

The Texas Main Street Center



NEWSLETTER

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LOW INTEREST LOAN PROGRAMS ESTABLISHED IN TWO MAIN STREET TOWNS

Low-interest building loans of 6% are now available in **Georgetown** and **Kingsville** for facade renovations in the central business districts.

In Georgetown, the Citizen's State Bank, First National Bank, Certified Savings Association, Equitable Savings, and University Savings have each pledged \$20,000 for a \$100,000 loan pool.

In Kingsville, the Kleberg First National Bank has provided \$100,000 for facade loans.

In both of these towns, the maximum amount for each loan is \$10,000. Both towns also require a five-year payback plan and approval by a local review board of all building designs.

MAIN STREET CITIES HOST FAIRS AND FESTIVALS

Texans are invited to visit the ten Main Street cities to enjoy a variety of fairs and festivals this spring and summer.

GAINESVILLE will host their Air Show on April 24-25, where visitors will enjoy flying exhibitions, an antique aircraft show, and a hanger dance. On June 5 and 6 Gainesville will have their annual Heritage Days celebration. This festivity features home tours and an antique automobile show.

McKINNEY will host their annual May Fair on May 1. Tours of historic Chestnut Square, an arts and crafts show, and garden tours will be available to the public on this day.

The Bond's Alley Art Fair will be held on June 12-13 in **HILLSBORO** on the Courthouse Square. Visitors will enjoy seeing the newly restored railroad depot in addition to home tours, a street dance, and a Charly McClain concert.

EAGLE PASS has initiated a May Festival to coincide with the Cinco de Mayo Celebration on May 5-8. Visitors will come from both sides of the border to participate in a variety of activities downtown and in city parks.

The Annual Freedom Fiesta highlights the summer celebrations in **SEGUIN**. Held this year on July 2-4, the fiesta will include a parade, street dances, and an arts and crafts show.

Nostalgia Days in **NAVASOTA** bring visitors from all over Texas to attend home tours, a Main Street downtown tour, the Belle of Navasota Pageant, and an antique arts and crafts show.

May 15-16 offers Stagecoach Days in **MARSHALL** with home tours, a downtown carnival, a parade, and an arts and crafts and antique show.

PLAINVIEW will have its Main Street Day on May 1 with gunfighter shows, concessions, and music in the downtown area. On July 22-24 the town will host the BarNone Rodeo, a parade, and other festivities in the central business district.

Western Week will be held in **GEORGETOWN** on June 21-26 with evening rodeos, a parade, armadillo races, and a tricycle race.

KINGSVILLE is looking forward to its annual July 4th birthday celebration. This day commemorates the beginning of Kingsville when the railroad came through this South Texas area in 1904.

TEXAS MAIN STREET CENTER SPONSORS

Foundation

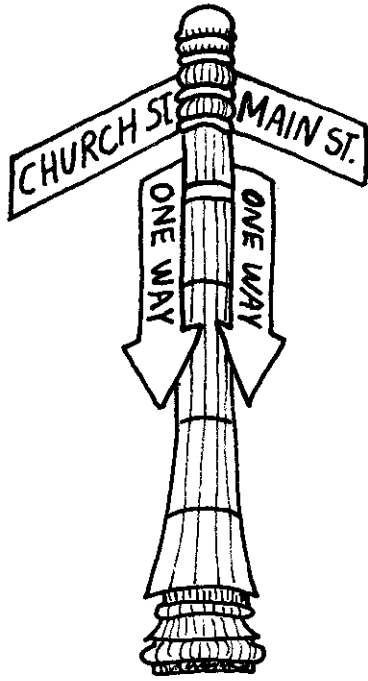
- The Anchorage Foundation
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IS YOUR MAIN STREET
GOING ONE WAY—
DOWNHILL?

REHABILITATION TIPS

Painting Aluminum

When aluminum storefronts, doors, or windows clash with a building's historic exterior, one inexpensive improvement is to paint the aluminum. Zinc chromate or another metal primer should always be used before a final coat of paint (made especially for metals) is applied. If applied correctly, the paint should last five to ten years.

Masonry Cleaning

As rehabilitation work on downtown buildings in the Main Street towns continues to flourish, one of the most frequently occurring problems is the removal of paint from building facades. Dick Ryan, Main Street architectural consultant, has access to a list of contractors who do masonry cleaning in Texas. Job prices vary according to how difficult the paint is to remove, but \$2 per square foot is a good ballpark figure.

Another helpful hint for this problem comes from Gainesville, where excellent test results were achieved with a non-abrasive chemical and water pressure.

TEXAS MAIN STREET CENTER

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MARKET STUDIES PROVE VITAL TO DOWNTOWN REDEVELOPMENT

While shopping malls, fast food chains, and large retailers never enter new markets without first completing a market analysis, very few downtown organizations have been involved in studies to reveal who their customers are and what potential their stores have. Periodic market studies can answer these questions and show where and why sales are moving outside of the central business district.

A good market study will answer the following questions:

1. Who is your shopper and who is your potential shopper? What is their expendable income?
2. What items are your customers able to find easier and/or at lower prices outside of the central business district?
3. Does the downtown area have too many similar stores? Is there a shortage of other stores?
4. What type and size retail stores should be added to your central business district, and what is the economic viability of the proposed retail mix?

A market study was recently completed in Hillsboro by students at the Baylor University Hankamer School of Business. The study revealed the following:

1. There is significant demand for retailers in furniture, dress clothes, books, home decorations, and shoes in Hillsboro's downtown area.
2. There is a market not being reached among those earning \$20,000-\$40,000 a year, and these people are spending their money outside of Hillsboro.
3. Customers shop out of town for better selection, price, and quality, in that order.
4. The Hillsboro shoppers enjoy the attractiveness of neighboring city malls. They also enjoy eating at the malls or the restaurants near clusters of shops.
5. Of the students interviewed, male respondents indicated they had \$40 a week to spend on 'extras' and female students said they had \$31 a week to spend.

