



Main Street! Matters

A MONTHLY PUBLICATION OF THE TEXAS MAIN STREET PROGRAM

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

Spotlight on Kilgore

(Population approx. 13,000)

Exploiting Your Resources

During the last few years, the Kilgore Main Street program has learned to, and excelled at, finding unique ways to build the program and utilize existing resources.

Downtown Kilgore is fortunate to have many icons that brand the district, and this helps with our promotion. When asked what their favorite part of downtown is, visitors list at least one (if not all) of our icons: the oil derricks (The World's Richest Acre), the Crim Theater and the Texan Theater, the shops, the historic architecture, the



Downtown during the balloon festival—businesses stay busy.



Downtown Kilgore icons: the Texan Theater (left), oil derricks (middle), and the Crim Theater (right).

murals, and the improved streetscape.

Events are a favorite for locals and visitors to Kilgore—not only because they provide something to do, but they also showcase our downtown. Many visitors have commented that there is “always something happening in Kilgore.” Kilgore Main Street tries to take it one step further and create special and distinct events partnered with with a catchy phrase.

For example, the fright-house fundraiser in the abandoned theaters was called “Crim Theaterror”—and the “Crim Reaper” greeted the guests. The new annual art event happened to

take place on Van Gogh’s birthday; because Kilgore is the official City of Stars and Van Gogh is famous for “Starry Night,” it was called “KilGogh.”

Another unique event in Kilgore is SAFFE DAY, which stands for Special Abilities Family Fun Event. This event is planned and hosted by the Kilgore Fire Department and supported by Main Street. SAFFE DAY has become one of our largest annual downtown events.

As the Kilgore Main Street Program has started supporting all the different groups who host events downtown, it has gained an innumerable amount of resources. Combined with constant positive

Tip—One of the best ways to figure out what people like about your downtown is to Google it and see what pictures are posted online.

promotion of downtown and visual changes to downtown (e.g. streetscape enhancements and façade improvements), Main Street has continued to receive new ideas, offers of help, and interest from businesses that want to be a part of our downtown.

Remember—The Main Street Program does not have to put on EVERY event that happens in downtown. The key is to be a part of the planning process for every event.

The following is an example of the power of using resources. In May 2012, the *Kilgore News Herald* asked the City Council for \$3,000 to put electricity into the derelict Texan Theatre so they could host a candidate forum. The Texan Theatre and Crim Theatre are across the street from each other, and both have been in deplorable condition, having been unused in decades. City Council granted the money and permission to use the Texan. This provided a wonderful opportunity for the Main Street program to celebrate Preservation Month by opening both theaters to the public and requesting their input on what they would like to see happen with the theaters. This event was a success and interest in the theaters peaked.

Late September 2012 is when the Main Street program decided to create the “Crim Theaterror” fright house. Most of the supplies and decorations were donated—eight rooms were built and a 30-by-40-foot maze in the 10,000 square-foot building. Resources and help came from everywhere: the city allowed Main Street to use the building;

trustees cleaned out all the items that had been stored in the building for years; the local trash service provided dumpsters; and, local businesses supplied materials and sponsorships. The fire marshal came up with a safety plan so the building could be occupied; fire extinguishers were donated; the fire department built the walls and maze and citizens provided decorations. The newspaper advertised and built a website (www.theaterror.com) for the event, and students and citizens volunteered to work it. In just two weeks the fright-house was built and operational. The fright-house was open nine nights, cost \$10 per person, and raised \$18,000. It took 974 volunteer hours in construction, 1,713 volunteer hours for operation, and 84 volunteer hours to clean-up after the event—a total of 2,471 volunteer hours valuing at more than \$61,000 in volunteer time.

Following the success of the fright-house, the Main Street program decided to use the leftover construction materials to create a winter wonderland for the Christmas season and to continue to raise money to renovate the theater. “Carols in the Crim” was completely funded by sponsorships, took 278 hours to create, 316 hours to operate, and 38 hours to clean-up (732 total hours valuing at more than \$16,000 in volunteer time). This event brought the total to \$20,000 raised for the Crim Theatre renovation.

Through these events, excitement began to rise in the community and other groups began to ask if they could use the theaters for their events. The Texan Theatre was used to host a neon-light party for the Kilgore Youth Advisory Council to raise funds, and then again for a private party. Contractors and architects began to



The “Crim Reaper” at the Crim Theaterror event (top). The theaterror under construction (bottom).

call asking for tours of the theaters and wondering when construction would begin.

