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NEWSLETTER

TEXAS MAIN STREET PROJECT

VOL. 3, NO. 4

72 OCT 1983

AUGUST 1983

DOWNTOWN REVITALIZATION CONFERENCE PLANNED FOR NOV. 14-15

The first statewide Main Street downtown revitalization conference will be held in Austin, Nov. 14 and 15. Based on the theme 'New Life for Downtown,' the gathering will bring national and state experts together to share their experiences and discuss revitalization problems and downtown opportunities.

Tom Moriarity of the National Main Street Center, National Trust for Historic Preservation, will open the conference. Michael Young, Schlaes & Young, Chicago, will address 'Understanding the Developer Can Bring Investment to Your Main Street.' The conference challenge address will be brought by Neal Peirce, noted syndicated columnist from Washington, D.C.

Other topics will include parking, financing, building rehabilitation, merchandising and marketing, and successful downtown organization. Tours of rehabilitated buildings will be hosted by Trammell Crow Co. and Franklin Savings & Loan Association.

Participants are encouraged to register early as space will be limited. An agenda and registration form are included in this newsletter.

MAIN STREET RESOURCE TEAMS ATTACK DOWNTOWN PARKING PROBLEMS

Two traffic and parking engineers from the Dallas-based firm of DeShazo, Starek and Tang participated in Main Street Resource Teams in Waxahachie and Lufkin. Each city has a shortage of downtown parking and each has unique problems.

Waxahachie's downtown square is centered on the Ellis County Courthouse. While the county has provided several parking lots for county employees, many employees still were taking customer parking on the square for convenience. Parking consultant K.R. Marshall suggested restriping the county lots and stenciling the employees' names on the spaces, thus giving each employee a designated place to park. Attractive trees and shrubs were suggested for placement around the lots.

Mr. Marshall was delighted to find one of the most beautifully landscaped parking lots in the state in Waxahachie's Singleton Square, a block from downtown. This shady area with its own riverwalk is a model for cities of any size and is

a visitor attraction to the downtown area. The lot was provided by Marvin Singleton and Citizens' National Bank.

Lufkin has been plagued for many years with a shortage of downtown parking spaces. Parking engineer Carol Walters complimented the city on keeping its parking meters but suggested changing meters on the periphery to two hours and leaving meters in the retail core at one hour. The meters give you 12 minutes for 1c, and she suggested using as an advertising theme for the downtown: 'Where else can you buy anything for a penny? Come to downtown Lufkin and shop!'

In an investigation of the long-term lots provided free by the city for downtown employees, Ms. Walters found that by changing the angle of the parking spaces and restriping the lots, the number of spaces in one lot could be increased from 47 to 76. Another lot could be increased from 34 spaces to 55 spaces. This change adds 50 spaces for downtown employees.

All downtown officials should investigate using parking specialists to examine the effectiveness of their parking arrangements.

SMALL CITIES RECEIVE HISTORIC PRESERVATION GRANTS

From the \$245,000 allocated to the Texas Historic Preservation Grant Fund and the \$482,965 available for Texas projects through the Emergency Jobs Act of 1983 Historic Preservation Fund, the Texas Historical Commission has announced the following grants to small cities:

Texas Historic Preservation Grants

Caldwell	Kraitchar House	\$ 18,394
Marshall	Old Harrison County Courthouse	9,240
Fredericksburg	Old County Courthouse	10,000
Corsicana	Temple Beth-El	2,500
Brownwood	Brown County Jail	10,000
Port Lavaca	Calhoun County Jail	5,000
Gainesville	Santa Fe Depot	10,000
Stamford	St. John's United Methodist Church	22,900
Terrell	Carnegie Library	9,000
Lampasas	St. Mary's Episcopal Church	10,000
Stanton	Old Martin County Jail	8,000
Calvert	Virginia Field Park	5,733
Taylor	St. James Episcopal Church	2,500
		<hr/> <hr/>
		\$123,267

Emergency Jobs Bill Grants

Center	Shelby County Courthouse	\$ 50,000
Brownsville	Southern Pacific Railroad Depot	50,000
Uvalde	John Nance Garner House	3,500
Hillsboro	Hill County Jail	46,000
Georgetown	Dimmit Building	5,000
		<hr/> <hr/>
		\$154,500

