Bon Jour, Y’all, from Paris, Texas!

The city of Paris was founded when local resident and merchant George W. Wright donated 50 acres of land in February 1844. The origin of the name “Paris” is uncertain, but the tradition is that it was named by an employee of George Wright. One of the most profound influences on Paris was the cotton industry. Cotton was king, and many of the city officials were in the business. In the early 1900s, much of the industry in Paris was boosted by the construction of the Panama Canal and trade opportunities, and by 1910, the population of Paris was over 10,000 inhabitants. One can still see ghost signs painted on several buildings that advertise the Paris cotton industry.

In its beginnings, Paris looked north rather than south and west for expansion and trade; the Red River was the border between the Republic of Texas and the United States, and it also formed the boundary between the Anglo colony in Texas and the Choctaw and Chickasaw Nations. From its outset, Paris benefited from the

(Cont. on page 2)
prominent architect J.L. Wees contributed to restoring and rebuilding Paris after the 1916 fire. The Grecian peristyle at Bywaters Parks a few blocks off downtown is just one of his many designs you can find in Paris.

Unlike some towns that have different periods of construction and evolve over time, Paris can point to a specific date that had a marked effect on the architectural style of today. An enormous fire, known as “The Fire of 1916,” devastated some 1,440 buildings and homes and left thousands homeless. No one knows how the fire started, but the entire commercial district was destroyed and had to be rebuilt if Paris was to endure. Rebuild it did, and all within a time frame of two years or so. The Fire of 1916, although a tragic incident, modernized Paris. It has been noted by historians that many fine older structures, particularly business and office buildings, were razed because they were erected prior to the age of electricity and other public utilities. However, the new Paris was rebuilt with those amenities taken for granted, adding immensely to their salvageability. Today one can observe a place almost intact from the post-flames rebuilding.

During the recovery from the fire, J.L. Wees, a prominent architect from St. Louis, contributed much of the style and influence to the rebuilding in downtown. The European-trained Wees fell in love with the town a few years earlier when he was brought in by a wealthy real estate investor to design and build a home. Wees almost single-handedly established the standard for the architecture and public spaces after the 1916 fire. Wees’ designs can be seen in the Scott building that sits on the northeast corner of the plaza, the J.J. Culbertson fountain in the middle of the plaza, the Grecian peristyle at Bywaters Park a few blocks off downtown, and the Paris Public Library.

Preservation efforts have been in place in Paris since the 1960s. The city has participated in the Main Street program for a total of 24 years, initiating the program in 1984. In the early years, a historic resource survey was conducted, and many individual properties were listed in the National Register of Historic Places. It was at that time that the Paris Commercial District and the Church Street residential district were designated in the National Register as collective districts. The commercial area consists of 35 city blocks. The city dropped out of the Main Street program in 1989. Then in 1998, the Paris City Council reinstated Paris, which has been participating ever since.

The Paris City Council appoints the Main Street advisory board of seven people who serve staggered two-year terms. Advisory board members are able to serve three consecutive terms. On most occasions, there are more candidates who express interest in serving...
than there are available seats. However, all candidates who apply are contacted by the current board chair and Main Street coordinator. A lunch date is made with potential candidates, where information and volunteer opportunities are discussed. It is emphasized that even if one is not selected for service on the board, there are always opportunities to participate in downtown revitalization. This has led to an increased volunteer base. The current Main Street Advisory Board has earned the reputation of being a great group to work with downtown. They work hard to make a positive impact on the district.

The year 2016 was an extra busy year for Paris Main Street. The 100th anniversary of the fire of 1916 was something most people felt had to be acknowledged. The Paris Main Street Board took the lead early in 2015, and invited the community to share its ideas at a public meeting on how such a year should be commemorated. It was quickly agreed that a devastating fire would not be something to celebrate, but retelling the incredible comeback story would be important to future generations.

A meeting was set to discuss how the year should be commemorated, and a newspaper invite was sent out. At the initial meeting were representatives from area schools, news sources, historic societies, the Chamber of Commerce, Fire Department, and anyone from the public who was interested. Everyone was asked to share their ideas and a Centennial Committee was formed for implementation. It was decided that the theme of the year would be “SMILE,” because that was the one-word slogan that rebuilt the city of Paris 100 years earlier. The committee set a lofty goal to complete one project for each month of 2016. Many educational activities were also planned.

