The (un)changing map of rural poverty: identifying enduring poverty areas for rural renewal

Tracey Farrigan
USDA, Economic Research Service

Rural Renewal Symposium
November 3, 2023

The findings and conclusions in this presentation are those of the author and should not be construed to represent any official USDA or U.S. Government determination or policy.
Rural areas vary in their assets, capacities, and needs
Federal Government data, research, and programs are resources available to rural communities seeking to meet their needs and capitalize on their potential.

<table>
<thead>
<tr>
<th>Education</th>
<th>Healthcare</th>
<th>Transit</th>
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<td>Employment</td>
<td>Healthy food</td>
<td>Community facilities</td>
<td>Fiscal health</td>
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Resources available through the USDA Economic Research Service (ERS)

www.ers.usda.gov/

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The Poverty Area Measures (PAM) data product

An online resource for researchers, Federal agencies, policymakers, and practitioners working to better understand and address issues of poverty, rural development, and equitable access

Initially released by the USDA, Economic Research Service (ERS) in November 2022 and updated periodically
Why a Poverty Area Measures data product?

Examples from The Consolidated Appropriations Act of 2021

<table>
<thead>
<tr>
<th>Initiative / Program area</th>
<th>Geography</th>
<th>Poverty area measure</th>
<th>Indicator of well-being</th>
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<tr>
<td>Rural development</td>
<td>county</td>
<td>persistent poverty</td>
<td>poverty rate of 20 percent or more</td>
<td>1990, 2000, and 2007-2011 5-year period estimates</td>
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<td>1990, 2000, and the most current single-year estimates</td>
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<tr>
<td>Community development financial institutions</td>
<td>Census tract</td>
<td>high poverty</td>
<td>poverty rate of 20 percent or more</td>
<td>2011-2015 5-year period estimates</td>
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<tr>
<td></td>
<td>county</td>
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</tbody>
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Poverty area measures are often used for determining Federal program eligibility.

They are not uniformly defined:

- Can be challenging for rural renewal practitioners seeking assistance in one or more focus areas.

Example: Help stakeholders navigate Federal program criteria

Poverty area measures are often used for determining Federal program eligibility.

They are not uniformly defined:

- Can be challenging for rural renewal practitioners seeking assistance in one or more focus areas.
Example: **Identify areas with complex needs, such as persistent poverty areas**

- Areas with a continuously high poverty rate over a period of 30 years or more.
- Typically face systemic capacity and socio-economic challenges that are difficult to overcome.
  - Serves as a proxy of the collective and unique challenges of rural areas and underserved populations.
PAM data product highlights

- Includes commonly used poverty area measures at the county and census-tract levels
- Contains a unique measure of **enduring poverty** = the entrenchment of poverty over time
- Most measures are available for decennial years from **1960 to present**
- All measures are **geographically standardized** = direct comparison over time and space
- Offers end-users the **flexibility** to adjust temporal measures to meet their unique needs
- Includes **diverse geocoding** = use with GIS/mapping software and supplemental data
- Methodology for most poverty area measures incorporates **data reliability** metrics
PAM contains **four poverty area definitions**, which represent different types of poverty phenomenon, based on the incidence and duration of poverty in an area.

- **High poverty**: areas with a poverty rate of **20% or more** in a **single** time period
- **Extreme poverty**: poverty rate of **40% or more** in a **single** time period
- **Persistent poverty**: areas with high poverty for **4 consecutive time periods**
  - ~ 30 years
- **Enduring poverty**: high poverty for **5 or more consecutive time periods**
  - ~ 40 + years

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Identifying enduring poverty areas for rural renewal

Persistent and enduring poverty counties

Note: Persistent poverty county status is defined as a poverty rate of 25% or more over a 30-year period ending in 2017-21 (1996 and 2000 Decennial Census and 2001-11 and 2011-21 ACS). Enduring poverty counties are a subset of persistent poverty counties with a poverty rate of 25% or more for a period longer than 30 years moving back in time from 2017-21 to 1960. Not available are due to low data reliability or missing data for one or more data periods. [Source: USDA, Economic Research Service using ERS Poverty Area Measures data product.]

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Identifying enduring poverty areas for rural renewal

Change in enduring poverty county status over the last decade

Note: Enduring poverty county status is defined as a poverty rate of 20% or more over a period longer than 30 years moving back in time from 2017-21 to 1980. Not available are due to low data reliability or missing data for one or more data periods.

Source: USDA, Economic Research Service using ERS Poverty Area Measures data product.

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The “un”changing map of rural poverty

Enduring poverty status, nonmetro counties

Oklahoma

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Examine patterns of persistent poverty at different geographic scales

Which tracts are driving persistent poverty at the county level

Clusters of persistent poverty tracts in counties classified as not persistent poverty

Persistent poverty may only be captured at the county level

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PAM can be linked to most other published ERS and Census Bureau data products, using the diverse geocode provided.

