A METHODOLOGY FOR IMPLEMENTING A DOWNTOWN PEDESTRIAN MALL FOR PLAINVIEW, TEXAS

by

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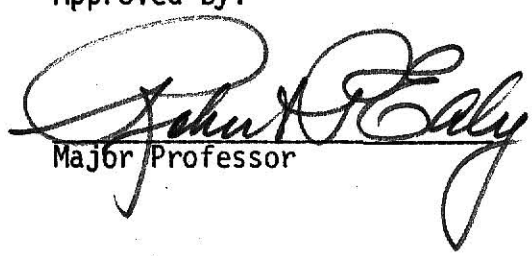

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PROLOGUE

Statement of the Problem

There has been a growing concern during the twentieth century over the plight of America's downtown areas. The entrepreneurs that formerly composed the structural fiber of the inner core of the community have made an exodus to a new home in the modern suburban shopping complexes. The result has been a decayed void in the heart of the community. This interior deterioration has stimulated the implementation of various programs designed to offset the void and preserve the Central Business District (CBD).

The success of these programs has been apparently varied. The interior blight of America's communities has continued to develop and with the recent energy shortages, renewed interest has arisen in the need for healthy core areas of the city.

The development of downtown pedestrian malls has been suggested as one method of giving new life to this critical area. The ability to develop CBD areas into pedestrian malls is crucial in that it involves a tremendous cross-section of individuals and agencies. This necessitates highly coordinated programs of development in order to bring the concept into realms of reality.

The purpose of this study is to utilize a study model that will enable the author an opportunity to examine community needs and potentials for redevelopment and to ultimately establish guidelines for the implementation of a pedestrian mall as a key to CBD preservation.

Scope of the Project

The City of Plainview, Texas, will serve as a study model throughout this investigation. The author worked exclusively for that community in

planning the redevelopment of the CBD. The original concept was suggested through the community's comprehensive plan which was submitted to the City of Plainview on February 1, 1975. At that point, the author began work in the development of plans and implementation procedures. Records were kept on the progress and success of the planning process and these records will serve as a basis for the development of a recommended implementation model. It is hoped that these findings will aid other planners in dealing with the mall concept for communities of 20,000 to 25,000 population, and assist them in developing a sound program of actions that will render their efforts effective. Hopefully, this writing will also be a resource for these communities that are concerned, as is the author, over the preservation of a cultural heritage -- the dynamic CBD.

Goals and Objectives

- To study the role of the Central Business District in the urban community.
- To study the various factors that contribute to the development of the Central Business District.
- To identify those external diseconomies that create urban sprawl and interior blight.
- To identify historical contributions that led to the development of Plainview and the Central Business District.
- To determine anticipated Central Business District needs through a study of growth patterns and trends.
- To determine development concepts with regard to the Central Business District Mall design for Plainview, Texas.

- To develop a conceptual master plan for the Central Business District.
- To develop a recommended implementation model.

CHAPTER 1

THE CENTRAL BUSINESS DISTRICT

SECTION 1

THE ROLE OF THE CENTRAL BUSINESS DISTRICT IN THE URBAN COMMUNITY

SECTION 2

EXTERNAL DISECONOMIES

THE ROLE OF THE CENTRAL BUSINESS DISTRICT IN THE URBAN COMMUNITY

Functions of the Central Business District

Downtown is described as:

> "...a place where norms, values, activities of different groups are exchanged, (a 'market place') of groups which are independent from, and invisible to, each other outside the city center, of groups also, whose members belong to various cultural and social affiliates... Central districts are multifunctional crossing points of various activities of diverse groups[1]."

Therein lies one of the functions of the CBD -- that of a cultural center. It is the center of diverse activities and offers a variety of experiences in which the visitor can readily participate.

Research indicates that the CBD serves functions that have a direct relationship to the form and character of the entire community. The CBD is the city's dominant hub to which people converge for shopping, business, and recreation.

> "The CBD is the business center, the place of work, the museum of style, the change of scene, the bringing together of diversities, and especially man's place of escape. It is the center of political action, the courts, the offices for doctors and lawyers, and the center of man's problems. It is the CBD that draws the masses[2]."

Perhaps the main function of the CBD is that of providing economic stability to the entire community. "Without a strong and inclusive central heart, a city tends to become a collection of interests isolated from one another. It falters at producing something greater, socially, culturally and economically, than the sum of its separated parts[3]."

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[1]Arthur L. Grey, et al., People and Downtown, (Seattle: University of Washington, 1970), p. 131.

[2]Professor Arthur Dudley Thompson, Class Notes in City Planning (Texas Tech University: Lubbock, Texas, 1967).

[3]Jane Jacobs, The Death and Life of Great American Cities (New York: Random House, 1961), p. 165.

Economic Objectives of the CBD

An examination of the role of the CBD in urban economics is to be discussed at this point. How does the CBD affect the economic wealth of the community? Victor Gruen states that "...the wealth of the entire metropolitan region and its ability to attract new residents and new industries depends on the economic, social and cultural strength of its heart area[4]."

At the turn of the century, businesses located in the central city. The density and concentration of people become such that a strong municipal tax base resulted[5]. The municipal government's ability to provide for the safety, welfare, and education of its citizen's are highly dependent on this tax structure[6].

This intermingling of personalities and activities in the CBD is responsible for the vitality of a community's business stability[7]. This is because wholesalers and service firms depend on public exposure to "deal in specialized, non-standard products[8]."

There are certain forces that seem to render the CBD as a source of economic instability which will be discussed in the last section of this chapter. This is simply mentioned here to point out that the CBD has, in

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[4]Victor Gruen, "Who is to Save our Cities?" Harvard Business Reviews, XL (May-June 1963), 107-115.

[5]David L. Birch, The Economic Future of City and Suburb (New York: Committee for Economic Development, 1970), p. 1.

[6]Gruen, op. cit., p. 109.

[7]William L. Baldwin, Taming Megalopolis, ed. H. Wentworth Eldredge (Garden City, N.Y.: Doubleday & Co., 1967), I, 415.

[8]Birch, op. cit., p. 5.

spite of high space costs, high transportation costs, and high taxes, remained as the center of economic activities. Birch explains that there are four reasons why the CBD has, in spite of these problems, remained viable in most communities[9]. These reasons are as follows:

1. The CBD is where it all began.
2. Economic communication.
3. Costs of Uncertainty.
4. External economies of scale.

The first reason cited by Birch is simply that it was the CBD that was the original oasis of activities and has retained that reputation up to now[10]. The process of decentralization of America's communities has taken some time to occur and its effect has been transitional. For this reason, the central districts have maintained a reputation for being the center of cultural activities.

The second reason for continued CBD activity lies behind "economic communication[11]." Economic communication is simply that face to face exposure that is demanded by successful merchandising[12]. As pointed out earlier, the CBD provides a vast cross section of people that enable merchants to expose their products quickly and efficiently.

A third reason that Birch considers important to the economic stability of the CBD is one involving "costs of uncertainty[13]." A businessman can minimize

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[9] Ibid, p. 3.

[10] Ibid.

[11] Ibid., p. 4.

[12] Ibid.

[13] Ibid., pp. 4-5.

the costs of uncertainty by locating in a congested urban complex. "He cannot afford to be dependent upon one or two customers whose individual needs for his special product might vary a great deal. This interacting group of suppliers and producers forms a community in which one relies on the other to minimize risks[14]."

"External economies of scale" is the final reason that Birch mentions as a stabilizing economic force within the CBD[15]. This is simply the fact that a highly concentrated number of businesses can share costs of such things as lighting, trash removal, and freight distributions[16].

The Community Economic Base

It has been shown that the CBD serves certain economic functions within the community. The community economic base, therefore, relies on the central business district for stability and growth[17]. It is necessary, then, to examine the structure of the economic base of a community to determine the CBD's impact on the economy.

A community economic model has been developed and is illustrated in Table I. The economic base of the metropolis results from the activities that are illustrated on the model which will now be described in detail.

It would be best to begin by defining each box in Table 1 and examine its influence within the system. First, however, it must be noted that there is no specific beginning nor ending with regard to the economic "flow." This will

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[14] Ibid.

[15] Ibid., p. 5.

[16] Ibid.

[17] Hans Blumenfeld, The Modern Metropolis, ed. Paul Spreiregen (Cambridge: The M.I.T. Press, 1971), p. 332.

THIS BOOK CONTAINS NUMEROUS PAGES WITH DIAGRAMS THAT ARE CROOKED COMPARED TO THE REST OF THE INFORMATION ON THE PAGE.

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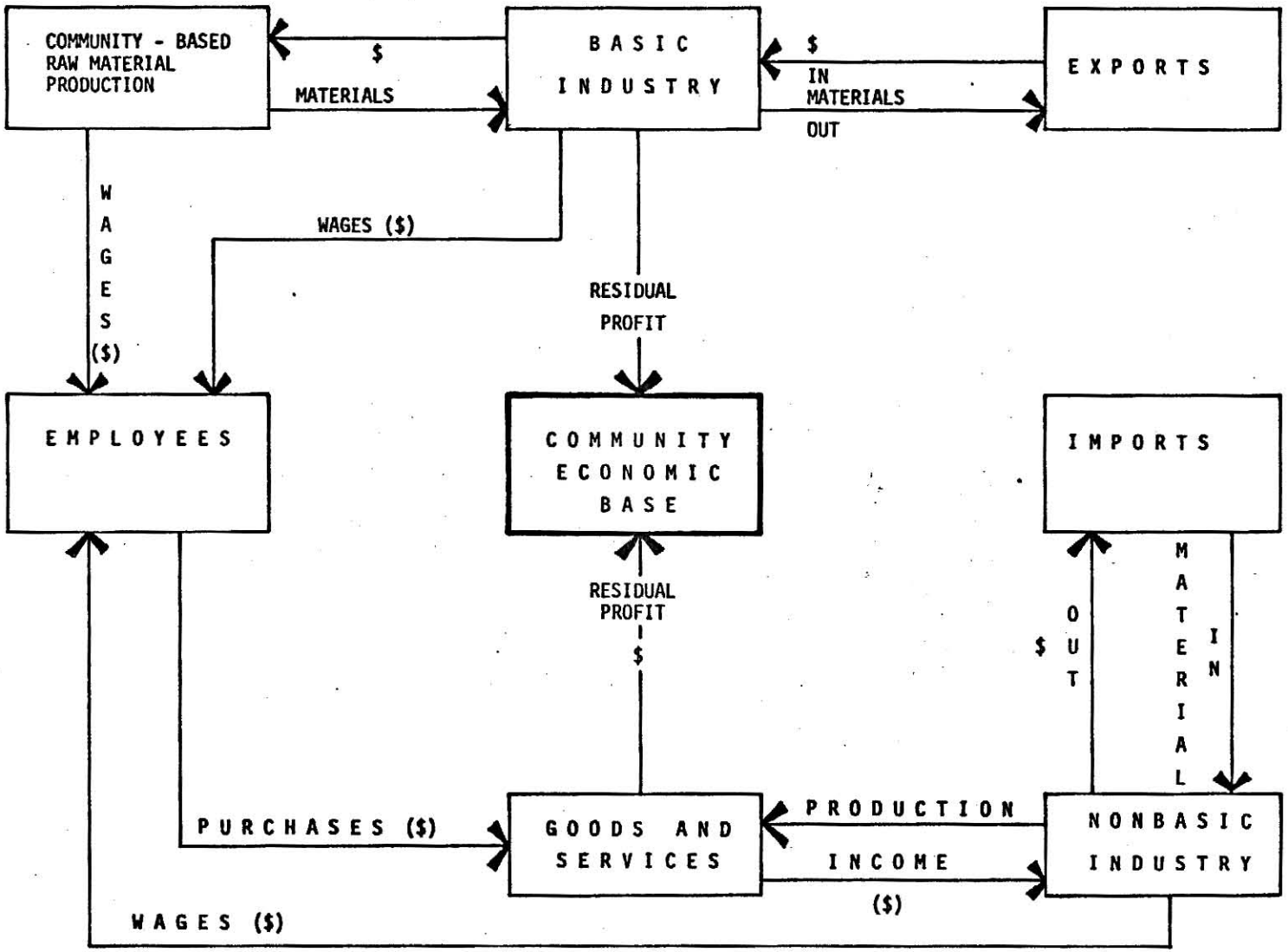
Table 1
Community Economic Model



Sources: author

vary from community to community. Since economic development usually results from the availability of natural resource assets, this will be examined first.

A. Community Based Raw Material Production

This is a very basic concept within the realms of community development and is the result of topographic, geologic, or physiographic conditions that are needed to produce a marketable product.

> "A cursory glance at the big map will show what we have inherited from history. Of the seven urban areas of the United Kingdom, six coincide with the coal beds; the seventh, London, was the port open to the Lowlands and Europe. When as children we used to learn the capitals and chief cities of the United States, we learned the rivers and lakes that they were located on, and then, if we knew which rivers were navigable and which furnished water-power, we had in a nutshell the history of American economy[18]."

B. Basic Industry

Basic industry is defined as "those industries and services which produce goods for people living outside the urban region being studied, and which brings in money to pay for the food and raw materials which the city does not produce itself[19]." Basic industry is that industry that usually extracts minerals, or processes them largely because of the industry's unique location to the source of raw materials. The basic industry can also locate because of market (exports) or availability of non-basic industry (producers of goods and services)[21].

C. Exports

Exports are developed through need. In most cases, demand for a product develop because of two aspects -- scarcity and technology. Refining industries,

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[18]Paul and Perceival Goodman, Communitas, (New York: Random House, 1960), p. 11,12.

[19]Blumenfeld, op. cit., p. 335.

[20]Goodman, op. cit., pp. 11-13.

for example, have developed in the Middle East because of energy shortages throughout the world. This energy shortage, in creating a sudden scarcity in oil reserves, increased the need for exports of petroleum out of the Middle East, thereby increasing the scope of the basic industry (petroleum refining) in that part of the world[21].

Technology is also responsible for creating demands and exporting powers of an industry. There was not demand for television sets, for example, until electronic technology developed a marketable product[22].

D. Employees

Employees result from the demand for human resources necessary to man the raw material production, basic and nonbasic industries. It is the employees, both management and workers, that comprise the social community. Employees, inspired by probable wages of industry will follow personnel demands created by industrial development[23].

E. Nonbasic Industry

Nonbasic industries are those businesses that exist for the purpose of offering goods and services to those employed in basic industry. This is usually a spinoff of the growth of basic industry. As basic industry grows, so does the need for employees. As the number of employees increases, so does the need for goods and services. The system at this point becomes self-perpetuating up to a level where one element attains the level necessary to maintain another element[24].

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[21]John J. Putman, "The Arab World, Inc., "National Geographic, Vol. 148 (Oct. 1975), pp. 494-532.

[22]Goodman, op. cit., pp. 13-14.

[23]Ibid., pp. 119-131.

[24]Blumenfeld, op. cit., p. 340.

F. Imports

Imports are simply goods and services produced mostly from areas outside the community that are distributed throughout the community as the need arises. This represents the flow of money out of the community proper and only in a few cases do the products remain for community consumption[25].

G. Community Economic Base

Community economic bases result from residual profits from the operations of the basic and nonbasic industries. Residual profits are mean incomes produced above the expenses necessary for operation. It is, for example, money from exports that is equal to a sum greater than the sum needed in the basic industry for raw materials and wages for employees and executives[26].

The economic base generally appears in two forms. One appears in the form of investments[27] and the other as culture[28]. Investments result in expansion of industry, speculation, or capital-building. As an industry's profits increase, certain decisions have to be made with regard to what is to be done with it. The industry might use the money to expand its operations and ultimately raise the margin of profit. Another alternative might be to use the funds for speculative investments in the form of stocks, bonds,

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[25]Goodman, op. cit., pp. 119-31.

[26]Wilbur R. Thompson, "Growth and Development of Small Urban Areas," Taming Megaolopolis, ed. H. Wentworth Eldredge (Garden City: Doubleday and Co., 1967), I, 1974-197.

[27]Blumenfeld, op. cit., pp. 343-356.

[28]Professor Arthur Dudley Thompson, Class Notes in City Planning (Texas Tech University; Lubbock, Texas, 1967).

securities, certain development enterprises, or for investment loans. These activities should result in the profit margin of the industries[29].

Culture only appears in communities that can devote time to perpetuate its development. Cultural forms, then, usually generate out of communities that exist well above necessity. That is, if a community must devote its entire efforts to existence, there is not enough energy nor time left for the development of culture. Cultural forms that may result include art, religion and more complex forms of government such as the development of a welfare system[30].

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[29]Blumenfeld, op. cit.

[30]Thompson, op. cit.

EXTERNAL DISECONOMIES

Economic Forces that Create Physical Growth and Sprawl

There are certain forces that combine to create growth and stimulate the development of a multi-tiered economic base. This factor, when allowed to develop and grow to extremes, could result in urban sprawl and ultimately create a stagnated CBD.

Thompson has organized these forces into an order similar to their natural occurance in the development of a community and are presented at this point.

A. First, it is the city where minds come together to lead the thinking of nations, people and civilizations. These decisions proliferate the dynamics of business development[31].

B. It is through these decisions that the development of goods and services will take place[32].

C. With the increased demand for goods and services, technology is developed and used. Technology can basically do four things that will effect the economy:

1. It enlarges the number of goods and services that can be produced.
2. It increases the kinds of goods and services that can be produced.
3. It increases the ability to distribute goods and services.
4. It increases the possibility of marketing goods and services[33].

D. Marketing involves the acceptance of goods or services which must be sold. The more concentrated a market is geographically, the more effective the market becomes[34].

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[31] Ibid.

[32] Ibid.

[33] Ibid.

[34] Ibid.

E. The more diversified and specialized these goods and services become, the more numerous establishments that produce them become. As a result of this, these establishments become extremely interdependent on each other[35].

F. As these establishments become more numerous, there is a greater amount of movement between them[36].

G. In order to establish volumes of services, a greater concentration of people is needed in order for them to be successful[37].

H. Concentration, as it becomes too great develops into congestion[38].

I. As the market area (CBD) becomes congested, movement is hindered. Congestion then exceeds movement[39].

J. Stagnation will occur and a city will spread in an attempt to equalize movement and congestion[40].

K. As dispersion occurs, the inner core will play a less important role within the urban structure. A multiple-nucleated structure will develop as other, more remote areas become developed. "The larger the city, the more numerous and specialized are the nuclei[41]."

It is through these series of events that one can see how the development of diseconomies can occur within the community and become a threat to the

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[35] Ibid.

[36] Ibid.

[37] Ibid.

[38] Ibid.

[39] Ibid.

[40] Ibid.

[41] Chauncy D. Harris and Edward L. Ullman, "The Nature of Cities," Cities and Society (Glencoe, Illinois: The Free Press, 1957), p. 245.

vitality of the CBD. Earlier in this chapter the point was made as to the value of the CBD in the economic well-being of the entire community. And yet, the forces stated above seem to threaten the CBD's role in economics, simply because of decline and sprawl. Ullman states that "the core of the city is generally declining relatively and in many cases absolutely[42]."

Baldwin states:

> "The contagious character of urban blight offers a virtually perfect example of the concept of an 'external diseconomy.' External diseconomies may be defined as the reverse of external economies, as damages done to the community or to a firm by the independently determined activities of other firms, or as costs which are imposed without the recipient having made any change in its internal structure, organization, or output[43]."

In other words, the external diseconomy is the sum total effect that certain forces have that ultimately slow down or halt the dynamics of economic base building. Most have blamed urban blight for the development of diseconomies. Baldwin further states that:

> "Blight may be the result of perfectly rational behavior on the parts of the business firms involved. A firm which finds its markets declining or its transportation costs rising or the difficulties of recruiting and retaining satisfactory employees increasing, and which believes that its difficulties grow out of its present location, will have no incentive to maintain or improve its facilities. Its best course of action might well be to convert its investment in the property into liquid assets as rapidly as possible. This objective could be achieved by selling or renting the building, or by retaining the funds which otherwise would be devoted to upkeep of the premises. While a firm may 'liquidate' a building by selling it or letting it deteriorate, the building itself is not liquidated from the viewpoint of the community until it is physically destroyed."
>
> Firms acquiring such premises from defunct or relocated predecessors will often have no incentive to improve or maintain the building. In most cases, the operations of these second-generation

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[42]Edward L. Ullman, "The Nature of Cities Reconsidered," Taming Megalopolis, ed. H. Wentworth Eldridge (Garden City: Doubleday and Co., 1967), I, p. 87.

[43]Baldwin, op. cit., p. 420.

> tenants do not require modern, well-equipped buildings, for if their situations were otherwise, they would never have located in the rundown sites in the first place. Some of these firms may require little more than a roof and space off of the street; others may be fly-by-night types of business interested in the profit possibilities of temporary and short-lived ventures. Blight of this sort is not a cause of urban decay, but an effect[44]."

There are other factors that promote the decay and deterioration of the CBD. Ullman states that "most large cities have developed on water and have grown more in one direction than another so that the central business district is not now centrally located in many cities. As a result it loses sales and economic activities as cities grow away from it[45]." The CBD in that case may lose its dominance as the main commercial focal point within the community, and, as a result, become just one part of a series of shopping center complexes within the city.

Blight is immediately recognized by a decline in the quality of the physical facilities of an area[46]. Other recognizable aspects of blight include "industry and trade paying lower wages, an increase in the number of workers per unit of floor space and decline in both pleasantness and safety of working conditions, shoddier products and less reliable services, an increase in nuisances such as noise, odor, vibration, and obnoxious wastes, and a decline in the stability of individual firms as evidence by higher turnover of real estate and more frequent bankruptcies[47]."

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[44] Baldwin, op. cit., pp. 418-19.

[45] Ullman, op. cit., p. 88.

[46] Baldwin, op. cit., p. 417.

[47] Ibid., p. 418.

There are external diseconomy factors that are unique to the rural community such as the study model, Plainview, Texas. Doeksen suggests five factors that will be discussed at this point.

First, there has been extraordinary developments in agricultural technology that has greatly reduced the amount of personnel needed to work the farms (see Table II). These persons that left the agriculture areas comprise a major part of the rural economic base. In many cases, there was a simultaneous increase in the per capita income of the remaining farm population. As a result, rural trades and services had to enlarge their market areas[48].

The second diseconomic factor involves highway improvements which have substantially reduced transportation costs and the time it took to travel. "This has in turn, permitted the spatial growth of market areas and the enlargement of demand zones faced by spatially competitive firms[49]."

Third, consumers have recently changed their shopping habits, preferring a wider range of choices when they shop. Thus the shopping center with ample parking is preferred to the general store. "These newer forms of marketing establishments have a threshold size considerably larger than the more traditional small-town establishments, because of inventory costs[50]."

"Fourth, the resulting changes in economies-of-size for trades and services require greater revenues for even a minimum threshold existence. The newer establishments must realize more revenue by selling to more people within enlarging market areas[51]."

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[48]Gerald A. Doeksen, et al., "Consequencies of Decline and Community Economic Adjustment to it," Communities Left Behind, (Ames: Iowa State University Press, 1974), ed. Larry R. Whiting, p. 32.

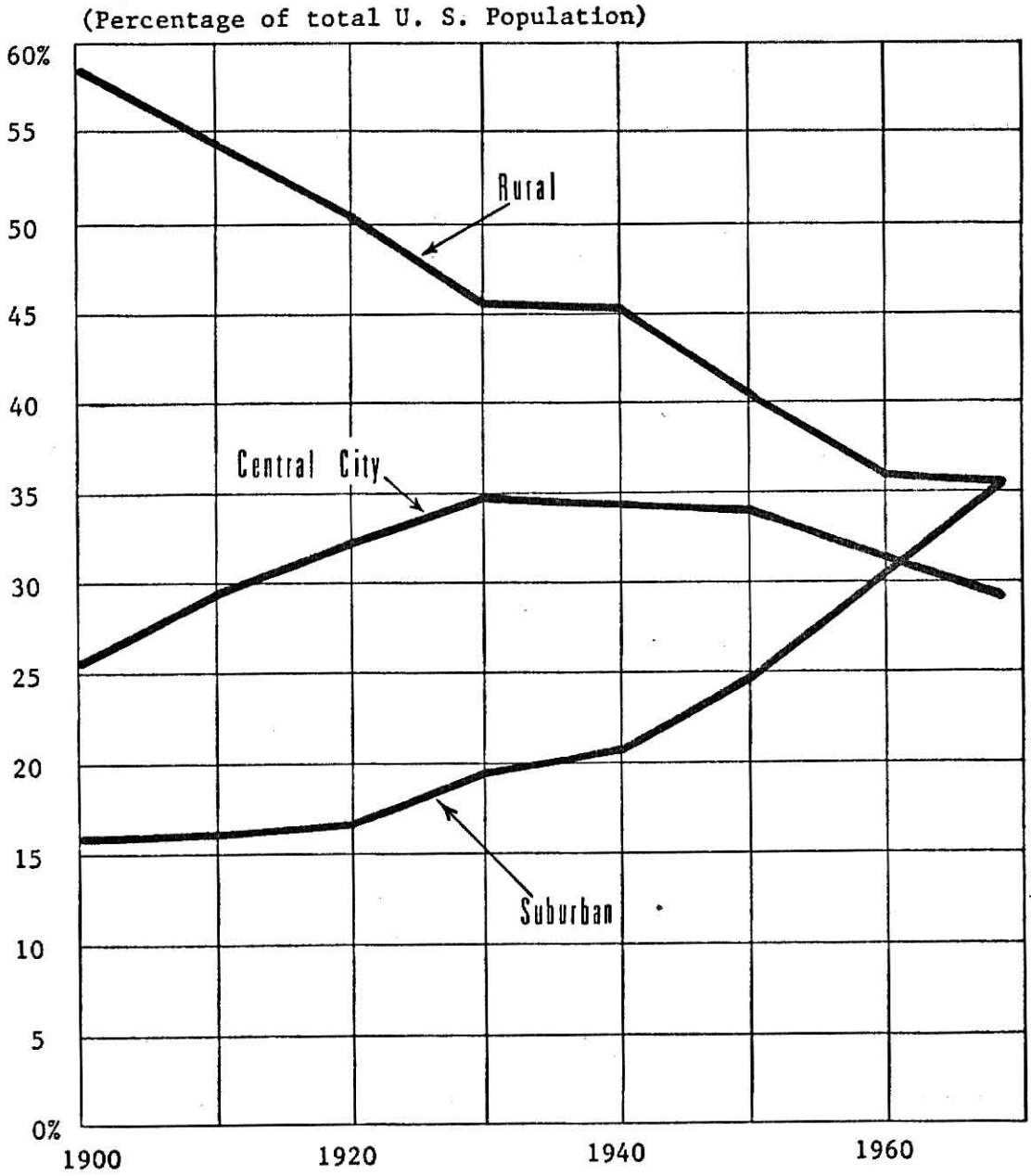
[49]Ibid.

[50]Ibid.

[51]Ibid.

TABLE II

SHIFT OF U. S. POPULATIONS TO SUBURBS
1900 - 1968



Source: David L. Birch, The Economic Future of City and Suburb, (New York:Committee for Economic Development, 1970). p. 19.

"Fifth, there is apparently emerging a preference for living in or near small metropolitan areas. Thus, we have observed the flight of people from rural to urban areas and from downtown metro areas to suburbia[52]." The implications, therefore, indicate that expanding market areas and new marketing techniques have resulted in a new role for the surviving communities with a viable CBD. The CBD must respond to the demands of fewer persons with new ideas regarding their shopping pleasures.

Doeksen further suggests that the oversettlement of agriculture regions that occurred early in the ninteenth century caused communities to provide agribusiness services to farmers and ranchers. The number of farms has greatly declined since that time[53].

Thompson, mentioned that a serious drain on a communities natural resource base would diseconomize the area[54]. This, of course, would seriously affect the main supplier within the dynamics of a community economic base plan.

Technology, which was mentioned earlier within the realms of agricultural production also affects the urban market areas. Birch states that modern transportation broke down the barrier that confined people downtown where they worked. They can now work in the city and sleep in the suburb[55]. People, therefore, have become dispensed into wider physical areas, creating a drain on the CBD.

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[52] Ibid.

[53] Ibid., p. 38.

[54] Wilbur R. Thompson, "Urban Economics," Taming Megalopolis, ed. H. Wentworth Eldridge (Garden City: Doubleday & Co., 1967), I, 171.

[55] Birch, op. cit., p. 1.

The last external diseconomizing fact that is pointed out here regards the effect of federal programs. Birch states that "any program that raises the incomes of the poor will accelerate the out-imigration of the present city populations and thereby facilitate the growth of suburbia[56]." Birch further states that any program that recaptures or redevelops large parcels of land causes relocation of individuals and in doing so, creates suburban growth[57].

In summary, the following serve as forces that create external diseconomies:

A. Urban blight, which is created by congestion, has a domino effect in that surburban flight will occur on the part of businesses in the CBD in order to keep from being caught up in the blight.

B. Extraordinary developments in agricultural technology which drove people off the farms indirectly creating an expanded market area.

C. Highway improvements helped move masses into market areas further away than was the former case. Highway improvements also helped break those barriers that formerly confined people into the CBD.

D. Customer choices and habits changed, result in a trend for modern, diversified shopping complexes.

E. Newer establishments must depend on more customers from a wider market area to produce the revenue needed to compete in today's business.

F. There was an oversettlement of agriculture areas which also resulted in an over-supply of entrepreneurs.

G. In many cases, the natural resource base for a community became depleted.

H. Federal programs have dispersed persons into areas that are further away from the CBD.

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[56] Ibid., p. 38.

[57] Ibid.

CHAPTER 2

A BACKGROUND OF PLAINVIEW, TEXAS

SECTION 1

HISTORICAL DEVELOPMENT

SECTION 2

GROWTH AND PROJECTIONS FOR THE FUTURE

HISTORICAL DEVELOPMENT

Geographical Status

Plainview is located in the Southern Panhandle of West Texas in an area known as the High Plains, in the northeastern portion of Hale County which serves as the county seat.

U.S. Interstate 27 and U.S. Highway 70 intersect within the city providing good access to all areas of West Texas. Lubbock is 46 miles south of Plainview and Amarillo is 79 miles north. See Plate I for specific geographic location.

History of Community Development

The earliest known inhabitants of the Plainview area were ancient plains hunters that roamed through the native prairie land in search of antelope and buffalo. In 1945, workers excavating a gravel pit in Plainview's Running Water Draw, discovered what came to be known as the "Plainview Point." This unique spear point dated these nomadic hunters back to some 8,000 to 10,000 years ago[58].

Modern history of the Plainview area began in 1876 when Colonel Charles Goodnight drove 16,000 head of cattle from Colorado into Palo Duro Canyon and established the first ranch in the Panhandle. On August 21, of that same year, Hale County was created and named after Lt. John C. Hale, a hero of the Texas Revolution who was killed at the Battle of San Jacinto[59].

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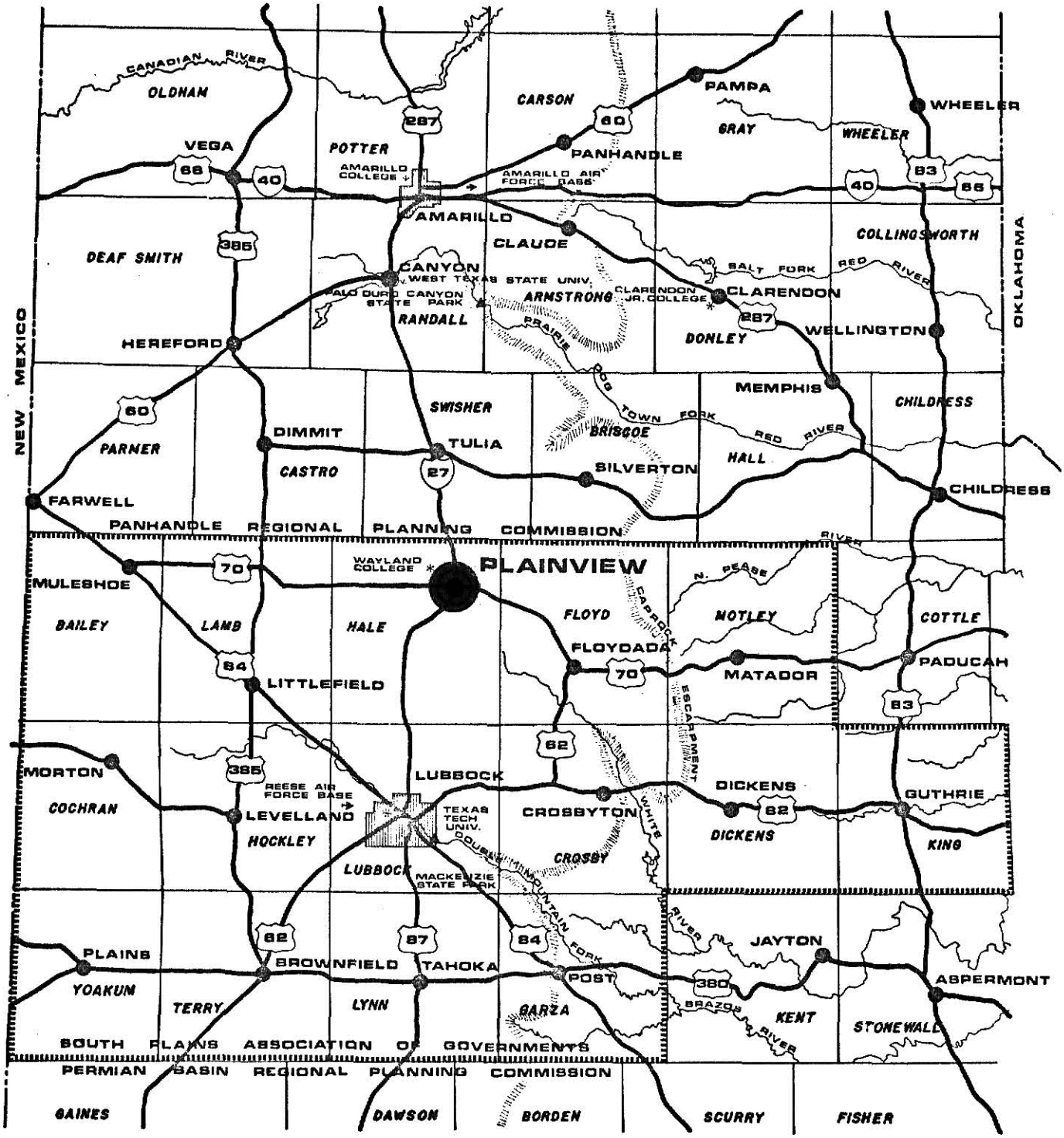
[58] Shanahan/Wyse Associates, "Technical Report," Comprehensive Plan 1972-2000, (Plainview: City of Plainview, 1974), p. 4.

[59] Ibid.



LOCATION MAP

PLAINVIEW, TEXAS

"The first permanent settlers of the Plainview area were the Reverend Horatio Graves in 1882, and Z. T. Maxwell and E. L. Lowe in 1886[60]." These first settlers established the original townsite of Plainview in 1887.[61].

The first public school system was established in 1889. The Hale County Hesperian, the county's first newspaper was also printed in 1889. Ranching became very popular and the population of the area developed rapidly. By 1891, the city boasted of having three doctors; in 1900, the first bank in Hale County, the First National Bank of Plainview, was established; and in 1907, the Santa Fe Railroad came to Plainview[62].

It was also in 1907 that the Central Plains College and Conservatory of Music was established in Plainview by the Holiness Church. In 1910, the College was taken over by the Methodist Church and renamed Seth Ward College in honor of Bishop Ward. The College burned to the ground six years later and was never rebuilt[63].

In 1910, Wayland Baptist College was established and named after an early pioneer, Dr. J. H. Wayland. "The college is now a fully accredited four-year college of liberal arts and sciences with an enrollment of 761 and a faculty of 55 (1974)[64]."

"In 1912, Dr. Frederick Pearson of New York visited Hale County and became interested in irrigation. He formed the Texas Land and

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[60] Ibid.

[61] Ibid.

[62] Ibid.

[63] Ibid., p. 6.

[64] Ibid.

Development Company which purchased 60,000 acres of land. In 1913, the company drilled 85 deep wells and irrigation was well on its way[65]." Today, the area around Plainview is one of the highest producing agriculture areas in the world.

In 1956, oil was discovered in Hale County adding $8 million to the economy of the area[66].

Climate

The climate of Plainview is considered to be temperate and characteristically has mild winters and hot summers. The winter brings frequent surges of polar and artic air masses into the area causing rapid drops in temperature. The northern winds associated with these artic fronts are unhampered by the flat, treeless terrain of the High Plains and are very uncomfortable for those exposed to the weather[67].

The climate is dry and hot during the summer months, with temperatures reading into the high 90's and occassionally over the 100° mark. Thunderstorms in the early summer, however, provide some relief. The High Plains is known for its cool summer nights[68].

"Rainfall averages 20 inches annually, with the greatest rainfall in June and the least in November. Snowfall averages about 12 inches each winter. Approximately three-quarters of the annual precipitation falls between May and September. Relative humidity averages 74% at 6:00 a.m., 45% at noon, and 40% at 6:00 p.m., with slight seasonal variation. Mean annual lake evaporation is

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[65] Ibid.

[66] Ibid.

[67] Ibid.

[68] Ibid.

69 inches. The Plainview area receives approximately 74% of the total possible sunshine annually[69]."

"Annually, there are an average of 78 days with a maximum high temperature of 90° and above, and 112 days with a minimum low of 32° and below. The growing season averages 211 days, with the last frost in the Spring occurring on April 10 and the first frost in the fall coming on November 6[70]."

One of the main climatic features that should be noted is that of frequent spring winds that reach velocities up to 40 and 50 mph. The Spring winds that come out of the west, blow tremendous amounts of sand into the atmosphere.

Physiography

"Plainview is located on the Llano Estacado or Staked Plains, a high plateau covering most of the Panhandle of Texas and Eastern New Mexico. The Plateau is bounded by the Cap Rock Escarpment a major physical feature of the State[71]." This escarpment cuts across the northeastern corner of Hale County and "is caused by surface erosion and rises from 200 to 1,000 feet above the lower rolling plains to the east[72]."

"These high plains are typified by flat, treeless, expanses dotted with numerous wet weather 'playa' lakes. Although a large part of the area is under irrigated farming, native grasses still cover about one-half of the High Plains[73]."

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[69] Ibid.

[70] Ibid.

[71] Ibid., p. 7.

[72] Ibid.

[73] Ibid.

"This entire area is underlain by the Ogallala Aquifer, one of the largest water-bearing strata in Texas. The formation consists of alternating beds of silt, clay, gravel, and caliche. Yields of wells range from less than 100 gpm to more than 2,000 gpm, averaging about 500 gpm. Since 1949, the average depth to water has increased from 40 feet to over 100 feet in Hale County due to the rate of irrigation pumping from the aquifer. There are over 63,000 wells into the Ogalla Aquifer, which produces from 4 to 8 million acre-feet annually[74]."

Topography

"The topography of the Plainview area is almost entirely flat, with elevations over the County ranging from 3,250 to 3,375 feet above sea level. The only evident changes in topography are the slight localized variations caused by playa lakes and the broad, flat drainage courses such as Running Water Draw. The general slope across the area is eastward at an average of about 4 feet per mile[75]."

Soils

"Soils in the Plainview area consist of brown to reddish brown and reddish, deep to moderately deep sandy clay loams. These soils are moderately permeable, and free lime and caliche are present under many soils at various depths." The main soil series in the area includes the Pullman, Mansken, Richfield, Amarillo, Portales, Brownfield, Tivoli, and Potter soil types.

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[74] Ibid.

[75] Ibid.

These soils are productive and the flat surface lends itself to irrigation and mechanization. Limited rainfall, poor drainage, and the constant danger of wind erosion are handicaps, but the area is one of the most productive crop areas of the State[76]." See Table III.

This information regarding the background material for Plainview is valuable in understanding the nature of the people there. These people settled this area because of the agricultural opportunities there. They have traditionally worked with the land and remain as a part of the ecology of that land. This historical background should give ensight to the nature and will of these citizens.

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[76] Ibid.

TABLE III

City of Plainview, Texas

GENERAL SOIL SURVEY INTERPRETATIONS

SYMBOL	SERIES NAME	TEXTURE	COLOR	SHRINK-SWELL	PERMEABILITY	CORROSIVITY	DEVELOPMENT LIMITATIONS	RECREATION LIMITATIONS	PRODUCTIVITY
ArD	Arch-Drake	Clay Loam	Gray Brown	Low	Moderate	High	Low Mod	Moderate	Low
Be	Berda	Fine Loam	Gray Brown	Low	Moderate	Moderate	Low	Low	High
Bp	Bippus	Loam	Dark Brown	Low	Moderate	Mod Low	Mod Low	Low Mod	High
Es	Estacado	Clay Loam	Brown Red	Low	Moderate	Moderate	Moderate	Moderate	Moderate
LoL	Lofton-Lubbock	Clay Loam	Dark Gray	Mod High	Low	High	High	Mod High	Mod High
Mk	Mansker	Clay Loam	Gray Brown	Low	Moderate	Moderate	Low	Low	Mod Low
Dt	Olton	Clay Loam	Dark Brown	Low Mod	Moderate	Mod Low	Moderate	Moderate	Moderate
Pu	Pullman	Clay Loam	Dark Brown	Mod High	Low	High	High	Moderate	Moderate
Ra	Randall	Clay	Dark Gray	High	Low	High	High	High	Mod Low
Zt	Zita	Loam	Gray Brown	Low	Moderate	Mod Low	Low	Low	Mod High

Source: U.S.D.A. Soil Conservation Service

GROWTH AND PROJECTIONS FOR THE FUTURE

Population - Introduction

An analysis of the quantity, characteristics, and distribution of the population in Plainview and its planning area is needed in order to develop a realistic long-range plan for the future growth and development of the community and the CBD. It is necessary to examine the city's past growth patterns in order to determine accurate trends for the future. It would certainly be unwise to plan the CBD without regard to future needs of the community. First, the past population trends will be examined; second, an analysis of present population conditions will be made and third, the future trends established as a basis for determining user needs.

Past Population

Plainview's population growth has slowed to approximately 2% per year during the past ten years. During the two decades preceeding, the change was as high as 70%[77]. Table IV shows Plainview's population growth during the past 30 years and also makes a comparison with Hale County and the State of Texas during the same period of time.

During the Sixties, growth diminished following the tremendous growth of the previous twenty years. The net result was a loss in population for the county from 1960 to 1970 and a minimum 2% growth for the city. Based on this, it is the author's opinion that future population trends will be difficult to determine and the impact of this non-existant growth on the development of the CBD equally difficult to determine. However, as pointed out in Chapter I,

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[77]Shanahan, op. cit., p. 38.

TABLE IV

City of Plainview, Texas

PAST POPULATION GROWTH, 1940-1970

	1940	1950	% Change	1960	% Change	1970	% Change
PLAINVIEW	8,263	14,044	69.9%	18,735	33.4%	19,096	1.9%
HALE COUNTY	18,813	28,211	49.9%	36,798	30.4%	34,137	-7.2%
STATE	6,414,824	7,711,194	20.2%	9,579.677	24.2%	11,196,730	14.4%

Source: U.S. Census of Population -- 1970.

to determine. However, as pointed out in Chapter I, the rural areas have diminished in population creating larger market areas. Even though there was no growth in the city and a population loss in the county, research indicates a strong possibility that there are actually more shoppers now than there were in previous decades (see shopper's survey, Chapter 3).

Age-Sex Distribution

"When considering potential work force using the age-sex distribution (see Table V), ages 15-24, 25-34, and 35-44, are generally used. Age group 45-54 is used to project potential retirement groups in 20 years. Therefore, in the male age groups for 1970, the 'potential' labor force for 10-20 years from now looks good since there are more males in the 15-24 age group than the next two consecutively higher. Likewise, for the female age group 15-24, there are more females who represent the 'potential' labor force of the future in this age group than the two older groups."

Examined in a different aspect, the work force age, i.e., 15-44, has steadily increased from 1950 to 1970 -- a 9.5% increase overall for males, 15.8% for females. This is another indication that the 'potential' future work force exists and is growing in Plainview today."

A look at the 'under 5' age group shows an erratic growth -- up from 1950 to 1960 then down from 1960 to 1970. Fewer children in Plainview over the past ten years follows the State and national trend of families -- fewer children per family[78]."

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[78]Shanahan, op. cit., p. 38.

TABLE V

City of Plainview, Texas

AGE - SEX DISTRIBUTION, 1950-1970

AGE	MALE			FEMALE		
	1950	1960	1970	1950	1960	1970
0 - 5	852	1152	858	766	1097	894
5 - 14	1169	2067	2025	1153	1875	1992
15 - 24	1126	1369	1528	1383	1567	1693
25 - 34	1131	1202	1071	1080	1213	1177
35 - 44	955	1008	1026	969	1114	1107
45 - 54	712	1004	893	686	1052	1044
55 - 64	496	703	871	539	724	957
65 +	452	693	809	525	885	1151
TOTAL	6993	9198	9081	7101	9527	10015

Source: U.S. Census of Population - 1970.

Age Group Composition

Table VI gives an indication of past trends by making a comparison of each age group to the total population in each decade. As mentioned earlier, there is a decrease in the 'under 5' age group from 1950 to 1970 overall with the significant drop from 1960 to 1970 that is about equal to the decrease in population under 5. The 15-44 age group shows a downward trend over the period from 1950 to 1970, ranging from 19% for the 15-24 age group to 2.5% for the 35-44 age group. The table also indicates that while there are more people in this age group now than 20 years ago, the proportional distribution is less than 20 years ago.

Socio-Economic Characteristics

As shown in Table VII, a large portion of the population is Mexican-American. There also appears to be an obvious disparity between the various racial groups in Plainview. The greatest disparities seem to exist between the percentages of high school graduates which may also be a cause of differences in employment and income levels. The table indicates that only 5.4% of the Mexican-American population has a high school education. When compared to 54.6% of the white population, the disparity becomes quite evident.

Births and Deaths

Information from Table VIII shows that there were about 34% more births than deaths in the decade from 1960 to 1970. The natural increase based on the number of births exceeding the number of deaths was 2,427. Yet, the actual increase in Plainview's population from 1960 to 1970 was only 371. Therefore, a movement outward obviously resulted since the actual increase (37) is less than the natural increase (3,427).

TABLE VI

City of Plainview, Texas

AGE GROUP COMPOSITION, 1950-1970

AGE GROUP	1950		1960		1970	
	#	%	#	%	#	%
0 - 5	1,618	11.5%	2,249	12.0%	1,757	9.2%
5 - 14	2,822	20.0	3,942	21.1	4,017	21.0
15 - 24	5,431	38.5	2,936	15.7	3,721	19.5
25 - 34	2,211	15.7	2,415	12.9	2,248	11.8
35 - 44	1,924	13.7	2,122	11.3	2,133	11.2
45 - 54	1,398	9.9	2,056	11.0	1,937	10.1
55 - 64	1,035	7.3	1,427	7.6	1,828	9.6
65 +	977	6.9	1,578	8.4	1,960	10.3
TOTAL	14,094	100.0%	18,725	100.0%	19,096	100.0%
MEDIAN AGE	26.7		26.0		27.3	

Source: U.S. Census of Population -- 1970

TABLE VII

City of Plainview, Texas

CHARACTERISTICS OF RACIAL GROUPS

Characteristics	Total	White	Mexican-American	Negro
Total Numbers	19,096	14,288	3,538	1,270
% of Population	100.0%	74.8%	18.5%	6.7%
Average Family Size	3.91	3.62	5.29	4.65
% High School Graduates				
Male	46.8%	54.6%	5.4%	16.5%
Female	48.8%	57.4%	5.3%	11.2%
% Unemployed				
Male	3.3%	2.3%	6.7%	9.5%
Female	7.5%	6.8%	12.9%	6.6%
Mean Family Income	$9,675	$10,843	$4,888	$4,517
Per Capita Income	$2,708	$ 3,288	$ 948	$1,084
% of Families Under Poverty Income Level	14.8%	8.6%	40.7%	41.0%

Source: U.S. Census of Population - 1970.

TABLE VIII

City of Plainview, Texas

BIRTHS AND DEATHS, 1961-1970

YEAR	BIRTHS	DEATHS
1961	590	150
1962	602	189
1963	636	182
1964	629	187
1965	597	168
1966	558	180
1967	425	182
1968	398	186
1969	364	179
1970	403	172
TOTAL	5202	1775

Births	5202	1970 population	19096
Deaths	- 1775	1960 population	- 18725
Natural increase (Decrease)	3427	Actual Increase	371

Source: Shanahan/Wyse Associates

Present Population

Shanahan/WYSE Associates in preparing a comprehensive plan for the City of Plainview estimates the population to be at 22,060 (1974) or an increase of 2,964 persons since the 1970 census[79]. The author also has noticed an increase in construction and development of residential areas during the past 4 years. This certainly may indicate an upward trend in the growth as opposed to the period of "no growth" as mentioned previously.

The planners also pointed out the fact that 933 occupied dwelling units were located within three miles of the city limits of Plainview. This would indicate an additional 2,985 persons living in the planning area, or a total population of 25,045[80].

Future Populations

Information on facts regarding past and present population criteria is needed to accurately estimate future trends in growth. Shanahan/Wyse predicts that "estimates of future growth are fairly simple for areas whose growth rates have stabilized and where no radical changes seem likely in the future. Projections become much more difficult where there have been or are expected to be sharp fluctuations in the rate of growth[81]."

Therefore, in studying indicators for future population patterns, the planning consultants utilized six methods and averaged the findings. Table IX gives the population projections as estimated by the consultants. Plate II graphically depicts the growth.

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[79] Ibid., p. 40.

[80] Shanahan/Wyse, op. cit., p. 41.

[81] Ibid., p. 42.

TABLE IX

City of Plainview, Texas

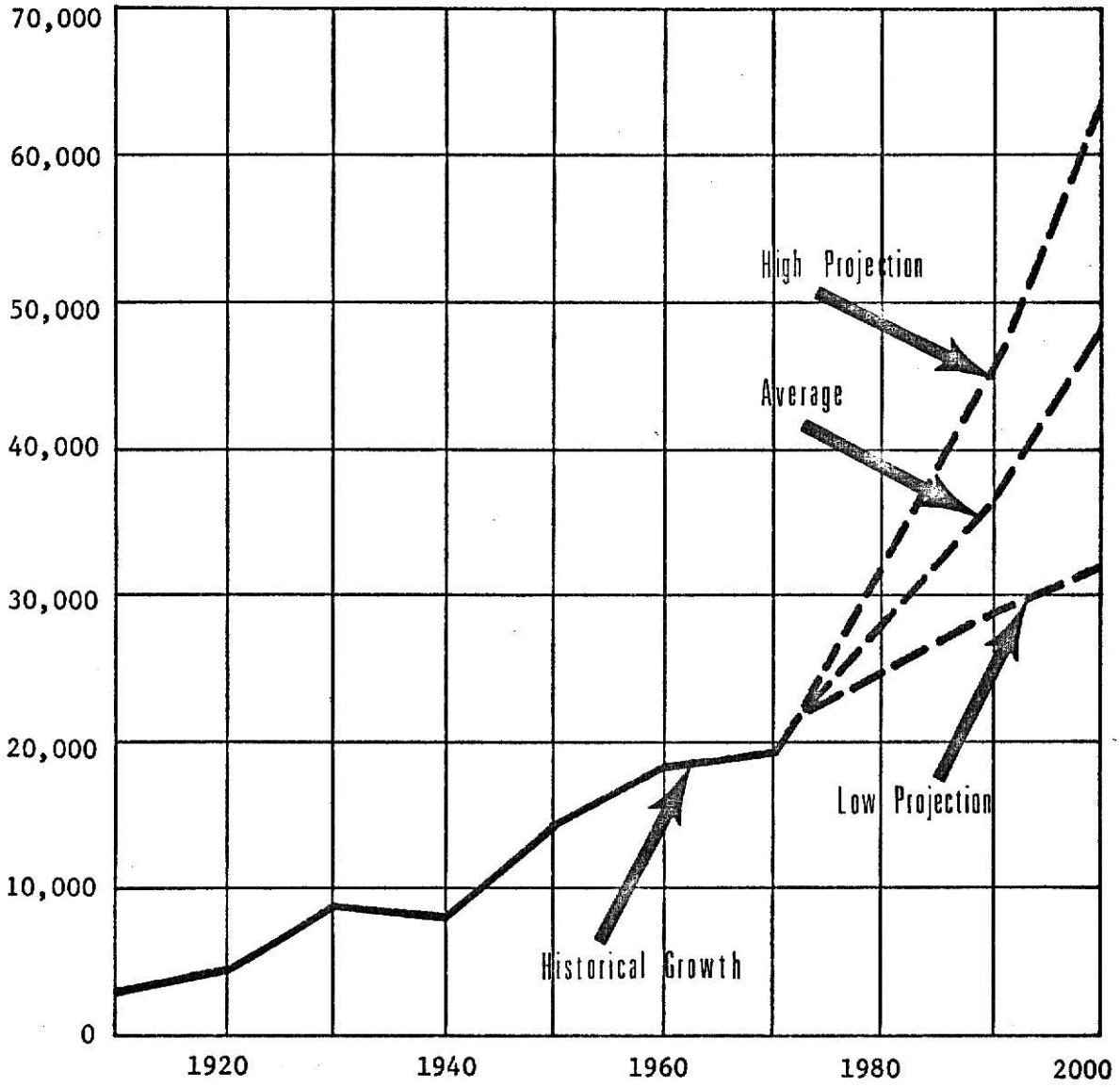
POPULATION PROJECTIONS
1973-2000

METHODOLOGY	1973	1980	1985	1990	1995	2000
Arithmetic	22,060	24,950	26,755	28,562	30,367	32,174
Geometric	22,060	30,404	37,047	45,142	54,987	65,612
Logarithmic	22,060	28,500	33,420	39,100	45,760	52,560
County Relation	22,060	24,961	26,914	29,125	31,415	33,595
State Relation	22,060	28,859	34,049	40,107	45,543	50,348
1963 Plan Comparison	22,060	33,082	37,200	42,000	47,120	52,320
Recommendation	22,060	28,100	32,560	37,360	42,550	47,800

Source: Shanahan/Wyse Associates, City of Plainview Comprehensive Plan-2000.

PLATE II

POPULATION GROWTH
City of Plainview, Texas 1910 - 2000



Source: Shanahan/Wyse Associates, City of Plainview Comprehensive Plan - 2000.

Indications are, therefore, that Plainview's population will be approximately 47,800 by the year 2000[82]. In other words, the population will double between now and that point in time.

Population Distribution

The City of Plainview has been divided into planning districts by the planning consultants Shanahan/Wyse Associates[83]. Plate III is a map of the districts of the City of Plainview as well as the area immediately adjacent to the city limits. This map will enable one to accurately determine trends for each area independently. Tables X and XI give a comparison between present population distribution and population distribution in 2000. Plates IV and V give graphic comparisons of the distribution for 1973 and 2000 consecutively.

The planning consultants have indicated, however, that the future growth patterns and distribution is highly variable. They suggest three alternatives that could influence the future development for the city of Plainview. These alternatives are the growth trend alternative (as depicted in Plate V), the linear method alternative, and the urban compact alternative[84].

The following are characteristics of each alternative:

1. Growth Trend Alternative - Housing would have medium density emphasis, maintaining the trend for development toward the northwest; employment and services dispersed evenly throughout the area; emphasis on the private automobile for the major source of transportation; and the acquisition of small open space and recreation areas on a neighborhood basis.

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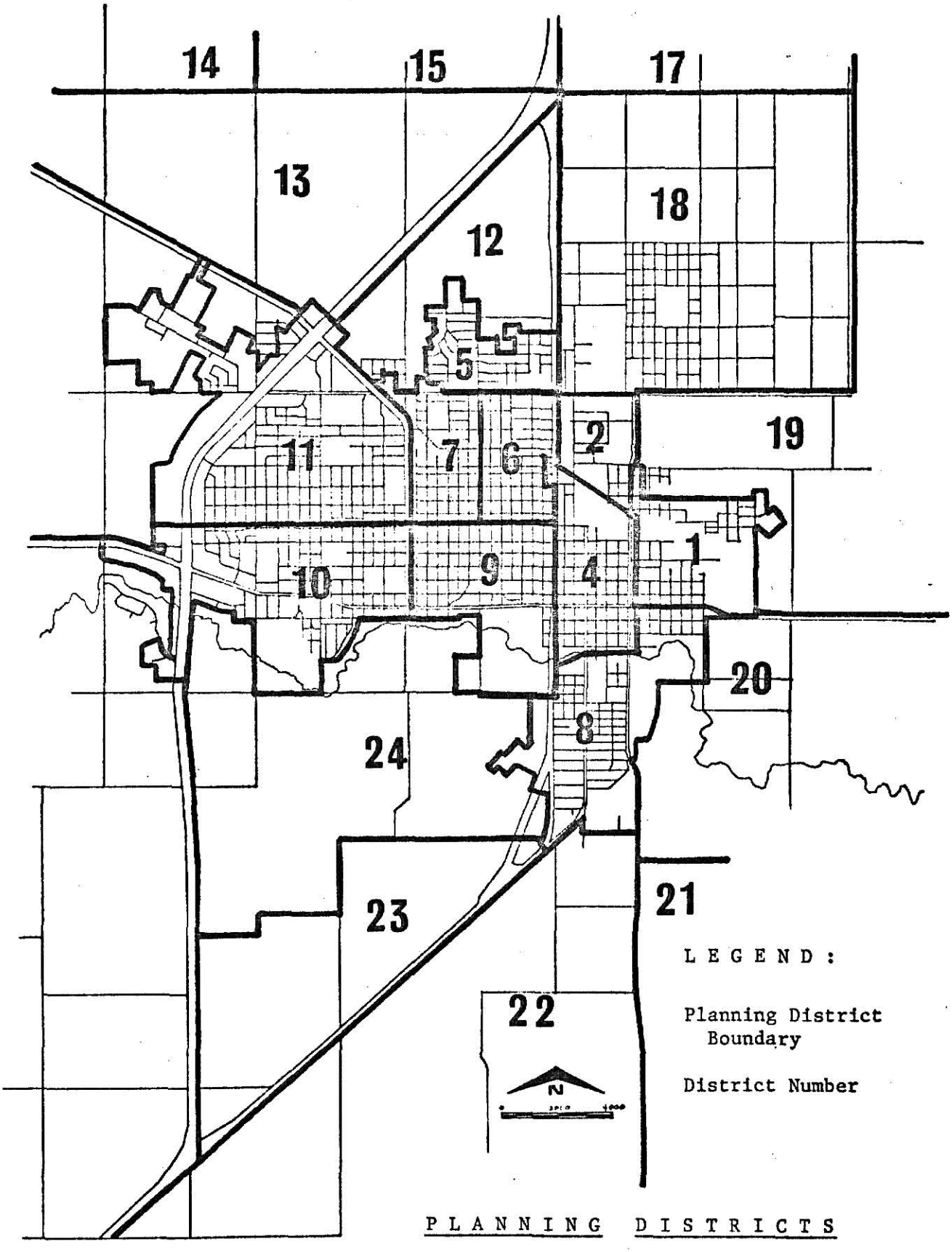
[82] Ibid., p. 44.

[83] Ibid., p. 20.

[84] Ibid., p. 95.