Early on, the Paris Main Street office contacted the Texas Main Street Program (TMSP) office for design assistance on 2016 commemorative banners. The board had an idea in mind for the design to highlight the 1916 architecture. Sarah Blankenship was the lead from the TMSP design staff, and her assistance was invaluable. The design scheme she created was well received; it not only was used for banners, but it became the design scheme for all printed materials such as flyers, billboards, and posters. There are 60 light poles in downtown, and the banners were funded by individual donations, and a small acknowledgement banner was placed on the bottom of each. When the year 2016 was over, the banners were taken down and given to the individuals who donated.
A commemorative event was planned on the actual 100th anniversary, March 21, 2016. This was a solemn ceremony recalling the events of the fire. Neighboring cities whose fire departments assisted Paris during its conflagration participated in a fire truck parade led by a bagpipe procession. The program included children’s choirs from different school districts. A flag was laid at the historic marker in memory of the devastation and lives lost. Refreshments were served afterward.

The Centennial committee took advantage of a unique opportunity available from the United States Postal Service. A special 1916 Centennial Pictorial Postmark, using art created by a local photographer, depicted the Smile slogan, and can be viewed in the March 17, 2016 Postal Bulletin. The post office set up a temporary postal station on the plaza and hand-marked all envelopes, postal cards, and other items with sufficient first class mail postage. This was a big hit, and became a perfect souvenir to those in attendance at the ceremony. There was no cost, other than the postage, to receive the cancellation on the souvenir pieces (To find out more about pictorial postmarks, contact your local post office.).

The local fifth-grade Socrates students and the Lamar County Historical Society developed a biking and hiking tour of the outer boundaries of the fire of 1916. The “Outer Limits” tour is 4 miles long. Students painted red flames on the streets, and the historic society developed stickers that were attached to the street sign poles for ease of navigation. A brochure was created with directions and historical points of interest. This proved to be very educational as most people knew of the fire of 1916, but comprehending how large of an area it consumed proved surprising.

Local high school students developed a public awareness campaign, developing a website. On the website the students documented articles and historic photos, and created a multimedia page with YouTube videos developed by the students themselves. The students interviewed local historians to get information. They also spent time in the historic museums and archives researching historic photos and newspaper articles. To help educate the public, they participated in local festivals with a history trivia game called “Wheel of History.” The high school students also engaged elementary students by presenting their history program in the classroom. They even created a special song for elementary students to sing about the history of Paris to the tune of Old MacDonald’s Farm.

All the activities had an impact in one way or another, but one item on the list seemed as though it might be a challenge to accomplish. The committee decided that they wanted to plant 100 trees (one for each year after the fire) in and around downtown. The trees they wanted to plant would be large trees that would make an immediate impact. One committee member made contact with the Texas Trees foundation in Dallas for advice. It was determined that each tree would cost $300 planted. As fundraising for this project began, much to everyone's surprise, the donations frequently came in from younger families who grew up in Paris. As it continued, the article in the local paper about the project caught the eye of the Atmos Energy Company regional representative. As it turned out, Atmos Energy Company was also working with the Texas Trees
foundation to plant trees in the region in conjunction with their public awareness project to remind everyone to call 811 before you dig. The company decided that it wanted to be a part of the centennial committee project and gave a generous donation of 50 trees. A meeting was held with Atmos Energy, the city manager, the public works director, Texas Trees Foundation, and the Centennial Committee to determine the location of the trees. City of Paris’ Public Works organized cutting of concrete and preparation of the tree wells in downtown. The 100-tree project ended up being 120 trees. This project will have a lasting impact on the downtown center. In November 2016 a ceremony was held unveiling two special items: a plaque listing the names of the donors of the trees and Paris’ newest historical marker. These items were placed at the location where the fire of 1916 originated.

The Paris Main Street Program and board relies heavily on partnership and volunteers to be successful. The board recognizes the ideal that downtown belongs to everyone, works hard to maintain great relationships with other organizations, media outlets, downtown merchants, schools, and individuals, and fosters a cooperative relationship. Over the past few years, many great things have happened in downtown Paris that could not have been done without partnerships and support of the city staff.