TEXAS MAIN STREET CENTER SPONSORS

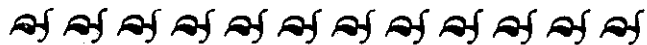
The Anchorage Foundation
 The Herman Bennett Company
 The Brown Foundation
 Economic Development Administration
 Exxon Corporation
 First City Bancorporation of Texas
 Gifford-Hill and Company, Inc.
 The Don and Sybil Harrington Foundation
 H.E.B. Company
 The LBJ Family Foundation
 Lone Star Gas Company
 Mrs. H.L. Long

The Meadows Foundation
 Mr. and Mrs. Menton Murray
 National Endowment for the Arts
 Read-Poland Associates
 The Sid W. Richardson Foundation
 The Rockwell Fund
 Southwestern Bell
 Spaw-Glass, Inc.
 Texas Utilities Company
 The Western Company of North America
 201 Main Limited

RETAILERS TO GATHER

The Texas Retailers Association will have its annual convention in Fort Worth, Sept. 21-23 at the Hyatt Regency Hotel. Speakers will include Sam Walton, President of Wal-Mart; Davis Gindler of Gindler's in Wiemar; Charles Ford of Russell's in Decatur; Wilburn Newsome of Mitchell's in Fort Worth; and Mike Santoro of Santoro Management Consultants. Subjects to be discussed will include "How To Compete in a Changing Retail Market," and "Affordable Computers Can Keep You Competitive."

To register, write or call the Texas Retailers Association, 504 W. 12th, Austin, TX 78701, 512/472-8261.



MAIN STREET MEMOS

Since **TOMBALL** hired a downtown manager in January, they have had over \$2.3 million re-invested in the downtown area. **ALLEN**, a city of 8,300, has formed a Main Street Committee and is studying the problems of their downtown. Now that **TAYLOR** has a Main Street manager, Maggie Massey, the financial institutions have established a low-interest loan

pool and set aside \$100,000 at 6% for restoration of the facades of their downtown buildings. The financial institutions in **SEGUIN** have dropped their low-interest loan rates from 9 3/4% to 6% and already have received three loan applications for restoration work. The scaffolding is already up on one building on the square. **HILLSBORO** has four new businesses downtown. After 2 1/2 years in the Main Street Project, the city has only two first-floor vacancies, and their sales tax rebate is up 25% since January of 1981. The **DALLAS** based Swearingen Co. recently did a survey on lease rates in downtown Dallas and found that new skyscrapers were asking \$25.69 per square foot annually while rehabilitated downtown buildings were bringing \$14.30 per square foot. Lone Star Gas, headquartered in **DALLAS**, has renewed their corporate sponsorship of the Texas Main Street Project for the third year. Mrs. H.L. Long of **KILGORE**, Vice-chairman of the Texas Historical Commission, has become a Main Street sponsor.