**Example use:** High poverty area, combined with demographic data from the American Community Survey.

- Illustrates regional and racial patterns of high poverty in rural America (only nonmetro counties are shown)

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Rurality as Asset

Mark T. Felts, PhD
Assistant Professor of Curriculum and Instruction – East Central University

Jennifer Snell, PhD
Assistant Professor of Education – East Central University

Rural Renewal Initiative 2023 Presentation
Audience Activity - Asset Mapping

1) Make a list of what assets make a community rural. (2 minutes)
2) Turn to person next to you and note commonalities (1 minute, *if attendees are plural)
3) Prioritize top three which capture rurality in the wisest manner. (1 minute)
4) Share with session top three items below (5 minutes):
   - 1:
   - 2:
   - 3:
   - 4:
   - 5:
   - 6:
   - 7:
   - 8:
   - 9:
   - 10:
Many Ways to Define Rurality

- **Deficit**: What’s not there.
- **Contradistinctive**: How it’s not urban.
- **Cultural Wealth**: Defined by minority experience
- **Dynamically Local**: Uniquely similar

**Deficit Ideology:**
Contrast to Urbanicity (Census Bureau)
- population count
- housing
- territory
- homogeneous

**Asset Ideology:**
Rural Cultural Wealth
- resourcefulness
  - ingenuity
  - familism
  - community unity

**Critique:**
- Authors do not distinguish between rural resourcefulness & ingenuity
- Argument hedged by politically progressive ideals
- Evidence is often urban database or case study to make general claim
- Cultural Wealth is tied to higher education outcome as monolithic means of economic prosperity
- Asset mapping is skill based and not virtue based

**Pearls:**
- Outmigration is not a permanent move because of deficit rurality
- Social cohesiveness as means and end of collaboration
  - Asset mapping
  - Rurality as nonhomogeneous
YOU GET A 'THANK YOU',
AND YOU GET A 'THANK YOU'
AND YOU ALL GET 'THANK YOU'S!
OSU Rural Renewal Symposium

Why Historic Main Streets Are Important for Rural Oklahoma

Ronald H. Frantz, Jr. AIA
Quartz Mountain Lodge
Lone Wolf, Oklahoma
Friday, November 3, 2023
MAIN STREET WAS TWO BLOCKS LONG

Norene Hobett
Why Main Streets are Important:

• Dad’s hometown of Sherman, Texas
• Mom’s hometown of Minden, Louisiana
• Mom’s adopted hometown of Texarkana, Texas, and Arkansas
My Hometown History (or lack of) by Age 18:

Equivalencies of:
- 14 houses
- 12 towns
- 4 states (but sort of 8 states)
My Hometown History (or lack of) by Age 18:

Equivalencies of:

• 3 kindergartens in 3 towns in 1 state
• 3 elementary schools in 3 towns in 3 states
• 5 junior high schools in 5 towns in 5 states
  • Involved 7 sets of classes (changed set of classes at 2 schools)
• 1 high school
My Hometown History (or lack of) by Age 18:

Religion background(s):

• Baptized as a Methodist in Texas

• Confirmed as an Episcopalian in Arkansas
  • (while playing baseball and attending Scouts at the Baptist Church)

• In college in Louisiana, attended a predominantly Jewish university while being in a predominately Catholic city
  • While away at college, mom moved to the family to the Anglican Church in Oklahoma
St. Cloud Hotel, Route 66/Manvel Avenue, Chandler, Oklahoma
(Mesker Brothers Storefront—Check out Got Mesker?)
HOLLOWING OUT THE MIDDLE

The Rural Brain Drain and What It Means for America

PATRICK J. CARR and MARIA J. KEFALAS

"The undoing of Middle America is the great secret tragedy of our times. For shining a bright, unavering light on the unfolding disaster, Carr and Kefalas deserve enormous credit."

—THOMAS FRANK, author of What’s the Matter with Kansas?
Main Street Work in Rural Oklahoma:

• Guthrie, Oklahoma
• Chandler, Oklahoma
• Pawhuska, Oklahoma
• Oklahoma Main Street Center
• OU Institute for Quality Communities
PAWHUSKA, OKLAHOMA

Streetscape Improvements for the Downtown Historic District
Pawhuska Downtown Revitalization and Preservation Association

Ronald Fleitz, Consultant

May 31, 1985
DHS Official says:

'We could not save downtown Pawhuska even if we had Billy Graham and Oral.'

BY JANET KENNEDY

It might not hurt Department of Human Services Property Management Administrator W. L. Kilgore to go over to the Department of Commerce and visit with the Main Street Office and listen to what they have to say about restoration of downtown properties.

According to a DHS memorandum, signed by Kilgore, "The only signs of life we saw were at a local bar across the street from the county office. It is apparent to me that we could not save downtown Pawhuska even if we had Billy Graham and Oral Roberts because there is not adequate parking available."

The memo stems from a visit Kilgore made to Pawhuska to review the proposals submitted in response to DHS' newspaper ad for office space in Osage County.

Four proposals were submitted, three of which use the same location, owned by the city on the southeast corner of Lynn and Main Streets, and one submitted by the Osage County Board of Commissioners which calls for the renovation of the county-owned building at 6th and Kibekah (the former National Bank of Commerce Building).

The Board of Commissioners proposed to renovate two floors of the building for DHS and pay for the renovation with funds paid by DHS in rent, then, when the renovation costs are paid off to allow DHS to adjust their rental cost down to a maintenance fee with renovation done by a local labor force and keeping the DHS offices in downtown.

