



MAIN STREET
AMERICA



HISTORIC NORTHSIDE DISTRICT ANNUAL REPORT

Dee Lara O'Neal

**Main Street Project Manager - Historic
Northside District**

**Fort Worth Hispanic Chamber of
Commerce**



WHAT IS THE MAIN STREET PILOT?

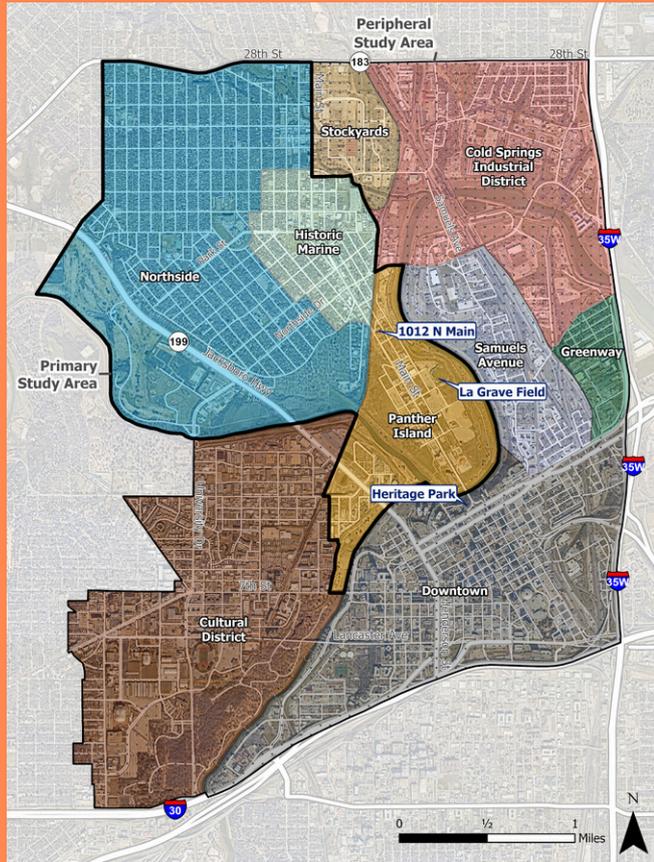


The Main Street Pilot is a community-informed initiative focused on strengthening Fort Worth’s historic commercial corridors—such as North Main Street—while maintaining the character and community that define them. In 2022, the Historic Northside and Polytechnic areas were selected as the city’s first two Main Street Pilots, making Fort Worth the first Texas city to partner with Main Street America on a coordinated multi-corridor strategy. In June, the Fort Worth Local Development Corporation approved extending support for both Main Street corridors for an additional two years, reinforcing the city’s commitment to the pilot and its progress to date.

The program supports local stakeholders in guiding district development by establishing a managing organization and a dedicated “community quarterback” responsible for coordinating partners, supporting local leadership, and advancing a community-informed development strategy.

In Northside, this work is carried out through a neighborhood conservation lens that reflects the district’s long-standing role as a welcoming gateway to Fort Worth and its tradition of local enterprise and cultural vitality. The pilot applies Main Street America’s Four-Point Framework—Economic Vitality, Organization, Design, and Promotion—to strengthen the commercial corridor, support local businesses, and improve overall neighborhood conditions while maintaining the district’s cultural and historic character.

THE HISTORIC NORTHSIDE DISTRICT AT A GLANCE



Historic Northside District Profile

Covering 478 acres and nearly 1,000 parcels, the District includes homes, small businesses, industry, and historic sites that reflect a working neighborhood built on resilience.

In 2024, total appraised value reached \$241.8 million, with an average parcel of \$242,772, a median of \$135,753, and taxable value of roughly \$176 million.

