Downtown through image campaigns, special events,

**Or-
organization-** Responsible for ensuring the program operates properly by raising funds through special activities, recruiting



Economic Restructuring- Charged with strengthening businesses and recruiting new businesses through analytical work, surveys, business owner education, and more.



Design- Responsible for anything visual in the Downtown including assisting with information and advice on building renovations, improving aesthetics downtown, providing guidance on interior renovations, keeping the area clean, etc.

Downtown Communications from the Main Street Director

You are automatically added to the email lists when the Main Street director receives your email address.



The Main Street Minute is intended for Downtown Business owners and contains upcoming promotions, helpful information, etc.



The Star Telegraph contains volunteering opportunities and is sent out as needed.



Sign up for our weekly events newsletter at www.denisonlive.com. Please provide us with your business information and events so they may be included on the site.



Denison Live has a companion Facebook page. Denison Main Street is a separate page that promotes businesses.

Downtown directories are printed and distributed on an annual basis. They are taken to Lake Texoma Association, Pottsboro area Lake Texoma resorts and stations, Denison-Sherman-Durant hotels, Choctaw Casino and RV park, Eisenhower State Park, Eisenhower Birthplace, Chamber of Commerce, Denison Travel Information Center, TxDOT, museums in Sherman and Denison, downtown businesses, and more.



Required City Permits

Permits are required for the following projects:

- Installation of signage
- Construction of main or accessory buildings
- Foundation repairs
- Building additions
- Remodeling that requires addition or replacement of walls or windows
- Building or replacing a deck more than 30" above grade
- Electrical work (replacing switches, plugs, and ballasts is exempt)
- Replacing or adding water heaters or softeners
- Replacing water or sewer lines (exchange of washers and faucets is exempt, and repairs of lines less than one foot do not require a permit.)
- Irrigation systems
- Installing or replacing a furnace
- Installing or replacing air conditioning
- Building or replacing a fence
- Building or replacing a retaining wall over four feet in height
- Replacing a roof
- Installing or replacing a driveway approach
- Demolition of a building
- Security bars

This is not meant to be a complete list. Questions concerning your specific project should be forwarded to the Building Inspection Division. Please call **(903) 465-2720 x2456** with any questions.

Contractors who perform the work must be registered. Owners may register to serve as their own contractor for \$50/year.

Helpful Information

First, contact the Main Street Director, who will assist with the process of increasing occupancy.

Donna Dow: (903) 465-2720 x2452

ddow@cityofdenison.com

Historic Preservation Officer.

(903) 465-2720 x2452

Building Official's Office.

(903) 465-2720 x2456

Zoning Office.

(903)465-2720 x2467

The quick guide for Downtown Denison property and business owners has answers about planning, development, permits, inspections, and incentives.

<http://www.cityofdenison.com/DocumentCenter/Home/View/203>

The Secretary of the Interior Guidelines provide detailed methods and appropriate techniques for maintaining the historic integrity of your property.

<http://www.cityofdenison.com/DocumentCenter/Home/View/143>

Helpful Information

Certificate of Occupancy

A C.O. is required before opening your business.. A C.O. is also required for change of use/business type. These must be applied for 10 days prior. Visit the Building Official's office to be advised of requirements. It is important to request access to electricity during this process. Inquire as to how you need to time related events to ensure connectivity. Your space will be inspected by Fire Marshall and the Building Code Official. 903.465.2720 x2456

Business Start-up Information

These resources provide information about permits, inspections, zoning, licenses, and other helpful links.

<http://www.cityofdenison.com/index.aspx?nid=339>

Historic Colors

The National Trust historic paint colors can be found on the following website.

<http://www.valsparpaint.com/en/explore-colors/color-selector.html>

Insurance

Property owners are encouraged to maintain property insurance on the building. Renters are encouraged to insure their property in the buildings.

Important Ordinances Summarized

#21-122 Use of Sidewalk

Before utilizing an adjacent sidewalk, the proprietor must file a certificate of insurance with the city clerk. The minimum coverage amount is \$500,000/\$1,000,000 combined single limit, evidencing the City of Denison as an additional insured.