MAIN STREET PROJECT MANAGERS

1981 Towns

EAGLE PASS
City Hall
Eagle Pass, TX 78852
512/773-1111

HILLSBORO
Kent Collins
City Hall
Hillsboro, TX 76645
817/582-3271, 2119

NAVASOTA
Julie Caddel
City Hall
Navasota, TX 77868
409/825-7784, 6475

PLAINVIEW
City Hall
Plainview, TX 79072
806/293-4171

SEGUIN
Mona Lane
P.O. Box 710
Seguin, TX 78155
512/379-6382

1982 Towns

GAINESVILLE
Libby Barker
P.O. Drawer J
Gainesville, TX 76240
817/665-4323

GEORGETOWN
Linda Butler
P.O. Box 409
Georgetown, TX 78626
512/863-5533, 0934

KINGSVILLE
Kevin Stowers
P.O. Box 1562
Kingsville, TX 78363
512/592-5235

McKINNEY
Susan Campbell
P.O. Box 517
McKinney, TX 75069
214/542-2675

MARSHALL
Don Harper
P.O. Box 698
Marshall, TX 75670
214/935-1825

1983 Towns

BRENHAM
Lennie Rickards
P.O. Box 361
Brenham, TX 77833
409/836-7911

HARLINGEN
Kevin Walker
P.O. Box 2207
Harlingen, TX 78551
512/423-5440

LUFKIN
David Chrisman
P.O. Drawer 190
Lufkin, TX 75901
409/634-8881

STAMFORD
James Butts
P.O. Box 191
Stamford, TX 79553
915/773-2723

WAXAHACHIE
Kate Singleton
P.O. Box 757
Waxahachie, TX 75165
214/937-7330

Stamford

This article is our fourth profile in a series on the 1983 Main Street towns. Waxahachie will conclude our series in the next Main Street Newsletter.

The quiet West Texas town of Stamford was anticipating big changes when it applied to the 1983 Main Street Project.

In the next three years one of Stamford's major thoroughfares, U.S. Highway 277 will be re-routed around the town. Civic leaders feel that the impact of this bypass can be minimized with careful planning, adoption of new marketing techniques, and an analysis of community needs, and they believe the Main Street Project will aid them in each of these areas.

Stamford, with a population of 4,500, has changed very little in the past 50 years. The small town atmosphere, sturdy historic structures, fine quality of life, and the touch of West Texas history are highly valued by citizens. Located in northeastern Jones County, the town is a diversified farming and manufacturing settlement that was originally developed as a project of the Texas Central Railroad in 1899. The town was named after Stamford, Connecticut, home of the president of the railroad. By 1900 most of Stamford was built, and the town was soon to become known as the home of the Texas Cowboy Reunion. Always more concerned with quality than quantity, Stamford has preserved the good days and survived the bad ones, to become an independent community with a strong sense of civic pride.

As city leaders plan for the future in Stamford, they want to maintain the traditional quality of life. The hub of this town has always been the town square—and citizens want to see it remain so. However, faced with increased retail competition from nearby Abilene and a reduced number of farmers depending on Stamford's goods and services, city leaders realize that immediate action is needed for Stamford to face a bright future.

As a Main Street town, Stamford has established specific goals to achieve with the aid of project specialists. These goals include: (1) designating and preserving historic structures, (2) minimizing the effects of the U.S. 277 bypass, (3) adopting new marketing techniques, (4) promoting downtown development and new

business, (5) promoting general city appearance and encouraging facade rehabilitation, and (6) providing a solid base for future industrial promotion. City planners see the accomplishment of these goals bringing new businesses and industries, new people, and an overall resurgence of growth.

Support for downtown revitalization is strong in Stamford. The Chamber of Commerce and Downtown Merchants Association are behind the Main Street program. Several financial institutions have offered assistance with low-interest development loans, and the local garden club has offered to aid in beautification projects. Industrial, business, agricultural, political, civic, and medical leaders have also pledged their complete support to Stamford's involvement in the Main Street Project.

A new era of civic improvements is already under way. A Small Cities Community Development Block Grant has allowed Stamford to pave 24 street blocks, demolish over 80 substandard housing units and rehabilitate 24 others, and complete numerous water/sewer improvements. The city's water treatment plant has been renovated through city revenue bonds. A new clinic under construction will be staffed by several new doctors in Stamford. The regional distribution center for West Texas Utilities has opened in Stamford, and several other new businesses, along highways leading into the town and in the central business district, have also recently moved to the area.

If the 111 buildings in Stamford's 14-block downtown are to join in the improvement era, vacancies must decrease, retiring businessmen must be replaced, and new businesses must continue to move into the area. Stamford's officials and citizens are already working to see that these goals are attained and that downtown is preserved and the quality of life—a historic element as important as the town's fine buildings—is maintained. Through the guidance of Main Street professionals, Stamford intends to tap every resource it has to keep its past alive and its future promising.

