



# Main Street Matters!

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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## SPOTLIGHT ON SEGUIN

*Written by Kyle Kramm, Main Street Manager, Seguin Main Street Program, Population approx. 26,660*

The slip covers are coming down and the sold signs are going up in downtown Seguin. It is an exciting time for the Seguin Main Street Program and all of Seguin as we enter a period of unprecedented growth and development.

Seguin, a community of over 26,000, was an original pilot Main Street community when the Texas Main Street Program began in 1981. After being in the program for a few years, Seguin left the program for about a decade and then reentered in 1997. Seguin has been active in the program ever since and is looking forward to celebrating its 20th anniversary next year.

In the 19 years since reentering the program, a large number of public projects have been accomplished. Projects including burying the overhead electric, bringing the Central Park fountain back to life, multiple Texas Capital Fund grants for sidewalks, and rebuilding



(Left) Located on the north lawn of the Guadalupe County Courthouse is one of Seguin's road side attractions. The "World's Largest Pecan" sculpture was erected in 1962 and is five feet long, 2.5 feet wide, and weighs approximately 1000 pounds. (Right) Seguin was named after Texas Revolutionary Hero, Juan Seguin. A statue honoring the town namesake can be found in Central Park

our little "River Walk." Many of these projects would not have been possible without the support of the citizens of Seguin who approved Destination Seguin Bonds to ensure that downtown would be a location for both citizens and visitors.

In November 2013, voters again approved additional bonds that brought development near the downtown area. A brand new library that is three times the size of the current library is now under construction at the edge of our

historic district.

Seguin is fortunate to be the county seat for Guadalupe County, and the county has been an excellent partner for downtown, reinvesting almost \$20 million in historic property rehabilitations within the last five years. This includes a parking garage offering all-day free parking, rehabbing a three-story furniture store into a state of the art justice center, and over \$5 million in restoring the art-deco Guadalupe County Courthouse.

Following these public investments, the private sector began making significant investments in downtown Seguin. One of the most recent and perhaps largest reinvestment is the Park Plaza Hotel Seguin, which re-opened in December 2015.

Built in 1917, the four-story structure served as a welcoming hotel for visitors to the community until the 1940s. The building accomodated many uses over its almost century of existence, from the hospital, to dorms and apartments for Texas Lutheran University, and finally converted to office space in 1980.

The new owner, Jenny Savage, purchased the building in 2013 and began working on plans for rehabilitating the building into a boutique antique hotel with modern amenities. Savage has a long background in the hospitality industry, and she decided she wanted to try a new venture and tackle a historic project. Savage chose Seguin and the Park Plaza due to the community's diverse economy and the investments made in the downtown area.

On December 2, 2015 the hotel opened with a large party for the entire community. The hotel features 31 rooms, two bars, and the Chop House restaurant. Just in the short three months of the hotel being open, you can already see the impact the hotel is having on downtown. Before the hotel, downtown would empty around 6 p.m., but now there is life in downtown, even at night. Our downtown merchants are seeing new shoppers who are staying at the hotel and falling in love with Seguin. This last year saw several individuals



WALNUT SPRINGS SITE CONCEPTUAL DESIGN



A large number of projects have been taking place in Seguin. (Top) The Central Park Fountain was refurbished thanks to the Desitnation Seguin Bonds; (middle) a brand new library is undergoing construction; and (bottom) the Park Plaza Hotel Seguin was restored into a beautiful boutique antique hotel.

and businesses reinvesting in downtown. You're So Crafty, a local craft store, expanded from a small 900 square foot building into a 3,000 square foot space. A new convenience store, antique store, insurance agent, cupcake bakery, and more all opened in downtown over the last year. Additionally, over 10 buildings sold because many buyers see downtown Seguin as a prime market for investment.

There is a sense of excitement among community members as they watched several slipcovers be removed and original historic elements became exposed. The Starcke Sleep Shop's slipcover was removed in the summer of 2015 exposing the original wooden windows and transoms. The building is receiving a complete overhaul that when completed will create nearly 9,000 square feet of white box retail space, answering one of our largest problems of having limited space ready for new businesses looking to locate in downtown Seguin.

