



# NEWSLETTER

## TEXAS MAIN STREET PROJECT

VOL. 3, NO. 5

OCTOBER 1983

### MAIN STREET CONFERENCE PROVIDES AN OPPORTUNITY TO LEARN AND SHARE

The Nov. 14-15 Main Street conference, 'New Life for Downtown,' will provide participants with an opportunity to learn how many cities, such as Georgetown, Hillsboro, Navasota, and Harlingen, are accomplishing downtown revitalization. If your city has neglected downtown buildings, boarded-up windows, parking problems, and retail stores moving to the suburbs, then you should gather a delegation to attend the conference.

Participants will have an opportunity to visit with the speakers, tour revitalized downtown buildings, and meet citizens with firsthand experience in successful Main Street projects. Registration is \$60. A registration form is included on page 2 of this newsletter.

Those people planning to attend the conference are asked to make reservations at the Bradford Hotel before Nov. 1 if at all possible. A block of rooms is being held at special rates, but early reservations are recommended.

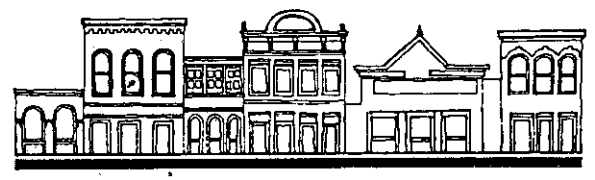
### 23 CITIES APPLY FOR MAIN STREET DESIGNATION

This year 23 communities have applied for designation as 1984 Main Street cities. With successful role models in place, more and more communities are looking at their downtowns and their historic buildings with a new eye and are seeking technical assistance. The 1984 applicants are Athens, Belton, Brownwood, Clarksville, Conroe, Denton, Edinburg, Electra, Ennis, Giddings, Goliad, Grapevine, Ingleside, Lampasas, Mineola, Mineral Wells, Paris, San Marcos, Sherman, Sweetwater, Taylor, Tomball, and Uvalde.

### PAULA PETERS LEAVES HISTORICAL COMMISSION

After 15 months of working with nearly 150 small cities through the Texas Main Street Project, Paula Peters has accepted a position as director of programs for the Dallas Central Business District Association. Paula will be coordinating the association's existing programs as well as working with a downtown retail recruitment task force and managing the new Arts District.

With her experience in Granbury, Hillsboro, and the Texas Main Street Program, Paula will provide invaluable assistance to downtown Dallas. Paula can be reached at Dallas Central Business District Association, 1507 Pacific, Dallas, TX 75201, 214/747-8555.



### SAN ANTONIO HOSTS PRESERVATION CONFERENCE

The National Trust for Historic Preservation is holding its 37th annual Preservation Conference in San Antonio, Oct. 26-30. Session topics will include education and communications, fund raising, historic districts and neighborhoods, historic site management, small town America, and real estate and development. The conference also will feature tours of San Antonio and the Central Texas area. For more information on this gathering, contact the National Trust for Historic Preservation, 1785 Massachusetts Ave. NW, Washington, D.C. 20036 or the San Antonio Conservation Society, 107 King William St. San Antonio, TX 78204.

## "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.

#### MAIN STREET MEMOS

The mayor of **DALLAS** has appointed a task force to study downtown retail recruitment. An article this month in *Southern Living* magazine features **ANICE READ** and the Texas Main Street Project. The historic First National Bank Building in **TAYLOR** has been sold to a new owner who plans to restore it. The City Councils of **LUFKIN** and **BREHAM** have passed new regulations that were recommended by the Main Street Resource Teams. These ordinances should open up more parking spaces for customers wishing to shop in the downtown. If you want to see a remarkable rehabilitation, visit **HILLSBORO**, where 'Maidie's', a new restaurant, has opened in an old Dairy Queen building. By using good design and fabric awnings, the new owners have transformed the building into an attractive setting.



#### SHERMAN EMPLOYS MAIN STREET MANAGER

The Downtown Sherman Association has employed Suzanne McCurley to lead that city's downtown revitalization program. A native of Houston, Suzanne graduated from the University of Texas. Sherman is the fifth Texas city outside the formal Main Street network to adopt the techniques of management, marketing, and quality design to revitalize downtown areas.

