



TEXAS MAIN STREET DESIGNATION

PR-25-026

November 18, 2025

Background

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- ❑ Main Street — Nationwide for more than 40 years, Main Street has been recognized as the national gold standard for downtown revitalization and historic preservation.
- ❑ Cities that are accepted into the program receive access to state-level technical assistance, training, design services, and marketing support.
- ❑ Locally Texas Main Street communities have:
 - ▣ Reported over \$5 billion in reinvestment into historic downtowns
 - ▣ Created more than 48,000 jobs
 - ▣ Established over 12,000 new small businesses
- ❑ Main Streets across the nation continue to prove that preservation drives economic growth and community pride.

Background

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□ **Main Street Four-Point Approach:**

- Economic Vitality – Catalyze smart new investment and cultivate a strong entrepreneurship ecosystem
- Design – Preserve and enhance historic buildings and public spaces
- Promotion – Market downtown's assets and identity, through traditional marketing and special events
- Organization – Build partnerships and sustainable leadership

Background

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- To be eligible to join the Main Street, a city must undergo a rigorous evaluation, and are scored on the following categories:
 1. Local Commitment – Demonstrated long-term dedication to downtown revitalization and historic preservation through adoption and enforcement of preservation ordinances
 2. Organizational Capacity – A structure in place to manage the program, including staff, partnerships, and funding mechanisms.
 3. Historic Character – Presence of a defined, walkable downtown area with buildings suitable for rehabilitation and reuse.

Background

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4. Public and Private Investment – Evidence of recent and ongoing reinvestment in the downtown area.
5. Economic Readiness – Active use of development tools, incentives, and plans supporting economic revitalization.
6. Community Support – Strong local engagement demonstrated through stakeholder participation, and Council support.

Becoming Eligible for Main Street

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□ Local Commitment –

- The Killeen 2040 Comprehensive Plan formally adopted the goal of joining Main Street. (DT5.8)
- Amended and began enforcing the vacant building registry. (DT4.1)
- Began enforcing preservation ordinances such as demolition by neglect, sign requirements (both permanent and temporary), window coverings, and continued to review every renovation for compliance with our downtown design guidelines. (NH2)

Becoming Eligible for Main Street

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- **Organizational Capacity** – For Texas Main Street cities with populations over 50,000, there is a minimum staffing of two (2) full time employees, and a dedicated budget.
 - The City of Killeen created the Downtown Revitalization Division within the City and hired a Revitalization Director and Coordinator. (DT5.1 and DT1.1)
 - Internally, the City of Killeen created an interdepartmental Downtown Coordination Team (DT5.2)

Becoming Eligible for Main Street

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□ Public & Private Investment –

- In 2023/2024, the City of Killeen saw over \$15,000,000 of private investment in Downtown Killeen, spurred by City investment into grant programs. (DT3.2)
- The TIRZ #2 supported efforts by expanding our grant programs, investing in streetscaping (both in the HOD and the Rancier). (DT5.6)

Becoming Eligible for Main Street

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□ Economic Readiness –

- Revived and extended the life of the TIRZ #2. (DT5.6)
- Expanded our grant programs to both interior and exterior improvements. (DT3.2)
- Created a sewer lateral replacement program to support new businesses in an area with aging infrastructure. (DT3.2)
- Adopted a Residential Tax Abatement Program. (NH3)
- Expanded the North Killeen Revitalization program to waive development fees. (NH6.2)
- Held our first downtown developer workshop to train local investors on how to be small scale developers in the area. (DT4.4)

Becoming Eligible for Main Street

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□ Community Support –

- The City also created a Downtown Advisory Board of stakeholders with the goal of establishing a Main Street Board. (DT5.2)
- The Downtown Division also created a downtown volunteer structure with over 1,000 volunteer hours served in downtown. (DT5)
- A Downtown Sponsorship program was also created and more than \$85,500 have been donated by community partners to downtown efforts. (DT5)

Texas Main Street Designation: Why it Matters

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- On November 7, 2025, Killeen was officially accepted into the Texas Main Street Program!
- After nearly two decades of groundwork by City staff, leadership, and community stakeholders, this designation affirms that our long-term investment, vision, and collaboration are paying off, and that Downtown Killeen is once again being recognized as a place of growth, pride, and opportunity.

Legacy of Leadership

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- Killeen now joins a distinguished network of cities — from Georgetown to San Marcos, Washington D.C to Oceanside, CA — that have proven downtown revitalization is a citywide investment with regional returns.
- We are the only Main Street city in Bell County, and among only 31 cities in Texas that also hold Certified Local Government (CLG) status.

What's Next?

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- ❑ A formal agreement with Texas Main Street will be brought back to Council as a commitment to upholding the standards of the program
- ❑ Program onboarding with Texas Main Street Staff
- ❑ Conversion of our Downtown Advisory Committee to a formal Main Street Board
- ❑ Visit by the First Lady of Texas
- ❑ Continue moving forward. Communities are evaluated at the national level for compliance with the program standards annually.



Photo of Avenue D looking east from Gray Street Prior to sidewalk improvements



Photo inside of 308 E Avenue D Prior to renovations



Photo inside of 305 E Avenue D prior to renovations



Photo of Ft Hood BOSS program volunteering to renovate the Avenue D pocket park



Photo of Killeen Parks team adding plants back to the planters



Photo of muralist painting at 334 E Avenue D for a façade improvement



Photo of Avenue D pocket park and planters



Photo of Avenue D pocket park

WE LOVE KILLEEN BECAUSE...

I'm a home town girl and Killeen is always going to be home for me.

This community helped me grow as a person, a mom, and a mentor.

It is growing with the future in mind.

It's a hot time in a hot town.

The downtown events are entertaining and memorable.

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Mom and pop shops, there is a small business for everything.

Anyone can be a somebody here.

The park
vibro
and
lively

Killeen loves terans.

It's a small town in a big city.

There
who
world
delicio
optio

Photo of alley improvement at 311 N Gray Street



Photo of Touchdown Downtown Event



Photo of Holiday Under the Stars Tree Lighting