Not only did new businesses and investors come downtown after the public reinvestment, but so did the community events. Seguin Main Street hosted our Trade Days in downtown for 16 years, and several organizations held events in downtown for decades. As downtown continues to become revitalized, more organizations are looking to host events in our Central Park located in the heart of downtown.

Our annual signature event, Pecan Fest, continues to grow and attract larger crowds every year. It is all about celebrating the nut that



Another big renovation project is Starcke's Sleep Shop (top left). (Top right) The slipcover was removed in 2015 exposing original windows. (Middle and bottom) The TMSP Design Staff was contacted, and a design report was submitted with various recommendations. After completion, there will be 9,000 square feet available for white box retail space.

made Seguin famous. Our largest event however is our Fourth of July celebration that includes Freedom Fiesta, a patriotic concert, fireworks, and the Biggest Small-Town Fourth of July Parade that attracts over

10,000 spectators.

This recent surge in activity would not have happened if the tools had not been put into place over the last 19 years. From a variety

of incentives for both business and property owners, to our preservation ordinance, and becoming a Certified Local Government, all have been important tools for the reinvestment occurring in downtown Seguin.

As we prepare to enter our third decade as a Main Street community, we realize that we as a community have accomplished a lot for downtown Seguin. However, we still have a lot of work ahead of us to reach the revitalized downtown that we envision. Issues of second story vacancies, no public restrooms, bicycle facilities, and more are all areas that the Seguin Main Street Program will be looking to address in the coming years with the support of the community.

## THE DANGERS OF STUCCO REMOVAL FROM A BRICK FAÇADE

*Article written by Sarah Blankenship, Project Design Assistant, Texas Main Street Program*

On a site visit to Brownsville last week, there was a good example

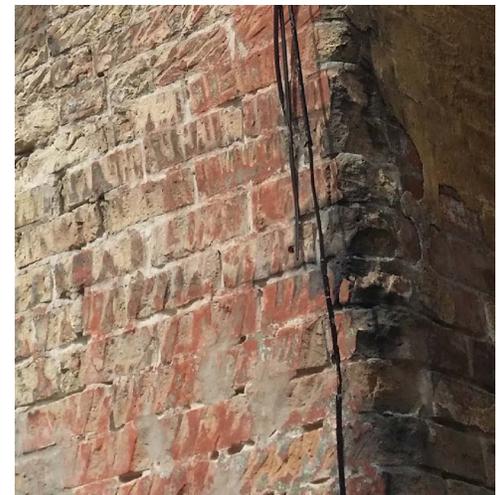
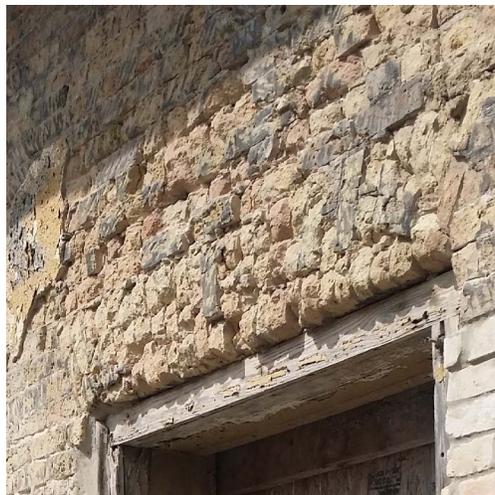


Due to the many changes in Seguin, more visitors have made their way downtown for local events. The annual Pecan Fest continues to grow and attract larger crowds each year.

of why it does not always work to remove the stucco from a building. In the left image below, the remaining stucco can still be seen. As preservationists, the opportunity to bring back the former glory of a building that has been hidden is exciting. From this vantage point, removing the stucco reveals the original brick colors, mortar, pattern, and the detailing on the cornice line. It certainly

brings more depth and visual interest to the building.

However, there is a problem. Taking a closer look at the façade reveals severely damaged brick. On the bottom middle, the face front of the brick has been ripped off with the stucco. On the bottom right, lines can be seen where the brick was purposefully damaged/hammered to create grooves to attach the stucco.



