



# NEWSLETTER

## TEXAS MAIN STREET PROJECT

**VOL. 4, NO. 1**

**FEBRUARY 1984**

### **First Lady To Launch Main Street Project**

Texas First Lady Linda Gale White will help the 1984 Main Street cities launch their projects with a visit to each city in March. On Mar. 20, Mrs. White will be in downtown Paris from 10 to 11 a.m. The ceremonies and tour in downtown Ennis will be from 12 noon to 1 p.m., followed by a visit to downtown Belton from 2:15 to 3:15 p.m.

On Thursday, Mar. 22, Mrs. White will visit downtown Brownwood from 9:30 to 10:30 a.m. The celebration in downtown Goliad will be from 1 to 2 p.m.

Texans are invited to visit these cities and join in the festivities as the 1984 Main Street cities welcome Mrs. White.

### **\$43 Million Reinvested In Main Street Downtowns**

The first three years of the Main Street Project have shown strong private sector reinvestment in downtown real estate. Despite the recession, the petroleum business slowdown, and the peso devaluation, some of our small Texas cities have been experiencing a gradual economic upturn.

At the end of 1983, the Main Street cities reported 408 building rehabilitations representing \$17,600,577 in the 14 communities. Twenty-five new buildings were built at a cost of \$14,814,650. One hundred fifty-two buildings were purchased for over \$11 million. During this same period, 357 new businesses opened in these 14 cities, and 553 more people were working in these downtowns than before the Main Street Project was initiated.

Both Hillsboro and Seguin, two of the original five Main Street cities, have continued with a project manager into their fourth year, despite the fact that the technical assistance from the Texas Historical Commission's Main Street office has now been completed.

### **Historic Surveys Make Valuable Planning and Development Tools**

Historic surveys, which can result in the development of a preservation plan and in the possible nomination of significant buildings, historic districts, and sites to the National Register of Historic Places, have become recognized as important tools in a community's development. Since the passage of the Economic Recovery Tax Act of 1981 and the inauguration of the Investment Tax Credit incentives for rehabilitation of historic and older buildings, the historic survey has also become a means of attracting outside investor capital.

Having an inventory of its most significant buildings gives a city the opportunity to plan judiciously for future development and to determine which buildings can be demolished for parking lots and public facilities. This planning often eliminates expensive mistakes and unnecessary embarrassment to a city that is planning to use federal funds for a project only to find out too late—and at great expense and waste of time and effort—that these funds cannot be used if a significant building is to be destroyed.

Historic surveys and National Register nominations have been completed in the Main Street cities of Plainview, Navasota, Hillsboro, Seguin, McKinney, and Georgetown. Much of the restoration that has been accomplished in these cities would not have been possible without the investment tax incentives available to owners. Surveys are planned or are in progress in Brenham, Stamford, Belton, Ennis, and Paris. Many other cities are doing both small and large-scale surveys.

The Texas Historical Commission has received Department of Interior funds since 1978 to provide matching grants to cities and counties for historic surveys. Contact the National Register Department, THC, P.O. Box 12276, Austin, TX 78711, 512/475-3094 for further information about this potential funding source.

NON-CIRCULATING

## Texas Historical Commission Approves Proposed Rule Change

At its quarterly business meeting in Austin, Jan. 23, the Texas Historical Commission approved a proposed rule change pertaining to Main Street applications. If formally approved by the Commission after a public comment period, applicant cities will be required to pass a resolution pledging a three-year commitment to the Main Street Project, rather than the one-year commitment required in former years.

The reasons for the change were outlined as follows:

1. The Texas Historical Commission makes a three-year commitment to provide technical assistance to a city.
2. Often before a project has really gotten started, the local governing body has had to vote to continue another year. It is difficult to assess the potential benefits of the city's Main Street program in only four to six months.
3. It has been difficult to assess which of the applicant cities are committed to the total three years of the program. For this reason, some of the truly committed cities may have been overlooked in the past.

The rule change has been posted with the *Texas Register*, and there is a 30-day period to receive comments from interested citizens. These comments will be assessed before final discussion and possible passage of the rule on May 3, 1984, at the Commission's next quarterly meeting.

