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# NEWSLETTER

## TEXAS MAIN STREET PROJECT

VOL. 3, NO. 1

FEBRUARY 1983

### 1983 MAIN STREET PROJECT MANAGERS ANNOUNCED

All of the new Main Street cities have employed downtown managers to coordinate their Main Street projects. After beginning their tasks on Jan. 3, the managers were in Austin Jan. 10-13 for a week of training on how to accomplish downtown revitalization by combining economic development techniques with historical preservation.

The 1983 managers are:

**BRENHAM**— Lennie Rickards is a close friend of Linda Butler, Main Street project manager of Georgetown. Lennie graduated from the UT School of Architecture this year and has much work experience with design and architectural firms in Austin. She and her husband have moved to Brenham from La Grange.

**HARLINGEN**— Kevin Walker took over as a merchant volunteer to hold the downtown Main Street project together in Madison, IN. His wife, Ellen, will remain in Madison to run their antique store until their two children get out of school in May. Kevin received his degree from Indiana University, majoring in fine arts, and has attended two of the National Trust's Main Street conferences.

**LUFKIN**— David Chrisman is from Roanoke, VA, and a graduate this year in historic preservation from Middle Tennessee State University in Murfreesboro (Susan Campbell's alma mater). He has done historic surveys, a feasibility study and needs analysis for Murfreesboro, and has been a travel counselor and a film processor. Most recently, he gained experience working at a mall department store.

**STAMFORD**— James Butts is a 1981 graduate of Abilene Christian University in the School of Communications with a specialty in advertising. He has worked for a small advertising agency in Abilene and the Abilene Chamber of Commerce. He and his wife, Judy, now reside in Stamford.

**WAXAHACHIE**— Kate Singleton received her B.A. in history from the University of Tulsa in 1976, her M.A. in library science from North Texas State and has taken coursework in historic preservation at U.T. Arlington. Kate has been a preservation consultant to the City of Dallas Planning Department, and most recently was a historic preservation consultant for Environment Consultants, Inc. in Dallas.

### FIRST LADY TO TOUR 1983 MAIN STREET CITIES

Texas First Lady Linda Gale White will tour the five 1983 Texas Main Street cities March 8-9. Mrs. White's tour will officially begin the downtown revitalization programs in Brenham, Harlingen, Lufkin, Stamford, and Waxahachie. Mrs. White will take a walking tour of each town's central business district, and will meet with local officials involved in their city's revitalization efforts.

During the recent gubernatorial campaign, Mrs. White visited 290 small cities in Texas and became interested in their particular problems

and unique charms. Mrs. White's tour is intended to stimulate local and statewide interest in the Main Street program and to further educate Texans about the revitalization efforts in these small cities.

The First Lady's schedule is as follows:

#### Tuesday, March 8

- Stamford, 10-11 a.m.
- Waxahachie, 12:45-1:45 p.m.
- Brenham, 3:15-4:15 p.m.

#### Wednesday, March 7

- Harlingen, 10:15-11 15 a.m.
- Lufkin, 1:45-2:45 p.m.

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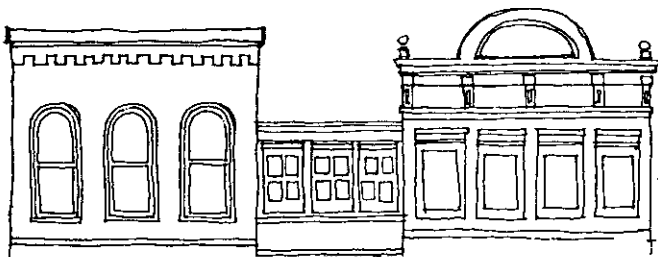
## MAIN STREET REINVESTMENT TOPS \$12 MILLION

Figures compiled after two years of Main Street management in the first ten project cities show that in terms of private downtown reinvestment, the 1982 cities almost equaled in one year what the 1981 towns accomplished in two years.

The second year cities were required to compete for participation in the program, and therefore had more private commitment on line before they were selected. In Georgetown and Kingsville, low-interest loan pools offered 6% funding incentives to encourage rehabilitation of their buildings. In Georgetown, 15 owners immediately applied for this funding, resulting in 19 rehabilitations begun, 13 buildings purchased, and a total year-end reinvestment of \$1,917,000. Marshall's downtown, which had been tottering near collapse because of the destruction of many downtown buildings during an urban renewal program nine years ago and the subsequent opening of a new suburban shopping mall, had nearly \$3.5 million in reinvestment under Main Street management, much of it in new construction.

With the exception of Eagle Pass, which suffered the effects of the peso devaluation and had no Main Street manager all of the cities saw strong increases in new businesses recruited into the central business districts.

