



NEWSLETTER

TEXAS MAIN STREET PROJECT

VOL. 4, NO. 2

APRIL 1984

1985 Main Street Applications Available in June

Applications to the 1985 Main Street program will be available June 1. Completed applications must be received at the Texas Historical Commission by September 1. If your city is interested in applying, please contact the Main Street Project at the THC, P.O. Box 12276, Austin, TX 78711, and your application will be mailed on June 1.

Town Meetings Open to Everyone

Anyone interested in downtown revitalization is invited to the 1984 Main Street Resource Team Town Meetings. Short-term and long-range suggestions are given to help each of the Main Street cities succeed in their projects. The remaining meetings are scheduled as follows:

Brownwood	2 p.m. April 26	Adams Street Community Center, 511 East Adams
Paris	2 p.m. May 17	First United Methodist Church, 322 Lamar
Belton	2 p.m. June 7	Junior High Auditorium, 400 North Wall
Ennis	2 p.m. June 28	Community Room, Interfirst Bank, 303 West Knox

'A good store facade is like a good face; it portrays character and integrity. Like a face, a storefront can be restored to mitigate the ravages of time, but also like a face, it shouldn't be unrecognizable. A good storefront that has endured through the years is worth maintaining and preserving as a matter of good business practice.

—Stanley Marcus

Update on Tax Incentives

The United States Department of the Interior, National Park Service (NPS), has published new regulations for Historic Preservation Certifications (36CFR67) to take effect on April 11, 1984. These regulations affect any Historic Preservation Certification Application (HPCA) for federal tax incentives received after the effective date.

The new regulations change the manner in which the HPCA is processed by the State Historic Preservation Office (SHPO) and the NPS regional office. In addition, these new regulations institute a fee system for processing the HPCA at the federal level.

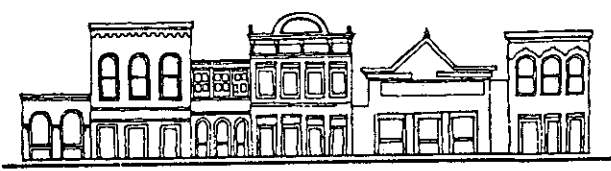
An HPCA for Texas projects is processed by the SHPO through the National Register Department, Texas Historical Commission (THC). Complete, adequately documented applications are forwarded to the NPS, Rocky Mountain Regional Office, with the comments of the THC after a 30-day review period.

The NPS processes an HPCA within 30 days of receipt of the application from the THC and the required \$250 initial fee from the applicant. The final fee is based on final rehabilitation costs as follows:

Rehabilitation Costs	Fee
\$ 5,000 to \$ 19,999	\$ 0.
20,000 to 99,999	500.
100,000 to 499,999	800.
500,000 to 999,999	1,500.
1,000,000 or more	2,500.

The initial fee of \$250 is deducted from the calculated final fee when the final billing is processed by NPS.

Please do not send any fee to the THC. The NPS, Rocky Mountain Regional Office, will contact you directly in regard to payment of the required fee.



Nine Cities Initiate Main Street Projects

Because funding and staff are limited, the Texas Main Street Project can only work with 15 cities at a time, adding five new cities a year and serving these cities for three years. Other cities have begun their own projects, however, hiring full-time Main Street managers (trained by Main Street Project staff), securing private

architectural assistance, completing historical surveys and nominating their buildings to the National Register of Historic Places, raising funds for market studies, and achieving amazing results. To enable you to contact these cities, we are making available the names and addresses of their managers.

Independent Main Street Project Managers

ATHENS	Julie Orloff, P.O. Box 608, Athens 75751	214/675-5181
CONROE	Ken Rice, P.O. Box 3635, Conroe 77305	409/539-2949
LAMPASAS	Danelle Baldwin, P.O. Box 666, Lampasas 76550	512/556-3641
SAN MARCOS	Terry Colley, 630 East Hopkins, San Marcos 78666	512/353-4444
SHERMAN	Suzanne McCurley, P.O. Box 2054, Sherman 75090	214/868-0228
SWEETWATER	Greg Wortham, P.O. Box 450, Sweetwater 79556	915/235-2081
TAYLOR	Margaret Massey, 304 North Main, Taylor 76574	512/352-8602
TOMBALL	Kathy Morgan, 401 West Market, Tomball 77375	713/351-5484
UVALDE	Greg Davenport, Kincaid Hotel-104 North St. Uvalde 78801	512/278-1342

Main Street Memos

With the addition of Ken Rice as the newly trained Main Street manager in **CONROE**, the number of Texas cities with active Main Street programs has risen to 27. The Interim Committee on Cultural and Historical Resources of the Texas House of Representatives, which works out of **AUSTIN**, is studying the Main Street Project and its future direction. If you have any comments or suggestions, write the Honorable Ed Emmett, Texas House of Representatives, P.O. Box 2910, Austin, TX 78769.

