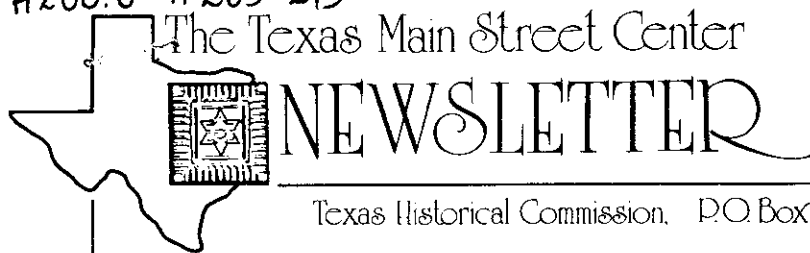


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The Texas Main Street Center

# NEWSLETTER

VOL. 2, NO. 3

JULY/82

Texas Historical Commission, P.O. Box 12276, Austin, Texas 78711 512/475-3092

## 1983 MAIN STREET APPLICATIONS DUE SEPTEMBER 1

Applications for participation in the 1983 Texas Main Street program are still available from the Main Street Center. Completed applications must be postmarked by Sept. 1, 1982, and be at the Texas Historical Commission no later than Sept. 8, 1982. Thus far more than 100 small towns in Texas have requested applications. Many of these towns are now holding town meetings with downtown building owners, merchants, and interested citizens to determine how much private sector support they can expect if chosen. Announcement of the five 1983 towns will be made in late October.

## PAULA PETERS JOINS STAFF OF MAIN STREET CENTER

After serving for 18 months as Main Street Project manager in Hillsboro, Paula Peters has joined the Main Street Center staff of the Texas Historical Commission as Director of Community Relations. In this role she is available to work with any small cities interested in improving their downtowns through the Main Street approach. This additional staff assistance is funded through a grant by the Economic Development Administration.

Paula, a native of Taylor, Texas, holds a history degree from The University of Texas. After graduation, she moved to Granbury to become co-owner and partner in the Nutt House Restaurant and its subsidiary businesses. During her participation in the revitalization process in Granbury she became more interested in historic preservation, and in 1979 enrolled in a masters degree program in historic preservation at Columbia University, New York.

Paula brings to her new position a wealth of experience gained during her tenure in Hillsboro. While Paula served in Hillsboro, just under \$1,300,000 was invested in 29 building renovation projects, ranging from small scale maintenance work to major restoration and new construction.

## HILLSBORO AND SEGUIN ANNOUNCE NEW MAIN STREET MANAGERS

Kent Collins, an Austin native, has taken over the reins of Hillsboro's Main Street Project, replacing Paula Peters. Kent has a degree in architecture from The University of Texas and has worked extensively in various types of retail establishments.

Former Seguin resident Mona Lane has been employed by that city as the new Main Street manager. With a background in business, real estate, advertising, and communications, she began work in May assisting downtown building owners, merchants, and businesses in their revitalization program. Mona replaces Vince Hauser.

## 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 card enclosed in this newsletter as soon as possible.

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- Southwestern Bell
- The Western Company of North America

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*"Economic Development within the Context of Historic Preservation."*

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## AUSTIN TO HOST REAL ESTATE CONFERENCE

A conference on downtown real estate development will be held in Austin, Aug. 10-13, 1982. Sponsored by the National Trust for Historic Preservation and the Texas Historical Commission, this training program was developed to serve the Main Street Project, and is being offered to the public for the first time in Austin. The program faculty is comprised of leading professionals in the fields of real estate development, market analysis, appraisal, leasing and recruitment, loan packaging, law, accounting and construction management, and architecture. The conference will be limited to 150 participants. Please use the form below to register. For hotel reservations contact The Bradford Hotel, 7th and Congress, P.O. Box 1787, Austin, TX 78767 512/476-1061. For reduced rates, mention the National Trust Main Street Training Program.