## MAIN STREET MEMOS

**STAMFORD** is expecting four new businesses to move into its downtown within the next month. The **SWEETWATER** Commercial Historic District has passed the Texas State Review Board for listing on the National Register of Historic Places. The Upper Crust is the name chosen for a new pie shop in **BRENHAM**, located in a restored historic building. The financial institutions in **SHERMAN** have put together a \$100,000 loan pool for rehabilitation of facades of downtown buildings at a rate of 6% interest. The most recent cities to begin Main Street programs on their own are **ATHENS** (Julie Orloff, manager); **GRAPEVINE** (Bob McCullers, manager); **LAMPASAS** (Danelle Baldwin, manager); **SAN MARCOS** (Terry Colley, manager); and **SWEETWATER** (Greg Wortham, manager). All of these managers have been through the Main Street training program in Austin and can be contacted through their local city governments. Don Harper has resigned as **MARSHALL**'s Main Street manager to take a job in public relations.



## 1984 Main Street Cities Name Managers

The five new Main Street cities have named project managers to direct their downtown rehabilitation efforts. These managers bring a variety of experience to their new positions.

**Greg Korman**, who was hired as Belton's project manager in January 1983, will continue his work with the community as an official Main Street town. A 1981 graduate of The University of Texas at Austin, he has experience in the advertising field.

Brownwood's project manager, **Bill Clary**, received an undergraduate degree in business administration from Southwest Texas State University in 1981. Prior to his selection as project manager, he was employed as operations manager of White's Home and Auto in Austin. In addition, Clary has had sales experience with numerous small businesses.

**Sugar Glaspy**, Ennis' project manager, has conducted historical research for the environmental impact study of the Richland-Chambers Reservoir project. She also has been employed as registrar and archivist for the Dallas Historical Society. Glaspy holds degrees from North Texas State University and Southern Methodist University.

**Becky Borchers**, a 1982 graduate of The University of Texas at Austin, has been hired as Goliad's project manager. She holds a degree in history, and has had professional experience in banking and marketing and volunteer experience with numerous political campaigns.

**Sue Smith**, Paris' project manager, has extensive public relations experience. She has been employed by the Red Cross and the Oklahoma Natural Gas Co. in addition to establishing a freelance business.

### Texas Main Street Project Newsletter

Project Director

Anice Read

Project Architect

Dick Ryan

Marketing and Design Specialist

Kay Harvey Mosley

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 (512/475-3092).

**How Do You Know When You're In A Small Town?**

According to a North Dakota Extension newsletter, you're in a small town when:

- \*Fourth Street is on the edge of town.
- \*You don't use the turn signals because everybody knows where you're going.
- \*You dial a wrong number and wind up talking for 15 minutes.
- \*You get run off Main Street by a combine.
- \*You write a check on the wrong bank and the folks over there cover it for you.
- \*The pickup trucks downtown outnumber cars three to one.
- \*You miss a Sunday at church and receive a get-well card.
- \*Somebody asks you how you are and then listens to what you say.

**Readers Must Request Newsletter**

The Texas Historical Commission is under legislative mandate to send its publications only to those readers who request them in writing. If you wish to continue receiving the *Main Street Newsletter*, please return the form below to the Main Street Project, THC, P.O. Box 12276, Austin, TX 78711

Yes, I wish to continue receiving the *Main Street Newsletter*.

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_ ZIP \_\_\_\_\_

COMMENTS \_\_\_\_\_

**Fund Raising And Grant Writing Workshops Planned For Summer**

For the fifth consecutive year, Dr. Donald Umlah will return to Texas to teach grant writing and fund raising workshops. Anice Read, director of the Texas Main Street Project, will assist in teaching the workshops.

Designed to train both the novice and the professional to be successful in securing funding for community projects, these workshops have stimulated hundreds of successful grant proposals and have brought millions of dollars to worthy projects in Texas.

Representatives of preservation projects, mu-

seums, the arts, and other charitable organizations are urged to register early, as the sessions have a limited capacity.

The 1984 workshop schedule is:

- July 9-10 Goliad                      July 16-17 Paris
- July 11-12 Belton                    July 18-19 Ennis
- July 13-14 Brownwood

Registration fee for the workshop is \$65. Additional information is available from the Main Street Project, Texas Historical Commission, P.O. Box 12276, Austin, TX 78711 512/475-3092.

