



Main Street Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

AUGUST 2013 • COMMUNITY HERITAGE DEVELOPMENT DIVISION • P.O. BOX 12276, AUSTIN, TX 78711 • 512.463.6092

Spotlight on Gainesville

(Population approx. 15,984)

Legends and Lore

Unique to the Main Street program in Gainesville are the *Legends and Lore* recognition plaques that shine a spotlight on significant architecture and historically rich buildings within the Main Street District. Historic downtown Gainesville is at the heart of the city and *Legends and Lore* is a way to share the past with



The George Y. Bird (Bird's Dry Goods) building now Cahoots Handbags (top); corresponding Legends and Lore plaque with history of the Bird building.

local residents and visitors. While the historic structures may all be made of stone, brick, and mortar the “legends and lore” are unique to each building and the stories are both educational and entertaining.

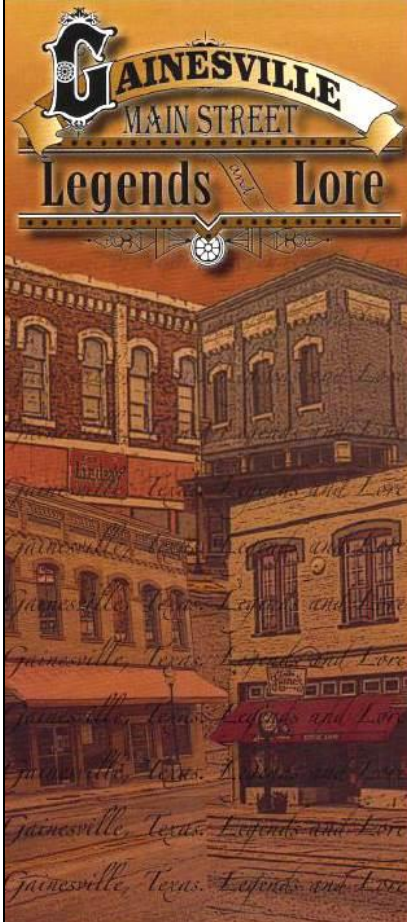
Keeping Gainesville’s history alive through promotion and preservation are two of the goals of our Main Street Program. Therefore, the need to document and recognize our historical past is what prompted this idea. Utilizing old photographs, vintage documents, historical artifacts, interesting anecdotes about the buildings and information about residents that once walked the downtown brick streets, preserves this visual history. These pictorial plaques are placed in each building to offer the viewer a glimpse of the past while standing in that specific building today. The dates, places, and events are reported to be true and factual through research of vital records, interviews and information obtained by local historians, and Gainesville Main Street representatives.

Legends and Lore plaque recipients are selected based on the building owners willingness to help provide a historical retrospective of their



building, the building’s architectural significance and contribution to the downtown, and a business must be in operation in that space. Plaque recipients currently include specialty retail shops, restaurants, business offices, a photography studio, furniture and home goods stores, and the local community theater.

The finished plaque is the collaboration of efforts of several volunteers including the researchers and staff at The Morton Museum, local photographers, historians, and the creative talent of a local graphic designer. This is an inclusive project where the community at large can participate by sharing stories that have been passed down and their own personal collections from the past. This partnership between Main Street, the community, and local business owners helps achieve our mission by promoting local businesses, encouraging the com-



In 2012, Gene's Photos (top) was added as the newest stop in the Legends and Lore walking tour brochure (bottom).

munity to shop local, fostering tourism, and preserving history in a cohesive downtown footprint.