### REAL ESTATE CONFERENCE

#### REGISTRATION FORM

Clip and mail to: National Main Street Center  
National Trust for Historic Preservation  
1785 Massachusetts Avenue, N.W.  
Washington, D.C. 20036

Enclosed is \$\_\_\_\_\_ (Registration fee is \$250 per person)  
Make checks payable to the National Trust for Historic  
Preservation.

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DAYTIME TELEPHONE (\_\_\_\_) \_\_\_\_\_

\_\_\_\_ I will make hotel reservations at the Bradford Hotel.

\_\_\_\_ I will make other lodging arrangements.

**Cancellation:** A \$25 charge will be deducted for all cancellations. Cancellations must be made in writing. No refunds will be made on cancellations received after August 9, 1982.

## GOOD SIGNS CAN ALLEVIATE DOWNTOWN PARKING PROBLEMS

Every downtown merchant and shopper realizes that parking availability is a key to a successful downtown economy.

McKinney merchants understand that parking shortages indicate a healthy, active downtown with many shoppers. However, shoppers do not always realize that there are many parking places available directly off the downtown streets. Thus, they spend their time searching for parking spots when they could be spending dollars in downtown stores.

The Resource Team that visited McKinney in May to study the downtown area made the following suggestions, which could be applied in any small city:

'Establish a coordinated sign program that will give directions to the existing parking lots and identify the lots when drivers get to them. (There are approximately 300 off-street spaces, plus 156 bank spaces available on Saturday.) Custom design a parking lot sign with a logo for the downtown area. Number the lots so that visitors realize there is more than one, and place the directional signs at strategic locations, especially around the square so that drivers can follow the route to parking off the square. For durability, erect signs with double standards rather than single poles. Use the logo on the sign as a common theme for development of downtown and include it on the historical tour route.

"Improve parking lot conditions with better paving, relining, tightening up of spaces in some cases, and redesigning in others. Maps showing parking lot locations need to be posted in such places as the visitors center. Lights need to be installed in the lots so that shoppers are comfortable after dark. Landscape the parking lots and the routes that lead to the lots."

### 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.

"The future of Texas will be influenced greatly by the rich legacy of the past, by changing conditions of the present, and by national and international factors—many of which are beyond the control of the State and its people. Rather than yield the future to a course of events imposed from outside, we are confident that Texans will choose to rely on a great, long-standing asset: the determination to shape their own destinies.

*(Taken from Preface, Texas 2000 Commission Report and Recommendations, March 1982)*

### LOW INTEREST LOANS PROVE EFFECTIVE

Two more 1982 Main Street cities have announced low interest loan programs to encourage owners to reinvest in their downtown buildings.

Five institutions in McKinney—Central National Bank, Collin County National Bank, First Savings Association, First State Bank, and Plano Savings and Loan—have formed a \$75,000 loan pool at 8% interest.

In Marshall, six of the financial institutions—First National Bank, Allied Marshall Bank, First Federal Savings and Loan, Marshall National Bank, Marshall Federal Savings and Loan, and Caddo Savings Association—have created a similar 8% loan fund.

In Georgetown 15 building owners applied for loans after the announcement earlier this year of a 6% loan pool.

The loan programs are also proving their effectiveness in the 1981 Main Street town of Hillsboro, where five projects have been funded at 8% for a total of \$33,780. Computing the difference between the 8% interest and the current lending rate shows a loss of \$850 to each of the four financial institutions participating in the program. However, bankers involved in these funds see the potential future investment they offer. Kyle Cowan of Hillsboro's Citizens National Bank summed up his bank's feelings about the program, saying, 'The important thing to remember is what the Low Interest Loan Program is doing for the town. We'll get more than our money back on down the road.'

There is a need for intimate human relationships, for the security of settled home and associations for spiritual unity, and for orderly transmission of the basic cultural inheritance.

These the small community at its best can supply.

Whoever keeps the small community alive and at its best during this dark period, whoever clarifies, refines, and strengthens the vision of the small community,

may have more to do with the final emergence of a great society than those

who dominate big industry and big government.