THE TEXAS MAIN STREET PROJECT
of the Texas Historical Commission
ANNOUNCES

A Downtown Revitalization Conference

New Life for Downtown

November 14 & 15, 1983
Bradford Hotel
Austin, Texas

Monday, November 14, 1983

- 8:00- 9:00 am **Registration**
- 9:00- 9:30 am **Welcome**
- 9:30-10:15 am **What Makes Downtowns Important?**
Tom Moriarity, National Trust for Historic Preservation, Washington, D.C.
- 10:15-10:30 am **Coffee Break**
- 10:30-11:45 am **Managing Your Downtown Can Bring Big Returns**
Anice Read, Moderator, Texas Historical Commission, Austin
Kevin Walker, Main Street Project Manager, Harlingen-1983 City
Linda Butler, Main Street Project Manager, Georgetown-1982 City
Julie Caddel, Main Street Project Manager, Navasota-1981 City
- Lunch Break**
- 1:30- 2:15 pm **A Market Analysis of Your Downtown—A Necessary Tool**
Jerry Johnson, Baylor University, Waco
- 2:15- 3:00 pm **Merchandising and Marketing Your Downtown—The Shopping Mall Technique**
Jim Roberts, Alameda Mall of Rouse Company, Houston
- 3:00- 3:15 pm **Break**
- 3:15- 4:00 pm **Concurrent Sessions**
- A. **Hillsboro—How a Dying Downtown Became a Profitable Marketplace**
Paula Peters, Texas Historical Commission, Austin
Kent Collins, Main Street Project Manager, Hillsboro
Jim Vaughan, property owner, Hillsboro
- B. **Downtown Parking Problems are Solvable**
Carol Walters, DeShazo Starek and Tang, Dallas
- 4:00- 5:30 pm **Tour of Rehabilitated Buildings in Downtown Austin**
Swift Building, 315 North Congress
Day Building, 319 North Congress
McKean-Eilers Building, 323 North Congress
Franklin Savings Building, 712 North Congress
- 5:30- 7:00 pm **Cash Bar Reception, Austin Room, Bradford Hotel**

Tuesday, November 15, 1983

- 8:30- 9:30 am **Understanding the Developer Can Bring Investment to Your Main Street**
Mike Young, Shlaes and Young, Chicago
- 9:30-10:00 am **Quality Design Can Make Your Downtown Look Better**
Tom Moriarity, National Trust for Historic Preservation, Washington, D.C.
- 10:00-10:30 am **Techniques of Working with Historic Buildings**
Dick Ryan, Texas Historical Commission, Austin
- 10:30-10:45 am **Break**
- 10:45-12:00 pm **Concurrent Sessions**
- A. How to Organize Your Downtown for Success**
Carl Bowens, Sears and Roebuck, Plainview
Truett Latimer, Spaw-Glass, Inc. Houston
Jim Cloar, Central Business District Association, Dallas
- B. Tax Incentives for Reusing Older Buildings**
Joe Oppermann, Texas Historical Commission, Austin
Killis Almond, architect, San Antonio
- Lunch Break**
- 1:30- 2:45 pm **Financing Downtown Revitalization**
Low Interest Loans
Doak Fling, First National Bank, Georgetown
Federal and State Help
Jay Kayne, Texas Department of Community Affairs, Austin
Clyde McQueen, Texas Department of Community Affairs, Austin
Mario Hernandez, Texas Economic Development Commission, Austin.
- 2:45- 3:00 pm **Break**
- 3:00- 4:00 pm **The Challenge to Texas—The Future of Your Towns**
Neal Peirce, Washington syndicated columnist, co-author of THE BOOK OF AMERICA: Inside Fifty States

DOWNTOWN REINVESTMENT FIGURES SOAR FOR MAIN STREET CITIES

After 24 months of project activity, the total amount of dollars reinvested in the downtowns of the Texas Main Street cities reached nearly \$13 million and now, just six months later, the figure has jumped to over \$32 million. This amount includes rehabilitation work done on 282 buildings, construction of 16 new buildings, and the acquisition of 119 buildings in the downtown area.

More businesses downtown mean more jobs and more workers needing the goods and services offered in the area. There are 259 new businesses and 411 additional jobs that have been created in these central business districts. The totals by city are listed on page 8.



TEXAS MAIN STREET CENTER

PROJECT DIRECTOR

Anice Read

PROJECT ARCHITECT

Dick Ryan

DIRECTOR OF COMMUNITY RELATIONS

Paula Peters

Address all correspondence to: Texas Main Street Center, Texas Historical Commission, P.O. Box 12276, Austin, TX 78711, 512/475-3092.