New jobs, new businesses, and a fresh new look on many downtown buildings have generated stable increases in sales tax revenues during a year of economic hardship for many other small Texas towns.



### LIBBY BARKER MANAGES GAINESVILLE PROJECT

Libby Barker has taken over the Gainesville Main Street manager position. Libby grew up in Abilene and received degrees in English and French from Baylor University. She then went to Laval University in Quebec where she received a Master of International Journalism degree.

Dave Callahan, the previous Gainesville Main Street manager, moved to Dallas to further his career in landscape architecture with the firm of Myrick-Newman-Dahlberg and Partners, Inc.

## MAIN STREET MEMOS

Small cities outside the limited Main Street network are making great strides in improving their downtowns. **BELTON** has hired Greg Korman, Kathy Morgan is employed in **TOMBALL**, and **UVALDE** has hired Greg Davenport as downtown managers. Other cities sending representatives to the January Main Street Manager's training in Austin included **DENTON**, **SHERMAN**, **TAYLOR**, **ALVIN**, **BAY CITY** and **HUNTSVILLE**. **GEORGETOWN**'s Christmas Stroll drew 2,000 participants on a wet, cold Friday evening. Citizens of **HOUSTON** who were concerned about the planned elevated rapid transit rail line having a detrimental effect on their historic buildings and the ambiance of downtown have won their fight. They formed 'Friends of Main Street', complete with 'Save Main Street' bumper stickers and a full-fledged campaign to get City Hall to see the devastating effect the elevated trains would have on the Central Business District. The city council has voted down the plan. **DALLAS** now faces the same issue. The Central Business District Association has opposed the elevated transit system. Three new buildings are going up in downtown **MARSHALL** with the aid of Industrial Revenue Bonds. Chamber Manager Paul Williams, in his first six months on the job, has played the lead role in getting seven IRB's for Marshall businesses. **SEGUIN** is excited about their downtown landscape plan, which was financed through an EDA grant to the Texas Historical Commission. Community response has been outstanding, with citizens donating 24 trees and 21 benches for the downtown. First City Bancorporation of Texas, with an affiliate in **LUFKIN**, has become a corporate sponsor of the Texas Main Street Project. **ROGER TRAVIS**, a San Antonio architect, provided the new design for this Main Street Project newsletter.

### 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.

## MAIN STREET PROGRAM ASSISTS OTHER SMALL CITIES

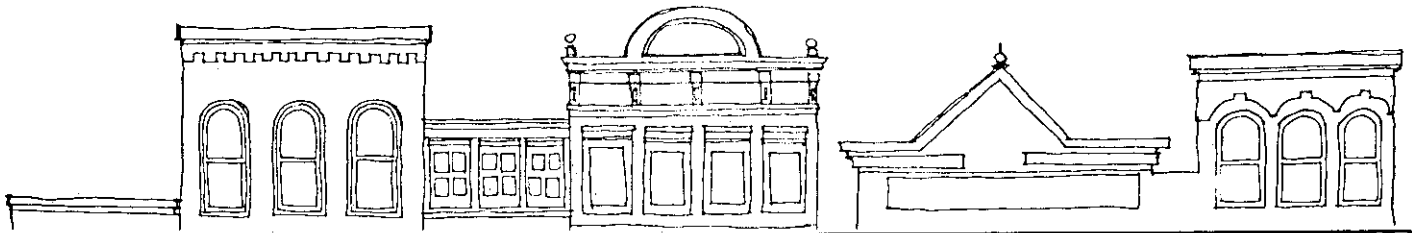
In the eight months that Paula Peters has been on the Main Street staff as Director of Community Relations, she has visited 46 small cities that are beginning downtown revitalization programs, and has opened correspondence with 44 other cities. Her consulting services are funded through a grant from the Economic Development Administration. To inquire about this technical assistance program, call the Main Street office in Austin at the Texas Historical Commission, 512/475-3092.

### EDITOR'S NOTE:

*Many of the articles in this edition are included at the suggestion of readers' letters and telephone inquiries to the Texas Main Street Center.*

## TEXAS MAIN STREET CENTER SPONSORS

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## ADMINISTRATION CONSIDERS OPTIONS FOR REHABED STRUCTURES

The Reagan administration is considering two ways to handle the review of rehabed historic structures seeking the 25% ITC. The first option is to have owners submit for review duplicate plans to both the state and a regional federal office. The second option would turn all the review responsibility over to the state, as was done in previous years with the grant program.

There are major disadvantages with the first option:

- 1) It is duplicative, confusing, and creates for the owner unnecessary paperwork.
- 2) It is inefficient. The owner wastes time preparing duplicate applications and waiting for responses from a distant federal office staff unfamiliar with the building in question. The federal government wastes time reviewing plans already reviewed by the state staff.