May is national Historic Preservation Awareness Month and in Gainesville and this is when the new *Legends and Lore* plaque recipients are acknowledged for their preservation efforts. Those acknowledgements take place in the

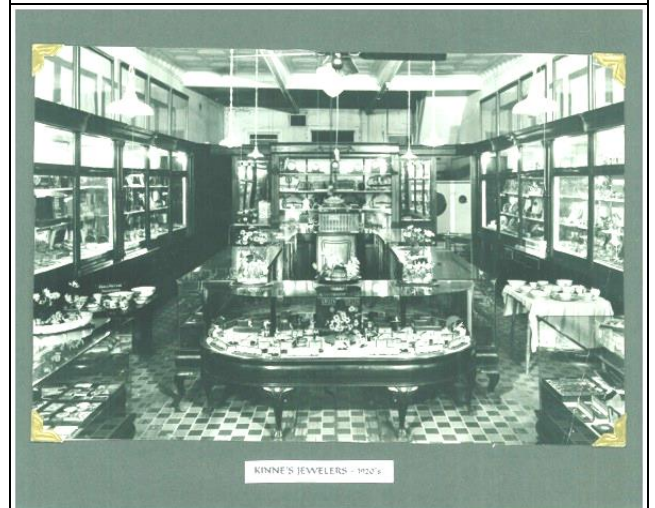
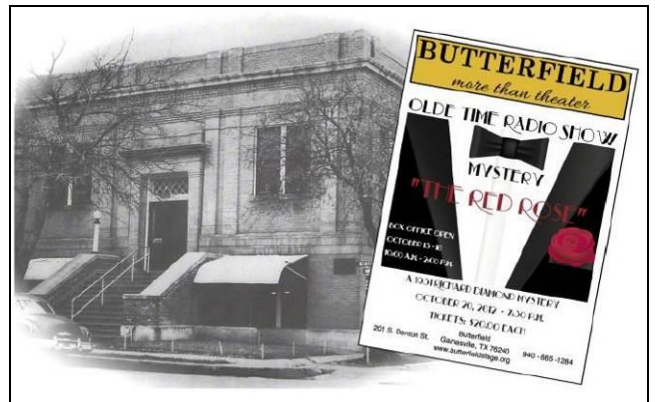
form of announcements in the newspaper, on the Chamber of Commerce website, and through informal ribbon cuttings that the public is invited to attend. This is just another way to utilize *Legends and Lore* for business promotion.

The *Legends and Lore* full-color brochure (see picture) is available to visitors and includes a walking map, brief synopsis about the historic buildings that have been awarded the plaques, interviews with building owners, and past and present thumbnail photos. The walking tour brings visitors to our city center where they can tour the historic buildings, shop in our specialty stores, and eat in downtown restaurants. For added convenience for our downtown patrons there are framed walking maps strategically placed around the downtown square.

“Kinne’s is one of three Texas jewelers listed in the Jewelers of America 100 Club (over 100 years old). The vault in the back of the store came from the First National Bank in Gainesville. During the Depression when some of the banks failed and others merged, William Kinne bought the vault. It was dragged down California Street to the store on a deadman which is similar to a pulley apparatus. Two mules named Red and Duke pulled it. The back of the store was built around the

walk-in vault, which can be seen today”— excerpt taken from an interview with owner, Gina Wiese Dill.

The Carnegie Public Library was constructed in 1914 and is located in Historic South Gainesville. After many years as a library the building was repurposed for use as the local community theater. Butterfield Stage Theater was named after the Butterfield Stage coach line that ran through Gainesville in the mid 1800’s. The theater is a nonprofit organization and has produced more than 1700 shows to date and continues to entertain the community in this historic building.



Two examples from the Legends and Lore brochure, including the Butterfield Theater in the historic Carnegie Library and the more than 100-years-old Kinne's Jewelers.

Each new year presents increasing business opportunities within our historic core. *Legends and Lore* will be an ongoing project to help recognize and promote these new merchants, preserve their history, and provide an interesting retrospective of our history to residents and visitors alike.

Thanks to Lynette Scruggs, Gainesville Main Street board member, for providing this article.

MAIN STREET AROUND THE STATE

Pittsburg

The Pittsburg commercial historic district consisting of 88 buildings and sites was added to the National Register of Historic Places this year and the plaque was unveiled on July 2 with an enthusiastic crowd of about 80 people. The National Register designation is the culmination of a year-long project in which the Texas Historical Commission joined with the Pittsburg Main Street Program and Camp County Historical Commission to inventory



Pictured left to right: Leslie Wolfenden, THC Historic Resources Survey Coordinator; Robert Peoples, President of the Northeast Texas Rural Heritage Museum and vice president of the Pittsburg-Camp County Chamber of Commerce; Mayor Shawn Kennington; and Clint Hardeman, Main Street Manager and City Manager. Photo courtesy of the East Texas Journal.