As a result of the exposure through these events, in February 2013 the city was approached by two parties wishing to purchase the theaters and renovate both of them. The Main Street program had not put out a request for proposal or advertised at all. In May 2013, exactly one year after the theaters were opened for events, the city signed a five-year lease-purchase agreement and construction has begun on both theaters. The Main Street Program and the city continue to support the work on the theaters. Without the support of the community and utilizing



2012 Aerial Image of empty lot, previous location of Maness Furniture Building



Photos at location for clothing store advertisements.

every resource possible, it would not have been feasible to complete what was accomplished in one year.

Another example of utilizing resources is a location downtown (the former Maness Furniture building) that unexpectedly became a destination as a result of extreme fire and water damage. This now cleaned-up empty lot has become an opportunity. Today, it is one of the top places downtown for special photos—especially for business advertisements, prom pictures, and graduation photos.

Main Street organizations can sometimes feel like they are all alone trying to do a huge job. It is important to remember the many resources available such as email listservs, the Texas Historical Commission, the Texas Downtown Association, the National Main Street Center, and other Main Street organizations. But there are also many local resources if we just look “outside the box.”

Finally, we strive to remember to bring it all back to the beginning. Like most Main Street

organizations, there is a work plan. At the end of Kilgore Main Street’s work plan, there are four tables which set mini-goals: one each for Organization (i.e. what the Main Street Manager goals are), Promotion, Design, and Economic Restructuring. Every day, Main Street works towards those goals set by the board, and every day that work plan changes. Sometimes a goal is met and checked off, but sometimes it is important to note that a goal set at a retreat last January may no longer be relevant. Our work plan is constantly evolving and changing with our program—it’s not set in stone. Using the National Main Street Four Point Approach™ is vital for Kilgore’s Main Street program. Combining that approach with local, state, and national resources enables Main Street to continually develop and grow downtown and move forward in a positive direction.

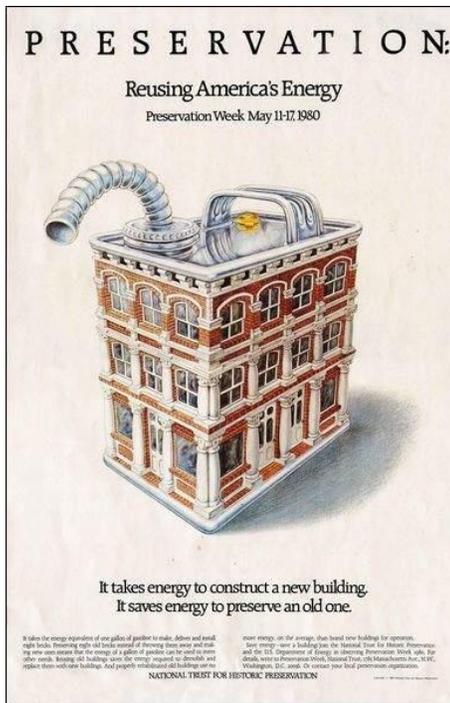


The City of Kilgore became the official “City of Stars” on Oct. 28, 2003. The downtown oil derricks, “World’s Richest Acre,” highlight Kilgore’s vast oil heritage and are a downtown icon and holiday destination.

Thanks to Clara Chaffin, Kilgore Main Street Manager, for providing this article.

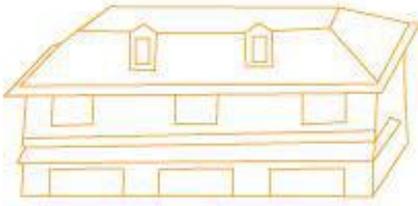
**Registration is open for the Texas
Downtown and Revitalization
Conference, Nov. 5–8 in Bastrop, see
www.texasdowntown.org**

FOCUS ON MAIN STREET DESIGN Sustainability and Historic Preservation, Part 1...



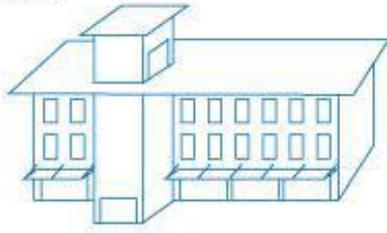
National Trust for Historic Preservation, 1980 Preservation Week Poster: It takes energy to construct a new building. It saves energy to preserve an old one.