The second option has several distinct advantages:

- 1) It utilizes the State Historic Preservation Office's familiarity with the development and preservation issues within the state.
- 2) It provides to property owners timely direct, and authoritative consultation, even site visits, by the state staff.
- 3) It offers the efficiency and economy of a single, nearby, review authority.

If you have a preference in this issue, please write:

Ed Harper, Assistant to the President for  
 Policy Development  
 The White House  
 Washington, D.C. 20500  
 202/456-6515

**HISTORICAL RESEARCH PROVIDES KEYS TO OLD BUILDINGS**

Researching an older building can be an adventure. In addition to the enjoyment it can bring, the information that is gathered can be invaluable in the rehabilitation process. Construction date, names of former property owners, names of businesses that previously occupied the building, and other helpful information usually can be discerned through careful research.

There are four research requirements:

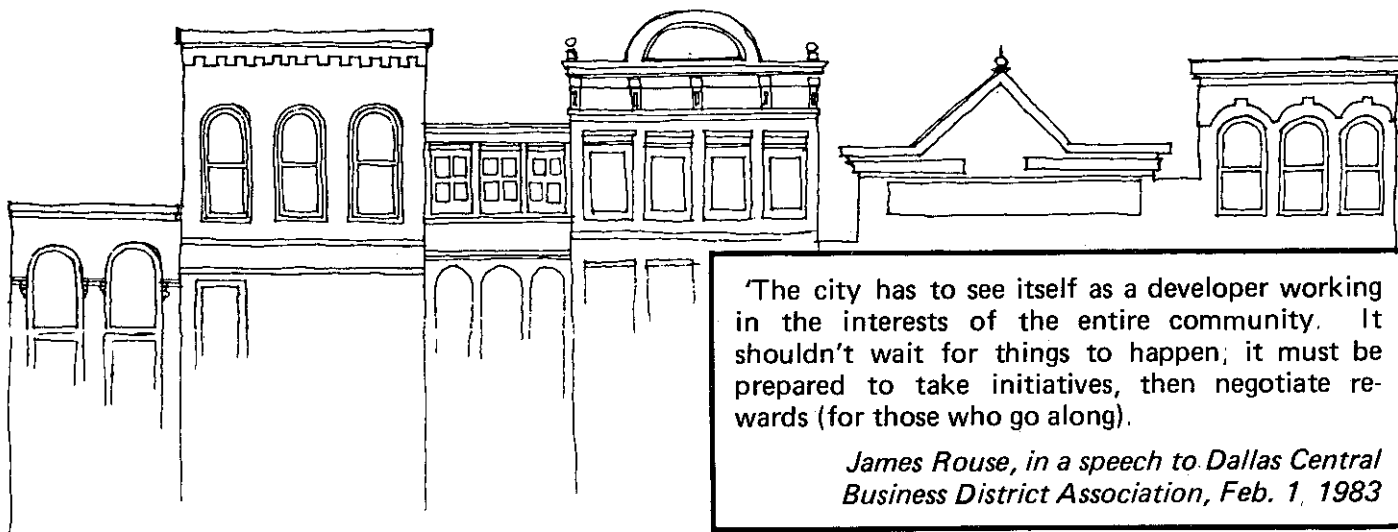
1 An inquisitive mind and determination to complete thorough research. Like detective work, each item of information must be studied for leads to other sources.

2. A careful and critical approach to information. Keep good records and be sure of the accuracy of sources.

3. An aim for original research. Do not repeat the work of others. Check with local preservation groups for existing studies.

4. A complete study of available sources: libraries, county records, photographs, insurance maps, city records, etc.

For more information on researching older buildings, contact the Research or National Register Departments of the THC, P.O. Box 12276, Austin, TX 78711.



'The city has to see itself as a developer working in the interests of the entire community. It shouldn't wait for things to happen; it must be prepared to take initiatives, then negotiate rewards (for those who go along).

*James Rouse, in a speech to Dallas Central Business District Association, Feb. 1, 1983*

**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  
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**  
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**  
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  
P.O. Box 698  
Marshall, TX 75670  
214/935-1825

**1983 Towns**

**BRENHAM**  
Lennie Rickards  
P.O. Box 361  
Brenham, TX 77833  
713/836-7911

**HARLINGEN**  
Kevin Walker  
P.O. Box 2207  
Harlingen, TX 78551  
512/423-5440

**LUFKIN**  
David Chrisman  
P.O. Drawer 190  
Lufkin, TX 75901  
713/634-8881

**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



# Brenham

*This article begins a series of profiles on the 1983 Main Street cities. Harlingen, Lufkin, Stamford, and Waxahachie will be featured in subsequent issues.*

The 1983 Main Street city of Brenham personifies the history of Texas. Located in Washington County—known as the birthplace of the Republic of Texas because it was here that the Declaration of Independence from Mexico was signed in 1836—Brenham lies where Stephen F. Austin established his colony in the 1820s, beginning Anglo settlement of Texas. Today a city of more than 10,000 people, Brenham was established in 1844 as the county seat and named for Richard Fox Brenham, a member of the ill-fated Mier Expedition to Mexico.