PLANNING DISTRICTS

TABLE X
City of Plainview, Texas

POPULATION DISTRIBUTION & DENSITY, 1985

PLANNING DISTRICT NUMBER	PROJECTED POPULATION (Persons)	GROSS AREA (Total Acres)	GROSS DENSITY (Persons/Acre)	NET AREA (Developed Living Area)	NET DENSITY (Persons/Acre)
1	445	372.38	1.20	78.25	5.69
2	810	258.84	3.13	93.65	8.65
4	1,075	385.87	2.79	118.74	9.05
5	1,380	237.56	5.81	133.89	10.31
6	2,300	296.15	7.77	233.88	9.83
7	2,400	308.37	7.78	231.05	10.39
8	2,670	707.63	3.77	282.28	9.46
9	2,840	516.10	5.50	281.60	10.09
10	3,220	847.41	3.80	322.90	9.97
11	6,090	1,277.60	4.77	679.90	8.96
TOTAL INSIDE CITY	23,230	5,207.91	4.46	2,456.14	9.46
12	1,070	894.98	1.20	191.40	5.59
13	375	2,048.70	0.18	69.19	5.42
14	30	2,224.86	0.01	22.76	1.32
15	70	2,168.30	0.03	32.44	2.16
16	25	1,005.05	0.02	10.93	2.29
17	75	2,241.32	0.03	24.06	3.12
18	2,330	2,560.00	0.91	311.20	7.49
19	490	3,173.31	0.15	66.87	7.33
20	380	2,692.33	0.14	63.40	5.99
21	205	3,434.37	0.06	75.05	2.73
22	325	3,471.77	0.09	96.34	3.37
23	150	1,294.64	0.12	76.88	1.95
24	1,350	2,260.76	0.60	206.46	6.54
25	850	4,453.23	0.19	113.70	7.48
26	1,795	2,322.48	0.77	240.74	7.46
TOTAL PLANNING AREA	32,730	41,454.01	0.79	4,057.56	8.07

Source: Projections By Consultants

TABLE XI

City of Plainview, Texas

POPULATION DISTRIBUTION & DENSITY, 2000

PLANNING DISTRICT NUMBER	PROJECTED POPULATION (Persons)	GROSS AREA (Total Acres)	GROSS DENSITY (Persons/Acre)	NET AREA (Developed Living Area)	NET DENSITY (Persons/Acre)
1	250	372.38	0.67	57.91	4.32
2	750	258.84	2.90	87.72	8.55
4	500	385.87	1.30	44.86	11.15
5	1,520	237.56	6.40	152.94	9.94
6	2,390	296.15	8.07	244.15	9.79
7	2,530	308.37	8.20	245.03	10.33
8	2,985	707.63	4.22	313.90	9.51
9	2,910	516.10	5.64	290.40	10.02
10	3,425	847.41	4.04	347.38	9.86
11	7,775	1,277.60	6.09	857.98	9.06
TOTAL INSIDE CITY	25,035	5,207.91	4.81	2,642.27	9.47
12	2,750	894.98	3.07	476.77	5.77
13	1,080	2,048.70	0.53	165.47	6.53
14	55	2,224.86	0.02	27.65	1.99
15	155	2,168.30	0.07	53.03	2.92
16	60	1,005.05	0.06	18.05	3.32
17	145	2,241.32	0.06	34.19	4.24
18	3,845	2,560.00	1.50	481.65	7.98
19	1,050	3,173.31	0.33	120.40	8.72
20	760	2,692.33	0.28	109.72	6.93
21	435	3,434.37	0.13	105.99	4.10
22	750	3,471.77	0.22	154.93	4.84
23	400	1,294.64	0.31	188.50	2.12
24	4,055	2,260.76	1.79	576.90	7.03
25	2,270	4,453.23	0.51	262.03	8.66
26	4,955	2,322.48	2.13	625.47	7.92
TOTAL PLANNING AREA	47,800	41,454.01	1.15	6,043.02	7.91

Source: Projections by Consultants

ILLEGIBLE DOCUMENT

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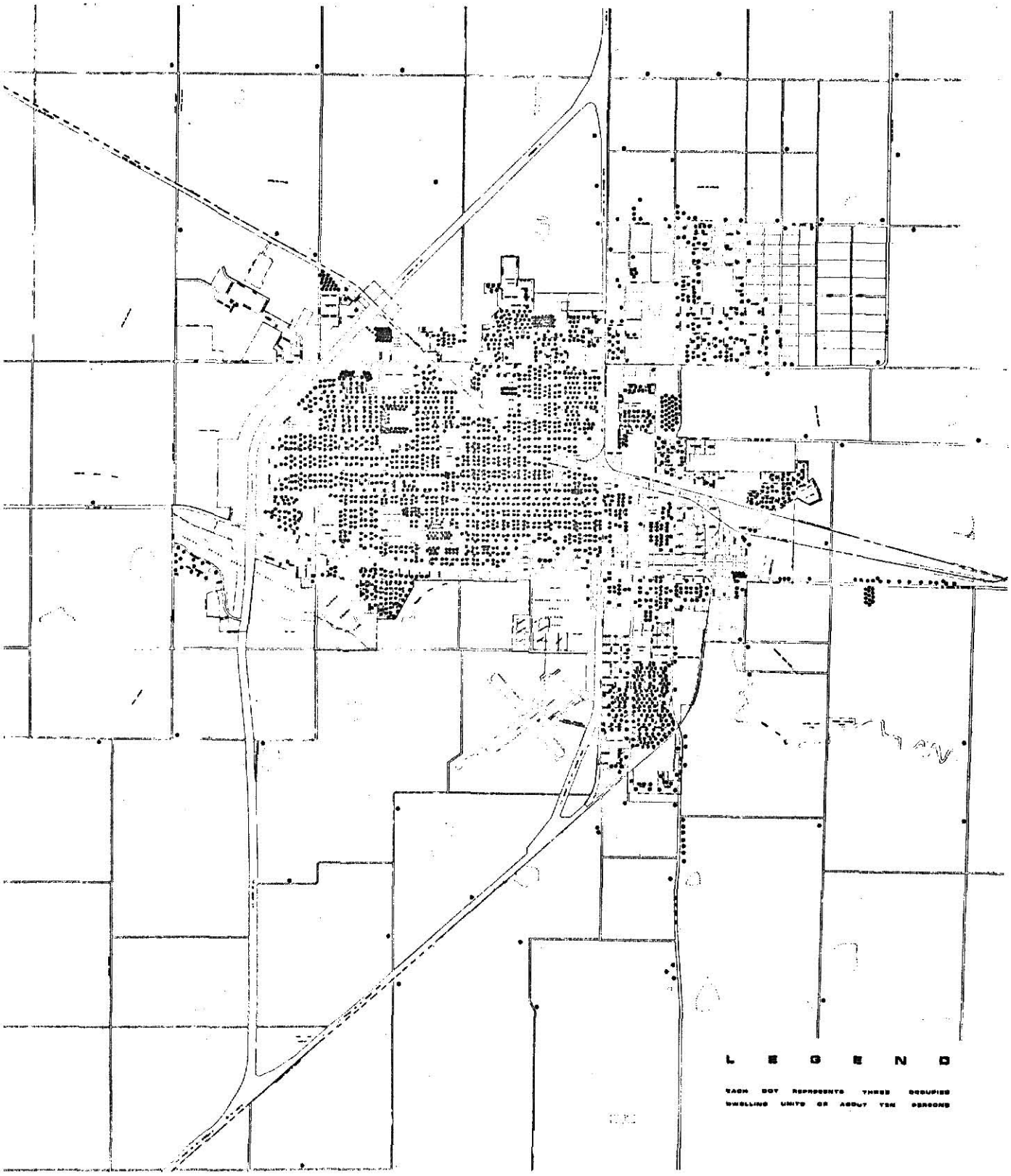
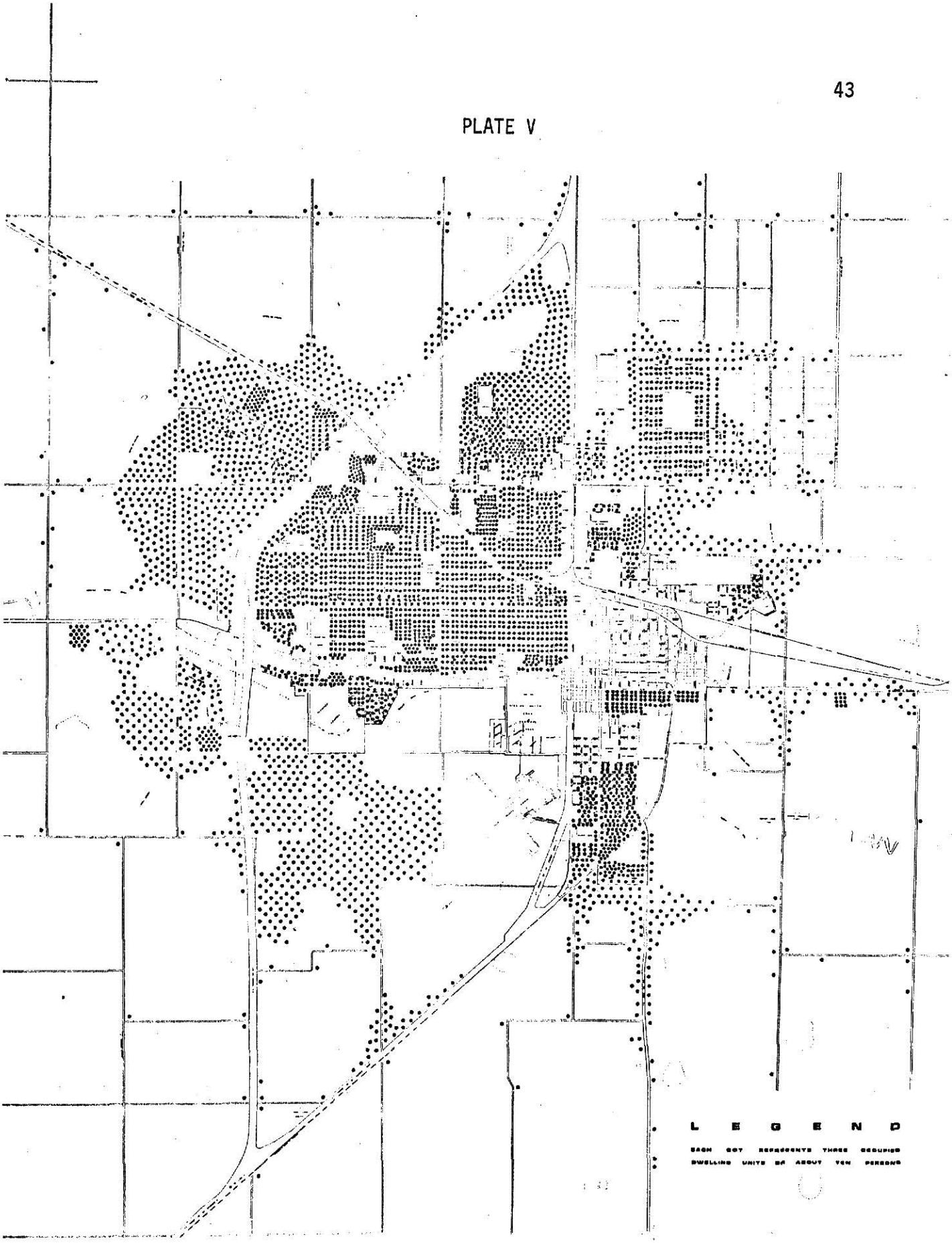
PLATE IV



POPULATION DISTRIBUTION 1973

CITY OF PLAINVIEW, TEXAS

PLATE V



POPULATION DISTRIBUTION 2000

CITY OF PLAINVIEW, TEXAS

2. Linear Alternative - Emphasis would be placed on housing with all density ranges, developing along linear transportation corridors; employment and services to be concentrated in the central core and along linear corridors; employees on a radial thoroughfare transportation system; and the acquisition of large open space and recreation areas at significant distance from the City's core.
3. Urban Compact Alternatives - Emphasis would be placed on low and high housing density; employment and services to be distributed into sub-centers with the CBD remaining dominant; transportation divided between private and public modes; and the acquisition of large open space and recreation areas[85].

Plate VI gives the planning consultants' conception of how the population would be distributed under each of the alternatives just presented. In addition, they have also included a graphic symbol depicting the pattern under the proposed land use plan made through the comprehensive plan for the year 2000.

Implications

In order for the data on Plainview's population characteristics to be of any value, certain implications must be made with regard to the trends. The planning consultants have concluded that there were implications resulting from their findings on population trends in Plainview. Only those that are relevant to this study will be mentioned.

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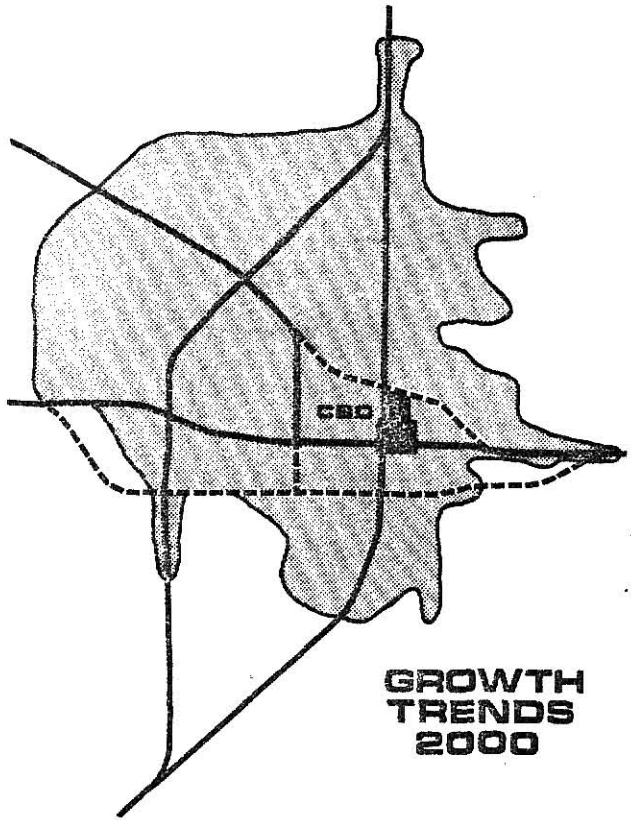
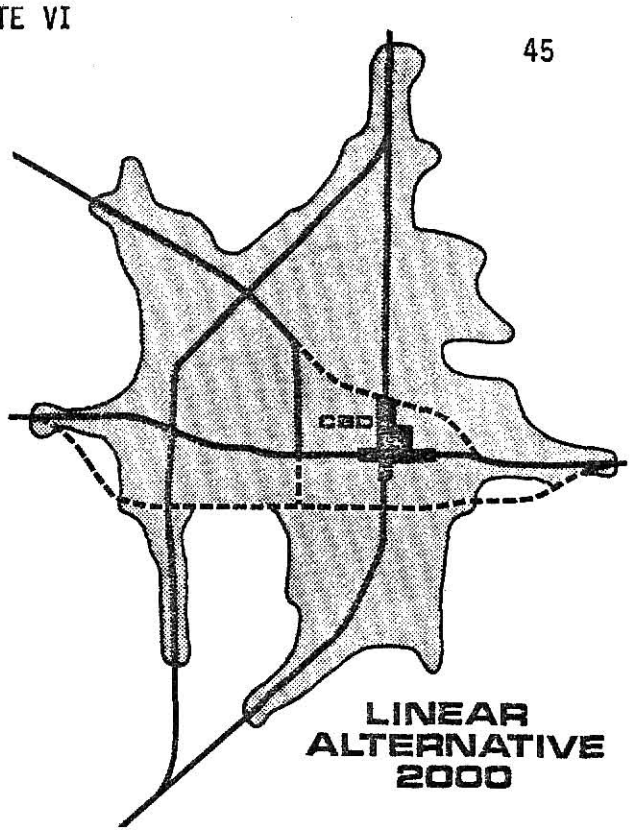
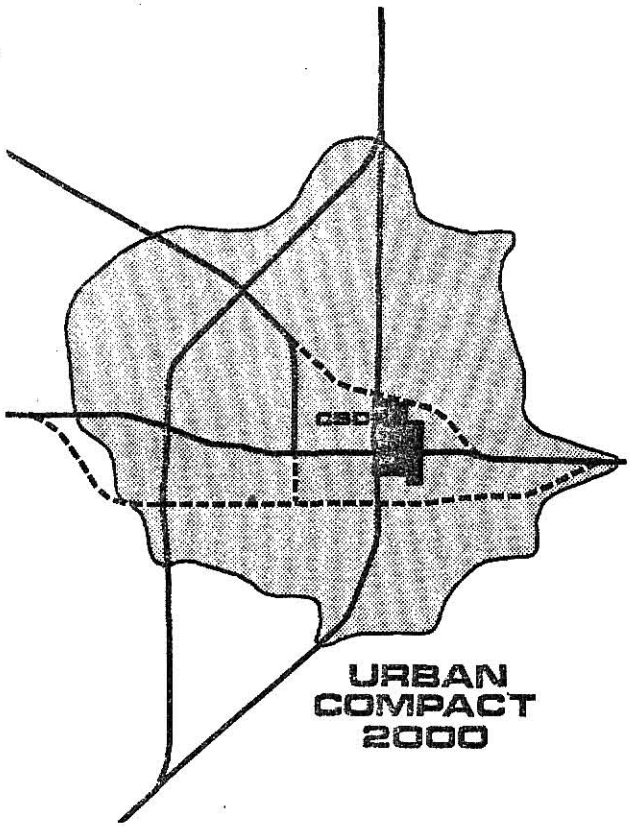
[85] Ibid.



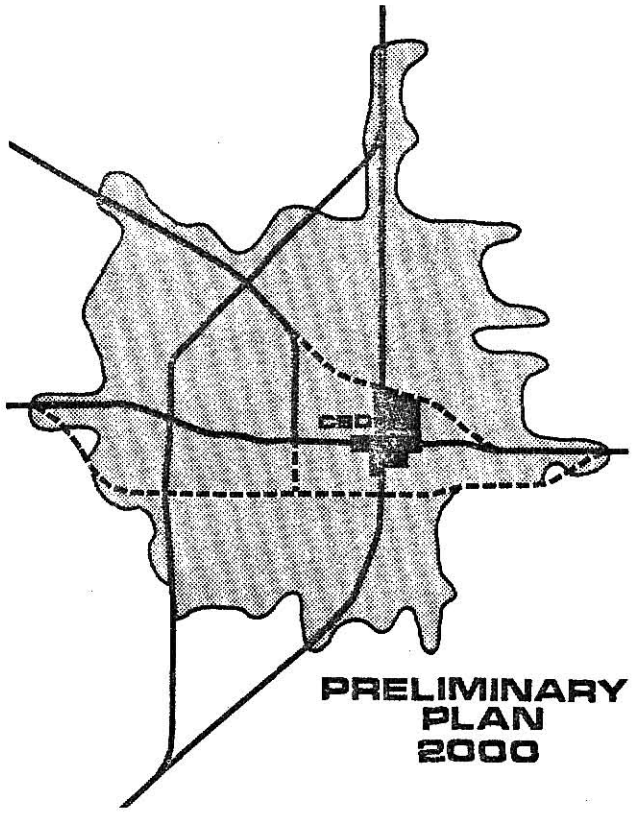
GROWTH TRENDS 2000



LINEAR ALTERNATIVE 2000



URBAN COMPACT 2000



PRELIMINARY PLAN 2000

GROWTH ALTERNATIVES

First, Shanahan/Wyse Associates conclude that there are already circulation problems created by extensive railroad tracks and the lack of grade separations at busy intersections. This, they add, limits development[86].

Second, the consultants are concerned about the redevelopment of the existing city while maintaining present densities[87].

Third, the "present trend of development north and northwest of the City will jeopardize the future of the CBD and the older sections of the City[88]."

The fourth implication is a "lack of growth policy indicating preferred growth patterns and official policy on utility extensions, annexations, etc[89]."

The last implication was that dispersed growth might occur in "proportions too small to support utility extensions, service shopping, and community activities[90]."

It is the author's opinion that the City of Plainview will continue to grow and its commercial areas will continue to play a role in the growth and development of the community.

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[86] Ibid., p. 41.

[87] Ibid.

[88] Ibid.

[89] Ibid.

[90] Ibid.

CHAPTER 3

THE CENTRAL BUSINESS DISTRICT TODAY

SECTION 1

CBD USE INVENTORY

SECTION 2

HUMAN RESOURCES

SECTION 3

SITE ANALYSIS

CBD USE INVENTORY

Commercial Development in Plainview

The original community of Plainview was laid out in an area just north of the Running Water Draw where the Central Business District is now located. The community has, through time, grown away from the flood zones and toward the North and West. Plate VII gives a graphic record of the physical growth by decades. Therefore, this growth has been away from this original town area that is now the CBD.

From a regional standpoint, however, the CBD in Plainview serves a large trade area. Shanahan/Wyse Associates, the planning consultants for the City of Plainview, defined the trade area as a 25-mile radius from the CBD[91]. Supposedly, people living within this 25-mile radius would commonly use Plainview as their main center for shopping.

However, the author discovered some ambiguity with the 25-mile radius as specified by the planning consultants. One-hundred one shoppers were surveyed to develop an accurate account of the habits and desires of those using the CBD (the survey will be discussed at length later in the chapter). The survey revealed that 18.8 percent of the shoppers had come from 31 or more miles to shop in the CBD. One-half of those residing outside the city limits of Plainview came from areas beyond a 30 mile radius. Table XII gives a comparison of the findings of that aspect of the survey.

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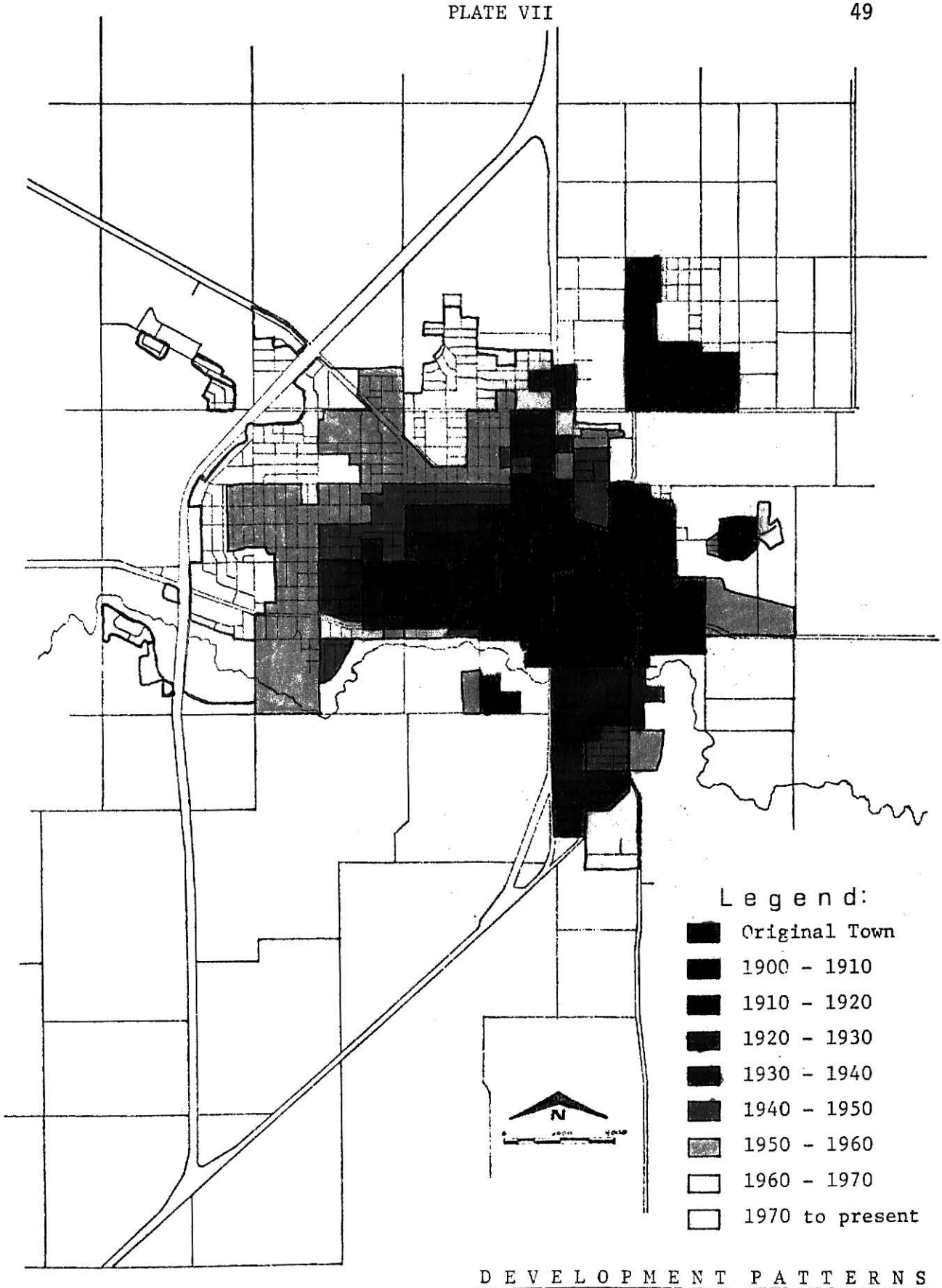
[91] Shanahan/Wyse Associates, Commercial Development Study, 1975-2000, (City of Plainview, 1975), p. 12.



DEVELOPMENT PATTERNS

TABLE XII

DISTANCE SHOPPERS TRAVELED FROM HOME TO CBD

	Resident of City	0-5 Miles	6-10 Miles	11-15 Miles	16-20 Miles	21-30 Miles	31 or more
Number Responding	64	2	1	8	1	6	19
Per Cent	63.4%	2.0%	1.0%	7.9%	1.0%	5.9%	18.8%
% of those residing out of city	----	5.4%	2.7%	21.6%	2.7%	16.2%	51.4%

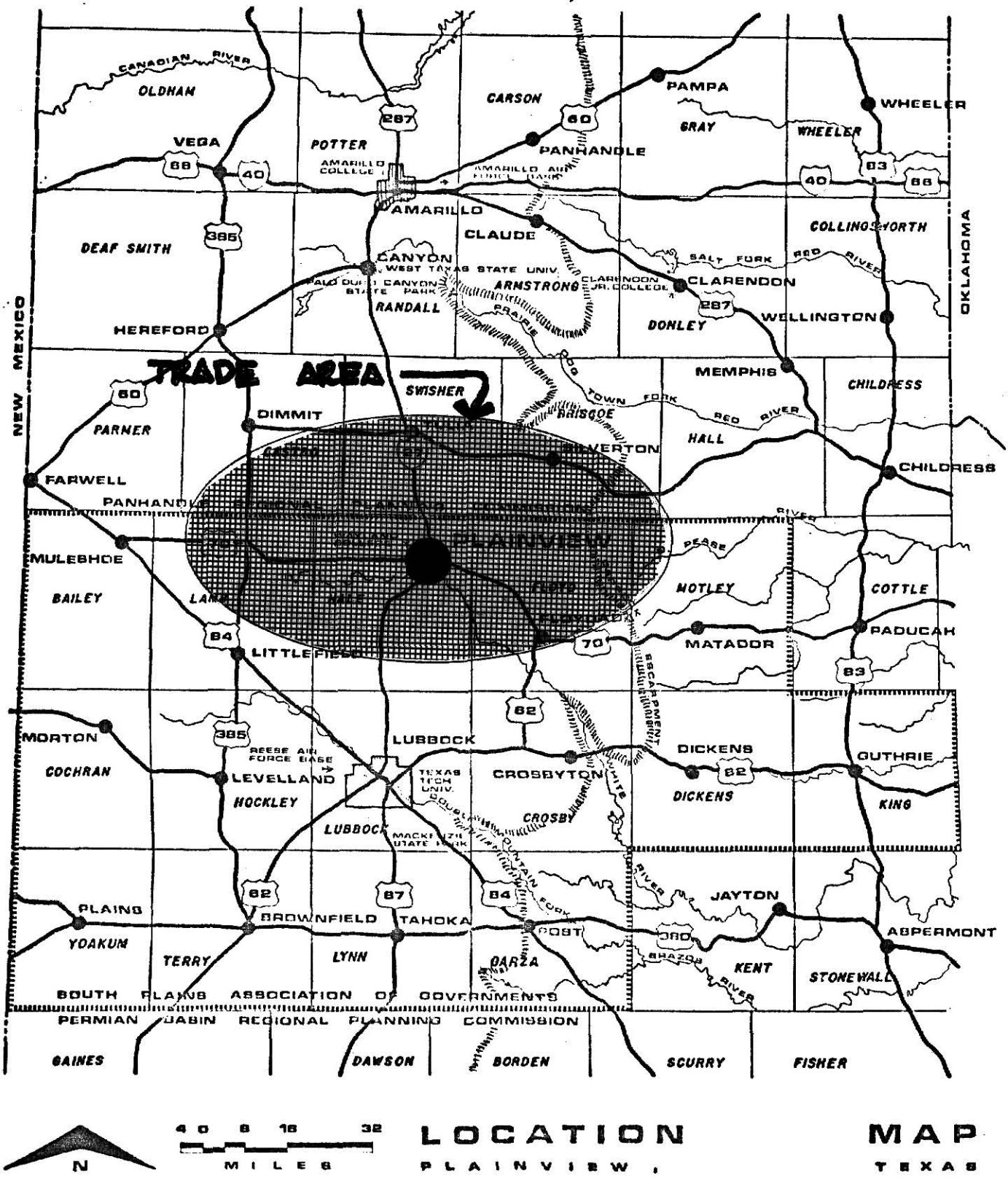
Source: Author

It is concluded by the author, that an oval extending 40 miles to the West and East of Plainview, and 20 miles to the South and North, be a more accurate description of the trade area. A map of the trade area is shown on Plate VIII. The shopping complexes in the large metropolitan areas of Lubbock and Amarillo (see Plate I) evidently draw people out of the Plainview region. None of those surveyed lived beyond 12 or 15 miles toward these larger cities. However, many living in areas as far as 60 miles to the east and west of Plainview were surveyed. The absence of sizable communities in these areas probably make Plainview an attractive area to shop for people living within the market area.

The Central Business District is not the only area that a visitor to Plainview might use for shopping. As the city grew toward the west and north, commercial strips developed along the large transportation corridors. In 1973, there were 1.10 acres of commercial usage per 100 persons residing within the existing city limits, which is more than normally found in similar

PLATE VIII

TRADE AREA
Plainview, Texas



LOCATION MAP
PLAINVIEW, TEXAS

communities[92]. The planning consultants project that the ratio will gradually increase to 1.16 acres per 100 persons by the year 2000[93].

"Currently, it is estimated that approximately 242 acres of land are devoted to commercial uses within the city of Plainview. Of that total, 56 acres, or 23.1 percent, is located within what has been defined as the Central Business District; and 186 acres, or 76.9 percent, is found dispersed throughout the city, outside the CBD. When considered in a ratio form, there are 3.3 acres of commercial development located outside the CBD for every 1.0 acre found within the downtown area[94]."

The planning consultants have identified five corridors of existing or potential commercial development. These corridors are as follows:

1. Interstate Highway 27
2. U.S. Highway 70
3. Business Route 87 North
4. Business Route 87 South
5. Central Business District[95].

Plate IX gives the location and size of each commercial area for the purpose of comparison. Plate X presents a comparison of the past growth and projected trends of each commercial area. Of particular interest is the CBD which has grown physically during the past decade. "According to the Plainview Comprehensive Plan, 1985, published in 1963, the Central Business District contained approximately 48 acres of land functioning as commercial

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[92] Ibid., p. 11.

[93] Ibid.

[94] Ibid., p. 13.

[95] Ibid.

PLATE IX
COMMERCIAL CORRIDORS

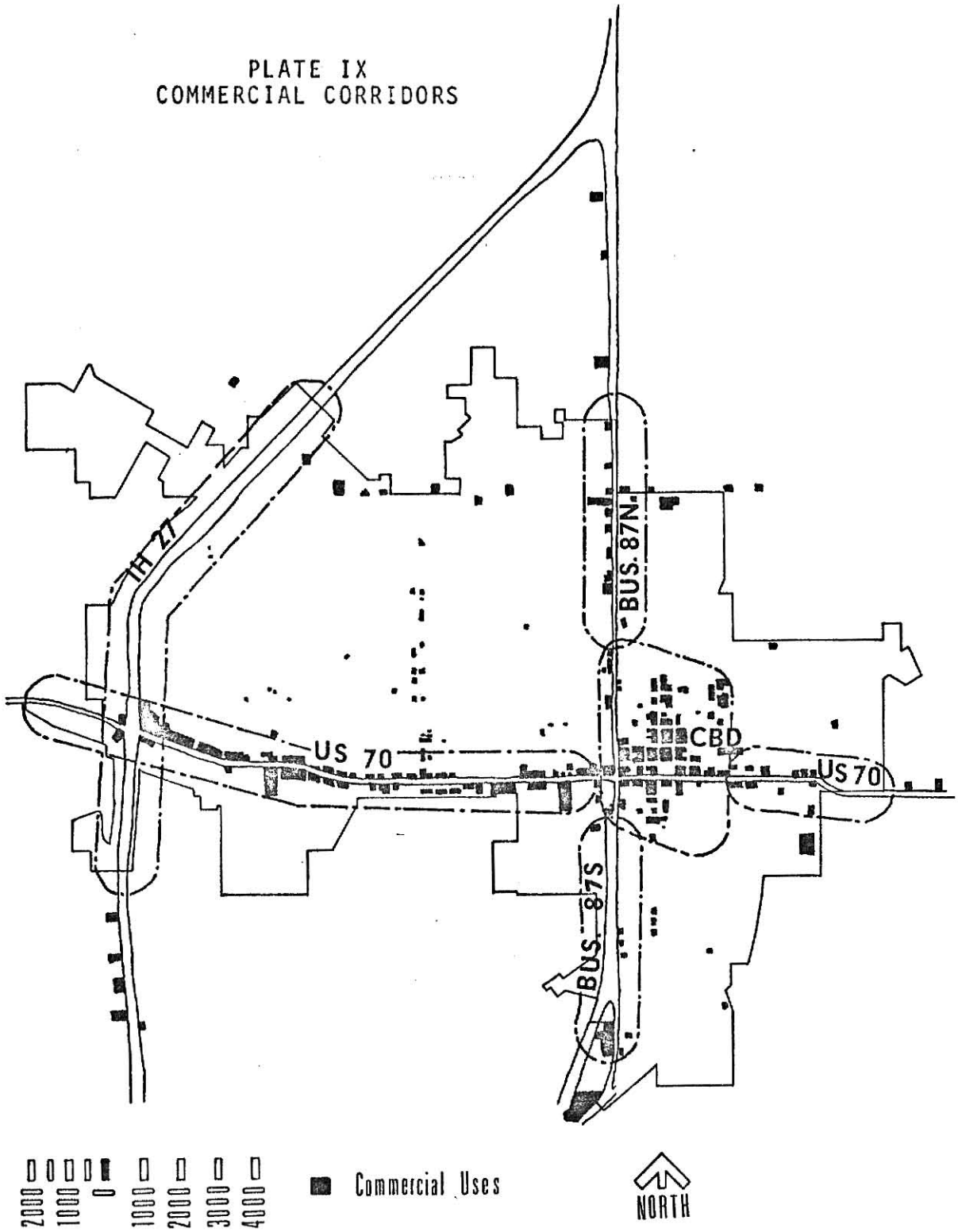
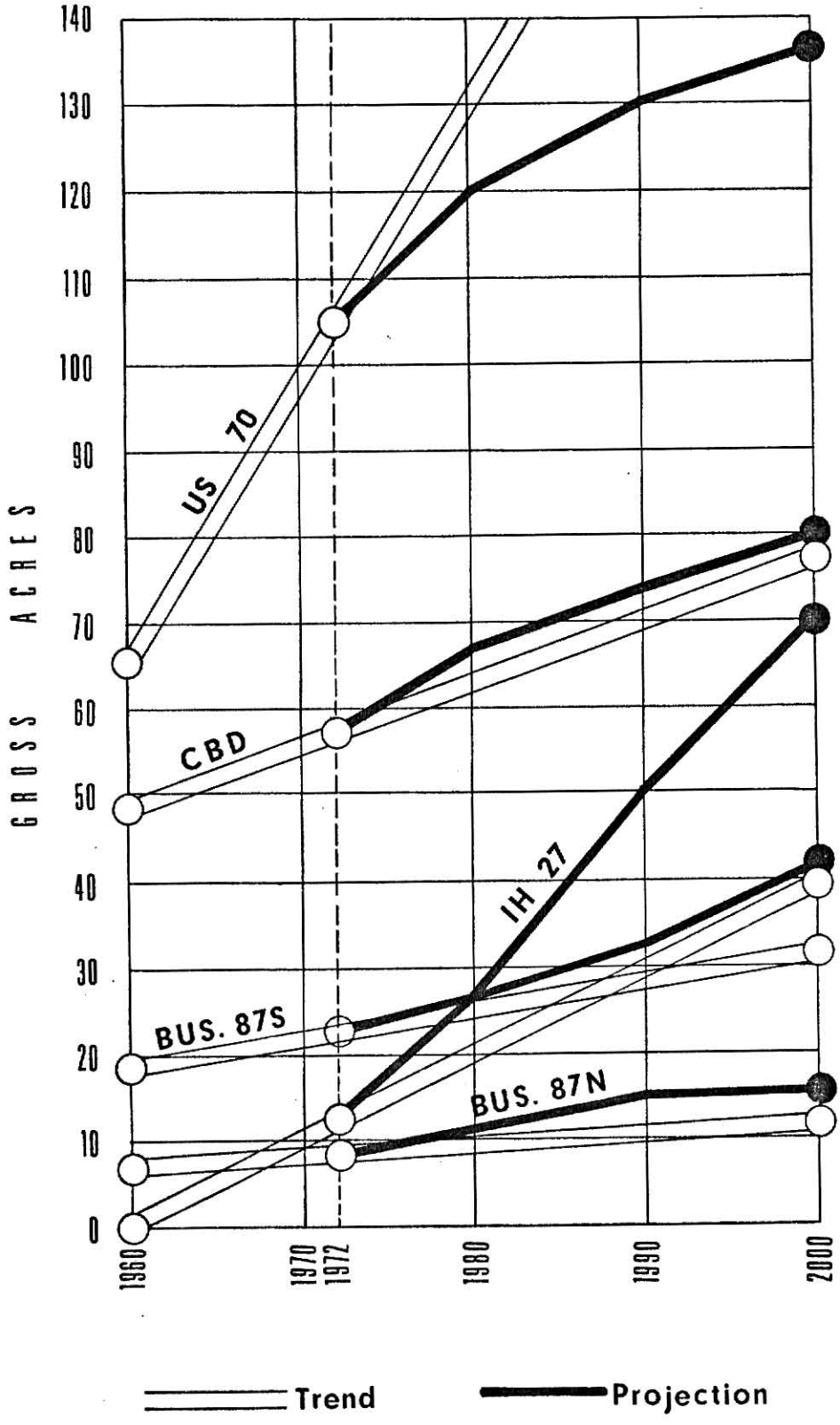


PLATE X

PROJECTED COMMERCIAL DEVELOPMENT



use. Today, this amount has steadily grown to about 60 acres[96]." The consultants further suggest that by the year 2000, the CBD will contain over 70 acres[97]. This fact, as well as the point made earlier with regard to the expanded market area of Plainview, attests to the viability of the CBD.

However, if present trends related to sprawl continue to occur, the CBD could become less important to the region. "Without a plan for maintaining a viable CBD, the Interstate Highway 27 corridor could gradually become the predominant retail area for Plainview, thus wasting a valuable resource and investment[98]."

Various alternatives pertaining to projected physical growth for the city of Plainview were examined in the last chapter. The role of the CBD in each alternative should be studied to determine which would provide the best compatability between urban growth and CBD viability (see Plate VI).

1. The Growth Trend Alternative - "Such an alternative creates low densities and decentralization and encourages urban sprawl. As a result of such growth patterns, a hierarchy of commercial centers would be provided ranging from downtown Plainview and the community shopping centers to local convenience centers. The continuation of such a pattern of growth will result in a continuance of sprawl in the northwest, a pattern that eventually could eliminate the CBD as the central area of the city[99]."

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[96] Ibid., p. 17.

[97] Ibid.

[98] Ibid.

[99] Ibid., p. 19.

2. The Linear Alternative - "This concept requires the establishment of an extensive thoroughfare system and creates sprawl along linear corridors. The downtown area would continue to increase its intensity as a center of population and employment. However, the CBD would contain an excess of jobs in relation to resident workers, and thus, would require extensive commuting from other areas of the city. Also, new commercial development would tend to locate along thoroughfares passing through and around the CBD[100]."

3. The Urban Compact Alternative - This alternative "preserves single-family residential areas and natural amenities with the CBD providing the largest concentration node. It attempts to minimize the travel distances between homes and places of daily occupation. The nodes would be distributed throughout the community in a fairly uniform pattern, except for some closer spacing in the CBD. Most nodes would be created from existing business/shopping centers. The Central Business District would be retained as the nucleus of the city and remain at the center of urban growth[101]."

4. Preliminary Plan - The planning consultants, state that "the preliminary plan provides this optimal arrangement (of land uses) and exhibits various characteristics of each of the previous alternatives, but joins the variables and growth concepts for the most feasible future development of Plainview. This approach will strengthen the

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[100] Ibid.

[101] Ibid.

Central Business District by discouraging the dispersal of future commercial activities. However, local shopping facilities will be located at major thoroughfare intersections to meet the needs of surrounding neighborhoods[102]."

The author, however, does not agree with this approach in its entirety. An examination of the alternatives as exhibited in Plate XI will show very little difference in the preliminary plan and the growth trend alternatives. The proposal by the planning consultants would be very similar to projected growth trends if no land use policy were enacted. In fact, it appears that commercial development along traffic corridors would be actually encouraged, creating a catalyst for sprawl. If, however, the CBD could become the catalyst or magnet for future urban development, along with definite land use policy legislation, an urban form more similar to the urban compact alternative could be encouraged.

The planning consultants do add, however, that "the development of future commercial activities within the existing framework should surely be encouraged. Not only the quantity, but also the quality, should be upgraded. Every effort should be made to maintain the CBD as the focal point of business and commercial activities in Plainview[103]."

Status of the CBD

The viability of Plainview's CBD has been established as well as its role in the economic health of the community. The point has also been

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[102] Ibid.

[103] Ibid., p. 23.

made with regard to the need for a strong CBD in order to prevent urban sprawl. Attention will now be focused specifically on Plainview's CBD, to inventory what forces exist in that area that can be utilized toward the preservation and revitalization of this important commercial district.

The CBD is defined as the area in Plainview that is "bounded by Elm Street on the east, the Panhandle and Santa Fe railroad tracks on the north, Columbia Street on the west, and Running Water Draw on the south. This area contains approximately 386 acres[104]." Plate XI provides a map of the area.

"The CBD contains three major banks, all saving and loan associations, 90 percent of all local attorneys, the County Courthouse, the Municipal Government facilities, the main post office, and many other vital elements necessary for a progressive community[105]."

The CBD presently serves a great variety of uses. Table XIII gives an analysis of the existing land uses in the CBD.

TABLE XIII

CBD LAND USE

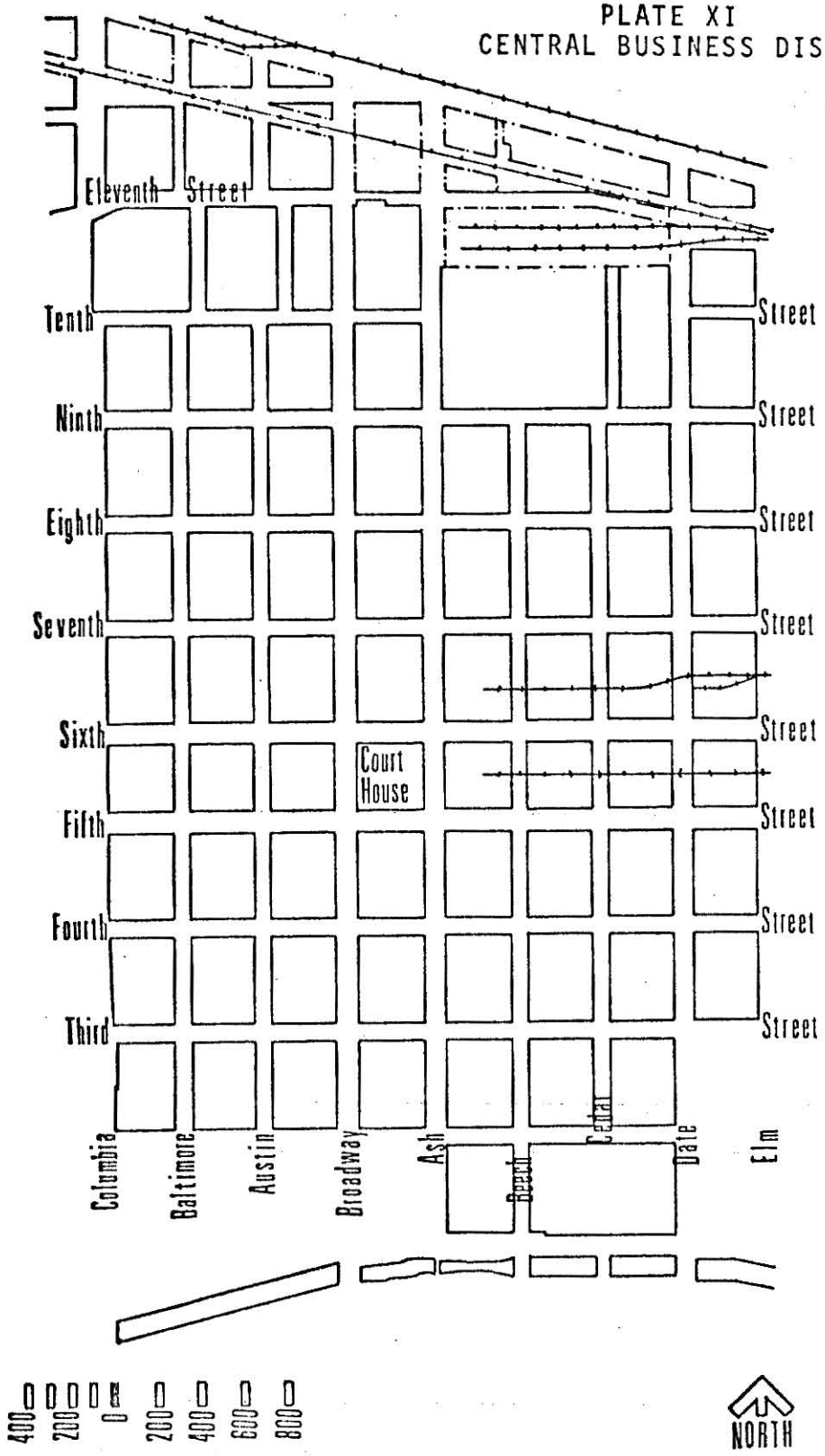
Land Use	Acres	% of Total CBD
Residential	65.85	17.1%
Commercial	56.34	14.6
Public and Semi-public	25.55	6.6
Streets and alleys	119.27	30.9
Industrial	19.47	5.0
Vacant	99.39	25.8
Total	385.87	100.0%
Percent Developed - 68.3%		

Source: Shanahan/Wyse Associates - Commercial Development Study.

[104] Ibid., p. 23.

[105] Ibid.

PLATE XI
CENTRAL BUSINESS DISTRICT



As the table indicates, only 14.6% of the total land area is dedicated to commercial use. And yet, the name, Central Business District, implies that its purpose is primarily commercial. It is that commercial use that will now be the subject of discussion.

The survey mentioned earlier will now be examined in detail to determine the use of the CBD with regard to shoppers needs and desires. A sample survey is displayed in Appendix A.

The survey was conducted at varied times of the day and on 3 days of the week. The first survey was taken on a Saturday morning in the middle of July with the survey beginning at 10:00 a.m. The second survey was taken on the following Monday, beginning at noon. The last survey was taken at 3:00 p.m. on Wednesday afternoon. Respondents were randomly selected but an attempt was made to get a variety of age groups, races, and representatives of both sexes. Problems were encountered in that several Spanish-speaking respondents could not understand the surveyor. In most cases, however, an interpretor was available. There was also an effort made to conduct the surveys in all areas of the CBD. This also presented a problem in that the further north the surveyor went in conducting the survey, the fewer the shoppers. Results of the survey are displayed in Appendix B.

The following questions were asked in the survey:

1. Why did you come to the downtown area today?
2. How many times have you been in the downtown during the past month?
3. How many shops will you enter today?
4. Are you a resident of Plainview?

5. If you are not a resident of Plainview, how far is your home from Plainview?
6. How did you get to the downtown area?
7. If you came by private automobile, how many passengers did you have in your car?
8. Have you heard of the proposed mall being planned for the Plainview Central Business District?
9. Do you feel the City of Plainview should make efforts to improve the physical quality of the downtown area?
10. Would you shop more often in the downtown area if Broadway was converted into an attractive pedestrian mall?
11. Would you please estimate the amount of money you will spend on this shopping trip in the downtown area?

The first question was asked to establish the reason why visitors came to the CBD. Approximately 75% of those interviewed were in the CBD for the purpose of shopping. Ten percent of those interviewed were in the downtown area because they worked there. A less-formal survey was taken in an established mall in Atchison, Kansas during March, 1975. There was a higher percentage of people in the Atchison CBD that were there for reasons other than shopping. Only 50% of those in Atchison were there to shop. Twelve percent of those interviewed in Atchison were in the CBD for social reasons. This compares to only 3% in Plainview. The implication here is that the area in Atchison appeals to those that are not necessarily shoppers and that the area serves a wider range of uses than does the Plainview CBD.

The second question, regarding the number of times that the visitor had been in the CBD in the past month, was asked to determine how often people

used the CBD. As would be expected, those respondents that were from out-of-town that came to the CBD, used the area fewer times than did the residents. A wide range of responses occurred with regard to resident usage of the CBD. Assuming that 10% (employees from the CBD that were interviewed) were removed from the total of respondents coming to the CBD more than 20 times per month, the totals of each variable (0 to 5 times, 6 to 10 times, 11 to 20 times, and 20 or more times) would be approximately identical. The implication, therefore, is that the number of trips to the CBD sets no clear pattern. Using an average, which may not be accurate, one could assume that the typical resident uses the CBD 10 times per month.

Equally important would be information regarding the number of shops used by shoppers. Statistics derived from the third question indicates that a majority (57.3%) of shoppers visited from 3 to 5 shops per trip. Nearly 1/4 (24%) of the shoppers visited only 1 or 2 stores per trip.

Questions number 4 and 5 were asked to determine the impact Plainview's CBD has on the region and to determine how much the CBD should depend on non-resident shoppers. The impact of non-residents has already been mentioned earlier in this chapter when the market area was being determined. There may be some value in reinterating at this point that 37% of those interviewed were non-residents and over half of those lived further than 30 miles away. The author interviewed several from as far away as 60 miles. This certainly proves the importance of the CBD to the region and the importance of the non-resident to the economic well-being of the CBD.

Questions 6 and 7 were asked to determine what the role of the automobile is to the shopper and the CBD. Those findings might be considered startling in light of recent concern over energy conservation. However, it

has been said that it is of no concern for a West Texan to drive 15 miles for a hamburger. The fact is that this society of people, in their vast, open environment, depend very heavily on the automobile. Neighboring communities are miles apart and the author himself grew up 15 miles from the nearest gas station in West Texas.

Nevertheless, what might be considered alarming is the fact that 56.7% of the shoppers had only one or two in the automobile. Sixty percent of the employees interviewed, came to work by themselves. Comparing population with these figures is equally alarming. There are now 1,344 persons[106] living in the CBD area and yet 95% of those interviewed came to the CBD by private automobile. Only 3% of those interviewed walked to the CBD which compares to 24% in the Atchison survey.

Since efforts were being made to inform the citizens of Plainview about the redevelopment plans, the author and members of the Downtown Merchants Association decided to find out how well the project had been publicized. Fifty-four percent of those interviewed were aware of the planned project. Sixty-five percent of the residents had heard of the project and 34% of the non-residents were aware of it. It was concluded therefore, that the news media had done a good job in informing the public of the project.

Questions 9 and 10 were asked to determine people's attitudes toward redevelopment. Indications are that the general public is in favor of plans to be made in preserving the CBD.

Ninety percent of the residents of Plainview agreed that the CBD should be improved. This compares to 84% of the non-residents. This strong majority indicates that there would probably be good citizen support for the project.

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[106] Ibid.

The last question was intended to determine the economic impact that the shoppers had on the CBD. Statistics indicate that 67.5% of the shoppers spent over $20 per trip. Thirty percent of the shoppers spent over $40 and 16% spent over $60 per trip. Of the 101 people interviewed, all but one indicated that they would spend some money while in the CBD, including the 10 persons that worked there. Another interesting statistic indicates that 42.9% of those interviewed that were "just passing through" the CBD, spent between $10 and $20 per trip. This would indicate that there would be certain economic advantages in developing events or activities that would bring people into the area for reasons other than to shop.

This survey has supplied information relative to some of the habits, desires, and needs of people using the CBD. This data will be used to develop design criteria and constraints which will be the topic of Chapter 4.

HUMAN RESOURCES

In a project involving urban development, there are certain individuals that influence action within the community. This component within planning efforts is extremely important and should be inventoried. It would be impractical to list all individuals who are potential resources within the community. Therefore, a listing of those individuals involved directly with the author during the design and implementation phase will be listed.

There are three broad categories of people in Plainview who should be mentioned. These include public officials, entrepreneurs, or businessmen, and other interested citizens.

Public Officials

Federal elected officials include Represtative George Mahon of Lubbock and Senator John Tower of Wichita Falls, Texas. Should federal funding be sought or used in financing this project, these gentlemen could prove to be valuable in supplying information and support.

The State Representative for the Plainview district is Pete Laney of Hale Center. He has been made aware of the proposed pedestrian mall in Plainview and has agreed to introduce enacting legislation forming a special improvement district in the CBD.

Current county officials include County Judge Henry Heck and County Commissioners Marvin Churchwell, Lloyd Goldston, Jack Eason, and "Jigger" Wheeler. The county courthouse is in the proposed project area indicating a need to include these men in the planning of this project.

The City of Plainview has a Council-Manager form of government. Current city council members include Mayor John D. Stoneham, City Councilmen Keltz

Garrison, Medlin Carpenter, Neal Williams, Jeane Browning, and Tom Allman. Appointed officials include City Manager Marshall Pharr, Administrative Assistant Mike McGregor, City Engineer W. R. Hogge, Director of Parks and Recreation Bill Rodgers, Director of Planning Harold Gladman, and Director of Public Safety Johnnie Ballew.

Entrepreneurs

Members of the downtown business community had been asked to serve on the Central Business District Advisory Committee for the City of Plainview, during the development of the Comprehensive Plan 1975-2000. This committee was asked to supervise the planning of the proposed mall after the completion of the Comprehensive Plan.

This group met on July 1, 1975, to form the C.B.D. Improvement District. They elected the following officers: Jess West, President; Jimmie Sherman, Vice-President; John Marse, Secretary; and David Wilder, Treasurer. The following is a list of initial members:

Mrs. Nora L. Miller	Miller Flowers
Bob Worley	J. C. Penney
Mike Godfrey	Kerr & Kerr Architects
Jimmie Sherman	Plainview Plumbing
Wilbur Cleveland	Cleveland Athletics
Bill Evans	Morgan-Evans Insurance Agency
Bill Hooper	Hooper Motor Company
Jack Oswald	Oswald Printing
Rob Gentry	First National Bank
Jan Wampler	Western Auto
John Curry	The Curry Company
Leward Hood	Plainview Daily Herald
Alvin Law	T.N.M.O. Coaches
John Marse	Marse & Sons
D. L. Van Horn	McNair Seed Company
John Kerr	Kerr & Kerr Architects
John Skaggs	City National Bank
Jack Skaggs	Skaggs Realty
Wayne Arnold	Plainview Plate Glass & Mirrow Company
W. W. Allen	Hale County State Bank
Jimmy Holmes	Certified Public Accountant

R. B. Burton	Travelodge
R. L. Hobbs	Travelodge
Ray D. Burnett	Burnett Cabinet Shop
Don Richards	Plainview Reporter News
Jim Oswald	Plainview Daily Herald
Van Stovall	Stovall Law Offices
David Wilder	First National Bank
Jess West	West's Pharmacy
Vernon L. Clem	Pioneer Natural Gas
Lester James, Jr.	Plainview Savings and Loan
W. C. Meharg	Southwestern Public Services
Grady L. Boyd	Hale County Savings Association

Interested Citizens

There are individuals who have no financial interest in the CBD who should be mentioned. Three individuals come to mind, including Mrs. Harley Wells of the Hale County Historical Society (Mrs. Wells is Chairman of the Historical Preservation Committee), Professor C. Gwin Morris of Wayland Baptist College, and Mr. Tut Tawwater of K.V.O.P. Radio.

SITE ANALYSIS

The next logical step is the actual proposal relating to the development of a pedestrian mall in the CBD. A specific site will be selected within the CBD and existing conditions will be inventoried and analyzed.

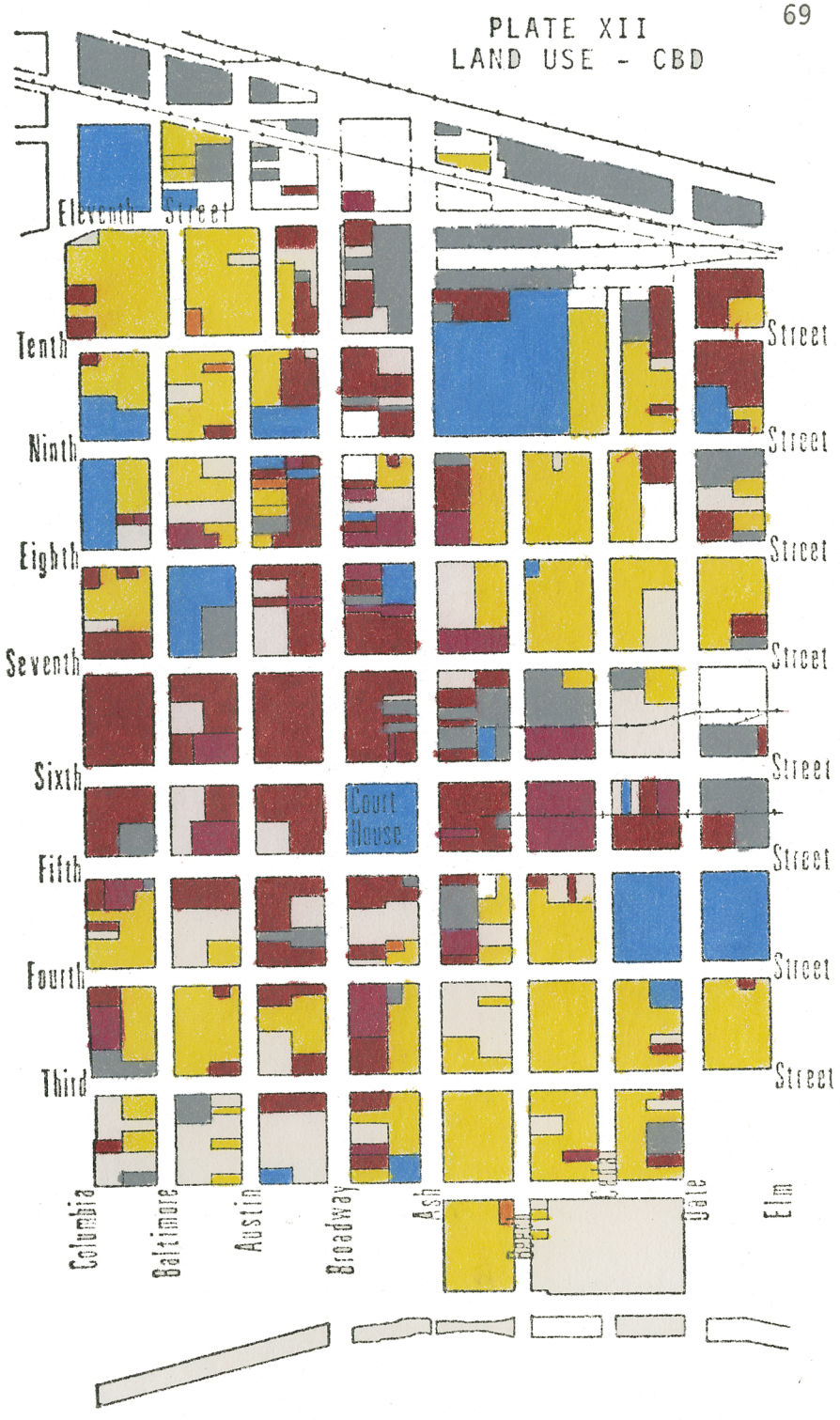
Site Selection

The selection of a site for the mall will be mainly based on existing land use. Since parking is extremely important in this project, it will also be used as criteria in site selection. However, as will be shown later in the chapter, existing parking is inadequate throughout the CBD. Therefore, in order to proceed with planning, one basic assumption will be made--that parking space can be acquired where needed. If, in the analysis, adequate parking cannot be acquired, the study could possibly go back into selecting another site.