**Grant Writing/Fund Raising Workshop Application**

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

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

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

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

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

I am registering for: \_\_\_\_\_ Goliad, July 9-10                      \_\_\_\_\_ Belton, July 11-12  
\_\_\_\_\_ Brownwood, July 13-14                      \_\_\_\_\_ Paris, July 16-17                      \_\_\_\_\_ Ennis, July 18-19

I have enclosed \$65 registration fee, made payable to the Texas Historical Commission, P.O. Box 12276, Austin, TX 78711 (Refunds will be available up to 48 hours before each workshop.)

**Need A Good Tenant?**

The State of Texas, with its various offices and agencies around the state, could possibly be a good tenant for an empty downtown building. State leases range from a few months to 10 years, and preference is given to buildings that are on the National Register of Historic Places or that are Recorded Texas Historic Landmarks.

All you need to do is copy the form below, list the zip codes of the building(s) you are interested in leasing, and mail the form to the State Purchasing and General Services Commission.

Return to:

David Carr, Lease Officer  
State Purchasing and General Services  
Commission  
P.O. Box 13047 Capitol Station  
Austin, TX 78711

Please complete and return this form to the State Purchasing and General Services Commission listing *individually* the areas by zip code where you have space or you wish to bid for space to be leased by the State of Texas. Do not submit general areas, i.e. northwest Houston, Harris County, City of Amarillo, etc. List all zip codes, even when requesting an entire city(ies). This form will insure your name being placed on the zip code mail list.

Name: \_\_\_\_\_

Address where bids are mailed: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Zip Code(s) of space you wish to bid (attach additional page if necessary): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**MAIN STREET  
Only A Beginning**

Texas cities, like others across the nation, are coming to realize that Mary Means, founder of the Main Street Project, was right when she said, 'Downtown didn't decline in a year and it's not coming back in a year. In a Dec. 15, 1983, article in *Downtown Idea Exchange* the dilemma is referred to as 'The Myth of a Revitalized Downtown. According to the article:

Up until very recently, many people talked about 'revitalizing downtown' and 'getting the job done' as if this were a task that could be planned, executed and completed followed by a ribbon cutting ceremony and a vacation. The fallacy of this became crystal clear in 1983 (earlier in many downtowns) as even cities with tangible downtown successes found more problems, fresh challenges, and other forms of competition emerging. The basic lesson that is apparent, and is impacting the consciousness of downtowners everywhere, is that there is *no end to the process* of downtown revitalization. Thus, planning must be on the basis of a continuing but shifting and transforming set of problems to be solved. We do not even know today what will be tomorrow's burning issue for downtown. Similarly, on the implementation side, downtown must be flexibly organized, able to change and shift, in order to manage the work of downtown revitalization no matter what new work priorities emerge. Tomorrow it could be the gasoline crunch, again. Or a change in the White House that would rewrite the Federal rules and checks. Or it could be a new form of retail competition, something which has historically emerged unheralded every few years. (The powerful off-price retailing movement that's picking up speed right now could very well be an example of this.) The point is: what's right and wrong about downtown, the competitive situation and the background economics, politics, sociology, technology and more are *far from static*. That means downtowns with rigid, static thinking will face rigor mortis.

**Texas Main Street Project Sponsors**

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**Entrances to Small Towns**

*(The following is a summary to an article written by Tim Hansen, who is presently serving as Visiting Assistant Professor in the Department of Park Administration and Landscape Architecture of Texas Tech University.)*

Of all parts of a small town, the most neglected and misunderstood are the entrances. Other areas have been receiving most of the attention. For example, downtowns are undergoing revitalization and preservation. People know what and where downtown is and how it should work. This is also true for residential neighborhoods or industrial districts. But, entrances? What are they and why be concerned about them anyway?

Entrances provide three services which make them an important part of any community: introduction, transition, and information.

**INTRODUCTION:** Entrances introduce visitors to the community. This is the most important reason for taking a serious look at small town entrances. The entrance experience is the visitor's first impression upon which all subsequent impressions are built. A deteriorating entrance is very noticeable to an out-

sider. Junkyards, litter, poor lighting, dilapidated buildings and signs, and a lack of planting are quickly perceived by visitors as indicators of the community's general lack of investment in itself.

**TRANSITION:** Entrances make the transition from country to city. In general, they should transmit the message that, 'This is a good place to spend some time.

