

A CASE STUDY OF THE CAPITOL TOWNSITE DOWNTOWN  
HISTORIC DISTRICT BETWEEN 1980-86,  
GUTHRIE, OKLAHOMA

By

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July 1989

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## CHAPTER I

### INTRODUCTION

In the 1980s historic preservation became a new force in community development in the United States. Guthrie, more than any other community in Oklahoma, epitomizes the use of historic preservation as a tool to stimulate the revitalization of its downtown business district and to strengthen its overall economy. To understand the forces within the preservation movement, it is necessary to briefly examine Guthrie's history and location and how the movement began and has evolved into its present form.

#### History of Guthrie

The town of Guthrie was created as a result of a proclamation issued by President Benjamin Harrison on March 23, 1889 that opened the unassigned lands of Oklahoma to settlement. The land run, which followed on April 22, 1889, brought over 60,000 migrants to Oklahoma on the first day. Guthrie, with an "instant" population of over 12,000, became the territorial capital because it was a federally designated townsite and possessed a railroad stop by the Santa Fe Railroad, and most importantly the land registration office (Nomination Form, 8).

During its tenure as the Oklahoma territorial capital, Guthrie hosted the sessions of the legislative branch, housed the offices for the executive branch and served as the center for territorial law enforcement. It was also the administrative center for the opening of seven more land areas in Oklahoma.

Guthrie served as the site of negotiations with the Indian Territory leaders in deciding whether Oklahoma would enter the Union as one or two states and as host for the constitutional convention that laid the foundation for the new state.

Guthrie flourished as the territorial capital of Oklahoma between 1889 and 1907. At settlement, Guthrie had an initial population ranging between 10,000 - 15,000 persons. The city developed a strong economic and cultural base. By 1910, Guthrie had over fifty miles of brick and concrete sidewalks, 65 factories, nine railroads, 36 daily passenger trains, two publishing houses and book binderies, trolley car public transportation and utilities such as gas, electricity, water and telephone (Nomination Form, 8). By 1907, Guthrie's official U. S. census population was 11,652.

The Enabling Act of 1906 which admitted Oklahoma to statehood in 1907 contained a clause forbidding the removal of the capital from Guthrie before 1913. That requirement was overridden by a statewide election in 1910 in which Oklahoma City was selected as the state capital site. The seat of government was ordered moved from Guthrie on June 11, 1910 by Governor Charles N. Haskell.

Guthrie's significance does not end with its loss of the state capital. As the county seat of government for Logan County, it maintained political and cultural dominance within the county. Commercially and industrially, it began a gradual decline after the capital was removed. The city's population remained almost static between 1910 (11,654) through 1920 (11,757). However, new economic infusions helped slow the decline. In 1920, the Scottish Rite Masons selected Guthrie as the site for a proposed temple, a children's orphanage and a senior citizens' home. In 1926 the city gained renewed strength by the development of the Crescent and Roxanna oil fields near Marshall. By 1926, the Masonic construction was completed. In 1930, the bottom fell out of oil prices and the

prosperity of Guthrie declined accordingly. The depressed economy caused the city's population to decline from 11,757 in 1920 to 9,582 by 1930.

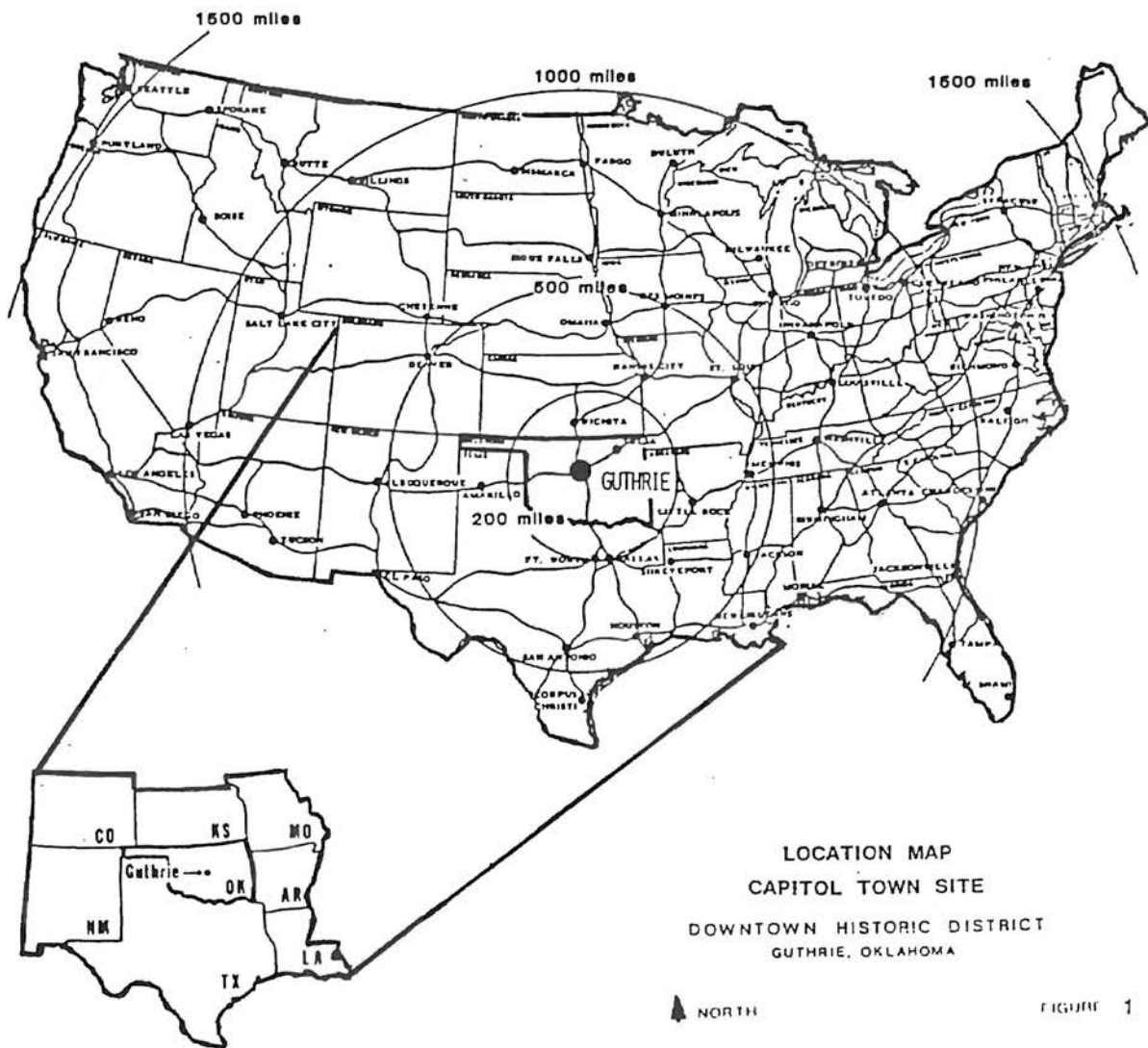
Construction came to a stand-still until the late 1940's and 1950's when the post World War II boom stimulated construction activities in the community. By 1950, the city's population had increased to 10,113 than declined again to 9,502 by 1960, and increased slightly to 9,575 by 1970. By 1980 the city's population had increased to 10,500. The population is projected to increase to 11,500 by 1990 (HTB 1984).

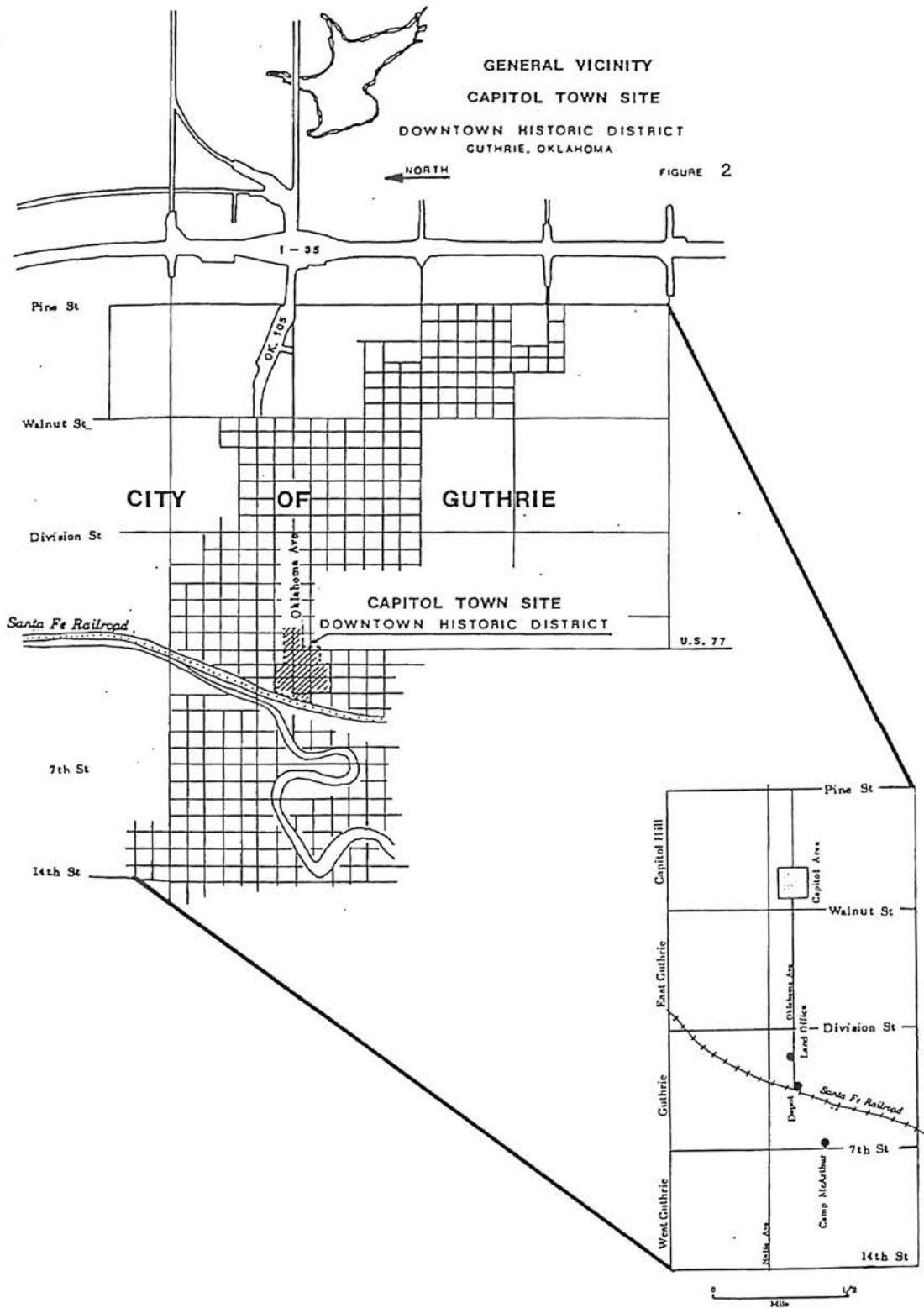
### Location

Guthrie enjoys a favorable central location both in the United States and in Oklahoma (Figure 1). Regionally, it is located on the north side of the Oklahoma City Metropolitan area on Interstate Highway I-35 and a short distance north of I-44. Guthrie is located in the central part of Logan County. The town was organized in 1889 as four cities and was laid out on a grid street system adjacent to the railroad (Morris, p. 26) (Figure 2). The main business street, Oklahoma Avenue, was established in the center portion of the grid as an east-west street perpendicular to the railroad, surrounded by commercial land on the north, south, and east sides of the community. The area west of the railroad was limited by a sharp topographic change of grade and contains the flood plain of the Cottonwood Creek which severely limited development in this area (HTB, Comprehensive Plan, p. 3).

### Overview of Historic Preservation

Preservation is a relatively new phenomena in the western world. This movement began to emerge in France and Great Britain during the nineteenth century and gained momentum in the twentieth century both in Europe and the





The Four Cities as Organized in 1889.



United States (Fitch, Curatorial Management, p. 23). The European approach emphasized saving key public buildings and spaces while the American movement emphasized a multifaceted heritage approach. Two preservation theoreticians in the 19th century advocated different approaches. Viollet-le-Duc, a Frenchman, believed buildings should be restored to their original state, like Williamsburg, Virginia (Hosmer, Preservation, p. 954). John Ruskin, an Englishman, advocated the concept of repair only like Mt. Vernon.

Americans, in contrast to Europeans, treasure the scenes of everyday life over the monumental style. This approach encouraged widespread citizen participation in the American preservation movement (Utley, Democracy, p. 12). At first this movement focused on "associative" sites, those related to persons, events, movements, themes or ways of life. More recently, the American movement has concerned itself with the aesthetic and environmental aspects of preservation such as groups of buildings, as in the case of Guthrie, or historic designed landscapes, bridges or canals and even town plans. In this type of preservation, structures and districts retain their modern functional use. Interiors are customarily adapted to serve current needs. As to preservation funding, in contrast to exclusive public funding of preservation in Europe, the United States relies on a partnership concept between public and private sectors.

The preservation movement was given a substantial boost in the United States with the formation of the National Trust for Historic Preservation in 1949. The Trust facilitated public participation in the preservation movement and was empowered to receive donations of significant sites, buildings and objects (Whitehill, Heritage So Rich, p. 49). The most significant piece of legislation was the passage of the National Historic Preservation Act of 1966. This act established the National Register of Historic Places which was the nation's first

attempt to inventory and evaluate historic properties (Utley, Heritage So Rich, p. 30).

The federal government began to encourage preservation in 1976 by giving tax incentives for rehabilitation and disincentives for the demolition of certified historic structures (Vaux, Methods, p. 104). The federal tax incentive program was greatly expanded under the 1981 Economic Recovery Tax Act which provided significant new investment tax credits for rehabilitation (Tax Facts). This legislation along with supporting elements more than any other tax law stimulated rehabilitation activities in Guthrie between 1981 through 1986; the incentives were substantially reduced by the tax laws which went into effect in 1987 (Walter, Memo).

#### Oklahoma Preservation Activities

Under the National Historic Preservation Act of 1966, each state was charged with conducting a comprehensive statewide survey, maintaining inventories, nominating eligible properties to the National Register and implementing comprehensive statewide historic preservation planning. Implicit in this charge was that each state would methodically identify, register and encourage preservation of significant properties. In Oklahoma, this agency is the State Historic Preservation Office (SHPO) within the Oklahoma Historical Society. As mandated, SHPO's responsibilities include: the coordination and maintenance of a statewide survey and inventory of historic properties; the review of federal projects for their effect on historic properties; administration of the certifying and classifying of historic properties for state and federal property tax and investment tax incentives; the processing of nominations to the State Register and National Register of Historic Places; the maintenance of Oklahoma Land Marks Inventory; and to the administration of federal grants-in-aid for

survey and planning projects.

In 1980 there were 237 properties including 13 districts in Oklahoma which were on the National Register. By the end of 1986, this number had increased to 700 properties including 22 districts, for a 195 percent and 150 percent increase, respectively in six years. There were 16 properties listed as National Historic Landmarks during this time (Table I).

In 1980 Congress amended the National Historic Preservation Act allowing states to nominate properties to the National Register without substantive review by the National Park Service (NPS), except on a spot check basis. The NPS has strengthened its role in setting standards and providing guidelines and technical assistance to states and localities.

The 1980 amendments require the NPS to periodically review state historic preservation programs to determine if each state is carrying out its preservation responsibilities according to NPS standards and guidelines (Forum, Fall 1987). The 1980 amendments also provide for the certification of local governments to participate directly in the national preservation program. By the end of 1986, two local governments in Oklahoma, Enid and Anadarko, were certified as having preservation programs which met professional standards. Certified local governments (CLG's) collectively receive 10 percent of the state's portion of the Historic Preservation Fund grants in the states each year.

In Oklahoma, 50 percent of the allocated portion of the SHPO's federal funds are given to CLG communities over 50,000 population and 50 percent are given to CLG communities under 50,000 population. The funds must be matched on a 50 - 50 basis. Guthrie was certified in 1985 to receive funds, but was decertified the same year when the election changed the membership of the city council. The majority of the newly elected members ran on a platform

TABLE I  
NATIONAL REGISTER ACTIVITIES IN OKLAHOMA, 1980 AND 1986

Year	Properties on National Register	Properties Listed As National Historic Landmarks	Districts on National Register
1980	237	16	13
1986	700	16	22

Source: Oklahoma State Historic Preservation Office, Oklahoma City, OK, May 1987

opposing public financial support for historic preservation. The city did not regain certification by the end of 1986.

States may delegate much of their responsibility for identifying historic properties and processing nominations to the CLG's. Some local governments use National Register criteria or listings as a threshold for giving historic properties protection and benefits under local laws, but many local programs do not. It is intended that CLG programs will create a broader base of support for state and national preservation programs.

#### Historic Preservation Activities in Guthrie

Preservation of Guthrie's historic resources has been a major concern since the late 1950s, when the old Victorian styled red brick city hall with its clock tower was demolished to make way for a single story flat roofed tan brick contemporary designed city hall. This building was completely out of character with the surrounding buildings. To counter the destruction of other significant buildings, several organizations were formed, beginning in the 1970s. Since that time, the restoration of buildings in the downtown business district has been a major undertaking when the possibility of using the city's historic resources was seen as a way of stimulating the local economy (OKC Journal Record, 1985).

There are six public and semi-public entities which are involved with historic preservation in Guthrie (Table II). The principal agency associated with the area is the Logan County Historical Society. It was founded in 1974 and is governed by a 15 member board of directors and administered by an executive committee under an executive director. Even though it is a countywide organization, its efforts are focused in Guthrie, the principal population center of the county. Through its professional director and its knowledgeable executive

TABLE II  
PUBLIC AND SEMI-PUBLIC PRESERVATION ENTITIES  
INVOLVED WITH THE CAPITOL TOWNSITE  
DOWNTOWN HISTORIC DISTRICT,  
GUTHRIE OKLAHOMA

Entity	Date Founded or Adopted	Area of Control	Purpose	Administering Authority	Governing Board
Logan County Historical Society	1974	County	Promote historic preservation and restoration	Executive Director and Executive Board	15 member Board of Directors
Capitol Townsite Downtown Historic District	1979	Downtown Business District	Impose Design Controls	Chairman	Seven Commissioners
Arts and Humanities Council	Established 1979 Reactivated 1982	City	Promote outstanding cultural and performing art events	Chairman	15 member Board of Directors
Logan County Industrial Development Authority	1978	County	Issue revenue bonds	Chairman	9 member commission
Guthrie Industrial Development Authority	1984	Guthrie	Issue revenue bonds	Chairman	9 member commission
Logan County Economic Development Council	1984	Greater Guthrie	Promote economic development	Executive Director	12 member Board of Directors

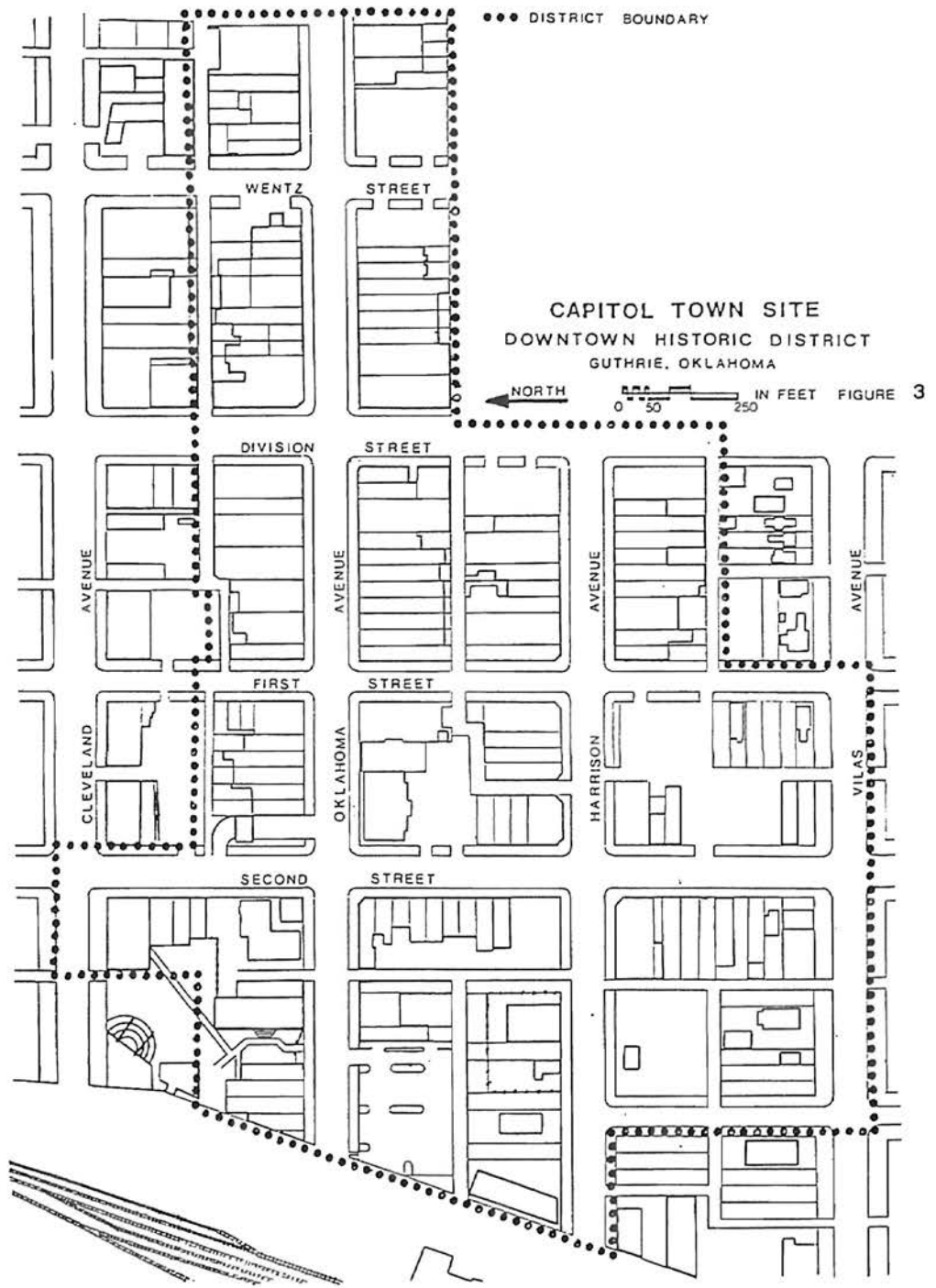
Source: Interview with Donald Coffin, Vice President in charge of Community Relations, First National Bank, Guthrie, OK, December 1987.

committee, it has been the major vehicle in executing the preservation work in Guthrie. The other organizations have played supporting roles to the Historical Society. The Logan County and Guthrie Industrial Development Authorities have been involved in issuing revenue bonds to help finance historic renovation projects in the city.

The Logan County Economic Development Council has participated in promoting all aspects of development in the greater Guthrie area. The Guthrie Arts and Humanities Council has brought cultural enrichment to the area by sponsoring cultural and performing arts programs in the community at the Scottish Shrine Temple and the Pollard Theater. A key public entity for preserving buildings in the downtown is the Capitol Townsite Historic District. It was established by ordinance in the city of Guthrie on December 5, 1978. The District is governed by seven commissioners with specified professional backgrounds appointed by the Mayor with the approval of the City Council. The commission elects its own officers, the chairman is the head of the group. The purpose of the District is to enhance preservation through use of strict design controls over the property in the District.

In 1973-74, an historic district, which was defined as the corporate limits of the city of Guthrie in 1907, was nominated and placed on the National Register of Historic Places on June 13, 1974. This was the first historic district in Oklahoma to be listed on the National Register.

In 1978 the Logan County Historical Society (LCHS) was instrumental in getting the city of Guthrie to pass a historic preservation ordinance, Number 2620, for a large portion of the downtown business district (Figure 3). The ordinance, known as the Capitol Townsite Historic District, includes the core of the downtown business district where the historic commercial buildings are concentrated. This ordinance sets up strict design standards to maintain the





historic character of the area.

The buildings in the Capitol Townsite District are primarily of brick and stone. They show a commonality of materials used for construction, brick and sandstone, due probably to the local availability for these materials. As a result of the size and shape of the lots, buildings tend to be long and narrow, of two or three stories. The facades are predominantly red brick, often trimmed in stone, and topped with metal cornices or masonry designs. The walls of first floors usually have rectangular large plate glass windows (Figure 4).

The Capitol Townsite Historic District is historically and architectural significant because it was the downtown business district for the territorial capital and the first state capital of Oklahoma. The downtown business district contains the largest and best preserved collection of pre-statehood commercial buildings in the state. Ninety percent of Guthrie's commercial buildings are in the downtown business district. Guthrie's downtown business district was dominated by the influence of one architect, Joseph Foucart. Fortunately, most of Foucart's buildings have been preserved. Joseph Foucart was a Belgian who immigrated to the United States in 1888. He came to the Oklahoma Territory shortly thereafter where his influence is readily apparent. His buildings provide fine examples of decorative Victorian facades, the beginning influences of early utilitarianism with the use of local materials and a middle eastern flavor with minarets and cupolas, such as the State Capitol Publishing Museum (Nomination Form, 8). Amid the western communities stocked with prairie commercial buildings, Foucart gave Guthrie's skyline a unique and elegant flair.

In 1980 Guthrie had one major historic district and three other individual properties on the National Register (Table III). The historic district consisted of the 1907 townsite which contained an area of two square miles. Of the three properties listed on the Register in 1980, only one property, the State Capital



Source: Heritage Conservation and Recreation Service, U.S. Department of Interior. "Economic Revitalization of the Central Business District of Guthrie, Oklahoma." Denver, CO, June 1981.

Example of Historic Facade  
CAPITOL TOWN SITE  
DOWNTOWN HISTORIC DISTRICT  
GUTHRIE, OKLAHOMA

FIGURE 4

TABLE III  
NATIONAL REGISTER LISTINGS IN GUTHRIE, OKLAHOMA, 1980 AND 1986

Year	Individual Properties on National Register of Historic Places	Properties as National Historic Landmarks	Districts on Register Number
1980	3	0	1
1986	4	0	1

Source: Oklahoma State Historic Preservation Office, Oklahoma City, Ok, 1987.

Publishing building is located in the Capitol Townsite Historic District, while the City Library is adjacent to the downtown district. The St. Joseph Convent and Academy are located on the far west side of the community. The Logan County Courthouse was added to the Register after 1980.

