

TXD  
H2000.6 M285 3/3

NON-CIRCULATING

8-1-83



# NEWSLETTER

## TEXAS MAIN STREET PROJECT

VOL. 3, NO. 3

JUNE 1983

### WHAT MAKES DOWNTOWNS IMPORTANT?

by Tom Moriarity

National Main Street Center  
National Trust for Historic Preservation

Look at your downtown through the eyes of a visitor or a potential customer. If peeling paint, dirty windows filled with storage boxes, boarded and broken windows, a maze of confusing signs, and shuttered storefronts line the street, the impression is that no one cares. Should you care? Why?

1. Downtown is an area that needs to be protected for investment reasons. Private sector investment—banks, businesses, and commercial properties—represents investment that has been made downtown. City investment is in the form of sewers, sidewalks, streets, alleys, and water lines. It is the obligation of the city and private citizens to protect downtown and to see that the tax base stays strong.

2. Downtown is an incubator for new businesses. Starting and overhead costs are too high in malls for new merchants. But with new opportunities arising from your city's growth, first-time operations will be starting. Downtown, where overhead is lower, is the logical place for this beginning. Downtown should remain a viable shopping district that will afford opportunities for coming growth.

A study done in 1981 by David Birch at M.I.T. disclosed that 9 million new jobs were created in this country between 1969 and 1976. Of these, 3 million were in state and local governments and 6 million were in small businesses. No new jobs were created by the Fortune 500 companies. Birch's theory is that if a community is looking for industry (and that certainly is a positive step), the town should not recruit just industry, but should go for the small business that has been shown to create jobs.

3. Investment attraction must be another incentive for downtown. When industry begins looking at your community as a possible location, they examine many aspects, among which are availability of an industrial park, land, water, and utilities. They inquire about the tax rate, prevailing wage scale, school system, available housing, and the quality of life. Included in the question of quality of life is interest in downtown—is it alive and viable, or does it represent local disinterest and failure?

4. Downtown is a symbol, the focus of civic pride or lack of it. If your community is not proud of its heart, symbolized in downtown, it shows in its state of neglect. The goal is to make your downtown revitalization project a city-wide effort, because what happens downtown affects every individual in the city. Nothing and no one else can do it for your community; you must do it for yourself. There is not a one-answer solution, and turning the central business district around is not an easy task. It comes from individual investment and hard work.

#### MAIN STREET APPLICATIONS AVAILABLE

Applications for the 1984 Texas Main Street Project now are available from the Texas Historical Commission. Interested cities should hold public

meetings to determine private sector interest in applying. For answers to questions concerning applications, contact Paula Peters, Texas Main Street Center, Texas Historical Commission, P.O. Box 12276, Austin, TX 78711, 512/475-3092.

NON-CIRCULATING

**SUMMER GRANT WRITING WORKSHOPS SCHEDULED**

A series of grant writing workshops will be offered by the Texas Historical Commission in July. These two-day sessions are designed to train individuals in approaching foundations and corporations for grants.

Dr. Don Umlah, a grants specialist from Arizona State University, and Anice Read, director of the THC's Main Steet Project, will conduct the workshops.

Fee for each workshop is \$60. Dates and locations are:

July 6-7— Harlingen

July 8-9— Lufkin

July 11-12— Brenham

July 13-14— Abilene

July 15-16— Waxahachie.

**Grant Writing Workshop Application**

Mr./Mrs./Ms. \_\_\_\_\_

Mailing Address \_\_\_\_\_ Phone \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Name of your organization \_\_\_\_\_

Previous grant writing experience \_\_\_\_\_

I am registering for: \_\_\_\_\_ Harlingen, July 6-7 \_\_\_\_\_ Lufkin, July 8-9  
\_\_\_\_\_ Brenham, July 11-12 \_\_\_\_\_ Abilene, July 13-14 \_\_\_\_\_ Waxahachie, July 15-16.

I have enclosed \$60 registration fee, made payable to Texas Historical Commission, P.O. Box 12276, Austin, TX 78711.

(Refunds will be available up to 48 hours before each workshop.)

**MAIN STREET MEMOS**

Texas cities were elated when Governor Mark White vetoed the **SIGN BILL**. This legislation would have required cities to pay just compensation for all signs removed through local sign ordinances and would have virtually destroyed such ordinances.

**HILLSBORO's** Trades Days on the first weekend of each month are bringing shoppers from all over the region in response to joint advertising done by the downtown association. In response to many who have asked: there are talks going on now about a statewide

**DOWNTOWN REVITALIZATION CONFERENCE** being held in Austin next November. If you want to see second story conversions in progress, visit downtown **GEORGETOWN**, where there are two such projects underway. One will be luxury apartments and the other an office-apartment mix.

The National Trust for Historic Preservation will hold its national conference in **SAN ANTONIO** in late October, and the eyes of the nation will be on many central Texas small towns as several tours are planned.

**KINGSVILLE APPOINTS NEW MANAGER**

The City of Kingsville has appointed Kevin Stowers as their new Main Street Project Manager. He replaces Susan Sibley, who will devote full-time efforts to tourist development for Kingsville. Kevin is a graduate of Texas A&M University and has worked for the City of Galveston and most recently for Kingsville as city planner.

