



HAPPENING NOW

THINGS TO DO

COMING SOON

DOING BUSINESS



Downtown Killeen digest

Fall 2020

Happening Now

A HISTORIC DISTRICT REVITALIZED

Continuous efforts are being made within the Historic District for the purpose of growing the vitality of the area, to address what was a 39% vacancy rate as well as unmaintained historic structures affecting active businesses and the greater downtown.

Ordinance changes, including prohibiting storage use of buildings and implementing the Vacant Structure Registry, have been put into place to protect the buildings in the Historic District and to assist in providing more opportunities for small businesses to be initiated and contribute to this heart of the city.

Since the time of these changes, the Historic District has had two new businesses established, with five more incoming. The potential in the Historic District is apparent and sought after by new startup businesses, and the inviting atmosphere along with these local trades offers residents with renewed civic pride and interest.

Artists of the Historic District

A great appreciation must be given to local artists who have continued to enhance the Historic District with artistic character. Local art includes the remarkable history mural in the alleyway at 316 N. Gray Street, the fall banners with a beautifully drawn sepia toned train, spring banners with lovely bluebonnet and poppy flowers, and planter boxes with unique whimsical and scenic art with incorporated bird houses.

316 N. Gray Street Alleyway Mural



Joe Perez III

Historic District Banner Designs



James Kirk



Larry Simcox

Santa Fe Plaza Alleyway & Courtyard



Killeen Civic Art Guild

Night or day, rain or shine, downtown Killeen continues revitalization efforts to become a destination spot in the heart of our city. Read on to learn about the exciting changes taking shape here.

For more information, please contact:

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DEFINING DOWNTOWN

Greater Downtown

An area bounded by Rancier Avenue to the North, 10th Street to the East, Veterans Memorial Boulevard to the South, and Root Avenue to the West.

Historic District

The eight-square block historic core includes the intersections of Avenue D and Gray Street and Avenue

C and 8th Street.

North Killeen

Designated to receive economic development and redevelopment incentives, this area is bounded by W. S. Young Dr. to the East, Ft.

Hood Street to the West, the Northern City limits and West Hallmark Avenue and Terrace Drive to the South.

For maps or more information on the areas of Downtown Killeen, please contact Planning & Development Services at (254) 501-7648.

Join Our Mailing List

Downtown Digest is a quarterly publication providing the latest news, events and information important to Downtown Killeen.

To join our e-mail distribution list or receive a copy of our latest newsletter, please contact jambrose@killeentexas.gov.

We will not share your email address when joining our email distribution list.

Upcoming Features

HISTORIC DISTRICT ART

Mural Opportunities

The City of Killeen has partnered with local artists to enhance the Historic District's atmosphere and showcase local artist talents.

An additional mural will soon be underway to continue with this effort through the upcoming year.

The Façade Improvement Grant is available to businesses that would like to incorporate a mural on the secondary side of the building. Please contact the Revitalization Planner with more information.

UPCOMING EVENTS

YEAR-LONG MARKET

Downtown Killeen's Farmer's Market

Every Tuesday; 3:00 p.m. - 6:00 p.m.

Vendors will be situated in the parking lot at Santa Fe Plaza Drive, between N. Gray Street and N. 8th Street. More details can be found on the Facebook page:

Killeen's Downtown Farmers Market Event

If you are planning an event within the Historic District, contact the Revitalization Planner to add the event to the Newsletter, social media connections, and the Story Map events tab for added support.

MERCHANTS ASSOCIATION

The Merchants Association is an organization of local businesses dedicated to growing businesses by generating sales opportunities, which can be created through events, advertising, beautification, and more. The Historic District's business investors of Killeen have created this platform to take effective action in solidarity of efforts meant to further the positive impact within the Historic District and Greater Downtown.

For more information, please contact Ms. Josie McKinney: josie@letseattexas.com

Available Properties

To list your available property/properties for sale or lease, please fill out the Available Property Form or request one from the Revitalization Planner at: jambrose@killeentexas.gov

Doing Business

GRANT PROGRAMS

The City of Killeen seeks to help create historically cohesive and unique enhancements towards the image of downtown through the Façade Improvement Grant and with commercial business signs located in the Historic District.

In the last year, five businesses utilized the Façade Improvement Grant for upgrading windows, painting, and repairs, while three businesses utilized the Sign Grant for refining business signage.

The Façade Improvement Grant is a single payment reimbursement to active businesses on an 80/20 matching basis up to \$10,000 per side per principal façade grant with a maximum payout of \$20,000 for a dual principal façade.

The Sign Grant is a single payment reimbursement to businesses on a 50/50 matching basis up to \$800.

To apply for a Historic District Grant or for more information, contact the Revitalization Planner or visit:

<https://www.killeentexas.gov/227/Downtown-Killeen>

NORTH KILLEEN REVITALIZATION

This incentive program serves to promote the development and redevelopment of North Killeen and includes incentives for residential and commercial business structures' expansion, rehabilitation, and/or new construction.

To apply for the North Killeen Revitalization Program or for more information, visit www.killeentexas.gov/227/downtown-killeen

Interactive Storymap

To view Historic District business promotions, available properties, history, and interactive possibilities with the public, visit our website: <http://arcs.is/1nyeWy>

This is a beautiful design meant to advertise our Historic District and all the unique businesses, events, and potential which it contains.