Today, the word “sustainability” has everyone’s attention. From recycling, to hybrid cars, to energy-efficient “green building,” it is a topic that is at the forefront of the nation’s consciousness. So what is sustainability and how does it relate to the historic buildings in your downtown? Sustainability is defined as “Development that meets the needs of the present without compromising the ability of future generations to meet their own needs” from the World Commission on Environment and Development’s report, *Our Common Future* (Oxford: Oxford University Press, 1987—also known as the Brundtland report). It can be said that being sustainable is to be a good steward.



Rehabilitated & retrofitted mixed-use building

Embodied energy of existing materials production, transport, & assembly



Newly constructed mixed-use building

42–80 years to overcome negative environmental impact of construction

buildings will be replaced between 2000–2030, so many buildings being built today won't even last 40 years.

Calculating mathematically, assuming a typical downtown building is 25' wide and 100-140' deep—if a single small building like this is sent to a landfill, the entire positive environmental impact from the last 1.3 million aluminum cans that were recycled is wiped away. This same building is roughly equal to the amount of energy embodied in 3,900 gallons of gasoline—enough to keep the average American driving for more than eight years. One can figure the embodied energy, demolition energy, compare embodied energy to gallons of gas, and even do a complete teardown calculation for a specific building at www.thegreenestbuilding.org/

Studies by the Energy Research and Development Administration show that the buildings with the poorest energy efficiency are actually those built between 1940 and 1975. According to the quadrennial study of buildings in the U.S. by the

Many think that “green building” and “sustainability” are synonymous. This is not the case. Green buildings are a part of, but are in no way the only portion of, the wider sustainability movement. Sustainability includes green building concepts, but within a broader context. At the most basic level, when a new building is constructed, energy is used and when an old building is preserved, energy is saved. As noted by Donovan Rypkema, principal of Place Economics (a private sector firm with extensive experience in the measurement of the economic impacts of historic preservation), “it has been estimated that the energy consumed in the construction of a building is 15–30 times the annual energy use of that building.” A newly constructed mixed-use building takes approximately 42–80 years to overcome the negative environmental impact of its construction.

In addition, the materials in a new building are usually more consumptive of energy than the materials used in historic buildings. Brick, plaster, concrete, and timber used in historic buildings consume less energy, as they are non-toxic, durable materials with long life cycles that are able to be repaired and reused and that were often

locally produced and assembled. On the other hand, most new buildings are constructed from the most energy-consuming materials, such as plastic, steel, vinyl, and aluminum. For example, vinyl is toxic to produce and dispose of, has a short life span, is impossible to repair, and once mass produced it must be transported long distances.

Embodied energy is the term for the total energy expended in the creation of a building and its materials and parts. When a historic building is torn down and thrown away, all of the energy put into the creation of that building is thrown away and lost forever. Embodied energy savings increase dramatically once a building's life stretches over 50 years. If a building is more than 100 years old, 25 percent more energy can be used every single year after that and still have less lifetime energy use that a building that lasts only 40 years. The Environmental Protection Agency has projected that 27percent of all existing



Graphic from the Education for Sustainable Development, University of Ljubljana.

Department of Energy (CBECS), buildings built before 1960 use less energy per square foot, on average, than buildings built since then. A Department of Energy study shows commercial buildings built prior to 1920 are as energy efficient as most buildings constructed after 2000. Before implementing any energy conservation measures to enhance the sustainability of a historic building, the existing energy-efficient characteristics of the building should be assessed. In the November Design Topic, these existing characteristics will be discussed, followed by the December Design topic on ways to conserve energy in historic buildings. Be sure to attend the session Energy Efficiency and Historic Preservation at this year's Texas Downtown Association Conference November 5–8, 2013 in Bastrop.

Thanks to Audrey Holt, Project Design Assistant for the Texas Main Street Program, for providing this article.

TEXAS HISTORICAL COMMISSION TURNS 60

On Nov. 17, 2013, the Texas Historical Commission turns 60! For a couple months leading up to that momentous occasion, we'll be sharing milestones, historical photos, and reminiscences each day as part of our "60 Years in 60 Days" campaign. Follow along on Facebook or Twitter. #THC60th

MAIN STREET AROUND THE STATE

Amarillo

Center City dedicated the new Amarillo National Bank sign on Polk Street as part of the 2013 Block Party. The sign pays homage to the Paramount sign and has become a new landmark.



The new neon Amarillo National Bank sign in downtown has already become a new landmark.

Bastrop

On August 27, the City Council designated part of the Bastrop Main Street Program (BMSP) area as a Culinary District. There are 18 restaurants and 11 food-related businesses in the district. Designation allows BMSP to support that industry with surveys, training, marketing, and events. The program will be building ways to do that immediately and during the next five years.