Land & Appraisal (2024 TAD)

Parcels: 996 | Value: \$241.8M | Taxable: \$176.5M

Average: \$242,772 | Median: \$135,753 | Range: \$17.5K-\$17.6M

Zoning by Acreage

Residential - 225 ac (47%) | Commercial - 40 ac (8%)

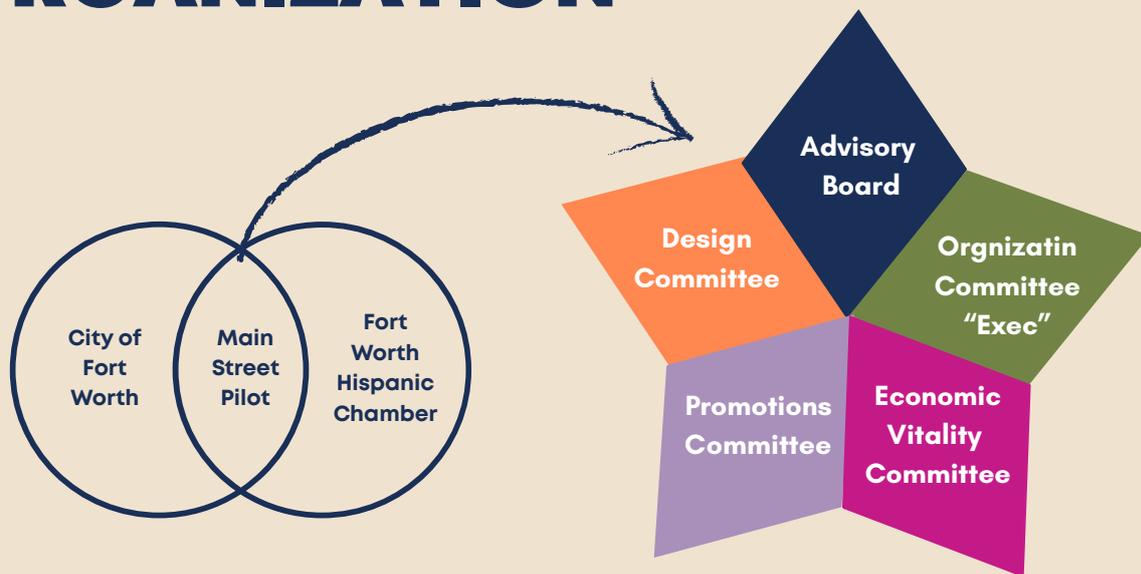
Industrial - 131 ac (27%) | Mixed-Use - 45 ac (9%) | Institutional - 37 ac (8%)

Historic Designation

Marine Commercial Historic District (National Register): 3.33 acres

(Grand Avenue and Stockyards Historic Districts lie just outside the boundary.)

ORGANIZATION



The Historic Northside District is one of Fort Worth’s two Main Street Pilot corridors – a collaboration between the City of Fort Worth, residents, businesses, and community partners. The Fort Worth Hispanic Chamber of Commerce serves as the managing organization and fiscal administrator for the District.

A volunteer advisory board of 15 voting members, along with two ex officio seats (Economic Development and the District 2 Council Office), guides the District’s priorities and supports alignment with citywide efforts. The District has also taken major steps toward long-term sustainability, including moving towards incorporating a Texas nonprofit and advancing work to establish a new 501(c)(3) dedicated to district development and community stewardship.

Four Main Street committees – Organization, Design, Promotion, and Economic Vitality – engage volunteers in shaping corridor initiatives throughout the year. In addition, the District hosts Monthly Corridor Cafecitos, which serve as ongoing safety and engagement meetings for residents and business owners.

This organizational structure is strengthened by a broad network of partners, including community organizations, TCU Roxo, the TCU Latino Graduate Leadership Network, Community Design Fort Worth, the Texas Immigration Law Council, Small Business Anti-Displacement Network, Artes de la Rosa, Trinity Habitat for Humanity, the Fort Worth Community Land Trust, and several City of Fort Worth departments (e.g. Neighborhood Services, Planning, TPW, Economic Development, Code, and others). The District also participates in the Small Business Anti-Displacement Network Mentorship Network.

ORGANIZATION



2024 Organization Highlights

- Volunteer Leadership:
 - Volunteers contributed an estimated 1,380 hours of service across board leadership, committee participation, engagement events, and partner collaborations.
 - Estimated dollar value: \$44,000+
- Board & Governance:
 - 15 voting board members + 2 ex officio seats
 - Monthly board meetings held throughout the year
 - Texas nonprofit incorporation completed; 501(c)(3) formation underway
 - First set of District bylaws implemented
- Committees & Engagement:
 - Four active Main Street committees with 5-7 volunteers each
 - Monthly Corridor Cafecitos (Safety Meetings) engaging residents and business owners
 - Regular participation from partner organizations and city departments
- Partnership Development:
 - Active collaborations with universities, nonprofits, legal partners, design professionals, cultural institutions, and neighborhood-serving organizations
 - Engagement with multiple City of Fort Worth departments supporting corridor development
- Resource Development
 - Secured more than \$171,000 in external support for District programs and initiatives
 - Total reflects funds raised independently and does not include Main Street program dollars or managing-organization support