#### CONFERENCE MADE POSSIBLE BY CORPORATE DONATIONS

The 'New Life for Downtown' conference has been made possible through the generosity of 10 corporations. These corporate sponsors each have donated \$1,000 to the Main Street Project to bring nationally noted speakers to the conference and to assist in keeping a nominal registration fee. The contributing sponsors are:

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#### TEXAS MAIN STREET CENTER

PROJECT DIRECTOR  
Anice Read

PROJECT ARCHITECT  
Dick Ryan

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

## TEXAS MAIN STREET CENTER SPONSORS

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## VISITORS FREQUENT HISTORIC SITES

In the latest consumer survey conducted by *Southern Living* magazine, readers indicated that visiting historic sites was their number one reason for choosing a destination.

Travelers are not interested in just battlefields or places of famous historic events; they also like clusters of older buildings that have been restored with pleasant shops and eating places. They like small downtowns with attractive buildings, a pleasant air of hospitality, and an aura of the quieter life that they don't have living in a large city. Go to Granbury, Fredericksburg, or Jefferson any weekend, and you will see the many visitors.

Many larger cities are capitalizing on this visitor interest with economic development and restoration projects in some of their older neighborhoods. The King William District in San Antonio and the Stockyards area in Fort Worth are prime examples.

Tourism is an industry that must not be overlooked in planning for the economic redevelopment of every city in Texas.



## 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

## Waxahachie

*This article concludes our profiles on the 1983 Main Street towns. Future issues of the Main Street Newsletter will profile the 1984 towns.*

The 1983 Main Street town of Waxahachie is well known for its fine historic architecture and its firm commitment to preservation.

Located in North Central Texas, Waxahachie is home of the Ellis County Courthouse, an 1895 Romanesque Revival style landmark designed by noted Texas courthouse architect James Riely Gordon. The courthouse forms the nucleus for Waxahachie's 20-block downtown National Register district and is a focal point for the town and county. Other late 19th and early 20th century structures abound in Waxahachie, giving this community of 15,000 a strong sense of heritage.

But city leaders in Waxahachie want more in their downtown than just architectural integrity. They have a desire to improve—to make restoration and rehabilitation better understood, to improve downtown economic stability, to decrease vacancies and warehouse space, to solve parking problems, to utilize upper stories, and to create a spirit of community cooperation to fully develop the town's unique and valuable historic resources. The Main Street program offers them the incentives and assistance to achieve these goals.

The Waxahachie Main Street Steering Committee looks to several active heritage groups to assist them in their downtown renewal efforts. Historic Waxahachie, Inc. has approximately 170 members who are involved in surveys, educational programs, historical marking, and renovation work. The Ellis County Museum, located in the 1889 Masonic Lodge Hall that has recently undergone an extensive rehabilitation, has some 600 members who promote heritage awareness through Waxahachie's annual Gingerbread Trail Homes Tour and through displays from collections of local citizens. The Ellis County Historical Commission also is active

in county preservation, overseeing the official state markers for the area and other history-related projects.

Support for downtown renewal also has been pledged from the Waxahachie Chamber of Commerce, several financial institutions, businesses, and retail stores.

The Steering Committee plans to utilize this broad support to begin immediate action in downtown Waxahachie. Despite its many fine historic structures, the town's central business district has felt the impact of regional shopping centers, ineffective downtown merchandising techniques, and a general spirit of complacency. Looking ahead, city leaders plan to increase downtown investments, develop market research and promotional methods, and increase storefront rehabilitation, thus setting in motion a permanent mechanism for downtown preservation.

Most people in Waxahachie realize that their downtown could be in much worse condition. They have seen successful preservation projects—such as the 1970s restoration of the turn-of-the-century Chautaugua Auditorium. Fortunately, concerned citizens have the insight to realize that beautiful buildings will not remain beautiful and successful projects will not continue without careful planning and effort.

Waxahachie leaders look forward to the challenges of downtown revitalization. There is prosperity in the community's industries, and the town remains a center for cotton, grain, and cattle trade. Drawing from these advantages, community leaders plan to create similar prosperity in downtown Waxahachie—bringing central business district merchants, preservation groups, civic clubs, and government entities together to develop the best possible downtown Waxahachie.