The Main Street staff periodically gives mini-training sessions for new Main Street managers. The next one is scheduled for June 14-15 in **AUSTIN**. Both **TAYLOR** and **SHERMAN**, independent Main Street cities, have seen over \$1 million of private reinvestment in their downtowns in less than a year. **GAINESVILLE**

Main Street Manager Libby Barker has been named the new Field Office Coordinator for the National Trust for Historic Preservation in Fort Worth. The City of **McKINNEY** was presented the Texas Award for Historic Preservation on April 12 by Dick Ryan, Main Street architect, on behalf of the Texas Historical Commission at the McKinney Annual Chamber of Commerce Banquet. Visitors to **STAMFORD** enjoy stopping by Bunkley's Drug Store on the square. Where else can you go behind the soda fountain, mix up your favorite cola, sit and visit in cozy booths, then tell the cashier what you ate and pay for it when you leave? It's worth a trip!

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 _____

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).

MAIN STREET PROJECT MANAGERS

***** 1981 Cities *****

HILLSBORO	Kent Collins, 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	City Hall, P.O. Box 698, Marshall, TX 75670	214/935-5241

***** 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	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

Storefront Rehabilitation Tips

One of the most perplexing problems in the rehabilitation of historic buildings is dealing with storefronts that have been modified with brushed aluminum window stripping and doors. Complete restoration is desirable but can be prohibitive because of the expense involved. Improvements can be made to older buildings with relatively little expense.

With careful steps, aluminum can be painted a darker color to hide the contrast with the dark appearance of the store windows.

1. Clean metal with an aluminum cleaner.
2. Use a primer such as zinc chromate.
3. Paint with a metal refinishing paint.
4. Paint will not hold to brushed aluminum door handles so these must be replaced with anodized aluminum handles.

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.)

BELTON

(With this issue of the Main Street Newsletter we begin profiling the 1984 Main Street cities. Articles on Brownwood, Ennis, Goliad, and Paris will appear in future issues.)

First known as Nolanville, Belton—a 1984 Main Street city—was established in 1850. The first merchants sold goods from their wagons before any stores were built. It became a bustling metropolis by the late 1800s, however and has remained the Bell County seat despite being bypassed by a railroad line that prompted growth of more prominent towns nearby.

Many fine Victorian homes, built 1860-1904, are open to visitors during Belton's annual three-day Independence Day celebration. Since 1852, this celebration has centered on the theme, 'God and Country. The World Championship Rodeo, another Fourth of July event, is attended by thousands who see contestants pitted against bulls and broncos. In addition, there are four days of parades.

Today, the population of this Central Texas town is about 10,000. Not content with the status of a 'bedroom community, Belton has created an industrial park and made great efforts to attract small industrial concerns. In 1982, Belton committed itself to a downtown revitalization program and hired a full-time project manager. Consequently, this community entered the Texas Main Street program with the groundwork already laid for revitalizing its central business district. Strong community support for the city's application to the program, the initiation of a \$100,000 low-interest loan fund pooled by three local financial institutions and earmarked for facade restoration, and three restoration projects underway in downtown Belton at the time of its

selection indicate the city's readiness to move ahead with revitalization efforts.

Through its participation in the Main Street program, Belton is structuring the central business district as a viable part of the community's economy and as the focal point of its activities, thus sustaining its historic role. The restoration of building facades to their original appearance not only improves the look of downtown but also preserves the symbols of the historic development of the community as reflected in its buildings.

The Main Street Project also serves as the impetus for the long-term stabilization and redevelopment of older neighborhoods immediately adjacent to the central business district. The relationship between downtown and the surrounding neighborhoods is similar to that of the threads in an interwoven fabric: the stability and vitality of each is, to a large degree, dependent on the other. The techniques utilized in the Main Street Project will be transferred to the surrounding neighborhoods.

Those organizations joining in the Main Street revitalization effort include the Bell County Historical Commission, the local historical society, and the Chamber of Commerce. The largest employers in the community—Griggs International, Inc. Continental Belton, Rockwool Industries, Superior Chaircraft, the University of Mary Hardin-Baylor, and Tarco, Inc.—number among the Main Street Project's enthusiasts. Belton's independent style and initiative make it a promising Main Street participant.

Texas Main Street Project Sponsors

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