Removing slipcovers from buildings can be challenging. (Left) All parts of the stucco slipcover may not be removable. (Middle) In some cases, the face front of the brick can be ripped off along with the stucco. (Right) Lines are visible where the brick was purposefully damaged to create grooves so the stucco could attach.



(Left) Building owners sometimes choose to paint or seal their brick which can create potential problems in the future. It is very important to treat the problems before painting or sealing. (Right) Defects of damaged brick.

What is the problem with both these conditions? Most visibly, the aesthetics are diminished, but more importantly, this building is now more susceptible to deterioration. Made of clay, shale, and local additives, bricks are fired in a kiln to create a strong durable material. The exterior is the strongest and hardest part. When the exterior surface of the brick is removed, it exposes the softer interior of the brick, and this brick is much more susceptible to deterioration by weather. If left in this condition, the front façade will gradually crumble off.

So what do you do? Most likely, the best option is to simply reapply the stucco. While this may be a disappointing thought, consider that a stucco surface may have been the original design intention and the most appropriate to the building. Stucco, also referred to as plaster and render, has been used since ancient

times as a finished surface. An NPS Preservation Brief explains how Andrew Jackson Downing created influential pattern books in the 1850s. He advocated the use of stucco because in his opinion, stucco was superior in many respects to plain brick or stone because it was cheaper, warmer, dryer, and could be “agreeably” tinted.

Some buildings have chosen to paint or seal the brick, leaving the defects of the damaged brick visible. Paint creates the potential to trap water and cause further problems, so prep work to remove efflorescence, mildew, mold, moss, and possible entry points for water needs to be considered prior to adding another problem.

Many Main Street cities have decided to look into stucco removal to reveal the original historic brick

façade. Prior to any removal, historic photographs must be utilized to determine if the original material was actually exposed brick. If it was brick, then investigate several small test areas to see how easily the stucco comes off. Multiple test areas are suggested because underlying surfaces may not have the same conditions. Test how easily the stucco can be removed. If the stucco pulls the face of the brick off, stop immediately. If the brick is damaged underneath, stop and leave/repair the stucco. If the stucco comes off without any problems and the brick underneath is undamaged, then continue with removal.

Should any Texas Main Street have a question about stucco removal, the Design Team is available for consultation.

## MAIN STREET EVENTS

### CANTON

**Recycled Art Outdoor Contest  
& Free Outdoor Movie**  
Saturday, April 23, 2016  
Contest starts at 4 p.m. and  
movie starts at 8:30 p.m.

A Recycled Art Contest will be held in observance of Earth Day. Free outdoor movie, “Wall-E,” will be showing in the evening.

### CARTHAGE

**Piney Woods Quilt Festival**  
Carthage Civic Center  
Friday, April 15, 2016—  
Saturday, April 16, 2016

The event features a select group of vendors exhibiting new tools, fabrics, and products. There will also be a “Country Store” with quilted crafts, small quilts, and a potpourri of patterns, blocks, books, and other “no longer loved” items donated from the quilters’ collections. The festival is a judged show, enlisting certified professional judges to rank the top quality quilts for prizes and ribbons. Awards also recognize the “Best in Show” and “Viewers Choice.” See [website](#) for more information and full schedule.

**Mommy and Me Quilt and Tea  
Party**  
Carthage Civic Center  
Saturday, April 16, 2016  
Doors open at 9:30 a.m.

There will be table tea service, finger foods, a fun photo booth,

etiquette time, and a quilt talk. There will also be a hat contest with prizes for most beautiful, most original, most fun, silliest, and biggest hat.

### CUERO

**Market on Main**  
Saturday, April 23, 2016  
11 a.m.–7 p.m.

There will be an artisan and antique market, biergarten, live music, farmers market, and food truck eatery. People can contact us at [mainstreet@cityofcuero.com](mailto:mainstreet@cityofcuero.com)

### ELGIN

**April Music in the Park**  
Friday, April 1, 2016  
Friday, April 8, 2016  
Friday, April 15, 2016  
Friday, April 22, 2016  
Friday, April 29, 2016  
8 p.m.