### Statement of Problem

Guthrie, like many other communities in the United States, faced the loss of its architectural heritage. Starting in the 1970's, through the Logan County Historical Society, the community initiated a historic preservation program. The program consisted of a series of physical, social and economic initiatives. The program was greatly stimulated by the oil boom in Oklahoma and the enactment of federal tax credits for historic preservation beginning in 1980 and the use of industrial revenues and federal UDAG grants. These financial incentives remained in place until the end of 1986 when the federal tax law was changed, greatly limiting the incentive to renovate historic property.

This study, using a case study approach, measured the effect of the physical, economic, and social forces at work in the Capitol Townsite Downtown Historic District during the period 1980-86, which has been designated as the study area and period.

### Objectives of Study

The overall objective of this study was to assess the physical, social, and economic impact of historic preservation activities in Guthrie, and in particular, the Capitol Townsite Downtown Historic District. The study period is 1980 to 1986.

The specific objectives of the study were:

1. to do a literature search of other case studies to determine

approaches which have a bearing on this study;

2. to review past studies and activities in Guthrie to determine their implications on the study period;
3. to determine the status of physical resources in the study area in 1980 and 1986;
4. to determine the status of economic resources in the study area in 1980 and 1986;
5. to determine the status of social resources in the study area in 1980 and 1986;
6. to determine the attitude of the users and providers of services in the study area in 1987.
7. to analyze the results of the physical, social, economic, and attitude surveys of the study area between 1980-1986; and
8. to draw conclusions and summarize the findings of surveys and analyses of the study area between 1980 - 1986 and explore future prospects for historic preservation activities in the District and the community.

## CHAPTER II

### REVIEW OF LITERATURE

A search for case studies of historic preservation districts in small communities was initiated with the Oklahoma State University (OSU) library. The search was directed and focused on the OSU Architectural library which recommended the search be moved to the National Trust for Historic Preservation library which is housed at the Architectural Library of the University of Maryland. The National Trust library provided a list of studies completed on historic preservation in small towns. A further review and inspection of a list of selected studies, which included downtown plans and historic studies, revealed no case studies of historic districts. In a search of case studies for large communities, a key document was found, "The Contribution of Historic Preservation to Urban Revitalization," published in 1979 by the Advisory Council of Historic Preservation.

Those multiple case studies analyzed activities in four historic preservation districts:

1. Alexandria, Virginia;
2. The Strand District in Galveston, Texas;
3. Savannah, Georgia; and
4. Pioneer Square in Seattle, Washington.

In contrast to Guthrie's Capitol Townsite Downtown Historic District, these case studies were for mixed land use of historic districts in larger cities or

metropolitan areas. These areas, because of their size, had more data available than Guthrie for comparison purposes, such as building permits and detailed census information. These case studies also had a different focus than the Guthrie study. The studies were concerned with economic measurements of preservation as a tool for revitalization through the use of various economic parameters than on the users' attitudes. The Guthrie study also was concerned with social and physical aspects of the District, e.g., community leadership, and the attitudes of tourists, shoppers and business owners.

The four case studies for the larger communities also were carried out in larger geographic study areas than Guthrie. These case study areas were predominantly residential, whereas Guthrie's study area is almost exclusively commercial. The study period of these case studies was more than seven years or unspecified, whereas the Guthrie study is for a specific seven year period. However, the case studies methods were used to measure financial benefit for historic preservation e.g., the comparison of assessed value and taxes for selected properties before and after restoration.

## Review of Past Studies and Implementation

### Activities in Guthrie

Reports of previous studies and implementation activities before and during the study period were reviewed to understand the historic preservation program in Guthrie. These studies included:

1. "Comprehensive Plan" for Guthrie in 1977;
2. "Plan for Historic Preservation" in the downtown 1978;
3. "Capitol Townsite Historic District Ordinance";
4. "Economic Revitalization of the Central Business District" 1981;

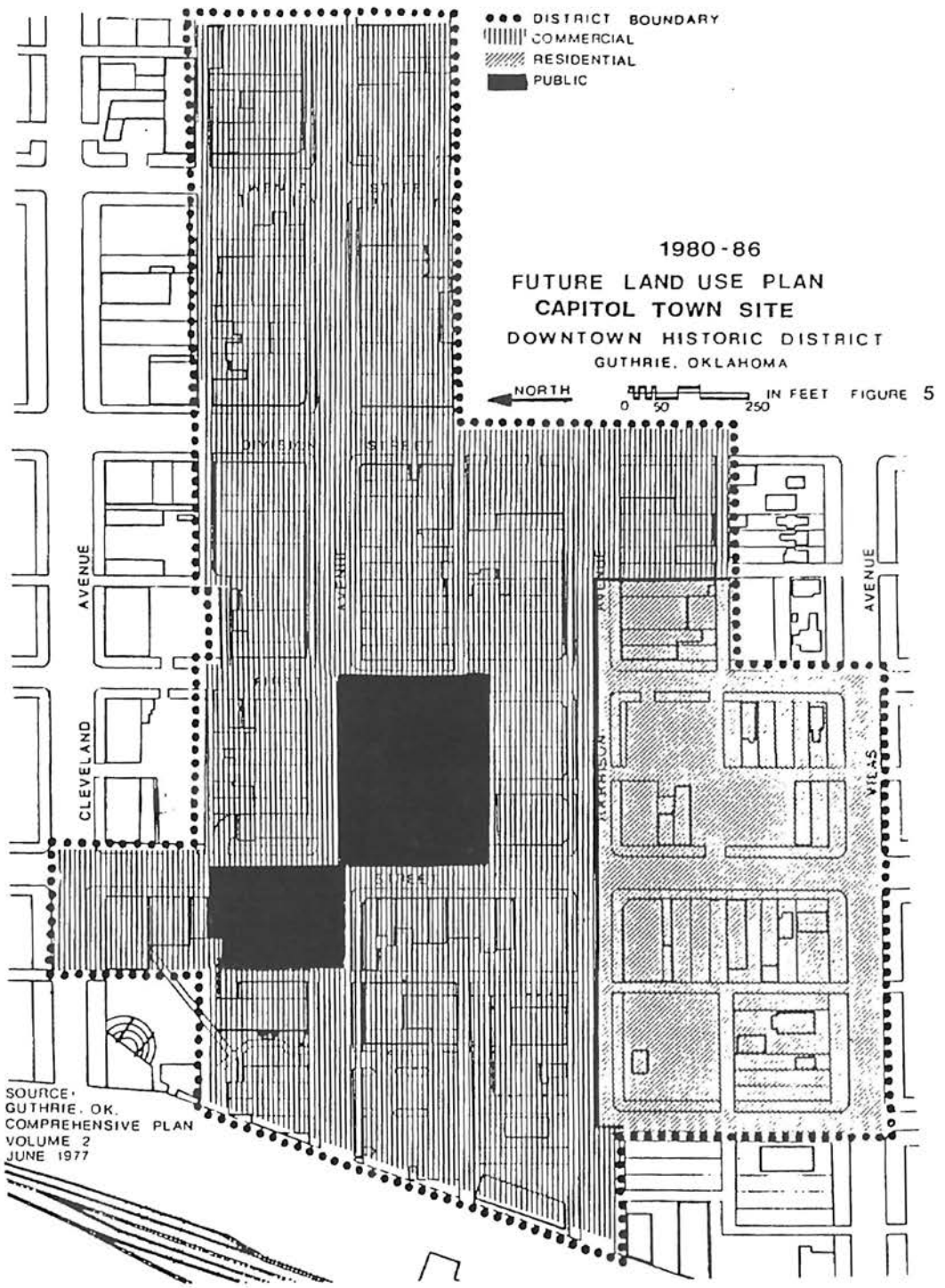
5. "Market Study for the Downtown" 1984;
6. "Guthrie Historic District, National Register of Historic Places - Nomination Form" 1986;
7. Zoning, Building, Electrical, and Plumbing Codes for the City of Guthrie; and
8. Implementation Activities.

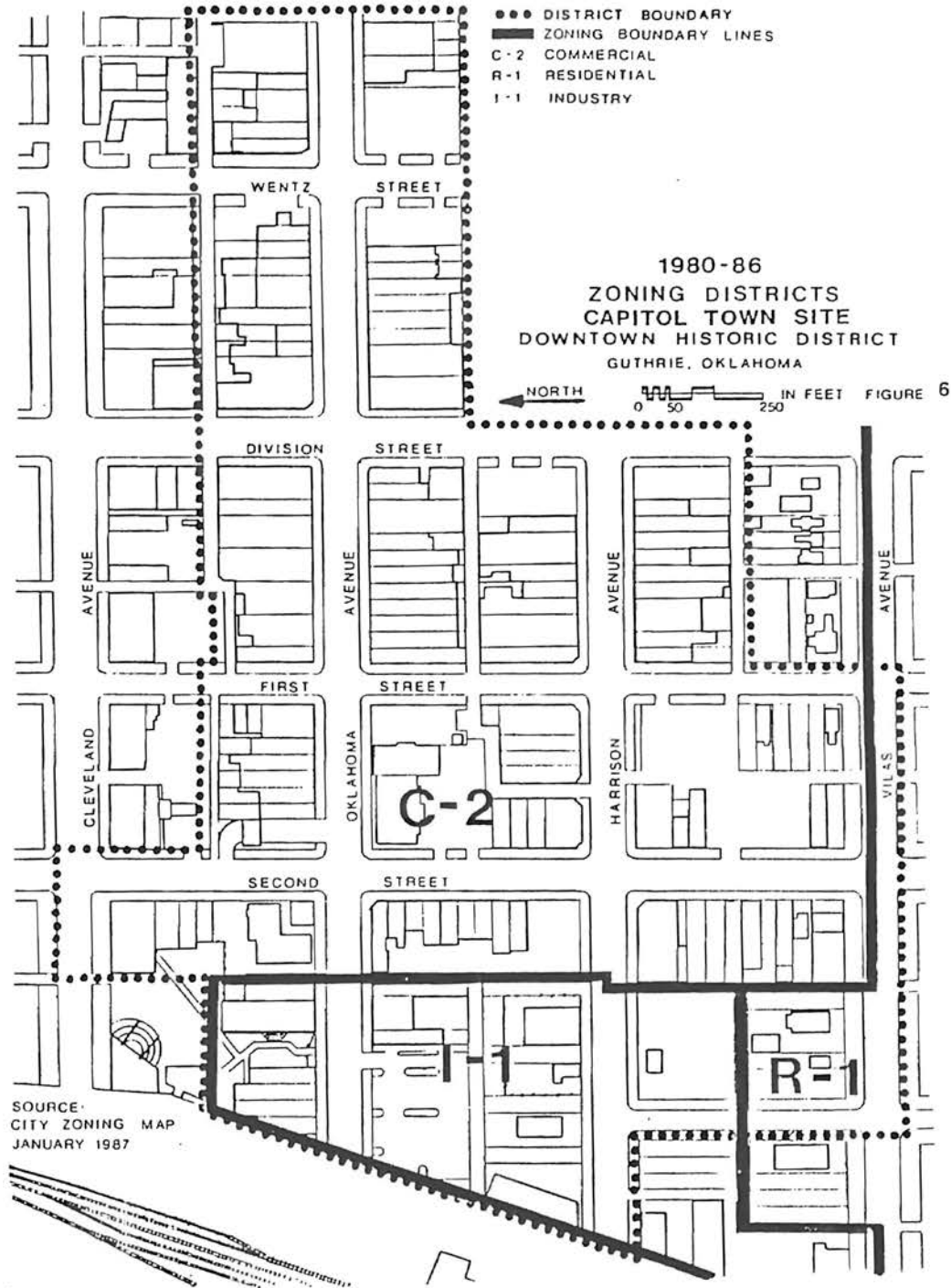
A "Comprehensive Plan" for the community was prepared in 1977 to guide the city's development through land use planning activities. The Future Land Use Plan's recommendations for the downtown showed the blocks on either side of Oklahoma Avenue as commercial and the City Hall and post office site as public land (Figure 5). However, the land south of Harrison Avenue, even though it is predominantly commercial, is shown as planned residential. The Future Land Use Plan of 1977 for the Historic District has not been modified during the study period 1980-86. It appears that after the completion of the Comprehensive Plan for the city, which included the Future Land Use Plan, the District was not rezoned to implement the Future Land Use Plan.

The zoning patterns in the Historic District remain as they were before the Comprehensive plan was completed. The zoning districts show commercial C-2 as the dominant zoning pattern in the study area, followed by Industry I-1 and Residential R-1 (Figure 6). The commercial and residential zoning districts more accurately reflect the existing land use pattern than the patterns of the Future Land Use Plan, except for the area on either side of Oklahoma Avenue near the railroad, called the Tannery. The buildings in the Tannery have had their exteriors restored for commercial use and not for industrial use.

The city has and is operating with standard development codes such as the Building Officials and Code Administrators (BOAC) codes for building,





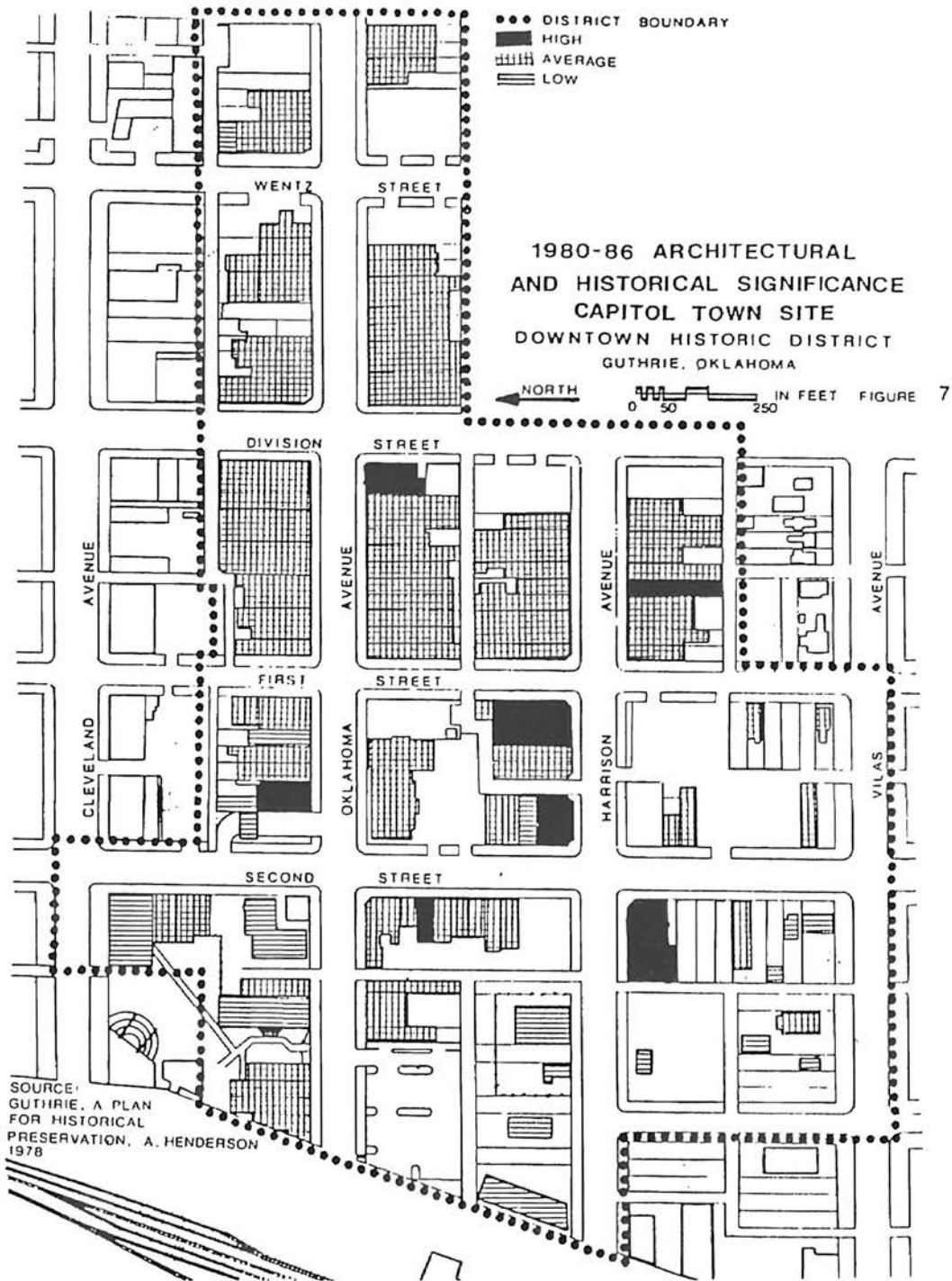


plumbing and mechanical, and the National Electrical Code. The city does not have a housing code in effect (Hamm, interview). "A Plan for Historic Preservation" was prepared in 1978 for the downtown business district of Guthrie by Professor Arn Henderson of the University of Oklahoma. This study was a systematic assessment of physical conditions and an assessment of architectural/historical significance. Physical or structural conditions were scored on the basis of a rating scale for specific components of building facades. The study area contained 196 buildings, most of which were in commercial use. The survey found 73 percent of the buildings to be in good structural condition. Another 21 percent needed major repair and only six percent were rated as badly deteriorated (Henderson, p. 7).

From an architectural and historical significance stand point, 22 percent of the buildings were found to be significant, while 78 percent were determined to have little or no significance. The architectural significance of the buildings between 1980 and 1986, using the Henderson report, and updating the information from the Henderson Report are illustrated in Figure 7. The findings of this plan provided the basis for creating the Capitol Townsite Historic District with the passage of Ordinance Number 2620 on December 15, 1978.

During the summer of 1980, a "Long Range Plan for Economic Revitalization of the Central Business District" was prepared by a study team composed of staff from the Heritage Conservation and Recreation Service, U.S. Department of Interior and staff members from the "Architectural Engineering Record," a periodical. The major recommendations of that study and current status of the recommendations are summarized below.

1. Place the downtown area on the National Register of Historic places so the properties are eligible for tax incentives. This action was accomplished.



2. Establish the downtown area as a local Historic District to allow political control of architectural design elements. This action was accomplished.
3. Establish off-street parking areas. Funds have been used for clearance and land write-downs and parking lot creation has been significant.
4. Restore and maintain the Old Capital Publishing Museum. Work has been completed on the lower floors; however more work needs to be undertaken.
5. Rehabilitate the historical facades in the downtown area. Work has been accomplished on many projects and facade work is continuing. Further rehabilitation probably will occur with private owners' funds and governmental grants.
6. Replace sidewalks and street lighting in the downtown. This program is complete.
7. Establish a fund for the purchase and resale of vacant buildings to encourage redevelopment. Although the revolving fund is not adequately funded, private enterprise has almost entirely acquired the remaining available buildings.
8. Develop adequate funding for investment in the downtown area. City bankers have endorsed this plan and have responded with local loans. The funding is based upon the local developers' ability to obtain these conventional funds.
9. Promote the downtown area by any means possible. The work of the Guthrie Historic Society is a good example of progress in this area.

In 1984 a "Market Study" for the downtown was prepared to provide a strategy for the further development of the downtown's historic resources. The major conclusions of this study are summarized.

1. Guthrie's Historic Downtown Area has specific and unique development opportunities. This area cannot be developed successfully in a conventional manner.
2. Development of Guthrie's Historic Downtown Area buildings will best proceed with the simultaneous development of entertainment, culture, the historic "theme park", and parking.
3. Development of markets for tourism and from Oklahoma County are critical to Guthrie's Historic Downtown Area.

4. Guthrie's Historic Downtown Area will have greater market growth in future years than the overall City of Guthrie.
5. Market growth will allow complete ground-floor retail development of Guthrie's Historic Downtown Area, assuming correct markets are targeted and aggressive retail practices observed.
6. Market analysis shows only specific areas of development in Guthrie's Historic Downtown Area for housing, offices, and industrial buildings.
7. Existing retail and basic goods department stores will have a major part in Guthrie's Historic Downtown Area, although growth will be slow and steady with little new business expansion.
8. The proposed Centennial and International Exposition is a unique opportunity for establishing new businesses in Guthrie's Historic Downtown Area.
9. Guthrie's Historic Downtown Area should work with the rest of Guthrie and Logan County for improvements to the transportation system, schools, government and periphery developments, which will benefit all areas.

The Logan County Historical Society received a grant from the State Historic Preservation Office (SHPO) to document the historic and architectural significance and condition of all the buildings in the 1907 Townsite Historic District. This document was in the form of a supplemental nomination to the National Register, which included the Capitol Townsite Historic District. When the 1907 Townsite was nominated and placed on the National Register in 1974 as Oklahoma's first historic district, applications did not require the documentation of individual properties as they now do. To bring the District up to current Register standards, the Historical Society matched a 50 percent SHPO grant and retained a historic preservation research person to document the buildings in the district. The research findings revealed there were 2,169 buildings in the district. Of these, 1,408 were designated as contributing historically and 761 as non-contributing historically. Sixty-nine percent of these buildings were built before 1910. The balance of the buildings were built during

a 1920s building boom which lasted through 1929. Ninety percent of the commercial buildings were built before 1910. The buildings were classified as in good, but altered condition on their original site (Nomination Form, p. 7: 2).

Implementation of the recommendations of the 1978 Historic Preservation Plan for the downtown the community, through the Logan County Historical Society was begun in 1979. The plan authorized the establishment of a permanent staff consisting of an executive director, with a professional background in historic preservation and a supporting staff. This staff began to function in 1979 and immediately began the work of coordinating the districts' preservation activities. The Society's staff efforts were augmented by the First National Bank which assigned to it one of its executive officers and support staff on a full time basis the role of community relations work with the Historical Society, the Industrial and Economic Development groups, and the Arts and Humanities Council to stimulate preservation and economic development in Guthrie.

The Historical Society staff began an implementation program through both the private and public sectors. The staff relied on three primary resources:

1. federal tax incentives for the renovation of historic buildings;
2. Urban Development Action Grants (UDAG) through the U.S. Department of Housing and Urban Development (HUD); and
3. local industrial revenue bonds.

Federal tax legislation, which provided the major incentive for the renovation of historic buildings, was the major force in the redevelopment of Guthrie's downtown. There were four federal tax acts which stimulated the renovation of historic buildings between 1980-86 (Tax Fact Sheet). The latest legislation, the Tax Reform Act of 1986, reduces tax incentives to some extent.

The Tax Reform Act became effective January 1, 1987 (National Trust Memo, 1986). The significant features of each of these acts are summarized below.

1. TRA - The Tax Reform Act of 1976. This was the first legislation which served to eliminate the tax bias in favor of new construction. It did so by allowing a 5 year write-off of certified rehabilitation costs for a certified historic structure and other provisions. Its effect on building rehabilitation has been largely replaced by the enactment of ERTA in 1981.
2. ERTA - The Economic Recovery Tax Act of 1981 is the basic legislation, up through December 31, 1986, which spells out the three-tiered tax credits program for the rehabilitation of older buildings, especially Section 212 of ERTA.
3. TEFRA - Tax Equity and Fiscal Responsibility Act of 1982. This act reduced somewhat the financial incentive created by ERTA for rehabilitating older buildings, by requiring that the depreciable basis of historic buildings be reduced by 50 percent of the investment tax credit provided by ERTA.
4. TRA of 1984 - The TRA Reform Act of 1984 includes changes that affect the tax investment tax credits for depreciation, reestablishment of the demolition expense provision, creation of the "alternative test for qualified rehabilitated buildings," provisions concerning qualified conservation contributions, and denial of tax incentives for rehabilitation of tax exempt use property.
5. The Tax Reform Act of 1986 became effective on January 1, 1987. Among other changes, it continues but reduces the rehabilitation tax credits from 25 percent to 20 percent for certified historic buildings and from 20 percent to 10 percent for nonhistoric buildings constructed before 1936.

Of these five acts, the 1981 ERTA had the most significant impact on Guthrie. Some of its key provisions are discussed below (Economic Update: AIA).

1. The Act repealed the 1976 tax provision of accelerated depreciation or five year amortization of "qualified" rehabilitation expenditures. If accelerated depreciation is used, the following items applied:
  - a. the maximum percentage for accelerated depreciation of real estate remains at 150 percent; and
  - b. "useful life" and "salvage value" were replaced by "accelerated



cost recovery system." The effort is to reduce depreciation schedules from 25 to 15 years.

2. The Act increased substantially the percentage of rehabilitation expenditures which can be taken as an Investment Tax Credit with differing percentages depending upon the age of the building.

Age of Building Expenditures Credit	Percent of Rehabilitation Used for Investment Tax
30-39 years	15
40-49 years	20
50 or more years and a "Certified Historic Structure"	25

The period over which unused Investment Tax Credits can be spread to offset income tax liabilities has been increased from 7 to 15 years. If Investment Tax Credits are used, straight line depreciation must be used. The basis for depreciation is reduced by one-half of the total Investment Tax Credit when a 25 percent Investment Tax Credit is allowed, and, by the full Investment Tax Credit for a 20 percent or 15 percent Investment Tax Credit. A phased rehabilitation can take place over a 60 month period.

The restrictions upon a renovation or rehabilitation project are:

- a. the building and structural components must be substantially rehabilitated and rehabilitation expenditures must exceed the adjusted or depreciated basis of the property or \$5,000;
  - b. the property, after renovation, must have a life of 15 years;
  - c. new additions or the acquisition cost are not to be included in the renovation expenditure total; and
  - d. 75 percent or more of the existing exterior walls must be retained.
3. The Act increased the traditional real estate depreciation.
  4. The energy Conservation Tax Credit remains in effect for commercial building but not for residences.

### Industrial Revenue Bonds

Industrial revenue bonds have been used as a conduit to finance historic renovation projects through the Guthrie and Logan County Industrial

Development Authorities (J. Pearson, 1987). The borrower makes application for a loan through a local Authority which in turn passes the application through to the lender, typically a commercial bank. The lender is permitted by law to loan money through the Authority at a lower interest rate such as for tax exempt bonds, normally 75 percent of the prime rate, thus reducing the financing cost to the borrower. In addition, the funds secured through the Authority from the lender are tax free, thus giving the borrower two financial advantages over a conventional lending source. This mechanism has been part of most renovation projects.

#### Urban Development Action Grant

To stimulate community development, the U.S. Department of Housing and Urban Development created the Urban Development Action Grant Program commonly known as UDAG. The program is designed to "leverage" local development by providing a percentage of "risk capital." This "risk capital" consists of a minimum of one federal dollar for every \$2.50 of private project money. UDAG criteria require the project to have a significant impact on the community by creating jobs which otherwise could not be created through private capital. UDAG financing has been used to fund a portion of several downtown projects (D. Coffin, 1986).

## CHAPTER III

### METHODS AND PROCEDURES

A case study methodology was used for the study area in Guthrie. This methodology was designed to measure the changes which occurred in the study area between 1980, when the preservation effort got underway in Guthrie and the end of the study period in 1986, when major changes were made in the federal tax law which curtailed preservation activities in the United States.