This reasoning is not along DHS lines though. David Shaefer, of DHS, commented today, DHS looks at the lowest cost initially and a new building provides that. Shaefer apologized for the comments regarding the state of downtown Pawhuska in the memo and did Robert Fulton, the State Director of Human Services, stating, "That type of language was used in an internal memorandum and it does not reflect the view of DHS on Pawhuska or the people that live in Pawhuska. Fulton added DHS will continue to look for sites in Pawhuska to accommodate DHS county offices."
Local and State Publications
about historic structures

How does an old building differ from a restored historic structure? What are the differences between a "restored" building and a "restored" building? These concepts are described in The Brown Book: A Directory for Historic Preservation published by the Preservation Press. Being familiar with them will help you more accurately describe and discuss buildings and the scope of work which may be involved.

- Energy-efficient and site-responsive buildings
  - Efficient design
  - Quality materials and careful finish
  - Will require less frequent or extensive maintenance.

- Well-designed and constructed buildings will last longer than older ones.

- New construction costs can be minimized for materials and contractors thereby keeping the budget on schedule. Knowing exactly what and how much materials and building costs will be needed keeps the project on schedule.

- Not all architects are the same. Some prefer very large-scale projects; others prefer smaller ones. Some architects prefer not to design new construction; while some may specialize in restoration or—old building modernizations—preservation (e.g., where traditional to historic), or updating existing but not necessarily historic structures. Some architects may be highly visible and design a variety of projects.

- For architects and the methods of payment vary. The amount of fees relate to the amount of services rendered, but fees and terms of payment can be negotiated.

For more information about consulting an architect and the services an architect can provide, see: A Beginner's Guide to Architectural Services, published by the American Institute of Architects.

history is difficult to place our buildings in any of these recognized styles or categories.

The Five Civilized Tribes from the southeastern United States brought their established architectural cultures with them and applied these to permanent buildings. Buildings of other tribes in Oklahoma reflected religious use or military or government influence. The opening of the Oklahoma Territory for settlement and the rush of people from all parts of the country brought an "instant" architecture to Oklahoma. New settlers brought memories of their hometowns as well as their ideals for new towns. As a result, early Oklahoma buildings often represent "mixed" architectural styles that reflect regional tastes and architectural heritages from the north, south, and east. In addition to the complexity, architectural styles were modified to adapt to the climatic and physical demands of the new territory.

The best examples of this early architecture are the designs of Joseph Fossett. Born in Belgium and trained in France, Fossett ceased his work on the new Paris City Hall to participate in the April 22, 1869, Land Run. Fossett's eastern European designs dot the cities of Guthrie, Perry, and Stillwater. Sophisticated passive
The emphasis of the second-floor main lobby is the intricate inlaid marble compass on the corner of the floor. All four directions are accurately noted, as is the building’s official elevation above sea level. Seven types of marble were used throughout the halls, and aluminum light fixtures hung from barrel-vaulted ceilings. The detail work is exquisite, with carvings around bannisters, door knobs and elevator buttons. Even the escalator grills are works of art. These details helped earn the Municipal Building a place in the National Register of Historic Places in 2007.

“People either love or hate (Art Deco), but as (aesthetics) has realized the craftsmanship and material that went into it, it has gained a bigger following,” adds Frantz.

Civic Center Music Hall, originally the Municipal Auditorium, was Oklahoma’s first entertainment facility, and has undergone extensive renovations.

The Art Deco exterior is evident in the tiered lapside, geometric gilded windows, and detailed aluminum work around the front doors. The main lobby has the original fountain and restored ceiling from its design by architect J.O. Pott. The inner set of entrance doors is made of elegant stained wood with exotic details, adding variety to the geometric squares and rectangles in the space. Octagonal recessed sconces cover the ceiling, both on this level and in the Meinders Hall of alumni hall above.

Originally, the ceiling octagons were fitted with mirrors, adding even more elegance and grandeur to the ballroom. A striking staircase, worthy of showcasing glamorous starlets, leads up from the lobby to the ballroom. The ornate aluminum railing has strong yet graceful geometric lines, broken by intermittent arcs, and each rail curves elegantly down to the floor in an abstracted sunburst.

The Fredric Little Theatre (inside the Civic Center) is a quarter theater full of unique Art Deco features. The original sand bag pulley system is still in place to change and hold sets. Designed prior to sound systems, the theater has amazing acoustics. Plans have been created to restore the theater to its original beauty while giving it modern amenities.

The Santa Fe Station, 100 S. E.R. Gaylord, is an example of Streamlined Art Deco – less ornate, while still containing the chevron motif, aluminum fixtures and trim, and multi-marble patterns.

Other downtown examples of Art Deco architecture and design include the Post Office, 215 W. Dean Martin, and Montgomery Building, 500 W. Main. The Skirvin Hotel was built before this style was popular, but its coffee shop was added in the 1930s and reflects a strong Art Deco influence as do the Will Rogers Theater and Tower Theater signs.