PROMOTION



8,831 Attendees
Sonidos del Summer
2025 Season
24k+ over 3 years

3,600 Social Media
Followers
FB + IG
168% increase in 3yrs

EARNED MEDIA

NBC 5/TELEMUNDO
NORTHSIDE MAGAZINE
CBS TEXAS
URBAN LAND MAGAZINE

NEW EVENTS

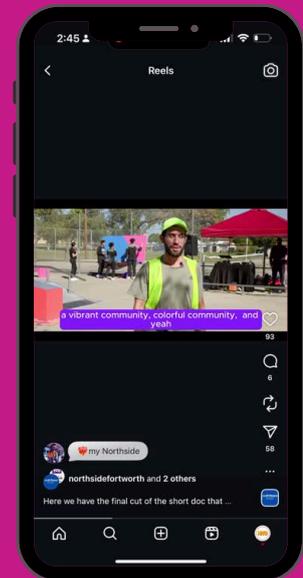
¡QUE RICA LA CULTURA!
POSADAS
TAMAL & ATOLE FESTIVAL
CORRIDOR CAFECITOS
BOO AT AZUL

**HISTORIC
Northside
DISTRICT**

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Visual Brand
Logo
& Guidelines



The Historic Northside District advanced a year of strong district promotion, public engagement, and storytelling that highlighted the corridor’s culture, businesses, and community identity. Promotion activities focused on increasing visibility, strengthening the district’s public profile, and activating North Main Street through events and media coverage.

District Events & Activation

- Launched five new or expanded corridor events:
- ¡Qué Rica la Cultura!, Northside Posadas, Tamal & Atole Festival, Corridor Cafecitos, and Boo at Azul.
- Sonidos del Summer drew 8,831 attendees, strengthening the district as a cultural destination.
- Northside Posadas attracted an estimated 800–1,200 visitors over three nights.

Branding & Identity

- Developed district brand guidelines and design assets in partnership with TCU Roxo, supporting consistent public communication across materials, signage, and online channels.

Media Visibility

- Featured in major local and national outlets, including:
 - NBC 5/Telemundo, Univision, CBS 11, KERA, Fort Worth Report, Urban Land Magazine, and Northside Community Magazine.

Digital Presence

- Reached a combined audience of 3,600+ followers across Facebook and Instagram, helping amplify district news, events, and business spotlights.

ECONOMIC VITALITY



Economic vitality in Northside means strengthening the corridor by investing in both people and places. Over the past three years, more than \$13.7 million in private investment has aligned with the district’s goals, and the Main Street Pilot has made 440+ touchpoints with local businesses through workshops, consultations, referrals, and technical assistance.

Through ongoing engagement, neighbors consistently express a desire for a more walkable, active, and connected North Main Street. To better understand local business needs, the District began canvassing the corridor using the BOOMS Tracker and partnered with the TCU Latino Graduate Leadership Network to design a survey that supports the identification of corridor business needs.

Several renovation and restoration projects – some completed, others underway – are bringing under-used buildings back into productive use, creating opportunities for entrepreneurs, cultural organizations, and neighborhood-serving businesses:

Marine Central (Former Mulholland's Site)

- Newly designated as a historic property
- Planned mix of restaurant, retail, and 16 residential units
- Includes workforce-oriented units for local employees
- Attracting local and regional businesses that contribute to a balanced mix of neighborhood-serving uses



Vinnedge Building

- Built in 1927 by architect Wiley G. Clarkson for grocer Harry Vinnedge
- Now a Fort Worth Historic & Cultural Landmark
- Restored in 2022
- Provides office space for professional and creative tenants



Fred Rouse Center for Arts and Community Healing

- Transform 1012 is adaptively reimagining a long-vacant structure with a complex history
- Named in honor of Fred Rouse and envisioned as a future arts and community hub
- Restoration retains original architectural elements, with construction expected to advance by 2027