Plate XII gives a map illustrating existing land use in the entire CBD. The red areas indicating retail commercial uses seem to radiate out from the intersections of Broadway with Sixth and Seventh Streets. The wider streets representing the major traffic flows are also shown on Plate XII and seem to center along Broadway, Ash, Fifth, and Sixth Streets. Existing off-street parking (Plate XXVII) seems to center off Austin Street between Fifth and Eighth Streets.

Using these factors, as well as making an attempt to incorporate the mall into the existing courthouse green, preliminary plans were made of the area along Broadway between Fifth and Ninth Streets. The study area is shown on Plate XIII.

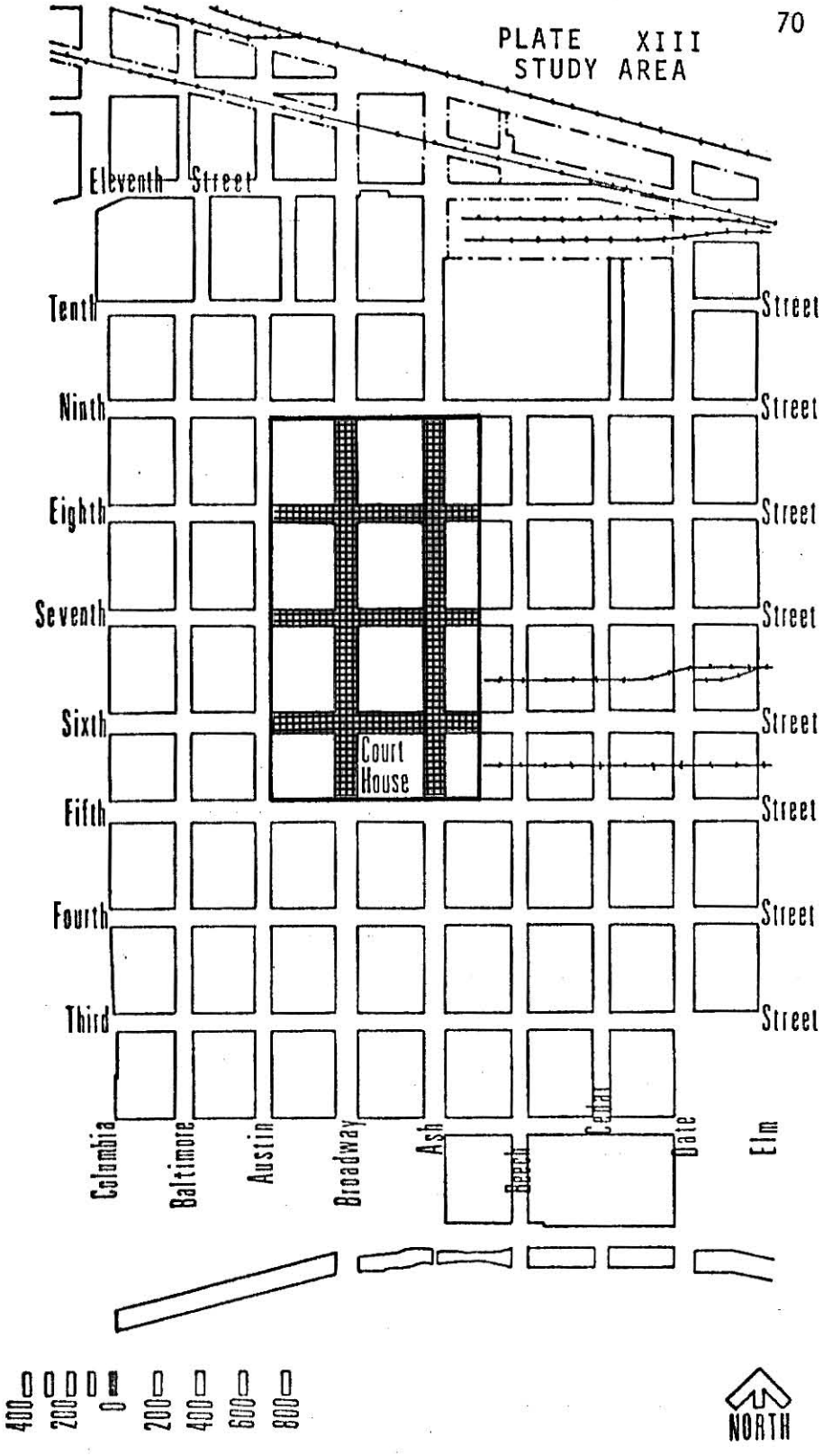
PLATE XII
LAND USE - CBD



LEGEND:

- SINGLE FAMILY RESIDENTIAL
- MULTI-FAMILY RESIDENTIAL
- RETAIL COMMERCIAL
- OTHER COMMERCIAL
- INDUSTRIAL
- PUBLIC/SEMI-PUBLIC

PLATE XIII
STUDY AREA



STUDY AREA

Site Inventory and Analysis

Since a specific 8-block area has been selected as a study area, detailed physical inventories can be made. The following categories will be studied:

1. Existing Land Use
2. Existing Utilities
3. Drainage
4. Existing Street Conditions
5. Mass-Void
6. Condition of Structures
7. Circulation - Auto
8. Circulation - Pedestrian
9. Parking
10. Climatic Condition
11. Visual Analysis

Existing Land Use

Inventory. The land use within the study area is somewhat fluid in that property has been changing hands quite frequently. This has been especially true since news of this planning project has been made public. Admittedly, the land use survey will probably be obsolete by the time it is printed. However, an attempt will be made to provide current uses. Even though the businesses have been changing, their basic use has usually remained the same.

Fifty-seven separate types of uses (not including streets) have been inventoried in the study area. This indicates a very wide diversity of uses

within the CBD. These have been combined into the following categories for inventory purposes:

1. Single-family residential
2. Multi-family residential
3. Wholesale outlets
4. Retail sales
5. Amusement
6. Retail services
7. Financial
8. Public services
9. Government facilities
10. Light industry
11. Vacant buildings
12. Vacant land
13. Parking
14. Parks

Plate XIV shows a map of the various land uses found in the area. The table following gives a comparison of land use totals.

Analysis. Table XIV reveals that nearly 50% of the total land use, excluding streets and rights-of-way, is devoted to retail sales and services. Only 6% of the same area is used for residential, which compares to 25% of the total in the Central Business District (Table XIII). If totals from parking, vacant buildings, and vacant land were combined, a total of 6.41 acres (27% of area excluding streets) could indicate potential areas for future parking.

TABLE XIV LAND USE-STUDY AREA

TABLE XIV

Existing Land Use - Study Area

	Land Use	Acres	% of Total Land Use	% of Total Minus Streets
1.	Single Family Residential	1.03	2.65%	4.34%
2.	Multi-Family Residential	.39	1.00%	1.64%
3.	Wholesale	.04	.10%	.17%
4.	Retail Sales	9.20	23.70%	38.77%
5.	Amusement	.56	1.44%	2.36%
6.	Retail Services	2.44	6.29%	10.28%
7.	Financial	.04	1.03%	1.69%
8.	Public Services	.53	1.37%	2.23%
9.	Government	1.39	3.58%	5.86%
10.	Light Industry	.26	.67%	1.10%
11.	Vacant Building	1.25	3.22%	5.27%
12.	Vacant Land	2.25	5.80%	9.48%
13.	Parking	2.91	7.50%	12.26%
14.	Parks	1.08	2.78%	4.55%
15.	Streets and R.O.W.	15.09	38.87%	----
	TOTAL	38.82	100.0%	100.00%

Source: author

Existing Utilities

The following utilities will be physically inventoried within the study area:

1. Electricity
2. Sanitary Sewer
3. Water Mains
4. Natural Gas

Storm lines will be inventoried in the next section on Drainage.

Electrical Inventory. Plate XV is a map showing underground electrical lines and street lights. Plate XVI indicates overhead lines and wooden poles.



CENTRAL BUSINESS DISTRICT

Plainview, Texas

N

Scale : 1"=200'

PLATE XV

SITE ANALYSIS-EXISTING UNDERGROUND LINES/STREET LIGHTS

Underground Electrical Lines

Street Lights



CENTRAL BUSINESS DISTRICT

Plainview, Texas

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Scale : 1"=200'

PLATE XVI

SITE ANALYSIS-OVERHEAD POWER LINES/WOOD POLES

Overhead Power Lines

Wood Poles

Electrical Analysis. These two plates imply that there is enough power for alteration of the present lighting system. The underground system provides a large network of power lines throughout the district.

An extremely large line runs overhead through the alley between Broadway and Austin. This is the major supply line for the entire C.B.D. Another large line (although smaller than the one just mentioned) runs down the alley between Broadway and Ash. The cost of putting these major lines underground would probably be high.

Sanitary Sewer Inventory. The sanitary sewer lines generally run from north to south down the alleys. Plate XVII gives the location and size of each line as well as the location of manholes and the invert elevation on each one.

Sanitary Sewer Analysis. The alley locations for the sanitary sewer lines would be ideal for redevelopment. The cost of maintenance and repair would certainly be lower in the existing alleys than it would be in the street once it was developed into planters and fountains. Public restrooms could be planned in the spaces next to the existing alleys.

There may be one problem with the lines as they now exist. The line running from north to south along the alley between Broadway and Austin only has a .24% slope. City officials plan on revamping the line in the near future. If this were to come about, redevelopment costs in the alley could be shared between the City of Plainview and the CBD Improvement District.

Water Main Inventory. Plate XVIII gives the location of each water main, valves, and fire hydrants. The major water source for the CBD is 1/2



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Scale : 1"=200'

PLATE XVII

Sanitary Sewer Lines

56.73 Manhole Invert Elevation

6" V. C. Sewer Pipe

8" V. C. Sewer Pipe

10" V. C. Sewer Pipe

block east of the site on Seventh Street. An 8" water main moves from that point west to Broadway and then flows North and South. Most of the mains flow down the streets. However, there is a 2" lateral line running down the alley between Broadway and Austin.

Water Main Analysis. With the water source being located as close as it is to the site, there should be no problems with inadequate pressure. The 2" main in the alley is very old and has had some problems with breaking lately[107]. This line could possibly be replaced during redevelopment operations. Fire hydrants are not numerous, but within 400 feet of all structures within the CBD. It is recommended that additional hydrants be installed at the intersections of Austin and Broadway with Eighth Street.

Natural Gas Inventory. The existing gas mains are indicated on the map on Plate XIX. With the exception of the mains running along Ninth Street, all mains are located in the existing alleys. Also shown on the map is the location of each of the gas lamps installed along Broadway a few years ago. Pioneer Natural Gas officials did not have record of the size, source or location of the lateral lines feeding the lamps[108].

Natural Gas Analysis. Additional efforts should be made to locate the exact lines under Broadway. It seems that when Broadway was being widened and improved a few years ago, the gas company sent a crew out to install the lamps without plans being drawn. All the work was designed and installed on

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[107]W. R. Hogue, City Engineer, City of Plainview, Personal Interview, July 1975.

[108]Pioneer Natural Gas officials, personal interview, June, 1975.



CENTRAL BUSINESS DISTRICT

Plainview, Texas

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Scale : 1"=200'

PLATE XVIII

Existing Water Mains

▲ Valves

● Fire Hydrants

2" Main

4" Main

6" Main

8" Main



CENTRAL BUSINESS DISTRICT

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Scale : 1"=200'

PLATE XIX
Gas Mains

4" Line

6" Line

8" Line

site[109]. This could create some problems during the construction phase of a mall if the street had to be resurfaced.

Drainage

Inventory. Plate XX gives a graphic illustration of the surface flows down existing streets. Notice that there are only two natural contours on the entire site. Natural run-off is virtually non-existent.

Analysis. Without natural slopes to carry storm water out of the area, the need exists for an elaborate storm sewer system. If the project becomes a reality, it is certain that paved surfaces will be added, giving additional run-off. W. R. Hogue, City Engineer for the City of Plainview, said that the existing system is inadequate[110]. The author, while in Plainview during a summer storm noticed high water in two locations that are illustrated on Plate XX. Water on that occasion got high enough to get into stores.

Plans are being made to revamp the existing system. City officials are waiting to see if the mall project becomes a reality so they can coordinate the installation of a new system[111]. One of the main problems is the lack of retention area that will hold the high water until the system can carry it off the site.

It occurred to the author that if the mall project were to become a reality, the need for curb and gutter systems in the mall would be minimal. Therefore, if an inverted crown were employed, the center of the street could become a retention area away from the buildings. This would allow

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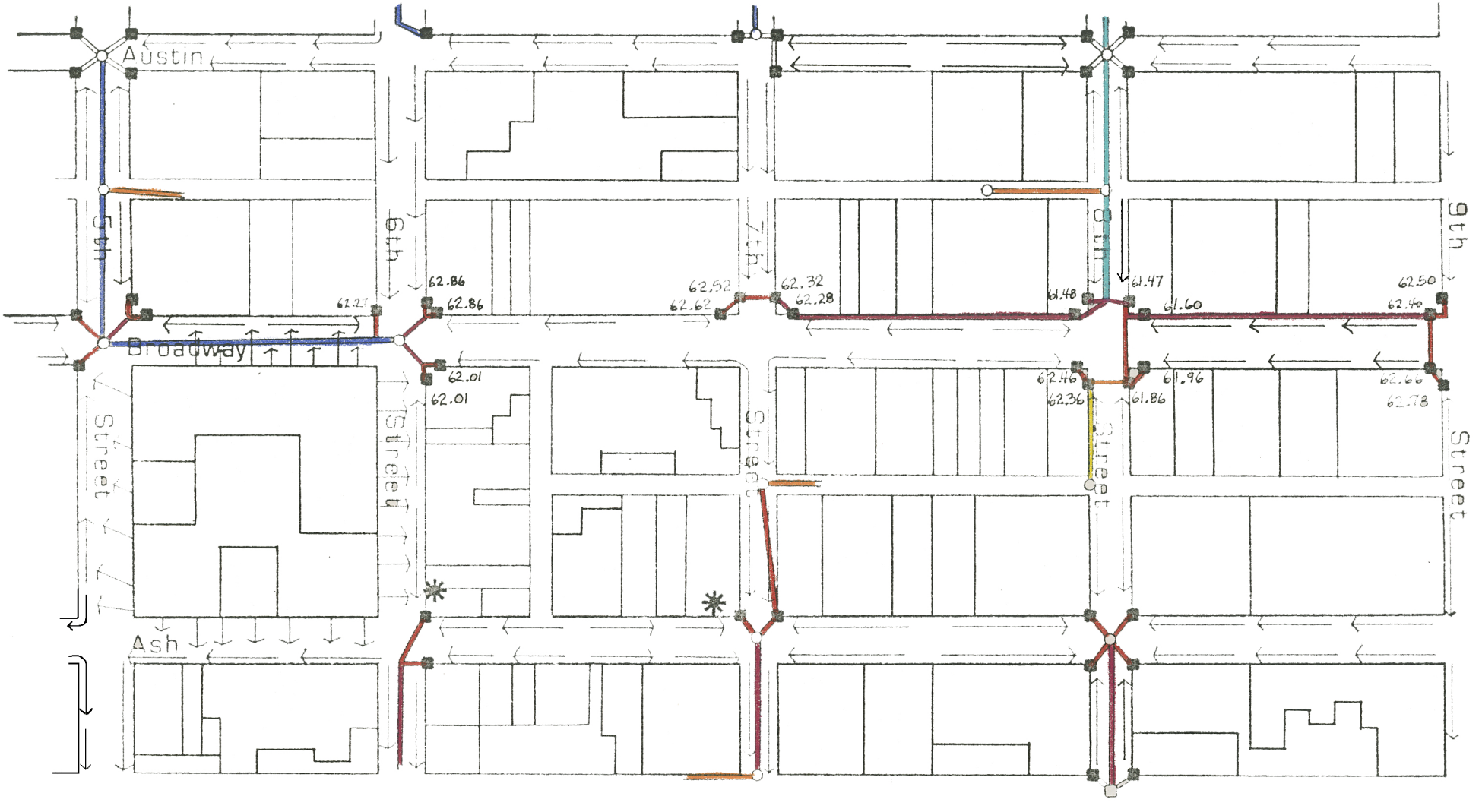
[109] Ibid.

[110] Hogue, op. cit.

[111] Ibid.



CENTRAL BUSINESS DISTRICT

Plainview, Texas

N

Scale : 1"=200'

PLATE XX

Storm Drainage

* Flood Areas

→ Direction of Surface Flow

62.86 Invert Elevation

■ Drop Inlet

○ Manhole

6" Drain Pipe

8" Drain Pipe

10" Drain Pipe

12" Drain Pipe

15" Drain Pipe

18" Drain Pipe

time for the system to drain. Plate XXI gives a graphic illustration of the concept. The existing retention area is equal to 1/3 the retention area of the proposed design.

Existing Street Conditions

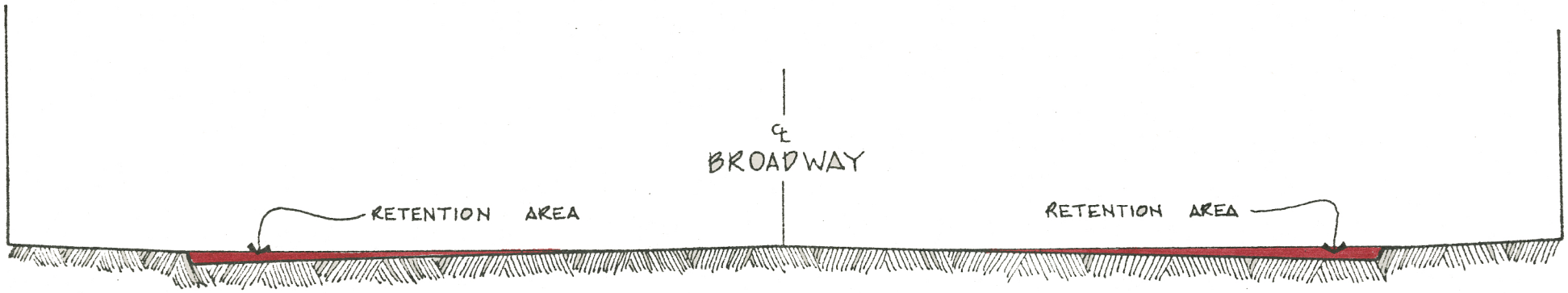
Inventory. Plate XXII illustrates the type of surface paving, the right-of-way width, width of actual paved surface and the condition of paving in the entire CBD. The asphalt surface along Broadway between Fifth and Ninth Streets and the surface on Sixth Street between Broadway and Ash is in reality asphalt over brick. The original brick was paved over with 1-1/2" of asphalt a few years ago.

Analysis. From the viewpoint of planning a pedestrian mall along Broadway, a brick surface would be much more desirable than asphalt. And yet, the exact study area is the area with asphalt over brick surfacing. The brick, which is probably very old, would provide a good surface for the mall. The cost of removing the asphalt off the brick so it could be recycled is probably prohibitive. However, if the brick could be flipped over, leaving the asphalt on the bottom, it could be recycled inexpensively.

Mass-Void

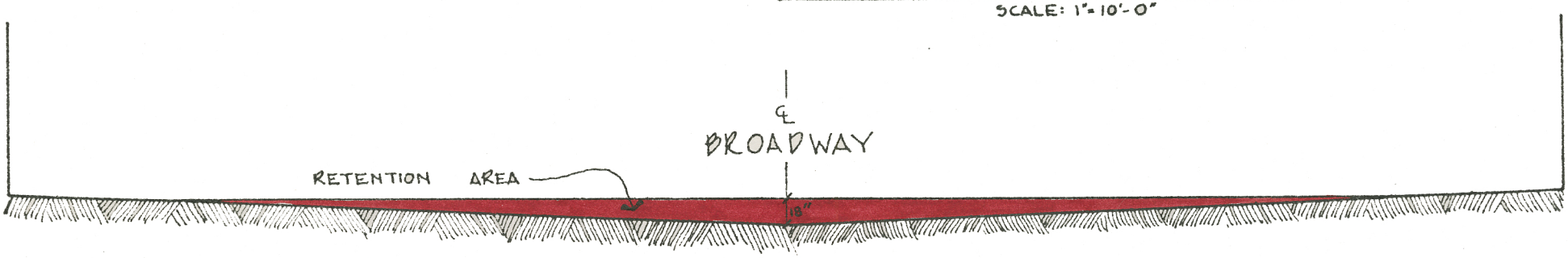
Inventory. Plate XXIII gives a graphic illustration of the buildings in the site and the number of stories of each one.

Analysis. Of particular interest with regard to mass-void relationships in West Texas is the ability of structures to block strong winds. The width of the area between buildings along the street is 100' on Broadway. This expanse of area will no doubt create certain wind shadows and wind funnels. This will play a role on the location of trees within the area.



EXISTING PROFILE

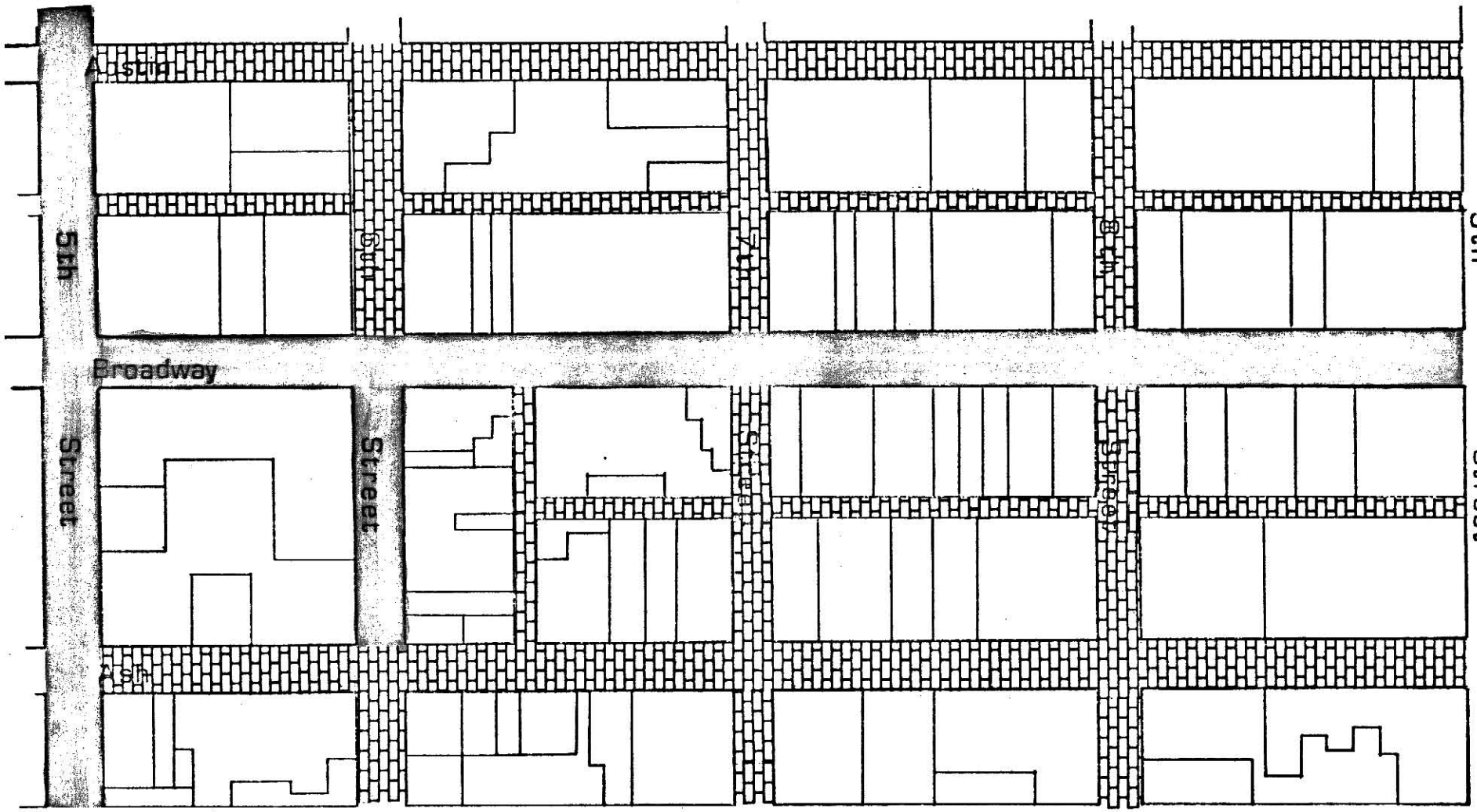
SCALE: 1"=10'-0"



PROPOSED PROFILE

SCALE: 1"=10'-0"

PLATE XXI
Runoff Retention Comparison



CENTRAL BUSINESS DISTRICT

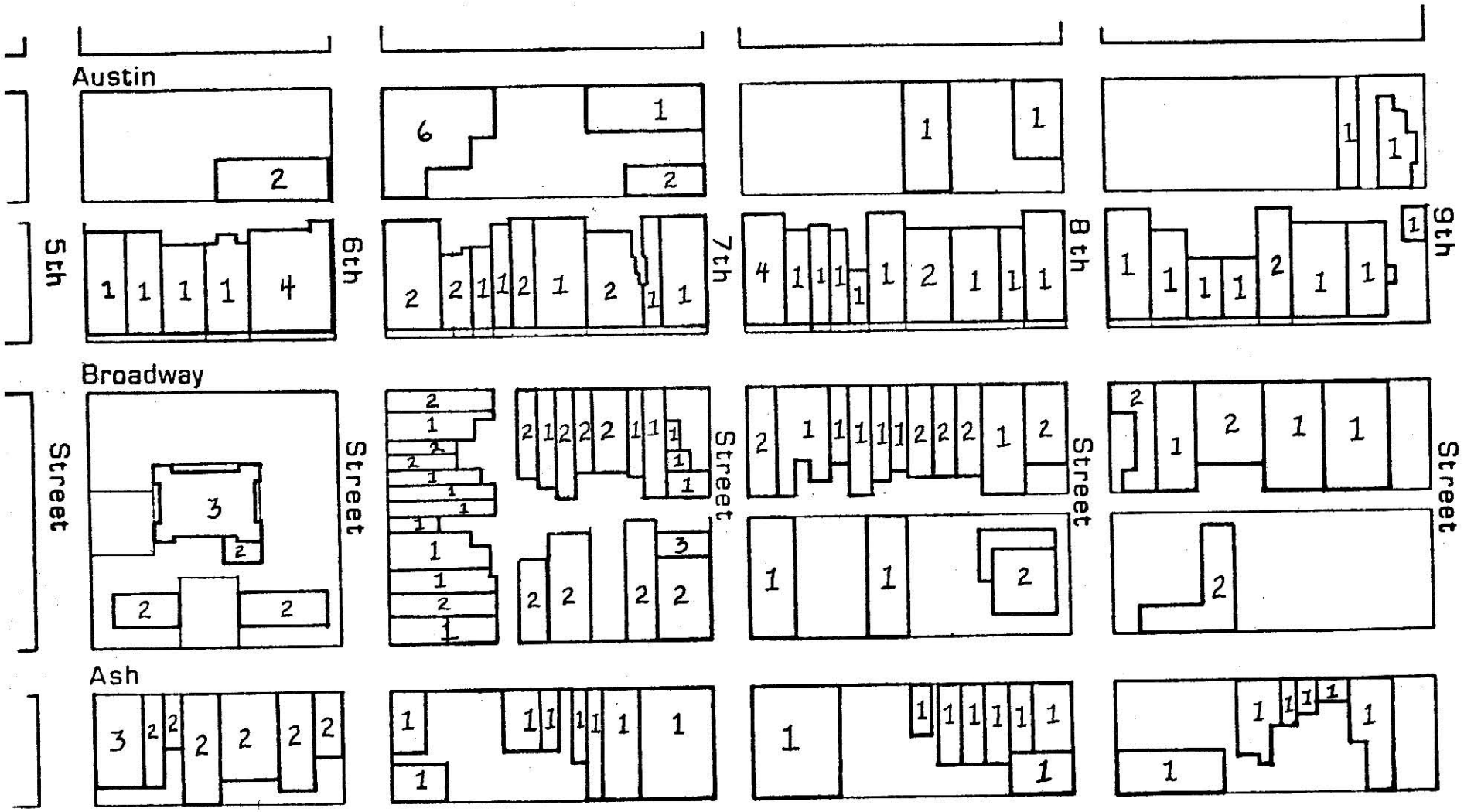
Plainview, Texas

Scale : 1"=200'

PLATE XXII
Paving Surfaces

Brick Surfaces

Asphalt Surfaces



CENTRAL BUSINESS DISTRICT

Plainview, Texas

Scale : 1"=200'

PLATE XXIII
Mass-Void Relationships

2 Number of Stories in Each Building

Another aspect of mass-void is the creation of interesting little "pockets" of space between the buildings and the alley. These would provide good spaces for courtyard design to "extend" the interior spaces.

Condition of Structures

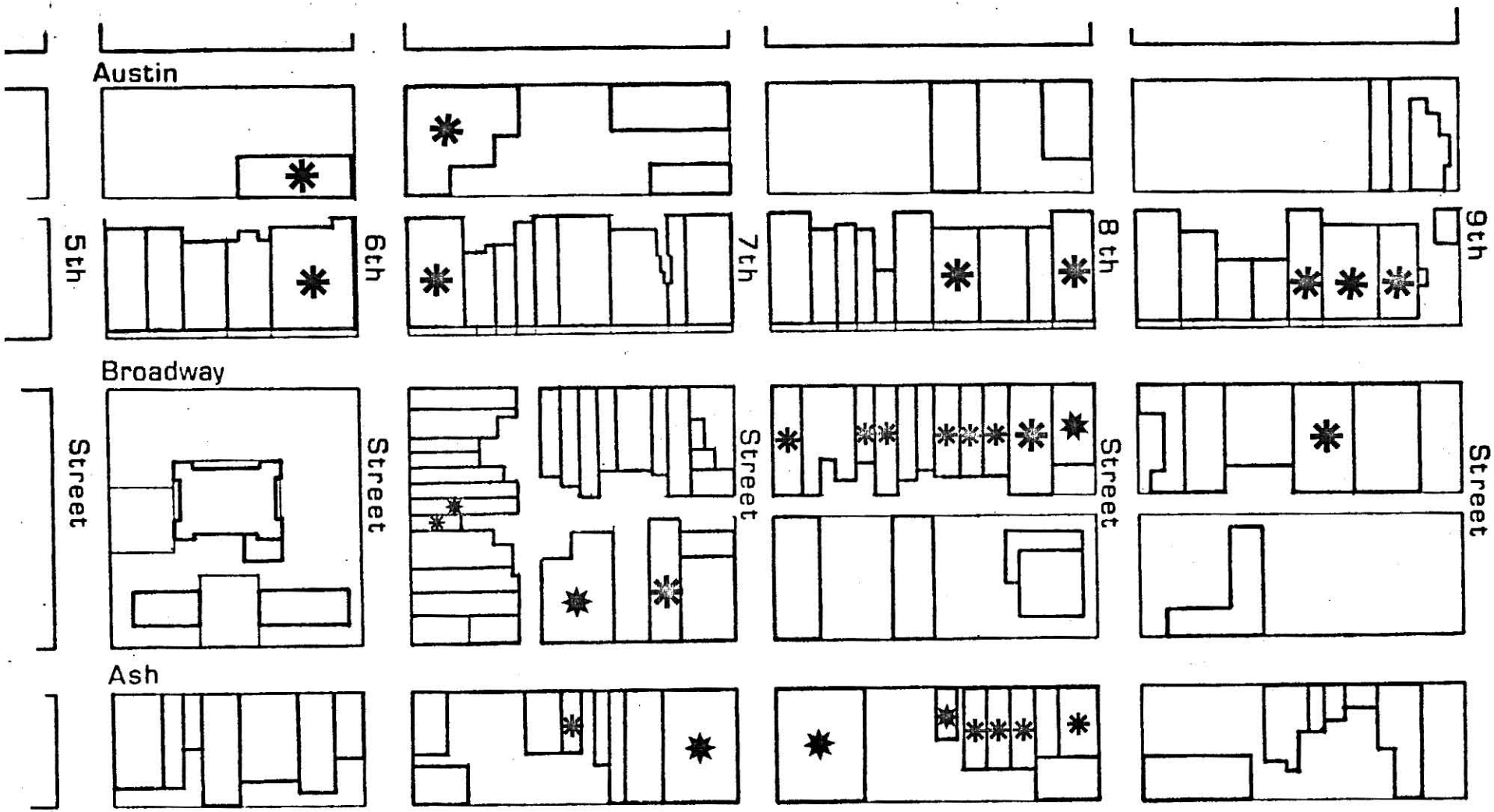
Inventory. This aspect of site inventory was extremely difficult to inventory. The author went into each structure and made a value judgment on the following categories:

1. Does structure have any obvious structural problems such as sagging ceiling?
2. Is there a need for paint in the interior?
3. Does the roof leak?
4. Has the original architecture been well-preserved?

The Building Inspector for the City of Plainview lacked adequate information on the structures. The only time he made an inspection was when a building permit was taken on the structure. The Fire Chief made frequent inspections on the businesses, but his records only pertained to violations of the fire code.

Plate XXIV gives the condition of the structures as evaluated by the author.

Analysis. The buildings on the site are in remarkably good condition. In fact, since the survey was taken in the Spring of 1975, five structures that were rated as in "need of repair" or "dilapidated" have been renovated. The author in discussing this project with property owners, found that the publicity of the proposed mall perpetuated a lot of the improvement.



CENTRAL BUSINESS DISTRICT

Plainview, Texas

N

Scale : 1"=200'

PLATE XXIV
Condition of Structures

* In Need Of Repair

* Dilapidated

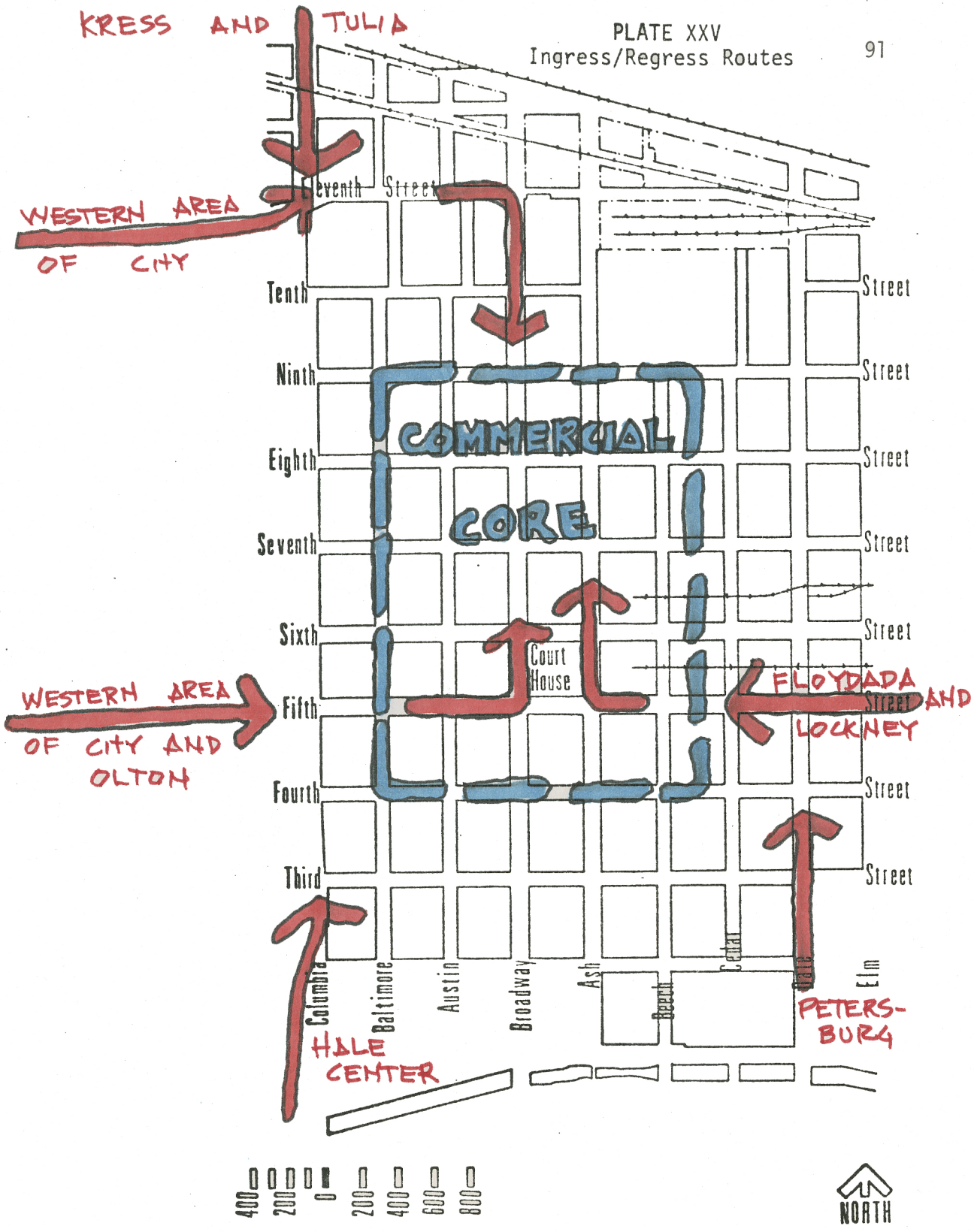
Circulation

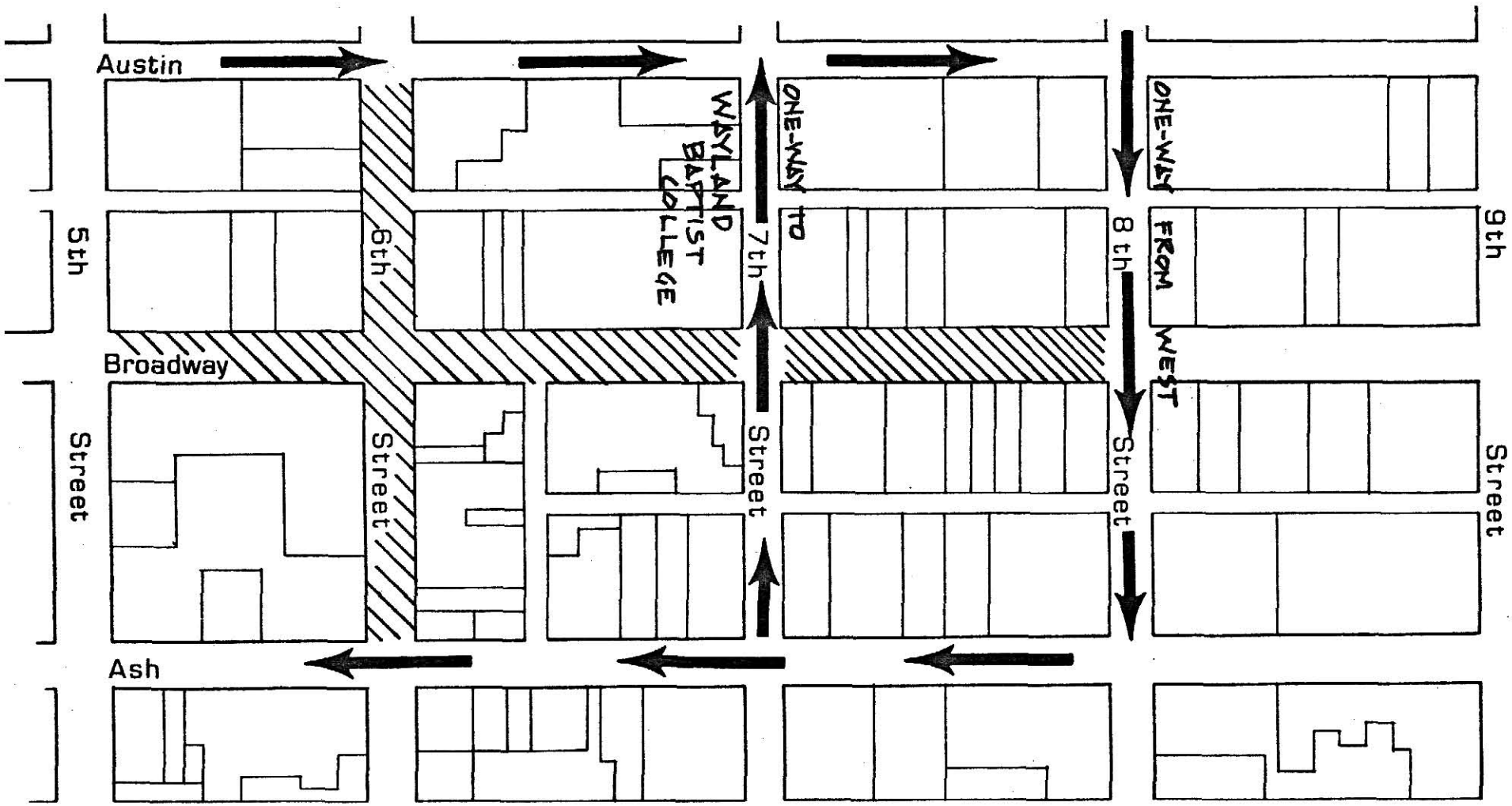
Inventory. Plate XXV shows the major ingress and regress routes within the CBD.

Analysis. The map indicates that there are three major collectors feeding into the CBD. These are Fifth Street, Eleventh Street, and Columbia Street. Since most of the community lies to the northwest of the CBD, it would be expected that Eleventh Street would serve to carry most the traffic. However, as shown on the map, the Eleventh Street average daily traffic count is less than half that of Fifth Street. The author did not notice any "rush hour" problems on any of the routes. However, if the community continues to grow in its north-western direction, it would be conceivable that additional collectors would need to flow into the CBD. Even though traffic jams are virtually non-existent within the city, traffic is heavy, especially along Fifth Street. With the numerous traffic lights and private drives on Fifth, it would appear that one-way streets flowing from the western areas of the city into the CBD would be necessary for future development. Sixth, Seventh, and Eighth Streets could be easily converted to one-way streets flowing back and forth from Wayland Baptist College to the CBD.

Interior circulation would also be important to the development of a downtown pedestrian mall. At this point, it seems most reasonable that Broadway would provide the optimum area for the development of a mall. Yet, this is the most popular traffic carrier within the interior of the CBD. If it were closed, other streets would have to carry the traffic. Plate XXVIA gives a conceptual approach to solving circulation problems with the advent of a mall along Broadway.

PLATE XXV
Ingress/Regress Routes





CENTRAL BUSINESS DISTRICT

Plainview, Texas

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Scale : 1"=200'

PLATE XXVIA
Automobile Circulation Analysis

Proposed One-Way Streets

Proposed Mall

Circulation-Pedestrian

Inventory. An attempt was made to obtain a time-lapse camera for the use of recording pedestrian movements in key areas within the site. However, it was not possible to locate one in the city of Plainview.

Therefore, a conceptual map indicating Nodes and connecting paths as observed by the author is shown on Plate XXVIB.

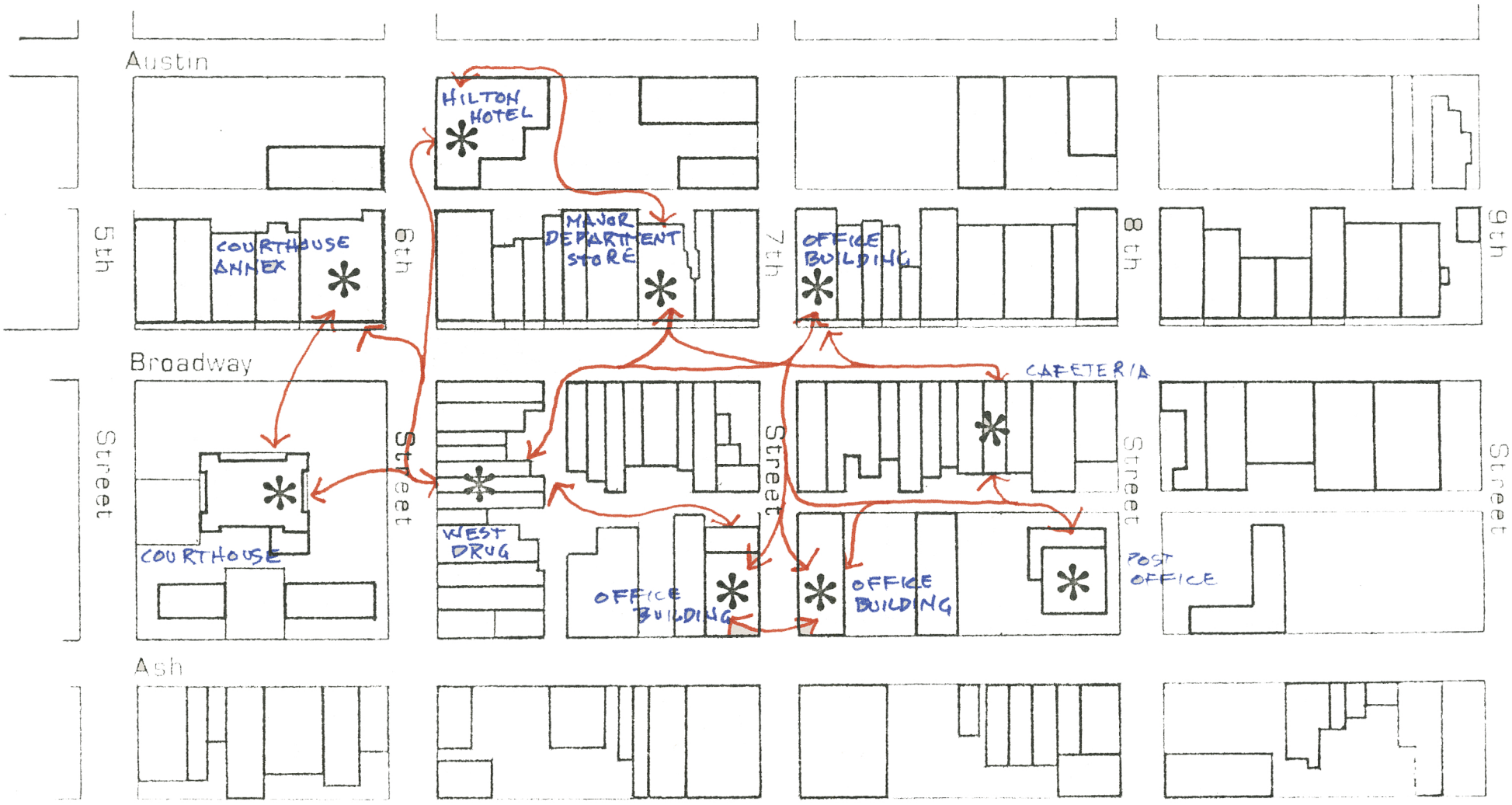
Analysis. As mentioned earlier, West Texans depend very heavily on the automobile. By habit, they will drive all over the city -- from one shop to another -- without thought of walking anywhere. The major source of pedestrian traffic, therefore, originates from the employees going to work or on coffee and lunch breaks.

The major implication is that the habits or attitudes regarding walking may have to change if a "pedestrian" mall is to be successful. Recent fuel shortages as well as future shortages may help change this attitude. This does point out the need for parking areas to be developed as close to the stores as possible.

Parking

Inventory. Plate XXVII gives a map of the site with existing situations regarding available parking in the CBD area. There is a total of 590 spaces available on the streets and an estimate of 320 spaces available on improved lots within the 10-block area of the site. If unimproved lots were developed, an estimated 270 spaces could be developed.

Analysis. A pedestrian mall would create a need for additional parking spaces to compensate for spaces lost on the street. A parking ratio of 2.2



CENTRAL BUSINESS DISTRICT

Plainview, Texas

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Scale : 1"=200'

PLATE XXVIB

Nodes and Connecting Paths

* Nodes

Pedestrian Paths



CENTRAL BUSINESS DISTRICT

Plainview, Texas

N

Scale : 1"=200'

PLATE XXVII

Existing Off-Street Parking

Existing Improved Lot

Existing Unimproved Lot

square feet of parking area for each square foot of gross leasable area (GLA) is suggested by the Urban Land Institute[112]. The total GLA on the proposed site is 531,432 square feet (Table XIV). This would mean that 1.17 million square feet (26.86 acres) of parking should be provided. If the 1.17 million square feet were divided by 1000 (square feet per car including aisle and lane) a total of 1,170 spaces would be needed to meet the standard. In light of present usage and existing spaces, this total would seem to be high. The CBD is functioning well with its present parking facilities. Even during the Christmas rush, the author found that people were having very little difficulty parking. There were exceptions in that there were spaces available in the rear areas that were not used and yet some people would drive around the block a couple of times to find a space.

Nevertheless, the existing off-street areas would have to be expanded approximately three times in order to meet the standard and to alleviate the loss due to mall development.

Climatic

Inventory. No attempt will be made to emphasize the regional climatic conditions already mentioned in Chapter 2. It is, however, the author's purpose at this point to inventory micro-climatic conditions specific to the site. An actual study of the conditions would probably involve a year-round study with the use of highly technical instruments.

The inventory is made in the form of schematics representing the major climatic concerns on the site. These are Spring Winds (Plate XXVIII), Winter Winds (Plate (XXIX) and Solar Glare (Plate XXX).

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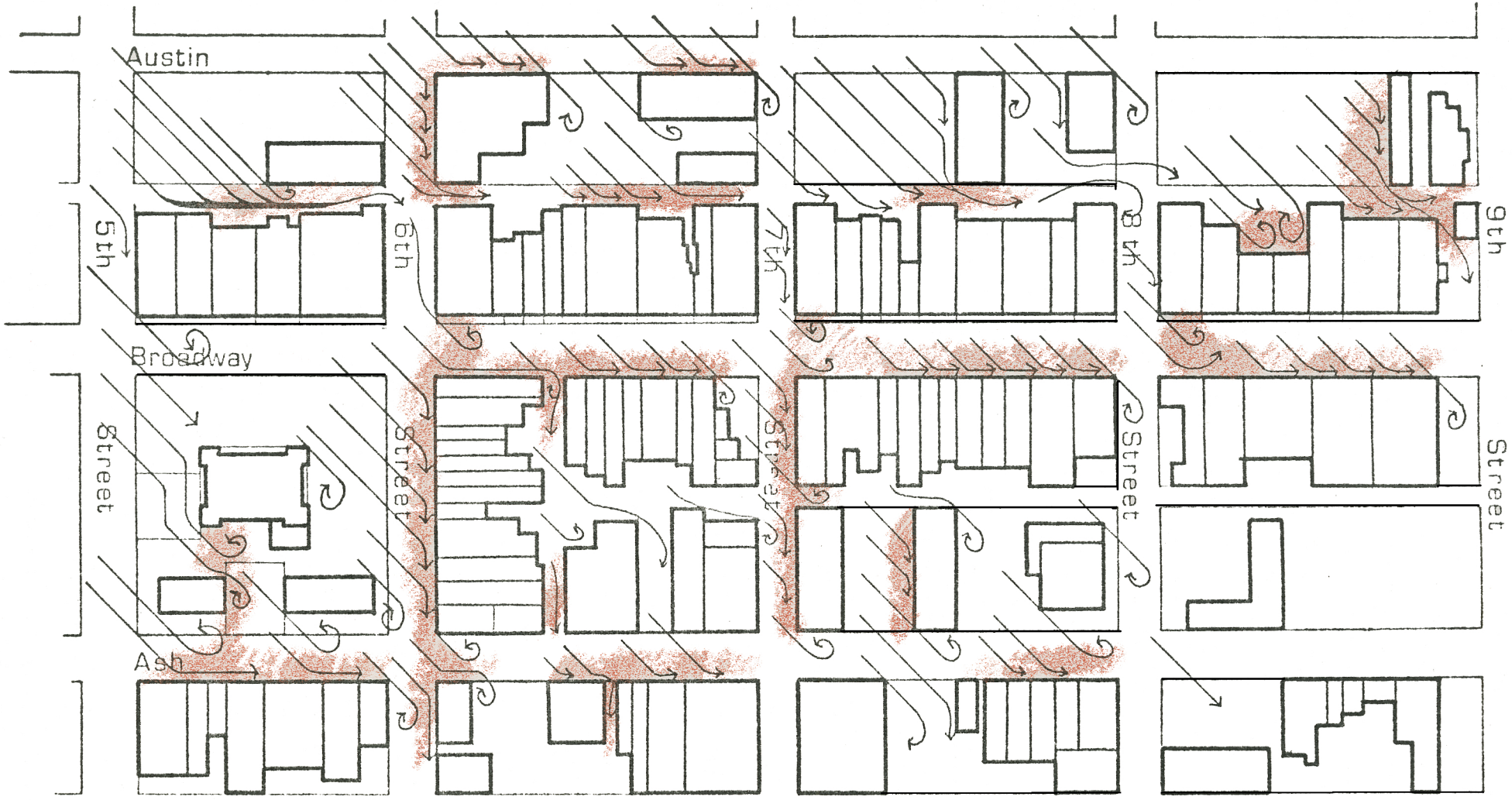
[112]Urban Land Institute, The Community Builders Handbook, ed. J. Ross McKeever (Washington, D.C.: Urban Land Institute, 1968), p. 341.



CENTRAL BUSINESS DISTRICT

Plainview, Texas

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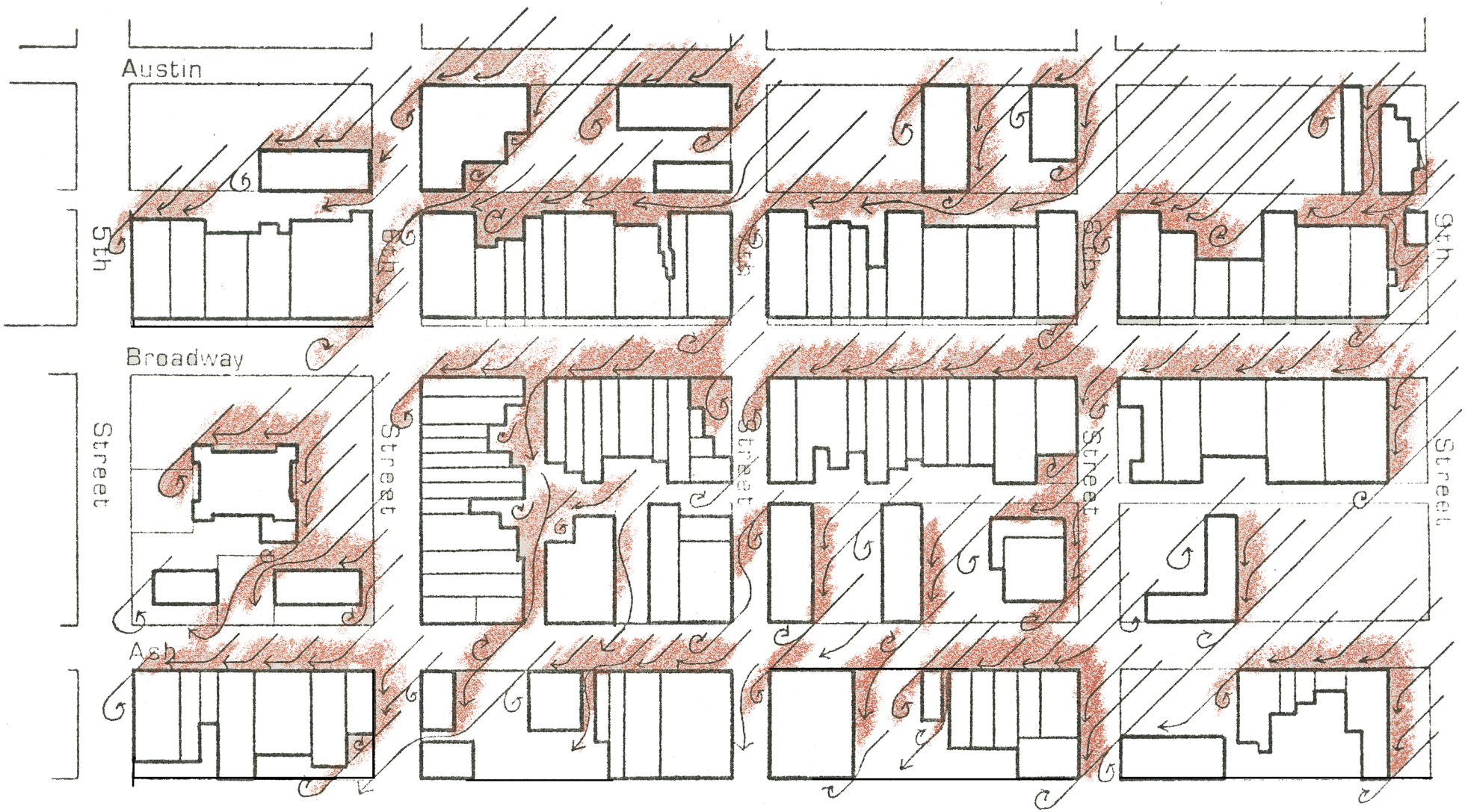
Scale : 1"=200'

PLATE XXVIII
Spring Surface Winds

Direction of Wind Flow

Area of Greatest Wind Turbulence



CENTRAL BUSINESS DISTRICT

Plainview, Texas

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Scale : 1" = 200'

PLATE XXIX
Winter Surface Winds

Direction of Wind Flow

Area of Greatest Wind Turbulence



CENTRAL BUSINESS DISTRICT

Plainview, Texas

N

Scale : 1"=200'

PLATE XXX
Solar Glare

Zone of High Solar Glare on Summer Afternoons

The aerodynamics around buildings is difficult to measure and equally difficult to illustrate. Therefore, the major consideration with regard to winds will be those surface winds that will affect the pedestrian. Plate XXVIII illustrates the flow of air as it was observed by the author during a windstorm in Plainview during June, 1975. As was pointed out in Chapter 2, the prevailing wind is out of the southwest and is a problem in West Texas during the Spring. The author attempted to walk throughout the site during the storm and record the wind directions. Time did not permit the establishment of a network of check points or a grid whereby direction and velocity could be recorded. However, definite "whirlpools" of air were noticed in the areas east of the southeast corner building in each block as illustrated on Plate XXVII. There were also very strong breezes noticed on the south side of the buildings on the north side of Sixth Street, especially across from the courthouse green where wind could flow uninhibited. Strong winds were also noticed beside the buildings on the east side of Broadway.

The author did not have an opportunity to conduct a similar survey during the winter when strong, frigid air masses create wind problems on the site. The prevailing wind during that time flows from the northwest. Plate XXIX gives a graphic illustration of how the air would flow if the same principles of aerodynamics were used as in the summer survey.

Plainview is located at approximately 104° longitude and 34° latitude[113]. Solar charts indicate that critical sun glare could occur from 8 to 11 a.m. and from 3 to 6 p.m. during the summer months[114]. This glare, along with

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[113] John M. Roberts, "Sports Facilities," Handbook of Landscape Architectural Construction, (McLean, Virginia: American Society of Landscape Architects Foundation, 1973) ed. Gary O. Robinette, p. 42.