The methodology used here established two data base lines, one for 1980 and the other for 1986. Using the base lines, it was possible to make a comparison and measure the physical changes during the study period. To reconstruct what the conditions were in 1980 and 1986, the case study methodology relied on both primary and secondary source data.

Primary source data were obtained from field survey work and personal interviews in 1987 to help establish the base lines. Field survey work was used to collect data on existing land and building uses, structural conditions, parking, utilities, landscape and other amenities, the status of building rehabilitation, public renovation projects, property tax revenue, sales tax, lodging facilities and tours.

Field survey work involved a number of steps in the data collection and interview process. To start the process, a base map of the study area showing lot lines and existing building as of 1980, at a scale of 1 inch equals 50 feet suitable for recording data, was prepared. Before beginning the survey, each block and each ownership parcel was assigned a number. Prior to going into

the field, a print of the base map and folded on the basis of the longest walking routes so buildings on both sides of the street were shown including the alley of each block.

When gathering data the field worker would cover one side of a block of a street at a time. The field worker walked in one direction and made observations of parcels and buildings on the opposite side of the street. In this manner the field worker could obtain a full view of the activity across the street, such as extent of existing land use, building use, its structural condition, status of rehabilitation, parking, landscape features and the like. The field worker would then record the data on a field sheet of the use of each building by floor and basement. In addition, the worker recorded the use of each parcel of land and the condition of the building on the base map. When the worker discovered any errors in the base map, corrections were made on the field base map. When the field worker was unable to determine the uses of the building from across the street, the occupant of the building on the first floor was interviewed. After the activities of each block along both sides of the street were recorded, the data gatherer then repeated the process in the alley before going on the next street.

When the data for the activities of each parcel or building were recorded, field data were separated into discrete topics, such as existing land use, structural condition, and the like. Data were then mapped by activity for the two base line years, 1980 and 1986. In addition to the field survey data, aerial photographs and pictures were studied, and knowledgeable people were interviewed to establish accurate base line maps for each activity during the study period. In addition to mapping activities by parcel, building use by floors and basements were mapped using field sheets for each building use for both 1980 and 1986. Once all the activity mapping was completed, each activity was

measured to determine its area. For example, existing land use was measured in acres, buildings were measured in square footage, and parking was tabulated by number of on and off street parking spaces. Other information such as utilities, landscape amenities, and other features were described narratively as to age and condition.

In addition, interviews were conducted on week days with the owners and customers of every fourth business establishment. Every third tourist entering the Territorial Museum and the Capitol Publishing Museum was interviewed on weekdays, Sundays and the Fourth of July holiday in 1987. Questionnaires were left at the tourist entrance of the Scottish Rite Temple and collected at the end of the survey period. Using the city utility deposit fee list, a random number method was used for selecting interviewees. The random numbers of three and seven were selected by lot from a random number chart. Every entry number on the utility deposit fee list ending in a three or seven between 1980-86 was selected and the person with that number was contacted. The customers then selected were called by telephone to determine if historic preservation was a factor affecting their move to Guthrie or within the town of Guthrie.

Secondary source data were also obtained from past studies, public records and regulations, photographs, maps, and U. S. census information. The past studies of the City of Guthrie, its plans and regulations, and past studies of the Logan County Historical Society were reviewed to determine useful information for the study period. Historic photographs of the buildings in the study area of the Community Relations Office of the BancFirst were used to document building uses and conditions for 1980. Maps from the local Historical Society and the Community Development Department of the City of Guthrie were also used to establish the two base lines for the study period.

After the data were gathered, the information was measured and quantified for each activity by base year for comparisons in tabular and graphic form. The tabular and graphic information documented the changes which took place in the activities during the study period. Based on a comparison between the two base line years, interpretations in various activities during the study period were discerned. These interpretations provided the basis for the recommendations and conclusions contained in this study.

## CHAPTER IV

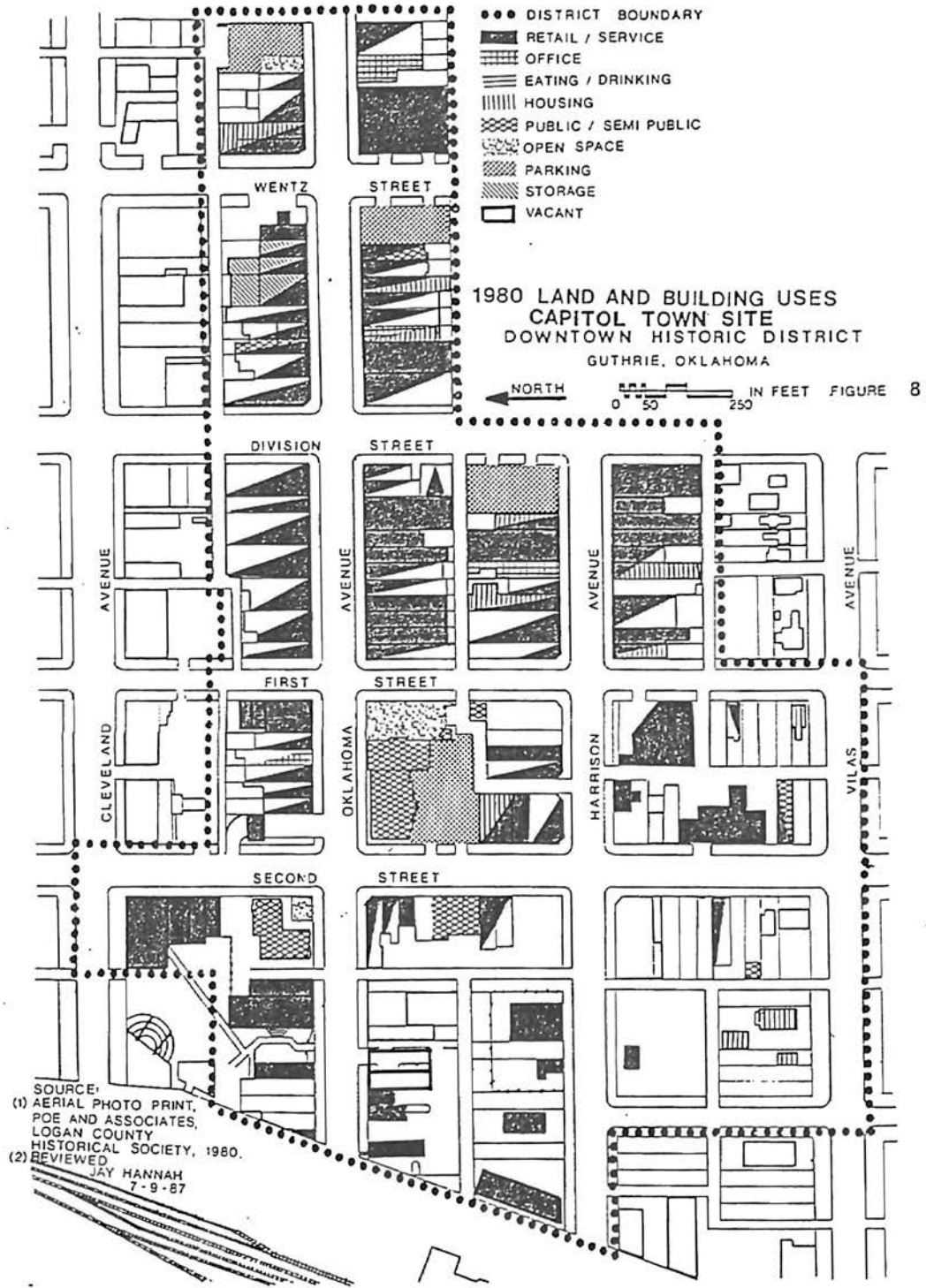
### PHYSICAL RESOURCES SURVEY

To measure physical activities in the study area, two baselines were established. Seven physical elements were reconstructed to show conditions at the beginning (1980) and the end (1986) of the study period.

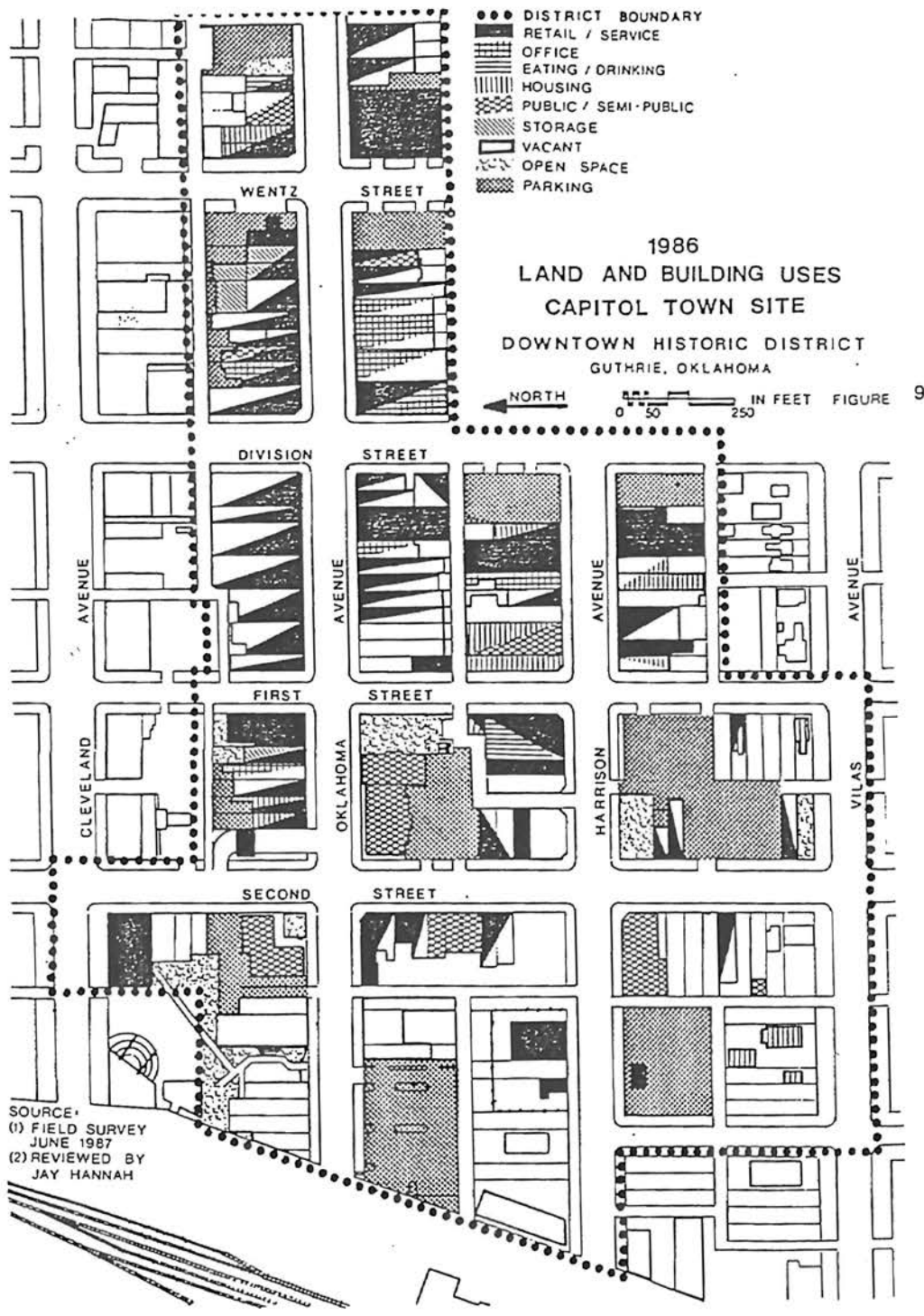
The elements surveyed included: (1) Existing Land Use and Buildings; (2) Building Usage; (3) Structural Condition of Buildings; (4) On and Off Street Parking; (5) Utility Services (water, sanitary sewer, storm sewer, and natural gas, power, telephone and television cable); (6) Landscape Amenities; and (7) Other Amenities. Each of the survey elements was discussed in terms of their situation at the beginning and end of the study period.

#### Existing Land Use and Buildings

The study area consisted of 40 acres of land with buildings located on a grid street system in downtown Guthrie. Development activities are focused on Oklahoma Avenue and to a less extent on Harrison Avenue. Most of the buildings tend to be occupied on the first floor and vacant on the upper floors, except for buildings which have recently been renovated. Between 1980 and 1986 there were only minor changes in the land use patterns and building configurations, as can be observed by comparing the 1980 and 1986 Land and Building Use Maps (Figures 8 and 9). Several buildings on Oklahoma Avenue between the railroad and Second Street were removed to create a parking lot in the Tannery re-development project. Similarly, buildings along Harrison







Avenue between Second and First Streets, across from the Victor Mall, were demolished to create a parking lot and open space area for the Mall. Other land and building patterns between 1980 and 1986 reflect building vacancies, changes due to business closings or openings and renovation activities.

### Existing Land Uses

Land use was classified into seven categories. These land use categories include commercial, residential, public, open space, parking, streets/alleys and vacant/undeveloped land (Table IV). The land use is arranged along a grid street system with land uses fronting on the streets. Street and alley rights of way constituted the largest land use with 18 acres or 44 percent of the study area. Street and alley land use was unchanged between 1980 and 1986.

Commercial land use is concentrated primarily along Oklahoma Avenue and Harrison Avenues between Second and Division Streets. This commercial activity consists principally of retail trade, services, offices and eating establishments. Commercial land in 1980 constituted 8.6 acres, but declined slightly by 1986 to 8.1 acres. Public and semi-public uses consist primarily of offices in the post office and city hall and a few scattered semi-public offices. Public and semi-public land use increased by half an acre, or to 4.2 percent of total land use in 1986. Housing is a relatively small activity in the study area and consists of a few apartments on the second floors of the renovated buildings and single family houses on the periphery of the study area along Vilas Avenue. Residential land use increase slightly from 0.4 to 0.6 acres for a 4.5 percent increase by 1986. Open space consists primarily of the post office lawn area and the Tannery Amphitheater area along with a few other small

TABLE IV  
 LAND USE CHANGES IN THE CAPITOL TOWNSITE  
 HISTORIC DOWNTOWN DISTRICT,  
 GUTHRIE, OKLAHOMA,  
 1980 TO 1986

Category	1980 Acres	Percent	1986 Acres	Percent	Percent Change
Commercial	8.60	21.08	8.10	19.85	-5.00
Residential	0.40	0.98	0.60	1.47	4.50
Public	1.20	2.94	1.70	4.16	42.00
Open Space	0.30	0.73	0.80	0.96	166.60
Parking	1.00	2.45	5.40	13.25	440.00
Streets & Alleys	18.00	44.12	18.00	44.12	0.00
Vacant	<u>11.30</u>	<u>27.70</u>	<u>6.10</u>	<u>15.19</u>	-45.10
Total	40.80	100.00	40.80	100.00	

Sources: Logan County Historical Society Records, Field Survey 1987.

scattered landscaped spaces in the study area. Open space land doubled from 0.3 to 0.8 acres by 1986. Off-street parking which is one of the larger land uses in the study area increased from one acre to 5.4 acres, or by 440 percent. New parking lots are located in close proximity to major restoration projects, e.g., the Victor Mall and the Tannery. Generally speaking, off street parking is located around the retail core. Vacant land decreased by 45 percent during the study period. This is due primarily to land being developed for open spaces and parking lots.

### Building Usage

The amount of building square footage space in the study area decreased from 765,049 in 1980 to 738,949 in 1986 (Table V). Commercial building usage was the dominate activity ranging from 49 percent for the total usage in 1980 to show a slight decline in 1986 to 48 percent. Service and retail dominated building usage in the commercial category but declined by 16 percent between 1980 to 1986. While building usage for eating establishments rose by 79 percent which represented the largest gain in the commercial usage category during the study period. Office usage remained almost static increasing by only one percent. Storage usage saw a 29 percent increase during the study period.

Housing remained a small category but increased its usage by 47 percent. Public and semi-public usage saw an increase of 42 percent while vacant space declined by 12 percent.

In terms of building usage, the first floor was by far the dominant area followed by the second floor, basement, third floor and fourth floor (Table VI). Retail trade and business services compared to other uses were the predominate use; however, there was a 16 percent decline in their usage

TABLE V  
 BUILDING USAGE IN GUTHRIE CAPITOL TOWNSITE  
 HISTORIC DOWNTOWN DISTRICT,  
 1980 and 1986

Usage Type	1980 Square Footage	Percent	1986 Square Footage	Percent	Percent Change
Commercial					
Service & Retail	259,795	34	218,545	30	-16
Eating	12,925	2	23,175	3	79
Office	61,820	8	62,395	8	1
Storage	38,375	5	49,380	7	29
Commercial Total	372,915	49	353,495	48	-5
Housing	17,250	2	25,325	3	47
Public/Semi-Public	53,450	7	75,990	10	42
Vacant	<u>321,434</u>	<u>42</u>	<u>284,139</u>	<u>39</u>	-12
Total	765,049	100	738,949	100	

Source: Logan County Historical Records and Field Survey 1987.

TABLE VI  
 BUILDING USAGE BY FLOOR IN 1980 AND 1986  
 CAPITOL TOWNSITE HISTORIC DOWNTOWN  
 DISTRICT, GUTHRIE, OKLAHOMA

	Basement	First Floor	Second Floor	Third Floor	Fourth Floor	Total
Service & Retail						
1980	1,350	241,370	17,075	0	0	259,795
1986	7,600	187,620	23,325	0	0	218,545
Percent Change						-16
Eating						
1980	0	12,925	-	-	-	12,925
1986	2,000	12,925	-	8,250	-	23,175
Percent Change						44
Office						
1980	3,000	39,845	18,975	-	-	61,820
1986	3,000	39,845	19,550	-	-	62,395
Percent Change						1
Housing						
1980	-	5,500	11,750	-	-	17,250
1986	-	8,125	17,200	-	-	25,325
Percent Change						47
Public						
1980	14,000	25,525	13,925	-	-	53,450
1986	21,780	32,905	21,305	-	-	42
Storage						
1980	6,975	5,850	25,550	-	-	38,375
1986	6,975	5,850	29,175	7,380	-	49,380
Percent Change						29
Vacant						
1980	15,630	72,567	199,632	28,855	4,750	321,434
1986	-	82,812	177,602	18,975	4,750	284,139
Percent Change						-12
Total						
1980	49,955	403,582	286,907	28,855	4,750	765,049
1986	41,355	370,082	288,157	34,605	4,750	739,949

Source: Logan County Historical Society and Field Survey, June 1987.

between 1980 and 1986. On the other hand, eating establishments increased their usage by 44 percent and expanded into basement and third floor space. Office usage remained nearly static but increased its use of second floor space in 1986 and declined in basement space usage. Storage use showed a significant 29 percent increase by using more second and third floor space. Housing increased its usage by 47 percent of first and second floor space. Public and semi-public space increased 42 percent in basement, first and second floor space usage. Overall, there was a 20 percent increase of third floor space and no increase of fourth floor space, while basement space usage increased by only 1 percent and first floor usage decreased by 8 percent.

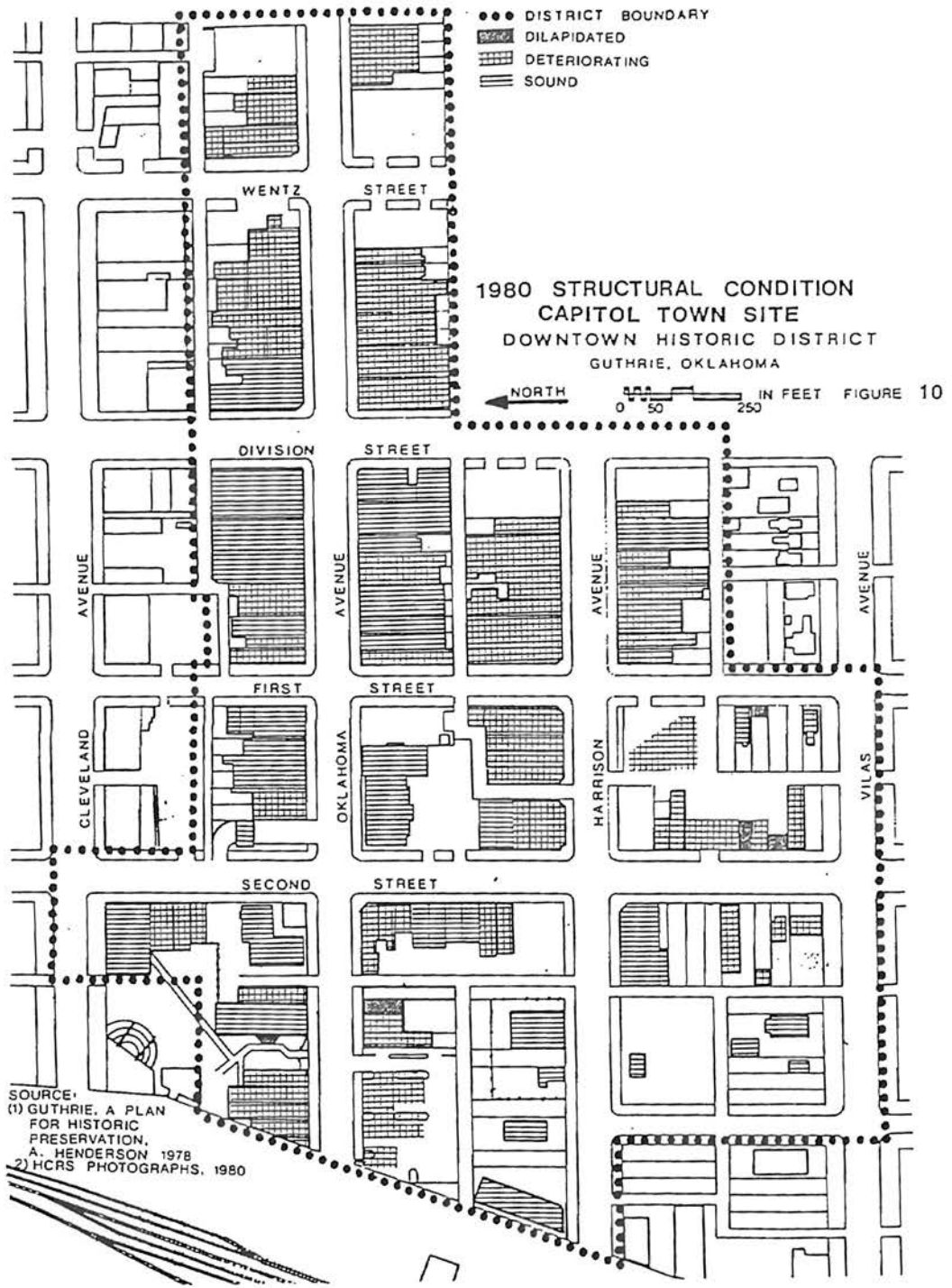
#### Structural Condition of Buildings

The study area contains over 100 buildings. These buildings were classified as to structural condition using a standard urban planning inspection method and criteria as follows:

- Dilapidated - beyond economic repair
- Deteriorating - requiring major repair
- Sound - requiring minor or no repair

Using the above criteria, buildings were classified as to structural condition. The 1980 Structural Conditions Map (Figure 10) was developed using the structural conditions map from Henderson's, "A Plan for Historic Preservation" and HCRS 1980 photographs. The 1986 map (Figure 11) was based on a visual exterior inspection of all the buildings using the above stated criteria in the summer of 1987 and adjusted to reflect actual conditions at the end of 1986.