FOCUS ON MAIN STREET DESIGN...

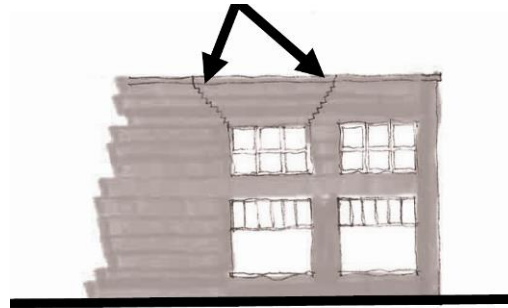
Uh-Oh, Cracks in the Wall!

While this *Main Street Matters* design article will make you aware of some basic issues related to masonry cracking, it is not intended to make you an expert in analyzing and prescribing structural design solutions. The Texas Main Street design staff, even with years of experience in dealing with masonry problems in Main Street buildings, will almost always recommend the services of a licensed structural engineer when a masonry cracking issue is encountered.

Simply stated, cracks in a masonry wall indicate movement. This movement may be “skin deep” meaning it is not caused by significant structural problems, or it may be quite serious, indicating a severe structural failure is imminent. Let’s have a look at three common Main Street crack types and their likely causes:

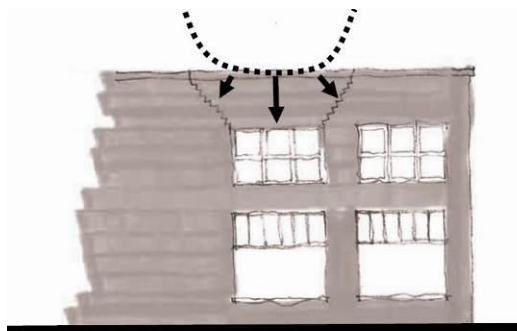
1. Stepped Cracking above Upper Floor Windows

Stepped pattern cracking rising from upper corners of window opening



This is probably the most frequently encountered type of cracking on a Main Street site visit. This situation usually indicates a structural weakness occurring in the span at the top of the window opening. As the weight of the masonry above the opening bears down vertically (as a result of gravity) the window opening must be designed to support the masonry and resist downward bowing or collapse.

Weight of wall above window opening is being “pulled” by gravity.



If the Structural element spanning the opening is faulty or inadequate, the masonry above the opening will begin the process of downward movement by cracking at the mortar joints.

and evaluate a large number of Pittsburg’s historical resources (see complete story in the January 2013 edition of *Main Street Matters*.)

Texarkana

With nearly half a million votes and an incredible outpouring of stories, viral videos and pleas on paint-whatmatters.com, 20 communities across the U.S. and Canada were selected for the 2013 Main Street Matters program sponsored by Benjamin Moore paints. Congratulations to Texarkana for being one of these top 20 communities! Winning cities will receive a package including exterior painting of downtown businesses along a two-three block stretch. Projects will begin this summer and continue through early 2014.

NEWS

New National Main Street President Comes to Texas

Texas Main Street gave a hearty Texas welcome to Patrice Frey, new president and CEO of the new

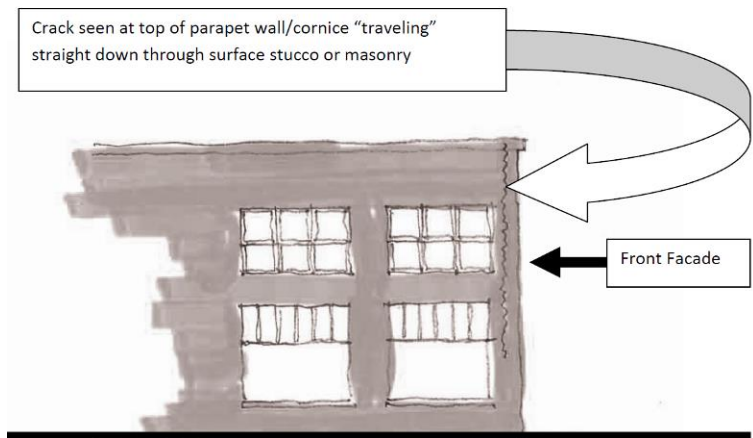


Texas Main Street managers welcome new National Main Street president. (left to right) Julie Glover (Denton), Patrice Frey (National Main Street president), Donna Dow (Denison), Chuck Dart (Ferris), Anita Williamson (Waxahachie), and Steve Dieterichs (Corsicana).