[114] Ibid.

high afternoon temperatures, could create some "pockets" of space that would be uncomfortable in the CBD's present state. These pockets have been illustrated on Plate XXX.

Analysis. There is nothing outside of the trees on the courthouse green that can give lift to the surface winds as it flows around buildings. Trees could be used to do this as well as preventing down draft created when air flows over the tops of buildings. By using the shaded areas as indicated on Plates XXVIII and XXIX, one can get an idea of where the critical needs for plants exist. Trees could also provide shaded relief from the summer sun.

Visual Analysis

Efforts were made by the author to make subjective value judgments of the aesthetic quality of the CBD. A detailed survey was taken during the spring, 1975 and an Aesthetic Based Plan was formulated for the CBD. This plan is exhibited in Appendix C.

CHAPTER 4

DEVELOPMENT CONCEPTS

SECTION 1

STATEMENT OF BROAD COMMUNITY GOALS

SECTION 2

DESIGN OBJECTIVES AND CRITERIA

SECTION 3

CONCEPTUAL PLAN DEVELOPMENT

STATEMENT OF BROAD COMMUNITY GOALS

Introduction

The need for the CBD was economically justified in Chapter 1. Surveys conducted with shoppers in Plainview's CBD indicated that the CBD was viable and vital to the economic stability of the community and the region. The site analysis in Chapter 3 indicates that CBD deterioration has been minimal and, in fact, some areas showing improvement during the past few months. Interest has been recently established by the merchants on insuring the stability of the CBD. As the community continues to grow north and west, the danger of the creation of another major shopping district in the northwestern parts of the city increases. Therefore, in order to begin the actual tasks of developing a physical plan, certain goals relating to the redevelopment of the CBD need be established.

Broad Community Goals

- Unify the merchants' efforts in creating an orderly system and mechanism of redevelopment and growth which will satisfy the needs of the shopper and ultimately result in financial stability for the merchant.
- Promote a catalytic response to urban redevelopment that will influence planning action in the deteriorated areas around the CBD.

DESIGN OBJECTIVES AND CRITERIA

Compatibility of Land Uses

- Establish schemes for land uses that are compatible
- Provide separation of auto and pedestrian areas
- Encourage the use of buffer zones in areas where incompatible land uses occur.

Unify Architectural Themes

- Establish a design theme for the CBD
- Provide an imaginable environment through the CBD.

Increase Shopper Interest

- Provide a mechanism for diversification of activities within the CBD.
- Encourage regional visitor usage

Circulation

- Promote greater access into the CBD, especially from the western portions of Plainview
- Increase efficiency of interior auto circulation
- Increase efficiency and interest in pedestrian usage.

Climate

- Promote an open atmosphere in an urban situation.
- Provide protection to shoppers from wind and sun.

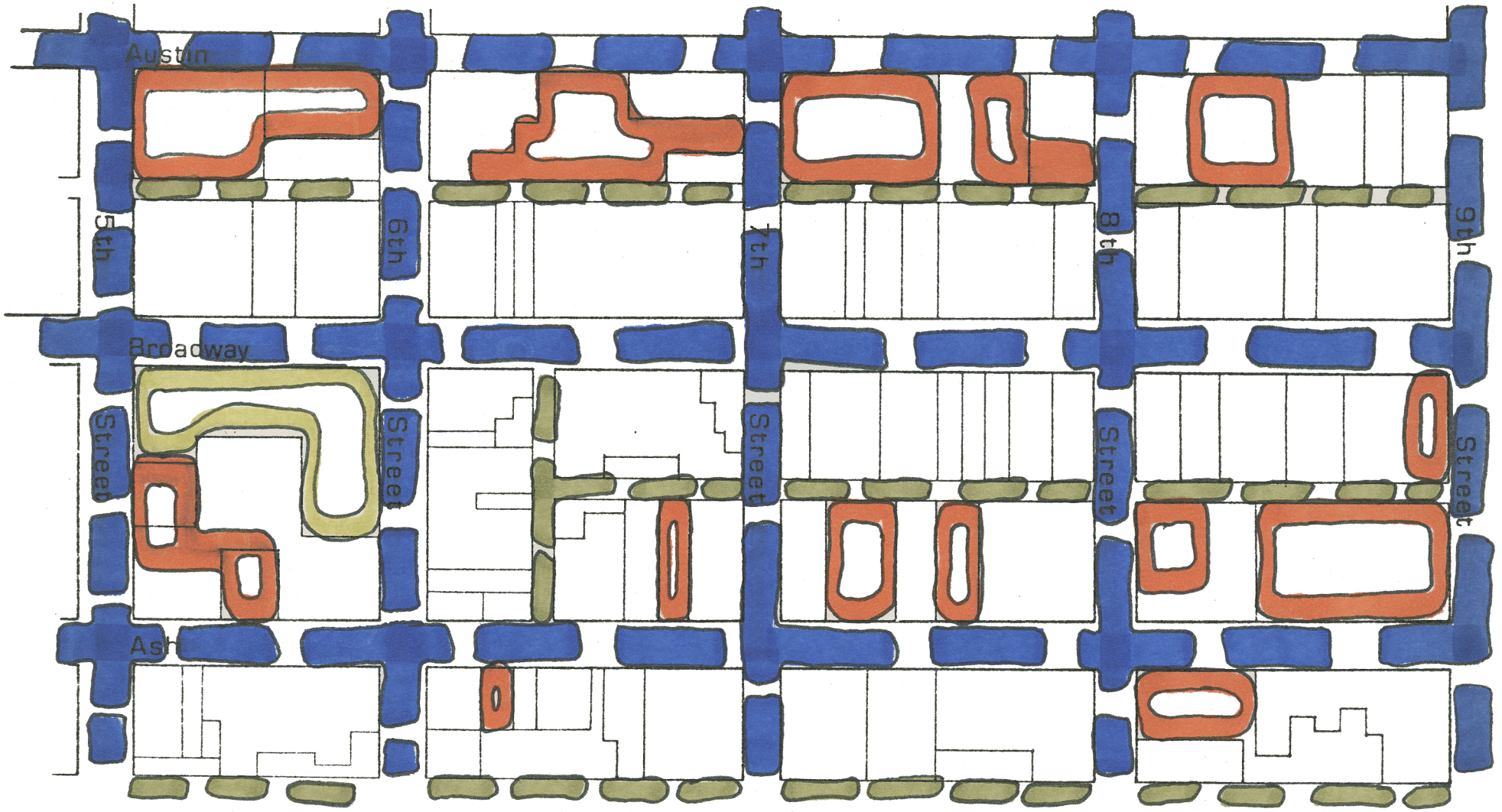
CONCEPTUAL PLAN DEVELOPMENT

Schematics

Because of the scale of the project, the author decided to approach the design from a total land use study of the entire site. The first step in developing schematics for alternative consideration was to develop a schematic for existing conditions. Three alternatives were then established with an attempt to offer wide diversification in each one.

Existing Conditions. Plate XXXI gives a schematic, graphic illustration of existing land uses in the CBD. The blue lines indicate existing blocks and the red lines represent existing alleys. Circulation is two-way on each street and there is a park on the courthouse block. These categories will also be shown on alternative schematics.

Alternative One. Plate XXXII represents the first alternative. If this approach were taken, a super-block would be created out of the six southernmost blocks on the site. This plan would create a park on the interior, a mass of shops that surround the park and parking around the exterior. Circulation would change to one-way in clock-wise fashion around the parking zone. This would allow an opportunity to change the angle of parking stalls on the one-way streets and in turn develop more room for additional spaces. This should also allow for wider lanes and an increased efficiency in movement around the CBD. Figure 1 gives a diagram of the concept represented by alternative one.



CENTRAL BUSINESS DISTRICT

Plainview, Texas

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Scale : 1"=200'

PLATE XXXI

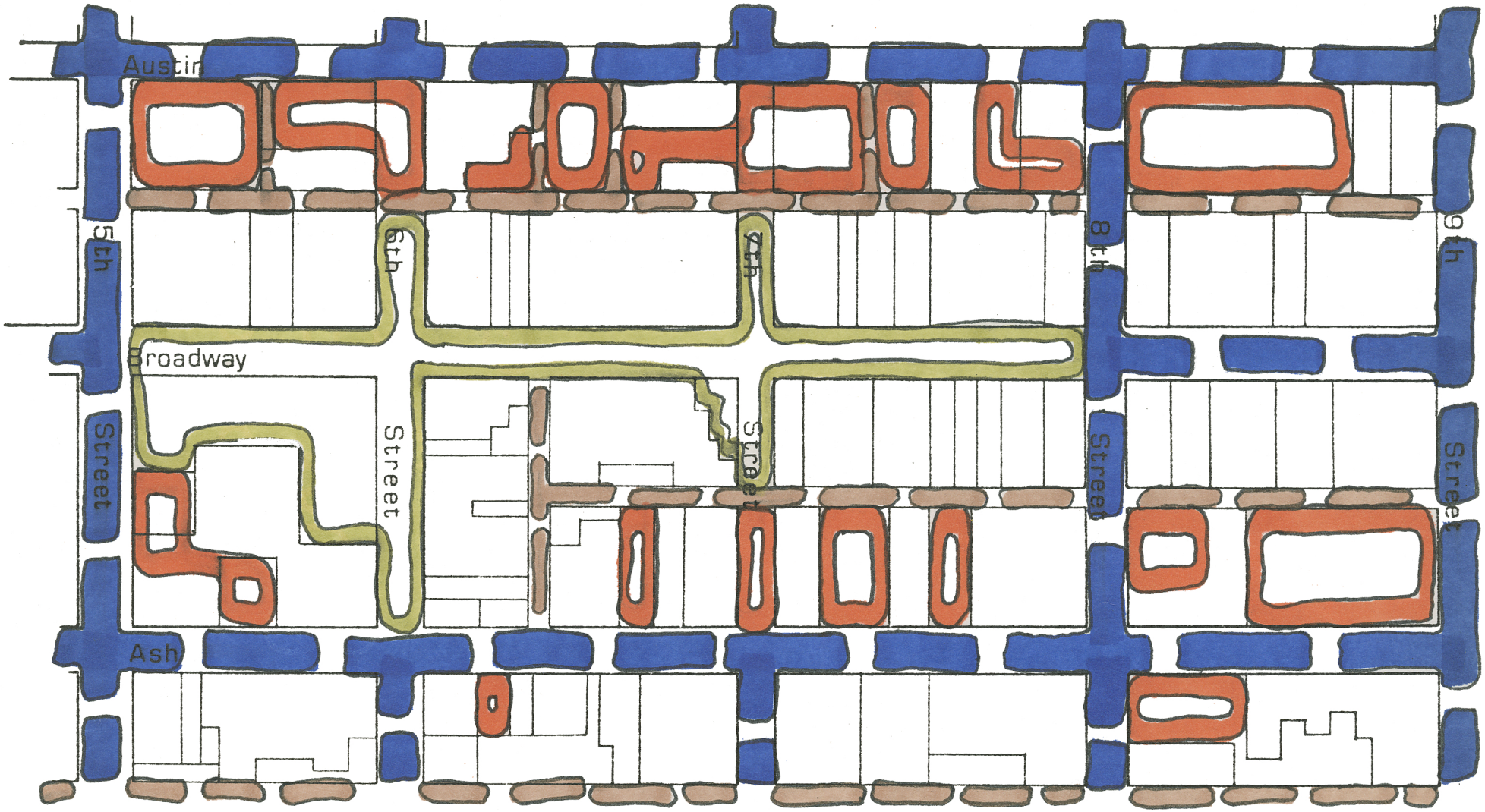
Schematic-Existing Conditions

Vehicular Paths

Alleys/Pedestrian Paths

Parking Areas

Park/Mall



CENTRAL BUSINESS DISTRICT

Plainview, Texas

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Scale : 1"=200'

PLATE XXXII

Schematic-Alternative One

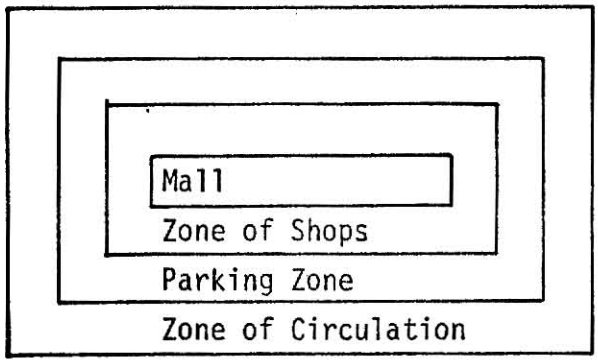
Vehicular Paths

Alleys/Pedestrian Paths

Parking Areas

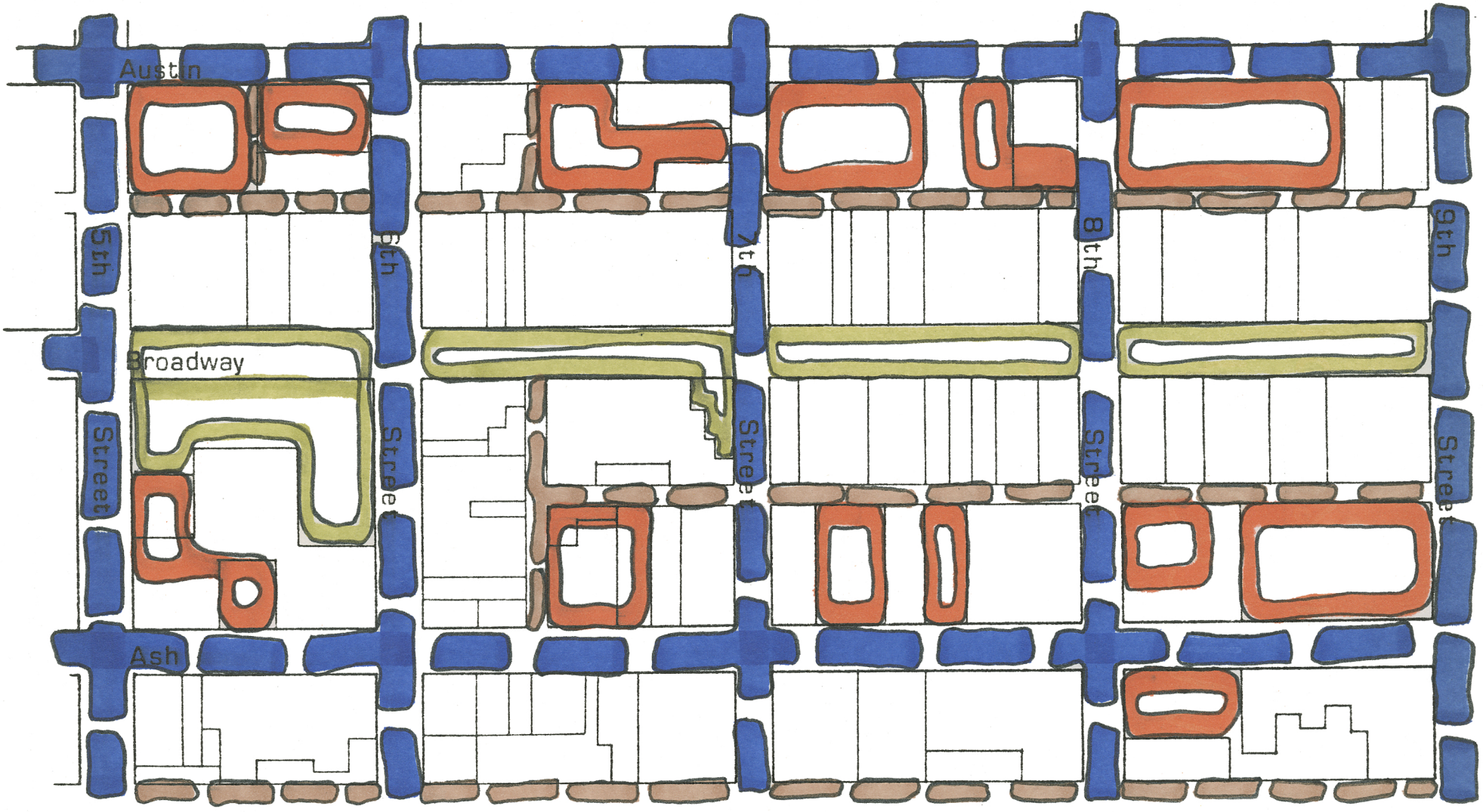
Park/Mall

Figure 1



Alternative Two. Plate XXXIII gives the graphic illustration of the second alternative. This is basically the same as alternative one except that in this case, circulation has remained along the streets that cross Broadway. Four small superblocks have been created. It is also suggested that the side-streets be converted to one-way with alternating patterns of direction. Sixth and Eighth streets could be one-way from the West and Seventh and Ninth could flow from the east. One advantage to this system is that development could be staged easier from block to block. However, this could also become a disadvantage if merchants on one block could not agree with merchants on another.

The investigator visited the pedestrian wall recently completed in Tucumcari, New Mexico. A similar situation arose on that 3-block development-one block deciding to leave 2-way traffic as it had been, the middle block deciding to close the street in its entirety, and the third block deciding to develop a one-way street that meandered through the block among planters and fountains. Urban Renewal, working on the project, decided to



CENTRAL BUSINESS DISTRICT

Plainview, Texas

N

Scale : 1"=200'

PLATE XXXIII

Schematic-Alternative Two

Vehicular Paths

Parking Areas

Alleys/Pedestrian Paths

Park/Mall

appease the merchants by allowing each block to do as they wished[115]. Needless to say, the development lacked unity.

Another disadvantage to the second alternative is the fact that the pedestrian area becomes separated from the courthouse green. In the author's opinion, it would be much better to tie that space in with the pedestrian mall.

Alternative Three. Under the third alternative, represented on Plate XXXIV a completely different approach was taken with regard to the development of a pedestrian mall. Instead of developing the streets as a pedestrian park, the alleys would be developed. Traffic on Broadway would remain two-way, but would meander through planters and seating areas. The spaces between buildings and the alley would become landscaped courtyards with hard-surface paving and fountains. A superblock would be developed east of Broadway between Sixth and Eighth Streets.

Evaluation-Author

Alternative one seems to satisfy most of the goals and objectives outlined earlier in the chapter. Under this concept, the CBD has a simple circulation system for automobiles. The various land uses have been integrated into compatible zones as described in Figure 1. The open, green space around the courthouse can easily be tied in with the proposed mall. Otherwise, the other alternatives seem to lack the unity that the first alternative has through its one superblock. This is not to imply that there are elements within these last two alternatives that could not be incorporated into the preliminary plan.

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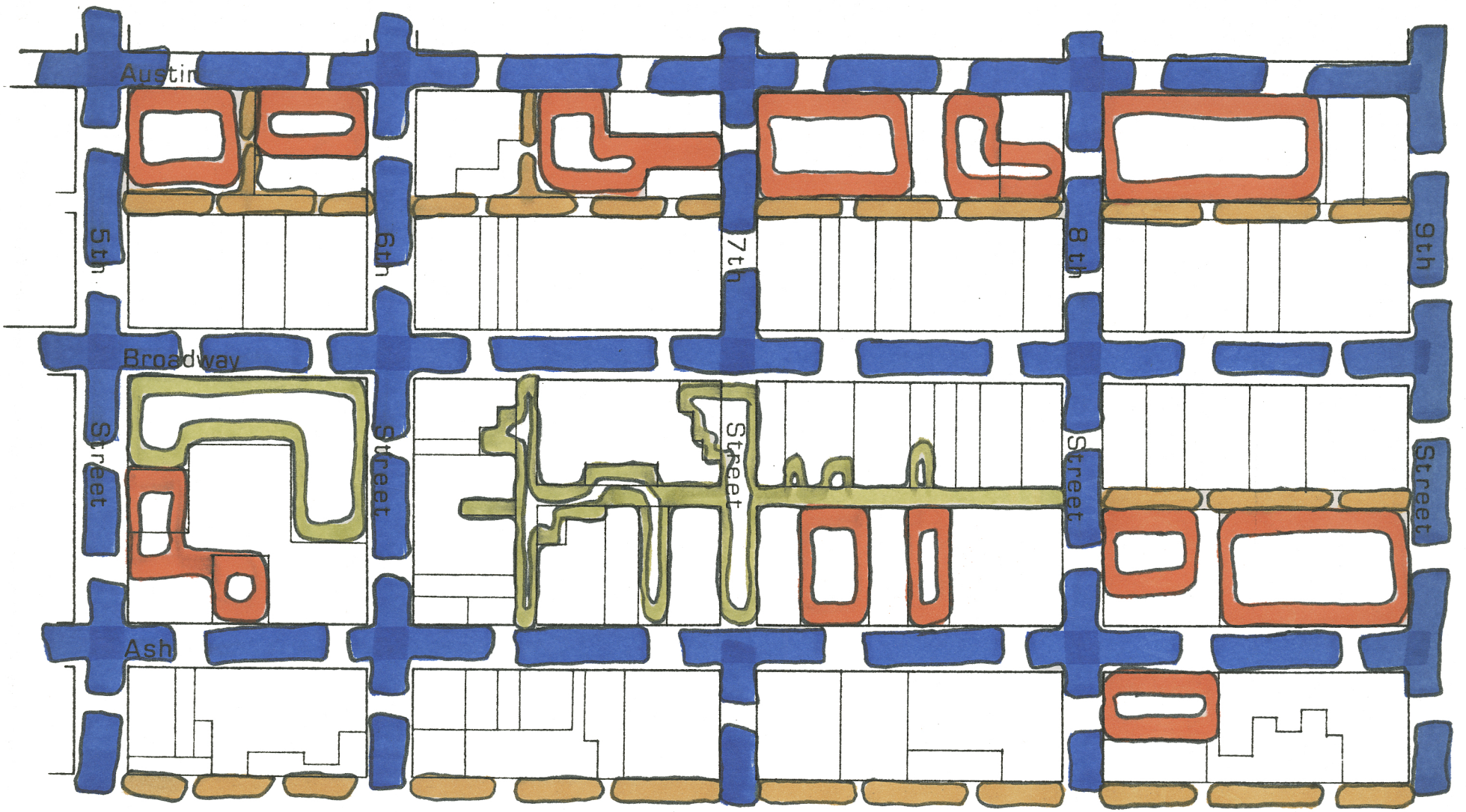
[115]Officials of the Urban Renewal Agency, Personal Interview in Tucumcari, New Mexico, August 6, 1976.



CENTRAL BUSINESS DISTRICT

Plainview, Texas

N

Scale : 1"=200'

PLATE XXXIV

Schematic-Alternative Three

Vehicular Paths

Parking Areas

Alleys/Pedestrian Paths

Park/Mall

Evaluation-Owners

The three alternatives were presented at a meeting of the businessmen from the CBD on June 25, 1975. The object of the meeting was to test the reactions of the merchants to the schematics and to discover what weak and strong points each seemed to have in the opinions of the merchants. There were 18 members of the CBD community present at that meeting. Only four of those present were from the proposed mall area. Everyone else was from the periferal areas of the CBD.

A questionnaire, illustrated in Appendix A, was used to record the merchants opinions. The questionnaire revealed that the merchants responding had, on an average, operated a store in the CBD for 18.4 years. The group preferred the second alternative over the others. However, the first alternative only lacked one vote being equally preferred. The following is a list of issues that the merchants ranked in order of importance:

1. Parking
2. Pedestrian Circulation
   Access (also ranked 2)
4. Vehicular circulation
5. Service
6. "Mall layout"
7. Building preservation
8. Courtyards.

One weakness that was observed in the questionnaire was the matter of building preservation. The author intended for this issue to involve the conservation of the beautiful old buildings located downtown. In talking with members of the CBD after the meeting, it was observed that this item was interpreted as an issue of keeping deteriorated buildings that were

potential parking sites. Therefore, it could be interpreted that members of the CBD were willing to raze some of the deteriorated buildings to provide parking space.

Since there was no clear preference of alternatives, the designer decided to utilize the most favorable attributes of each alternative in developing a preliminary design. Plate XXXV gives a schematical illustration of the preliminary. Plate XXXVI is the preliminary plan as presented to merchants. Under this proposal a superblock would be created between Ash Street and the alley west of Broadway and between Fifth and Seventh Streets. Two smaller superblocks would be created by closing the 700 and 800 block of Broadway. One way traffic would flow east on Eighth Street and west on Seventh Street.

The alleys would be enclosed and the spaces between them and the buildings developed into landscaped courtyards.

Preliminary Design

Parking. The main objective in developing a parking system in the CBD was to separate the parking from the pedestrian areas while keeping it as close as possible to the shopping areas. An ideal situation would be to develop parking in the rear of the Broadway stores. However, there are some structures beyond the alleys that should be preserved. Some of these buildings have been recently constructed and others have historic value, such as the Weksler Building. This building, which is located on the southwest corner of Ash and Seventh, was originally built as the Schick Opera House in 1910[116]. Therefore, the design of proposed parking areas must be selectively made.

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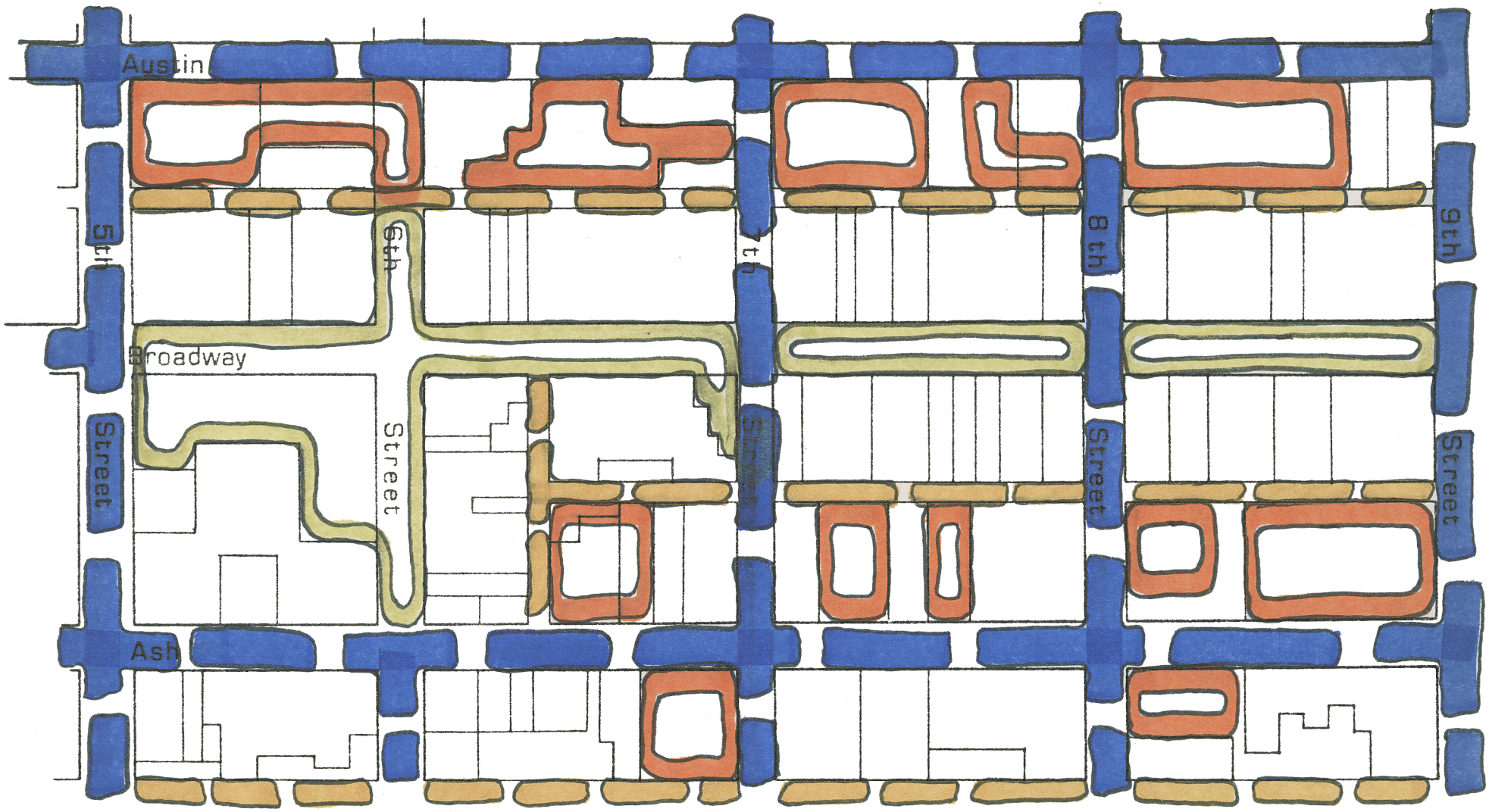
[116]Date found on an old postcard of the building given to the investigator by the city librarian, Judy Smith.



CENTRAL BUSINESS DISTRICT

Plainview, Texas

N

Scale : 1"=200'

PLATE XXXV

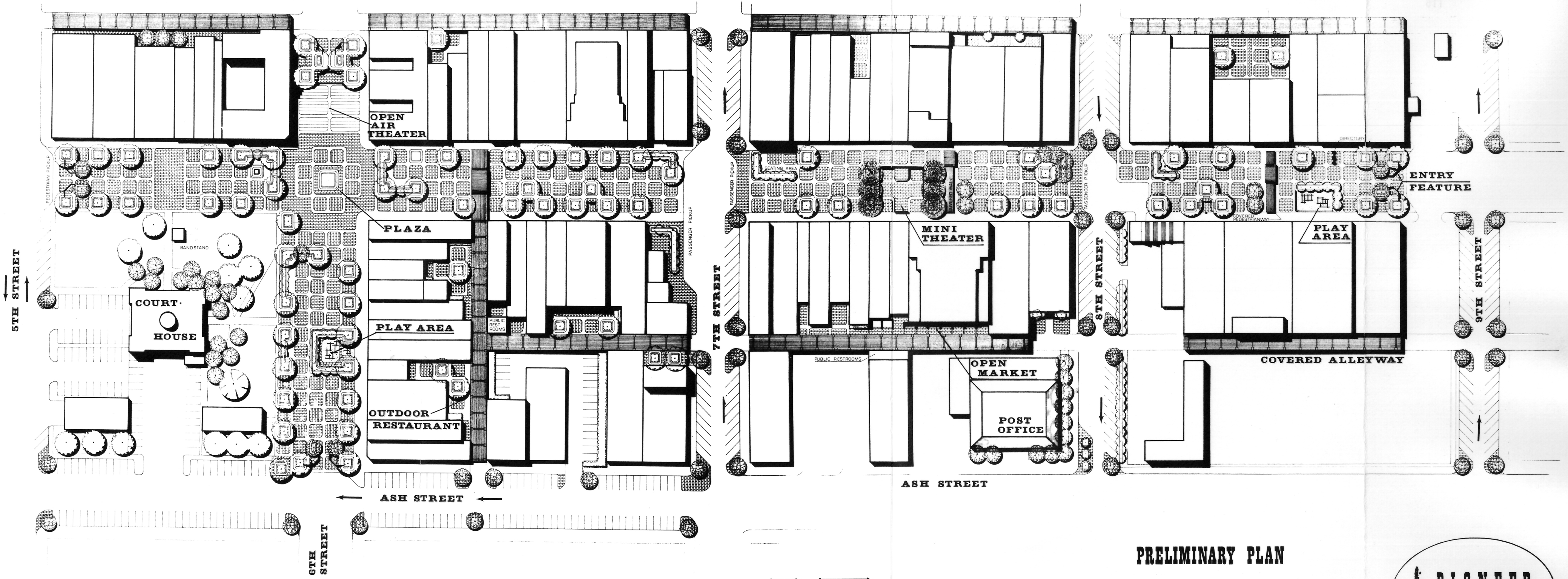
Schematics-Preliminary Design

Vehicular Paths

Alleys/Pedestrian Paths

Parking Areas

Park/Mall



SCALE 1 = 30 0
AUGUST 1975

North

PRELIMINARY PLAN

the redevelopment of
the central business district
plainview, texas

PIONEER
SQUARE

DENNIS L. LAW, A.S.L.A.
LANDSCAPE ARCHITECT
manhattan, kansas

There are buildings that are in a state of deterioration that should be razed to provide the much needed parking space. However, the author and officers of the CBD Improvement District thought that it would be in the best interest of the District if the exact location of the planned demolition be kept secret in order to prevent price speculation. The CBD Improvement District is now in the process of acquiring this property. One parcel has doubled in price during the past six months, since news of the project has been made public[117].

Under the prelminary plan, some of the loss of parking should be alleviated by the use of one way circulation around the superblocks. This would allow the implementation of 90° parking on Ash and Austin and 60° parking on Seventh and Eighth where parallel parking now exists.

Pedestrian Circulation

There are two basic zones of pedestrian areas within the design -- the mall, designed to occupy the streets, and the alleys. The mall area itself would be shaded by trees in raised planters. Canopies attached to the buildings would be designed in such a way that each would compliment the structure (see Aesthetic Based Plan -- Appendix C).

Under the proposed plan, the alleys would be covered to provide for protection against the weather. This would allow the shopper an opportunity to walk from their car to the shops with protection from the elements. If it is economically impractical to put the large overhead power lines underground, then the alley shade structures will help screen them from view.

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[117]Mr. Jess West, Personal Interview, February 17, 1976.

Access. Plate XXV gives a graphic illustration of how access should be provided from the western areas of Plainview into the CBD. Since Fifth Street is the major collector, it was thought that if a one-way street from the west were to be created, it should be separated by a few blocks. Eighth was selected as a probable ideal one-way street because of the location of the Travelodge at Eighth and Broadway. The owners determined that most of their customers come from the west and expressed a great amount of concern over the impact that the mall might have on the circulation into their business.

If Seventh were to be converted to a one-way street toward the west, there should be adequate regress from the CBD. Seventh Street ends on the west at the entrance to Wayland Baptist College.

Vehicular Circulation. Some aspects regarding vehicular circulation have already been discussed. The general flow around the site is in a clockwise motion. The only penetrations into the pedestrian zones are the Seventh and Eighth side streets. These streets could serve as drop-off points on the mall. The streets will also allow closer delivery points within the mall area.

Delivery and Service. At present, the alleys serve as points of delivery of merchandise and service to shops. Under this proposal, however, the alleys become a pedestrian way. There are several alternatives that could be used as alternate means of providing service to the CBD. These are as follows:

1. Develop a central warehouse system, providing a warehouse off the site where all merchandise could be delivered. The merchandise could then be delivered to each store by CBD warehouse employees during convenient hours, preferably before 10:00 a.m. or after 5:00 p.m. each day. This is the system developed and used by theme parks such as Disneyworld and Astroworld. This permits delivery service during hours when shopping traffic is low. Also, Cushman or other small vehicles could be used, keeping large trucks out of the area.

   Under this system, security would have to be developed, It would be easy to slip merchandise out of boxes or crates before delivery. An elaborate record keeping system would have to be developed also. There is an empty warehouse one block east of the 600 block of Ash that has potential for that purpose. Each member of the CBD would have to contribute to the purchase, or the lease of the property and the management of the warehouse system.

2. A second alternative would be to make delivery points at the ends of the alleys where they intersect with the street. Trucks could back into these points and unload into the alleys through a large door. The door would only be open to load or unload merchandise. A small unloading dock could be constructed at these points. There would still be a problem with getting the merchandise from these points to the stores which may be as far as a block away.

3. A third alternative would simply be to limit deliver times to designated, low-traffic hours or even to after-hours. This could be a problem, however, if a truckload of merchandise arrived and then had to sit around for 8 or 9 hours waiting to be unloaded.
4. The last alternative would be to allow deliverys to be made in the parking lots next to the existing alleys. This could cause problems with the functioning of the parking lots. Trucks could block circulation within the lots or could take up much needed parking spaces.

It is the author's suggestion that the warehouse alternative be employed if at all possible. If this is not possible, then alternatives 2 and 3 should be combined to form a reasonable solution. This would allow deliveries to the storefronts before and after shopping hours. The trucks could use the emergency lane, which will be described later, for a means of access. During shopping hours, however, merchandise should only be delivered to points at the end of alleys. If delivery of hand carried items is to be made, then the delivery vehicle could park in the 10-minute passenger pickup lanes at the end of each block.

Building Preservation. There will be very little effort made here to reinterate points made with regard to the subject in the Aesthetic Based Plan in Appendix C. One point, however, that will be reinforced is that of the need for visual character for the mall. The existing buildings, when restored to original design concepts would certainly offer this visual character or visual theme needed to give the project identity. The expense of building new shopping centers would probably be many times the cost of renovating the present facilities.

Courtyards. As mentioned earlier, there are many spaces between the buildings and the alleys that would serve as small courtyards. The design theme, including paving patterns, planters, and landscaping, would be carried through to the courtyards. These courtyards should serve three basic functions:

1. as beautiful entries into the shops from the alley pedestrian ways,
2. as extensions of present facilities, such as areas for sidewalk or courtyard sales, and
3. as specific use area, such as outdoor restaurants, or station points for street vendors.

Street Furniture. Every attempt will be made to incorporate planters, seating areas, screens, and entry features into the paving design.

The material suggested to blend in with the brick paving would be the use of granite pavers. The benches and planters should carry through the arc-and-tangent design theme of the paving (see construction details -- Appendix D).

Paving. The paving materials, as mentioned earlier in Site Analysis, would be the brick now under the asphalt. The brick would be flipped with the asphalt left on the bottom. The basic paving theme will be the square with arc-and-tangent corners (See Appendix D). The direction of brick paving will alternate in checkerboard fashion as shown in the construction details.

Landscaping. Plants are needed for several reasons. First, they are necessary in adding beauty to the plaza. Second, plants are valuable

in climate control. The third main use of plants is in the realm of spatial definition.

Plants add beauty to the plaza by breaking up the rigid lines of streets, walks, and buildings. The environment becomes much more pleasant with the mixture of textures and colors supplied by plant materials. The sun exposes the shadows of the leaves on the paving surfaces. Plants also have aesthetic value through their use in screening objectionable views.

As indicated in Chapter 2, Plainview has a unique climate in that it is very cold in the winter, extremely hot in the summer, and windy year-round, especially in the spring. Plants were primarily used in this project for climate control. Planters were placed on the southwest and northwest corners of each block in order to block the prevailing spring and winter winds. A solid line of planters with trees also line the south side of Sixth Street in order to lift the winds over the pedestrian way.

Space is defined by the use of plants. It is 100 feet between buildings along the mall area and plants are used to break this immense space into smaller, more defined spaces.

Mall Promotional Facilities. The author, in establishing goals for the project, listed diversification of activities as one of the major objectives in increasing shopper interest. This would require certain special facilities to be incorporated into the mall area.

The promotional areas include the following:

1. two play areas
2. the reconstruction of the courthouse bandstand
3. A large 500-seat open air theatre
4. a small mini-theatre
5. an open market

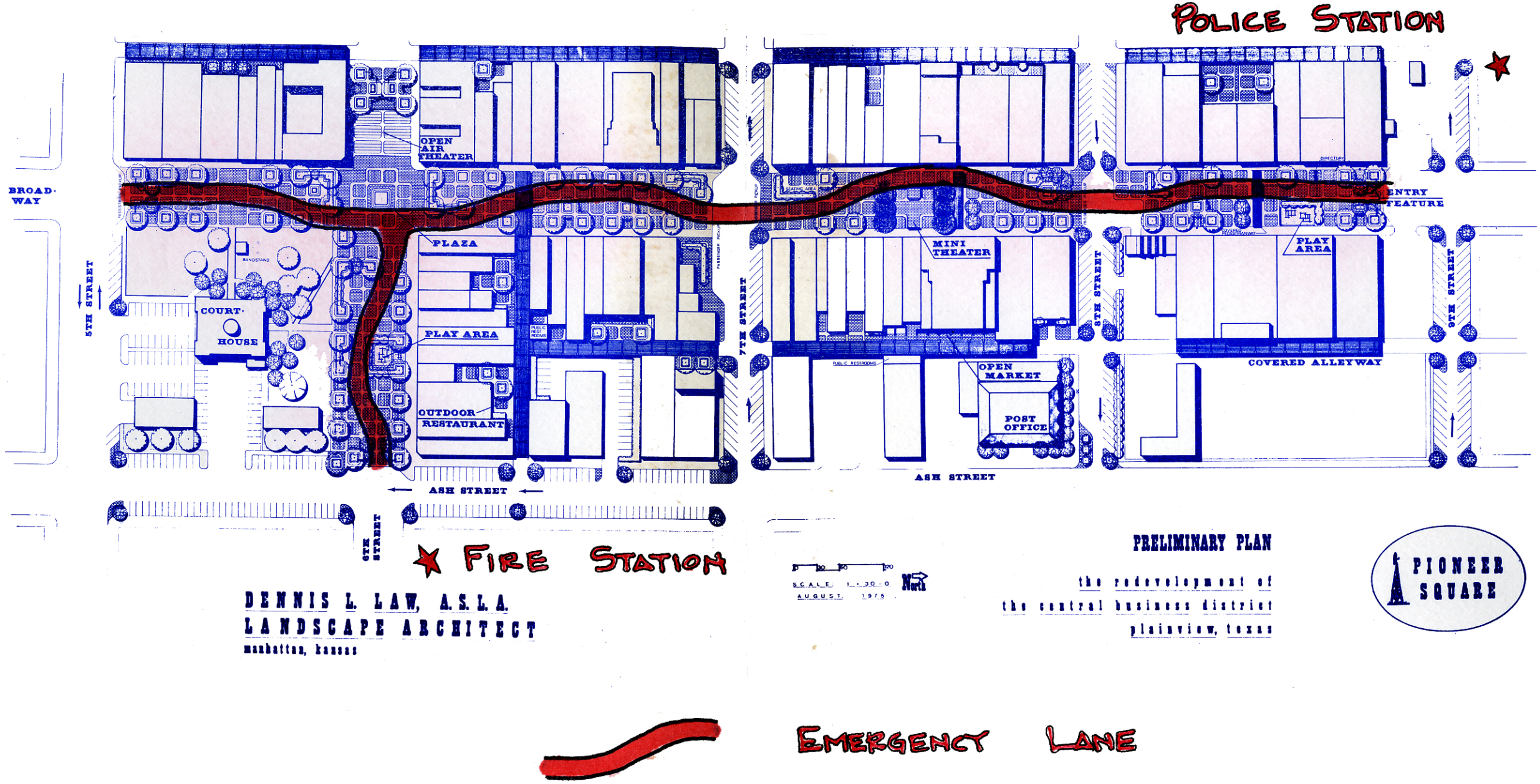
The play areas provide an added dimension to the mall in that the project could be considered as a recreation facility to neighborhood children. More importantly, at least in the mind of the author, is the fact that these areas could be used to keep youngsters busy and happy while their mother shops. One has been located at each end of the mall.

The open air theater could be used for productions by Wayland Baptist Drama Department or Plainview High School. Community programs could be produced and presented during the summer evenings. All these activities attract people and people attract other people. And this means money to the businessmen in the area. As pointed out in Chapter 3, 42.9% of those persons interviewed in the CBD that were "just passing through," spent between $10 and $20 per trip.

The small mini-theatre located in the 700 block of the mall area would be used by smaller groups such as scout groups or for 4-H demonstrations that could not use the larger theatre.

The open market could be used for a variety of purposes. Farmers could bring produce to market there. Clubs and organizations could use the facilities for bake sales or art sales. Citizens could even lease a space from the CBD for a "downtown garage sale."

Emergency Lanes. It is necessary to have fire, police, and ambulance access to all parts of the mall. For this reason, an emergency lane has been provided throughout the area. The lane is, however, somewhat camouflaged in that it meanders through the space among the planters. In no area, is there a straight visual line. Plate XXXVII gives a graphic representation of the location of the emergency lane.


POLICE STATION
BROAD-WAY
5TH STREET
OPEN AIR THEATER
BANDSTAND
COURT-HOUSE
PLAZA
PLAY AREA
OUTDOOR RESTAURANT
PUBLIC RESTROOMS
PASSENGER PICKUP
7TH STREET
SEATING AREA
MINI THEATER
OPEN MARKET
POST OFFICE
8TH STREET
PLAY AREA
COVERED ALLEYWAY
9TH STREET
ENTRY FEATURE
ASH STREET
6TH STREET
FIRE STATION
EMERGENCY LANE
SCALE 1" = 30'-0"
AUGUST 1975
North
PRELIMINARY PLAN
the redevelopment of
the central business district
plainview, texas
PIONEER SQUARE
DENNIS L. LAW, A.S.L.A.
LANDSCAPE ARCHITECT
manhattan, kansas

Entry Features. It is necessary that the mall have impressionable points of entry in order to give the district identity and to set the mood for the mall. The entry feature, which is shown on Plate XXXVIII contains two main items; the decorative mall with the name "Pioneer Square" and the windmill logo, and the six flags. Each of the flags represents the six nations that the State of Texas has historically been under. These are the United States Flag, the Confederate Flag, the "Lone Star" or Republic of Texas Flag, the Spanish Flag, the Mexican Flag and the British Flag. These exemplify the rich history of this land and mark a very definite entry into the mall.

Access to the Handicapped

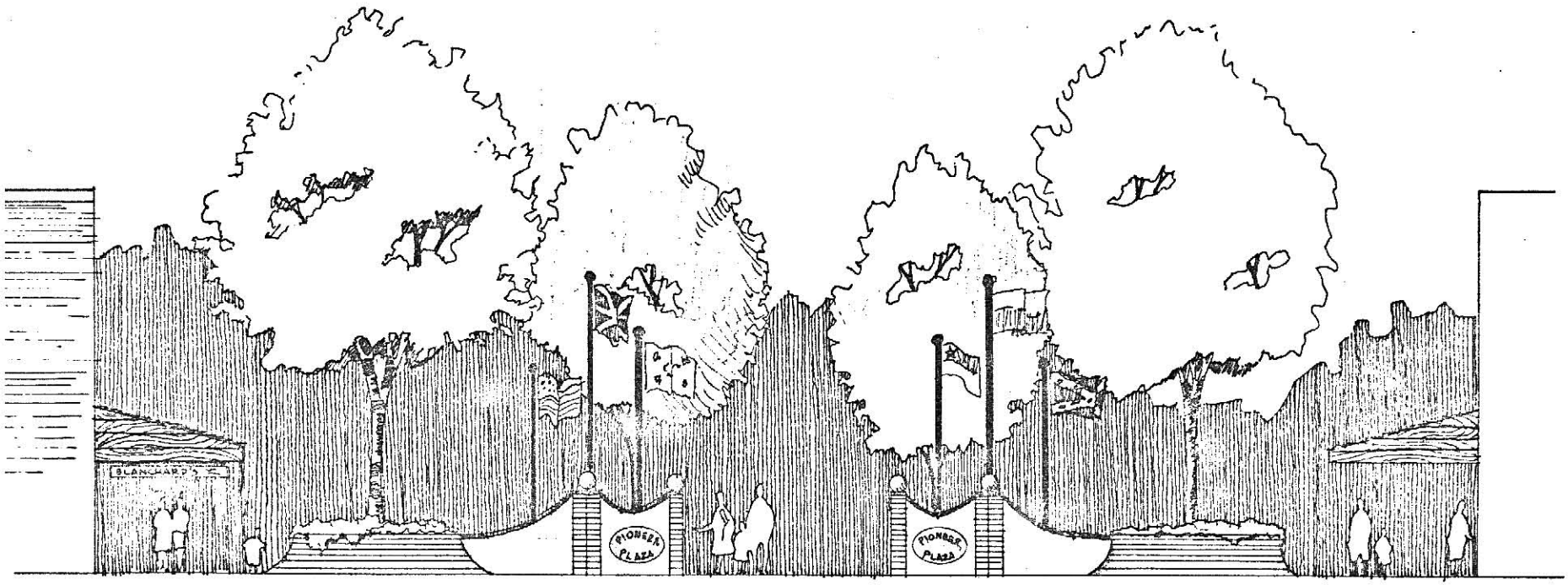
Plainview's flat terrain enables relatively free access over the site for persons restricted to a wheelchair. This would be especially true with the elimination of the curbs along the proposed mall as shown in Plate XXI. However, problems could still arise in two basic areas.

1. Access into the site.
2. Access into buildings.

Access into the Site. The design allows for drop-off points within one block of all facilities within the mall. All intersections and parking lots should have curb-cuts with ramps not to exceed 8%. Special parking spaces that are centrally located with each block should be set aside for the handicapped. It is suggested that there be at least three reserved spaces per block.

PLATE XXXVIII

Entry Feature



Access into buildings. While taking the shopper's survey discussed in Chapter 3, the author had opportunity to discuss this problem with a young lady in a wheelchair. She stated that there were many stores that she could not enter because the doors were too narrow. When asked how she handled that problem, she simply replied that she just avoided those establishments that she could not enter. It is, therefore, suggested that merchants consider this as they redevelop their entries during construction of the mall.

The two theaters and play areas have been designed in such a way that there is ground-level seating. The public restrooms suggested in the plan should also be designed for access and use by the handicapped.

CHAPTER 5

IMPLEMENTATION PROCEDURES

SECTION 1

IMPLEMENTATION PLAN-CITY OF PLAINVIEW

SECTION 2

IMPLEMENTATION PLAN-PLANNING CONSULTANTS

SECTION 3

IMPLEMENTATION PROCEDURES ACTUALLY EMPLOYED

SECTION 4

PROTOTYPE IMPLEMENTATION MODEL

IMPLEMENTATION PLAN-CITY OF PLAINVIEW

Introduction

The City of Plainview did not originally set goals to redevelop the CBD prior to completion of the city's comprehensive plan. Therefore, in reality the only planning was from one step to another. The City of Plainview hired the Dallas planning firm of Shanahan/Wyse Associates to develop the comprehensive plan for the community. One phase of this plan was a "commercial study" which recommended the use of a pedestrian mall as a means of preserving the CBD. The actual plan, which includes the recommendations of the planners regarding implementation procedures, had not been presented to the city when arrangements for the author to complete the design of the plan were made. Therefore, the city had actually begun steps to implement the project before they even had been given direction by the planners. It is the opinion of the author, that the city did not really expect this project to become a reality. For this reason, the city did not have long-range implementation plans. The following is a synopsis of the activities in which the city has participated up to the present point.

City of Plainview Comprehensive Plan

In 1972, the City of Plainview entered into a contract with Shanahan/Wyse Associates to complete the Comprehensive Plan 1972-2000. This was the result of a comprehensive planning grant from the Department of Housing and Urban Development through the cooperation of the Department of Community Affairs of the State of Texas. The Plan, which was released in March, 1975, was presented in five volumes. The five volumes are:

1. Community Development Statement
2. Technical Report
3. Economic Studies
4. Commercial Development Study
5. Appendix

It is the Commercial Development Study that addresses itself to the issue of the mall proposal.

Commercial Development Study

The study examined the entire commercial fabric of the city of Plainview. The CBD was only one element that the study examined. However, the role and potential of Plainview's CBD was the major issue described in the study. The planners expressed more concern over the development of the CBD than the other commercial districts. There was no attempt made by the planners to actually design the mall. They did, however, give a general concept of how the mall should be designed. The following are ideas suggested by the plannners with regard to the development of a pedestrian mall:

1. An internal circulation system with one-way streets oriented north and south (as opposed to east and west as suggested through the author's design).
2. A vehicular storage plan that was somewhat idealistic in design. Under the planner's concept, there would be wholesale removal of buildings on both sides of Austin and Ash streets to make way for parking. Parking garages were also suggested.
3. A pedestrian mall that is enclosed or domed over a 3-block area.
4. The redevelopment of the alleys into open, landscaped walkways.

5. Phasing plans

6. Implementation procedures (to be discussed in the next section).

Author Hired

The author, in examining potential communities to use as a study model for this report, approached the City Manager Marshall Pharr in November, 1974, about the possibility of designing a pedestrian mall in Plainview. The planning consultants had not released their comprehensive plan recommendations at that point. However, Mr. Pharr knew that they were going to recommend a pedestrian mall in their report which would not be available until March, 1975.

Funds were not available through the city budget for consultation fees regarding the design for the mall. In fact, it is unclear to the author as to whether the city was even going to pursue the recommendation in the near future.

Up to this point, the city administration had been the only group that had been actively involved in the planning for the CBD. There had been a CBD Advisory Committee, but its input into the planning had evidently been little. This assumption is based on the fact that the first chairman of the committee had resigned because of a lack of participation[118].

Mr. Pharr wanted to get the merchants in the CBD involved in the planning of the project on a more active basis. He thought that the mall would come closer to becoming a reality if the merchants could take a more active role in the planning. Through his encouragement, the merchants committed themselves to fund the design of the project. After organizing themselves

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[118]Jim Oswald, Personal Interview, July, 1975.

into a new committee, the CBD Improvement District, they assessed themselves $1.00 per store front foot along Broadway and Sixth Streets and $.50 one foot in the other areas of the CBD. Each of the banks, savings and loan associations, and utility company's agreed to donate $200 each.

The author worked on the project throughout the summer, 1975, and will complete the planning with construction details and the presentation of a scale model in June, 1976.

IMPLEMENTATION PLAN-PLANNING CONSULTANTS

Introduction

In the opinion of the author, the planning consultants presented some good ideas regarding implementation. However, their suggestions seemed to lack depth. Of the 100 pages contained in the Commercial Development Study, only two pages were devoted to implementation procedures. The following paragraphs offer a short synopsis of their suggestions.

Concept

The planners suggest that the most immediate problem that would be encountered in making the CBD redevelopment a reality, would be the establishment of active authority. They state that,

> "in order to implement a redevelopment program, it will require the formation of some type of developmental committee, perhaps a Downtown Development Association, a quasi-public type of authority, or a CBD Redevelopment Corporation that would function like a private corporation. It should be noted that it is the contention of this report that the former, a quasi-public authority, would be the most effective means of implementing a course of action for the betterment of the Downtown area. Such an association would encourage a continuous involvement from Plainview's citizens, solicit and coordinate municipal improvement programs, and provide an authority that could best meet the objectives of the downtown businessmen and property owners[119]."

Downtown Development Association

The planning consultants make the point that the effectiveness of such an association would be proportional to the amount of power entrusted to such an authority. They list the following potential or range of powers that such an authority could have:

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[119]Shanahan/Wyse Associates, Commercial Development Study, op. cit., p. 75.

1. "To make and executive contracts.
2. "To acquire, hold and dispose of personal property.
3. "To construct, reconstruct, rehabilitate, improve, alter or repair any proposed redevelopment project.
4. "To arrange or contract with the municipality for the planning, replanning, opening or closing of streets, alleys, etc.
5. "To sell, lease, assign, transfer, etc. any project of its undertaking.
6. "To appoint officers, agents, and employees that the Association deems necessary to further its objectives.
7. "To acquire through condemnation or otherwise, real, personal, or mixed property or any interest involved for the betterment of the Downtown area.
8. "To issue improvement bonds, loan or borrow funds on terms and conditions as the Association may deem necessary.
9. "To engage professional services on a contract basis for technical assistance and advise.
10. "To establish the boundary of a special improvement district and assess minimal taxes deemed necessary for the betterment of that area[120]."

CBD Improvement District

Under this proposal, a special district would be formed for the purposes of improving the CBD. "The concept of improvement districts is not new for Texas; however, the formation of a special district for the benefit

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[120] Ibid., p. 75-76.

of urban revitalization has never been employed. The creation of such legislation would enable a community to achieve realistic urban goals without sacrificing the rights of property owners to due process and procedures[121]."

The planners further suggest that the entire district, as described on Plate XI, serve as the physical area that would compose the district[122].

It is the author's opinion that the suggestions made by the planning consultants are valid and would certainly be valuable toward implementation. However, as mentioned earlier, the proposals seem to lack depth and one has to wonder if the community could realistically proceed with these few guidelines.

IMPLEMENTATION PROCEDURES ACTUALLY EMPLOYED

Introduction

It is assumed by the author, that the CBD project has been a success and will continue to be a success. This assumption is based on the following facts:

1. There has been an increase in citizen involvement on a progressive basis.
2. The merchants in the CBD made two trips to areas that already had pedestrian malls.
3. The banks have made tremendous financial committments including the purchase of property to make available for parking and through the underwriting of the design fees.
4. The amount of property transactions have increased. Several parcels have been purchased, mostly for parking, during the past six months.
5. There is evidence that speculation has occurred. The price of property has increased tremendously during the past six months.
6. Publicity has been widespread. The local newspapers and radio stations practically gave daily progress reports on the design throughout the summer (1975). Television stations and newspapers from Lubbock and Amarillo issued numerous news stories during the same period of time.

If, in fact, this project has been a success up to this point, then there should be certain value in recording the events that occurred that created this interest and response.

History of Process Used

Origin of Concept. This subject has been covered earlier in this writing, but will be mentioned again at this point in order to put the events into context. The origin of the mall concept was made on the part of two parties, simultaneously and unknown to the other. One concept, described earlier was the result of Shanahan/Wyse Associates' Commercial Development Study. The other was on the part of the author when attempting to select a study model for this report. Nevertheless, the concept was presented to the city officials who, in turn, took proper initiative to produce further action through the design phase of the mall.

Assessment Set. In order to fund the designer's fees, an assessment plan was established and has been described in depth on page 131. The assessment plan was suggested by the City Manager and accepted by the CBD Advisory Committee.

CBD Study Approved. The author made a proposal to the city for the design work on the mall. The City Manager and the CBD Advisory Committee accepted the proposal. The city in a joint meeting with the advisory committee held a news conference on March 14, 1975. During the news conference, the City Manager, Marshall Pharr, presented the comprehensive plan just completed by Shanahan/Wyse Associates. He especially pointed out the Commercial Development Study and the proposed mall concept. During the same news conference, the assessment plan was announced and the author introduced. The author presented a proposal of scheduled events and action that would take place with regard to the development of a plan.

Presentation of Schematics. The schematics, as indicated earlier, were scheduled for review on June 18, 1975. However, only two people from the CBD showed for the presentation. The news media was used as the source of bringing the attention of the meeting to the public. Therefore, the author and members of the CBD Committee decided that the meeting would be cancelled and rescheduled for the next week. This would allow time to get a mailer out to the 249 merchants in the CBD. Newspapers also carried pictures of the schematics on the next day's front page in order to develop some interest.

Another meeting was held a week later with 30 spirited businessmen in attendance. The schematics were presented, as indicated in the last chapter, and questionnaires indicating reactions were completed. The author received a barrage of questions from the merchants relating to the cost of the project. This was no doubt foremost on their minds. Figures of the costs incurred by other malls were presented. These costs are shown in Table XV.

Development of Citizen Interest. Up to this point, in the recorded account as well as in actuality, the process was somewhat linear. However, this category involving citizen interest was something that was constantly occurring.

Development of citizen interest occurred through three main channels. First, the news media did a tremendous job of reporting progress. The CBD project literally had front-page coverage at least once a week throughout the design phase. Another method utilized was through speeches and programs regarding the project that were presented to all the civic clubs in the community. Comments from those attending were always favorable. The third method was through the use of radio talk shows. There were four of these made throughout the summer. Evidently, a lot of the community heard these shows because several people reported hearing them.