"NEW LIFE FOR DOWNTOWN"

Conference Registration Form

_____ Yes, I plan to attend. Enclosed is my check for \$60.00 payable to the Texas Historical Commission.

NAME _____

ADDRESS _____ PHONE _____

CITY _____ STATE _____ ZIP _____

Please register early. Refunds cannot be made after November 11th. This form should be returned with check to the Texas Historical Commission, P.O. Box 12276, Austin, TX 78711, 512/475-3092.

HOTEL RESERVATION FORM

The AUSTIN
Bradford
701 CONGRESS
AUSTIN, TEXAS 78701

Please Reserve: (Indicate Number of Rooms Required)

_____ Single Occupancy (1 person)

_____ Double Occupancy (2 people)

Circle preferred accommodation and rate below.

Name(s): _____

Street: _____

City: _____ State: _____ Zip: _____

Arrival Date: _____ Time: _____ Departure Date: _____

Special requests: _____

Room(s) will be held until 6 p.m. If your arrival is after 6 p.m. reservation must be guaranteed by deposit or one of the following credit cards: MasterCard, American Express or Visa. All reservations must be received 2 weeks prior to arrival. Requests received after that time are subject to availability.

(Name of Card and No.) _____

Signature: _____ Exp. Date: _____

**Single
\$65**

**Double
\$72**

The majority of our rooms have one queen bed. Suites are available on request.

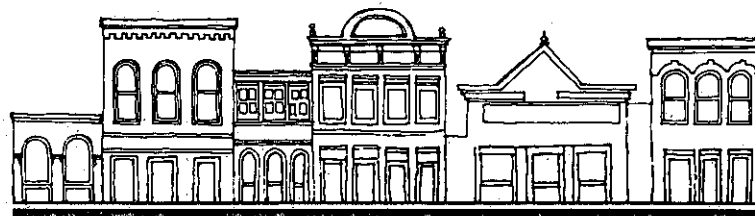
**Texas
Historical Commission
Main Street Conference**

Nov. 14-15, 1983

Cutoff Date: Nov. 1, 1983

Guest room reservations must be received by the above date or availability cannot be guaranteed.

PLEASE NOTE: Our check-out time is 1 p.m. We ask that you plan your arrival for after 3 p.m.



TEXAS MAIN STREET PROJECT

TEXAS MAIN STREET PROJECT REINVESTMENT IN MAIN STREET DOWNTOWNS

June 30, 1983

	City	New Construction	Number of Buildings	Rehabilitation Projects	Number of Buildings	Buildings Sold	Number of Buildings	Business Starts, Relocations, & Expansions	Additional Jobs Created	Total Reinvestment
after 2½ years	Hillsboro	\$ 1,500,000	1	\$ 584,000	48	\$ 394,000	21	40	73	\$ 2,478,000
	Navasota	1,600,000	1	701,800	31	260,000	5	17	29	2,561,800
	Plainview	200,000	1	644,500	22	1,116,500	17	18	19	1,961,000
	Seguin	1,086,000	2	2,286,000	19	469,000	7	37	74	3,841,000
after 1½ years	Gainesville	600,000	1	337,815	25	524,500	7	24	68	1,462,315
	Georgetown	1,500,000	1	1,738,000	27	2,093,500	18	27	45	5,331,500
	Kingsville	0	0	11,115	5	155,000	2	7	-28	166,115
	McKinney	0	0	978,773	21	555,000	6	31	30	1,533,773
	Marshall	3,373,000	5	1,573,000	37	853,000	9	17	41	5,799,000
after ½ year	Brenham	0	0	1,387,800	12	370,000	5	9	9	1,757,800
	Harlingen	215,000	1	5,050	3	140,000	2	9	-27	360,050
	Lufkin	2,574,000	3	209,000	6	29,500	2	10	13	2,812,500
	Stamford	0	0	151,200	8	480,000	2	2	22	631,200
	Waxahachie	0	0	516,953	18	1,500,000	16	11	43	2,016,953
TOTAL		\$12,648,000	16	\$11,125,006	282	\$8,940,000	119	259	411	\$32,713,006