There was an even mixed distribution of structural conditions as shown on the maps for 1980 and 1986 (Figures 10 and 11). In 1980 only four





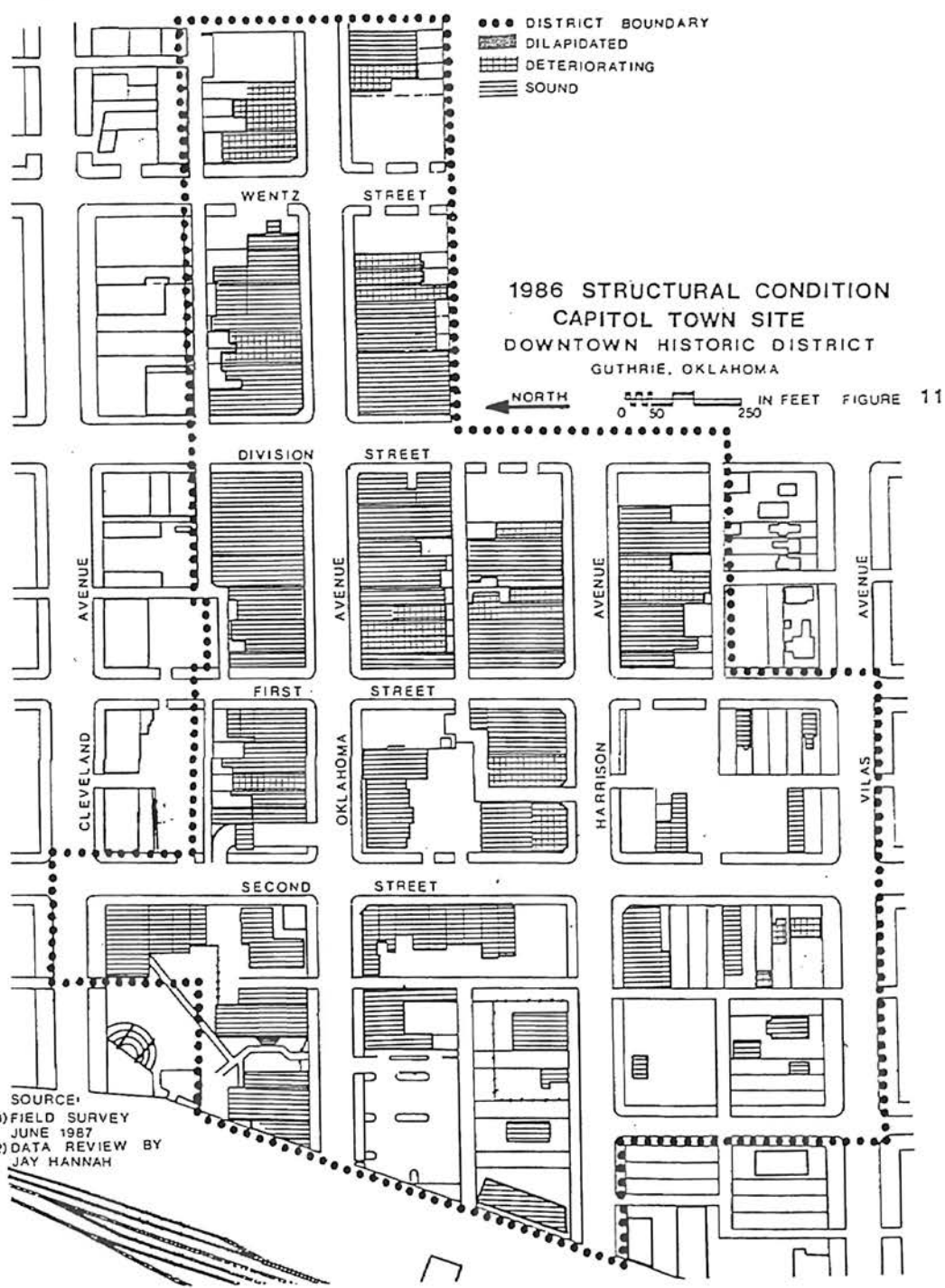


TABLE VII  
 STRUCTURAL CONDITION OF BUILDINGS IN 1980 and 1986  
 IN THE DOWNTOWN HISTORIC DISTRICT,  
 GUTHRIE, OKLAHOMA

Building Condition	Number of Buildings	
	1980	1986
Dilapidated	4	0
Deteriorating	79	25
Sound	<u>42</u>	<u>90</u>
Total	125	115

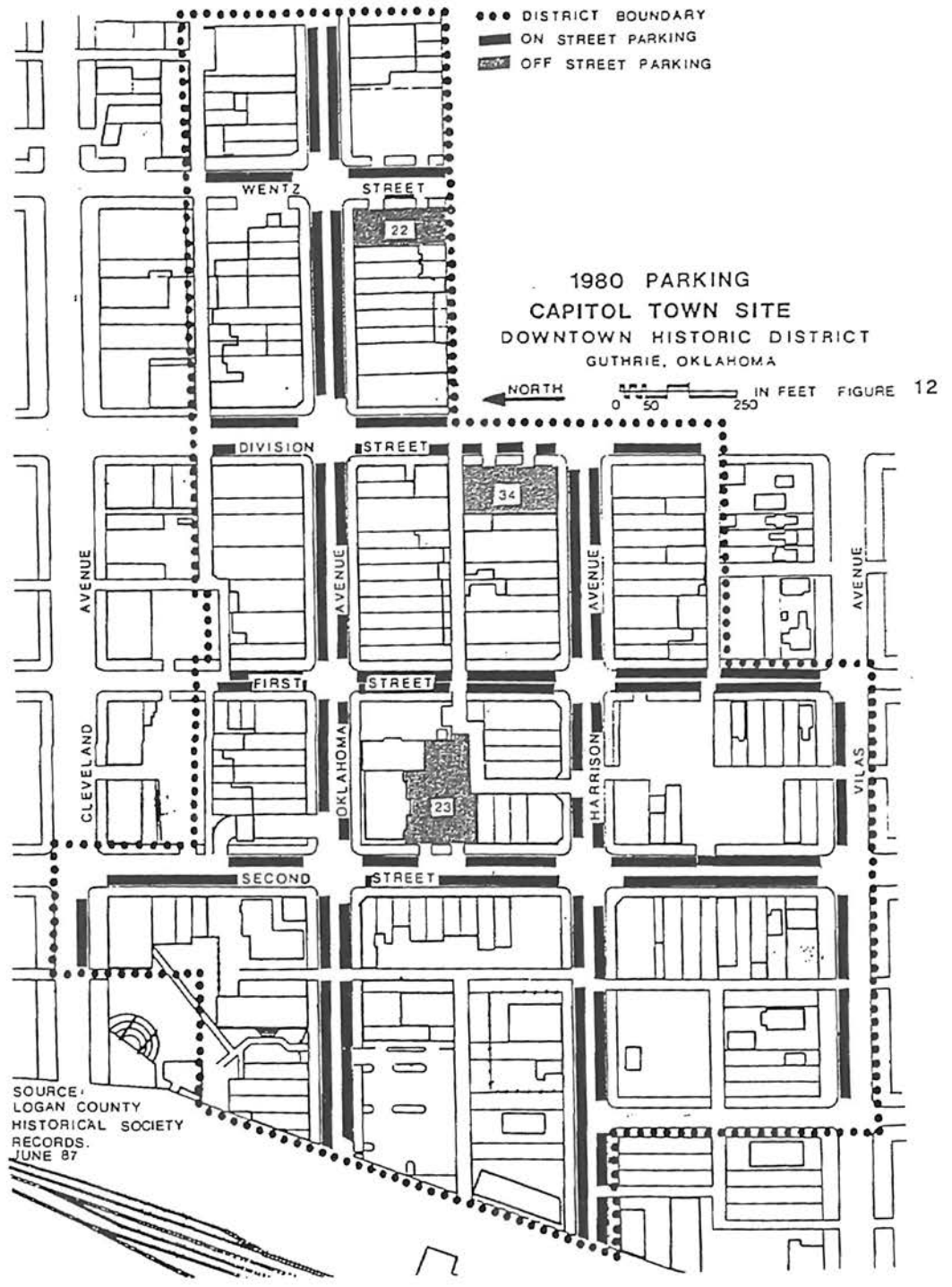
Source: Logan County Historical Society Records and Field Survey, 1987.

buildings were classified as dilapidated; by 1986 there were none (Table VII). The 79 deteriorating buildings in 1980 constituted 63 percent of the buildings, the largest group. By 1986, the deteriorating category only made up 22 percent of the study area's buildings. In 1980, only 36 percent of the buildings were found to be in sound condition; by the end of 1986 that number had increased to 78 percent. During the study period, the actual number of buildings decreased from 125 to 115 buildings, for an 8 percent decrease.

### On- and Off-Street Parking

Two types of parking are found in the study area -- on-street and off-street parking. On-street parking is typically 45 degree angle parking on Oklahoma and Harrison Avenues and parallel on the cross streets. Nearly all the streets and avenues are fully designated for on-street parking (Figures 12 and 13). In 1980, there were 284 forty-five degree angle parking spaces and 177 parallel spaces for a total of 462 spaces (Table VIII). In 1980 there were three off-street parking lots with 79 spaces. The post office lot with 23 spaces was only available to the employees of the building. Consequently, they were only two lots with 56 spaces available to the public. Only one of these lots was located conveniently to key retail stores at the corner of Harrison Avenue and Division Street.

By 1986 there was a slight decrease of 4 spaces in on-street parking compared to 1980. However, there was a 195 percent increase in off-street parking in 1986 compared to 1980, from 79 spaces to 233 spaces. This increase in parking resulted from the building of two parking lots, one across the street from the Victor Mall on Harrison Avenue and the other in the Tannery off Oklahoma Avenue. These two lots improved the distribution of off-street parking lots in the study area. Overall, there was an increase of 150 spaces between



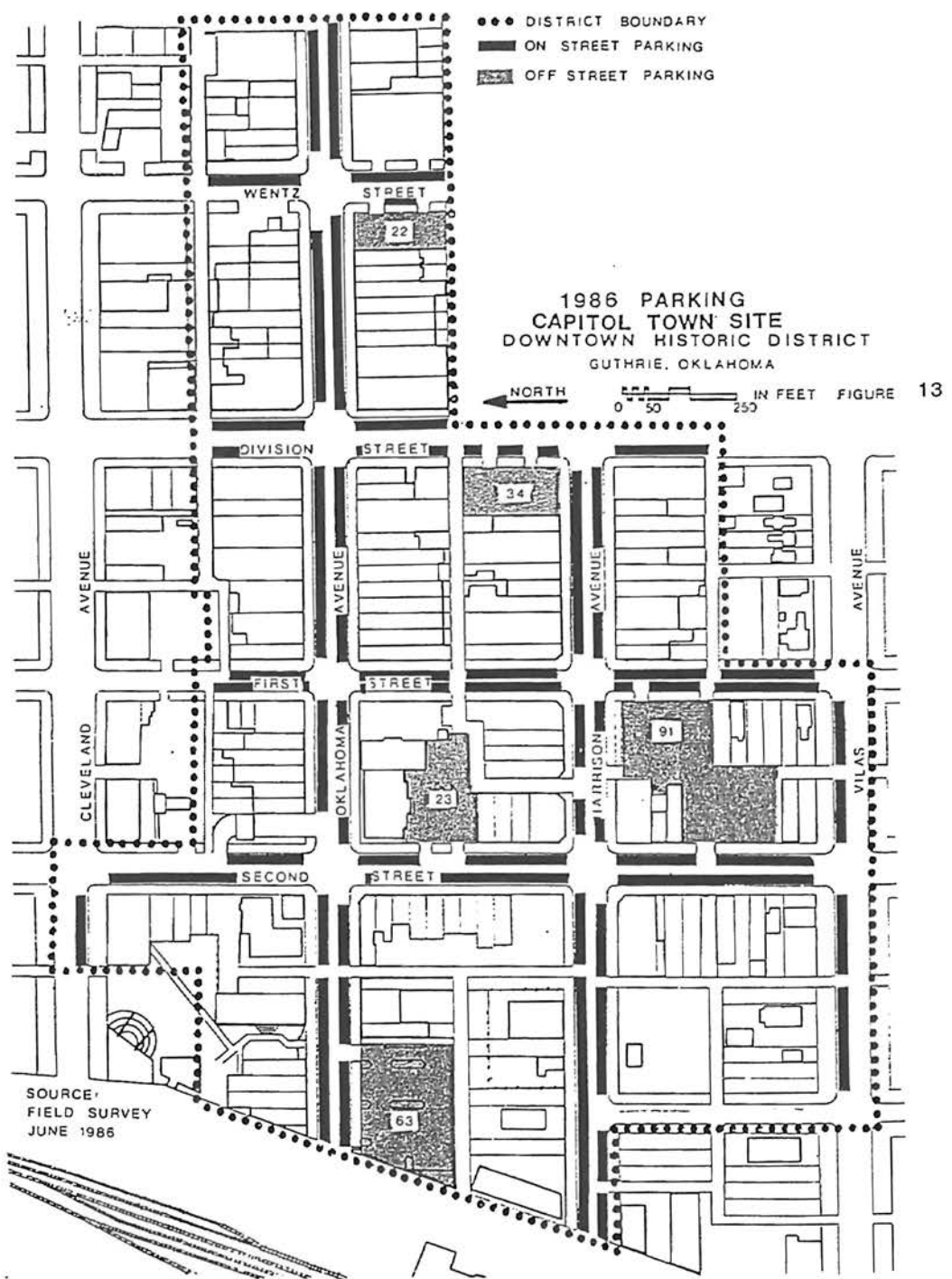


TABLE VIII  
 PARKING IN THE CAPITOL  
 TOWNSITE HISTORIC DISTRICT  
 GUTHRIE, OKLAHOMA, 1980 and 1986

Type	Number of Stalls	Percentage
<u>On-Street Parking</u>		
<u>1980</u>		
45 degree angle	284	62
Parallel	<u>177</u>	38
Total	462	100
<u>1986</u>		
45 degree angle	282	62
Parallel	<u>176</u>	<u>38</u>
Total	458	100
<u>Off-Street Parking</u>		
1980	79	25
1986	<u>233</u>	75
Total	312	
<u>Total On- and Off-Street Parking</u>		
1980	541	--
1986	<u>691</u>	--
Increase 1980 to 1986	150	28

Source: Field Survey 1987.

1980 to the end of 1986. This represented a 28 percent increase in total parking during the study period.

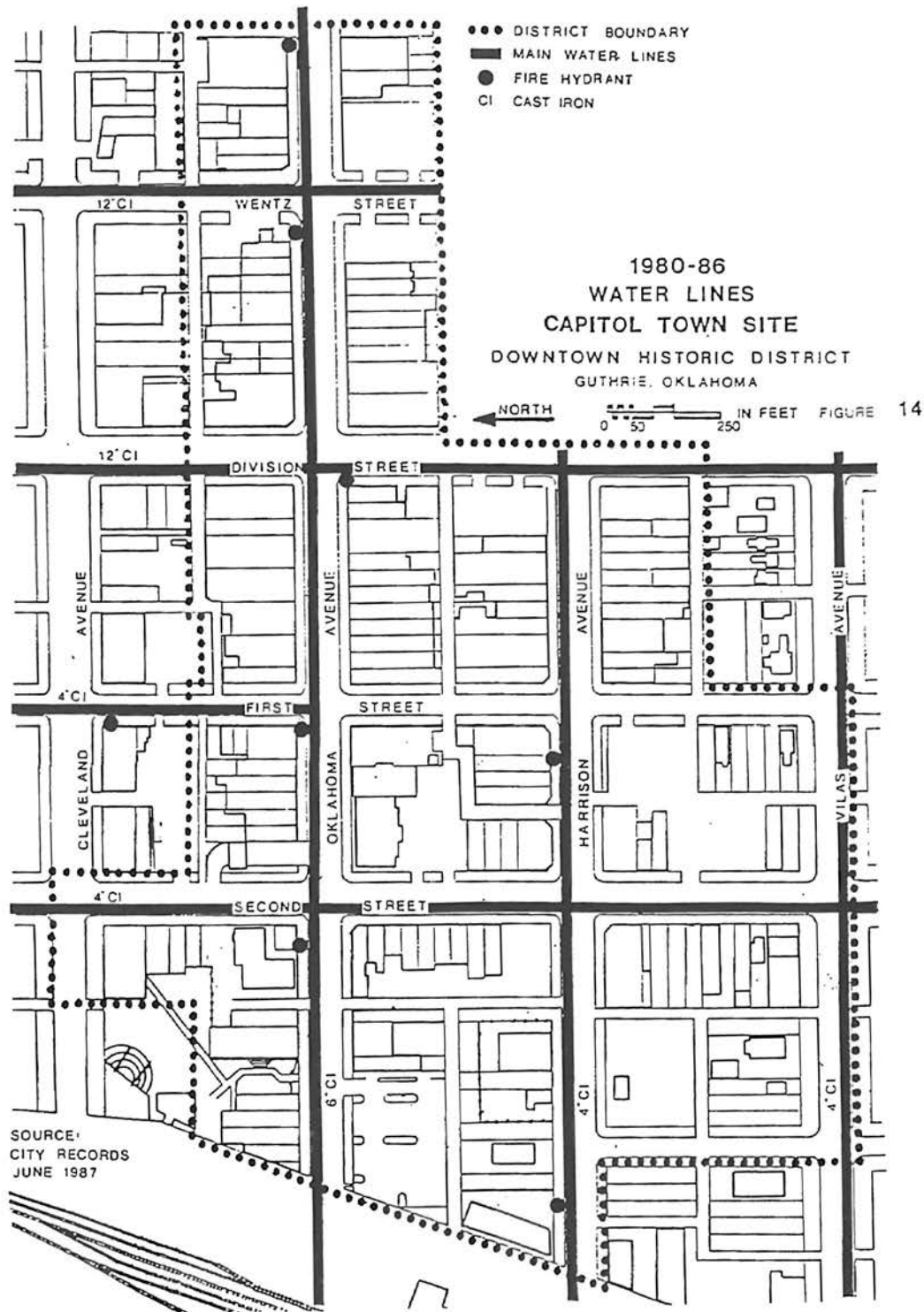
### Utility Services

The study area is served by seven utilities. These services include water, sanitary sewer, storm water sewer, natural gas, electric power, telephone, and television cable. Of these utilities, three are publicly owned and four are privately owned. Water, sanitary and storm water sewers are provided by the City of Guthrie. Natural gas is provided by Oklahoma Natural Gas Company. The electric power is provided by Oklahoma Gas and Electric Company, the telephone service is provided by Southwestern Bell, and television cable is provided by Cablevision.

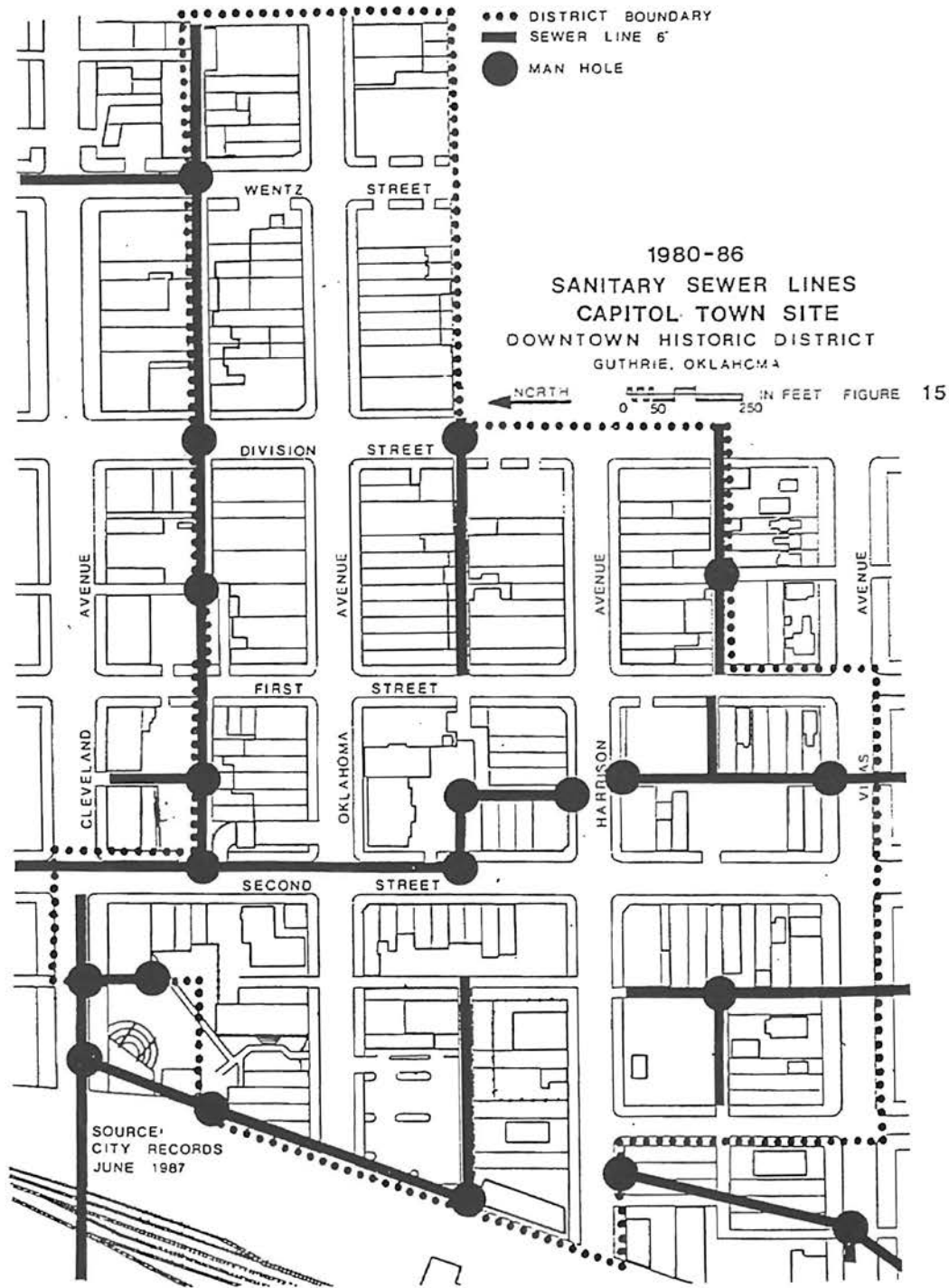
The water distribution system was installed in 1897 and consists of cast iron pipes of 4, 6 and 12 inch size. Water lines are located on nearly all streets of the Study Area (Figure 14). The principal water main, a 12 inch cast iron line on Division Street, carries water from the water treatment plant on South Division Street to and through the study area. The other lines in the study area are served off this line. The original water lines in this area have not been replaced since they were installed, which makes the lines approximately 90 years old. There is a mixed feeling about the adequacy of the existing system. Many persons believe the system is near the end of its life expectancy.

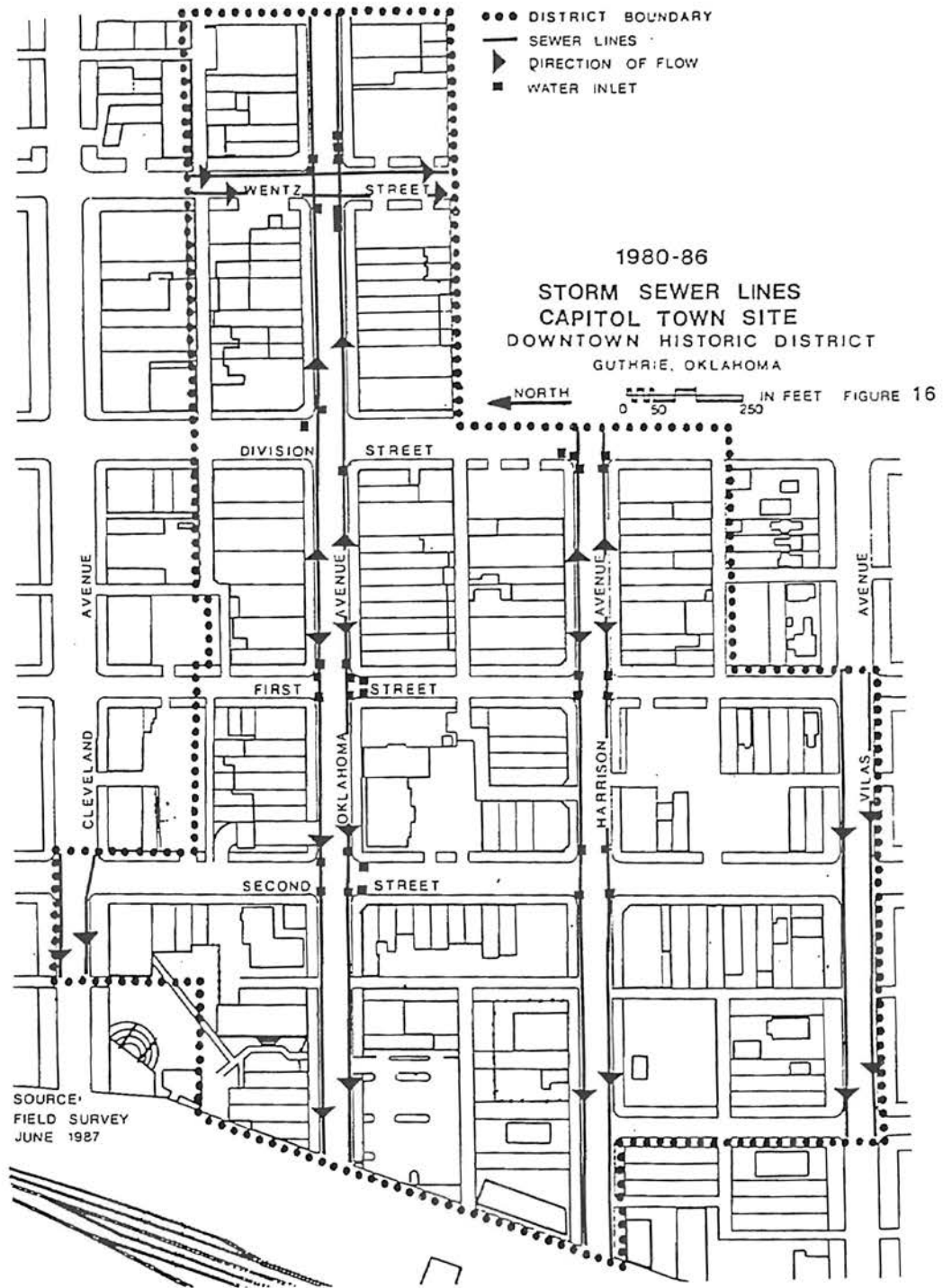
The sanitary sewer system was installed in 1897 and consists of a 6 inch verified clay tile gravity collection system. The sewage system is located in nearly all the alleys of the study area (Figure 15). The system has not been modified since it was installed in 1897, nearly 90 years ago. City officials believe the system is serving the area adequately.