**TEXAS MAIN STREET CENTER**

<p><b>PROJECT DIRECTOR</b> Anice Read</p>	<p><b>PROJECT ARCHITECT</b> Dick Ryan</p>
<p><b>DIRECTOR OF COMMUNITY RELATIONS</b> Paula Peters</p>	

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

### SHOPPERS DEMAND CONVENIENT HOURS

After years of surveys, shopping mall managers have learned when the customer wants to shop and when the customer will shop. Successful malls stay open every night until nine or later. For many retailers evening business exceeds daytime trade. Saturday is also a key shopping time. From the time the doors open on Saturday morning until they close late in the evening, the stores are making their greatest profit of the week.

#### WHY?

The modern shopper is a working woman, who no longer shops as a hobby, but as a necessity. Her only available time to shop is evenings and weekends. She has a car and can drive to an area where the stores are open, and she no longer has to depend on walking to the neighborhood store.

Robert Bearson writing for *Shopping Center World* states, "There are many reasons to explain why so much more business is done in regionals and super-regionals than in specialty, theme, neighborhood, and strip centers. One of these reasons is that the latter so often greet their customers with closed doors."

Downtown merchants also must compete for business when it is most available. That time is evenings and Saturdays. To meet the needs of the modern shopper, downtown merchants in small towns will have to change their hours.

### TAYLOR HIRES DOWNTOWN MANAGER

The City of Taylor, population 10,000, has employed Margaret Massey as the new Main Street Revitalization Manager. Although Taylor is not an officially designated Main Street city, a representative attended the Main Street Project training session last January. Taylor is the fourth city outside of the official Main Street network to begin their own Main Street Project. Belton, Tom Ball, and Uvalde also have downtown managers on the job.

### BED & BREAKFAST HISTORIC HOMES ARE NEW TOURISM ATTRACTIONS

Tourism is up in Texas again this year, with visitors flocking to our state from all over the nation and many foreign countries. A new type of accommodation is gaining in popularity with travelers—the bed and breakfast guest house. These establishments are even more popular if they are located in historic homes.

For many years travelers in Europe have enjoyed this type of unique accommodation and homespun atmosphere, but it only has been in recent years that the practice has gained popularity in this country. In Texas, "Bed & Breakfast: Texas Style," a Dallas-based agency, has homes listed all over the state. For information, contact Ms. Ruth Wilson, 4224 W. Redbird Lane, Dallas, TX 75237, 214/298-5433.

### 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  
409/825-6475

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

SEGUIN  
Mona Lane  
City Hall  
Sequin, 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  
409/634-9881

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

# Lufkin

*This article is our third profile in a series on the 1983 Main Street towns. Stamford and Waxahachie will be featured in future issues of the Main Street Newsletter.*

Rich in the traditions of East Texas commerce, the 1983 Main Street town of Lufkin is a production center for paper, lumber, and other forest products. Growth in this region of Texas in recent years has developed around the strong economic base of Lufkin and nearby areas.

Lufkin was founded in 1882 when the Houston, East and West Texas Railroad was built through Angelina County, and the town was named for railroad surveyor E.P. Lufkin. Growth came steadily for the piney woods settlement, named the county seat in 1892, and by the turn of the century Lufkin was a thriving sawmill community serving a county made prosperous by lumber industries.

Diversification in industry came early in the 20th century and helped sustain Lufkin's growth. The creation of the Lufkin Foundry and Machine Company, established in 1902 to service sawmill and railroad machinery, had a strong, positive, and lasting impact on Lufkin's economy. The opening of the Southland Paper Mills in 1940 provided the first newsprint plant in the southern United States and began another era of industrial progress in Lufkin.

Today Lufkin is a prosperous town of 28,500. Industries such as St. Regis Paper Company, Texas Foundries, Temple Eastex, and Lufkin Industries (a leading manufacturer of oil field pumping units) broaden the town's successful economic base.

The financial prosperity of Lufkin has resulted in much commercial and residential growth—primarily in a southward direction. Two new shopping malls, Angelina College, a new elementary school, and residential developments are located in the vicinity of U.S. Highway 59, the main southern artery out of Lufkin.

While Lufkin's central business district has much to offer the community, there are many obstacles to overcome. Empty buildings, depressed rental values, large losses in retail trade, insufficient variety of retail stores, and loss of the area's only hotel all contribute to the sense of decline in downtown Lufkin. But city leaders see potential downtown, and they expect their participation in the Main Street Project will provide the impetus for making the central business district a positive element in Lufkin's entire economic structure.

Joining with city officials in support of the Main Street Project are the Lufkin Central Business District Development Corporation, the Downtown Merchants Association, the Angelina County Chamber of Commerce, the Lufkin Historical and Creative Arts Center, and a variety of financial and business institutions.

Lufkin is proud of its current civic improvement campaign. A new hospital, civic center, and exposition center complex have made major contributions to improving Lufkin's service capacity. A recently acquired District Federal Court, new Federal Office Building, and a planned Fine Arts Auditorium demonstrate Lufkin's strong sense of civic responsibility.

Eight financial institutions are located in the central business district, and five of these have made long-range commitments to stay in the area. Downtown Lufkin is also the home of City Hall. Historic buildings and homes grace the central business district and shape the unique character of the area.

With these strengths to build upon, Lufkin promises to meet the challenges of downtown revitalization.

## 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

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