



# The Texas Main Street Center NEWSLETTER

VOL. 2, NO. 1

MARCH/82

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

## MRS. CLEMENTS TOURS 1982 MAIN STREET TOWNS

Texas First Lady Mrs. Rita Clements will make her second annual tour of Texas Main Street towns this month. Mrs. Clements will visit the 1982 cities of Marshall, McKinney, and Gainesville on March 9, and Kingsville and Georgetown on March 10.

An active preservationist, Mrs. Clements has just completed overseeing the renovation process of the Governor's Mansion in Austin. Her tour of the 1981 Main Street towns last year helped promote the revitalization of downtown areas across the state. This year's tour will also be designed to educate Texans in the Main Street program and to

stimulate their interest in it.

Also participating in the two-day tour will be Governor's Mansion Administrator Joann Cook; THC Chairman Barney M. Davis, Sr. THC Executive Director Curtis Tunnell; and Texas Main Street Coordinator Anice Read. The tour will include personal visits to each town's central business district and meetings with local officials involved in the downtown rehabilitation program. Each town will hold special ceremonies to welcome Mrs. Clements and to kick off their involvement in the Main Street Project.



## GOVERNOR ANNOUNCES EDA GRANTS

Gov. Bill Clements has announced that the City of Navasota will receive a federal Economic Development Administration grant of \$93,750 for construction of a water main to serve two prospective industries and to provide reliable water supplies for existing residential and commercial areas of the city. The City of Eagle Pass will also receive \$93,750 for the construction of sidewalks, access ramps for handicapped persons, and landscaping in the central business district.

The cities of Seguin and Plainview will receive technical assistance, as will the five 1982 Main Street towns, through a \$154,296 EDA grant to the Texas Historical Commission. Hillsboro received a similar grant in 1981 to provide water and sewer extensions for a new industry to locate in their industrial park.

These funds are made available to Gov. Clements to assist local governments in revitalizing their economies and in creating new employment opportunities. The Texas Department of Community Affairs will furnish the state funds to match EDA's federal share.

"To be successful, economic development and community revitalization must begin as a public-private partnership, Clements stated. 'Projects I have selected should reinforce efforts already underway in these communities.

## ARCHITECT JOINS MAIN STREET STAFF

Registered architect Dick Ryan is welcomed back to Texas as a new staff member of the Texas Historical Commission in the Main Street project. A graduate of The University of Texas School of Architecture, Dick interned under Eugene George, the noted Austin restoration architect. His graduate work was done at the University of Virginia, where he received a degree in architectural history and a certificate in historic preservation. For the past year and a half he has been employed in Washington, D.C., as an architect for the Commission of Fine Arts.

As the Main Street architect, Dick will be advising facade designs for building owners in the Main Street cities. He has been interested in the Main Street project for several years, having been a classmate of Tom Moriarity, National Main Street Center Program Associate; Stan Klein and Barry Wagner, Main Street design assistance architects in 1981; and Joe Oppermann, Director of the THC's National Register Department.

## MEADOWS FOUNDATION MAKES GRANT TO MAIN STREET

The Meadows Foundation of Dallas has made a \$10,000 grant to the Texas Historical Commission. This funding will match a grant from the Harrington Foundation to provide a Main Street staff architect to work with the ten towns' building owners and project managers in design assistance.

NON-CIRCULATING

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

NTSU LIBRARY

**1982 PROJECT MANAGERS BEGIN WORK**

Five new resident project managers have recently begun their work in the 1982 Main Street towns of Gainesville, Georgetown, Kingsville, Marshall, and McKinney. The managers spent a week of training in Austin in January, learning from specialists in such fields as merchandising, promotion and publicity, business management, real estate strategy, architecture, city planning, fund raising, grant writing, and volunteer work.

Gainesville's project manager is San Antonio native Dave Callahan. A graduate of Texas Tech University with a degree in park administration, Dave formerly worked as a planning technician for the City of Richardson.

Linda Flory Butler is working as Georgetown's project manager. Linda holds a degree in interior design from The University of Texas and has two years experience with the THC, where she worked as an architectural historian in

the National Register Department.

Texas A&M graduate Susan Sibley is Kingsville's new project manager. Susan studied in A&M's Recreation and Parks Department, concentrating on tourist development. A native of Houston, she worked part-time at the Brazos Valley Information and Hospitality Center while she was in school.

Marshall's new project manager is Don Harper. Don has worked as advertising director and general manager of the *Marshall News Messenger* and as vice president of marketing and public relations for the Marshall National Bank. He holds a degree in business management from North Texas State University.

Susan Campbell is the project manager in McKinney. She holds a history degree from Midwestern State University and has completed her academic work for a graduate degree in historic preservation from Middle Tennessee State University.