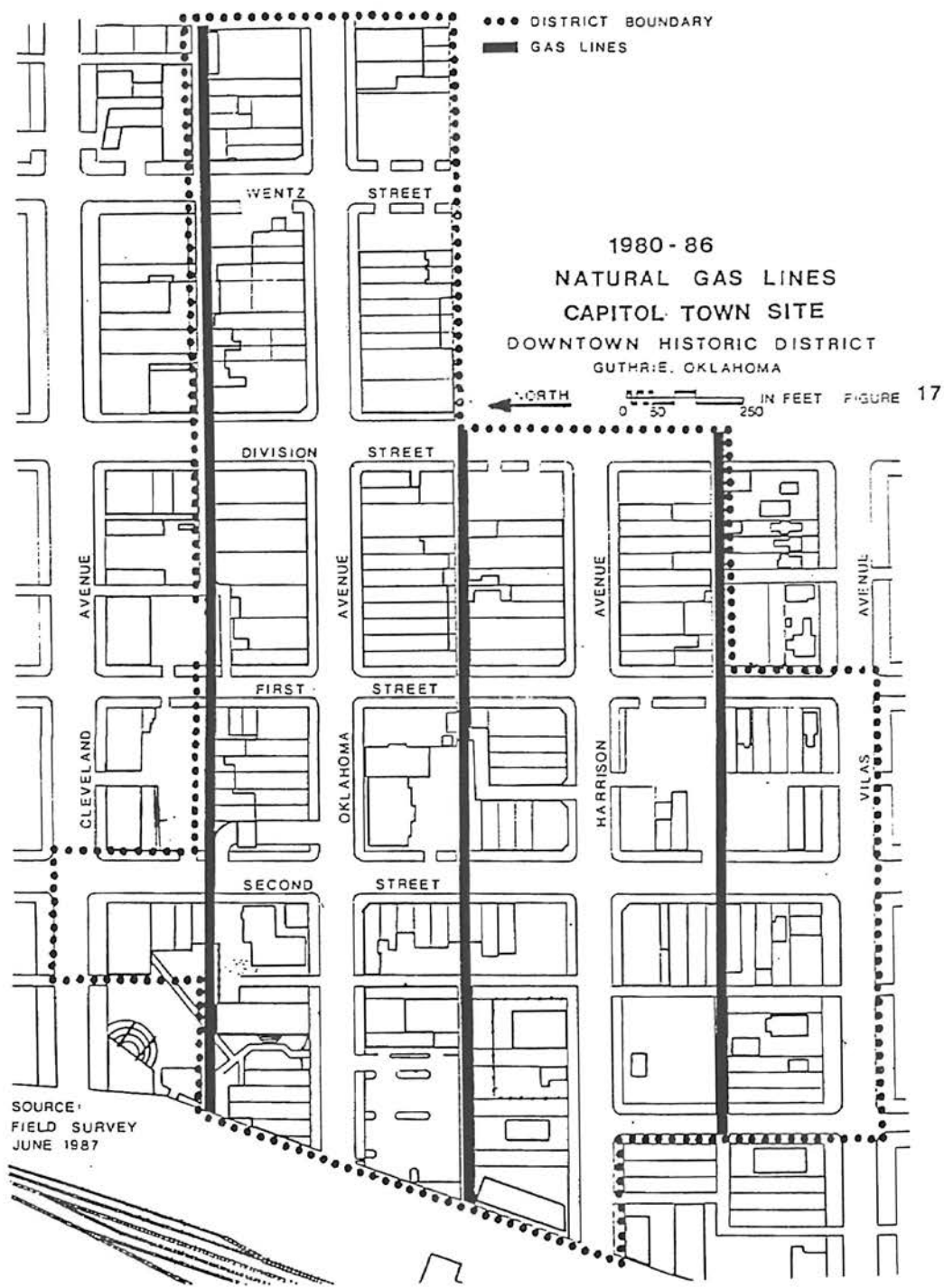
The storm sewer system was installed in the study area around the turn

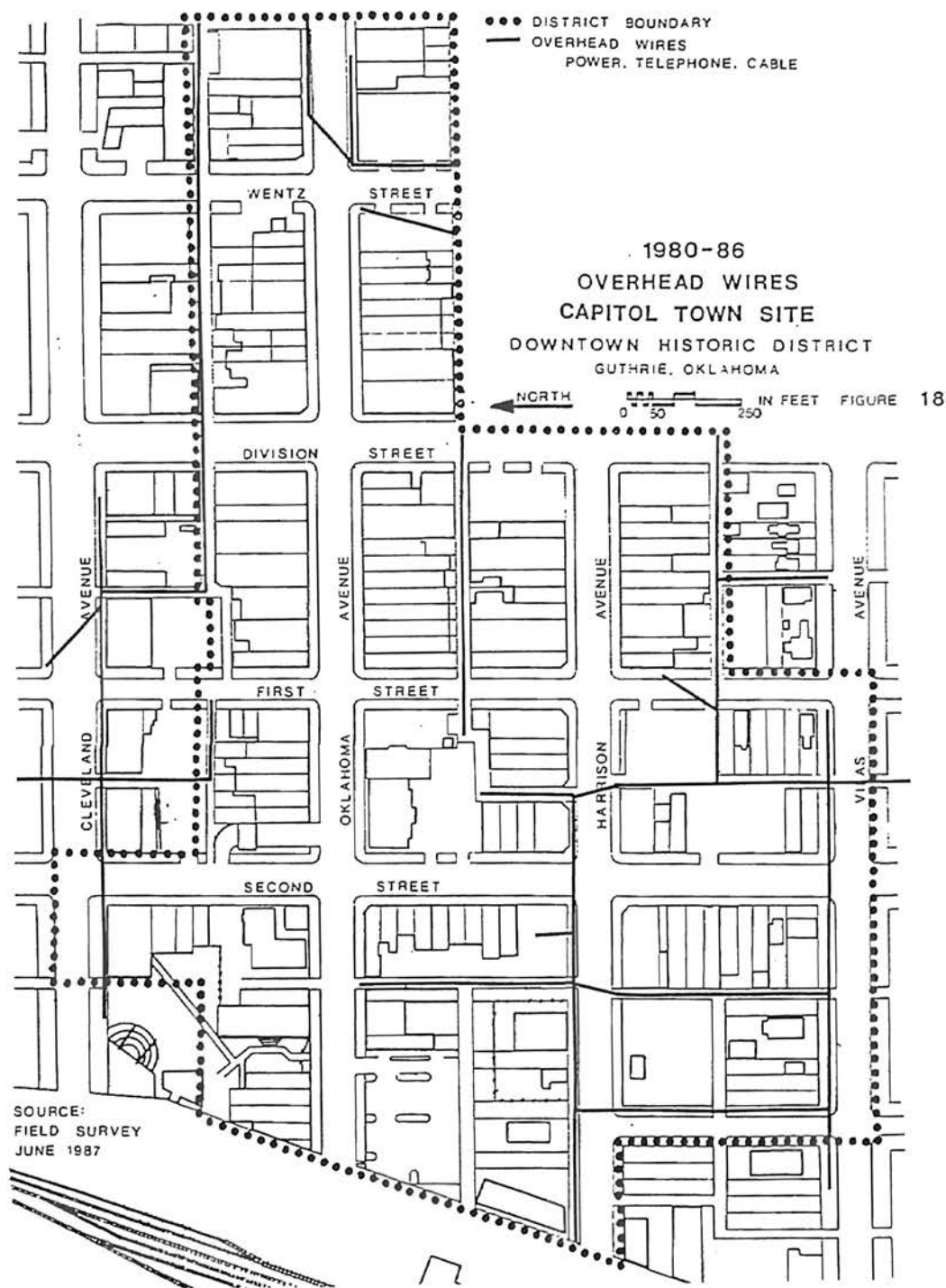












of the century. The system is located on Cleveland, Oklahoma, Harrison, and Vilas Avenues (Figure 16). The system has not been improved since it was built. Community members believe the system is adequately serving the area.

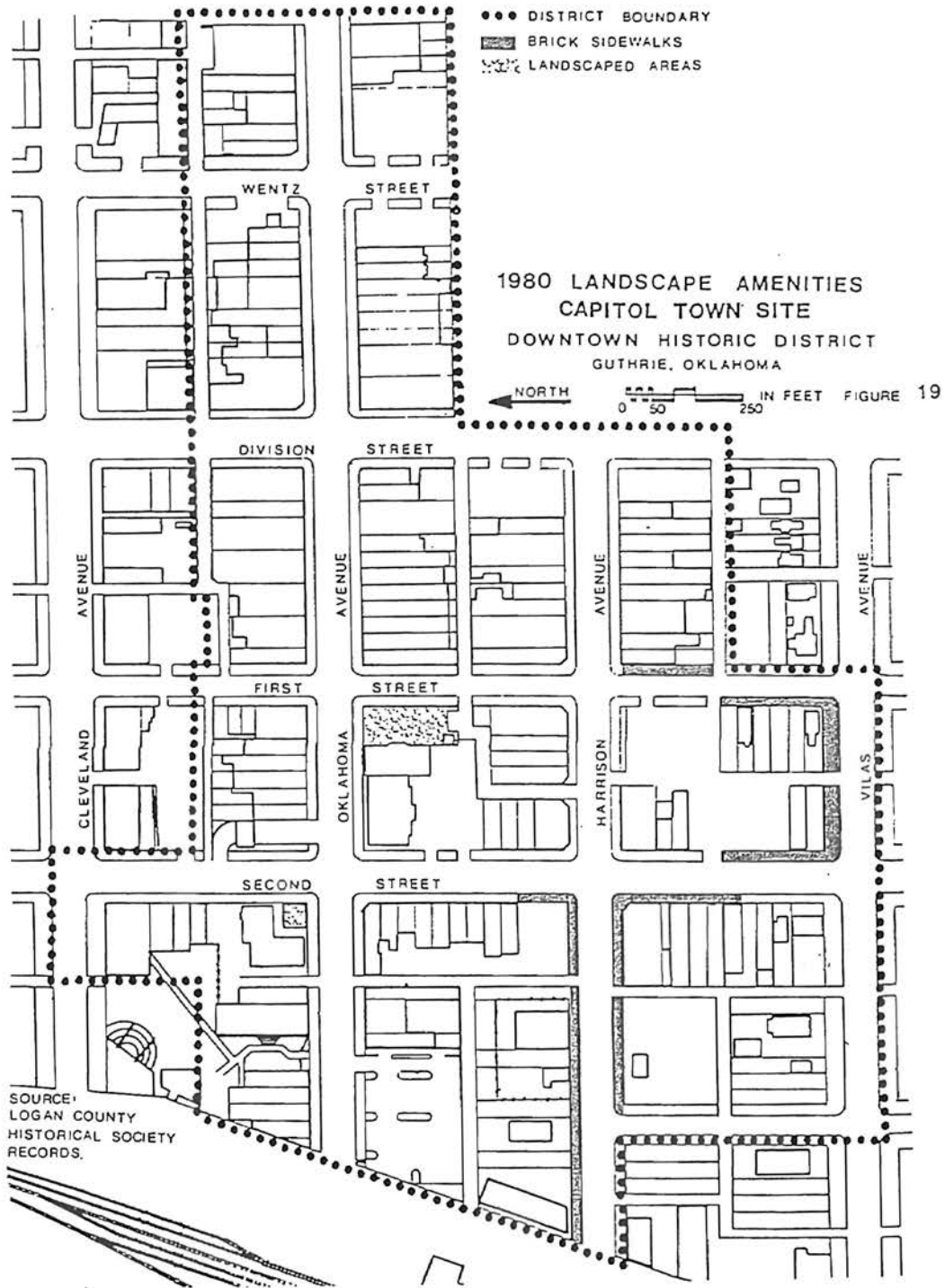
The natural gas system was installed in the study area over the past 30 years. The system is located in the alleys behind business establishments on Oklahoma and Harrison Avenues (Figure 17). The system is adequately serving the area.

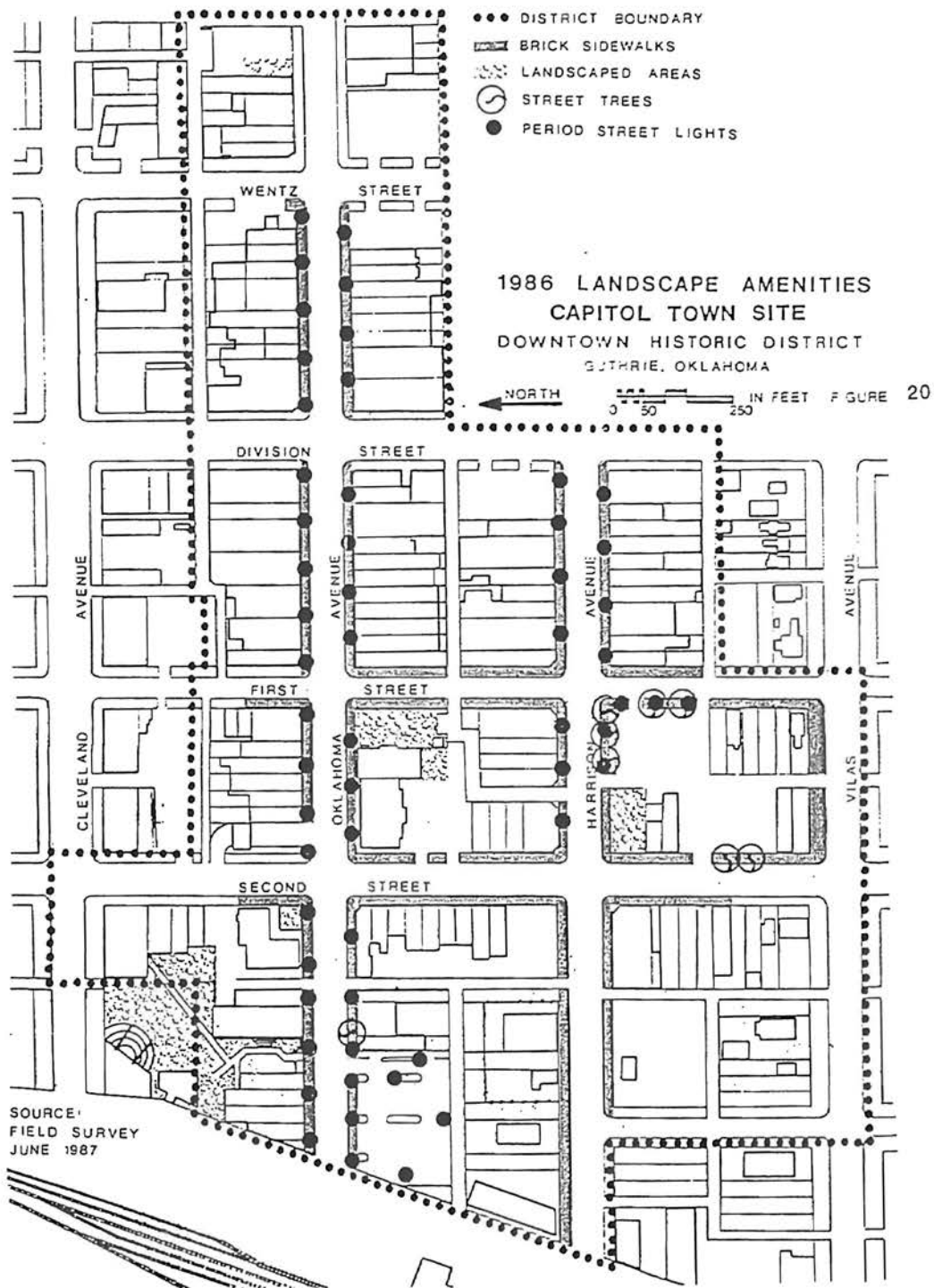
Overhead wires consist of electric power, telephone and television cables. The wires are hung on wooden poles and are located in the alleys parallel to Oklahoma and Harrison Avenues, the chief commercial streets (Figure 18). The period street lights on Oklahoma and Harrison Avenue are served by underground electric lines. The study area is adequately served by these services.

#### Landscape Amenities

Substantial improvements were made in the visual enhancement of the study area between 1980 and 1986 with the addition of more landscape amenities (Figures 19 and 20). In 1980 there were only three amenities in the district: (1) a raised planting bed in front of the City Hall (2) the lawn and shade trees in front of the Post Office on First Street; and (3) a brick sidewalk system in the southern portion of the study area.

By the end of 1986 seven more major landscape amenities were added. Four landscaped open spaces were built including the Tannery Amphitheater area, turf panels at Harrison and Second Streets, and Oklahoma and Wentz Streets; and the expansion of the Post Office lawn. In addition, the existing brick sidewalk system was expanded to include the remainder of Harrison Avenue, most of Oklahoma Avenue, and connecting streets such as First and Second





Streets. Overhead electric lines were placed underground and period pedestrian street lights were installed on Oklahoma and Harrison Avenues. Street trees were established around the Victor Mall and Tannery parking lots.

Over the study period, landscape amenities more than doubled and improved the visual quality of the area immensely.

#### Other Amenities

The study area has been enhanced by other elements besides the landscape amenities, such as building facade treatments and color coordination in exterior paint and awnings.

Facades have been enhanced through complete building restoration such as the Victor Mall and the Gaffney Building and the renovation and dedication of facade easement such as the entire frontage on the north side of Oklahoma Avenue between First and Division streets. A full block renovation and dedication of the facades provides a pleasing architectural statement.



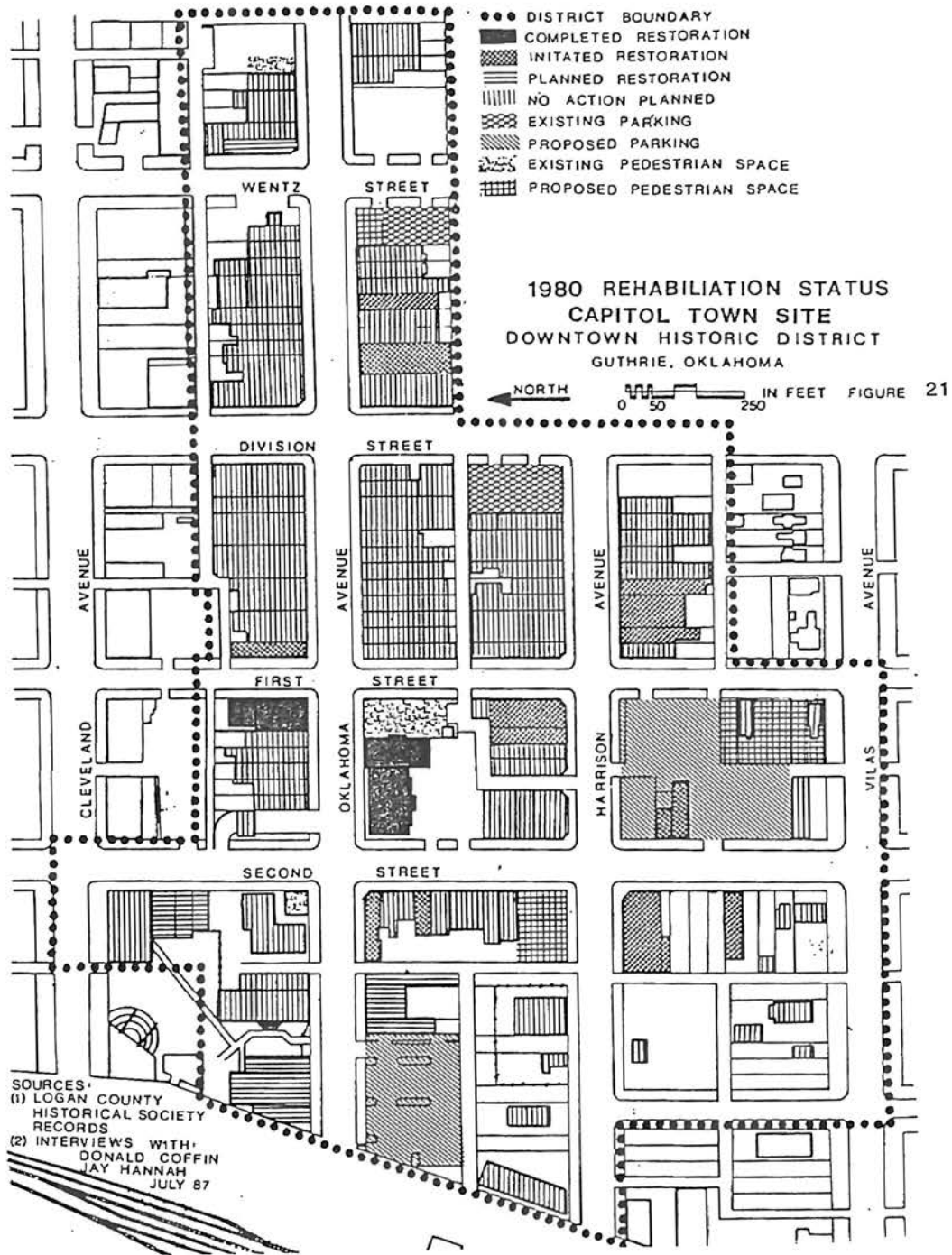
## CHAPTER V

### ECONOMIC RESOURCES SURVEY

This survey covered the overall economic activities affecting Guthrie and the study area. The items surveyed included historic preservation activities which were planned, programmed and executed and their fiscal impact on the community during the study period. More specifically, the survey covered the extent and expenditures of renovation projects, an investigation of selected property taxes on buildings before and after renovation, and the impact of historic preservation activities on housing, sales tax collection, tourism, public lodging and tours during the study period.

#### Rehabilitation Status

The Logan County Historical Society with a professional executive director and assistance from supporting organizations in the community began an ambitious preservation program in 1980. The planned activities in 1980 and 1986 are presented in Figures 21 and 22 and in Table IX. In 1980, less than 7 percent of the buildings had completed exterior renovation compared to 28 percent by the end of 1986 (Table IX). In 1980, exterior restoration had been initiated on 13 buildings; by the end of 1986 the activity had slowed to just one building. In 1980 restoration was planned for 10 additional buildings but by the end of 1986 only four buildings were being considered for renovation. These figures show the slow down of renovation activities by the end of 1986, caused primarily by the 1986 Tax Reform Act which took effect in 1987.



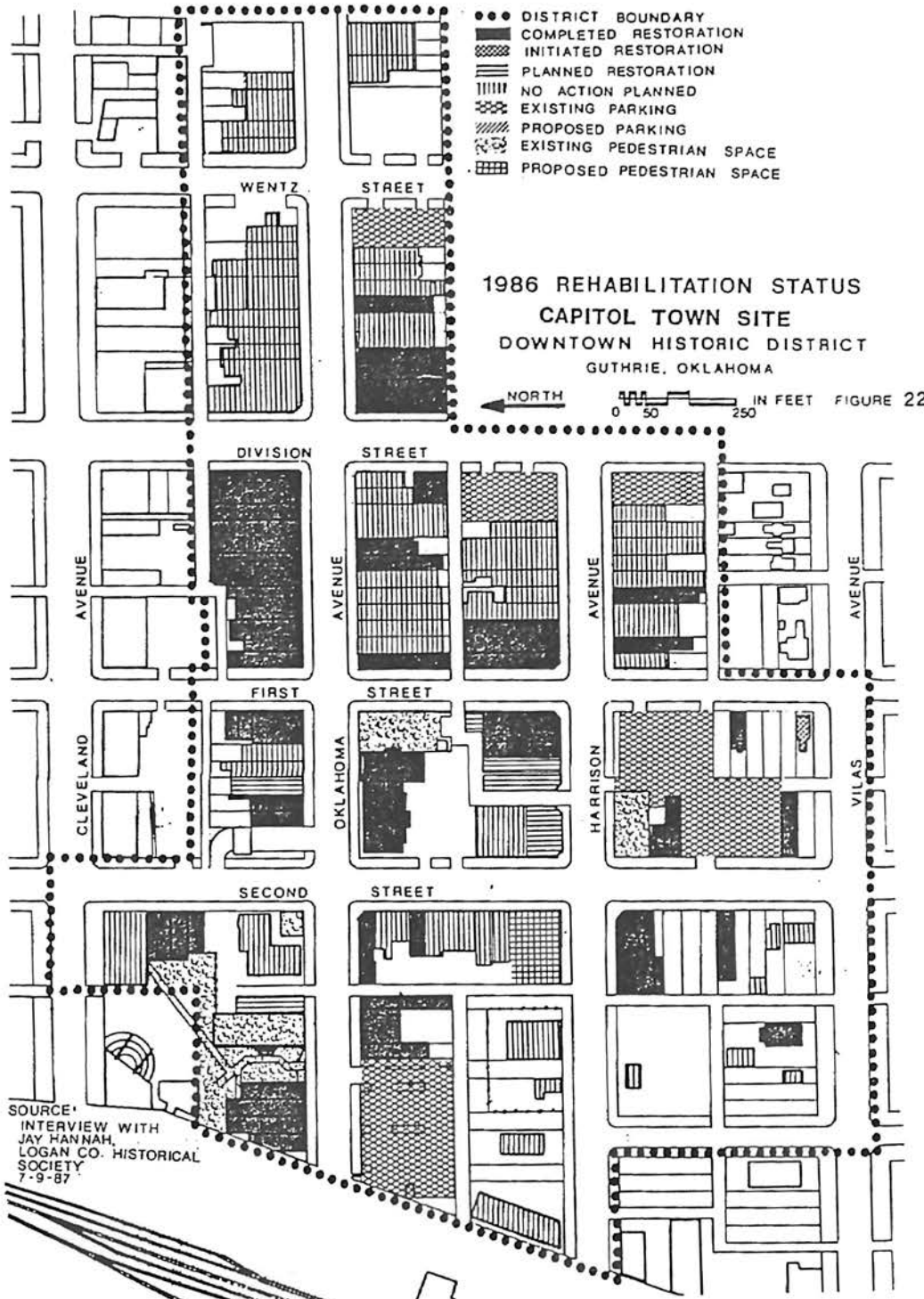


TABLE IX

REHABILITATION STATUS CAPITOL TOWNSITE  
DOWNTOWN HISTORIC DISTRICT,  
GUTHRIE OKLAHOMA,  
1980 AND 1986

Development Activity	Number and Percent of Buildings				Percentage Change	Unit Change
	1980 No.	Percent of Total	1986 No.	Percent of Total		
Number of Buildings	125		115		-8	-10
Completed Exterior Building Restoration	2	7	41	28		
Exterior Building Restoration Initiated	13	10	1			
Exterior Building Restoration Planned	10	13	4			
Existing Off-Street Parking Spaces	79		233		195	154
Proposed Off-Street Parking Spaces	154		0			
Existing Open Spaces	3		5			
Proposed Open Spaces	1		1			

Source: Field Survey, Summer 1987

All of the proposed parking spaces shown in Figure 22 and Table IX were built by the end of 1986; nearly a 200 percent increase in off-street parking in the study area. Developed open spaces were increased from three to five spaces with only one space still being retained in the planning category by the end of 1986.

### Renovation Projects

Since the study area is located in a historic district and on the National Register, the community was in an ideal position to take advantage of federal tax laws starting in 1976 to renovate historic structures. The Capitol Townsite Downtown Historic District was the site for five planned renovation projects between 1980 to 1986 (Table X). Of the five planned projects, four were completed during the study period (1980-86). These four projects used a combination of private and public funds to finance the renovation. The Blue Bell Restaurant and Elks Hotel project which was planned and reduced in size to include only the Blue Bell Building was completed in 1988 with private financing after the study period. Each of these five projects are described herein in detail (Logan County Historical Society UDAGS).