Possible resolution:

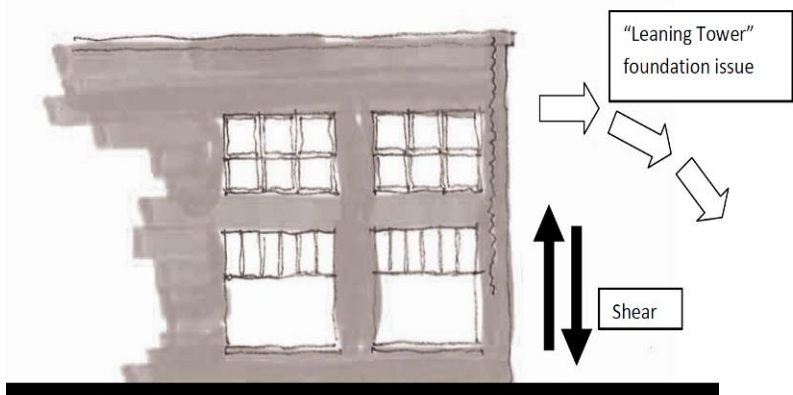
A structural engineer should be contacted. It may be that the movement is no longer active and the cracking has therefore become benign, but it is much more likely that the cracking is just the first step in a process that will lead to partial wall collapse. It may also be that the horizontal structural element above the window opening, known as the lintel, may need to be replaced and all of the masonry in the affected area will need to be rebuilt.

2. Vertical Cracking on the Side Wall near the Front Facade



This type of cracking is often seen during Main Street site visits. What’s happening here is that the front façade of the building is either “pulling” away from the rest of the building or it is rising and falling in a straight vertical line independently of the remainder of the building. This situation occurs because the front (and rear) facades are built somewhat independently of the side walls (party walls or firewalls) and roof structure. This independence results in a state where the front and back walls have a tendency to move differently than the side walls.

This type of cracking probably indicates a vertical movement known as **shear**. Shear can best be described as the opposing vertical forces (up and down) that eventually result in a tear or crack along the line of stress. This shearing is illustrated by the two opposing black arrows in this diagram.



The other explanation for such a crack is that the front façade is literally falling away from the rest of the building. This might be the case when an old building has had a new façade affixed to the front of the old façade without properly connecting the two. It might also be caused by an inadequate foundation (subsurface wall support) that leads to the “Leaning Tower of Pisa” effect. This is illustrated by the series of three arching arrows shown above.

National Main Street Center, Inc., which is now an independent subsidiary of the National Trust for Historic Preservation. On a “listening tour” across the U.S., she dropped in on some North Texas Main Street communities (Grapevine, Decatur, Denton and McKinney) at the invitation of the Texas Main Street Program state coordinator, Debra Farst.

EVENTS

If you would like one of your Main Street events posted here, email jill.robinson@thc.state.tx.us at least three weeks ahead of the month in which you want the posting.

Aug. 17, Amarillo

The 18th annual Center City Block Party is the largest regional music festival and the official end-of-summer party for Amarillo and the Texas Panhandle. The party includes four stages, 24 bands, and four city blocks. Weather permitting, more than 10,000 people will converge on downtown. Center City Amarillo (Amarillo’s Main Street Program) raises one third of its annual funding from this event. The party will take place from 4 p.m. to midnight. See www.centercity.org/cc