Frantz is excited to have the opportunity to show others what Oklahoma City has to offer. “Tulsa is well known for its Art Deco,” he said. “Oklahoma City has never been put high on the list, and we have quite a few very remarkable Art Deco landmarks. It will surprise people.”
A Faithful Restoration
 Revival of a Prairie Cathedral

OKLAHOMA TODAY

Tales from Oklahoma Storytellers
Revival of a Prairie Cathedral

A Cherokee Wonderland • Handmade Gifts
A Panhandle Christmas

The project began down from the top. In 1866, the last year of the Civil War, the Oklahoma Territory was established. Among the various tribal nations who lived in the region, the Osage and the Shawnee were the most powerful. The Osage were known for their advanced agricultural techniques, while the Shawnee were skilled at hunting and warfare. The region was largely uninhabited, with scattered small settlements of pioneers and farmers. The area was vast and undeveloped, with few roads and no infrastructure.

In the late 19th century, Oklahoma began to attract a growing number of settlers and pioneers. The state was opened to homesteading in 1889, and thousands of people rushed to claim land and establish new homes. The area was rich in natural resources, with vast amounts of oil and gas reserves. The discovery of oil in the 1920s and 1930s led to a rapid influx of wealth and development, with new towns and cities springing up overnight.

The capital city of Oklahoma City was founded in 1889, and quickly became a hub of commerce and industry. The city's growth was fueled by the oil boom, and it became one of the most prosperous cities in the United States. The city's skyline was dominated by the oil derricks and refineries, and the streets were filled with the sounds of machinery and engines.

In the early 20th century, Oklahoma City began to develop as a cultural and educational center. The University of Oklahoma was founded in 1890, and it quickly became one of the leading universities in the nation. The city's museums and theaters were also among the best in the country, and it was a popular destination for tourists and visitors. The city's growth continued unabated, with new buildings and infrastructure being erected at a rapid pace.

In the mid-20th century, Oklahoma City underwent a period of rapid industrial growth, with new factories and plants being built to manufacture a wide range of goods. The city's economy was based on heavy industry, and it was a major source of employment for thousands of workers. However, this period of growth was not without its challenges, as the city struggled to keep up with the demands of a rapidly changing world.

In the late 20th century, Oklahoma City began to focus on developing a more diverse economy, with new industries being established to replace the declining ones. The city's leaders were determined to attract new businesses and encourage the growth of existing ones. The city's infrastructure was also improved, with new roads and bridges being built to accommodate the increasing traffic.

Today, Oklahoma City is a vibrant and dynamic city, with a diverse range of industries and a strong commitment to education and culture. The city's leaders are focused on ensuring that Oklahoma City continues to thrive and grow, while also preserving its rich history and unique character.
The Way They Were
Small Towns Turn The Lights Back On At Landmark Movie Palaces
“The small town was the incubator that hatched all our leaders.”

--Will Rogers
Preservation: Whose Job Is It?

OKLAHOMA’S 13TH ANNUAL STATEWIDE PRESERVATION CONFERENCE

CHEROKEE STRIP CONFERENCE CENTER • 123 WEST MAINE, ENID

MAY 17 - 19, 2001
WHAT MAKES A BETTER PLACE?

Page 4

Walkable Urban Areas
OKC
SECOND TIME AROUND

A RENAISSANCE STORY BY
STEVE LACKMEYER & JACK MONEY
WITH A FOREWORD BY BOB BLACKBURN PHD
National Publications
commitment to their respective concerns to create an important new program for the state.

Instead of grants, DesignWorks provides technical advice and assistance. Implementation of any project identified must occur through the resources of the community requiring advice. Upon request from the community, the DesignWorks program will send a team of design professionals to review representatives of the town. The resource team is comprised of an architect, a landscape architect, a staff person from the Main Street Program, and the DesignWorks coordinator. The team works closely with the communities in a two-day intensive workshop, touring the town, meeting with a wide cross section of residents, and recommending a specific project as a practical example of how design can be integrated into strong community planning.

To further their goal of public education and advocacy, the DesignWorks program staff initiated a video on public design. The Oklahoma State University Cooperative Extension Service became another valuable partner by producing the video DesignWorks, which is distributed to communities as a valuable tool in attracting support for public design projects. The video is distributed free of charge through the statewide County Extension offices and through the DesignWorks program. An authoritative book entitled Community Design Book also provides essential information related to architecture, landscape architecture, urban planning, and graphic design in an extremely accessible manner for use by citizens who want to improve their neighborhoods or downtown centers.

The DesignWorks program gives communities technical assistance, leaving them with a specific plan of action and resources to help in implementation. The program also provides the State Arts Council with unprecedented access to rural communities and gives them insight into design and the arts. DesignWorks has forged unexpected partnerships between state and local agencies responsible for business, economic development, historic preservation, the arts, and agriculture throughout Oklahoma.

Pride in Place
One of the most ambitious collaborations in design advocacy and education occurred through a three-state partnership the state arts councils and Main Street Programs of North Carolina, South Carolina, and Tennessee. Funded in part by the National Endowment for the Arts, the Pride in Place program provided extensive technical assistance to small towns in this region.

The program was created to help small towns in which there is a particular need for public officials and citizens to understand how planning, zoning, and other design decisions influence the future of their community.