TABLE XV

Development Costs, Various Existing Malls

	TOTAL COST ($)	COST/BLOCK ($)	COST/LINEAR FOOT ($)
Atchison, Kansas	300,000	120,000	333
Burbank, California	973,000	243,000	414
Danville, Illinois	112,000	56,000	--
Decatur, Illinois	577,000	144,250	385
Eugene, Oregon	1,800,000	225,000	1,587
Evansville, Indiana	1,000,000	142,857	385
Freeport, Illinois	120,000	60,000	200
Fresno, California	1,841,000	304,690	1,010
Honolulu, Hawaii	1,366,484	---	787
Jackson, Michigan	75,000	37,500	97
Kalamazoo, Michigan	120,000	40,200	108
Knoxville, Tennessee	313,000	313,000	712
Lansing, Michigan	780,000	260,000	666
Louisville, Kentucky	1,500,000	500,000	615
Miami Beach, Florida	600,000	85,800	200
Michigan City, Indiana	1,794,000	448,500	1,380
Monroe, North Carolina	152,195	76,098	380
Oxnard, California	647,000	215,667	431
Parsons, Kansas	750,000	187,500	577
Pomona, California	640,000	71,200	213
Providence, Rhode Island	530,000	132,000	543
Raleigh, North Carolina	45,000	45,000	230
Redlands, California	1,500,000	750,000	468
Richmond, Indiana	750,000	187,500	658
Riverside, California	719,807	180,000	450
Salisbury, Maryland	150,000	50,000	186
Santa Monica, California	703,000	224,000	391

Source: Susan R. Shealy, "Mall Costs and Benefits," Downtown Malls: Feasibility and Development (New York: Downtown Research and Development Center, 1974) p. 32.

A major news conference involving all the news media on the South Plains, from Amarillo to Lubbock and from the New Mexico State line to the Oklahoma state line, will be called for the first of June, 1976. At that time a scale model of the project will be presented.

Research. Research, most of which has already been presented through this writing, was conducted throughout the design phase. The following is a synopsis of the research involved:

1. History of the community
2. Social aspects
3. Economic aspects
4. Architectural details on existing buildings
5. Urban form
6. Utilities
7. Climatic conditions
8. Plant materials available
9. Materials
10. Drainage and other site inventory.

Formation of thw CBD Improvement District. The actual foundation of the district could only be possible through enabling legislation in the State of Texas. Since the State of Texas only has legislative sessions every other year, on odd numbered years, it will not be possible to get a bill passed through the legislature until 1977. However, the problem of conducting business on behalf of the merchants from the CBD is an immediate one. Therefore, a group of the most active merchants and businessmen from the CBD came together to form a quasi-district until legislation can be passed.

On July 1, 1975, this group got together to elect officers and form committees. The following committees were formed:

1. Financial and Funding
2. Parking
3. Legal
4. Publicity

The idea behind forming these committees was, of course, to get work done. However, by forming the committees, it was thought that the CBD Improvement District would involve more citizens. Plans are made to increase the number of committees and participants as the need arises.

Presentation of Preliminary Design. A drawing representing a preliminary conceptual plan was presented to the public, as well as the merchants, on July 31, 1975. News coverage, including editorials in both papers, was most favorable. The author felt, for the first time that the merchants were excited about the proposal. In fact, they immediately made plans to visit the pedestrian malls in Los Cruces and Tucumcari, New Mexico. The changes agreed to by the merchants have already been mentioned in the last section.

Tour of Projects. On August 6, 1975, thirteen people, including the author, merchants, and newspeople, flew in private planes to two Nex Mexico projects. They met with officials from Las Cruces and Tucumcari, New Mexico, who gave a tour and answered questions regarding their community. The group came back with mixed feelings about the two sites. They were pleased with the visual impression that each mall left. However, they were concerned about the number of empty stores and the lack of customers in both projects.

They were also concerned about the way Urban Renewal had handeled the projects, especially the one at Tucumcari.

In Las Cruces, it was pointed out that an air-conditioned, enclosed mall was located only two blocks from the project. And it was further pointed out that the enclosed mall had been there three years prior to the Urban Renewal Project. A feasibility study of the project had not been conducted and officials believe that it should have been.

The phasing of the project lacked coordination. They began by tearing out the street first -- before rear entries had been improved or adequate parking had been provided. During the 18 months that the mall was under construction, there was no access into the district. As a result, over half the stores went under or moved out. The merchants in the Las Cruces project said that their customers changed their shopping habits before the project was completed.

A concern that the author had in viewing the project, but not mentioned by the merchants in Las Cruces, was the way that wholesale bulldozing had cleared entire blocks that surrounded the CBD. The author heard one citizen remark that one of the buildings destroyed was a 250 year old church. In fact, it had been dynamited by a movie producer for the sake of a film.

The problems in Tucumcari were basically the same, except worse in that the project lacked design unity. A description of this has been made earlier.

Therefore, the merchants returned with some doubt about the endeavor implanted in their minds. However, they seemed less disturbed than the author thought they would have been. They did instruct the author, when building the scale model, to do so in such a manner that the mall area could

be lifted out of the street. They also concluded that they would make every effort to undertake the project on their own, without the help of the United States Department of Housing and Urban Renewal.

On October 3, 1975, the officers of the CBD Improvement District went to Manhattan, Kansas, to pick the author up at Kansas State University. From there, they flew to Lawrence, Kansas, to view that city's downtown project. The group left Lawrence with renewed interest and excitement. They concluded that "Pioneer Plaza" could become a reality.

Scale Model. The designer built a scale model of the final plan of the CBD. This will be displayed throughout the city during the next few months. Pictures of the model are shown in Figures 2, 3, and 4.

Plans for Future Action

Block Corporations. Since a special district cannot become a reality until 1977, the CBD Improvement District wants to get started with the task of purchasing sites for potential parking. One way that is now under consideration is the formation of "block corporations." Under this proposal, each block would assume the responsibility of acquiring, on a private basis, tracts of land that would make potential parking sites. It is understood that one such corporation has been somewhat secretely organized and is in the process of buying parcels through a Dallas, Texas, party.

After enacting legislation, the block corporations would dissolve, or merge into the special district.

Purchase of Property. In order to avoid speculation, the parking plans have been formulated in secrecy. The author has worked with a committee



FIGURE II
View of Public Plaza



FIGURE III

View of Public Plaza



FIGURE IV

Cabinet of Model

made up of members of the city's clearing house in formulating parking plans. The tracts designated as potential parking land will be purchased on a private basis as much as possible. The city is currently considering the establishment of a "parking" zone as part of their new zoning ordinance. This would encourage the development of parking in the areas where it is most needed.

State Legislative Action. This is the last step that has currently been established for implementing the project. The parameters of this step have already been described. Plans will have to be made to carry the design on through to completion.

PROTOTYPE IMPLEMENTATION MODEL

The activities experienced throughout this project should serve as a basis for the development of a prototype implementation model for similar projects. The successes and failures of the process used have been scored and a method developed that will serve as a model of activities. It should provide assistance to communities such as Plainview.

The Scope of Implementation

In order to develop an implementation model, efforts should initially be directed toward a clear definition for the term "implementation." It would appear, by most standards, that "implementation" is the sum total of all activities needed to meet a specific objective. However, when one analyzes that broad definition in light of a particular project involving specific persons, the meaning denotes certain ambiguity.

In the author's opinion, implementation of this project falls into three basic phases, which are:

A. Conceptual Implementation

B. Construction Implementation

C. Use/Management Implementation

Table XVI gives an example of typical activities or ideas that would be found in each phase. It must be mentioned that there is no clear dividing line between phases, nor has there been an effort made to be inclusive of all items that would be found in each phase.

Conceptual Implementation

The product of this phase is the actual design of the project. Individuals that are primarily involved in the execution of this phase are the designers

TABLE XVI

Implementation Phases

Conceptual Phase	Construction Phase	Use/Management Phase
. Ideas	. Bidding documents	. Concepts
. Concepts	. Specifications	. Problem identification
. Problem Identification	. Contracts	. Economy
. Contracts	. Financing	. Financing
. Proposals	. Design	. Phasing
. Development of Organizations	. Site Analysis	. Access
. Site Analysis	. Pre-Construction Conferences	. Acquisition of Property
. Goals & Objectives	. Details	. Contracts
. Physical Design	. Phasing	. Function
. Construction Documents	. Supervision	. Unity of Organizations/ individuals
. Construction Supervision	. Construction	. Management
. Post Construction Analysis	. Acquisition of materials	

or planners. This is not to assume that the client is not involved in this phase.

Construction Implementation

The contractor is primarily responsible for the execution of the activities that fall within this phase. In theory, this phase begins on the planner's drawing board. Therefore, the designer plays a very important role in this phase.

Use/Management Implementation

This phase would include the activities performed by the client pertaining to the use and functioning of the project after the construction phase has been completed.

It is not the purpose of this writing to address itself to all three phases, but, rather to focus primarily on the conceptual phase.

Integrated Implementation

Implementation, therefore, is primarily the process of making decisions regarding the future alteration of physical space. This relates to the success of meeting specific goals and objectives, which deal primarily with marketing in the case of this project. Rather than make decisions in a haphazard manner, a system should be devised that would enable those involved to make rational decisions with a high degree of order and efficiency.

The author has developed seven basic steps to a rational decision-making process, which are:

1. Problem Identification
2. Strategy development for attacking the problem
3. Formulation of Goals and Objectives

4. Inventory and analysis of existing status
5. Synthesis of Analyses
6. Development of Conceptual Alternatives
7. Selection and Synthesis of Acceptable Alternatives.

The flow through this process is critical, especially in light of the roles played by the participants. As could be assumed from the phases shown on Table XVI, the Designer, Contractor, and Client each has definite responsibilities in relation to the project. Often, and traditionally, according to Pena, these individuals assume their roles without thought of being active participants in the other phases[123]. Even though modern efforts have made attempts to close the gaps between the individuals in the Designer-Contractor-Client groups, there still exists problems of misunderstandings and a lack of direction during the decision-making process[124].

The problem usually arises because of the way the designer flows through the process. A traditional approach to decision-making is through a method represented in Figure V.

This model of decision-making is one of trial-and-error as the designer develops a concept which is accepted or modified by the client. This method, which was experienced in Plainview with regard to the design of the mall, is inefficient, and results because the designer cannot understand to the fullest extent, the problems of managing a facility as well as the client/user. It is absurd to assume that a designer can equal the understanding of the management of a retail outlet, for example, as does the owner of that

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[123] William M. Pena and John W. Focke, Problem Seeking, (Houston: Caudill Rowlett Scott, 1969), p. 6.

[124] Ibid.

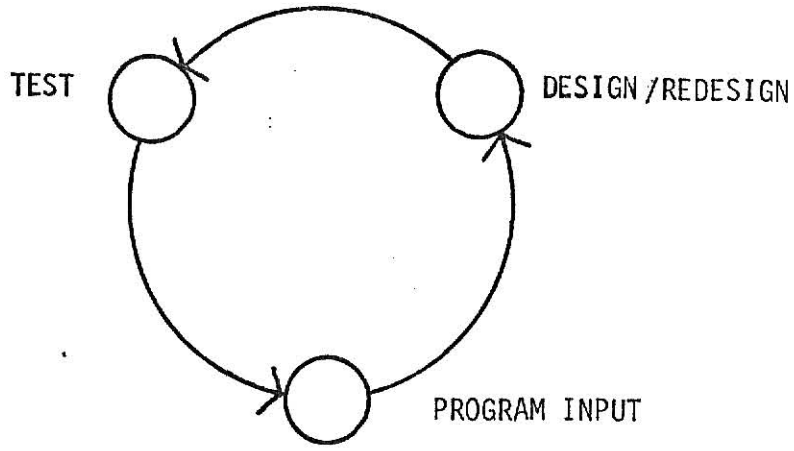


FIGURE V

establishment. When you multiply this problem times the number of stores in the Plainview CBD, it becomes easy to understand the complexity of problem-solving and decision-making.

An alternative approach is expressed by Pena and is illustrated in Figure VI[125]. Through this approach, the client becomes an active participant in all phases of the project.

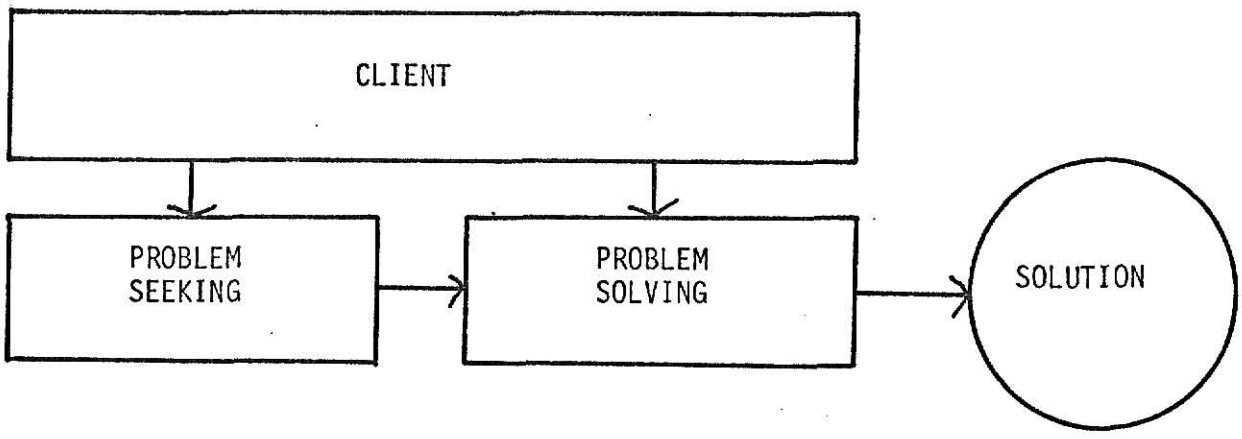
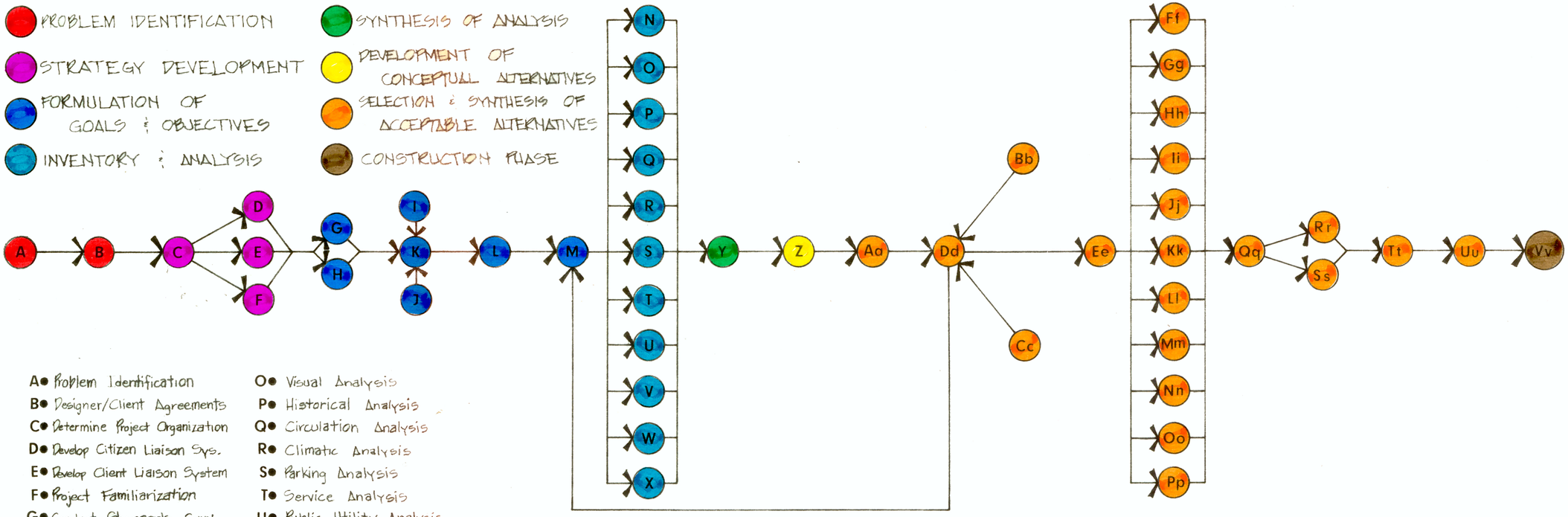


FIGURE VI

[125] Ibid., p. 5.

PLATE XXXIX

Prototype Implementation Model



A● Problem Identification
B● Designer/Client Agreements
C● Determine Project Organization
D● Develop Citizen Liaison Sys.
E● Develop Client Liaison System
F● Project Familiarization
G● Conduct Shopper's Surv.
H● Determine Social Needs
I● Legal Analysis
J● Financial Analysis
K● Market Analysis
L● Feasibility Study
M● Set Goals & Objectives
N● Land Use Analysis
O● Visual Analysis
P● Historical Analysis
Q● Circulation Analysis
R● Climatic Analysis
S● Parking Analysis
T● Service Analysis
U● Public Utility Analysis
V● Maintenance Analysis
W● Emer. Equip. Analysis
X● Determine Recreation Needs
Y● Synthesis of Analyses
Z● Develop Conceptual Schematics
Aa● Preliminary Design
Bb● Clientel Reviews
Cc● Public Hearings
Dd● Formal Reviews
Ee● Final Design Solution
Ff● Aesthetic Based Plan
Gg● Street Graphics Plan
Hh● Demolition Plan
Ii● Circulation Plan
Jj● Grading Plan
Kk● Parking Plan
Ll● Service Plan
Mm● Lighting Plan
Nn● Irrigation Plan
Oo● Planting Plan
Pp● Paving Plan
Qq● Promotional Plan
Rr● Develop Phasing Plan
Ss● Financing Plans
Tt● Construct Scale Model
Uu● Final Presentation
Vv● Construction Phase

A Prototype Model for Plainview CBD

Using the concept represented in Figure VI, along with the utilization of the 7-step process mentioned earlier, a prototype model with detailed activities has been established and is represented on Plate XXXIX.

The following paragraphs will explain the parameters of each of the seven steps within the process.

Problem Identification



FIGURE VII

A Problem Identification -- The beginning of the process is with a specific problem. In the case of a CBD, it might be interior blight, competition with other community commercial facilities or a need to expand. In most cases, the need is realized by the user and the concern becomes such that a consultant is called on to establish guidelines for solution.

B Designer/Client Agreements -- The scope of the problem is identified to such a degree that a working relationship is established between the client and the designer. Even though clear strategies and methods for solving the problem have not been developed at this point, enough is known about the project that contractual agreements regarding responsibilities are established.

Strategy Development

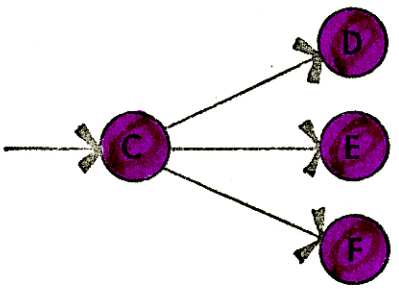


FIGURE VIII

C Determine Project Organization -- Individuals need to be identified and formed into cohesive, working units. Teams and committees should be organized in an effort to plan strategies, collect data, and make decisions. With regard to the development of a CBD mall, three specific tasks must result:

1. Development of a Citizen Liaison System
2. Development of a Client Liaison System
3. Development of a method to assist the designer in familiarizing himself with the project.

D Develop Citizen Liaison System -- Since a project of this nature involves the physical development of the community, a system must be devised that would allow communication of concepts and ideas between the citizens and the designer. It is suggested that an individual involved in public relations serve as a member of the team of individuals that work directly with the designer throughout the project. It is also suggested that frequent news releases be made to inform the general public of activities and progress.



Develop Client Liaison System -- As suggested in the last paragraph, a liaison system should encourage communication between individuals -- in this case the client and the designer. This should also encourage communication between clients and citizens. With a multi-facited organization such as a CBD Improvement Committee, communication is crucial.

Caudill Rowlett Scott (Pena) has devised a method of improving communication between the various parties involved. That architectural firm has developed what they call the "cooperative approach" to programming.

> "Programming requires the joint effort of two groups -- the client group and the architectural (designer) group. Together they form the programming team. Each group assigns to one person complete authority to make decisions or to cause decisions to be made; this simplifies communication between the two groups. Collaboration between the two group leaders can then result in productive work."
>
> "The client group is primarily responsible for information concerning the client's functional and organization requirements, and the financial objectives."
>
> "The architect (designer) group is responsible for analyzing the functional program and its space requirements, the site analysis and the cost estimate analysis."
>
> "The two groups form one team, and as such analyze the facts and identify programmatic concepts for the project facilities. Together they must balance space requirements and the budget[126]."

In application of the concept to the case of the model, this team would exist through step 

.



Project Familiarization -- Strategy should be developed as to methods to be used in gathering data. After the teams have been organized, a method should be developed that would allow the team to make decisions regarding an approach to data collection.

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[126] Ibid., p. 9.

Formulation of Goals and Objectives

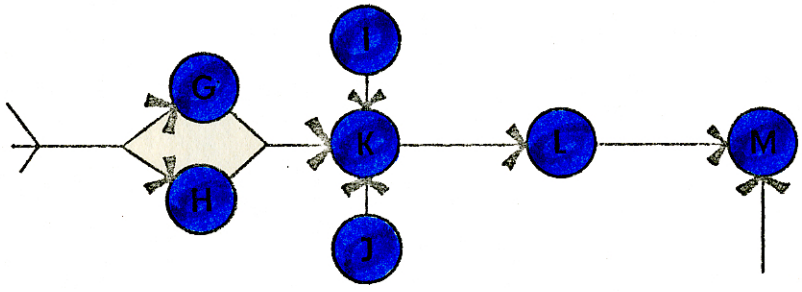


FIGURE IX

G Shopper's Survey -- The first data that should be collected pertains to the determining of needs and the establishment of goals and objectives. This precedes the site inventory and analysis phase in order to determine the type of data that might be needed in the latter. One method of determining community needs is to conduct a shopper's survey. The survey has been described on page 65 and in Appendix A.

H Determine Social Needs -- Information from the shopper's survey will supply much of the needed data. However, U.S. Bureau of Census data should also be analyzed. If this is obsolete or unavailable, then a community survey might be necessary.

I Legal Analysis -- The legal parameters of redevelopment should be considered in light of state and local laws. This should be conducted by an attorney. In addition to legal limitations, possible state or federal assistance grants should be investigated.

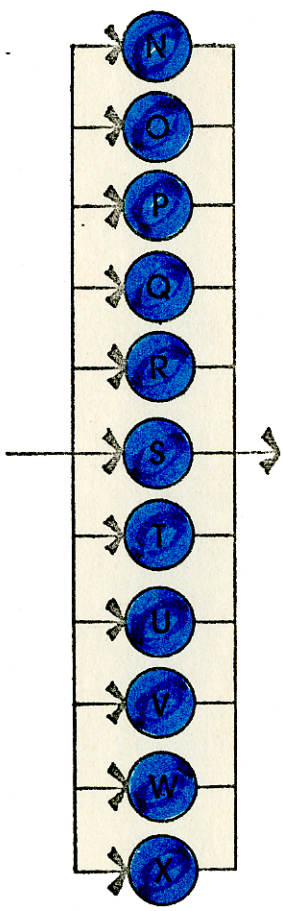
J Financial Analysis -- Individuals associated with local banks and savings and loan institutions should be consulted over the communities financial ability to undertake a project. This may provide an opportunity to develop an organized system of low-interest loan offers to participating merchants.

K Market Analysis -- The trade area of the CBD should be determined. The effectiveness of the CBD to market its products should be determined. Considerations should be made regarding increased property evaluations and/or taxes if redevelopment should occur.

L Feasibility Study -- The information resulting from the legal analysis, financial analysis, and market analysis should provide sufficient data to determine the feasibility of the project. Limitations, whether legal or financial, will be determined. The clients should know as a result of this, just how far out on the limb they should climb.

M Set Goals and Objectives -- After completion of the feasibility study, the client is in a much better position to establish realistic goals regarding the project.

Inventory and Analysis



N through X Inventory and Analysis Series -- This is a collection of data pertaining to the physical qualities of the site. The data is not only collected, but thoroughly analyzed by the client-designer team. A sample of various activities is illustrated in Steps N through X on Plate XXXIX and in Chapter 3 specifically regarding the Plainview Site. The activities within this phase would vary from project to project.

FIGURE X

Synthesis of Analysis

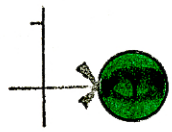


FIGURE XI

Synthesis of Analysis -- The amount of data collected in the inventory and analysis phase could be monumental. Efforts should be made to synthesize this data, cataloging it in such a way as to make it readily available during the ensuing stages of plan development. Efforts should also be made, during this stage, to discuss the impact of the data with regard to present use versus projected use. Again, it is the client-designer team that decides which is the most pertinent data through review.

Development of Conceptual Alternatives



FIGURE XII

Develop Conceptual Alternatives -- The end product of this phase will probably be a set of schematic drawings that could be used for evaluation. In the author's opinion there are two broad approaches to developing conceptual alternatives. First, a whole can be broken down into smaller, more digestable units. Each time the unit is broken down into a smaller set of units, the degree of detail and attention given to detail increases. Figure XIII illustrates this approach.

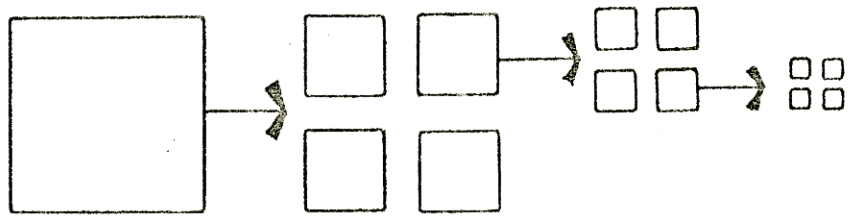


FIGURE XIII

The second approach would involve the bringing together of small concepts into one large plan. Caudill Rowlett Scott utilizes the latter through the use of 5" x 7" concept cards which are produced by the designer in the presence of the client[127]. These cards, being mobile are easily moved around on a bulletin board until there is some degree of order to the cards which are then developed into a "sheet schematic."

The author suggests that this last approach may be necessary in order to develop the degree of detail needed to make a large urban space more imaginable.

Selection and Synthesis of Acceptable Alternatives (see Figure XIV)

Aa Preliminary Design -- In preparation of formal reviews, it is necessary that the preliminary design be presented in such a way that it could easily be understood by individuals that have not had an opportunity to participate as a team member. Therefore, this step is shown to illustrate the need for developing the concept beyond the schematic stage for the purpose of formal reviews.

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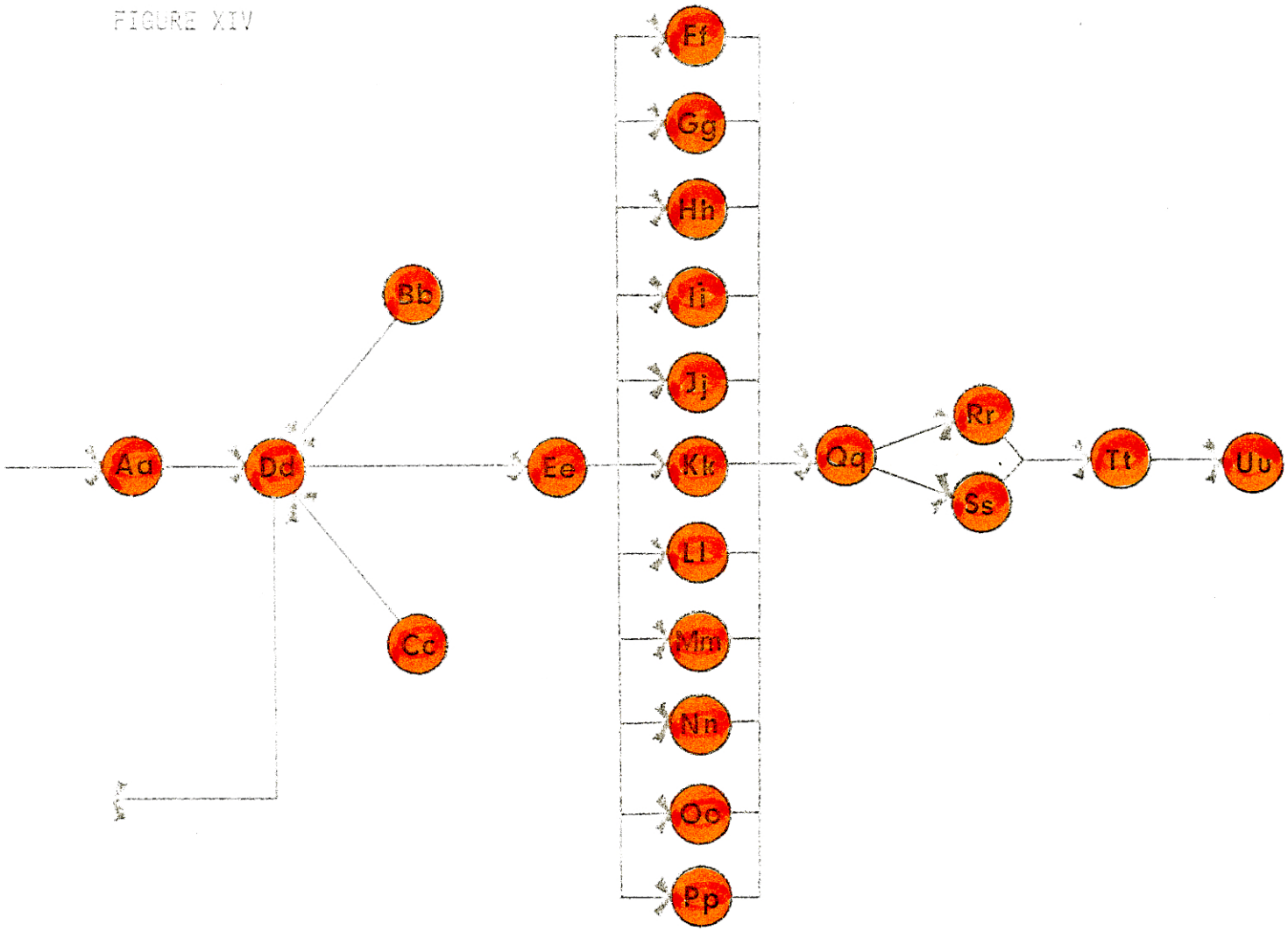
[127] Ibid., p. 29.

FIGURE XIV



Bb Clientel Reviews -- Efforts should have been made to include the client in all stages of plan development up to this point. However, in retrospect to the Plainview CBD project, this was impossible. Two-hundred forty-nine individuals currently have a business in the CBD. And even though the author had been working with a trusted representative of the businessmen, not all 249 had an opportunity to be aware of the progress as it was being made. Therefore, a formal meeting should be called that would inform the client-group. It also provides an opportunity for the designer to receive feedback on the plans.

Cc Public Hearings -- City Hall provides an excellent opportunity to organize public hearings where the plans could be presented to the citizens of the community. This is also valuable in developing support from policy-makers and legislators.

Dd Formal Reviews -- As a result of the formal reviews, the client-designer team can develop a broader understanding of how well the project is being received. No doubt changes will have to be made. As a result of the reviews, new opportunities or challenges will present themselves necessitating the reassessment of the goals and objectives outlined earlier. This will enable the team to adequately approach the development of a final design.

Ee Final Design Solution -- The concepts are now refined into final form. This will necessitate the use of many illustrated drawings which are suggested in Ff through Pp .

Qq Promotional Plan -- The design must now be sold. Efforts should be made to create unity among merchants, interest among the citizens, and involvement by all. A brochure describing future plans should be printed and distributed especially through the Chamber of Commerce. Whatever is done must be highly organized and well-supervised. This will probably call

for the organization of individuals that can see that this important task is properly administered.



Phasing Plan -- In order to insure maximum return through development financing, the project will probably have to be phased. The client-designer team should take measures to insure the merchants against long periods of business shutdown due to construction.



Financing Plans -- Plans should be made to insure the ability of the merchants to develop as they can afford to do so. Unnecessary hardships should be avoided. To do this, strategy will have to be developed and plans organized.



Construct Scale Model -- Probably one of the strongest devices to be employed with regard to promotion of a concept is through the use of a scale model. As mentioned earlier, a model of Plainview's CBD was constructed and will be rotated throughout public places within the city. This should not only present a 3-dimensional concept, but should also serve to create longer-lasting interest than would a news story that only appeared in an early addition of the local newspaper.



Final Presentation -- The final presentation should be in the form of a news conference, complete with brass-bands and dignitaries. This should serve to get the plans off to a good, immediate start. Hopefully, this is only the beginning.

CHAPTER 6

C O N C L U S I O N S

The Central Business District is important to the community. The efforts made through this report have been toward an economic justification of the CBD. And the CBD in Plainview is certainly a key to the economic well-being of that community.

With a tremendous number of activities occurring at the core of a community, the CBD becomes important from a social standpoint.

Likewise, with a lot of daily exposure resulting from diverse activities, aesthetics becomes an issue. A community's image is important to its citizens and with the CBD at the very heart of the city, aesthetic quality becomes a prime objective.

Yet, because of issues pointed out through this writing, the role of the CBD has lessened in the past few years. The CBD has been the subject of abandonment and blight. This issue seems to be universal throughout the United States as communities contine to sprawl through physical growth.

In the author's opinion, the pedestrian mall offers a good solution to this problem. This is especially true in consideration of rapidly expanding populations, increased energy shortages, and building construction costs.

In light of issues just named, Plainview has served as an excellent study model. Even though Plainview probably has a more viable CBD than does the typical American city, it offers a wide diversity of design-related challenges to the author. Among those, the laissez-faire attitude of the merchants during the early stages of implementation stands out as a prime example. This type of a challenge reinforces the need for a well-developed program for implementation.

In the author's opinion, the project has been a tremendous success. In the very near future, a major news conference and open house will initiate

serious efforts to get the mall under construction. And yet, if the project is destined to gather dust on the shelf, the importance of the well-being of Plainview's CBD has been brought to the attention of her citizens. A resulting new sense of community pride would make the project worthwhile.

The author, in working so close to the heart of that community and her citizens, has developed some feelings that should be expressed during the concluding remarks of this writing. First, the designer has inherent responsibility to the community and her citizens. The responsibility is sometimes staggering when one thinks of the types of decisions that are made, the amount of money riding on the project, and the number of individuals that are looking to the designer for guidance. The designer that cannot relate seriously to those responsibilities has no business in urban planning.

The designer has the ability to make things happen. He can sell his services and his ideas; he can provoke action by promoting excitement and developing citizens involvement and commitment. He can offer expertise that provides a wide diversification of alternatives for solution. And yet, he can do all this and still neglect the community.

During presentation of the preliminary plans to the CBD Improvement District officers, one of the leading merchants interrupted the discussion to tell his colleagues, "You know, this project is going to either make us or break us. I think we had better be sure of what we're doing before we make a move."

The author had taken precautions to gather all the text-book data needed for the proper design of that project, and yet, failed to take inventory of the "real needs" of the merchants in the CBD. The author was so wrapped up in the design of physical space, and planters, and arc-and-tangents, and

fountains, that the fact was forgotten that there are people depending on that area to make them a living. And that is as basic as one can get.

That statement provoked the author into asking, "Is there a better way?" Hopefully, this writing serves as a new direction that would provide a better way.

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APPENDIX A

SAMPLE SURVEYS

SHOPPER'S SURVEY

1. WHY DID YOU COME TO THE DOWNTOWN AREA TODAY?

   ( ) SHOP ( ) I WORK HERE

   ( ) ENTERTAINMENT

   ( ) SOCIAL

   ( ) SERVICES

   ( ) PASSING THROUGH

2. HOW MANY TIMES HAVE YOU BEEN IN THE DOWNTOWN DURING THE PAST MONTH?

   ( ) 0 TO 5

   ( ) 6 TO 10

   ( ) 11 TO 20

   ( ) 20 OR MORE

3. HOW MANY SHOPS WILL YOU ENTER TODAY?

   ( ) 0 TO 2 ( ) 8 TO 9

   ( ) 3 TO 5 ( ) 10 OR MORE

   ( ) 6 TO 7

4. ARE YOU A RESIDENT OF PLAINVIEW?

   ( ) YES

   ( ) NO

5. IF YOU ARE NOT A RESIDENT OF PLAINVIEW, HOW FAR IS YOUR HOME FROM PLAINVIEW?

   ( ) 0 TO 5 ( ) 16 TO 20

   ( ) 6 TO 10 ( ) 21 TO 30

   ( ) 11 to 15 ( ) 31 OR MORE

6. HOW DID YOU GET TO THE DOWNTOWN AREA?

   ( ) I LIVE HERE ( ) MOTORCYCLE ( ) PRIVATE AUTO

   ( ) WALKED ( ) BICYCLE

7. IF YOU CAME BY PRIVATE AUTOMOBILE, HOW MANY PASSENGERS DID YOU HAVE IN YOUR CAR?

( ) 1 ( ) 4 ( ) 7

( ) 2 ( ) 5 ( ) 8

( ) 3 ( ) 6 ( ) MORE

8. HAVE YOU HEARD OF THE PROPOSED MALL BEING PLANNED FOR THE PLAINVIEW CENTRAL BUSINESS DISTRICT?

( ) YES

( ) NO

9. DO YOU FEEL THE CITY OF PLAINVIEW SHOULD MAKE EFFORTS TO IMPROVE THE PHYSICAL QUALITY OF THE DOWNTOWN AREA?

( ) YES

( ) NO

10. WOULD YOU SHOP MORE OFTEN IN THE DOWNTOWN AREA IF BROADWAY WAS CONVERTED INTO AN ATTRACTIVE PEDESTRIAN MALL?

( ) YES

( ) NO

11. WOULD YOU PLEASE ESTIMATE THE AMOUNT OF MONEY YOU WOULD SPEND ON THIS SHOPPING TRIP IN THE DOWNTOWN AREA?

( ) BELOW $5 ( ) BETWEEN $20 AND $40

( ) BETWEEN $5 AND $10 ( ) BETWEEN $40 AND $60

( ) BETWEEN $10 AND $20 ( ) OVER $60

1. Name _____

2. Business Location (Address) _____

3. Type of Business _____

How many years have you operated a store in the Central Business District?

_____

4. Rank by order of your preference (1 - most preferred, 2 - second preference, 3 - least preferred)

( ) Schematic A

( ) Schematic B

( ) Schematic C

5. Rank the following considerations in the design of an effective shopping area. (1 - most important, 8 - least important)

( ) Parking

( ) Pedestrian Circulation

( ) "Mall Layout"

( ) Courtyards

( ) Building Preservation

( ) Access

( ) Vehicular Circulation

( ) Service

6. Rate your understanding of the design program:

( ) Good

( ) Fair

( ) Needs more explanation

7. COMMENTS: (Use back side of sheet if necessary)

APPENDIX B

```
//BZCC5172 JOB (MALLED,   *TEXAS TECH UNIV*  370/145  VS2-1.7  HASP-4.0 JOB  819
//             2PC2100500,5,0,7,,,),TURNBOUGH,CLASS=B
//       EXEC  SPSS
XXSPSS     PROC VERSION=501,LABELS=2,SCRUNIT=SYSDA,DATA=10,                  00000010
XX              INFILE=NULLFILE,INUNIT=TAPE,INVOL=,                          00000020
XX              INPOS=,INLP=,INBLK=,INDEN=,                                  00000030
XX              OUTFILE=NULLFILE,OUTUNIT=TAPE,OUTVOL=,                       00000040
XX              OUTPOS=,OUTLP=,OUTBLK=2012,OUTDEN=,SYSFILE=12                00000050
XXGO       EXEC PGM=SPSS&VERSION,PARM=80000,REGION=240K                      00000060
IEF653I SUBSTITUTION JCL - PGM=SPSS501,PARM=80000,REGION=240K
XXSTEPLIB       DD    DSN=EDR.USERLIB,DISP=SHR                               00000070
XXFT01F001 DD  UNIT=SYSDA,SPACE=(CYL,(&LABELS,1))                            00000080
IEF653I SUBSTITUTION JCL - UNIT=SYSDA,SPACE=(CYL,(2,1))
XXFT02F001 DD  DSNAME=&SCRNAME,UNIT=&SCRUNIT,                                00000090
IEF653I SUBSTITUTION JCL - DSNAME=&SCRNAME,UNIT=SYSDA,
XX              SPACE=(CYL,(&DATA,5)),DCB=(BUFNO=1,BLKSIZE=2044)             00000100
IEF653I SUBSTITUTION JCL - SPACE=(CYL,(10,5)),DCB=(BUFNO=1,BLKSIZE=2044)
XXFT03F001 DD  DSNAME=&INFILE,DISP=OLD,UNIT=&INUNIT,                         00000110
IEF653I SUBSTITUTION JCL - DSNAME=NULLFILE,DISP=OLD,UNIT=TAPE,
XX              VOL=SER=&INVOL,                                              00000120
IEF653I SUBSTITUTION JCL - VOL=SER=,
XX              LABEL=(&INPOS,&INLP,,IN),                                    00000130
IEF653I SUBSTITUTION JCL - LABEL=(,,,IN),
XX              DCB=(BLKSIZE=&INBLK,DEN=&INDEN)                              00000140
IEF653I SUBSTITUTION JCL - DCB=(BLKSIZE=,DEN=)
XXFT04F001 DD  DSNAME=&OUTFILE,DISP=(NEW,KEEP),UNIT=&OUTUNIT,                00000150
IEF653I SUBSTITUTION JCL - DSNAME=NULLFILE,DISP=(NEW,KEEP),UNIT=TAPE,
XX              VOL=SER=&OUTVOL,                                             00000160
IEF653I SUBSTITUTION JCL - VOL=SER=,
XX              LABEL=(&OUTPOS,&OUTLP,,OUT),                                 00000170
IEF653I SUBSTITUTION JCL - LABEL=(,,,OUT),
XX              DCB=(BLKSIZE=&OUTBLK,DEN=&OUTDEN),                           00000180
IEF653I SUBSTITUTION JCL - DCB=(BLKSIZE=2012,DEN=),
XX              SPACE=(CYL,(&SYSFILE,6),RLSE)                                00000190
IEF653I SUBSTITUTION JCL - SPACE=(CYL,(12,6),RLSE)
XXFT05F001 DD  DDNAME=SYSIN,DCB=BUFNO=1                                      00000200
XXFT06F001 DD  SYSOUT=A,DCB=(RECFM=VBA,LRECL=137,BLKSIZE=826,BUFNO=1)        00000210
//SYSIN  DD  *
//
IEF236I ALLOC. FOR BZCC5172 GO
IEF237I 155   ALLOCATED TO STEPLIB
IEF237I 156   ALLOCATED TO FT01F001
IEF237I 155   ALLOCATED TO FT02F001
IEF237I 3A0   ALLOCATED TO FT05F001
IEF237I 3C0   ALLOCATED TO FT06F001
IEF142I - STEP WAS EXECUTED - COND CODE 0000
IEF285I   EDR.USERLIB                                    KEPT
IEF285I   VOL SER NOS= EDRPAK.
IEF285I   SYS75204.T174959.RV000.BZCC5172.R0000649       DELETED
IEF285I   VOL SER NOS= ADPPAK.
IEF285I   SYS75204.T174959.RV000.BZCC5172.SCRNAME        DELETED
IEF285I   VOL SER NOS= EDRPAK.
IEF373I STEP /GO      / START 75204.1936
IEF374I STEP /GO      / STOP  75204.1942 CPU   0MIN 58.86SEC STOR VIRT 212K
IEF375I  JOB /BZCC5172/ START 75204.1936
IEF376I  JOB /BZCC5172/ STOP  75204.1942 CPU   0MIN 58.86SEC
```

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR001 REASON FOR COMING DOWNTOWN BY VAR002 FREQUENCY OF DOWNTOWN TRIPS
* * * * * * * * * * * * * * * * * * * \

ILLEGIBLE

THE FOLLOWING DOCUMENT (S) IS ILLEGIBLE DUE TO THE PRINTING ON THE ORIGINAL BEING CUT OFF

ILLEGIBLE

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR001 REASON FOR COMING DOWNTOWN BY VAR003 NUMBER OF SHOPS ENTERED TODAY
* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR001 REASON FOR COMING DOWNTOWN BY VAR004 RESIDENT OF PLAINVIEW
* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* C R O S S T A B U L A T I O N O F *
VAR001 REASON FOR COMING DOWNTOWN BY VAR005 DISTANCE HOME IS FROM PLAINVIEW
* * * * * * * * * * * * * * * * * * * \

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IALLED                                                                                    07/23/75        PAGE   27

FILE   NONAME   (CREATION DATE = 07/23/75)

* * * * * * * * * * * * * * * * * * * *   C R O S S T A B U L A T I O N   O F   * * * * * * * * * * * * * * * * * * * *
   VAR001    REASON FOR COMING DOWNTOWN                          BY  VAR007    NUMBER OF PASSENGERS IN CAR
* * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * PAGE  1 OF  1

                 VAR007
          COUNT  I
         ROW PCT I1        2        3        4        5        6        7        ROW
         COL PCT I                                                                TOTAL
         TOT PCT I    1.00I    2.00I    3.00I    4.00I    5.00I    6.00I    7.00I
VAR001   --------I--------I--------I--------I--------I--------I--------I
           1.00  I      20 I      22 I      13 I       8 I       8 I       2 I       1 I      74
 SHOP            I    27.0 I    29.7 I    17.6 I    10.8 I    10.8 I     2.7 I     1.4 I    76.3
                 I    60.6 I    81.5 I    86.7 I    80.0 I   100.0 I    66.7 I   100.0 I
                 I    20.6 I    22.7 I    13.4 I     8.2 I     8.2 I     2.1 I     1.0 I
                -I--------I--------I--------I--------I--------I--------I--------I
           3.00  I       1 I       1 I       0 I       0 I       0 I       0 I       0 I       2
 SOCIAL          I    50.0 I    50.0 I     0.0 I     0.0 I     0.0 I     0.0 I     0.0 I     2.1
                 I     3.0 I     3.7 I     0.0 I     0.0 I     0.0 I     0.0 I     0.0 I
                 I     1.0 I     1.0 I     0.0 I     0.0 I     0.0 I     0.0 I     0.0 I
                -I--------I--------I--------I--------I--------I--------I--------I
           4.00  I       3 I       0 I       0 I       0 I       0 I       0 I       0 I       3
 SERVICES        I   100.0 I     0.0 I     0.0 I     0.0 I     0.0 I     0.0 I     0.0 I     3.1
                 I     9.1 I     0.0 I     0.0 I     0.0 I     0.0 I     0.0 I     0.0 I
                 I     3.1 I     0.0 I     0.0 I     0.0 I     0.0 I     0.0 I     0.0 I
                -I--------I--------I--------I--------I--------I--------I--------I
           5.00  I       3 I       2 I       0 I       2 I       0 I       1 I       0 I       8
 PASSING THROUGH I    37.5 I    25.0 I     0.0 I    25.0 I     0.0 I    12.5 I     0.0 I     8.2
                 I     9.1 I     7.4 I     0.0 I    20.0 I     0.0 I    33.3 I     0.0 I
                 I     3.1 I     2.1 I     0.0 I     2.1 I     0.0 I     1.0 I     0.0 I
                -I--------I--------I--------I--------I--------I--------I--------I
           6.00  I       6 I       2 I       2 I       0 I       0 I       0 I       0 I      10
 I WORK HERE     I    60.0 I    20.0 I    20.0 I     0.0 I     0.0 I     0.0 I     0.0 I    10.3
                 I    18.2 I     7.4 I    13.3 I     0.0 I     0.0 I     0.0 I     0.0 I
                 I     6.2 I     2.1 I     2.1 I     0.0 I     0.0 I     0.0 I     0.0 I
                -I--------I--------I--------I--------I--------I--------I--------I
          COLUMN        33        27        15        10         8         3         1      97
           TOTAL      34.0      27.8      15.5      10.3       8.2       3.1       1.0   100.0

CHI SQUARE =     19.77322 WITH  24 DEGREES OF FREEDOM   SIGNIFICANCE =  0.7096
CRAMER'S V =     0.22575
CONTINGENCY COEFFICIENT =     0.41150
KENDALL'S TAU B =    -0.21357  SIGNIFICANCE =  0.0009
KENDALL'S TAU C =    -0.14747  SIGNIFICANCE =  0.0152
GAMMA =    -0.39671
SOMER'S D =    -0.15434

NUMBER OF MISSING OBSERVATIONS =       4
```

FILE NONAME (CREATION DATE = 07/23/75)

* C R O S S T A B U L A T I O N O F * * * * * * * * * * * * * * * * * * *

VAR001 REASON FOR COMING DOWNTOWN BY VAR008 AWARENESS OF CBD MALL PROJECT

* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR001 REASON FOR COMING DOWNTOWN BY VAR009 SHOULD CITY OF PLAINVIEW IMPROVE CBD
* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* C R O S S T A B U L A T I O N O F *
VAR001 REASON FOR COMING DOWNTOWN BY VAR010 WOULD SHOP MORE IN MALL
* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF * * * * * * * * * * * * * * * * * * *
VAR001 REASON FOR COMING DOWNTOWN BY VAR011 EST. MONEY SPENTHIS TRIP TO CBD
* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR002 FREQUENCY OF DOWNTOWN TRIPS BY VAR003 NUMBER OF SHOPS ENTERED TODAY
* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR002 FREQUENCY OF DOWNTOWN TRIPS BY VAR004 RESIDENT OF PLAINVIEW
* PAGE 1 OF 1

	VAR004		
COUNT / ROW PCT / COL PCT / TOT PCT	YES 1.00	NO 5.00	ROW TOTAL
VAR002			
1.00 (0 TO 5)	17	29	46
	37.0	63.0	45.5
	27.0	76.3	
	16.8	28.7	
2.00 (6 TO 10)	12	6	18
	66.7	33.3	17.8
	19.0	15.8	
	11.9	5.9	
3.00 (11 TO 20)	14	2	16
	87.5	12.5	15.8
	22.2	5.3	
	13.9	2.0	
4.00 (20 OR MORE)	20	1	21
	95.2	4.8	20.8
	31.7	2.6	
	19.8	1.0	
COLUMN TOTAL	63	38	101
	62.4	37.6	100.0

CHI SQUARE = 26.77310 WITH 3 DEGREES OF FREEDOM SIGNIFICANCE = 0.0000
CRAMER'S V = 0.51486
CONTINGENCY COEFFICIENT = 0.45775
KENDALL'S TAU B = -0.47286 SIGNIFICANCE = 0.0000
KENDALL'S TAU C = -0.53916 SIGNIFICANCE = 0.0000
GAMMA = -0.77204
SOMER'S D = -0.57435

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR002 FREQUENCY OF DOWNTOWN TRIPS BY VAR005 DISTANCE HOME IS FROM PLAINVIEW
* * * * * * * * * * * * * * * * * * * \

E NONAME (CREATION DATE = 07/23/75)

* * * * * * * * * * * * * * * * * * * CROSSTABULATION OF * * * * * * * * * * * * * * * * * * *
VAR002 FREQUENCY OF DOWNTOWN TRIPS BY VAR006 MODE OF TRANSPORTATION TO CBD
* * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR002 FREQUENCY OF DOWNTOWN TRIPS BY VAR007 NUMBER OF PASSENGERS IN CAR
* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR002 FREQUENCY OF DOWNTOWN TRIPS BY VAR008 AWARENESS OF CBD MALL PROJECT
* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR002 FREQUENCY OF DOWNTOWN TRIPS BY VAR009 SHOULD CITY OF PLAINVIEW IMPROVE CBD
* * * * * * * * * * * * * * * * * * * \

LE NONAME (CREATION DATE = 07/23/75)

```
* * * * * * * * * * * * * * * * * *   C R O S S T A B U L A T I O N   O F   * * * * * * * * * * * * * * * * * * *
  VAR002    FREQUENCY OF DOWNTOWN   TRIPS                 BY  VAR010    WOULD SHOP MORE IN MALL
* * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * PAGE  1 OF  1

                 VAR010
          COUNT  I
         ROW PCT IYES       NO          ROW
         COL PCT I                     TOTAL
         TOT PCT I    1.00I    5.00I
AR002    --------I--------I--------I
           1.00  I     33  I     12  I     45
 0 TO 5          I   73.3  I   26.7  I   45.5
                 I   44.6  I   48.0  I
                 I   33.3  I   12.1  I
                -I--------I--------I
           2.00  I     12  I      6  I     18
 6 TO 10         I   66.7  I   33.3  I   18.2
                 I   16.2  I   24.0  I
                 I   12.1  I    6.1  I
                -I--------I--------I
           3.00  I     13  I      2  I     15
 11 TO 20        I   86.7  I   13.3  I   15.2
                 I   17.6  I    8.0  I
                 I   13.1  I    2.0  I
                -I--------I--------I
           4.00  I     16  I      5  I     21
 20 OR MORE      I   76.2  I   23.8  I   21.2
                 I   21.6  I   20.0  I
                 I   16.2  I    5.1  I
                -I--------I--------I
         COLUMN        74        25        99
          TOTAL      74.7      25.3     100.0

HI SQUARE =     1.82252 WITH   3 DEGREES OF FREEDOM   SIGNIFICANCE =  0.6100
RAMER'S V =     0.13568
ONTINGENCY COEFFICIENT =     0.13445
ENDALL'S TAU B =    -0.04790  SIGNIFICANCE =  0.2387
ENDALL'S TAU C =    -0.04897  SIGNIFICANCE =  0.2338
AMMA =    -0.09404
OMER'S D =    -0.06486