GRANTS

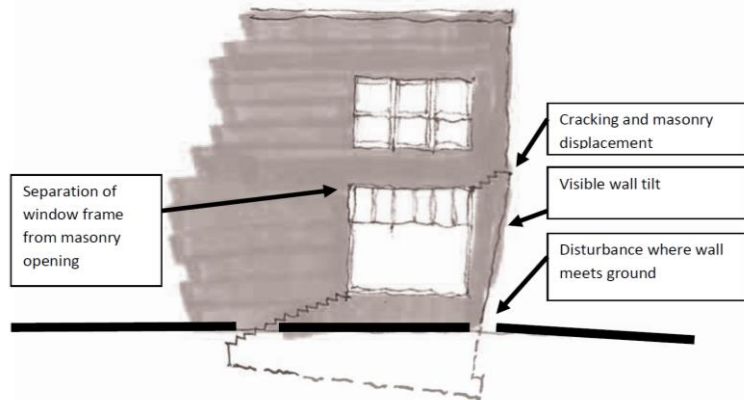
Plum Creek Foundation

Grants available for community-based nonprofits that work to improve the general welfare and quality of life in communities served by Plum Creek in Texas and elsewhere. Application deadline is **Oct. 31**. See www.plumcreek.com/CommunityInvolve-Ment/GrantApplication/tabid/161/Default.aspx

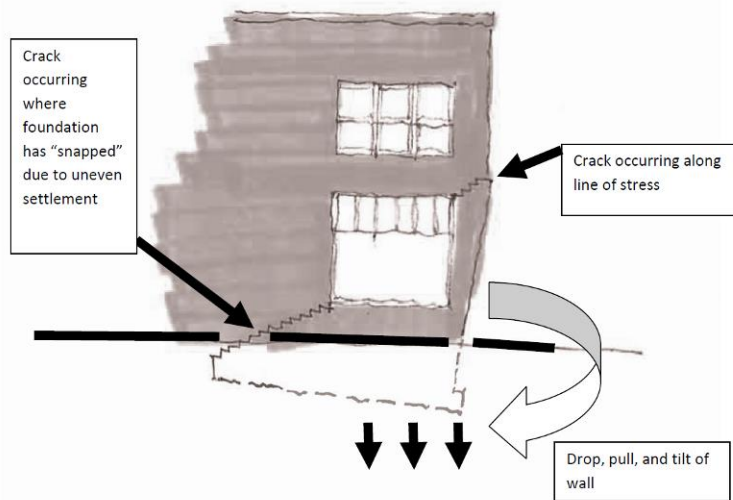
Possible resolution:

Shear or tilt may be the result of a very serious subsurface condition. A structural engineer should be contacted. The solution may involve the design and construction of a new foundation wall. This might involve a complex procedure known as **under-pinning** which requires the temporary support of the compromised wall while the old foundation is removed in preparation for the new foundation wall. It is also possible that the engineer will decide that new foundation work is unnecessary. It may just be that structural connections are required at certain vertical intervals that prevent the front wall from shearing or tilting.

3. Diagonal cracking on the Lower Side Wall at the Front or Rear Façade



The foundation wall under the corner has settled differently than the rest of the building. Factors that cause this condition include different soil conditions, removal of ground water, or the presence of tree roots that have undermined the foundation.



Possible resolution:

This is a very serious type of cracking because two contiguous structural walls are being compromised. A structural failure in this location would certainly result in a significant collapse of building material. When such a condition is observed, a structural engineer should be contacted without delay.

Rescuing Texas History Mini-Grants, 2013

The Portal to Texas History at the University of North Texas is accepting applications for its Rescuing Texas History Mini-Grant series. Each grant will provide up to \$1,000 of digitization services to libraries, archives, museums, historical societies, and other groups that house historical materials. All of the materials will be scanned at UNT libraries and hosted on the Portal to Texas History. Both newspapers and archival collections will be considered for digitization. Application deadline is **Aug. 15**. See www.library.unt.edu/call-submissions-portal-texas-history

The Texas Capital Fund (TCF) Main Street Improvement Grant

The TCF Main Street Improvement Grant through the Texas Department of Agriculture provides funds to expand or enhance public infrastructure in historic Main Street areas. The last application workshop will be held Aug. 9 from 9:30 a.m.-noon at the Former Students Building at 2509 Hendricks St., Gladewater, TX. For participation in this workshop through a webinar, see

<https://tdameetings.webex.com/tdameetings/onstage/g.php?d=749315656&t=a>

Event password: TCF

For Audio: Call-in toll-free number 877.926.9237

Attendee access code: 796 162 5


Registration for these workshops is not required, however, to assist the department in planning. Please provide a RSVP to Matthew Schmidt at 512.936.6613 or by e-mail,

Mathew.Schmidt@TexasAgriculture.gov

Application deadline is **Oct. 3**.

