



# NEWSLETTER

## TEXAS MAIN STREET PROJECT

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### Cities Seek Revitalization

Twenty-two cities have applied for selection as one of five 1985 Texas Main Street cities. Gov. Mark White will announce the five cities later this fall.

The Main Street program, entering its fifth year combines economic development and historic preservation to revitalize historic downtown areas in cities under 50,000 population. Applications for the upcoming project year have been submitted by the cities of Athens, Brady, Conroe, Corsicana, Cuero, Denison, Edinburg, Floresville, Greenville, Kenedy, Lampasas, Marble Falls, Mineola, Mineral Wells, Mount Pleasant, Nacogdoches, Pittsburg, San Marcos, Sherman, Sinton, Sweetwater and Terrell.

Cities are selected based on several criteria, including a proven commitment to preservation by both the public and private sector the evidence of historic structures in the city's downtown area, and geographic distribution around the state.

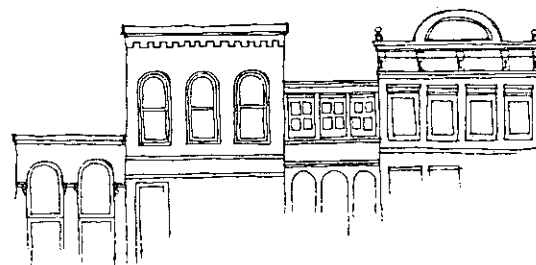
In addition, prospective cities must do a complete community assessment, including the downtown area, by submitting a detailed application form. Also, various letters of community support, 25 slides of the downtown area, a map of the central business district, and a resolution from the local government indicating a willingness to fund the training and the salary of a Main Street Project Manager for three years are required.

Although each designated city receives professional technical assistance during the three-year commitment of the Texas Historical Commission, the emphasis of the program is at the local level, where the Main Street managers work with local community leaders in managing,

marketing, developing, and bringing a level of quality design back to the downtown. The 1985 selected cities will have the opportunity to work closely in a network with 28 other small cities striving to bring new life to their long neglected downtown areas.

### Rehabilitation Incentives Changed

Preservationists were able to save the 15 percent, 20 percent, and 25 percent Investment Tax Credits for the rehabilitation of older and historic buildings during the summer Congressional session, when revisions of the Tax Act were considered. After lengthy debate and Conference Committee deliberations, the depreciation period was lengthened from 15 years to 18 years. New tax act information sheets are available from the Main Street Department of the Texas Historical Commission.



### Preservation Tip: Historic Building Maintenance

Fall is the time to check all roofing, flashing, and gutters of downtown historic buildings. Clogged drains and gutters can cause upper wall deteriorations, and leaking rainspouts can cause mortar damage to the exterior of buildings.

Most damage to historic buildings is caused by water and can be avoided by a thorough check and repair before the winter season arrives.

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## Festive Windows Bring People Downtown

Christmas is the perfect time to let your creative juices flow. Display windows often look their best because merchants are in the holiday spirit when they trim their windows. Props and decorations do not have to be expensive. In fact, some of the most festive displays are those that utilize inexpensive items.

The term 'mass with class' can be used to describe successful window displays. One display floor can be covered with red tissue paper that has been pointed in the center to give it some volume. The same color tissue can be banked in the corners of the display case. The mass of color will catch the customer's eye. The display itself could be a single mannequin in a white dress with red accessories.

Grapevine wreaths, complete with berries and ribbons, are inexpensive and eye-catching. They can be used in strategic areas to draw attention to the display. Baskets of fresh pine boughs, pinecones, or garlands of evergreens can add to a display of anything from hardware to children's shoes. Props from nature usually outshine any others.

Empty boxes wrapped in the same Christmas wrap and ribbons can add an element of surprise to a display. The potential customer knows the boxes are empty—or are they? When the boxes are wrapped the same, they look more professional than if a dozen different papers are used. Coordinating different papers is acceptable, but the same ribbon should be used to create an element of harmony.