#### Downtown Revitalization Project

This project involved the renovation of a ten block area in the downtown business district (Figure 23). The private participation involved 14 property owners who committed \$2.7 million on facade restoration, interior renovation, or expansion of their existing buildings. The UDAG funds were used to install ten blocks of curbs, gutters, brick sidewalks, period style lighting, property for public parking, construct a mini-park, relocate businesses, and perform clearance and demolition. The grant was administrated by the Logan County Historical

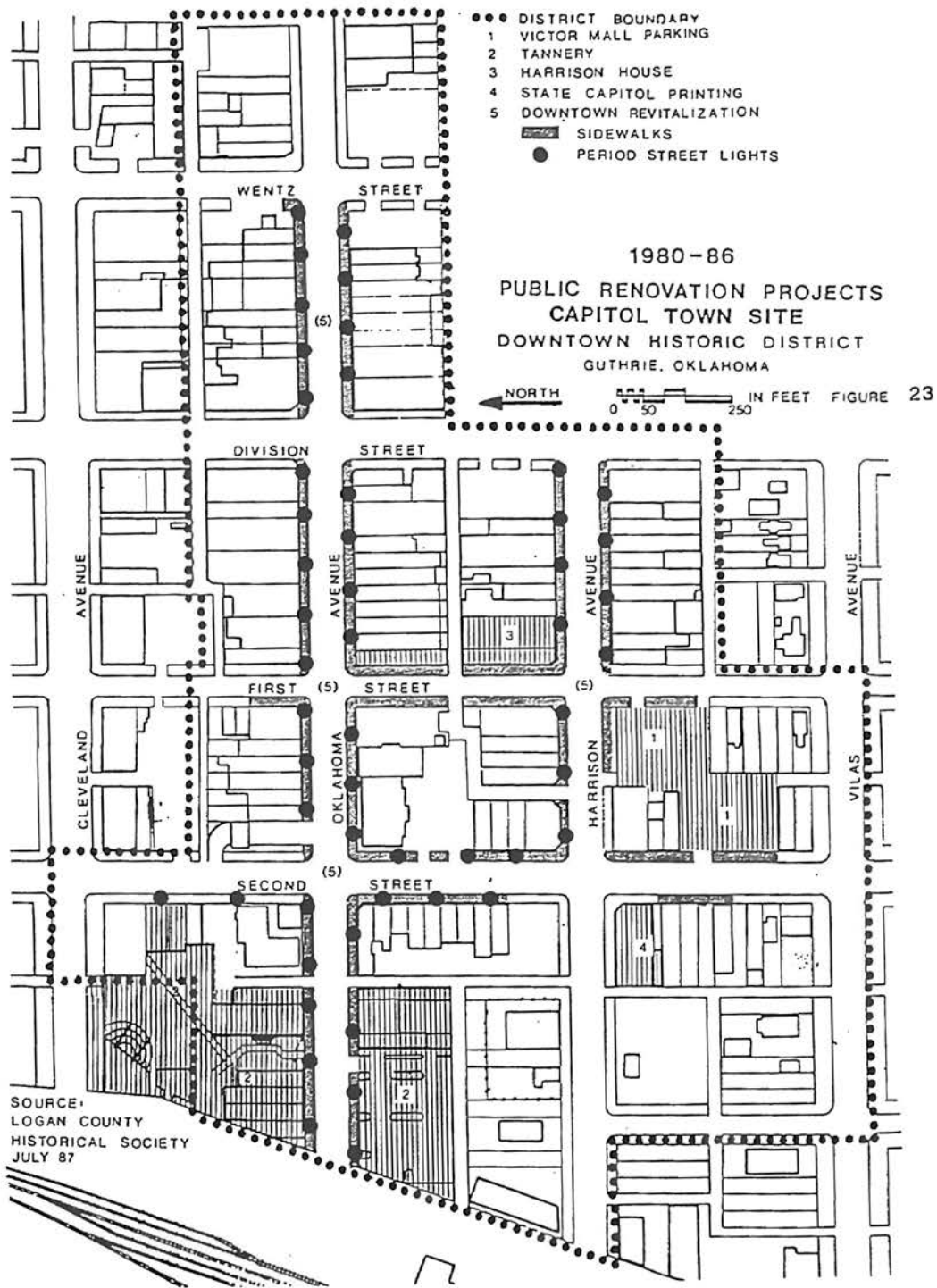
TABLE X  
PUBLIC EXPENDITURES MADE FOR THE PURPOSE  
OF HISTORIC PRESERVATION 1980-86  
DOWNTOWN HISTORIC DISTRICT

Planned Projects	Private Donation	Federal Funds	LCHS Funds	Total
Downtown Revitalization	\$2,709,286	\$800,000	\$87,400	\$3,596,686
Victor Mall	1,125,000	275,000	--	1,400,000
The Tannery	3,300,000	941,000	--	4,241,000
Eager & Hirzel et al. Pollard Theater	832,000 425,000 <sup>1</sup>	543,000	--	1,800,000
Blue Bell Restaurant and Elks Hotel	265,000	330,000	620,000 <sup>2</sup>	1,215,000
Total	<u>\$8,656,286</u>	<u>\$2,889,000</u>	<u>\$707,400</u>	<u>\$12,252,686</u>

Source: Logan County Historical Society (LCHS), 1987

<sup>1</sup>Limited Partner

<sup>2</sup>Industrial Revenue Bonds



Society, under contract with the City of Guthrie. The following is a tabulation of the funds provided for this project:

UDAG Grant	\$800,000
Private Participation	2,709,286
Other Public Funds	<u>87,400</u>
Total Funds	\$3,596,686

#### Victor Mall Restoration Project

The project involved the restoration of the Victor Building, a four story, 40,000 square foot historic building, acquisition of property for public parking and construction of a surface parking lot (Figure 23). Private funds were committed to the total restoration of the Victor Mall for a restaurant and retail space. UDAG funds were committed for the acquisition of property and construction of the parking lot.

The grant was administered by the Logan County Historical Society, under contract with the City of Guthrie. The following is a tabulation of the funds provided for the project:

UDAG Loan	\$275,000
Private Participation	<u>1,125,000</u>
Total Project Costs	\$1,400,000

#### The Tannery Project

The Tannery Project involved the acquisition and restoration of 13 contiguous buildings which are listed on the National Register of Historic Places (Figure 23). It was hoped the ultimate use of these buildings would include a



hotel and convention center to accommodate up to 500 persons, amphitheater, and supporting retail facilities. The old Santa Fe railroad depot was to be converted to a restaurant and bar, along with a 40 suite railroad car inn, and added to the project area. Private funds were committed to the acquisition and restoration of the buildings. UDAG funds were committed to: (1) acquiring property for parking; (2) reconstructing perimeter streets; (3) installing perimeter brick sidewalks and period street lights; (4) constructing a surface parking lot; (5) installing brick pavers and landscape interstitial space; and (6) constructing a 1200 seat amphitheater.

The following is a tabulation of the funds provided for the project:

UDAG Grant and Loan	\$941,000
Private Participation	<u>3,300,000</u>
Total Project Cost	\$4,241,000

Eager and Hirzel, Silvers, Freeman Block  
Building and the Second Story of the  
Pollard Theater Project

This project included work on four historical buildings in the downtown area of Guthrie. Work on the project started in the summer of 1986. When completed, these facilities would have housed a 23 room bed and breakfast hotel, a restaurant, a cabaret, and retail space.

The developer of the project was the Guthrie Restoration Association. The partnership was formed May 8, 1986 to support the project. There are a total of 34 shares in the limited partnership at a cost of \$12,500 each. The project was partially placed in service in 1986 so it could qualify under existing tax law.

The following is a tabulation of the funds provided for the project:

UDAG Grant and Loan	\$543,000
Limited Partner	425,000
Private Participation	<u>832,000</u>
Total Project Cost	\$1,800,000

#### Blue Bell Restaurant and Elks Hotel Project

This project planned to acquire and restore the Blue Bell Restaurant and the Elks Hotel. The project was also planned to create an outdoor cafe and skywalk between the two buildings. The hotel was to be remodeled into a bed and breakfast establishment with the first floor utilized as commercial space. The project would have preserved these two historic buildings on the Natural Register of Historic Places. The developer was the Guthrie Historic Associated, Ltd., a private operator (Logan County News, 1985).

The following is a tabulation of the funds provided for the project:

UDAG Grant and Loan	\$330,000
Private Participation	265,000
Industrial Revenue Bonds	<u>620,000</u>
Total Project Cost	\$1,215,000

#### Conservation Easements

Tax savings were also available through conservation easements which provide charitable contribution status for a "lease on" option to purchase, or an easement given in perpetuity for use "exclusively for conservation purposes" by a qualifying organization. To obtain the conservation status, the owner of a certified historic building guarantees the historic character of the building will

not be altered at any time by giving a perpetual easement which limits development by modification. Most often this results in a "facade" easement. To compensate the owner of the property for this limitation of his property use, the owner can take a tax deduction on his own residence.

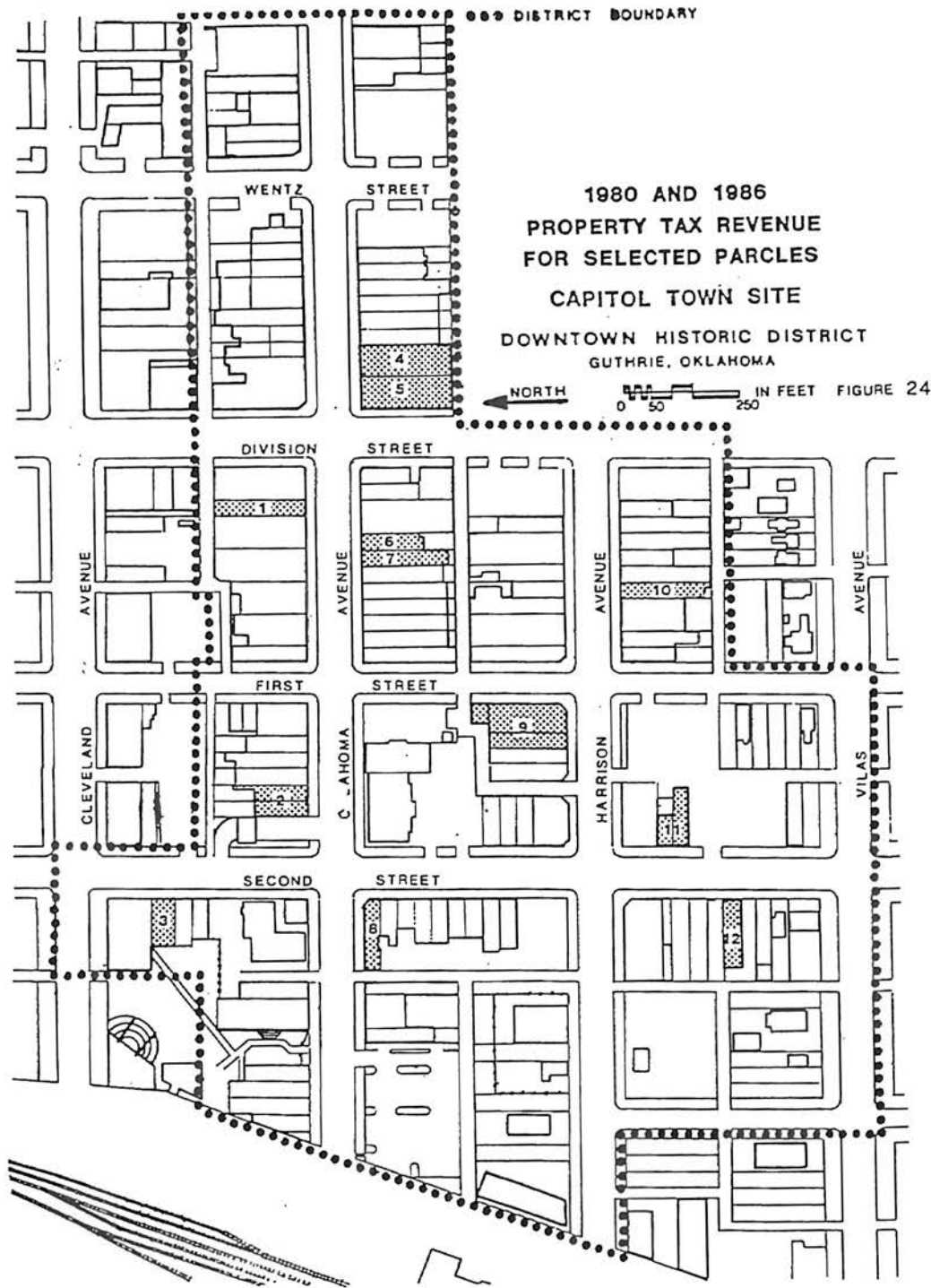
### Outcome

Four of the five renovation projects were completed and one, the Blue Bell project, remained in the planning phase at the end of the study period. These projects constitute an investment of over twelve million dollars in private and public funds (Table X). These figures do not reveal the considerable private funds which went to renovation during this time period. Since the city does not have a system for recording these costs, it was not possible to determine the money expended for this activity.

The Logan County Historical Society estimates over \$15 million has been spent in the last six years on restoration work in the study area. The Society also estimates approximately 200 new permanent and over 100 temporary jobs have been created as a direct result of restoration activities (Durham interview).

### Property Tax

To document the financial impact of renovation work on the study area, twelve representative buildings which had undergone partial or full renovation were investigated at the Logan County Assessor's Office to determine their assessed value and property taxes paid at the beginning in 1981 and again at the end of the study period in 1986 (Figure 24).



Improvements made to properties in nearly all cases increased the assessed evaluation and property taxes (Table XI). The buildings which experienced the greatest amount of renovation, such as the Victor Mall, the Gaffney Building, and the Bridal Shop, saw the greatest increase in assessment and tax revenues. Increases in assessment ranged from 3 to 974 percent while tax revenues ranged from 12 to 778 percent. One exception to this increase in value was the Foucart Building. Although fully renovated, the building had a reduction in its assessed value and taxes due to a homestead designation because of an apartment contained on the upper floor of the building. Buildings which made only minor improvements, e.g., such as restoring their original facade, experienced minor increases.

#### Housing Stock

The age of the housing stock in Guthrie has changed substantially from 1950 to 1980. In 1950 over 92 percent of the city's dwelling units were built before 1939 (Table XII). The percentage of houses built before 1939 has declined steadily in the succeeding decades until this category constituted only 46 percent of the total housing stock in 1980, indicating older houses are not as dominant as they once were in the community.

#### Sales Tax

Sales tax collections refunded to the city rose steadily during the study period, despite a severe economic recession which gripped the State during this time period, due to low oil and farm prices. Only in 1986 did the effects of the recession begin to impact on Guthrie, which indicates historic preservation activities during this time period helped minimize the impact of the recession on the community (Table XIII).

TABLE XI  
CHANGE IN PROPERTY TAX REVENUE CAPITOL  
TOWNSITE DOWNTOWN HISTORIC DISTRICT,  
GUTHRIE, OKLAHOMA, 1980 TO 1986

Map Key	Building Name	Amount of Renovation	1980 Tax	1986 Tax	Percent Change	1980 Assessed Value	1986 Assessed Value
1	Art & Linda's Hardware	Exterior	\$526	\$498	-6.3	\$6,415	\$6,715
2	Gaffney Building	Interior and Exterior	494	1,114	125.7	6,020	15,025
3	Vacant	Exterior	123	138	12.2	1,500	1,860
4 & 5	Logan County News and Abstract Office	Interior and Exterior	1,267	1,110	-12.4	15,455	14,975
6 & 7	Real Estate Office	Exterior	986	710	-28.0	12,050	13,820
8	Bridal Shop	Interior and Exterior	385	834	116.6	4,700	11,245
9	Victor Mall	Interior and Exterior	864	7,591	778.5	10,520	102,420
10	Foucart Studio Retail and Homestead	Interior and Exterior	220	104	-5.3	2,085	2,490 <sup>a</sup>
11	Video and Beauty Shop	Interior and Exterior	131	558	32.6	1,600	7,525
12	Carriage	Exterior	19	86	35.3	235	1,155

Source: Mr. Will Gooch, Logan County Assessor's Records

<sup>a</sup>Homestead Reduction

TABLE XII  
HOUSING INVENTORY IN GUTHRIE  
BY TIME PERIOD, 1950 TO 1980

Time Period	Number of Dwelling Units Built	Percent of Total
<u>1950</u>		
1945 or later	245	7
1940 - 1944	60	1
1930 - 1939	290	9
1920 - 1929	685	20
1919 & earlier	<u>2,130</u>	<u>63</u>
	3,410	100
<u>1960</u>		
1955 - (Mar) 1960	167	5
1950 - 1954	251	7
1940 - 1949	301	8
1939 & earlier	<u>2,883</u>	<u>80</u>
	3,602	100
<u>1970</u>		
1960 - (Mar) 1970	40	1
1965 - 1969	118	3
1960 - 1964	159	5
1950 - 1959	388	11
1940 - 1949	230	7
1939 & earlier	<u>2,546</u>	<u>73</u>
	3,481	100
<u>1980</u>		
1979 - (Mar) 1980	127	4
1970 - 1978	266	8
1960 - 1968	317	10
1950 - 1959	508	15
1940 - 1949	553	17
1939 & earlier	<u>1,539</u>	<u>46</u>
	3,310	100

Source: U. S. Census of Housing 1950-80

TABLE XIII  
SALES TAX COLLECTIONS RETURNED TO THE  
CITY OF GUTHRIE, OKLAHOMA, 1980-1986

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1980	\$1,051,018.56
1981	1,386,522.93
1982	1,585,392.15
1983	1,692,161.30
1984	1,696,457.82
1985	1,846,844.99
1986	1,787,828.80

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Source: Oklahoma Tax Commission



## Tourism

Guthrie has four principal tourist attractions, two of which are located in the study area and the other two adjacent to it. Two of these attractions are state operated museums, the Capitol Publishing House, located in the study area, and the Territorial Museum, located adjacent to the study area. The third attraction is the Scottish Rite Temple, a major Masonic facility in the United States, which is also located immediately outside the study area. The fourth attraction is the downtown collection of historic commercial buildings. The oldest operating tourist attraction is the Territorial Museum, which has steadily increased its attendance during the study period from 17,658 visitors in 1980 to 33,695 in 1986, a 91 percent increase (Table XIV). The Capital Publishing House began operations in 1983 with 13,793 visitors. By 1986 it had 18,417 visitors, an increase of 25 percent. Starting in 1983, the Scottish Rite Temple permitted visitors to tour its facilities on an informal basis. It is estimated between 1,200 to 1,500 tourists made visits annually in the years 1984-86.

## Public Lodging

Places for lodging in Guthrie increased during the study period (Table XV). In 1980 there were three motels in Guthrie, the Interstate and Arrow Motels near I-35 and the Townhouse at the east end of the downtown business district. In 1984 the Territorial Inn, located at the I-35 exit opened its doors with a restaurant and swimming pool. In 1986, renovation got underway on the Harrison House to convert it into a downtown bed and breakfast hotel. At the same time the Stone Lion Inn, another bed and breakfast facility, was being established adjacent to the downtown. As a result of this activity, hotel facilities and rooms more than doubled and the quality of facilities was greatly increased.

TABLE XIV  
VISITOR ATTENDANCE TO TOURIST ATTRACTIONS,  
GUTHRIE, OKLAHOMA, 1980-1986

Year	Scottish Rite Temple	Capital Publishing House	Territorial Museum	Total	Percent Change
1980	NA	NA	17,658	17,658	--
1981	NA	NA	17,752	17,752	0.1
1982	NA	NA	17,152	17,152	-0.3
1983	NA	13,793	19,958	33,751	96.7 <sup>a</sup>
1984	1,200 (Est.)	14,169	18,796	34,165	0.1
1985	1,300 (Est.)	16,786	27,186	45,272	32.5
1986	1,500 (Est.)	18,417	33,695	53,612	18.4

Sources: Robert Davis, General Secretary Scottish Rite Temple  
Director, Capital Publishing House  
Wayne Ward, Director, Territorial Museum

NA = Not Available

Est. = Estimate

<sup>a</sup> = Increase due to addition of attendance figure from Capital Publishing House

TABLE XV  
PLACES OF LODGING IN GUTHRIE, 1980 TO 1986

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<u>Date Established</u>	<u>Motel</u>
Before 1980	Townhouse Motel Interstate Motel Arrow Motel
1984	Best Western Territorial Inn
Under Construction in 1986	Harrison House Stone Lion Inn

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Source: Field Survey Summer, 1987.

The Harrison House gave the study area a first class period-type hotel with a Victorian design theme.

#### Tours

Guthrie is visited periodically by a touring company which operates buses out of Tulsa. Kraft Tours brings two tour groups a year in May and June to Guthrie. In addition, it operates chartered tours on a demand basis, primarily for senior citizens and school groups. These tours typically occur in the spring and fall. Kraft estimated the number of chartered tours to Guthrie at 2-3 tours in 1985 and 1986.

## CHAPTER VI

### SOCIAL RESOURCE SURVEY

To assess the social environment of the community, several components were investigated: population trends and characteristics, the attitudes of tourists, shoppers, business owners/managers, and persons relocating in Guthrie. Each of these elements will be discussed in this chapter.

#### Population Trends and Characteristics

Guthrie and Logan County's population are growing after several decades of decline and stagnation (Table XVI). Between 1950 and 1960 the city and county experienced an absolute decline in population while the state's population increased. Starting in 1970, the city and county reversed their declines and gained population. By 1980 the city and county had recovered their losses to slightly exceed their 1950 population. State population estimates indicate that Guthrie had a population of 11,500 in 1980 and 12,200 in 1986 (OK Employment Security Commission). These figures indicate Guthrie's population increased by 1,888 persons between 1979 when the 1980 U. S. census was taken, to 1986 when the estimate was made at the end of the study period for an 18 percent increase in population. The county's growth was higher than the city's due to the spillover of population from the Oklahoma City metropolitan area (OKC) into southern Logan County. The state experienced a substantial growth in the 1970's due to the oil boom which was created by the energy crisis.

TABLE XVI  
POPULATION TRENDS AND CHARACTERISTICS  
GUTHRIE, LOGAN COUNTY AND  
OKLAHOMA 1950-1980

	Total Population	Male	Female	Median Age Male	Female
<u>1950</u>					
City	10,113	4,714	5,399	NA	NA
County	22,107	10,860	11,310	NA	NA
State	2,233,351	1,115,555	1,117,796	28.5	29.3
<u>1960</u>					
City	9,502	4,459	5,043	NA	NA
County	18,662	9,038	9,624	32.6	35.8
State	2,328,284	1,147,851	1,180,433	28.8	31.1
<u>1970</u>					
City	9,575	4,003	4,881	32.9	26.2
County	19,645	9,124	10,521	34.5	38.8
State	2,559,463	1,246,355	1,312,874	27.7	31.1
<u>1980</u>					
City	10,312	4,762	5,550	28.6	35.5
County	26,881	13,123	13,758	28.5	31.7
State	3,025,290	1,476,705	1,543,585	28.6	31.6

Source: Census of Population, U. S. Department of Commerce, Washington, DC, 1950-80.

In comparing Guthrie to other free standing communities around the OKC metropolitan area from 1950-1980, it is evident that all the communities grew much more rapidly than Guthrie (Table XVII). The difference in growth rates is partially attributable to the travel distance to Oklahoma City. Guthrie is more distant from major work places in Oklahoma City than the other communities.

The male population in Guthrie never exceeded the female population between 1950-80 (Table XVI). Guthrie's median age has been consistently higher than the state and higher than the county in 1980 indicating that an older population resides in Guthrie (Table XVI).

### Attitude Surveys

#### Tourism Survey

Tourists were interviewed at the community's primary tourist facilities, as well as places in the study area. The interviews were conducted between June and August 1987 on various days during the work week, on Sundays and the 4th of July holiday weekend. The primary interview points were the Territorial Museum and the Capital Publishing Building, where every third person entering the building was surveyed. Interview forms were left on a table with a sign at the entrance point to the Scottish Rite Temple. Other tourists were randomly interviewed in the lobby of the Victor Mall and on the streets in the study area.

The survey found 71 percent of the tourists who visited Guthrie were from Oklahoma. Out-of-state tourists made up 24 percent of the total and three percent were from Europe (Table XVIII).

When tourists were asked what their reasons were for visiting Guthrie, 61 percent said it was because of historic attractions (Table XIX). Many tourists, 15

TABLE XVII  
 POPULATION OF FREE STANDING COMMUNITIES  
 AROUND OKLAHOMA CITY, 1950 - 1980

City	1980		1970		1960		1950
	No.	Percent Growth	No.	Percent Growth	No.	Percent Growth	No.
Guthrie	10,312	7.7	9,575	.8	9,502	-6.0	10,113
El Reno	15,486	6.7	14,510	31.7	11,015	0.2	10,991
Purcell	4,638	13.8	4,076	9.3	3,729	5.1	3,546
Shawnee	26,506	5.7	25,075	3.0	24,326	6.0	22,948
Yukon	17,112	103.4	8,411	173.4	3,076	54.5	1,990

Source: Census of Population, U. S. Department of Commerce, Washington, DC, 1950-80.



percent, indicated they were passing through the area until they saw the Territorial Museum sign on the Interstate Highway I-35 and decided to stop. During the course of their visit to the museum, they were given information on other historic attractions in the community and some also visited these attractions. In the process of visiting the museums they discovered the downtown and its historic buildings. The third highest group of tourists were people who came to Guthrie on business and decided to visit the historic sites. Visiting friends and attending Masonic functions were other reasons given: no tourists were interviewed as part of a group tour during the survey, as none were encountered during the times the surveys were conducted. Very few bus tours visited Guthrie during this period.

When asked to rank the tourist attractions, most of the facilities received a high percentage of excellent ratings. The Sand Plum Restaurant, Victor Mall and State Capital Publishing House lead the attractions (Table XX). The downtown historic district compared to other attractions had the lowest percentage of excellent ratings.

When tourists were asked to identify their principal activity while in Guthrie, four activities emerged as fairly evenly divided with sight-seeing being the highest at 30 percent, followed by eating at 24 percent, touring at 20 percent, and shopping at 18 percent (Table XXI). Attending an event or staying over night were the least important activities.

The survey found the length of stay for a tourist in Guthrie is of a very short duration; 53 percent of the tourists stay less than six hours and 28 percent stayed less than two hours. The other 16 percent stay a day or longer (Table XXII).

TABLE XVIII  
 ORIGIN OF TOURISTS IN GUTHRIE, SUMMER 1987

Point of Origin	Number and Percentage of Respondents	
	No.	Percent
Oklahoma	44	71
Other states in the USA	15	24
Europe	<u>3</u>	<u>5</u>
Total	62	100

Source: Tourist Survey, June - August 1987

TABLE XIX  
 TOURIST REASONS FOR VISITING  
 GUTHRIE, OKALHOMA,  
 SUMMER 1987

Attraction	Number and Percentage of Respondents	
	No.	Percent
Historic Attractions	44	61
Passing Through	11	15
Business	9	13
Visiting Relatives or Friends	7	10
Masonic Functions	1	1
Social Group Tours	<u>0</u>	<u>0</u>
Total	72	100

Source: Random Sample Survey, June - August 1987.

TABLE XX  
 TOURIST RATING OF ATTRACTIONS  
 IN GUTHRIE, SUMMER 1987

Attraction	Number and Percentage of Respondents						Total No.
	Poor		Good		Excellent		
	No.	%	No.	%	No.	%	
Downtown Historic District	1	2	14	28	34	70	49
State Capital Publishing House	0	0	3	11	24	89	27
Sand Plum Restaurant	0	9	2	9	20	91	22
Scottish Rite Temple	0	0	3	12	22	88	25
Territorial Museum	0	0	7	15	39	85	46
Victor Mall	1	3	2	7	28	90	31
Harrison House	0	0	1	25	3	75	4

Source: Tourist Survey, June - August 1987.

TABLE XXI  
 PRINCIPAL TOURIST ACTIVITY IN GUTHRIE, SUMMER 1987

Activity	Number and Percentage of Respondents	
	No.	Percent
Touring	27	20
Shopping	24	18
Sight-Seeing	40	30
Eating	32	24
Staying Over Night	8	5
Attending Event	<u>4</u>	<u>3</u>
Total	135	100

Source: Tourist Survey June - August 1987

TABLE XXII  
LENGTH OF TOURIST STAY IN GUTHRIE, SUMMER 1987

Duration	Number and Percentage of Respondents	
	No.	Percent
Less than 2 hours	17	28
Less than 6 hours	32	53
Less than 12 hours	3	3
One day	6	11
Two days	3	3
Longer than 2 days	<u>1</u>	<u>2</u>
Total	61	100

Source: Tourist Survey June - August 1987

TABLE XXIII  
 PROBABLE TOURIST REVISITATION  
 TO GUTHRIE, BASED ON  
 1987 SURVEY

Revisitation	Number and Percentage of Respondents	
	No.	Percent
Yes	46	74
No	7	11
Maybe	6	10
No Response	<u>3</u>	<u>5</u>
Total	62	100

Source: Tourist Survey June - August 1987

Tourists were asked if they would revisit Guthrie, 74 percent said yes. Only 11 percent said no. Ten percent were undecided and five percent did not respond (Table XXIII).