UMBER OF MISSING OBSERVATIONS =       2
```

FILE NONAME (CREATION DATE = 07/23/75)

* * * * * * * * * * * * * * * * * * * CROSSTABULATION OF * * * * * * * * * * * * * * * * * * *
VAR002 FREQUENCY OF DOWNTOWN TRIPS BY VAR011 EST. MONEY SPENTHIS TRIP TO CBD
* * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR003 NUMBER OF SHOPS ENTERED TODAY BY VAR004 RESIDENT OF PLAINVIEW
* * * * * * * * * * * * * * * * * * * \

LE NONAME (CREATION DATE = 07/23/75)

* C R O S S T A B U L A T I O N O F *
VAR003 NUMBER OF SHOPS ENTERED TODAY BY VAR005 DISTANCE HOME IS FROM PLAINVIEW
* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR003 NUMBER OF SHOPS ENTERED TODAY BY VAR006 MODE OF TRANSPORTATION TO CBD
* PAGE 1 OF 1

VAR003	VAR006	1.00 WALKED	3.00 MCTORCYC LE	5.00 PRIVATE AUTO	6.00	ROW TOTAL
1.00	COUNT	1	1	27	0	29
0 TO 2	ROW PCT	3.4	3.4	93.1	0.0	28.7
	COL PCT	33.3	100.0	28.1	0.0	
	TOT PCT	1.0	1.0	26.7	0.0	
2.00	COUNT	1	0	52	1	54
3 TO 5	ROW PCT	1.9	0.0	96.3	1.9	53.5
	COL PCT	33.3	0.0	54.2	100.0	
	TOT PCT	1.0	0.0	51.5	1.0	
3.00	COUNT	0	0	12	0	12
6 TO 7	ROW PCT	0.0	0.0	100.0	0.0	11.9
	COL PCT	0.0	0.0	12.5	0.0	
	TOT PCT	0.0	0.0	11.9	0.0	
4.00	COUNT	0	0	3	0	3
8 TO 9	ROW PCT	0.0	0.0	100.0	0.0	3.0
	COL PCT	0.0	0.0	3.1	0.0	
	TOT PCT	0.0	0.0	3.0	0.0	
5.00	COUNT	1	0	2	0	3
10 OR MORE	ROW PCT	33.3	0.0	66.7	0.0	3.0
	COL PCT	33.3	0.0	2.1	0.0	
	TOT PCT	1.0	0.0	2.0	0.0	
COLUMN TOTAL		3 3.0	1 1.0	96 95.0	1 1.0	101 100.0

CHI SQUARE = 13.67304 WITH 12 DEGREES OF FREEDOM SIGNIFICANCE = 0.3221
CRAMER'S V = 0.21243
CONTINGENCY COEFFICIENT = 0.34530
KENDALL'S TAU B = 0.03477 SIGNIFICANCE = 0.3012
KENDALL'S TAU C = 0.01124 SIGNIFICANCE = 0.4331
GAMMA = 0.13231
SOMER'S D = 0.08830

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR003 NUMBER OF SHOPS ENTERED TODAY BY VAR007 NUMBER OF PASSENGERS IN CAR
* PAGE 1 OF 1

VAR003	COUNT / ROW PCT / COL PCT / TOT PCT	VAR007 1	2	3	4	5	6	7	ROW TOTAL
		1.00	2.00	3.00	4.00	5.00	6.00	7.00	
1.00		13	6	5	1	1	0	1	27
0 TO 2		48.1	22.2	18.5	3.7	3.7	0.0	3.7	27.8
		39.4	22.2	33.3	10.0	12.5	0.0	100.0	
		13.4	6.2	5.2	1.0	1.0	0.0	1.0	
2.00		18	18	7	6	2	2	0	53
3 TO 5		34.0	34.0	13.2	11.3	3.8	3.8	0.0	54.6
		54.5	66.7	46.7	60.0	25.0	66.7	0.0	
		18.6	18.6	7.2	6.2	2.1	2.1	0.0	
3.00		1	3	2	1	4	1	0	12
6 TO 7		8.3	25.0	16.7	8.3	33.3	8.3	0.0	12.4
		3.0	11.1	13.3	10.0	50.0	33.3	0.0	
		1.0	3.1	2.1	1.0	4.1	1.0	0.0	
4.00		1	0	1	1	0	0	0	3
8 TO 9		33.3	0.0	33.3	33.3	0.0	0.0	0.0	3.1
		3.0	0.0	6.7	10.0	0.0	0.0	0.0	
		1.0	0.0	1.0	1.0	0.0	0.0	0.0	
5.00		0	0	0	1	1	0	0	2
10 OR MORE		0.0	0.0	0.0	50.0	50.0	0.0	0.0	2.1
		0.0	0.0	0.0	10.0	12.5	0.0	0.0	
		0.0	0.0	0.0	1.0	1.0	0.0	0.0	
COLUMN TOTAL		33	27	15	10	8	3	1	97
		34.0	27.8	15.5	10.3	8.2	3.1	1.0	100.0

CHI SQUARE = 34.47658 WITH 24 DEGREES OF FREEDOM SIGNIFICANCE = 0.0765
CRAMER'S V = 0.29809
CONTINGENCY COEFFICIENT = 0.51208
KENDALL'S TAU B = 0.26207 SIGNIFICANCE = 0.0001
KENDALL'S TAU C = 0.22319 SIGNIFICANCE = 0.0005
GAMMA = 0.37267
SOMER'S D = 0.23359

NUMBER OF MISSING OBSERVATIONS = 4

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR003 NUMBER OF SHOPS ENTERED TODAY BY VAR011 EST. MONEY SPENTHIS TRIP TO CBD
* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* C R O S S T A B U L A T I O N O F *
VAR004 RESIDENT OF PLAINVIEW BY VAR005 DISTANCE HOME IS FROM PLAINVIEW
* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR004 RESIDENT OF PLAINVIEW BY VAR007 NUMBER OF PASSENGERS IN CAR
* PAGE 1 OF 1

VAR004	VAR007	1.00	2	3	4	5	6	7	ROW TOTAL
1.00	COUNT	25	17	7	5	4	0	1	59
YES	ROW PCT	42.4	28.8	11.9	8.5	6.8	0.0	1.7	60.8
	COL PCT	75.8	63.0	46.7	50.0	50.0	0.0	100.0	
	TOT PCT	25.8	17.5	7.2	5.2	4.1	0.0	1.0	
5.00	COUNT	8	10	8	5	4	3	0	38
NO	ROW PCT	21.1	26.3	21.1	13.2	10.5	7.9	0.0	39.2
	COL PCT	24.2	37.0	53.3	50.0	50.0	100.0	0.0	
	TOT PCT	8.2	10.3	8.2	5.2	4.1	3.1	0.0	
COLUMN TOTAL		33	27	15	10	8	3	1	97
		34.0	27.8	15.5	10.3	8.2	3.1	1.0	100.0

CHI SQUARE = 10.58897 WITH 6 DEGREES OF FREEDOM SIGNIFICANCE = 0.1019
CRAMER'S V = 0.33040
CONTINGENCY COEFFICIENT = 0.31372
KENDALL'S TAU B = 0.23491 SIGNIFICANCE = 0.0003
KENDALL'S TAU C = 0.28356 SIGNIFICANCE = 0.0000
GAMMA = 0.37577
SOMER'S D = 0.18548

NUMBER OF MISSING OBSERVATIONS = 4

FILE NONAME (CREATION DATE = 07/23/75)

* C R O S S T A B U L A T I O N O F * * * * * * * * * * * * * * * * * * *
VAR004 RESIDENT OF PLAINVIEW BY VAR008 AWARENESS OF CBD MALL PROJECT
* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR004 RESIDENT OF PLAINVIEW BY VAR009 SHOULD CITY OF PLAINVIEW IMPROVE CBD
* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR004 RESIDENT OF PLAINVIEW BY VAR010 WOULD SHOP MORE IN MALL
* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* C R O S S T A B U L A T I O N O F *
VAR004 RESIDENT OF PLAINVIEW BY VAR011 EST. MONEY SPENTHIS TRIP TO CBD
* PAGE 1 OF 1

VAR004	VAR011 COUNT / ROW PCT / COL PCT / TOT PCT	BELOW $5 0.0	BETWEEN $5 AND $ 1.00	BETWEEN $10 AND 2.00	BETWEEN $20 AND 3.00	BETWEEN $40 AND 4.00	OVER $60 5.00	6.00	ROW TOTAL
1.00		1	21	2	8	17	6	5	60
YES		1.7	35.0	3.3	13.3	28.3	10.0	8.3	61.2
		100.0	87.5	50.0	57.1	56.7	60.0	33.3	
		1.0	21.4	2.0	8.2	17.3	6.1	5.1	
5.00		0	3	2	6	13	4	10	38
NO		0.0	7.9	5.3	15.8	34.2	10.5	26.3	38.8
		0.0	12.5	50.0	42.9	43.3	40.0	66.7	
		0.0	3.1	2.0	6.1	13.3	4.1	10.2	
COLUMN TOTAL		1 1.0	24 24.5	4 4.1	14 14.3	30 30.6	10 10.2	15 15.3	98 100.0

CHI SQUARE = 13.10749 WITH 6 DEGREES OF FREEDOM SIGNIFICANCE = 0.0414
CRAMER'S V = 0.36572
CONTINGENCY COEFFICIENT = 0.34347
KENDALL'S TAU B = 0.28421 SIGNIFICANCE = 0.0000
KENDALL'S TAU C = 0.34819 SIGNIFICANCE = 0.0000
GAMMA = 0.44706
SOMER'S D = 0.22029

NUMBER OF MISSING OBSERVATIONS = 3

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR005 DISTANCE HOME IS FROM PLAINVIEW BY VAR007 NUMBER OF PASSENGERS IN CAR
* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR005 DISTANCE HOME IS FROM PLAINVIEW BY VAR009 SHOULD CITY OF PLAINVIEW IMPROVE CBD
* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR005 DISTANCE HOME IS FROM PLAINVIEW BY VAR010 WOULD SHOP MORE IN MALL
* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR005 DISTANCE HOME IS FROM PLAINVIEW BY VAR011 EST. MONEY SPENTHIS TRIP TO CBD
* PAGE 1 OF 1

VAR005	COUNT / ROW PCT / COL PCT / TOT PCT	VAR011: BELOW $5 (1.00)	BETWEEN $5 AND $ (2.00)	BETWEEN $10 AND (3.00)	BETWEEN $20 AND (4.00)	BETWEEN $40 AND (5.00)	OVER $60 (6.00)	ROW TOTAL
1.00		1	0	0	0	0	1	2
0 TO 5		50.0	0.0	0.0	0.0	0.0	50.0	5.4
		33.3	0.0	0.0	0.0	0.0	10.0	
		2.7	0.0	0.0	0.0	0.0	2.7	
2.00		0	0	0	0	0	1	1
6 TO 10		0.0	0.0	0.0	0.0	0.0	100.0	2.7
		0.0	0.0	0.0	0.0	0.0	10.0	
		0.0	0.0	0.0	0.0	0.0	2.7	
3.00		1	0	2	3	1	1	8
11 TO 15		12.5	0.0	25.0	37.5	12.5	12.5	21.6
		33.3	0.0	40.0	23.1	25.0	10.0	
		2.7	0.0	5.4	8.1	2.7	2.7	
4.00		0	0	0	1	0	0	1
16 TO 20		0.0	0.0	0.0	100.0	0.0	0.0	2.7
		0.0	0.0	0.0	7.7	0.0	0.0	
		0.0	0.0	0.0	2.7	0.0	0.0	
5.00		0	2	1	2	1	0	6
21 TO30		0.0	33.3	16.7	33.3	16.7	0.0	16.2
		0.0	100.0	20.0	15.4	25.0	0.0	
		0.0	5.4	2.7	5.4	2.7	0.0	
6.00		1	0	2	7	2	7	19
31 OR MORE		5.3	0.0	10.5	36.8	10.5	36.8	51.4
		33.3	0.0	40.0	53.8	50.0	70.0	
		2.7	0.0	5.4	18.9	5.4	18.9	
	COLUMN TOTAL	3 / 8.1	2 / 5.4	5 / 13.5	13 / 35.1	4 / 10.8	10 / 27.0	37 / 100.0

CHI SQUARE = 25.66742 WITH 25 DEGREES OF FREEDOM SIGNIFICANCE = 0.4255
CRAMER'S V = 0.37248
CONTINGENCY COEFFICIENT = 0.63999
KENDALL'S TAU B = 0.17708 SIGNIFICANCE = 0.0561
KENDALL'S TAU C = 0.15077 SIGNIFICANCE = 0.0881
GAMMA = 0.24022
SOMER'S D = 0.16444

NUMBER OF MISSING OBSERVATIONS = 64

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF * * * * * * * * * * * * * * * * * * *

VAR007 NUMBER OF PASSENGERS IN CAR BY VAR011 EST. MONEY SPENTHIS TRIP TO CBD

* * * * * * * * * * * * * * * * * * * \

MALLED 07/23/75 PAGE 113

FILE NONAME (CREATION DATE = 07/23/75)

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* * * * * * * * * * * * * * * * * * *  C R O S S T A B U L A T I O N   O F  * * * * * * * * * * * * * * * * * * *
   VAR008    AWARENESS OF CBD MALL PROJECT                  BY  VAR009    SHOULD CITY OF PLAINVIEW    IMPROVE CBD
* * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * * PAGE  1 OF  1

                 VAR009
          COUNT  I
         ROW PCT I YES       NO          ROW
         COL PCT I                       TOTAL
         TOT PCT I    1.00I    5.00I
VAR008   --------I--------I--------I
          1.00   I     48  I      4  I     52
  YES            I   92.3  I    7.7  I   52.5
                 I   55.2  I   33.3  I
                 I   48.5  I    4.0  I
                -I--------I--------I
          2.00   I      1  I      0  I      1
                 I  100.0  I    0.0  I    1.0
                 I    1.1  I    0.0  I
                 I    1.0  I    0.0  I
                -I--------I--------I
          5.00   I     38  I      8  I     46
  NO             I   82.6  I   17.4  I   46.5
                 I   43.7  I   66.7  I
                 I   38.4  I    8.1  I
                -I--------I--------I
         COLUMN       87        12        99
          TOTAL     87.9      12.1     100.0

CHI SQUARE =     2.29489 WITH   2 DEGREES OF FREEDOM   SIGNIFICANCE =  0.3174
CRAMER'S V =     0.15275
CONTINGENCY COEFFICIENT =     0.15052
KENDALL'S TAU B =     0.14637  SIGNIFICANCE =  0.0150
KENDALL'S TAU C =     0.09632  SIGNIFICANCE =  0.0766
GAMMA =     0.43066
SOMER'S D =     0.22605

NUMBER OF MISSING OBSERVATIONS =       2
```

FILE NONAME (CREATION DATE = 07/23/75)

* C R O S S T A B U L A T I O N O F * * * * * * * * * * * * * * * * * * *
VAR008 AWARENESS OF CBD MALL PROJECT BY VAR010 WOULD SHOP MORE IN MALL
* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* C R O S S T A B U L A T I O N O F * * * * * * * * * * * * * * * * * * *
VAR009 SHOULD CITY OF PLAINVIEW IMPROVE CBD BY VAR010 WOULD SHOP MORE IN MALL
* * * * * * * * * * * * * * * * * * * \

FILE NONAME (CREATION DATE = 07/23/75)

* CROSSTABULATION OF *
VAR009 SHOULD CITY OF PLAINVIEW IMPROVE CBD BY VAR011 EST. MONEY SPENTHIS TRIP TO CBD
* PAGE 1 OF 1

		VAR011							
	COUNT / ROW PCT / COL PCT / TOT PCT	BELOW $5	BETWEEN $5 AND $	BETWEEN $10 AND	BETWEEN $20 AND	BETWEEN $40 AND	OVER $60	ROW TOTAL
		0.0	1.00	2.00	3.00	4.00	5.00	6.00	
VAR009	1.00	1	19	3	12	27	10	12	84
YES		1.2	22.6	3.6	14.3	32.1	11.9	14.3	87.5
		100.0	86.4	75.0	85.7	90.0	100.0	80.0	
		1.0	19.8	3.1	12.5	28.1	10.4	12.5	
	5.00	0	3	1	2	3	0	3	12
NO		0.0	25.0	8.3	16.7	25.0	0.0	25.0	12.5
		0.0	13.6	25.0	14.3	10.0	0.0	20.0	
		0.0	3.1	1.0	2.1	3.1	0.0	3.1	
	COLUMN TOTAL	1	22	4	14	30	10	15	96
		1.0	22.9	4.2	14.6	31.3	10.4	15.6	100.0

CHI SQUARE = 3.15250 WITH 6 DEGREES OF FREEDOM SIGNIFICANCE = 0.7895
CRAMER'S V = 0.18121
CONTINGENCY COEFFICIENT = 0.17831
KENDALL'S TAU B = -0.01408 SIGNIFICANCE = 0.4185
KENDALL'S TAU C = -0.01172 SIGNIFICANCE = 0.4321
GAMMA = -0.03346
SOMER'S D = -0.00740

NUMBER OF MISSING OBSERVATIONS = 5

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FILE NONAME (CREATION DATE = 07/23/75)

* C R O S S T A B U L A T I O N O F *
VAR010 WOULD SHOP MORE IN MALL BY VAR011 EST. MONEY SPENTHIS TRIP TO CBD
* PAGE 1 OF 1

VAR011

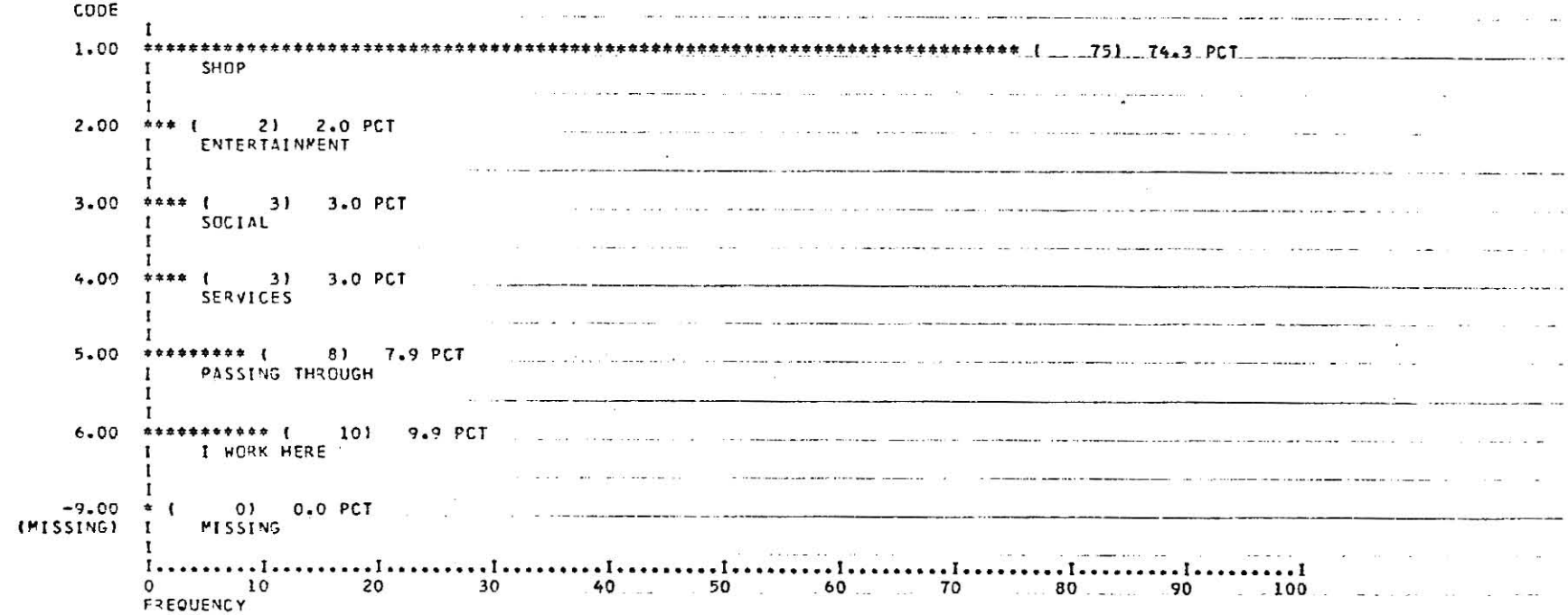
VAR010	COUNT / ROW PCT / COL PCT / TOT PCT	0.0 BELOW $5	1.00 BETWEEN $5 AND $	2.00 BETWEEN $10 AND	3.00 BETWEEN $20 AND	4.00 BETWEEN $40 AND	5.00 OVER $60	6.00	ROW TOTAL
	1.00	0	19	2	12	24	6	8	71
YES		0.0	26.8	2.8	16.9	33.8	8.5	11.3	74.0
		0.0	82.6	50.0	85.7	80.0	66.7	53.3	
		0.0	19.8	2.1	12.5	25.0	6.3	8.3	
	5.00	1	4	2	2	6	3	7	25
NO		4.0	16.0	8.0	8.0	24.0	12.0	28.0	26.0
		100.0	17.4	50.0	14.3	20.0	33.3	46.7	
		1.0	4.2	2.1	2.1	6.3	3.1	7.3	
	COLUMN TOTAL	1 1.0	23 24.0	4 4.2	14 14.6	30 31.3	9 9.4	15 15.6	96 100.0

CHI SQUARE = 10.06032 WITH 6 DEGREES OF FREEDOM SIGNIFICANCE = 0.1221
CRAMER'S V = 0.32372
CONTINGENCY COEFFICIENT = 0.30798
KENDALL'S TAU B = 0.12875 SIGNIFICANCE = 0.0301
KENDALL'S TAU C = 0.14193 SIGNIFICANCE = 0.0191
GAMMA = 0.22505
SOMER'S D = 0.08998

NUMBER OF MISSING OBSERVATIONS = 5

FILE NONAME (CREATION DATE = 07/23/75)

VARIABLE VARC01 REASON FOR COMING DOWNTOWN



STATISTICS..

MEAN	1.980	STD ERROR	0.179	MEDIAN	0.0
MODE	1.000	STD DEV	1.794	VARIANCE	3.220
KURTOSIS	0.312	SKEWNESS	1.439	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		

VALID OBSERVATIONS - 101
MISSING OBSERVATIONS - 0

FILE NONAME (CREATION DATE = 07/23/75)

VARIABLE VARC02 FREQUENCY OF DOWNTOWN TRIPS

```
      CODE
            I
      1.00  ************************************************************************************ (    46)  45.5 PCT
            I    0 TO 5
            I
            I
      2.00  ************************************ (    18)  17.8 PCT
            I    6 TO 10
            I
            I
      3.00  ********************************** (    16)  15.8 PCT
            I    11 TO 20
            I
            I
      4.00  ******************************************** (    21)  20.8 PCT
            I    20 OR MORE
            I
            I
     -9.00  * (     0)   0.0 PCT
  (MISSING) I    MISSING
            I
            I.........I.........I.........I.........I.........I.........I.........I.........I.........I.........I
            0         5        10        15        20        25        30        35        40        45        50
            FREQUENCY
```

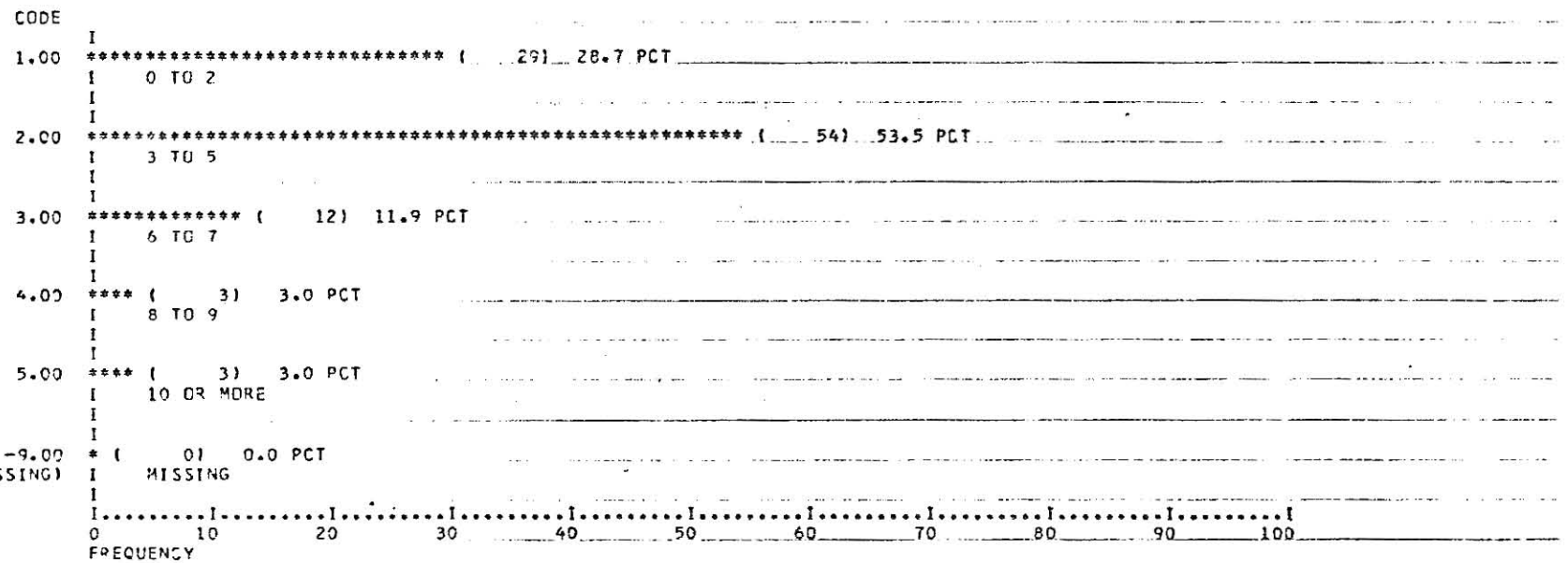
STATISTICS..

MEAN	2.119	STD ERROR	0.120	MEDIAN	1.750
MODE	1.000	STD DEV	1.202	VARIANCE	1.446
KURTOSIS	-1.334	SKEWNESS	0.499	RANGE	3.000
MINIMUM	1.000	MAXIMUM	4.000		

VALID OBSERVATIONS - 101
MISSING OBSERVATIONS - 0

FILE NONAME (CREATION DATE = 07/23/75)

VARIABLE VAR003 NUMBER OF SHOPS ENTERED TODAY



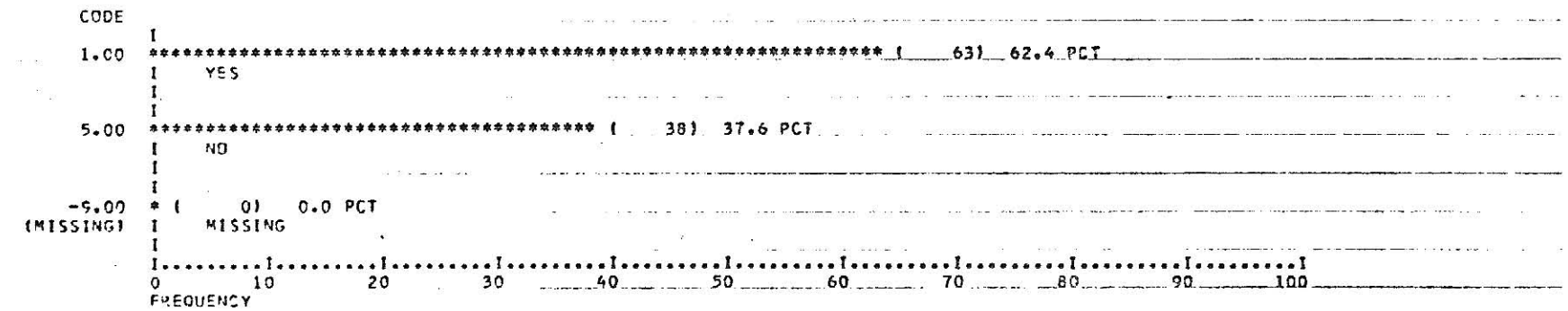
STATISTICS..

MEAN	1.980	STD ERROR	0.089	MEDIAN	1.898
MODE	2.000	STD DEV	0.894	VARIANCE	0.800
KURTOSIS	2.358	SKEWNESS	1.304	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		

VALID OBSERVATIONS - 101
MISSING OBSERVATIONS - 0

FILE NONAME (CREATION DATE = 07/23/75)

VARIABLE VAR004 RESIDENT OF PLAINVIEW



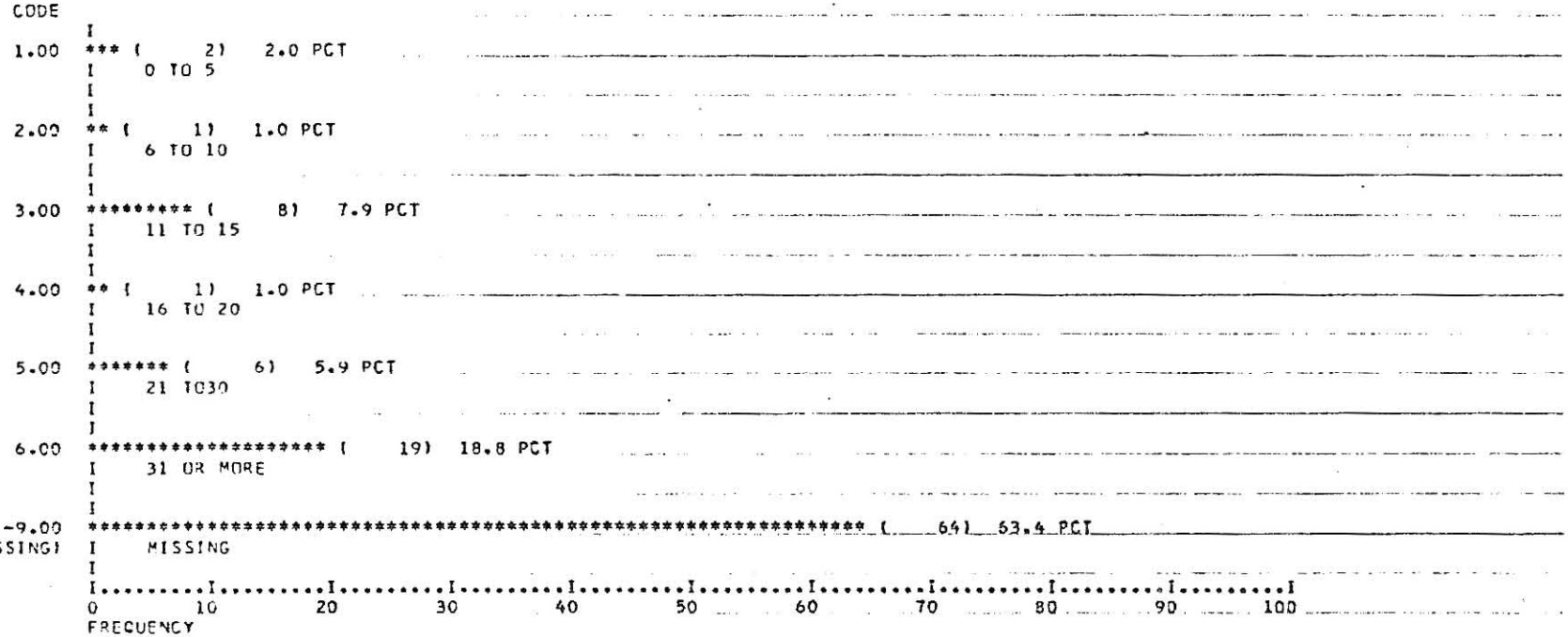
STATISTICS..

MEAN	2.505	STD ERROR	0.194	MEDIAN	0.0
MODE	1.000	STD DEV	1.947	VARIANCE	3.792
KURTOSIS	-1.739	SKEWNESS	0.511	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		

VALID OBSERVATIONS - 101
MISSING OBSERVATIONS - 0

FILE NONAME (CREATION DATE = 07/23/75)

VARIABLE VARCOS DISTANCE HOME IS FROM PLAINVIEW



STATISTICS..

MEAN	4.757	STD ERROR	0.261	MEDIAN	6.0
MODE	6.000	STD DEV	1.588	VARIANCE	2.523
KURTOSIS	-0.406	SKEWNESS	-0.943	RANGE	5.000
MINIMUM	1.000	MAXIMUM	6.000		

VALID OBSERVATIONS - 37
MISSING OBSERVATIONS - 64

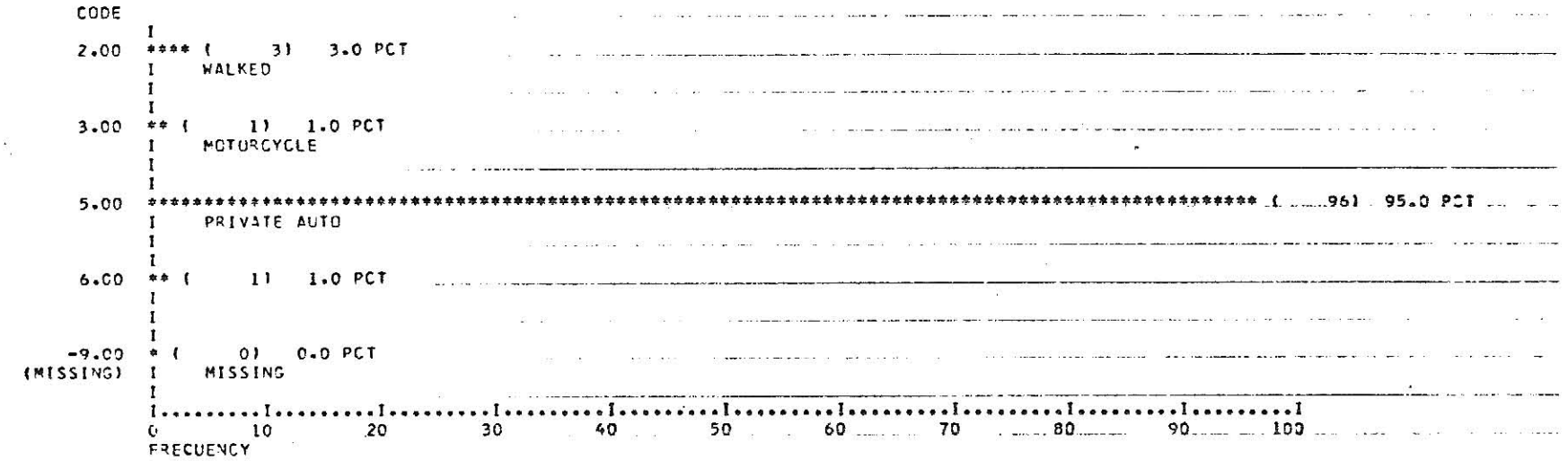
FILE NONAME (CREATION DATE = 07/23/75)

VARIABLE VARC05 DISTANCE HOME IS FROM PLAINVIEW

VALUE LABEL	VALUE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
0 TO 5	1.00	2	2.0	5.4	5.4
6 TO 10	2.00	1	1.0	2.7	8.1
11 TO 15	3.00	8	7.9	21.6	29.7
16 TO 20	4.00	1	1.0	2.7	32.4
21 TO30	5.00	6	5.9	16.2	48.6
31 OR MORE	6.00	19	18.8	51.4	100.0
MISSING	-9.00	64	63.4	MISSING	100.0
	TOTAL	101	100.0	100.0	100.0

FILE NONAME (CREATION DATE = 07/23/75)

VARIABLE VAR006 MODE OF TRANSPORTATION TO CBD



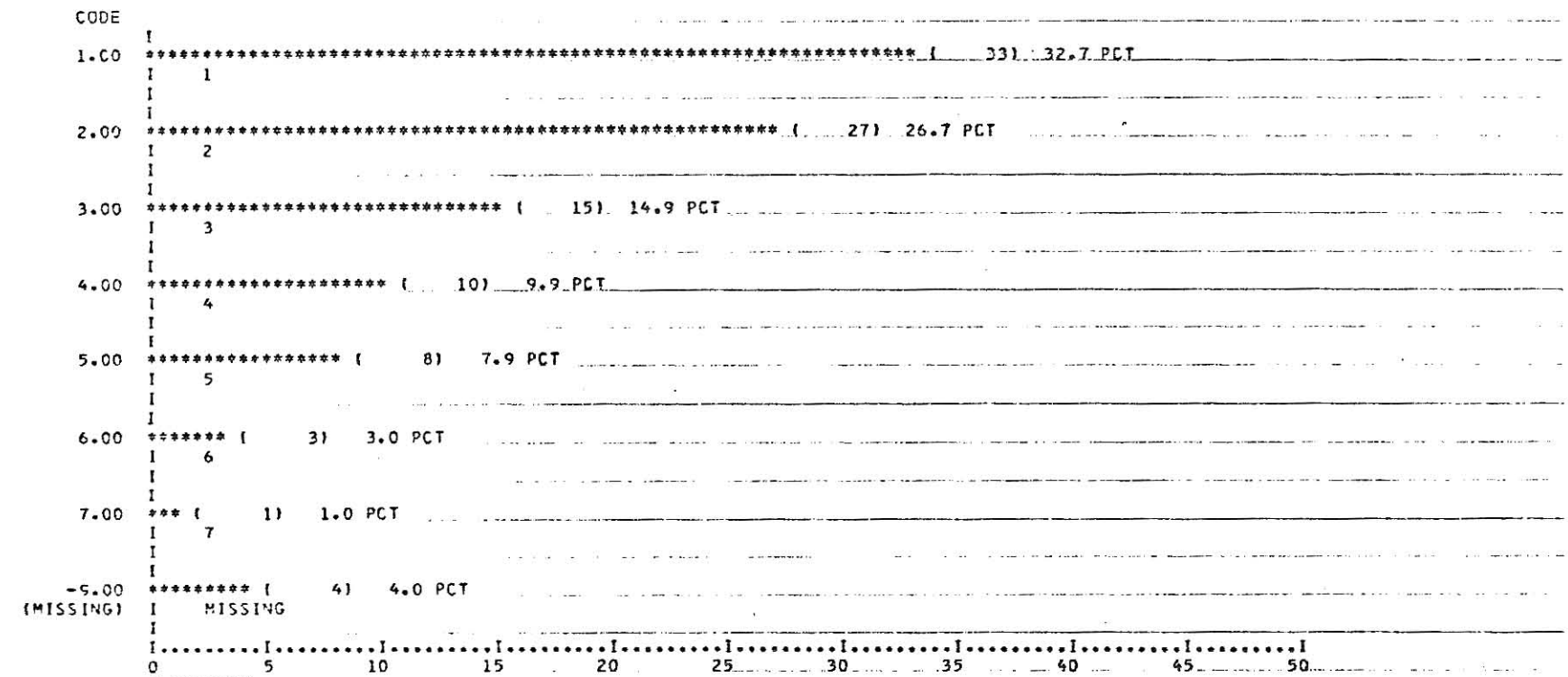
STATISTICS..

MEAN	4.901	STD ERROR	0.055	MEDIAN	4.727
MODE	5.000	STD DEV	0.557	VARIANCE	0.310
KURTOSIS	20.842	SKEWNESS	-4.580	RANGE	4.000
MINIMUM	2.000	MAXIMUM	6.000		

VALID OBSERVATIONS - 101
MISSING OBSERVATIONS - 0

FILE NONAME (CREATION DATE = 07/23/75)

VARIABLE VAR007 NUMBER OF PASSENGERS IN CAR



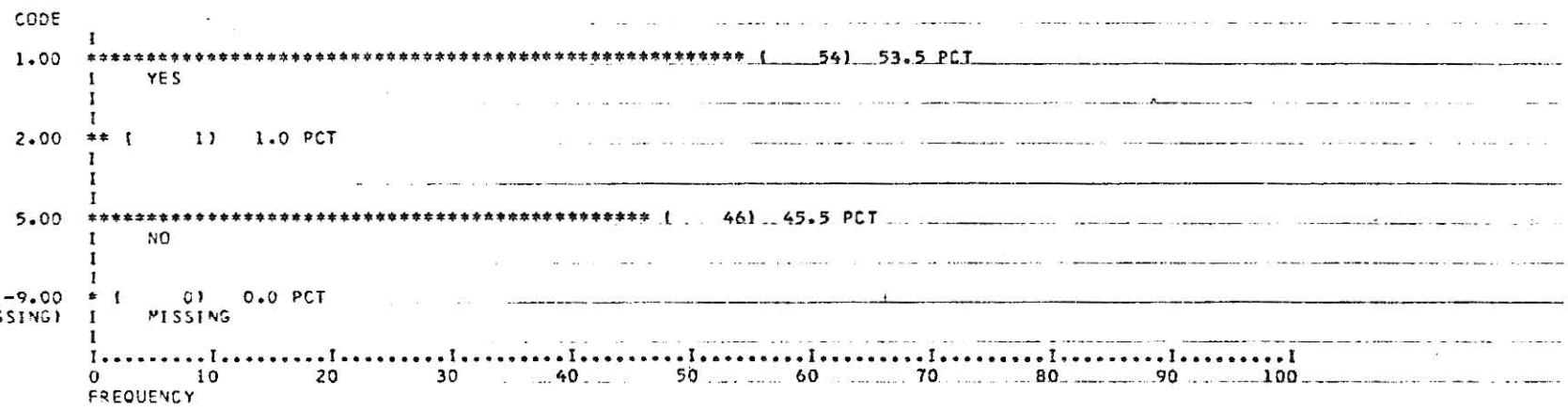
STATISTICS..

MEAN	2.443	STD ERROR	0.152	MEDIAN	2.074
MODE	1.000	STD DEV	1.493	VARIANCE	2.229
KURTOSIS	0.089	SKEWNESS	0.951	RANGE	6.000
MINIMUM	1.000	MAXIMUM	7.000		

VALID OBSERVATIONS - 97
MISSING OBSERVATIONS - 4

FILE NONAME (CREATION DATE = 07/23/75)

VARIABLE VARC08 AWARENESS OF CBD MALL PROJECT



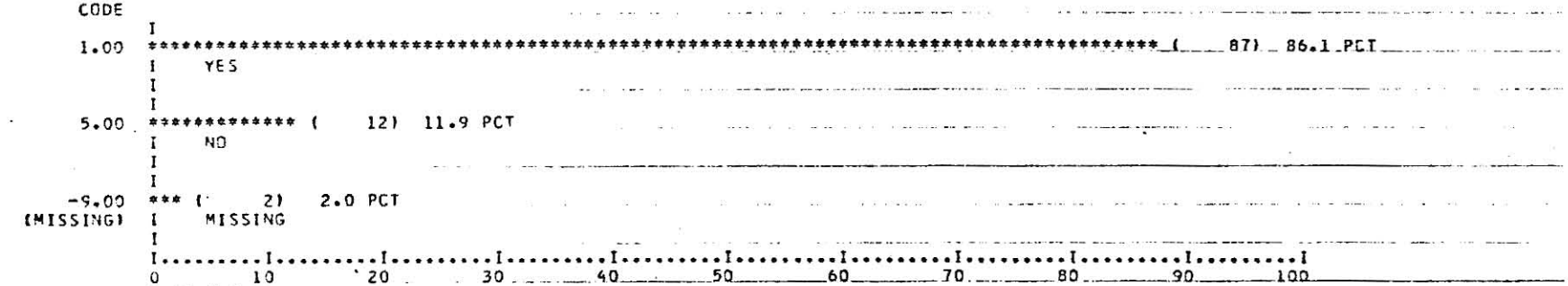
STATISTICS..

MEAN	2.832	STD ERROR	0.199	MEDIAN	0.0
MODE	1.000	STD DEV	1.995	VARIANCE	3.981
KURTOSIS	-1.965	SKEWNESS	0.173	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		

VALID OBSERVATIONS - 101
MISSING OBSERVATIONS - 0

FILE NONAME (CREATION DATE = 07/23/75)

VARIABLE VARC09 SHOULD CITY OF PLAINVIEW IMPROVE CBD



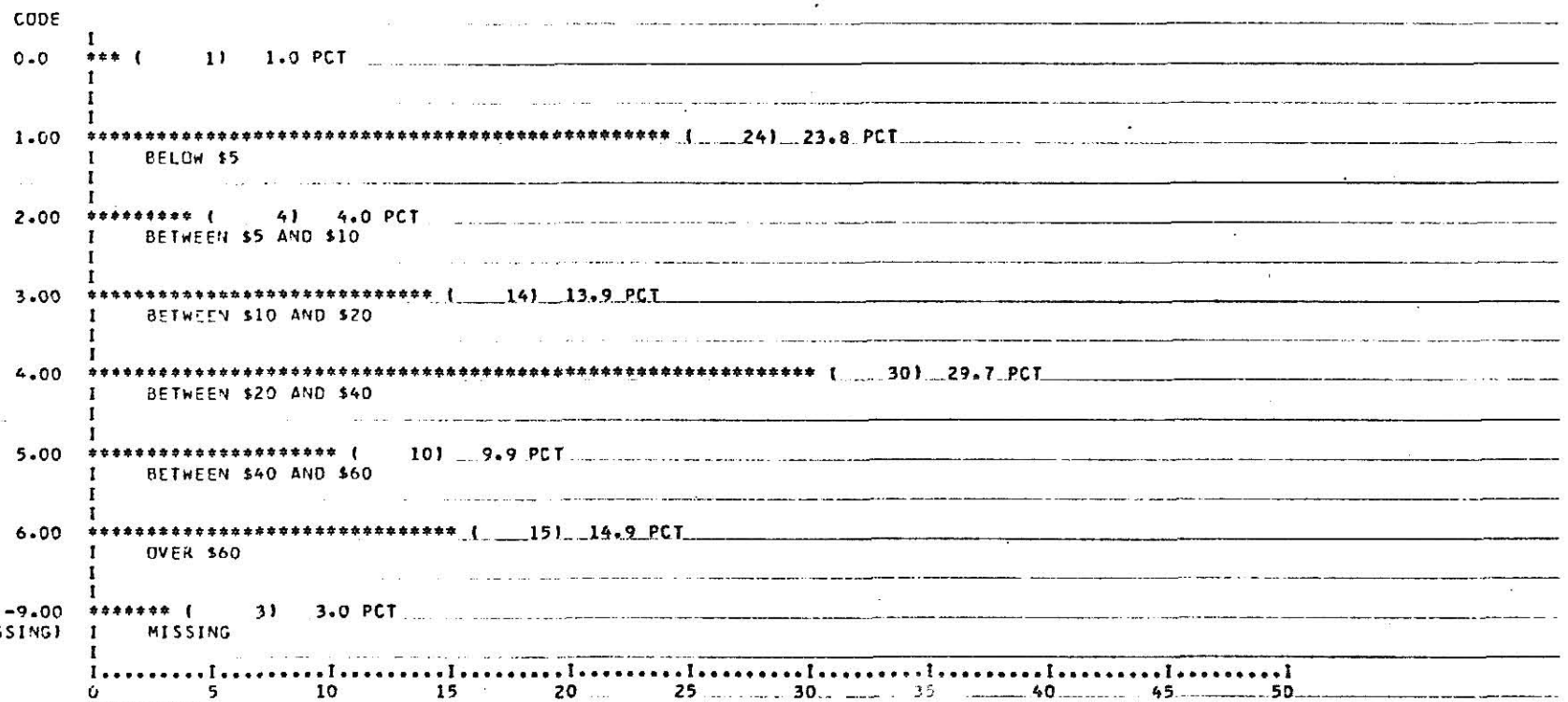
STATISTICS..

MEAN	1.485	STD ERROR	0.132	MEDIAN	0.0
MODE	1.000	STD DEV	1.312	VARIANCE	1.722
KURTOSIS	3.388	SKEWNESS	2.321	RANGE	4.000
MINIMUM	1.000	MAXIMUM	5.000		

VALID OBSERVATIONS - 99
MISSING OBSERVATIONS - 2

FILE NONAME (CREATION DATE = 07/23/75)

VARIABLE VAR011 EST. MONEY SPENTHIS TRIP TO CBD



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VALID OBSERVATIONS - 98
MISSING OBSERVATIONS - 3

APPENDIX C

AESTHETIC BASED PLAN

AN AESTHETIC BASED PLAN for PIONEER SQUARE



plainview texas

by

dennis l. law, asla
landscape architect

226

"Progress For People Through Planning"

CITY OF PLAINVIEW

BOX 520 • PLAINVIEW, TEXAS 79072

introduction



PLAINVIEW, TEXAS, WITH ITS UNIQUE LOCATION ON THE HIGH PLAINS OF THE TEXAS PANHANDLE, WAS ONE OF THE LAST FRONTIERS TO BE SETTLED IN THE CONTINENTAL UNITED STATES. THE FIRST WHITE SETTLERS BEGAN TO ARRIVE ON THE PLAINS ABOUT 1875. PRIOR TO THE WHITE MAN'S INVASION THE PLAINS WERE OCCUPIED BY SMALL BANDS OF CHEROKEE AND HERDS OF BUFFALO AND ANTELOPE.

THE LAND IS EXTREMELY FLAT AND WAS SO IMPRESSIONABLE THAT THE COMMUNITY FIRST ESTABLISHED ON RUNNING WATER DRAW WAS ADEQUATELY NAMED "PLAINVIEW." WHEN THE FIRST SETTLERS ARRIVED, THE PLAINS APPEARED AS A SEA OF GRASS THAT "CAME UP TO THE BELLY OF A HORSE." THE FIRST SETTLERS, WHO RAISED CATTLE ON THE OPEN RANGE, WERE SOON REPLACED BY "SODBUSTERS" OR FARMERS. THIS AREA WAS DESTINED TO BECOME ONE OF THE WORLD'S HIGHEST-PRODUCING AGRICULTURAL CENTERS AND IS CONSIDERED TO HOLD THIS REPUTATION TO THIS DAY.

PLAINVIEW IS FORTUNATE ENOUGH TO LIE IN THE MIDDLE OF THIS BEAUTIFUL LAND. THIS LAND IS EXTREMELY RICH IN HISTORY AND IN THE HERITAGE OF THE OLD WEST. COWBOY HATS AND BOOTS ARE VERY POPULAR ATTIRE ON THE PLAINS TODAY.

PLAINVIEW'S CENTRAL BUSINESS DISTRICT TOOK MOST OF ITS PRESENT FORM IN THE EARLY PART OF THE TWENTIETH CENTURY. THIS WAS A VERY DISTINGUISHABLE ERA IN ARCHITECTURAL HISTORY. IT WAS A TIME WHEN A STRUGGLE BETWEEN THE OLD AND MODERN STYLES OF DESIGN WERE TAKING PLACE. THERE WERE MANY BUILDINGS ERECTED DURING THIS TIME THAT STILL EXIST AND REMAIN AS A MONUMENT TO THE OLD STYLE OF DESIGN AND ADEQUATELY EXEMPLIFY THE TRADITION AND HERITAGE OF THE OLD WEST AND OF TEXAS.

IT IS THIS ARCHITECTURAL HERITAGE THAT SERVES AS A BASIS FOR THIS STUDY. THE OLDER STYLE OF DESIGN HAS SEVERAL DISTINGUISHABLE CHARACTERISTICS WHICH IS EXEMPLIFIED THROUGH MANY OF THE EXISTING STRUCTURES LOCATED IN THE CENTRAL BUSINESS DISTRICT OF PLAINVIEW. ONE OF THE MAIN OBJECTIVES THAT HAS BEEN ESTABLISHED IN UNDERTAKING THIS STUDY HAS BEEN TO PRESERVE THE HERITAGE EXEMPLIFIED THROUGH THE BEAUTIFUL, OLD BUILDINGS.

IT IS HOPED THAT THIS STUDY WILL SERVE TO VISUALLY UNITE THE VARIOUS STYLES NOW IN EXISTENCE. THE SUGGESTIONS SHOWN THROUGH THIS STUDY SHOULD ALSO SERVE TO OFFER IMPROVEMENT GUIDELINES FOR FUTURE DEVELOPMENT.

IT IS ALSO THE GOAL OF THIS STUDY TO PROMOTE DEVELOPMENT OF THE CENTRAL BUSINESS DISTRICT. THIS DOCUMENT SHOULD BE AN INTREGAL PART OF THE DEVELOPMENT PLANS FOR PIONEER SQUARE. THERE ARE MANY ANTIQUATED SECOND-STORY OFFICE SPACES THAT SHOULD BE UTILIZED. THESE WOULD MAKE EXCELLENT PROFESSIONAL SPACES WHEN RENOVATED TO SUIT THE NEEDS OF EACH USER.

THE PROPOSED REDEVELOPMENT OF THE CENTRAL BUSINESS DISTRICT IN PLAINVIEW SHOULD BE AN AREA OF DISTINCTIVE ATMOSPHERE WHICH SERVES AS ANOTHER MAJOR CONSIDERATION IN UNDERTAKING THIS STUDY.

format

FOLLOWING ARE 33 PLATES THAT SHOW SUGGESTED ARCHITECTURAL ALTERATIONS THAT COULD BE MADE TO ESTABLISH A UNITED THEME FOR PIONEER SQUARE. THERE HAS BEEN NO ATTEMPT MADE TO INCLUDE ALL BUILDINGS LOCATED IN THE PROPOSED MALL AREA, BUT RATHER SELECTIVELY CHOOSE A VARIETY OF EXISTING STRUCTURES THAT HAVE SOME VALUE FOR REDEVELOPMENT. NOR DO THESE DRAWINGS REPRESENT ALL BUILDINGS WITH REDEVELOPMENT POTENTIAL.

ON EACH PLATE THE READER WILL FIND A SMALL MAP THAT INDICATES THE LOCATION OF EACH STRUCTURE WITH RELATION TO THE ENTIRE MALL AREA (SHADED AREA). NORTH WILL ALWAYS BE AT THE TOP OF EACH MAP AND 5TH STREET AT THE BOTTOM. ON EACH PLATE, THERE WILL BE 2 DRAWINGS. THE SMALLER DRAWING REPRESENTS THE EXISTING STATUS OF THE BUILDING AND THE LARGER SKETCH IS A GRAPHIC PROPOSAL FOR REDEVELOPMENT.

IT MUST BE REMEMBERED THAT THESE ARE SIMPLY SUGGESTED SKETCHES. NONE OF THESE ILLUSTRATIONS HAVE BEEN DRAWN TO SCALE BUT ARE SIMPLY SHOWN TO REPRESENT AN IDEA FOR REDEVELOPMENT AND FOR THE ESTABLISHMENT OF A UNIFIED THEME.

ALTERATIONS VARY WITH EACH PLATE BUT BASICALLY FALL INTO THE FOLLOWING SUGGESTIONS:

1. A CANOPY THAT FITS THE ARCHITECTURAL STYLE OF THE BUILDING.

2. DIVIDED WINDOW PANES.

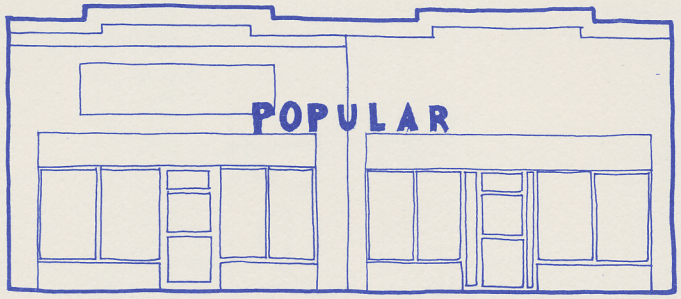
3. REMOVAL OF PROTRUDING SIGNS.

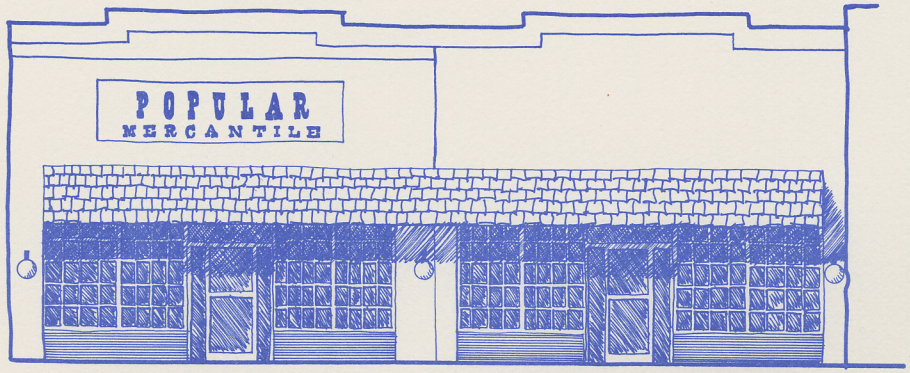
4. "OLD-STYLE" LETTERING FOR ALL SIGNS AND GRAPHICS IN THE AREA.

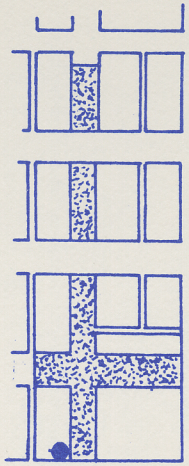
5. AND THE ADDITION OF GLOBED LAMPS TO BE ATTACHED TO THE BUILDINGS AT SELECTED LOCATIONS. THE SAME LAMP WOULD BE USED THROUGHOUT THE MALL.

plates

plate 1



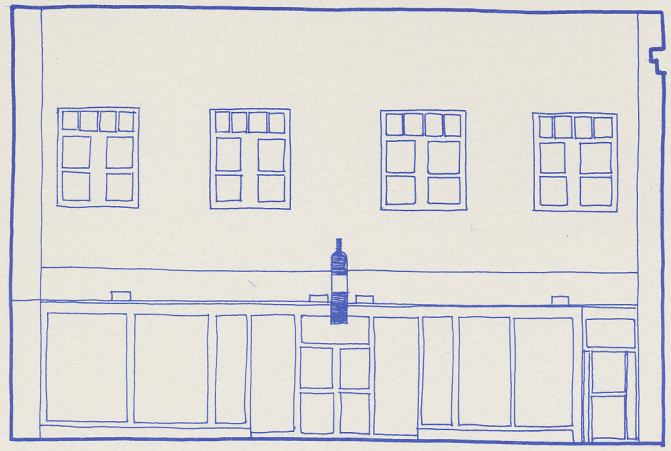


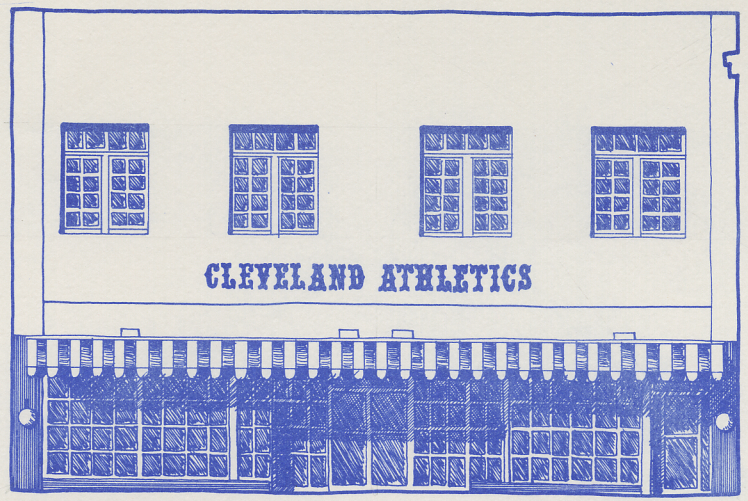


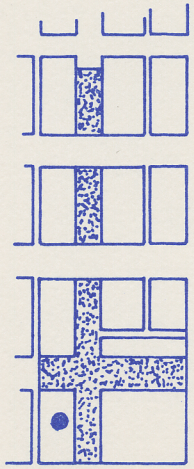
THE POPULAR DEPARTMENT STORE

THE POPULAR DEPARTMENT STORE IS LOCATED ON THE NORTHWEST CORNER OF 5TH AND BROADWAY AND LIES AT THE SOUTHERN EDGE OF PIONEER SQUARE. THE EXISTING EXTERIOR IS WHITE STUCCO AND SEEMS TO BE THE COMBINATION OF 2 SMALLER STRUCTURES.

IT IS PROPOSED THAT A WOODEN SHAKE-SHINGLE CANOPY BE CONSTRUCTED TO TIE THE 2 DIVISIONS TOGETHER. ALONG WITH THE SMALLER PANED GLASS, IT IS SUGGESTED THAT THE NAME BE CHANGED TO DEPICT THE ERA THAT THE THEME OF PIONEER SQUARE IS ATTEMPTING TO ESTABLISH. "PLAYBILL" LETTERING STYLE IS SUGGESTED FOR THE GRAPHICS.







CLEVELAND ATHLETICS

CLEVELAND ATHLETICS IS LOCATED IN A 2-STORY, WHITE STUCCO STRUCTURE THAT IS VOID OF INTERESTING DETAIL. INTEREST CAN BE DEVELOPED IN THE BUILDING IN SEVERAL WAYS. THE REMOVAL OF THE EXTENDED HORIZONTAL SIGN AND THE ADDITION OF "CIRCUS" STYLE GRAPHICS AS SHOWN ON THE FACE OF THE STRUCTURE SHOULD COMPLIMENT THE THEME.

A STRIPED CANVAS CANOPY IS SUGGESTED ALONG WITH THE DIVIDED WINDOW PANES TO ACCENTUATE THE HERITAGE OF PIONEER SQUARE. DEPENDING ON THE NEED FOR STORAGE SPACE FOR THIS BUSINESS, THE SECOND-STORY FACILITIES WOULD MAKE IDEAL OFFICE SPACE, OVERLOOKING THE PROPOSED MALL.

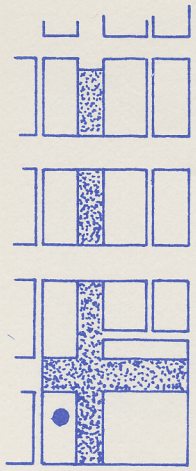
plate 2

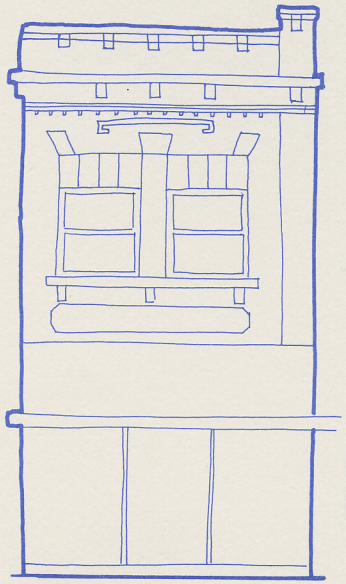
plate 3

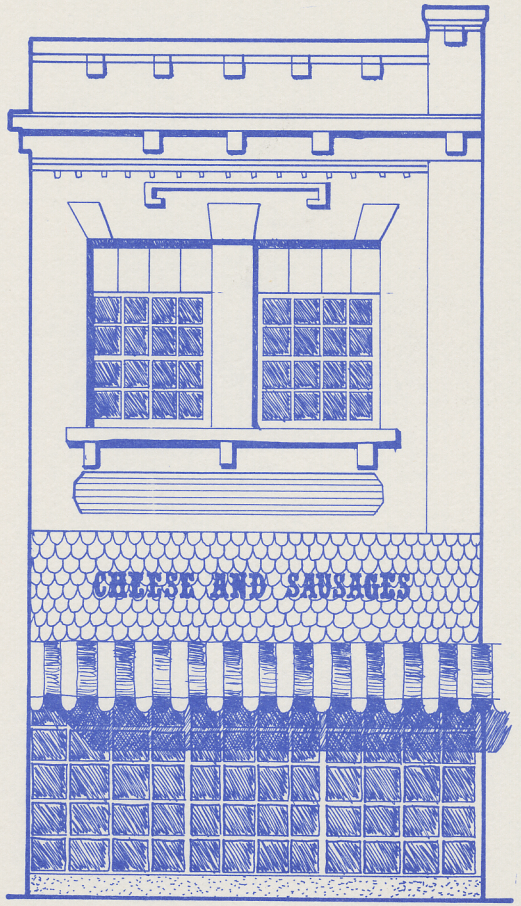
CHEESE AND SAUSAGES

THE ORIGINAL PURPOSE OF THIS STRUCTURE IS UNKNOWN, BUT APPEARS TO COMPLIMENT THE OLD WARE HOTEL LOCATED NEXT DOOR. THE BUILDING, WHICH IS NOW VACANT, IS SHOWN HERE AS BEING A CHEESE AND SAUSAGE ENTERPRIZE. THIS IS ONE OF THE MOST POPULAR ESTABLISHMENTS TO BE FOUND IN MALLS AND IS ONLY SHOWN HERE TO REPRESENT THE DIVERSITY THAT CAN BE CREATED IN A SHOPPING COMPLEX.

IT IS SUGGESTED THAT THIS BEAUTIFULLY QUAINT BUILDING BE COMPLIMENTED WITH SHINGLE SIDING AND ORNATE GRAPHICS AS SHOWN AT THE RIGHT. A CANVAS CANOPY WHICH WOULD BE EXTENDED SOUTH FROM THE WARE HOTEL WOULD ADD TO THE DEVELOPMENT. AN ENTRYWAY COULD BE FORMED FROM ANY ONE OF THE THREE WINDOW SECTIONS.







THE WARE

OF ALL THE ARCHITECTURE IN PLAINVIEW'S CENTRAL BUSINESS DISTRICT, THE WARE STANDS OUT AS THE MOST MAJESTIC OF ALL AND GREATLY EXEMPLIFIES THE BEAUTIFUL HERITAGE OF THE OLD WEST AND THE SETTLEMENT OF THE PLAINS. IT IS SUGGESTED THAT THIS BUILDING BE SET ASIDE AS A STATE HISTORICAL MONUMENT AND IT SHOULD CERTAINLY BE PRESERVED. THE BUILDING SERVES AS A FOCAL POINT FOR THE ENTIRE PIONEER SQUARE.