Conclusion:

These are just three of a huge list of issues having to do with masonry cracks and deterioration. In future Main Street Matters articles we will discuss a few of the more common masonry issues including manufacturing defects, installation defects, the effects of climate, the effect of airborne pollutants, the effects of airborne abrasives such as dirt and sand, the effect of impact (usually from the impact of attached elements), and the effects of fire. We will also have a closer look at specific types of masonry deterioration including rising damp, moisture penetration, spalling, crazing, mortar and adhesive deterioration, and buckling. Stay tuned!

Thanks to Howard Langner, Architect for the Texas Main Street Program, for providing this article. 

CONFERENCES/WORKSHOPS

Apply for Texas Historical Markers

Learn how to research and apply for an Official Texas Historical Marker. The THC Historical Markers program is hosting a free webinar Thurs., Aug. 8 from 2–3:30 p.m. It will provide an overview of historical research fundamentals and to walk participants through a sample marker application and narrative. The intended audience is potential marker applicants, as well as County Historical Commissions and other heritage organizations. Call 512.463.5853 to register or email history@thc.state.tx.us

Friends of the THC Development Seminar Series

Understanding How to Secure Financial Resources for Your Nonprofit, Aug. 20, 9 a.m. –4 p.m. Topics will include: best practices for donor communications, creating your fundraising toolkit, using technology to advance your mission, building unrestricted resources through annual fund campaigns, etc.

Grant Writing Workshop: Understanding Special Project Funding, Wed., Aug. 21, 9 a.m. – 4 p.m. Foundation, government, and corporate grants can provide generous support for an organization's special projects if you know how and where to solicit funding. This full-day seminar teaches participants how to identify prospective funding partners and write proposals. Location is Austin and fees are \$225/day or \$400 for both days. Registration deadline: Aug. 5. See www.thcfriends.org/development-series

Texas Downtown Association (TDA) Regional Roundtables

In order to provide networking and learning opportunities for its downtown partners across the state, TDA has scheduled and co-sponsored some regional events for downtown professionals and commercial district programs:

Ballinger—Thurs., Sept. 5

The Ballinger Area Chamber of Commerce and the Texas Forts Trail Region will focus on funding and project development. Phyllis Varnon from the Texas Depart-

ment of Agriculture will discuss their programs and John Dugan from the San Angelo Chamber of Commerce will share information on public/private partnerships and project development. Tours are also scheduled along with time for networking so that attendees can share ideas and strategies.

Marble Falls—Fri., Sept. 6

The Central Texas roundtable will focus on arts for economic development. Speakers include Jim Bob McMillan from the Texas Commission on the Arts, who will discuss the Cultural Districts Program. Representatives from Marble Falls' Sculpture on Main will share information about their program and lessons learned along the way and have a chance to tour the sculpture installations in downtown.

Denton—Fri., Oct. 4

The North Texas roundtable will focus on social media as a tool for downtown. Speakers include Ryan Thompson from Aria, who will give an overview of social media games. Sarah Page of Sarah T. Page Consulting, LLC and Veronica Maldonado from Denton CVB will offer a session on using Pinterest.

For more information and to register for a roundtable, see www.texasdowntown.org/regional-roundtable.html.

Interested in sponsoring a roundtable? Contact the TDA office for more information at 512.472.7832 or info@texasdowntown.org.