Resource teams visited these small towns after specific requests were made to address defined issues generally related to design, community planning, or cultural development. The resource teams helped the communities identify a plan of action and left the town with a written strategy for action to be implemented by the locality.
OKMULGEE, OKLAHOMA: **Bust to Boom**

The National Trust’s Main Street Program brings prosperity downtown.

**Ronaldo H. Frantz, Jr.**

From bust to boom to bust, Oklahoma—a young state still struggling for an image—has a short but turbulent history of development. Beginning with a blast from a gun in 1829, “land runs” opened areas of what was then Indian territory for settlement. Booming towns were created seemingly overnight, and in 1897 Oklahoma became the forty-sixth state.

Underlying the social development of the state was its economic development: Sifting into the blue skies was tremendous wealth in the form of oil. Added to the optimism of business in the final frontier was the wealth with which incumbrance impressive structures in massive sandstone, red-clay brick, glazed terra-cotta. In only a matter of years the prairies of Oklahoma were transformed into cities.

In the 1930s the Great Depression brought a halt to the gushing wealth. Oklahoma and its rich architectural heritage weathered the times, but unfortunately, photographs and literature of the time named the image of a Dust Bowl—an image of Oklahoma that remains.

As a state in its adolescent years Oklahoma was unsure about what it was going and was too ashamed to appreciate its heritage. For years the status quo was accepted. “Historic preservation” and “Oklahoman” seemed an unlikely partnership; a young state could not yet have acquired a strong heritage and identity. Or could it have?

“A complete change of attitude coupled with an increased awareness of historic preservation—these are the keys to our success,” says Jeanne Cline, the director of the Oklahoma Main Street Program in Garfield County. “In 1950 we had worked with several towns throughout the state. Today we have seen a return of millions of dollars to these towns during the Historic Main Street renovation in the state’s history.”

Cline, previously a Main Street project manager in Georgetown, Texas, was given the task of developing the Oklahoma Main Street Program in June 1985. The first towns were selected in early 1986—what is considered to be the year of the decade-long recession. In 1986 the unemployment rate in Oklahoma hovered at 6.2 percent. New business starts declined fifteen percent, and unemployment rates fell 8.8 percent. The per capita income was reduced between seventy-three percent and eighty-four percent of the national average. Additionally, Oklahoma had the second-highest number of bank failures in the country.

Since banks closed in 1986 uniformly, a total of twenty-three during the previous four years. (The number eventually would climb to more than 130 by 1990.) These figures are the result of the oil bust that began in the early 1980s.

In 1984, oil, which was the fifth-largest component of the gross state product, saw a forty-eight percent decrease in price. This resulted in an eighteen percent decrease in jobs (15,184) from the previous year as well as a seventy-six percent decrease in the number of oil and gas jobs in the two business failures. Suffering from poor returns and external images, a deep recession, and a population loss, how could the state regain confidence? How could reinvigoration be met with in the context of Oklahoma Main Street? The potential of a new identity was recognized.

Oklahoma Main Street was created in 1985 to restore the Main Street programs in Oklahoma. Oklahoma is a key example of a typical Oklahoma town. In only five short years, this troubled adolescent town has matured into a fine municipality. Designed by the 1898 capital of the Muskogee Creek Nation, Oklahoma is located in the heart of the Glenn Pool oil fields. These oilmen oil fields were at the base of some of the richest strikes in both the 1920s and 1930s oil booms. During the 1920s Oklahoma’s population ascended from 750,000 to 1,500,000.

[The text continues with a discussion of the restoration efforts and the impact on the town.]
RETURN TO MAIN STREET

Why the Small-Town Comeback Is No Illusion
EXAMINING THE MAPS

The桑邦公司 introduces each set of fire insurance maps with an index map of the town or city being covered. Shaded or color-coded, these maps illustrate a town's growth. In some cases, the桑邦公司 mapped towns as they were being built and thus charted town's entire history. The town of ENID, Oklahoma is a case in

POINT: ENID FIRST EXIST BEFORE THE OKLAHOMA LAND RUN OF 1889. THE 桑邦公司 COMPANY FIRST MAPPED ENID IN 1895. A DECADE LATER, A COMPLETE REVISION TO DECRAGE THE PUTT BUILT-UP STUDENT THAT SERVED THE TOWN'S POPULATION OF 2,000. FEW ELLSON STREET MAPS WERE MADE IN THE TOWN'S BEGINNING AS A RAILROAD-WAY-TOWN. Rolen's POPULATION TO 11,000 A DECADE LATER. WHEN ENID'S STREET MAPS FOLLOWED FOURTEEN SHEETS, THEN-EGGANCE CAPTURED THE TOWN'S GREATEST GROWTH, AND IT WAS MAI-

LY UNDERWAY IN 1917 WHEN THE 桑邦公司 COMPANY始めた ENID'S POPULATION AT 9,000 AND PUBLISHING THE COMPLETE SHEET OF ENID. ANOTHER COMPLETE SET COMPLETED AT ENID'S STREET MAPS IN 1930, THE PASSING YEAR THAT THE 桑邦公司 COMPLETELY REHABILITATED WWI MAPS OF ENID. THE TOWN WAS BRUSHING THE HEIGHTS OF ITS GROWTH. MAPS ENID'S FIRST RISERS AND FALLS WERE BEGUN INSTALLED, THEN ON THE MORE COMPLEX MAP CONSTRUCTION, ENID'S POPULATION AT 20,000. SHORTS SHEET MAPS WERE COMPLETE AT 40,000. THE TOWN'S GEOGRAPHY CHANG-
Citizens National Bank & Trust Company

Oklahoma City, Oklahoma

The Citizens National Bank & Trust Company, founded in 1878, is one of the oldest banks in Oklahoma. It has been in continuous operation since its founding.