### Shoppers' Survey

The shoppers' survey questionnaire was conducted in the study area during the summer of 1987. The questions from the survey are reproduced here along with their results.

Where are you from?

	<u>Number</u>	<u>Percent</u>
Guthrie	28	90
Oklahoma	2	7
Out-of-State	1	3

Do you prefer shopping in the downtown historic district or elsewhere?

	<u>Number</u>	<u>Percent</u>
Downtown	21	68
Elsewhere	10	32

Do you like the appearance of the renovated buildings?

	<u>Number</u>	<u>Percent</u>
Approved	28	68
Disapproved	3	32

Shoppers comments were "it adds character and more buildings need to renovated."

When driving through the downtown can you easily locate businesses by their signs?



	<u>Number</u>	<u>Percent</u>
Yes	29	94
No	2	6

Shoppers felt the signage was adequate for local people but they were not sure for out-of-town people.

When walking along the sidewalk can you easily locate the businesses by their signs?

	<u>Number</u>	<u>Percent</u>
Yes	28	90
No	3	10

Shoppers were asked to rate services in the study area as poor, fair, or good (Table XXIV). The items receiving the highest rates were: good access, parking and general surroundings. Services receiving very poor ratings were: advertising, selection of goods, prices, and sales.

Do you feel the arrangement and display of merchandise in store windows are effective?

	<u>Number</u>	<u>Percent</u>
Yes	30	97
No	1	3

Shoppers commented displays could be changed more often.

Do you think parking improvements are needed?

	<u>Number</u>	<u>Percent</u>
Yes	19	61
No	11	36
No answer	1	3

TABLE XXIV  
 SHOPPERS' RATING OF DOWNTOWN HISTORIC  
 DISTRICT SERVICES, SUMMER SURVEY, 1987

Type	Number and Percentage of Respondents					
	Poor		Good		Excellent	
	No.	%	No.	%	No.	%
Selection of Goods	5	16	11	36	15	48
Store Hours	3	10	6	19	22	71
Number of Parking Areas	4	13	15	48	12	39
Parking Location	4	13	7	23	20	64
Attentive Sales Persons	4	13	8	26	19	61
Good Access to Downtown	2	6	8	26	21	68
Eating Places	3	10	12	39	16	51
Entertainment	4	13	19	61	8	26
Good Prices	5	16	17	54	9	29
Good Advertising	6	19	17	55	8	26
Special Sales	5	16	14	45	12	39
Building Appearance	2	6	13	42	16	52
General Surroundings	2	7	10	32	19	61

Source: Shoppers' Survey in District, June - August 1987.

Shoppers mentioned more employee parking should be provided leaving the streets for the customers. It was also mentioned better evening lighting would be helpful.

Do you think types of goods or services are needed?

	<u>Number</u>	<u>Percent</u>
Yes	17	55
No	11	35
No answer	3	10

Shoppers felt the following businesses were needed: movie theater, arts and crafts, toy store, household needs, sporting goods, downtown convenience store, and more locally owned businesses in place of chain stores.

Shoppers were asked to rate the features of the study area either poor, fair, or good. The period street lights received the highest rating followed by the exterior appearance of the shops and the attractiveness of window awnings (Table XXV). The least liked features were the brick sidewalks and the streets.

Do you think a drop-off child care facility in the downtown would be used to aid shoppers?

	<u>Number</u>	<u>Percent</u>
Yes	18	58
No	29	29
No answer	4	13

TABLE XXV  
 SHOPPERS' RATING OF THE GENERAL APPEARANCE  
 OF FEATURES IN THE DOWNTOWN HISTORIC  
 DISTRICT SERVICES, SUMMER 1987

Type	Number and Percentage of Respondents					
	Poor		Good		Excellent	
	No.	%	No.	%	No.	%
Street Lamps	0	0	7	22	24	78
Window Awnings	3	10	8	26	20	64
Interior of Shops	2	7	14	45	15	48
Exterior of Shops	1	3	9	29	21	68
Brick Sidewalks	13	42	3	10	15	48
Streets	8	26	8	26	15	48
Surroundings	2	7	11	35	18	58

Source: Shoppers' Survey in District, June - August 1987.

TABLE XXVI  
 SHOPPERS' PREFERENCES FOR ADDITIONAL  
 AMENITIES IN THE DOWNTOWN HISTORIC  
 DISTRICT SERVICES, SUMMER 1987

Amenity	Number and Percentage of Respondents					
	Poor		Good		Excellent	
	No.	%	No.	%	No.	%
Additional Seats & Benches	4	13	6	19	21	68
Drinking Fountains	4	13	5	16	22	71
Shade Trees	4	13	5	16	22	71
Outdoor Gathering Areas	0	0	7	23	24	87
Public Toilets	0	0	6	19	25	81
Close-in Parking	3	10	14	45	14	45
Overhead Protection from elements	2	6	8	26	21	68
Information Boards	5	16	10	32	16	52
Public Telephones	0	0	11	36	20	64
Flowers and Shrubs	4	13	8	26	19	61

Source: Shoppers' Survey in District, June - August 1987.

Shoppers commented the facility must be economical and most were concerned as to who would be taking care of their children.

What could be done to make shopping downtown more convenient and comfortable:

- a) during the cold winter - keep streets and sidewalks clear, wind protection, close in parking, and heated sidewalks;
- b) during the hot summer - shade trees, benches, and drinking fountains.

Shoppers were asked to indicate their choice of additional features which would make the downtown more attractive and enjoyable. The highest preferences were for outdoor gathering areas, public toilets, shade trees, and drinking fountains. Information boards received the least support (Table XXVI).

#### Business Owners'/Managers' Survey

The Business Owners'/Managers' Survey was conducted in the study area during the summer of 1987. The results of the questionnaire were compiled into two categories: those persons located in renovated or non-renovated stores. Findings were organized in this matter so easy comparisons could be made between the two categories. The survey produced the following results to the questions asked:

Do you own this business property?

	<u>Renovated Store</u>		<u>Non-Renovated Store</u>	
	Number	Percent	Number	Percent
Yes	6	30	3	21
No	20	70	11	79

Is this building you are occupying on the National Register of Historic Places?

	<u>Renovated Store</u>		<u>Non-Renovated Store</u>	
	Number	Percent	Number	Percent
Yes	13	65	6	43
No	0	0	1	7
No Idea	7	35	7	50

What is your type of business activity?

	<u>Renovated Store</u>		<u>Non-Renovated Store</u>	
	Number	Percent	Number	Percent
Retail	13	65	7	50
Eating/ Drinking	1	5	4	29
Service	5	25	3	21
Lodging	1	5	0	0

Do you have adequate interior space to accommodate your needs?

	<u>Renovated Store</u>		<u>Non-Renovated Store</u>	
	Number	Percent	Number	Percent
Yes	18	90	12	86
No	2	10	2	14

Is the arrangement of the rooms suitable for your needs?

	<u>Renovated Store</u>		<u>Non-Renovated Store</u>	
	Number	Percent	Number	Percent
Yes	19	95	9	64
No	0	0	5	36
No Answer	1	5	0	0

Does the building meet your other needs?

	<u>Renovated Store</u>		<u>Non-Renovated Store</u>	
	Number	Percent	Number	Percent
Yes	19	95	11	71
No	1	5	2	14
No Answer	0	0	1	7

Do you provide customer parking?

	<u>Renovated Store</u>		<u>Non-Renovated Store</u>	
	Number	Percent	Number	Percent
Yes	14	70	9	65
No	6	30	4	28
No Answer	0	0	1	7

Is customer parking adequate?

	<u>Renovated Store</u>		<u>Non-Renovated Store</u>	
	Number	Percent	Number	Percent
Yes	10	50	3	21
No	10	50	9	65
No Answer	0	0	2	14

Is employee parking adequate?

	<u>Renovated Store</u>		<u>Non-Renovated Store</u>	
	Number	Percent	Number	Percent
Yes	15	75	9	65
No	2	10	3	21
No Answer	3	15	1	14

Are you satisfied with the financial performance of your business?



	<u>Renovated Store</u>		<u>Non-Renovated Store</u>	
	Number	Percent	Number	Percent
Yes	8	40	6	43
No	8	40	8	57
No Answer	4	20	0	0

Would you prefer a different location for your business in the District?

	<u>Renovated Store</u>		<u>Non-Renovated Store</u>	
	Number	Percent	Number	Percent
Yes	3	15	2	14
No	14	75	12	86
No Answer	3	15	0	0

Do you wish to relocate outside the district in the downtown?

	<u>Renovated Store</u>		<u>Non-Renovated Store</u>	
	Number	Percent	Number	Percent
Yes	0	0	3	21
No	17	85	10	72
No Answer	3	15	0	0
Not Sure	0	0	1	7

Are you satisfied with the appearance of your immediate surroundings?

	<u>Renovated Store</u>		<u>Non-Renovated Store</u>	
	Number	Percent	Number	Percent
Yes	15	75	7	50
No	4	20	7	50
No Answer	1	5	0	0

Do people unfamiliar with your community have trouble finding your business?

	<u>Renovated Store</u>		<u>Non-Renovated Store</u>	
	Number	Percent	Number	Percent
Yes	7	35	4	29
No	13	65	10	79

Where do most of your customers live?

	<u>Renovated Store</u>		<u>Non-Renovated Store</u>	
	Number	Percent	Number	Percent
City of Guthrie	4	20	6	43
Rural Guthrie				
Address	5	25	0	0
Balance of				
Logan County	6	30	5	36
Oklahoma	2	10	0	0
Edmond & OKC	0	0	2	14
All over US	1	5	0	0
Unknown	1	5	0	0
No Answer	1	<u>5</u>	1	<u>7</u>
Total		100		100

Do your customers also shop at other stores in the district?

	<u>Renovated Store</u>		<u>Non-Renovated Store</u>	
	Number	Percent	Number	Percent
Yes	16	80	12	86
No	2	10	1	7
No Answer	2	10	1	7

How do you like the overall appearance of the downtown area?

	<u>Renovated Store</u>		<u>Non-Renovated Store</u>	
	Number	Percent	Number	Percent
Okay	7	35	0	0
Good	10	50	7	50
More Work	2	10	1	7
Bad	1	5	0	0
Less				
Vacancy	0	0	1	7
No Answer	0	0	5	36

What do you think should be done to improve the downtown?

Mentioned Most Frequently Comments

More landscape amenities  
 More parking  
 More work on store fronts  
 More speciality stores  
 Less store vacancies

Mentioned Less Frequently Comments

Clean streets and upkeep  
 More awnings  
 Repaint streets  
 Stop loitering  
 More support for preservation  
 Better access to Post Office

Business owners or managers were asked to rate municipal and utility services in the study area as to unacceptable, good or excellent (Table XXVII). Fire protection and natural gas delivery systems had the highest percentage response for excellent service, while the water system had the highest percentage response for poor quality service.

TABLE XXVII

BUSINESS MANAGERS' RATING OF MUNICIPAL AND UTILITY  
SERVICES DOWNTOWN HISTORIC DISTRICT,  
GUTHRIE, OKLAHOMA, SUMMER 1987

Service	Number and Percentage of Respondents					
	Unacceptable		Good		Excellent	
	No.	%	No.	%	No.	%
Police	3	15	7	35	10	50
Fire	1	5	6	30	13	65
Trash Pickup	3	15	9	45	8	40
Water	4	20	5	25	11	55
Sewer	1	5	9	45	10	50
Power	1	5	8	40	11	55
Natural Gas	1	5	7	35	12	60

Source: Business Managers Survey, June - August 1987.

### People Relocating in Guthrie

To determine the characteristics of the people relocating in Guthrie during the study period a survey was conducted in the summer of 1987. The most frequently given reasons for relocating in Guthrie were to be near family or friends at 33 percent, a change of dwelling unit within Guthrie at 30 percent, or a change of jobs at 17 percent (Table XXVIII).

Only three percent, the lowest number of respondents, indicated they relocated for reasons of the community's historic setting.

In an effort to determine the length of time the respondents had been in Guthrie since relocating, it was found that 47 percent had been in Guthrie beyond the study period or longer than six years. Many of these respondents were natives (Table XIX).

When telephone interviewees were asked the following questions, these responses were received:

Was Historic Preservation a factor in relocation to or within Guthrie?

	<u>Number</u>	<u>Percent</u>
Yes	4	13
No	26	87

Do you feel historic preservation has had a strong influence on life in Guthrie?

	<u>Number</u>	<u>Percent</u>
Yes	27	90
No	3	10

TABLE XXVIII  
 PERSONS RELOCATING IN GUTHRIE, OKALHOMA  
 BETWEEN 1980-1986, BASED ON  
 1987 SUMMER SURVEY

Reason for Relocating	Number and Percentage of Respondents	
	No.	%
Family or friends	10	33
Move within Guthrie	9	30
Job	5	17
Desired town over country location	4	14
Historic Setting	1	3
Acquired Business	1	3
Total	30	100

Source: Random Sample Survey, June - August 1987.

TABLE XXIX  
 PERSONS RELOCATING WITHIN GUTHRIE, OKALHOMA  
 BETWEEN 1980 - 1986, BASED ON  
 1987 SUMMER SURVEY

Length of Time in Years	Number and Percentage of Respondents	
	No.	%
0 - 1	1	3
1 - 2	2	7
2 - 3	3	10
3 - 4	3	10
4 - 5	3	10
5 - 6	4	13
Over 6 (includes natives)	<u>14</u>	<u>47</u>
Total	30	100

Source: Random Sample Survey, June - August 1987.

Has your house been restored on the outside?

	<u>Number</u>	<u>Percent</u>
Yes	7	23
No	23	77

Has your house been restored on the inside?

	<u>Number</u>	<u>Percent</u>
Yes	9	30
No	21	70

The telephone survey revealed most of the persons relocating within Guthrie during the study period were natives or long term residents. The survey also showed historic preservation was not a major factor affecting their decision to relocate. Very few people from the outside moved to Guthrie because of its historic resources.



## CHAPTER VII

### ANALYSIS OF RESULTS

Data from the physical, economic and social resource survey chapters are analyzed in this chapter. The findings are presented under each of the resource survey categories.

#### Physical Resources

The physical resource analysis examined both the institutional controls and the built facilities of the study area. The institutional controls of the City discussed included the Land Use Plan, Zoning District Map, and development codes which affected the study area. The built facilities include existing land use and buildings, the structural conditions of buildings, on- and off-street parking, public and private utility services, and visual amenities.

#### Institutional Controls

The Future Land Use Plan prepared as part of the city's 1977 "Comprehensive Plan" does not reflect development activities carried out in the 1980's in the study area. This is particularly apparent along Harrison Avenue, where a portion of the area was planned for residential uses but was developed commercially. The Future Land Use Plan should be revised to show the development intent of the study area. Furthermore, the zoning districts in the study area do not reflect the intentions of the Future Land Use Plan or the

current development in the study area. The zoning districts should also be revised to reflect current and long range development intent for the district.

The city has not adopted any special historic building codes for the study area which would lessen the burden of renovating older buildings like other communities have done in similar circumstances. The city should consider studying and adopting building, plumbing, mechanical, electrical, and housing codes which are suitable for a historic district like the study area instead of regulations which are suitable for new construction.

### Built Facilities

The existing land use survey found that 18 acres out of the 40 acres or 44 percent of the land area is devoted to street and alley right of ways. This is an excessive amount of land for vehicular circulation. Some of the streets and alleys should be converted to other uses. Shopper surveys indicated a strong desire for public space in the study area. Some of the streets and alleys should be closed to create public space and pedestrian walk ways. For example, First Street between Oklahoma and Harrison Avenues could be closed and converted into public plaza in front of the Post Office and a mall for the balance of the street. The alleys between Division and First Streets and Harrison Avenue could be closed and converted into pedestrian ways. These proposed pedestrian spaces would strengthen such major renovation projects as the Victor Mall, Harrison House, and Pollard Theater.

The utilization of the upper floors of commercial buildings is a problem in the study area. Efforts should be made to convert more of the upper floors into apartments like the Gaffney building or a homestead like the Foucart building apartment or converting this space to condominiums. More housing in the downtown would inject life into the area during evening hours. Downtown

dwelling units would also create a captive market for eating and drinking establishments because of residents living in the study area.

The structural conditions of buildings improved substantially during the study period; 78 percent of the buildings were found to be in sound condition. However, the ratings of tourists, shoppers, and business owners mentioned the appearance that the downtown could be improved by concentrating on upgrading deteriorated buildings in close proximity to key renovated buildings such as the Capital Publishing House, Victor Mall, Harrison House, and Pollard Theater along Harrison Avenue. If deteriorating buildings adjacent to renovated buildings were improved, the preservation program would have a much greater visual impact on visitors and other users.

Recognizing that no more on-street parking can be created, off-street parking was increased nearly 200 percent during the study period. In spite of this large increase, shoppers still found close-in parking to be a problem. One of the new off-street parking lots for the Tannery area has gone unused because of its out-of-the way location. Customers and business owners complained too many employees are taking up parking space in front of stores. Employees should be required to park in under utilized parking lots such as the one in the Tannery.

Essentially no improvements were made in the utility systems during the study period, or for that matter, since they were installed. All the utility services appear to be functioning adequately except the water system. The attitude survey found 20 percent of the business owners were dissatisfied with the water utility because of water leaks and disruption of service. Since the water mains were installed in the late 1800's and no improvements have been made since that time, it will seem advisable to investigate the possibility of replacing the mains before fire insurance rates increase and further improvements are made

downtown, such as re-establishing the brick street paving and planting shade trees.

Space devoted to landscape and other amenities has more than doubled during the study period. However, findings from the attitude survey, particularly shoppers, call for even more amenities. Shoppers ranked as important the following amenities: outdoor gathering areas, public toilets, shade trees, drinking fountains, outdoor seating, and overhead protection from the elements. Other amenities ranked as somewhat important by shoppers included: public telephones, flowers and shrubs, information boards, and close-in parking.

### Economic Resources

A combination of fortuitous events were present in Guthrie at the beginning of the study period. The community had in place in 1980 its organizational framework and professional staff. The oil boom, created by the energy crisis of the late 1970's, was in full swing. Investors were looking for tax shelters as investments. The 1981 US Tax Recovery Act provided tax shelters in historic properties with up to 25 percent for tax credit. The federal legislation proved to be a strong investment stimulate for historic preservation activities in Guthrie. By the end of 1986, 28 percent of the buildings in the study area had undergone some form of exterior renovation. Off-street parking had been increased by 200 percent. Four of the five major public renovation projects were completed during the study period, for an investment of over 12 million dollars. The fifth project reverted to a full private project and scaled down and is being completed after the study period. These figures do not reveal the considerable amount of private funds which went to renovation during this period.

Renovation work carried out during this period has provided a much stronger tax base for the city. Tax assessment for renovated buildings rose dramatically during this as did tax revenue. In addition, sales tax refunds from the State raised consistently during this time period except for 1986. This development was in spite of an economic recession which gripped the state starting in 1982 and worsening in the study period through 1986. The local economy and in particular the study area was helped by a steady increase in tourism. Tourism resulted in an increase in the number of lodging and eating facilities. Even professional tour buses increased their charters to Guthrie as a final destination point due to its preservation activities during the study period.

Sixty-one percent of the tourists who came to Guthrie did so because of its historic attractions. The Sand Plum Restaurant in the downtown, which was created during the study period in the Victor Mall, had one of the highest ratings in terms of perceived excellent of all the tourist attractions. Eighty-one percent of tourists who come to Guthrie stay for less than six hours. Efforts should be made to lengthen the tourists' stay. This is being attempted by providing monthly events which would last several days so as to attract the tourists for a longer period of time. Seventy-four percent of the tourists surveyed say they planned to revisit Guthrie in the future.

A survey of shoppers in the Study area found over two-thirds of them were satisfied with shopping in the downtown. This approval included appearance of buildings, signage, display of merchandise, and parking. However, shoppers felt certain businesses in the downtown were needed, such as a movie theater, arts and crafts, toy store, household items, and sporting goods. The shoppers also expressed a desire for more protection from the elements through the use of shade trees and awnings. There has been a reluctance on the part of some of the members of the local leadership to install

street trees thinking they do not represent the authentic character of Guthrie, as the downtown business district has never had street trees. The support of shoppers for public gathering areas strengthens the concept of closing First Street and creating a plaza in front of the Post Office.

The survey of business owners in both renovated and non-renovated store space found that between 86 - 90 percent had adequate interior space. Businesses in renovated buildings were more satisfied with room arrangements, storage and expansion space meeting their needs than those in non-renovated space. Twenty-one percent of the businesses located in non-renovated space said they would like to relocate outside the downtown. Some of the most frequently mentioned improvements in the study area by business owners included more landscape amenities (trees, flowers, benches, drinking fountains, public rest rooms), more work on store fronts, more speciality shops, and fewer store vacancies. In spite of all the success in maintaining and establishing new businesses, first floor vacancies in the study area continues to be a nagging problem. Municipal and utility services all received satisfactory ratings from business owners except for water. Because of leaks and condition of pipes, the system is generally perceived as needing to be replaced. Studies should be undertaken to see if their perceptions are accurate, if they are, then the system should be replaced before any other major street improvements are made in the downtown.

### Social Resources

Guthrie's strategy of renovation planning and promotion of its historic architectural resources in the 1970s appears to help contribute to the reversal of the community's decades of population decline. By 1980, the city had recovered the population it lost the preceding decades, and performed

favorably in population increase to other free standing type communities around the Oklahoma City metropolitan area.

The percentage of decline in older housing stock, built before 1939, as reported in the 1980 Census of Housing, indicates a significant amount of new housing was built in the 1970s to accommodate Guthrie's population increase.

The telephone survey conducted in the summer of 1987, to determine characteristics of the people relocating in Guthrie, also indicates the community's revitalization policy based historic preservation attracted some additional people to move to the city.

Strong, effective leadership is at the core of the success the community has had with its historic preservation program. Guthrie for a town of its size, had two unique ingredients, historic and human resources, which caused its historic building renovation program to flourish. Its historic resources were a collection of high quality Victorian commercial buildings, much of it designed or influenced by Joseph Foucart, a Belgian professional architect, who practiced in Guthrie in the 1890's. Human resources behind the preservation movement in the community included such key leaders as Ralph McCalmont, Donald Coffin, Susan Guthrie Dunham, Pat Ringrose, Robert Moses, Jay Hannah, and others. In 1974, Ralph McCalmont, a college history major and a Texan, purchased equity in the First National Bank at Guthrie, now BancFirst. McCalmont recognized the past role the owners of the bank had played in the development of Guthrie and Oklahoma and he wished to continue the bank's leadership position in the community. He immediately recognized the potential of heritage tourism for Guthrie and felt that was where the City's future lay.

Donald Coffin, a native son, who returned to Guthrie after working as a teacher and serving as the director of the Oklahoma State Historic Preservation Office became the city planner for Guthrie. Coffin recognized the

potential of the City's architectural resources and was instrumental in getting the downtown area on the National Register of Historic Places as well as seeing that numerous planning studies were completed. In 1979, McCalmont asked Coffin to join the bank as Vice President in charge of community relations. In this position, he served on the Logan County Historical Society, Guthrie Industrial Development Authority, Logan County Economic Development Council, the Arts and Humanities Council, and the Capitol Townsite District. In 1979, Coffin wrote Guthrie's first UDAG grant application for the downtown Historic Restoration project which included funds to hire a professional historic preservation director for the Logan County Historical Society. Susan Guthrie Dunham became the Executive Director for the Historical Society. Through the concerted efforts of McCalmont, Coffin, who coordinated organizational activities for preservation, and Dunham who provided the professional preservation expertise, a strong base of support was developed. With the help of other key community leaders such as Jan Hannah, bank officer, Pat Ringrose, City Councilwoman, Robert Moses, executive bank officer, and others, the city of Guthrie was able to realize a harvest of historic preservation projects in the 1980's. The leadership of these individuals has caused the community to continue to move its preservation effort forward.



## CHAPTER VIII

### SUMMARY AND RECOMMENDATIONS

#### Summary

Historic preservation was a major activity in Guthrie during the study period, 1980-86. It dominated the physical, economic, and social life of not only the study area, but also the entire community. To the casual observer, at the end of the study period in 1986, there may have appeared to have been a limited effort to restore some of the buildings in the downtown, but the magnitude of this activity was much more than repairing several old buildings.

The changes which occurred during the study period were preceded by organizational and planning efforts in the 1970s. The early 1980s saw the planning effort refined through additional detailed studies. The 1970s was a period of laying the ground work for so much of the physical renovation work which occurred during the study period. In 1974, the Logan County Historical Society was created. In 1977, the city's "Comprehensive Plan" was prepared. In 1978, "A Plan for Historic Preservations" was developed for the study area and in the same year the Logan County Industrial Development Authority was established. To protect and enhance the design aspects of the study area, the Capitol Town Site Downtown Historic District was created along with the Arts and Humanities Council. To further refine the efforts of the 1970s in the 1980s, a long range plan for "Economic Revitalization of the Central Business District" was prepared in the summer of 1980 followed by a "Market Study" of the

downtown. In addition, the Guthrie Industrial Development Authority and the Logan County Economic Development Council were created. To determine the architectural and historical significance, all the properties in the study area were surveyed starting in 1986.

Two forces converged on Guthrie at the beginning of the study period. The oil boom of the late 1970s had created capital investment funds in Oklahoma. Federal tax laws were revised by 1980 to permit tax investment credit for the renovation of historic properties. The historic preservation tax shelters developed in Guthrie under the Tax Act attracted money into the restoration of properties in the study area. These favorable investment opportunities remained in place until the federal Tax Reform Act went into effect in 1987.

During this seven year period (1980 to 1986) substantial progress was made in restoring and revitalizing the downtown study area. The physical appearance of the area was enhanced through individual building and block facade renovations, addition of amenities such as brick streets and pedestrian period street lighting, landscaped spaces and street trees, attractive color schemes and awnings for downtown buildings. During the study period there was a 79 percent increase in square footage devoted to eating establishments, while service, retail and office space usage remained about the same during this period. Housing and public/semi-public square footage had significant increases. Storage and vacancy of building space decreased, reflecting a healthier community. By the end of the study period, more second and third floor space was being occupied. By 1986 the percentage of sound buildings had increased from 36 percent to 78 percent. No buildings were found to be dilapidated at the end of 1986.

Off-street parking was increased by over 200 percent during the study period. All the utilities were found to be in sound working condition except the water system. Overhead lines were reduced during the study period through the placement of wiring for new period street lights underground.