Beyond its role in the Republic of Texas, this south central Texas town became a center of European immigration in the mid-19th century. German and Polish natives found Brenham's agricultural economy particularly suitable.

Brenham also has played an important role in Texas education history. Blinn College, the first county-owned junior college in Texas, was established there in 1883 and now maintains three campuses with an enrollment of over 2,000. Washington County is also the home of Baylor University's original campus, and Soule University and Chappell Hill Female College also served the area at one time.

With a heritage that combines Texas independence, academic tradition, and European cultural influences, Brenham is now a place where past and present complement each other. Antebellum and Victorian homes abound here, and a variety of businesses (including the famous Blue Bell Creameries), industries, agricultural services, and other commercial outlets prosper. Proximity to Houston, Austin, and Bryan-College Station keeps Brenham's small-town atmosphere in touch with a large public.

Civic leaders realize that Brenham is fortunate to have preserved so much of its history while moving ahead as a growing city. But they realize that keen competition in the business community can hurt the central business district if efforts are not made to keep up with growth, reliability on automobiles, and strip shopping areas. They

believe that downtown Brenham, a 25-block, 128-building area, offers the best opportunity to combine old and new, and they are committed to keeping the central business district intact, progressive, and capable of meeting the needs of area citizens. Application to join the Texas Main Street Project network was their way of acting on this commitment.

As Brenham begins its involvement in the 1983 Main Street program, city officials have definite goals. Bringing downtown merchants and property owners together, encouraging local merchants to improve marketing techniques, attempting to attain a unified promotion of downtown, improving parking problems, establishing a loan pool fund to offer low-interest rates on downtown renovation projects—these are but a few of the goals Brenham's leaders are working towards.

A decision by the city to construct a multi-purpose municipal building near the central business district has officials excited about downtown Brenham's potential. Other encouraging signs are low vacancy rates, commercial and office space expansions, private sector support, and increasing numbers of shoppers and business people from surrounding cities and counties in downtown Brenham.

Support for the Main Street Project is strong in Brenham. The Washington County Heritage Society, an active preservation group with 900 members, has offered their support and expertise to the project. The Washington County Chamber of Commerce, a long-time supporter of downtown Brenham, is also behind the project. In addition, many banks, businesses, and individuals join the list of those willing to work for Main Street.

These supporters will join with city leaders to work to create a stable economic climate, conserve Brenham's historical and architectural legacy, and promote a unified downtown. And, Brenham's leaders see their selection as a Main Street city as only a beginning of development of community pride and togetherness that will culminate in a revitalized downtown as a cornerstone of a successful city.



# TEXAS MAIN STREET PROJECT

## REINVESTMENT IN MAIN STREET DOWNTOWNS

December 31, 1982

	City	New Construction & Bldg. Rehab. Projects	Number of Bldg.	Additional Planned Rehab. Projects	Buildings Sold	No. of Bldg. Sold	New Businesses	New Jobs	Lost Businesses	Lost Jobs	Total Re-investment (new, rehab. & acquisition costs)
after 2 years	Hillsboro	1,367,000	40	17	290,000	16	35	92	17	34	1,657,000
	Eagle Pass	171,000	5	1	240,000	1	1	0	1	100*	411,000
	Navasota	270,000	23	16	220,000	3	10	35	8	30	490,000
	Plainview	492,900	22	14	1,120,500	11	16	36	6	23	1,613,400
	Seguin	1,926,000	22	5	419,000	6	34	117	11	37	2,345,000
	Subtotal 1981 Cities	4,226,900	112	53	2,289,500	37	96	280	43	224	6,516,400
after 1 year	Gainesville	316,815	20	14	149,000	2	17	84	6	20	465,815
	Georgetown	1,083,500	19	12	833,500	13	17	24	5	24	1,917,000
	Kingsville	4,800	3	10	155,000	2	5	19	5	53	159,800
	Marshall	3,273,000	39	2	155,000	2	14	62	3	9	3,428,000
	McKinney	155,400	13	5	342,000	4	20	47	7	19	497,400
	Subtotal 1982 Cities	4,833,515	91	43	1,634,500	23	59	214	26	125	6,468,015
<b>TOTAL</b>		<b>9,060,415</b>	<b>203</b>	<b>96</b>	<b>3,924,000</b>	<b>60</b>	<b>155</b>	<b>494</b>	<b>69</b>	<b>349</b>	<b>12,984,415</b>

\*All jobs lost in August 1982, a result of Mexican peso devaluation.