Reclaiming Vacant Properties Conference

The Center for Community Progress will hold its fifth national Reclaiming Vacant Properties conference in Philadelphia Sept. 9–11. The conference theme is Investing in the Future: Unlocking Hidden Values. Sessions and speakers will pay particular attention to the ways in which the nation's communities are recognizing and capitalizing on the value from their vacant and distressed properties in order to reduce costs, increase revenues, return equity to individuals, and create a stable foundation for future prosperity. See www.communityprogress.net/events-pages-32.php?id=345

AWARD NOMINATIONS First Lady's Texas Treasures Award

Since 2009, Texas First Lady Anita Perry, acting as honorary chair, has partnered with the THC to honor nine communities demonstrating a high level of creativity and ingenuity in recognizing and preserving their authentic Texas sense of place.

Former winners:
2013—Paris
2012—San Angelo
2011—Brownsville
2010—Nacogdoches, San Marcos, and Waxahachie; and
2009—Castroville, Georgetown, and Mount Vernon.

Help round out the top 10 by nominating the 2014 community by the August 30 deadline—information,

forms, and guidelines are available at: www.thc.state.tx.us/preserve/projects-and-programs/first-ladys-texas-treasures-award. Call April Garner, state coordinator of the Texas Heritage Tourism Program at 512.463.2630 with questions.

CALL FOR PROPOSALS National Main Streets Conference Call for Session Proposals

The 2014 National Main Streets Conference, May 18–21 in Detroit, Michigan, will celebrate, learn from and share ideas to help and empower those that make Main Street work—the theme of the conference is Works in Progress. The conference is looking for sessions, courses and workshops that: look at new ways to solve consistent problems; share experiences (good, bad and ugly) to help other main streets succeed; offer new perspectives on current trends; and show examples of the hard work done by managers, volunteers, and other stakeholders to revitalize their unique communities. Deadline for proposals is Sept. 16. See www.preservationnation.org/main-street/training/conference/2014-detroit/2014-content-development.html#.Ufa_Fago748

Calendar of Events

- **Oct. 29–Nov. 2, 2013, Indianapolis, Indiana**
The National Preservation Conference will be held with the theme of Preservation at the Crossroads, see www.preservationnation.org/resources/training/npc/
 - **Nov. 5–8, 2013, Bastrop**
Texas Downtown Development and Revitalization Conference (annual conference of the Texas Downtown Association/Texas Main Street Program), see www.texasdowntown.org
 - **May 18–21, 2014, Detroit, MI**
National Main Street Conference, theme: Works in Progress
-

Websites of Interest

Advisory Council on Historic Preservation: www.achp.gov
African American Heritage Preservation Foundation: www.aahpfdn.org
(The) Alliance for Historic Landscape Preservation: www.ahlp.org
(The) American Institute of Architects: www.aia.org
American Planning Association: www.planning.org
American Society of Landscape Architects: www.asla.org
(The) Cultural Landscape Foundation: www.tclf.org
(The) Handbook of Texas Online: www.tshaonline.org/handbook/online
Keep Texas Beautiful: www.ktb.org
League of Historic American Theatres: www.lhat.org
National Main Street Center: www.preservationnation.org/main-street
National Park Service: www.nps.gov
National Trust for Historic Preservation: www.preservationnation.org
Partners for Sacred Places: www.sacredplaces.org
Preservation Easement Trust: www.preservationeasement.org
PreservationDirectory.com: www.preservationdirectory.com
Preservation Texas: www.preservationtexas.org
Project for Public Spaces: www.pps.org
Rails-to-Trails Conservancy: www.railstotrails.org
Scenic America: www.scenic.org
Texas Department of Agriculture: www.TexasAgriculture.gov
Texas Commission on the Arts: www.arts.state.tx.us
Texas Downtown Association: www.texasdowntown.org
Texas Folklife Resources: www.texasfolklife.org
Texas Historical Commission: www.thc.state.tx.us
Texas Parks and Wildlife Department: www.tpwd.state.tx.us
Texas Rural Leadership Program: www.trlp.org
Texas State Preservation Board: www.tspb.state.tx.us
Urban Land Institute: www.uli.org

Texas Main Street Program
Texas Historical Commission
P. O. Box 12276
Austin, TX 78711-2276, 512.463.6092, Fax 512.463.5862



TEXAS HISTORICAL COMMISSION
real places telling real stories