The bank has a long history of serving the community and is known for its commitment to supporting local businesses and organizations.

Citizens National Bank & Trust Company

Oklahoma City, Oklahoma

Founded in 1878, Citizens National Bank & Trust Company is one of the oldest banks in Oklahoma. It has been in continuous operation since its founding, and is known for its commitment to supporting local businesses and organizations.

The bank's history is a testament to its dedication to the community it serves. From its humble beginnings as a small, local institution to its current status as a prominent player in the Oklahoma banking industry, Citizens National Bank & Trust Company has remained true to its roots.

As a community-focused bank, Citizens National Bank & Trust Company has played a vital role in the economic growth and development of the Oklahoma City area. Whether helping individuals achieve their financial goals or supporting local businesses, the bank has always been committed to contributing to the success of the community it serves.

Today, Citizens National Bank & Trust Company continues to be a leader in the banking industry, offering a wide range of products and services to meet the needs of individuals and businesses alike. With a focus on personal attention and customer satisfaction, the bank remains dedicated to helping its customers reach their financial goals.

In conclusion, Citizens National Bank & Trust Company is a true testament to the impact that a community-focused bank can have on a local economy. By supporting local businesses and individuals, the bank has helped to create a thriving and vibrant community that is poised for continued growth and success.

For more information about Citizens National Bank & Trust Company and its services, visit their website or stop by one of their locations. You'll find a bank that is truly committed to helping you achieve your financial goals and contribute to the success of your community.
This general store, known in 1890, helped make Seven's fortune. From it, he maintained a step up to the fine "Civilized Times." The left sandstone wall has survived many efforts during renovations.

Citizens National Bank's early prosperity led to a first floor corner addition. Dr. McKinney's eye, ear, nose, and throat office took space upstairs, and a hardware store did business next door.

The new stone-and-marble "place" closed the corner entrance and buckled the historic fabric. It did not last as fashionable a couple of decades later.

To residents and even the bankers, the renunciation of the historic Seven's Block was almost miraculous. Bring back the cup, see, hear, and throat men, and you would swear it was 1900.
main street success stories

How community leaders have used the Main Street Approach to turn their downtowns around.
revitalizing
MAIN STREET

A practitioner's guide to comprehensive commercial district revitalization
Don't Bungle That Bungalow!

By Ronald H. Frantz Jr., AIA

Call it Bungalow if you want. Yes, it is bungalow in a place called Bungalow, Oklahoma.

For the past nine years, we have lovingly restored a 1912 Bungalow. Technically, it is really a bungalow, but for some reason, I have never warmed to that term. So, for all matters, our house will be called a bungalow.

"Don't Bungle That Bungalow!" is a 10-year study of "improvements made to bungalows in our city and state—Oklahoma City and Oklahoma respectively."

Bungling a young state and having much of its growth from 1907-1935, Oklahoma towns and cities are dotted with bungalows of all sizes, designs and materials. I would dare to state that the bungalow is the predominant house style in the state. Therefore, I have found much material to study and display bungalow techniques. From this, I have derived BC Common Bungalows. The illustrations are of our 1912 bungalow, with all original architectural elements intact, but with the 19 bungalows applied in a sequence typical of those who do not exhibit true bungalow.

Bungalow 1: Replacing Porch Details

Elephantine columns, battered piers, or truncated columns are the big, fat limbs of a bungalow. To me, these are the legs and arms that support the incredible mass of the low-slung, horizontal-looking bungalows. When these big columns are replaced with spirited, little turned Colonial columns, new or wrought iron, a bungalow is in progress. This goes for the porch-raising as well. These just appear to be too weak and skinny to really support the rest of the house.

Bungalow 2: Amazing Brick & Removing Chimneys

I watch many homeowners go to all lengths to eliminate a brick chimney. Vinyl or aluminum siding is pasted over the real siding of real wood. Steel doors replace great old wood ones. And, aluminum windows replaced wonderfully-patterned wooden ones. After all this work, the brick is then painted. The one item that never needs it, gets painted. This hides settling cracks, poor tuckpointing or stains and other aging clues.

continued on page 4
Don't Bungle That Bungalow—continued from page 4

The biggest bungalow is done by people who are anxious to give all their bungalows. Anyone who puts an arch under his front step does not have a bungalow. Also, changes are cruel, annoyingly during a reviving project. Almost most bungalows only have "mack" front steps with galvanized iron, many of these change- noses still serve as fins for floor turnouts. RETAINING baths, water heaters and stoves. stone flowers in the yard, breezeway or house. Cutting off chimneys is such as the major project of a bungalow.