THE BUILDING AS IT NOW STANDS IS MADE OF WHITE STONE AND MARBLE. THIS BUILDING WHICH IS LOCATED ON THE CORNER OF SIXTH AND BROADWAY, IS 4 STORIES HIGH AND HEAVY IN DETAIL, ESPECIALLY IN THE CORNER. THE WARE, WHICH DATES BACK TO 1911, WAS THE FIRST HOME OF CITIZENS NATIONAL BANK OF PLAINVIEW. A SINGLE CANVAS CANOPY IS SUGGESTED AROUND THE OUTSIDE OF THE BUILDING.



plate 4







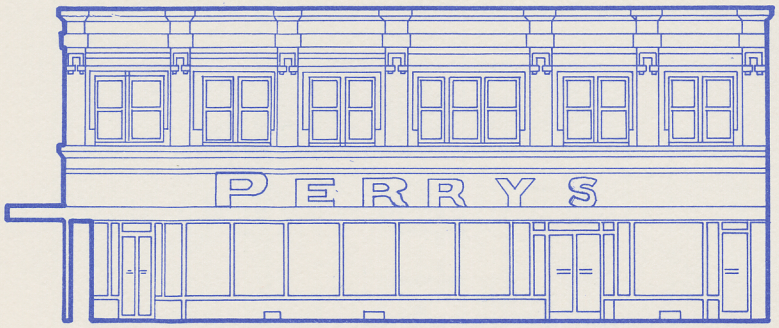
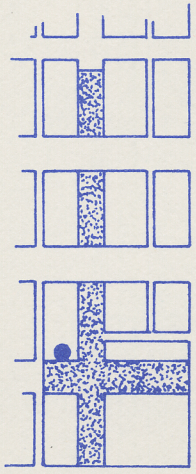


plate 5

PERRY'S

PERRY'S IS NOW LOCATED IN THE ORIGINAL FIRST NATIONAL BANK OF PLAINVIEW. THE BANK WAS BUILD IN 1909 AND WAS THE FIRST BANK IN HALE COUNTY. THE BEAUTIFUL STRUCTURE IS A MAJESTIC REMINDER OF THE HERITAGE OF THE WEST.

IT IS PROPOSED THAT THE ALUMINUM CANOPY BE REPLACED WITH A WOODEN SHAKE-SHINGLE CANOPY SUPPORTED BY ORNATE WOODEN COLUMNS. A NAME THAT WOULD EXEMPLIFY THE PAST IS SUGGESTED AS SHOWN. IT IS ALSO RECOMMENDED THAT THE UPPER LEVEL OFFICES BE RENOVATED FOR USE.







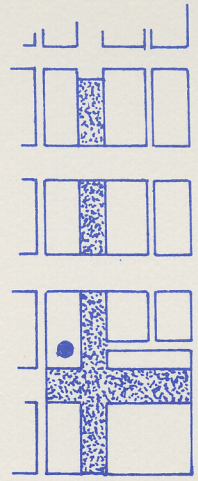


plate 6

HAYDON SHOES

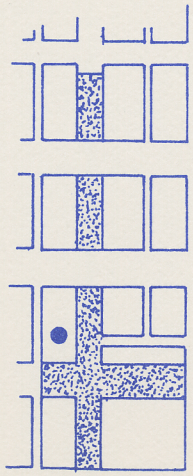
PERHAPS OF ALL BUILDINGS LOCATED IN PIONEER SQUARE, THIS HAS THE MOST POTENTIAL FOR BEING REDEVELOPED INTO A SHOWPLACE OF TURN-OF-THE-CENTURY ARCHITECTURE. THE CHARACTER OF THIS STRUCTURE IS MAGNIFICANT AND SHOULD CERTAINLY BE EXPLOITED.

IT IS SUGGESTED THAT THE BUILDING BE SAND-BLASTED TO EXPOSE THE ORIGINAL BRICK AND DISPLAY ORIGINAL PATTERNS. A CANVAS CANOPY SEEMED TO FIT WELL WITH THE ARCHITECTURE AND IS SUGGESTED. A NAME CHANGE WOULD HELP RELATE TO THE PAST AND BE IN KEEPING WITH THE PIONEER SQUARE THEME.





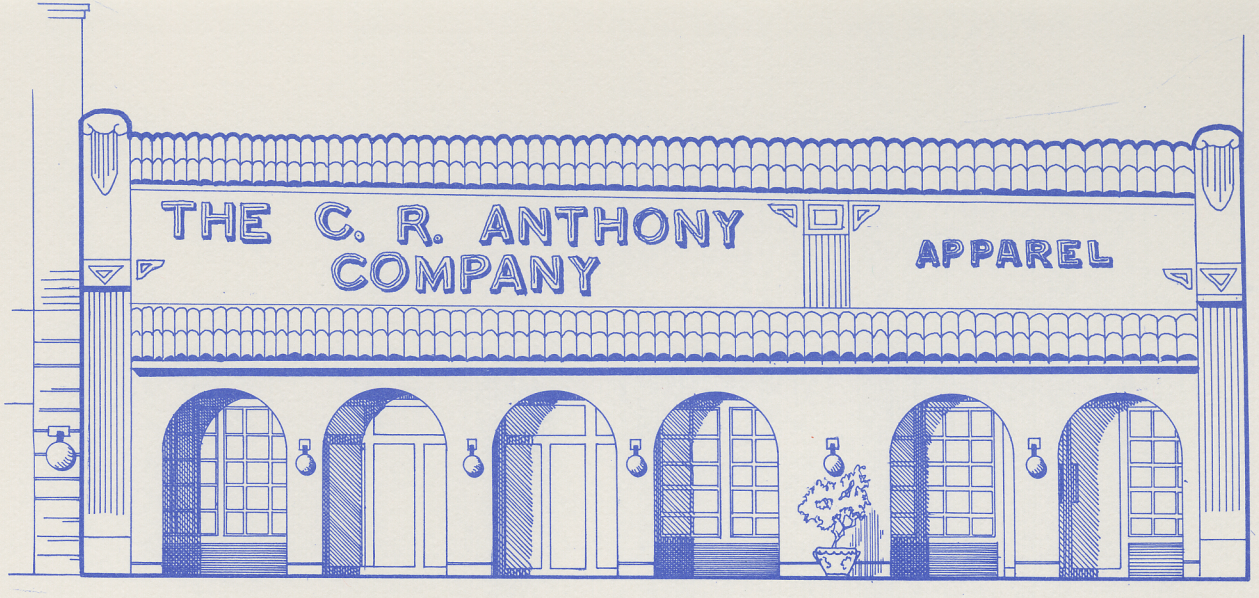
plate 7



MARY L. SPENCE MUSIC CO.

THIS STRUCTURE HAS AN ARRAY OF BEAUTIFUL ORNAMENT TO COMPLIMENT ITS USE AS A MUSIC STORE. IT IS UNDERSTOOD THAT WHEN THE MUSIC STORE MOVES INTO THIS BUILDING LATER THIS YEAR, THE UPPER LEVEL SPACES WILL BE MADE INTO PRIVATE MUSIC STUDIOS. THIS STRUCTURE WOULD PROVIDE A BEAUTIFUL SETTING FOR THIS USE. A CANVAS CANOPY IS SUGGESTED ALONG WITH "PLAYBILL" LETTERING STYLE AS A GRAPHIC MEDIA.

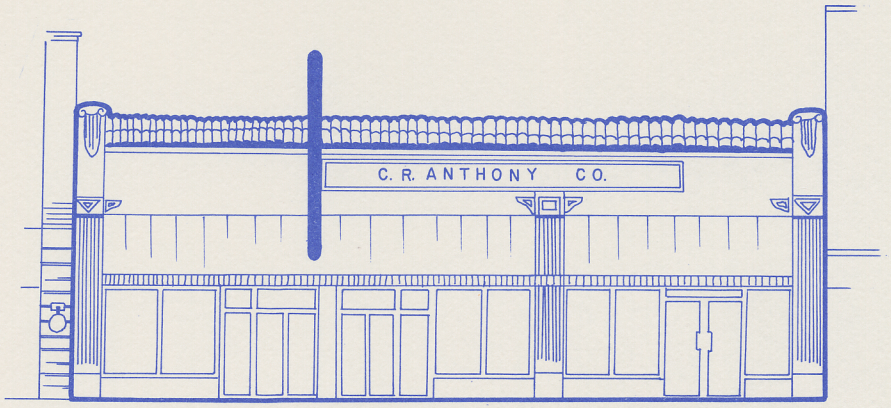
IT IS SUGGESTED THAT THE DIVIDED WINDOW PANES BE INSTALLED AS SHOWN AND THE GLOBED LAMPS PLACED ON EACH SIDE OF THE STRUCTURE.



C. R. ANTHONY COMPANY

THE C. R. ANTHONY COMPANY IS WELL ENDOWED WITH INTERESTING ORNAMENT AS IT NOW EXISTS. IT DOES, HOWEVER, HAVE AN INCOMPATIBLE MIXTURE OF MATERIALS WHICH TENDS TO DETRACT FROM THE STRUCTURE. IT IS PROPOSED THAT THIS COULD BE ELIMINATED WITH THE REMOVAL OF THE ALUMINUM SIDING AND CANOPY AND THE ADDITION OF AN ARCHED SOLAR SCREEN AS SHOWN.

THE SPANISH TILE, NOW LOCATED AT THE TOP OF THE BUILDING, COULD ALSO BE USED TO COVER THE NEW CANOPY. THE ARCHED CANOPY SHOULD BE OPEN ON BOTH ENDS AND EXTEND OUT FAR ENOUGH TO PROVIDE FREE ACCESS DOWN THE SIDEWALK.



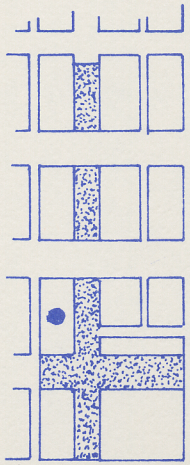
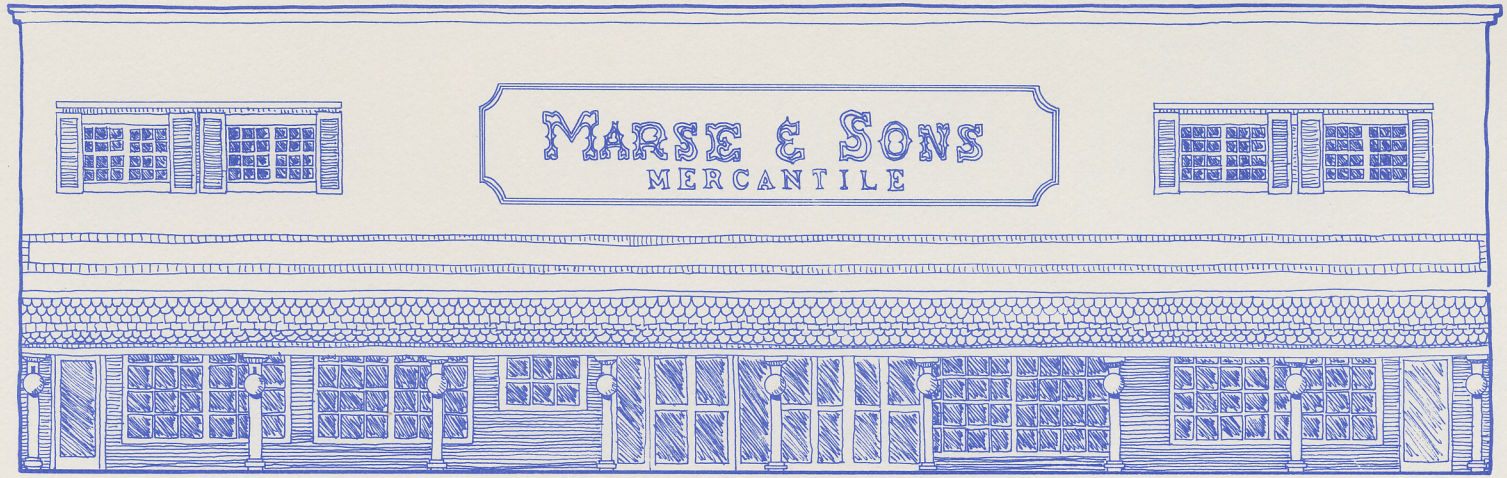
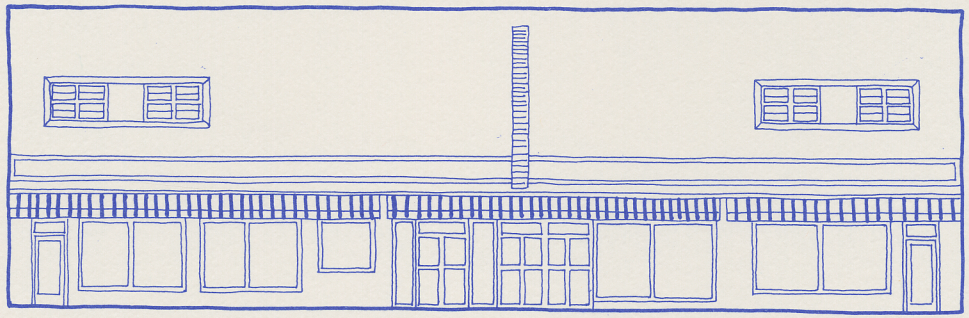
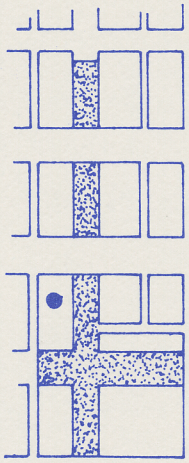


plate 8



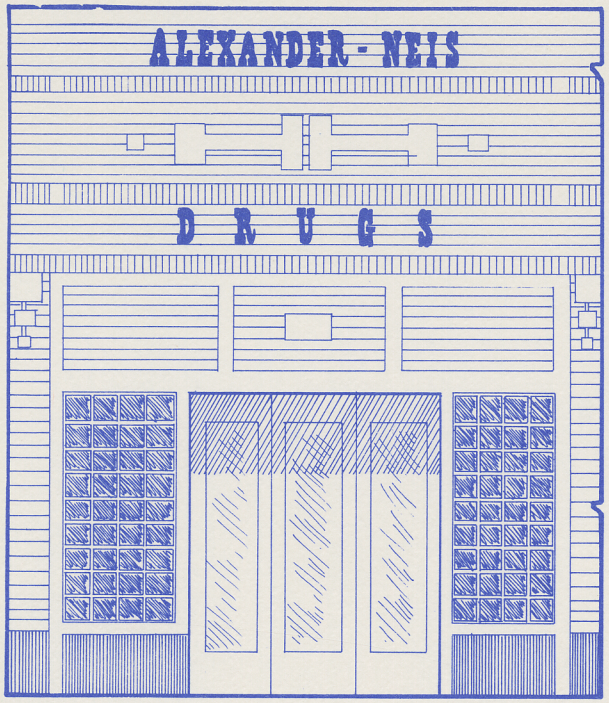




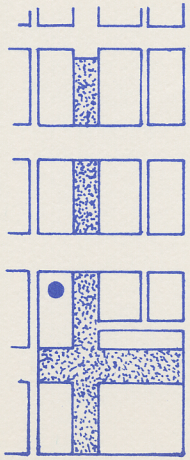
MARSE AND SONS

THIS BUILDING, WITH ITS ENOURMOUS FRONTAGE IS COMPLETELY VOID OF DETAIL AND PRESENTLY LACKS EXTERIOR INTEREST. TO COMPENSATE FOR THIS, IT HAS BEEN PROPOSED THAT A LARGE WOODEN CANOPY BE CONSTRUCTED ALONG THE FRONT. THE CANOPY, WHICH WOULD HAVE SHAKE-SHINGLE COVERING WOULD BE SUPPORTED BY ORNATE WOODEN COLUMNS WITH GLOBE LIGHTING. IT IS ALSO SUGGESTED THAT THE PROTRUDING SIGN BE REMOVED AND REPLACED WITH THE GRAPHICS AS ILLUSTRATED. WITH THE ADDITION OF SMALLER WINDOW PANES, THIS BUILDING WOULD CERTAINLY FALL INTO THE PIONEER SQUARE THEME.

plate 9







ALEXANDER-NEIS DRUGS

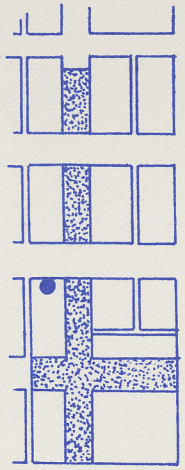
THIS SMALL DRUGSTORE HAS A BEAUTIFUL INTERIOR WITH ITS ORIGINAL SKYLIGHT, TILE FLOORING, AND LIGHTING FIXTURES. THE EXTERIOR GRAPHICS PRESENTLY APPEARS TO BE CROWDED AND HIDES MUCH OF THE BRICKWORK THAT LIES BEHIND THE EXISTING SIGNS. THE "PLAYBILL" LETTERING ARRANGED AS SHOWN IN THE PROPOSED DRAWING WOULD NOT COMPETE WITH THE ARCHITECTURE BUT WOULD STILL GET THE MESSAGE ACROSS. THE SMALL PANED WINDOWS WOULD GREATLY ENHANCE THE CHARACTER OF THE BUILDING. A CANVAS CANOPY (NOT SHOWN) WOULD CERTAINLY BE IN ORDER.

plate 10

BENTLEY'S (MARGO'S LA MODE)

THIS PLATE INDICATES THE FORMER ENTERPRIZE NAME OF "BENTLEY'S" BUT HAS NOW CHANGED TO "MARGO'S LA MODE" SINCE THE SKETCH WAS MADE. THIS BUILDING HAS BEEN VERY ADEQUATELY PRESERVED AND STANDS AS A MODEL FOR BUSINESS TO FASHION RENOVATION IDEAS.

THERE ARE BASICALLY 3 SUGGESTIONS THAT MAY ADD TO THE PIONEER SQUARE THEME. FIRST, IT IS SUGGESTED THAT THE WINDOWS BE DIVIDED INTO THE SMALLER PANES AS SHOWN. THE ADDITION OF THE SPHERICAL LAMPS TYPICAL TO PIONEER SQUARE AREA BE ADDED. THE GRAPHICS SHOULD BE CHANGED TO A "PLAYBILL" OR "CIRCUS" STYLE.



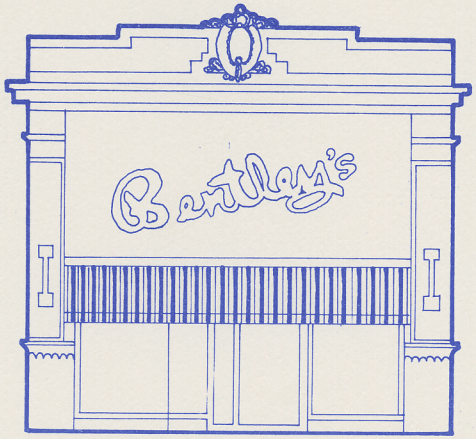
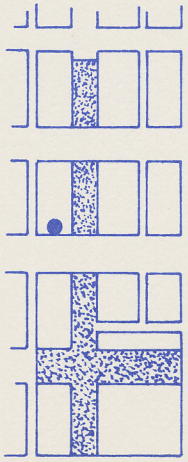




plate 11

THE SKAGGS BUILDING

THIS BUILDING WAS CONSTRUCTED IN 1928 AND STANDS AS A BEAUTIFUL ARCHITECTURAL MONUMENT WITHIN THE COMMUNITY. THE BUILDING IS SHOWN HERE ONLY TO POINT OUT THE UNIQUE DETAILS AND ORNAMENT IMPLEMENTED INTO THE ORIGINAL DESIGN. OF SPECIAL INTEREST ARE THE LAMPS THAT ARE LOCATED AROUND THE BUILDING ON THE SECOND LEVEL. AT THE TIME OF THIS WRITING, ALL OFFICE SPACES ARE BEING USED.



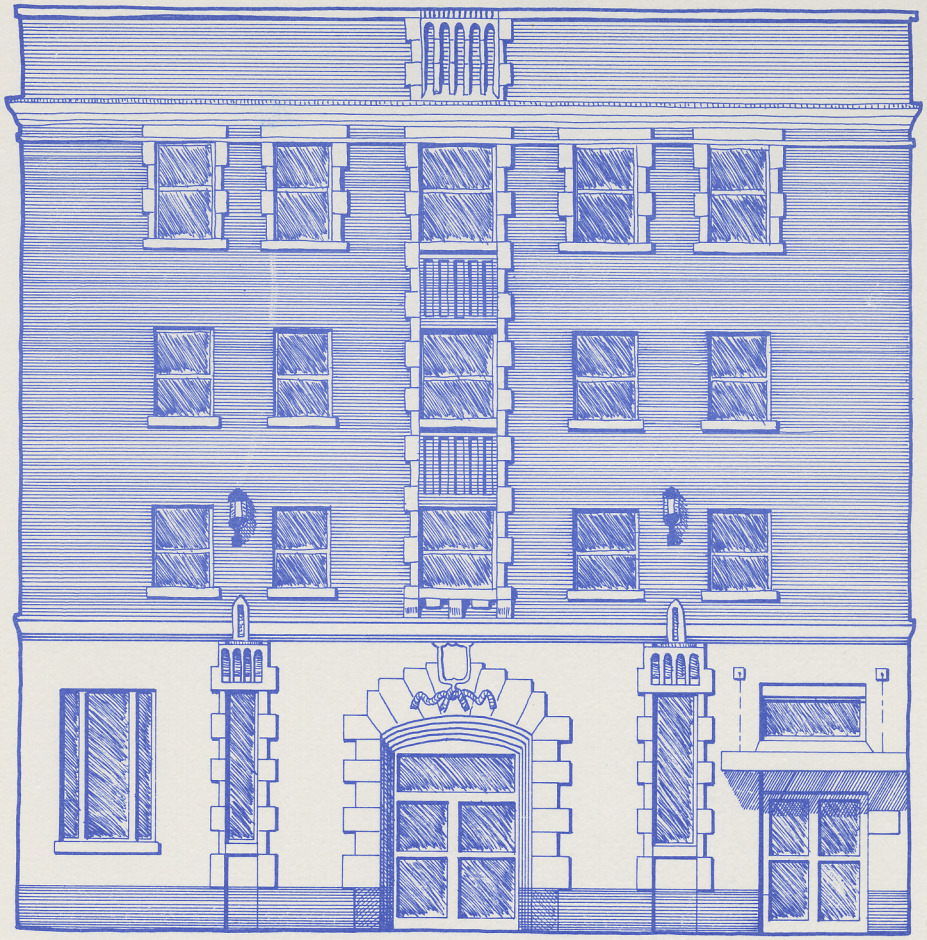
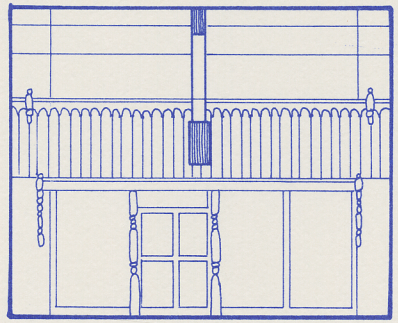
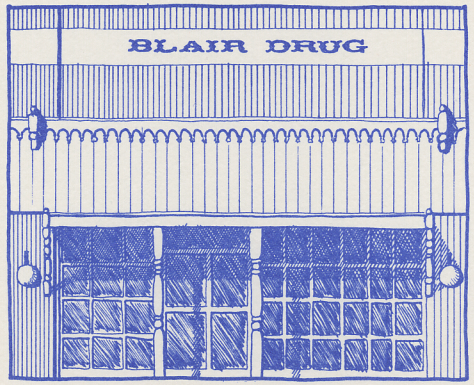
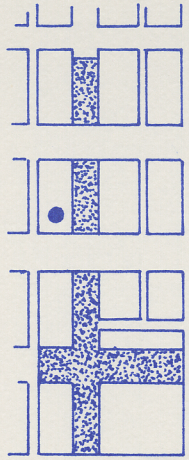


plate 12

plate 13



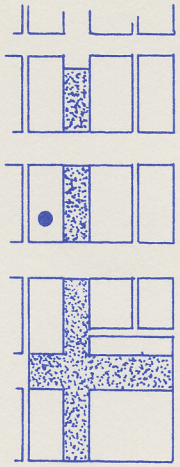


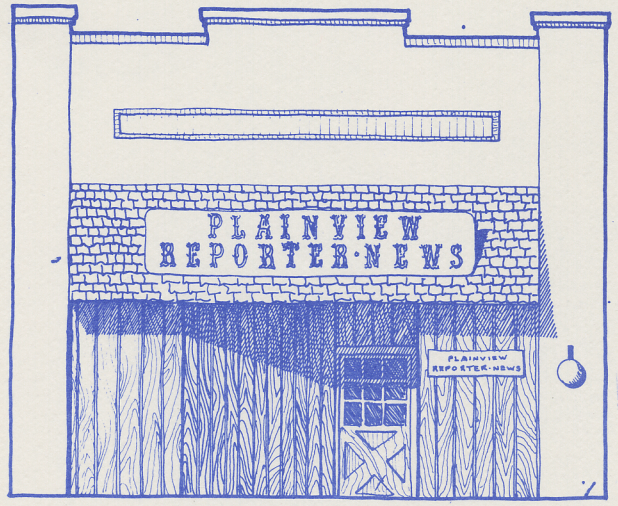


BLAIR DRUG

BLAIR DRUG STANDS AS A CLASSIC EXAMPLE AS TO HOW A MODERN RENOVATION CAN BE IN KEEPING WITH THE THEME OF PIONEER SQUARE. THE ONLY SUGGESTIONS THAT COULD BE MADE WITH REGARD TO REDEVELOPMENT WOULD BE THE REMOVAL OF THE PROTRUDING SIGN AND THE ADDITION OF PANED WINDOWS. TO COMPENSATE FOR THE REMOVAL OF THE SIGN, IT IS SUGGESTED THAT THE NAME "BLAIR DRUG" BE GRAPHICALLY ILLUSTRATED ON THE BUILDING FACADE AS SHOWN. TWO GLOBED LAMPS ARE ALSO SUGGESTED ON BOTH SIDES OF THE BUILDING.







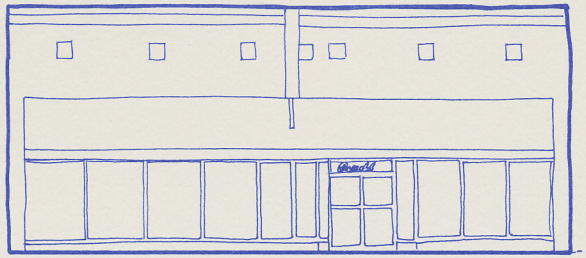
THE PLAINVIEW REPORTER-NEWS

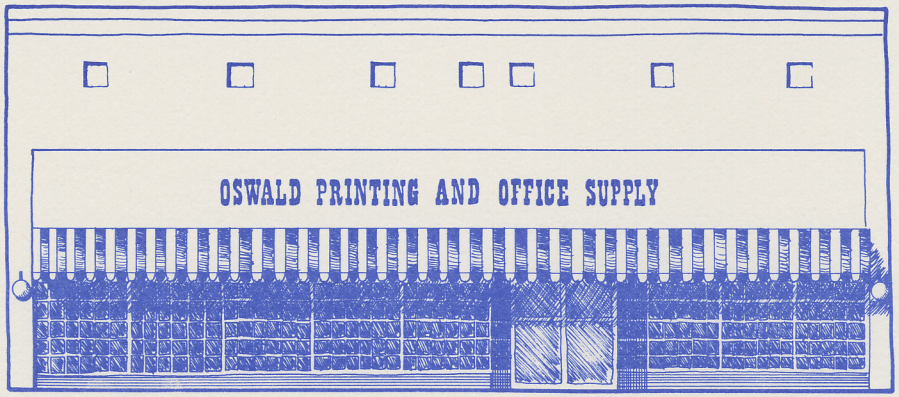
THIS BUILDING WAS BUILT ABOUT 1912 OR 1913 ALONG WITH MOST OF THE OTHER BUILDINGS ALONG THIS BLOCK. THE REPORTER-NEWS IS A GOOD EXAMPLE OF HOW AN OLD BUILDING CAN SUCCESSFULLY BE RENOVATED TO FIT THE PIONEER SQUARE THEME.

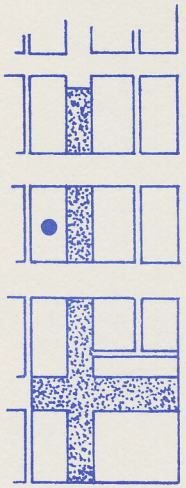
THE REPORTER-NEWS HAS BEEN IN THE BUILDING SINCE JUNE, 1974. PRIOR TO THAT TIME, THE EXTERIOR WALLS WERE PAINTED GRAY WHICH WAS PEELING AND IN NEED OF REPAIR. THE BUILDING WAS SANDBLASTED AT THAT TIME FOR A COST OF ABOUT $100. THE ORIGINAL BRICK WAS BEAUTIFULLY EXPOSED. WOOD PANELING AND A SHAKE-SHINGLE CANOPY HELP ADORN THE STRUCTURE.

plate 14

plate 15







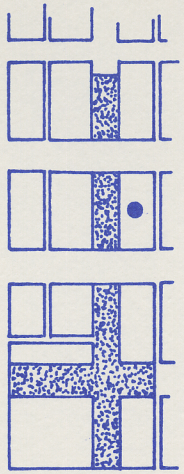
OSWALD PRINTING AND OFFICE SUPPLY

THE APPROACH TO BE TAKEN IN RENOVATING OSWALD PRINTING AND OFFICE SUPPLY IS VERY SIMPLE. IT IS SUGGESTED THAT THE PROTRUDING SIGN BE REMOVED AND THE "PLAYBILL" GRAPHICS BE INSTALLED IN THE SPACE AS SHOWN. IT IS ALSO PROPOSED THAT THE ALUMINUM FACADE AND CANOPY BE REMOVED FROM THE BUILDING. A CANVAS CANOPY IS SUGGESTED AS A REPLACEMENT.

THE FAIR THEATER

THE SKETCH AS SHOWN HERE INDICATES A NOSTALGIC THEME AS A BASIS FOR REDEVELOPMENT. AT THE TIME OF THIS WRITING, THE THEATER WAS IN THE PROCESS OF BEING RE-DEVELOPED. ALTHOUGH THIS SKETCH IS DIFFERENT THAN THE ACTUAL REDEVELOPMENT, THE PROPOSED NEW FACADE APPEARS TO BE IN KEEPING WITH THE PIONEER SQUARE THEME.

IT IS SUGGESTED THAT THIS THEATER MIGHT SERVE AS THE ORIGINAL MOVIEHOUSE, SHOWING OLD SILENT CLASSICS SUCH AS THE ONE PROPOSED IN THE SKETCH.



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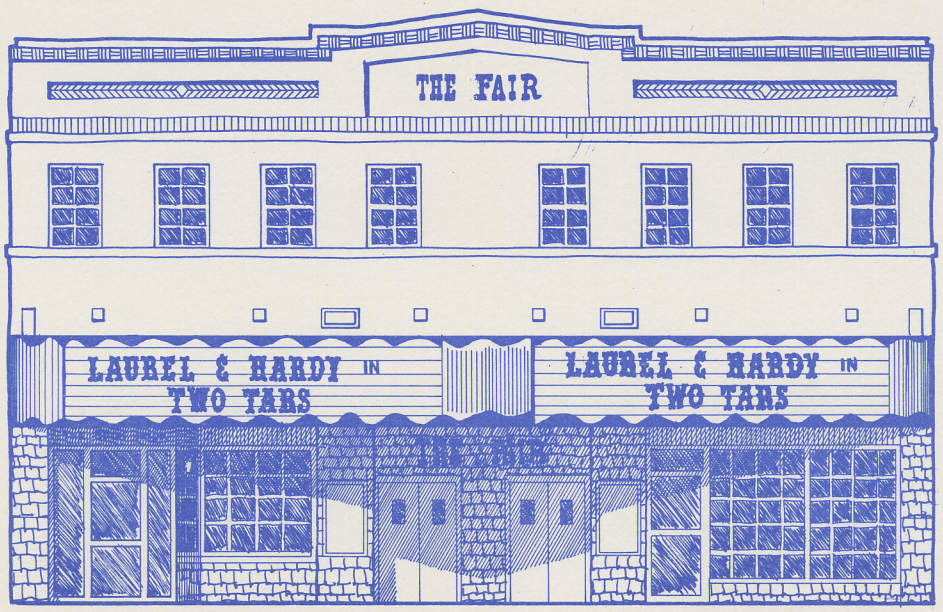
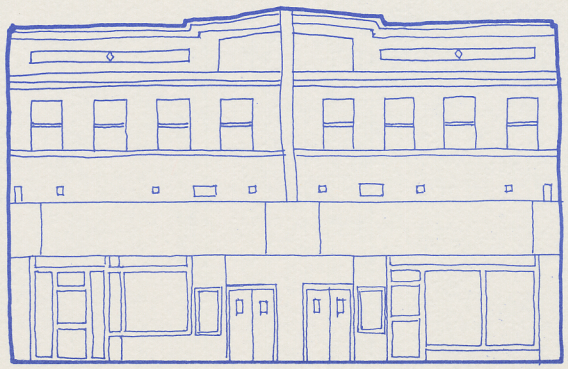




THE LINDSAY BUILDING

THIS STRUCTURE COULD EASILY BE CONVERTED INTO 3 BUSINESSES ON THE GROUND FLOOR. A WOODEN SHAKE-SHINGLE CANOPY AS PROPOSED HERE WOULD TIE THE 3 TOGETHER. THIS BUILDING SHOULD BE SAND-BLASTED AND THE WINDOWS PANED AS SHOWN. TWO BUSINESS NAMES ARE SUGGESTED HERE TO SHOW THE VARIETY THAT COULD EASILY BE ACHIEVED. ACCESS TO 2ND LEVEL OFFICE SPACE COULD REMAIN AT THE DOOR ON THE RIGHT. THE INTERIOR WOULD HAVE TO BE RENOVATED TO PROVIDE OFFICE SPACE.



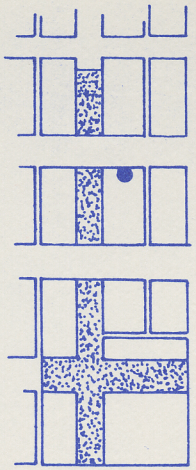
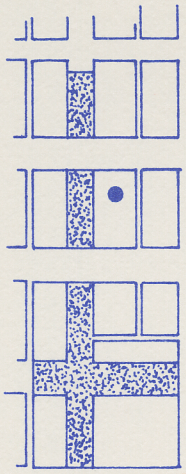




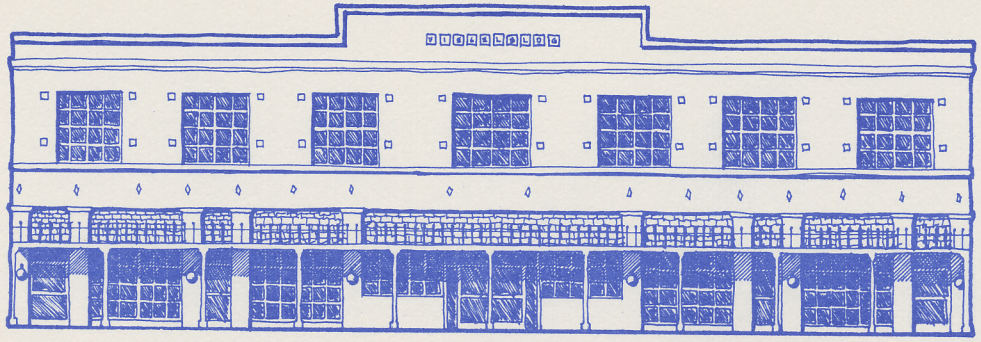
plate 17

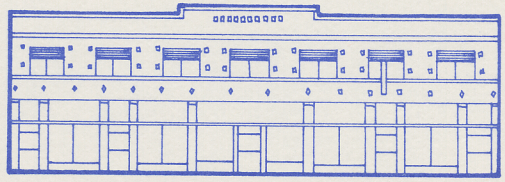
plate 18



VEIGEL BUILDING

THE PROPOSED REDEVELOPMENT AS SHOWN HERE CALLS FOR THE VEIGEL BUILDING TO HAVE A FLAT CANOPY SUPPORTED BY WOODEN POSTS AS SHOWN HERE. ORNAMENTAL IRON WORK CAN DECORATE THE AREA ABOVE THE CANOPY. AT THE PRESENT, THERE IS A NEW RESTAURANT PLANNED FOR THE SPACE ON THE RIGHT AND A BILLIARDS PARLOR LOCATED IN THE SPACE AT THE LEFT. AN ICE CREAM STORE IS PLANNED FOR THE CENTER SPACE. DIVIDED WINDOW PANES ARE SUGGESTED IN EACH.





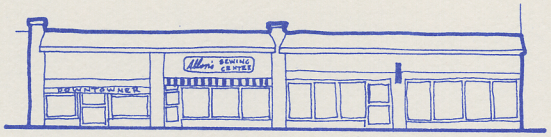
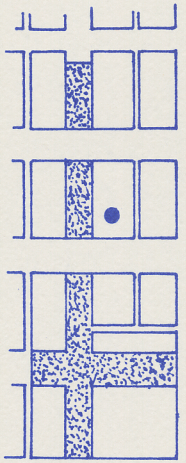
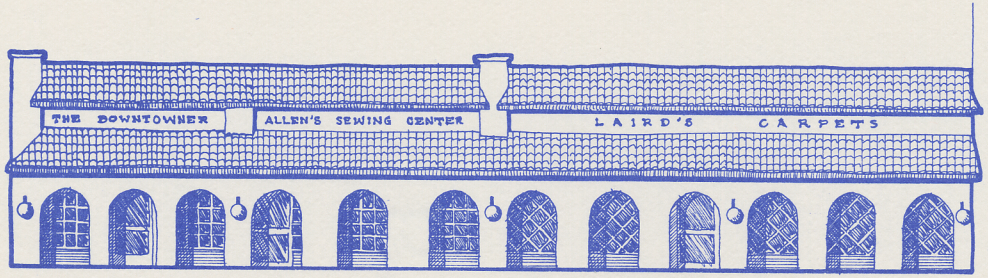


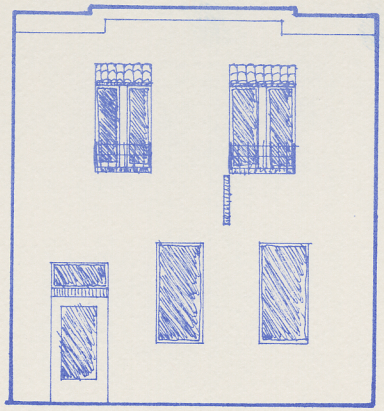
plate 19

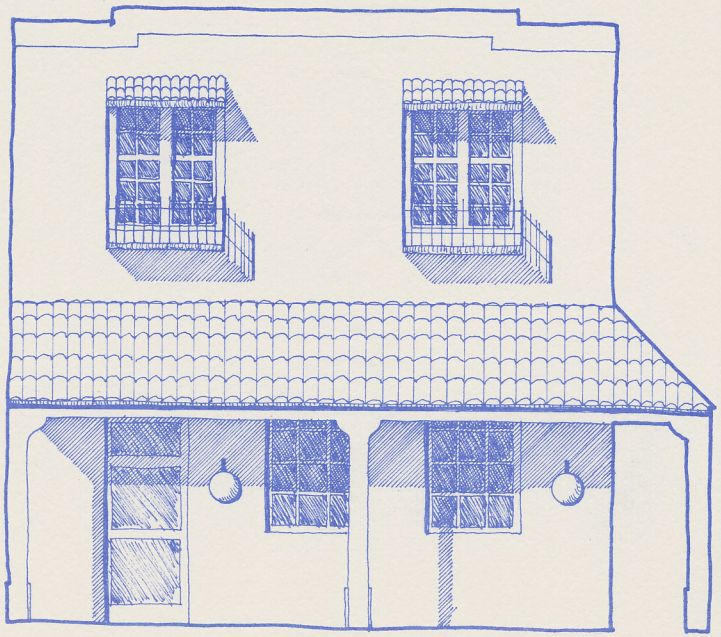


DOWNTOWNER
ALLEN'S SEWING CENTER
HOUSE OF LAIRD

PROPOSED IN THE SKETCH HERE IS THE ADDITION OF AN ARCHED CANOPY WITH TILE ROOFING. THE WALKWAY SHOULD EXTEND OUT AS FAR AS THE EXISTING SIDEWALK AND SHOULD HAVE THE GLOBED LAMPS AS SHOWN. GRAPHIC NAMES SHOULD BE LOCATED AS SHOWN AND SHOULD BE AN OLD STYLE OF LETTERING. THE WINDOWS SHOULD BE DIVIDED INTO THE SMALLER PANES AS INDICATED.







TEXAS LAND AND DEVELOPMENT COMPANY OFFICES

THIS BUILDING WAS THE ORIGINAL OFFICE THE THE TEXAS LAND AND DEVELOPMENT COMPANY. THIS LAND WAS A UNIQUE AGRICULTURAL CENTER FOUNDED IN 1912 BY J.W. GRANT AND M.D. HENDERSON, WHO OBTAINED EASTERN AND EUROPEAN CAPITAL TO DEVELOP 65,000 ACRES OF HALE, FLOYD, AND SWISHER COUNTY LAND. THIS AREA BECAME ONE OF THE MOST PRODUCTIVE IN AMERICA BECAUSE OF THE IRRIGATED AND DRYLAND FARMING METHODS USED BY TEXAS LAND AND DEVELOPMENT WHICH OPERATED UNTIL 1956.

THIS STRUCTURE MIGHT BE A GOOD SITE FOR PIONEER SQUARE DEVELOPMENT AND MANAGEMENT OFFICES IF THE PRESENT USE EVER EXPIRES.

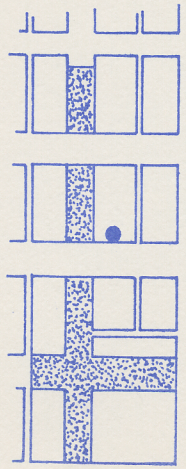


plate 20



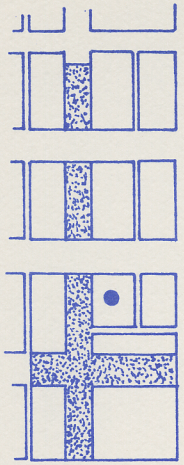


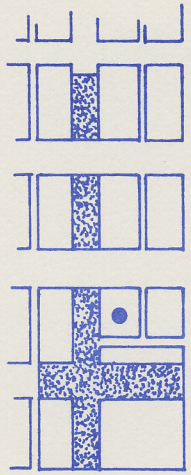
plate 21



RAGLAND'S WESTERN WEAR

RAGLAND'S IS A BEAUTIFUL EXAMPLE OF THE PIONEER SQUARE THEME. THIS BUILDING DEPICTS THE RICH HERITAGE AND HISTORY OF WEST TEXAS. IT IS SUGGESTED THAT THE ONLY CHANGES THAT MIGHT BE NEEDED ARE TO PANE THE WINDOWS AND REMOVE THE CANVAS CANOPIES. THIS MAY NECESSITATE THE EXTENSION OF THE WOODEN CANOPIES TO COVER MORE OF THE WALK.

plate 22





THE YARDSTICK

THE YARDSTICK HAS RECENTLY BEEN RENOVATED AND IS VERY BEAUTIFUL. THIS PLATE SHOWS A GRAPHIC ALTERATION THAT WOULD BE IN KEEPING WITH THE PIONEER SQUARE THEME. TO TIE THE "SQUASH BLOSSOM" AND THE "YARDSTICK" TOGETHER, IT IS PROPOSED THAT THE CANOPY BE EXTENDED TO THE FULL LENGTH OF THE BUILDING. THE WINDOWS SHOULD ALSO BE PANED AS SHOWN.

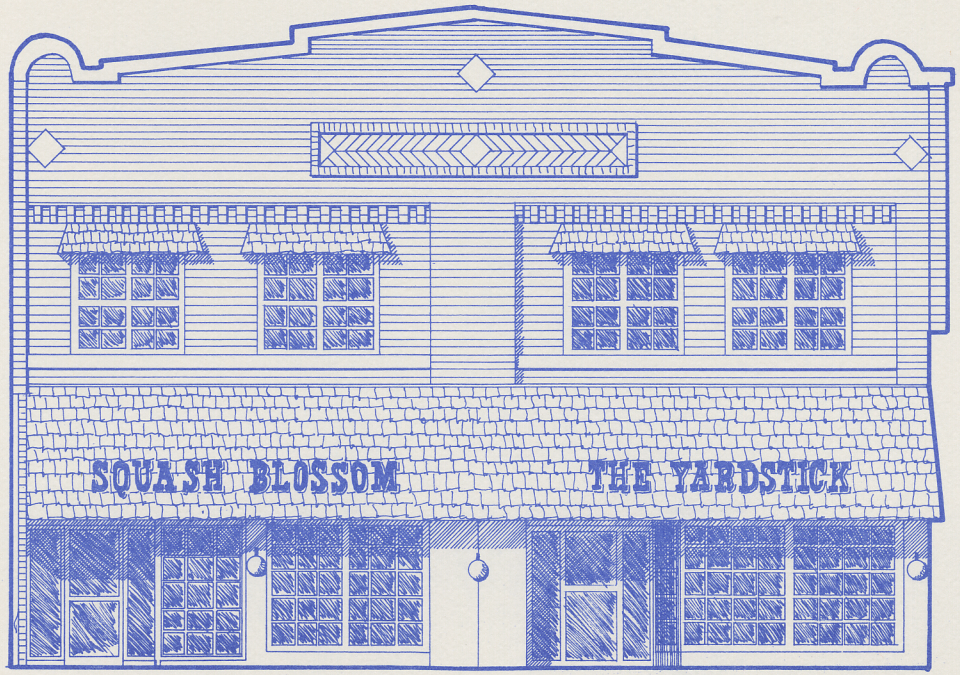
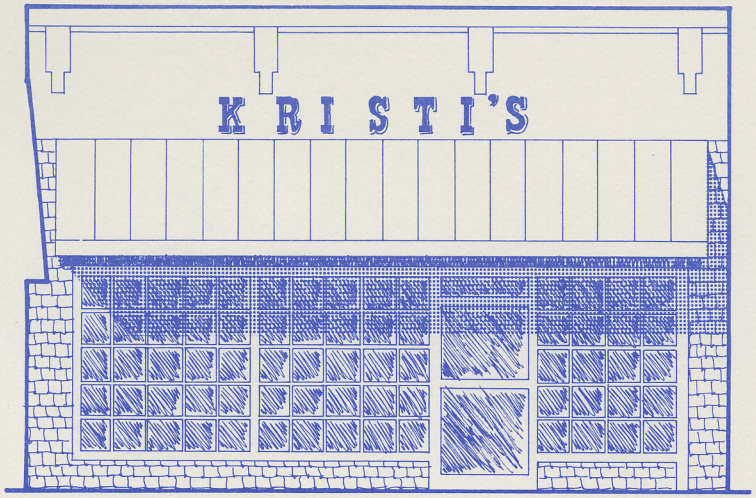
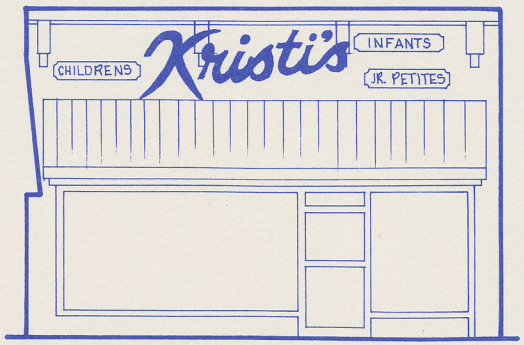
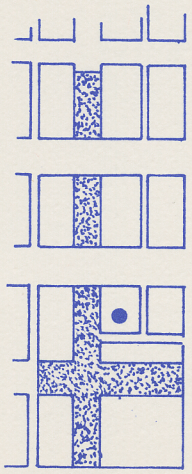


plate 23





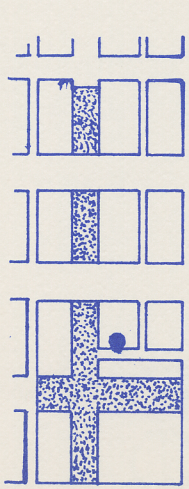


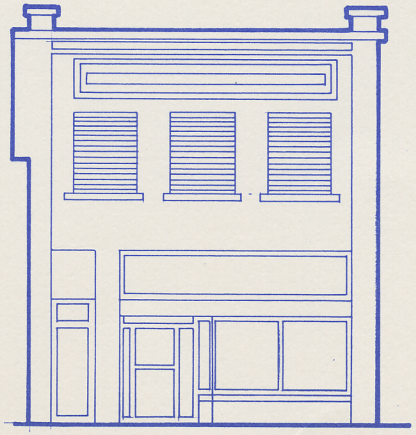
KRISTI'S

KRISTI'S COULD EASILY BE ALTERED TO FIT THE PIONEER SQUARE THEME. ALTHOUGH THIS BUILDING HAS A MODERN COPPER CANOPY, IT SHOULD BE RETAINED. IT IS ATTRACTIVE AND WILL TAKE ON A WEATHERED APPEARANCE AS IT AGES. ABOVE THE CANOPY, THERE NOW EXISTS A CROWDED SET OF GRAPHICS. IT IS SUGGESTED THAT THE GRAPHICS BE CHANGED AS SHOWN. SHAKE-SHINGLE SIDING IS SHOWN BELOW THE TOP OF THE CANOPY TO CREATE A RUSTIC MOOD. THE FINAL SUGGESTION WOULD BE TO DIVIDE THE WINDOWS INTO THE SMALLER PANES.

plate 24



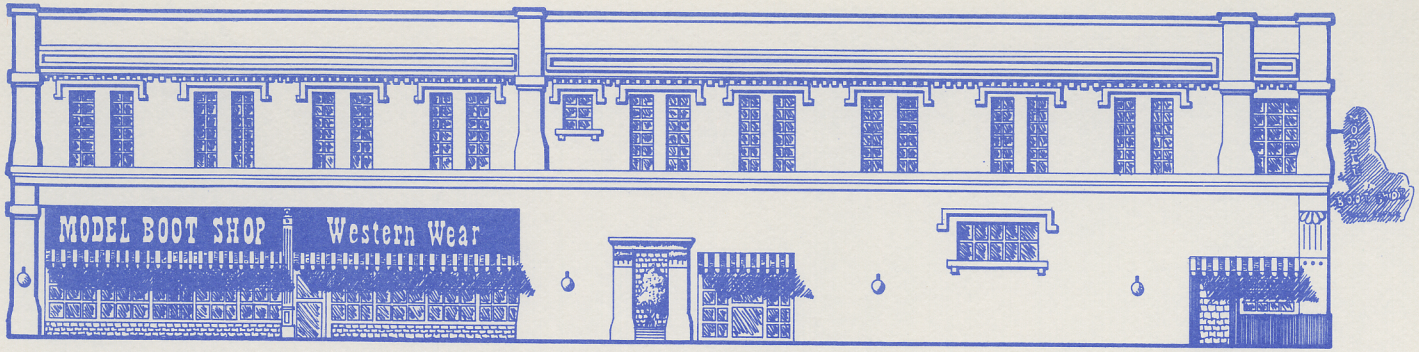


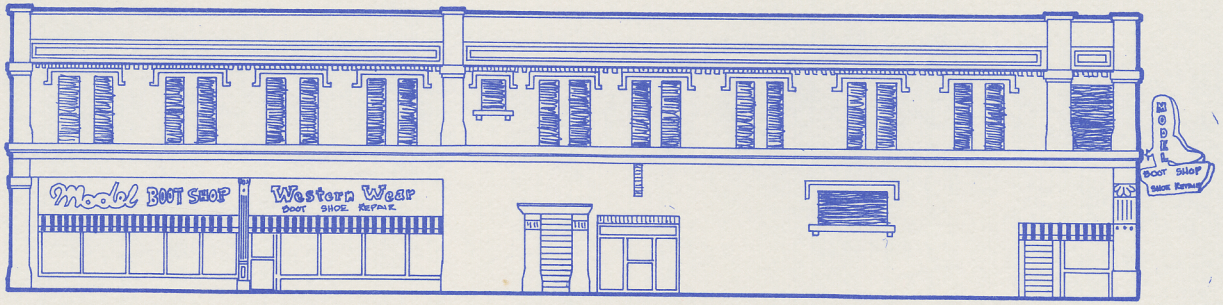


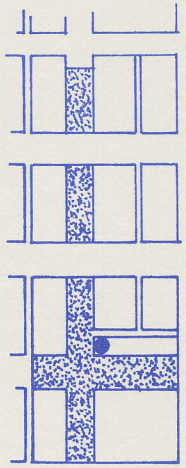
HALLMARK

A RECENT SANDBLASTING JOB ON THIS BUILDING EXPOSED A BEAUTIFUL ARRAY OF COLORED BRICK AND INTERESTING PATTERNS. THESE RESOURCES SHOULD CERTAINLY BE EXPLOITED TO HELP ESTABLISH THE PIONEER SQUARE CHARACTER.

TO COMPLIMENT THE DESIGN SEVERAL PROPOSALS ARE SUGGESTED. FIRST, WINDOWS SHOULD BE PLACED BACK IN THE SECOND-STORY AREA. THE PRESENT GRAPHICS DO NOT READ WELL BUT MIGHT IMPROVE IF ALTERED AS SUGGESTED. A STRIPED CANVAS CANOPY WOULD ADD TO THE GAITY OF THIS UNIQUE SHOP AND CERTAINLY DISPLAYS COULD STAND OUT BEHIND PANED WINDOWS. A PAIR OF THE GLOBED LAMPS SUGGESTED THROUGHOUT THE MALL WOULD BE LOCATED ON BOTH SIDES OF THE STRUCTURE.







MODEL BOOT SHOP

THIS BUILDING HAS MORE EXPOSURE TO THE MALL THAN ANY OTHER. THIS PLATE SHOWS THE WEST EXPOSURE WHICH LACKS VISUAL UNITY AND IS CONFUSING IN PLACES. ONE OF THE BIGGEST PROBLEMS ENCOUNTERED WAS IN THE DEVELOPMENT OF A CANOPY THAT WOULD EXTEND THE LENGTH OF THE BUILDING. IF THE EXISTING CANVAS CANOPY WERE EXTENDED, IT WOULD BE BELOW THE OLD DOORWAY IN THE MIDDLE OF THE BUILDING, AND WOULD LEAVE THE WINDOW AT THE MIDDLE-RIGHT STICKING OUT ABOVE THE CANOPY.

THIS PLATE DOES, HOWEVER, SHOW SEVERAL SUGGESTIONS. IT IS RECOMMENDED THAT WINDOWS REPLACE THE SHUTTERS ON THE SECOND-LEVEL. IT IS ALSO SUGGESTED THAT SHAKE-SHINGLE SIDING BE PLACED UNDER THE CANOPY ON THE LEFT AND IN THE "BRICKED-IN DOORWAYS." IN ORDER TO GIVE THE BRICKED DOORWAYS A PURPOSE, A PLANTER IS SUGGESTED TO BE PLACED IN FRONT OF EACH.

plate 25



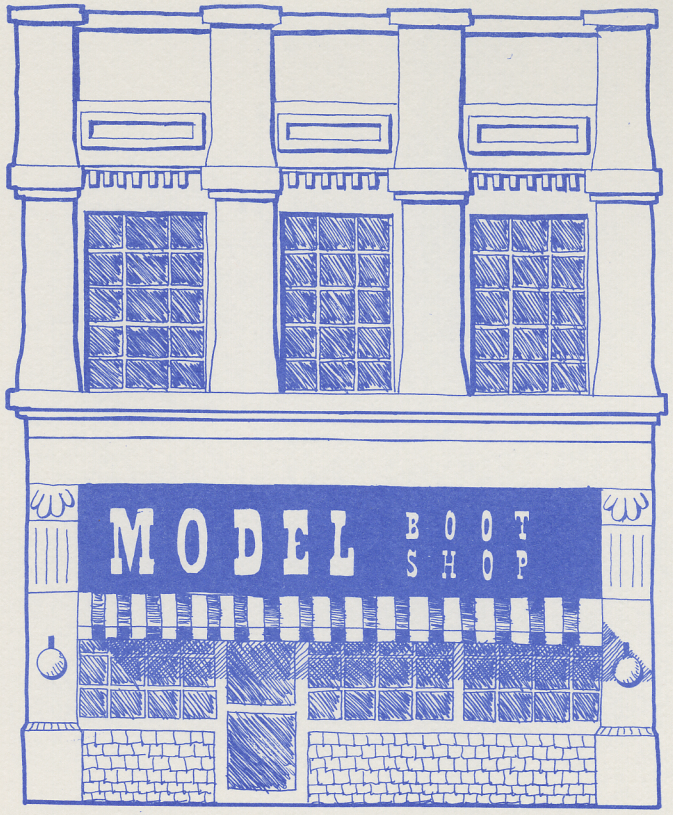
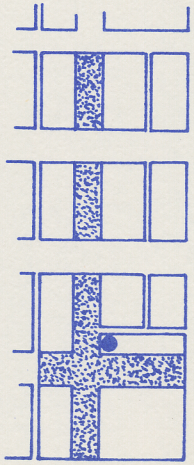


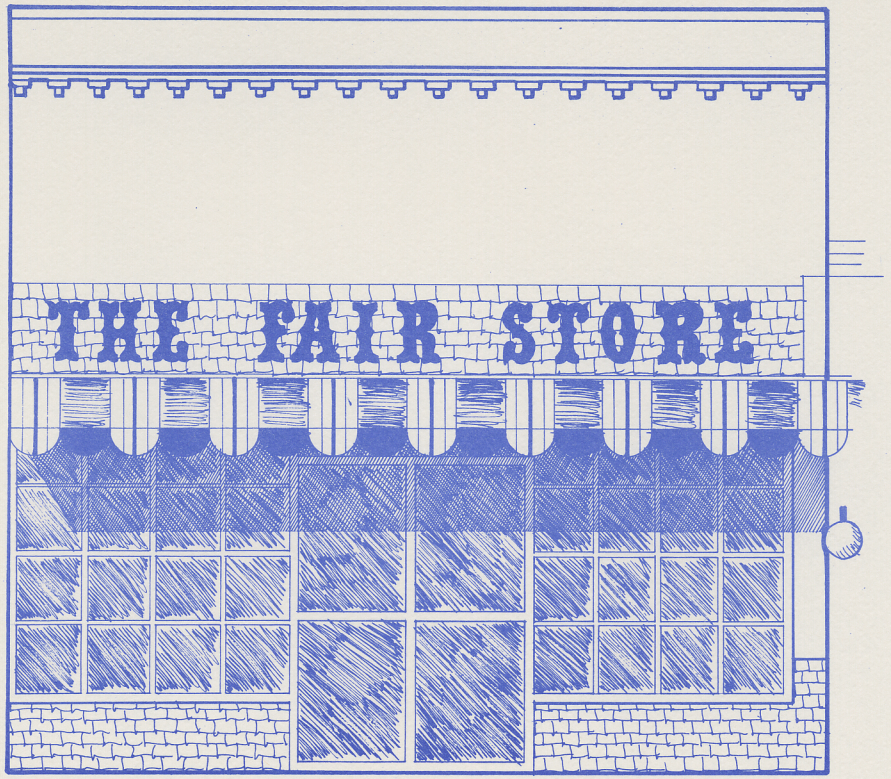
plate 26



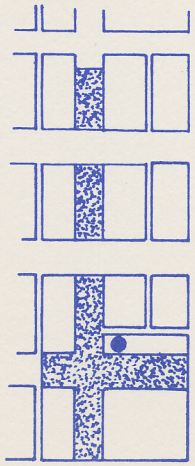
MODEL BOOT SHOP

THE ALUMINUM ABOVE THE CANOPY SHOULD BE REMOVED TO EXPOSE THE ORIGINAL BRICK. AS IN PLATE 26, THE SECOND-LEVEL WINDOWS SHOULD BE REPLACED. IN ORDER TO RID THE PROBLEM OF HAVING 2 INCOMPATIBLE COLORS OF BRICK, IT IS SUGGESTED THAT SHAKE-SHINGLE SIDING BE PLACED WHERE THE RED BRICK NOW EXISTS BELOW THE WINDOWS. THE "PLAYBILL" LETTERING COULD BE GRAPHICALLY ILLUSTRATED IN THE SPACE WHERE THE ALUMINUM IS NOW LOCATED.

plate 27







THE FAIR STORE

THE FAIR STORE HAS SOME INTERESTING ORNAMENT AT THE TOP OF THE BUILDING. SHAKE-SHINGLE SIDING SHOULD BE PLACED IN THE SPACE ABOVE THE CANOPY AND BELOW THE WINDOWS. A CANVAS CANOPY WOULD BRING THE DESIGN BACK TO ITS ORIGINAL STYLE. THE LETTERING STYLE SHOWN ON THIS PLATE IS SUGGESTED. IT IS ALSO SUGGESTED THAT THE GRAPHICS BE DISPLAYED ON THE SPACE ABOVE THE CANOPY. THE LAST SUGGESTION WOULD BE TO DIVIDE THE WINDOWS AS SHOWN.