The city's population reversed decades of decline and stagnation by 1980, and posted approximately a 2,000 person or 18 percent gain during the study period, 1980-86, indicating the confidence which developed in the City during the renovation planning period of the 1970s. The expansion of the Oklahoma City metropolitan area has also been a factor in the City's growth, judging from the higher percentage of new housing in existence by 1980.

Guthrie was fortunate to have knowledgeable people and institutions behind its preservation effort during this time. The community's commitment to professionalism has paid handsome dividends in terms of accomplishments. The community executed four of its five renovation projects during the Study Period for an investment of over twelve million dollars. These four renovation projects knitted together private and public resources to execute these complex projects. Besides these four projects, millions of other dollars were spent on private renovation activities.

These improvements have resulted in a substantial increase in assessed value of properties and tax revenue in the Study area. The improvements have also resulted in a steady increase in tourism and tourist related lodging and eating facilities. An attitude survey indicated most tourists stay less than six hours, but they like what they saw in Guthrie and they plan to come back. Other attitude surveys also indicated shoppers and shop owners are generally satisfied with preservation efforts but would like to see a greater variety of businesses and more amenities such as street furniture, landscaping, and public spaces.

## Recommendations

There are many lessons which can be learned from Guthrie's experience in historic preservation that can benefit other communities. These benefits range all the way from organizing a local preservation board, through how to identify and manage historic resources, to interfacing with state and federal preservation programs.

In initiating a local historic preservation effort, it is important to form an organization which can accomplish the desired goals of the community. States have enabling legislation which permit localities to form historic preservation organizations as part of the local government. In many communities, municipal or county historic societies already exist. In some cases such as Guthrie, the role of the county historical society can be enlarged to accommodate the function of historic preservation. However, it is important to be aware that each state has its own laws governing the function of local preservation organizations. Therefore, it is important early on to contact the state historic preservation office (SHPO) for advice and assistance. In many states SHPO is part of the state historical society.

In selecting persons to serve on a local historic preservation board, it is important to identify people in the community who have a strong interest and, if possible, knowledge of historic preservation matters. Candidates for the board should possess proven leadership qualities in past community activities. Potential board members ideally should be composed of individuals who, besides meeting the above requirements, represent a cross-section of the community's leadership. Ideally, one or more members should be from the design professions of architecture, landscape architecture, urban planning, civil engineering, or interior design. Another member should represent the financial

community while other members could represent legal interests, history, architectural history, historical geography, or any other academic area with preservation training, and also the construction industry and real estate areas.

In the event the community plans to undertake an extensive restoration program, such as Guthrie, a full-time professional director for the local board should be retained. This person should have a background of education and experience in historic preservation. In a case where a community does not have the financial resources to secure a full time professional director, part-time employment and consulting options could be explored. For example, sharing a director with another community, or retaining a knowledgeable local person in the community, along with other possibilities should be examined. The use of consultants to augment the staff, as in the case of Guthrie, should be considered. The state historic preservation office should be contacted for advice on these matters.

After a local historic preservation board has been established, an assessment study of the communities significant historic resources should be undertaken to identify how the resources should be handled. Qualified consultants providing these services can be identified through SHPO. Consultants so identified should be requested to submit qualification statements. Past clients should be contacted for references, those consultants which have an acceptable reputations should be requested to submit proposals. After the proposals are submitted and reviewed, they should be ranked. The three highest ranking consultants should be invited for an interview. Following the interviews, the most suitable consultant should be selected and retained to perform the services under consideration.

Once the consulting studies are completed, and if a historic district is recommended, the local board should make application through its staff or a

consultant of the proposed district to the National Register of Historic Places. After the district has been placed on the National Register, a master plan should be prepared for the district based on short and long range community goals and objectives. A market study to determine building uses in the district also should be accomplished. It is essential to have public involvement to assure entire community support. The master plan should be organized so it can be updated with a continuing public involvement program on an annual basis as changing conditions warrant. The master plan should subsequently be adopted by the local board and supported by a resolution of concurrence from the local governing body.

Qualified firms to prepare the master plan and market study may be obtained through SHPO or professional societies such as the American Society of Landscape Architects, American Planning Association, or University faculty in these professions. Following the adoption of the master plan for the historic district, the local historical board should urge the local governing body (in the case of Guthrie, it was the city council) to pass a historic preservation ordinance protecting the district. Such an ordinance should contain design controls for the district and be managed by a board to review city building permits to determine if building activities are in conformity with the design criteria of the district's ordinance. The membership of the board for the preservation ordinance should be similar to what was recommended earlier for the local historical board.

It is apparent, in Guthrie's situation between 1980-86, federal governmental programs played a major role in implementing preservation programs. These federal programs included capital grants money for project renovations, tax benefits, and UDAG grants through the U. S. Department of Housing and Urban Development. It is also apparent federal support for preservation varies depending on general economic conditions. For example,

the energy crisis fueled downtown and inner city revitalization. Benefits for this revitalization came in terms of tax credits, and short depreciation periods for renovated building. Grants for public buildings, such as the Capital Publishing House in Guthrie, were made available during the economic recession of the late 1970's and early 1980's. The Tax Reform Act of 1987 reduced many of the benefits which were in place during the study period. However, many benefits still remain, particularly facade easements and 20 percent tax credits for buildings on the National Register of Historic Places. Therefore, the local board should keep abreast of federal tax incentives and programs which benefit historic preservation through local professional staff expertise or through SHPO.

The Nation Trust for Historic Preservation operates the preservation service fund, a small matching grants program for consulting services for preservation projects. Some eligible projects under the program include: architecture design services, feasibility plans, development of historic preservation ordinances, legal assistance, fund raising consultation, and other activities. Applicants for grants must be non-profit tax exempt (501C3) organizations which are members of the Preservation Forum. Applications are made through the National Trust regional offices. In the case of Oklahoma, the regional office is in Denver. The funding deadlines for grant applications are February 1, June 1, and October 1 of each year. Oklahoma has received approximately \$35,000 in grant funds over the past four to five years.

The importance of the role of private capital in preservation activities, either as a sole proprietary or limited partnership or foundation, should not be underestimated. Private funds are important for individual renovation projects but are even more significant as sources of financing when combined with tax free industrial revenue bonds and federal Urban Development Action Grants (UDAG). The extensive renovation work in Guthrie could not have been

accomplished by private single source funding. A local board needs to be aware how private funds can be leveraged to create renovation opportunities through public funds as illustrated by Guthrie's example. Local board members and staffs personnel can gain knowledge to assist local developers in preservation activities by attending preservation workshops and seeking the advice of SHPO.

Historic preservation boards in many communities effectively use revolving funds to secure and protect historic properties. Such a fund can be established through private donations and used to buy endangered properties of historic importance. Later these properties can be renovated and sold when there is a market for the property. This tool, although not used in Guthrie, has been effective in other communities in saving significant properties from demolition. Local boards should, early in their existence, create and solicit funds for this activity.

Local boards are ineffective in developing legislation dealing with preservation issues unless they are organized into city, metropolitan or statewide preservation alliances which are part of a national network. Oklahoma is contemplating the establishment of such an alliance. If such an alliance had been in effect during the study period, Guthrie would have benefited substantially in its preservation efforts. Local boards should support participation in preservation alliances to advocate legislation in the interest of historic preservation at both a state and national level.

Many states have tax benefits available to private citizens interested in investing in historic properties. Some of these benefits include the freezing of assessed values on historic buildings prior to improvements, thus not penalizing investors making improvements in the property. Oklahoma does not have any tax benefits for historic properties; thus investors in Guthrie did not



receive this benefit. If a state does not have tax benefits or limited benefits, local boards should advocate tax benefits for the private sector on historic properties.

The National Trust for Historic Preservation, located in Washington, DC, is the official organization in the United States concerned about preservation activities. It has considerable resources and programs to bring to bear on state and local preservation issues. One of its activities, the Main Street Program deals with the revitalization of downtowns in communities under 50,000 population size. Local boards should establish and maintain contact with the National Trust through organizational or individual memberships and attend its workshops and national conferences to become aware of the resources and programs of the National Trust.

#### Study Limitations and Need for Further Research

The study faced several limitations in terms of available data, the type of records and documents which were developed by those involved in the preservation efforts. Because the city does not require building permits for smaller sized projects and does not require disclosures on the cost of estimated improvements, financial data on the cost of renovation were not available. The city does not maintain a strong enforcement program on building permit compliance, hampering an adequate measure of improvement costs. Consequently, only the cost of joint public/private large scale projects could be determined. There was no primary data on the survival rate of new and old businesses in renovated or non-renovated buildings in the study area. Therefore, it was not possible to determine the causes for success or failure of businesses.

If the study area had an initial master plan to guide development, instead of "A Plan for Historic Preservation" which consisted essentially of a set of

drawings of building facades and a street layout of buildings, it would have been easier to measure improvements.

### Need for Further Research

Several topics should be researched further to understand the economic forces at work in the community. The performances of businesses in renovated and non-renovated buildings should be undertaken to understand the causes of their rate of success or failure. The role of perceived benefits of tax incentives for historic preservation should be investigated, such as, federal tax credits, short term depreciation, and the role of industrial revenue bonds and UDAG grants in project financing to determine their actual benefit. In addition, the value of a short or long range master planning should be investigated as to the role it could play to enhance the obtainment of short and long range goals and objectives.

### Conclusions

To expand its efforts Guthrie must maintain its self confidence in its preservation efforts. More advertising along the Interstate Highway I-35 will help to attract more people. Efforts should also be made to renovate more of the vacant second and third floors into apartments and condominium housing. Through its historic preservation efforts during the study period, Guthrie has put itself in the forefront of Oklahoma's preservation activities. The community's preservation efforts are well known throughout the Southwest and the nation through preservation circles. Much work has been accomplished and yet much work still needs to be undertaken. Guthrie has the momentum through a cadre of professional and community leaders to continue this effort. Viable markets need to be identified to attract and retain businesses suited to the study area.

Tourism and community activities need to be further promoted to help Guthrie realize its ultimate goal of becoming the Victorian architectural "Williamsburg" of the Southwest.

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## APPENDICES

## APPENDIX A

### BUILDING USE AND CONDITION SURVEY

CONFIDENTIAL

1987 BUILDING USE AND CONDITION SURVEY DOWNTOWN HISTORIC DISTRICT  
Guthrie, Oklahoma

Study by:

Program of Landscape Architecture

Oklahoma State University, Stillwater, OK

1. Survey map parcel number \_\_\_\_\_
  2. Date of survey \_\_\_\_\_ Surveyor's name \_\_\_\_\_
  3. Building address \_\_\_\_\_
  4. Number of stories \_\_\_\_\_
- |                     |            |              |
|---------------------|------------|--------------|
| 1st floor use _____ | GFA* _____ | vacant _____ |
| 2nd floor use _____ | GFA* _____ | vacant _____ |
| 3rd floor use _____ | GFA* _____ | vacant _____ |
| Basement use _____  | GFA* _____ | vacant _____ |

5. Description of building (Please circle description item from exterior examination)

Condition: Sound (minor repair), Deteriorating (major repair), Dilapidated (beyond repair)

Functionally obsolete

Faulty arrangement and design

Incompatible land use

Inadequate: Parking, Loading facilities

Environmental problems: noise, glare, other specify

Other (specify) \_\_\_\_\_

\* GFA = gross floor area in square feet



APPENDIX B  
CUSTOMER SURVEY

CONFIDENTIAL

1987 CUSTOMER SURVEY  
 Downtown Historic District  
 Guthrie, Oklahoma  
 Study by:  
 Program of Landscape Architecture  
 Oklahoma State University, Stillwater, OK

Survey map parcel number \_\_\_\_\_

Building renovated between 1980 - 1986: yes \_\_\_\_\_ no \_\_\_\_\_  
 Date of survey \_\_\_\_\_ Interviewer's name \_\_\_\_\_

Would you be willing to answer a few questions about your shopping  
 in Guthrie today? The survey will take a few minutes.  
 \_\_\_\_\_ accept \_\_\_\_\_ refused

Reason for refusal (if possible): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

1. Are you from Guthrie? yes \_\_\_\_\_ or no \_\_\_\_\_, if not, give  
 your hometown and zip code \_\_\_\_\_  
 \_\_\_\_\_

2. Please rate the following item from 1 to 3 for the entire  
 downtown area

	Poor	Fair	Good
a. Selection of goods	1	2	3
b. Store hours	1	2	3
c. Number of parking areas	1	2	3
d. Parking location	1	2	3
e. Attention from sale people	1	2	3
f. Ease in getting downtown	1	2	3
g. Place to eat	1	2	3
h. Entertainment	1	2	3
i. Prices	1	2	3
j. Advertising	1	2	3
k. Special sale events	1	2	3
l. Appearance of buildings	1	2	3
m. Surroundings	1	2	3

3. Do you prefer shopping downtown instead of other places?  
 yes \_\_\_\_\_ or no \_\_\_\_\_, please comment \_\_\_\_\_  
 \_\_\_\_\_

4. What do you think of the historic renovation going on in the downtown? Please comment \_\_\_\_\_

5. Do you like the appearance of the renovated buildings? yes \_\_\_\_\_ or no \_\_\_\_\_, please comment \_\_\_\_\_

6. What kinds of additional features do you think would make the downtown area more attractive and enjoyable? Please circle your choice.

	None	Unconcerned	Important
a. more seats and benches	1	2	3
b. drinking fountains	1	2	3
c. trees	1	2	3
d. attractive outdoor gathering areas with food and beverage	1	2	3
e. clean, safe public toilets	1	2	3
f. close in parking	1	2	3
g. more overhead protection from sun and rain	1	2	3
h. information boards	1	2	3
i. public telephones	1	2	3
j. shrubs and colorful flowers	1	2	3

7. When driving through the area can you easily locate businesses by their signs? yes \_\_\_\_\_ or no \_\_\_\_\_, if not, why not? \_\_\_\_\_

8. When walking along the sidewalk can you easily locate businesses by their signs? yes \_\_\_\_\_ or no \_\_\_\_\_, if not, why not? \_\_\_\_\_



9. Do you feel the arrangement and display of merchandise in store front windows are effective? yes \_\_\_\_\_ or no \_\_\_\_\_, if no, why not \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

10. Rate the general appearance of:  
 (Please circle number)

	Poor	Fair	Good
a. street lamps	1	2	3
b. window awnings	1	2	3
c. inside the businesses	1	2	3
d. outside the businesses	1	2	3
e. brick sidewalks	1	2	3
f. streets	1	2	3
g. surroundings	1	2	3

11. Do you think parking improvements are needed? yes \_\_\_\_\_ or no \_\_\_\_\_, if so what kind?  
 \_\_\_\_\_  
 \_\_\_\_\_

12. Do you think different types of stores or services are needed? yes \_\_\_\_\_ or no \_\_\_\_\_, if yes, what kinds \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

13. What could be done to make shopping downtown more convenient and comfortable:  
 a. During the cold winter \_\_\_\_\_  
 \_\_\_\_\_  
 b. During the hot summer \_\_\_\_\_  
 \_\_\_\_\_

14. Do you think a drop-off child care facility in the downtown would be used to aid shoppers? yes \_\_\_\_\_ or no \_\_\_\_\_, please comment \_\_\_\_\_

15. Should the downtown have any of the following activities?  
 no \_\_\_\_\_ or yes \_\_\_\_\_, if yes, rank the facilities in terms  
 of priority.

	Low	Medium	High
_____ sidewalk sales	1	2	3
_____ art and craft fairs	1	2	3
_____ flea markets	1	2	3
_____ outdoor vegetable markets	1	2	3
_____ sidewalk cafe	1	2	3
_____ outdoor band concerts	1	2	3
_____ ice cream socials	1	2	3
_____ pie suppers	1	2	3
_____ domino and checker tournaments	1	2	3
_____ theme festivals	1	2	3
_____ other specify _____			
_____			
_____			

APPENDIX C  
BUSINESS OWNERS SURVEY

CONFIDENTIAL

1987 SURVEY OF BUSINESS OWNER'S  
 Downtown Historic District  
 Guthrie Oklahoma  
 Study by:  
 Program of Landscape Architecture  
 Oklahoma State University, Stillwater, OK

Survey map parcel number \_\_\_\_\_  
 Date of survey \_\_\_\_\_, Interviewers name \_\_\_\_\_

Building renovated between 1980 - 1986: yes \_\_\_\_\_, no \_\_\_\_\_

Would you be willing to answer a few questions about your  
 business in Guthrie? The survey will take a few minutes.  
 \_\_\_\_\_ accept \_\_\_\_\_ refused

Reason for refusal (if possible): \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

1. Name of business \_\_\_\_\_

2. Address \_\_\_\_\_

3. Person interviewed \_\_\_\_\_ Title \_\_\_\_\_

4. Do you own this property, yes \_\_\_\_\_ or no \_\_\_\_\_; if no from  
 whom do you rent? \_\_\_\_\_

Owners address \_\_\_\_\_

5. Goods or services provided \_\_\_\_\_

6. Lot dimensions: frontage \_\_\_\_\_, depth \_\_\_\_\_

7. Number of floors \_\_\_\_\_, basement: yes \_\_\_\_\_ no \_\_\_\_\_

8. Gross square footage by floor and use:

1st floor	_____	Use:	_____
2nd floor	_____	Use:	_____
3rd floor	_____	Use:	_____
Basement	_____	Use:	_____

9. Type of business activity \_\_\_\_\_  
 (retail, lodging, service, eating, entertainment, etc.)

10. Is the building you are occupying on the National Register  
 yes \_\_\_\_\_ or no \_\_\_\_\_

11. Has your building been renovated? yes \_\_\_\_\_ or no \_\_\_\_\_, if yes, what year? \_\_\_\_\_
12. What was the cost of renovation? \_\_\_\_\_
13. Was the building restored to the Victorian period style:  
yes \_\_\_\_\_ or no \_\_\_\_\_
- a. Exterior: yes \_\_\_\_\_ or no \_\_\_\_\_, if yes what year \_\_\_\_\_
- b. Interior: yes \_\_\_\_\_ or no \_\_\_\_\_, if yes what year \_\_\_\_\_
14. Do you have adequate interior space to accommodate your needs? yes \_\_\_\_\_, or no \_\_\_\_\_, if no, please explain  
\_\_\_\_\_
15. Is the arrangement of rooms or spaces suitable for your needs? yes \_\_\_\_\_ or no \_\_\_\_\_, if no, please explain  
\_\_\_\_\_  
\_\_\_\_\_
16. Does the building meet your other needs?  
yes \_\_\_\_\_ or no \_\_\_\_\_, if no, please explain  
\_\_\_\_\_  
\_\_\_\_\_
17. Do you provide free customer parking? yes \_\_\_\_\_ or no \_\_\_\_\_, if yes, please explain \_\_\_\_\_  
\_\_\_\_\_
18. Where do most of your customers park? \_\_\_\_\_  
(on street or off street) \_\_\_\_\_  
\_\_\_\_\_
19. Is customer parking adequate? yes \_\_\_\_\_ or no \_\_\_\_\_, if no, please explain \_\_\_\_\_  
\_\_\_\_\_
20. How many employees do you have? \_\_\_\_\_
21. Where do your employees park? \_\_\_\_\_
22. Is employee parking adequate? yes \_\_\_\_\_ or no \_\_\_\_\_, if no, please explain \_\_\_\_\_  
\_\_\_\_\_

23. Are you satisfied with the financial performance of your business? yes \_\_\_\_\_ or no \_\_\_\_\_, please explain \_\_\_\_\_
24. Would you prefer a different location for your business in the downtown area? If so, please explain \_\_\_\_\_
25. Do you wish to relocate outside the historic district in the downtown? yes \_\_\_\_\_ or no \_\_\_\_\_, if yes, please explain \_\_\_\_\_
26. If your answer to the previous question is yes, what are your location requirements? \_\_\_\_\_
27. Rate the following services from 1 (unacceptable) to 5 (excellent) by circling the appropriate answer
- |                 | unacceptable | fine | good | superior | excellent |
|-----------------|--------------|------|------|----------|-----------|
| a. Police       | 1            | 2    | 3    | 4        | 5         |
| b. Fire         | 1            | 2    | 3    | 4        | 5         |
| c. Trash pickup | 1            | 2    | 3    | 4        | 5         |
| d. Water        | 1            | 2    | 3    | 4        | 5         |
| e. Sewer        | 1            | 2    | 3    | 4        | 5         |
| f. Power        | 1            | 2    | 3    | 4        | 5         |
| g. Natural gas  | 1            | 2    | 3    | 4        | 5         |
28. Are you satisfied with the appearance of your immediate surroundings? yes \_\_\_\_\_ or no \_\_\_\_\_, please explain \_\_\_\_\_
29. Do people unfamiliar with your community have trouble finding your business? yes \_\_\_\_\_ or no \_\_\_\_\_, please explain \_\_\_\_\_
30. Where do most of your customers live? \_\_\_\_\_
31. Do your customers also shop at other downtown stores? yes \_\_\_\_\_ or no \_\_\_\_\_, if so, which stores \_\_\_\_\_

32. How do you like the overall appearance of the downtown area?

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33. What do you think should be done to improve the downtown?

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34. Add additional comments if necessary. \_\_\_\_\_

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APPENDIX D  
SURVEY OF PERSONS RELOCATING TO GUTHRIE



CONFIDENTIAL

1987 SURVEY OF PERSONS RELOCATING TO GUTHRIE, OK  
BETWEEN 1980 - 1987

Study by:  
Program of Landscape Architecture  
Oklahoma State University, Stillwater, OK

Date of survey \_\_\_\_\_ Interviewers name \_\_\_\_\_

Would you be willing to answer a few questions about your move  
to Guthrie today? The survey will take a few minutes.  
\_\_\_\_\_ accept \_\_\_\_\_ refused

Reason for refusal (if possible): \_\_\_\_\_

1. Home address \_\_\_\_\_

2. How long have you lived in Guthrie?  
(check one) Less than 1 yr. \_\_\_\_\_, 1-2 yrs. \_\_\_\_\_,  
2-3 yrs. \_\_\_\_\_ 3-4 yrs. \_\_\_\_\_, 4-5 yrs. \_\_\_\_\_,  
or 5-6 yrs. \_\_\_\_\_

3. What is the occupation of the resident \_\_\_\_\_

4. How many persons are there in your household? \_\_\_\_\_

5. What is/are the ages of the household members? \_\_\_\_\_

6. Where do your work? Guthrie \_\_\_\_\_, Oklahoma City \_\_\_\_\_,  
other (specify) \_\_\_\_\_

7. What form of transportation do you take to work?  
drive \_\_\_\_\_, car pool \_\_\_\_\_, walk \_\_\_\_\_,  
other (specify) \_\_\_\_\_

8. Why did you move to Guthrie? Please explain \_\_\_\_\_

APPENDIX E  
TOURIST SURVEY

CONFIDENTIAL

## 1987 TOURIST SURVEY

Guthrie, Oklahoma

Study by: Program of Landscape Architecture

Oklahoma State University, Stillwater, OK

Date of survey \_\_\_\_\_ Interviewer's name \_\_\_\_\_

Time of survey: a.m. \_\_\_\_\_ p.m. \_\_\_\_\_, Day of week \_\_\_\_\_

Tourist Facility: \_\_\_\_\_

Would you be willing to answer a few questions about your visit to Guthrie today? The survey will take a few minutes.

\_\_\_\_\_ accept \_\_\_\_\_ refused

Reason for refusal (if possible): \_\_\_\_\_

1. What community are you from? \_\_\_\_\_

2. What is your means of transportation? Auto \_\_\_\_\_

Bus \_\_\_\_\_ Other, specify \_\_\_\_\_

3. What brings you to Guthrie?

a. Historical attractions

b. Special group tour

c. Masonic functions

d. Business

e. Visiting friends

f. Passing through

4. How would you rank the attractions you have seen. Please circle the items listed below from 1 (very poor) to 5 (excellent)

		very			excellent
		poor			
_____ Downtown Historic District		1	2	3	4 5
_____ Event, please name activity		1	2	3	4 5
_____ State Capitol Publishing House		1	2	3	4 5
_____ Scottish Rite Temple		1	2	3	4 5
_____ Territorial Museum		1	2	3	4 5
_____ Victor Mall		1	2	3	4 5
_____ Sand Plum Restaurant		1	2	3	4 5
_____ Other(s), please name					
_____		1	2	3	4 5
_____		1	2	3	4 5
_____		1	2	3	4 5

5. What have you seen or done in Guthrie?

- A. Toured
- B. Shopped
- C. Sight seeing
- D. Ate
  - a. Sand plum
  - b. other \_\_\_\_\_
- E. Stayed overnight
  - a. Harrison House
  - b. Other \_\_\_\_\_
- F. Attend an event, specify, \_\_\_\_\_

6. How long will you be staying in Guthrie?

- \_\_\_\_\_ less than 2 hours
- \_\_\_\_\_ less than 6 hours
- \_\_\_\_\_ less than 12 hours
- \_\_\_\_\_ one day
- \_\_\_\_\_ two days
- \_\_\_\_\_ longer than two days

Do you plan to visit attractions in Guthrie again? yes \_\_\_\_\_  
 no \_\_\_\_\_. If yes, when? \_\_\_\_\_  
 how often in next year? \_\_\_\_\_

## VITA

Charles Louis Willoughby Leider

Candidate for the Degree of

Doctor of Philosophy

Thesis: A CASE STUDY OF THE CAPITOL TOWNSITE DOWNTOWN  
HISTORIC DISTRICT BETWEEN 1980-86, GUTHRIE, OKLAHOMA

Major Field: Environmental Science

Area of Specialization: Historic Preservation of Cultural Resources

Biographical:

Personal Data: Born in Howard, South Dakota, October 12, 1932, the son of Dr. and Mrs. Louis I. Leider. Married to E. Yuvone Fleming on September 9, 1963.

Education: Graduated from St. Agatha High School, Howard, South Dakota, in May, 1950; received a Bachelor of Science Degree in Landscape Architecture from Michigan State University in May 1957; received Master of City Planning degree from Yale University in June 1964; completed requirements for the Doctor of Philosophy degree at Oklahoma State University in July 1989.

Professional Experience:

Public Offices: 1957-66, Staff Planner for various agencies in Lansing, MI; Fayette County, PA; and Commonwealth of Kentucky.

Private Offices: 1966-85, Director of Planning and Urban Design for Clark and Enersen, Lincoln, NB; HNTB in Kansas City, MO; The SP Group, Irvine, CA.

Academic: 1966-89, Assistant Professor School of Architecture, University of Nebraska; Visiting Lecturer, Graduate Program of Urban Planning, University of Kansas, and Associate

Professor, and Coordinator for Landscape Architecture  
Program, Oklahoma State University.