Bungalow 44: Installing New Siding

This is a bungalow or bungalow to the man. Bungalows have a variety of siding patterns, textures and materials. Stock materials at low prices destroy all proportions. When applied over wide corner boards, window trim, both courses and other architectural trim, the bungalow can quickly become bungled. This can result in putting a patch over the true bungaloid.

Bungalow 45: Replacing Wood Windows & Doors

As noted earlier, many wood windows and doors are replaced for maintenance and energy conservation. There are 16 windows, most 36 by 68 in size and one 16 by 24. REPLACEMENT windows of the same or better quality can be done for less than $1,000. We simply replace each window, whether it was a good one or not, the cost was just more than $2,000. This illustration shows what a typical window from the local hardware store does not do. Also, many kinds of old windows are still used to day. Our 16 by 24 windows are remodeled, some are now 36 by 68 in size.

Bungalow 46: Removing Roof Details & Installing Light Colored Shingles

When we removed our bungalow in 1976, we found few surprises. The roof rafter is only 36 by 36 (very typical for Oklahoma bungalows). The original 1920 wood shingles were in place as well as four layers of asphalt shingles. Our roof drains had leaked, plus the old shingles were. This was our first clue as to why so many houses in the area had "waterproof". Rainwater just dropped in the middle between the gable ends. Also, the overhangs, including porches, room, barn, barns and other decorative

don't bungle that bungalow—continued from page 4.

Bungalow 47: Enclosing The Front Porch

In order to gain a few more square feet, porches are enclosed. Rarely do materials, windows or any other detail match the rest of the bungalow. This environsment around those massive legs and arms columns is like a straight jacket. But, by Bungalow 47, the poor old bungalow is getting a real easy way.

Bungalow 48: Installing Security Systems

As it is a straight jacket is not enough, a self-contained prison is often added to bungalows in the name of bungalow. Or, is that bungalow bust gone are all windows in flaming boards, offering expensive sizes. Now there are narrow slits glaring at an insurmountable world - possibly of bungalow bungalows?

Bungalow 49: Installing The Landscaping

Many bungalows are built upon a beautiful site. Others simply have a small yard edge with a one-car driveway. To accommodate more cars, many yards are paved. Berms are built back, hauled away to provide a level surface. The last unique characteristic is bungled. The poor old bungalow is now even denied its green patch of peace. Possibly, the stabs are still within the bars are truly needed at this stage to restrain the great, old bungalow!

As the illustrations prove, bungalows may be modest, simple, massive and worthy. They may not possess the neatness and quietness of other houses. Yet, if they are not revised for their true forms, bungalows can quickly become bungled. These 10 Common Bungalows may help others to strengthen their appreciation for bungalows. Bungalow does not just happen in Bungalow. Bungalow can happen anywhere. It is just a matter of house you look for it!

Western New York Arts & Crafts Exhibit at Rochester Institute of Technology

Rochester, N.Y. - Scholarly and popular attention to the American Art and Crafts (A&C) Movement has increased dramatically over the past decade. An innovative addition to this body of knowledge was announced July 12. The Bevier Gallery at the Rochester Institute of Technology (RIT) will host an exhibition focusing on the contributions of the Mechanics Institute (MI), RIT's predecessor and Western New Yorkers of the Movement. The exhibit opens Dec. 9 and runs through Jan. 22, entitled "The A&C Movement in Western New York, 1900-1930."

The establishment of the Department of Decorative Arts and Crafts in 1963 at the MI under the leadership of Theodore Roosevelt Pond, uniquely assured RIT's place in the American A&C Movement. In addition to Pond, the MI also employed potter Frederick Walthall as a faculty advisor.

In addition to displaying actual objects, the exhibit will feature historical photographs drawn from the Mechanics Institute's archives that depict exhibitions, classes, students and faculty at work in their craft shops. A lecture series and an exhibit catalog are also planned.

Curated by Dr. Bruce A. Austin, the exhibit will focus on period furniture, jewelry and crafts, glass, textiles and metalwork produced either by students and faculty of the Mechanics Institute or by craftpeople as well as in the Western New York region. Exhibits include, among others, Roycroft, Stickley and Rohlfs.

Dr. Austin is seeking collectors and dealers in the region who may have pieces of interest and are prepared to lend or sell them for this period of time periods for the exhibit. Of special interest are objets d'art, furniture, pottery, metalwork and books. For more information, write RIT, George Eastman House, P.O. Box 9087, Rochester, N.Y. 14625 or call (716) 621-6767.
Main Street belongs to the entire community—everyone has a stake in its revitalization. Just look in Independence, Kansas, town of 5,900, for example. The Independence Main Street Project was barely off the ground in 1987 when a natural gas explosion destroyed two downtown buildings and damaged dozens of others. Residents united with a common interest in saving small communities. Today the attraction and vigor of downtowns is the envy of the region. Says Lorre Schlotzer, a real estate broker who has been an active program participant since its inception, "The idea is to give something back to the community. We take great pride in the quality of life we have to offer."