Most recently in partnership with many others, the board checked off their list a much needed project—one that has been a desire for downtown stakeholders for a decade. A public handicap-accessible restroom had been identified by the Main Street Advisory Board (MSAB) as a need for downtown Paris. Because of the nature of historic buildings, the restrooms in the stores are usually unavailable or not handicap accessible. The board had kept the topic on its strategic plan as a future goal. Over the years the idea had been discussed and numerous possible locations were identified and researched, only to come to a dead end. Conversely, in the fall of 2013, First United Methodist Church’s pastor approached the MSAB about a project the church envisioned involving its current parking lot. First United Methodist Church is an iconic building in downtown Paris, and it is located at the eastern gateway into downtown.

The pastor was new to the area, and tells a story of before he made his decision to serve in Paris. While driving in downtown, he noticed an entire city block where old buildings were demolished to make room for parking in front of the church. The church-owned lot had fallen into disrepair, and he felt something needed to be done to improve it. He explained the church’s vision was to transform the area into a place where all people could gather. One-third of the parking lot would be dedicated for green spaces, a water feature (a splash pad), outdoor musical instruments, a walking track, and food truck outlets—all available for public use; the other two-thirds would be repaved parking. Coincidentally, Paris was developing a parks master plan, funded partially through a grant. A public survey was conducted at the time, and one element that residents of Paris had expressed support for was a splash park for children. The MSAB fully supported the park idea, and asked if the church would consider dedicating a small portion for an accessible public restroom within the park paid for by the board. The final decision would need to be approved

A splash pad was just one of the features the First United Methodist Church’s pastor suggested to the Main Street Advisory Board about a project the church envisioned in 2013. Also envisioned was a walking track, food truck outlets, green space, and outdoor musical instruments.
The downtown square, or plaza as it has become known, has always been the historic heart of Paris. It is the place of community memories. Unlike many Texas towns where the courthouse is in the city center, an Italianate fountain invites people to stop and stay for a while. This fountain was given in 1928 by the Culbertson family as a gift to the citizens of Paris for their resilience for rebuilding after the fire of 1916. Paris recently received a Certified Local Government (CLG) grant to restore the steps and the platform of this iconic structure. Rare 1928 film footage of the dedication of the fountain can be seen on this YouTube video. On any given day, it is not unusual to come across a wedding at the fountain, photographers, children and families, or tourists. During the spring, the junior and senior prom attendees from different school districts make their way downtown to the fountain for pictures.

Before the fountain was in the center of the downtown, the square was used as a farmers’ market. When the downtown square changed into a plaza park, the city of Paris dedicated a city block just to the south of downtown as Market Square. The Market Square lot has been in use by farmers since the 1920s. Many older folks have fond memories of going to the Market Square on Saturdays. The Main Street project from the 1980s built a market pavilion through private donations and grants. It is quite impressive, equipped with 24 tables, water, and electricity. Currently the Main Street office oversees the Farmers Market vendors, and updates the guidelines and application. The Market Square Farmers Market operates on Saturdays from 8 a.m.–1 p.m., and in recent years, the market has experienced heightened interest. In 2015, the market began to allow artisan items into the market with strict guidelines that the items be original works from the vendor and no resale products. The Paris Farmers Market is a Texas Department of Agriculture certified market and a Go Texan member. This has opened up opportunities for several vendors to accept Supplemental Nutrition Assistance Program benefits.

The vendors and Main Street Program coordinator work together on promotion of the Market Square. Each January, a meeting with the existing vendors is held, and opportunities are discussed about activities.
A press release is sent out to the public inviting any growers to attend and find out more. The Main Street board and vendors are partnering together this year to provide a monthly activity. Plans to include nonprofit organizations are in the works and a special kids zone will be highlighted. The vendors are frequently busy at their booths, so volunteers from the non profits will be utilized. The Market Square Farmers Market has its own Facebook page, updated regularly by vendors. The market has become a bustling venue for fresh foods, vegetables, wines, soaps, and gifts every Saturday morning from May through October, and participates in Small Business Saturday. Because of the heightened interest, the vendor guidelines have had to adapt to the growth of the market. Vendor guidelines and application can be found www.paristexas.gov.