Percy Building

- Historic restoration completed by a local owner
- Now home to offices and a photo studio
- Illustrates small-scale, incremental reinvestment that keeps corridor ownership local



Alan's Lids

- Planned flagship studio and retail space on North Main
- Achieved historic designation earlier this year
- Expected to generate 15-20 new jobs and year-round activity

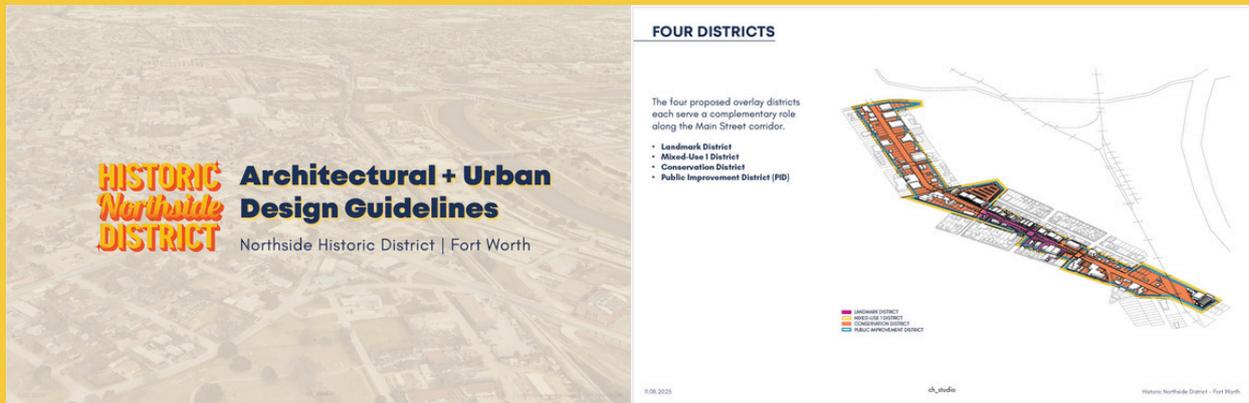


Mercado Building

- Remodel underway by CHC Development
- Plans for first-floor restaurant and retail activation
- Returning a long-time office space to public-facing use
- Reinforces the corridor as a walkable, mixed-use destination



DESIGN



The Design Committee supports corridor improvements that reflect the Historic Northside District’s character and long-standing community identity. Over the past year, the committee has advanced planning and design work that helps guide how the corridor grows, ensuring that future development remains consistent with the district’s historic, cultural, and architectural context.

This includes drafting design guidelines that outline potential tools to protect cultural and historic character, as well as supporting petition-initiated zoning requests that align with neighborhood goals and create clearer expectations for future development. On the visual side, the District is preparing for the installation of new corridor banners and exploring options for gateway signage that reflect Northside’s heritage and presence as a welcoming gateway.

Design efforts also connect neighborhood conservation efforts. Through partnerships with Trinity Habitat for Humanity, the committee supported repairs for five homes in the district. Collaboration with the Fort Worth Community Land Trust has included homebuyer information sessions, and work with the Texas Immigration Law Council has provided residents with heirs’ property support and property tax appeals guidance. The committee is also partnering with Community Design Fort Worth to assist in advancing cultural asset mapping recommendations identified in the ULI Advisory Services Panel report.

Together, these efforts reinforce a development approach that respects Northside’s past while helping shape a thoughtful, community-informed future.

LOOKING AHEAD



2026 Priorities

- Strengthen leadership pathways.
 - Support the establishment of the Community Action Committee as part of the District's governance structure, creating a clear and consistent channel for input that aligns with City processes and project implementation.
- Support small businesses.
 - Continue improving visibility, resources, and technical assistance for locally owned and neighborhood-serving businesses, with an emphasis on stabilization and corridor vitality.
- Preserve key district character.
 - Apply appropriate design tools and guidelines to help maintain the historic, cultural, and architectural elements that define the Historic Northside District, in coordination with the City's design and planning teams.
- Build organizational capacity.
 - Secure core operational support and continue progress toward formalizing the District as an independent nonprofit, improving long-term stability, clarity of roles, and alignment with municipal partners.
- Deepen interagency and partner coordination.
 - Work closely with City departments and community partners to align resources, support coordinated implementation across District priorities, and increase impact.