*(from the preface to the St. Johnsbury, Vermont, Town Plan)*

### MAIN STREET PROJECT MANAGERS

#### 1981 Towns

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

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

NAVASOTA  
Julie Caddel  
City Hall  
Navasota, TX 77868  
713/825-6475

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

SEGUIN  
Mona Lane  
City Hall  
Seguin, TX 78155  
512/379-3212

#### 1982 Towns

GAINESVILLE  
Dave Callahan  
P.O. Drawer J  
Gainesville, TX 76240  
817/665-4323

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

KINGSVILLE  
Susan Sibley  
P.O. Box 1562  
Kingsville, TX 78363  
512/592-8516

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

MARSHALL  
Don Harper  
101 E. Austin, Rm. 505  
Marshall, TX 75670  
214/935-1825

## Kingsville

The 1982 Main Street town of Kingsville was established on July 4, 1904, as a stopping point for the newly arrived St. Louis, Brownsville, and Mexico Railroad. The railroad's passage through South Texas had long been a dream of Robert J. Kleberg, rancher and attorney for the King Ranch. The new settlement—located 40 miles southwest of Corpus Christi and 85 miles north of Harlingen—was named for the founder of the area's famous ranch, Cpt. Richard King.

Kingsville, born as a railroad town, thrived upon the line for its growth. However the town's location between the Nueces and Rio Grande Rivers also favored agriculture, and the area was soon producing cotton, corn, and hay crops, in addition to a variety of fruits and vegetables. Later, the discovery of major oil and gas fields would bring even more growth to the town.

The entrance to the King Ranch, established in 1853, is located immediately west of Kingsville. Not only is this huge ranch responsible for Kingsville's birth, it has been a key factor in the economy of all of South Texas. Today it is the largest ranch in the continental United States, covering some 823,000 acres and spreading over Nueces, Kenedy, Kleberg, and Willacy Counties. The ranch originally raised Texas Longhorns but is now best known for its development of the Santa Gertrudis breed, the first strain of cattle to originate in the Western Hemisphere.

The town of Kingsville grew quickly from its carefully plotted beginnings drawn up by Kleberg, his wife, Alice, and his mother-in-law, Henrietta King. Through years of South Texas droughts and hurricanes, as well as growth and prosperity, the heart of Kingsville has remained its Main Street. Today's city leaders foresee, however a decline in the central area of Kingsville as a new mall is completed and building vacancies occur more frequently.

As a 1982 Main Street town, Kingsville is afforded the opportunity to raise the economic value of its central business district buildings and insure the future of this historic area. Leaders hope to develop a Historic Tourist District in the downtown area, where approximately 30,000 people travel annually en route to the King Ranch.

Joining civic leaders in reviving Kingsville's past and renewing its future are the Kleberg County Historical Commission, Kingsville Chamber of Commerce, Kingsville Realtors Association, Kingsville Builders Association, John E. Conner Museum, Kingsville Jaycees, Kingsville Independent School District, and several financial institutions, businesses, and individuals in the area.

Kingsville's central business district has one distinct advantage most other towns do not share. The physical size of the town is limited due to various factors, including the King Ranch, geography, and utility limitations. This seemingly negative element actually makes the life of Kingsville's downtown area even more important. Residents know that the town cannot really prosper unless its central business district is successful. Downtown Kingsville not only *can* remain the town's heart—it *must* do so.

With 210 buildings in its 27-block downtown area, this town of 29,000 now faces the task of revitalizing its central business district against further decline. By beginning their restoration and renovation plans early—while the central business district is still alive—leaders are making a progressive and timely move to meet this challenge.

Kingsville has long been a leader for the South Texas area. Chosen as the Kleberg County seat in 1913, the town has been a stabilizing factor for the development and progress of its surrounding region. With its historic past, leadership abilities, and foresight, Kingsville is determined to bring new life to its Main Street.