Downtowns need leaders—program managers to channel the energy and enthusiasm from all segments to create a unified effort. Towns might balk at the notion of paying a full-time manager but they’re competing with malls that employ, at least on a full-time basis. Within the Main Street framework, the local manager’s job description dovetails with many occupations—chamber of commerce official, small business consultant, design expert, politician. The Main Street Program creates the position and demands a heavy load of responsibilities. Just as Main Street communities rely on each individual to get involved, so, too, they view each building as a component with which to build the program. Many small communities lagged behind larger urban centers in recovering the wisdom of revitalizing and reusing their commercial and public buildings. Gertler, who served as the program’s second director, has often illustrated that point with a conversation that, as project manager in Bismarck, South Dakota, during Main Street’s infancy, he had with a merchant who owned a well-preserved house and a controversial downtown building. "I was trying to convince him to like his commercial building," says Gertler. "He said to me, 'My house is a hobby, but this is business. You have to show me the connection.'"

The strong link between historic preservation and economic development seems particularly well evidenced during the rash of several interest in conservation that acknowledges financial resources. Downtowns continue substantial levels of investment in the buildings, infrastructure, and the public realm. The demand for new residents and businesses has not slowed down. For example, the town of Bladensburg, Maryland, has invested heavily in preserving its historic district, which has resulted in an increase in new businesses and residents. The community has also developed a mix of commercial and residential use, creating a vibrant downtown area.

The program of the Main Street Project has been successful in preserving historic buildings and revitalizing downtown areas, creating a more attractive and economically viable downtown environment. The project has also helped to promote community involvement and leadership, encouraging residents and businesses to take an active role in the preservation and development of their downtowns. The success of the Main Street Project has inspired other communities to adopt similar programs, leading to a nationwide movement of downtown revitalization efforts. The program has also helped to promote economic development and job creation, as well as improved the quality of life for residents and visitors alike.
RESTORING MAIN STREET

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Making Oklahoma Main Streets More Than Alright
In the 1960’s, Robert Venturi halfheartedly declared that the Main Streets of America were “almost alright.” But by now almost all theorists have conceded that, in fact, vibrant Main Streets improve the economic, social, and architectural health of towns small and large. Here’s how one branch of the National Trust for Historic Preservation’s Main Street Center finds ways to make Main Streets thrive.

How Towns Get Started
The Oklahoma Main Street Program is designed to catalyze grassroots efforts in small towns to revitalize their primary commercial streets. The concept is simple: create incentives for local businesses and residents to work together to make their communities more vibrant and attractive. It builds on local capacity and knowledge, and it is adaptable to fit the unique needs of each community.

The Working Life
In the early years, many towns were wary of change and felt they were too small to make a difference. But over time, the program gained momentum and proved that even the smallest towns could make a significant impact. Today, the Oklahoma Main Street Program is recognized as a successful model for revitalization efforts across the country.
COMMENCEMENT 2006
Focused on the Light

RON H. FRANTZ JR.
Centering in Oklahoma City

RON H. FRANTZ JR. (AB '60) spends summers in Rome on an assignment with the Oklahoma Multi-State Center of the Oklahoma Department of Commerce. Which is allied with the National Trade Finance Association's MoneyGram. MoneyGram programs are designed to keep the economic centers of cities and towns accessible, offsetting the demands to prepare historical structures.

"I'm a multidisciplinary approach to downtown revitalization," Frantz says. He works with property owners to ensure that downtown Oklahoma City is relevant to other areas, making presentations on preservation activities to Oklahomans.

Ten years ago, Frantz was thrown into a revitalization project no one could have predicted. On April 19, 1995, the Alfred P. Murrah Federal Building in Oklahoma City was destroyed by a bomb, with 168 lives and many injuries. The explosion also damaged buildings for many blocks around.

"This other buildings collapsed and 350 buildings had serious damage," says Frantz.

The bombing, Oklahoma City officials began a program of repairs and rebuilding. In concert with this, plans were made to revitalize several downtown districts that the city's central business district. From there, consisting of property owners, architects, engineers, and others, were formed to work in each district. This became the basis of Team Two, charged with the mission known as "Roman Alley." From the 1920s to the 1970s, Automobile Alley housed many of the automobile dealerships in Oklahoma City. That most of the dealerships moved to the suburbs, and the area fell into neglect. The area was turned into the highest concentration of antique stores, restaurants, and other bars, with high parking facilities. The area's suffering and the higher cost of building windows and retaining walls are some examples of examples. On the River's Creek, there is an important, with the promise of a new, business district, and new materials and designs installed. Instead of retaining walls and new restorations were developed.

"There is some light industry there, and there are professional offices in the area, and there's a new YWCA, because it was badly damaged in the building.

"There was a lot of everything," says Frantz.

Frantz helped turn the area into a "smart" area, with a smart design and an organizing leadership for Automobile Alley.

"It was a statement," Frantz says. "We were all gearing for something good to come out of this, and we were a group with a lot of talent, people who had put together to make something happen."
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An Official Main Street Town 10 Minutes Ahead UNIQUE SHOPS
Main Street Was Two Blocks Long....

Why Historic Main Streets Are (Still) Important for Rural Oklahoma