Christmas can be the time to use colored light to create the right setting for the merchandise. It is best used on props and backdrops. Use light carefully, if at all, on the display itself since it might alter colors.

It can be exciting to try new settings with 'angel hair' or cotton, but care should be taken when using these items near light sources to avoid fire hazards.

Movement in windows is another attention-getter. Mechanical props can be interesting, but expensive. A small fan, set at a low setting, can be placed near the display ceiling and the breeze will cause pine boughs to sway gently to frame a display.

The solutions to festive Christmas windows are only as limited as one's imagination. A little creativity, combined with a few borrowed ideas, can bring Christmas to life in a store window.



## Main Street Towns Plan Christmas Celebrations

Perhaps the most noticeable result of three-and-a-half years of Main Street efforts in Texas has been the reemergence of community-wide Christmas celebrations in downtowns, where they began many years ago. The cheers of small children as they get their first glimpse of Santa arriving on the courthouse square, the mayor in his Santa suit with toddlers on his knee, and candy for the children from downtown merchants exemplify the special quality of life in a small town.

This year the now-famous Christmas Strolls will be held again in Georgetown and Brenham. Goliad is preparing for La Posada, which begins downtown and ends at Presidio La Bahia. White lights will encircle the parapets of the buildings in many of the Main Street towns to attract visitors. Downtown Paris will be sparkling with a Winter Wonderland in Bywaters Park.

Historic buildings decorated for the holiday season; parades, Santa for the children, and other festive activities can bring new life to the core of a city.

### Texas Main Street Project Newsletter

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The *Texas Main Street Project Newsletter* is a bimonthly publication of the Texas Historical Commission. Address all correspondence to Texas Main Street Project, Texas Historical Commission, P.O. Box 12276, Austin, TX 78711 (512/475-1048).



## GOLIAD

*(With this issue of the Main Street Newsletter we continue our profiles of the 1984 Main Street cities. Paris will be featured in our December issue.)*

Goliad, a Main Street city, is one of the oldest settlements in Texas. Early Spanish explorers found an Aranama Indian village at the present site of Goliad and called it Santa Dorotea.

Missions often were the first permanent Spanish settlement in new areas. To protect mission endeavors, a presidio usually was built nearby and occupied by Spanish military forces. In 1749, the Spanish established Mission Nuestra Senora del Espiritu Santo de Zuniga and the Presidio Nuestra Senora de Loreta in Goliad. The presidio later became known as Presidio La Bahia, and both the mission and the presidio have been completely restored. Today, La Bahia is the finest example of a complete Spanish presidio in Texas, and its chapel is still used regularly for religious services. More than 150,000 tourists visit Goliad State Park, Mission Espiritu Santo, and Presidio La Bahia each year.

The Goliad Historic District, including most of the ten blocks surrounding Courthouse Square, contains many 19th-century buildings that are architecturally significant, several of which are listed on the National Register of Historic Places. The giant Cart War Oak, the hanging tree for convicted murderers during the Cart War of 1857 still stands on Courthouse Square. The commercial center of

Goliad, this area includes the third oldest drugstore in Texas and the third oldest active newspaper

At the time of its selection as a Main Street city, rehabilitative work had begun or was completed on several properties in Goliad's central business district. Goliad's goals as a Main Street city include channeling the enthusiasm and talents of its citizens into the revitalization of downtown and expanding tourist facilities and attractions. Also, its citizens hope to diversify Goliad's economic base in a manner compatible with local resources and the local work force. Another exciting challenge Goliad hopes to meet is enhancing its appearance in time to host a Texas sesquicentennial celebration in 1986.

With a population just under 2,000, Goliad has the support of numerous local organizations for its participation in the Main Street program. They include the Goliad County Chamber of Commerce, the Goliad County Historical Commission, the commissioners' court, and local businesses. In addition, the citizens of Goliad have demonstrated their desire to preserve, restore, and rejuvenate the physical remains of their rich heritage and to make Goliad, once again, a busy hub of commercial activity. With this kind of commitment from its citizens, Goliad is bound to realize its goals.