MASSO'S

BASED ON DETAIL AND ORNAMENT THIS COULD BE THE MOST BEAUTIFUL BUILDING ON THE MALL. THIS DISPLAY IS EVIDENT ABOVE THE SECOND-STORY WINDOWS. AS SUGGESTED IN OTHER BUILDINGS IN THIS AREA, SHAKE-SHINGLE SIDING IS PROPOSED ABOVE THE CANOPY AND BELOW THE WINDOWS. THE GRAPHICS SHOULD BE ALTERED TO BE DISPLAYED AS SHOWN. A STRIPED CANOPY IS RECOMMENDED ALONG WITH PANED WINDOWS.

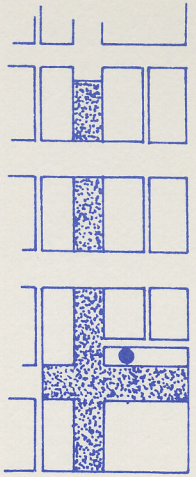
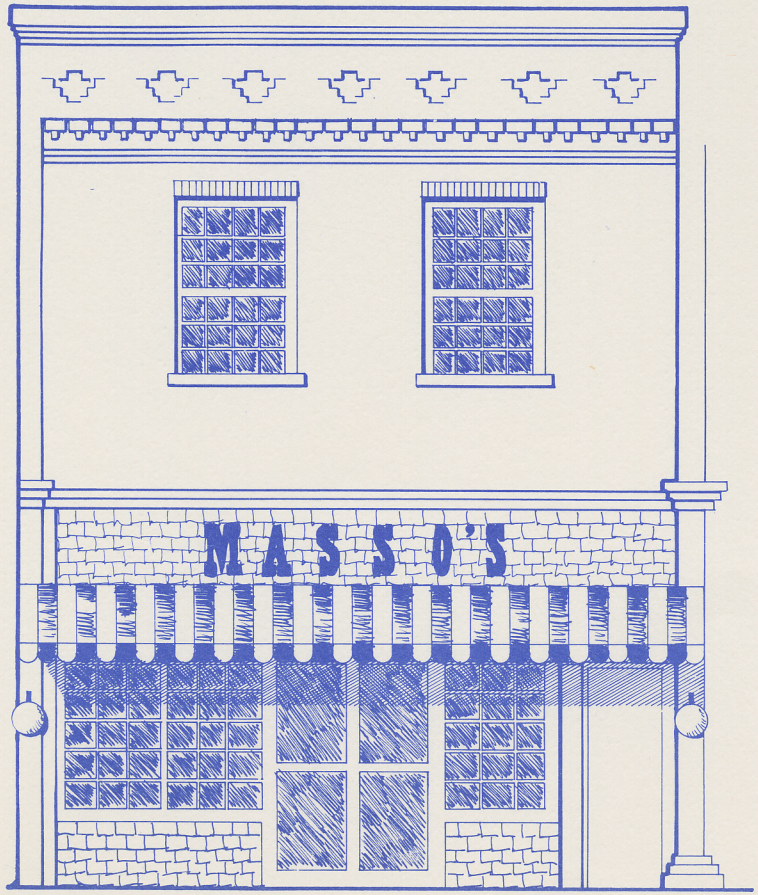
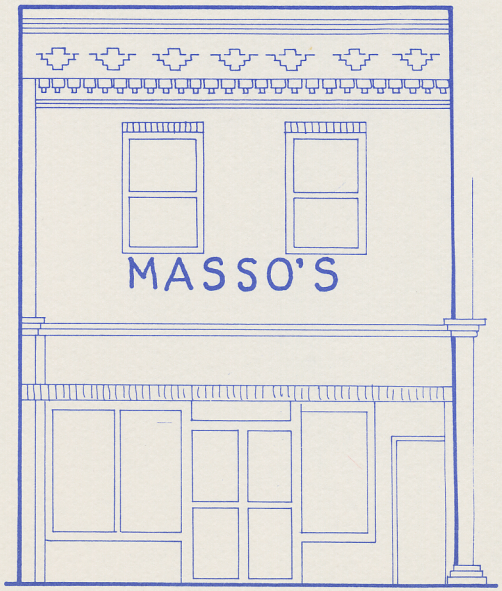
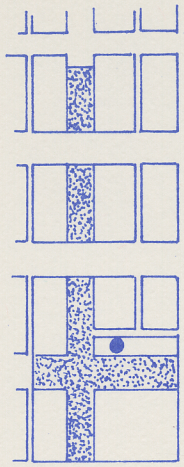
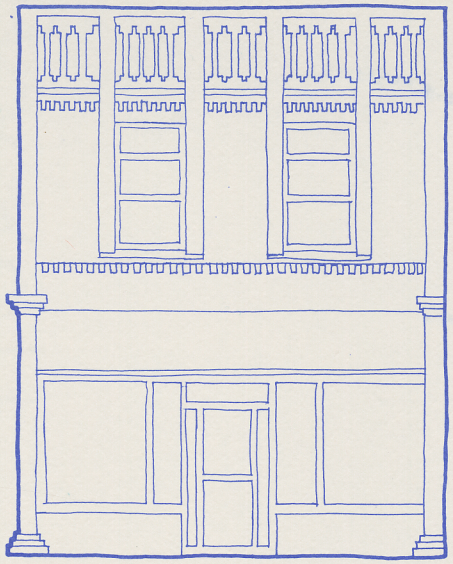


plate 28









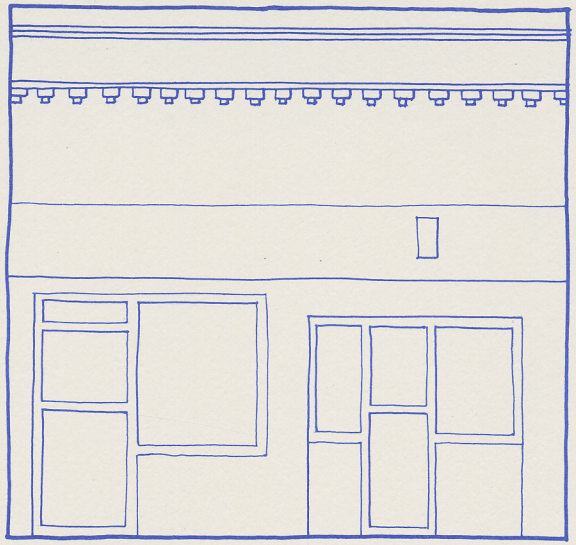


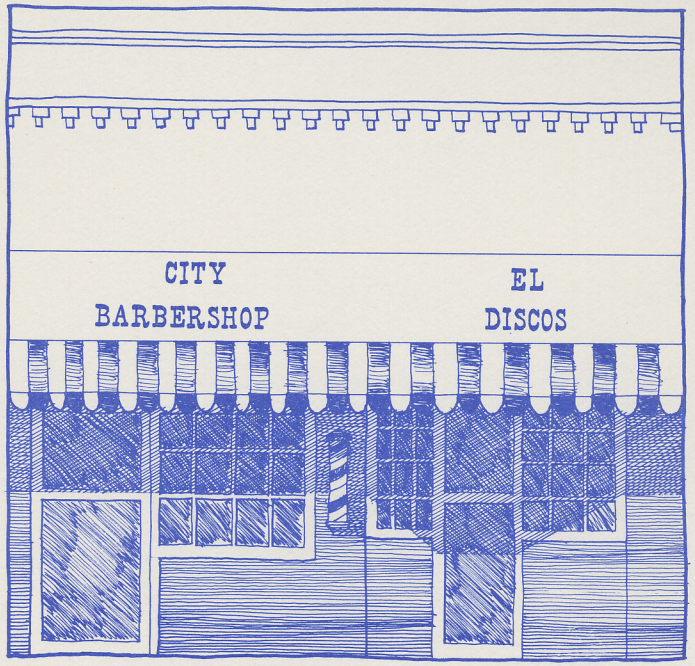
WOOD 'N THINGS

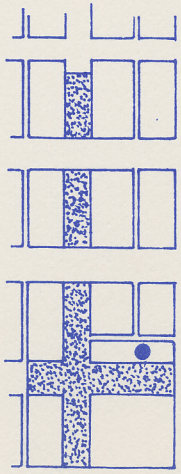
THIS STRUCTURE, WHICH IS NOW EMPTY IS BEAUTIFUL WITH ITS ORNAMENT AND DETAIL LOCATED OVER THE FACADE. THE EXISTING WOODEN CANOPY MIGHT NOT EXTEND OUT FAR ENOUGH AS IT NOW IS. THIS BUILDING WOULD SERVE ANY PURPOSE BUT IS SHOWN HERE AS A CRAFTS BUSINESS WHICH IS COMMON AND POPULAR IN MALLS THROUGHOUT THE UNITED STATES.

plate 29

plate 30

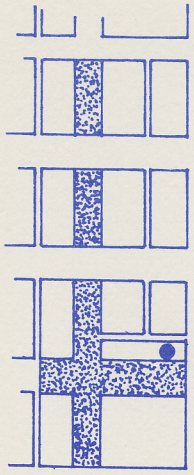


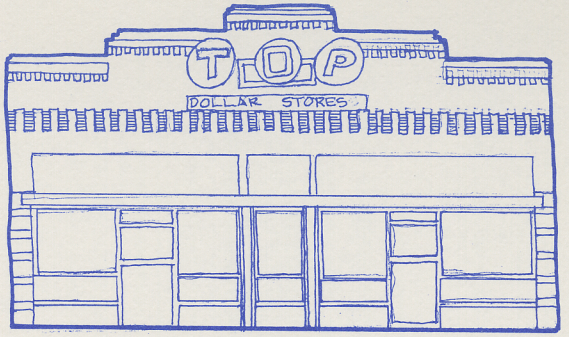




CITY BARBERSHOP
EL DISCO

THIS BUILDING NOW HAS BEAUTIFUL MAROON TILE ON THE LOWER HALF OF THE FACADE. THE REQUIREMENTS FOR GETTING THIS BUILDING INTO THE PIONEER SQUARE THEME WOULD BE LITTLE. A CANOPY AS SHOWN WOULD BE HIGHLY RECOMMENDED AS WELL AS THE DIVIDED WINDOW PANES. GRAPHICS SHOULD BE LOCATED IN THE SPACE INDICATED BY THE SKETCH.





TOP DOLLAR STORE

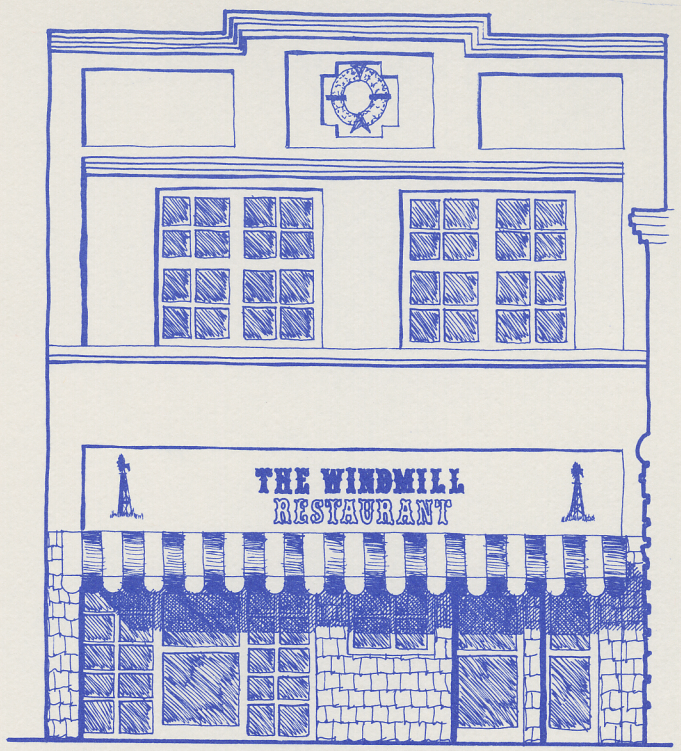
THIS BUILDING HAS AN A-BUNDANCE OF RESOURCES IN DETAIL AND ORNAMENT. HOWEVER, THE INTERESTING PATTERNS HAVE BEEN SCREEN-ED FROM VIEW BY THE GRAPH-ICS AND THE BRIGHT BLUE PAINT ON THE EXTERIOR. IT IS SUGGESTED THAT THE PAINT BE SANDBLASTED TO EXPOSE THE ORIGINAL BRICK AND THE GRAPHICS, ALONG WITH A THEME-BEARING NAME CHANGE, BE DISPLAYED AS SUGGESTED. DIVIDED WIN-DOWS WOULD ALSO BE SUG-GESTED.



plate 31

plate 32





THE WINDMILL RESTAURANT

THIS VACANT BUILDING PRESENTLY ENTITLED "PETE'S CAFE" WOULD ADEQUATELY SERVE AS A MUCH NEEDED RESTAURANT FACILITY ON PIONEER SQUARE. THE NAME SUGGESTED, "WINDMILL," WOULD DERIVE FROM THE PIONEER SQUARE LOGO. DEVELOPMENT PLANS OF THE MALL PRESENTLY CALL FOR THE CONSTRUCTION OF AN OUTDOOR SIDEWALK CAFE IN THE REAR OF THIS STRUCTURE.

IT IS SUGGESTED THAT THE PRESENT"PETE'S CAFE" SIGN BE REMOVED AND THE NEW ILLUSTRATION BE PLACED IN THE SPACE NOW OCCUPIED BY ALUMINUM SIDING. THE ALUMINUM CANOPY SHOULD BE REPLACED BY A STRIPED, CANVAS CANOPY AND SHAKE SHINGLE SIDING PLACED ON THE LOWER FACADE AS SHOWN.

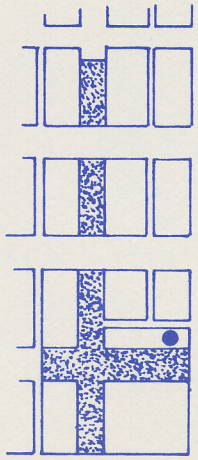
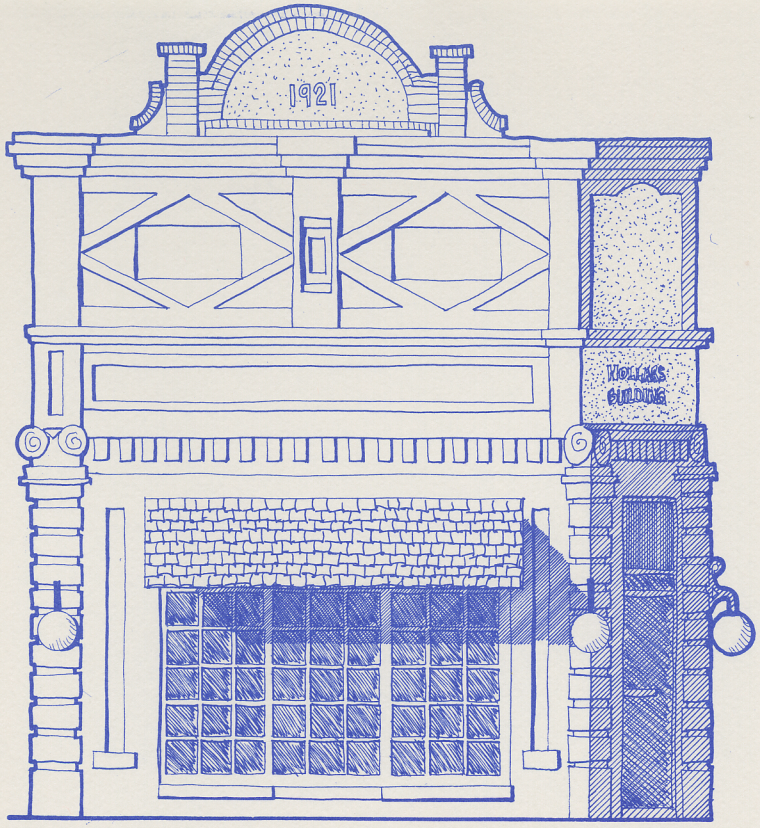
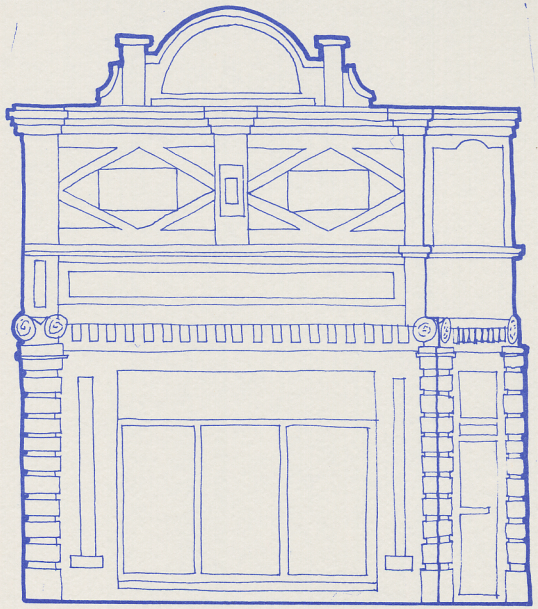
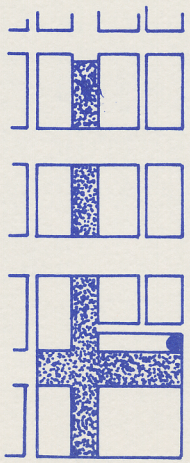


plate 33







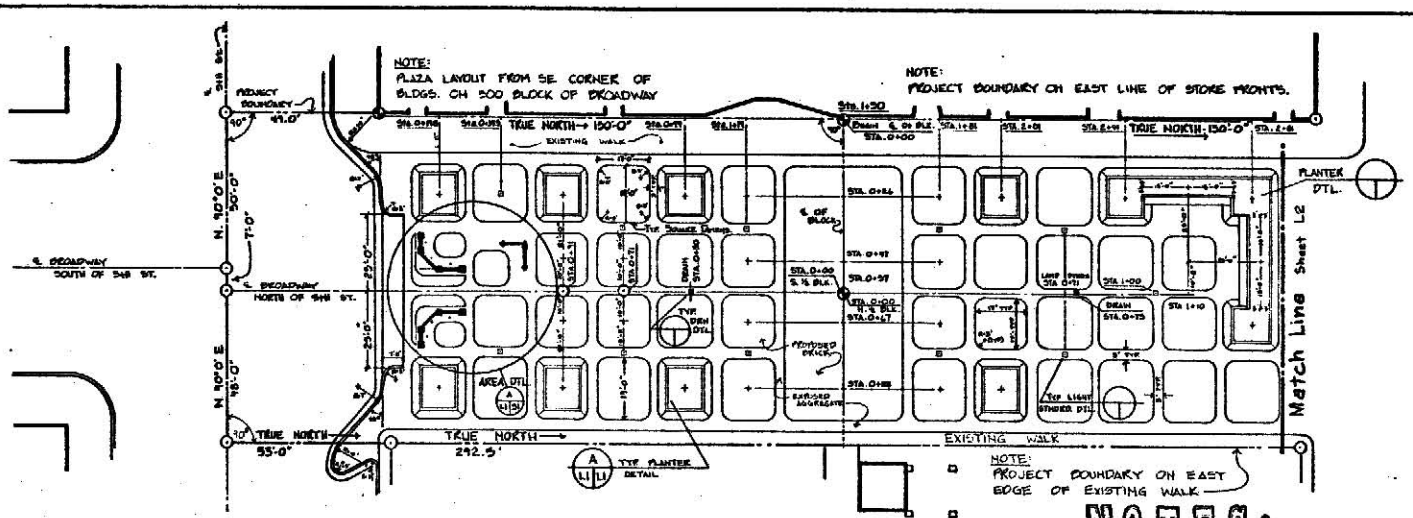
HOLLAR'S BUILDING

IN 1910, THIS STRUCTURE, KNOWN THEN AS THE "ANSLEY BUILDING," HOUSED THE THIRD NATIONAL BANK OF PLAINVIEW. THIS BUILDING IS EXTREMELY UNIQUE AND IS ABUNDANT IN DETAIL AND ORNAMENT. THE ONLY SUGGESTIONS THAT MIGHT COMPLIMENT THE ARCHITECTURE OF THIS BUILDING WOULD BE THE ADDITION OF A CANOPY AND TO DIVIDE THE WINDOWS AS SHOWN. A WOODEN, SHAKE-SHINGLE CANOPY IS RECOMMENDED. THE ROUND, GLOBE LAMPS WITH ORNAMENTAL IRON SUPPORTS ARE ALSO SUGGESTED.

APPENDIX D

CONSTRUCTION DOCUMENTS

LAYOUT PLAN



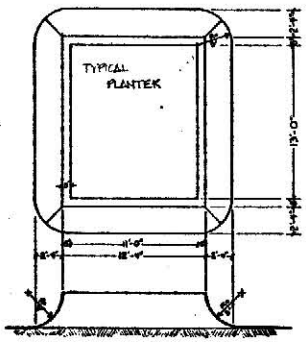
N

SITE PLAN

Block One · Scale: 1"=20'-0"

LEGEND:

- PROJECT BOUNDARY
- PROJECT CORNER
- INTERIOR ANGLE
- CENTERLINE OR REFERENCE LINE
- CURB RADIUS
- REFERENCE POINT
- CENTER POINT
- LIGHT STANDARDS
- AREA DRAINS
- CENTERLINE



DETAIL-A

Typical Planter

SCALE: 3/16"=1'-0"

NOTES:

1. EXISTING CONDITIONS PLOTTED AND SURVEYED BY PARKHILL, SMITH & COOPER, LUBBOCK, TEXAS, AUGUST, 1964.
2. ALL BEARINGS ON PLAN ARE ASSUMED. ALL BEARINGS AND DIMENSIONS SHOULD BE FIELD CHECKED TO INSURE ACCURACY.
3. WRITTEN DIMENSIONS HAVE PRECEDENCE OVER SCALED DIMENSIONS.
4. ALL STREET AND WALK AREA DIMENSIONS TAKEN FROM THE BACK OF CURB, INCLUDING ALL CURB RADII.
5. REFERENCE POINTS:
   EAST-WEST CENTER POINTS OF PLANTERS AND PAVING SQUARES TAKEN FROM BEGINNING REFERENCE POINT AT S.E. CORNER OF BLDG.
   NORTH-SOUTH CENTER POINTS TAKEN FROM CENTERLINE OF BLOCK (STA. 1+50).
   LOCATIONS OF LIGHTING STANDARDS AND DRAINS TAKEN FROM ℄ BROADWAY.
6. TYPICAL DIMENSIONS:
   A. BRICK PAVING SQUARES ON BOTH SIDES OF ℄ OF BROADWAY ARE 17'X17' WITH 3' RADIUS ON EACH CORNER.
   B. BRICK PAVING SQUARES ON OUTER EDGES OF PLAZA ARE 17'x 19' WITH 3' RADIUS ON EACH CORNER.
   C. CONCRETE STRIPS BETWEEN PAVERS ARE 3' IN WIDTH.
   D. PLANTERS HAVE SAME OVERALL DIMENSIONS AS CORRESPONDING PAVING SQUARES.
7. THE CONTRACTOR SHALL STAKE THE LAYOUT PLAN IN THE FIELD, OR RETAIN THE SERVICE OF A LICENSED SURVEYOR TO DO SO. THE LAYOUT SHALL BE APPROVED BY THE LANDSCAPE ARCHITECT PRIOR TO CONSTRUCTION OPERATIONS.
8. REPORT ALL DISCREPENCIES AND UNKNOWN CONDITIONS TO THE LANDSCAPE ARCHITECT IMMEDIATELY FOR DECISION.

PIONEER PLAZA

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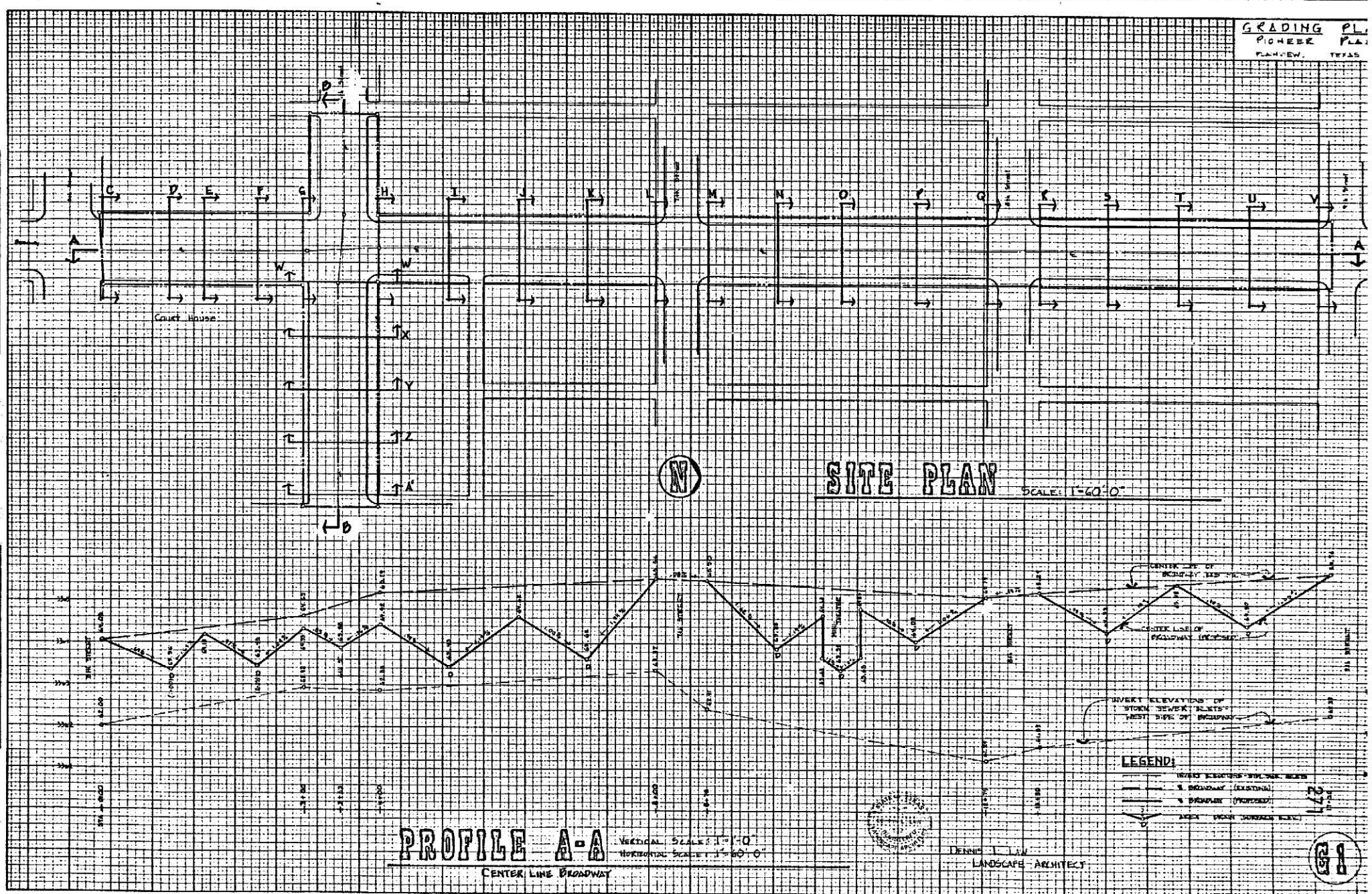
landscape architect

L1

GRADING PL
PIONEER PLA
PLAINVIEW, TEXAS



SITE PLAN

SCALE: 1"=60'-0"

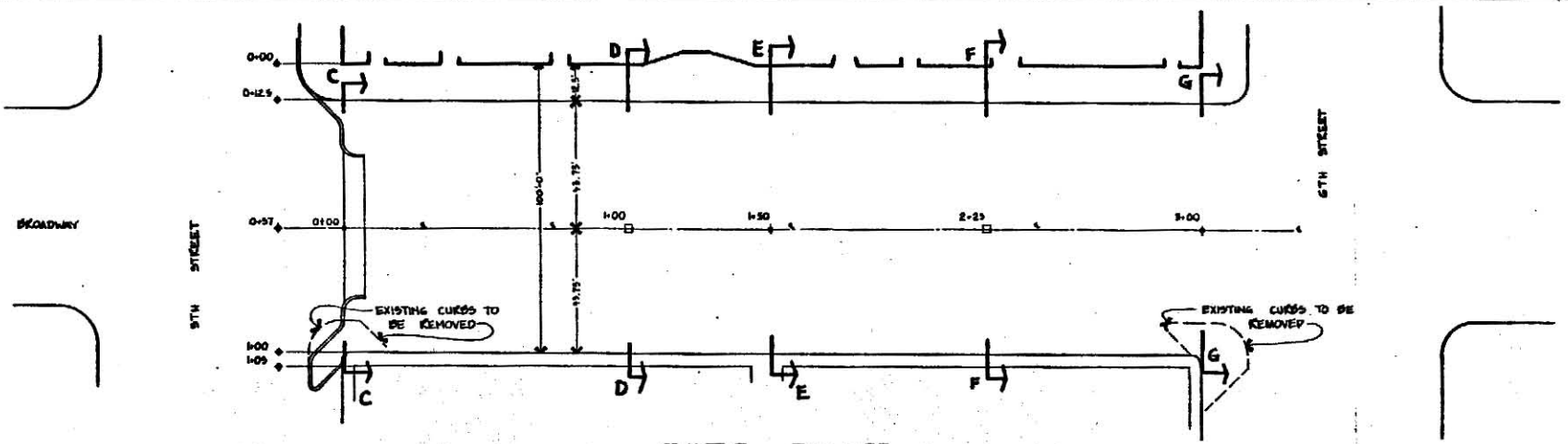
PROFILE A-A

CENTER LINE BROADWAY

VERTICAL SCALE: 1"=10'-0"
HORIZONTAL SCALE: 1"=60'-0"

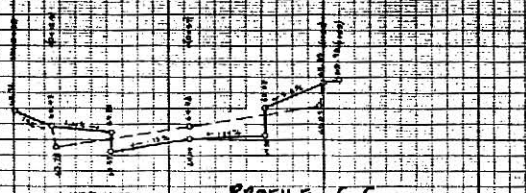
DENNIS J. LAW
LANDSCAPE ARCHITECT

K+E PLATE 3. CROSS SECTION

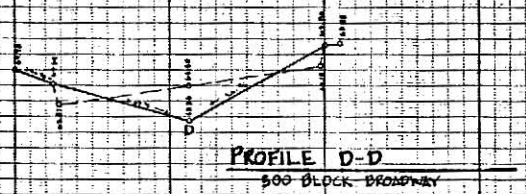


SITE PLAN

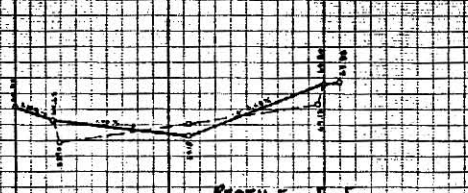
500 BLOCK - BROADWAY · SCALE: 1"=20'-0"



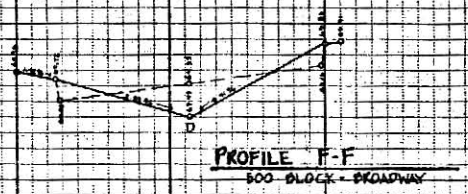
PROFILE C-C
500 BLOCK-BROADWAY



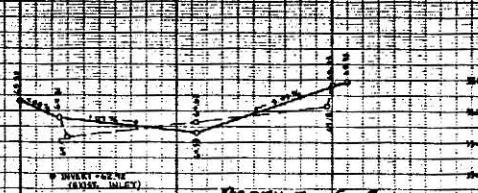
PROFILE D-D
500 BLOCK-BROADWAY



PROFILE E-E
500 BLOCK - BROADWAY



PROFILE F-F
500 BLOCK - BROADWAY



PROFILE G-G
500 BLOCK-BROADWAY

LEGEND:

EXISTING PROFILES
PROPOSED PROFILES
AREA DRAIN GRATE ELEVATIONS
INVERT ELEVATIONS EXIST INLETS WEST SIDE OF BROADWAY

PROFILE SERIES

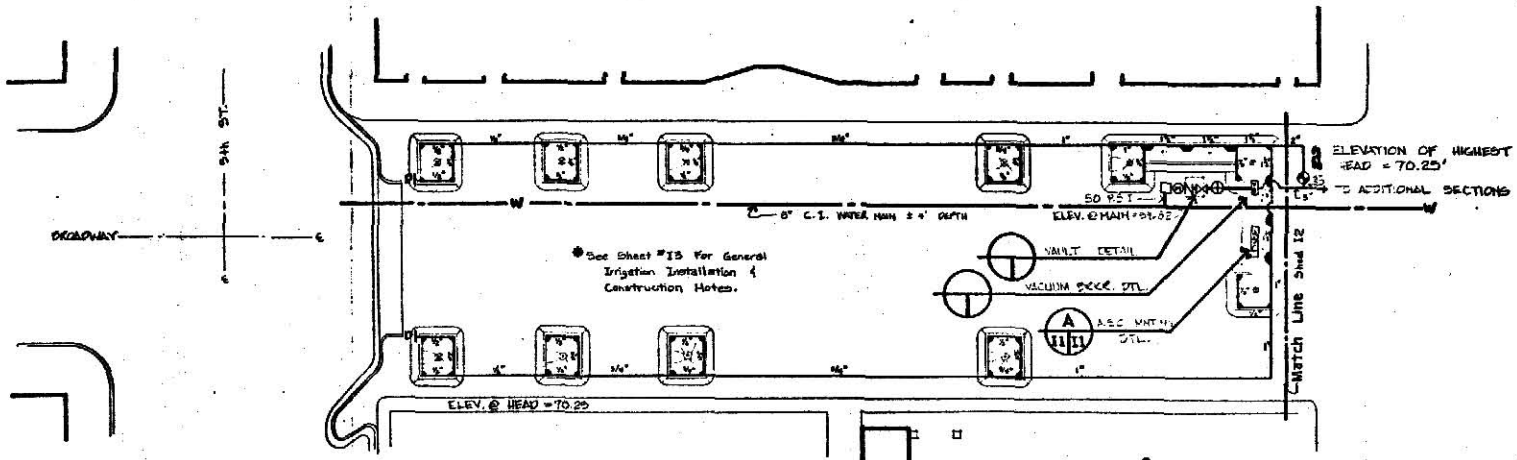
500 - BLOCK- BROADWAY · SCALE: 1"=20'-0"

Pioneer Plaza - Plainview, Texas

DENNIS J. LAW, LANDSCAPE ARCHITECT

G3/22

IRRIGATION PLAN

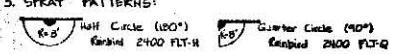


SITE PLAN

BLOCK ONE · SCALE: 1"=20'-0"

SECTION & DATA:

1. Section "A" Computed At 20 PSI With 39.8 GPM Maximum In System.
2. Heads Used:
   40 RAINBIRD 2400 FLT-Q
   6 " 2400 FLT-H
3. SPRAY PATTERNS:

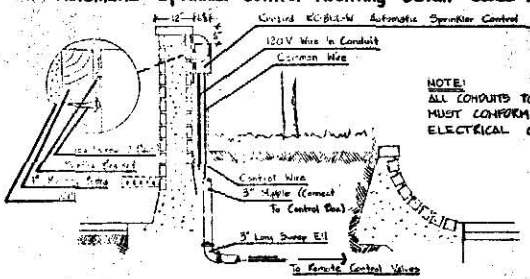


LEGEND:

- TREES
- CITY WATER MAIN
- SECTION SERVICE LINES
- SPRINKLER SERVICE LINES
- CURB STOP
- METER
- SWING CHECK VALVE
- MASTER GATE VALVE
- MASTER REMOTE VALVE
- VACUUM BREAKER
- REMOTE CONTROL VALVE
- AUTOMATIC SPRINKLER CONTROL
- AUTOMATIC DRAIN VALVE
- NON-INTERSECTING PIPE
- INTERSECTING PIPE

DETAIL - A

Automatic Sprinkler Control Mounting Detail · SCALE: ½"=1'-0"

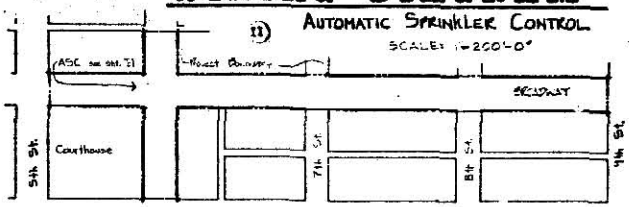


NOTE:
ALL CONDUITS TO BE CONNECTED MUST CONFORM TO LOCAL ELECTRICAL CODES.

WIRING DIAGRAM:

Automatic Sprinkler Control

SCALE: 1"=200'-0"



PLAINVIEW PLAZA

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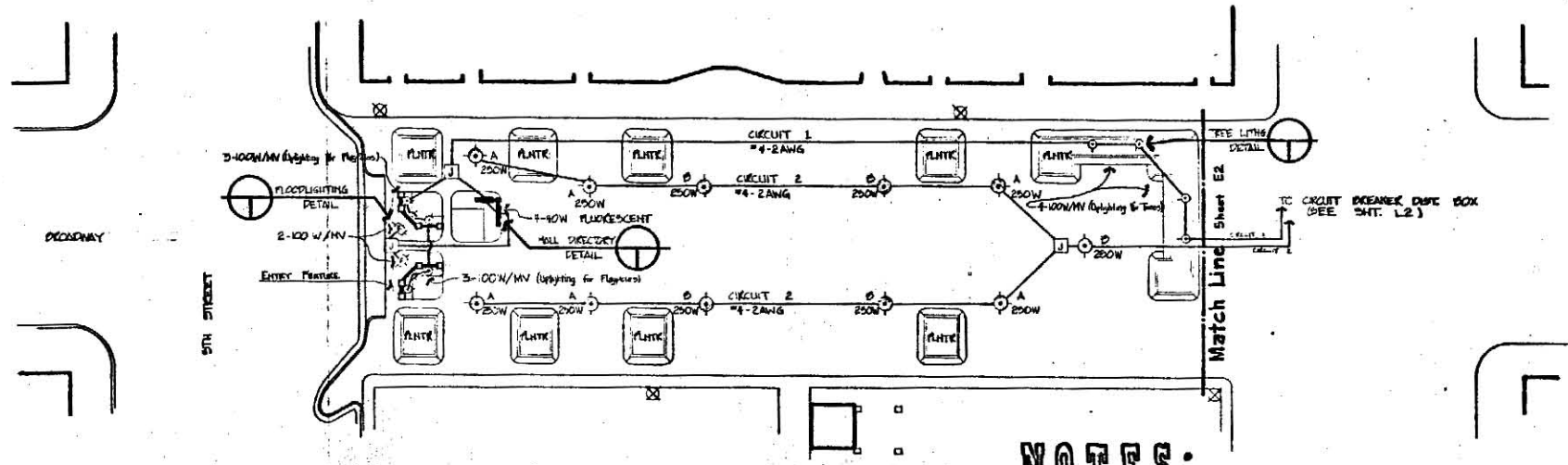
landscape architect

I-1

LIGHTING PLAN



SITE PLAN

Block One · Scale: 1"=20'-0"

LEGEND:

- FLOOD LIGHT
- POLE LIGHT STANDARD
- UPLIGHTING
- JUNCTION BOX
- TRANSFORMER
- M.V. MERCURY VAPOR LAMP
- INC. INCANDESCENT LAMP
- FLUOR. FLUORESCENT LAMP
- M.H. MOUNTING HEIGHT
- W. WATTS
- #4-2 WIRE SIZE @ 2-STRANDS
- AWG AMERICAN WIRE GUAGE
- FLUORESCENT WALL FIXTURE
- BRANCH CIRCUIT LINE
- NON-INTERSECTING LINES
- EXISTING POLE STNDRDS TO BE REMOVED

FIXTURE KEY:

SYMBOL	FIXTURE TYPE	M.H.	MFG.	SERIES	CAT NO	WATTAGE	FINISH	QUANT.
A	GLOBE & STANDARD*	10.0'	STERNER	GLOBE-LITE	GL18TSAACP-25CH208F (W.E)	250/MV	ENAMEL WHITE	6
B	GLOBE & STANDARD*	10.0'	STERNER	GLOBE-LITE	GL18TSACP-25CH208F (W.E)	250/MV	ENAMEL WHT.	5
	UP LIGHTING	FLUSH	PRESCOLITE	–	93009	100/MV	–	10
	FLOOD LIGHTING	RECESSED	PRESCOLITE	–	93009	100/MV	–	2
	WALL LIGHTING	SEE DTL.	PRESCOLITE	–	5965	40W/Flur.	–	4

*STANDARD SHALL BE STYLE E BY WOODLITE (STERNER)

Detail Reference System: B (Detail Number) / P1 D3 (Detail Page / Reference Page)

NOTES:

1. All Electrical And Wiring Corrections Shall Be Installed By Licensed Electricians.
2. All Labor, Materials, And Installation Shall Conform To Applicable Building And Electrical Codes. And Shall Further Conform To All OSHA Regulations.
3. All Wiring Shall Be Copper And Shall Be Installed In Parallel Connections.
4. Report All Discrepencies Immediately To The Landscape Architect For Prompt Decision.
5. All Electrical Cable Shall Be As Specified And Approved Underground Cable.
6. Electrical Cable Shall Be Installed Underground As Follows:
   - Primary Service Line – 4' Minimum
   - Secondary Service Line – 3' Minimum
   - Circuit Wiring – 2' Minimum
7. Transformer, Primary, And Secondary Service Lines Shall Be Installed By Southwestern Public Service Company; Plainview, Texas.
8. Conduit Shall Be Used Whenever The Cable Leaves The Ground Or Passes Under Concrete Or Stone Walls Or Thru Basement Foundation Walls.
9. All Trenches Shall Be Backfilled And Tamped To Insure Minimum And Proper Setting.
10. See Sheet L2 For Location Of Master Switch, Circuit Breaker Box And Circuit Switches.
11. Additional Circuits Are Available At The Circuit Breaker Box For Future Electrical Needs.
12. All Electrical Outlets Shall Be Waterproof And Provide Ground Fault System As Specified By OSHA And Other Regulating Codes.
13. The Master Switch And Circuit Breaker Shall Be Equipped W/ Manual Over-ride Switches.
14. The Transformer Shall Be Pad Mounted W/ A 6" Gravel Base Beneath Pad.
15. Permission Shall Be Secured From S.W.P.S. And City Of Plainview Prior To Installation Of Any Underground Cable.

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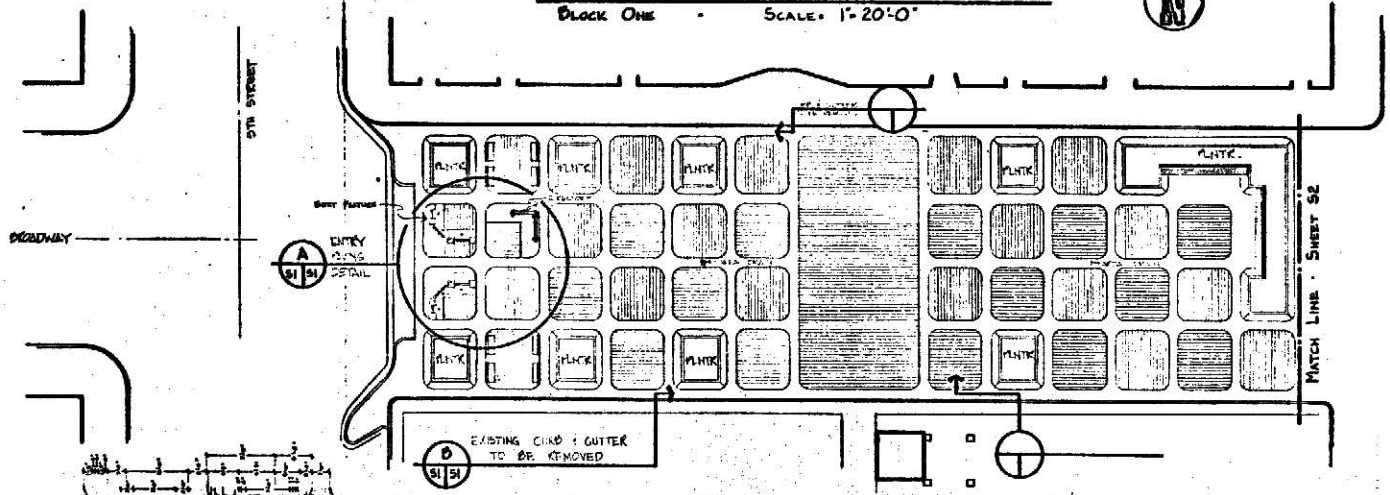
landscape architect

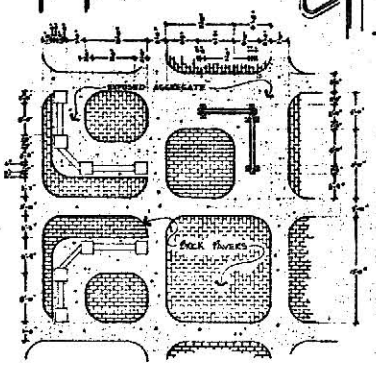
E1

PAVING PLAN

SITE PLAN

BLOCK ONE · SCALE: 1"=20'-0"

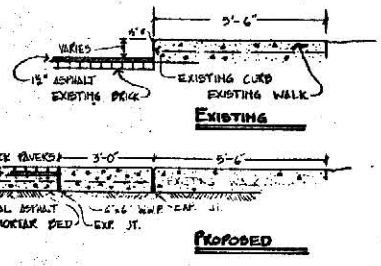




DETAIL-A

ENTRY PAVING DETAIL · SCALE: 1"=10'-0"

DETAIL NOTES:
1. PAVING SHALL BE RUNNING BOND PATTERN.
2. DIRECTION OF RUNNING BOND SHALL BE IN ALTERNATE 'HERRINGBONE' ORDER AS SHOWN ON SITE PLAN.
3. DETAIL INDICATES SURFACE PATTERNS AND MATERIALS ONLY. FOOTINGS AND CONSTRUCTION DETAILS FOR ENTRY FEATURE AND DIRECTORY ARE SHOWN ON OTHER SHEETS.
4. ALL RADIUS EQUALS 3'-0".



DETAIL-B

CURB/PAVING DETAIL · SCALE: ½"=1'-0"

DETAIL NOTES:
1. EXISTING BRICK ARE TO BE RECYCLED BY TURNING THEM UPSIDE DOWN.
2. EFFORTS SHOULD BE MADE TO REMOVE AS MUCH ASPHALT AS POSSIBLE
3. A LAYER OF SAND MAY BE NEEDED TO LEVEL BRICK.

PIONEER PLAZA

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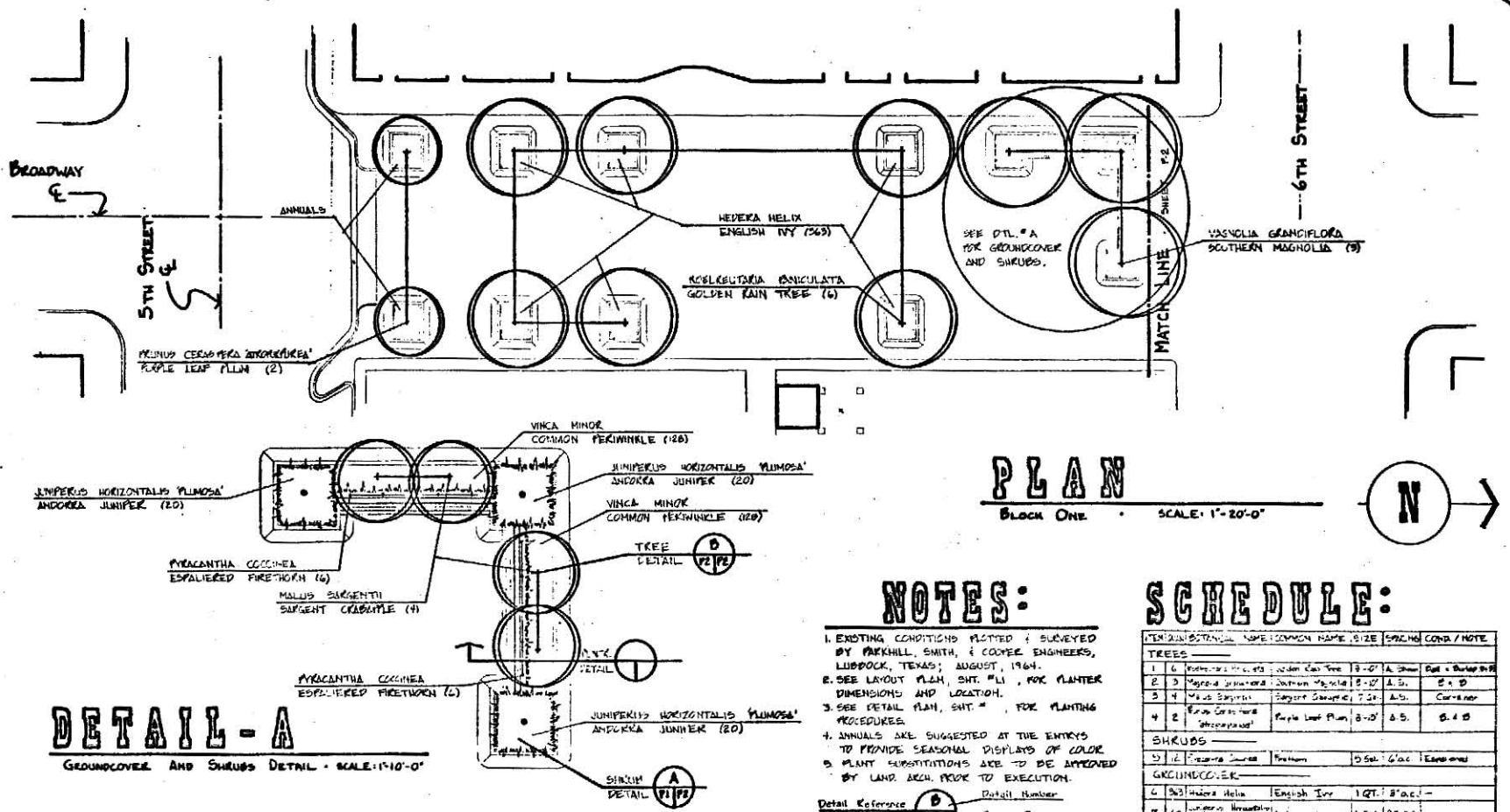
landscape architect

S1

PLANTING PLAN



PLAN

BLOCK ONE · SCALE: 1"-20'-0"

N

DETAIL - A

GROUNDCOVER AND SHRUBS DETAIL · SCALE: 1"-10'-0"

NOTES:

1. EXISTING CONDITIONS PLOTTED & SURVEYED BY PARKHILL, SMITH, & COOPER ENGINEERS, LUBBOCK, TEXAS; AUGUST, 1964.
2. SEE LAYOUT PLAN, SHT. "L1", FOR PLANTER DIMENSIONS AND LOCATION.
3. SEE DETAIL PLAN, SHT. " ", FOR PLANTING PROCEDURES.
4. ANNUALS ARE SUGGESTED AT THE ENTRYS TO PROVIDE SEASONAL DISPLAYS OF COLOR.
5. PLANT SUBSTITUTIONS ARE TO BE APPROVED BY LAND. ARCH. PRIOR TO EXECUTION.

Detail Reference System: Detail Number / Detail Page / Reference Page

SCHEDULE:

ITEM	QUAN	BOTANICAL NAME	COMMON NAME	SIZE	SPACING	COND / NOTE
TREES						
1	6	Koelreuteria bipinnulata	Golden Rain Tree	8'-0"	As Shown	Ball & Burlap
2	3	Magnolia grandiflora	Southern Magnolia	8'-10"	A.S.	B & B
3	4	Malus Sargentii	Sargent Crabapple	7'-8"	A.S.	Container
4	2	Prunus Cerasifera "atropurpurea"	Purple Leaf Plum	8'-0"	A.S.	B & B
SHRUBS						
5	12	Pyracantha Coccinea	Firethorn	5 Gal.	6' o/c	Espaliered
GROUNDCOVER						
6	363	Hedera Helix	English Ivy	1 QT.	8" o/c	—
7	60	Juniperus Horizontalis "Plumosa"	Andorra Juniper	1 Gal.	36" O.C.	—
8	256	Vinca Minor	Common Periwinkle	1 QT.	6" O.C.	—

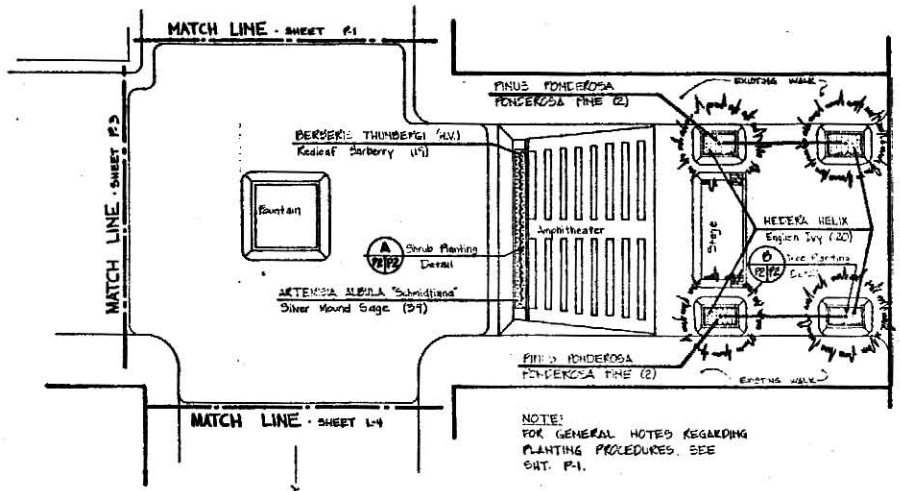
PLANTING PLAN

central business district renovation
plainview, texas

dennis l. law, a.s.l.a.
landscape architect

P-1

PLANTING PLAN



SITE PLAN

BLOCK TWO · SCALE: 1"=20'-0"

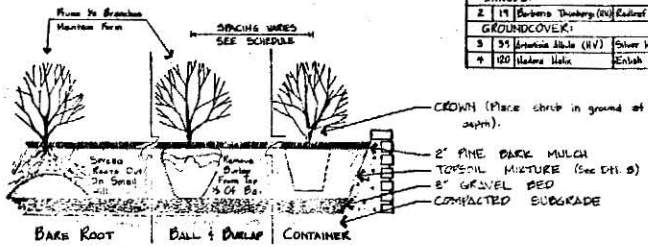
NOTE:
FOR GENERAL NOTES REGARDING PLANTING PROCEDURES, SEE SHT. P-1.

SCHEDULE:

Item	Qty	Botanical Name	Common Name	Size	Spacing	Condition/Notes
TREES:						
1	4	Pinus ponderosa	PONDEROSA PINE	10'-12'	As Shown	Ball & Burlap (B&B)
SHRUBS:						
2	19	Berberis Thunbergi (H.V.)	Redleaf Barberry	5Gal	30"o.c.	-
GROUNDCOVER:						
3	39	Artemisia Albula (H.V.)	Silver Mound Sage	1 Gal.	18" o.c.	Variety "Schmidtiana"
4	120	Hedera Helix	English Ivy	2½" pot	18" o.c.	-

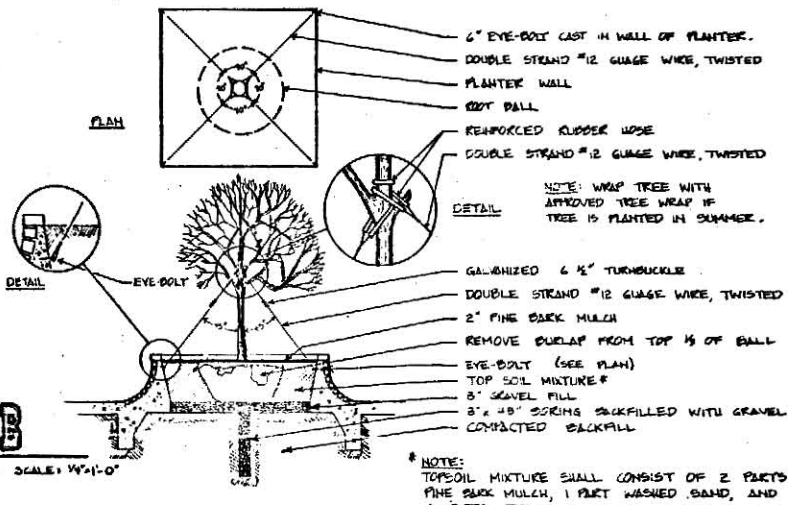
DETAIL-A

SHRUB PLANTING DETAIL · SCALE: 1½"=1'-0"



DETAIL-B

TREE PLANTING DETAIL · SCALE: ¾"=1'-0"



*NOTE:
TOPSOIL MIXTURE SHALL CONSIST OF 2 PARTS FINE BARK MULCH, 1 PART WASHED SAND, AND 6 PARTS TOPSOIL.

A METHODOLOGY FOR IMPLEMENTING A DOWNTOWN PEDESTRIAN MALL FOR PLAINVIEW, TEXAS

by

DENNIS L. LAW

B.S., Texas Tech University

AN ABSTRACT OF A MASTER'S THESIS

submitted in partial fulfillment of the

requirements for the degree

MASTER OF LANDSCAPE ARCHITECTURE

Department of Landscape Architecture

KANSAS STATE UNIVERSITY

Manhattan, Kansas

1976

ABSTRACT

The Central Business District (CBD) plays a vital economic role within the urban structure. Historically, the CBD has served as the center of most economic functions within the community. The CBD has been the place where individuals come to gather to make decisions regarding technology, investments, and marketing. These decisions place the CBD at the hub of a complex network of diverse activities that become interdependent upon each other.

Because of the concentration of activities associated with the economic functions of the CBD, congestion has occurred and the typical CBD has entered into a diseconomic state. Characteristics of diseconomy include interior stagnation and resulting urban blight, a flight to outer areas of the community, and the formation of multiple-nucleated centers. The CBD has, as a result, assumed a less important role within the total community.

In response to the diminishing role that the CBD has assumed in recent years, renewed interest has developed in hopes of revitalizing the core into a viable commercial complex. The use of pedestrian malls has been one method utilized as a catalyst for redevelopment.

The design and development of a pedestrian mall along a major street poses unique problems with regard to implementation. The major problem with implementation centers around communication between the designer and the client. In a typical mall design for a CBD, there is a multiple-client situation with which the designer must deal.

The CBD in Plainview, Texas, was used as a study model for the design of a downtown pedestrian mall. The community's needs and characteristics were inventoried and analyzed as a basis for the physical design of the mall.

The events associated with the community leaders during the design phase were scored and utilized as a basis for the development of prototype guidelines that could be used in similar situations.

Within the guidelines of the model, the client assumes more of a participating role in decision-making than is the usual case. With the complexity of working in a multiple-client situation, a highly organized, but simple working team must be devised, and is suggested through the model. The model also suggests a new approach to conceptualization which deals with minute detail in a large scale situation.