Every Friday night in April, enjoy live music in downtown Veterans Memorial Park. Bring your own picnic or enjoy dinner specials at downtown restaurants. Local and Austin area bands will perform.

**Elgin Art Studio Tour**  
Saturday, April 30, 2016  
10 a.m.–5 p.m.

Meet the artists and see the technical skill behind their work in action during the 2016 Elgin Art Studio Tour. View metalsmithing, hand-painted ceramic tiles, fiber art, watercolor painting, jewelry making, and more. Multiple studios with dozens of artists will be open to the public. In addition to art studios, artists will be demonstrating their

work at a variety of businesses in the downtown district, the Lone Star Car Club will have a cruise-in at the Depot Museum, and live music will be on tap throughout the day.

### ENNIS

**Bluebonnet Trails Festival**  
Friday, April 15—Sunday, April  
17, 2016

Enjoy three days of arts and crafts, bluebonnet souvenirs, children’s activities, exciting live music, and scenic country rides taking in all the beautiful wildflowers with our free bluebonnet trails map. See [website](#) for a full schedule of events.

### GEORGETOWN

**Red Poppy Festival**  
Friday, April 22—Sunday, April  
24, 2016

A Georgetown and Central Texas tradition, the Red Poppy Festival is a time to enjoy family and friends, music, food, and fun. Come early and stay late. Family-friendly entertainment doesn’t get any better than this! Visit [website](#) to get full schedule of events.

### HILLSBORO

**Hillsboro Heritage Day**  
Saturday, April 23, 2016  
9 a.m.

See presentations and reenactments of historical people, places, and moments from Hillsboro’s history dating back to 1853. Video documentaries, produced by Main Street, will be presented on famous individuals with Hillsboro roots. We will also be celebrating cultures that presently exist in our community

through traditional foods, crafts, and presentations.

**3rd Saturday Downtown Flea Market & Sidewalk Sale**  
**Saturday, April 16, 2016**  
**9 a.m.–1 p.m.**

Vendors and downtown merchants will be setup along E. Elm, E. Franklin, and N. Waco streets selling antiques, food, crafts, art, and a variety of other merchandise.

**KINGSVILLE**

**Palmer Drug Abuse Program Drug-Free Walk**  
**Saturday, April 23, 2016**  
**11 a.m.**

The walk starts on the courthouse steps. There will be free barbeque, entertainment, and children's games. For more information, see [website](#).

**LUFKIN**

**Annual Hoedown Festival**  
**Saturday, April 16, 2016**  
**10 a.m.–4 p.m.**

Arts and craft vendors line the streets with a variety of food vendors, children's activities, and all-day entertainment on two stages. Our hoedown is a fun event for the entire family.

**ROCKWALL**

**Celebrate Downtown Rockwall!**  
**Saturday, April 16, 2016**  
**12–9 p.m.**

This is a grand reopening/end of construction party! The \$8.6 million downtown renovation has finally

ended, and we are throwing a party to thank our community for their support throughout the 2 ½-year project. Experience the parade, carousel, historical walking tours, historic courthouse tours, live music, puppet theater, food trucks, car show, art, farmers market, and more! Inside Out Band performs from 7 p.m. to 9 p.m! Free admission, cooler friendly event. More information see [Facebook](#) page.

**SAN MARCOS**

**Wine and Art Walk, My Radio Festival & Heritage Home Tour**  
**Friday, April 29, 2016—Sunday, May 1, 2016**

A weekend full of events, our full schedule is available [online](#), and you can purchase tickets for all three events.

The Art Walk starts at the Hays County Historic Courthouse lawn, where you will pick up your commemorative wine glass, map, and more before visiting

downtown shops.

The Home Tour features homes creatively integrated with ecologically sound, resource-preserving elements, all presented with beauty, grace, and style.

My Radio Festival, or MR Fest, has become a platform for local and regional artists to showcase their talent in a live and exciting atmosphere.