The above information is now being used by the Hillsboro Retail Recruitment Committee to improve the variety and scope of downtown business offerings.

DOWNTOWN PARKING PROBLEMS: A SIMPLE SOLUTION

Most downtown merchants and their customers agree that a lack of accessible parking spaces deters downtown shopping. An immediate, but not practical, solution to this problem is to demolish some downtown buildings so that each remaining building has on-site parking. Of course by doing this, the downtown area becomes a mass of concrete rather than a vibrant marketplace which can offer a variety of retail services.

Many downtown organizations have experimented with various ways to eliminate parking problems. Experiments have included removing parking meters to encourage customers to shop downtown, and, in another case, providing customers with parking tokens to pay the meters. These experiments, while helpful, do not actually get to the core of the downtown parking problem.

A more permanent solution to this problem is found when one determines who is using the parking spaces. A simple organized survey will usually show that many customer parking spaces are being used by store employees. Employers can omit this problem by creating employee parking spaces away from the central business district. Most employees are willing to sacrifice convenient parking places if it means increased business in their store and a more lively downtown area in which to work.



DOWNTOWN PLANS FOR CHRISTMAS

You may still be cleaning up tinsel from Christmas 1981, but believe it or not, April and May are primary months for downtown organizations to plan their next Christmas promotions. Decorations, special display materials, and shopping bags need to be ordered in early summer for fall deliveries. Now is the time to begin planning Christmas promotions to emphasize your Main Street project.

The Downtown PLAINVIEW Association had a successful project last year with their Main Street shopping bags. Tan plastic bags with a picture of the Hale County Courthouse and an outline of Plainview's downtown skyscraper were ordered in time to be on hand for Christmas crowds. They are usable throughout the year and can be purchased for 21c each on order of 25,000 or more.

Gainesville

Gainesville's selection as a 1982 Main Street city is but one of many proud accomplishments for this North Texas town. Situated in the state's Cross Timbers region, Gainesville now finds itself thriving on its rich agricultural and ranching resources as well as its newly developing industrial diversification.

Today Gainesville, a town of 14,000, is recognized as a gateway to Texas because of its location on U.S. Highway 82 and Interstate 35, just seven miles south of the Texas-Oklahoma border. Originally the town was a way station for the California Trail. Official establishment of the city came in 1850 when area settlers were in need of a county seat for the newly created Cooke County.

Named for Gen. Edmund Pendleton Gaines, a hero of the War of 1812, the town faced many difficulties in its early years. Indian raids as well as natural disasters, such as the 1854 cyclone, were but a few of the major setbacks in Gainesville's early history. However, its initial role in the California Trail, as well as its location on the Butterfield-Overland Stage Route, assured Gainesville a permanent place on the map of Texas.

Due to its strategic location on these routes, Gainesville soon became a bustling cowtown. By the 1880s cattle money had made the town the financial capital of several counties in the North-Central Texas region. It was money from this cattle industry that financed the construction of the new county courthouse in 1878.

The development of barbed wire—which revolutionized stock raising and farming—profoundly affected Gainesville. However the coming of the railroad proved to have an even greater impact on Gainesville than the closing of the range. Gainesville was linked to Denison by rail in 1879 and in 1880 was hooked to the Missouri, Kansas, and Texas system. Six years later the Atchison, Topeka, and Santa Fe line extended its route to Gainesville, linking the town to one of the largest railway systems in the nation. By the early 1900s Gainesville was considered to be the "commercial metropolis of North-Central Texas."

The twentieth century has been one of prosperity for Gainesville. Its agricultural and ranching economies have remained the monetary foundations of the town, while the discovery of oil (1924) and progressive industrial development have strengthened the town's financial status. In this century Gainesville has also become the home

of the well-known Community Circus; the Frank Buck Zoo; Camp Sweeney, a camp for diabetic children; and Camp Howze, a World War II training camp.

As is the case in many towns across the country, Gainesville's downtown area has not shared in the prosperity of the rest of the community. The development of a major shopping center on U.S. Highway 82 began the decline of downtown Gainesville, resulting in vacant store fronts and upper floors, and a general dwindling of business. Sensitive to this unfortunate trend, Gainesville's civic leaders applied to the Texas Main Street project. As a part of their involvement as a 1982 project town, leaders hope not only to revitalize their central business district but to achieve a greater appreciation for the town's architectural heritage.

One project which attempts to meet both of these goals is the revitalization of the historic 1910 Santa Fe Depot. The town recently purchased this mission revival styled building and plans to seek restoration funds for it. City leaders hope to develop the downtown depot—truly representative of Gainesville's growth and prosperity—into a center for community activities. Adjacent to this central business district landmark is Heritage Park, another city project aimed at bringing people back to the downtown area.

The organization of downtown revitalization is being aided by a current ongoing survey of historical resources in Gainesville. From this survey and the professional help they receive as a Main Street town, town leaders plan to create a comprehensive central business district preservation plan. Joining civic leaders in the Main Street effort are the Gainesville Chamber of Commerce, Gainesville Merchants Association, Cooke County Heritage Society, Cooke County Historical Commission, Gainesville Independent School District, Cooke County College, Gainesville Arts Council, and various financial institutions, businesses, and individuals.

The successful renovation of downtown Gainesville presents a challenge to all of its citizens. But the ingredients for success are evident: a history of overcoming difficulties and moving forward, and a commitment to historic appreciation, as evidenced by the many restored 19th century Victorian homes and numerous Recorded Texas Historic Landmarks in the city. The future for downtown Gainesville looks very promising.