Additionally:

1. Maintain at least 6 feet of clear passage between the curb of street and the area of sidewalk used
2. Tables and chairs shall not be placed within 10 feet of an entrance or doorway
3. No fences, walls, partitions, barriers, or other fixtures or objects may be placed in the sidewalk area with the exception that a removable, freestanding balustrade may be used to mark the boundaries of a sidewalk café or food serving area
4. Keep clean of spills, debris, litter, etc. the adjacent sidewalk and street areas
5. The property owner is responsible for condition of the sidewalk and the making of repairs to the sidewalk area and to brick pavers. Repairs shall be made within 30 days after notice from the city.

Nothing herein shall be construed to limit or prohibit an adjacent property owner from applying for and receiving a sidewalk license agreement for commercial use of the sidewalk beyond that which is contemplated by this section.

Building Zone

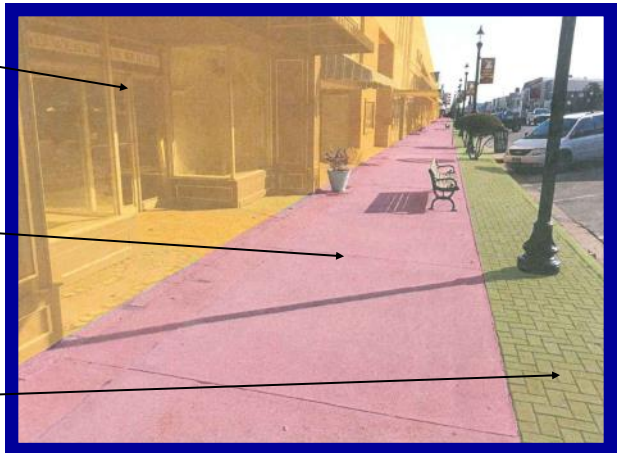
Property owners can place planters or decorative items in this area.

Pedestrian Zone

Businesses can use the first 18" from the face of their building for decorative items. Otherwise, area must remain clear of obstructions to pedestrians. Items can be placed in this area if insurance is on file with City.

Amenity Zone

Benches, trash, receptacles, lamp posts, etc.



Important Ordinances

Summarized

#21-124 Special Event

Mobile vending and itinerant merchant permits are suspended during special events. Event organizer is in control of all vendors.

#21-125 Alcohol Possession and Consumption

Alcohol is allowed at designated special events inside the entertainment district.

#19-2.2 Sign Permits

Permits for signs must be obtained from the Chief Building officer before any work on or construction of signs can be started. This does not include window lettering. A Certificate of Appropriateness, seen below, is required for all signs, including window lettering.

#30-6 Building Permit Required

Making any building alterations requires a building permit from the city's inspections department. Exterior changes requires a Certificate of Appropriateness—see below.

#30-7 Certificate of Appropriateness

Making alterations on any building within the historic district requires approval from the Historic Preservation Board. This is also applicable to any signage. The board meets monthly, and applicants must meet a deadline for inclusion.

#30-8 Criteria for Approval of a Certificate of Appropriateness

Approval will depend on the Secretary of the Interior Guidelines for Rehabilitation and Guidelines for Rehabilitating Historic Buildings.

#28-49 Storage

Storage is not allowed on first floors of Downtown buildings.

Realtor's Checklist

Is property zoned for intended use?	
Invite Fire Marshall and Building official for courtesy visit	
Are building codes being met?	
Is real estate sign less than 9 sq. ft.?	
Clean and show permits	
Have the proper permits been obtained?	
Contact the Main Street Director for guidance	
Contact building official	

Thank you for your cooperation and assistance. This guide contains helpful information about the Downtown District and the City, but please **DO NOT HESITATE** to ask for information, assistance, guidance, or referrals. We are glad to assist. Contact Main Street Director Donna Dow, who will act as your City liaison.



Donna Dow
Main Street Director
Certified Main Street Manager

P.O. Box 347
Denison, TX 75021
903.465.2720 Ext. 2452
903.464.4499 Fax

ddow@cityofdenison.com
www.cityofdenison.com