In 2003, the City of Paris elected to participate in the CLG program and adopted a historic preservation ordinance. The Paris Historical Commission was formed. In the beginning, the two nationally registered districts became designated local landmark districts. One being the residential Church Street district, and the second is the Paris Commercial district. Several individual landmarks have been added since that time. The city began to offer incentives to help property owners rehabilitate their buildings. Façade grants, tax abatements, and low interest loans are all part of the incentives that are utilized, and information for them can be found on the city website. Downtown Paris is a National Register Commercial Historic District, so this also makes the buildings eligible for state and federal tax credits. There are three properties that are undergoing the application process at this time for the federal tax credit program.

Another grant funded solely by the Paris Main Street advisory board is the Building Improvement Grants (BIG). The MSAB hosts the annual Paris, Texas Wine Fest in April, with all proceeds given for revitalization. While the city offered façade grants and tax abatements, the board found that many issues hindered the downtown building owners’ interior conditions and roof repairs. Researching other grants, the board developed the grant criteria. This grant is a matching grant up to $5,000 and is given as funds are available. Since its inception in January 2013, the board has given over $48,000 in grant monies, and subsidized over $300,000 in improvements. Most of this has been in the form of replacement roofs. The grant application can be viewed on the city website.

One criteria that has been particularly helpful is that signage and façade grants must be accompanied by a design rendering from the TMSP. In 2009, the city worked in collaboration with the THC to develop design standards for the two historic districts. The design standards have helped the commission and the public make informed preservation decisions on Certificates of Appropriateness, and are used as a guide for property owners starting restorations. This is made available to property owners free of charge on a CD, or a printed copy can be purchased. The design standards are also available on the City of Paris’ website. Even with all the avenues accessible for reviewing the design standards, one challenge the commission faces is many who live in the district still do not know they exist. The THC is discussing the creation of a publication to be sent to property owners annually.

Paris completed a historic resource survey in 1984, and an updated survey is badly needed. The Historic Preservation Commission has a goal to make the 1984 survey available to the public in a searchable format. Using ESRI software and with the help of the city of Paris’ GIS coordinator and digital information made available by the THC’s Historic Resource Survey Coordinator Leslie Wolfenden, they are well on their way. Once the information is accessible to the public, an effort will be made to update the resource survey with current information.

Paris has many of the same challenges that every town faces: limited funds, absentee owners, vacant structures, and indifference are a few. However, the program and its leaders focus on celebrating and publicizing the positive things that are happening. The program seeks
to take advantage of many opportunities offered by the TMSP, the CLG program, and the Texas Downtown Association. Design assistance, listserv training, CLG grants, regional roundtables, strategic planning, president’s awards, and Texas Treasure Business Awards all contribute to making historic Paris a better place. Utilizing these tools has proved over and over to be an asset to Paris Main Street and is highly encouraged. Paris Main Street utilizes regularly and is very appreciative of the TMSP staff and all the assistance offered at the THC. The benefits of the program have been immeasurable for the historic downtown corridor.

ANNOUNCING DOWNTOWN, TX!

Article written by Emily Koller, Planner, Texas Main Street Program

An online building inventory for Texas downtowns featuring historic property listings will be running at www.downtowntx.org

The Texas Main Street Program and Town Square Initiative staff are excited to announce the public launch of Downtown, TX – a software application that is ready to revolutionize how downtown programs manage and share data; and more importantly, connect interested investors, developers and entrepreneurs to opportunities. Downtown, TX is an online building inventory for Texas downtowns featuring historic property listings. There is no other product like it available on the market. The website will be officially launched by the Texas Historical Commission in May as part of Preservation Month with about 30 cities online.

Ten+ cities across the state will help celebrate and promote Downtown, TX by hosting local Imagine the Possibilities tours. The tours will showcase available downtown properties as a way to engage potential investors, entrepreneurs, developers, residents, and anyone else who has imagined themselves running a business, owning a building, or living downtown. Properties featured on each city’s Downtown, TX site will be open and accessible to the public, and tour attendees can obtain additional information on downtown development and business resources at a central gathering point. Cities hosting Imagine tours include: Bastrop, Beeville, Harlingen, Linden, McKinney, Palestine, Paris, Seguin, Sherman, Texarkana and Tyler. Each is being tailored to the particular market – for example, Harlingen will be highlighting upper floor loft potential while Tyler will be featuring several large properties that could be potential historic tax credit projects. Details on the dates and times of each tour will be updated on the TSI webpage at http://www.thc.texas.gov/town-square-initiative.