### Main Street Memos

Texas downtowners should take note of the activities in October during **DALLAS'** CityFest. Events will include an International Dance Fest, Urban Pioneer Tours, Folklife Festival, eight kilometer run, outdoor Jerry Lee Lewis concert, downtown waiters' derby, and Octoberfest-German Festival. **HILLSBORO**, now in its fourth year of the Main Street Project, has seen more building restorations this summer than in any of the previous three. Most notable is the

giant slipcover that is being removed from the exterior of InterFirst Bank on the square. Carol Moore is the new Main Street manager in **LUFKIN**. The owners of the 166-room Gibraltar Hotel in downtown **PARIS** donated all of the building's furniture to the Paris Main Street Project. The hotel is scheduled for restoration. Also in Paris, a giant auction was held, and \$7,400 was raised to help in the restoration of the Peristyle in Bywaters Park. Part of the new movie *Aurora* was filmed in downtown **WAXAHACHIE** recently. The scenes depicted downtown **AUSTIN** before the turn of the century.

**MAIN STREET PROJECT MANAGERS**

**1981 Cities**

HILLSBORO	Maaria Olander, City Hall, Hillsboro, TX 76645	817/582-2119, 3271
SEGUIN	Mona Starcke, P.O. Box 710, Seguin, TX 78155	512/379-6382

**1982 Cities**

GAINESVILLE	City Hall, P.O. Drawer J, Gainesville, TX 76240	817/665-4323
GEORGETOWN	Susie Clinard, P.O. Box 409, Georgetown, TX 78626	512/869-1873, 863-5533
KINGSVILLE	Kevin Stowers, P.O. Box 1458, Kingsville, TX 78363	512/592-5235
McKINNEY	Susan Campbell, P.O. Box 517, McKinney, TX 75069	214/542-2675
MARSHALL	Carole Wetsel, P.O. Box 520, Marshall, TX 75670	214/935-7868

**1983 Cities**

BRENHAM	Lennie Brown, P.O. Box 361, Brenham, TX 77833	409/836-7911
HARLINGEN	Kevin Walker, P.O. Box 2207, Harlingen, TX 78551	512/423-5440
LUFKIN	Carol Moore, 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

**1984 Cities**

BELTON	Steve Sorrels, P.O. Box 120, Belton, TX 76513	817/939-5851
BROWNWOOD	Bill Clary, P.O. Box 1389, Brownwood, TX 76804	915/646-6056
ENNIS	Sugar Glaspy, P.O. Box 220, Ennis, TX 75119	214/875-9081
GOLIAD	Becky Borchers, P.O. Box 8, Goliad, TX 77963	512/645-3479
PARIS	Sue Smith, P.O. Box 1037, Paris, TX 75460	214/785-7511

**Independent Main Street Cities**

ATHENS	LouAnn Laird, P.O. Box 608, Athens, TX 75751	214/675-5181
CONROE	Ken Rice, P.O. Box 3635, Conroe, TX 77305	409/760-3776
GRAPEVINE	Mary Ellen Tamasy, P.O. Box 729, Grapevine, TX 76051	817/481-2546
LAMPASAS	Danelle Baldwin, P.O. Box 666, Lampasas, TX 76550	512/556-3641
MARBLE FALLS	Faye Dockery, 14 Pecan Drive, Marble Falls, TX 78654	512/693-3611
SAN MARCOS	Terry Colley, 630 East Hopkins, San Marcos, TX 78666	512/353-4444
SHERMAN	Jan Jackson, P.O. Box 2054, Sherman, TX 75090	214/868-0228
SWEETWATER	Greg Wortham, P.O. Box 450, Sweetwater, TX 79556	915/235-2081
TAYLOR	Margaret Massey, 304 North Main, Taylor, TX 76574	512/352-8602
TOMBALL	Kathy Morgan, 401 West Market, Tomball, TX 77375	713/351-5484
UVALDE	Greg Davenport, P.O. Box 799, Uvalde, TX 78801	512/278-3315

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