**SEGUIN**

**Earth Day Celebration and Trade Days**  
**Saturday, April 30, 2016**  
**10 a.m.–4 p.m.**

In Central Park, visit over 20 environmental booths and shop at over 80 vendors.

**MAIN STREET VOLUNTEERS**



Taylor Main Street and the Chamber of Commerce hosted a well-attended Mix and Mingle downtown last month.

## MARK YOUR CALENDARS!

### FIRST LADY TOURS BROWNSVILLE, CORPUS CHRISTI AND SHERMAN

We hope you can join us for First Lady Cecilia Abbott's tours in our new 2016 cities: Brownsville, Corpus Christi, and Sherman. A notification will go out over the list serv with a schedule at a later date. We would love to see you there!

**Sherman** May 4, 2016 - 1 p.m.  
Ceremony outside Grayson County Courthouse. Reception following at: Old Iron Post, 101 N Travis St.

**Brownsville** May 6, 2016 - 2:30 p.m. Ceremony and reception at: Cueto Building, 1301 E. Madison St.

**Corpus Christi** May 6, 2016 - 11 a.m. Ceremony: 200 block of N. Chaparral St. Reception: Education



Texas First Lady Cecilia Abbott

## Websites of Interest

Advisory Council on Historic Preservation: [www.achp.gov](http://www.achp.gov)

African American Heritage Preservation Foundation: [www.aahpfdn.org](http://www.aahpfdn.org)

(The) Alliance for Historic Landscape Preservation: [www.ahlp.org](http://www.ahlp.org)

(The) American Institute of Architects: [www.aia.org](http://www.aia.org)

American Planning Association: [www.planning.org](http://www.planning.org)

American Society of Landscape Architects: [www.asla.org](http://www.asla.org)

(The) Cultural Landscape Foundation: [www.tclf.org](http://www.tclf.org)

(The) Handbook of Texas Online: [www.tshaonline.org/handbook/online](http://www.tshaonline.org/handbook/online)

Keep Texas Beautiful: [www.ktb.org](http://www.ktb.org)

League of Historic American Theatres: [www.lhat.org](http://www.lhat.org)

National Main Street Center: [www.preservationnation.org/main-street](http://www.preservationnation.org/main-street)

National Park Service: [www.nps.gov](http://www.nps.gov)

National Trust for Historic Preservation: [www.preservationnation.org](http://www.preservationnation.org)

Partners for Sacred Places: [www.sacredplaces.org](http://www.sacredplaces.org)

Preservation Easement Trust: [www.preservationeasement.org](http://www.preservationeasement.org)

PreservationDirectory.com: [www.preservationdirectory.com](http://www.preservationdirectory.com)

Preservation Texas: [www.preservationtexas.org](http://www.preservationtexas.org)

Project for Public Spaces: [www.pps.org](http://www.pps.org)

Rails-to-Trails Conservancy: [www.railstotrails.org](http://www.railstotrails.org)

Scenic America: [www.scenic.org](http://www.scenic.org)

Texas Department of Agriculture: [www.TexasAgriculture.gov](http://www.TexasAgriculture.gov)

Texas Commission on the Arts: [www.arts.state.tx.us](http://www.arts.state.tx.us)

Texas Downtown Association: [www.texasdowntown.org](http://www.texasdowntown.org)

Texas Folklife Resources: [www.texasfolklife.org](http://www.texasfolklife.org)

Texas Historical Commission: [www.thc.state.tx.us](http://www.thc.state.tx.us)

Texas Parks and Wildlife Department: [www.tpwd.state.tx.us](http://www.tpwd.state.tx.us)

Texas Rural Leadership Program: [www.trlp.org](http://www.trlp.org)

Texas State Preservation Board: [www.tspb.state.tx.us](http://www.tspb.state.tx.us)

Urban Land Institute: [www.uli.org](http://www.uli.org)

Texas Historical Commission  
P.O. Box 12276  
Austin, TX 78711-2276  
512.463.6100  
fax 512.475.4872  
[thc@thc.state.tx.us](mailto:thc@thc.state.tx.us)



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