The Concept

The Downtown, TX concept originated in 2015 by the Town Square Initiative as a proactive strategy to increase and influence the market exposure of available historic properties in downtowns across Texas. The initial working project name was the Downtown Online Inventory. TSI received support from the Still Water foundation in the fall of 2015 and directed Historic Preservation Fund (HPF) monies through the Certified Local Government (CLG) grant program to fund the first two phases of development. Three CLG communities and one additional non-CLG community were selected as pilot cities to work closely with TSI staff on developing the software between January 1 and September 30, 2016.
The TSI team worked with CRE Planning and Development throughout 2016 to complete the first two phases of software functional design and development. An additional third phase of functionality is planned for later this year. The developers were experienced in historic preservation software as the creators of RuskinArc, which is an online user-friendly application to capture and publicly display historic resource survey information.

Downtown, TX is unique in that it features two user interfaces both running from a google map-based platform. The public interface largely focuses on showcasing investment opportunities and historic building information. Besides featuring investment opportunities in the context of the community, the site also highlights incentives, provides a direct connection to the correct local contacts, and clarifies the local development process. The user-friendly design makes it easy to scan the entire state and provides the ability to search in ways no other online real estate search tool does. For example, properties can be filtered by National Register designation as a way to help direct interested historic real estate developers to properties eligible for the historic tax incentive programs.

It is not solely focused on showcasing for-sale and for-lease opportunities. As a complete inventory of a downtown district, the application highlights historic building information, such as photos, original name and use, year built, and short building histories; therefore, history lovers and old building enthusiasts are welcome just to browse as well.

The software also features an administrative dashboard so each online community can access a tailored homepage to manage their building and business data. The dashboard stores information beyond what is publicly displayed, and offers office use only functionality to save additional documents, photos, and reports. In addition, the application is designed to be volunteer-friendly. Main Street managers can create as many additional log-ins as necessary in order to distribute tasks for data entry and updating information over time. County appraisal district data may be the most challenging to keep updated, but THC staff will provide assistance in the future through a subscription service.

**Your City in Downtown, TX**
The more cities that are actively online in Downtown, TX, the more useful the tool becomes to historic
property investors, developers, and entrepreneurs seeking downtown locations. The THC’s goal is to expand access quickly and maintain a high level of accuracy with listing information to ensure the public interface meets the needs of our desired audience.

The software is now available to any interested Main Street and Certified Local Government Program. In order to join, interested cities complete a user plan and a spreadsheet following an established template created by TSI that includes appraisal district property data, historic designations, and some additional basic information for the district such as zoning. Once the data has been reviewed and uploaded by TSI staff, each city will need to schedule an in-person demonstration and training to access their page. Information such as historic photos, building descriptions, and availability is added after the training. Once this has been reviewed, the city’s site will go live. Cities joining Downtown, TX in the future are encouraged to host a tour or event similar to the Imagine the Possibilities concept to introduce the resource to the community. A local EDC, Board of Realtors, Chamber of Commerce, and planning department should all be partners in its ongoing success.

Future Plans
This is just the beginning! During the initial software planning, a third phase of functionality was identified that would include analysis and reporting. Currently the application is storing huge amounts of downtown data, but there is minimal ability to query and synthesize it; however, plans include a full menu of reporting such as property profiles, a downtown indicators snapshot, and trends over time examining ownership, property values, business mix, occupancy, etc. In addition, Main Street would like to transition the reinvestment reporting to this platform to streamline both the collection at the local level and analysis at the state level.

Additional Texas Main Street cities and Certified Local Government communities will be continually added through 2017. When fully populated, the site will showcase opportunities in hundreds of downtowns across Texas. Downtown, TX will continue to evolve and grow to meet the needs of local programs. There is great potential with the concept, and the THC would like to eventually license the software to other states.

Contact Emily Koller with questions or to join Downtown, TX - emily.koller@thc.texas.gov.
We are excited to take summer training to San Angelo in June. Located in the heart of the Concho Valley, San Angelo offers a delightful mixture of the arts and culture of West Texas. New managers' training is June 13-14, and professional development for all managers is June 14-16. Check your email soon for details on sessions, lodging, and events. We're having meetings at the Fine Arts Museum (top left), Fort Concho (top right), and the Performing Arts Center (bottom left). We will be doing an evening event at Miss Hattie's (bottom right). We cannot wait to see everyone there!

Websites of Interest

- 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.texas.gov
- 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