Farmersville

There was a reception held at Austin's Cleaners in August to celebrate the completion of Clara and Austin Hill's façade renovation in downtown Farmersville. Main Street provided display boards showing historic photos of the building and the process of work completed. More than 100 attended.

Kingsville



Harrel's Pharmacy in downtown Kingsville receives Texas Treasure Business Award

Main Street business Harrel's Pharmacy, the city's oldest business and a downtown fixture, was awarded the Texas Treasure Business Award by the Texas Historical Commission. Harrel's Pharmacy was nominated for the award by Rep. J.M. Lozano. The award was formally presented by Terry Colley, deputy director of Texas Historical Commission, on Sept. 5th. Harrel's Pharmacy was established in 1916 has been in the same family for three generations.

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.

Oct. 5, Rockwall

Each fall, downtown Rockwall is host to the Rockwall Rib Rub and Run. Visitors flock to the historic town square for a fun-filled day featuring a great barbecue competition, good music, and food. Rockwall Running Center will host the 5k Fun Run; afterwards, visitors can take it easy and stroll through the Old Town Shoppes collecting the winning hand in the "Poker Stroll." See <http://mainstreet.rockwall.com/events.asp>

Oct. 12, Beaumont

DOG-tober Fest in downtown will begin with the Strutt Your Mutt Parade at 9 a.m. and events will last until 1 p.m. Contests will include cutest dog, best dressed dog, Mr. and Ms. DOG-tober Fest, best howlin dog, best tail waggin' dog, master/dog look alike, and much more. Other activities will include PAW readings, Neiman Barkus shopping, Bark Art, and more. For more information call 409.838.2202 or see www.beaumontmainstreet.com

Oct. 12, Canton

Canton will hold its 13th Annual Autumn Stroll Festival with music, food, entertainment, arts and crafts, children's area, health fair and blood drive, and a championship barbecue cook off. For more information call 903.567.1849 or see

www.cantontxedc.com/node/93

Oct. 12, Tyler

Celebrate the 26th annual Festival on the Square with a Texas-sized music concert on the brick streets in downtown. All proceeds go to the Tyler Main Street Program for downtown revitalization efforts. See www.festivalonthesquare.com

Oct. 26, Paris

The 13th annual Festival of Pumpkins will take place in historic downtown from 9 a.m. to 6 p.m. This community event has become a favorite for the northeast Texas region. Listen to live music and enjoy a unique shopping experience by browsing downtown



stores and street vendors. Don't miss the crowd favorites including the pet pageant, costume contest, pumpkin decorating contest, petting zoo, bungee jump, and pony rides. Cash prizes are awarded for best costume and best decorated pumpkin. See www.paristexas.gov/index.aspx?NIID=322

CONFERENCES/ WORKSHOPS/MEETINGS 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—the next opportunity is in Denton on **Friday, Oct. 4.**

The North Texas roundtable in Denton 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 this 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.

El Camino Real de los Tejas National Historic Trail Association Annual Meeting

Want to know more about new educational activities, efforts to save trail resources, National Park Service highway signage for sites, and ways to share and enjoy the trail? On Oct. 17-18 in Bryan, Texas, there will be an annual meeting, reception, luncheon, poster session, special trail tour, and presentations for the El Camino Real de los Tejas National

Historic Trail Association. All activities are open to association members as well as the general public. Please share this information with others who may be interested in this event. For more information and to register, see: www.elcaminotrail.eventzilla.net.

Texas Downtown Association (TDA)/Texas Main Street Annual Downtown Revitalization Conference

Registration is now open for the TDA/Texas Main Street annual conference in Bastrop **Nov. 5–8.** Keynote speaker for the conference will be Gary Linder, president and CEO of PeopleFund, which provides access to capital, education, and resources to build healthy small businesses. Conference session topics will include Bringing Locals Downtown; Energy Efficiency in Historic Buildings; Culinary Districts (field session); Downtown Open Spaces; TIFs, BIDS & more; Successful Alley Projects, and more. The conference will conclude on Friday with local tours. See www.texasdowntown.org.

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, Plum Creek operates in the eastern part of the state in Bowie, Cass, Marion and Red River counties. Application deadline is **Oct. 31.** See www.plumcreek.com/CommunityInvolvement/GrantApplication/tabid/161/Default.aspx

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
 - **Jan. 28–31, 2013, location to be announced**
Texas Main Street New Manager Training (Jan. 28–29) and 2014 Professional Development Series (Jan. 29–31)
 - **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