**INFORMATION:** Entrances provide information. A town's landscape setting usually indicates how and why it was settled, what the economic base is, and what makes it run.

**CONCLUSION:** Even though long-time residents have a well-cultivated pride and appreciation for their town, the elements of a good or bad entrance may not register with the same priority for enhancement or improvement with them as with the outsider. A serious problem with entrances is that they are allowed to deteriorate (and impart a bad impression). But by careful examination of design issues involved and of common preservation and enhancement tools, small towns can restore their entrances to be more effective 'front doors' and to assume their rightful place with active downtowns and quiet neighborhoods as important parts of a complete community.

**MAIN STREET PROJECT MANAGERS**

\*\*\*\*\* 1982 Cities \*\*\*\*\*

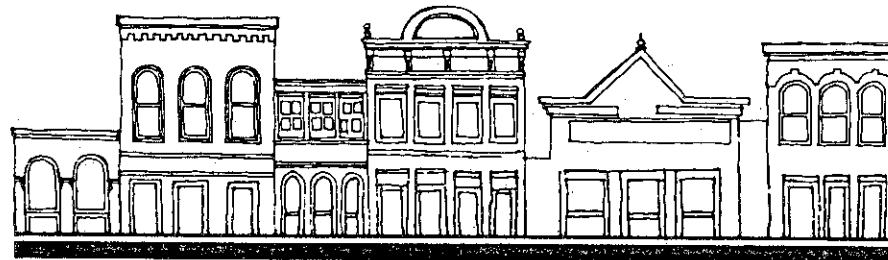
GAINESVILLE	Libby Barker, P.O. Drawer J, Gainesville, TX 76240	817/665-4323
GEORGETOWN	Susie Clinard, P.O. Box 409, Georgetown, TX 78626	512/863-0934, 5533
KINGSVILLE	Kevin Stowers, P.O. Box 1458, Kingsville, TX 78363	512/592-5235
McKINNEY	Susan Campbell, P.O. Box 517 McKinney, TX 75069	214/542-2675
MARSHALL	City Hall, P.O. Box 698, Marshall, TX 75670	214/935-5241

\*\*\*\*\* 1983 Cities \*\*\*\*\*

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

\*\*\*\*\* 1984 Cities \*\*\*\*\*

BELTON	Greg Korman, 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



# TEXAS MAIN STREET PROJECT

## TEXAS MAIN STREET PROJECT REINVESTMENT IN MAIN STREET DOWNTOWNS

December 31, 1983

	City	Rehabilitation Projects	Number of Buildings	New Construction	Number of Buildings	Buildings Sold	Number of Buildings	Business Starts, Relocations, & Expansions	Additional Jobs Created	Total Reinvestment
after 3 years	Hillsboro	\$ 745,000	52	\$ 1,550,000	2	\$ 419,000	23	48	76	\$ 2,714,000
	Navasota	704,800	34	1,600,000	1	310,000	7	19	25	2,614,800
	Plainview	644,500	22	200,000	1	1,116,500	17	18	19	1,961,000
	Seguin	2,406,800	23	1,086,000	2	639,000	9	39	76	4,131,800
after 2 years	Gainesville	352,774	31	607,450	1	780,200	12	32	98	1,740,424
	Georgetown	1,914,500	39	1,500,000	1	2,131,500	19	31	133	5,546,000
	Kingsville	16,575	11	0	0	207,000	4	10	-4	223,575
	McKinney	1,747,273	29	0	0	635,000	8	38	31	2,382,273
	Marshall	5,287,000	63	3,573,000	4	305,000	3	24	69	9,165,000
after 1 year	Brenham	2,125,829	27	0	0	485,000	7	28	41	2,610,829
	Harlingen	271,823	10	301,700	7	1,486,000	13	22	-109*	2,059,523
	Lufkin	290,200	12	4,300,000	3	50,000	2	22	10	4,640,200
	Stamford	214,500	25	96,500	3	609,000	5	7	33	920,000
	Waxahachie	879,003	30	0	0	1,962,000	23	19	55	2,841,003
<b>TOTAL</b>		<b>\$17,600,577</b>	<b>408</b>	<b>\$14,814,650</b>	<b>25</b>	<b>\$11,135,200</b>	<b>152</b>	<b>357</b>	<b>553</b>	<b>\$ 43,550,427</b>

\* 176 jobs lost when Sears moved to mall