### TEXAS MAIN STREET CENTER

**PROJECT DIRECTOR**

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

**PROJECT ARCHITECT**

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

**1981 PROJECT MANAGERS**

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

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

**HILLSBORO**  
Paula Peters  
City Hall  
Hillsboro, TX 76645  
817/582-3271

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

**SEGUIN**  
Vince Hauser  
City Hall  
Seguin, TX 78155  
512/379-3212

**1982 PROJECT MANAGERS**

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

**KINGSVILLE**  
Susan Sibley  
P.O. Box 1458  
Kingsville, TX 78363  
512/592-5235

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

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

**MARSHALL**  
Don Harper  
101 E. Austin St. Room 505  
Marshall, TX 75670  
214/935-5241

## TEXAS MAIN STREET PROJECT

## Private Sector Reinvestment

January 1, 1981 to December 31, 1981

City	Building Rehabilitation Projects	Additional Planned Rehabilitation Projects	Buildings Sold	New Businesses in CBD	Businesses Moving from CBD	Total Reinvestment in CBD (rehabilitation & acquisition costs)
<i>Hillsboro</i>	\$ 249,050 / 19 projects	26	\$ 192,000 / 10 buildings	18	9	\$ 441,050
<i>Eagle Pass</i>	\$ 139,000 / 4 projects	1	\$ 240,000 / 1 building	1	0	\$ 379,000
<i>Navasota</i>	\$ 123,500 / 5 projects	9	\$ 80,000 / 1 building	5	2	\$ 203,500
<i>Plainview</i>	\$ 112,800 / 9 projects	2	\$ 486,000 / 4 buildings	5	4	\$ 598,800
<i>Seguin</i>	\$1,386,067 / 11 projects	11	\$ 100,000 / 3 buildings	20	5	\$1,486,067
<b>TOTAL</b>	<b>\$2,010,417 / 48 projects</b>	<b>49</b>	<b>\$1,098,000 / 19 buildings</b>	<b>49</b>	<b>20</b>	<b>\$3,108,417</b>

## McKinney

The town of McKinney brings to the Texas Main Street project the best of two worlds—the rich heritage of its nineteenth century beginnings and the progress and promise of economic growth.

Settled in 1845, McKinney was named for Collin McKinney, a signer of the Texas Declaration of Independence and leader of the establishment of the Disciples of Christ Church in Texas. Soon after its settlement, McKinney became the county seat of Collin County, also named for Collin McKinney.

Despite McKinney's proximity to Dallas and Fort Worth (30 miles), it took some time for residents of this small North Texas town to realize the potential for growth and development. For its first 75 years McKinney did not actively seek growth but chose instead to protect its small-town atmosphere. However, in the early 1960s a slowly-evolving support for controlled growth permeated the town. The years of resistance to haphazard growth had helped preserve the town's heritage, and the slow change to support careful growth in McKinney assured the area that its growth would be positive rather than detrimental.

One change McKinney did not experience was the loss of its deeply rooted agricultural economic base. Feed grain, wheat, milo, and cattle are but a few of the farming products produced in McKinney. However, the agricultural economy has now been joined by a booming industrial growth. The establishment of Industrial Park, a 100-acre complex with approximately one million square feet of plant capacity and employment opportunities for over 1,000 people, was a catalyst for McKinney's industrial development. The town also now has a new municipal airport located near the park. In the last three years more than 50 new businesses have moved to McKinney and 12 new manufacturing industries have announced plans to move into the area.

A direct result of so much growth in a relatively short time has been the need for ample housing in McKinney. One alternative many newcomers to McKinney are pursuing is the investment in older homes around the town square. The town's strong sense of its past makes available a wide selection of these older homes to be restored.

The renovation of older homes has also sparked the McKinney Heritage Guild's annual Christmas Tour of several of the restored homes. The guild's 75 members also maintain Chestnut Square, a locally designated historic block which features

four homes dating from 1875 to 1910. The square is two blocks south of the town's central business district.

As McKinney's growth continues, the town's leaders are looking ahead to assure that its progress and heritage go hand-in-hand. As a part of its involvement in the Main Street project, McKinney hopes to stimulate the investment in its town square area. This area is already scheduled to have its streets and sidewalks reconstructed through an approved street improvements bond. Building from these improvements city leaders hope to further interest merchants to return to the downtown area, which began declining in the mid-1970s with the construction of a shopping center along Interstate 75. The closing of the county courthouse on the town square and the opening of a new government complex away from downtown could have resulted in a permanently negative impact in the central business district. But in McKinney, civic leaders saw the positive removal of parking demands and traffic congestion, and became even more determined to revitalize their historic town square. McKinney's leaders hope its involvement as a Main Street city will accelerate the reinvestment process in downtown—a process already experiencing a reoccupation of first floor space and competitively low rental costs. McKinney's downtown area is also fortunate to include several of the town's well-known fashion outlets, where shoppers from all over North Texas find low prices on department store goods. These shops have developed so much in the town that McKinney has been nicknamed the "outlet capital of Texas."

McKinney's 49-block central business district maintains 155 businesses. The Collin County Historical Commission, Collin County National Bank, McKinney Chamber of Commerce, Downtown Merchants Association, Outlet Association, Homeowners Association, and McKinney Heritage Guild, as well as various professionals in the town, have pledged to support the revitalization of downtown McKinney through the Main Street program.

Involvement in the Texas Main Street project will further a sense of heritage that has always been a part of McKinney. The town, currently with a population of 15,000, is beginning its central business district revitalization whole-heartedly, determined to prove that the city's theme of 'Building on Heritage' applies to its downtown area, too.